

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

**84**

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