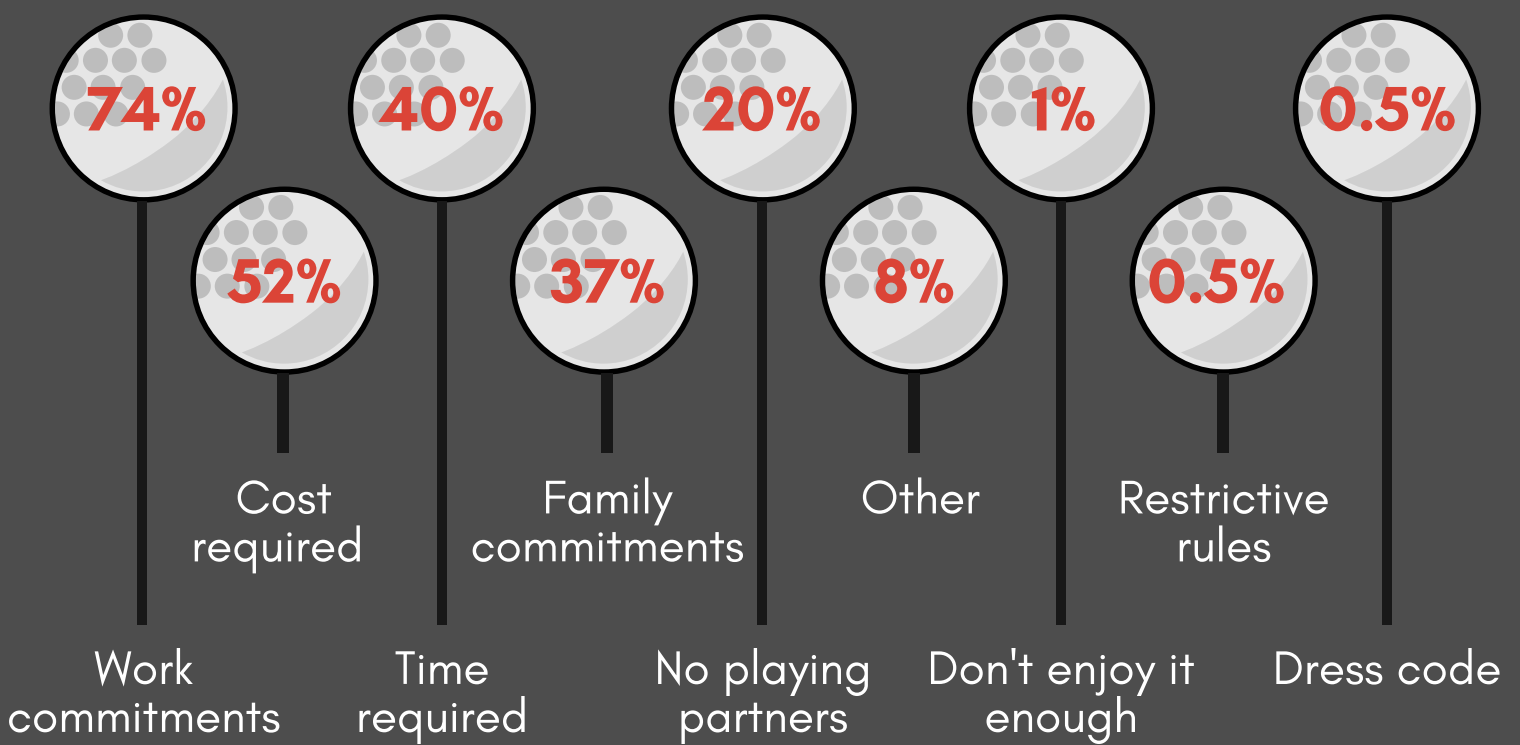


The fifth installment of our 2019 Millennial Research Study analyzing data collected from more than 3,600 avid millennial golfers. Data included is a continuation of the first four installments which are available at [globalgolfadvisors.com](http://globalgolfadvisors.com).

