

AAA Member Poll

regarding 2010 Holiday Shopping & Travel

Auto Club of Southern California

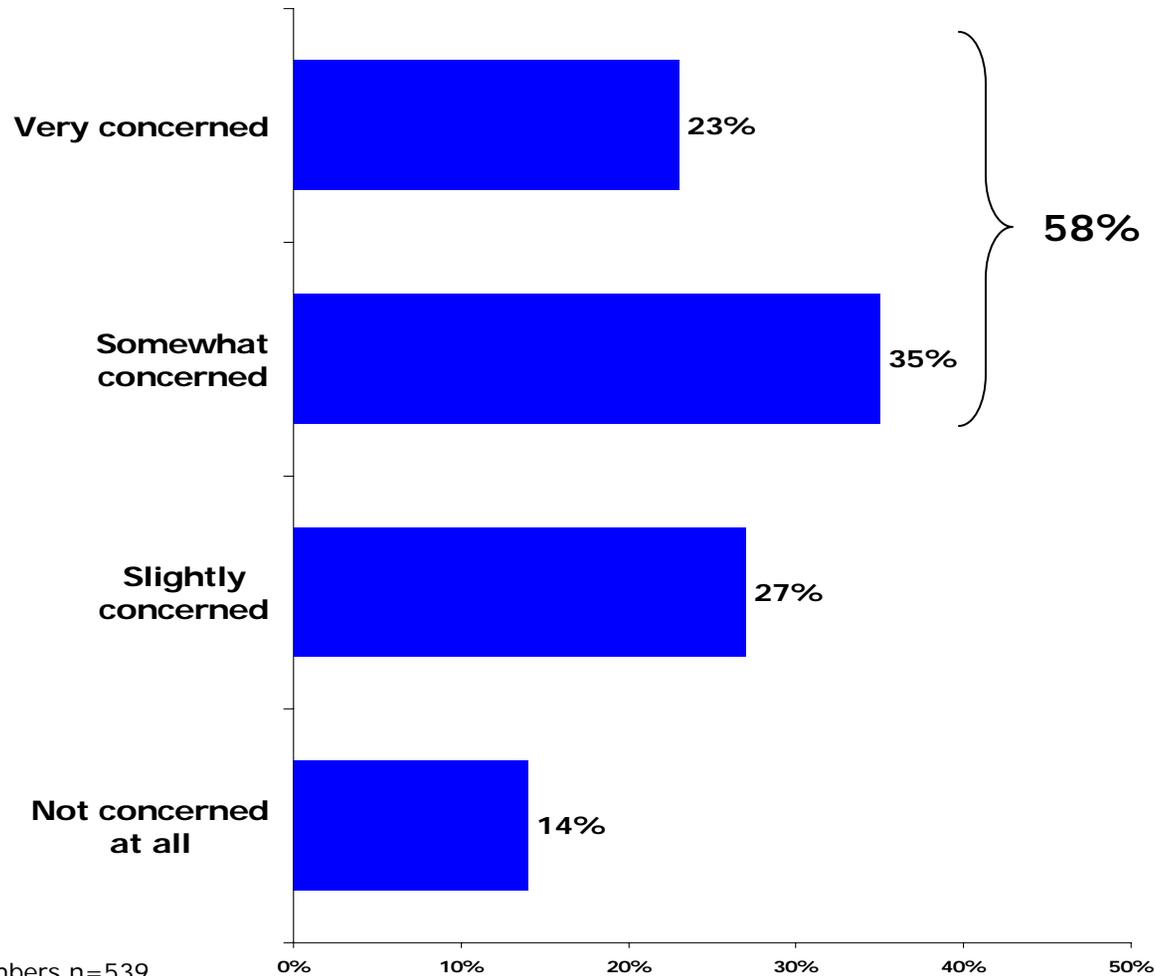
October 2010

Methodology

- An online survey was fielded to members of all ACE clubs who participate in our online research panel “AAA Insiders”
- The survey was conducted from October 4 to October 19, 2010
- 2,018 members completed the survey
 - 539 Auto Club of So. California
 - 241 AAA Texas
 - 308 AAA Missouri
 - 245 AAA Alabama
 - 250 AAA Hawaii
 - 216 AAA New Mexico
 - 219 AAA Northern New England
- Responses are weighted to represent the ages of members in each of the clubs
- Results for each club are reported separately. This report covers the Auto Club of Southern California

“How concerned are you about having your identity stolen during the holidays?”

