

GOLFWEEK

09 SUBSCRIBER STUDY



Driven by PASSION. Driven by GOLFWEEK.

WELL EDUCATED AND AFFLUENT

- **95%** Male, **5%** Female | **28%** of subscribers share each issue with a female resident of the household
- Average age: **52**
- Average HHI: **\$185,700**
- Average net worth: **\$1,683,300**
- **93%** currently hold investments | Average sum of investments owned: **\$665,600**
- **33%** have total household assets of **\$1 million or more**
- **89%** hold degrees or have attended college
- **27%** hold a master's degree or higher
- **93%** own their principal residence | Average market value: **\$457,800**
- **19%** own a second home or condo | Average market value: **\$416,600**
- **21%** plan to purchase real estate in the next 3 years
- **32%** own or plan to purchase golf course real estate



Each week *Golfweek* is read by more than **1.3 million** readers.

Golfweek offers a higher pass-along readership than any other golf publication.



- Golfweek* - 7.71 readers
- Golf Magazine* - 4.08 readers
- Golf Digest* - 3.81 readers
- PGA Tour Partners* - 2.83 readers
- Golf World* - Not Measured
- SI Golf Plus* - Not Measured

Source: Mediamark Research Inc., Fall 2007 National Study

INFLUENTIAL BUSINESS DECISION MAKERS

- **74%** are currently employed
- **73%** of those employed are in top management
- **24%** hold C-level positions (Chairman, CEO, CFO, etc.)
- **43%** own their own business or are a partner
- **41%** personally influence or make decisions about where corporate meetings/retreats are held
- **46%** hold a corporate credit card



SOPHISTICATED CONSUMERS PASSIONATE ABOUT THEIR GOLF LIFESTYLE

- **90%** have played golf for 10 or more years
 - Average number of years playing golf: **19**
 - Average rounds played (last 12 months): **87**
 - Average number of different courses played in the last year: **14**
 - Average USGA Handicap index: **9.9**
 - Average number of competitive tournaments played: **6**
- **82%** have taken golf trips in the last 12 months
 - On average, they take **4** golf trips per year
 - 71%** are planning a golf trip in the next 12 months
- **70%** of *Golfweek* subscribers are members of a golf club
 - 19%** of *Golfweek* subscribers have a membership at 2 or more golf clubs
- **41%** have served on a golf club board or committee
- *Golfweek* readers purchase an average of **\$2,017** in golf equipment, apparel and accessories each year.
 - Average amount of golf balls purchased in the last 12 months: **9** dozen
 - Average number of golf shirts purchased each year: **8**
 - Average number of golf gloves purchased in the last 12 months: **7**
 - Average number of pairs of golf shoes owned: **4**
- **65%** own or plan to buy custom-fitted clubs



CONSUMER SPENDING

- **28%** spent \$40,000 or more on their last vehicle purchase
 - Average amount spent on most recent vehicle purchase: **\$33,000**
 - Each household owns/leases an average of **2** vehicles
- **46%** plan to purchase/lease a new vehicle in the next 2 years
- **73%** dine out once a week or more | Average number of times dining out per month: **5**
- **90%** Took domestic trips in the last year
 - Average number domestic trips taken: **9**
 - Spend an average of **\$9,100** on domestic travel each year
 - Spend an average of **23** nights in a hotel each year
 - 79%** fly commercial an average of 7 times each year
 - 45%** rent a car an average of 6 times each year
 - 79%** utilize their own personal automobile an average of 5 times each year
- **61%** own a valid passport
- Average amount spent on watch purchases in the last 12 months: **\$809**
- **86%** drink bottle water or seltzer an average of 10 times per week
- **83%** drink soft drinks an average of 10 times per week
- **72%** drink beer an average of 6 times per week
 - 63%** drink domestic beer
 - 36%** drink imported beer
- **54%** drink wine an average of 4 glasses per week
- **44%** drink white liquors an average of 8 times per month
- **32%** drink whiskey/bourbon an average of 8 times per month



AN EXCLUSIVE MARKET OF LOYAL SUBSCRIBERS

Golfweek subscribers who DO NOT subscribe to the following publications:

- 92%** *Golf for Women*
- 91%** *Travel & Leisure Golf*
- 83%** *Sports Illustrated Golf Plus*
- 82%** *Links*
- 72%** *Golf World*
- 51%** *Golf Magazine*

Preferred resources for golf information:

- 90%** print
- 74%** television
- 65%** online services
- 5%** radio



- **57%** of subscribers have subscribed for 3 or more years
- **56%** of *Golfweek* subscribers spent more than 1 hour with each issue
Average time spent reading each weekly issue: **1 hour, 19 minutes**
- **93%** of readers indicated they picked up a typical issue of *Golfweek* more than twice
Average number of times referring to each weekly issue: **4**
- **88%** of *Golfweek* subscribers have taken action as a result of reading *Golfweek*:
 - 58%** made a purchase based on an article or ad
 - 65%** discussed an article or referred it to someone
 - 50%** visited an advertiser's Web site
 - 41%** passed *Golfweek* along to a friend

INTERNET USAGE

46% of subscribers spend 10 or more hours per week on the internet | On average subscribers spend 11 hours per week

Activities which subscribers frequently conduct on the Internet:

Purchase products/services	80%
Get financial information	57%
Get travel information/services	79%
Do online banking	55%
Research real estate information	26%

Golf information subscribers access on the Internet:

Product information	67%
Product shopping/pricing	52%
Tee times	24%
Weather	59%
Golf scores	63%
Golf news	69%
Golf travel	38%
Golf course real estate	11%
Instruction/playing tips	20%
Amateur golf	23%
College golf	17%

INVOLVED IN OTHER ACTIVITIES

79% attend sporting events	27% jog/run	16% have visited a spa
39% attended live theater	25% fish (salt or freshwater)	14% boat (power)
38% gamble in a casino	22% swim	12% snow ski
28% attended museums	21% practice photography	8% play tennis
28% volunteer in their communities (non-political)	17% bicycle	

2005 *Golfweek* Subscriber Studies
Demographic & Non-Endemic Study - Mediamark Research Inc. (MRI),
75 Ninth Avenue, 5th Floor, New York, NY 10011
Endemic Study - Golf Datatech, 204 South Rose Avenue, Kissimmee, FL 34741