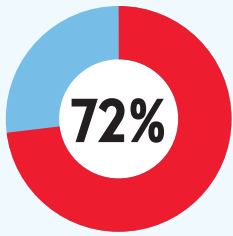
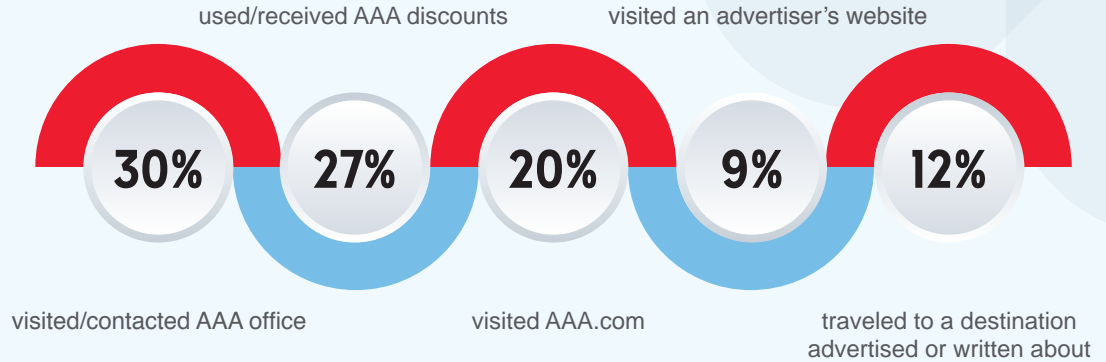


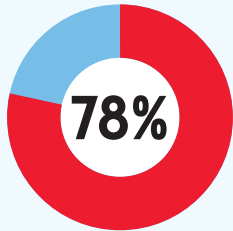
AAA Living Readers Take Action



of AAA Living readers took action as a result of reading



AAA Living Readers take Domestic Vacations



took a domestic trip in the last 12 months

Average

number of trips in the last 12 months: 5.5
Domestic vacation spending: \$3,400

VACATION TRIP ACTIVITIES

Dined out	66%
Beach	51%
Sports	44%
Water sports	15%
Boating/Sailing	14%
Adventure activities	22%
Camping/Hiking	19%
Backpacking/	
Off-road biking	8%

Golf	12%
Snow sports	4%
Shopping	44%
Historic sites	43%
Museums	36%
National parks	34%
Theme parks/	
Local attractions	27%
Zoo or aquarium	26%
Spa/Retreat	12%

AAA READERS TRAVEL WITH OTHERS

Spouse	62%
Children	43%
Friend/Co-worker	32%
Grandchildren	16%
Parents/Grandparents	11%

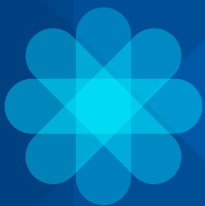
FREQUENT FLYERS**

Belong to a frequent flyer club... 29%

INTERNATIONAL TRAVEL

Own a valid passport 69%

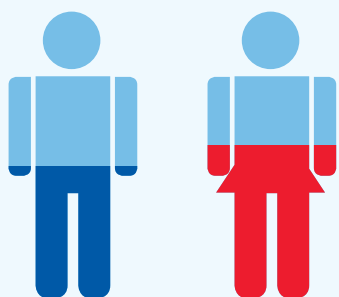
*Source: AAA Living Reader Profile Study, Sept. 2015, GfK MRI **Source: 2015 DoublebaseGfK MRI



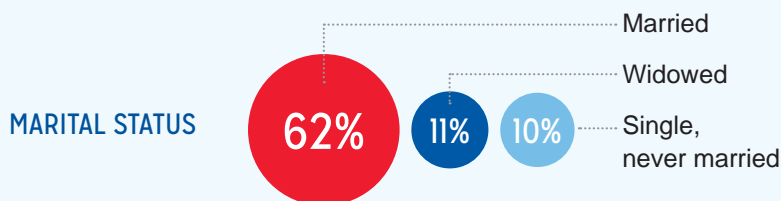
AAA Members Read AAA Living

69% are regular readers, having read at least 3 of the past 4 issues. They spend an average of 25 minutes reading the publication. On average, AAA Living is read by 2 members in a household.

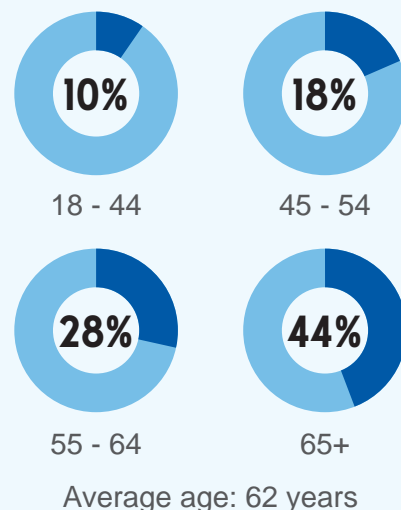
Reader Profile



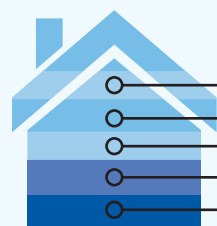
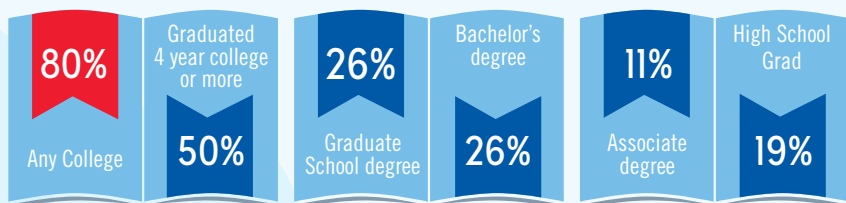
42% Male
58% Female



