



Women Golfers Participation Survey November 2020

Objective and Methodology

Overview of Groups Surveyed

Summary of Key findings

Analysis of findings

Conclusions

Recommendations

Objectives

- To gain a view of Women's competitive golf in the UK, from women who regularly participate in competitive golf
- To provide an insight into the age and handicap ranges of women who participate in competitive golf
- To provide an insight in to the competitions women golfers participate in
- To provide an insight into women's view of women's competitive golf in the UK
- To identify the format of competitions women would like to participate in
- To establish if there is a gap in what is available for competitive women golfers
- To find out if women are interested in a National Golf League

Methodology

- Develop a survey to find out what competitions women play in and the ones they are interested in playing in
- Within the survey ask open questions to gain an insight about women's view of women's competitive golf
- Introduce the online survey to 3 groups of women golfers:
 - A group of women who have recently participated in a national 2 day competition (52 responses)
 - A group of women golfers, who have participated in a Ladies Pro-Am and have (136 responses)
 - A group of women on Twitter and Facebook (128 responses)
- Analyse the responses to provide an insight to women's competitive golf
- Identify gaps in the women's competitive golf experience
- Make recommendations which address gaps

| Group | Survey Responses | Community Description |
|-------------------------------------|------------------|--|
| Social | 128 | A couple of tweets were sent out on Twitter, asking for people to fill in the survey and for it to be retweeted. It was retweeted 4 times. |
| LPA & GG | 136 | A mailing list of women golfers, made from attendees of a ladies pro-am event and customers from a small women's golf product website (approximately 400 women golfers) |
| Brenda King Foursomes Participant's | 154 | Group of senior women, 50 and over, golfers who participated in a 2 day foursomes competition on 1 st & 2 nd October., and members of a senior, Vets, golfers association. |

Observations

- Women golfers participate in and are interested in competitive golf
- Competitive women golfers, who responded to the survey, are members of golf clubs.
- Women golfers are interested in competing in 1 day and multi-day individual competitions.
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- Women golfers are interested in participating in local, regional and national competitions.
- Women golfers are interested in competing in various competition formats in Age and Handicap ranges
- Women golfers are interested in a National League for women golfers.

There is an opportunity to create more competitive events for women golfers, of all ages and handicap ranges, across the UK.

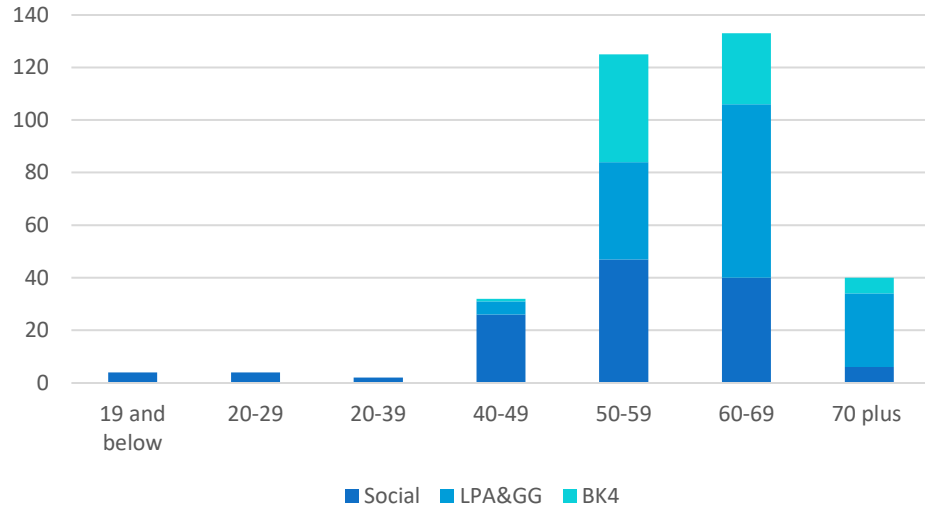
Women Golfer Demographics

Age and Handicap Ranges

Club Membership status

Competition Formats Women Golfers currently participate in

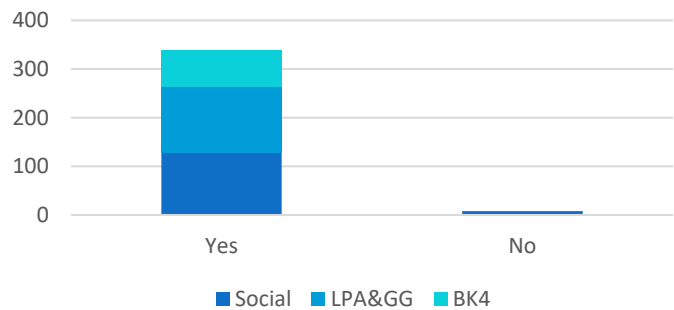
Women Golfers Age Range



Women and girls of all ages participate in competitive golf.

