



Winter Travel
Fieldwork Dates: 18th - 21st October 2019

Conducted by YouGov
On behalf of YouGov RealTime

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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 1276 adults. Fieldwork was undertaken between 18th - 21st October 2019. 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.

YouGov RealTime

Winter Travel

US_nat_int Sample: 18th - 21st October 2019



Total	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
	A	B	C	D	E	F	G	H	I	J	K	L	M	N

rw_q1. How many separate leisure trips (i.e., any trip not for business or work) do you plan to take this winter (i.e., from December to February)?

Unweighted base	1276	568	708	37	390	337	437	75	-	-	230	256	488	302	885
Base: All US Adults	1276	627	649	46	401	321	426	82	-	-	227	268	480	301	848
None	49%	46%	52%	38% *	37%	51%	56%	70% D	-	-	51%	58% LM	46%	44%	51% Q
1	22%	24%	20%	42% D.E.F.G*	21%	19%	24% G	9% *	-	-	19%	22%	23%	20%	23%
2	11%	12%	10%	2% *	16% C.F	11%	8% G	12% *	-	-	11%	7%	11%	15% K	11%
3	5%	6%	4%	4% *	7% F	4%	4%	1% *	-	-	5%	5%	5%	5%	5%
4	2%	2%	3%	5% *	3%	2%	1%	-	-	-	1%	2%	3%	2%	1%
5 or more trips	2%	3%	2%	4% *	5% E.F	2%	1%	-	-	-	3%	1%	2%	4%	2%
Don't know	9%	8%	10%	5% *	10%	11% F	7%	8% *	-	-	10% K	5% K	10% K	10% K	7% K

rw_q2. Approximately how much do you expect to spend, in total, on leisure travel this winter?

Unweighted base	662	320	342	22	245	170	199	26	-	-	109	112	273	168	435
Base: All US Adults planning to take at least one leisure trip this winter	649	338	311	29	251	158	188	25	-	-	110	113	257	169	415
\$100 or less	14%	11%	18%	22% A	17% F	17% F	8% F	11% F	-	-	18% *	11%	15% *	13%	12%
\$101 to \$200	9%	8%	10%	17% **	9% **	9% **	9% **	6% **	-	-	8% *	7%	12% *	6%	9%
\$201 to \$300	11%	9%	13%	8% **	14% **	9% **	10% **	13% **	-	-	8% *	10%	12% *	13%	11%
\$301 to \$400	10%	9%	11%	14% **	11% **	12% **	7% **	6% **	-	-	14% *	7%	10% *	11%	11%
\$401 to \$500	12%	15% B	9%	4% **	12% **	11% **	14% **	11% **	-	-	8% *	12% *	12% *	16%	12%
\$501 to \$600	10%	11%	9%	7% **	12% **	7% **	10% **	11% **	-	-	6% *	15% J.M	12% M	6%	10%
\$601 to \$700	5%	8% B	3%	5% **	6% **	6% **	4% **	9% **	-	-	7% *	6% *	3% *	8%	5%
\$701 to \$800	3%	3%	4%	3% **	4% **	6% F	1% F	-	-	-	5% *	6% L	1% L	4%	3%
\$801 to \$900	2%	3%	2%	3% **	3% **	1% **	3% **	-	-	-	3% *	3% *	1% *	3%	2%
\$901 to \$1000	5%	5%	6%	6% **	4% **	5% **	6% **	11% **	-	-	7% *	4% *	6% *	4%	6%
More than \$1000	17%	19%	14%	10% **	8% **	18% D	28% D.E	22% **	-	-	17% *	19% *	16% *	17% *	19% P

rw_q3. Which, if any, of the following types of trips do you plan to take this winter? Please select all that apply.

Unweighted base	662	320	342	22	245	170	199	26	-	-	109	112	273	168	435
Base: All US Adults planning to take at least one leisure trip this winter	649	338	311	29	251	158	188	25	-	-	110	113	257	169	415
Family trip (i.e., visiting relatives)	36%	33%	41%	41% **	33% **	35% **	39% **	54% **	-	-	25% *	38% J	42% J	34% P	39% P
Ski/Snow trip	6%	6%	6%	3% **	7% **	8% **	4% **	4% **	-	-	8% *	3% *	4% *	8%	7%
Beach trip	15%	15%	15%	10% **	18% **	14% **	15% **	4% **	-	-	14% *	13% *	13% *	20% *	15% *

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Winter Travel

US_nat_int Sample: 18th - 21st October 2019



Total	Race			Education				Marital Status						
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

rw_q1. How many separate leisure trips (i.e., any trip not for business or work) do you plan to take this winter (i.e., from December to February)?

Unweighted base	1276	145	161	85	443	435	249	149	599	23	94	45	761	300	123
Base: All US Adults	1276	150	193	85	511	399	235	132	592	25	88	45	750	306	127
None	49%	47%	46%	39%*	60%	48%	39%	28%	46%	44%	51%	27%	46%	51%	62%
				*	S.T.U	T.U	U		Y	**	Y*	*	Y	Y	V.Y.Z*
1	22%	17%	17%	24%*	16%	23%	24%	35%	23%	24%	22%	19%	23%	21%	19%
				*		R	R	R.S.T	**	**	*	*	*	*	*
2	11%	11%	8%	17%*	5%	10%	21%	20%	12%	8%	9%	17%	12%	11%	7%
				*		R	R.S	R.S	**	**	*	*	*	*	*
3	5%	3%	7%	6%*	5%	4%	4%	6%	5%	13%	9%	10%	6%	3%	5%
				*					**	**	AA*	AA*	V		*
4	2%	3%	4%	2%*	1%	3%	1%	4%	3%	-	1%	8%	3%	1%	-
				*		R		R	**	**	*	AA,AB*			*
5 or more trips	2%	3%	5%	3%*	3%	2%	2%	2%	3%	3%	2%	2%	3%	3%	1%
				*					**	**	*	*	*	*	*
Don't know	9%	16%	12%	9%*	10%	9%	8%	6%	8%	8%	6%	17%	8%	11%	7%
				*					**	**	*	*	*	*	*

rw_q2. Approximately how much do you expect to spend, in total, on leisure travel this winter?

Unweighted base	662	81	95	51	174	225	154	109	328	11	45	33	417	151	49
Base: All US Adults planning to take at least one leisure trip this winter	649	80	103	52	204	209	143	95	318	14	43	33	408	151	48
\$100 or less	14%	19%	20%	11%*	24%	14%	9%	5%	10%	6%	9%	17%	10%	22%	10%
				*	S.T.U	U			**	**	*	**		V.Z	*
\$101 to \$200	9%	12%	10%	2%*	8%	12%	10%	3%	8%	25%	11%	13%	9%	12%	4%
				*		U	U		**	**	*	**		*	*
\$201 to \$300	11%	13%	13%	9%*	13%	9%	11%	11%	10%	12%	12%	14%	10%	14%	13%
				*					**	**	*	**		*	*
\$301 to \$400	10%	10%	6%	9%*	11%	12%	8%	7%	11%	7%	13%	12%	11%	8%	4%
				*					**	**	*	**		*	*
\$401 to \$500	12%	11%	18%	7%*	10%	13%	14%	13%	11%	27%	15%	7%	12%	10%	22%
				*					**	**	*	**		AA*	*
\$501 to \$600	10%	14%	7%	9%*	8%	11%	9%	14%	8%	5%	10%	25%	9%	10%	14%
				*					**	**	*	**	V	*	*
\$601 to \$700	5%	7%	7%	8%*	6%	5%	5%	5%	7%	-	4%	-	6%	4%	2%
				*					**	**	*	**		*	*
\$701 to \$800	3%	1%	3%	7%*	0%	3%	5%	7%	4%	-	6%	-	4%	3%	-
				*			R	R	**	**	*	**		*	*
\$801 to \$900	2%	-	2%	4%*	1%	4%	2%	0%	2%	-	-	-	2%	4%	2%
				*					**	**	*	**		*	*
\$901 to \$1000	5%	2%	7%	5%*	4%	4%	6%	9%	6%	6%	4%	-	5%	6%	5%
				*					**	**	*	**		*	*
More than \$1000	17%	11%	6%	28%*	13%	13%	22%	26%	23%	13%	16%	12%	21%	7%	24%
				O.P*			S	R.S	AA	**	*	**	AA		AA*

rw_q3. Which, if any, of the following types of trips do you plan to take this winter? Please select all that apply.

