AAA Consumer Pulse

Background & Methodology

Conducted 5,000 surveys among residents in The Auto Club Group territory
- o Fielding took place January 26 – February 5, 2026
- o Utilized a proprietary online research panel
- o Weighted by age and gender within state

Key Measures
- o 2026 Travel Plans

1. Approximately how many vacations, of 3 days or more, do you plan to take in 2026?

	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	18%	17%	22%	17%	23%	22%	19%	21%	20%	22%	19%	20%	19%	19%
1	21%	22%	21%	24%	28%	24%	24%	24%	25%	30%	21%	23%	27%	23%
2-3	47%	41%	43%	40%	34%	44%	40%	44%	39%	38%	45%	44%	41%	42%
4-5	9%	12%	9%	11%	9%	6%	11%	7%	10%	6%	10%	9%	7%	10%
More than 5	5%	8%	5%	8%	6%	4%	6%	4%	6%	4%	5%	4%	6%	6%

2. Do you plan to take more vacations, fewer vacations, or the same number of vacations this year (2026) than you took last year (2025)?

	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 plan to take more vacations this year	40%	42%	41%	42%	33%	36%	36%	35%	38%	30%	37%	40%	33%	39%
I plan to take fewer vacations this year	21%	15%	19%	18%	19%	19%	17%	15%	15%	24%	19%	18%	26%	18%
I plan to take about the same number of vacations this year	39%	43%	40%	40%	48%	45%	47%	50%	47%	46%	44%	42%	41%	43%

3. Do you plan to travel for any of the following time frames/holidays? (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
Spring Break	26%	26%	36%	31%	24%	26%	26%	21%	29%	13%	30%	31%	23%	28%
Memorial Day	17%	17%	20%	25%	15%	18%	19%	15%	17%	16%	19%	16%	18%	18%
America's 250th Anniversary events	6%	9%	5%	6%	4%	6%	5%	4%	4%	6%	8%	5%	6%	6%
World Cup events	4%	8%	8%	5%	3%	5%	3%	5%	4%	0.4%	2%	4%	3%	5%
Independence Day	23%	23%	18%	21%	20%	24%	22%	23%	23%	22%	23%	23%	24%	22%
Labor Day	15%	15%	15%	19%	15%	19%	21%	15%	19%	15%	16%	15%	14%	17%
Thanksgiving	25%	32%	29%	28%	18%	18%	18%	22%	27%	23%	27%	22%	22%	26%
Year-End holidays (Hanukkah, Christmas, New Year, etc.)	26%	31%	30%	29%	24%	22%	25%	26%	27%	21%	30%	23%	23%	27%
None of these	35%	33%	31%	31%	39%	35%	41%	37%	34%	46%	32%	36%	40%	34%

2026 Travelers

4. What type of vacation(s) do you plan to take in 2026? (Select all that apply)

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	328	335	313	333	307	313	327	312	321	154	326	321	319	4,009
Road trip	50%	39%	45%	44%	47%	47%	47%	55%	43%	49%	50%	48%	50%	45%
Beach destination	33%	40%	57%	40%	33%	38%	34%	25%	56%	17%	47%	46%	31%	42%
City/major metro destination	31%	28%	25%	30%	23%	27%	28%	27%	25%	25%	23%	22%	29%	27%
Theme Park	17%	34%	27%	25%	13%	22%	15%	16%	27%	11%	24%	27%	15%	25%
National/state park	31%	23%	21%	21%	23%	28%	28%	26%	19%	26%	21%	24%	25%	24%
International travel	23%	26%	20%	23%	9%	14%	16%	15%	22%	12%	18%	14%	16%	20%
Resort vacation (all-inclusive/multi-amenity hotels)	18%	20%	27%	21%	16%	17%	23%	15%	19%	12%	23%	15%	17%	20%
Ocean/large cruise	16%	26%	22%	11%	8%	11%	13%	14%	22%	11%	20%	15%	13%	18%
Lake destination	16%	7%	15%	19%	20%	25%	33%	18%	16%	16%	15%	12%	22%	16%
Tour	5%	10%	9%	11%	5%	9%	7%	7%	8%	7%	7%	9%	8%	9%
River cruise	5%	9%	8%	10%	8%	8%	5%	6%	10%	4%	7%	6%	7%	8%
None of these	3%	3%	2%	2%	4%	3%	2%	4%	3%	8%	1%	3%	2%	3%
I have not decided yet	11%	7%	7%	9%	12%	8%	11%	11%	9%	12%	10%	8%	10%	9%

