



# Minority Golf Participation in the United States

2010 edition

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## Introduction & Methodology

This report is based on the past three annual golf participation studies conducted by NGF. Each January we survey a random sample of 40,000 Americans via the Synovate consumer online panel. Synovate is a global market research company headquartered in Chicago, Ill.

As part of the survey, respondents indicate their race. In a given year, the number of minority respondents isn't large enough for accurate analysis, so we employ a three-year rolling approach, combining three years of data for each year's estimate:

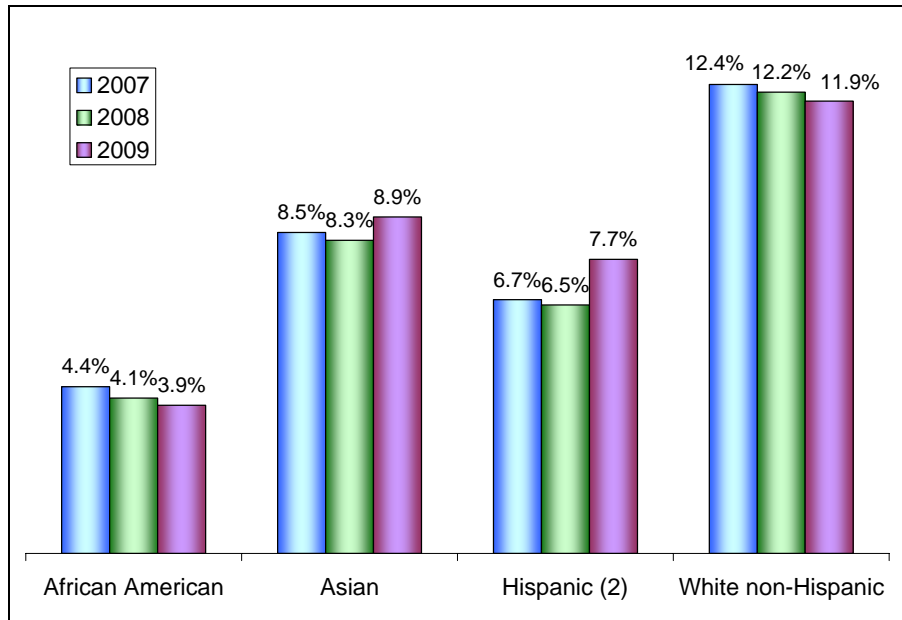
Data year	Estimate based on data from years:
2007	2005, 2006, 2007
2008	2006, 2007, 2008
2009	2007, 2008, 2009

Note: We ask about participation for the current and previous two years in each survey.

Internet consumer panels have a certain built-in bias because they tend to exclude lower-income individuals, *i.e.*, those more likely to be without computers or Internet access. As a result, figures for minority participation may be somewhat inflated. Nevertheless, conducting the survey in the same way each year ensures that we have a very good sense of how minority participation is trending over time.

## Participation Rates by Race

Participation Rates (1)



Source: NGF

- (1) The participation rate is the percentage of the population or given demographic segment, ages 6 and above, who played at least one round of golf in the given year.
- (2) Hispanic is not a distinct racial category. People of Hispanic origin can be of any race.

## Margin of Error

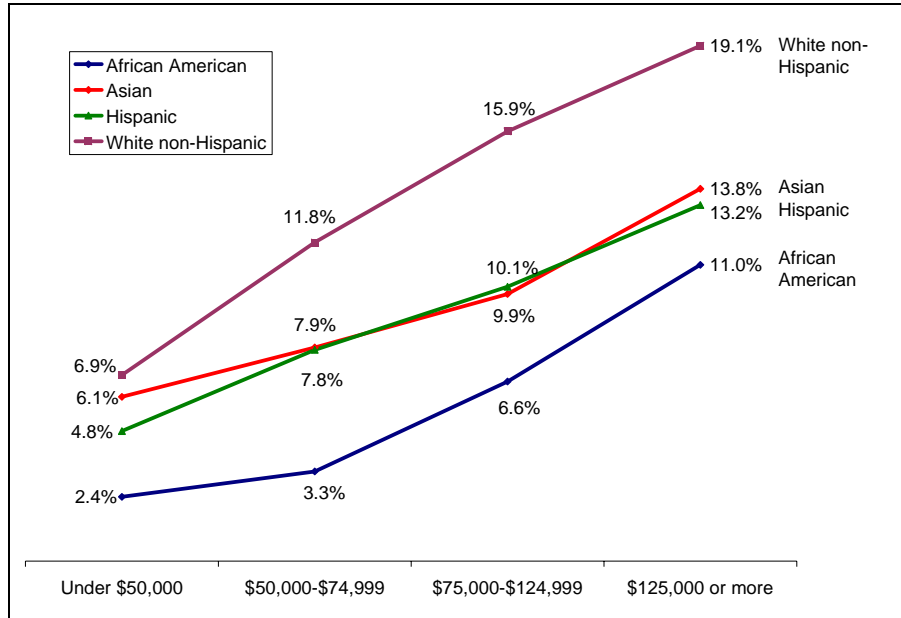
The margin of error on the participation rate (in percentage points) is:

