

# AAA Member Poll

regarding 2010 Holiday Shopping & Travel

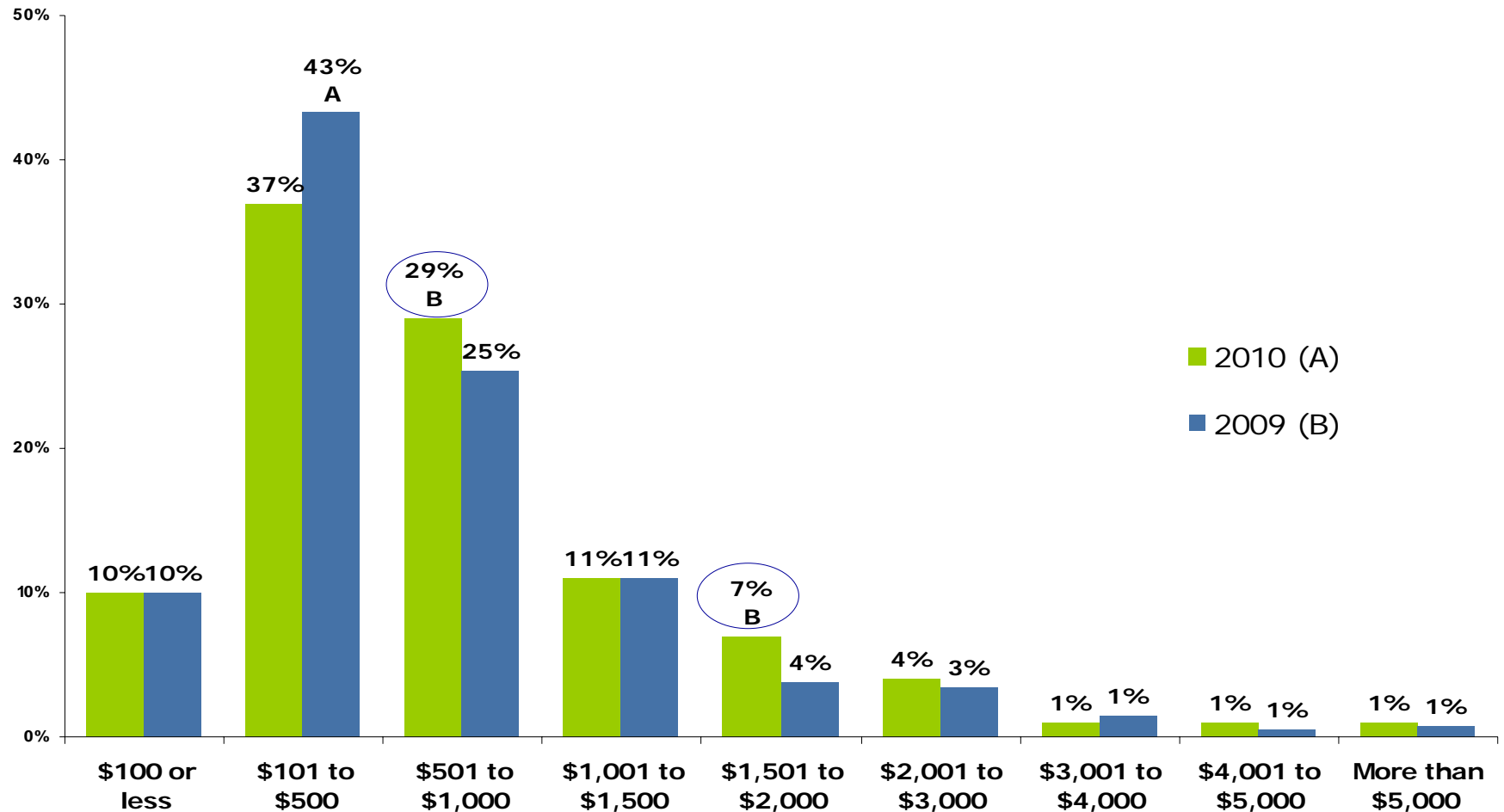
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Auto Club of Southern California

October 2010

# “How much in total do you expect to spend on gifts for the holidays?”

- More Auto Club members plan to spend in the \$501-\$1,000 level for the 2010 holidays and less in the \$101-\$500 level compared to 2009 plans



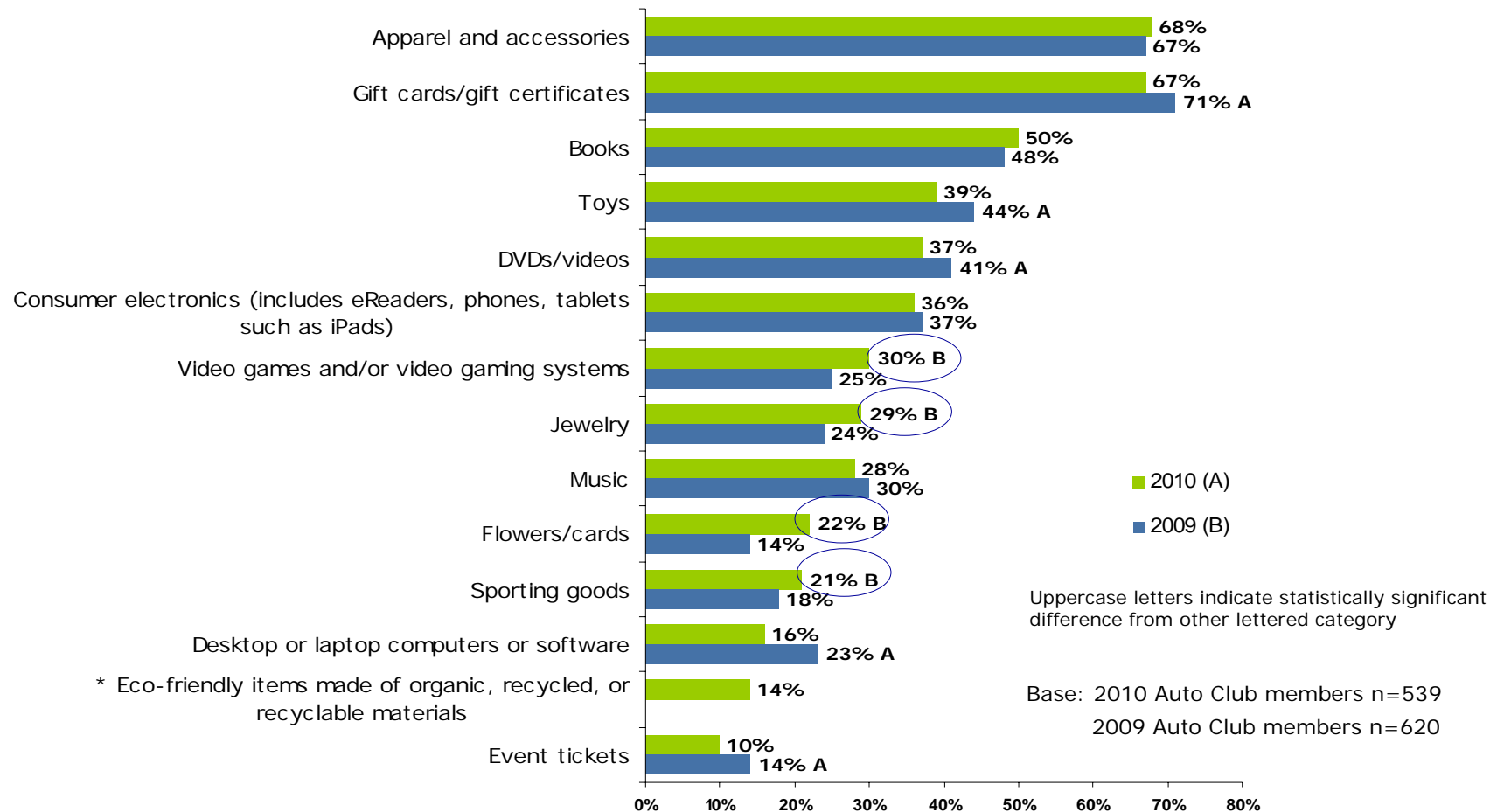
Base: 2010 Auto Club members n=539  
2009 Auto Club members n=620

Uppercase letters indicate statistically significant difference from other lettered category

Q: “About how much in total do you expect to spend on gift shopping during the 2010 holiday season?”

# “Indicate in which categories you will be shopping for gifts during the 2010 holiday season.”

- The majority of members plan to give apparel and accessories as well as gift cards and certificates for the 2010 holiday
- Video games and gaming systems will be given more often in 2010 than in 2009, as well as jewelry, flowers, and sporting goods

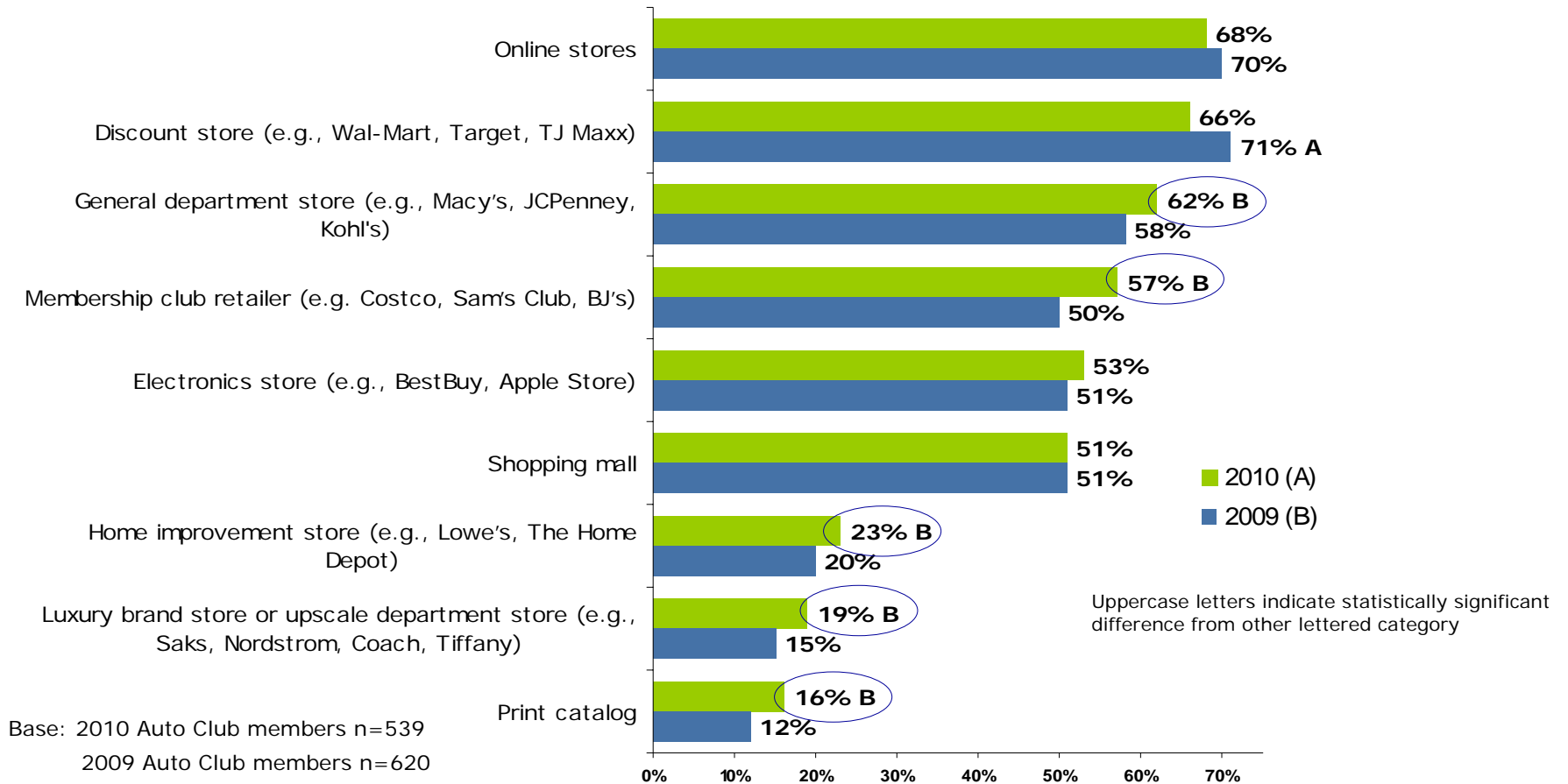


\* Not asked in 2209

Q: “Please indicate in which of the categories below you will be shopping for gifts during the 2010 holiday season.” Multiple responses allowed.

