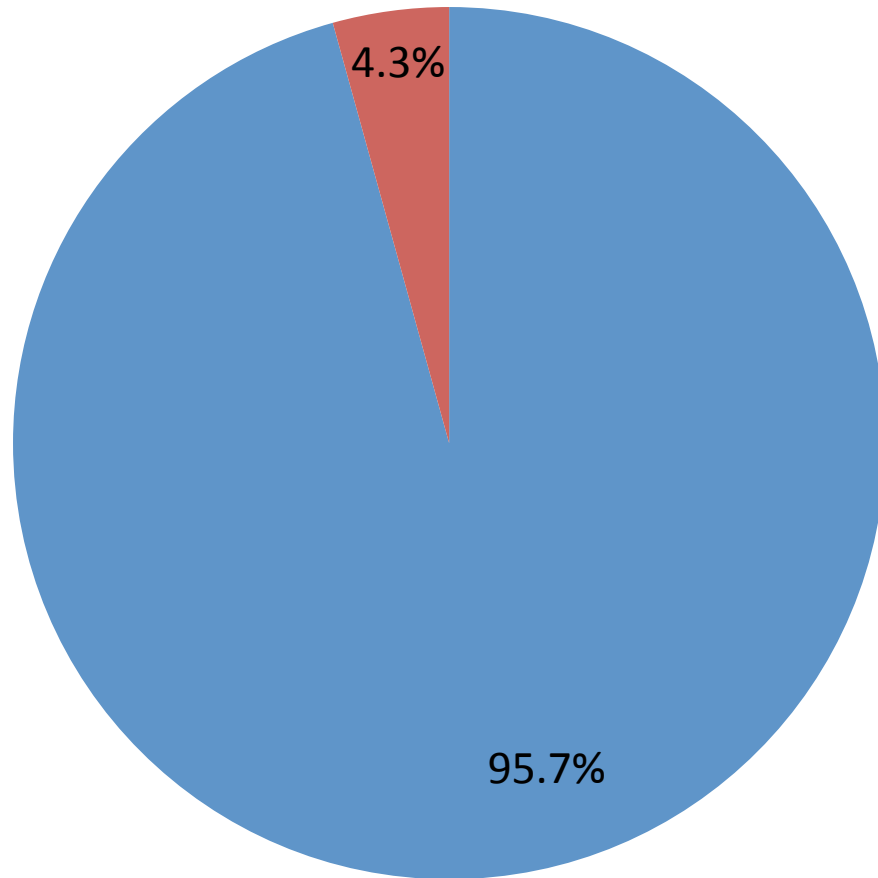




***NATIONAL SURVEY
Of NHC TOUR MEMBERS
FEBRUARY 2013***

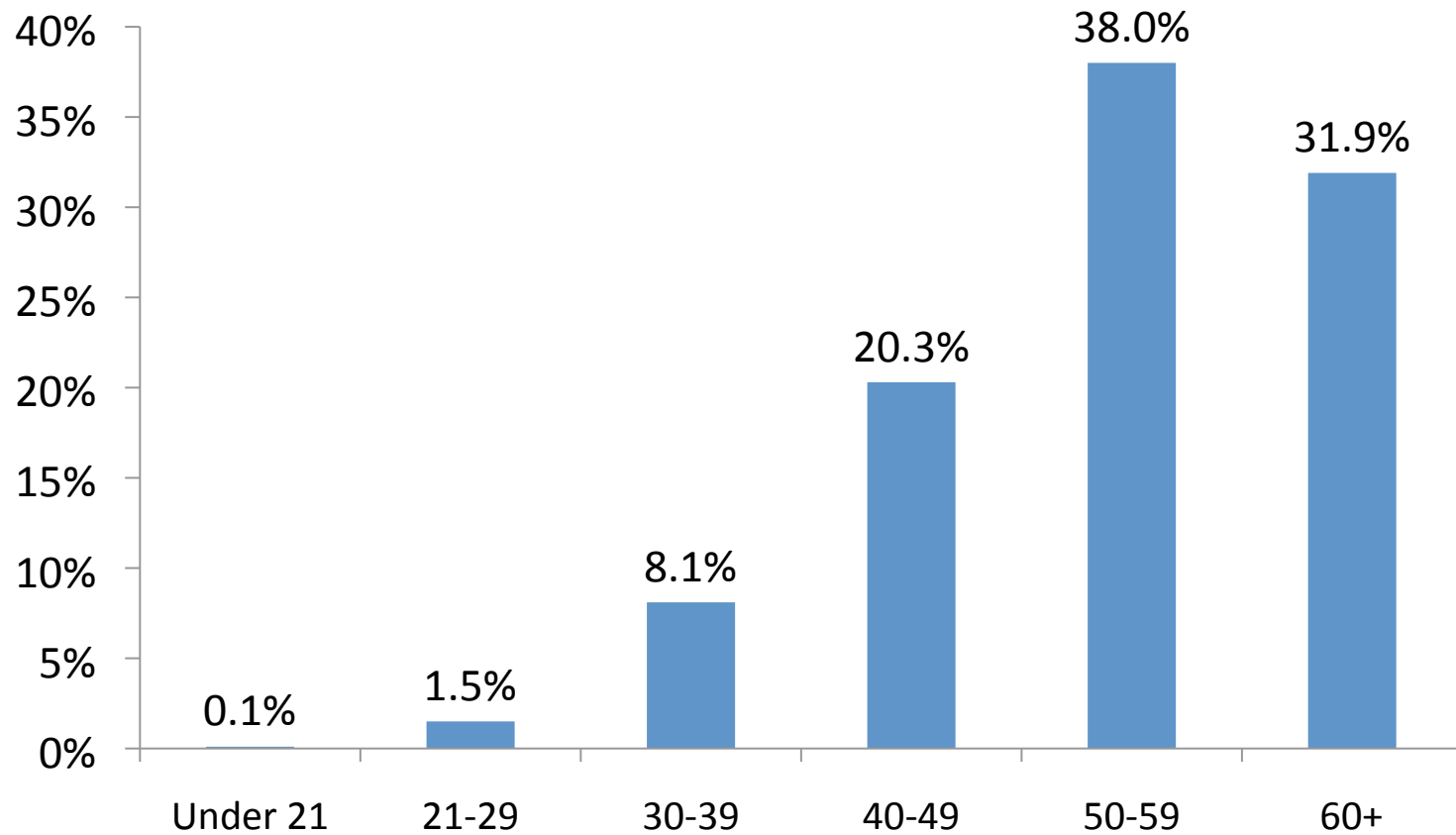
***DATA BASED ON 1,049 RESPONSES FROM 5,528 SURVEYS SENT
MARGIN OF ERROR—2.72%***

