

2011 EQUESTRIAN SEASON ECONOMIC IMPACT REPORT



Prepared by

PROFILE
MARKETING RESEARCH

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Methodology

- Interviews were conducted during the 2011 season at the Winter Equestrian Festival, Polo and Jim Brandon Equestrian Center. A total of 390 surveys were completed, 222 at the Winter Equestrian Festival, 120 at Polo and 48 at the Jim Brandon Equestrian Center. These interviews were spread out among exhibitors, vendors and other participants (including sponsors, media, staff, judges, jump crew, etc.). Note, audience/spectators were not included in this research.
- Data is based on best estimates from respondents.
- Projections are included in this report, and should be viewed with caution.
 - Economic impact projections were calculated by multiplying spending behavior of survey respondents by estimated number of actual exhibitors/vendors/other, as provided the venues.
 - Projections are based on data provided by the venues to represent the actual number of exhibitors, vendors, and other participants at each venue as follows:

Winter Equestrian Festival			Polo			Dressage at Jim Brandon		
Exhibitors	Vendors	Others	Exhibitors	Vendors	Others	Exhibitors	Vendors	Others
15,000	100	3,500	850	3	934	2,950	137	1,100

- Note: 26 of 48 surveys (54%) completed by Jim Brandon participants were self-administered. All other surveys were administered by a PMR Professional Interviewer.



Glossary

Exhibitors: Owners, Riders, Grooms, Trainers, Barn Managers

Vendors: Those selling food, drinks, gifts, horse accessories, etc.

Other: Sponsors, Veterinarians, Ferriers, Staff, Officials, Judges, Jump Crew, Media

- Capital letters indicate a significant difference between subgroups at the 95% level of confidence.

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EXECUTIVE SUMMARY

- ❖ It is projected that 48,686 hotel room nights were utilized for all 2011 Equestrian events (Winter Equestrian Festival, Polo, Dressage at Jim Brandon) in area hotels, with a projected economic impact of \$5,821,624.
 - ❖ It is projected that 47,139 of these room nights were attributed to the Winter Equestrian Festival, with a projected economic impact of \$5,485,609.
 - ❖ It is projected that 1,288 of these room nights were attributed to Polo, with a projected economic impact of \$292,857.
 - ❖ It is projected that 259 of these room nights were attributed to Dressage, with a projected economic impact of \$43,158.
- ❖ It is projected that 51,351 rental apartment/condo nights were utilized for all 2011 Equestrian events (37,951 for the Winter Equestrian Festival, 8,968 for Polo and 4,432 for Dressage).
- ❖ It is projected that 4,765 timeshare nights were utilized for 2011 Equestrian events (all 4,765 attributed to the Winter Equestrian Festival).
- ❖ It is projected that 7,412 campground/RV nights were utilized for 2011 Equestrian events (all 7,412 attributed to the Winter Equestrian Festival).
- ❖ **Based on estimates, it is projected that the total expenditures (human and horse related) attributed to the 2011 Equestrian Season were \$185,451,115 (+/-4.92%)¹.**
 - ❖ It is projected that the total expenditures related to the Winter Equestrian Festival were an estimated \$120,759,093 (+/- 6.54%)¹.
 - ❖ It is projected that total expenditures related to Polo were an estimated \$20,602,836 (+/- 8.64%)¹.
 - ❖ It is projected that total expenditures related to Dressage were an estimated \$44,089,186 (+/- 14.07%)¹.

¹ These projections are based on a +/- range derived from number of parties surveyed compared to universe size (estimates provided by venues) at the 95% level of confidence. Projections are to be viewed with caution.

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- ❖ Exhibitors, vendors and other participants were interviewed; the greatest percentage of interviews was conducted among exhibitors, as they comprise the largest population of participants at the events.
- ❖ More than half of all 2011 Equestrian participants were full-time Palm Beach County residents (52%); 38% were non-residents and 10% were part time residents.
 - ❖ Exhibitors and vendors were significantly more likely to be non-residents (48% and 41%, respectively) than 'others' (18%); 74% of 'other' participants were full-time residents.
 - ❖ Across events, Winter Equestrian Festival participants were more likely to be non-residents (45%) than Polo participants and Dressage participants (each 29%).
 - ❖ Residents reported living in Palm Beach County an average of 14.7 years, in total. Full-time residents reported living in the county for an average of 16 years; part time residents reported living in the county for an average of 9 years and spending 5 months, on average, per year.
- ❖ An average of 4.8 people was reported as the size of the typical travel party among all equestrian participants. Exhibitors tended to have the largest travel parties, with an average of 6.6 people, significantly higher than the typical vendor and 'other' parties (average of 2 people each). Winter Equestrian Festival participants tended to have larger travel parties (average of 5.9 people) than Polo (3.3 people) and Dressage participants (4.0 people).
- ❖ Among all equestrian participants, one-in-ten of those interviewed claimed that (at least a portion of) their traveling party stayed at an area hotel or motel (10%), with another 15% stating that a condominium/apartment was rented, and 3% stating that a timeshare or Campground/RV park was used; 14% stayed at an owned or borrowed condominium and 19% stayed with friends/family. All other survey participants are full-time Palm Beach County residents.
 - Among those who stayed at a hotel/motel, the average party size in the hotel was 2.3, staying an average of 52.2 nights and occupying an average of 1.5 rooms.

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- ❖ The average per party expenditure was \$37,301, with the largest proportion of that coming from horse-related expenditures (\$29,328) - particularly stabling and show/entry fees.
 - ❖ As might be expected, the greatest expenditure for exhibitors was horse related expenses (average of \$51,729 per party), while vendors spent the most per party on entertainment/recreation and restaurants/bars (\$3,087 and \$3,032, respectively), and 'others' spent the most per party on lodging (\$18,377).
 - ❖ Polo participants reported the highest total per party expenditures in Palm Beach County (\$39,472 on average), followed by Dressage participants (\$38,816) and then Winter Equestrian Festival participants (\$35,799).
- ❖ **Based on estimates, it is projected that the total expenditures related to the 2011 Equestrian Season were \$185,451,115 (+/-4.92%)¹.**
 - ❖ According to projections, total expenditures related to the Winter Equestrian Festival were \$120,759,093 (+/- 6.54%)¹.
 - ❖ According to projections, total expenditures related to Polo were \$20,602,836 (+/- 8.64%)¹.
 - ❖ According to projections, total expenditures related to Dressage were \$44,089,186 (+/- 14.07%)¹.
- ❖ Most Equestrian participants tend to have been participating in these events for many years; 40% reported participating for 10+ years.
 - ❖ Exhibitors were significantly more likely to report participating for 10+ years (53%) than vendors (20%) and 'others' (24%).
 - ❖ Across events, Polo participants reported participating for the longest period of time (60% 10+ years), longer than Winter Equestrian Festival participants (30%) and Dressage participants (38%).

¹ These projections are based on a +/- range derived from number of parties surveyed compared to universe size (estimates provided by venues) at the 95% level of confidence. Projections are to be viewed with caution.

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- ❖ While virtually all Winter Equestrian Festival and Polo participants cited their respective events as the primary reason for visiting Palm Beach County, Dressage participants tended to be more divided - with 36% citing Dressage, 14% citing Winter Equestrian Festival and 7% citing other equestrian activities as their primary reason for visiting Palm Beach County (43% did not give a response).
- ❖ About one-in-five (19%) visitors claimed that they booked their travel arrangements on the telephone, 25% did so online, 3% booked via travel agent and nearly half booked (44%) booked their travel by other methods (9% did not give a response).
- ❖ Visitors traveled to Palm Beach County primarily by car/automobile (53%), and secondly, airplane (41%).
 - ❖ Exhibitors were more likely to travel by airplane (46%) than vendors and 'others' (32% and 26%, respectively); 71% of 'other' participants traveled to the area by car.
 - ❖ Polo participants were significantly more likely to travel by airplane (61%) compared to Winter Equestrian Festival participants (37%) and Dressage participants (13%).
 - ❖ Four-in-five (82%) Equestrian participants who traveled via airplane used commercial flights.
 - ❖ More than three-quarters (77%) of those who traveled via airplane used the Palm Beach International Airport (PBIA). Polo participants were less likely to use PBIA (50%) than Winter Equestrian Festival participants (94%) and Dressage participants (100%).
- ❖ Visiting the beach, visiting downtown West Palm Beach/CityPlace and visiting Palm Beach (Island) were the most popular activities for these visitors.
- ❖ The majority of surveyed visitors (84%) do plan to return to Palm Beach County in the future - typically citing within a year.

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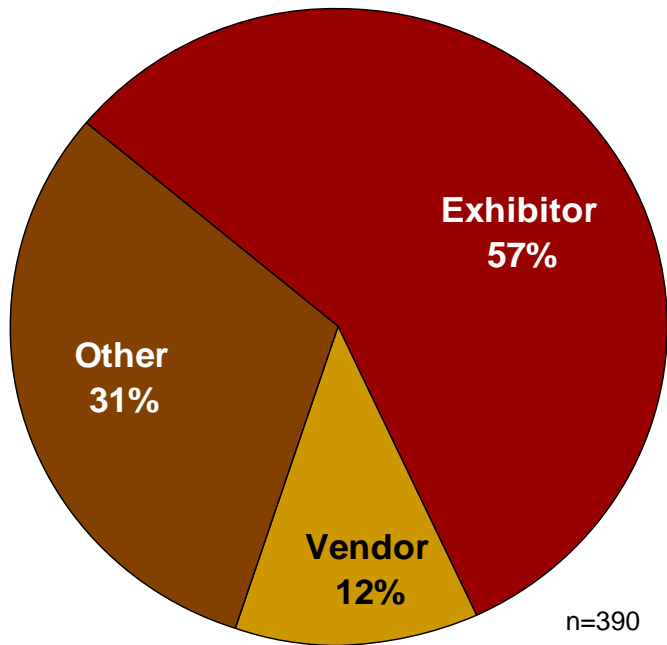
- ❖ Few participants provided comments or suggestions for improvement. Among those who did, parking/traffic related issues were most prevalent.
- ❖ Half (51%) of surveyed Equestrian participants claimed not to have horses stabled in Palm Beach County; 29% claimed to have horses stabled on their property in Palm Beach County (average 14 horses), and 18% claimed to have horses stabled somewhere else in Palm Beach County (average 10 horses).
- ❖ About half (52%) of Equestrian participants have purchased real estate in Palm Beach County; 25% have purchased real estate since 2000, 21% did so in the 1990's and 6% did so prior to the 1990's.
 - ❖ Exhibitors and vendors are more likely to have purchased real estate in the county (62% and 67%, respectively) than 'others' (35%).
- ❖ On an overall basis, among surveyed Palm Beach County residents, the Winter Equestrian Festival appears to have had the greatest impact on Equestrian participants' decisions to live in Palm Beach County, with 49% reporting it had a significant impact (rating of 9 or 10 on a 10-point scale). Polo had a significant impact on 28% of these participants' decisions to live in the area; the Equestrian friendly community had a significant impact on 25%; Jim Brandon Equestrian Center had a significant impact on 6%.



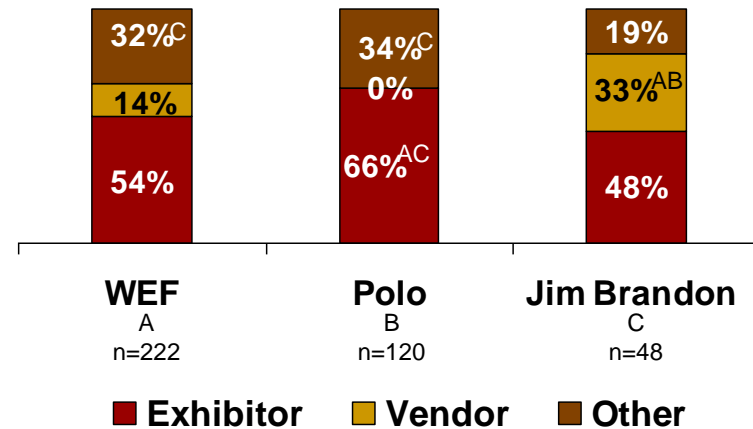
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Role at Events