## “Indicate in which of the following types of retailers you will be shopping for gifts.”

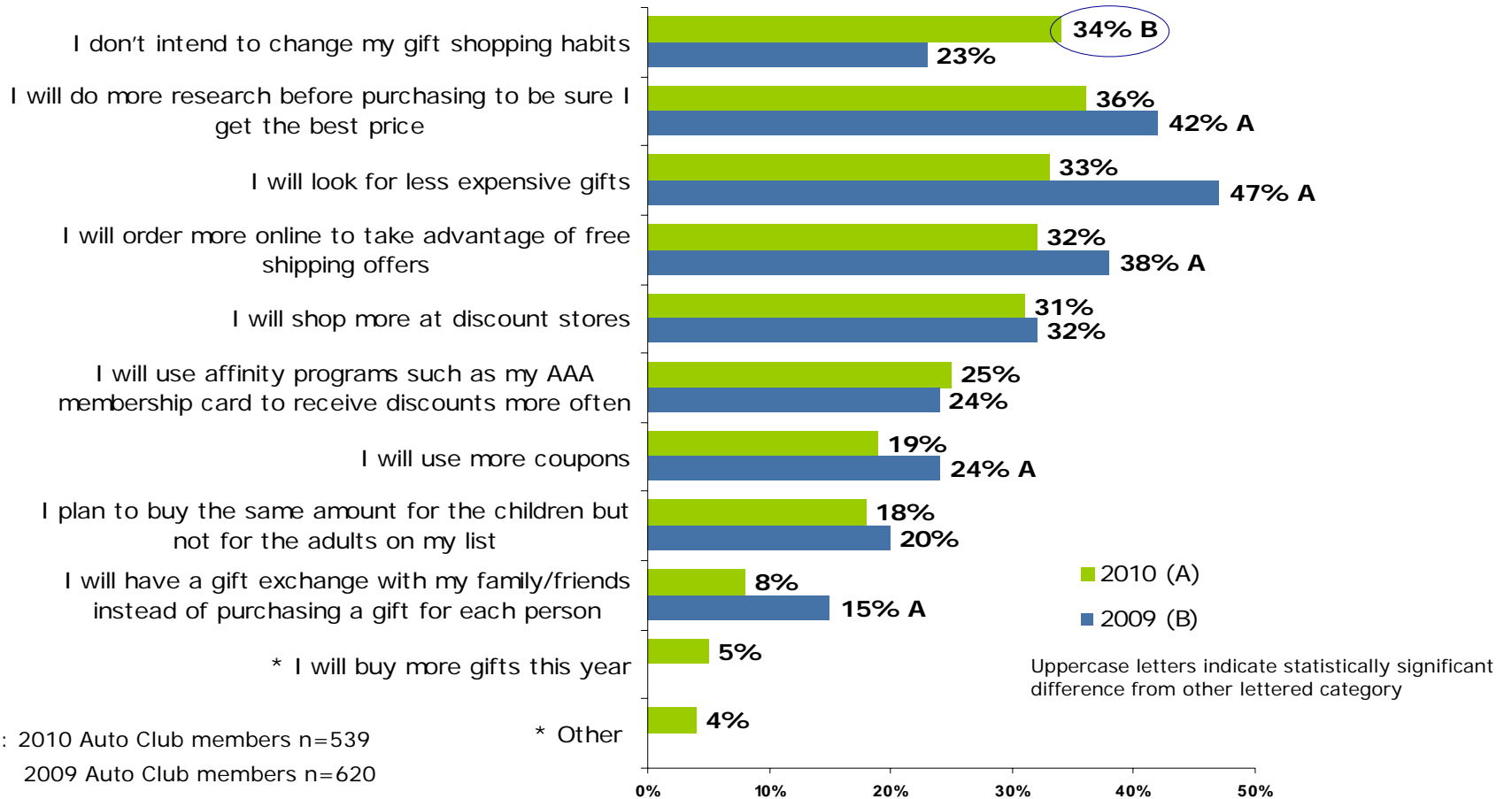
- 7 in 10 members plan to shop online this year for gifts; however, they’ll be in brick-and-mortar stores as well
- Members plan to shop less at discount stores this year and more at department stores, membership retailers, home improvement stores, and luxury brand stores



Q: “Please indicate in which of the following types of retail establishments you will be shopping for gifts during the 2010 holiday season.”  
Multiple responses allowed.

# “How are you planning to change your gift shopping compared to last year?”

- Members are less likely this year to change their shopping habits, taking fewer steps to get good prices, free shipping, or using coupons compared to 2009
- However, they will continue to shop at discount stores and use affinity programs for discounts

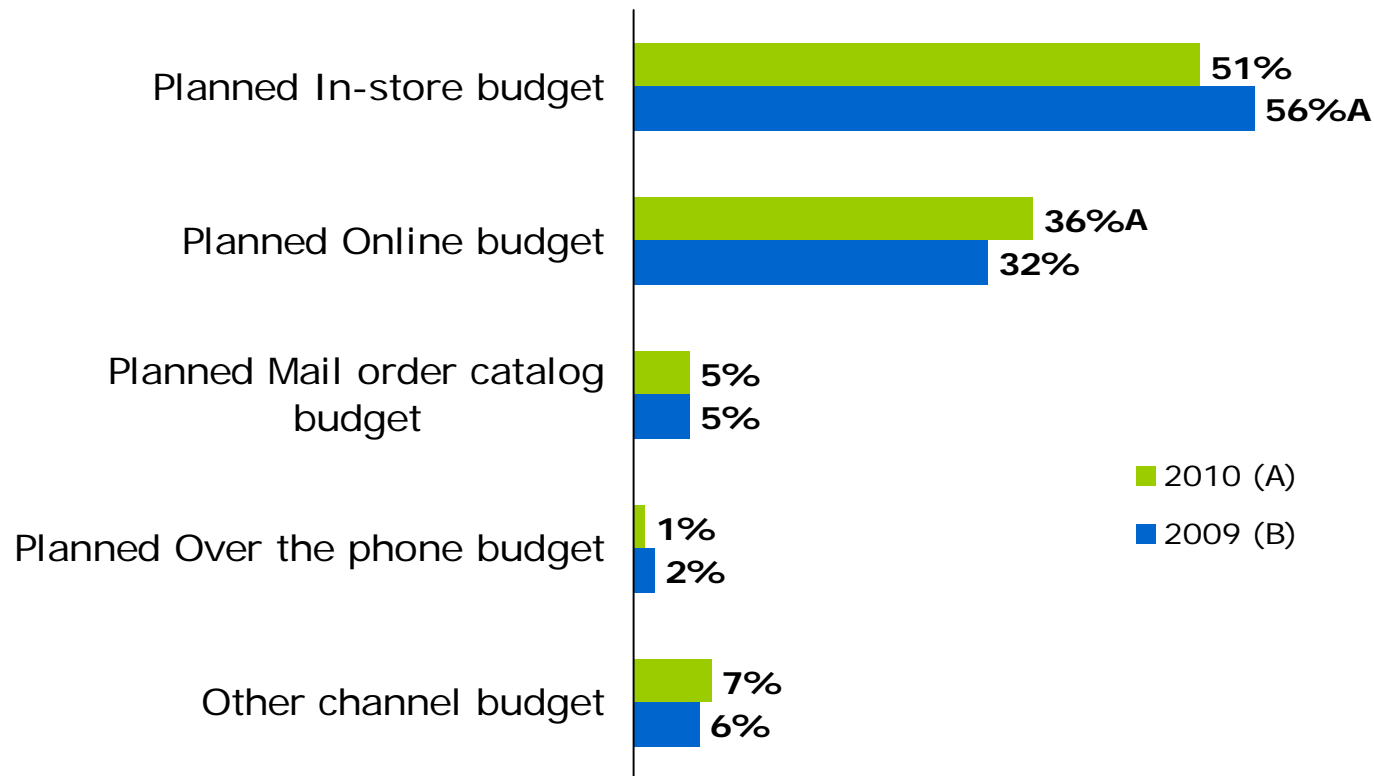


\* Not asked in 2009. “Other” changes include cash, home-made items, charitable donations in someone’s name, not giving gifts at all  
Q: “How are you planning to change your gift shopping during the 2010 holiday season compared to last year, if at all?” Multiple responses allowed.

## “Approximate percentage you expect to spend in each channel during the 2010 holiday season.”

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- About half (51%) of members' holiday budgets will be spent in stores, with more than a third (36%) spent online, a significant increase from 2009



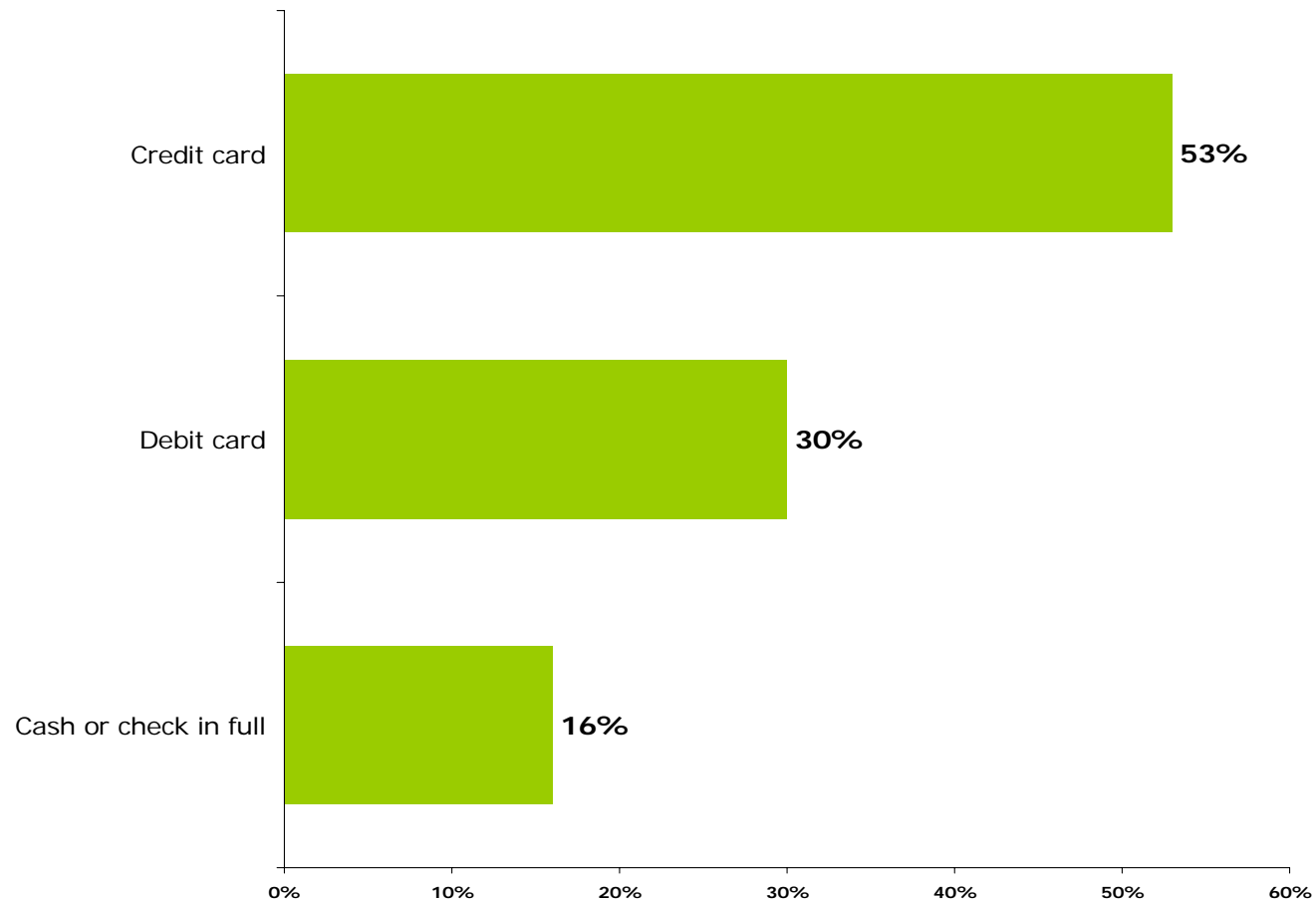
Base: 2010 Auto Club members n=539  
2009 Auto Club members n=620