Unweighted base	662	81	95	51	174	225	154	109	328	11	45	33	417	151	49
Base: All US Adults planning to take at least one leisure trip this winter	649	80	103	52	204	209	143	95	318	14	43	33	408	151	48
Family trip (i.e., visiting relatives)	36%	39%	26%	32%*	26%	44%	34%	46%	40%	5%	33%	47%	38%	29%	40%
				*		R		R.T	AA	**	*	**		*	*
Ski/Snow trip	6%	2%	4%	9%*	3%	6%	9%	8%	7%	**	2%	-	6%	5%	7%
				*			R		**	**	*	**		*	*
Beach trip	15%	9%	20%	16%*	16%	13%	17%	15%	17%	7%	21%	21%	18%	7%	13%

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Winter Travel

US_nat_int Sample: 18th - 21st October 2019



Total	Parent or guardian of any children				Income									
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban
	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP

rw_q1. How many separate leisure trips (i.e., any trip not for business or work) do you plan to take this winter (i.e., from December to February)?

Unweighted base	1276	50	18	6	18	292	438	667	553	56	441	371	280	184	398
Base: All US Adults	1276	51	18	5	19	282	425	646	563	67	450	376	265	185	404
None	49%	66%	36%	38%	40%	43%	55%	51%	48%	43%	60%	48%	34%	46%	46%
		V,Y,Z*	**	**	**		AG,AI,AJ	AG	*	*	AM,AN,AO	AN		AN	
1	22%	18%	21%	37%	-	22%	20%	20%	25%	8%	15%	23%	32%	20%	21%
		*	**	**	**		AK	AK	*	*	AL	AL,AM,AO			
2	11%	7%	19%	-	8%	16%	11%	12%	10%	9%	8%	10%	19%	9%	13%
		*	**	**	**		AI,AJ	*	*	*		AL,AM,AO			
3	5%	2%	-	8%	20%	4%	6%	5%	4%	8%	4%	6%	6%	3%	5%
		*	**	**	**			*	*	*					
4	2%	-	-	-	14%	2%	2%	2%	2%	5%	1%	4%	2%	2%	3%
		*	**	**	**			*	*	*	AL				
5 or more trips	2%	-	-	-	3%	5%	1%	3%	2%	7%	2%	3%	3%	2%	3%
		*	**	**	**		AH,AI,AJ	AH		AH,AJ*					
Don't know	9%	7%	24%	17%	15%	8%	6%	7%	10%	18%	10%	6%	4%	18%	10%
		*	**	**	**					AG,AH,AI*	AN			AL,AM,AN	

rw_q2. Approximately how much do you expect to spend, in total, on leisure travel this winter?

Unweighted base	662	18	11	4	12	164	205	333	296	33	177	195	188	102	227
Base: All US Adults planning to take at least one leisure trip this winter	649	17	11	3	11	161	192	319	293	38	180	195	175	100	220
\$100 or less	14%	27%	19%	59%	35%	11%	7%	9%	17%	37%	23%	8%	6%	25%	13%
		**	**	**	**			AH	AH,AI	**	AM,AN			AM,AN*	
\$101 to \$200	9%	-	-	-	10%	8%	9%	9%	10%	2%	13%	9%	6%	9%	9%
		**	**	**	**					**	AN			*	
\$201 to \$300	11%	11%	13%	-	-	11%	8%	9%	14%	3%	16%	12%	8%	8%	11%
		**	**	**	**				AH	**	AN			*	
\$301 to \$400	10%	5%	16%	-	15%	13%	8%	10%	10%	9%	9%	13%	8%	9%	12%
		**	**	**	**					**				*	
\$401 to \$500	12%	20%	26%	-	-	13%	14%	14%	10%	15%	15%	13%	12%	6%	13%
		**	**	**	**					**	AO			*	
\$501 to \$600	10%	10%	20%	-	5%	11%	12%	11%	10%	6%	9%	12%	9%	9%	10%
		**	**	**	**					**				*	
\$601 to \$700	5%	5%	-	41%	26%	6%	5%	5%	6%	6%	4%	9%	6%	2%	8%
		**	**	**	**					**	AO			*	
\$701 to \$800	3%	-	-	-	-	8%	3%	4%	2%	3%	2%	3%	5%	4%	5%
		**	**	**	**		AH,AI,AJ	**	**	**				*	
\$801 to \$900	2%	-	7%	-	-	1%	2%	2%	3%	2%	1%	2%	1%	5%	2%
		**	**	**	**					**				AL*	
\$901 to \$1000	5%	12%	-	-	-	4%	7%	6%	5%	3%	4%	5%	6%	6%	3%
		**	**	**	**					**				*	
More than \$1000	17%	10%	-	-	9%	14%	27%	21%	12%	14%	4%	14%	33%	16%	14%
		**	**	**	**		AG,AI,AJ	AG,AJ		**	AL	AL,AM,AO		AL*	

rw_q3. Which, if any, of the following types of trips do you plan to take this winter? Please select all that apply.

Unweighted base	662	18	11	4	12	164	205	333	296	33	177	195	188	102	227
Base: All US Adults planning to take at least one leisure trip this winter	649	17	11	3	11	161	192	319	293	38	180	195	175	100	220
Family trip (i.e., visiting relatives)	36%	50%	11%	28%	60%	38%	42%	38%	37%	14%	33%	43%	37%	27%	40%
		**	**	**	**					**	AO			*	
Ski/Snow trip	6%	6%	15%	-	7%	8%	5%	7%	5%	5%	3%	4%	12%	5%	6%
		**	**	**	**					**		AL,AM		*	
Beach trip	15%	27%	9%	31%	30%	17%	22%	19%	12%	9%	11%	19%	17%	13%	17%

YouGov RealTime
Winter Travel

US_nat_int Sample: 18th - 21st October 2019



Total	Type of Area Lived in		
	Suburban/ Town	Rural	Other
	AQ	AR	AS

rw_q1. How many separate leisure trips (i.e., any trip not for business or work) do you plan to take this winter (i.e., from December to February)?

	Unweighted base	645	230	3
Base: All US Adults	1276	648	221	3
None	49%	48%	59%	72%
			AP,AQ	**
1	22%	23%	18%	-
				**
2	11%	10%	10%	28%
				**
3	5%	5%	5%	-
				**
4	2%	2%	2%	-
				**
5 or more trips	2%	3%	1%	-
				**
Don't know	9%	10%	6%	-
				**

rw_q2. Approximately how much do you expect to spend, in total, on leisure travel this winter?

	Unweighted base	338	96	1
Base: All US Adults planning to take at least one leisure trip this winter	662	337	91	1
\$100 or less	14%	15%	14%	-
			*	**
\$101 to \$200	9%	10%	8%	-
			*	**
\$201 to \$300	11%	10%	15%	-
			*	**
\$301 to \$400	10%	9%	12%	-
			*	**
\$401 to \$500	12%	13%	9%	-
			*	**
\$501 to \$600	10%	10%	9%	-
			*	**
\$601 to \$700	5%	5%	3%	-
			*	**
\$701 to \$800	3%	3%	1%	-
			*	**
\$801 to \$900	2%	3%	1%	-
			*	**
\$901 to \$1000	5%	6%	9%	100%
			AP*	**
More than \$1000	17%	18%	18%	-
			*	**

rw_q3. Which, if any, of the following types of trips do you plan to take this winter? Please select all that apply.

