

# 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.

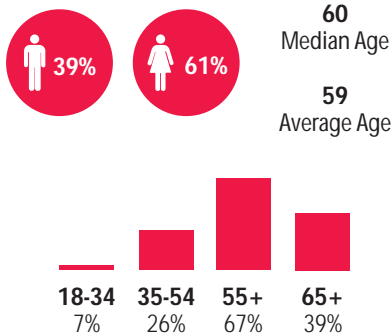
- **81%** prefer travel information from AAA in print over online
- **66%** read 3 or 4 out of 4 issues
- **65%** took action as a result of reading a AAA publication



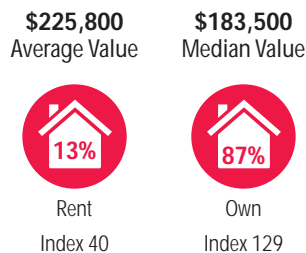
AAA is one of America's most trusted brands

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

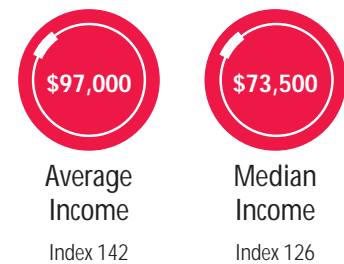
## Age and Gender



## Main Residence



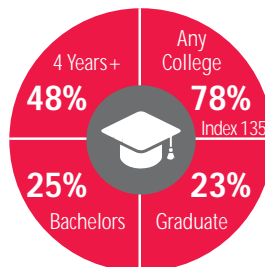
## Household Income



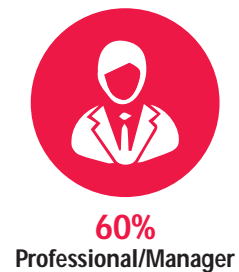
## Marital Status



## Education



## Occupation



Source: 2015 GfK MRI Subscriber Study

Home & Away

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



# AAA Member Travel Habits

## How Long Before Traveling Do You Typically Book Your Trip

- 27% 6-12 months
- 70% 6 months or less
- 40% 3-6 months
- 30% Less than 3 months, more than one week

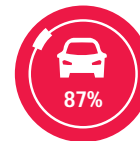
## Source of Influence

AAA members use their magazine as a *primary* source of information for travel planning.

- 70% Friends and family
- 24% **AAA member magazine**
- 18% Other magazines/newspapers
- 20% Other websites (non-AAA)
- 15% TV
- 14% AAA websites
- 13% Social media
- 4% Radio

## Travel Comparison

	us hh	h&a hh	index
Took Trips	51.3%	74.1%	144
Plane Trips	40.2%	54.9%	137
Rental Car	11.5%	26.5%	230
Casino Gambling	14.3%	28.0%	196
Cruises	8.1%	17.0%	210
Bus Trips	2.9%	6.8%	234
Motor Home	1.8%	6.1%	339
Railroad Trips	2.0%	5.3%	265



Source: 2015 GfK MRI Subscriber Study

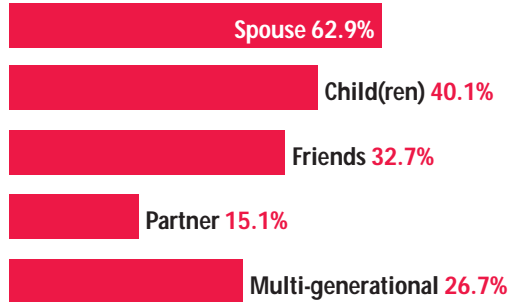
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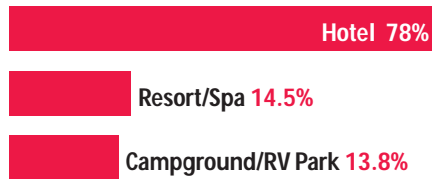


# AAA Travel Planning and Booking

## Who do AAA members travel with:

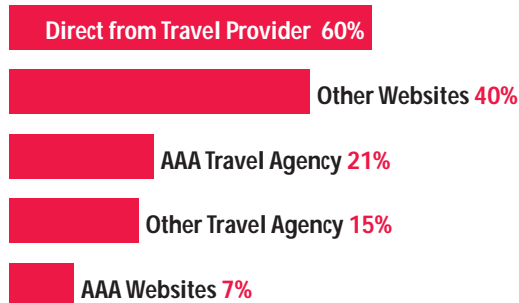


## Where do AAA members stay when traveling:



Average number of nights' stay at a hotel in the last 12 months is 11.3 nights

## Method readers use to make reservations or buy tickets for Trip:



Source: 2015 GfK MRI Subscriber Study

## Top U.S. areas visited in the past year by Home & Away readers (Based on Circulation).

Arizona	Phoenix/Scottsdale	3.6%	45,126
California	Los Angeles	3.8%	52,375
	San Francisco	2.9%	40,000
	San Diego	1.4%	19,300
Florida	Orlando	9.6%	132,320
	Florida Gulf Coast	5.7%	92,340
	Fort Myers/Naples	5.4%	74,430
	Miami/Ft. Lauderdale	3.9%	53,755
Illinois	Chicago	9.4%	129,560
Indiana	Indianapolis	10.3%	141,965
Maryland	Baltimore	4.1%	56,510
Massachusetts	Boston	3.7%	51,000
Michigan	Detroit	3.4%	46,860
	U.P. of Michigan	4.0%	55,130
Minnesota	Minneapolis/St. Paul	2.4%	33,100
Missouri	Kansas City	1.9%	26,190
	St. Louis	5.4%	74,430
New York	Adirondacks	8.4%	115,777
	Catskills	3.1%	42,730
	Finger Lakes	3.1%	42,730
	New York City	6.6%	90,970
Ohio	Niagara Falls	3.7%	51,000
	Columbus	17.0%	234,310
	Cincinnati	12.2%	168,150
Oklahoma	Cleveland	8.7%	119,915
	Oklahoma City	7.9%	108,890
	Tulsa	6.5%	89,590
	Norman	3.1%	42,730
Pennsylvania	Stillwater	3.3%	45,485
	Lancaster	6.4%	88,210
South Carolina	Myrtle Beach	3.6%	49,620
	Hilton Head	1.3%	41,350
Tennessee	Great Smoky Mountains	3.0%	55,130
	Nashville	4.0%	68,110
Texas	Dallas/Fort Worth	5.0%	31,700
	San Antonio	2.3%	75,810
	Washington D.C.	6.7%	83,985

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