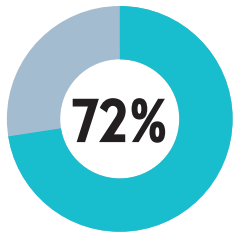
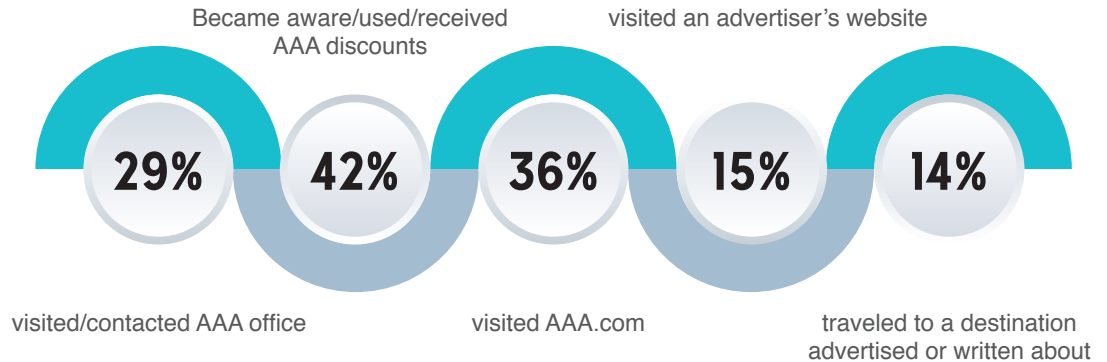


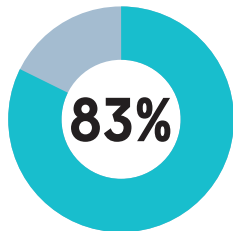
AAA Living Readers Take Action



of AAA Living readers took action as a result of reading



AAA Living Readers take Domestic Vacations



took a domestic trip in the last 12 months

Average

number of trips in the last 12 months: **5.4**
 domestic vacation spending in the last 12 months: **\$3,600**

VACATION TRIP ACTIVITIES IN THE LAST 12 MONTHS

Dined Out	72%
Beach	48%
Historic Sites	42%
Museums	35%
National Parks	35%
Celebrated Special Occasions	35%
Festivals/special events	32%
Outlet Center/Mall Shopping	29%

Theme Parks or Local Recreation Attractions	29%
Zoos/Aquariums	22%

AAA MEMBERS TRAVEL WITH OTHERS

Spouse	59%
Child(ren)	41%
Partner	12%
Friends/Co-workers	36%
Grandchild(ren)	16%
Parent(s)/Grandparent(s)	12%

MEANS OF TRAVEL WHEN TAKING A DOMESTIC TRIP

Personal Vehicle	80%
Plane	59%
Rental Vehicle	34%
Other (e.g. motorhome, RV, bus, train)	9%

INTERNATIONAL TRAVEL

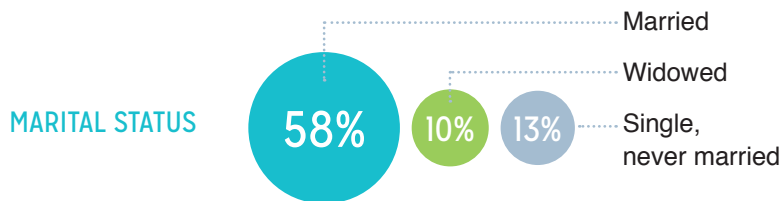
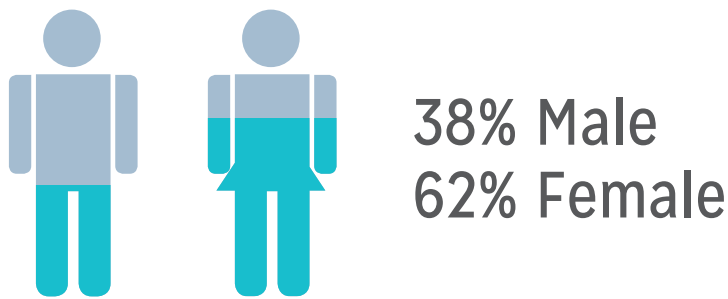
Own a valid passport	68%
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*Source: AAA Living Reader Profile Online Study, January 2018, Gfk MRI

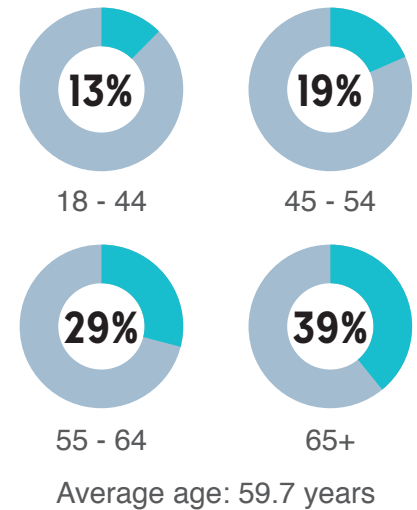
AAA Members Read *AAA Living*

76% are regular readers, having read at least 3 of the past 4 issues. They spend an average of 30 minutes reading the publication. On average, *AAA Living* is read by 2 members in a household.

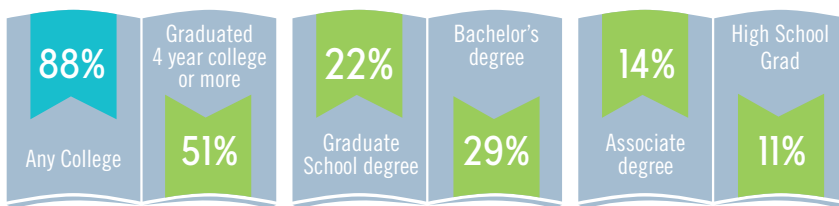
Reader Profile



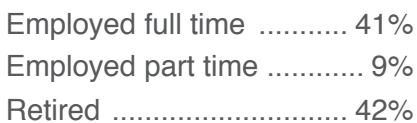
AGE



EDUCATION

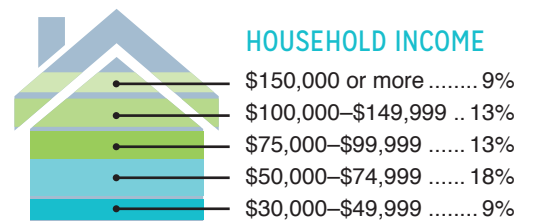


EMPLOYMENT

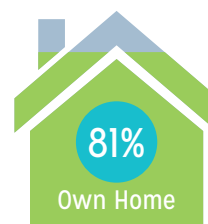


AAA MEMBER - AVERAGE NUMBER OF YEARS: 13

HOUSEHOLD INCOME



Average: \$86,200



PRIMARY RESIDENCE

Average home value: \$269,400

*Source: AAA Living Reader profile Online Study, January 2018, Gfk MRI