



OCTOBER 2022

[www.gather.golf](http://www.gather.golf)



THE GATHER

# LIV GOLF

THE LIV GOLF LEAGUE HAS BEEN IN  
EXISTENCE FOR LESS THAN SIX MONTHS.

Despite still being in its infancy, LIV Golf has made waves, ruffled feathers, and has changed the professional golf landscape. Gather expects that LIV Golf will continue to evolve. This may be the result of lawsuits, policies of existing tours towards LIV Golf players, or LIV Golf's successful recruitment of high-profile players.

SINCE LIV GOLF SHOWED UP,  
PROFESSIONAL GOLF HAS CHANGED FAST.

This Gather report focusses on what we know NOW. In October 2022, what are golf fans' attitudes towards LIV Golf. Only time will tell if this report ages well...

# PROFESSIONAL GOLF

# Gather took a temperature check on golf fans' feelings about LIV Golf.

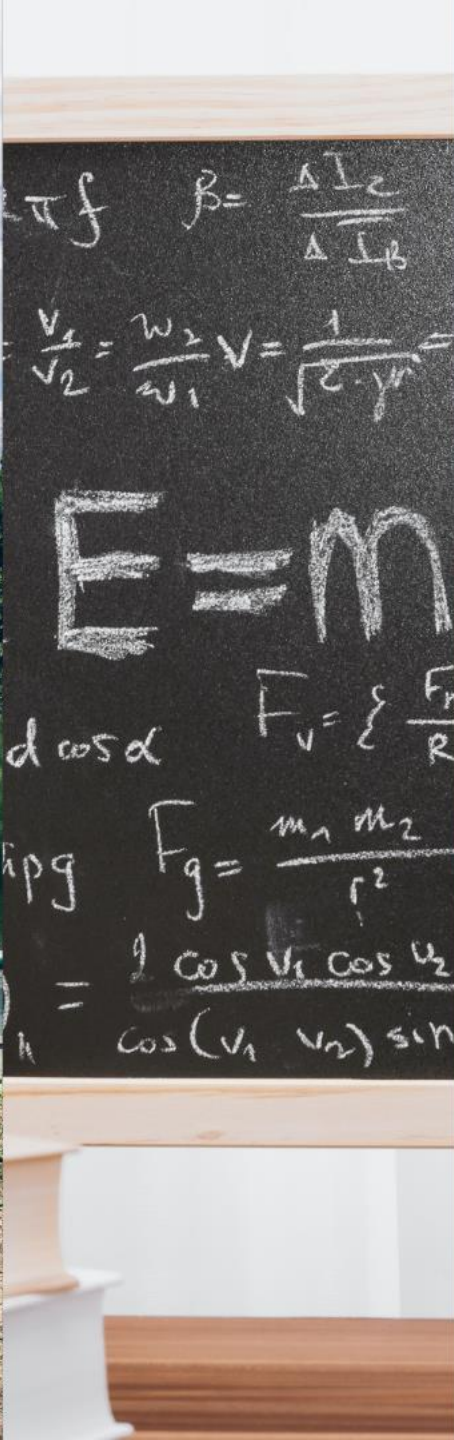
Almost 50% of golf fans we surveyed thought that LIV Golf was good for the game. That's the good news for LIV Golf's public relations team.

But will LIV Golf grow the game, as it claims? Based on our data, probably not among women.

Other things we learned: Specific demographics tend to be true LIV Golf fans.

Who? **Read on...**





# THE RE PO RT

**In this Gather report, we investigate the attitudes of golf fans towards LIV Golf.**

This includes looking at overall trends, as well as splicing data based on golf fans' age, gender, income, and education level.

# THE RE PO RT

**The report also throws in some random insights.** Like this.

The LIV in LIV Golf. Do golf fans know what it stands for?

**22% CORRECT!** Twenty-two percent of golf fans know that the LIV name represents the Roman Numeral 54 (the score if a golfer birdied every hole in an 18-hole round).

**78% WRONG!** Most golf fans did NOT know what the LIV name represents. Thirty-three percent of golf fans correctly identified LIV as the Roman Numeral 54, **but** incorrectly thought that it reflects the number of holes played in a LIV Golf event.

Does it matter from a branding perspective? **Probably not.**

# BIG PICTURE ITEMS

This first segment identifies what Gather thinks are the most important attitudes about LIV Golf, and factors that predict them.





WHICH SEGMENTS OF  
GOLF FANS THINK LIV  
GOLF IMPROVES THE  
**GENERAL PERCEPTION**  
OF GOLF?

# WHICH SEGMENTS OF GOLF FANS THINK LIV GOLF IMPROVES THE GENERAL PERCEPTION OF GOLF?

We built a predictive model to get a feel for how various demographics influenced opinions about LIV Golf and the league's effect on the general perception of golf.

