

AUDIENCE & FANBASE INTELLIGENCE REPORT



Event	2025 U.S. Open (Golf)	Venue
Date	2025-06-15 (Regular Season)	Oakmont Country Club (Oakmont, PA)
Dataset Info.	Tables: 6 Total Rows: 20 Total Columns: 13 (synthetic but reality-aligned)	

[CLICK HERE TO VIEW DATASET](#)

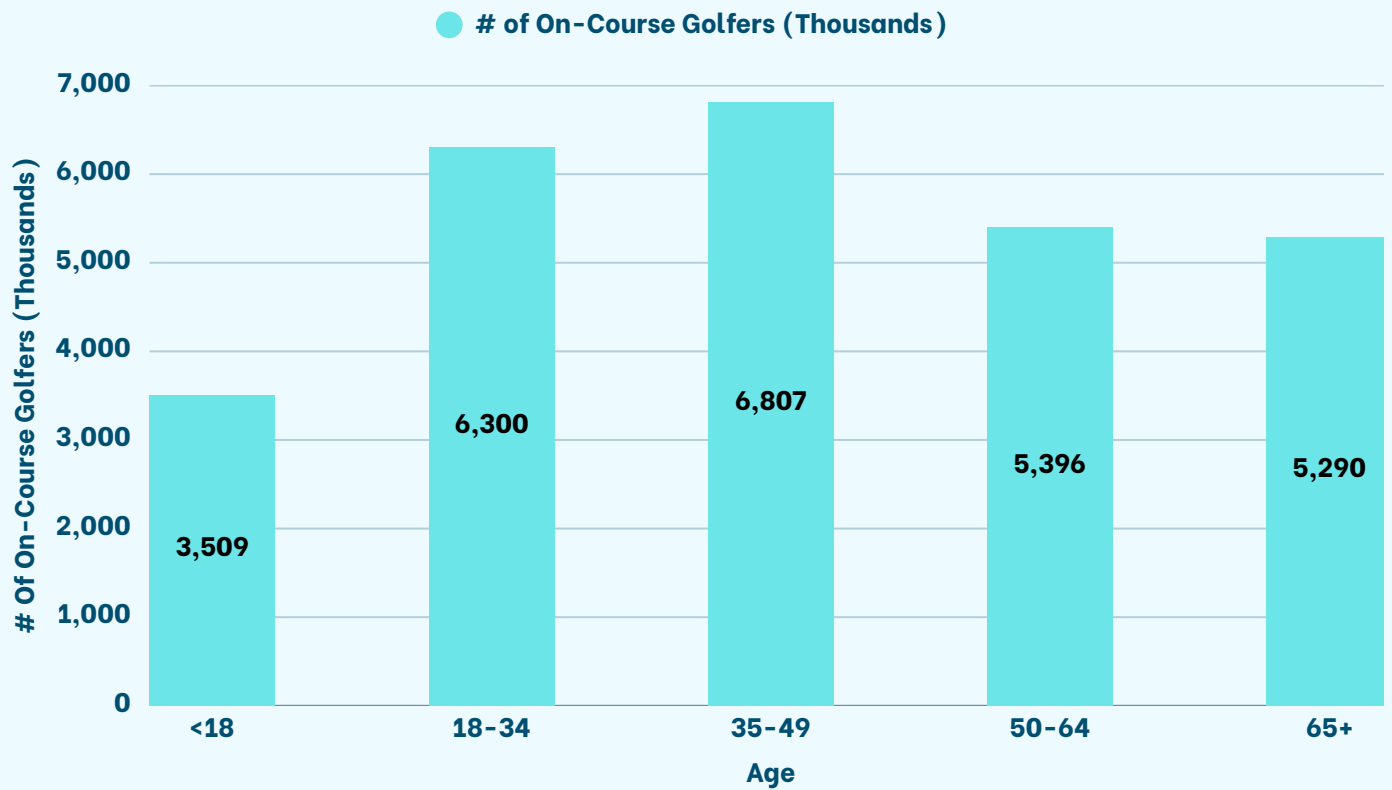
EXECUTIVE SUMMARY

This report explores the various trends and findings surrounding the audience and fanbase intelligence during the 2025 U.S. Open. It includes who watched or attended, how segments respond to brand categories, the loyalty profile of the core fanbase, and which influencers carry the most weight. The insights below are structured for advertisers to enable hyper-targeted messaging, smarter asset selection, and measurable sponsorship ROI.

