

Background & Methodology

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

- Fielding took place August 1 - 7, 2023
- Utilized a proprietary online research panel
- Weighted by age and gender within state

Key Measures

- 2023 Holiday Travel Plans
- Cruise and Tour Motivations
- Benefits of Using a Travel Agent

1. Approximately how many vacations, requiring at least one overnight stay, did you take last 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	20%	26%	23%	28%	28%	29%	21%	30%	27%	29%	28%	30%	25%	26%
1	23%	27%	26%	26%	22%	25%	26%	26%	24%	21%	21%	26%	20%	25%
2-3	38%	30%	35%	29%	34%	33%	35%	33%	36%	31%	37%	31%	39%	33%
4-5	12%	13%	9%	9%	11%	8%	13%	7%	9%	13%	7%	8%	11%	10%
More than 5	7%	4%	7%	8%	5%	5%	5%	4%	4%	6%	7%	5%	5%	6%

2. Approximately how many vacations, requiring at least one overnight stay, have you taken/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	23%	28%	28%	31%	28%	31%	24%	34%	27%	32%	28%	33%	23%	28%
1	23%	28%	25%	28%	23%	25%	25%	27%	23%	24%	27%	27%	26%	26%
2-3	38%	28%	28%	26%	33%	28%	32%	24%	35%	27%	28%	26%	34%	30%
4-5	11%	11%	13%	11%	11%	11%	13%	10%	10%	11%	10%	9%	11%	11%
More than 5	5%	5%	6%	4%	5%	5%	6%	5%	5%	6%	7%	5%	6%	5%

3. Do you plan to take a vacation, requiring at least one overnight stay, during the 2023 Holiday season (Thanksgiving through New Year's Day)?

	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	60%	61%	69%	57%	52%	52%	52%	50%	67%	50%	56%	57%	54%	59%
No	40%	39%	31%	43%	48%	48%	48%	50%	33%	50%	44%	43%	46%	41%

Holiday Travelers

4. Do you plan to take a vacation, requiring at least one overnight stay, for Thanksgiving or Christmas during the 2023 holiday season? - % Yes

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	238	244	275	232	206	209	207	197	266	100	228	228	216	2,846
Thanksgiving	54%	55%	66%	62%	49%	55%	53%	54%	61%	56%	63%	61%	53%	58%
Christmas	70%	72%	66%	73%	67%	67%	63%	68%	72%	72%	64%	69%	73%	70%

5. When do you expect to finalize your Thanksgiving travel plans? - Asked of respondents traveling for Thanksgiving

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	127	135	182	144	101	115	109	105	163	56	140	140	117	1,634
Before August	10%	8%	4%	3%	6%	5%	6%	5%	2%	7%	7%	4%	7%	6%
August	14%	13%	12%	14%	15%	12%	11%	12%	14%	5%	15%	14%	18%	13%
September	37%	40%	37%	31%	34%	36%	39%	29%	36%	46%	33%	34%	32%	36%
October	22%	25%	27%	31%	28%	35%	34%	28%	30%	22%	27%	33%	28%	28%
November	11%	10%	13%	17%	12%	7%	5%	23%	8%	11%	12%	11%	10%	11%
Unsure	6%	4%	7%	4%	5%	5%	5%	3%	10%	9%	6%	4%	5%	6%

6. When do you expect to finalize your Christmas travel plans? - Asked of respondents traveling for Christmas

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	166	176	184	168	138	140	130	134	192	73	146	159	157	1,963
Before August	8%	3%	3%	2%	2%	3%	3%	2%	2%	6%	6%	4%	6%	3%
August	3%	9%	7%	5%	7%	4%	4%	6%	3%	0%	4%	3%	5%	6%
September	24%	21%	20%	18%	23%	17%	23%	19%	14%	16%	16%	19%	14%	19%
October	25%	28%	38%	28%	31%	33%	30%	27%	29%	26%	27%	28%	24%	29%
November	23%	26%	19%	21%	28%	29%	30%	29%	31%	29%	30%	26%	34%	26%
December	12%	7%	8%	23%	4%	9%	7%	12%	11%	14%	9%	14%	13%	11%
Unsure	5%	6%	5%	3%	5%	5%	3%	5%	10%	9%	8%	6%	4%	6%