Equestrian Participants



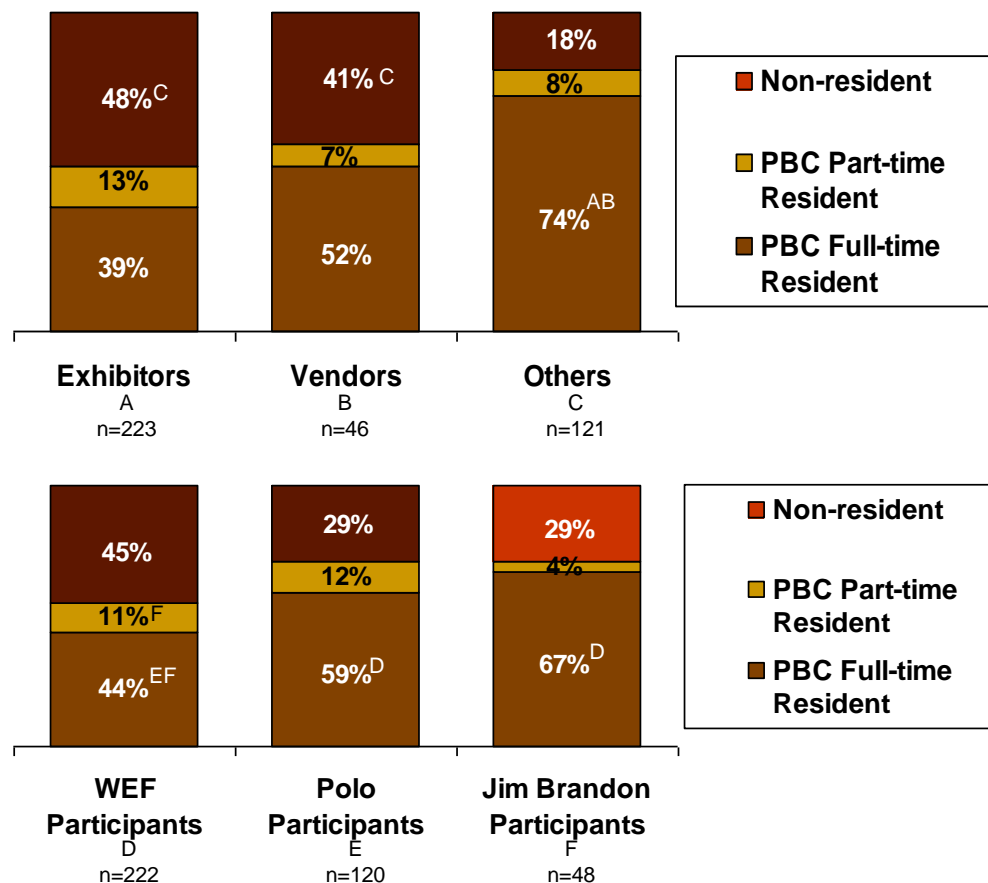
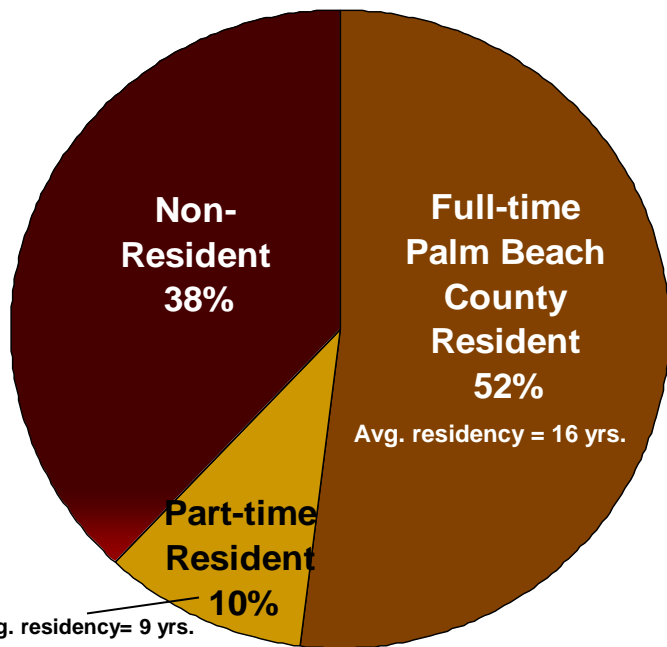
By Event



Capital letters indicate a significant difference among subgroups



Residency Status



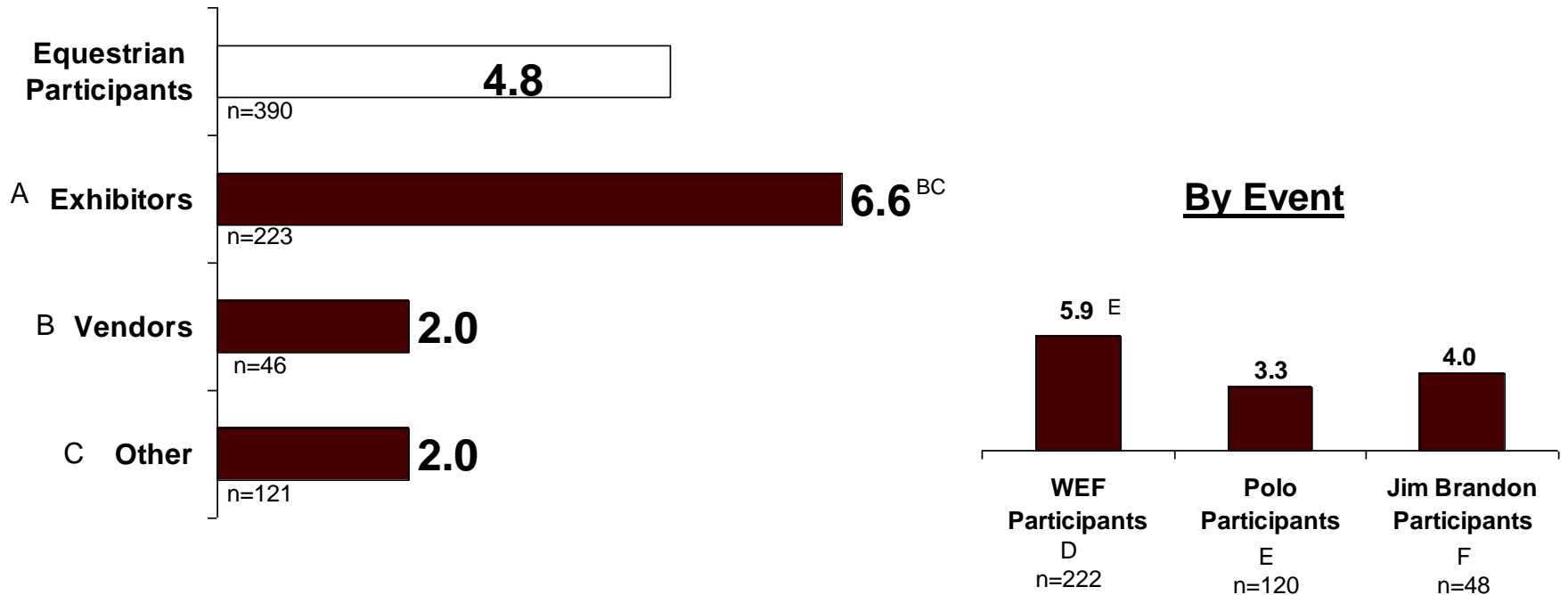
Residency Status	WEF Participants			Polo Participants			Jim Brandon Participants		
	Exhibitors G (n=121)	Vendors H (n=30*)	Others I (n=71)	Exhibitors J (n=79)	Vendors K (n=0)	Others L (n=41)	Exhibitors M (n=23*)	Vendors N (n=16*)	Others O (n=9*)
PBC Full-time Resident	28%	50% G	69% G	48% G	n/a	81% J	65% G	56%	89%
PBC Part-time Resident	13%	10%	8% O	14%	n/a	7%	9%	0%	0%
Non-Resident	59% IJM	40%	23%	38% L	n/a	12%	26%	44%	11%

Capital letters indicate a significant difference among subgroups

*Caution: low base



Average Number of People in Party



	WEF Participants			Polo Participants			Jim Brandon Participants		
	Exhibitors G (n=121)	Vendors H (n=30)*	Others I (n=71)	Exhibitors J (n=79)	Vendors K (n=0)	Others L (n=41)	Exhibitors M (n=23)*	Vendors N (n=16)*	Others O (n=9)*
Average persons in party	8.5 HIJ	1.8	2.2	4.2 L	n/a	1.6	5.3	2.4	3.1 L

Capital letters indicate a significant difference among subgroups

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**Projected Expenditures in
Palm Beach County**

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Lodging (in Palm Beach County)

Lodging Used	Total n=390	Exhibitors (A) n=223	Vendors (B) n=46	Others (C) n=121
<u>Hotel/Motel</u>				
% Stayed At (someone in party)	10%	10%	9%	12%
Average Persons	2.3	3.2 C	2.0	1.2
Average Rooms	1.5	1.8	1.3	1.1
Average Nights	52.2	62.9	34.3	46.1
Average \$ Spent on Lodging*	\$10,364	\$13,560	\$6,885	\$7,529
<u>Rented Condo/Apartment/House/Farm</u>				
% Stayed At (someone in party)	15%	22%BC	11%	4%
Average Persons	3.1	3.3	2.2	2.0
Average Nights	89.4	89.3	84.0	120.0
<u>Timeshare</u>				
% Stayed At (someone in party)	3%	4%B	0%	3%
Average Persons	1.0	1.0	0.0	n/a
Average Nights	90.0	90.0	0.0	n/a
<u>Campground/RV Park</u>				
% Stayed At (someone in party)	3%	5%B	0%	3%
Average Persons	2.5	2.5	0.0	n/a
Average Nights	105.0	105.0	0.0	n/a
<u>Friends/Family</u>				
% Stayed At (someone in party)	19%	24%C	20%	9%
Average Persons	1.5	1.5	1.6	1.5
Average Nights	65.0	70.1	35.4	68.4
<u>Owned or Borrowed Condo/Apartment</u>				
% Stayed At (someone in party)	14%	19%BC	9%	8%
Average Persons	2.6	2.8 C	2.3	1.6
Average Nights	81.4	85.2	97.5 C	45.2

Capital letters indicate a significant difference among subgroups

*Average \$ Spent on total lodging among those parties who stayed in a hotel/motel

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Lodging Used By Event	WEF Participants				Polo Participants				Jim Brandon Participants			
	Total (A) n=222	Exhibitors (B) n=121	Vendors (C) n=30*	Others (D) n=71	Total (E) n=120	Exhibitors (F) n=79	Vendors (G) n=0	Others (H) n=41	Total (I) n=48	Exhibitors (J) n=23*	Vendors (K) n=16*	Others (L) n=9*
Hotel/motel												
% Stayed At	12% I	11%	10%	14%L	10%	10%	n/a	10%L	4%	4%	6%	0%
Average Persons	2.2	3.6	1.3	1.0	2.2	2.7	n/a	1.7	3.0	2.0	4.0	0.0
Average Rooms	1.5	2.1	1.0	1.0	1.3	1.3	n/a	1.3	1.5	1.0	2.0	0.0
Average Nights	67.2 E	82.3 CF	40.7	60.0 H	16.0	23.0	n/a	9.0	11.0	7.0	15.0	0.0
Average \$ Spent*	\$13,059	\$16,836	\$8,013	\$9,756 H	\$4,157	\$5,601	n/a	\$3,075	\$2,450	\$1,400	\$3,500	\$0
Rented condo/apartment/house/farm												
% Stayed At	16%	24%D	13%	3%	16%	20%H	n/a	7%	8%	13%	6%	0%
Average Persons	3.5	3.7	1.8	n/a	2.2	2.3	n/a	2.0	3.0	2.7	4.0	0.0
Average Nights	87.5	88.2	82.5	n/a	102.0	100.4	n/a	120.0	65.3	57.0	90.0	0.0
Timeshare												
% Stayed At	3%I	3%CJ	0%	3%	5%I	6%J	n/a	2%	0%	0%	0%	0%
Average Persons	1.0	1.0	0%	n/a	n/a	n/a	n/a	n/a	0%	0%	0%	0%
Average Nights	90.0	90.0	0%	n/a	n/a	n/a	n/a	n/a	0%	0%	0%	0%
Campground/RV park												
% Stayed At	3%I	4%CJ	0%	3%	5%I	6%J	n/a	2%	0%	0%	0%	0%
Average Persons	2.5	2.5	0%	n/a	n/a	n/a	n/a	n/a	0%	0%	0%	0%
Average Nights	105.0	105.0	0%	n/a	n/a	n/a	n/a	n/a	0%	0%	0%	0%
Friends/Family												
% Stayed At	21%	27%DJ	17%	13%H	16%	23%H	n/a	2%	15%	9%	25%	11%
Average Persons	1.2	1.2	1.2	1.4	2.0 A	2.0 B	n/a	n/a	2.3 A	3.0 B	2.0	2.0
Average Nights	89.9 EI	83.4 F	50.8	77.1	46.0	46.0	n/a	n/a	20.3	27.5	20.0	7.0
Owned or borrowed condo/apartment												
% Stayed At	17%I	22%D	13%K	10%L	14%I	18%	n/a	7%	4%	9%	0%	0%
Average Persons	2.7	3.2	2.3	1.0	2.3	2.1	n/a	3.0	2.0	2.0	0.0	0.0
Average Nights	85.2	90.3	97.5 D	35.3	67.1	68.7	n/a	60.0	108.5	108.5	0.0	0.0

*Caution: low base

Capital letters indicate a significant difference among subgroups

*Average \$ Spent on total lodging among those parties who stayed in a hotel/motel

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Total Projected Hotel Room Nights Based on Total Counts of Exhibitors/Vendors/Others

Total Equestrian Participants	Exhibitors	Vendors	Others
48,686 Total Projected Hotel Room Nights (+/-4.92%)	34,310 Total Projected Hotel Room Nights (+/-6.52%) Universe Size* = 18800	329 Total Projected Hotel Room Nights (+/-13.02%) Universe Size* = 240	14,047 Total Projected Hotel Room Nights (+/-8.81%) Universe Size* =5534
Economic Impact: \$5,821,624	Economic Impact: \$3,412,689	Economic Impact: \$56,505	Economic Impact: \$2,352,430

	WEF Participants				Polo Participants				Jim Brandon Participants			
	Total WEF Participants	Exhibitors	Vendors	Others	Total Polo Participants	Exhibitors	Vendors	Others	Total Dressage Participants	Exhibitors	Vendors	Others
Total Projected Hotel Room Nights	47,139 (+/-6.54%)	33,549 (+/-8.87%) Universe size = 15000	226 (+/-15.05%) Universe size= 100	13,364 (+/-11.51%) Universe size= 3500	1,288 (+/-8.64%)	605 (+/-8.26%) Universe size= 850	n/a Universe size= 3	683 (+/-14.97%) Universe size= 934	259 (+/-14.07%)	156 (+/-20.36%) Universe size= 2950	103 (+/-23.11) Universe size= 137	0 (+/-32.55%) Universe size= 1100
Economic Impact	\$5,485,609	\$3,268,165	\$44,517	\$2,172,927	\$292,857	\$113,354	n/a	\$179,503	\$43,158	\$31,170	\$11,988	\$0

Projections based on a +/- range derived from number of parties surveyed compared to universe size at the 95% level of confidence.

* Universe size as estimated by individual venues

n/a = data not available for projections

Projections are estimates and should be viewed with caution.



