

# Atlas Obscura Poll – October 24-30, 2025

## Adults in the U.S.



Sample 1,285 Adults in the U.S.

Margin of Error ±3.4 points

### 1. On average, how many trips do you take per year?

None	28%
1 trip	25%
2 trips	21%
3 trips	12%
4 trips	5%
5 trips	4%
6 trips or more	5%

### 2. Are the trips you take typically domestic (within the U.S.) or international?

*Among people who typically take at least one trip per year*

All domestic	55%
Mostly domestic	28%
Half domestic, half international	12%
Mostly international	3%
All international	2%

### 3. How long do your trips usually last?

*Among people who typically take at least one trip per year*

1-3 days	34%
4-6 days	38%
7-10 days	20%
11+ days	8%

### 4. What are the reasons why you travel? Select all that apply.

*Among people who typically take at least one trip per year*

Leisure / vacation	77%
Visiting family or friends	63%
Work / business	18%
Events (sports, festivals, conferences, etc.)	22%
Other	2%

### 5. What is the most common reason why you travel?

*Among people who typically take at least one trip per year*

Leisure / vacation	49%
Visiting family or friends	38%
Work / business	6%
Events (sports, festivals, conferences, etc.)	6%
Other	1%

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6. When you choose a leisure/vacation destination, what are you most seeking? Please choose the three most important factors among the following and rank them according to their importance to you.

*Among people who typically take at least one trip per year and travel for leisure/vacation, the share who rank each first*

Relaxation & wellness	37%
Outdoor adventure & nature	18%
Cultural / historical sites	15%
Food & drink experiences	11%
Scenic landscapes / photography opportunities	11%
Nightlife & entertainment	5%
Shopping	3%

7. Who do you usually travel with? Select all that apply.

*Among people who typically take at least one trip per year*

Solo	27%
A partner/spouse	46%
Family	48%
Friends	23%
A group tour	2%
Work colleagues	3%

8. Do you prefer:

*Among people who typically take at least one trip per year*

Independent / self-planned trips	65%
Guided tours / packaged trips	4%
A mix of both	31%

9. On average, how much do you spend on a trip (per traveler)?

*Among people who typically take at least one trip per year*

Less than \$500	24%
\$500–\$1,000	32%
\$1,001–\$2,500	27%
\$2,501–\$5,000	13%
More than \$5,000	4%

10. Which of the following do you usually spend money on when traveling? Select all that apply.

*Among people who typically take at least one trip per year*

Hotels / lodging	73%
Transportation	57%
Restaurants / food experiences	87%
Tours / attractions	41%
Outdoor activities	36%
Shopping	51%

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11. Please rank the following from highest to lowest based on which you typically spend the most and least on when traveling.

*Among people who typically take at least one trip per year, the share who rank each first*

Hotels / lodging	47%
Restaurants / food experiences	19%
Transportation	15%
Shopping	7%
Outdoor activities	6%
Tours or attractions	6%

12. Do you usually pay for most of your travel with:

*Among people who typically take at least one trip per year*

Credit card (including points/miles)	36%
Debit card / cash	32%
Mix of both	32%

13. How do you typically plan and track your trips?

*Among people who typically take at least one trip per year*

Physical journals / planners	19%
Notes app / spreadsheet	25%
Travel app	7%
Other	7%
I don't plan or track my trips	42%

14. Would you be interested in a travel app with features that let you...? Select all that apply.

*Among people who typically take at least one trip per year*

Track places you've visited and want to visit	48%
Receive recommendations for less-visited destinations	40%
See your "travel achievements" (e.g., states or countries completed)	29%
Share your travel maps or lists with friends	21%
None of the above	37%

15. Would you use an app feature that lets you track which states you've visited and share your progress with friends?

*Among people who typically take at least one trip per year*

Yes, definitely	24%
Maybe	42%
No	34%

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## Adults in the U.S.



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

Flying over it .....	1%
Changing planes in it .....	3%
Driving through it without stopping .....	12%
Spending a few hours there, not in an airport .....	27%
Spending a night .....	23%
A full trip including sightseeing .....	21%
Not sure .....	13%

17. Which of the 50 U.S. states and Washington, D.C., have you visited, including your home state? Select all that apply.