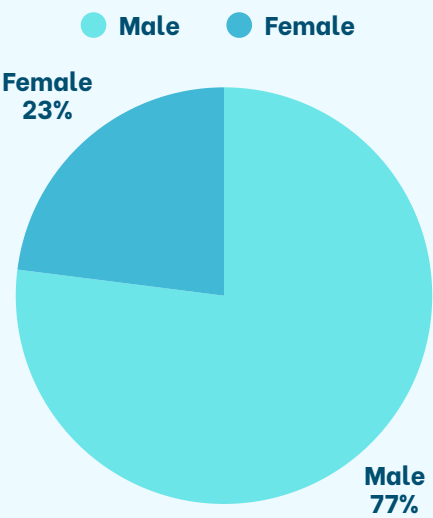
DASHBOARD

DEMOGRAPHICS

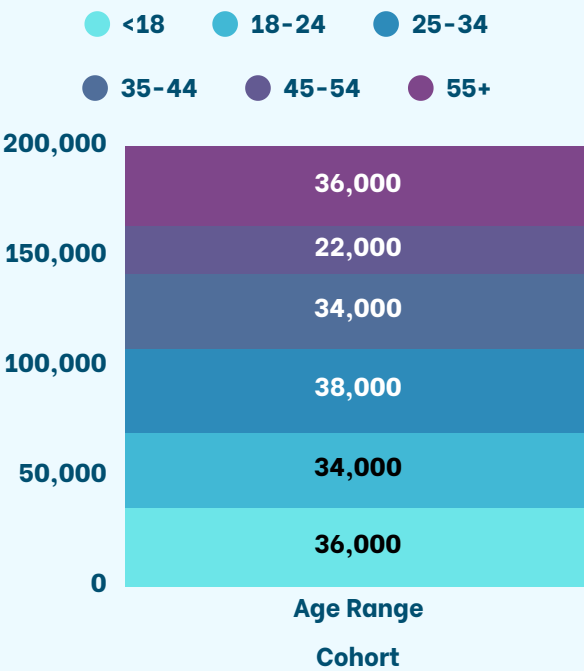
Age Distribution of On-Course Golfers



Gender Distribution of Golf Spectators

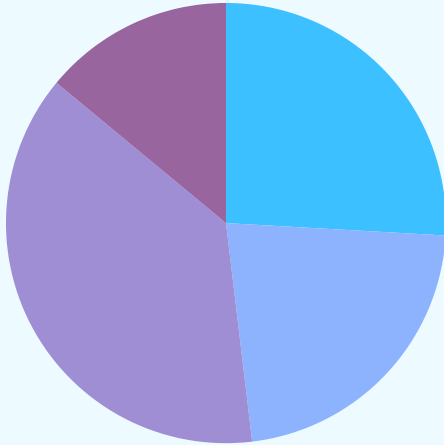


Spectator Count by Age Cohort



Household Income Viewer Percentage

