



READER DEMOGRAPHICS

Marital Status

Married 60.3%
Widowed 10.0%
Separated/Divorced 11.5%
Single (never married) 14.1%

Gender

Male	Female
41%	59%

Main Residence

OWN	RENT
86.1%	13.9%
\$343,400	\$409,400
AVERAGE VALUE	MEDIAN VALUE

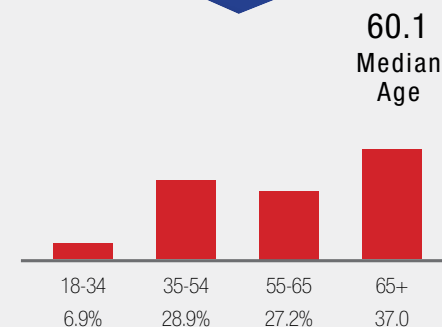
Household Income

\$127,600	\$102,200
AVERAGE INCOME	MEDIAN INCOME

Education

64.9%	86%
4+ YEARS	ANY COLLEGE


Age







MEMBER TRAVEL HABITS

How long before traveling
do you book
a trip?

 33.3% More than 6 Months

 41.3% 3-6 Months

 25.1% Less than 3 Months

Members who took vacations
75%
Last 12 month

Personal 95%

Business 21%

Business/Personal 13%

\$3,100

Average
amount
spent on
trip

76%

Weekend
trips

88%

Traveled
by car