## Sporting Insights



USGA
GOLFER
EXPERIENCE
RESEARCH 2023

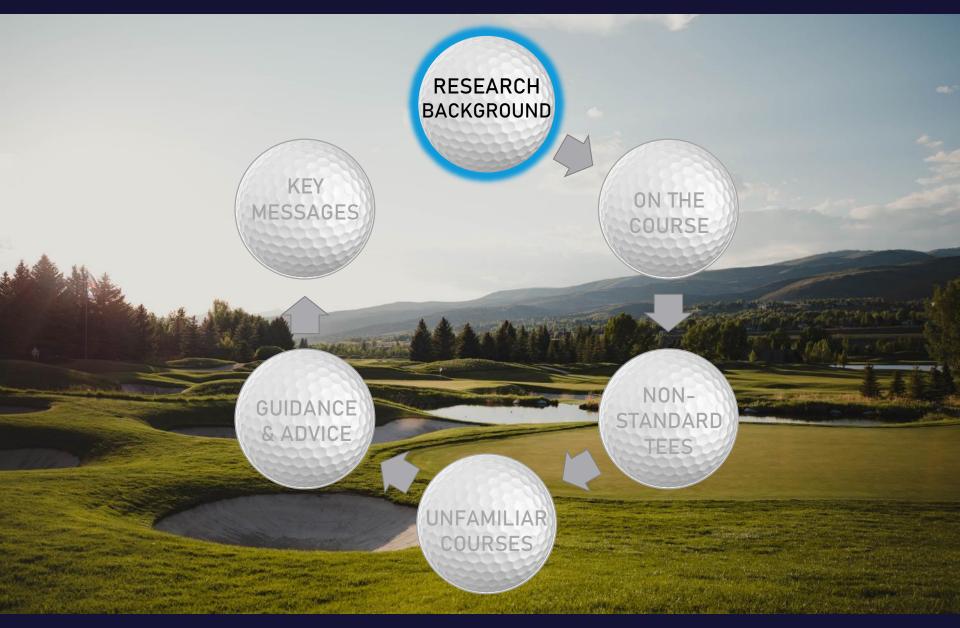
PRESENTATION OF FINDINGS

**NOVEMBER 16 2023** 











"The stated aim of the Golfer Experience program is to deliver research and output that will – over time – mature into industry-wide recommendations designed to best serve and benefit golf courses and golfers everywhere and contribute toward achieving the goals of Distance Insights."





### THE GOLFER EXPERIENCE PROGRAM



#### Quantitative survey

Available to complete between April 26 and June 4 2023

Distributed through seven different channels:

USGA Member database, Golf Handicap Information Network (GHIN), U.S. Kids Golf, NBC databases: GolfNow, GolfPass, Tee Off, Topgolf

Responses from 62,113 U.S. golfers



#### Online qualitative discussion

Available from September 9 to September 21

Participants recruited through the Stage 1 survey

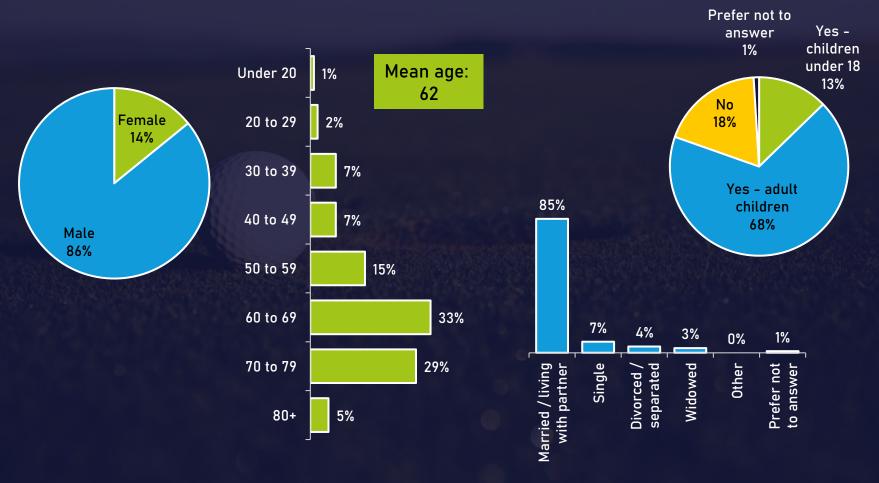
Engagement from 42 people

674 comments were given by portal participants





### STAGE 1 | Respondent profile

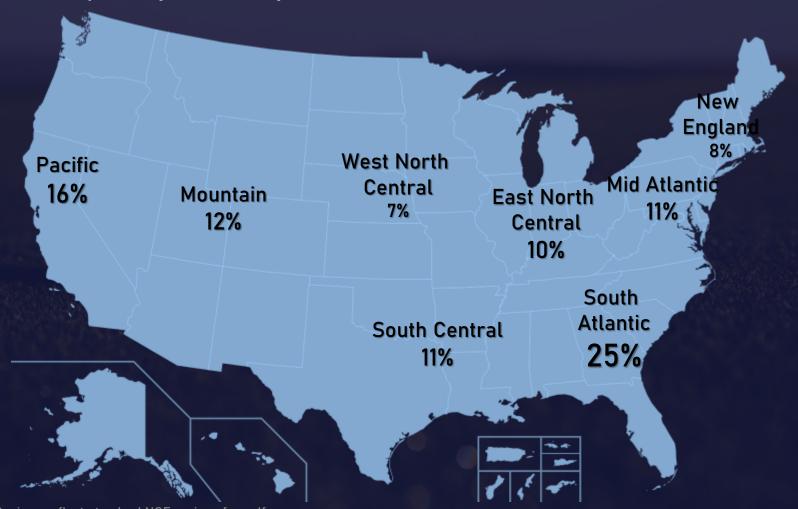


Base: 62112





### STAGE 1 | Respondent profile

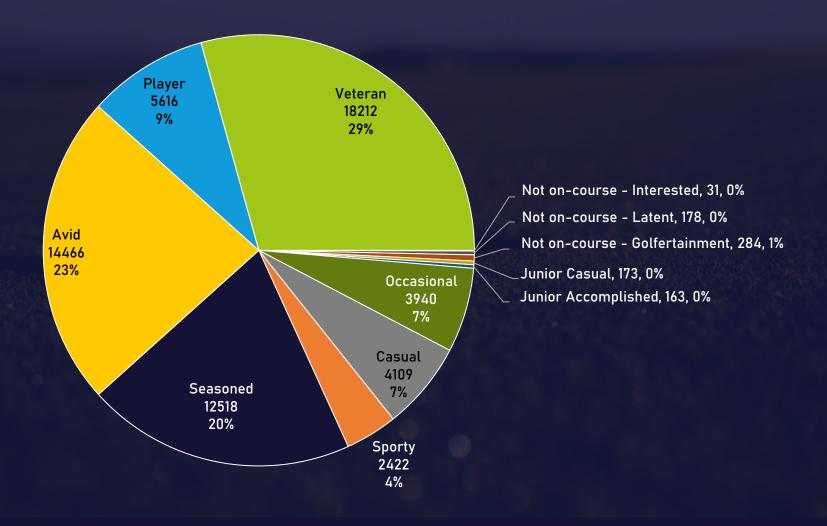


Base: 62112 - Regions reflect standard NGF regions for golf





### STAGE 1 | Segment profile



Base: 62,112













### ON THE COURSE | Key findings



#### **SATISFACTION**

Satisfaction with the experience of golf is high, especially for older golfers and those who play on private courses.

Satisfaction has increased since 2021 – especially amongst women and those without a handicap, suggesting that golf is becoming more accessible and inclusive.



#### TEE BEHAVIOR

Gender / age related tee naming still does have some influence, especially for men, who are less likely to say they would play from a named tee they didn't identify with, but course length is identified as the main determinant.



#### **GROUP DYNAMICS**

Younger golfers prioritize playing with others, showcasing a collaborative attitude, even if they are not the better golfer in a round. This emphasizes the importance of social dynamics on the course and the role that camaraderie plays.





### ON THE COURSE | Satisfaction with typical golf experience

Q. Thinking about the golf course that you play most often, how satisfied are you with your typical golf experience? PLEASE NOTE: This chart shows results for the full 2023 sample, and for the 2023 sample excluding respondents who accessed the survey via the GHIN database. The GHIN database was not directly used in 2021.



The net satisfaction score reflects the net promoter score metric. The proportion of people rating their experience as 0-6 is subtracted from the proportion rating their experience as 9 or 10.

