

Summer Travel Poll

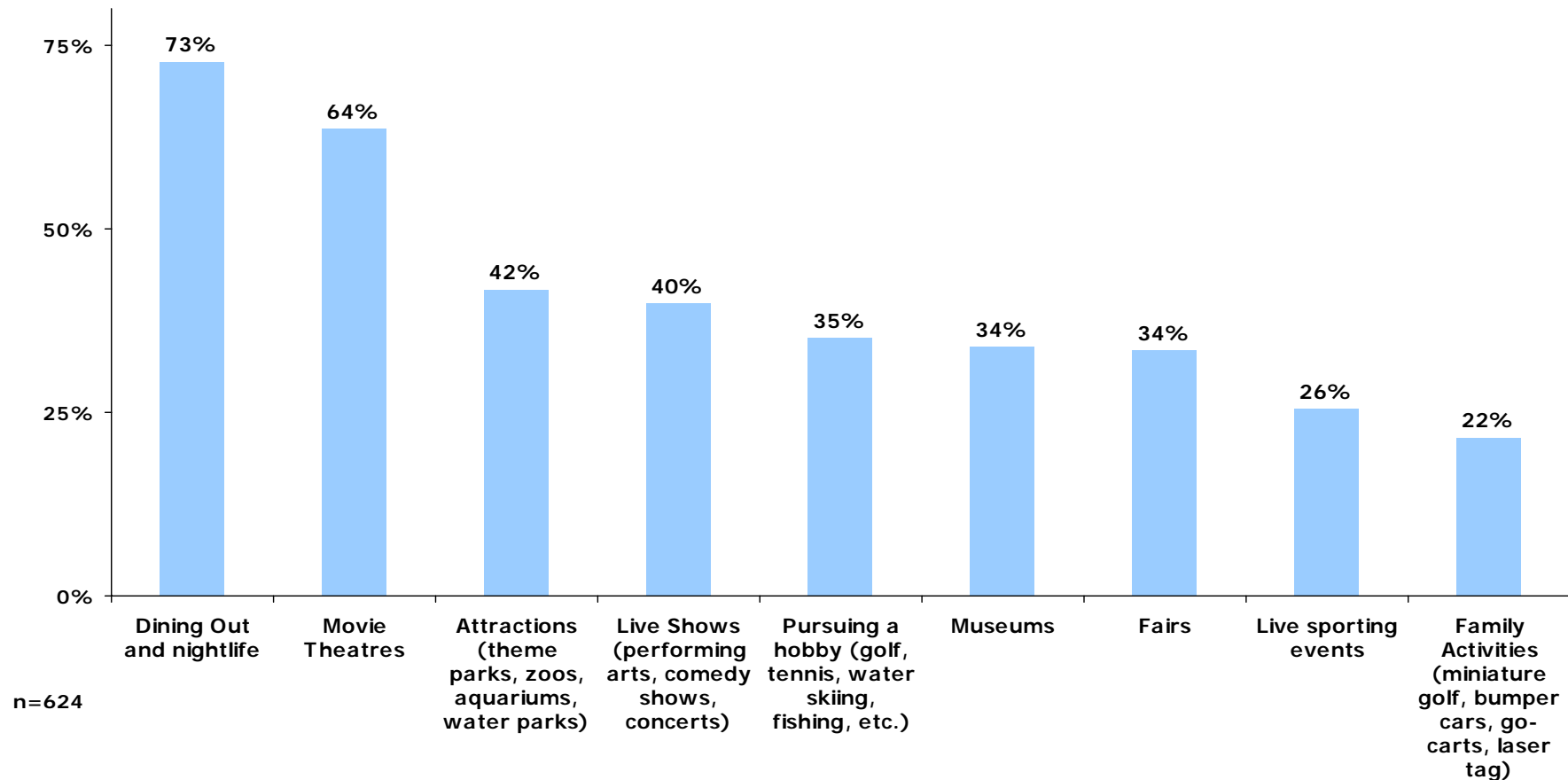
Southern California Report - May 2010

Methodology

- An online survey was fielded to the AAA Insiders online member panel in all ACE territories.
 - A total of 2,351 members completed the survey.
 - 624 Auto Club of Southern California members
 - The survey fielded from April 27 to May 3, 2010. These surveys averaged 5 minutes in length.
- All statistical testing performed at 95% confidence level. The 2010 results for Southern California have a margin of error of +/- 3.6 percentage points.

“Please indicate in which entertainment categories you will be spending money this summer.”

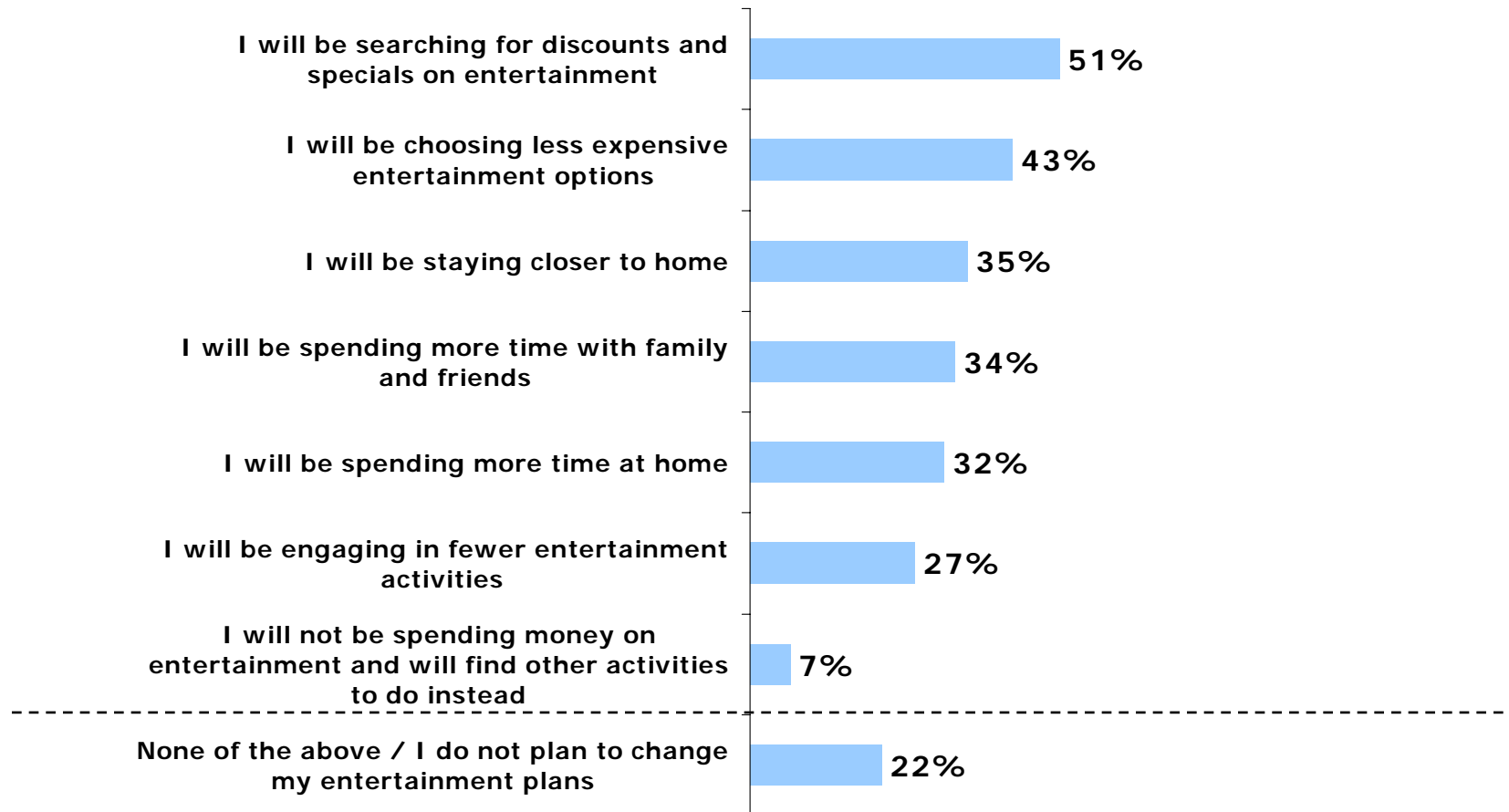
Southern California



Base: all members.