7. Are you booking your 2023 holiday plans earlier than in years past due to higher travel prices?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	238	244	275	232	206	209	207	197	266	100	228	228	216	2,846
Yes	58%	57%	55%	54%	40%	56%	42%	48%	50%	41%	53%	56%	51%	54%
No	42%	43%	45%	46%	60%	44%	58%	52%	50%	59%	47%	44%	49%	46%

8. What type of vacation(s) do you plan to take this holiday season? (Select all that apply)

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	238	244	275	232	206	209	207	197	266	100	228	228	216	2,846
Road trip (50 miles or more away from home)	35%	32%	39%	38%	42%	41%	41%	38%	41%	52%	45%	46%	37%	38%
Beach destination	24%	25%	34%	22%	19%	30%	22%	20%	34%	14%	28%	28%	22%	27%
City/major metro destination	30%	25%	27%	33%	31%	25%	28%	25%	17%	26%	22%	21%	20%	25%
Resort vacation (all-inclusive/multi-amenity hotels)	12%	18%	24%	15%	16%	18%	15%	10%	15%	13%	16%	16%	16%	17%
Theme park	14%	21%	19%	10%	12%	20%	10%	11%	12%	11%	16%	16%	18%	16%
National/state park	17%	13%	16%	10%	15%	16%	15%	17%	11%	15%	19%	19%	16%	14%
International travel	18%	15%	15%	15%	10%	11%	5%	8%	10%	6%	12%	8%	12%	13%
Ocean/large cruise	11%	19%	12%	10%	8%	10%	9%	10%	12%	13%	11%	13%	10%	13%
Lake destination	11%	8%	9%	10%	9%	11%	17%	10%	9%	13%	8%	11%	14%	10%
Land tour	11%	6%	5%	4%	5%	8%	7%	4%	4%	7%	4%	9%	6%	6%
River cruise	6%	7%	5%	5%	5%	6%	2%	3%	3%	2%	5%	8%	5%	5%
Guided tour	7%	5%	5%	7%	4%	4%	4%	3%	3%	6%	4%	6%	5%	5%
Unsure	6%	5%	3%	7%	8%	7%	5%	8%	7%	7%	5%	5%	7%	6%
None of these	7%	8%	4%	4%	7%	4%	10%	9%	8%	7%	5%	6%	6%	6%

9. Are you planning to take at least one flight during the 2023 holiday season?														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	238	244	275	232	206	209	207	197	266	100	228	228	216	2,846
Yes	70%	68%	61%	66%	47%	60%	56%	54%	45%	61%	47%	49%	57%	59%
No	30%	32%	39%	34%	53%	40%	44%	46%	55%	39%	53%	51%	43%	41%

10. Are you less likely to fly to your holiday destination(s) due to concerns about flight delays and cancellations?														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	238	244	275	232	206	209	207	197	266	100	228	228	216	2,846
Yes	36%	33%	34%	33%	29%	32%	32%	30%	37%	30%	38%	43%	33%	34%
No	47%	56%	52%	57%	62%	52%	53%	53%	50%	50%	50%	45%	55%	53%
Unsure	17%	11%	14%	10%	9%	16%	15%	17%	13%	20%	12%	12%	12%	13%

All Respondents

11. Have you taken an ocean or river cruise in the past? - % 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
Ocean cruise	38%	52%	44%	39%	26%	32%	28%	27%	40%	22%	45%	33%	28%	40%
River cruise	15%	15%	17%	18%	15%	13%	16%	14%	14%	13%	17%	16%	14%	15%

12. Which of the following best describes your willingness to take an <u>Ocean</u> cruise? - Asked of respondents who have not taken an Ocean Cruise														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	251	194	223	245	298	273	289	296	240	157	220	267	288	3,241
I have never taken this type of cruise, but am <u>currently planning</u> to take one	12%	16%	13%	8%	5%	10%	7%	8%	15%	8%	9%	12%	7%	11%
I have never taken this type of cruise, but am <u>interested</u> in taking one in the future	49%	50%	49%	42%	54%	44%	52%	50%	44%	43%	51%	42%	46%	47%
I have never taken this type of cruise and have <u>no interest</u> in taking one	39%	34%	38%	50%	41%	46%	41%	42%	41%	49%	40%	46%	47%	42%

