

Background & Methodology

Conducted 5,000 surveys among residents in The Auto Club Group territory

- Fielding took place April 13 – 19, 2022
- Utilized a proprietary online research panel
- Weighted by age and gender within state

Key Measures

- Impact of the COVID-19 Pandemic on Travel Plans and Preferences
- Impact of Inflation and Gas Prices on Travel Plans
- 2022 Summer Travel and Road Trip Plans

1. Approximately, how many vacations, of 3 days or more, did you take last year (2021)?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
None	36%	30%	35%	38%	38%	46%	40%	39%	37%	36%	37%	38%	39%	36%
1	30%	21%	23%	25%	26%	19%	22%	24%	24%	31%	22%	26%	20%	23%
2-3	25%	32%	28%	27%	26%	25%	27%	25%	29%	23%	26%	25%	26%	28%
4-5	5%	11%	7%	5%	6%	7%	7%	7%	5%	7%	8%	7%	9%	8%
More than 5	4%	6%	7%	5%	4%	3%	4%	5%	5%	3%	7%	4%	6%	5%

2. Approximately, how many vacations, of 3 days or more, did you take/plan to take this year (2022)?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
None	35%	32%	37%	38%	39%	46%	38%	38%	39%	32%	35%	41%	35%	37%
1	21%	28%	25%	21%	22%	22%	22%	24%	21%	26%	24%	23%	23%	24%
2-3	30%	22%	22%	25%	26%	20%	24%	26%	22%	26%	25%	23%	27%	23%
4-5	10%	11%	10%	10%	9%	8%	10%	6%	11%	11%	11%	8%	8%	10%
More than 5	4%	7%	6%	6%	4%	4%	6%	6%	7%	5%	5%	5%	7%	6%

3. During which of these 2022 seasons did/do you plan to travel? (Select all that apply) - Asked of respondents traveling in 2022

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	258	264	254	243	246	221	247	250	241	139	261	234	262	3,120
Before Spring: January - March	33%	37%	30%	32%	25%	28%	37%	31%	29%	39%	23%	30%	40%	32%
Spring: Before Memorial Day	32%	37%	38%	42%	33%	39%	36%	32%	39%	36%	41%	34%	34%	37%
Summer: Memorial Day - Labor Day	54%	51%	53%	55%	64%	57%	59%	67%	55%	57%	56%	55%	57%	55%
Fall: After Labor Day - Before Thanksgiving	37%	34%	31%	36%	35%	36%	39%	39%	39%	30%	36%	34%	36%	35%
Holidays: Thanksgiving - New Year's Day	19%	20%	20%	22%	15%	19%	17%	21%	24%	17%	27%	20%	18%	20%
Unsure	2%	2%	3%	2%	5%	4%	4%	2%	1%	4%	3%	4%	4%	3%

4. Why are you not planning to take a Summer vacation (Memorial Day to Labor Day)? (Select all that apply) - Asked of respondents not taking a Summer vacation

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	118	130	119	108	81	94	100	84	107	59	116	102	113	1,331
Prefer to travel at a different time of year	28%	37%	33%	35%	25%	26%	43%	35%	27%	44%	34%	32%	35%	33%
High gas prices	23%	32%	30%	26%	22%	29%	31%	24%	41%	22%	40%	30%	23%	31%
Financial concerns/inflation	23%	24%	24%	25%	33%	23%	22%	19%	30%	15%	17%	27%	22%	24%
Too busy/Unable to take time off work	27%	18%	26%	23%	27%	24%	20%	26%	27%	27%	19%	24%	20%	23%
Concerns related to COVID-19	19%	24%	23%	23%	10%	15%	18%	9%	19%	14%	19%	18%	22%	21%
No interest in traveling	10%	12%	9%	12%	4%	12%	16%	7%	5%	16%	12%	10%	14%	11%
Other	6%	5%	6%	5%	16%	7%	2%	9%	5%	7%	8%	6%	4%	6%

5. Do you plan to take any of these travel types this year? (Select all that apply) - Asked of respondents traveling in 2022

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	258	264	254	243	246	221	247	250	241	139	261	234	262	3,120
Stay in a hotel/resort	52%	59%	60%	61%	67%	60%	66%	68%	54%	67%	63%	65%	63%	60%
Road trip (50 miles or more away from home)	54%	51%	58%	52%	76%	59%	70%	67%	64%	65%	64%	67%	67%	59%
Commercial flight	45%	38%	34%	50%	38%	39%	44%	45%	33%	38%	31%	30%	39%	39%
Go to theme park(s)	22%	34%	31%	27%	21%	28%	22%	21%	24%	19%	29%	30%	23%	28%
Rent a car	26%	27%	27%	31%	24%	23%	25%	25%	21%	16%	21%	25%	25%	25%
Travel Internationally	22%	22%	19%	22%	15%	20%	16%	18%	16%	16%	14%	13%	24%	19%
Ocean or river cruise	17%	25%	21%	18%	12%	14%	11%	14%	20%	17%	19%	18%	14%	19%
None of these	3%	3%	3%	3%	2%	5%	2%	4%	5%	2%	5%	4%	3%	3%

