

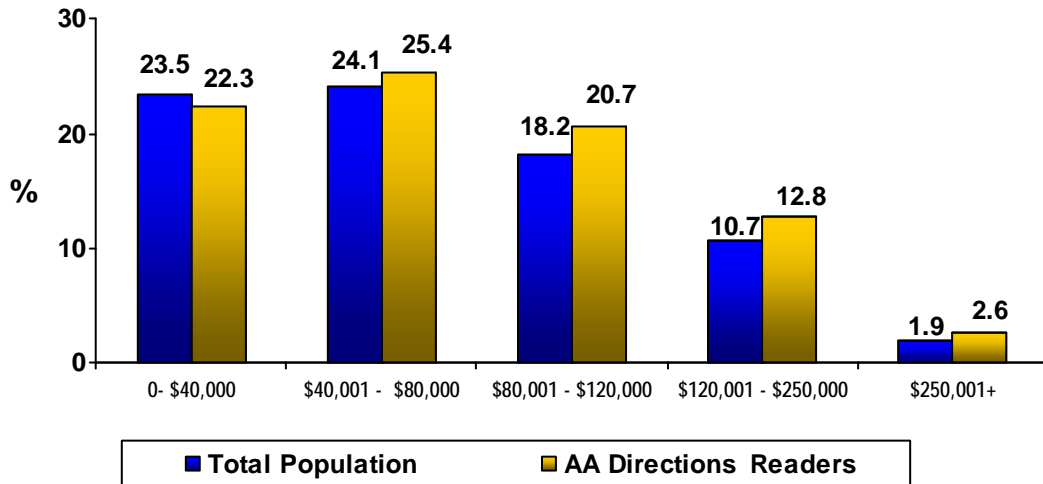
AA Directions Insurance



August 2011

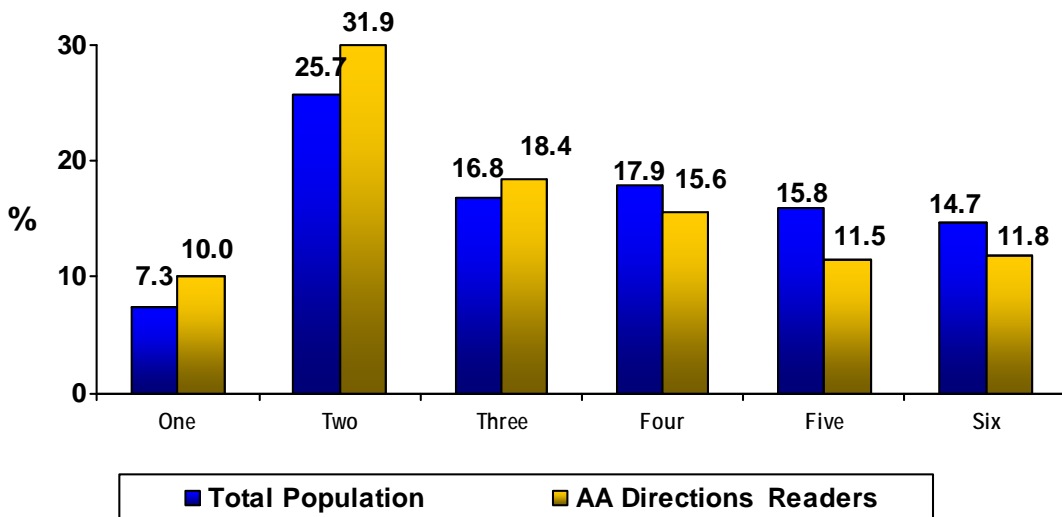
AA Directions Readers

Household Income



- 241,000 or 26% of AA Directions readers have a household income greater than \$100,000 pa, that's 25% more likely than the total population