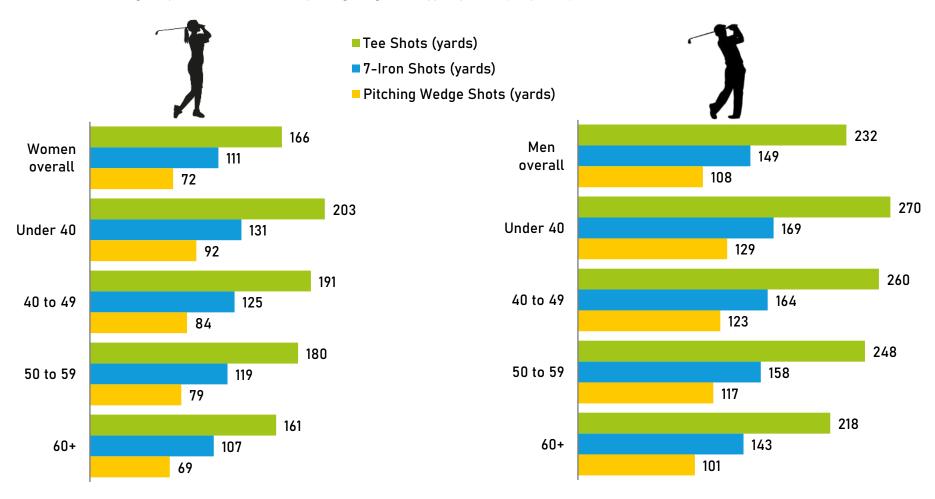
The score can vary between -100 and +100.





## ON THE COURSE | Sample mean shot distance - by age & gender

Q. How far on average do your driver tee / 7-iron / pitching wedge shots typically travel (carry + roll)?

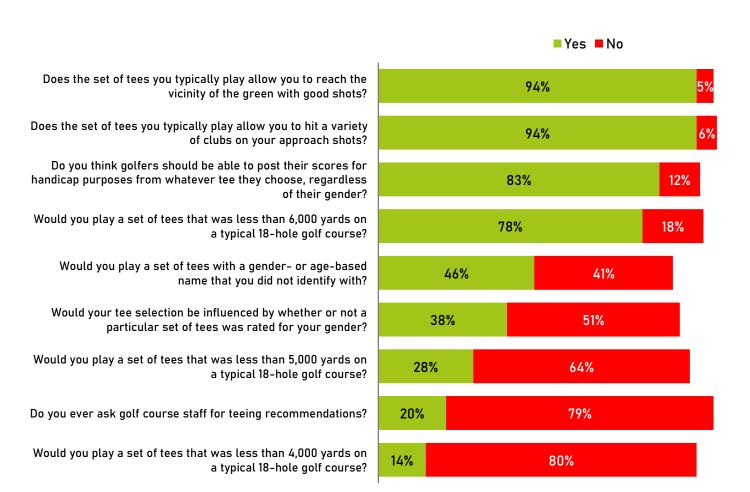






## ON THE COURSE | Tee selection experience – men

Q. Below follows a series of short questions about tee selection, please choose 'yes' or 'no' for each one.





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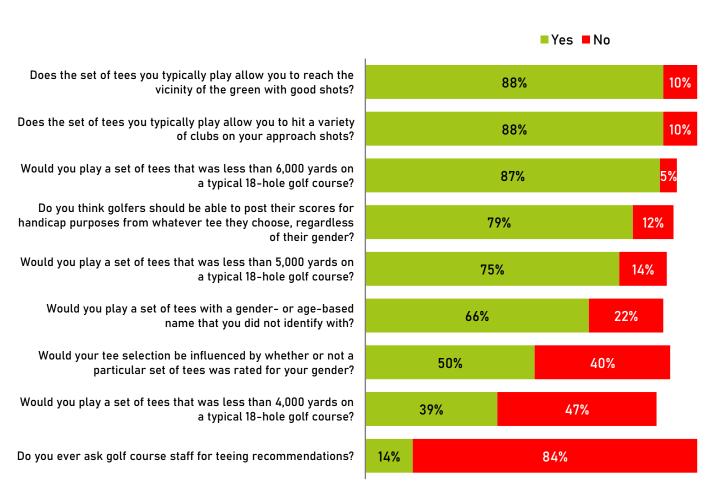
Base: Max. 52183





# ON THE COURSE | Tee selection experience – women

Q. Below follows a series of short questions about tee selection, please choose 'yes' or 'no' for each one.



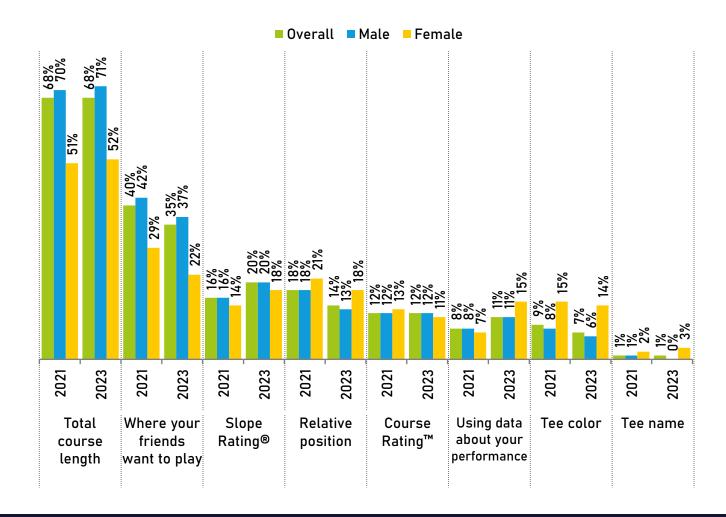
Base: Max. 8371





### ON THE COURSE | Criteria for tee selection – by gender

Q. When playing golf, what are the two most important criteria when you choose a set of tees?

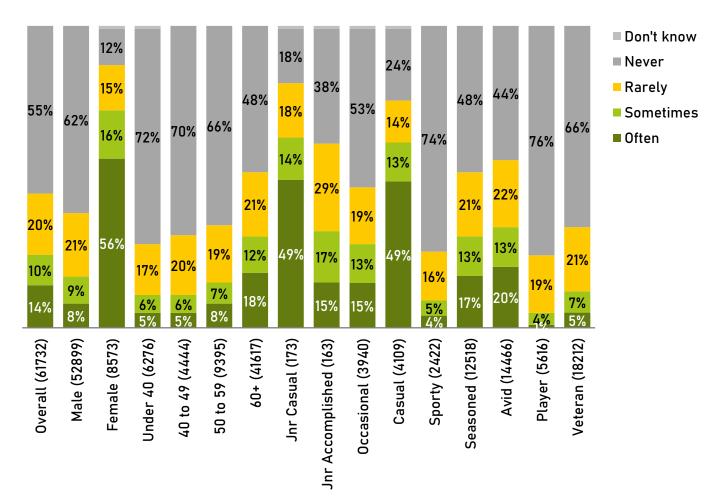






### ON THE COURSE | Playing the forward tees

Q. How often do you play the most forward tees?

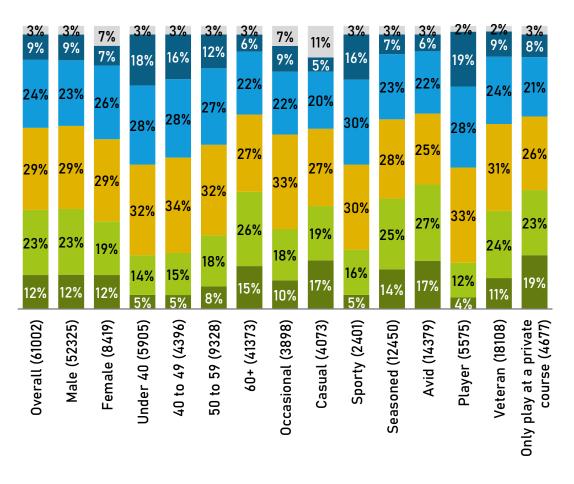






### ON THE COURSE | If playing a better golfer...

Q. If you are playing a match or otherwise competitively against a better player, would you rather play shorter tees and receive less handicap strokes or play longer tees and receive more handicap strokes?