6. Who do you prefer to travel with most?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Partner/Spouse	38%	42%	40%	40%	41%	45%	39%	44%	41%	48%	40%	43%	43%	42%
Family/Kids	27%	30%	33%	26%	28%	22%	27%	27%	27%	25%	28%	29%	24%	28%
Solo	19%	14%	12%	17%	15%	14%	14%	12%	14%	16%	12%	12%	13%	14%
Group of friends	4%	4%	6%	6%	5%	7%	7%	6%	4%	4%	9%	3%	9%	5%
Parents/Siblings	5%	4%	4%	7%	3%	4%	5%	4%	7%	4%	5%	5%	5%	5%
One friend	5%	4%	3%	3%	7%	6%	6%	6%	5%	2%	5%	5%	5%	4%
Other	2%	2%	2%	1%	1%	2%	2%	1%	2%	1%	1%	3%	1%	2%

7. What resources, if any, do you use to plan a trip to a new destination? (Select all that apply)

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Online research	58%	55%	54%	55%	63%	54%	60%	58%	56%	59%	55%	54%	58%	56%
Friends and family recommendations	32%	32%	40%	40%	39%	36%	39%	38%	36%	35%	40%	38%	36%	36%
Social media	22%	22%	25%	25%	16%	22%	17%	14%	21%	15%	20%	21%	19%	21%
Use a travel adviser	13%	18%	20%	15%	11%	18%	13%	13%	15%	14%	13%	15%	17%	16%
Other	4%	3%	2%	3%	4%	2%	3%	3%	3%	3%	1%	1%	1%	3%
Wing it (no research)	8%	7%	8%	8%	9%	14%	10%	13%	9%	10%	9%	10%	11%	9%
Unsure	6%	7%	4%	6%	5%	7%	6%	7%	6%	6%	4%	8%	6%	6%

Summer Travelers
8. Have you already booked your Summer travel plans?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	140	134	135	135	165	127	147	166	134	80	145	132	149	1,789
Yes	52%	60%	51%	53%	50%	54%	38%	46%	61%	50%	45%	50%	45%	53%
No	48%	40%	49%	47%	50%	46%	62%	54%	39%	50%	55%	50%	55%	47%

9. Do you plan to take a road trip (50 miles or more away from home) this Summer?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	140	134	135	135	165	127	147	166	134	80	145	132	149	1,789
Yes	74%	82%	85%	84%	87%	87%	89%	87%	89%	87%	85%	88%	84%	85%
No	15%	6%	10%	8%	6%	5%	6%	9%	4%	12%	8%	9%	13%	8%
Unsure	11%	12%	5%	8%	7%	8%	5%	4%	7%	1%	7%	3%	3%	7%

10. What type of vacation(s) do you plan to take this Summer? (Select all that apply)														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	140	134	135	135	165	127	147	166	134	80	145	132	149	1,789
Beach destination	30%	42%	53%	31%	22%	36%	20%	22%	61%	16%	52%	41%	24%	39%
City/major metro destination	30%	26%	20%	30%	43%	28%	31%	34%	26%	34%	25%	26%	23%	27%
National/state park	36%	18%	27%	24%	34%	35%	42%	36%	23%	31%	24%	24%	31%	27%
Theme Park	19%	27%	34%	32%	17%	30%	21%	16%	27%	12%	26%	25%	21%	26%
Lake destination	25%	20%	18%	26%	27%	30%	42%	23%	13%	31%	16%	23%	32%	23%
Resort vacation (all-inclusive/multi-amenity hotels)	15%	14%	25%	20%	10%	13%	10%	16%	15%	11%	24%	19%	13%	16%
Land tour	16%	15%	12%	18%	20%	13%	13%	15%	14%	22%	8%	13%	11%	14%
International travel	20%	19%	11%	14%	9%	14%	6%	11%	14%	13%	11%	11%	13%	14%
Ocean/large cruise	10%	16%	20%	9%	7%	9%	6%	2%	14%	1%	13%	15%	8%	12%
River cruise	7%	11%	11%	10%	3%	8%	7%	3%	8%	5%	9%	10%	8%	9%
Guided tour	5%	9%	9%	11%	5%	7%	3%	4%	5%	7%	5%	7%	3%	7%
None of these	7%	7%	6%	8%	5%	10%	9%	8%	6%	7%	9%	5%	9%	7%
Don't know	5%	4%	3%	4%	6%	6%	3%	4%	4%	3%	3%	5%	4%	4%

