## YouGov

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

Conducted by YouGov On behalf of YouGov RealTime
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## BACKGROUND

## YouGov

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 samper
 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 ssociated with sample-based information.
For further information about the results in this spreadsheet, please contact YouGov Plc +1888.729 .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 -21 st 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
YouGov
rrw-q1. How many separate elisure trips $($ i.e., any trip not for
business or work) do you plan to take this winter (i.e., from
December to February)?

| Total | Gender |  | Generation |  |  |  |  |  |  | Region |  |  |  | White |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | $\underset{\text { len } \mathrm{Z}(2000 \text { and }}{\text { later })}$ | $\begin{aligned} & \text { Millennial (1982- } \\ & \text { 1999) } \end{aligned}$ | $\begin{gathered} \text { Gen X ( } 1965- \\ 1981) \end{gathered}$ | Baby Boomer (1946-1964) | Silent Generation (1928-1945) | Pre-Silent Generation (1927 and earlier) | Other | Northeast | Midwest | South | West |  |
|  | A | B | c | D | E | F | G | H | I | J | к | L | M |  |


| Base: All US Adults | 1276 | 627 | 649 | 46 | 401 | 321 | 426 | 82 | - | - | 227 | 268 | 480 | 301 | 848 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| None | 49\% | 46\% | 52\% | 38\% | 37\% | $\begin{gathered} \text { 51\% } \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} \text { 56\% } \\ \mathrm{D} \end{gathered}$ | $\begin{aligned} & \quad 70 \% \\ & \text { C.D.E. } \end{aligned}$ | * | * | 51\% | $\begin{aligned} & 58 \% \% \\ & \hline \text { L.M } \end{aligned}$ | 46\% | 44\% | $51 \%$ $Q$ |
| 1 | 22\% | 24\% | 20\% | $\begin{aligned} & { }^{42 \%} \\ & \text { D.E.F.F. } \end{aligned}$ | $\begin{gathered} 21 \% \\ G \end{gathered}$ | $\begin{gathered} \text { U9\% } \\ \underset{G}{\circ} \end{gathered}$ | $\underset{G}{24 \%}$ | 9\% | \% | \% | 19\% | 22\% | 23\% | 20\% | 23\% |
| 2 | 11\% | 12\% | 10\% | $\stackrel{2 \%}{ }$ | $\begin{aligned} & \text { 16\% } \\ & \text { C.F } \end{aligned}$ | 11\% | $8 \%$ | 12\% | ** | - | 11\% | 7\% | 11\% | $\begin{gathered} \text { 15\% } \\ k \end{gathered}$ | 11\% |
| 3 | 5\% | 6\% | 4\% | 4\% | $\begin{gathered} 7 \% \\ F \end{gathered}$ | 4\% | $4 \%$ | ${ }^{1 \%}$ | ** | $\cdots$ | 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\% | $\begin{aligned} & 5 \% \\ & \text { E.F } \end{aligned}$ | 2\% | 1\% | : | * | - | 3\% | 1\% | 2\% | 4\% | 2\% |
| Don't know | 9\% | $8 \%$ | 10\% | 5\% | 10\% | $\stackrel{11 \%}{\underset{F}{11 \%}}$ | 7\% | $\stackrel{8 \%}{*}$ | ** | ** | $\begin{gathered} 10 \% \\ \mathrm{~K} \end{gathered}$ | 5\% | $\begin{gathered} 10 \% \\ \mathrm{k} \end{gathered}$ | $\begin{gathered} 10 \% \\ \mathrm{k} \end{gathered}$ | 7\% |
| rrw_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 | 649 | 338 | 311 | 29 | 251 | 158 | 188 | 25 | - | - | 110 | 113 | 257 | 169 | 415 |
| \$100 or less | 14\% | 11\% | $\begin{gathered} 18 \% \\ A \end{gathered}$ | $\stackrel{22 \%}{\cdots}$ | $\begin{gathered} 17 \% \\ \mathrm{~F} \end{gathered}$ | $\begin{gathered} 17 \% \\ F \end{gathered}$ | $8 \%$ | 11\% | - | - | ${ }^{18 \%}$ | 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\% | $\begin{gathered} 15 \% \\ 8 \\ 8 \end{gathered}$ | 9\% | $4 \%$ | 12\% | 11\% | 14\% | 11\% | * | - | 8\% | 12\% | 12\% | 16\% | 12\% |
| \$501 to \$600 | 10\% | 11\% | 9\% | $\underset{\sim}{7 \%}$ | 12\% | 7\% | 10\% | 11\% | $\cdots$ | $\div$ | $\stackrel{6 \%}{*}$ | $\begin{aligned} & \text { 15\%\% } \\ & \text { J.M } \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 12 \% \\ { }_{2}^{2 \%} \end{array} \end{aligned}$ | 6\% | 10\% |
| \$601 to \$700 | 5\% | $\begin{gathered} 8 \% \\ \text { 8 } \end{gathered}$ | 3\% | 5\% | 6\% | 6\% | 4\% | 9\% | * | - | $\stackrel{7 \%}{*}$ | 6\% | 3\% | 8\% | 5\% |
| \$701 to \$800 | 3\% | 3\% | 4\% | $3 \%$ | 4\% | $\begin{gathered} 6 \% \\ \mathrm{~F} \end{gathered}$ | 1\% | - | * | ** | 5\% | $\underset{\mathrm{L}}{\mathrm{6} \mathrm{\%}}$ | 1\% | 4\% | 3\% |
| \$801 to \$900 | 2\% | 3\% | 2\% | $3 \%$ | 3\% | 1\% | 3\% | $\cdots$ | * | - | ${ }^{3 \%}$ | 3\% | 1\% | 3\% | 2\% |
| \$901 to \$1000 | 5\% | 5\% | 6\% | $\stackrel{6 \%}{*}$ | 4\% | 5\% | 6\% | 11\% | $\cdots$ | $\cdots$ | $\stackrel{\text { \% }}{ }$ | 4\% | 6\% | 4\% | 6\% |
| More than $\$ 1000$ | 17\% | 19\% | 14\% | 10\% | 8\% | $\begin{gathered} \text { 18\% } \\ \mathrm{D} \end{gathered}$ | $\begin{aligned} & 28 \% \\ & \text { D.E } \end{aligned}$ | 22\% | * | - | ${ }^{17 \%}$ | 19\% | 16\% | 17\% | 19\% ${ }_{\text {P }}$ |
| rrw_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 thiswinter | 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\% | $54 \%$ | $\cdots$ | ** | 25\% | 38\% | $\stackrel{42 \%}{42 \%}$ | 34\% | $\stackrel{\text { 39\% }}{\text { P }}$ |
| Ski/Snow trip | $6 \%$ $15 \%$ | $6 \%$ 15\% | $6 \%$ 15\% | $3 \%$ | $7 \%$ 18\% | $8 \%$ 14\% | $4 \%$ 15\% | 4\% | : | $\cdots$ | 8\% | $3 \%$ 13\% | $4 \%$ 43\% | $8 \%$ $20 \%$ | $7 \%$ 15\% |

## YouGov RealTime

## Winter Travel

US_nat_int Sample: 18th - 21st October 2019
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rrw.q1. How many separate elisure trips (i.e, any trip not for
business or work) do you plan to take this winter (i.e., from
December to February)?

| Total | Race |  |  | Education |  |  |  | Marital Status |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Black | Hispanic | Other (NET) | $\mathrm{No} \mathrm{HS}, \mathrm{High}$ school graduate | Some college, 2 - year | 4year | Pos | Married | Civil Partnership | Living together, not married or civil partnership | In a relationship, not living together | NET: In a relationship | Single | Divorced |
|  | - | P | Q | R | s | T | u | v | w | x | Y | z | AA | AB |


| 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 | т.U | U |  | 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\% |
| 3 | 5\% | 3\% | 7\% | 6\% | 5\% | 4\% | 4\% | 6\% | 5\% | 13\% | 9\% | 10\% | 6\% | 3\% | 5\% |
|  |  |  |  | * |  |  |  |  |  | ** | AA* $^{*}$ | $A^{*}{ }^{*}$ | v |  | * |
| 4 | 2\% | 3\% | 4\% | 2\% | 1\% | 3\% | 1\% | 4\% | 3\% | . | 1\% | ${ }^{8 \%}$ | 3\% | 1\% | : |
| 5 or more trips | 2\% | $3 \%$ | 5\% | $3 \%$ | 3\% | 2\% | 2\% | 2\% | 3\% | $3 \%$ | 2\% | 2\% | 3\% | 3\% | 1\% |
|  |  |  | N | * |  |  |  |  |  | * | * | * |  |  | * |
| Don't know | 9\% | ${ }^{16 \%}$ | 12\% | $\stackrel{9}{*}$ | 10\% | 9\% | $8 \%$ | 6\% | 8\% | $\stackrel{8 \%}{*}$ | $\stackrel{6 \%}{ }$ | $\stackrel{17 \%}{ }$ | 8\% | 11\% | ${ }^{7 \%}$ |
| rrw_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 $\begin{gathered}\text { winter }\end{gathered}$ | 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.т.u | u |  |  |  | ** | * | ** |  | v.z |  |
| \$101 to \$200 | $9 \%$ | ${ }^{12 \%}$ | 10\% | $\stackrel{2 \%}{*}$ | 8\% | ${ }^{12 \%}$ | $\underset{\mathrm{u}}{10 \%}$ | 3\% | 8\% | $\underset{\substack{25 \% \\ m}}{ }$ | 11\% | 13\% | 9\% | 12\% | $\stackrel{4 \%}{*}$ |
| \$201 to \$300 | 11\% | 13\% | 13\% | $\stackrel{9}{*}$ | 13\% | 9\% | 11\% | 11\% | 10\% | 12\% | ${ }^{12 \%}$ | 14\% | 10\% | 14\% | 13\% |
| \$301 to \$400 | 10\% | 10\% | 6\% | 9\% | 11\% | 12\% | $8 \%$ | 7\% | 11\% | $7 \%$ $m$ | 13\% | 12\% | 11\% | $8 \%$ | 4\% |
| \$401 to \$500 | 12\% | 11\% | ${ }^{18 \%}$ | $\stackrel{7 \%}{ }$ | 10\% | 13\% | 14\% | 13\% | 11\% | 27\% | 15\% | $\stackrel{7 \%}{7 \%}$ | 12\% | 10\% | $\underset{\substack{22 \% \\ A A^{*}}}{ }$ |
| \$501 to \$600 | 10\% | 14\% | 7\% | 9\% | 8\% | 11\% | 9\% | 14\% | $8 \%$ | $\stackrel{5 \%}{ }$ | 10\% | 25\% | ${ }^{9 \%}$ | 10\% | 14\% |
| \$601 to \$700 | 5\% | ${ }^{7} \%$ | 7\% | $\stackrel{8 \%}{ }$ | 6\% | 5\% | 5\% | 5\% | 7\% | - | 4\% | * | 6\% | 4\% | $\stackrel{2 \%}{*}$ |
| \$701 to \$800 | $3 \%$ | $\stackrel{1}{*}$ | 3\% | $\stackrel{7 \%}{*}$ | 0\% | $3 \%$ | $5 \%$ | $7 \%$ | 4\% | - | $\stackrel{6}{*}$ | ** | 4\% | 3\% | - |
| \$801 to \$900 | 2\% | : | 2\% | 4\% | 1\% | 4\% | 2\% | 0\% | 2\% | - | : | .. | 2\% | 4\% | $2 \%$ |
| 5901 to $\$ 1000$ | 5\% | $\stackrel{\text { 2\% }}{*}$ | $7 \%$ | 5\% | 4\% | 4\% | 6\% | 9\% | 6\% | $\underset{\substack{6 \% \\ m}}{ }$ | 4\% | - | 5\% | 6\% | $\stackrel{5 \%}{*}$ |
| 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 |  | $A A^{*}$ |
| rrw_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 | 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\% | $\begin{gathered} 44 \% \\ R \end{gathered}$ | 34\% | $\begin{aligned} & 46 \% \% \\ & \text { R.T } \end{aligned}$ | $\underset{A 0 \%}{\substack{40 \%}}$ | $\stackrel{5 \%}{\square}$ | 33\% | $47 \%$ | 38\% | 29\% | 40\% |
| Ski/Snow trip | 6\% | $2 \%$ | $4 \%$ | 9\% | 3\% | 6\% | $9 \%$ | 8\% | 7\% | $$ | $2 \%$ | $:$ | 6\% | 5\% | 7\% |
| Beach trip | 15\% | 9\% | 20\% | 16\% | 16\% | 13\% | 17\% | 15\% | 17\% | 7\% | 21\% | 21\% | 18\% | 7\% | 13\% |

