

YouGov Survey: Travel



Sample 1016 U.S. adult citizens
Conducted June 24 - 26, 2025
Margin of Error $\pm 4.5\%$

1. Do you travel more often for...?

Business	5%
Leisure	48%
About the same	11%
I don't travel	34%
Not sure	3%

2. How much of a priority is leisure travel for you?

The top priority	8%
A high priority	25%
A low priority	33%
Not at all a priority	28%
Not sure	7%

3. About how often did you travel as a child?

Once a week or more	2%
Once a month	3%
Several times a year	27%
Once a year or less	44%
Never	17%
Not sure	7%

4. About how often do you travel now?

Once a week or more	1%
Once a month	5%
Several times a year	33%
Once a year or less	35%
Never	24%
Not sure	3%

5. Has it ever been a goal of yours to visit all 50 states in your lifetime?

Yes	30%
No	65%
Not sure	6%

6. Why haven't you visited more states? Select all that apply.

Among people who have visited 10 or fewer states

Too expensive	55%
Lack of time	41%
Lack of interest	28%
Prioritized travel within my state	7%
Prioritized travel outside the country	5%
Other	10%
Not sure	9%

7. Which of these is closest to what you would consider the minimum kind of travel to a state that counts as visiting that state?

Driving through it	27%
A full trip including sightseeing	21%
Spending a night	15%
Setting a foot on the ground	12%
Going beyond the airport	7%
Having a meal	3%
Flying over it	2%
Changing planes	2%
Not sure	10%

Interviewing Dates	June 24 - 26, 2025
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.052 to 6.44, with a mean of one and a standard deviation of 1.061.
Number of respondents	1016
Margin of error	± 4.5% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	95 questions not reported.

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June 24 - 26, 2025 - 1016 U.S. adult citizens



1. Reason for Travel

Do you travel more often for...?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Business	5%	7%	2%	4%	5%	6%	2%	5%	7%	1%	*
Leisure	48%	48%	48%	48%	45%	50%	48%	49%	42%	49%	*
About the same	11%	12%	11%	12%	18%	8%	7%	9%	15%	12%	*
I don't travel	34%	31%	36%	29%	28%	35%	42%	35%	30%	35%	*
Not sure	3%	2%	3%	7%	4%	1%	0%	2%	7%	3%	*
Totals	101%	100%	100%	100%	100%	100%	99%	100%	101%	100%	*
Unweighted N	(1,015)	(433)	(582)	(238)	(247)	(321)	(209)	(666)	(134)	(143)	(72)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Business	5%	5%	2%	8%	5%	6%	1%	4%	9%	3%	3%	6%	5%
Leisure	48%	46%	47%	51%	54%	55%	32%	59%	62%	50%	50%	45%	48%
About the same	11%	13%	12%	9%	11%	9%	10%	11%	18%	14%	5%	11%	16%
I don't travel	34%	34%	35%	32%	27%	29%	54%	24%	11%	31%	39%	35%	28%
Not sure	3%	3%	4%	0%	3%	1%	4%	2%	0%	2%	3%	3%	3%
Totals	101%	101%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,015)	(355)	(411)	(249)	(463)	(326)	(355)	(255)	(289)	(171)	(229)	(395)	(220)

2. Leisure Travel Priority

How much of a priority is leisure travel for you?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
The top priority	8%	8%	8%	5%	11%	10%	5%	8%	13%	4%	*
A high priority	25%	26%	24%	26%	20%	29%	23%	23%	25%	32%	*
A low priority	33%	32%	34%	32%	38%	27%	35%	35%	31%	27%	*
Not at all a priority	28%	27%	28%	23%	19%	33%	33%	29%	21%	30%	*
Not sure	7%	8%	6%	13%	11%	1%	4%	6%	11%	8%	*
Totals	101%	101%	100%	99%	99%	100%	100%	101%	101%	101%	*
Unweighted N	(1,014)	(433)	(581)	(237)	(248)	(320)	(209)	(665)	(134)	(143)	(72)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
The top priority	8%	8%	5%	10%	9%	8%	4%	10%	13%	6%	5%	11%	6%
A high priority	25%	25%	25%	25%	30%	27%	15%	26%	39%	24%	22%	25%	29%
A low priority	33%	32%	30%	36%	35%	36%	31%	35%	35%	39%	31%	29%	36%
Not at all a priority	28%	28%	29%	26%	23%	26%	40%	26%	10%	20%	38%	26%	27%
Not sure	7%	6%	11%	3%	3%	3%	10%	4%	4%	11%	4%	8%	2%
Totals	101%	99%	100%	100%	100%	100%	100%	101%	101%	100%	100%	99%	100%
Unweighted N	(1,014)	(354)	(410)	(250)	(461)	(326)	(354)	(256)	(289)	(171)	(228)	(396)	(219)