11. Which of these do you plan to use during your Summer vacation(s)? (Select all that apply)														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	140	134	135	135	165	127	147	166	134	80	145	132	149	1,789
Stay in a hotel/resort	54%	56%	50%	58%	69%	48%	61%	61%	52%	68%	56%	57%	60%	56%
Use own vehicle for road trip	51%	46%	47%	47%	62%	61%	68%	61%	58%	55%	62%	56%	58%	54%
Take a commercial flight	45%	35%	31%	38%	29%	29%	33%	38%	22%	23%	28%	24%	27%	32%
Rent a car	26%	28%	29%	34%	21%	26%	26%	22%	21%	16%	20%	24%	20%	26%
Rent a house/villa/room	19%	21%	24%	18%	25%	23%	24%	15%	28%	20%	24%	31%	25%	23%
Cruise	12%	19%	18%	16%	6%	15%	8%	3%	15%	9%	10%	11%	9%	14%
Travel in an RV	6%	9%	15%	10%	4%	12%	10%	4%	11%	3%	8%	9%	8%	10%
Rail	5%	5%	8%	10%	4%	3%	5%	3%	8%	6%	5%	4%	6%	6%
None of these	2%	2%	1%	0%	3%	2%	1%	2%	4%	2%	3%	0%	1%	2%

12. Where do you plan to go on your Summer vacation(s)? (Select all that apply)														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	140	134	135	135	165	127	147	166	134	80	145	132	149	1,789
Continental U.S. (excluding Alaska and Hawaii)	78%	60%	57%	63%	80%	67%	76%	79%	64%	74%	71%	69%	67%	66%
Europe	11%	15%	8%	12%	6%	7%	4%	6%	12%	8%	5%	5%	12%	10%
Hawaii	8%	12%	16%	13%	2%	10%	4%	5%	7%	7%	11%	10%	4%	10%
Caribbean	6%	14%	11%	10%	3%	8%	5%	2%	4%	0%	10%	9%	4%	9%
Canada	6%	6%	9%	15%	6%	8%	7%	3%	4%	6%	4%	2%	5%	7%
Alaska	1%	3%	7%	6%	7%	6%	5%	0%	4%	6%	2%	3%	6%	4%
Central America	4%	3%	5%	3%	3%	5%	5%	3%	4%	4%	4%	3%	5%	4%
South America	4%	4%	4%	4%	1%	9%	1%	2%	5%	6%	3%	1%	2%	4%
Asia	4%	4%	7%	7%	1%	3%	0%	1%	4%	6%	1%	2%	3%	4%
South Pacific	1%	2%	6%	3%	0%	2%	0%	2%	2%	0%	0%	2%	2%	2%
Africa	2%	3%	3%	2%	2%	4%	1%	0.5%	2%	1%	1%	1%	1%	2%
Other	6%	3%	7%	12%	10%	5%	8%	9%	10%	6%	8%	6%	5%	7%
Don't know	2%	5%	5%	3%	2%	6%	6%	5%	10%	2%	5%	8%	7%	5%

All Respondents

13. Do you agree or disagree with following statements regarding the COVID-19 pandemic? - % Agree														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
I am eager to reconnect with family and friends.	85%	88%	87%	89%	87%	87%	87%	86%	89%	85%	91%	88%	86%	88%
I am eager to return to a sense of normalcy regarding travel.	88%	87%	86%	87%	92%	88%	90%	90%	88%	86%	92%	86%	89%	88%
I am eager to explore new travel destinations.	82%	80%	81%	81%	84%	77%	82%	81%	79%	81%	82%	80%	84%	81%
I am tired of being at home.	69%	77%	71%	76%	81%	76%	73%	71%	71%	72%	80%	74%	76%	75%
I have already resumed my normal travel habits.	66%	70%	64%	61%	70%	59%	61%	67%	63%	68%	68%	65%	63%	65%
I did not change any travel habits due to the pandemic.	44%	45%	39%	44%	43%	43%	39%	44%	45%	47%	47%	42%	43%	43%

