

Market Analysis Project Bowling & Golf

Using the Simmons Market Research Data, there are many characteristics that distinguish those who participate in bowling from those who participate in golf. Overall in the United States, there are many more bowlers (32.5 million) than golfers (a little over 23 million). There are a fairly equal number of males and females that participate in bowling; however, golfers are much more likely to be male. Bowlers are generally younger (especially from 18-24), while golfers are more likely to be older (50+), especially those who golf frequently (20 or more days per year). There are more minorities who bowl than play golf. Educationally, golfers are more likely to hold college degrees. They are also more likely to work in professional fields. Geographically, bowlers and golfers are fairly similar, although frequent bowlers (those who bowl 20 or more days per year) are more likely to live in the Midwest.

Bowlers (especially frequent bowlers) are more likely to be parents, come from larger households (5 or more people), and have children (under 17) living at home. Financially, golfers are more likely to be affluent (income of \$75,000+). This fact is even more pronounced for frequent golfers. Golfers are also more likely to own expensive homes (\$70,000+), while bowlers are more likely to rent their homes.

Media

There are many differences that marketers need to take into account when choosing how to use the media to advertise to bowlers and to golfers. Golfers are more likely to read two or more daily and weekend/Sunday newspapers, especially those who golf frequently. As one might assume, golfers are more likely to read magazines about their sport (*Golf Digest*, *Golf*

Illustrated, and *Golf Magazine*). They are also more likely to read business magazines (*Barrons*, *Business Week*, *Financial World*, *Forbes*, *Fortune*, *Inc.*, *Money*, *Kiplinger's*, and the *Wall Street Journal*), travel magazines (*Travel and Leisure*, *Sky Magazine*, and *US Air Magazine*), and food magazines (*Food and Wine* and *Gourmet*). On the other hand, bowlers are more likely to read parenting magazines (*Baby Talk*, *Parenting*, *Parents*, and *Working Mother*), bridal magazines (*Bridal Guide* and *Brides and Your New Home*), tabloid-type magazines (*National Enquirer* and *Star*), teen magazines (*Sassy*, *Seventeen*, and *YM*), car magazines (*Car and Driver*, *Car Craft*, *Hot Rod*, and *Petersen's Four Wheel and Off Road*), hunting magazines (*Guns and Ammo* and *Hunting*), and magazines that focus on minority issues (*Ebony*, *Essence*, and *Jet*).

Outdoor advertising is about the same for both groups, as is the time of day each watches television. However, there are distinct types of programs each watch. Golfers are more likely to watch dramatic television programs (such as *LA Law* and *Law and Order*), while bowlers are more likely to watch sitcoms (*Full House* and *the Simpsons*) and programs with minority casts (*Family Matters* and *the Fresh Prince*). Golfers are slightly more likely to have cable television. They are particularly more likely to watch A&E, AMC, CNBC, C-Span, E!, ESPN, *Headline News*, *Nostalgia TV*, the *Travel Channel*, and *Showtime*. As far as other sport viewing, bowlers are more likely to watch basketball (both college and professional) and football (both college and professional). The radio habits of both groups are fairly similar. Bowlers are more likely to listen to stations that have an oldies format, while golfers prefer easy listening and talk radio programs.

Using the above information will allow advertisers to get the most out of their budget. For example, advertisers can reach bowlers by advertising in the magazines that bowlers are

more likely to read (like those mentioned previously). Similarly, golfers can be reached by advertisements on particular television programs, such as dramatic television shows.

Reaction

Overall, I am not very surprised by the marketing data. Golf has long been considered an “elite” sport played by the wealthy. The data seems to agree with this stereotype. It also seems that bowling is a more family-oriented activity, with bowlers being more likely to be parents and have children living at home. This can be seen in the advertising for bowling lanes. The family atmosphere is usually emphasized in these ads.

I would like to see an update on this data. In particular, golf seems to be trying to change its image; programs have been developed to teach minorities and inner city youths the fundamentals of golf. In addition, I would like to see how the emergence of Tiger Woods and his success in golf has impacted the sport. Golf seems to have grown in popularity over the past several years, while bowling has received very little attention in the media during this same period of time.