	Unweighted base	338	96	1
Base: All US Adults planning to take at least one leisure trip this winter	662	337	91	1
Family trip (i.e., visiting relatives)	36%	35%	34%	100%
			*	**
Ski/Snow trip	6%	6%	5%	-
			*	**
Beach trip	15%	14%	17%	-

YouGov RealTime
Winter Travel

US_nat_int Sample: 18th - 21st October 2019



	Total	Gender		Generation						Region				
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West
				**				**	**	**	*			
City trip	11%	13%	10%	17%	15%	10%	8%	9%	-	-	19%	10%	10%	14%
			**	F				**	**	**	L*			P
Cruise	6%	8%	4%	3%	8%	6%	5%	6%	-	-	6%	2%	10%	5%
			**	**				**	**	**	*		K.M	
Camping trip	9%	11%	6%	15%	12%	6%	6%	7%	-	-	3%	7%	9%	7%
		B	**	**				**	**	**	*		J	
Road trip	23%	25%	22%	16%	20%	24%	30%	10%	-	-	20%	26%	21%	25%
			**	**		D		**	**	**	*			
Staycation	10%	9%	10%	7%	13%	11%	5%	5%	-	-	14%	11%	10%	9%
			**	F		F		**	**	**	M*	M		
Volunteer trip	5%	5%	5%	15%	8%	3%	2%	3%	-	-	7%	6%	4%	3%
			**	F				**	**	**	*			
An international trip	9%	10%	8%	10%	11%	6%	9%	9%	-	-	7%	5%	9%	8%
			**	**				**	**	**	*		K	
A domestic trip	17%	17%	17%	14%	16%	21%	16%	19%	-	-	17%	21%	18%	19%
			**	**				**	**	**	*			
Theme park	7%	7%	6%	7%	11%	8%	1%	-	-	-	4%	8%	8%	5%
			**	F		F		**	**	**	*			
A train trip	4%	3%	5%	-	6%	3%	2%	3%	-	-	5%	4%	4%	3%
			**	**				**	**	**	*			
A sailing trip	4%	5%	3%	-	8%	3%	0%	-	-	-	5%	6%	4%	3%
			**	F		F		**	**	**	*			
A hunting trip	5%	8%	3%	11%	9%	3%	2%	-	-	-	5%	5%	8%	4%
		B	**	E.F				**	**	**	*		M	
A sporting event	7%	9%	4%	5%	7%	6%	7%	6%	-	-	8%	5%	6%	7%
		B	**	**				**	**	**	*			
A concert or festival	9%	11%	7%	13%	10%	10%	6%	3%	-	-	11%	8%	8%	7%
			**	**				**	**	**	*			
Other	4%	4%	3%	-	0%	5%	7%	8%	-	-	4%	5%	3%	5%
			**	**	D	D		**	**	**	*			
Don't know	12%	13%	12%	15%	15%	13%	7%	7%	-	-	18%	6%	13%	9%
			**	F				**	**	**	K*			

rrw_q4. Whom do you plan to take trips with this winter? Please select all that apply.

Unweighted base	662	320	342	22	245	170	199	26	-	-	109	112	273	168	435
Base: All US Adults planning to take at least one leisure trip this winter	649	338	311	29	251	158	188	25	-	-	110	113	257	169	415
Family members	43%	38%	48%	66%	40%	47%	41%	31%	-	-	42%	46%	43%	40%	42%
		A	**	**				**	**	**	*				
Friends	17%	18%	15%	13%	21%	22%	10%	-	-	-	22%	16%	15%	17%	16%
			**	F		F		**	**	**	*				
My partner	39%	43%	34%	16%	39%	33%	44%	61%	-	-	35%	40%	39%	41%	46%
		B	**	**		E		**	**	**	*			O.P.Q	
Pet(s)	10%	11%	8%	-	13%	9%	7%	11%	-	-	9%	7%	11%	10%	10%
			**	F				**	**	**	*				
Social group	5%	7%	3%	15%	9%	4%	1%	-	-	-	8%	5%	2%	8%	3%
		B	**	**	F			**	**	**	L*			L	
Church group	5%	5%	5%	3%	8%	2%	3%	4%	-	-	5%	4%	7%	2%	3%
			**	E.F				**	**	**	*				
People I don't know (i.e., a group tour or volunteer trip)	5%	7%	3%	16%	9%	3%	1%	-	-	-	4%	7%	6%	3%	3%
		B	**	**	E.F			**	**	**	*				
I plan to take at least one trip by myself	15%	14%	17%	12%	16%	15%	15%	14%	-	-	16%	16%	16%	13%	16%
			**	**				**	**	**	*				
Other	1%	2%	1%	3%	0%	1%	2%	7%	-	-	1%	2%	1%	2%	2%
			**	**				**	**	**	*				

YouGov RealTime
Winter Travel

US_nat_int Sample: 18th - 21st October 2019



	Total	Race			Education				Marital Status						
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
		*	*	*					AA	**	AA*	**	AA		*
City trip	11%	9%	5%	10%	9%	10%	15%	16%	12%	-	7%	12%	11%	15%	6%
Cruise	6%	6%	13%	4%	7%	5%	5%	10%	6%	18%	11%	2%	7%	7%	2%
Camping trip	9%	13%	11%	9%	9%	11%	9%	3%	8%	7%	4%	30%	9%	9%	8%
Road trip	23%	21%	22%	19%	17%	28%	25%	24%	26%	7%	22%	20%	25%	21%	28%
Staycation	10%	9%	11%	9%	9%	11%	9%	7%	7%	-	22%	9%	9%	9%	10%
Volunteer trip	5%	6%	13%	5%	3%	6%	4%	7%	5%	23%	7%	16%	6%	3%	-
An international trip	9%	14%	7%	17%	6%	8%	12%	14%	10%	12%	4%	16%	10%	8%	7%
A domestic trip	17%	20%	10%	13%	10%	16%	26%	23%	20%	6%	25%	32%	21%	13%	15%
Theme park	7%	10%	10%	5%	7%	8%	8%	2%	5%	-	11%	21%	7%	8%	4%
A train trip	4%	7%	4%	4%	2%	4%	4%	8%	4%	27%	10%	4%	5%	1%	5%
A sailing trip	4%	6%	4%	2%	4%	4%	3%	5%	3%	6%	5%	11%	4%	2%	5%
A hunting trip	5%	8%	9%	9%	7%	7%	4%	1%	2%	-	10%	19%	4%	8%	2%
A sporting event	7%	5%	7%	2%	5%	7%	6%	11%	8%	18%	5%	8%	8%	7%	2%
A concert or festival	9%	3%	18%	13%	9%	9%	8%	9%	8%	-	8%	8%	8%	10%	17%
Other	4%	1%	2%	2%	3%	4%	5%	3%	5%	-	-	2%	4%	3%	6%
Don't know	12%	20%	17%	16%	21%	8%	10%	6%	9%	6%	9%	20%	10%	18%	10%
		N*	N*	*	S.T.U					**	*	**	V.Z	*	

rrw_q4. Whom do you plan to take trips with this winter? Please select all that apply.