14. Overall, do you currently feel comfortable or uncomfortable doing each of the following? - % Comfortable														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Traveling	80%	85%	82%	72%	81%	72%	77%	81%	78%	86%	83%	74%	82%	79%
Taking a commercial flight	70%	69%	65%	66%	66%	60%	67%	68%	58%	73%	61%	60%	68%	65%
Taking an ocean or river cruise	52%	59%	57%	50%	46%	50%	46%	49%	52%	51%	56%	51%	45%	53%
Traveling Internationally	54%	52%	49%	44%	44%	44%	45%	41%	48%	49%	46%	43%	45%	48%

15. Why do you currently feel comfortable traveling? (Select all that apply) - Asked of respondents comfortable traveling														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	321	334	324	288	327	290	307	328	309	170	334	299	329	3,960
Received COVID-19 vaccination	45%	50%	46%	48%	49%	49%	55%	50%	51%	44%	40%	43%	50%	48%
More confident in safety measures being implemented (e.g., wearing masks, sanitizing)	27%	29%	35%	34%	29%	29%	27%	26%	31%	19%	32%	29%	29%	30%
I believe the risk for contracting COVID-19 is the same wherever I go	23%	29%	24%	24%	37%	29%	38%	32%	28%	31%	36%	36%	29%	29%
Reports that COVID-19 cases and deaths are declining	26%	25%	33%	32%	30%	28%	34%	30%	31%	23%	33%	22%	31%	29%
Less afraid about the dangers of the virus	30%	24%	23%	26%	38%	32%	32%	35%	30%	29%	35%	31%	30%	28%
More knowledgeable about how the virus spreads	22%	23%	27%	26%	27%	26%	22%	21%	25%	24%	30%	26%	21%	25%
More confident in medical treatment and outcomes	18%	24%	25%	24%	25%	22%	20%	24%	25%	17%	21%	22%	24%	23%
More confident after having taken a trip and didn't contract the virus	17%	20%	23%	21%	21%	18%	21%	19%	23%	19%	16%	18%	22%	20%
Quarantine fatigue/want to get out of the house	15%	14%	14%	20%	18%	18%	17%	14%	17%	17%	16%	18%	23%	17%
Previously contracted the virus and believe I am immune	11%	13%	11%	17%	13%	16%	14%	16%	10%	14%	13%	12%	12%	13%
Travel insurance gives me confidence	9%	10%	11%	10%	5%	7%	6%	6%	10%	4%	7%	9%	13%	9%
Other	3%	3%	2%	2%	7%	4%	5%	4%	3%	5%	2%	3%	5%	3%

16. Why do you currently feel uncomfortable traveling? (Select all that apply) - Asked of respondents uncomfortable traveling														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	79	66	76	112	73	110	93	72	91	30	66	101	71	1,040
Concerned about being in crowds of people	53%	60%	53%	59%	55%	61%	72%	60%	55%	45%	61%	64%	61%	59%
Concerned about new strains of COVID-19	40%	57%	50%	64%	56%	61%	60%	47%	62%	38%	56%	62%	60%	58%
Concerned about contracting/spreading COVID-19	44%	51%	46%	64%	49%	51%	58%	51%	64%	37%	57%	57%	59%	55%
Not confident that safety measures are being properly implemented (e.g. wearing masks, sanitizing)	35%	42%	38%	51%	53%	40%	42%	48%	49%	37%	48%	31%	47%	43%
Concerned about the number of COVID-19 cases	33%	41%	31%	49%	38%	38%	45%	43%	38%	28%	43%	41%	27%	40%
Concerned about finances	44%	25%	22%	28%	32%	34%	29%	36%	31%	18%	35%	31%	29%	30%
Concerned about other health issues (non-COVID-19 related)	18%	16%	20%	30%	18%	22%	19%	24%	26%	23%	30%	24%	17%	22%
More informed about the effects of COVID-19	10%	10%	15%	17%	17%	17%	15%	19%	21%	10%	10%	19%	11%	15%
Other	9%	1%	6%	1%	5%	6%	10%	8%	1%	16%	4%	2%	4%	4%

17. Do you feel more or less comfortable traveling now than <u>three months ago</u> ?														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
More comfortable traveling now than three months ago	50%	47%	53%	47%	35%	37%	37%	35%	46%	44%	40%	39%	43%	44%
Less comfortable traveling now than three months ago	8%	8%	12%	9%	7%	9%	6%	5%	9%	3%	8%	10%	8%	9%
No difference	42%	45%	35%	44%	58%	54%	57%	60%	45%	53%	52%	51%	49%	47%

18. Do you feel more or less comfortable traveling now than <u>a year ago</u> ?														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
More comfortable traveling now than a year ago	60%	59%	63%	59%	53%	51%	53%	49%	56%	53%	55%	51%	58%	57%
Less comfortable traveling now than a year ago	9%	11%	13%	9%	6%	10%	7%	8%	14%	6%	9%	12%	8%	10%
No difference	31%	30%	24%	32%	41%	39%	40%	43%	30%	41%	36%	37%	34%	33%

