

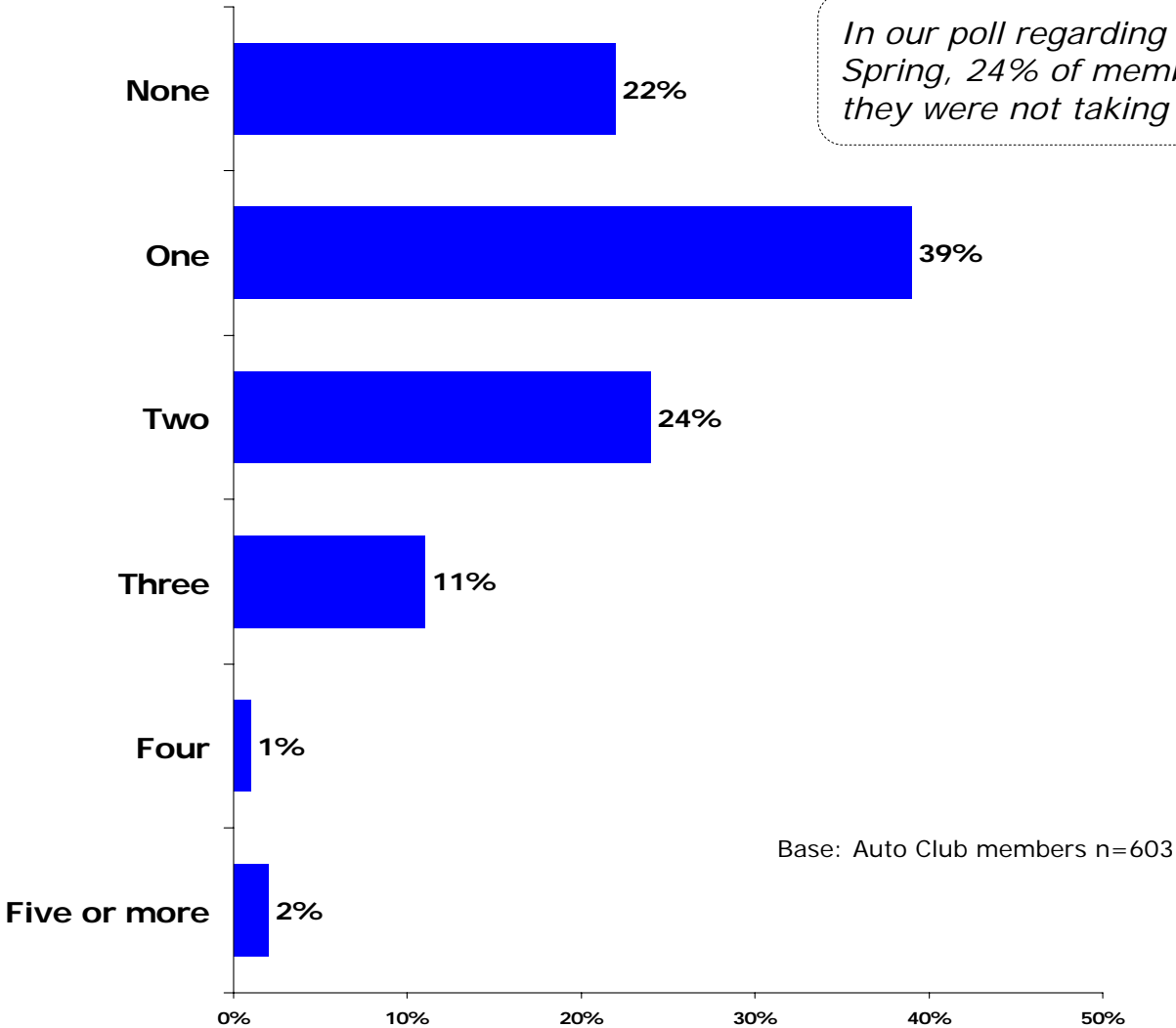
AAA Member Poll

regarding Travel and Back-to-School Shopping

Auto Club of Southern California

July 2010

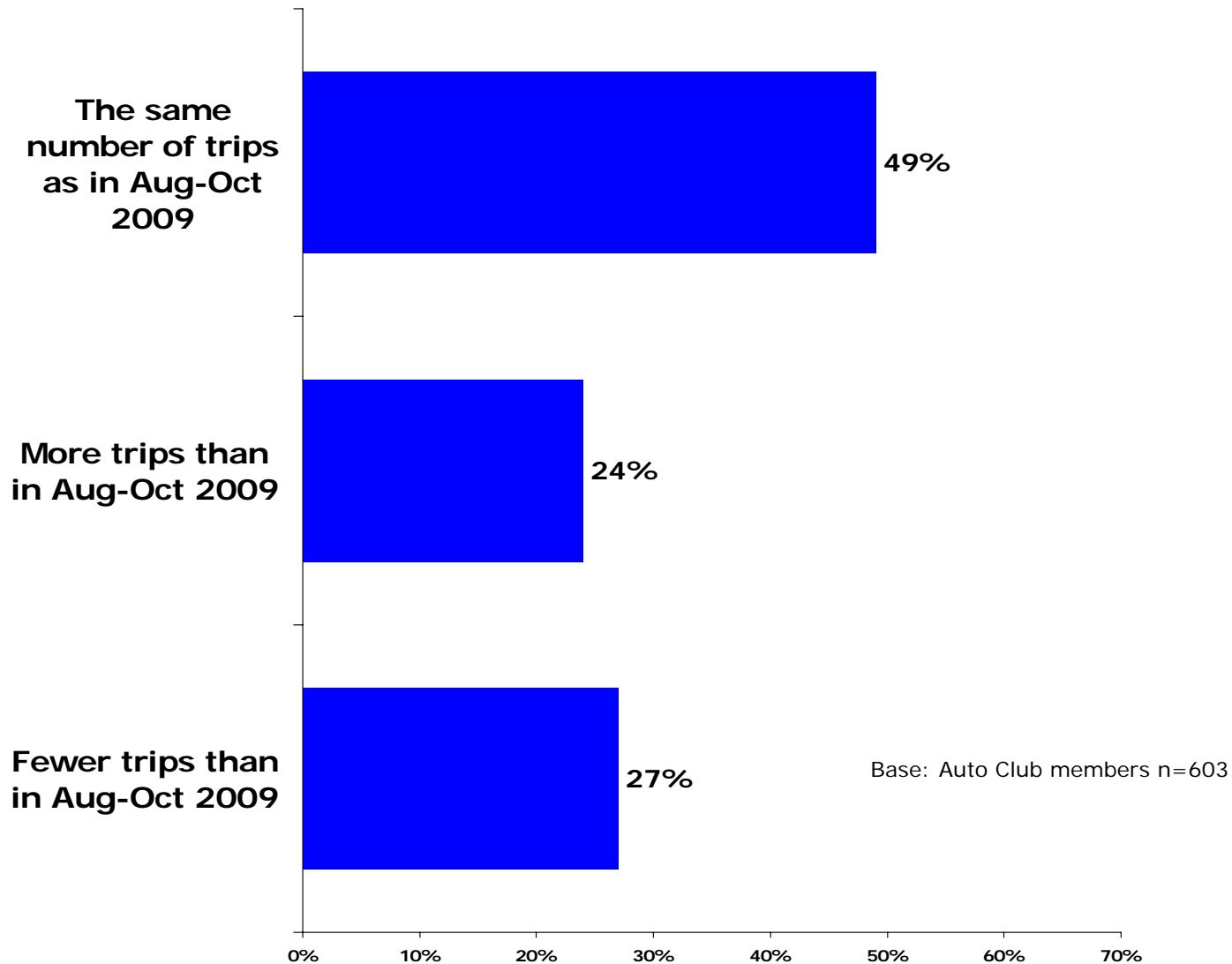
“How many leisure trips do you plan to take August through October?”



Full question: “How many leisure trips do you plan to take August through October? Include only non-business trips more than 50 miles from home and requiring at least one overnight stay.”

