

Golf Digest

research demographic profile - MRI

Rate Base: 1,600,000

Target	Aud (000)	Comp.	Index
Adults	6,174	100%	100
Men	4,831	78%	162
Women	1,342	22%	42

Age		Median Age: 49.4	Average Age: 49.0
18-34	1,285	21%	68
35-44	1,313	21%	108
45-54	1,309	21%	109
55-64	1,162	19%	136
65+	1,104	18%	110

Education			
Graduated College+	2,669	43%	171
Attended College+	4,392	71%	135

Occupation			
Top Management	1,008	16%	178
Professional/Managerial	2,201	36%	154

Household Income		Median HHI: \$83,301	Average HHI: \$100,726
HHI \$100M+	2,286	37%	179
HHI \$75M+	3,485	56%	167
HHI \$50M+	4,842	78%	146

Home Ownership		Median HV: \$273,306	Average HV: \$340,212
Own Home	5,078	82%	118
Home Value \$200M+	3,371	55%	149
Home Value \$150M+	4,028	65%	146