

Background & Methodology

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

- Fielding took place April 20 – April 27, 2023
- Utilized a proprietary online research panel
- Weighted by age and gender within state

Key Measures

- 2023 Travel Plans
- Summer Travel Plans

1. Approximately how many vacations, of 3 days or more, do you plan to take this year (2023)?

	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	18%	17%	12%	17%	25%	17%	17%	23%	17%	18%	19%	20%	16%	17%
1	18%	21%	22%	20%	26%	28%	23%	29%	20%	28%	18%	29%	23%	22%
2-3	46%	43%	47%	47%	37%	40%	45%	35%	47%	37%	45%	36%	45%	44%
4-5	9%	12%	13%	10%	7%	9%	11%	7%	9%	14%	12%	9%	11%	10%
More than 5	9%	7%	6%	6%	5%	6%	4%	6%	7%	3%	6%	6%	5%	7%

2023 Travelers

2. Do you plan to take more, fewer, or the same number of vacations this year (2023) than you took last year (2022)?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	330	331	350	332	300	334	336	305	337	163	328	317	338	4,101
I plan to take more vacations this year	43%	51%	55%	48%	44%	47%	39%	40%	47%	35%	49%	48%	43%	48%
I plan to take fewer vacations this year	13%	13%	12%	13%	11%	14%	16%	13%	14%	18%	14%	19%	15%	14%
I plan to take about the same number of vacations this year	44%	36%	33%	39%	45%	39%	45%	47%	39%	47%	37%	33%	42%	38%

3. When do you expect to take (or did you take) your 2023 vacation(s) this year, of 3 days or more away from home? (Select all that apply)

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	330	331	350	332	300	334	336	305	337	163	328	317	338	4,101
January	10%	11%	10%	9%	7%	7%	9%	7%	6%	10%	11%	5%	8%	9%
February	10%	10%	11%	6%	10%	7%	13%	5%	6%	11%	8%	5%	10%	8%
March	13%	13%	12%	11%	9%	10%	15%	8%	10%	11%	11%	8%	14%	12%
April	12%	10%	11%	11%	11%	10%	9%	8%	15%	8%	10%	8%	13%	11%
May	24%	23%	24%	29%	26%	22%	20%	22%	26%	18%	26%	27%	22%	24%
June	35%	31%	39%	32%	39%	35%	31%	38%	35%	34%	31%	31%	34%	34%
July	32%	27%	37%	36%	34%	40%	37%	38%	40%	33%	33%	32%	35%	34%
August	28%	19%	26%	26%	27%	32%	31%	26%	29%	29%	25%	17%	32%	26%
September	30%	23%	23%	24%	28%	23%	26%	22%	27%	23%	22%	22%	23%	24%
October	25%	23%	22%	22%	20%	22%	19%	18%	23%	16%	16%	17%	21%	22%
November	12%	17%	17%	17%	13%	9%	13%	16%	14%	9%	13%	14%	15%	15%
December	17%	18%	20%	18%	14%	10%	14%	14%	19%	13%	20%	12%	11%	16%
Unsure	7%	4%	5%	4%	4%	5%	5%	4%	3%	7%	7%	4%	6%	5%

4. Do you plan to take a trip this Summer from Memorial Day (May 29th) to Labor Day (September 4th)?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	330	331	350	332	300	334	336	305	337	163	328	317	338	4,101
Yes	59%	57%	61%	63%	57%	61%	60%	57%	64%	59%	56%	55%	62%	60%
No	27%	28%	21%	23%	28%	22%	23%	28%	22%	30%	29%	30%	25%	25%
Unsure	14%	15%	18%	14%	15%	17%	17%	15%	14%	11%	15%	15%	13%	15%

Summer Travelers

5. Which of the following best describes how much of your summer travel is planned?														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	196	189	213	206	175	206	205	177	214	96	182	174	211	2,444
Finished planning - I have booked/finalized all my summer travel	22%	25%	24%	19%	18%	23%	16%	19%	21%	20%	26%	23%	28%	23%
Currently planning - I have booked/planned some but not all my summer travel	53%	48%	45%	49%	48%	47%	52%	47%	43%	47%	50%	48%	40%	47%
Thinking about plans - I have started thinking about summer travel but have not booked anything yet	23%	23%	29%	30%	28%	25%	30%	30%	31%	30%	22%	27%	29%	27%
Not started - I have not begun planning my summer travel yet	2%	4%	2%	2%	6%	5%	2%	4%	5%	3%	2%	2%	3%	3%