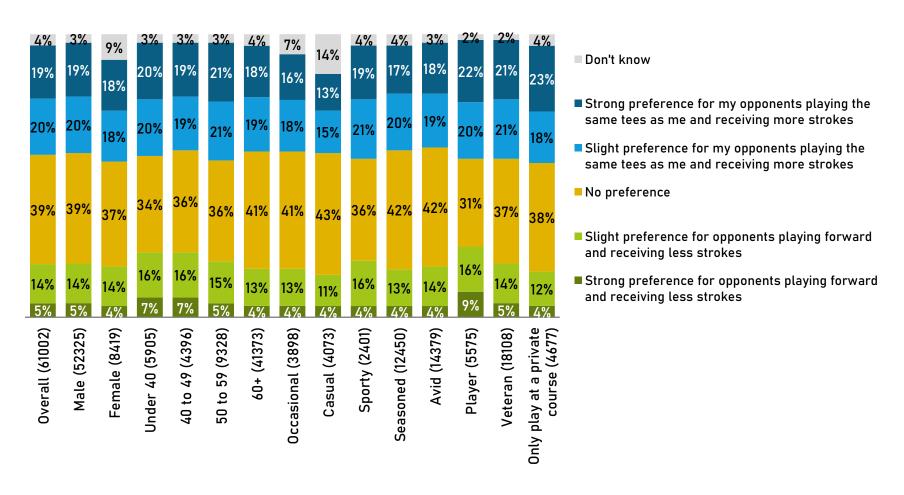
- Don't know
- Strong preference for longer tees and more handicap strokes
- Slight preference for longer tees and more handicap strokes
- No preference
- Slight preference for shorter tees and less handicap strokes
- Strong preference for shorter tees and less handicap strokes





### ON THE COURSE | If you are the better golfer...

Q. If you are the better golfer in the match, would you rather your opponents play the same tees as you and receive more strokes or play forward and receive less strokes?

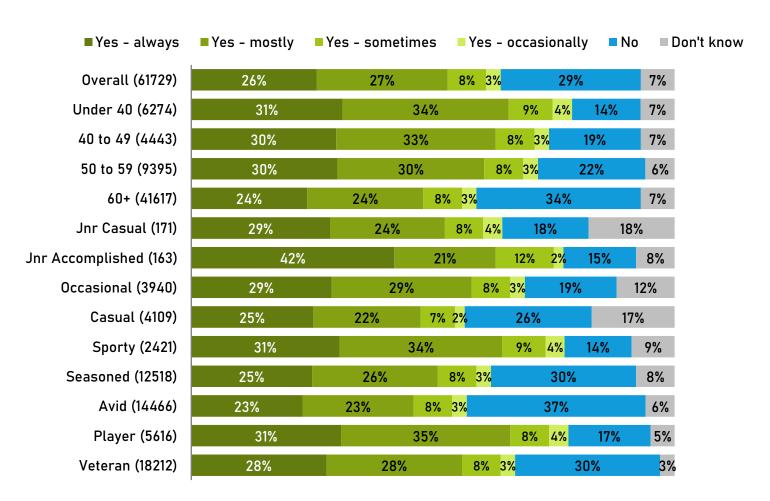






### ON THE COURSE | All golfers playing the same tees

Q. In net competitions, do you think all players should play the same tees?







### ON THE COURSE | Consistency in the group

Many are happy for different players in a group to use different tees, while others prefer playing from the same tees for consistency, camaraderie and a perception of an equal experience / fair competition.

Mixed ability golfers using different tees in a group is seen as beneficial in terms of catering to individual abilities, but also seen to have potential drawbacks such as players not being ready in time for their shot or differences in club usage.

Pace of play / time efficiency is seen both as a potential benefit and a potential drawback of using different tees – pace of play could be improved if less skilled golfers play from farther forward, but potentially waiting for others in the group to reach their tee / play their shot is also flagged as having the potential to slow down the pace of play.

In tournaments, there's a feeling that all golfers should use the same tees for fairness, although this will not be effective if there are, for example, men and women playing from the same tees. Education around the Course Rating system would help some golfers to understand that competitive fairness can be achieved even if different tees are used.





### NON-STANDARD TEES | Key findings



#### **INCREASING ACCEPTANCE**

Some golfers do still have concerns about tees in the fairway, and many would not want to play from these themselves, but there appears to be an increase in acceptance of playing from non-standard tees since 2021, including amongst those with handicaps and private course players.



#### APPEARANCE / PRESENTATION

The presentation of non-standard tees is important – golfers are much more accepting if these tees are made to feel 'official' and deliberate with raised tee markers or an elevated teeing ground.

Mowing the area differently will help non-standard tees to feel more legitimate.



#### **COMBO TEES**

Combo tees are more likely to be available, and more likely to be accepted than they were in 2021. In 2023, 82% have no problem with combo tees, vs 65% in 2021, and combo tees are available at the main course of 48%, vs 39% in 2021.

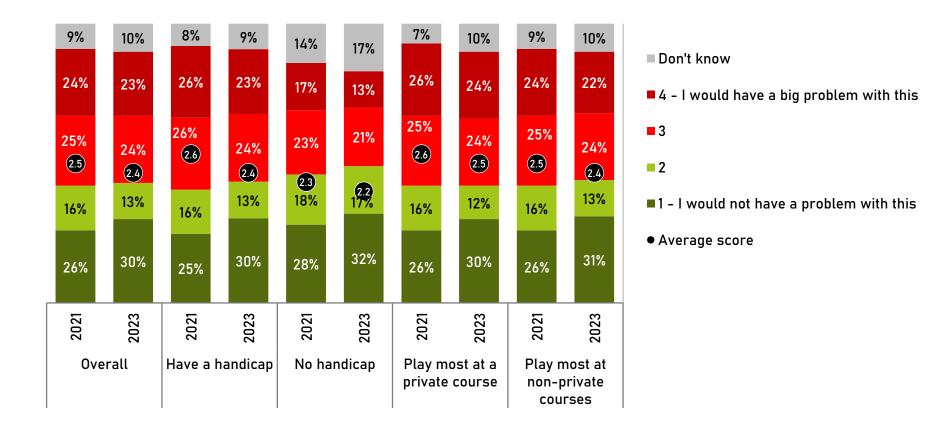




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# NON-STANDARD TEES | Tee markers in the fairway

Q. How would you feel about playing from a tee that was located in the fairway, with tee markers at ground level and no additional definition of the tee area? CHART SHOWS RESULTS ONLY among THOSE WHO 'OFTEN' OR 'SOMETIMES' PLAY THE FORWARD TEES.



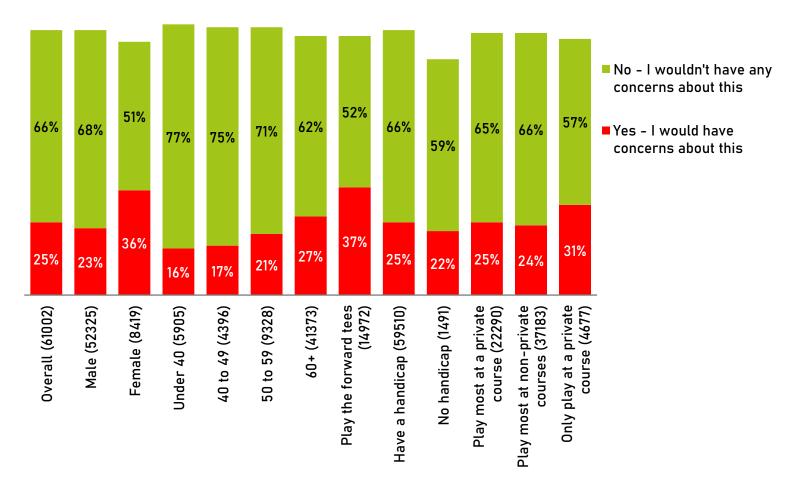
Base: Overall - 2021: 6147, 2023: 15201, Have a handicap - 2021: 5125, 2023: 14556, No handicap - 2021: 1022, 2023: 645, Play most at a private course - 2021: 1135, 2023: 5206, Play most at non-private courses - 2021: 4970, 2023: 9545





### NON-STANDARD TEES | Concerns

Q. For many courses that have forward tees of 4,400 yards or less, some holes have tees in the fairways or in the rough next to the fairways. Do you have any concerns about this?



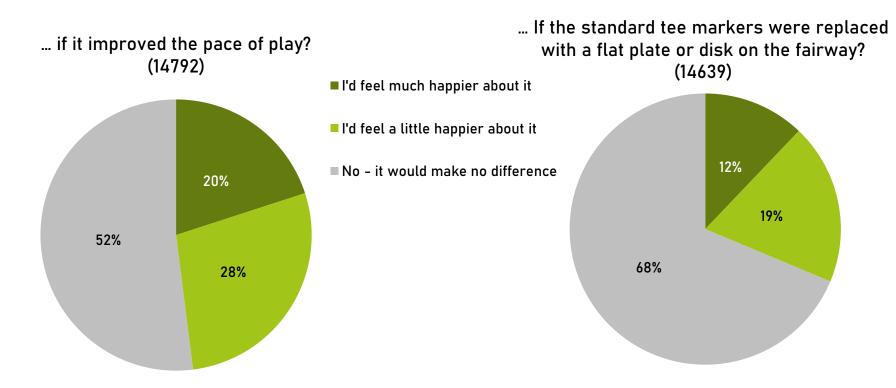




### NON-STANDARD TEES | Could concerns be mitigated?

Q. For many courses that have forward tees of 4,400 yards or less, some holes have tees in the fairways or in the rough next to the fairways. Do you have any concerns about this? ONLY ASKED TO THOSE WHO SAID THEY HAD CONCERNS

If respondents had concerns about there being a tee in the fairway, would they be happier...



