



Demographics

Male.....**90%**
 Average Age.....**55 Years**

Employment

Owner, CEO.....**85%**
 Upper Management.....**72%**
 Professional/Managerial.....**45%**

Education

Attended College.....**89%**
 Postgraduate Degree.....**5%**

Income

Average Household Income.....**\$1,200,000**
 Average Personal Income.....**\$995,000**
 Average Household Net Worth.....**\$4,600,000**

Real Estate

Average Value of Primary Residence.....**\$1,700,000**
 Average Value of Other Real Estate Owned.....**\$3,100,000**

Total Household Asset Value

Average Household Assets.....**\$3,800,000**

Charters

Have chartered and/or plan to charter.....**68%**

Boats Owned

Currently own a boat.....**60%**
 Average number of boats owned.....**2**
 Average value of boats owned.....**\$500,000**

Luxury Vehicles

Own or lease the following luxury vehicles.....**72%**

- Bentley*
- Mercedes*
- Lamborghini*
- Ferrari*
- Porsche*
- BMW*
- Jaguar*

Private Aircraft

Have chartered an aircraft.....**40%**
 Own or lease an aircraft.....**15%**