3. Travel Frequency in Childhood

About how often did you travel as a child?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Once a week or more	2%	1%	2%	1%	2%	1%	2%	1%	5%	1%	*
Once a month	3%	4%	3%	5%	6%	2%	2%	2%	6%	7%	*
Several times a year	27%	29%	26%	27%	25%	30%	27%	29%	24%	17%	*
Once a year or less	44%	45%	43%	35%	49%	49%	40%	44%	39%	47%	*
Never	17%	15%	19%	17%	13%	14%	26%	19%	11%	21%	*
Not sure	7%	6%	7%	15%	6%	4%	4%	5%	15%	7%	*
Totals	100%	100%	100%	100%	101%	100%	101%	100%	100%	100%	*
Unweighted N	(1,014)	(433)	(581)	(237)	(248)	(320)	(209)	(666)	(132)	(144)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Once a week or more	2%	1%	1%	2%	1%	3%	3%	1%	1%	0%	1%	3%	1%
Once a month	3%	1%	4%	5%	2%	3%	3%	4%	3%	1%	3%	4%	5%
Several times a year	27%	27%	27%	28%	31%	32%	23%	26%	35%	29%	27%	25%	30%
Once a year or less	44%	45%	39%	49%	50%	45%	35%	52%	51%	41%	38%	46%	48%
Never	17%	23%	18%	10%	13%	13%	29%	10%	6%	21%	23%	14%	12%
Not sure	7%	4%	11%	6%	4%	5%	7%	6%	4%	8%	7%	7%	5%
Totals	100%	101%	100%	100%	101%	101%	100%	99%	100%	100%	99%	99%	101%
Unweighted N	(1,014)	(353)	(411)	(250)	(462)	(326)	(353)	(256)	(289)	(171)	(229)	(394)	(220)

4. Travel Frequency Now

About how often do you travel now?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Once a week or more	1%	1%	0%	0%	1%	1%	1%	0%	2%	1%	*
Once a month	5%	6%	3%	7%	2%	6%	4%	4%	9%	5%	*
Several times a year	33%	34%	32%	31%	29%	36%	36%	35%	30%	18%	*
Once a year or less	35%	34%	35%	34%	44%	30%	30%	34%	31%	44%	*
Never	24%	22%	25%	21%	17%	27%	29%	24%	23%	26%	*
Not sure	3%	2%	4%	7%	6%	0%	1%	2%	5%	6%	*
Totals	101%	99%	99%	100%	99%	100%	101%	99%	100%	100%	*
Unweighted N	(1,014)	(433)	(581)	(238)	(247)	(320)	(209)	(665)	(134)	(144)	(71)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Once a week or more	1%	0%	0%	1%	0%	2%	0%	1%	1%	0%	0%	1%	0%
Once a month	5%	4%	5%	5%	4%	6%	3%	6%	8%	3%	5%	6%	4%
Several times a year	33%	37%	32%	31%	41%	37%	15%	33%	59%	33%	30%	33%	39%
Once a year or less	35%	29%	34%	40%	34%	36%	38%	40%	28%	36%	31%	34%	37%
Never	24%	28%	23%	21%	18%	18%	40%	17%	4%	22%	31%	24%	17%
Not sure	3%	2%	6%	1%	2%	1%	4%	3%	1%	5%	4%	2%	2%
Totals	101%	100%	100%	99%	99%	100%	100%	100%	101%	99%	101%	100%	99%
Unweighted N	(1,014)	(355)	(410)	(249)	(463)	(324)	(355)	(255)	(288)	(170)	(228)	(396)	(220)

5. Goal To Visit All 50 States

Has it ever been a goal of yours to visit all 50 states in your lifetime?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	30%	29%	30%	39%	31%	27%	23%	28%	38%	25%	*
No	65%	67%	62%	54%	61%	68%	73%	67%	53%	69%	*
Not sure	6%	4%	7%	8%	8%	4%	3%	5%	9%	7%	*
Totals	101%	100%	99%	101%	100%	99%	99%	100%	100%	101%	*
Unweighted N	(1,016)	(433)	(583)	(238)	(248)	(321)	(209)	(666)	(134)	(144)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	30%	31%	32%	26%	35%	31%	28%	31%	32%	25%	24%	34%	33%
No	65%	65%	60%	69%	61%	63%	66%	64%	65%	69%	71%	60%	61%
Not sure	6%	4%	8%	5%	4%	6%	6%	5%	3%	5%	5%	6%	6%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,016)	(355)	(411)	(250)	(463)	(326)	(355)	(256)	(289)	(171)	(229)	(396)	(220)

6. Why Not Visited More States

Why haven't you visited more states? Select all that apply.

