

AAA Member Demographics

AAA magazines readers have a high interest in travel.

- **98%** of those travelers traveled for leisure reasons
- **87%** took a road trip vacation
- **79%** took weekend getaways
- **78%** stayed at a hotel
- **74%** of our reader households took a domestic vacation*

Our members turn to their magazines for getaway ideas and destinations. Our magazines support and inspire overnight travel.

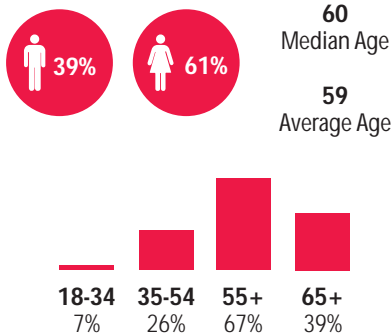
- **81%** prefer travel information from AAA in print over online
- **66%** read 3 or 4 out of 4 issues
- **65%** took action as a result of reading a AAA publication



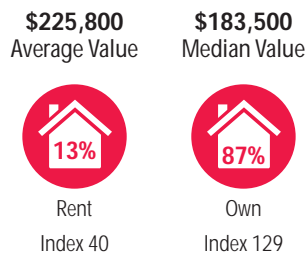
AAA is one of America's most trusted brands

*Domestic vacation defined as 1+ overnights and getaways defined as 2-4 overnights

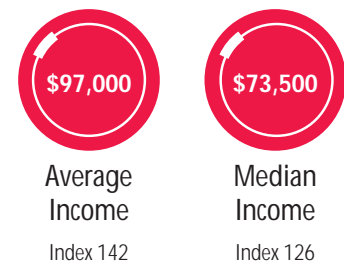
Age and Gender



Main Residence



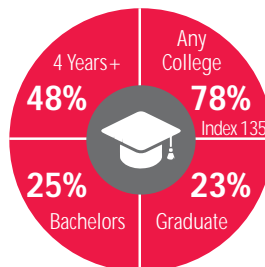
Household Income



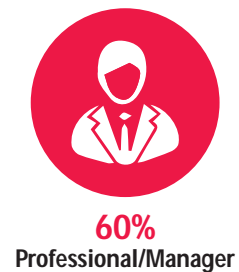
Marital Status



Education



Occupation



Source: 2015 GfK MRI Subscriber Study

Home & Away

AAA members travel **more**, stay **longer** and spend **more**.