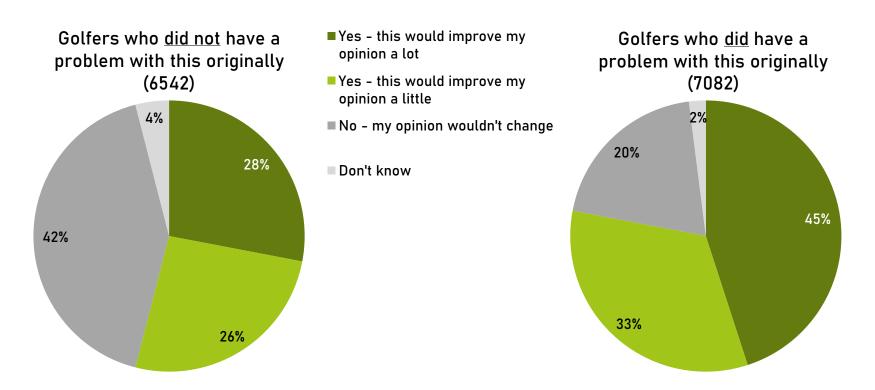




### NON-STANDARD TEES | Would an elevated teeing ground help?

Q. Would your opinion change if the teeing ground was elevated above the surrounding fairway into a more formal teeing ground structure? ONLY ASKED TO THOSE WHO PLAY THE MOST FORWARD TEES OFTEN OR SOMETIMES

Would opinions change if the teeing ground was elevated into a more formal structure?...

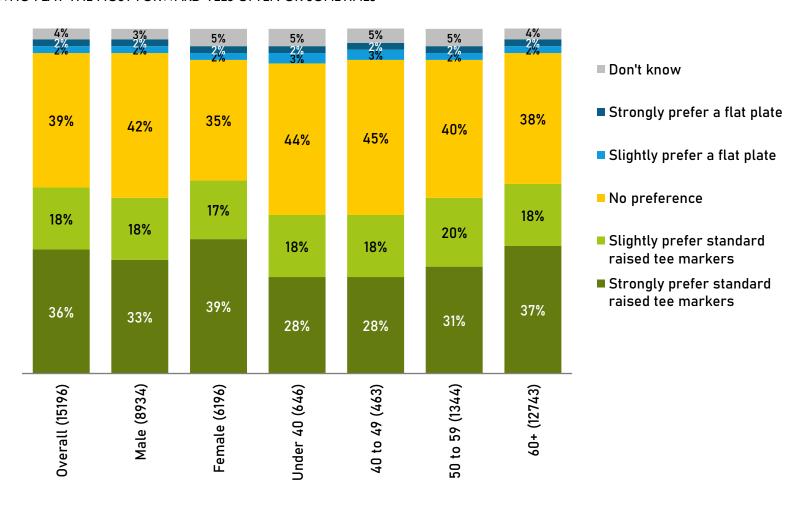






### NON-STANDARD TEES | Raised tee markers vs flat plate

Q. As someone who would prefer to play from the forward tee, what is your preference for standard raised tee markers vs a flat plate? ONLY ASKED TO THOSE WHO PLAY THE MOST FORWARD TEES OFTEN OR SOMETIMES

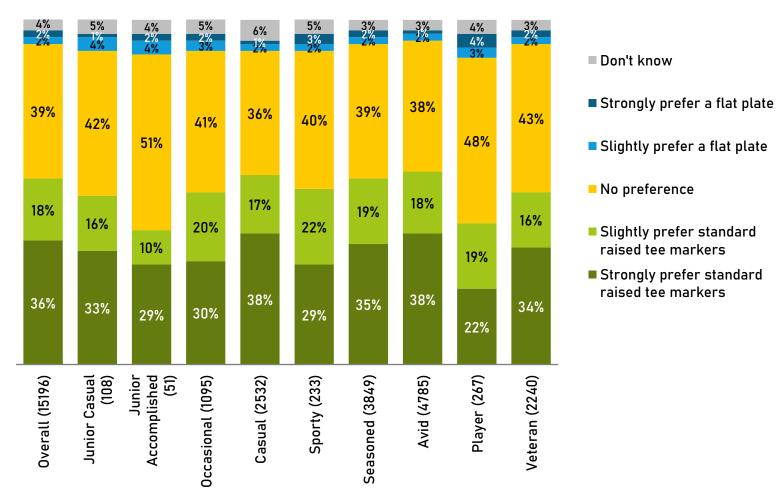






### NON-STANDARD TEES | Raised tee markers vs flat plate

Q. As someone who would prefer to play from the forward tee, what is your preference for standard raised tee markers vs a flat plate? ONLY ASKED TO THOSE WHO PLAY THE MOST FORWARD TEES OFTEN OR SOMETIMES



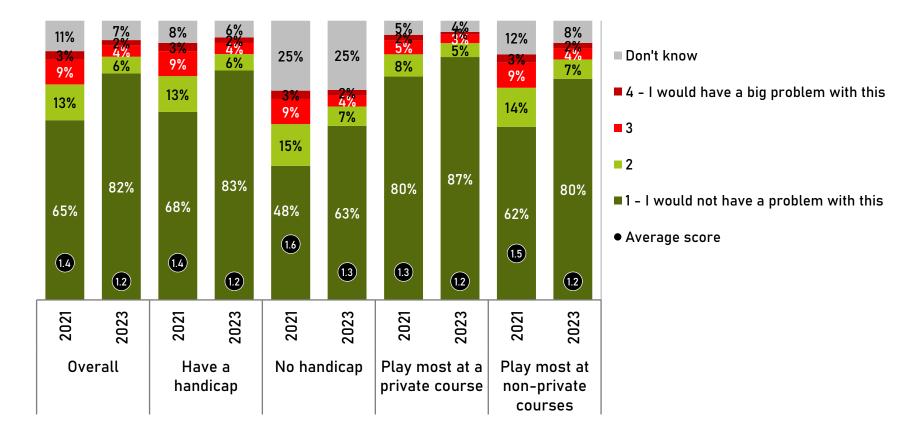




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### NON-STANDARD TEES | Attitudes to combo tees

Q. How do you feel about playing a rated set of tees that is a combination of two or more sets – i.e., a "combo tee"?

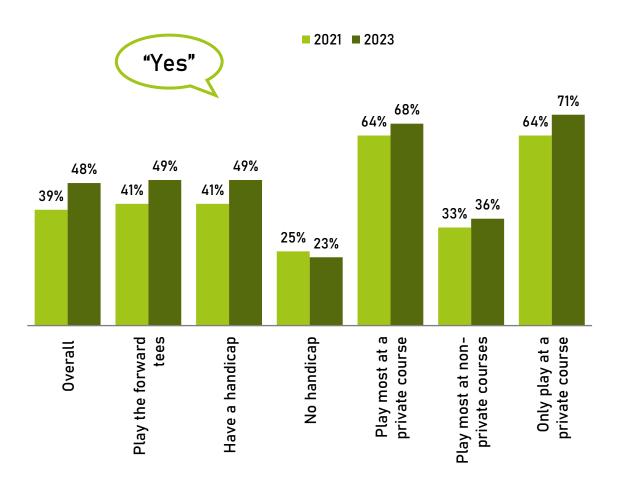


Base: Overall - 2021: 14865, 2023: 61731, Have a handicap - 2021: 12688, 2023: 60124, No handicap - 2021: 2177, 2023: 1606, Play most at a private course - 2021: 2664, 2023: 22529, Play most at non-private courses - 2021: 12109, 2023: 37660



### NON-STANDARD TEES | Availability of combo tees

Q. Does the course you play most often offer "combo tees"?



Base: Overall - 2021: 14891, 2023: 61731, Have a handicap - 2021: 12709, 2023: 60124, No handicap - 2021: 2182, 2023: 1606, Play most at a private course - 2021: 2663, 2023: 22529, Play most at non-private courses - 2021: 12137, 2023: 37660, Only play at a private course - 2021: 720, 2023: 4733



### NON-STANDARD TEES | Tee imagery

For the On the Course task, we asked participants to look at a selection of photos of different teeing areas and to share their opinions on them.

Participants were guided with some specific questions and asked for their general feelings towards location and appearance of the different areas.

