

Golf New Zealand: Greenacres



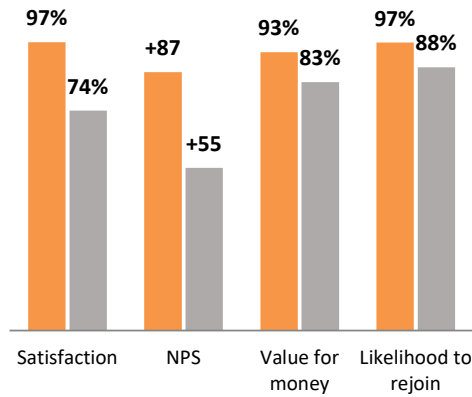
Sample size of Club: n=30*

Sample size of Total Golf New Zealand 2021: n=6100*

*Note some questions exclude "Don't know"/ "Not applicable" answers so bases sizes may be smaller



Key metrics

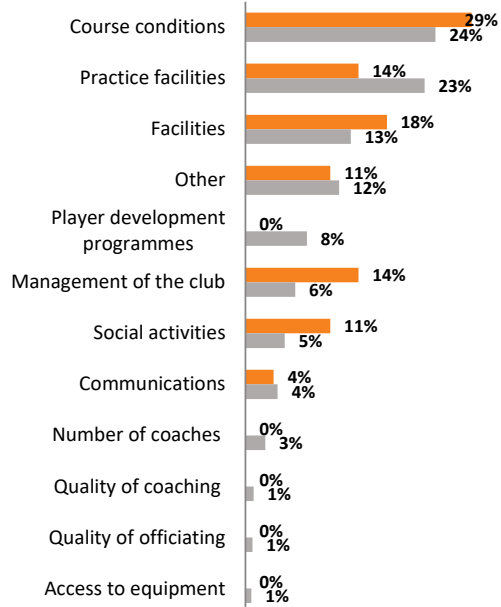


Greenacres

Total Golf New Zealand 2021



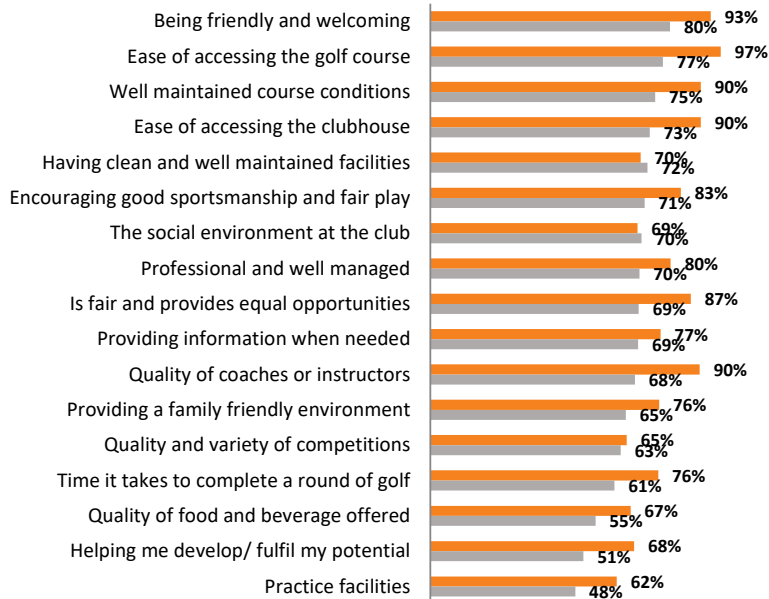
Focus for improvement



Greenacres Total Golf New Zealand 2021



Satisfaction with drivers (% very/ extremely satisfied)

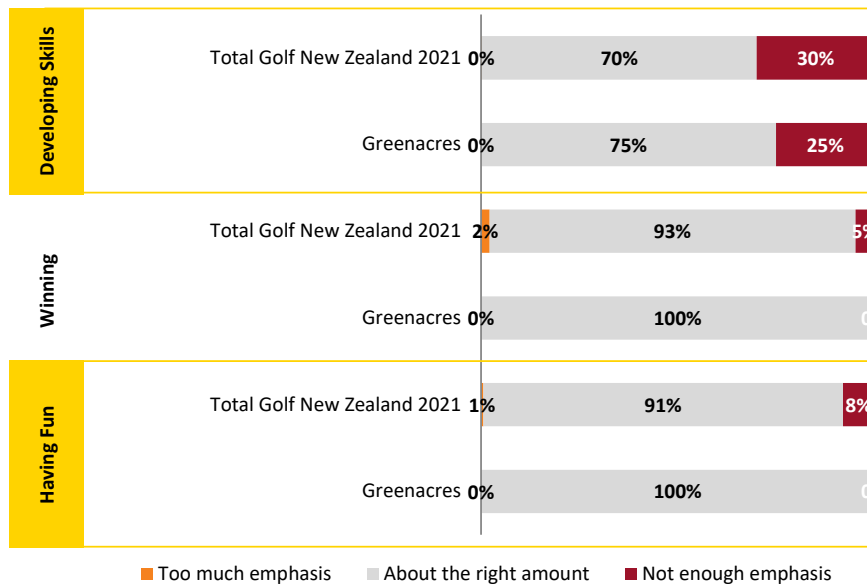


Greenacres

Total Golf New Zealand 2021



Emphasis on fun, winning and skills



Club environment (% agree/ strongly agree)

| | Greenacres | Total Golf New Zealand 2021 |
|---|------------|-----------------------------|
| Supportive and encouraging environment | 90% | 83% |
| I feel pressure from my club to train more than I would like to | - | 2% |
| Too much focus on certain players/ teams | - | 13% |



Sample profile

| | Greenacres | Total Golf New Zealand 2021 |
|------------------|------------|-----------------------------|
| Male | 77% | 80% |
| Female | 23% | 20% |
| 5-12 years | - | 1% |
| 13-18 years | - | 1% |
| 19-34 years | 7% | 9% |
| 35+ years | 93% | 89% |
| European/ Pākehā | 97% | 89% |
| Māori | 3% | 7% |
| Asian/ Indian | - | 3% |
| Pasifika | - | 2% |
| Other | 3% | 3% |