

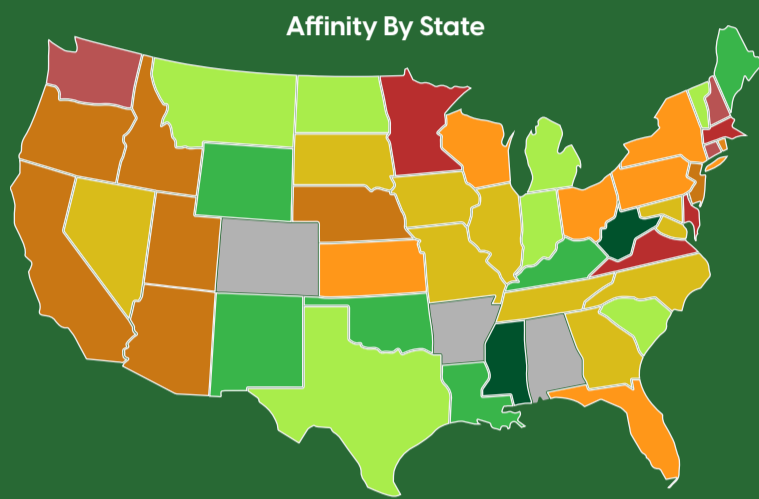
Golfers

Skydeo Audience Report

Meet the Golfers: a discerning group whose passions extend far beyond the fairways. They are as meticulous about their swings as they are about their investments, aligning themselves with top finance brands like Merrill Lynch and Goldman Sachs. When they travel, only the best will do, opting for the luxury and comfort of Four Seasons and Ritz-Carlton. Their choice of cars reflects their taste for sophistication, with brands like BMW and Mercedes-Benz gracing their driveways. In retail, they gravitate towards premium brands such as Nike and Ralph Lauren, ensuring they look as good off the course as they do on it. For these enthusiasts, golf is more than a sport—it's a lifestyle that demands excellence in every facet.

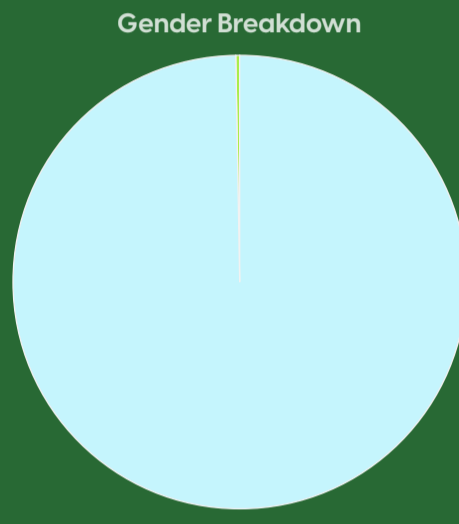


They often gravitate towards coastal states, drawn by the scenic golfing opportunities