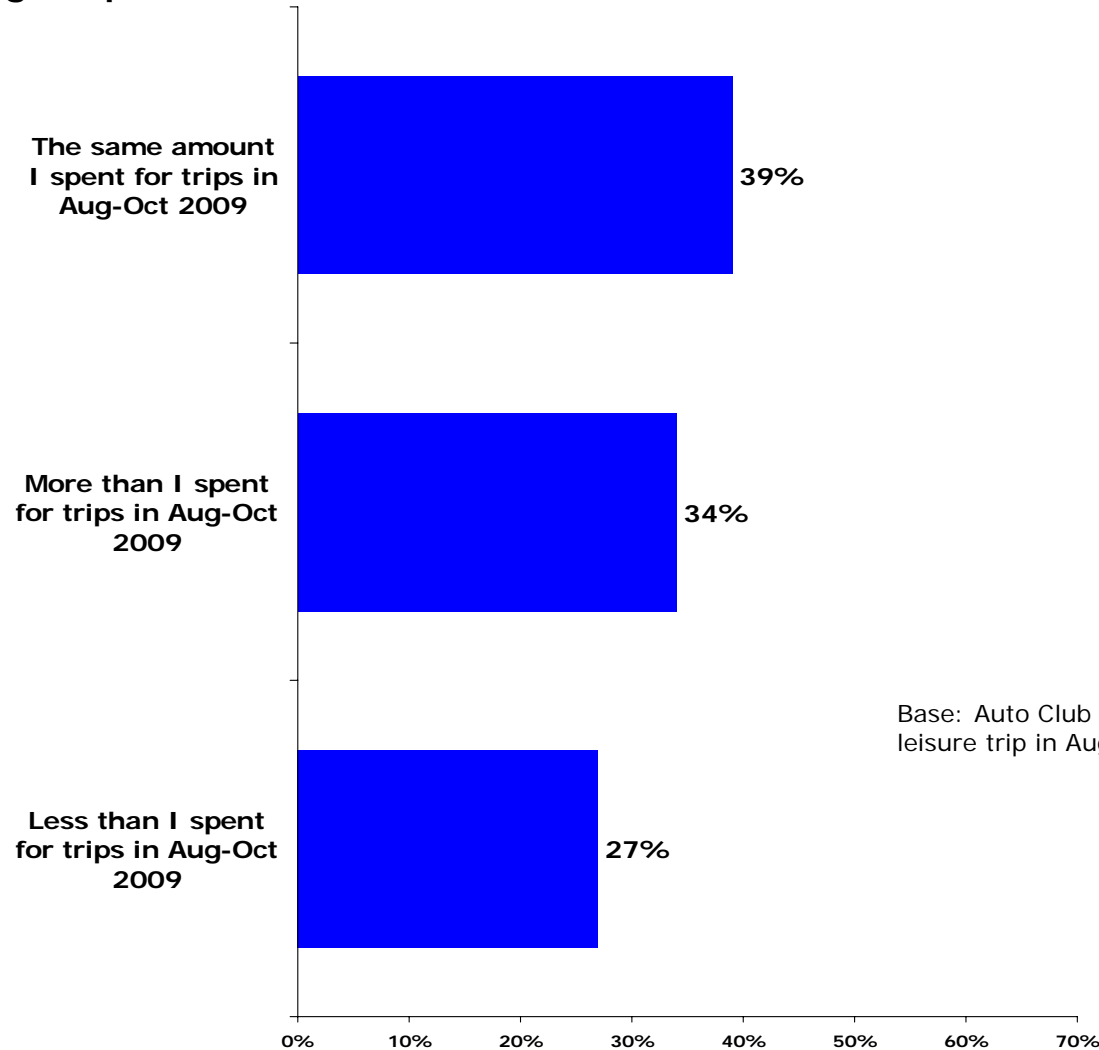
"How do your plans compare to the number of trips you took in August through October last year (2009)?"

"I'll be taking ...

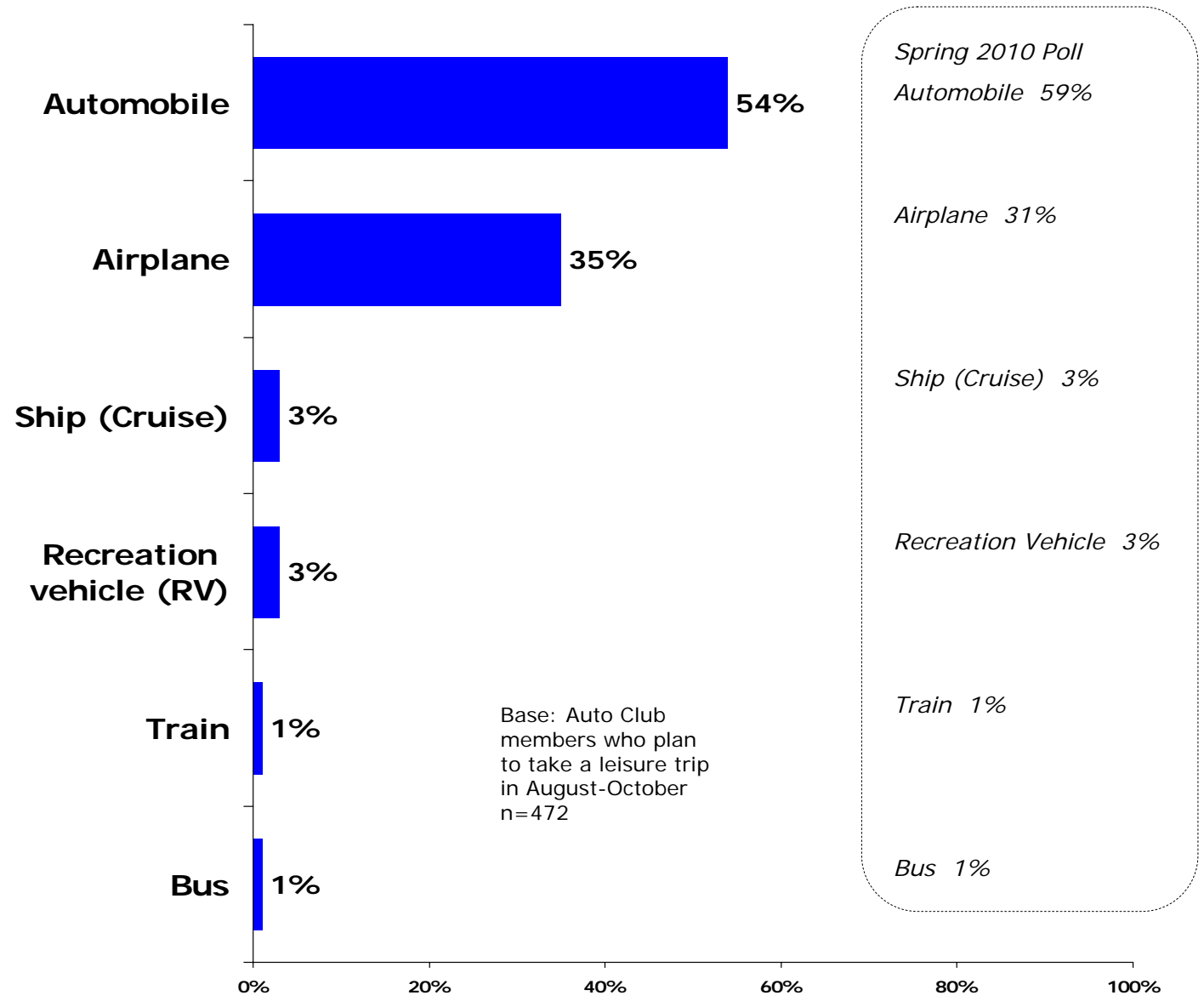


“How does the amount of money you’re planning to spend for leisure trips this Aug-Oct compare to the amount you spent for leisure trips in Aug-Oct last year (2009)?”

“I’m planning to spend ...



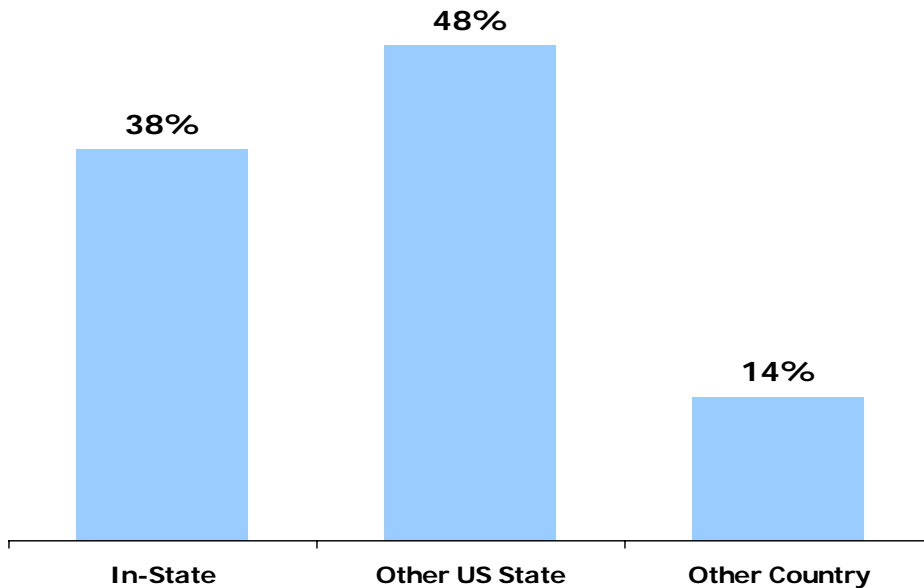
“What will be the primary type of transportation to reach your destination?”



“What is your destination for this trip?”

