



Road Trips
Fieldwork Dates: 1st - 4th June 2018

Conducted by YouGov
On behalf of Ketchum

© Yougov plc 2018



BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1122 adults. Fieldwork was undertaken between 1st - 4th June 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

Ketchum Road Trips

US_nat Sample: 1st - 4th June 2018



Total	Gender		Age			Northeast
	Male	Female	18 to 34	35 to 54	55+	

HKR_q1. Have you ever been on a road trip before? Please select the option that best applies.

Unweighted base	1122	484	638	274	362	486	211
Base: All US Adults	1103	540	563	329	346	428	219
Yes, more than once	75%	76%	74%	60%	77%	84%	62%
Yes, only once	9%	8%	9%	15%	7%	5%	12%
No, I've never been on a road trip	12%	13%	12%	17%	13%	7%	20%
Don't know	5%	4%	6%	8%	3%	3%	7%

HKR_q2. Which, if any, of the following statements about road trips apply to you? Please select all that apply.

Unweighted base	998	434	564	230	318	450	175
Base: All US Adults who have been on a road trip and don't know if they've been on a road trip	968	470	497	272	299	396	175
I plan on taking a road trip this summer	32%	31%	32%	30%	35%	30%	25%
I go on a road trip at least once a year	28%	32%	25%	22%	33%	28%	22%
I prefer traveling by car to other forms of travel (e.g., plane, train, etc.)	41%	43%	39%	27%	38%	53%	35%
I typically take road trips with my family	48%	43%	52%	47%	47%	48%	42%
I have good memories of road trips	58%	56%	61%	49%	54%	68%	50%
I typically take road trips with my friends	18%	19%	17%	26%	19%	11%	20%
I love going on road trips	44%	42%	45%	39%	40%	50%	30%
None of these	6%	5%	6%	8%	5%	4%	7%

HKR_q2_rb. Which, if any, of the following statements about road trips apply to you? Please select all that apply.

Unweighted base	971	425	546	216	309	446	168
Base: All US adults who have been on a road trip	938	459	479	253	292	393	168
I plan on taking a road trip this summer	32%	32%	33%	32%	36%	30%	25%
I go on a road trip at least once a year	29%	32%	25%	24%	34%	29%	23%
I prefer traveling by car to other forms of travel (e.g., plane, train, etc.)	42%	44%	41%	29%	39%	53%	37%
I typically take road trips with my family	49%	44%	54%	51%	48%	49%	44%
I have good memories of road trips	60%	57%	63%	53%	56%	68%	52%

Ketchum Road Trips

US_nat Sample: 1st - 4th June 2018



Total	Region			Race		
	Midwest	South	West	White	Black	Hispanic

HKR_q1. Have you ever been on a road trip before? Please select the option that best applies.

Unweighted base	1122	227	420	264	802	111	124
Base: All US Adults	1103	212	412	260	719	124	172
Yes, more than once	75%	78%	77%	78%	79%	71%	66%
Yes, only once	9%	9%	9%	5%	7%	12%	12%
No, I've never been on a road trip	12%	10%	10%	12%	10%	14%	17%
Don't know	5%	3%	5%	5%	4%	4%	5%

HKR_q2. Which, if any, of the following statements about road trips apply to you? Please select all that apply.

Unweighted base	998	205	382	236	726	98	103
Base: All US Adults who have been on a road trip and don't know if they've been on a road trip	968	191	373	229	647	106	142
I plan on taking a road trip this summer	32%	38%	32%	31%	31%	36%	30%
I go on a road trip at least once a year	28%	27%	29%	32%	28%	34%	22%
I prefer traveling by car to other forms of travel (e.g., plane, train, etc.)	41%	49%	43%	35%	46%	34%	28%
I typically take road trips with my family	48%	53%	50%	43%	50%	40%	39%
I have good memories of road trips	58%	63%	56%	65%	65%	41%	47%
I typically take road trips with my friends	18%	17%	16%	18%	17%	21%	18%
I love going on road trips	44%	51%	45%	46%	44%	50%	37%
None of these	6%	6%	5%	6%	5%	4%	8%

HKR_q2_rb. Which, if any, of the following statements about road trips apply to you? Please select all that apply.

Unweighted base	971	202	371	230	712	96	96
Base: All US adults who have been on a road trip	938	187	363	221	634	105	135
I plan on taking a road trip this summer	32%	38%	33%	33%	32%	36%	31%
I go on a road trip at least once a year	29%	27%	30%	34%	28%	34%	23%
I prefer traveling by car to other forms of travel (e.g., plane, train, etc.)	42%	50%	44%	36%	47%	35%	30%
I typically take road trips with my family	49%	54%	51%	45%	51%	41%	42%
I have good memories of road trips	60%	64%	57%	68%	66%	41%	49%

Ketchum Road Trips

US_nat Sample: 1st - 4th June 2018



Total	Education					
	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married

HKR_q1. Have you ever been on a road trip before? Please select the option that best applies.

Unweighted base	1122	85	412	381	210	119	557
Base: All US Adults	1103	89	459	346	189	109	509
Yes, more than once	75%	62%	65%	77%	84%	91%	82%
Yes, only once	9%	8%	11%	9%	6%	4%	7%
No, I've never been on a road trip	12%	19%	17%	12%	5%	5%	7%
Don't know	5%	11%	7%	3%	5%	-	3%

HKR_q2. Which, if any, of the following statements about road trips apply to you? Please select all that apply.

Unweighted base	998	71	348	338	200	112	517
Base: All US Adults who have been on a road trip and don't know if they've been on a road trip	968	72	379	306	179	103	471
I plan on taking a road trip this summer	32%	30%	26%	35%	34%	41%	33%
I go on a road trip at least once a year	28%	33%	24%	27%	30%	44%	31%
I prefer traveling by car to other forms of travel (e.g., plane, train, etc.)	41%	34%	42%	46%	33%	37%	43%
I typically take road trips with my family	48%	51%	42%	50%	50%	57%	57%
I have good memories of road trips	58%	52%	50%	62%	64%	72%	62%
I typically take road trips with my friends	18%	20%	14%	19%	19%	24%	12%
I love going on road trips	44%	44%	39%	47%	46%	49%	46%
None of these	6%	9%	8%	6%	3%	3%	4%

HKR_q2_rb. Which, if any, of the following statements about road trips apply to you? Please select all that apply.