Total Projected Rented Condo/Apartment Nights Based on Total Counts of Exhibitors/Vendors/Others

Total Equestrian Participants	Exhibitors	Vendors	Others
51,351 Total Projected Condo/Apartment Nights (+/-4.92%)	45,543 Total Projected Condo/Apartment Nights (+/-6.52%) Universe Size* = 18800	904 Total Projected Condo/Apartment Nights (+/-13.02%) Universe Size* = 240	4,904 Total Projected Condo/Apartment Nights (+/-8.81%) Universe Size* =5534

	WEF Participants				Polo Participants				Jim Brandon Participants			
	Total WEF Participants	Exhibitors	Vendors	Others	Total Polo Participants	Exhibitors	Vendors	Others	Total Dressage Participants	Exhibitors	Vendors	Others
Total Projected Rented Condo/Apartment Nights	37,951 (+/-6.54%)	37,355 (+/-8.87%) Universe size= 15000	596 (+/-15.05%) Universe size= 100	n/a Universe size= 3500	8,968 (+/-8.64%)	4,064 (+/-8.26%) Universe size= 850	n/a Universe size= 3	4,904 (+/-14.97%) Universe size= 934	4,432 (+/-14.07%)	4,124 (+/-20.36%) Universe size= 2950	308 (+/-23.11) Universe size= 137	0 (+/-32.55%) Universe size= 1100

Projections based on a +/- range derived from number of parties surveyed compared to universe size at the 95% level of confidence.
* Universe size as estimated by individual venues n/a = data not available for projections

Projections are estimates and should be viewed with caution.

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Total Projected Timeshare Nights Based on Total Counts of Exhibitors/Vendors/Others

Total Equestrian Participants	Exhibitors	Vendors	Others
4,765 Total Projected Timeshare Nights (+/-4.92%)	4,765 Total Projected Timeshare Nights (+/-6.52%) Universe Size* = 18800	0 Total Projected Timeshare Nights (+/-13.02%) Universe Size* = 240	0 Total Projected Timeshare Nights (+/-8.81%) Universe Size* =5534

	WEF Participants				Polo Participants				Jim Brandon Participants			
	Total WEF Participants	Exhibitors	Vendors	Others	Total Polo Participants	Exhibitors	Vendors	Others	Total Dressage Participants	Exhibitors	Vendors	Others
Total Projected Timeshare Nights	4,765 (+/-6.54%)	4,765 (+/-8.87%) Universe size= 15000	0 (+/-15.05%) Universe size= 100	n/a Universe size= 3500	n/a	n/a Universe size= 850	n/a Universe size= 3	n/a Universe size= 934	0 (+/-14.07%)	0 (+/-20.36%) Universe size= 2950	0 (+/-23.11) Universe size= 137	0 (+/-32.55%) Universe size= 1100

Projections based on a +/- range derived from number of parties surveyed compared to universe size at the 95% level of confidence.
* Universe size as estimated by individual venues n/a = data not available for projections

Projections are estimates and should be viewed with caution.



Total Projected Campground/RV Park Nights Based on Total Counts of Exhibitors/Vendors/Others

Total Equestrian Participants	Exhibitors	Vendors	Others
7,412 Total Projected Campground/RV Nights (+/-4.92%)	7,412 Total Projected Campground/RV (+/-6.52%) Universe Size* = 18800	0 Total Projected Campground/RV (+/-13.02%) Universe Size* = 240	0 Total Projected Campground/RV (+/-8.81%) Universe Size* =5534

	WEF Participants				Polo Participants				Jim Brandon Participants			
	Total WEF Participants	Exhibitors	Vendors	Others	Total Polo Participants	Exhibitors	Vendors	Others	Total Dressage Participants	Exhibitors	Vendors	Others
Total Projected Campground/RV nights	7,412 (+/-6.54%)	7,412 (+/-8.87%) Universe size= 15000	0 (+/-15.05%) Universe size= 100	n/a Universe size= 3500	n/a	n/a Universe size= 850	n/a Universe size= 3	n/a Universe size= 934	0 (+/-14.07%)	0 (+/-20.36%) Universe size= 2950	0 (+/-23.11) Universe size= 137	0 (+/-32.55%) Universe size= 1100

Projections based on a +/- range derived from number of parties surveyed compared to universe size at the 95% level of confidence.
* Universe size as estimated by individual venues n/a = data not available for projections

Projections are estimates and should be viewed with caution.

2011 EQUESTRIAN SEASON ECONOMIC IMPACT REPORT



Expenditures (in Palm Beach County)

Expenditures	Total	Exhibitors (A)	Vendors (B)	Others (C)
<u>Lodging (includes: hotels/motels, friends/family, owned/borrowed/rented apartments/condos, timeshares and campgrounds/RV parks)</u>				
Average Per Party	\$7,006	\$5,123 B	\$2,038	\$18,377
Total*	\$1,128,022	\$568,632	\$44,840	\$514,550
<u>Restaurant/Bars</u>				
Average Per Party	\$4,445	\$4,010	\$3,032	\$7,246
Total*	\$782,285	\$501,235	\$63,680	\$217,370
<u>Gifts/Shopping</u>				
Average Per Party	\$3,947	\$4,368 B	\$1,065	\$4,162 B
Total*	\$603,870	\$484,800	\$19,175	\$99,895
<u>Entertainment/Recreation</u>				
Average Per Party	\$5,750	\$5,666	\$3,087	\$7,732
Total*	\$931,415	\$651,615	\$55,570	\$22,423
<u>Transportation</u>				
Average Per Party	\$4,633	\$5,465	\$1,389	\$3,710 B
Total*	\$773,783	\$639,353	\$30,560	\$103,870
<u>Horse Related Expenses</u>				
Average Per Party	\$29,328	\$51,729 BC	\$799	\$4,357
Total*	\$10,323,319	\$9,776,819	\$36,760	\$509,740
<u>Total</u>				
Average Per Party	\$37,301	\$56,603 BC	\$5,448	\$13,837
Total*	\$14,547,293	\$12,622,454	\$250,585	\$1,674,254

*Reported expenditures among those surveyed

Bases and average party size vary

Capital letters indicate a significant difference among subgroups

Note: 1 Polo 'Other Participant' reported spending \$4,599 on realtor's fees

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Expenditures in Palm Beach County - By Event	WEF Participants				Polo Participants				Jim Brandon Participants			
	Total (A)	Exhibitors (B)	Vendors (C)	Others (D)	Total (E)	Exhibitors (F)	Vendors (G)	Others (H)	Total (I)	Exhibitors (J)	Vendors (K)	Others (L)
<u>Lodging (includes: hotels/motels, friends/family, owned/borrowed/rented apartments/condos/houses/farms, timeshares and campgrounds/RV parks)</u>												
Average Per Party	\$9,447	\$7,144 F	\$2,489	\$25,718	\$1,639	\$1,283	n/a	\$3,239	\$3,206	\$5,475	\$1,071	\$0
Total*	\$1,004,620	\$478,630	\$37,340	\$488,650	\$72,102	\$46,202	n/a	\$25,900	\$51,300	\$43,800	\$7,500	\$0
<u>Restaurant/Bars</u>												
Average Per Party	\$4,229 I	\$4,332	\$3,333	\$4,427	\$5,728	\$3,545	n/a	\$15,550	\$2,483	\$2,839	\$2,431	\$0
Total*	\$490,534	\$350,904	\$46,660	\$92,970	\$252,021	\$127,621	n/a	\$124,400	\$39,730	\$22,710	\$17,020	\$0
<u>Gifts/Shopping</u>												
Average Per Party	\$4,403	\$5,140	\$780	\$3,771 C	\$3,459	\$3,039	n/a	\$5,350	\$2,635	\$3,879	\$1,514	\$525
Total*	\$409,515	\$344,370	\$8,575	\$56,570	\$152,200	\$109,400	n/a	\$42,800	\$42,155	\$31,030	\$10,600	\$525
<u>Entertainment/Recreation</u>												
Average Per Party	\$6,590 I	\$7,249	\$4,870	\$5,197	\$5,420	\$3,283	n/a	\$15,038	\$1,296	\$2,341	\$286	\$0
Total*	\$672,195	\$514,695	\$53,570	\$103,930	\$238,490	\$118,190	n/a	\$120,300	\$20,730	\$18,730	\$2,000	\$0
<u>Transportation</u>												
Average Per Party	\$6,236	\$7,844	\$1,459	\$3,911	\$2,152	\$1,818	n/a	\$3,695	\$998	\$913	\$1,239	\$0
Total*	\$660,995	\$564,795	\$21,890	\$74,310	\$96,818	\$67,258	n/a	\$29,560	\$15,970	\$7,300	\$8,670	\$0
<u>Horse Related Expenses</u>												
Average Per Party	\$25,321	\$51,635 CD	\$1,124	\$1,941	\$33,224	\$45,419 H	n/a	\$9,444	\$35,277	\$73,489 K	\$191	\$0
Total*	\$4,709,605	\$4,543,895	\$33,710	\$132,000	\$3,920,424	\$3,542,684	n/a	\$377,740	\$1,693,290	\$1,690,240	\$3,050	\$0
<u>Total</u>												
Average Per Party	\$35,799	\$56,176 CD	\$6,725	\$13,358 L	\$39,472	\$50,777 H	n/a	\$17,690	\$38,816	\$78,861 KL	\$3,053 L	\$58
Total*	\$7,947,464	\$6,797,289	\$201,745	\$948,430	\$24,736,654	\$4,011,355	n/a	\$725,299	\$1,863,175	\$1,813,810	\$48,840	\$525

*Reported expenditures among those surveyed

Bases and average party size vary

Capital letters indicate a significant difference among subgroups

Note: 1 Polo 'Other Participant' reported spending \$4,599 on realtor's fees

2011 EQUESTRIAN SEASON ECONOMIC IMPACT REPORT



Total Projected Expenditures Based on Total Counts of Exhibitors/Vendors/Others

Total Equestrian Participants	Exhibitors	Vendors	Others
\$185,451,115 (+/-4.92%)	\$153,304,746 (+/-6.52%)	\$547,886 (+/-13.02%)	\$31,598,483 (+/-8.81%)
	Universe Size* = 18800	Universe Size* = 240	Universe Size* =5534

WEF Participants				Polo Participants				Jim Brandon Participants			
Total WEF Participants	Exhibitors	Vendors	Others	Total Polo Participants	Exhibitors	Vendors	Others	Total Dressage Participants	Exhibitors	Vendors	Others
\$120,759,093 (+/-6.54%)	\$99,134,118 (+/-8.87%) Universe size = 15000	\$373,611 (+/-15.05%) Universe size= 100	\$21,251,364 (+/-11.51%) Universe size= 3500	\$20,602,836 (+/-8.64%)	\$10,276,298 (+/-8.26%) Universe size= 850	n/a Universe size= 3	\$10,326,538 (+/-14.97%) Universe size= 934	\$44,089,186 (+/-14.07%)	\$43,894,330 (+/-20.36%) Universe size= 2950	\$174,275 (+/-23.11) Universe size= 137	\$20,581 (+/-32.55%) Universe size= 1100

Projections based on a +/- range derived from number of parties surveyed compared to universe size at the 95% level of confidence.
* Universe size as estimated by individual venues n/a = data not available for projections

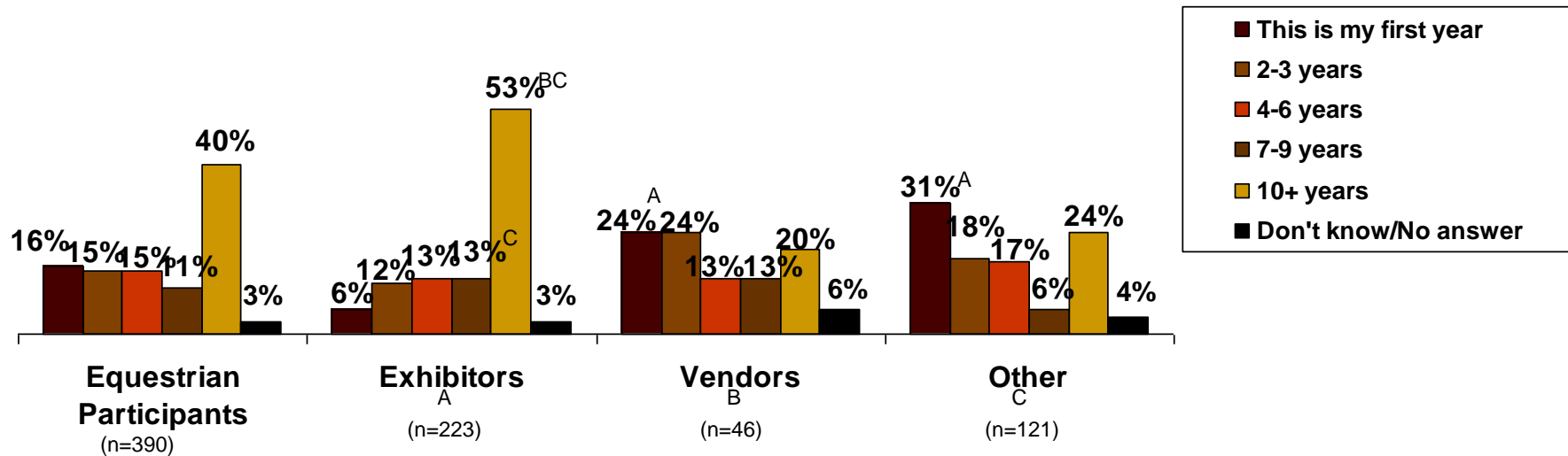
Projections are estimates and should be viewed with caution



