

▶▶▶ AFFLUENT READER PROFILE [MMR]

<i>Household Income</i>	Median	\$170,300
	\$125,000 or more	73.6%
	\$150,000 or more	56.3%
	\$200,000 or more	39.5%
	\$250,000 or more	29.9%
<i>Age</i>	Median	54.7 years
	25-54	50.9%
	55-64	28.6%
	65 or older	20.5%
<i>Marital Status</i>	Married	93.8%
<i>Education</i>	Post graduate study or degree	27.6%
	College degree or beyond	69.3%
	Some college or beyond	84.4%
<i>Occupation</i>	Any chief officer (net)	29.6%
	Management, professional and related	55.2%
	Owner/partner in own business	29.4%
<i>Household Asset Value</i>	Median	\$1,848,000
	\$750,000 or more	87.2%
	\$1,000,000 or more	80.9%
	\$2,000,000 or more	47.3%
	\$3,000,000 or more	28.2%

Source: 2008 Mendelsohn Affluent Survey, Heads of House,
Household Income \$100,000+

▶▶▶ SUBSCRIBER PROFILE [MRI]

<i>Total adult paid subscribers</i>		200,384
	Men	72.5%
	Women	27.5%
<i>Household Income</i>	Median	\$207,300
	\$75,000 or more	76.3%
	\$100,000 or more	69.8%
	\$150,000 or more	53.9%
	\$200,000 or more	41.6%
	\$250,000 or more	31.3%
<i>Age</i>	Median	57.1 years
	35-44	15.2%
	45-54	23.6%
	55-64	31.3%
<i>Marital Status</i>	Married	80.4%
<i>Education</i>	Graduated college or more	82.2%
	Post graduate degree	42.7%
<i>Net Worth</i>	Average	\$2,626,600

Source: 2007 Private Clubs Subscriber Study, MRI Custom Division;
June 30, 2008 Magazine Publisher's Statement

introduction

ClubCorp owns and manages numerous golf courses, country clubs, private business clubs, and resorts internationally. This research survey by Mediamark Research Inc.

(MRI) reflects the paid subscribers who are members of these clubs.

Those surveyed were selected on an “nth” basis and are representative of total

subscribers in their roles as top executives, major investors, frequent travelers, and affluent consumers. The results of this survey confirm that *Private Clubs* subscribers are top decision makers with large discretionary incomes. Their median household income is \$207,300.

PRIVATE CLUBS

AND THE RESORT LIFESTYLE



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demographic profile

Sex

Male	72.5%
Female	27.5%

Age

Under 35	4.6%
35-44	15.2%
45-54	23.6%
55-64	31.3%
65 or more	25.2%
Average	56.6
Median	57.1

Marital Status

Married	80.4%
Single	5.4%
Divorced/widowed/separated.....	14.1%

Household Composition

Have children at home (net)	32.5%
Have children under 18.....	22.0%
No children at home.....	67.5%

Education – Highest Level Attained

Attended college or more	96.4%
Graduated college or more	82.2%
Post graduate degree.....	42.7%

Total Household Income Before Taxes

\$100,000 or more	69.8%
\$150,000 or more	53.9%
\$200,000 or more	41.6%
\$250,000 or more	31.3%
\$1,000,000 or more	3.8%
Average	\$296,700
Median	\$207,300

Net Worth

\$1,000,000 or more	53.7%
\$2,000,000 or more	35.0%
Average.....	\$2,626,600
Median	\$1,758,300

Job Title or Position

Owner or partner (net)	48.5%
Self-Employed.....	34.6%
Retired.....	25.5%

On the Board of Directors of any Company.....29.4%

Aproximate Gross Annual Sales or Revenue of Subscriber's Company

Under \$5 million	23.5%
\$5-24.9 million	18.7%
\$25 million or more.....	36.0%
\$1 billion or more.....	21.3%

leisure & civic activities

Leisure Activities Household

Participated in During the Last 12 Months

Dining out.....	94.4%
Entertain friends/relatives at home.....	83.8%
Family vacations.....	74.5%
Attend sporting events.....	72.7%
Attend music performances.....	65.2%
Attend cultural/art events.....	51.3%
Manage own investments.....	43.9%
Go to museums.....	39.6%
Wine collecting/tasting.....	33.6%
Spa.....	33.3%
Adult education courses.....	15.7%

Civic Activities Subscriber

or Other Household Members

Performed in the Last 12 Months

Engaged in fund raising.....	50.9%
Served as an officer for some club or organization.....	46.4%
Made a speech.....	38.0%
Wrote to the editor of a magazine or newspaper.....	15.0%
Wrote something that has been published....	13.2%

investments & property

Investment Holdings

Mutual funds (stock or bond)	77.5%
Stock – common or preferred	70.9%
Money market funds.....	70.6%
Tax exempt funds/annuities (net)	50.0%
U.S. government bonds (net)	44.4%
Savings certificates/CD's (net)	38.9%
Privately held shares of companies	37.8%
Annuities.....	29.6%
Corporate bonds or debentures.....	16.4%
Antiques, books, stamps (collections)	15.9%

Investment Activity in the Last 12 Months

Purchased/sold stocks.....	45.8%
Advice or price quotes.....	31.0%
Purchased/sold bonds	23.7%
Purchased put or call options.....	5.3%

Source

Contacted brokerage firm (net).....	60.5%
Contacted full-service brokerage firm	43.3%
Contacted online brokerage firm.....	13.9%
Contacted discount brokerage firm.....	11.8%
Used a financial planner	45.1%

Number of Stock Transactions

Executed in the Last 12 Months

One or more.....	70.3%
10 or more	23.7%
20 or more	12.6%
Average	10.8

Average market value of investment portfolio	\$1,761,000
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Home Ownership

Subscribers who own their own home.....	96.7%
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Of Those Who Own Their Own Home,

Market Value of Primary Home

\$200,000 or more	95.8%
\$500,000 or more	52.9%
Average	\$820,000

Other Real Estate Owned

Weekend or vacation home	25.4%
Investment real estate	23.4%
Timeshare residence/condo	16.4%
Retirement	8.8%
Farm.....	4.8%

Value of Vacation/Weekend Home

Average.....	\$917,500
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automobiles

