

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

- Fielding took place January 15 – 24, 2021
- 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
- Q1 (January - March) Travel Plans

1. Approximately, how many vacations, of 3 days or more, did you take last year (2020)?

	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	39%	38%	37%	45%	47%	40%	38%	45%	48%	40%	43%	49%	45%	42%
1	25%	22%	21%	22%	20%	25%	29%	24%	22%	19%	23%	19%	24%	23%
2-3	25%	27%	28%	21%	26%	22%	18%	18%	19%	26%	23%	23%	22%	23%
4-5	4%	8%	9%	6%	3%	7%	8%	7%	8%	8%	6%	5%	6%	7%
More than 5	7%	5%	5%	6%	4%	6%	7%	6%	3%	7%	5%	4%	3%	5%

2. Approximately, how many vacations, of 3 days or more, did you take/plan to take this 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	42%	37%	41%	43%	49%	43%	45%	43%	46%	44%	42%	51%	47%	43%
1	18%	17%	16%	20%	18%	19%	21%	20%	19%	20%	20%	16%	18%	18%
2-3	23%	28%	27%	23%	22%	23%	23%	24%	22%	22%	25%	22%	23%	25%
4-5	7%	11%	9%	7%	7%	9%	6%	7%	7%	6%	8%	6%	8%	8%
More than 5	10%	7%	7%	7%	4%	6%	5%	6%	6%	8%	5%	5%	4%	6%

3. Are you concerned about contracting COVID-19?

	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	71%	72%	74%	78%	70%	72%	70%	67%	75%	62%	76%	71%	73%	73%
No	29%	28%	26%	22%	30%	28%	30%	33%	25%	38%	24%	29%	27%	27%

4. Which of the following best describes how the COVID-19 pandemic affected your 2020 travel plans? (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
I canceled 2020 travel plans and did not reschedule	41%	42%	40%	42%	40%	43%	40%	46%	41%	41%	39%	39%	44%	41%
I rescheduled 2020 travel plans for 2021	23%	22%	23%	22%	16%	21%	21%	17%	20%	13%	19%	19%	19%	21%
I rescheduled 2020 travel plans for 2022 or later	7%	10%	8%	6%	6%	8%	6%	4%	7%	3%	6%	5%	7%	7%
I did not alter any 2020 travel plans due to the pandemic	11%	12%	14%	10%	17%	13%	16%	15%	12%	21%	17%	15%	13%	13%
I did not have any travel plans for 2020	24%	20%	21%	26%	25%	21%	23%	22%	25%	26%	23%	26%	22%	23%

5. Which of the following best describes how the COVID-19 pandemic has affected your 2021 travel plans? (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
I canceled/plan to cancel 2021 travel plans and not reschedule	11%	14%	14%	15%	10%	13%	9%	10%	15%	8%	10%	14%	10%	13%
I rescheduled/plan to reschedule 2021 travel plans for later in the year	28%	27%	30%	24%	21%	25%	25%	26%	24%	15%	25%	23%	26%	26%
I rescheduled/plan to reschedule 2021 travel plans for 2022 or later	10%	12%	8%	9%	8%	8%	8%	4%	8%	7%	8%	6%	9%	9%
I did not/do not plan to alter any 2021 travel plans due to the pandemic	20%	21%	21%	20%	24%	23%	26%	32%	24%	29%	25%	20%	21%	22%
I do not have any travel plans for 2021	34%	32%	31%	36%	39%	34%	36%	32%	32%	41%	34%	38%	35%	34%

6. Overall, do you feel comfortable or uncomfortable traveling during the pandemic?														
	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
Comfortable	39%	40%	40%	33%	43%	38%	42%	45%	36%	50%	41%	41%	40%	39%
Uncomfortable	61%	60%	60%	67%	57%	62%	58%	55%	64%	50%	59%	59%	60%	61%