Unweighted base	971	67	329	333	197	112	508
Base: All US adults who have been on a road trip	938	65	357	302	177	103	462
I plan on taking a road trip this summer	32%	33%	27%	35%	35%	41%	34%
I go on a road trip at least once a year	29%	37%	25%	27%	31%	44%	32%
I prefer traveling by car to other forms of travel (e.g., plane, train, etc.)	42%	37%	45%	47%	34%	37%	44%
I typically take road trips with my family	49%	56%	45%	51%	51%	57%	58%
I have good memories of road trips	60%	58%	53%	63%	64%	72%	63%

Ketchum Road Trips

US_nat Sample: 1st - 4th June 2018



Total	Marital Status					Children unde
	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes

HKR_q1. Have you ever been on a road trip before? Please select the option that best applies.

Unweighted base	1122	14	115	66	318	52	266
Base: All US Adults	1103	15	104	62	363	52	262
Yes, more than once	75%	72%	77%	80%	62%	72%	75%
Yes, only once	9%	-	8%	9%	12%	5%	13%
No, I've never been on a road trip	12%	19%	13%	11%	19%	10%	10%
Don't know	5%	9%	1%	-	7%	13%	3%

HKR_q2. Which, if any, of the following statements about road trips apply to you? Please select all that apply.

Unweighted base	998	11	99	59	265	47	237
Base: All US Adults who have been on a road trip and don't know if they've been on a road trip	968	12	90	55	293	46	237
I plan on taking a road trip this summer	32%	68%	42%	31%	26%	27%	41%
I go on a road trip at least once a year	28%	21%	29%	22%	25%	23%	32%
I prefer traveling by car to other forms of travel (e.g., plane, train, etc.)	41%	74%	56%	57%	31%	31%	34%
I typically take road trips with my family	48%	48%	37%	50%	40%	18%	57%
I have good memories of road trips	58%	56%	61%	72%	51%	52%	55%
I typically take road trips with my friends	18%	7%	18%	9%	31%	10%	13%
I love going on road trips	44%	82%	56%	48%	34%	38%	46%
None of these	6%	-	3%	6%	8%	14%	3%

HKR_q2_rb. Which, if any, of the following statements about road trips apply to you? Please select all that apply.

Unweighted base	971	11	97	59	255	41	232
Base: All US adults who have been on a road trip	938	12	88	55	282	40	231
I plan on taking a road trip this summer	32%	68%	42%	31%	26%	31%	42%
I go on a road trip at least once a year	29%	21%	29%	22%	26%	27%	33%
I prefer traveling by car to other forms of travel (e.g., plane, train, etc.)	42%	74%	57%	57%	32%	36%	35%
I typically take road trips with my family	49%	48%	38%	50%	42%	21%	58%
I have good memories of road trips	60%	56%	62%	72%	53%	61%	57%

Ketchum Road Trips

US_nat Sample: 1st - 4th June 2018



Total	Under the age of 18	Income				Facebook
	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	

HKR_q1. Have you ever been on a road trip before? Please select the option that best applies.

Unweighted base	1122	856	407	298	258	159	868
Base: All US Adults	1103	841	426	276	248	153	839
Yes, more than once	75%	74%	68%	77%	86%	71%	75%
Yes, only once	9%	7%	11%	9%	6%	4%	9%
No, I've never been on a road trip	12%	13%	16%	12%	7%	14%	11%
Don't know	5%	5%	5%	3%	1%	11%	5%

HKR_q2. Which, if any, of the following statements about road trips apply to you? Please select all that apply.

Unweighted base	998	761	351	265	242	140	779
Base: All US Adults who have been on a road trip and don't know if they've been on a road trip	968	731	360	244	232	132	743
I plan on taking a road trip this summer	32%	29%	26%	38%	38%	25%	34%
I go on a road trip at least once a year	28%	27%	22%	30%	39%	19%	29%
I prefer traveling by car to other forms of travel (e.g., plane, train, etc.)	41%	43%	42%	44%	39%	35%	40%
I typically take road trips with my family	48%	45%	41%	50%	55%	47%	49%
I have good memories of road trips	58%	59%	54%	60%	64%	57%	61%
I typically take road trips with my friends	18%	19%	19%	15%	20%	15%	18%
I love going on road trips	44%	43%	44%	43%	48%	37%	44%
None of these	6%	6%	7%	3%	3%	11%	6%

HKR_q2_rb. Which, if any, of the following statements about road trips apply to you? Please select all that apply.

Unweighted base	971	739	339	261	241	130	759
Base: All US adults who have been on a road trip	938	707	348	239	231	120	721
I plan on taking a road trip this summer	32%	29%	27%	38%	38%	27%	34%
I go on a road trip at least once a year	29%	27%	23%	31%	39%	21%	29%
I prefer traveling by car to other forms of travel (e.g., plane, train, etc.)	42%	45%	44%	45%	39%	38%	41%
I typically take road trips with my family	49%	46%	43%	51%	56%	51%	51%
I have good memories of road trips	60%	61%	55%	62%	65%	62%	63%

Ketchum Road Trips

US_nat Sample: 1st - 4th June 2018



Total	Social networks members					
	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr

HKR_q1. Have you ever been on a road trip before? Please select the option that best applies.

Unweighted base	1122	397	279	249	52	305	97
Base: All US Adults	1103	392	264	251	52	273	96
Yes, more than once	75%	76%	85%	78%	79%	79%	70%
Yes, only once	9%	9%	6%	12%	14%	8%	9%
No, I've never been on a road trip	12%	11%	6%	8%	4%	8%	15%
Don't know	5%	4%	3%	3%	2%	5%	5%

HKR_q2. Which, if any, of the following statements about road trips apply to you? Please select all that apply.

Unweighted base	998	363	261	234	50	280	83
Base: All US Adults who have been on a road trip and don't know if they've been on a road trip	968	349	247	231	50	251	82
I plan on taking a road trip this summer	32%	34%	40%	36%	38%	36%	33%
I go on a road trip at least once a year	28%	29%	36%	29%	26%	29%	32%
I prefer traveling by car to other forms of travel (e.g., plane, train, etc.)	41%	42%	44%	43%	53%	41%	36%
I typically take road trips with my family	48%	47%	51%	43%	50%	56%	51%
I have good memories of road trips	58%	63%	66%	61%	63%	63%	56%
I typically take road trips with my friends	18%	23%	22%	27%	27%	20%	25%
I love going on road trips	44%	45%	48%	46%	52%	50%	45%
None of these	6%	5%	4%	4%	3%	5%	6%

HKR_q2_rb. Which, if any, of the following statements about road trips apply to you? Please select all that apply.

