

## Viewer Profile

### Age

18 – 34	10.7%
25 – 54	43.9%
55+	51.3%

### Gender

Male	77.8%
Female	22.2%

### Education

Attended College	49.0%
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### Household Income

\$50K - \$74,999	14.6%
\$75K - \$99,999	14.5%
\$100K+	40.5%

### Home Ownership

Own Home	84.9%
Market Value \$250K+	35.2%

### Presence of Children

1+ Child in HH	31.0%
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### Race

White	74.4%
Black	21.4%

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GOLF CHANNEL is the official cable home of the PGA TOUR, and HOME to 151 Tournaments...that's more live golf coverage than all other networks combined! GOLF CHANNEL features a programming schedule that includes original series, nightly news and expert instruction, making it truly "the home of golf." GOLF CHANNEL is also more than just GOLF. We offer the BEST in Golf Instruction, have the largest News franchise in Golf, as well as produce the most popular Golf original series.

## Programming Highlights

- Arnie
- Feherty
- PGA Tour
- Big Break Florida
- Morning Drive
- Playing Lessons



PGA Tour



Source: Scarborough Data, Atlanta DMA, Aug12-Jul13. Cable Networks watched Past 7 Days: GOLF-TV. Scarborough Data & Reports are protected under the federal Copyright Act and are the registered intellectual property of Scarborough Research & Arbitron, Inc. Any use of the Scarborough Data is subject to all limitations and qualifications contained in the Report.