5. Do you plan to purchase travel insurance for a vacation in 2026?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	328	335	313	333	307	313	327	312	321	154	326	321	319	4,009
Yes	26%	33%	32%	29%	19%	26%	24%	23%	25%	19%	28%	27%	29%	28%
No	57%	42%	42%	51%	60%	53%	57%	55%	49%	67%	53%	49%	56%	50%
Unsure	17%	25%	26%	20%	21%	21%	19%	22%	26%	14%	19%	24%	15%	22%

6. What type of Spring Break trip are you planning? (Select all that apply) - Asked of residents planning to take a Spring Break trip

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	105	106	143	123	97	105	102	77	117	27	118	122	93	1,335
Beach destination	38%	43%	47%	36%	26%	36%	33%	29%	45%	31%	49%	42%	35%	41%
Road trip	31%	27%	29%	30%	31%	39%	35%	45%	32%	43%	38%	34%	37%	32%
Theme Park	18%	36%	27%	25%	20%	29%	16%	30%	36%	32%	28%	32%	13%	28%
City/major metro destination	25%	17%	26%	24%	22%	25%	19%	22%	20%	46%	16%	21%	27%	22%
Resort vacation (all-inclusive/multi-amenity hotels)	19%	19%	21%	20%	19%	18%	23%	11%	21%	34%	19%	14%	12%	19%
Ocean/large cruise	17%	21%	17%	14%	13%	15%	13%	17%	27%	15%	21%	14%	14%	18%
National/state park	20%	19%	15%	14%	20%	18%	25%	26%	13%	18%	19%	19%	14%	17%
International travel	10%	19%	13%	12%	10%	13%	10%	14%	16%	16%	9%	10%	9%	14%
Lake destination	10%	12%	13%	9%	13%	17%	21%	21%	9%	15%	17%	8%	15%	12%
Tour	5%	15%	7%	17%	7%	12%	7%	5%	10%	19%	7%	9%	18%	11%
River cruise	9%	7%	9%	8%	6%	8%	5%	9%	7%	7%	10%	3%	6%	7%
None of these	6%	1%	1%	3%	1%	0%	2%	1%	1%	3%	2%	2%	1%	2%
I have not decided yet	3%	5%	4%	6%	7%	5%	5%	4%	3%	4%	8%	3%	4%	5%

7. Who will you be traveling with on your Spring Break trip? (Select all that apply) - Asked of residents planning to take a Spring Break trip

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	105	106	143	123	97	105	102	77	117	27	118	122	93	1,335
Immediate family (spouse, children, or parents)	67%	76%	68%	79%	64%	67%	83%	66%	76%	66%	81%	70%	66%	73%
Extended family (grandparents or other relatives)	14%	14%	19%	21%	17%	18%	6%	15%	14%	15%	15%	21%	13%	16%
Friends	30%	27%	33%	27%	25%	31%	21%	29%	29%	40%	21%	29%	28%	28%
Other	0%	0%	2%	1%	3%	0%	3%	1%	3%	6%	2%	2%	2%	1%
Traveling solo	7%	3%	7%	4%	6%	11%	6%	7%	5%	3%	8%	8%	12%	6%

8. What are your top priorities when choosing your Spring Break destination? (Select all that apply) - Asked of residents planning to take a Spring Break trip

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	105	106	143	123	97	105	102	77	117	27	118	122	93	1,335
To relax and unwind	69%	65%	71%	68%	75%	60%	68%	57%	70%	69%	77%	67%	71%	68%
To experience new attractions or activities	49%	48%	52%	42%	44%	46%	46%	43%	59%	59%	53%	46%	33%	48%
To escape cold weather and enjoy a warm climate	31%	21%	42%	43%	37%	46%	53%	33%	35%	59%	23%	32%	40%	35%
To visit family or friends	38%	38%	22%	36%	27%	27%	26%	36%	35%	33%	29%	25%	30%	31%
To save money	20%	16%	23%	21%	17%	20%	14%	22%	13%	30%	23%	22%	21%	19%
To have an educational or historic experience	13%	18%	12%	11%	10%	13%	14%	13%	14%	21%	10%	13%	14%	14%
Other	2%	0%	0%	1%	0%	4%	0%	1%	0%	0%	0%	1%	2%	1%

9. How far are you willing to travel for Spring Break? - Asked of residents planning to take a Spring Break trip

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	105	106	143	123	97	105	102	77	117	27	118	122	93	1,335
Within my state	7%	28%	11%	16%	6%	13%	12%	10%	10%	12%	17%	19%	6%	16%
Neighboring state	21%	15%	38%	19%	30%	17%	12%	26%	33%	27%	32%	23%	18%	23%
Across the U.S.	54%	31%	37%	48%	52%	62%	63%	53%	41%	42%	38%	48%	59%	44%
International	18%	26%	14%	17%	12%	8%	13%	11%	16%	19%	13%	10%	17%	17%

