

AUDIENCE PROFILE



ENGAGED & LOYAL READERS

67%

of our readers took action as a result of reading the publication

36% became aware of AAA discounts

24% used/received AAA discounts

21% visited AAA.com

19% visited a AAA office for maps or TripTiks

18% dined at a restaurant

15% made reservations or bought tickets

45% of readers pass on the publication to at least one other reader

DEMOGRAPHICS

56.8 Average age	60% Married
53% Female	\$119,710 Average household income
47% Male	81% Own home
69% College degree	19% Rent
59% Employed	
30% Retired	

READERS

LOVE TO TRAVEL

73%

of our readers took a continental U.S. trip in the past year

3.2 Average number of plane trips

3.3 Average number of weekend trips

76% took a weekend trip

72% own a valid passport

75% stayed in a hotel in the past year

6.5 Average hotel nights for personal travel

2.2 Average hotel nights for business travel

\$3,769 Average amount spent on domestic vacations

\$4,261 Average amount spent on foreign vacations

49%

of our readers took a trip outside of the continental U.S.



Source: GfK MRI Readership Study. Study based on Horizons and Your AAA readers.