

Background & Methodology

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

- Fielding took place July 11 - 21, 2025
- Utilized a proprietary online research panel
- Weighted by age and gender within state

Key Measures

- 2025 Holiday Travel Plans
- Cruise and Tour Motivations
- Benefits of Using a Travel Agent

1. When do you typically start booking year-end holiday travel plans (i.e., traveling during 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 August	23%	20%	23%	21%	20%	15%	18%	21%	19%	19%	19%	22%	19%	20%
August	14%	13%	10%	14%	9%	14%	10%	13%	14%	9%	15%	13%	13%	13%
September	17%	18%	15%	17%	13%	16%	14%	15%	21%	16%	16%	18%	15%	17%
October	11%	14%	18%	12%	8%	11%	14%	9%	12%	11%	14%	12%	11%	13%
November	7%	6%	6%	7%	5%	8%	5%	4%	5%	8%	6%	7%	7%	6%
December	3%	5%	4%	3%	3%	3%	4%	2%	4%	5%	4%	3%	3%	4%
Do not book holiday travel	25%	24%	24%	26%	42%	33%	35%	36%	25%	32%	26%	25%	32%	27%

2. When do you typically book flights during the year-end holiday season (i.e., flights for Thanksgiving through New Year's Day travel plans)?

	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 August	16%	16%	15%	15%	13%	11%	16%	16%	13%	13%	15%	16%	15%	15%
August	13%	10%	9%	12%	10%	13%	9%	12%	12%	6%	9%	9%	11%	11%
September	18%	17%	15%	17%	11%	15%	16%	15%	15%	13%	17%	16%	13%	16%
October	14%	16%	15%	11%	7%	10%	11%	8%	11%	12%	11%	14%	11%	13%
November	6%	7%	8%	8%	5%	7%	4%	3%	6%	9%	6%	4%	5%	6%
December	2%	3%	2%	3%	2%	2%	3%	2%	3%	3%	3%	3%	1%	2%
Do not book flights during the holiday season	31%	31%	36%	34%	52%	42%	41%	44%	40%	44%	39%	38%	44%	37%

3. Do you plan to take a vacation, requiring at least one overnight stay, during the 2025 holiday season (i.e., travel from 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
Yes	54%	59%	61%	52%	38%	53%	47%	45%	58%	49%	57%	54%	51%	55%
No	26%	25%	20%	27%	38%	27%	33%	34%	23%	34%	26%	25%	27%	26%
Unsure	20%	16%	19%	21%	24%	20%	20%	21%	19%	17%	17%	21%	22%	19%

4. Do you plan to take more vacations, fewer vacations, or the same number of vacations this holiday season (2025) than you took last holiday season (2024)?

	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 holiday season	28%	30%	27%	25%	17%	25%	21%	22%	25%	29%	26%	28%	23%	26%
I plan to take fewer vacations this holiday season	25%	21%	24%	23%	25%	25%	21%	27%	25%	24%	27%	27%	26%	24%
I plan to take about the same number of vacations this holiday season	47%	49%	49%	52%	58%	50%	58%	51%	50%	47%	47%	45%	51%	50%

5. Why will you take fewer vacations this holiday season? (Select all that apply) - Asked of residents who plan to take fewer vacations this holiday season

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	98	84	94	94	99	99	82	107	98	48	106	108	103	1,220
Worried about personal finances	50%	49%	34%	48%	53%	49%	54%	49%	46%	33%	40%	39%	41%	45%
Worried about the economy	28%	41%	36%	28%	34%	33%	41%	23%	32%	23%	36%	29%	26%	33%
Would rather spend money on other things	32%	20%	29%	23%	25%	22%	20%	19%	20%	17%	22%	18%	26%	23%
Worried about safety while traveling	18%	21%	18%	14%	15%	15%	14%	9%	16%	2%	10%	18%	18%	17%
Worried about political tensions	18%	22%	18%	18%	11%	12%	18%	8%	16%	8%	8%	13%	19%	17%
Lack of time off to travel	22%	16%	14%	13%	22%	9%	24%	16%	16%	4%	21%	16%	12%	15%
Worried about weather impacting travel	8%	15%	16%	15%	10%	11%	13%	10%	11%	12%	14%	14%	9%	13%
Don't like crowds at destinations	10%	9%	19%	6%	9%	12%	9%	7%	13%	8%	12%	17%	8%	11%
Health issues prevent traveling	9%	7%	9%	8%	10%	9%	14%	10%	16%	13%	6%	15%	7%	10%
Other	3%	6%	5%	8%	1%	5%	6%	6%	7%	16%	5%	3%	5%	5%

Holiday Travelers

6. Do you plan to take a vacation, requiring at least one overnight stay, for each of the following holidays during your 2025 holiday season travel plans?