Alabama .....	25%
Alaska .....	9%
Arizona .....	35%
Arkansas .....	21%
California .....	55%
Colorado .....	33%
Connecticut .....	24%
Delaware .....	20%
District of Columbia .....	32%
Florida .....	65%
Georgia .....	43%
Hawaii .....	19%
Idaho .....	15%
Illinois .....	39%
Indiana .....	29%
Iowa .....	19%
Kansas .....	19%
Kentucky .....	28%
Louisiana .....	27%
Maine .....	16%
Maryland .....	30%
Massachusetts .....	27%
Michigan .....	28%
Minnesota .....	19%
Mississippi .....	21%
Missouri .....	25%
Montana .....	13%
Nebraska .....	13%
Nevada .....	35%
New Hampshire .....	15%
New Jersey .....	35%
New Mexico .....	23%

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New York	55%
North Carolina	38%
North Dakota	9%
Ohio	33%
Oklahoma	20%
Oregon	18%
Pennsylvania	40%
Rhode Island	14%
South Carolina	33%
South Dakota	14%
Tennessee	39%
Texas	46%
Utah	20%
Vermont	15%
Virginia	36%
Washington	26%
West Virginia	22%
Wisconsin	21%
Wyoming	15%

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

Yes	29%
No	62%
Not sure	9%

### 19. Which of the 50 U.S. states that you have NOT already been to would you like to visit? Check all that apply

Alabama	9%
Alaska	41%
Arizona	18%
Arkansas	7%
California	18%
Colorado	22%
Connecticut	11%
Delaware	10%
Florida	11%
Georgia	11%
Hawaii	43%
Idaho	11%
Illinois	9%
Indiana	7%
Iowa	6%
Kansas	7%

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## Adults in the U.S.



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Kentucky	11%
Louisiana	15%
Maine	22%
Maryland	10%
Massachusetts	15%
Michigan	10%
Minnesota	11%
Mississippi	10%
Missouri	6%
Montana	21%
Nebraska	8%
Nevada	11%
New Hampshire	11%
New Jersey	9%
New Mexico	16%
New York	14%
North Carolina	10%
North Dakota	11%
Ohio	6%
Oklahoma	7%
Oregon	17%
Pennsylvania	10%
Rhode Island	13%
South Carolina	10%
South Dakota	10%
Tennessee	9%
Texas	15%
Utah	13%
Vermont	18%
Virginia	10%
Washington	20%
West Virginia	10%
Wisconsin	9%
Wyoming	17%

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

*Asked of those who have ever set a goal of visiting all 50 states in their lifetime but have not been to all 50 states*

Lack of time	61%
Too expensive	53%
Prioritized travel outside the country	10%
Prioritized travel within my state	9%
Lack of interest	6%
Other	9%
Not sure	7%

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21. What would make you more likely to visit the states you haven't yet visited? Select all that apply.

*Asked of those who have ever set a goal of visiting all 50 states in their lifetime but have not been to all 50 states*

Cheaper flights / travel packages	59%
Unique experiences highlighted	37%
Special events / festivals	36%
Recommendations from friends or trusted sources	26%
Other	12%
Not sure	9%

22. When you visit a new state, what is usually the main purpose of your trip?

*Among people who have visited at least three states*

Leisure / vacation	59%
Visiting family or friends	16%
Passing through (road trip stopover, layover)	11%
Attending an event (concert, sports, festival, wedding, etc.)	7%
Work / business	6%
Other	1%

23. What are you most looking for when you visit a new state?

*Asked of those who have visited at least three states and for whom leisure/vacation is the main purpose for visiting a new state*

Scenery / nature	34%
Culture & history	23%
Adventure / outdoors	18%
Food & drink	11%
Events / festivals	7%
Family & friends	5%
Other	2%

24. What would you like to do when visiting a new state? Select all that apply.

Explore local food	68%
Visit national/state parks	60%
Drive scenic roads	56%
Go to museums / cultural sites	54%
Attend local events or festivals	46%
Other	3%

25. On average, how long is a typical trip you take to visit a new state?

*Among people who have visited at least three states*

A weekend (1–3 days)	48%
About a week	44%
Longer than a week	7%

# Atlas Obscura Poll – October 24-30, 2025

## Adults in the U.S.



### 1. Average Trips Taken Per Year

On average, how many trips do you take per year?

