

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

- Fielding took place March 12 – 18, 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
- Q2 (April - June) 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	46%	44%	39%	47%	46%	43%	43%	44%	38%	50%	42%	37%	47%	43%
1	24%	23%	24%	20%	20%	25%	24%	22%	26%	23%	23%	24%	16%	23%
2-3	20%	22%	20%	22%	24%	22%	25%	18%	25%	20%	23%	24%	27%	23%
4-5	4%	7%	9%	6%	7%	6%	4%	8%	5%	3%	7%	8%	6%	6%
More than 5	6%	4%	8%	5%	3%	4%	4%	8%	6%	4%	5%	7%	4%	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	40%	38%	35%	40%	36%	42%	43%	38%	39%	35%	37%	39%	38%	39%
1	22%	24%	16%	21%	19%	17%	19%	19%	20%	33%	22%	19%	20%	20%
2-3	24%	21%	30%	26%	30%	22%	25%	26%	27%	20%	29%	26%	27%	25%
4-5	7%	10%	9%	5%	8%	14%	9%	9%	7%	4%	6%	10%	11%	9%
More than 5	7%	7%	10%	8%	7%	5%	4%	8%	7%	8%	6%	6%	4%	7%

3. When do you expect to take your next vacation this year, of 3 days or more away from home?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	240	242	261	235	255	232	228	242	239	125	252	243	255	3,049
This month (March)	11%	11%	10%	9%	8%	9%	9%	12%	7%	7%	10%	9%	11%	10%
April	11%	15%	19%	17%	14%	18%	17%	15%	23%	9%	17%	19%	13%	17%
May	15%	15%	19%	16%	20%	14%	15%	17%	13%	15%	17%	14%	13%	16%
June	20%	11%	18%	15%	21%	16%	16%	11%	15%	14%	10%	16%	15%	15%
July	14%	15%	8%	14%	11%	12%	13%	16%	12%	19%	15%	10%	10%	13%
Unsure	6%	5%	5%	6%	9%	6%	9%	8%	9%	11%	7%	9%	14%	7%
August	5%	6%	6%	10%	6%	8%	5%	9%	5%	15%	8%	6%	8%	7%
September	5%	6%	3%	5%	6%	5%	5%	6%	7%	5%	5%	8%	7%	5%
October	5%	7%	6%	5%	3%	5%	3%	2%	4%	1%	5%	5%	6%	5%
November	4%	3%	2%	2%	1%	2%	4%	2%	3%	2%	4%	2%	2%	2%
December	4%	6%	4%	1%	1%	5%	4%	2%	2%	2%	2%	2%	1%	3%

4. 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	57%	63%	60%	64%	58%	61%	54%	59%	62%	50%	55%	61%	62%	61%
No	43%	37%	40%	36%	42%	39%	46%	41%	38%	50%	45%	39%	38%	39%

5. 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	18%	15%	25%	18%	22%	19%	15%	18%	14%	17%	17%	20%	16%	18%
No	82%	84%	73%	81%	77%	80%	85%	81%	85%	83%	82%	78%	84%	81%
Prefer not to answer	0%	1%	2%	1%	1%	1%	0%	1%	1%	0.5%	1%	2%	0.4%	1%

6. Would you be traveling more this year, if there wasn't a 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
Yes	70%	75%	66%	73%	65%	70%	65%	62%	69%	60%	69%	69%	72%	70%
No	30%	25%	34%	27%	35%	30%	35%	38%	31%	40%	31%	31%	28%	30%

7. 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	39%	40%	39%	41%	43%	41%	40%	45%	43%	41%	42%	42%	46%	41%
I rescheduled 2020 travel plans for 2021	20%	27%	25%	23%	17%	21%	19%	17%	23%	16%	19%	22%	23%	23%
I rescheduled 2020 travel plans for 2022 or later	10%	10%	9%	7%	5%	6%	7%	5%	5%	5%	7%	3%	6%	7%
I did not alter any 2020 travel plans due to the pandemic	11%	11%	15%	10%	18%	12%	14%	15%	13%	15%	20%	16%	12%	13%
I did not have any travel plans for 2020	26%	19%	18%	23%	20%	24%	25%	23%	20%	27%	19%	21%	22%	21%

