

# Sports Marketing Surveys

## New Year Golfer Survey 2022

Please choose your language:  
Choisir votre langue s'il vous plaît:  
Bitte wählen Sie Ihre Sprache aus:  
Välj språk:

- English
- Français
- Deutsch
- Svenska

Many thanks for taking the time to share your opinions and let us know about your plans for golf in 2022, and your thoughts on sustainability in the golf industry. The survey should take around 10 minutes to complete, and as a thank you for your time you will be able to enter a prize draw at the end of the survey to win.....

**AN AMAZON VOUCHER WORTH £250 / \$300**

This survey is being carried out by independent sports research company Sports Marketing Surveys. Conforming to Market Research Society and ESOMAR guidelines, all of your responses will be analysed anonymously, and any contact details you choose to share with us will be held in the strictest confidence and will not be shared or sold.

### ABOUT YOU

Do you identify as...

- Female
- Male
- Non-binary
- Other gender
- Prefer not to say

How old are you?

- Under 16
- 16-20
- 21-30
- 31-40
- 41-50
- 51-60
- 61-70
- 71-80
- 81+
- Prefer not to say

### Where do you live?

- GB&I
- France
- Germany
- Sweden
- USA
- Canada

### Where do you live?

- North East England
- North West England
- Yorkshire and the Humber
- East Anglia
- England Midlands
- South East England (inc London)
- South West England
- Scotland
- Wales
- Northern Ireland
- Republic of Ireland

### Where do you live?

- |   |   |  |
|---|---|--|
| <input type="radio"/> Berlin and Brandenburg      | <input type="radio"/> Munich and central Bavaria        | <input type="radio"/> Hesse                          |
| <input type="radio"/> Saxony                      | <input type="radio"/> The Alps and eastern Bavaria      | <input type="radio"/> North Rhine-Westphalia         |
| <input type="radio"/> Saxony-Anhalt and the Harz  | <input type="radio"/> Baden-Württemberg                 | <input type="radio"/> Lower Saxony and Bremen        |
| <input type="radio"/> Thuringia                   | <input type="radio"/> The Black Forest                  | <input type="radio"/> Hamburg and Schleswig-Holstein |
| <input type="radio"/> Northern Bavaria: Franconia | <input type="radio"/> Rhineland-Palatinate and Saarland | <input type="radio"/> Mecklenburg-Western Pomerania  |

### Where do you live?

- |  |   |  |
|--|---|--|
| <input type="radio"/> Grand Est            | <input type="radio"/> Bourgogne Franche-Comté | <input type="radio"/> Hauts-de-France            |
| <input type="radio"/> Nouvelle-Aquitaine   | <input type="radio"/> Centre Val de Loire     | <input type="radio"/> Île-de-France              |
| <input type="radio"/> Auvergne Rhône-Alpes | <input type="radio"/> Corse                   | <input type="radio"/> Pays de la Loire           |
| <input type="radio"/> Bretagne             | <input type="radio"/> Occitane                | <input type="radio"/> Provence-Alpes-Côte d'Azur |
|  | <input type="radio"/> Normandie               |  |

### Where do you live?

- |                                   |                                   |                                    |                                     |
|-----------------------------------|-----------------------------------|------------------------------------|-------------------------------------|
| <input type="radio"/> Blekinge    | <input type="radio"/> Halland     | <input type="radio"/> Närke        | <input type="radio"/> Uppland       |
| <input type="radio"/> Bohuslän    | <input type="radio"/> Hälsingland | <input type="radio"/> Öland        | <input type="radio"/> Värmland      |
| <input type="radio"/> Dalarna     | <input type="radio"/> Härjedalen  | <input type="radio"/> Östergötland | <input type="radio"/> Västmanland   |
| <input type="radio"/> Dalsland    | <input type="radio"/> Jämtland    | <input type="radio"/> Skåne        | <input type="radio"/> Västerbotten  |
| <input type="radio"/> Gotland     | <input type="radio"/> Lappland    | <input type="radio"/> Småland      | <input type="radio"/> Västergötland |
| <input type="radio"/> Gästrikland | <input type="radio"/> Medelpad    | <input type="radio"/> Stockholm    | <input type="radio"/> Ångermanland  |
| <input type="radio"/> Göteborg    | <input type="radio"/> Norrbotten  | <input type="radio"/> Södermanland |                                     |

