



THE USGA AND THE R&A TO ENGAGE GLOBAL GOLF COMMUNITY IN DISTANCE INSIGHTS PROJECT

*Sports Marketing Surveys Inc. appointed to conduct research to secure feedback
and perspectives this fall*

LIBERTY CORNER, N.J. AND ST ANDREWS, SCOTLAND (Aug. 14, 2018) – In an effort to thoroughly inform the Distance Insights project through the lens of the global golf community, the USGA and The R&A will engage with golfers and a wide range of golf's stakeholders to gather perspectives on the potential causes and impacts of increased distance, beginning in September.

The Distance Insights project began in May as part of the governing bodies' overall efforts to ensure the long-term sustainability of the sport. Primary and third-party research is currently being conducted to review historical data and ascertain the past, present and future implications of increased distance on how the game is played.

In this latest phase of the Distance Insights project, research will be conducted with a series of golfers and stakeholder groups worldwide, banded into 12 general categories. Each group will be asked a series of universal questions to elicit broad perceptions of distance in golf, as well as group-specific questions relating to their area of expertise. The findings of the global perspectives research are expected to be a vital component of the full Distance Insights report, scheduled to be released in 2019.

Sports Marketing Surveys, Inc., an independent and international full-service sports research firm, has been selected through a global RFP process to provide multi-layered research and insight expertise for this phase of the project.

Stakeholder categories are as follows:

- Championship committees
- Course facility professionals/managers
- Facility maintenance providers, including superintendents/greenkeepers
- Golf administrative organizations
- Golf course architects/construction professionals
- Golf equipment retailers
- Golf equipment manufacturers
- Golf professionals/teachers
- Golfers
- Media
- Non-golf stakeholders
- Tournament golf spectators

The SMS Inc. research will be conducted throughout the world and in several languages, including Chinese, English, French, Japanese, Korean, Portuguese, Spanish and Swedish, and involving golfers and those working in the industry in both established and emerging golf communities.

The work will principally focus on gaining an understanding from various stakeholder groups into how distance in golf has impacted them over their full golf experience, if at all, and its projected impact into the future. It will include analysis of feedback received to date from the global golf community, following the project's initiation earlier this year.

Information on the Distance Insights project, including frequently asked questions, historical data and general terms and conditions for submitting data, can be found at usga.org/distanceinsights or randa.org/distanceinsights.

About the USGA

The USGA conducts the U.S. Open, U.S. Women's Open, U.S. Senior Open and the U.S. Senior Women's Open, as well as 10 amateur championships and international matches, attracting players and fans around the world. Together with The R&A, the USGA governs the game worldwide, jointly administering the Rules of Golf, Rules of Amateur Status, equipment standards and World Amateur Golf Rankings, with a working jurisdiction in the United States, its territories and Mexico.

The USGA is one of the world's foremost authorities on research, development and support of sustainable golf course management practices. It serves as a primary steward for the game's history and invests in the development of the game through the delivery of its services and the work of the USGA Foundation. Additionally, the USGA's Course Rating and Handicap systems are used on six continents. For more information, visit www.usga.org.

About The R&A

Based in St Andrews, The R&A runs The Open, elite amateur events, international matches and rankings. Together The R&A and the USGA govern the sport of golf worldwide, operating in separate jurisdictions but sharing a commitment to a single code for the Rules of Golf, Rules of Amateur Status and Equipment Standards. The R&A, through R&A Rules Ltd, governs the sport worldwide, outside of the United States and Mexico, on behalf of over 36 million golfers in 143 countries and with the consent of 156 organizations from amateur and professional golf.

The R&A is committed to working for golf and supports the growth of the sport internationally and the development and management of sustainable golf facilities. For more information, visit www.randa.org.

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