



CONSUMER PULSE ONLINE SURVEY GEORGIA
Vacation Travel

February 2010

Q1. In the past 12 months, did you personally take at least one leisure trip of 50 miles or more away from home requiring overnight accommodations?

Yes	82%
No	18%
Unweighted base	275

Q2. (If Q1 is No) What were the factors that affect your decision of not to take any leisure travel trips? Select all that apply.

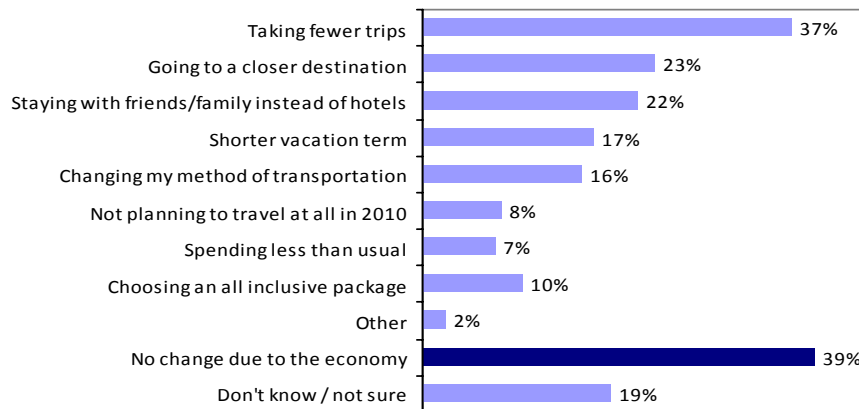
Funds	74%
State of Economy	46%
Lack of time for vacation	29%
Health/age	14%
Job security	12%
Lack of time for planning a leisure travel	9%
Travel safety	4%
Other	0%
Don't know/no reason	3%
Unweighted base	49

Caution: small sample size

Q3. "Vacations" means different things to different people. Which of these definitions of a vacation would you choose?

3 or more days in another city or country	40%
3 or more days spending fun time with others	29%
3 or more days away from work	22%
3 or more days alone	4%
3 or more days away from the kids	1%
3 or more days without a cell phone	2%
Other	2%
Unweighted base	275

Q4. How has the economy affected your future vacation travel decision for 2010? Select all that apply.



unweighted base: 275

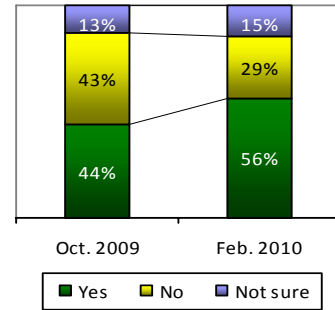


CONSUMER PULSE ONLINE SURVEY GEORGIA
Vacation Travel

February 2010

Q5. In the next 3 months, do you personally plan to take at least one leisure trip of 50 miles or more away from home requiring overnight accommodations?

	Feb. 2010	Oct. 2009
Yes	56%	44%
No	29%	43%
Not sure	15%	13%
Unweighted base	275	201



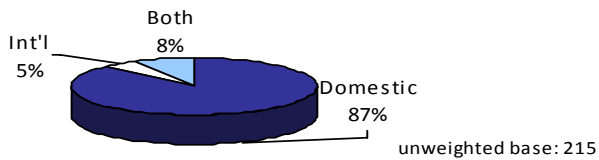
Q6. (If Q5 is No or Not sure) During 2010, do you personally plan to take at least one leisure trip of 50 miles or more away from home requiring overnight accommodations?

Yes	52%
No	30%
Not sure	18%
Unweighted base	121

(Q5 & Q6 combined) Personally plan to take at least one leisure trip of 50 miles or more away from home requiring overnight accommodations during 2010

Yes	79%
Not sure	13%
No	8%
Unweighted base	275

Q7. (Q5 or Q6 is Yes) During 2010, do you plan to travel domestically within the United States, or do you plan to travel internationally?





CONSUMER PULSE ONLINE SURVEY GEORGIA
Vacation Travel

February 2010

Q8. (If Q5 or Q6 is Yes) During 2010, do you plan to go to the following destinations within the U.S. and Canada for your leisure trip of 50 miles or more away from home requiring overnight accommodations? Select all that apply.

