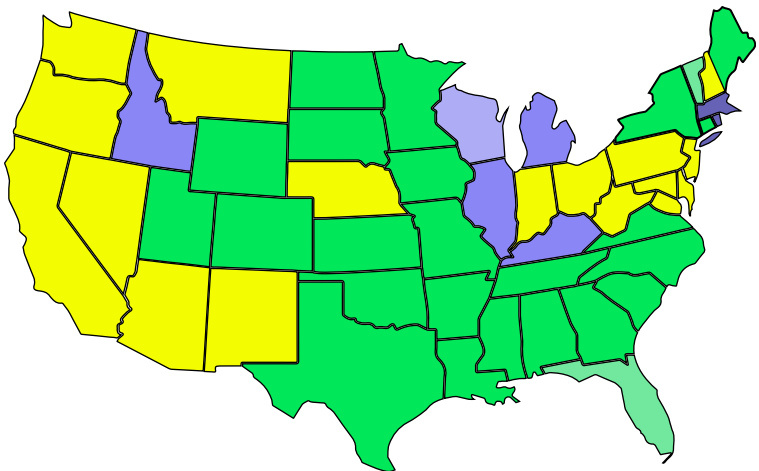


The Master's Tournament

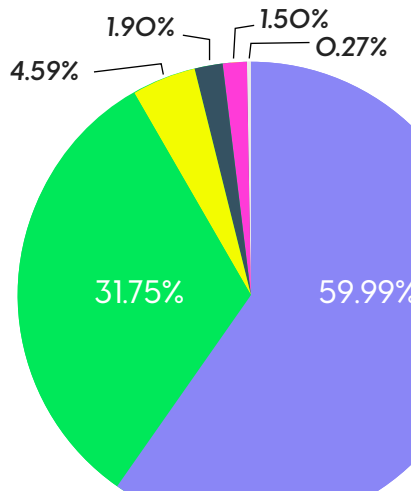
Meet The Masters Tournament Fans, a tradition-loving, sports-savvy audience who live for high-stakes competition and iconic moments on the green. These aren't just casual viewers—they're aficionados of golf's most storied tournament, where Southern charm meets championship intensity. Off the course, they're social butterflies with a taste for celebration, pairing their passion for the back nine with their love of cocktails, craft beers, and festive gatherings.

With a stronghold in the Northeast and Midwest, this crowd blends seasoned sports fandom with a lifestyle that appreciates the finer things—think Titleist gear, ESPN marathons, and après-golf libations. They're culture enthusiasts who revel in holidays, special events, and the occasional awards show, while also juggling interests in fitness, adventure sports, and the latest tunes on their playlist. For brands aiming to drive engagement with a loyal, fun-loving, and high-income audience, The Masters fans are a hole-in-one.

0.85  8.23

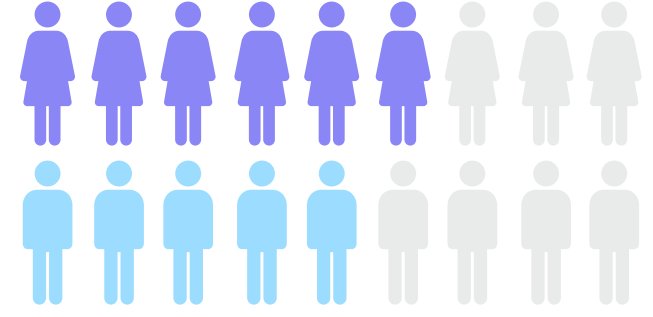


Affinity By State



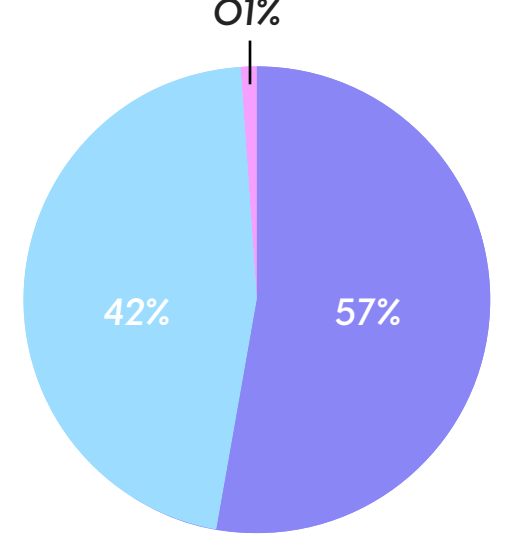
Married Divorced Relationship
Single Engaged Widowed