Unweighted base	971	355	259	230	49	271	80
Base: All US adults who have been on a road trip	938	339	245	225	48	242	77
I plan on taking a road trip this summer	32%	35%	40%	36%	39%	37%	35%
I go on a road trip at least once a year	29%	30%	36%	30%	27%	30%	34%
I prefer traveling by car to other forms of travel (e.g., plane, train, etc.)	42%	43%	44%	44%	54%	42%	38%
I typically take road trips with my family	49%	48%	51%	44%	52%	58%	54%
I have good memories of road trips	60%	64%	67%	63%	65%	65%	60%

Ketchum Road Trips

US_nat Sample: 1st - 4th June 2018



Total	Partnership					
	Instagram	Snapchat	Periscope	Other	Don't know	None

HKR_q1. Have you ever been on a road trip before? Please select the option that best applies.

	Total	Instagram	Snapchat	Periscope	Other	Don't know	None
Unweighted base	1122	343	199	22	15	10	131
Base: All US Adults	1103	340	215	21	13	10	126
Yes, more than once	75%	72%	72%	64%	84%	49%	76%
Yes, only once	9%	11%	12%	14%	6%	12%	5%
No, I've never been on a road trip	12%	11%	9%	12%	10%	9%	16%
Don't know	5%	6%	6%	10%	-	30%	3%

HKR_q2. Which, if any, of the following statements about road trips apply to you? Please select all that apply.

	Total	Instagram	Snapchat	Periscope	Other	Don't know	None
Unweighted base	998	305	180	19	14	9	110
Base: All US Adults who have been on a road trip and don't know if they've been on a road trip	968	302	195	19	12	9	106
I plan on taking a road trip this summer	32%	35%	41%	22%	55%	9%	22%
I go on a road trip at least once a year	28%	25%	27%	26%	54%	9%	34%
I prefer traveling by car to other forms of travel (e.g., plane, train, etc.)	41%	35%	36%	39%	66%	26%	53%
I typically take road trips with my family	48%	50%	52%	51%	37%	39%	43%
I have good memories of road trips	58%	59%	60%	47%	78%	50%	55%
I typically take road trips with my friends	18%	24%	30%	16%	28%	18%	12%
I love going on road trips	44%	44%	49%	43%	74%	59%	45%
None of these	6%	7%	9%	12%	-	33%	6%

HKR_q2_rb. Which, if any, of the following statements about road trips apply to you? Please select all that apply.

	Total	Instagram	Snapchat	Periscope	Other	Don't know	None
Unweighted base	971	295	172	18	14	7	107
Base: All US adults who have been on a road trip	938	290	184	17	12	6	103
I plan on taking a road trip this summer	32%	37%	43%	25%	55%	13%	22%
I go on a road trip at least once a year	29%	26%	28%	29%	54%	13%	35%
I prefer traveling by car to other forms of travel (e.g., plane, train, etc.)	42%	37%	38%	44%	66%	39%	55%
I typically take road trips with my family	49%	52%	55%	58%	37%	58%	45%
I have good memories of road trips	60%	61%	63%	53%	78%	74%	57%

Ketchum Road Trips

US_nat Sample: 1st - 4th June 2018



Total	Ever Been on a Road Trip	
	More than once	Only once

HKR_q1. Have you ever been on a road trip before? Please select the option that best applies.

	Unweighted base	857	93
Base: All US Adults	1103	822	95
Yes, more than once	75%	100%	-
Yes, only once	9%	-	100%
No, I've never been on a road trip	12%	-	-
Don't know	5%	-	-

HKR_q2. Which, if any, of the following statements about road trips apply to you? Please select all that apply.

	Unweighted base	857	93
Base: All US Adults who have been on a road trip and don't know if they've been on a road trip	968	822	95
I plan on taking a road trip this summer	32%	34%	21%
I go on a road trip at least once a year	28%	33%	-
I prefer traveling by car to other forms of travel (e.g., plane, train, etc.)	41%	45%	23%
I typically take road trips with my family	48%	51%	38%
I have good memories of road trips	58%	65%	28%
I typically take road trips with my friends	18%	19%	14%
I love going on road trips	44%	48%	23%
None of these	6%	3%	7%

HKR_q2_rb. Which, if any, of the following statements about road trips apply to you? Please select all that apply.

	Unweighted base	857	93
Base: All US adults who have been on a road trip	938	822	95
I plan on taking a road trip this summer	32%	34%	21%
I go on a road trip at least once a year	29%	33%	-
I prefer traveling by car to other forms of travel (e.g., plane, train, etc.)	42%	45%	23%
I typically take road trips with my family	49%	51%	38%
I have good memories of road trips	60%	65%	28%

Ketchum Road Trips

US_nat Sample: 1st - 4th June 2018



	Total	Gender		Age			Northeast
		Male	Female	18 to 34	35 to 54	55+	
I typically take road trips with my friends	18%	19%	17%	28%	20%	11%	21%
I love going on road trips	45%	43%	47%	41%	41%	50%	32%
None of these	3%	3%	3%	2%	3%	3%	4%

HKR_q3_rb. Which, if any of the following do you agree with about snacks and road trips? Please select all that apply.

	Unweighted base	Male	Female	18 to 34	35 to 54	55+	Northeast
	971	425	546	216	309	446	168
Base: All US adults who have been on a road trip	938	459	479	253	292	393	168
There are certain snacks that I typically bring on road trips	44%	41%	46%	41%	44%	45%	40%
Snacking is part of the road trip experience for me	47%	43%	51%	47%	46%	48%	37%
Having good snacks can make or a break a road trip	39%	34%	43%	40%	40%	38%	34%
I plan which snacks I'm bringing ahead of a road trip	47%	41%	53%	45%	48%	47%	45%
None of these	14%	18%	11%	12%	12%	17%	14%

HKR_q4_rb. Which, if any, of the following do you find to be an annoying habit(s) of others on road trips? Please select all that apply.

	Unweighted base	Male	Female	18 to 34	35 to 54	55+	Northeast
	971	425	546	216	309	446	168
Base: All US adults who have been on a road trip	938	459	479	253	292	393	168
People falling asleep on me	18%	19%	18%	25%	18%	14%	21%
People playing music I don't like in the car	40%	37%	42%	46%	44%	33%	37%
People singing in the car	16%	20%	13%	19%	19%	13%	14%
People hogging the snacks	15%	14%	16%	26%	14%	10%	18%
Other	5%	4%	6%	1%	5%	8%	3%
None of these	37%	35%	38%	28%	30%	47%	35%

HKR_q5_rb. Which ONE, of the following MOST fits your road trip snack habits? Please select the option that best applies.