8. 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	9%	11%	10%	14%	9%	10%	10%	6%	13%	8%	12%	13%	10%	11%
I rescheduled/plan to reschedule 2021 travel plans for later in the year	27%	31%	26%	23%	21%	25%	21%	24%	30%	22%	28%	25%	25%	27%
I rescheduled/plan to reschedule 2021 travel plans for 2022 or later	8%	11%	11%	9%	9%	8%	12%	7%	7%	10%	7%	7%	10%	9%
I did not/do not plan to alter any 2021 travel plans due to the pandemic	29%	23%	30%	30%	36%	30%	30%	38%	29%	37%	31%	33%	30%	29%
I do not have any travel plans for 2021	30%	28%	26%	27%	27%	30%	28%	28%	25%	28%	25%	25%	29%	27%

9. 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	47%	47%	53%	44%	53%	45%	49%	47%	48%	56%	49%	49%	46%	48%
Uncomfortable	53%	53%	47%	56%	47%	55%	51%	53%	52%	44%	51%	51%	54%	52%

10. Why do you feel comfortable traveling during the pandemic? (Select all that apply) - Asked of respondents comfortable traveling during the pandemic														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	183	182	207	170	198	180	198	180	191	107	195	192	180	2,363
More confident in safety measures being implemented (e.g., wearing masks, sanitizing)	42%	30%	37%	40%	46%	37%	36%	35%	42%	35%	44%	38%	45%	38%
Received COVID-19 vaccination	25%	28%	28%	28%	26%	37%	26%	31%	35%	25%	30%	26%	27%	29%
More knowledgeable about how the virus spreads	25%	21%	22%	30%	33%	30%	29%	20%	24%	28%	28%	24%	28%	25%
Less afraid about the dangers of the virus	28%	23%	24%	22%	24%	22%	31%	39%	25%	35%	27%	22%	34%	25%
More confident in medical treatment and outcomes	16%	25%	19%	24%	25%	18%	19%	20%	22%	19%	17%	17%	24%	21%
News reports that COVID-19 cases and deaths are declining	20%	15%	19%	26%	18%	21%	23%	19%	19%	28%	21%	19%	29%	20%
Quarantine fatigue/want to get out of the house	21%	16%	21%	23%	15%	17%	21%	24%	13%	23%	14%	17%	23%	18%
More confident after having taken a trip and didn't contract the virus	11%	17%	16%	17%	12%	19%	18%	15%	15%	10%	16%	14%	19%	16%
Previously contracted the virus and believe I am immune	7%	8%	10%	7%	13%	8%	7%	10%	5%	6%	10%	11%	7%	8%
Other	6%	6%	8%	9%	11%	7%	5%	7%	7%	11%	8%	8%	9%	7%

11. Why do you feel uncomfortable traveling during the pandemic? (Select all that apply) - Asked of respondents uncomfortable traveling during the pandemic														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	217	218	193	230	202	220	202	220	209	93	205	208	220	2,637
Concerned about contracting/spreading COVID-19	66%	69%	59%	71%	65%	66%	72%	67%	70%	54%	67%	69%	70%	68%
Concerned about new strains of COVID-19	59%	59%	54%	57%	59%	56%	63%	57%	53%	65%	62%	59%	56%	57%
Concerned about the number of COVID-19 cases	42%	50%	49%	49%	50%	43%	49%	48%	46%	55%	49%	45%	46%	47%
Concerned about finances	33%	22%	27%	23%	15%	17%	19%	31%	25%	24%	20%	23%	11%	22%
Concerned about other health issues (non-COVID-19 related)	19%	20%	22%	21%	15%	16%	20%	19%	23%	8%	19%	17%	22%	20%
More informed about the effects of COVID-19	21%	10%	18%	20%	17%	19%	22%	19%	16%	17%	19%	16%	18%	17%
Other	5%	2%	6%	1%	4%	3%	4%	4%	1%	0%	1%	2%	4%	3%