Cars Owned/Leased

Household currently owns/leases a vehicle	
Purchased.....	93.4%
Leased	22.3%

Owens/leases 2 or more cars86.4%

Number of cars currently owned/leased by household	
Average	2.5

Household Bought Vehicle New81.3%

Domestic (net).....	51.1%
Import (net).....	74.1%

Sizes of Vehicles Household Owns/Leases

Car (net)	82.0%
Luxury car.....	48.3%
Sport utility vehicle (net)	53.4%
Compact SUV	10.2%
Full size SUV	46.9%

Domestic/Import Vehicles Household Owns/Leases

Domestic (net).....	57.1%
Domestic only.....	18.8%
Import (net).....	81.2%
Import only.....	42.9%
Both domestic and import.....	38.3%

Year of Purchase

Model year of cars owned/leased	
2007.....	28.6%
2006	23.8%
2005	27.5%
2004	26.9%

Amount Spent on the Purchase of Most Recent Vehicle

\$30,000-\$39,999.....	28.4%
\$40,000 or more.....	37.8%

Plans to Purchase/Lease New Vehicle.....78.7%

Within next 12 months	31.3%
In 1 to 2 years.....	21.1%
Undecided.....	11.6%

Domestic Brands Currently Owned/Leased

Ford	19.6%
Chevrolet	17.7%
Cadillac	7.8%
Chrysler	5.6%
GMC	5.4%
Jeep	4.8%
Lincoln.....	4.3%
Buick.....	4.0%
Dodge.....	3.8%
Mercury.....	2.1%

Import Brands Currently Owned/Leased

Lexus.....	20.9%
Toyota	18.2%
Mercedes Benz	15.0%
BMW	14.5%
Honda	11.3%
Nissan	6.7%
Acura.....	6.2%
Infiniti.....	6.2%
Volkswagen	4.8%
Porsche	4.3%
Volvo	4.0%
Audi	3.2%
Jaguar	2.9%
Mazda.....	1.9%
Saab.....	1.9%
Land Rover.....	1.6%
Mitsubishi	1.3%

domestic travel

Domestic Travel

Subscribers who took a domestic trip in the last 12 months96.4%

Of those traveling, 63.0% took business trips, and 96.0% took vacation/personal trips.

<u>Number of trips</u>	<u>Net</u>	<u>Business</u>	<u>Personal/ vacation</u>
3 or more	86.4%	54.0%	69.7%
9 or more	39.1%	25.3%	15.1%
Average	11.7	7.5	5.2

Subscribers who combined business and vacation trips.....25.8%

Activities on Trips Taken for Domestic Vacation in the Last 12 Months

General sightseeing.....	64.4%
Shopping.....	61.9%
Play golf.....	55.6%
Go to beach.....	52.2%
Visit a health spa/retreat.....	23.9%
Skiing (downhill/cross country).....	12.5%

Total Amount Spent on Domestic Vacations in the Last 12 Months

\$5,000 or more	40.8%
\$10,000 or more	17.6%
Average.....	\$5,600
Median	\$4,100

Hotel/Resort

Stayed in hotel in the last 12 months.....	97.5%
Stayed at a full service or all inclusive resort within the last 12 months	54.3%

Golf Vacations

Taken a golf related vacation in the last 12 months.....	40.4%
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Amount Spent on Golf Related Vacation in the Last 12 Months

\$2,000 or more	47.1%
\$3,000 or more	29.5%
\$5,000 or more	13.8%
Average	\$2,600

foreign travel

Foreign Travel

Traveled outside continental U.S. in the last 3 years75.0%

Of those traveling, 40.9% took business trips, and 92.1% took vacation/personal trips.

<u>Number of trips</u>	<u>Net</u>	<u>Business</u>	<u>Personal/ vacation</u>
3 or more	58.4%	20.6%	46.7%
Average	5.3	2.4	3.3

Of Households That Took Foreign Vacations, Places Visited in the Last 3 Years

Europe	52.9%
Mexico	42.1%
Canada	35.7%
Caribbean/Bermuda	35.0%
Hawaii	29.0%
Alaska	14.5%
Asia	14.1%
Australia/New Zealand/South Pacific	5.4%

Total Amount Spent on Foreign Vacations in the Last 12 Months

\$6,000 or more	54.5%
Average	\$8,500
Median	\$6,900

Activities on Trips Taken for Foreign Vacation in the Last 3 Years

General sightseeing	83.0%
Shopping	69.5%
Go to beach	54.4%
Play golf	37.1%
Visit a health spa/retreat	25.9%
Skiing (cross country/downhill)	4.6%

Cruises

Subscribers who have taken a cruise in the last 3 years35.5%

Of those taking a cruise, number of cruises taken

1	53.6%
2	27.5%
3 or more	18.9%
Average	1.8

Length of cruise

Under 7 days	29.7%
7-8 days	48.6%
9 or more days	41.2%

Have Spent \$5,000 or more on a cruise in the last 3 years.....62.8%

Plans to take a cruise in next 2 years.....39.8%

computers & technology

Household Owns a Personal Computer	96.7%
Desktop	83.1%
Laptop/notebook.....	77.3%
Handheld/palmheld	28.5%

Subscribers Who Have Access to the Internet

Net	100%
At home	98.2%
At work.....	72.8%

Have Looked at or Used Internet in the Last 30 Days

Used the Internet.....	97.7%
5 or more times per day	52.0%
2-4 Times per day	33.2%
3-6 times/week.....	11.4%
Average times per month.....	110.2

Reasons Used Internet in the Last 30 Days

Made travel plans (net)	85.7%
Made a purchase (net)	83.8%
Tracked investments	62.3%
Traded stocks, bonds, or mutual funds	24.5%
Obtained information (net)	55.5%
Obtained information about real estate.....	43.4%
Obtained information for new/used car purchase	33.2%
Visited a magazine website	35.0%
Watched/downloaded videos	27.5%
Visited blogs/forums	22.9%
Viewed or listened to podcast	15.9%

alcohol beverages

*Private Clubs Subscribers Who Drink
Alcohol Beverages Listed Below*92.9%

*Subscribers Who Personally Consumed
This Beverage in the Last 6 Months*

Wine	
Dinner/table (net)	85.5%
Domestic	81.6%
Imported	66.3%
White liquor (net)	70.2%
Vodka	55.6%
Tequila.....	38.0%
Rum.....	30.9%
Gin	30.1%
Brown goods (net)	44.9%
Scotch.....	28.1%
Bourbon	23.5%
Whiskey	18.4%
Champagne, Cold Duck, and sparkling wines (net).....	43.6%
Domestic	35.2%
Imported	26.8%
Port, sherry, and dessert wines	28.3%
Cordials and liqueurs	24.7%
Cognac/brandy.....	17.6%
Specialty wines and aperitifs	8.9%

*Private Clubs Subscribers Who Order
Alcohol Beverages Specifically by Brand*

Always.....	43.3%
Sometimes.....	43.1%

*Personally Tried a New Brand of
Alcohol Beverage in the Last 12 Months.....*58.6%

*Personally Purchased Wine
in the Last 6 Weeks*83.0%

club membership & sporting activities

Types of Clubs Personally Belong to

Country club.....	68.2%
Business club	30.1%
Health club	35.1%
Resort club.....	8.6%
Yacht club	4.8%

Subscribers and other household members who belong to more than one private club (e.g. country, business, health, resort, or yacht club)27.8%

Of those who belong to a country club, 43.7% also belong to a business club.

