

2011 Annual Meeting Site Selection Survey

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Start Date:27-Apr-11
End Date:9-May-11
Delivered:11788
Completed Responses:1670
Response Rate:14.17%

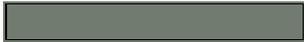
Q1. How likely is it, if at all, that you would stay in a hotel other than one of those arranged by the AAA for the annual meeting if you can find one with a room rate lower than those arranged by the AAA Housing Bureau?

Responses	Count	%	Percentage of total respondents
Very Unlikely	140	8.34%	
Unlikely	292	17.40%	
Likely	533	31.76%	
Very Likely	708	42.19%	
(Did not answer)	5	0.30%	
Total Responses	1678		20% 40% 60% 80% 100%

Q2. There may be several factors that affect your decision about which hotel to stay in while attending the AAA annual meeting. While some of these factors may be equally important to you, please try to RANK in order the importance of the following five criteria as they may affect your decision about which hotel you would choose for an AAA annual meeting. ("1" = most important to "5" = fifth in importance.)

Responses	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Weighted Rank
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						(Score)
Proximity of the hotel to the location of the meeting sessions	764	682	180	30	11	1 (7159)
Lowest cost hotel room	628	540	270	142	87	2 (6481)
That hotel employees are represented by a union	123	205	442	446	451	3 (4104)
The type of amenities available at or near the hotel	61	149	560	579	318	4 (4057)
That the hotel is designated as the "headquarter hotel"	91	91	215	470	800	5 (3204)
(Did not answer)						11
Total Responses						1678

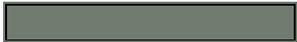
Q3. Is there a particular factor or criterion that's important to you in deciding which hotel to stay for the AAA annual meeting that is not listed in question #2 above?			
Responses	Count	%	Percentage of total respondents
No	1209	72.05%	
Yes	17	1.01%	
Other (please specify)	422	25.15%	
(Did not answer)	30	1.79%	
Total Responses	1678		20% 40% 60% 80% 100%

Q4. Please consider the following scenarios for possible annual meeting locations. Which would you select if you had to choose between these two options?			
Responses	Count	%	Percentage of total respondents
A major metropolis such as Washington DC, San Francisco, Boston, or Chicago that could hold all meeting activities, including sleeping rooms, in one or two hotels with room rates ranging from \$200-\$230 USD.	359	21.39%	
A large city such as Denver, Portland, Baltimore or Seattle that has a convention center capable of holding all meeting activities and	1300	77.47%	

events; several hotels would be used for conference housing with room rates ranging from \$169-\$189 USD.			
(Did not answer)	19	1.13%	
Total Responses	1678		20% 40% 60% 80% 100%

<p>Q5. Usually there are multiple factors that affect an AAA decision about the location of the annual meeting. While some of these factors might be equally important to you, please try to RANK in order the importance of the following six criteria as you think they should affect AAA's decision in choosing a location for the Annual Meeting ("1" = most important to "6" = sixth in importance)</p>							
Responses	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Weighted Rank (Score)
Travel costs to attend the meeting	1033	291	92	57	92	80	1 (8456)
Region of the country	313	657	120	80	91	384	2 (6449)
A location with conference properties that include active sustainability (green) programs and policies	52	183	456	408	341	205	3 (5162)
Local government laws that include living wage ordinances	72	175	356	429	356	257	4 (4987)
A location with conference properties whose employees are represented by a union	121	174	282	296	391	381	5 (4775)
States and localities that are LGBT friendly	54	165	339	375	374	338	6 (4716)
(Did not answer)							33
Total Responses							1678

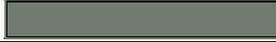
Q6. Is there a particular factor or criterion that's important to you that you think should affect the AAA's decision in choosing a location for the Annual Meeting that is not listed in question #5 above?

Responses	Count	%	Percentage of total respondents
No	1186	70.68%	
Yes	9	0.54%	
Other (please specify)	423	25.21%	
(Did not answer)	60	3.58%	
Total Responses	1678		20% 40% 60% 80% 100%

Q7. The labor climate in a city is one of the factors that the Executive Board considers when choosing a location for an AAA annual meeting. Ideally, the Board would prefer a location in which the labor climate exhibits a high level of unionization and an absence of recent strikes or boycotts. However, in the event that this ideal is not available, which of the following local labor situations should the board prefer?

Responses	Count	%	Percentage of total respondents
A city whose conference and hotel properties have a high level of unionization, but have been subject to recent strikes or boycotts.	683	40.70%	
A city whose conference and hotel properties have a moderate level of unionization and no record of recent strikes or boycotts.	909	54.17%	
(Did not answer)	86	5.13%	
Total Responses	1678		20% 40% 60% 80% 100%

Q8. What is your current AAA membership category?

Responses	Count	%	Percentage of total respondents
Professional	961	57.27%	
Student	498	29.68%	
International	92	5.48%	
Other (e.g. Retired, Joint, Associate, etc.)	112	6.67%	

(Did not answer)	15	0.89%					
Total Responses	1678		20%	40%	60%	80%	100%

Q9. How many AAA annual meetings have you attended in the last five years (2006-2010)?			
Responses	Count	%	Percentage of total respondents
1-2	584	34.80%	
3-4	485	28.90%	
5	259	15.44%	
I have not attended any AAA annual meetings in the last five years.	329	19.61%	
(Did not answer)	21	1.25%	
Total Responses	1678		20% 40% 60% 80% 100%