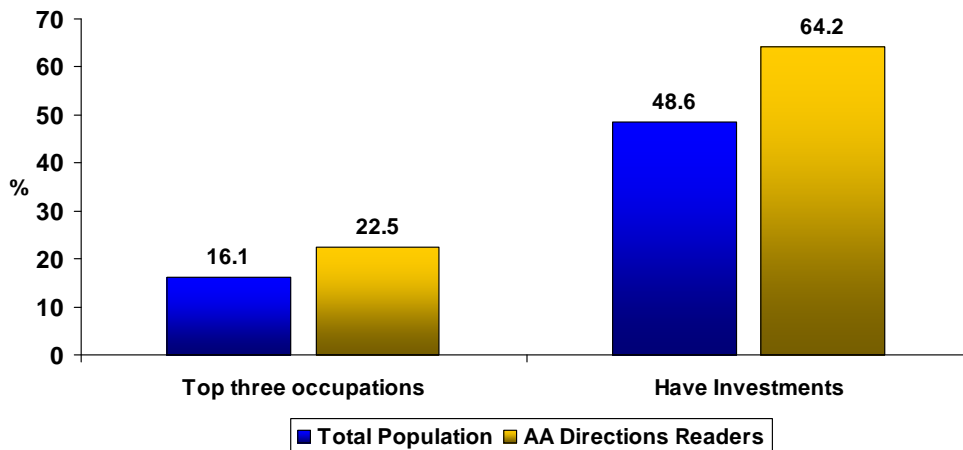
Socio Economic Status



- 384,000 or 41.9% of AA Directions readers are Socios 1 & 2, that's 27% more likely than the total population
- 552,000 or 60.2% of AA Directions readers are Socios 1, 2 & 3, that's 21% more likely than the total population

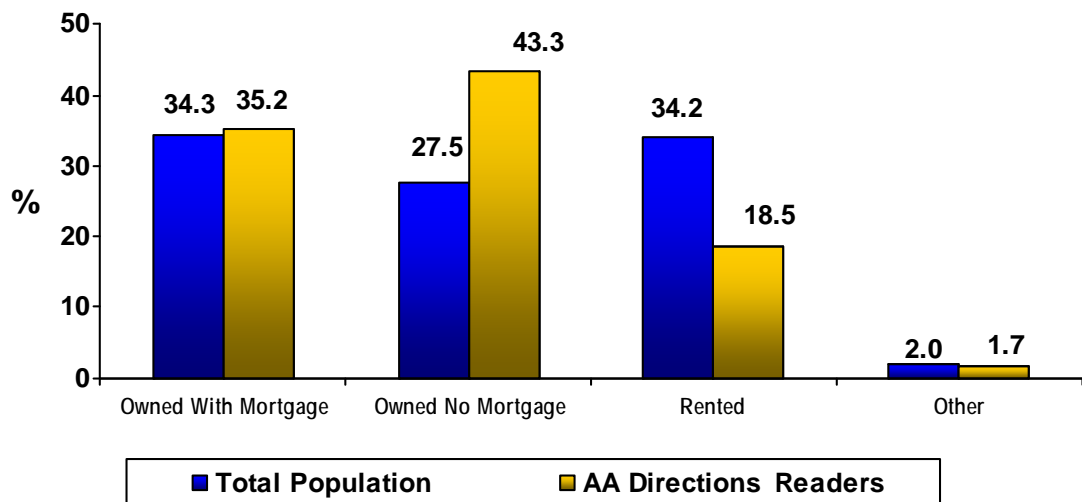
AA Directions

Influential readers who have investments



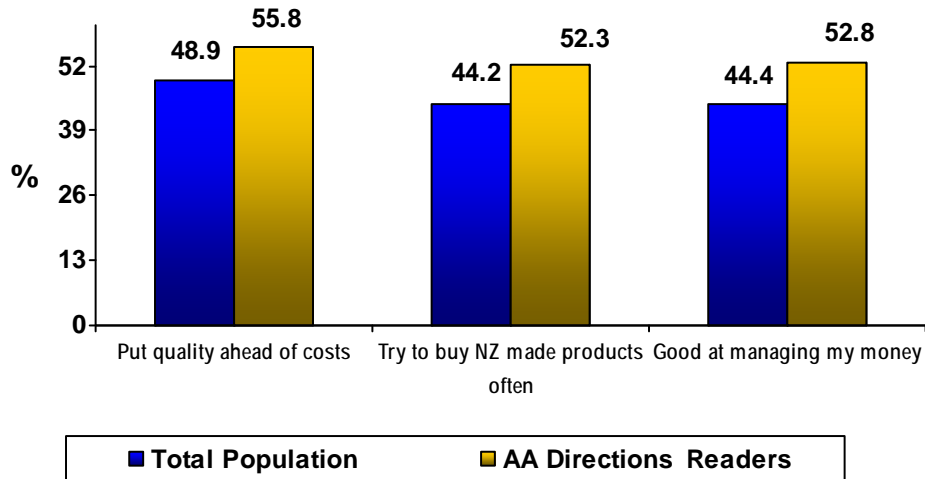
- 206,000 or 22.5% of AA Directions readers are in the top three occupations, that's 40% more likely than the New Zealand population
- 588,000 or 64.2% of AA Directions readers have investments, that's 32% more likely than the total population