African American.....	+/- 0.4
Asian .....	+/- 0.8
Hispanic .....	+/- 0.7
White non-Hispanic .....	+/- 0.2

## Participation Rates by Household Income and Race

Golf participation is highly correlated to income, regardless of race. Although participation rates increase by income level for all races, the actual participation rates are lower for non-Caucasian.

**Participation Rates by Household Income and Race**

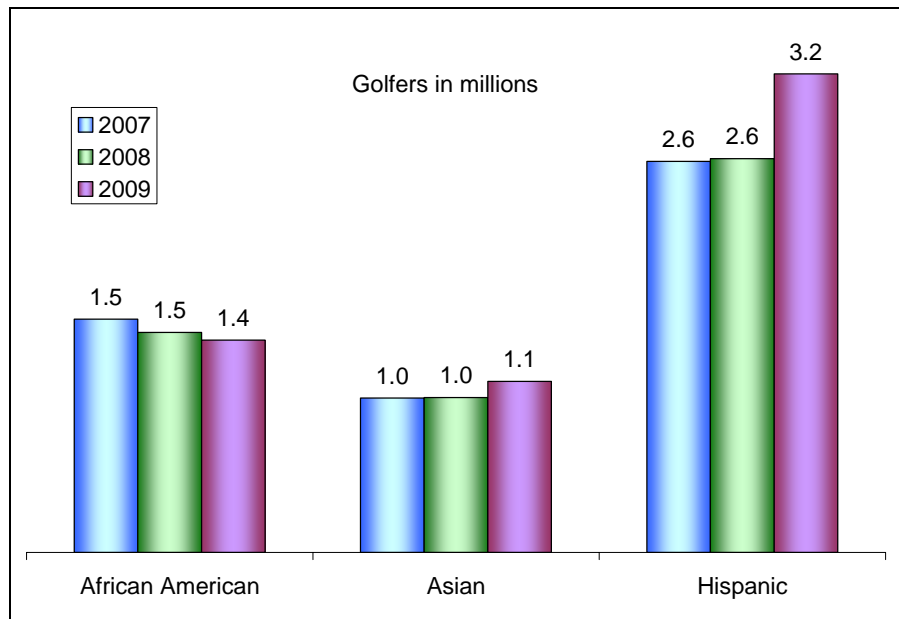


Source: NGF

## Number of Golfers

This chart shows the participation rates previously described multiplied by the population in each racial group. Note that the increase seen in Hispanic golfers in 2009 is likely the result of sampling error, and something we will watch for in the future.