Savannah, GA	43%
Atlanta, GA	21%
Las Vegas, NV	18%
Washington DC	16%
New York, NY	7%
Seattle, WA	13%
Florida Keys, FL	5%
Ft. Lauderdale, FL	13%
Tampa Bay, FL	21%
Orlando, FL	10%
Miami, FL	4%
Great Smoky Mountains, TN/NC	2%
Other	12%
Don't know	7%
Unweighted base	215

Q9. In the past 3 years, have you personally taken a cruise or tour vacation of 3 or more nights' duration?

Yes	27%
No	73%
Unweighted base	275

Q10. How likely is it that you will actually go on a cruise or tour vacation at least 3 nights' duration during 2010?

Extremely likely	7%
Very likely	10%
Somewhat likely	25%
Not very likely	58%
Unweighted base	275



CONSUMER PULSE ONLINE SURVEY GEORGIA
Vacation Travel

February 2010

Q11. If you expect to receive a 2009 tax refund this year, how do you intend to spend it? Select all that apply.

Pay down on loans and debt	31%
Pay for household expenses	24%
Use for savings account or investments	21%
Vacation trip	15%
Save for a big purchase other than travel (car, home, furniture, etc.)	16%
Don't know	9%
Do not expect a tax refund	23%
Unweighted base	275

Q12. Approximately, how much do you expect to spend on leisure travel in the next 3 months?

	Feb. 2010	Oct. 2009	
\$1 to \$500	33%	\$500 or less	49%
\$501 to \$1,000	18%	\$501 to \$1,000	25%
\$1,001 to \$1,500	15%	\$1,001 to \$1,500	10%
\$1,501 to \$2,000	7%	\$1,501 to \$2,000	6%
\$2,001 to \$3,000	4%	\$2,001 to \$3,000	7%
\$3,001 to \$4,000	1%	\$3,001 to \$4,000	1%
\$4,001 to \$5,000	2%	\$4,001 to \$5,000	1%
\$5,001 to \$7,000	0%	\$5,001 to \$7,000	0%
\$7,001 to \$10,000	0%	\$7,001 to \$10,000	0%
More than \$10,000	0%	More than \$10,000	0%
No plan to take any leisure travel	19%		
Median (if spending)	\$712		
Unweighted base	245		83

"No plan to take any leisure travel" added in Feb. 2010

Q13. Overall, do you feel that your household is in better, worse, or about the same financial situation compared to this time last year?

	Feb. 2010	Oct. 2009
Financially better than last year	15%	5%
Financially about the same as last year	43%	43%
Financially worse than last year	42%	52%
Unweighted base	275	199



CONSUMER PULSE ONLINE SURVEY GEORGIA
Vacation Travel

February 2010

Demographics

Gender	
Male	48%
Female	50%
No answer	2%
Unweighted base	275

Age	
18-30	23%
31-44	30%
45-64	33%
65+	14%
Median age (from the sample)	44
Unweighted base	275

Marital Status	
Single, never married	25%
Married	53%
Separated/divorced/widowed	17%
Domestic partnership	5%
Unweighted base	270

Household Income	
Less than \$20,000	15%
\$20,000 - \$29,999	12%
\$30,000 - \$39,999	17%
\$40,000 - \$49,999	14%
\$50,000 - \$59,999	14%
\$60,000 - \$74,999	10%
\$75,000 - \$99,999	9%
\$100,000 - \$149,999	5%
\$150,000+	4%
Median	\$43,859
Unweighted base	250

Employment	
Full time	36%
Part time	13%
Not employed	51%
Unweighted base	272



CONSUMER PULSE ONLINE SURVEY GEORGIA
Vacation Travel

February 2010

Education	
Completed some high school	4%
High school graduate	17%
Completed some college	39%
College degree	26%
Completed some postgraduate	3%
Master's degree	8%
Doctorate, law or professional degree	3%
Unweighted base	269

Methodology for Feb. 2010 Survey

- On February 2, 2010, AAA launched a survey to the general population in Georgia utilizing a proprietary online research panel.
- The survey closed on February 12, 2010 with a total of 275 respondents.
- Overall survey responses are weighted by age and gender to ensure reliable and accurate representation of the adult population (18+) in Georgia.
- The survey results have an overall error rate of 5.9 percentage points. The actual statistical error depends on the number of respondents to each question and on the observed proportions.