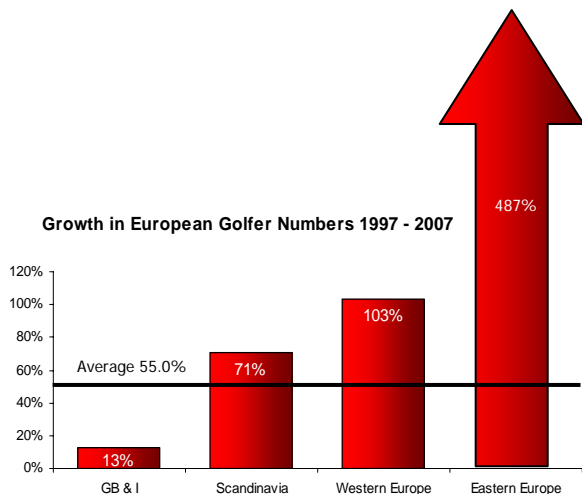


## EUROPEAN GOLF GROWTH TRENDS

- Since 1985, the number of registered golfers in Europe has more than tripled, and now stands at 4.3million.

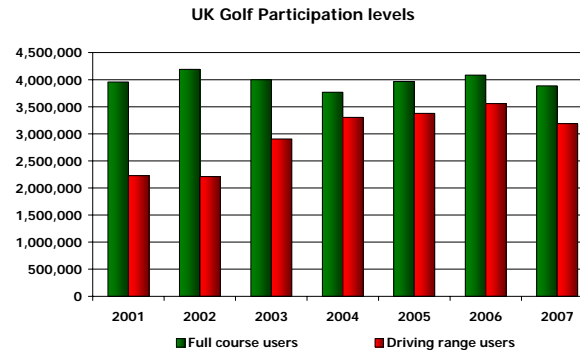


- Up until the year 2000, the number of golf courses in Europe increased at roughly the same rate, but since then there have been only 13% more new golf courses, and as many as 34% more golfers.
- This increase in golfers is most evident in the less developed golf markets, with the number of Eastern European golfers increasing by 487% since 1997.

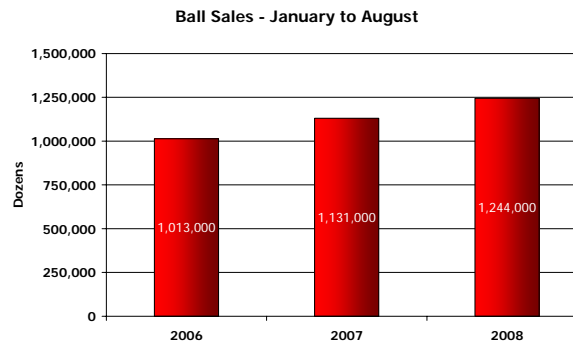


## UK GOLF PARTICIPATION

- The number of full course users in the UK remains at around the 4million mark, with over 3million golfers using driving ranges.

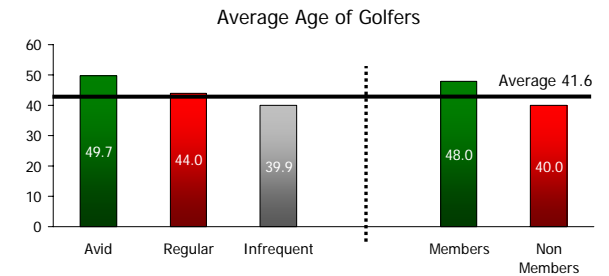


- The volume of rounds played in the UK in the first half of 2008 was up 1.9% on the same period last year.
- A good monitor for rounds played is the volume of golf balls being purchased, which is up 10% year on year for the first 8 months of 2008.



- Nearly 11% of people in the UK between the age of 25 and 34 play golf. This can be compared with only 5.5% of the 55+ age group.
- However, the 55+ age group plays on average more than 3 times as many rounds as the 25-34's.

