

AAA Member Demographics

AAA magazines readers have a high interest in travel.

- **98%** of those travelers traveled for leisure reasons
- **87%** of our reader households took a domestic vacation*
- **86%** stayed at a hotel
- **75%** took a road trip vacation

Our members turn to their magazines for getaway ideas and destinations. Our magazines support and inspire overnight travel.

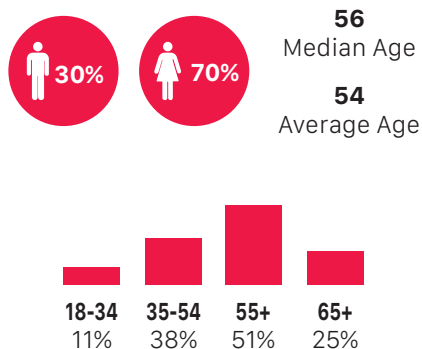
- **72%** read 3 or 4 out of 4 issues
- **70%** took action as a result of reading a AAA publication
- **66%** prefer travel information from AAA in print



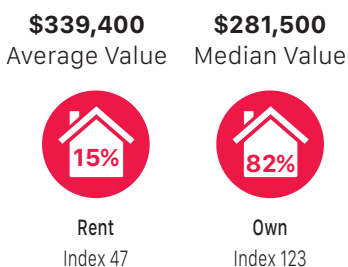
AAA is one of America's most trusted brands

*Domestic vacation defined as 1+ overnights

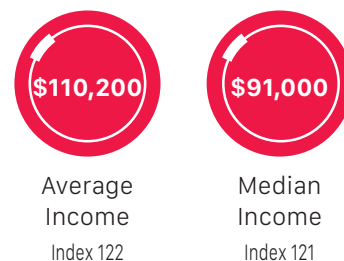
Age and Gender



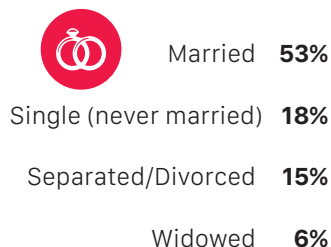
Main Residence



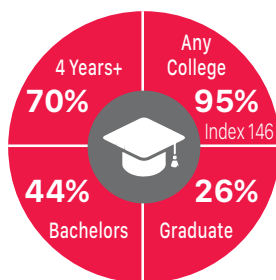
Household Income



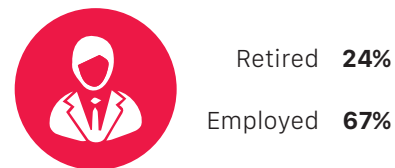
Marital Status



Education



Occupation



Source: 2018 GfK MRI Subscriber Study

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



AAA Member Travel Habits

How Long Before Traveling Do You Typically Book Your Trip

- 16%** 7-12 months
- 81%** 6 months or less
- 51%** 3-6 months
- 30%** Less than 3 months,
more than one week

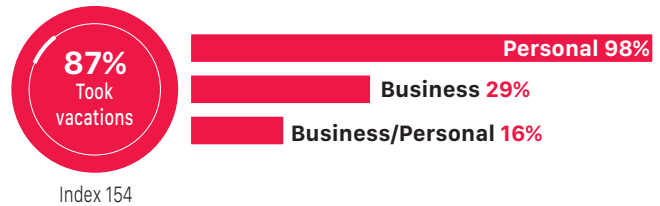
Source of Influence

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

- 56%** Friends and family
- 35%** Other websites (non-AAA)
- 25%** AAA websites
- 18%** Other magazines/newspapers
- 13%** Social media
- 12%** **AAA member magazine**
- 8%** TV
- 2%** Radio

Travel Comparison

	US HH	LPA HH	Index
Took trips	56%	87%	154
Plane trips	48%	77%	160
Rental car	13%	47%	357
Casino gambling	13%	21%	154
Cruises	9%	17%	181
Bus trips Motor home Railroad trips	6%	8%	127



Source: 2018 GfK MRI Subscriber Study

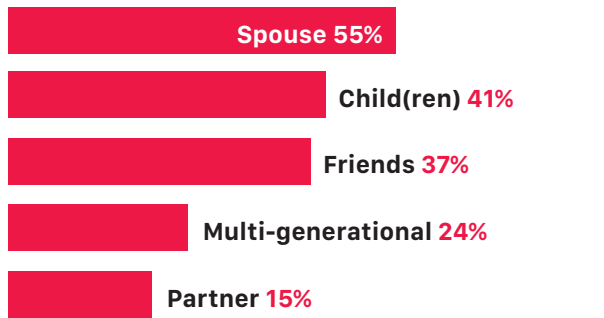
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AAA Member Planning and Booking

Who do AAA members travel with:

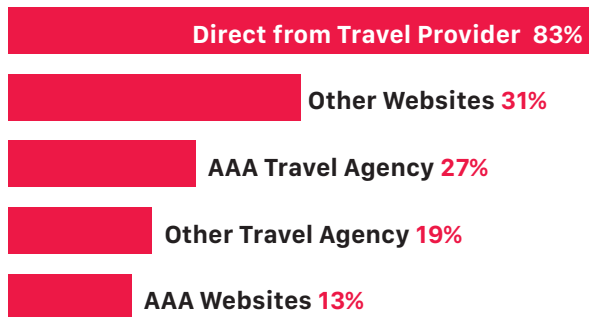


Where do AAA members stay when traveling:



Average number of nights' stay at a hotel in the last 12 months is 13.9 nights

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



Top U.S. areas visited in the past year by Live | Play | AAA readers (Based on Circulation).

Arizona	Phoenix/Scottsdale	2.9%
Arkansas	Little Rock	2.3%
California	Palm Springs	3.8%
	San Francisco	8.0%
Colorado	Denver	9.7%
Florida	Orlando	10.4%
	Florida Gulf Coast	10.2%
	Fort Myers/Naples	12.2%
	Miami/Ft. Lauderdale	5.6%
Illinois	Chicago	10.4%
Indiana	Indianapolis	1.0%
Kansas	Kansas City	4.9%
	Wichita	3.4%
	Lawrence	2.0%
Michigan	Detroit	2.6%
	U.P. of Michigan	6.1%
Minnesota	Minneapolis/St. Paul	20.2%
Missouri	Kansas City	5.1%
	St. Louis	4.1%
	Branson	1.6%
New York	New York City	10.3%
Oklahoma	Oklahoma City	2.4%
South Carolina	Hilton Head	1.6%
South Dakota	Sioux Falls	7.0%
	Rapid City	5.1%
	S.E. South Dakota	1.1%
Tennessee	Nashville	2.9%
Texas	Dallas/Fort Worth	4.5%
	San Antonio	2.2%

Source: 2018 GfK MRI Subscriber Study

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