	Gender			Age				Race			Education	
	Total	Male	Female	< 30	30-44	45-64	65+	White	Black	Hispanic	No Degree	4yr Degree+
None	28%	28%	28%	22%	25%	29%	35%	28%	28%	33%	35%	14%
1 trip	25%	24%	26%	24%	27%	26%	22%	24%	23%	28%	27%	22%
2 trips	21%	21%	22%	23%	22%	20%	21%	21%	22%	20%	20%	24%
3 trips	12%	11%	13%	14%	12%	10%	12%	13%	9%	10%	10%	16%
4 trips	5%	6%	5%	4%	6%	6%	5%	5%	6%	4%	3%	9%
5 trips	4%	5%	2%	8%	3%	3%	1%	3%	8%	2%	2%	7%
6 trips or more	5%	5%	4%	5%	5%	5%	4%	6%	4%	2%	3%	8%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	99%	100%	100%
Weighted N	(1,285)	(626)	(659)	(262)	(326)	(422)	(274)	(807)	(162)	(204)	(849)	(436)

	Region					Income		
	Total	Northeast	Midwest	South	West	Under \$50K	\$50-100K	\$100K or more
None	28%	24%	31%	28%	26%	42%	21%	12%
1 trip	25%	35%	26%	22%	23%	28%	27%	18%
2 trips	21%	22%	18%	21%	25%	17%	25%	22%
3 trips	12%	10%	14%	12%	11%	7%	14%	20%
4 trips	5%	2%	5%	7%	4%	2%	5%	10%
5 trips	4%	1%	3%	5%	4%	1%	3%	8%
6 trips or more	5%	5%	3%	4%	7%	2%	4%	10%
Totals	100%	99%	100%	99%	100%	99%	99%	100%
Weighted N	(1,285)	(228)	(272)	(504)	(280)	(494)	(372)	(263)

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## Adults in the U.S.



### 2. Domestic vs. International Trips

Are the trips you take typically domestic (within the U.S.) or international?

*Among people who typically take at least one trip per year*

	Total	Gender		Age				Race			Education	
		Male	Female	< 30	30-44	45-64	65+	White	Black	Hispanic	No Degree	4yr Degree+
All domestic	55%	55%	54%	44%	48%	60%	66%	58%	57%	48%	66%	38%
Mostly domestic	28%	28%	27%	32%	31%	26%	20%	27%	26%	29%	21%	38%
Half domestic, half international	12%	11%	13%	18%	15%	9%	8%	11%	10%	15%	8%	18%
Mostly international	3%	4%	3%	5%	3%	2%	4%	2%	2%	4%	3%	4%
All international	2%	2%	3%	1%	3%	3%	2%	2%	5%	4%	2%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(926)	(454)	(472)	(205)	(243)	(299)	(179)	(585)	(116)	(137)	(553)	(374)

	Total	Region				Income		
		Northeast	Midwest	South	West	Under \$50K	\$50-100K	\$100K or more
All domestic	55%	59%	60%	55%	45%	66%	61%	38%
Mostly domestic	28%	28%	26%	25%	34%	20%	23%	37%
Half domestic, half international	12%	6%	11%	14%	15%	7%	12%	18%
Mostly international	3%	5%	2%	3%	4%	3%	2%	5%
All international	2%	2%	1%	3%	2%	4%	2%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(926)	(172)	(188)	(360)	(206)	(285)	(292)	(232)

# Atlas Obscura Poll – October 24-30, 2025

## Adults in the U.S.



### 3. Usual Trip Duration

How long do your trips usually last?