Q: “Please indicate the approximate percentage you expect to spend in each of the following channels during the 2010 holiday season.”

# “Which payment method are you most likely to use for gift purchases?”

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- More than half of all purchases will be made on a credit card



Base: Auto Club members n=539

Q: “Which payment method are you most likely to use for gift purchases?” (Not asked in 2009.)

# Holiday Travel

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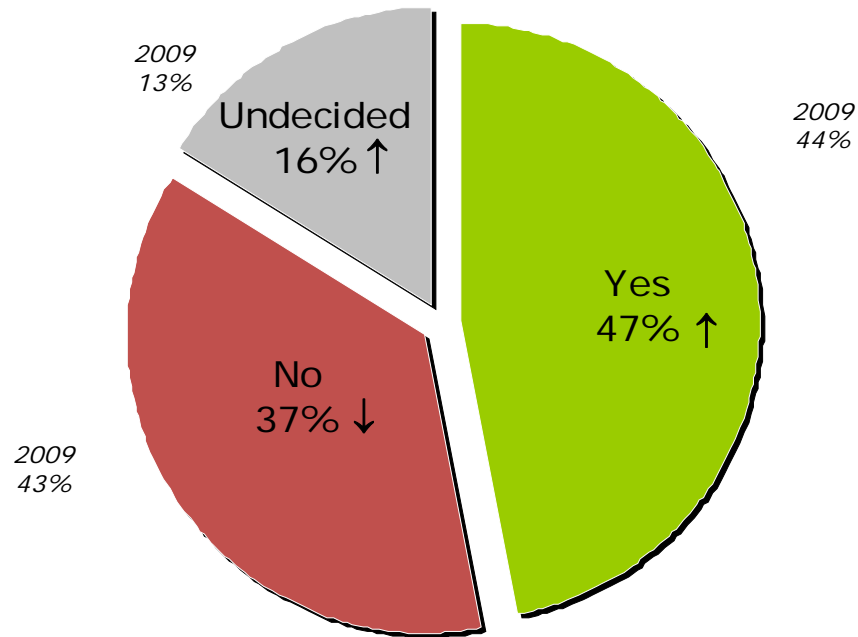


# “During the 2010 holiday season, do you plan to take at least one leisure trip?”

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- More Auto Club members are planning holiday trips for 2010 compared to 2009

Auto Club of So. Calif. 2010



Base: 2010 Auto Club members n=539  
2009 Auto Club members n=620

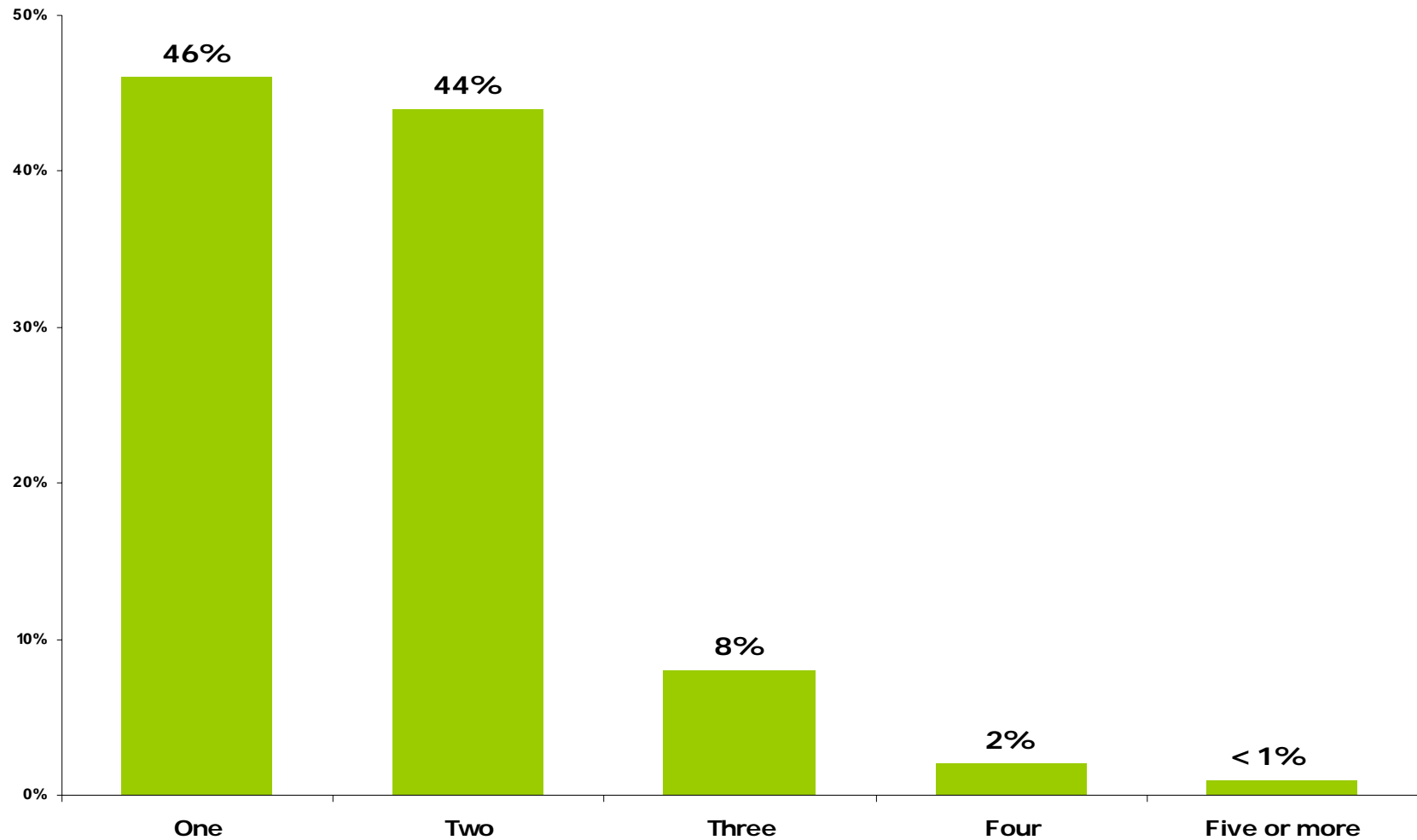
↑ ↓ indicates significant increase or decrease from 2009

Q: “During the 2010 holiday season, do you plan to take at least one leisure trip?”

“Leisure trip” for this survey is defined as “a non-business trip of more than 50 miles one way from home and requiring at least one overnight stay.”

# “How many leisure trips are you likely to take in November and December?”

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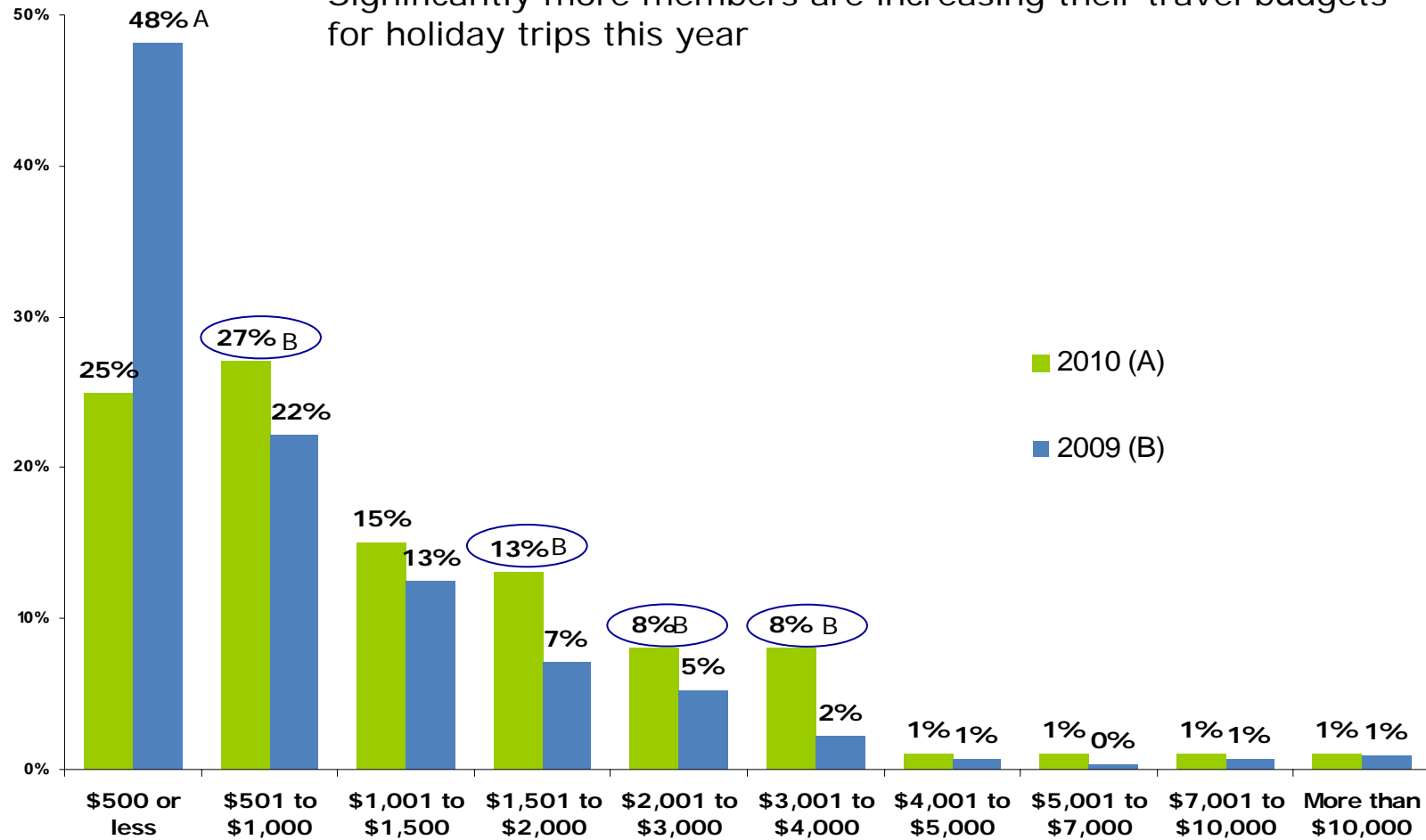


Base: Auto Club members who plan to take a leisure trip during holidays n=259

Q: “How many leisure trips are you likely to take in November and December?” (Not asked in 2009.)