7. Do you feel comfortable or uncomfortable doing each of the following during the pandemic?														
	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
Using own vehicle for road trip	84%	83%	81%	78%	87%	80%	90%	90%	82%	92%	89%	88%	88%	84%
Camping	73%	60%	60%	56%	67%	65%	70%	73%	60%	76%	64%	66%	68%	63%
Traveling in an RV	69%	65%	59%	57%	69%	61%	68%	71%	56%	76%	61%	64%	62%	63%
Renting a car	53%	47%	50%	43%	50%	47%	54%	56%	40%	56%	49%	52%	50%	48%
Renting a house/villa	51%	47%	51%	47%	46%	41%	49%	53%	44%	56%	45%	52%	47%	47%
Staying in a hotel/resort	47%	49%	52%	40%	49%	45%	47%	54%	40%	50%	50%	52%	48%	47%
Taking a commercial flight	32%	32%	34%	26%	32%	27%	32%	34%	23%	40%	25%	29%	31%	29%

8. What would need to happen in order for you to feel more comfortable traveling? (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
Once I receive both COVID-19 vaccine doses	44%	42%	38%	45%	44%	44%	50%	46%	40%	39%	38%	35%	44%	42%
Once COVID-19 virus cases start to decrease	40%	40%	34%	41%	40%	36%	35%	39%	45%	31%	38%	38%	40%	39%
When the CDC or World Health Org (WHO) says it's safe to travel	33%	26%	30%	33%	37%	32%	33%	32%	32%	26%	28%	26%	33%	30%
When travel advisories are lifted for area(s) I want to travel	28%	20%	24%	26%	24%	23%	24%	24%	24%	26%	23%	19%	22%	23%
When businesses/attractions reopen/resume normal operations (e.g., restaurants, museums, etc.)	22%	19%	19%	25%	19%	26%	23%	21%	21%	21%	21%	19%	21%	21%
Once I am more financially secure/get funds for travel	19%	18%	19%	18%	26%	16%	21%	21%	23%	21%	20%	16%	18%	19%
When foreign governments lift travel restrictions	15%	16%	15%	14%	13%	13%	12%	10%	10%	10%	10%	11%	10%	13%
Once I receive the first dose of the COVID-19 vaccine	11%	15%	14%	12%	11%	13%	13%	10%	11%	11%	11%	12%	11%	13%
Other	2%	2%	1%	1%	2%	1%	2%	1%	1%	4%	2%	1%	2%	1%
None, I don't anticipate traveling again	4%	6%	6%	5%	4%	6%	4%	4%	8%	4%	6%	7%	5%	6%
None, I already feel safe traveling	12%	11%	13%	11%	15%	12%	14%	16%	11%	16%	15%	14%	14%	13%

9. How has your comfort level while traveling changed in the past few months compared to when 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
More comfortable traveling now	19%	22%	26%	24%	19%	21%	19%	18%	18%	21%	20%	19%	19%	21%
Less comfortable traveling now	39%	36%	35%	37%	35%	28%	32%	32%	42%	31%	42%	34%	36%	36%
No difference	42%	42%	39%	39%	46%	51%	49%	50%	40%	48%	38%	47%	45%	43%

10. Why are you more comfortable traveling now compared to when the pandemic began? (Select all that apply) - Asked of respondents more comfortable traveling now														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	80	86	101	92	70	79	75	71	68	40	75	73	77	987
More confident in safety measures being implemented (e.g., wearing masks, sanitizing)	52%	38%	47%	50%	44%	44%	45%	55%	39%	49%	47%	42%	49%	44%
More knowledgeable about how the virus spreads	40%	28%	29%	43%	51%	37%	41%	47%	28%	46%	38%	37%	29%	34%
More confident in medical treatment and outcomes	28%	34%	30%	30%	28%	19%	34%	29%	21%	32%	17%	25%	29%	28%
Quarantine fatigue/want to get out of the house	25%	13%	18%	20%	27%	21%	34%	31%	27%	24%	31%	27%	24%	21%
Less afraid about the dangers of the virus	19%	22%	15%	21%	32%	18%	19%	19%	16%	38%	17%	19%	25%	20%
More confident after having taken a trip and didn't contract the virus	15%	24%	23%	19%	25%	14%	17%	28%	15%	22%	20%	8%	21%	19%
Received COVID-19 vaccination	14%	18%	17%	7%	8%	20%	8%	11%	22%	9%	12%	10%	11%	15%
Previously contracted the virus and believe I am immune	9%	19%	17%	12%	12%	7%	10%	13%	10%	23%	9%	8%	12%	13%
Other	2%	2%	5%	0%	0%	2%	1%	0%	1%	0%	0%	1%	3%	2%

