ENGLANDGOLF

UNDERSTANDING YOUR JUNIOR MARKET

www.englandgolf.org

Why does understanding your junior market matter?

Attracting young people into golf will protect the **future of your club.**

To be successful you need to understand young people

That means finding out what they want from golf and your club — and what could put them off.

England Golf has worked with a specialist youth insight agency to create **profiles of seven different types of young people**, showing how they view golf.

The profiles also tell you about their parents, so it's best to use this resource alongside our adult version, **Understanding Your Market**.

These profiles will help you:

- Understand your existing junior section and the young people in it
- Understand the whole family and attract more young people by marketing to parents and existing members
- Develop retention plans to keep the interest of your junior members
- Create activities to attract new juniors
- Create a marketing plan to promote your offers

What type of young people are potential golfers?

Our research tells us that in 2017, **67%** of all young people took part in some form of golf activity.

That's about **5.35 million young people** in England.

67% of all young people took part in some form of golf in 2017

Many of them played crazy golf and went to driving ranges, but **1.65 million** have gone on to play more golf.

These are the people you could attract to your club if you make them the right offer.

Our young people profiles are part of a set of resources to help clubs develop their junior sections and get more young people involved in golf. To find out what else is available contact your local Club Support Officer.

COMPETITIVE CHALLENGE SEEKERS

10% of the overall junior market

10%

JUNIOR INFORMATION

Who are they?

59% BOYS

77% 9-16 YEARS

HIGHEST NUMBER OF LAPSERS (23%).
Boredom and school work reasons for lapsing

Traits

Like to discover new things, challenge themselves to learn new skills and are very competitive. Use twitter and Instagram

Sport

MORE LIKELY to play a wider variety of sport than others
Football, running, cricket, hockey, golf

Golf

FORMATS:
Like leisure golf (79%) and traditional play (56%). One of the **MOST LIKELY** to have lessons (17%)

DRIVERS:
Parents, friends and TV. Decision to play **MORE LIKELY** to be parents (54%) but child has some influence (29%)

BARRIERS:
Cost, lengthy games and not being for families. One of the kids golfers the **MOST LIKELY** to see golf as for older people

TO GROW THIS GROUP...

80% LIKELY TO PLAY IN FUTURE

- Look at your existing membership and satisfy their needs to prevent them leaving
- Promote the benefits that fit with this groups motivations for playing sport (skills, challenges and improved health)
- Address golf's 'old fashioned' image and promote shorter games and family involvement
- Motivate through recognition of achievements and progression

PARENTAL / FAMILY INFORMATION

Who are they?

HIGH SOCIAL GRADE/INCOME

44% ABs → £40K+

PARENT'S GOLF SEGMENT:
Young Actives (26%)
Younger Traditionalists (10%)
Older Traditionalists (4%)

Higher proportion in the South (43%)

MORE LIKELY to run (33%), cycle (30%) and golf (25%) compared to others

Family activities

MORE LIKELY to include the park, trampoline park, adventure golf and museums

Family sport

DRIVERS:
Not just about fun and enjoyment. Future potential and competitions are important and parents want to get involved too. Prefer child to focus on one or two activities

BARRIERS FOR NON GOLFERS:
Cost perceptions or it's not on their radar... yet

BENEFITS:
Sport good for child's mental and physical health

TO GROW THIS GROUP...

42% ARE GOLFERS THEMSELVES

- Demonstrate progression opportunities
- Promote cost effective packages for junior golf via social media and golf clubs

TEAM PLAYERS

16% of the overall junior market

16%

JUNIOR INFORMATION

Who are they?

52% BOYS

56% 12-16 YEARS

Traits

Confident, caring, fun and sociable. Like to be outdoors and discover how things work.
Enjoy a wide range of activities: music, cinema, gaming, reading, drawing.
Use whatsapp, snapchat and facetime more than others

Sport

MORE LIKELY to swim, play football, keep fit/gym, tennis and badminton

Golf

FORMATS:
Quite like golf (32%) but experience limited to crazy/adventure golf (62%). One of the **LEAST LIKELY** to have had lessons (5%)/ be a member (2%)

DRIVERS:
Enjoy playing sport with others as a group, teaching skill and using up energy. Decision to play golf more likely to be child's (30%) or joint decision (33%)

SO BORING

BARRIERS:
Strongly associate with older people and taking too long. Also don't like that it can get 'boring' (49%)

TO GROW THIS GROUP...