Participation and
Spectatorship



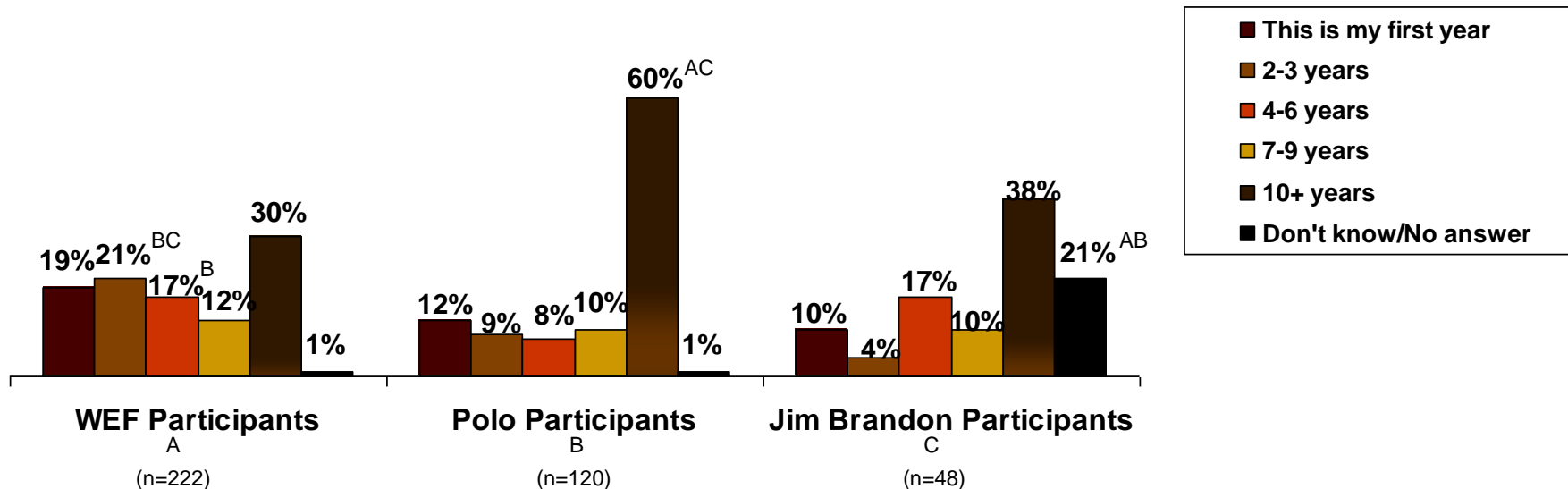
Number of Years Participated in Event



Capital letters indicate a significant difference among subgroups



Number of Years Participated in Event - By Event



Number of years participated in event - By Type	WEF Participants			Polo Participants			Jim Brandon Participants		
	Exhibitors D (n=121)	Vendors E (n=30*)	Others F (n=71)	Exhibitors G (n=79)	Vendors H (n=0)	Others I (n=41)	Exhibitors J (n=23*)	Vendors K (n=16*)	Others L (n=9*)
This is my first year	7% J	27% D	36% D	6% J	n/a	22% G	0%	19%	22%
2-3 years	16% GJ	30%	24% L	8% J	n/a	12% L	0%	12%	0%
4-6 years	19% G	13%	17%	5%	n/a	15%	13%	12%	34%
7-9 years	16% J	7%	7% L	13%	n/a	5%	4%	25% L	0%
10+ years	41% EF	23%	13%	67% DI	n/a	46% FL	65% DKL	13%	11%
Don't know/No answer	1%	0%	3%	1%	n/a	0%	18% DG	19%	33% I

Capital letters indicate a significant difference among subgroups

*Caution: low base

2011 EQUESTRIAN SEASON ECONOMIC IMPACT REPORT

Event Attendance	Total Equestrian Participants				WEF Participants				Polo Participants				Jim Brandon Participants			
	Total (n=390)	Exhibitors A (n=223)	Vendors B (n=46)	Others C (n=121)	Total D (n=222)	Exhibitors E (n=121)	Vendors F (n=30*)	Others G (n=71)	Total H (n=120)	Exhibitors I (n=79)	Vendors J (n=0)	Others K (n=41)	Total L (n=48)	Exhibitors M (n=23*)	Vendors N (n=16*)	Others O (n=9*)
Winter Equestrian Festival																
% Attended as spectator	57%	57%	50%	60%	81%HL	88%FIM	57%	79%FKO	18%	11%	n/a	32%I	46%H	52%I	38%	44%
Avg. # days attended	9	10	12	8	10 H	10	13	9 K	5	6	n/a	5	12	16	6	2
% Attended as participant	63%	57%	72%	69% A	97% HL	98%IM	97%N	97%KO	11%	4%	n/a	24%I	31%H	30%I	25%	44%
Avg. # days attended	23	18	31 A	28 A	23	17	29 E	30 E	23	31	n/a	21	37	30	56	6
Polo																
% Attended as spectator	27%	31%B	13%	27%B	9%	12%G	7%	4%	54%D	48%E	n/a	66%G	46%D	65%EN	25%	33%
Avg. # days attended	4	4	3	4	2	2	3	1	4 D	4 E	n/a	5 G	5 D	5 E	3	0
% Attended as participant	37%	43%B	11%	37%B	5%	8%FG	0%	1%	99%DL	99%EM	n/a	100%GO	33%D	35%E	31%F	33%G
Avg. # days attended	26	18	37	42 A	3	1	0	10	28 D	20 E	n/a	43 I	32	15	37	0
Dressage at Jim Brandon Equestrian Center																
% Attended as spectator	12%	11%	11%	13%	1%	2%	0%	1%	11%D	3%	n/a	27%GI	60%DH	87%EINO	31%F	44%G
Avg. # days attended	14	22 C	15	4	2	2	0	1	5	7	n/a	5	24 DH	26 E	15	2
% Attended as participant	16%	14%	33%AC	14%	3%	4% F	0%	1%	8%	3%	n/a	17%GI	98%DH	100%EI	94%F	100%GK
Avg. # days attended	19	25 C	24 C	6	2	2	0	2	6 D	7	n/a	6	24 DH	30 O	24 O	7

Capital letters indicate a significant difference among subgroups

*Caution: low base

2011 EQUESTRIAN SEASON ECONOMIC IMPACT REPORT

Event Actual + Planned Attendance	Total Equestrian Participants				WEF Participants				Polo Participants				Jim Brandon Participants			
	Total (n=390)	Exhibitors A (n=223)	Vendors B (n=46)	Others C (n=121)	Total D (n=222)	Exhibitors E (n=121)	Vendors F (n=30*)	Others G (n=71)	Total H (n=120)	Exhibitors I (n=79)	Vendors J (n=0)	Others K (n=41)	Total L (n=48)	Exhibitors M (n=23*)	Vendors N (n=16*)	Others O (n=9*)
Winter Equestrian Festival																
% Attended/ planned to attend as spectator	58%	57%	52%	60%	82%HL	88%FIM	63%N	79%KO	18%	11%	n/a	32%I	44%H	52%I	31%	44%
Avg. # days attended/ planned to attend	16	18	17	14	18 H	19 I	19	16 K	5	6	n/a	4	12	16	6	2
% Attended/ planned to attend as participant	64%	59%	74%A	70%A	100%HL	100%IM	100%N	100%KO	11%	4%	n/a	24%I	31%H	30%I	25%	44%
Avg. # days attended/ planned to attend	45	35	53 A	55 A	46 H	35	53 E	59 EK	27	34	n/a	25	47	60	56	16
Polo																
% Attended/ planned to attend as spectator	30%	33%B	15%	30%B	13%	17%	10%	9%	54%D	48%E	n/a	66%G	46%D	65%EN	25%	33%
Avg. # days attended/ planned to attend	5	5	5	5	4	4	8	2	6 D	6 E	n/a	6 G	5	5	3	0
% Attended/ planned to attend as participant	39%	45%B	13%	38%B	8%	12%G	3%	3%	100%DL	100%EM	n/a	100%GO	33%D	35%E	31%F	33%
Avg. # days attended/ planned to attend	31	23	38	49 A	4	3	4	13	34 D	26 E	n/a	51 I	42	15	55	0
Dressage at Jim Brandon Equestrian Center																
% Attended/ planned to attend as spectator	14%	14%	11%	14%	5%	7%	3%	3%	11%	3%	n/a	27%GI	60%DH	91%EINO	25%	44%G
Avg. # days attended/ planned to attend	13	17 C	12	4	3	3	1	3	4	0	n/a	4	25 DH	26 E	17	0
% Attended/ planned to attend as participant	17%	14%	37%AC	15%	5%	7% I	3%	3%	7%	1%	n/a	17%GI	100%DH	100%EI	100%F	100%GK
Avg. # days attended/ planned to attend	21	25 C	28 C	7	4	4	6	3	7	9	n/a	6	29 DH	36 EO	30 O	10

Capital letters indicate a significant difference among subgroups

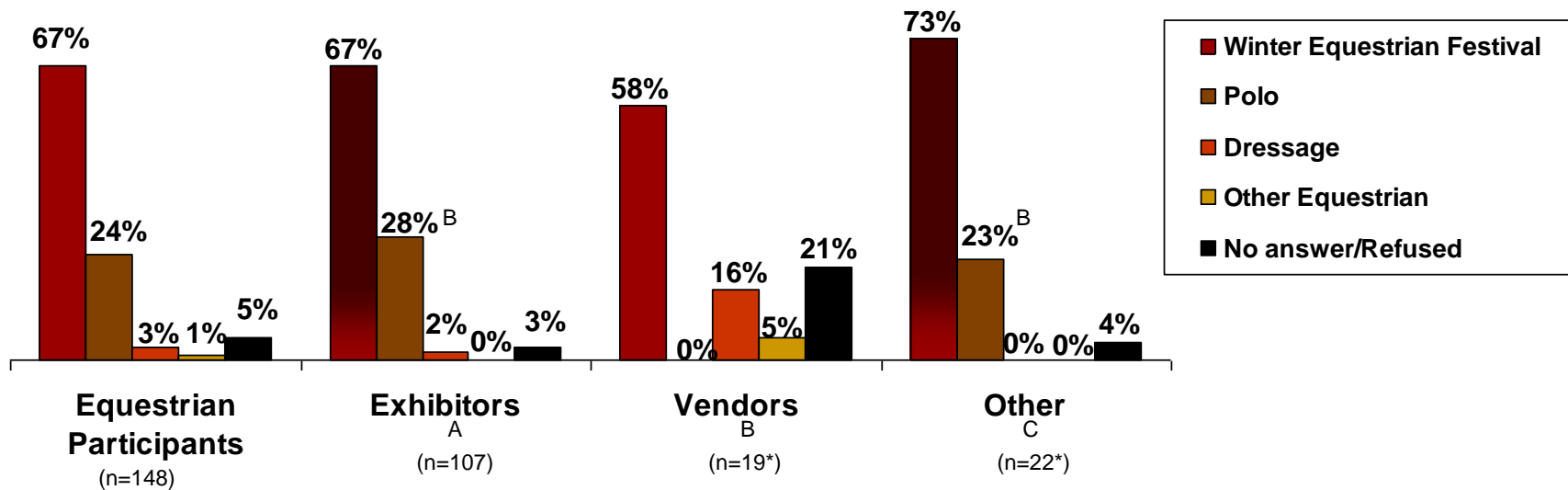
*Caution: low base



Traveling to
Palm Beach County



Primary Purpose of Trip to Palm Beach County (Among Non-Residents)



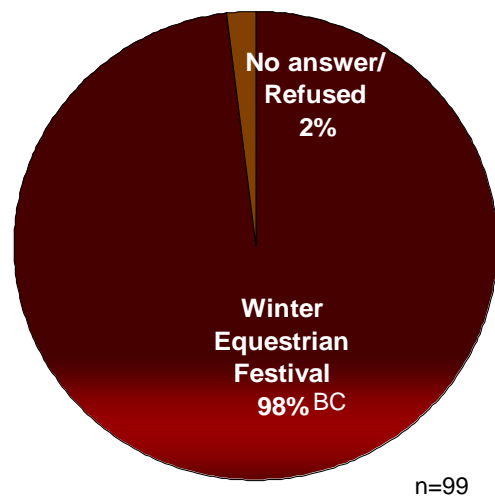
Capital letters indicate a significant difference among subgroups

*Caution: low base

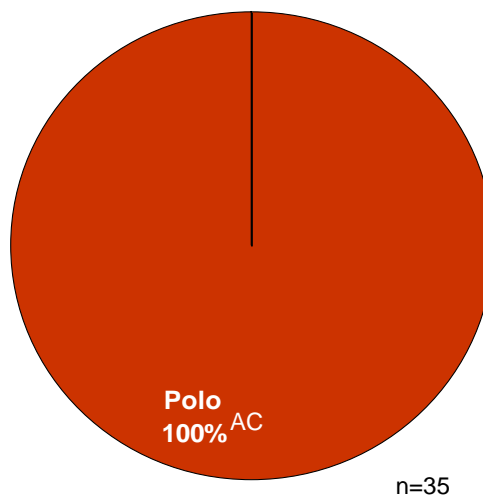


Primary Purpose of Trip to Palm Beach County By Event (Among Non-Residents)

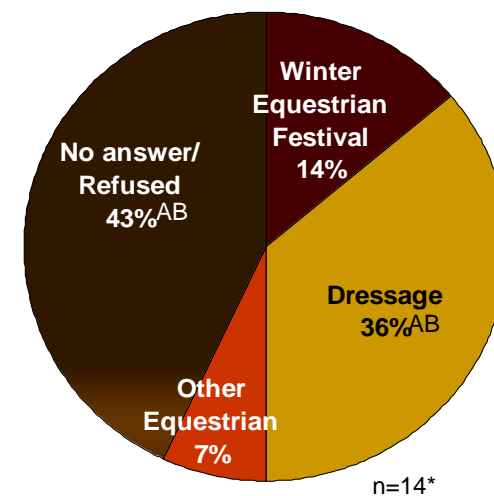
WEF Participants (A)



Polo Participants (B)



Jim Brandon Participants (C)