11. Why are you less comfortable traveling now compared to when the pandemic began? (Select all that apply) - Asked of respondents less comfortable traveling now														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	156	140	138	149	138	118	132	133	163	66	170	136	141	1,780
Concerned about contracting/getting sick with COVID-19	60%	60%	60%	59%	65%	59%	73%	67%	60%	55%	67%	63%	61%	61%
Concerned about the number of COVID-19 cases	56%	59%	56%	58%	49%	49%	61%	58%	68%	41%	58%	60%	55%	58%
Concerned about new strains of COVID-19	47%	60%	50%	60%	50%	51%	53%	53%	58%	37%	63%	50%	50%	55%
More informed about the effects of COVID-19	29%	32%	24%	34%	32%	29%	27%	34%	31%	27%	26%	27%	33%	30%
Concerned about finances	26%	24%	17%	21%	23%	15%	21%	20%	31%	19%	20%	22%	21%	22%
Concerned about other health issues (non-COVID-19 related)	16%	20%	17%	21%	18%	21%	21%	13%	17%	13%	15%	18%	14%	18%
Other	0%	1%	0%	1%	1%	3%	4%	3%	2%	1%	4%	5%	4%	2%

12. Have you or someone in your household ever tested positive for COVID-19?														
	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	14%	16%	22%	16%	20%	14%	13%	22%	15%	23%	15%	17%	15%	17%
No	84%	82%	77%	81%	77%	83%	84%	77%	82%	76%	83%	82%	82%	81%
Prefer not to answer	2%	2%	1%	3%	3%	3%	3%	1%	3%	1%	2%	1%	3%	2%

13. Are you driving more or less due to the pandemic?														
	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
Driving more	12%	14%	13%	12%	10%	11%	10%	9%	13%	7%	11%	12%	12%	12%
Driving less	51%	49%	54%	54%	52%	58%	56%	46%	52%	50%	49%	46%	52%	52%
No difference	37%	37%	33%	34%	38%	31%	34%	45%	35%	43%	40%	42%	36%	36%

14. Have you or someone in your household done either of the following since the pandemic began?														
% 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
Worked from home	46%	45%	44%	50%	37%	39%	41%	36%	35%	36%	32%	31%	39%	41%
Attended virtual school	37%	31%	35%	32%	35%	30%	29%	34%	32%	28%	28%	29%	27%	32%

15. Are you working from home more often due to the pandemic? - Asked of respondents who worked from home														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	192	177	174	196	140	151	155	145	139	67	122	119	151	1,928
Yes	73%	77%	77%	81%	67%	73%	77%	67%	77%	66%	68%	68%	73%	75%
No	27%	23%	23%	19%	33%	27%	23%	33%	23%	34%	32%	32%	27%	25%

16. Does the flexibility of working from home or virtual school make you more likely to take an upcoming trip this year? - Asked of respondents with work from home or virtual school flexibility														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	258	212	230	234	199	187	189	205	194	89	171	169	186	2,523
Yes	40%	49%	53%	45%	41%	49%	41%	39%	45%	42%	41%	48%	28%	46%
No	60%	51%	47%	55%	59%	51%	59%	61%	55%	58%	59%	52%	72%	54%