13. Which of the following best describes your willingness to take a <u>River</u> cruise? - Asked of respondents who have not taken a River Cruise														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	342	340	330	330	338	350	334	344	342	176	334	335	342	4,237
I have never taken this type of cruise, but am <u>currently planning</u> to take one	8%	14%	13%	10%	8%	7%	7%	8%	12%	6%	13%	11%	8%	11%
I have never taken this type of cruise, but am <u>interested</u> in taking one in the future	61%	52%	53%	47%	52%	55%	57%	54%	53%	46%	49%	48%	55%	52%
I have never taken this type of cruise and have <u>no interest</u> in taking one	31%	34%	34%	43%	40%	38%	36%	38%	35%	48%	38%	41%	37%	37%

14. What interests you most about taking an <u>Ocean</u> cruise? (Select all that apply) - Asked of respondents who have not taken an Ocean Cruise but are planning or interested in taking one														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	153	128	139	124	173	147	171	172	143	79	133	143	153	1,858
All inclusive value	68%	65%	58%	55%	69%	54%	67%	69%	65%	56%	62%	59%	67%	62%
Being able to see multiple destinations in one trip	70%	53%	61%	53%	63%	62%	72%	58%	63%	55%	58%	56%	63%	60%
Destination options	51%	44%	52%	40%	54%	41%	48%	50%	46%	43%	45%	48%	52%	47%
On-board ship activities	40%	39%	48%	51%	49%	43%	41%	45%	54%	43%	53%	47%	48%	46%
Shore excursions	36%	31%	43%	32%	46%	34%	45%	39%	36%	41%	37%	28%	42%	36%
Convenience/ease of trip planning	29%	32%	31%	22%	29%	30%	30%	32%	32%	21%	29%	35%	32%	30%
Family friendliness	25%	24%	26%	26%	27%	29%	25%	26%	30%	23%	30%	31%	23%	26%
Other	0%	2%	2%	4%	2%	1%	1%	6%	1%	5%	2%	4%	2%	2%

15. What interests you most about taking a River cruise? (Select all that apply) - Asked of respondents who have not taken a River Cruise but are planning or interested in taking one

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	232	224	218	190	200	216	212	212	222	92	209	197	217	2,641
Being able to see multiple destinations in one trip	59%	56%	54%	53%	64%	58%	61%	53%	52%	61%	56%	51%	58%	56%
All inclusive value	49%	56%	49%	50%	55%	46%	55%	60%	54%	55%	57%	52%	50%	52%
Destination options	54%	48%	56%	49%	44%	48%	51%	52%	48%	46%	46%	41%	52%	49%
Shore excursions	41%	38%	40%	40%	37%	42%	45%	46%	41%	34%	36%	30%	39%	39%
Convenience/ease of trip planning	34%	39%	34%	39%	36%	40%	41%	39%	36%	39%	38%	36%	40%	38%
On-board ship activities	28%	30%	35%	27%	26%	30%	32%	32%	29%	28%	34%	27%	24%	30%
Family friendliness	24%	30%	30%	29%	22%	26%	24%	22%	26%	24%	29%	32%	22%	27%
Other	3%	2%	3%	2%	1%	3%	1%	2%	1%	4%	2%	2%	2%	2%

16. What, if anything, would motivate you to take a cruise? (Select all that apply) - Asked of respondents who have not taken an Ocean and/or River Cruise

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	370	359	357	358	377	376	378	381	373	192	361	372	378	4,632
Good deal/savings	57%	57%	59%	46%	53%	55%	59%	54%	58%	51%	59%	52%	53%	55%
All inclusive value	50%	53%	51%	45%	54%	42%	48%	50%	46%	42%	52%	44%	47%	49%
Destination options	46%	46%	48%	38%	44%	41%	45%	39%	40%	33%	40%	37%	41%	43%
Being able to see multiple destinations in one trip	45%	46%	44%	35%	45%	43%	43%	43%	42%	38%	45%	35%	40%	42%
If I had the funds to book	42%	33%	38%	36%	41%	39%	42%	43%	40%	37%	37%	43%	41%	38%
Convenience/ease of trip planning	33%	30%	34%	28%	34%	28%	29%	33%	30%	25%	29%	25%	27%	30%
On-board ship activities	29%	32%	35%	28%	25%	27%	28%	28%	28%	23%	35%	30%	26%	30%
Shore excursions	29%	31%	33%	26%	28%	28%	32%	28%	29%	23%	29%	25%	28%	29%
Family friendliness	19%	20%	26%	22%	17%	19%	17%	18%	23%	19%	24%	25%	16%	21%
Ability to take time off work	22%	20%	19%	20%	25%	17%	28%	24%	23%	21%	21%	18%	18%	20%
Other	2%	2%	1%	1%	2%	1%	1%	2%	1%	2%	2%	2%	1%	1%
Nothing would motivate me to take a cruise	9%	11%	11%	17%	14%	15%	12%	15%	12%	17%	13%	13%	17%	13%

