

### Background & Methodology

Conducted approximately 400 surveys among residents in: FL, GA, IL, MI, NC, TN, WI

- Fielding took place May 20 – May 24, 2020
- Utilized a proprietary online research panel
- State results are weighted by age and gender

#### Key Measures

- Impact of COVID-19 on 2020 Travel Plans

| 1. Before the COVID-19 pandemic, about how many vacations/leisure trips (that included paid accommodations) did you typically take in a year? |     |     |     |     |     |     |     |
|---|-----|-----|-----|-----|-----|-----|-----|
|   | FL  | GA  | IL  | MI  | NC  | TN  | WI  |
| <i>Base (n=)</i>  | 401 | 400 | 402 | 400 | 401 | 400 | 401 |
| None  | 17% | 21% | 24% | 21% | 23% | 24% | 19% |
| 1   | 20% | 23% | 22% | 22% | 16% | 21% | 25% |
| 2-3   | 39% | 38% | 34% | 39% | 43% | 40% | 35% |
| 4-6   | 17% | 14% | 16% | 14% | 14% | 12% | 14% |
| 7-10  | 5%  | 2%  | 2%  | 2%  | 3%  | 2%  | 5%  |
| 11+   | 2%  | 2%  | 2%  | 2%  | 1%  | 1%  | 2%  |

| 2. Did you take any of the following types of vacations/leisure trips in the last 3 years? (Select all that apply) |     |     |     |     |     |     |     |
|--|-----|-----|-----|-----|-----|-----|-----|
|  | FL  | GA  | IL  | MI  | NC  | TN  | WI  |
| <i>Base (n=)</i>   | 401 | 400 | 402 | 400 | 401 | 400 | 401 |
| Theme park/Attraction trip   | 30% | 20% | 27% | 22% | 26% | 22% | 21% |
| Ocean cruise   | 29% | 21% | 17% | 18% | 20% | 17% | 16% |
| Road trip (over 300 miles to 1+ destinations)  | 29% | 33% | 28% | 37% | 34% | 39% | 33% |
| Resort/Destination hotel trip  | 25% | 26% | 24% | 28% | 30% | 22% | 27% |
| International trip (land-based)  | 23% | 16% | 18% | 16% | 18% | 14% | 18% |
| Nature/Outdoor destination – national parks, state parks, etc.   | 23% | 28% | 27% | 39% | 27% | 32% | 34% |
| Guided or group tour   | 10% | 10% | 10% | 10% | 10% | 9%  | 14% |
| River cruise   | 10% | 6%  | 8%  | 8%  | 6%  | 6%  | 6%  |
| Rail trip  | 6%  | 5%  | 7%  | 7%  | 5%  | 5%  | 6%  |
| RV trip  | 4%  | 3%  | 2%  | 6%  | 4%  | 4%  | 4%  |
| None of these  | 23% | 26% | 29% | 25% | 26% | 27% | 28% |

| 3. Which best describes if you have purchased travel insurance for a vacation/leisure trip in the last 3 years? |     |     |     |     |     |     |     |
|---|-----|-----|-----|-----|-----|-----|-----|
|   | FL  | GA  | IL  | MI  | NC  | TN  | WI  |
| <i>Base (n=)</i>  | 401 | 400 | 402 | 400 | 401 | 400 | 401 |
| I have purchased travel insurance for more than one trip  | 24% | 23% | 25% | 22% | 21% | 19% | 20% |
| I have purchased travel insurance for one trip  | 18% | 15% | 13% | 12% | 11% | 14% | 13% |
| No, I have not purchased travel insurance in the last 3 years   | 58% | 62% | 62% | 66% | 68% | 67% | 67% |

| 4. Which of the following best describes how the COVID-19 pandemic has affected your 2020 travel plans? (Select all that apply) |     |     |     |     |     |     |     |
|---|-----|-----|-----|-----|-----|-----|-----|
|   | FL  | GA  | IL  | MI  | NC  | TN  | WI  |
| <i>Base (n=)</i>  | 401 | 400 | 402 | 400 | 401 | 400 | 401 |
| I canceled 2020 travel plans and have no plans to reschedule  | 39% | 38% | 37% | 39% | 35% | 31% | 38% |
| I rescheduled 2020 travel plans for later in the year   | 27% | 25% | 23% | 23% | 29% | 26% | 24% |
| I rescheduled 2020 travel plans for 2021 or later   | 13% | 12% | 15% | 13% | 11% | 13% | 14% |
| I modified 2020 plans to be closer to home  | 4%  | 6%  | 5%  | 7%  | 6%  | 8%  | 6%  |
| No effect; I did not change any 2020 travel plans   | 24% | 25% | 27% | 26% | 25% | 28% | 27% |