All Respondents

10. Which travel trends excite you most for 2026? (Select up to 3 answers)

	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
Travel in Nature - travel centered around natural environments to enjoy outdoor activities	41%	35%	31%	32%	35%	39%	40%	36%	34%	40%	31%	37%	41%	35%
Luxury rail journeys and scenic overland routes	13%	15%	16%	18%	13%	16%	11%	17%	15%	17%	17%	18%	15%	15%
Roots travel - visit the places your ancestors lived to better understand your family history	14%	14%	11%	13%	10%	13%	15%	11%	14%	12%	14%	15%	13%	13%
Hyper-local cultural immersion and community-based tourism	11%	17%	11%	11%	12%	15%	11%	12%	10%	10%	12%	11%	13%	13%
Solo travel designed for safety and connection	13%	11%	15%	15%	13%	11%	10%	12%	15%	12%	11%	12%	13%	13%
Wellness-focused retreats and digital detox escapes	14%	10%	17%	12%	11%	13%	10%	10%	15%	9%	10%	12%	11%	12%
Slow travel and extended "work-from-anywhere" stays	11%	12%	12%	11%	11%	10%	13%	12%	12%	11%	11%	11%	12%	11%
Large event travel - World cup, Olympics, Super Bowl, etc.	10%	14%	13%	12%	9%	11%	9%	13%	9%	3%	7%	11%	9%	11%
Skillcations – travel to learn something new, build a skill (often hands-on creative, or personally enriching)	11%	10%	10%	9%	6%	8%	9%	9%	9%	7%	12%	10%	9%	9%
Eco-friendly and carbon-neutral travel	9%	7%	10%	11%	7%	8%	6%	5%	9%	7%	7%	6%	9%	8%
AI-powered trip planning and personalized itineraries	7%	11%	7%	7%	5%	5%	6%	8%	8%	3%	7%	7%	4%	7%
Women only travel	5%	6%	7%	8%	6%	7%	5%	5%	7%	5%	8%	6%	5%	7%
None of these	21%	25%	27%	23%	28%	24%	28%	27%	26%	28%	29%	26%	23%	25%

11. Before this survey, were you aware that America's 250th anniversary will be celebrated in 2026?

	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	63%	68%	59%	63%	66%	63%	67%	68%	64%	63%	68%	66%	67%	65%
No	37%	32%	41%	37%	34%	37%	33%	32%	36%	37%	32%	34%	33%	35%

12. How interested are you in participating in activities or travel related to America's 250th anniversary?

	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 interested	23%	35%	30%	28%	20%	24%	19%	20%	30%	22%	29%	34%	24%	29%
Somewhat interested	43%	41%	42%	45%	49%	45%	48%	43%	45%	46%	43%	42%	48%	43%
Not interested	34%	24%	28%	27%	31%	31%	33%	37%	25%	32%	28%	24%	28%	28%

13. If you were to plan a trip for America's 250th anniversary, what type of experience would you most prefer?

	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
Road trip to historic landmarks	25%	25%	30%	29%	36%	34%	32%	32%	28%	31%	34%	31%	31%	29%
National parks	34%	26%	27%	26%	29%	31%	31%	33%	28%	35%	24%	29%	29%	28%
Historic city tour (e.g., Philadelphia, Boston, Washington D.C.)	25%	28%	25%	28%	17%	18%	23%	17%	26%	20%	22%	21%	22%	24%
Cruise with a patriotic theme	9%	13%	11%	9%	10%	9%	9%	10%	11%	6%	12%	12%	9%	11%
Other	7%	8%	7%	8%	8%	8%	5%	8%	7%	8%	8%	7%	9%	8%

14. What would prevent you from traveling for America's 250th anniversary? (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
Cost	52%	54%	54%	57%	57%	54%	57%	62%	56%	63%	65%	59%	56%	56%
Crowds	38%	43%	33%	35%	37%	38%	38%	38%	41%	40%	40%	32%	34%	38%
Time	20%	21%	20%	25%	20%	22%	24%	21%	23%	22%	18%	19%	22%	21%
Lack of interest	22%	17%	22%	19%	18%	16%	16%	19%	20%	10%	16%	14%	19%	18%
Other	8%	4%	4%	5%	5%	5%	6%	5%	5%	7%	5%	7%	8%	5%
Nothing, I plan to travel for America's 250th anniversary	5%	8%	10%	6%	5%	8%	6%	3%	5%	4%	7%	8%	9%	7%

