



**Web Street Golf Daily Pulse**  
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**DEAL WITH IT!** One of the more salient points revealed by Sports & Leisure Research Group in conjunction with Golf Magazine/[Golf.com](http://Golf.com), at the recent PGA Merchandise Show, indicated a sobering reality. Of the 2,000 golfers surveyed, 79-82% claim to have played the same or more golf than the previous year for the sixth straight year! Over the same time period, 96-98% of these same golfers plan to play the same or more in the following year. But here is where it gets sticky. Since they are maxed out, less than 1 in 5 believe that participation growth in golf can be achieved through existing golfers playing more! By the way, the world of consumer commerce around us is changing! While it can be stated that engaged golfers remain stable and drive 80% of spending, it remains to be seen how long that can last?

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