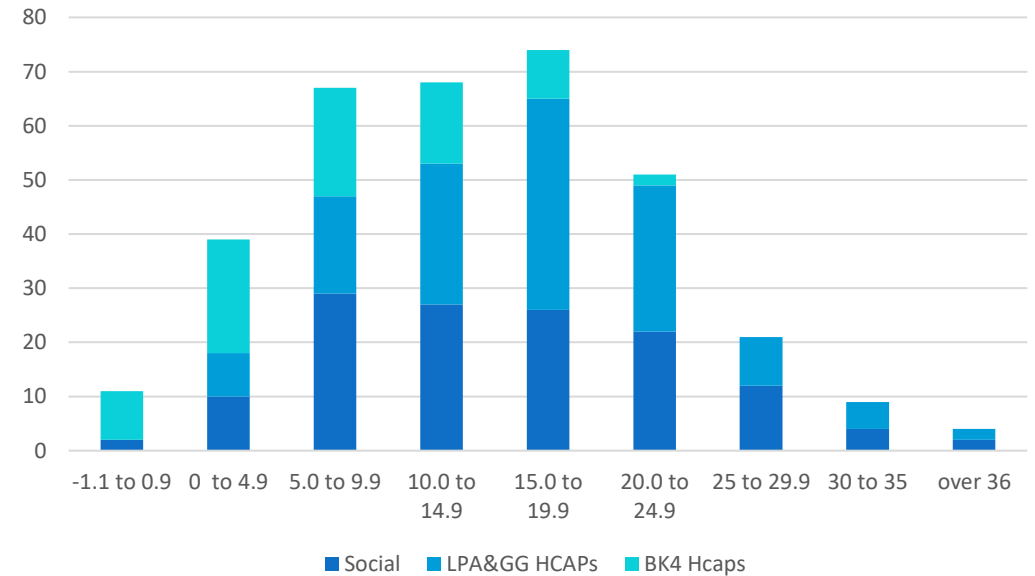
The majority of women who play golf are in the 50-69 age range.

Women Golf Club Members



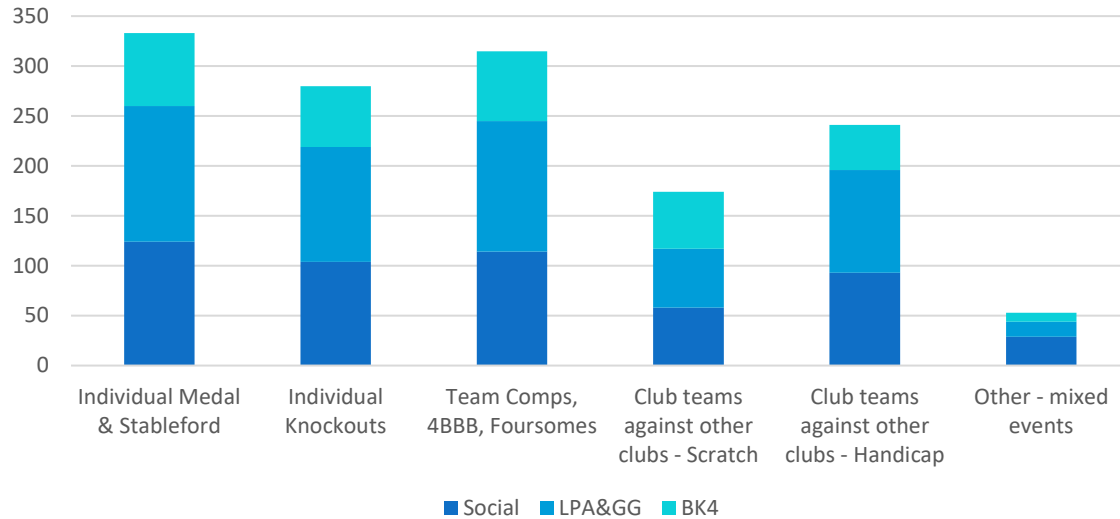
Almost all respondents to the survey are member's of a golf club.

Women Golfers Handicap Range



Women golfers who participate and have an interest in playing competitive golf, range from elite players with plus 1 handicaps to beginners at 44.