Of those who belong to a business club, 19.3% also belong to a country club.

Golf Activities

Played golf in the last 12 months71.0%

Average number of rounds played in the last 12 months45.7

Spent Money on Golf Equipment

in the Last 12 Months.....	80.8%
\$250 or more	56.5%
\$500 or more	37.6%
\$1,000 or more	15.1%

Spent Money on Golf Apparel/Accessories

in the Last 12 Months.....	82.4%
\$250 or more	49.2%
\$500 or more	21.7%
\$1,000 or more	8.0%

Purchased Golf Apparel/Accessories

Retailer.....	70.5%
Club pro shop.....	51.2%
Online	17.9%

Maintain a USGA handicap48.7%

Average handicap.....16.1

Other Sporting Activities

Participated in During the Last 12 Months

Health club/gym workout.....	57.8%
Swimming/water skiing (net)	40.4%
Jogging/running.....	32.6%
Bicycling	24.0%
Boating (power/sailing) (net)	23.0%
Fishing	22.5%
Tennis.....	19.9%
Skiing (downhill/cross country).....	16.2%
Backpacking/hiking	14.4%
Yoga.....	12.6%

readership

*Subscribers Who Read Their Copy of
Private Clubs at Home*.....89.9%

Read or Looked Into Last 4 Issues

4 out of 463.2%
3 out of 416.4%

Regular Reader

Read at least 3 or 4 out of 4 issues.....79.6%
Average3.3 issues

Average amount of time spent
reading *Private Clubs*23.0 minutes

Additional readers per copy1.2

Rate Private Clubs Overall

Compared to Other Publications Read

One of my favorites/very good/good83.5%

Actions Taken After Reading Private Clubs

Discussed an article or
referred someone to an article39.4%
Used advertising for travel planning26.1%
Cut out article/advertisement (net)25.1%
Visited a ClubCorp property24.6%
Visited an advertiser's website16.1%

Other Publications Subscribed to by Private Clubs Readers

Lifestyle and General Interest

Architectural Digest11.0%
Bon Appétit13.8%
Cigar Aficionado5.7%
Food & Wine12.8%
Gourmet6.3%
Robb Report1.6%
Smithsonian7.8%
Southern Living24.8%
Town & Country2.1%
Wine Spectator9.4%

Golf Magazines

Golf19.1%
Golf Digest26.9%
Golf for Women9.7%
Links2.1%
T & L Golf3.9%

Travel Magazines

Condé Nast Traveler10.2%
Departures5.2%
Travel & Leisure14.9%

Business and News Magazines

Barron's4.7%
Forbes13.6%
Fortune7.3%
Wall Street Journal17.8%
Worth1.6%

Trade magazine related to profession27.4%

key indexes

This subscriber survey performed by Mediamark Research, Inc. (MRI) was indexed against the “Mediamark Survey of American Consumers,” enabling *Private Clubs* to compare demographics and product usage information of its readers with those of U.S. adults from the MRI study. An index of 100 indicates no difference between the survey respondents and MRI U.S. adults. Thus, an index of 527 for “having post graduate degrees” means that the number of *Private Clubs* subscribers having graduate degrees is 427% greater than that of total U.S. adults. The following is a listing of some of the key indexes comparing *Private Clubs* subscribers with the MRI database of total U.S. adults.

	% Subscribers	Index
Male	72.5%	150
Median age	57.1	128

Education

Post graduate degree.....	42.7%	527
Graduated college or more	82.2%	325

Employment

Owner or partner (net)	48.5%	485
Self employed	34.6%	279
Retired	25.5%	153

Household Income

\$200,000 or more	41.6%	1124
Average	\$296,700	441

Leisure/Lifestyle Activities

Go to museums	39.6%	338
Attend music performances.....	65.2%	276
Adult education courses.....	15.7%	249
Entertain friends/relatives at home	83.8%	207
Dining out	94.4%	192

Investments

Privately held shares of companies	37.8%	5400
Corporate bonds or debentures.....	16.4%	2733
Antiques, books, stamps (collections)	15.9%	2271
Tax exempt funds	31.5%	1370
Mutual funds (stock or bond).....	77.5%	731

Real Estate

Own retirement real estate	8.8%	800
Own investment property.....	23.4%	731
Average value of primary home.....	\$820,000	304

Domestic Travel

Activities done on domestic trips in the last 12 months		
Play golf	55.6%	1426
Visit health spa/retreat	23.9%	996
Spent \$5,000 or more on domestic vacation in the last 12 months	40.8%	729
Took a domestic trip in the last 12 months	96.4%	180

Foreign Travel

Spent \$6,000 or more on foreign vacation in the last 12 months	54.5%	519
Have taken a cruise in the last 3 years.....	35.5%	399
Traveled outside the U.S. in the last 3 years	75.0%	301

Alcohol Beverages Drank in the Last 6 Months

Port, sherry, and dessert wines	28.3%	976
Imported wine	66.3%	567
Gin	30.1%	528
Champagne/sparkling wines (net)	43.6%	484
Vodka	55.6%	339
Tequila	38.0%	330

Computers & Technology

Reasons Used Internet in the Last 30 Days		
Tracked investments	62.8%	430
Obtained information about real estate.....	43.4%	278
Made a purchase for personal use	80.1%	185
Household owns laptop/notebook	77.3%	233
Subscribers with access to Internet at home	98.2%	149

Sports Activities Participated in During the Last 12 Months

Golf	71.0%	710
Sailing	7.6%	691
Tennis	19.9%	553
Target shooting	12.6%	350

Automotive

Import Brands Currently Owned/Leased		
Porsche.....	4.3%	2150
Mercedes Benz.....	15.0%	1071
Jaguar	2.9%	725

Amount Spent on the Purchase of Most Recent Vehicle

\$40,000 or more	37.8%	1145
\$30,000-\$39,999.....	28.4%	355

Sizes of Vehicles Household Owns/Leases

Full size SUV	46.9%	617
Luxury car	48.3%	460



Mediamark Research Inc.
Market Solutions Division
75 Ninth Avenue, 5th Floor
New York, NY 10011

November 2007

In the Spring of 2007, *Private Clubs* engaged our organization to conduct a study of the readers of their publication. The purpose of the study was to provide *Private Clubs* with a profile of their readers, including lifestyle data, demographic characteristics, and usage data of consumer products and services.

