



Results

Survey of Coaches Under 40 Years Old

Survey conducted August 2023

Data for the exclusive use of Proponent Group members

Question 1: What is your age?

Under 30	16%
30-34	24%
35-39	60%

Question 2: What is your gender?

Male	76%
Female	24%

Question 3: Which of the following best describes the highest level of competitive golf you played?

Never played competitive golf	5%
Competed in local or regional junior/amateur golf events	17%
Competed in national junior level such as AJGA or USGA Jr Amateurs	2%
Competed in D-II or D-III collegiate golf	21%
Competed in D-I collegiate golf	7%
Competed in national amateur events such as the U.S. Amateur	0%
Competed professionally at the regional tour or mini-tour level	36%
Competed on PGA, LPGA, Korn Ferry, or Epson Tours	12%

Question 4: What percentage of your professional life is devoted to teaching and coaching the game?

Less than 50 percent	10%
51-75 percent	10%
76-95 percent	19%
96 percent or more	61%

Question 5: Which best describes your career path so far, and what you feel lies ahead?

I'm not fully committed to remaining in the golf industry	3%
I'm committed to the golf profession, with a possible focus on teaching and a possible focus on golf operations – a combination might be best for me.	7%
I'm committed to coaching and my main goal is a director of instruction position at a public course or private club.	19%
I'm committed to coaching and would like to work at a top academy- and perhaps own an academy someday.	40%
I'm committed to coaching and I'm aiming to work mostly with tour professionals	31%

Question 6: Which best describes your feelings about being a golf coach in this era?

I'm not certain I can generate a satisfactory income as a golf instructor	3%
It's a good time to be a golf coach if you've got the requisite skills. I personally expect to do well.	21%
Golf coaching is entering a Golden Age of technological advancement, expanding knowledge and increased credibility. A skilled, hardworking coach can really go places.	76%

Question 7: In your opinion, rank the following achievements to the advancement of a coach's career from the most to least important with the top choice being most important?

Golf Digest Top 50 Best or Golf Magazine Top 100 Teacher List	1
Golf Digest Best in State Listing	2
PGA or LPGA Section Teacher of the Year	3
Speaking at coaching seminars	4
Authoring instruction articles in the golf media	5
Attain PGA or LPGA Master Professional status (Instruction)	6
Earning a wide array of instruction certifications	7
Earning awards from branded companies (U.S. Kids Golf, PING club fitting, etc.)	8

Question 8: Do you have a functioning website (that you control) supporting your coaching business?

Yes	64%
No	36%

Question 9: Have you been able to afford to purchase the teaching technologies you would like to use for your coaching business?

Yes, I have acquired all the critical teaching tech that I have wanted to use.	34%
Mostly, I have been able to afford many of the technologies I want for my business.	56%
No, I have technology needs that I am currently not able to purchase due to their cost.	10%

Question 10: How interested are you in clubfitting?

Very interested and currently quite active as a clubfitter	26%
Moderately interested and wish to improve my fitting skills	17%
Interested, but prefer to let someone else do the actual fittings	33%
Not really interested in clubfitting	24%

Question 11: Which best describes your expectation for annual earnings (from golf instruction) over the next 5 years?

Expect to earn more than \$75,000	10%
Expect to earn more than \$100,000	26%
Expect to earn more than \$150,000	19%
Expect to earn more than \$200,000	12%
Expect to earn more than \$250,000	29%
None of the above	4%

Question 12: This question is about work/life balance. Select the statement that best describes you.

I get enough pleasure out of teaching golf that long hours and weekend work don't faze me	26%
I have more confidence in my earning power as a coach than in my ability to find time for things other than work, which could become problematic	45%
I'm the type who doesn't let work time and the time needed for everything else get out of balance	29%

Question 13: Within golf instruction there are specialties that, for some coaches, represent a major segment of their time and income (examples are shown below in Question 14). Do you expect to develop a significant specialty?

Likely yes	26%
Possibly yes	60%
Likely no	14%

Question 14: If you selected likely or possibly yes, which of the following might you specialize in (Check all that apply)?

Elite junior training	57%
Short game/putting	51%
Player development (at a private club)	46%
Coaching tour players	38%
Putting exclusively	14%
Power specialist	14%
Custom clubfitting	14%
Other	14%
Coaching disabled golfers	3%

Question 15: Do you feel that building your coaching brand and running your day-to-day coaching business is an area where you often struggle to be effective and efficient?

Yes – for my coaching career to thrive I need to improve my business skills. 57%

No – I have adequate knowledge and skills to run my coaching business effectively and efficiently. 43%