Among people who have visited 10 or fewer states

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Too expensive	55%	52%	57%	49%	62%	57%	*	59%	*	45%	*
Lack of time	41%	45%	38%	45%	46%	36%	*	41%	*	30%	*
Lack of interest	28%	33%	24%	36%	22%	27%	*	29%	*	33%	*
Prioritized travel within my state	7%	12%	4%	11%	7%	3%	*	7%	*	7%	*
Prioritized travel outside the country	5%	5%	4%	7%	3%	4%	*	4%	*	10%	*
Other	10%	8%	11%	15%	6%	10%	*	8%	*	13%	*
Not sure	9%	8%	10%	8%	9%	10%	*	6%	*	12%	*
Unweighted N	(484)	(175)	(309)	(151)	(150)	(133)	(50)	(256)	(95)	(101)	(32)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Too expensive	55%	54%	56%	54%	58%	62%	59%	57%	*	*	64%	57%	*
Lack of time	41%	39%	41%	44%	41%	51%	36%	43%	*	*	43%	38%	*
Lack of interest	28%	32%	32%	19%	24%	22%	25%	32%	*	*	26%	28%	*
Prioritized travel within my state	7%	11%	5%	7%	14%	10%	7%	5%	*	*	10%	5%	*
Prioritized travel outside the country	5%	7%	5%	2%	9%	6%	3%	3%	*	*	4%	3%	*
Other	10%	6%	15%	8%	8%	14%	9%	12%	*	*	8%	10%	*
Not sure	9%	4%	12%	11%	6%	4%	13%	2%	*	*	14%	6%	*
Unweighted N	(484)	(184)	(181)	(119)	(204)	(119)	(231)	(108)	(72)	(85)	(104)	(201)	(94)

7. What Counts as State Visit

Which of these is closest to what you would consider the minimum kind of travel to a state that counts as visiting that state?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Driving through it	27%	29%	24%	21%	25%	30%	28%	31%	18%	20%	*
A full trip including sightseeing	21%	19%	23%	18%	21%	19%	26%	18%	28%	22%	*
Spending a night	15%	17%	14%	16%	11%	16%	19%	15%	20%	13%	*
Setting a foot on the ground	12%	13%	12%	11%	9%	15%	13%	13%	6%	6%	*
Going beyond the airport	7%	7%	7%	8%	9%	6%	4%	8%	7%	5%	*
Having a meal	3%	3%	4%	3%	7%	3%	1%	3%	3%	5%	*
Flying over it	2%	3%	2%	6%	3%	0%	1%	1%	5%	7%	*
Changing planes	2%	2%	2%	3%	2%	3%	1%	2%	2%	4%	*
Not sure	10%	7%	13%	13%	13%	8%	5%	7%	11%	19%	*
Totals	99%	100%	101%	99%	100%	100%	98%	98%	100%	101%	*
Unweighted N	(1,014)	(432)	(582)	(238)	(248)	(320)	(208)	(664)	(134)	(144)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Driving through it	27%	21%	26%	33%	25%	28%	26%	32%	25%	23%	26%	28%	26%
A full trip including sightseeing	21%	21%	20%	22%	19%	21%	20%	22%	18%	24%	23%	22%	14%
Spending a night	15%	21%	14%	12%	21%	14%	11%	15%	19%	15%	18%	13%	18%
Setting a foot on the ground	12%	11%	13%	12%	13%	16%	12%	9%	15%	9%	10%	14%	14%
Going beyond the airport	7%	8%	5%	8%	8%	7%	5%	7%	11%	4%	5%	7%	11%
Having a meal	3%	4%	4%	3%	5%	3%	4%	3%	4%	3%	3%	2%	6%
Flying over it	2%	3%	2%	2%	2%	2%	3%	2%	3%	4%	2%	3%	1%

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	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Changing planes	2%	2%	3%	2%	3%	1%	3%	2%	2%	2%	3%	2%	4%
Not sure	10%	9%	14%	6%	5%	7%	16%	6%	4%	16%	9%	9%	6%
Totals	99%	100%	101%	100%	101%	99%	100%	98%	101%	100%	99%	100%	100%
Unweighted N	(1,014)	(353)	(411)	(250)	(462)	(326)	(354)	(256)	(288)	(171)	(229)	(395)	(219)

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