**HERE'S WHAT WE FOUND...**

Gender was the biggest predictor of  
general perceptions about LIV Golf.

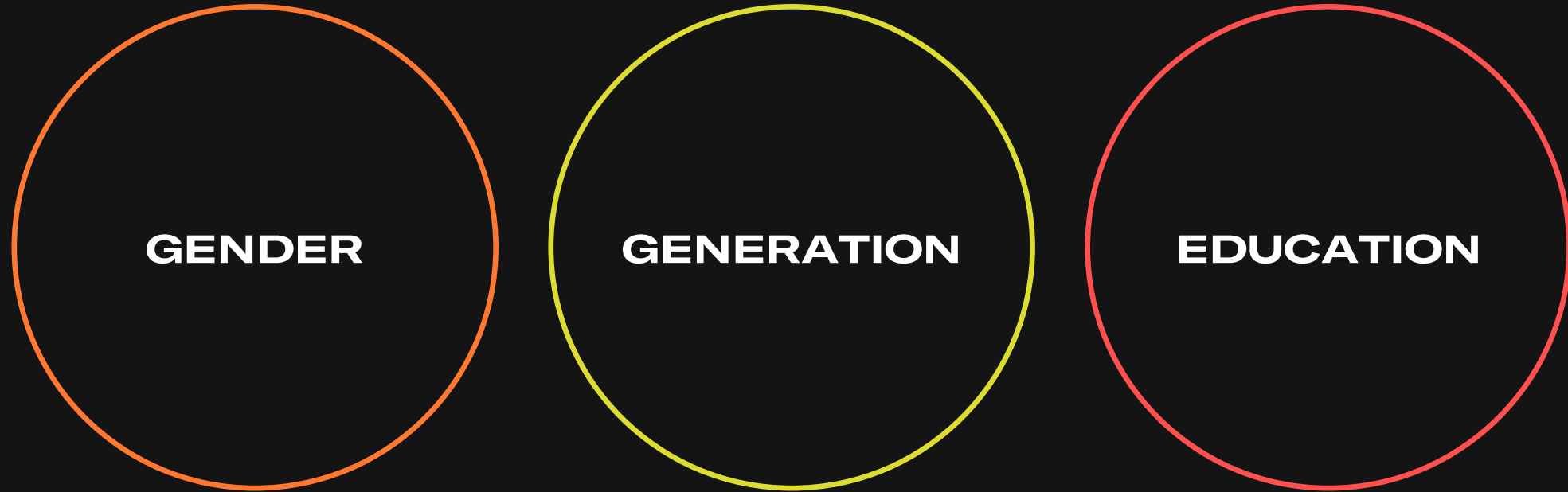
**Women golf fans were less likely** than men to think LIV Golf  
would improve the public perception of golf.

Age was also a significant predictor.

If you're a **younger golf fan, you are more likely** than your older  
peers to think LIV Golf improves the game's public perception.

As level of education increased, golf fans were more likely to agree  
that LIV Golf helped the game's public perception.

Golf fans' gender, age, and education level predicted beliefs about LIV Golf and the public perception of golf.





WHAT **DEMOGRAPHICS**  
**PREDICT** GOLF FANS'  
**POSITIVITY** ABOUT  
LIV GOLF?

WHAT  
DEMOGRAPHICS  
PREDICT GOLF FANS'  
POSITIVITY ABOUT  
LIV GOLF?

We modeled various demographics of golf fans onto  
our positivity measure about LIV Golf.