The sample for this study was drawn according to specifications provided by MRI. *Private Clubs* provided a list of 2,200 names and addresses selected on a random “nth” basis from their total circulation file in the continental United States. Listings with no individual specified were then removed. A random “nth” selection procedure was then used to further reduce the list to 2,000 names and addresses to be used for the survey.

On August 1, 2007, MRI mailed to each selected name a questionnaire “packet” consisting of an eight page questionnaire, a hand-stamped return envelope addressed to Mediamark Research Inc., a \$5 cash incentive and a covering letter from the Publisher, Mark Murphy, emphasizing the need for cooperation and prompt attention to completing the questionnaire. Each “packet” was mailed in a hand-stamped *Private Clubs* envelope with typewritten names and addresses. On September 5, 2007, a follow-up mailing was made to those who had not responded to the initial mailing. A cash incentive was not included in the second mailing. Questionnaires were accepted for processing until October 24, 2007.

The details of the mailings and the response rate are as follows:

Total Mailed:	2,000
Undeliverables:	39
Net Mailed:	1,961
Questionnaires Completed:	397
Response Rate:	20.2%

The tabular findings of the survey are contained in this report together with a sample of the questionnaire and covering letters used for this survey.

The second column of each table is entitled “MRI U.S. Adults” and provides, whenever available product and demographic data based on Total Adults from the Mediamark Survey of American Consumers. The availability of this data enables *Private Clubs* to compare demographic characteristics and product usage information of its readers with those of U.S. Adults from the MRI study. This is done with the use of an Index, which is the third column of each table. For example, 96.4% of *Private Clubs*’ readers have taken a domestic trip in the last 12 months, while 53.7% of MRI U.S. Adults have done so. $(96.4 \div 53.7) \times 100 = 180$. An index of 100 indicates no difference between the respondents and MRI U.S. Adults. Thus, an index of 175 means that the incidence of taking a domestic trip among *Private Clubs*’ readers is 80% greater than that of all U.S. Adults. Data from the MRI Spring 2007 Syndicated Study was employed to calculate all indices.

Means were computed using the actual values reported by respondents in open-ended questions and the midpoint of values in closed-ended questions. For the bottom range the midpoint was used (e.g., Less than 10 = 4.5); for the top range the lower limit of the range was used (e.g., 50 or more = 50) except for the age of respondents 65 or over. Respondents age 65 or over were assigned a value of 74.5. This was arrived at by choosing the midpoint for the age of male adult respondents age 65 or over on the MRI Syndicated Study.

Medians were computed using a summation process to reach the value at which 50% of the responses were higher and 50% were lower. With grouped data, the median value was calculated by taking the required proportion of the range within which the median value (50%) fell.

In percentaging, “no answers” are removed from the base except in cases where the non-response is 10% or greater of Total Respondents, in which case the non-response is included in the base for that table and related tables.

The banner point “HHI – \$300K+” which contains less than 100 respondents is unstable and should be used for directional purposes only.

All questionnaires were processed employing standard market research editing, coding and tabulating procedures.

cover letters

3030 LBJ FREEWAY SUITE 350 DALLAS, TX 75234

PRIVATE CLUBS Magazine

Dear PRIVATE CLUBS Subscriber,

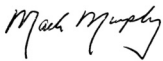
The most important aspect of the success of Private Clubs magazine is you - our reader. We know that, in order to provide interesting, informative, and entertaining content to our readers, we need to know our readers and their likes and interests. Therefore, we are conducting an important survey of our subscribers, covering various aspects of their lives, interests, and activities, and we hope that you will participate.

The attached questionnaire is designed to provide the information necessary. Your answers will, I assure you, be treated in the strictest confidence. To ensure your anonymity, this survey will be sent to an independent research firm that will not identify you to me or anyone else - ever.

Since you are part of a small, carefully selected sample, it is very important to the success of this study that you fill out the attached questionnaire completely and return it as soon as possible. A postage-paid envelope is enclosed for your convenience.

Thank you for taking the time to allow us to better get to know you.

Sincerely,



Mark Murphy
Publisher

P.S. The enclosed five-dollar bill is a token of our appreciation.

(972) 888-7547 FAX: (972) 888-7338

3030 LBJ FREEWAY SUITE 350 DALLAS, TX 75234

PRIVATE CLUBS Magazine

Dear PRIVATE CLUBS Subscriber,

You were recently asked to participate in a confidential survey we are conducting among our subscribers.

If you have already returned the questionnaire, please accept our sincere thanks. If, however, you have not yet had a chance to answer the questionnaire, we hope you will take a few minutes to complete the extra copy we have enclosed.

Your reply is very important to us because only a small sample of subscribers has been selected to participate. Please be assured that all answers are confidential and will be used only in combination with other responses to create a composite description of our readers.

For your convenience, a postage-paid return envelope is enclosed. Many thanks for your help.

Sincerely,



Mark Murphy
Publisher

(972) 888-7547 FAX: (972) 888-7338

questionnaire

PRIVATE CLUBS AND THE RESORT LIFESTYLE

A CONFIDENTIAL SURVEY OF OUR READERS

This is a study about you, a reader of PRIVATE CLUBS. Please complete this questionnaire by placing an "X" in the appropriate box or by writing your answer in the space where applicable. "Your household" refers to all persons living with you regardless of whether or not they are relatives.

ABOUT YOU AND PRIVATE CLUBS

1. On the average, out of 4 issues that are published, how many issues of PRIVATE CLUBS do you read or look into?

4 out of 4 issues 61 None out of 4 issues 0
 3 out of 4 issues 2
 2 out of 4 issues 3 **New reader, have not yet**
 1 out of 4 issues 4 **obtained 4 issues** 4

2. Where do you usually read your copy of PRIVATE CLUBS? (Please X all that apply.)

At home 71 Elsewhere 4
 Where I work 2 **Still reading first issue** 4
 At the club (e.g., country, athletic, resort) 3 (Please X box and go to next section, "Other Publications.")