64%

LIKELY TO PLAY IN FUTURE

- > **Look at your existing membership and satisfy their needs and to prevent them leaving**
- > **Footgolf and indoor golf holds the greatest appeal**
- > **Promoting the 'fun' and 'playing with friends' elements would increase likelihood to play**
- > **Opportunity to try is vital for this group as their experience is limited**

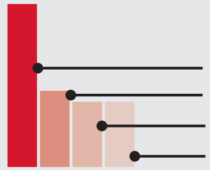
PARENTAL / FAMILY INFORMATION

Who are they?

MID SOCIAL GRADE

20%

HIGHER NON WHITE BRITISH PROFILE THAN OTHERS



PARENT'S GOLF SEGMENT:
Young Actives (15%)
Occ/Time Pressed (7%)
Younger Traditionalists (6%)
Casual Fun (6%)

Enjoy walking, swimming, keep fit/ gym. Less likely to do sports as a family but more likely as individuals

Family activities

Centred more around the house with indoor and garden games. **LEAST LIKELY** to play any leisure golf activities as a family

Family sport

DRIVERS:
Child's enjoyment is key to choice of sport. Parents happy to drop off and pick up or socialise with parents rather than getting involved

BARRIERS FOR NON GOLFERS:
They believe golf is too expensive or that it takes too long

BENEFITS:
Benefits of sport on child are physical and mental health. See social side to sport as a key factor

TO GROW THIS GROUP...

33%

AT LEAST ONE PARENT GOLFS

- > **Child's enjoyment vital for golf to be considered**
- > **Promote social side of golf and physical/mental health benefits**

ACTIVE SPORTIES

16% of the overall junior market

16%

JUNIOR INFORMATION

Who are they?

56% BOYS

58% 7-11 YEARS

HIGHEST NUMBER OF LAPSERS (24%)

Traits

Happy, sociable and fun. Very active, preferring to be outside. Get magazines like Lego, Nat Geo for kids. Greatest fans of golf (82% like or love it)

Sport

Do the greatest number of sports (4 on average) including swimming, football, running, cycling, gymnastics, tennis, cricket, rugby and golf. Also enjoy dancing, bike riding, creating/building and exploring outdoors

Golf

FORMATS:
The **MOST LIKELY** to have played leisure golf like adventure/crazy (77%) and had lessons (21%) but only 7% are members

DRIVERS:
The child drives the decision to play (42%) rather than parents (32%).
They enjoy golf because it is fun, play in the outdoors and with their family

BARRIERS:
Preferring other sports and costs main reasons for lapsing.
A lack of information and not even thought about playing golf

TO GROW THIS GROUP...

94% LIKELY TO PLAY IN FUTURE

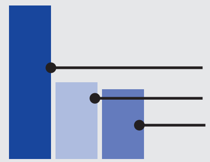
- > **Look at your existing membership and satisfy their needs to prevent them leaving. These are the most likely to want to play golf (46%)**
- > **Promote the benefits of being outdoors and golf as a way to have fun with the family. The active nature of the game is key**

PARENTAL / FAMILY INFORMATION

Who are they?

HIGH SOCIAL GRADE/INCOME

40% ABs → **25%** >£80K+



PARENT'S GOLF SEGMENT:
Young Actives 22%
Young Family Members 11%
Social Couples 10%

They do the most sport as a family and individually. Parents enjoy walking, swimming, running, football, tennis and golf

Family activities

The **MOST** active family more likely, to go on walks, running, play in the garden and house games

Family sport

DRIVERS:
Child's enjoyment, social element and learning a skill are important.
New friends, safety and future potential and encourage child to do lots of activities

BARRIERS FOR NON GOLFERS:
Don't see golf as being for children or how it could benefit their child.
See golf as expensive and their children already play lots of other sports

BENEFITS:
Believe sport is good for physical health (84%) and mental health (80%)
78% strongly agree that sport teaches their children important skills

TO GROW THIS GROUP...

56% AT LEAST ONE PARENT GOLFS

- > **Highlight the different benefits of golf compare to other sports i.e. stress reduction, connection with nature**
- > **Provide opportunity to have a go at school**
- > **Promote family play and socialising opportunities**

SENSITIVE MUSIC LOVERS

14% of the overall junior market

14%

JUNIOR INFORMATION

Who are they?

