

The Australian Golfer Survey - 2005



**Results from the most definitive
survey of the Australian golf
consumer**



Project Sponsors



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Introduction

With social patterns changing as we move into the 21st century, continued challenges are confronting the golf industry. An aging population, changes to traditional working weeks, competition from other sports, and increasing time pressures are all realities of the day that the industry faces and importantly need to address.

The Australian Golfer Survey – 2005 is a continuation of consumer research first undertaken in 2003, and continues to fill the research vacuum in which the industry has historically operated. This consumer research project seeks further information on the golf consumer and identifies patterns and traits which are apparent in the current day. Identification of these patterns and a wider understanding of the golf consumer consequently allows industry bodies and companies associated with golf to make more informed decisions in the present day, hopefully strengthening their business and future position within the golf industry.

Survey Sample – Key Demographic Information

The Australian Golfer Survey 2005 ran for approximately 6 weeks and a total of 13,784 completed surveys were received prior to the survey closing on 30 September 2005. The following summary highlights the key demographic characteristics of the survey sample.

Gender

The latest participation report published by the Australian Sports Commission (ASC) “ The Exercise, Recreation and Sport Survey – 2003”, estimates that approximately 1.282 million people currently participate in golf in Australia, 80% of which are male. The ASC gender estimates closely correlates with annual club membership numbers collated by the AGU, which indicate a male/female golf club membership ratio of 79/21.

The gender mix achieved in this survey of 88/12 is somewhat skewed towards the male golfer in terms of total numbers, however the mix of female responses when assessed by the other sample measures of age, state and handicap indicate a balanced sample, as identified in the following tables.

The participation figures are summarised in the following table:

Participation by Gender	Male	Female	Total
ASC Est. % Golf Participation	13.3%	3.3%	8.2%
Est. Golfer Population	1,024,800	257,500	1,282,300
Golfer Population Mix %	79.9%	20.1%	100%
AGU Gender Mix	78.8%	21.2%	100%
2005 Survey	88%	12%	100%
2003 Survey	86%	14%	100%

Source: ASC, 2005 Australian Golfer Survey & 2003 Australian Golfer Survey

Age

The 2005 survey sample is reasonably reflective of the national trend, however not unexpectedly the method of this survey likely precluded many of the more aged demographic (65 yrs +) from participating. The following table provides a comparison of the ASC estimates with the actual age distribution of 2005 and 2003 Australian Golfer Survey respondents.

Age	Actual National Distribution			2005 Survey Distribution		
	Male	Female	Total	Male	Female	Total
15-24	8%	7%	8%	5%	4%	5%
25-34	21%	8%	18%	21%	14%	20%
35-44	21%	16%	20%	23%	19%	23%
45-54	20%	22%	20%	24%	30%	25%
55-64	17%	25%	18%	21%	27%	22%
65 +	13%	22%	15%	6%	6%	6%

Source: ASC & 2005 Australian Golfer Survey & 2003 Australian Golfer Survey

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State

Participation estimates provided from the ASC and membership numbers provided by the AGU allow the distribution of golfers on a state basis to be determined. Analysis of the survey sample against these other data sources indicates that the survey sample is very consistent with actual the national distribution. The following table summarises the ASC and AGU estimates with the actual distribution by state of this survey.

State	Actual National Distribution			2005 Survey Distribution		
	Male	Female	Total	Male	Female	Total
NSW/ACT	37%	31%	36%	38%	38%	38%
VIC	28%	26%	28%	27%	22%	26%
QLD	17%	21%	17%	19%	18%	19%
SA/NT	8%	6%	7%	8%	8%	8%
WA	9%	14%	10%	6%	11%	7%
TAS	2%	2%	2%	2%	2%	2%
Total %	100%	100%	100%	100%	100%	100%

Source: ASC & 2005 Australian Golfer Survey & 2003 Australian Golfer Survey

Handicap

The final type of sample analysis undertaken is by handicap. Handicap data provided via GolfLink allows measurement of the sample set against the known national picture

The sample received via this survey shows a distribution that is slightly skewed to the better golfer in both male and female categories. The following table compares the ASC estimates with the actual distribution by state of this survey.

Handicap	Actual National Distribution			2005 Survey Distribution		
	Male	Female	Total	Male	Female	Total
< 4.5	4%	1%	3%	5%	2%	5%
4.5 to 12.4	17%	10%	16%	30%	12%	28%
12.5 to 19.4	32%	5%	27%	37%	24%	36%
19.5 to 27.4	41%	26%	38%	24%	30%	24%
27.4 +	6%	58%	16%	4%	33%	7%
Total	100%	100%	100%	100%	100%	100%

Source: ASC & 2005 Australian Golfer Survey & 2003 Australian Golfer Survey

Conclusions

Analysis of the survey sample against some of the known characteristics of the wider golf population indicates that the results and views from the 2005 survey are reflective of the slightly younger, better skilled Australian golfer.

Other Demographic Information

The following demographic information was extracted from the 2005 survey, with comparative results shown from the corresponding question (if asked) in the 2003 survey.

1. What is your work status?

	2005	2003
Working full-time	74%	74%
Retired	12%	10%
Working part-time	8%	9%
Studying	3%	4%
Home duties	1%	1%

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	2005	2003
Unemployed or looking for work	1%	1%
Other	1%	2%

2. What is your marital status?

	2005	2003
Married/Defacto	80%	77%
Single	15%	19%
Separated/Divorced/Widowed	5%	4%

3. If married/de facto, does your spouse play golf?

	2005	2003
Yes	33%	35%
No	67%	65%

4. Do you have any children living at home?

	2005
Yes	52%
No	48%

5. If yes, how many?

	2005
1	34%
2	47%
3	16%
4 or more	4%

6. What is your annual income?

	2005	2003
<\$30,000	8%	12%
\$30,000 - \$39,999	7%	9%
\$40,000 - \$49,000	9%	12%
\$50,000 - \$59,999	12%	13%
\$60,000 - \$69,000	11%	11%
\$70,000 - \$79,999	9%	8%
\$80,000 - \$89,000	7%	6%
\$90,000 - \$99,000	7%	5%
\$100,000 - \$149,000	16%	14%
\$150,000 +	14%	10%

Note: 24.3% of respondents indicated "Prefer not to say"

The remaining survey results are now analysed in the following order:

1. General Golf Participation
2. Golf Club Participation
3. Social and Casual Golf Participation
4. Golf Link
5. Golf Equipment Usage
6. Travel and Golf Holiday Destinations
7. Golf Industry Publications
8. Banking and Credit Cards

General Golf Participation

1. How often do you play golf?

	2005	2003
More than twice a week	13%	14%
Twice a week	24%	24%
Once a week	31%	30%
Three times a month	8%	8%
Twice a month	9%	8%
Once a month	6%	6%
Once or twice every 3 months	5%	4%
Once every 3 months or less	3%	6%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
How often do you play golf?	More than twice a week	25%	6%	6%	10%	22%	35%	13%
	Twice a week	17%	13%	16%	25%	38%	47%	24%
	Once a week	27%	30%	34%	38%	27%	12%	31%
	Three times a month	7%	10%	11%	9%	4%	3%	8%
	Twice a month	7%	15%	13%	8%	3%	1%	9%
	Once a month	6%	12%	9%	4%	2%	1%	6%
	Once or twice every 3 months	5%	9%	7%	3%	2%	1%	5%
	Once every 3 months or less	4%	5%	4%	2%	1%	1%	3%
Total		100%	100%	100%	100%	100%	100%	100%

By Income

		What is your annual income?										Prefer not to say	Total
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		
How often do you play golf?	More than twice a week	31%	24%	15%	12%	9%	8%	9%	10%	7%	8%	16%	13%
	Twice a week	32%	33%	25%	25%	24%	22%	20%	20%	19%	22%	26%	24%
	Once a week	19%	24%	29%	32%	33%	33%	35%	36%	38%	33%	29%	31%
	Three times a month	5%	5%	8%	7%	7%	10%	9%	10%	10%	11%	7%	8%
	Twice a month	4%	6%	9%	9%	12%	11%	11%	10%	12%	9%	8%	9%
	Once a month	3%	4%	7%	7%	6%	8%	8%	7%	6%	8%	6%	6%
	Once or twice every 3 months	3%	3%	5%	6%	5%	5%	6%	5%	5%	6%	5%	5%
	Once every 3 months or less	4%	2%	3%	3%	3%	3%	2%	2%	3%	3%	4%	3%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
How often do you play golf?	More than twice a week	12%	19%	13%
	Twice a week	23%	34%	24%
	Once a week	33%	21%	31%
	Three times a month	8%	5%	8%
	Twice a month	10%	4%	9%
	Once a month	7%	4%	6%
	Once or twice every 3 months	5%	5%	5%
	Once every 3 months or less	2%	7%	3%
Total		100%	100%	100%

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By State Region

		State								Total
		NSW	VIC	QLD	SA	WA	TAS	ACT	NT	
How often do you play golf?	More than twice a week	13%	11%	20%	15%	16%	9%	20%	31%	14%
	Twice a week	26%	24%	25%	27%	31%	35%	26%	33%	26%
	Once a week	29%	35%	27%	31%	34%	34%	31%	20%	31%
	Three times a month	8%	8%	7%	7%	6%	7%	4%	7%	8%
	Twice a month	10%	10%	8%	7%	5%	5%	7%	4%	9%
	Once a month	6%	6%	6%	5%	3%	3%	4%	4%	6%
	Once or twice every 3 months	5%	4%	5%	6%	3%	2%	6%	5%	5%
	Once every 3 months or less	3%	3%	2%	3%	2%	4%	2%	1%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
How often do you play golf?	More than twice a week	2%	37%	18%	14%	10%	10%	13%
	Twice a week	4%	25%	29%	28%	25%	24%	24%
	Once a week	15%	26%	35%	35%	33%	30%	31%
	Three times a month	8%	4%	8%	8%	9%	8%	8%
	Twice a month	16%	5%	5%	8%	12%	9%	9%
	Once a month	19%	2%	3%	4%	6%	8%	6%
	Once or twice every 3 months	21%	1%	2%	2%	4%	6%	5%
	Once every 3 months or less	15%	0%	1%	1%	2%	4%	3%
Total	100%	100%	100%	100%	100%	100%	100%	

By Work Status

		What is your work status?							Total
		Working full-time	Working part-time	Unemployed or looking for work	Retired	Home duties	Studying	Other	
How often do you play golf?	More than twice a week	6%	25%	19%	42%	23%	36%	27%	13%
	Twice a week	19%	41%	32%	44%	36%	15%	36%	24%
	Once a week	37%	20%	22%	9%	17%	25%	18%	31%
	Three times a month	10%	4%	12%	2%	2%	6%	4%	8%
	Twice a month	11%	3%	5%	1%	3%	7%	4%	9%
	Once a month	8%	2%	5%	1%	4%	5%	3%	6%
	Once or twice every 3 months	6%	2%	4%	1%	4%	3%	2%	5%
	Once every 3 months or less	3%	2%	1%	1%	9%	4%	5%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	

2. Are you right or left handed?

	2005
Right	92%
Left	8%

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By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
Are you right or left handed?	Right	93%	93%	92%	93%	91%	91%	92%
	Left	7%	7%	8%	7%	9%	9%	8%
Total		100%	100%	100%	100%	100%	100%	100%

By Handicap

		Age						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
Are you right or left handed?	Right	93%	92%	93%	92%	92%	93%	92%
	Left	7%	8%	7%	8%	8%	7%	8%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
Are you right or left handed?	Right	92%	96%	92%
	Left	8%	4%	8%
Total		100%	100%	100%

3. How old were you when you started playing golf on a regular basis?

	2005	2003
10 or less	4%	3%
11 - 15	18%	15%
16 - 18	10%	11%
19 - 24	15%	19%
25 - 30	16%	17%
31 - 34	9%	9%
35 - 40	9%	9%
41 - 44	6%	6%
45 - 54	10%	8%
55 - 64	4%	3%
65 +	1%	0%

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By Frequency of Play

		How often do you play golf?								Total
		More than twice a week	Twice a week	Once a week	Three times a month	Twice a month	Once a month	Once or twice every 3 months	Once every 3 months or less	
How old were you when you started playing golf on a regular basis?	10 or less	5%	3%	4%	3%	5%	4%	4%	4%	4%
	11 - 15	16%	13%	17%	21%	21%	25%	24%	19%	18%
	16 - 18	8%	7%	9%	11%	14%	15%	14%	15%	10%
	19 - 24	9%	12%	15%	16%	18%	20%	22%	19%	15%
	25 - 30	13%	14%	16%	18%	17%	18%	16%	17%	16%
	31 - 34	9%	10%	10%	9%	8%	6%	7%	9%	9%
	35 - 40	9%	11%	10%	8%	8%	5%	6%	8%	9%
	41 - 44	8%	8%	6%	5%	3%	2%	3%	3%	6%
	45 - 54	14%	14%	9%	6%	4%	3%	4%	5%	10%
	55 - 64	7%	7%	2%	2%	1%	1%	1%	1%	4%
	65 +	2%	1%	0%	0%	0%			0%	1%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
How old were you when you started playing golf on a regular basis?	10 or less	12%	6%	3%	2%	2%	2%	4%
	11 - 15	39%	28%	19%	13%	8%	5%	17%
	16 - 18	18%	14%	11%	8%	6%	7%	10%
	19 - 24	19%	21%	16%	11%	11%	11%	15%
	25 - 30	3%	24%	18%	14%	12%	12%	16%
	31 - 34	1%	6%	13%	10%	8%	10%	9%
	35 - 40	1%	0%	15%	12%	9%	10%	9%
	41 - 44	3%	0%	4%	12%	9%	5%	6%
	45 - 54	4%	0%	0%	17%	21%	12%	10%
	55 - 64	1%	0%	0%	0%	13%	15%	4%
	65 +			0%			10%	1%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
How old were you when you started playing golf on a regular basis?	10 or less	4%	2%	4%
	11 - 15	19%	5%	18%
	16 - 18	11%	3%	10%
	19 - 24	16%	7%	15%
	25 - 30	16%	14%	16%
	31 - 34	9%	12%	9%
	35 - 40	8%	15%	9%
	41 - 44	5%	13%	6%
	45 - 54	8%	23%	10%
	55 - 64	3%	8%	4%
	65 +	1%	0%	1%
Total		100%	100%	100%

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
How old were you when you started playing golf on a regular basis?	10 or less	3%	19%	7%	2%	1%	1%	4%
	11 - 15	17%	51%	28%	14%	8%	4%	18%
	16 - 18	13%	13%	12%	10%	7%	3%	10%
	19 - 24	21%	5%	15%	15%	13%	7%	15%
	25 - 30	18%	6%	14%	18%	15%	12%	16%
	31 - 34	9%	2%	9%	11%	10%	9%	9%
	35 - 40	8%	1%	6%	11%	12%	13%	9%
	41 - 44	4%	1%	3%	6%	10%	11%	6%
	45 - 54	5%	1%	4%	9%	16%	27%	10%
	55 - 64	2%	0%	1%	3%	7%	13%	4%
	65 +	0%	0%	0%	1%	1%	2%	1%
Total		100%	100%	100%	100%	100%	100%	100%

4. What is your official handicap?

	2005	2003
0 - 4	5%	5%
5 - 12	28%	29%
13 - 19	36%	36%
20 - 27	24%	23%
28 or higher	7%	7%

Note: 86.9% of respondents to the survey had a handicap

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
What is your official handicap?	I don't have a handicap	18%	27%	16%	8%	4%	2%	13%
	0 - 4	17%	7%	4%	2%	1%	1%	4%
	5 - 12	29%	24%	28%	25%	22%	13%	24%
	13 - 19	19%	22%	30%	35%	37%	38%	31%
	20 - 27	13%	15%	17%	22%	28%	35%	21%
	28 or higher	4%	4%	4%	7%	7%	12%	6%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
What is your official handicap?	I don't have a handicap	13%	17%	13%
	0 - 4	4%	2%	4%
	5 - 12	26%	10%	24%
	13 - 19	33%	20%	31%
	20 - 27	21%	25%	21%
	28 or higher	3%	27%	6%
Total		100%	100%	100%

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By Income

		What is your annual income?										Prefer not to say	Total
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		
What is your official handicap?	I don't have a handicap	11%	9%	17%	14%	16%	14%	15%	13%	11%	10%	14%	13%
	0 - 4	11%	6%	5%	5%	4%	3%	4%	3%	3%	3%	3%	4%
	5 - 12	23%	24%	23%	25%	27%	27%	25%	26%	25%	27%	22%	24%
	13 - 19	26%	30%	30%	31%	29%	32%	33%	35%	33%	33%	30%	31%
	20 - 27	19%	24%	19%	20%	20%	18%	18%	19%	23%	22%	23%	21%
	28 or higher	10%	7%	6%	5%	4%	5%	4%	4%	5%	4%	8%	6%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

5. If you don't have an official handicap would you like to get one?

	2005	2003
Yes	81%	76%
No	19%	24%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
If you don't have an official handicap would you like to get one?	Yes	80%	82%	83%	79%	73%	69%	81%
	No	20%	18%	17%	21%	27%	31%	19%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
If you don't have an official handicap would you like to get one?	Yes	84%	63%	81%
	No	16%	37%	19%
Total		100%	100%	100%

By Income

		What is your annual income?										Prefer not to say	Total
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		
If you don't have an official handicap would you like to get one?	Yes	69%	79%	78%	81%	85%	78%	88%	87%	83%	89%	79%	81%
	No	31%	21%	22%	19%	15%	22%	12%	13%	17%	11%	21%	19%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

By State

		State								Total
		NSW	VIC	QLD	SA	WA	TAS	ACT	NT	
If you don't have an official handicap would you like to get one?	Yes	80%	82%	81%	75%	69%	73%	73%	67%	80%
	No	20%	18%	19%	25%	31%	27%	27%	33%	20%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%

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6. Do you usually play full 18-hole rounds or 9-hole rounds?

	2005	2003
18 hole	94%	92%
9 hole	6%	8%

By Age

	Age						Total	
	15-24	24-34	35-44	45-54	55-64	65 +		
Do you usually play full 18-hole rounds or 9-hole rounds?	18 hole	90%	90%	93%	95%	97%	97%	94%
	9 Hole	10%	10%	7%	5%	3%	3%	6%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

	Gender		Total	
	Male	Female		
Do you usually play full 18-hole rounds or 9-hole rounds?	18 hole	95%	86%	94%
	9 Hole	5%	14%	6%
Total		100%	100%	100%

By Income

	What is your annual income?											Total	
	<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +	Prefer not to say		
Do you usually play full 18-hole rounds or 9-hole rounds?	18 hole	91%	95%	92%	94%	93%	93%	96%	95%	95%	96%	93%	94%
	9 Hole	9%	5%	8%	6%	7%	7%	4%	5%	5%	4%	7%	6%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

By Frequency of Play

	How often do you play golf?									Total
	More than twice a week	Twice a week	Once a week	Three times a month	Twice a month	Once a month	Once or twice every 3 months	Once every 3 months or less		
Do you usually play full 18-hole rounds or 9-hole rounds?	18 hole	97%	98%	96%	94%	91%	89%	84%	68%	94%
	9 Hole	3%	2%	4%	6%	9%	11%	16%	32%	6%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%

7. What are the main reasons you play golf?

	2005	2003
Competition/Challenge	74%	80%
Social interaction/ benefits	70%	71%
Regular exercise	51%	58%
Scenery and fresh air	34%	49%
Business	10%	12%
Other	2%	5%

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By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
What are the main reasons you play golf?	Competition/Challenge	76%	72%	74%	74%	75%	72%	74%
	Social interaction/	65%	74%	71%	71%	69%	68%	71%
	Regular exercise	36%	38%	45%	56%	64%	67%	51%
	Scenery and fresh air	31%	34%	33%	34%	37%	36%	35%
	Business	7%	14%	13%	10%	6%	1%	10%
	Other	6%	3%	2%	1%	1%	1%	2%

By Gender

		Gender		Total
		Male	Female	
What are the main reasons you play golf?	Competition/Challenge	75%	66%	74%
	Social interaction/	70%	76%	70%
	Regular exercise	49%	66%	51%
	Scenery and fresh air	33%	46%	34%
	Business	11%	5%	10%
	Other	2%	2%	2%

By Income

		What is your annual income?											Total
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +	Prefer not to say	
What are the main reasons you play golf?	Competition/Challenge	76%	79%	74%	77%	74%	73%	75%	74%	73%	69%	72%	74%
	Social interaction/	61%	74%	71%	71%	73%	72%	72%	67%	69%	69%	72%	70%
	Regular exercise	52%	59%	54%	49%	52%	51%	49%	46%	47%	43%	56%	51%
	Scenery and fresh air	34%	36%	36%	31%	33%	35%	33%	30%	32%	31%	38%	34%
	Business	2%	3%	5%	5%	8%	10%	14%	12%	16%	18%	10%	10%
	Other	4%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%

8. How much time do you usually travel to play (one-way trip)

	2005	2003
Up to 15 mins	36%	38%
15 mins - 30 mins	41%	40%
31 mins - 45 mins	16%	15%
46 mins - 60 mins	5%	5%
More than 1 hour	2%	2%

By Income

		What is your annual income?											Total
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +	Prefer not to say	
How much time do you usually travel to play (one-way trip)	Up to 15 mins	47%	47%	39%	36%	36%	35%	34%	33%	33%	28%	37%	36%
	15 mins - 30 mins	36%	38%	40%	41%	39%	40%	42%	43%	42%	45%	41%	41%
	31 mins - 45 mins	12%	10%	13%	16%	18%	18%	17%	16%	16%	18%	15%	16%
	46 mins - 60 mins	3%	4%	5%	4%	5%	5%	5%	6%	6%	5%	5%	5%
	More than 1 hour	2%	1%	2%	3%	2%	2%	3%	2%	3%	3%	2%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
How much time do you usually travel to play (one-way trip)	Up to 15 mins	36%	23%	32%	40%	45%	49%	36%
	15 mins - 30 mins	45%	42%	42%	40%	40%	41%	41%
	31 mins - 45 mins	14%	24%	17%	14%	12%	8%	16%
	46 mins - 60 mins	2%	8%	6%	4%	2%	2%	5%
	More than 1 hour	2%	4%	3%	2%	1%	1%	2%
Total		100%	100%	100%	100%	100%	100%	100%

By State Region

		State								Total
		NSW	VIC	QLD	SA	WA	TAS	ACT	NT	
How much time do you usually travel to play (one-way trip)	Up to 15 mins	38%	34%	42%	37%	43%	50%	55%	74%	39%
	15 mins - 30 mins	40%	39%	40%	45%	44%	44%	37%	24%	40%
	31 mins - 45 mins	16%	17%	13%	14%	11%	4%	6%	1%	15%
	46 mins - 60 mins	5%	6%	4%	2%	2%	2%	1%	1%	4%
	More than 1 hour	2%	4%	2%	1%	1%	1%	1%	1%	2%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
How much time do you usually travel to play (one-way trip)	Up to 15 mins	35%	43%	36%
	15 mins - 30 mins	41%	38%	41%
	31 mins - 45 mins	16%	14%	16%
	46 mins - 60 mins	5%	4%	5%
	More than 1 hour	2%	2%	2%
Total		100%	100%	100%

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
How much time do you usually travel to play (one-way trip)	Up to 15 mins	14%	44%	42%	40%	36%	38%	36%
	15 mins - 30 mins	44%	40%	41%	40%	41%	36%	41%
	31 mins - 45 mins	30%	10%	11%	14%	17%	17%	16%
	46 mins - 60 mins	9%	3%	4%	4%	4%	6%	5%
	More than 1 hour	4%	3%	2%	2%	2%	2%	2%
Total		100%	100%	100%	100%	100%	100%	100%

9. How often do you practice?

	2005
More than once a week	12%
Once a week	21%
Three times a month	6%
Twice a month	9%
Once a month	13%
Once or twice every 3 months	9%
Once every 3 months or less	12%
I never practice	17%

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By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
How often do you practice?	More than once a week	30%	10%	9%	12%	13%	16%	12%
	Once a week	23%	19%	20%	22%	24%	26%	21%
	Three times a month	6%	7%	5%	6%	5%	4%	6%
	Twice a month	7%	10%	11%	9%	8%	7%	9%
	Once a month	10%	14%	14%	13%	12%	11%	13%
	Once or twice every 3 months	7%	10%	10%	9%	9%	8%	9%
	Once every 3 months or less	8%	13%	13%	12%	12%	10%	12%
I never practice	9%	17%	19%	17%	17%	19%	17%	
Total		100%	100%	100%	100%	100%	100%	100%

By Income

		What is your annual income?											Total
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +	Prefer not to say	
How often do you practice?	More than once a week	30%	16%	13%	13%	10%	11%	10%	9%	10%	12%	12%	
	Once a week	21%	25%	22%	24%	24%	19%	22%	21%	20%	19%	21%	
	Three times a month	5%	6%	5%	6%	5%	6%	6%	5%	6%	5%	6%	
	Twice a month	5%	9%	9%	8%	10%	10%	9%	10%	10%	12%	9%	
	Once a month	9%	10%	12%	13%	12%	15%	13%	16%	14%	15%	12%	
	Once or twice every 3 months	6%	8%	8%	8%	9%	10%	11%	11%	11%	8%	10%	
	Once every 3 months or less	7%	12%	11%	11%	11%	12%	11%	13%	14%	15%	12%	
I never practice	17%	16%	19%	17%	18%	17%	18%	15%	16%	15%	18%		
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
How often do you practice?	More than once a week	4%	42%	17%	11%	9%	8%	12%
	Once a week	11%	22%	25%	23%	21%	23%	21%
	Three times a month	4%	5%	6%	5%	6%	7%	6%
	Twice a month	10%	5%	9%	10%	10%	9%	9%
	Once a month	15%	7%	11%	13%	14%	12%	13%
	Once or twice every 3 months	13%	5%	8%	10%	10%	9%	9%
	Once every 3 months or less	17%	5%	10%	12%	12%	11%	12%
I never practice	25%	9%	14%	16%	17%	22%	17%	
Total		100%	100%	100%	100%	100%	100%	

By Gender

		Gender		Total
		Male	Female	
How often do you practice?	More than once a week	13%	11%	12%
	Once a week	21%	23%	21%
	Three times a month	5%	6%	6%
	Twice a month	10%	9%	9%
	Once a month	13%	11%	13%
	Once or twice every 3 months	9%	9%	9%
	Once every 3 months or less	12%	11%	12%
I never practice	17%	20%	17%	
Total	100%	100%	100%	

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10. How much time do you typically travel to practice? (one-way trip)

	2005
Up to 15 mins	57%
15 mins - 30 mins	36%
31 mins - 45 mins	5%
46 - 60 mins	1%
More than 1 hour	0%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
How much time do you typically travel to practice? (one-way trip)	Up to 15 mins	60%	51%	56%	60%	60%	60%	57%
	15 mins - 30 mins	33%	41%	37%	34%	35%	34%	36%
	31 mins - 45 mins	5%	7%	6%	5%	5%	4%	5%
	46 - 60 mins	2%	1%	1%	1%	1%	1%	1%
	More than 1 hour	1%	1%	1%	0%	0%	1%	0%
Total		100%	100%	100%	100%	100%	100%	100%

By Income

		What is your annual income?										Total	
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		Prefer not to say
How much time do you typically travel to practice? (one-way trip)	Up to 15 mins	66%	64%	62%	62%	61%	59%	58%	53%	52%	48%	57%	57%
	15 mins - 30 mins	27%	30%	33%	34%	33%	34%	37%	41%	41%	44%	35%	36%
	31 mins - 45 mins	5%	4%	4%	4%	5%	6%	4%	5%	6%	7%	6%	5%
	46 - 60 mins	1%	1%	1%	0%	1%	1%	0%	1%	1%	2%	1%	1%
	More than 1 hour	1%	0%	1%	0%	0%	0%	0%	1%	1%	1%	0%	0%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
How much time do you typically travel to practice? (one-way trip)	Up to 15 mins	48%	59%	61%	59%	55%	59%	57%
	15 mins - 30 mins	43%	33%	33%	35%	38%	33%	36%
	31 mins - 45 mins	7%	6%	4%	5%	6%	6%	5%
	46 - 60 mins	2%	1%	1%	1%	1%	2%	1%
	More than 1 hour	1%	1%	1%	0%	0%	0%	0%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
How much time do you typically travel to practice? (one-way trip)	Up to 15 mins	57%	57%	57%
	15 mins - 30 mins	36%	35%	36%
	31 mins - 45 mins	5%	6%	5%
	46 - 60 mins	1%	1%	1%
	More than 1 hour	0%	1%	0%
Total		100%	100%	100%

11. How often do you have a paid golf lesson?

	2005
More than once a month	2%
About once a month	3%
Once every 2-3 months	7%
Once every 4-6 months	7%
About twice a year	11%
Once a year	13%
Less than once a year	28%
I never have lessons	30%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
How often do you have a paid golf lesson?	More than once a month	9%	2%	1%	1%	1%	1%	2%
	About once a month	9%	3%	3%	3%	2%	1%	3%
	Once every 2-3 months	11%	7%	6%	8%	7%	6%	7%
	Once every 4-6 months	7%	5%	7%	7%	8%	6%	7%
	About twice a year	9%	8%	10%	12%	13%	14%	11%
	Once a year	9%	10%	13%	14%	15%	15%	13%
	Less than once a year	19%	23%	28%	29%	31%	32%	28%
	I never have lessons	28%	41%	32%	26%	23%	25%	30%
Total		100%	100%	100%	100%	100%	100%	100%

By Income

		What is your annual income?										Total	
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		Prefer not to say
How often do you have a paid golf lesson?	More than once a month	8%	2%	1%	0%	1%	2%	1%	1%	1%	2%	2%	2%
	About once a month	7%	3%	3%	2%	2%	2%	3%	4%	3%	5%	3%	3%
	Once every 2-3 months	8%	6%	4%	6%	7%	5%	5%	6%	10%	10%	8%	7%
	Once every 4-6 months	6%	6%	6%	7%	5%	5%	7%	8%	7%	10%	6%	7%
	About twice a year	6%	8%	10%	10%	10%	10%	12%	9%	12%	14%	12%	11%
	Once a year	10%	13%	13%	12%	12%	14%	13%	14%	14%	13%	13%	13%
	Less than once a year	22%	29%	26%	27%	29%	29%	27%	32%	29%	27%	28%	28%
	I never have lessons	32%	34%	38%	35%	34%	33%	32%	27%	25%	20%	28%	30%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
How often do you have a paid golf lesson?	More than once a month	1%	8%	2%	1%	2%	3%	2%
	About once a month	2%	10%	3%	2%	3%	5%	3%
	Once every 2-3 months	3%	8%	8%	7%	8%	11%	7%
	Once every 4-6 months	4%	4%	7%	7%	7%	9%	7%
	About twice a year	6%	9%	10%	12%	13%	14%	11%
	Once a year	11%	7%	12%	14%	14%	13%	13%
	Less than once a year	25%	23%	29%	30%	27%	23%	28%
	I never have lessons	50%	30%	29%	26%	25%	21%	30%
Total	100%	100%	100%	100%	100%	100%	100%	

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By Gender

		Gender		Total
		Male	Female	
How often do you have a paid golf lesson?	More than once a month	2%	4%	2%
	About once a month	3%	5%	3%
	Once every 2-3 months	6%	12%	7%
	Once every 4-6 months	6%	11%	7%
	About twice a year	10%	15%	11%
	Once a year	13%	14%	13%
	Less than once a year	28%	22%	28%
I never have lessons	32%	16%	30%	
Total		100%	100%	100%

12. How many different courses do you typically play a year?

	2005
1 course	2%
2 courses	6%
3-5 courses	39%
6-10 courses	33%
More than 10 courses	21%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
How many different courses do you typically play a year?	1 course	2%	2%	2%	2%	2%	7%	2%
	2 courses	6%	5%	5%	5%	5%	8%	6%
	3-5 courses	38%	38%	41%	39%	37%	40%	39%
	6-10 courses	26%	33%	33%	34%	34%	26%	33%
	More than 10 courses	28%	22%	19%	20%	22%	18%	21%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
How many different courses do you typically play a year?	1 course	2%	6%	2%
	2 courses	5%	10%	6%
	3-5 courses	39%	36%	39%
	6-10 courses	33%	31%	33%
	More than 10 courses	21%	18%	21%
Total		100%	100%	100%