# HOUSEHOLD INCOME & WHAT PREVENTS MORE GOLF



## WHAT PREVENTS MILLENNIALS FROM PLAYING MORE GOLF?

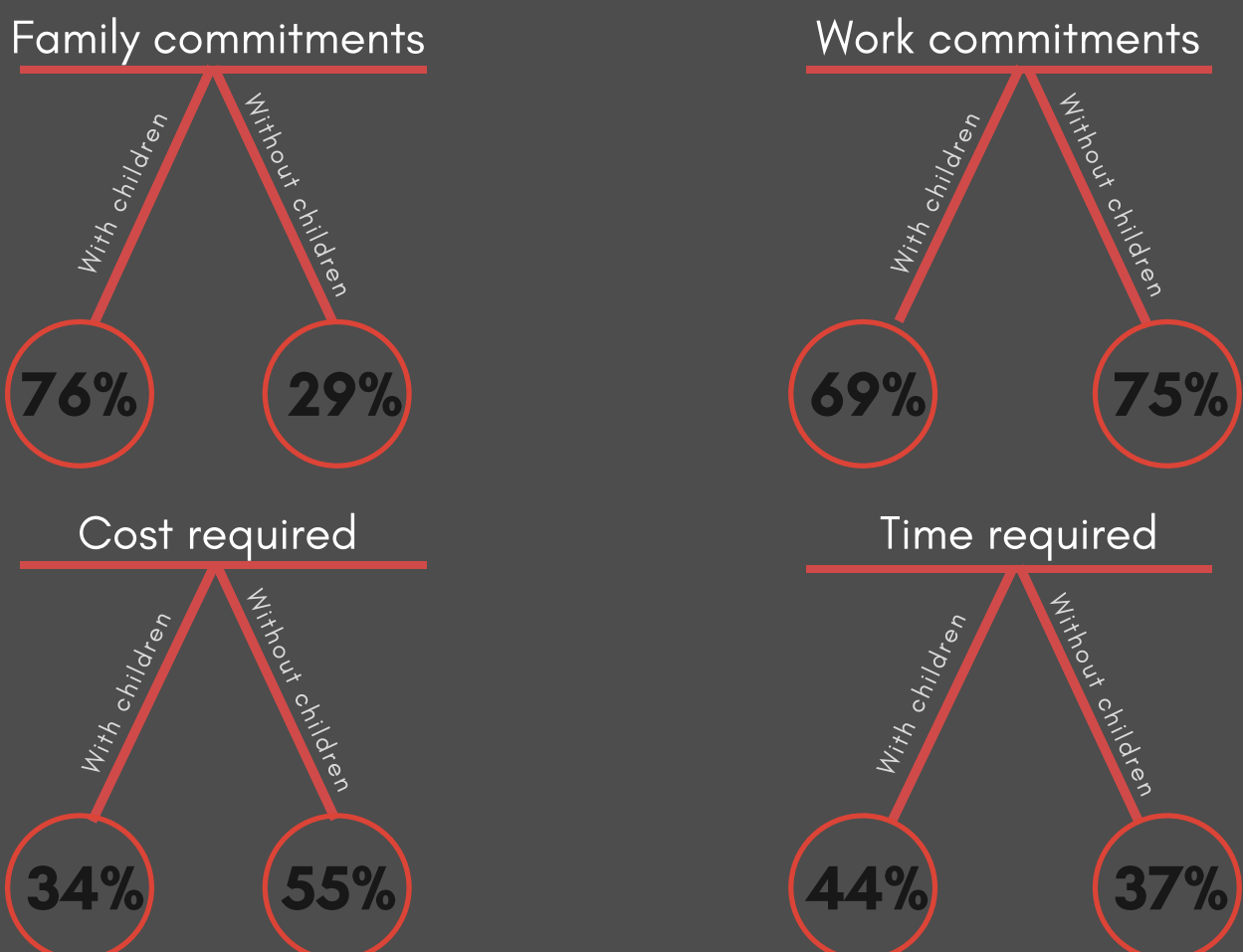


Availability of time has a large impact on how often millennials are able to play golf; three of the top four reasons for playing less golf are time-related.

Over half (52%) of millennials also indicated that the cost required to play golf is a main inhibitor of playing more golf.