Auto Club of Southern California Members

Type of Destination for Aug-Oct 2010

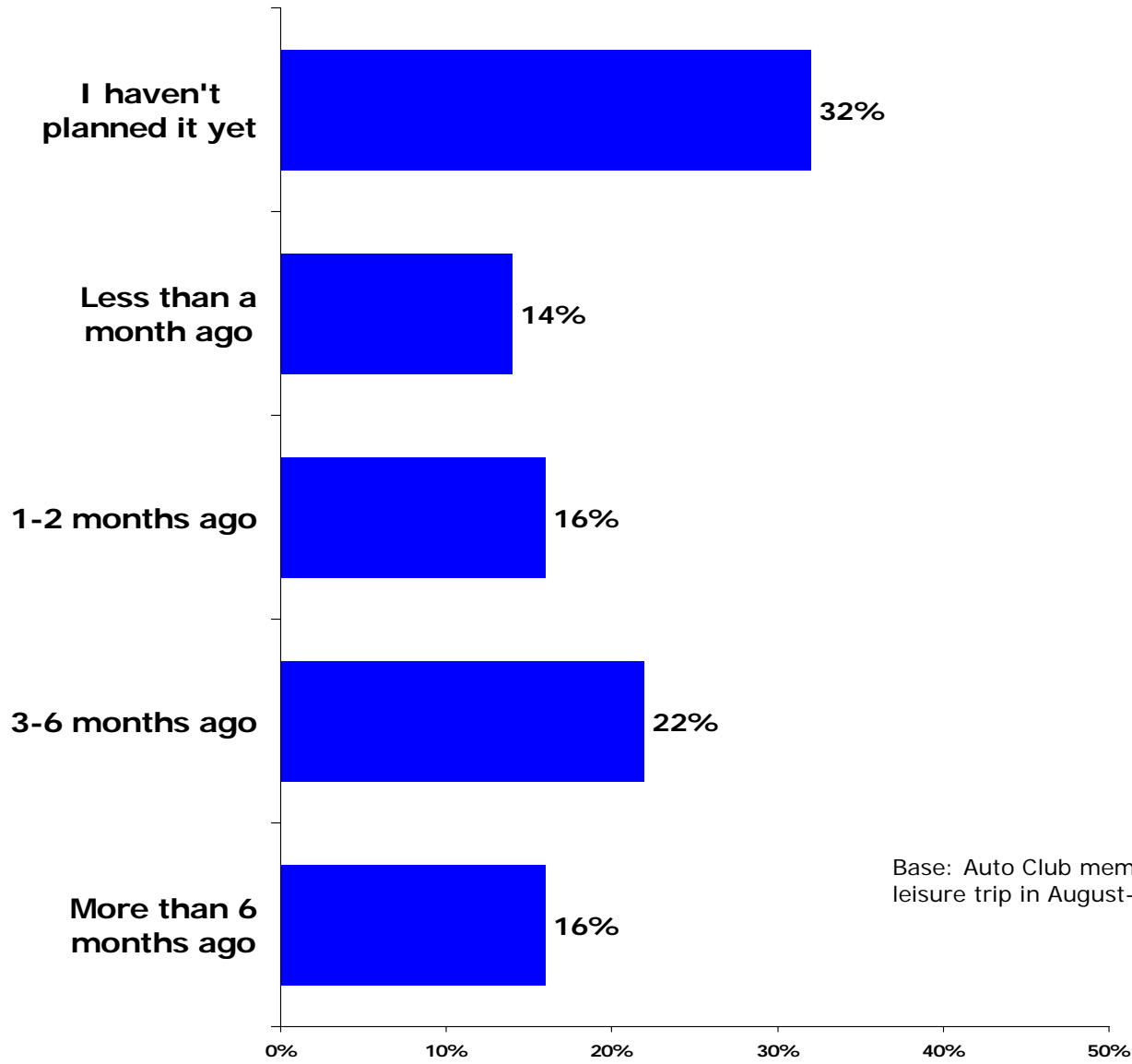


Base: Auto Club members who plan to take a leisure trip in August-October n=472

Most Common Destinations

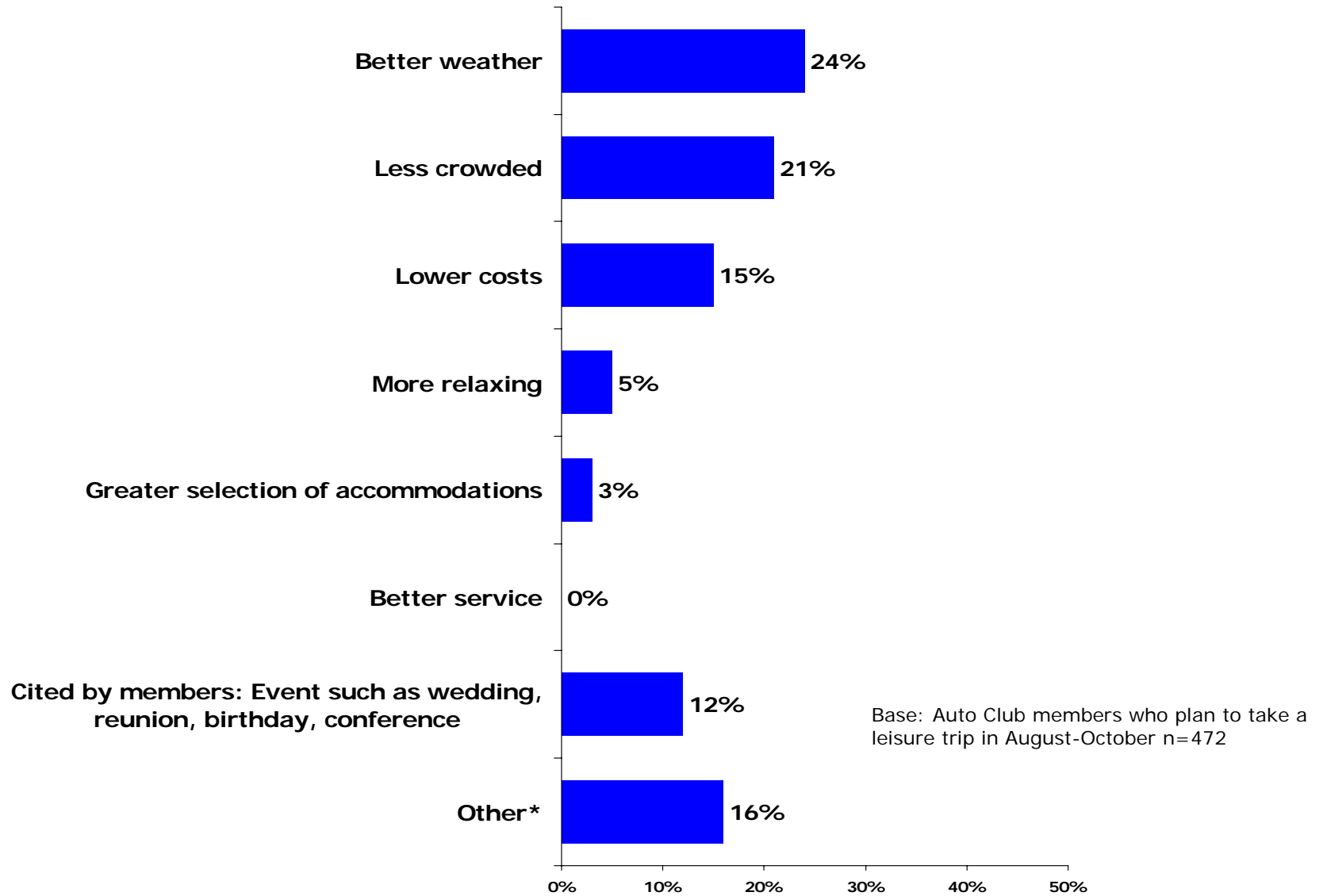
Nevada (Las Vegas 7%)	9%
Arizona	4%
Hawaii	3%
Florida	3%
Oregon	3%
Texas	3%
Washington State	3%
Colorado	2%
New Mexico	2%
San Diego	3%
San Francisco	3%
Palm Springs	3%
Europe	4%
Canada	2%
Mexico	2%

"How long ago did you plan this trip?"



