

## 2009 Demographics

Male	61%
Female	39%
Married	92%
Average Age	51.4
Median Age	50.9
35-54	55%
35-64	81%
35+	94%
50+	53%
Average HHI	\$286,775
Median HHI	\$162,678
\$200,000+	36%
\$300,000+	20%
Average Household Net Worth	\$1.9 MIL
Median Household Net Worth	\$1.2 MIL
College Educated	88%
Graduated+	68%
Post Graduate Degree	22%
Employed	78%
Professional/Managerial	59%
Any "C" Level	28%
Top Management	38%



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**Golf Activity**

Average Days Played in the Past 12 months	48 Days
Member Golf/Country Club	65%

**Travel**

Average Number of Round Trip Airline Flights in the Past 12 Months	11
Average Number of Round Trip Airline Flights Solely for Business in the Past 12 Months	9
Average Number of Round Trip Airline Flights Solely for Vacation in the Past 12 Months	5
Average Number of Hotel Nights in the Past 12 Months	25
Average Number of Hotel Nights Solely for Business in the Past 12 Months	17
Average Number of Hotel Nights Solely for Vacation in the Past 12 Months	15
Took a trip outside the US in the past 3 years	74%
Usually fly 1 <sup>st</sup> or business class	31%

Source: Mendelsohn 2008 Affluent Head of Household Survey, HHI \$100K+



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