

Background & Methodology

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

- Fielding took place August 5 – 13, 2026
- Utilized a proprietary online research panel
- Weighted by age and gender within state

Key Measures

- Opinions and Experiences Vacation Planning
- Interest and Concerns about Cruising

1. Why are vacations important to you? (Select up to three)

	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
Spending time with family and friends	47%	53%	50%	51%	49%	50%	53%	51%	52%	57%	54%	53%	51%	52%
Reducing stress and relaxing	41%	44%	46%	43%	39%	43%	47%	34%	50%	45%	44%	44%	41%	44%
Exploring new places	47%	40%	41%	39%	41%	38%	46%	39%	38%	44%	37%	39%	45%	40%
Creating lifelong memories	40%	37%	34%	36%	36%	30%	37%	37%	37%	42%	41%	35%	35%	36%
Improving mental well-being	29%	26%	27%	27%	23%	32%	20%	23%	28%	25%	21%	25%	27%	27%
Taking a break from work	21%	24%	25%	26%	26%	21%	21%	26%	26%	25%	24%	22%	29%	24%
Celebrating special occasions	12%	19%	16%	11%	8%	14%	8%	15%	12%	13%	15%	15%	12%	14%
Personal enrichment and learning	17%	12%	12%	14%	10%	14%	15%	11%	12%	11%	13%	12%	14%	13%
Other	1%	1%	1%	1%	1%	1%	1%	2%	0%	3%	1%	1%	1%	1%
None, travel isn't important to me	4%	3%	4%	5%	8%	8%	4%	8%	3%	2%	6%	5%	4%	5%

2. When managing your household budget, how do you prioritize vacation 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
One of my highest spending priorities	13%	20%	18%	20%	8%	14%	12%	9%	19%	13%	13%	17%	12%	17%
An important priority, but not among my highest	30%	32%	34%	30%	26%	26%	29%	27%	31%	27%	29%	30%	30%	30%
Nice to have, but not a priority	37%	30%	31%	30%	37%	36%	34%	35%	33%	37%	37%	32%	34%	33%
One of the first expenses I would reduce	6%	6%	3%	6%	9%	5%	6%	7%	5%	5%	6%	6%	6%	5%
I do not typically budget for vacations	14%	12%	14%	14%	20%	19%	19%	22%	12%	18%	15%	15%	18%	15%

3. Which travel planning tasks cause you the most stress? (Select up to three)

	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
Staying within my budget	44%	40%	42%	39%	42%	38%	37%	36%	38%	40%	42%	42%	39%	40%
Finding the best price	39%	41%	41%	41%	34%	37%	37%	42%	38%	42%	41%	40%	37%	40%
Choosing the right hotel or accommodation	22%	22%	23%	24%	23%	22%	20%	20%	26%	18%	25%	25%	23%	23%
Coordinating travel dates with family and friends	24%	21%	20%	17%	20%	20%	21%	22%	19%	21%	20%	18%	17%	20%
Comparing flights and airfare options	20%	18%	21%	24%	20%	20%	22%	20%	17%	18%	17%	18%	24%	20%
Selecting a destination	15%	18%	20%	20%	18%	16%	15%	14%	18%	21%	20%	20%	21%	18%
Understanding travel requirements and restrictions	17%	12%	13%	14%	9%	14%	12%	10%	11%	12%	13%	11%	9%	12%
Creating an itinerary	16%	12%	12%	12%	10%	13%	11%	11%	9%	11%	11%	11%	14%	12%
Deciding whether to purchase travel insurance	6%	8%	7%	6%	7%	6%	5%	3%	9%	6%	5%	5%	5%	7%
I do not get stressed while travel planning	15%	16%	15%	16%	15%	17%	17%	17%	18%	13%	19%	15%	15%	16%

4. What, if any, are the main reasons you have delayed booking 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
Budget concerns	55%	41%	46%	48%	47%	47%	47%	49%	47%	46%	47%	48%	47%	46%
Waiting for lower prices	40%	36%	35%	36%	31%	35%	36%	33%	38%	35%	33%	36%	34%	36%
Waiting for family or friends to commit	23%	26%	25%	22%	20%	18%	20%	22%	24%	21%	21%	24%	18%	23%
Concern about weather or travel disruptions	18%	24%	23%	18%	17%	18%	15%	9%	20%	22%	22%	22%	17%	20%
I simply procrastinated	16%	13%	18%	16%	16%	12%	16%	17%	14%	15%	14%	14%	14%	14%
Unsure about destination	14%	15%	16%	15%	13%	12%	14%	16%	13%	13%	12%	15%	14%	14%
Waiting for time off approval	15%	12%	16%	16%	12%	13%	12%	12%	15%	17%	10%	14%	13%	14%
Other	4%	3%	3%	3%	4%	2%	4%	5%	2%	4%	4%	2%	3%	3%
None of these	7%	12%	10%	11%	13%	17%	12%	12%	13%	10%	16%	12%	14%	12%

