

SPORTS MARKETING SURVEYS INC.

Garmin – DMD, Media and Lifestyle 2014/15

February 2015



Garmin – Topline Results

- Methodology
 - Research was conducted online during January 2015 among SMS INC's How Did I Do panel of core golfers
 - Results have been analysed by age, gender and handicap where appropriate
 - A total of 2001 responses were received although individual base sizes may vary





Women (27%), under 35s (25%) and category 1 golfers (25%) were the demographic groups most likely to buy a DMD in 2014

Trustworthy

21% of golfers consider Garmin the most reliable/trustworthy DMD brand - The highest of any brand



21.3% of golfers bought a DMD in the last year

Desired

23% of golfers say Garmin is the brand of DMD they would most like to own, making it the #1 brand on this count



24%

of golfers, including bought their DMDs from non-golf specific, "other", internet sites such as Amazon and eBay.



Expenditure on DMDs was highest among female buyers, younger and better golfers

£165.04 - average spend



#1 brand

Garmin - Bought by 45% of golfers who bought a DMD in 2014

* Including by 50% of over 65s who bought a DMD



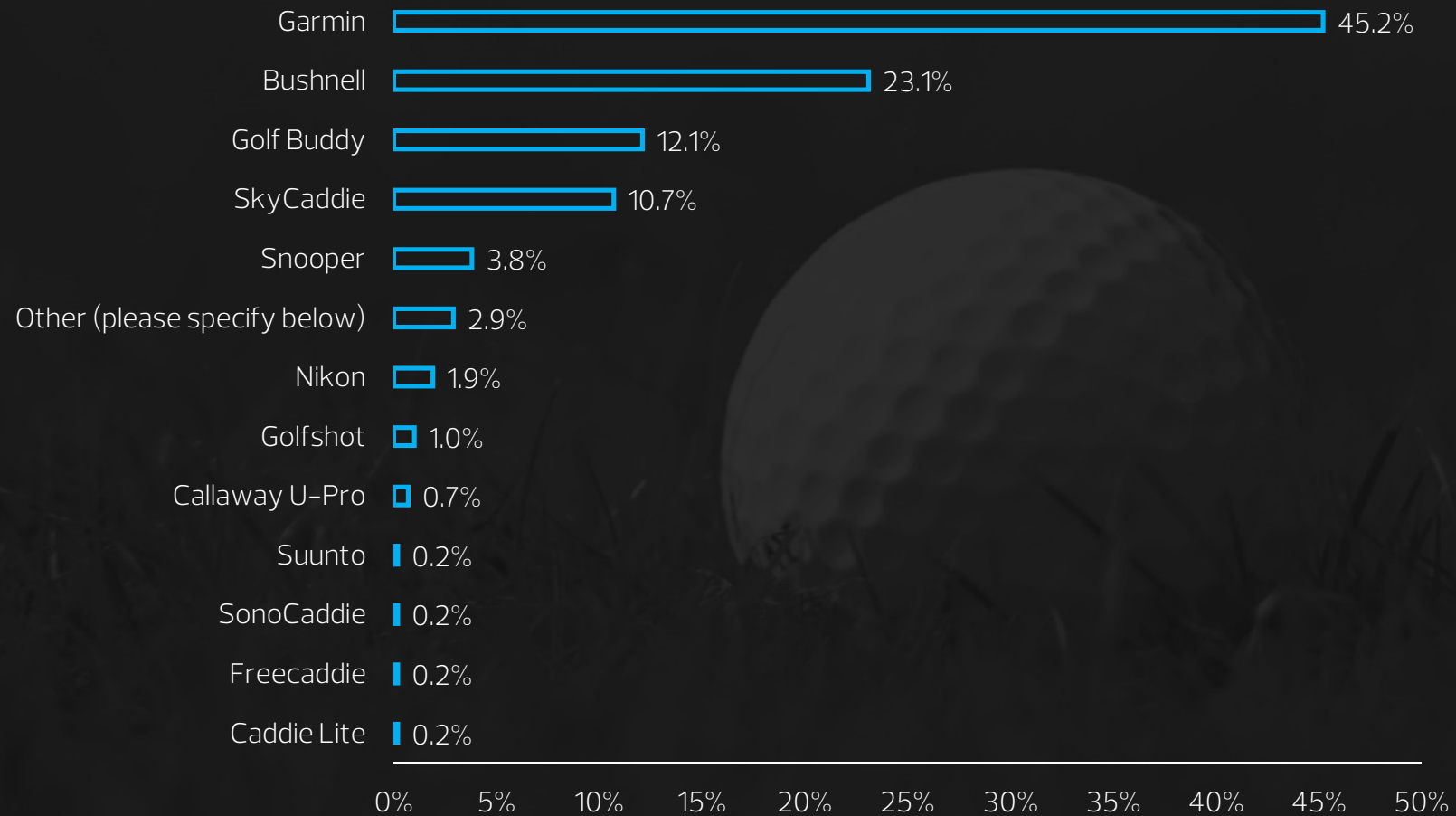
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DMDs



