



## READER PROFILE

MALE 72%  
FEMALE 28%

MEDIAN AGE: 42  
MEDIAN HOUSEHOLD INCOME: \$174,500; 40% \$200,000+

NET WORTH  
57% 1 million+

## HOW THEY LIVE

51% are single-earned income households  
82% have college degrees; 42% have post graduate degrees  
38% are senior management/partners/owners  
5% are presidents/chairmen/CEOs  
50% dine in a sit-down restaurant 7+ times per month  
28% golf at least twice per month  
46% own a second home; 70% own investment real estate

## HOW THEY TRAVEL

26% take 21+ domestic business trips per year  
28% take 3+ international business trips per year  
59% stay in hotels for business 21+ times per year  
60% take 3+ domestic leisure trips per year  
50% stay in hotels for leisure 11+ times per year  
75% spend \$2,000+ on each vacation trip of 4+ days  
98% are elite status AAdvantage® members (54% Executive Platinum or Platinum)  
40% are Admirals Club® members  
79% book travel on aa.com

## HOW THEY SPEND

In the past year  
42% spent over \$1,000 on jewelry/watches  
56% spent over \$2,000 on men's apparel; 48% on women's apparel  
63% spent over \$2,000 on personal care/wellness  
37% spent over \$2,000 on alcoholic beverages  
86% spent over \$2,000 on dining/entertaining out  
82% spent over \$5,000 on travel  
18% spent over \$1,000 on artwork/collectibles  
55% spent over \$2,000 on computers/electronics/entertainment equipment for home