

Background & Methodology

Conducted 1,200 surveys among Florida, Georgia, and Tennessee residents

- Fielding took place August 22, 2014 – August 26, 2014
- Utilized proprietary online research panel
- Total is weighted by age and gender within state

Key Measure

- Travel Planning Preferences
- Off-Season Travel Plans

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?

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	400	400	400	1200
Yes	74%	76%	80%	76%
No	16%	15%	10%	15%
Not sure	10%	9%	10%	9%

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

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	300	300	321	921
Domestic	80%	84%	88%	83%
International	5%	3%	2%	4%
Both domestic and international	15%	13%	10%	13%

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.

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	298	299	316	913
\$500 or less	21%	21%	23%	21%
\$501 - \$1,000	28%	32%	28%	29%
\$1,001 - \$1,500	17%	17%	17%	17%
\$1,501 - \$2,000	9%	9%	10%	9%
\$2,001 - \$3,000	10%	9%	12%	10%
\$3,001 - \$4,000	6%	4%	4%	6%
\$4,001 - \$5,000	3%	3%	3%	3%
\$5,001 - \$7,000	3%	3%	1%	2%
\$7,001 - \$10,000	1%	1%	1%	1%
More than \$10,000	2%	1%	1%	2%

Do you prefer to take vacations during peak travel seasons (March - August / November - December) or off-seasons (September - October / January - February)?				
	Florida	Georgia	Tennessee	Total
Base (n=)	400	400	400	1200
Prefer off-season travel	45%	42%	47%	45%
Prefer peak season travel	8%	15%	13%	11%
No preference	47%	43%	40%	44%

How likely are you to take an off-season vacation in the next 12 months (a trip in September - October or January - February)?				
	Florida	Georgia	Tennessee	Total
Base (n=)	400	400	400	1200
Very Likely	45%	39%	44%	43%
Somewhat Likely	25%	28%	28%	26%
Undecided	22%	21%	17%	21%
Somewhat unlikely	3%	6%	6%	4%
Very unlikely	5%	6%	5%	6%

Respondent Profile

Gender				
	Florida	Georgia	Tennessee	Total
Base (n=)	400	400	400	1200
Male	48%	47%	46%	47%
Female	52%	53%	54%	53%

Age				
	Florida	Georgia	Tennessee	Total
Base (n=)	400	400	400	1200
18-34	27%	32%	30%	29%
35-44	16%	19%	17%	17%
45-54	18%	19%	18%	18%
55-64	16%	15%	17%	16%
65 or older	23%	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 August 22 - 26, 2014. A total of 1,200 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	400	± 4.9 percentage points
Georgia	400	± 4.9 percentage points
Tennessee	400	± 4.9 percentage points
Total	1,200	± 2.8 percentage points