DMD Brands bought in 2014

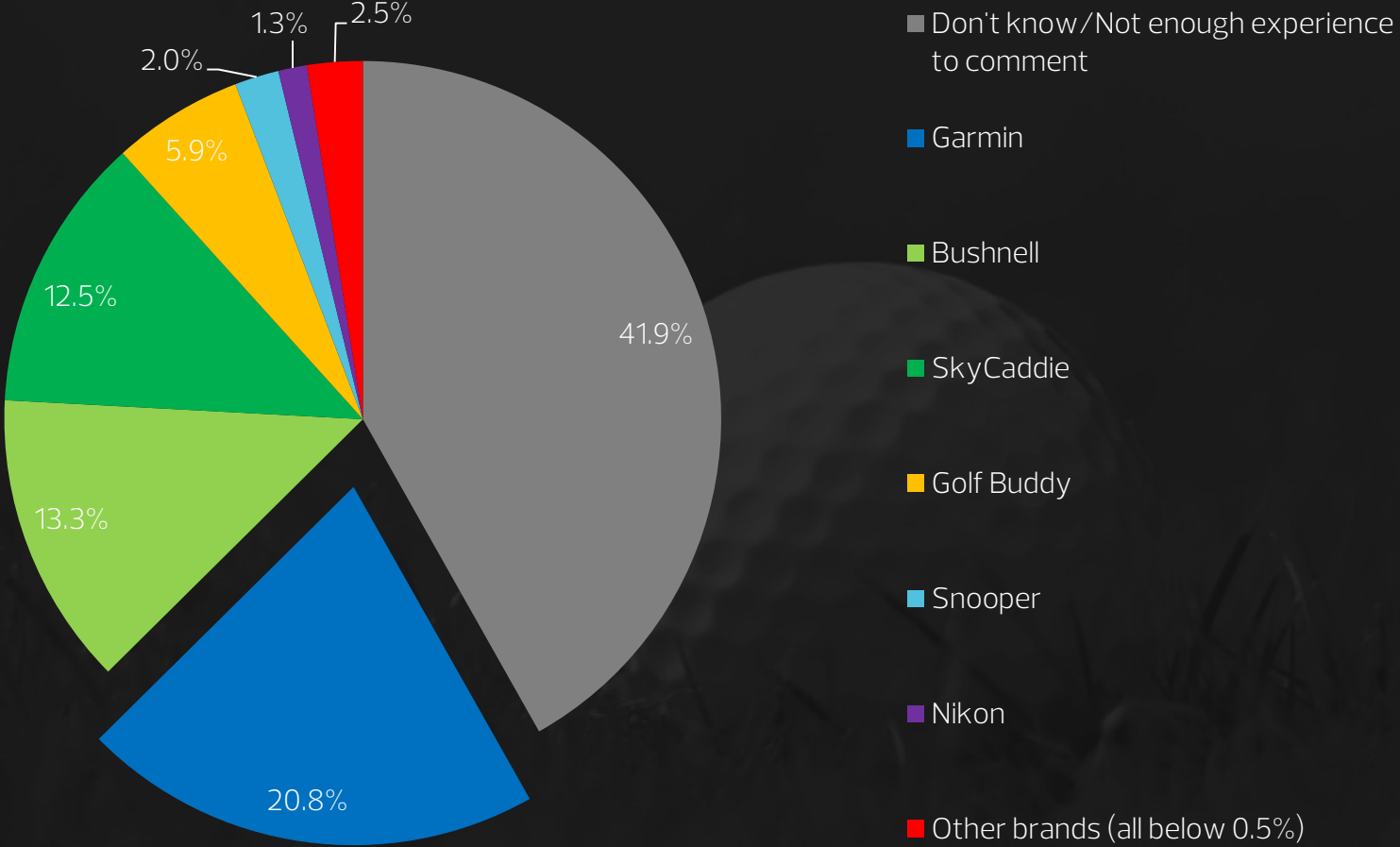
Those who bought DMDs only



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Most Trustworthy / Reliable Brands