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
How many different courses do you typically play a year?	1 course	5%	1%	1%	2%	2%	5%	2%
	2 courses	11%	1%	3%	4%	7%	12%	6%
	3-5 courses	49%	14%	30%	39%	45%	46%	39%
	6-10 courses	24%	26%	38%	35%	32%	26%	33%
	More than 10 courses	10%	58%	28%	21%	14%	11%	21%
Total		100%	100%	100%	100%	100%	100%	100%

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By Income

		What is your annual income?										Prefer not to say	Total
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		
How many different courses do you typically play a year?	1 course	6%	2%	3%	2%	2%	2%	2%	2%	1%	1%	3%	2%
	2 courses	8%	8%	7%	6%	6%	5%	5%	4%	4%	3%	6%	6%
	3-5 courses	35%	39%	40%	39%	40%	41%	37%	39%	40%	33%	40%	39%
	6-10 courses	27%	29%	30%	32%	33%	32%	37%	35%	35%	37%	32%	33%
	More than 10 courses	24%	22%	21%	21%	20%	20%	20%	21%	20%	26%	19%	21%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

By State

		State								Total
		NSW	VIC	QLD	SA	WA	TAS	ACT	NT	
How many different courses do you typically play a year?	1 course	2%	2%	2%	3%	3%	3%	1%	14%	2%
	2 courses	5%	5%	6%	9%	8%	8%	9%	14%	6%
	3-5 courses	38%	40%	38%	46%	42%	50%	44%	52%	40%
	6-10 courses	34%	33%	33%	27%	30%	31%	30%	16%	32%
	More than 10 courses	22%	20%	21%	15%	16%	7%	16%	4%	20%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%

By Work Status

		What is your work status?							Total
		Working full-time	Working part-time	Unemployed or looking for work	Retired	Home duties	Studying	Other	
How many different courses do you typically play a year?	1 course	2%	4%		4%	7%	3%	3%	2%
	2 courses	5%	6%	3%	6%	12%	8%	4%	6%
	3-5 courses	40%	30%	38%	37%	38%	35%	38%	39%
	6-10 courses	33%	36%	40%	29%	22%	21%	30%	33%
	More than 10 courses	20%	24%	19%	24%	21%	33%	25%	21%
Total		100%	100%	100%	100%	100%	100%	100%	100%

13. On average, how much do you pay per round when you play at these other courses?

	2005
Less than \$20	12%
\$20-\$39	38%
\$40-\$59	24%
\$60-\$79	13%
\$80-\$99	9%
\$100 - \$120	4%
\$120 +	1%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
On average, how much do you pay per round when you play at these other courses?	Less than \$20	15%	8%	9%	11%	15%	32%	12%
	\$20-\$39	48%	41%	37%	37%	38%	34%	39%
	\$40-\$59	19%	28%	25%	24%	21%	17%	24%
	\$60-\$79	9%	12%	14%	13%	13%	10%	13%
	\$80-\$99	6%	8%	10%	10%	9%	5%	9%
	\$100 - \$120	1%	3%	5%	4%	3%	2%	4%
Total		100%	100%	100%	100%	100%	100%	100%

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By Gender

		Gender		Total
		Male	Female	
On average, how much do you pay per round when you play at these other courses?	Less than \$20	10%	27%	12%
	\$20-\$39	39%	36%	38%
	\$40-\$59	25%	17%	24%
	\$60-\$79	13%	10%	13%
	\$80-\$99	9%	7%	9%
	\$100 - \$120	4%	3%	4%
	\$120 +	1%	1%	1%
Total		100%	100%	100%

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
On average, how much do you pay per round when you play at these other courses?	Less than \$20	14%	19%	10%	11%	12%	20%	12%
	\$20-\$39	48%	33%	32%	37%	41%	45%	38%
	\$40-\$59	24%	20%	26%	25%	22%	18%	24%
	\$60-\$79	8%	14%	15%	13%	13%	8%	13%
	\$80-\$99	4%	9%	11%	10%	7%	6%	9%
	\$100 - \$120	2%	4%	5%	3%	3%	3%	4%
	\$120 +	0%	1%	1%	1%	1%	1%	1%
Total		100%	100%	100%	100%	100%	100%	100%

By Income

		What is your annual income?											Total
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +	Prefer not to say	
On average, how much do you pay per round when you play at these other courses?	Less than \$20	32%	21%	16%	12%	12%	9%	6%	8%	6%	4%	14%	12%
	\$20-\$39	46%	52%	53%	49%	47%	46%	39%	35%	29%	15%	36%	38%
	\$40-\$59	14%	18%	19%	23%	23%	24%	27%	26%	32%	26%	23%	24%
	\$60-\$79	6%	5%	6%	8%	10%	12%	16%	16%	15%	22%	13%	13%
	\$80-\$99	3%	3%	4%	6%	5%	6%	9%	11%	12%	20%	9%	9%
	\$100 - \$120	0%	0%	2%	2%	2%	3%	3%	3%	5%	10%	4%	4%
	\$120 +	0%	0%	0%	0%	0%	0%	0%	0%	1%	2%	1%	1%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

By State

		State								Total
		NSW	VIC	QLD	SA	WA	TAS	ACT	NT	
On average, how much do you pay per round when you play at these other courses?	Less than \$20	12%	12%	14%	14%	25%	43%	18%	28%	14%
	\$20-\$39	36%	45%	34%	55%	43%	42%	52%	48%	40%
	\$40-\$59	22%	26%	22%	19%	19%	9%	17%	11%	22%
	\$60-\$79	14%	10%	14%	6%	9%	1%	6%	6%	12%
	\$80-\$99	11%	5%	11%	4%	3%	4%	4%	4%	8%
	\$100 - \$120	5%	2%	5%	1%	1%	1%	2%	4%	3%
	\$120 +	1%	0%	1%	0%	0%	0%	0%	0%	1%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%

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By Work Status

		What is your work status?							Total
		Working full-time	Working part-time	Unemployed or looking for work	Retired	Home duties	Studying	Other	
On average, how much do you pay per round when you play at these other courses?	Less than \$20	8%	18%	16%	25%	32%	21%	24%	12%
	\$20-\$39	38%	38%	45%	40%	28%	52%	33%	38%
	\$40-\$59	26%	21%	22%	17%	18%	16%	22%	24%
	\$60-\$79	13%	12%	10%	10%	9%	7%	10%	13%
	\$80-\$99	10%	8%	7%	6%	6%	3%	8%	9%
	\$100 - \$120	4%	3%		2%	3%	1%	3%	4%
	\$120 +	1%	0%		0%	2%	1%	1%	1%
Total		100%	100%	100%	100%	100%	100%	100%	100%

14. How many non golfers do you know who want to start playing the game?

	2005
0	37%
1	17%
2	25%
3	8%
4 or more	13%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
How many non golfers do you know who want to start playing the game?	0	26%	31%	36%	38%	42%	54%	37%
	1	18%	19%	17%	18%	17%	13%	17%
	2	28%	26%	26%	25%	24%	20%	25%
	3	8%	7%	8%	8%	7%	5%	7%
	4 or more	21%	16%	14%	12%	10%	7%	13%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
How many non golfers do you know who want to start playing the game?	0	38%	33%	37%
	1	17%	18%	17%
	2	25%	27%	25%
	3	7%	10%	8%
	4 or more	13%	13%	13%
Total		100%	100%	100%

By State

		State								Total
		NSW	VIC	QLD	SA	WA	TAS	ACT	NT	
How many non golfers do you know who want to start playing the game?	0	35%	41%	39%	40%	41%	47%	37%	45%	38%
	1	18%	18%	17%	16%	16%	12%	19%	16%	17%
	2	26%	24%	24%	26%	26%	28%	21%	19%	25%
	3	7%	7%	8%	7%	5%	7%	11%	5%	7%
	4 or more	13%	11%	12%	11%	11%	6%	11%	15%	12%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%

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By Income

		What is your annual income?										Total	
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		Prefer not to say
How many non golfers do you know who want to start playing the game?	0	40%	37%	38%	39%	34%	35%	34%	32%	33%	35%	42%	37%
	1	17%	20%	17%	17%	18%	20%	18%	15%	18%	14%	17%	17%
	2	25%	22%	25%	24%	27%	24%	26%	29%	26%	26%	25%	25%
	3	7%	10%	9%	8%	8%	7%	9%	8%	9%	7%	6%	8%
	4 or more	12%	11%	11%	12%	13%	13%	13%	16%	14%	18%	11%	13%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

15. If 1 or more, what age and gender are they?

1 st non golfer	Gender		2 nd non golfer	Gender		3 rd non golfer	Gender	
	Male	Female		Male	Female		Male	Female
%	65%	35%	%	62%	38%	%	63%	37%
<18	6%	2%	<18	6%	4%	<18	7%	4%
18-24	10%	8%	18-24	11%	9%	18-24	12%	10%
25-34	32%	31%	25-34	32%	30%	25-34	32%	32%
35-44	28%	25%	35-44	29%	25%	35-44	27%	27%
45-54	16%	24%	45-54	15%	23%	45-54	17%	20%
55-64	7%	9%	55-64	6%	8%	55-64	5%	7%
65+	1%	1%	65+	1%	1%	65+	0%	0%

16. How long do you think an 18-hole round of golf should reasonably take to play? (in a 4-ball)

	2005
Less than 4 hours	15%
4:00 to 4:15	52%
4:16 to 4:30	28%
4:31 to 5:00	4%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
How long do you think an 18-hole round of golf should reasonably take to play? (in a 4-ball)	Less than 4 hours	15%	14%	14%	15%	17%	19%	15%
	4:00 to 4:15	50%	45%	52%	55%	56%	61%	53%
	4:16 to 4:30	27%	34%	29%	27%	24%	18%	28%
	4:31 to 5:00	7%	7%	5%	3%	2%	1%	4%
	More than 5 hours	1%	0%	0%	0%	0%	0%	0%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
How long do you think an 18-hole round of golf should reasonably take to play? (in a 4-ball)	Less than 4 hours	15%	15%	15%
	4:00 to 4:15	52%	51%	52%
	4:16 to 4:30	28%	27%	28%
	4:31 to 5:00	4%	6%	4%
	More than 5 hours	0%	1%	0%
Total		100%	100%	100%

The Australian Golfer Survey - 2005

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
How long do you think an 18-hole round of golf should reasonably take to play? (in a 4-ball)	Less than 4 hours	16%	17%	18%	15%	13%	12%	15%
	4:00 to 4:15	37%	56%	58%	56%	51%	47%	52%
	4:16 to 4:30	36%	25%	22%	26%	30%	32%	28%
	4:31 to 5:00	11%	2%	2%	3%	5%	9%	4%
	More than 5 hours	1%		0%	0%	0%	1%	0%
Total		100%	100%	100%	100%	100%	100%	100%

17. Have you ever had a hole in one?

	2005
Yes	28%
No	72%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
Have you ever had a hole in one?	Yes	26%	19%	23%	30%	36%	49%	28%
	No	74%	81%	77%	70%	64%	51%	72%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
Have you ever had a hole in one?	Yes	29%	20%	28%
	No	71%	80%	72%
Total		100%	100%	100%

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
Have you ever had a hole in one?	Yes	10%	62%	45%	28%	17%	8%	28%
	No	90%	38%	55%	72%	83%	92%	72%
Total		100%	100%	100%	100%	100%	100%	100%

18. Do you typically gamble/bet when you play?

	2005
Yes	41%
No	59%

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By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
Do you typically gamble/bet when you play?	Yes	37%	38%	38%	41%	44%	42%	41%
	No	63%	62%	62%	59%	56%	58%	59%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
Do you typically gamble/bet when you play?	Yes	44%	15%	41%
	No	56%	85%	59%
Total		100%	100%	100%

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
Do you typically gamble/bet when you play?	Yes	20%	60%	55%	47%	31%	12%	41%
	No	80%	40%	45%	53%	69%	88%	59%
Total		100%	100%	100%	100%	100%	100%	100%

By Income

		What is your annual income?											Total
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +	Prefer not to say	
Do you typically gamble/bet when you play?	Yes	30%	39%	38%	41%	40%	40%	46%	46%	44%	52%	35%	41%
	No	70%	61%	62%	59%	60%	60%	54%	54%	56%	48%	65%	59%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

19. If yes, what do you typically play for?

	2005
End of round drinks	46%
Cash	45%
Lottery ticket	35%
Golf balls	11%
Other	5%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
What do you play for when gambling?	End of round drinks	55%	60%	52%	42%	35%	28%	46%
	Lottery ticket	20%	19%	33%	42%	45%	40%	35%
	Cash	60%	53%	46%	44%	37%	41%	45%
	Golf balls	13%	12%	12%	11%	11%	9%	11%
	Other	9%	8%	6%	5%	3%	3%	5%

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By Gender

		Gender		Total
		Male	Female	
What do you play for when gambling?	End of round drinks	46%	38%	46%
	Lottery ticket	34%	56%	35%
	Cash	46%	30%	45%
	Golf balls	11%	10%	11%
	Other	5%	10%	5%

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
What do you play for when gambling?	End of round drinks	72%	53%	46%	43%	40%	37%	46%
	Lottery ticket	14%	26%	36%	40%	35%	30%	35%
	Cash	44%	56%	45%	45%	43%	35%	45%
	Golf balls	7%	13%	11%	12%	11%	11%	11%
	Other	6%	7%	5%	5%	5%	12%	5%

By Income

		What is your annual income?											Total
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +	Prefer not to say	
What do you play for when gambling?	End of round drinks	39%	35%	42%	46%	48%	46%	50%	49%	51%	49%	44%	46%
	Lottery ticket	34%	40%	37%	40%	38%	39%	35%	41%	30%	26%	36%	35%
	Cash	50%	47%	47%	43%	41%	45%	42%	40%	46%	51%	43%	45%
	Golf balls	14%	8%	7%	10%	9%	11%	9%	11%	12%	17%	11%	11%
	Other	9%	7%	6%	6%	6%	5%	6%	4%	4%	4%	5%	5%

By State

		State								Total
		NSW	VIC	QLD	SA	WA	TAS	ACT	NT	
What do you play for when gambling?	End of round drinks	44%	50%	47%	22%	29%	36%	47%	33%	43%
	Lottery ticket	44%	32%	50%	18%	11%	42%	57%	86%	38%
	Cash	33%	44%	29%	78%	82%	46%	29%	19%	43%
	Golf balls	13%	13%	12%	4%	5%	10%	16%	8%	11%
	Other	6%	4%	4%	2%	4%	2%	11%	8%	5%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%

By Work Status

		What is your work status?							Total
		Working full-time	Working part-time	Unemployed or looking for work	Retired	Home duties	Studying	Other	
What do you play for when gambling?	End of round drinks	50%	37%	33%	28%	41%	47%	49%	46%
	Lottery ticket	33%	36%	45%	48%	41%	12%	38%	35%
	Cash	46%	42%	39%	38%	34%	67%	44%	45%
	Golf balls	11%	14%	6%	9%	17%	18%	11%	11%
	Other	5%	6%	21%	3%	7%	10%	7%	5%
Total		100%	100%	100%	100%	100%	100%	100%	100%

20. How do you typically hit the ball?

	2005
Fade	31%

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A little bit of everything	30%
Draw	22%
Straight	17%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
How do you typically hit the ball? With a ...	Draw	32%	27%	24%	20%	17%	13%	22%
	Fade	24%	28%	32%	32%	34%	33%	31%
	Straight	15%	14%	14%	18%	21%	24%	17%
	A little bit of everything	29%	31%	30%	30%	29%	29%	30%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
How do you typically hit the ball? With a ...	Draw	23%	11%	22%
	Fade	34%	13%	31%
	Straight	15%	33%	17%
	A little bit of everything	28%	43%	30%
Total		100%	100%	100%

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
How do you typically hit the ball? With a ...	Draw	14%	49%	35%	20%	13%	7%	22%
	Fade	28%	19%	28%	37%	34%	17%	31%
	Straight	14%	20%	19%	16%	15%	24%	17%
	A little bit of everything	44%	12%	17%	26%	38%	51%	30%
Total		100%	100%	100%	100%	100%	100%	100%

By Left/Right Handed

		Are you right or left handed?		Total
		Right	Left	
How do you typically hit the ball? With a ...	Draw	22%	17%	22%
	Fade	31%	36%	31%
	Straight	17%	15%	17%
	A little bit of everything	30%	32%	30%
Total		100%	100%	100%

21. How far do you typically hit your driver?

	2005
Less than 150 metres	4%
150 metres to 200 metres	26%
200 metres to 240 metres	48%

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240 metres to 270 metres	20%
More than 270 metres	3%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
How far do you typically hit your driver?	Less than 150 metres	4%	4%	2%	4%	4%	6%	4%
	150 metres to 200 metres	15%	12%	18%	27%	40%	61%	26%
	200 metres to 240 metres	39%	42%	49%	55%	49%	31%	47%
	240 metres to 270 metres	32%	35%	29%	14%	6%	2%	20%
	More than 270 metres	11%	6%	3%	1%	0%		3%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
How far do you typically hit your driver?	Less than 150 metres	1%	24%	4%
	150 metres to 200 metres	20%	65%	26%
	200 metres to 240 metres	53%	9%	48%
	240 metres to 270 metres	23%	1%	20%
	More than 270 metres	3%	0%	3%
Total		100%	100%	100%

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
How far do you typically hit your driver?	Less than 150 metres	11%	0%	0%	0%	3%	24%	4%
	150 metres to 200 metres	31%	1%	7%	23%	44%	57%	26%
	200 metres to 240 metres	41%	21%	52%	59%	44%	15%	48%
	240 metres to 270 metres	15%	58%	37%	17%	8%	3%	20%
	More than 270 metres	2%	20%	4%	1%	1%	0%	3%
Total		100%	100%	100%	100%	100%	100%	100%

By Left/Right Handed

		Are you right or left handed?		Total
		Right	Left	
How far do you typically hit your driver?	Less than 150 metres	4%	3%	4%
	150 metres to 200 metres	26%	26%	26%
	200 metres to 240 metres	47%	51%	48%
	240 metres to 270 metres	21%	17%	20%
	More than 270 metres	3%	3%	3%
Total		100%	100%	100%

22. When booking a round of golf, how do you usually make the booking?

	2005
By telephone	55%
In person at the course	33%

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Online booking service

12%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
When booking a round of golf, how do you usually make the booking?	By telephone	60%	74%	63%	51%	40%	26%	55%
	In person at the course	31%	19%	26%	37%	45%	57%	33%
	Online booking service	9%	7%	11%	12%	15%	17%	12%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
When booking a round of golf, how do you usually make the booking?	By telephone	56%	48%	55%
	In person at the course	32%	40%	33%
	Online booking service	12%	11%	12%
Total		100%	100%	100%

By Work Status

		What is your work status?							Total
		Working full-time	Working part-time	Unemployed or looking for work	Retired	Home duties	Studying	Other	
When booking a round of golf, how do you usually make the booking?	By telephone	60%	43%	58%	31%	48%	57%	57%	55%
	In person at the course	29%	40%	32%	55%	41%	33%	35%	33%
	Online booking service	11%	17%	11%	14%	11%	10%	8%	12%
Total		100%	100%	100%	100%	100%	100%	100%	100%

By Income

		What is your annual income?										Total
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +	
When booking a round of golf, how do you usually make the booking?	By telephone	45%	48%	54%	58%	56%	58%	60%	57%	59%	52%	55%
	In person at the course	46%	42%	39%	35%	36%	34%	31%	33%	29%	21%	34%
	Online booking service	9%	10%	7%	7%	8%	8%	10%	10%	14%	20%	14%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

By State

		State								Total
		NSW	VIC	QLD	SA	WA	TAS	ACT	NT	
When booking a round of golf, how do you usually make the booking?	By telephone	52%	56%	59%	37%	45%	26%	40%	27%	52%
	In person at the course	40%	32%	32%	28%	41%	74%	52%	72%	37%
	Online booking service	8%	12%	9%	35%	14%	1%	8%	1%	12%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%

By Golf Link

		Do you have a Golf Link card?		Total
		Yes	No	
When booking a round of golf, how do you usually make the booking?	By telephone	46%	74%	55%
	In person at the course	38%	23%	33%
	Online booking service	16%	2%	12%
Total		100%	100%	100%

23. Assuming you were willing to pay \$50 to play an 18-hole round of golf on a quality golf course, what premium would you pay if it was designed by one the following golf course designers?

	\$0	Up to \$10	Up to \$25	Up to \$50	Up to \$75	Up to \$100	More than \$100	Don't know
Craig Parry	26%	12%	13%	20%	8%	4%	1%	17%
Graham Marsh	22%	11%	15%	20%	10%	6%	1%	16%
Greg Norman	14%	6%	15%	21%	14%	13%	6%	9%
Jack Nicklaus	13%	5%	14%	20%	14%	15%	10%	10%
Jim Wilcher	32%	6%	8%	12%	4%	2%	0%	34%
Mike Clayton	30%	10%	11%	15%	6%	3%	0%	24%
Nick Faldo	21%	9%	14%	19%	11%	8%	3%	15%
Robert Trent Jones	19%	6%	12%	18%	10%	9%	6%	19%
Ross Watson	30%	7%	10%	14%	6%	3%	1%	30%
Thomson/Perrett	19%	8%	14%	18%	12%	9%	4%	15%
Tom Doak	29%	7%	9%	13%	6%	4%	2%	31%
Tony Cashmore	30%	8%	10%	13%	6%	3%	1%	31%
Wayne Grady	26%	12%	13%	18%	9%	5%	1%	17%

Craig Parry

By Age

	Age						Total
	15-24	24-34	35-44	45-54	55-64	65 +	
Craig Parry 0	14%	22%	25%	26%	31%	31%	26%
Up to \$10	14%	12%	11%	11%	12%	11%	12%
Up to \$25	15%	13%	11%	12%	13%	12%	13%
Up to \$50	25%	19%	20%	19%	17%	21%	19%
Up to \$75	10%	9%	9%	9%	7%	6%	8%
Up to \$100	5%	5%	6%	4%	3%	2%	4%
More than \$100	1%	1%	1%	1%	1%	0%	1%
Don't know	16%	17%	17%	18%	17%	17%	17%
Total	100%	100%	100%	100%	100%	100%	100%

By Income

	What is your annual income?											Total
	<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +	Prefer not to say	
Craig Parry 0	15%	19%	19%	20%	20%	24%	28%	26%	32%	36%	27%	26%
Up to \$10	11%	10%	10%	10%	9%	13%	14%	14%	14%	14%	10%	12%
Up to \$25	14%	13%	11%	14%	13%	12%	12%	12%	15%	13%	12%	13%
Up to \$50	24%	26%	27%	23%	25%	20%	18%	18%	15%	11%	19%	20%
Up to \$75	11%	11%	12%	11%	10%	8%	9%	7%	6%	5%	7%	8%
Up to \$100	4%	4%	4%	6%	4%	6%	6%	5%	4%	3%	5%	4%
More than \$100	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%
Don't know	19%	16%	16%	16%	17%	17%	14%	16%	15%	16%	20%	17%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Graham Marsh

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By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
Graham	0	15%	20%	20%	21%	26%	29%	22%
Marsh	Up to \$10	12%	10%	10%	10%	12%	11%	11%
	Up to \$25	14%	14%	14%	15%	16%	14%	15%
	Up to \$50	22%	19%	20%	20%	18%	21%	20%
	Up to \$75	9%	11%	11%	10%	9%	6%	10%
	Up to \$100	6%	5%	7%	6%	3%	3%	5%
	More than \$100	2%	2%	2%	1%	1%	1%	1%
	Don't know	21%	20%	15%	15%	15%	15%	16%
Total		100%	100%	100%	100%	100%	100%	100%

By Income

		What is your annual income?										Prefer not to say	Total
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		
Graham	0	16%	18%	18%	17%	19%	20%	22%	22%	25%	29%	23%	22%
Marsh	Up to \$10	11%	9%	10%	10%	9%	11%	12%	12%	14%	12%	9%	11%
	Up to \$25	13%	13%	11%	15%	12%	16%	16%	15%	17%	18%	14%	15%
	Up to \$50	23%	25%	24%	22%	22%	19%	19%	19%	18%	15%	18%	20%
	Up to \$75	11%	13%	14%	12%	14%	10%	10%	11%	7%	7%	9%	10%
	Up to \$100	4%	5%	6%	7%	6%	7%	8%	6%	5%	4%	5%	6%
	More than \$100	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%
	Don't know	21%	17%	16%	16%	17%	15%	14%	13%	14%	13%	19%	16%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Greg Norman

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
Greg	0	5%	9%	13%	15%	18%	22%	14%
Norman	Up to \$10	6%	6%	5%	6%	8%	8%	6%
	Up to \$25	13%	16%	14%	16%	17%	16%	15%
	Up to \$50	23%	22%	20%	22%	21%	22%	21%
	Up to \$75	15%	14%	15%	14%	13%	13%	14%
	Up to \$100	19%	16%	16%	12%	9%	6%	13%
	More than \$100	11%	9%	8%	5%	3%	2%	6%
	Don't know	8%	8%	9%	9%	10%	11%	9%
Total		100%	100%	100%	100%	100%	100%	100%

By Income

		What is your annual income?										Prefer not to say	Total
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		
Greg	0	11%	11%	10%	12%	11%	13%	15%	12%	15%	17%	16%	14%
Norman	Up to \$10	6%	6%	7%	6%	5%	7%	6%	5%	8%	6%	6%	6%
	Up to \$25	11%	12%	12%	13%	13%	15%	17%	20%	18%	19%	15%	15%
	Up to \$50	21%	22%	23%	20%	22%	21%	21%	20%	22%	22%	21%	21%
	Up to \$75	17%	17%	17%	17%	17%	14%	14%	13%	12%	12%	13%	14%
	Up to \$100	16%	16%	16%	16%	17%	14%	14%	14%	10%	12%	11%	13%
	More than \$100	6%	6%	7%	7%	6%	8%	7%	7%	7%	6%	6%	6%
	Don't know	12%	9%	8%	9%	10%	9%	7%	8%	8%	6%	12%	9%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Jack Nicklaus

By Age

	Age						Total
	15-24	24-34	35-44	45-54	55-64	65 +	
Jack Nicklaus 0	5%	9%	12%	13%	17%	21%	13%
Up to \$10	4%	4%	4%	5%	7%	8%	5%
Up to \$25	10%	13%	12%	14%	16%	15%	14%
Up to \$50	18%	20%	19%	22%	21%	20%	20%
Up to \$75	15%	14%	14%	14%	13%	14%	14%
Up to \$100	21%	18%	18%	14%	10%	7%	15%
More than \$100	20%	13%	11%	8%	5%	4%	9%
Don't know	8%	9%	10%	10%	11%	11%	10%
Total	100%	100%	100%	100%	100%	100%	100%

By Income

	What is your annual income?										Total	
	<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		Prefer not to say
Jack Nicklaus 0	10%	10%	10%	11%	11%	12%	14%	11%	13%	16%	15%	13%
Up to \$10	5%	5%	6%	5%	4%	6%	4%	4%	6%	5%	5%	5%
Up to \$25	9%	11%	11%	12%	12%	11%	15%	18%	18%	16%	14%	14%
Up to \$50	17%	20%	21%	18%	19%	21%	22%	22%	21%	23%	20%	20%
Up to \$75	17%	15%	17%	16%	16%	13%	14%	13%	13%	12%	13%	14%
Up to \$100	16%	19%	17%	18%	20%	16%	14%	15%	12%	14%	12%	15%
More than \$100	12%	10%	10%	11%	9%	11%	9%	11%	9%	8%	9%	10%
Don't know	14%	9%	8%	10%	11%	9%	7%	8%	8%	7%	13%	10%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Jim Wilcher

By Age

	Age						Total
	15-24	24-34	35-44	45-54	55-64	65 +	
Jim Wilcher 0	21%	29%	31%	33%	38%	40%	33%
Up to \$10	8%	6%	6%	5%	7%	7%	6%
Up to \$25	11%	8%	8%	7%	8%	10%	8%
Up to \$50	16%	11%	12%	12%	11%	12%	12%
Up to \$75	6%	5%	4%	5%	3%	3%	4%
Up to \$100	3%	3%	3%	2%	2%	0%	2%
More than \$100	0%	0%	1%	0%	0%		0%
Don't know	36%	37%	35%	36%	30%	27%	34%
Total	100%	100%	100%	100%	100%	100%	100%

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By Income

		What is your annual income?											Total
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +	Prefer not to say	
Jim	0	22%	25%	24%	26%	28%	32%	35%	34%	40%	45%	32%	32%
Wilcher	Up to \$10	7%	6%	7%	7%	5%	8%	7%	8%	6%	6%	5%	6%
	Up to \$25	11%	10%	10%	10%	9%	8%	7%	7%	8%	5%	8%	8%
	Up to \$50	16%	18%	16%	14%	15%	11%	10%	10%	10%	7%	11%	12%
	Up to \$75	5%	5%	6%	6%	5%	4%	6%	5%	4%	3%	3%	4%
	Up to \$100	2%	2%	3%	3%	3%	2%	3%	3%	2%	1%	2%	2%
	More than \$100	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
	Don't know	36%	33%	34%	34%	35%	34%	33%	35%	30%	31%	37%	34%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Mike Clayton

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
Mike	0	19%	27%	29%	30%	36%	38%	30%
Clayton	Up to \$10	10%	10%	9%	10%	11%	9%	10%
	Up to \$25	13%	11%	12%	11%	11%	13%	11%
	Up to \$50	17%	15%	15%	16%	14%	15%	15%
	Up to \$75	7%	7%	7%	6%	5%	3%	6%
	Up to \$100	4%	3%	4%	3%	2%	1%	3%
	More than \$100	1%	1%	1%	0%	0%	0%	0%
	Don't know	27%	28%	23%	23%	21%	20%	24%
Total		100%	100%	100%	100%	100%	100%	100%

By Income

		Gender		Total
		Male	Female	
Mike	0	32%	20%	30%
Clayton	Up to \$10	10%	6%	10%
	Up to \$25	12%	11%	11%
	Up to \$50	15%	15%	15%
	Up to \$75	6%	6%	6%
	Up to \$100	3%	3%	3%
	More than \$100	1%	0%	0%
	Don't know	22%	38%	24%
Total		100%	100%	100%

Nick Faldo

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By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
Nick	0	9%	15%	20%	22%	27%	31%	21%
Faldo	Up to \$10	10%	10%	8%	8%	11%	9%	9%
	Up to \$25	15%	15%	13%	14%	14%	13%	14%
	Up to \$50	21%	19%	19%	19%	17%	19%	18%
	Up to \$75	16%	13%	12%	12%	8%	8%	11%
	Up to \$100	11%	10%	10%	7%	5%	4%	8%
	More than \$100	5%	4%	3%	2%	2%	1%	3%
	Don't know	13%	14%	14%	15%	16%	17%	15%
Total		100%	100%	100%	100%	100%	100%	100%

By Income

		What is your annual income?										Total	
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		Prefer not to say
Nick	0	14%	18%	16%	17%	17%	20%	23%	21%	25%	28%	23%	21%
Faldo	Up to \$10	8%	8%	9%	10%	8%	10%	10%	11%	12%	11%	8%	9%
	Up to \$25	14%	11%	12%	12%	12%	15%	14%	14%	16%	17%	13%	14%
	Up to \$50	21%	21%	22%	20%	22%	17%	17%	18%	18%	16%	18%	19%
	Up to \$75	14%	16%	15%	14%	14%	11%	13%	10%	8%	7%	10%	11%
	Up to \$100	9%	10%	9%	10%	9%	9%	8%	8%	7%	7%	7%	8%
	More than \$100	3%	3%	3%	3%	3%	3%	3%	4%	3%	2%	3%	3%
	Don't know	17%	13%	14%	14%	15%	14%	13%	15%	12%	12%	18%	15%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Robert Trent Jones

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
Robert	0	14%	19%	18%	18%	21%	25%	19%
Trent	Up to \$10	6%	5%	6%	6%	8%	9%	7%
Jones	Up to \$25	10%	11%	11%	13%	15%	14%	12%
	Up to \$50	19%	15%	17%	19%	19%	18%	18%
	Up to \$75	8%	10%	10%	12%	10%	8%	10%
	Up to \$100	11%	9%	11%	9%	8%	7%	9%
	More than \$100	9%	7%	7%	5%	3%	3%	6%
	Don't know	22%	24%	19%	19%	16%	15%	19%
Total		100%	100%	100%	100%	100%	100%	100%