### Where do you live?

- |   |   |
|---|---|
| <input type="radio"/> New England (CT, MA, RI, ME, NH, VT)                | <input type="radio"/> Mountain (AZ, CO, ID, WY, MT, UT, NM, NV)       |
| <input type="radio"/> Mid Atlantic (NJ, NY, PA)                           | <input type="radio"/> West North Central (KS, NE, ND, SD, MN, IA, MO) |
| <input type="radio"/> South Atlantic (DE, DC, MD, FL, GA, NC, SC, VA, WV) | <input type="radio"/> East North Central (IL, IN, MI, OH, WI)         |
| <input type="radio"/> South Central (AL, AR, LA, MS, OK, KY, TN, TX)      | <input type="radio"/> Other   |
| <input type="radio"/> Pacific (CA, HI, OR, WA)                            |   |

### Where do you live?

- |  |  |   |
|--|--|---|
| <input type="radio"/> British Columbia | <input type="radio"/> Quebec               | <input type="radio"/> Newfoundland and Labrador |
| <input type="radio"/> Alberta          | <input type="radio"/> New Brunswick        | <input type="radio"/> Yukon                     |
| <input type="radio"/> Saskatchewan     | <input type="radio"/> Prince Edward Island | <input type="radio"/> Northwest Territories     |
| <input type="radio"/> Manitoba         | <input type="radio"/> Nova Scotia          | <input type="radio"/> Nunavut                   |
| <input type="radio"/> Ontario          |  |   |

## PLAYING GOLF

### Do you currently have a handicap index?

- Yes, I have an active handicap
- No

### What is your current handicap index?

- Scratch or better
- 1-5
- 6-12
- 13-20
- 21-28
- 29-36
- Higher than 36

### Are you a member of a golf club?

- Yes
- No

**How many rounds of golf have you played in the last 12 months?**

- None
- 1-11
- 12-24
- 25-52
- 53-100
- More than 100 rounds

**When did you start playing golf?**

- Within the last year
- 1 to 3 years ago
- 3 to 5 years ago
- 5 to 10 years ago
- 10 to 20 years ago
- More than 20 years ago

**Who taught you how to play golf initially?**

- Parent(s)
- Sibling(s)
- Partner
- Friend(s)
- School teacher
- PGA Professional
- Self taught

**Have you had formal golf coaching / lessons?**

- Yes - from a PGA Professional
- Yes - From someone other than a PGA Professional
- No

**What was your motivation to seek formal coaching on your golfing journey?**

- Become more consistent
- Expand skills / shot range
- Hit the ball further
- Obtain a handicap
- Lower a handicap
- Break a certain score
- Win competitions

**What has been your main reason for not getting formal golf coaching?**

**Thinking about the golf facility you play most regularly at, does your facility provide any of the following for golfers?**

	Yes	No	Don't know	Not applicable
Water stations for refillable bottles on the course	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to sustainable products at the pro shop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recycling, Trade In/Part-Exchange or Resale schemes for old balls or equipment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Electric car charging points	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vegetarian or vegan menu options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**And does your golf facility use any of the following to enable it to operate?**

	Yes	No	Don't know	Not applicable
Bore holes / reservoirs / use of grey water for irrigation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Solar panels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural pest control (instead of chemical pesticides)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural fertilisers (instead of chemical fertilisers)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**In your everyday life, to what extent would you say you are 'environmentally conscious'?**