Tenure

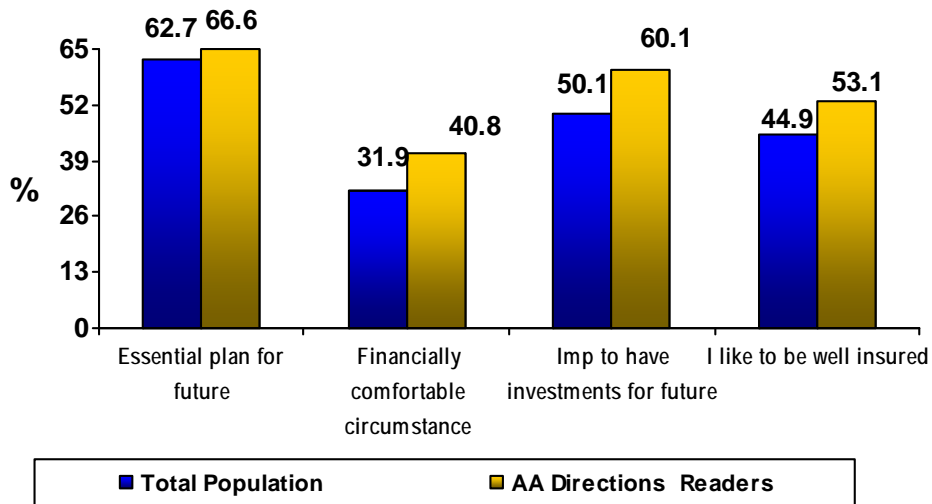


- 719,000 or 79% of AA Directions readers own their home, that's 27% more likely than the total population
- 397,000 or 43.7% of AA Directions readers own their home freehold, that's 57% more likely than the total population

AA Directions Readers



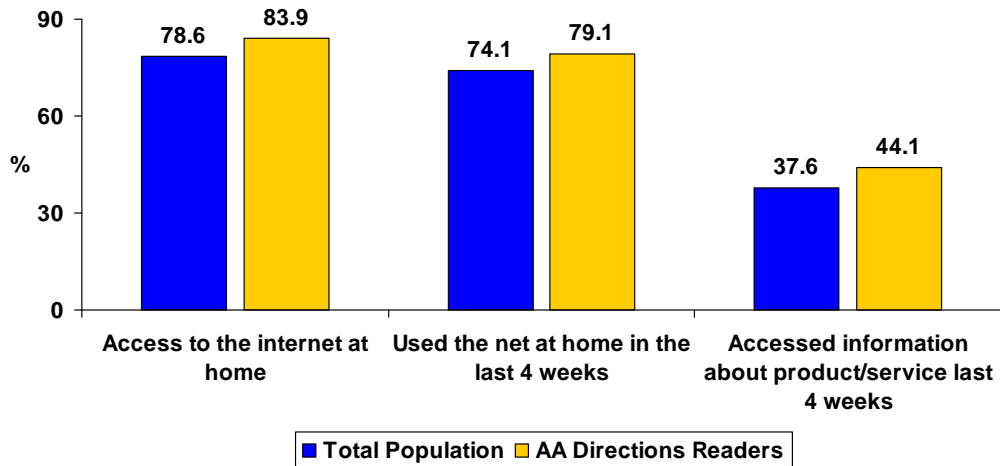
- 511,000 or 56% of AA Directions readers put quality ahead of costs; that's 14% more likely than the total population
- 479,000 or 52% of AA Directions readers try to buy NZ made; that's 18% more likely than the total population.
- 484,000 or 53% of AA Directions readers are good at managing their money; that's 19% more likely than the New Zealand population



- 610,000 or 67% of AA Directions readers say that it is essential that they plan for the future; that's 6% more likely than the total population.
- 374,000 or 41% of AA Directions readers are financially comfortable; that's 28% more likely than the total population
- 551,000 or 60% of AA Directions readers say that it is important to have investments for the future; that's 20% more likely than the total population
- 486,000 or 53% of AA Directions readers say that they like to be well insured; that's 18% more likely than the total population

