

Background & Methodology

Conducted 5,000 surveys among residents in The Auto Club Group territory

- Fielding took place June 16 – 25, 2021
- Utilized a proprietary online research panel
- Weighted by age and gender within state

Key Measures

- Impact of the COVID-19 Pandemic on Travel Plans and Preferences
- Q3 (July-September) Travel Plans

1. Approximately, how many vacations, of 3 days or more, did you take last year (2020)?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
None	45%	45%	47%	49%	52%	44%	47%	50%	42%	52%	50%	46%	47%	46%
1	21%	19%	21%	24%	23%	24%	23%	24%	27%	23%	19%	24%	21%	22%
2-3	23%	25%	22%	19%	19%	24%	19%	17%	21%	14%	20%	21%	22%	22%
4-5	7%	6%	6%	5%	2%	5%	7%	5%	7%	6%	8%	5%	5%	6%
More than 5	4%	5%	4%	3%	4%	3%	4%	4%	3%	5%	3%	4%	5%	4%

2. Approximately, how many vacations, of 3 days or more, did you take/plan to take this year (2021)?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
None	30%	28%	32%	36%	33%	31%	30%	34%	25%	32%	29%	31%	31%	30%
1	22%	27%	19%	25%	29%	24%	26%	26%	26%	25%	29%	26%	24%	25%
2-3	30%	26%	30%	28%	26%	30%	29%	27%	32%	27%	27%	27%	26%	28%
4-5	11%	11%	13%	7%	7%	11%	10%	7%	10%	9%	10%	10%	11%	11%
More than 5	7%	8%	6%	4%	5%	4%	5%	6%	7%	7%	5%	6%	8%	6%

3. When do you expect to take your next vacation this year, of 3 days or more away from home? - Asked of respondents planning to travel in 2021

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	278	290	272	256	267	269	277	258	294	134	284	269	278	3,426
This month (June)	12%	11%	13%	9%	13%	8%	14%	12%	12%	10%	9%	10%	9%	11%
July	30%	29%	32%	28%	30%	31%	27%	36%	27%	35%	31%	33%	29%	30%
August	4%	6%	6%	10%	11%	8%	8%	8%	8%	8%	10%	9%	11%	7%
September	22%	16%	16%	20%	17%	22%	18%	18%	19%	22%	17%	18%	29%	19%
October	14%	11%	12%	12%	10%	11%	13%	12%	16%	10%	15%	9%	9%	12%
November	6%	10%	4%	7%	5%	8%	10%	8%	8%	8%	7%	11%	5%	8%
December	5%	6%	10%	9%	7%	5%	4%	2%	5%	2%	3%	5%	4%	6%
Unsure	7%	11%	7%	5%	7%	7%	6%	4%	5%	5%	8%	5%	4%	7%

4. Are you concerned about contracting COVID-19?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Yes	41%	47%	48%	47%	38%	50%	41%	38%	53%	32%	43%	44%	45%	46%
No	59%	53%	52%	53%	62%	50%	59%	62%	47%	68%	57%	56%	55%	54%

5. Have you or someone in your household ever tested positive for COVID-19?														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Yes	21%	16%	21%	20%	24%	19%	18%	20%	19%	21%	18%	19%	19%	19%
No	78%	84%	78%	79%	75%	80%	80%	79%	80%	78%	80%	80%	81%	80%
Prefer not to answer	1%	0%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	0%	1%

6. Which of the following best describes if you have or plan to get vaccinated for COVID-19?														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
I am fully vaccinated for COVID-19	63%	61%	59%	67%	64%	68%	67%	61%	61%	55%	56%	53%	65%	62%
I am partially vaccinated for COVID-19	7%	5%	6%	6%	7%	6%	6%	3%	7%	5%	7%	6%	4%	6%
I have not received a COVID-19 vaccination but plan to get one	11%	10%	11%	10%	9%	9%	8%	10%	10%	8%	13%	13%	9%	10%
I do not plan to get vaccinated for COVID-19	19%	22%	22%	15%	17%	14%	15%	22%	20%	27%	22%	24%	19%	19%
Prefer not to answer	0%	2%	2%	2%	3%	3%	4%	4%	2%	5%	2%	4%	3%	3%

