

# AUDIENCE PROFILE



## WE'LL TAKE YOU PLACES.

AAA Members like to travel, and they like to do it in style. In 2009, 80 percent of AAA Southern Traveler's subscribing households vacationed, and on average, two of those trips in a three-year time frame were to foreign countries. Thirty-five percent of AAA Southern Traveler households bring in an income greater than \$75,000 per year—which may explain why readers took twice as many cruises as the national average. Almost 76 percent of readers stay at hotels when they travel, booking up to nine nights.

At AAA Southern Traveler, we understand how hard our readers work. We know they'll need a break from workweek stress, and when they take it, we'll be there to show them how to spend it.



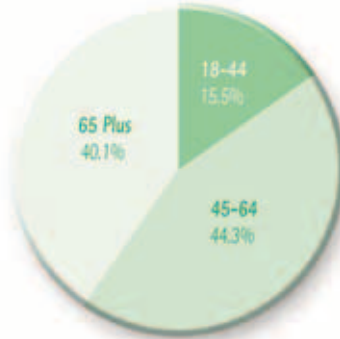
# REACH AN UNBEATABLE MARKET

## HOUSEHOLD INCOME



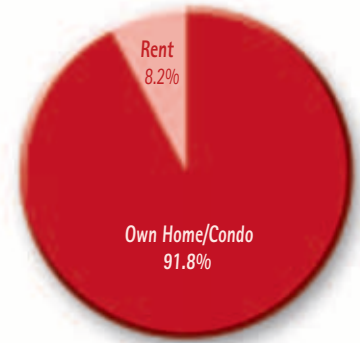
**\$93,100** Average Income  
**\$65,900** Median Income

## AGE



**60.0** Average Age  
**61.7** Median Age

## MAIN RESIDENCE



**\$230,600** Average Value  
**\$194,000** Median Value

## EDUCATION

**80.5%** Attended college  
**56.9%** Graduated 4 years college or more  
**23.6%** Attended college 1-3 years

## MARITAL STATUS

**67.1%** Married  
**11.4%** Widowed  
**9.3%** Separated/Divorced  
**8.1%** Single (never married)

## OCCUPATION

**50.9%** Professional/Manager

## GENDER

**63.7%** Female  
**36.3%** Male

**70%** of our readers **TOOK ACTION** after spending time with AAA Southern Traveler. That's impressive.



- 37.0%** Visited magazine/club web site (or AAA.com)
- 35.7%** Visited AAA office
- 17.0%** Called an 800/888/877 number
- 16.5%** Planned/modified existing travel plans
- 14.3%** Visited advertiser's web site
- 10.9%** Called AAA travel agent
- 9.6%** Submitted Reader Service card
- 5.2%** Called advertiser directly

Source: 2009 Mediamark Research Inc. "Subscriber Profile Study"

# TRAVEL HABITS

## TRIPS

95.3%	Took domestic trips
80.2%	Vacationed
77.8%	Took weekend trips
34.9%	Went to beach
25.3%	Business
11.6%	Business/vacation
91.9%	Traveled by car
52.8%	Traveled by plane
76.2%	Stayed at a hotel
56.2%	Went shopping
43.0%	Visited historical sites
28.9%	Went to museums
27.7%	Participated in casino gambling
27.7%	Visited theme park
14.6%	Went to resort/spa
6.8%	Played golf

**\$2,200** Average spent on vacation

## HOTELS/MOTELS

<b>70.6%</b>	<b>Vacation/Personal</b>
9.5	Nights
<b>23.8%</b>	<b>Business</b>
17.2	Nights

## TRAVEL COMPARISONS

(last 12 months)

	US HH	ST HH	INDEX
Took trips	52.5%	<b>95.3%</b>	150
Personal car	58.6%	<b>91.9%</b>	152
Plane trips	45.4%	<b>52.8%</b>	116
Took a cruise	8.7%	<b>27.7%</b>	244
Rental car	10.3%	<b>20.8%</b>	215
Motor home	1.9%	<b>6.6%</b>	274
Bus trips	2.6%	<b>5.1%</b>	235
Railroad trips	1.5%	<b>4.6%</b>	480

## CANADIAN AND FOREIGN

<b>55.0%</b>	<b>Own a valid passport</b>
<b>32.2%</b>	<b>Took a foreign trip</b> (last three years)

## PLACES VISITED (last three years)

33.0%	Caribbean
29.7%	Europe
28.6%	Mexico
23.1%	Canada
22.0%	Hawaii
3.3%	South America

## REASON FOR FOREIGN TRIP

(last three years)

83.0%	Vacation
15.9%	Business

## NUMBER OF FOREIGN TRIPS

(last three years)

1.9	Average
2.2	Median

## SOURCE OF INFORMATION WHEN PLANNING A FOREIGN TRIP

5.2%	AAA Travel Agency
1.7%	AAA Magazines





## Impressed with our numbers and percentages? Here's what they really mean to you.

More than **70 percent** of our readers reach out to an issue's advertisers by calling, visiting a Web site or returning a reader service card.

More than **35 percent** of our readers have a household income **exceeding** \$75,000.

Cruises draw our readers at a rate **three times** the national average.

Cars are rented by our readers **two times** more often than the national average.

When they travel, **76 percent** of our readers stay at a hotel.