51% GIRLS

56% 12-16 YEARS

HIGHER NON WHITE BRITISH PROFILE (20%)

Traits

Generally happy, caring and affectionate, have a few close friends but can be shy and worry more than other groups. Important to them that they fit in

Sport

LEAST LIKELY to do sport and do the least number of sports. Main sports are swimming (37%), football (35%) and running (22%)

Golf

FORMATS
LEAST LIKELY to have any experience of golf or to have considered it

DRIVERS:
Child has the greatest influence on choice of sport for this segment (56% child/13% parent). Feel golf is a good sport for those who do not like team sports

SO BORING

BARRIERS:
Golf is felt to be 'boring'. Don't perceive any benefits – low agreement that it is good for your health, teaches important skills and is fun

TO GROW THIS GROUP...

20%

LIKELY TO PLAY IN FUTURE

- The most difficult to convert
- Raise awareness of golf and it's benefits through school
- Promoting the social aspect of golf and playing with friends to reduce image worries
- For them to take up golf in the future they would need to play with their friends and have sessions

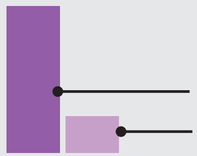
PARENTAL / FAMILY INFORMATION

Who are they?

LOWER SOCIAL GRADE

20% DEs

THE MOST LIKELY TO BE WHITE BRITISH (87%)
MORE IN NW (16%)
COMPARED TO OTHERS



PARENT'S GOLF SEGMENT:

Young Actives 12%

Late enthusiasts 3%

LESS LIKELY to do sport as a family. Although parents and kids do some sport individually. Parents sports are walking, swimming and keep fit/gym

Family activities

Family time less of a priority than for others and find it difficult to find activities that all the family enjoys

Family sport

DRIVERS:
Child's enjoyment most important driver for choosing a sport. These parents are the least likely to get involved in their child's sport (21%) and the least likely to socialise

SO BORING

BARRIERS:
Cost (85%), not for people like them (74%) and they wouldn't know how to go about playing (51%).
The most likely to perceive golf as being boring (73%)

BENEFITS:
Sport mostly seen for it's physical benefits

TO GROW THIS GROUP...

16%

PARENTS NOT LIKELY TO PLAY GOLF

- Golf needs to be shown to be inclusive for everyone
- Need a clear journey from sign up to play, value driven programme and health benefits for their children are important
- Need to highlight the value for money and health benefits for their child

THE CREATIVES

12% of the overall junior market

12%

JUNIOR INFORMATION

Who are they?

55% GIRLS

63% 5-11 YEARS

Traits

See themselves as being creative, enjoy discovering and learning new things and enjoy reading (31% everyday). There are more likely to enjoy arts and crafts, drawing and biking than others.

Sport

MORE LIKELY to go swimming (48%) and do gymnastics (20%) and badminton (15%) than other groups

Golf

FORMATS:
Some experience of golf through adventure golf (60%) Topgolf (21%) and Footgolf (21%). Unlikely to have had lessons (4%), be members (3%) or been involved in any other golfing initiatives (1%)

DRIVERS:
One in four had considered playing golf due to their friends playing

BARRIERS:
On the whole these children know little about golf and are the least likely to agree with the benefits

TO GROW THIS GROUP...

49%
LIKELY TO PLAY IN FUTURE

> Convert via crazy and adventure golf

> There is some potential for this group to play golf in the future (49%) with the greatest interest in Footgolf and indoor golf

> Having friends, family and school involved is key to encourage this group in future

PARENTAL / FAMILY INFORMATION

Who are they?

LOW EARNERS > MORE EARNING £20-£60K THAN OVER £60K

PARENT'S GOLF SEGMENT:

- Young Actives 26%
- Younger Traditionalists 6%
- Younger Fanatics 4%

MORE LIKELY to be from the North (32%) than others – in particular Yorkshire (16%)

Parents more likely to do running, football and rugby than others

Family activities

Do lots of family activities together such as walking, museums, shopping, games and going to climbing walls

Family sport

DRIVERS:
They enjoy the the social side (32%) and get involved by staying and watching (54%) and go to family events (31%)

BARRIERS:
Cost perceptions are less of an issue but are the least likely to see any benefits for their child playing golf (28%)

BENEFITS:
Enjoyment and keeping fit/healthy are the main ones

TO GROW THIS GROUP...

30%
AT LEAST ONE PARENT GOLFS

> Promote as a family activity and enjoyment for child

> Need to communicate the benefits of golf for their children

SKILLED AND FOCUSED

12% of the overall junior market

12%

JUNIOR INFORMATION

Who are they?