<70k (25.9%) **70-100k (22.2%)**
100-200k (37.9%) **200k+ (14.0%)**



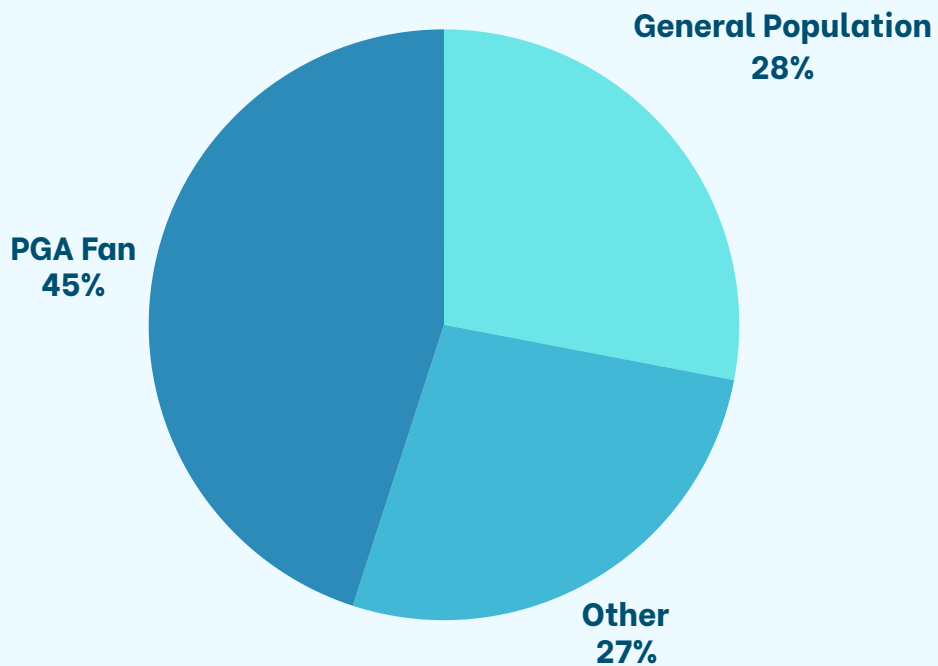
Income Band Viewer Count by Cohort

<70k **70-100k** **100-200k**
200k+



Podcast Audience Based on Type of viewer

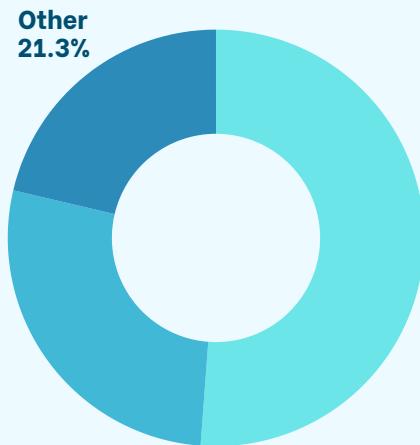
General Population **Other** **PGA Fan**



