



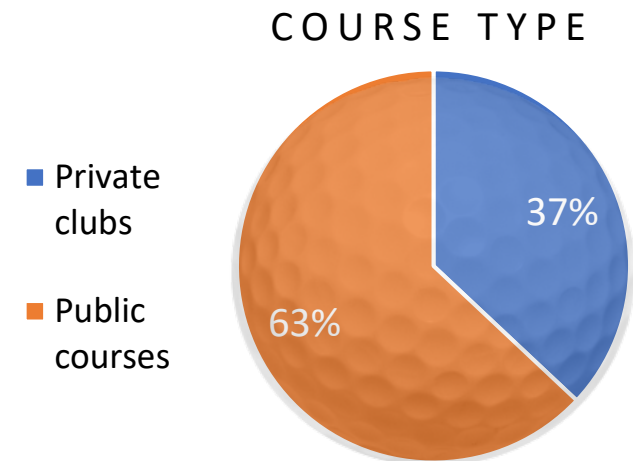
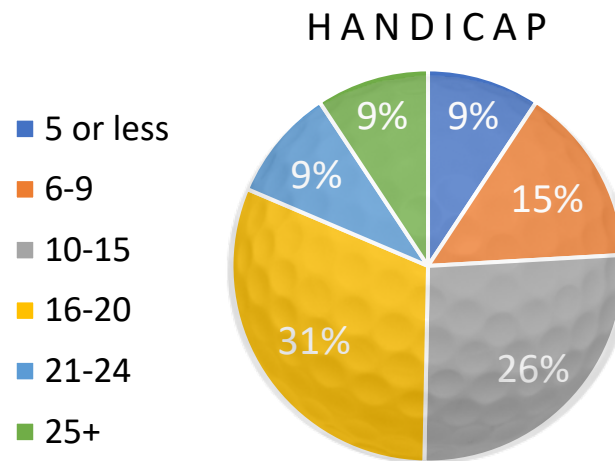
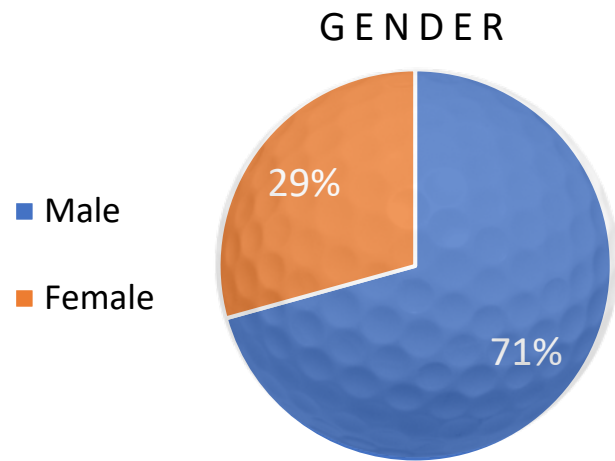
Reduced Flight Golf Ball Testing

FINAL FINDINGS

AUGUST 2021

PREPARED BY:
**SPORTS&
LEISURE**
RESEARCH GROUP

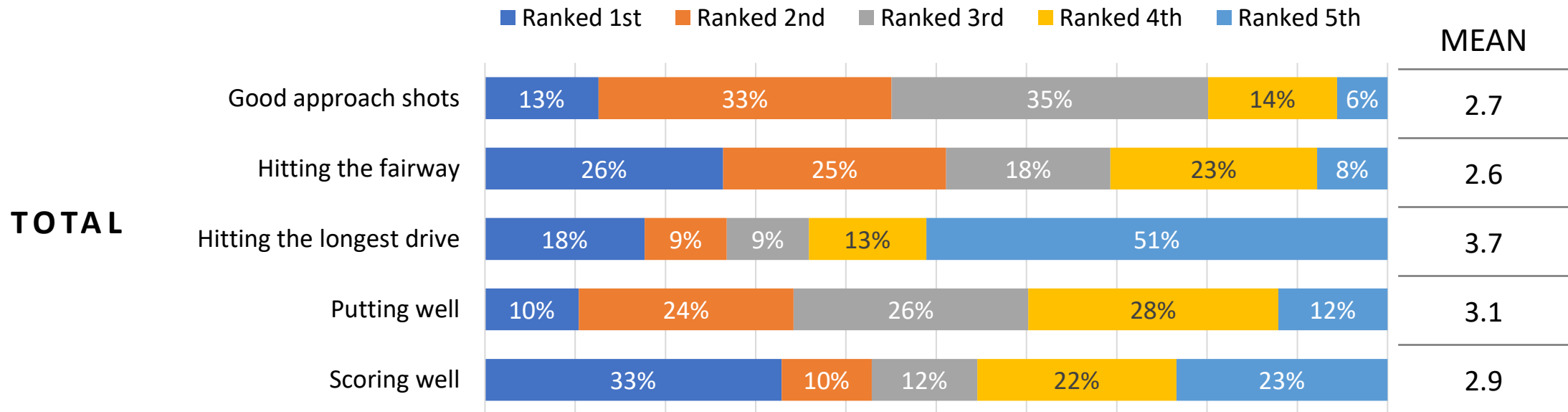
Respondent Base Reflects Avid Golfer Demographics; Skews Private



- Mean age: 56
- Average rounds per year: 62.7
- N=246

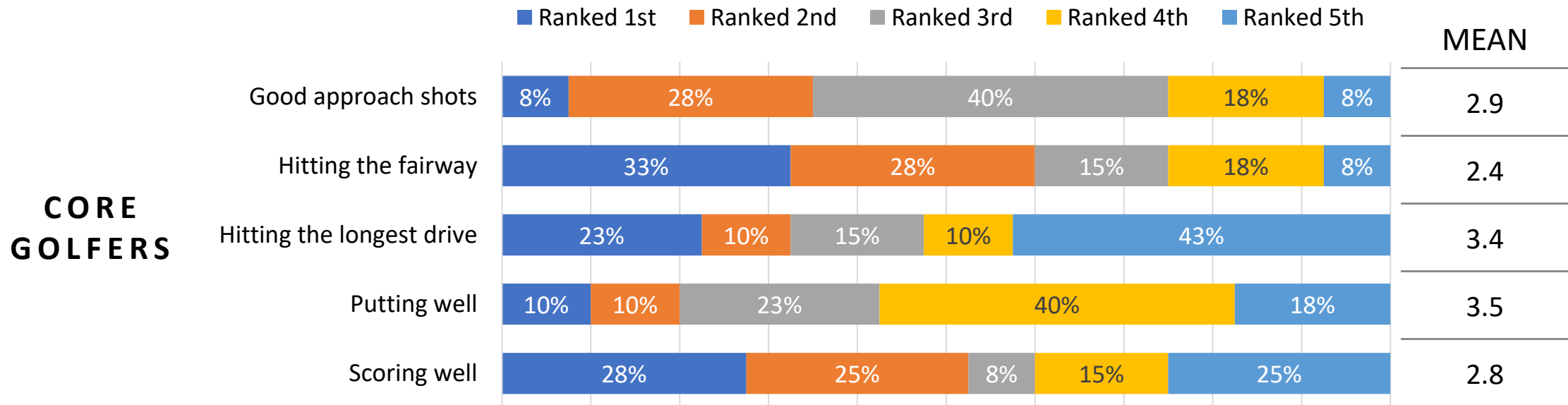
Scoring and Accuracy Show Primacy Among Desired Performance Characteristics...Long Drives are Lowest in the Hierarchy

Q. Please rank the following in the order of the satisfaction they give you during a round.



Core Golfers Reflect Overall Findings; Less Emphasis on Scoring; Long Drives Directionally Eclipse Putting Prowess

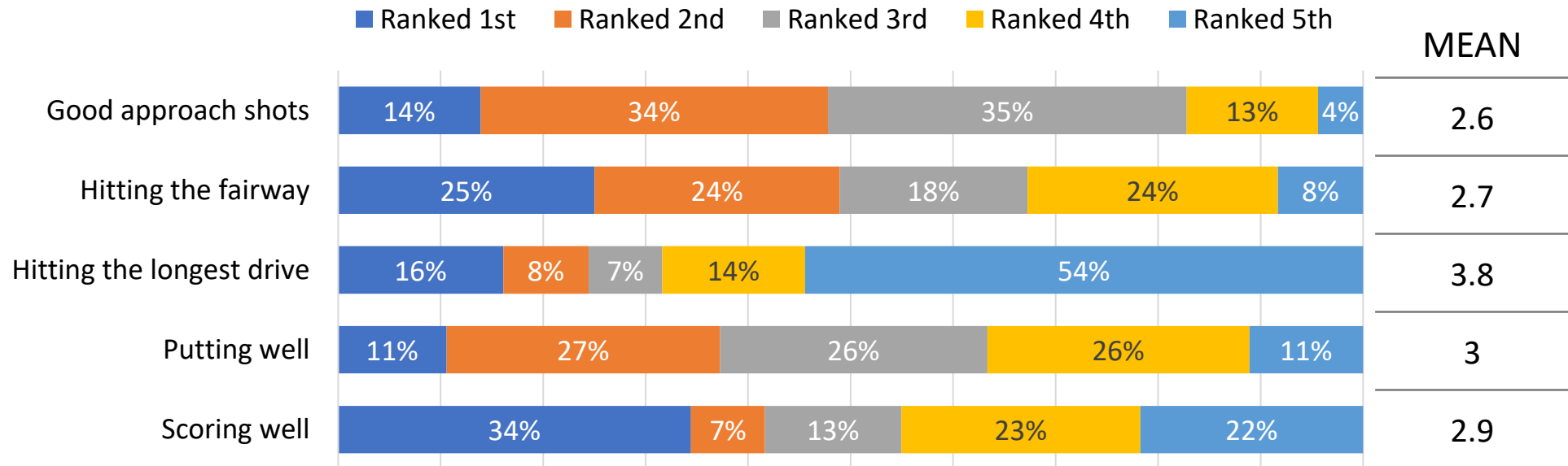
Q. Please rank the following in the order of the satisfaction they give you during a round.