50% BOYS

52% 9-14 YEARS

MOST LIKELY to have a disability (13%)

Traits

Like to challenge themselves and try new skills and enjoy doing stunts and tricks. Pastimes include martial arts, acting, skateboarding and fishing

Sport

Do individual sports like tennis, gymnastics and squash and less likely to do football than others

Golf

FORMATS:
Lots of golf experiences, adventure/crazy golf (71%), Topgolf (37%) and Footgolf (36%), golf lessons (18%)

DRIVERS:
Parents are the main influencers on their child taking up golf (80%) vs the child (12%). Parents playing (42%), seeing golf on TV (43%) and playing it at school (32%)

BARRIERS:
Highest in terms of the child agreeing they don't want to play golf currently (48%).
A preference for other sports key barrier (32%)

TO GROW THIS GROUP...

74% LIKELY TO PLAY IN FUTURE

- Challenges and skill building essential to compete against their other individual sports
- There is a high likelihood for this group to try golf in the future (74%) in particular indoor golf and Footgolf
- The key for encouraging future engagement with this group is more about having fun sessions, the family being able to join in, certificates/medals and free kit

PARENTAL / FAMILY INFORMATION

Who are they?

AVERAGE SOCIAL GRADE

41% → SOUTHERN

19% FROM NON WHITE BRITISH FAMILIES

PARENT'S GOLF SEGMENT:
- Young Active 18%
- Young Fanatics 18%
- Young Family Members 9%

One of the less sporty, although they more likely to do racket sports like tennis and badminton than average

Family activities

The most likely to spend time doing organised activities as a family such as foot golf (42%), climbing wall (38%), trampolining (35%) and bowling (22%)

Family sport

DRIVERS:
Believe sport is about de-stressing, keeping healthy and the social element. The cost and quality of coaching are also considerations

BARRIERS:
See golf as an older persons sport (65%), that it is too expensive (65%) and believe it takes too long to play (59%)

BENEFITS:
Good option for children who don't like team sports (65%), think golf can teach important skills (74%) and is fun for children (62%)

TO GROW THIS GROUP...

37% OF PARENTS PLAY GOLF

- Highlighting the benefits of golf on improving focus and skill for children is vital for these parents
- Given low enjoyment for kids, the fun factor needs to be incorporated more

MEDIA LOVERS

21% of the overall junior market

21%

JUNIOR INFORMATION

Who are they?

59% GIRLS

58% 12-16 YEARS

HIGHER NON WHITE BRITISH PROFILE (20%)

Traits

funny, chatty, cheeky, moody and argumentative. Prefers to be inside. Use snapchat more than others. Enjoy watching TV/films and listening to music more than others

Sport

LESS LIKELY to do different sports than other groups.

Golf

FORMATS:
Experience limited to adventure/crazy golf (58%). Least likely to have considered playing golf (14%)

DRIVERS:
School and friends are the biggest influencers to which sports are played. The child has the greatest influence on any sport they play (45%) vs parent (25%)

BARRIERS:
77% claim they do not want to play golf. Lack of awareness of how golf can help them (96%) and have negative perceptions that it takes too long to play (89%) and is an older person's sport (90%)

TO GROW THIS GROUP...

36%
LIKELY TO PLAY IN FUTURE

> **The image of golf needs to be addressed for this group**

> **A difficult group to convert but interest in golf in the future is mainly with leisure alternatives such as Footgolf (24%)**

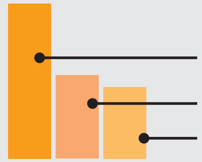
PARENTAL / FAMILY INFORMATION

Who are they?

22% DEs → 19% < £20K+

30% → NORTHERN

SLIGHTLY HIGHER SINGLE PARENTS (14%)



PARENT'S GOLF SEGMENT:
- Young Actives (13%)
- Occ/time Pressed (7%)
- Casual Fun (6%)

Parents are less sporty than for other groups and are less likely to do different sports in general

Family activities

Spend the least amount of time doing different activities as a family although family time is important to them. Going for walks, playing in the garden and indoor games are the main ones

Family sport

DRIVERS:
Their child's enjoyment of a sport and keeping fit and healthy are the greatest considerations for these parents

BARRIERS:
LEAST LIKELY to encourage their children to do different sporting activities and don't enjoy the social side of any sports their children do

BENEFITS:
They agree sport is good for physical and mental health but less positive on other aspects

TO GROW THIS GROUP...