## YouGov RealTime

## Winter Travel

US_nat_int Sample: 18th - 21st October 2019
YouGov
rrw_q1. How many separate elisure trips (i.e, any trip not for
business or work) do you plan to take this winter (ie., from

| 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 540k | \$40k to \$80k | \$80k+ | Don't know / Prefer not to say |  |
|  | AC | AD | AE | AF | Ag | AH | Al | AJ | AK | AL | AM | AN | AO | AP |

usiness or work) do you plan to take this winter (i.e., from

| Unweighted base | 1276 | 50 | 18 | 6 | 18 | 292 | 438 | 667 | ${ }_{5} 53$ | 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.AIAJ | AG |  |  | AM.AN.AO | AN |  | AN |  |
|  | 22\% | 18\% | 21\% | 37\% | ** | $22 \%$ | 20\% | 20\% | $\begin{gathered} 25 \% \\ { }_{\text {AK }} \end{gathered}$ | 8\% | 15\% | $23 \%$ | $\begin{gathered} 32 \% \\ \text { ALLAM.AO } \end{gathered}$ | 20\% | 21\% |
| 2 | 11\% | 7\% | 19\% | - | ${ }_{\text {8\% }}^{\text {8\% }}$ | 16\% | 11\% | 12\% | 10\% | 9\% | 8\% | 10\% | 19\% | 9\% | 13\% |
| 3 | 5\% | 2\% | - | 8\% | 20\% | 4\% | 6\% | 5\% | 4\% | 8\% | 4\% | 6\% | 6\% | 3\% | 5\% |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 4 | 2\% | : | $\cdots$ | - | $\begin{gathered} 14 \% \\ \cdots \end{gathered}$ | 2\% | 2\% | 2\% | 2\% | 5\% | 1\% | $\begin{gathered} 4 \% \\ \mathrm{AL} \end{gathered}$ | 2\% | 2\% | 3\% |
| 5 or more trips | 2\% | - | - | - | $3 \%$ | 5\% | 1\% | 3\% | 2\% | 7\% | 2\% | 3\% | 3\% | 2\% | 3\% |
|  |  | * | ** | ** | ** | AH.AI.AJ |  | Ан |  | AH.AJ* |  |  |  |  |  |
| Don't know | 9\% | 7\% | 24\% | 17\% | $\underset{\text { \% }}{\text { \% }}$ | 8\% | 6\% | 7\% | 10\% | $\begin{gathered} 18 \% \\ \text { AG.AH.A\| } \end{gathered}$ | $\begin{aligned} & \text { 10\% } \end{aligned}$ | 6\% | 4\% | $\begin{aligned} & \text { AL.AM.AN } \\ & \text { ALLAN } \end{aligned}$ | 10\% |
| rrwa2. 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 $\begin{gathered}\text { winter }\end{gathered}$ | 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\% |
|  |  | ** | * | * | * |  |  | Ан | AH.AI | * | AM.AN |  |  | AM.AN* |  |
| \$101 to \$200 | 9\% | * | - | $\cdots$ | 10\% | 8\% | 9\% | 9\% | 10\% | $\stackrel{2 \%}{\ldots}$ | $\begin{aligned} & 13 \% \\ & A N \end{aligned}$ | 9\% | 6\% | \% | 9\% |
| \$201 to \$300 | 11\% | 11\% | +13\% | - | ** | 11\% | 8\% | 9\% | $14 \%$ | $3 \%$ | 16\% | 12\% | 8\% | 8\% | 11\% |
| \$301 to \$400 | 10\% | 5\% | 16\% | - | 15\% | 13\% | 8\% | 10\% | 10\% | $\stackrel{9}{ }{ }^{\ldots}$ | 9\% | 13\% | 8\% | \% | 12\% |
| \$401 to \$500 | 12\% | 20\% | 26\% | - | ** | 13\% | 14\% | 14\% | 10\% | 15\% | $\begin{aligned} & \text { 15\%\% } \\ & \text { AO } \end{aligned}$ | 13\% | 12\% | 6\% | 13\% |
| \$501 to \$600 | 10\% | 10\% | $\stackrel{20 \%}{*}$ | - | $\stackrel{5 \%}{4}$ | 11\% | 12\% | 11\% | 10\% | $\underset{\sim}{6 \%}$ | 9\% | 12\% | 9\% | $\stackrel{\text { \% }}{ }$ | 10\% |
| \$601 to \$700 | 5\% | 5\% | - | $41 \%$ | 26\% | 6\% | 5\% | 5\% | 6\% | 6\% | 4\% | $\begin{aligned} & 9 \% \\ & \text { AO } \end{aligned}$ | 6\% | ${ }^{2 \%}$ | $8 \%$ |
| \$701 to \$800 | 3\% | - | $\stackrel{\square}{*}$ | \% | ** | $\begin{gathered} 8 \% \\ \text { AH.Al.AJ } \end{gathered}$ | 3\% | 4\% | 2\% | $3 \%$ | 2\% | 3\% | 5\% | 4\% | 5\% |
| \$801 to \$900 | 2\% | - | $\underset{-7}{7 \%}$ | - | - | 1\% | 2\% | 2\% | 3\% | $\stackrel{2 \%}{\underset{\sim}{2}}$ | 1\% | 2\% | 1\% | $\begin{aligned} & 5 \% \\ & \text { AL }^{*} \end{aligned}$ | 2\% |
| \$901 to \$1000 | 5\% | 12\% | - | - | ${ }^{*}$ | 4\% | 7\% | 6\% | 5\% | 3\% | 4\% | 5\% | 6\% | 6\% | 3\% |
| More than \$1000 | 17\% | 10\% | * | : | $9 \%$ | 14\% | $\stackrel{27 \%}{\text { AG.AI.AJ }}$ | $\begin{aligned} & 21 \% \\ & \text { AG.AJ } \end{aligned}$ | 12\% | 14\% | 4\% | $\begin{gathered} \text { 14\% } \\ \mathrm{AL} \end{gathered}$ | $\begin{gathered} 33 \% \\ \text { AL.AM.AO } \end{gathered}$ | $\begin{aligned} & \text { 16\% } \\ & \text { AL* }^{*} \end{aligned}$ | 14\% |
| rrw_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 | 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\% | $\begin{aligned} & 43 \% \\ & \text { AO } \end{aligned}$ | 37\% | $27 \%$ | 40\% |
| Ski/Snow trip | 6\% | ${ }_{6}^{6 \%}$ | 15\% | - | $7 \%$ | 8\% | 5\% | 7\% | 5\% | 5\% | 3\% | 4\% | $\begin{aligned} & \text { 12\% } \\ & \text { AL.AM } \end{aligned}$ | 5\% | 6\% |
| Beachtrip | 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
YouGov
w_q1. How many separate leisure trips (i.e., any trip not for
usiness or work) do you plan to take this winter (i.e., from

| Total | Type of Area Lived in |  |  |
| :---: | :---: | :---: | :---: |
|  | Suburban/ <br> Town | Rural | Other |
|  | AQ | AR | AS |


|  | Unweighted base | 1276 | 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\% | $\ldots$ |
|  | 5 or more trips | 2\% | 3\% | 1\% | $\cdots$ |
|  | Don't know | 9\% | 10\% | 6\% | - |

rrw_q2. Approximately how much
total, on leisure travel this winter?
Base: All US Adults planning to take at least one leisure trip this

| sighted base | 662 | 338 | 96 | 1 |
| :---: | :---: | :---: | :---: | :---: |
| sure trip this winter | 649 | 337 | 91 | 1 |
| \$100 or less | 14\% | 15\% | 14\% | - |
| \$101 to \$200 | 9\% | 10\% | 8\% | - |
| \$201 to \$300 | 11\% | 10\% | 15\% | $\cdots$ |
| \$301 to \$400 | 10\% | 9\% | 12\% | - |
| \$401 to \$500 | 12\% | 13\% | 9\% | $\div$ |
| \$501 to \$600 | 10\% | 10\% | 9\% | - |
| \$601 to \$700 | 5\% | 5\% | 3\% | $\div$ |
| \$701 to \$800 | 3\% | 3\% | $1 \%$ | $\cdots$ |
| \$801 to \$900 | 2\% | 3\% | $1 \%$ | $\div$ |
| S900 to \$1000 | 5\% | 6\% | $\begin{aligned} & 9 \% \\ & A P^{*} \end{aligned}$ | 100\% |
| re than $\$ 1000$ | 17\% | 18\% | 18\% | - |

Tw-q3. Which, if any, of the following types of
take this winter? Please select all that apply.
-
Base: All US Adults planning to take at least one leisure trip this
Family trip (i.e., visiting relatives)
Ski/Snow trip

| 662 |  |
| :--- | :--- |
| 649 |  |
| $36 \%$ |  |
| $6 \%$ |  |
| $15 \%$ |  |


| 338 | 96 | 1 |
| :---: | :---: | :---: |
| 337 | 91 | 1 |
| $35 \%$ | $34 \%$ | $100 \%$ |
| $6 \%$ | $5 \%$ | $\div$ |
| $14 \%$ | $\vdots$ | $\vdots$ |
|  | $17 \%$ | $\square$ |

YouGov RealTime
Winter Travel
US_nat_int Sample: 18th - 21st October 2019

| YouGov |  | Gender |  | Generation |  |  |  |  |  |  | Region |  |  |  | White |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | $\begin{gathered} \text { Gen } Z(2000 \text { and } \\ \text { later) } \end{gathered}$ | Millennial (1982- 1999) | Gen X (1965- 1981) | Baby Boomer (1946-1964) | $\begin{gathered} \text { Silent } \\ \text { Generation } \\ (1928-1945) \end{gathered}$ | Pre-Silent Generation (1927 and earlier) | Other | Northeast | Midwest | South | West |  |
|  |  |  |  | * |  |  |  | * | * | * | * |  |  |  |  |
| City trip | 11\% | 13\% | 10\% | 17\% | $\begin{gathered} \frac{15 \%}{F} \\ F \end{gathered}$ | 10\% | 8\% | $\stackrel{9 \%}{9}$ | - | * | $\underset{\substack{\text { 19\% } \\ L^{\prime}}}{ }$ | 10\% | 10\% | 10\% | $\begin{gathered} 14 \% \\ \mathrm{P} \end{gathered}$ |
| Cruise | 6\% | $8 \%$ | 4\% | $3 \%$ | 8\% | 6\% | 5\% | $6 \%$ | - | : | $6 \%$ | 2\% | $\begin{aligned} & \text { 10\% } \\ & \text { K.M } \end{aligned}$ | 4\% | 5\% |
| Campingtrip | 9\% | $\begin{gathered} 11 \% \\ B \end{gathered}$ | 6\% | 15\% | 12\% | 6\% | 6\% | 7\% | $\cdots$ | - | 3\% | 7\% | 9\% | $\begin{gathered} 13 \% \\ j \end{gathered}$ | 7\% |
| Road trip | 23\% | 25\% | 22\% | 16\% | 20\% | 24\% | $\begin{gathered} \text { 30\% } \\ \mathrm{D} \end{gathered}$ | 10\% | - | - | 20\% | 26\% | 21\% | 27\% | 25\% |
| Staycation | 10\% | 9\% | 10\% | 7\% | $\begin{gathered} 13 \% \\ F \end{gathered}$ | $\begin{gathered} 11 \% \\ \mathrm{~F} \end{gathered}$ | 5\% | 5\% | - | $\cdots$ | $\begin{aligned} & 14 \% \\ & M^{*} \end{aligned}$ | $\begin{gathered} 11 \% \\ M \end{gathered}$ | 10\% | 5\% | 9\% |
| Volunter trip | 5\% | 5\% | 5\% | 15\% | $\begin{gathered} 8 \% \\ \mathrm{~F} \end{gathered}$ | 3\% | 2\% | 3\% | - | $\cdots$ | 7\% | 6\% | 4\% | 4\% | 3\% |
| An international trip | 9\% | 10\% | 8\% | 10\% | 11\% | 6\% | 9\% | 9\% | $\div$ | $\cdots$ | 7\% | 5\% | 9\% | $\begin{aligned} & \text { 15\% } \\ & \mathrm{K} \end{aligned}$ | 8\% |
| Adomestic trip | 17\% | 17\% | 17\% | 14\% | 16\% | 21\% | 16\% | $\stackrel{19 \%}{*}$ | - | - | ${ }^{17 \%}$ | 21\% | 18\% | 14\% | 19\% |
| Theme park | 7\% | 7\% | 6\% | $\underset{\sim}{7 \%}$ | $\stackrel{11 \%}{{ }_{F}^{11 \%}}$ | $\begin{gathered} 8 \% \\ F \\ \hline \end{gathered}$ | 1\% | - | - | - | 4\% | 8\% | 8\% | 6\% | 5\% |
| Atraintrip | 4\% | 3\% | 5\% | - | 6\% | 3\% | 2\% | 3\% | - | - | $5 \%$ | 4\% | 4\% | 2\% | 3\% |
| A sailing trip | 4\% | 5\% | 3\% | $\cdots$ | $8$ | $\begin{gathered} 3 \% \\ F \end{gathered}$ | 0\% | - | - | - | 5\% | 6\% | 4\% | 2\% | 3\% |
| A hunting trip | 5\% | $\begin{gathered} 8 \% \\ \mathrm{~B} \end{gathered}$ | 3\% | 11\% | $\begin{aligned} & \text { g\% } \\ & \text { E. } \\ & \text { E.F } \end{aligned}$ | 3\% | 2\% | - | - | - | $\stackrel{5 \%}{ }$ | 5\% | $\begin{aligned} & 8 \% \\ & M \end{aligned}$ | 3\% | 4\% |
| A sporting event | 7\% | $\begin{gathered} 9 \% \\ \mathrm{~B} \end{gathered}$ | 4\% | 5\% | 7\% | 6\% | 7\% | 6\% | $\cdots$ | $\cdots$ | $\stackrel{8 \%}{*}$ | 5\% | 6\% | 8\% | 7\% |
| A concertor festival | 9\% | 11\% | 7\% | 13\% | 10\% | 10\% | 6\% | 3\% | - | : | 11\% | 8\% | 8\% | 10\% | 7\% |
| Other | 4\% | 4\% | 3\% | $\cdots$ | 0\% | $\begin{gathered} 5 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 7 \% \\ \mathrm{D} \end{gathered}$ | $\underset{\sim}{8 \%}$ | $\stackrel{-}{*}$ | $\cdots$ | 4\% | 5\% | 3\% | 3\% | 5\% |
| Don't know | 12\% | 13\% | 12\% | 15\% | $\begin{gathered} \text { 15\% } \\ \mathrm{F} \end{gathered}$ | 13\% | 7\% | $\xrightarrow{7 \%}$ | - | - | $\begin{gathered} \text { 18\% } \\ \mathrm{k}^{*} \end{gathered}$ | 6\% | 13\% | 12\% | 9\% |
| rrw_q4. Whom do you plan to take trips with this winter? Please select all that apply. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base <br> Base: All US Adults planning to take at least one leisure trip this winter Family members | 662 | 320 | 342 | 22 | 245 | 170 | 199 | 26 | - | - | 109 | 112 | 273 | 168 | 435 |
|  | 649 | 338 | 311 | 29 | 251 | 158 | 188 | 25 | - | - | 110 | 113 | 257 | 169 | 415 |
|  | 43\% | 38\% | $\begin{gathered} 48 \% \\ \text { A } \end{gathered}$ | $66 \%$ | 40\% | 47\% | 41\% | $31 \%$ | - | $\cdots$ | 42\% | 46\% | 43\% | 40\% | 42\% |
| Friends | 17\% | 18\% | 15\% | 13\% | $\stackrel{21 \%}{\mathrm{~F}}$ | $\stackrel{22 \%}{\mathrm{~F}}$ | 10\% | $\cdots$ | - | : | $22 \%$ | 16\% | 15\% | 17\% | 16\% |
| My partner | 39\% | $\begin{gathered} 43 \% \\ B \\ \hline \end{gathered}$ | 34\% | 16\% | 39\% | 33\% | $\frac{44 \%}{\mathrm{E}}$ | 61\% | $\cdots$ | - | $\stackrel{35 \%}{ }$ | 40\% | 39\% | 41\% | $\begin{aligned} & \text { 46\% } \\ & \text { O.P.Q } \end{aligned}$ |
| Pet(s) | 10\% | 11\% | 8\% | - | $\begin{gathered} 13 \% \\ \mathrm{~F} \end{gathered}$ | 9\% | 7\% | 11\% | $\cdots$ | - | $\stackrel{9 \%}{ }$ | 7\% | 11\% | 10\% | 10\% |
| Social group | 5\% | $\underset{\substack{7 \% \\ B}}{\substack{2}}$ | 3\% | 15\% | $\begin{gathered} \\ 9 \% \\ \mathrm{~F} \end{gathered}$ | 4\% | 1\% | - | - | - | $\stackrel{8 \%}{8 \%}$ | 5\% | 2\% | $\underset{L}{8 \%}$ | 3\% |
| Church group | 5\% | 5\% | 5\% | 3\% | $\begin{aligned} & 8 \% \\ & \text { E.F } \end{aligned}$ | 2\% | 3\% | $\stackrel{4 \%}{4 \%}$ | $\cdots$ | - | ${ }^{5 \%}$ | 4\% | 7\% | 2\% | 3\% |
| People I don't know (i.e., a group tour or volunteer trip) | 5\% | $\begin{gathered} 7 \% \\ \mathrm{~B} \end{gathered}$ | 3\% | 16\% | $\begin{aligned} & 9 \% \\ & \text { E.F } \end{aligned}$ | 3\% | 1\% | $\stackrel{\square}{*}$ | $\div$ | $\cdots$ | 4\% | 7\% | 6\% | 3\% | 3\% |
| I plan to take at least one trip by myself | 15\% | 14\% | 17\% | 12\% | 16\% | 15\% | 15\% | 14\% | $\cdots$ | $\cdots$ | ${ }^{16 \%}$ | 16\% | 16\% | 13\% | 16\% |
| Other | 1\% | 2\% | 1\% | 3\% | 0\% | 1\% | 2\% | $\underset{\sim}{7 \%}$ | - | - | 1\% | 2\% | 1\% | 2\% | 2\% |