	Unweighted base	Male	Female	18 to 34	35 to 54	55+	Northeast
	971	425	546	216	309	446	168
Base: All US adults who have been on a road trip	938	459	479	253	292	393	168
I pack my own snacks to take with me	31%	27%	34%	33%	32%	29%	38%
I stop for snacks along the way	16%	19%	13%	17%	17%	15%	14%

Ketchum Road Trips

US_nat Sample: 1st - 4th June 2018



	Total	Region			Race		
		Midwest	South	West	White	Black	Hispanic
I typically take road trips with my friends	18%	17%	17%	19%	17%	21%	19%
I love going on road trips	45%	52%	46%	47%	45%	51%	39%
None of these	3%	4%	2%	2%	3%	3%	3%

HKR_q3_rb. Which, if any of the following do you agree with about snacks and road trips? Please select all that apply.

	Unweighted base	Midwest	South	West	White	Black	Hispanic
	971	202	371	230	712	96	96
Base: All US adults who have been on a road trip	938	187	363	221	634	105	135
There are certain snacks that I typically bring on road trips	44%	43%	46%	43%	48%	36%	29%
Snacking is part of the road trip experience for me	47%	53%	49%	47%	48%	40%	44%
Having good snacks can make or a break a road trip	39%	38%	42%	38%	37%	42%	46%
I plan which snacks I'm bringing ahead of a road trip	47%	50%	51%	39%	47%	49%	44%
None of these	14%	16%	9%	21%	15%	11%	14%

HKR_q4_rb. Which, if any, of the following do you find to be an annoying habit(s) of others on road trips? Please select all that apply.

	Unweighted base	Midwest	South	West	White	Black	Hispanic
	971	202	371	230	712	96	96
Base: All US adults who have been on a road trip	938	187	363	221	634	105	135
People falling asleep on me	18%	20%	19%	13%	18%	18%	26%
People playing music I don't like in the car	40%	40%	42%	38%	41%	37%	32%
People singing in the car	16%	15%	20%	13%	15%	25%	18%
People hogging the snacks	15%	12%	17%	14%	16%	16%	15%
Other	5%	6%	4%	8%	5%	3%	5%
None of these	37%	39%	34%	41%	37%	31%	33%

HKR_q5_rb. Which ONE, of the following MOST fits your road trip snack habits? Please select the option that best applies.

	Unweighted base	Midwest	South	West	White	Black	Hispanic
	971	202	371	230	712	96	96
Base: All US adults who have been on a road trip	938	187	363	221	634	105	135
I pack my own snacks to take with me	31%	34%	31%	22%	29%	35%	34%
I stop for snacks along the way	16%	12%	18%	19%	15%	20%	21%

Ketchum Road Trips

US_nat Sample: 1st - 4th June 2018



	Total	Education					
		Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married
I typically take road trips with my friends	18%	22%	15%	19%	19%	24%	12%
I love going on road trips	45%	49%	41%	47%	46%	49%	47%
None of these	3%	-	3%	4%	2%	3%	2%

HKR_q3_rb. Which, if any of the following do you agree with about snacks and road trips? Please select all that apply.

	Unweighted base	971	67	329	333	197	112	508
Base: All US adults who have been on a road trip		938	65	357	302	177	103	462
There are certain snacks that I typically bring on road trips		44%	47%	38%	46%	44%	55%	47%
Snacking is part of the road trip experience for me		47%	51%	46%	48%	43%	57%	47%
Having good snacks can make or a break a road trip		39%	40%	41%	37%	34%	43%	39%
I plan which snacks I'm bringing ahead of a road trip		47%	50%	46%	48%	43%	52%	50%
None of these		14%	11%	12%	15%	19%	13%	13%

HKR_q4_rb. Which, if any, of the following do you find to be an annoying habit(s) of others on road trips? Please select all that apply.

	Unweighted base	971	67	329	333	197	112	508
Base: All US adults who have been on a road trip		938	65	357	302	177	103	462
People falling asleep on me		18%	7%	21%	18%	16%	17%	15%
People playing music I don't like in the car		40%	43%	37%	42%	47%	30%	35%
People singing in the car		16%	16%	15%	16%	18%	21%	13%
People hogging the snacks		15%	10%	13%	16%	21%	13%	13%
Other		5%	10%	4%	6%	6%	7%	5%
None of these		37%	45%	37%	38%	30%	42%	43%

HKR_q5_rb. Which ONE, of the following MOST fits your road trip snack habits? Please select the option that best applies.

	Unweighted base	971	67	329	333	197	112	508
Base: All US adults who have been on a road trip		938	65	357	302	177	103	462
I pack my own snacks to take with me		31%	36%	34%	26%	32%	31%	31%
I stop for snacks along the way		16%	12%	17%	16%	16%	15%	17%

Ketchum Road Trips

US_nat Sample: 1st - 4th June 2018



	Total	Marital Status					Children unde
		Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
I typically take road trips with my friends	18%	7%	18%	9%	32%	12%	14%
I love going on road trips	45%	82%	57%	48%	36%	45%	47%
None of these	3%	-	2%	6%	5%	-	1%

HKR_q3_rb. Which, if any of the following do you agree with about snacks and road trips? Please select all that apply.

	Unweighted base	11	97	59	255	41	232
Base: All US adults who have been on a road trip	938	12	88	55	282	40	231
There are certain snacks that I typically bring on road trips	44%	22%	37%	41%	41%	45%	42%
Snacking is part of the road trip experience for me	47%	80%	54%	50%	43%	55%	49%
Having good snacks can make or a break a road trip	39%	75%	42%	40%	37%	38%	42%
I plan which snacks I'm bringing ahead of a road trip	47%	33%	49%	45%	42%	53%	56%
None of these	14%	7%	16%	19%	17%	5%	8%

HKR_q4_rb. Which, if any, of the following do you find to be an annoying habit(s) of others on road trips? Please select all that apply.

	Unweighted base	11	97	59	255	41	232
Base: All US adults who have been on a road trip	938	12	88	55	282	40	231
People falling asleep on me	18%	13%	26%	15%	22%	20%	21%
People playing music I don't like in the car	40%	19%	36%	49%	45%	55%	43%
People singing in the car	16%	14%	15%	15%	22%	26%	15%
People hogging the snacks	15%	23%	20%	15%	17%	23%	20%
Other	5%	-	6%	11%	3%	6%	4%
None of these	37%	59%	35%	35%	29%	20%	28%

HKR_q5_rb. Which ONE, of the following MOST fits your road trip snack habits? Please select the option that best applies.