12. Do you feel comfortable or uncomfortable doing each of the following during the pandemic?														
% 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
Using own vehicle for road trip	90%	81%	82%	86%	92%	89%	91%	89%	86%	87%	90%	89%	90%	86%
Camping	79%	58%	62%	62%	77%	65%	77%	74%	64%	77%	63%	66%	73%	65%
Traveling in an RV	72%	57%	63%	62%	75%	65%	74%	73%	62%	67%	67%	67%	70%	64%
Staying in a hotel/resort	56%	56%	58%	51%	59%	57%	59%	57%	54%	65%	55%	58%	63%	56%
Renting a house/villa	58%	53%	58%	52%	58%	55%	59%	58%	58%	61%	57%	62%	57%	56%
Renting a car	57%	53%	58%	53%	62%	51%	61%	59%	55%	56%	53%	58%	56%	55%
Taking a commercial flight	41%	42%	44%	37%	43%	32%	47%	38%	36%	47%	35%	37%	40%	39%
Going to theme parks	35%	36%	39%	33%	37%	33%	34%	32%	34%	43%	30%	36%	33%	35%

13. 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 am fully vaccinated	44%	46%	39%	52%	46%	45%	48%	48%	45%	39%	43%	43%	50%	46%
If COVID-19 virus cases continue to decline	41%	35%	40%	46%	40%	44%	41%	38%	43%	43%	47%	42%	41%	41%
When the CDC or World Health Org (WHO) says it's safe to travel	31%	28%	32%	34%	33%	32%	32%	36%	30%	30%	33%	30%	29%	31%
When travel advisories are lifted for area(s) I want to travel	23%	22%	25%	26%	23%	22%	22%	24%	22%	25%	26%	17%	29%	23%
Once I am more financially secure/get funds for travel	26%	17%	22%	19%	18%	18%	19%	22%	22%	12%	18%	19%	15%	19%
When businesses/attractions reopen/resume normal operations (e.g., restaurants, museums, etc.)	20%	18%	17%	25%	20%	17%	21%	17%	19%	19%	20%	16%	23%	19%
When foreign governments lift travel restrictions	16%	18%	15%	16%	16%	15%	17%	11%	12%	12%	15%	11%	15%	15%
Once I am partially vaccinated	7%	8%	9%	11%	8%	8%	8%	9%	6%	12%	7%	6%	7%	8%
Other	2%	2%	2%	2%	2%	2%	2%	2%	2%	0%	1%	3%	2%	2%
None, I already feel safe traveling	14%	11%	16%	13%	20%	16%	17%	19%	16%	21%	18%	14%	16%	15%
None, I don't anticipate traveling again	3%	6%	4%	6%	3%	4%	4%	4%	4%	2%	5%	3%	3%	4%

14. 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	15%	19%	18%	21%	12%	15%	13%	10%	14%	14%	16%	18%	13%	17%
Driving less	46%	50%	43%	42%	47%	49%	50%	44%	46%	38%	40%	43%	44%	46%
No difference	39%	31%	39%	37%	41%	36%	37%	46%	40%	48%	44%	39%	43%	37%

15. 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	49%	44%	50%	51%	43%	41%	44%	39%	41%	36%	35%	42%	43%	44%	
Attended virtual school	32%	30%	36%	35%	29%	31%	28%	28%	27%	26%	33%	28%	30%	31%	

16. 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=)	187	175	192	199	159	160	167	138	157	67	141	151	160	2,053
Yes	69%	70%	74%	81%	67%	75%	66%	67%	70%	67%	68%	75%	65%	72%
No	31%	30%	26%	19%	33%	25%	34%	33%	30%	33%	32%	25%	35%	28%

17. 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=)	237	204	232	231	191	200	199	176	198	84	192	182	190	2,516
Yes	51%	55%	56%	51%	41%	52%	48%	42%	55%	52%	51%	51%	43%	52%
No	49%	45%	44%	49%	59%	48%	52%	58%	45%	48%	49%	49%	57%	48%

