

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 Measures

- Impact of the COVID-19 Pandemic on Travel Plans and Preferences
- Impact of Inflation and Gas Prices on Travel Plans
- 2022 Holiday Travel Plans

1. Approximately, how many vacations, of 3 days or more, did you take last 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	32%	34%	37%	35%	37%	40%	40%	43%	44%	41%	34%	37%	39%	37%
1	26%	25%	21%	23%	19%	23%	28%	24%	23%	22%	24%	24%	27%	24%
2-3	24%	31%	29%	29%	29%	25%	25%	24%	22%	26%	25%	28%	22%	27%
4-5	14%	7%	11%	8%	12%	7%	5%	4%	6%	6%	12%	5%	6%	8%
More than 5	4%	3%	2%	5%	3%	5%	2%	5%	5%	5%	5%	6%	6%	4%

2. 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
Base (n=)	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%

3. 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
Base (n=)	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%

4. Why are you not planning to take a Summer vacation (Memorial Day to Labor Day)? (Select all that apply) - Asked of respondents not taking a Summer vacation

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	262	263	247	239	205	236	247	255	246	121	233	265	238	3,057
High gas prices	36%	40%	44%	51%	39%	44%	48%	58%	50%	51%	61%	49%	43%	45%
Financial concerns/inflation	35%	39%	39%	40%	31%	36%	42%	41%	34%	42%	43%	42%	41%	39%
Crowds are too much	20%	28%	24%	22%	24%	19%	15%	22%	24%	12%	29%	16%	12%	22%
Concerns related to COVID-19	25%	21%	23%	24%	23%	22%	21%	18%	26%	21%	18%	22%	20%	22%
Prefer to travel at a different time of year	24%	25%	24%	22%	24%	23%	24%	20%	13%	13%	16%	20%	23%	22%
Too busy/Unable to take time off work	28%	16%	21%	16%	11%	17%	21%	21%	23%	23%	25%	14%	19%	19%
No interest in traveling/Do not travel anymore	14%	9%	13%	15%	12%	13%	12%	11%	16%	13%	12%	9%	12%	12%
Other	6%	6%	6%	7%	4%	9%	5%	4%	6%	5%	4%	9%	10%	6%

5. Do you plan to take any of these travel types this year? (Select all that apply) - Asked of respondents traveling in 2022														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	255	264	254	269	269	249	268	245	259	128	260	232	263	3,215
Stay in a hotel/resort	49%	59%	62%	69%	57%	65%	68%	63%	61%	69%	64%	66%	71%	63%
Road trip (50 miles or more away from home)	48%	51%	58%	57%	74%	67%	65%	69%	69%	73%	66%	57%	65%	60%
Commercial flight	44%	42%	41%	47%	22%	37%	38%	46%	32%	41%	26%	32%	44%	39%
Go to theme park(s)	25%	32%	29%	29%	27%	25%	19%	21%	27%	26%	23%	18%	27%	27%
Rent a car	36%	28%	31%	35%	21%	26%	23%	29%	19%	24%	14%	22%	21%	26%
Travel Internationally	21%	17%	17%	27%	30%	13%	17%	14%	19%	15%	10%	9%	14%	18%
Ocean or river cruise	16%	17%	21%	18%	10%	10%	12%	14%	20%	12%	20%	10%	14%	16%
None of these	4%	2%	3%	4%	1%	3%	2%	4%	2%	3%	4%	2%	3%	3%

6. How, if at all, has COVID-19 impacted your 2022 travel plans compared to last year?														
	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
COVID-19 has impacted my 2022 travel plans <u>more</u> than last year	23%	12%	15%	15%	6%	12%	14%	7%	14%	11%	12%	12%	12%	13%
COVID-19 has impacted my 2022 travel plans <u>less</u> than last year	28%	29%	31%	34%	31%	30%	30%	29%	29%	30%	36%	23%	32%	30%
No difference, COVID-19 has the same level of impact on my travel plans	21%	33%	27%	29%	37%	30%	27%	30%	33%	28%	26%	33%	31%	30%
Not applicable, COVID-19 has not impacted my 2021 or 2022 travel plans	28%	26%	27%	22%	26%	28%	29%	34%	24%	31%	26%	32%	25%	27%