*Among people who typically take at least one trip per year*

	Gender		Age				Race			Education		
	Total	Male	Female	< 30	30-44	45-64	65+	White	Black	Hispanic	No Degree	4yr Degree+
1-3 days	34%	36%	31%	28%	44%	34%	27%	32%	34%	36%	39%	26%
4-6 days	38%	38%	38%	46%	34%	38%	34%	39%	47%	34%	35%	43%
7-10 days	20%	16%	24%	20%	17%	19%	26%	20%	17%	18%	19%	22%
11+ days	8%	10%	7%	6%	5%	9%	13%	8%	2%	12%	7%	9%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%
Weighted N	(926)	(454)	(472)	(205)	(243)	(300)	(179)	(585)	(116)	(137)	(553)	(374)

	Total	Region				Income		
		Northeast	Midwest	South	West	Under \$50K	\$50-100K	\$100K or more
1-3 days	34%	31%	30%	40%	28%	45%	35%	22%
4-6 days	38%	45%	40%	33%	39%	31%	36%	46%
7-10 days	20%	18%	21%	20%	21%	13%	22%	22%
11+ days	8%	6%	9%	7%	12%	10%	7%	10%
Totals	100%	100%	100%	100%	100%	99%	100%	100%
Weighted N	(926)	(172)	(188)	(361)	(206)	(285)	(292)	(232)

# Atlas Obscura Poll – October 24-30, 2025

## Adults in the U.S.



### 4. Reasons for Travel

What are the reasons why you travel? Select all that apply.

*Among people who typically take at least one trip per year*

	Total	Gender		Age				Race			Education	
		Male	Female	< 30	30-44	45-64	65+	White	Black	Hispanic	No Degree	4yr Degree+
Leisure / vacation	77%	77%	77%	83%	77%	77%	70%	79%	71%	69%	73%	83%
Visiting family or friends	63%	63%	63%	61%	63%	62%	65%	59%	75%	68%	62%	64%
Work / business	18%	21%	15%	24%	30%	13%	2%	18%	25%	13%	9%	30%
Events (sports, festivals, conferences, etc.)	22%	23%	22%	32%	24%	19%	15%	23%	28%	21%	19%	26%
Other	2%	2%	3%	0%	2%	3%	4%	3%	2%	1%	3%	1%
Weighted N	(926)	(454)	(472)	(205)	(243)	(300)	(179)	(585)	(116)	(137)	(553)	(374)

	Total	Region				Income		
		Northeast	Midwest	South	West	Under \$50K	\$50-100K	\$100K or more
Leisure / vacation	77%	75%	80%	75%	79%	62%	81%	85%
Visiting family or friends	63%	66%	65%	65%	54%	68%	59%	64%
Work / business	18%	13%	12%	21%	22%	8%	20%	30%
Events (sports, festivals, conferences, etc.)	22%	26%	18%	20%	27%	19%	20%	30%
Other	2%	4%	2%	2%	2%	5%	0%	2%
Weighted N	(926)	(172)	(188)	(361)	(206)	(285)	(292)	(232)

# Atlas Obscura Poll – October 24-30, 2025

## Adults in the U.S.



### 5. Most Common Reason for Travel

What is the most common reason why you travel?

*Among people who typically take at least one trip per year*

	Total	Gender		Age				Race			Education	
		Male	Female	< 30	30-44	45-64	65+	White	Black	Hispanic	No Degree	4yr Degree+
Leisure / vacation	49%	50%	47%	50%	49%	50%	44%	51%	28%	52%	47%	51%
Visiting family or friends	38%	38%	39%	34%	33%	39%	49%	36%	55%	39%	42%	33%
Work / business	6%	7%	6%	9%	10%	5%	1%	6%	10%	5%	4%	10%
Events (sports, festivals, conferences, etc.)	6%	5%	6%	7%	7%	5%	3%	6%	6%	4%	6%	5%
Other	1%	0%	2%	0%	1%	1%	2%	1%	1%	0%	1%	1%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%
Weighted N	(925)	(454)	(471)	(205)	(243)	(300)	(178)	(584)	(116)	(137)	(552)	(373)