7. Was traveling a motivating factor in your decision to get a COVID-19 vaccination? - Asked of respondents who have been vaccinated or plan to get vaccinated														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	321	303	304	330	316	333	323	303	309	141	301	289	314	3,887
Yes	51%	56%	51%	51%	44%	47%	44%	37%	51%	48%	46%	39%	43%	49%
No	49%	44%	49%	49%	56%	53%	56%	63%	49%	52%	54%	61%	57%	51%

8. Would you be traveling more this year, if there wasn't a pandemic?														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Yes	60%	67%	61%	63%	57%	59%	60%	52%	66%	47%	58%	59%	59%	62%
No	40%	33%	39%	37%	43%	41%	40%	48%	34%	53%	42%	41%	41%	38%

9. Which of the following best describes how the COVID-19 pandemic affected your 2020 travel plans? (Select all that apply)														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
I canceled 2020 travel plans and did not reschedule	38%	41%	36%	37%	41%	40%	37%	34%	41%	37%	34%	34%	39%	38%
I rescheduled 2020 travel plans for 2021	23%	27%	23%	24%	20%	20%	24%	19%	23%	16%	23%	22%	21%	23%
I rescheduled 2020 travel plans for 2022 or later	7%	10%	10%	9%	6%	10%	7%	6%	6%	5%	9%	4%	9%	8%
I did not alter any 2020 travel plans due to the pandemic	18%	12%	15%	15%	12%	13%	11%	17%	17%	18%	18%	19%	16%	15%
I did not have any travel plans for 2020	20%	19%	22%	21%	25%	24%	25%	26%	17%	27%	21%	24%	20%	21%

10. Which of the following best describes how the COVID-19 pandemic has affected your 2021 travel plans? (Select all that apply)														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
I canceled/plan to cancel 2021 travel plans and not reschedule	7%	14%	13%	10%	9%	11%	8%	5%	11%	8%	7%	7%	9%	11%
I rescheduled/plan to reschedule 2021 travel plans for later in the year	31%	29%	31%	26%	22%	28%	24%	23%	32%	18%	24%	22%	23%	27%
I rescheduled/plan to reschedule 2021 travel plans for 2022 or later	9%	10%	10%	10%	7%	11%	13%	8%	10%	8%	10%	9%	12%	10%
I did not/do not plan to alter any 2021 travel plans due to the pandemic	37%	32%	28%	32%	39%	29%	35%	39%	32%	45%	38%	37%	38%	33%
I do not have any travel plans for 2021	19%	19%	22%	24%	25%	25%	23%	26%	17%	24%	23%	25%	22%	22%

11. Overall, do you currently feel comfortable or uncomfortable traveling?														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Comfortable	77%	74%	72%	71%	77%	72%	78%	74%	73%	80%	73%	73%	76%	74%
Uncomfortable	23%	26%	28%	29%	23%	28%	22%	26%	27%	20%	27%	27%	24%	26%

12. Why do you currently feel comfortable traveling? (Select all that apply) - Asked of respondents comfortable traveling														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	304	300	291	282	306	292	309	294	292	155	290	291	304	3,710
Received COVID-19 vaccination	52%	49%	46%	50%	55%	55%	57%	50%	53%	45%	48%	47%	53%	51%
More confident in safety measures being implemented (e.g., wearing masks, sanitizing)	32%	35%	33%	37%	31%	30%	34%	31%	32%	25%	33%	31%	34%	33%
News reports that COVID-19 cases and deaths are declining	19%	30%	23%	28%	28%	31%	30%	26%	21%	19%	26%	26%	29%	27%
Less afraid about the dangers of the virus	26%	24%	22%	22%	29%	21%	26%	28%	21%	34%	30%	25%	27%	24%
More knowledgeable about how the virus spreads	17%	25%	25%	22%	23%	23%	29%	27%	22%	23%	26%	21%	22%	23%
More confident in medical treatment and outcomes	16%	22%	23%	19%	20%	22%	19%	21%	19%	18%	17%	18%	21%	20%
Quarantine fatigue/want to get out of the house	16%	20%	17%	13%	14%	13%	18%	20%	13%	17%	15%	14%	19%	16%
More confident after having taken a trip and didn't contract the virus	14%	14%	14%	19%	14%	13%	13%	14%	17%	10%	19%	14%	18%	15%
Previously contracted the virus and believe I am immune	11%	10%	7%	7%	8%	6%	7%	4%	4%	10%	10%	9%	10%	8%
Other	7%	5%	4%	3%	4%	6%	5%	7%	3%	8%	6%	7%	6%	5%

