

# 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.

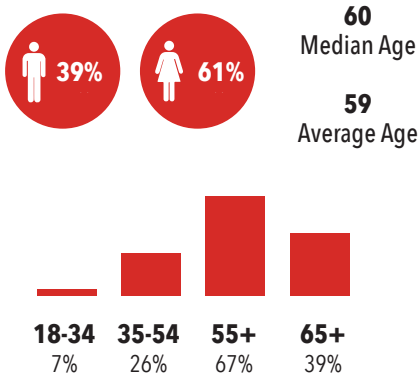
- **81%** prefer travel information from AAA in print over online
- **66%** read 3 or 4 out of 4 issues
- **65%** took action as a result of reading a AAA publication



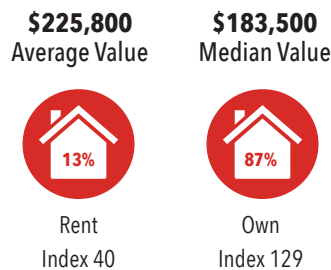
AAA is one of America's most trusted brands

\*Domestic vacation defined as 1+ overnights and getaways defined as 2-4 overnights  
Source: 2015 GfK MRI Subscriber Study

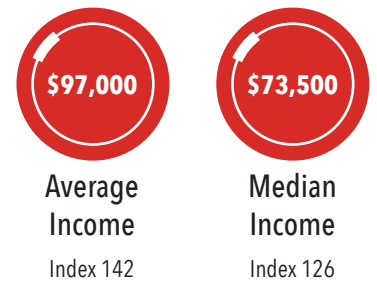
## Age and Gender



## Main Residence



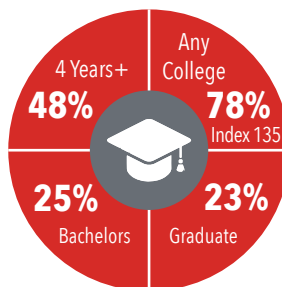
## Household Income



## Marital Status



## Education



## Occupation



Home & Away



# 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

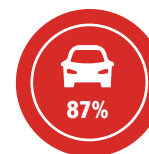
## Source of Influence

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



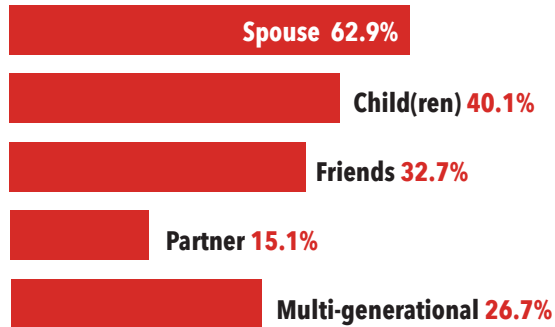
**Home & Away**

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

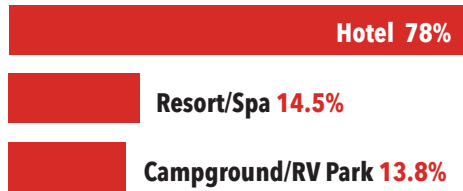


# AAA Travel Planning and Booking

## Who do AAA members travel with:

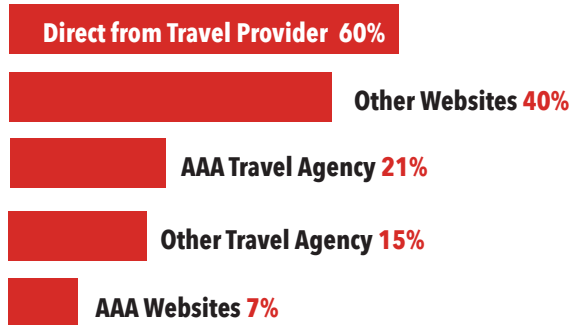


## Where do AAA members stay when traveling:



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



## Top U.S. areas visited in the past year by Home & Away readers.

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	ADIRONDAKS	8.4%	115,777*
	CATSKILLS	3.1%	42,730*
	FINGER LAKES	3.1%	42,730*
	NEW YORK CITY	6.6%	90,970*
	NIAGARA FALLS	3.7%	51,000*
OHIO	COLUMBUS	17.0%	234,310*
	CINCINNATI	12.2%	168,150*
	CLEVELAND	8.7%	119,915*
OKLAHOMA	OKLAHOMA CITY	7.9%	108,890*
	TULSA	6.5%	89,590*
	NORMAN	3.1%	42,730*
	STILLWATER	3.3%	45,485*
PENNSYLVANIA	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*

\* BASED ON CIRCULATION

# Home & Away

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