15. Which of the following best describes your willingness to take an Ocean cruise?

	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 taken this type of cruise in the past	35%	47%	41%	33%	24%	31%	30%	25%	36%	18%	36%	32%	31%	37%
I have never taken this type of cruise, but am currently planning to take one	10%	10%	11%	9%	8%	10%	10%	10%	8%	11%	12%	12%	8%	10%
I have never taken this type of cruise, but am interested in taking one in the future	30%	23%	25%	26%	33%	27%	31%	32%	29%	33%	25%	27%	28%	26%
I have never taken this type of cruise and have no interest in taking one	25%	20%	23%	32%	35%	32%	29%	33%	27%	38%	27%	29%	33%	27%

16. Which of the following best describes your willingness to take a River cruise?

	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 taken this type of cruise in the past	14%	15%	14%	16%	17%	14%	16%	16%	13%	22%	17%	19%	17%	15%
I have never taken this type of cruise, but am currently planning to take one	13%	15%	13%	14%	5%	13%	9%	8%	12%	8%	12%	13%	11%	13%
I have never taken this type of cruise, but am interested in taking one in the future	46%	42%	44%	43%	43%	39%	47%	39%	42%	36%	41%	39%	42%	42%
I have never taken this type of cruise and have no interest in taking one	27%	28%	29%	27%	35%	34%	28%	37%	33%	34%	30%	29%	30%	30%

17. Would you consider driving to a cruise port instead of flying? - *Asked of residents interested, planning, or who have taken an Ocean cruise*

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	298	318	307	273	258	271	285	265	288	122	297	285	265	3,532
Yes, definitely	31%	57%	52%	38%	36%	43%	34%	33%	49%	39%	58%	50%	35%	47%
Maybe	45%	30%	38%	42%	45%	39%	40%	47%	42%	49%	33%	34%	47%	38%
No, prefer flying	22%	5%	8%	19%	18%	16%	25%	18%	8%	12%	7%	14%	17%	12%
Not applicable - I live close to the cruise port I would use	2%	8%	2%	1%	1%	2%	1%	2%	1%	0.5%	2%	2%	1%	3%

18. What factors would make you more likely to drive to a cruise port? (Select all that apply) - *Asked of residents not living near a cruise port*

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	293	293	302	270	255	265	283	260	285	121	292	281	263	3,463
Lower cost than flying	49%	51%	62%	59%	55%	59%	48%	60%	59%	51%	63%	58%	54%	56%
Proximity to port	40%	54%	40%	41%	29%	37%	37%	30%	38%	20%	46%	34%	36%	42%
Ability to extend trip with road travel (visiting destinations along the way)	39%	29%	35%	40%	36%	37%	43%	39%	39%	45%	38%	41%	40%	36%
Avoid risk of flight delays/cancellations	24%	35%	37%	31%	31%	33%	28%	30%	39%	22%	37%	34%	36%	34%
Convenience of bringing more luggage	20%	28%	30%	22%	20%	21%	22%	26%	30%	23%	26%	31%	21%	26%
Other	2%	0.3%	2%	0.3%	1%	2%	2%	1%	1%	5%	2%	1%	1%	1%
Nothing, I would not drive to a cruise port	6%	3%	5%	6%	7%	5%	6%	4%	3%	3%	2%	3%	6%	4%

19. How far would you be willing to drive to reach a cruise port? - *Asked of residents who would consider driving to a cruise port*

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	274	284	286	254	240	252	267	249	276	117	287	272	248	3,306
Up to 2 hours	18%	34%	15%	21%	13%	17%	17%	11%	15%	12%	14%	10%	18%	20%
3-4 hours	30%	42%	36%	30%	24%	28%	26%	27%	36%	21%	32%	28%	30%	34%
5–8 hours	23%	17%	38%	30%	29%	30%	28%	30%	33%	29%	37%	36%	27%	28%
9–12 hours	13%	4%	8%	9%	12%	9%	10%	15%	11%	15%	12%	18%	13%	10%
More than 12 hours	16%	3%	3%	10%	22%	16%	19%	17%	5%	23%	5%	8%	12%	8%

20. How valuable do you feel a travel agent would be when planning your vacation(s)?

	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 valuable	25%	33%	31%	33%	23%	31%	24%	24%	30%	22%	28%	30%	26%	30%
Somewhat valuable	54%	50%	51%	49%	53%	47%	58%	53%	53%	55%	46%	48%	56%	51%
Not at all valuable	21%	17%	18%	18%	24%	22%	18%	23%	17%	23%	26%	22%	18%	19%