YouGov RealTime
Winter Travel
US_nat_int Sample: 18th - 21st October 2019

| YouGov |  | Race |  |  | Education |  |  |  | Marital Status |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2year | 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 | * | A4* | * | AA |  | * |
| City trip | 11\% | 9\% | 5\% | 10\% | 9\% | 10\% | 15\% | 16\% | 12\% | $\cdots$ | 7\% | 12\% | 11\% | 15\% | $\stackrel{6 \%}{*}$ |
| Cruise | 6\% | 6\% | $\begin{aligned} & \begin{array}{l} 13 \% \\ \mathrm{~N}^{*} \end{array} \end{aligned}$ | 4\% | 7\% | 5\% | 5\% | 10\% | 6\% | 18\% | ${ }^{11 \%}$ | ${ }^{2 \%}$ | 7\% | 7\% | ${ }^{2 \%}$ |
| Camping trip | 9\% | 13\% | 11\% | $\stackrel{9}{*}$ | 9\% | $\stackrel{11 \%}{u}$ | 9\% | 3\% | 8\% | $\underset{\sim}{7 \%}$ | 4\% | 30\% | 9\% | 9\% | $\stackrel{8 \%}{*}$ |
| Road trip | 23\% | 21\% | ${ }^{22 \%}$ | 19\% | 17\% | $\underset{R}{28 \%}$ | 25\% | 24\% | 26\% | $\underset{\sim}{7 \%}$ | $22 \%$ | 20\% | 25\% | 21\% | 28\% |
| Staycation | 10\% | 9\% | $\stackrel{11 \%}{ }$ | $\stackrel{\text { \% }}{ }$ | 9\% | 11\% | 9\% | 7\% | 7\% | - | $\begin{aligned} & 22 \% \\ & \text { v.Z.AA** } \end{aligned}$ | 9\% | 9\% | 9\% | 10\% |
| Volunteer trip | 5\% | 6\% | $\begin{aligned} & \begin{array}{l} 13 \% \\ \mathrm{~N}^{*} \end{array} \end{aligned}$ | $5 \%$ | 3\% | 6\% | 4\% | 7\% | 5\% | $23 \%$ | $7 \%$ | 16\% | 6\% | 3\% | - |
| An international trip | 9\% | 14\% | 7\% | $\begin{gathered} \text { 17\% } \\ \mathrm{N}^{*} \end{gathered}$ | 6\% | 8\% | 12\% | $\begin{gathered} 14 \% \\ \mathrm{R} \end{gathered}$ | 10\% | 12\% | 4\% | 16\% | 10\% | 8\% | $\stackrel{7}{*}$ |
| A domestic trip | 17\% | 20\% | 10\% | ${ }^{13 \%}$ | 10\% | 16\% | $\begin{gathered} \text { 26\% } \\ \text { RS } \end{gathered}$ | $\begin{gathered} 23 \% \\ \mathrm{R} \end{gathered}$ | 20\% | 6\% | 25\% | 32\% | 21\% | 13\% | ${ }^{15 \%}$ |
| Theme park | 7\% | 10\% | 10\% | $\stackrel{5 \%}{*}$ | 7\% | 8\% | $\begin{gathered} \text { 8\% } \\ \mathrm{u} \\ \hline \end{gathered}$ | 2\% | 5\% | $\stackrel{\square}{*}$ | 11\% | $21 \%$ | 7\% | 8\% | 4\% |
| Atraintrip | 4\% | $7 \%$ | 4\% | 4\% | 2\% | 4\% | 4\% | $\begin{gathered} 8 \% \\ R \end{gathered}$ | 4\% | $27 \%$ | ${ }_{A A^{*}}^{10 \%}$ | $\stackrel{4 \%}{4 \%}$ | $\begin{aligned} & 5 \% \\ & \text { AA } \end{aligned}$ | 1\% | $\begin{aligned} & 5 \% \\ & A A^{*} \end{aligned}$ |
| A sailing trip | 4\% | 6\% | 4\% | $\stackrel{\text { 2\% }}{*}$ | 4\% | 4\% | 3\% | 5\% | 3\% | 6\% | 5\% | 11\% | 4\% | 2\% | $\stackrel{5 \%}{*}$ |
| A hunting trip | 5\% | 8\% | $9 \%$ | 9\% | $\begin{gathered} 7 \% \\ u \end{gathered}$ | $\begin{gathered} 7 \% \\ u \\ \hline \end{gathered}$ | 4\% | 1\% | 2\% | - | $\begin{gathered} 10 \% \\ v^{1} \end{gathered}$ | 19\% | $\begin{gathered} 4 \% \\ \mathrm{v} \end{gathered}$ | $\begin{gathered} 8 \% \\ \mathrm{v} \end{gathered}$ | ${ }^{2 \%}$ |
| A sporting event | 7\% | $\stackrel{5 \%}{*}$ | $\stackrel{7 \%}{*}$ | $\stackrel{2 \%}{*}$ | 5\% | 7\% | 6\% | 11\% | 8\% | 18\% | $\stackrel{5 \%}{*}$ | 8 8\% | 8\% | 7\% | ${ }^{2 \%}$ |
| A concert of festival | 9\% | 3\% | $\begin{aligned} & 18 \% \\ & \text { N.O } \end{aligned}$ | 13\% | 9\% | 9\% | 8\% | 9\% | 8\% | $\div$ | $\stackrel{8}{*}$ | $8 \%$ | 8\% | 10\% | $\begin{gathered} 17 \% \\ z^{*} \end{gathered}$ |
| Other | 4\% | 1\% | $\stackrel{2 \%}{*}$ | $\stackrel{2 \%}{*}$ | 3\% | 4\% | 5\% | 3\% | 5\% | $\cdots$ | - | $\underset{\substack{2 \%}}{\substack{*}}$ | 4\% | 3\% | $\stackrel{6 \%}{*}$ |
| Don't know | 12\% | 20\% | $\begin{aligned} & \text { 17\% } \\ & \mathrm{N}^{*} \end{aligned}$ | 16\% | $\begin{aligned} & \text { 21\% } \\ & \text { s.T.u } \end{aligned}$ | 8\% | 10\% | 6\% | 9\% | 6\% | ${ }^{\text {\% }}$ | 20\% | 10\% | $\begin{gathered} \text { 18\% } \\ \text { v.z } \end{gathered}$ | 10\% |
| rrw_q4. Whom do you plan to take trips with 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 | 649 | 80 | 103 | 52 | 204 | 209 | 143 | 95 | 318 | 14 | ${ }^{43}$ | 33 | 408 | 151 | 48 |
| Family members | 43\% | 38\% | 47\% | 44\% | 38\% | 46\% | 43\% | 46\% | 43\% | $\stackrel{6 \%}{6 \%}$ | $45 \%$ | $47 \%$ | 42\% | 41\% | $49 \%$ |
| Friends | 17\% | $22 \%$ | 13\% | $25 \%$ | 16\% | 17\% | 20\% | 13\% | 13\% | 12\% | 11\% | $38 \%$ | 15\% | $\stackrel{22 \%}{v}$ | 20\% |
| My parner | 39\% | 28\% | 30\% | 21\% | 36\% | 38\% | 40\% | 44\% | $\begin{gathered} 54 \% \\ \text { AA.AB } \end{gathered}$ | 88\% | $\begin{gathered} 51 \% \\ A A \cdot A B^{*} \end{gathered}$ | 29\% | $\begin{gathered} 53 \% \\ \text { AA.AB } \end{gathered}$ | 13\% | 13\% |
| Pet(s) | 10\% | 7\% | 8\% | ${ }^{14 \%}$ | 8\% | 12\% | 10\% | 8\% | 9\% | 7\% | $11 \%$ | $11 \%$ | 9\% | 9\% | ${ }^{12 \%}$ |
| Social group | 5\% | $\begin{gathered} 11 \% \\ \mathrm{~N}^{*} \end{gathered}$ | $\begin{aligned} & 9 \% \\ & \mathrm{~N}^{*} \end{aligned}$ | 6\% | 6\% | 5\% | 5\% | 3\% | 5\% |  | $2 \%$ | $8 \%$ | 5\% | 5\% | 2\% |
| Church group | 5\% | 6\% | ${ }^{12 \%}$ | $\stackrel{2 \%}{*}$ | 5\% | $\begin{gathered} 7 \% \\ T \end{gathered}$ | 1\% | 4\% | 4\% | $24 \%$ | $\underset{\sim}{7 \%}$ | 3\% | 5\% | 4\% | $\stackrel{6 \%}{*}$ |
| People I don't know (i.e., a group tour or volunteer tip) | 5\% | $\begin{aligned} & 9 \% \\ & \mathrm{~N}^{*} \end{aligned}$ | $\begin{aligned} & { }_{\mathrm{N}^{*}}^{11 \%} \end{aligned}$ | 6\% | $\begin{gathered} \text { 6\% } \\ \cup \end{gathered}$ | $\begin{gathered} 7 \% \\ u \\ u \end{gathered}$ | 3\% | 1\% | 3\% | 33\% | $5 \%$ | 12\% | $\begin{gathered} 5 \% \\ \mathrm{v} \end{gathered}$ | 5\% | $4 \%$ |
| I plan to take at least one trip by myself | 15\% | $20 \%$ | $\stackrel{11 \%}{*}$ | $\stackrel{15 \%}{*}$ | 9\% | $\begin{gathered} \text { 19\% } \\ R \end{gathered}$ | $\begin{gathered} 17 \% \\ R \end{gathered}$ | $\begin{gathered} 18 \% \\ R \end{gathered}$ | 9\% | - | 16\% | 26\% | 11\% | $\begin{gathered} 22 \% \\ \text { v. } \end{gathered}$ | $\frac{26 \%}{\text { 26. } z^{*}}$ |
| Other | 1\% | 1\% | : | - | 2\% | 1\% | 1\% | 2\% | 2\% | $\cdots$ | 2\% | $\div$ | 2\% | 1\% |  |