	Unweighted base	11	97	59	255	41	232
Base: All US adults who have been on a road trip	938	12	88	55	282	40	231
I pack my own snacks to take with me	31%	18%	35%	22%	32%	33%	35%
I stop for snacks along the way	16%	22%	14%	17%	15%	16%	18%

Ketchum Road Trips

US_nat Sample: 1st - 4th June 2018



	Total	For the age of 18	Income				Facebook
		No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	
I typically take road trips with my friends	18%	20%	19%	16%	21%	16%	18%
I love going on road trips	45%	44%	45%	44%	48%	40%	46%
None of these	3%	4%	4%	2%	2%	3%	3%

HKR_q3_rb. Which, if any of the following do you agree with about snacks and road trips? Please select all that apply.

	Unweighted base						
	971	739	339	261	241	130	759
Base: All US adults who have been on a road trip	938	707	348	239	231	120	721
There are certain snacks that I typically bring on road trips	44%	44%	39%	42%	49%	48%	45%
Snacking is part of the road trip experience for me	47%	46%	47%	48%	47%	44%	50%
Having good snacks can make or a break a road trip	39%	38%	43%	37%	36%	37%	40%
I plan which snacks I'm bringing ahead of a road trip	47%	44%	48%	43%	46%	52%	49%
None of these	14%	16%	15%	14%	15%	12%	13%

HKR_q4_rb. Which, if any, of the following do you find to be an annoying habit(s) of others on road trips? Please select all that apply.

	Unweighted base						
	971	739	339	261	241	130	759
Base: All US adults who have been on a road trip	938	707	348	239	231	120	721
People falling asleep on me	18%	17%	20%	16%	19%	16%	20%
People playing music I don't like in the car	40%	38%	39%	43%	34%	45%	39%
People singing in the car	16%	17%	19%	15%	16%	12%	15%
People hogging the snacks	15%	14%	16%	16%	15%	14%	17%
Other	5%	6%	5%	3%	5%	9%	5%
None of these	37%	39%	35%	36%	39%	37%	37%

HKR_q5_rb. Which ONE, of the following MOST fits your road trip snack habits? Please select the option that best applies.

	Unweighted base						
	971	739	339	261	241	130	759
Base: All US adults who have been on a road trip	938	707	348	239	231	120	721
I pack my own snacks to take with me	31%	29%	32%	31%	27%	34%	31%
I stop for snacks along the way	16%	16%	15%	15%	22%	9%	17%

Ketchum Road Trips

US_nat Sample: 1st - 4th June 2018



	Total	Social networks members					
		Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr
I typically take road trips with my friends	18%	24%	22%	28%	28%	21%	27%
I love going on road trips	45%	46%	49%	47%	53%	52%	47%
None of these	3%	3%	3%	2%	-	2%	1%

HKR_q3_rb. Which, if any of the following do you agree with about snacks and road trips? Please select all that apply.

	Unweighted base	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr
	971	355	259	230	49	271	80
Base: All US adults who have been on a road trip	938	339	245	225	48	242	77
There are certain snacks that I typically bring on road trips	44%	47%	50%	49%	60%	52%	44%
Snacking is part of the road trip experience for me	47%	53%	48%	55%	49%	56%	51%
Having good snacks can make or a break a road trip	39%	41%	40%	45%	50%	44%	35%
I plan which snacks I'm bringing ahead of a road trip	47%	48%	48%	51%	64%	57%	42%
None of these	14%	14%	18%	8%	8%	9%	15%

HKR_q4_rb. Which, if any, of the following do you find to be an annoying habit(s) of others on road trips? Please select all that apply.

	Unweighted base	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr
	971	355	259	230	49	271	80
Base: All US adults who have been on a road trip	938	339	245	225	48	242	77
People falling asleep on me	18%	22%	20%	24%	37%	23%	23%
People playing music I don't like in the car	40%	41%	41%	43%	48%	48%	39%
People singing in the car	16%	21%	15%	19%	21%	16%	16%
People hogging the snacks	15%	15%	11%	20%	25%	19%	18%
Other	5%	4%	6%	6%	-	6%	5%
None of these	37%	33%	37%	30%	24%	32%	36%

HKR_q5_rb. Which ONE, of the following MOST fits your road trip snack habits? Please select the option that best applies.

	Unweighted base	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr
	971	355	259	230	49	271	80
Base: All US adults who have been on a road trip	938	339	245	225	48	242	77
I pack my own snacks to take with me	31%	27%	29%	38%	31%	30%	26%
I stop for snacks along the way	16%	18%	18%	16%	8%	14%	19%

Ketchum Road Trips

US_nat Sample: 1st - 4th June 2018



	Partnership						
	Total	Instagram	Snapchat	Periscope	Other	Don't know	None
I typically take road trips with my friends	18%	25%	31%	19%	28%	27%	12%
I love going on road trips	45%	46%	52%	49%	74%	87%	46%
None of these	3%	3%	4%	-	-	-	3%

HKR_q3_rb. Which, if any of the following do you agree with about snacks and road trips? Please select all that apply.

	Unweighted base	971	295	172	18	14	7	107
Base: All US adults who have been on a road trip		938	290	184	17	12	6	103
There are certain snacks that I typically bring on road trips		44%	49%	47%	61%	59%	74%	39%
Snacking is part of the road trip experience for me		47%	54%	55%	67%	79%	12%	42%
Having good snacks can make or a break a road trip		39%	46%	44%	46%	44%	38%	37%
I plan which snacks I'm bringing ahead of a road trip		47%	49%	48%	49%	70%	45%	46%
None of these		14%	10%	11%	10%	9%	14%	18%

HKR_q4_rb. Which, if any, of the following do you find to be an annoying habit(s) of others on road trips? Please select all that apply.

	Unweighted base	971	295	172	18	14	7	107
Base: All US adults who have been on a road trip		938	290	184	17	12	6	103
People falling asleep on me		18%	24%	24%	25%	29%	13%	7%
People playing music I don't like in the car		40%	43%	46%	45%	35%	59%	37%
People singing in the car		16%	21%	18%	31%	42%	-	18%
People hogging the snacks		15%	19%	17%	13%	7%	60%	10%
Other		5%	3%	3%	-	15%	-	10%
None of these		37%	30%	31%	28%	22%	-	47%

HKR_q5_rb. Which ONE, of the following MOST fits your road trip snack habits? Please select the option that best applies.

	Unweighted base	971	295	172	18	14	7	107
Base: All US adults who have been on a road trip		938	290	184	17	12	6	103
I pack my own snacks to take with me		31%	28%	30%	32%	44%	33%	27%
I stop for snacks along the way		16%	18%	18%	24%	21%	-	15%

Ketchum Road Trips

US_nat Sample: 1st - 4th June 2018



	Ever Been on a Road Trip	
	More than once	Only once
Total		
I typically take road trips with my friends	18%	14%
I love going on road trips	45%	23%
None of these	3%	7%

HKR_q3_rb. Which, if any of the following do you agree with about snacks and road trips? Please select all that apply.

