

# Auto Club Summer Travel Poll

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June 2009



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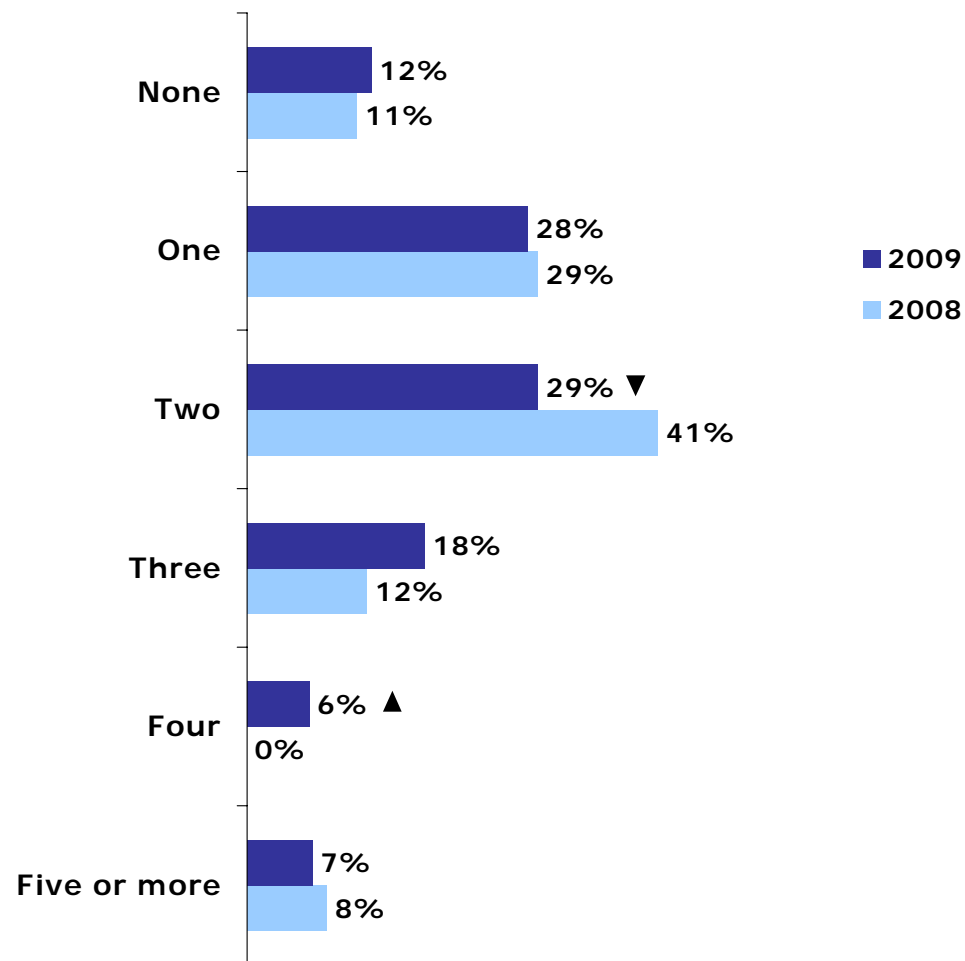
Marketing & Brand Research

# Background & Methodology

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- The Auto Club sought to better understand members' plans for travel during the summer of 2009. Of particular interest were any changes in members' travel plans this summer compared to last summer and whether these changes were in any way related to the situation surrounding gasoline prices and the overall economy.
- An online survey was fielded to the AAA Insiders online member panel.
  - 842 Auto Club of So. Cal. members completed the survey.
  - The survey fielded from April 28 to May 7, 2009. These surveys averaged 2 minutes in length.
- All statistical testing performed at 95% confidence level. The 2009 results for Southern California have a margin of error of +/- 3.8 percentage points.

