

Core Audience Across Network

Male **61%** Female **39%**
 Married **92%** Average Age **51.4%**
 Age 35-64 **81%** Age 50+ **53%**

Average HH Income **\$286,775**
 \$200,000+ **36%**
 \$300,000+ **20%**

College Graduate **88%**
 Graduate Degree **68%**
 Post Graduate Degree **22%**

NICHE properties Network™

LUXURY PROPERTY®



Affluence & Success

C-Level Executives **40%**
 Owner/Partner **27%**
 Chairman/President/CEO **11%**
 CFO **9%**
 COO **8%**

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

Nielsen Online, ©Plan, Fall 2008

Luxury NICHE	Golf NICHE	Leisure Activities
<p>87% own a main residence worth an average \$822,400</p> <p>20% own a seasonal home worth an average \$784,100</p>	<p>play golf 91%</p> <p>annual number of days spent on the golf course 48</p> <p>member of a golf course or country club 65%</p>	<p> Raquet Sports 71%</p> <p> Waterfront Home 89%</p> <p> 2nd Home Abroad 8%</p>

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according to the National Association of REALTORS®, the percentage of buyers who searched for properties using the internet in 2007