7. How, if at all, have gas prices and inflation impacted your 2022 travel plans?														
	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 canceled all of my 2022 travel plans	25%	14%	14%	15%	8%	13%	11%	17%	15%	13%	13%	17%	12%	14%
I have canceled some of my 2022 travel plans	25%	20%	25%	19%	21%	23%	22%	22%	17%	25%	30%	18%	19%	21%
I have changed 2022 travel plans	23%	27%	28%	31%	36%	29%	24%	26%	29%	28%	31%	26%	31%	28%
None, gas prices and inflation have not impacted my 2022 travel plans	29%	40%	34%	38%	36%	36%	44%	36%	39%	37%	32%	41%	41%	38%

8. Thinking specifically about Summer travel plans, how has inflation impacted these 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 will travel closer to home	27%	26%	28%	28%	38%	38%	39%	30%	36%	33%	41%	24%	38%	31%
I will stay in more affordable accommodations (e.g., cheaper hotel, sharing a rental with others)	22%	20%	23%	18%	22%	23%	24%	24%	20%	29%	24%	17%	22%	21%
I am planning further ahead	20%	21%	25%	19%	12%	23%	26%	20%	20%	25%	19%	17%	20%	21%
I will book shorter trips	16%	20%	16%	22%	20%	19%	19%	17%	24%	18%	27%	14%	20%	20%
I will choose more affordable destinations (domestic instead of international)	21%	17%	20%	21%	19%	22%	28%	16%	15%	25%	22%	18%	21%	20%
I will take road trips instead of flying	12%	17%	17%	16%	16%	21%	17%	23%	22%	18%	30%	13%	19%	18%
I canceled summer travel plans	11%	11%	14%	10%	8%	12%	13%	16%	13%	17%	12%	15%	13%	12%
I will fly instead of drive	17%	13%	12%	13%	7%	8%	8%	9%	9%	8%	4%	6%	9%	10%
I am prepaying for travel	9%	13%	10%	10%	3%	7%	7%	5%	12%	10%	7%	6%	7%	9%
I will book all-inclusive travel options (e.g., all-inclusive resorts or cruising)	9%	8%	10%	8%	10%	4%	4%	4%	5%	3%	3%	4%	3%	7%
Other	0%	2%	2%	5%	1%	2%	1%	2%	2%	2%	3%	5%	2%	2%
None, inflation has not impacted my summer travel plans	15%	19%	20%	20%	16%	18%	19%	21%	18%	17%	16%	27%	22%	19%

9. Which of the following best describes how high gas prices have/will impact your Summer road trip plans?														
	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
Canceled all planned summer road trip(s)	24%	14%	13%	15%	13%	12%	16%	18%	14%	14%	14%	16%	10%	15%
Canceled at least one, but not all, summer road trip(s)	25%	18%	25%	23%	22%	28%	24%	26%	28%	30%	24%	18%	27%	23%
Did not cancel any summer road trips	14%	22%	25%	21%	37%	26%	25%	20%	24%	26%	28%	22%	24%	23%
Did not plan any summer road trips because of high gas prices	14%	21%	14%	16%	9%	14%	13%	12%	12%	14%	19%	11%	15%	16%
Not applicable – no plans to take a summer road trip regardless of gas prices	23%	25%	23%	25%	19%	20%	22%	24%	22%	16%	15%	33%	24%	23%

10. What, if anything, will you give up in order to afford traveling in 2022? (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
Dining out	35%	35%	31%	33%	20%	41%	36%	38%	45%	42%	39%	36%	39%	36%
Pampering	23%	25%	21%	21%	18%	27%	22%	26%	24%	26%	35%	24%	28%	24%
Scaling back travel plans to fit travel budget	23%	23%	20%	27%	22%	22%	31%	20%	22%	32%	22%	22%	29%	24%
Entertainment/sporting	21%	23%	19%	19%	16%	27%	21%	26%	15%	28%	20%	23%	21%	21%
Clothing	25%	19%	17%	18%	14%	22%	21%	18%	14%	19%	18%	19%	20%	19%
Monthly memberships/subscriptions	20%	19%	21%	16%	14%	18%	20%	20%	17%	25%	11%	16%	16%	18%
Home improvements	23%	17%	16%	19%	17%	15%	18%	15%	15%	19%	21%	16%	18%	17%
Tech/gadgets	17%	19%	16%	14%	21%	16%	18%	19%	14%	22%	14%	18%	16%	17%
Other	0.4%	0.3%	2%	3%	2%	1%	1%	4%	2%	1%	2%	1%	1%	1%
Nothing, will not give up anything in order to travel this year	29%	32%	32%	30%	44%	28%	33%	32%	27%	29%	29%	35%	30%	31%

11. Overall, do you currently feel comfortable or uncomfortable traveling in our current environment?														
	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	71%	67%	67%	70%	70%	67%	68%	67%	66%	69%	66%	65%	70%	67%
Uncomfortable	29%	33%	33%	30%	30%	33%	32%	33%	34%	31%	34%	35%	30%	33%

