

READER DEMOGRAPHICS

Marital Status

Married 53.1%
Widowed 6.2%
Separated/Divorced 14.8%
Single (never married) 25.9%

Gender

Male	Female
36%	64%

Main Residence

OWN	RENT
71.3%	28.7%
\$346,200	\$288,800
AVERAGE VALUE	MEDIAN VALUE

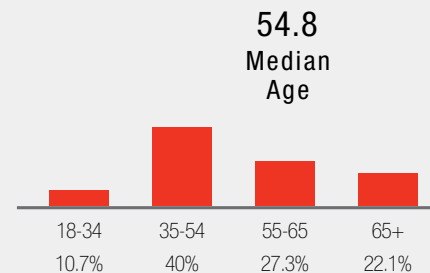
Household Income

\$107,500	\$88,300
AVERAGE INCOME	MEDIAN INCOME

Education


52%	83%
4+ YEARS	ANY COLLEGE


Age




MEMBER TRAVEL HABITS

How long before traveling do you book a trip?

 23.1% More than 6 Months

 39.9% 3-6 Months

 37.0% Less than 3 Months

Members who took vacations **79.1%**
Last 12 month

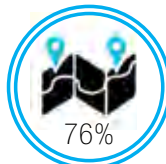
Personal 96.9%

Business 31.7%

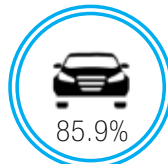
Business/Personal 22%



Average amount spent on trip



Weekend trips



Traveled by car