5. Have you ever delayed booking a trip and later paid more than you would have if you booked earlier?

	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, significantly more	18%	15%	17%	16%	11%	13%	9%	12%	16%	13%	16%	15%	12%	15%
Yes, somewhat more	34%	34%	32%	32%	32%	29%	34%	32%	35%	33%	30%	32%	33%	33%
No	39%	40%	42%	41%	44%	48%	43%	44%	41%	37%	46%	42%	42%	42%
Not sure	9%	11%	9%	11%	13%	10%	14%	12%	8%	17%	8%	11%	13%	10%

6. Have you experienced any of the following while traveling during the past two years? (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
Flight delay or cancellation	36%	33%	27%	32%	27%	24%	29%	28%	27%	27%	26%	23%	30%	29%
Severe weather disruption (e.g., hurricanes, wildfires, winter storms)	19%	18%	20%	18%	16%	18%	15%	17%	20%	20%	22%	18%	15%	18%
Unexpected expenses associated with a travel interruption (e.g., hotel, transportation, etc.)	21%	13%	23%	17%	17%	14%	15%	16%	16%	17%	20%	19%	16%	17%
Lost or delayed baggage	16%	14%	13%	14%	12%	12%	9%	11%	12%	15%	9%	12%	13%	13%
Missed a connection	14%	13%	10%	11%	13%	9%	7%	6%	10%	12%	10%	9%	11%	11%
Medical emergency, illness, or injury	10%	11%	9%	7%	8%	11%	9%	10%	12%	10%	15%	12%	8%	10%
None of these	37%	38%	41%	41%	45%	46%	45%	45%	44%	45%	44%	43%	43%	42%

7. How did that experience impact your likelihood of purchasing travel insurance? - Asked if respondent experienced travel issues

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	250	249	237	235	218	216	221	219	227	107	226	224	231	2,860
Much more likely	16%	21%	24%	24%	11%	22%	15%	13%	25%	13%	15%	25%	15%	21%
Somewhat more likely	38%	37%	38%	34%	39%	36%	25%	31%	36%	37%	39%	39%	33%	36%
No change	45%	40%	36%	40%	47%	37%	58%	52%	38%	45%	43%	34%	49%	41%
Less likely	1%	2%	2%	2%	3%	5%	2%	4%	1%	5%	3%	2%	3%	2%

8. Are you likely to purchase travel insurance for a vacation in 2026 or 2027?

	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%	46%	46%	44%	34%	41%	32%	31%	43%	31%	41%	40%	38%	42%
No	60%	54%	54%	56%	66%	59%	68%	69%	57%	69%	59%	60%	62%	58%

9. Which of the following do you believe travel insurance may help cover? (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
My luggage is lost, stolen, or delayed	47%	41%	47%	44%	45%	45%	41%	39%	49%	44%	41%	41%	46%	44%
My flight is delayed or canceled	46%	42%	42%	45%	44%	43%	45%	47%	47%	46%	40%	39%	47%	44%
I become sick or injured and cannot travel	40%	42%	40%	44%	38%	37%	42%	37%	41%	42%	38%	38%	41%	41%
Severe weather disrupts my travel plans	42%	34%	42%	42%	41%	35%	38%	35%	47%	39%	41%	41%	42%	40%
I need emergency medical care while traveling	38%	38%	32%	38%	32%	29%	38%	32%	38%	31%	36%	37%	37%	36%
Unexpected hotel and transportation expenses caused by a travel disruption	34%	32%	32%	33%	38%	30%	32%	30%	36%	34%	29%	30%	32%	32%
A family member or travel companion becomes seriously ill before my trip	28%	30%	24%	32%	30%	27%	32%	22%	27%	27%	32%	25%	31%	29%
I miss a cruise or tour departure because of a delay	23%	28%	28%	28%	25%	23%	26%	25%	30%	26%	23%	23%	25%	26%
I lose my job before departure	9%	9%	12%	9%	8%	11%	8%	8%	11%	10%	7%	11%	9%	10%
I'm not sure	17%	14%	14%	13%	19%	21%	19%	20%	13%	18%	18%	18%	16%	16%