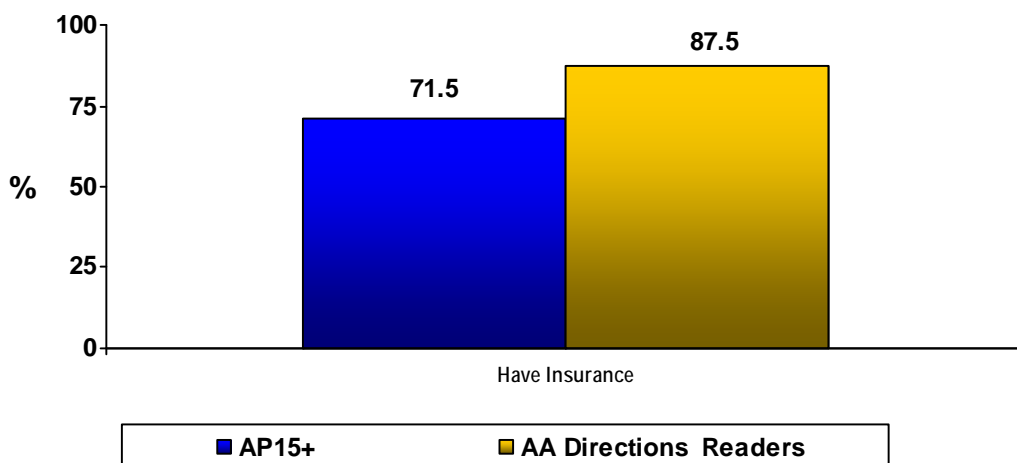
AA Directions

Internet Savvy



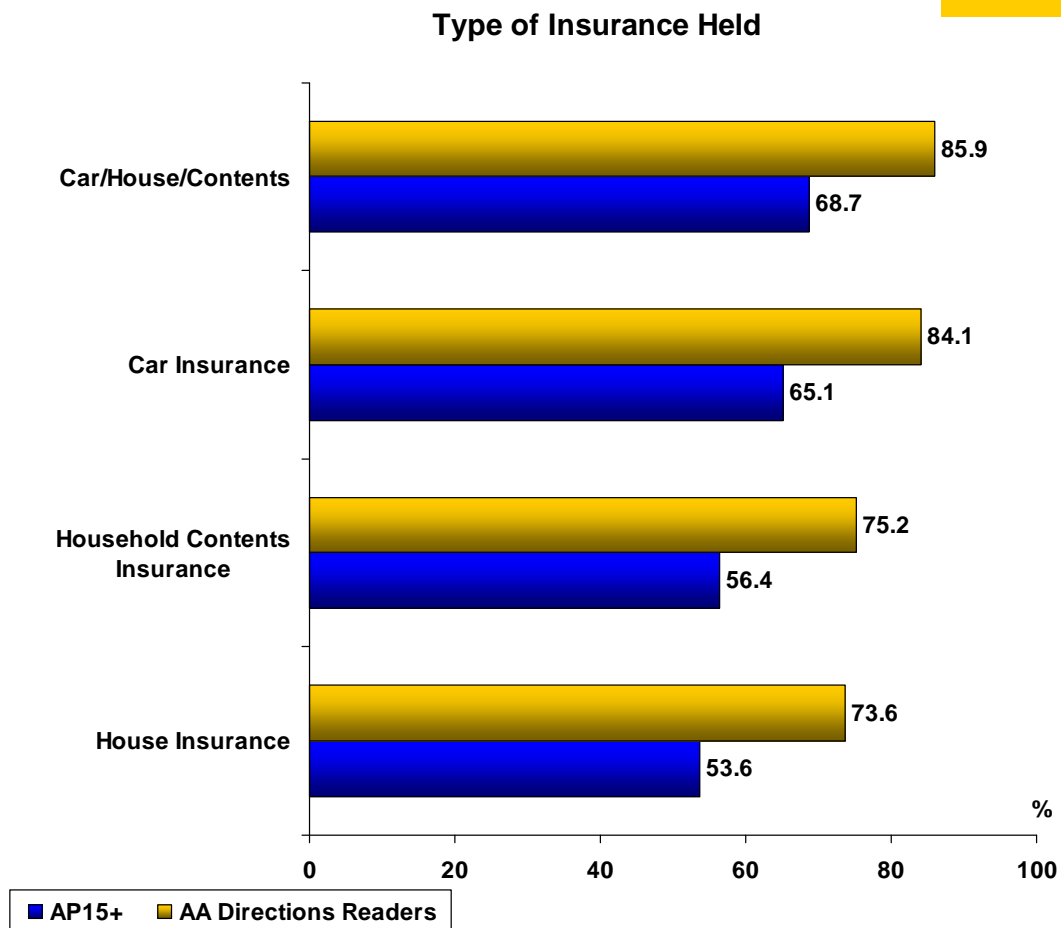
- 769,000 or 84% of AA Directions readers have access to the internet at their home, that's 7% more likely than the total population
- 725,000 or 79% of AA Directions readers have accessed the internet over the last 4 weeks from their home, that's 7% more likely than the New Zealand population
- 405,000 or 44% of AA Directions readers accessed information on product/services in the last 4 weeks, that's 17% more likely than the New Zealand population