17. How have your travel habits changed since the pandemic began? (Select all that apply) - Asked of respondents who traveled in 2020 or plan to travel in 2021														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	297	296	294	284	260	277	294	288	270	140	286	262	274	3,522
I avoid activities with large crowds (e.g. avoid theme parks, crowded beaches, etc.)	55%	45%	50%	52%	52%	43%	50%	58%	45%	55%	57%	45%	51%	48%
I take fewer trips	47%	43%	40%	43%	47%	40%	47%	50%	44%	46%	38%	48%	43%	43%
I am avoiding air travel	45%	40%	38%	44%	44%	42%	42%	43%	36%	42%	48%	35%	45%	41%
I avoid eating out at restaurants	47%	38%	39%	46%	44%	36%	45%	42%	40%	42%	41%	37%	50%	41%
I travel to less crowded destinations	31%	31%	29%	31%	38%	28%	34%	37%	31%	29%	39%	25%	28%	31%
I travel closer to home	38%	26%	25%	30%	31%	26%	36%	29%	30%	28%	29%	22%	32%	28%
I bring cleaning supplies while traveling	27%	27%	29%	26%	27%	26%	24%	26%	27%	20%	33%	28%	27%	27%
I take more drive trips	25%	23%	19%	22%	19%	19%	21%	17%	19%	20%	18%	20%	17%	20%
I take shorter trips	21%	16%	22%	19%	23%	19%	18%	24%	21%	15%	23%	24%	19%	20%
I am more likely to visit family or friends	12%	15%	17%	17%	19%	18%	15%	16%	16%	22%	18%	18%	15%	16%
I am more likely to take an RV trip	12%	13%	7%	10%	10%	8%	8%	6%	11%	11%	9%	7%	6%	10%
I am more likely purchase travel insurance	9%	11%	9%	6%	10%	9%	9%	4%	9%	8%	8%	10%	7%	9%
I am more likely to use a travel agent	6%	5%	6%	2%	6%	4%	2%	2%	5%	5%	2%	3%	5%	4%
Other	2%	1%	0%	1%	2%	2%	1%	3%	1%	2%	2%	2%	3%	1%
None, I have not changed my travel habits since the pandemic began	10%	12%	14%	10%	13%	10%	19%	14%	13%	16%	11%	13%	12%	12%

18. Are you willing to wear a mask in public while traveling?														
	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, I will wear a mask in public while traveling	82%	77%	81%	82%	81%	77%	81%	81%	83%	71%	83%	80%	78%	80%
I will wear a mask while traveling <u>only if it is required</u>	13%	18%	14%	14%	14%	18%	14%	14%	13%	25%	12%	16%	16%	15%
No, I will not wear a mask in public while traveling	5%	5%	5%	4%	5%	5%	5%	5%	4%	4%	5%	4%	6%	5%

19. Would a <u>mask mandate</u> requirement deter you from visiting, or encourage you to visit a destination?														
	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
Would Deter me from visiting a destination	14%	21%	21%	16%	18%	18%	13%	13%	16%	19%	16%	16%	23%	18%
Would Encourage me to visit a destination	40%	41%	38%	41%	38%	36%	40%	38%	39%	31%	38%	35%	37%	39%
No impact on decision to visit a destination	46%	38%	41%	43%	44%	46%	47%	49%	45%	50%	46%	49%	40%	43%

20. Would a <u>quarantine upon your return</u> requirement deter you from visiting, or encourage you to visit a destination?														
	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
Would Deter me from visiting a destination	48%	49%	49%	49%	46%	46%	44%	53%	43%	57%	52%	50%	54%	48%
Would Encourage me to visit a destination	16%	23%	18%	18%	18%	18%	18%	14%	19%	12%	14%	14%	16%	19%
No impact on decision to visit a destination	36%	28%	33%	33%	36%	36%	38%	33%	38%	31%	34%	36%	30%	33%