| 5. When do you think you would be comfortable taking the following types of trips once travel restrictions are lifted? |     |     |     |     |     |     |     |
|--|-----|-----|-----|-----|-----|-----|-----|
| Regional road trip in your own vehicle (300 miles or less)   |     |     |     |     |     |     |     |
|  | FL  | GA  | IL  | MI  | NC  | TN  | WI  |
| <i>Base (n=)</i>   | 401 | 400 | 402 | 400 | 401 | 400 | 401 |
| Within a month   | 16% | 14% | 17% | 22% | 21% | 25% | 24% |
| 2-3 months   | 19% | 25% | 20% | 22% | 22% | 20% | 27% |
| 4-6 months   | 22% | 20% | 18% | 17% | 21% | 19% | 16% |
| 7-9 months   | 9%  | 11% | 12% | 10% | 8%  | 8%  | 6%  |
| 10-12 months   | 6%  | 6%  | 6%  | 7%  | 6%  | 6%  | 5%  |
| More than 1 year   | 7%  | 9%  | 8%  | 9%  | 6%  | 8%  | 7%  |
| N/A - will not take this type of trip  | 21% | 15% | 19% | 13% | 16% | 14% | 15% |

| Longer road trip in your own vehicle (over 300 miles) | FL  | GA  | IL  | MI  | NC  | TN  | WI  |
|---|-----|-----|-----|-----|-----|-----|-----|
| <i>Base (n=)</i>                                      | 401 | 400 | 402 | 400 | 401 | 400 | 401 |
| Within a month  | 11% | 11% | 10% | 11% | 15% | 15% | 14% |
| 2-3 months  | 16% | 19% | 17% | 18% | 14% | 14% | 16% |
| 4-6 months  | 17% | 18% | 18% | 21% | 19% | 21% | 22% |
| 7-9 months  | 12% | 15% | 10% | 8%  | 12% | 10% | 9%  |
| 10-12 months  | 8%  | 7%  | 10% | 10% | 9%  | 10% | 8%  |
| More than 1 year                                      | 10% | 12% | 10% | 14% | 8%  | 11% | 11% |
| N/A - will not take this type of trip                 | 26% | 18% | 25% | 18% | 23% | 19% | 20% |

| Use a rental car for a road trip      | FL  | GA  | IL  | MI  | NC  | TN  | WI  |
|---------------------------------------|-----|-----|-----|-----|-----|-----|-----|
| <i>Base (n=)</i>                      | 401 | 400 | 402 | 400 | 401 | 400 | 401 |
| Within a month                        | 6%  | 11% | 8%  | 6%  | 9%  | 9%  | 10% |
| 2-3 months                            | 8%  | 11% | 11% | 9%  | 9%  | 9%  | 12% |
| 4-6 months                            | 14% | 14% | 12% | 14% | 13% | 11% | 8%  |
| 7-9 months                            | 8%  | 9%  | 8%  | 8%  | 7%  | 10% | 11% |
| 10-12 months                          | 9%  | 8%  | 7%  | 7%  | 6%  | 6%  | 5%  |
| More than 1 year                      | 11% | 14% | 9%  | 14% | 9%  | 10% | 8%  |
| N/A - will not take this type of trip | 44% | 33% | 45% | 42% | 47% | 45% | 46% |

| Fly on commercial airlines            | FL  | GA  | IL  | MI  | NC  | TN  | WI  |
|---------------------------------------|-----|-----|-----|-----|-----|-----|-----|
| <i>Base (n=)</i>                      | 401 | 400 | 402 | 400 | 401 | 400 | 401 |
| Within a month                        | 8%  | 10% | 7%  | 5%  | 7%  | 9%  | 9%  |
| 2-3 months                            | 10% | 10% | 10% | 11% | 12% | 10% | 11% |
| 4-6 months                            | 17% | 15% | 15% | 14% | 11% | 13% | 13% |
| 7-9 months                            | 15% | 12% | 14% | 11% | 12% | 12% | 11% |
| 10-12 months                          | 8%  | 10% | 12% | 12% | 9%  | 9%  | 10% |
| More than 1 year                      | 14% | 20% | 16% | 21% | 17% | 15% | 21% |
| N/A - will not take this type of trip | 28% | 23% | 26% | 26% | 32% | 32% | 25% |