- 1 - Not at all
- 2
- 3
- 4
- 5 - Very much

**Which of the following do you do, specifically to minimise your environmental impact?**

- |  |   |
|--|---|
| <input type="checkbox"/> Vegetarian diet   | <input type="checkbox"/> Minimise car use   |
| <input type="checkbox"/> Vegan diet  | <input type="checkbox"/> Use LED / energy saving light bulbs in your home         |
| <input type="checkbox"/> Use a home energy provider that offsets your energy use   | <input type="checkbox"/> Use non-plastic water bottles                            |
| <input type="checkbox"/> Avoid 'fast fashion'                                      | <input type="checkbox"/> Use reusable shopping bags                               |
| <input type="checkbox"/> Recycle glass / paper & card / cans & tins                | <input type="checkbox"/> Buy clothes / shoes made from sustainable materials      |
| <input type="checkbox"/> Buy recycled / upcycled / second hand / handmade products | <input type="checkbox"/> Buy from companies with clear sustainability credentials |
| <input type="checkbox"/> Buy products that can be recycled in future               | <input type="checkbox"/> Avoid buying products in plastic packaging               |
| <input type="checkbox"/> Fix rather than replace products                          | <input type="checkbox"/> Avoid buying products with excess packaging              |
| <input type="checkbox"/> Avoid 'out of season' fruit and vegetables                | <input type="checkbox"/> Have solar panels installed at home                      |
| <input type="checkbox"/> Use water saving devices in your home                     | <input type="checkbox"/> Have a heat pump installed at home                       |
| <input type="checkbox"/> Drive an electric / hybrid car                            | <input type="checkbox"/> None of these  |

**How important are the following environmental / sustainability issues when you are considering buying golf equipment / apparel / products?**

	Very important	Somewhat important	Not important / I don't think about this
That the manufacturer offsets their carbon emissions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The distance / number of air miles the product will cover to reach you	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
That the manufacturer has ethical working practices in their factories / workshops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Whether items contain / use animal products in their manufacture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
That products are durable and will last a long time - increasing their sustainability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
That products are recyclable at the end of their natural life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
That no chemicals are used in the production process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
That no virgin/single use plastic is used in the product or packaging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The retailer offers pre-owned products, extending a product's lifespan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**How likely are you to consider buying second hand golf products?**

	I have already bought this second hand	I would consider buying this second hand	I may consider buying this second hand	I would not consider buying this second hand	Don't know
Golf clubs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Golf balls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Golf apparel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Golf accessories	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Which of the following are / would be reasons for you to purchase second hand golf equipment?**

- Cost saving
- For environmental purposes
- To replace one club in a set
- To buy equipment/models that are no longer being made by manufacturers
- Being new to golf and not wanting to invest in a brand new set of clubs yet
- The ease of buying second hand equipment
- I would never buy second hand golf equipment

**What kind of information would encourage you to buy second hand golf products in the future?**

- Knowing how my carbon footprint would be reduced by buying a particular product second hand rather than new
- Knowing that the product had been professionally refurbished
- Knowing how far a product would have to travel to reach you
- Cost savings when compared to the same product when new
- Knowing that a second hand purchase would support small businesses
- Knowing that you could resell the product through the same channel when you'd finished with it
- Knowing that the product performs as well now as it did as new
- Nothing would encourage me to buy second hand
- Don't know

**GOLF CLUB AND BALL BRAND ATTITUDES**

**If you were going to buy new golf clubs which of these brands would you say is your first choice / favourite?**

- |                                   |                                  |
|-----------------------------------|----------------------------------|
| <input type="radio"/> Adams       | <input type="radio"/> PING       |
| <input type="radio"/> Bridgestone | <input type="radio"/> PXG        |
| <input type="radio"/> Callaway    | <input type="radio"/> Srixon     |
| <input type="radio"/> Cleveland   | <input type="radio"/> TaylorMade |
| <input type="radio"/> Cobra       | <input type="radio"/> Titleist   |
| <input type="radio"/> Honma       | <input type="radio"/> Wilson     |
| <input type="radio"/> Inesis      | <input type="radio"/> XXIO       |
| <input type="radio"/> Mizuno      | <input type="radio"/> Other      |
| <input type="radio"/> Odyssey     | <input type="radio"/> None       |

