

Background & Methodology

Conducted 400 surveys per state

- Fielding took place September 28, 2016 – October 6, 2016
- Utilized a proprietary online market research panel
- State results are weighted by age and gender

Key Measures

- 2016-2017 Travel Plans
- Travel Planning Preferences

1. When do you typically begin making travel plans?

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	400	400	400	400	400	401	400	400	400	400
Last minute/less than a month before I plan to travel	9%	11%	11%	15%	11%	11%	8%	12%	12%	10%
1-2 months before	37%	39%	33%	32%	33%	31%	33%	37%	37%	33%
3-5 months before	32%	29%	34%	31%	34%	34%	36%	34%	33%	35%
6-12 months before	18%	17%	19%	18%	18%	20%	18%	14%	15%	19%
More than one year before I plan to travel	4%	4%	3%	4%	4%	4%	5%	3%	3%	3%

2. Please indicate in which of the following quarters you plan to take a vacation(s)/leisure trip(s) of 3 or more days, requiring overnight accommodations. (Select all that apply)

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	400	400	400	399	400	400	399	399	399	399
2017 Vacation Planned	75%	75%	81%	71%	71%	74%	73%	71%	78%	75%
January-March (2017)	31%	25%	35%	33%	29%	41%	31%	35%	26%	30%
April-June (2017)	36%	43%	38%	25%	34%	28%	32%	29%	41%	33%
July-September (2017)	33%	35%	40%	37%	36%	31%	37%	35%	37%	33%
October - December (2017)	23%	22%	21%	13%	18%	16%	14%	15%	23%	16%
None, do not plan to take a vacation	12%	14%	12%	20%	21%	18%	15%	17%	13%	19%

3. Approximately how many vacations (3 or more days) do you plan to take in 2016-2017?

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	352	345	353	318	317	328	339	327	348	324
1	18%	15%	16%	23%	14%	19%	19%	17%	13%	20%
2-3	46%	51%	51%	50%	54%	53%	55%	52%	59%	55%
4-5	19%	19%	18%	16%	14%	13%	14%	16%	15%	14%
More than 5	13%	12%	11%	7%	14%	10%	9%	11%	9%	7%
Unsure	4%	3%	4%	4%	4%	5%	3%	4%	4%	4%

4. Approximately, how much per person do you anticipate spending on all your vacation travel in 2016-2017? Please include all transportation, food, accommodations, entertainment / attractions, souvenirs, etc.

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	352	345	353	318	317	328	339	327	348	324
\$1,000 or less	32%	40%	32%	41%	36%	35%	41%	31%	44%	34%
\$1,001 - \$2,000	22%	21%	22%	22%	23%	25%	21%	28%	22%	27%
\$2,001 - \$3,000	15%	11%	16%	14%	14%	14%	15%	14%	12%	15%
\$3,001 - \$4,000	8%	8%	5%	7%	8%	8%	8%	9%	6%	4%
\$4,001 - \$5,000	5%	5%	7%	4%	4%	6%	3%	7%	5%	6%
\$5,001 - \$7,000	6%	7%	5%	3%	5%	6%	5%	5%	3%	5%
\$7,001 - \$10,000	4%	1%	5%	2%	3%	2%	1%	2%	2%	4%
More than \$10,000	3%	2%	4%	3%	2%	2%	3%	1%	1%	3%
Unsure	5%	5%	4%	4%	5%	2%	3%	3%	5%	2%

5. Which of the following types of vacations do you plan to take in 2016-2017? (Select all that apply)

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	352	345	353	318	317	328	339	327	348	324
City destination	32%	39%	42%	42%	42%	40%	48%	48%	38%	42%
Ocean/large ship cruise	29%	18%	19%	8%	10%	7%	12%	10%	17%	10%
International travel	28%	22%	24%	19%	19%	18%	15%	16%	18%	21%
Beach Vacation	28%	49%	34%	27%	38%	34%	23%	18%	48%	27%
Theme park	21%	17%	16%	14%	15%	12%	16%	15%	19%	14%
National/State Park	18%	19%	18%	25%	26%	24%	25%	25%	25%	19%
Resort Vacation	15%	16%	19%	14%	16%	18%	15%	16%	16%	20%
River boat cruise	5%	5%	6%	4%	3%	3%	2%	3%	2%	3%
Guided Tour	3%	5%	6%	3%	2%	4%	5%	7%	3%	4%
Unsure	7%	10%	8%	12%	12%	14%	11%	12%	12%	12%
None of the above	5%	5%	7%	7%	5%	6%	6%	9%	4%	8%

