



■ 2009 READER INFORMATION

Basic Demographics

Male	71%
Female	29%
Married	93.3%
Median Age	53
Age 35+	97.9%
Age 50+	63.2%
Median HHI	\$148,837
Median HHI \$200,000+	30.5%
Median HHI \$400,000+	12.6%
Median Net Worth	\$1,108,155
Median Value of Liquid Assets	\$364,237
Any College +	84.1%
Graduated College +	57.3%
Post-Graduate Study or Degree	24.3%
Employed	78.7%
Professional/Managerial	54.0%
C-Level Executives	21.3%

Source: 2008 MMR (HHI \$100,000+; Base: Heads of Household)

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Magazine Involvement

Read 4 out of 4 issues	86.1%
Number of times magazine is referenced	3.5
Average time spent with each new issue	72 minutes
Length of time each issue is kept	5.3 months
Readers saving issues 2+ months	74.2%

Engagement

Took action based on info from the magazine	85.4%
Sent in a reply card	36.4%
Made a phone call	35.7%
Visited a website	44.8%
Cut out articles	32.8%
Visited a property	16.2%
Cut out ads	31.4%
Referred information to family/friends	31.2%
Emailed an advertiser	10.2%

■ 2009 READER INFORMATION

Golf's Major Players

<i>Median HHI</i>	<i>\$148,837</i>
<i>Median net worth</i>	<i>\$1,108,155</i>
<i>Median value of liquid assets</i>	<i>\$364,237</i>
<i>Average days of golf per year</i>	<i>60</i>

	<i>Comp. %</i>	<i>Index</i>
Asset value \$2MM+	27.6%	192
Asset value \$4MM+	11.7%	224
Asset value \$8MM+	2.9%	226
C-Level executives (among employed)	27.1%	126
Belong to a private club	72.4%	176
Own a premium luxury automobile	44.4%	153
Spent \$5,000+ on computers/electronics/past yr.	33.5%	166
Spent \$5,000+ on watches and jewelry/past yr.	6.7%	132
Spent \$10,000+ on artwork and collectibles/past yr.	2.9%	329
\$100,000+ total household expenditures/past yr.	2.5%	429

Source: 2008 MMR (HHI \$100,000+; Base: Heads of Household)

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Travel Habits

Getting there ... *Comp. %* *Index*

11+ domestic round trip flights/past year	18%	205
20+ domestic round trip flights/past year	8.8%	238
5+ foreign round trip flights/past year	5.0%	162
7+ foreign round trip flights/past year	4.2%	210
Member of frequent flier program	38.5	137
Have been passenger on private aircraft/past year	14.6%	310

Staying there ... *Comp. %* *Index*

15+ total hotel nights/past year	61.0%	181
30+ total hotel nights/past year	25.9%	238
11+ domestic hotel nights/past year	61.5%	161
20+ domestic hotel nights/past year	61.5%	161
11+ foreign hotel nights/past year	16.7%	171
20+ foreign hotel nights/past year	5.4%	150

■ 2009 READER INFORMATION

Real Estate

Principal Residence

Index

Median value	\$473,412	115
Median value \$750K+	19.7%	139
Median value \$1MM+	13.0%	193
Median value \$1.5MM+	6.3%	215

Total Real Estate Owned

Index

Median value	\$620,258	118
Median value \$1MM+	23.4%	117
Median value \$1.5MM+	11.7%	116

Key Information Sources

What/who plays a role in providing information for real estate purchases:

<i>Real estate agent</i>	66.0%
<i>Print</i>	52.4%
<i>Internet</i>	45.2%
<i>Property owners</i>	45.0%
<i>Direct mail</i>	12.1%
<i>Television</i>	3.0%

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Golf Habits

Average rounds of golf per year	65
Maintain a USGA handicap	73.4%
Prefer walking over riding in a cart	53.7%
Carry three or more wedges in their bag	72.0%
Current median handicap index	11.9

Handicap index breakout

0–9	37.1%
10–14.9	32.1%
15–19.9	18.7%
20+	12.1%