	Unweighted base		
	971	857	93
Base: All US adults who have been on a road trip	938	822	95
There are certain snacks that I typically bring on road trips	44%	46%	24%
Snacking is part of the road trip experience for me	47%	48%	41%
Having good snacks can make or a break a road trip	39%	40%	29%
I plan which snacks I'm bringing ahead of a road trip	47%	48%	40%
None of these	14%	14%	15%

HKR_q4_rb. Which, if any, of the following do you find to be an annoying habit(s) of others on road trips? Please select all that apply.

	Unweighted base		
	971	857	93
Base: All US adults who have been on a road trip	938	822	95
People falling asleep on me	18%	18%	25%
People playing music I don't like in the car	40%	39%	44%
People singing in the car	16%	16%	20%
People hogging the snacks	15%	14%	26%
Other	5%	6%	-
None of these	37%	38%	22%

HKR_q5_rb. Which ONE, of the following MOST fits your road trip snack habits? Please select the option that best applies.

	Unweighted base		
	971	857	93
Base: All US adults who have been on a road trip	938	822	95
I pack my own snacks to take with me	31%	30%	36%
I stop for snacks along the way	16%	16%	21%

Ketchum Road Trips

US_nat Sample: 1st - 4th June 2018



	Total	Gender		Age			Northeast
		Male	Female	18 to 34	35 to 54	55+	
I pack some snacks and stop along the way for others	43%	40%	45%	40%	41%	45%	33%
I don't normally snack while on a road trip	7%	9%	5%	6%	5%	8%	8%
Other	0%	1%	-	-	0%	0%	0%
Don't know	3%	4%	2%	3%	4%	2%	6%

HKR_q6_rb. Which, if any, of the following challenges do you face when choosing snacks to bring on a road trip? Please select all that apply. If you don't have any challenges when choosing snacks to bring on a road trip, please select the 'Not applicable' option.

	Unweighted base	971	425	546	216	309	446	168
Base: All US adults who have been on a road trip		938	459	479	253	292	393	168
Finding snacks that are portable	30%		24%	36%	38%	30%	25%	29%
Finding snacks that aren't too messy	45%		43%	47%	45%	48%	43%	42%
Finding snacks that aren't too smelly	12%		11%	14%	20%	12%	7%	9%
Finding snacks that are shareable	22%		18%	25%	31%	18%	18%	20%
Other	4%		3%	5%	2%	4%	4%	2%
Not applicable — I don't have any challenges when choosing snacks to bring on a road trip	35%		37%	33%	24%	33%	44%	32%

HKR_q7_rb. Which of the following roles do you like to have on a road trip? Please select all that apply.

	Unweighted base	971	425	546	216	309	446	168
Base: All US adults who have been on a road trip		938	459	479	253	292	393	168
Driver	56%		69%	43%	42%	59%	62%	59%
Navigator	33%		33%	33%	30%	33%	34%	36%
'DJ'- in charge of selecting music	26%		26%	25%	34%	32%	15%	23%
'Snack Handler'- in charge of snacks for road trip	20%		10%	29%	24%	21%	16%	15%
Passenger	44%		29%	57%	48%	38%	45%	35%
Don't know	6%		8%	5%	8%	4%	6%	7%

Ketchum Road Trips

US_nat Sample: 1st - 4th June 2018



	Total	Region			Race		
		Midwest	South	West	White	Black	Hispanic
I pack some snacks and stop along the way for others	43%	45%	42%	47%	45%	39%	34%
I don't normally snack while on a road trip	7%	6%	6%	8%	7%	6%	6%
Other	0%	-	-	1%	0%	-	-
Don't know	3%	2%	3%	3%	3%	-	5%

HKR_q6_rb. Which, if any, of the following challenges do you face when choosing snacks to bring on a road trip? Please select all that apply. If you don't have any challenges when choosing snacks to bring on a road trip, please select the 'Not applicable' option.

	Unweighted base	202	371	230	712	96	96
Base: All US adults who have been on a road trip	938	187	363	221	634	105	135
Finding snacks that are portable	30%	34%	30%	28%	31%	28%	31%
Finding snacks that aren't too messy	45%	48%	48%	40%	46%	48%	41%
Finding snacks that aren't too smelly	12%	11%	15%	11%	10%	15%	17%
Finding snacks that are shareable	22%	27%	22%	17%	21%	21%	23%
Other	4%	5%	3%	6%	5%	1%	-
Not applicable — I don't have any challenges when choosing snacks to bring on a road trip	35%	32%	34%	42%	36%	30%	31%

HKR_q7_rb. Which of the following roles do you like to have on a road trip? Please select all that apply.

	Unweighted base	202	371	230	712	96	96
Base: All US adults who have been on a road trip	938	187	363	221	634	105	135
Driver	56%	58%	54%	54%	59%	34%	60%
Navigator	33%	33%	31%	33%	33%	24%	35%
'DJ'- in charge of selecting music	26%	30%	28%	20%	26%	32%	21%
'Snack Handler'- in charge of snacks for road trip	20%	24%	21%	19%	20%	20%	21%
Passenger	44%	49%	45%	44%	45%	47%	37%
Don't know	6%	1%	6%	10%	4%	11%	5%

Ketchum Road Trips

US_nat Sample: 1st - 4th June 2018



	Total	Education					Married
		Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	
I pack some snacks and stop along the way for others	43%	45%	37%	46%	42%	50%	44%
I don't normally snack while on a road trip	7%	5%	7%	7%	10%	2%	6%
Other	0%	-	0%	1%	-	-	0%
Don't know	3%	2%	4%	4%	-	3%	2%

HKR_q6_rb. Which, if any, of the following challenges do you face when choosing snacks to bring on a road trip? Please select all that apply. If you don't have any challenges when choosing snacks to bring on a road trip, please select the 'Not applicable' option.

	Unweighted base	971	67	329	333	197	112	508
Base: All US adults who have been on a road trip		938	65	357	302	177	103	462
Finding snacks that are portable	30%	25%	26%	31%	35%	31%	30%	
Finding snacks that aren't too messy	45%	35%	43%	49%	44%	41%	45%	
Finding snacks that aren't too smelly	12%	18%	13%	10%	14%	13%	12%	
Finding snacks that are shareable	22%	27%	23%	22%	20%	19%	22%	
Other	4%	2%	1%	4%	7%	8%	5%	
Not applicable — I don't have any challenges when choosing snacks to bring on a road trip	35%	45%	35%	35%	34%	39%	34%	

HKR_q7_rb. Which of the following roles do you like to have on a road trip? Please select all that apply.