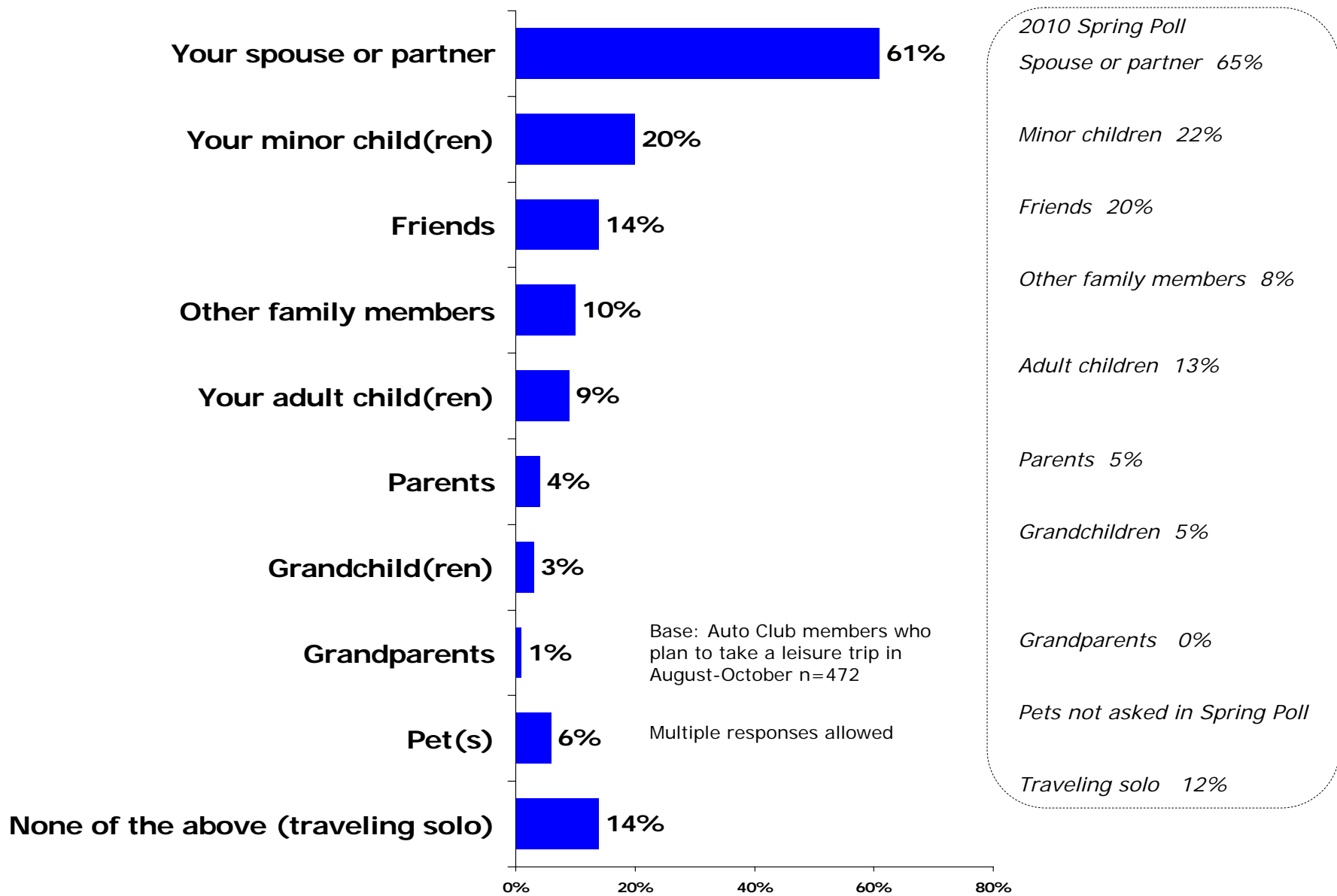
Base: Auto Club members who plan to take a leisure trip in August-October n=472

“Which of the following do you consider the greatest advantage of taking your trip during this time frame (Aug-Oct)?”

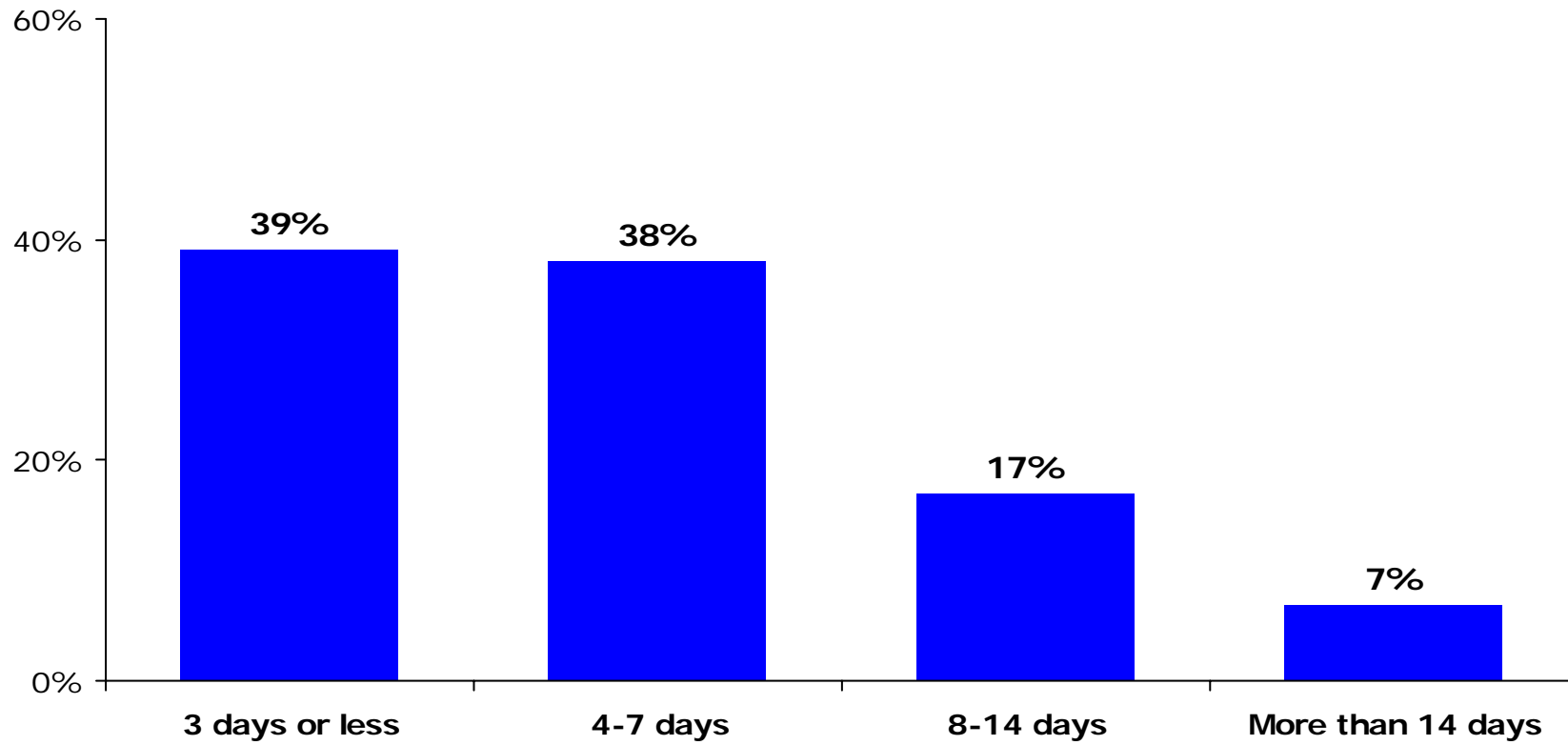


* Other considerations for travel at this time of year are time with children or grandchildren before school begins, football, other sports, work schedules are less busy, and autumn color

“With whom will you be traveling on this trip?”