19. How, if at all, does the decline of COVID cases affect your willingness to travel?														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
I am <u>more willing</u> to travel when COVID cases are declining	54%	54%	56%	49%	43%	48%	45%	46%	54%	40%	47%	44%	49%	51%
No difference – I <u>plan to travel</u> this year, <u>regardless of COVID cases</u>	28%	29%	24%	31%	36%	28%	35%	37%	27%	49%	35%	35%	33%	30%
No difference – I'm <u>unwilling to travel</u> this year, <u>because of the pandemic</u>	8%	7%	8%	9%	7%	10%	8%	8%	8%	4%	9%	10%	9%	8%
Not applicable – I <u>will not travel</u> this year, <u>regardless of the pandemic</u>	10%	10%	12%	11%	14%	14%	12%	9%	11%	7%	9%	11%	9%	11%

20. Are you finding it challenging to understand the COVID-related requirements for international travel?														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Yes	46%	44%	38%	44%	34%	32%	36%	36%	34%	39%	36%	38%	41%	39%
No	54%	56%	62%	56%	66%	68%	64%	64%	66%	61%	64%	62%	59%	61%

21. How does the challenge of understanding COVID-related requirements impact your international travel intentions? (Select all that apply) - Asked of respondents finding it challenging to understand international travel requirements														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	183	174	151	178	133	129	146	146	130	89	142	154	167	1,922
I am waiting to plan travel	28%	25%	32%	41%	29%	31%	28%	26%	34%	32%	33%	28%	38%	31%
I am spending more time researching travel	28%	20%	29%	31%	28%	31%	22%	28%	37%	26%	28%	28%	29%	27%
I am more stressed about whether I'll encounter issues entering countries	23%	24%	23%	33%	34%	29%	32%	35%	25%	19%	27%	24%	23%	26%
I changed plans from international travel to domestic travel	15%	24%	21%	17%	21%	18%	23%	18%	22%	13%	23%	20%	15%	20%
I am choosing to travel to countries that have fewer restrictions	19%	21%	18%	17%	19%	19%	20%	18%	20%	20%	14%	12%	17%	18%
I am working with a travel advisor	12%	9%	10%	17%	8%	15%	11%	6%	11%	6%	10%	15%	6%	11%
Other	2%	6%	4%	3%	8%	9%	10%	9%	4%	7%	5%	10%	4%	6%

22. How, if at all, has your perspective on the value of working with a travel agent changed since the pandemic began?														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
I value travel agents <u>more</u> than before the pandemic	32%	30%	34%	36%	17%	24%	19%	21%	25%	22%	23%	22%	27%	28%
My opinion has <u>not changed</u>	66%	68%	63%	61%	81%	72%	80%	77%	72%	73%	73%	73%	70%	69%
I value travel agents <u>less</u> than before the pandemic	2%	2%	3%	3%	2%	4%	1%	2%	3%	5%	4%	5%	3%	3%

23. Are you now more likely to purchase travel insurance than before the pandemic began?														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Yes	48%	50%	53%	50%	35%	40%	43%	37%	47%	45%	42%	40%	46%	46%
No	52%	50%	47%	50%	65%	60%	57%	63%	53%	55%	58%	60%	54%	54%

24. How informed do you feel you are about the benefits of having travel insurance?														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Very well informed	34%	41%	36%	33%	22%	24%	23%	20%	29%	30%	33%	29%	26%	32%
Somewhat informed	44%	41%	43%	46%	51%	50%	52%	54%	48%	47%	45%	46%	56%	46%
Not at all informed	22%	18%	21%	21%	27%	26%	25%	26%	23%	23%	22%	25%	18%	22%

25. Are you aware that travel insurance offers financial benefits for each of the following unexpected issues when flying? - % Yes														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Lost luggage	63%	67%	57%	67%	57%	60%	66%	58%	58%	66%	66%	59%	66%	63%
Flight cancellations	61%	67%	58%	66%	63%	61%	68%	61%	58%	68%	66%	61%	65%	63%
Flight delays of as little as 3 hours	47%	49%	48%	48%	35%	47%	44%	38%	42%	51%	48%	45%	46%	46%

