

# AA Directions Automotive Profile



April 2011

# AA Directions Magazine

## Circulation and Readership Information

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Current Circulation: 542,242 ABC audited (for six months ended December 2010)

Current Readership: 901,000 (24.2% of total population) – very high regular readership –763,000 84.7% people read every issue

Publishing Dates: March, July and October

### Key Features

- Equal male/female readership
- Are self-employed/top professionals/government officials/retired
- Skew to higher socio-economic levels and high income
- Have discretionary income
- Adult children
- No mortgage – 44% of regular readers, that's 57% more likely than the total population
- High income
- 16% of regular readers have bought a car in the past year, that's 17% more likely than the total population
- Key strength = Baby Boomers
- Are high grocery spenders
- Spend lots of time on home improvements, gardening, redecorating, etc
- Travel as frequently as possible – 35% of regular readers traveled overseas last year, that's 17% more likely than the total population

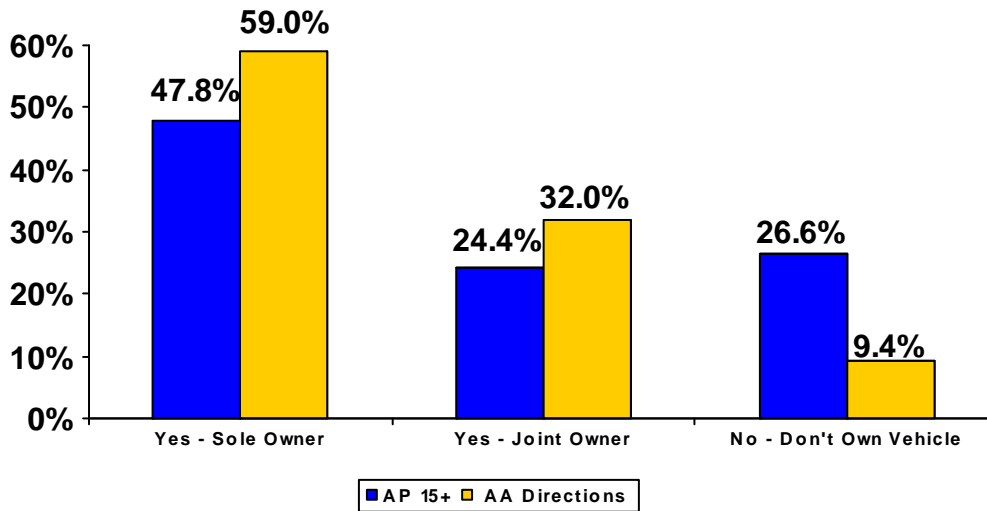
# Nielsen National Readership Survey

To be read as follows: 191,000 people aged between 40-49 years read AA Directions, that is 21.2% of the total readership group (901,000 people) and 40-49 year olds are 24% more likely to read AA Directions than the average population

Category	Target	000's	%	Population Index
Age	10-19 Years	39	4.3	26
	20-29 Years	68	7.6	48
	30-39 Years	108	11.9	78
	40-49 Years	191	21.2	124
	50-59 Years	165	18.3	132
	60+ Years	330	36.7	172
Personal Income	\$40,001 - \$50,000	94	10.5	120
	\$50,001 - \$60,000	75	8.4	136
	\$60,001 - \$80,000	85	9.4	143
Household Income	More Than \$80,000	85	9.5	140
	\$60,001 - \$80,000	115	12.8	109
	\$80,001 - \$100,000	94	10.4	107
	\$100,001 - \$120,000	97	10.8	127
	\$120,000 +	136	15.1	120
Occupation	Professional/Senior Govt Official	42	4.7	142
	Business Manager Or Executive	54	6	130
	Farmer Owner /Manager	21	2.3	154
	Business Proprietor/Self Employed	105	11.7	144
Activities last month	Dined At A Restaurant/Brasserie	451	50.1	119
	Had Wine With Meal	471	52.2	141
	Home Improvements Or Alterations	131	14.5	124
	Gone Theatre/Classical Concerts	51	5.7	161
	Visited An Art Gallery Or Museum	96	10.7	133
Liquor Drunk	Beer	463	51.4	108
	Wine	564	62.6	128
	Spirits	459	50.9	112