10. Which, if any, of the following 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 trip	42%	41%	41%	45%	42%	37%	39%	33%	44%	40%	37%	44%	44%	41%
Expensive trip and/or non-refundable costs	42%	36%	40%	36%	40%	36%	41%	34%	37%	39%	37%	43%	40%	38%
Severe weather disruptions (e.g., hurricanes, wildfires, winter storms, etc.)	36%	36%	35%	35%	33%	30%	29%	31%	39%	35%	39%	35%	35%	35%
Airline-related issues (i.e., flight delays, cancellations, lost luggage)	37%	36%	34%	37%	33%	28%	32%	33%	34%	40%	30%	31%	35%	34%
Unexpected medical expenses while traveling	33%	31%	31%	31%	29%	31%	30%	29%	35%	31%	29%	27%	32%	31%
International travel	35%	30%	30%	30%	29%	30%	35%	32%	32%	33%	27%	30%	34%	31%
Security concerns at my destination	22%	23%	24%	27%	20%	23%	21%	19%	26%	20%	21%	24%	23%	24%
Planning a cruise vacation	15%	20%	20%	18%	18%	17%	18%	16%	21%	18%	18%	19%	14%	19%
None of these	15%	12%	12%	13%	19%	18%	15%	17%	12%	12%	18%	14%	14%	14%

11. What barriers, if any, prevent you from purchasing travel insurance? (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
Travel insurance is too expensive	37%	34%	35%	34%	32%	30%	32%	32%	31%	32%	33%	34%	31%	33%
I don't think I need it	26%	27%	28%	31%	33%	25%	36%	30%	24%	33%	26%	27%	29%	28%
I'm unsure what travel insurance covers	31%	24%	28%	27%	23%	24%	28%	29%	26%	33%	24%	22%	28%	26%
I don't believe my trip is expensive enough	14%	16%	18%	18%	18%	19%	18%	22%	18%	23%	15%	18%	20%	17%
The coverage seems too complicated	18%	18%	15%	17%	16%	17%	18%	17%	18%	17%	18%	17%	15%	17%
I've never experienced a travel disruption	13%	14%	16%	14%	11%	15%	10%	13%	14%	10%	11%	16%	13%	14%
I believe my credit card provides enough protection	11%	12%	15%	15%	11%	16%	10%	11%	15%	10%	11%	13%	11%	13%
I don't know where to purchase it	12%	12%	13%	14%	16%	15%	11%	13%	12%	14%	11%	13%	13%	13%
Other	1%	1%	1%	1%	3%	1%	2%	3%	1%	1%	2%	1%	2%	1%
None of these	14%	17%	14%	15%	14%	20%	15%	14%	16%	11%	22%	15%	17%	16%

12. Which type of trip would most likely lead you to use a travel agent?														
	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
International vacation	24%	22%	26%	25%	23%	23%	26%	28%	25%	29%	26%	23%	24%	24%
Multi-country itinerary	19%	15%	15%	14%	17%	14%	20%	16%	15%	18%	15%	14%	17%	16%
Cruise	10%	13%	16%	10%	8%	11%	8%	10%	10%	8%	13%	13%	9%	12%
Family vacation	9%	13%	12%	13%	9%	9%	6%	9%	12%	14%	11%	11%	11%	11%
Luxury vacation	12%	11%	9%	10%	12%	11%	8%	8%	9%	10%	9%	11%	11%	10%
Group travel	4%	6%	6%	8%	9%	7%	6%	5%	7%	2%	3%	7%	6%	6%
I wouldn't use a travel agent	22%	20%	16%	20%	22%	25%	26%	24%	22%	19%	23%	21%	22%	21%

13. Have you used an AI tool (such as ChatGPT, Copilot, or Gemini) to help plan a trip?														
	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	30%	40%	35%	36%	25%	27%	26%	24%	36%	24%	28%	29%	24%	33%
No	70%	60%	65%	64%	75%	73%	74%	76%	64%	76%	72%	71%	76%	67%