This ties to the 2nd infographic, which examined Millennials' wants/needs and determined that cost and availability of time were two of the aspects millennials consider most when deciding whether or not to join a club.

## HOW ABOUT THOSE WITH CHILDREN?

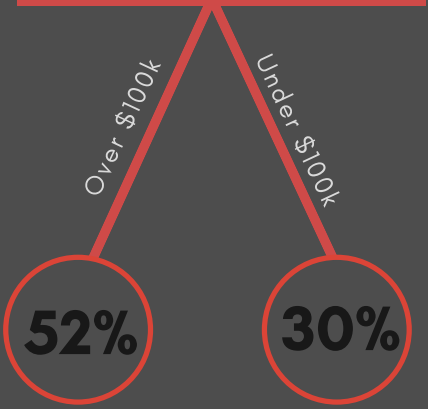


Millennials with children have far more family commitments (76% vs. 29%) and have significantly less time to play (44% vs. 37%).

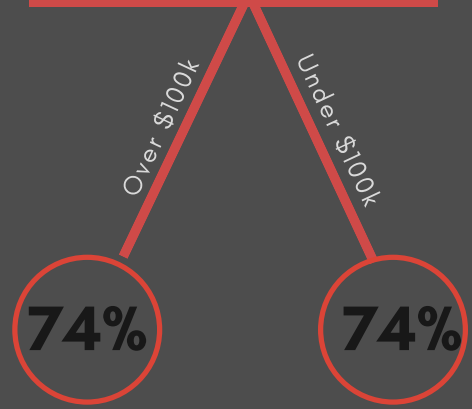
Millennials without children tended to have more work commitments and were more concerned about the cost required to play.

## HOW DOES THIS DIFFER BY INCOME?

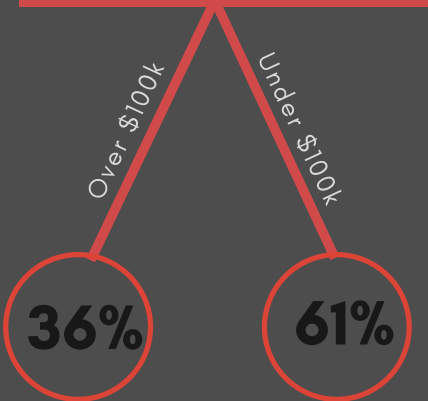
### Family commitments



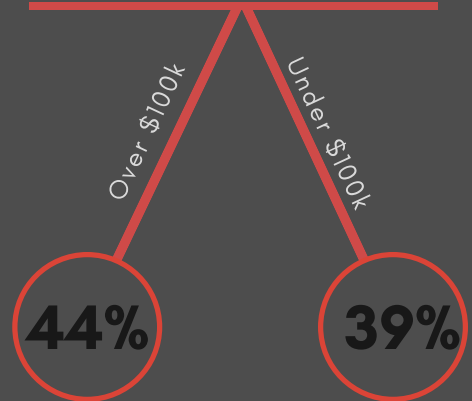
### Work commitments



### Cost required



### Time required



Those who earn more than \$100,000 per year tend to have more family commitments and have less time to play.

Those who earn less than \$100,000 per year were far more concerned about the cost required to play (61% vs. 36%).

These are very similar patterns to those who have children vs. those who do not. This is expected as those with children had an average income of \$105,651 vs. those who don't have children (\$73,972).

## CURRENT ROUNDS PLAYED VS. INCOME

### # of Rounds

### Income

0 - 2	_____	_____	_____	_____	\$60,500
2 - 5	_____	_____	_____	_____	\$79,138
6 - 10	_____	_____	_____	_____	\$80,652
11 - 20	_____	_____	_____	_____	\$82,198
21 - 30	_____	_____	_____	_____	\$80,918
31 - 40	_____	_____	_____	_____	\$77,985
40+	_____	_____	_____	_____	\$79,573



## FUTURE ROUNDS PLAYED VS. INCOME

### # of Rounds

### Income

Fewer	_____	_____	_____	_____	\$77,672
Same	_____	_____	_____	_____	\$81,337
More	_____	_____	_____	_____	\$82,100

Millennials who play more rounds of golf exhibit a higher average income.

