



DEMOGRAPHICS: MOST SOUGHT AFTER AFFLUENT DEMOGRAPHIC

The Hamptons is truly an international destination, attracting the leading and most illustrious celebrities, in business, in entertainment and in government. These individuals have achieved remarkable success and are decidedly affluent, at the right age and stage to fully enjoy all of life's discretionary pleasures. They entertain lavishly, travel often for business and pleasure, drive the finest automobiles and own multiple homes. Because of their education, income, professions and age – and more importantly horses and horse events, they represent the illusive demographic actively targeted by those corporations seeking an upscale market, as well as businesses wanting to reach a broader affluent marketing spectrum and individuals who make buying decisions.

STATISTICAL OVERVIEW: DEMOGRAPHICS

Age	80%	18 – 49
Income	42%	\$350,000+ family income
Education	80%	College Educated
Occupation	45%	Business Executives
* Educated and Discerning with Disposable Income		
Residence	53%	Semi Rural
1+ Homes	27.2	
Home Value	Average Value	\$1,350,000
Credit Cards	97.3%	One or more cards
* Informed and Qualified Potential Clients		
Airline Travels	43.1%	16+ Trips per year
Travel Frequency	78.4%	Frequent Flyer Club
Fashion	45.0%	\$30,000 plus
Automobile	55.3%	Bought within 12 months
Own Luxury Vehicle	70%	Audi, Aston Martin, Bentley, BMW, Cadillac, Infiniti, Jaguar, Lexus, Mercedes-Benz, Porsche, Saab, Spyker, Volvo

WVH-TV HAMPTONS TELEVISION®

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Where do they Work, What are their interests?

Executive/Upper Management (CEO, Chairman, Board of Directors, Partner, Owner, SVP, VP)	49%
Financial Services (self employed/Business Owner)	29%
Early Retired	19%
Investors	61%
Buy Fine Jewelry and Watches	81%
Have a Revolving Credit Account	87%
Buy Books	83%
Top 10% Wealth Income	78%
Travel	82%
Foreign Travel	84%
Propensity for Fitness	79%
Charitable Giving	72%
Political Donations	73%
Interest in Cultural Arts	91%

WVH-TV the Official TV Station of Hampton Classic Horse Show Live, delivers the premium demographic and much more!

About WVH-TV:

WVH-TV, Hamptons TV® is the largest FCC licensed TV station in Suffolk County, broadcasting on UHF Channel 50, Cablevision 78, Verizon FiOS Channel 14 and on Time Warner's new Video On Demand Channel 1111 and **YouTUBE**. Hamptons TV® is seen throughout New York, New Jersey and Westchester worldwide at webstream www.wvvh.tv and is the official TV station for the Hampton Classic Horse Show and Hamptons International Film Festival and the State designated station for Amber Alerts and National Hurricane emergency broadcast. Website: www.wvvh.com

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