	Unweighted base	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Base: All US Adults planning to take at least one leisure trip this winter	662	81	95	51	174	225	154	109	328	11	45	33	417	151	49
Family members	43%	38%	47%	44%	38%	46%	43%	46%	43%	6%	45%	47%	42%	41%	49%
Friends	17%	22%	13%	25%	16%	17%	20%	13%	13%	12%	11%	38%	15%	22%	20%
My partner	39%	28%	30%	21%	36%	38%	40%	44%	54%	88%	51%	29%	53%	13%	13%
Pet(s)	10%	7%	8%	14%	8%	12%	10%	8%	9%	7%	11%	11%	9%	9%	12%
Social group	5%	11%	9%	6%	6%	5%	5%	3%	5%	-	2%	8%	5%	5%	2%
Church group	5%	6%	12%	2%	5%	7%	1%	4%	4%	24%	7%	3%	5%	4%	6%
People I don't know (i.e., a group tour or volunteer trip)	5%	9%	11%	6%	6%	7%	3%	1%	3%	33%	5%	12%	5%	5%	4%
I plan to take at least one trip by myself	15%	20%	11%	15%	9%	19%	17%	18%	9%	-	16%	26%	11%	22%	26%
Other	1%	1%	-	-	2%	1%	1%	2%	2%	-	2%	-	2%	1%	-
		*	*	*						**	*	**	V.Z	*	

YouGov RealTime
Winter Travel

US_nat_int Sample: 18th - 21st October 2019



	Total	Parent or guardian of any children				Income					Urban				
		Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say		Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say
		**	**	**	**		AJ	AJ		**				*	
City trip	11%	9%	8%	-	30%	13%	8%	10%	14%	2%	7%	12%	18%	7%	15%
		**	**	**	**					**		AL.AO	*	AR	
Cruise	6%	-	-	29%	24%	10%	6%	8%	5%	8%	5%	7%	9%	4%	7%
		**	**	**	**				AJ	**			*	*	
Camping trip	9%	6%	-	-	-	9%	7%	8%	10%	5%	9%	13%	6%	4%	10%
		**	**	**	**					**		AN.AO	*	*	
Road trip	23%	9%	18%	-	17%	19%	25%	22%	25%	13%	22%	28%	23%	17%	21%
		**	**	**	**					**			*	*	
Staycation	10%	10%	35%	31%	7%	11%	10%	9%	10%	11%	8%	11%	10%	9%	14%
		**	**	**	**					**			*	AQ	
Volunteer trip	5%	-	-	-	9%	5%	2%	4%	6%	11%	4%	5%	4%	7%	3%
		**	**	**	**				AH	**			*	*	
An international trip	9%	6%	8%	12%	23%	10%	9%	10%	8%	7%	5%	7%	18%	7%	9%
		**	**	**	**					**			AL.AM.AO	*	*
A domestic trip	17%	5%	7%	-	-	21%	16%	18%	18%	7%	12%	18%	23%	17%	19%
		**	**	**	**					**			AL	*	*
Theme park	7%	-	20%	12%	-	11%	4%	7%	6%	7%	7%	6%	10%	3%	8%
		**	**	**	**		AH			**			AO	*	*
A train trip	4%	-	-	-	5%	5%	4%	4%	2%	12%	4%	5%	3%	3%	5%
		**	**	**	**					**			*	*	
A sailing trip	4%	-	20%	-	25%	6%	3%	4%	4%	3%	2%	5%	6%	1%	6%
		**	**	**	**					**			*	AR	
A hunting trip	5%	5%	31%	-	7%	8%	3%	5%	6%	3%	8%	4%	5%	4%	5%
		**	**	**	**		AH			**			*	*	
A sporting event	7%	-	-	-	-	12%	8%	9%	4%	6%	3%	8%	11%	3%	8%
		**	**	**	**		AJ		AJ	**		AL	AL.AO	*	*
A concert or festival	9%	-	7%	-	17%	12%	7%	10%	8%	6%	9%	8%	10%	8%	9%
		**	**	**	**					**			*	*	
Other	4%	5%	8%	-	-	1%	7%	5%	3%	-	3%	4%	4%	3%	3%
		**	**	**	**		AG	AG		**			*	*	
Don't know	12%	10%	19%	-	15%	8%	5%	7%	14%	40%	17%	6%	6%	27%	12%
		**	**	**	**				AH.AI	**	AM.AN		*	AM.AN*	

rrw_q4. Whom do you plan to take trips with this winter? Please select all that apply.

	Unweighted base	18	11	4	12	164	205	333	296	33	177	195	188	102	227
Base: All US Adults planning to take at least one leisure trip this winter	662	17	11	3	11	161	192	319	293	38	180	195	175	100	220
Family members	43%	53%	31%	28%	55%	56%	47%	50%	37%	27%	38%	41%	50%	40%	45%
		**	**	**	**		AJ	AJ		**			AL	*	*
Friends	17%	-	7%	59%	26%	19%	14%	16%	18%	9%	11%	19%	21%	15%	22%
		**	**	**	**					**		AL	AL	*	AR
My partner	39%	11%	44%	28%	29%	47%	44%	45%	34%	27%	29%	45%	46%	33%	38%
		**	**	**	**		AJ	AJ	AJ	**		AL	AL.AO	*	*
Pet(s)	10%	11%	26%	-	7%	15%	6%	10%	10%	5%	6%	12%	10%	9%	12%
		**	**	**	**		AH	AH		**			*	*	
Social group	5%	6%	7%	-	31%	6%	5%	6%	4%	11%	4%	8%	5%	3%	7%
		**	**	**	**					**			*	*	
Church group	5%	5%	-	28%	15%	9%	5%	7%	2%	10%	6%	5%	4%	3%	10%
		**	**	**	**		AJ	AJ		**			*	AQ.AR	
People I don't know (i.e., a group tour or volunteer trip)	5%	6%	20%	-	7%	6%	2%	4%	5%	16%	8%	4%	5%	1%	7%
		**	**	**	**		AH	AH		**	AO		*	*	
I plan to take at least one trip by myself	15%	25%	22%	41%	14%	12%	14%	14%	18%	11%	17%	19%	13%	11%	15%
		**	**	**	**					**			*	*	
Other	1%	6%	-	-	8%	1%	2%	2%	1%	2%	2%	2%	1%	1%	-
		**	**	**	**					**			*	*	

YouGov RealTime
Winter Travel

US_nat_int Sample: 18th - 21st October 2019



	Total	Type of Area Lived in		
		Suburban/ Town	Rural	Other
			*	**
City trip	11%	11%	5%	-
			*	**
Cruise	6%	7%	2%	-
			*	**
Camping trip	9%	8%	10%	-
			*	**
Road trip	23%	22%	33%	100%
			AP,AQ†	**
Staycation	10%	7%	9%	-
			*	**
Volunteer trip	5%	6%	4%	-
			*	**
An international trip	9%	10%	7%	-
			*	**
A domestic trip	17%	15%	20%	-
			*	**
Theme park	7%	6%	5%	-
			*	**
A train trip	4%	3%	3%	100%
			*	**
A sailing trip	4%	3%	1%	-
			*	**
A hunting trip	5%	5%	10%	-
			*	**
A sporting event	7%	6%	6%	-
			*	**
A concert or festival	9%	9%	8%	-
			*	**
Other	4%	4%	5%	-
			*	**
Don't know	12%	14%	8%	-
			*	**

rrw_q4. Whom do you plan to take trips with this winter? Please select all that apply.

	Unweighted base	662	338	96	7
Base: All US Adults planning to take at least one leisure trip this winter		649	337	91	7
Family members	43%	41%	43%	43%	-
				*	**
Friends	17%	15%	11%	11%	-
				*	**
My partner	39%	37%	48%	48%	100%
				*	**
Pet(s)	10%	9%	6%	6%	-
				*	**
Social group	5%	4%	7%	7%	-
				*	**
Church group	5%	3%	2%	2%	-
				*	**
People I don't know (i.e., a group tour or volunteer trip)	5%	4%	5%	5%	-
				*	**
I plan to take at least one trip by myself	15%	16%	16%	16%	-
				*	**
Other	1%	2%	1%	1%	-
				AP	**

YouGov RealTime
Winter Travel

US_nat_int Sample: 18th - 21st October 2019



Total	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Don't know	11%													
	12%	11%	8% **	15% F	14% F	5%	4% **	- **	- **	14% K*	5%	13% K	11%	8%

rw_q5. How does your outlook on the US economy impact your likelihood to travel this winter?

