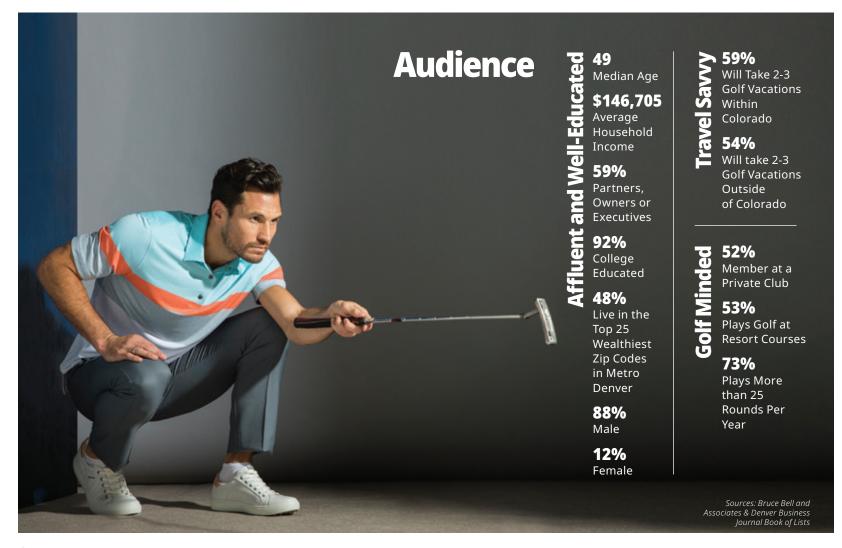
## AvidGolfer



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## **Audience** Purchasing Power

**PURCHASE PLANS OVER THE NEXT 12 MONTHS** 

47% Will buy a new automobile

25%

Will buy fine jewelry

73% Will dine out a minimum of 2x per week

88%

Will buy golf equipment/gear

Will hire a

financial planner

45%

Will buy health/ auto/life insurance

33% Will buy real estate

Sources: Bruce Bell and Associates & Denver Business Journal Book of Lists