



LPGA Audience Overview

Audience Reach

- **On-Site**
 - 2+ Million Fans attend events, Average 60k spectators at each event (domestic non-major)
 - Major Championships average 60k-80k spectators
 - LPGA prints avg 35,000 programs/pairings guides at each tournament (circulation varies by event)
- **Television**
 - Broadcast in 170+ countries reaching 550+ Million HH worldwide
 - Average 3.4 million unique viewers watch each LPGA broadcast across TV, digital streaming and OOH
 - LPGA Golf Channel viewership is higher than both Champions Tour and Korn Ferry Tour
 - 500+ live broadcast hours internationally / All rounds are streamed live online
- **Digital**
 - LPGA Digital Network consists of 20+ LPGA owned websites
 - 2.8+ million unique users per month averaging 5+ minutes per user
 - 8.9+ Million Total social media audience (including LPGA Players' accounts on OpenDorse)
 - LPGA.com is in 6 languages with global traffic from 235 territories
 - LPGA has 12+ e-newsletters with a database of over 350k engaged fans, teachers, amateurs and more
- **LPGA Platforms for Women & Girls**
 - 190,000+ Total audience in the LPGA Women's Network
 - 90,000+ LPGA-USGA Girls Golf members with over 500+ sites across the U.S.
 - 1,800+ LPGA Teachers have 2+ Million golf students
 - 13,000+ LPGA Amateur Golf Association members with over 110 chapters in the U.S. & Canada
 - 8,000+ Female executives attend LPGA Women's Conferences each year at 18 LPGA Tournaments
 - 10,000+ participants in over 300 LPGA Golf 101 "Intro to Golf" programs for women by women
- **Male/Female Ratio per platform**
 - Golf Channel: 75% Male / 25% Female
 - Network TV: 65% Male / 35% Female
 - Websites: 70% Male / 30% Female
 - Social Media: 60% Male / 40% Female
 - Email: 65% Male / 35% Female
 - On-Site: 50% Male / 50% Female
 - Women's Platforms are 100% Female Audience

LPGA has a highly Influential Audience

What constitutes influential? - Deeply familiar with category; Frequent recommender across broad social networks; Highly trusted; Word of mouth leader for product and service

% More likely to be influential on the following:

- 35% more likely on Insurance
- 30% more likely on Automobiles
- 39% more likely on Vacation Travel
- 22% more likely on Environmentally friendly
- 32% more likely on Coffee
- 30% more likely on Home Remodeling
- 24% more likely on Healthy Lifestyle
- 23% more likely on Healthcare
- 43% more likely on Restaurants
- 42% more likely on Beer
- 71% more likely on Politics
- 78% more likely on Business Travel
- 80% more likely on Business
- 66% more likely on News
- 67% more likely on Fishing
- 59% more likely on Wine
- 47% more likely on Gardening
- 143% more likely on Sports
- 198% more likely on Real Estate
- 193% more likely on Finance and Investment
- 114% more likely on Sporting equipment
- 81% more likely on Hunting



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Loyal Audience

- 98% are able to recall at least one LPGA sponsor
- 57% feel more loyal to LPGA sponsors
- 67% agree they are more likely to support a business that sponsors LPGA
- 63% feel that those who sponsor the LPGA are a higher caliber company
- 60% consider themselves “avid fans”
- 75% have been a fan for 5+ years; 53% for 10+ years
- 90% that have attended an LPGA tournament plan to attend again
- 65% would recommend attending an LPGA event
- 96% have watched the LPGA on TV in past year
- 68% follow the LPGA on social media
- 94% have visited LPGA websites in the last year
- 32% have watched the LPGA via PC, Tablet or smartphone

Business & Education

- 7% more likely to be the decision maker for their company
- 58% more likely to be a CEO
- 16% more likely to have a postgraduate
- 9% of LPGA Fans are currently enrolled in classes at a college/university (repull for Target %)
- LPGA Fans are 16% more likely to have a college savings plan
- LPGA Fans are 65% more likely to have used internet/app to take college courses
- LPGA Fans are 25% more likely to have a child enrolled in college

Golf and Sports

- Golf Equipment is ranked #1 affinity category and #3 In-Market segment on LPGA Digital platforms
- 94% of LPGA Fans play golf
- 249% more likely to have golfed in the past 12 months
- 582% more likely to plan a golf or tennis vacation in the next 12 months
- 72% more likely to have bought sports equipment in the past 12 months
 - 110% more likely to have spent over \$500 and spent a total of \$1.1 Billion in the past 12 months (18% of US total spend)
- 22% more likely to have bought sports apparel in the past 12 months
 - 88% more likely to have spent over \$500 and spent a total of \$1.2 Billion in the past 12 months (13% of US total spend)
- 18% more likely to have bought athletic shoes in the past 12 months
 - 51% more likely to have spent over \$500 and spent a total of \$1.8+ Billion in the past 12 months (12% of US total spend)
- 56% more likely to have played tennis in the past 12 months
- 49% more likely to have been horseback riding in the past 12 months
- 31% more likely to have attended a professional sporting event in the next 12 months
- 31% more likely to have gone surfing in the past 12 months

Financial & Investments

- Financial & Investment Services is ranked #1 In-Market segment and #2 affinity category on LPGA Digital platforms
- 22% more likely to have a household income of \$250k or more
- 59% more likely to have used a financial planner in the past 12 months
- 22% more likely to own a life insurance policy
- 64% more likely to read business/finance pages section of the newspaper
- 45% more likely to have used 4 or more credit cards in the past 12 months
- 72% more likely to have used a gasoline card in the past 12 months