By Income

		What is your annual income?										Total	
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		Prefer not to say
Robert	0	15%	16%	16%	16%	18%	19%	20%	20%	22%	22%	20%	19%
Trent	Up to \$10	7%	6%	7%	7%	5%	8%	5%	6%	8%	6%	6%	6%
Jones	Up to \$25	12%	12%	12%	12%	10%	10%	12%	13%	14%	14%	13%	12%
	Up to \$50	18%	20%	18%	16%	18%	17%	20%	17%	17%	20%	16%	18%
	Up to \$75	9%	11%	12%	12%	11%	11%	11%	9%	11%	8%	9%	10%
	Up to \$100	10%	10%	10%	11%	11%	9%	9%	12%	8%	10%	8%	9%
	More than \$100	4%	6%	6%	6%	6%	7%	6%	7%	6%	6%	5%	6%
	Don't know	25%	19%	20%	20%	21%	20%	17%	17%	15%	12%	22%	19%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Ross Watson

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By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
Ross	0	20%	26%	28%	30%	35%	39%	30%
Watson	Up to \$10	8%	6%	7%	7%	9%	8%	7%
	Up to \$25	11%	10%	9%	9%	10%	11%	10%
	Up to \$50	17%	14%	14%	14%	12%	13%	14%
	Up to \$75	6%	6%	6%	6%	4%	3%	6%
	Up to \$100	4%	4%	5%	3%	3%	2%	3%
	More than \$100	1%	1%	1%	1%	0%		1%
	Don't know	32%	33%	30%	32%	27%	24%	30%
Total		100%	100%	100%	100%	100%	100%	100%

By Income

		What is your annual income?										Total	
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		Prefer not to say
Ross	0	22%	24%	22%	24%	26%	29%	31%	31%	35%	40%	30%	30%
Watson	Up to \$10	8%	7%	6%	7%	6%	8%	8%	8%	8%	8%	6%	7%
	Up to \$25	10%	9%	12%	11%	9%	9%	9%	10%	10%	8%	10%	10%
	Up to \$50	17%	18%	17%	16%	16%	13%	12%	12%	12%	10%	13%	14%
	Up to \$75	7%	7%	8%	7%	7%	6%	7%	5%	5%	4%	4%	6%
	Up to \$100	2%	3%	4%	4%	4%	3%	4%	5%	3%	3%	3%	3%
	More than \$100	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%
	Don't know	33%	30%	30%	29%	31%	30%	29%	30%	26%	26%	33%	30%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Thomson/Perrett

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
Peter	0	12%	17%	18%	19%	22%	25%	19%
Thomson/Ross Perrett	Up to \$10	7%	7%	7%	8%	11%	11%	8%
	Up to \$25	14%	13%	13%	15%	17%	14%	14%
	Up to \$50	19%	18%	19%	19%	17%	20%	18%
	Up to \$75	13%	12%	13%	13%	11%	10%	12%
	Up to \$100	12%	10%	12%	9%	7%	6%	9%
	More than \$100	5%	5%	5%	4%	2%	2%	4%
	Don't know	19%	19%	15%	14%	13%	13%	15%
Total		100%	100%	100%	100%	100%	100%	100%

By Income

		What is your annual income?										Total	
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		Prefer not to say
Peter	0	14%	16%	15%	15%	16%	17%	19%	17%	21%	25%	20%	19%
Thomson/Ross Perrett	Up to \$10	8%	7%	8%	8%	7%	9%	8%	11%	10%	9%	7%	8%
	Up to \$25	13%	13%	12%	12%	12%	14%	16%	16%	17%	16%	14%	14%
	Up to \$50	20%	19%	21%	19%	18%	18%	18%	17%	18%	18%	17%	18%
	Up to \$75	12%	16%	14%	14%	15%	14%	12%	11%	11%	9%	11%	12%
	Up to \$100	10%	11%	10%	12%	12%	9%	10%	12%	7%	8%	8%	9%
	More than \$100	3%	4%	4%	3%	4%	5%	4%	4%	4%	4%	4%	4%
	Don't know	21%	13%	16%	16%	16%	14%	13%	12%	13%	10%	19%	15%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Tom Doak

The Australian Golfer Survey - 2005

By Age

	Age						Total
	15-24	24-34	35-44	45-54	55-64	65 +	
Tom 0	20%	25%	27%	29%	34%	38%	29%
Doak Up to \$10	8%	7%	5%	6%	8%	8%	7%
Up to \$25	11%	9%	9%	9%	9%	9%	9%
Up to \$50	16%	13%	13%	13%	12%	13%	13%
Up to \$75	6%	7%	7%	7%	5%	5%	6%
Up to \$100	5%	5%	5%	4%	3%	1%	4%
More than \$100	2%	2%	3%	1%	1%	0%	2%
Don't know	32%	33%	31%	32%	28%	26%	31%
Total	100%	100%	100%	100%	100%	100%	100%

By Income

	What is your annual income?											Total
	<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +	Prefer not to say	
Tom 0	21%	23%	22%	23%	25%	29%	31%	30%	34%	37%	29%	29%
Doak Up to \$10	8%	7%	8%	7%	6%	8%	7%	7%	7%	7%	5%	7%
Up to \$25	11%	11%	10%	10%	10%	8%	8%	9%	9%	9%	9%	9%
Up to \$50	16%	16%	16%	16%	14%	13%	11%	11%	12%	10%	12%	13%
Up to \$75	7%	7%	7%	7%	8%	6%	7%	6%	6%	5%	5%	6%
Up to \$100	3%	4%	4%	5%	4%	4%	5%	5%	4%	4%	3%	4%
More than \$100	1%	1%	1%	2%	1%	1%	2%	2%	2%	2%	2%	2%
Don't know	34%	31%	32%	30%	31%	31%	29%	31%	27%	26%	34%	31%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Tony Cashmore

By Age

	Age						Total
	15-24	24-34	35-44	45-54	55-64	65 +	
Tony 0	20%	25%	28%	30%	35%	38%	30%
Cashmore Up to \$10	9%	8%	7%	7%	9%	8%	8%
Up to \$25	11%	10%	10%	9%	10%	11%	10%
Up to \$50	16%	13%	13%	13%	11%	13%	13%
Up to \$75	7%	7%	6%	6%	4%	4%	6%
Up to \$100	4%	4%	4%	3%	2%	1%	3%
More than \$100	1%	1%	1%	0%	0%		1%
Don't know	32%	33%	32%	32%	28%	25%	31%
Total	100%	100%	100%	100%	100%	100%	100%

By Income

	What is your annual income?											Total
	<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +	Prefer not to say	
Tony 0	22%	24%	23%	24%	26%	29%	31%	32%	35%	41%	30%	30%
Cashmore Up to \$10	9%	7%	8%	8%	7%	9%	8%	9%	9%	8%	7%	8%
Up to \$25	11%	10%	10%	12%	9%	9%	10%	9%	10%	9%	9%	10%
Up to \$50	16%	18%	18%	15%	15%	12%	12%	10%	12%	7%	12%	13%
Up to \$75	7%	7%	7%	8%	7%	6%	7%	5%	5%	4%	5%	6%
Up to \$100	3%	3%	3%	4%	3%	4%	4%	5%	2%	3%	3%	3%
More than \$100	1%	1%	0%	1%	1%	1%	1%	0%	1%	1%	1%	1%
Don't know	33%	30%	30%	30%	32%	30%	29%	30%	27%	28%	34%	31%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Wayne Grady

The Australian Golfer Survey - 2005

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
Wayne	0	15%	23%	25%	26%	32%	34%	26%
Grady	Up to \$10	15%	11%	10%	11%	13%	11%	12%
	Up to \$25	15%	13%	13%	12%	12%	11%	13%
	Up to \$50	20%	18%	17%	18%	15%	19%	18%
	Up to \$75	9%	9%	10%	9%	7%	5%	9%
	Up to \$100	6%	5%	6%	5%	3%	2%	5%
	More than \$100	3%	1%	2%	1%	1%	0%	1%
	Don't know	17%	19%	17%	17%	17%	17%	17%
Total		100%	100%	100%	100%	100%	100%	100%

By Income

		Gender		Total
		Male	Female	
Wayne	0	27%	17%	26%
Grady	Up to \$10	12%	7%	12%
	Up to \$25	13%	12%	13%
	Up to \$50	17%	19%	18%
	Up to \$75	9%	11%	9%
	Up to \$100	5%	5%	5%
	More than \$100	1%	1%	1%
	Don't know	16%	28%	17%
Total		100%	100%	100%

24. If you decided to live in a residential golf community, what type of membership would you likely take up?

	2005
Access all areas (golf, gym, pool, tennis, etc.)	55%
Golf plus option to add on other facilities (gym etc)	27%
Golf only	4%
Health club only	0%
I would not want to live in a residential golf community	13%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
If you decided to live in a residential golf community, what type of membership would you likely take up?	Access all areas (golf, gym, pool, tennis, etc.)	72%	65%	65%	54%	40%	29%	55%
	Golf only	2%	3%	3%	4%	6%	9%	4%
	Health club only	0%	0%	0%	0%	0%	0%	0%
	Golf plus option to add on other facilities (gym etc)	19%	23%	23%	31%	34%	34%	28%
	I would not want to live in a residential golf community	6%	9%	9%	12%	20%	28%	13%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

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		Gender		Total
		Male	Female	
If you decided to live in a residential golf community, what type of membership would you likely take up?	Access all areas (golf, gym, pool, tennis, etc.)	55%	56%	55%
	Golf only	5%	3%	4%
	Health club only	0%	0%	0%
	Golf plus option to add on other facilities (gym etc)	28%	25%	27%
	I would not want to live in a residential golf community	12%	15%	13%
Total		100%	100%	100%

Club Participation

25. How do you participate in golf?

	2005	2003
Golf Club Member	79%	73%
Casual Play (Ad hoc)	18%	17%
A social group	4%	10%

By Frequency of Play

		How often do you play golf?								Total
		More than twice a week	Twice a week	Once a week	Three times a month	Twice a month	Once a month	Once or twice every 3 months	Once every 3 months or less	
How do you participate in golf?	Golf Club Member	98%	96%	87%	75%	54%	39%	30%	17%	79%
	A registered AGU social group (e.g. Golf Access Australia)	1%	1%	4%	7%	10%	6%	4%	2%	4%
	Casual Play (Ad hoc)	2%	3%	9%	18%	37%	56%	67%	81%	18%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
How do you participate in golf?	Golf Club Member	73%	59%	74%	85%	93%	94%	79%
	A registered AGU social group (e.g. Golf Access Australia)	2%	5%	5%	3%	2%	3%	4%
	Casual Play (Ad hoc)	24%	36%	22%	11%	5%	3%	18%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
How do you participate in golf?	Golf Club Member	79%	77%	79%
	A registered AGU social group (e.g. Golf Access Australia)	4%	3%	4%
	Casual Play (Ad hoc)	17%	20%	18%
Total		100%	100%	100%

By Income

		What is your annual income?											Total
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +	Prefer not to say	
How do you participate in golf?	Golf Club Member	85%	83%	75%	77%	75%	74%	75%	76%	79%	84%	80%	79%
	A registered AGU social group (e.g. Golf Access Australia)	2%	4%	3%	4%	3%	5%	4%	6%	5%	3%	3%	4%
	Casual Play (Ad hoc)	13%	13%	22%	20%	22%	21%	21%	18%	16%	14%	17%	18%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

This section reviews specific questions asked of golf club members only.

26. How long have you been a member of a golf club?

	2005	2003
Less than 1 year	5%	7%

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	2005	2003
1 - 4 years	21%	26%
5 - 9 years	21%	21%
10 - 20 years	28%	26%
More than 20 years	25%	20%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
How long have you been a member of a golf club?	1	8%	11%	5%	4%	2%	0%	4%
	1 - 4 years	34%	35%	27%	19%	12%	5%	21%
	5 - 9 years	33%	21%	26%	22%	17%	11%	21%
	10 - 20 years	19%	29%	28%	31%	29%	19%	28%
	More than 20 years	6%	5%	14%	24%	40%	64%	25%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
How long have you been a member of a golf club?	1	5%	5%	5%
	1 - 4 years	21%	27%	22%
	5 - 9 years	21%	26%	21%
	10 - 20 years	28%	25%	28%
	More than 20 years	26%	17%	25%
Total		100%	100%	100%

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
How long have you been a member of a golf club?	1	32%	1%	1%	3%	8%	14%	5%
	1 - 4 years	36%	8%	13%	20%	32%	46%	22%
	5 - 9 years	15%	20%	17%	24%	25%	19%	21%
	10 - 20 years	9%	37%	35%	28%	21%	12%	28%
	More than 20 years	7%	34%	34%	25%	14%	9%	25%
Total		100%	100%	100%	100%	100%	100%	100%

27. How much do you pay in annual fees for golf club membership?

	2005	2003
Less than \$100	2%	3%
\$100 - \$249	5%	6%
\$250 - \$499	17%	20%
\$500 - \$999	27%	31%
\$1,000 - \$1,499	17%	16%
\$1,500 - \$1,999	14%	11%
\$2,000 - \$2,999	14%	10%
\$3,000 +	4%	3%

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By Frequency of Play

		How often do you play golf?								Total
		More than twice a week	Twice a week	Once a week	Three times a month	Twice a month	Once a month	Once or twice every 3 months	Once every 3 months or less	
How much do you pay in annual fees for golf club membership?	Less than \$100	2%	2%	2%	4%	4%	5%	2%	7%	2%
	\$100 - \$249	6%	4%	5%	6%	9%	10%	8%	4%	5%
	\$250 - \$499	18%	16%	15%	17%	19%	19%	24%	25%	16%
	\$500 - \$999	28%	27%	27%	24%	26%	22%	25%	20%	27%
	\$1,000 - \$1,499	16%	18%	18%	15%	13%	12%	10%	9%	17%
	\$1,500 - \$1,999	13%	14%	15%	15%	10%	10%	13%	12%	14%
	\$2,000 - \$2,999	11%	15%	14%	17%	16%	18%	16%	20%	14%
\$3,000 +	6%	4%	3%	3%	3%	4%	1%	3%	4%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
How much do you pay in annual fees for golf club membership?	Less than \$100	6%	3%	2%	2%	2%	1%	2%
	\$100 - \$249	14%	6%	6%	4%	3%	4%	5%
	\$250 - \$499	24%	17%	16%	16%	16%	17%	17%
	\$500 - \$999	25%	29%	26%	28%	26%	26%	27%
	\$1,000 - \$1,499	14%	16%	17%	17%	18%	16%	17%
	\$1,500 - \$1,999	10%	13%	14%	14%	14%	17%	14%
	\$2,000 - \$2,999	5%	12%	15%	15%	16%	14%	14%
\$3,000 +	3%	3%	4%	4%	5%	5%	4%	
Total	100%	100%	100%	100%	100%	100%	100%	

By Gender

		Gender		Total
		Male	Female	
How much do you pay in annual fees for golf club membership?	Less than \$100	2%	4%	2%
	\$100 - \$249	5%	6%	5%
	\$250 - \$499	16%	18%	16%
	\$500 - \$999	27%	29%	27%
	\$1,000 - \$1,499	17%	18%	17%
	\$1,500 - \$1,999	14%	14%	14%
	\$2,000 - \$2,999	15%	8%	14%
\$3,000 +	4%	3%	4%	
Total	100%	100%	100%	

By Income

		What is your annual income?											Total
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +	Prefer not to say	
How much do you pay in annual fees for golf club membership?	Less than \$100	7%	5%	5%	3%	2%	1%	2%	1%	1%	1%	2%	2%
	\$100 - \$249	14%	8%	8%	6%	5%	6%	3%	5%	3%	1%	5%	5%
	\$250 - \$499	27%	26%	26%	22%	23%	18%	16%	15%	9%	4%	14%	16%
	\$500 - \$999	30%	30%	33%	33%	33%	31%	32%	29%	23%	13%	25%	27%
	\$1,000 - \$1,499	11%	14%	13%	16%	18%	19%	20%	17%	22%	14%	17%	17%
	\$1,500 - \$1,999	8%	11%	8%	11%	11%	14%	11%	15%	17%	20%	15%	14%
	\$2,000 - \$2,999	3%	5%	7%	7%	7%	9%	13%	14%	20%	32%	17%	14%
\$3,000 +	0%	1%	1%	1%	2%	2%	2%	4%	5%	14%	5%	4%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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By State Region

		State								Total
		NSW	VIC	QLD	SA	WA	TAS	ACT	NT	
How much do you pay in annual fees for golf club membership?	Less than \$100	2%	3%	1%	3%	7%	2%	1%	3%	3%
	\$100 - \$249	6%	6%	6%	3%	9%	7%	4%	8%	6%
	\$250 - \$499	25%	15%	18%	9%	9%	23%	10%	16%	18%
	\$500 - \$999	26%	18%	47%	16%	18%	59%	31%	47%	28%
	\$1,000 - \$1,499	12%	17%	14%	25%	26%	9%	29%	25%	16%
	\$1,500 - \$1,999	10%	18%	5%	29%	21%		16%	1%	13%
	\$2,000 - \$2,999	14%	21%	6%	13%	10%		8%		13%
\$3,000 +	5%	3%	3%	1%	1%	1%	0%		3%	
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%

By Email Preference for Annual Fee Notification

		Would you like to receive your annual fee notice via email and be able to pay for it over the Internet, with numerous payment options?		Total
		Yes	No	
How much do you pay in annual fees for golf club membership?	Less than \$100	2%	4%	2%
	\$100 - \$249	5%	7%	5%
	\$250 - \$499	15%	20%	16%
	\$500 - \$999	27%	27%	27%
	\$1,000 - \$1,499	17%	16%	17%
	\$1,500 - \$1,999	14%	12%	14%
	\$2,000 - \$2,999	15%	11%	14%
\$3,000 +	4%	3%	4%	
Total		100%	100%	100%

28. How would you prefer to pay your annual fee?

	2005
Lump sum	55%
Six monthly	12%
Quarterly	14%
Monthly	20%

By Age

		Age						Total
		15-24	25-34	35-44	45-54	55-64	65 +	
How would you prefer to pay your annual fee?	Lump sum	54%	47%	49%	54%	61%	66%	54%
	Six monthly	15%	11%	10%	12%	13%	13%	12%
	Quarterly	14%	15%	15%	14%	14%	10%	14%
	Monthly	17%	26%	26%	20%	13%	11%	20%
Total		100%	100%	100%	100%	100%	100%	100%

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By State

		State								Total
		NSW	VIC	QLD	SA	WA	TAS	ACT	NT	
How would you prefer to pay your annual fee?	Lump sum	57%	50%	60%	56%	52%	53%	58%	71%	56%
	Six monthly	12%	12%	14%	6%	15%	10%	7%	4%	12%
	Quarterly	15%	15%	10%	18%	15%	9%	7%	11%	14%
	Monthly	16%	22%	15%	20%	19%	27%	28%	14%	18%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%

By Income

		What is your annual income?										Total	
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		Prefer not to say
How would you prefer to pay your annual fee?	Lump sum	58%	54%	56%	51%	52%	50%	52%	53%	50%	60%	57%	54%
	Six monthly	13%	14%	10%	13%	11%	13%	12%	12%	11%	12%	12%	12%
	Quarterly	13%	14%	15%	14%	13%	16%	14%	13%	16%	12%	14%	14%
	Monthly	16%	17%	19%	23%	24%	22%	22%	22%	23%	16%	17%	20%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

By Work Status

		What is your work status?							Total
		Working full-time	Working part-time	Unemployed or looking for work	Retired	Home duties	Studying	Other	
How would you prefer to pay your annual fee?	Lump sum	51%	58%	48%	67%	59%	60%	56%	54%
	Six monthly	12%	13%	20%	11%	14%	14%	13%	12%
	Quarterly	15%	15%	9%	11%	13%	15%	16%	14%
	Monthly	23%	14%	23%	11%	14%	12%	16%	20%
Total		100%	100%	100%	100%	100%	100%	100%	100%

29. Would you like to receive your annual fee notice via email and be able to pay for it over the Internet, with numerous payment options?

	2005
Yes	73%
No	27%

By Age

		Age						Total
		15-24	25-34	35-44	45-54	55-64	65 +	
Would you like to receive your annual fee notice via email and be able to pay for it over the Internet, with numerous payment options?	Yes	66%	83%	79%	76%	67%	54%	73%
	No	34%	17%	21%	24%	33%	46%	27%
Total		100%	100%	100%	100%	100%	100%	100%

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By State

		State							Total	
		NSW	VIC	QLD	SA	WA	TAS	ACT		NT
Would you like to receive your annual fee notice via email and be able to pay for it over the Internet, with numerous payment options?	Yes	76%	70%	68%	69%	68%	68%	72%	66%	71%
	No	24%	30%	32%	31%	32%	32%	28%	34%	29%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%

By Income

		What is your annual income?										Total	
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		Prefer not to say
Would you like to receive your annual fee notice via email and be able to pay for it over the Internet, with numerous payment options?	Yes	59%	65%	73%	73%	76%	77%	80%	79%	84%	83%	66%	73%
	No	41%	35%	27%	27%	24%	23%	20%	21%	16%	17%	34%	27%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

By Golf Link

		Do you have a Golf Link card?		Total
		Yes	No	
Would you like to receive your annual fee notice via email and be able to pay for it over the Internet, with numerous payment options?	Yes	73%	73%	73%
	No	27%	27%	27%
Total		100%	100%	100%

30. Would you be willing to pay more in annual fees if the club had fewer members (and therefore lower total subscription revenues)?

	2005
No	69%
Yes, Up to 5%	9%
Yes, 5% to 10%	13%
Yes, 11% to 20%	5%
Yes, More than 20%	4%

31. What were the main reasons for you joining your club?

	2005	2003
Location	71%	76%
Course quality	61%	59%
Knew people at club	46%	50%
Social interaction	29%	36%
No/short waiting period	25%	34%
Low fees	23%	27%
Reciprocal rights	12%	10%

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	2005	2003
Exclusivity	12%	13%
Other	5%	7%

By Gender

		Gender		Total
		Male	Female	
Main reasons for you joining your club?	Location	71%	75%	71%
	Course quality	62%	55%	61%
	Knew people at club	46%	47%	46%
	Social interaction	28%	38%	29%
	No/short waiting period	25%	25%	25%
	Low fees	23%	21%	23%
	Reciprocal rights	12%	13%	12%
	Exclusivity	12%	9%	12%
	Other	5%	7%	5%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
Main reasons for you joining your club?	Location	71%	67%	71%	71%	73%	77%	71%
	Course quality	63%	61%	62%	62%	61%	59%	61%
	Knew people at club	46%	48%	45%	47%	46%	47%	47%
	Social interaction	27%	27%	28%	31%	30%	31%	29%
	No/short waiting period	19%	30%	27%	25%	23%	19%	25%
	Low fees	26%	32%	25%	20%	17%	18%	22%
	Reciprocal rights	11%	12%	11%	11%	13%	15%	12%
	Exclusivity	16%	12%	13%	12%	10%	11%	12%
	Other	12%	7%	5%	5%	3%	2%	5%

By Region

		State								Total
		NSW	VIC	QLD	SA	WA	TAS	ACT	NT	
Main reasons for you joining your club?	Location	75%	70%	77%	61%	72%	70%	75%	71%	72%
	Course quality	58%	62%	58%	65%	63%	67%	75%	41%	60%
	Knew people at club	47%	46%	40%	52%	47%	57%	46%	51%	46%
	Social interaction	27%	31%	31%	27%	38%	40%	30%	49%	30%
	No/short waiting period	24%	28%	21%	19%	29%	21%	24%	28%	25%
	Low fees	24%	22%	25%	14%	24%	23%	24%	25%	23%
	Reciprocal rights	10%	10%	15%	14%	11%	16%	20%	13%	11%
	Exclusivity	10%	12%	9%	14%	11%	6%	9%	1%	11%
	Other	4%	5%	5%	5%	7%	3%	5%	14%	5%

32. Which of the following most typically describes your membership participation at your club?

	2005
For golf, with some interest in club activities and use of clubhouse	64%
For golf, with significant interest in club activities and use of clubhouse	22%
For golf only, with no interest in club activities or use of clubhouse	14%

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By Age

		Age						Total
		15-24	25-34	35-44	45-54	55-64	65 +	
Which of the following most typically describes your membership participation at your club?	For golf only, with no interest in club activities or use of	15%	23%	18%	13%	9%	7%	14%
	For golf, with some interest in club activities and use of c	60%	64%	64%	66%	63%	61%	64%
	For golf, with significant interest in club activities and u	25%	13%	18%	21%	28%	32%	22%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
Which of the following most typically describes your membership participation at your club?	For golf only, with no interest in club activities or use of	15%	8%	14%
	For golf, with some interest in club activities and use of c	65%	54%	64%
	For golf, with significant interest in club activities and u	20%	37%	22%
Total		100%	100%	100%

33. Which of the following could your club do that would make being a member more desirable/satisfactory?

	2005
Golf travel opportunities	34%
Social activities on site	21%
Dedicated networking opportunities (industry nights, guest s	13%
Access to other leisure orientated clubs	10%
Social activities off site	5%
Nothing, I am happy with the current offering	49%

By Age

		Age						Total
		15-24	25-34	35-44	45-54	55-64	65 +	
What would make being a member more satisfactory?	Social activities on site	21%	15%	19%	23%	25%	19%	21%
	Social activities off site	5%	4%	5%	5%	5%	2%	4%
	Dedicated networking	13%	15%	16%	13%	9%	6%	12%
	Golf travel opportunities	37%	36%	35%	35%	34%	22%	34%
	Access to other leisure	18%	17%	13%	10%	6%	3%	10%
	Nothing, I am happy	44%	46%	48%	48%	51%	65%	49%
Total		100%	100%	100%	100%	100%	100%	100%

By State

		State								Total
		NSW	VIC	QLD	SA	WA	TAS	ACT	NT	
What would make being a member more satisfactory?	Social activities on site	21%	19%	25%	16%	23%	22%	30%	28%	21%
	Social activities off site	4%	5%	5%	2%	5%	4%	2%	6%	4%
	Dedicated networking	11%	12%	12%	10%	11%	12%	11%	14%	11%
	Golf travel opportunities	35%	31%	35%	31%	30%	25%	43%	23%	33%
	Access to other leisure	10%	10%	7%	10%	8%	5%	13%	14%	10%
	Nothing, I am happy	48%	52%	47%	58%	52%	55%	41%	52%	50%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%

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By Income

		What is your annual income?										Total	
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		Prefer not to say
What would make being a member more satisfactory?	Social activities on site	20%	23%	25%	23%	25%	23%	22%	25%	19%	17%	19%	21%
	Social activities off site	4%	5%	5%	6%	5%	5%	5%	5%	4%	3%	4%	4%
	Dedicated networking	8%	10%	9%	10%	13%	13%	17%	16%	16%	14%	12%	13%
	Golf travel opportunities	29%	34%	34%	35%	38%	36%	35%	35%	35%	36%	32%	34%
	Access to other leisure	11%	9%	8%	9%	12%	12%	12%	11%	12%	11%	10%	10%
	Nothing, I am happy	54%	49%	48%	47%	46%	47%	45%	46%	48%	50%	53%	49%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

By Golf Link

		Do you have a Golf Link card?		Total
		Yes	No	
What would make being a member more satisfactory?	Social activities on site	21%	23%	21%
	Social activities off site	4%	6%	4%
	Dedicated networking	12%	13%	13%
	Golf travel opportunities	34%	36%	34%
	Access to other leisure	10%	12%	10%
	Nothing, I am happy	50%	44%	49%
Total		100%	100%	100%

34. What do you like least about your club?

	2005	2003
Slow play	44%	44%
Busy tee sheet	19%	21%
Lack of golf course etiquette and knowledge amongst members	19%	22%
Course condition	13%	16%
Management style	13%	14%
Course quality	6%	10%
High fees	7%	10%
Unfriendly members	6%	9%
Poor service	4%	6%
Location	2%	5%
Course design	4%	5%
Constant course changes	4%	4%
Too many rules/regulations	2%	6%
Other	5%	12%

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By Gender

		Gender		Total
		Male	Female	
What do you like least about your club?	Slow play	45%	35%	44%
	Busy tee sheet	19%	13%	19%
	Lack of golf course	19%	15%	19%
	Course condition	13%	11%	13%
	Management style	13%	15%	13%
	Course quality	6%	4%	6%
	High fees	7%	7%	7%
	Unfriendly members	6%	5%	6%
	Poor service	4%	4%	4%
	Location	2%	1%	2%
	Course design	4%	2%	4%
	Constant course changes	4%	3%	4%
	Too many	2%	3%	2%
	Other	4%	6%	5%
Nothing	21%	30%	22%	

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
What do you like least about your club?	Slow play	44%	43%	46%	43%	42%	43%	43%
	Busy tee sheet	20%	22%	23%	18%	15%	14%	19%
	Lack of golf course	17%	18%	18%	18%	20%	25%	19%
	Course condition	18%	16%	14%	12%	11%	10%	13%
	Management style	19%	13%	13%	12%	13%	15%	13%
	Course quality	10%	7%	6%	6%	5%	4%	6%
	High fees	7%	8%	8%	7%	6%	6%	7%
	Unfriendly members	13%	7%	7%	5%	3%	3%	6%
	Poor service	5%	5%	5%	4%	3%	3%	4%
	Location	2%	4%	2%	2%	1%	1%	2%
	Course design	7%	4%	4%	4%	3%	2%	4%
	Constant course changes	5%	3%	3%	4%	4%	8%	4%
	Too many	3%	2%	3%	2%	2%	2%	2%
	Other	6%	6%	6%	4%	3%	2%	5%
Nothing	21%	20%	19%	22%	25%	24%	22%	

By State

		State								Total
		NSW	VIC	QLD	SA	WA	TAS	ACT	NT	
What do you like least about your club?	Slow play	46%	38%	46%	44%	36%	35%	42%	41%	43%
	Busy tee sheet	23%	13%	18%	19%	8%	14%	18%	3%	18%
	Lack of golf course	19%	18%	22%	20%	19%	15%	17%	22%	19%
	Course condition	13%	14%	15%	18%	6%	10%	10%	18%	13%
	Management style	12%	10%	16%	12%	13%	12%	15%	25%	13%
	Course quality	6%	6%	6%	5%	4%	5%	3%	6%	6%
	High fees	6%	7%	6%	11%	7%	4%	8%	11%	7%
	Unfriendly members	5%	5%	7%	4%	5%	5%	6%	11%	5%
	Poor service	4%	3%	5%	3%	4%	4%	4%	1%	4%
	Location	2%	2%	1%	2%	2%	2%	0%	1%	2%
	Course design	4%	4%	3%	5%	3%	4%	3%	5%	4%
	Constant course changes	3%	5%	1%	10%	3%	1%	12%		4%
	Too many	2%	3%	2%	2%	3%	2%	2%	3%	2%
	Other	4%	5%	4%	4%	4%	5%	6%	6%	5%
Nothing	19%	26%	21%	20%	34%	29%	25%	19%	23%	

35. How long are you likely to remain a member of your golf club?

	2005	2003
Up to 3 years	15%	12%

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4 - 5 years	9%	9%
6 - 10 years	15%	16%
11 years - 20 years	19%	25%
More than 20 years / I will never leave	42%	37%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
How long are you likely to remain a member of your golf club?	Up to 3 years	24%	31%	18%	12%	8%	5%	15%
	4 - 5 years	14%	12%	11%	9%	6%	5%	9%
	6 - 10 years	11%	13%	14%	15%	15%	19%	15%
	11 years - 20 years	7%	8%	14%	22%	27%	21%	19%
	More than 20 years	11%	12%	16%	16%	10%	2%	13%
	I will never leave my current club	32%	25%	26%	26%	34%	48%	30%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
How long are you likely to remain a member of your golf club?	Up to 3 years	16%	12%	16%
	4 - 5 years	9%	8%	9%
	6 - 10 years	15%	13%	15%
	11 years - 20 years	18%	20%	18%
	More than 20 years	13%	13%	13%
	I will never leave my current club	29%	34%	29%
Total		100%	100%	100%

By Frequency of Play

		How often do you play golf?								Total
		More than twice a week	Twice a week	Once a week	Three times a month	Twice a month	Once a month	Once or twice every 3 months	Once every 3 months or less	
How long are you likely to remain a member of your golf club?	Up to 3 years	13%	12%	16%	21%	23%	27%	27%	25%	16%
	4 - 5 years	7%	8%	9%	11%	10%	11%	9%	4%	9%
	6 - 10 years	13%	15%	16%	15%	13%	12%	13%	16%	15%
	11 years - 20 years	18%	20%	19%	16%	18%	12%	20%	25%	18%
	More than 20 years	11%	11%	14%	14%	14%	16%	9%	13%	13%
	I will never leave my current club	37%	34%	26%	23%	22%	22%	21%	17%	29%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%