21. Would a <u>proof of vaccination</u> requirement deter you from visiting, or encourage you to visit a destination?														
	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
Would Deter me from visiting a destination	28%	34%	30%	27%	26%	26%	27%	25%	30%	31%	28%	32%	31%	30%
Would Encourage me to visit a destination	34%	38%	36%	36%	35%	37%	36%	38%	34%	34%	35%	30%	32%	35%
No impact on decision to visit a destination	38%	28%	34%	37%	39%	37%	37%	37%	36%	35%	37%	38%	37%	35%

22. Would a <u>proof of negative COVID-19 test within a required timeframe</u> requirement deter you from visiting, or encourage you to visit a destination?														
	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
Would Deter me from visiting a destination	26%	34%	27%	28%	28%	24%	24%	25%	28%	36%	24%	30%	36%	29%
Would Encourage me to visit a destination	36%	34%	34%	32%	31%	34%	33%	35%	34%	24%	32%	29%	27%	33%
No impact on decision to visit a destination	38%	32%	39%	40%	41%	42%	43%	40%	38%	40%	44%	41%	37%	38%

23. Travel agents typically provide travel options and information regarding destinations, travel requirements, and help with booking travel providers and making changes if needed. 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
Yes, I value travel agents more than before	15%	22%	23%	19%	19%	22%	14%	15%	18%	15%	17%	20%	18%	20%
No, my opinion has not changed	85%	78%	77%	81%	81%	78%	86%	85%	82%	85%	83%	80%	82%	80%

24. 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	33%	39%	35%	33%	34%	36%	36%	30%	37%	37%	37%	33%	34%	36%
No	67%	61%	65%	67%	66%	64%	64%	70%	63%	63%	63%	67%	66%	64%

25. 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	21%	29%	30%	25%	21%	24%	20%	17%	23%	22%	22%	27%	21%	25%
Somewhat informed	53%	51%	46%	46%	46%	49%	51%	53%	49%	48%	47%	43%	48%	49%
Not at all informed	26%	20%	24%	29%	33%	27%	29%	30%	28%	30%	31%	30%	31%	26%

26. Have you or do you plan to take a vacation(s), of 3 days or more away from home, during the months of January – March 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
Yes	26%	32%	36%	25%	23%	28%	21%	20%	24%	21%	24%	26%	22%	28%
No	74%	68%	64%	75%	77%	72%	79%	80%	76%	79%	76%	74%	78%	72%

27. Is the pandemic a reason why you are not taking a vacation in January - March 2021? - Asked of respondents who do not plan to take a vacation in Q1														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	297	280	259	301	316	292	318	325	306	160	306	303	308	3,771
Yes	59%	54%	54%	52%	43%	48%	50%	43%	50%	39%	53%	46%	54%	51%
No	41%	46%	46%	48%	57%	52%	50%	57%	50%	61%	47%	54%	46%	49%

28. What type of vacation(s) are you most likely to take during the months of January – March 2021? (Select all that apply) - Asked of respondents who plan to take a vacation in Q1														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	103	120	141	99	84	108	82	75	94	40	94	97	92	1,229
Beach destination	18%	29%	38%	33%	29%	35%	22%	23%	26%	29%	30%	29%	19%	30%
City/major metro destination	29%	20%	18%	27%	35%	18%	32%	41%	13%	24%	21%	17%	32%	22%
National/state park	21%	17%	16%	22%	23%	11%	18%	14%	20%	26%	16%	19%	14%	17%
Theme Park	10%	22%	15%	17%	17%	11%	13%	14%	14%	8%	19%	22%	18%	17%
Lake destination	24%	19%	15%	12%	24%	22%	16%	7%	17%	19%	8%	13%	6%	17%
Land tour	24%	15%	13%	13%	20%	21%	11%	12%	10%	15%	11%	12%	12%	15%
Resort vacation (all-inclusive/multi-amenity hotels)	16%	17%	14%	10%	19%	8%	18%	12%	16%	13%	9%	16%	15%	14%
International travel	18%	16%	14%	18%	19%	9%	7%	12%	14%	10%	9%	8%	12%	14%
Ocean/large cruise	12%	13%	11%	9%	15%	11%	1%	6%	15%	5%	9%	15%	16%	12%
River cruise	13%	13%	7%	8%	8%	12%	3%	4%	14%	10%	8%	11%	7%	10%
Guided tour	10%	10%	8%	13%	10%	14%	6%	7%	10%	11%	7%	7%	8%	10%
None of these	20%	19%	18%	12%	10%	16%	15%	20%	21%	14%	23%	14%	19%	18%