Millennials who expect to play more rounds of golf in the next 5 years generally have higher incomes than those who expect to play fewer rounds of golf.

## PER-ROUND SPEND VS. INCOME

Less than \$25

\$25 - \$50

\$50 - \$75

\$75+

\$55K

\$78K

\$97K

\$107K

Not surprisingly, those who have a higher annual income are much more willing to spend more money on a round of golf.

## TYPES OF COURSES PLAYED GROWING UP

## TYPES OF COURSES PLAYED NOW

Income

\$79K

Course Type

Public

Income

\$78K

\$78K

Semi-Private

\$83K

\$82K

Private

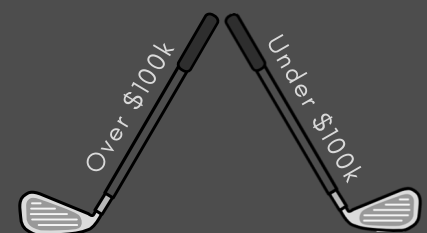
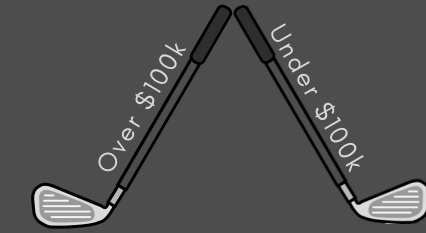
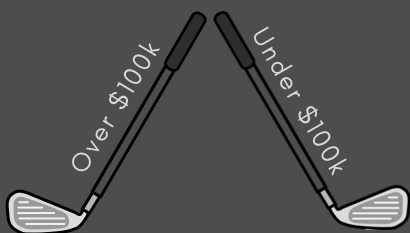
\$80K

## INCOME VS. INTEREST IN NON-GOLF AMENITIES

Fitness Center

Business Center

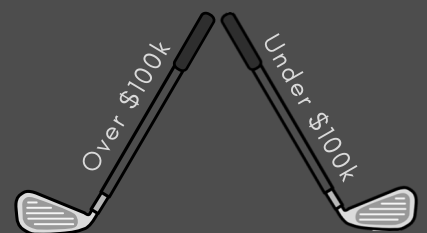
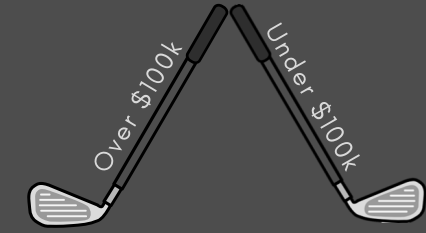
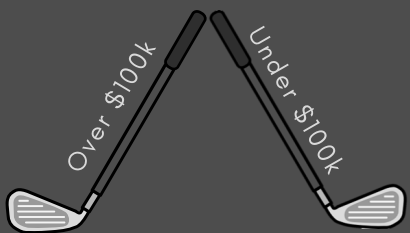
Pool