18. 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=)	285	281	299	277	288	279	276	285	293	145	300	288	289	3,585
I avoid activities with large crowds (e.g. avoid theme parks, crowded beaches, etc.)	50%	37%	41%	43%	51%	41%	45%	48%	41%	44%	53%	41%	48%	43%
I take fewer trips	45%	38%	39%	44%	46%	39%	43%	46%	42%	38%	44%	46%	45%	42%
I avoid eating out at restaurants	43%	33%	31%	44%	40%	40%	37%	38%	34%	36%	41%	32%	40%	37%
I am avoiding air travel	46%	34%	31%	40%	37%	43%	36%	37%	33%	31%	42%	34%	38%	37%
I travel to less crowded destinations	31%	29%	33%	32%	39%	29%	30%	33%	32%	34%	35%	32%	31%	31%
I bring cleaning supplies while traveling	25%	25%	29%	27%	24%	26%	24%	28%	30%	25%	33%	28%	22%	27%
I travel closer to home	27%	24%	26%	24%	28%	28%	29%	22%	24%	31%	30%	29%	29%	26%
I take more drive trips	21%	21%	18%	23%	18%	23%	18%	19%	17%	15%	23%	21%	20%	20%
I take shorter trips	20%	16%	18%	20%	21%	20%	21%	16%	19%	20%	22%	22%	21%	19%
I am more likely to visit family or friends	20%	14%	25%	24%	21%	16%	22%	19%	16%	26%	16%	21%	17%	19%
I am more likely to purchase travel insurance	8%	10%	11%	9%	10%	8%	12%	9%	8%	8%	9%	7%	10%	9%
I am more likely to take an RV trip	9%	7%	9%	9%	8%	10%	9%	10%	5%	10%	7%	7%	8%	8%
I am more likely to use a travel agent	6%	9%	7%	8%	6%	5%	3%	4%	4%	6%	3%	4%	5%	6%
Other	1%	2%	1%	1%	1%	0%	3%	3%	0%	1%	0%	1%	2%	1%
None, I have not changed my travel habits since the pandemic began	14%	13%	13%	10%	17%	16%	18%	16%	18%	24%	17%	16%	17%	15%

19. Should proof of COVID-19 vaccination be required for each of the following?														
% 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
To enter other countries	73%	78%	72%	76%	73%	79%	75%	71%	74%	64%	72%	72%	70%	75%
For ocean cruising	71%	75%	68%	70%	70%	76%	73%	71%	70%	67%	70%	66%	67%	71%
For river cruising	62%	67%	63%	66%	64%	69%	64%	61%	65%	53%	64%	58%	63%	65%

20. Which of the following best describes how a proof of vaccination requirement would impact your decision to travel internationally?														
	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 would be more likely to travel internationally	45%	49%	43%	45%	39%	40%	45%	36%	38%	32%	40%	39%	42%	43%
I would be less likely to travel internationally	13%	13%	12%	16%	14%	14%	14%	15%	16%	18%	14%	16%	17%	14%
Neither, proof of vaccination would not impact my decision to travel internationally	42%	38%	45%	39%	47%	46%	41%	49%	46%	50%	46%	45%	41%	43%

21. 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	78%	79%	78%	83%	75%	77%	74%	74%	80%	67%	76%	77%	76%	78%
I will wear a mask while traveling <u>only if it is required</u>	16%	17%	17%	13%	19%	19%	21%	21%	16%	27%	19%	19%	18%	17%
No, I will not wear a mask in public while traveling	6%	4%	5%	4%	6%	4%	5%	5%	4%	6%	5%	4%	6%	5%

22. 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%	22%	16%	17%	21%	18%	15%	16%	27%	18%	18%	21%	19%
Would Encourage me to visit a destination	48%	39%	37%	47%	39%	41%	42%	44%	40%	29%	41%	45%	38%	41%
No impact on decision to visit a destination	38%	40%	41%	37%	44%	38%	40%	41%	44%	43%	41%	37%	41%	40%

23. 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	51%	49%	51%	51%	53%	42%	46%	51%	44%	45%	48%	49%	52%	48%
Would Encourage me to visit a destination	23%	19%	18%	21%	14%	22%	22%	16%	22%	21%	19%	19%	18%	20%
No impact on decision to visit a destination	26%	32%	31%	28%	33%	36%	32%	33%	34%	34%	33%	32%	30%	32%

24. 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	21%	23%	28%	21%	25%	21%	19%	21%	20%	26%	22%	23%	23%	23%
Would Encourage me to visit a destination	50%	44%	37%	51%	41%	42%	49%	45%	44%	40%	42%	44%	47%	44%
No impact on decision to visit a destination	29%	33%	35%	28%	34%	37%	32%	34%	36%	34%	36%	33%	30%	33%

