

YouGov / Atlanta Survey Results



Sample Size: 1357 adults in US

Fieldwork: 28th February - 1st March 2025

	2024 Vote			Gender		Age				Region			
	Harris	Trump		Male	Female	18-24	25-49	50-64	65+	Northeast	Midwest	South	West
Weighted Sample Total	481	480		654	703	155	541	373	289	235	282	516	324
Unweighted Sample Total	615	414		607	750	115	551	407	284	257	305	493	302
	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about your holiday plans for 2025 and booking accommodation, to what extent, if at all, did you consider the accommodation provider's efforts to be sustainable?

I did consider this, and did factor this into our decision	9	12	8	9	9	12	12	5	7	11	6	8	11
I did consider this, but did not factor this into our decision	12	15	9	12	11	22	14	9	4	15	7	11	16
I did not consider this at all	23	18	30	26	20	16	21	28	22	25	21	22	23
Not applicable – I do not have any holiday plans for 2025	50	51	48	47	53	45	43	54	61	44	59	53	42
Don't know	6	4	5	6	7	6	9	4	6	6	6	6	8

Thinking about your holiday plans for 2025 and booking accommodation, to what extent, if at all, did you consider the accommodation provider's efforts to be sustainable?

[Rebased to exclude respondents who said they do not have any holiday plans for 2025; n=641]

I did consider this, and did factor this into our decision	18	25	15	17	19	22	21	10	18	19	16	18	19
I did consider this, but did not factor this into our decision	24	30	17	23	24	39	25	21	11	26	17	22	27
I did not consider this at all	45	36	58	49	42	29	38	60	56	44	51	47	40
Don't know	13	8	9	11	15	10	15	9	15	10	16	13	13

Thinking about your holiday plans for 2025, to what extent, if at all, have you considered extreme weather events such as flooding, droughts, wildfires and heatwaves in your plans?

I did consider this, and we changed our plans	7	10	6	7	6	7	10	5	4	9	4	6	9
I did consider this, but we have kept our original plans	18	20	15	18	17	27	18	16	14	21	14	15	22
I did not consider this at all	19	15	26	22	17	15	21	20	17	18	18	20	19
Not applicable – I do not have any holiday plans for 2025	50	51	48	47	53	45	43	54	61	44	59	53	42
Don't know	6	4	4	6	7	7	8	4	5	8	5	6	7

	2024 Vote		Gender		Age				Region				
	Harris	Trump	Male	Female	18-24	25-49	50-64	65+	Northeast	Midwest	South	West	
Weighted Sample Total	1357	481	480	654	703	155	541	373	289	235	282	516	324
Unweighted Sample Total	1357	615	414	607	750	115	551	407	284	257	305	493	302
	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about your holiday plans for 2025, to what extent, if at all, have you considered extreme weather events such as flooding, droughts, wildfires and heatwaves in your plans?

[Rebased to exclude respondents who said they do not have any holiday plans for 2025; n=641]

I did consider this, and we changed our plans	14	20	11	14	14	12	17	11	10	16	9	13	16
I did consider this, but we have kept our original plans	35	42	30	34	37	48	32	35	36	37	35	32	39
I did not consider this at all	39	31	51	42	35	28	37	45	42	32	45	43	33
Don't know	12	8	8	11	14	12	14	10	12	15	11	12	11

To what extent, if at all, would you support or oppose legislation that would require travel and tourism companies to publicly report on their environmental impact?

Strongly support	22	36	8	23	21	33	27	17	11	23	20	18	28
Tend to support	29	40	21	28	30	32	30	26	28	31	28	30	26
TOTAL SUPPORT	51	76	29	51	51	65	57	43	39	54	48	48	54
Tend to oppose	10	4	18	11	10	8	7	11	16	9	14	10	8
Strongly oppose	13	2	27	16	9	5	9	18	16	11	12	14	13
TOTAL OPPOSE	23	6	45	27	19	13	16	29	32	20	26	24	21
Don't know	26	17	25	23	30	22	26	27	29	25	26	28	25