“How are you planning to change your entertainment plans this summer, if at all?”

Southern California

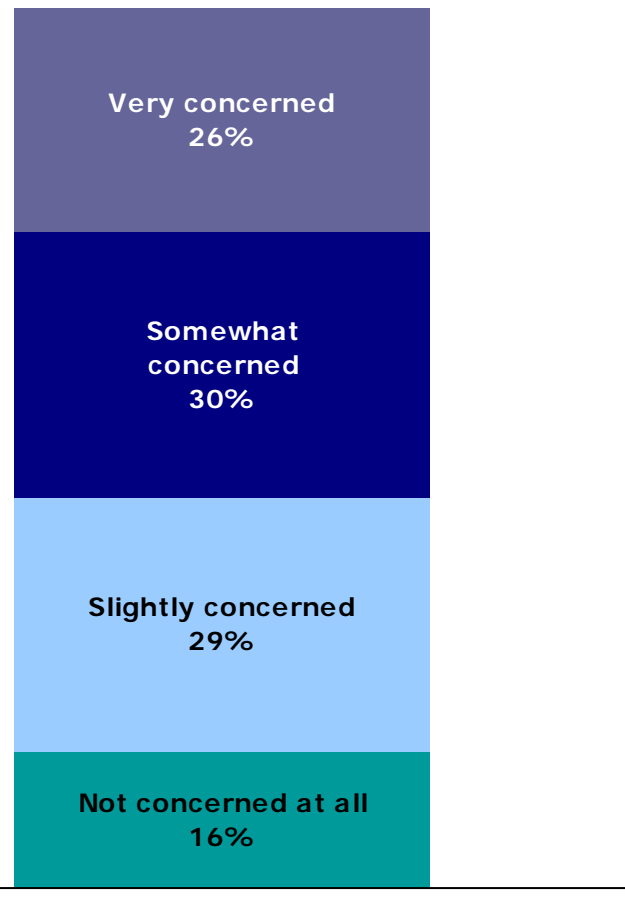


n=624

Base: all members.

“When you are visiting an attraction, restaurant or retailer, how concerned are you about having your identity stolen?”

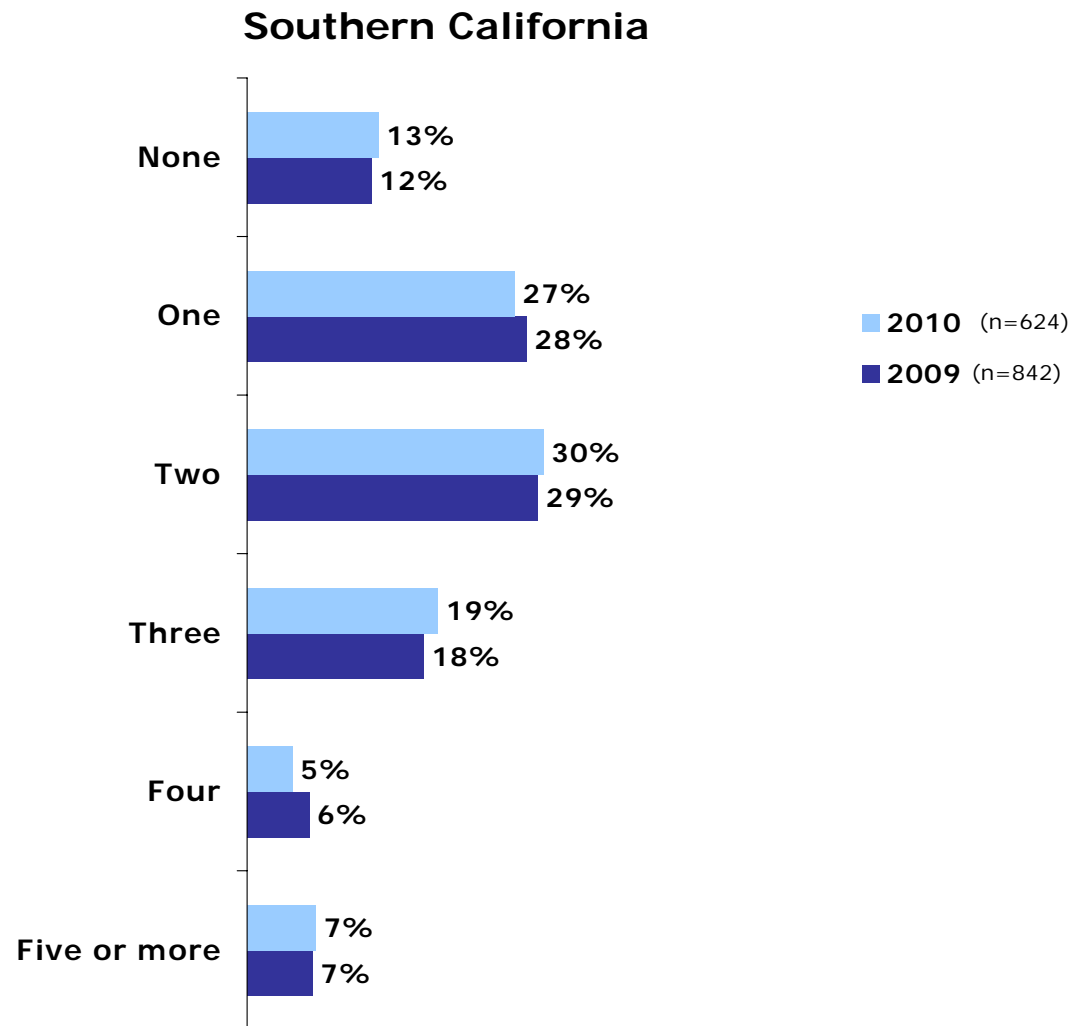
Southern California



n=624

Base: all members.