26. How, if at all, has the Russia-Ukraine conflict impacted your willingness to travel to Europe?														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
No impact - I am still willing to travel to Europe	25%	26%	22%	24%	19%	16%	19%	17%	17%	17%	21%	18%	20%	21%
I am less likely to travel to Europe	28%	22%	25%	23%	22%	19%	24%	23%	24%	24%	22%	20%	24%	23%
I will not travel to Europe until the Russia-Ukraine conflict is resolved	18%	20%	21%	20%	18%	17%	18%	19%	20%	16%	15%	23%	21%	19%
No impact - I was not interested in traveling to Europe before the Russia-Ukraine conflict	29%	32%	32%	33%	41%	48%	39%	41%	39%	43%	42%	39%	35%	37%

27. How, if at all, has the Russia-Ukraine conflict impacted your current travel plans? (Select all that apply) - Asked of respondents willing or less likely to travel to Europe														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	214	190	175	184	157	140	165	160	161	86	174	154	172	2,132
I am more likely to purchase travel insurance	41%	31%	33%	33%	19%	31%	33%	19%	34%	32%	25%	30%	29%	32%
I will closely monitor news reports about the conflict before/during travel	24%	29%	30%	33%	35%	26%	29%	33%	23%	29%	28%	29%	37%	29%
I am more likely to use a travel agent	14%	20%	21%	22%	15%	22%	16%	9%	21%	12%	12%	17%	18%	19%
I am more likely to use a licensed travel/tour provider	6%	6%	10%	9%	7%	6%	9%	3%	8%	5%	6%	10%	9%	8%
Other	2%	1%	0.4%	1%	0.4%	1%	0%	0%	1%	2%	0%	0.4%	0%	1%
No impact - I have not changed or adjusted travel plans	22%	18%	19%	19%	26%	20%	19%	31%	20%	18%	32%	23%	22%	21%
Not applicable - I do not have any travel plans	9%	10%	10%	9%	17%	18%	18%	17%	12%	15%	13%	14%	15%	12%

28. How, if at all, has inflation impacted your travel plans? (Select all that apply)

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
<i>Base (n=)</i>	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
I will take road trips instead of flying	23%	26%	30%	27%	33%	28%	26%	26%	31%	27%	32%	29%	28%	28%
I will choose more affordable destinations (e.g., domestic instead of international)	28%	25%	30%	27%	33%	27%	31%	27%	27%	30%	25%	32%	28%	28%
I will stay in more affordable accommodations (e.g., cheaper hotel, sharing a rental with others)	26%	26%	25%	25%	30%	20%	28%	30%	21%	24%	24%	24%	26%	25%
I am planning further ahead	23%	20%	27%	23%	26%	23%	21%	21%	24%	28%	23%	22%	21%	23%
I will book shorter trips	18%	18%	18%	21%	16%	15%	18%	14%	17%	12%	15%	19%	13%	17%
I am prepaying for travel	11%	13%	12%	14%	7%	9%	9%	10%	11%	9%	10%	10%	10%	11%
I will book all-inclusive travel options (e.g., all-inclusive resorts or cruising)	8%	9%	12%	11%	7%	10%	8%	7%	9%	13%	8%	10%	8%	9%
Other	2%	2%	1%	1%	2%	3%	2%	3%	1%	2%	2%	3%	1%	2%
None, inflation has not impacted my travel plans	22%	26%	20%	24%	24%	29%	28%	26%	25%	22%	24%	23%	29%	25%

29. What, if anything, will you give up in order to afford traveling in 2022? - Asked of respondents traveling in 2022

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
<i>Base (n=)</i>	258	264	254	243	246	221	247	250	241	139	261	234	262	3,120
Dining out	28%	30%	30%	29%	32%	29%	27%	29%	32%	34%	23%	34%	30%	30%
Pampering	27%	22%	27%	26%	33%	27%	28%	29%	30%	29%	28%	31%	27%	27%
Entertainment/Sporting	26%	21%	24%	22%	26%	20%	22%	20%	22%	21%	17%	26%	29%	23%
Tech/Gadgets	23%	20%	17%	23%	26%	20%	20%	22%	18%	20%	19%	22%	23%	21%
Home improvements	24%	18%	21%	23%	18%	22%	20%	20%	18%	14%	20%	22%	19%	20%
Monthly memberships/Subscriptions	22%	17%	17%	20%	23%	22%	19%	21%	17%	24%	20%	21%	18%	19%
Clothing	17%	19%	18%	18%	23%	17%	22%	17%	18%	20%	16%	21%	16%	18%
Other	1%	0.3%	0.0%	0.2%	0.5%	1%	0.3%	1%	0.3%	0.0%	1%	1%	0.3%	0.4%
Nothing, will not give up anything in order to travel this year	24%	32%	28%	34%	29%	33%	35%	35%	33%	32%	35%	28%	34%	32%

