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**ACCORDING TO A RECENT SURVEY, THE AVERAGE FORE MAGAZINE READER IS:**

**MATURE AND WELL EDUCATED**

- The average is 59
- 93% have attended college; 67% have a bachelor's degree or higher
- 22% are doctors, lawyers, consultants or accountants; 46% are in other businesses; 44% are retired
- 21% are members of at least one board of directors
- 42% make or directly influence major purchases in their company

**AFFLUENT**

- the average household income is \$192,466
- 72% have investments in stocks and bonds; 54% use the services of a stock broker
- 73% invest in mutual funds
- 43% invest in real estate

**A HOMEOWNER**

- 95% own their principal dwelling
- 84% live in a house; 14% live in a townhome or condominium
- 37% have at least one other dwelling
- 75% own dwellings valued at more than \$500,000; 23% are valued at more than \$750,000; 26% are valued at more than \$1 million

**COMPUTER LITERATE**

- 95% own personal computers
- 95% use computers for both e-mail and the internet
- 63% spend more than one hour a day on the internet; 21% spend more than two hours
- 81% have made a purchase on the internet
- 66% use the internet to book travel

**AN AVID GOLFER**

- 90% have played golf for more than 10 years; 72% have played for more than 20 years
- 88% play golf at least three times a month; 67% play at least six times per month; 24% play 10 times per month or more
- 83% play on more than five courses annually
- 74% attend at least one pro tour event each year
- 85% play in at least one tournament each year

**A GOLF CONSUMER**

- 73% own more than one set of golf clubs
- 63% purchased at least one set of woods in the past two years; 18% purchased two or more
- 51% purchased at least one set of irons in the past two years; 16% purchased two or more
- 90% own more than one putter; 51% own four or more putters; 11% own 10 or more
- 62% purchased one or more putters last year; 82% purchased one or more drivers; 40% purchased one or more hybrid clubs
- 76% will spend more than \$250 on golf equipment this year; 56% will spend more than \$500
- 83% bought two dozen or more golf balls last year; 65% bought four dozen or more; 43% bought six dozen or more
- 65% own three or more pairs of golf shoes; 51% own five or more pairs
- 22% own one or more power riding golf carts; 6% own power walking carts

**A CONSUMER**

- 17% own plasma TVs; 36% own high-definition TVs
- 70% receive TV programming via cable; 27% via satellite dish
- Average number of cellphones per household: 1.45
- 32% own an iPod or other mp3 player
- 33% own PDAs
- 10% own a power or sail boat

**A TRAVELER**

- Average number of pleasure trips taken last year: 7.3
- 55% have three or more weeks of vacation each year
- Members averaged 1.5 trips to the Coachella Valley last year; 1.1 trips to Las Vegas, 1 trip to San Diego area
- 45% have visited Monterey Peninsula in the past five years; 65% have visited Northern California, Washington or Oregon; 76% have visited Arizona, Nevada or New Mexico
- Hawaii is the most popular vacation spot outside the continental United States. 75% have visited the 50th state in the past five years and 78% expect to do so in the next five.
- Britain/Scotland/Ireland and Australia/New Zealand (37% each) rank second on the list of future vacation spots outside of the U.S.
- 75% visited a casino one or more times last year; 42% visited three or more times

*Source: FORE Magazine demographic survey; June, 2005*