- Nearly 6 in 10 Auto Club members indicated that they are “Very” or “Somewhat” concerned about having their identity stolen during holiday shopping at merchant locations

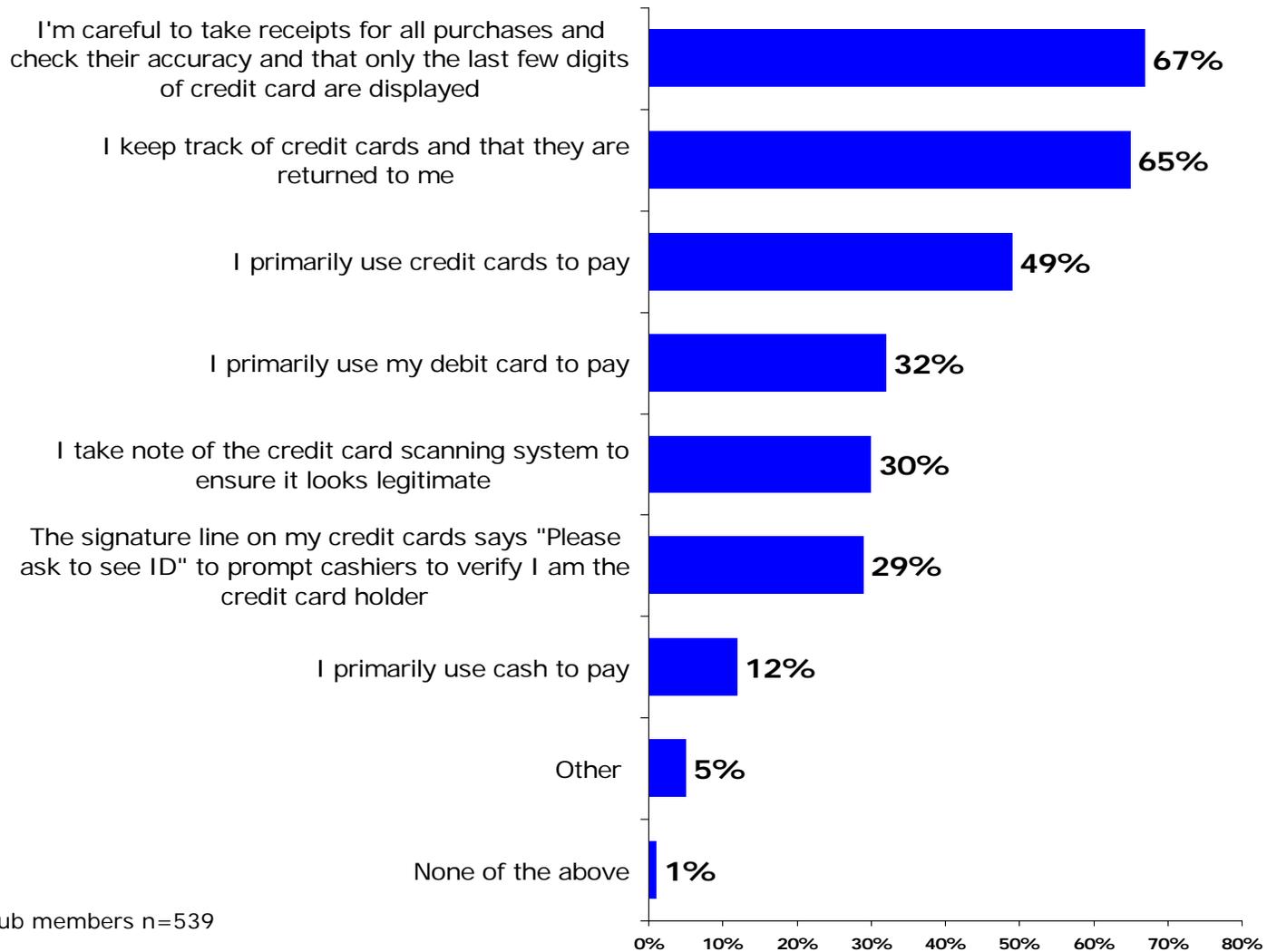


Base: Auto Club members n=539

Q10: “The holiday shopping season may mean you increase your credit/debit transactions at retailers such as malls, restaurants, grocery stores, and gas stations. How concerned are you about having your identity stolen during the holidays?”