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

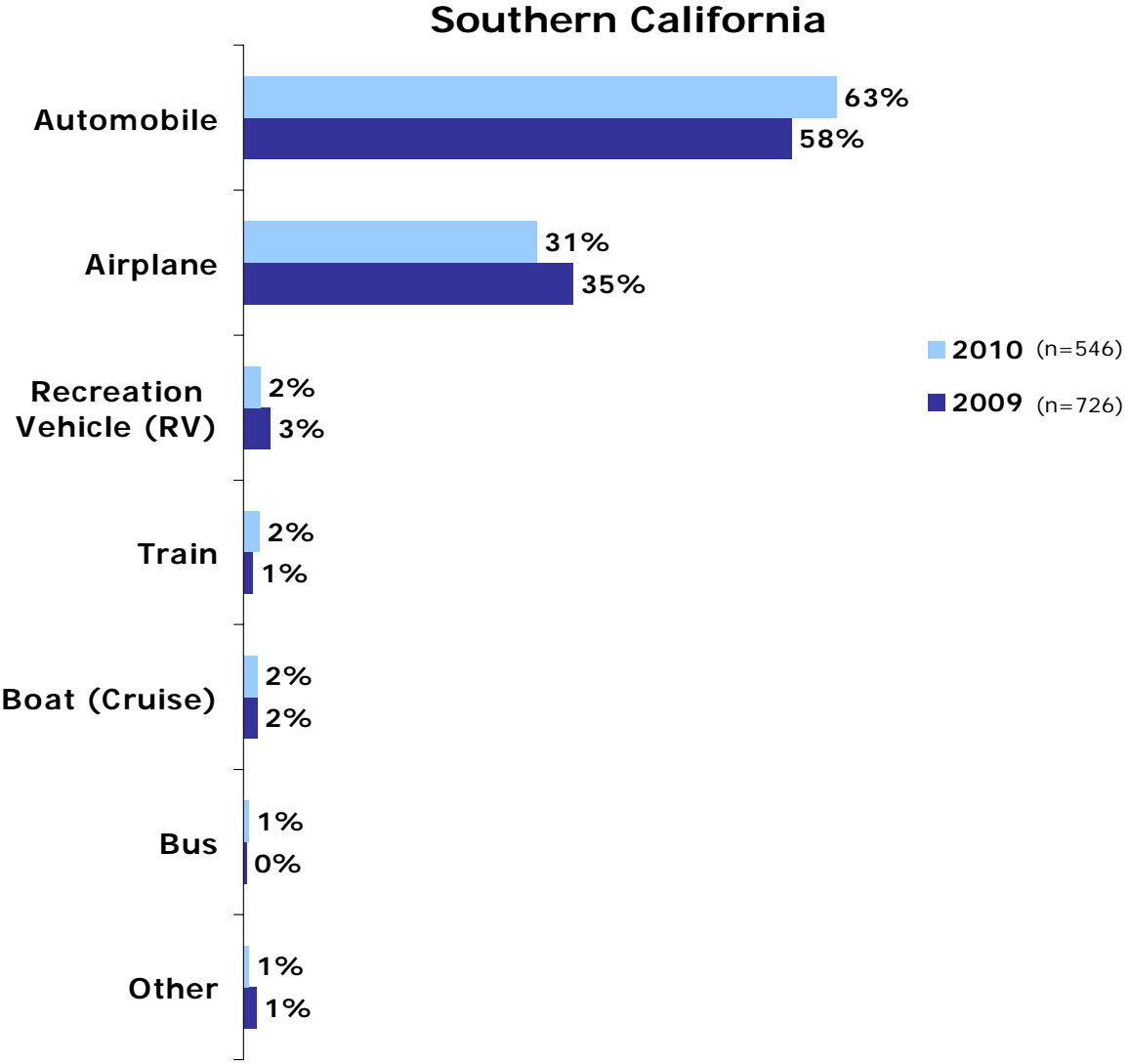


Base: all members. * Includes only non-business trips of more than 50 miles one way from home and requiring an overnight stay.

▲ and ▼ indicate significant increase/decrease from 2009.

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.”

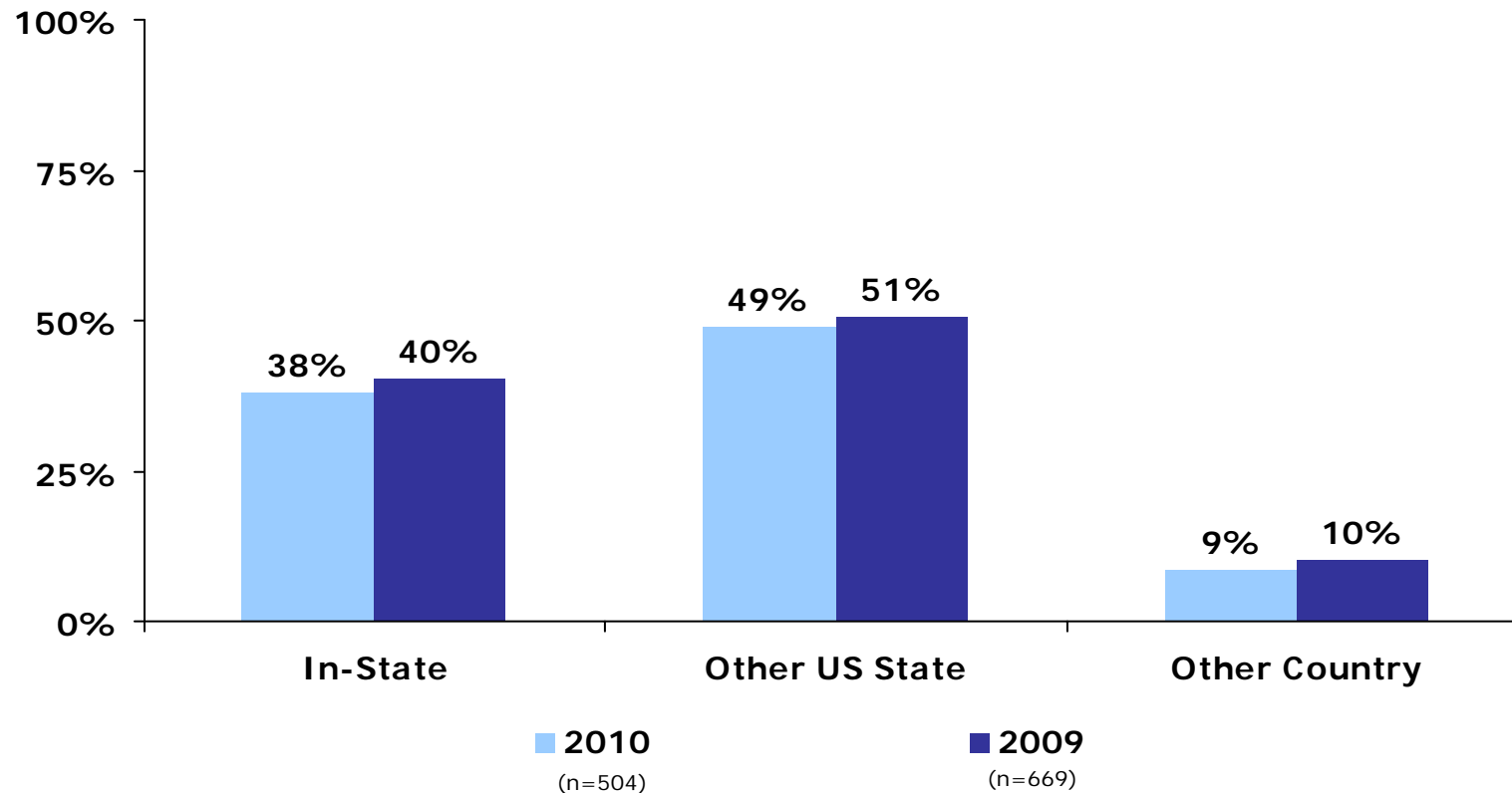
“What type of transportation will be primarily used to reach your destination?”



Base: members taking at least one trip this summer.
▲ and ▼ indicate significant increase/decrease from 2009.

“What is your destination for this trip?”

Southern California



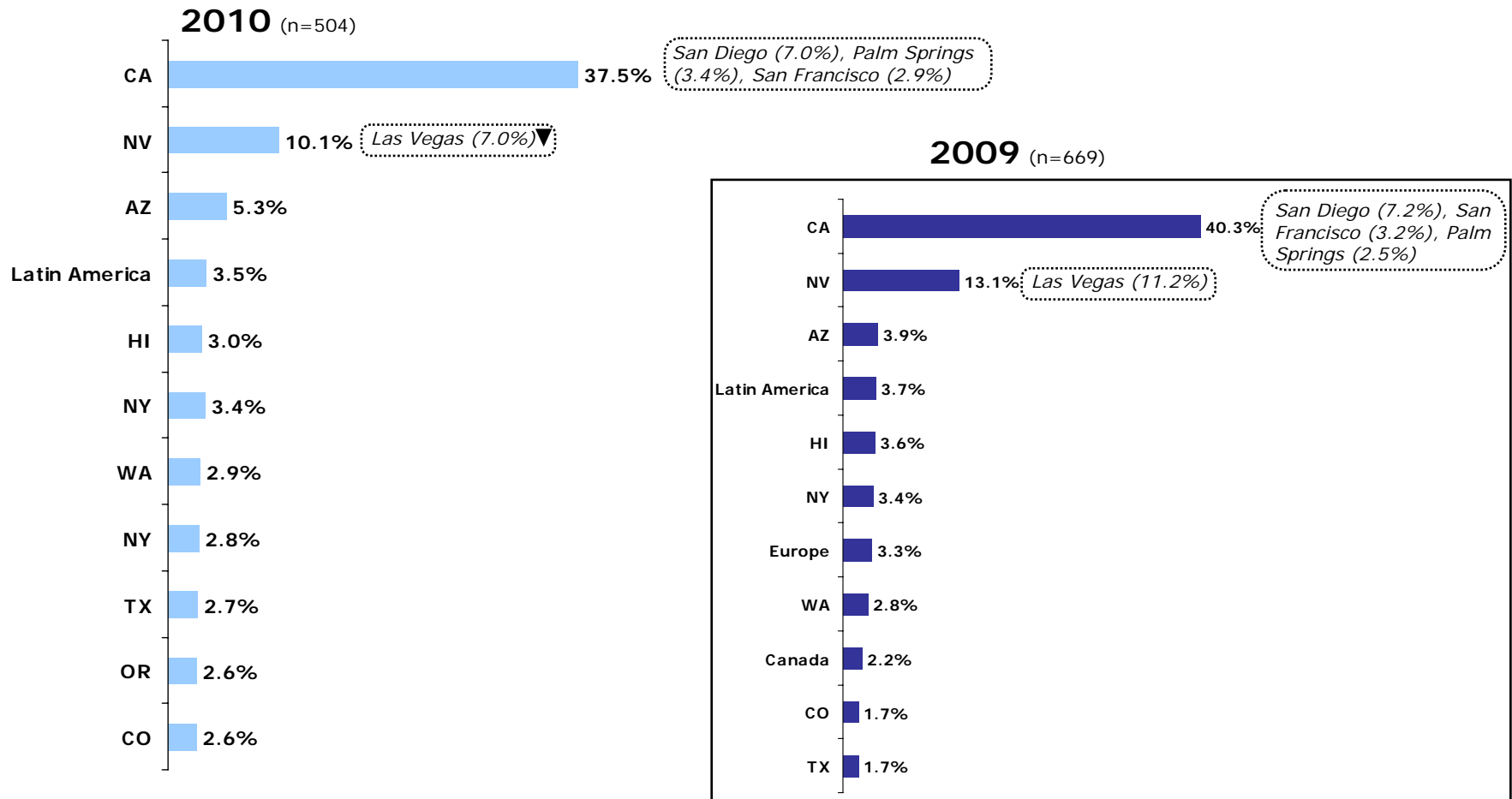
Number shown is the % of responses coded into each category