Fairway Tee 1

Fairway Extended Tee



Tee in Fairway Behind Bunker



Fairway Tee 2



Fairway Reduced Tee



Tee in Rough Adjacent to Fairway 1



Fairway Tee 3



Par 3 Tee



Tee in Rough Adjacent to Fairway 2





### NON-STANDARD TEES | Tee imagery – winners and losers

#### Tee Images Liked Most:

#### Tee Images Liked Least:



FAIRWAY TEE 3 received positive feedback with comments such as "very appealing," "nicely maintained, legitimate tee area," and "more welcoming for novice golfers."

TEE IN FAIRWAY BEHIND
BUNKER received mixed
to negative feedback,
with comments like
"would not recommend,"
"feels temporary," and
"confusing."





TEE IN ROUGH ADJACENT TO FAIRWAY 1

was generally wellreceived, with comments like "Visually and playability, I like this one" and "this is more what I'm used to."

#### **FAIRWAY REDUCED TEE**

also had mixed feedback, with comments stating it "doesn't look too good," but some thought it could be beneficial for certain types of golfer.







### UNFAMILIAR COURSES | Key findings



#### **CONSIDERATIONS**

Shot distance and keeping the group together are important considerations for golfers when playing unfamiliar courses, although most say they would move forward – separately from their group – if the tees chosen by the group felt too long for them.



#### EGO / PRIDE

Ego is not an overt factor – especially for older players and less experienced players, but for younger experienced players, ego may make them reluctant to move forward separately.



#### PLAYABILITY INFORMATION

Additional playability information is seen as positive, with 87% saying this would be helpful. It's important that additional information is consistent, transparent and clear to help golfers understand what to expect from unfamiliar courses.

Some golfers would like additional information and to understand the nuances of the course as part of this provision.



### UNFAMILIAR COURSES | Influence of factors

Imagine you are going to play a new course with some friends. The tee that your group wants to play from seems too long for your hitting distance. Which of these factors would be important in your decision to either move forward or stick with the rest of the group, and why?

### Not important Somewhat important Very important

My shot distance 0% 20% 80%

Keeping the group together

13% 27% 60%

Advice / recommendation

15% 46% 38%

My shot accuracy 7% 67% 27%

pressure 64% 18% 18%

Peer

Habit

44% 44% 11%

My age

55% 36% 9%

Ego / pride

80% 15% 5%

My gender

83% 17% 0%

Something else?





## UNFAMILIAR COURSES | Influence of factors

#### Gender - not important:

If you utilize shot length this does not need to be a part of the conversation.

M. 54, 135, Avid

#### Age - somewhat important:

With age I have lost some distance so I would prefer playing from the senior tees M, 74, 120, Avid

### Peer pressure - not important:

Most groups I play with don't give too much grief if one person suggest a different set of tees than the rest. M, 44, 155, Sporty

#### Accuracy - somewhat important:

This would be one of my reasons to possibly move up. If you are hitting the ball bad, playing from a further tee will make it even harder for you

F, 24, 140, Player

#### Ego / pride - very important:

If I was the only one in a foursome that wanted to move up, I might have a little issue with that M, 27, 210, Player

### Shot distance - very important:

if i know that i wont make it off the tee, then i will not waste my time and instead move up to the next tee.

M, 49, 155, Occasional

# Keeping the group together – somewhat important:

If the tee boxes are spread out far, it takes away a bit of the enjoyment of standing on the tee box with your friends.

M, 44, 155, Sporty

# Advice / recommendation - not important:

Typically standard answers from starters, who don't even know your game M, 57, 155, Veteran

# Advice / recommendation - very important:

Would ask the pro shop or starter what they recommend and follow their advice F, 45, 120, Sporty

#### Shot distance - very important:

My shot distance will determine which tees I play regardless of the rest of the group. It is much more enjoyable to occasionally have a shot at par or birdie instead of struggling to reach the green.

F, 56, 120, Occasional

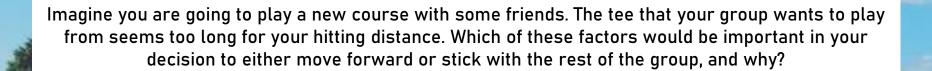
#### Ego / pride - not important:

I have learned it is much less embarrassing to play decently from a shorter tee than blow up from a more difficult tee. M, 46, 150, Casual





## UNFAMILIAR COURSES | Moving forward



Would you move forward or not?

I would move forward 70%

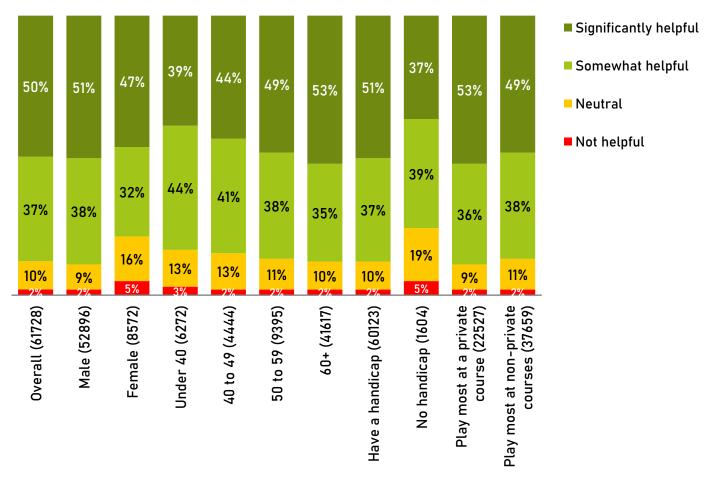
I would not move forward 30%





# UNFAMILIAR COURSES | Selecting a tee – by profile

Q. Would information about the challenge and difficulty of an unfamiliar course be useful to you to help select the tee for your round?

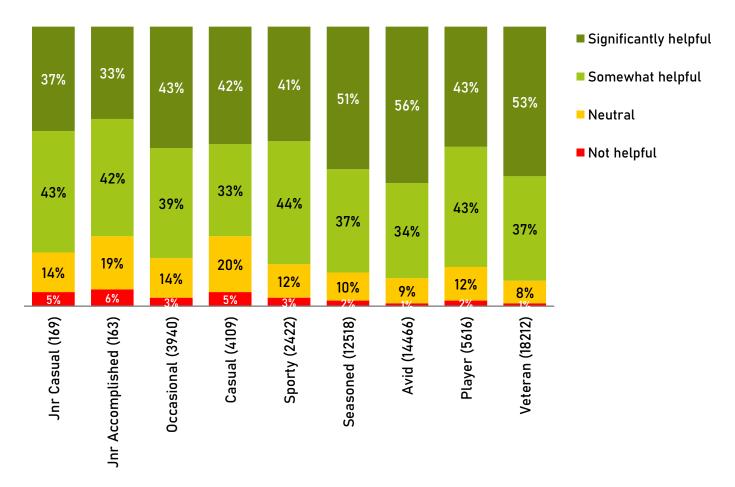






# UNFAMILIAR COURSES | Selecting a tee – by segment

Q. Would information about the challenge and difficulty of an unfamiliar course be useful to you to help select the tee for your round?





# UNFAMILIAR COURSES | Course playability

For the Course Playability task, we asked participants how they would feel about having specific playability information made available to them in addition to the Tee Selector information.

Participants were guided with some specific questions and asked for their general attitudes to the provision of this kind of information.











# UNFAMILIAR COURSES | Course playability

- DESIRE FOR SPECIFIC EXAMPLES
- SUBJECTIVITY AND CONSISTENCY
- COMPARISON TO EXISTING SYSTEMS
- ADDITIONAL INFORMATION
- CLARIFICATION ON TERMINOLOGY
- PRIVATE VS. PUBLIC COURSES
- LEVEL OF NUANCE
- IMPACT ON TEE SELECTION
- HELPFUL FOR BEGINNERS
- POTENTIAL TO SPEED UP PLAY
- BALANCING DIFFICULTY

The three or moderate/average course I would play my standard tee. The 1 or easy course I would consider moving back and the 5 I would definitely move up
M, 46, 150, Casual

Adding a comment about OB in addition to hazards would resonate with many golfers M, 42, 165, Sporty

I would use this information to challenge myself to play a difficult course and lower my expectations on how I may score that day M, 64, 125, Seasoned

> 1-5 might be too simplified for the real nuance in courses. M, 42, 165, Sporty

Examples of courses that fall into each category would be helpful. Where does Torrey Pines South rank, for example?

M, 31, 135, Casual

This graphic would have been very helpful for me in the first few months of playing. I didn't know much, let alone how to choose what to play, and this would've shown me.