	Unweighted base	971	67	329	333	197	112	508
Base: All US adults who have been on a road trip		938	65	357	302	177	103	462
Driver	56%	52%	49%	55%	62%	68%	60%	
Navigator	33%	34%	30%	35%	33%	35%	33%	
'DJ'- in charge of selecting music	26%	23%	25%	28%	26%	20%	20%	
'Snack Handler'- in charge of snacks for road trip	20%	14%	20%	18%	22%	20%	20%	
Passenger	44%	37%	43%	47%	43%	36%	43%	
Don't know	6%	18%	6%	7%	3%	7%	4%	

Ketchum Road Trips

US_nat Sample: 1st - 4th June 2018



	Total	Marital Status					Children unde
		Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
I pack some snacks and stop along the way for others	43%	53%	38%	50%	40%	44%	38%
I don't normally snack while on a road trip	7%	-	9%	9%	9%	-	4%
Other	0%	-	1%	-	-	-	-
Don't know	3%	7%	4%	3%	4%	8%	5%

HKR_q6_rb. Which, if any, of the following challenges do you face when choosing snacks to bring on a road trip? Please select all that apply. If you don't have any challenges when choosing snacks to bring on a road trip, please select the 'Not applicable' option.

	Unweighted base	11	97	59	255	41	232
Base: All US adults who have been on a road trip	938	12	88	55	282	40	231
Finding snacks that are portable	30%	14%	28%	33%	33%	16%	33%
Finding snacks that aren't too messy	45%	43%	47%	48%	46%	38%	50%
Finding snacks that aren't too smelly	12%	8%	11%	17%	11%	22%	17%
Finding snacks that are shareable	22%	14%	11%	22%	24%	23%	24%
Other	4%	-	3%	1%	4%	-	2%
Not applicable — I don't have any challenges when choosing snacks to bring on a road trip	35%	57%	43%	43%	31%	49%	26%

HKR_q7_rb. Which of the following roles do you like to have on a road trip? Please select all that apply.

	Unweighted base	11	97	59	255	41	232
Base: All US adults who have been on a road trip	938	12	88	55	282	40	231
Driver	56%	87%	70%	55%	42%	63%	56%
Navigator	33%	39%	45%	41%	27%	28%	35%
'DJ'- in charge of selecting music	26%	48%	32%	12%	32%	41%	28%
'Snack Handler'- in charge of snacks for road trip	20%	40%	18%	14%	20%	28%	25%
Passenger	44%	33%	44%	44%	46%	34%	38%
Don't know	6%	-	4%	6%	10%	2%	6%

Ketchum Road Trips

US_nat Sample: 1st - 4th June 2018



Total	18 and under	Income				Facebook	
	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say		
I pack some snacks and stop along the way for others	43%	44%	41%	45%	41%	46%	44%
I don't normally snack while on a road trip	7%	8%	7%	7%	8%	5%	5%
Other	0%	0%	0%	-	0%	1%	0%
Don't know	3%	3%	5%	2%	2%	4%	3%

HKR_q6_rb. Which, if any, of the following challenges do you face when choosing snacks to bring on a road trip? Please select all that apply. If you don't have any challenges when choosing snacks to bring on a road trip, please select the 'Not applicable' option.

	Unweighted base	739	339	261	241	130	759
Base: All US adults who have been on a road trip	938	707	348	239	231	120	721
Finding snacks that are portable	30%	29%	29%	31%	27%	37%	31%
Finding snacks that aren't too messy	45%	44%	40%	46%	49%	51%	47%
Finding snacks that aren't too smelly	12%	11%	13%	10%	12%	17%	12%
Finding snacks that are shareable	22%	21%	26%	22%	14%	23%	23%
Other	4%	4%	3%	3%	5%	5%	3%
Not applicable — I don't have any challenges when choosing snacks to bring on a road trip	35%	38%	38%	34%	33%	32%	33%

HKR_q7_rb. Which of the following roles do you like to have on a road trip? Please select all that apply.

	Unweighted base	739	339	261	241	130	759
Base: All US adults who have been on a road trip	938	707	348	239	231	120	721
Driver	56%	55%	52%	56%	64%	50%	54%
Navigator	33%	32%	31%	33%	37%	30%	35%
'DJ' - in charge of selecting music	26%	25%	26%	25%	26%	27%	28%
'Snack Handler' - in charge of snacks for road trip	20%	18%	22%	18%	18%	21%	21%
Passenger	44%	46%	44%	45%	41%	45%	45%
Don't know	6%	6%	8%	3%	4%	10%	5%

Ketchum Road Trips

US_nat Sample: 1st - 4th June 2018



	Total	Social networks members					
		Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr
I pack some snacks and stop along the way for others	43%	46%	44%	39%	53%	51%	46%
I don't normally snack while on a road trip	7%	6%	6%	4%	8%	3%	5%
Other	0%	0%	1%	0%	-	-	1%
Don't know	3%	3%	2%	3%	-	2%	4%

HKR_q6_rb. Which, if any, of the following challenges do you face when choosing snacks to bring on a road trip? Please select all that apply. If you don't have any challenges when choosing snacks to bring on a road trip, please select the 'Not applicable' option.

	Unweighted base	971	355	259	230	49	271	80
Base: All US adults who have been on a road trip		938	339	245	225	48	242	77
Finding snacks that are portable	30%	32%	27%	37%	27%	34%	28%	
Finding snacks that aren't too messy	45%	46%	43%	47%	47%	48%	48%	
Finding snacks that aren't too smelly	12%	14%	13%	17%	23%	17%	18%	
Finding snacks that are shareable	22%	24%	19%	27%	41%	25%	27%	
Other	4%	4%	7%	3%	-	6%	6%	
Not applicable — I don't have any challenges when choosing snacks to bring on a road trip	35%	35%	39%	30%	25%	32%	28%	

HKR_q7_rb. Which of the following roles do you like to have on a road trip? Please select all that apply.