# "About how much do you expect to spend on all your leisure travel during the 2010 holiday season?"

- Significantly more members are increasing their travel budgets for holiday trips this year

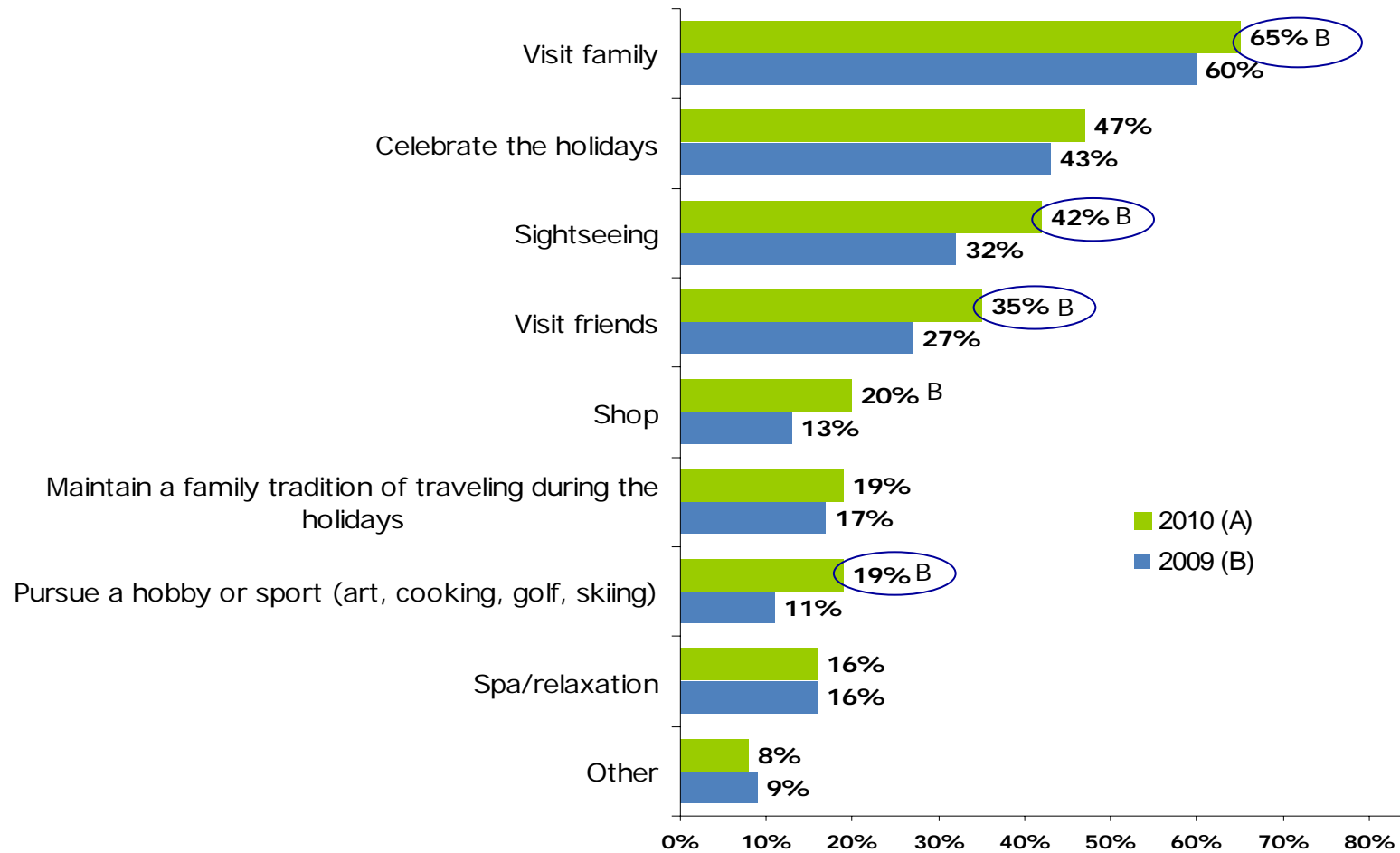


Base: 2010 Auto Club members who plan to take a leisure trip during holidays n=259  
 2009 Auto Club members who plan to take a leisure trip during holidays n=276

Uppercase letters indicate statistically significant difference from other lettered category

Q: "About how much do you expect to spend on all your leisure travel during the 2010 holiday season?"

# “What do you plan on doing while traveling during the 2010 holiday season?”

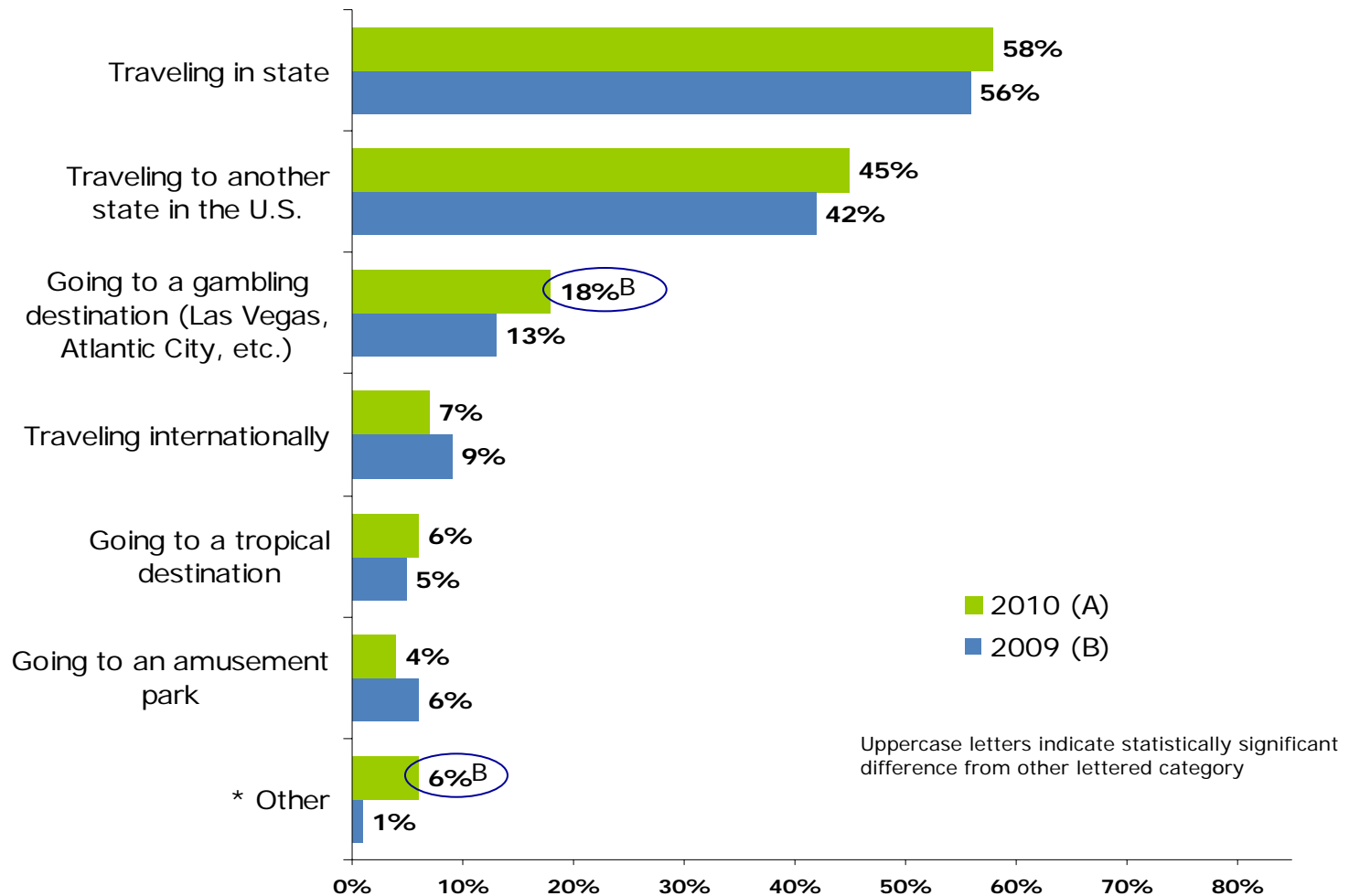


Base: 2010 Auto Club members who plan to take a leisure trip during holidays n=259  
 2009 Auto Club members who plan to take a leisure trip during holidays n=276

Uppercase letters indicate statistically significant difference from other lettered category

Q: “What do you plan on doing while traveling during the 2010 holiday season?”

# “Where are you planning to travel during the 2010 holiday season?”

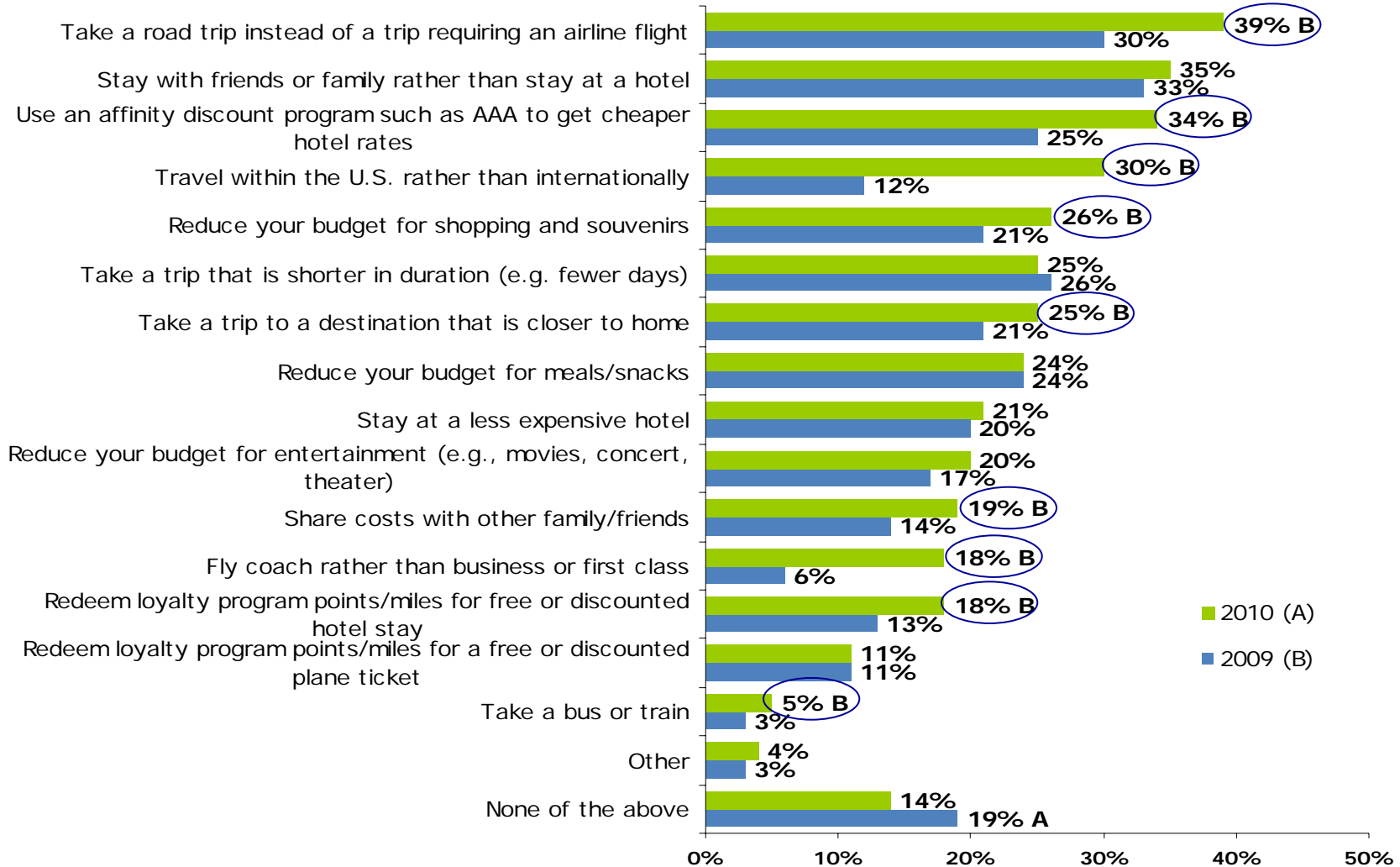


Base: 2010 Auto Club members who plan to take a leisure trip during holidays n=259  
 2009 Auto Club members who plan to take a leisure trip during holidays n=276

\* “Other” includes camping, sports events, hunting, cruises, and specific locations such as San Francisco, Branson, and Ft. Lauderdale

Q: “To where are you planning to travel during the 2010 holiday season?”