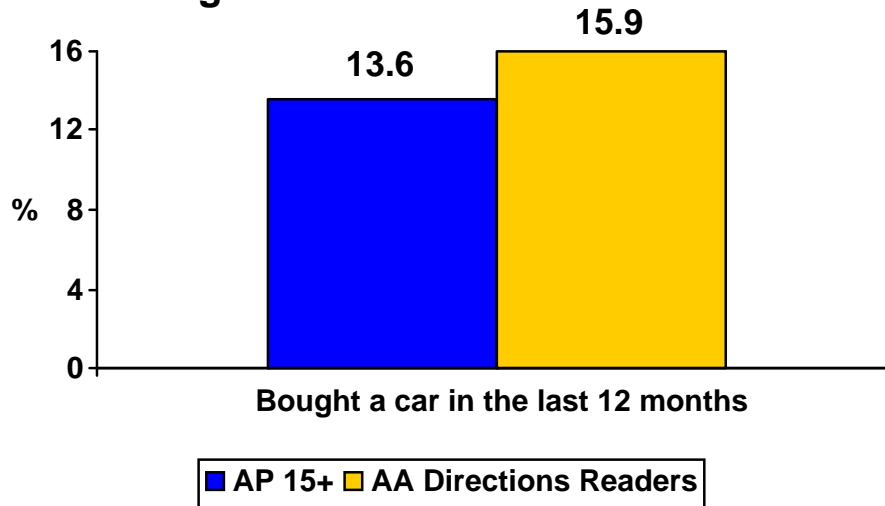
# AA Directions & Vehicle Ownership

## Vehicle Ownership



- 809,000 AA Directions readers own a vehicle, that equates to 90% of all AA Directions readers
- AA Directions readers are 26% more likely to own a vehicle than the New Zealand 15+ population

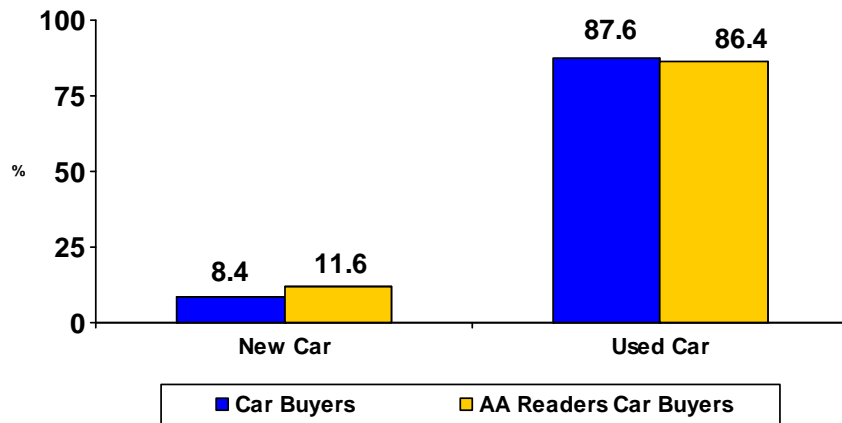
## Bought a Car in the last 12 months



- 143,000 AA Directions readers bought a car last year, that's 17% more likely than the total population aged 15+
- 28% of all car buyers read AA Directions