F, 19, 50, Casual

I think more information like this would help all make better choices and help speed up the pace of play. M, 45, 185, Occasional





# GUIDANCE & ADVICE | Key findings



### **ENGAGEMENT WITH ADVICE**

Around half of golfers have received advice before – men and more committed golfers are more likely to have done so.

There is a feeling that advice and information should be available, but in some cases possibly more for 'others' rather than for themselves.



#### TEE SELECTOR INFOGRAPHIC

For many the USGA infographic would make a difference to the tee they play, and delivery on the scorecard would optimize the reach of this information for golfers.

Golfers understand what to do with this kind of information.



### **AMBIGUITY**

Within the guidance, yardage ranges are preferred over single distances. Where there is an overlap, longer hitters are more likely to choose the challenge of the more ambitious option, while shorter hitters would choose the more conservative option.



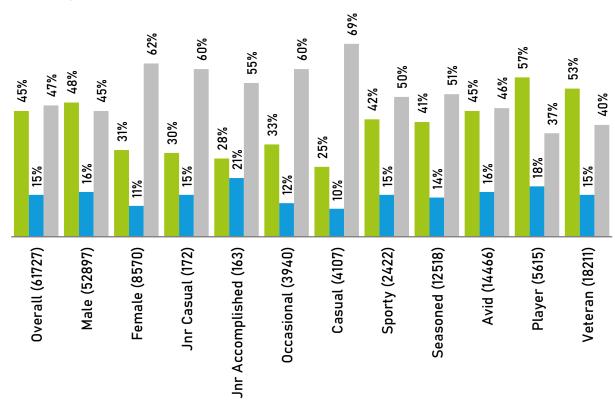
## GUIDANCE | Previous staff recommendation

Q. Have you ever received a recommendation from staff or informational materials about which tees would be a good fit for your game at a particular course?



Yes - I've received informational materials before



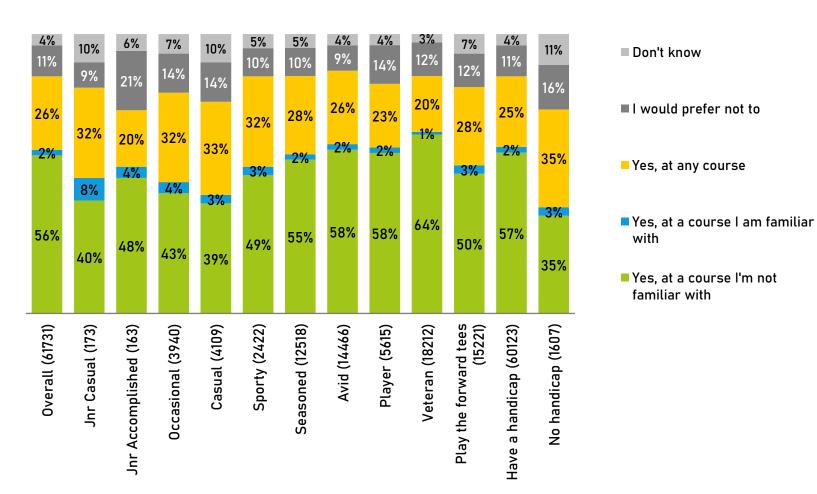






## GUIDANCE | Interest in receiving recommendations

Q. Would you be open to receiving recommendations from knowledgeable course staff for which tee to play based on your skill level or performance characteristics like driving distance?

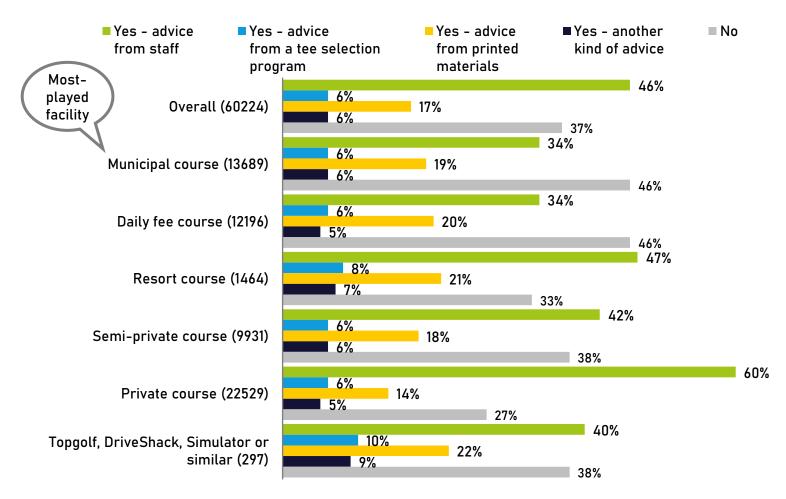






# GUIDANCE | Availability of advice

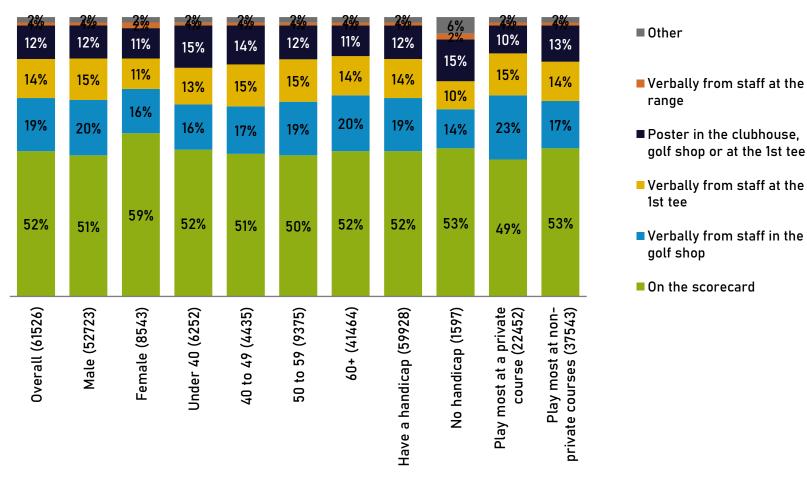
Q. Thinking about where you play golf most often, is advice on choosing the appropriate tee readily available?





## GUIDANCE | Recommendation preference

Q. What is your preference for receiving a tee recommendation from a course you are unfamiliar with?







### GUIDANCE | Attitudes towards advice

I think people become fairly ingrained when it comes to their home course, and most would not welcome suggestions to play from a different set of tees. I think players new to a course are much more receptive to hearing recommendations for which tees to play.

M, 44, 155, Sporty

I think offering tee "guidance" - even to locals - would be welcomed at most courses. Some would be offended but most others (high percentage probably) would welcome the encouragement to 'move up' to shorter yardages. It's a societal thing too....in particular, a lot of men have too big of an ego or can't simply admit they should be playing shorter yardages...and, yes, it is a man making this statement.

M, 44, 155, Occasional

### POSITIVE RECEPTION TO TEE SELECTION ADVICE

### NEWER / LESS SKILLED GOLFERS MORE RECEPTIVE

### PROVISION WOULD BE WELCOMED, BUT MAYBE NOT FOR THEMSELVES

I think advice should be welcome. I had one experience with a course that was unusually short but the person in the clubhouse recommended I still play the shorter set of tees as the reason for the shorter tees in general was because the fairways were so tight that hitting driver was typically not a viable option. That was extremely helpful.

M, 54, 135, Avid

I always play from the woman's tees because I am a woman and because I am a beginner golfer. I hadn't thought about using a different tee based on the yardage. I used a different club based on the yardage but it's an interesting idea. I use the scorecard and an app (if the course is available on it) to determine which club to use on each hole based on yardage. I think that information plus the handicap is useful. Getting it from the starter only helps on the first tee.