**Which other club brands would you consider buying in the future?**

- |                                      |                                     |
|--------------------------------------|-------------------------------------|
| <input type="checkbox"/> Adams       | <input type="checkbox"/> PING       |
| <input type="checkbox"/> Bridgestone | <input type="checkbox"/> PXG        |
| <input type="checkbox"/> Callaway    | <input type="checkbox"/> Srixon     |
| <input type="checkbox"/> Cleveland   | <input type="checkbox"/> TaylorMade |
| <input type="checkbox"/> Cobra       | <input type="checkbox"/> Titleist   |
| <input type="checkbox"/> Honma       | <input type="checkbox"/> Wilson     |
| <input type="checkbox"/> Inesis      | <input type="checkbox"/> XXIO       |
| <input type="checkbox"/> Mizuno      | <input type="checkbox"/> Other      |
| <input type="checkbox"/> Odyssey     | <input type="checkbox"/> None       |

**When thinking about golf clubs, which brand do you think is best for the following:**

Feel

--Click Here-- ▼

- Adams
- Bridgestone
- Callaway
- Cleveland
- Cobra
- Honma
- Inesis
- Mizuno
- Odyssey
- PING
- PXG
- Srixon
- TaylorMade
- Titleist
- Wilson
- XXIO
- Other
- Don't know

Distance

--Click Here-- ▼

Leading brand on tour

--Click Here-- ▼

Best driver

--Click Here-- ▼

Best irons

--Click Here-- ▼

Best wedge

--Click Here-- ▼

Best putter

--Click Here-- ▼

Sustainability

--Click Here-- ▼

**If you were going to buy golf balls, which of these brands would you say is your first choice / favourite?**

- |                                   |                                  |
|-----------------------------------|----------------------------------|
| <input type="radio"/> Bridgestone | <input type="radio"/> TaylorMade |
| <input type="radio"/> Callaway    | <input type="radio"/> Titleist   |
| <input type="radio"/> Honma       | <input type="radio"/> Vice       |
| <input type="radio"/> Inesis      | <input type="radio"/> Wilson     |
| <input type="radio"/> Mizuno      | <input type="radio"/> Other      |
| <input type="radio"/> Srixon      | <input type="radio"/> None       |

**Which other ball brands would you consider buying in the future?**

- |                                      |                                     |
|--------------------------------------|-------------------------------------|
| <input type="checkbox"/> Bridgestone | <input type="checkbox"/> TaylorMade |
| <input type="checkbox"/> Callaway    | <input type="checkbox"/> Titleist   |
| <input type="checkbox"/> Honma       | <input type="checkbox"/> Vice       |
| <input type="checkbox"/> Inesis      | <input type="checkbox"/> Wilson     |
| <input type="checkbox"/> Mizuno      | <input type="checkbox"/> Other      |
| <input type="checkbox"/> Srixon      | <input type="checkbox"/> None       |



**Are there any ball brands which you would never consider buying?**

- |                                      |   |
|--------------------------------------|---|
| <input type="checkbox"/> Bridgestone | <input type="checkbox"/> TaylorMade                                   |
| <input type="checkbox"/> Callaway    | <input type="checkbox"/> Titleist                                     |
| <input type="checkbox"/> Honma       | <input type="checkbox"/> Vice   |
| <input type="checkbox"/> Inesis      | <input type="checkbox"/> Wilson                                       |
| <input type="checkbox"/> Mizuno      | <input type="checkbox"/> I am open to buying any of these ball brands |
| <input type="checkbox"/> Srixon      |   |

**Is there a particular reason you wouldn't want to buy golf balls from that brand?**

**When thinking about golf balls, which brand do you think is best for the following:**

Feel	<input type="text" value="--Click Here--"/>
	<div style="border: 1px solid #ccc; padding: 2px;">             Bridgestone              Callaway              Honma              Inesis              Mizuno              Srixon              TaylorMade              Titleist              Vice              Wilson              Other              Don't know           </div>
Distance	<input type="text" value="--Click Here--"/>
Spin	<input type="text" value="--Click Here--"/>
Leading brand on tour	<input type="text" value="--Click Here--"/>
Sustainability	<input type="text" value="--Click Here--"/>

**Before you buy new golf equipment, how likely would you be to use the following sources for research into the products available?**

	1 - Highly unlikely	2 - Unlikely	3 - Neutral	4 - Likely	5 - Highly likely
Equipment reviews in golf magazines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adverts in golf magazines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online golf media reviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online golf media advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Golf brand / manufacturer websites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube vloggers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Watching Tour players using a club/product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- |                         |                       |                       |                       |                       |                       |
|-------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Other social media      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Pro shops / Golf shops  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Friends recommendations | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