6. Approximately, when do you plan on finalizing your summer travel plans?														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	153	140	162	166	143	160	173	143	170	77	137	136	155	1,915
A week before traveling	3%	13%	10%	10%	10%	12%	8%	14%	8%	9%	10%	14%	9%	11%
2-3 weeks before traveling	39%	43%	41%	42%	40%	42%	38%	39%	46%	51%	40%	39%	37%	41%
A month before traveling	42%	31%	35%	31%	35%	34%	40%	34%	35%	32%	34%	32%	41%	34%
More than a month before traveling	16%	13%	14%	17%	15%	12%	14%	13%	11%	8%	16%	15%	13%	14%

7. 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=)	196	189	213	206	175	206	205	177	214	96	182	174	211	2,444
Beach destination	32%	40%	60%	35%	29%	37%	22%	18%	62%	15%	57%	54%	24%	42%
City/major metro destination	33%	27%	34%	43%	36%	30%	34%	34%	29%	34%	29%	30%	26%	32%
National/state park	39%	22%	24%	31%	34%	32%	40%	35%	17%	37%	27%	28%	37%	28%
Theme Park	20%	37%	31%	18%	28%	27%	12%	20%	24%	16%	18%	29%	16%	26%
Lake destination	27%	9%	20%	33%	36%	40%	48%	29%	14%	40%	17%	19%	30%	24%
Resort vacation (all-inclusive/multi-amenity hotels)	18%	25%	26%	19%	14%	16%	13%	16%	17%	9%	17%	20%	13%	19%
International travel	17%	18%	16%	23%	7%	8%	3%	8%	10%	6%	19%	13%	10%	14%
Ocean/large cruise	9%	15%	17%	11%	9%	10%	6%	4%	12%	5%	18%	12%	11%	12%
Land tour	12%	9%	11%	13%	14%	15%	13%	12%	5%	12%	9%	11%	16%	11%
River cruise	7%	10%	12%	7%	3%	6%	4%	5%	4%	7%	10%	10%	4%	8%
Guided tour	6%	7%	11%	7%	7%	5%	0%	2%	5%	4%	8%	6%	9%	7%
None of these	5%	6%	2%	6%	2%	5%	5%	8%	7%	14%	3%	4%	12%	5%
Unsure	2%	2%	2%	4%	4%	5%	4%	6%	3%	3%	1%	2%	3%	3%

8. 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=)	196	189	213	206	175	206	205	177	214	96	182	174	211	2,444
Use own vehicle for road trip	58%	58%	62%	62%	68%	70%	71%	68%	67%	74%	61%	63%	66%	63%
Stay in a hotel/resort	56%	51%	58%	55%	58%	50%	52%	62%	56%	57%	56%	55%	61%	55%
Take a commercial flight	45%	25%	29%	38%	27%	25%	31%	29%	27%	19%	34%	27%	26%	30%
Rent a house/villa/room	26%	22%	25%	28%	22%	21%	20%	19%	32%	18%	32%	31%	22%	25%
Fly then drive	31%	19%	22%	28%	22%	19%	17%	14%	17%	12%	24%	16%	17%	21%
Cruise	9%	21%	21%	9%	6%	10%	5%	8%	8%	7%	16%	14%	13%	14%
Travel in an RV	10%	11%	6%	7%	3%	11%	6%	6%	5%	11%	8%	6%	5%	8%
Rail	6%	4%	8%	7%	2%	5%	2%	3%	3%	4%	4%	2%	6%	5%
None of these	2%	1%	2%	0%	1%	2%	2%	2%	1%	0%	1%	0%	1%	1%

