

## VIEWER PROFILE



### TOP THREE TARGET LIFESTYLE GROUPS WATCHING THIS NETWORK BY INDEX\*:

Power Elite	<b>181 or 81% more likely to watch (than the general population)</b>
Booming With Confidence	<b>170 or 70% more likely to watch</b>
Golden Year Guardians	<b>173 or 73% more likely to watch</b>



### GENDER

Male:	<b>73%</b>
Female:	<b>27%</b>



### HOME OWNERSHIP

Own Home:	<b>81%</b>
Rent:	<b>17%</b>



### HOUSEHOLD INCOME

\$100K+:	<b>39%</b>
\$75K - \$99,999:	<b>18%</b>
\$50K - \$74,999:	<b>17%</b>
\$30K - \$49,999:	<b>16%</b>



### AGE

18 – 34:	<b>12%</b>
35 – 54:	<b>21%</b>
55+:	<b>67%</b>



### EDUCATION

Graduated College:	<b>33%</b>
Some College:	<b>35%</b>



### PRESENCE OF CHILDREN

1+ Child in HH:	<b>19%</b>
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### MARITAL STATUS

Single (Never Married):	<b>17%</b>
Married:	<b>64%</b>

Source: Scarborough USA Plus-MRI/Mosaic, July2019-Sep2020, Adults 18+, Cable Networks Watched Past 7 Days: Golf Channel. \*Lifestyle Groups are a part of Mosaic USA, a division of Experian that combines lifestyle and interest attributes to create audience groups used by marketers. A high-indexing audience segment for the network does not guarantee that this network will appear on a campaign built using *Audience Intelligence for Local*. Index will vary by geography; metrics shown here represent the US population.

## FEATURED PROGRAMS

- Feherty
- Morning Drive
- Golf Central
- School of Golf
- Revolution Golf
- In Play With Jimmy Roberts
- Driven
- Driver vs. Driver
- Big Break Academy

Program list is a sample from the network. Shows may change or be cancelled without notice. Cancelled shows may still air in repeats.



GOLF Channel – co-founded by Arnold Palmer in 1995 – features more live coverage of the sport than all other U.S. networks combined, including global tournament action from the PGA TOUR, LPGA Tour, European Tour, NCAA, THE PLAYERS, The Open, Olympics, Presidents Cup and Ryder Cup, as well as high-quality news, instruction and original programming.