**Number of Golfers Ages 6 and Above**



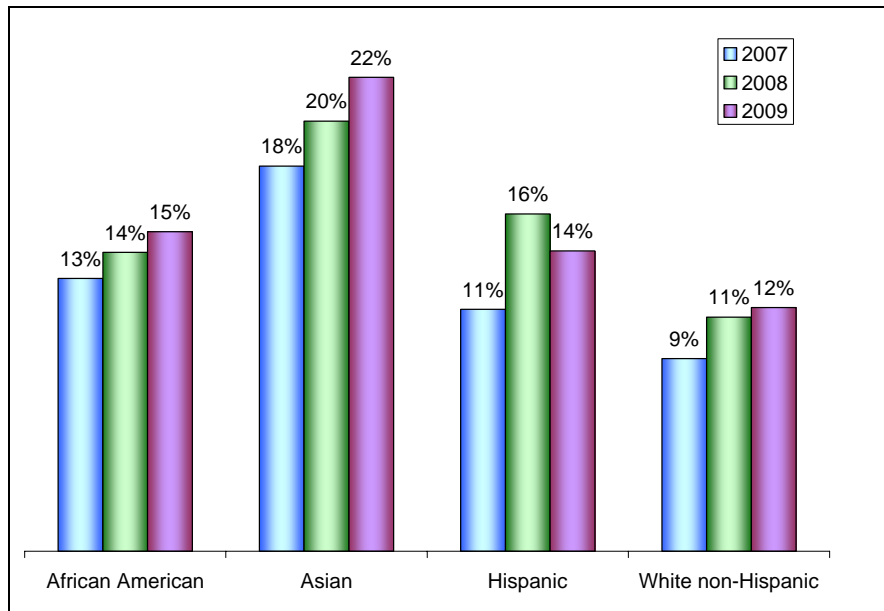
Source: NGF

## Interest in Playing Golf among Non-Golfers

The charts below show interest in playing golf among non-golfers (including those who have never played and former golfers).

A smaller percentage of Caucasian non-golfers (white non-Hispanic) express interest in playing the game compared to other races. Perhaps that is because golf has historically been dominated by Caucasians, and most have already decided how they feel about the game. Meanwhile, other races are now beginning to discover golf and are more open to it.

**Percentage of Interested Non-Golfers (1)**



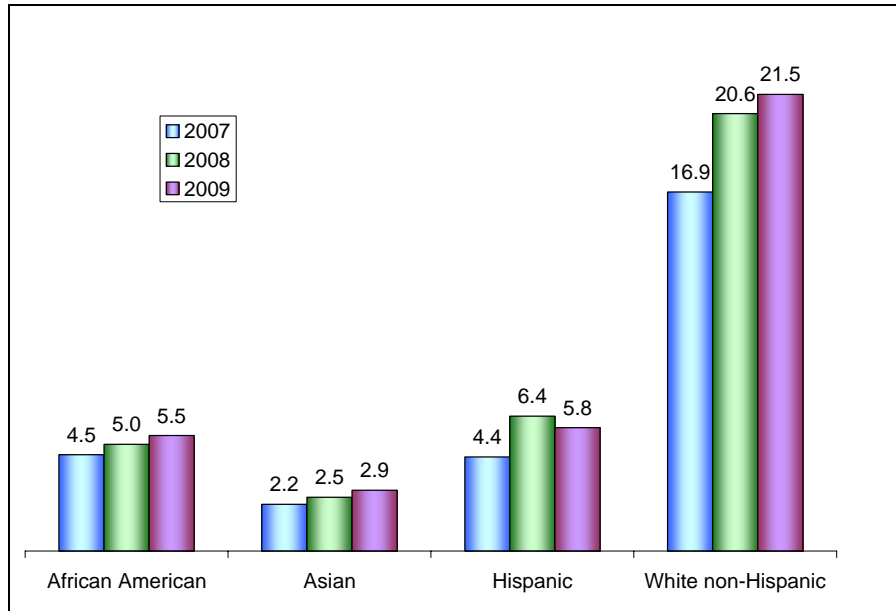
Source: NGF

- (1) Percentage of non-golfers ages 6 and above who are very or somewhat interested in playing golf.

This chart shows the percentage of interested non-golfers previously described multiplied by the non-golfer population in each racial group

Non-golfer interest has generally been on the rise over the past few years.