Unweighted base	1276	568	708	37	390	337	437	75	-	-	230	256	488	302	885
Base: All US Adults	1276	627	649	46	401	321	426	82	-	-	227	268	480	301	848
I am much more likely to travel	10%	12% B	8%	2% *	15% C,E,F	7%	8%	7% *	- **	- **	8%	7%	11%	11%	8%
I am somewhat more likely to travel	7%	9% B	5%	2% *	10% F,G	7%	6%	1% *	- **	- **	7%	5%	7%	8%	6%
I am no more or less likely to travel	45%	46%	43%	53% *	38%	41%	51%	53% D,E	- **	- **	43%	49%	42%	46%	51% O,P
I am somewhat less likely to travel	6%	7%	5%	10% G*	6%	8%	5%	1% *	- **	- **	5%	5%	6%	7%	5%
I am much less likely to travel	13%	10%	17%	5% A	10%	16%	16% D	12% *	- **	- **	15%	13%	14%	13%	12%
Don't know	20%	16%	23% A	27% *	21% F	21%	15%	25% *	- **	- **	22%	21%	20%	15%	18%

When booking each of the following things, do you MOST prefer to book it online, by phone, in person, or by using a travel agent/advisor? Please select one option in each row.

rw_q6_1. Flights

Unweighted base	1276	568	708	37	390	337	437	75	-	-	230	256	488	302	885
Base: All US Adults	1276	627	649	46	401	321	426	82	-	-	227	268	480	301	848
I prefer to book this online myself through a travel site	31%	32%	29%	25% *	38% F,G	31% G	27%	18% *	- **	- **	26%	26%	30%	38% J,K,L	29%
I prefer to book this online myself directly through the company's website	26%	28%	24%	20% *	24%	29%	26%	32% *	- **	- **	25%	24%	27%	28%	27%
I prefer to book this by phone myself	5%	5%	5%	6% *	3%	3%	6%	11% D,E*	- **	- **	6%	5%	5%	4%	5%
I prefer to book this in person myself	2%	3%	2%	7% F*	4%	2%	1%	3% *	- **	- **	2%	2%	3%	2%	3%
I prefer to book this through a travel agent	3%	3%	4%	3% *	3%	2%	4%	8% E*	- **	- **	3%	4%	3%	3%	4%
Don't know	8%	7%	9%	9% *	7%	7%	10%	8% *	- **	- **	8%	11% M	9%	5%	8% Q
Not applicable - This isn't part of my trip/someone else I travel with handles this	24%	22%	27%	30% *	21%	27%	26%	21% *	- **	- **	30% M	28% M	23%	20%	25%

rw_q6_2. Hotels or Accommodation

Unweighted base	1276	568	708	37	390	337	437	75	-	-	230	256	488	302	885
Base: All US Adults	1276	627	649	46	401	321	426	82	-	-	227	268	480	301	848
I prefer to book this online myself through a travel site	27%	26%	27%	13% *	29% C	32% C,F,G	23%	18% *	- **	- **	25%	24%	27%	30%	27%
I prefer to book this online myself directly through the company's website	25%	28%	23%	15% *	23%	26%	26%	29% *	- **	- **	23%	25%	27%	24%	28% O
I prefer to book this by phone myself	10%	10%	11%	6% *	7%	6%	15%	18% D,E	- **	- **	8%	10%	10%	14%	10%
I prefer to book this in person myself	5%	6%	5%	12% *	6%	5%	5%	3% *	- **	- **	6%	5%	4%	7%	4%
I prefer to book this through a travel agent	3%	3%	3%	- *	5%	2%	3%	5% *	- **	- **	4%	2%	4%	3%	3%
Don't know	8%	8%	9%	12% *	10%	8%	7%	7% *	- **	- **	6%	13% J,M	9% M	5%	8%

YouGov RealTime
Winter Travel

US_nat_int Sample: 18th - 21st October 2019



Total	Race			Education				Marital Status							
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	
Don't know	11%														
	23% N*	17% N*	13% *	19% S.T.U	10%	6%	6%	7%	27% **	10% *	13% **	9%	17% V.Z	12% *	

rw_q5. How does your outlook on the US economy impact your likelihood to travel this winter?

Unweighted base	1276	145	161	85	443	435	249	149	599	23	94	45	761	300	123
Base: All US Adults	1276	150	193	85	511	399	235	132	592	25	88	45	750	306	127
I am much more likely to travel	10%	11%	14%	12%	7%	12%	12%	9%	11%	18% **	7% *	10% *	11%	7%	13% *
I am somewhat more likely to travel	7%	11%	10%	4% *	8%	7%	5%	7%	8%	7% **	7% *	4% *	7%	7%	3% *
I am no more or less likely to travel	45%	30%	31%	41% *	38%	45%	51%	60%	48%	54% **	48% *	45% *	48%	42%	41% *
I am somewhat less likely to travel	6%	8%	5%	11% *	3%	7%	8%	11%	5%	4% **	7% *	8% *	5%	9%	4% *
I am much less likely to travel	13%	19%	16%	13% *	18%	12%	11%	6%	12%	10% **	15% Y*	2% *	12% Y	14% Y	19% Y*
Don't know	20%	21%	24%	19% *	27% S.T.U	17% U	14%	8%	17%	7% **	16% *	31% V.Z*	17%	22%	21% *

When booking each of the following things, do you MOST prefer to book it online, by phone, in person, or by using a travel agent/advisor? Please select one option in each row.

rw_q6_1. Flights

Unweighted base	1276	145	161	85	443	435	249	149	599	23	94	45	761	300	123
Base: All US Adults	1276	150	193	85	511	399	235	132	592	25	88	45	750	306	127
I prefer to book this online myself through a travel site	31%	30%	34%	39% *	23%	31%	40%	41%	32%	27% **	37% AC*	29% *	32% AC	31%	29% *
I prefer to book this online myself directly through the company's website	26%	23%	25%	26% *	18%	27%	34%	40%	26%	21% **	23% *	36% *	26%	24%	31% *
I prefer to book this by phone myself	5%	5%	5%	7% *	5%	5%	6%	2%	6% AA	- **	2% *	4% *	5%	3%	5% *
I prefer to book this in person myself	2%	3%	1%	4% *	2%	3%	3%	2%	2%	15% **	4% *	- *	3%	2%	2% *
I prefer to book this through a travel agent	3%	2%	3%	3% *	1%	4%	7%	2%	4%	3% **	2% *	- *	3%	2%	5% *
Don't know	8%	13%	6%	2% *	13% S.T.U	7%	3%	3%	8%	10% **	7% *	9% *	8%	9%	5% *
Not applicable - This isn't part of my trip/someone else I travel with handles this	24%	24%	26%	19% *	37% S.T.U	22% T.U	8%	10%	22%	24% **	24% *	21% *	22%	29%	23% *

rw_q6_2. Hotels or Accomodation

Unweighted base	1276	145	161	85	443	435	249	149	599	23	94	45	761	300	123
Base: All US Adults	1276	150	193	85	511	399	235	132	592	25	88	45	750	306	127
I prefer to book this online myself through a travel site	27%	28%	20%	33% P*	16%	28%	39%	41%	28%	27% **	29% AC*	39% AC*	29% AC	25%	24% *
I prefer to book this online myself directly through the company's website	25%	17%	21%	20% *	17%	27%	33%	39%	28%	11% **	27% *	27% *	27%	23%	25% *
I prefer to book this by phone myself	10%	12%	13%	8% *	13% U	9%	9%	6%	12%	- **	9% *	9% *	11%	8%	11% *
I prefer to book this in person myself	5%	5%	8%	9% *	8% S.U	4%	4%	1%	5%	4% **	5% *	4% *	5%	4%	8% *
I prefer to book this through a travel agent	3%	6%	2%	5% *	2% S.T.U	4%	4%	4%	3%	15% **	1% *	- *	3%	4%	5% *
Don't know	8%	15% N.Q	9%	4% *	14% S.T.U	7% U	3%	2%	6%	17% **	15% V.Z.AB*	5% *	7% V	11% V	5% *

YouGov RealTime
Winter Travel

US_nat_int Sample: 18th - 21st October 2019



Total	Parent or guardian of any children				Income					Urban					
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say		Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	
Don't know	11%	16% **	19% **	- **	15% **	6%	4%	5%	13% AG,AH,AI	50% **	18% AM,AN	5%	5%	23% AM,AN*	10%

rw_q5. How does your outlook on the US economy impact your likelihood to travel this winter?