6. Where do you plan to travel to during your vacation(s) in 2016-2017? (Select all that apply)										
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	352	345	353	318	317	328	339	327	348	324
U.S. (including Alaska and Hawaii)	78%	85%	78%	82%	85%	82%	85%	88%	87%	81%
Caribbean	28%	21%	21%	14%	17%	13%	12%	9%	17%	14%
Europe	17%	15%	19%	10%	10%	10%	7%	9%	10%	11%
Mexico	8%	7%	11%	9%	7%	7%	9%	6%	6%	12%
Canada	7%	5%	9%	5%	9%	9%	6%	11%	6%	5%
South America	5%	3%	4%	<1%	3%	1%	1%	1%	2%	2%
Central America	5%	3%	3%	1%	2%	2%	3%	2%	1%	1%
Asia	3%	5%	4%	3%	4%	2%	3%	1%	3%	2%
Australia/New Zealand/Pacific Island	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%
Africa	1%	2%	1%	2%	1%	1%	1%	<1%	1%	2%
Other	1%	1%	1%	<1%	2%	1%	1%	1%	1%	1%
Unsure	2%	3%	5%	4%	4%	5%	4%	4%	4%	6%

7. What region(s) in the U.S. do you plan to travel to during your vacation(s) in 2016-2017? (Select all that apply)										
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	273	292	274	260	269	270	288	284	303	262
South Atlantic	51%	62%	39%	29%	42%	37%	29%	24%	60%	33%
East North Central	22%	12%	30%	24%	43%	17%	16%	17%	13%	33%
Pacific	17%	15%	27%	22%	18%	22%	24%	23%	16%	20%
Middle Atlantic	16%	11%	11%	7%	10%	4%	7%	5%	9%	7%
Mountain	16%	16%	26%	30%	19%	27%	40%	34%	17%	26%
New England	14%	11%	9%	3%	9%	7%	7%	4%	11%	8%
West South Central	14%	11%	13%	15%	10%	14%	21%	14%	15%	14%
East South Central	12%	20%	11%	8%	12%	6%	6%	5%	29%	9%
West North Central	11%	8%	14%	39%	8%	34%	38%	44%	5%	20%
Unsure	4%	4%	4%	4%	4%	7%	1%	1%	4%	4%

8. Do you generally move or travel to a different location for the winter?										
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	351	344	352	316	315	326	338	326	341	323
Yes	11%	9%	18%	11%	12%	18%	9%	11%	8%	12%
No	89%	91%	82%	89%	88%	82%	91%	89%	92%	88%

9. Are you interested in traveling to Cuba in the next 3 years?										
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
Base (n=)	400	400	400	400	400	401	400	400	400	400
Yes	28%	31%	29%	19%	20%	21%	23%	13%	21%	22%
No	72%	69%	71%	81%	80%	79%	77%	87%	79%	78%

10. Why are you not interested in traveling to Cuba? (Select all that apply)										
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
Base (n=)	290	275	281	325	320	316	310	348	315	314
Prefer other destinations	67%	65%	61%	67%	69%	66%	67%	67%	64%	76%
Safety concerns	28%	44%	44%	34%	38%	38%	36%	41%	41%	31%
Political controversy	23%	27%	20%	18%	20%	21%	20%	23%	24%	22%
Other	14%	9%	11%	17%	10%	12%	13%	10%	11%	11%

Respondent Profile

Gender										
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
Base (n=)	400	400	400	400	400	401	400	400	400	400
Male	48%	48%	48%	49%	48%	49%	49%	51%	48%	49%
Female	52%	52%	52%	51%	52%	51%	51%	49%	52%	51%

Age										
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
Base (n=)	400	400	400	400	400	401	400	400	400	400
18-34	27%	32%	31%	30%	29%	30%	31%	35%	29%	29%
35-44	16%	18%	17%	15%	15%	16%	16%	15%	17%	15%
45-54	17%	18%	18%	17%	18%	18%	17%	16%	18%	18%
55-64	16%	16%	16%	17%	18%	17%	17%	16%	17%	18%
65 or older	24%	16%	18%	21%	20%	19%	19%	18%	19%	20%

Statistical Statement:

The AAA Consumer Pulse™ Survey was conducted online among residents living in The Auto Club Group territory from September 28, 2016 – October 6, 2016. Approximately 400 residents in each state completed the survey. State results have a margin of error of ± 4.9 percentage points. Responses are weighted by gender and age to ensure reliable and accurate representation of the adult population (18+).