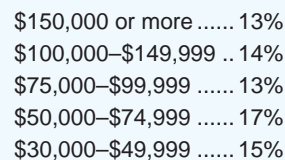
AGE



EDUCATION

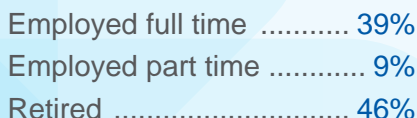


HOUSEHOLD INCOME

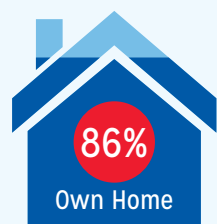
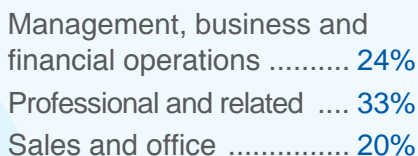


Average: \$95,000

EMPLOYMENT



EMPLOYMENT STATUS

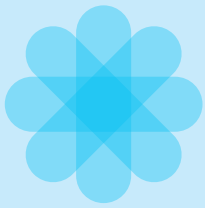


PRIMARY RESIDENCE

Average home value: \$267,000

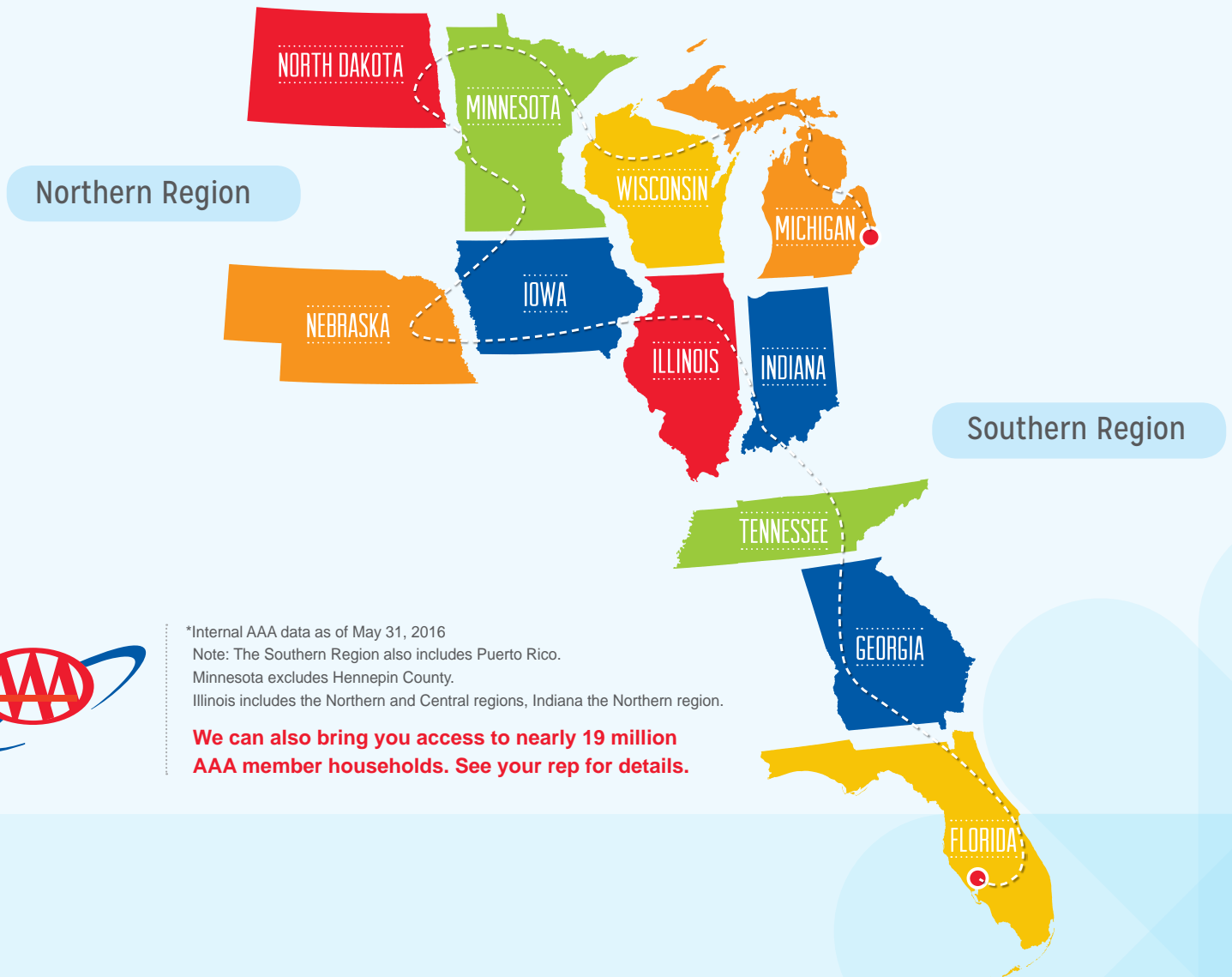
86% Own Home

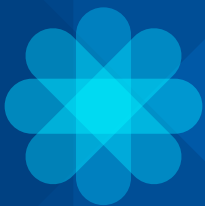
*Source: AAA Living Reader Profile Study, Sept. 2015, GfK MRI



- To drivers who want the freedom to go places, AAA is the member-focused organization that serves as their most trusted ally.
- More than 100 years of dedication to serving members has made AAA one of today's strongest and most trusted brands.
- AAA is a federation of member-owned clubs serving more than 56 million members: 50.2 million in the U.S. and 6.1 million in Canada.*
- *AAA Living* is our primary communication channel with almost 9.1 million members in 11 states.

AAA Living Territory





Multiple Touchpoints

Robust Interactions with AAA Members