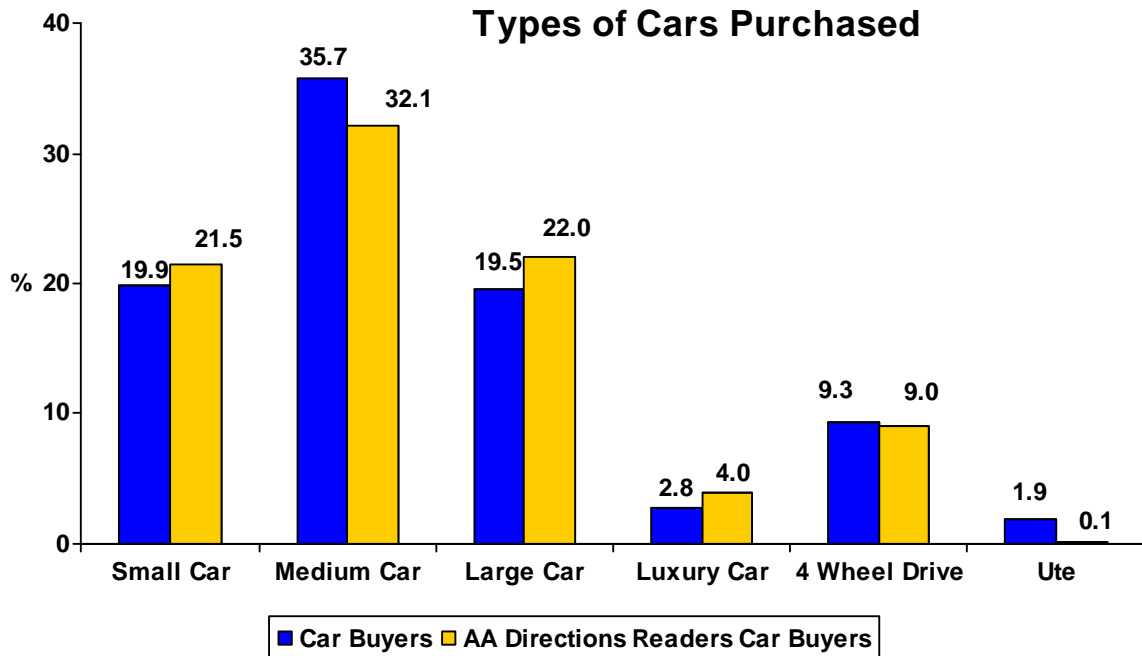
# AA Directions & Car Buying

Type Of Car Purchased



- 17,000 AA Directions readers purchased a brand new car last year, which is 38% more likely than all people who bought a car last year
- 39% of all new car buyers read AA Directions magazine

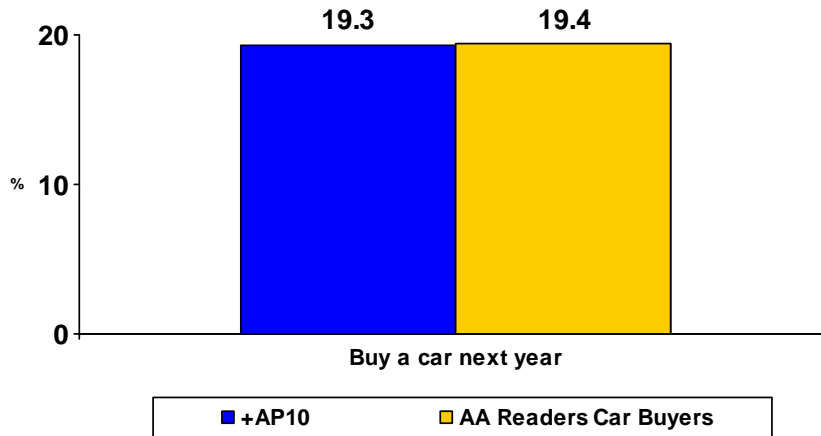
Types of Cars Purchased



- AA Directions readers who purchased a car last year were 8% more likely to have purchased a small car, 12% more likely to purchase a large car, 42% more likely to buy a luxury car, than all those who bought a car last year

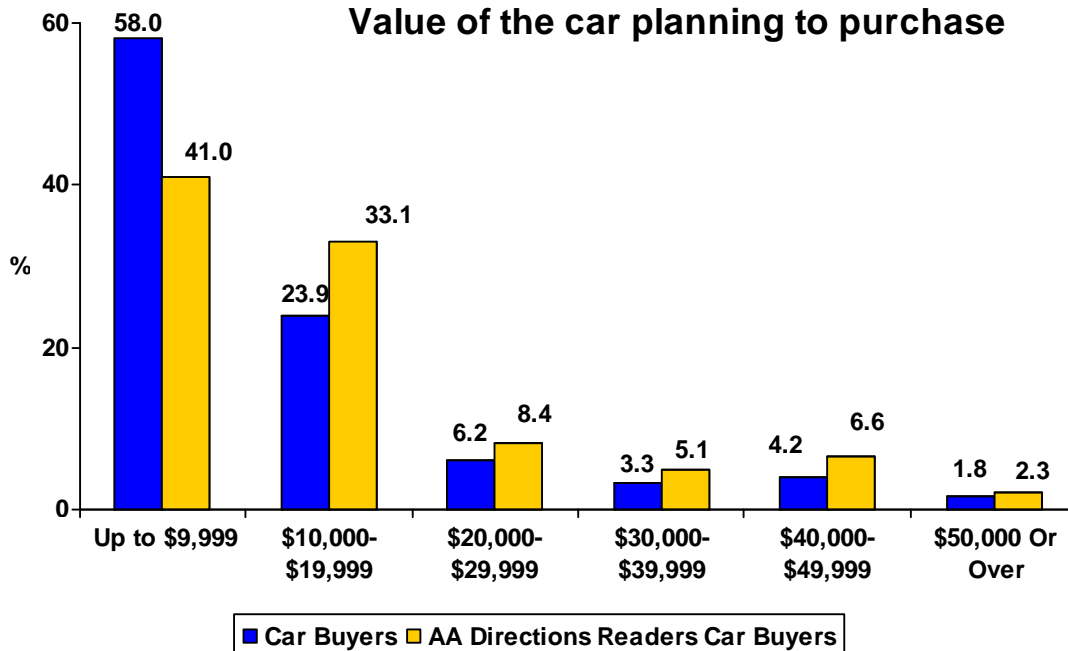
# AA Directions & Car Buying

Plan to buy a car next year



- 175,000 AA Directions readers are planning to buy a car next year, which is 1% more likely than all people.
- 30% of all people planning to buy a car next year read AA Directions magazine

