

### Background & Methodology

**Conducted approximately 400 surveys per state**

- Fielding took place October 10, 2017 – October 30, 2017
- Utilized a proprietary online research panel
- State totals are weighted by age and gender

**Key Measures**

- 2018 Travel Plans
- Hurricane Impacts on Travel Plans
- Willingness to Travel

#### 1. Approximately how many vacations of 3 days or more did you/will you take in 2017?

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	401	405	401	401	400	400	400	403	400	400
None	14%	17%	21%	22%	23%	22%	18%	15%	20%	17%
1	17%	19%	16%	23%	17%	21%	19%	16%	18%	17%
2 - 3	40%	40%	37%	37%	38%	35%	39%	45%	37%	44%
4 - 5	18%	12%	14%	11%	14%	11%	15%	15%	14%	13%
More than 5	11%	12%	12%	7%	8%	11%	9%	9%	11%	9%

#### 2. Do you plan to travel 50 miles or more from home during the final two weeks of 2017 (December 17th – December 31st, 2017)?

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	401	405	401	401	400	400	400	403	400	400
Yes	46%	40%	42%	35%	36%	38%	39%	49%	39%	42%
No	40%	42%	44%	49%	47%	49%	49%	38%	48%	48%
Unsure	14%	18%	14%	16%	17%	13%	12%	13%	13%	10%

#### 3. Do you plan to take at least one vacation/leisure trip during 2018 of 3 days or more, requiring overnight accommodations?

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	401	405	401	401	400	400	400	403	400	400
Yes	83%	83%	80%	75%	71%	75%	79%	82%	80%	79%
No	7%	8%	10%	13%	14%	13%	11%	7%	11%	11%
Unsure	10%	9%	10%	12%	15%	12%	10%	11%	9%	10%

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

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	332	337	320	300	286	300	316	328	319	316
January-March (2018)	33%	34%	40%	39%	34%	47%	40%	42%	33%	45%
April-June (2018)	53%	54%	49%	42%	48%	46%	53%	46%	54%	52%
July-September (2018)	49%	48%	51%	51%	50%	49%	54%	53%	50%	50%
October-December (2018)	34%	32%	35%	29%	27%	27%	28%	31%	37%	36%
Unsure	7%	8%	8%	7%	10%	7%	5%	7%	7%	5%

5. What type of vacation(s)/leisure trip(s) will you take? (Select all that apply)										
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
Base (n=)	332	337	320	300	286	300	316	328	319	316
City/major metro destination	34%	30%	44%	37%	30%	37%	43%	45%	32%	36%
Beach destination	30%	50%	33%	24%	36%	32%	25%	26%	47%	30%
Theme park	27%	24%	23%	13%	17%	13%	14%	12%	21%	14%
Ocean/large cruise	26%	24%	17%	9%	12%	12%	10%	7%	17%	9%
International travel	23%	24%	24%	16%	20%	16%	17%	14%	15%	17%
Nation/state park	18%	20%	22%	26%	24%	27%	31%	28%	22%	22%
Resort vacation (all-inclusive / multi-amenity hotels)	18%	19%	24%	14%	21%	21%	17%	16%	15%	21%
Land tour	9%	9%	14%	10%	14%	14%	10%	13%	10%	11%
Guided tour	5%	7%	5%	4%	6%	2%	4%	4%	6%	6%
None of the above	9%	8%	8%	14%	12%	12%	10%	14%	8%	15%

6A. Which of the following best describes if you plan to take a vacation of 3 days or more for Spring Break?										
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
Base (n=)	332	337	320	300	286	300	316	328	319	316
Yes, I will travel with family	43%	40%	36%	29%	37%	38%	32%	26%	36%	33%
Yes, I will travel with friends	12%	7%	8%	5%	6%	6%	6%	6%	8%	7%
No, I will not be planning a Spring Break vacation	33%	39%	38%	49%	40%	42%	47%	55%	42%	46%
I am not sure yet	12%	14%	18%	17%	17%	14%	15%	13%	14%	14%

6B. Millennials Only: Which of the following best describes if you plan to take a vacation of 3 days or more for Spring Break?										
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
Base (n=)	215	223	230	226	194	207	180	143	202	204
Yes, I will travel with family	61%	51%	42%	37%	54%	54%	44%	29%	59%	50%
Yes, I will travel with friends	19%	13%	13%	11%	11%	8%	7%	10%	11%	8%
No, I will not be planning a Spring Break vacation	9%	24%	33%	36%	21%	24%	34%	45%	22%	30%
I am not sure yet	11%	12%	12%	16%	14%	14%	15%	16%	8%	12%