	Unweighted base	971	355	259	230	49	271	80
Base: All US adults who have been on a road trip		938	339	245	225	48	242	77
Driver	56%	57%	62%	53%	41%	52%	45%	
Navigator	33%	32%	36%	28%	23%	37%	22%	
'DJ' - in charge of selecting music	26%	30%	26%	30%	25%	26%	29%	
'Snack Handler' - in charge of snacks for road trip	20%	23%	19%	21%	35%	24%	16%	
Passenger	44%	47%	39%	44%	48%	51%	53%	
Don't know	6%	6%	6%	7%	5%	3%	9%	

Ketchum Road Trips

US_nat Sample: 1st - 4th June 2018



	Partnership						
	Total	Instagram	Snapchat	Periscope	Other	Don't know	None
I pack some snacks and stop along the way for others	43%	47%	47%	29%	35%	25%	44%
I don't normally snack while on a road trip	7%	2%	3%	11%	-	29%	12%
Other	0%	0%	0%	-	-	-	-
Don't know	3%	4%	1%	5%	-	13%	3%

HKR_q6_rb. Which, if any, of the following challenges do you face when choosing snacks to bring on a road trip? Please select all that apply. If you don't have any challenges when choosing snacks to bring on a road trip, please select the 'Not applicable' option.

	Unweighted base	971	295	172	18	14	7	107
Base: All US adults who have been on a road trip		938	290	184	17	12	6	103
Finding snacks that are portable	30%	35%	35%	26%	39%	62%	15%	
Finding snacks that aren't too messy	45%	45%	50%	53%	65%	74%	38%	
Finding snacks that aren't too smelly	12%	15%	18%	31%	7%	60%	6%	
Finding snacks that are shareable	22%	26%	32%	14%	38%	33%	14%	
Other	4%	3%	4%	-	-	-	5%	
Not applicable — I don't have any challenges when choosing snacks to bring on a road trip	35%	33%	27%	36%	28%	26%	55%	

HKR_q7_rb. Which of the following roles do you like to have on a road trip? Please select all that apply.

	Unweighted base	971	295	172	18	14	7	107
Base: All US adults who have been on a road trip		938	290	184	17	12	6	103
Driver	56%	53%	52%	47%	82%	29%	60%	
Navigator	33%	30%	29%	29%	45%	33%	29%	
'DJ'- in charge of selecting music	26%	33%	40%	29%	38%	-	18%	
'Snack Handler'- in charge of snacks for road trip	20%	23%	28%	22%	20%	12%	15%	
Passenger	44%	47%	51%	74%	28%	39%	38%	
Don't know	6%	6%	6%	10%	-	26%	13%	

Ketchum Road Trips

US_nat Sample: 1st - 4th June 2018



Total	Ever Been on a Road Trip	
	More than once	Only once
I pack some snacks and stop along the way for others	43%	29%
I don't normally snack while on a road trip	7%	10%
Other	0%	-
Don't know	3%	5%

HKR_q6_rb. Which, if any, of the following challenges do you face when choosing snacks to bring on a road trip? Please select all that apply. If you don't have any challenges when choosing snacks to bring on a road trip, please select the 'Not applicable' option.

	Unweighted base	971	857	93
Base: All US adults who have been on a road trip		938	822	95
Finding snacks that are portable	30%	30%	30%	29%
Finding snacks that aren't too messy	45%	45%	46%	40%
Finding snacks that aren't too smelly	12%	12%	11%	22%
Finding snacks that are shareable	22%	22%	21%	33%
Other	4%	4%	4%	-
Not applicable — I don't have any challenges when choosing snacks to bring on a road trip	35%	35%	36%	28%

HKR_q7_rb. Which of the following roles do you like to have on a road trip? Please select all that apply.

	Unweighted base	971	857	93
Base: All US adults who have been on a road trip		938	822	95
Driver	56%	56%	58%	38%
Navigator	33%	33%	34%	20%
'DJ'- in charge of selecting music	26%	26%	26%	23%
'Snack Handler'- in charge of snacks for road trip	20%	20%	20%	15%
Passenger	44%	44%	43%	48%
Don't know	6%	6%	6%	8%

Ketchum Road Trips

US_nat Sample: 1st - 4th June 2018



HKR_q4. Other annoying habits of people on a road trip

driver not stopping for rest stops
People who smell up the car with their gas.
Whining
People smacking food and crunching loudly in the car.
talking incessantly
smoking and drinking
Not doing their part to keep the trip happy.
People screaming
smoking
I hate the long drive
kids
People who complain a lot
People driving too fast
nose picking
wont shut up
people liking the heat/cooling at a different level
whining
Not applicable, I usually travel alone.
Back seat driving
Driving with the Windows down
LOUD NOISE
Too much activity in general
Having to drive
farting

People having their music up so loud that you can hear it even though they have earbuds in.
I usually drive and I like the music turned up and sing. My husband is usually with me and sleeps a lot. This makes car travel long and boring for me!
talking about people fun
asking are we there yet
Traffic jams
Wife telling me to slow down
Not wanting to take side roads
back seat drivers and those who give unasked for opinions on driving
Back seat driving!!
Not helping with the driving
arguing
too hot or too cold
talking
not wanting to see what I want to see.
Obnoxious
people farting
Smoking
People talking constantly while I'm trying to drive
Are we there yet, how much longer
Smoking
Being on the phone majority of the time
people smoking
not knowing where we're at
People that use essential oils in the vehicle
My brother ('s) getting car sickness, and siblings fighting
not watching the beauty of the earth
people yelling at me in the car
not liking the music I play in the car
Traffic
no conversation
Kids getting sick

Ketchum Road Trips

US_nat Sample: 1st - 4th June 2018



HKRq5. Other road trip snack habits

other people driving
Wife packs them prior
Travel alone pack snacks and stop along the way

Ketchum Road Trips

US_nat Sample: 1st - 4th June 2018



HKRq6. Other challenges of finding snacks for a road trip

What ever tempts my tastebuds at the time
Finding ones that will help and not aggravate motion sickness
cost is a major drainer
Nutritional
low calorie high protein
healthy
Healthy but transportable
Non-perishable
Picking snacks that others will like, too if I'm unsure.
I look for good nutrition in road snacks
fruit
Remembering them and having them available at home to take with me
snacks that are healthy
finding diet/low calorie offerings
Snacks that are healthy
I DO NOT SNACK
Finding healthy and/or allergen free
Finding healthy snacks to take
Finding healthy snacks
healthy, calories
Finding snacks that travel well in a cooler.
finding healthy snacks
Healthy

Finding snacks that fit dietary needs (Gluten free, preservative free, low sugar, no artificial sweetener, preservative, color)
Snacks that are low-carb
Finding vegan, organic, non-GMO snacks
Low sodium.
Finding snacks that everyone enjoys
avoiding unhealthy snacks
What pleases us for the day
finding healthy, gluten-free snacks
Finding healthy snacks
less salty
Good nutrition
Healthy snacks
Finding snacks that aren't too costly
Finding gluten free snacks.
Healthy
Finding snacks that are healthy
energising
something i like
finding tasty healthy ones