Base: members taking at least one trip this summer.

▲ and ▼ indicate significant increase/decrease from 2009.

“What is your destination for this trip?”

Southern California

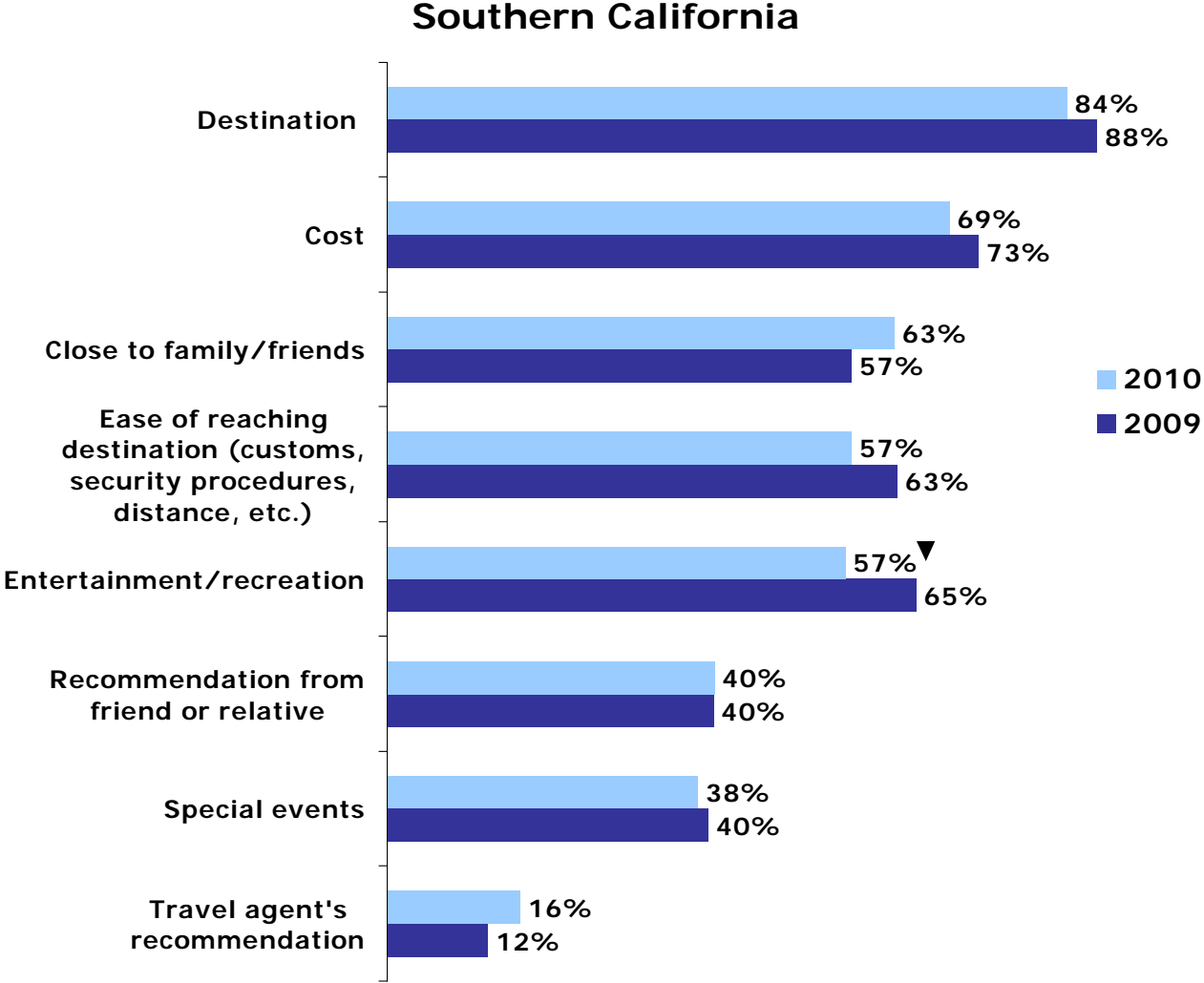


Number shown is the % of responses coded into each category

Base: members taking at least one trip this summer.

▲ and ▼ indicate significant increase/decrease from 2009.

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



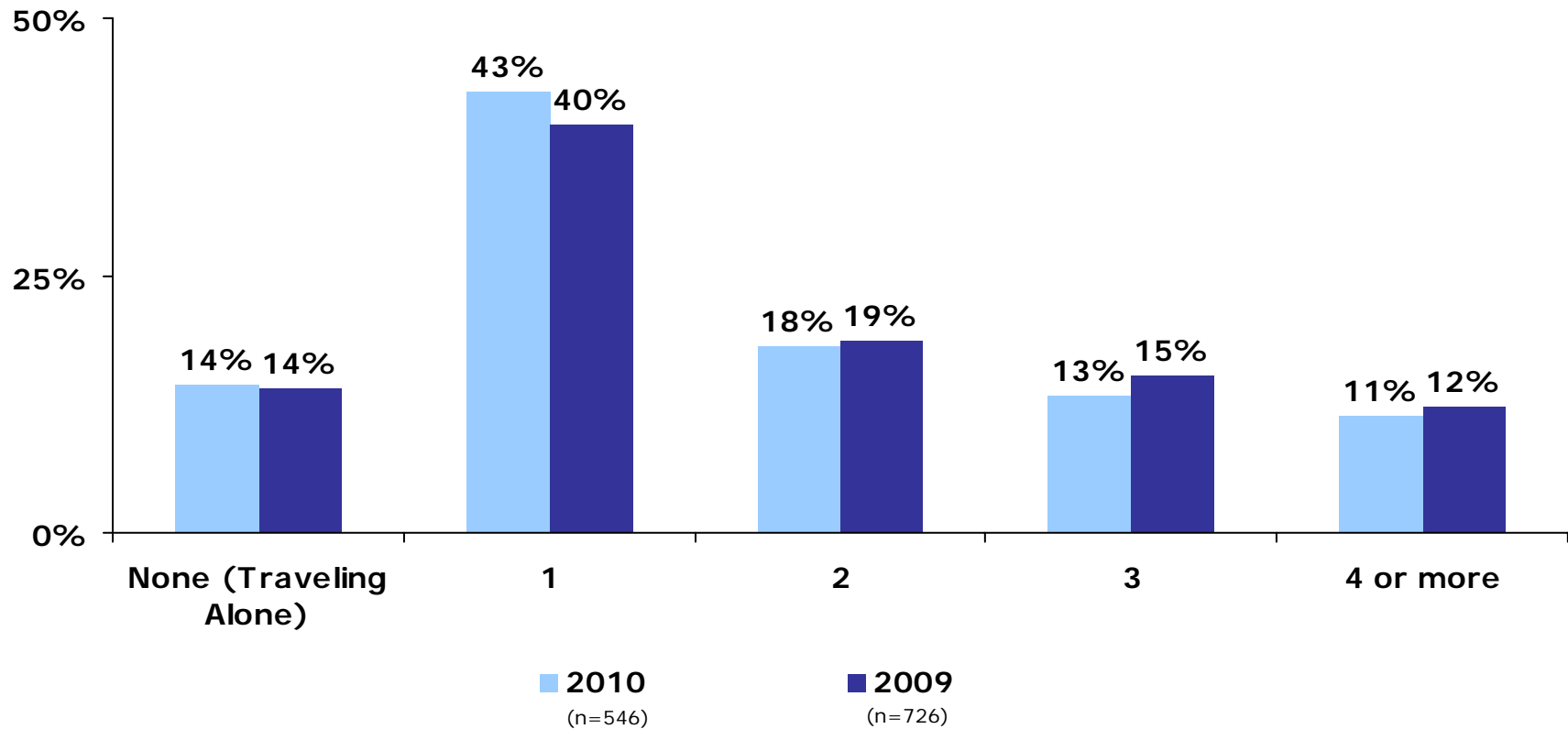
Percentages shown are Top 2 Box (net of 4s and 5s) on a 5-pt scale.