# “How many trips do you plan to take this summer for leisure purposes?”

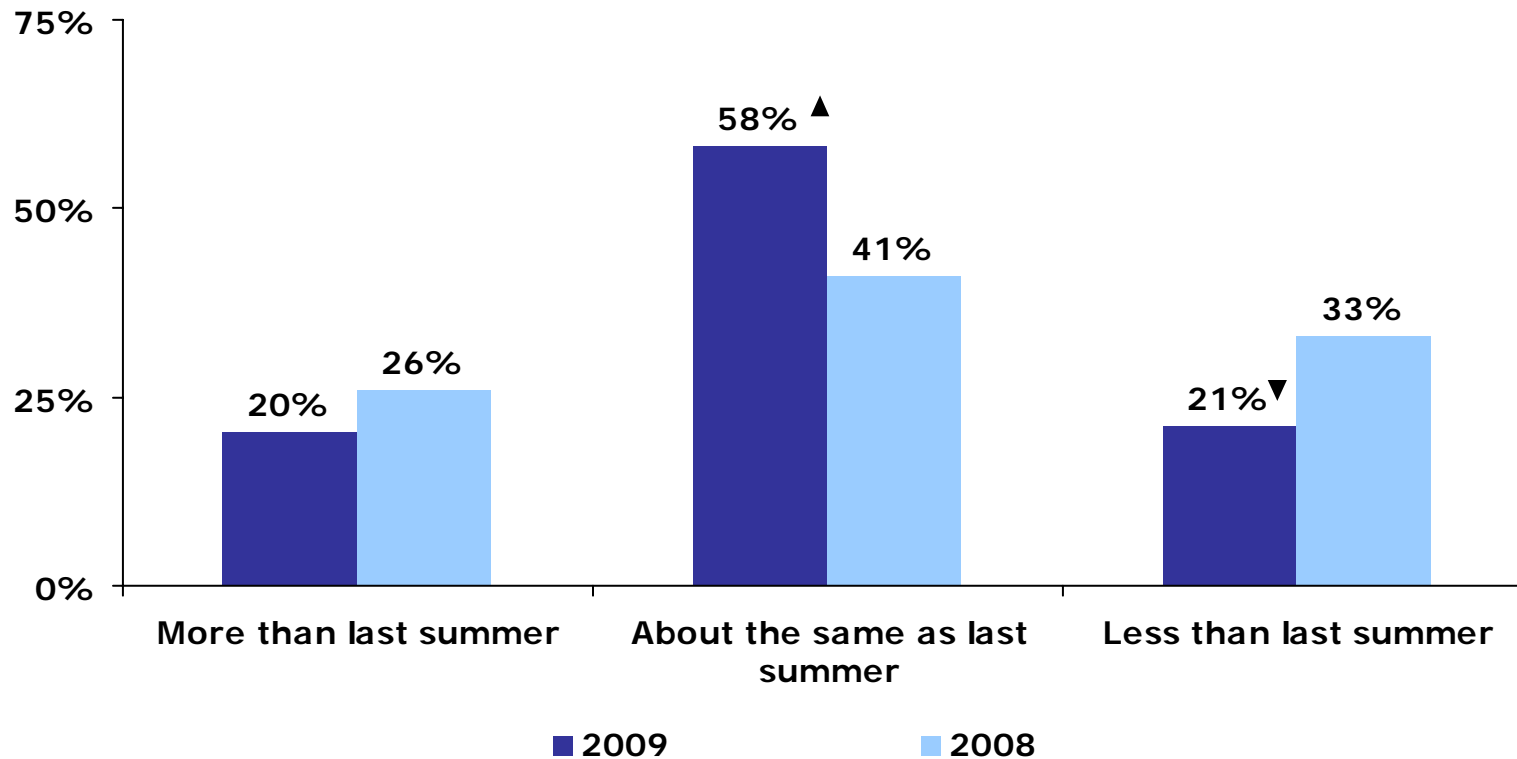


Base: all members. \* Includes only non-business trips of more than 50 miles one way from home and requiring an overnight stay.

▲ and ▼ indicate significant increase/decrease from 2008.

Full question: “How many trips do you plan to take this summer for leisure purposes? Include only non-business trips of more than 50 miles one way from home and requiring an overnight stay.”

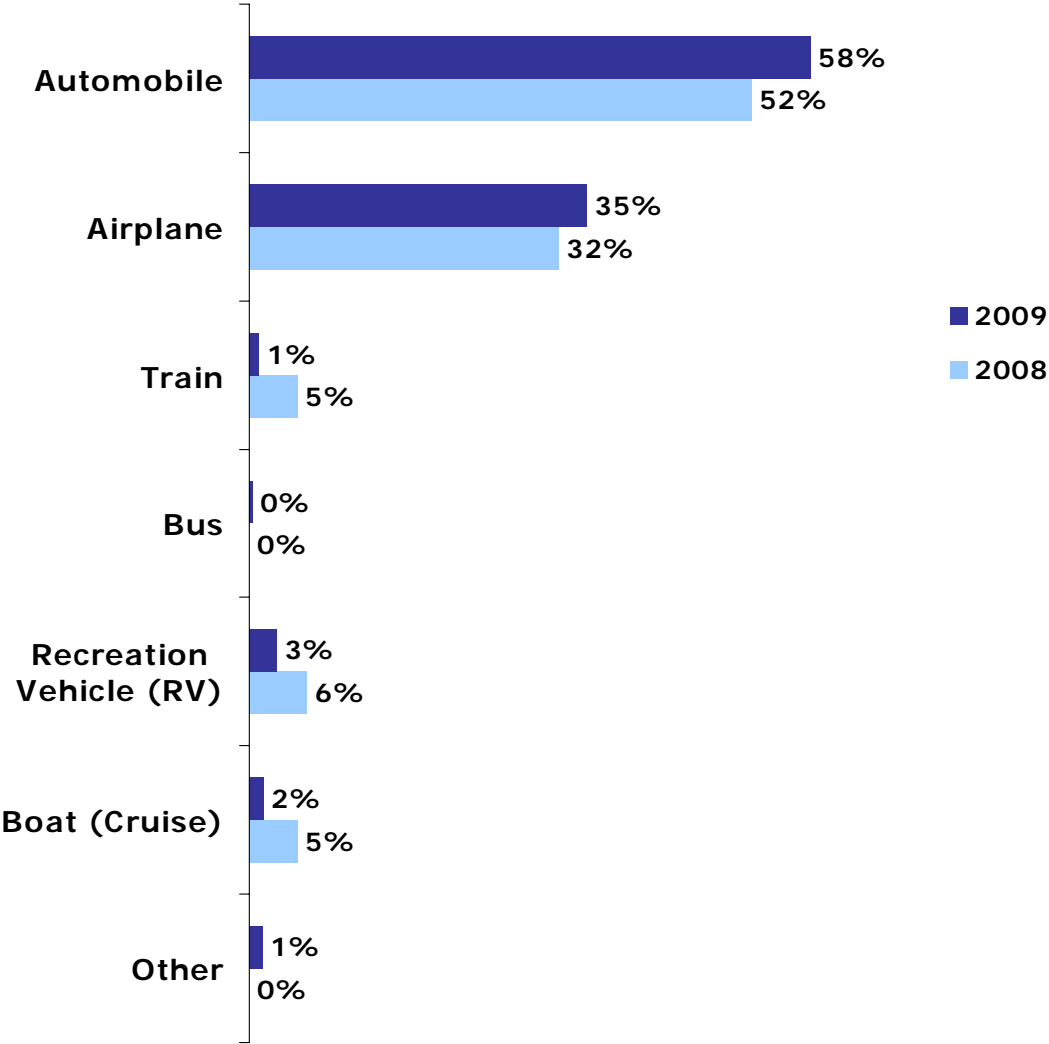
# “Compared to last summer, are the number of trips you plan to take this summer for leisure purposes ...”



Base: all members.

▲ and ▼ indicate significant increase/decrease from 2008.