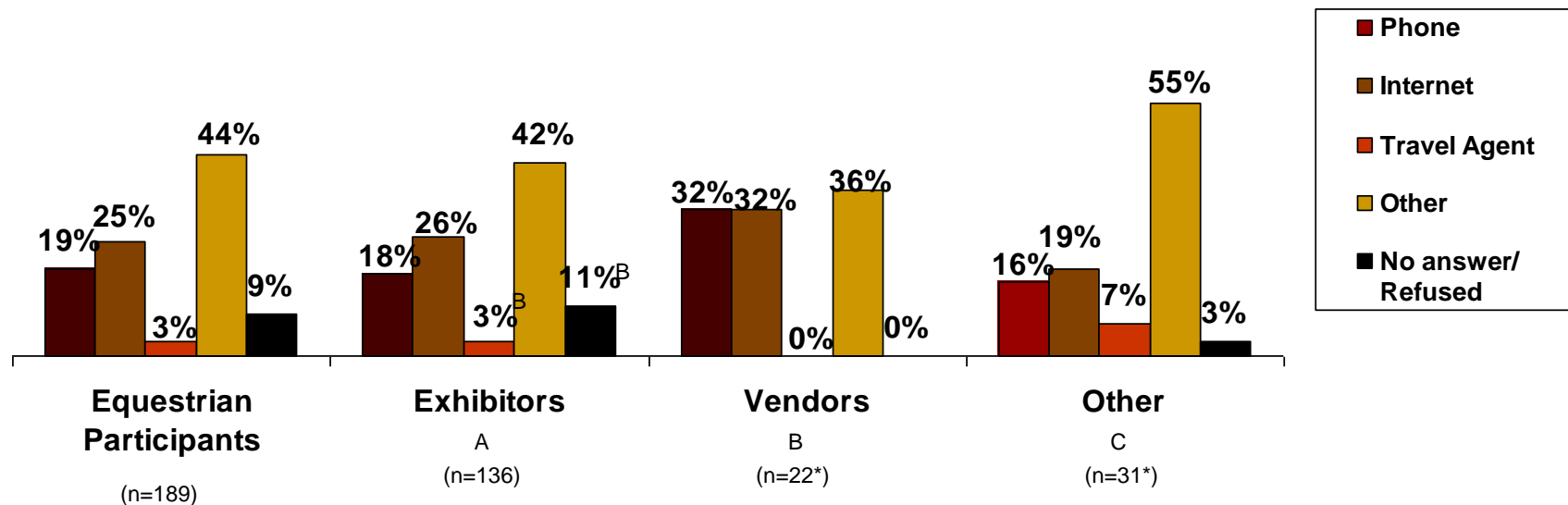
Primary Purpose of PBC Trip By Type	WEF Participants			Polo Participants			Jim Brandon Participants		
	Exhibitors D (n=71)	Vendors E (n=12*)	Others F (n=16*)	Exhibitors G (n=30*)	Vendors H (n=0)	Others I (n=5*)	Exhibitors J (n=6*)	Vendors K (n=7*)	Others L (n=1*)
Winter Equestrian Festival	99% GJ	92% K	100% IL	0%	n/a	0%	33%	0%	0%
Polo	0%	0%	0%	100% DJ	n/a	100% FL	0%	0%	0%
Dressage	0%	0%	0%	0%	n/a	0%	34%	43% H	0%
Other Equestrian	0%	0%	0%	0%	n/a	0%	0%	14%	0%
No answer/Refused	1%	8%	0%	0%	n/a	0%	33%	43%	100% FIJK

Capital letters indicate a significant difference among subgroups

*Caution: low base



Booking Method (Among Non-Residents and Part Time Residents)

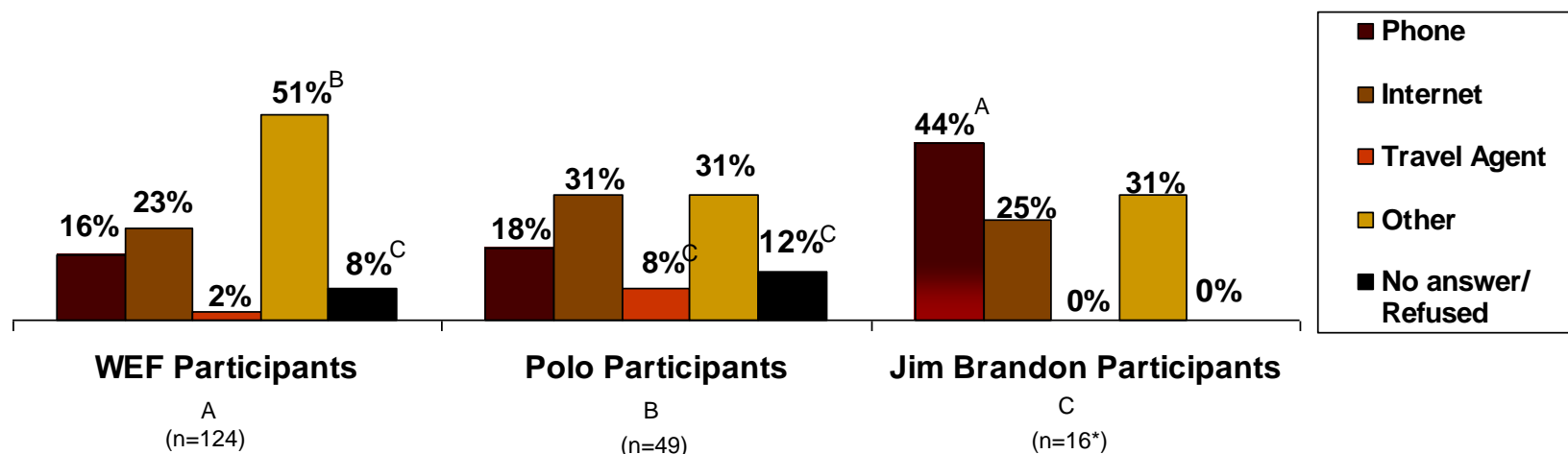


Capital letters indicate a significant difference among subgroups

*Caution: low base



Booking Method - By Event (Among Non-Residents and Part Time Residents)



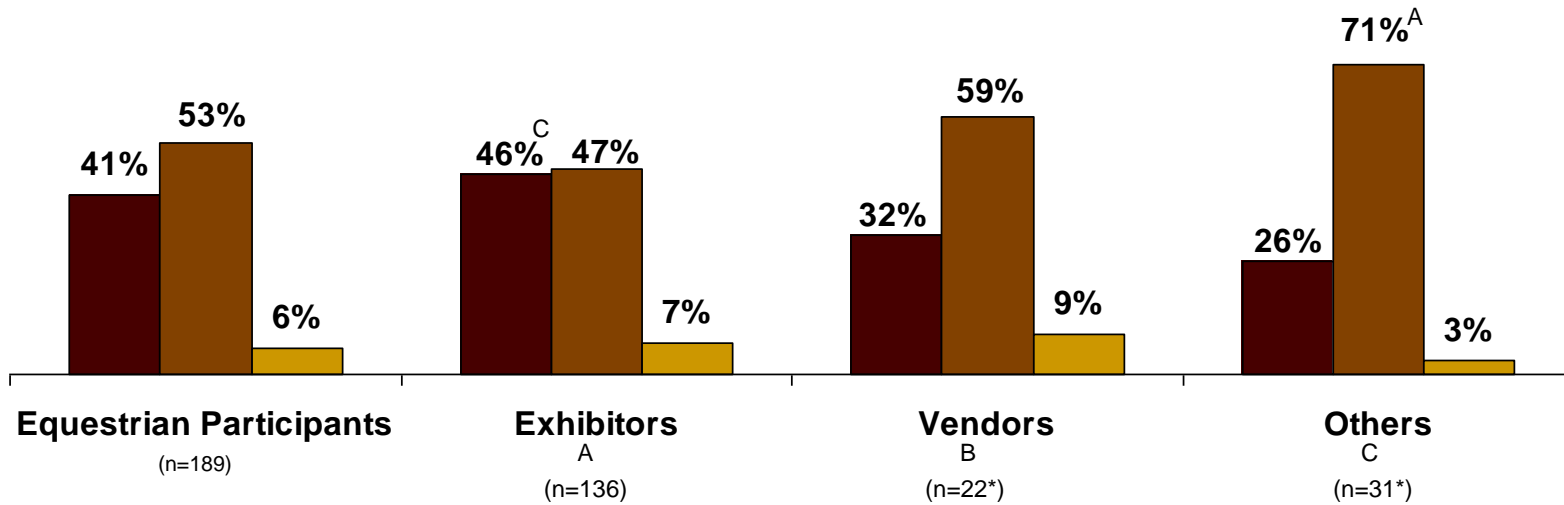
Booking Method	WEF Participants			Polo Participants			Jim Brandon Participants		
	Exhibitors D (n=87)	Vendors E (n=15*)	Others F (n=22*)	Exhibitors G (n=41)	Vendors H (n=0)	Others I (n=8*)	Exhibitors J (n=8*)	Vendors K (n=7*)	Others L (n=7*)
Phone	16%	33% ^F	5%	15%	n/a	38%	50%	28%	100% ^{FIJK}
Internet	22%	27%	27% ^{IL}	36% ^I	n/a	0%	12%	43%	0%
Travel Agent	1%	0%	5%	7%	n/a	12%	0%	0%	0%
Other	51% ^G	40%	59% ^L	27%	n/a	50%	38%	29%	0%
No answer/Refused	10% ^{EJ}	0%	4%	15% ^{IJ}	n/a	0%	0%	0%	0%

Capital letters indicate a significant difference among subgroups

*Caution: low base

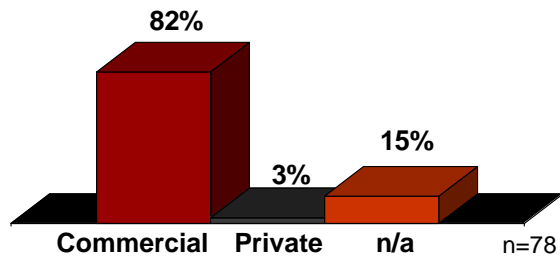


**Method of Travel to Palm Beach County
(Among Non-Residents and Part Time Residents)**



Airplane Flight

■ Airplane ■ Car/Automobile ■ No answer/ Refused

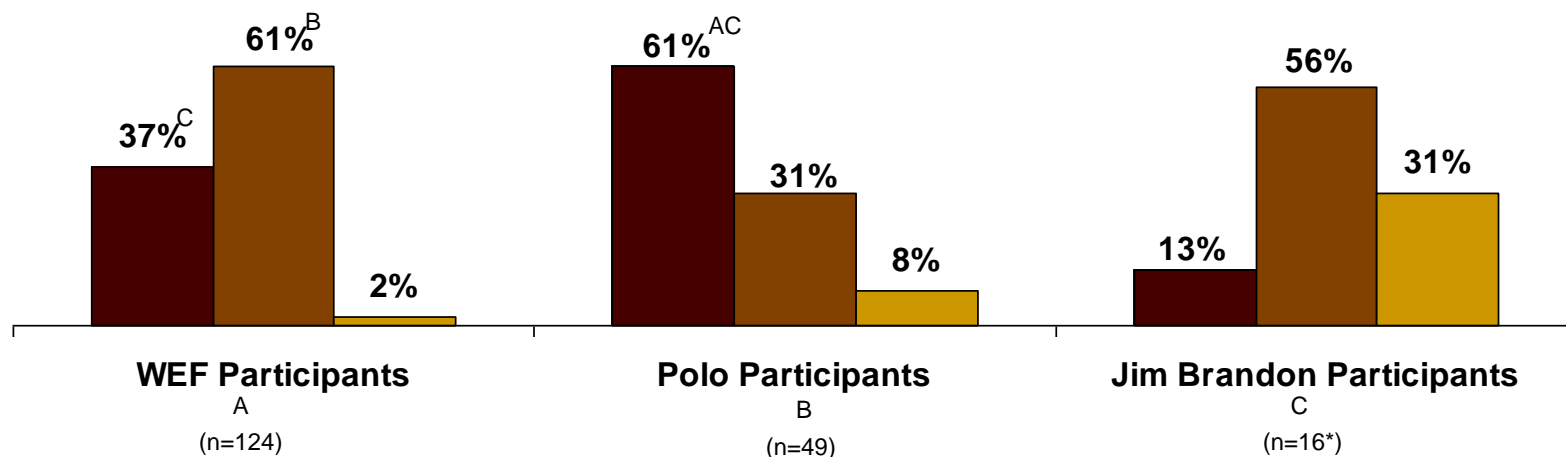


Capital letters indicate a significant difference among subgroups

*Caution: low base



Method of Travel to Palm Beach County - By Event (Among Non-Residents and Part Time Residents)