Unweighted base	1276	50	18	6	18	292	438	667	553	56	441	371	280	184	398
Base: All US Adults	1276	51	18	5	19	282	425	646	563	67	450	376	265	185	404
I am much more likely to travel	10%	7% *	4% **	59% **	- **	19% AH,AI,AJ	7%	11% AH,AJ	7%	14% *	7%	11%	15% AL,AO	6%	10%
I am somewhat more likely to travel	7%	- *	3% **	- **	22% **	9%	8%	8%	6%	1% *	6%	9% AN	4%	8%	9% AR
I am no more or less likely to travel	45%	35% *	44% **	18% **	32% **	37% AK	49% AG,AI,AK	45% AG,AK	47% AG,AK	19% *	38% AL,AO	51% AL	49% AL	41% AL	39% AQ
I am somewhat less likely to travel	6%	8% *	6% **	8% **	5% **	7%	5%	5%	7%	6% *	6%	5%	9%	5%	6%
I am much less likely to travel	13%	21% Y*	10% **	15% **	5% **	10%	14%	13%	14%	17% *	21% AM,AN,AO	11%	9%	7%	13%
Don't know	20%	30% V,Z*	34% **	- **	36% **	19%	17%	17%	19%	42% AG,AH,AI,AJ*	22% AM,AN	14%	14%	33% AL,AM,AN	23% AQ

When booking each of the following things, do you MOST prefer to book it online, by phone, in person, or by using a travel agent/advisor? Please select one option in each row.

rw_q6_1. Flights

Unweighted base	1276	50	18	6	18	292	438	667	553	56	441	371	280	184	398
Base: All US Adults	1276	51	18	5	19	282	425	646	563	67	450	376	265	185	404
I prefer to book this online myself through a travel site	31%	16% *	20% **	40% **	17% **	37% AH,AI,AK	26%	30% AH	33% AH,AK	18% *	24%	34% AL	41% AL,AO	26% AL	33% AR
I prefer to book this online myself directly through the company's website	26%	24% *	29% **	8% **	30% **	24% AK	28% AK	26% AK	27% AK	13% *	19% AL	29% AL,AO	35% AL,AO	24% AL	28% AQ
I prefer to book this by phone myself	5%	13% X,Z,AA*	7% **	- **	8% **	3% AG,AI,AJ	8% AG	6% AG	4% AG	6% *	6%	5%	4%	5%	5%
I prefer to book this in person myself	2%	- *	5% **	19% **	- **	2% AG,AI,AJ	2% AG	2% AG	2% AG	7% AH*	3% AN	2% AN	3% AN	1% AN	3% AQ
I prefer to book this through a travel agent	3%	6% *	- **	- **	4% **	2% AG,AI,AJ	4% AG	3% AG	3% AG	4% *	2% AN	4% AN	4% AN	4% AN	2% AQ
Don't know	8%	15% *	14% **	- **	8% **	8%	7%	8%	9%	7% *	11% AN	6% AN	5% AN	10% AN	5% AQ
Not applicable - This isn't part of my trip/someone else I travel with handles this	24%	27% *	24% **	33% **	32% **	24%	26%	25%	21%	45% AG,AH,AI,AJ*	35% AM,AN	19% AN	10% AN	31% AM,AN	25% AQ

rw_q6_2. Hotels or Accommodation

Unweighted base	1276	50	18	6	18	292	438	667	553	56	441	371	280	184	398
Base: All US Adults	1276	51	18	5	19	282	425	646	563	67	450	376	265	185	404
I prefer to book this online myself through a travel site	27%	12% *	30% **	18% **	25% **	30% AH,AI,AK	22% AK	25% AH,AK	31% AH,AI,AK	9% *	18% AL,AO	33% AL,AO	36% AL,AO	22% AL,AO	27% AQ
I prefer to book this online myself directly through the company's website	25%	22% *	20% **	- **	8% **	28% AK	28% AK	27% AK	25% AK	12% *	18% AL	28% AL,AM,AO	37% AL,AM,AO	21% AL,AM,AO	30% AQ
I prefer to book this by phone myself	10%	15% *	20% **	- **	4% **	10% AJ	15% AJ	13% AG,AJ	8% AG,AJ	5% *	13% AN,AO	10% AN,AO	9% AN,AO	8% AN,AO	9% AQ
I prefer to book this in person myself	5%	6% *	5% **	23% **	3% **	3% AJ	6% AJ	5% AJ	5% AJ	4% *	7% AN,AO	7% AN,AO	1% AN,AO	2% AN,AO	4% AQ
I prefer to book this through a travel agent	3%	2% *	- **	- **	10% **	2% AJ	3% AJ	3% AJ	3% AJ	7% *	4% AN,AO	2% AN,AO	3% AN,AO	4% AN,AO	2% AQ
Don't know	8%	17% V,Z,AB*	9% **	- **	13% **	10%	6%	8% AH	9% AH	8% *	11% AN	7% AN	5% AN	12% AN	6% AQ

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	Total	Type of Area Lived in		
		Suburban/ Town	Rural	Other
Don't know	11%	14%	6%	-
		AR	*	**

rrw_q5. How does your outlook on the US economy impact your likelihood to travel this winter?

	Unweighted base	645	230	3
	1276	648	221	3
Base: All US Adults	1276	648	221	3
I am much more likely to travel	10%	10%	8%	-
				**
I am somewhat more likely to travel	7%	7%	3%	-
				**
I am no more or less likely to travel	45%	47%	47%	-
		AP		**
I am somewhat less likely to travel	6%	7%	4%	-
				**
I am much less likely to travel	13%	12%	18%	38%
			AQ	**
Don't know	20%	17%	19%	62%
				**

When booking each of the following things, do you MOST prefer to book it online, by phone, in person, or by using a travel agent/advisor? Please select one option in each row.

rrw_q6_1. Flights

	Unweighted base	645	230	3
	1276	648	221	3
Base: All US Adults	1276	648	221	3
I prefer to book this online myself through a travel site	31%	32%	22%	38%
		AR		**
I prefer to book this online myself directly through the company's website	26%	26%	21%	28%
				**
I prefer to book this by phone myself	5%	5%	6%	-
				**
I prefer to book this in person myself	2%	2%	3%	-
				**
I prefer to book this through a travel agent	3%	4%	4%	-
				**
Don't know	8%	9%	13%	-
		AP	AP.AQ	**
Not applicable - This isn't part of my trip/someone else I travel with handles this	24%	22%	30%	34%
			AQ	**

rrw_q6_2. Hotels or Accomodation

	Unweighted base	645	230	3
	1276	648	221	3
Base: All US Adults	1276	648	221	3
I prefer to book this online myself through a travel site	27%	29%	21%	-
		AR		**
I prefer to book this online myself directly through the company's website	25%	23%	22%	28%
				**
I prefer to book this by phone myself	10%	10%	13%	38%
				**
I prefer to book this in person myself	5%	5%	9%	-
			AP.AQ	**
I prefer to book this through a travel agent	3%	4%	2%	-
				**
Don't know	8%	9%	10%	-
				**