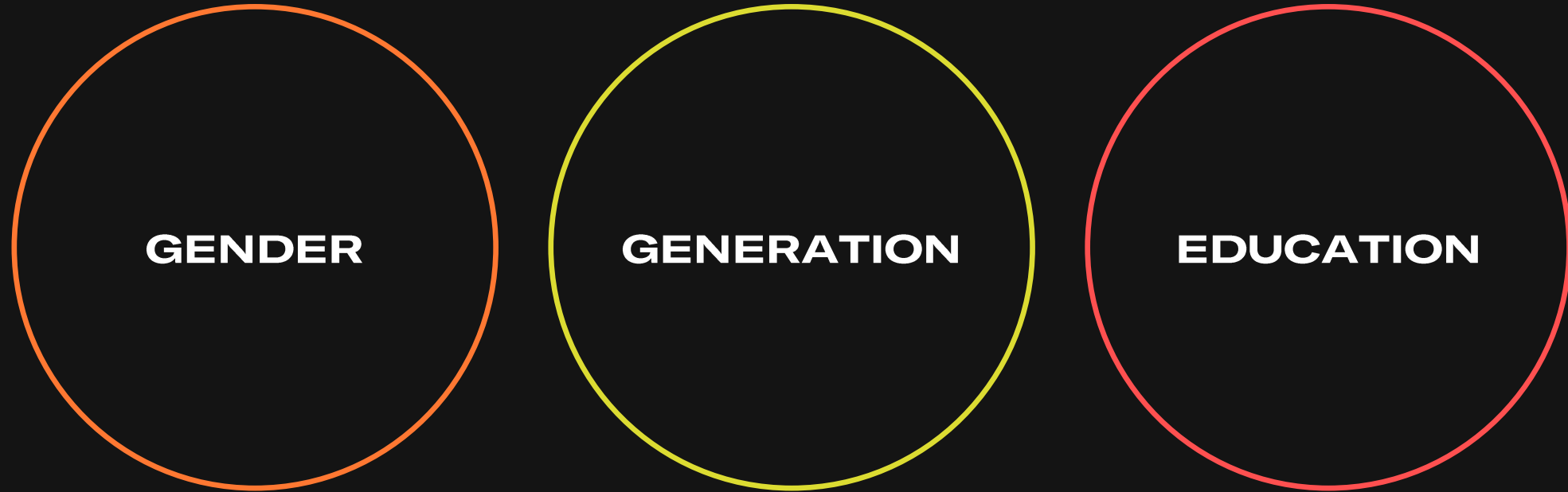
There were three significant **predictors of  
positive attitudes towards LIV Golf.**

Men were more likely than women to have positive attitudes.

Additionally, younger, and higher educated golf fans were more  
likely to hold a positive attitude towards LIV Golf.



Golf fans' gender, age, and education level  
predicted a positive attitude towards LIV Golf.



**WHEN WE LOOK AT  
THE TREND ACROSS  
ALL GOLF FANS,  
64% EITHER AGREED  
OR STRONGLY  
AGREED THAT THEY  
HAD POSITIVE  
FEELINGS ABOUT  
LIV GOLF.**

Strongly  
disagree  
9%

Disagree  
11%

Neither  
agree  
or  
disagree  
16%

Agree  
34%

Strongly  
agree  
30%



7

WHICH GOLF FANS  
HAVE **BECOME MORE**  
**INTERESTED IN THE**  
**GAME** BECAUSE  
OF LIV GOLF?

Gender and generation of golf fans were significant predictors of who has become more interested in the game because of LIV Golf – specifically, younger golf fans and men.



**GENDER**

**GENERATION**

**SIXTY PERCENT OF  
ALL RESPONDENTS  
AGREED THAT LIV  
GOLF HAS MADE  
THEM MORE  
INTERESTED  
IN GOLF.**

Strongly  
disagree  
7%

Disagree  
13%

Neither  
agree  
or  
disagree  
20%

Agree  
34%

Strongly  
agree  
26%



DO OPINIONS ABOUT  
LIV GOLF DIFFER  
BETWEEN THE **UK**  
AND **THE USA**?



Statistically speaking, no.

Whether it is the level of respect for LIV Golf players compared to traditional tour players; whether LIV Golf offers a more refreshing format; whether LIV Golf players should be banished by sponsors or from majors, we found no meaningful difference in opinions about LIV Golf between UK and USA golf fans.

# 5

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IS IT GOOD OR BAD  
FOR GOLF WHEN  
**SAUDI-BACKED**  
**FUNDS** SPONSOR  
PROFESSIONAL GOLF  
EVENTS AND PLAYERS?

# 49.50%

It is good for golf

Almost 50% of golf fans in our study indicated that **Saudi-backed funds that sponsor professional golf and events is good for the game.** Only time will tell if public opinion is right.

## 24.00%

I don't know

## 18.83%

It is bad for golf

## 7.67%

I don't care

# 4

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HOW DOES THE **AGE**  
OF GOLF FANS  
AFFECT THEIR  
FEELINGS TOWARDS  
LIV GOLF?

# HOW DOES THE AGE OF GOLF FANS AFFECT THEIR FEELINGS TOWARDS LIV GOLF?

Unlike geographic location, attitudes of golf fans towards LIV Golf did vary across different generations.

Through a range of scenarios, we saw generational differences.

Quite simply, the attitudes of younger golf fans were unpredictable.

Seemingly contradictory responses of Gen Z and Millennial golf fans may be explained by younger generations valuing tradition and establishments less than older generations. That is, they may enjoy LIV Golf yet also accept that it is reasonable for golf's establishment to reject it.

Furthermore,

**YOUNGER COHORTS OF GOLF FANS MAY  
ACCEPT THAT LIV GOLF WILL COEXIST  
BEYOND GOLF'S EXISTING ECOSYSTEM.**



With that preamble, let's see **what younger golf fans thought about LIV Golf** compared to Gen X and Baby Boomer.

