

A Proprietary Study for

GOLF WEEK

Weekly Golf Publication Study

Conducted by



March 2009

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Conducted by Golf Datatech LLC for Golfweek

Objective: Understand how serious golfers – those golfers who play a disproportionate number of rounds and buy equipment more frequently than the norm – read and feel about the weekly golf publications (Golfweek, Golf World and Sports Illustrated Golf Plus). Since this is a follow up to a 2006 study, data trends will be identified where appropriate.

Methodology: Utilize the Golf Datatech Panel of Serious Golfers to collect responses from a minimum of 750 respondents who read at least one of the weekly golf publications.

Standard Deviation/Margin of Error: Based on the total sample size of 972 (those who indicated they read weekly golf publications), the survey of weekly golf publication readers will produce a margin of error of +/- 3.1% at a confidence level of 95%. However, among the sub-segments analyzed, the margin of error would be:

Frequent Readers (at least once per month) of:

Golfweek (697 readers): Margin of +/- 3.7%

Golf World (409 readers): Margin of +/- 4.8%

SI Golf Plus (129 readers): Margin of +/- 8.6%

Highlights from the Data

Golfographics

- There were 972 total respondents who indicated they have read a weekly golf publication at least once in the past year (out of 2,315 total respondents).
- 94% of the weekly readers were male, with a mean age of 46.6. The mean handicap was 13.3, and they played an average of 69 rounds in the past year. 85% have played golf for more than 10 years, and 22% play most of their golf at private clubs. The mean household income for the weekly readers was \$124k a year.
- Respondents estimated they spent \$891 on golf equipment during the past 12 months. Looking forward toward 2009, only 15% indicated they expect to spend more than in 2008, while 48% expect to spend the same and 38% expect to spend less.

Favorite Weekly Publication

Respondents who have read a weekly golf publication in the past year were asked to identify their favorite “weekly” golf publication (unaided). Among these respondents who actually listed a weekly golf publication (758 of the respondents answered with a weekly publication to this unaided question, while others mentioned monthlies or a variety of other publications), 67% said their favorite was Golfweek, followed by 31% for Golf World and 2% for Sports Illustrated Golf Plus.

What is your favorite WEEKLY golf publication? (Unaided)

	2006 Favorite Weekly	2009 Favorite Weekly
Golfweek	64%	67%
Golf World	35%	31%
Sports Illustrated Golf Plus	1%	2%
Base:	680	758

What weeklies do they read?

Read at least once per year...

To gauge what weekly golf publications the respondents read, each was asked which publications they have read in the past year (aided, multiple responses allowed). 86% said they have read Golfweek, 64% Golf World and 23% SI Golf Plus. Compared to 2006, this was a significant improvement for Golfweek (up from 80%), while both Golf World and SI Golf Plus remained relatively level.

Which of the following weekly golf publications have you read at least once in the past year? (Multiple Responses)

	2006	2009
Golfweek	80%	86%
Golf World	63%	64%
Sports Illustrated Golf Plus	23%	23%
Base:	972	972

Frequently read (at least once per month)...

Beyond just reading them at least once in a year, respondents were also asked which publications they read more regularly. 72% said they read Golfweek at least once per month, slightly higher than in 2006 (68%), while Golf World (42% vs. 43%) remained at virtually the same level and SI Golf Plus's decreased to 13% from 16%.

Which of the following weekly golf publications do you read frequently (at least once per month)? (Multiple Responses)

	2006	2009
Golfweek	68%	72%
Golf World	43%	42%
Sports Illustrated Golf Plus	16%	13%
Base:	972	972

Weekly Golf Publication Readers Spending

Read at least once per year...

How much do you expect to spend on golf equipment (balls, clubs, bags, gloves, golf footwear, etc.) in 2009 vs. 2008?

	Golfweek	Golf World	SI Golf Plus
More than in 2008	15%	14%	14%
About the same as in 2008	48%	49%	44%
Less than in 2008	37%	37%	42%
Base:	834	625	219

Frequently read (at least once per month)...

How much do you expect to spend on golf equipment (balls, clubs, bags, gloves, golf footwear, etc.) in 2009 vs. 2008?

	Golfweek	Golf World	SI Golf Plus
More than in 2008	14%	15%	12%
About the same as in 2008	49%	47%	43%
Less than in 2008	37%	38%	45%
Base:	697	409	129

What's important in a golf weekly?

When asked what is important in their weekly golf publications, 84% said equipment reviews/articles, followed by 73% who want to see PGA Tour results, and 67% who like the articles about golf courses. There were minimal changes from 2006 to 2009 in the reasons why serious golfers read weekly publications.

When you read a weekly golf publication, which of the following are important to you? (Multiple Responses)

	2006	2009
Equipment reviews/articles	80%	84%
PGA Tour results	72%	73%
Golf course articles	63%	67%
Instruction/lessons	60%	59%
General information about the game of golf	58%	56%
The rules of the game	52%	56%
Golf travel articles	46%	53%
LPGA Tour results	45%	45%
Champions Tour results	39%	38%
Information on the TOURS	35%	35%
Information on the business of golf	31%	31%
Nationwide Tour results	25%	25%
Amateur golf results	22%	25%
College golf results	23%	21%
Golf lifestyle articles	--	17%
Fashion	17%	16%
Golf real estate articles	14%	13%
Advertising	9%	9%
Junior golf results	8%	7%
Base:	972	972

Diagnosics on Weekly Golf Reporting

To determine which golf weekly best reports on the various important topics, respondents were asked to select the golf publication which they believe does the best job at covering each of the eight most important. Golfweek was selected as number one in all of the categories with Golf World always the second choice.

In your opinion, which weekly golf publication is best at reporting on...

