

AUDIENCE PROFILE

ACTIVE, ENGAGED AND IN DEMAND

DEMOGRAPHIC OVERVIEW: TOURNAMENT ATTENDEES

Gender	Percentage
Male	64%
Female	36%

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

Household Income	Index
\$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

Education	Index
High School Only	89
Some College	92
College Graduate	143
Graduate Degree	144

Respondent Job Title	Index
President	144
Vice-President	166
Top Management	152

Index vs US average (US average=100)
Source: MRI, Doublebase 2008