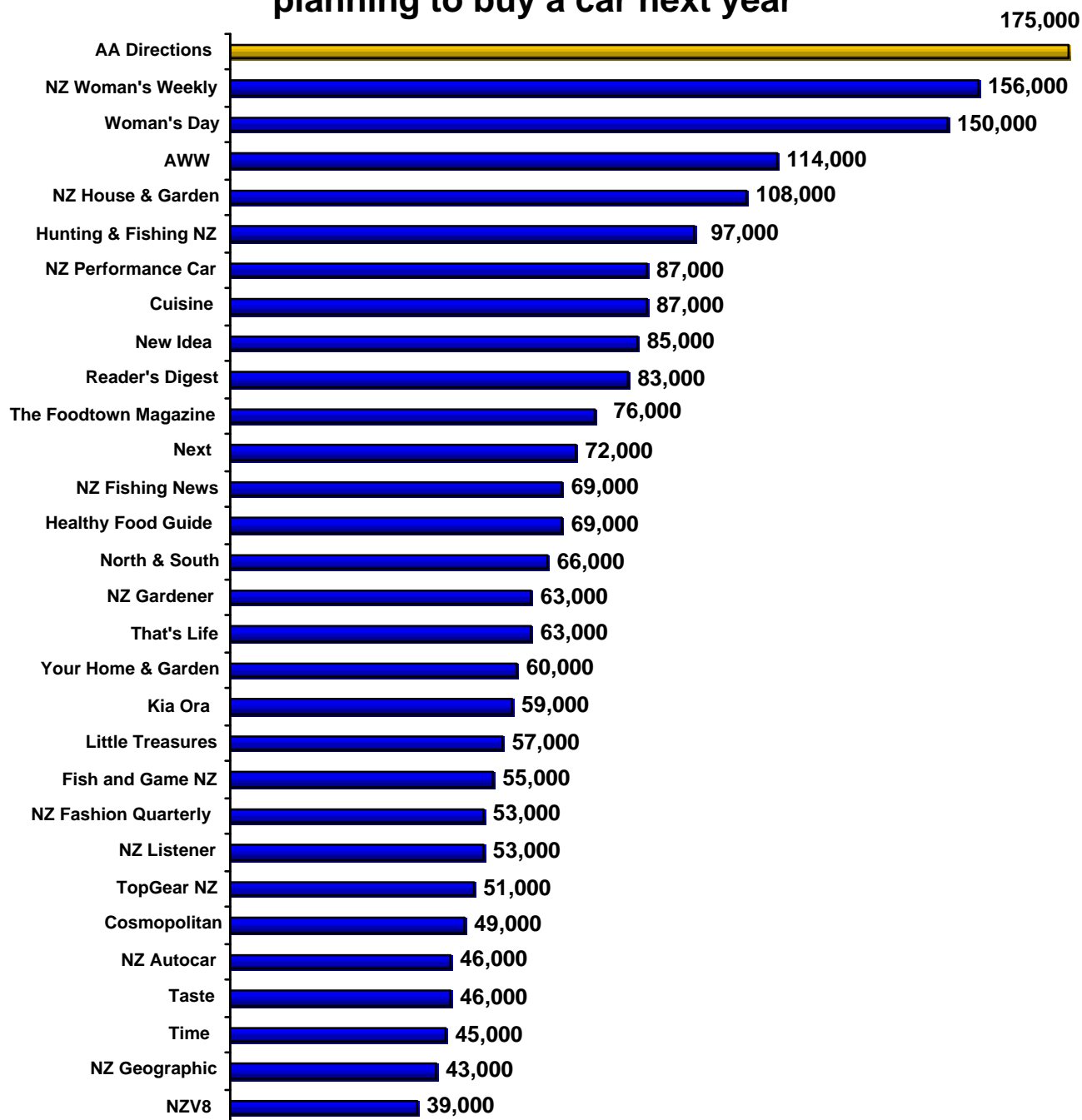
Value of the car planning to purchase



- 25,000 AA Directions readers are planning to spend \$30,000 or more on a car next year, that's 51% more likely than all people who are planning to buy a car next year.
- 4,000 AA Directions readers are planning to spend \$50,000 or more on a car next year, that's 28% more likely than all people who are planning to buy a car next year.

## AA Directions and Planning on buying a car next year

### Top 30 Consumer Titles of those who are planning to buy a car next year



- AA Directions is the Number One read consumer read title by those who are going to buy a car next year