25. 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	24%	26%	26%	24%	27%	24%	24%	21%	22%	34%	22%	24%	30%	25%
Would Encourage me to visit a destination	42%	35%	34%	42%	35%	33%	41%	40%	38%	30%	39%	39%	33%	37%
No impact on decision to visit a destination	34%	39%	40%	34%	38%	43%	35%	39%	40%	36%	39%	37%	37%	38%

26. 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	20%	27%	25%	25%	19%	24%	20%	14%	18%	18%	20%	21%	19%	23%
No, my opinion has not changed	80%	73%	75%	75%	81%	76%	80%	86%	82%	82%	80%	79%	81%	77%

27. 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	38%	44%	44%	41%	40%	39%	40%	34%	41%	34%	41%	39%	44%	41%
No	62%	56%	56%	59%	60%	61%	60%	66%	59%	66%	59%	61%	56%	59%

28. 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	22%	33%	32%	26%	28%	28%	23%	22%	28%	23%	29%	27%	25%	28%
Somewhat informed	49%	44%	44%	49%	44%	48%	49%	53%	48%	46%	44%	47%	53%	47%
Not at all informed	29%	23%	24%	25%	28%	24%	28%	25%	24%	31%	27%	26%	22%	25%

29. Given current CDC recommendations for social distancing, would you be willing to attend a virtual travel show which provides information about vacation packages, destinations, and booking options?														
	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	44%	44%	45%	46%	39%	39%	41%	36%	40%	43%	40%	41%	42%	42%
No	56%	56%	55%	54%	61%	61%	59%	64%	60%	57%	60%	59%	58%	58%

30. Why would you choose to attend a virtual travel expo or trade show? (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
To avoid being in crowds	27%	24%	30%	33%	31%	27%	28%	30%	30%	33%	29%	24%	27%	28%
To avoid getting sick (e.g., COVID-19)	23%	22%	26%	29%	25%	25%	25%	27%	25%	25%	25%	22%	19%	24%
It's more convenient	26%	24%	25%	28%	27%	20%	24%	22%	20%	22%	24%	21%	27%	24%
To see and gather information at my own pace	22%	20%	24%	23%	27%	19%	21%	23%	16%	26%	22%	21%	17%	21%
To be able to easily go back and revisit information	16%	15%	16%	17%	19%	12%	18%	16%	17%	22%	17%	13%	17%	16%
For a more personalized experience	14%	12%	17%	15%	11%	10%	9%	8%	12%	18%	13%	8%	12%	12%
To have more time to ask questions	10%	10%	10%	14%	11%	10%	14%	12%	8%	13%	11%	10%	8%	10%
For a more engaging or enjoyable experience	10%	9%	14%	11%	8%	12%	8%	8%	10%	17%	10%	9%	9%	10%
Other	0%	2%	2%	1%	0%	0%	1%	0%	0%	3%	1%	2%	1%	1%
None, I would not attend a virtual expo or trade show	44%	44%	39%	39%	44%	45%	46%	48%	45%	38%	48%	48%	45%	44%

31. How would you normally prefer to attend a travel expo or trade show if there was not a 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
In-person	32%	30%	29%	33%	32%	33%	38%	39%	34%	34%	29%	34%	32%	32%
Virtually	11%	16%	22%	15%	11%	11%	13%	8%	12%	13%	13%	15%	16%	14%
Both	12%	12%	9%	11%	7%	12%	7%	8%	12%	16%	10%	9%	7%	11%
I don't normally attend expos or trade shows	45%	42%	40%	41%	50%	44%	42%	45%	42%	37%	48%	42%	45%	43%

32. Have you or do you plan to take a vacation(s), of 3 days or more away from home, during the months of April - June 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	44%	47%	54%	48%	48%	45%	44%	44%	51%	41%	45%	52%	41%	47%
No	56%	53%	46%	52%	52%	55%	56%	56%	49%	59%	55%	48%	59%	53%

