

JUNIOR GOLF

WHAT IS IMPORTANT TO PARENTS & JUNIORS?




COACHING
57%

Chose the facility where their child currently plays because of good coaching.




FRIENDLINES
45%

Chose the facility because it was welcoming & friendly.




FAMILY
44%

Chose the facility because other family members already played there.



LOCATION
44%

Chose the facility where their child played because of its convenient location.




SECURITY
99% of parents whose children play golf agree that golf offers a safe environment to play sport.



POSITIVE BEHAVIOUR
94% of parents whose children play golf agree that golf provides a unique opportunity to teach young people about positive behaviour in sport.



TEACHES VALUABLE LIFE SKILLS
95% of parents to golfers believe that golf teaches valuable life skills to children.



VARIETY OF COMPETITIONS/FORMATS
80% of juniors like the idea of having lots of different competitions.



TEAM EVENTS
72% of juniors like the idea of more team events.



PLAY WITH PARENTS
71% liked the idea of competitions where they could play with/against their parents.



TRIPS
71% of juniors liked the idea of trips to big golf events.



FRIENDS
69% of juniors like the idea of being able to bring a friend for free.

WHAT DO JUNIORS WANT?



Images: Freepik and Flaticon