YouGov RealTime
Winter Travel
US_nat_int Sample: 18th - 21st October 2019

| YouGov | 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 | $\begin{aligned} & \text { Don't know / } \\ & \text { Prefer not to say } \end{aligned}$ | Under S40k | \$40k to \$80k | \$80k+ | Don't know / Prefer not to say |  |
|  |  | * | * | * | * |  | AJ | AJ |  | * |  |  |  | * |  |
| City trip | 11\% | $\stackrel{\text { 9\% }}{ }$ | $\stackrel{8 \%}{*}$ | $\cdots$ | $30 \%$ | 13\% | 8\% | 10\% | 14\% | $\underset{\substack{2 \%\\}}{\substack{2}}$ | 7\% | 12\% | $\begin{gathered} \text { 18\% } \\ \text { AL.AO } \end{gathered}$ | $\stackrel{7 \%}{*}$ | 15\% |
| Cruise | 6\% | - | - | 29\% | $24 \%$ | $\begin{aligned} & \text { 10\% } \\ & \text { AJ } \end{aligned}$ | 6\% | 8\% | 5\% | $8 \%$ | 5\% | 7\% | 9\% | 4\% | 7\% |
| Campingtrip | 9\% | 6\% | - | - | $\cdots$ | 9\% | 7\% | 8\% | 10\% | 5\% | 9\% | $\begin{gathered} \text { 13\% } \\ \text { AN.AO } \end{gathered}$ | 6\% | 4\% | 10\% |
| Road trip | 23\% | $\stackrel{9 \%}{9 \%}$ | 18\% |  | 17\% | 19\% | 25\% | 22\% | 25\% | 13\% | 22\% | 28\% | 23\% | $\stackrel{17 \%}{ }$ | 21\% |
| Staycation | 10\% | 10\% | 35\% | $\stackrel{31 \%}{ }$ | 7\% | 11\% | 10\% | 9\% | 10\% | $\xrightarrow{11 \%}$ | 8\% | 11\% | 10\% | $\stackrel{\text { 9\% }}{ }$ | A $\begin{gathered}14 \% \\ A Q\end{gathered}$ |
| Volunter trip | 5\% | $\cdots$ | - | - | 9\% | 5\% | 2\% | 4\% | $\begin{aligned} & 6 \% \\ & \text { AH } \end{aligned}$ | 11\% | 4\% | 5\% | 4\% | 7\% | 3\% |
| An international trip | 9\% | 6\% | 8\% | $\stackrel{12 \%}{*}$ | $\underset{\substack{23 \% \\ \cdots}}{ }$ | 10\% | 9\% | 10\% | 8\% | $7 \%$ $\cdots$ | 5\% | 7\% | $\quad{ }^{18 \%} \text { AL.AM.AO }$ | 7\% | 9\% |
| Adomestic trip | 17\% | 5\% | 7\% | $\cdots$ | $\cdots$ | 21\% | 16\% | 18\% | 18\% | $\xrightarrow{7 \%}$ | 12\% | 18\% | $\begin{gathered} \text { 23\% } \\ \text { AL } \end{gathered}$ | $\stackrel{17 \%}{*}$ | 19\% |
| Theme park | 7\% | - | 20\% | 12\% | $\cdots$ | $\begin{aligned} & \text { 11\% } \\ & \text { AH } \end{aligned}$ | 4\% | 7\% | 6\% | $\underset{\sim}{7 \%}$ | 7\% | 6\% | $\begin{aligned} & \text { 10\% } \\ & \text { AO } \end{aligned}$ | 3\% | 8\% |
| Atraintrip | 4\% | $\cdots$ | - |  | 5\% | 5\% | 4\% | 4\% | 2\% | 12\% | 4\% | 5\% | 3\% | $\stackrel{3 \%}{*}$ | 5\% |
| A sailing trip | 4\% | 5 | 20\% | $\cdots$ | 25\% | 6\% | 3\% | 4\% | 4\% | $3 \%$ | 2\% | 5\% | 6\% | ${ }^{1 \%}$ | 6\% AR |
| A hunting trip | 5\% | $\stackrel{5 \%}{\stackrel{5 \%}{\ldots}}$ | $31 \%$ | - | $\underset{\sim}{7 \%}$ | $\begin{aligned} & \begin{array}{l} 8 \% \\ \text { AH } \end{array} \end{aligned}$ | 3\% | 5\% | 6\% | $3 \%$ | 8\% | 4\% | 5\% | 4\% | 5\% |
| A sporting event | 7\% | $\cdots$ | - | $\cdots$ | $\cdots$ | $\begin{aligned} & \text { 12\% } \\ & \text { AJ } \end{aligned}$ | 8\% | $\begin{aligned} & 9 \% \\ & \text { AJ } \end{aligned}$ | 4\% | $6 \%$ | 3\% | $\begin{aligned} & 8 \% \\ & \mathrm{AL} \end{aligned}$ | $\begin{aligned} & \text { 11\% } \\ & \text { AL.AO } \end{aligned}$ | $3 \%$ | 8\% |
| A concert or festival | 9\% | - | $\underset{*}{7 \%}$ | : | 17\% | 12\% | 7\% | 10\% | 8\% | $\stackrel{6 \%}{\square}$ | 9\% | 8\% | 10\% | 8\% | 9\% |
| Other | 4\% | 5\% | $8 \%$ | $\cdots$ | $\cdots$ | 1\% | $\begin{aligned} & 7 \% \\ & \text { AG } \end{aligned}$ | $\begin{aligned} & 5 \% \\ & \text { AG } \end{aligned}$ | 3\% | $\cdots$ | 3\% | 4\% | 4\% | 3\% | 3\% |
| Don't know | 12\% | 10\% | ${ }_{\text {19\% }}$ | - | 15\% | 8\% | 5\% | 7\% | $\begin{aligned} & \text { 14\% } \\ & \text { AH.AI } \end{aligned}$ | $40 \%$ | $\begin{aligned} & \text { AM\% } \\ & \text { AM.AN } \end{aligned}$ | 6\% | 6\% | $\begin{aligned} & \text { AM.AN* } \\ & \text { AM. } \end{aligned}$ | 12\% |
| rrw_q4. Whom do you plan to take trips with 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 | 649 | 17 | 11 | 3 | 11 | 161 | 192 | 319 | 293 | 38 | 180 | 195 | 175 | 100 | 220 |
| Family members | 43\% | 53\% | $31 \%$ | $\underset{\%}{28 \%}$ | $55 \%$ | $\begin{gathered} 56 \% \\ \text { AJ } \end{gathered}$ | $\begin{gathered} 47 \% \\ \text { AJ } \end{gathered}$ | $\begin{gathered} \text { 50\% } \\ \text { AJ } \end{gathered}$ | 37\% | $27 \%$ | 38\% | 41\% | $\begin{gathered} 50 \% \\ \mathrm{AL} \end{gathered}$ | 40\% | 45\% |
| Friends | 17\% | * | $7 \%$ | 59\% | $26 \%$ | 19\% | 14\% | 16\% | 18\% | $9 \%$ | 11\% | $\begin{gathered} \text { 19\% } \\ \mathrm{AL} \end{gathered}$ | $\underset{\mathrm{AL}}{21 \%}$ | 15\% | ${ }_{\text {ar }}{ }^{22 \%}$ |
| My parner | 39\% | 11\% | $44 \%$ | 28\% | 29\% | $\underset{\text { AJ }}{\substack{47 \% \\ \hline}}$ | $\underset{\text { A4\% }}{44 \%}$ | $\underset{\text { AJ }}{45 \%}$ | 34\% | $27 \%$ | 29\% | $\begin{gathered} \text { 45\% } \\ \text { AL } \end{gathered}$ | $\begin{aligned} & \text { 46\% } \\ & \text { AL.AO } \end{aligned}$ | 33\% | 38\% |
| Pet(s) | 10\% | 11\% | $\underset{\substack{26 \%}}{*}$ | $\cdots$ | 7\% | $\begin{aligned} & 15 \% \\ & \text { AH } \end{aligned}$ | 6\% | $\begin{aligned} & \text { 10\% } \\ & \text { AH } \end{aligned}$ | 10\% | 5\% | 6\% | 12\% | 10\% | 9\% | 12\% |
| Social group | 5\% | 6\% | 7\% |  | $31 \%$ | 6\% | 5\% | 6\% | 4\% | 11\% | 4\% | 8\% | 5\% | $3 \%$ | 7\% |
| Church group | 5\% | $\stackrel{5 \%}{\text {. }}$ | ** | 28\% | 15\% | $\begin{aligned} & 9 \% \\ & \text { AJ } \end{aligned}$ | 5\% | $\begin{aligned} & \text { 7\% } \\ & \text { AJ } \end{aligned}$ | 2\% | 10\% | 6\% | 5\% | 4\% | $\stackrel{3 \%}{*}$ | A ${ }_{\text {10\% }}^{\text {AQ AR }}$ |
| People I don't know (i.e., agroup tour or volunteer trip) | 5\% | 6\% | 20\% | $\div$ | 7\% | $\begin{aligned} & 6 \% \\ & \text { AH } \end{aligned}$ | 2\% | $\begin{aligned} & 4 \% \\ & \text { AH } \end{aligned}$ | 5\% | 16\% | $\begin{aligned} & 8 \% \\ & \text { AO } \end{aligned}$ | 4\% | 5\% | 1\% | 7\% |
| 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\% | $\stackrel{6 \%}{* *}$ | $\cdots$ | - | $8 \%$ | 1\% | 2\% | 2\% | 1\% | $2 \%$ | 2\% | 2\% | 1\% | 1\% | - |

YouGov RealTime
Winter Travel
US_nat_int Sample: 18th - 21st October 2019
YouGov
rw_q4. Whom do you plan to take trips with this winter? Please
select all that apply.

|  | Total | Type of Area Lived in |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  | Suburban/ Town | Rural | Other |
|  |  |  | * | * |
| City trip | 11\% | 11\% | 5\% | - |
| Cruise | 6\% | 7\% | $2 \%$ | - |
| Campingtrip | 9\% | 8\% | 10\% | $\cdots$ |
| Roadtrip | 23\% | 22\% | $\begin{aligned} & 33 \% \\ & \text { AP.AQ* } \end{aligned}$ | 100\% |
| Staycation | 10\% | 7\% | ${ }^{9 \%}$ | $\cdots$ |
| Volunter trip | 5\% | 6\% | 4\% | $\div$ |
| An international trip | 9\% | 10\% | $7 \%$ | $\%$ |
| A domestic trip | 17\% | 15\% | 20\% | $\div$ |
| Theme park | 7\% | 6\% | $5 \%$ | - |
| Atraintrip | 4\% | 3\% | $3 \%$ | 100\% |
| A sailing trip | 4\% | 3\% | ${ }^{1 \%}$ | - |
| A hunting trip | 5\% | 5\% | 10\% | $\div$ |
| A sporting event | 7\% | 6\% | 6\% | $\div$ |
| A concertor festival | 9\% | 9\% | $8 \%$ |  |
| Other | 4\% | 4\% | $5 \%$ | .. |
| Don't know | 12\% | 14\% | 8\% | - |

Base: All US Adults planning to take at least one leisure trip this

| winter | 649 | 337 | 1 |  |
| :---: | :---: | :---: | :---: | :---: |
| Family members | 43\% | 41\% | 43\% | - |
| Friends | 17\% | 15\% | 11\% | - |
| My partner | 39\% | 37\% | 48\% | 100\% |
| Pet(s) | 10\% | 9\% | ${ }^{6 \%}$ | : |
| Social group | 5\% | 4\% | ${ }^{7 \%}$ | - |
| Church group | 5\% | 3\% | ${ }^{2 \%}$ | - |
| People I don't know (i.e., a group tour or volunteer trip) | 5\% | 4\% | $5 \%$ | - |
| I plan to take at least one trip by myself | 15\% | 16\% | 16\% | $\cdots$ |
| Other | 1\% | $2 \%$ | 1\% | ** |