■ Airplane
 ■ Car/Automobile
 ■ No answer/Refused

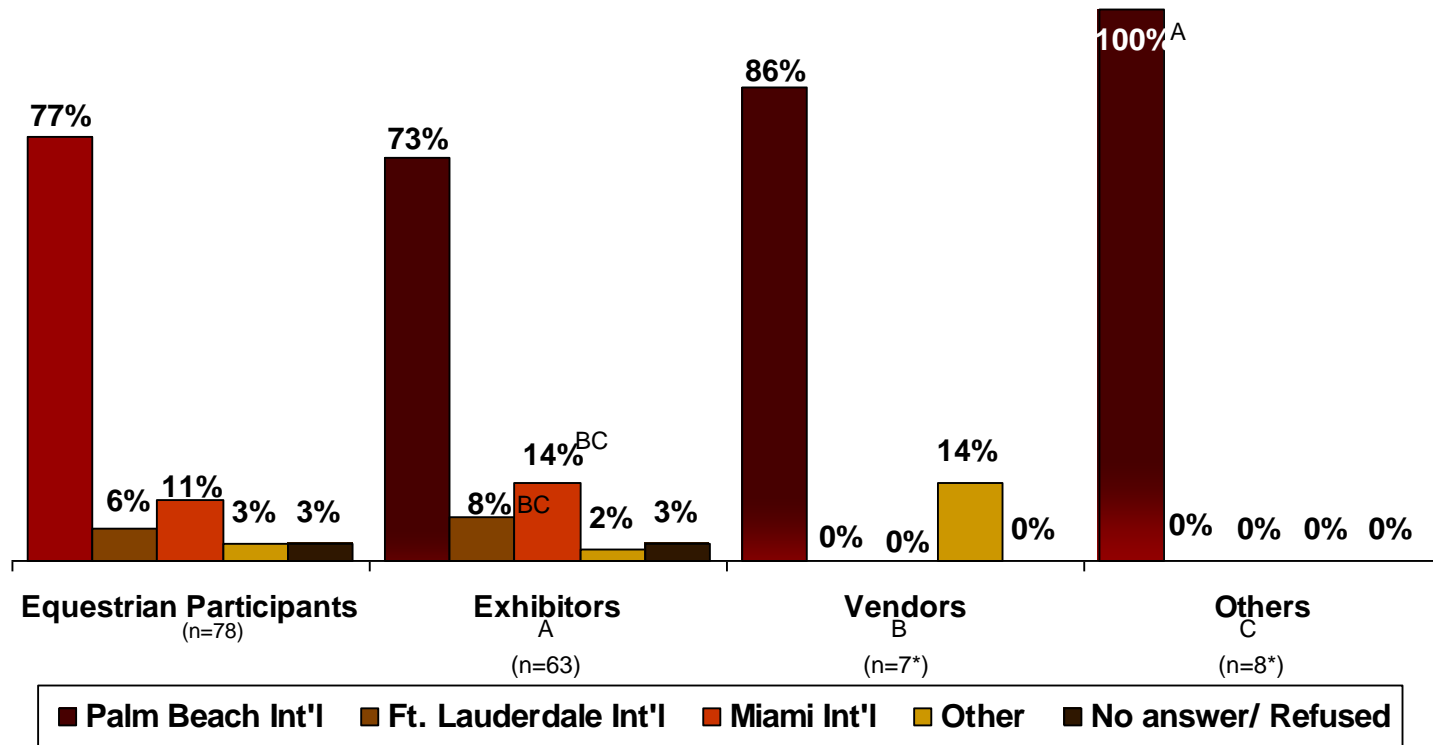
Method of Travel	WEF Participants			Polo Participants			Jim Brandon Participants		
	Exhibitors D (n=87)	Vendors E (n=15*)	Others F (n=22*)	Exhibitors G (n=41)	Vendors H (n=0)	Others I (n=8*)	Exhibitors J (n=8*)	Vendors K (n=7*)	Others L (n=1*)
Airplane	38% J	40%	32%L	71%DIJ	n/a	12%	12%	14%	0%
Car/Automobile	59%G	60%	68%L	19%	n/a	88%GL	63%GL	57%L	0%
No answer/Refused	3%	0%	0%	10%I	n/a	0%	25%	29%	100%FIJK

Capital letters indicate a significant difference among subgroups

*Caution: low base



Airport Used (Among Those who Traveled via Airplane)

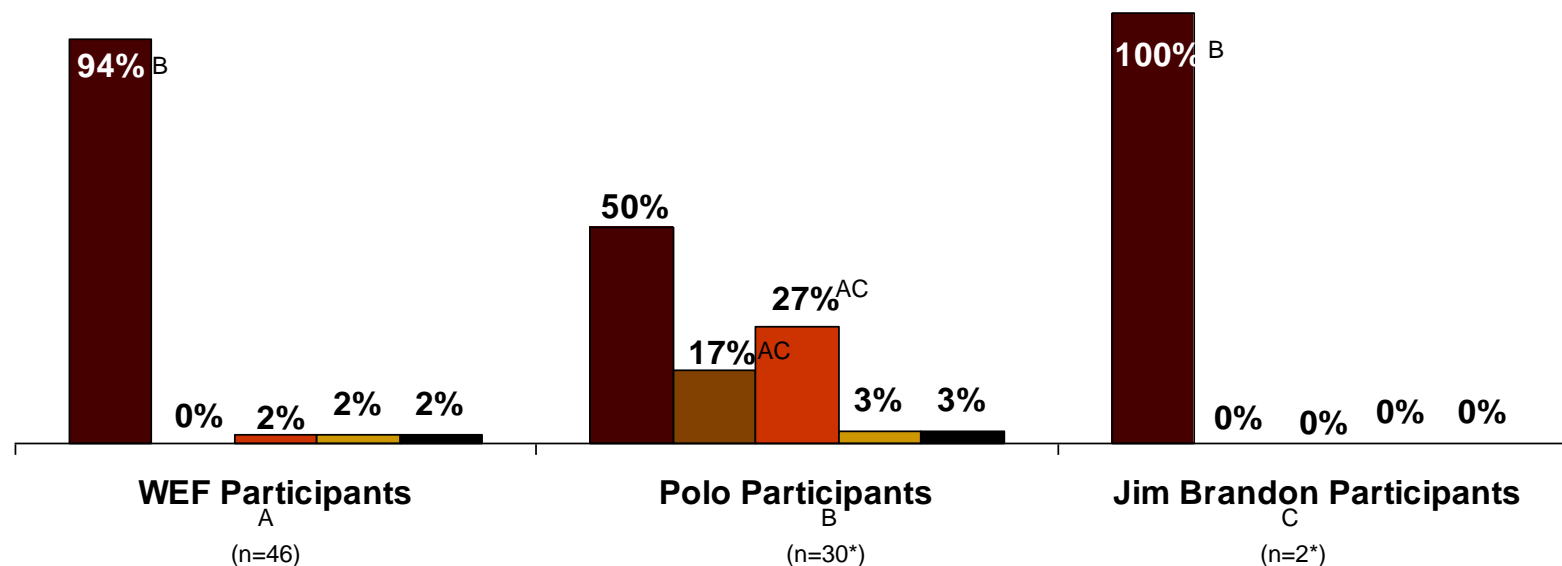


Capital letters indicate a significant difference among subgroups

*Caution: low base



Airport Used - By Event (Among Those who Traveled via Airplane)



■ Palm Beach International
 ■ Ft. Lauderdale International
 ■ Miami International
■ Other
 ■ No answer/ Refused

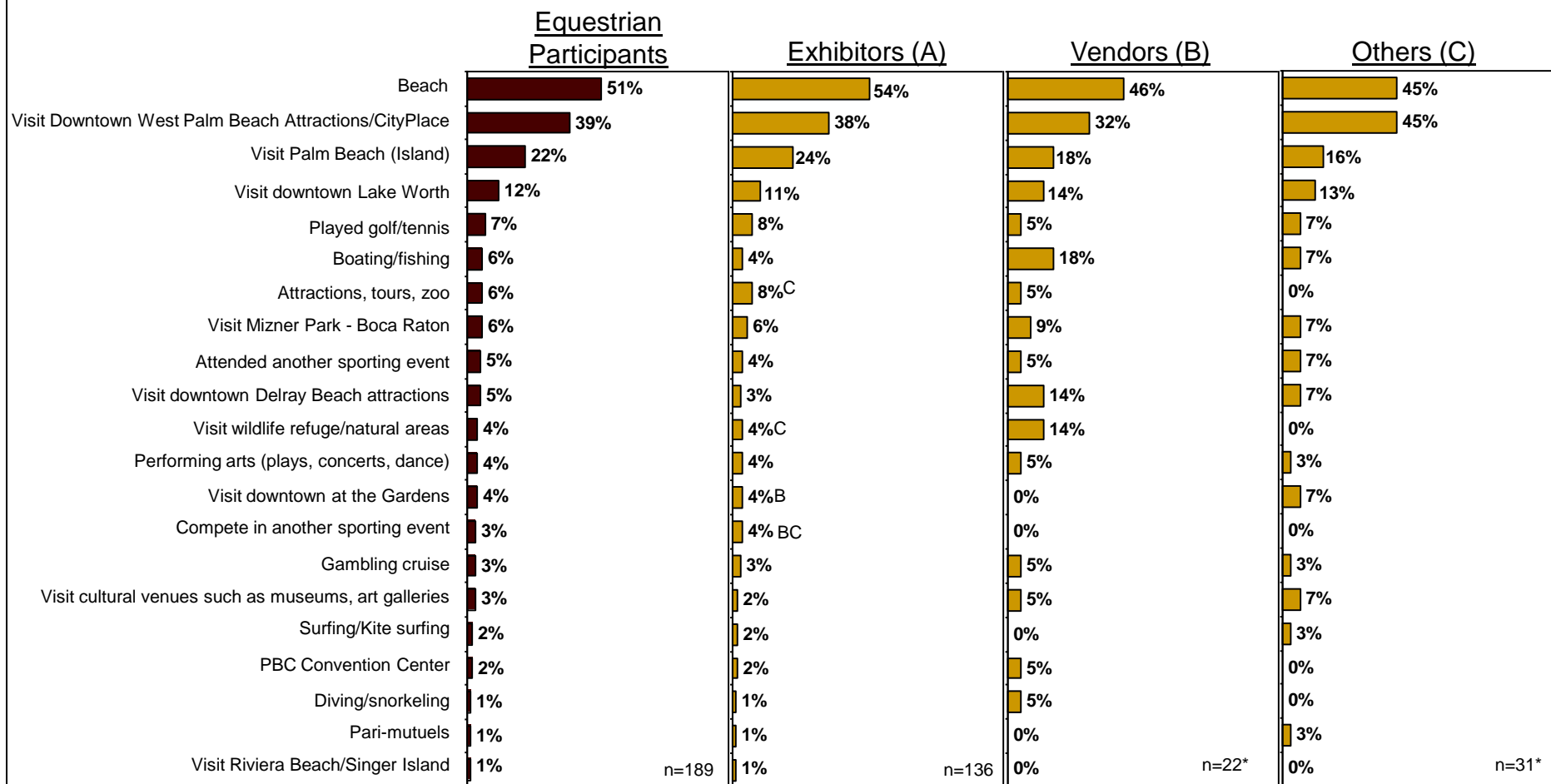
Airport Used	WEF Participants			Polo Participants			Jim Brandon Participants		
	Exhibitors D (n=33*)	Vendors E (n=6*)	Others F (n=7*)	Exhibitors G (n=29*)	Vendors H (n=0)	Others I (n=1*)	Exhibitors J (n=1*)	Vendors K (n=1*)	Others L (n=0)
Palm Beach Int'l	94% ^G	83%	100%	48%	n/a	100% ^G	100% ^G	100%	n/a
Ft. Lauderdale Int'l	0%	0%	0%	17% ^{DIJ}	n/a	0%	0%	0%	n/a
Miami Int'l	3%	0%	0%	28% ^{DIJ}	n/a	0%	0%	0%	n/a
Other	0%	17%	0%	4%	n/a	0%	0%	0%	n/a
No answer/Refused	3%	0%	0%	3%	n/a	0%	0%	0%	n/a

Capital letters indicate a significant difference among subgroups

*Caution: low base



Activities Planned While Staying in Palm Beach County (Among Non-Residents and Part Time Residents)



Capital letters indicate a significant difference among subgroups

*Caution: low base

Multiple responses allowed

2011 EQUESTRIAN SEASON ECONOMIC IMPACT REPORT



Activities Planned While Staying in Palm Beach County - By Event (Among Non-Residents and Part Time Residents)	WEF Participants				Polo Participants				Jim Brandon Participants			
	Total A (n=124)	Exhibitors B (n=87)	Vendors C (n=15*)	Others D (n=22*)	Total E (n=49)	Exhibitors F (n=41)	Vendors G (n=0)	Others H (n=8*)	Total I (n=16*)	Exhibitors J (n=8*)	Vendors K (n=7*)	Others L (n=1*)
Beach	49%	49%	60% K	41%	63% I	66%	n/a	50%	31%	38%	14%	100% DHJK
Visit Downtown West Palm Beach attractions/CityPlace	46% E	47% F	40%	46%	20%	17%	n/a	38%	38%	50%	14%	100% DHJK
Visit Palm Beach (Island)	28% E	32% DF	27% K	14%	6%	5%	n/a	13%	19%	25%	0%	100% DHJK
Visit downtown Lake Worth	13%	12% J	13%	18% HL	10%	12% HJ	n/a	0%	6%	0%	14%	0%
Played golf/tennis	6%	6%	7%	5%	10%	10%	n/a	13%	13%	25%	0%	0%
Boating /fishing	7%	5% J	20%	5%	6%	5%	n/a	13%	6%	0%	14%	0%
Attractions, tours, zoo	7%	9% D	7%	0%	4%	5%	n/a	0%	6%	13%	0%	0%
Visit Mizner Park - Boca Raton	9% E	8% F	13%	9%	0%	0%	n/a	0%	6%	13%	0%	0%
Attend another sporting event	6%	5%	7%	9%	2%	2%	n/a	0%	6%	13%	0%	0%
Visit downtown Delray Beach attractions	7% E	3%	20%	9%	0%	0%	n/a	0%	6%	13%	0%	0%
Visit wildlife refuge/natural areas	4% I	2%	20%	0%	6%	7%	n/a	0%	0%	0%	0%	0%
Performing arts (plays, concerts, dance)	4% E	3%	7%	5%	0%	0%	n/a	0%	13%	25%	0%	0%
Visit downtown at the Gardens	4% I	5% CJ	0%	5%	4%	2%	n/a	13%	0%	0%	0%	0%
Compete in another sporting event	5% EI	7% CDFJ	0%	0%	0%	0%	n/a	0%	0%	0%	0%	0%
Gambling cruise	2%	1%	7%	0%	8% I	7%	n/a	13%	0%	0%	0%	0%
Visit cultural venues such as museums, art galleries	2%	0%	7%	9%	2%	2%	n/a	0%	6%	13%	0%	0%
Surfing/Kite surfing	2%	2%	0%	0%	2%	0%	n/a	13%	0%	0%	0%	0%
PBC Convention Center	2%	2%	7%	0%	0%	0%	n/a	0%	0%	0%	0%	0%
Diving/snorkeling	2%	1%	7%	0%	0%	0%	n/a	0%	0%	0%	0%	0%
Pari-mutuels	0%	0%	0%	0%	4%	2%	n/a	13%	0%	0%	0%	0%
Visit Riviera Beach/Singer Island	1%	1%	0%	0%	0%	0%	n/a	0%	0%	0%	0%	0%