Women Golfers Club Competition Participation



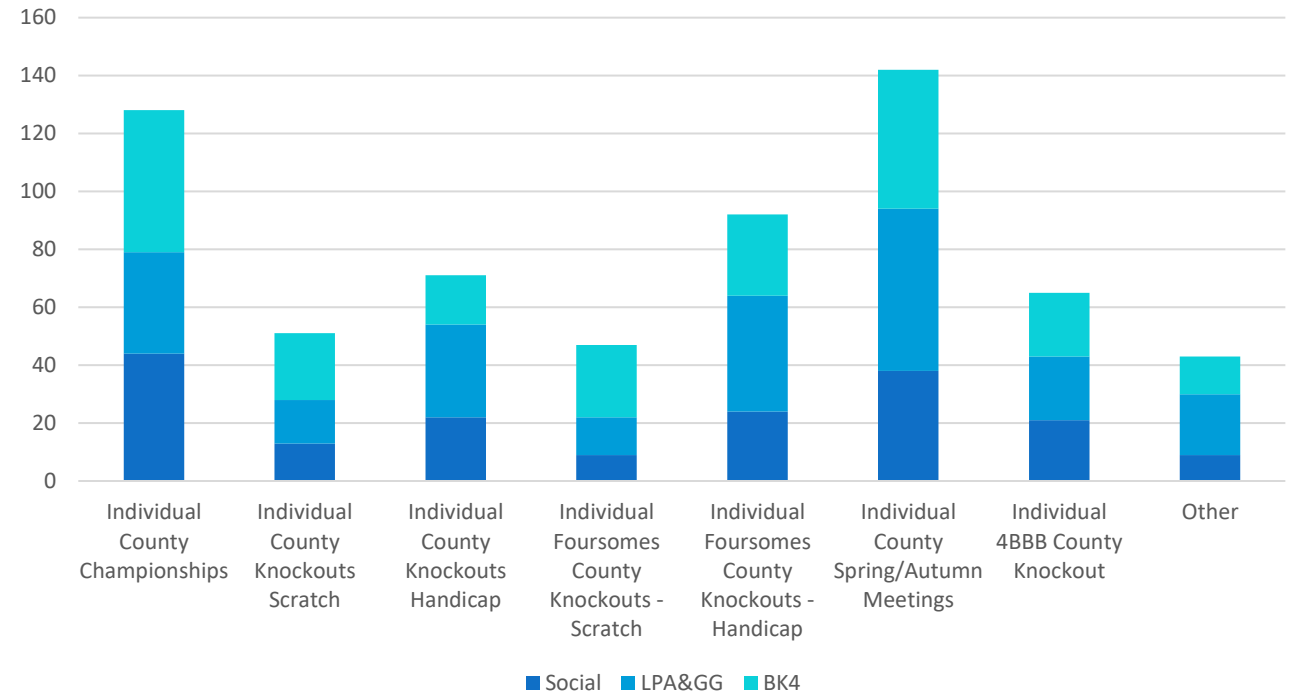
Almost all respondents to the survey participate in one or more formats of competitive golf at their club..

Competitive women golfers participate in a range of competitions formats, both as an individual as well as being part of a team.

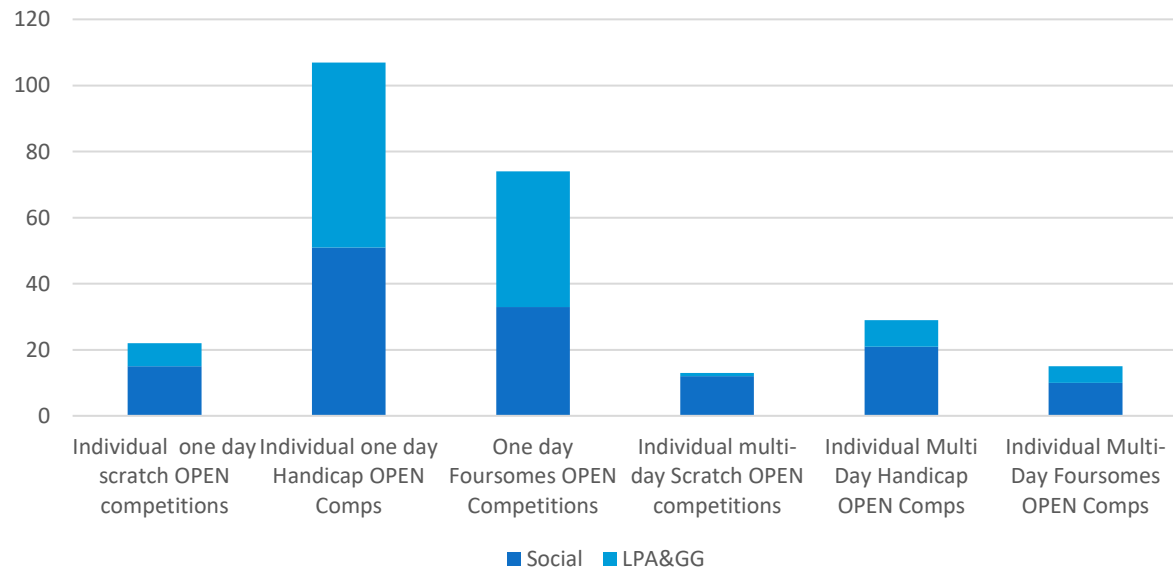
Many competitions are held mon-fri, which excludes women golfers who work.

