

The Met Golfer



MET GOLFER READERSHIP SURVEY

[Readership Study: December 2009 / 1,963 Respondents]

GENERAL

Male	90.3%
Female	9.7%
Married	84.8%
Median Age	57.8
Median HHI (Projected)	\$250,000
Average HHI	\$347,365
Median Net Worth (Projected)	\$1,600,000
Average Net Worth	\$3,104,867
Graduated College +	79.1%
Post-Graduate Study	47.5%

READERSHIP

Audience reading 5 of last 5 issues	64.1%
Audience reading 2 or more of last 5 issues	85.7%
Total adult readers per copy	1.62
Average reading time per issue	38 minutes
Editorial Quality: Excellent, Very Good or Good	94.0%
Read Cover to Cover	53.2%
Read Cover Story	85.0%
Read Around the Met	76.8%
Read Inside the Rules	88.7%
Read Instruction	80.1%
Read Club Focus	81.6%
Read Golf Equipment	82.1%
Read Up Close Profile	74.7%
Read Travel Focus	69.5%

OWNERSHIP/PURCHASES

Own primary residence	93.1%
Number of passenger cars/SUVs owned by household	2.44
Average number of nights dining out per month	6.75
Purchases in the last 12 months:	
Flat Screen TV/Home Entertainment System	60.9%
Desktop Computer	27.9%
Laptop Computer	47.7%
Digital Camera	47.1%
Smart Phone	37.3%
Men's Watch	20.8%
New Kitchen Appliances	33.7%
Furniture	40.5%

ELECTRONIC

Visit MGAgolfer.org website	66.5%
Usage of MGAgolfer.org website	
Coverage of Local Golf Tournaments	57.9%
Handicap Lookup	78.4%
Score Posting	55.4%
Tour Watch	27.5%
MGA Championship schedule / sign up	33.7%
Receives MGA's e-Revision Newsletter by e-mail	86.6%

GOLF

Average rounds of golf in last 12 months	52.5
Average USGA handicap	13.6
Number of years playing golf	21.1
Number of golfers in household	1.86
Handicap indices:	
0 or under	1.1%
0.1 - 5.0	8.2%
5.1 - 10.0	22.8%
10.1 - 15.0	28.9%
15.1 - 20.0	22.7%
20.1 - 30.0	13.0%
More than 30	1.9%
Belong to a private club	63.7%
Average initiation fee per club*	\$58,668
Avg. annual dues per club w/ assessments*	\$12,363
Public course player	36.3%
Own a second home in a golf community	18.7%

*From separate MGA Study of member clubs

GOLF TRAVEL

Avg # of golf vacations planned next 12 months	1.72
Golf destinations visited past 60 months:	
Scotland	15.8%
Ireland	21.5%
Caribbean/Bermuda	26.8%
Mexico	12.2%
Florida	71.0%
Hilton Head/Kiawah	18.6%
Pinehurst	18.2%
Pebble Beach	13.9%
Arizona	15.1%
Palm Springs	12.8%
Hawaii	11.5%
New England	25.5%
Canada	4.9%

JOB TITLES

Professional/Managerial	53.9%
CEO	3.3%
President	6.2%
Vice-President	7.1%
CFO	1.1%
Small Business Owner	9.0%
Partner	4.8%
Attorney	4.1%
General Manager	4.2%
Doctor / Health Care Administrator	4.2%
Consultant	4.5%
Salesperson	5.4%
Retired	27.8%
Other	18.3%