## GEN Z AND MILLENNIALS...



have more positive attitudes towards LIV Golf



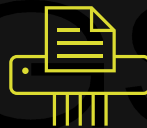
think it is reasonable to ban LIV Golf players from majors



agree that LIV Golf gives the game a brighter future



think LIV Golf is good for the golf business



support sponsors cancelling LIV Golf players' contracts



respect LIV Golf players



consider the LIV Golf format refreshing



pay more attention to golf because of LIV Golf



think that LIV Golf will improve the public perception of golf

# 3

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WHAT IS THE  
RELATIONSHIP  
BETWEEN GOLF FANS'  
ATTITUDES TOWARDS  
LIV GOLF AND THEIR  
**EDUCATION** LEVEL?

LIV Golf increased golf fans' interest in the game

1

Sponsors have the right to cancel LIV Golf player contracts

2

LIV Golf is good for the golf business

3

HIGHER LEVEL  
OF  
**EDUCATION**

LIV Golf threatens traditional tours

5

Tours have the right to ban LIV Golf players

4

# WHAT IS THE

# RELATIONSHIP

Education level of golf fans did matter

\* (significantly) when it came to attitudes towards LIV Golf. The findings in this category demonstrate well the complexity of how LIV Golf is viewed by golf fans.

For example, golf fans with higher levels of education are likely to think that LIV Golf is both good for the golf business yet recognize that traditional tours have the right to ban LIV Golf players.

# AND THEIR

# EDUCATION LEVEL?

DO GOLF FANS WITH  
DIFFERENT LEVELS OF  
**INCOME** DIFFER IN  
THEIR ATTITUDES  
TOWARDS  
LIV GOLF?

Income level wasn't particularly influential in golf fans' attitudes towards LIV Golf. In fact, in our sample, golf fans' income level only made a difference on one of the metrics we measured.

The more golf fans earned, the more positive they were about LIV Golf.

The less they earned, the less positive golf fans were.

# 1

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DOES LIV GOLF  
IMPROVE THE PUBLIC  
**PERCEPTION** OF GOLF?

**WE LUMPED  
ALL GOLF FANS  
TOGETHER TO  
ANSWER THIS  
BROAD QUESTION  
ABOUT THE PUBLIC  
PERCEPTION OF  
LIV GOLF.**

The findings were  
in LIV Golf's favor.

Strongly  
disagree  
6%

Disagree  
12%

Neither  
agree  
or  
disagree  
20%

Agree  
37%

Strongly  
agree  
25%



# DOES LIV GOLF IMPROVE THE PUBLIC PERCEPTION OF GOLF?

**Over 60%** of all golf fans in Gather's study agreed that  
LIV Golf improves the public perception of golf.

# GROWING

Football and baseball leagues are actively courting women fans.

**GOLF HAS A SIMILAR OPPORTUNITY** to expand its fanbase **BY RECRUITING MORE WOMEN PLAYERS AND VIEWERS.**

Will LIV Golf help increase the number of women golf fans?

Based on our data, the answer to this question is a categorical ‘No.’

Although there is room to expand the women’s golf market, it does not appear that LIV Golf is the vehicle to do so. On almost every dimension, women golf fans had a less positive opinion about LIV Golf and its players compared to men. For better or worse, right now, LIV Golf aligns itself with bro’ culture.

# THE GAME

# CONCLUSIONS

It is early days for LIV Golf.

Despite this, our data suggests emerging trends that tell us who LIV Golf fans are, and who they are not.

If LIV Golf's target fan base is younger men, then up to this point, mission accomplished.

When we see differences in attitudes about LIV Golf, the split consistently comes around age and gender.

Specifically, men and younger cohorts of golf fans are consistently more enthusiastic and positive about LIV Golf. It's format, it's influence on golf's future, and their own interest in the sport.

Golf fans are, in general, positive about the future of LIV Golf and its effect of the game's landscape.

**Time will tell if this sentiment holds.**

# OUR SAMPLE

/ 'sɑ:mp(ə)l/

Gather surveyed **four hundred and nineteen** golf fans across the USA and UK. Sixty-six percent of the sample were men, and thirty-four percent were women. All golf fans in the sample were familiar with LIV Golf.

We conducted a post hoc power analysis to ensure this sample size was sufficient to validate our findings. We used organic sampling methods facilitated by Random Deice Engagement (RDE).

Considering the study's types of analyses, and the level of significance used ( $\alpha = .05$ ), we are confident that our sample size was large enough, and our findings were not by chance.

Thanks to the ongoing work  
of the Gather Community for  
their contributions.

For more insights like this,  
come join us over at  
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**What did you think about this report?**

We'd love to know if you have 2mins [over here.](#)

A STRATEGIC  
INSIGHTS AGENCY  
DRIVING KNOWLEDGE  
WITHIN THE GOLF INDUSTRY

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