30. When, if at all, do you plan to take a cruise (ocean or river)? (Select all that apply)

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
<i>Base (n=)</i>	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
I plan to take a cruise this year (2022)	21%	23%	19%	17%	7%	11%	8%	7%	15%	10%	15%	13%	13%	16%
I plan to take a cruise next year (2023)	12%	21%	22%	16%	9%	11%	13%	13%	20%	10%	17%	15%	15%	17%
I plan to take a cruise in 2024 or later	12%	9%	12%	9%	12%	11%	9%	9%	10%	8%	10%	10%	10%	10%
I am interested in cruising but have not made any plans	27%	20%	21%	23%	27%	26%	32%	31%	22%	28%	29%	24%	24%	24%
Never, I have no interest in cruising	33%	33%	31%	40%	47%	46%	40%	43%	39%	44%	33%	41%	43%	38%

31. What type of cruise are you most interested in taking? - Asked of respondents interested or planning to take a cruise

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
<i>Base (n=)</i>	269	266	274	238	213	219	235	227	232	118	265	236	225	3,017
Ocean cruise	60%	65%	64%	60%	61%	53%	47%	59%	64%	65%	57%	58%	48%	60%
River cruise	14%	15%	14%	19%	18%	18%	18%	17%	18%	18%	17%	17%	23%	17%
Both ocean and river cruise	26%	20%	22%	21%	21%	29%	35%	24%	18%	17%	26%	25%	29%	23%

32. Why are you waiting to take a cruise? (Select all that apply) - Asked of respondents interested in cruising or planning to cruise in 2023 or later

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	197	192	214	184	195	187	211	205	187	81	219	189	186	2,447
Saving money for travel	34%	34%	36%	31%	40%	40%	39%	42%	35%	32%	33%	28%	34%	35%
Financial reasons/inflation	37%	24%	29%	30%	42%	32%	36%	41%	35%	34%	35%	32%	26%	31%
Concerned about catching COVID-19/getting sick	25%	25%	22%	31%	20%	24%	24%	21%	25%	17%	19%	27%	27%	25%
Don't want to be in crowds	13%	19%	19%	23%	18%	24%	21%	13%	26%	14%	14%	21%	18%	20%
Unsure if cruises will get canceled/don't want to reschedule	21%	18%	17%	17%	15%	16%	23%	18%	19%	18%	13%	17%	16%	18%
Concerned about International unrest/conflicts	10%	13%	19%	22%	11%	15%	16%	16%	21%	15%	13%	11%	16%	16%
Unable to take time off work/Too busy for vacation	13%	11%	14%	15%	18%	20%	12%	15%	14%	15%	15%	14%	15%	14%
My preferred cruise line has not resumed bookings	7%	8%	9%	8%	6%	6%	4%	2%	10%	6%	4%	6%	6%	7%
Other	6%	8%	4%	9%	5%	8%	8%	8%	6%	6%	8%	10%	10%	8%

33. How, if at all, have your travel habits changed due to the increase in gas prices? (Select all that apply)

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
None, my travel habits have not changed due to high gas prices	31%	32%	26%	33%	31%	33%	34%	37%	28%	36%	35%	30%	35%	31%
I take fewer trips	29%	24%	30%	31%	33%	31%	29%	31%	33%	27%	30%	31%	29%	29%
I travel closer to home	22%	24%	25%	24%	27%	30%	26%	23%	32%	21%	24%	28%	25%	26%
I take shorter trips	20%	23%	26%	21%	25%	26%	20%	19%	22%	19%	20%	24%	21%	23%
I will budget more for gasoline and spend less on other aspects of my trip	20%	16%	19%	20%	25%	20%	22%	22%	18%	18%	21%	23%	18%	19%
I will stay at a less expensive hotel	17%	18%	16%	15%	22%	18%	18%	18%	13%	14%	16%	15%	16%	16%
I will dine out less often while traveling	16%	13%	18%	17%	17%	14%	15%	16%	16%	17%	16%	19%	17%	16%
I will drive my most fuel efficient vehicle	16%	13%	15%	10%	13%	12%	13%	14%	16%	12%	11%	16%	16%	14%
I will see if flying is more affordable than driving	14%	11%	13%	15%	12%	9%	12%	12%	10%	9%	8%	11%	13%	11%
I am more likely to purchase travel insurance	8%	11%	13%	9%	8%	9%	8%	7%	10%	8%	7%	6%	8%	9%
I am more interested in all-inclusive options (e.g., resorts/cruising)	8%	7%	9%	10%	8%	8%	6%	8%	10%	6%	7%	9%	8%	8%
I am more likely to use a travel agent	10%	8%	8%	9%	4%	9%	5%	3%	9%	4%	7%	9%	7%	8%
I have shifted international travel plans to domestic plans	9%	8%	7%	5%	3%	7%	6%	6%	6%	7%	5%	5%	4%	6%
Other	1%	0.4%	2%	1%	1%	1%	1%	2%	0.4%	2%	0.4%	3%	0.4%	1%

