

USGA
Golfer Experience 2021

Analysis...: Maintain or minimize the loss of distance of your driver / tee shots?

Break.....: Maintain or minimize the loss of accuracy of your driver / tee shots?

Filter.....: All Respondents

Cells.....: Base %, Respondents

Text.....: As you continue playing golf over the next year or two, how important is it to you that you...

| Base % Respondents | Total | Maintain or minimize the loss of accuracy of your driver / tee shots? | | | | | |
|--|-------|---|----|----|-----|-----------------------|------------|
| | | 1 - Not at all important | 2 | 3 | 4 | 5 - Very important | Don't know |
| Base | 18332 | 3% | 3% | 9% | 24% | 58% | 4% |
| Maintain or minimize the loss of distance of your driver / tee shots? | | | | | | | |
| 1 - Not at all important | 4% | 3% | 0% | 0% | 0% | 0% | 0% |
| 2 | 4% | 0% | 1% | 1% | 1% | 1% | 0% |
| 3 | 11% | 0% | 0% | 5% | 3% | 3% | 0% |
| 4 | 25% | 0% | 0% | 2% | 13% | 9% | 0% |
| 5 - Very important | 53% | 0% | 0% | 2% | 6% | 44% | 1% |
| Don't know | 3% | 0% | 0% | 0% | 0% | 0% | 2% |

Analysis...: Maintain or minimize the loss of distance of your driver / tee shots?

Break.....: Actively increase the distance of your driver / tee shots?

Filter.....: All Respondents

Cells.....: Base %, Respondents

Text.....: As you continue playing golf over the next year or two, how important is it to you that you...

| Base % Respondents | Total | Actively increase the distance of your driver / tee shots? | | | | | |
|--|-------|--|-----|-----|-----|-----------------------|------------|
| | | 1 - Not at all important | 2 | 3 | 4 | 5 - Very important | Don't know |
| Base | 18323 | 6% | 10% | 24% | 29% | 28% | 2% |
| Maintain or minimize the loss of distance of your driver / tee shots? | | | | | | | |
| 1 - Not at all important | 4% | 3% | 0% | 0% | 0% | 0% | 0% |
| 2 | 4% | 0% | 2% | 1% | 0% | 0% | 0% |
| 3 | 11% | 1% | 2% | 6% | 2% | 1% | 0% |
| 4 | 25% | 1% | 3% | 8% | 11% | 3% | 0% |
| 5 - Very important | 53% | 1% | 3% | 9% | 15% | 24% | 0% |
| Don't know | 3% | 0% | 0% | 0% | 0% | 1% | 2% |

Analysis...: Actively increase the distance of your driver / tee shots?

Break.....: Actively increase the accuracy of your driver / tee shots?

Filter.....: All Respondents

Cells.....: Base %, Respondents

Text.....: As you continue playing golf over the next year or two, how important is it to you that you...

| Base % Respondents | Total | Actively increase the accuracy of your driver / tee shots? | | | | | |
|---|-------|--|----|-----|-----|-----------------------|------------|
| | | 1 - Not at all important | 2 | 3 | 4 | 5 - Very important | Don't know |
| Base | 18271 | 3% | 4% | 13% | 28% | 47% | 4% |
| Actively increase the distance of your driver / tee shots? | | | | | | | |
| 1 - Not at all important | 6% | 3% | 0% | 1% | 1% | 1% | 0% |
| 2 | 10% | 0% | 2% | 2% | 3% | 3% | 0% |
| 3 | 24% | 0% | 1% | 8% | 8% | 8% | 0% |
| 4 | 29% | 0% | 0% | 2% | 14% | 12% | 1% |
| 5 - Very important | 28% | 0% | 0% | 1% | 3% | 24% | 1% |
| Don't know | 2% | 0% | 0% | 0% | 0% | 0% | 2% |

Analysis...: Actively increase the distance of your driver / tee shots?

Break.....: Maintain or minimize the loss of accuracy of your driver / tee shots?