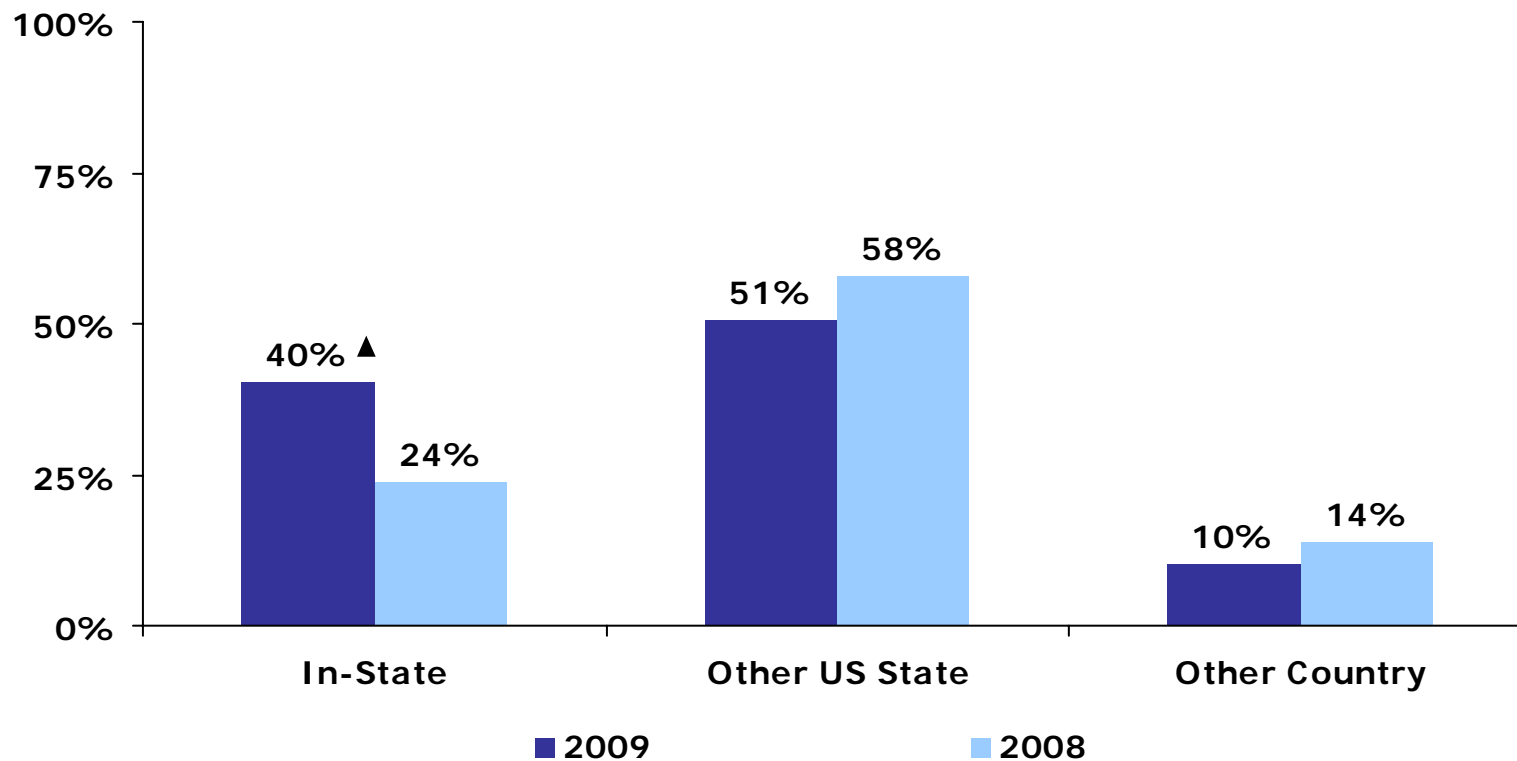
# “What type of transportation will be primarily used to reach your destination?”



Base: members taking at least one trip this summer.

▲ and ▼ indicate significant increase/decrease from 2008.