By State Region

		State								Total
		NSW	VIC	QLD	SA	WA	TAS	ACT	NT	
How long are you likely to remain a member of your golf club?	Up to 3 years	14%	11%	19%	9%	13%	10%	15%	27%	14%
	4 - 5 years	10%	7%	9%	7%	7%	6%	11%	15%	9%
	6 - 10 years	15%	16%	16%	9%	14%	14%	20%	14%	15%
	11 years - 20 years	18%	21%	18%	21%	19%	21%	17%	10%	19%
	More than 20 years	14%	14%	11%	14%	12%	7%	14%	9%	13%
	I will never leave my current club	30%	30%	28%	39%	36%	43%	23%	25%	30%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%

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By Like Least About Club

		How long are you likely to remain a member of your golf club?						Total
		Up to 3 years	4 - 5 years	6 - 10 years	11 - 20 years	> 20 years	I will never leave my current club	
What do you like least about your club?	Slow play	44%	46%	45%	44%	43%	42%	44%
	Busy tee sheet	24%	22%	20%	19%	17%	15%	19%
	Lack of golf course	22%	19%	22%	18%	15%	18%	19%
	Course condition	23%	17%	14%	11%	10%	8%	13%
	Management style	20%	14%	14%	12%	11%	10%	13%
	Course quality	13%	10%	5%	4%	3%	3%	6%
	High fees	9%	7%	8%	7%	8%	5%	7%
	Unfriendly members	8%	8%	6%	4%	6%	4%	6%
	Poor service	8%	4%	4%	3%	3%	3%	4%
	Location	6%	4%	2%	1%	1%	1%	2%
	Course design	7%	5%	4%	3%	3%	2%	4%
	Constant course changes	3%	3%	4%	5%	4%	4%	4%
	Too many	3%	2%	3%	3%	3%	2%	2%
	Other	5%	5%	5%	4%	5%	4%	5%
	Nothing	13%	14%	17%	23%	25%	30%	22%

By Work Status

		What is your work status?							Total
		Working full-time	Working part-time	Unemployed or looking for work	Retired	Home duties	Studying	Other	
How long are you likely to remain a member of your golf club?	Up to 3 years	18%	12%	20%	7%	10%	29%	11%	16%
	4 - 5 years	10%	8%	5%	5%	5%	14%	15%	9%
	6 - 10 years	15%	15%	11%	15%	12%	12%	16%	15%
	11 years - 20 years	18%	21%	18%	24%	18%	5%	13%	18%
	More than 20 years	14%	13%	13%	7%	13%	8%	9%	13%
	I will never leave my current club	26%	31%	34%	42%	42%	32%	37%	29%
Total		100%	100%	100%	100%	100%	100%	100%	100%

36. Why are you likely to give up your current membership?

	2005
Change in residential location	47%
Changing clubs	30%
Fees becoming unaffordable	15%
Increasing family commitments	15%
Time constraints	13%
Declining course quality	10%
Tired of busy tee sheet/slow play	8%
Other	11%

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By Age

		Age						Total
		15-24	25-34	35-44	45-54	55-64	65 +	
Why likely to give up membership?	Increasing family commitments	4%	28%	24%	8%	2%	2%	14%
	Time constraints	14%	21%	17%	9%	6%	3%	13%
	Changing clubs	33%	35%	34%	31%	19%	9%	29%
	Change in residential	47%	45%	44%	53%	51%	29%	47%
	Fees becoming	14%	13%	14%	13%	19%	19%	15%
	Tired of busy tee	7%	10%	9%	7%	8%	6%	8%
	Declining course quality	13%	9%	10%	11%	9%	4%	10%
Other	15%	6%	6%	8%	15%	49%	11%	
Total		100%	100%	100%	100%	100%	100%	100%

By Income

		What is your annual income?										Total	
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		Prefer not to say
Why likely to give up membership?	Increasing family commitments	4%	8%	17%	17%	21%	17%	20%	15%	16%	13%	14%	15%
	Time constraints	10%	11%	13%	14%	13%	14%	11%	12%	17%	8%	13%	13%
	Changing clubs	23%	24%	30%	28%	27%	29%	30%	35%	33%	36%	29%	30%
	Change in residential	45%	47%	45%	43%	48%	49%	47%	47%	51%	50%	45%	47%
	Fees becoming	17%	22%	23%	17%	15%	19%	16%	12%	10%	6%	16%	15%
	Tired of busy tee	6%	5%	5%	7%	6%	7%	10%	10%	12%	9%	9%	8%
	Declining course quality	8%	9%	14%	10%	9%	13%	10%	10%	10%	9%	9%	10%
Other	24%	15%	11%	7%	9%	11%	9%	8%	9%	7%	13%	11%	
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

By Work Status

		What is your work status?							Total
		Working full-time	Working part-time	Unemployed or looking for work	Retired	Home duties	Studying	Other	
Why likely to give up membership?	Increasing family commitments	18%	4%	10%	2%	12%	4%	10%	15%
	Time constraints	15%	8%	15%	2%	13%	5%	13%	13%
	Changing clubs	32%	27%	30%	15%	24%	34%	21%	30%
	Change in residential	47%	45%	40%	41%	50%	51%	52%	47%
	Fees becoming	14%	16%	25%	20%	19%	17%	16%	15%
	Tired of busy tee	9%	7%	8%	5%	7%	11%	8%	8%
	Declining course quality	11%	9%	25%	8%	9%	5%	10%	10%
Other	7%	15%	15%	32%	12%	15%	19%	11%	
Total		100%	100%	100%	100%	100%	100%	100%	100%

37. If you ever gave up your membership at your club would you still play golf?

	2005	2003
I would join another club	72%	72%
I would play casually	25%	22%
I would stop playing altogether	3%	6%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
If you ever gave up your membership at your club would you still play golf?	I would stop playing altogether	1%	0%	1%	1%	5%	23%	3%
	I would play casually	23%	27%	26%	19%	24%	48%	25%
	I would join another club	77%	73%	73%	80%	71%	29%	72%
Total		100%	100%	100%	100%	100%	100%	100%

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By Gender

		Gender		Total
		Male	Female	
If you ever gave up your membership at your club would you still play golf?	I would stop playing altogether	2%	5%	3%
	I would play casually	26%	19%	25%
	I would join another club	72%	76%	72%
Total		100%	100%	100%

By State

		State								Total
		NSW	VIC	QLD	SA	WA	TAS	ACT	NT	
If you ever gave up your membership at your club would you still play golf?	I would stop playing altogether	2%	2%	4%	7%	3%	6%	3%		3%
	I would play casually	23%	30%	23%	32%	37%	27%	19%	27%	26%
	I would join another club	75%	68%	74%	61%	60%	67%	77%	73%	71%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%

38. If you are thinking about leaving your club due to time constraints or family commitments, would you consider staying if you could play in an official 9-hole competition?

	2005
Yes	21%
No	28%
Not Applicable	51%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
If you are thinking about leaving your club due to time constraints or family commitments, would you consider staying if you could play in an official 9-hole competition?	Yes	17%	30%	25%	17%	13%	17%	30%
	No	28%	32%	34%	26%	22%	28%	32%
	Not Applicable	54%	39%	41%	57%	66%	54%	39%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
If you are thinking about leaving your club due to time constraints or family commitments, would you consider staying if you could play in an official 9-hole competition?	Yes	20%	24%	21%
	No	30%	15%	28%
	Not Applicable	50%	61%	51%
Total		100%	100%	100%

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By State

		State								Total
		NSW	VIC	QLD	SA	WA	TAS	ACT	NT	
If you are thinking about leaving your club due to time constraints or family commitments, would you consider staying if you could play in an official 9-hole competition?	Yes	20%	19%	23%	20%	22%	18%	26%	23%	21%
	No	27%	33%	26%	24%	24%	20%	23%	11%	27%
	Not Applicable	53%	49%	51%	56%	54%	61%	52%	66%	52%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%

39. Approximately how much did you spend in your club's Pro-shop in the last 12 months?

	2005	2003
Nothing	5%	4%
Less than \$50	8%	7%
\$50 - \$99	10%	11%
\$100 - \$249	25%	29%
\$250 - \$499	24%	28%
\$500 - \$999	15%	15%
\$1,000 +	12%	6%

By Income

		What is your annual income?										Total	
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		Prefer not to say
Approximately how much did you spend in your club's Pro-shop in the last 12 months?	Nothing	7%	9%	7%	6%	7%	5%	4%	5%	2%	2%	5%	5%
	Less than \$50	12%	10%	9%	8%	8%	9%	6%	8%	7%	6%	9%	8%
	\$50 - \$99	12%	13%	12%	12%	12%	10%	11%	10%	9%	8%	10%	10%
	\$100 - \$249	24%	25%	24%	26%	23%	26%	24%	25%	2%	2%	5%	5%
	\$250 - \$499	23%	23%	26%	25%	24%	23%	23%	23%	7%	6%	9%	8%
	\$500 - \$999	12%	12%	13%	15%	15%	16%	16%	18%	9%	8%	10%	10%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	26%	24%	24%

By Annual Fees

		How much do you pay in annual fees for golf club membership?								Total
		Less than \$100	\$100 - \$249	\$250 - \$499	\$500 - \$999	\$1,000 - \$1,499	\$1,500 - \$1,999	\$2,000 - \$2,999	\$3,000 +	
Approximately how much did you spend in your club's Pro-shop in the last 12 months?	Nothing	22%	17%	11%	3%	2%	2%	2%	0%	5%
	Less than \$50	14%	17%	12%	8%	7%	5%	6%	4%	8%
	\$50 - \$99	15%	13%	12%	11%	10%	9%	8%	5%	10%
	\$100 - \$249	18%	22%	25%	27%	26%	26%	22%	16%	25%
	\$250 - \$499	14%	16%	20%	25%	27%	29%	26%	22%	24%
	\$500 - \$999	9%	8%	12%	15%	17%	15%	19%	24%	15%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%

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By Gender

		Gender		Total
		Male	Female	
Approximately	Nothing	5%	6%	5%
how much did	Less than \$50	8%	9%	8%
you spend in	\$50 - \$99	11%	10%	10%
your club's	\$100 - \$249	25%	26%	25%
Pro-shop in	\$250 - \$499	24%	24%	24%
the last 12	\$500 - \$999	15%	14%	15%
months?	\$1,000 +	13%	10%	12%
Total		100%	100%	100%

By Golf Link

		Do you have a Golf Link card?		Total
		Yes	No	
Approximately	Nothing	4%	8%	5%
how much did	Less than \$50	8%	11%	8%
you spend in	\$50 - \$99	10%	12%	10%
your club's	\$100 - \$249	25%	23%	25%
Pro-shop in	\$250 - \$499	25%	22%	24%
the last 12	\$500 - \$999	16%	13%	15%
months?	\$1,000 +	13%	10%	12%
Total		100%	100%	100%

40. How important it is to have a PGA qualified professional at your golf club?

	2005
Not at all important	6%
Not very important	5%
Neutral opinion	18%
Fairly important	26%
Very important	45%

By Golf Link

		Do you have a Golf Link card?		Total
		Yes	No	
How important it is to	Not at all important	6%	8%	6%
have a PGA qualified	Not very important	5%	7%	5%
professional at your	Neutral opinion	17%	20%	18%
golf club?	Fairly important	26%	26%	26%
	Very important	46%	39%	45%
Total		100%	100%	100%

41. Do you use your PGA club pro for equipment/lesson advice?

	2005
Yes	65%
No	35%

42. Would you pay for a golf lesson from anyone other than a PGA qualified professional?

	2005
Yes	19%
No	81%

43. Would you like to receive the following updates from your golf club via SMS?

	Yes	No
Opening of time sheet	34%	66%
Information on club functions and events	30%	70%
Important news (eg course closed)	57%	43%

Opening of time sheet by Golf Link

		Do you have a Golf Link card?		Total
		Yes	No	
Opening of time sheet	Yes	33%	38%	34%
	No	67%	62%	66%
Total		100%	100%	100%

Information on Club Functions and Events by Golf Link

		Do you have a Golf Link card?		Total
		Yes	No	
Information on club functions and events	Yes	29%	35%	30%
	No	71%	65%	70%
Total		100%	100%	100%

Important News by Golf Link

		Do you have a Golf Link card?		Total
		Yes	No	
Important news (eg course closed)	Yes	56%	60%	57%
	No	44%	40%	43%
Total		100%	100%	100%

44. What type of membership do you currently have?

	2005	2003
Traditional, non-refundable membership with non-refundable joining fee	94%	96%
Transferable membership with a higher joining fee but allowed to sell or lease your membership playing rights	6%	4%

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By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
What type of membership do you currently have?	Traditional, non-refundable membership with non-refundable joining fee	96%	94%	94%	94%	95%	97%	95%
	Transferable membership with a higher joining fee but allowed to sell or lease your membership playing rights	4%	6%	6%	6%	5%	3%	5%
Total		100%	100%	100%	100%	100%	100%	100%

By Income

		What is your annual income?											Total
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +	Prefer not to say	
What type of membership do you currently have?	Traditional, non-refundable membership with non-refundable joining fee	98%	99%	97%	97%	97%	96%	95%	94%	93%	87%	94%	94%
	Transferable membership with a higher joining fee but allowed to sell or lease your membership playing rights	2%	1%	3%	3%	3%	4%	5%	6%	7%	13%	6%	6%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

45. What type of membership would you prefer?

	2005	2003
Traditional, non-refundable membership with non-refundable joining fee	74%	76%
Transferable membership with a higher joining fee but being allowed to sell or lease your membership playing rights	26%	24%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
What type of membership would you prefer?	Traditional, non-refundable membership with non-refundable joining fee	80%	71%	70%	73%	76%	85%	74%
	Transferable membership with a higher joining fee but being allowed to sell or lease your membership playing rights	20%	29%	30%	27%	24%	15%	26%
Total		100%	100%	100%	100%	100%	100%	100%

By Annual Fees

		How much do you pay in annual fees for golf club membership?								Total
		Less than \$100	\$100 - \$249	\$250 - \$499	\$500 - \$999	\$1,000 - \$1,499	\$1,500 - \$1,999	\$2,000 - \$2,999	\$3,000 +	
What type of membership would you prefer?	Traditional, non-refundable membership with non-refundable joining fee	83%	87%	90%	84%	71%	63%	50%	47%	74%
	Transferable membership with a higher joining fee but being allowed to sell or lease your membership playing rights	17%	13%	10%	16%	29%	37%	50%	53%	26%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%

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By Income

		What is your annual income?										Prefer not to say	Total
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		
What type of membership would you prefer?	Traditional, non-refundable membership with non-refundable joining fee	88%	86%	82%	80%	79%	77%	73%	71%	66%	55%	73%	74%
	Transferable membership with a higher joining fee but being allowed to sell or lease your membership playing rights	12%	14%	18%	20%	21%	23%	27%	29%	34%	45%	27%	26%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

By State

		State								Total
		NSW	VIC	QLD	SA	WA	TAS	ACT	NT	
What type of membership would you prefer?	Traditional, non-refundable membership with non-refundable joining fee	77%	70%	79%	72%	84%	89%	78%	89%	76%
	Transferable membership with a higher joining fee but being allowed to sell or lease your membership playing rights	23%	30%	21%	28%	16%	11%	22%	11%	24%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%

46. If your membership is/was transferable, how much would you be willing to pay over the traditional model joining fee?

	2005
Less than twice the traditional joining fee	77%
3 times the traditional joining fee	15%
4 to 5 times the traditional joining fee	6%
6 to 8 times the traditional joining fee	1%
9 or more times the traditional joining fee	1%

By Annual Fee

		How much do you pay in annual fees for golf club membership?								Total
		< \$100	\$100 - \$249	\$250 - \$499	\$500 - \$999	\$1,000 - \$1,499	\$1,500 - \$1,999	\$2,000 - \$2,999	\$3,000 +	
If your membership is/was transferable, how much would you be willing to pay over the traditional model joining fee?	Less than twice the traditional joining fee	88%	86%	88%	85%	77%	71%	57%	56%	77%
	3 times the traditional joining fee	9%	10%	9%	10%	16%	20%	26%	25%	15%
	4 to 5 times the traditional joining fee	3%	3%	3%	4%	6%	7%	11%	12%	6%
	6 to 8 times the traditional joining fee		0%	0%	0%	1%	1%	2%	2%	1%
	9 or more times the traditional joining fee	0%	1%	0%	1%	1%	1%	3%	5%	1%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%

By Income

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		What is your annual income?											Total
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +	Prefer not to say	
If your membership is/was transferable, how much would you be willing to pay over the traditional model joining fee?	Less than twice the traditional joining fee	87%	85%	86%	84%	80%	81%	78%	75%	69%	57%	80%	77%
	3 times the traditional joining fee	9%	11%	10%	12%	14%	12%	15%	18%	19%	25%	13%	15%
	4 to 5 times the traditional joining fee	3%	3%	3%	3%	4%	4%	6%	5%	8%	12%	6%	6%
	6 to 8 times the traditional joining fee	1%		1%	0%	0%	1%	0%	2%	1%	3%	1%	1%
	9 or more times the traditional joining fee	0%	1%	1%	0%	0%	1%	1%	0%	2%	4%	1%	1%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Social and Casual Golf Participation

This section reviews specific questions asked of social and casual golfers only.

47. Have you heard of Golf Access Australia (GAA)?

	2005
Yes	25%
No	75%

By Gender

		Gender		Total
		Male	Female	
Have you heard of Golf Access Australia (GAA)?	Yes	26%	22%	25%
	No	74%	78%	75%
Total		100%	100%	100%

By Income

	What is your annual income?											Total
	<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +	Prefer not to say	
Have you heard of Golf Access Australia (GAA)?	24%	29%	28%	26%	28%	26%	24%	27%	24%	25%	23%	25%
	76%	71%	72%	74%	72%	74%	76%	73%	76%	75%	77%	75%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

By Work Status

		What is your work status?							Total
		Working full-time	Working part-time	Unemployed or looking for work	Retired	Home duties	Studying	Other	
Have you heard of Golf Access Australia (GAA)?	Yes	25%	23%	50%	29%	16%	26%	35%	25%
	No	75%	77%	50%	71%	84%	74%	65%	75%
Total		100%	100%	100%	100%	100%	100%	100%	100%

By Age

		Age										Total	
		10 or less	11 - 15	16 - 18	19 - 24	25 - 30	31 - 34	35 - 40	41 - 44	45 - 54	55 - 64		65 +
Have you heard of Golf Access Australia (GAA)?	Yes	26%	13%	33%	19%	22%	25%	23%	28%	29%	33%	33%	25%
	No	74%	87%	67%	81%	78%	75%	77%	72%	71%	67%	67%	75%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

48. Have you ever been a member of a golf club?

	2005	2003
Yes	44%	34%
No	56%	66%

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By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
Have you ever been a member of a golf club?	Yes	36%	38%	46%	50%	57%	73%	44%
	No	64%	62%	54%	50%	43%	27%	56%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
Have you ever been a member of a golf club?	Yes	47%	25%	44%
	No	53%	75%	56%
Total		100%	100%	100%

By Work Status

		What is your work status?							Total
		Working full-time	Working part-time	Unemployed or looking for work	Retired	Home duties	Studying	Other	
Have you ever been a member of a golf club?	Yes	45%	30%	50%	60%	20%	38%	38%	44%
	No	55%	70%	50%	40%	80%	62%	62%	56%
Total		100%	100%	100%	100%	100%	100%	100%	100%

49. What were the main reasons for giving up your club membership?

	2005		2003
Time constraints	43%	Change in personal circumstances	48%
Change in residential location	37%	Location	22%
Increasing family commitments	28%	Other	11%
Fees becoming unaffordable	23%	High Fees	10%
Tired of busy tee sheet/slow play	10%	Unfriendly members	2%
Declining course quality	5%	Slow play	1%
Changing clubs	2%	Busy tee shirt	1%
Other	14%	Course Quality	1%
		Too many rules/regulations	1%
		Management style	1%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
Main reasons for giving up membership	Increasing family commitments	11%	18%	39%	36%	19%	20%	28%
	Time constraints	51%	44%	47%	43%	40%	9%	44%
	Changing clubs	2%	2%	1%	2%	3%	3%	2%
	Change in residential	37%	46%	35%	31%	31%	31%	38%
	Fees becoming	25%	25%	22%	23%	13%	34%	23%
	Tired of busy tee	3%	10%	9%	14%	11%	9%	10%
	Declining course quality	6%	7%	4%	5%	6%	6%	5%
	Other	11%	12%	13%	17%	15%	20%	14%

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By Work Status

		What is your work status?							Total
		Working full-time	Working part-time	Unemployed or looking for work	Retired	Home duties	Studying	Other	
Main reasons for giving up membership	Increasing family commitments	30%	35%		12%	33%	13%	15%	28%
	Time constraints	46%	30%	25%	10%	11%	35%	31%	43%
	Changing clubs	2%	3%	13%	4%	11%	3%		2%
	Change in residential	37%	32%	75%	37%	33%	29%	23%	37%
	Fees becoming	22%	24%	25%	25%	11%	29%	31%	23%
	Tired of busy tee	10%	14%	13%	14%		3%	8%	10%
	Declining course quality	6%	8%	13%			10%	8%	5%
	Other	13%	16%		27%	22%	16%	54%	14%
Total	100%	100%	100%	100%	100%	100%	100%	100%	

50. Did your old club ask you why you did not renew your membership?

	2005
Yes	20%
No	80%

By Income

		What is your annual income?										Total	
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		Prefer not to say
Did your old club ask you why you did not renew your membership?	Yes	29%	35%	20%	21%	18%	11%	21%	29%	18%	15%	18%	20%
	No	71%	65%	80%	79%	82%	89%	79%	71%	82%	85%	82%	80%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

By Amount Typically Paid per Game

		On average, how much do you pay per round when you play at these other courses?							Total
		Less than \$20	\$20-\$39	\$40-\$59	\$60-\$79	\$80-\$99	\$100 - \$120	\$120 +	
Did your old club ask you why you did not renew your membership?	Yes	17%	19%	21%	20%	14%	17%	50%	20%
	No	83%	81%	79%	80%	86%	83%	50%	80%
Total		100%	100%	100%	100%	100%	100%	100%	100%

51. Did they offer you any other membership/playing alternatives as inducement to remain a member?

	2005
Yes	10%
No	90%

By Gender

		Gender		Total
		Male	Female	
Did they offer you any other membership/playing alternatives as inducement to remain a member?	Yes	10%	9%	10%
	No	90%	91%	90%
Total		100%	100%	100%

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By Age

		Age						Total
		15-24	25-34	35-44	45-54	55-64	65 +	
Did they offer you any other membership/playing alternatives as inducement to remain a member?	Yes	14%	11%	7%	9%	8%	20%	10%
	No	86%	89%	93%	91%	92%	80%	90%
Total		100%	100%	100%	100%	100%	100%	100%

By Work Status

		What is your work status?							Total
		Working full-time	Working part-time	Unemployed or looking for work	Retired	Home duties	Studying	Other	
Did they offer you any other membership/playing alternatives as inducement to remain a member?	Yes	9%	14%	25%	18%		23%	15%	10%
	No	91%	86%	75%	82%	100%	77%	85%	90%
Total		100%	100%	100%	100%	100%	100%	100%	100%

By Number of Children at Home

		Do you have any children living at home?		Total
		Yes	No	
Did they offer you any other membership/playing alternatives as inducement to remain a member?	Yes	10%	10%	10%
	No	90%	90%	90%
Total		100%	100%	100%

52. Would you like to be a member of a golf club again?

	2005	2003
Yes	88%	78%
No	12%	22%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
Would you like to be a member of a golf club again?	Yes	86%	91%	88%	85%	84%	74%	88%
	No	14%	9%	12%	15%	16%	26%	12%
Total		100%	100%	100%	100%	100%	100%	100%

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By Gender

		Gender		Total
		Male	Female	
Would you like to be a member of a golf club again?	Yes	88%	82%	88%
	No	12%	18%	12%
Total		100%	100%	100%

By Income

		What is your annual income?										Total	
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		Prefer not to say
Would you like to be a member of a golf club again?	Yes	78%	96%	87%	87%	88%	94%	85%	94%	88%	85%	86%	88%
	No	22%	4%	13%	13%	12%	6%	15%	6%	12%	15%	14%	12%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

By Previous Membership of a Golf Club

		Have you ever been a member of a golf club?	
		Yes	Total
Would you like to be a member of a golf club again?	Yes	88%	88%
	No	12%	12%
Total		100%	100%

53. What are the reasons for you currently not being a golf club member?

	2005	2003
Time constraints	52%	-
Too expensive	49%	56%
Increased family commitments	23%	-
Uncertain of future place of residence	15%	-
Inflexible payment options	8%	12%
Unsuitable location	8%	13%
Too many rules/regulations	6%	6%
Wrong social fit	6%	7%
Not female oriented	4%	5%
Not family orientated	3%	-
Other	17%	42%

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By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
Reasons for not being a member of a club	Too expensive	56%	53%	46%	45%	44%	60%	49%
	Unsuitable location	8%	10%	6%	7%	8%	10%	8%
	Inflexible payment options	6%	8%	9%	10%	7%	4%	8%
	Wrong social fit	7%	6%	6%	5%	6%	10%	6%
	Too many rules & regulations	3%	6%	5%	9%	9%	6%	6%
	Not female oriented	2%	4%	4%	4%	6%		4%
	Not family orientated	1%	2%	4%	3%	5%	2%	3%
	Uncertain of future place of residence	17%	23%	12%	9%	9%	6%	16%
	Increased family commitments	6%	18%	36%	20%	6%	4%	22%
	Time constraints	58%	54%	55%	52%	45%	13%	53%
	Other	19%	16%	17%	19%	22%	21%	18%

By Income

		What is your annual income?										Total	
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		Prefer not to say
Reasons for not being a member of a club	Too expensive	58%	58%	56%	51%	54%	51%	47%	50%	45%	37%	47%	49%
	Unsuitable location	9%	6%	3%	8%	10%	7%	7%	10%	8%	10%	8%	8%
	Inflexible payment options	7%	5%	9%	12%	9%	9%	9%	12%	6%	8%	7%	8%
	Wrong social fit	9%	8%	5%	5%	6%	5%	8%	4%	7%	7%	5%	6%
	Too many rules/regulations	6%	4%	6%	5%	4%	5%	9%	6%	7%	10%	5%	6%
	Not female oriented	6%	6%	4%	3%	4%	3%	5%	1%	3%	3%	4%	4%
	Not family orientated	5%		2%	3%	3%	1%	5%	5%	4%	3%	2%	3%
	Uncertain of future place of residence	15%	16%	16%	15%	15%	14%	18%	14%	18%	16%	14%	15%
	Increased family commitments	15%	16%	17%	19%	24%	25%	18%	29%	28%	26%	23%	23%
	Time constraints	43%	50%	52%	49%	55%	57%	53%	53%	51%	54%	53%	52%
	Other	17%	19%	19%	22%	12%	14%	17%	13%	16%	17%	21%	17%

By Gender

		Gender		Total
		Male	Female	
Reasons for not being a member of a club	Too expensive	50%	45%	49%
	Unsuitable location	8%	6%	8%
	Inflexible payment options	9%	5%	8%
	Wrong social fit	6%	8%	6%
	Too many rules/regulations	6%	8%	6%
	Not female oriented	1%	22%	4%
	Not family orientated	3%	4%	3%
	Uncertain of future place of residence	16%	15%	15%
	Increased family commitments	24%	14%	23%
	Time constraints	54%	43%	52%
	Other	17%	21%	17%

By green fee paid per round

		On average, how much do you pay per round when you play at these other courses?							Total
		<\$20	\$20-\$39	\$40-\$59	\$60-\$79	\$80-\$99	\$100-\$120	\$120 +	
Reasons for not being a member of a club	Too expensive	52%	53%	48%	44%	39%	26%	14%	49%
	Unsuitable location	5%	8%	8%	9%	12%	6%	14%	8%
	Inflexible payment options	52%	53%	48%	44%	39%	26%	14%	49%
	Wrong social fit	5%	8%	8%	9%	12%	6%	14%	8%
	Too many rules/regulations	6%	9%	8%	11%	7%	9%	14%	8%
	Not female oriented	10%	6%	5%	4%	3%	3%		6%
	Not family orientated	7%	6%	6%	5%	7%	6%		6%
	Uncertain of future place of residence	7%	3%	3%	5%	4%	3%		4%
	Increased family commitments	3%	3%	3%	3%	4%			3%
	Time constraints	13%	14%	18%	17%	18%	17%	14%	15%
	Other	21%	21%	24%	28%	21%	29%		23%

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By Work Status

		What is your work status?							Total
		Working full-time	Working part-time	Unemployed or looking for work	Retired	Home duties	Studying	Other	
Why not currently a club member?	Too expensive	49%	42%	56%	60%	49%	55%	29%	49%
	Unsuitable location	8%	7%	6%	12%	4%	12%	12%	8%
	Inflexible payment options	8%	7%	19%	6%	4%	5%	12%	8%
	Wrong social fit	6%	7%	6%	11%	7%	7%	3%	6%
	Too many	6%	5%	13%	11%	9%	5%	12%	6%
	Not female oriented	3%	7%	6%	2%	13%	5%	6%	4%
	Not family orientated	3%	6%		6%	9%	1%	3%	3%
	Uncertain of future place	16%	15%	19%	8%	11%	21%	9%	15%
	Increased family	24%	21%	6%	5%	42%	7%	9%	23%
	Time constraints	55%	38%	44%	16%	24%	51%	35%	52%
	Other	16%	23%	19%	26%	9%	23%	41%	17%
Total		100%	100%	100%	100%	100%	100%	100%	100%

54. If golf club memberships also included access to a number of other same city/town golf clubs, would you be more inclined to become a club member?

	2005
Yes	86%
No	14%

By Gender

		Gender		Total
		Male	Female	
If golf club memberships also included access to a number of other same city/town golf clubs, would you be more inclined to become a club member?	Yes	87%	75%	86%
	No	13%	25%	14%
Total		100%	100%	100%

By Income

		What is your annual income?										Total	
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		Prefer not to say
If golf club memberships also included access to a number of other same city/town golf clubs, would you be more inclined to become a club member?	Yes	80%	84%	85%	80%	86%	90%	90%	90%	89%	90%	82%	86%
	No	20%	16%	15%	20%	14%	10%	10%	10%	11%	10%	18%	14%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

By Work Status

		What is your work status?							Total
		Working full-time	Working part-time	Unemployed or looking for work	Retired	Home duties	Studying	Other	
If golf club memberships also included access to a number of other same city/town golf clubs, would you be more inclined to become a club member?	Yes	87%	72%	81%	80%	62%	85%	76%	86%
	No	13%	28%	19%	20%	38%	15%	24%	14%
Total		100%	100%	100%	100%	100%	100%	100%	100%

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By Age

	Age						Total
	15-24	25-34	35-44	45-54	55-64	65 +	
If golf club memberships also included access to a number of other same city/town golf clubs, would you be more inclined to become a club member?							
Yes	87%	87%	85%	83%	83%	83%	86%
No	13%	13%	15%	17%	17%	17%	14%
Total	100%	100%	100%	100%	100%	100%	100%

Golf Link

55. Do you have a Golf Link card?

	2005
Yes	68%
No	32%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
Do you have a Golf Link card?	Yes	64%	52%	64%	73%	79%	84%	68%
	No	36%	48%	36%	27%	21%	16%	32%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
Do you have a Golf Link card?	Yes	69%	66%	68%
	No	31%	34%	32%
Total		100%	100%	100%

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
Do you have a Golf Link card?	Yes	8%	77%	81%	80%	74%	65%	68%
	No	92%	23%	19%	20%	26%	35%	32%
Total		100%	100%	100%	100%	100%	100%	100%

By Type of Participation

		How do you participate in golf?			Total
		Golf Club Member	A registered AGU social group (e.g. Golf Access Australia)	Casual Play (Ad hoc)	
Do you have a Golf Link card?	Yes	83%	58%	7%	68%
	No	17%	42%	93%	32%
Total		100%	100%	100%	100%

By Income

		What is your annual income?											Total
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +	Prefer not to say	
Do you have a Golf Link card?	Yes	72%	74%	62%	67%	63%	63%	66%	69%	68%	74%	70%	68%
	No	28%	26%	38%	33%	37%	37%	34%	31%	32%	26%	30%	32%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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56. Would you like your GOLF Link card to be your Credit Card as well?