29. Which of these do you plan to use for a vacation during the months of January - March 2021? (Select all that apply) - Asked of respondents who plan to take a vacation in Q1														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	103	120	141	99	84	108	82	75	94	40	94	97	92	1,229
Use own vehicle for road trip	53%	44%	45%	33%	43%	35%	36%	45%	47%	40%	46%	44%	39%	42%
Stay in a hotel/resort	42%	30%	32%	28%	35%	30%	32%	54%	36%	41%	41%	33%	44%	33%
Take a commercial flight	22%	23%	19%	37%	31%	26%	36%	27%	21%	41%	16%	21%	39%	25%
Rent a car	28%	20%	23%	27%	23%	22%	19%	19%	11%	15%	15%	14%	20%	20%
Rent a house/villa/room	22%	19%	21%	19%	21%	22%	22%	18%	19%	11%	20%	12%	20%	19%
Cruise	11%	18%	15%	14%	13%	11%	8%	4%	12%	13%	11%	10%	15%	14%
Travel in an RV	10%	14%	15%	15%	11%	10%	5%	7%	11%	6%	9%	16%	5%	12%
Rail	7%	9%	6%	6%	10%	3%	4%	6%	6%	6%	7%	3%	5%	6%
None of these	5%	7%	6%	4%	10%	4%	2%	4%	6%	2%	7%	6%	3%	6%

30. Will you be taking a trip for Spring break (late February - early April)?														
	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	16%	22%	24%	18%	15%	22%	14%	12%	17%	14%	18%	17%	14%	19%
No	60%	56%	48%	56%	64%	56%	64%	62%	56%	66%	57%	56%	65%	57%
Unsure	24%	22%	28%	26%	21%	22%	22%	26%	27%	20%	25%	27%	21%	24%

31. Which of the following best describes if you are planning to take a vacation(s) in 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
I have already booked a vacation for 2022	7%	11%	8%	7%	8%	7%	4%	4%	4%	2%	9%	6%	4%	7%
I am currently planning a vacation for 2022	15%	15%	17%	14%	15%	16%	11%	12%	12%	9%	13%	12%	14%	14%
Will take a vacation in 2022 but have not started planning	27%	34%	30%	32%	21%	31%	33%	34%	31%	31%	32%	28%	31%	31%
Unsure if I will take a vacation in 2022	27%	20%	24%	24%	30%	24%	28%	28%	29%	31%	25%	28%	27%	25%
No plans to take a vacation in 2022	24%	20%	21%	23%	26%	22%	24%	22%	24%	27%	21%	26%	24%	23%

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%	48%
Female	50%	52%	52%	52%	51%	51%	51%	51%	52%	49%	52%	52%	51%	52%

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%	31%	30%	29%	28%	30%	29%	34%	29%	29%	28%	29%
35-44	18%	15%	18%	17%	16%	15%	16%	17%	16%	16%	16%	16%	16%	16%
45-54	16%	16%	17%	16%	15%	16%	16%	15%	17%	14%	16%	17%	16%	16%
55-64	16%	17%	16%	17%	17%	18%	18%	17%	17%	16%	17%	17%	18%	17%
65 or older	18%	26%	18%	19%	22%	22%	22%	21%	21%	20%	22%	21%	22%	22%

Statistical Statement:

The AAA Consumer Pulse™ Survey was conducted online among residents living in The Auto Club Group territory from January 15 - 24, 2021. 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+).