2022 Road Trip Travelers

34. Are you behind on your vehicle maintenance/vehicle system checks (e.g., tire rotation, alignment, vehicle safety checks, oil/fluid changes, etc.)?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	159	166	175	157	205	157	190	196	178	103	193	182	196	2,257
Yes	21%	22%	26%	23%	14%	28%	12%	14%	18%	25%	21%	21%	19%	21%
No	76%	76%	71%	72%	84%	69%	83%	84%	78%	75%	76%	76%	80%	76%
Unsure	3%	2%	3%	5%	2%	3%	5%	2%	4%	0%	3%	3%	1%	3%

35. Why have you not gotten a vehicle maintenance/vehicle system check? (Select all that apply) - Asked of respondents behind of vehicle maintenance/Vehicle systems checks

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	33	35	44	36	26	44	24	28	31	40	41	35	35	452
Saving money/Couldn't afford maintenance costs	45%	28%	49%	48%	45%	56%	44%	48%	31%	51%	32%	33%	16%	39%
Waiting until I travel	22%	28%	34%	26%	32%	31%	21%	13%	19%	16%	31%	16%	26%	27%
Wasn't driving as much	21%	27%	26%	25%	28%	31%	18%	26%	23%	19%	30%	30%	25%	26%
Forgot/Didn't think about it	19%	19%	17%	20%	14%	23%	14%	17%	23%	31%	28%	28%	25%	21%
Didn't have the time	10%	15%	19%	24%	24%	20%	31%	37%	24%	20%	15%	35%	15%	20%
Wanted to avoid in-person interactions	9%	24%	14%	20%	10%	15%	8%	12%	23%	16%	10%	21%	15%	18%
Other	3%	0%	3%	3%	2%	3%	0%	0%	3%	0%	3%	3%	3%	2%

36. Which, if any, of the following do you plan to do to your vehicle before taking your road trip(s)? (Select all that apply)

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	159	166	175	157	205	157	190	196	178	103	193	182	196	2,257
Get routine maintenance/vehicle systems check (e.g., tire rotation, alignment, vehicle safety checks, oil/fluid changes, etc.)	78%	72%	70%	75%	75%	72%	72%	76%	68%	76%	75%	74%	76%	73%
Check tire pressure	64%	59%	65%	59%	66%	67%	69%	69%	64%	58%	66%	65%	74%	64%
Have vehicle checked for non-maintenance issues	28%	34%	38%	34%	29%	37%	26%	36%	35%	30%	32%	39%	31%	34%
Put an emergency kit in vehicle	43%	29%	40%	39%	33%	35%	33%	36%	26%	34%	31%	41%	34%	34%
Other	3%	1%	0%	0%	3%	0%	3%	2%	0%	1%	3%	2%	1%	1%
None of these, do not plan to do anything to vehicle before taking a road trip	6%	14%	7%	6%	9%	12%	11%	6%	9%	8%	7%	6%	7%	9%

Respondent Profile

Gender														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Male	50%	48%	48%	48%	49%	49%	49%	49%	48%	51%	48%	48%	49%	49%
Female	50%	52%	52%	52%	51%	51%	51%	51%	52%	49%	52%	52%	51%	51%

Age Range														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
18-34	32%	26%	31%	30%	29%	29%	29%	30%	29%	34%	28%	29%	28%	29%
35-44	18%	15%	17%	17%	16%	15%	17%	17%	16%	16%	16%	16%	16%	16%
45-54	15%	16%	17%	16%	15%	16%	16%	15%	17%	13%	16%	16%	16%	16%
55-64	16%	17%	16%	17%	17%	18%	17%	17%	17%	16%	17%	17%	18%	17%
65 or older	19%	26%	19%	20%	23%	22%	21%	21%	21%	21%	23%	22%	22%	22%

Statistical Statement:

The AAA Consumer Pulse™ Survey was conducted online among residents living in The Auto Club Group territory from April 13 – 19, 2022. A total of 5,000 residents completed the survey. Survey results asked of all respondents have a maximum margin of error of ± 1.4% points. For individual states (except ND), the maximum margin of error is ± 4.9% points. Responses are weighted by age and gender within state to ensure reliable and accurate representation of the adult population (18+).