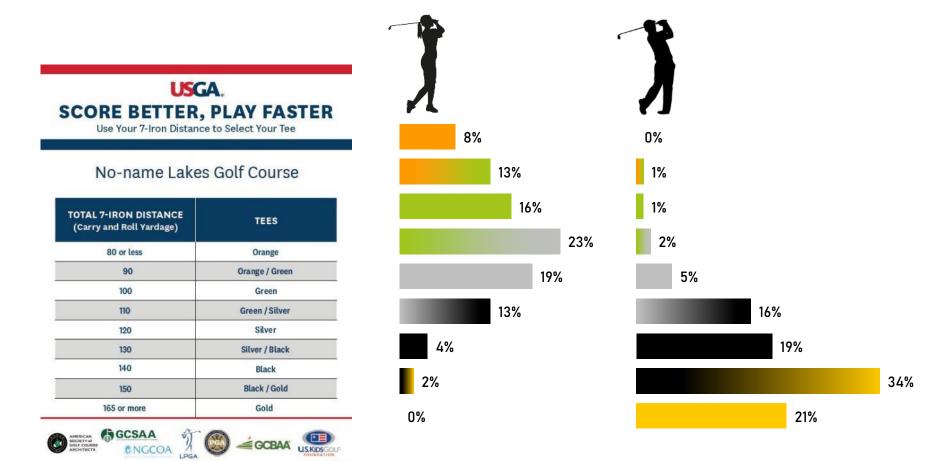
F, 54, 82, Occasional





# GUIDANCE | Reaction to USGA infographic

Q. Which tee does the infographic suggest you should be playing from on this course?



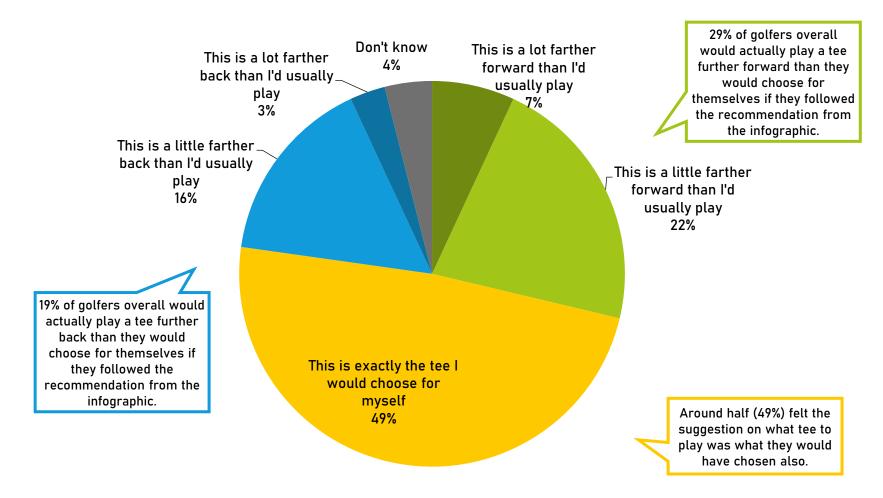
Base: 52899





## GUIDANCE | What difference does it make?

Q. How do you feel about this suggestion?



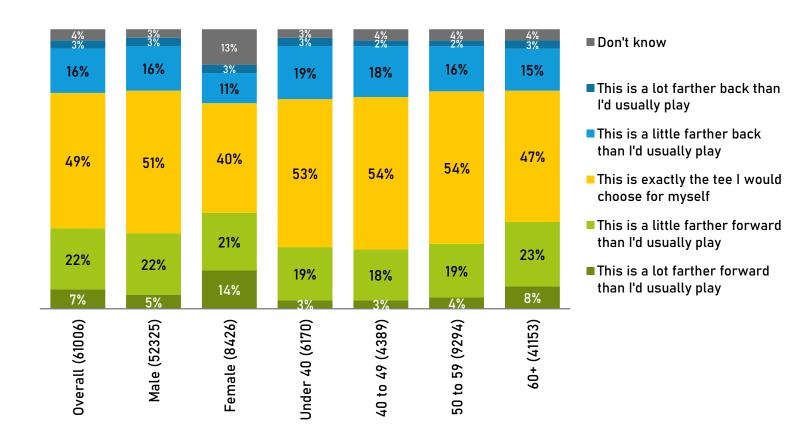
Base: 61006





# GUIDANCE | What difference does it make? By profile

Q. How do you feel about this suggestion?

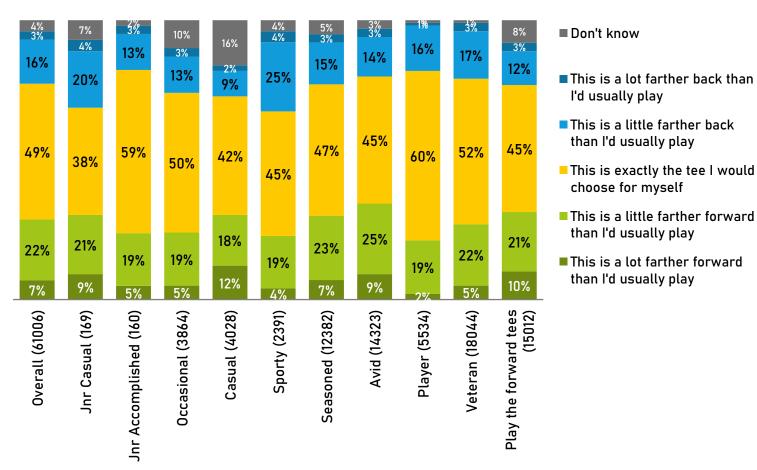






## GUIDANCE | What difference does it make? By segment

Q. How do you feel about this suggestion?







## GUIDANCE | Infographic ranges vs single distances

Q. Compared to the infographic with a single 7-iron distance, do you prefer ranges as shown in the picture on the right-hand side below?

Prefer single distances:

8%



Showing ranges: USGA. SCORE BETTER, PLAY FASTER Use Your 7-Iron Distance to Select Your Tee No-name Lakes Golf Course **TOTAL 7-IRON DISTANCE** TEES (Carry and Roll Yardage) 85 or less Orange 85 - 95 Orange / Green Green 105 - 115 Green / Silver Silver 115 - 125 125 - 135 Silver / Black 135 - 145 Black 150 - 160 Black / Gold 165 or more GCSAA

**Prefer ranges:** 

66%

No preference:

26%

Base: 61413



## GUIDANCE | Scorecard recommendation - Overall

Q. For the two options of showing a tee recommendation based on 7-iron distance on a scorecard, what do you prefer?

Prefer back of the card:

39%

Prefer middle Of the card:

11%



**Both are fine:** 

44%

Both are confusing:

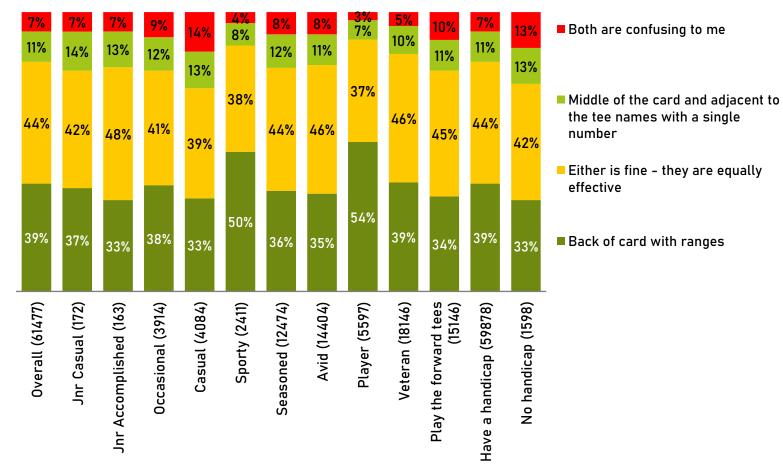
7%

Base: 61471



## GUIDANCE | Scorecard recommendation

Q. For the two options of showing a tee recommendation based on 7-iron distance on a scorecard, what do you prefer?



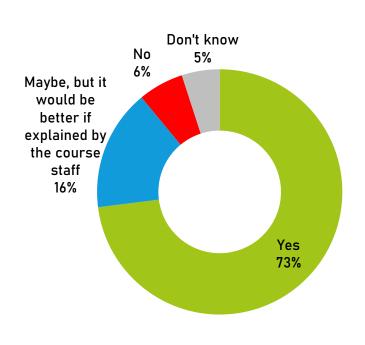


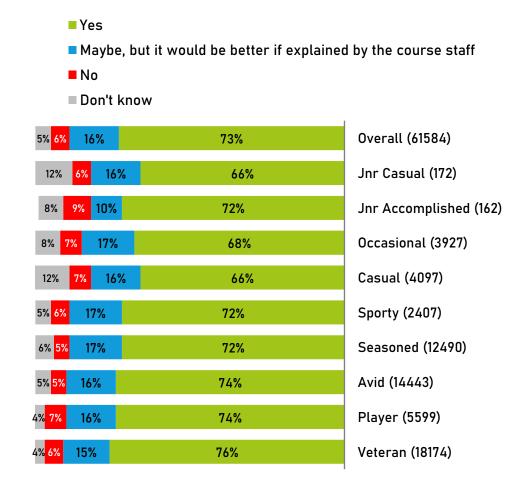


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# GUIDANCE | Effectiveness of materials

Q. Are either the poster or the scorecard by themselves effective to recommend a tee for your round?









### GUIDANCE | Printed materials

For the Printed Materials task, we asked participants how they would feel if the following printed materials were available at a golf course they were visiting.

Participants were guided with some specific questions and asked for their general attitudes to the provision of this kind of information.