“How do you protect your credit or prevent identity theft?”

- Only 12% of members indicated that they will primarily use cash at merchant locations

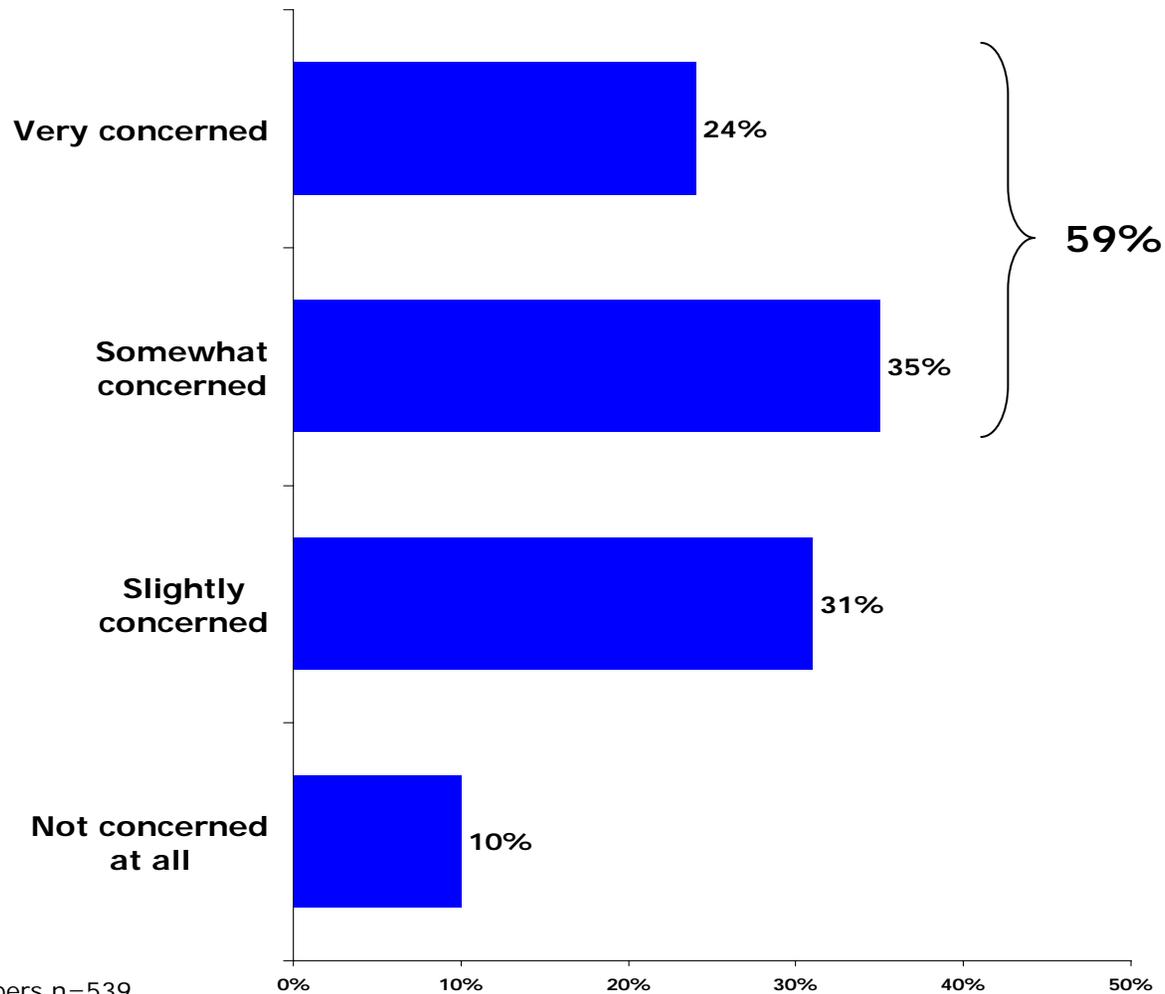


Base: Auto Club members n=539

Q11: “When shopping at merchant locations, which of the following actions do you take to protect your credit or to prevent identity theft?”

“Shopping online, how concerned are you about having your identity stolen?”

