PGA OF CANADA

2026 BRAND HEALTH SURVEY

MEMBERSHIP REPORT

What Canadian golfers think of the PGA of Canada
and what our members told us about the future.

Based on the June 2026 Brand Health Survey and July 2026 strategic insights work facilitated by Plus Company

1,004	382	May 2026
CANADIAN GOLFERS SURVEYED	PGA OF CANADA MEMBERS	DATA COLLECTION

The big picture

The research points to a strong foundation, but also a clear opportunity. Canadian golfers generally view PGA of Canada professionals positively when they know and interact with them. Among members, familiarity is high and pride in the organization is strong. The bigger challenge is turning that goodwill into a clearer understanding of the PGA of Canada's value, both to golfers and to members.

To make the findings easier to understand and act on, this report is organized into two distinct sections: what Canadian golfers told us, and what our members told us.

SECTION 1

What Canadian golfers told us

The golfer survey included 1,004 Canadians aged 18–74 who played at least five rounds in 2025. The results show that the PGA of Canada has a solid reputation once golfers understand the organization, but familiarity remains the biggest barrier.

12%	73%	52%	84%
UNAIDED AWARENESS	AIDED AWARENESS	FAMILIARITY AMONG THOSE AWARE	POSITIVE PERCEPTION AMONG THOSE AWARE

Awareness is good. Familiarity is the gap.

Only 12% of golfers spontaneously named the PGA of Canada when asked which organizations they associate with professional golf or golf management in Canada. When prompted, 73% recognized the organization. But among those aware, only 10% described themselves as very familiar.

Golfers value the PGA of Canada professional

Statement	Agree
PGA of Canada pros are the most qualified experts for golf instruction in Canada	76%
Taking a lesson from a PGA of Canada pro is worth the investment	75%
I feel comfortable approaching a PGA of Canada pro for advice	69%
PGA of Canada pros are essential to the success of my local golf course	64%

The strongest proof point: interaction changes sentiment

The research shows a direct relationship between engagement and brand health. Among golfers aware of the PGA of Canada, NPS* was -21. Among golfers who had engaged with a PGA professional through advice, lessons or club fitting, NPS rose to +11.

*NPS – Net Promoter Score - is a tool that measures loyalty and satisfaction, measured between -100 to +100.

-21	+11
AWARE GOLFERS	ENGAGED GOLFERS

Certification is a meaningful point of difference

Among golfers who engaged with a PGA professional, 85% said it is important that the person managing their golf experience is a certified PGA of Canada professional.

There is an opportunity to make membership more visible

Among golfers who had interacted with a PGA professional, the pro shop was the leading source of awareness of PGA membership. Members themselves reported several opportunities to make their designation visible, including email signatures, course websites, personal websites and social channels, pro shops, clothing and golf bags.

Three findings members should know:

1. Golfers know the name more than they know the organization. Three in four Canadian golfers have heard of the PGA of Canada, but only **52%** of those who are aware say they are familiar with it.

2. When golfers experience a PGA professional, perceptions improve. Golfers who engaged with a PGA pro produced a **NPS of +11**, compared with **-21** among golfers aware of the organization overall.

3. Certification is a meaningful point of difference. Among golfers who engaged with a PGA pro, **85%** said it is important that the person managing their golf experience is a certified PGA of Canada professional.

PUBLIC GOLFER TAKEAWAY

Golfers recognize and value the PGA professional. The opportunity is to close the familiarity gap and make the value of the PGA designation more visible.

SECTION 2

What our members told us

The member survey included 382 active PGA of Canada members. The research suggests that the organization has a strong base of familiarity, pride and usefulness, while also highlighting important areas where members want the PGA of Canada to demonstrate more value.

97%	87%	91%	88%	+16
FAMILIAR WITH PGA OF CANADA	POSITIVE PERCEPTION	PROUD TO BE A MEMBER	SAY PGA HAS BEEN USEFUL	MEMBER NPS

Members know the organization. The question is what it delivers.

Nearly all members are familiar with the PGA of Canada, and 97% correctly identified the organization as responsible for training and certifying golf professionals at local courses. However, only 38% gave the organization a 'very good' overall perception, while 9% rated their perception as poor.

Where members see the most value

Area	Useful – % who ranked in top 2
Increasing credibility as a golf professional	90%
Employability	81%
Improving skills	76%
Securing your future	62%
Offering protections / insurance	60%

This creates an important distinction: members strongly recognize the PGA of Canada's professional and educational value, while the scores are lower when the conversation shifts toward long-term financial security and protection.

Engagement matters

84% of members reported engaging with the organization in 2025. 69% utilized the PGA of Canada brand, 65% engaged with Zone activities and 49% engaged with national activities such as education and championships. The research consistently shows that members who are more engaged also tend to have stronger perceptions, greater pride and higher advocacy.

Where members want us to improve

Members were asked what single change would make the PGA of Canada more relevant to their daily work. The responses clustered around five themes. These should be viewed as member feedback and priorities for discussion, rather than as a list of commitments already approved:

1. Compensation and recognition
Members want stronger advocacy for professional value, compensation and recognition.

2. Cost and value of membership
Members questioned the cost of membership and want to see a clearer return on their dues.

3. Playing ability and professional identity
Some members feel the profession has moved too far toward administration and want greater emphasis on golf expertise and playing ability.

4. Clearer direction and purpose
Some members expressed a desire for a clearer, more unified strategic direction and a stronger understanding of the organization's role.

5. Culture and modernization
Some members described the organization as traditional or political and called for a more transparent, modern and inclusive culture.

The opportunity in front of us

The research does not suggest that the PGA of Canada needs to reinvent its core identity. Instead, it points to an opportunity to make the value of professional membership more visible, more relevant and easier to experience.

The strategic insights work reinforces that opportunity. Canadian golf is expanding beyond the traditional 18-hole course, with rapid growth in simulator and off-course participation. Technology and AI are changing coaching, while affordability and career viability remain major issues. The report recommends that the PGA of Canada connect traditional golf with emerging off-course participation, expand accessible coaching models, and strengthen the career value of professional certification.

What this means for the PGA of Canada

Make the value of the PGA professional unmistakable. Golfers already see PGA professionals as qualified, valuable and important. We need to communicate that value more consistently and visibly.

Make membership value tangible. Members recognize the organization's contribution to credibility, employability and skills. The opportunity is to strengthen the value proposition around career development, advocacy, protection and recognition.

Turn engagement into advocacy. Engagement is strongly associated with better brand health. Every interaction: education, championships, Zones, coaching, awards, programs and member services, is an opportunity to strengthen the relationship.

Modernize the brand without losing the credential. The PGA of Canada's Class "A" designation remains a major strength. The strategic opportunity is to pair that credibility with modern coaching technology, new participation formats and education opportunities and evolving career pathways.

Help members lead the story. Members are the PGA of Canada's most important connection to Canadian golfers. Making membership more visible; in pro shops, digital channels, clothing, websites and day-to-day interactions, can help close the awareness gap.

Unified Strategic Plan and Organizational structural review. A review of the PGA of Canada's organizational structure will help align the national office and Zones around a unified strategic direction, strengthen collaboration and ensure we are collectively delivering greater value to members across Canada.

A SIMPLE TAKEAWAY

Canadian golfers value PGA professionals.
Members value the PGA of Canada.

The opportunity is to make that value more visible, more relevant and more tangible.

Research base: PGA of Canada Brand Health Survey, May 2026, 382 members; 1,004 Canadian golfers, and PGA of Canada Insights Hub strategic growth roadmap, July 23, 2026, performed by Plus Company.