# “What is your destination for this trip?”

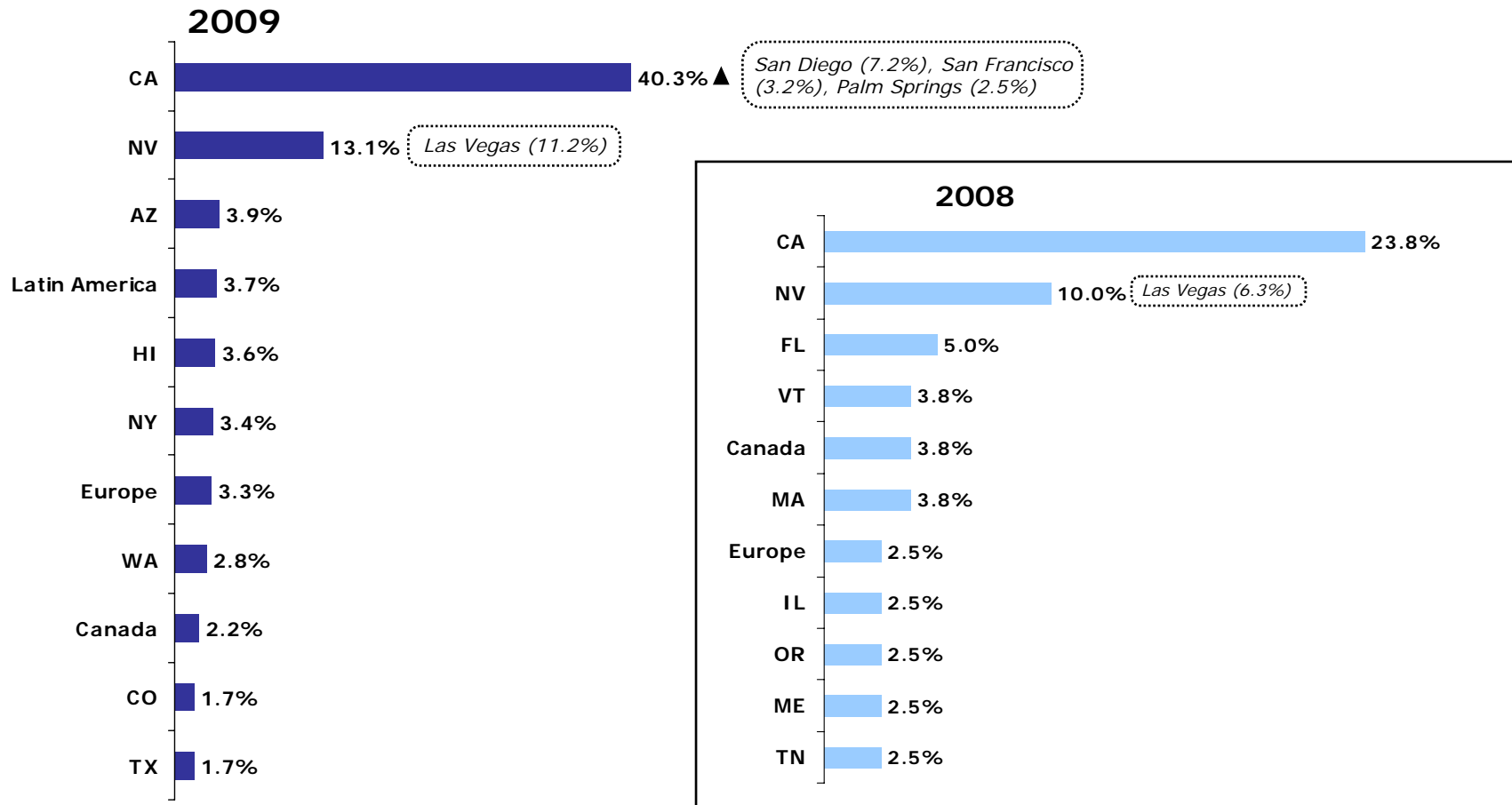


Number shown is the % of responses coded into each category

Base: members taking at least one trip this summer.

▲ and ▼ indicate significant increase/decrease from 2008.

# “What is your destination for this trip?”

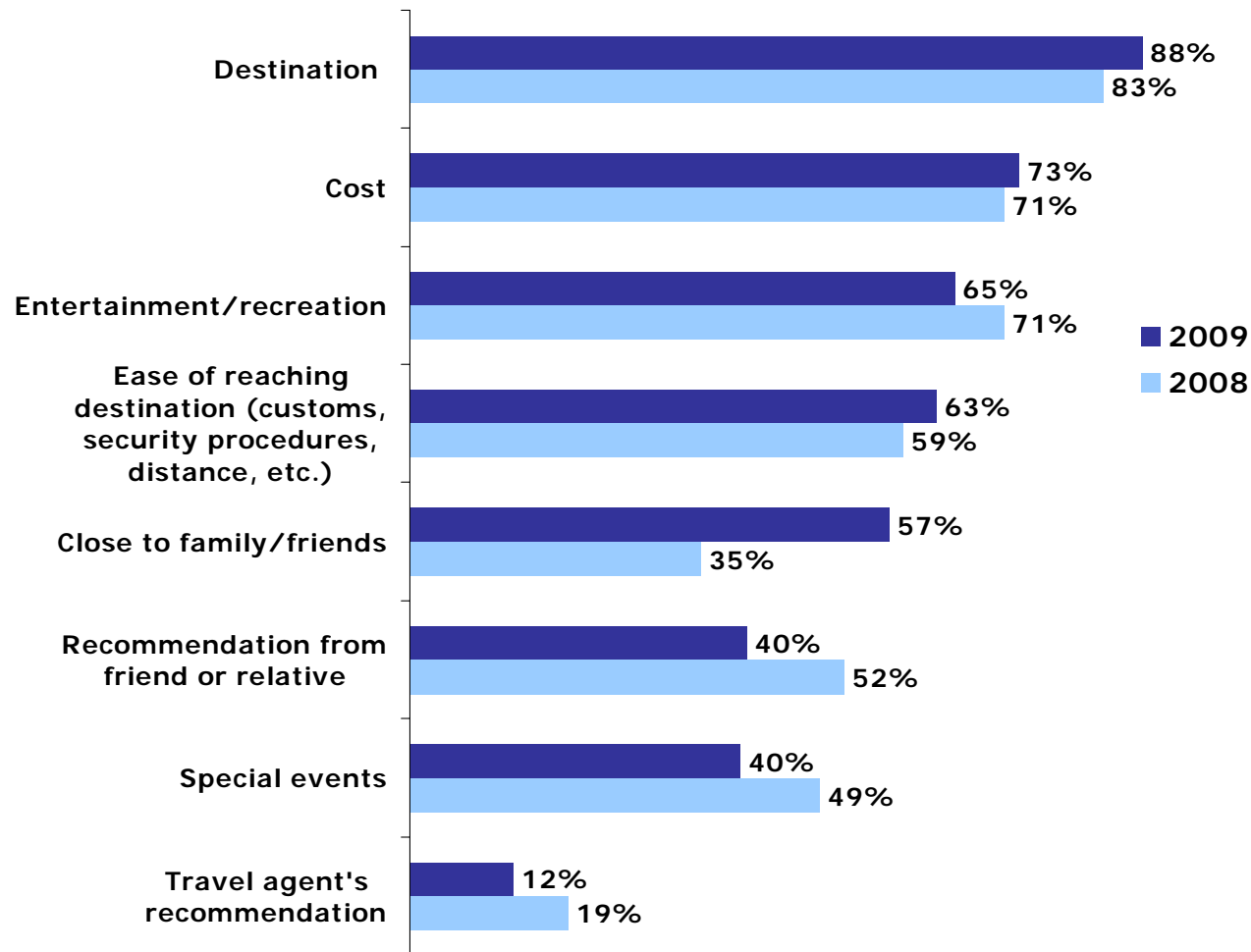


Number shown is the % of responses coded into each category

Base: members taking at least one trip this summer.

▲ and ▼ indicate significant increase/decrease from 2008.