#### No-name Lakes Golf Course

TOTAL 7-IRON DISTANCE (Carry and Roll Yardage)	TEES
85 or less	Orange
85 - 95	Orange / Green
95 - 105	Green
105 - 115	Green / Silver
115 - 125	Silver
125 - 135	Silver / Black
135 - 145	Black
150 - 160	Black / Gold
165 or more	Gold











Average 7-iron Distance (yards)	Recommended Tee	Course Length (yards)
More than 150	Gold	6800
140 - 150	Gold / Red Combo	6400
130 - 140	Red	6000
120 - 130	Red / White Combo	5600
110 - 120	White	5200
105 - 115	White / Green Combo	4800
95 - 105	Green	4400
85 - 95	Green / Blue Combo	4000
Less than 85	Blue	3600

**NO-NAME LAKES GOLF COURSE** 

Select the best tee using 7-iron distance to have more fun!

LIBERTY CORNER, NJ

USGA Tee Selector Example Scorecard - 2023





## GUIDANCE | Appeal of printed materials

Many participants expressed a willingness to use the printed materials, especially if it provided valuable information for choosing the right tees.

Some mentioned they would use it to improve their decision-making when selecting tees.

Overall, participants found the information informative and thought it would be helpful in selecting the appropriate tees.

Some suggested adding more details, like slope and rating from each set of tees, or course length to make it even more informative.

Participants were open to the delivery of this information through several methods, including: Printing it on the scorecard, on a poster in the clubhouse, placing it in the pro shop to read during check-in, implementing it on a separate leaflet or brochure, including it on the GHIN website, including it in course navigation apps.

Some people provided specific feedback on improving the materials, such as adding more columns for slope and rating information, and addressing gaps or overlaps in yardage data.

A few participants expressed concerns about the print size and suggested it should be easy to read.

One person felt that the 400-yard spread might be too broad and suggested a more refined categorization.





## GUIDANCE | Thoughts on printed materials

- PREFERENCE FOR VISUALS
- PLACEMENT ON SCORECARDS
- ADDITIONAL DATA
- CONCERNS ABOUT YARDAGE OVERLAP
- INFORMATION CLARITY AND LEGIBILITY
- IMPACT ON SPEED OF PLAY
- USEFULNESS FOR BEGINNERS
- DISTRIBUTION IN PRO SHOP
- ONLINE AVAILABILITY
- SUBJECTIVITY IN YARDAGE
- USEFULNESS OF 7-IRON DISTANCE

I prefer the color USGA setup on the other page to this simple table, although both could be effective. M, 31, 135, Casual

This graphic would be very helpful to me for choosing a tee box. It would be nice to have on the scorecard.

F, 66, 125, Avid

I think this would be a useful system to include with score cards. Ideally card would be a small fold out book with this info followed up standard card.

M, 42, 150, Occasional

USGA / GHIN website is a good start. Somewhere in clubhouse as well. Scorecard would be great, but implementation time and cost would be higher M, 57, 155, Veteran

I like the looks of the 7-iron chart and recommended tee selection on the scorecard but worry the print might be too small to be effective with all the other information on cards. Posting it in the pro shop might have more impact.

F, 56, 120, Occasional





### GUIDANCE | Tee selector

For the Tee Selector task, we asked participants to enter their average 7-iron distance, and then select the tees they would play from the three Tee Selector examples.

Example 1 shows the full range of hitting distances with overlapping bands, while Examples 2 and 3 show ranges with no overlap. These two examples forced respondents to consider whether they choose their tee conservatively (selecting a tee for a shorter hitting distance if theirs was not specified) or ambitiously (selecting a longer hitting distance if theirs was not specified).







## GUIDANCE | Tee selector – Example 1

Participants understand how to use all three of these graphics.

### **EXAMPLE 1**

For Total 7-iron Distance that falls squarely within a range, people correctly identify the tee that the graphic was encouraging them to use.

Where a Total 7-iron Distance is in two different ranges and directs people to two potential tees. participants are overwhelmingly likely to choose the more conservative option.

Great chart to determine tees to hit from M, 35, 165, Sporty

The issue I have with just distance charts like this is accuracy/consistency . I play whites because my consistency is not good. I have the distance to play longer tees but I am just not consistent enough. If I played the black/blue my mishits would be disastrous M. 46, 150, Casual

### USGA. SCORE BETTER, PLAY FASTER Use Your 7-Iron Distance to Select Your Tee

### Example 1

OTAL 7-IRON DISTANCE Carry and Roll Yardage)	TEES
90 or less	Silver
90 - 110	Gold
110 - 120	White / Gold
120 - 130	White
130 - 140	Blue / White
140 - 150	Blue
150 - 160	Black / Blue
160 - 170	Black
170 or more	"Tips"













## GUIDANCE | Tee selector – Examples 2&3

#### **EXAMPLES 2 & 3**

Around three quarters choose the more conservative option (a shorter distance tee) if their Total 7-iron Distance does not fall within one of distance ranges, with only a quarter choosing the more ambitious option (a longer distance tee).

Golfers with Total 7-iron Distance in the range of 150 to 190 yards are most likely to choose the ambitious option if their 7-iron distance does not fall into one of the distance ranges shown.

Golfers with Total 7-iron Distance in the range of 75 to 120 yards are most likely to choose the conservative option.









### **ENABLING MORE SATISFYING PLAY**

There is clearly an openness to receiving greater levels of information and advice as part of the golf experience.

Course playability and tee selection information would be welcomed by many, and there may be a benefit in expanding this provision to include additional information about course features, or comparative information to help golfers know what to expect.

In addition to passive materials, interactive advice from club staff is important to some golfers – this will be most beneficial if there is potential for information to be personalized in light of a players' game, and their known strengths and weaknesses.



2

### **EDUCATING ON EDUCATION**

Some golfers, particularly more experienced golfers, may rely on their previous experience and habits, and assume that additional information / guidance is only for people who are less experienced than they are.

Positioning new information as potentially valuable to everyone on the course will help more established golfers to re-look at their assumptions and habits on the course.

For these golfers, the 'why' behind suggestions of behavior may be more relevant. For example if course playability information suggests that a course is a '5' rating – additional information about which holes are most challenging and why could help a player to apply this information to their own game.



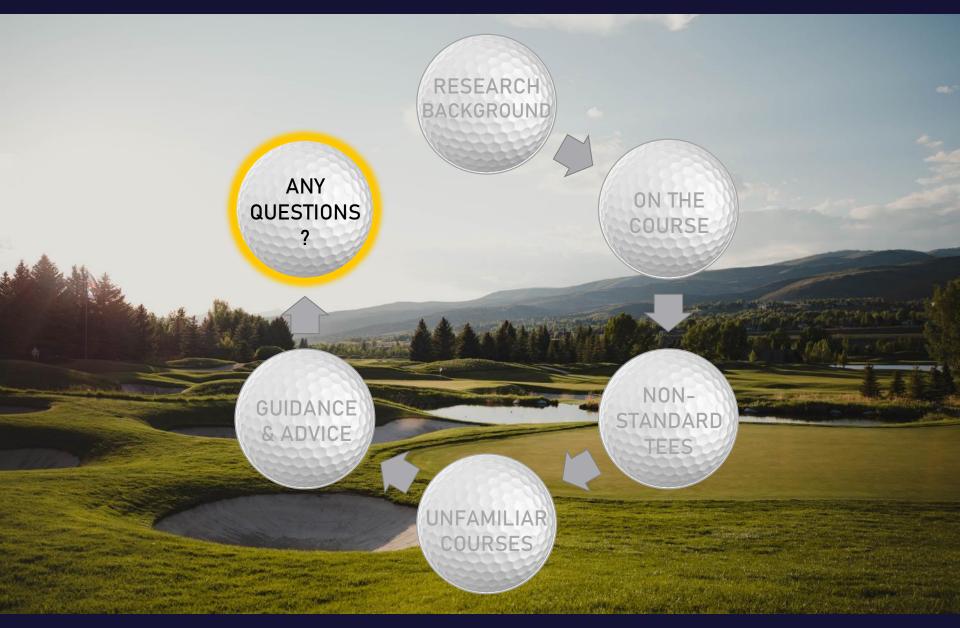
3

### MAXIMIZING INCLUSIVITY

Acceptance of non-standard tees is growing, and there is a willingness to change / move forward to the tees that are most appropriate for a golfers' game. It's important that alternative tees are well maintained and feel official and deliberate for golfers choosing to play from them.

Continued reinforcement of the idea that mixed ability groups playing from different tees will reduce and improve (not increase) the pace of play, and that competitive play can still be fair from different tees, will make the game more enjoyable for everyone.









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