

## VIEWER PROFILE

### Gender

Male: **73.9%**

Female: **26.1%**

### Household Income

\$75K+: **17.0%**

\$50K - \$74,999: **17.4%**

\$25K - \$49,999: **16.5%**

### Education

Graduated College: **25.9%**

### Age

18 – 34: **13.6%**

35– 49: **18.5%**

50+: **68.0%**

### Home Ownership

Own Home: **81.7%**

### Presence of Children

1+ Child in HH: **24.1%**

Source: 2015 Doublebase GfK MRI weighted to Population (000)

Base: All

## FEATURED PROGRAMS

- Feherty
- LIVE From
- PGA Tour
- Altered Course
- Big Break
- Arnie
- Golf Central
- In Play With Jimmy Roberts

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