	<u>Golfweek</u>		<u>Golf World</u>		<u>SI Golf Plus</u>	
	2006	2009	2006	2009	2006	2009
Professional Tours	62%	66%	30%	28%	9%	5%
Amateur Golf	65%	69%	29%	27%	6%	4%
College Golf	64%	68%	27%	25%	9%	7%
Golf travel articles	52%	55%	40%	39%	8%	6%
Golf real estate articles	52%	57%	40%	37%	8%	6%
Golf equipment	57%	63%	37%	32%	6%	5%
The business of the golf industry	59%	61%	35%	35%	6%	4%
Golf lifestyle articles	--	55%	--	37%	--	8%

Importance of Weekly Golf Publications

Respondents were asked their general opinions on weeklies and their importance in the current information environment. 60% of serious golfers at least agree that weekly golf publications are important to them.

Weekly golf publications are important to me so I can keep up with what is happening in the game of golf.

Strongly Agree/Agree	60%
Neither agree nor disagree	29%
Disagree/Strongly Disagree	11%
Base:	972

Online vs. Traditional Distribution Methods

I prefer reading a weekly golf publication to going online to get my information

	2006	2009
Strongly Agree/Agree	46%	47%
Neither agree nor disagree	34%	31%
Disagree/Strongly Disagree	20%	22%
Base:	972	972

There were minimal changes in the past three years in the preferences of serious golfers regarding weekly golf publications and going online.

I like going online as well as reading print versions of the weekly golf magazines

	2006	2009
Strongly Agree/Agree	51%	44%
Neither agree nor disagree	29%	33%
Disagree/Strongly Disagree	20%	23%
Base:	972	972

44% of respondents said they like going online as well as reading print versions of the weekly golf publications compared to 51% in 2006.

Online vs. Traditional Distribution Methods

I would prefer to get my weekly golf magazine subscription online rather than mailed to my home or office.

	2006	2009
Strongly Agree/Agree	16%	19%
Neither agree nor disagree	32%	29%
Disagree/Strongly Disagree	51%	52%
Base:	972	972

Only 19% of respondents would prefer to get their weekly golf magazine online rather than through the mail, up slightly from 16% in 2006.

Which of the following two websites do you prefer?

Golfweek.com	34%
GolfWorld.com	12%
Neither	54%
Base:	972

Over half of all respondents had no preference in the Golfweek.com vs. GolfWorld.com websites, however those who have a preference clearly lean toward Golfweek.com (34% vs. 12%).

Online vs. Traditional Distribution Methods

Do you currently receive any weekly golf publication in an online format?

	2006	2009
Yes	17%	13%
No	83%	87%
Base:	972	972

Only 13% of respondents receive a golf publication in an online format, down from 17% in 2006.

Which one(s) do you receive in an online format? (Multiple Responses)

	2006	2009
Golfweek	70%	69%
Golf World	20%	28%
Sports Illustrated Golf Plus	17%	13%
Base:	169	127

Among this small sample, Golfweek is the most frequently delivered online.

Head to Head Comparison

How do serious golfers feel about the respective golf publications in a head to head comparison?

506 respondents (52%) indicated that they have read **both** Golfweek and Golf World in the past year, and 184 (19%) said they read **both** of them “frequently” (defined as once a month or more). When comparing Golfweek and SI Golf Plus there were 179 respondents (18%) who read them **both** in the past year and 62 (6%) who read them **both** frequently.

Golfweek vs. Golf World

Favorite Weekly Golf Publication

When the 506 respondents who read **both** Golfweek and Golf World in the past year were asked which was their favorite golf weekly (unaided), among those who named a weekly (437 respondents) 64% indicated it was Golfweek and 35% said Golf World and 1% SI Golf Plus.

While among those who read **both** Golfweek and Golf World “frequently” (184 respondents) and named a weekly publication as their favorite, 64% indicated Golfweek and 36% Golf World.

When asked to rank the three weekly publications (Golfweek, Golf World, and SI Golf Plus) on a 1 to 3 scale (with “1” being their favorite and “3” their least favorite) the 506 respondents who had read **both** Golfweek and Golf World at least once in the past year selected Golfweek as number one (63%), while 32% selected Golf World, and 5% chose SI Golf Plus

Among the 184 respondents who frequently read **both** Golfweek and Golf World, 65% chose Golfweek as their favorite, followed by 30% for Golf World, and 5% for SI Golf Plus.

Golfweek vs. Golf World

Diagnostics

In your opinion, which weekly golf publication is best at reporting on...

When rating the top three publications based on their reporting of each of eight major topics, Golfweek topped the list in all eight categories with Amateur and College golf the two areas where the lead is still most substantial.

Read At Least Once in Past Year...

	<u>Golfweek</u>	<u>Golf World</u>	<u>SI Golf Plus</u>
Professional Tour	62%	34%	4%
Amateur Golf	70%	28%	2%
College Golf	69%	27%	4%
Travel	49%	46%	5%
Real Estate	51%	43%	6%
Equipment	58%	39%	3%
Business of Golf	55%	42%	3%
Golf Lifestyle Articles	49%	42%	9%

Golfweek vs. Golf World

Among those who read both Golfweek and Golf World **frequently** (small base), Golfweek continues to lead in all categories.

Frequently read (at least once per month)...

	<u>Golfweek</u>	<u>Golf World</u>	<u>SI Golf Plus</u>
Professional Tour	61%	35%	3%
Amateur Golf	78%	21%	1%
College Golf	79%	19%	2%
Travel	49%	46%	5%
Real Estate	49%	43%	8%
Equipment	57%	42%	2%
Business of Golf	55%	43%	2%
Golf Lifestyle Articles	45%	45%	10%