

### Background & Methodology

**Conducted approximately 400 surveys per state**

- Fielding took place August 3 - 14, 2018
- Utilized a proprietary online research panel
- Weighted by age and gender within state

**Key Measures**

- Fall Travel Plans
- Off-Season Travel Preferences
- Travel Planning Considerations

### 1. Which, if any, of these types of trips do you plan to take in the next 90 days? (Select all that apply)

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
<i>Base (n=)</i>	400	401	400	400	400	401	401	400	400	403	4,006
Domestic	39%	35%	46%	42%	39%	40%	42%	37%	40%	40%	40%
Beach Destination	32%	32%	26%	13%	20%	16%	19%	13%	27%	13%	25%
Theme Park Destination	27%	22%	19%	10%	12%	10%	14%	8%	18%	11%	19%
International	19%	14%	20%	11%	8%	7%	11%	9%	9%	11%	14%
Ocean Cruise	20%	13%	8%	4%	7%	6%	9%	2%	10%	7%	12%
Tour	8%	8%	9%	7%	5%	3%	5%	4%	5%	7%	7%
River Cruise	6%	6%	5%	4%	3%	3%	4%	3%	3%	2%	5%
Other	3%	5%	4%	6%	5%	5%	4%	5%	5%	7%	4%
None, I do not plan to take a vacation in the next 90 days	25%	28%	25%	38%	37%	40%	36%	44%	29%	35%	30%

### 2. In the past 5 years, have you purchased travel insurance for a vacation that cost \$1,000 or more?

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
<i>Base (n=)</i>	400	401	400	400	400	401	401	400	400	403	4,006
Yes	34%	25%	31%	24%	28%	22%	23%	19%	24%	22%	28%
No	66%	75%	69%	76%	72%	78%	77%	81%	76%	78%	72%

### 3. Do you prefer to take vacations during peak travel seasons (March - August / November - December) or off-seasons (September - October / January - February)?

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
<i>Base (n=)</i>	400	401	400	400	400	401	401	400	400	403	4,006
Prefer peak season travel	20%	19%	23%	17%	21%	22%	19%	18%	16%	15%	20%
Prefer off-season travel	43%	45%	38%	43%	38%	36%	40%	43%	45%	43%	41%
No preference	37%	36%	39%	40%	41%	42%	41%	39%	39%	42%	39%

**4. Do you prefer traveling during the fall for any of the following reasons? (Select all that apply)**

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
<i>Base (n=)</i>	400	401	400	400	400	401	401	400	400	403	4,006
The weather is cooler	56%	57%	41%	46%	44%	46%	49%	47%	54%	45%	50%
Prices are normally lower than peak summer season	46%	54%	51%	45%	49%	46%	49%	47%	54%	50%	49%
There will likely be smaller crowds at popular attractions	44%	50%	51%	48%	50%	44%	48%	46%	54%	51%	49%
To see fall foliage/colors	32%	33%	32%	36%	37%	40%	31%	35%	38%	39%	35%
Other	2%	2%	2%	3%	1%	2%	3%	1%	2%	1%	2%
None, do not prefer to travel during the fall	12%	12%	12%	18%	17%	16%	18%	19%	14%	19%	14%

**5. In which months, if any, do you plan to take a fall vacation? (Select all that apply)**

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
<i>Base (n=)</i>	400	401	400	400	400	401	401	400	400	403	4,006
September	30%	37%	36%	32%	32%	28%	33%	27%	33%	29%	32%
October	42%	42%	42%	34%	38%	37%	38%	31%	48%	41%	41%
November	28%	22%	17%	17%	18%	17%	20%	18%	18%	16%	21%
Unsure	14%	14%	11%	11%	11%	12%	10%	15%	9%	11%	12%
None, do not plan to take a fall vacation	13%	13%	17%	24%	24%	27%	25%	27%	17%	23%	18%

**6. Are you likely to purchase travel insurance during your fall trip due to the threat of hurricanes this time of year?**

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
<i>Base (n=)</i>	297	294	287	259	260	245	261	220	297	267	2,687
Yes	37%	26%	24%	16%	21%	16%	15%	16%	19%	16%	26%
No	51%	58%	61%	71%	67%	72%	74%	78%	68%	74%	61%
Unsure	12%	17%	15%	13%	12%	12%	11%	6%	13%	10%	13%

**7. What is the main method of transportation you plan to use to get to your fall vacation destination(s)? (Select all that apply)**

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
<i>Base (n=)</i>	297	294	287	259	260	245	261	220	297	267	2,687
Drive	51%	63%	43%	59%	56%	57%	54%	53%	68%	54%	54%
Fly	50%	47%	65%	46%	50%	52%	61%	58%	42%	56%	52%
Cruise	20%	18%	15%	5%	8%	6%	8%	4%	9%	7%	14%
Train	7%	6%	10%	4%	6%	4%	5%	4%	3%	6%	7%
Bus	6%	5%	7%	3%	5%	3%	5%	2%	2%	3%	5%
Other transportation	1%	0%	0%	1%	0%	0%	1%	1%	0%	1%	1%
Unsure	1%	1%	2%	2%	1%	1%	0%	2%	1%	1%	1%