Scoring and Accuracy Drive Avid Player Enjoyment

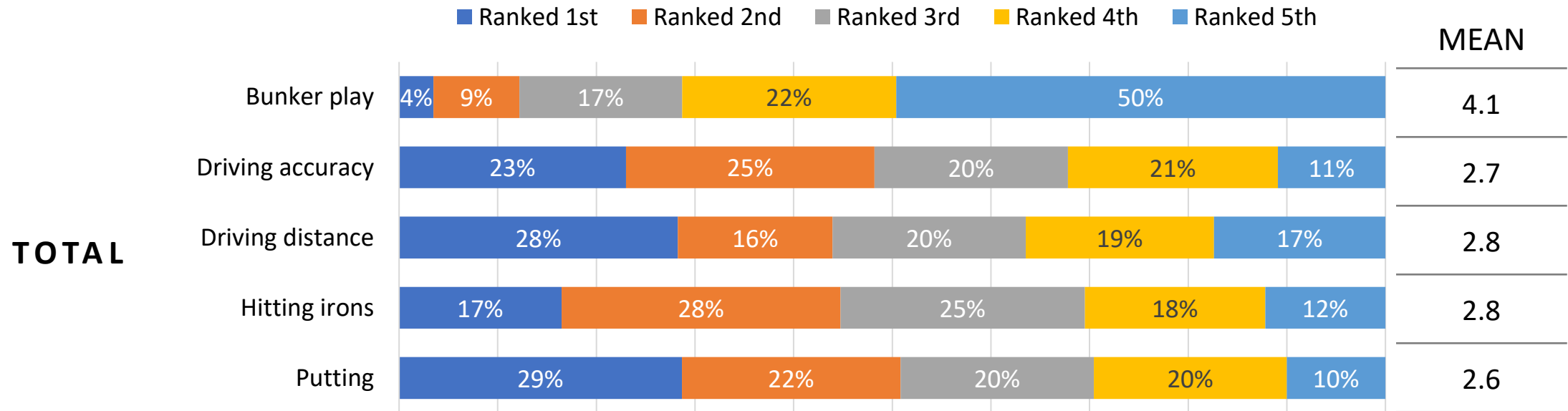
Q. Please rank the following in the order of the satisfaction they give you during a round.

**AVID
GOLFERS**



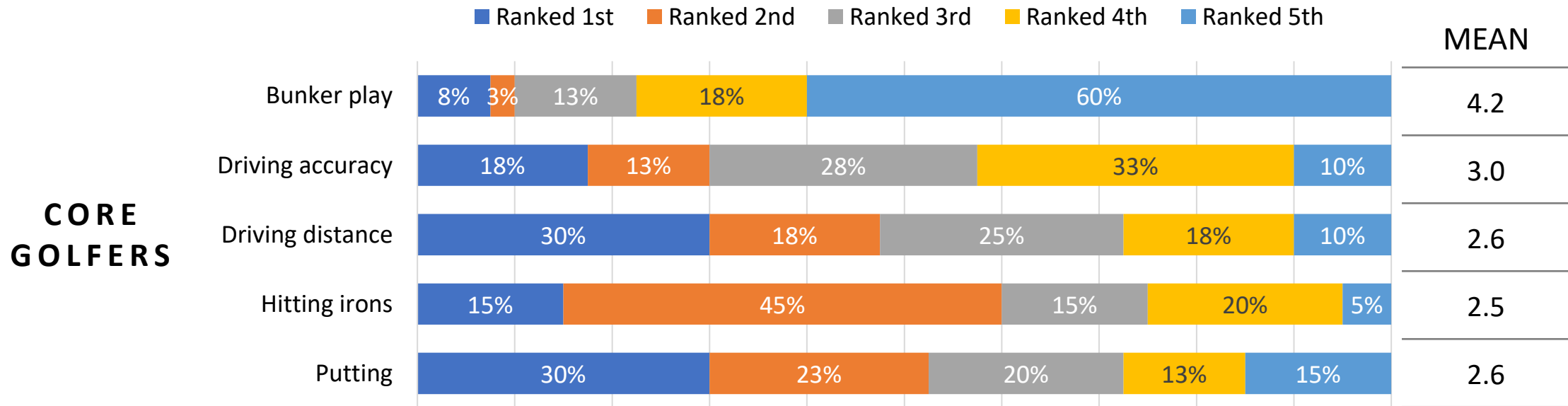
Respondents Perceive Putting, Driving as the Strongest Parts of their Game

Q. Please rank the following parts of your game from strongest to weakest.



Core Players Less Declarative in Identifying The Strongest Aspect of Their Game

Q. Please rank the following parts of your game from strongest to weakest.

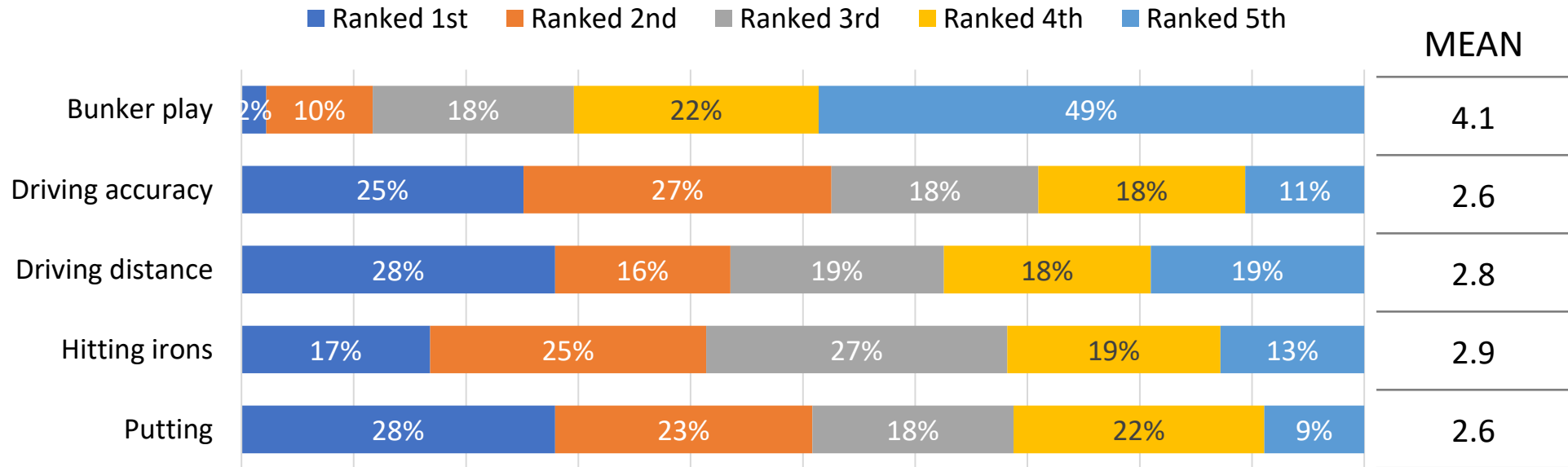


CORE GOLFERS

Similarly, Avids are Balanced in Self Identifying the Best Aspect of Their Game

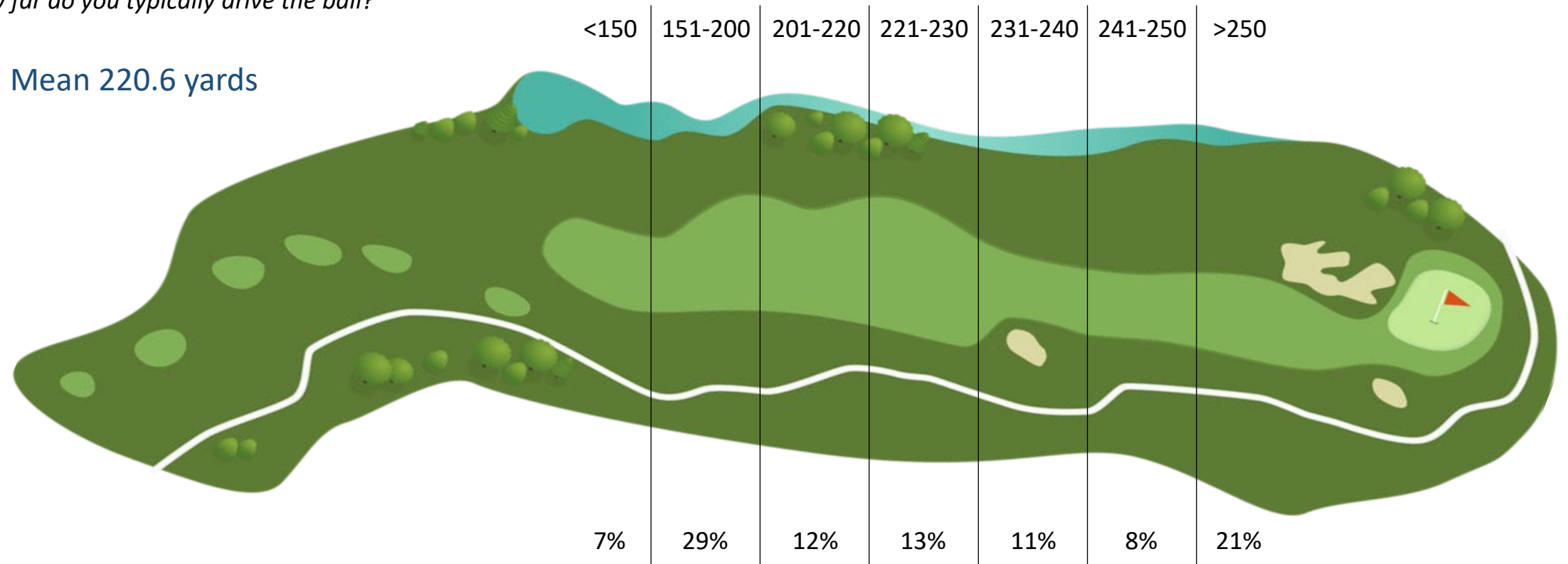
Q. Please rank the following parts of your game from strongest to weakest.