21. What are the top reason(s) you would use a travel agent? (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
To save money	38%	34%	37%	36%	31%	38%	37%	35%	36%	34%	40%	37%	35%	36%
To get travel suggestions and destination advice	39%	34%	35%	34%	35%	34%	41%	33%	39%	42%	34%	35%	41%	36%
To get help with complex trips	39%	33%	33%	39%	33%	34%	43%	35%	41%	34%	29%	37%	35%	36%
To get added benefits	34%	32%	37%	37%	32%	34%	31%	33%	38%	28%	28%	37%	33%	34%
To save time	30%	33%	36%	33%	30%	32%	30%	32%	33%	30%	33%	37%	37%	33%
To get help if there is a problem	30%	34%	32%	32%	34%	28%	36%	35%	33%	32%	32%	34%	34%	32%
To get help planning international travel	30%	26%	21%	26%	24%	24%	28%	26%	25%	28%	28%	24%	27%	26%
Other	0.2%	1%	1%	1%	0.4%	0.0%	0.2%	2.0%	0.3%	1%	0.4%	2%	0.0%	1%
None, I would not use a travel agent	13%	12%	15%	11%	16%	15%	12%	12%	11%	12%	15%	14%	11%	13%

22. 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 informed	22%	30%	26%	24%	19%	24%	22%	22%	22%	18%	29%	28%	25%	26%
Somewhat informed	52%	51%	53%	53%	52%	51%	55%	49%	56%	50%	47%	51%	54%	52%
Not at all informed	26%	19%	21%	23%	29%	25%	23%	29%	22%	32%	24%	21%	21%	22%

23. Are you aware that travel insurance offers financial compensation for each of the following unexpected issues when flying?

% 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
Lost luggage	63%	69%	59%	64%	58%	63%	65%	62%	63%	66%	60%	58%	66%	64%
Flight cancellations	63%	67%	66%	62%	57%	61%	67%	62%	66%	66%	60%	61%	69%	64%
Flight delays of as little as 3 hours	44%	48%	48%	47%	41%	44%	41%	44%	45%	46%	46%	46%	49%	46%

24. Which, if any, of the following reasons would make you more likely to purchase travel insurance when planning a trip? (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
In case I need to cancel my travel plans	41%	44%	47%	46%	42%	40%	50%	43%	46%	38%	47%	47%	48%	45%
In case of airline related issues (i.e., flight delays, cancellations, lost luggage)	40%	43%	43%	41%	42%	41%	41%	41%	44%	43%	41%	39%	43%	42%
In case severe weather interferes with my itinerary	41%	45%	37%	40%	39%	40%	38%	38%	46%	40%	41%	45%	42%	42%
If I am traveling internationally	44%	43%	38%	41%	37%	37%	47%	41%	41%	44%	40%	39%	45%	41%
If the trip is expensive/spending a lot of money	48%	38%	35%	39%	40%	46%	47%	41%	38%	48%	43%	43%	43%	41%
To ensure I have medical coverage while traveling	33%	38%	31%	30%	31%	26%	27%	30%	35%	29%	35%	27%	33%	32%
If I am planning to go on a cruise	25%	24%	22%	24%	21%	23%	23%	20%	25%	22%	27%	28%	28%	24%
Other	0.3%	0.3%	0.2%	0.5%	0.4%	1%	1%	0.5%	0.0%	0.0%	1%	1%	1%	0.5%
Nothing, I would not purchase travel insurance	10%	8%	14%	10%	13%	13%	10%	13%	10%	9%	14%	12%	9%	11%

Respondent Profile

Gender														
	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
Male	50%	49%	48%	49%	50%	49%	50%	50%	48%	51%	48%	48%	50%	49%
Female	50%	51%	52%	51%	50%	51%	50%	50%	52%	49%	52%	52%	50%	51%

Age Range														
	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
18-29	21%	17%	21%	20%	21%	20%	19%	21%	20%	24%	19%	20%	20%	19%
30-39	20%	16%	18%	18%	16%	16%	17%	17%	17%	18%	16%	17%	16%	17%
40-49	17%	15%	17%	16%	16%	15%	16%	17%	16%	15%	15%	16%	15%	16%
50-59	14%	16%	16%	17%	15%	16%	15%	14%	16%	13%	16%	16%	16%	16%
60-69	14%	17%	15%	15%	16%	17%	17%	16%	16%	15%	17%	16%	17%	16%
70+	14%	19%	13%	14%	16%	16%	16%	15%	15%	15%	17%	15%	16%	16%

Statistical Statement:

The AAA Consumer Pulse™ Survey was conducted online among residents living in The Auto Club Group territory from January 26 – February 5, 2026. 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+).