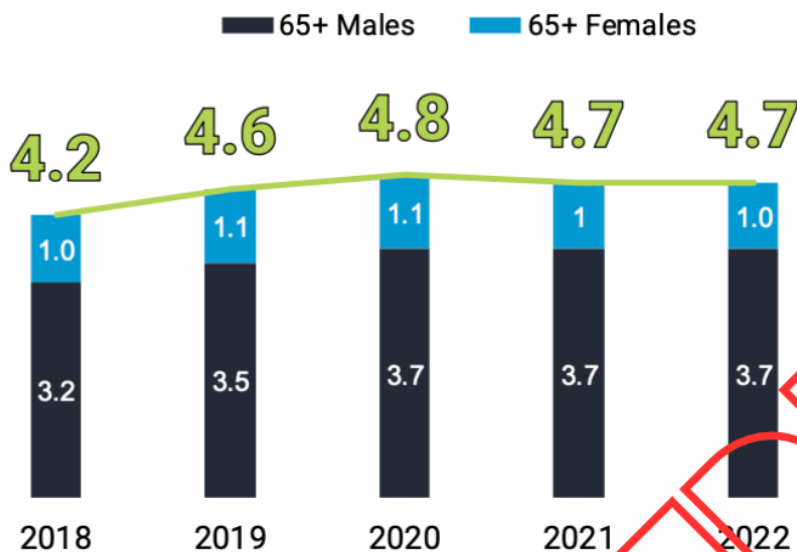


5-Year Trend: On-Course Participants (MM)



Key Comparisons vs. overall golfer population

HH Income	\$96K	vs. \$102K
Rounds/yr	31.9	vs. 20.0
Females	21%	vs. 25%
Non-White	12%	vs. 22%

65-69 y.o. **2.2 M**

70+y.o. **2.5 M**

Interesting Facts

150M

The approximate number of rounds played by age 65+ golfers in 2022, about 29% of all rounds played in the U.S.

10K

The average number of Americans expected to cross the 65-year-old threshold each day over much of the next decade

1 in 5

This age group accounts for roughly 21% of all private club members in the U.S.

700K

Age 65+ who played *only* off-course forms of golf in 2022 and not the traditional, on-course game.

By the numbers

- 9 out of 10 .. Age 65+ golfers watch golf-related TV programming, the highest of any age cohort
- 7 out of 10 .. Age 65+ golfers are fully retired
- 4 out of 10 .. Age 65+ golfers spend \$3,000 or more annually on golf, the most of any age cohort
- 1 in 6 .. Age 65+ golfers played 50 or more rounds of golf in the past 12 months
- 1 in 6 .. Age 65+ golfers had professional golf instruction in the past 12 months
- 1 in 25 .. Age 65+ golfers were first time players in 2021
- 4% .. About 4% of the 20.8M non-golfers who are "very interested" in playing are 65+



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