# “Please rate the factors below based on how important each was to you when planning this trip?”



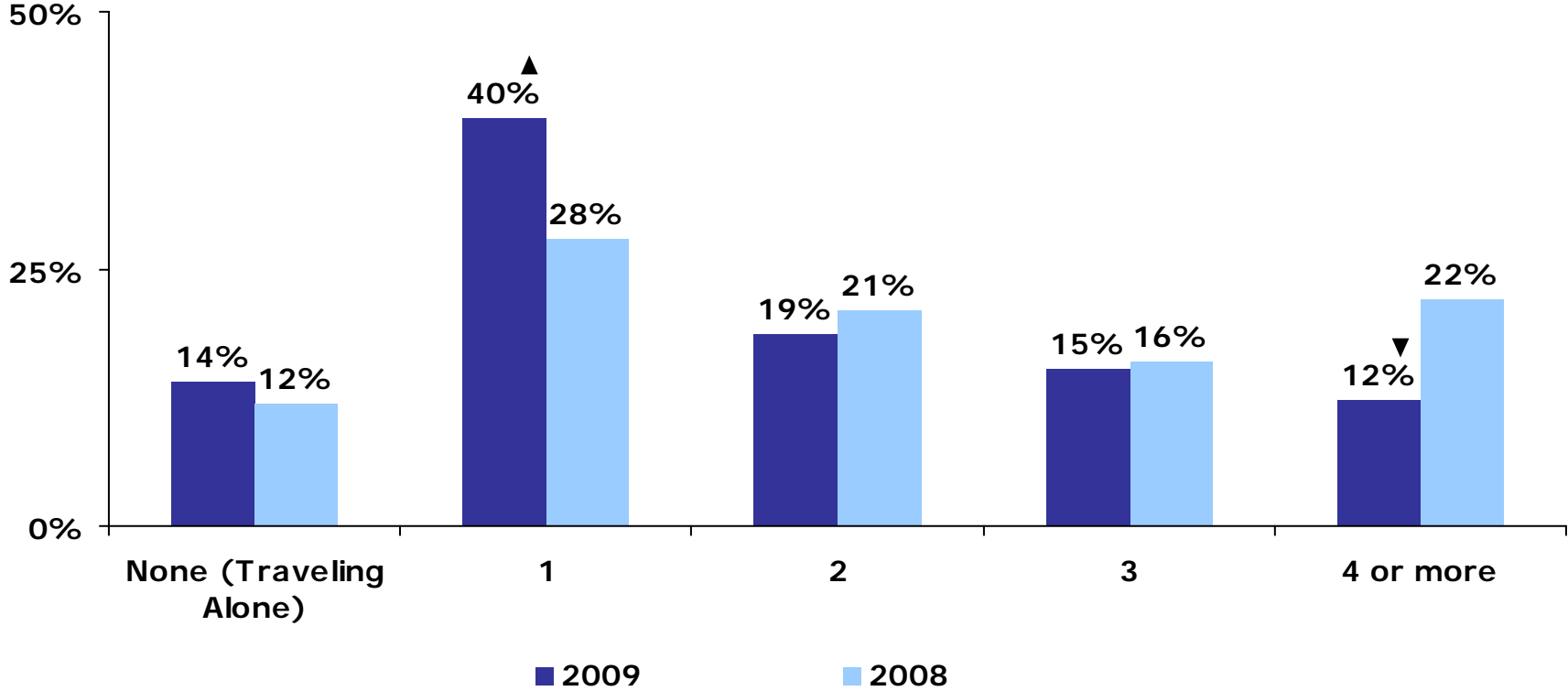
Percentages shown are Top 2 Box (net of 4s and 5s) on a 5-pt scale.

Base: members taking at least one trip this summer.

▲ and ▼ indicate significant increase/decrease from 2008.