14. Which source would you trust most for travel recommendations when planning a major vacation?														
	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
Friends/family recommendations	30%	26%	28%	30%	35%	28%	39%	40%	32%	33%	27%	32%	32%	30%
Travel agent	28%	25%	25%	26%	30%	29%	27%	27%	27%	37%	28%	26%	31%	27%
Online booking site	27%	29%	30%	28%	22%	28%	22%	22%	23%	18%	25%	27%	22%	27%
AI tool (e.g., ChatGPT, Copilot, Gemini, etc.)	12%	17%	14%	13%	10%	11%	9%	7%	16%	10%	13%	10%	11%	13%
Other	3%	3%	3%	3%	3%	4%	3%	4%	2%	2%	7%	5%	4%	3%

15. Which of these statements best reflects your travel planning habits?														
	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 prefer to use AI for research, then finalize plans myself	21%	22%	22%	25%	16%	18%	17%	14%	25%	15%	20%	19%	19%	21%
I like to use AI for research and a travel agent to finalize plans	11%	20%	16%	13%	11%	17%	11%	13%	12%	9%	14%	19%	11%	16%
I do all research and travel planning myself without the assistance of AI	53%	45%	47%	46%	55%	46%	57%	55%	45%	57%	47%	46%	50%	47%
I prefer to use a travel agent for research, guidance, and finalizing plans	15%	13%	15%	16%	18%	19%	15%	18%	18%	19%	19%	16%	20%	16%

16. What is your biggest travel planning regret?														
	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
Overspending	30%	24%	24%	28%	26%	27%	26%	28%	22%	26%	31%	26%	26%	26%
Waiting too long to book	13%	16%	12%	15%	10%	7%	12%	8%	14%	11%	7%	15%	12%	13%
Choosing the wrong hotel or resort	7%	10%	9%	11%	9%	10%	8%	11%	12%	10%	8%	9%	10%	10%
Not knowing enough about the destination before traveling	12%	7%	9%	7%	10%	9%	8%	12%	10%	9%	6%	10%	9%	8%
Not pre-planning/researching how to navigate at my destination	8%	8%	7%	6%	7%	5%	7%	5%	7%	9%	8%	7%	8%	7%
Overpacking itinerary	6%	5%	8%	6%	6%	6%	7%	6%	6%	6%	7%	5%	5%	6%
Choosing the wrong destination	4%	4%	6%	4%	5%	6%	3%	4%	6%	2%	4%	4%	3%	4%
Not buying travel insurance	2%	4%	5%	4%	4%	4%	3%	3%	3%	5%	3%	4%	3%	4%
None of these	18%	22%	20%	19%	23%	26%	26%	23%	20%	22%	26%	20%	24%	22%

17. Which situations concern you most about 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
Rising travel costs	41%	36%	38%	40%	38%	37%	38%	41%	34%	38%	37%	38%	36%	37%
Severe weather disrupting my trip (e.g., snowstorms, heavy rain, etc.)	32%	34%	35%	37%	35%	31%	30%	32%	37%	36%	36%	35%	39%	35%
Flight delays or cancellations	34%	36%	33%	33%	31%	32%	34%	32%	37%	30%	26%	31%	34%	34%
Lost, delayed, or stolen luggage	32%	31%	27%	30%	28%	27%	31%	27%	25%	29%	25%	28%	34%	29%
Losing money if I cancel my trip	28%	31%	24%	27%	30%	26%	25%	27%	33%	33%	23%	34%	28%	29%
Natural disasters (e.g., hurricanes, tornadoes, wildfires, etc.)	32%	31%	30%	25%	23%	24%	23%	25%	28%	31%	26%	30%	32%	29%
Unexpected medical issues while traveling	26%	29%	26%	23%	25%	28%	31%	23%	32%	25%	27%	31%	29%	28%
Travel scams/fraud	30%	26%	26%	29%	28%	28%	24%	27%	28%	38%	26%	25%	31%	27%
International safety concerns	29%	26%	26%	25%	22%	26%	25%	26%	29%	25%	26%	22%	26%	26%
Economic uncertainty	26%	22%	24%	28%	23%	24%	25%	25%	23%	14%	24%	26%	24%	24%
None of these	8%	6%	7%	7%	10%	12%	9%	9%	9%	7%	11%	10%	9%	8%