- The proportion of members who are ‘Very’ or ‘Somewhat’ concerned about online identity theft is nearly identical to those regarding identity theft at merchant locations

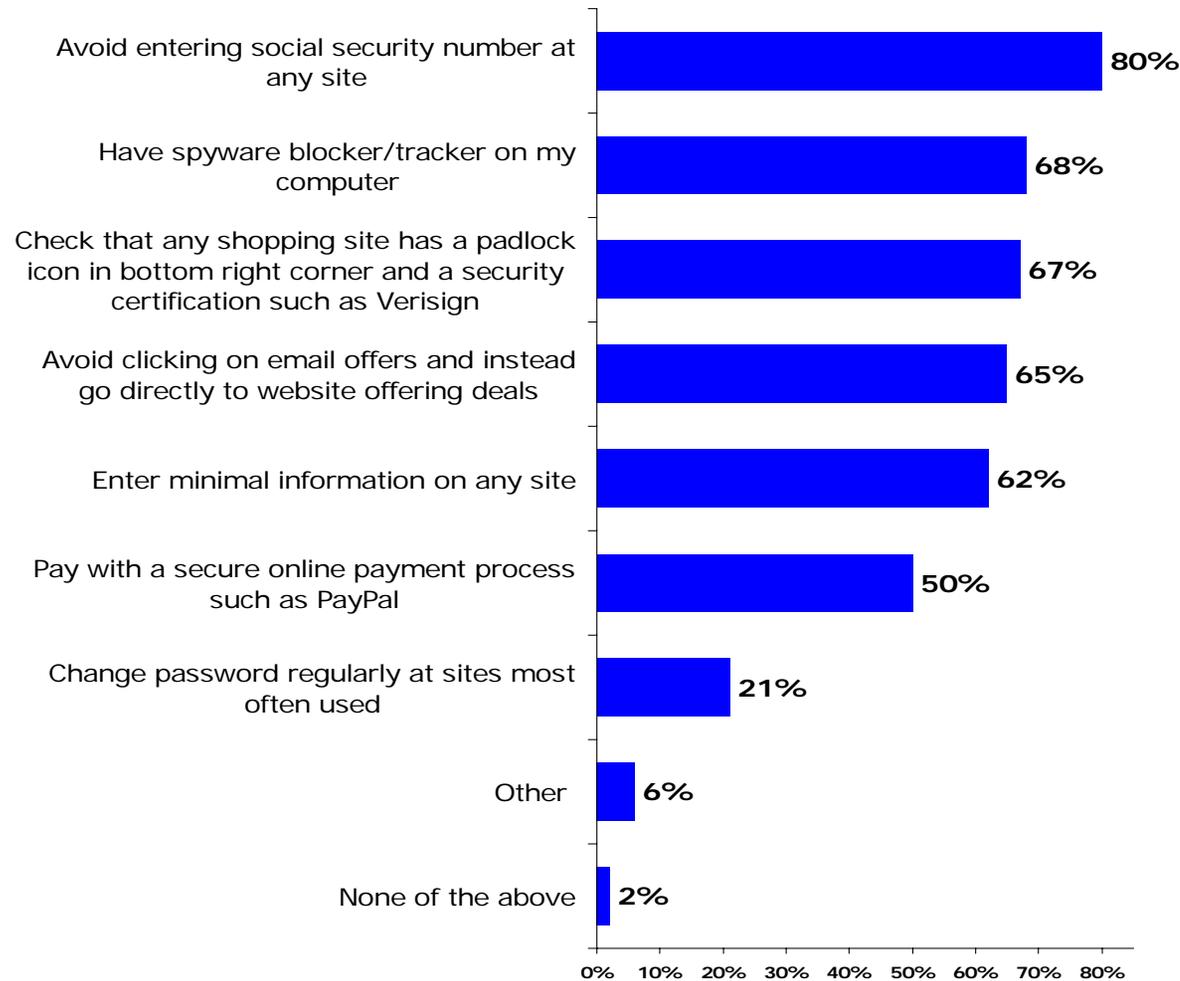


Base: Auto Club members n=539

Q12: “When you are shopping online, how concerned are you about having your identity stolen?”

“When shopping online, which actions to you take to protect your credit or prevent identity theft?”