Qualitative research shows that women would like more weekend competitions.

Women Golfers COUNTY Competition Participation



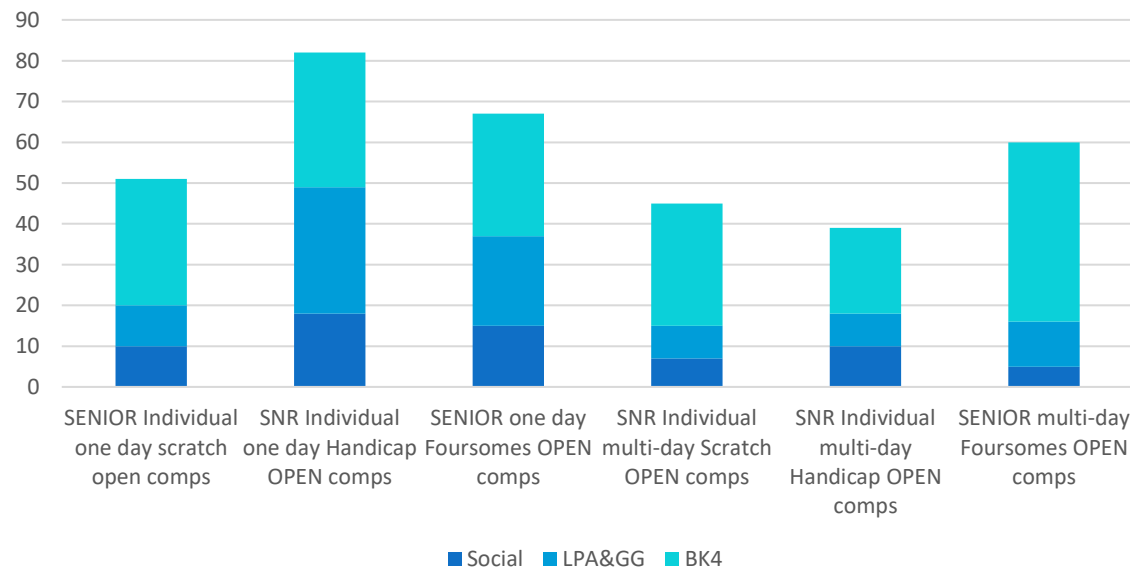
Women Golfers OPEN INDIVIDUAL participation