Base: members taking at least one trip this summer.

▲ and ▼ indicate significant increase/decrease from 2009.

“How many people will be traveling with you?”

Southern California

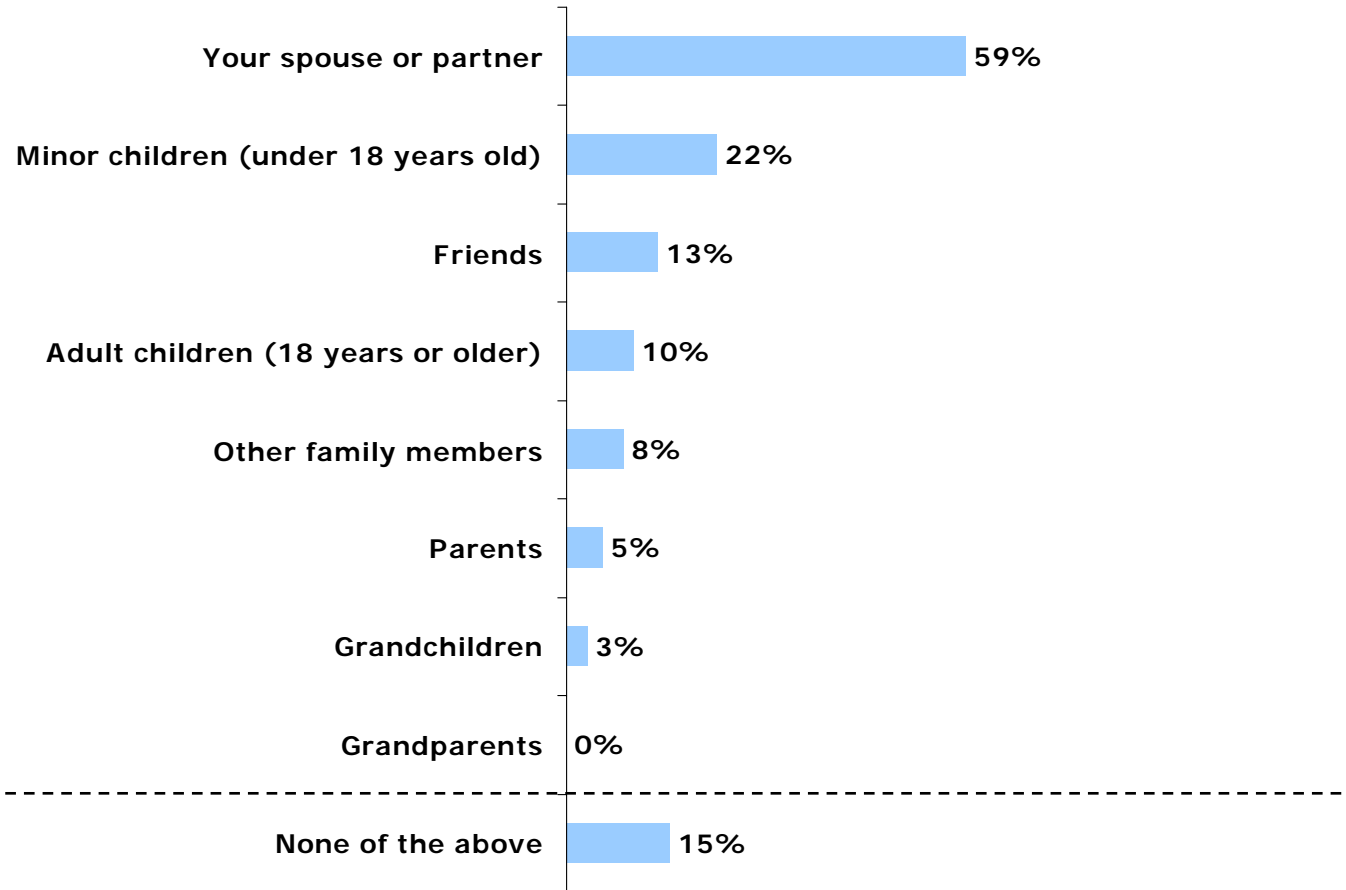


Base: members taking at least one trip this summer.

▲ and ▼ indicate significant increase/decrease from 2009.

“With whom will you be traveling?”

Southern California

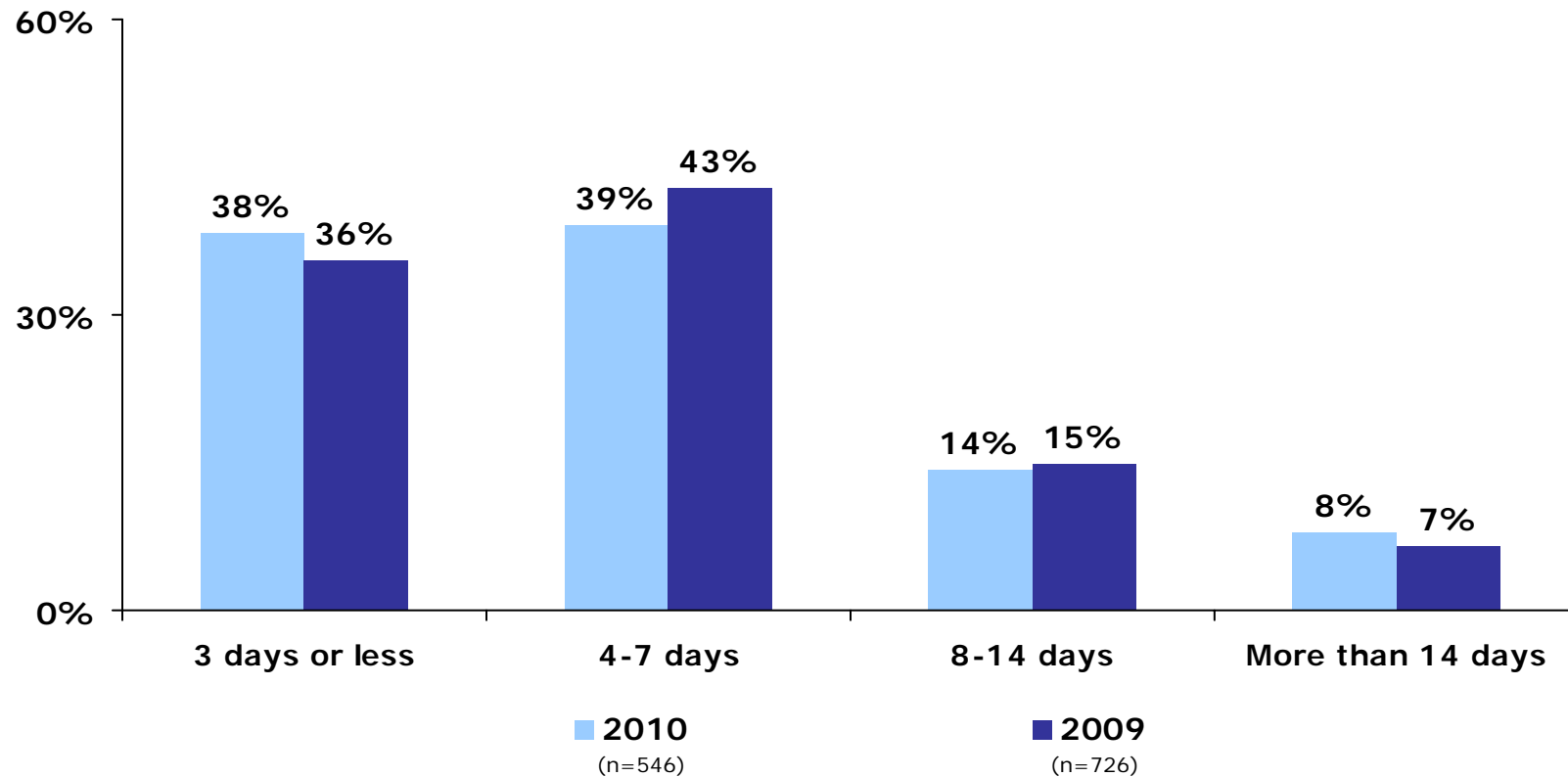


(n=546)

Base: members taking at least one trip this summer.