YouGov RealTime
Winter Travel
us_nat_int Sample: 18th - 21st October 2019

| YouGov ${ }^{\text {M }}$ ( Don't know | Total | Gender |  | Generation |  |  |  |  |  |  | Region |  |  |  | White |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | $\underset{\text { later) }}{\text { Gen } Z(2000 \text { and }}$ | $\begin{gathered} \text { Millennial (1982- } \\ \text { 1999) } \end{gathered}$ | $\begin{aligned} & \text { Gen X (1965- } \\ & 1981) \end{aligned}$ 1981) | Baby Boomer (1946-1964) | Silent Generation (1928-1945) | Pre-Silent Generation (1927 and earlier) | Other | Northeast | Midwest | South | West |  |
|  | 11\% | 12\% | 11\% | $\stackrel{8 \%}{\ldots}$ | $\begin{gathered} 15 \% \\ \mathrm{~F} \end{gathered}$ | $\begin{gathered} \text { 14\% } \\ \mathrm{F} \end{gathered}$ | 5\% | $\stackrel{4 \%}{4}$ | $\stackrel{\square}{*}$ | $\cdots$ | $\begin{gathered} \text { 14\% } \\ \mathrm{K}^{*} \end{gathered}$ | 5\% | $\begin{gathered} \frac{13 \%}{\mathrm{k}} \end{gathered}$ | 11\% | 8\% |
| rrw_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\% | $\begin{gathered} 12 \% \\ \mathrm{~B} \end{gathered}$ | 8\% | ${ }^{2 \%}$ | $\begin{aligned} & \text { 15\% } \\ & \text { C.E.F } \end{aligned}$ | 7\% | 8\% | 7\% | $\cdots$ | : | 8\% | 7\% | 11\% | 11\% | 8\% |
| I am somewhat more likely to travel | 7\% | $\begin{gathered} \text { e\% } \\ \text { 9\% } \\ \text { B } \end{gathered}$ | 5\% | ${ }^{2 \%}$ | $\begin{aligned} & \text { lo\% } \\ & \text { F.G } \end{aligned}$ | 7\% | 6\% | ${ }^{1 \%}$ | $\cdots$ | - | 7\% | 5\% | 7\% | 8\% | 6\% |
| I am no more or less likely to travel | 45\% | 46\% | 43\% | 53\% | 38\% | 41\% | $\begin{aligned} & 51 \% \\ & \text { D.E } \end{aligned}$ | $\begin{gathered} 53 \% \\ \mathrm{D}^{*} \end{gathered}$ | $\cdots$ | : | 43\% | 49\% | 42\% | 46\% | $\begin{aligned} & 51 \% \\ & 0 . P \end{aligned}$ |
| 1 am somewhat less likely to travel | 6\% | 7\% | 5\% | $\begin{gathered} \text { 10\% } \\ G^{*} \end{gathered}$ | 6\% | $\begin{gathered} 8 \% \\ G \end{gathered}$ | 5\% | 1\% | $\cdots$ | $\cdots$ | 5\% | 5\% | 6\% | 7\% | 5\% |
| I am much less likely totravel | 13\% | 10\% | $\begin{gathered} \text { 17\% } \\ \mathrm{A} \end{gathered}$ | ${ }^{5 \%}$ | 10\% | $\begin{gathered} \text { 16\% } \\ \text { D } \end{gathered}$ | $\begin{gathered} \text { 16\% } \\ \text { D } \end{gathered}$ | 12\% | - | - | 15\% | 13\% | 14\% | 13\% | 12\% |
| Don't know | 20\% | 16\% | $\underset{A}{23 \%}$ | ${ }^{27 \%}$ | $\stackrel{21 \%}{\mathrm{~F}}$ | 21\% | 15\% | $\stackrel{25 \%}{*}$ | $\cdots$ | $\div$ | 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. rrw_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\% | $\begin{gathered} 38 \% \\ \text { F.G } \end{gathered}$ | $\begin{gathered} 31 \% \\ G \end{gathered}$ | 27\% | 18\% | $\cdots$ | : | 26\% | 26\% | 30\% | $\begin{aligned} & \text { 38\% } \\ & \text { J.KL } \end{aligned}$ | 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\% |
| 1 prefer to book this by phone myself | 5\% | 5\% | 5\% | ${ }^{6 \%}$ | 3\% | 3\% | 6\% | $\begin{aligned} & 11 \% \\ & \text { D. } \mathrm{E}^{*} \end{aligned}$ | - | - | 6\% | 5\% | 5\% | 4\% | 5\% |
| 1 prefer to book this in person myself | 2\% | 3\% | 2\% | $\begin{gathered} 7 \% \\ F^{*} \end{gathered}$ | 4\% | 2\% | 1\% | ${ }^{3 \%}$ | $\cdots$ | $\cdots$ | 2\% | 2\% | 3\% | 2\% | 3\% |
| I prefere to book this through a travel agent | 3\% | 3\% | 4\% | ${ }^{3 \%}$ | 3\% | 2\% | 4\% | $\begin{aligned} & 8 \% \\ & E^{*} \end{aligned}$ | $\stackrel{\square}{\square}$ | - | 3\% | 4\% | 3\% | 3\% | 4\% |
| Don't know | 8\% | 7\% | 9\% | $9 \%$ | 7\% | 7\% | 10\% | $8 \%$ | $\cdots$ | $\div$ | 8\% | $\begin{gathered} \text { 11\% } \\ M \end{gathered}$ | 9\% | 5\% | $\begin{gathered} 8 \% \\ Q \end{gathered}$ |
| Not applicable - This isn't part of my trip/someone else I travel with handles this | 24\% | 22\% | 27\% | $30 \%$ | 21\% | 27\% | 26\% | 21\% | * | * | $\begin{gathered} 30 \% \\ \mathrm{M} \end{gathered}$ | $\begin{gathered} \text { 28\% } \\ \mathrm{m} \end{gathered}$ | 23\% | 20\% | 25\% |
| rrw_9_2. Hotels or Accomodation |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1276 | 568 | 708 | 37 | 390 | 337 | 437 | 75 | $\checkmark$ | $\checkmark$ | 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\% | $\stackrel{29 \%}{c}$ | $\begin{aligned} & 32 \% \\ & \text { C.F.G } \end{aligned}$ | 23\% | 18\% | - | - | 25\% | 24\% | 27\% | 30\% | 27\% |
| I prefer to book this online myself directly through the company's | 25\% | 28\% | 23\% | 15\% | 23\% | 26\% | 26\% | 29\% | ** |  | 23\% | 25\% | 27\% | 24\% | $\begin{gathered} 28 \% \\ 0 \end{gathered}$ |
| 1 prefer to book this by phone myself | 10\% | 10\% | 11\% | 6\% | 7\% | 6\% | $\begin{aligned} & { }^{15 \%} \\ & \text { D.E } \end{aligned}$ | $\begin{aligned} & \text { 18\% } \\ & \text { D. } \mathrm{E}^{*} \end{aligned}$ | $\cdots$ | - | 8\% | 10\% | 10\% | 14\% | 10\% |
| 1 prefer to book this in person myself | 5\% | 6\% | 5\% | $\stackrel{12 \%}{*}$ | 6\% | 5\% | 5\% | 3\% | $\cdots$ | $\div$ | 6\% | 5\% | 4\% | 7\% | 4\% |
| 1 prefer to book this through a travel agent | 3\% | 3\% | 3\% | - | 5\% | 2\% | 3\% | 5\% | $\cdots$ | - | 4\% | 2\% | 4\% | 3\% | 3\% |
| Don't know | 8\% | $8 \%$ | 9\% | $\stackrel{12 \%}{ }$ | 10\% | 8\% | 7\% | $\stackrel{7 \%}{*}$ | $\stackrel{\square}{*}$ | $\cdots$ | 6\% | $\begin{aligned} & \text { 13\%\% } \\ & \text { J.M } \end{aligned}$ | $\begin{aligned} & 9 \% \\ & M \end{aligned}$ | 5\% | 8\% |

YouGov RealTime
Winter Travel
us_nat_int Sample: 18th - 21st October 2019

| YouGov | Total | Race |  |  | Education |  |  |  | Marital Status |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2year | 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 |
|  | 11\% | $\underset{\substack{23 \% \\ \mathrm{~N}^{*}}}{\substack{23}}$ | $\begin{gathered} \text { 17\% } \\ \mathrm{N}^{*} \end{gathered}$ | 13\% | $\begin{aligned} & \begin{array}{l} 19 \% \\ \text { s.T.u } \end{array} \end{aligned}$ | 10\% | 6\% | 6\% | 7\% | $\underset{\substack{27 \%}}{ }$ | 10\% | 13\% | 9\% | $\begin{gathered} 17 \% \\ \text { v. } \end{gathered}$ | $\stackrel{12 \%}{*}$ |
| rrw_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\% | $\stackrel{\text { 14\% }}{\mathrm{N}}$ | $\stackrel{12 \%}{ }$ | 7\% | $\begin{gathered} \text { 12\% } \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} \text { 12\% } \\ R \end{gathered}$ | 9\% | 11\% | 18\% | $\stackrel{7 \%}{*}$ | 10\% | 11\% | 7\% | 13\% |
| I am somewhat more likely to travel | 7\% | $\stackrel{11 \%}{N}$ | 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\% | $\begin{gathered} 45 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 51 \% \\ \mathrm{R} \end{gathered}$ | $\begin{aligned} & \text { 60\% } \\ & \text { RS } \end{aligned}$ | 48\% | $54 \%$ | 48\% | 45\% | 48\% | 42\% | 41\% |
| I am somewhat less likely to travel | 6\% | 8\% | 5\% | 11\% | 3\% | $\begin{gathered} 7 \% \\ \mathrm{~T} \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 8 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} \text { nio } \\ \begin{array}{c} 11 \% \\ R \end{array} \end{gathered}$ | 5\% | $4 \%$ | 7\% | 8\% | 5\% | $\begin{aligned} & 9 \% \\ & \text { v.Z } \end{aligned}$ | 4\% |
| I am much less likely totravel | 13\% | $\stackrel{19 \%}{N}$ | 16\% | 13\% | $\begin{aligned} & \text { 18\% } \\ & \text { s.t.u } \end{aligned}$ | 12\% | 11\% | 6\% | 12\% | 10\% | $\underset{\substack{\text { 15\% } \\ r^{*}}}{ }$ | 2\% | $\begin{gathered} 12 \% \\ Y \end{gathered}$ | $\begin{gathered} 14 \% \\ Y \end{gathered}$ | $19 \%$ |
| Don't know | 20\% | 21\% | 24\% | $\stackrel{19 \%}{*}$ | $\begin{aligned} & \text { 27\% } \\ & \text { s.t.u } \end{aligned}$ | $\stackrel{17 \%}{u}$ | 14\% | 8\% | 17\% | $\xrightarrow{7 \%}$ | 16\% | $\begin{aligned} & 31 \% \\ & v \cdot Z^{*} \end{aligned}$ | 17\% | 22\% | $\stackrel{21 \%}{*}$ |
| When booking each of the following things, do you MOST prefer <br> to book it online, by phone, in person, or by using a travel <br> agent/advisor? Please select one option in each row. <br> rrw_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\% | $\begin{gathered} 31 \% \\ \mathrm{R} \end{gathered}$ | $\begin{aligned} & \text { 40\% } \\ & \text { R.S } \end{aligned}$ | $\begin{aligned} & 41 \% \\ & \text { R. } \end{aligned}$ | $\begin{aligned} & 32 \% \\ & \text { AC } \end{aligned}$ | 27\% | $\begin{aligned} & 37 \% \\ & A C^{+} \end{aligned}$ | 29\% | $\begin{aligned} & 32 \% \\ & \text { AC } \end{aligned}$ | 31\% | 29\% |
| I prefer to book this online myself directly through the company's | 26\% | 23\% | 25\% | 26\% | 18\% | $\begin{gathered} 27 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 34 \% \\ \mathrm{R} \end{gathered}$ | $\begin{aligned} & \text { 40\% } \\ & \text { R.S } \end{aligned}$ | 26\% | $21 \%$ .. | 23\% | $36 \%$ | 26\% | 24\% | $31 \%$ |
| 1 prefer to book this by phone myself | 5\% | 5\% | 5\% | 7\% | 5\% | 5\% | 6\% | 2\% | $\begin{aligned} & 6 \% \\ & \text { AA } \end{aligned}$ | - | $2 \%$ | $\stackrel{4 \%}{ }$ | 5\% | 3\% | $5 \%$ |
| 1 prefer to book this in person myself | $2 \%$ | 3\% | 1\% | 4\% | 2\% | 3\% | 3\% | 2\% | 2\% | 15\% | 4\% | - | 3\% | 2\% | $\stackrel{\text { 2\% }}{*}$ |
| 1 prefer to book this through a travel agent | 3\% | 2\% | 3\% | ${ }^{3 \%}$ | 1\% | $\begin{gathered} 4 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 7 \% \\ R \end{gathered}$ | 2\% | 4\% | $3 \%$ | $\stackrel{2 \%}{*}$ | - | 3\% | 2\% | 5\% |
| Don't know | $8 \%$ | $\begin{gathered} 13 \% \\ Q \end{gathered}$ | 6\% | $2 \%$ | $\begin{aligned} & \text { 13\% } \\ & \text { s.t.u } \end{aligned}$ | 7\% | 3\% | 3\% | 8\% | 10\% | 7\% | $9 \%$ | 8\% | 9\% | ${ }_{\text {5\% }}^{*}$ |
| Not applicable - This isn't part of my trip/someone else I travel with handles this | 24\% | 24\% | 26\% | 19\% | $\begin{aligned} & 37 \% \\ & \text { s.t.u } \end{aligned}$ | $\begin{aligned} & \text { 22\% } \\ & \text { т.U } \end{aligned}$ | 8\% | 10\% | 22\% | $24 \%$ | 24\% | $21 \%$ | 22\% | $\begin{gathered} 29 \% \\ \text { v.z } \end{gathered}$ | 23\% |
| rrw_96_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\% | $\begin{gathered} 33 \% \\ \mathrm{P}^{3} \end{gathered}$ | 16\% | $\begin{gathered} 28 \% \\ R \\ R \end{gathered}$ | $\begin{aligned} & \text { 39\% } \\ & \text { R.S } \end{aligned}$ | $\begin{aligned} & 41 \% \\ & \text { R. } \end{aligned}$ | $\begin{aligned} & \text { 28\% } \\ & \text { AC } \end{aligned}$ | 27\% | $\begin{aligned} & \text { 29\% } \\ & \text { AC }^{*} \end{aligned}$ | $\begin{aligned} & 39 \% \\ & A C^{*} \end{aligned}$ | $\begin{aligned} & 29 \% \\ & \text { AC } \end{aligned}$ | 25\% | 24\% |
| I prefer to book this online myself directly through the company's website | 25\% | 17\% | 21\% | 20\% | 17\% | $\begin{gathered} 27 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 33 \% \\ R \end{gathered}$ | $\begin{gathered} 39 \% \\ \text { R.S } \end{gathered}$ | 28\% | 11\% | 27\% | $27 \%$ | 27\% | 23\% | 25\% |
| 1 prefer to book this by phone myself | 10\% | 12\% | 13\% | $8 \%$ | $\begin{gathered} 13 \% \\ u \end{gathered}$ | 9\% | 9\% | 6\% | 12\% | - | 9\% | $9 \%$ | 11\% | 8\% | 11\% |
| 1 prefer to book this in person myself | 5\% | 5\% | 8\% | 9\% | $\begin{aligned} & 8 \% \\ & \text { 8.u } \\ & \text { s.u } \end{aligned}$ | 4\% | 4\% | 1\% | 5\% | 4\% | 5\% | 4\% | 5\% | 4\% | 8\% |
| 1 prefer to book this through a travel agent | 3\% | 6\% | 2\% | 5\% | 2\% | 4\% | 4\% | 4\% | 3\% | 15\% | $1 \%$ |  | 3\% | 4\% | 5\% |
| Don't know | $8 \%$ | $\begin{aligned} & 15 \% \% \\ & \text { N.Q } \end{aligned}$ | 9\% | $4 \%$ | $\begin{aligned} & \text { 14\%\% } \\ & \text { s.t.u } \end{aligned}$ | $\stackrel{\text { 7\% }}{u}$ | 3\% | 2\% | 6\% | 17\% | $\begin{aligned} & \begin{array}{l} 15 \% \\ \text { v.Z.AB* } \end{array} \end{aligned}$ | $\stackrel{5 \%}{*}$ | $\begin{gathered} 7 \% \\ \mathrm{v} \end{gathered}$ | $\stackrel{\substack{11 \% \\ v}}{ }$ | 5\% |