% Yes	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	217	237	245	209	153	212	184	177	235	97	229	216	204	2,615
Thanksgiving	64%	67%	64%	62%	56%	60%	54%	56%	61%	62%	57%	63%	53%	62%
Christmas	73%	76%	69%	71%	66%	66%	68%	73%	68%	76%	65%	73%	70%	71%
New Year's Eve	47%	56%	47%	49%	46%	41%	52%	50%	40%	36%	42%	46%	46%	48%

7. When do you expect to finalize your Thanksgiving travel plans? - Asked of residents traveling for Thanksgiving

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	140	160	156	130	87	125	101	98	144	60	130	137	109	1,577
Before August	22%	14%	18%	12%	19%	21%	20%	14%	13%	10%	22%	16%	14%	16%
August	19%	15%	14%	16%	17%	13%	15%	19%	17%	10%	16%	19%	22%	16%
September	24%	29%	28%	31%	30%	29%	17%	31%	28%	30%	25%	29%	24%	28%
October	21%	27%	25%	26%	23%	21%	29%	27%	31%	26%	29%	27%	27%	26%
November	13%	14%	12%	15%	8%	13%	19%	9%	8%	20%	6%	6%	10%	12%
Unsure	1%	1%	3%	0%	3%	3%	0%	0%	3%	4%	2%	3%	3%	2%

8. When do you expect to finalize your Christmas travel plans? - Asked of residents traveling for Christmas

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	159	181	170	148	101	139	125	129	159	73	148	157	141	1,830
Before August	13%	12%	12%	12%	17%	13%	10%	13%	11%	7%	14%	13%	14%	12%
August	13%	8%	11%	7%	11%	11%	13%	12%	11%	11%	5%	8%	10%	10%
September	15%	20%	20%	18%	20%	25%	15%	20%	18%	11%	20%	20%	17%	19%
October	26%	25%	21%	25%	19%	23%	26%	27%	23%	22%	30%	27%	27%	25%
November	21%	22%	28%	29%	21%	21%	22%	20%	28%	25%	22%	23%	23%	24%
December	9%	11%	7%	6%	10%	6%	13%	7%	8%	18%	6%	6%	8%	8%
Unsure	3%	2%	1%	3%	2%	1%	1%	1%	1%	6%	3%	3%	1%	2%

9. When do you expect to finalize your New Year's Eve travel plans? - Asked of residents traveling for New Year's Eve

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	102	134	117	101	71	86	94	89	95	35	93	100	91	1,208
Before August	15%	14%	12%	10%	15%	15%	12%	9%	6%	8%	9%	9%	14%	12%
August	10%	9%	8%	8%	11%	16%	12%	13%	16%	8%	3%	5%	13%	10%
September	13%	17%	15%	17%	11%	15%	10%	20%	16%	12%	16%	17%	20%	16%
October	23%	19%	19%	16%	27%	23%	21%	31%	25%	17%	26%	24%	19%	21%
November	21%	19%	28%	29%	21%	18%	26%	16%	21%	28%	27%	27%	15%	22%
December	17%	20%	17%	17%	12%	12%	18%	9%	16%	22%	17%	15%	18%	17%
Unsure	1%	2%	1%	3%	3%	1%	1%	2%	0%	5%	2%	3%	1%	2%