"How many days will your trip last?"

Southern California

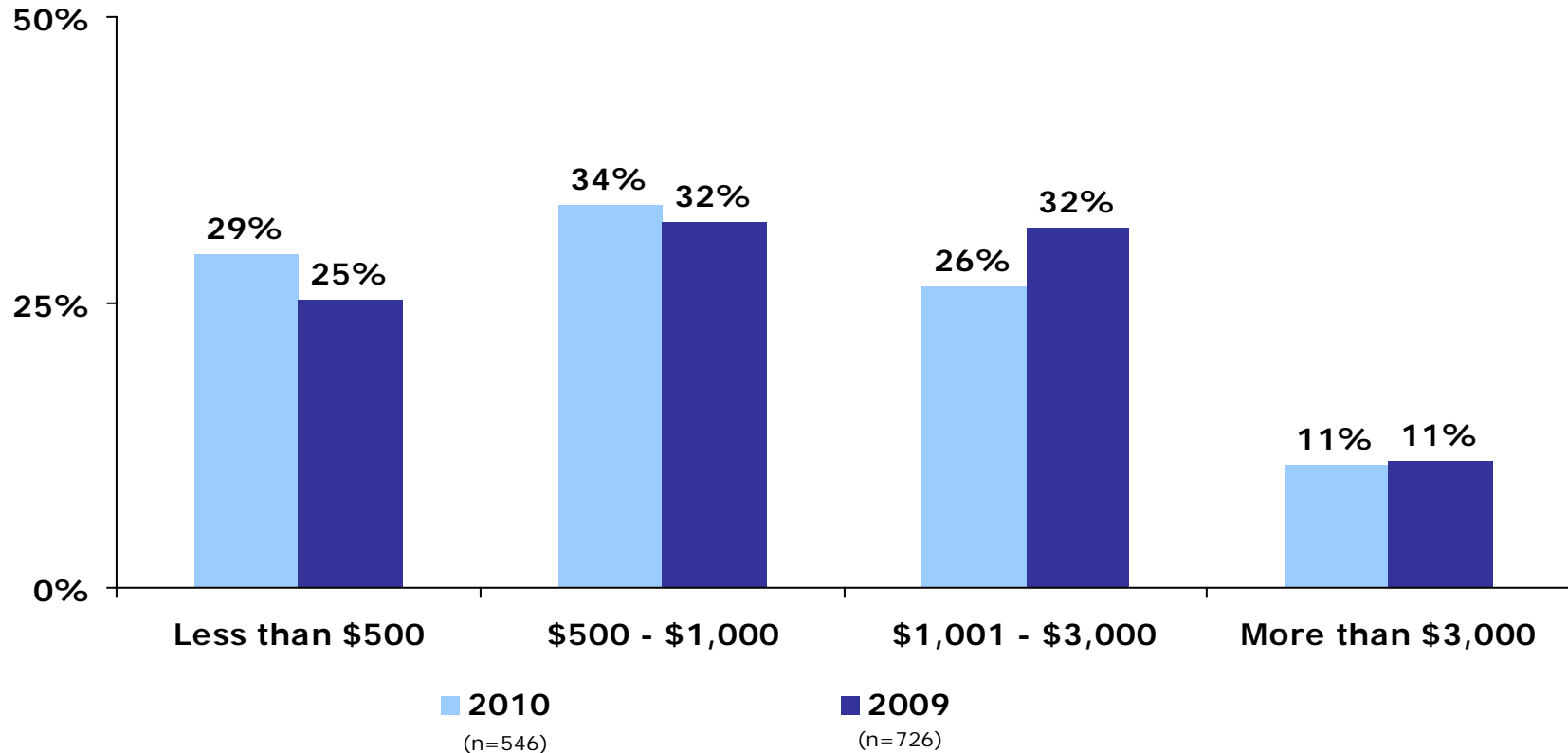


Base: members taking at least one trip this summer.

▲ and ▼ indicate significant increase/decrease from 2009.

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

Southern California



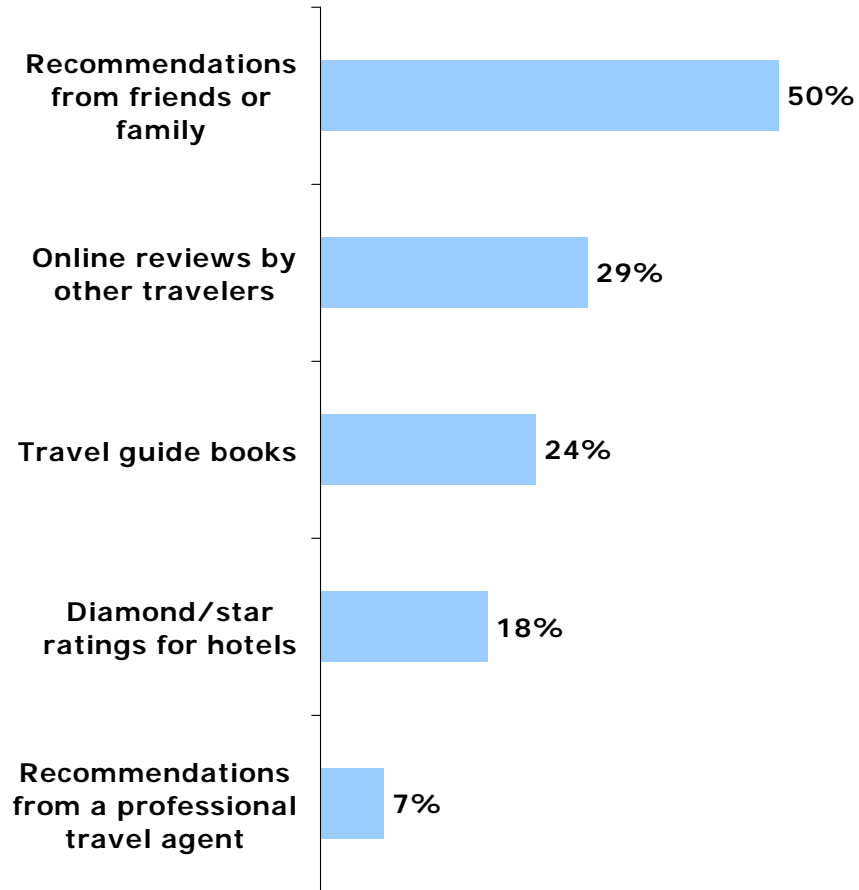
Full question: “What is the total dollar amount you anticipate spending for this trip? (includes lodging, transportation, meals, and entertainment for all those in your party)”

Base: members taking at least one trip this summer.

▲ and ▼ indicate significant increase/decrease from 2009.