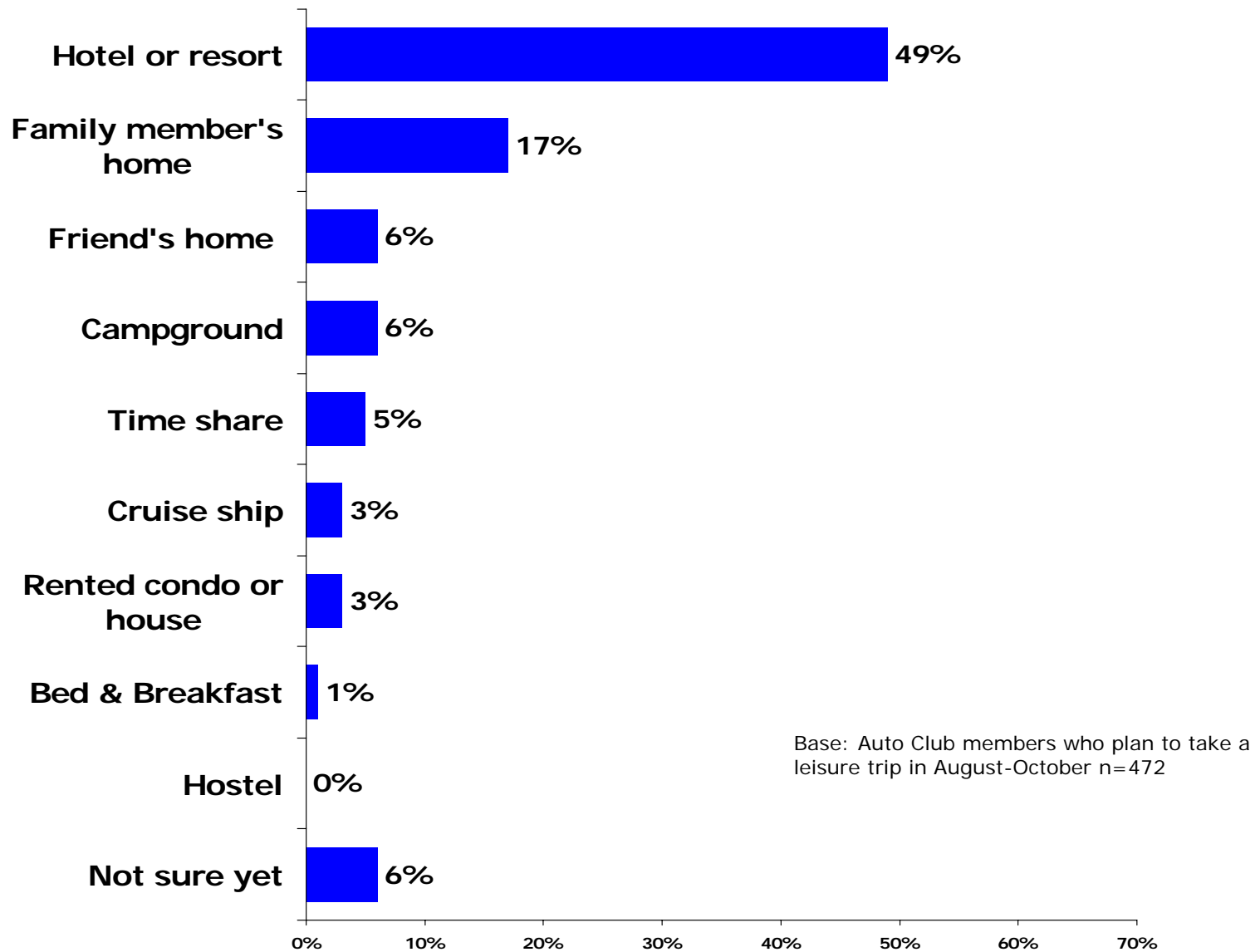


"How many days will your trip last?"



Base: Auto Club members who plan to take a leisure trip in August-October n=472

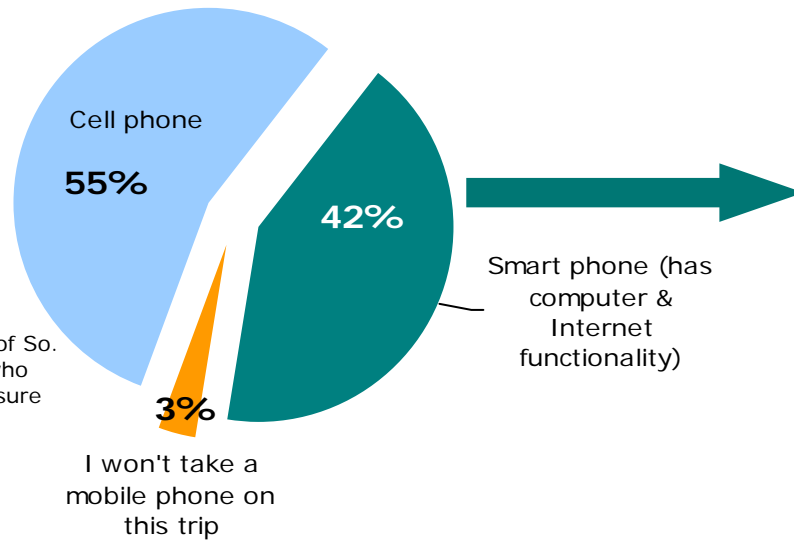
“What will be your primary accommodations during this trip?”



Mobile and Smart Phone Use During Leisure Trips August-October 2010

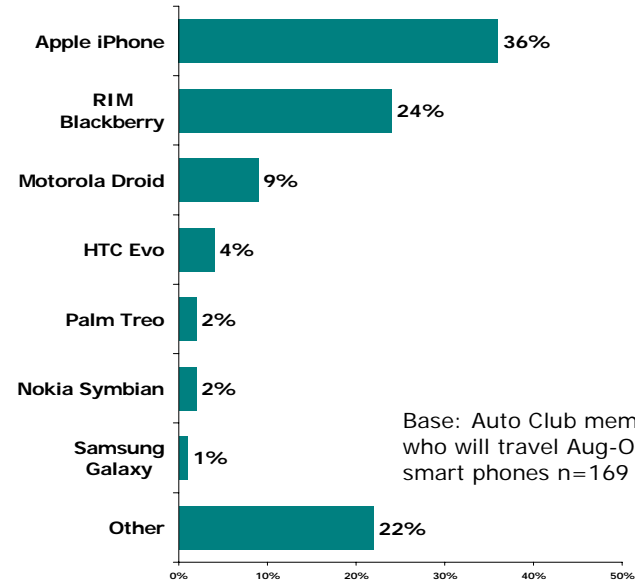
Auto Club of Southern California

"Which type of mobile phone will you take on your trip?"



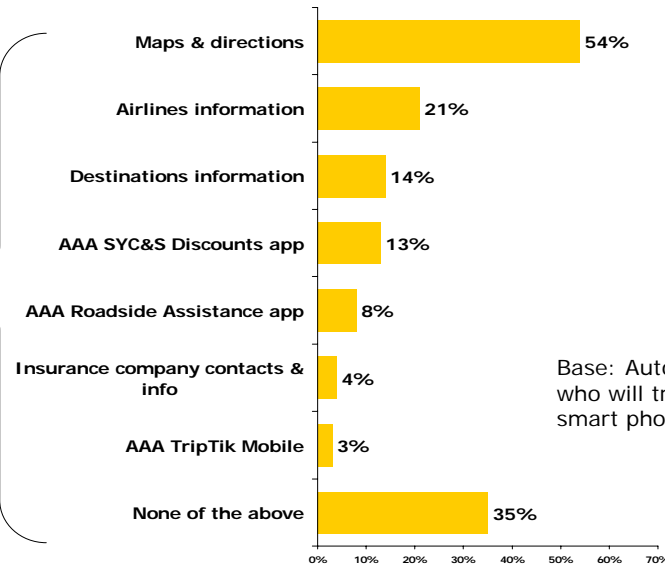
Base: Auto Club of So. Calif. members who plan to take a leisure trip in Aug-Oct
n=472

"Which type of smart phone do you use?"



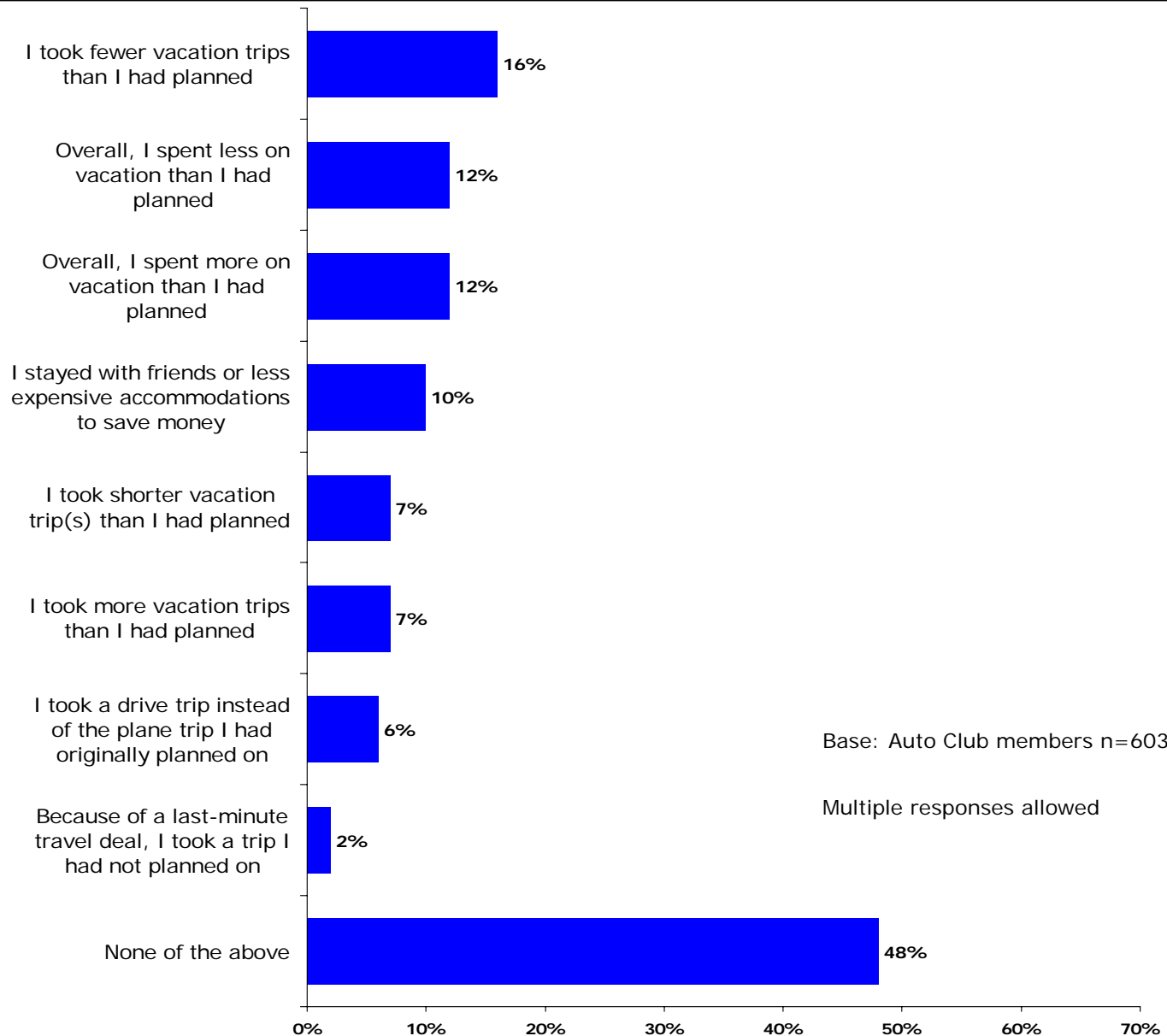
Base: Auto Club members who will travel Aug-Oct with smart phones n=169

