



EXECUTIVE WOMEN'S GOLF ASSOCIATION (EWGA) MEMBERSHIP PROFILE

Overview

EWGA Members represent a dynamic, unique and influential group of professional and executive women.

- EWGA members come from nearly every corner of America
- Members are consistently affluent, but not the 'wealthiest' Americans
- Majority is suburban in location and lifestyle
- Access to golf definitively impacts membership
- A portion of members are 'marching' upward in their career and in society
- A different portion is moving past their peak career years, and are now slowing down to enjoy the harvest of all the years of hard work
- 79% have a college or advance level degree
- 76% have been members more than one year

Demographics

- 66% are between the ages of 36 and 55
- 34% have a personal annual income between \$50,000 - \$80,000
- 47% have a personal annual income in excess of \$80,000
- 23% have a total household annual income between \$50,000-\$80,000
- 74% have a total household annual income in excess of \$80,000

Functional Job Title	%
Small Business Owner (under 100 employees)	10%
CEO/President	1%
Senior Management (COO, CFO, CIO, CMO, Director, etc.)	13%
Professional (CPA, Attorney, MD, Engineer, PhD, Architect, Nurse, Pilot, Programmer, Pharmacist, etc.)	21%
Middle Manager (Dept mgr, Office Mgr, etc.)	15%
Supervisor	1%
Government employee/Military Personnel	3%
Office Support (Admin asst, secretary, clerk, receptionist, etc.)	3%
Support staff	2%
Educator	5%
Technical and Paraprofessional	3%
Sales professional	7%
Consultant	4%
Other	9%



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EWGA Member Golf Skill Level, Playing Habits Golf-Related Spending

Golf Skill Level

- 3% new golfers (just getting started)
- 15% beginning golfers (working on being able to perform the basic skills with consistency)
- 60% intermediate golfers (can execute the basic skills with some consistency on the golf course and is comfortable playing golf in most settings)
- 23% advanced golfers (understand and can execute a variety of shots from different lies and conditions and can play under all types of conditions and formats)

Playing Habits

- 62% of EWGA members are Avid golfers, playing 25 or more rounds per year. This is considerably more than the total golf populations' Avid golfer make-up of 23%. A total of 32% of EWGA members are Core golfers (8-24 rounds) and 6% are Occasional golfers (1-7 rounds).
- The average number of 18-hole starts for a new and existing EWGA member was 24 while the average number of 9-hole starts was 13.

Golf-Related Spending

- Women who joined the EWGA in 2006 and played golf prior to joining also reported a considerable commitment to the game, playing an average 31 (nine or more holes), and spending an average \$2,864 (not including travel). These women also spent an average \$2,850 on golf-related travel.
- Women who entered the game through the EWGA averaged 14 rounds of golf (nine or more holes); are considered Core golfers; and spent an average \$1,824 (not including travel). On golf-related travel, these women spent an average \$1,565.
- Each EWGA chapter generates more than \$512,000 in golf-related spending.

Source: 2006 Golf Participation Survey of EWGA members conducted in conjunction with the PGA of America

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