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

Southern California

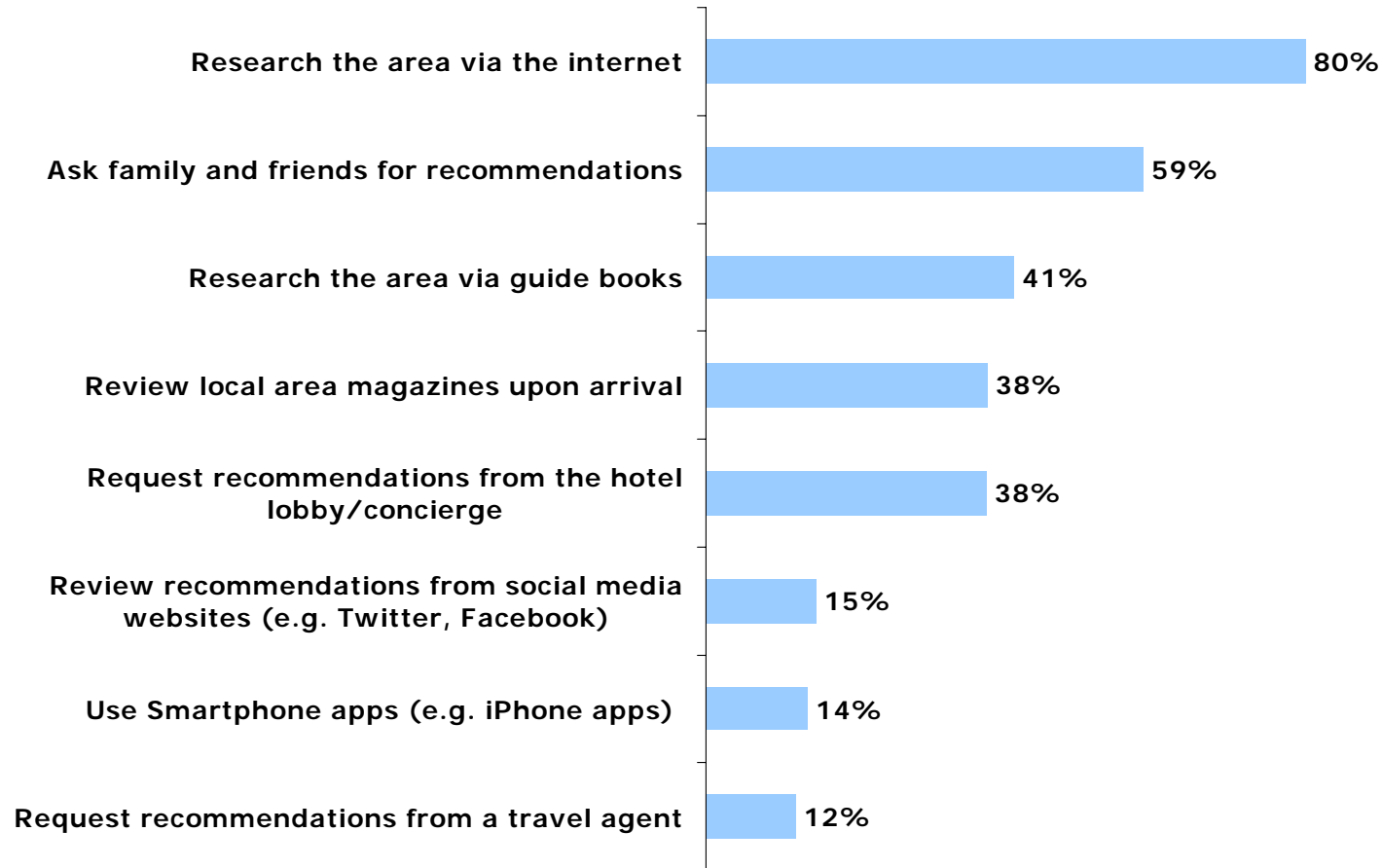


(n=546)

Base: members taking at least one trip this summer.

“Which of the following methods do you use to choose which attractions, restaurants and/or retailers to visit while on vacation?”

Southern California

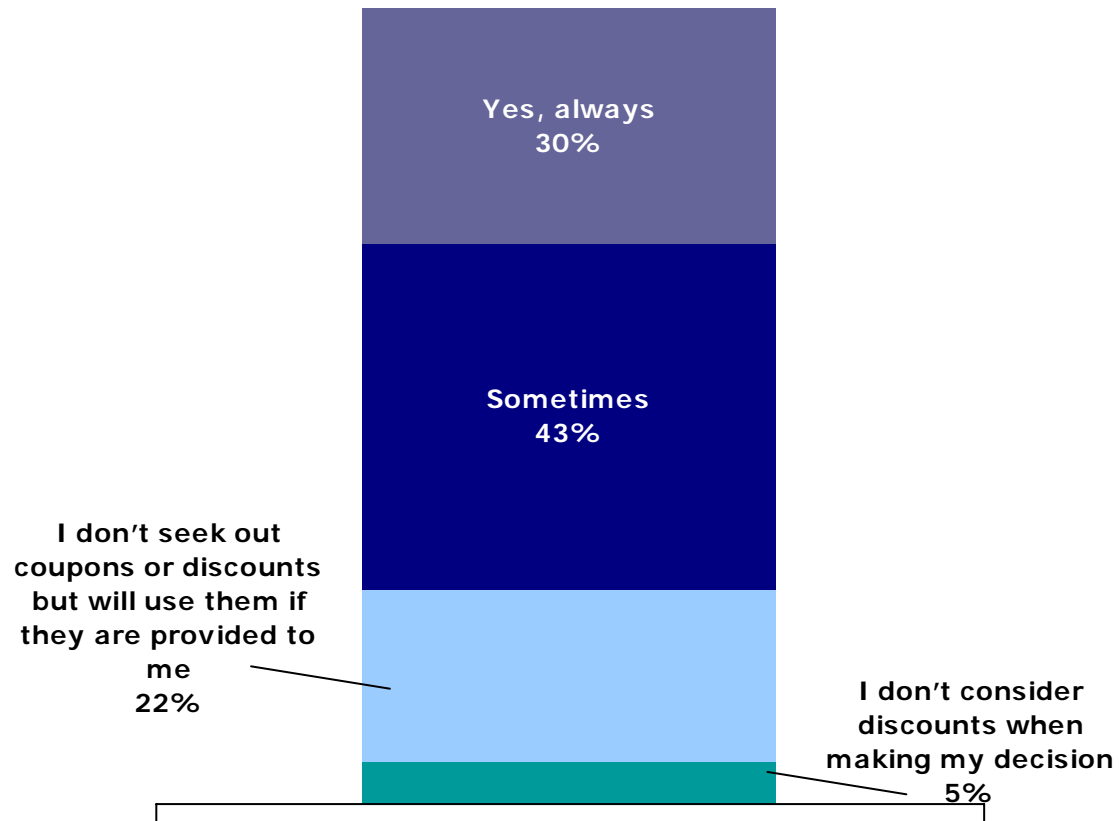


(n=546)

Base: members taking at least one trip this summer.

“When on vacation, do you seek out coupons and/or discounts to help you decide which attractions, restaurants, and/or retailers to visit?”