What is your gender?



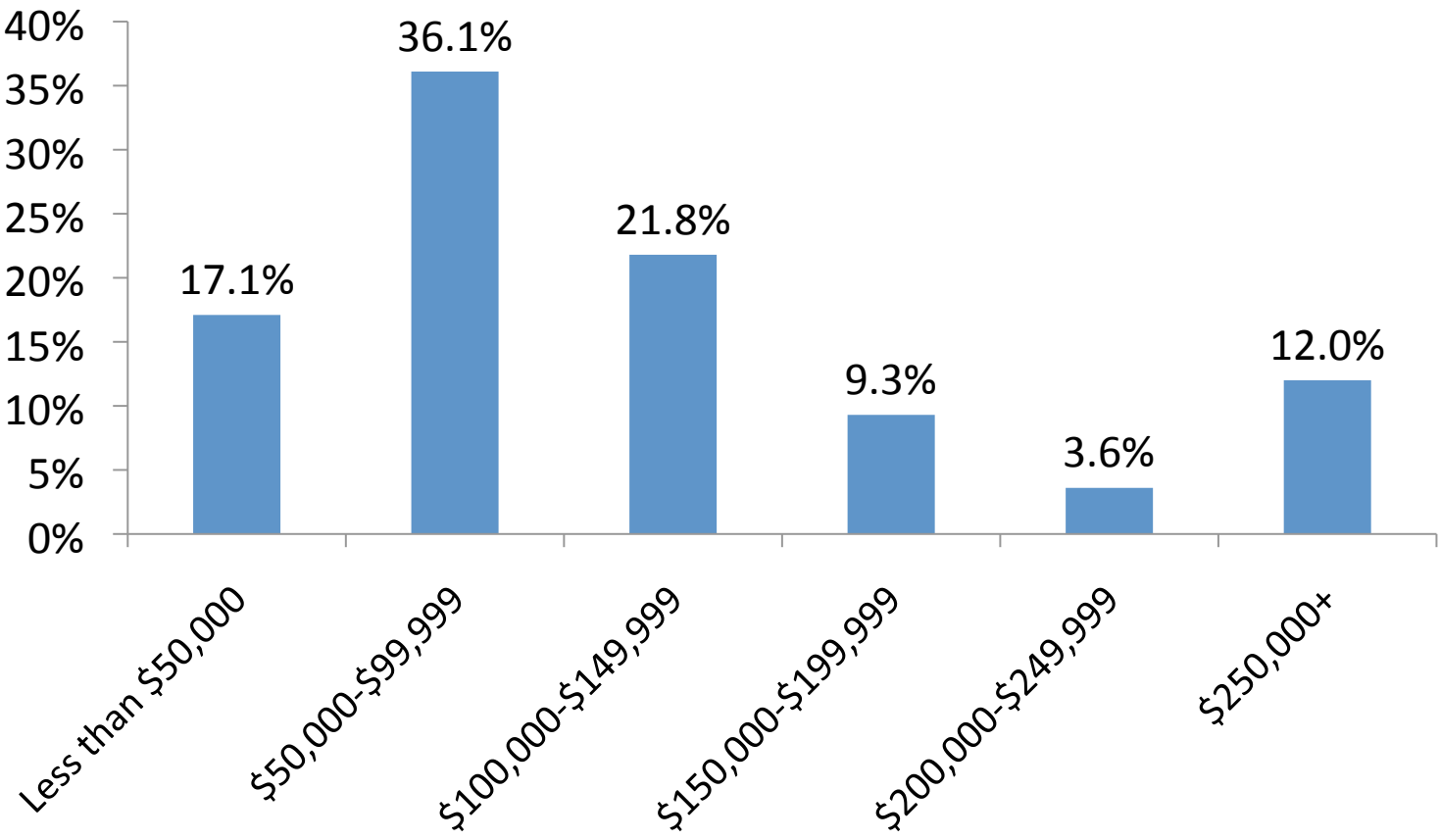
■ Male
■ Female

What is your age?