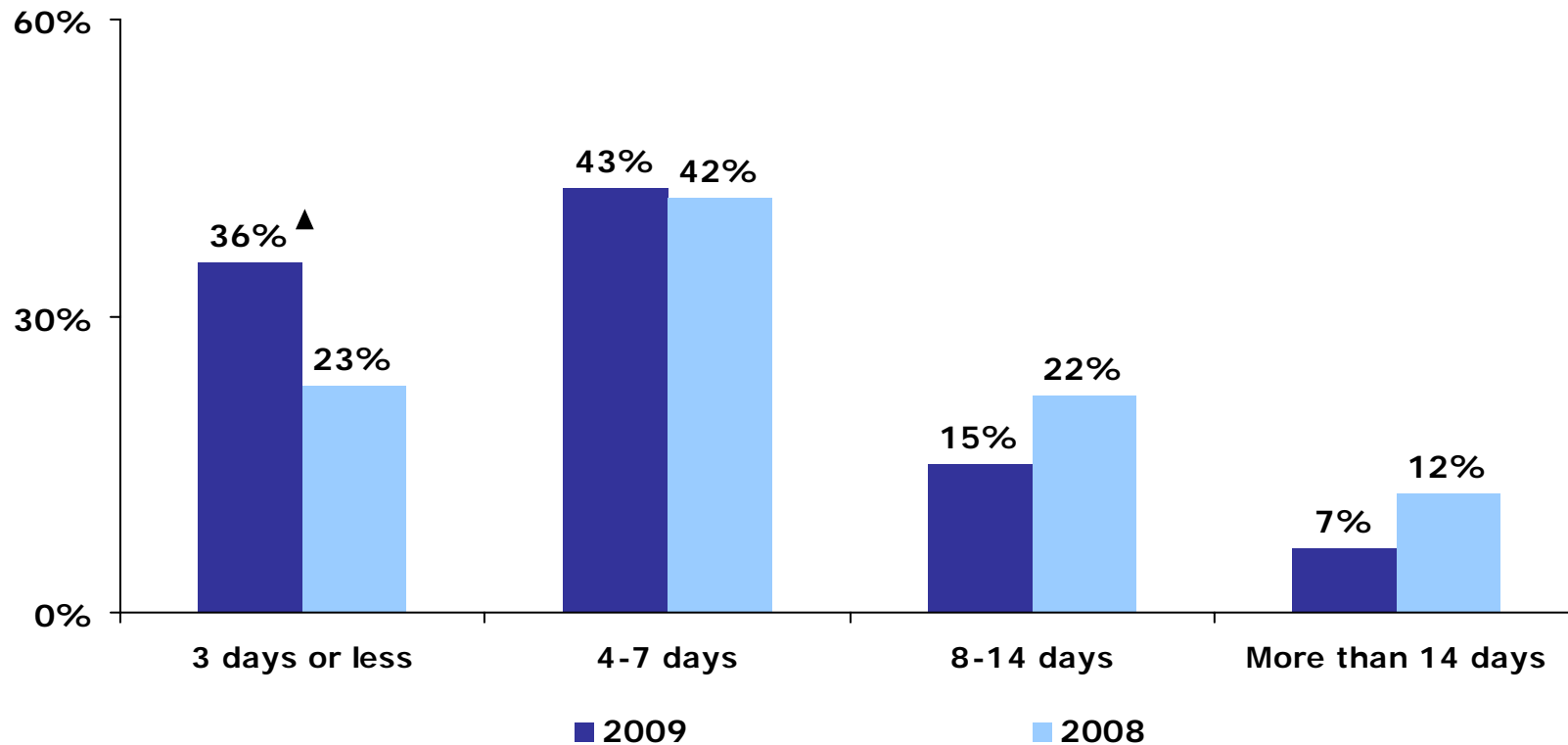


# “How many people will be traveling with you?”



Base: members taking at least one trip this summer.  
▲ and ▼ indicate significant increase/decrease from 2008.

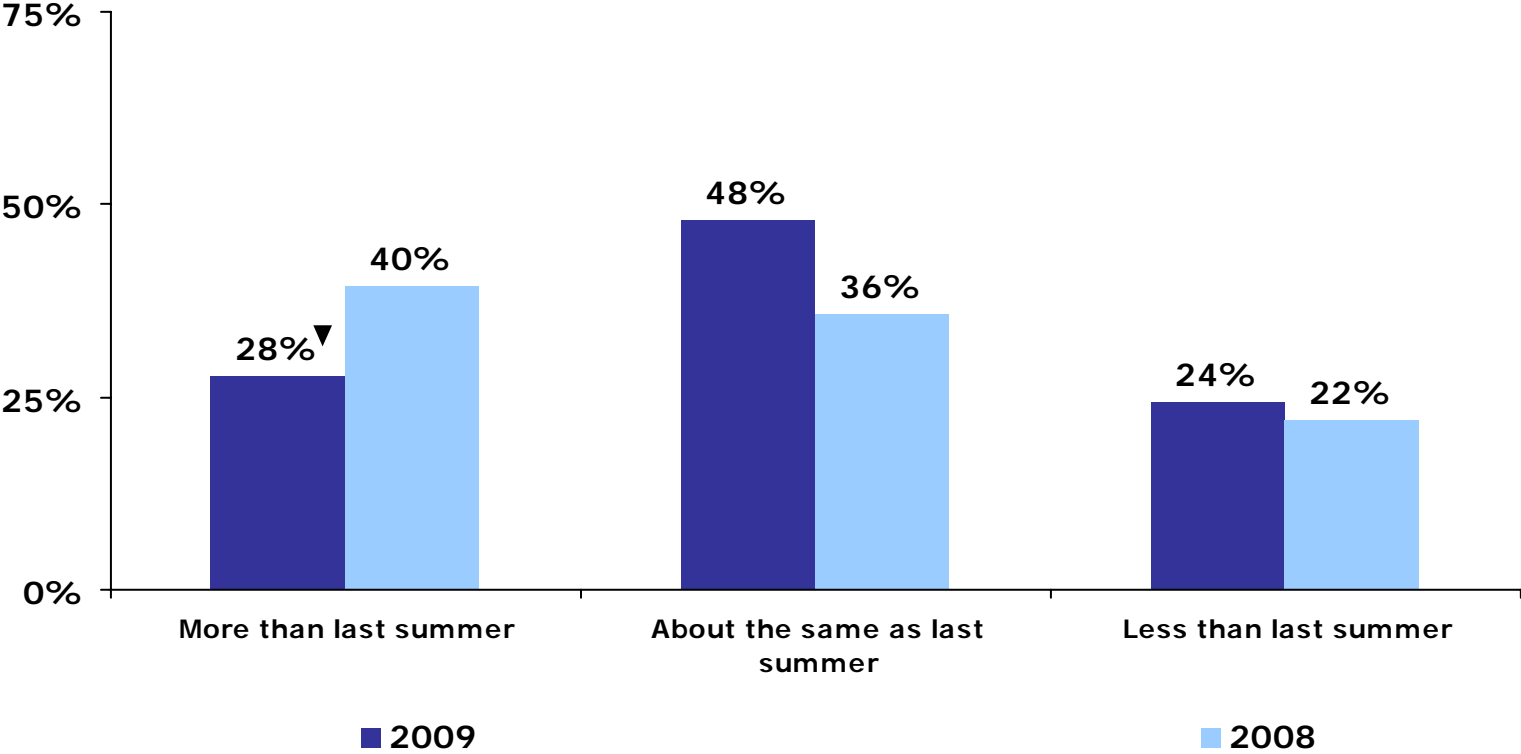
# "How many days will your trip last?"



Base: members taking at least one trip this summer.

