



## 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

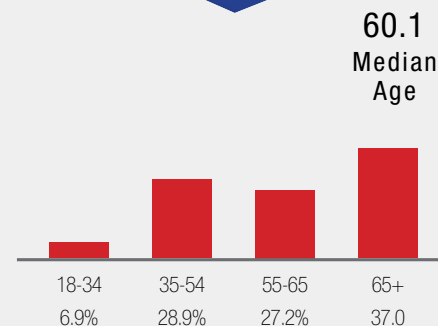
### Household Income

\$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**