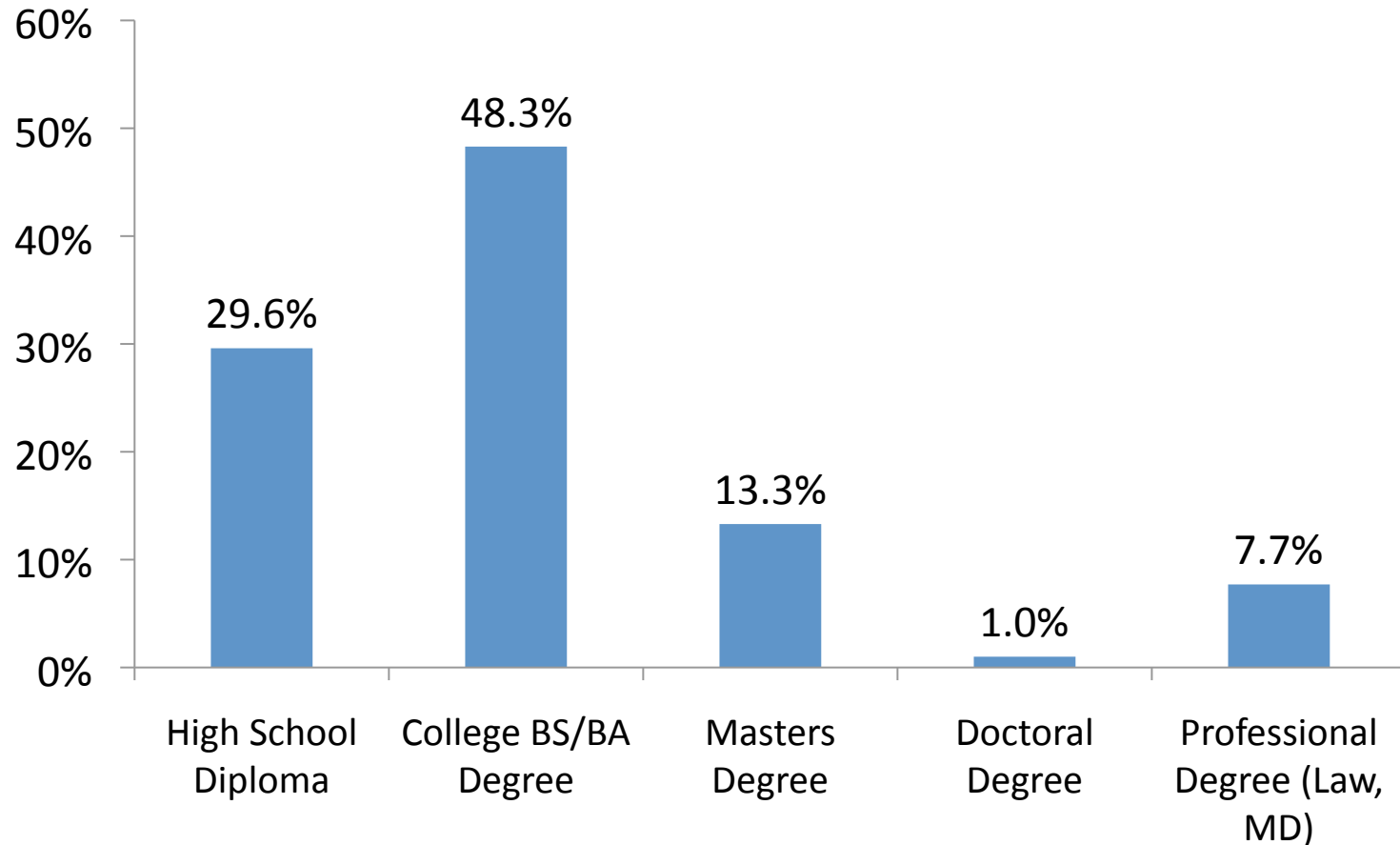
•The average age of a Tour Member is 52.

What is your annual income?