**AVID
GOLFERS**



40% of Respondents See Themselves as Big Hitters

Q. How far do you typically drive the ball?



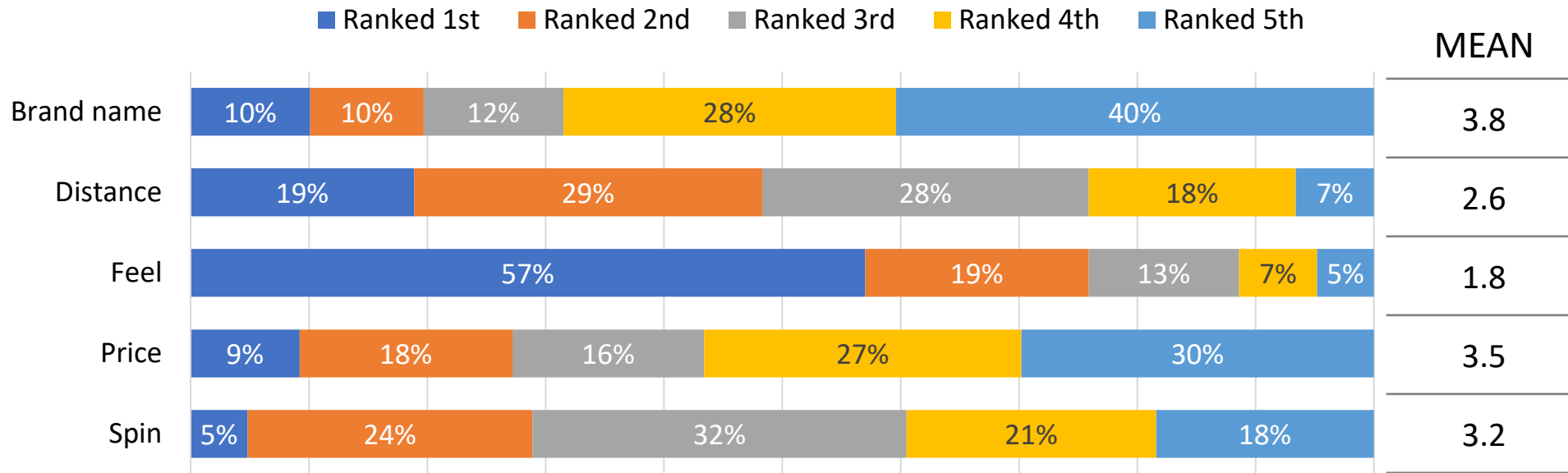
A Closer Look at Self Reported Average Driving Distance, By Segment

Q. How far do you typically drive the ball?

	TOTAL	GENDER		TYPE OF COURSE		TYPE OF GOLFER		MEN'S HANDICAP		WOMEN'S HANDICAP		AGE		AVERAGE DRIVE DISTANCE		
		MALE	FEMALE	PUBLIC	PRIVATE	CORE	AVID	HCP 15+	HCP <15	HCP 15+	HCP <15	<60	60+	<221	221-249	250+
150 or less	7%	2%	19%	8%	5%	8%	5%	-	-	39%	-	5%	10%	14%	-	-
151 - 200	29%	13%	69%	25%	35%	23%	30%	22%	1%	56%	90%	17%	51%	61%	-	-
201 - 220	12%	16%	3%	13%	11%	-	16%	26%	11%	6%	3%	12%	13%	26%	-	-
221 - 230	13%	18%	2%	13%	13%	23%	10%	20%	18%	-	-	13%	14%	-	41%	-
231 - 240	11%	13%	3%	13%	6%	8%	12%	14%	16%	-	3%	13%	6%	-	33%	-
241 - 250	8%	10%	3%	9%	7%	15%	7%	8%	11%	-	3%	11%	3%	-	26%	-
Over 250	21%	28%	2%	20%	22%	23%	21%	12%	43%	-	3%	29%	4%	-	-	100%
Mean	220.6	236.5	180.6	221.4	219.1	225.5	221.2	224.5	250.4	166.1	192.4	232.8	197.5	185.6	237.3	276.0

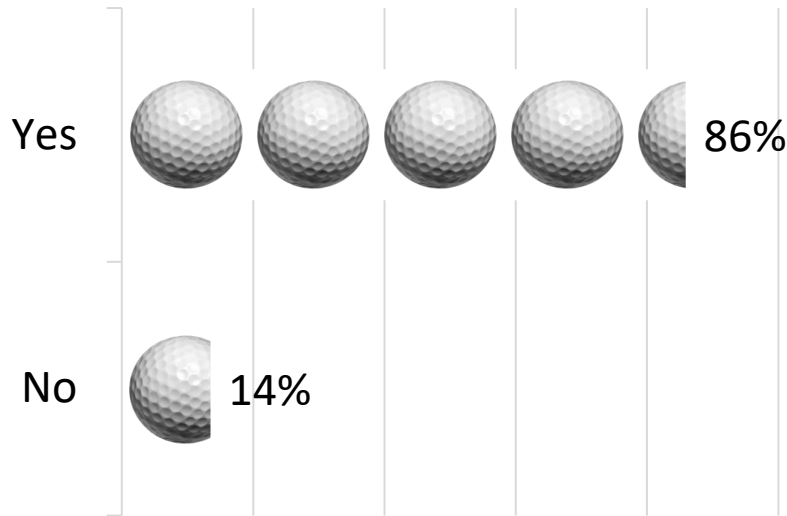
The Ubiquitous “Feel” Heads the Golf Ball Selection Hierarchy

Q. Please rank the following in order of importance to you when purchasing a golf ball.



Post Play Summary: Nearly Nine in Ten Enjoyed Their Round with the Reduced Distance Golf Balls

Q. Was your round with the golf balls that we sent you, enjoyable?



“YES” SUMMARY

MALE	86%
FEMALE	88%
PUBLIC	88%
PRIVATE	82%
CORE	91%
AVID	84%
HCP 15+	90%
HCP <15	80%
HCP 15+	95%
HCP <15	81%

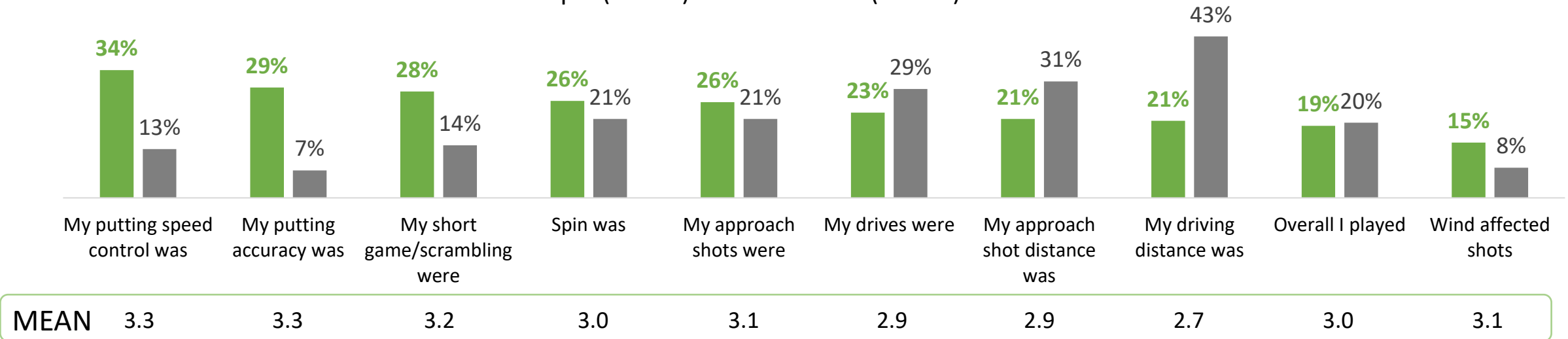
AGE <60	85%
AGE 60+	88%
AVG DRV <221	89%
AVG DRV 221-249	85%
AVG DRV 250+	79%

Respondents Assess Their Performance with the Reduced Distance Balls

- Putting and short game least affected
- Driving Distance is underwhelming

Q. On a scale of 1 to 5, how did you play compared with your typical round?

■ Top 2 (Better) ■ Bottom 2 (Worse)



Respondents Assess Their Performance with the Reduced Distance Balls

Q. On a scale of 1 to 5, how did you play compared with your typical round?

1-2 Slider
(Worse)
Summary

	TOTAL	GENDER		TYPE OF COURSE		TYPE OF GOLFER		MEN'S HANDICAP		WOMEN'S HANDICAP	
		MALE	FEMALE	PUBLIC	PRIVATE	CORE	AVID	HCP 15+	HCP <15	HCP 15+	HCP <15
My approach shot distance was	31%	34%	23%	29%	33%	21%	34%	20%	55%	20%	27%
My drives were	29%	28%	33%	27%	33%	29%	32%	16%	42%	30%	40%
Spin was	21%	24%	13%	20%	24%	21%	22%	22%	31%	11%	16%
My approach shots were	21%	22%	19%	20%	23%	21%	22%	7%	37%	10%	25%
Overall I played	20%	21%	20%	19%	24%	19%	22%	9%	32%	15%	27%
My short game/scrambling were	14%	14%	13%	14%	13%	8%	15%	11%	17%	6%	20%
My putting speed control was	13%	11%	19%	11%	19%	7%	15%	15%	13%	-	32%
Wind affected shots	8%	8%	8%	7%	10%	9%	8%	4%	12%	6%	11%
My putting accuracy was	7%	6%	10%	5%	12%	7%	8%	6%	6%	-	17%
My driving distance was	3%	45%	38%	44%	42%	47%	45%	30%	65%	35%	44%

Respondents Assess Their Performance with the Reduced Distance Balls

Q. On a scale of 1 to 5, how did you play compared with your typical round?

1-2 Slider
(Worse)
Summary

	TOTAL	AGE		AVERAGE DRIVE DISTANCE		
		<60	60+	<221	221-249	250+
My approach shot distance was	31%	35%	22%	22%	37%	51%
My drives were	29%	31%	26%	25%	32%	40%
Spin was	21%	25%	14%	14%	24%	36%
My approach shots were	21%	23%	17%	13%	29%	33%
Overall I played	20%	21%	19%	18%	20%	33%
My short game/scrambling were	14%	14%	12%	12%	11%	25%
My putting speed control was	13%	14%	12%	15%	11%	16%
Wind affected shots	8%	9%	6%	7%	7%	17%
My putting accuracy was	7%	6%	10%	11%	4%	5%
My driving distance was	3%	48%	35%	36%	44%	64%

Respondents Assess Their Performance with the Reduced Distance Balls

Q. On a scale of 1 to 5, how did you play compared with your typical round?

Mean
Summary

	TOTAL	GENDER		TYPE OF COURSE		TYPE OF GOLFER		MEN'S HANDICAP		WOMEN'S HANDICAP	
		MALE	FEMALE	PUBLIC	PRIVATE	CORE	AVID	HCP 15+	HCP <15	HCP 15+	HCP <15
My putting accuracy was	3.3	3.2	3.5	3.3	3.2	3.2	3.3	3.3	3.1	3.8	3.2
My putting speed control was	3.3	3.2	3.4	3.3	3.1	3.3	3.2	3.3	3.1	3.7	3.0
My short game/scrambling were	3.2	3.2	3.2	3.2	3.1	3.2	3.2	3.2	3.0	3.3	3.1
Wind affected shots	3.1	3.1	3.1	3.1	3.0	3.0	3.1	3.2	3.0	3.0	2.9
My approach shots were	3.1	3.0	3.2	3.1	3.0	3.0	3.1	3.2	2.7	3.3	3.1
Spin was	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.2	2.8	2.9	3.0
Overall I played	3.0	3.0	3.0	3.1	2.9	3.0	2.9	3.2	2.7	3.0	2.8
My drives were	2.9	2.9	2.9	3.0	2.9	2.9	2.9	3.3	2.6	3.0	2.7
My approach shot distance was	2.9	2.8	3.1	2.9	2.8	3.0	2.9	3.1	2.5	3.0	3.0
My driving distance was	2.7	2.7	2.9	2.8	2.7	2.7	2.7	3.0	2.3	3.0	2.8