# “How are you planning to save money while you travel during the holiday season?”



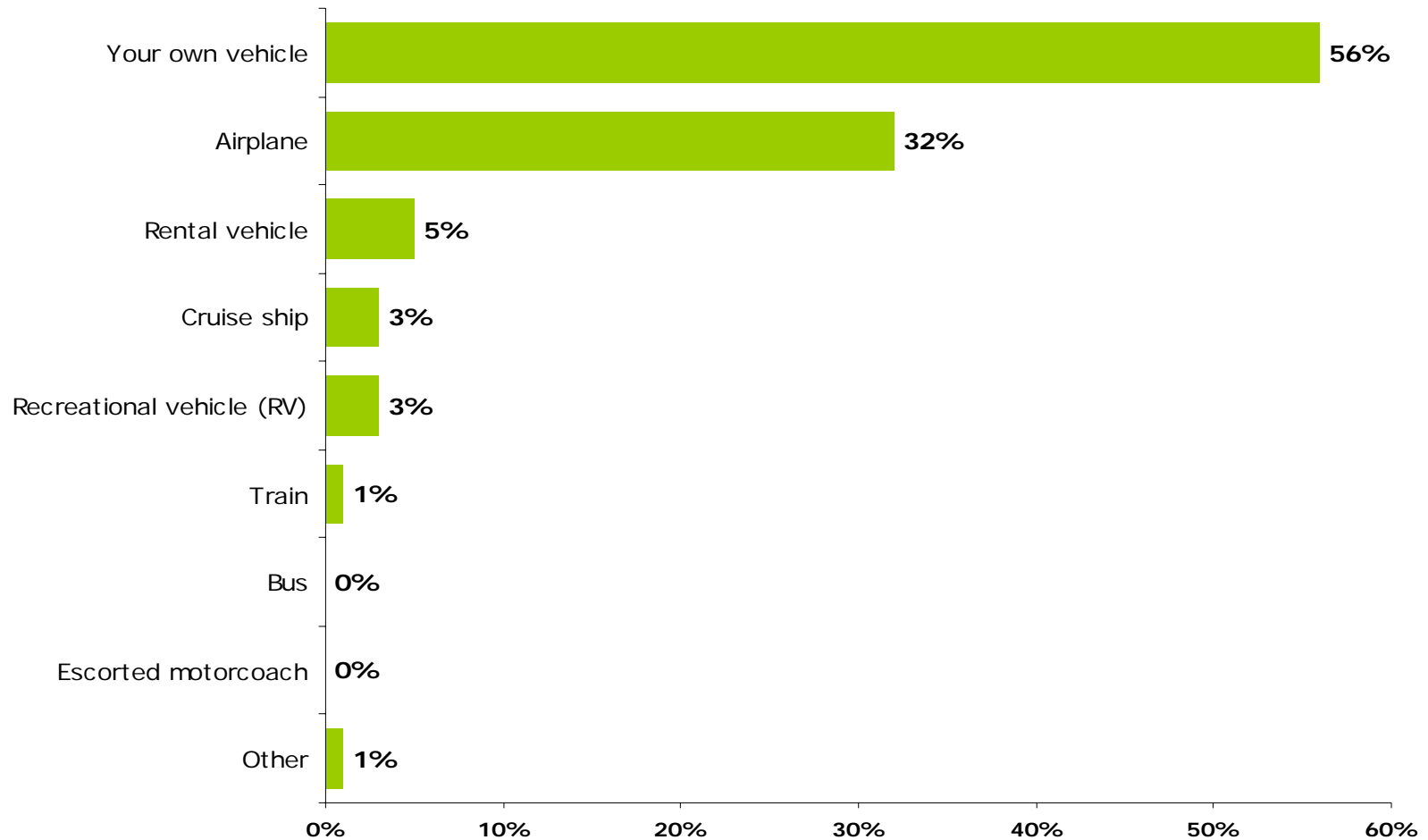
Base: 2010 Auto Club members who plan to take a leisure trip during holidays n=259  
 2009 Auto Club members who plan to take a leisure trip during holidays n=276

Uppercase letters indicate statistically significant difference from other lettered category

Q: “How are you planning to save money on your 2010 holiday travel, if at all?”

# “What will your primary form of transportation be to your destination?”

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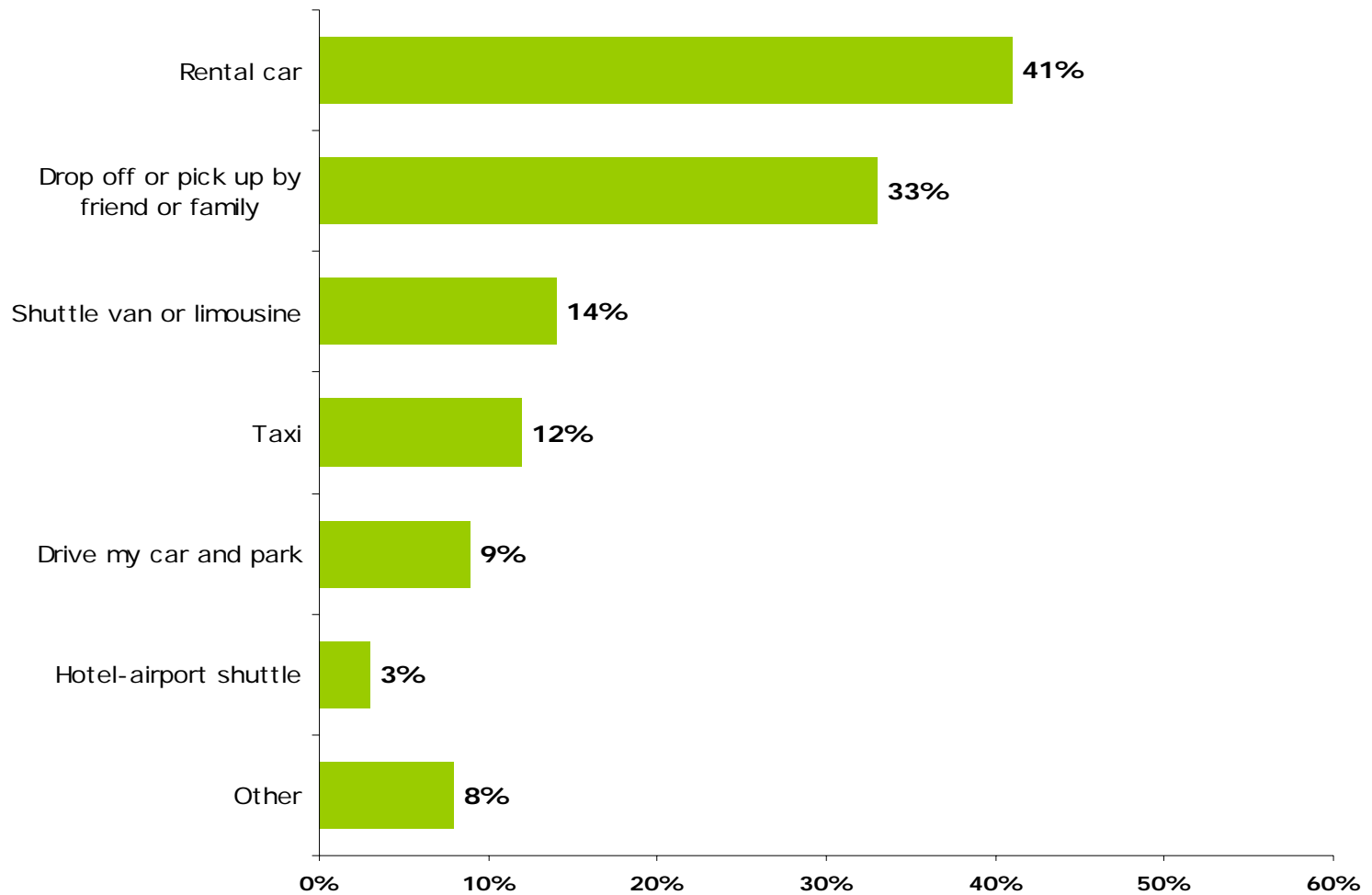


Base: Auto Club members who plan to take a leisure trip during holidays n=259

Q: “For [your longest trip], what will be the primary type of transportation to reach your destination?” (Not asked in 2009.)