17. Have you ever taken a cruise during a year-end holiday season (i.e., Thanksgiving - New Year's Day)? - Asked of respondents who have taken an Ocean and/or River Cruise in the past

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	177	225	204	183	141	153	155	141	191	59	207	170	148	2,154
Yes	26%	35%	31%	29%	16%	29%	16%	26%	25%	22%	27%	25%	20%	28%
No	72%	63%	66%	71%	84%	69%	82%	74%	74%	76%	71%	74%	78%	70%
Don't remember	2%	2%	3%	0.5%	0.6%	2%	2%	0%	1%	2%	2%	1%	2%	2%

18. Which of the following best describes your interest in taking a cruise during a holiday in the upcoming 2023 holiday season (e.g., cruising during the week of Thanksgiving or Christmas)?

	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 plan to take a cruise during the 2023 holiday season	14%	18%	19%	16%	7%	13%	8%	12%	18%	6%	14%	16%	11%	15%
No current plans but I am interested in taking a cruise during the 2023 holiday season	36%	42%	40%	31%	31%	35%	30%	29%	32%	30%	31%	33%	32%	36%
I have no interest in taking a cruise during the 2023 holiday season	50%	40%	41%	53%	62%	52%	62%	59%	50%	64%	55%	51%	57%	49%

19. Have over-crowding issues (i.e., booked hotels, sold-out flights, large crowds) impacted how or when you plan or book 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	44%	42%	39%	37%	35%	35%	36%	37%	37%	32%	36%	40%	40%	39%
No	56%	58%	61%	63%	65%	65%	64%	63%	63%	68%	64%	60%	60%	61%

20. What actions did you take due to over-crowding issues and/or concerns when planning or booking travel in the past? (Select all that apply) - Asked of respondents who have been impacted by over-crowding														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	177	165	154	146	141	142	145	150	149	62	145	160	158	1,894
Changed my trip dates	41%	40%	43%	42%	41%	35%	36%	33%	40%	36%	38%	36%	42%	40%
Decided not to travel due to over-crowding	28%	36%	27%	25%	30%	25%	37%	35%	25%	28%	31%	27%	31%	30%
Drove instead of taking a flight	26%	21%	30%	26%	36%	28%	31%	38%	34%	23%	32%	39%	25%	28%
Stayed with friends/family instead of a hotel	26%	20%	18%	28%	28%	22%	23%	22%	23%	30%	24%	31%	24%	23%
Booked a hotel further from preferred location	20%	17%	21%	20%	22%	21%	15%	22%	28%	28%	21%	34%	22%	22%
Changed my travel destination	18%	21%	16%	21%	17%	18%	19%	21%	19%	19%	24%	22%	19%	20%
Booked lodging through a home-sharing site	16%	10%	17%	16%	17%	18%	16%	13%	17%	8%	18%	15%	18%	15%
Used a travel agent	13%	10%	10%	10%	8%	9%	7%	10%	11%	11%	14%	9%	12%	10%
Other	2%	2%	1%	0%	3%	3%	1%	2%	1%	3%	1%	0%	3%	1%

21. Have you ever taken a guided vacation/tour?														
	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	40%	38%	38%	42%	34%	31%	35%	38%	42%	31%	40%	35%	34%	37%
No	58%	57%	58%	53%	63%	66%	63%	59%	54%	66%	58%	62%	65%	59%
Don't remember	2%	5%	4%	5%	3%	3%	2%	3%	4%	3%	2%	3%	1%	4%

