

BACKGROUND & METHODOLOGY

- **Conducted 1,212 surveys among Florida, Georgia, and Tennessee residents**
 - Fielding took place April 4, 2013 – April 8, 2013
 - Utilized proprietary online research panel
 - Total is weighted by age and gender within state
- **Key Measures**
 - Summer Travel Plans
 - Opinion on the Importance of Travel
- **Key Findings:**
 - Almost three in four (72%) residents plan to take a summer vacation this year.
 - Additionally, almost all residents (96%) feel travel is important to a person's well-being.
 - *City Destinations* (48%) and *Beach Getaways* (44%) are the most frequently planned types of summer vacations, with the majority of residents (57%) seeking a relaxing vacation.

DETAILED FINDINGS:

1. Do you personally plan to take at least one leisure trip of 50 miles or more away from home requiring overnight accommodations in the next 3 months?

	Base (n=)	Florida	Georgia	Tennessee	Total
Yes	407	77%	79%	76%	77%
No		10%	11%	12%	11%
Not sure		13%	10%	11%	12%

2. Do you plan to travel domestically within the United States, or do you plan to travel internationally?

	Base (n=)	Florida	Georgia	Tennessee	Total
Domestic	306	72%	79%	83%	76%
International		8%	8%	5%	7%
Both domestic and international		20%	13%	12%	17%

3. Approximately how much do you expect to spend on leisure travel in the next 3 months? *Please include all transportation, food, accommodations, entertainment / attractions, souvenirs, etc.*

	Base (n=)	Florida	Georgia	Tennessee	Total
\$500 or less	306	18%	25%	24%	21%
\$501 - \$1,000		31%	27%	28%	29%
\$1,001 - \$1,500		15%	12%	17%	14%
\$1,501 - \$2,000		10%	12%	11%	11%
\$2,001 - \$3,000		9%	10%	9%	9%
\$3,001 - \$4,000		5%	5%	6%	5%
\$4,001 - \$5,000		5%	3%	3%	4%
\$5,001 - \$7,000		3%	2%	1%	3%
\$7,001 - \$10,000		2%	2%	3%	2%
More than \$10,000		3%	2%	<1%	2%

4. For what reasons, if any, do you think travel is important?
(Select all that apply)

	Base (n=)	Florida	Georgia	Tennessee	Total
		407	399	405	1,211
Creates experiences		69%	70%	74%	70%
Lets you recharge		65%	64%	74%	66%
Allows for family time		62%	60%	61%	61%
To become more culturally aware		43%	41%	40%	42%
To grow as a person		35%	38%	42%	37%
Stimulates the economy		18%	15%	19%	18%
Other		4%	5%	5%	4%
None of the above		3%	4%	2%	3%

5. How important do you think travel is to your well-being?

	Base (n=)	Florida	Georgia	Tennessee	Total
		405	400	404	1,209
Very important		62%	67%	64%	64%
Somewhat important		33%	28%	33%	32%
Not at all important		5%	4%	3%	4%

6. Do you plan to take a summer vacation this year of 4 days or more between May - September?

	Base (n=)	Florida	Georgia	Tennessee	Total
		407	400	405	1,212
Yes		70%	75%	73%	72%
No		12%	8%	12%	11%
Don't know		18%	18%	15%	17%

7. Which of the following types of vacations do you plan to take for your summer vacation(s)? (Select all that apply)

	Base (n=)	Florida	Georgia	Tennessee	Total
		285	299	297	881
City Destination		47%	50%	48%	48%
Beach Getaway		36%	55%	49%	44%
Theme Park / Attractions		27%	25%	20%	25%
Cruise		19%	19%	13%	18%
Luxury		12%	9%	8%	10%
Other		20%	16%	20%	19%
None of the above		2%	1%	2%	2%

8. What type of experience are you most interested in for your next vacation?

	Base (n=)	Florida	Georgia	Tennessee	Total
		285	299	297	881
Relaxing		54%	58%	62%	57%
Adventure		17%	16%	14%	16%
Cultural experience		15%	15%	14%	15%
Luxury		6%	6%	2%	5%
Culinary		2%	1%	2%	2%
Other		6%	4%	6%	6%

Respondent Profile:

Gender	<i>Base (n=)</i>	Florida	Georgia	Tennessee	Total
Male		48%	48%	48%	48%
Female		52%	52%	52%	52%

Age	<i>Base (n=)</i>	Florida	Georgia	Tennessee	Total
18-34		27%	32%	30%	29%
35-44		16%	19%	17%	17%
45-54		18%	19%	19%	19%
55-64		16%	15%	17%	16%
65 or older		22%	15%	18%	20%

Statistical Statement:

The AAA Consumer Pulse™ Survey was conducted online among residents living in the Southern Region of The Auto Club Group (Florida, Georgia, and Tennessee) from April 4 - 8, 2013. A total of 1,212 residents completed the survey. Overall survey responses are weighted by gender and age within state to ensure reliable and accurate representation of the adult population (18+) in Florida, Georgia, and Tennessee.

	Base (N=)	Maximum Margin of Error
Florida	407	+/- 4.9 percentage points
Georgia	400	+/- 4.9 percentage points
Tennessee	405	+/- 4.9 percentage points
TOTAL	1,212	+/- 2.8 percentage points