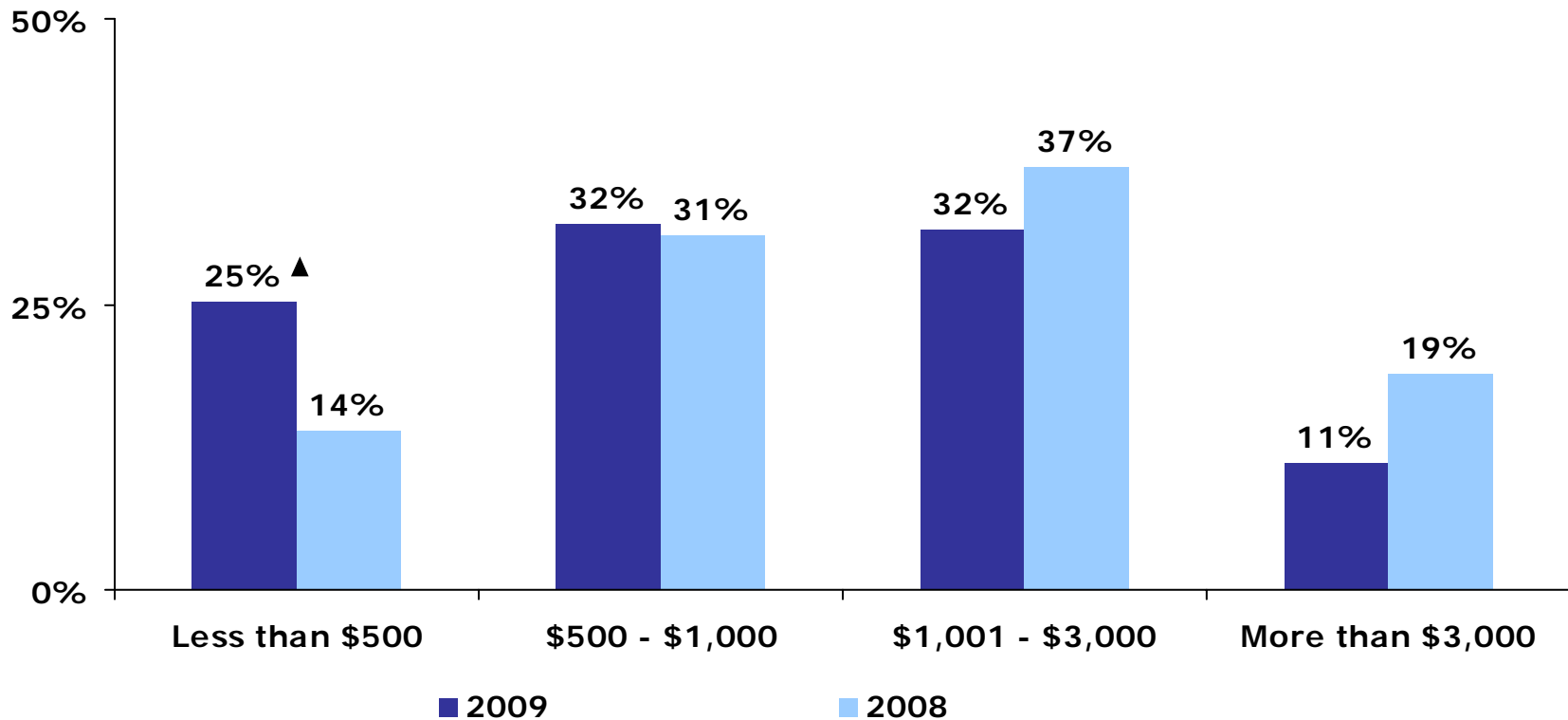
▲ and ▼ indicate significant increase/decrease from 2008.

# “Compared to last summer, are the number of days you plan to spend this summer on leisure travel trips...”



Base: members taking at least one trip this summer.  
▲ and ▼ indicate significant increase/decrease from 2008.

# “What is the total dollar amount you anticipate spending for this trip?”

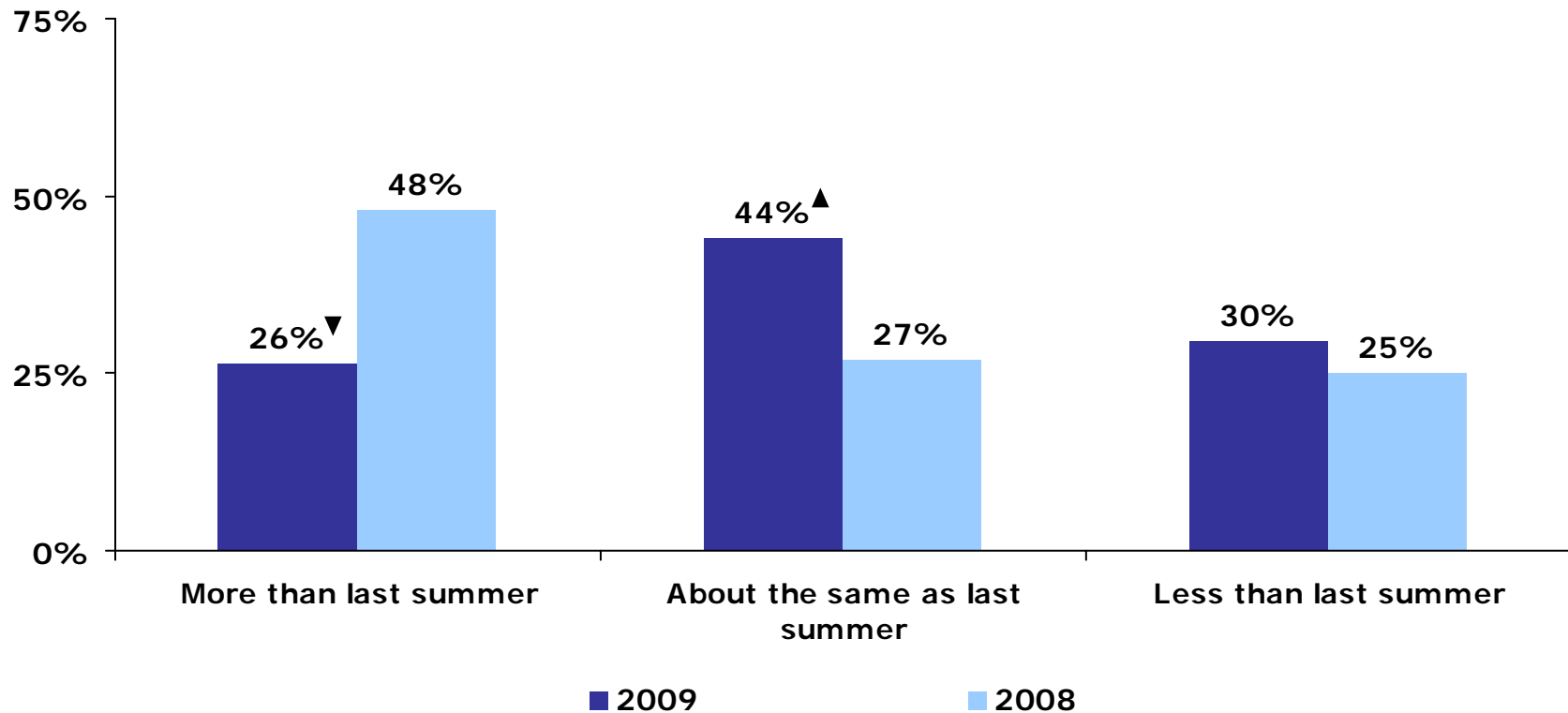


Full question: “What is the total dollar amount you anticipate spending for this trip? (includes lodging, transportation, meals, and entertainment for all those in your party)”

Base: members taking at least one trip this summer.