9. 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=)	196	189	213	206	175	206	205	177	214	96	182	174	211	2,444
Continental U.S. (excluding Alaska and Hawaii)	76%	62%	64%	71%	74%	76%	81%	78%	76%	79%	62%	68%	70%	70%
Caribbean	8%	18%	20%	9%	6%	8%	3%	6%	7%	3%	16%	9%	7%	11%
Europe	12%	15%	10%	14%	5%	6%	5%	5%	7%	4%	15%	11%	8%	11%
Hawaii	7%	13%	15%	8%	8%	12%	3%	6%	8%	2%	10%	9%	3%	10%
Canada	5%	7%	6%	6%	5%	7%	4%	1%	5%	7%	4%	8%	10%	6%
Central America	3%	5%	9%	7%	7%	4%	4%	3%	4%	2%	4%	3%	3%	5%
Alaska	6%	4%	7%	3%	3%	6%	1%	3%	5%	3%	5%	3%	5%	5%
South America	5%	7%	10%	3%	2%	3%	1%	3%	3%	0%	4%	2%	3%	4%
Asia	5%	3%	4%	5%	2%	3%	1%	2%	0%	3%	4%	2%	2%	3%
Africa	4%	2%	5%	1%	1%	3%	0%	0%	1%	2%	2%	1%	2%	2%
South Pacific	1%	1%	3%	1%	3%	2%	0%	0%	1%	2%	3%	2%	1%	1%
Other	7%	3%	6%	8%	8%	7%	4%	6%	7%	9%	13%	7%	7%	6%
Unsure	2%	3%	3%	4%	2%	2%	7%	3%	4%	2%	1%	6%	5%	3%

10. Are you planning to rent a car upon arrival of your Summer destination(s)?														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	196	189	213	206	175	206	205	177	214	96	182	174	211	2,444
Yes	41%	38%	46%	45%	29%	33%	22%	26%	27%	12%	42%	31%	30%	36%
No	48%	54%	46%	49%	65%	60%	66%	67%	68%	79%	54%	58%	65%	56%
Unsure	11%	8%	8%	6%	6%	7%	12%	7%	5%	9%	4%	11%	5%	8%

11. Why do you not plan to rent a car at your Summer destination(s)? (Select all that apply)														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	93	100	98	103	116	121	137	119	145	76	105	102	131	1,446
Will use my own vehicle	60%	70%	79%	64%	76%	78%	77%	69%	83%	77%	73%	74%	70%	73%
Will not need transportation	15%	16%	12%	17%	11%	12%	9%	11%	9%	19%	13%	11%	15%	13%
Will use a friend/family member's car	20%	9%	10%	13%	7%	7%	10%	16%	8%	12%	16%	13%	9%	10%
Will use public transportation	13%	9%	7%	13%	5%	4%	5%	4%	6%	9%	7%	8%	5%	8%
Rental cars are too expensive	11%	2%	8%	4%	14%	8%	7%	11%	9%	1%	14%	10%	9%	7%
Will use ride-sharing	10%	11%	3%	5%	5%	6%	8%	5%	5%	3%	4%	8%	8%	7%
Parking is too expensive	3%	3%	2%	1%	1%	1%	2%	2%	1%	0%	0%	4%	2%	2%
Other	3%	3%	2%	4%	2%	1%	3%	3%	1%	1%	2%	2%	5%	3%

12. Do you plan to take a road trip this Summer (50 miles or more away from home with an overnight stay at your destination)?														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	196	189	213	206	175	206	205	177	214	96	182	174	211	2,444
Yes	84%	87%	84%	80%	88%	91%	89%	90%	87%	96%	90%	91%	84%	86%
No	10%	10%	12%	15%	9%	4%	9%	9%	10%	2%	6%	7%	11%	10%
Unsure	6%	3%	4%	5%	3%	5%	2%	1%	3%	2%	4%	2%	5%	4%

13. Which of the following best describes if you plan to get your vehicle inspected before your road trip?														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	164	165	179	165	154	187	183	160	184	92	163	157	177	2,130
Yes, I will take my vehicle to get inspected	56%	52%	61%	50%	48%	37%	32%	41%	52%	26%	49%	55%	47%	50%
I will inspect my vehicle myself	25%	19%	19%	20%	22%	31%	36%	34%	20%	37%	25%	25%	23%	23%
No, do not plan to get vehicle inspected	11%	21%	14%	19%	22%	23%	24%	19%	18%	28%	19%	12%	25%	19%
Not applicable (e.g., renting a vehicle, traveling in someone else car, etc.)	8%	8%	6%	11%	8%	9%	8%	6%	10%	9%	7%	8%	5%	8%