| Use hotel/resort or other paid accommodations | FL  | GA  | IL  | MI  | NC  | TN  | WI  |
|---|-----|-----|-----|-----|-----|-----|-----|
| <i>Base (n=)</i>                              | 401 | 400 | 402 | 400 | 401 | 400 | 401 |
| Within a month                                | 11% | 12% | 10% | 9%  | 14% | 14% | 13% |
| 2-3 months                                    | 12% | 15% | 14% | 15% | 14% | 14% | 16% |
| 4-6 months                                    | 19% | 19% | 18% | 17% | 17% | 18% | 21% |
| 7-9 months                                    | 14% | 12% | 12% | 12% | 13% | 14% | 11% |
| 10-12 months                                  | 10% | 12% | 11% | 11% | 10% | 9%  | 8%  |
| More than 1 year                              | 14% | 15% | 14% | 15% | 14% | 12% | 16% |
| N/A - will not take this type of trip         | 20% | 15% | 21% | 21% | 18% | 19% | 15% |

| Take an ocean cruise                  | FL  | GA  | IL  | MI  | NC  | TN  | WI  |
|---------------------------------------|-----|-----|-----|-----|-----|-----|-----|
| <i>Base (n=)</i>                      | 401 | 400 | 402 | 400 | 401 | 400 | 401 |
| Within a month                        | 5%  | 7%  | 5%  | 3%  | 3%  | 5%  | 5%  |
| 2-3 months                            | 5%  | 6%  | 4%  | 5%  | 4%  | 3%  | 6%  |
| 4-6 months                            | 9%  | 8%  | 7%  | 7%  | 7%  | 8%  | 5%  |
| 7-9 months                            | 7%  | 9%  | 7%  | 5%  | 8%  | 8%  | 5%  |
| 10-12 months                          | 7%  | 7%  | 10% | 10% | 9%  | 8%  | 6%  |
| More than 1 year                      | 21% | 24% | 17% | 21% | 18% | 20% | 20% |
| N/A - will not take this type of trip | 46% | 39% | 50% | 49% | 51% | 48% | 53% |

| Take a river cruise                   | FL  | GA  | IL  | MI  | NC  | TN  | WI  |
|---------------------------------------|-----|-----|-----|-----|-----|-----|-----|
| <i>Base (n=)</i>                      | 401 | 400 | 402 | 400 | 401 | 400 | 401 |
| Within a month                        | 4%  | 5%  | 3%  | 4%  | 3%  | 5%  | 7%  |
| 2-3 months                            | 6%  | 6%  | 5%  | 5%  | 4%  | 6%  | 5%  |
| 4-6 months                            | 6%  | 9%  | 7%  | 7%  | 8%  | 4%  | 5%  |
| 7-9 months                            | 7%  | 6%  | 9%  | 5%  | 6%  | 9%  | 4%  |
| 10-12 months                          | 7%  | 9%  | 11% | 9%  | 10% | 6%  | 7%  |
| More than 1 year                      | 20% | 21% | 14% | 21% | 17% | 19% | 18% |
| N/A - will not take this type of trip | 50% | 44% | 51% | 49% | 52% | 51% | 54% |

| Take a guided or group tour           | FL  | GA  | IL  | MI  | NC  | TN  | WI  |
|---------------------------------------|-----|-----|-----|-----|-----|-----|-----|
| <i>Base (n=)</i>                      | 401 | 400 | 402 | 400 | 401 | 400 | 401 |
| Within a month                        | 4%  | 7%  | 4%  | 6%  | 3%  | 7%  | 5%  |
| 2-3 months                            | 6%  | 5%  | 5%  | 6%  | 5%  | 6%  | 6%  |
| 4-6 months                            | 10% | 11% | 10% | 9%  | 9%  | 9%  | 10% |
| 7-9 months                            | 8%  | 8%  | 10% | 6%  | 10% | 7%  | 8%  |
| 10-12 months                          | 8%  | 8%  | 10% | 9%  | 9%  | 9%  | 7%  |
| More than 1 year                      | 18% | 24% | 18% | 23% | 18% | 19% | 21% |
| N/A - will not take this type of trip | 46% | 37% | 43% | 41% | 46% | 43% | 43% |

