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DEMOS AND GOLF HABITS

- Both men and women mean of 43 years of age N=650 (75-25%).
- Men averaged 34 rounds last year; women 28.3.
- 55% of the women have been playing for 10 years or less vs. 35% of the men. Women average 13 years golf experience; men 19.
- More than 1 in 5 (22% of women; 23% of men) are private club members.
- 21% of men were single digit HCP vs. 14% of women; Men mean of 15; women 18.1.
- 75% of both the men and women are playing public/daily fee or municipal courses most frequently.

A) TRENDS

1. Zooming Ahead vs. Cocooning
2. Digital Values and the ADD Generation
3. The Minority Majority
4. The New Frugality Means Value Not Cheap
5. The Rebirth of Entrepreneurial Spirit in the Wake of Institutional Failure

WOMEN GOLFERS' ATTITUDES ON CULTURAL TRENDS

Highest mean agreement on cultural attitudinal scores by women:

- We live in an age of constant updates—9.04
- It's important to try new things—8.67
- I find the internet to be more useful to me as an information source than I do new papers or magazines—8.46

- Quality service can make the ultimate difference in what I buy—8.40
- It's important for my life to include a variety of unique experiences—8.39
- I'm less trustful of large corporations today than I was five years ago—8.29
- I consider myself to be free-spirited—8.28
- I view retirement more as a time to experience new things, than as a time to relax—8.18
- I plan to spend actively on useful pastimes in my retirement—8.17
- It's important that my vacation travel include some element of adventure—8.06

Lowest agreement for women:

- I'm interested in emulating the personal style of celebrities—4.58
- If I see something I like, I don't worry about the price—5.74
- The U.S. economy will emerge out of recession in 2009—5.93
- I plan to scale down my lifestyle in my retirement—5.98
- There's too much new technology to keep up with—6.26
- I plan to continue working, even in retirement—6.28
- I'm confident that I will have enough to retire in comfort—6.3
- I invest so I can retire early—6.46

Significant differences for women and men—attitudinal statements:

- Women feel stronger that we are in an age of constant updates.
- Women place a greater emphasis on the ability of quality service to determine their ultimate purchases.
- Women more apt to seek new experiences in retirement and place more of a premium on trying new things.
- Women more likely to seek out an element of adventure on their vacations.
- Relative to men, women see themselves as being more indulgent than their parents.

PARTICIPATION TRENDS AND EXPECTATIONS

- 27% of both men and women played golf less often in 2008 than they did in 2007. However, 36% of the men played more vs only 27% of the women. Interestingly, those who have been playing the game longer, were significantly more likely to have played less golf in 2008.

- Those who played less often in 2008 are significantly more likely to believe that they will play less often in 2009.

- Having more people to play golf with, and having family more involved in golf are the top two reasons, beyond increased time availability, that women played more in 2008.

- Women are significantly more likely than men to attribute the expense of playing golf as a rationale behind less play in 2008. That was the top reason cited for decreased play, beyond time availability.

- Less than 10% of women (9.2%) and men (7%) expect to play less often in 2009. More than a third (35% of women and 42% of men) have expectations to increase their play in 2009, with over half playing the same. However the anticipated net decrease in rounds is higher than the anticipated net increase, So…net impact is probably more flatness to a slight increase, as the most avid players are significantly more likely to have intent for increased play in 2009…an argument to support retention of current best customers.

PURCHASING TRENDS AND EXPECTATIONS

- In 2008, women were more likely (from a market composition standpoint) to have bought new golf shoes, golf bags and golf apparel than men. They are statistically just as likely to have bought other major equipment categories as men. The under 35 set was more likely to have purchased a driver, a putter or new irons, than those age 65+. As expected, avidity correlates to higher propensity to have bought equipment across product categories.

- The most popular categories purchased by women in 2008 (as with men) were: Golf balls, apparel, shoes, drivers, putters.

- Spending levels across product categories was statistically consistent between men and women. Women showed an insignificantly greater mean spend on fairway woods, hybrids, wedges, golf apparel and golf bags. Aggregated, men spent a mean of $459 on swinging clubs vs. $427 for women (statistically insignificant). Medians were $325 and $300 respectively. Net-Net, women spend just as much per capita, as men do.

- A cautionary sign…a significantly smaller percentage of both men and women plan to purchase equipment in 2009. A lower composition of women than men indicate a likelihood to purchase irons. Women are slightly more likely than men to spend on apparel and shoes. Top categories for women and men are golf balls, golf apparel, shoes. followed by putters, drivers and wedges.

