



## EXECUTIVE WOMEN'S GOLF ASSOCIATION (EWGA) MEMBERSHIP PROFILE

### Overview

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

- EWGA members come from nearly every corner of the U.S. (and select international locations)
- Members are consistently affluent, but not the 'wealthiest' Americans
- Majority is suburban in location and lifestyle
- Access to golf definitively impacts membership
- The vast majority, while in different life stages, are in their peak earning years
- 84% have a college or advance level degree

### Demographics

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- 36% have a personal annual income between \$50,000 - \$100,000
- 25% have a personal annual income in excess of \$100,000
- 22% have a total household annual income between \$50,000-\$100,000
- 45% have a total household annual income in excess of \$100,000

Functional Job Title	%
Small Business Owner (under 100 employees)	10%
CEO/President	2%
Senior Management (COO, CFO, CIO, CMO, Director, etc.)	13%
Professional (CPA, Attorney, MD, Engineer, PhD, Architect, Nurse, Pilot, Programmer, etc.)	19%
Middle Manager (Dept Mgr, Office Mgr, etc.)	12%
Government Employee/Military Personnel	3%
Office Support (Admin Asst, Secretary, Clerk, Receptionist, etc.)	2%
Educator	6%
Technical and Paraprofessional	3%
Sales Professional	7%
Consultant	4%
Unemployed, seeking work	2%
Work at Home / Stay at Home	2%
Other	11%

*Sources: 2010 EWGA Member Satisfaction Survey and 2009 EWGA Member Segmentation Study*

*Updated January 2011*



## EXECUTIVE WOMEN'S GOLF ASSOCIATION (EWGA) MEMBERSHIP PROFILE

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

#### **Golf Skill Level**

- 2% new golfers (just getting started)
- 14% beginning golfers (working on being able to perform the basic skills with consistency)
- 63% intermediate golfers (can execute the basic skills with some consistency on the golf course and is comfortable playing golf in most settings)
- 21% 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**

- 70% 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 26% of EWGA members are Core golfers (8-24 rounds) and 4% are Occasional golfers (1-7 rounds).
- EWGA members in 2010 played an average of 35 rounds of golf (18-hole equivalent rounds), representing an average of 4,300 rounds of golf per local Chapter.

#### **Golf-Related Spending**

- In 2010, EWGA members played an average of 35 18-hole equivalent rounds and spent an average of \$4,533 on golf activities, equipment and golf-related travel.
- Women who joined the EWGA in 2010 and played golf prior to joining also reported a considerable commitment to the game, playing an average 32 (nine or more holes), and spending an average of \$3,775 on golf fees, lessons, equipment, food and beverage, and golf-related travel.
- Women who entered the game through the EWGA in 2010 averaged 22 rounds of golf (nine or more holes); are considered Core golfers; and spent an average of \$3,080 on golf fees, lessons, equipment, food and beverage and golf-related travel.
- Each EWGA chapter generates more than \$550,000 in golf-related spending in their community. With over 120 Chapters Association-wide, EWGA represents economic clout of nearly \$70 million annually to the golf industry.

*Source: 2010 Golf Participation Survey of EWGA members conducted in conjunction with the PGA of America*

*Updated January 2011*