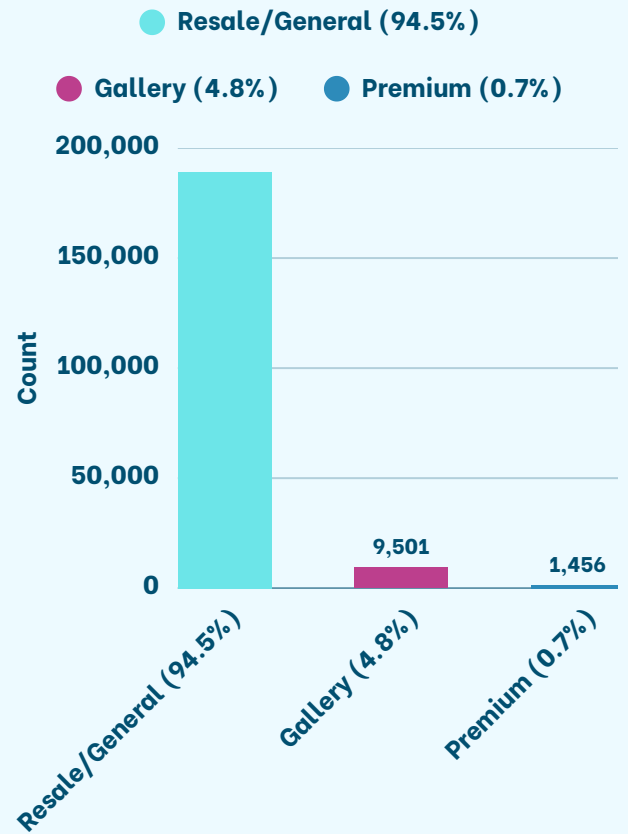
VIEWING / ATTENDANCE

Off-Stadium Platform

- Broadcast + Streaming (5.4M)
- Cable RSN & TV Networks (2.9M)
- Other



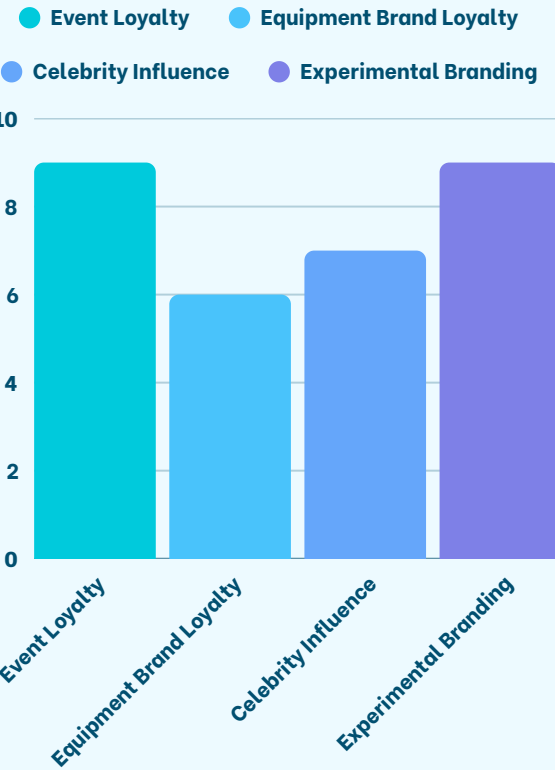
Ticket Price Tier (In-Stadium)



ENGAGEMENT & LOYALTY

Event Loyalty and Brand Sensitivity

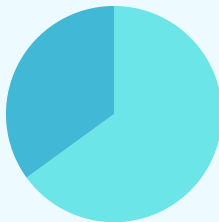
• 2025 U.S. Open



Equipment Brand Loyalty Among Golf Fans

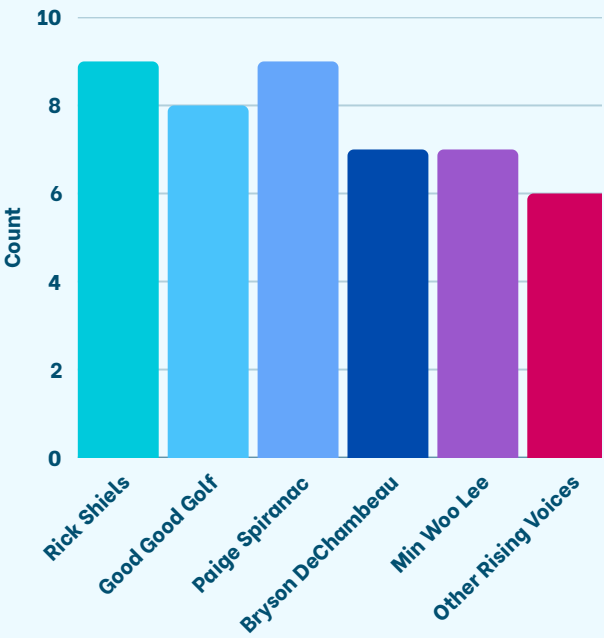
- Mixed-Bag/Performance Driven
- Strongly Brand-Loyal

Strongly Brand-Loyal
35%



INFLUENCERS & SPONSORS

Top Influencers on the 2025 U.S. Open Audience (Top 6)