**Number of Interested Non-Golfers (millions)**



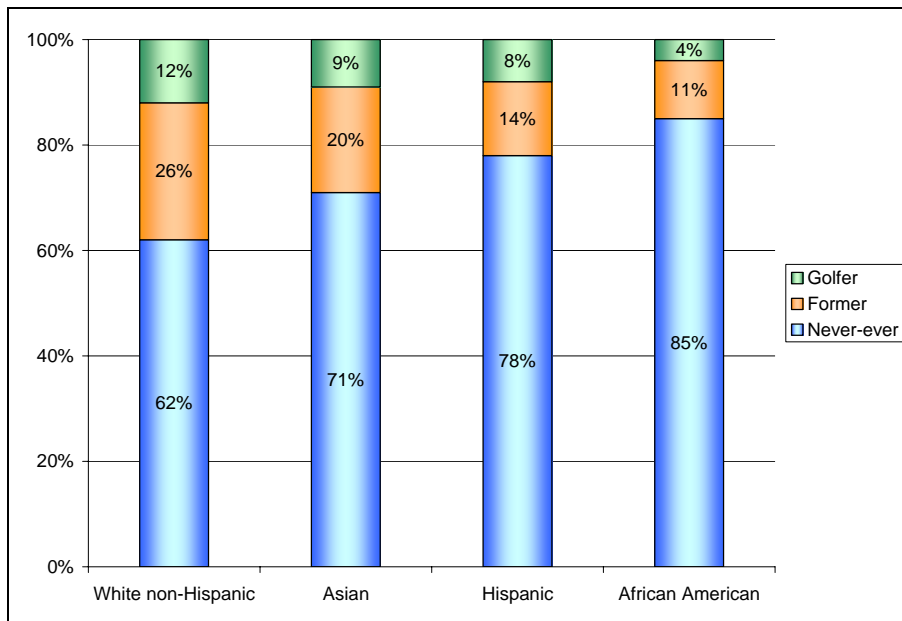
Source: NGF

## Summary

We estimate there are a total of 5.7 million minority golfers in the U.S., or 21% of the total 27.1 million. These same three ethnic groups – African American, Asian and Hispanic – make up 33% of the total U.S. population. Thus, minorities are under-represented in golf vs. the total population, but not dramatically so. And some of this under-representation has more to do with income, than with interest.

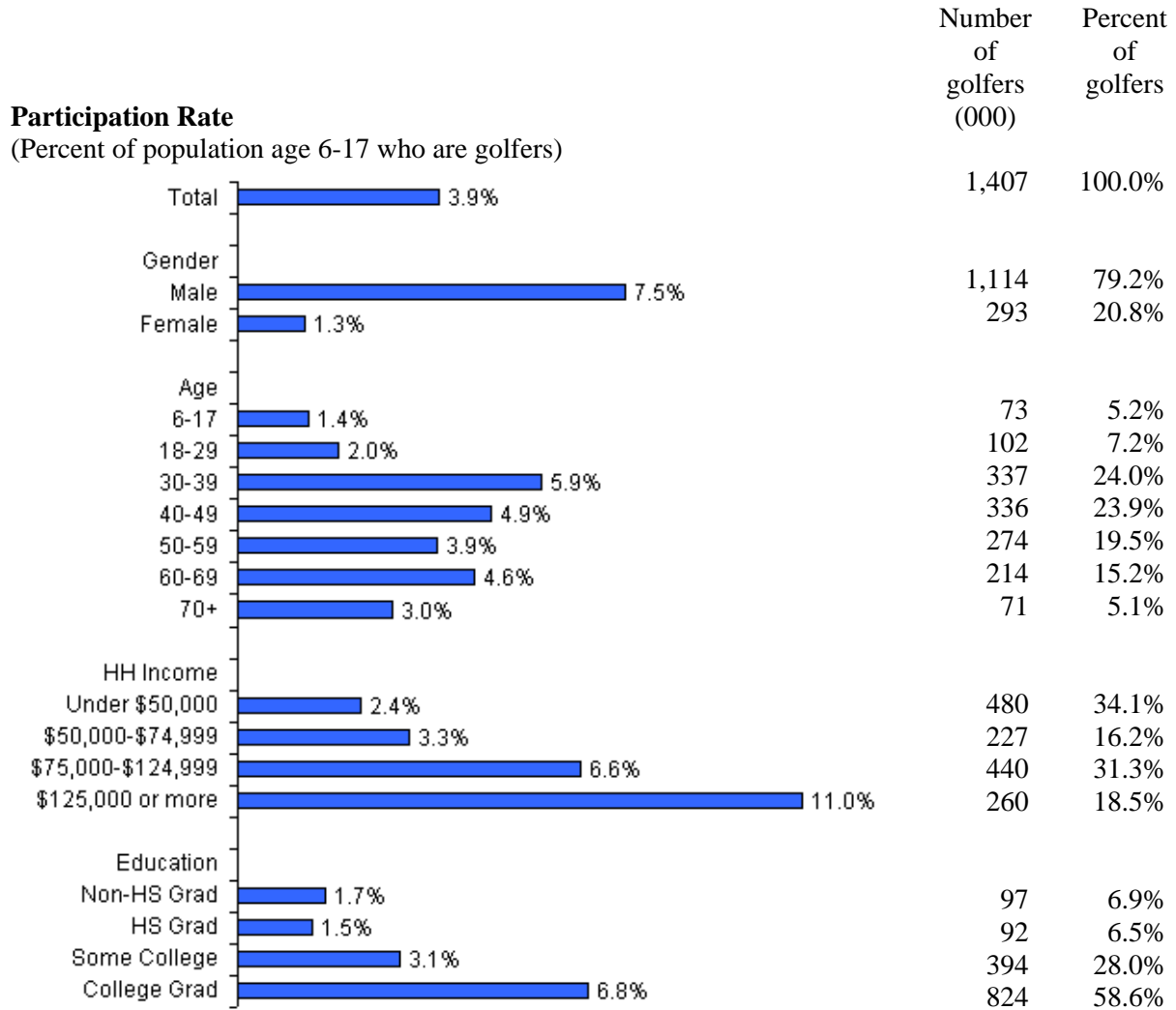
The chart below shows the percentage of each racial category who currently golf, formerly golfed and never played. Whites have the highest percentage of overall exposure to the game, followed by Asian.