12. Why do you currently feel comfortable traveling? (Select all that apply) - Asked of respondents comfortable traveling														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	280	267	269	285	293	263	285	274	255	141	276	248	289	3,425
Received COVID-19 vaccination	42%	50%	43%	47%	52%	54%	49%	48%	46%	42%	51%	46%	59%	49%
Less concerned about COVID-19	36%	42%	47%	43%	39%	50%	54%	51%	48%	56%	54%	46%	56%	46%
Have time to travel	33%	41%	30%	38%	49%	38%	32%	41%	35%	29%	25%	41%	34%	37%
Have funds to travel	28%	32%	34%	35%	34%	32%	33%	30%	32%	27%	33%	28%	30%	32%
I believe airports and most tourist destinations are well-protected against criminal activity	17%	21%	24%	18%	17%	19%	18%	12%	14%	10%	12%	12%	15%	18%
Travel insurance gives me confidence	11%	15%	17%	10%	10%	8%	7%	9%	14%	11%	11%	9%	13%	12%
Other	1%	0.4%	3%	2%	1%	2%	2%	4%	3%	6%	4%	3%	3%	2%

13. Why do you currently feel uncomfortable traveling? (Select all that apply) - Asked of respondents uncomfortable traveling

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	120	133	131	115	107	137	115	126	145	59	124	152	111	1,575
Concerned about finances	58%	54%	54%	50%	57%	60%	56%	61%	52%	58%	70%	62%	69%	57%
Concerned about COVID-19	50%	57%	61%	64%	57%	49%	50%	49%	50%	36%	56%	43%	53%	54%
Concerned about the economy	54%	51%	43%	42%	42%	48%	57%	55%	49%	48%	59%	45%	53%	49%
Concerned about gun violence, robbery, or other criminal activity	29%	37%	41%	57%	58%	39%	51%	40%	33%	31%	52%	36%	53%	42%
Concerned about political unrest	15%	21%	24%	42%	31%	27%	42%	27%	23%	33%	20%	24%	33%	26%
Concerned about safety of traveling companions	9%	18%	16%	24%	19%	22%	17%	13%	24%	14%	16%	23%	15%	19%
Concerned about severe weather/natural disasters	19%	22%	13%	16%	8%	9%	12%	11%	26%	15%	13%	10%	18%	16%
Other	0.3%	2%	5%	5%	6%	3%	1%	2%	4%	6%	1%	4%	1%	3%

14. Have you ever been on a cruise?

	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%	57%	51%	47%	28%	34%	33%	23%	40%	25%	43%	34%	29%	44%
No	50%	43%	49%	53%	72%	66%	67%	77%	60%	75%	57%	66%	71%	56%

Holiday Travelers
15. How interested are you in taking a cruise during the 2022 holiday season (Thanksgiving to New Year's Day)?

	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
Plan to take a cruise this holiday season	14%	24%	26%	36%	3%	14%	7%	12%	22%	5%	18%	17%	23%	22%
No current plans but interested in taking a cruise this holiday season	22%	35%	27%	33%	41%	28%	27%	34%	21%	24%	26%	23%	39%	30%
Not interested in cruising this holiday season	64%	41%	47%	31%	56%	58%	66%	54%	57%	71%	56%	60%	38%	48%

16. What type of cruise are you most interested in taking? - Asked of respondents planning or interested in cruising

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	24	45	33	47	16	22	19	20	33	10	36	21	27	353
Ocean cruise	61%	72%	76%	54%	78%	52%	73%	71%	65%	62%	83%	63%	60%	66%
River cruise	10%	4%	4%	10%	5%	5%	18%	9%	2%	8%	6%	3%	13%	6%
Both ocean and river cruise	29%	24%	20%	36%	17%	43%	9%	20%	33%	30%	11%	34%	27%	28%

17. 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
Base (n=)	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%

18. 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=)	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%

