

CHARTING THE COURSE:

A KemperSports Golfer Insights Survey

New data from a survey of 24,774 new, current and lapsed golfers explores the rise of the new golfer, what their desires are for staying in the game, and how the golf industry should adapt.

1

Does your course speak Gen Z?

Gen Z's and younger Millennials are really getting into the game, with almost

27% OF NEW GOLFERS AGED 18-34

(compared to the industry average of 16%)

AND THEY'RE FEMALE!

33% ♀
OF NEW GOLFERS ARE WOMEN

(compared to the industry average of 24%)

2

The new golfer is a social golfer.

MORE THAN
40% 😊

SAY FUN EVENTS

or activities combined with golf would motivate them to play more rounds in 2021.



OF NEW GOLFERS,

30%

ARE MORE LIKELY TO COME BACK

if they can **get instruction PLUS social events.**

3

2021 intent to play is even higher than 2020.

58% OF NEW GOLFERS
PLAN TO PLAY EVEN MORE GOLF IN 2021

They intend to play just as much golf in the future as current golfers play, if they feel comfortable.

SCORES AREN'T EVERYTHING.

While some new golfers are likely to come back for instruction, **ONLY**

12%

OF NEW GOLFERS

said **no improvement/lower scores would be a barrier**

to playing more in 2021.