	2005
Yes	19%
No	81%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
Would you like your GOLF Link card to be your Credit Card as well?	Yes	24%	21%	20%	19%	17%	13%	19%
	No	76%	79%	80%	81%	83%	87%	81%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
Would you like your GOLF Link card to be your Credit Card as well?	Yes	20%	10%	19%
	No	80%	90%	81%
Total		100%	100%	100%

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
Would you like your GOLF Link card to be your Credit Card as well?	Yes	17%	20%	20%	20%	18%	13%	19%
	No	83%	80%	80%	80%	82%	87%	81%
Total		100%	100%	100%	100%	100%	100%	100%

By Type of Participation

		How do you participate in golf?			Total
		Golf Club Member	A registered AGU social group (e.g. Golf Access Australia)	Casual Play (Ad hoc)	
Would you like your GOLF Link card to be your Credit Card as well?	Yes	19%	22%	15%	19%
	No	81%	78%	85%	81%
Total		100%	100%	100%	100%

By Income

		What is your annual income?										Total	
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		Prefer not to say
Would you like your GOLF Link card to be your Credit Card as well?	Yes	18%	17%	21%	22%	22%	22%	22%	21%	23%	22%	13%	19%
	No	82%	83%	79%	78%	78%	78%	78%	79%	77%	78%	87%	81%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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By Work Status

		What is your work status?						Total	
		Working full-time	Working part-time	Unemployed or looking for work	Retired	Home duties	Studying		Other
Would you like your GOLF Link card to be your Credit Card as well?	Yes	21%	18%	14%	13%	9%	24%	16%	19%
	No	79%	82%	86%	87%	91%	76%	84%	81%
Total		100%	100%	100%	100%	100%	100%	100%	100%

By Annual Fee

		How much do you pay in annual fees for golf club membership?								Total
		Less than \$100	\$100 - \$249	\$250 - \$499	\$500 - \$999	\$1,000 - \$1,499	\$1,500 - \$1,999	\$2,000 - \$2,999	\$3,000 +	
Would you like your GOLF Link card to be your Credit Card as well?	Yes	18%	21%	17%	18%	20%	20%	20%	20%	19%
	No	82%	79%	83%	82%	80%	80%	80%	80%	81%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%

57. Have you ever checked your handicap on www.golfink.com.au ?

	2005
Yes	86%
No	14%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
Have you ever checked you handicap on www.golfink.com.au ?	Yes	85%	86%	86%	87%	86%	85%	86%
	No	15%	14%	14%	13%	14%	15%	14%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
Have you ever checked you handicap on www.golfink.com.au ?	Yes	86%	87%	86%
	No	14%	13%	14%
Total		100%	100%	100%

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
Have you ever checked you handicap on www.golfink.com.au ?	Yes	34%	90%	89%	87%	85%	82%	86%
	No	66%	10%	11%	13%	15%	18%	14%
Total		100%	100%	100%	100%	100%	100%	100%

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By Type of Participation

		How do you participate in golf?			Total
		Golf Club Member	A registered AGU social group (e.g. Golf Access Australia)	Casual Play (Ad hoc)	
Have you ever checked you handicap on www.golfink.com.au ?	Yes	87%	78%	53%	86%
	No	13%	22%	47%	14%
Total		100%	100%	100%	100%

By Income

		What is your annual income?										Total	
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		Prefer not to say
Have you ever checked you handicap on www.golfink.com.au ?	Yes	92%	90%	90%	89%	89%	87%	86%	84%	85%	81%	85%	86%
	No	8%	10%	10%	11%	11%	13%	14%	16%	15%	19%	15%	14%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

By Work Status

		What is your work status?							Total
		Working full-time	Working part-time	Unemployed or looking for work	Retired	Home duties	Studying	Other	
Have you ever checked you handicap on www.golfink.com.au ?	Yes	85%	87%	86%	88%	91%	91%	83%	86%
	No	15%	13%	14%	12%	9%	9%	17%	14%
Total		100%	100%	100%	100%	100%	100%	100%	100%

58. If yes, would you like to have seen performance charts of your golf scores?

	2005
Yes	76%
No	24%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
If yes, would you like to have seen performance charts of your golf scores?	Yes	88%	84%	78%	76%	69%	65%	76%
	No	12%	16%	22%	24%	31%	35%	24%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
If yes, would you like to have seen performance charts of your golf scores?	Yes	77%	69%	76%
	No	23%	31%	24%
Total		100%	100%	100%

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By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
If yes, would you like to have seen performance charts of your golf scores?	Yes	82%	81%	77%	75%	77%	71%	76%
	No	18%	19%	23%	25%	23%	29%	24%
Total		100%	100%	100%	100%	100%	100%	100%

By Type of Participation

		How do you participate in golf?			Total
		Golf Club Member	A registered AGU social group (e.g. Golf Access Australia)	Casual Play (Ad hoc)	
If yes, would you like to have seen performance charts of your golf scores?	Yes	76%	76%	76%	76%
	No	24%	24%	24%	24%
Total		100%	100%	100%	100%

By Income

		What is your annual income?										Total	
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		Prefer not to say
If yes, would you like to have seen performance charts of your golf scores?	Yes	78%	76%	75%	77%	78%	76%	80%	80%	76%	77%	73%	76%
	No	22%	24%	25%	23%	22%	24%	20%	20%	24%	23%	27%	24%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

59. Would you be interested in subscribing to such a service?

	2005
Yes	51%
No	49%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
Would you be interested in subscribing to such a service?	Yes	62%	61%	58%	48%	39%	35%	50%
	No	38%	39%	42%	52%	61%	65%	50%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
Would you be interested in subscribing to such a service?	Yes	51%	46%	51%
	No	49%	54%	49%
Total		100%	100%	100%

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By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
Would you be interested in subscribing to such a service?	Yes	52%	54%	56%	49%	46%	43%	51%
	No	48%	46%	44%	51%	54%	57%	49%
Total		100%	100%	100%	100%	100%	100%	52%

By Type of Participation

		How do you participate in golf?				Total
		Golf Club Member	A registered AGU social group (e.g. Golf Access Australia)	Casual Play (Ad hoc)		
Would you be interested in subscribing to such a service?	Yes	50%	58%	47%	51%	
	No	50%	42%	53%	49%	
Total		100%	100%	100%	100%	

By Income

		What is your annual income?										Total	
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		Prefer not to say
Would you be interested in subscribing to such a service?	Yes	50%	50%	53%	55%	58%	55%	54%	55%	55%	51%	41%	51%
	No	50%	50%	47%	45%	42%	45%	46%	45%	45%	49%	59%	49%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

60. If so, how much would you be prepared to pay for an annual subscription to this service?

	2005
\$0	17%
Less than \$5	13%
\$5 to \$10	47%
More than \$10	22%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
If so, how much would you be prepared to pay for an annual subscription to this service?	0	32%	28%	18%	10%	8%	5%	17%
	Less than \$5	19%	16%	14%	11%	10%	9%	13%
	\$5 to \$10	33%	40%	46%	53%	54%	59%	48%
	More than \$10	17%	17%	22%	25%	28%	27%	23%
Total		100%	100%	100%	100%	100%	100%	100%

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By Gender

		Gender		Total
		Male	Female	
If so, how much would you be prepared to pay for an annual subscription to this service?	0	17%	14%	17%
	Less than \$5	13%	13%	13%
	\$5 to \$10	47%	54%	47%
	More than \$10	23%	19%	22%
Total		100%	100%	100%

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
If so, how much would you be prepared to pay for an annual subscription to this service?	0	23%	25%	17%	16%	16%	17%	17%
	Less than \$5	23%	11%	14%	13%	13%	9%	13%
	\$5 to \$10	27%	40%	47%	47%	50%	54%	47%
	More than \$10	27%	23%	22%	24%	22%	20%	22%
Total		100%	100%	100%	100%	100%	100%	100%

By Type of Participation

		How do you participate in golf?			Total
		Golf Club Member	A registered AGU social group (e.g. Golf Access Australia)	Casual Play (Ad hoc)	
If so, how much would you be prepared to pay for an annual subscription to this service?	0	17%	22%	16%	17%
	Less than \$5	13%	16%	16%	13%
	\$5 to \$10	48%	41%	42%	47%
	More than \$10	22%	20%	26%	22%
Total		100%	100%	100%	100%

By Income

		What is your annual income?										Total	
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		Prefer not to say
If so, how much would you be prepared to pay for an annual subscription to this service?	0	27%	15%	18%	16%	18%	13%	18%	13%	14%	13%	20%	17%
	Less than \$5	19%	18%	19%	15%	11%	14%	17%	12%	10%	11%	11%	13%
	\$5 to \$10	39%	54%	44%	49%	51%	52%	47%	46%	47%	42%	49%	47%
	More than \$10	15%	14%	19%	20%	20%	21%	18%	29%	28%	35%	20%	22%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

61. Would you like to receive an SMS of your handicap each time your playing handicap (rounded) is altered?

	2005
Yes	36%
No	64%

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By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
Would you like to receive an SMS of your handicap each time your playing handicap (rounded) is altered?	Yes	49%	48%	43%	36%	26%	14%	36%
	No	51%	52%	57%	64%	74%	86%	64%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
Would you like to receive an SMS of your handicap each time your playing handicap (rounded) is altered?	Yes	37%	34%	36%
	No	63%	66%	64%
Total		100%	100%	100%

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
Would you like to receive an SMS of your handicap each time your playing handicap (rounded) is altered?	Yes	42%	38%	38%	36%	35%	32%	36%
	No	58%	63%	62%	64%	65%	68%	64%
Total		100%	100%	100%	100%	100%	100%	100%

By Type of Participation

		How do you participate in golf?			Total
		Golf Club Member	A registered AGU social group (e.g. Golf Access Australia)	Casual Play (Ad hoc)	
Would you like to receive an SMS of your handicap each time your playing handicap (rounded) is altered?	Yes	36%	48%	41%	36%
	No	64%	52%	59%	64%
Total		100%	100%	100%	100%

By Income

		What is your annual income?										Total	
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		Prefer not to say
Would you like to receive an SMS of your handicap each time your playing handicap (rounded) is altered?	Yes	34%	34%	34%	37%	40%	39%	36%	38%	42%	43%	30%	36%
	No	66%	66%	66%	63%	60%	61%	64%	62%	58%	57%	70%	64%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

By Work Status

		What is your work status?						Total	
		Working full-time	Working part-time	Unemployed or looking for work	Retired	Home duties	Studying		Other
Would you like to receive an SMS of your handicap each time your playing handicap (rounded) is altered?	Yes	40%	32%	28%	17%	37%	48%	32%	36%
	No	60%	68%	72%	83%	63%	52%	68%	64%
Total		100%	100%	100%	100%	100%	100%	100%	100%

62. If yes, how much would you be willing to pay per SMS?

	2005
\$0	42%
Up to \$1.00	50%
\$1.00 to \$1.50	6%
\$1.50 or more	2%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
If Yes, how much would you be willing to pay per SMS?	0	49%	47%	42%	39%	41%	41%	42%
	Up to \$1.00	46%	49%	52%	52%	47%	47%	50%
	\$1.00 to \$1.50	4%	3%	5%	8%	8%	9%	6%
	\$1.50 or more	1%	1%	1%	2%	4%	2%	2%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
If Yes, how much would you be willing to pay per SMS?	0	43%	38%	42%
	Up to \$1.00	50%	54%	50%
	\$1.00 to \$1.50	6%	6%	6%
	\$1.50 or more	2%	2%	2%
Total		100%	100%	100%

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
If Yes, how much would you be willing to pay per SMS?	0	45%	48%	41%	44%	40%	39%	42%
	Up to \$1.00	48%	51%	52%	48%	51%	54%	50%
	\$1.00 to \$1.50	6%	1%	5%	6%	8%	5%	6%
	\$1.50 or more			2%	2%	2%	1%	2%
Total		100%	100%	100%	100%	100%	100%	100%

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By Type of Participation

		How do you participate in golf?			Total
		Golf Club Member	A registered AGU social group (e.g. Golf Access Australia)	Casual Play (Ad hoc)	
If Yes, how much would you be willing to pay per SMS?	0	42%	37%	48%	42%
	Up to \$1.00	50%	51%	46%	50%
	\$1.00 to \$1.50	6%	9%	4%	6%
	\$1.50 or more	2%	3%	1%	2%
Total		100%	100%	100%	100%

By Income

		What is your annual income?										Prefer not to say	Total
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		
If Yes, how much would you be willing to pay per SMS?	0	45%	42%	44%	44%	39%	37%	39%	35%	40%	39%	49%	42%
	Up to \$1.00	50%	51%	49%	49%	53%	54%	52%	57%	52%	52%	44%	50%
	\$1.00 to \$1.50	5%	6%	7%	5%	7%	7%	6%	7%	5%	7%	5%	6%
	\$1.50 or more	0%	1%	1%	2%	1%	1%	3%	1%	2%	3%	1%	2%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

63. Would you like to receive your club results via SMS (including your position in the field)?

	2005
Yes	26%
No	74%

By Age

		Age					Total	
		15-24	24-34	35-44	45-54	55-64		65 +
Would you like to receive your club results via SMS (including your position in the field)?	Yes	40%	41%	31%	24%	16%	11%	26%
	No	60%	59%	69%	76%	84%	89%	74%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
Would you like to receive your club results via SMS (including your position in the field)?	Yes	27%	18%	26%
	No	73%	82%	74%
Total		100%	100%	100%

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By Handicap

		What is your official handicap?					Total	
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27		28 or higher
Would you like to receive your club results via SMS (including your position in the field)?	Yes	23%	28%	31%	25%	23%	19%	26%
	No	77%	72%	69%	75%	77%	81%	74%
Total		100%	100%	100%	100%	100%	100%	100%

By Type of Participation

		How do you participate in golf?			Total
		Golf Club Member	A registered AGU social group (e.g. Golf Access Australia)	Casual Play (Ad hoc)	
Would you like to receive your club results via SMS (including your position in the field)?	Yes	26%	25%	25%	26%
	No	74%	75%	75%	74%
Total		100%	100%	100%	100%

By Income

		What is your annual income?										Total	
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		Prefer not to say
Would you like to receive your club results via SMS (including your position in the field)?	Yes	27%	23%	26%	29%	29%	33%	28%	26%	29%	28%	20%	26%
	No	73%	77%	74%	71%	71%	67%	72%	74%	71%	72%	80%	74%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

By Work Status

		What is your work status?							Total
		Working full-time	Working part-time	Unemployed or looking for work	Retired	Home duties	Studying	Other	
Would you like to receive your club results via SMS (including your position in the field)?	Yes	29%	20%	24%	13%	23%	42%	28%	26%
	No	71%	80%	76%	87%	77%	58%	72%	74%
Total		100%	100%	100%	100%	100%	100%	100%	100%

64. If yes, how much would you pay per SMS?

	2005
\$0	38%
Up to \$1.00	54%
\$1.00 to \$1.50	6%
\$1.50 or more	2%

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By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
If yes, how much would you pay per SMS?	0	47%	44%	38%	30%	35%	51%	38%
	Up to \$1.00	48%	51%	55%	60%	53%	38%	54%
	\$1.00 to \$1.50	5%	3%	5%	8%	9%	10%	6%
	\$1.50 or more	1%	1%	1%	2%	4%	1%	2%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
If yes, how much would you pay per SMS?	0	39%	35%	38%
	Up to \$1.00	54%	56%	54%
	\$1.00 to \$1.50	6%	7%	6%
	\$1.50 or more	2%	2%	2%
Total		100%	100%	100%

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
If yes, how much would you pay per SMS?	0	32%	43%	37%	38%	39%	43%	38%
	Up to \$1.00	59%	55%	56%	52%	53%	51%	54%
	\$1.00 to \$1.50	9%	2%	5%	8%	7%	4%	6%
	\$1.50 or more		1%	2%	2%	2%	2%	2%
Total		100%	100%	100%	100%	100%	100%	100%

By Type of Participation

		How do you participate in golf?			Total
		Golf Club Member	A registered AGU social group (e.g. Golf Access Australia)	Casual Play (Ad hoc)	
If yes, how much would you pay per SMS?	0	38%	33%	45%	38%
	Up to \$1.00	54%	58%	50%	54%
	\$1.00 to \$1.50	6%	7%	2%	6%
	\$1.50 or more	2%	1%	2%	2%
Total		100%	100%	100%	100%

By Income

		What is your annual income?										Prefer not to say	Total
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		
If yes, how much would you pay per SMS?	0	45%	35%	40%	39%	34%	34%	33%	30%	36%	34%	47%	38%
	Up to \$1.00	47%	61%	52%	53%	55%	58%	57%	60%	56%	57%	46%	54%
	\$1.00 to \$1.5	7%	4%	7%	5%	9%	6%	7%	9%	6%	5%	5%	6%
	\$1.50 or more	1%		1%	2%	1%	1%	3%	1%	2%	4%	2%	2%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

65. How interested would you be in an online national handicap tournament that utilises your actual round scores returned in normal club competition?

	2005
Very interested	19%
Fairly interested	38%
Not very interested	30%
Not at all interested	13%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
How interested would you be in an online national handicap tournament that utilises your actual round scores returned in normal club competition?	Very interested	30%	27%	23%	16%	12%	9%	18%
	Fairly interested	41%	40%	41%	40%	34%	29%	38%
	Not very interested	21%	24%	25%	31%	37%	37%	30%
	Not at all interested	8%	9%	10%	13%	17%	25%	13%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
How interested would you be in an online national handicap tournament that utilises your actual round scores returned in normal club competition?	Very interested	19%	14%	19%
	Fairly interested	39%	35%	38%
	Not very interested	29%	34%	30%
	Not at all interested	13%	17%	13%
Total		100%	100%	100%

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
How interested would you be in an online national handicap tournament that utilises your actual round scores returned in normal club competition?	Very interested	9%	26%	24%	19%	13%	10%	19%
	Fairly interested	36%	35%	39%	39%	38%	32%	38%
	Not very interested	29%	22%	26%	31%	34%	35%	30%
	Not at all interested	26%	16%	12%	12%	15%	23%	13%
Total		100%	100%	100%	100%	100%	100%	100%

By Type of Participation

		How do you participate in golf?			Total
		Golf Club Member	A registered AGU social group (e.g. Golf Access Australia)	Casual Play (Ad hoc)	
How interested would you be in an online national handicap tournament that utilises your actual round scores returned in normal club competition?	Very interested	19%	21%	10%	19%
	Fairly interested	38%	43%	40%	38%
	Not very interested	30%	28%	34%	30%
	Not at all interested	14%	8%	16%	13%
Total		100%	100%	100%	100%

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By Income

		What is your annual income?										Total	
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		Prefer not to say
How interested would you be in an online national handicap tournament that utilises your actual round scores returned in normal club competition?	Very interested	21%	18%	23%	22%	24%	21%	21%	20%	18%	15%	14%	19%
	Fairly interested	38%	40%	37%	38%	41%	43%	40%	40%	40%	34%	36%	38%
	Not very interested	29%	30%	28%	30%	24%	26%	28%	30%	29%	33%	32%	30%
	Not at all interested	12%	12%	11%	10%	11%	11%	10%	10%	13%	17%	17%	13%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

By Work Status

		What is your work status?							Total
		Working full-time	Working part-time	Unemployed or looking for work	Retired	Home duties	Studying	Other	
How interested would you be in an online national handicap tournament that utilises your actual round scores returned in normal club competition?	Very interested	20%	16%	8%	11%	15%	32%	24%	19%
	Fairly interested	40%	34%	40%	29%	35%	42%	37%	38%
	Not very interested	28%	34%	36%	38%	31%	16%	24%	30%
	Not at all interested	11%	16%	16%	22%	18%	11%	15%	13%
Total		100%	100%	100%	100%	100%	100%	100%	100%

Golf Equipment Usage

66. What brand of clubs do you currently play with?

	Driver %		Fairway Woods %		Irons %		Wedges %		Putters %		Hybrids %
	2005	2003	2005	2003	2005	2003	2005	2003	2005	2003	2005
Adams	1%	1%	2%	2%	1%	0%	1%	0%	0%	0%	1%
Bridgestone Golf	1%	-	1%	-	1%	-	1%	-	0%	-	0%
Brosnan	3%	4%	4%	0%	4%	5%	3%	5%	4%	5%	1%
Callaway	17%	18%	16%	16%	11%	8%	9%	6%	4%	3%	4%
Cleveland	2%	1%	1%	1%	2%	1%	9%	8%	1%	1%	0%
Cobra	6%	9%	6%	9%	5%	8%	5%	8%	2%	4%	2%
Henry Griffitts	1%	1%	1%	1%	2%	2%	2%	2%	0%	0%	0%
Hogan	0%	0%	1%	1%	3%	3%	2%	3%	0%	0%	2%
Maxfli	2%	2%	2%	3%	4%	5%	3%	3%	1%	2%	1%
MacGregor	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%
Mizuno	1%	1%	1%	1%	3%	2%	1%	1%	0%	1%	1%
Nancy Lopez	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nickent	1%	-	1%	-	0%	-	1%	-	1%	-	1%
Nike	2%	1%	1%	0%	1%	1%	1%	1%	0%	0%	1%
Orlimar	0%	1%	1%	2%	0%	0%	0%	0%	1%	0%	0%
PGF	3%	4%	4%	5%	4%	5%	4%	4%	19%	3%	2%
Ping	4%	2%	3%	2%	7%	6%	6%	5%	0%	16%	1%
PowerBilt	2%	3%	3%	4%	3%	4%	3%	3%	3%	1%	1%
Precept	1%	2%	1%	2%	2%	2%	1%	2%	16%	1%	1%
Proline	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%
Spalding	1%	2%	1%	3%	1%	4%	1%	2%	1%	3%	1%
Square Two	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Sonartec	0%	-	0%	-	0%	-	0%	-	3%	-	0%
Srixon	2%	1%	1%	0%	1%	0%	1%	0%	1%	0%	1%
TaylorMade	18%	9%	10%	7%	8%	4%	6%	4%	0%	2%	9%
Titleist	6%	6%	4%	4%	5%	5%	8%	8%	0%	2%	1%
Tommy Armour	1%	1%	2%	3%	3%	0%	3%	3%	4%	2%	1%
Top Flite	1%	-	1%	-	1%	-	1%	-	2%	-	0%
Tour Edge	0%	-	0%	-	0%	-	0%	-	1%	-	0%
Wilson	7%	7%	7%	7%	7%	8%	7%	7%	1%	6%	3%
XXIO	0%	-	0%	-	0%	-	0%	-	0%	-	0%
None of above	13%	19%	17%	22%	16%	22%	16%	20%	6%	38%	20%
Don't know	2%	3%	2%	3%	2%	3%	2%	3%	0%	7%	7%
Don't use this type of club	2%	-	3%	-	0%	-	1%	-	19%	-	36%

Note: "-" indicates category not included in 2003 Australian Golfer Survey
 Note: Columns do not add due to rounding

67. How much do you spend per year on golf equipment, including accessories?

(Excluding lessons, hire equipment, magazines, and golf participation costs (green fees etc))

	2005	2003
Less than \$250	29%	33%
\$250 - \$499	31%	32%
\$500 - \$749	17%	15%
\$750 - \$999	9%	8%
\$1,000 - \$1,999	10%	9%
\$2,000 - \$2,999	2%	2%
More than \$3,000	2%	1%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
How much do you spend per year on golf equipment, including accessories?	Less than \$250	28%	33%	29%	25%	27%	38%	29%
	\$250 - \$499	27%	29%	31%	33%	34%	32%	32%
	\$500 - \$749	17%	15%	16%	18%	17%	15%	17%
	\$750 - \$999	9%	9%	9%	10%	9%	5%	9%
	\$1,000 - \$1,999	12%	9%	11%	11%	10%	7%	10%
	\$2,000 - \$2,999	4%	3%	2%	2%	3%	2%	2%
	More than \$3,000	4%	2%	2%	1%	1%	1%	2%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
How much do you spend per year on golf equipment, including accessories?	Less than \$250	28%	38%	29%
	\$250 - \$499	32%	28%	31%
	\$500 - \$749	17%	15%	17%
	\$750 - \$999	9%	7%	9%
	\$1,000 - \$1,999	10%	9%	10%
	\$2,000 - \$2,999	3%	2%	2%
	More than \$3,000	2%	1%	2%
Total		100%	100%	100%

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
How much do you spend per year on golf equipment, including accessories?	Less than \$250	56%	13%	17%	24%	33%	43%	29%
	\$250 - \$499	24%	21%	32%	35%	33%	28%	31%
	\$500 - \$749	10%	15%	20%	18%	16%	13%	17%
	\$750 - \$999	4%	15%	12%	9%	7%	5%	9%
	\$1,000 - \$1,999	5%	24%	14%	10%	8%	8%	10%
	\$2,000 - \$2,999	1%	6%	3%	3%	2%	2%	2%
	More than \$3,000	1%	6%	2%	1%	1%	1%	2%
Total		100%	100%	100%	100%	100%	100%	100%

68. Which outlet do you predominantly buy from?

	2005	2003
Pro-Shop on course	37%	39%

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	2005	2003
House Of Golf	8%	10%
Drummond Golf	8%	7%
Golf Works	5%	5%
E Bay	4%	-
Golf Mart	4%	3%
Golf World	4%	3%
Driving Range Pro Shop or Retail Store	4%	5%
Sporting Goods Chain / Department Store	4%	2%
Power Golf	3%	3%
Petes Golf	3%	2%
Golf Box	2%	2%
Al's Golf	1%	1%
Newman and Brooks	1%	-
Kerry Ellis Golf	1%	1%
Other Specialist Golf Retailer	5%	8%
Other Outlet	4%	5%
Other Internet - Overseas	2%	2%
Other Internet - Australia	1%	2%

69. Why do you use that outlet?

2005

		Why do you use that outlet?									Total
		Convenience/ Location	Depth of product range	Knowledge/ Advice	Personal Club Fitting/ Demonstration	Presentation	Price	Relationship with salesperson/ professional	Support local Pro	Other	
Which outlet do you predominantly buy from?	Pro-Shop on course	45%	6%	51%	44%	9%	5%	41%	90%	15%	37%
	Driving Range Pro Shop or Retail Store	4%	4%	6%	7%	11%	3%	4%	1%	3%	4%
	Al's Golf	1%	2%	0%	2%	2%	0%	0%	0%	1%	1%
	Drummond Golf	9%	17%	8%	10%	23%	4%	9%	1%	6%	8%
	Golf Box	2%	5%	1%	1%	4%	2%	3%	0%	3%	2%
	E Bay	2%	2%	0%	0%	0%	16%	0%	0%	4%	4%
	Golf Mart	5%	8%	2%	1%	2%	6%	2%	1%	3%	4%
	Golf Works	3%	9%	4%	1%	16%	10%	6%	0%	3%	5%
	Golf World	4%	6%	3%	3%	4%	5%	4%	1%	2%	4%
	House Of Golf	7%	12%	8%	8%	9%	9%	12%	2%	4%	8%
	Kerry Ellis Golf	1%	0%	1%	0%	0%	1%	1%	0%	1%	1%
	Newman and Brooks	0%	1%	1%	0%	0%	1%	1%	0%	1%	1%
	Petes Golf	2%	10%	2%	1%	4%	3%	2%	0%	2%	3%
	Power Golf	3%	10%	2%	1%	7%	5%	1%	0%	3%	3%
	Sporting Goods Chain / Department Store (Rebel, Kmart, Targe)	5%	1%	0%	1%	2%	8%	1%	0%	3%	4%
Other Specialist Golf Retailer	3%	4%	7%	14%	4%	6%	8%	2%	8%	5%	
Other Internet - Australia	1%	1%	0%	0%	2%	3%	0%	0%	2%	1%	
Other Internet - Overseas	1%	1%	0%	0%	2%	6%	1%	0%	3%	2%	
Other Outlet	2%	2%	3%	5%	4%	6%	4%	1%	31%	4%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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2003

		Why do you use that outlet?								Total
		Price	Range	Support local Pro	Convenience/ Location	Knowledge/ Advice	Presentation	Relationship with salesperson/ Professional	Other	
Where do you predominantly buy from?	Pro-shop on courses	7%	4%	91%	44%	39%	13%	36%	19%	39%
	Driving range pro shop or driving range retail store	2%	2%	1%	3%	4%	2%	3%	3%	2%
	Al's	3%	3%	0%	1%	1%		1%	1%	1%
	Aussie Bob's	1%	1%	0%	1%	1%		1%	0%	1%
	Drummond Golf	4%	16%	1%	9%	7%	19%	6%	6%	7%
	Golf Mart	3%	5%	0%	4%	2%		1%	3%	3%
	Golf Works	9%	7%	1%	3%	4%	2%	5%	4%	5%
	Golf World	5%	6%	1%	3%	3%	4%	4%	4%	3%
	Golf Box	3%	4%	0%	2%	2%	4%	3%	2%	2%
	House of Golf	15%	18%	1%	10%	10%	8%	14%	4%	10%
	Kerry Ellis Golf	1%	1%	0%	1%	1%	4%	1%	1%	1%
	Nevada Bob's	2%	2%	0%	2%	2%	4%	1%	1%	2%
	Petes Golf	2%	7%	1%	1%	2%	10%	2%	1%	2%
	Power Golf	3%	8%	0%	2%	1%	15%	2%	1%	2%
	Other Specialist Golf Retailer	7%	6%	1%	4%	14%	6%	11%	6%	6%
	Sporting Goods Chain (Rebel, Amart, Rose & Jarman, Kmart etc	13%	3%	1%	7%	1%	2%	1%	4%	5%
	Internet - Australia	6%	1%	0%	1%	0%		0%	2%	2%
Internet - Overseas	5%	3%	0%	0%	0%		1%	3%	2%	
Other outlet	8%	3%	1%	2%	5%	6%	8%	36%	5%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	

70. Have you ever purchased golf equipment or accessories on-line?

	2005
Yes	28%
No	72%

By Golf Link

		Do you have a Golf Link card?		Total
		Yes	No	
Have you ever purchased golf equipment or accessories on-line?	Yes	29%	25%	28%
	No	71%	75%	72%
Total		100%	100%	100%

By Age

		Age						Total
		15-24	25-34	35-44	45-54	55-64	65 +	
Have you ever purchased golf equipment or accessories on-line?	Yes	30%	35%	32%	26%	22%	15%	28%
	No	70%	65%	68%	74%	78%	85%	72%
Total		100%	100%	100%	100%	100%	100%	100%

By Income

		What is your annual income?										Total	
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		Prefer not to say
Have you ever purchased golf equipment or accessories on-line?	Yes	27%	27%	29%	33%	30%	32%	27%	31%	30%	28%	23%	28%
	No	73%	73%	71%	67%	70%	68%	73%	69%	70%	72%	77%	72%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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By Gender

		Gender		Total
		Male	Female	
Have you ever purchased golf equipment or accessories on-line?	Yes	30%	15%	28%
	No	70%	85%	72%
Total		100%	100%	100%

By State

		State								Total
		NSW	VIC	QLD	SA	WA	TAS	ACT	NT	
Have you ever purchased golf equipment or accessories on-line?	Yes	29%	24%	25%	25%	23%	40%	34%	44%	27%
	No	71%	76%	75%	75%	77%	60%	66%	56%	73%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%

71. If yes, for which of the following product categories did you make an on-line purchase?

	On-line retail outlet (Australia)	On-line retail outlet (Overseas)	E-Bay (Australia)	E-Bay (Overseas)
Apparel (incl. headwear)	46%	19%	47%	14%
Bags	20%	27%	39%	37%
Buggies	13%	23%	25%	28%
Drivers	10%	22%	19%	27%
Fairway Woods/Hybrids	10%	16%	18%	18%
Gloves	10%	13%	24%	19%
Golf Balls	5%	8%	5%	6%
Irons	8%	6%	9%	4%
Putters	10%	10%	10%	8%
Shoes	10%	13%	12%	9%
Wedges	6%	1%	8%	1%
Never used this online option	21%	30%	6%	29%

72. Are you likely to purchase on-line in the next 12 months?

	2005
Yes	36%
No	64%

By Golf Link

		Do you have a Golf Link card?		Total
		Yes	No	
Are you likely to purchase golf equipment or accessories on-line in the next 12 months?	Yes	36%	35%	36%
	No	64%	65%	64%
Total		100%	100%	100%