LOW%
THE LEAST LIKELY FOR PARENTS TO PLAY GOLF

> **Appealing to the child via school to enhance their positivity and enjoyment is the best way to target this segment**

Golf engagement as young people grow up

This data outlines the different way each group engages with golf as they grow up.

This will help you identify the best age to target young people from each segment to hopefully achieve the greatest impact.

TEAM PLAYERS

	TRADITIONAL GOLF				LEISURE GOLF			
	YEAR 1-3	YEAR 4-6	YEAR 7-9	YEAR 10-11	YEAR 1-3	YEAR 4-6	YEAR 7-9	YEAR 10-11
BOYS	20% ▼	25%	23%	▲ 26%	▲ 31%	27%	18% ▼	22%
GIRLS	27%	28%	22% ▼	▲ 28%	▲ 24%	20%	21%	15% ▼

▲ HIGHEST % ▼ LOWEST %

COMPETITIVE CHALLENGE SEEKERS

	TRADITIONAL GOLF				LEISURE GOLF			
	YEAR 1-3	YEAR 4-6	YEAR 7-9	YEAR 10-11	YEAR 1-3	YEAR 4-6	YEAR 7-9	YEAR 10-11
BOYS	22%	▲ 39%	19% ▼	36%	▲ 39%	36%	16% ▼	36%
GIRLS	18% ▼	45%	▲ 67%	36%	37%	▲ 53%	42%	32% ▼

▲ HIGHEST % ▼ LOWEST %

ACTIVE SPORTIES

	TRADITIONAL GOLF				LEISURE GOLF			
	YEAR 1-3	YEAR 4-6	YEAR 7-9	YEAR 10-11	YEAR 1-3	YEAR 4-6	YEAR 7-9	YEAR 10-11
BOYS	28% ▼	▲ 53%	41%	▲ 53%	29%	▲ 48%	27% ▼	39%
GIRLS	23% ▼	39%	41%	▲ 53%	24% ▼	37%	50%	▲ 59%

▲ HIGHEST % ▼ LOWEST %

This set of tables highlights the percentage of young people's involvement in traditional and leisure golf 2 - 3 times a month. The figures are broken down by school years.

SENSITIVE MUSIC LOVERS

	TRADITIONAL GOLF				LEISURE GOLF			
	YEAR 1-3	YEAR 4-6	YEAR 7-9	YEAR 10-11	YEAR 1-3	YEAR 4-6	YEAR 7-9	YEAR 10-11
BOYS	▲ 21%	10%	5% ▼	13%	▲ 23%	5%	5%	3% ▼
GIRLS	▲ 30%	23%	11%	7% ▼	▲ 27%	16%	8%	2% ▼

▲ HIGHEST % ▼ LOWEST %

SKILLED AND FOCUSSED

	TRADITIONAL GOLF				LEISURE GOLF			
	YEAR 1-3	YEAR 4-6	YEAR 7-9	YEAR 10-11	YEAR 1-3	YEAR 4-6	YEAR 7-9	YEAR 10-11
BOYS	28% ▼	▲ 54%	48%	44%	28% ▼	▲ 54%	48%	44%
GIRLS	31%	19% ▼	▲ 44%	31%	31%	19% ▼	▲ 44%	31%

▲ HIGHEST % ▼ LOWEST %

THE CREATIVES

	TRADITIONAL GOLF				LEISURE GOLF			
	YEAR 1-3	YEAR 4-6	YEAR 7-9	YEAR 10-11	YEAR 1-3	YEAR 4-6	YEAR 7-9	YEAR 10-11
BOYS	13% ▼	27%	▲ 39%	22%	19% ▼	34%	▲ 39%	22%
GIRLS	27%	17%	▲ 31%	15% ▼	▲ 30%	24%	26%	19% ▼

▲ HIGHEST % ▼ LOWEST %

MEDIA LOVERS

	TRADITIONAL GOLF				LEISURE GOLF			
	YEAR 1-3	YEAR 4-6	YEAR 7-9	YEAR 10-11	YEAR 1-3	YEAR 4-6	YEAR 7-9	YEAR 10-11
BOYS	17%	14%	12% ▼	▲ 19%	19%	19%	11% ▼	▲ 24%
GIRLS	▲ 19%	4% ▼	16%	17%	▲ 19%	15%	18%	9% ▼

