

AAA Member Demographics

AAA magazines are dedicated to the AAA members and their interests. Travel is of major interest.

- **97%** leisure travel
- **79%** households took a domestic vacation
- **76%** took a weekend getaway
- **68%** took a road trip

Our magazines support and inspire overnight travel, and our members turn to them for getaway ideas and destinations.

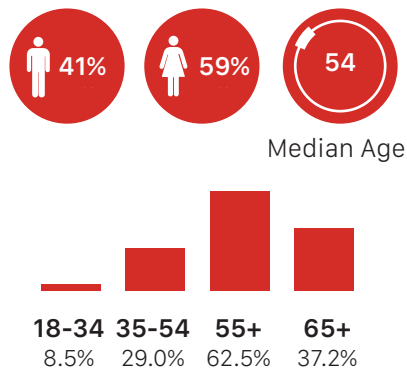
- **87%** read 3 or 4 out of 4 issues
- **82%** took action as a result of reading a AAA publication



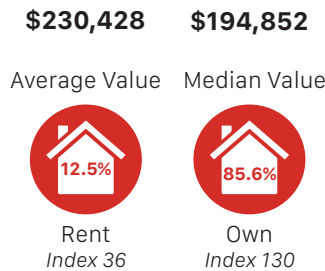
AAA is one of America's most trusted brands.

*Domestic vacation defined as 1+ overnights, and getaways defined as 2-4 overnights
Sources: 2013 GfK MRI Subscriber Study; August 2015 Confront Readership Study

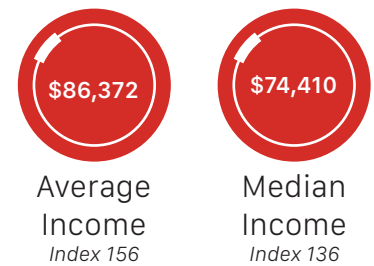
Age and Gender



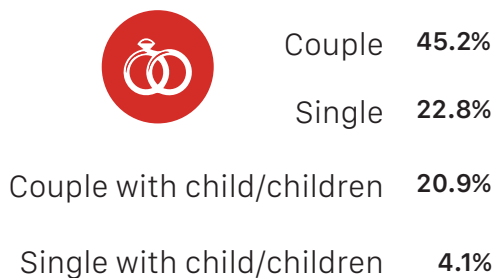
Main Residence



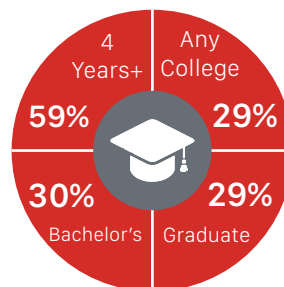
Household Income



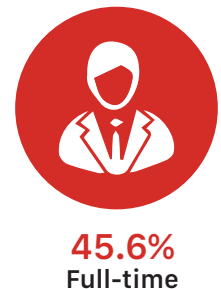
Household Structure



Education



Employed



AAA Member Travel Habits

How Long Before Traveling Do You Typically Book Your U.S. Trip?



Source of Influence

AAA members use their magazine as an **important** source of information for travel planning.

53% AAA member magazine

23% Other magazines/newspapers
12% TV
3% Radio

Travel Comparison

	US HH	MT HH	INDEX
Plane Trips	42.2%	60.9%	144
Used Rental Car	9.5%	28.9%	304
Casino Gambling	15.6%	27.7%	178
Railroad Trips	1.9%	7.5%	395
Bus Trips	2.2%	4.7%	203
Motor Home	1.7%	2.8%	165

Members Who Took Vacations



Average amount spent on trip
Index 144



Took Weekend trips



Traveled by car
Index 33

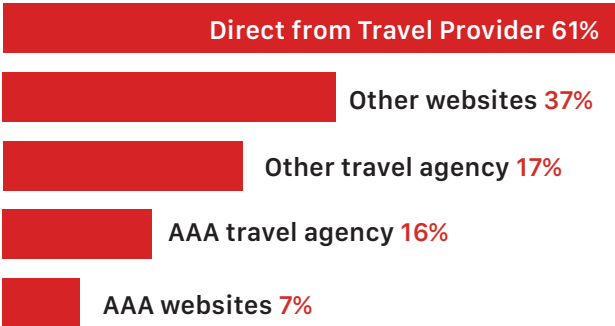
2013 Gfk MRI Subscriber Study
August 2015 Confront Readership Study



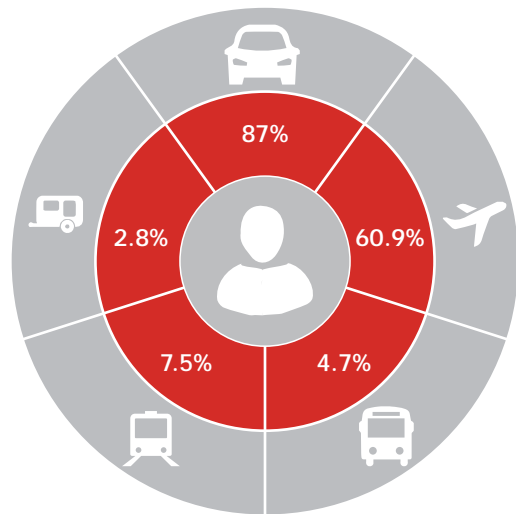
AAA members travel **more**, stay **longer** and spend **more**.

AAA Travel Planning and Booking

Method Readers Use to Make Reservations or Buy Tickets for Trip



Method of Transportation When Taking a Trip



Top U.S. Areas Visited in the Past Year by Midwest Traveler Members

ARIZONA		2.3%	13,754*
	PHOENIX/SCOTTSDALE	7.6%	45,448*
ARKANSAS		21.1%	126,178*
CALIFORNIA	SAN DIEGO	5.3%	37,674*
FLORIDA	PENSACOLA	6.7%	40,066*
ILLINOIS		38.9%	232,622*
	CHICAGO	20.6%	123,188*
INDIANA		13.5%	80,730*
	INDIANAPOLIS	10.9%	65,182*
KANSAS		34.6%	147,105*
LOUISIANA		7.2%	43,056*
MICHIGAN		9.0%	53,820*
MISSOURI		27.8%	166,244*
	BRANSON	32.1%	191,958*
	KANSAS CITY	42.0%	251,160*
	ST. LOUIS	54.3%	324,714*
NEVADA	LAS VEGAS	7.8%	46,644*
TENNESSEE		26.9%	160,862*
TEXAS	HOUSTON/GULF COAST	4.4%	26,312*

*Based on circulation