19. 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%

20. 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%

21. 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=)	51	75	60	70	45	53	57	52	71	34	74	43	51	736
Road Trip (50 miles or more away from home)	35%	33%	35%	37%	65%	48%	40%	62%	62%	40%	58%	36%	48%	43%
City/major metro destination	12%	22%	25%	29%	13%	21%	24%	15%	37%	24%	20%	31%	23%	25%
Beach destination	22%	25%	30%	20%	7%	31%	21%	29%	25%	27%	21%	21%	28%	24%
Theme Park	10%	32%	16%	20%	7%	20%	10%	7%	27%	20%	10%	10%	20%	21%
Ocean/large cruise	13%	26%	12%	22%	29%	12%	15%	11%	23%	10%	20%	22%	22%	20%
National/state park	13%	12%	16%	25%	47%	19%	10%	19%	34%	11%	15%	16%	18%	19%
International travel	8%	13%	20%	30%	16%	16%	15%	6%	24%	24%	15%	8%	9%	17%
Resort vacation (all-inclusive/multi-amenity hotels)	15%	13%	12%	23%	9%	16%	15%	9%	22%	24%	34%	6%	24%	17%
Lake destination	9%	6%	3%	25%	8%	14%	9%	12%	14%	9%	21%	9%	12%	12%
Land tour	3%	10%	12%	4%	13%	5%	7%	9%	8%	0%	1%	11%	15%	8%
River cruise	8%	4%	5%	15%	1%	13%	2%	6%	15%	7%	2%	3%	10%	8%
Guided tour	2%	12%	0%	13%	13%	2%	3%	6%	8%	3%	2%	3%	13%	8%
None of these	7%	6%	4%	3%	3%	5%	9%	3%	10%	11%	1%	30%	3%	7%
Unsure	27%	3%	10%	3%	2%	5%	8%	6%	2%	4%	2%	4%	15%	6%

22. 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%

23. 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%

All Respondents

24. Are you less likely to take a holiday trip this year (Thanksgiving to New Year's Day) due to gas prices and inflation?														
	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	47%	40%	38%	41%	30%	36%	42%	36%	31%	36%	42%	43%	39%	39%
No	30%	43%	42%	37%	49%	43%	36%	41%	36%	40%	36%	38%	36%	39%
Unsure	23%	17%	20%	22%	21%	21%	22%	23%	33%	24%	22%	19%	25%	22%

25. Are you aware that the Euro is at a 20 year low against the dollar?														
	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	39%	33%	31%	36%	29%	26%	26%	28%	21%	19%	31%	23%	20%	29%
No	61%	67%	69%	64%	71%	74%	74%	72%	79%	81%	69%	77%	80%	71%

26. Has the Euro weakening against the dollar encouraged you to consider travel to Europe?														
	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	32%	21%	24%	25%	17%	17%	19%	12%	17%	17%	19%	16%	17%	20%
No	68%	79%	76%	75%	83%	83%	81%	88%	83%	83%	81%	84%	83%	80%

27. 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	31%	20%	21%	24%	17%	14%	17%	15%	22%	13%	20%	14%	16%	20%
My opinion has <u>not changed</u>	62%	75%	72%	71%	80%	81%	79%	80%	75%	85%	76%	83%	80%	75%
I value travel agents <u>less</u> than before the pandemic	7%	5%	7%	5%	3%	5%	4%	6%	3%	2%	4%	3%	4%	5%

28. 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%

29. Are you likely to purchase travel insurance due to fears that a hurricane or 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	43%	41%	35%	37%	37%	26%	25%	24%	41%	28%	29%	29%	29%	35%
No	57%	59%	65%	63%	63%	74%	75%	76%	59%	72%	71%	71%	71%	65%

30. 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	29%	30%	31%	31%	18%	24%	24%	20%	28%	20%	28%	18%	23%	27%
Somewhat informed	48%	50%	45%	45%	59%	55%	57%	50%	46%	54%	49%	54%	54%	50%
Not at all informed	23%	20%	24%	24%	23%	21%	19%	30%	26%	26%	23%	28%	23%	23%

31. Are you aware that travel insurance offers financial benefits for each of the following unexpected issues when flying? - % 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
Lost luggage	66%	62%	60%	65%	56%	60%	66%	61%	62%	67%	63%	47%	68%	62%
Flight cancellations	53%	61%	59%	64%	52%	57%	60%	55%	53%	59%	57%	43%	60%	57%
Flight delays of as little as 3 hours	42%	46%	45%	43%	30%	34%	37%	38%	39%	40%	41%	30%	36%	40%

32. 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	47%	45%	45%	44%	35%	46%	46%	45%	40%	42%	49%	45%	43%	44%
To get help if there is a problem	39%	41%	41%	41%	45%	43%	44%	47%	52%	51%	37%	48%	47%	43%
To get travel suggestions and destination advice	33%	34%	37%	37%	41%	38%	42%	37%	43%	41%	37%	34%	39%	37%
To get added benefits	23%	35%	39%	29%	43%	38%	32%	34%	36%	33%	37%	36%	35%	35%
To save time	32%	34%	37%	25%	34%	32%	33%	29%	40%	31%	23%	32%	32%	33%
Other	4%	4%	4%	3%	4%	4%	2%	4%	4%	2%	6%	4%	3%	4%