22. What, if anything, do you think are the advantages of taking a guided vacation/tour? (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
Expert local knowledge of the guides	63%	60%	59%	63%	68%	58%	64%	67%	62%	54%	57%	54%	65%	61%
Guaranteed to see major attractions/highlights of the area	51%	51%	55%	53%	53%	51%	53%	55%	56%	56%	49%	52%	51%	52%
No hassle with transportation in a foreign country or unknown city	47%	48%	45%	45%	49%	43%	51%	55%	46%	43%	39%	42%	46%	46%
Convenience/ease of planning	50%	46%	46%	42%	47%	41%	54%	43%	39%	40%	41%	36%	50%	44%
Safety for solo travelers	36%	40%	37%	35%	32%	34%	31%	31%	33%	32%	33%	32%	36%	36%
Easier to budget/Most costs paid up front	31%	30%	32%	32%	35%	29%	33%	37%	33%	36%	34%	32%	34%	32%
Opportunity to meet new people	27%	31%	32%	27%	25%	29%	27%	27%	32%	23%	31%	30%	29%	30%
Other	0.2%	1%	0.5%	1%	1%	0.5%	0.0%	1%	1%	1%	0.5%	0.3%	1%	1%
Nothing, I do not think there are any advantages to taking a guided vacation/tour	5%	9%	6%	10%	9%	9%	7%	8%	7%	10%	10%	12%	8%	8%

23. 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 more than before the pandemic	27%	21%	24%	24%	19%	17%	17%	17%	23%	17%	24%	25%	17%	22%
My opinion has not changed	69%	72%	71%	70%	78%	79%	80%	79%	73%	79%	71%	69%	77%	73%
I value travel agents less than before the pandemic	4%	7%	5%	6%	3%	4%	3%	4%	4%	4%	5%	6%	6%	5%

24. How informed do you think 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	31%	30%	35%	29%	20%	25%	21%	25%	31%	19%	35%	30%	24%	29%
Somewhat informed	51%	52%	47%	49%	57%	51%	53%	49%	51%	51%	45%	44%	55%	50%
Not at all informed	18%	18%	18%	22%	23%	24%	26%	26%	18%	30%	20%	26%	21%	21%

25. Are you likely to purchase travel insurance due to fears that severe weather or natural disasters 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	59%	52%	58%	57%	46%	51%	44%	53%	55%	44%	59%	52%	50%	53%
No	41%	48%	42%	43%	54%	49%	56%	47%	45%	56%	41%	48%	50%	47%

26. 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	46%	41%	37%	41%	36%	40%	40%	42%	42%	45%	44%	49%	36%	41%
To get travel suggestions and destination advice	38%	37%	46%	37%	41%	36%	37%	42%	40%	36%	40%	35%	42%	39%
To get help if there is a problem	37%	37%	40%	40%	42%	34%	40%	44%	38%	34%	41%	39%	38%	38%
To save time	35%	38%	40%	34%	36%	36%	37%	42%	34%	39%	38%	40%	38%	37%
To get help with complex trips	38%	33%	36%	38%	41%	34%	41%	40%	35%	32%	35%	33%	41%	36%
To get help planning international travel	36%	32%	37%	28%	36%	28%	37%	34%	32%	33%	34%	30%	36%	33%
To get added benefits	28%	33%	37%	29%	30%	31%	28%	32%	33%	29%	32%	31%	31%	32%
To find quality travel providers who I can trust	27%	26%	29%	32%	28%	27%	28%	26%	27%	26%	33%	26%	28%	28%
To find travel providers who best fit my interests	24%	23%	28%	24%	22%	22%	22%	24%	23%	18%	27%	23%	23%	24%
Other	3%	3%	2%	3%	4%	3%	1%	2%	3%	3%	4%	4%	2%	3%

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%	25%	30%	30%	29%	28%	27%	30%	29%	33%	28%	29%	28%	28%
35-44	19%	16%	18%	17%	17%	15%	17%	17%	16%	17%	16%	16%	16%	16%
45-54	16%	16%	17%	16%	14%	16%	15%	15%	16%	13%	15%	16%	15%	16%
55-64	15%	17%	16%	17%	17%	18%	18%	16%	17%	16%	17%	17%	18%	17%
65 or older	19%	26%	19%	20%	23%	23%	23%	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 August 1 - 7, 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+).