7. How many, if any, summer vacation(s) of 3 or more days requiring overnight accommodations do you plan to take in 2018? (Memorial Day - Labor Day)										
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
Base (n=)	332	337	320	300	286	300	316	328	319	316
1 summer vacation	43%	42%	39%	44%	42%	41%	46%	40%	46%	36%
2-3 summer vacations	32%	32%	33%	28%	33%	32%	31%	31%	28%	34%
4-5 summer vacations	4%	5%	5%	2%	4%	7%	3%	5%	3%	2%
Unsure	13%	11%	15%	15%	15%	14%	14%	16%	14%	16%
No plans to take a summer vacation between Memorial Day and Labor Day	8%	10%	8%	11%	6%	6%	6%	8%	9%	12%

**8. Which of the following describes your feelings about traveling to the Caribbean, given the impact of recent hurricanes? (Select all that apply)**

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	401	405	401	401	400	400	400	403	400	400
I am unsure if the Caribbean is open to tourism.	18%	19%	15%	12%	14%	16%	14%	13%	12%	10%
I will visit the Caribbean, to help bolster their local economies.	17%	12%	10%	7%	7%	4%	4%	4%	10%	6%
I will visit the Caribbean, despite reports of damage.	16%	13%	11%	8%	10%	9%	8%	8%	8%	8%
I will not visit the Caribbean, because the islands need time to recover.	12%	14%	12%	9%	11%	12%	10%	11%	10%	13%
I did not have plans to visit the Caribbean, regardless of the hurricanes.	46%	52%	60%	70%	65%	70%	70%	71%	67%	69%

**9. How, if at all, did Hurricanes Irma and Maria impact your travel plans to the Florida Keys or Caribbean? (Select all that apply)**

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	401	405	401	401	400	400	400	403	400	400
I did not alter my travel plans to the Florida Keys/Caribbean	15%	12%	10%	7%	9%	9%	7%	10%	8%	10%
I cancelled travel plans to the Florida Keys/Caribbean	9%	6%	6%	2%	3%	2%	5%	2%	3%	2%
I altered my travel itinerary	9%	6%	7%	4%	5%	4%	4%	2%	3%	4%
I shortened travel plans to the Florida Keys/Caribbean	6%	6%	5%	3%	4%	3%	1%	1%	4%	1%
None of these, I did not have any travel plans to the Florida Keys/Caribbean	64%	71%	73%	85%	80%	83%	85%	84%	82%	83%

**10. What best describes your feelings about traveling, in the wake of recent events of terrorism and political unrest? (Select one answer)**

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	401	405	401	401	400	400	400	403	400	400
“Terrorism/political unrest won’t stop me from traveling.”	16%	15%	16%	13%	14%	14%	17%	17%	18%	17%
“I will continue to travel, but have a heightened sense of awareness.”	42%	40%	42%	41%	36%	38%	42%	39%	39%	40%
“I will stay away from large crowds/events while traveling.”	10%	11%	7%	7%	10%	7%	6%	4%	8%	7%
“I am uneasy about international travel, and prefer to stay within the United States.”	13%	11%	13%	14%	13%	12%	13%	19%	14%	12%
“I feel unsafe traveling, and would rather stay close to home.”	5%	5%	2%	3%	3%	6%	3%	3%	3%	3%
“I don’t travel much anyway.”	14%	18%	20%	22%	24%	23%	19%	18%	18%	21%

**11. The U.S. State Department issued a travel warning for Americans visiting Cuba. Which of the following best describes your stance on visiting the country? (Select one answer)**

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	401	405	401	401	400	400	400	403	400	400
I was interested in visiting Cuba, but now it seems unsafe. I will not go.	12%	15%	10%	7%	7%	7%	7%	7%	12%	8%
I am still interested in visiting Cuba, despite the travel warning.	21%	17%	21%	16%	16%	19%	16%	14%	14%	15%
I am opposed to visiting Cuba, based on my feelings regarding the country’s politics and policies.	11%	8%	7%	4%	8%	6%	5%	7%	7%	5%
I am simply not interested in visiting Cuba.	56%	60%	62%	73%	69%	68%	72%	72%	67%	72%

**Respondent Profile**

Gender										
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
Base (n=)	401	405	401	401	400	400	400	403	400	400
Male	48%	48%	49%	49%	49%	49%	49%	51%	48%	49%
Female	52%	52%	51%	51%	51%	51%	51%	49%	52%	51%

Age										
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
Base (n=)	401	405	401	401	400	400	400	403	400	400
18-34	26%	31%	30%	30%	29%	29%	31%	35%	29%	29%
35-44	15%	18%	17%	16%	15%	16%	16%	15%	17%	15%
45-54	17%	18%	17%	16%	17%	17%	16%	15%	17%	17%
55-64	17%	16%	17%	17%	18%	18%	17%	16%	17%	18%
65 or older	25%	17%	19%	21%	21%	20%	20%	19%	20%	21%

**Statistical Statement:**

The AAA Consumer Pulse™ Survey was conducted online among residents living in The Auto Club Group territory from October 10, 2017 – October 30, 2017. 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+).