Southern California

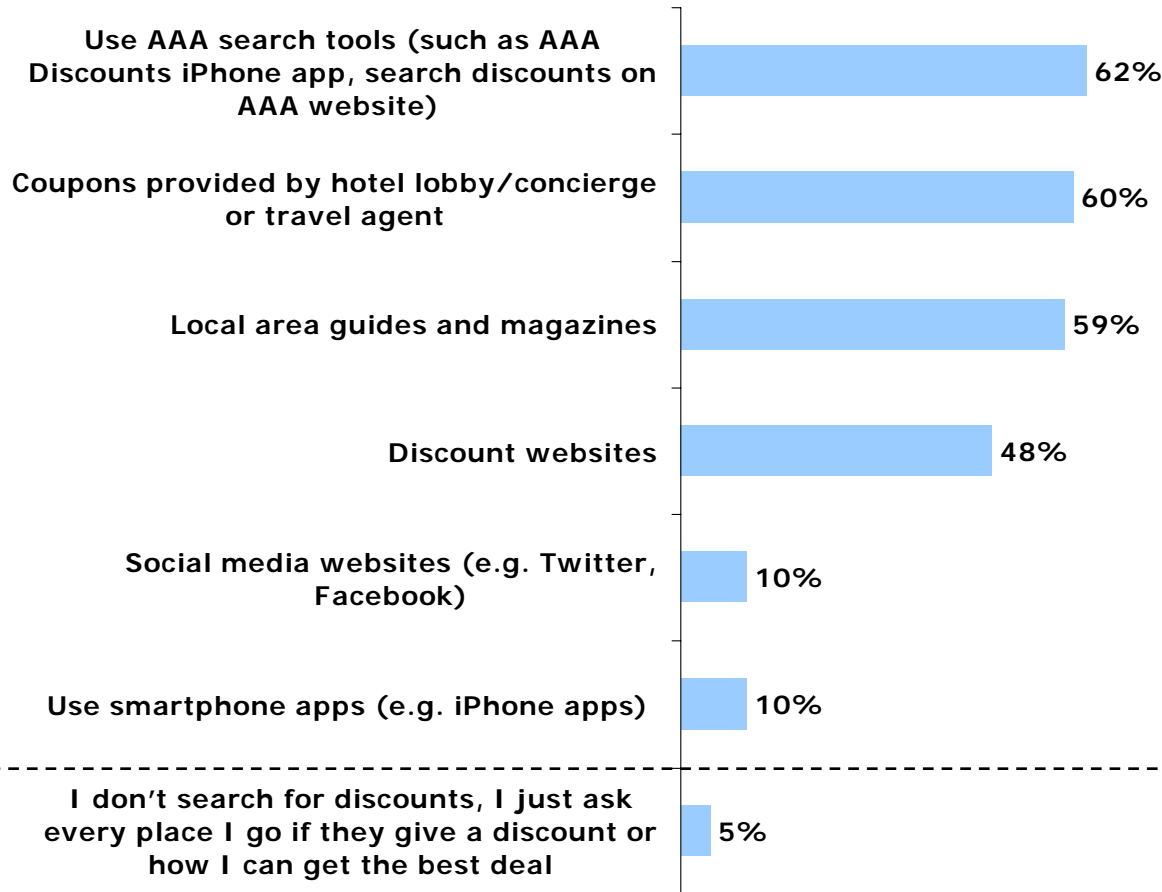


(n=546)

Base: members taking at least one trip this summer.

“Which of the following methods do you use to seek out discounts around your destination?”

Southern California

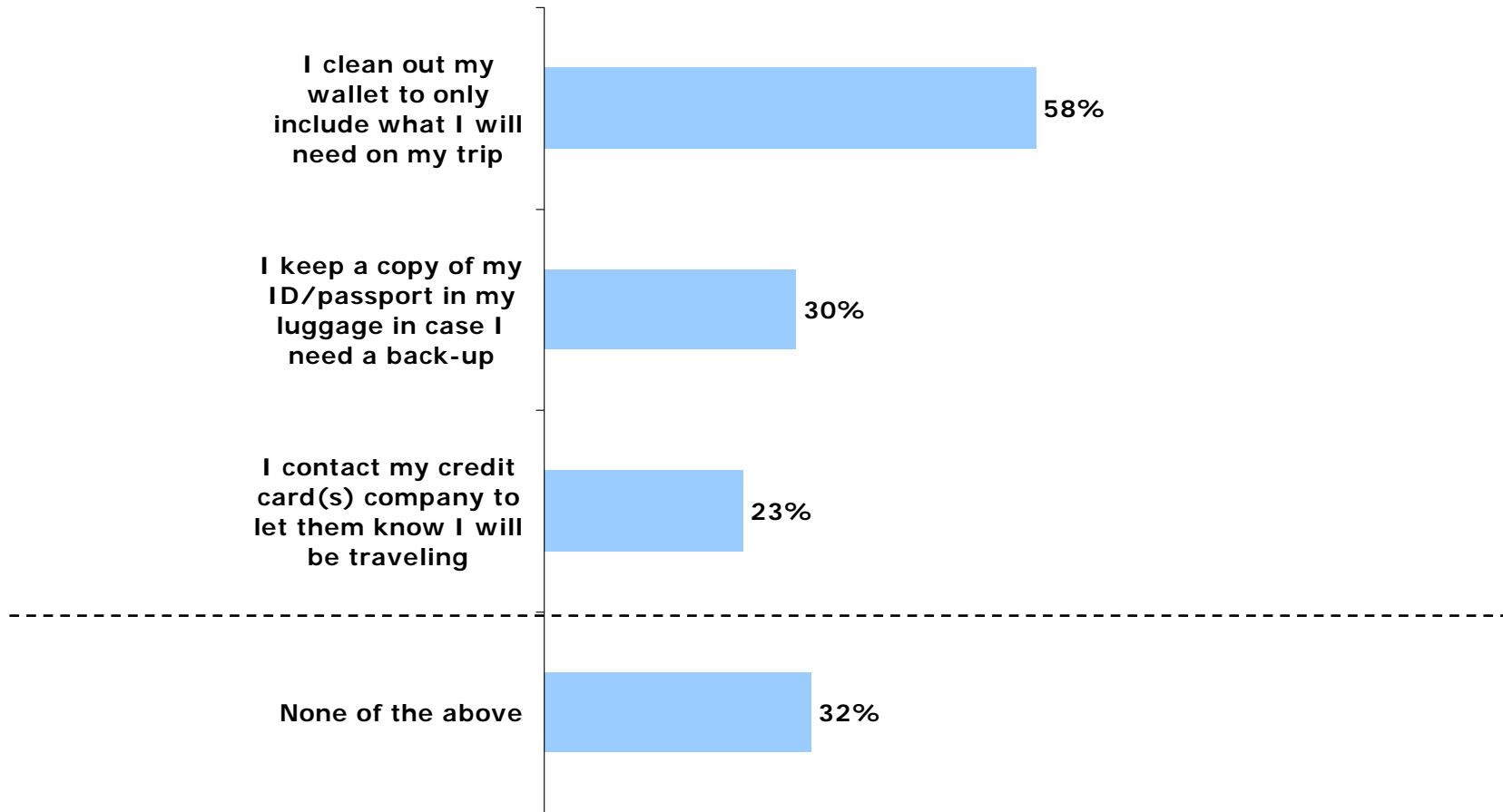


n=381

Base: members taking at least one trip this summer and who stated that they “sometimes” or “always” seek out coupons and/or discounts when on vacation to help decide which attractions, restaurants, and/or retailers to visit.

“When preparing to take a trip, which of the following actions do you take?”

Southern California

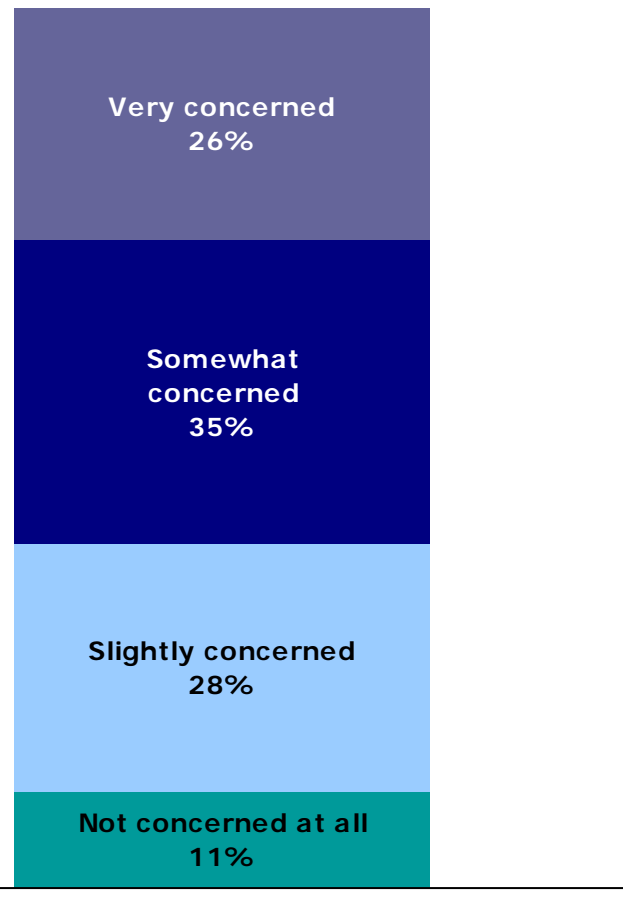


(n=546)

Base: members taking at least one trip this summer.

“When you are traveling, how concerned are you about having your identity stolen?”

Southern California



n=546

Base: members taking at least one trip this summer.