▲ and ▼ indicate significant increase/decrease from 2008.

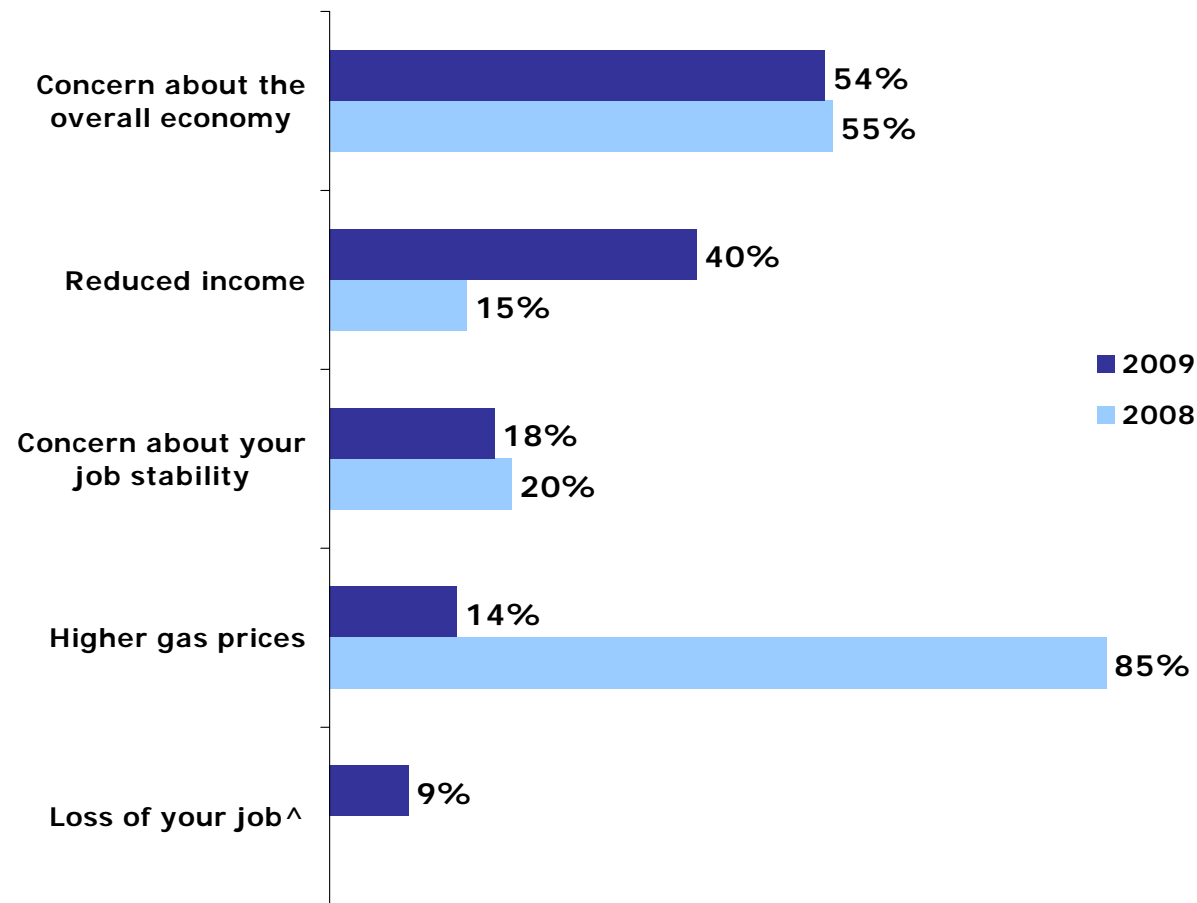
# “Compared to last summer, is the amount of money you plan to spend this summer for leisure travel purposes ...”



Base: members taking at least one trip this summer.

▲ and ▼ indicate significant increase/decrease from 2008.

# “Which of the following explain why you are planning to spend less money this year?”



Full question: “You indicated you are planning to spend less money this summer than last summer. Which of the following explain why you are planning to spend less money this year? Select all that apply”

Base: members planning on spending less money on trips this summer vs. last summer. \*Base size for So Cal in last year’s study (n=20) is too small for comparison with this year’s study.

# Demographics

	Southern California
<b>Gender</b>	
<b>Male</b>	<b>57%</b>
<b>Female</b>	<b>43%</b>
<b>Age*</b>	
<b>19-35</b>	<b>18%</b>
<b>36-49</b>	<b>34%</b>
<b>50-64</b>	<b>30%</b>
<b>65+</b>	<b>19%</b>
<b>Income</b>	
<b>&lt;\$50,000</b>	<b>16%</b>
<b>\$50,000-\$74,999</b>	<b>17%</b>
<b>\$75,000-\$99,999</b>	<b>12%</b>
<b>\$100,000-\$124,999</b>	<b>13%</b>
<b>\$125,000-\$149,999</b>	<b>14%</b>
<b>\$150,000 or more</b>	<b>7%</b>
<b>Prefer not to answer</b>	<b>20%</b>
<b>Ethnicity</b>	
<b>Caucasian</b>	<b>67%</b>
<b>African-American</b>	<b>5%</b>
<b>Hispanic/Latino</b>	<b>12%</b>
<b>Asian or Pacific Islander</b>	<b>8%</b>
<b>Native American</b>	<b>1%</b>
<b>Other</b>	<b>2%</b>
<b>Prefer not to answer</b>	<b>5%</b>
<b>Sample Size n=</b>	<b>842</b>

\*Weighted based on internal metrics.