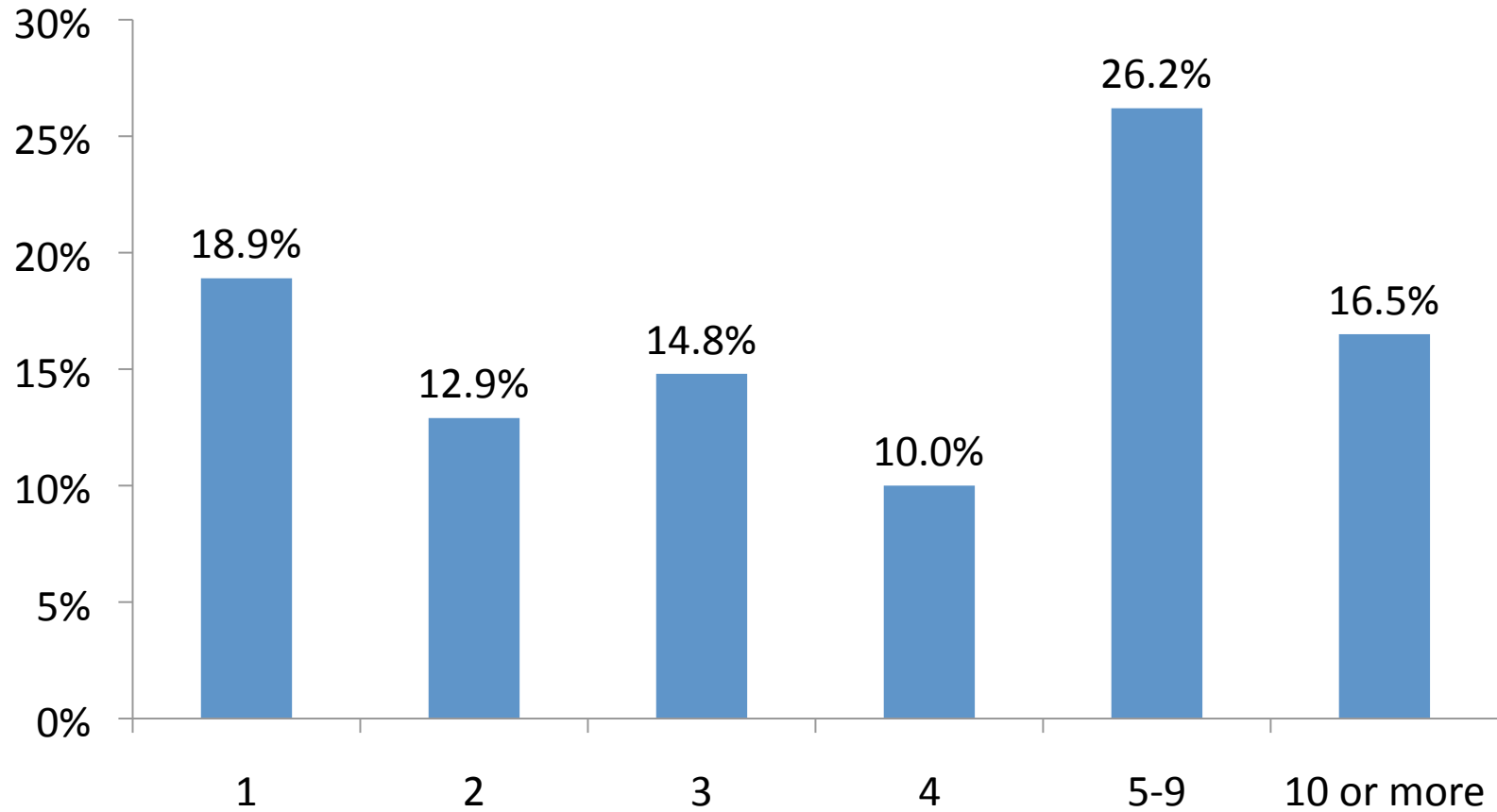
•The average income of an NHC Tour Member is \$117,000.

What is the highest level of education you have completed?



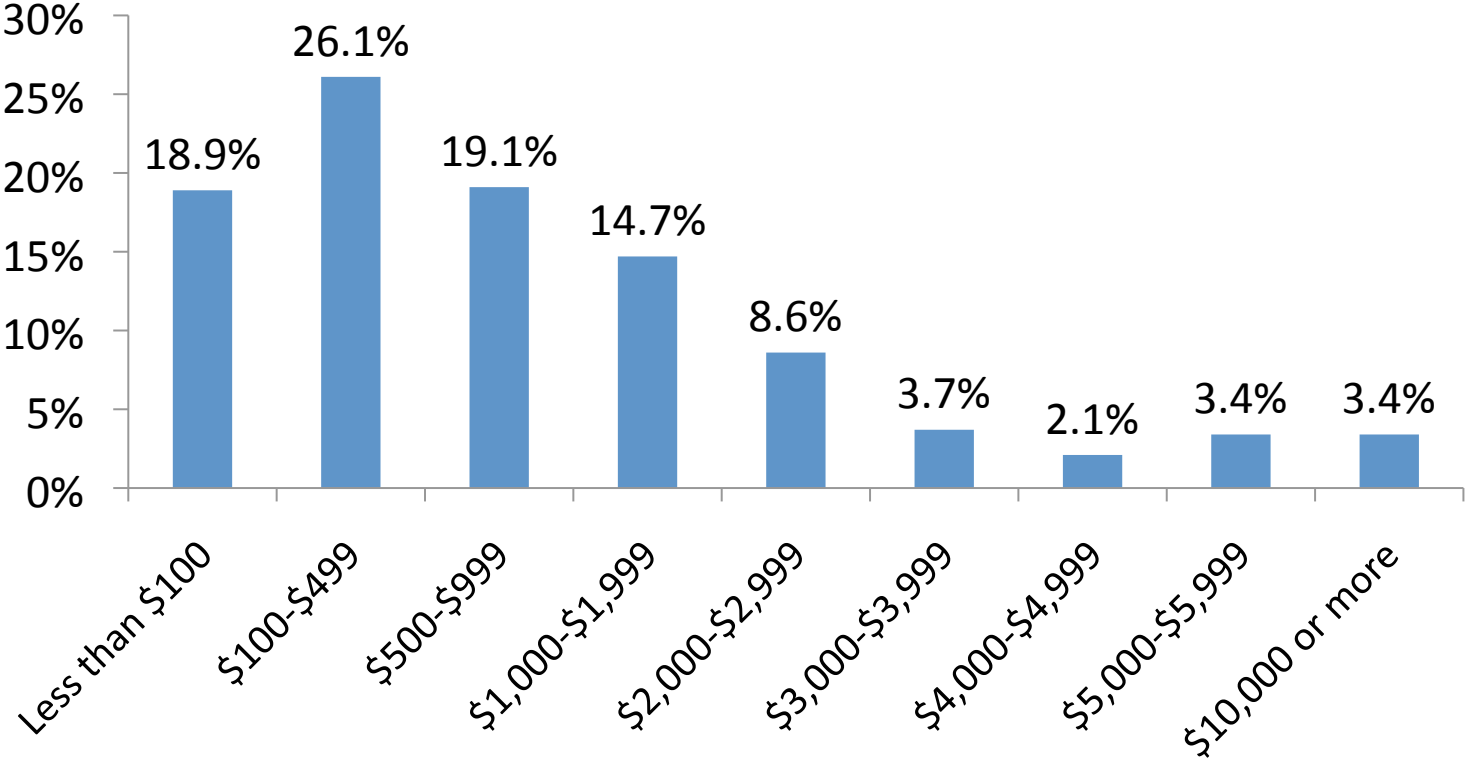
• Nearly 50% of Tour Members have a college degree while another 22% have a Masters, Doctoral or Professional degree.