3. Considering all the times you pick it up, about how much time, in total, do you spend reading or looking into an average issue of PRIVATE CLUBS?

Less than 15 minutes 61 30 to 44 minutes 3 1 hour or more 5
 15 to 29 minutes 2 45 to 59 minutes 4

4. **Not including yourself**, how many other adults (18 years or older), including household members and non-household members, usually read or look into your copy of PRIVATE CLUBS? (If "0," please fill in.)

Number of other male adult readers # (9-10) _____
 Number of other female adult readers # (11-12) _____

5. What do you usually do with your copy of PRIVATE CLUBS after you have finished reading it? (Please X all that apply.)

Clip and save items of interest 131 Pass it along to someone else 4
 Discard it 2 Save entire issue 5
 Give it to a hospital, library, or institution 3 Other: (Please specify) _____ 4

6. Which of the following actions have you taken in the last 12 months as a result of reading PRIVATE CLUBS? (Please X all that apply.)

Bought/ordered a product or service 141 Used advertising for travel planning 2
 Called a toll-free number 2 Used articles for entertainment ideas 8
 Cut out an advertisement 3 Visited an advertiser's website 9
 Cut out an article 4 Visited a ClubCorp property 9
 Discussed an article or referred someone to it 5 Visited www.privateclubs.com 4
 Requested information on a product or service 6 **None of these** 4

7. How do you rate PRIVATE CLUBS overall compared to other publications you read?

One of my favorites 151 Average 4
 Very good 2 Poor 5
 Good 3

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OTHER PUBLICATIONS

1. Which of the following publications do you subscribe to in your own name? (Please X all that apply.)

Architectural Digest 291 Fortune 291 T & L Golf 211
 Art & Antiques 2 Golf 2 Town & Country 2
 ARTnews 3 Golf Digest 3 Travel + Leisure 3
 Barron's 4 Golf for Women 4 The Wall Street Journal 4
 Bon Appetit 4 Gourmet 5 Wine Spectator 5
 Cigar Aficionado 4 Inc. 4 Worth 4
 Coastal Living 7 Links 7 Yachting 7
 Condé Nast Traveler 8 Money 8 Trade magazine related to my business or profession 8
 Departures 9 Robb Report 9
 Food & Wine 0 Smithsonian 0
 Forbes 4 Southern Living 4 **None of these** 0

CLUB MEMBERSHIP

1. To which of the following types of clubs do you personally belong? (Please X all that apply.)

Business club 221 Health club 3 Yacht club 5
 Country club 2 Resort club 4 **None of these** 0

2. To how many private clubs (e.g., business, country, health, golf resort clubs) do you or other members of your household currently belong? (If "0," please fill in.)

Number of private clubs # (03-24) _____

GOLF ACTIVITIES

1a. Have you played golf in the last 12 months?

Yes 25-1 No 2 (If "No," X box and go to question 2.)

1b. Approximately how many rounds of golf, in total, have you played in the last 12 months?

Less than 5 26-1 25 - 29 5 75 - 99 9
 5 - 9 2 30 - 39 6 100 - 149 4
 10 - 19 2 40 - 49 2 150 or more 0
 20 - 24 4 50 - 74 8

2. On average, how much did you spend on golf equipment in the last 12 months?

Less than \$250 27-1 \$ 750 - \$ 999 4 **Did not spend money on**
 \$250 - \$499 2 \$1,000 - \$1,999 6 **golf equipment in the**
 \$500 - \$749 3 \$2,000 or more 6 **last 12 months** 0

3. On average, how much did you spend on golf apparel/accessories in the last 12 months?

Less than \$250 28-1 \$500 - \$999 3 **Did not spend money on**
 \$250 - \$499 2 \$1,000 or more 4 **golf apparel/accessories**
 in the last 12 months 0

4. From where do you purchase your golf apparel/accessories? (Please X all that apply.)

My club pro shop 29-1 Retailer 3
 Online 2 **None of these** 0

5a. Do you maintain a golf handicap?

Yes 30-1 No 2 (If "No," X box and go to question 6.)

5b. Please fill in your golf handicap. Golf handicap (31-32) _____

6. Have you taken a golf-related vacation of more than one day's duration in the last 12 months?

Yes 33-1 No 2 (If "No," X box and go to next section, "Activities.")

7. Approximately how much did you spend, in total, on golf-related vacations of more than one day's duration in the last 12 months?

Less than \$500 34-1 \$1,500 - \$1,999 4 \$3,000 - \$4,999 7
 \$ 500 - \$ 999 2 \$2,000 - \$2,499 6 \$5,000 - \$7,499 8
 \$1,000 - \$1,499 3 \$2,500 - \$2,999 6 \$7,500 or more 0

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ACTIVITIES

1. In which of the following activities did you personally participate during the last 12 months? (Please X all that apply.)

LEISURE

Adult education courses 38-1 Attend sporting events 39-1 Manage own investments 5
 Art collecting 2 Dining out 2 Go to museums 6
 Attend cigar smoking events 3 Entertain friends/relatives 7
 Attend cultural/art events 4 at home 4 Wine collecting/tasting 8
 Attend music performances 5 Family vacations 4 **None of these** 0

SPORTS

Backpacking/hiking 40-1 Jogging/running 41-1 Target shooting 4
 Bicycling 2 Sailing 2 Tennis 7
 Boating (power) 3 Skiing (downhill/cross country) 3 Water skiing 8
 Fishing 4 Snowboarding 4 Yoga 9
 Health club/gym workout 5 Swimming 5 **None of these** 0

CIVIC ACTIVITIES

1. Which of these have you and/or other members of your household done in the last 12 months? (Please X all that apply under each column.)

	You	Other Household Members
Engaged in fundraising 42-1	43-1	0
Held or run for political office 2	0	2
Made a speech 3	0	3
Participated in environmental groups/causes 4	0	4
Served as an officer for some club or organization 5	0	5
Worked for a political party 6	0	6
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show to express an opinion 7	0	7
Written an article for a magazine or newspaper 8	0	8
Written something that has been published 9	0	9
None of these 0	0	0

2. Are you currently on the board of directors of any company? Yes 44-1 No 2

TRAVEL

1. Have you personally stayed at a hotel or motel for business and/or personal/vacation reasons in the last 12 months?

Yes 45-1 No 2

2. Have you personally stayed at a full service or all-inclusive resort within the last 12 months?

Yes 46-1 No 2

FOREIGN TRAVEL

1a. Have you personally taken a trip outside the continental United States or to Alaska or Hawaii in the last 3 years?