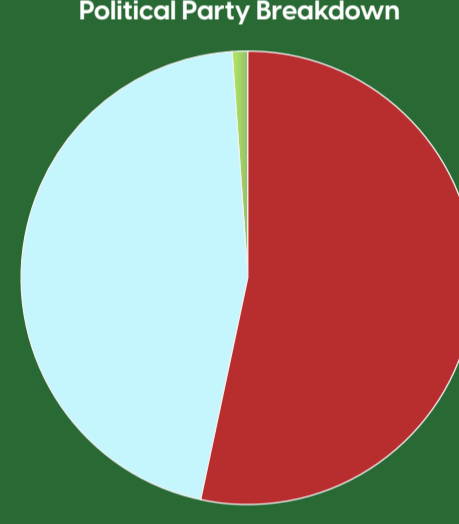
A male dominated sport

- 99.9% Male
- 0.01% Female

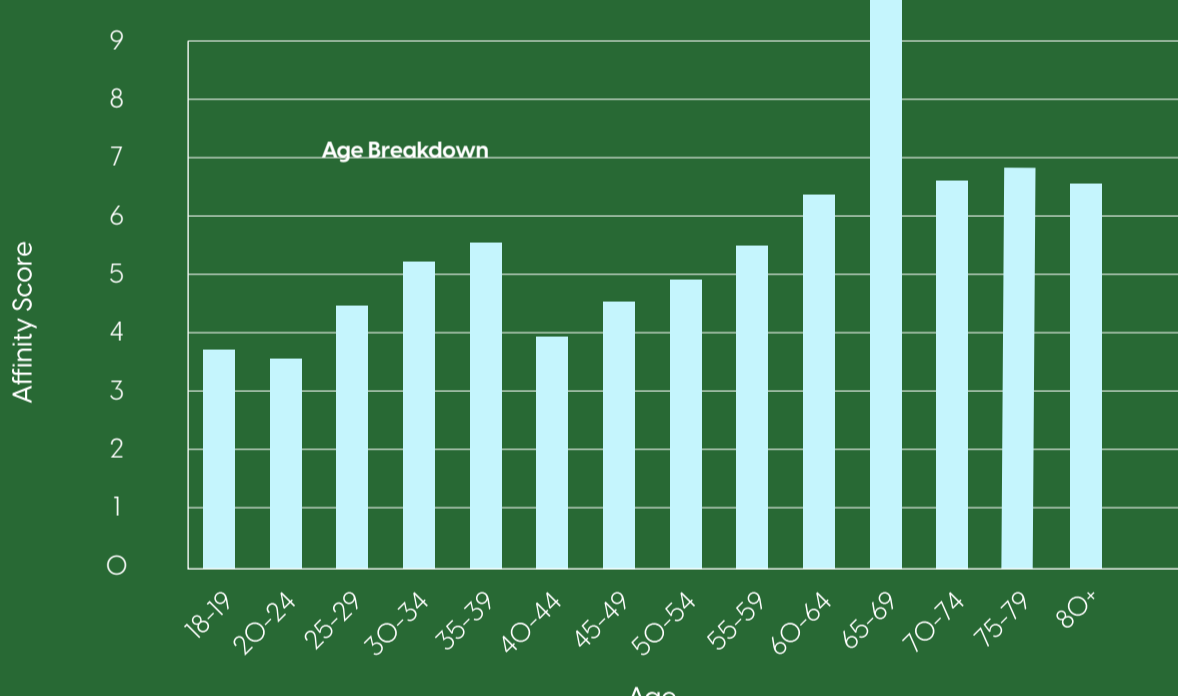


A few more identify as Republicans, drawn to the sport's tradition, values, and social aspects

- 54% Republican
- 44% Democrat
- 01% Independent

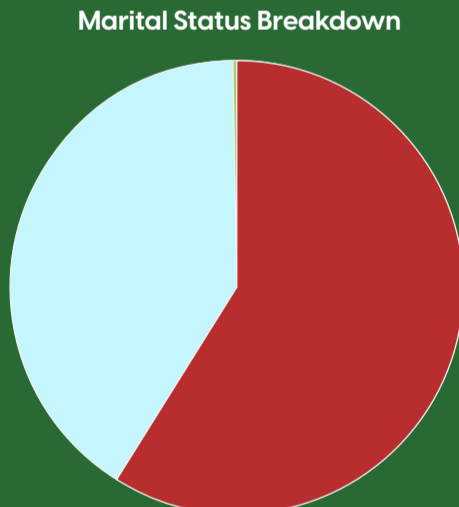


The leisure and enjoyment of the sport become a cherished part of their routine around retirement age

