

# REACHING GOLF'S LARGEST AUDIENCE

## 5MM+

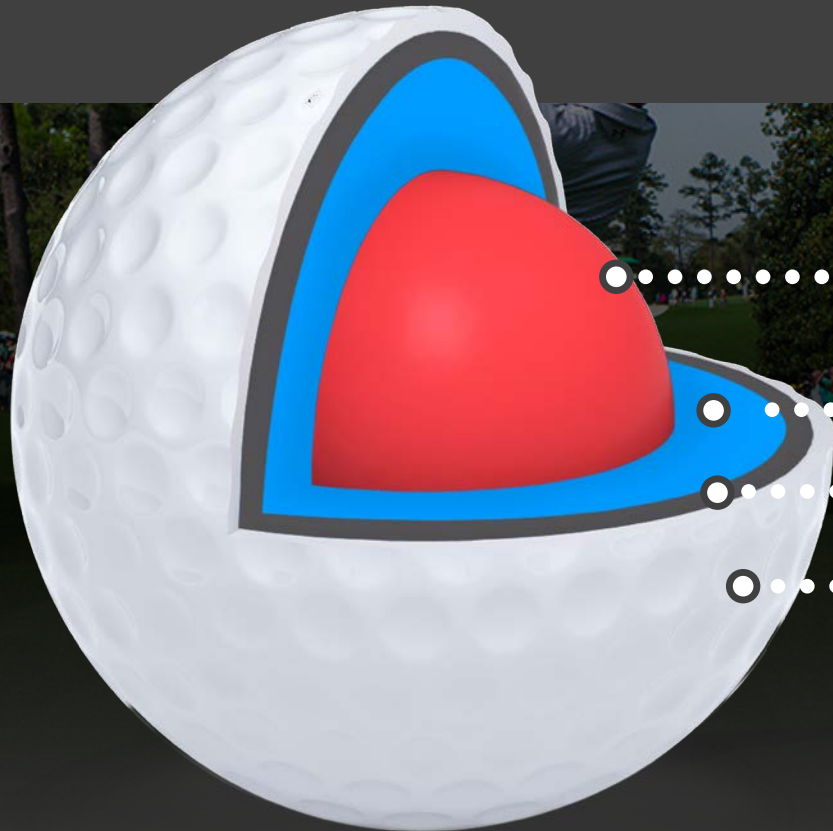
AVID GOLFERS OUT OF 8.6MM NATIONWIDE  
(Play golf once or more per month)

## 22.9MM+

GOLF ENTHUSIASTS OUT OF 41.9MM NATIONWIDE  
(Play, watch, attend/listen to golf OR buy equipment/shoes/apparel)

## 17.6MM+

GOL FANS OUT OF 33.9MM NATIONWIDE  
(Avg. or super fan; 5+ on 10-point scale)



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