Respondents Assess Their Performance with the Reduced Distance Balls

Q. On a scale of 1 to 5, how did you play compared with your typical round?

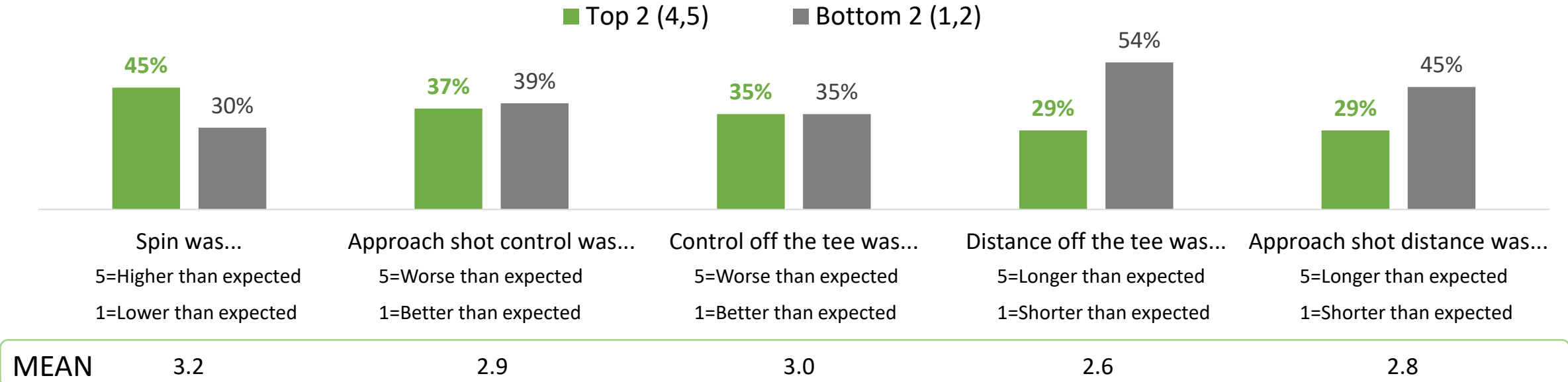
Mean
Summary

	TOTAL	AGE		AVERAGE DRIVE DISTANCE		
		<60	60+	<221	221-249	250+
My approach shot distance was	3.3	3.3	3.3	3.4	3.2	3.2
My drives were	3.3	3.2	3.3	3.3	3.2	3.1
Spin was	3.2	3.2	3.2	3.3	3.2	3.0
My approach shots were	3.1	3.1	3.1	3.1	3.1	3.0
Overall I played	3.1	3.0	3.1	3.2	2.9	2.9
My short game/scrambling were	3.0	3.0	3.1	3.1	3.0	2.8
My putting speed control was	3.0	3.0	3.0	3.1	3.0	2.8
Wind affected shots	2.9	2.9	3.0	3.0	2.9	2.7
My putting accuracy was	2.9	2.8	3.0	3.1	2.8	2.5
My driving distance was	2.7	2.7	2.9	2.9	2.7	2.3

Respondents Assess Their Performance with the Reduced Distance Balls: Negative Supersede Positive Reactions—But there is Mid Range Convergence

Bottom two box again is more prevalent than top two box in terms of observed distance. However, mean scores are in the middle

Q. Before your round, you were informed that the ball was likely shorter and had more spin than your usual ball. Please comment on your experience with the ball compared with your expectations.



Respondents Assess Their Performance with the Reduced Distance Balls: Negative Supersede Positive Reactions—But there is Mid Range Convergence

Q. Before your round, you were informed that the ball was likely shorter and had more spin than your usual ball. Please comment on your experience with the ball compared with your expectations.

1-2 Slider
(Worse)
Summary

Distance off the tee was shorter than expected

Approach shot distance was shorter than expected

Approach shot control was better than expected

Control off the tee was better than expected

Spin was lower than expected

TOTAL	GENDER		TYPE OF COURSE		TYPE OF GOLFER		MEN'S HANDICAP		WOMEN'S HANDICAP	
	MALE	FEMALE	PUBLIC	PRIVATE	CORE	AVID	HCP 15+	HCP <15	HCP 15+	HCP <15
54%	55%	52%	51%	63%	52%	59%	46%	69%	54%	62%
45%	47%	39%	41%	55%	35%	49%	43%	64%	27%	50%
39%	37%	43%	38%	42%	30%	40%	48%	36%	18%	57%
35%	33%	39%	34%	36%	32%	34%	52%	30%	33%	33%
30%	31%	27%	29%	32%	29%	32%	42%	30%	-	42%

Respondents Assess Their Performance with the Reduced Distance Balls: Negative Supersede Positive Reactions—But there is Mid Range Convergence

Q. Before your round, you were informed that the ball was likely shorter and had more spin than your usual ball. Please comment on your experience with the ball compared with your expectations.

1-2 Slider
(Worse)
Summary

	TOTAL	AGE		AVERAGE DRIVE DISTANCE		
		<60	60+	<221	221-249	250+
Distance off the tee was shorter than expected	54%	61%	41%	50%	48%	71%
Approach shot distance was shorter than expected	45%	47%	40%	37%	47%	61%
Approach shot control was better than expected	39%	39%	39%	44%	28%	48%
Control off the tee was better than expected	35%	40%	21%	33%	28%	48%
Spin was lower than expected	30%	31%	27%	24%	22%	50%

Respondents Assess Their Performance with the Reduced Distance Balls: Negative Supersede Positive Reactions—But there is Mid Range Convergence

Q. Before your round, you were informed that the ball was likely shorter and had more spin than your usual ball. Please comment on your experience with the ball compared with your expectations.

MEAN Summary
 5=Higher than expected
 1=Lower than expected

Spin was...
 Control off the tee was...
 Approach shot control was...
 Approach shot distance was...
 Distance off the tee was...

TOTAL	GENDER		TYPE OF COURSE		TYPE OF GOLFER		MEN'S HANDICAP		WOMEN'S HANDICAP	
	MALE	FEMALE	PUBLIC	PRIVATE	CORE	AVID	HCP 15+	HCP <15	HCP 15+	HCP <15
3.2	3.1	3.3	3.2	3.2	3.0	3.2	3.0	3.2	3.8	3.0
3.0	3.0	2.8	2.9	3.0	2.9	3.0	2.8	3.1	2.7	3.1
2.9	3.0	2.8	2.9	2.9	3.0	2.9	2.9	3.0	3.2	2.6
2.8	2.7	3.0	2.9	2.6	2.9	2.7	2.9	2.4	3.2	2.7
2.6	2.6	2.7	2.7	2.5	2.7	2.6	3.0	2.3	2.8	2.5

Respondents Assess Their Performance with the Reduced Distance Balls: Negative Supersede Positive Reactions—But there is Mid Range Convergence

Q. Before your round, you were informed that the ball was likely shorter and had more spin than your usual ball. Please comment on your experience with the ball compared with your expectations.

MEAN
Summary
 5=Higher than expected
 1=Lower than expected

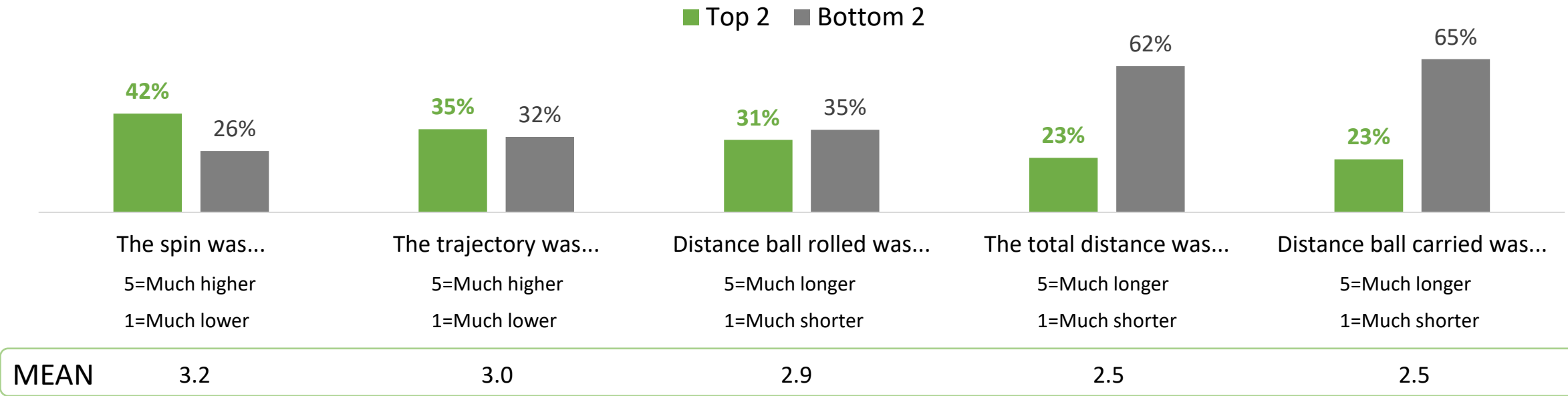
Spin was...
 Control off the tee was...
 Approach shot control was...
 Approach shot distance was...
 Distance off the tee was...

TOTAL	AGE		AVERAGE DRIVE DISTANCE		
	<60	60+	<221	221-249	250+
3.2	3.2	3.2	3.3	3.3	2.8
3.0	2.9	3.1	2.9	3.3	2.6
2.9	3.0	2.9	2.8	3.3	2.7
2.8	2.7	2.9	3.1	2.7	2.3
2.6	2.5	2.9	2.8	2.7	2.3

Respondents Assess Their Driving Performance with the Reduced Distance Balls:

● Off The Tee, Distance and Carry Impact is Observed... Less So for Spin, Trajectory and Roll-out

Q. On a scale of 1 to 5, please describe some specifics about your drives during your round with the golf balls we sent you compared with drives using your normal ball.



Respondents Assess Their Driving Performance with the Reduced Distance Balls:

Q. On a scale of 1 to 5, please describe some specifics about your drives during your round with the golf balls we sent you compared with drives using your normal ball.

