

CaddieNow/Buffalo Agency

2017 Caddie Report



*Benchmark research of today's golfers and their attitudes toward
technology and bringing caddies back to the game*

Fall 2017





CaddieNow

2017 Caddie Report

OBJECTIVE

**TO GAIN A DEEP UNDERSTANDING OF THE
CURRENT GOLF CONSUMER BEHAVIORS AND
THEIR FEELINGS ABOUT GOLF WITH CADDIES**

- Commissioned Industry expert Buffalo Agency





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GOAL



ACQUIRE INSIGHTS INTO STAKEHOLDER ATTITUDES & MOTIVATIONS TOWARD BRINGING CADDIES BACK TO THE GAME:

- Public & Private Course Golfers
- Private/Resort Course Golfers
- Public/Private/Resort Course Managers
- Existing customers (App downloaders)





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SCOPE



EXTENSIVE STUDY

- Over **300,000** Golfers Surveyed
- Responses received from Golfers and Club Managers (Public/Private/Resort)

DURATION

- Survey conducted from **July 11 – 31, 2017**





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INSIGHTS



GOLFER PROFILE

- **75%** Earn more than \$75,000 a year
- **90%** Categorize themselves as intermediate or better golfers
- **66%** Play at least once per week
- **70%** Play on Public Golf Courses





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INSIGHTS



GOLFER PROFILE

- **81%** Play for enjoyment
- **50%** Play for exercise/health benefits
- **65%** Prefer to walk
- **72%** Have played a round with a Caddie





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INSIGHTS



ATTITUDES TOWARD CADDIES

- **49%** Main hurdle to Caddie Usage is 'Lack of Access' and the expense of the traditional Caddie system
- **44%** Say Caddies elevate "The Experience"
- **38%** Want Opportunity to mentor Young Caddie (18-22) or aspiring golfer



INSIGHTS



ATTITUDES TOWARD TECHNOLOGY

- **33%** Of golfers are likely to use a platform similar to Uber or Lyft to book a Caddie/interested in the future
- **36%** Of all Golfers (exactly same % regardless Public or Private players) are willing to use on-demand Caddie Service
- **52%** Of golfers willing to use Caddie Apps believe Caddies should be offered at all courses



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INSIGHTS



FACTORS MOTIVATING CADDIE USAGE

The Reasons golfers like hiring Caddies:

- Mentoring younger Caddies
- Caddies provide “The Tour Experience”
- Helpful course knowledge & tips
- Carrying the bags





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INSIGHTS



FACTORS MOTIVATING CADDIE USAGE

The Reasons Courses like Caddies:

- Public Courses want to elevate their experience to Higher Level and provide customers a premium service
- Private Clubs and Courses want to offer their members as many services/options possible





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INSIGHTS

FACTORS MOTIVATING USE OF ON-DEMAND CADDIE SERVICES

The Reasons Golfers like using Caddie Apps:

- Affordable Pricing
- Convenience
- Professional Service





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COMMENTARY



- Caddie programs have gone all but extinct over the past 30 years due to the heavy use of golf carts and the cost of managing full time programs, **on-demand platforms help solve this problem.**
- Youth caddie programs help grow the game of golf by giving teens and college students a way to **'learn and earn'** in the sport of golf
- Golfers want to give back to the game and use youth caddies at all types of courses.
- Bringing caddies back to the game and making them available at all clubs via an on-demand platform;
 - **Grows the game with youth**
 - **Improves the golfer's experience and health**
 - **Provides courses with additional service options**





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NEXT STEPS



THE FUTURE

- CaddieNow will work with the Buffalo Agency again next year
- CaddieNow will share information with industry again
- Opportunity to learn from ongoing trends or fluctuations

See you in 2018!