Insurance



- 802,000 or 87.5% of AA Directions readers have some kind of insurance, that's 22% more likely than the total population aged 15+

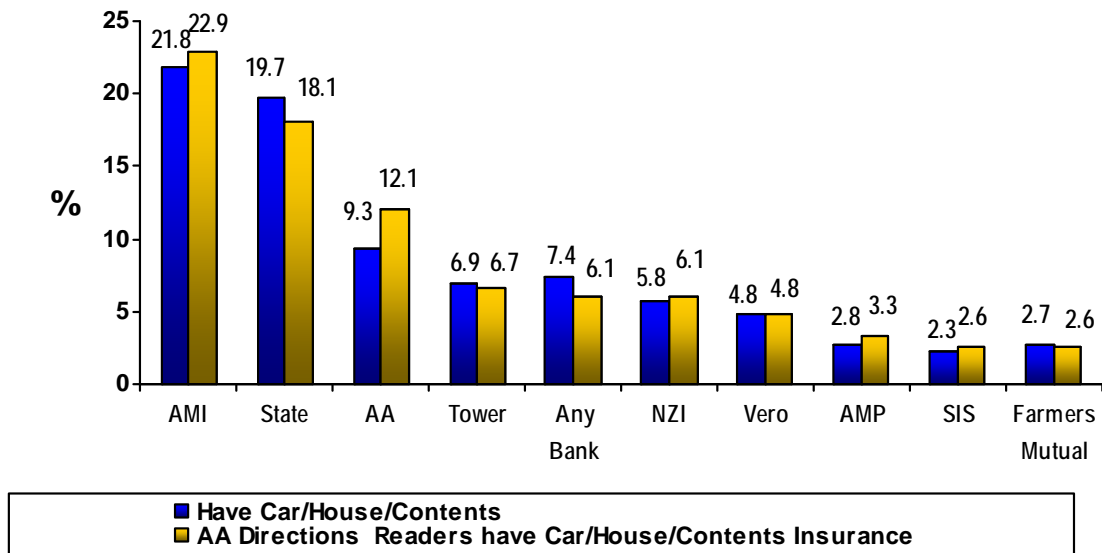
AA Directions & Car/House/Contents Insurance



- 85.9% or 787,000 of AA Directions readers have Car/House/Contents Insurance, that's 25% more likely than the total population aged 15+
- 84.1% or 771,000 of AA Directions readers hold Car Insurance, that's 29% more likely than the total population aged 15+
- 75.2% or 690,000 of AA Directions readers hold Household Contents Insurance, that's 33% more likely than the total population aged 15+
- 73.6% or 674,000 of AA Directions readers hold House Insurance, that's 37% more likely than the total population aged 15+