| Take an international trip (land-based) | FL  | GA  | IL  | MI  | NC  | TN  | WI  |
|---|-----|-----|-----|-----|-----|-----|-----|
| <i>Base (n=)</i>                        | 401 | 400 | 402 | 400 | 401 | 400 | 401 |
| Within a month                          | 6%  | 7%  | 4%  | 3%  | 4%  | 5%  | 5%  |
| 2-3 months                              | 3%  | 7%  | 6%  | 5%  | 6%  | 6%  | 5%  |
| 4-6 months                              | 8%  | 9%  | 5%  | 8%  | 7%  | 7%  | 8%  |
| 7-9 months                              | 9%  | 10% | 10% | 9%  | 6%  | 6%  | 7%  |
| 10-12 months                            | 9%  | 8%  | 12% | 9%  | 8%  | 7%  | 7%  |
| More than 1 year                        | 21% | 24% | 21% | 24% | 21% | 21% | 22% |
| N/A - will not take this type of trip   | 44% | 35% | 42% | 42% | 48% | 48% | 46% |

| Take a rail trip                      | FL  | GA  | IL  | MI  | NC  | TN  | WI  |
|---------------------------------------|-----|-----|-----|-----|-----|-----|-----|
| <i>Base (n=)</i>                      | 401 | 400 | 402 | 400 | 401 | 400 | 401 |
| Within a month                        | 4%  | 8%  | 4%  | 3%  | 4%  | 6%  | 5%  |
| 2-3 months                            | 7%  | 6%  | 8%  | 4%  | 5%  | 4%  | 5%  |
| 4-6 months                            | 7%  | 9%  | 8%  | 6%  | 8%  | 9%  | 9%  |
| 7-9 months                            | 6%  | 8%  | 9%  | 9%  | 10% | 8%  | 7%  |
| 10-12 months                          | 9%  | 9%  | 10% | 12% | 10% | 8%  | 8%  |
| More than 1 year                      | 19% | 21% | 13% | 22% | 15% | 16% | 19% |
| N/A - will not take this type of trip | 48% | 39% | 48% | 44% | 48% | 49% | 47% |

| 6. What would need to happen in order for you to feel comfortable traveling? (Select all that apply) |     |     |     |     |     |     |     |
|--|-----|-----|-----|-----|-----|-----|-----|
|  | FL  | GA  | IL  | MI  | NC  | TN  | WI  |
| <i>Base (n=)</i>   | 401 | 400 | 402 | 400 | 401 | 400 | 401 |
| When a vaccine is available for COVID-19   | 48% | 47% | 45% | 49% | 42% | 41% | 48% |
| When the CDC or World Health Org (WHO) says it's safe to travel                                      | 41% | 36% | 33% | 37% | 34% | 31% | 39% |
| Once COVID-19 virus cases start to decrease  | 38% | 34% | 34% | 35% | 40% | 37% | 39% |
| When airlines are deemed to be safer or cleaner  | 30% | 26% | 26% | 25% | 25% | 17% | 27% |
| When the U.S. lifts travel advisories for area(s) I want to travel                                   | 25% | 19% | 26% | 30% | 26% | 23% | 24% |
| When stay-at-home orders are lifted  | 23% | 19% | 30% | 34% | 28% | 23% | 26% |
| If I am able to book travel with no cancellation fees or change restrictions                         | 23% | 17% | 21% | 21% | 19% | 17% | 21% |
| Once I am more financially secure/get funds for travel   | 19% | 20% | 19% | 18% | 20% | 15% | 19% |
| When foreign governments lift travel restrictions  | 16% | 16% | 15% | 12% | 16% | 12% | 14% |
| When I see others flying and it appears safe   | 16% | 16% | 16% | 15% | 15% | 13% | 17% |
| When businesses/attractions begin to open again (e.g., restaurants, museums, etc.)                   | 15% | 19% | 23% | 22% | 21% | 20% | 24% |
| When I see others traveling (other than flying) and it appears safe                                  | 15% | 19% | 17% | 15% | 15% | 16% | 18% |
| Other  | 1%  | 2%  | 2%  | 1%  | 1%  | 2%  | 3%  |
| None, I don't anticipate traveling again   | 7%  | 7%  | 10% | 7%  | 10% | 10% | 8%  |