Capital letters indicate a significant difference among subgroups

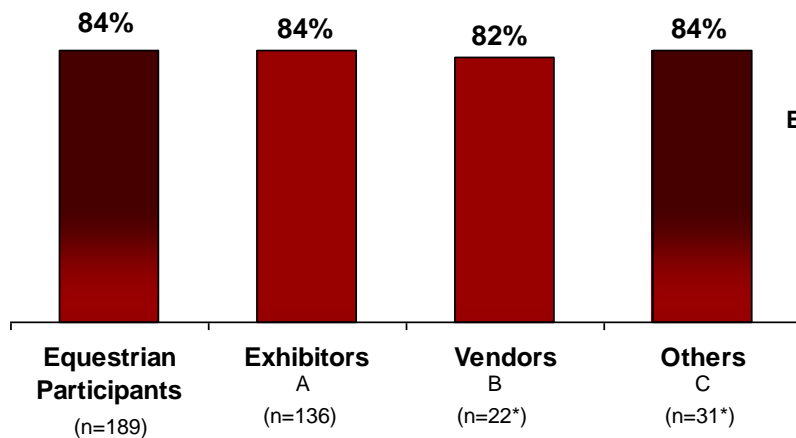
*Caution: low base

Multiple responses allowed

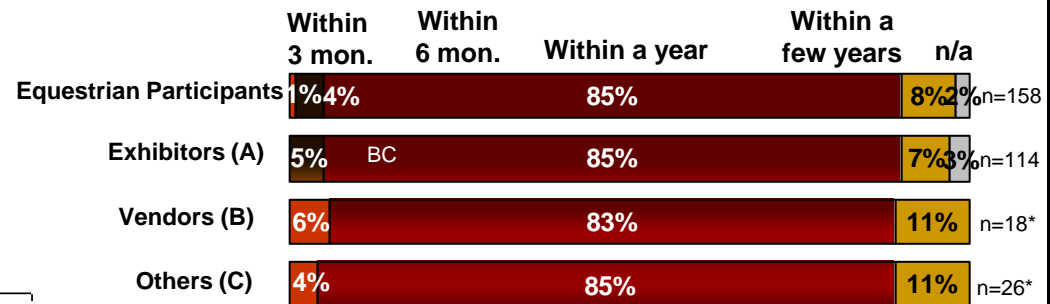


Q11

% Plan on Returning to Palm Beach County



When Do You Plan To Return? (Among Those Who Plan On Returning)



Capital letters indicate a significant difference among subgroups

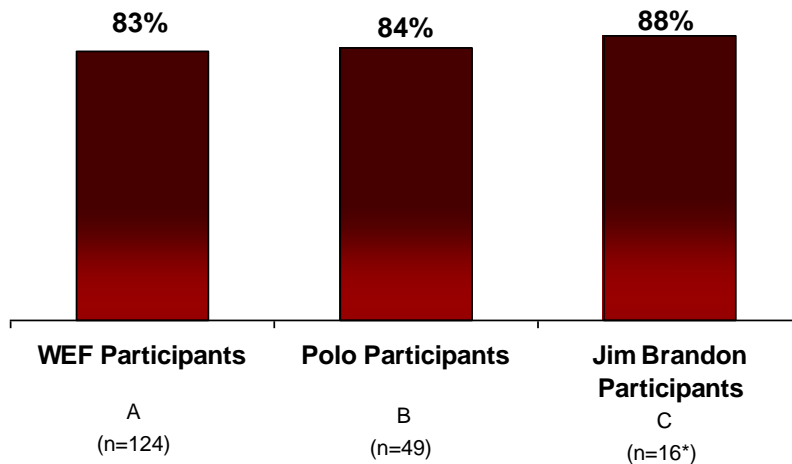
*Caution: low base

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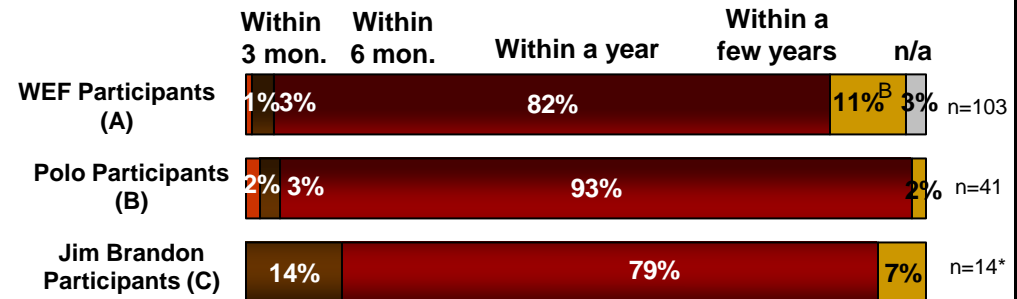


Q11

% Plan on Returning to Palm Beach County By Event



When Do You Plan To Return? (Among Those Who Plan On Returning)



Plans to Return to Palm Beach County	WEF Participants			Polo Participants			Jim Brandon Participants		
	Exhibitors D (n=74)	Vendors E (n=12*)	Others F (n=17*)	Exhibitors G (n=33*)	Vendors H (n=0)	Others I (n=8*)	Exhibitors J (n=7*)	Vendors K (n=6*)	Others L (n=1*)
% Plan on Returning	85%	80%	77%	81%	n/a	100%^{FG}	88%	86%	100%^F
Within 3 months	0%	8%	0%	0%	n/a	12%	0%	0%	0%
Within 6 months	4%	0%	0%	3%	n/a	0%	29%	0%	0%
Within a year	82%	83%	82%	94%	n/a	88%	71%	83%	100%
Within a few years	10% ^J	9%	18%	3%	n/a	0%	0%	17%	0%
No answer	4%	0%	0%	0%	n/a	0%	0%	0%	0%

Capital letters indicate a significant difference among subgroups

*Caution: low base



Comments and Suggestions

2011 EQUESTRIAN SEASON ECONOMIC IMPACT REPORT



Top Comments and Suggestions (Among those answering)	2011 Equestrian Participants				WEF Participants				Polo Participants				Jim Brandon Participants			
	Total (n=123)	Exhibitors A (n=74)	Vendors B (n=14*)	Others C (n=35)	Total D (n=48)	Exhibitors E (n=25*)	Vendors F (n=8*)	Others G (n=15*)	Total H (n=63)	Exhibitors I (n=43)	Vendors J (n=0)	Others K (n=20*)	Total L (n=12*)	Exhibitors M (n=6*)	Vendors N (n=6*)	Others O (n=0)
Positive Comments	56%	58% B	29%	63% B	42%	44% F	13%	53% F	68% D	67%	n/a	70%	50%	50%	50%	n/a
I love it here/enjoy it/the best	23%	23%	14%	26%	19%	24%	13%	13%	27%	23%	n/a	35%	17%	17%	17%	n/a
Nice Area/ Attractive Area	6%	7% B	0%	6%	4%	4%	0%	7%	8% L	9% M	n/a	5%	0%	0%	0%	n/a
Love seeing the horses/ Equestrian	4%	3%	0%	9%	6%	4%	0%	13%	3%	2%	n/a	5%	0%	0%	0%	n/a
Negative Comments	48%	49%	64%	40%	56%	56%	88% EGN	40%	43%	44%	n/a	40%	42%	50%	33%	n/a
Parking/Traffic Issues	13%	8%	36% A	14%	21%	16% M	50%	13%	8%	5%	n/a	15%	8%	0%	17%	n/a
Facility Improvements Needed	7%	12% BC	0%	0%	2%	4%	0%	0%	10%	14% K	n/a	0%	17%	33%	0%	n/a
Vendor Issues	7%	5%	14%	6%	8% L	4%	25%	7%	6% L	7%	n/a	5%	0%	0%	0%	n/a
Public Relations Issues	6%	7% B	0%	6%	4%	4%	0%	7%	8% L	9% M	n/a	5%	0%	0%	0%	n/a
Safety Issues	4%	1%	29% AC	0%	8% H	4%	38% G	0%	0%	0%	n/a	0%	8%	0%	17%	n/a
Venue Size Issues	3%	4%	0%	3%	8% HL	12%	0%	7%	0%	0%	n/a	0%	0%	0%	0%	n/a

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Multiple responses allowed

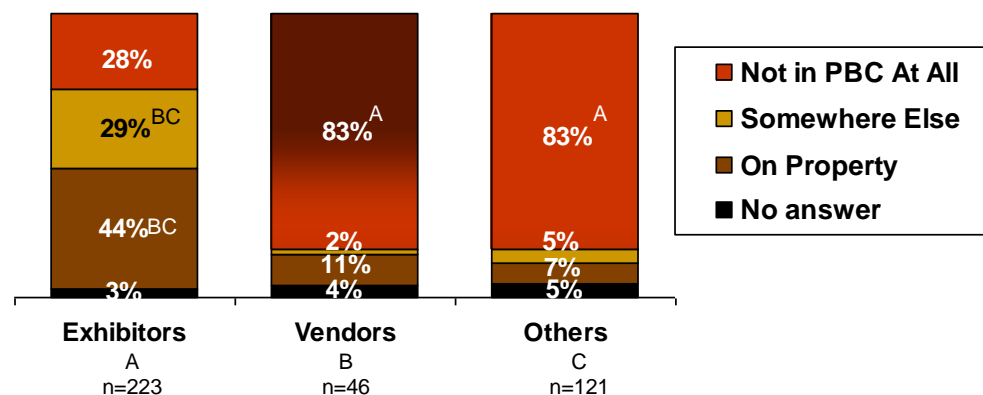
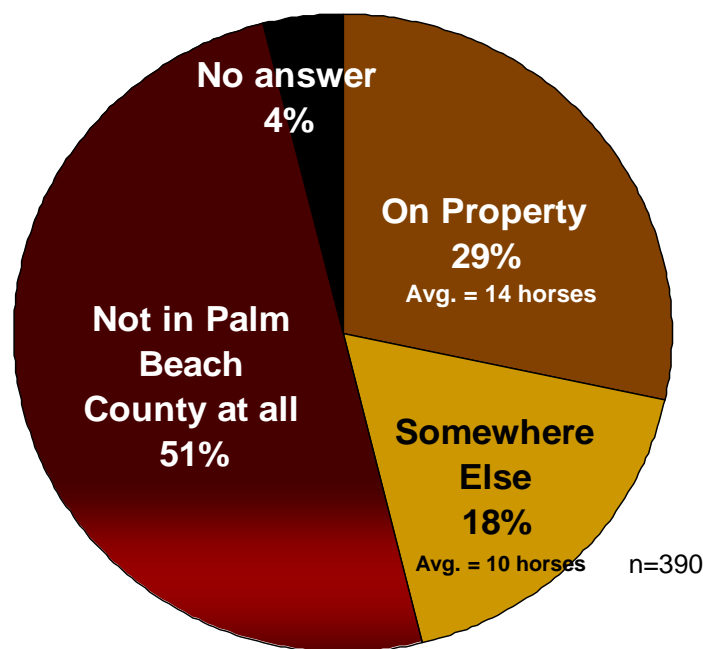
Only top mentions are shown



Participant Demographics



% Have Horses Stabled in Palm Beach County



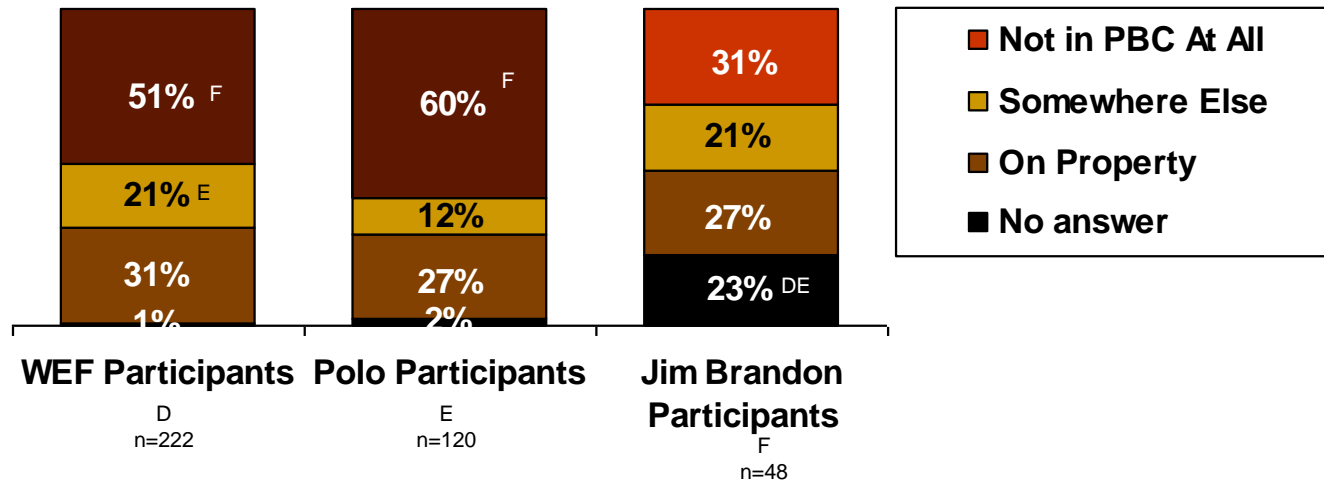
Capital letters indicate a significant difference among subgroups

*Caution: low base

Percentages may add up to more than 100% as multiple responses are allowed (on property + somewhere else)



