

### 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	Total
<i>Base (n=)</i>	401	405	401	401	400	400	400	403	400	400	4,011
None	14%	17%	21%	22%	23%	22%	18%	15%	20%	17%	18%
1	17%	19%	16%	23%	17%	21%	19%	16%	18%	17%	18%
2 - 3	40%	40%	37%	37%	38%	35%	39%	45%	37%	44%	39%
4 - 5	18%	12%	14%	11%	14%	11%	15%	15%	14%	13%	14%
More than 5	11%	12%	12%	7%	8%	11%	9%	9%	11%	9%	11%

### 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	Total
<i>Base (n=)</i>	401	405	401	401	400	400	400	403	400	400	4,011
Yes	46%	40%	42%	35%	36%	38%	39%	49%	39%	42%	41%
No	40%	42%	44%	49%	47%	49%	49%	38%	48%	48%	45%
Unsure	14%	18%	14%	16%	17%	13%	12%	13%	13%	10%	14%

### 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	Total
<i>Base (n=)</i>	401	405	401	401	400	400	400	403	400	400	4,011
Yes	83%	83%	80%	75%	71%	75%	79%	82%	80%	79%	79%
No	7%	8%	10%	13%	14%	13%	11%	7%	11%	11%	10%
Unsure	10%	9%	10%	12%	15%	12%	10%	11%	9%	10%	11%

### 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	Total
<i>Base (n=)</i>	332	337	320	300	286	300	316	328	319	316	3,154
January-March (2018)	33%	34%	40%	39%	34%	47%	40%	42%	33%	45%	37%
April-June (2018)	53%	54%	49%	42%	48%	46%	53%	46%	54%	52%	51%
July-September (2018)	49%	48%	51%	51%	50%	49%	54%	53%	50%	50%	49%
October-December (2018)	34%	32%	35%	29%	27%	27%	28%	31%	37%	36%	33%
Unsure	7%	8%	8%	7%	10%	7%	5%	7%	7%	5%	7%

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	Total
Base (n=)	332	337	320	300	286	300	316	328	319	316	3,154
City/major metro destination	34%	30%	44%	37%	30%	37%	43%	45%	32%	36%	35%
Beach destination	30%	50%	33%	24%	36%	32%	25%	26%	47%	30%	35%
Nation/state park	18%	20%	22%	26%	24%	27%	31%	28%	22%	22%	22%
Theme park	27%	24%	23%	13%	17%	13%	14%	12%	21%	14%	21%
International travel	23%	24%	24%	16%	20%	16%	17%	14%	15%	17%	21%
Resort vacation (all-inclusive / multi-amenity hotels)	18%	19%	24%	14%	21%	21%	17%	16%	15%	21%	19%
Ocean/large cruise	26%	24%	17%	9%	12%	12%	10%	7%	17%	9%	18%
Land tour	9%	9%	14%	10%	14%	14%	10%	13%	10%	11%	11%
Guided tour	5%	7%	5%	4%	6%	2%	4%	4%	6%	6%	5%
None of the above	9%	8%	8%	14%	12%	12%	10%	14%	8%	15%	10%

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	Total
Base (n=)	332	337	320	300	286	300	316	328	319	316	3,154
Yes, I will travel with family	43%	40%	36%	29%	37%	38%	32%	26%	36%	33%	38%
Yes, I will travel with friends	12%	7%	8%	5%	6%	6%	6%	6%	8%	7%	8%
No, I will not be planning a Spring Break vacation	33%	39%	38%	49%	40%	42%	47%	55%	42%	46%	39%
I am not sure yet	12%	14%	18%	17%	17%	14%	15%	13%	14%	14%	15%

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	Total
Base (n=)	215	223	230	226	194	207	180	143	202	204	2,024
Yes, I will travel with family	61%	51%	42%	37%	54%	54%	44%	29%	59%	50%	52%
Yes, I will travel with friends	19%	13%	13%	11%	11%	8%	7%	10%	11%	8%	13%
No, I will not be planning a Spring Break vacation	9%	24%	33%	36%	21%	24%	34%	45%	22%	30%	23%
I am not sure yet	11%	12%	12%	16%	14%	14%	15%	16%	8%	12%	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	Total
Base (n=)	332	337	320	300	286	300	316	328	319	316	3,154
1 summer vacation	43%	42%	39%	44%	42%	41%	46%	40%	46%	36%	42%
2-3 summer vacations	32%	32%	33%	28%	33%	32%	31%	31%	28%	34%	32%
4-5 summer vacations	4%	5%	5%	2%	4%	7%	3%	5%	3%	2%	4%
Unsure	13%	11%	15%	15%	15%	14%	14%	16%	14%	16%	14%
No plans to take a summer vacation between Memorial Day and Labor Day	8%	10%	8%	11%	6%	6%	6%	8%	9%	12%	8%

