



## AAA Demographic Profile

AGE	
18-44	19%
45-54	22%
55-64	26%
65+	33%
Average age	53.3

GENDER	
Male	53%
Female	47%

EMPLOYMENT	
Employed FT or PT	81%
Retired	19%

ANNUAL HOUSEHOLD INCOME	
Less than \$35,000	17%
\$35,000-\$49,999	12%
\$50,000-\$74,999	22%
\$75,000-\$99,999	17%
\$100,000 and over	32%

EDUCATION*	
Some college	25%
College degree	40%

HOME	
Home ownership	88%

\* Primary Member

SOURCE: May 2011 Auto Club Group Primary Member Profile. Percentages based on known quantities.

### Households

AAA serves 2.5 million households! That's 4.2 million members!

Married with minors present ..... **39%**

One or more minors Age 0-12 ..... **43.3%**

One or more minors Age 12-18..... **56.7%**

Married with no minors ..... **52%**

Not married with minors present..... **3%**

Not married with no minors ..... **6%**



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## Domestic Travel

### Activities While Traveling

**69%** travel by car

**79%** take weekend trips

**80%** take domestic trips

**70%** have stayed in a hotel in the past 12 months, almost double the national average of 43%

**61%** travel by plane

**58%** shop while on vacation, nearly double the U.S. average of 30%

**26%** participate in casino gambling

**34%** have spent \$3,000 or more on a domestic vacation in the past 12 months, almost 4x the national average of 9.3%

**27%** visit theme parks

**26%** take business trips

**15%** play golf

**13%** combine business/vacation travel



## Members Love To Travel

### TRIPS & TRAVEL LAST 12 MONTHS (CRUISE LAST 3 YEARS)

	U.S. HH	AAA HH
Took trips.....	53%	80%
Plane trips.....	43%	61%
Used rental car.....	10%	29%
Took a cruise.....	8%	15%
Bus trips.....	3%	6%
Railroad trips.....	2%	6%
Motor home.....	2%	5%

### HOTEL/MOTEL ROOM NIGHTS

Business/Vacation.....	78%
Room nights.....	13
Business.....	26%
Room nights.....	15
Vacation/Personal.....	66%
Room nights.....	9

SOURCE: 2011 MRI AAA Living Reader Profile

80% of members take domestic trips





## Members Love To Save

### MEMBERS IDENTIFIED THEIR TOP DISCOUNT PREFERENCES

Gasoline rebates.....	78%	Drug stores/Prescriptions.....	49%
Hotels.....	83%	Camping, recreation & theme parks.....	51%
Automobiles (auto parts & services).....	72%	Health care products.....	48%
Travel services and products.....	69%	Home improvement.....	48%
Restaurants.....	74%	Outdoor recreation.....	44%
Groceries.....	67%	Internet services.....	39%
Retail shopping.....	64%	Cellular phone services.....	41%
Movies and entertainment.....	59%	Sports & sporting events.....	42%
Bookstores.....	49%	Pet products.....	29%

SOURCE: December 2009 Show Your Card & Save Awareness & Usage Study - ACG

## Savings

**70%** indicate that discounts have some influence or a major influence on their purchase of specific brands and services of less than \$100

**84%** indicate that discounts have some influence or a major influence on their purchase of specific brands of products and services of \$100 or more

**49%** cite AAA Living Magazine as an information source to find information on the savings and benefits of the Show Your Card & Save<sup>®</sup> discount program

**25%** cite the AAA website and **20%** cite the e-mail from AAA as sources used to find information about SYC&S discounts

**75%** have used a Show Your Card & Save<sup>®</sup> discount at a hotel/motel



84% of members say discounts influence purchases of \$100 or more