Tennis

Tech/Music

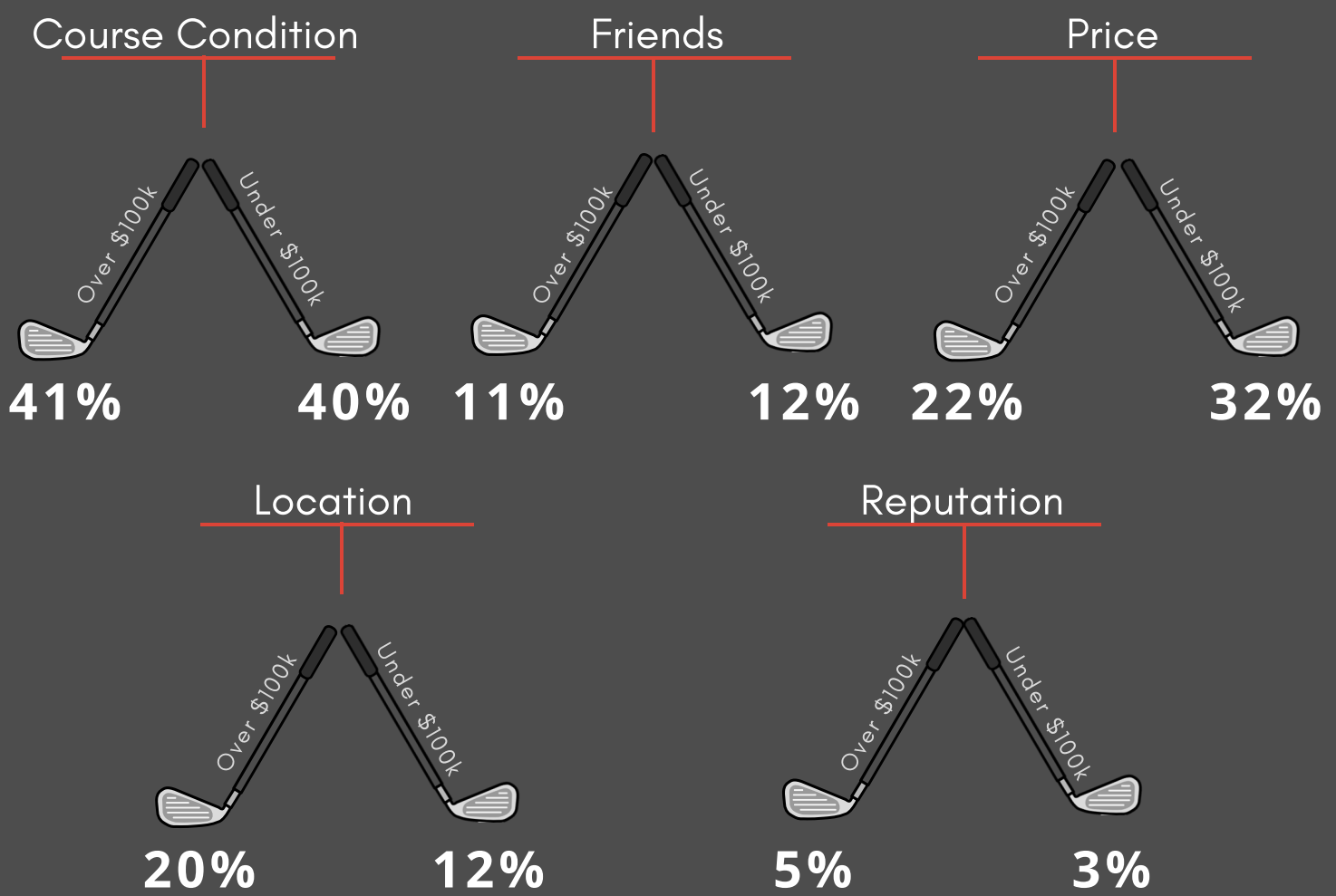
Socialization



Millennials who earn higher incomes have a much stronger preference for pool and tennis facilities at private clubs.

Those who earned less than \$100,000 per year had a stronger preference for an emphasis on technology & music and a desire for more events & socialization opportunities.

## INCOME VS. FACTORS THAT DETERMINE WHERE MILLENNIALS PLAY GOLF



Millennials who earn higher incomes tend to put a greater emphasis on location and club reputation when deciding where to play golf. Those with comparatively lower household incomes had a much higher tendency to indicate 'price' as the most important factor when deciding where to golf.

## INCOME VS. TEE TIME BOOKING METHOD PREFERENCES



Millennials with lower household incomes prefer to book tee-times in person. Those with higher incomes generally prefer to book tee times by telephone or through the course's website.

## INCOME VS. WAYS CLUBS CAN APPEAL TO MILLENNIALS

### UNDER \$100K

Make clubs more casual, in terms of dress codes and restrictions around the club.  
Offer more fun activities and events around to Club to allow for socialization.

### OVER \$100K

Implement more "Junior" and "Intermediate" categories and make these more affordable for millennials.  
Looking for more offerings to allow for quicker rounds (such as 9-hole rounds).

Data collected through Millennial Golf Industry Surveys conducted by Global Golf Advisors and Nextgengolf. Based upon responses from 1,426 millennials in a 2019 update on studies conducted in 2017 and 2018. More than 3,600 responses have been analyzed during the three-year research study.

The next infographic will examine the annual dues tolerance of millennials.