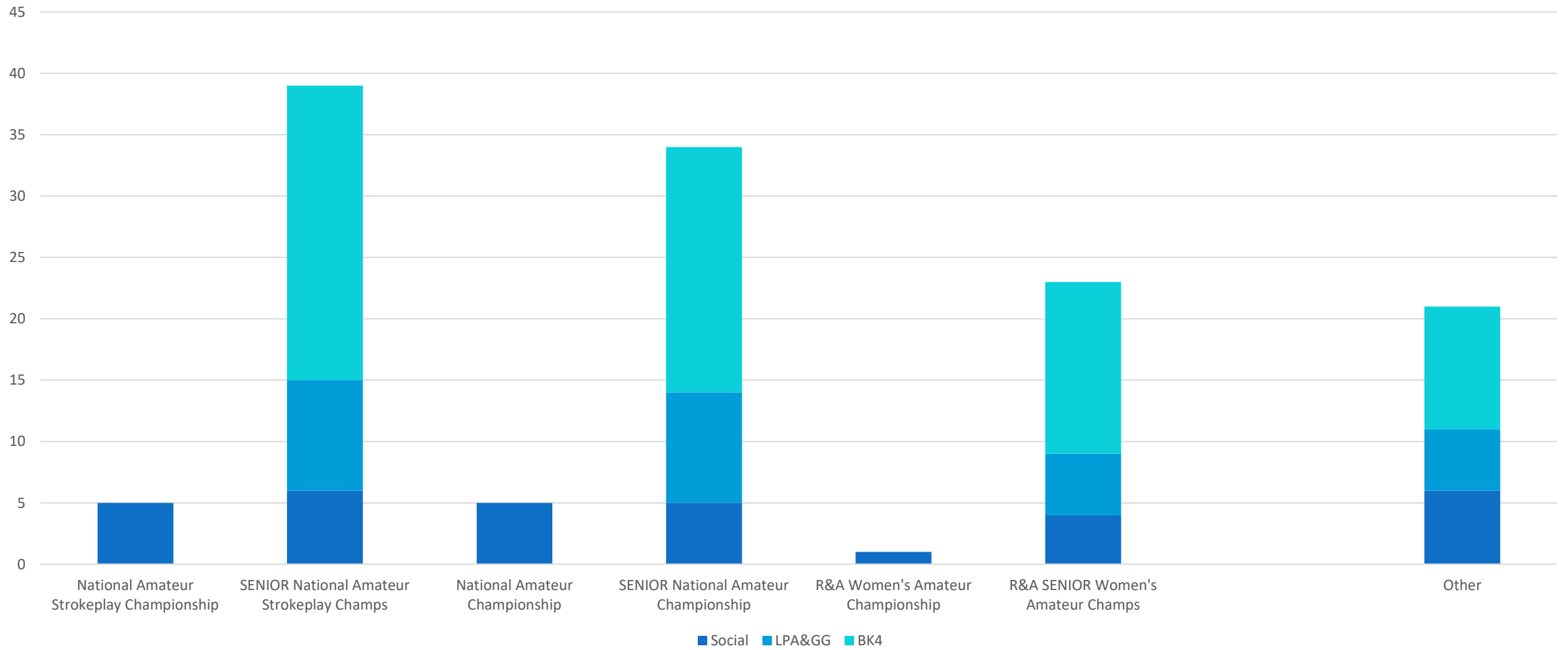
Competitive senior, 50 and over, women golfers participate in a range of competitions formats, both as an individual as well as being part of a team.

Many competitions are held Mon-Fri, therefore seniors are more likely to be available to play due to less family and work commitments, therefore are more likely to play in mid-week events.

SENIOR Women OPEN INDIVIDUAL participation

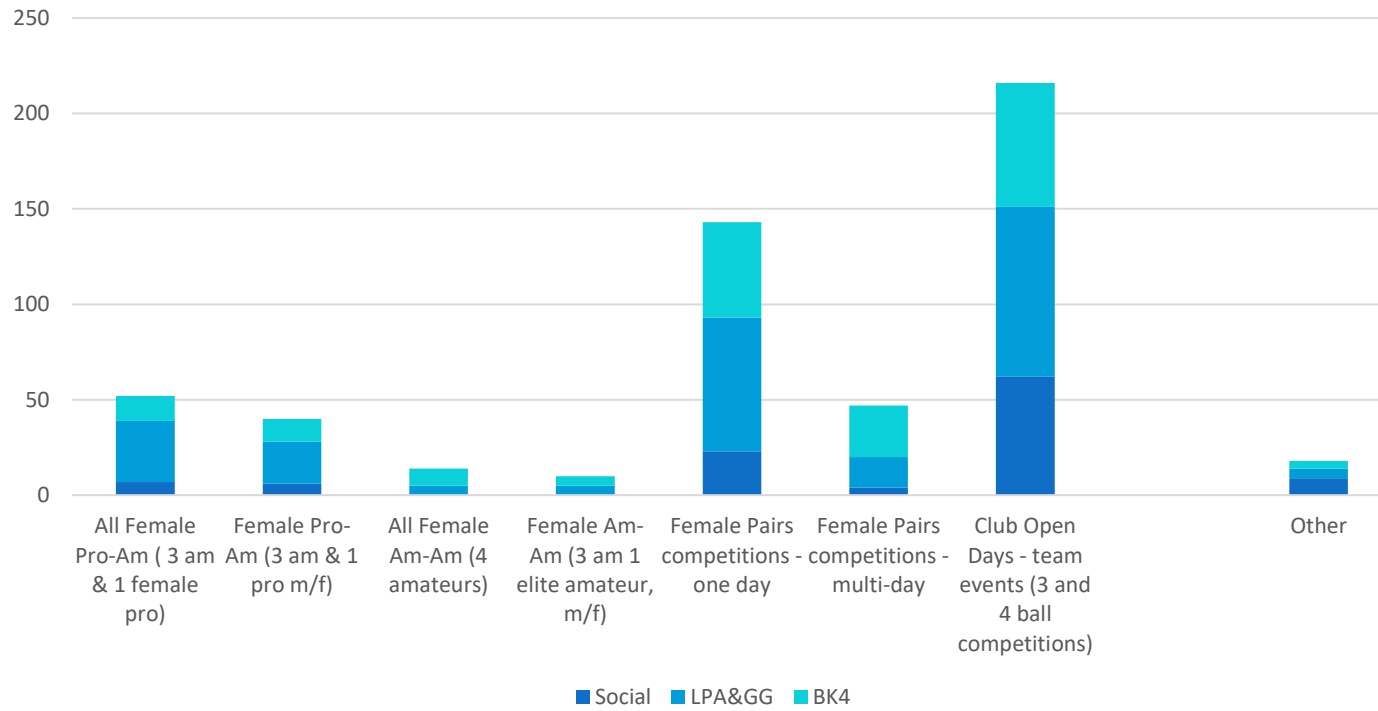


International Championship participants



Competitive women golfers participate in National and International Championships.

