Golfers Database Lists Prospect Masterfile

The Golfers Database Lists Prospect Masterfile is a premium marketing file featuring avid and recreational golf enthusiasts across the United States. This responsive audience is typically affluent, brand-conscious, and lifestyle-driven—making them ideal prospects for luxury products, sporting goods, travel offers, and financial services.

With selectable data including frequency of play, golf club membership, purchasing habits, and event attendance, this masterfile empowers businesses to reach individuals with proven interest in golf and the upscale lifestyle that often accompanies it.

Key Facts

- Over 25 million Americans play golf annually.
- The average golfer spends over $2,500 per year on golf-related products and services.
- 70% of frequent golfers belong to a club or regularly play at semi-private or private courses.
- 68% of golf enthusiasts travel for golf-related vacations or events.
- The golf equipment and apparel market exceeds $10 billion annually.
- The majority of golf consumers are college-educated and earn $100K+ annually.

Popular Usage

- Marketing Golf Clubs, Apparel, Balls, and Accessories
- Promoting Golf Resort Vacations, Packages, and Cruises
- Advertising Private Club Memberships and Real Estate
- Selling Sports Medicine, Health, and Fitness Solutions
- Marketing Financial Services, Insurance, and Investment Products
- Promoting Tournament Invitations, Sponsorships, and Charity Events
- Advertising Golf Training, Lessons, and Simulator Equipment
- Selling Performance Wear, Footwear, and Smart Tech

Products and Services

Marketing Lists | Direct Mail Marketing | Email Marketing | Mobile Advertising | Social Media Advertising | GEO-Lift | Turn-Key Solutions

Sources of Data

Online Registration | Lifestyle Surveys | Government Records | SEC Filings | Annual Reports | Occupant Data | Voter Registration | Telemarketing | Publication Subscribers | Purchase History | White pages | Associations

Total Universe

8,493,233

Base Rate

$180/M

Minimum Order *

5,000

Data Type

Consumer Database

Recommended Selects

- Play Frequency
- Golfer Type
- Club Membership
- Spending Level
- Lifestyle Interests
- Demographics
- State
- Zip Code
- Household Income
- Education
- Children in Household
- Communication Preferences

Data Profile

- Comprehensive
- Accurate
- Updated Monthly
- Ethically Compiled

** High Volume Discounts are Available*

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(888) 578-3282

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