All Respondents

14. Do you feel more or less comfortable traveling now than a year ago?														
	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	44%	46%	52%	55%	42%	47%	44%	38%	46%	37%	44%	42%	43%	47%
Less comfortable traveling now than a year ago	9%	11%	11%	9%	11%	8%	9%	8%	11%	8%	11%	15%	7%	10%
No difference	47%	43%	37%	36%	47%	45%	47%	54%	43%	55%	45%	43%	50%	43%

15. 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	17%	19%	27%	21%	13%	20%	14%	13%	17%	14%	17%	17%	15%	19%
My opinion has <u>not changed</u>	80%	75%	68%	75%	85%	77%	82%	83%	79%	85%	78%	79%	81%	77%
I value travel agents <u>less</u> than before the pandemic	3%	6%	5%	4%	2%	3%	4%	4%	4%	1%	5%	4%	4%	4%

16. 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 informed	29%	35%	37%	33%	21%	31%	24%	22%	26%	21%	35%	27%	23%	31%
Somewhat informed	46%	47%	47%	44%	51%	50%	51%	50%	51%	49%	43%	50%	57%	48%
Not at all informed	25%	18%	16%	23%	28%	19%	25%	28%	23%	30%	23%	23%	20%	21%

17. Are you likely to purchase travel insurance due to fears that severe weather could interfere with your trip?														
	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	30%	37%	41%	34%	28%	28%	25%	21%	31%	29%	35%	32%	27%	33%
No	70%	63%	59%	66%	72%	72%	75%	79%	69%	71%	65%	68%	73%	67%

18. Are you more likely to purchase travel insurance now 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	34%	41%	47%	42%	33%	38%	33%	26%	33%	26%	37%	33%	31%	38%
No	66%	59%	53%	58%	67%	62%	67%	74%	67%	74%	63%	67%	69%	62%

19. What would be the top reason(s) you would use a travel advisor? (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 save money	34%	36%	42%	37%	34%	40%	29%	38%	44%	35%	42%	44%	38%	38%
To get help with complex trips	35%	34%	34%	40%	34%	37%	42%	35%	38%	43%	30%	30%	40%	36%
To get travel suggestions and destination advice	31%	30%	37%	35%	31%	32%	37%	37%	37%	37%	34%	28%	34%	33%
To get help if there is a problem	29%	29%	32%	35%	31%	33%	25%	29%	31%	29%	35%	33%	29%	31%
To get added benefits	30%	31%	35%	32%	32%	29%	26%	26%	31%	25%	36%	28%	27%	31%
To save time	26%	28%	32%	32%	26%	31%	30%	27%	32%	26%	31%	30%	28%	30%
To get help planning international travel	31%	28%	29%	33%	24%	26%	34%	29%	28%	30%	28%	27%	30%	29%
Other	4%	4%	1%	4%	5%	3%	4%	5%	3%	4%	5%	4%	3%	4%

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%	49%	48%	49%	50%	49%	50%	50%	48%	52%	48%	48%	50%	49%
Female	50%	51%	52%	51%	50%	51%	50%	50%	52%	48%	52%	52%	50%	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	31%	26%	30%	29%	29%	28%	28%	30%	29%	33%	28%	29%	28%	28%
35-44	19%	16%	18%	17%	17%	15%	18%	17%	16%	17%	16%	16%	16%	16%
45-54	16%	15%	17%	16%	14%	16%	15%	15%	16%	13%	15%	16%	15%	16%
55-64	15%	17%	16%	17%	17%	18%	17%	16%	17%	16%	17%	17%	18%	17%
65 or older	19%	26%	19%	21%	23%	23%	22%	22%	22%	21%	24%	22%	23%	23%

Statistical Statement:

The AAA Consumer Pulse™ Survey was conducted online among residents living in The Auto Club Group territory from April 20 – April 27, 2023. 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+).