| 7. Please tell us how much you agree or disagree with each of the following statements: |     |     |     |     |     |     |     |
|---|-----|-----|-----|-----|-----|-----|-----|
| I would like to travel as quickly as possible once restrictions are lifted.             | FL  | GA  | IL  | MI  | NC  | TN  | WI  |
| <i>Base (n=)</i>  | 362 | 369 | 359 | 362 | 359 | 364 | 371 |
| Strongly agree  | 17% | 16% | 17% | 13% | 17% | 16% | 12% |
| Somewhat agree  | 22% | 22% | 16% | 22% | 18% | 21% | 18% |
| Neither agree nor disagree  | 24% | 25% | 30% | 24% | 25% | 27% | 24% |
| Somewhat disagree   | 19% | 18% | 17% | 19% | 19% | 18% | 24% |
| Strongly disagree   | 18% | 19% | 20% | 22% | 21% | 18% | 22% |

| I plan to use CDC guidelines when traveling (social distancing, wear a mask, washing hands, etc.). | FL  | GA  | IL  | MI  | NC  | TN  | WI  |
|--|-----|-----|-----|-----|-----|-----|-----|
| <i>Base (n=)</i>   | 362 | 369 | 359 | 362 | 359 | 364 | 371 |
| Strongly agree   | 47% | 52% | 42% | 45% | 40% | 39% | 41% |
| Somewhat agree   | 29% | 24% | 30% | 26% | 32% | 33% | 31% |
| Neither agree nor disagree   | 16% | 15% | 19% | 18% | 16% | 18% | 17% |
| Somewhat disagree  | 5%  | 5%  | 4%  | 6%  | 7%  | 6%  | 5%  |
| Strongly disagree  | 3%  | 4%  | 5%  | 5%  | 5%  | 4%  | 6%  |

| I will take fewer trips.   | FL  | GA  | IL  | MI  | NC  | TN  | WI  |
|----------------------------|-----|-----|-----|-----|-----|-----|-----|
| <i>Base (n=)</i>           | 362 | 369 | 359 | 362 | 359 | 364 | 371 |
| Strongly agree             | 27% | 29% | 20% | 26% | 26% | 24% | 21% |
| Somewhat agree             | 30% | 31% | 31% | 30% | 30% | 26% | 25% |
| Neither agree nor disagree | 26% | 27% | 32% | 29% | 25% | 29% | 36% |
| Somewhat disagree          | 9%  | 9%  | 11% | 9%  | 12% | 12% | 10% |
| Strongly disagree          | 8%  | 4%  | 6%  | 6%  | 7%  | 9%  | 8%  |

| I will bring cleaning supplies when traveling. | FL  | GA  | IL  | MI  | NC  | TN  | WI  |
|--|-----|-----|-----|-----|-----|-----|-----|
| <i>Base (n=)</i>                               | 362 | 369 | 359 | 362 | 359 | 364 | 371 |
| Strongly agree                                 | 37% | 39% | 31% | 32% | 36% | 30% | 31% |
| Somewhat agree                                 | 30% | 31% | 29% | 32% | 28% | 35% | 29% |
| Neither agree nor disagree                     | 20% | 20% | 23% | 25% | 22% | 19% | 23% |
| Somewhat disagree                              | 5%  | 5%  | 9%  | 6%  | 9%  | 8%  | 10% |
| Strongly disagree                              | 8%  | 5%  | 8%  | 5%  | 5%  | 8%  | 7%  |

| I will use a travel agent more for future travel plans. | FL  | GA  | IL  | MI  | NC  | TN  | WI  |
|---|-----|-----|-----|-----|-----|-----|-----|
| <i>Base (n=)</i>  | 362 | 369 | 359 | 362 | 359 | 364 | 371 |
| Strongly agree  | 12% | 12% | 11% | 10% | 10% | 8%  | 9%  |
| Somewhat agree  | 13% | 16% | 13% | 14% | 17% | 11% | 11% |
| Neither agree nor disagree                              | 30% | 29% | 32% | 29% | 26% | 31% | 31% |
| Somewhat disagree                                       | 17% | 18% | 20% | 17% | 18% | 20% | 19% |
| Strongly disagree                                       | 28% | 25% | 24% | 30% | 29% | 30% | 30% |