10. What type of vacation(s) do you plan to take this holiday season? (Select all that apply)

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	217	237	245	209	153	212	184	177	235	97	229	216	204	2,615
City/major metro destination	37%	34%	38%	40%	36%	30%	41%	37%	32%	38%	26%	30%	36%	34%
Beach destination	32%	31%	33%	33%	26%	28%	31%	23%	34%	21%	32%	27%	29%	31%
Resort vacation (all-inclusive/multi-amenity hotels)	21%	28%	28%	28%	23%	22%	29%	21%	23%	11%	25%	24%	20%	25%
Theme park	20%	28%	20%	22%	17%	17%	24%	12%	15%	16%	18%	23%	12%	21%
International travel	22%	20%	12%	23%	9%	16%	20%	11%	9%	15%	15%	11%	11%	16%
National/state park	21%	17%	18%	12%	15%	13%	21%	14%	13%	13%	12%	20%	16%	16%
Ocean/large cruise	12%	21%	17%	15%	10%	12%	16%	12%	11%	8%	12%	19%	16%	16%
Lake destination	9%	10%	10%	8%	10%	11%	16%	12%	9%	12%	8%	13%	10%	10%
Tour	13%	13%	9%	9%	10%	11%	12%	7%	6%	7%	7%	7%	7%	10%
River cruise	9%	9%	6%	9%	3%	5%	8%	6%	3%	9%	3%	5%	4%	7%
None of these	11%	8%	8%	10%	13%	9%	6%	12%	9%	14%	10%	11%	17%	10%
Unsure	5%	5%	6%	4%	8%	8%	5%	8%	7%	11%	10%	7%	3%	6%

11. Do you plan to fly or take a road trip (50 miles or more away from home) to your travel destination(s) this holiday season?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	217	237	245	209	153	212	184	177	235	97	229	216	204	2,615
Fly	51%	42%	31%	50%	38%	42%	53%	42%	25%	43%	30%	29%	36%	38%
Road trip	23%	33%	40%	24%	42%	39%	27%	39%	48%	29%	44%	45%	42%	37%
Both - plan to fly and take a road trip during the 2025 holiday season	26%	25%	29%	26%	20%	19%	20%	19%	27%	28%	26%	26%	22%	25%

All Respondents

12. 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	37%	60%	43%	36%	28%	39%	36%	28%	36%	21%	43%	31%	27%	42%
I have never taken this type of cruise, but am currently planning to take one	9%	5%	9%	10%	8%	8%	6%	8%	9%	11%	8%	10%	8%	8%
I have never taken this type of cruise, but am interested in taking one in the future	29%	16%	24%	27%	31%	25%	28%	33%	26%	32%	25%	32%	35%	25%
I have never taken this type of cruise and have no interest in taking one	25%	19%	24%	27%	33%	28%	30%	31%	29%	36%	24%	27%	30%	25%

13. Which of the following best describes your willingness to take a <u>River</u> 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	13%	15%	15%	17%	14%	11%	17%	13%	18%	15%	14%	14%	18%	15%
I have never taken this type of cruise, but am currently planning to take one	11%	15%	13%	10%	8%	13%	9%	10%	8%	8%	9%	11%	8%	12%
I have never taken this type of cruise, but am interested in taking one in the future	45%	42%	41%	43%	42%	42%	48%	43%	42%	37%	43%	43%	40%	42%
I have never taken this type of cruise and have no interest in taking one	31%	28%	31%	30%	36%	34%	26%	34%	32%	40%	34%	32%	34%	31%

14. What interests you most about taking an <u>Ocean</u> cruise? (Select all that apply) - Asked of residents who have taken or are interested in taking an Ocean Cruise														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	299	325	307	293	266	289	280	278	286	128	303	293	280	3,627
All-inclusive value (i.e., food, accommodations, entertainment all included)	57%	64%	64%	59%	60%	58%	61%	65%	62%	59%	61%	62%	59%	61%
Being able to see multiple destinations in one trip	53%	54%	54%	57%	54%	58%	63%	58%	56%	48%	53%	55%	62%	56%
Destination options	45%	52%	48%	49%	46%	45%	58%	45%	44%	52%	46%	47%	47%	49%
On-board ship activities	46%	47%	52%	42%	46%	47%	48%	47%	49%	45%	53%	48%	40%	47%
Shore excursions	40%	41%	40%	40%	38%	48%	45%	44%	44%	44%	39%	38%	41%	42%
Convenience/ease of trip planning	34%	45%	31%	32%	33%	29%	34%	29%	37%	25%	33%	33%	28%	35%
Family friendliness	25%	27%	26%	32%	24%	25%	25%	22%	28%	31%	28%	32%	22%	27%
Enjoying a private island	24%	22%	26%	28%	22%	25%	23%	20%	27%	27%	24%	27%	19%	24%
Someone else planning holiday activities	12%	8%	14%	11%	10%	14%	11%	14%	9%	13%	9%	10%	11%	11%
Other	2%	2%	1%	1%	3%	1%	1%	3%	1%	4%	2%	1%	1%	1%