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Total	Gender		Generation							Region					
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White	
Not applicable - This isn't part of my trip/someone else I travel with handles this	21%	20%	22%	42%	19%	21%	20%	20%	-	-	28%	21%	20%	17%	20%
			D,E,F,G*				*	**	**	L,M					

rw_q6_3. Activities and Tours

Unweighted base	1276	568	708	37	390	337	437	75	-	-	230	256	488	302	885
Base: All US Adults	1276	627	649	46	401	321	426	82	-	-	227	268	480	301	848
I prefer to book this online myself through a travel site	17%	18%	17%	8%	21%	18%	16%	9%	-	-	14%	14%	19%	20%	17%
			*	G			*	**	**						
I prefer to book this online myself directly through the company's website	19%	20%	19%	21%	20%	23%	16%	18%	-	-	20%	17%	19%	21%	21%
			*		F		*	**	**						
I prefer to book this by phone myself	7%	8%	6%	4%	8%	4%	7%	10%	-	-	9%	6%	7%	6%	7%
			*				*	**	**						
I prefer to book this in person myself	10%	11%	8%	14%	8%	10%	11%	10%	-	-	11%	9%	9%	10%	8%
			*				*	**	**						
I prefer to book this through a travel agent	4%	4%	5%	4%	4%	5%	5%	6%	-	-	4%	4%	4%	6%	5%
			*				*	**	**						
Don't know	13%	12%	14%	9%	13%	13%	13%	15%	-	-	10%	16%	14%	10%	12%
			*				*	**	**		J,M				
Not applicable - This isn't part of my trip/someone else I travel with handles this	29%	28%	31%	41%	27%	27%	32%	32%	-	-	32%	32%	28%	28%	30%
			*				*	**	**						

rw_q7. When thinking about taking a leisure trip, which of the following is MOST important to you?

Unweighted base	1276	568	708	37	390	337	437	75	-	-	230	256	488	302	885
Base: All US Adults	1276	627	649	46	401	321	426	82	-	-	227	268	480	301	848
The cost	40%	39%	42%	30%	41%	39%	42%	40%	-	-	43%	40%	44%	34%	41%
			*				*	**	**				M		
The ease of getting to the destination	13%	12%	14%	8%	11%	9%	16%	22%	-	-	12%	16%	11%	13%	14%
			*			E	D,E*	**	**					P	
The activities available at the destination	21%	25%	17%	41%	24%	19%	18%	20%	-	-	19%	22%	19%	26%	23%
			D,E,F,G*				*	**	**					L	
The safety of the destination	12%	10%	14%	6%	7%	22%	10%	8%	-	-	15%	8%	14%	10%	10%
			*			C,D,F,G	*	**	**		K		K		
Other	3%	3%	3%	-	1%	3%	4%	3%	-	-	2%	4%	2%	4%	3%
			*			D	*	**	**						
Don't know	11%	11%	11%	15%	15%	8%	9%	6%	-	-	9%	11%	10%	13%	9%
			*		E,F		*	**	**						

rw_q8. When thinking about taking a leisure trip, which of the following are you MORE likely to do?

Unweighted base	1276	568	708	37	390	337	437	75	-	-	230	256	488	302	885
Base: All US Adults	1276	627	649	46	401	321	426	82	-	-	227	268	480	301	848
I typically choose my destination and then start figuring out the best dates to travel there	47%	49%	44%	47%	53%	48%	43%	31%	-	-	49%	46%	46%	47%	48%
			*	F,G		G		*	**	**					
I typically choose which dates I want to travel on, and then start looking at destinations	25%	25%	24%	33%	22%	27%	25%	23%	-	-	22%	25%	26%	23%	23%
			*				*	**	**						
Neither of these	18%	17%	19%	13%	11%	15%	24%	37%	-	-	18%	22%	18%	16%	19%
			*				D,E	C,D,E,F*	**	**					
Don't know	10%	8%	13%	8%	14%	11%	8%	8%	-	-	11%	7%	10%	14%	9%
			A	*	F		*	**	**					K	

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E/F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U, V/W/X/Y/Z/AA/AB/AC/AD/AE/AF, AG/AH/AI/AJ/AK, AL/AM/AN/AO, AP/AQ/AR/AS, Minimum Base: 30 (**), Small Base: 100 (*)

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Total	Race			Education				Marital Status							
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	
Not applicable - This isn't part of my trip/someone else I travel with handles this	21%	17%	29%	21%	31%	21%	7%	7%	18%	27%	14%	17%	17%	26%	21%
		N	*	S.T.U	T.U					**	*	*		V.X.Z	*

rw_q6_3. Activities and Tours

	Unweighted base	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
I prefer to book this online myself through a travel site	1276	145	161	85	443	435	249	149	599	23	94	45	761	300	123
Base: All US Adults	1276	150	193	85	511	399	235	132	592	25	88	45	750	306	127
I prefer to book this online myself through a travel site	17%	14%	18%	27%	12%	18%	24%	25%	18%	23%	18%	12%	18%	18%	17%
				N.O*		R	R	R		**	*	*			*
I prefer to book this online myself directly through the company's website	19%	17%	15%	15%	12%	22%	26%	27%	21%	4%	23%	16%	20%	20%	21%
				*		R	R	R		**	*	*			*
I prefer to book this by phone myself	7%	8%	7%	6%	6%	7%	7%	7%	8%	3%	2%	10%	7%	4%	6%
				*					X.AA	**	*	*	X.AA		*
I prefer to book this in person myself	10%	11%	14%	12%	12%	8%	8%	9%	10%	-	10%	12%	10%	7%	15%
				*						**	*	*			AA*
I prefer to book this through a travel agent	4%	1%	5%	6%	3%	4%	9%	3%	4%	3%	3%	4%	4%	4%	9%
				*			R.S.U			**	*	*			V.Z*
Don't know	13%	24%	10%	10%	17%	13%	8%	6%	12%	38%	16%	13%	14%	13%	7%
		N.P.Q	*	*	T.U	U				**	*	*			*
Not applicable - This isn't part of my trip/someone else I travel with handles this	29%	26%	31%	24%	38%	27%	19%	22%	26%	26%	29%	33%	27%	34%	26%
				*	S.T.U	T				**	*	*		V.Z	*

rw_q7. When thinking about taking a leisure trip, which of the following is MOST important to you?

	Unweighted base	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
The cost	1276	145	161	85	443	435	249	149	599	23	94	45	761	300	123
Base: All US Adults	1276	150	193	85	511	399	235	132	592	25	88	45	750	306	127
The cost	40%	46%	39%	31%	40%	45%	43%	26%	42%	13%	48%	32%	41%	42%	47%
		Q	*	*	U	U	U		AC	**	AC*	*	AC	AC	AC*
The ease of getting to the destination	13%	13%	6%	17%	13%	13%	13%	12%	13%	28%	10%	6%	13%	7%	16%
				P*					AA	**	*	*	AA		AA*
The activities available at the destination	21%	15%	17%	25%	14%	20%	27%	39%	20%	30%	19%	46%	22%	24%	15%
				*		R	R	R.S.T		**	*	V.X.Z.AA.AB.AC*	V		*
The safety of the destination	12%	15%	19%	13%	13%	11%	10%	14%	13%	-	11%	11%	12%	12%	11%
			N	*						**	*	*			*
Other	3%	0%	1%	5%	1%	4%	1%	7%	3%	4%	3%	-	3%	2%	2%
				*		R.T		R.T		**	*	*			*
Don't know	11%	11%	17%	10%	19%	7%	5%	2%	9%	25%	10%	6%	9%	12%	9%
			N	*	S.T.U	U				**	*	*			*

rw_q8. When thinking about taking a leisure trip, which of the following are you MORE likely to do?