| <b>I will travel within the U.S. instead of internationally.</b> | <b>FL</b> | <b>GA</b> | <b>IL</b> | <b>MI</b> | <b>NC</b> | <b>TN</b> | <b>WI</b> |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| <i>Base (n=)</i>   | 362       | 369       | 359       | 362       | 359       | 364       | 371       |
| Strongly agree   | 35%       | 35%       | 33%       | 36%       | 35%       | 38%       | 36%       |
| Somewhat agree   | 27%       | 27%       | 31%       | 31%       | 26%       | 28%       | 24%       |
| Neither agree nor disagree                                       | 24%       | 24%       | 24%       | 23%       | 25%       | 22%       | 26%       |
| Somewhat disagree  | 9%        | 8%        | 7%        | 7%        | 7%        | 9%        | 7%        |
| Strongly disagree  | 5%        | 6%        | 5%        | 3%        | 7%        | 3%        | 7%        |

| <b>I am more likely to get travel insurance as a result of the pandemic.</b> | <b>FL</b> | <b>GA</b> | <b>IL</b> | <b>MI</b> | <b>NC</b> | <b>TN</b> | <b>WI</b> |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| <i>Base (n=)</i>   | 362       | 369       | 359       | 362       | 359       | 364       | 371       |
| Strongly agree   | 17%       | 21%       | 16%       | 20%       | 18%       | 16%       | 18%       |
| Somewhat agree   | 31%       | 26%       | 22%       | 24%       | 19%       | 23%       | 24%       |
| Neither agree nor disagree   | 25%       | 29%       | 34%       | 29%       | 33%       | 30%       | 31%       |
| Somewhat disagree  | 12%       | 14%       | 15%       | 12%       | 13%       | 13%       | 11%       |
| Strongly disagree  | 15%       | 10%       | 13%       | 15%       | 17%       | 18%       | 16%       |

| <b>I will book travel much closer to my departure date.</b> | <b>FL</b> | <b>GA</b> | <b>IL</b> | <b>MI</b> | <b>NC</b> | <b>TN</b> | <b>WI</b> |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| <i>Base (n=)</i>  | 362       | 369       | 359       | 362       | 359       | 364       | 371       |
| Strongly agree  | 19%       | 17%       | 15%       | 15%       | 18%       | 17%       | 15%       |
| Somewhat agree  | 30%       | 33%       | 34%       | 31%       | 30%       | 29%       | 28%       |
| Neither agree nor disagree                                  | 30%       | 35%       | 37%       | 38%       | 35%       | 37%       | 39%       |
| Somewhat disagree   | 13%       | 9%        | 8%        | 10%       | 11%       | 9%        | 11%       |
| Strongly disagree   | 8%        | 6%        | 6%        | 6%        | 6%        | 8%        | 7%        |

| <b>I will avoid destinations with large crowds/festivals/events.</b> | <b>FL</b> | <b>GA</b> | <b>IL</b> | <b>MI</b> | <b>NC</b> | <b>TN</b> | <b>WI</b> |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| <i>Base (n=)</i>   | 362       | 369       | 359       | 362       | 359       | 364       | 371       |
| Strongly agree   | 43%       | 44%       | 33%       | 39%       | 42%       | 35%       | 35%       |
| Somewhat agree   | 30%       | 31%       | 33%       | 31%       | 28%       | 33%       | 34%       |
| Neither agree nor disagree   | 16%       | 14%       | 23%       | 18%       | 18%       | 20%       | 22%       |
| Somewhat disagree  | 6%        | 7%        | 5%        | 8%        | 7%        | 6%        | 4%        |
| Strongly disagree  | 5%        | 4%        | 6%        | 4%        | 5%        | 6%        | 5%        |



| 8. Did you take at least one vacation of 3 or more days during the summer months last year (in 2019), not including the Memorial and Labor Day holiday weekends? |     |     |     |     |     |     |     |
|--|-----|-----|-----|-----|-----|-----|-----|
|  | FL  | GA  | IL  | MI  | NC  | TN  | WI  |
| <i>Base (n=)</i>   | 401 | 400 | 402 | 400 | 401 | 400 | 401 |
| Yes  | 62% | 67% | 65% | 66% | 66% | 61% | 67% |
| No   | 38% | 33% | 35% | 34% | 34% | 39% | 33% |

