

Questionnaire to Golf Beginners in Japan: Key Research Findings 2015

◆ Research Outline

Yano Research Institute has conducted a questionnaire survey to the domestic golf beginners with the following conditions:

1. Research period: From June to August, 2015
2. Research targets: Total 13,989 men and women of ages between 15 and 69, living in Japan (8,708 men and 5,281 women)
3. Research methodologies: Online survey using Internet monitors

About Questionnaire to Golf Beginners

The questionnaire to golf beginners has been conducted in June 2015 targeting those people who have started playing golf within a year to ask the reasons of start playing golf, the facilities used for the first time, the frequency, current situation of buying golf clubs, challenges/dissatisfaction felt from the beginners' point of view when playing golf, and some worries felt by the beginners. These research contents were then analyzed.

Note that those that have used one of the followings for the first time in their lives within the past year (from June 2014 to May 2015) are referred to as "Golf Beginners" in this research: a golf course, a golf practicing range, and a golf school.

◆ Key Findings

■ 30% of People Started New Sports During the Past Year

27.6%, almost 30%, of total 13,989 men and women of ages between 15 and 69 living in Japan (8,708 men and 5,281 women), responded yes to the question whether or not they have started new sports during the past year (from June 2014 to May 2015).

■ Walking, Marathon/Jogging, and Golf Occupied Top 3 of New Sports Recently Started

When asked about which sports that 3,862 men and women of ages between 15 and 69 living in Japan (8,708 men and 5,281 women) have started within a year (from June 2014 to May 2015), the most popular response was "walking" dominating 41.4%, followed by "marathon/jogging" occupying 21.7%, the next came "golf" accounting for 17.4, followed by "mountain climbing" 12.0%, and "yoga/Pilates" 11.4%.

■ 40% of Objectives: For Changing Paces/Reduction of Stress, and Deepen Business Ties

The strongest objectives of starting golf for 500 people who started golf within a year (from June 2014 to May 2015) were to change paces/to relieve stresses, dominating 51.0%. The next popular response was "to make profitable results or to deepen the business ties" occupying 44.2%, followed by "widening personal friendship" accounting for 37.8% and "to communicate with friends, relatives and family members" occupying 30.0%. The results showed how large number of people recognized golf as a communication tool.

◆ Report format:

Published report: "Golf Beginners and Early Quitters 2015"

Issued on: September 30, 2015

Language: Japanese

Format: 217 pages in A4 format

Price: 140,000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

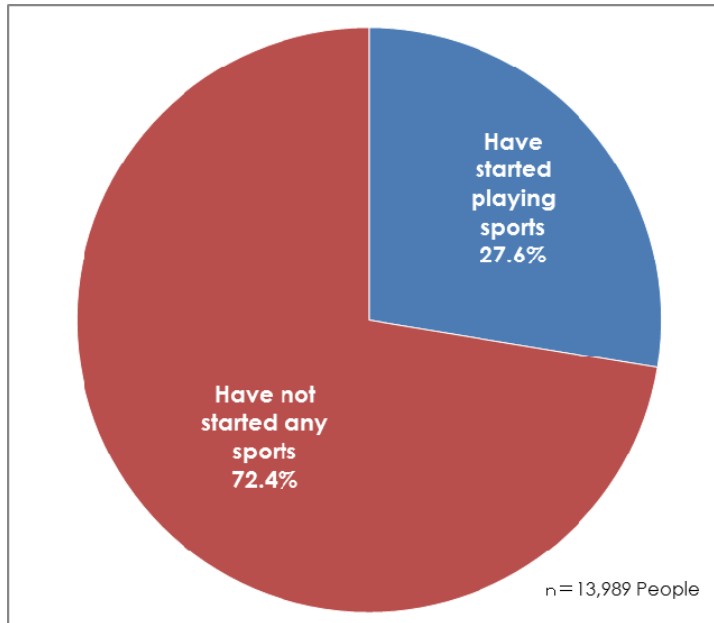
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■ **Figure 1: Rate of People Starting Golf within a Year (June 2014 to May 2015)**