"Please indicate which of the following apps or types of apps you've downloaded to your smart phone."

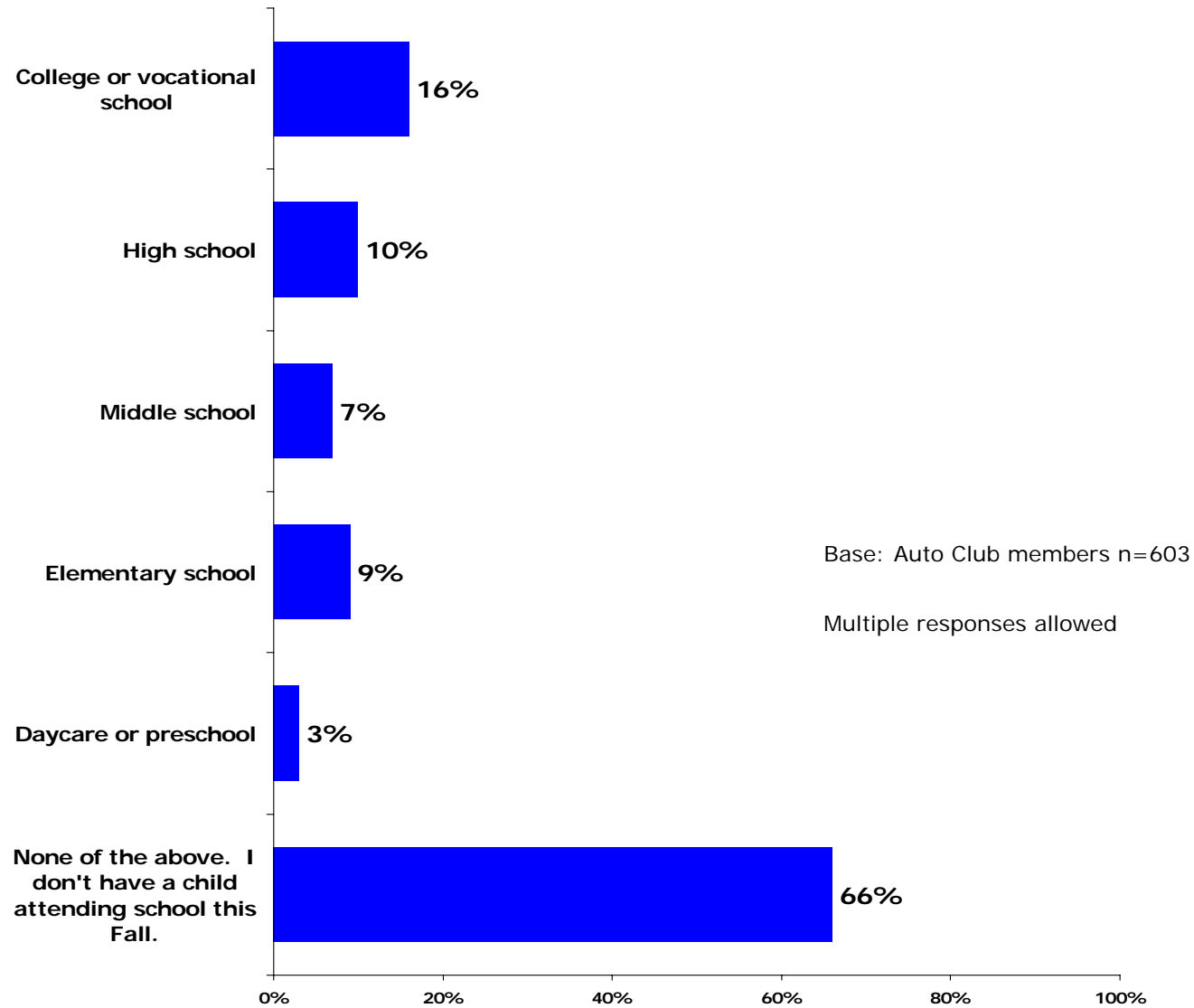


Base: Auto Club members who will travel Aug-Oct with smart phones n=169

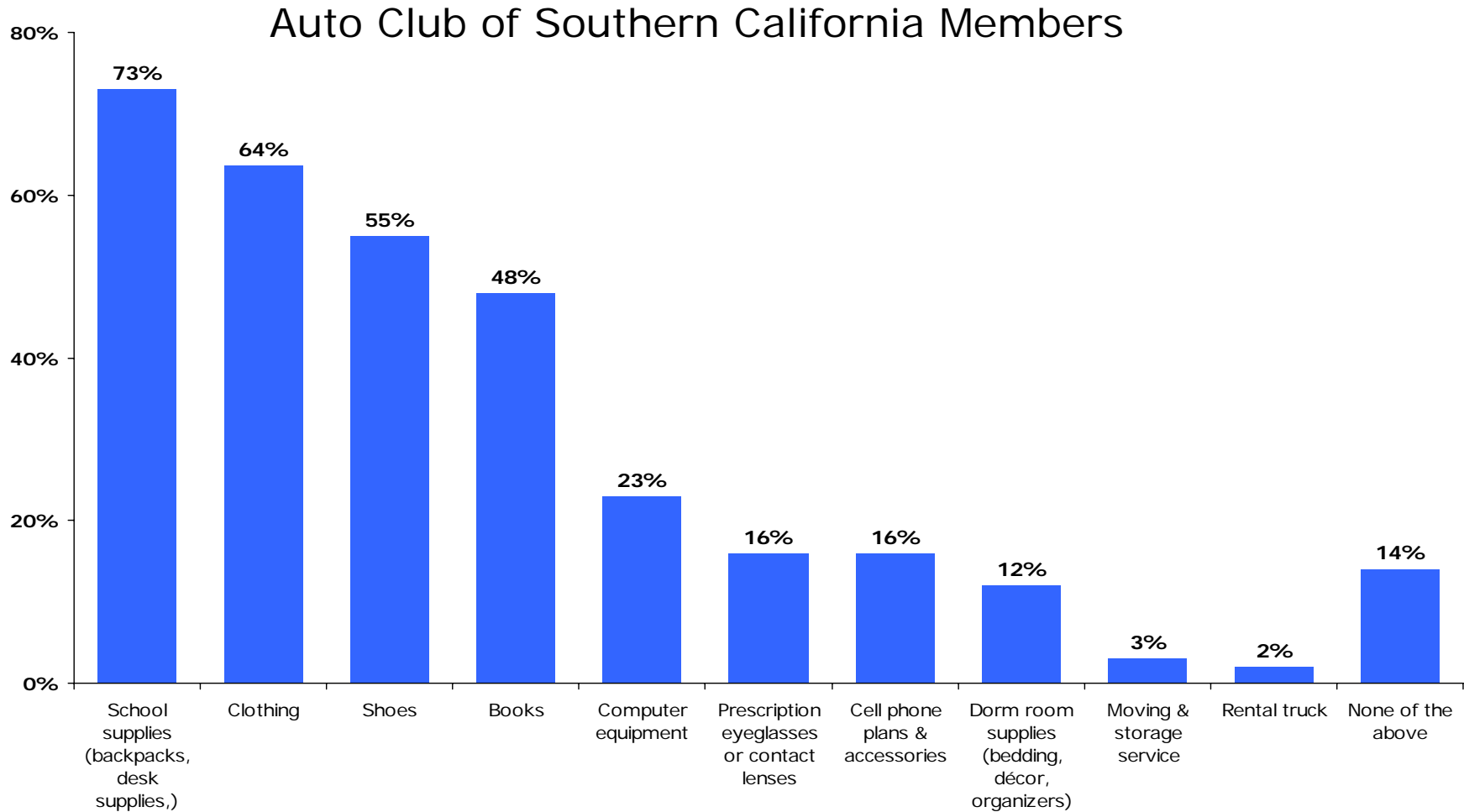
“Thinking about your leisure travel in June and July this year, did you make any of the changes described below to your original plans?”