How many NHC tournaments did you compete in during 2012?



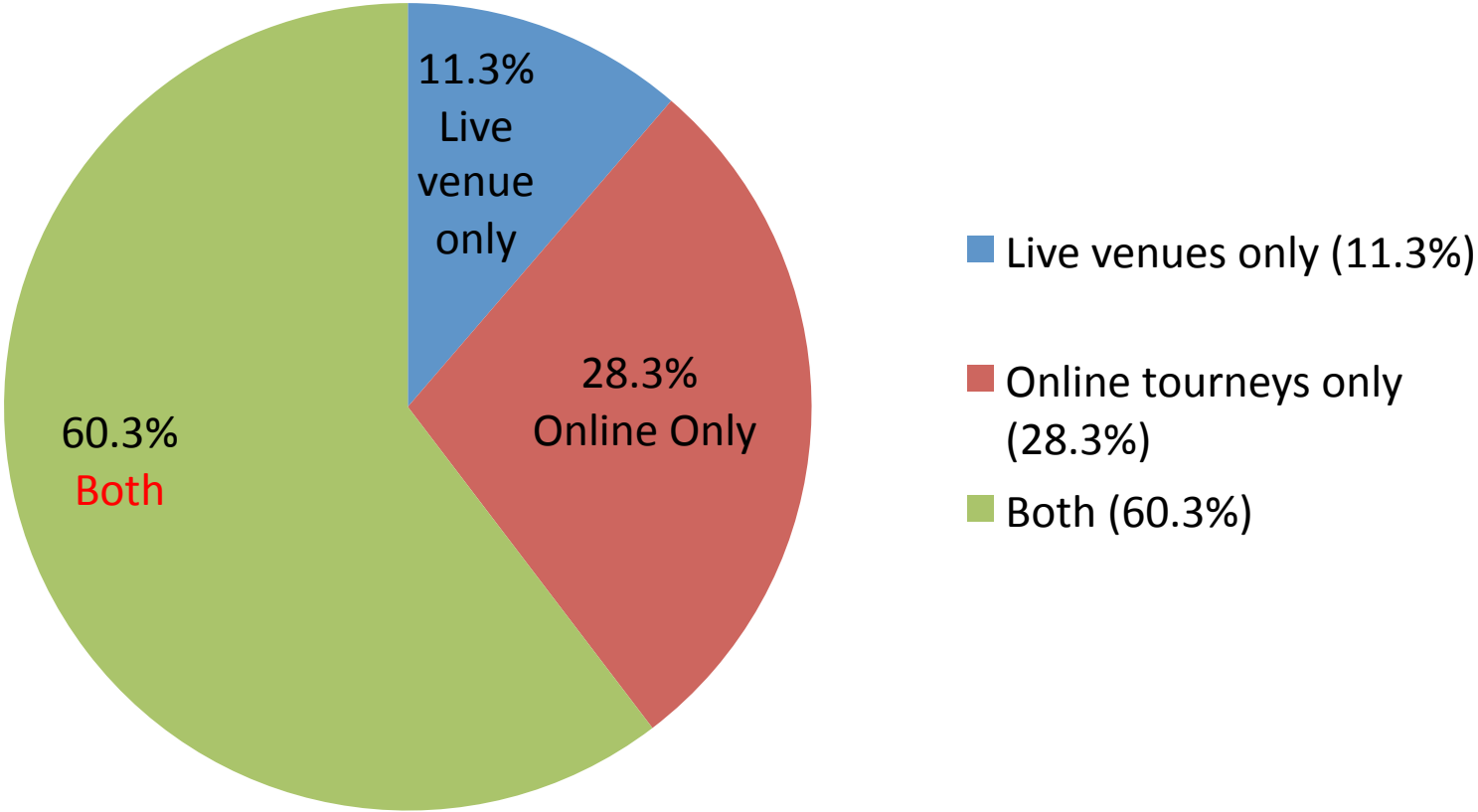
**** Tour Member plays in an average of nearly 5 tournaments every year.***

How much money do you spend each year trying to qualify for the NHC?

