

READER DEMOGRAPHICS

Golf is just not a lifestyle for the Golf Illustrated family of readers – it is a sport. A sport to be practiced hard, played hard and improvement is mandatory. This constant pursuit for improvement is what drives them to Golf Illustrated year after year.

DEMOGRAPHICS

\$98,000.....Average Personal Income
56.....Average Age
96%.....Male Audience
87%.....College Educated
90%.....Own A Home

READING HABITS

63%.....Report At Least 2 Additional Persons Read
Their Issue Of GI
75%.....Keep Their Issues Of GI For Future Reference
69%.....Subscribe To GI
31%.....Purchase GI At The Newsstand

GOLFING ACTIVITY

23.....Average Number Of Years Playing Golf
8.....Average Number Of Rounds Played Per Month
15.6.....Average Handicap
64%.....Regularly Participate In Organized Golf Tournaments
72%.....Report Taking One or More Golf Vacations Per Year
92%.....Report At Least 1 Other Person In Their Household
Plays Golf