- The average age of golfers in the UK is 42.
- Avid golfers and golf club members tend to be older.



## CONSUMER TRENDS

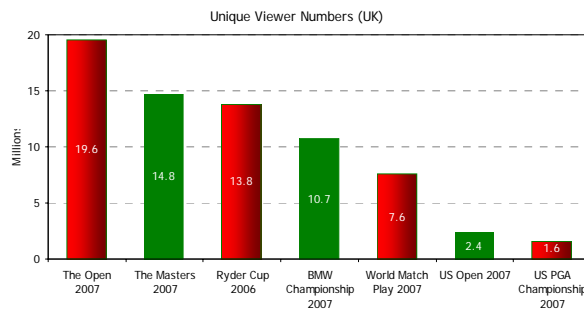
- On average, club golfers carry 2.13 Wedges and 0.86 Utility Clubs. This compares to 3.05 and 0.7 respectively for European Tour professionals.
- 64% of golfers in 2007 had tested a Utility Club. This is a year on year increase of 28%.
- 8% of golfers use training aids to improve their golf game, and on average spend almost £56 on each aid.
- Almost 70% of regular golfers wear a glove to play golf.
- While almost 80% of regular golfers purchase at least one glove a year, 19% of this group purchase waterproofs in any given year.
- 4% of golfers would pay a premium to play with a logo golf ball. This figure rises to 14% when purchasing the ball to keep.
- 34% of golfers would play more golf if a round took three hours to complete.
- 20% of regular golfers have tested a square headed driver.
- Less than 22% of regular golfers have golf lessons.

## EUROPEAN TOUR

- ✎ The 50 ranking events on the 2008 European Tour schedule are being played in 26 different countries, with Great Britain hosting 8 events, the USA hosting 6 and Spain hosting 5.
- ✎ Asian countries are host to 9 events on this years schedule.
- ✎ 13 different countries have already been represented in the winner's circle at the 35 events completed to date in the 2008 season – Great Britain with 10 winners, and South Africa with 5.
- ✎ With three different winners, India has also had great success in the first year that the European Tour has visited the country.
- ✎ Pablo Larrazabal won the Open de France ALSTOM without the use of a driver during all four rounds on a course that measured 7,225 yards. This win was a major contributing factor to him also picking up the European Tour Golfer of the Month award for June.

## GOLF IN THE MEDIA

- ✎ The 2007 Open Championship attracted more than 19½million unique TV viewers in the UK - more than any other golf event.



- ✎ 5½million of these were new viewers that had not watched any other golf in 2007 prior to the tournament.

- ✎ A total of 31.3million unique TV viewers watched golf in 2007.
- ✎ 3,153 hours of golf were broadcast on UK television in 2007, accounting for 8% of total sports coverage, and making it the fourth most widespread sport.
- ✎ Only 7% of this golf television coverage was broadcast on 'free-to-air' channels.

## SOURCES

- ✎ Sports Marketing Surveys Golf Department:
  - Participation report
  - Rounds Played report
  - Retail audits
  - Consumer research programmes
  - European Tour Equipment Census
- ✎ Sports Marketing Surveys Media Department:
  - BARB/MarkData UK
- ✎ For more information on any of the facts included in this leaflet please contact:

Tony Scott  
Research Manager – Golf  
Sports Marketing Surveys  
The Courtyard  
Wisley  
Surrey GU23 6QL  
UK

Tel: +44 (0) 1932 350600  
Fax: +44 (0) 1932 350375  
Email: [tonys@sportsmarketingsurveys.com](mailto:tonys@sportsmarketingsurveys.com)  
Web: [www.sportsmarketingsurveys.com](http://www.sportsmarketingsurveys.com)



BRITISH GOLF INDUSTRY ASSOCIATION

## GOLF FACTS AND STATS



  
**Sports Marketing Surveys**  
quality research for management action