- 21% of respondents change their passwords regularly, but 50%-80% take other precautions such as limiting information given online or utilizing security software

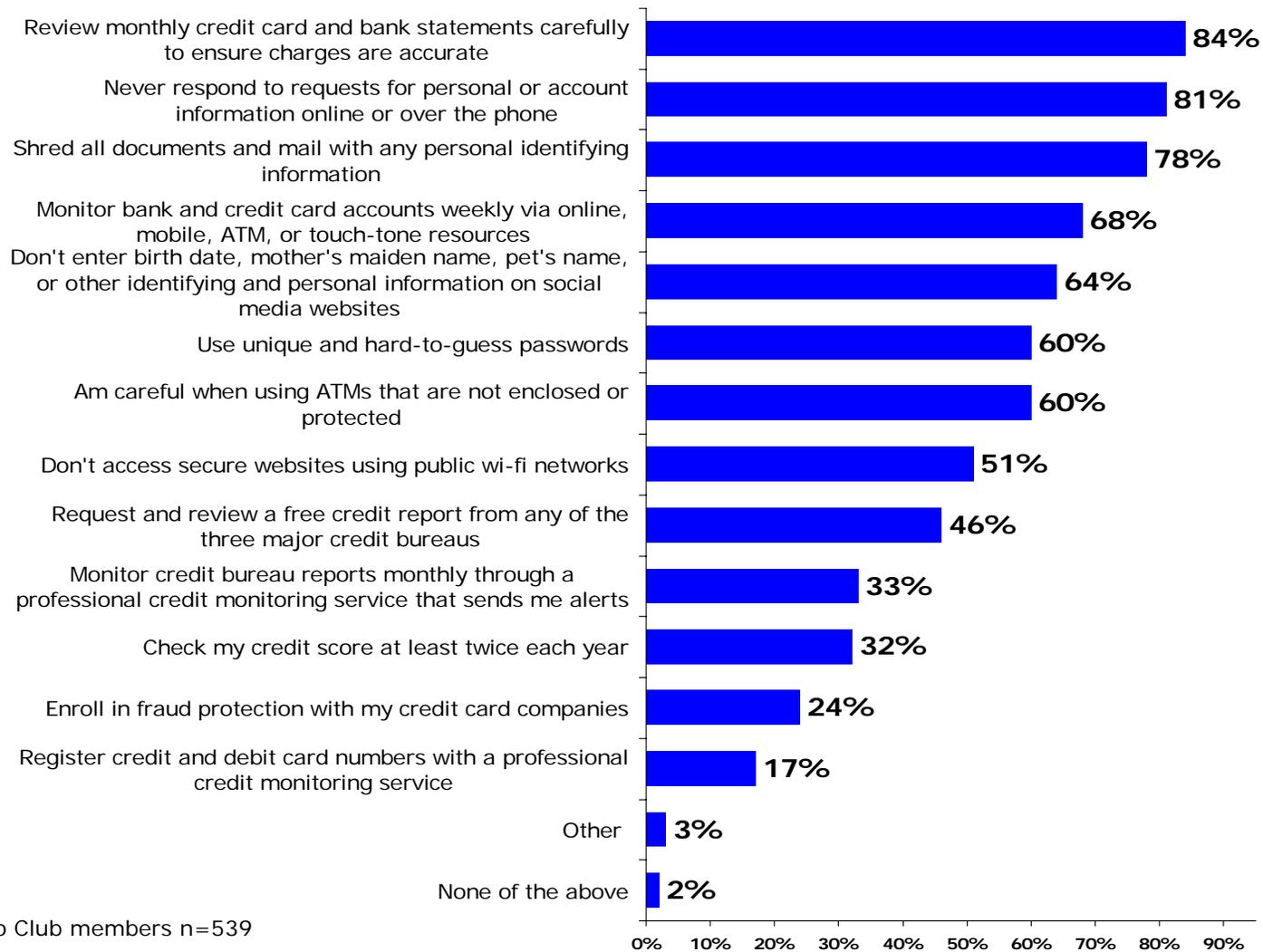


Base: Auto Club members n=539

Q13: “When shopping online, which of the following actions do you take to protect your credit or to prevent identity theft?”

“In general, which of the following actions do you take to protect your credit or to prevent identity theft?”

- Many more members monitor bank and credit card statements to guard against identity theft or credit fraud than those who monitor or utilize credit bureau reports



Base: Auto Club members n=539

Q14: “In general, which of the following actions do you take to protect your credit or to prevent identity theft?”