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By Age

		Age						Total
		15-24	25-34	35-44	45-54	55-64	65 +	
Are you likely to purchase golf equipment or accessories on-line in the next 12 months?	Yes	42%	45%	40%	34%	27%	19%	36%
	No	58%	55%	60%	66%	73%	81%	64%
Total		100%	100%	100%	100%	100%	100%	100%

By Income

		What is your annual income?										Total	
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		Prefer not to say
Are you likely to purchase golf equipment or accessories on-line in the next 12 months?	Yes	34%	34%	35%	41%	40%	38%	37%	41%	39%	36%	30%	36%
	No	66%	66%	65%	59%	60%	62%	63%	59%	61%	64%	70%	64%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

73. In terms of golf information, what do you use the Internet for?

	2005	2003
Golf news/results	57%	55%
Course reviews	45%	39%
Product information and technical specs	37%	40%
Golf travel info	33%	34%
Price checks	30%	36%
Purchasing equipment	18%	20%
Tee time reservation	18%	6%
Membership enquiry	15%	17%
Other	7%	10%
I do not use the internet for golf information	10%	11%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
What golf information do you use the internet for?	Course reviews	48%	59%	52%	42%	33%	24%	45%
	Golf news/results	59%	53%	57%	58%	58%	56%	57%
	Golf travel info	23%	31%	36%	36%	32%	25%	33%
	Membership enquiry	16%	19%	17%	14%	11%	11%	15%
	Price checks	40%	41%	34%	26%	21%	15%	30%
	Product information and technical specs	42%	40%	41%	39%	32%	26%	37%
	Purchasing equipment	22%	24%	21%	17%	14%	9%	18%
	Tee time reservation	19%	16%	18%	18%	21%	20%	19%
	Other	10%	6%	6%	7%	7%	10%	7%
	I do not use the internet for golf information	8%	8%	7%	9%	12%	15%	9%

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By Gender

		Gender		Total
		Male	Female	
What golf information do you use the internet for?	Course reviews	47%	34%	45%
	Golf news/results	57%	52%	57%
	Golf travel info	32%	38%	33%
	Membership enquiry	15%	15%	15%
	Price checks	31%	21%	30%
	Product information and technical specs	39%	24%	37%
	Purchasing equipment	20%	9%	18%
	Tee time reservation	19%	18%	18%
	Other	7%	8%	7%
	I do not use the internet for golf information	9%	15%	10%

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	> 28	
What golf information do you use the internet for?	Course reviews	52%	48%	49%	44%	42%	35%	45%
	Golf news/results	38%	76%	67%	60%	51%	43%	57%
	Golf travel info	23%	35%	38%	34%	30%	30%	33%
	Membership enquiry	16%	15%	13%	15%	16%	14%	15%
	Price checks	39%	33%	32%	28%	27%	23%	30%
	Product information and technical specs	30%	51%	45%	37%	34%	27%	37%
	Purchasing equipment	13%	27%	24%	18%	16%	12%	18%
	Tee time reservation	9%	24%	22%	19%	20%	15%	18%
	Other	6%	9%	7%	7%	7%	10%	7%
	I do not use the internet for golf information	18%	1%	4%	9%	11%	17%	10%

By State

		State								Total
		NSW	VIC	QLD	SA	WA	TAS	ACT	NT	
What golf information do you use the internet for?	Course reviews	46%	49%	39%	30%	31%	25%	39%	22%	43%
	Golf news/results	56%	58%	58%	51%	56%	59%	63%	44%	57%
	Golf travel info	36%	31%	28%	31%	22%	23%	34%	24%	32%
	Membership enquiry	14%	15%	15%	12%	9%	6%	17%	5%	14%
	Price checks	29%	29%	29%	24%	25%	31%	32%	39%	28%
	Product information and technical specs	37%	37%	37%	35%	36%	35%	40%	39%	37%
	Purchasing equipment	19%	17%	16%	16%	16%	27%	23%	20%	18%
	Tee time reservation	15%	19%	16%	38%	20%	1%	12%	4%	18%
	Other	6%	7%	7%	8%	8%	8%	5%	16%	7%
	I do not use the internet for golf information	9%	9%	11%	10%	15%	11%	9%	18%	10%

By Income

		What is your annual income?											Total
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +	Prefer not to say	
What golf information do you use the internet for?	Course reviews	34%	38%	41%	45%	49%	49%	50%	46%	49%	50%	43%	45%
	Golf news/results	58%	59%	61%	58%	57%	56%	55%	57%	57%	53%	56%	57%
	Golf travel info	23%	27%	30%	33%	32%	31%	34%	35%	36%	40%	31%	33%
	Membership enquiry	13%	16%	14%	13%	15%	17%	16%	14%	16%	16%	15%	15%
	Price checks	31%	29%	31%	32%	32%	33%	33%	30%	30%	26%	28%	30%
	Product information and technical specs	36%	34%	35%	41%	39%	38%	41%	39%	38%	37%	36%	37%
	Purchasing equipment	18%	17%	17%	22%	20%	21%	19%	21%	19%	18%	16%	18%
	Tee time reservation	15%	15%	11%	11%	15%	16%	18%	17%	22%	31%	20%	18%
	Other	12%	9%	9%	7%	6%	7%	6%	6%	5%	5%	8%	7%
	I do not use the internet for golf information	12%	10%	10%	9%	9%	9%	7%	9%	9%	8%	11%	10%

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By Type of Play

		How do you participate in golf?			Total
		Golf Club Member	A registered AGU social group (e.g. Golf Access Australia)	Casual Play (Ad hoc)	
What golf information do use the internet for?	Course reviews	43%	55%	52%	45%
	Golf news/results	61%	49%	39%	57%
	Golf travel info	34%	31%	24%	33%
	Membership enquiry	14%	21%	16%	15%
	Price checks	28%	33%	39%	30%
	Product information and technical specs	39%	35%	31%	37%
	Purchasing equipment	20%	19%	12%	18%
	Tee time reservation	21%	10%	9%	18%
	Other	7%	7%	6%	7%
I do not use the internet for golf information		8%	10%	17%	10%

By Amount Spent on Equipment Per Year

		How much do you spend per year on golf equipment, including accessories?							Total
		Less than \$250	\$250 - \$499	\$500 - \$749	\$750 - \$999	\$1,000 - \$1,999	\$2,000 - \$2,999	More than \$3,000	
What golf information do use the internet for?	Course reviews	37%	46%	50%	49%	51%	52%	50%	45%
	Golf news/results	47%	58%	61%	62%	66%	63%	64%	57%
	Golf travel info	24%	32%	39%	36%	40%	47%	43%	33%
	Membership enquiry	13%	15%	17%	13%	16%	18%	20%	15%
	Price checks	26%	30%	33%	31%	33%	32%	39%	30%
	Product information and technical specs	26%	40%	43%	43%	47%	49%	46%	37%
	Purchasing equipment	11%	19%	22%	23%	26%	28%	34%	18%
	Tee time reservation	14%	18%	20%	23%	24%	27%	26%	18%
	Other	8%	7%	7%	6%	8%	6%	9%	7%
I do not use the internet for golf information		17%	7%	6%	6%	6%	4%	5%	10%

By Frequency of Play

		How often do you play golf?								Total
		More than twice a week	Twice a week	Once a week	Three times a month	Twice a month	Once a month	Once or twice every 3 months	Once every 3 months or less	
What golf information do use the internet for?	Course reviews	41%	40%	46%	53%	56%	52%	46%	27%	45%
	Golf news/results	67%	63%	58%	55%	50%	42%	38%	26%	57%
	Golf travel info	38%	35%	33%	32%	32%	28%	25%	13%	33%
	Membership enquiry	14%	15%	14%	15%	17%	17%	17%	10%	15%
	Price checks	31%	27%	30%	31%	33%	34%	33%	24%	30%
	Product information and technical specs	43%	39%	40%	40%	34%	29%	26%	17%	37%
	Purchasing equipment	22%	20%	21%	18%	16%	13%	10%	5%	18%
	Tee time reservation	20%	21%	19%	20%	16%	12%	12%	5%	18%
	Other	9%	7%	7%	8%	6%	6%	5%	6%	7%
I do not use the internet for golf information		6%	8%	8%	8%	9%	13%	19%	39%	10%

By Golf Link

		Do you have a Golf Link card?		Total
		Yes	No	
What golf information do use the internet for?	Course reviews	43%	51%	45%
	Golf news/results	61%	47%	57%
	Golf travel info	34%	30%	33%
	Membership enquiry	16%	13%	15%
	Price checks	27%	36%	30%
	Product information and	39%	35%	37%
	Purchasing equipment	19%	16%	18%
	Tee time reservation	23%	9%	18%
	Other	8%	6%	7%
I do not use the internet		7%	14%	10%
Total		100%	100%	100%

74. Where do you normally buy golf balls?

	2005
Pro-Shop on course	46%
Sporting Goods Chain / Department Store	9%
Drummond Golf	5%
House Of Golf	5%
E-Bay	4%
Golf Works	4%
Driving Range Pro Shop or Retail Store	3%
Golf Mart	3%
Golf World	2%
Power Golf	2%
Petes Golf	2%
Golf Box	1%
Al's Golf	1%
Newman and Brooks	1%
Kerry Ellis Golf	0%
Other Outlet	7%
Other Specialist Golf Retailer	3%
Other Internet - Australia	2%
Other Internet - Overseas	1%

By Age

		Age					Total	
		15-24	24-34	35-44	45-54	55-64		65 +
Where do you normally buy golf balls?	Pro-Shop on course	50%	39%	41%	46%	54%	62%	46%
	Driving Range Pro Shop or Retail Store	4%	2%	3%	3%	3%	3%	3%
	Al's Golf	0%	1%	1%	1%	1%	0%	1%
	Drummond Golf	7%	6%	6%	6%	4%	3%	5%
	E-Bay	4%	6%	5%	3%	2%	1%	4%
	Golf Box	1%	1%	1%	2%	1%	0%	1%
	Golf Mart	2%	3%	3%	3%	2%	1%	3%
	Golf Works	4%	4%	4%	4%	3%	3%	4%
	Golf World	3%	2%	3%	3%	2%	3%	2%
	House Of Golf	5%	7%	5%	5%	4%	4%	5%
	Kerry Ellis Golf	1%	1%	0%	0%	0%	0%	0%
	Newman and Brooks	1%	0%	0%	1%	1%	1%	0%
	Petes Golf	1%	1%	2%	2%	2%	1%	2%
	Power Golf	1%	3%	2%	2%	1%	1%	2%
	Sporting Goods Chain / Department Store (Rebel, Kmart, Targe	7%	10%	11%	9%	7%	8%	9%
	Other Specialist Golf Retailer	1%	2%	4%	4%	3%	3%	3%
	Other Internet - Australia	1%	3%	2%	1%	1%	1%	2%
Other Internet - Overseas	0%	1%	1%	1%	0%	0%	1%	
Other Outlet	6%	7%	7%	6%	7%	6%	7%	
Total		100%	100%	100%	100%	100%	100%	100%

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By Gender

		Gender		Total
		Male	Female	
Where do you normally buy golf balls?	Pro-Shop on course	45%	51%	46%
	Driving Range Pro Shop or Retail Store	3%	3%	3%
	Al's Golf	1%	0%	1%
	Drummond Golf	5%	5%	5%
	E-Bay	4%	2%	4%
	Golf Box	1%	1%	1%
	Golf Mart	3%	2%	3%
	Golf Works	4%	2%	4%
	Golf World	3%	2%	2%
	House Of Golf	5%	4%	5%
	Kerry Ellis Golf	0%	0%	0%
	Newman and Brooks	0%	1%	1%
	Petes Golf	2%	2%	2%
	Power Golf	2%	1%	2%
	Sporting Goods Chain / Department Store (Rebel, Kmart, Targe	9%	11%	9%
	Other Specialist Golf Retailer	3%	3%	3%
	Other Internet - Australia	2%	1%	2%
Other Internet - Overseas	1%	0%	1%	
Other Outlet	6%	7%	7%	
Total	100%	100%	100%	

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
Where do you normally buy golf balls?	Pro-Shop on course	32%	65%	53%	48%	42%	42%	46%
	Driving Range Pro Shop or Retail Store	4%	2%	2%	3%	3%	4%	3%
	Al's Golf	1%	1%	1%	1%	1%	0%	1%
	Drummond Golf	7%	4%	5%	5%	5%	5%	5%
	E-Bay	4%	3%	5%	4%	4%	3%	4%
	Golf Box	2%	1%	1%	1%	1%	1%	1%
	Golf Mart	2%	1%	2%	3%	4%	2%	3%
	Golf Works	5%	1%	4%	4%	4%	3%	4%
	Golf World	3%	1%	2%	3%	3%	2%	2%
	House Of Golf	4%	3%	6%	5%	6%	4%	5%
	Kerry Ellis Golf	0%		0%	0%	0%	1%	0%
	Newman and Brooks	0%	1%	0%	1%	1%	1%	1%
	Petes Golf	1%	1%	1%	2%	2%	2%	2%
	Power Golf	1%	1%	2%	2%	2%	1%	2%
	Sporting Goods Chain / Department Store (Rebel, Kmart, Targe	20%	2%	3%	7%	11%	16%	9%
	Other Specialist Golf Retailer	3%	3%	3%	3%	4%	3%	3%
	Other Internet - Australia	1%	1%	2%	2%	1%	1%	2%
Other Internet - Overseas	0%	1%	1%	1%	1%	0%	1%	
Other Outlet	7%	8%	6%	6%	6%	8%	7%	
Total	100%	100%	100%	100%	100%	100%	100%	

75. What brand of ball do you use most often?

	2005	2003
Titleist	29%	23%
Precept	10%	11%
Srixon	8%	7%
Maxfli	7%	12%

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	2005	2003
Callaway	7%	4%
Optima	6%	10%
Top Flite	5%	11%
Nike	3%	3%
Wilson	3%	5%
Pinnacle	1%	2%
Strata	1%	4%
Bridgestone Golf	1%	-
Hogan	1%	1%
Spalding	0%	2%
Other	1%	2%
I have no preference/Varies	16%	3%

76. What are the reasons why you use that brand of ball?

2005

		Why do you use that ball?								
		Brand perception	Distance	Durability	Feel	Low pricing	Pro/Sales recommendation	Sample/trial offer	Spin	No reason/Other
What brand of ball do you use most often?	I have no preference/Varies	5%	7%	3%	10%	14%	4%	1%	3%	70%
	Bridgestone Golf	17%	32%	20%	64%	10%	8%	3%	25%	6%
	Callaway	21%	39%	19%	62%	4%	7%	2%	21%	5%
	Hogan	8%	31%	14%	77%	4%	5%	1%	42%	3%
	Maxfli	13%	28%	21%	55%	15%	7%	1%	11%	12%
	Nike	24%	30%	12%	59%	7%	6%	3%	11%	9%
	Optima	11%	20%	21%	63%	8%	6%	1%	4%	13%
	Pinnacle	11%	35%	25%	44%	12%	12%	3%	4%	12%
	Precept	10%	26%	21%	63%	17%	9%	3%	13%	9%
	Spalding	17%	10%	14%	21%	48%	2%	3%		22%
	Srixon	9%	26%	19%	60%	11%	14%	2%	11%	9%
	Strata	11%	23%	15%	71%	13%	7%	4%	23%	7%
	Titleist	24%	39%	24%	69%	2%	8%	1%	33%	3%
	Top Flite	12%	21%	15%	30%	30%	6%	2%	3%	24%
	Wilson	14%	33%	18%	45%	20%	6%	4%	5%	17%
Other	5%	23%	14%	45%	35%	6%	4%	7%	22%	

2003

		Why do you use that ball?							
		Feel	Distance	Spin	Recommendation	Price	Brand	No reason	Other
What brand of ball do you use most often?	Callaway	70%	41%	33%	13%	9%	8%	4%	5%
	Hogan	84%	52%	58%	13%	6%	6%	1%	2%
	Maxfli	56%	34%	18%	9%	23%	7%	16%	5%
	Nike	64%	37%	24%	10%	16%	15%	8%	4%
	Optima	67%	29%	12%	11%	20%	5%	11%	5%
	Pinnacle	38%	20%	4%	13%	19%	3%	25%	9%
	Precept	68%	37%	26%	16%	23%	6%	8%	4%
	Spalding	20%	14%	3%	4%	42%	4%	32%	4%
	Srixon	65%	35%	21%	9%	22%	5%	9%	5%
	Strata	76%	29%	41%	10%	17%	3%	7%	4%
	Titleist	71%	45%	42%	10%	5%	13%	7%	3%
	Top Flite	31%	20%	8%	8%	33%	6%	29%	6%
	Wilson	48%	38%	13%	11%	25%	10%	18%	6%
	Other	26%	25%	5%	8%	41%	5%	19%	10%
	Don't know	2%	0%	1%	1%	9%	0%	79%	10%

77. Where did you last buy your last pair of golf shoes?

	2005
Pro-Shop on course	40%
Drummond Golf	7%
House of Golf	7%
Sporting Goods Chain / Department Store	6%
Golf Works	3%
Golf Mart	3%
Driving Range Pro Shop or Retail Store	3%
Golf World	3%
Pete's Golf	3%
Power Golf	2%
Golf Box	2%
Al's Golf	1%
Kerry Ellis Golf	1%
E-Bay	1%
Newman and Brooks	1%
Other Outlet	7%
Other Specialist Golf Retailer	5%
Other Internet - Overseas	1%
Other Internet - Australia	0%
Don't know/Can't remember/Don't use golf shoes.	4%

78. What brand of golf shoes do you wear most often?

	2005
FootJoy	27%
Nike	16%
Niblick	14%
Adidas	11%
Etonic	9%
Oakley	2%
Ecco	2%
Callaway	1%
Don't Know	1%
Maxfli	1%
Wilson	1%
Srixon	0%
Hi-Tec	0%
Other	5%
I have no brand preference	10%
I don't wear golf shoes	0%

79. What brand of glove do you wear?

	2005
FootJoy	13%
Wilson	6%
Nike	6%
Mizuno	6%
Callaway	5%
Precept	4%
Srixon	3%
Other	3%
Titleist	3%
Maxfli	2%
Shark (Greg Norman)	2%
Proline	2%
TaylorMade	1%
Brosnan	1%
PGF	1%
Top Flite	1%
Spalding	1%
Ping	1%
Bridgestone	1%
PowerBilt	0%
Hogan	0%
Tommy Armour	0%
Cleveland	0%
I have no brand preference/ Varies	22%
I do not wear a glove	16%

80. How important are these factors in influencing your equipment purchasing habits?

2005	Not at all Important	Not Important	Neither	Important	Very Important
An advertisement I saw	32%	22%	24%	21%	1%
Brand recognition	11%	10%	16%	55%	9%
Friend's recommendation	14%	13%	21%	45%	7%
Improves my game	4%	2%	8%	45%	40%
Liked the design/technology	5%	4%	14%	56%	21%
Owned the brand previously	9%	12%	24%	45%	10%
Point of sale material	20%	24%	37%	17%	2%
Price	5%	7%	15%	54%	20%
Sales recommendation	12%	14%	30%	40%	4%
Special price/offer	7%	8%	20%	51%	14%
Trial of demo club	7%	6%	17%	45%	25%

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2005	Not at all important	Not important	Neither	Important	Very important
Used by a professional	18%	20%	35%	21%	5%

2003	Not at all important	Not important	Neither	Important	Very important
Price	4.0%	8.5%	9.2%	59.8%	18.6%
An advertisement I saw	26.6%	31.9%	25.5%	15.3%	0.8%
Used by a professional	23.2%	29.6%	24.5%	20.5%	2.2%
Point of sale material	19.6%	27.3%	29.5%	22.0%	1.6%
Special offer	7.9%	11.1%	19.4%	52.4%	9.2%
Trial at demo day	10.6%	15.1%	21.6%	39.4%	13.4%
Friend's recommendation	11.3%	17.0%	24.1%	42.0%	5.6%
Salesperson's recommendation	11.2%	16.8%	26.8%	40.9%	4.2%

Advertising

By Golf Link

		Do you have a Golf Link card?		Total
		Yes	No	
An advertisement I saw	Not at all important	32%	31%	32%
	Not important	22%	21%	22%
	Neither	23%	26%	24%
	Important	21%	21%	21%
	Very important	1%	1%	1%
Total		100%	100%	100%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
How important is advertising in your equipment purchase decision?	Not at all important	31%	31%	31%	31%	32%	36%	32%
	Not important	19%	22%	21%	21%	25%	25%	22%
	Neither	25%	27%	26%	25%	19%	16%	24%
	Important	22%	19%	20%	22%	23%	22%	21%
	Very important	2%	1%	2%	1%	1%	1%	1%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
How important is advertising in your equipment purchase decision?	Not at all important	31%	35%	32%
	Not important	22%	22%	22%
	Neither	24%	22%	24%
	Important	21%	20%	21%
	Very important	1%	2%	1%
Total		100%	100%	100%

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By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
How important is advertising in your equipment purchase decision?	Not at all important	32%	41%	32%	31%	29%	34%	32%
	Not important	19%	21%	24%	22%	22%	24%	22%
	Neither	27%	20%	24%	24%	24%	20%	24%
	Important	22%	17%	19%	22%	23%	20%	21%
	Very important	1%	1%	1%	1%	1%	2%	1%
Total		100%	100%	100%	100%	100%	100%	100%

Brand Recognition

By Golf Link

		Do you have a Golf Link card?		Total
		Yes	No	
Brand recognition	Not at all important	11%	11%	11%
	Not important	10%	9%	10%
	Neither	15%	17%	16%
	Important	55%	54%	55%
	Very important	9%	9%	9%
Total		100%	100%	100%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
How important is brand recognition in your equipment purchase decision?	Not at all important	11%	9%	10%	11%	14%	16%	11%
	Not important	5%	7%	9%	10%	13%	12%	10%
	Neither	14%	16%	16%	18%	14%	12%	16%
	Important	57%	56%	55%	54%	54%	53%	55%
	Very important	13%	11%	9%	7%	6%	8%	9%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
How important is brand recognition in your equipment purchase decision?	Not at all important	11%	15%	11%
	Not important	9%	12%	10%
	Neither	16%	15%	16%
	Important	55%	51%	55%
	Very important	9%	7%	9%
Total		100%	100%	100%

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
How important is brand recognition in your equipment purchase decision?	Not at all important	13%	16%	11%	11%	10%	16%	11%
	Not important	9%	7%	9%	9%	11%	13%	10%
	Neither	17%	14%	15%	16%	17%	16%	16%
	Important	54%	51%	54%	56%	56%	49%	55%
	Very important	7%	12%	11%	8%	7%	7%	9%
Total		100%	100%	100%	100%	100%	100%	100%

Friend's Recommendation

By Golf Link

		Do you have a Golf Link card?		Total
		Yes	No	
Friend's recommendation	Not at all important	15%	12%	14%
	Not important	15%	10%	13%
	Neither	22%	19%	21%
	Important	43%	50%	45%
	Very important	6%	9%	7%
Total		100%	100%	100%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
How important is a friend's recommendation in your equipment purchase decision?	Not at all important	13%	8%	10%	13%	20%	28%	14%
	Not important	7%	8%	11%	14%	19%	24%	13%
	Neither	21%	19%	22%	23%	21%	17%	21%
	Important	48%	54%	49%	44%	37%	29%	45%
	Very important	10%	11%	7%	5%	4%	3%	7%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
How important is a friend's recommendation in your equipment purchase decision?	Not at all important	14%	14%	14%
	Not important	13%	13%	13%
	Neither	22%	16%	21%
	Important	45%	48%	45%
	Very important	6%	8%	7%
Total		100%	100%	100%

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
How important is a friend's recommendation in your equipment purchase decision?	Not at all important	10%	20%	16%	14%	12%	14%	14%
	Not important	8%	15%	14%	14%	14%	11%	13%
	Neither	18%	24%	24%	22%	20%	16%	21%
	Important	51%	36%	42%	44%	47%	51%	45%
	Very important	12%	5%	4%	5%	8%	9%	7%
Total		100%	100%	100%	100%	100%	100%	100%

Improves My Game

By Golf Link

		Do you have a Golf Link card?		Total
		Yes	No	
Improves my game	Not at all important	4%	5%	4%
	Not important	2%	2%	2%
	Neither	7%	10%	8%
	Important	45%	45%	45%
	Very important	42%	37%	40%
Total		100%	100%	100%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
How important is it for the equipment to improve your game in your purchase decision?	Not at all important	4%	4%	4%	3%	5%	10%	4%
	Not important	1%	1%	1%	2%	3%	5%	2%
	Neither	7%	8%	8%	8%	8%	10%	8%
	Important	36%	43%	46%	46%	47%	47%	45%
	Very important	51%	44%	41%	41%	36%	28%	40%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
How important is it for the equipment to improve your game in your purchase decision?	Not at all important	4%	6%	4%
	Not important	2%	2%	2%
	Neither	8%	9%	8%
	Important	46%	43%	45%
	Very important	41%	40%	40%
Total		100%	100%	100%

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
How important is it for the equipment to improve your game in your purchase decision?	Not at all important	7%	7%	5%	3%	4%	4%	8%
	Not important	3%	3%	1%	2%	2%	2%	2%
	Neither	12%	12%	6%	6%	7%	8%	12%
	Important	47%	47%	37%	42%	47%	48%	43%
	Very important	32%	32%	51%	47%	41%	37%	35%
Total		100%	100%	100%	100%	100%	100%	100%

Liked the Design/Technology

By Golf Link

		Do you have a Golf Link card?		Total
		Yes	No	
Liked the design/technology	Not at all important	5%	6%	5%
	Not important	4%	5%	4%
	Neither	13%	16%	14%
	Important	56%	55%	56%
	Very important	23%	18%	21%
Total		100%	100%	100%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
How important is it for you to like the design in your equipment purchase decision?	Not at all important	4%	4%	5%	3%	7%	10%	5%
	Not important	3%	4%	3%	4%	5%	8%	4%
	Neither	12%	15%	14%	13%	12%	13%	13%
	Important	52%	54%	56%	58%	57%	53%	56%
	Very important	30%	23%	22%	21%	18%	16%	21%
Total		100%	100%	100%	100%	100%	100%	100%

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By Gender

		Gender		Total
		Male	Female	
How important is it for you to like the design in your equipment purchase decision?	Not at all important	5%	7%	5%
	Not important	4%	5%	4%
	Neither	14%	13%	14%
	Important	56%	52%	56%
	Very important	21%	23%	21%
Total		100%	100%	100%

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
How important is it for you to like the design in your equipment purchase decision?	Not at all important	8%	4%	3%	5%	5%	9%	5%
	Not important	6%	2%	3%	4%	5%	5%	4%
	Neither	18%	7%	10%	13%	16%	18%	14%
	Important	54%	49%	55%	58%	58%	51%	56%
	Very important	15%	39%	28%	20%	16%	18%	21%
Total		100%	100%	100%	100%	100%	100%	100%

Owned the Brand Previously

By Golf Link

		Do you have a Golf Link card?		Total
		Yes	No	
Owned the brand previously	Not at all important	9%	10%	9%
	Not important	12%	11%	12%
	Neither	23%	25%	24%
	Important	45%	44%	45%
	Very important	11%	10%	10%
Total		100%	100%	100%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
How important is it for you to have owned the brand previously in your equipment purchase decision?	Not at all important	8%	7%	8%	8%	12%	16%	9%
	Not important	9%	9%	9%	13%	16%	18%	12%
	Neither	23%	24%	25%	25%	22%	21%	24%
	Important	45%	46%	47%	45%	42%	38%	45%
	Very important	14%	13%	11%	8%	9%	7%	10%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
How important is it for you to have owned the brand previously in your equipment purchase decision?	Not at all important	9%	10%	9%
	Not important	12%	11%	12%
	Neither	24%	21%	24%
	Important	45%	46%	45%
	Very important	10%	12%	10%
Total		100%	100%	100%

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By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
How important is it for you to have owned the brand previously in your equipment purchase decision?	Not at all important	11%	10%	8%	9%	9%	12%	9%
	Not important	11%	8%	10%	13%	12%	15%	12%
	Neither	26%	21%	23%	24%	24%	22%	24%
	Important	44%	45%	46%	43%	46%	41%	45%
	Very important	8%	17%	13%	10%	9%	10%	10%
Total		100%	100%	100%	100%	100%	100%	100%

Point of Sale Material

By Golf Link

		Do you have a Golf Link card?		Total
		Yes	No	
Point of sale material	Not at all important	20%	20%	20%
	Not important	25%	23%	24%
	Neither	36%	39%	37%
	Important	17%	16%	17%
	Very important	2%	1%	2%
Total		100%	100%	100%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
How important is point of sale material in your equipment purchase decision?	Not at all important	18%	18%	19%	19%	23%	27%	20%
	Not important	20%	24%	22%	25%	26%	27%	24%
	Neither	41%	44%	42%	36%	30%	24%	37%
	Important	18%	13%	16%	18%	19%	20%	17%
	Very important	3%	1%	1%	2%	2%	2%	2%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
How important is point of sale material in your equipment purchase decision?	Not at all important	20%	20%	20%
	Not important	25%	20%	24%
	Neither	37%	36%	37%
	Important	16%	22%	17%
	Very important	2%	2%	2%
Total		100%	100%	100%

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
How important is point of sale material in your equipment purchase decision?	Not at all important	19%	30%	22%	19%	18%	20%	20%
	Not important	23%	25%	25%	24%	23%	23%	24%
	Neither	39%	34%	36%	38%	38%	34%	37%
	Important	17%	10%	15%	17%	19%	20%	17%
	Very important	1%	2%	2%	1%	2%	3%	2%
Total		100%	100%	100%	100%	100%	100%	100%

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Price

By Golf Link

		Do you have a Golf Link card?		Total
		Yes	No	
Price	Not at all important	5%	4%	5%
	Not important	7%	6%	7%
	Neither	15%	14%	15%
	Important	54%	54%	54%
	Very important	19%	22%	20%
Total		100%	100%	100%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
How important is price in your equipment purchase decision?	Not at all important	6%	4%	4%	4%	5%	9%	5%
	Not important	6%	5%	6%	7%	9%	9%	7%
	Neither	15%	14%	16%	16%	14%	9%	15%
	Important	47%	53%	54%	55%	56%	55%	54%
	Very important	26%	24%	20%	18%	15%	18%	19%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
How important is price in your equipment purchase decision?	Not at all important	5%	5%	5%
	Not important	7%	6%	7%
	Neither	15%	14%	15%
	Important	54%	55%	54%
	Very important	20%	21%	20%
Total		100%	100%	100%

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
How important is price in your equipment purchase decision?	Not at all important	4%	11%	5%	5%	3%	5%	5%
	Not important	4%	12%	9%	7%	6%	4%	7%
	Neither	12%	19%	16%	15%	13%	14%	15%
	Important	54%	43%	53%	55%	57%	53%	54%
	Very important	26%	15%	17%	18%	20%	24%	20%
Total		100%	100%	100%	100%	100%	100%	100%

Sales Recommendation

By Golf Link

		Do you have a Golf Link card?		Total
		Yes	No	
Salesperson's recommendation	Not at all important	12%	12%	12%
	Not important	15%	13%	14%
	Neither	30%	30%	30%
	Important	39%	41%	40%
	Very important	4%	4%	4%
Total		100%	100%	100%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
How important is a salesperson's recommendation in your equipment purchase decision?	Not at all important	13%	10%	11%	10%	15%	18%	12%
	Not important	12%	11%	12%	15%	17%	23%	14%
	Neither	29%	32%	32%	30%	28%	23%	30%
	Important	40%	43%	42%	40%	36%	33%	40%
	Very important	6%	4%	4%	4%	4%	3%	4%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
How important is a salesperson's recommendation in your equipment purchase decision?	Not at all important	12%	10%	12%
	Not important	15%	12%	14%
	Neither	30%	27%	30%
	Important	39%	46%	40%
	Very important	4%	6%	4%
Total		100%	100%	100%

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
How important is a salesperson's recommendation in your equipment purchase decision?	Not at all important	11%	26%	14%	11%	10%	9%	12%
	Not important	10%	20%	17%	15%	14%	12%	14%
	Neither	29%	30%	32%	30%	29%	28%	30%
	Important	45%	21%	33%	41%	43%	46%	40%
	Very important	5%	3%	3%	4%	5%	5%	4%
Total		100%	100%	100%	100%	100%	100%	100%

