



**National Media Spots Inc.**

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## **Network Profile**

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. And best of all, Golf Channel is always Rated "G".

### **Age Groups**

A 18-34	<b>19%</b>
A 35-54	<b>28%</b>
A 55+	<b>53%</b>
Median Age	<b>57</b>

### **Household Income**

\$75K+	<b>50%</b>
\$50K - \$74,999	<b>17%</b>
\$30K - \$49,999	<b>14%</b>
Median Income	<b>\$75K</b>

### **Education**

Attended College	<b>49%</b>
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### **Presence of Children**

1+ child HH	<b>22%</b>
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### **Home Ownership**

Own Home	<b>78%</b>
Rent Home	<b>17%</b>

### **Gender**

Male	<b>69%</b>
Female	<b>31%</b>