AA Directions & Car/House/Contents

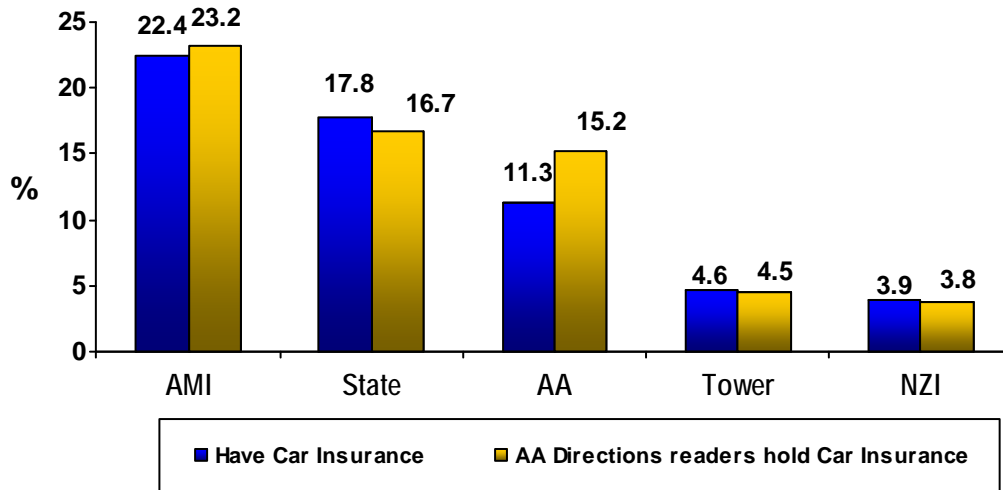
"Main" Insurance Companies



- ❑ 22.9% or 180,000 of AA Directions readers use AMI Insurance, that's 5% less likely than all those who have Car/House/Contents Insurance
- ❑ 18.1% or 143,000 of AA Directions readers use State, that's 8% less likely than all those who have Car/House/Contents Insurance
- ❑ 12.1% or 95,000 of AA Directions readers use AA Insurance, that's 30% more likely than all those who have Car/House/Contents Insurance
- ❑ 6.7% or 53,000 of AA Directions readers use Tower Insurance, that's 3% less likely than all those who have Car/House/Contents Insurance
- ❑ 6.1% or 48,000 AA Directions readers use NZI Insurance that's 5% more likely than all those who have Car/House/Contents Insurance

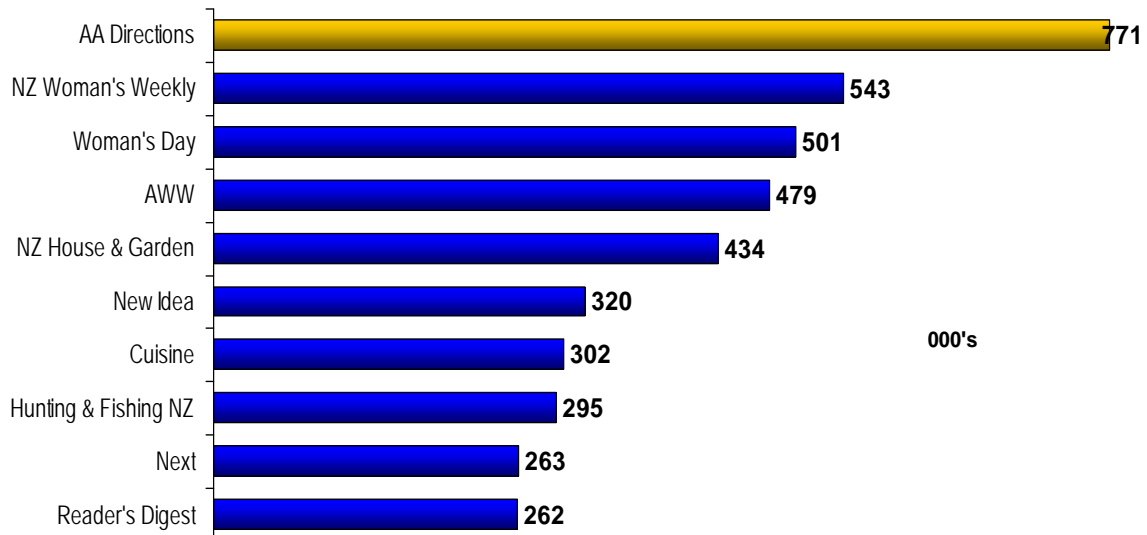
AA Directions & Car Insurance

Car Insurance Top 5 Companies



- 179,000 of AA Directions readers insure their cars with AMI, that's 4% more likely than all those with car insurance
- 129,000 of AA Directions readers insure their cars with State, that's 6% less likely than all those with car insurance
- **117,000 of AA Directions readers insure their cars with AA, that's 35% more likely than all those with car insurance**
- 35,000 of AA Directions readers insure their cars with Tower, that's 4% less likely than all those with car insurance
- 29,000 of AA Directions readers insure their cars with NZI, that's 3% less likely than all those with car insurance