Yes 47-1 No 2 (If "No," X box and go to next section, "Domestic Travel.")

1b. Please fill in the number of trips you have taken outside the continental United States or to Alaska or Hawaii in the last 3 years. (If "0," please fill in.)

Business # (48-49) _____ Vacation/personal # (50-51) _____ Part business/part vacation # (52-53) _____

1c. Which of these places did you visit in the last 3 years? (Please X all that apply.)

Alaska 54-1 Australia/New Zealand/ 8
 Canada 2 South Pacific 9
 Mexico 3 Central/South America 0
 Hawaii 4 Middle East 0
 Caribbean/Bermuda 5 Africa East 4
 Europe 6
 Asia 7 **None of these** 0

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2. (If took a foreign vacation trip in the last 3 years): Which of these activities did you do on these foreign trips made for vacation reasons? (Please X all that apply.)

Go to beach 58-1 Skiing (cross country/downhill) 5
 General sightseeing 2 Visit a casino 6
 Play golf 3 Visit a health spa/retreat 7
 Shopping 4 **None of these** 0

3. (If took a foreign vacation trip in the last 3 years): Approximately how much did you spend, in total, on foreign vacations in the last 12 months?

Less than \$1,000 59-1 \$ 6,000 - \$ 9,999 5 **Did not spend money on**
 \$1,000 - \$2,999 2 \$10,000 - \$14,999 6 **foreign vacations in the**
 \$3,000 - \$4,999 3 \$15,000 - \$19,999 7 **last 12 months** 0
 \$4,500 - \$5,999 4 \$20,000 or more 8

DOMESTIC TRAVEL

1a. Have you personally made any trips of more than one day's duration within the continental United States in the last 12 months, including business, vacation or weekend travel? (Please do not include travel to Alaska or Hawaii.)

Yes 60-1 No 2 (If "No," X box and go to next section, "Cruises.")

1b. Please fill in the number of trips of more than one day's duration you have made within the continental United States in the last 12 months. (If "0," please fill in.)

Business # (61-62) _____ Vacation/personal # (63-64) _____ Part business/part vacation # (65-66) _____

2. (If took a domestic vacation trip): Which of these activities did you do on these domestic trips made for vacation reasons? (Please X all that apply.)

Go to beach 67-1 Skiing (cross country/downhill) 5
 General sightseeing 2 Visit a casino 6
 Play golf 3 Visit a health spa/retreat 7
 Shopping 4 **None of these** 0

3. (If took a domestic vacation trip): Approximately how much did you spend, in total, on domestic vacations in the last 12 months?

Less than \$1,000 68-1 \$3,000 - \$3,999 5 \$ 7,500 - \$ 9,999 8
 \$1,000 - \$1,499 2 \$4,000 - \$4,999 6 \$10,000 - \$14,999 9
 \$1,500 - \$1,999 3 \$5,000 - \$7,499 7 \$15,000 or more 0
 \$2,000 - \$2,999 4

CRUISES

1a. Have you personally taken a cruise of more than one day's duration in the last 3 years?

Yes 69-1 No 2 (If "No," X box and go to question 2.)

1b. How many cruises have you personally taken of more than one day's duration in the last 3 years?

One 70-1 Three 3
 Two 2 Four or more 4

1c. What duration cruises did you personally take in the last 3 years? (Please X all that apply.)

Under 4 days 71-1 7 to 8 days 3 11 to 13 days 5
 4 to 6 days 2 9 to 10 days 4 14 days or more 0

1d. Approximately how much have you spent, in total, on cruises in the last 3 years?

Less than \$1,000 72-1 \$1,500 - \$1,999 3 \$3,000 - \$4,999 5
 \$1,000 - \$1,499 2 \$2,000 - \$2,999 4 \$5,000 or more 6

2. Do you or other members of your household plan to take a cruise in the next 2 years?

Yes 73-1 No 2

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questionnaire

VEHICLES 77-802

1. How many vehicles do you or other members of your household currently own or personally lease? (Please include cars, trucks, vans, mini-vans, or sport utility vehicles and do not include company vehicles.)

One..... 6-1 Three..... 3-4 Five or more..... 5-
Two..... 2-4 Four..... 4-5 None..... 0-0

(If "None," X box and go to next section, "Vehicle Purchase/Lease Plans.")

2. Please fill in the following information for each vehicle currently owned or leased by you or other members of your household.

MAKE (e.g., Acura, BMW, Lexus)	MODEL (e.g., RL, 750, ES)	MODEL YEAR (e.g., 2006, 2007)	PURCHASED	LEASED	BOUGHT New Used
1. _____	_____	_____	<input type="checkbox"/> 132-350	<input type="checkbox"/> 52-1	<input type="checkbox"/> 2-2
2. _____	_____	_____	<input type="checkbox"/> 136-399	<input type="checkbox"/> 53-1	<input type="checkbox"/> 2-2
3. _____	_____	_____	<input type="checkbox"/> 140-431	<input type="checkbox"/> 54-1	<input type="checkbox"/> 2-2
4. _____	_____	_____	<input type="checkbox"/> 144-471	<input type="checkbox"/> 55-1	<input type="checkbox"/> 2-2
5. _____	_____	_____	<input type="checkbox"/> 148-511	<input type="checkbox"/> 56-1	<input type="checkbox"/> 2-2
6. _____	_____	_____			
7. _____	_____	_____			
8. _____	_____	_____			
9. _____	_____	_____			
10. _____	_____	_____			
11. _____	_____	_____			

3. What was the total amount spent on the purchase of your most recent vehicle? (Please X one answer only.)

Under \$20,000..... 62-1 \$30,000 - \$39,999..... 3 \$50,000 - \$59,999..... 4
\$20,000 - \$29,999..... 2 \$40,000 - \$49,999..... 4 \$60,000 or more..... 5

VEHICLE PURCHASE/LEASE PLANS

1. When do you or other household members plan to purchase or lease a new vehicle?

Within the next 12 months..... 63-1 3 or more years from now..... 4 Household does not plan to purchase/lease a new vehicle..... 0
1 year to less than 2 years from now..... 2 Undecided/not sure..... 5
2 years to less than 3 years from now..... 3

PRIVATE JETS

1a. Are you a fractional jet owner or user through one of the national companies (Netjets, Flight Options, Marquis, Cerulean Jet, etc.)?

