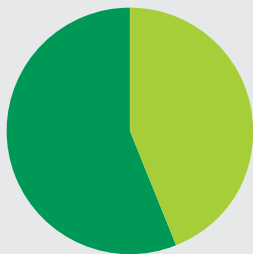


Eighty percent of this country's vacations are taken by people age 50 and over. Compared to younger vacationers, these older travelers vacation more frequently and tend to take longer trips. Travel 50 & Beyond is the only national travel magazine conceived and designed specifically for this group. Because our readers are active and interested in all types of trips, Travel 50 & Beyond features domestic and international destinations, small group tours, expedition travel, cruises, learning vacations, travel by rail and RV and outdoor adventures.

**Average Value of Main Residence:** **\$332,228**

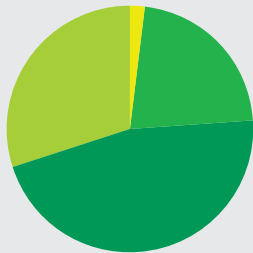
**Average Household Income:** **\$116,736**

**Average Household Net Worth:** **\$873,240**



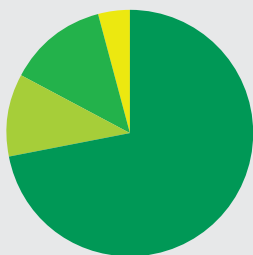
### SEX

■ Male	44%
■ Female	56%



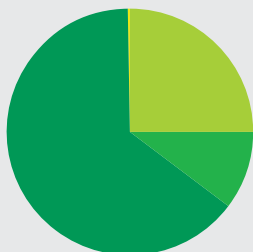
### AGE

■ Under 50	2%
■ 50-59	22%
■ 60-69	46%
■ 70 or over	30%
<b>Average:</b>	<b>65.4</b>



### MARITAL STATUS

■ Married	72%
■ Divorced/separated	11%
■ Widowed	13%
■ Single, never married	4%



### EMPLOYMENT

■ Work full time	25%
■ Work part time	10%
■ Retired	64%
■ Never worked outside home	<1%

### EDUCATION

Attended college or better	84%
Graduated college or better	53%
Postgraduate degree	25%

### TRAVEL

Number of domestic trips in past 12 months	4.7
Average number of days on most recent trip	7.6
Stayed in hotel, resort, lodge or B&B in past 12 months	69%
Rented a car in past 12 months	37%
Own a passport	92%
Foreign travel in past 12 months	56%
Plan a foreign trip in next 3 years	84%
Cruised in past 3 years	63%
Plan to cruise in next 3 years	79%
Used travel agent in past 12 months	66%
Stayed at an all-inclusive resort in past 12 months	15%
Plan to stay at an all-inclusive resort in next 3 years	35%
Took an escorted tour in past 12 months	24%
Plan to take an escorted tour in next 3 years	45%

### ACTIVITIES

(more than 100% due to multiple choices)

Reading books for pleasure	64%
Visit historic sites	63%
Festivals/events	53%
Jogging or walking for exercise	52%
Art shows/museums	49%
Casino gambling	44%
Cinema	42%
Gardening	39%
Volunteer work	37%
Theater/concert/opera/ballet	37%
Arts and crafts	34%
Photography	27%
Boating/sailing	21%
Fishing	20%
Golf	20%
Gourmet cooking	20%
Bicycling	18%
Camping	15%