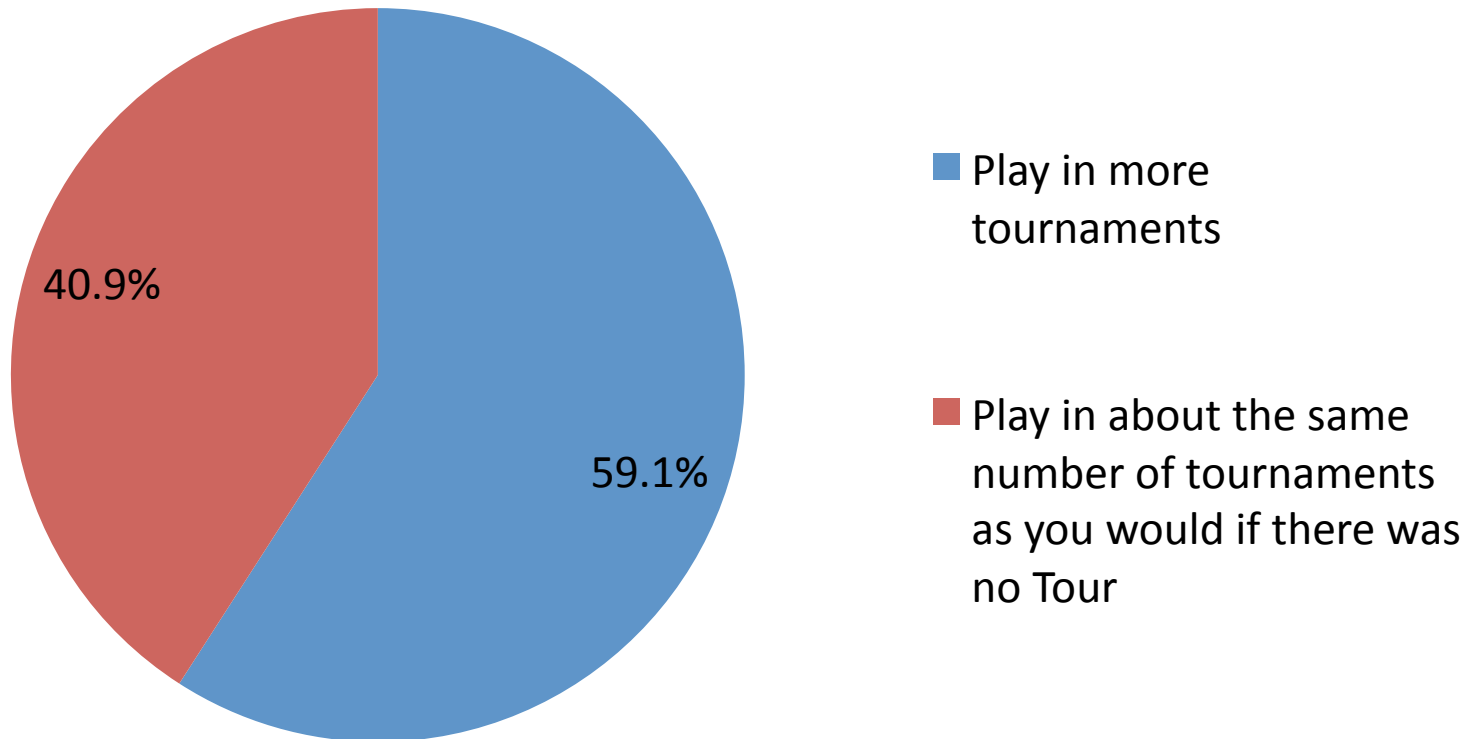


•Tour Members spend on average of \$1,500 annually trying to qualify for the NHC.

Do you participate in tournaments at live venues, online tournaments, or both?