## APPAREL BRAND ATTITUDES

**If you were going to buy new golf apparel, which of these brands would you say is your first choice / favourite?**

- |                                    |  |
|------------------------------------|--|
| <input type="radio"/> Abacus       | <input type="radio"/> Mizuno           |
| <input type="radio"/> adidas       | <input type="radio"/> Nike             |
| <input type="radio"/> Callaway     | <input type="radio"/> OCEANTEE         |
| <input type="radio"/> Daily Sports | <input type="radio"/> Oscar Jacobson   |
| <input type="radio"/> FootJoy      | <input type="radio"/> Peak Performance |
| <input type="radio"/> Galvin Green | <input type="radio"/> Peter Millar     |
| <input type="radio"/> Glenmuir     | <input type="radio"/> PING             |
| <input type="radio"/> Green Lamb   | <input type="radio"/> Puma             |
| <input type="radio"/> Inesis       | <input type="radio"/> Rohnisch         |
| <input type="radio"/> J Lindeberg  | <input type="radio"/> Under Armour     |
| <input type="radio"/> Kjus         | <input type="radio"/> Other            |
| <input type="radio"/> Lacoste      | <input type="radio"/> None             |

**Other, please specify:**

**Which other golf apparel brands would you consider buying in the future?**

- |                                       |   |
|---------------------------------------|---|
| <input type="checkbox"/> Abacus       | <input type="checkbox"/> Mizuno           |
| <input type="checkbox"/> adidas       | <input type="checkbox"/> Nike             |
| <input type="checkbox"/> Callaway     | <input type="checkbox"/> OCEANTEE         |
| <input type="checkbox"/> Daily Sports | <input type="checkbox"/> Oscar Jacobson   |
| <input type="checkbox"/> FootJoy      | <input type="checkbox"/> Peak Performance |
| <input type="checkbox"/> Galvin Green | <input type="checkbox"/> Peter Millar     |
| <input type="checkbox"/> Glenmuir     | <input type="checkbox"/> PING             |
| <input type="checkbox"/> Green Lamb   | <input type="checkbox"/> Puma             |
| <input type="checkbox"/> Inesis       | <input type="checkbox"/> Rohnisch         |
| <input type="checkbox"/> J Lindeberg  | <input type="checkbox"/> Under Armour     |
| <input type="checkbox"/> Kjus         | <input type="checkbox"/> Other            |
| <input type="checkbox"/> Lacoste      | <input type="checkbox"/> None             |

**When thinking about golf apparel, which brand do you think is best for the following:**

Fit

--Click Here-- 

- Abacus
- adidas
- Callaway
- Daily Sports
- FootJoy
- Galvin Green
- Glenmuir
- Green Lamb
- Inesis
- J Lindeberg
- Kjus
- Lacoste
- Mizuno
- Nike
- OCEANTEE
- Oscar Jacobson
- Peak Performance
- Peter Millar
- PING
- Puma
- Rohnisch
- Under Armour
- Other
- Don't know


Style

--Click Here-- 

Innovation

--Click Here-- 

Leading brand on tour

--Click Here-- 

Sustainability

--Click Here-- 

**What makes you say that {Q35e} is the best brand for sustainability?**

**How would you rate the following brands in terms of sustainability in general?**

	Very poor	Poor	Good	Very good	Don't know
adidas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FootJoy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Galvin Green	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nike	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PING	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Under Armour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**And which one of these brands do you think offers the most sustainable garments in its latest range?**

- adidas
- FootJoy
- Galvin Green
- Nike
- PING
- Under Armour
- Don't know

**Imagine you were considering buying new golf apparel. Here is a list of the things you might take into consideration. We're interested in the relative importance of these things to you.**

**Imagine you had 100 points to use to describe your preferences. You might spread the points equally across the ten boxes, or you might allocate the points to very small number of statements. You might do something between these two extremes. What would you do? All that matters is that you allocation of points adds up to 100.**

