

Background & Methodology

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

- Fielding took place July 8 – 15, 2022
- Utilized a proprietary online research panel
- Weighted by age and gender within state

Key Measure

- 2022 Holiday Travel Plans

1. 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
<i>Base (n=)</i>	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
None	35%	33%	38%	35%	29%	37%	38%	41%	41%	36%	32%	37%	37%	36%
1	19%	26%	21%	22%	28%	21%	23%	27%	21%	24%	26%	23%	25%	23%
2-3	34%	28%	29%	26%	35%	30%	25%	21%	25%	25%	21%	29%	21%	27%
4-5	8%	8%	6%	10%	5%	9%	11%	5%	7%	8%	15%	7%	9%	9%
More than 5	4%	5%	6%	7%	3%	3%	3%	6%	6%	7%	6%	4%	8%	5%

2. 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
<i>Base (n=)</i>	255	264	254	269	269	249	268	245	259	128	260	232	263	3,215
Before Spring: January - March	31%	25%	28%	28%	23%	24%	25%	25%	23%	30%	33%	28%	31%	27%
Spring: Before Memorial Day	34%	39%	36%	33%	33%	33%	32%	33%	41%	30%	40%	38%	32%	36%
Summer: Memorial Day - Labor Day	46%	48%	61%	60%	58%	66%	57%	58%	59%	60%	55%	66%	60%	57%
Fall: After Labor Day - Before Thanksgiving	35%	43%	34%	44%	26%	40%	40%	46%	40%	34%	45%	41%	43%	41%
Holidays: Thanksgiving - New Year's Day	14%	26%	24%	33%	19%	20%	21%	25%	29%	26%	27%	20%	20%	24%

3. For which holiday(s) do you plan to travel during the 2022 holiday season? (Select all that apply)

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
<i>Base (n=)</i>	51	75	60	70	45	53	57	52	71	34	74	43	51	736
Thanksgiving	69%	50%	55%	36%	29%	54%	45%	45%	66%	36%	37%	38%	38%	48%
Hanukkah	2%	5%	1%	2%	0%	6%	0%	3%	6%	0%	1%	0%	2%	3%
Christmas	63%	68%	63%	71%	61%	63%	59%	71%	73%	69%	68%	56%	65%	67%
Kwanzaa	0%	3%	2%	0%	0%	2%	0%	0%	9%	2%	10%	1%	3%	3%
New Year's Eve/Day	22%	21%	21%	36%	38%	23%	19%	23%	30%	25%	43%	28%	26%	27%
Other	0%	7%	9%	7%	4%	0%	5%	3%	9%	0%	2%	0%	6%	6%
Unsure	4%	5%	3%	3%	16%	4%	3%	12%	6%	15%	6%	34%	12%	7%

4. 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
<i>Base (n=)</i>	30	41	31	30	17	28	25	20	37	12	36	21	22	350
Before August	10%	10%	16%	20%	17%	24%	20%	7%	48%	25%	18%	15%	8%	20%
August	10%	21%	8%	18%	3%	18%	7%	5%	12%	14%	11%	10%	12%	14%
September	19%	37%	38%	45%	57%	10%	36%	35%	11%	22%	55%	8%	26%	30%
October	48%	19%	33%	10%	11%	21%	8%	27%	21%	16%	11%	40%	30%	22%
November	6%	9%	5%	6%	10%	23%	18%	26%	3%	12%	3%	20%	20%	10%
Unsure	7%	4%	0%	1%	2%	4%	11%	0%	5%	11%	2%	7%	4%	4%

5. 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=)	26	56	38	46	29	33	35	35	45	23	44	31	33	474
Before August	14%	3%	6%	3%	11%	12%	17%	2%	12%	4%	8%	9%	7%	7%
August	3%	5%	3%	16%	6%	21%	1%	8%	5%	8%	2%	7%	11%	8%
September	9%	20%	27%	3%	5%	14%	25%	21%	20%	28%	7%	12%	12%	15%
October	35%	26%	25%	24%	56%	26%	21%	11%	16%	21%	58%	25%	25%	27%
November	27%	23%	25%	35%	12%	13%	10%	36%	15%	11%	21%	31%	26%	23%
December	9%	15%	11%	12%	8%	10%	23%	19%	11%	17%	0%	12%	6%	12%
Unsure	3%	8%	3%	7%	2%	4%	3%	3%	21%	11%	4%	4%	13%	8%

6. Are you booking your 2022 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=)	51	75	60	70	45	53	57	52	71	34	74	43	51	736
Yes	35%	59%	53%	44%	44%	46%	27%	41%	42%	38%	28%	32%	44%	46%
No	65%	41%	47%	56%	56%	54%	73%	59%	58%	62%	72%	68%	56%	54%

7. Are you planning to take at least one flight during the holiday season?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	51	75	60	70	45	53	57	52	71	34	74	43	51	736
Yes	49%	59%	71%	81%	37%	66%	50%	57%	55%	66%	43%	37%	64%	60%
No	51%	41%	29%	19%	63%	34%	50%	43%	45%	34%	57%	63%	36%	40%

8. Why do you not plan to take a flight during the holiday season? (Select all that apply) - Asked of respondents not taking a flight during their holiday travels

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	16	28	18	15	22	19	28	25	31	11	41	23	22	299
My destination is close enough that a flight is not required	57%	38%	55%	29%	17%	29%	65%	38%	60%	36%	82%	27%	70%	47%
Concerned that flights will be canceled or delayed	45%	50%	43%	9%	32%	30%	12%	15%	62%	54%	33%	21%	27%	38%
The cost of airfare is higher than last year	14%	32%	25%	63%	8%	29%	31%	30%	62%	32%	31%	18%	37%	34%
I am still worried about contracting COVID-19 on a plane	12%	29%	12%	3%	69%	21%	11%	13%	24%	0%	20%	9%	10%	21%
Other	4%	0%	10%	10%	9%	26%	17%	28%	10%	19%	4%	51%	7%	12%

9. 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	50%	48%	47%	45%	45%	40%	43%	38%	43%	48%	40%	32%	47%	44%
No	50%	52%	53%	55%	55%	60%	57%	62%	57%	52%	60%	68%	53%	56%

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 July 8 – 15, 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+).