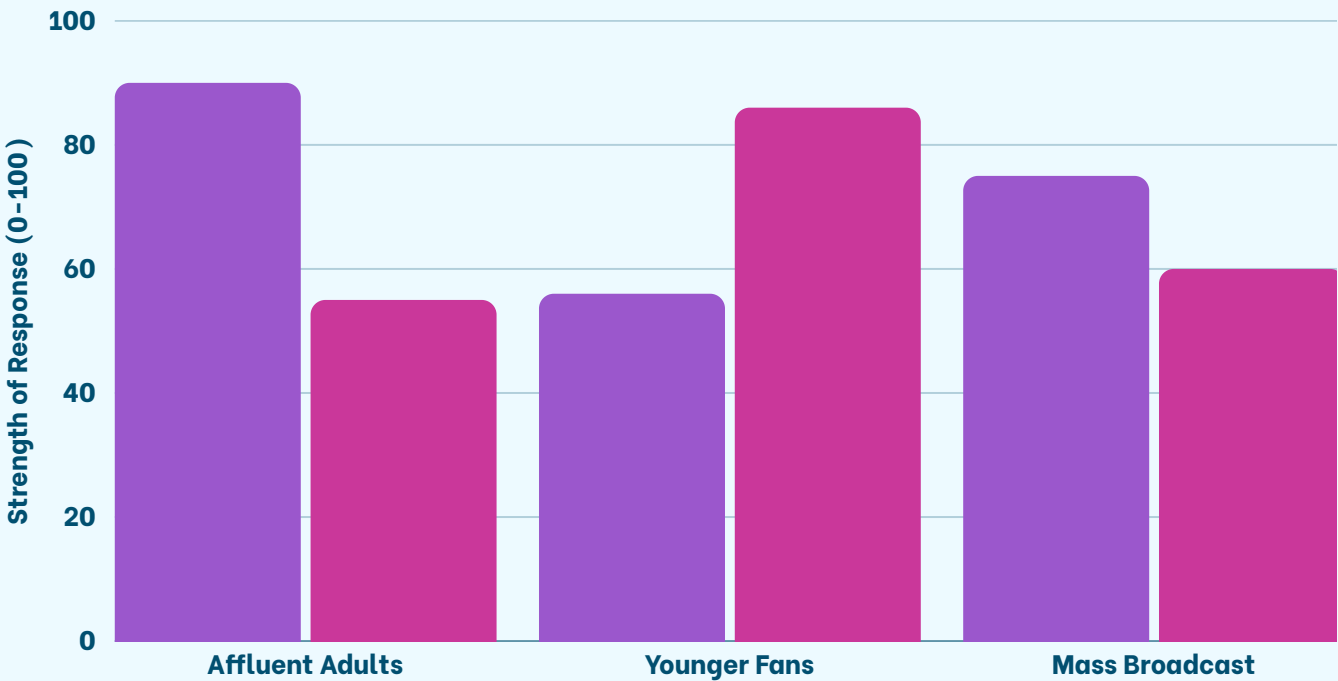


Influencer types in the 2025 U.S. Open (Golf)

- Tour Pros (DeChambeau, Lee)
- Lifestyle/Crossover (Spiranac)
- Entertainment (Good Good Golf, Bryan Bros)
- Educators (Shiels, Finch)
- Other Rising Voices



Sponsor Category Awareness



Business Recommendations

Actionable | Prioritized

NEXT STEPS

☐ Ticketing & Fan Access

Offer a variety of tiered tickets for general, premium, and VIP spectators; Adjust ticket prices in real time based on demand; Partner with hotels, airlines, and local transport for travelers.

☐ Sponsorships & Partnerships

Secure exclusive deals in high-interest categories (luxury auto, financial services, beverage brands); Work with smart device or AR companies to deliver real-time player stats and fan engagement tools; Partner with fashion and lifestyle brands to reach younger and more diverse audiences.

☐ Media & Broadcast Innovation

Offer customizable viewing (choose player groups, course cams, or data-heavy broadcasts); Integrate live polls, betting insights, or fan-voted highlight replays; Expand multilingual broadcasts and targeted digital advertising in emerging golf markets (Asia, Latin America).

☐ Influencers & Social Media

Include several activate creators, such as Rick Shiels, Paige, Spiranac, Bryson DeChambeau, Min Woo Lee, Good Good Golf, etc.

☐ Fan Engagement & On-Site Experience

AR/VR experiences that let fans “see like the player” or view replays on demand while on-site; Sponsor-branded lounges, hydration stations, and interactive golf simulators for fans; Highlight eco-friendly initiatives (solar-powered facilities, plastic-free concessions) to appeal to socially conscious fans.

☐ Merchandise & Revenue Expansion

Collaborate with popular golf apparel brands or influencers for exclusive U.S. Open merchandise; Offer authenticated digital scorecards, player highlights, or course imagery as premium collectibles and NFTs; Provide custom gear with on-site personalization (engraved golf balls, embroidered hats, or real-time photo merchandise).

Use ticketing, streaming, and purchase data to tailor

<input type="checkbox"/> Data & Analytics	marketing campaigns for different fan groups; Forecast merchandise demand, concession sales, and peak attendance for better inventory management; Provide sponsors with real-time dashboards on impressions, engagement, and fan behavior to determine Sponsorship's ROI
<input type="checkbox"/> Community & Legacy	Feature local food vendors and cultural elements to increase regional buy-in; Partner with schools and golf academies to grow the next generation of fans and players; Connect portions of proceeds to causes (youth sports, sustainability, veteran programs) to build goodwill.



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