13. Why do you currently feel uncomfortable traveling? (Select all that apply) - Asked of respondents uncomfortable traveling														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	96	100	109	118	94	108	91	106	108	45	110	109	96	1,290
Concerned about new strains of COVID-19	61%	71%	64%	61%	54%	58%	69%	58%	66%	60%	55%	61%	66%	64%
Concerned about contracting/spreading COVID-19	48%	54%	46%	46%	51%	42%	52%	36%	51%	31%	46%	47%	47%	48%
Concerned about the number of COVID-19 cases	30%	42%	28%	35%	35%	31%	30%	40%	35%	36%	36%	36%	32%	35%
Concerned about finances	33%	23%	23%	30%	30%	23%	27%	35%	27%	21%	30%	31%	20%	26%
Concerned about other health issues (non-COVID-19 related)	18%	20%	16%	24%	24%	17%	22%	21%	28%	16%	14%	28%	15%	21%
More informed about the effects of COVID-19	8%	19%	15%	16%	18%	13%	16%	16%	18%	20%	16%	15%	17%	16%
Other	10%	4%	9%	7%	6%	9%	8%	12%	2%	10%	5%	7%	8%	6%

14. Do you feel more comfortable traveling now than three months ago?														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Yes	71%	76%	75%	72%	75%	78%	77%	76%	82%	68%	77%	71%	80%	76%
No	29%	24%	25%	28%	25%	22%	23%	24%	18%	32%	23%	29%	20%	24%

15. Do you currently feel comfortable or uncomfortable doing each of the following?															
	% Comfortable	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
	Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Using own vehicle for road trip		95%	92%	90%	86%	93%	90%	93%	94%	87%	93%	91%	92%	94%	91%
Camping		83%	74%	70%	72%	76%	74%	79%	85%	73%	85%	75%	74%	80%	75%
Traveling in an RV		81%	76%	70%	71%	75%	71%	78%	79%	74%	83%	77%	74%	78%	75%
Staying in a hotel/resort		77%	76%	67%	72%	75%	72%	81%	76%	72%	81%	71%	73%	80%	74%
Renting a car		78%	73%	70%	68%	73%	66%	74%	73%	71%	75%	71%	68%	72%	71%
Renting a house/villa		70%	67%	69%	65%	71%	64%	71%	67%	70%	68%	68%	70%	74%	68%
Taking a commercial flight		64%	62%	52%	60%	60%	51%	61%	57%	58%	64%	51%	51%	59%	58%
Going to theme parks		57%	61%	55%	56%	54%	51%	57%	52%	55%	67%	52%	59%	56%	56%
Taking an ocean or river cruise		46%	49%	41%	39%	42%	38%	43%	42%	44%	46%	42%	40%	45%	43%
Traveling Internationally		44%	42%	41%	38%	35%	32%	38%	32%	35%	43%	33%	31%	37%	38%

16. What would need to happen in order for you to feel more comfortable traveling? (Select all that apply)															
		CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
	Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
If COVID-19 virus cases continue to decline		38%	37%	41%	37%	36%	42%	37%	38%	41%	34%	40%	38%	41%	39%
When the CDC or World Health Org (WHO) says it's safe to travel		25%	25%	27%	24%	22%	24%	27%	21%	26%	20%	24%	22%	27%	25%
Once I am more financially secure/get funds for travel		23%	21%	27%	23%	21%	24%	22%	28%	24%	23%	23%	22%	20%	23%
When travel advisories are lifted for area(s) I want to travel		20%	23%	22%	24%	19%	22%	24%	20%	21%	16%	19%	18%	19%	22%
Once I am fully vaccinated		17%	21%	21%	23%	21%	22%	21%	17%	26%	14%	19%	19%	19%	21%
When businesses/attractions reopen/resume normal operations (e.g., restaurants, museums, etc.)		15%	18%	18%	18%	16%	18%	19%	16%	17%	18%	17%	14%	19%	17%
When foreign governments lift travel restrictions		15%	18%	18%	22%	14%	16%	20%	14%	17%	11%	14%	13%	15%	17%
Once I am partially vaccinated		4%	6%	6%	4%	4%	7%	4%	3%	6%	3%	4%	3%	5%	5%
Other		3%	1%	3%	2%	2%	3%	3%	3%	3%	2%	2%	3%	3%	2%
None, I already feel safe traveling		25%	22%	20%	20%	24%	17%	23%	24%	18%	27%	24%	26%	24%	22%
None, I don't anticipate traveling again		3%	5%	3%	5%	5%	3%	5%	7%	3%	5%	5%	4%	4%	4%

17. Which of the following best describes your plans to take a cruise (ocean or river)?															
		CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
	Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
I already have or plan to take a cruise this year (2021)		10%	16%	14%	12%	8%	10%	6%	4%	10%	5%	6%	8%	9%	11%
I plan to take a cruise next year (2022)		16%	25%	17%	15%	14%	15%	14%	9%	17%	9%	17%	14%	16%	18%
I plan to take a cruise in 2023 or later		15%	13%	14%	13%	11%	16%	14%	11%	10%	13%	13%	13%	11%	13%
I do not plan to take a cruise due to the pandemic		14%	13%	12%	12%	16%	15%	18%	16%	21%	19%	16%	15%	17%	15%
I have no interest in cruising regardless of the pandemic		45%	33%	43%	48%	51%	44%	48%	60%	42%	54%	48%	50%	47%	43%

18. Why are you waiting to take a cruise? (Select all that apply) - Asked of respondents cruising in 2022 or later														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	123	149	123	108	96	119	107	78	106	41	120	104	109	1,383
Financial reasons/saving money for travel	43%	26%	33%	21%	34%	32%	27%	38%	33%	47%	42%	29%	33%	30%
Unsure if 2021 cruises will get canceled/don't want to reschedule	19%	26%	28%	30%	21%	20%	26%	17%	24%	13%	23%	29%	18%	24%
Concerned about catching COVID-19/getting sick	24%	26%	31%	21%	20%	19%	20%	21%	22%	32%	23%	20%	25%	24%
Concerned cruise lines will not take enough safety precautions	15%	20%	16%	20%	12%	24%	13%	17%	17%	19%	20%	12%	15%	18%
Don't want to be in crowds	16%	18%	17%	15%	14%	19%	21%	9%	11%	4%	20%	19%	6%	16%
My preferred cruise destination is not available this year	12%	13%	11%	10%	14%	13%	10%	11%	14%	18%	11%	15%	19%	13%
My preferred cruise line has not resumed bookings	7%	13%	14%	17%	15%	9%	12%	12%	11%	6%	13%	12%	14%	12%
Unable to take time off work/Too busy for vacation	17%	13%	10%	8%	12%	12%	13%	10%	11%	29%	14%	17%	13%	12%
Other	4%	6%	4%	6%	7%	5%	5%	12%	8%	0%	4%	1%	7%	5%

19. Are you driving more or less due to the pandemic?														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Driving more	20%	23%	27%	24%	21%	20%	20%	20%	22%	23%	20%	23%	24%	22%
Driving less	33%	31%	30%	32%	29%	34%	37%	26%	34%	21%	30%	28%	30%	32%
No difference	47%	46%	43%	44%	50%	46%	43%	54%	44%	56%	50%	49%	46%	46%

20. Have you or someone in your household done either of the following since the pandemic began?														
% Yes	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Worked from home	48%	42%	46%	47%	44%	45%	51%	40%	42%	38%	33%	39%	45%	44%
Attended virtual school	36%	33%	34%	30%	34%	33%	29%	27%	34%	30%	28%	28%	35%	32%

21. Are you working from home more often due to the pandemic? - Asked of respondents who worked from home														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	178	175	180	185	163	180	195	151	162	72	133	147	183	2,104
Yes	69%	77%	77%	73%	63%	74%	73%	64%	76%	55%	62%	70%	70%	73%
No	31%	23%	23%	27%	37%	26%	27%	36%	24%	45%	38%	30%	30%	27%

22. Does the flexibility of working from home or virtual school make you more likely to take an upcoming trip this year? - Asked of respondents with work from home or virtual school flexibility														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	216	213	234	227	205	215	230	196	211	94	183	185	222	2,631
Yes	58%	61%	59%	57%	49%	58%	52%	50%	59%	48%	54%	55%	50%	57%
No	42%	39%	41%	43%	51%	42%	48%	50%	41%	52%	46%	45%	50%	43%

23. How have your travel habits changed since the pandemic began? (Select all that apply) - Asked of respondents who traveled in 2020 or plan to travel in 2021

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
<i>Base (n=)</i>	311	319	302	289	293	298	305	282	321	146	303	302	305	3,776
I avoid activities with large crowds (e.g., avoid theme parks, crowded beaches, etc.)	32%	34%	34%	30%	36%	38%	41%	38%	37%	34%	41%	35%	31%	35%
I take fewer trips	32%	34%	29%	28%	30%	33%	35%	34%	36%	25%	34%	34%	33%	33%
I travel to less crowded destinations	29%	27%	29%	21%	27%	30%	35%	30%	28%	28%	30%	25%	29%	28%
I travel closer to home	26%	26%	24%	22%	28%	28%	27%	22%	27%	22%	24%	25%	26%	25%
I am avoiding air travel	23%	24%	23%	22%	22%	30%	28%	23%	27%	22%	24%	24%	27%	25%
I bring cleaning supplies while traveling	26%	22%	29%	24%	22%	27%	23%	21%	25%	21%	28%	24%	24%	25%
I take more drive trips	27%	22%	25%	23%	27%	26%	26%	21%	25%	22%	21%	23%	27%	24%
I avoid eating out at restaurants	21%	23%	23%	24%	25%	27%	28%	29%	26%	24%	25%	19%	26%	24%
I am more likely to visit family or friends	19%	21%	27%	20%	26%	26%	21%	17%	23%	26%	24%	26%	28%	23%
I take shorter trips	21%	16%	21%	17%	15%	25%	21%	17%	24%	13%	17%	21%	20%	20%
I am more likely to purchase travel insurance	9%	11%	12%	9%	13%	14%	14%	8%	11%	12%	6%	10%	11%	11%
I am more likely to take an RV trip	11%	9%	9%	6%	9%	9%	7%	4%	8%	9%	8%	8%	13%	9%
I am more likely to use a travel agent	3%	7%	10%	8%	4%	8%	6%	5%	9%	1%	5%	4%	4%	7%
Other	2%	1%	2%	1%	2%	2%	0%	1%	1%	1%	1%	0%	2%	1%
None, I have not changed my travel habits since the pandemic began	22%	20%	16%	18%	20%	17%	19%	23%	17%	28%	20%	21%	19%	19%

24. Are you willing to wear a mask in public while traveling?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
<i>Base (n=)</i>	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Yes, I will wear a mask in public while traveling	56%	65%	64%	61%	56%	61%	48%	53%	63%	43%	60%	55%	54%	60%
I will wear a mask while traveling <u>only if it is required</u>	37%	25%	27%	31%	34%	30%	42%	38%	27%	41%	28%	35%	35%	30%
No, I will not wear a mask in public while traveling	7%	10%	9%	8%	10%	9%	10%	9%	10%	16%	12%	10%	11%	10%

25. Should proof of COVID-19 vaccination be required for each of the following?

	% Yes	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
<i>Base (n=)</i>		400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
To enter other countries	71%	76%	74%	75%	76%	72%	74%	72%	78%	65%	70%	71%	75%	74%	
For ocean cruising	70%	69%	69%	69%	69%	67%	70%	69%	71%	60%	63%	66%	71%	69%	
For river cruising	63%	63%	63%	64%	62%	63%	64%	58%	62%	57%	57%	59%	66%	63%	

26. Which of the following best describes how a proof of vaccination requirement would impact your decision to travel internationally?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
<i>Base (n=)</i>	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
I would be more likely to travel internationally	42%	49%	44%	42%	39%	40%	43%	34%	40%	31%	33%	33%	45%	42%
I would be less likely to travel internationally	15%	13%	12%	14%	14%	16%	13%	17%	18%	19%	13%	13%	13%	14%
Neither, proof of vaccination would not impact my decision to travel internationally	43%	38%	44%	44%	47%	44%	44%	49%	42%	50%	54%	54%	42%	44%

27. Would a mask mandate requirement deter you from visiting, or encourage you to visit a destination?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
<i>Base (n=)</i>	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Would Deter me from visiting a destination	24%	26%	24%	24%	27%	28%	25%	23%	22%	28%	21%	25%	27%	25%
Would Encourage me to visit a destination	29%	35%	36%	33%	29%	30%	31%	30%	38%	28%	30%	27%	29%	33%
No impact on decision to visit a destination	47%	39%	40%	43%	44%	42%	44%	47%	40%	44%	49%	48%	44%	42%

28. Would a <u>quarantine upon your return</u> requirement deter you from visiting, or encourage you to visit a destination?														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Would Deter me from visiting a destination	54%	53%	52%	43%	55%	53%	53%	57%	53%	52%	49%	55%	58%	52%
Would Encourage me to visit a destination	13%	19%	21%	18%	15%	15%	17%	10%	17%	13%	14%	12%	12%	17%
No impact on decision to visit a destination	33%	28%	27%	39%	30%	32%	30%	33%	30%	35%	37%	33%	30%	31%

29. Would a <u>proof of vaccination</u> requirement deter you from visiting, or encourage you to visit a destination?														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Would Deter me from visiting a destination	25%	29%	26%	24%	22%	26%	20%	22%	23%	23%	23%	26%	24%	25%
Would Encourage me to visit a destination	40%	44%	42%	39%	39%	42%	48%	39%	46%	40%	34%	33%	42%	42%
No impact on decision to visit a destination	35%	27%	32%	37%	39%	32%	32%	39%	31%	37%	43%	41%	34%	33%

30. Would a <u>proof of negative COVID-19 test within a required timeframe</u> requirement deter you from visiting, or encourage you to visit a destination?														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Would Deter me from visiting a destination	31%	32%	31%	26%	28%	34%	26%	26%	24%	30%	26%	34%	30%	30%
Would Encourage me to visit a destination	29%	37%	35%	31%	31%	31%	33%	27%	40%	28%	28%	29%	29%	33%
No impact on decision to visit a destination	40%	31%	34%	43%	41%	35%	41%	47%	36%	42%	46%	37%	41%	37%

31. Would you value having a convenient way to show digital proof on your mobile phone for each of the following?														
% Yes	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Proof of COVID-19 vaccination	69%	72%	66%	70%	66%	65%	68%	64%	66%	57%	61%	60%	66%	67%
Proof of required COVID-19 test	60%	68%	63%	62%	58%	57%	63%	59%	63%	51%	61%	54%	60%	62%
Proof of COVID-19 recovery	55%	61%	59%	58%	52%	53%	59%	55%	60%	44%	52%	52%	54%	57%

32. Are you finding it challenging to understand the COVID-related requirements for international travel?														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Yes	40%	41%	37%	35%	35%	34%	38%	25%	33%	32%	28%	33%	36%	36%
No	60%	59%	63%	65%	65%	66%	62%	75%	67%	68%	72%	67%	64%	64%

33. How does the challenge of understanding COVID-related requirements impact your international travel intentions? (Select all that apply) - Asked of respondents finding it challenging to understand international travel requirements														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	153	164	145	137	132	141	146	101	132	62	113	132	150	1,708
I am waiting to plan travel	32%	47%	35%	44%	42%	37%	41%	43%	40%	35%	43%	45%	44%	42%
I am more stressed about whether I'll encounter issues entering countries	33%	27%	35%	27%	33%	37%	36%	33%	27%	38%	30%	29%	31%	31%
I am spending more time researching travel	32%	32%	25%	27%	24%	29%	32%	25%	26%	36%	25%	25%	31%	29%
I changed plans from international travel to domestic travel	30%	23%	23%	24%	15%	20%	22%	16%	22%	17%	18%	20%	19%	22%
I am choosing to travel to countries that have lesser restrictions	13%	21%	29%	16%	14%	21%	16%	14%	18%	14%	20%	12%	16%	19%
I am working with a travel advisor	16%	17%	16%	14%	11%	15%	12%	10%	10%	10%	12%	5%	11%	14%
Other	4%	3%	5%	3%	13%	4%	4%	7%	8%	7%	1%	4%	8%	5%

34. Travel agents typically provide travel options and information regarding destinations, travel requirements, and help with booking travel providers and making changes if needed. How, if at all, has your perspective on the value of working with a travel agent changed since the pandemic began?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
I value travel agents more than before the pandemic	21%	26%	28%	26%	23%	27%	21%	18%	22%	23%	20%	20%	24%	24%
My opinion has not changed	77%	70%	69%	72%	74%	70%	77%	79%	74%	75%	77%	77%	73%	73%
I value travel agents less than before the pandemic	2%	4%	3%	2%	3%	3%	2%	3%	4%	2%	3%	3%	3%	3%

35. Are you now more likely to purchase travel insurance than before the pandemic began?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Yes	46%	48%	50%	47%	43%	45%	44%	34%	45%	40%	43%	38%	43%	45%
No	54%	52%	50%	53%	57%	55%	56%	66%	55%	60%	57%	62%	57%	55%

36. How informed do you feel you are about the benefits of having travel insurance?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Very well informed	27%	35%	34%	32%	24%	29%	25%	25%	31%	20%	28%	29%	30%	31%
Somewhat informed	51%	46%	48%	50%	51%	50%	52%	52%	50%	49%	50%	47%	44%	48%
Not at all informed	22%	19%	18%	18%	25%	21%	23%	23%	19%	31%	22%	24%	26%	21%

37. Do you plan to take a vacation(s), of 3 days or more away from home, during the months of July - September 2021?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Yes	66%	61%	57%	52%	54%	57%	61%	58%	63%	58%	60%	56%	63%	59%
No	34%	39%	43%	48%	46%	43%	39%	42%	37%	42%	40%	44%	37%	41%

38. Is the pandemic a reason why you are not taking a vacation in July - September 2021? - Asked of respondents who do not plan to take a vacation in Q3

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	139	156	172	190	186	173	159	173	155	87	159	181	146	2,076
Yes	22%	35%	33%	31%	25%	30%	34%	23%	26%	18%	25%	28%	27%	30%
No	78%	65%	67%	69%	75%	70%	66%	77%	74%	82%	75%	72%	73%	70%

39. What type of vacation(s) are you most likely to take during the months of July - September 2021? (Select all that apply) - Asked of respondents who plan to take a vacation in Q3

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	261	244	228	210	214	227	241	227	245	113	241	219	254	2,924
Beach destination	23%	33%	43%	29%	23%	28%	25%	20%	45%	16%	42%	38%	22%	33%
National/state park	32%	21%	22%	30%	25%	27%	29%	33%	21%	31%	18%	24%	31%	25%
City/major metro destination	29%	23%	27%	28%	26%	18%	24%	33%	23%	23%	20%	28%	30%	25%
Lake destination	21%	16%	18%	16%	22%	30%	31%	22%	14%	29%	15%	16%	28%	20%
Theme Park	18%	25%	24%	24%	13%	17%	13%	10%	16%	18%	19%	15%	19%	20%
Resort vacation (all-inclusive/multi-amenity hotels)	11%	20%	19%	12%	12%	11%	10%	13%	12%	11%	10%	14%	13%	14%
Land tour	13%	14%	12%	14%	13%	9%	14%	15%	5%	20%	9%	10%	9%	12%
International travel	11%	12%	16%	14%	11%	11%	12%	7%	9%	12%	8%	8%	10%	11%
Ocean/large cruise	6%	12%	10%	5%	11%	6%	4%	5%	9%	2%	5%	10%	9%	8%
River cruise	6%	9%	10%	5%	8%	10%	8%	3%	6%	7%	5%	5%	7%	7%
Guided tour	7%	8%	9%	9%	6%	7%	4%	5%	6%	5%	6%	6%	7%	7%
None of these	15%	14%	8%	10%	14%	18%	13%	13%	12%	20%	17%	12%	14%	13%

40. Which of these do you plan to use for a vacation during the months of July - September 2021? (Select all that apply) - Asked of respondents who plan to take a vacation in Q3

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	261	244	228	210	214	227	241	227	245	113	241	219	254	2,924
Use own vehicle for road trip	46%	46%	48%	42%	57%	46%	53%	59%	43%	67%	62%	58%	53%	49%
Stay in a hotel/resort	45%	44%	42%	43%	41%	33%	42%	44%	35%	39%	44%	47%	45%	42%
Take a commercial flight	33%	30%	26%	32%	21%	23%	29%	24%	26%	17%	19%	20%	22%	26%
Rent a car	22%	20%	25%	19%	16%	20%	17%	16%	17%	16%	11%	13%	18%	19%
Rent a house/villa/room	17%	18%	18%	13%	18%	18%	13%	15%	22%	13%	14%	17%	18%	17%
Cruise	8%	12%	10%	9%	9%	11%	6%	5%	9%	10%	7%	6%	9%	9%
Travel in an RV	16%	10%	8%	5%	6%	8%	8%	5%	10%	8%	7%	4%	11%	9%
Rail	4%	6%	8%	6%	8%	7%	5%	1%	5%	4%	4%	4%	5%	6%
None of these	4%	2%	3%	4%	3%	4%	5%	4%	3%	4%	2%	4%	4%	3%

41. Where do you plan to go on your vacation(s) during the months of July - September 2021? (Select all that apply) - Asked of respondents who plan to take a vacation in Q3

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	261	244	228	210	214	227	241	227	245	113	241	219	254	2,924
Continental U.S. (excluding Alaska and Hawaii)	66%	60%	58%	57%	66%	58%	64%	69%	60%	72%	65%	65%	64%	61%
Hawaii	7%	7%	9%	12%	7%	7%	6%	5%	6%	3%	7%	5%	10%	8%
Europe	6%	9%	7%	8%	7%	9%	9%	3%	4%	2%	5%	6%	9%	8%
Caribbean	6%	13%	8%	7%	3%	4%	3%	2%	6%	1%	4%	6%	6%	7%
Canada	4%	8%	9%	9%	3%	5%	6%	1%	5%	10%	4%	4%	8%	6%
Central America	5%	7%	6%	10%	5%	4%	2%	3%	5%	6%	3%	3%	6%	6%
South America	4%	5%	11%	5%	5%	6%	4%	4%	3%	4%	5%	3%	3%	5%
Alaska	5%	5%	8%	5%	7%	5%	3%	4%	4%	8%	4%	3%	4%	5%
Asia	4%	4%	4%	5%	3%	3%	2%	3%	4%	0%	4%	2%	3%	4%
Africa	1%	3%	2%	1%	1%	1%	3%	1%	3%	2%	3%	1%	2%	2%
South Pacific	1%	3%	1%	1%	1%	0%	0%	0%	2%	3%	4%	0%	1%	2%
Other	10%	5%	6%	5%	5%	8%	8%	9%	11%	6%	9%	7%	8%	7%
Don't know	5%	6%	5%	5%	8%	8%	6%	10%	10%	5%	7%	10%	6%	7%

42. Which of the following best describes if you are planning to take a vacation(s) in 2022?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
I have already booked a vacation for 2022	11%	15%	15%	12%	9%	12%	11%	6%	11%	10%	8%	10%	13%	12%
I am currently planning a vacation for 2022	18%	21%	21%	21%	19%	21%	16%	16%	19%	13%	20%	17%	18%	20%
Will take a vacation in 2022 but have not started planning	34%	30%	29%	33%	29%	31%	39%	33%	33%	28%	36%	33%	31%	32%
Unsure if I will take a vacation in 2022	20%	17%	20%	15%	21%	20%	17%	22%	21%	27%	17%	20%	24%	19%
No plans to take a vacation in 2022	17%	17%	15%	19%	22%	16%	17%	23%	16%	22%	19%	20%	14%	17%

Respondent Profile

Gender														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
<i>Base (n=)</i>	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Male	50%	48%	48%	48%	49%	49%	49%	49%	48%	51%	48%	48%	49%	49%
Female	50%	52%	52%	52%	51%	51%	51%	51%	52%	49%	52%	52%	51%	51%

Age Range														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
<i>Base (n=)</i>	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
18-34	32%	26%	31%	30%	29%	29%	29%	30%	29%	34%	28%	29%	28%	29%
35-44	18%	15%	17%	17%	16%	15%	17%	17%	16%	16%	16%	16%	16%	16%
45-54	15%	16%	17%	16%	15%	16%	16%	15%	17%	13%	16%	16%	16%	16%
55-64	16%	17%	16%	17%	17%	18%	17%	17%	17%	16%	17%	17%	18%	17%
65 or older	19%	26%	19%	20%	23%	22%	21%	21%	21%	21%	23%	22%	22%	22%

Statistical Statement:

The AAA Consumer Pulse™ Survey was conducted online among residents living in The Auto Club Group territory from June 16 – 25, 2021. A total of 5,000 residents completed the survey. Survey results asked of all respondents have a maximum margin of error of ± 1.4% points. For individual states (except ND), the maximum margin of error is ± 4.9% points. Responses are weighted by age and gender within state to ensure reliable and accurate representation of the adult population (18+).