Yes..... 64-1 (Please go to next section, "Computers/Internet.")
No..... 2 (Please continue.)

1b. Will you consider purchasing or using fractional jet ownership in the next 12 months? Yes 65-1 No 2

COMPUTERS/INTERNET

1a. Do you or does anyone in your household own a personal computer?

Yes 66-1 No 2 (If "No," X box and go to question 2a.)

1b. What type(s) of personal computer(s) does your household own? (Please X all that apply.)

Desktop..... 67-1 Laptop/notebook/tablet..... 2 Handheld/palmheld..... 3

2a. Is the Internet available to you either at home, at work, at a school or library or at another place? (Please X all that apply.)

Yes, at home..... 68-1 Yes, at another place..... 4
Yes, at work..... 2 No, do not have Internet availability..... 0
Yes, at a school or library..... 3 (If "Do Not Have Internet Availability," X box and go to next section, "Beverages.")

2b. Have you looked at or used the Internet either at home, at work, at a school or library or at another place in the last 30 days? (Please X all that apply.)

Yes, at home..... 69-1 Yes, at another place..... 4
Yes, at work..... 2 No, have not looked at/used the Internet..... 0
Yes, at a school or library..... 3 (If "Have Not Looked At/Used The Internet," X box and go to next section, "Beverages.")

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2c. In the last 30 days, what specifically did you use the Internet for? (Please X all that apply.)

Made a purchase for business use..... 73-1 Traded stocks, bonds or mutual funds..... 74-1
Made a purchase for personal use..... 2 Viewed or listened to podcast..... 2
Made business travel plans..... 3 Visited a magazine website..... 3
Made personal travel plans..... 4 Visited blogs/forums..... 4
Obtained information about real estate..... 5 Visited ClubCorp websites (e.g., privateclubs.com, signatureold.com, my club website)..... 5
Obtained information for new or used car purchase..... 6 Visited social or business networking sites..... 6
Online banking..... 7 Watched/downloaded videos..... 7
Tracked investments..... 8 Other..... 8

2d. How often do you look at or use the Internet in an average month?

5 or more times per day..... 75-1 3 - 6 times per week..... 3 Less than once a week..... 5
2 - 4 times per day..... 2 1 - 2 times per week..... 4

BEVERAGES

1. Which of the following beverages did you personally drink in the last 6 months either at home or away from home? (Please X all that apply.)

Port, sherry & dessert wines..... 76-1 Tequila..... 77-1
Champagne, cold duck & sparkling wines..... 2 Scotch..... 2
Domestic..... 3 Bourbon..... 3
Imported..... 4 Whiskey..... 4
Cordials & liqueurs..... 4 Domestic dinner/table wine..... 5
Cognac..... 5 Imported dinner/table wine..... 6
Brandy..... 6 Specialty wines & aperitifs..... 7
Gin..... 7 (e.g., Campari, Dubonnet, Yago)..... 7
Vodka..... 8
Rum..... 9 None of these..... 0

2. When ordering a drink away from home (e.g., private club, bar, restaurant), how often do you order by brand?

Always 78-1 Sometimes 2 Never 3

3. Have you personally tried a new brand of alcoholic beverage in the last 12 months? Yes 79-1 No 2

4. Have you personally purchased any wine in the last 6 weeks? Yes 80-1 No 2

INVESTMENTS

1a. Which of the following investments do you own? (Please X all that apply.)

U.S. savings bonds..... 61 Annuities..... 61
U.S. treasury notes..... 2 Savings certificates..... 2
Other U.S. government bonds..... 3 Insured money market accounts (bank)..... 3
Common or preferred stock..... 4 Certificates of deposit (CD's)..... 4
Privately held shares of companies or partnerships..... 5 Investment in gold, or other precious metals or gems..... 5
City/municipal or state bonds..... 6 Investment collections of antiques, books, stamps, etc..... 6
Corporate bonds or debentures..... 7 Other investments..... 6
Money market funds..... 8 Mutual funds (bonds)..... 9 (e.g., commodities, puts, calls)..... 7
Mutual funds (stocks)..... 0 Do not own any investments..... 0
Tax exempt funds..... 4 (If "Do Not Own Any Investments," X box and go to question 2.)

1b. What would you estimate is the total value of your investment portfolio? (Please include all of the items you have X'd in the previous question.)

Under \$10,000..... 81 \$250,000 - \$499,999..... 91 \$5,000,000 - \$9,999,999..... 4
\$10,000 - \$24,999..... 2 \$500,000 - \$749,999..... 2 \$10,000,000 or more..... 7
\$25,000 - \$49,999..... 3 \$750,000 - \$999,999..... 3 If more than \$10,000,000, enter approximate amount: \$..... (10-18)
\$50,000 - \$99,999..... 4 \$1,000,000 - \$1,999,999..... 5
\$100,000 - \$149,999..... 5 \$2,000,000 - \$4,999,999..... 6 \$..... (10-18)
\$150,000 - \$249,999..... 6

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2. For which of the following reasons did you contact each of the following type of brokerage firm in the last 12 months? (Please X all that apply under each column.)

	Discount Brokerage Firm	Full Service Brokerage Firm	Online Brokerage Firm
Advice or price quotes..... 72-1	<input type="checkbox"/> 73-1	<input type="checkbox"/> 74-1	<input type="checkbox"/> 75-1
Purchased or sold bonds..... 2	<input type="checkbox"/> 2	<input type="checkbox"/> 2	<input type="checkbox"/> 2
Purchased or sold stocks..... 3	<input type="checkbox"/> 3	<input type="checkbox"/> 3	<input type="checkbox"/> 3

3. Do you use a financial planner? Yes 28-1 No 2

4. How many investment transactions (e.g., stocks, bonds, mutual funds) did you execute in the last 12 months? (Please count each buy and sell separately.)

None..... 29-1 3 - 9..... 3 20 - 49..... 5
1 - 2..... 2 10 - 19..... 4 50 or more..... 6

REAL ESTATE

1a. Which of the following do you or other members of your household own? (Please X all that apply.)

1b. Which of the following do you or other members of your household plan to purchase in the next 12 months? (Please X all that apply.)