Quality	<input type="text"/>
Familiarity with the brand	<input type="text"/>
Technical innovations / performance	<input type="text"/>
Choice of colours	<input type="text"/>
Fashionable / looks good	<input type="text"/>
Price	<input type="text"/>
Stock / availability	<input type="text"/>
Use of sustainable materials	<input type="text"/>
Fast online delivery	<input type="text"/>
Being able to buy in -store	<input type="text"/>
TOTAL	<input type="text"/>

**How much research do you conduct to discover eco-friendly golf apparel, products or brands?**

- None - I already know about golf brands' sustainability credentials
- None - this is not something that concerns me
- I do a small amount of research on this
- I do some research on this
- I do extensive research on this
- Don't know

**How important is fabric certification by internationally recognised eco-symbols like Bluesign, GOTS or OEKO-TEX 100 for you when choosing golf clothing?**

- Not at all important
- Slightly important
- Somewhat important
- Very important
- Don't know

**How much do you agree or disagree with the following statements about sustainability in golf?**

	Strongly disagree	Disagree	Agree	Strongly agree	Don't know
Sustainability in golf is important right now	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sustainability in golf will become more important over the next decade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important for golf apparel brands to advance their sustainable product offering	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traditional new materials (e.g. cotton) will still have a place for golf clothing in future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have noticed sustainability being featured in apparel brand advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I aspire to wear golf apparel that's made from recycled materials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Golf brands should do more in terms of sustainable manufacturing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Imagine you had a choice between two brands of golf apparel - both were of equally high quality and offered similar products, but one was produced by a company with clear sustainability credentials and using sustainable materials. Would you be willing to pay extra for products from the sustainable brand?**

- I would not choose the sustainable brand
- I would only choose the sustainable brand if it was the same price
- I may pay up to 5% extra for the sustainable brand
- I may pay up to 10% extra for the sustainable brand
- I may pay up to 25% extra for the sustainable brand
- I may pay up to 50% extra for the sustainable brand
- Don't know

**What would you like to see golf brands doing more of in terms of sustainable manufacturing in general?**

Which Tour player would you associate with wearing the most sustainable clothing?

What is your annual household income?

(Please tick "Prefer not to answer" if you would rather not share this information)

- Less than £20,000
- £20,000 - £39,999
- £40,000 - £59,999
- £60,000 - £99,999
- £100,000 - £149,999
- £150,000 or more
- Prefer not to answer

Roughly what proportion of your disposable income do you spend on golf?

- |                           |                           |  |
|---------------------------|---------------------------|--|
| <input type="radio"/> 0%  | <input type="radio"/> 40% | <input type="radio"/> 80%                |
| <input type="radio"/> 10% | <input type="radio"/> 50% | <input type="radio"/> 90%                |
| <input type="radio"/> 20% | <input type="radio"/> 60% | <input type="radio"/> 100%               |
| <input type="radio"/> 30% | <input type="radio"/> 70% | <input type="radio"/> I'd rather not say |

Thanks very much for taking the time to complete our survey!

If you would like to be entered into the prize draw, please enter your name and email address below. Please note that your contact details will only be used to let you know if you have won a prize, and all your responses will stay confidential and anonymous. Please refer to the privacy policy on our website for more information.

Name:

Email address:

**Prize Details**

Following the close of the survey, 2 winners will be selected at random to win an Amazon voucher worth £250. No cash alternative is available. Winners will be contacted by email to confirm that they are prize winners and postal/delivery details may be requested.

**Prize Draw Terms & Conditions**

Our client is responsible for organising the free prize draw for people who complete the survey. The prize draw itself will be administered by Sports Marketing Surveys. The prize draw is open to all those who enter the survey and entries will be accepted throughout the survey period. Entry into the draw is activated on receipt of the survey data by Sports Marketing Surveys.

You will be asked for your informed consent as part of the survey. No purchase or payment is required. Please note that only one entry will be accepted per person. Details of the prize are included above. Our client reserves the right to substitute prizes of equal or greater value. Winners will be selected at random. We reserve the right to postpone the final draw should the survey period be extended. All decisions are final and binding.

**We're sorry, you need to be over 16 to take part in this survey.**

**Please click the submit button below to send your answers and close this window.**