

AUDIENCE PROFILE

TOURNAMENT ATTENDEE DEMOGRAPHICS



GOLF WEEK 2010

DEMOGRAPHIC OVERVIEW

	Percentage
Gender	
Male	64%
Female	36%

	Percentage
Age	
18-24	6%
25-34	12%
35-44	17%
45-54	20%
55-64	19%
65+	26%

	Index vs. U.S. Avg. - U.S. Avg. = 100
Household Income	
\$25,000 or less	61
\$25,000-\$49,000	87
\$50,000-\$74,999	102
\$75,000-\$99,999	118
\$100,000-\$149,000	131
\$150,000+	151

	Index vs. U.S. Avg. - U.S. Avg. = 100
Education	
High School Only	89
Some College	92
College Graduate	143
Graduate Degree	144

	Index vs. U.S. Avg. - U.S. Avg. = 100
Respondent Job Title	
President	144
Vice-President	166
Top Management	152

Source: MRI, Doublebase 2008