15. What interests you most about taking a <u>River</u> cruise? (Select all that apply) - Asked of residents who have taken or are interested in taking a River Cruise														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	276	289	279	283	255	261	297	262	274	122	263	270	262	3,393
All-inclusive value (i.e., food, accommodations, entertainment all included)	46%	57%	47%	50%	45%	52%	53%	47%	48%	53%	51%	52%	45%	51%
Being able to see multiple destinations in one trip	54%	51%	49%	53%	50%	48%	60%	51%	52%	50%	50%	43%	52%	51%
Destination options	51%	51%	44%	55%	36%	50%	52%	40%	44%	43%	45%	46%	42%	48%
Shore excursions	43%	42%	37%	41%	30%	41%	47%	36%	35%	40%	36%	33%	36%	39%
Convenience/ease of trip planning	38%	38%	38%	35%	36%	36%	41%	34%	39%	34%	34%	37%	37%	37%
On-board ship activities	31%	31%	29%	35%	28%	37%	31%	31%	34%	33%	25%	28%	27%	31%
Family friendliness	25%	23%	30%	31%	24%	23%	24%	23%	27%	35%	30%	32%	28%	27%
Someone else planning holiday activities	11%	13%	13%	16%	15%	13%	13%	13%	14%	19%	10%	11%	14%	13%
Other	1%	2%	2%	2%	4%	2%	1%	3%	1%	4%	2%	2%	1%	2%

16. What, if anything, would motivate you to take a cruise? (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
Good deal/savings	52%	56%	54%	57%	52%	51%	54%	53%	51%	52%	55%	55%	51%	54%
All-inclusiveness (i.e., food, accommodations, entertainment all included)	44%	52%	48%	50%	44%	42%	49%	48%	48%	45%	52%	44%	46%	48%
Being able to see multiple destinations in one trip	40%	43%	45%	42%	37%	40%	46%	38%	41%	36%	40%	37%	42%	42%
Destination/port options	39%	45%	40%	41%	32%	39%	44%	37%	36%	35%	43%	35%	39%	40%
If I had the funds to book	39%	27%	35%	35%	36%	33%	41%	43%	33%	39%	32%	33%	35%	33%
On-board ship activities	28%	32%	34%	31%	27%	30%	31%	28%	29%	24%	33%	29%	29%	31%
Convenience/ease of trip planning	31%	30%	31%	34%	27%	27%	33%	28%	32%	32%	29%	27%	27%	30%
Shore excursions	32%	32%	32%	30%	25%	30%	32%	28%	27%	25%	25%	25%	30%	30%
Family friendliness	17%	25%	26%	24%	20%	17%	22%	19%	24%	23%	23%	25%	18%	23%
Ability to take time off work	22%	21%	21%	22%	20%	17%	22%	23%	21%	27%	21%	20%	21%	21%
Other	3%	2%	2%	1%	3%	2%	2%	2%	1%	4%	1%	2%	2%	2%
Nothing would motivate me to take a cruise	12%	10%	10%	12%	13%	16%	11%	14%	10%	15%	8%	11%	15%	11%

17. Have you ever taken a guided vacation/tour?														
	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	43%	52%	46%	41%	38%	39%	42%	37%	41%	31%	41%	39%	39%	44%
No	56%	44%	49%	55%	58%	58%	56%	61%	56%	66%	54%	58%	58%	53%
Don't remember	1%	4%	5%	4%	4%	3%	2%	2%	3%	3%	5%	3%	3%	3%

18. What, if anything, do you think are the advantages of taking a guided vacation/tour? (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
Expert local knowledge of the guides	56%	57%	58%	60%	60%	58%	63%	57%	57%	61%	57%	55%	62%	58%
Guaranteed to see major attractions/highlights of the area	52%	55%	55%	54%	53%	52%	53%	51%	50%	55%	51%	49%	49%	53%
No hassle with transportation in a foreign country or unknown city	48%	47%	45%	50%	48%	45%	49%	47%	43%	52%	46%	41%	49%	46%
Convenience/ease of planning	48%	46%	42%	44%	47%	41%	48%	46%	42%	43%	48%	42%	46%	44%
Easier to budget/Most costs paid up front	30%	35%	35%	35%	36%	33%	36%	33%	32%	35%	35%	31%	34%	34%
Safety for solo travelers	37%	35%	36%	37%	35%	27%	33%	31%	30%	33%	33%	31%	34%	34%
Opportunity to meet new people	29%	33%	30%	31%	28%	29%	28%	26%	28%	31%	30%	29%	30%	30%
Other	0.2%	0.5%	1%	0.5%	0.5%	0.3%	0.5%	1%	1%	0.0%	0.2%	0.3%	1%	1%
Nothing, I do not think there are any advantages to taking a guided vacation/tour	7%	7%	5%	6%	7%	9%	8%	6%	7%	8%	6%	9%	8%	7%