1-2 Slider
(Worse)
Summary

The distance the ball carried was much shorter

The total distance was much shorter

The distance the ball rolled was much shorter

The trajectory was much lower

The spin was much lower

TOTAL	GENDER		TYPE OF COURSE		TYPE OF GOLFER		MEN'S HANDICAP		WOMEN'S HANDICAP	
	MALE	FEMALE	PUBLIC	PRIVATE	CORE	AVID	HCP 15+	HCP <15	HCP 15+	HCP <15
65%	68%	56%	61%	73%	73%	67%	51%	88%	42%	74%
62%	66%	51%	55%	76%	56%	68%	57%	87%	54%	63%
35%	38%	29%	29%	53%	26%	42%	30%	61%	50%	31%
32%	32%	31%	29%	39%	31%	32%	33%	41%	29%	44%
26%	24%	32%	21%	40%	28%	28%	42%	23%	14%	50%

Respondents Assess Their Driving Performance with the Reduced Distance Balls:

Q. On a scale of 1 to 5, please describe some specifics about your drives during your round with the golf balls we sent you compared with drives using your normal ball.

1-2 Slider (Worse) Summary

- The distance the ball carried was much shorter
- The total distance was much shorter
- The distance the ball rolled was much shorter
- The trajectory was much lower
- The spin was much lower

TOTAL	AGE		AVERAGE DRIVE DISTANCE		
	<60	60+	<221	221-249	250+
65%	68%	56%	51%	67%	86%
62%	66%	53%	51%	62%	86%
35%	42%	18%	27%	41%	53%
32%	33%	28%	28%	30%	38%
26%	25%	31%	21%	20%	44%

Respondents Assess Their Driving Performance with the Reduced Distance Balls:

Q. On a scale of 1 to 5, please describe some specifics about your drives during your round with the golf balls we sent you compared with drives using your normal ball.

**MEAN
Summary**
5=Much higher
1=Much lower

	TOTAL	GENDER		TYPE OF COURSE		TYPE OF GOLFER		MEN'S HANDICAP		WOMEN'S HANDICAP	
		MALE	FEMALE	PUBLIC	PRIVATE	CORE	AVID	HCP 15+	HCP <15	HCP 15+	HCP <15
The spin was...	3.2	3.2	3.1	3.3	2.8	3.1	3.1	3.0	3.2	3.4	2.6
The trajectory was...	3.0	3.0	3.0	3.0	2.9	3.0	2.9	3.0	2.8	3.1	2.7
The distance the ball rolled was...	2.9	2.8	3.3	3.0	2.6	3.0	2.8	2.9	2.4	2.9	3.1
The total distance was...	2.5	2.4	2.8	2.7	2.2	2.6	2.4	2.8	1.9	2.8	2.5
The distance the ball carried was...	2.5	2.4	2.7	2.6	2.3	2.3	2.4	2.8	1.9	2.9	2.3

Respondents Assess Their Driving Performance with the Reduced Distance Balls:

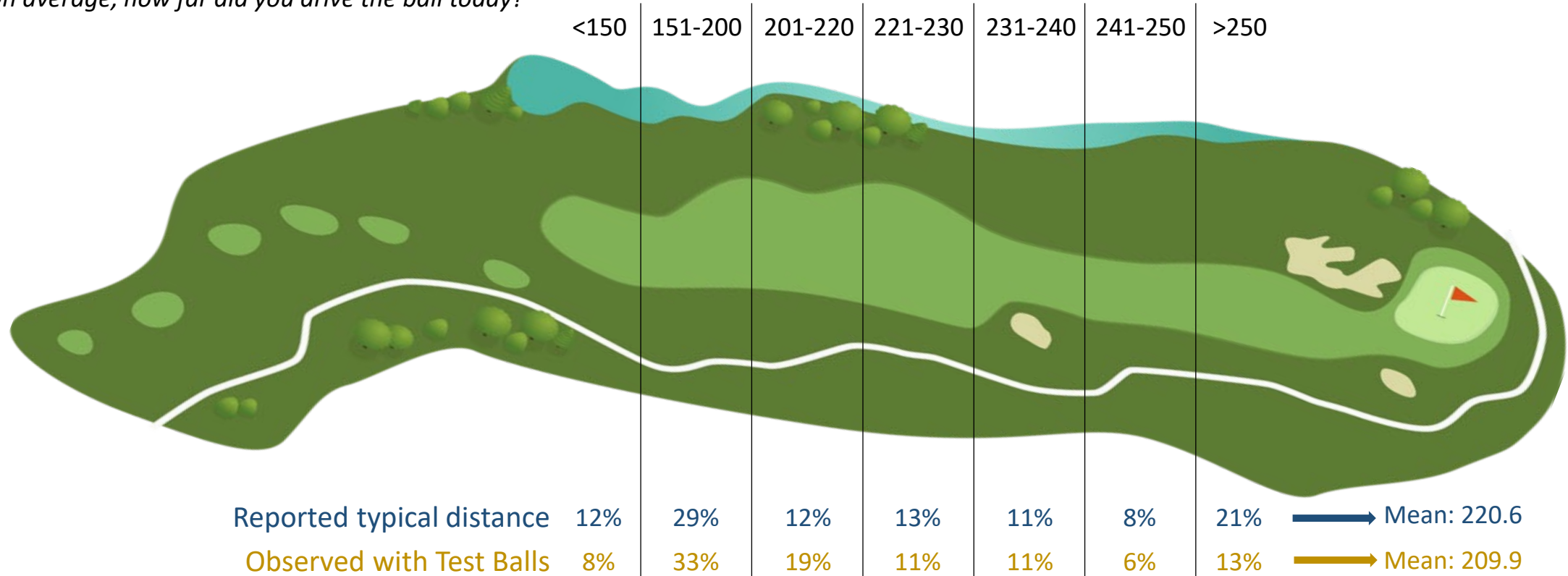
Q. On a scale of 1 to 5, please describe some specifics about your drives during your round with the golf balls we sent you compared with drives using your normal ball.

**MEAN
Summary**
5=Much higher
1=Much lower

	TOTAL	AGE		AVERAGE DRIVE DISTANCE		
		<60	60+	<221	221-249	250+
The spin was...	3.2	3.2	3.0	3.2	3.4	2.8
The trajectory was...	3.0	3.0	3.0	3.1	3.0	2.8
The distance the ball rolled was...	2.9	2.8	3.2	3.1	2.8	2.5
The total distance was...	2.5	2.4	2.7	2.8	2.5	2.0
The distance the ball carried was...	2.5	2.4	2.7	2.7	2.4	2.0

Total Observed Driving Distance Lags Behind Assumed Average

Q. On average, how far did you drive the ball today?



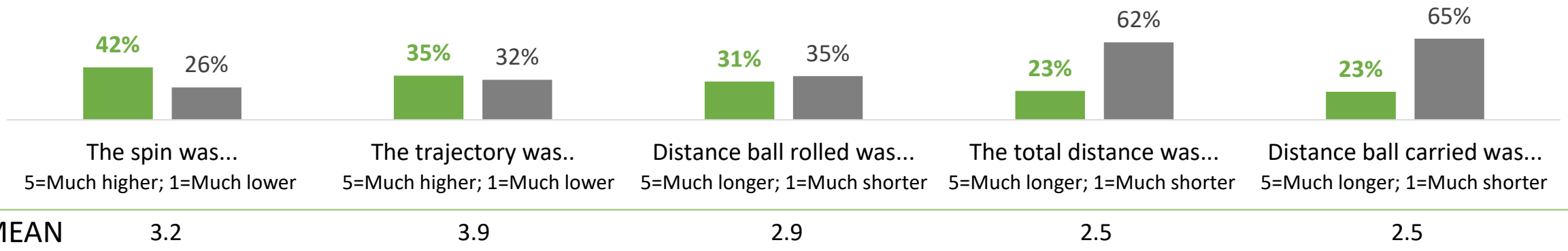
Total Observed Driving Distance Lags Behind Assumed Average

Q. On average, how far did you drive the ball today?

	TOTAL	GENDER		TYPE OF COURSE		TYPE OF GOLFER		MEN'S HANDICAP		WOMEN'S HANDICAP		AGE		AVERAGE DRIVE DISTANCE		
		MALE	FEMALE	PUBLIC	PRIVATE	CORE	AVID	HCP 15+	HCP <15	HCP 15+	HCP <15	<60	60+	<221	221-249	250+
150 or less	8%	2%	24%	8%	8%	10%	7%	-	1%	39%	13%	6%	13%	17%	-	2%
151 - 200	33%	19%	69%	31%	37%	23%	36%	30%	10%	56%	83%	21%	54%	59%	10%	7%
201 - 220	19%	26%	2%	19%	18%	21%	19%	32%	23%	-	3%	22%	13%	15%	33%	4%
221 - 230	11%	14%	3%	10%	11%	18%	10%	9%	17%	-	-	12%	8%	4%	27%	4%
231 - 240	11%	14%	2%	10%	11%	15%	10%	17%	12%	6%	-	13%	6%	3%	21%	13%
241 - 250	6%	8%	2%	7%	4%	3%	6%	2%	12%	-	3%	7%	4%	1%	5%	20%
Over 250	13%	18%	-	14%	11%	10%	13%	11%	26%	-	-	19%	1%	-	5%	50%
Mean	209.9	226.7	169.6	211.0	208.1	208.8	211.0	219.3	234.0	164.7	177.5	220.3	191.8	181.5	225.4	249.6

Approach Shot Performance vs Driver Performance with Reduced Distance Balls

Driver Performance ■ Top 2 ■ Bottom 2



Approach Shot Performance ■ Top 2 ■ Bottom 2



Approach Shot Performance vs Driver Performance with Reduced Distance Balls

Q. On a scale of 1 to 5, please rate some specifics about your approach shots during your round with the golf balls we sent you compared with approach shots with your normal ball?

1-2 Slider
(Worse)
Summary

The distance the ball carried was much shorter

The distance the ball rolled was much shorter

The trajectory was much lower

The spin was much lower

TOTAL	GENDER		TYPE OF COURSE		TYPE OF GOLFER		MEN'S HANDICAP		WOMEN'S HANDICAP	
	MALE	FEMALE	PUBLIC	PRIVATE	CORE	AVID	HCP 15+	HCP <15	HCP 15+	HCP <15
58%	61%	49%	51%	71%	50%	62%	47%	82%	33%	68%
32%	34%	26%	26%	46%	28%	36%	50%	42%	40%	26%
27%	28%	24%	26%	32%	25%	30%	30%	39%	25%	32%
25%	25%	27%	24%	29%	21%	29%	32%	30%	-	47%

Approach Shot Performance vs Driver Performance with Reduced Distance Balls

Q. On a scale of 1 to 5, please rate some specifics about your approach shots during your round with the golf balls we sent you compared with approach shots with your normal ball?