Special Offer

By Golf Link

		Do you have a Golf Link card?		Total
		Yes	No	
Special price/offer	Not at all important	8%	7%	7%
	Not important	8%	7%	8%
	Neither	20%	19%	20%
	Important	51%	52%	51%
	Very important	14%	16%	14%
Total		100%	100%	100%

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By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
How important is a salesperson's recommendation in your equipment purchase decision?	Not at all important	10%	6%	6%	6%	9%	11%	7%
	Not important	9%	6%	6%	7%	9%	10%	8%
	Neither	21%	21%	21%	21%	17%	14%	20%
	Important	45%	51%	52%	52%	52%	51%	51%
	Very important	15%	15%	14%	14%	13%	14%	14%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
How important is a salesperson's recommendation in your equipment purchase decision?	Not at all important	7%	7%	7%
	Not important	8%	7%	8%
	Neither	20%	17%	20%
	Important	51%	52%	51%
	Very important	14%	17%	14%
Total		100%	100%	100%

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
How important is a salesperson's recommendation in your equipment purchase decision?	Not at all important	6%	17%	9%	7%	5%	7%	7%
	Not important	4%	14%	9%	8%	6%	5%	8%
	Neither	16%	26%	23%	20%	17%	16%	20%
	Important	55%	35%	48%	52%	54%	54%	51%
	Very important	19%	7%	11%	13%	17%	19%	14%
Total		100%	100%	100%	100%	100%	100%	100%

Trial of Demo Club

By Golf Link

		Do you have a Golf Link card?		Total
		Yes	No	
Trial of demo club	Not at all important	6%	8%	7%
	Not important	5%	8%	6%
	Neither	14%	22%	17%
	Important	46%	42%	45%
	Very important	28%	21%	26%
Total		100%	100%	100%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
How important is trial of a demo club in your equipment purchase decision?	Not at all important	7%	7%	7%	5%	7%	11%	7%
	Not important	7%	6%	6%	6%	6%	8%	6%
	Neither	21%	21%	18%	15%	13%	12%	17%
	Important	42%	43%	45%	46%	46%	45%	45%
	Very important	23%	23%	24%	28%	27%	24%	26%
Total		100%	100%	100%	100%	100%	100%	100%

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By Gender

		Gender		Total
		Male	Female	
How important is trial of a demo club in your equipment purchase decision?	Not at all important	7%	8%	7%
	Not important	6%	5%	6%
	Neither	17%	16%	17%
	Important	45%	43%	45%
	Very important	25%	27%	26%
Total		100%	100%	100%

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
How important is trial of a demo club in your equipment purchase decision?	Not at all important	10%	8%	5%	6%	7%	10%	7%
	Not important	9%	5%	6%	5%	7%	7%	6%
	Neither	25%	16%	13%	16%	17%	17%	17%
	Important	40%	41%	46%	46%	47%	43%	45%
	Very important	16%	31%	31%	27%	23%	22%	26%
Total		100%	100%	100%	100%	100%	100%	100%

Used by a Professional

By Golf Link

		Do you have a Golf Link card?		Total
		Yes	No	
Used by a professional	Not at all important	18%	18%	18%
	Not important	21%	20%	20%
	Neither	34%	37%	35%
	Important	22%	21%	21%
	Very important	5%	4%	5%
Total		100%	100%	100%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
How important is use by a professional in your equipment purchase decision?	Not at all important	14%	15%	16%	18%	24%	28%	19%
	Not important	16%	17%	19%	21%	24%	29%	21%
	Neither	33%	37%	37%	37%	31%	28%	35%
	Important	27%	26%	24%	20%	16%	12%	21%
	Very important	9%	6%	5%	4%	4%	3%	5%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
How important is use by a professional in your equipment purchase decision?	Not at all important	18%	21%	18%
	Not important	20%	21%	20%
	Neither	35%	37%	35%
	Important	22%	17%	21%
	Very important	5%	4%	5%
Total		100%	100%	100%

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By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
How important is use by a professional in your equipment purchase decision?	Not at all important	19%	19%	17%	18%	19%	22%	18%
	Not important	19%	16%	19%	22%	22%	21%	20%
	Neither	37%	28%	33%	36%	36%	36%	35%
	Important	20%	28%	26%	20%	20%	16%	21%
	Very important	4%	10%	6%	4%	4%	4%	5%
Total		100%	100%	100%	100%	100%	100%	100%

81. What brand do you believe would deliver the most improvement to your game?

	Driver		Fairway Woods		Irons		Wedges		Putters		Hybrids	Golf Balls
	2005	2003	2005	2003	2005	2003	2005	2003	2005	2003	2005	2005
Adams	1%	1%	3%	5%	1%	1%	1%	1%	0%	0%	2%	0%
Bridgestone	0%	-	0%	-	0%	-	0%	-	0%	-	0%	1%
Brosnan	0%	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	0%
Callaway	22%	29%	23%	26%	20%	16%	15%	11%	8%	6%	12%	15%
Cleveland	2%	1%	2%	1%	2%	2%	16%	18%	1%	0%	1%	0%
Cobra	3%	5%	2%	4%	2%	3%	2%	3%	1%	1%	2%	0%
Henry Griffitts	1%	2%	1%	2%	2%	4%	2%	3%	0%	1%	1%	0%
Hogan	1%	0%	1%	0%	2%	3%	2%	2%	0%	0%	2%	1%
Maxfli	0%	0%	0%	1%	1%	2%	1%	1%	0%	1%	0%	3%
MacGregor	0%	0%	0%	0%	1%	1%	1%	1%	0%	0%	0%	0%
Mizuno	1%	1%	1%	1%	4%	4%	1%	1%	0%	0%	1%	0%
Nancy Lopez	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nike	2%	2%	1%	2%	2%	2%	1%	1%	1%	1%	2%	3%
Odyssey									22%	24%		
Orlimar	0%	0%	1%	2%	0%	0%	0%	0%	0%	0%	0%	0%
PGF (Optima)	0%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	2%
Ping	6%	4%	5%	4%	10%	10%	7%	7%	14%	15%	3%	1%
PowerBilt	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%	0%
Precept	0%	1%	0%	1%	0%	1%	0%	1%	0%	0%	0%	4%
Proline	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Scotty Cameron									9%	10%		
Spalding	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Square Two	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Srixon	1%	2%	1%	1%	1%	1%	1%	0%	0%	0%	1%	4%
TaylorMade	26%	15%	20%	13%	14%	10%	10%	6%	5%	3%	20%	3%
Titleist	6%	11%	6%	8%	7%	10%	10%	12%	3%	4%	3%	33%
Tommy Armour	0%	0%	0%	1%	1%	1%	1%	1%	0%	1%	0%	0%
Wilson	2%	3%	2%	3%	2%	3%	2%	2%	1%	2%	1%	1%
XXIO	0%	-	0%	-	0%	-	0%	-	0%	-	0%	0%
None of above	4%	3%	4%	4%	4%	4%	4%	4%	5%	5%	9%	4%

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	Driver		Fairway Woods		Irons		Wedges		Putters		Hybrids	Golf Balls
	2005	2003	2005	2003	2005	2003	2005	2003	2005	2003	2005	2005
Don't know	21%	19%	24%	21%	23%	21%	24%	23%	25%	23%	36%	24%

Note: "-" indicates category not included in 2003 Australian Golfer Survey

82. How often do you typically upgrade/change equipment/shoes?

	1 year	2-3 years	4-5 years	6 years or more	Don't use
Drivers	5%	38%	32%	23%	2%
Fairway woods	2%	26%	37%	32%	3%
Hybrids	2%	14%	18%	16%	50%
Irons	1%	16%	38%	44%	1%
Wedges	2%	20%	35%	41%	1%
Putters	6%	25%	27%	42%	1%
Shoes	28%	57%	9%	4%	2%

Drivers

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
How often do you change/upgrade drivers?	1 year	10%	5%	5%	5%	4%	3%	5%
	2-3 years	49%	40%	39%	38%	34%	27%	38%
	4-5 years	27%	33%	32%	33%	33%	31%	32%
	6 years or more	12%	20%	22%	23%	28%	36%	24%
	Don't use	2%	2%	1%	1%	2%	2%	2%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
How often do you change/upgrade drivers?	1 year	5%	2%	5%
	2-3 years	40%	25%	38%
	4-5 years	32%	34%	32%
	6 years or more	22%	34%	23%
	Don't use	1%	4%	2%
Total		100%	100%	100%

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
How often do you change/upgrade drivers?	1 year	3%	18%	7%	4%	3%	3%	5%
	2-3 years	25%	55%	48%	39%	34%	27%	38%
	4-5 years	33%	20%	30%	33%	34%	32%	32%
	6 years or more	36%	7%	15%	22%	27%	34%	23%
	Don't use	4%	0%	1%	1%	2%	4%	2%
Total		100%	100%	100%	100%	100%	100%	100%

Fairway Woods

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
How often do you change/upgrade fairway woods?	1 year	5%	2%	1%	1%	1%	0%	2%
	2-3 years	39%	28%	26%	25%	22%	18%	26%
	4-5 years	35%	37%	38%	39%	38%	35%	38%
	6 years or more	18%	27%	31%	32%	37%	45%	32%
	Don't use	3%	6%	4%	3%	2%	2%	4%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
How often do you change/upgrade fairway woods?	1 year	2%	1%	2%
	2-3 years	27%	19%	26%
	4-5 years	37%	38%	37%
	6 years or more	31%	39%	32%
	Don't use	4%	3%	3%
Total		100%	100%	100%

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
How often do you change/upgrade fairway woods?	1 year	1%	8%	2%	1%	1%	1%	2%
	2-3 years	19%	46%	31%	26%	22%	21%	26%
	4-5 years	32%	30%	38%	39%	39%	36%	37%
	6 years or more	42%	14%	25%	31%	35%	38%	32%
	Don't use	7%	3%	3%	3%	3%	4%	3%
Total		100%	100%	100%	100%	100%	100%	100%

Hybrids

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
How often do you change/upgrade hybrids?	1 year	4%	2%	1%	1%	1%	1%	2%
	2-3 years	21%	15%	15%	15%	13%	10%	14%
	4-5 years	16%	18%	17%	19%	18%	17%	18%
	6 years or more	9%	13%	15%	15%	18%	26%	16%
	Don't use	50%	51%	51%	50%	50%	46%	50%
Total		100%	100%	100%	100%	100%	100%	100%

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By Gender

		Gender		Total
		Male	Female	
How often do you change/upgrade hybrids?	1 year	2%	1%	2%
	2-3 years	15%	11%	15%
	4-5 years	18%	20%	18%
	6 years or more	15%	23%	16%
	Don't use	51%	44%	50%
Total		100%	100%	100%

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
How often do you change/upgrade hybrids?	1 year	1%	8%	2%	1%	1%	1%	2%
	2-3 years	12%	23%	16%	14%	14%	13%	15%
	4-5 years	19%	10%	14%	19%	20%	21%	18%
	6 years or more	25%	4%	9%	14%	20%	25%	16%
	Don't use	43%	55%	59%	52%	45%	39%	50%
Total		100%	100%	100%	100%	100%	100%	100%

Irons

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
How often do you change/upgrade irons?	1 year	3%	1%	1%	1%	1%	0%	1%
	2-3 years	31%	20%	16%	15%	12%	10%	16%
	4-5 years	40%	40%	39%	38%	37%	29%	38%
	6 years or more	24%	38%	43%	46%	51%	60%	45%
	Don't use	1%	1%	0%	0%	0%	1%	1%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
How often do you change/upgrade irons?	1 year	1%	1%	1%
	2-3 years	17%	13%	16%
	4-5 years	38%	38%	38%
	6 years or more	44%	47%	44%
	Don't use	0%	1%	1%
Total		100%	100%	100%

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
How often do you change/upgrade irons?	1 year	1%	6%	1%	1%	1%	1%	1%
	2-3 years	14%	34%	18%	15%	15%	15%	16%
	4-5 years	35%	35%	38%	38%	38%	39%	38%
	6 years or more	48%	24%	42%	46%	46%	45%	44%
	Don't use	2%	0%	0%	0%	1%	1%	1%
Total		100%	100%	100%	100%	100%	100%	100%

Wedges

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
How often do you change/upgrade wedges?	1 year	11%	3%	2%	1%	1%	1%	2%
	2-3 years	37%	25%	20%	18%	14%	10%	19%
	4-5 years	31%	37%	37%	35%	34%	28%	35%
	6 years or more	20%	33%	39%	44%	50%	59%	42%
	Don't use	2%	2%	1%	2%	1%	1%	1%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
How often do you change/upgrade wedges?	1 year	3%	1%	2%
	2-3 years	20%	15%	20%
	4-5 years	35%	35%	35%
	6 years or more	41%	46%	41%
	Don't use	1%	3%	1%
Total		100%	100%	100%

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
How often do you change/upgrade wedges?	1 year	1%	18%	3%	1%	1%	1%	2%
	2-3 years	15%	38%	24%	19%	16%	16%	20%
	4-5 years	34%	26%	34%	35%	38%	36%	35%
	6 years or more	46%	17%	38%	43%	44%	45%	41%
	Don't use	4%		1%	1%	1%	2%	1%
Total		100%	100%	100%	100%	100%	100%	100%

Putters

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
How often do you change/upgrade putters?	1 year	12%	6%	5%	5%	5%	3%	5%
	2-3 years	31%	29%	24%	24%	21%	18%	24%
	4-5 years	31%	31%	28%	26%	25%	21%	27%
	6 years or more	24%	33%	41%	45%	50%	57%	42%
	Don't use	2%	1%	1%	0%	0%	1%	1%
Total		100%	100%	100%	100%	100%	100%	100%

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By Gender

		Gender		Total
		Male	Female	
How often do you change/upgrade putters?	1 year	6%	3%	6%
	2-3 years	25%	20%	25%
	4-5 years	27%	30%	27%
	6 years or more	42%	45%	42%
	Don't use	1%	1%	1%
Total		100%	100%	100%

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
How often do you change/upgrade putters?	1 year	3%	23%	8%	5%	3%	3%	6%
	2-3 years	22%	28%	26%	25%	24%	24%	25%
	4-5 years	30%	19%	24%	27%	29%	31%	27%
	6 years or more	43%	29%	42%	43%	42%	42%	42%
	Don't use	2%	0%	0%	0%	0%	1%	1%
Total		100%	100%	100%	100%	100%	100%	100%

Shoes

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
How often do you change/upgrade shoes?	1 year	37%	24%	27%	29%	29%	21%	28%
	2-3 years	46%	55%	55%	58%	60%	63%	57%
	4-5 years	8%	11%	11%	8%	8%	11%	9%
	6 years or more	4%	5%	5%	3%	3%	5%	4%
	Don't use	6%	5%	2%	1%	0%	0%	2%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
How often do you change/upgrade shoes?	1 year	27%	37%	28%
	2-3 years	58%	47%	57%
	4-5 years	10%	7%	9%
	6 years or more	4%	6%	4%
	Don't use	2%	4%	2%
Total		100%	100%	100%

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
How often do you change/upgrade shoes?	1 year	9%	56%	36%	29%	25%	23%	28%
	2-3 years	49%	40%	57%	60%	59%	53%	57%
	4-5 years	18%	3%	6%	8%	10%	11%	9%
	6 years or more	13%	1%	1%	2%	5%	9%	4%
	Don't use	10%	0%	1%	1%	1%	3%	2%
Total		100%	100%	100%	100%	100%	100%	100%

83. From which of the following club categories will you be seeking a custom fit the next time you purchase clubs?

	2005	2003
I will not be seeking a custom fit for my next purchase	25%	9%
Driver	52%	73%
Metal woods / hybrids	36%	68%
Irons	62%	95%
Wedges	30%	-
Putter	14%	-

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
Category of custom fit	Will not be seeking	23%	23%	21%	24%	27%	40%	25%
	Driver	47%	49%	53%	55%	55%	47%	53%
	Metal woods / hybrids	27%	31%	34%	40%	43%	38%	37%
	Irons	62%	65%	66%	64%	60%	47%	63%
	Wedges	27%	26%	29%	33%	34%	29%	31%
	Putter	16%	14%	14%	14%	15%	12%	14%

By Gender

		Gender		Total
		Male	Female	
Category of custom fit	Will not be seeking	23%	33%	25%
	Driver	53%	51%	52%
	Metal woods / hybrids	36%	39%	36%
	Irons	64%	49%	62%
	Wedges	30%	32%	30%
	Putter	13%	22%	14%

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
Category of custom fit	Will not be seeking	34%	18%	19%	22%	27%	37%	25%
	Driver	50%	49%	51%	54%	54%	49%	52%
	Metal woods / hybrids	31%	30%	33%	39%	41%	35%	36%
	Irons	50%	72%	70%	67%	59%	43%	62%
	Wedges	27%	32%	29%	31%	33%	29%	30%
	Putter	15%	14%	12%	13%	15%	19%	14%

84. If yes, what percentage are you prepared to pay over the cost of the club/s for custom fitting?

	2005
0%	22%
Up to 5%	27%
5% to 10%	39%
More than 10%	11%

Travel and Golf Holiday Destinations

85. When did you last take a trip on which you played at least one round of golf?

	2005
2005	63%
2004	21%
2003	5%
2002	2%
Before 2002	4%
Never	4%
Don't know/Can't remember	2%

By Gender

		Gender		Total
		Male	Female	
When did you last take a trip on which you played at least one round of golf?	2005	64%	62%	63%
	2004	21%	19%	21%
	2003	5%	5%	5%
	2002	2%	1%	2%
	Before 2002	4%	4%	4%
	Never	3%	7%	4%
	Don't know/Can't remember	2%	2%	2%
Total		100%	100%	100%

By Age

		Age						Total
		15-24	25-34	35-44	45-54	55-64	65 +	
When did you last take a trip on which you played at least one round of golf?	2005	58%	59%	63%	65%	69%	60%	64%
	2004	19%	22%	21%	21%	18%	20%	20%
	2003	5%	6%	5%	4%	4%	6%	5%
	2002	2%	2%	2%	2%	1%	2%	2%
	Before 2002	3%	3%	4%	5%	4%	9%	4%
	Never	9%	5%	3%	2%	2%	3%	3%
	Don't know/Can't remember	4%	2%	2%	1%	1%	1%	2%
Total		100%	100%	100%	100%	100%	100%	100%

86. Thinking about the most recent trip on which you played golf, where did you go?

	2005	2003
Victoria		
Murray River region	12%	15%
Mornington Peninsula	6%	6%
Melbourne	3%	5%
Bellarine Peninsula/ Great Ocean Rd	2%	-
New South Wales		
Hunter Valley	7%	7%
Port Stephens	4%	4%
Central Coast	3%	-

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	2005	2003
Sydney	3%	4%
Illawarra/Wollongong	3%	-
Blue Mountains	1%	2%
Australian Capital Territory		
ACT	1%	-
Queensland		
Gold Coast	12%	14%
Sunshine Coast	8%	10%
North Queensland	5%	5%
Brisbane	2%	3%
South Australia		
Adelaide	1%	2%
Barossa Valley	1%	0%
Victor Harbour Area	1%	1%
Western Australia		
Perth	2%	2%
Margaret River	1%	1%
Swan Valley	0%	0%
Tasmania	3%	1%
Northern Tasmania	2%	
Southern Tasmania	1%	
Other (Australia)	4%	1%
Overseas	15%	17%
South Africa	4%	
North America	4%	
New Zealand/Pacific Islands	3%	
Europe	2%	
British Isles	1%	
Asia	0%	
Other (Overseas)	1%	

Note: "-" indicates category not included in 2003 Australian Golfer Survey

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By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
Thinking about the most recent trip on which you played golf, where did you go?	Melbourne	4%	3%	3%	2%	2%	3%	3%
	Mornington Peninsula	5%	8%	6%	5%	5%	4%	6%
	Murray River region	8%	9%	11%	12%	13%	15%	12%
	Bellarine Peninsula/ Great Ocean Rd	2%	2%	2%	2%	2%	1%	2%
	Sydney	3%	3%	3%	3%	2%	3%	3%
	Hunter Valley	9%	10%	8%	6%	5%	3%	7%
	Port Stephens	3%	4%	4%	3%	3%	3%	4%
	Blue Mountains	1%	1%	1%	1%	1%	1%	1%
	Illawarra/Wollongong	3%	3%	3%	3%	2%	3%	3%
	Central Coast	6%	3%	2%	2%	3%	3%	3%
	ACT	1%	1%	1%	1%	1%	1%	1%
	Brisbane	3%	2%	2%	1%	2%	2%	2%
	Gold Coast	10%	12%	13%	13%	10%	9%	12%
	Sunshine Coast	8%	7%	8%	7%	9%	8%	8%
	North Queensland	5%	4%	5%	5%	5%	6%	5%
	Adelaide	1%	1%	1%	1%	1%	2%	1%
	Barossa Valley	2%	0%	0%	1%	1%	1%	1%
	Victor Harbour Area	2%	1%	1%	1%	2%	1%	1%
	Perth	2%	3%	2%	2%	2%	2%	2%
	Swan Valley	1%	1%	0%	0%	0%	0%	0%
	Margaret River	2%	1%	1%	1%	1%	1%	1%
	Northern Tasmania	1%	2%	2%	2%	1%	2%	2%
	Southern Tasmania	0%	1%	1%	1%	1%	1%	1%
	Other (Australia)	4%	3%	4%	5%	4%	5%	4%
	New Zealand/Pacific Islands	3%	3%	4%	5%	6%	5%	4%
	Asia	4%	4%	4%	6%	5%	2%	4%
	North America	3%	2%	3%	3%	4%	5%	3%
Europe	1%	2%	1%	1%	1%	1%	1%	
British Isles	2%	2%	2%	2%	3%	3%	2%	
South Africa	1%	0%	0%	0%	1%	0%	0%	
Other (Overseas)	1%	1%	1%	1%	1%	1%	1%	
Total		100%	100%	100%	100%	100%	100%	100%

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By State

		State							Total	
		NSW	VIC	QLD	SA	WA	TAS	ACT		NT
Thinking about the most recent trip on which you played golf, where did you go?	Melbourne	2%	2%	2%	7%	4%	4%	4%	2%	3%
	Mornington Peninsula	3%	13%	2%	3%	4%	8%	2%	2%	6%
	Murray River region	6%	34%	2%	12%	2%	9%	7%	4%	13%
	Bellarine Peninsula/ Great Ocean Rd	0%	5%	0%	2%	0%	1%	1%	2%	2%
	Sydney	3%	2%	3%	2%	2%	3%	7%	4%	3%
	Hunter Valley	16%	1%	3%	1%	1%	1%	5%	2%	7%
	Port Stephens	9%	0%	1%	1%	0%	1%	3%	1%	4%
	Blue Mountains	2%	0%	0%	0%	0%		2%		1%
	Illawarra/Wollongong	5%	1%	1%		0%		12%	4%	3%
	Central Coast	4%	2%	4%	1%	1%	1%	8%	1%	3%
	ACT	2%	1%	1%	1%	0%	1%	1%		1%
	Brisbane	1%	1%	4%	1%	1%	2%	2%	4%	2%
	Gold Coast	13%	7%	18%	6%	4%	10%	9%	4%	11%
	Sunshine Coast	6%	5%	20%	5%	3%	5%	5%	2%	8%
	North Queensland	3%	3%	13%	4%	1%	4%	4%	5%	5%
	Adelaide	1%	1%	2%	3%	1%	2%	2%	11%	1%
	Barossa Valley	0%	0%	0%	7%	1%	1%	1%	2%	1%
	Victor Harbour Area	0%	1%	0%	17%	0%	1%	0%	4%	2%
	Perth	1%	2%	1%	2%	12%	1%	2%	2%	2%
	Swan Valley	0%	0%	0%		5%			1%	1%
Margaret River	0%	0%	0%	1%	17%				1%	
Northern Tasmania	1%	2%	1%	1%	1%	29%	1%	2%	2%	
Southern Tasmania	0%	1%	1%	0%	1%	9%	0%	1%	1%	
Other (Australia)	5%	2%	3%	7%	9%		10%	17%	5%	
New Zealand/Pacific Islands	4%	3%	6%	2%	4%	2%	3%	4%	4%	
Asia	3%	3%	3%	4%	13%		3%	9%	4%	
North America	3%	3%	4%	2%	2%	1%	2%	1%	3%	
Europe	1%	1%	1%	1%	1%	1%	1%	2%	1%	
British Isles	2%	2%	2%	4%	5%	1%	0%	2%	2%	
South Africa	1%	0%	1%	1%	1%				0%	
Other (Overseas)	1%	1%	1%	1%	3%	1%	2%	1%	1%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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By Gender

		Gender		Total
		Male	Female	
Thinking about the most recent trip on which you played golf, where did you go?	Melbourne	3%	2%	3%
	Mornington Peninsula	6%	4%	6%
	Murray River region	12%	10%	12%
	Bellarine Peninsula/ Great Ocean Rd	2%	1%	2%
	Sydney	3%	3%	3%
	Hunter Valley	7%	6%	7%
	Port Stephens	4%	3%	4%
	Blue Mountains	1%	2%	1%
	Illawarra/Wollongong	3%	3%	3%
	Central Coast	3%	4%	3%
	ACT	1%	1%	1%
	Brisbane	2%	2%	2%
	Gold Coast	12%	11%	12%
	Sunshine Coast	8%	8%	8%
	North Queensland	5%	6%	5%
	Adelaide	1%	1%	1%
	Barossa Valley	1%	1%	1%
	Victor Harbour Area	2%	1%	1%
	Perth	2%	3%	2%
	Swan Valley	0%	1%	0%
	Margaret River	1%	2%	1%
	Northern Tasmania	2%	1%	2%
	Southern Tasmania	1%	1%	1%
	Other (Australia)	4%	6%	4%
	New Zealand/Pacific Islands	4%	6%	4%
	Asia	4%	4%	4%
	North America	3%	3%	3%
	Europe	1%	1%	1%
	British Isles	2%	2%	2%
	South Africa	0%	1%	0%
Other (Overseas)	1%	2%	1%	
Total		100%	100%	100%

By Golf Link

		Do you have a Golf Link card?		Total
		Yes	No	
Thinking about the most recent trip on which you played golf, where did you go?	Melbourne	3%	3%	3%
	Mornington Peninsula	6%	6%	6%
	Murray River region	12%	10%	12%
	Bellarine Peninsula/ Great Ocean Rd	2%	2%	2%
	Sydney	3%	3%	3%
	Hunter Valley	6%	8%	7%
	Port Stephens	4%	3%	4%
	Blue Mountains	1%	1%	1%
	Illawarra/Wollongong	2%	3%	3%
	Central Coast	3%	3%	3%
	ACT	1%	1%	1%
	Brisbane	2%	2%	2%
	Gold Coast	12%	11%	12%
	Sunshine Coast	8%	7%	8%
	North Queensland	5%	4%	5%
	Adelaide	1%	1%	1%
	Barossa Valley	1%	1%	1%
	Victor Harbour Area	2%	1%	1%
	Perth	2%	2%	2%
	Swan Valley	0%	1%	0%
	Margaret River	1%	1%	1%
	Northern Tasmania	2%	1%	2%
	Southern Tasmania	1%	1%	1%
	Other (Australia)	4%	5%	4%
	New Zealand/Pacific Islands	4%	5%	4%
	Asia	4%	5%	4%
North America	3%	3%	3%	
Europe	1%	1%	1%	
British Isles	3%	2%	2%	
South Africa	1%	0%	0%	
Other (Overseas)	1%	1%	1%	
Total		100%	100%	100%

87. How would you describe your travel party on your last golfing trip?

	2005	2003
Family/friends/relatives	46%	45%
Sporting or other social group	20%	16%
As a couple	18%	29%
Business associates	9%	5%
Travelling alone	6%	5%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
How would you describe your travel party on your last golfing trip?	As a couple	9%	15%	13%	19%	26%	29%	19%
	Family/friends/relatives	61%	58%	50%	42%	37%	37%	46%
	Business associates	4%	9%	13%	11%	8%	3%	9%
	Sporting or other social group	20%	14%	19%	23%	23%	22%	20%
	Travelling alone	6%	5%	5%	6%	7%	9%	6%
Total		100%	100%	100%	100%	100%	100%	100%

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By Income

		What is your annual income?										Prefer not to say	Total
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		
How would you describe your travel party on your last golfing trip?	As a couple	19%	23%	18%	17%	18%	18%	17%	16%	16%	16%	21%	18%
	Family/friends/relatives	50%	43%	49%	49%	48%	46%	47%	47%	44%	43%	46%	46%
	Business associates	2%	2%	4%	7%	7%	9%	12%	11%	14%	19%	9%	9%
	Sporting or other social group	22%	24%	23%	22%	22%	20%	20%	19%	19%	18%	18%	20%
	Travelling alone	7%	8%	7%	7%	5%	7%	4%	7%	6%	5%	5%	6%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
How would you describe your travel party on your last golfing trip?	As a couple	16%	35%	18%
	Family/friends/relatives	47%	41%	46%
	Business associates	10%	3%	9%
	Sporting or other social group	21%	16%	20%
	Travelling alone	6%	5%	6%
Total		100%	100%	100%

88. How long was the trip (nights)?

	2005	2003
1 - 3 nights	45%	46%
4-7 nights	34%	37%
8-14 nights	14%	13%
15 or more nights	7%	4%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
How long was the trip (nights)?	1 - 3 nights	46%	55%	50%	44%	36%	28%	45%
	4-7 nights	32%	29%	32%	35%	38%	38%	34%
	8-14 nights	15%	12%	12%	14%	15%	17%	14%
	15 or more nights	7%	5%	5%	7%	11%	17%	8%
Total		100%	100%	100%	100%	100%	100%	100%

By Income

		What is your annual income?										Prefer not to say	Total
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		
How long was the trip (nights)?	1 - 3 nights	42%	45%	46%	48%	49%	46%	47%	43%	46%	45%	42%	45%
	4-7 nights	35%	29%	33%	33%	31%	34%	36%	37%	34%	33%	35%	34%
	8-14 nights	15%	15%	13%	12%	12%	14%	12%	15%	14%	15%	14%	14%
	15 or more nights	9%	11%	8%	7%	8%	6%	5%	5%	6%	7%	9%	7%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
How long was the trip (nights)?	1 - 3 nights	46%	40%	45%
	4-7 nights	34%	34%	34%
	8-14 nights	13%	16%	14%
	15 or more nights	7%	10%	7%
Total		100%	100%	100%

89. How many times did you play golf?

	2005	2003
1	19%	22%
2	31%	32%
3-5	38%	36%
6-10	9%	8%
10 or more	3%	2%

By Length of Trip

		How long was the trip (nights)?				Total
		1 - 3 nights	4-7 nights	8-14 nights	15 or more nights	
How many times did you play golf?	1	28%	12%	11%	11%	19%
	2	44%	24%	19%	14%	31%
	3 - 5	28%	52%	40%	28%	37%
	6 - 10	0%	11%	24%	23%	9%
	10 or more	0%	1%	5%	24%	3%
Total		100%	100%	100%	100%	100%

By State

		State								Total
		NSW	VIC	QLD	SA	WA	TAS	ACT	NT	
How many times did you play golf?	1	19%	16%	21%	20%	23%	24%	18%	18%	19%
	2	33%	32%	19%	16%	21%	20%	23%	24%	18%
	3 - 5	36%	43%	33%	32%	33%	28%	28%	23%	33%
	6 - 10	10%	7%	36%	43%	35%	39%	33%	36%	34%
	10 or more	2%	2%	10%	7%	9%	10%	10%	14%	12%
Total		100%	100%	2%	2%	2%	3%	5%	4%	3%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
How many times did you play golf?	1	23%	27%	20%	17%	14%	12%	19%
	2	30%	37%	35%	30%	26%	24%	31%
	3 - 5	36%	29%	37%	39%	43%	41%	38%
	6 - 10	8%	5%	6%	10%	13%	17%	9%
	10 or more	3%	1%	2%	3%	4%	5%	3%
Total		100%	100%	100%	100%	100%	100%	100%

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By Income

	What is your annual income?											Total	
	<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +	Prefer not to say		
How many times did you play golf?	1	20%	21%	21%	21%	20%	23%	18%	16%	19%	17%	19%	19%
	2	29%	29%	32%	32%	33%	32%	35%	33%	32%	28%	31%	31%
	3 - 5	39%	35%	35%	37%	37%	35%	37%	39%	37%	40%	38%	37%
	6 - 10	8%	10%	9%	8%	7%	8%	7%	10%	10%	11%	9%	9%
	10 or more	4%	4%	2%	2%	3%	2%	3%	2%	2%	3%	3%	3%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