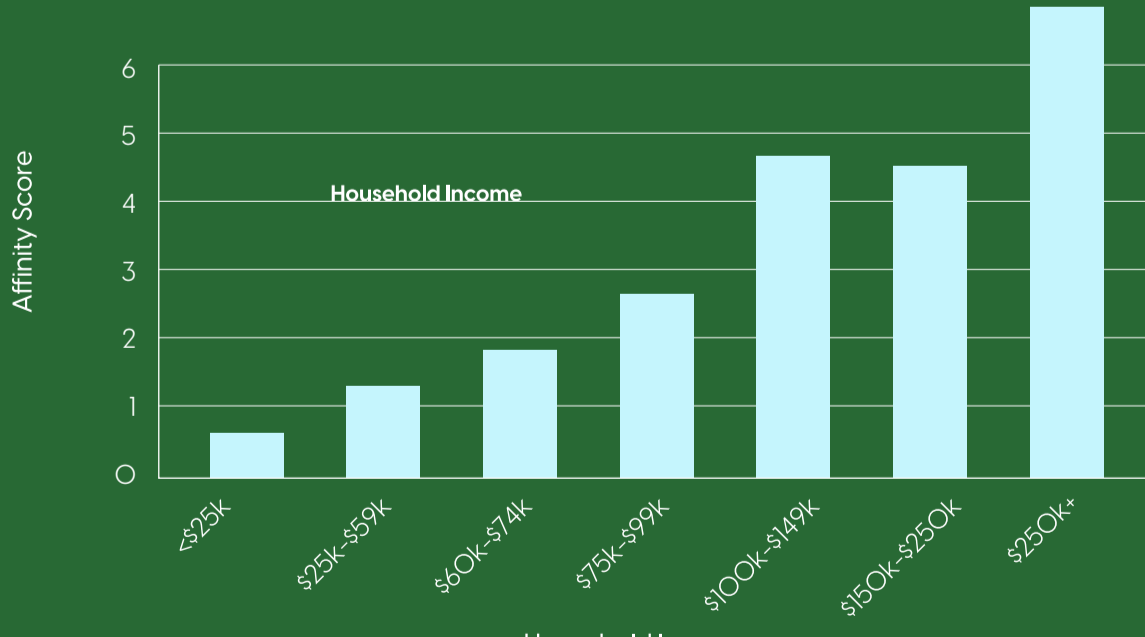


The majority enjoy the sport while married, though single golfers find joy in the sport as well

- 62.3% Married
- 36.3% Single
- 0.25% Divorced
- 01% Engaged
- 0.15% In a Relationship
- 00% Widowed

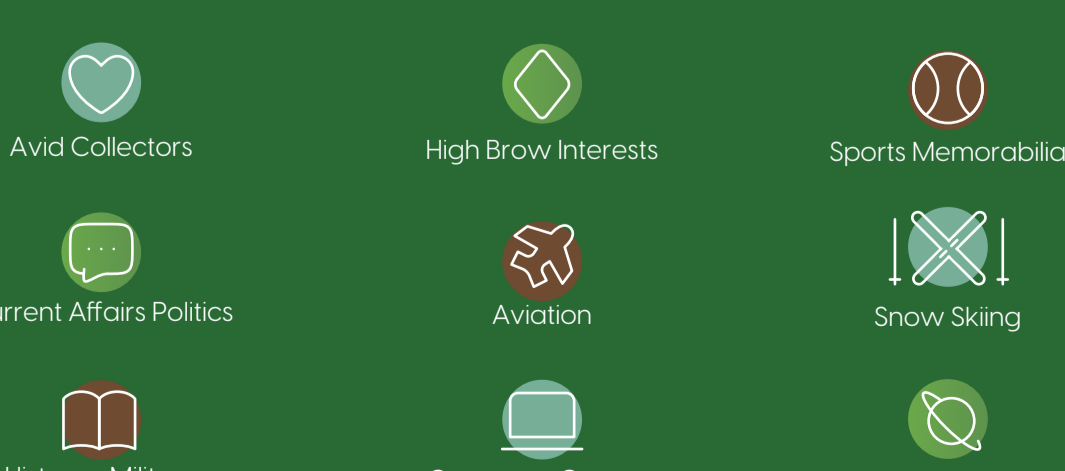


They reflect a diverse spectrum of financial backgrounds, with a large portion making a more modest income



Golfers are avid fans of baseball, football, and basketball, enjoying a diverse array of sports alongside their passion for the game

Top Affinities for Golfers



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