| 9. Do you plan to take at least one vacation of 3 or more days during the summer months this year in 2020, not including the Memorial and Labor Day holiday weekends? |     |     |     |     |     |     |     |
|---|-----|-----|-----|-----|-----|-----|-----|
|   | FL  | GA  | IL  | MI  | NC  | TN  | WI  |
| <i>Base (n=)</i>  | 401 | 400 | 402 | 400 | 401 | 400 | 401 |
| Yes   | 33% | 33% | 32% | 30% | 37% | 33% | 29% |
| No  | 49% | 43% | 49% | 42% | 46% | 46% | 46% |
| Unsure  | 18% | 24% | 19% | 28% | 17% | 21% | 25% |

| 10. What are you most looking forward to doing once social distancing has been relaxed? (Choose up to three answers) |     |     |     |     |     |     |     |
|--|-----|-----|-----|-----|-----|-----|-----|
|  | FL  | GA  | IL  | MI  | NC  | TN  | WI  |
| <i>Base (n=)</i>   | 401 | 400 | 402 | 400 | 401 | 400 | 401 |
| Getting together with friends/family   | 46% | 43% | 47% | 52% | 50% | 47% | 54% |
| Going to restaurants/bars  | 37% | 38% | 40% | 41% | 47% | 43% | 44% |
| Travel in the US   | 27% | 29% | 22% | 25% | 27% | 29% | 26% |
| Going shopping   | 24% | 26% | 29% | 28% | 28% | 28% | 26% |
| Family reunion   | 18% | 14% | 18% | 14% | 13% | 11% | 14% |
| Exercising/going to the gym  | 18% | 12% | 18% | 15% | 17% | 12% | 14% |
| International travel   | 13% | 12% | 9%  | 8%  | 8%  | 9%  | 8%  |
| Visiting attractions/museums   | 12% | 10% | 10% | 12% | 10% | 11% | 10% |
| Going back to work   | 12% | 15% | 13% | 11% | 8%  | 11% | 7%  |
| Local travel/day trips   | 11% | 15% | 13% | 17% | 14% | 18% | 22% |
| Volunteering   | 8%  | 6%  | 6%  | 7%  | 6%  | 6%  | 6%  |
| Other  | 5%  | 5%  | 3%  | 6%  | 5%  | 6%  | 7%  |

| 11. Do you expect to drive fewer miles annually once the pandemic is over? |     |     |     |     |     |     |     |
|--|-----|-----|-----|-----|-----|-----|-----|
|  | FL  | GA  | IL  | MI  | NC  | TN  | WI  |
| <i>Base (n=)</i>   | 401 | 400 | 402 | 400 | 401 | 400 | 401 |
| Yes, I expect to drive fewer miles annually                                | 39% | 42% | 38% | 39% | 37% | 33% | 30% |
| No, I expect to drive the same or more miles annually                      | 44% | 41% | 45% | 45% | 47% | 49% | 48% |
| Don't know   | 17% | 17% | 17% | 16% | 16% | 18% | 22% |

### Respondent Profile

| Gender           |     |     |     |     |     |     |     |
|------------------|-----|-----|-----|-----|-----|-----|-----|
|                  | FL  | GA  | IL  | MI  | NC  | TN  | WI  |
| <i>Base (n=)</i> | 401 | 400 | 402 | 400 | 401 | 400 | 401 |
| Male             | 48% | 48% | 49% | 49% | 48% | 48% | 49% |
| Female           | 52% | 52% | 51% | 51% | 52% | 52% | 51% |

| Age              |     |     |     |     |     |     |     |
|------------------|-----|-----|-----|-----|-----|-----|-----|
|                  | FL  | GA  | IL  | MI  | NC  | TN  | WI  |
| <i>Base (n=)</i> | 401 | 400 | 402 | 400 | 401 | 400 | 401 |
| 18-34            | 26% | 31% | 30% | 29% | 29% | 29% | 28% |
| 35-44            | 15% | 18% | 17% | 15% | 16% | 16% | 16% |
| 45-54            | 16% | 17% | 16% | 16% | 17% | 17% | 16% |
| 55-64            | 17% | 16% | 17% | 18% | 17% | 17% | 18% |
| 65 or older      | 26% | 18% | 20% | 22% | 21% | 21% | 22% |

### Statistical Statement:

The AAA Consumer Pulse™ Survey was conducted online among residents living in The Auto Club Group territory from May 20 - May 24, 2020. Approximately 400 residents completed the survey in each state. State results asked of all respondents have a maximum margin of error of ± 4.9 percentage points. Responses are weighted by age and gender to ensure reliable and accurate representation of the adult population (18+).