All respondents

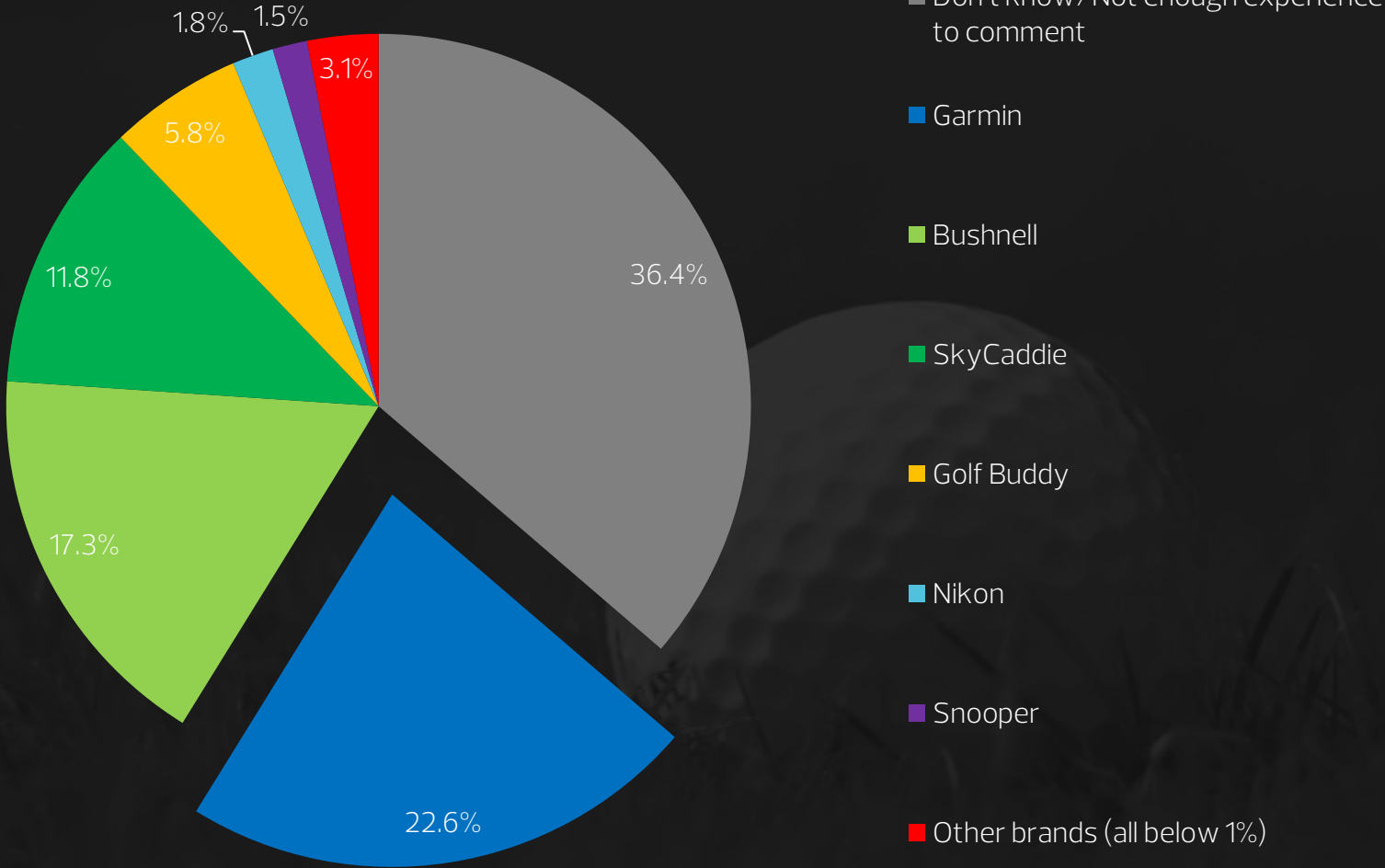


GARMIN®

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Most desired brand

All respondents



GARMIN®

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Using SPORTS MARKETING SURVEYS INC. Data

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INVESTIGATION

INSIGHT

ACTION

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