- Women will spend more per capita than men, in 2009, on fairway woods, hybrids, wedges, putters. Overall anticipated spending is virtually flat to 2008 on a per capita basis. However, factoring in the lower incidence of those who plan to spend, and absent significant marketing/diffusion of new product innovation, 2009 could be a more challenging year. That is to say, the data suggests that equipment manufacturers will need to make their marketing dollars work harder to see net sales increases in 2009. Significant new product introduction could be just the recipe needed to move the market forward and buck the anticipated flatness to decline, voiced by avid golfers.

- Both men and women anticipate their peak purchasing horizon to be in the near to medium term. 88% of women (96% of men) anticipate their next driver purchase within the first 6 months of the year. (Mean 3.2-3.6 months for swinging clubs)

- While men are most likely to make their next golf equipment purchase at a golf specialty store (33.1%), the plurality of women (33.7%) plan to buy at a sporting goods store. The internet has surpassed both mass merchandisers and green grass locations as the preferred purchase channel for both genders. Women are slightly more likely than men to prefer on-course locations.

ATTITUDES ON GOLF

Highest mean Agreement for golf statements by women:

- I like to shop around and compare before buying new clubs—8.52 (up from 8.1)
- Demoing is the best way to insure I'm buying the best club for my game—8.12 (8.7)
- It's important to get more women involved in playing golf—8.57
- A woman will win a PGA TOUR event one day—8.04
- I'm very interested in knowing which brands and models are popular with friends and peers—7.6
- The innovation of different drivers makes the decision process more complex than it used to be—7.6 (7.8)
- Golf has become less elitist over recent years—7.42
- I took more time before buying my most recent golf equipment than I did the last time (7.41)

Lowest agreement for women:

- For me, buying new golf equipment is an impulse decision—5.4
- Celebrity endorsements will make me consider buying a brand—5.84
- Golf is too expensive—6.22
- USGA limitations will inhibit new innovation in golf equipment—6.25

Significant differences for women and men—golf statements:

- Women more strongly agree about being interested in which equipment friends and golf partners are playing.
- Women find buying a driver to be more complicated than it should be.
- Women more interested in celebrity endorsements.
- Women significantly more likely to believe that a woman will win a TOUR event one day.
- Women significantly more likely to enjoy watching women compete against men.
- Women significantly more likely to believe that men don't give them enough respect on the golf course.
- Women significantly more likely to agree that it is important to get more women involved in playing golf.

BRAND PERCEPTIONS AND PREFERENCE TRENDS BY PRODUCT CATEGORY

Brand Preferences (Of 37 brands measured)—Significantly more likely to give top score to_____than men:

- Titleist
- Callaway Golf
- PING
- Cobra
- Nike Golf
- Top Flite
- Bobby Jones
- Precept
- Wilson
- MacGregor
- TOUR Edge
- Dunlop
- Pinnacle

Brand Preferences—Top Brands by mean score:

- Callaway Golf—8.76
- Titleist—8.55
- PING—8.16
- Taylor Made—8.13
- Nike Golf—8.12

Brands most likely put into play in the past season:

- Driver: **Callaway** (32%); **Wilson** (24.5%); **Nike Golf** (19%)
- Irons: **Callaway** (26%); **Wilson** (25%); **PING** (18%)
- Wedges: **Wilson** (19%); **Nike** (16%); **Callaway** (16%)
- Hybrids/Fairways: **Callaway** (16%); **Wilson** (13%); **Nike** (12%)
- Putters: **Nike** (19%); **Titleist** (18%); **PING** (18%)
- Golf Balls: **Titleist** (50%); **Top Flite** (36%); **Wilson** (26%)

Brands plan to play (different than last year)

- More diversity of opinion...but top three the same for drivers and irons (% ages lower for top three brands)
- Wedges shift to **Callaway** (18%), **Wilson** (17%); **Nike/PING** (15% each)
- Hybrids—**PING** emerges as #2 behind **Callaway** and ahead of **Wilson**
- Putters—**Nike** still tops; **PING** passes **Titleist**
- Golf balls—Same; but **Pinnacle**, **Precept** and **Maxfli** show strength

THOUGHTS ON GOLF APPAREL

- Women and men are most apt to buy their golf apparel at a sporting goods store, though women are significantly more likely than men, to typically buy there (33%). Golf specialty retailers are next most prevalent for both genders. About half of the women surveyed typically wear either golf or casual apparel on the course, with a third wearing mostly golf specific apparel…same as for the men.

- Median price points paid for a golf shirt or blouse remains at around $40.

- Women are significantly more likely to describe their taste in golf apparel as “modern/sophisticated”, than men, who overwhelmingly prefer a “traditional/conservative” look. However, women are most likely to say that they like both looks equally. The under 35 set is significantly more likely to prefer a “modern/sophisticated” look.