1-2 Slider
(Worse)
Summary

	TOTAL	AGE		AVERAGE DRIVE DISTANCE		
		<60	60+	<221	221-249	250+
The distance the ball carried was much shorter	58%	59%	53%	43%	67%	73%
The distance the ball rolled was much shorter	32%	38%	21%	25%	40%	42%
The trajectory was much lower	27%	29%	24%	22%	30%	32%
The spin was much lower	25%	27%	22%	18%	12%	49%

Approach Shot Performance vs Driver Performance with Reduced Distance Balls

Q. On a scale of 1 to 5, please rate some specifics about your approach shots during your round with the golf balls we sent you compared with approach shots with your normal ball?

**MEAN
Summary**
5=Much higher
1=Much lower

The spin was...
The distance the ball rolled was...
The trajectory was...
The distance the ball carried was...

TOTAL	GENDER		TYPE OF COURSE		TYPE OF GOLFER		MEN'S HANDICAP		WOMEN'S HANDICAP	
	MALE	FEMALE	PUBLIC	PRIVATE	CORE	AVID	HCP 15+	HCP <15	HCP 15+	HCP <15
3.2	3.2	3.2	3.2	3.1	3.1	3.1	3.0	3.2	3.8	2.7
3.1	3.0	3.4	3.2	2.8	3.2	3.0	2.7	2.9	3.0	3.3
3.1	3.0	3.2	3.1	3.0	3.0	3.0	3.0	2.9	3.3	3.0
2.6	2.5	3.0	2.8	2.3	2.6	2.6	2.8	2.1	3.3	2.6

Approach Shot Performance vs Driver Performance with Reduced Distance Balls

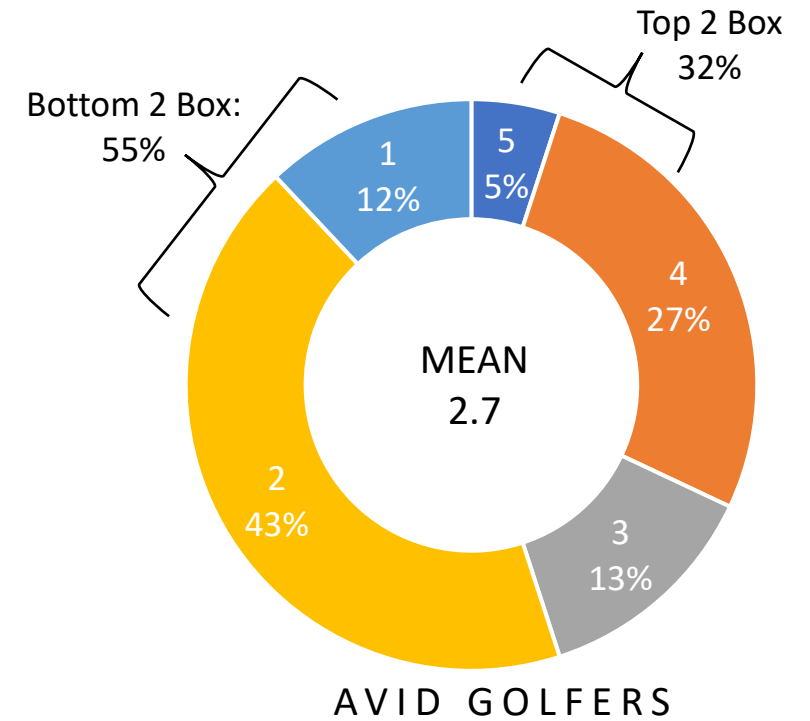
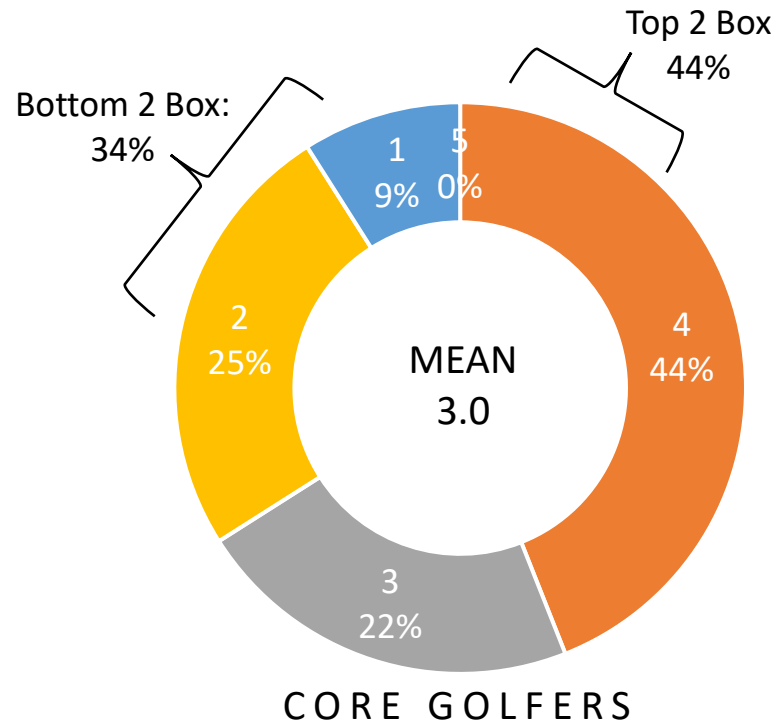
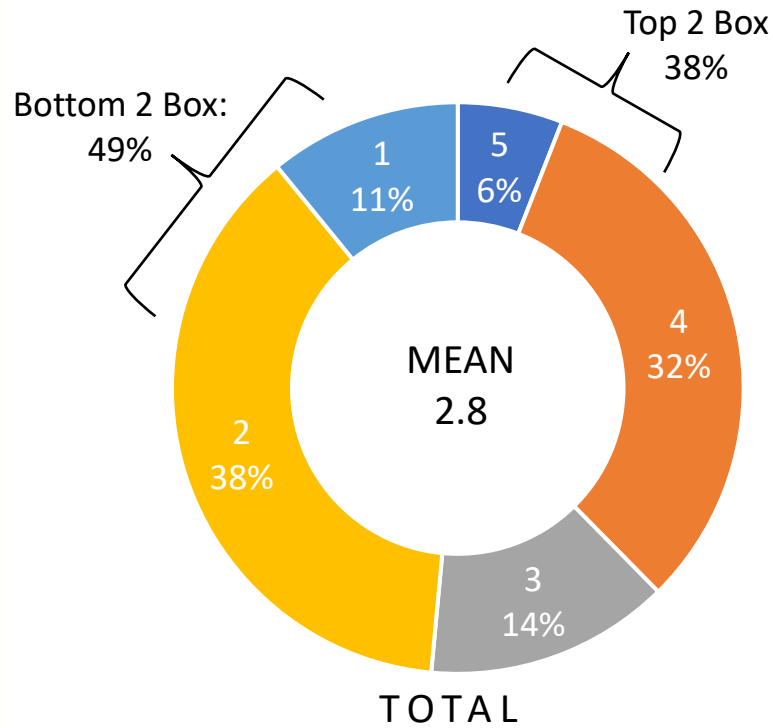
Q. On a scale of 1 to 5, please rate some specifics about your approach shots during your round with the golf balls we sent you compared with approach shots with your normal ball?

**MEAN
Summary**
5=Much higher
1=Much lower

	TOTAL	AGE		AVERAGE DRIVE DISTANCE		
		<60	60+	<221	221-249	250+
The spin was...	3.2	3.2	3.1	3.2	3.6	2.8
The distance the ball rolled was...	3.1	3.0	3.2	3.2	3.0	2.8
The trajectory was...	3.1	3.1	3.1	3.2	3.0	3.0
The distance the ball carried was...	2.6	2.5	2.8	3.0	2.5	2.2

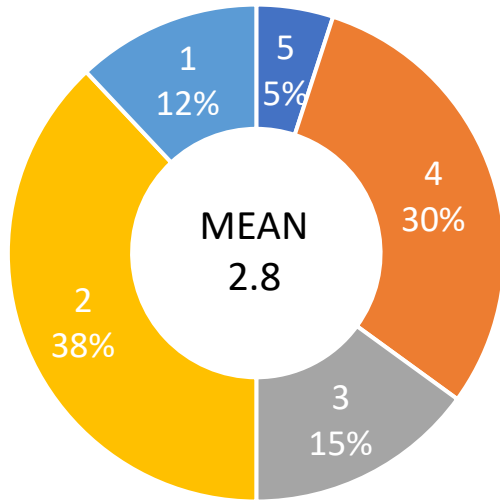
Overall Impact of the Reduced Distance Ball is Seen as More Negative; Particularly Among Avids

Q. On a scale of 1 to 5, how did you feel that the ball we sent you affected your round?

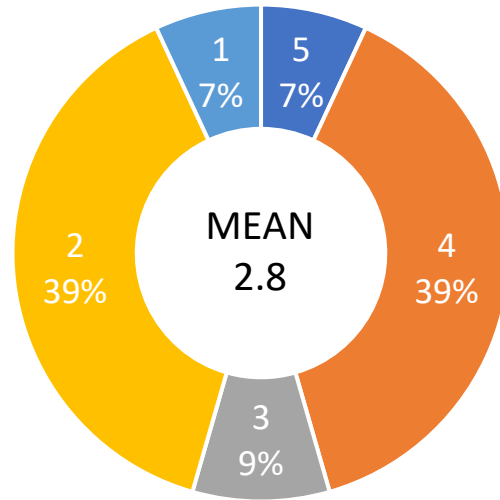


Overall Impact of the Reduced Distance Ball is Seen as More Negative; Particularly Among Longer Hitters

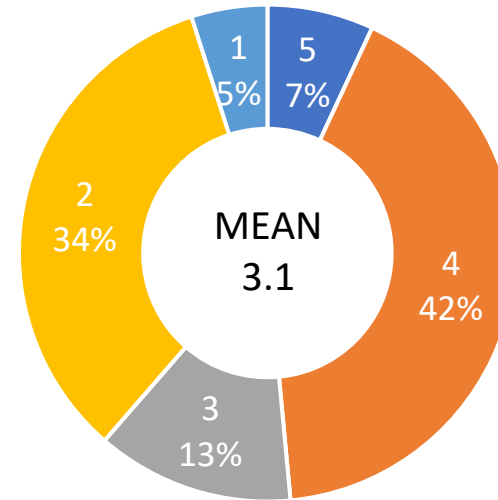
Q. On a scale of 1 to 5, how did you feel that the ball we sent you affected your round?