# “What type of ground transportation are you likely to use to or from the airport?”

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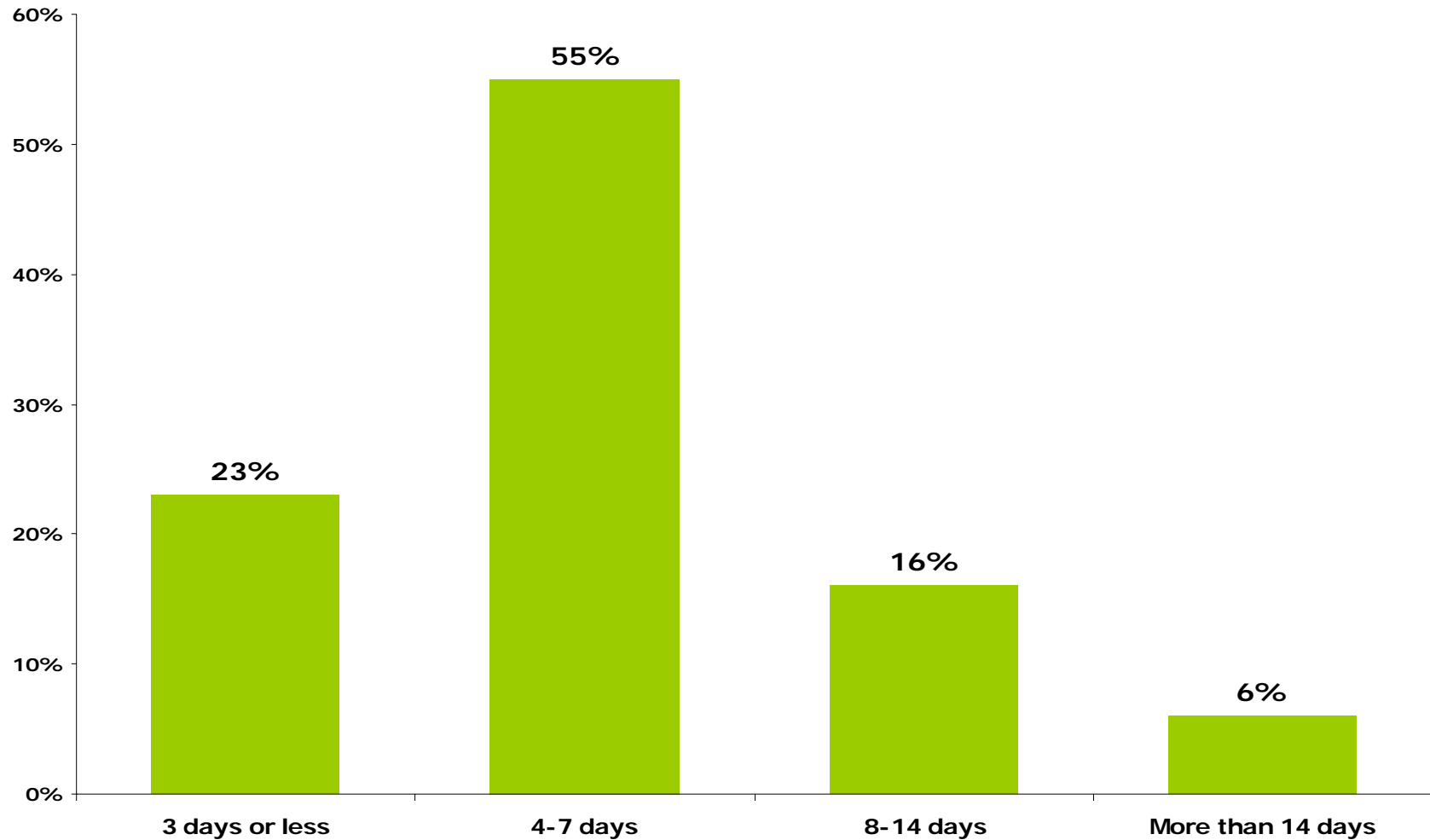


Base: Auto Club members who are traveling by plane during holidays n=82

Q: “What type of ground transportation are you likely to use to or from the airport?” (Not asked in 2009.)



## “How many days will your trip last?”

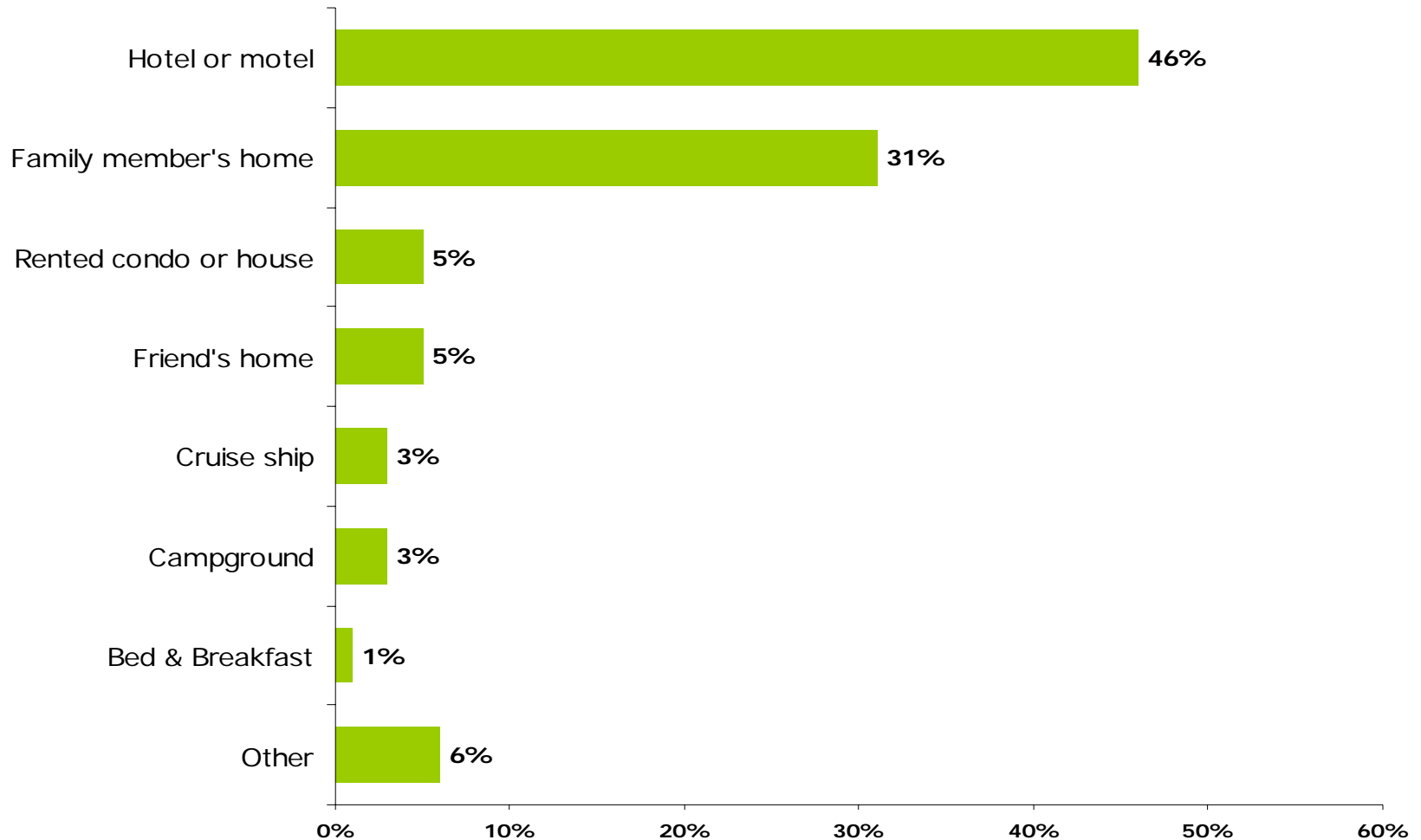


Base: Auto Club members who plan to take a leisure trip during holidays n=259

Q: “How many days will your [longest] trip last?” (Not asked in 2009.)

# “What will your primary accommodations be while on this trip?”

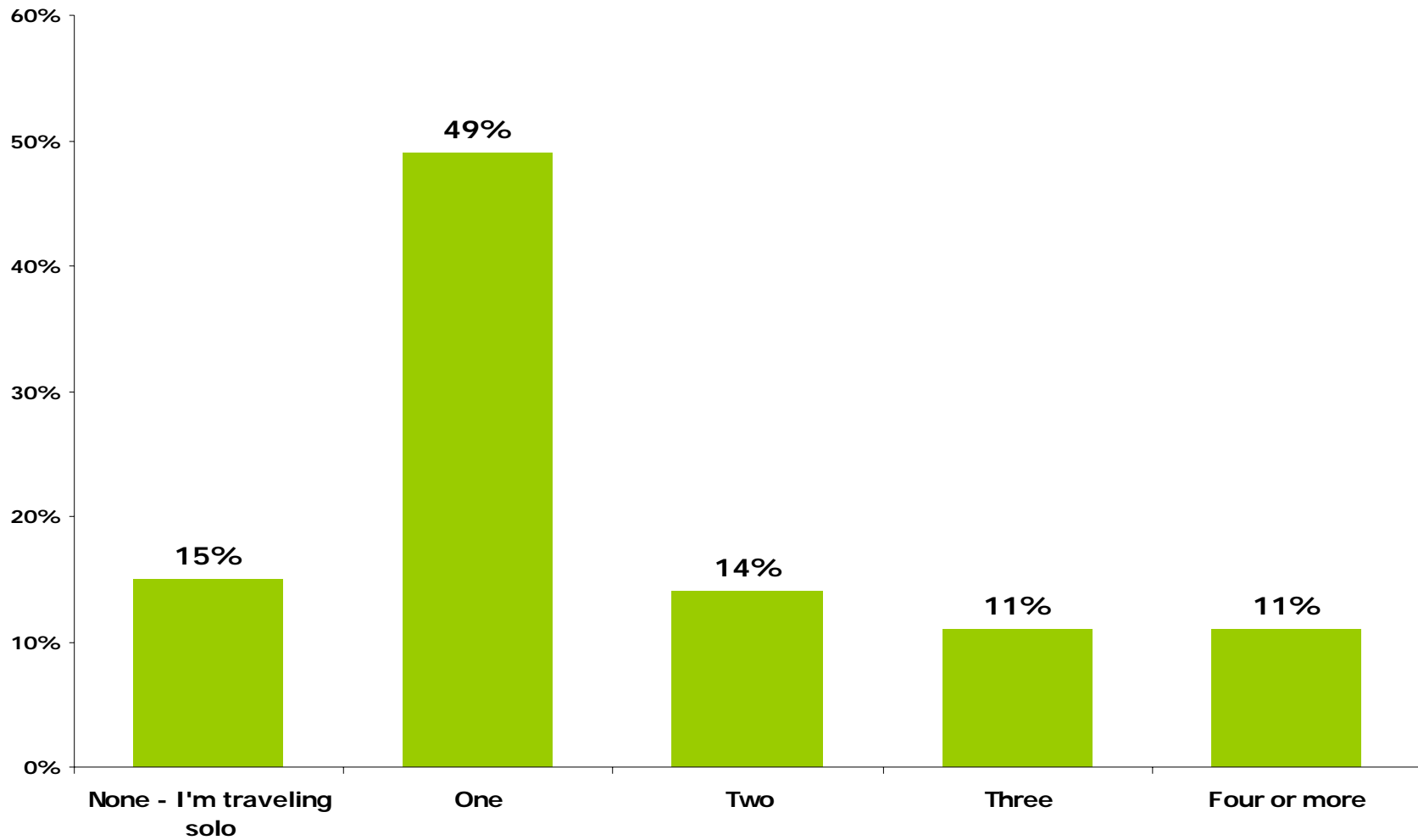
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Base: Auto Club members who plan to take a leisure trip during holidays n=259

Q: “What will be your primary accommodations while on this [longest] trip?” (Not asked in 2009.)

