

Polo Demographics

INCOME AND INVESTMENTS

Household Income

Average	\$174,000
\$500,000	8.5%
\$200,000	27.0%
\$100,000	51.8%

Net Worth

Average	\$966,000
\$1 Million	31.9%
\$500,000	31.4%

Market Value of Primary Residence

Average	\$515,000
\$1 Million	10.0%
\$500,000	31.4%

Types of Investment

Common/Preferred Stock	72.3%
Bonds	45.0%
Real Estate	61.2%
Life Insurance	73.6%

Credit Cards

American Express Platinum	7.7%
American Express Gold	34.9%
American Express	84.9%
Visa/Mastercard Gold	38.7%
Visa/Mastercard	73.9%

LIFESTYLE

Membership in Private Club

(other than polo club)

Country Club	40.8%
Eating/City Club	23.4%
Hunt/Equestrian Club	31.7%
Health Club	52.8%

Employment

Employed Full time	88.4%
Employed Part Time	4.0%
Employed	92.4%

Occupation

Prof/Managerial	93.6%
Chairman/President	40.5%

Age

Average	40 years old
Under 25	6.7%
25-34	27.3%
35-44	37.0%
45-64	23.7%
65 or older	5.3%

Male

73.0%

Female

27.0%

Education

Postgraduate Degree	28.1%
Postgraduate Study	41.0%
College Degree	78.6%
College Educated	93.5%

Source: Polo Magazine