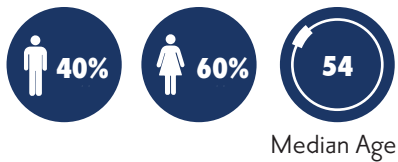
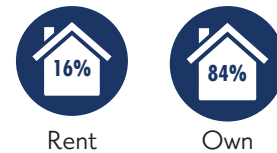


AAA Member Demographics

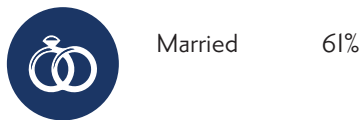
Age and Gender



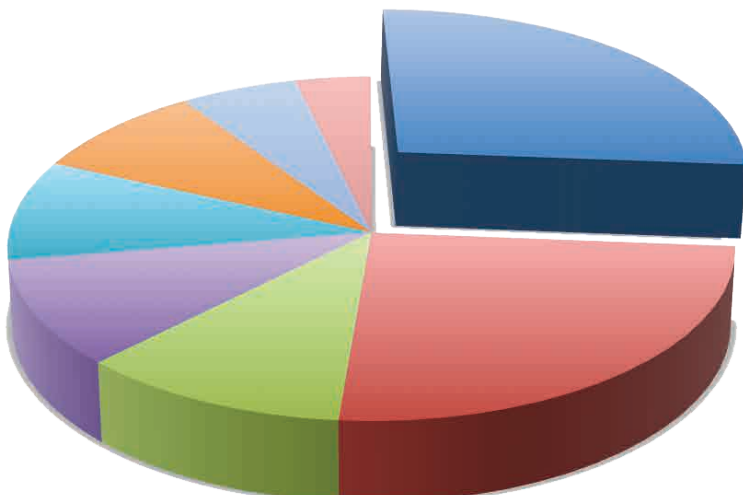
Main Residence



Marital Status



Household Income

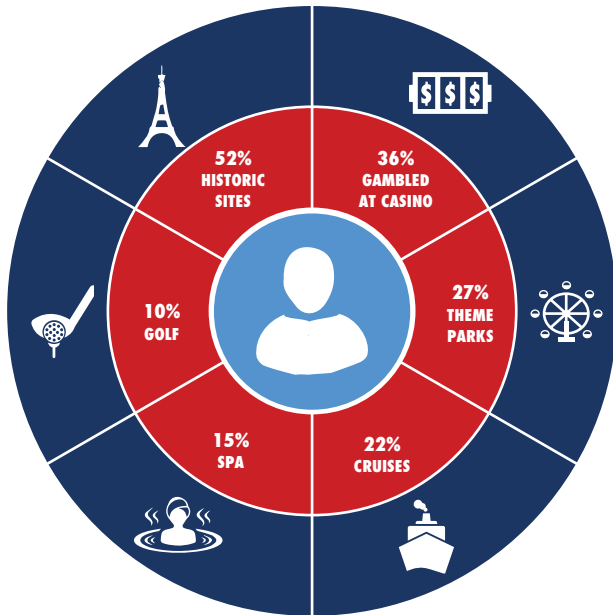


Your AAA readers are loyal and engaged

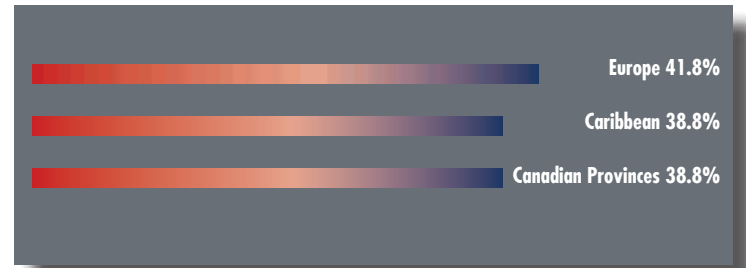
- 33.1% Visited AAA branch
 - 30.8% Visited magazine/club website (or AAA.com)
 - 12.3% Called AAA Travel Counselor
 - 10.8% Called a toll-free number
 - 9.2% Visited advertiser's website
 - 8.8% Planned/modified existing travel plans
 - 2.3% Called advertiser directly
- (Source: 2013 GfK MRI Subscriber Study)

AAA Member Travel Habits

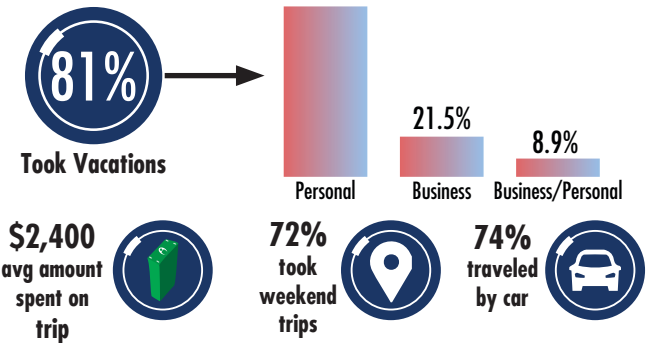
Activities



Places Visited (last 3 years)



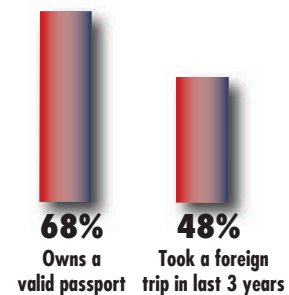
Quick Facts



Travel Comparison

	US HH	Your AAA HH
Took Trips	50.9%	80.5%
Plane Trips	42.2%	55.6%
Casino Gambling	15.6%	35.5%
Cruises	8.4%	21.9%
Bus Trips	2.1%	9.8%
Motor Home	1.7%	1.0%
Railroad Trips	1.9%	10.7%

Foreign Travel: Last three years



78% Stayed at a hotel for Business and/or Vacation

10.5 Average number of nights per year

73.6%
Vacation

20%
Business

7.8 Average nights per year

11.8 Average nights per year

Source: 2013 GfK MRI Subscriber Study