% Have Horses Stabled in Palm Beach County



% Have Horses Stabled in Palm Beach County	WEF Participants			Polo Participants			Jim Brandon Participants		
	Exhibitors G (n=121)	Vendors H (n=30*)	Others I (n=71)	Exhibitors J (n=79)	Vendors K (n=0)	Others L (n=41)	Exhibitors M (n=23*)	Vendors N (n=16*)	Others O (n=9*)
On Property	51% HIJ	4%	7% O	35% L	n/a	10% O	39% O	25% O	0%
Somewhere Else	37% HIJ	3%	2%	11%	n/a	12% IO	44% JNO	0%	0%
Not in Palm Beach County At All	17% M	93% GN	90% GO	51% GM	n/a	78% J	4%	63% M	44% M
No answer	1%	0%	1%	3%	n/a	0%	17%G	13%	56%ILMN

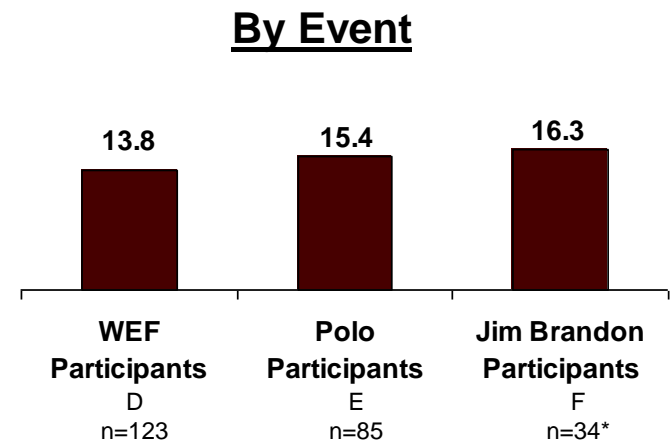
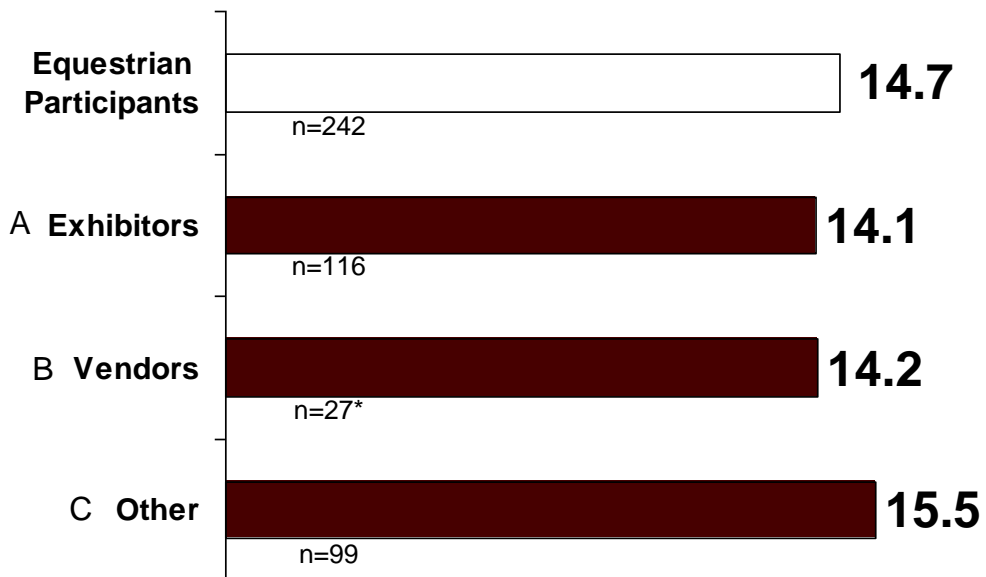
Capital letters indicate a significant difference among subgroups

*Caution: low base

Percentages may add up to more than 100% as multiple responses are allowed (on property + somewhere else)



Average Number of Years Lived in Palm Beach County (Among Full and Part-Time Residents)



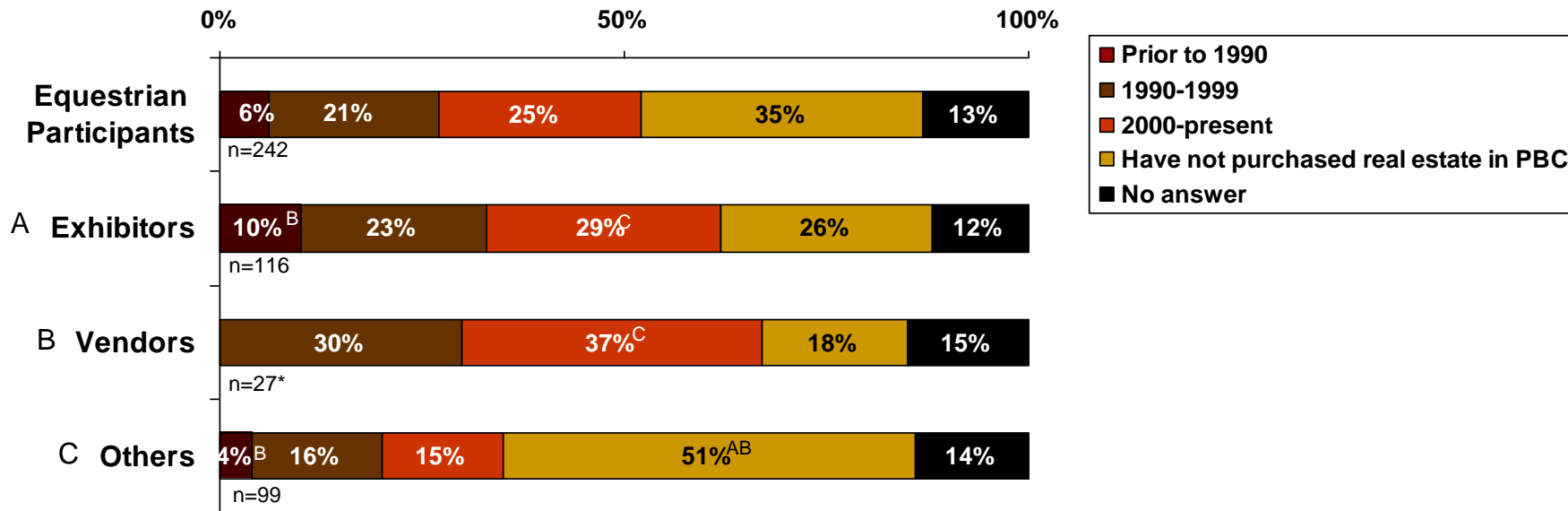
	WEF Participants			Polo Participants			Jim Brandon Participants		
	Exhibitors G (n=50)	Vendors H (n=18*)	Others I (n=55)	Exhibitors J (n=49)	Vendors K (n=0)	Others L (n=36)	Exhibitors M (n=17*)	Vendors N (n=9*)	Others O (n=8*)
Avg. years lived in Palm Beach County	11.7	14.2	15.5 G	15.4 G	n/a	15.4	17.9	14.0	15.7

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*Caution: low base



Real Estate Purchase in Palm Beach County (Among Full and Part-Time Residents)

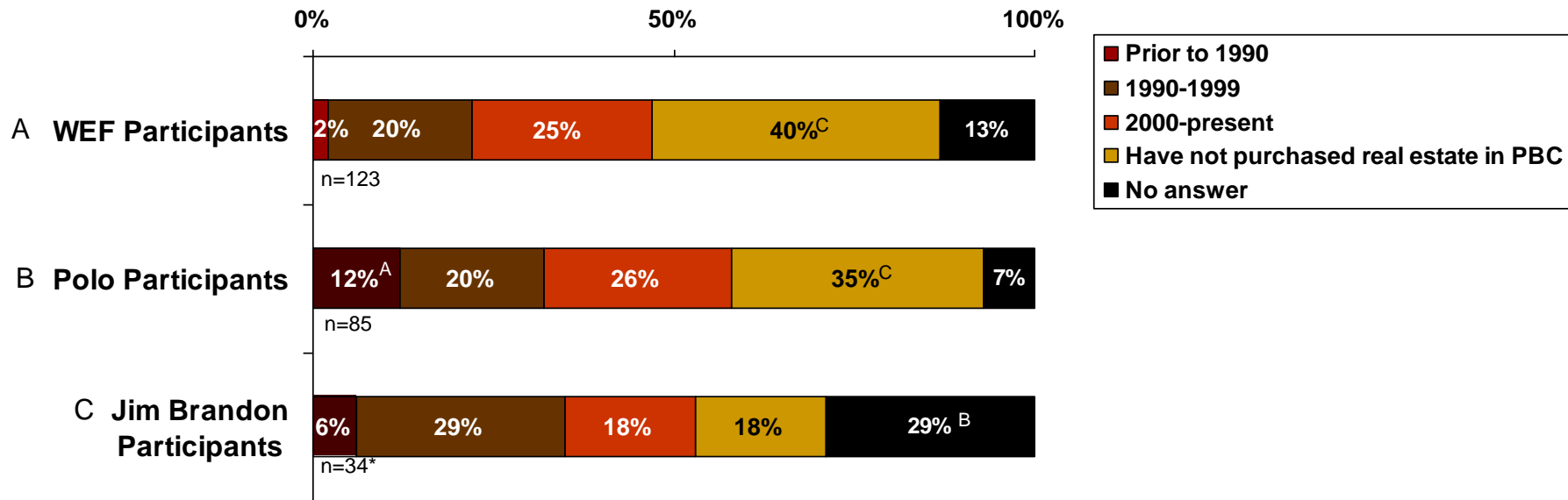


Capital letters indicate a significant difference among subgroups

*Caution: low base



Real Estate Purchase in Palm Beach County (Among Full and Part-Time Residents)



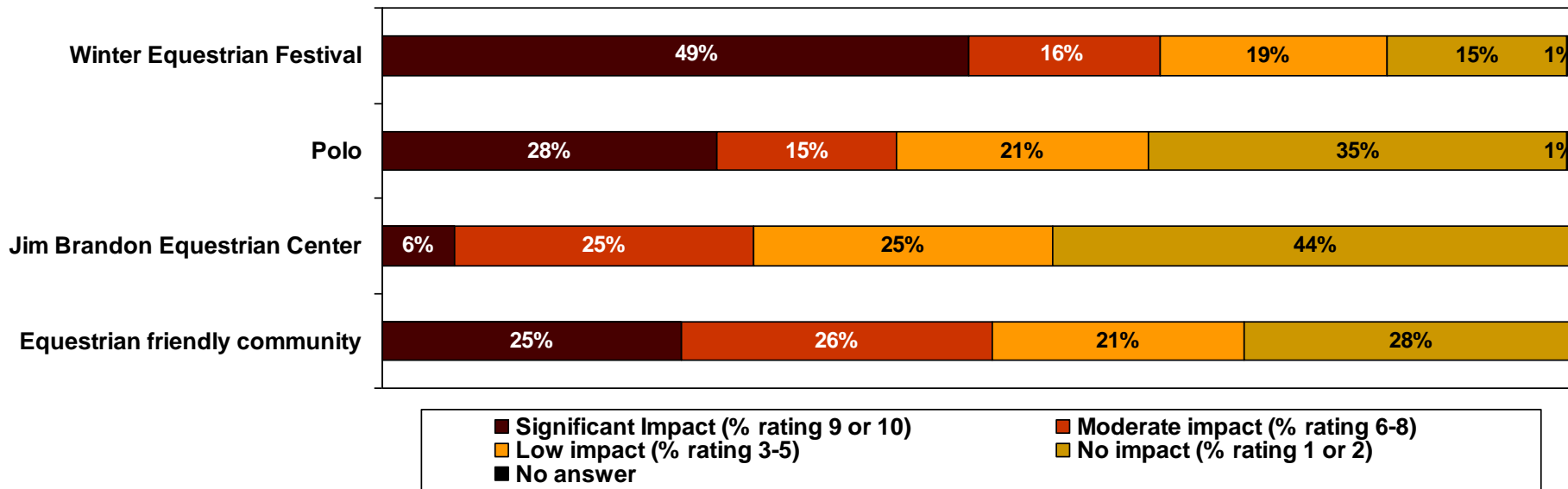
Palm Beach County Real Estate Purchase	WEF Participants			Polo Participants			Jim Brandon Participants		
	Exhibitors D (n=50)	Vendors E (n=18*)	Others F (n=55)	Exhibitors G (n=49)	Vendors H (n=0)	Others I (n=36)	Exhibitors J (n=17*)	Vendors K (n=9*)	Others L (n=8*)
Prior to 1990	4%	0%	2%	14%	n/a	8%	12%	0%	0%
1990-1999	18%	28%	18%	27%	n/a	11%	29%	33%	25%
2000-present	34% ^{FJ}	38% ^F	13%	31%	n/a	20%	12%	34%	13%
Have not purchased real estate in PBC	34% ^J	17%	53% ^E	22%	n/a	53% ^G	12%	22%	25%
No answer	10%	17%	14%	6%	n/a	8%	35% ^{DG}	11%	37%

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Impact on Decision To Live in Palm Beach County (Among Full and Part Time Residents Who Have Lived in Palm Beach County Fewer Than 10 Years)



n=68

% High Impact on Decision to Live in Palm Beach County % rating 9 or 10	Equestrian Participants			WEF Participants				Polo Participants				Jim Brandon Participants			
	Exhibitors (n=34*)	Vendors (n=9*)	Others (n=25*)	Total (n=38)	Exhibitors (n=19*)	Vendors (n=6*)	Others (n=13*)	Total (n=23*)	Exhibitors (n=13*)	Vendors (n=0)	Others (n=10*)	Total (n=7*)	Exhibitors (n=2*)	Vendors (n=3*)	Others (n=2*)
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Winter Equestrian Festival	56%	44%	40%	79%HL	95%GIM	67%N	62%KO	13%	8%	n/a	20%	0%	0%	0%	0%
Polo	38%B	0%	24%B	5%	5%	0%	8%	70%DL	85%E	n/a	50%GO	14%	50%	0%	0%
Jim Brandon Equestrian Center	9%	0%	4%	5%	5%	0%	8%	0%	0%	n/a	0%	29%	100%EINO	0%	0%
Equestrian friendly community	41%BC	11%	8%	29%	42%	17%	15%	17%	31%K	n/a	0%	29%	100%EINO	0%	0%

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*Caution: low base