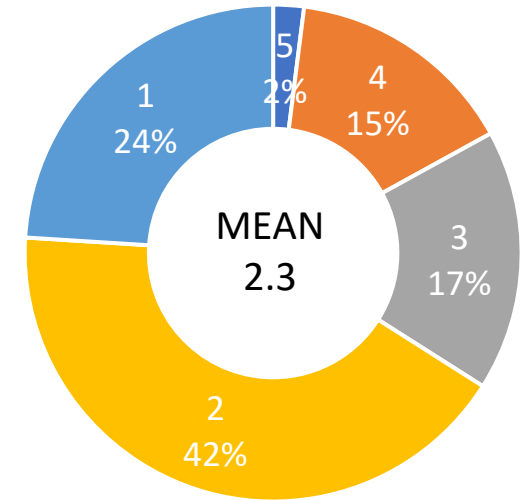
MEN



WOMEN



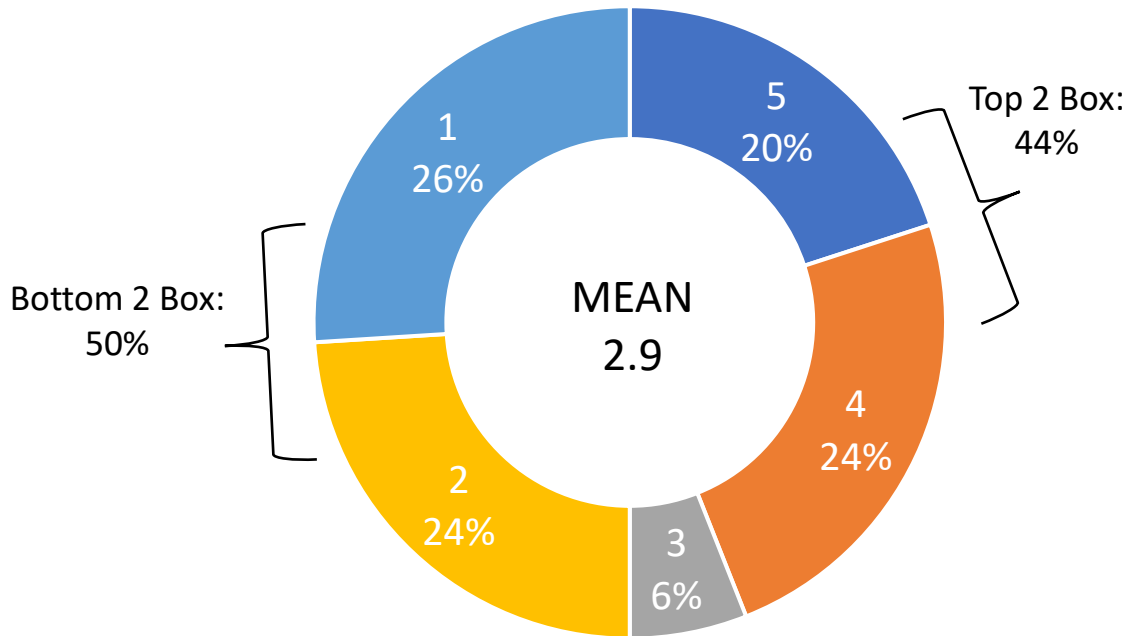
AVG DRIVE <220



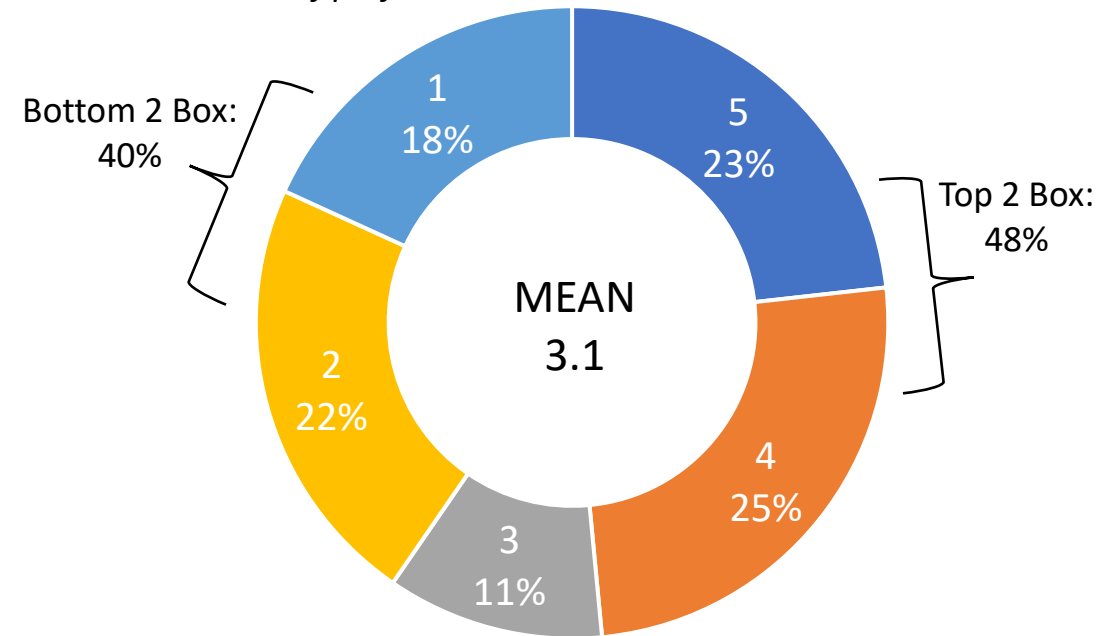
AVG DRIVE 250+

Half Would *NOT* Consider Playing the Ball in the Future...However Opposition is Less Pronounced if Playing Partners/Competitors Were Using it

Q. On a scale of 1 to 5, would you consider playing this ball in the future?

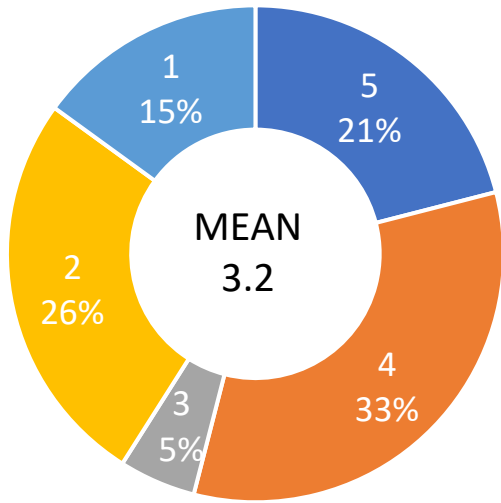


Q. On a scale of 1 to 5, would you consider playing this ball in the future, provided that the people you were playing with, used a ball with a similar level of performance?

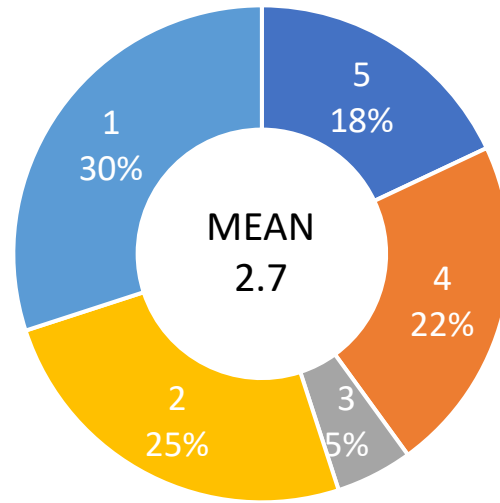


Avids and Longer Hitters are Less Willing to Consider Playing the Ball in the Future

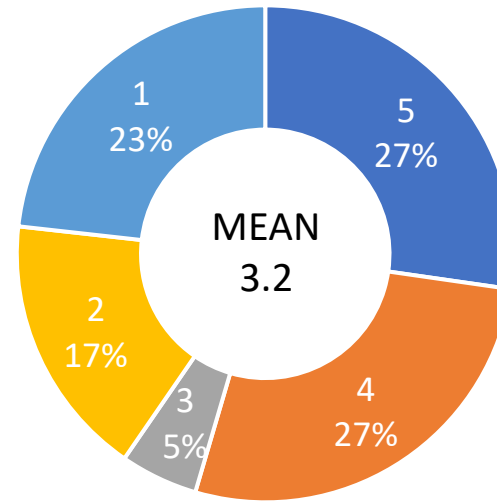
Q. On a scale of 1 to 5, would you consider playing this ball in the future?



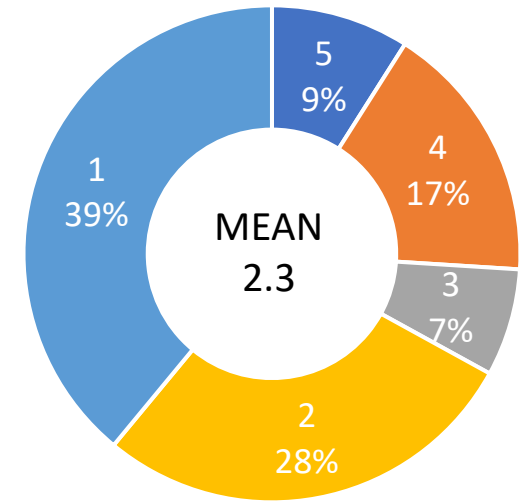
CORE GOLFERS



AVID GOLFERS



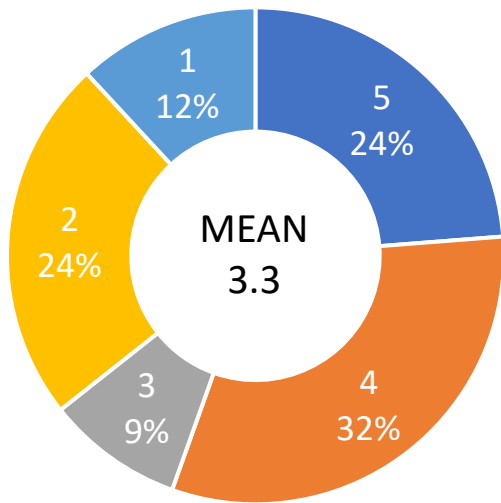
AVG DRIVE <220



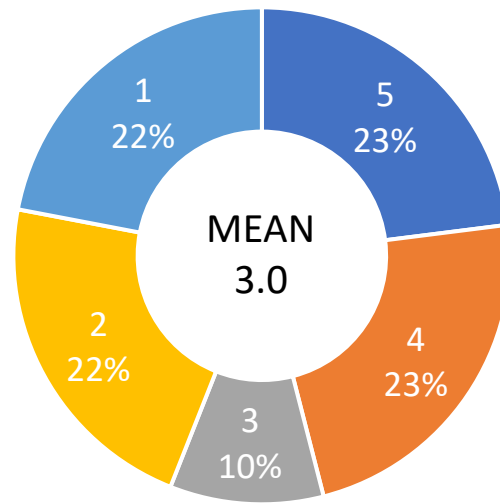
AVG DRIVE 250+

Opposition Remains More Pronounced Among Avids and Longer Hitters, Even if Playing Partners/Competitors Were Using the Same Reduced Distance Ball

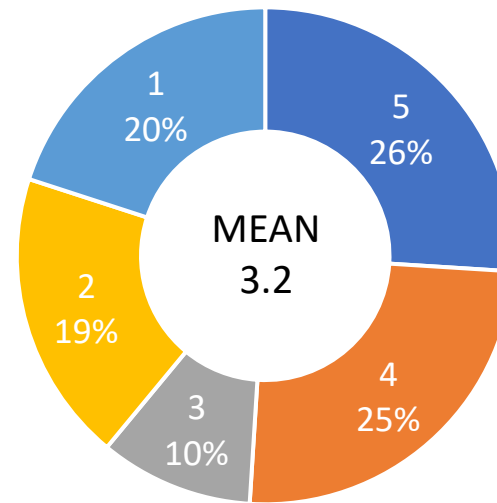
Q. On a scale of 1 to 5, would you consider playing this ball in the future, provided that the people you were playing with, used a ball with a similar level of performance?