18. Which of the following best describes your vacation plans for an Ocean Cruise in 2026 or 2027?														
	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
Already booked	8%	15%	12%	9%	7%	8%	7%	4%	8%	6%	11%	8%	6%	10%
Plan to book	8%	17%	17%	11%	9%	10%	8%	8%	13%	9%	13%	18%	7%	13%
Considering taking one	21%	27%	26%	22%	19%	26%	22%	18%	24%	18%	22%	22%	20%	24%
Unlikely to take one	21%	15%	14%	21%	17%	16%	19%	19%	20%	21%	19%	16%	16%	17%
Will not take one	42%	26%	31%	37%	48%	40%	44%	51%	35%	46%	35%	36%	51%	36%

19. Which of the following best describes your vacation plans for a River Cruise in 2026 or 2027?														
	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
Already booked	3%	2%	4%	4%	3%	3%	2%	2%	4%	2%	2%	1%	3%	3%
Plan to book	7%	8%	10%	11%	7%	9%	7%	6%	11%	9%	8%	7%	8%	9%
Considering taking one	21%	24%	26%	25%	19%	25%	21%	18%	21%	22%	24%	25%	22%	23%
Unlikely to take one	26%	25%	22%	22%	23%	23%	22%	24%	24%	26%	24%	26%	22%	24%
Will not take one	43%	41%	38%	38%	48%	40%	48%	50%	40%	41%	42%	41%	45%	41%

20. What are the top reasons a cruise vacation appeals to you? (Select up to three) - Asked of respondents planning or likely to take a cruise in 2026 - 2027														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	190	263	260	223	183	223	190	162	219	90	224	216	186	2,629
Visit multiple destinations in one trip	46%	47%	44%	45%	47%	48%	55%	41%	50%	44%	45%	43%	46%	47%
Relaxation/convenience	44%	46%	41%	41%	46%	42%	38%	39%	40%	44%	43%	43%	46%	43%
Wide variety of onboard entertainment and dining	32%	34%	34%	39%	38%	32%	35%	31%	38%	36%	44%	37%	31%	35%
Better overall value for the money	33%	35%	34%	36%	30%	29%	23%	22%	40%	21%	38%	32%	26%	34%
Family-friendly activities	24%	25%	27%	28%	18%	26%	19%	28%	24%	18%	26%	25%	29%	25%
The ease of vacationing with family and friends	21%	24%	27%	19%	19%	20%	26%	23%	21%	18%	22%	26%	21%	23%
Easier to plan than a land vacation	26%	24%	24%	22%	18%	22%	23%	18%	24%	22%	15%	16%	14%	22%
Other	3%	1%	2%	1%	2%	2%	4%	1%	1%	4%	1%	3%	2%	1%

21. Which of the following aspects of a river cruise vacation are most appealing to you? (Select all that apply) - Asked of respondents planning or likely to take a river cruise in 2026 - 2027														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	123	139	161	164	116	147	120	102	146	60	136	129	131	1,674
Scenic views along the river	53%	40%	47%	46%	50%	45%	45%	50%	51%	48%	45%	62%	51%	47%
Slower, more relaxed pace of travel	37%	44%	35%	39%	46%	48%	37%	35%	48%	44%	47%	36%	48%	42%
Visiting multiple destinations without changing hotels	41%	46%	37%	40%	43%	39%	38%	36%	41%	37%	39%	44%	36%	41%
Smaller ships and fewer passengers	44%	41%	35%	39%	51%	36%	35%	34%	37%	50%	37%	41%	40%	39%
Cultural and historical experiences	42%	32%	35%	38%	35%	31%	38%	33%	33%	25%	30%	44%	31%	35%
Convenience of an all-inclusive experience	38%	32%	28%	28%	27%	38%	28%	23%	41%	29%	35%	37%	35%	33%
Access to destinations larger ships cannot reach	33%	26%	29%	34%	25%	29%	28%	19%	32%	34%	33%	25%	29%	29%
Luxury accommodations and service	31%	32%	26%	29%	22%	20%	18%	15%	37%	13%	28%	27%	17%	28%
Guided excursions and activities	32%	27%	30%	22%	29%	27%	17%	26%	29%	38%	32%	27%	25%	27%
Other	1%	0%	1%	2%	2%	1%	2%	1%	0%	2%	3%	1%	1%	1%