	Total	Region				Income		
		Northeast	Midwest	South	West	Under \$50K	\$50-100K	\$100K or more
Leisure / vacation	49%	37%	54%	49%	53%	40%	52%	53%
Visiting family or friends	38%	47%	37%	39%	31%	49%	35%	29%
Work / business	6%	3%	3%	8%	10%	4%	8%	10%
Events (sports, festivals, conferences, etc.)	6%	10%	6%	4%	5%	4%	5%	7%
Other	1%	3%	0%	0%	1%	3%	0%	0%
Totals	100%	100%	100%	100%	100%	100%	100%	99%
Weighted N	(925)	(172)	(186)	(361)	(206)	(285)	(291)	(232)

# Atlas Obscura Poll – October 24-30, 2025

## Adults in the U.S.



### 6. Ranked First in Choosing a Leisure Destination

When you choose a leisure/vacation destination, what are you most seeking? Please choose the three most important factors among the following and rank them according to their importance to you.

*Among people who typically take at least one trip per year and travel for leisure/vacation, the share who rank each first*

	Total	Gender		Age				Race			Education	
		Male	Female	< 30	30-44	45-64	65+	White	Black	Hispanic	No Degree	4yr Degree+
Relaxation & wellness	37%	39%	35%	28%	36%	39%	45%	37%	49%	31%	40%	32%
Outdoor adventure & nature	18%	17%	20%	20%	19%	17%	15%	19%	12%	26%	20%	15%
Cultural / historical sites	15%	15%	14%	16%	10%	15%	21%	16%	13%	7%	10%	21%
Food & drink experiences	11%	12%	10%	12%	15%	8%	9%	10%	14%	12%	10%	13%
Scenic landscapes / photography opportunities	11%	8%	13%	11%	12%	12%	8%	9%	4%	12%	9%	14%
Nightlife & entertainment	5%	6%	4%	10%	3%	5%	1%	5%	2%	10%	7%	2%
Shopping	3%	3%	4%	3%	4%	4%	1%	4%	6%	2%	4%	3%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(711)	(348)	(363)	(170)	(185)	(230)	(126)	(459)	(82)	(95)	(402)	(308)

# Atlas Obscura Poll – October 24-30, 2025

Adults in the U.S.



	Total	Region				Income		
		Northeast	Midwest	South	West	Under \$50K	\$50-100K	\$100K or more
Relaxation & wellness	37%	33%	32%	41%	37%	39%	40%	31%
Outdoor adventure & nature	18%	22%	19%	15%	20%	18%	18%	15%
Cultural / historical sites	15%	17%	21%	11%	13%	10%	14%	23%
Food & drink experiences	11%	9%	14%	10%	11%	12%	9%	12%
Scenic landscapes / photography opportunities	11%	13%	6%	14%	8%	9%	11%	12%
Nightlife & entertainment	5%	3%	5%	4%	7%	8%	4%	3%
Shopping	3%	3%	3%	4%	3%	3%	4%	4%
Totals	100%	100%	100%	99%	99%	99%	100%	100%
Weighted N	(711)	(130)	(148)	(270)	(163)	(178)	(237)	(196)

# Atlas Obscura Poll – October 24-30, 2025

## Adults in the U.S.



### 7. Usual Travel Party Size

Who do you usually travel with? Select all that apply.

*Among people who typically take at least one trip per year*

	Total	Gender		Age				Race			Education	
		Male	Female	< 30	30-44	45-64	65+	White	Black	Hispanic	No Degree	4yr Degree+
Solo	27%	34%	20%	33%	23%	26%	25%	24%	44%	25%	24%	31%
A partner/spouse	46%	47%	45%	34%	50%	49%	50%	49%	29%	39%	43%	51%
Family	48%	41%	56%	64%	63%	41%	23%	42%	51%	62%	50%	45%
Friends	23%	22%	23%	31%	31%	16%	15%	20%	36%	20%	20%	27%
A group tour	2%	3%	2%	4%	2%	2%	2%	1%	8%	1%	3%	2%
Work colleagues	3%	4%	2%	5%	4%	2%	0%	2%	8%	1%	2%	4%
Weighted N	(926)	(454)	(472)	(205)	(243)	(300)	(179)	(585)	(116)	(137)	(553)	(374)