	1a. Household Owns	1b. Household Plans to Purchase Next 12 Months
Vacation/weekend home..... 30-1	<input type="checkbox"/> 31-1	<input type="checkbox"/> 32-1
Farm..... 2	<input type="checkbox"/> 2	<input type="checkbox"/> 2
Retirement real estate..... 3	<input type="checkbox"/> 3	<input type="checkbox"/> 3

2. (If household owns a vacation/weekend home): What is the approximate market value of your household's vacation/weekend home (including land)? That is, if your household was going to sell it, what do you think the vacation/weekend home would be worth?

Under \$200,000..... 36-1 \$500,000 - \$749,999..... 5 \$5,000,000 or more..... 9
\$200,000 - \$299,999..... 2 \$750,000 - \$999,999..... 6 If more than \$5,000,000, enter approximate amount: \$..... (54-58)
\$300,000 - \$399,999..... 3 \$1,000,000 - \$2,999,999..... 7
\$400,000 - \$499,999..... 4 \$3,000,000 - \$4,999,999..... 8

ABOUT YOUR HOME

1. Which one of the following best describes your primary place of residence? (Please X one answer only.)

Own	Rent
House..... 43-1	House..... 4
Co-op/condominium..... 2	Apartment..... 5
Other..... 3	Other..... 6

2. (If "Own"): What is the approximate market value of your primary home (including land) or condo/co-op? That is, if you were going to sell it, what do you think your home would be worth?

Under \$200,000..... 44-1 \$500,000 - \$749,999..... 5 \$5,000,000 or more..... 9
\$200,000 - \$299,999..... 2 \$750,000 - \$999,999..... 6 If more than \$5,000,000, enter approximate amount: \$..... (54-58)
\$300,000 - \$399,999..... 3 \$1,000,000 - \$2,999,999..... 7
\$400,000 - \$499,999..... 4 \$3,000,000 - \$4,999,999..... 8

ABOUT YOU AND YOUR HOUSEHOLD

(All answers are confidential and will be used only in combination with those of other respondents to form a composite picture.)

1. Are you male or female? Male 53-1 Female 2

2. What is your age?

Under 18..... 54-1 30 - 34..... 4 45 - 49..... 7 55 - 64..... 9
18 - 20..... 2 35 - 39..... 5 50 - 54..... 8 65 or over..... 0
21 - 29..... 3 40 - 44..... 6

3. What is your current marital status? (Please X one answer only.)

Married..... 55-1 Widowed..... 3
Single, never married..... 2 Separated or divorced..... 4

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58

4. What is the highest level of education you have completed or the highest degree you have received? (Please X one answer only.)

Less than high school graduate..... 59-1 Graduated from 4-year college..... 4
Graduated high school or received equivalent degree (e.g., GED)..... 2 Master's degree..... 5
Attended college but did not graduate..... 3 Doctoral degree..... 6
Other professional degree (M.D., LL.B., etc.)..... 7

5. Which one of the following best describes your present employment status? (Please X one answer only.)

Employed: Full-time (35 or more hours per week)..... 60-1
Part-time (less than 35 hours per week)..... 2
Temporarily unemployed..... 3
Full-time student..... 4
Retired..... 5
Homemaker..... 6
Other..... 7 (Please X box and write in.)

If Employed: (If "Not Employed," X box and go to question 10.)

6a. What is your job title or position? (Please be specific. For example: Office Manager, Partner, Salesperson, Doctor, Lawyer, COO, CEO, CFO, Vice President, etc.)

(Write in)

6b. What are your most important responsibilities or duties? (For example: patient care, supervising order clerks, etc.)

(Write in)

7. What are the approximate gross annual sales or revenues of your entire company, including all plants, branches, divisions and subsidiaries?

Under \$1 million..... 63-1 \$10 - \$24.9 million..... 5 \$500 - \$999.9 million..... 9
\$1 - \$2.49 million..... 2 \$25 - \$49.9 million..... 6 \$1 - \$4.9 billion..... 0
\$2.5 - \$4.9 million..... 3 \$50 - \$99.9 million..... 7 \$5 - \$9.9 billion..... 4
\$5 - \$9.9 million..... 4 \$100 - \$499.9 million..... 8 \$10 billion or more..... 9

8. Are you self-employed? Yes 64-1 No 2

9. Are you an owner or partner in your business? (Please X all that apply.)

Owner 65-1 Partner 2 Neither 0

10. Do you currently have any children living at home? (Please X all that apply.)

Yes, 18 years or older..... 66-1 No, do not have children living at home..... 0
Yes, under 18 years old..... 2

11. Do you have any grandchildren under 18 years of age? Yes 67-1 No 2

12. Please X the box which best describes the total combined income before taxes of all members of your household in 2006. (Please include all income for yourself and all other persons living in your household from all sources. For example: wages, bonuses, profits, dividends, rental income, interest, pensions, etc.)

Under \$75,000..... 68-1 \$175,000 - \$199,999..... 6 \$750,000 - \$999,999..... 4
\$75,000 - \$99,999..... 2 \$200,000 - \$249,999..... 7 \$1,000,000 or more..... 7
\$100,000 - \$124,999..... 3 \$250,000 - \$299,999..... 8 If more than \$1,000,000, enter approximate amount: \$..... (69-70)
\$125,000 - \$149,999..... 4 \$300,000 - \$399,999..... 9
\$150,000 - \$174,999..... 5 \$500,000 - \$749,999..... 0

13. What is the current (approximate) total net worth of yourself and all members of your household? (Please include the estimated market value of equity in your own company, your home, other real estate, vehicles and all personal and household possessions as well as bank accounts, stocks, bonds, and other investments.)

Under \$300,000..... 61-1 \$750,000 - \$999,999..... 5 \$3,000,000 - \$4,999,999..... 9
\$300,000 - \$499,999..... 2 \$1,000,000 - \$1,999,999..... 6 \$5,000,000 or more..... 0
\$500,000 - \$599,999..... 3 \$1,500,000 - \$1,999,999..... 7 If more than \$5,000,000, enter approximate amount: \$..... (71-80)

GEOGRAPHIC AREA

1. Your State? _____ 2. Your Zip Code? _____ (15-19)

THANK YOU! We appreciate your help. Please mail the completed survey in the reply envelope (no postage necessary), or return to:

Marla Chan; Mediamark Research Inc.; Market Solutions Division; 75 Ninth Avenue, 5th Floor; New York, NY 10011

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