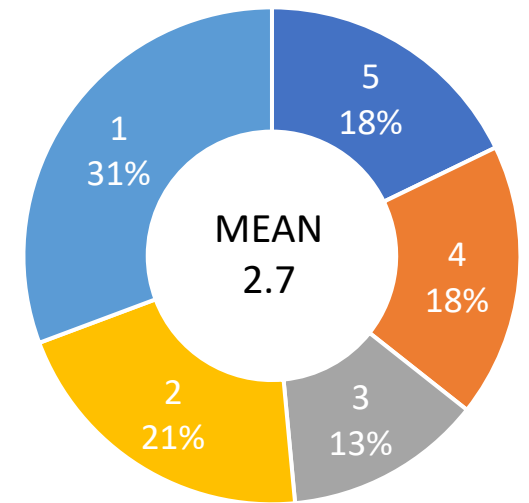
CORE GOLFERS



AVID GOLFERS



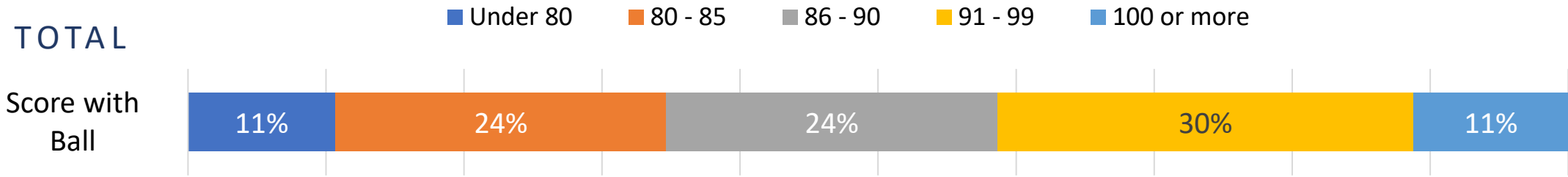
AVG DRIVE <220



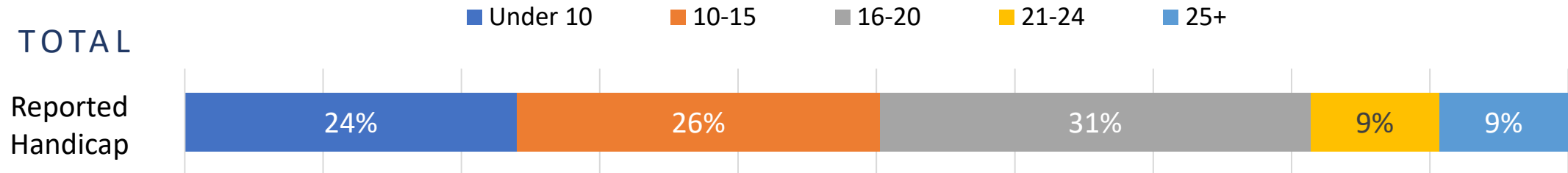
AVG DRIVE 250+

Score Distribution During Rounds Played with The Reduced Distance Golf Balls vs Reported Handicaps

Q. What was your score during your round with the golf balls we sent you?

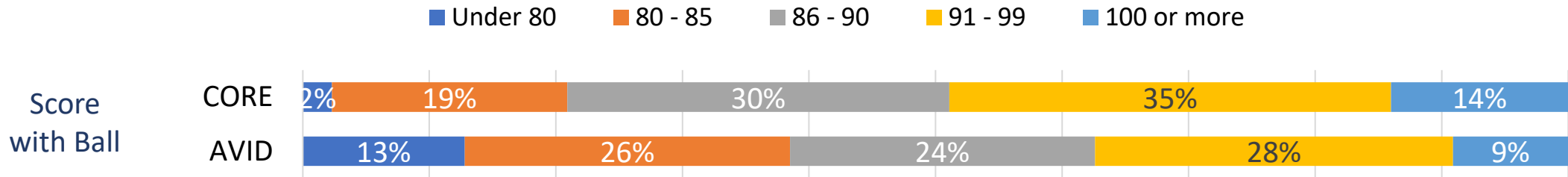


Q. What is your official handicap index?

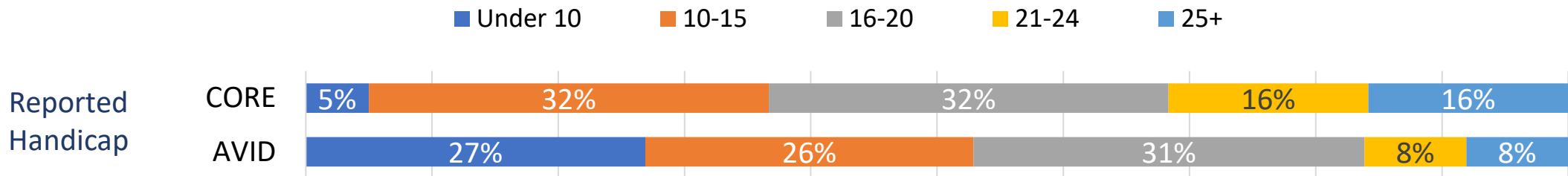


Score Distribution During Rounds Played with The Reduced Distance Golf Balls vs Reported Handicaps

Q. What was your score during your round with the golf balls we sent you?

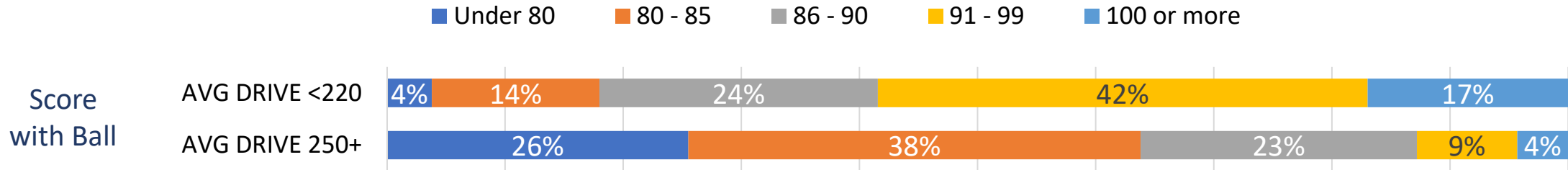


Q. What is your official handicap index?

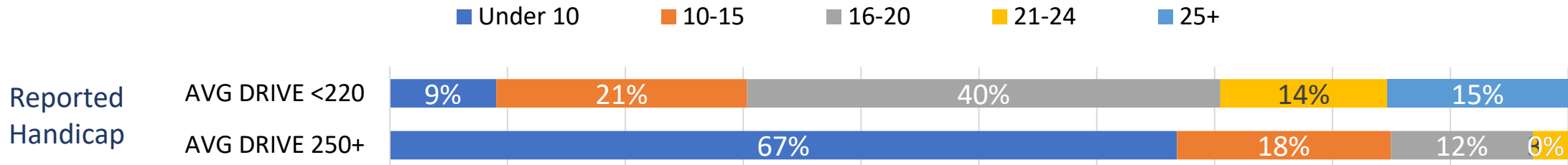


Score Distribution During Rounds Played with The Reduced Distance Golf Balls vs Reported Handicaps

Q. What was your score during your round with the golf balls we sent you?

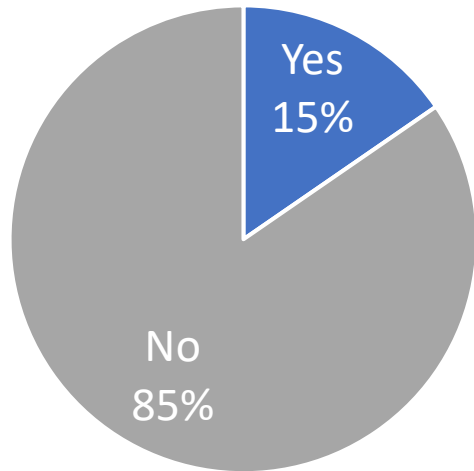


Q. What is your official handicap index?

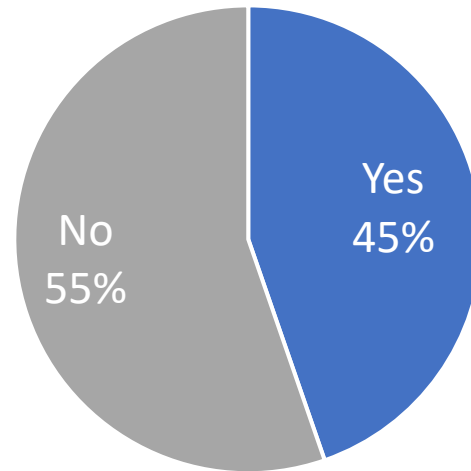


Few Bet; (Most Who did, Lost) But Almost All Felt the Competition Was Fair

Q. Did you have any bets on the game?

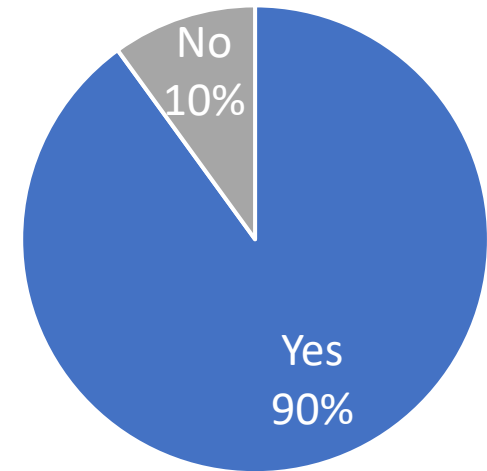


Q. Did you win?



Base: Those who bet

Q. Was the competition fair?



Base: Full base