8. Are you more likely to fly instead of drive to your <u>next</u> vacation destination now that gasoline prices are more expensive than last year?											
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
Base (n=)	400	401	400	400	400	401	401	400	400	403	4,006
Yes	46%	36%	45%	27%	33%	32%	34%	32%	27%	30%	38%
No	54%	64%	55%	73%	67%	68%	66%	68%	73%	70%	62%

9. At what price would gasoline have to reach before you consider flying instead of driving to a vacation destination?											
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
Base (n=)	400	401	400	400	400	401	401	400	400	403	4,006
Less than \$3.00	9%	7%	9%	8%	6%	7%	6%	5%	6%	4%	7%
\$3.00	8%	7%	5%	6%	6%	4%	7%	5%	8%	6%	7%
\$3.25	6%	4%	4%	6%	4%	5%	7%	4%	5%	4%	5%
\$3.50	9%	11%	9%	13%	11%	7%	9%	9%	10%	8%	10%
\$3.75	4%	7%	5%	4%	5%	4%	4%	4%	6%	6%	5%
\$4.00	13%	12%	10%	10%	11%	12%	11%	13%	9%	8%	11%
More than \$4.00	14%	16%	15%	13%	15%	13%	9%	13%	18%	11%	14%
None, will not alter vacation plans due to gas prices	37%	37%	43%	40%	42%	48%	47%	47%	38%	53%	41%

10. What things, if any, do you consider when deciding to fly or drive to a vacation destination? (Select all that apply)											
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
Base (n=)	400	401	400	400	400	401	401	400	400	403	4,006
Trip distance/length	61%	63%	60%	66%	59%	62%	74%	65%	66%	66%	62%
Cost of airfare	56%	59%	56%	58%	60%	63%	64%	66%	64%	61%	59%
Amount of vacation days/time off from work	35%	33%	35%	40%	34%	40%	43%	42%	33%	42%	36%
Number of travelers	19%	25%	26%	27%	20%	25%	24%	28%	24%	25%	23%
Gas prices	24%	27%	21%	21%	23%	22%	17%	19%	21%	19%	23%
Amount of luggage	24%	22%	21%	24%	22%	21%	25%	23%	24%	21%	23%
Airport security (TSA) lines/wait times	15%	15%	12%	10%	12%	11%	13%	12%	13%	10%	13%
Amount of traffic/construction	14%	12%	13%	8%	12%	9%	7%	8%	14%	8%	12%
Traveling with pet	12%	13%	12%	8%	9%	10%	11%	9%	13%	9%	11%
Afraid of flying	12%	10%	7%	6%	7%	6%	5%	6%	7%	6%	8%
Other	2%	1%	1%	3%	2%	3%	3%	2%	2%	3%	2%
None of the above	8%	8%	11%	8%	10%	9%	6%	7%	11%	11%	10%

**11. What two continents do you want to travel to/in the most? (Select up to 2 answers)**

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
<i>Base (n=)</i>	400	401	400	400	400	401	401	400	400	403	4,006
Africa	10%	12%	10%	6%	8%	7%	8%	7%	11%	7%	9%
Antarctica	3%	4%	2%	2%	3%	2%	2%	2%	2%	1%	3%
Asia	13%	15%	15%	10%	11%	12%	12%	13%	13%	10%	13%
Australia	26%	29%	29%	29%	32%	27%	34%	30%	28%	28%	28%
Europe	57%	56%	58%	55%	54%	56%	60%	59%	56%	62%	57%
North America	46%	45%	49%	56%	53%	56%	51%	54%	54%	53%	50%
South America	15%	14%	12%	13%	11%	11%	10%	11%	12%	13%	13%

**Respondent Profile**

<b>Gender</b>											
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
<i>Base (n=)</i>	400	401	400	400	400	401	401	400	400	403	4,006
Male	48%	48%	49%	49%	49%	49%	49%	51%	48%	49%	49%
Female	52%	52%	51%	51%	51%	51%	51%	49%	52%	51%	51%

<b>Age</b>											
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
<i>Base (n=)</i>	400	401	400	400	400	401	401	400	400	403	4,006
18-34	27%	31%	30%	29%	29%	29%	29%	32%	29%	29%	29%
35-44	15%	18%	17%	15%	15%	16%	17%	14%	16%	15%	16%
45-54	17%	18%	17%	16%	17%	17%	17%	16%	18%	17%	17%
55-64	16%	16%	17%	18%	18%	18%	17%	17%	17%	18%	17%
65 or older	25%	17%	19%	22%	21%	20%	20%	21%	20%	21%	21%

**Statistical Statement:**

The AAA Consumer Pulse™ Survey was conducted online among residents living in The Auto Club Group territory from August 3 - 14, 2018. A total of 4,006 residents completed the survey. Total results have a maximum margin of error of ± 1.9 percentage points. Responses are weighted by gender and age within state to ensure reliable and accurate representation of the adult population (18+).