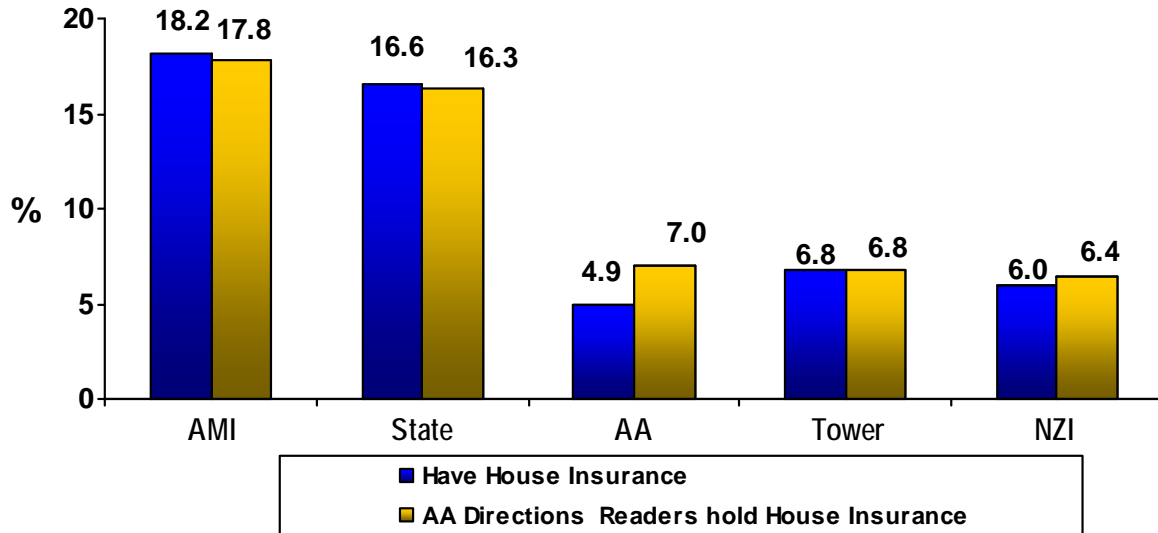
Top Ten Magazines read by those who hold car insurance



Source: Nielsen National Readership Survey; Apr 10 - Jun 11; Does not include listings titles such as Skywatch & TV Guide

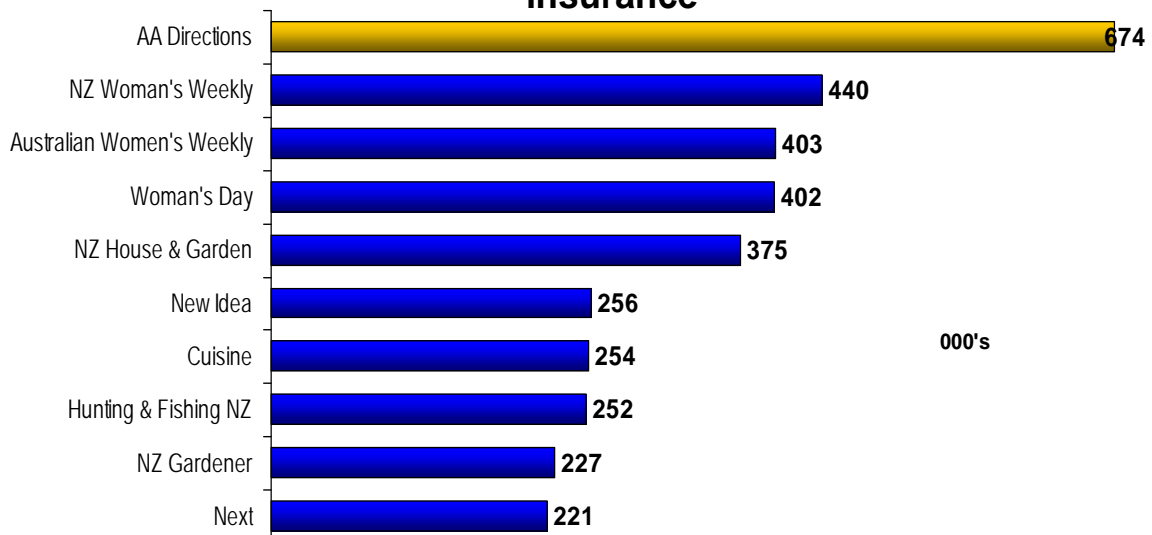
AA Directions & House Insurance

House Insurance Top 5 Companies



- 120,000 of AA Directions readers insure their houses with AMI, that's 2% less likely than all those with house insurance
- 110,000 of AA Directions readers insure their houses with State, that's 2% less likely than all those with house insurance
- 47,000 of AA Directions readers insure their houses with AA, that's 42% more likely than all those with house insurance
- 46,000 of AA Directions readers insure their houses with Tower
- 43,000 of AA Directions readers insure their houses with NZI, that's 7% more likely than all those with house insurance