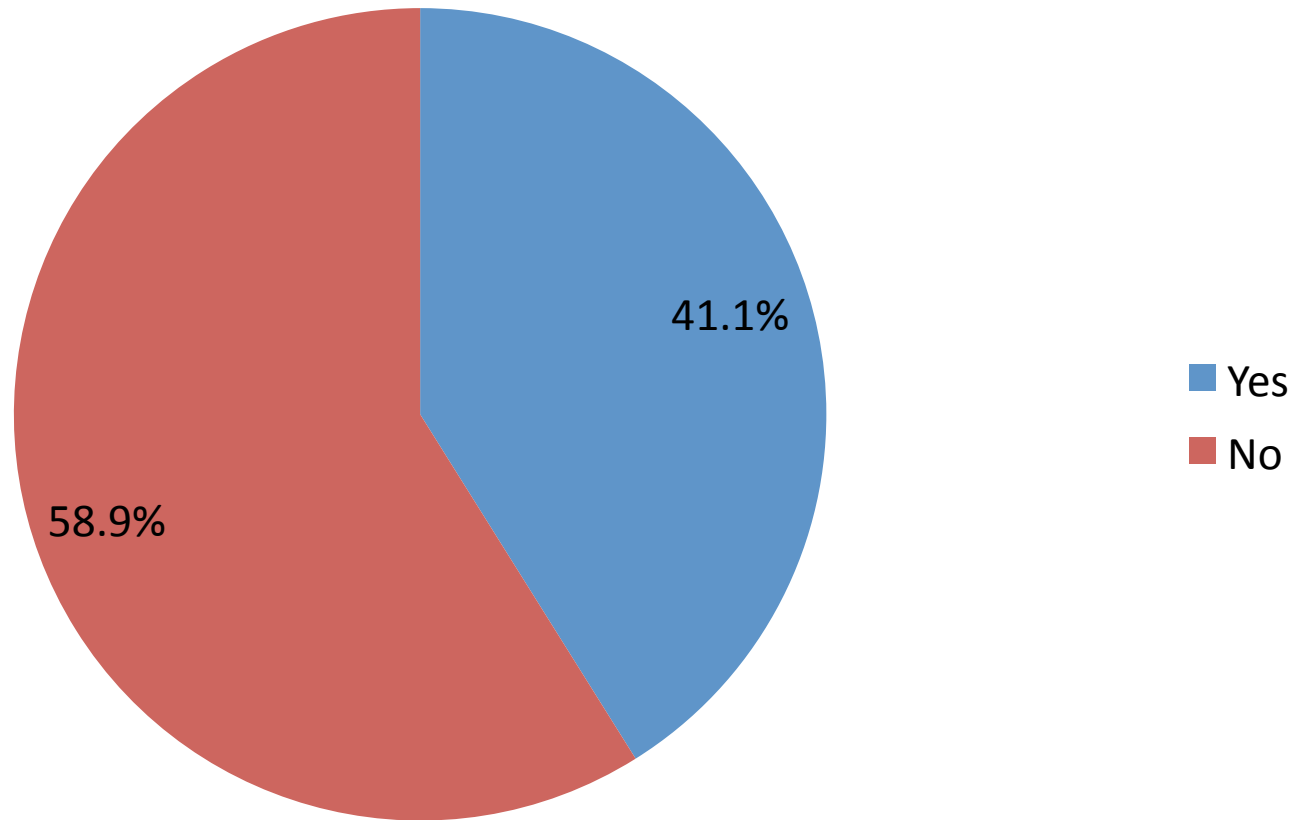


Does the NHC Tour motivate you to:

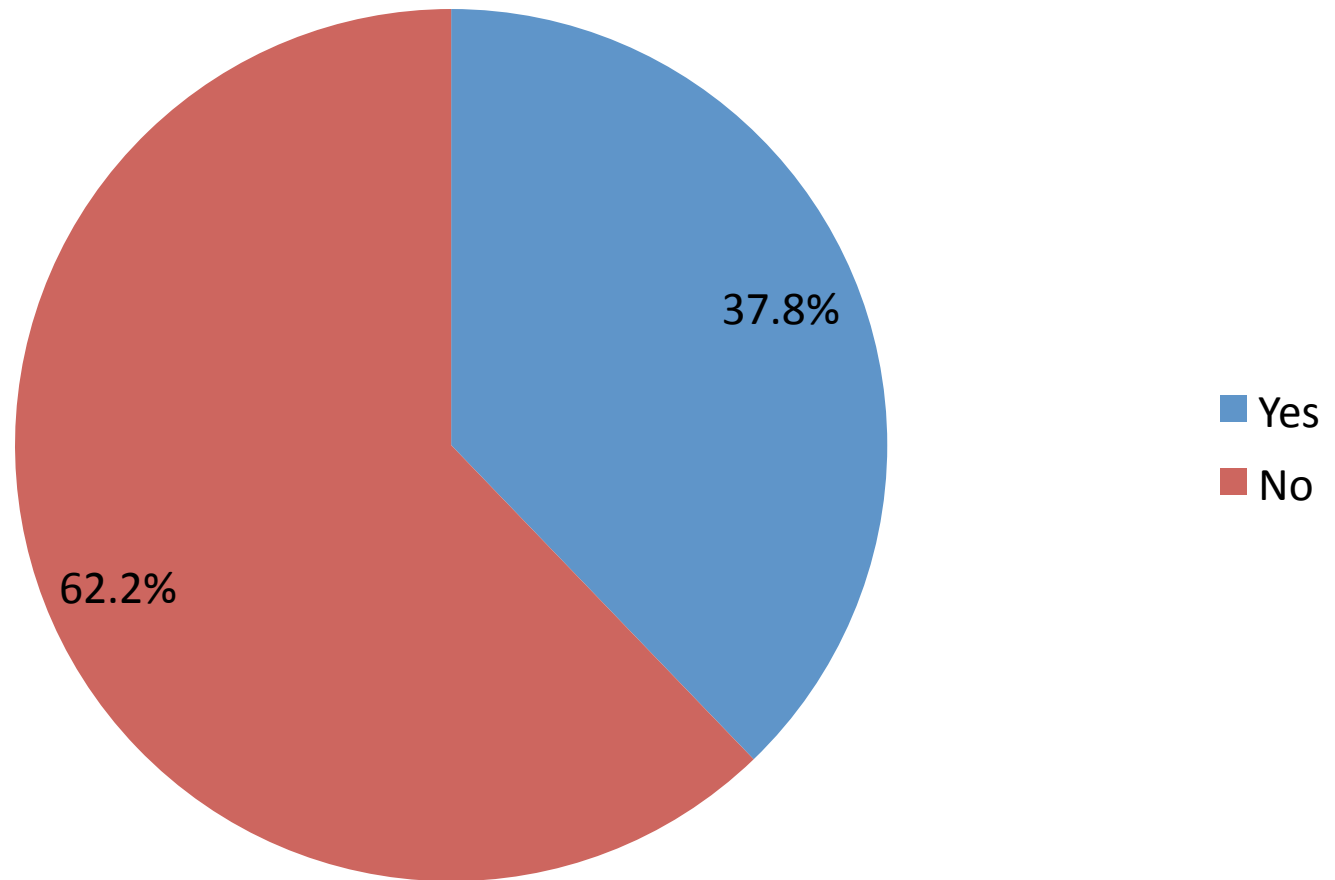


**** The addition of the NHC Tour in 2008 has led to increased tournament play among members.***

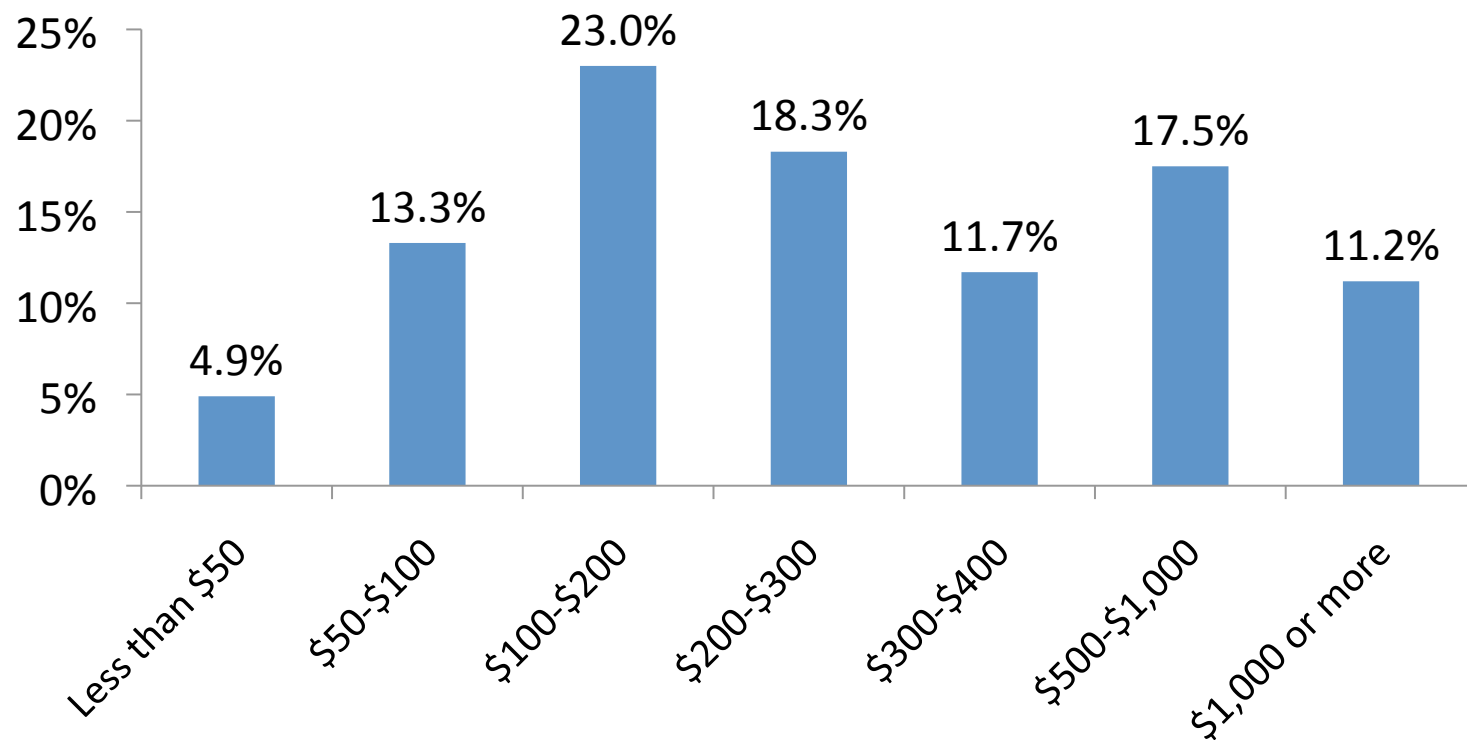
Do you sometimes travel overnight to participate in NHC tourneys?



Have you ever owned Thoroughbred racehorses?



How much do you wager on the races on a typical day/visit?



**** The average per capita daily wager of an NHC Tour Member is \$377.***