22. What, if anything, is your biggest hesitation about cruising?														
	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
Contracting an illness/virus while onboard	22%	21%	19%	18%	21%	19%	21%	19%	25%	17%	21%	18%	20%	21%
The overall cost	18%	15%	19%	18%	17%	21%	17%	18%	17%	21%	19%	23%	21%	18%
Seasickness	11%	15%	11%	13%	13%	12%	13%	12%	9%	13%	12%	11%	12%	12%
Crowds	10%	8%	11%	11%	9%	9%	10%	11%	12%	12%	12%	10%	8%	10%
Not enough time at each destination	6%	9%	8%	6%	7%	6%	7%	4%	5%	6%	6%	4%	7%	7%
Being left at the port	5%	6%	5%	6%	4%	6%	5%	4%	8%	5%	5%	5%	5%	6%
Other	3%	1%	3%	2%	5%	3%	3%	4%	2%	2%	2%	3%	3%	2%
I prefer other types of vacations	14%	8%	7%	13%	13%	8%	12%	15%	8%	17%	10%	11%	13%	10%
I have no concerns about cruising	11%	17%	17%	13%	11%	16%	12%	13%	14%	7%	13%	15%	11%	14%

23. When did you start, or when do you expect to start, planning your vacation(s) for the year-end holiday season (i.e., Thanksgiving through New Year's Day)?														
	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
Before June	9%	8%	13%	11%	11%	10%	11%	11%	11%	6%	12%	12%	10%	10%
June - August	19%	21%	18%	21%	16%	17%	18%	16%	20%	17%	15%	17%	16%	19%
September - October	28%	26%	29%	24%	19%	21%	18%	16%	24%	21%	25%	22%	18%	24%
November - December	6%	10%	9%	8%	8%	8%	8%	7%	8%	12%	9%	8%	8%	9%
I don't plan to travel during the holiday season	38%	35%	31%	36%	46%	44%	45%	50%	37%	44%	39%	41%	48%	38%

24. If given the choice, when would you prefer to take a holiday vacation?														
	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
The week of the holiday (e.g., Thanksgiving week, Christmas week, New Year's week)	20%	24%	27%	22%	18%	19%	15%	12%	21%	19%	21%	17%	14%	21%
Before or after the holiday week	31%	29%	27%	33%	29%	30%	29%	27%	30%	30%	30%	34%	28%	30%
No preference	17%	19%	20%	16%	13%	15%	17%	18%	17%	14%	17%	16%	18%	17%
I do not typically travel during the holidays	32%	28%	26%	29%	40%	36%	39%	43%	32%	37%	32%	33%	40%	32%

25. Why do you prefer to travel before or after the holiday week? (Select all that apply) - Asked of respondents who prefer to travel before or after the holiday week														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	123	118	111	131	118	118	115	109	119	58	124	134	110	1,488
Fewer crowds	66%	49%	52%	55%	52%	55%	44%	43%	53%	45%	55%	52%	54%	53%
Lower prices	54%	51%	47%	50%	50%	47%	43%	38%	51%	47%	37%	46%	47%	48%
Less travel stress	36%	33%	35%	40%	32%	33%	30%	29%	38%	44%	36%	35%	38%	35%
More flexibility	28%	31%	38%	32%	26%	22%	29%	25%	33%	37%	38%	37%	39%	32%
Greater availability of flights and hotels	35%	29%	36%	31%	34%	24%	29%	26%	29%	29%	27%	26%	29%	30%
Better weather	13%	11%	17%	18%	7%	15%	11%	12%	24%	2%	10%	13%	11%	14%
Other	2%	2%	3%	2%	2%	4%	4%	4%	1%	3%	3%	2%	2%	2%

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%	49%	49%	49%	50%	48%	51%	48%	48%	50%	49%
Female	50%	51%	52%	51%	51%	51%	51%	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%	20%	20%	18%	21%	20%	24%	19%	20%	20%	19%
30-39	20%	16%	18%	18%	16%	16%	17%	17%	17%	18%	17%	17%	15%	17%
40-49	17%	15%	17%	16%	16%	14%	16%	17%	16%	15%	15%	16%	16%	16%
50-59	14%	16%	16%	16%	15%	16%	16%	14%	16%	13%	16%	16%	16%	16%
60-69	14%	17%	15%	16%	16%	17%	17%	16%	16%	15%	16%	16%	17%	16%
70+	14%	19%	13%	14%	17%	17%	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 August 5 - 13, 2026. A total of 5,000 residents completed the survey. Survey results asked of all respondents have a maximum margin of error of $\pm 1.4\%$ points. For individual states (except ND), the maximum margin of error is $\pm 4.9\%$ points. Responses are weighted by age and gender within state to ensure reliable and accurate representation of the adult population (18+).