90. How many different courses did you play?

	2005	2003
1	36%	43%
2	32%	31%
3	15%	13%
4	8%	6%
5 or more	9%	7%

By Frequency of Golf Play

		How many times did you play golf?					Total
		1	2	3 - 5	6 - 10	10 or more	
How many different courses did you play?	1	99%	33%	15%	6%	4%	36%
	2	1%	66%	27%	11%	7%	32%
	3	0%	1%	35%	12%	8%	15%
	4	0%	0%	16%	16%	7%	8%
	5 or more		0%	6%	54%	73%	9%
Total		100%	100%	100%	100%	100%	100%

By State

		State							Total	
		NSW	VIC	QLD	SA	WA	TAS	ACT		NT
How many different courses did you play?	1	35%	36%	38%	39%	44%	37%	37%	38%	37%
	2	31%	38%	32%	29%	22%	24%	30%	20%	32%
	3	16%	14%	12%	15%	15%	13%	16%	24%	14%
	4	9%	7%	8%	8%	7%	8%	7%	6%	8%
	5 or more	10%	6%	9%	9%	12%	18%	10%	12%	9%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
How many different courses did you play?	1	43%	44%	37%	34%	30%	30%	36%
	2	31%	34%	35%	33%	29%	27%	32%
	3	15%	12%	15%	15%	16%	18%	15%
	4	6%	5%	6%	8%	11%	9%	8%
	5 or more	6%	5%	6%	10%	14%	16%	9%
Total		100%	100%	100%	100%	100%	100%	100%

91. What is important when selecting a holiday destination at which to play golf?

	2005	2003
Premium golf courses	55%	60%
Good climate	50%	-
Courses that are different to where I usually play	43%	55%
Courses that offer value for money	42%	49%
Different courses close to one another	40%	72%
Staying in on-course accommodation	25%	45%
Other holiday activities	24%	24%
A range of facilities	20%	22%
Courses that offer discounts	15%	24%
Other sporting activities	7%	12%
Close to home	6%	5%
Playing at the one course several times	5%	10%
Availability of child care facilities	4%	-
Other	5%	3%

Note: "-" indicates category not included in 2003 Australian Golfer Survey

By Length of Stay

	How long was the trip (nights)?				Total
	1 - 3 nights	4-7 nights	8-14 nights	15 or more nights	
Important factors in a golfing holiday destination					
Close to home	8%	4%	4%	3%	6%
A range of facilities	23%	19%	13%	12%	20%
Courses that offer discounts	17%	14%	13%	14%	15%
Courses that offer value for money	44%	43%	40%	41%	43%
Different courses close to one another	40%	43%	37%	35%	40%
Other holiday activities	22%	24%	28%	25%	24%
Other sporting activities	7%	7%	8%	7%	7%
Premium golf courses	56%	59%	58%	54%	57%
Playing at the one course several times	4%	5%	5%	7%	5%
Courses that are different to where I usually play	42%	43%	48%	49%	44%
Staying in on-course accommodation	29%	25%	18%	18%	25%
Good climate	47%	52%	54%	53%	50%
Availability of child care facilities	4%	4%	4%	3%	4%
Other	4%	4%	5%	6%	4%

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By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
Important factors in a golfing holiday destination	Close to home	9%	6%	7%	5%	5%	8%	6%
	A range of facilities	23%	20%	21%	22%	17%	16%	20%
	Courses that offer discounts	18%	18%	15%	14%	14%	16%	15%
	Courses that offer value for money	41%	40%	41%	43%	46%	46%	43%
	Different courses close to one another	35%	38%	39%	42%	41%	37%	40%
	Other holiday activities	21%	25%	28%	25%	20%	18%	24%
	Other sporting activities	12%	10%	10%	7%	4%	2%	7%
	Premium golf courses	58%	60%	58%	57%	51%	39%	55%
	Playing at the one course several times	5%	3%	4%	5%	6%	8%	5%
	Courses that are different to where I usually play	41%	39%	39%	46%	48%	44%	43%
	Staying in on-course accommodation	21%	21%	25%	28%	27%	26%	25%
	Good climate	46%	47%	49%	52%	53%	49%	50%
	Availability of child care facilities	1%	6%	9%	2%	0%		4%
Other	9%	5%	5%	4%	3%	6%	5%	

By Gender

		Gender		Total
		Male	Female	
Important factors in a golfing holiday destination	Close to home	6%	6%	6%
	A range of facilities	20%	18%	20%
	Courses that offer discounts	15%	19%	15%
	Courses that offer value for money	42%	44%	42%
	Different courses close to one another	40%	39%	40%
	Other holiday activities	23%	28%	24%
	Other sporting activities	7%	9%	7%
	Premium golf courses	57%	41%	55%
	Playing at the one course several times	5%	6%	5%
	Courses that are different to where I usually play	43%	46%	43%
	Staying in on-course accommodation	24%	33%	25%
	Good climate	49%	58%	50%
	Availability of child care facilities	4%	4%	4%
Other	5%	4%	5%	

By Income

		What is your annual income?										Total	
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		Prefer not to say
Important factors in a golfing holiday destination	Close to home	9%	8%	7%	6%	6%	5%	5%	5%	5%	5%	6%	6%
	A range of facilities	22%	24%	25%	24%	25%	22%	20%	19%	17%	13%	18%	20%
	Courses that offer discounts	23%	24%	22%	19%	18%	16%	13%	12%	11%	5%	15%	15%
	Courses that offer value for money	47%	52%	51%	47%	49%	47%	41%	38%	37%	25%	43%	42%
	Different courses close to one another	38%	39%	42%	38%	39%	40%	41%	38%	40%	41%	39%	40%
	Other holiday activities	20%	20%	22%	22%	25%	25%	23%	24%	26%	26%	24%	24%
	Other sporting activities	8%	7%	7%	7%	8%	8%	8%	8%	7%	8%	7%	7%
	Premium golf courses	46%	43%	48%	50%	54%	55%	56%	57%	63%	72%	53%	55%
	Playing at the one course several times	6%	7%	6%	4%	4%	5%	4%	4%	4%	4%	5%	5%
	Courses that are different to where I usually play	42%	48%	44%	44%	44%	45%	44%	38%	41%	38%	45%	43%
	Staying in on-course accommodation	24%	23%	26%	26%	26%	25%	25%	24%	24%	25%	25%	25%
	Good climate	49%	46%	47%	48%	49%	50%	49%	49%	52%	52%	51%	50%
	Availability of child care facilities	2%	3%	4%	4%	5%	4%	4%	5%	5%	4%	4%	4%
Other	8%	6%	5%	4%	4%	5%	3%	5%	3%	3%	6%	5%	

92. How many overseas trips have you taken in the last 12 months?

	2005
0	51%
1	28%
2	12%

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	2005
3	4%
4 or more	5%

By Income

	What is your annual income?											Total
	<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +	Prefer not to say	
How many overseas trips have you taken in the last 12 months?												
0	71%	68%	67%	66%	61%	56%	49%	48%	38%	21%	50%	51%
1	22%	24%	25%	24%	26%	28%	31%	32%	32%	30%	29%	28%
2	6%	6%	6%	7%	9%	11%	14%	11%	17%	21%	12%	12%
3	1%	1%	2%	2%	2%	3%	3%	4%	6%	10%	4%	4%
4 or more	1%	1%	1%	1%	2%	2%	4%	4%	7%	18%	5%	5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

By Golf Link

	Do you have a Golf Link card?		Total
	Yes	No	
How many overseas trips have you taken in the last 12 months?			
0	52%	50%	51%
1	28%	28%	28%
2	11%	12%	12%
3	4%	5%	4%
4 or more	4%	6%	5%
Total	100%	100%	100%

93. Were these overseas trips for?

	2005
Pleasure	57%
A combination of both business and pleasure	26%
Business	17%

Golf Industry Publications

94. Which golf magazines do you read regularly?

	2005	2003
Australian Golf Digest	39%	75%
Golf Australia	27%	52%
The Golfer Newspaper	20%	23%
Golf Magazine	10%	21%
Overseas publications	3%	10%
The Hacker	3%	5%
Golf & Leisure	3%	4%
Other	2%	3%
I don't buy golf magazines	36%	45%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
Which golf magazines do you buy?	Australian Golf Digest	45%	37%	41%	40%	38%	31%	39%
	Golf & Leisure	3%	3%	3%	3%	3%	3%	3%
	Golf Australia	30%	26%	29%	28%	26%	22%	27%
	Golf Magazine	12%	10%	11%	9%	10%	9%	10%
	Overseas publications	3%	3%	4%	3%	3%	3%	3%
	The Golfer Newspaper	17%	11%	16%	21%	28%	32%	20%
	The Hacker	3%	2%	3%	3%	3%	3%	3%
	Other	2%	2%	2%	2%	2%	2%	2%
	I don't buy golf magazines	34%	43%	36%	35%	32%	34%	36%

By Gender

		Gender		Total
		Male	Female	
Which golf magazines do you buy?	Australian Golf Digest	40%	31%	39%
	Golf & Leisure	3%	4%	3%
	Golf Australia	28%	24%	27%
	Golf Magazine	10%	11%	10%
	Overseas publications	3%	3%	3%
	The Golfer Newspaper	19%	26%	20%
	The Hacker	3%	2%	3%
	Other	2%	2%	2%
	I don't buy golf magazines	35%	39%	36%

By Income

		What is your annual income?										Prefer not to say	Total
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		
Which golf magazines do you buy?	Australian Golf Digest	41%	40%	38%	40%	39%	41%	41%	40%	40%	40%	36%	39%
	Golf & Leisure	2%	4%	3%	2%	2%	3%	1%	2%	4%	4%	3%	3%
	Golf Australia	25%	27%	28%	29%	27%	28%	30%	28%	29%	28%	25%	27%
	Golf Magazine	11%	11%	10%	10%	9%	10%	10%	12%	10%	9%	10%	10%
	Overseas publications	2%	3%	3%	3%	2%	2%	3%	3%	4%	6%	3%	3%
	The Golfer Newspaper	24%	28%	25%	21%	20%	18%	19%	17%	15%	13%	21%	20%
	The Hacker	4%	5%	4%	3%	3%	3%	3%	2%	3%	2%	3%	3%
	Other	2%	2%	2%	2%	1%	1%	1%	2%	3%	2%	2%	2%
	I don't buy golf magazines	35%	32%	34%	34%	36%	35%	34%	34%	35%	37%	38%	36%

The Australian Golfer Survey - 2005

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
Which golf magazines do you buy?	Australian Golf Digest	24%	53%	49%	41%	35%	26%	39%
	Golf & Leisure	2%	4%	3%	3%	3%	3%	3%
	Golf Australia	19%	35%	31%	29%	26%	21%	27%
	Golf Magazine	7%	12%	11%	10%	11%	10%	10%
	Overseas publications	2%	7%	5%	3%	2%	2%	3%
	The Golfer Newspaper	6%	33%	26%	21%	18%	16%	20%
	The Hacker	3%	2%	3%	3%	3%	2%	3%
	Other	1%	3%	3%	2%	2%	3%	2%
	I don't buy golf magazines	60%	22%	26%	31%	37%	48%	36%

By Type of Play

		How do you participate in golf?			Total
		Golf Club Member	A registered AGU social group (e.g. Golf Access Australia)	Casual Play (Ad hoc)	
Which golf magazines do you buy?	Australian Golf Digest	43%	36%	23%	39%
	Golf & Leisure	3%	2%	2%	3%
	Golf Australia	29%	36%	19%	27%
	Golf Magazine	11%	12%	8%	10%
	Overseas publications	4%	2%	2%	3%
	The Golfer Newspaper	23%	12%	6%	20%
	The Hacker	3%	6%	3%	3%
	Other	2%	3%	1%	2%
	I don't buy golf magazines	31%	31%	58%	36%

By Golf Link

		Do you have a Golf Link card?		Total
		Yes	No	
Golf magazine readership	Australian Golf Digest	43%	30%	39%
	Golf & Leisure	3%	3%	3%
	Golf Australia	29%	23%	27%
	Golf Magazine	11%	9%	10%
	Overseas publications	3%	3%	3%
	The Golfer Newspaper	23%	12%	20%
	The Hacker	3%	3%	3%
	Other	2%	2%	2%
	I don't buy golf magazines	30%	47%	36%
Total	100%	100%	100%	

95. Do you read any other magazines?

	2005	2003
Sport	32%	36%
Lifestyle	18%	23%
Finance	17%	21%
Travel	12%	17%
Car	12%	15%
Computer	11%	14%
Boating	7%	7%
Fashion	5%	6%
None	32%	26%

By Gender

		Gender		Total
		Male	Female	
What other magazines do you read?	Boating	7%	3%	7%
	Car	13%	3%	12%
	Computer	11%	6%	11%
	Fashion	2%	29%	5%
	Finance	18%	10%	17%
	Lifestyle	14%	47%	18%
	Sport	35%	14%	32%
	Travel	11%	22%	12%
	None	33%	26%	32%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
What other magazines do you read?	Boating	4%	5%	7%	8%	8%	5%	6%
	Car	18%	13%	12%	11%	11%	9%	12%
	Computer	9%	9%	10%	11%	12%	19%	11%
	Fashion	11%	8%	5%	5%	4%	3%	5%
	Finance	15%	15%	15%	17%	21%	22%	17%
	Lifestyle	19%	20%	18%	18%	18%	13%	18%
	Sport	43%	43%	39%	28%	22%	18%	32%
	Travel	6%	9%	9%	13%	18%	21%	12%
	None	28%	29%	32%	35%	33%	34%	32%

By Income

		What is your annual income?										Total	
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		Prefer not to say
What other magazines do you read?	Boating	4%	4%	6%	6%	6%	7%	6%	7%	7%	10%	6%	7%
	Car	13%	13%	11%	10%	12%	13%	13%	10%	12%	15%	11%	12%
	Computer	13%	14%	10%	11%	9%	10%	9%	10%	11%	8%	12%	11%
	Fashion	9%	6%	5%	5%	5%	3%	4%	4%	4%	4%	7%	5%
	Finance	7%	10%	10%	11%	13%	14%	16%	16%	25%	32%	18%	17%
	Lifestyle	17%	17%	18%	16%	15%	17%	17%	15%	18%	21%	20%	18%
	Sport	30%	32%	35%	36%	39%	35%	37%	37%	32%	30%	28%	32%
	Travel	8%	11%	13%	9%	10%	11%	11%	11%	11%	16%	15%	12%
	None	35%	33%	34%	34%	34%	33%	32%	34%	30%	26%	32%	32%

The Australian Golfer Survey - 2005

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
What other magazines do you read?	Boating	8%	3%	5%	7%	8%	6%	7%
	Car	15%	12%	11%	11%	13%	8%	12%
	Computer	15%	5%	8%	11%	12%	11%	11%
	Fashion	9%	5%	3%	4%	5%	17%	5%
	Finance	19%	10%	15%	17%	21%	14%	17%
	Lifestyle	25%	12%	13%	15%	19%	36%	18%
	Sport	37%	45%	34%	32%	31%	19%	32%
	Travel	13%	6%	9%	12%	15%	20%	12%
	None	23%	38%	38%	35%	28%	26%	32%

By Golf Link

		Do you have a Golf Link card?		Total
		Yes	No	
Other magazine readership	Boating	6%	7%	7%
	Car	11%	14%	12%
	Computer	10%	12%	11%
	Fashion	5%	7%	5%
	Finance	17%	17%	17%
	Lifestyle	16%	21%	18%
	Sport	30%	38%	32%
	Travel	11%	14%	12%
	None	35%	26%	32%
Total	100%	100%	100%	

96. Who is your favourite Australian golfer?

	2005
Adam Scott	24%
Greg Norman	21%
Peter Lonard	15%
Stuart Appleby	12%
Craig Parry	7%
Robert Allenby	3%
Nick O'Hern	2%
Mark Hensby	2%
Karrie Webb	2%
Steve Elkington	2%
Peter Senior	2%
Ian Baker Finch	1%
Aaron Baddeley	1%
Rachel Hetherington	1%
Other	4%

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
Who is your favourite Australian golfer?	Aaron Baddeley	1%	2%	1%	1%	1%	1%	1%
	Adam Scott	39%	30%	21%	22%	22%	21%	24%
	Craig Parry	4%	5%	7%	7%	8%	8%	7%
	Greg Norman	15%	18%	22%	22%	21%	21%	21%
	Ian Baker Finch	1%	1%	1%	1%	2%	2%	1%
	Karrie Webb	2%	2%	2%	3%	3%	2%	2%
	Mark Hensby	3%	2%	2%	2%	2%	4%	2%
	Nick O'Hern	2%	2%	2%	3%	3%	4%	3%
	Peter Lonard	12%	16%	18%	16%	14%	12%	16%
	Peter Senior	1%	1%	2%	2%	2%	3%	2%
	Rachel Hetherington	0%	1%	1%	1%	1%	1%	1%
	Robert Allenby	3%	3%	3%	3%	2%	3%	3%
	Steve Elkington	2%	1%	2%	2%	2%	2%	2%
	Stuart Appleby	10%	13%	13%	11%	12%	12%	12%
	Other	5%	5%	3%	4%	5%	3%	4%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
Who is your favourite Australian golfer?	Aaron Baddeley	1%	2%	1%
	Adam Scott	24%	22%	24%
	Craig Parry	7%	6%	7%
	Greg Norman	21%	15%	21%
	Ian Baker Finch	1%	2%	1%
	Karrie Webb	1%	13%	2%
	Mark Hensby	3%	1%	2%
	Nick O'Hern	3%	1%	2%
	Peter Lonard	16%	12%	15%
	Peter Senior	2%	1%	2%
	Rachel Hetherington	1%	3%	1%
	Robert Allenby	3%	2%	3%
	Steve Elkington	2%	1%	2%
	Stuart Appleby	12%	12%	12%
	Other	4%	6%	4%
Total	100%	100%	100%	

97. How would you describe your golf viewing habits on TV?

	2005	2003
I like watching golf but tend to only watch the major tournaments	54%	54%
I am an avid watcher of golf and watch as much as I can	43%	42%
I don't like watching golf on TV	3%	4%

The Australian Golfer Survey - 2005

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
How would you describe your golf viewing habits on TV?	I am an avid watcher of golf and watch as much as I can	41%	36%	45%	45%	43%	42%	43%
	I like watching golf but tend to only watch the major tournaments	53%	58%	52%	52%	55%	55%	54%
	I don't like watching golf on TV	6%	5%	4%	2%	1%	2%	3%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
How would you describe your golf viewing habits on TV?	I am an avid watcher of golf and watch as much as I can	44%	36%	43%
	I like watching golf but tend to only watch the major tournaments	54%	56%	54%
	I don't like watching golf on TV	3%	8%	3%
Total		100%	100%	100%

By Income

		What is your annual income?										Total	
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		Prefer not to say
How would you describe your golf viewing habits on TV?	I am an avid watcher of golf and watch as much as I can	46%	49%	47%	47%	44%	44%	42%	42%	42%	38%	40%	43%
	I like watching golf but tend to only watch the major tournaments	48%	49%	50%	50%	54%	52%	56%	56%	55%	59%	56%	54%
	I don't like watching golf on TV	6%	2%	3%	3%	3%	3%	2%	2%	3%	2%	4%	3%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
How would you describe your golf viewing habits on TV?	I am an avid watcher of golf and watch as much as I can	21%	63%	56%	47%	35%	26%	43%
	I like watching golf but tend to only watch the major tournaments	68%	36%	43%	51%	62%	67%	54%
	I don't like watching golf on TV	11%	2%	1%	1%	3%	7%	3%
Total		100%	100%	100%	100%	100%	100%	100%

98. Which Pay TV provider do you subscribe to?

	2005	2003
Foxtel	40%	38%
Austar	9%	9%
Optus	4%	5%
None	47%	48%

The Australian Golfer Survey - 2005

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
Which Pay TV provider do you subscribe to?	Austar	11%	6%	9%	10%	12%	12%	9%
	Foxtel	40%	38%	40%	43%	42%	33%	40%
	Optus	4%	3%	4%	4%	4%	3%	4%
	None	45%	53%	48%	43%	42%	52%	47%
Total		100%	100%	100%	100%	100%	100%	100%

By Gender

		Gender		Total
		Male	Female	
Which Pay TV provider do you subscribe to?	Austar	9%	12%	9%
	Foxtel	41%	37%	40%
	Optus	4%	3%	4%
	None	46%	48%	47%
Total		100%	100%	100%

By Income

		What is your annual income?											Total
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +	Prefer not to say	
Which Pay TV provider do you subscribe to?	Austar	12%	16%	12%	11%	11%	11%	9%	8%	7%	5%	8%	9%
	Foxtel	30%	29%	33%	34%	37%	37%	38%	43%	46%	61%	39%	40%
	Optus	4%	3%	3%	3%	3%	4%	6%	5%	5%	3%	4%	4%
	None	54%	52%	52%	52%	49%	48%	47%	43%	42%	32%	48%	47%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
Which Pay TV provider do you subscribe to?	Austar	4%	14%	12%	10%	8%	9%	9%
	Foxtel	34%	41%	42%	42%	39%	38%	40%
	Optus	4%	2%	3%	4%	4%	3%	4%
	None	58%	43%	43%	44%	48%	51%	47%
Total		100%	100%	100%	100%	100%	100%	100%

99. What golf events/shows do you watch on Pay TV?

	2005	2003
Men's US PGA Tour Events	93%	92%
Men's Australian Tour Events	74%	78%
The Golf Show on Fox Sports	65%	72%
Ladies' US LPGA Tour Events	47%	53%
Ladies' Australian Tour Events	33%	42%
US Champions Tour Events (Senior Tour)	33%	37%
Other	11%	7%
None	3%	4%

The Australian Golfer Survey - 2005

By Age

		Age						Total
		15-24	24-34	35-44	45-54	55-64	65 +	
Which golf events watch on pay TV	Men's US PGA Tour Events	93%	92%	92%	95%	95%	93%	94%
	Men's Australian Tour Events	71%	63%	72%	76%	82%	84%	74%
	The Golf Show on Fox Sports	65%	63%	68%	68%	61%	58%	65%
	Ladies' US LPGA Tour Events	39%	32%	43%	53%	57%	64%	48%
	Ladies' Australian Tour Events	26%	17%	27%	37%	43%	51%	33%
	US Champions Tour Events	31%	23%	28%	36%	39%	44%	33%
	Other	13%	11%	11%	11%	10%	12%	11%
	None	3%	4%	3%	2%	2%	1%	3%

By Gender

		Gender		Total
		Male	Female	
Which golf events watch on pay TV	Men's US PGA Tour Events	94%	86%	93%
	Men's Australian Tour Events	74%	71%	74%
	The Golf Show on Fox Sports	67%	51%	65%
	Ladies' US LPGA Tour Events	43%	77%	47%
	Ladies' Australian Tour Events	28%	66%	33%
	US Champions Tour Events	33%	33%	33%
	Other	11%	9%	11%
	None	2%	7%	3%

By Income

		What is your annual income?										Total	
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +		Prefer not to say
Which golf events watch on pay TV	Men's US PGA Tour Events	93%	95%	94%	95%	94%	94%	96%	95%	93%	94%	92%	93%
	Men's Australian Tour Events	78%	83%	79%	78%	75%	73%	77%	72%	69%	71%	73%	74%
	The Golf Show on Fox Sports	68%	70%	69%	71%	70%	66%	70%	64%	63%	58%	62%	65%
	Ladies' US LPGA Tour Events	54%	58%	55%	51%	45%	53%	47%	43%	40%	39%	50%	47%
	Ladies' Australian Tour Events	41%	46%	40%	39%	31%	33%	33%	28%	25%	23%	35%	33%
	US Champions Tour Events	33%	36%	41%	37%	35%	34%	33%	31%	28%	28%	33%	33%
	Other	16%	12%	13%	13%	11%	7%	10%	9%	9%	10%	12%	11%
	None	3%	1%	2%	2%	2%	4%	2%	2%	3%	3%	3%	3%

By Handicap

		What is your official handicap?						Total
		I don't have a handicap	0 - 4	5 - 12	13 - 19	20 - 27	28 or higher	
Which golf events watch on pay TV	Men's US PGA Tour Events	84%	97%	97%	96%	93%	85%	93%
	Men's Australian Tour Events	58%	78%	78%	78%	73%	62%	74%
	The Golf Show on Fox Sports	46%	72%	74%	69%	59%	43%	65%
	Ladies' US LPGA Tour Events	30%	47%	50%	49%	47%	60%	47%
	Ladies' Australian Tour Events	17%	32%	34%	34%	33%	44%	33%
	US Champions Tour Events	19%	36%	37%	34%	32%	35%	33%
	Other	10%	15%	11%	11%	10%	10%	11%
	None	10%	1%	1%	1%	3%	8%	3%

Banking & Credit Cards

100. Which bank or banks are you a customer of?

	2005
Commonwealth	30%
ANZ	25%
Westpac	22%
National	22%
St George	11%
Other	27%

101. What credit cards do you hold?

	2005	2003
Visa	65%	78%
Mastercard	37%	36%
American Express	29%	29%
Diners	8%	8%
Bankcard	7%	10%

By type

	Standard	Gold	Platinum	Other
American Express	31%	58%	6%	5%
Bankcard	83%	13%	1%	3%
Diners	83%	7%	5%	5%
Diners co-branded	65%	15%	6%	14%
MasterCard	52%	40%	7%	1%
MasterCard co-branded	56%	34%	5%	5%
Visa	52%	44%	3%	1%
Visa co-branded	55%	39%	3%	3%

By Golf Link

	Standard	Gold	Platinum	Other
American Express	30%	59%	6%	5%
Bankcard	82%	15%	1%	2%
Diners	83%	8%	5%	4%
Diners co-branded	64%	16%	5%	15%
MasterCard	50%	42%	7%	1%
MasterCard co-branded	55%	36%	4%	5%
Visa	50%	45%	3%	2%
Visa co-branded	55%	40%	2%	3%

Note: Figures represent the percentage of respondents in each category who indicated they have a Golf Link card

102. Which of the following golf purchases do you make on your credit card?

	2005
Golf accessories (bags, buggies etc)	69%
Golf Hardware (clubs)	65%
Apparel	65%
Golf participation costs (green fees, membership)	51%
Holidays/Travel	51%
Magazines	13%
Other	11%

By Golf Link

		Do you have a Golf Link card?		Total
		Yes	No	
Golf purchases made on credit card	Apparel	68%	57%	65%
	Golf accessories	72%	64%	69%
	Golf participation	51%	50%	51%
	Golf Hardware (clubs)	68%	59%	65%
	Holidays/Travel	53%	45%	51%
	Magazines	14%	12%	13%
	Other	10%	14%	11%
Total		100%	100%	100%

By Preference for Annual Fee Notification by Email

		Would you like to receive your annual fee notice via email and be able to pay for it over the Internet, with numerous payment options?		Total
		Yes	No	
Golf purchases made on credit card	Apparel	70%	61%	68%
	Golf accessories	73%	65%	71%
	Golf participation	53%	41%	50%
	Golf Hardware (clubs)	69%	62%	67%
	Holidays/Travel	55%	46%	53%
	Magazines	15%	11%	14%
	Other	9%	13%	10%
Total		100%	100%	100%

103. What brands do you associate with Adam Scott?

	2005
Titleist	36%
MasterCard	20%
TaylorMade	3%
American Express	3%
Nike	2%
Callaway	2%
Visa	2%
Don't know	51%

The Australian Golfer Survey - 2005

By Age

		Age						Total
		15-24	25-34	35-44	45-54	55-64	65 +	
Brands associated with Adam Scott	Titleist	58%	51%	43%	29%	22%	16%	36%
	Callaway	2%	2%	2%	2%	2%	1%	2%
	TaylorMade	2%	3%	4%	3%	3%	3%	3%
	Nike	3%	2%	2%	2%	2%	2%	2%
	MasterCard	27%	28%	25%	16%	12%	9%	20%
	Visa	2%	2%	2%	1%	1%	1%	2%
	American Express	4%	4%	2%	2%	2%	2%	3%
Don't know	31%	37%	42%	58%	66%	74%	51%	
Total		100%	100%	100%	100%	100%	100%	100%

104. Which of the following Australian tournaments do you have a strong interest in?

	2005
Australian Open	86%
MasterCard Masters	43%
Cadbury Schweppes PGA Championship	30%
None of these	26%

By Golf Link

		Do you have a Golf Link card?		Total
		Yes	No	
Strong interest in Australian tournaments	Australian Open	88%	82%	86%
	Cadbury Schweppes	32%	24%	30%
	MasterCard Masters	46%	35%	43%
	None of these	29%	21%	26%
Total		100%	100%	100%

By Age

		Age						Total
		15-24	25-34	35-44	45-54	55-64	65 +	
Strong interest in Australian tournaments	Australian Open	85%	82%	86%	87%	89%	90%	86%
	Cadbury Schweppes	31%	24%	29%	31%	32%	34%	30%
	MasterCard Masters	43%	41%	46%	43%	42%	41%	43%
	None of these	27%	21%	25%	26%	31%	35%	27%
Total		100%	100%	100%	100%	100%	100%	100%

By State

		State								Total
		NSW	VIC	QLD	SA	WA	TAS	ACT	NT	
Strong interest in Australian tournaments	Australian Open	89%	87%	88%	78%	87%	89%	91%	87%	87%
	Cadbury Schweppes	31%	21%	46%	25%	25%	33%	39%	22%	31%
	MasterCard Masters	40%	53%	45%	28%	38%	46%	48%	32%	44%
	None of these	25%	16%	30%	83%	22%	25%	30%	36%	28%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%

By Income

		What is your annual income?											Total
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +	Prefer not to say	
Strong interest in Australian tournament:	Australian Open	86%	88%	87%	88%	87%	87%	85%	87%	86%	84%	86%	
	Cadbury Schwepp	35%	34%	32%	31%	30%	31%	28%	30%	28%	27%	30%	
	MasterCard Maste	44%	46%	48%	45%	46%	44%	43%	43%	43%	39%	40%	
	None of these	33%	33%	30%	30%	28%	27%	27%	26%	24%	22%	24%	
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

105. How many Australian tournaments have you attended in the last 12 months as an on course spectator?

	2005
0	61%
1	30%
2	7%
3	1%
4 or more	0%

By Golf Link

		Do you have a Golf Link card?		Total
		Yes	No	
How many Australian tournaments have you attended in the last 12 months as an on course spectator?	0	57%	71%	61%
	1	33%	23%	30%
	2	9%	5%	7%
	3	1%	1%	1%
	4 or more	1%	0%	0%
Total		100%	100%	100%

By Age

		Age						Total
		15-24	25-34	35-44	45-54	55-64	65 +	
How many Australian tournaments have you attended in the last 12 months as an on course spectator?	0	57%	63%	63%	61%	61%	62%	61%
	1	30%	29%	29%	30%	31%	28%	30%
	2	9%	7%	7%	8%	7%	8%	7%
	3	2%	1%	1%	1%	1%	1%	1%
	4 or more	1%	0%	0%	0%	0%	0%	0%
Total		100%	100%	100%	100%	100%	100%	100%

By State

		State								Total
		NSW	VIC	QLD	SA	WA	TAS	ACT	NT	
How many Australian tournaments have you attended in the last 12 months as an on course spectator?	0	69%	48%	64%	35%	78%	83%	81%	91%	61%
	1	26%	35%	31%	56%	20%	15%	17%	8%	30%
	2	4%	14%	5%	8%	2%	3%	2%	1%	7%
	3	0%	2%	0%	1%	1%		0%		1%
	4 or more	0%	1%	0%	0%			0%		0%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%

By Income

		What is your annual income?											Total
		<\$30,000	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 - \$79,999	\$80,000 - \$89,999	\$90,000 - \$99,999	\$100,000 - \$149,999	\$150,000 +	Prefer not to say	
How many Australian tournaments have you attended in the last 12 months as an on course spectator?	0	63%	62%	61%	63%	60%	63%	59%	60%	58%	59%	64%	61%
	1	29%	28%	29%	29%	30%	28%	31%	30%	33%	31%	28%	30%
	2	6%	8%	9%	7%	8%	6%	9%	8%	8%	9%	6%	7%
	3	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
	4 or more	1%	0%	0%	1%	0%	1%	0%	1%	0%	0%	1%	0%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%