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- 21% more likely to have used major department store credit cards in the past 12 months
- 19% contributed money to healthcare/medical organizations in the past 12 months
- 55% more likely to invest in bonds
- 589 more likely to have a financial planner
- 52% more likely to have a money market account
- 49% more likely to invest in mutual funds
- 35% more likely to have stocks or stock options
- 32% more likely to have an IRA account

Travel

- Travel is ranked #2 In-Market segment and #3 affinity category on LPGA Digital platforms
- 31% more likely to have taken 10+ domestic round trips
- 20% more likely responsible for purchasing decisions for company travel
- 50% more likely to use professional services for travel
- 26% of LPGA fans have traveled outside of the U.S. in the past 12 months
- LPGA staff spends over \$2 Million on travel annually
- 27% more likely to plan a cruise vacation in the next 12 months
- 51% more likely to plan a spa vacation in the next 12 months
- 22% more likely to plan an all-inclusive resort vacation in the next 12 months
- 55% more likely to plan an escorted tour/tour group in the next 12 months
- 50% more likely to plan a gambling/casino trip in the next 12 months
- 99% more likely to use internet/app to research or plan a business trip in the past 30 days
- 57% more likely to use internet/app to research or plan a personal/leisure trip in the past 30 days
- 56% more likely to visit a winery in the next 12 months

Real Estate & Home Improvements

- Real Estate is ranked #4 In-Market segment and affinity category on LPGA Digital platforms
- 18% more likely to own a home more than \$1 Million
- 41% more likely to have a second home or real estate property
- \$30+ Billion spent in the past 12 months on home improvements, 12% of the total amount spent nationally
- 30% more likely to have spent over \$5k+ on home improvements in the past 12 months
- 47% more likely to have received a home improvement or home equity loan
- 49% more likely to install a pool, hot tub or spa in the next 12 months
- 291% more likely to spend \$3,000 or more on outdoor furniture in the past 12 months
- 80% of fans have shopped at a lawn or garden store in the past 12 months
- 21% more likely to have spent \$3,000 or more on lawn and garden in the past 12 months

Health & Healthcare

- Lifestyle & Hobbies/ Outdoor Enthusiasts is ranked #6 affinity category on LPGA Digital platforms
- 16% more likely to belong to a gym or health club
- 22% more likely to have life insurance
- 27% more likely to have attended a health and wellness event in the past 12 months
- 57% more likely to have visited a cardiologist in the past 12 months
- 33% more likely to have visited a physical therapist in the past 12 months

Professional Services

- 46% more likely to have used an insurance agent in the last 12 months
- 25% more likely to have used an attorney in the past 12 months
- 24% more likely to have used a personal injury attorney in the past 12 months
- 113% more likely to have used an online dating site or service



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Beverage

- 52% more likely to have drank domestic light beer in the past month
- 38% more likely to have drank regular beer in the past month
- 27% more likely to have drank beer “most often”
- More likely in the past week to have drank: Beer 29%, Liquor 30%, Wine 33%, Wine Cooler 38%
- 57% more likely to purchase a bottle of wine valued at \$20 or more
- 24% more likely to have ought wine in the past month
- 61% more likely to have drank wine 3+ times in a week
- 21% more likely to drink wine “most often”
- 34% more likely to have drank whiskey in the past month
- 25% more likely to have drank vodka in the past month
- 36% more likely to have drank champagne or wine in the past month
- 54% more likely to have drank cordial-liqueur in the past month
- 92% more likely to have drank brandy in the past month

Casino & Gambling

- 50% more likely to plan a casino/gambling vacation within the next 12 months
- 26% more likely to have visited a casino in the last 12 months
- 105% more likely to have bought a lottery ticket at least 5 times in the past 30 days
- 65% more likely to have bought a scratch off ticket at least 5 times in the past 30 days
- 166% more likely to have an interest in horse racing (watched, attended, or interested)
- 63% more likely to have played table games (blackjack, craps, etc.) in the past 12 months
- 33% more likely to have played slot machines in the past 12 months

Home Security Services

- LPGA fans are 31% more likely to be buy a home security system in the next 12 months
- 17% currently have a home security system which makes them 19% more likely than the average person to have one

Other Spending Habits

- Auto & Vehicles is ranked #5 In-Market segment on LPGA Digital platforms
- Consumer Electronics is ranked #7 In-Market segment on LPGA Digital platforms
- 76% more likely to have plans to purchase a new vehicle valued at \$45k+ in the next 12 months
- 147% more likely to have bought a TV valued at \$3,000+ in the past 12 months
- 26% more likely to have bought fine jewelry in the past 12 months
- 20% more likely to have shopped for large appliances in the past 12 months

Charitable

- 14% more likely to have contributed money to an organization in the past 12 months
- 13% more likely to have participated in volunteer work in the past 12 months
- 34% more likely to have contributed money to social care/welfare organizations in the past 12 months
- 48% more likely to have contributed money to political organizations in the past 12 months
- 72% more likely to have contributed money to military/veterans’ organizations in the past 12 months
- 35% more likely to have contributed money to arts/cultural organizations in the past 12 months
- 29% more likely to have contributed money to educational/academic organizations in the past 12 months
- 29% more likely to have contributed money to healthcare/medical organizations in the past 12 months
- 35% more likely to donate month or time to environmental causes on a regular basis
- 23% more likely to participate in energy-saving program through utility company



LPGA Audience Overview

Top Countries by media viewership (TV, digital, social)

- United States
- Canada
- United Kingdom
- South Korea
- Thailand
- Sweden
- Japan
- Australia
- China
- New Zealand
- Taiwan
- Germany
- Spain
- France