

Audience Profile

2012

Circulation Region: Alabama

Circulation: 195,000 ♦ Audience: 429,000



- ♦ On average, AAA members in Alabama/Mississippi earn a household income that is \$19,600 greater than non-members in the region.
- ♦ AAA Alabama/Mississippi members are 55 percent more likely to have graduated college than non-members in the region.
- ♦ When compared to the average Alabama/Mississippi adult, AAA members spend more, travel more often, and live more active lifestyles.

Alabama		Audience	Composition	Coverage	Index
Men		207,000	48%	11%	91
Women		222,000	52%	13%	110
Married		296,000	69%	15%	124
Household Income					
\$60,000+		275,000	64%	20%	165
\$75,000+		177,000	41%	19%	153
\$100,000+		98,000	23%	20%	165
\$150,000+		37,000	9%	21%	173
Average HHI	\$75,000				
Median HHI	\$69,300				
Age					
18-34		66,000	15%	6%	52
35-54		147,000	34%	11%	90
55-64		90,000	21%	18%	151
65+		126,000	30%	19%	157
Median Age	55.2 years				
Education					
Attended college		271,000	63%	16%	128
Bachelor's degree+		151,000	35%	18%	149
Home					
Own Home		389,000	91%	15%	122
Median home value	\$161,971				
Mean home value	\$178,424				

Source: 2011 Doublebase, prototype; GfK MRI



Readership

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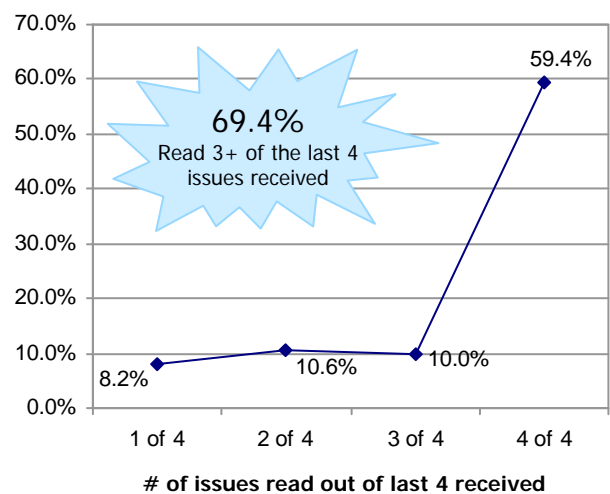
- Another glowing testimony to the editorial excellence of **Alabama Journey** and its unprecedented readership by AAA members who rarely miss an issue.
- Readers take 22.8 minutes, on average, out of their busy schedules to spend reading an issue.

Actions taken as a result of reading Alabama Journey in the past year:

Took Any Action	78.1%
Became Aware of AAA discount(s) and Used/received AAA discount(s)	49.1%
Visited/Contacted AAA office	30.0%
Visited AAA.com	19.1%
Visited an Advertiser's Web Site or Contacted an Advertiser Directly for Information	17.9%
Used AAA Tour Book	16.0%
Made Reservations or Bought Tickets	14.5%
Traveled to a Destination Advertised or Written About	14.0%
Called a Toll-Free Number	11.5%
Obtained Information on a Product or Service Advertised	9.9%
Planned or Modified Existing Plans for a Trip	9.3%
Called or Visited AAA Travel Agent	7.9%



Alabama Journey Readership



Source: 2011 AL Journey Reader Profile Study, GfK MRI Market Solutions



Regional Travel

2012

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- ♦ 80.3% of Alabama Journey readers took at least one overnight domestic trip in the past year

Regional areas visited in the past year

Birmingham	52.9%
Atlanta, GA	45.5%
Orange Beach/Gulf Shores	42.9%
Montgomery	37.3%
Huntsville	32.1%
Mobile	30.5%
Destin	29.8%
Nashville, TN	28.8%
Auburn/Opelika	28.1%
Tuscaloosa	26.7%
Pensacola	23.5%
Fairhope	21.3%
Chattanooga, TN	20.4%
Decatur	19.6%
Panama City	18.5%
New Orleans, LA	17.9%
Daphne	16.3%
Guntersville	15.4%
Memphis, TN	15.3%
Orlando	14.8%
Anniston	14.6%
Knoxville, TN	14.1%
Gadsden	12.6%
Fort Walton Beach	11.2%
Tallahadega	11.0%
The Shoals Metro Area	8.5%
New York, NY	7.7%
Tampa	7.6%
Selma	6.8%
Jackson, MS	6.8%
Miami	5.7%
Tallahassee	5.5%
Tuscumbia	5.4%
Daytona Beach	4.0%
Little Rock, AR	3.5%
Boston, MA	3.2%
Eufaula	2.9%



Readers choose Alabama areas as their most popular reader vacation spots

Source: 2011 AL Journey Reader Profile Study, GfK MRI Market Solutions