**Golfers and Non-Golfers by Race**



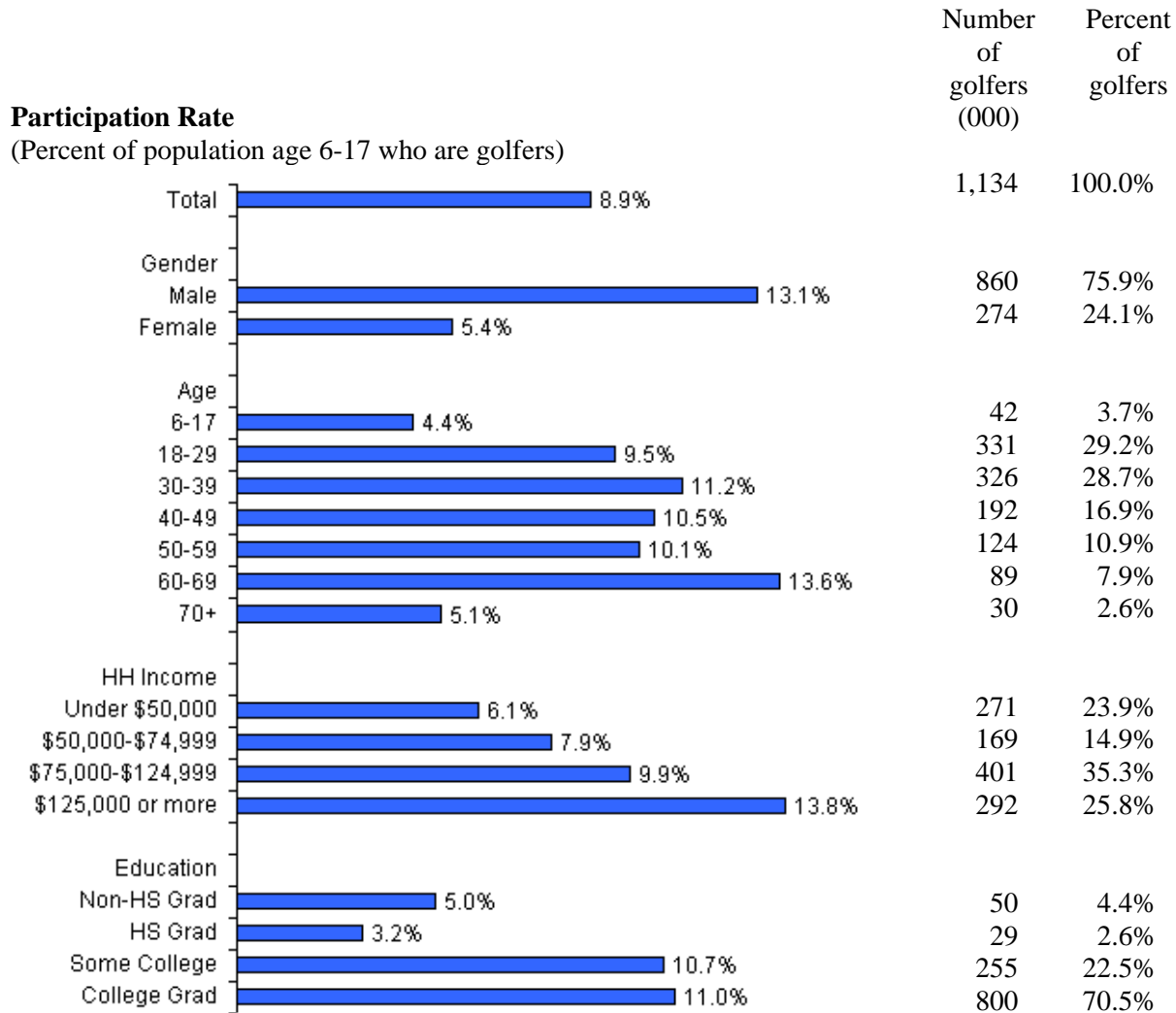
Source: NGF

## African American Golfer Demographic Profile



Source: NGF

## Asian American Golfer Demographic