“Please indicate what grade level(s) your child(ren) will be attending this Fall.”



“Please indicate which of the back-to-school categories below you will be spending money on this Fall.”

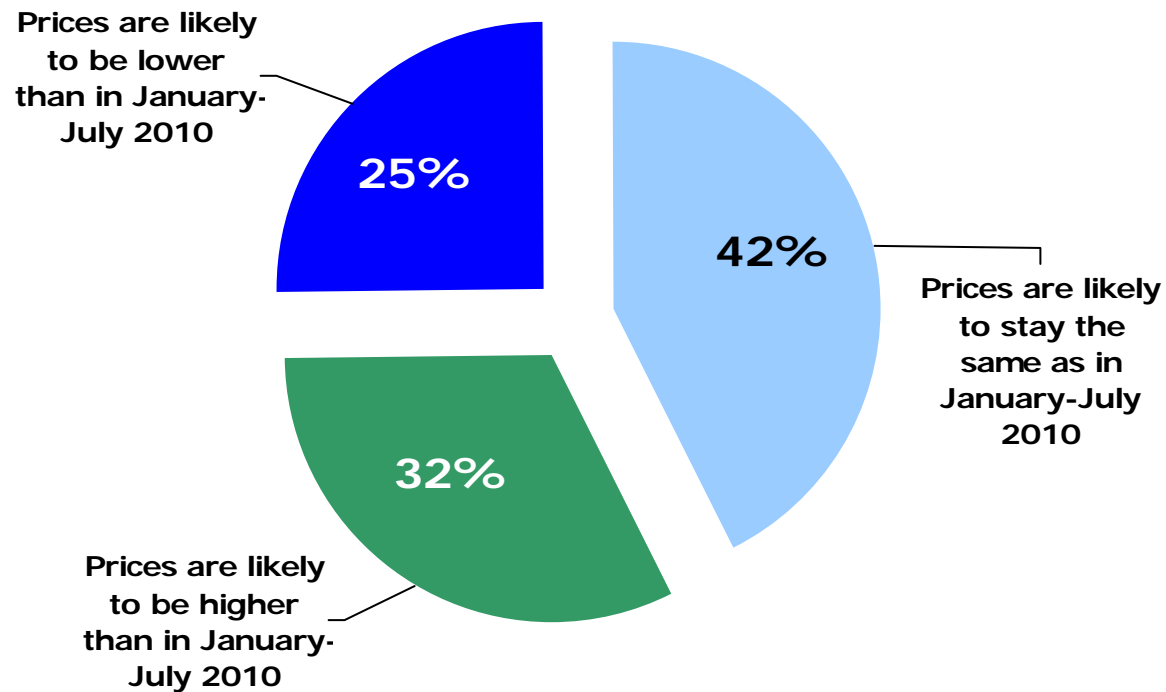


Base: Auto Club members with school-age child(ren) n=187

Multiple responses allowed

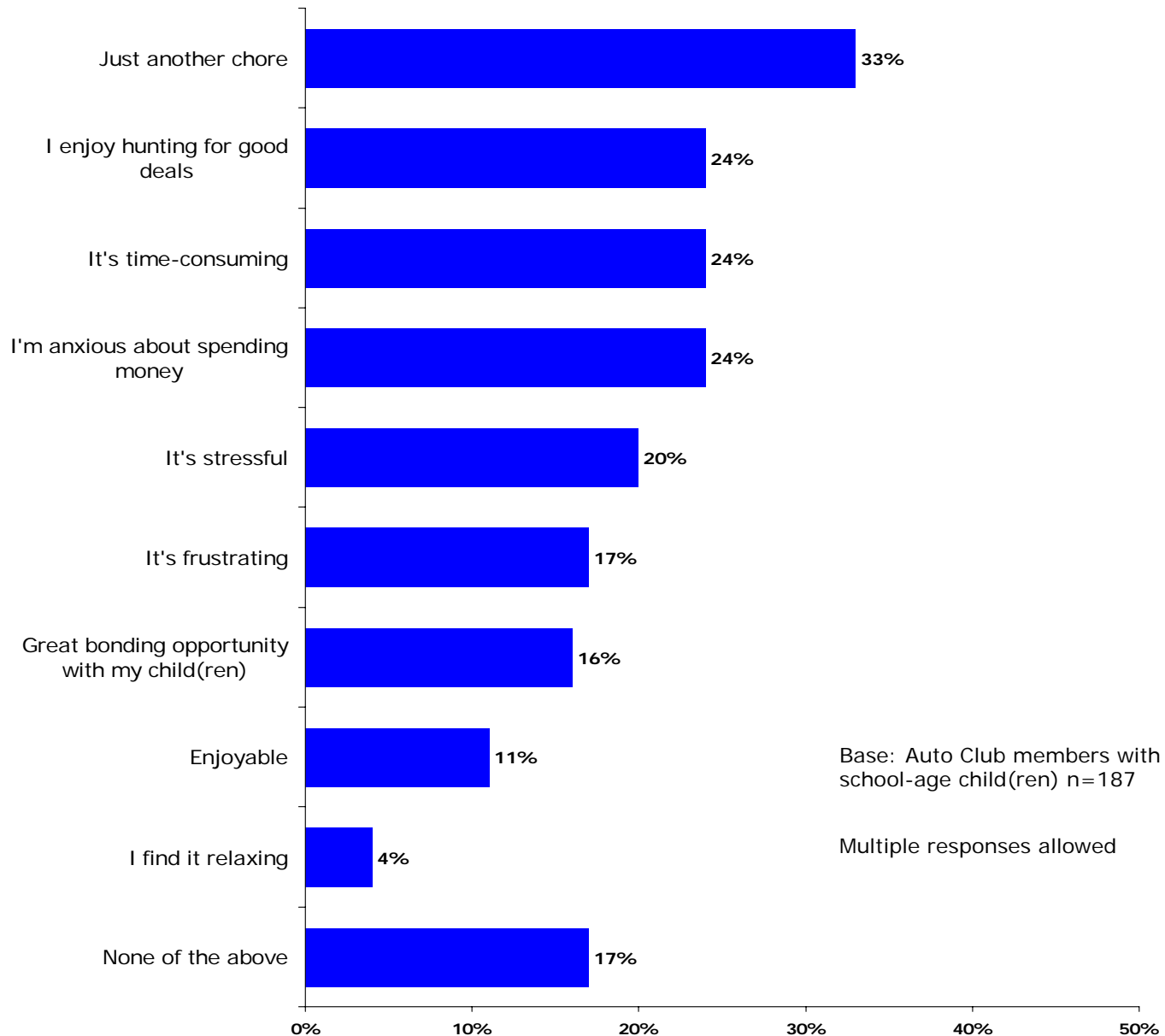
“What are your expectations about costs in this back-to-school season (Aug-Oct) for the items you’re interested in?”