33. How, if at all, have you changed your 2022 travel plans due to the recent increase in gas prices? (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
Travel closer to home	27%	28%	32%	34%	40%	37%	39%	28%	36%	33%	36%	28%	35%	33%
Take fewer trips	24%	27%	34%	34%	29%	38%	34%	32%	32%	41%	40%	25%	34%	32%
Take shorter trips	27%	26%	26%	30%	27%	27%	31%	24%	27%	37%	29%	20%	29%	27%
Dine out less often while traveling	18%	20%	19%	19%	20%	25%	27%	23%	22%	28%	19%	20%	23%	21%
Budget more for gasoline and spend less on other aspects of my trip	16%	19%	19%	20%	19%	25%	22%	23%	25%	22%	23%	19%	21%	21%
Canceled travel plans	25%	18%	18%	15%	18%	19%	17%	20%	17%	24%	22%	19%	18%	18%
Stay at a less expensive hotel	13%	19%	18%	15%	18%	17%	19%	19%	17%	30%	20%	14%	17%	17%
Drive my most fuel efficient vehicle	15%	8%	17%	13%	18%	12%	18%	18%	17%	18%	19%	15%	18%	14%
See if flying is more affordable than driving	15%	14%	11%	13%	9%	11%	12%	12%	11%	13%	7%	6%	10%	12%
More interested in all-inclusive options (e.g., resorts/cruising)	8%	8%	7%	7%	7%	6%	5%	5%	7%	4%	5%	4%	5%	7%
Other	0.5%	1%	1%	3%	2%	0.4%	0.4%	1%	2%	1%	2%	1%	1%	1%
None, have not changed 2022 travel plans due to gas prices	25%	29%	25%	27%	25%	27%	29%	28%	25%	25%	20%	35%	31%	27%

34. What type of travel plans did you cancel due to the increase in gas prices? (Select all that apply) - Asked of respondents who canceled travel plans														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	91	72	77	66	67	72	68	90	82	49	83	81	77	975
Road trip	66%	69%	75%	68%	67%	80%	93%	82%	81%	72%	72%	74%	82%	74%
Trip activity	29%	37%	27%	32%	33%	30%	28%	29%	28%	39%	20%	25%	29%	30%
Air travel	13%	32%	27%	25%	30%	21%	21%	18%	24%	22%	6%	22%	21%	23%
Cruise	14%	18%	18%	3%	0%	4%	7%	9%	14%	7%	5%	6%	4%	11%
Other	4%	1%	1%	3%	0.5%	1%	1%	4%	8%	0%	18%	4%	1%	3%

35. Did you cancel all or some of your 2022 travel plans due to the increase in gas prices? (Select all that apply) - Asked of respondents who canceled travel plans														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	91	72	77	66	67	72	68	90	82	49	83	81	77	975
Canceled all 2022 travel plans	56%	58%	42%	37%	26%	38%	41%	55%	55%	32%	64%	47%	28%	48%
Canceled some of your 2022 travel plans	44%	42%	58%	63%	74%	62%	59%	45%	45%	68%	36%	53%	72%	52%

36. At what price point would gas prices have to reach in order for you to cancel a road 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
Under \$4.50 per gallon	13%	7%	14%	12%	12%	15%	13%	10%	17%	13%	18%	13%	11%	12%
\$4.50 – under \$5.00 per gallon	10%	16%	14%	7%	14%	8%	13%	16%	15%	13%	16%	11%	14%	13%
\$5.00 – under \$5.50 per gallon	22%	20%	21%	13%	11%	17%	21%	21%	18%	32%	22%	19%	20%	19%
\$5.50 – under \$6.00 per gallon	17%	16%	15%	17%	35%	21%	17%	15%	20%	12%	24%	15%	17%	18%
\$6.50 – under \$7.00 per gallon	8%	12%	7%	18%	5%	12%	14%	13%	8%	10%	3%	11%	14%	11%
\$7.00 per gallon or above	18%	9%	11%	17%	8%	9%	5%	5%	5%	5%	4%	9%	9%	10%
None, I would not cancel a road trip due to gas prices	6%	11%	9%	7%	9%	10%	7%	7%	7%	8%	9%	6%	7%	8%
Not applicable – I would not take a road trip	6%	9%	9%	9%	6%	8%	10%	13%	10%	7%	4%	16%	8%	9%

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+).