Profile

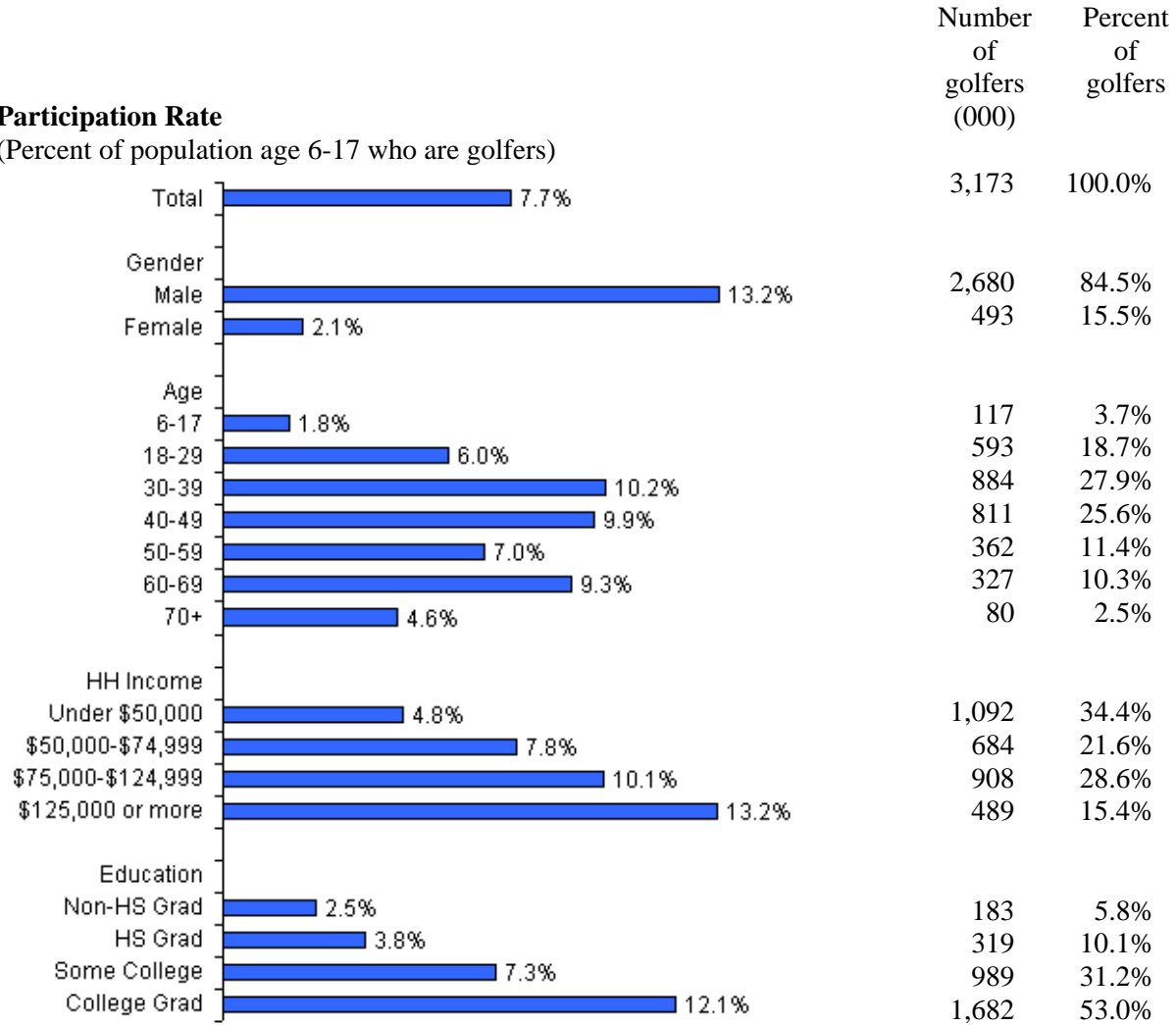


Source: NGF

## Hispanic American Golfer Demographic Profile

### Participation Rate

(Percent of population age 6-17 who are golfers)



Source: NGF