Auto Club of Southern California

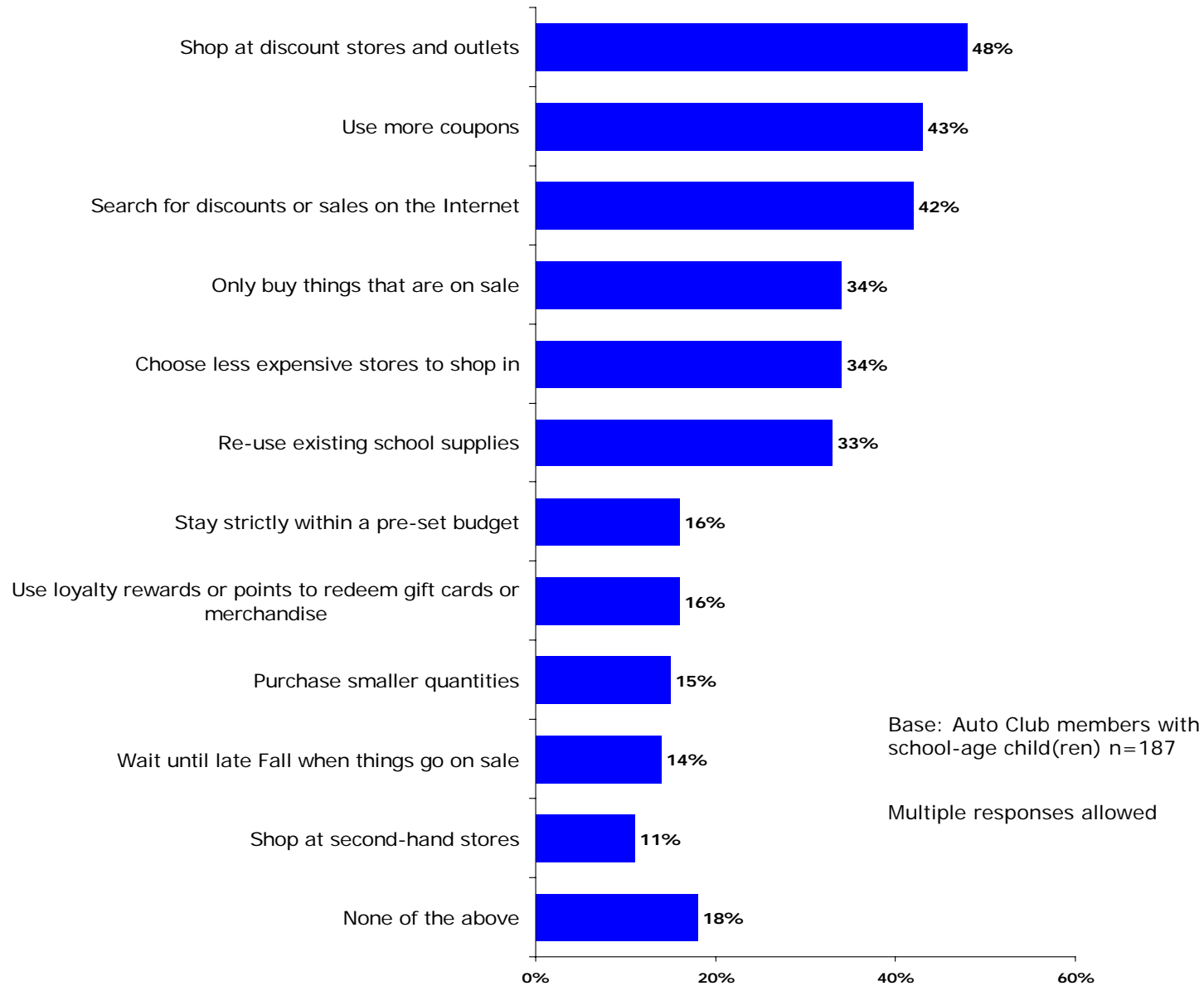


Base: Auto Club members with school-age child(ren) n=187

“Which of the following phrases are you most likely to associate with back-to-school shopping?”

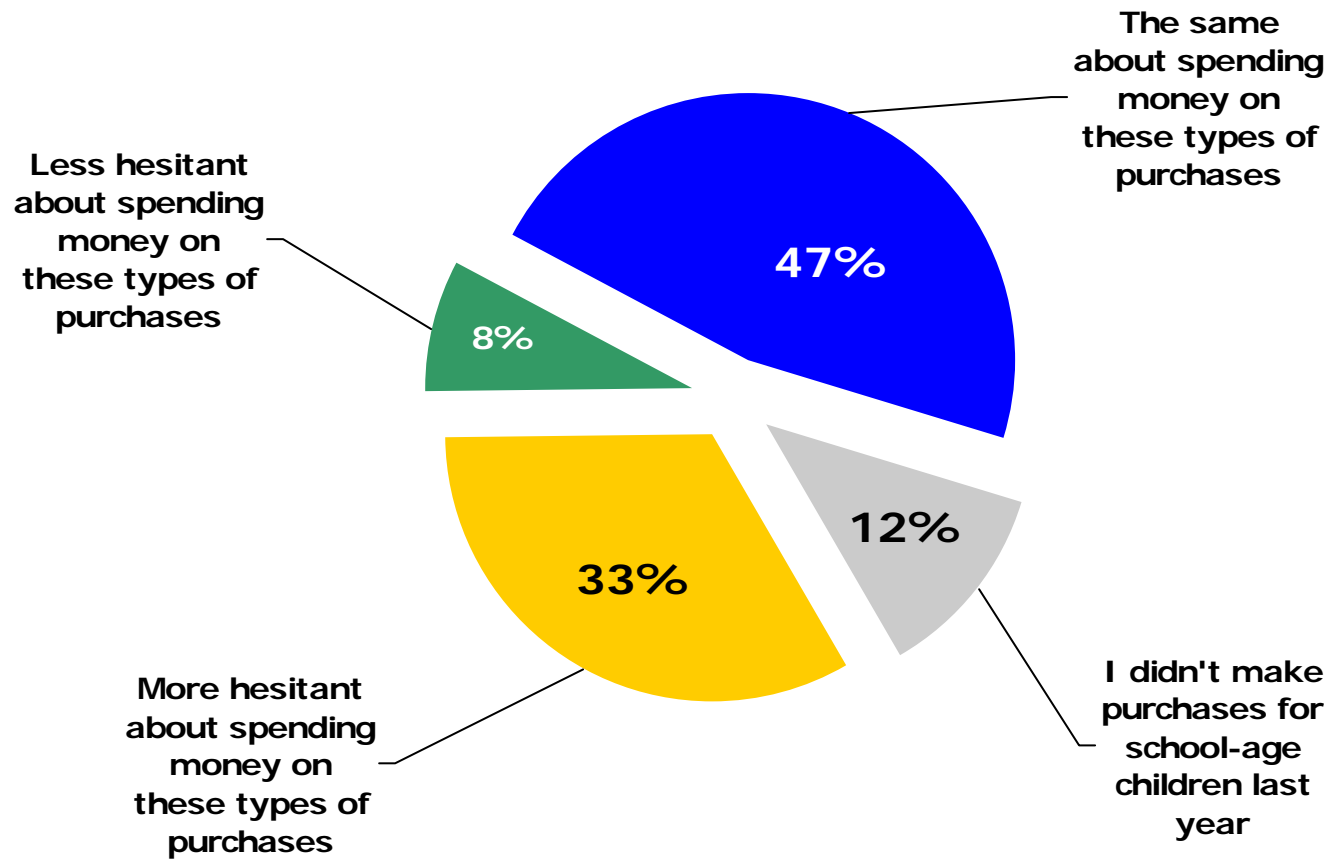


“Please select all the ways you plan to save money on back-to-school needs.”



“Compared to a year ago (August-October 2009), do you feel ...?”

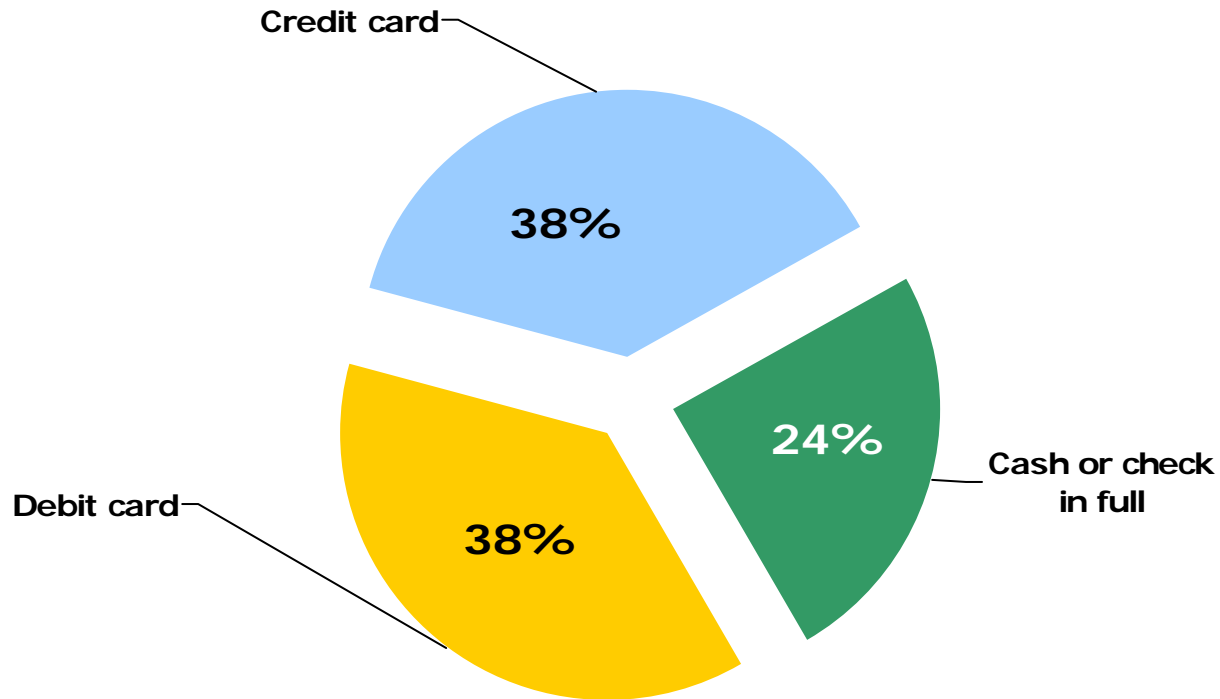
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Base: Auto Club members with school-age child(ren) n=187

“Which payment method are you most likely to use for back-to-school purchases?”

Auto Club of Southern California



No one reported they would use layaway for back-to-school purchases

Base: Auto Club members with school-age child(ren) n=187