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IT'S HIS GAME, **NOT HER GAME: EXPLORING THE** GENDER GAP IN GOLF

If you've hit the links lately, you might have noticed something:

There are far more men

than women golfing. Sure, a lot of progress has been made since the sport's beginnings more than five centuries ago, but a gap remains.

In fact, just

FEMALE.¹

So what's keeping women

off the course?

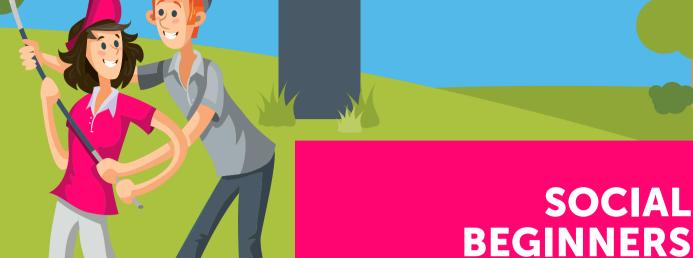
New research by 18Birdies and Fusion Hill reveals that women view themselves as participants, not as golfers. In other words, golf is something they do under the

guidance of someone more experienced, not something they feel comfortable or passionate about "owning" for themselves. This lack of confidence means they're

missing out on what makes golf fun, engaging, and

dynamic—the very reasons so many men love the sport. Unlike men, women often lack the social network that's key to golf as well. WOMEN WHO GOLF FIND THEMSELVES SOMEWHERE

ON THIS JOURNEY:



by their significant other, who often becomes a de facto coach. When they're just trying out the sport, they can be intimidated and frustrated due to their skill level, even though they

Many women are introduced to golf

SOCIAL

find it socially fun.

may not golf as much as she'd like, however, because she lacks the social network of players at her level.

DEDICATED

BEGINNERS

Having learned the basics, a Dedicated

Beginner has decided that golf is "for me." She may take lessons and set

achieve a certain level of mastery. She

goals for herself as she seeks to



LIFESTYLE GOLFERS Lifestyle Golfers have prioritized the game and built their schedule and social life around it. They train seriously, compete, and track their handicap.

These women have a genuine passion

be older with a significant amount

become Lifestyle Golfers.

GOLFERS

For many women, work and family commitments take precedence over

find themselves in this stage of the golf journey. Once their children are grown or they approach retirement, they may pick the game up again and

golf. Young mothers in particular often

of free time.

for the game and tend to

SO WHAT'S KEEPING **WOMEN FROM GOLFING?**

get in the way of golf.

Current skill level

representing all women on the course.



Lack of time

from the start, golf is "his thing." Women often have fewer friends who golf and, since golf isn't a traditional social activity for women, they have difficulty building their golf network.

Lack of support

Cost of play Many women say golf is an expensive sport in terms of greens fees and investing in equipment/clothes especially for those who golf socially and infrequently.

But don't worry!

It's not all doom and gloom.

OUR RESEARCH UNCOVERED A

AND

Check out our step-by-step recommendations below!

Women often come in with a lower golf IQ than male beginners simply from less general exposure to "sports talk" in everyday life. They often feel less confident because they're playing with more

experienced male golfers, and they even feel the pressure of

Most women learn golf from a significant other who is relatively advanced, thus



to boost confidence

and independence.

Current mindset:

Current mindset:

I feel like I'm winging it—

GOLFER BY HELPING HER:

1 PULL BACK THE CURTAIN ON GOLF

COMMUNICATE THAT THOUGH THE GAME IS COMPLEX, EVERYONE

PROVIDE A CLEAR ACTION PATH—MAKE THE PROCESS LESS SCARY, MORE MANAGEABLE WITH ENGAGING, DIGESTIBLE RESOURCES FOR

IMPROVING PLAY AND CONTENT TAILORED TO UNIQUE NEEDS,

IS CAPABLE OF LEARNING; NO ONE IS JUST BORN A GOLFER.

Ideal mindset:

Ideal mindset:

when I get stuck.

Ideal mindset:

Ideal mindset:

game too!

Yeah golf is his game, but it's my

Expand her golf world

to increase excitement and ownership.

confident I can get there—everyone's

I have a clear improvement plan in

place and I know where to go for help

2. THE RIGHT RESOURCES

MOTIVATE HER TO OWN THE GAME

SKILL LEVEL, AND LIFE STAGE.

. HELP TRACK PROGRESS WITH HARD METRICS LIKE RECORDING SCORES AND DRIVE DISTANCE, OR SOFT METRICS LIKE INCREASING **PLAY FREQUENCY.**

Current mindset:

Current mindset:

I only golf with my

significant other.

"a golfer."

EXPAND PLAY IN
L. HER EXISTING CIRCLE

ENCOURAGE WOMEN TO INTRODUCE THEIR FRIENDS TO GOLF AS A FUN WAY TO SOCIALIZE AND BE ACTIVE—IT'S JUST AS MUCH "FOR THE GIRLS" AS BRUNCH OR YOGA.

Golfing with my girlfriends is a hoot!

Current mindset: Ideal mindset: There are so many ways to enjoy golf beyond the course. INTRODUCE THEM TO THE LOCAL GOLF COMMUNITY VIA FUN

LOW-STAKES EVENTS TO HELP THEM FIND THEIR PLACE IN

5 INTRODUCE HER TO THE LOCAL COMMUNITY

6 CONNECT HER TO THE LARGER GOLF WORLD

THE COMMUNITY.

Current mindset: Ideal mindset: I like to play, but watching golf I'm not a superfan, but I cheer on my

WITH PERSONAL, RELATABLE STORIES. Sources:

The findings detailed in this document are based on primary ethnographic research conducted by Fusion Hill on behalf of 18Birdies in Spring 2018. Additional sources cited:

1. National Golf Foundation.

favorite pros and follow exciting puts me to sleep. tournaments. GIVE THEM A REASON TO CARE—CREATE INTEREST IN THE PROS