

# Does the “Tiger Effect” Live On: A Test of Growth in Golf

by

Timothy Schibik, Ph. D.  
Professor of Economics and Assistant Dean  
College of Business  
University of Southern Indiana  
8600 University Blvd.  
Evansville, IN 47712  
tschibik@usi.edu  
(812) 464-1880

## Abstract

Recently, some individuals close to the business of professional golf have publically stated that they believe Tiger Woods no longer has an impact on the economics of golf. Is the notion of the “Tiger Effect” really dead? Was there ever really a “Tiger Effect” on anything other than TV ratings and the resulting advertising revenues generated? This paper attempts to look the overall economics of the golf industry and whether or not the relative play, or even presence of, Tiger Woods has any impact.