

By the numbers: Diversity

Transcript

00:00:13:12 - 00:00:32:15

MIKE WILBON:

Welcome to Grant Thornton's by the numbers. I'm your host, Mike Wilbon. This is a show where we get into the lesser known scorecard of golf to shine a light on how diversity can move the game into the future. Golf is a sport that brings to mind a lot of colors - the green courses, the blue skies, red tee markers.

00:00:32:16 - 00:00:59:16

MIKE WILBON:

But we haven't always had a wide spectrum of colors participating in the game. Golf has historically had a diversity problem. It's a dynamic that starts at the top. The professional golfers on PGA Tour are overwhelmingly white, 80% white, actually, with only 11% of players having Asian backgrounds, 8% Latinx and 2% black. 2%. And the non-pro numbers are a bit better. They still reflect a serious imbalance.

00:00:59:16 - 00:01:25:09

MIKE WILBON:

So, you know the bad news. Non-white players make up only a tiny sliver of the golf pie, but there is more bad news. Female players account only for 31% of private course guests and 20% of muni players. The average household income of a private club golfer is \$120,000, which underscores that the cost or more likely the presumption of costs scares people away.

00:01:25:17 - 00:01:49:10

MIKE WILBON:

Look, wealth isn't a bad thing, but this stat on its own shows that this version of golf excludes too many socio-economically. To review, we have socio-economic race, gender and age differences in participation in the game. And that's the challenging news. Now for the good news. Things are changing quickly and so many of us are doing all we can to make golf a game, appealing to everyone.

00:01:49:15 - 00:01:58:01

MIKE WILBON:

So how do we make golf a game that we all can play just the same? Let's turn it over to our Grant Thornton Ambassador, Cameron Champ.

00:01:58:01 - 00:02:16:02

MIKE WILBON:

I am thrilled to welcome three time PGA Tour winner Cameron Champ to this conversation, a conversation that I know is very important to you. And I want to start with how you have seen diversity in golf either come along, change however you want to, you want to address that issue of diversity in golf. What do you think it's going?

00:02:16:05 - 00:02:39:10

CAMERON CHAMP:

I've definitely seen a change and again, I say change. It's maybe not the pace that we would all like to see it at, but it is going in the proper direction. And now I even feel like even when I was in school, you know, we're always playing music on the golf course. We're just hanging out. There's no stress. There's no, you know, the shirt doesn't have to be perfectly tucked in. We're just going out playing the game because we love it. We're slowly starting to see that, which is great.

00:02:39:12 - 00:02:43:23

MIKE WILBON:

People talk about diversity in golf. Can you see elements? Can you see hints of it coming?

00:02:44:12 - 00:03:10:11

CAMERON CHAMP:

I think now in the last two years with just how social media has blown everything up, we're starting to see a lot more things and the topics starting to get talked about more. You know, with this year, with, with what the tour did was amazing and starting programs and I think it's a great start in the right direction and it's unfortunate for some of the

events to have happened in our society, but that's kind of what it took for people to kind of wake up and go, you know, we don't have to be scared to talk about this. It's a subject that needs to be talked about.

00:03:10:12 - 00:03:13:07

MIKE WILBON:

Thank you very much for being here to talk with us.

00:03:13:22 - 00:03:14:14

CAMERON CHAMP:

No, thank you.

00:03:15:06 - 00:03:38:05

MIKE WILBON:

Golf doesn't have to be only white or old or male or straight. It can be just as much fun when it isn't. And when you look at

the stats, 36% of beginning golfers and 34% of junior golfers are women. There's been a net increase of 300,000 non-white golfers in the US in 2020, which amounts to a 21% increase.

00:03:38:19 - 00:04:03:04

MIKE WILBON:

And then among non golfers who say they are very interested in the game, 43% represent ethnic and racial minorities. The future of golf looks a lot more diverse, but we have to keep it growing. Have you seen it grow? We're really asking. Comment below and let's keep the numbers getting bigger. Just like my handicap. Till next time, knuckleheads.



"Grant Thornton" refers to the brand under which the Grant Thornton member firms provide assurance, tax and advisory services to their clients and/or refers to one or more member firms, as the context requires. Grant Thornton International Ltd (GTIL) and the member firms are not a worldwide partnership. GTIL and each member firm is a separate legal entity. Services are delivered by the member firms. GTIL does not provide services to clients. GTIL and its member firms are not agents of, and do not obligate, one another and are not liable for one another's acts or omissions.

©2022 Grant Thornton LLP | All rights reserved | U.S. member firm of Grant Thornton International Ltd.

GT.COM