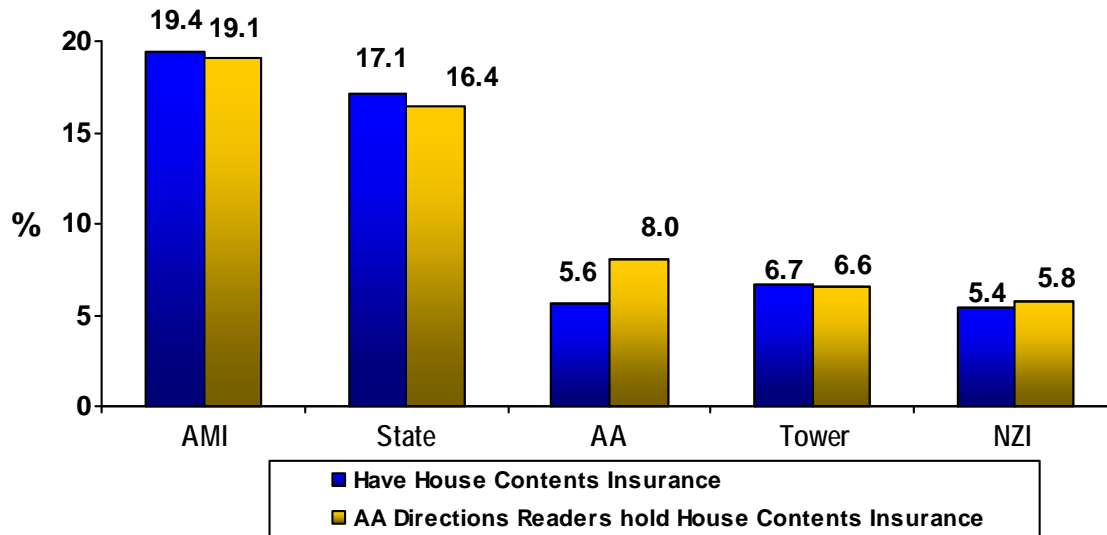
Top Ten Magazines read by those who hold house insurance



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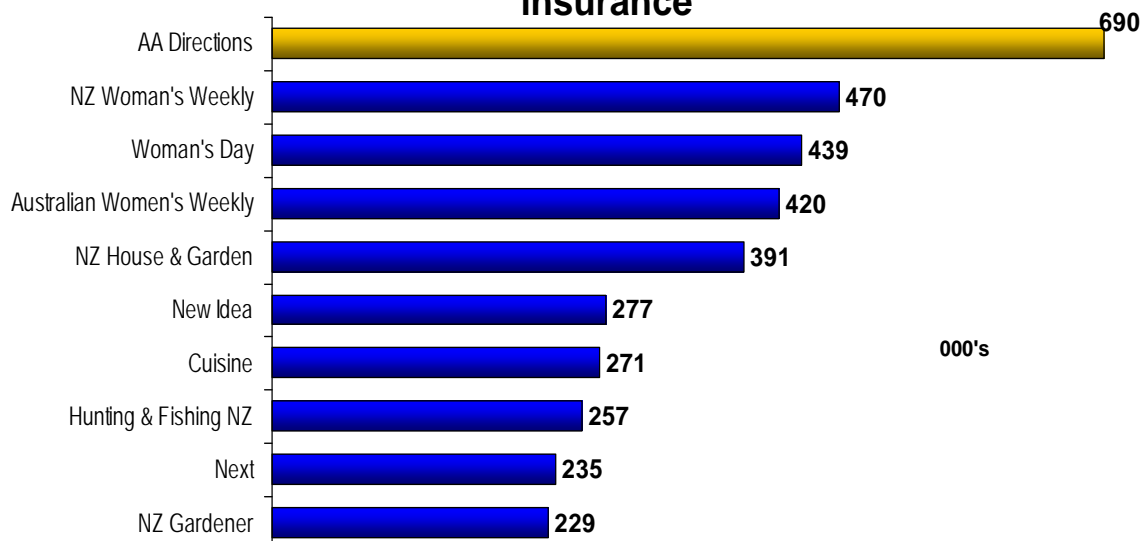
AA Directions & Household Contents

Household Contents Insurance Top 5 Companies



- 132,000 of AA Directions readers insure their household contents with AMI, that's 1% less likely than all those with household contents insurance
- 113,000 of AA Directions readers insure their household contents with State, that's 4% less likely than all those with household contents insurance
- 55,000 of AA Directions readers insure their household contents with AA, that's 44% more likely than all those with household contents insurance
- 46,000 of AA Directions readers insure their household contents with Tower, that's 2% less likely than all those with household contents insurance
- 40,000 of AA Directions readers insure their household contents with NZI, that's 7% more likely than all those with household contents insurance

Top Ten Magazines read by those who hold house insurance



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