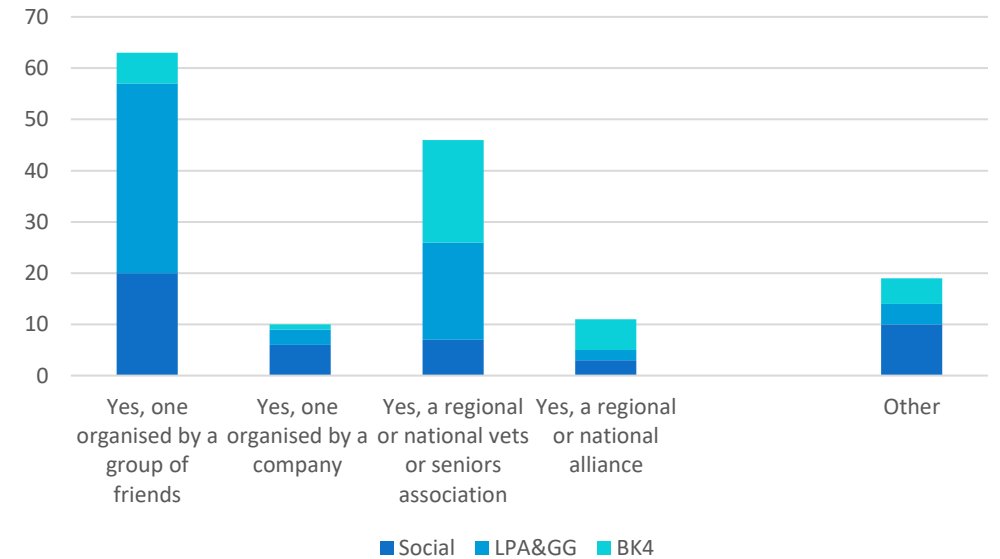
Other Competition Formats



Women golfers currently participate in a range of different TEAM competition formats,

Women are members of a golf society, outside of their club, this may be with a group of friends, who self organise or with a larger more established group, managed by a committee.

Golf Society Membership



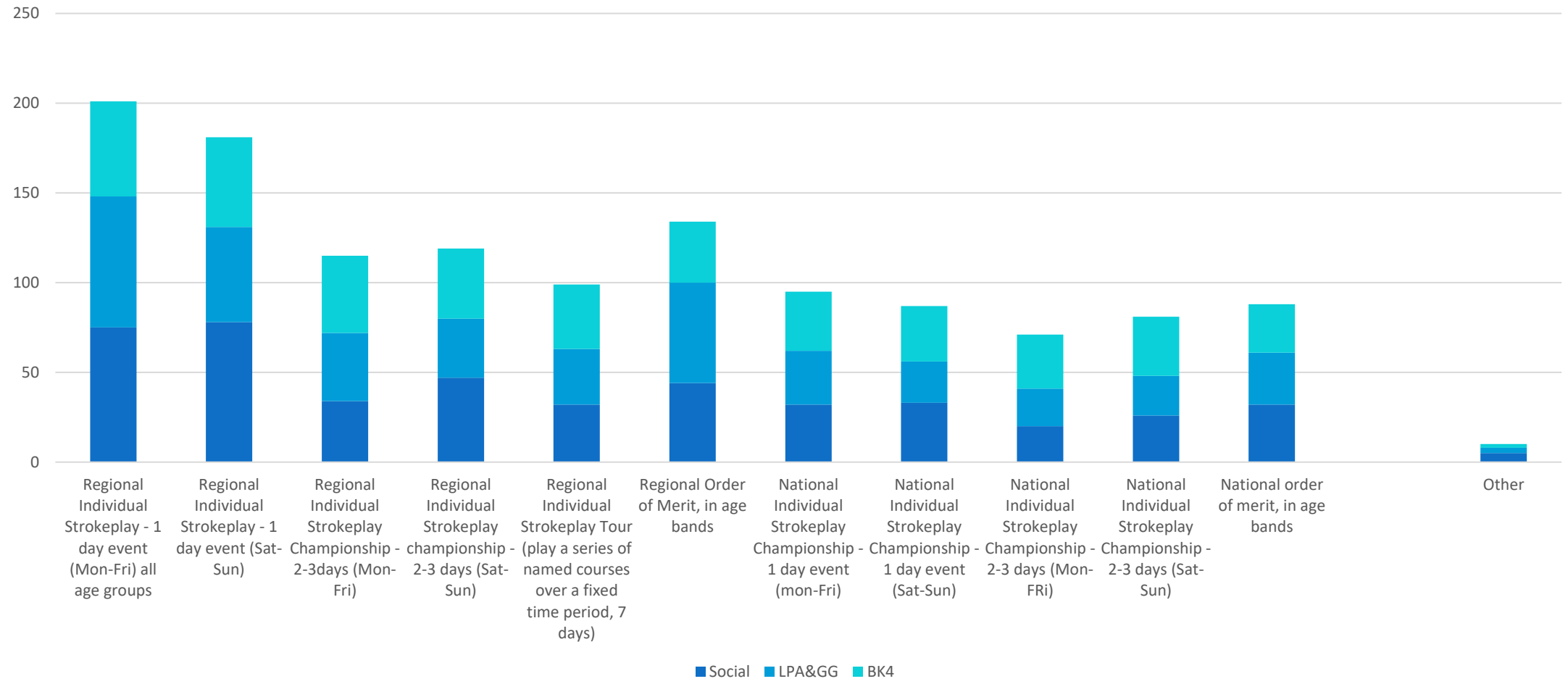
Competition Formats Women Golfers would Participate in