YouGov RealTime
Winter Travel
us_nat_int Sample: 18th - 21st October 2019

| YouGov | 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 540k | \$40k to \$80k | \$80k+ | $\begin{aligned} & \text { Don't know / } \\ & \text { Prefer not to say } \end{aligned}$ |  |
| Don't know | 11\% | $\underset{\substack{16 \%}}{\square+}$ | ${ }^{19 \%}$ | $\div$ | $\begin{aligned} & \frac{15 \%}{(5 \%} \end{aligned}$ | 6\% | 4\% | 5\% | $\begin{gathered} \quad 13 \% \\ \text { AG.AH.AI } \end{gathered}$ | 50\% | $\begin{gathered} \text { 18\% } \\ \text { AM.AN } \end{gathered}$ | 5\% | 5\% | $\begin{gathered} \text { 23\% } \\ \text { AM.AN* } \end{gathered}$ | 10\% |


| rw__95. 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 |
| 1 am much more likely to travel | 10\% | 7\% | 4\% | 59\% | - | 19\% | 7\% | 11\% | 7\% | 14\% | 7\% | 11\% | 15\% | 6\% | 10\% |
|  |  | * | $*$ | ** | $*$ | AH.AI.AJ |  | AH.AJ |  | * |  |  | AL.AO |  |  |
| 1 am somewhat more likely to travel | 7\% | - | $\stackrel{3 \%}{*}$ | ** | $22 \%$ | 9\% | 8\% | 8\% | 6\% | ${ }^{1 \%}$ | 6\% | $9 \%$ | 4\% | 8\% | $\begin{gathered} 9 \% \\ A \end{gathered}$ |
| I am no more or less likely to travel | 45\% | 35\% | 44\% | 18\% | 32\% | 37\% | 49\% | 45\% | 47\% | 19\% | 38\% | 51\% | 49\% | 41\% | 39\% |
|  |  | * | * | * | * | AK | AG.AI.AK | AG.AK | AG.AK | * |  | AL.AO | AL |  |  |
| I am somewhat less likely to travel | 6\% | 8\% | $\underset{\substack{6 \% \\ \ldots}}{ }$ | 8\% | ${ }_{5 \%}{ }_{\text {\% }}^{4}$ | 7\% | 5\% | 5\% | 7\% | 6\% | 6\% | 5\% | 9\% | 5\% | 6\% |
| I am much less likely totravel | 13\% | 21\% | 10\% | 15\% | 5\% | 10\% | 14\% | 13\% | 14\% | 17\% | 21\% | 11\% | 9\% | 7\% | 13\% |
|  |  | ${ }^{*}$ | * | ** | ** |  |  |  |  | * | AM.an.ao |  |  |  |  |
| Don't know | 20\% | $\begin{aligned} & 30 \% \\ & v . Z^{*} \end{aligned}$ | 34\% | * | 36\% | 19\% | 17\% | 17\% | 19\% | $\begin{gathered} 42 \% \\ \text { AG.AH.Al.AJ* } \end{gathered}$ | $\begin{aligned} & 22 \% \\ & \text { AM.AN } \end{aligned}$ | 14\% | 14\% | $\begin{gathered} \quad 33 \% \\ \text { AL.AM.AN } \end{gathered}$ | $\begin{gathered} 23 \% \\ { }_{\text {AQ }} \end{gathered}$ |

When booking each of the following things, do you MOST prefer
to book it online, by phone, in person, or by using a travel
oo book it online, by phone, in person, or by using a tray
agent/advisor? Ple
rww_q_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 |
| 1 prefer to book this online myself through a travel site | 31\% | 16\% | $\stackrel{\text { 20\% }}{\text { \% }}$ | 40\% | 17\% | $\begin{aligned} & 37 \% \\ & \text { AH.A.AK } \end{aligned}$ | 26\% | $\begin{gathered} 30 \% \\ \text { AH } \end{gathered}$ | $\begin{gathered} \begin{array}{c} 33 \% \\ \text { AH.AK } \end{array} \end{gathered}$ | 18\% | 24\% | 34\% | $\begin{aligned} & 41 \% \\ & \text { AL.AO } \end{aligned}$ | 26\% | $\begin{aligned} & 33 \% \\ & \text { AR } \end{aligned}$ |
| \| prefer to book this online myself directly through the company's $\begin{array}{r}\text { website }\end{array}$ | 26\% | 24\% | 29\% | $8 \%$ | $30 \%$ | 24\% | $28 \%$ AK | 26\% | 27\% | 13\% | 19\% | 29\% | $35 \%$ AL.AO | 24\% | 28\% |
| 1 prefer to book this by phone myself | 5\% | $\begin{aligned} & 13 \% \\ & x . Z . A A^{*} \end{aligned}$ | 7\% | * | ${ }_{8 \%}^{8 \%}$ | 3\% | $\begin{gathered} 8 \% \\ \text { AG.AI.AJ } \end{gathered}$ | $\begin{aligned} & 6 \% \\ & \text { AG } \end{aligned}$ | 4\% | $\stackrel{6 \%}{*}$ | 6\% | 5\% | 4\% | 5\% | 5\% |
| 1 prefer to book this in person myself | 2\% | - | 5\% | 19\% | $\cdots$ | 2\% | 2\% | 2\% | 2\% | $\begin{aligned} & 7 \% \\ & { }_{\text {AH*}} \end{aligned}$ | 3\% | 2\% | 3\% | 1\% | 3\% |
| 1 prefer to book this through a travel agent | 3\% | $\stackrel{6}{*}$ | - | .. | $4 \%$ | 2\% | 4\% | 3\% | 3\% | $4 \%$ | 2\% | 4\% | 4\% | 4\% | 2\% |
| Don't know | $8 \%$ | $\stackrel{15 \%}{*}$ | $\underset{\sim}{14 \%}$ | - | $\stackrel{8 \%}{8 \%}$ | 8\% | 7\% | 8\% | 9\% | 7\% | $\begin{aligned} & 11 \% \\ & { }_{A N} \end{aligned}$ | 6\% | 5\% | 10\% | 5\% |
| Not applicable - This isn't part of my trip/someone elsel travel with $\begin{gathered}\text { handes } \text { this }\end{gathered}$ handles this | 24\% | 27\% | 24\% | 33\% <br> .. | ${ }^{32 \%}$ | 24\% | 26\% | 25\% | 21\% | $\begin{gathered} 45 \% \\ \text { AG.AH.A.A.A** } \end{gathered}$ | $\begin{aligned} & 35 \% \\ & \text { AM.AN } \end{aligned}$ | $\begin{aligned} & \text { 19\% } \\ & \text { AN } \end{aligned}$ | 10\% | $\begin{gathered} 31 \% \\ \text { AM.AN } \end{gathered}$ | 25\% |
| rrw_q6_2. Hotels or Accomodation |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 |
| 1 prefer to book this online myself through a travel site | 27\% | 12\% | 30\% | 18\% | 25\% | $\begin{gathered} \text { 30\% } \\ \text { AH.AI.AK } \end{gathered}$ | $\begin{gathered} \text { 22\% } \\ \text { AK } \end{gathered}$ | $\begin{aligned} & \text { 25\% } \\ & \text { AH.AK } \end{aligned}$ | $\begin{aligned} & \text { 3H.AII.AK } \\ & \text { AHK } \end{aligned}$ | $9 \%$ | 18\% | $\begin{aligned} & \text { 33\% } \\ & \text { AL.AO } \end{aligned}$ | $\begin{aligned} & 36 \% \\ & \text { AL.AO } \end{aligned}$ | 22\% | 27\% |
| I prefer to book this online myself directly through the company's website | 25\% | 22\% | 20\% | * | $\begin{gathered} 8 \% \\ \ldots \end{gathered}$ | $\begin{gathered} 28 \% \\ \text { АК } \end{gathered}$ | $\begin{gathered} 28 \% \\ \text { AK } \end{gathered}$ | $\begin{gathered} 27 \% \\ \text { AK } \end{gathered}$ | 25\% | 12\% | 18\% | $\begin{gathered} 28 \% \\ \text { AL } \end{gathered}$ | 37\% <br> AL.AM.AO | 21\% | $30 \%$ AQ |
| 1 prefer to book this by phone myself | 10\% | ${ }^{15 \%}$ | $20 \%$ | * | 4\% | 10\% | $\begin{gathered} \text { A5\% } \\ \text { AJ } \end{gathered}$ | $\begin{gathered} 13 \% \\ \text { AG.AJ } \end{gathered}$ | 8\% | 5\% | 13\% | 10\% | 9\% | 8\% | 9\% |
| 1 prefer to book this in person myself | 5\% | $\stackrel{6 \%}{*}$ | $\stackrel{5 \%}{*}$ | $\begin{aligned} & 23 \% \\ & \% \end{aligned}$ | $\begin{aligned} & 3 \% \\ & \% \end{aligned}$ | 3\% | 6\% | 5\% | 5\% | $\stackrel{4 \%}{*}$ | $\begin{gathered} \text { 7\% } \\ \text { AN.AO } \end{gathered}$ | $\begin{gathered} 7 \% \\ \text { AN.AO } \end{gathered}$ | 1\% | 2\% | 4\% |
| 1 prefer to book this through a travel agent | 3\% | 2\% | - | * | 10\% | 2\% | 3\% | 3\% | 3\% | 7\% | 4\% | 2\% | 3\% | 4\% | 2\% |
| Don't know | $8 \%$ | $\begin{aligned} & \text { 17\% } \\ & \text { v.Z.AB* } \end{aligned}$ | $\underset{\sim}{9 \%}$ | : | 13\% | 10\% | 6\% | $\begin{aligned} & 8 \% \\ & \text { AH } \end{aligned}$ | 9\% | 8\% | $\begin{gathered} \text { 11\% } \\ \text { AN } \end{gathered}$ | 7\% | 5\% | $\begin{aligned} & { }^{12 \%} \end{aligned}$ | 6\% |

YouGov RealTime

## Winter Travel

Us_nat_int Sample: 18th - 21st October 2019

| YouGov' |  | Type of Area Lived in |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Total | Suburban/ Town | Rural | Other |
| Don't know | 11\% | $\begin{aligned} & 14 \% \\ & \text { AR } \end{aligned}$ | $\stackrel{6 \%}{*}$ | * |