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	Total
Base (n=)	401	405	401	401	400	400	400	403	400	400	4,011
I am unsure if the Caribbean is open to tourism.	18%	19%	15%	12%	14%	16%	14%	13%	12%	10%	16%
I will visit the Caribbean, to help bolster their local economies.	17%	12%	10%	7%	7%	4%	4%	4%	10%	6%	11%
I will visit the Caribbean, despite reports of damage.	16%	13%	11%	8%	10%	9%	8%	8%	8%	8%	12%
I will not visit the Caribbean, because the islands need time to recover.	12%	14%	12%	9%	11%	12%	10%	11%	10%	13%	12%
I did not have plans to visit the Caribbean, regardless of the hurricanes.	46%	52%	60%	70%	65%	70%	70%	71%	67%	69%	58%

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	Total
Base (n=)	401	405	401	401	400	400	400	403	400	400	4,011
I did not alter my travel plans to the Florida Keys/Caribbean	15%	12%	10%	7%	9%	9%	7%	10%	8%	10%	11%
I cancelled travel plans to the Florida Keys/Caribbean	9%	6%	6%	2%	3%	2%	5%	2%	3%	2%	5%
I altered my travel itinerary	9%	6%	7%	4%	5%	4%	4%	2%	3%	4%	6%
I shortened travel plans to the Florida Keys/Caribbean	6%	6%	5%	3%	4%	3%	1%	1%	4%	1%	5%
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%	74%

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	Total
Base (n=)	401	405	401	401	400	400	400	403	400	400	4,011
"Terrorism/political unrest won't stop me from traveling."	16%	15%	16%	13%	14%	14%	17%	17%	18%	17%	16%
"I will continue to travel, but have a heightened sense of awareness."	42%	40%	42%	41%	36%	38%	42%	39%	39%	40%	40%
"I will stay away from large crowds/events while traveling."	10%	11%	7%	7%	10%	7%	6%	4%	8%	7%	9%
"I am uneasy about international travel, and prefer to stay within the United States."	13%	11%	13%	14%	13%	12%	13%	19%	14%	12%	13%
"I feel unsafe traveling, and would rather stay close to home."	5%	5%	2%	3%	3%	6%	3%	3%	3%	3%	4%
"I don't travel much anyway."	14%	18%	20%	22%	24%	23%	19%	18%	18%	21%	18%

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	Total
Base (n=)	401	405	401	401	400	400	400	403	400	400	4,011
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%	11%
I am still interested in visiting Cuba, despite the travel warning.	21%	17%	21%	16%	16%	19%	16%	14%	14%	15%	18%
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%	8%
I am simply not interested in visiting Cuba.	56%	60%	62%	73%	69%	68%	72%	72%	67%	72%	63%

**Respondent Profile**

Gender											
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
Base (n=)	401	405	401	401	400	400	400	403	400	400	4,011
Male	48%	48%	49%	49%	49%	49%	49%	51%	48%	49%	48%
Female	52%	52%	51%	51%	51%	51%	51%	49%	52%	51%	52%

Age											
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
Base (n=)	401	405	401	401	400	400	400	403	400	400	4,011
18-34	26%	31%	30%	30%	29%	29%	31%	35%	29%	29%	29%
35-44	15%	18%	17%	16%	15%	16%	16%	15%	17%	15%	16%
45-54	17%	18%	17%	16%	17%	17%	16%	15%	17%	17%	17%
55-64	17%	16%	17%	17%	18%	18%	17%	16%	17%	18%	17%
65 or older	25%	17%	19%	21%	21%	20%	20%	19%	20%	21%	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. A total of 4,011 residents completed the survey. Total results have a maximum margin of error of ± 1.7 percentage points. Responses are weighted by gender and age within state to ensure reliable and accurate representation of the adult population (18+).