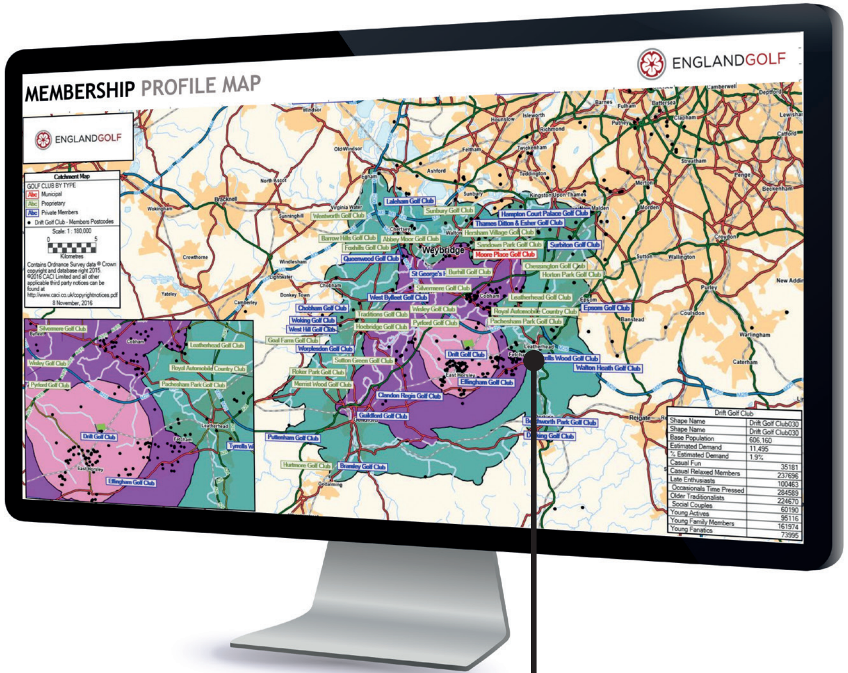
▲ HIGHEST % ▼ LOWEST %

How can I understand my junior market?

England Golf has a range of tools and reports to help clubs

This resource can be used in conjunction with our Understanding Your Market tools and reports. The reports are based on your current adult members and the local adult population – and can be used to identify families and households that are most likely to include young people.

For further information please contact your **Club Support Officer** at **englandgolf.org/clubsupportofficers**



REPORT THAT PLOTS YOUR ADULT MEMBERS AND VISITORS IN RELATION TO YOUR CLUB AND THE SURROUNDING FACILITIES

MEMBERSHIP PROFILE

CLUB NAME: Your Golf Club

CATEGORY: Full Membership List

PROFILE	Number	%
Relaxed Member	58	12
Older Traditionalist	106	23
Younger Traditionalists	69	15
Younger Fanatics	62	13
Young Actives	46	10
Late Enthusiasts	43	9
Occasional Time Pressed	26	6
Social Couples	36	8
Casual Fun	15	3
Non-Golfer Segment	5	1
TOTAL	466	

REPORT THAT SEGMENTS YOUR EXISTING ADULT MEMBERS AND VISITORS BY GOLFING PROFILE

A message from our Young Ambassador

> “It is important for golf clubs to recognise that all young people **are not the same**, so one model doesn’t fit all.”

As a young person who loves to play golf, I’m disappointed that many of my friends still think it’s an old man’s game.

Golf clubs can do so much to help change the image of the game by gaining a better understanding of young people and giving them a positive, inclusive experience. This approach **will attract and retain young people in the game**, as well as make them want to give back to the sport in later years.

The first step is to understand what motivates young people to take up the game.

In today’s society it has become the norm for young people to have choices in almost everything they do. Their golf experience should be no different. It is important for golf clubs to recognise that all young people are not the same, so one model doesn’t fit all.

Not everyone wants to be the next Rory McIlroy, some young people just want to belong, to make friends or play for fun. So listening to the opinions and needs of the next generation of golfers will broaden the appeal of the game.

This booklet is a great starting place for clubs to understand their young customers and we hope you’ll use it to take positive steps to get more young people into golf.

Emily Furniss

Young Golf Ambassador for England Golf and the Golf Foundation

ENGLAND GOLF

UNDERSTANDING YOUR JUNIOR MARKET

FOR MORE INFORMATION ON UNDERSTANDING YOUR JUNIOR MARKET CONTACT:

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