When booking each of the following things, do you MOST prefer
to book it online, by phone, in person, or by using a travel
o book it online, by phone, in person, or by using a tray
agent/advisor? Ple
rww_q_1. Flights

| Unweighted base | 1276 | 645 | 230 | 3 |
| :---: | :---: | :---: | :---: | :---: |
| I prefer to book this online myself through a travel Site ${ }^{\text {Base }{ }^{\text {a }} \text { A US Adits }}$ | 1276 | 648 | 221 | 3 |
|  | 31\% | 32\% | 22\% | 38\% |
| I prefer to book this online myself directly through the company's | 26\% | AR $26 \%$ | 21\% | 28\% |
|  |  |  |  | ** |
| 1 prefer to book this by phone myself | 5\% | 5\% | 6\% | - |
| 1 prefer to book this in person myself | $2 \%$ | 2\% | 3\% | - |
| 1 prefer to book this through a travel agent | 3\% | 4\% | 4\% |  |
|  |  |  |  | * |
| Don't know | 8\% | ${ }^{9 \%}$ | 13\% | - |
| Not applicable - This isn't part of my trip/someone else I travel with $\begin{aligned} & \text { handles this }\end{aligned}$ handes this | 24\% | ${ }^{\text {AP }}$ | AP.AQ $30 \%$ |  |
|  |  |  |  | ** |



## YouGov RealTime

## Winter Travel

us_nat_int Sample: 18th - 21st October 2019

| YouGov | Total | Gender |  | Generation |  |  |  |  |  |  | Region |  |  |  | White |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | $\underset{\text { later) }}{\text { Gen } Z(2000 \text { and }}$ | $\begin{aligned} & \text { Millennial (1982- } \\ & \text { 1999) } \end{aligned}$ | Gen X (19651981) | Baby Boomer (1946-1964) | Silent Generation (1928-1945) | Pre-Silent Generation (1927 and earlier) | Other | Northeast | Midwest | South | West |  |
| Not applicable - This isn't part of my trip/someone elsel Itravel with handes this | 21\% | 20\% | 22\% | $\begin{gathered} { }^{42 \%} \\ \text { D.E.F.G } \end{gathered}$ | 19\% | 21\% | 20\% | 20\% |  |  | 28\% L.M | 21\% | 20\% | 17\% | 20\% |
| rrw_96_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 |
| 1 prefer to book this online myself through a travel site | 17\% | 18\% | 17\% | $\stackrel{8 \%}{*}$ | $\begin{gathered} 21 \% \\ G \end{gathered}$ | 18\% | 16\% | $\stackrel{\text { \% }}{ }$ | $\cdots$ | $\cdots$ | 14\% | 14\% | 19\% | 20\% | 17\% |
| I prefer to book this online myself directly through the company's website | 19\% | 20\% | 19\% | $21 \%$ | 20\% | $\begin{gathered} 23 \% \\ \mathrm{~F} \end{gathered}$ | 16\% | 18\% |  |  | 20\% | 17\% | 19\% | $21 \%$ | 21\% |
| 1 prefer to book this by phone myself | 7\% | 8\% | 6\% | 4\% | 8\% | 4\% | 7\% | 10\% | $\cdots$ | $\cdots$ | 9\% | 6\% | 7\% | 6\% | 7\% |
| 1 prefer to book this in person myself | 10\% | 11\% | 8\% | 14\% | 8\% | 10\% | 11\% | 10\% | $\cdots$ | - | 11\% | 9\% | 9\% | 10\% | 8\% |
| I prefer to book this through a travel agent | 4\% | 4\% | 5\% | 4\% | 4\% | 5\% | 5\% | 6\% | $\cdots$ | $\cdots$ | 4\% | 4\% | 4\% | 6\% | 5\% |
| Don't know | 13\% | 12\% | 14\% | $\stackrel{9}{*}$ | 13\% | 13\% | 13\% | $\stackrel{15 \%}{*}$ | $\cdots$ | $\cdots$ | 10\% | $\begin{aligned} & \text { 16\%\% } \\ & \text { J. } \end{aligned}$ | 14\% | 10\% | 12\% |
| Not applicable - This isn't part of my trip/someone else Itravel with handes this | 29\% | 28\% | 31\% | $41 \%$ | 27\% | 27\% | 32\% | 32\% |  | $\ldots$ | 32\% | 32\% | 28\% | 28\% | 30\% |
| rrw_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 | $\checkmark$ | - | 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\% | $40 \%$ | $\cdots$ | : | 43\% | 40\% | $\begin{gathered} 44 \% \\ M \% \end{gathered}$ | 34\% | 41\% |
| The ease of geting to the destination | 13\% | 12\% | 14\% | $8 \%$ | 11\% | 9\% | $\begin{gathered} \text { 16\% } \\ E \end{gathered}$ | $\begin{aligned} & 22 \% \\ & \text { D. } \begin{array}{c} \mathrm{E}^{*} \end{array} \end{aligned}$ | $\stackrel{\square}{*}$ | $\cdots$ | 12\% | 16\% | 11\% | 13\% | $\begin{gathered} \text { 14\% } \\ \mathrm{P} \end{gathered}$ |
| The activities available at the destination | 21\% | $\begin{gathered} 25 \% \\ 8 \end{gathered}$ | 17\% | $\begin{gathered} 41 \% \\ \text { D.E.F.G** } \end{gathered}$ | 24\% | 19\% | 18\% | $\stackrel{\text { 20\% }}{ }$ | $\cdots$ | * | 19\% | 22\% | 19\% | $\underset{L}{26 \%}$ | 23\% |
| The safety of the destination | 12\% | 10\% | 14\% | $6 \%$ | 7\% | $\begin{aligned} & \quad 22 \% \\ & \text { C.D.F.G } \end{aligned}$ | 10\% | $\stackrel{8 \%}{*}$ |  |  | $\begin{gathered} \text { 15\% } \\ \mathrm{k} \end{gathered}$ | 8\% | $\begin{gathered} 14 \% \\ \mathrm{k} \end{gathered}$ | 10\% | 10\% |
| Other | 3\% | 3\% | 3\% | : | 1\% | 3\% | $\begin{gathered} 4 \% \\ \mathrm{D} \end{gathered}$ | 3\% | $\cdots$ | - | 2\% | 4\% | 2\% | 4\% | 3\% |
| Don't know | 11\% | 11\% | 11\% | ${ }^{15 \%}$ | $\begin{aligned} & 15 \% \\ & \hline \end{aligned}$ | 8\% | 9\% | $\stackrel{6 \%}{*}$ | $\stackrel{\square}{*}$ | $\cdots$ | 9\% | 11\% | 10\% | 13\% | 9\% |

rrw_q8. When thinking about taking a
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\% | $47 \%$ | $\begin{aligned} & \text { 53\% } \\ & \text { F.G } \end{aligned}$ | $\begin{gathered} 48 \% \\ G \end{gathered}$ | 43\% | 31\% | * |  | 49\% | 46\% | 46\% | 47\% | 48\% |
| Itypically choose which dates I want to travel on, and then start looking $\begin{array}{r}\text { at destinations }\end{array}$ | 25\% | 25\% | 24\% | 33\% | 22\% | 27\% | 25\% | 23\% | ** | $\stackrel{-}{\circ}$ | 22\% | 25\% | 26\% | 23\% | 23\% |
| Neither of these | 18\% | 17\% | 19\% | 13\% | 11\% | 15\% | $\begin{aligned} & 24 \% \\ & \text { D.E } \end{aligned}$ | $\begin{aligned} & \quad 37 \% \\ & \text { C.D.E.F* } \end{aligned}$ | $\cdots$ | - | 18\% | 22\% | 18\% | 16\% | 19\% |
| Don't know | 10\% | 8\% | $\underset{A}{13 \%}$ | $\stackrel{8 \%}{*}$ | $\stackrel{14 \%}{\underset{F}{14}}$ | 11\% | 8\% | $\stackrel{8 \%}{*}$ | $\cdots$ | ** | 11\% | 7\% | 10\% | $\begin{gathered} 14 \% \\ k \end{gathered}$ | 9\% |



## YouGov RealTime

## Winter Travel

us_nat_int Sample: 18th - 21st October 2019

| YouGov |  | Race |  |  | Education |  |  |  | Marital Status |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2year | 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\% | $\begin{gathered} 29 \% \\ \mathrm{~N} \end{gathered}$ | 21\% | $\begin{aligned} & \text { 31\% } \\ & \text { s.t.u } \end{aligned}$ | $\begin{aligned} & \text { 21\% } \\ & \text { T.U } \end{aligned}$ | 7\% | 7\% | 18\% | $27 \%$ . | 14\% | 17\% | 17\% | $\begin{aligned} & 26 \% \\ & \text { v.x.z } \end{aligned}$ | 21\% |
| rrw_q6_3. Activities and Tours |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 |
| 1 prefer to book this online myself through a travel site | 17\% | 14\% | 18\% | $\begin{aligned} & \text { 27\% } \\ & \text { N.O* } \end{aligned}$ | 12\% | $\begin{gathered} 18 \% \\ R \end{gathered}$ | $\underset{\mathrm{R}}{24 \%}$ | $\begin{gathered} 25 \% \\ \mathrm{R} \end{gathered}$ | 18\% | 23\% | 18\% | ${ }^{12 \%}$ | 18\% | 18\% | 17\% |
| I prefer to book this online myself directly through the company's website | 19\% | 17\% | 15\% | 15\% | 12\% | $\begin{gathered} 22 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 26 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 27 \% \\ \mathrm{R} \end{gathered}$ | 21\% | $\begin{gathered} 4 \% \\ \cdots \\ \hline * \end{gathered}$ | 23\% | 16\% | 20\% | 20\% | 21\% |
| 1 prefer to book this by phone myself | 7\% | 8\% | 7\% | 6\% | 6\% | 7\% | 7\% | 7\% | $\begin{gathered} 8 \% \\ \text { X.AA } \end{gathered}$ | $\underset{\sim}{3 \%}$ | $2 \%$ | 10\% | $\begin{gathered} 7 \% \\ \text { x.AA } \end{gathered}$ | 4\% | 6\% |
| 1 prefer to book this in person myself | 10\% | 11\% | 14\% | 12\% | 12\% | 8\% | 8\% | 9\% | 10\% | - | $\stackrel{10 \%}{ }$ | 12\% | 10\% | 7\% | $\begin{aligned} & 15 \% \\ & A_{A} A^{*} \end{aligned}$ |
| I prefer to book this through a travel agent | 4\% | 1\% | 5\% | 6\% | 3\% | 4\% | $\begin{gathered} \text { 9\% } \\ \text { R.S.U } \end{gathered}$ | 3\% | 4\% | $3 \%$ | 3\% | $\stackrel{4 \%}{ }$ | 4\% | 4\% | $\begin{aligned} & 9 \% \\ & \mathrm{v} \cdot \mathrm{Z}^{*} \end{aligned}$ |
| Don't know | 13\% | $\begin{aligned} & 24 \% \\ & \text { N.P.Q } \end{aligned}$ | 10\% | 10\% | $\begin{aligned} & \text { 17\% } \\ & \text { T.U } \end{aligned}$ | $\begin{gathered} 13 \% \\ u \end{gathered}$ | 8\% | 6\% | 12\% | $38 \%$ | 16\% | $\stackrel{13 \%}{*}$ | 14\% | 13\% | 7\% |
| Not applicable - This isn't part of my trip/someone else I travel with handles this | 29\% | 26\% | 31\% | 24\% | $\begin{aligned} & 38 \% \\ & \text { s.t.u } \end{aligned}$ | $\begin{gathered} 27 \% \\ \mathrm{~T} \end{gathered}$ | 19\% | 22\% | 26\% | 28\% | 29\% | 33\% | 27\% | $\begin{gathered} 34 \% \\ \text { v.z } \end{gathered}$ | 26\% |
| rrw_q7. When thinking about taking a leisure trip, which of the following is MOST important to you? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 |
| The cost | 40\% | $46 \%$ | 39\% | $31 \%$ | $\begin{gathered} 40 \% \\ u \end{gathered}$ | $\begin{gathered} 45 \% \\ u \end{gathered}$ | $\begin{gathered} 43 \% \\ 43 \% \end{gathered}$ | 26\% | $\begin{aligned} & 42 \% \\ & \text { AC } \end{aligned}$ | 13\% | $\begin{aligned} & \text { 48\% } \\ & \mathrm{AC}^{*} \end{aligned}$ | 32\% | $\begin{aligned} & 41 \% \\ & \text { AC } \end{aligned}$ | $\begin{aligned} & 42 \% \\ & { }^{42 \%} \end{aligned}$ | $\begin{aligned} & 47 \% \\ & \mathrm{AC}^{*} \end{aligned}$ |
| The ease of getting to the destination | 13\% | 13\% | 6\% | $\underset{\substack{17 \% \\ p^{*}}}{\substack{ \\\hline}}$ | 13\% | 13\% | 13\% | 12\% | $\begin{gathered} \text { no } \\ \begin{array}{c} 3 \% \\ A A \end{array} \end{gathered}$ | 28\% | 10\% | $6 \%$ | $\begin{gathered} 13 \% \\ A A \end{gathered}$ | 7\% | $\begin{aligned} & \text { 16\% } \\ & \text { AA }^{*} \end{aligned}$ |
| The activities available at the destination | 21\% | 15\% | 17\% | 25\% | 14\% | $\begin{gathered} 20 \% \\ R \end{gathered}$ | $\begin{gathered} 27 \% \\ R \end{gathered}$ | $\begin{aligned} & 39 \% \\ & \text { R.S.T } \end{aligned}$ | 20\% | 30\% | 19\% | $\begin{gathered} 46 \% \\ \text { v.x.ZAA.AB.AC** } \end{gathered}$ | $\begin{gathered} 22 \% \\ v \end{gathered}$ | 24\% | 15\% |
| The safety of the destination | 12\% | 15\% | $\stackrel{19 \%}{\mathrm{~N}}$ | 13\% | 13\% | 11\% | 10\% | 14\% | 13\% | - | 11\% | 11\% | 12\% | 12\% | 11\% |
| Other | 3\% | 0\% | 1\% | 5\% | 1\% | $\begin{aligned} & 4 \% \\ & \text { R.T } \end{aligned}$ | 1\% | $\begin{aligned} & 7 \% \\ & \text { R.T } \end{aligned}$ | 3\% | $\underset{\sim}{4 \%}$ | $3 \%$ |  | 3\% | 2\% | $2 \%$ |
| Don't know | 11\% | 11\% | $\stackrel{17 \%}{\mathrm{~N}}$ | 10\% | $\begin{aligned} & 19 \% \\ & \text { s.t.u } \end{aligned}$ | $\begin{gathered} 7 \% \\ u \\ u \end{gathered}$ | 5\% | 2\% | 9\% | $\underset{\sim}{25 \%}$ | $\stackrel{10 \%}{ }$ | ${ }^{6 \%}$ | 9\% | 12\% | 9\% |

rrw q8. When thinking about taking a
following are you MORE likely to do?