33. Is the pandemic a reason why you are not taking a vacation in April - June 2021? - Asked of respondents who do not plan to take a vacation in Q2														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	227	216	185	218	213	223	230	232	202	117	219	199	233	2,714
Yes	41%	56%	39%	49%	41%	45%	39%	35%	40%	23%	45%	39%	44%	45%
No	59%	44%	61%	51%	59%	55%	61%	65%	60%	77%	55%	61%	56%	55%

34. What type of vacation(s) are you most likely to take during the months of April - June 2021? (Select all that apply) - Asked of respondents who plan to take a vacation in Q2														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	173	184	215	182	187	177	170	168	198	83	181	201	167	2,286
Beach destination	23%	33%	46%	25%	20%	25%	23%	19%	46%	17%	40%	37%	27%	33%
City/major metro destination	23%	25%	22%	26%	26%	21%	25%	29%	16%	14%	23%	22%	26%	23%
National/state park	32%	19%	18%	23%	21%	26%	22%	29%	18%	25%	21%	16%	23%	21%
Lake destination	11%	16%	15%	23%	26%	19%	25%	12%	11%	24%	13%	12%	17%	16%
Theme Park	10%	16%	23%	17%	14%	17%	11%	11%	8%	10%	15%	16%	8%	15%
Resort vacation (all-inclusive/multi-amenity hotels)	15%	13%	13%	11%	14%	13%	12%	9%	19%	9%	18%	15%	12%	14%
Land tour	12%	15%	8%	16%	13%	13%	18%	15%	8%	15%	11%	11%	16%	13%
International travel	13%	13%	14%	10%	4%	11%	7%	10%	10%	3%	4%	9%	9%	11%
Ocean/large cruise	6%	9%	9%	12%	5%	7%	5%	5%	7%	7%	11%	9%	6%	8%
River cruise	7%	9%	5%	9%	9%	7%	9%	4%	4%	9%	7%	7%	8%	7%
Guided tour	7%	8%	8%	6%	9%	6%	7%	2%	3%	8%	4%	6%	9%	7%
None of these	20%	19%	12%	14%	16%	22%	16%	19%	17%	34%	17%	14%	18%	17%

35. Which of these do you plan to use for a vacation during the months of April - June 2021? (Select all that apply) - Asked of respondents who plan to take a vacation in Q2

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	173	184	215	182	187	177	170	168	198	83	181	201	167	2,286
Use own vehicle for road trip	48%	33%	50%	45%	56%	52%	46%	55%	58%	57%	59%	50%	46%	47%
Stay in a hotel/resort	27%	49%	36%	35%	41%	39%	43%	43%	41%	28%	43%	48%	40%	41%
Take a commercial flight	29%	39%	25%	29%	31%	22%	34%	24%	20%	16%	21%	25%	28%	29%
Rent a house/villa/room	22%	16%	24%	16%	20%	17%	13%	17%	24%	18%	21%	24%	22%	19%
Rent a car	12%	21%	17%	16%	19%	16%	17%	13%	14%	9%	15%	17%	17%	17%
Travel in an RV	10%	14%	9%	7%	9%	9%	11%	7%	7%	18%	6%	8%	11%	10%
Cruise	12%	9%	9%	13%	2%	5%	8%	5%	4%	2%	9%	10%	8%	8%
Rail	6%	5%	5%	8%	4%	5%	8%	4%	1%	6%	2%	6%	3%	5%
None of these	4%	4%	3%	4%	1%	6%	5%	9%	2%	5%	3%	2%	6%	4%

36. 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	6%	16%	11%	12%	6%	9%	5%	5%	8%	4%	11%	9%	8%	10%
I am currently planning a vacation for 2022	13%	14%	16%	14%	11%	16%	19%	16%	15%	14%	14%	15%	17%	15%
Will take a vacation in 2022 but have not started planning	32%	32%	34%	37%	33%	29%	30%	33%	33%	31%	34%	35%	36%	33%
Unsure if I will take a vacation in 2022	26%	18%	20%	17%	27%	23%	25%	25%	19%	26%	20%	19%	22%	21%
No plans to take a vacation in 2022	23%	20%	19%	20%	23%	23%	21%	21%	25%	25%	21%	22%	17%	21%

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 March 12 – 18, 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+).