Filter.....: All Respondents

Cells.....: Base %, Respondents

Text.....: As you continue playing golf over the next year or two, how important is it to you that you...

| Base % Respondents | Total | Maintain or minimize the loss of accuracy of your driver / tee shots? | | | | | |
|---|-------|---|----|----|-----|-----------------------|------------|
| | | 1 - Not at all important | 2 | 3 | 4 | 5 - Very important | Don't know |
| Base | 18290 | 3% | 3% | 9% | 24% | 58% | 4% |
| Actively increase the distance of your driver / tee shots? | | | | | | | |
| 1 - Not at all important | 6% | 2% | 0% | 0% | 1% | 2% | 0% |
| 2 | 10% | 0% | 1% | 1% | 3% | 5% | 0% |
| 3 | 24% | 0% | 0% | 5% | 6% | 12% | 0% |
| 4 | 29% | 0% | 0% | 2% | 11% | 15% | 1% |
| 5 - Very important | 28% | 0% | 0% | 1% | 3% | 23% | 1% |
| Don't know | 2% | 0% | 0% | 0% | 0% | 0% | 2% |

Analysis.....: Q29a~Q29d

Break.....: How old are you?

Calculation..: 1-5 scale

Filter.....: All Respondents

Cells.....: Means, Respondents

| Means Respondents | How old are you? | | | | | | | | |
|--|------------------|-------|-------|-------|-------|-------|-------|-----|----------------------|
| | Total | 18-29 | 30-39 | 40-49 | 50-59 | 60-69 | 70-79 | 80+ | Prefer not to say |
| Base | 4.1 | 3.7 | 3.9 | 3.9 | 4.1 | 4.2 | 4.2 | 3.9 | 4.0 |
| Maintain or minimize the loss of distance of your driver / tee shots? | 4.2 | 3.5 | 3.7 | 3.8 | 4.2 | 4.4 | 4.4 | 4.2 | 4.0 |
| Actively increase the distance of your driver / tee shots? | 3.6 | 3.7 | 3.7 | 3.6 | 3.7 | 3.7 | 3.6 | 3.4 | 3.6 |
| Maintain or minimize the loss of accuracy of your driver / tee shots? | 4.4 | 3.7 | 4.0 | 4.1 | 4.3 | 4.5 | 4.5 | 4.3 | 4.2 |
| Actively increase the accuracy of your driver / tee shots? | 4.2 | 3.9 | 4.2 | 4.2 | 4.3 | 4.3 | 4.1 | 3.8 | 4.0 |

Analysis...: Maintain or minimize the loss of distance of your driver / tee shots?

Break.....: How old are you?

Filter.....: All Respondents

Score.....: 1-5 scale

Cells.....: Break %, Respondents

Text.....: As you continue playing golf over the next year or two, how important is it to you that you...

| Break % Respondents | Total | How old are you? | | | | | | | |
|--|-------|------------------|-------|-------|-------|-------|-------|-----|----------------------|
| | | 18-29 | 30-39 | 40-49 | 50-59 | 60-69 | 70-79 | 80+ | Prefer not to say |
| Base | 18402 | 913 | 1395 | 1732 | 2618 | 5707 | 5048 | 836 | 153 |
| Mean | 4.2 | 3.5 | 3.7 | 3.8 | 4.2 | 4.4 | 4.4 | 4.2 | 4.0 |
| Maintain or minimize the loss of distance of your driver / tee shots? | | | | | | | | | |
| 1 - Not at all important | 4% | 12% | 11% | 9% | 5% | 2% | 1% | 3% | 5% |
| 2 | 4% | 9% | 6% | 7% | 4% | 2% | 2% | 5% | 7% |
| 3 | 12% | 19% | 16% | 17% | 12% | 9% | 9% | 12% | 19% |
| 4 | 25% | 23% | 24% | 22% | 24% | 26% | 26% | 26% | 16% |
| 5 - Very important | 53% | 25% | 36% | 40% | 51% | 60% | 60% | 53% | 48% |
| Don't know | 3% | 12% | 8% | 5% | 3% | 1% | 2% | 1% | 7% |

Analysis...: Actively increase the distance of your driver / tee shots?

Break.....: How old are you?