Individual

Team

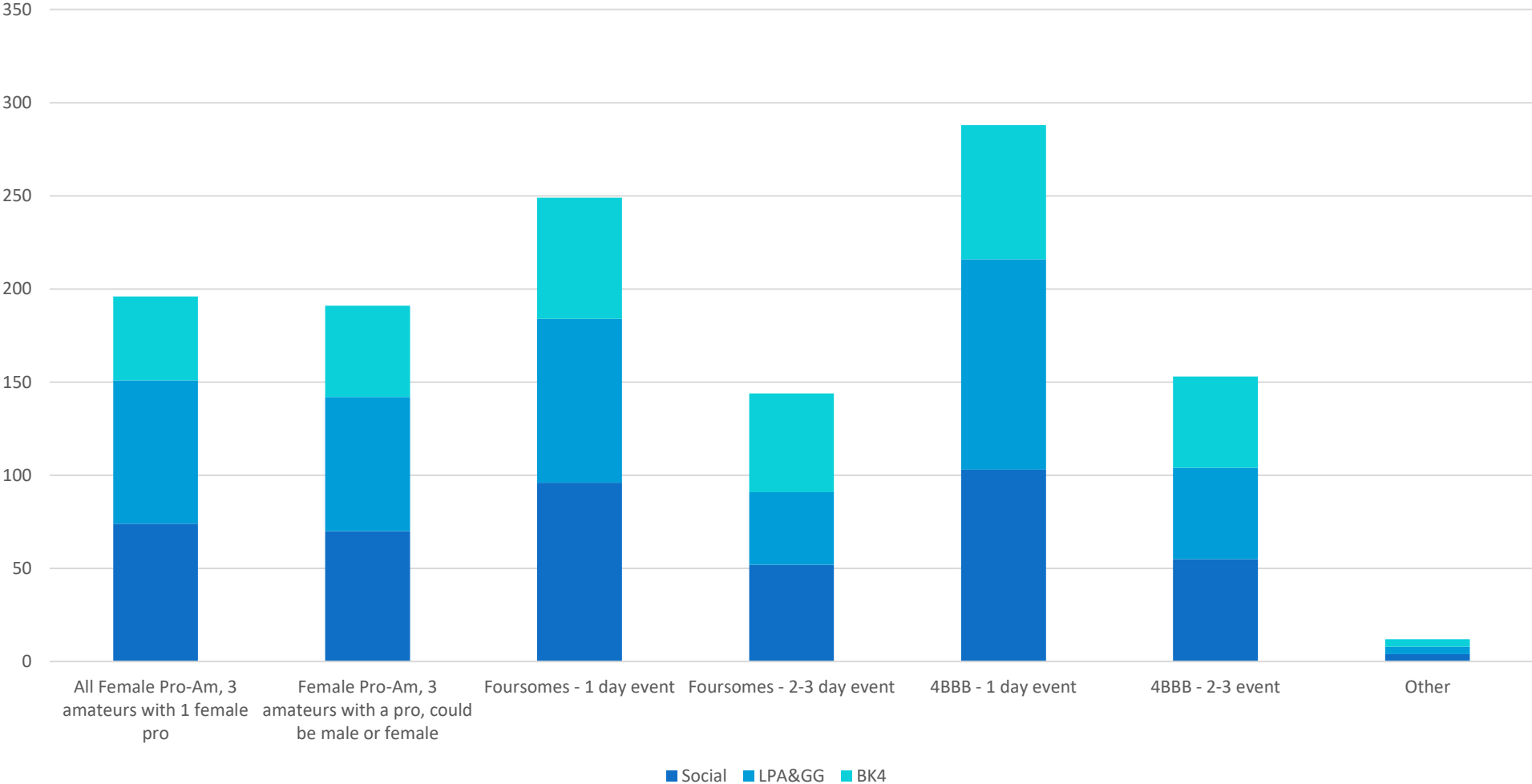
National League

Individual Formats for all Age Groups



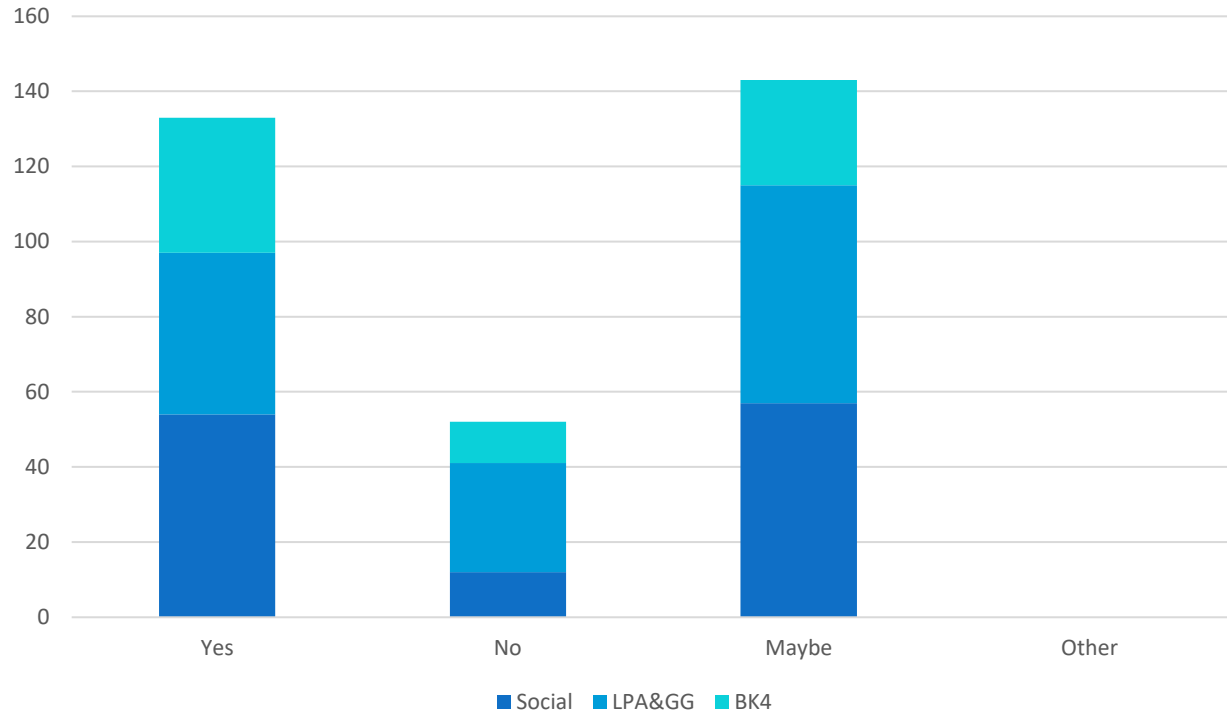
Competitive women golfers are interested in participating in a wide range of individual competitions, locally, regionally and nationally.

TEAM Formats for all Age Groups



Competitive women golfers are interested in participating in a wide range of TEAM competitions.

National League



Competitive women golfers are interested in participating in a wide range of individual competitions, locally, regionally and nationally.

Recommendations

Further Investigation

- Investigate the options for creating more golf competitions for women golfers mid-week
 - Regionally
 - Nationally
- Investigate creating a calendar of competitions of various formats for women golfers at weekends
 - Regionally
 - Nationally
- Investigate how a national league for women golfers could work
- Investigate the costs involved in creating more competitions for women golfers
- Establish if women will volunteer to organise the events and run them on the day

There is an opportunity to create more competitive events for women golfers, of all ages and handicap ranges, across the UK.