


Who Watches PGA Golf on Global?
Men

50-54 (114)
55-64 (130)
65+ (172)

Home and Income

\$100 – 125K HH Income (114)
\$150K+ HH Income (150)
Home Owner (114)
High Rise / Condo (126)

Recreation Activities

Fine Dining (133)
Ballet/Opera/Art/Museum (122)
Pro Sporting Event (129)
Musical Concert (125)

Occupation

Senior Manager/ Executive (225)
Law, Legal Services (289)
Social Sciences (129)
Government, Social Services (126)
Education, Training (139)
Retired (168)
University Post Graduate (138)

Travel

Travel Past 12 Months (123)
Travel in Prov. 4+ nights (150)
Travel in Prov. Business (125)
Travel US. 4+ nights (171)
Other Travel < 4 nights (218)
Other Travel business (218)

Vehicle

Import Vehicle (121)
New vehicle past 2 years (157)
\$30–40K vehicle past 2 years (315)

Finance

Registered Retirement Savings (126)
Government Savings Bonds (176)
Stocks/ Mutual Funds (162)
Registered Retirement Income (157)



PGA Golf viewer Indexed to Total TV


Global

Toronto - T 416.967.1174 F 416.593.1551
Montréal - T 514.525.1133 F 514.525.1355
Vancouver - T 604.422.6422 F 604.422.6521