Filter.....: All Respondents

Score.....: 1-5 scale

Cells.....: Break %, Respondents

Text.....: As you continue playing golf over the next year or two, how important is it to you that you...

| Break % Respondents | Total | How old are you? | | | | | | | |
|---|-------|------------------|-------|-------|-------|-------|-------|-----|----------------------|
| | | 18-29 | 30-39 | 40-49 | 50-59 | 60-69 | 70-79 | 80+ | Prefer not to say |
| Base | 18357 | 912 | 1396 | 1725 | 2618 | 5691 | 5028 | 834 | 153 |
| Mean | 3.6 | 3.7 | 3.7 | 3.6 | 3.7 | 3.7 | 3.6 | 3.4 | 3.6 |
| Actively increase the distance of your driver / tee shots? | | | | | | | | | |
| 1 - Not at all important | 6% | 9% | 10% | 9% | 6% | 4% | 5% | 9% | 5% |
| 2 | 10% | 8% | 8% | 9% | 9% | 11% | 11% | 15% | 9% |
| 3 | 24% | 18% | 20% | 22% | 21% | 25% | 27% | 25% | 27% |
| 4 | 29% | 26% | 24% | 26% | 28% | 31% | 30% | 26% | 25% |
| 5 - Very important | 28% | 30% | 33% | 29% | 32% | 28% | 26% | 24% | 26% |
| Don't know | 2% | 9% | 6% | 4% | 3% | 1% | 1% | 1% | 8% |

Analysis...: Maintain or minimize the loss of accuracy of your driver / tee shots?

Break.....: How old are you?

Filter.....: All Respondents

Score.....: 1-5 scale

Cells.....: Break %, Respondents

Text.....: Maintain or minimize the loss of accuracy of your driver / tee shots?

| Break % Respondents | Total | How old are you? | | | | | | | |
|--|-------|------------------|-------|-------|-------|-------|-------|-----|----------------------|
| | | 18-29 | 30-39 | 40-49 | 50-59 | 60-69 | 70-79 | 80+ | Prefer not to say |
| Base | 18357 | 912 | 1393 | 1724 | 2617 | 5692 | 5033 | 835 | 151 |
| Mean | 4.4 | 3.7 | 4.0 | 4.1 | 4.3 | 4.5 | 4.5 | 4.3 | 4.2 |
| Maintain or minimize the loss of accuracy of your driver / tee shots? | | | | | | | | | |
| 1 - Not at all important | 3% | 9% | 7% | 7% | 4% | 1% | 1% | 2% | 3% |
| 2 | 3% | 7% | 5% | 4% | 3% | 2% | 2% | 5% | 2% |
| 3 | 9% | 17% | 12% | 12% | 10% | 7% | 7% | 12% | 17% |
| 4 | 24% | 23% | 20% | 22% | 22% | 24% | 25% | 25% | 22% |
| 5 - Very important | 58% | 34% | 48% | 49% | 57% | 64% | 62% | 54% | 48% |
| Don't know | 4% | 10% | 8% | 6% | 4% | 2% | 2% | 2% | 8% |

Analysis...: Actively increase the accuracy of your driver / tee shots?

Break.....: How old are you?

Filter.....: All Respondents

Score.....: 1-5 scale

Cells.....: Break %, Respondents

Text.....: Actively increase the accuracy of your driver / tee shots?

| Break % Respondents | Total | How old are you? | | | | | | | |
|---|-------|------------------|-------|-------|-------|-------|-------|-----|----------------------|
| | | 18-29 | 30-39 | 40-49 | 50-59 | 60-69 | 70-79 | 80+ | Prefer not to say |
| Base | 18318 | 911 | 1396 | 1720 | 2616 | 5681 | 5008 | 833 | 153 |
| Mean | 4.2 | 3.9 | 4.2 | 4.2 | 4.3 | 4.3 | 4.1 | 3.8 | 4.0 |
| Actively increase the accuracy of your driver / tee shots? | | | | | | | | | |
| 1 - Not at all important | 3% | 7% | 7% | 6% | 3% | 2% | 2% | 4% | 3% |
| 2 | 4% | 5% | 3% | 4% | 3% | 3% | 5% | 10% | 5% |
| 3 | 13% | 13% | 11% | 11% | 11% | 13% | 16% | 19% | 20% |
| 4 | 28% | 24% | 19% | 23% | 25% | 30% | 32% | 29% | 25% |
| 5 - Very important | 47% | 40% | 52% | 50% | 53% | 50% | 43% | 35% | 41% |
| Don't know | 4% | 10% | 8% | 6% | 4% | 2% | 2% | 3% | 7% |