



EXECUTIVE WOMEN'S GOLF ASSOCIATION (EWGA) MEMBERSHIP PROFILE

Overview

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
- A portion of members are 'marching' upward in their career and in society
- A different portion is moving past their peak career years, and are now slowing down to enjoy the harvest of all the years of hard work
- 79% have a college or advance level degree
- 80% have been members more than one year

Demographics

- 65% are between the ages of 36 and 55
- 31% have a personal annual income between \$50,000 - \$80,000
- 50% have a personal annual income in excess of \$80,000
- 18% have a total household annual income between \$50,000-\$80,000
- 76% have a total household annual income in excess of \$80,000

Functional Job Title	%
Small Business Owner (under 100 employees)	11%
CEO/President	2%
Senior Management (COO, CFO, CIO, CMO, Director, etc.)	13%
Professional (CPA, Attorney, MD, Engineer, PhD, Architect, Nurse, Pilot, Programmer, Pharmacist, etc.)	24%
Middle Manager (Dept mgr, Office Mgr, etc.)	14%
Supervisor	1%
Government employee/Military Personnel	4%
Office Support (Admin asst, secretary, clerk, receptionist, etc.)	4%
Support staff	2%
Educator	6%
Technical and Paraprofessional	4%
Sales professional	9%
Consultant	4%
Other	2%

Sources: 2007 EWGA Member Satisfaction Survey and 2006 EWGA Member Segmentation Study

Updated January 2008

EWGA Headquarters

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

Golf Skill Level

- 3% 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

- 69% 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 5% are Occasional golfers (1-7 rounds).
- EWGA members in 2007 played an average of 33 rounds of golf (18-hole equivalent rounds), representing an average of 5,100 rounds of golf annually per local EWGA Chapter.

Golf-Related Spending

- Women who joined the EWGA in 2007 and played golf prior to joining also reported a considerable commitment to the game, playing an average 35 (nine or more holes), and spending an average of almost \$5,000 on golf fees, lessons, equipment, food and beverage, and golf-related travel.
- Women who entered the game through the EWGA averaged 17 rounds of golf (nine or more holes); are considered Core golfers; and spent an average of almost \$3,000 on golf fees, lessons, equipment, food and beverage and golf-related travel.
- Each EWGA chapter generates more than \$698,800 in golf-related spending in their community. With over 120 Chapters Association-wide, EWGA represents more than \$85 million annually to the golf industry economy.

Source: 2007 Golf Participation Survey of EWGA members conducted in conjunction with the PGA of America

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