| Unweighted base | 1276 | 145 | 161 | 85 | 443 | 435 | 249 | 149 | 599 | ${ }^{23}$ | 94 | 45 | 761 | 300 | 123 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All U 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\% | $\begin{gathered} 48 \% \\ R \end{gathered}$ | $\begin{aligned} & 57 \% \\ & \text { R.S } \end{aligned}$ | $\begin{aligned} & \text { 66\% } \\ & \text { R.S } \end{aligned}$ | $\begin{aligned} & 46 \% \\ & \text { AC } \end{aligned}$ | $\begin{gathered} 54 \% \\ \hline \end{gathered}$ | 54\% AC | $\begin{aligned} & 51 \% \\ & A C^{*} \end{aligned}$ | 48\% AC | $\begin{aligned} & 47 \% \\ & \text { AC } \end{aligned}$ | 49\% |
| Itypically 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\% | $\begin{aligned} & \text { 23\% } \\ & \text { T.U } \end{aligned}$ | $\underset{u}{19 \%}$ | $\underset{u}{13 \%}$ | 6\% | $\begin{aligned} & 19 \% \\ & \mathrm{y} . \mathrm{Z} \end{aligned}$ | 14\% | 13\% | 4\% | $\begin{gathered} 17 \% \\ Y \end{gathered}$ | $\underset{y}{17 \%}$ | $\stackrel{21 \%}{\gamma^{*}}$ |
| Don't know | 10\% | 11\% | 13\% | $\stackrel{15 \%}{*}$ | $\begin{aligned} & \text { 17\% } \\ & \text { s.t.u } \end{aligned}$ | 7\% | 7\% | 3\% | 9\% | $\underset{\substack{14 \% \\ \cdots}}{\text { c/ }}$ | $\stackrel{11 \%}{*}$ | $\begin{gathered} \text { 19\% } \\ v^{*} \end{gathered}$ | 10\% | 12\% | $\stackrel{8 \%}{*}$ |

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## YouGov RealTime

## Winter Travel

us_nat_int Sample: 18th - 21st October 2019

| YouGov | 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 540k | \$40k to \$80k | s80k+ | $\begin{aligned} & \text { Don't know / } \\ & \text { Prefer not to say } \end{aligned}$ |  |
| Not applicable - This isn't part of my trip/someone else ltravel with | 21\% | 27\% | 16\% | 60\% .. | $36 \%$ . | 17\% | 21\% | 19\% | 19\% | $\begin{gathered} 54 \% \\ \text { AG.AH.A.A.A.* } \end{gathered}$ | $\begin{gathered} 29 \% \\ \text { AM.AN } \end{gathered}$ | 13\% | 9\% | $\begin{gathered} \quad 32 \% \\ \text { AM.AN } \end{gathered}$ | 22\% |
| rr_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\% | $\stackrel{11 \%}{*}$ | 20\% | * | 11\% | $\begin{aligned} & 22 \% \\ & \text { AH.AI } \end{aligned}$ | 14\% | $\begin{gathered} \text { 17\% } \\ \text { AH } \end{gathered}$ | 18\% | 10\% | 12\% | $\begin{aligned} & 21 \% \\ & \text { AL.AO } \end{aligned}$ | $\begin{aligned} & 25 \% \\ & \text { AL.AO } \end{aligned}$ | 12\% | 19\% |
| I prefer to book this online myself directly through the company's website | 19\% | 15\% | 10\% |  |  | $\begin{gathered} 24 \% \\ \text { AK } \end{gathered}$ | $\begin{gathered} \text { 19\% } \\ \text { AK } \end{gathered}$ | $\begin{gathered} 21 \% \\ \text { AK } \end{gathered}$ | $\begin{gathered} \text { 20\% } \\ \text { AK } \end{gathered}$ | 2\% | 14\% | $\begin{gathered} 22 \% \\ \text { AL } \end{gathered}$ | 27\% <br> ALAO | 16\% | $\begin{aligned} & \text { 23\% } \\ & \text { AR } \end{aligned}$ |
| 1 prefer to book this by phone myself | 7\% | $\stackrel{8}{8}$ | $25 \%$ | 18\% | $8 \%$ | 6\% | 8\% | 7\% | 6\% | $5 \%$ | 6\% | 7\% | 7\% | 7\% | 6\% |
| 1 prefer to book this in person myself | 10\% | $\stackrel{\text { \% }}{ }$ | 10\% | $\div$ | 8\% | 7\% | $\begin{aligned} & \text { AG } 11 \% \\ & \text { AGAI } \end{aligned}$ | $\begin{aligned} & 9 \% \\ & \text { AG } \end{aligned}$ | 11\% | 4\% | 11\% | 10\% | 9\% | 7\% | 10\% |
| I prefer to book this through a travel agent | 4\% | ${ }^{2 \%}$ | - | i. | 10\% | 3\% | 5\% | 5\% | 4\% | 3\% | 4\% | 5\% | 5\% | 2\% | 4\% |
| Don't know | 13\% | $\stackrel{17 \%}{*}$ | 14\% | $8 \%$ | 22\% | 15\% | 13\% | 14\% | 12\% | 18\% | $\begin{gathered} 16 \% \\ \text { AN } \end{gathered}$ | 11\% | 9\% | $\begin{aligned} & \text { 16\% } \\ & \text { AN } \end{aligned}$ | $9 \%$ |
| Not applicable - This isn't part of my trip/someone else I travel with handles this handles this | 29\% | 40\% | 21\% | $\begin{gathered} 74 \% \\ \pm \end{gathered}$ | $42 \%$ | 22\% | $\begin{gathered} 30 \% \\ \text { AG } \end{gathered}$ | $\begin{gathered} 27 \% \\ \text { AG } \end{gathered}$ | $\begin{gathered} 29 \% \\ \text { AG } \end{gathered}$ | $\begin{gathered} 58 \% \\ \text { AG.AH.A..AJ* } \end{gathered}$ | $\begin{gathered} \text { 36\% } \\ \text { AM.AN } \end{gathered}$ | 25\% AN | 18\% | $\begin{gathered} \quad 39 \% \\ \text { AM.AN } \end{gathered}$ | 30\% |
| rrw_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\% | $\begin{gathered} 43 \% \\ A K \\ A K \end{gathered}$ | $\begin{gathered} 43 \% \\ \text { AK } \end{gathered}$ | $\begin{gathered} 44 \% \\ \text { AK } \end{gathered}$ | $\begin{gathered} \begin{array}{c} 39 \% \\ \text { AK } \end{array} \end{gathered}$ | 19\% | $\begin{aligned} & \text { 43\% } \\ & \text { AN.AO } \end{aligned}$ | $\begin{aligned} & 46 \% \\ & \text { AN.AO } \end{aligned}$ | 35\% | 31\% | 40\% |
| The ease of getting to the destination | 13\% | $\begin{gathered} \quad 35 \% \\ \text { v..Y.Z.AA.AB* } \end{gathered}$ | $29 \%$ | $27 \%$ | 15\% | 10\% | $\begin{aligned} & \text { An } \\ & \text { AG } \\ & \text { AG } \end{aligned}$ | $\begin{aligned} & \text { Mn } \\ & \text { AB } \\ & \text { AG } \end{aligned}$ | 13\% | 13\% | 12\% | 14\% | 13\% | 13\% | 11\% |
| The activities available at the destination | 21\% | 15\% | 17\% |  | 14\% | $\begin{gathered} 22 \% \\ \text { AK } \end{gathered}$ | 18\% | 20\% | $\begin{gathered} \text { 24\% } \\ \text { AH.AK } \end{gathered}$ | $8 \%$ | 18\% | 20\% | $\begin{gathered} \quad 30 \% \\ \text { ALAM.AO } \end{gathered}$ | 18\% | 22\% |
| The safely of the destination | 12\% | 5\% | 7\% | 35\% | 13\% | 13\% | 14\% | 13\% | 11\% | $9 \%$ | 11\% | 11\% | 14\% | 14\% | $\begin{gathered} 14 \% \\ A R \end{gathered}$ |
| 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\% | $\begin{aligned} & \text { 10\% } \\ & \text { AH } \end{aligned}$ | $\begin{gathered} \text { AG.AH.A.A.AJ* } \end{gathered}$ | $\begin{aligned} & \text { 15\% } \\ & \text { AM.AN } \end{aligned}$ | 7\% | 4\% | $\begin{gathered} 19 \% \\ \text { AM.AN } \end{gathered}$ | 11\% |

rrw q8. When thinking about taking a
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\% | $\begin{gathered} 31 \% \\ \hline \end{gathered}$ | $\begin{aligned} & \text { 55\% } \\ & \text { АН.АІ.АК } \end{aligned}$ | $\begin{gathered} \text { 40\% } \\ \text { АК } \end{gathered}$ | $\begin{aligned} & \text { 45\% } \\ & \text { Ан.Ак } \end{aligned}$ | 51\% AH.AI.AK | 22\% | 42\% | 47\% | $\begin{gathered} \text { 58\% } \\ \text { AL.AM.AO } \end{gathered}$ | 42\% | $\begin{aligned} & 51 \% \\ & \text { AR } \end{aligned}$ |
| I typically choose which dates I want to travel on, and then start looking at destinations | 25\% | 21\% | $\begin{gathered} 29 \% \\ \hline \end{gathered}$ | 27\% | $\begin{aligned} & \text { 18\% } \\ & \hline \end{aligned}$ | 23\% | $\begin{gathered} 30 \% \\ \text { AG.AJ } \end{gathered}$ | $\begin{gathered} 27 \% \\ \text { AG } \end{gathered}$ | 22\% | 17\% | 21\% | $\begin{gathered} \text { 29\% } \\ \text { AL } \end{gathered}$ | 27\% | 22\% | 23\% |
| Neither of these | 18\% | $\stackrel{41 \%}{\text { v...Y.z.AA.AB* }}$ | 11\% | $23 \%$ | 20\% | 12\% | $\begin{gathered} 23 \% \\ \text { AG.Al.AJ } \end{gathered}$ | $\begin{aligned} & \text { Mo } \\ & \text { AG } \end{aligned}$ | 16\% | $\begin{aligned} & 27 \% \\ & { }_{\text {AG }} \end{aligned}$ | $\begin{aligned} & 23 \% \\ & \text { AM.AN } \end{aligned}$ | 16\% | 11\% | $\begin{aligned} & 21 \% \\ & \text { AN } \end{aligned}$ | 14\% |
| Don't know | 10\% | $\stackrel{12 \%}{*}$ | $\stackrel{6 \%}{*}$ | * | $31 \%$ | 10\% | 7\% | 8\% | 10\% | $\begin{gathered} 34 \% \\ \text { AG.AH.AI.A.A* } \end{gathered}$ | $\begin{aligned} & 14 \% \\ & \text { AM.AN } \\ & \hline \end{aligned}$ | 8\% | 4\% | $\begin{aligned} & 16 \% \\ & \text { AM.AN } \\ & \hline \end{aligned}$ | 12\% |

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YouGov RealTime
Winter Travel
US_nat_int Sample: 18th - 21st October 2019

| YouGov |  | Type of Area Lived in |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Total | Suburban/ Town | Rural | Other |
| Not applicable - This isn't part of my trip/someone elsel travel with handles this | 21\% | 19\% | 23\% | $34 \%$ |




| Unweighted base | 1276 | 645 | 230 | 3 |
| :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults | 1276 | 648 | 221 | 3 |
| 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\% | $\stackrel{\square}{*}$ |
| Neither of these | 18\% | 19\% | $\underset{A P}{23 \%}$ | 28\% |
| Don't know | 10\% | 10\% | 10\% | $\underset{\substack{\text { 72\% } \\ \ldots}}{ }$ |