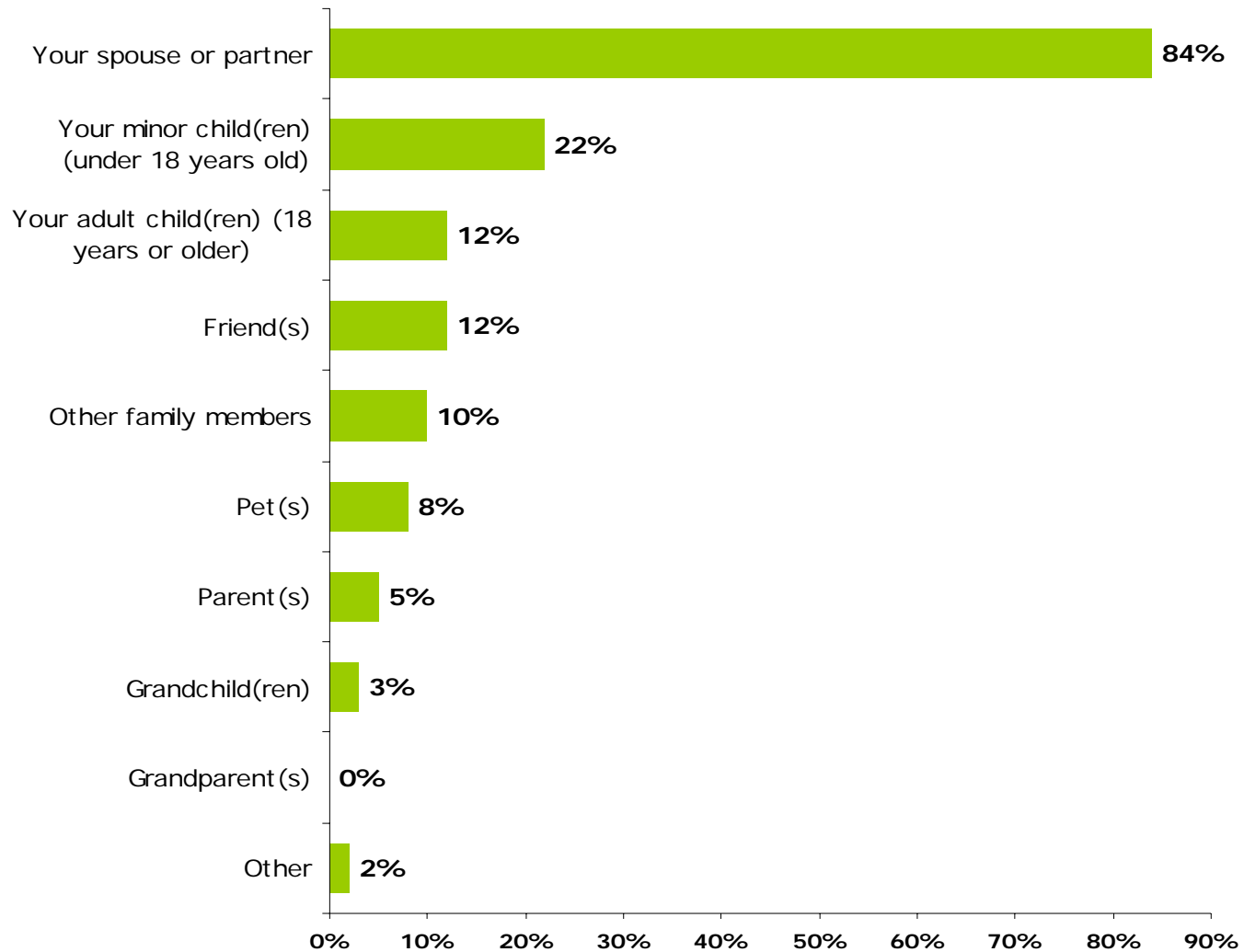
## “How many people will be traveling with you?”



Base: Auto Club members who plan to take a leisure trip during holidays n=259

Q: “How many people will be traveling with you?” (Not asked in 2009.)

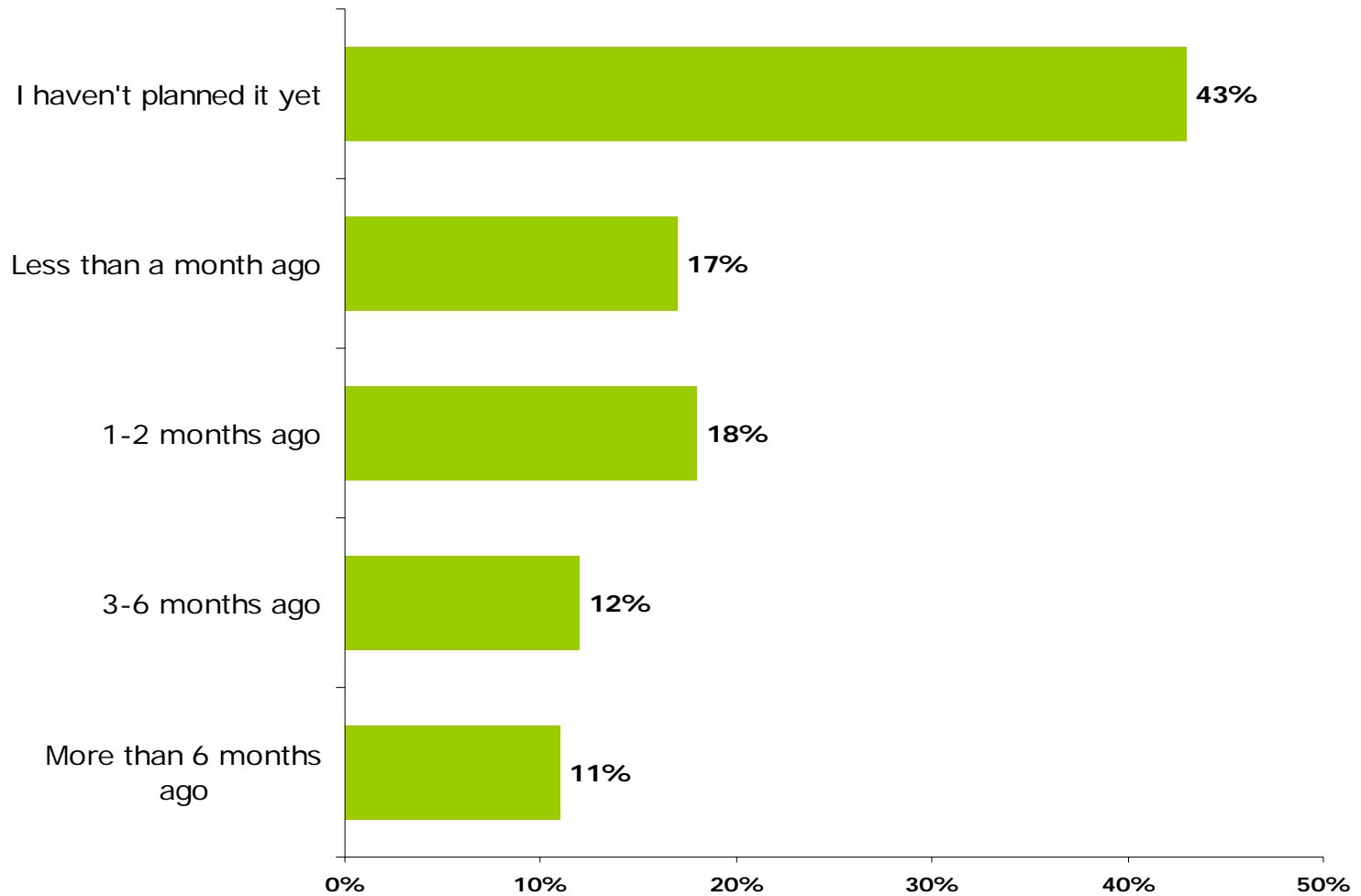
# “With whom will you be traveling?”



Base: Auto Club members who plan to take a leisure trip during holidays and are traveling with someone n=218

Q: "With whom will you be traveling?" (Not asked in 2009.)

# "How long ago did you plan this trip?"

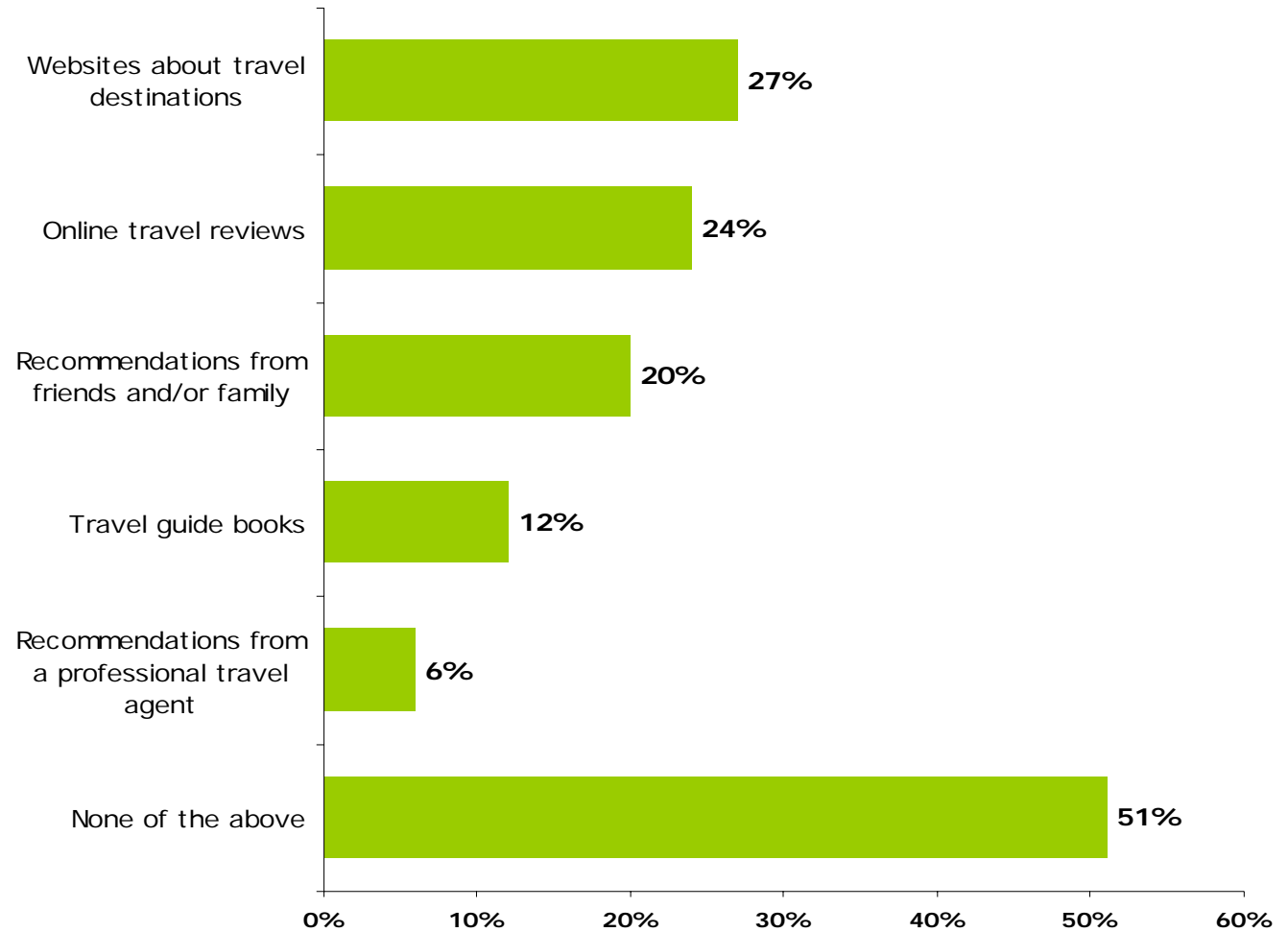


Base: Auto Club members who plan to take a leisure trip during holidays n=259

Q: "How long ago did you plan this [longest] trip?" (Not asked in 2009.)

