

# AAA Members and Healthcare

✓ **86% of AAA Members**

Visit the doctor

✓ **80% of AAA Members**

go to doctor for regular check-ups

✓ **64% of AAA Members**

Visited the doctor 3+times in last 12 months

✓ **83% of AAA Members**

Say they try to eat right daily

✓ **64% of AAA Members**

follow a regular exercise program

✓ **80% of AAA Members**

always look for new ways to live a healthier lifestyle



## Members use AAA Magazines to Take Action Due to Healthcare Advertising:

▪ Any actions	26%	111
▪ Refilled prescription	9%	105
▪ Discussed an ad with their doctor	4%	120
▪ Discussed ad with friends	4%	112
▪ Asked doctor to prescribe medication	4%	103
▪ Visited a product or drug web site	6%	132

	<u>Non-AAA Member</u>	<u>AAA Member</u>
<b><u>Insurance</u></b>		
Prescription Drug Insurance	25%	36%
Long term care	4%	8%
Accidental Death/dismemberment	12%	16%
Health/Hospital/Accident Insurance	61%	79%
Health Insurance for self and others	35%	48%

Source: 2013 GfK MRI Doublebase



Contact Information: