

Background & Methodology

Conducted approximately 400 surveys per state among residents in The Auto Club Group territory

- Fielding took place October 1 – 15, 2020
- Utilized a proprietary online research panel
- Weighted by age and gender within state

Key Measures

- Impact of COVID-19 on Travel Plans
- 2020 Holiday Season Travel Plans
- 2021-2022 Travel Plans

Approximately, how many vacations, of 3 days or more, did you take last year (2019)?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	403	402	402	401	402	401	401	406	203	400	401	400	5,022
None	31%	27%	33%	31%	38%	35%	25%	37%	33%	34%	32%	37%	33%	31%
1	25%	20%	21%	24%	24%	20%	27%	23%	18%	20%	23%	18%	21%	21%
2-3	27%	31%	27%	29%	22%	29%	28%	28%	31%	24%	28%	31%	28%	29%
4-5	9%	12%	13%	10%	9%	10%	13%	6%	9%	11%	9%	7%	10%	11%
More than 5	8%	10%	6%	6%	7%	6%	7%	6%	9%	11%	8%	7%	8%	8%

Approximately, how many vacations, of 3 days or more, did you take/plan to take this year (2020)?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	403	402	402	401	402	401	401	406	203	400	401	400	5,022
None	51%	49%	47%	45%	53%	53%	41%	52%	49%	52%	47%	49%	48%	49%
1	24%	25%	23%	24%	24%	18%	30%	24%	21%	15%	25%	21%	20%	23%
2-3	15%	16%	21%	19%	17%	19%	20%	17%	21%	19%	18%	22%	21%	19%
4-5	5%	4%	6%	8%	3%	4%	5%	4%	5%	7%	7%	4%	6%	5%
More than 5	5%	6%	3%	4%	3%	6%	4%	3%	4%	7%	3%	4%	5%	4%

Approximately, how many vacations, of 3 days or more, do you plan to take next year (2021)?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	403	402	402	401	402	401	401	406	203	400	401	400	5,022
None	30%	31%	32%	28%	37%	37%	26%	36%	32%	34%	30%	32%	33%	32%
1	25%	16%	22%	23%	24%	21%	27%	22%	23%	20%	20%	19%	24%	21%
2-3	26%	33%	24%	29%	26%	23%	29%	29%	28%	28%	30%	33%	24%	28%
4-5	11%	9%	12%	10%	8%	9%	10%	6%	8%	6%	10%	9%	10%	10%
More than 5	8%	11%	10%	10%	5%	10%	8%	7%	9%	12%	10%	7%	9%	9%

Did you cancel or change 2020 travel plans due to any of the following factors? (Select all that apply)

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	403	402	402	401	402	401	401	406	203	400	401	400	5,022
COVID-19 related concerns	66%	68%	64%	71%	60%	62%	73%	58%	64%	60%	67%	60%	69%	66%
Financial concerns	22%	20%	19%	15%	20%	16%	16%	16%	15%	20%	18%	18%	10%	17%
Other health concerns	5%	6%	6%	4%	6%	5%	6%	5%	6%	3%	3%	7%	2%	5%
Lack of vacation time	7%	5%	5%	5%	4%	5%	3%	6%	4%	5%	7%	6%	5%	5%
Weather concerns	3%	6%	5%	6%	3%	5%	3%	3%	3%	3%	4%	4%	3%	5%
Other	3%	2%	1%	0%	1%	2%	2%	2%	1%	1%	1%	2%	1%	1%
None - did not cancel or change any 2020 travel plans	10%	5%	11%	9%	10%	11%	10%	12%	12%	10%	11%	11%	7%	9%
None - did not have any 2020 travel plans	12%	14%	14%	12%	19%	18%	12%	17%	15%	20%	14%	18%	18%	15%

Have you postponed any travel plans until the results of the presidential election are determined?														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	403	402	402	401	402	401	401	406	203	400	401	400	5,022
Yes	17%	21%	20%	19%	11%	18%	16%	13%	19%	12%	15%	16%	11%	18%
No	83%	79%	80%	81%	89%	82%	84%	87%	81%	88%	85%	84%	89%	82%

Why did you postpone travel plans because of the presidential election? (Select all that apply) - Asked of respondents who postponed travel plans due to the presidential election														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	61	86	82	70	37	70	51	53	75	18	57	64	44	768
Concerned about safety while traveling	56%	50%	39%	41%	58%	50%	48%	60%	61%	71%	53%	49%	43%	49%
Concerned about how election results may impact the economy	29%	27%	21%	33%	34%	38%	31%	24%	28%	30%	17%	32%	32%	29%
Want to stay in town to vote	28%	29%	38%	28%	21%	28%	24%	15%	23%	31%	28%	29%	12%	28%
Concerned about political unrest	37%	28%	22%	19%	19%	32%	30%	34%	30%	46%	18%	47%	16%	28%
Want to watch the election results	20%	20%	23%	22%	20%	19%	12%	13%	14%	31%	15%	13%	17%	19%
Other	4%	2%	3%	2%	6%	2%	5%	5%	3%	0%	0%	6%	3%	3%

Which of the following best describes how the COVID-19 pandemic has 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	403	402	402	401	402	401	401	406	203	400	401	400	5,022
I canceled 2020 travel plans and did not reschedule	46%	48%	47%	54%	50%	43%	50%	41%	48%	44%	51%	45%	52%	48%
I rescheduled 2020 travel plans for 2021	22%	24%	22%	20%	17%	18%	18%	19%	19%	18%	17%	14%	21%	20%
I rescheduled 2020 travel plans for 2022 or later	5%	6%	4%	4%	3%	6%	5%	3%	6%	4%	4%	1%	3%	5%
I did not cancel or change any 2020 travel plans due to the pandemic	30%	27%	32%	26%	33%	36%	30%	40%	31%	39%	32%	42%	28%	31%

Overall, how comfortable are you traveling during the pandemic?														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	403	402	402	401	402	401	401	406	203	400	401	400	5,022
Extremely comfortable	9%	11%	13%	12%	10%	11%	8%	13%	13%	14%	11%	10%	8%	11%
Somewhat comfortable	25%	19%	21%	22%	23%	19%	23%	20%	18%	23%	22%	20%	20%	20%
Neither comfortable nor uncomfortable	18%	17%	16%	15%	15%	17%	18%	18%	20%	21%	16%	21%	17%	17%
Somewhat uncomfortable	24%	22%	22%	23%	26%	24%	28%	26%	24%	26%	26%	23%	25%	24%
Extremely uncomfortable	24%	31%	28%	28%	26%	29%	23%	23%	25%	16%	25%	26%	30%	28%

How comfortable are you doing each of the following during the pandemic?														
Using own vehicle for road trip														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	403	402	402	401	402	401	401	406	203	400	401	400	5,022
Extremely comfortable	45%	48%	52%	46%	49%	44%	52%	56%	48%	57%	55%	51%	51%	49%
Somewhat comfortable	28%	22%	23%	28%	30%	28%	27%	23%	27%	26%	26%	24%	27%	25%
Neither comfortable nor uncomfortable	16%	15%	11%	14%	12%	17%	12%	14%	14%	10%	14%	13%	11%	14%
Somewhat uncomfortable	7%	8%	5%	6%	5%	7%	5%	3%	6%	4%	3%	6%	5%	6%
Extremely uncomfortable	4%	7%	9%	6%	4%	4%	4%	4%	5%	3%	2%	6%	6%	6%

How comfortable are you doing each of the following during the pandemic?														
Camping	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	403	402	402	401	402	401	401	406	203	400	401	400	5,022
Extremely comfortable	34%	25%	21%	23%	28%	24%	31%	32%	20%	38%	24%	27%	26%	25%
Somewhat comfortable	24%	20%	25%	25%	26%	23%	29%	24%	22%	20%	21%	28%	29%	24%
Neither comfortable nor uncomfortable	24%	25%	26%	27%	27%	27%	21%	26%	29%	29%	27%	25%	20%	26%
Somewhat uncomfortable	8%	11%	9%	8%	8%	13%	11%	7%	12%	8%	15%	10%	10%	10%
Extremely uncomfortable	10%	19%	19%	17%	11%	13%	8%	11%	17%	5%	13%	10%	15%	15%

How comfortable are you doing each of the following during the pandemic?														
Traveling in an RV	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	403	402	402	401	402	401	401	406	203	400	401	400	5,022
Extremely comfortable	25%	23%	24%	24%	23%	21%	27%	27%	21%	33%	24%	23%	26%	24%
Somewhat comfortable	28%	22%	23%	24%	28%	24%	27%	27%	26%	29%	23%	24%	24%	24%
Neither comfortable nor uncomfortable	29%	28%	27%	28%	29%	29%	29%	27%	28%	22%	26%	31%	27%	28%
Somewhat uncomfortable	10%	10%	11%	9%	10%	14%	10%	10%	11%	7%	17%	7%	10%	11%
Extremely uncomfortable	8%	17%	15%	15%	10%	12%	7%	9%	14%	9%	10%	15%	13%	13%

How comfortable are you doing each of the following during the pandemic?														
Staying in a hotel/resort	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	403	402	402	401	402	401	401	406	203	400	401	400	5,022
Extremely comfortable	16%	16%	18%	17%	11%	13%	17%	15%	16%	17%	14%	17%	10%	16%
Somewhat comfortable	28%	21%	25%	22%	26%	24%	28%	25%	24%	24%	23%	22%	25%	24%
Neither comfortable nor uncomfortable	15%	19%	18%	15%	18%	19%	16%	19%	20%	22%	16%	20%	17%	18%
Somewhat uncomfortable	21%	23%	21%	22%	25%	22%	20%	21%	21%	25%	24%	22%	27%	22%
Extremely uncomfortable	20%	21%	18%	24%	20%	22%	19%	20%	19%	12%	23%	19%	21%	20%

How comfortable are you doing each of the following during the pandemic?														
Renting a car	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	403	402	402	401	402	401	401	406	203	400	401	400	5,022
Extremely comfortable	15%	17%	19%	16%	12%	10%	18%	15%	15%	18%	15%	14%	12%	15%
Somewhat comfortable	23%	19%	24%	24%	21%	21%	23%	21%	22%	21%	23%	27%	21%	22%
Neither comfortable nor uncomfortable	27%	24%	21%	22%	25%	29%	27%	25%	26%	31%	21%	24%	24%	24%
Somewhat uncomfortable	19%	19%	19%	20%	23%	21%	17%	20%	18%	18%	24%	16%	23%	20%
Extremely uncomfortable	16%	21%	17%	18%	19%	19%	15%	19%	19%	12%	17%	19%	20%	19%

How comfortable are you doing each of the following during the pandemic?														
Renting a house/villa	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	403	402	402	401	402	401	401	406	203	400	401	400	5,022
Extremely comfortable	14%	14%	18%	15%	12%	11%	14%	12%	15%	16%	12%	16%	11%	14%
Somewhat comfortable	23%	20%	24%	23%	22%	20%	25%	20%	23%	17%	24%	26%	21%	23%
Neither comfortable nor uncomfortable	25%	19%	19%	22%	24%	24%	24%	28%	25%	27%	19%	24%	25%	22%
Somewhat uncomfortable	19%	22%	21%	17%	21%	22%	20%	21%	20%	25%	23%	15%	20%	20%
Extremely uncomfortable	19%	25%	18%	23%	21%	23%	17%	19%	17%	15%	22%	19%	23%	21%

How comfortable are you doing each of the following during the pandemic?														
Taking a commercial flight	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	403	402	402	401	402	401	401	406	203	400	401	400	5,022
Extremely comfortable	8%	11%	12%	13%	5%	9%	12%	9%	12%	11%	7%	9%	8%	10%
Somewhat comfortable	20%	15%	16%	18%	14%	14%	14%	11%	14%	14%	14%	13%	15%	15%
Neither comfortable nor uncomfortable	17%	18%	14%	16%	17%	16%	19%	18%	18%	18%	14%	18%	16%	17%
Somewhat uncomfortable	23%	17%	22%	17%	23%	21%	21%	26%	18%	27%	23%	21%	20%	20%
Extremely uncomfortable	32%	39%	36%	36%	41%	40%	34%	36%	38%	30%	42%	39%	41%	38%

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	403	402	402	401	402	401	401	406	203	400	401	400	5,022
When a vaccine is available for COVID-19	46%	48%	43%	50%	45%	41%	51%	47%	41%	43%	37%	43%	47%	45%
Once COVID-19 virus cases start to decrease	38%	40%	40%	39%	38%	39%	39%	44%	38%	43%	43%	38%	44%	40%
When the CDC or World Health Org (WHO) says it's safe to travel	31%	35%	30%	31%	34%	30%	34%	35%	28%	32%	31%	30%	36%	32%
When travel advisories are lifted for area(s) I want to travel	21%	25%	20%	22%	22%	20%	21%	22%	23%	21%	23%	19%	22%	22%
Once I am more financially secure/get funds for travel	26%	18%	25%	19%	27%	21%	21%	26%	22%	28%	23%	22%	16%	21%
When airlines are deemed to be safer or cleaner	18%	24%	19%	18%	19%	19%	16%	22%	16%	22%	14%	18%	19%	19%
If I am able to book travel with no cancellation fees or change restrictions	19%	18%	14%	18%	15%	13%	22%	18%	15%	21%	15%	17%	16%	17%
When businesses/attractions begin to open again (e.g., restaurants, museums, etc.)	15%	12%	14%	18%	16%	14%	20%	19%	16%	20%	15%	16%	17%	15%
When foreign governments lift travel restrictions	13%	15%	12%	13%	12%	11%	16%	11%	12%	13%	11%	13%	12%	13%
When I see others flying and it appears safe	7%	11%	9%	13%	10%	10%	9%	9%	9%	9%	6%	9%	8%	10%
When I see others traveling (other than flying) and it appears safe	5%	8%	8%	8%	9%	8%	9%	9%	10%	9%	6%	12%	7%	8%
Other	2%	3%	2%	2%	4%	4%	2%	3%	4%	1%	3%	1%	4%	3%
None, I don't anticipate traveling again	7%	7%	9%	6%	9%	12%	7%	8%	11%	13%	9%	10%	8%	8%

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	403	402	402	401	402	401	401	406	203	400	401	400	5,022
Driving more	15%	14%	19%	16%	17%	14%	13%	13%	14%	13%	12%	11%	13%	14%
Driving less	42%	47%	46%	45%	39%	46%	46%	42%	45%	37%	39%	42%	44%	45%
No difference	43%	39%	35%	39%	44%	40%	41%	45%	41%	50%	49%	47%	43%	41%

Are you riding a bicycle more often because of the pandemic?														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	403	402	402	401	402	401	401	406	203	400	401	400	5,022
Yes	16%	21%	14%	18%	13%	16%	17%	8%	10%	14%	9%	8%	14%	15%
No	84%	79%	86%	82%	87%	84%	83%	92%	90%	86%	91%	92%	86%	85%

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	403	402	402	401	402	401	401	406	203	400	401	400	5,022
Worked from home	46%	37%	42%	43%	34%	38%	41%	39%	40%	40%	32%	30%	34%	39%
Attended virtual school	33%	28%	34%	30%	30%	25%	25%	30%	28%	30%	30%	24%	26%	28%

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	149	174	170	135	151	147	145	157	70	124	134	129	1,863
Yes	70%	79%	75%	83%	71%	71%	76%	64%	72%	63%	64%	56%	73%	74%
No	30%	21%	25%	17%	29%	29%	24%	36%	28%	37%	36%	44%	27%	26%

Which of the following best describes how you have traveled this year since the COVID-19 pandemic started? - Asked of respondents who traveled/plan to travel in 2020														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	196	203	217	215	188	190	235	191	210	101	213	209	210	2,578
Business travel only	3%	8%	8%	7%	4%	3%	4%	5%	5%	3%	3%	4%	4%	6%
Personal travel only	57%	50%	52%	56%	57%	54%	60%	61%	59%	55%	60%	60%	58%	55%
Traveled for both business and personal reasons	12%	11%	14%	9%	13%	13%	9%	11%	10%	18%	13%	14%	9%	11%
None, I have not traveled since the pandemic started	28%	31%	26%	28%	26%	30%	27%	23%	26%	24%	24%	22%	29%	28%

2020 - 2021 Travelers

During the pandemic, would you prefer to stay in an Air BnB or rental home instead of a hotel/resort that accommodates more people?														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	296	299	297	299	275	280	317	284	300	144	304	293	291	3,679
Prefer an Air BnB/rental home	21%	26%	29%	25%	22%	21%	22%	22%	25%	16%	27%	24%	28%	25%
Prefer a hotel/resort	46%	47%	41%	47%	43%	44%	44%	49%	34%	48%	40%	44%	39%	43%
No preference	33%	27%	30%	28%	35%	35%	34%	29%	41%	36%	33%	32%	33%	32%

How has your comfort level while traveling changed in the past few months compared to when the pandemic began?														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	296	299	297	299	275	280	317	284	300	144	304	293	291	3,679
Much more comfortable traveling now	13%	15%	18%	15%	9%	9%	9%	8%	12%	7%	11%	9%	9%	12%
Somewhat more comfortable traveling now	33%	36%	37%	35%	35%	36%	36%	38%	35%	32%	39%	38%	31%	36%
No difference	54%	49%	45%	50%	56%	55%	55%	54%	53%	61%	50%	53%	60%	52%

How have your travel habits changed since the pandemic began? (Select all that apply)														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	296	299	297	299	275	280	317	284	300	144	304	293	291	3,679
I will wear a mask while in public	73%	68%	71%	70%	66%	71%	71%	64%	63%	64%	74%	69%	73%	69%
I will avoid activities with large crowds (e.g. avoid theme parks, crowded beaches, etc.)	55%	54%	55%	57%	61%	53%	57%	53%	51%	51%	63%	61%	56%	56%
I will take fewer trips	44%	40%	41%	41%	41%	47%	38%	40%	39%	47%	43%	44%	46%	42%
I will travel to less crowded destinations	41%	44%	38%	36%	47%	42%	40%	45%	41%	40%	43%	48%	45%	42%
I will avoid eating out at restaurants	36%	38%	42%	38%	36%	43%	39%	33%	36%	44%	39%	41%	48%	39%
I will bring cleaning supplies while traveling	36%	42%	46%	35%	33%	37%	33%	36%	33%	32%	45%	44%	37%	39%
I will travel closer to home	32%	30%	32%	28%	40%	37%	38%	29%	30%	37%	31%	34%	36%	32%
I will take more drive trips	29%	25%	29%	24%	31%	30%	31%	24%	26%	29%	27%	27%	31%	27%
I will take shorter trips	19%	21%	22%	20%	21%	24%	25%	19%	22%	23%	23%	24%	27%	22%
I am more likely to take an RV trip	12%	11%	9%	7%	7%	6%	8%	7%	5%	10%	5%	6%	8%	8%
Other	0.3%	0.3%	1%	1%	1%	2%	1%	2%	0.5%	2%	1%	0.5%	2%	1%
None, I have not changed my travel habits since the pandemic began	8%	8%	10%	8%	11%	9%	9%	13%	15%	19%	11%	11%	10%	10%

Which of the following best describes if you 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
Base (n=)	296	299	297	299	275	280	317	284	300	144	304	293	291	3,679
Yes, I will wear a mask in public while traveling	75%	79%	84%	78%	72%	79%	79%	69%	81%	68%	79%	77%	76%	79%
I will wear a mask only if it is required	22%	18%	15%	19%	23%	17%	17%	27%	15%	30%	17%	20%	22%	18%
No, I will not wear a mask in public while traveling	3%	3%	1%	3%	5%	4%	4%	4%	4%	2%	4%	3%	2%	3%

Would either of these deter you from visiting a destination?														
% Yes	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	296	299	297	299	275	280	317	284	300	144	304	293	291	3,679
Mask mandate	29%	27%	29%	32%	28%	28%	24%	30%	33%	27%	21%	30%	29%	29%
Requirements to quarantine upon your return	74%	66%	68%	70%	73%	66%	70%	68%	67%	67%	68%	70%	72%	69%

Does the flexibility of virtual school or working from home make you more likely to take a fall trip this year? - Asked of respondents traveling in 2020 and have work from home/virtual school flexibility														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	122	113	135	125	111	105	110	92	116	53	108	96	106	1,392
Yes	46%	55%	54%	45%	51%	47%	41%	50%	51%	49%	55%	49%	40%	49%
No	54%	45%	46%	55%	49%	53%	59%	50%	49%	51%	45%	51%	60%	51%

Do you plan to take a trip (3 or more days away from home) to visit family or friends during the remainder of 2020? - Asked of respondents who traveled/plan to travel in 2020														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	196	203	217	215	188	190	235	191	210	101	213	209	210	2,578
Yes	37%	49%	46%	41%	39%	39%	33%	33%	43%	35%	41%	46%	34%	42%
No	46%	38%	39%	40%	37%	42%	45%	48%	36%	46%	41%	38%	48%	40%
Unsure	17%	13%	15%	19%	24%	19%	22%	19%	21%	19%	18%	16%	18%	18%

What type of vacation(s) are you most likely to take in the next 6 months? (Select all that apply)														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	296	299	297	299	275	280	317	284	300	144	304	293	291	3,679
Beach destination	16%	26%	33%	20%	14%	19%	21%	13%	31%	19%	37%	27%	16%	24%
National/state park	36%	17%	20%	15%	18%	19%	23%	22%	20%	36%	20%	28%	21%	20%
City/major metro destination	18%	14%	18%	16%	20%	15%	20%	18%	14%	21%	14%	16%	13%	16%
Lake destination	17%	12%	14%	13%	17%	18%	18%	15%	11%	22%	12%	15%	18%	14%
Theme Park	8%	17%	12%	10%	7%	13%	8%	8%	10%	10%	11%	12%	8%	12%
Resort vacation (all-inclusive/multi-amenity hotels)	10%	8%	12%	12%	8%	11%	9%	11%	9%	8%	13%	7%	6%	10%
Ocean/large cruise	9%	12%	8%	9%	6%	7%	6%	4%	9%	7%	9%	5%	5%	8%
International travel	7%	13%	10%	6%	6%	9%	8%	4%	6%	8%	7%	5%	3%	8%
Land tour	10%	8%	8%	6%	6%	9%	9%	10%	5%	10%	5%	9%	8%	8%
Guided tour	3%	6%	6%	7%	3%	5%	3%	3%	3%	4%	5%	5%	1%	5%
River cruise	2%	5%	6%	4%	5%	6%	3%	3%	4%	9%	2%	5%	3%	4%
None of these	31%	31%	30%	34%	39%	41%	38%	40%	35%	32%	31%	30%	42%	34%

Since the pandemic began, which of these have you used or plan to use for a vacation in 2020 or 2021? (Select all that apply)														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	296	299	297	299	275	280	317	284	300	144	304	293	291	3,679
Using own vehicle for road trip	48%	43%	49%	37%	57%	47%	52%	56%	49%	54%	55%	54%	46%	47%
Stay in a hotel/resort	41%	34%	39%	40%	42%	37%	42%	47%	38%	54%	44%	44%	33%	39%
Take a commercial flight	31%	29%	20%	32%	21%	16%	27%	25%	21%	31%	18%	20%	22%	25%
Rent a house/villa/room	15%	16%	22%	15%	13%	16%	22%	12%	19%	14%	25%	17%	16%	17%
Rent a car	17%	16%	17%	19%	14%	15%	18%	12%	17%	14%	13%	15%	12%	16%
Travel in an RV	10%	8%	8%	7%	9%	8%	9%	6%	4%	15%	6%	7%	6%	7%
Rail	5%	5%	3%	6%	2%	4%	3%	2%	4%	5%	2%	6%	4%	4%
None of these	16%	21%	17%	21%	22%	23%	18%	17%	20%	12%	16%	13%	19%	19%

What's the first trip/destination you would take when the pandemic is over?														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	296	299	297	299	275	280	317	284	300	144	304	293	291	3,679
Beach destination	14%	14%	25%	18%	14%	10%	16%	14%	30%	13%	25%	27%	13%	18%
City/major metro destination	11%	10%	12%	12%	16%	14%	16%	18%	10%	19%	6%	7%	15%	11%
National/state park	18%	10%	7%	12%	10%	10%	13%	11%	8%	15%	10%	13%	13%	11%
International travel	10%	10%	11%	8%	7%	11%	9%	5%	10%	9%	8%	6%	9%	9%
Theme Park	6%	13%	5%	9%	7%	7%	7%	7%	6%	10%	9%	8%	8%	9%
Resort vacation (all-inclusive/multi-amenity hotels)	8%	5%	9%	6%	10%	9%	5%	6%	6%	4%	8%	5%	5%	7%
Ocean/large cruise	2%	9%	5%	5%	4%	2%	4%	5%	6%	3%	8%	6%	4%	6%
Lake destination	6%	5%	3%	4%	4%	7%	5%	6%	2%	5%	4%	5%	4%	4%
Land tour	3%	3%	3%	4%	4%	4%	3%	3%	3%	3%	1%	2%	4%	3%
River cruise	3%	4%	1%	2%	2%	2%	1%	2%	0.5%	4%	1%	3%	1%	2%
Guided tour	1%	1%	2%	2%	1%	1%	1%	1%	2%	0%	1%	1%	2%	1%
Other	11%	8%	5%	7%	9%	8%	9%	9%	8%	7%	7%	9%	9%	8%
None of these	7%	8%	12%	11%	12%	15%	11%	13%	9%	8%	12%	8%	13%	11%

Did you take a vacation, of 3 days or more away from home, during the 2019 holiday season?														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	403	402	402	401	402	401	401	406	203	400	401	400	5,022
Yes	41%	51%	47%	40%	34%	40%	38%	32%	44%	32%	47%	40%	35%	43%
No	59%	49%	53%	60%	66%	60%	62%	68%	56%	68%	53%	60%	65%	57%

Do you plan to take a vacation, of 3 days or more away from home, during the 2020 holiday season?														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	403	402	402	401	402	401	401	406	203	400	401	400	5,022
Yes	20%	24%	28%	24%	20%	21%	18%	18%	22%	15%	25%	25%	18%	23%
No	67%	59%	57%	64%	67%	65%	68%	64%	63%	66%	58%	62%	70%	62%
Unsure	13%	17%	15%	12%	13%	14%	14%	18%	15%	19%	17%	13%	12%	15%

2020 Holiday Season Travelers

Overall, how concerned are you about traveling this holiday season due to the pandemic?														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	77	96	114	87	75	83	63	66	88	30	103	110	72	1,064
Very concerned	27%	36%	36%	31%	18%	22%	26%	37%	18%	33%	18%	29%	31%	29%
Somewhat concerned	50%	48%	48%	43%	46%	56%	49%	45%	52%	43%	55%	45%	50%	49%
Not at all concerned	23%	16%	16%	26%	36%	22%	25%	18%	30%	24%	27%	26%	19%	22%

Compared to last year, how concerned are you about gathering with extended family and friends this holiday season due to the pandemic?														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	77	96	114	87	75	83	63	66	88	30	103	110	72	1,064
Very concerned compared to last year	32%	41%	36%	32%	36%	38%	35%	38%	31%	29%	23%	34%	38%	35%
Somewhat more concerned than last year	41%	45%	47%	37%	33%	43%	36%	41%	43%	48%	48%	33%	49%	42%
The same concern as last year	27%	14%	17%	31%	31%	19%	29%	21%	26%	23%	29%	33%	13%	23%

Are you more likely to take an extra or extended trip during the holiday season because you or someone in your household has access to work or attend school virtually? (Select all that apply)														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	58	64	84	62	54	51	41	38	60	22	54	59	45	692
Yes, I am more likely take an extra trip	29%	31%	31%	43%	41%	29%	28%	11%	27%	26%	33%	31%	33%	32%
Yes, I am more likely to take an extended trip	20%	35%	27%	27%	14%	38%	15%	20%	28%	22%	21%	26%	25%	28%
Unsure	28%	12%	19%	19%	24%	24%	21%	37%	20%	11%	29%	20%	27%	20%
No, I am not more likely to take and extra or extended trip	24%	22%	24%	17%	25%	17%	39%	32%	31%	46%	21%	28%	18%	23%

How, if at all, will your travel plans during the holiday season change this year due to the pandemic, compared to last year? (Select all that apply)														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	77	96	114	87	75	83	63	66	88	30	103	110	72	1,064
I am more likely to wear a mask in public	48%	48%	48%	39%	39%	48%	44%	51%	41%	61%	39%	53%	60%	46%
I am more likely to bring cleaning supplies while traveling	24%	32%	34%	22%	17%	32%	24%	24%	26%	25%	29%	33%	33%	29%
I am more likely to take a trip to visit family or friends	17%	26%	30%	21%	17%	22%	33%	29%	24%	22%	28%	33%	26%	26%
I am more likely to stay with family or friends while traveling	18%	26%	21%	27%	36%	27%	13%	22%	31%	43%	20%	29%	30%	26%
I am less likely to fly on a commercial airlines	16%	17%	25%	22%	19%	25%	15%	19%	19%	19%	26%	24%	24%	21%
I will take fewer trips this holiday season	16%	18%	24%	17%	23%	26%	22%	21%	19%	14%	18%	23%	31%	21%
I plan to travel closer to home	23%	16%	29%	19%	23%	19%	32%	20%	18%	27%	9%	17%	23%	20%
I am less likely to stay at a hotel	16%	15%	19%	18%	21%	25%	7%	17%	21%	20%	9%	14%	31%	18%
I am planning more last minute trips	19%	11%	10%	13%	16%	15%	20%	11%	10%	11%	7%	12%	13%	12%
Other	3%	1%	0%	0%	1%	2%	3%	2%	0%	3%	2%	1%	1%	1%
None, my holiday travel plans have not changed due to the pandemic	13%	8%	9%	19%	13%	10%	12%	16%	18%	11%	17%	15%	7%	13%

When do you typically book your holiday travel plans?														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	77	96	114	87	75	83	63	66	88	30	103	110	72	1,064
Before September	13%	29%	26%	12%	18%	12%	27%	29%	12%	18%	27%	26%	15%	21%
September	15%	16%	14%	12%	12%	8%	8%	23%	13%	5%	9%	14%	17%	13%
October	32%	21%	18%	27%	26%	17%	19%	11%	19%	25%	23%	18%	16%	21%
November	26%	14%	17%	18%	14%	24%	26%	14%	21%	25%	13%	11%	18%	18%
December	5%	13%	11%	12%	11%	18%	4%	3%	10%	8%	8%	8%	13%	11%
Do not make holiday travel bookings	9%	7%	14%	19%	19%	21%	16%	20%	25%	19%	20%	23%	21%	16%

Which of the following best describes when you plan to take a vacation(s) in 2021? (Select all that apply) - Asked of respondents who plan to travel in 2021														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	278	279	274	283	254	255	287	256	277	133	284	278	270	3,408
Winter (January - March)	17%	28%	17%	23%	20%	19%	28%	16%	18%	23%	17%	16%	22%	22%
Spring Break	23%	17%	30%	18%	24%	24%	19%	17%	20%	11%	28%	23%	21%	21%
Memorial Day	8%	10%	9%	12%	8%	6%	12%	13%	9%	11%	9%	8%	10%	10%
Summer	41%	34%	37%	31%	39%	42%	36%	44%	44%	45%	47%	41%	34%	38%
Independence Day	7%	8%	5%	9%	6%	7%	7%	5%	6%	10%	8%	6%	7%	7%
Labor Day	6%	8%	10%	9%	8%	7%	8%	4%	9%	10%	9%	7%	8%	8%
Fall	20%	15%	19%	21%	23%	24%	24%	25%	21%	21%	22%	27%	21%	20%
Holiday Season	14%	17%	16%	10%	11%	16%	9%	11%	19%	15%	26%	17%	12%	15%
Other	2%	3%	0.4%	2%	2%	1%	2%	2%	2%	1%	2%	4%	3%	2%
Unsure	18%	22%	24%	25%	21%	16%	21%	19%	23%	21%	20%	21%	21%	21%

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	403	402	402	401	402	401	401	406	203	400	401	400	5,022
I have already booked a vacation for 2022	3%	7%	6%	8%	2%	3%	1%	2%	5%	1%	5%	2%	5%	5%
I am currently planning a vacation for 2022	14%	11%	11%	12%	11%	11%	10%	6%	11%	8%	8%	8%	6%	10%
Will take a vacation in 2022 but have not started planning	30%	31%	34%	34%	32%	29%	35%	30%	32%	33%	35%	36%	32%	33%
Unsure if I will take a vacation in 2022	32%	26%	26%	23%	29%	26%	29%	34%	26%	31%	27%	22%	31%	26%
No plans to take a vacation in 2022	21%	25%	23%	23%	26%	31%	25%	28%	26%	27%	25%	32%	26%	26%

Respondent Profile

Gender														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	403	402	402	401	402	401	401	406	203	400	401	400	5,022
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
Base (n=)	400	403	402	402	401	402	401	401	406	203	400	401	400	5,022
18-34	32%	26%	31%	31%	30%	29%	28%	30%	29%	34%	29%	29%	28%	29%
35-44	18%	15%	18%	17%	16%	15%	16%	17%	16%	16%	16%	16%	16%	16%
45-54	16%	16%	17%	16%	15%	16%	16%	15%	17%	14%	16%	17%	16%	16%
55-64	16%	17%	16%	17%	17%	18%	18%	17%	17%	16%	17%	17%	18%	17%
65 or older	18%	26%	18%	19%	22%	22%	22%	21%	21%	20%	22%	21%	22%	22%

Statistical Statement:

The AAA Consumer Pulse™ Survey was conducted online among residents living in The Auto Club Group territory from October 1 - 15, 2020. A total of 5,022 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+).