19. 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	35%	42%	41%	37%	37%	38%	37%	36%	40%	37%	33%	38%	32%	38%
Somewhat valuable	53%	44%	49%	51%	50%	50%	49%	52%	47%	54%	56%	49%	56%	49%
Not at all valuable	12%	14%	10%	12%	13%	12%	14%	12%	13%	9%	11%	13%	12%	13%

20. 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 get help with complex trips	47%	44%	43%	45%	48%	44%	51%	44%	43%	52%	42%	42%	48%	45%
To get travel suggestions and destination advice	40%	41%	47%	46%	46%	40%	45%	43%	45%	44%	44%	43%	41%	43%
To save time	39%	38%	38%	41%	38%	43%	40%	42%	44%	39%	41%	36%	39%	40%
To get help if there is a problem	33%	38%	38%	44%	41%	37%	39%	36%	38%	44%	35%	38%	37%	38%
To get help planning international travel	37%	37%	39%	35%	38%	32%	40%	38%	32%	38%	36%	35%	33%	36%
To save money	32%	36%	36%	38%	34%	35%	36%	32%	37%	38%	33%	36%	32%	35%
To get added benefits	31%	37%	33%	37%	34%	34%	34%	35%	38%	39%	37%	36%	28%	35%
Other	0.3%	0.3%	0.5%	0.3%	0.3%	0.5%	0.5%	0.2%	0.0%	2%	0.2%	0.5%	0.2%	0.3%
None, I would not use a travel agent	10%	10%	10%	10%	10%	10%	11%	8%	9%	8%	8%	11%	10%	10%

21. 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	28%	39%	37%	29%	24%	28%	25%	26%	32%	23%	32%	29%	28%	32%
Somewhat informed	52%	48%	49%	51%	50%	48%	51%	50%	52%	47%	50%	50%	48%	49%
Not at all informed	20%	13%	14%	20%	26%	24%	24%	24%	16%	30%	18%	21%	24%	19%

22. 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
Flight cancellations		69%	71%	67%	66%	67%	64%	71%	68%	67%	64%	67%	68%	70%	68%
Lost luggage		64%	68%	65%	64%	65%	65%	69%	64%	68%	64%	68%	64%	67%	66%
Flight delays as little as 3 hours		48%	50%	50%	45%	43%	45%	45%	43%	43%	44%	51%	48%	45%	47%

23. 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	49%	52%	53%	53%	54%	50%	50%	54%	54%	54%	54%	45%	53%	52%
If I am traveling internationally	51%	48%	47%	48%	49%	44%	51%	51%	48%	53%	41%	46%	49%	48%
In case of airline related issues (i.e., flight delays, cancellations, lost luggage)	46%	48%	49%	46%	48%	49%	47%	49%	47%	48%	48%	45%	45%	47%
If the trip is expensive	45%	41%	34%	46%	45%	44%	47%	49%	47%	47%	42%	45%	47%	43%
In case severe weather interferes with my itinerary	39%	44%	43%	43%	43%	41%	37%	40%	44%	47%	44%	43%	40%	43%
To ensure I have medical coverage while traveling	38%	42%	38%	38%	38%	37%	39%	31%	36%	36%	34%	38%	40%	38%
If I am planning to go on a cruise	23%	28%	28%	24%	21%	22%	20%	21%	26%	27%	21%	27%	21%	25%
Other	0.2%	0.2%	0.3%	0.0%	0.3%	1%	1%	0.3%	0.5%	1%	1%	1%	1%	0.4%
Nothing, I would not purchase travel insurance	8%	7%	9%	8%	9%	8%	7%	8%	7%	8%	9%	9%	8%	8%

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	
18-34	21%	17%	21%	20%	21%	20%	19%	21%	20%	24%	19%	20%	20%	19%	
35-44	20%	16%	18%	18%	16%	16%	17%	17%	17%	18%	16%	17%	16%	17%	
45-54	17%	15%	17%	16%	16%	15%	16%	17%	16%	15%	15%	16%	15%	16%	
55-64	14%	16%	16%	17%	15%	16%	15%	14%	16%	13%	16%	16%	16%	16%	
65 or older	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 July 11 - 21, 2025. 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+).