# “Which of the following did you use to help plan your trip?”

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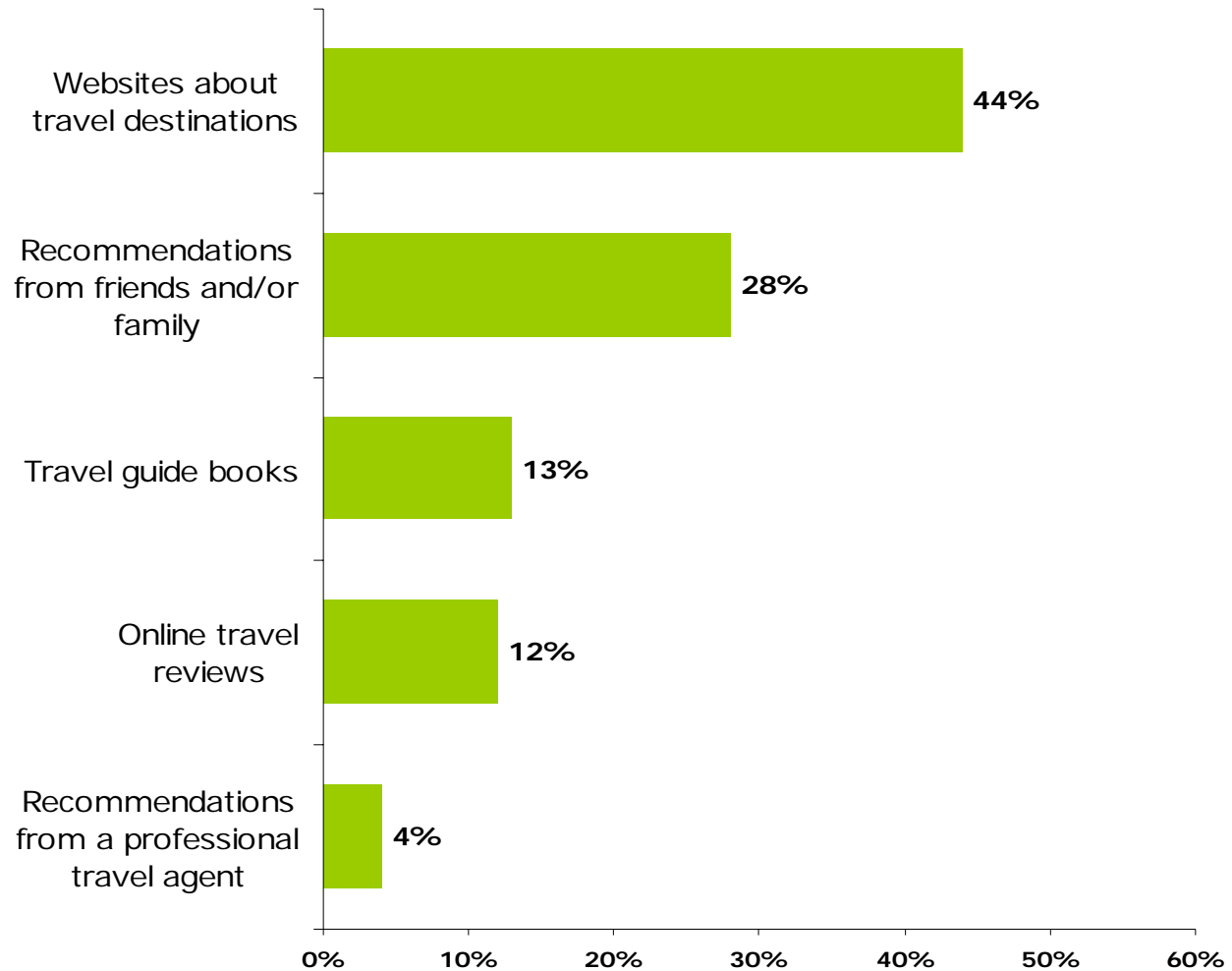


Base: Auto Club members who have already planned their leisure trip(s) for the holidays n=155

Q: “Which of the following did you use to help plan your [longest] trip?” (Not asked in 2009.)

# “Which of these was the most helpful in your planning?”

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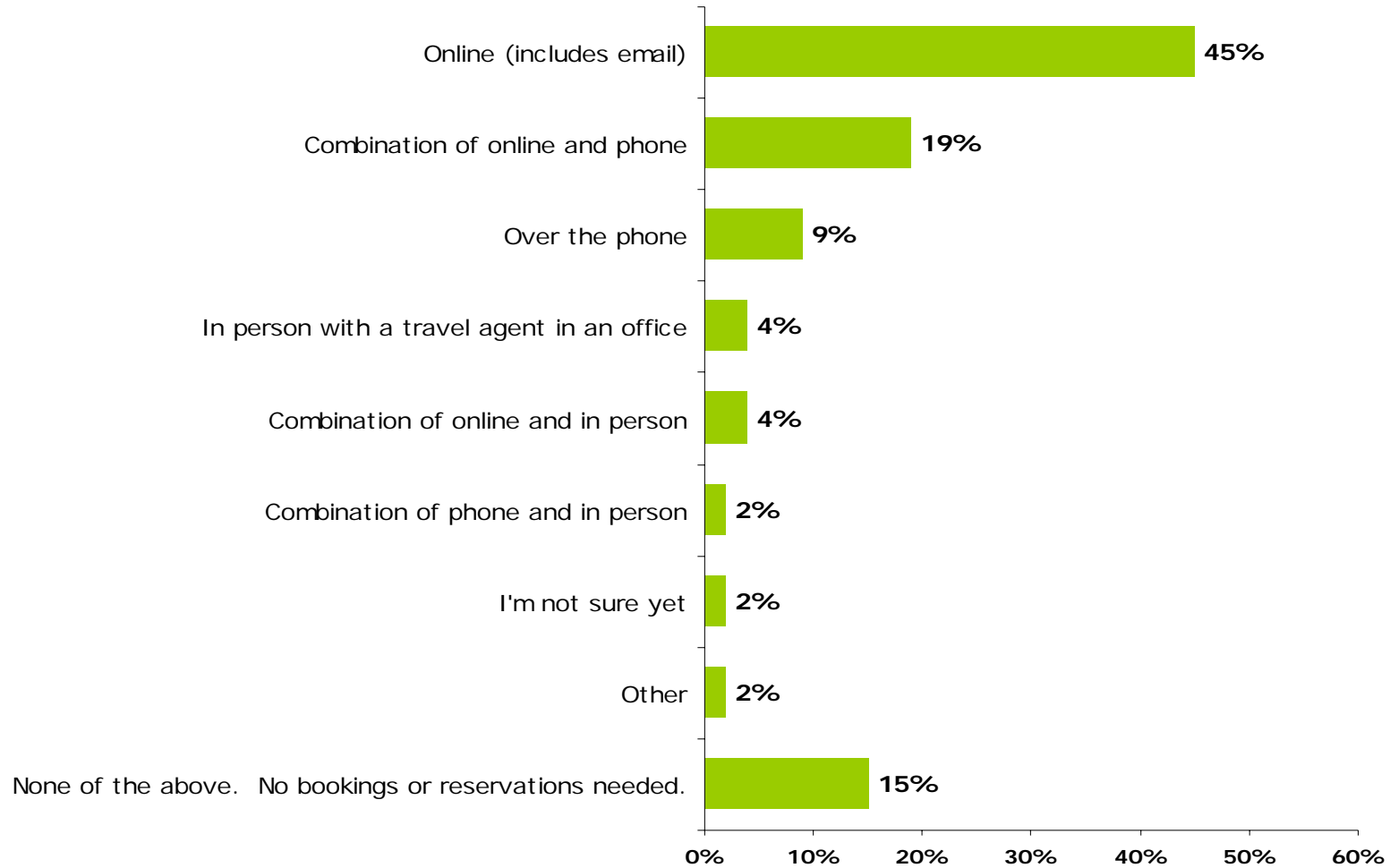


Base: Auto Club members who used more than one planning method to plan their leisure trip(s) for the holidays n=41

Q: “Which of these was the most helpful in your planning?” (Not asked in 2009.)

# “Which method did you use or will likely use to book or to make reservations for your longest trip?”

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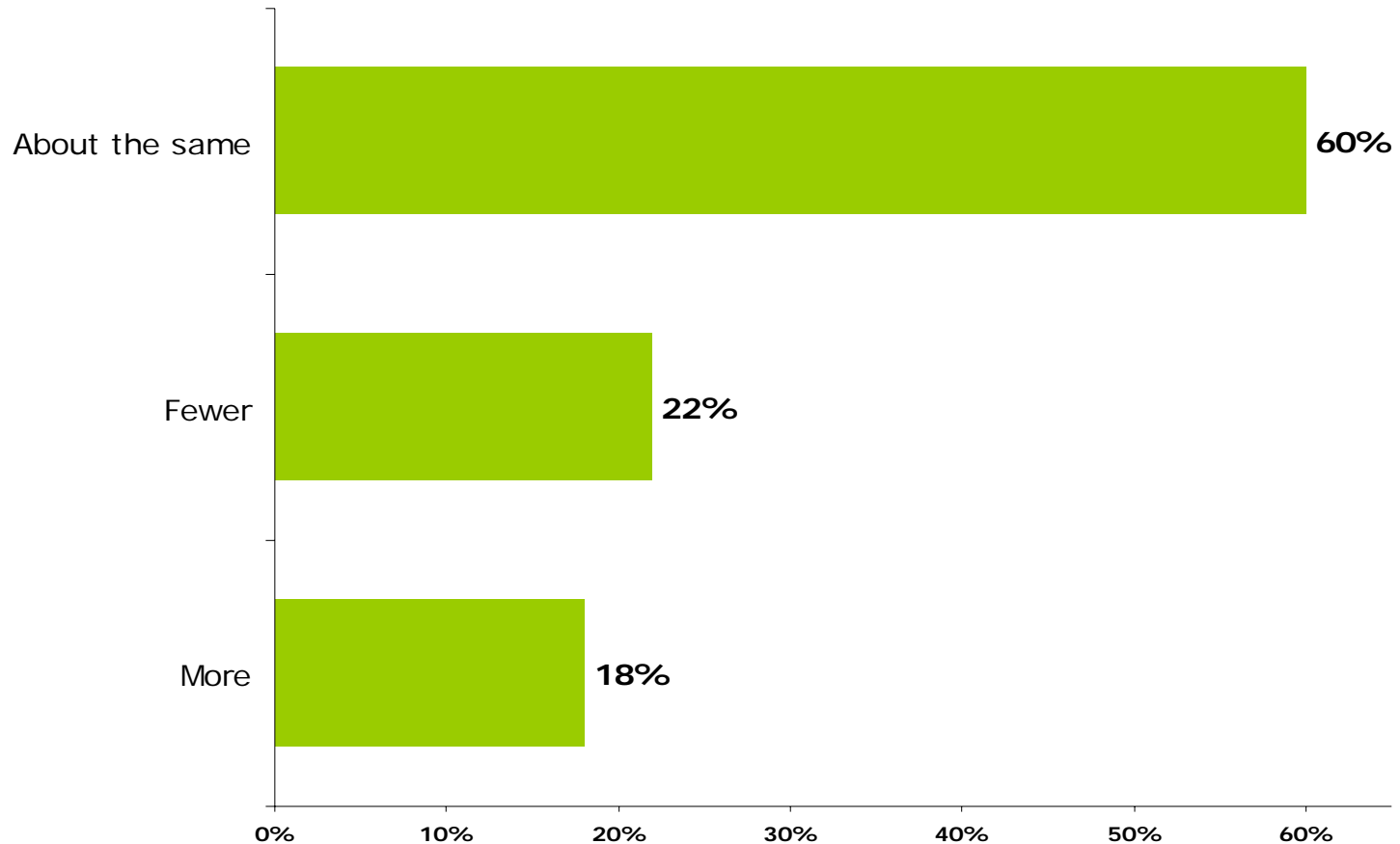
Base: Auto Club members who plan to take a leisure trip during holidays n=259

Q: “Which method did you use or will you likely use to book or make reservations for your longest trip in November or December?”  
(Not asked in 2009.)



# “Do you think that you will take more, fewer, or about the same number of leisure trips in 2011 compared to 2010?”

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Base: Auto Club members n=539

Q: “Do you think that you will take more, fewer, or about the same number of leisure trips in 2011 compared to 2010?” (Not asked in 2009.)