	Unweighted base	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
I typically choose my destination and then start figuring out the best dates to travel there	1276	145	161	85	443	435	249	149	599	23	94	45	761	300	123
Base: All US Adults	1276	150	193	85	511	399	235	132	592	25	88	45	750	306	127
I typically choose my destination and then start figuring out the best dates to travel there	47%	49%	42%	38%	36%	48%	57%	66%	46%	54%	54%	51%	48%	47%	49%
				*		R	R.S	R.S	AC	**	AC*	AC*	AC	AC	AC*
I typically choose which dates I want to travel on, and then start looking at destinations	25%	24%	27%	33%	24%	26%	22%	25%	26%	18%	22%	26%	25%	24%	22%
				*						**	*	*			*
Neither of these	18%	16%	18%	14%	23%	19%	13%	6%	19%	14%	13%	4%	17%	17%	21%
				*	T.U	U	U		Y.Z	**	*	*	Y	Y	Y*
Don't know	10%	11%	13%	15%	17%	7%	7%	3%	9%	14%	11%	19%	10%	12%	8%
				*	S.T.U					**	*	V*			*

Cell Contents (Col

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Total	Parent or guardian of any children				Income				Urban						
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian		Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	
Not applicable - This isn't part of my trip/someone else I travel with handles this	21%	27%	16%	60%	36%	17%	21%	19%	19%	54%	29%	13%	9%	32%	22%
	*	**	**	**					AG.AH.AI.AJ*	AM.AN				AM.AN	
rw_q6_3. Activities and Tours															
Unweighted base	1276	50	18	6	18	292	438	667	553	56	441	371	280	184	398
Base: All US Adults	1276	51	18	5	19	282	425	646	563	67	450	376	265	185	404
I prefer to book this online myself through a travel site	17%	11%	20%	-	11%	22%	14%	17%	18%	10%	12%	21%	25%	12%	19%
	*	**	**	**	**	AH.AI		AH		*		AL.AO	AL.AO		
I prefer to book this online myself directly through the company's website	19%	15%	10%	-	-	24%	19%	21%	20%	2%	14%	22%	27%	16%	23%
	*	**	**	**	**	AK	AK	AK	AK	*		AL	AL.AO		AR
I prefer to book this by phone myself	7%	8%	25%	18%	8%	6%	8%	7%	6%	5%	6%	7%	7%	7%	6%
	*	**	**	**	**					*					
I prefer to book this in person myself	10%	9%	10%	-	8%	7%	11%	9%	11%	4%	11%	10%	9%	7%	10%
	*	**	**	**	**		AG.AI			*					
I prefer to book this through a travel agent	4%	2%	-	-	10%	3%	5%	5%	4%	3%	4%	5%	5%	2%	4%
	*	**	**	**	**					*					
Don't know	13%	17%	14%	8%	22%	15%	13%	14%	12%	18%	16%	11%	9%	16%	9%
	*	**	**	**	**					*	AN			AN	
Not applicable - This isn't part of my trip/someone else I travel with handles this	29%	40%	21%	74%	42%	22%	30%	27%	29%	58%	36%	25%	18%	39%	30%
	*	**	**	**	**		AG	AG	AG	AG.AH.AI.AJ*	AM.AN	AN		AM.AN	
rw_q7. When thinking about taking a leisure trip, which of the following is MOST important to you?															
Unweighted base	1276	50	18	6	18	292	438	667	553	56	441	371	280	184	398
Base: All US Adults	1276	51	18	5	19	282	425	646	563	67	450	376	265	185	404
The cost	40%	25%	37%	15%	9%	43%	43%	44%	39%	19%	43%	46%	35%	31%	40%
	*	**	**	**	**	AK	AK	AK	AK	*	AN.AO	AN.AO			
The ease of getting to the destination	13%	35%	29%	27%	15%	10%	15%	13%	13%	13%	12%	14%	13%	13%	11%
	*	**	**	**	**		AG	AG		*					
The activities available at the destination	21%	15%	17%	-	14%	22%	18%	20%	24%	8%	18%	20%	30%	18%	22%
	*	**	**	**	**	AK			AH.AK	*			AL.AM.AO		
The safety of the destination	12%	5%	7%	35%	13%	13%	14%	13%	11%	9%	11%	11%	14%	14%	14%
	*	**	**	**	**					*				AR	
Other	3%	2%	-	-	10%	2%	4%	3%	2%	1%	2%	2%	4%	4%	3%
	*	**	**	**	**					*					
Don't know	11%	18%	10%	23%	39%	9%	6%	8%	10%	50%	15%	7%	4%	19%	11%
	*	**	**	**	**				AH	AG.AH.AI.AJ*	AM.AN			AM.AN	
rw_q8. When thinking about taking a leisure trip, which of the following are you MORE likely to do?															
Unweighted base	1276	50	18	6	18	292	438	667	553	56	441	371	280	184	398
Base: All US Adults	1276	51	18	5	19	282	425	646	563	67	450	376	265	185	404
I typically choose my destination and then start figuring out the best dates to travel there	47%	26%	55%	51%	31%	55%	40%	45%	51%	22%	42%	47%	58%	42%	51%
	*	**	**	**	**	AH.AI.AK	AK	AH.AK	AH.AI.AK	*			AL.AM.AO		AR
I typically choose which dates I want to travel on, and then start looking at destinations	25%	21%	29%	27%	18%	23%	30%	27%	22%	17%	21%	29%	27%	22%	23%
	*	**	**	**	**		AG.AJ	AG		*		AL			
Neither of these	18%	41%	11%	23%	20%	12%	23%	19%	16%	27%	23%	16%	11%	21%	14%
	*	**	**	**	**		AG.AI.AJ	AG		AG*	AM.AN			AN	
Don't know	10%	12%	6%	-	31%	10%	7%	8%	10%	34%	14%	8%	4%	16%	12%
	*	**	**	**	**					AG.AH.AI.AJ*	AM.AN			AM.AN	

Cell Contents (Col

YouGov RealTime
Winter Travel

US_nat_int Sample: 18th - 21st October 2019



	Type of Area Lived in		
	Suburban/ Town	Rural	Other
Total			
Not applicable - This isn't part of my trip/someone else I travel with handles this	21%	19%	34%
			**

mw_q6_3. Activities and Tours

	Unweighted base	645	230	3
	1276	648	221	3
	Base: All US Adults			
I prefer to book this online myself through a travel site	17%	18%	14%	-
				**
I prefer to book this online myself directly through the company's website	19%	19%	14%	28%
				**
I prefer to book this by phone myself	7%	8%	6%	-
				**
I prefer to book this in person myself	10%	9%	13%	-
				**
I prefer to book this through a travel agent	4%	5%	5%	-
				**
Don't know	13%	14%	16%	-
		AP	AP	**
Not applicable - This isn't part of my trip/someone else I travel with handles this	29%	28%	34%	72%
				**

mw_q7. When thinking about taking a leisure trip, which of the following is MOST important to you?

	Unweighted base	645	230	3
	1276	648	221	3
	Base: All US Adults			
The cost	40%	39%	47%	28%
			AQ	**
The ease of getting to the destination	13%	14%	14%	-
				**
The activities available at the destination	21%	22%	17%	-
				**
The safety of the destination	12%	12%	7%	38%
				**
Other	3%	2%	3%	-
				**
Don't know	11%	11%	11%	34%
				**

mw_q8. When thinking about taking a leisure trip, which of the following are you MORE likely to do?

	Unweighted base	645	230	3
	1276	648	221	3
	Base: All US Adults			
I typically choose my destination and then start figuring out the best dates to travel there	47%	46%	41%	-
				**
I typically choose which dates I want to travel on, and then start looking at destinations	25%	26%	25%	-
				**
Neither of these	18%	19%	23%	28%
			AP	**
Don't know	10%	10%	10%	72%
				**

Cell Contents (Col