

# How They Fared

We customized gear for 10 golfers—and the results reveal a perfect fit.

We custom-fit five average Joes for new drivers and five others for new irons. Their handicaps, on average, improved 13% after the fittings. Here's more of the statistical breakdown.

*(Averages for clubhead speed, ball speed, shot dispersion and total distance based on launch monitor readings at time of fitting)*

**15.8**  
Average handicap with OLD clubs

**13.7**  
Average handicap with NEW custom-fit clubs

DRIVER FITTINGS	
(OLD)	(NEW)
Average handicap	Average handicap
<b>15.8</b>	<b>14.2</b>
Clubhead speed	Clubhead speed
<b>92.8 mph</b>	<b>94.2 mph</b>
Ball Speed	Ball Speed
<b>134.8 mph</b>	<b>137.0 mph</b>
Dispersion	Dispersion
<b>22.2 yards</b>	<b>14.2 yards</b>
Carry Distance	Carry Distance
<b>205 yards</b>	<b>222.2 yards</b>
Total Distance	Total Distance
<b>220.2 yards</b>	<b>236.0 yards</b>

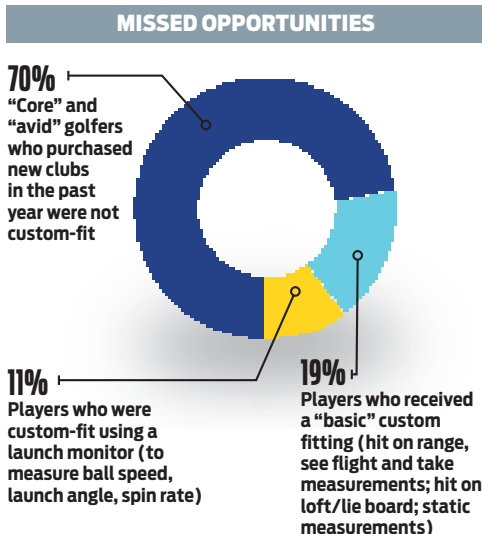
IRON FITTINGS	
(OLD)	(NEW)
Average handicap	Average handicap
<b>15.8</b>	<b>13.2</b>
Clubhead speed	Clubhead speed
<b>80.2 mph</b>	<b>83.2 mph</b>
Ball Speed	Ball Speed
<b>100.8 mph</b>	<b>109.0 mph</b>
Dispersion	Dispersion
<b>17.0 yards</b>	<b>11.8 yards</b>
Carry Distance	Carry Distance
<b>137.0 yards</b>	<b>155.2 yards</b>
Total Distance	Total Distance
<b>140.8 yards</b>	<b>160.4 yards</b>

\*Golf Magazine tracked their progress during the first few months with the new clubs

Iron-fitting measurements taken with a 6-iron

## WHAT THE NUMBERS SAY

Golf Magazine and Golfsmith, one of the game's leading retailers, partnered on an exclusive research study last fall that delved into all aspects of custom fitting. What we found may shock you!



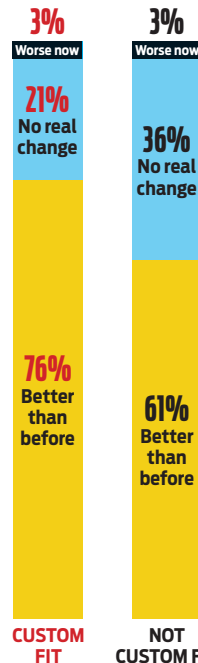
**CUSTOM FITTING = LOWER SCORES**

**SINCE PURCHASING NEW CLUBS...**  
*(% Who Agree or Strongly Agree)*

My handicap or average score improved by 2+ strokes per round  
**56%** Custom fit  
**46%** Not Custom fit

My handicap or average score improved by 5+ strokes per round  
**25%** Custom fit  
**16%** Not Custom fit

My average score is...



**SUPERIOR RESULTS**

**SINCE PURCHASING NEW CLUBS...**  
*(% Who Agree or Strongly Agree)*

I'm hitting longer shots now  
**68%** Custom fit  
**57%** Not Custom fit

I'm a better player now  
**67%** Custom fit  
**54%** Not Custom fit

I'm enjoying golf more now  
**60%** Custom fit  
**52%** Not Custom fit

Friends compliment me on my game more  
**49%** Custom fit  
**37%** Not Custom fit

This is the best golf equipment purchase that I've ever made  
**44%** Custom fit  
**28%** Not Custom fit

**STAYING POWER**

**OVERALL SATISFACTION LEVEL WITH THE NEW CLUBS...**  
*(% Extremely or Very Satisfied)*

**At 3 months:**  
**88%** Custom fit  
**81%** Not Custom fit

**At 4 to 6 months:**  
**88%** Custom fit  
**81%** Not Custom fit

**7 to 12 months:**  
**86%** Custom fit  
**79%** Not Custom fit

**6,000**  
Number of male golfers who participated in our study

TURN THE PAGE FOR OUR 10 FITTINGS