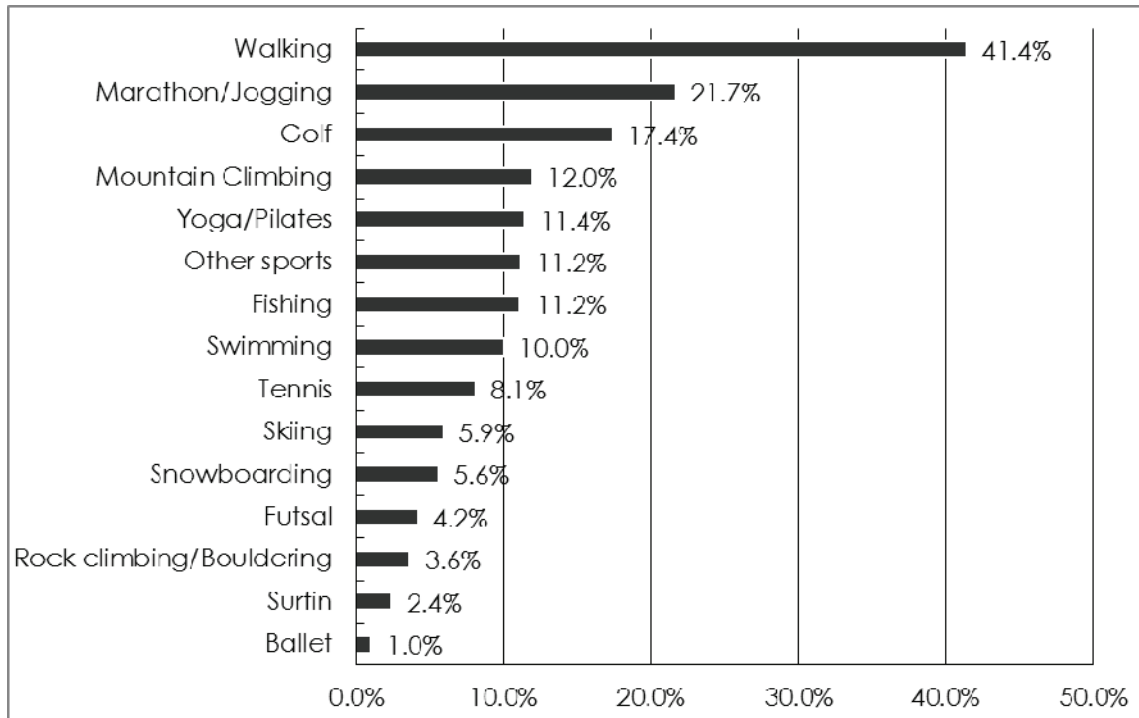


Survey by Yano Research Institute

Notes:

1. Research period: June 2015; Research target: Total 13,989 men and women of ages between 15 and 69 living in Japan (men: 8708, and women 5,281); Methodology: Online survey using Internet monitors, single response

■ **Figure 2: Categories of Sports that People Started Playing within the Past Year**

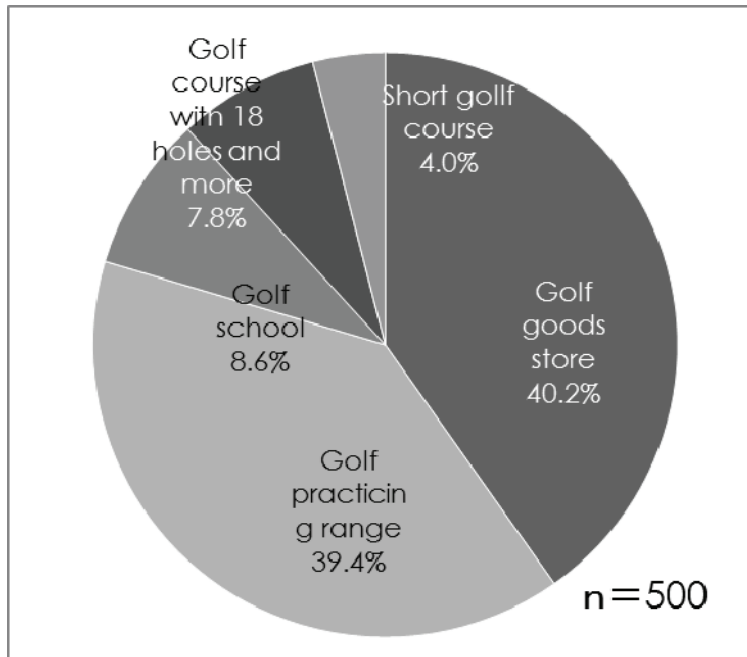


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■ **Figure 3: Golf Facilities that Golf Beginners Used for the First Time**

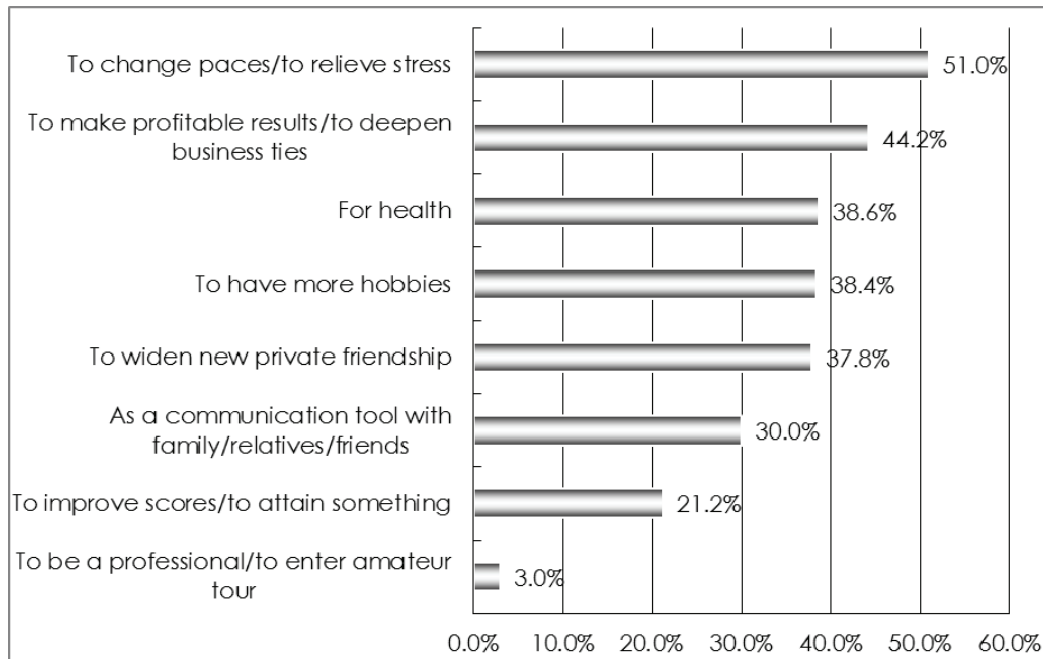


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■ **Figure 4: Aims/Objectives for Start Playing Golf**



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Notes:

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