Marital Status



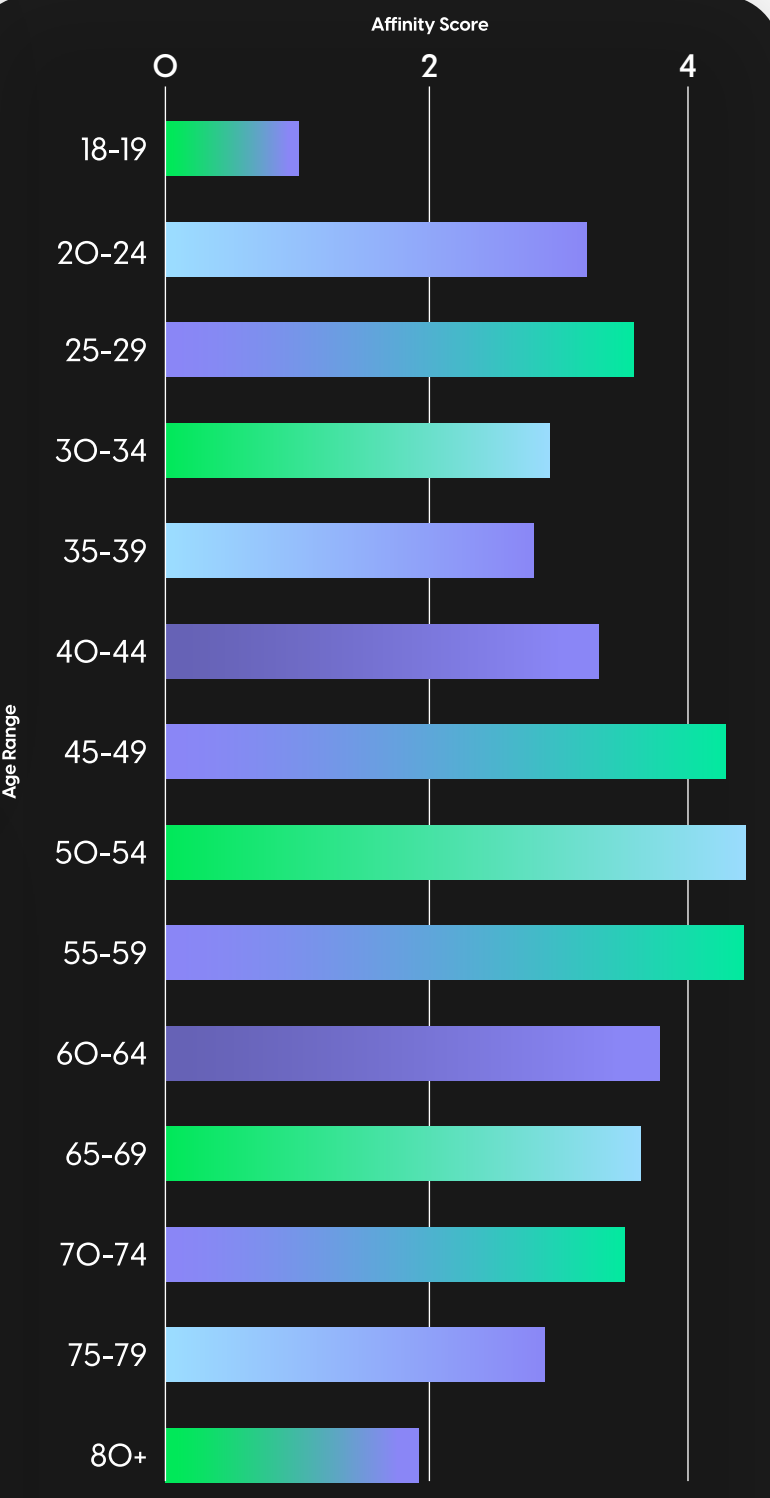
Female 51%
Male 49%

Gender Breakdown

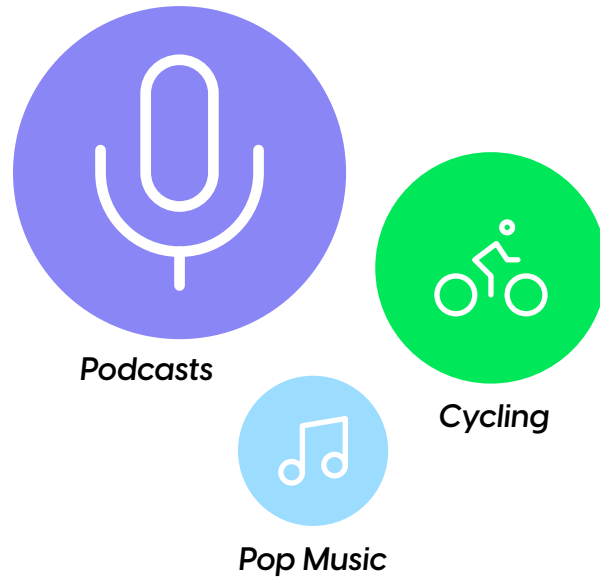


Democrats Republicans Independent

Political Breakdown



Age Breakdown



Top Affinities

\$250k+
Household Income
Affinity Majority

202,935

Sample Population