



2008 Demographic Survey Results

Executive Women's Golf Association Fox Cities/Green Bay recently surveyed members to determine demographic information and purchasing power in their personal and professional lives. Here is a sampling of the results...

Average age: 35-54 72%
Highest degree: Bachelors or Graduate 72%
No of people in Household: 2 people 57%
Annual Income: >\$105,000+ 41%
Purchaser in professional life: 75%
Purchaser in personal life: 97%
Marital Status: Married 55%
Job Title: Management or Owner 88%

Our members live in Green Bay (14%), Fox Cities (83%) and Oshkosh (3%).

In 2008 our members plan to purchase:

New car 28%
Used car 13%
Health club membership 38%
Golf course membership 13%
Office equipment 41%
Phone contracts 35%
Stocks and financial planning 28%
Tax preparation 46%

If your business can benefit from targeting professional women in the Green Bay/Fox Cities area please consider sponsorship with our organization. Contact sponsorship@ewga-foxcitiesgreenbay.org