	Total	Region				Income		
		Northeast	Midwest	South	West	Under \$50K	\$50-100K	\$100K or more
Solo	27%	23%	26%	28%	29%	35%	24%	18%
A partner/spouse	46%	39%	52%	46%	46%	27%	56%	64%
Family	48%	56%	45%	49%	43%	46%	45%	51%
Friends	23%	26%	21%	22%	23%	23%	22%	25%
A group tour	2%	5%	1%	3%	0%	4%	1%	2%
Work colleagues	3%	4%	1%	3%	2%	1%	4%	3%
Weighted N	(926)	(172)	(188)	(361)	(206)	(285)	(292)	(232)

# Atlas Obscura Poll – October 24-30, 2025

## Adults in the U.S.



### 8. Self-planned or Packaged Trips

Do you prefer:

*Among people who typically take at least one trip per year*

	Total	Gender		Age				Race			Education	
		Male	Female	< 30	30-44	45-64	65+	White	Black	Hispanic	No Degree	4yr Degree+
Independent / self-planned trips	65%	69%	61%	60%	64%	68%	66%	68%	54%	59%	69%	59%
Guided tours / packaged trips	4%	5%	3%	3%	5%	3%	4%	4%	4%	5%	3%	5%
A mix of both	31%	26%	36%	37%	31%	28%	30%	28%	42%	36%	28%	35%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	99%
Weighted N	(926)	(454)	(472)	(205)	(243)	(300)	(179)	(585)	(116)	(137)	(553)	(374)

	Total	Region				Income		
		Northeast	Midwest	South	West	Under \$50K	\$50-100K	\$100K or more
Independent / self-planned trips	65%	69%	67%	63%	63%	69%	64%	61%
Guided tours / packaged trips	4%	4%	2%	4%	5%	5%	3%	5%
A mix of both	31%	27%	31%	33%	32%	25%	33%	34%
Totals	100%	100%	100%	100%	100%	99%	100%	100%
Weighted N	(926)	(172)	(188)	(361)	(206)	(285)	(292)	(232)

# Atlas Obscura Poll – October 24-30, 2025

## Adults in the U.S.



### 9. Total Budget Per Traveler Per Trip

On average, how much do you spend on a trip (per traveler)?

*Among people who typically take at least one trip per year*

	Gender			Age				Race			Education	
	Total	Male	Female	< 30	30-44	45-64	65+	White	Black	Hispanic	No Degree	4yr Degree+
Less than \$500	24%	22%	26%	24%	21%	25%	27%	23%	35%	22%	30%	16%
\$500–\$1,000	32%	30%	33%	34%	30%	30%	35%	32%	26%	34%	31%	33%
\$1,001–\$2,500	27%	29%	24%	27%	30%	28%	20%	26%	29%	28%	26%	28%
\$2,501–\$5,000	13%	14%	13%	12%	15%	14%	10%	14%	9%	14%	9%	19%
More than \$5,000	4%	5%	4%	3%	4%	2%	8%	5%	1%	2%	4%	4%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Weighted N	(926)	(454)	(472)	(205)	(243)	(300)	(179)	(585)	(116)	(137)	(553)	(374)

	Region					Income		
	Total	Northeast	Midwest	South	West	Under \$50K	\$50-100K	\$100K or more
Less than \$500	24%	24%	27%	29%	14%	36%	22%	12%
\$500–\$1,000	32%	37%	27%	26%	41%	35%	32%	23%
\$1,001–\$2,500	27%	29%	25%	27%	27%	21%	28%	33%
\$2,501–\$5,000	13%	9%	17%	14%	12%	7%	14%	25%
More than \$5,000	4%	1%	4%	4%	5%	1%	4%	7%
Totals	100%	100%	100%	100%	99%	100%	100%	100%
Weighted N	(926)	(172)	(188)	(361)	(206)	(285)	(292)	(232)

# Atlas Obscura Poll – October 24-30, 2025

## Adults in the U.S.



### 10. Items Usually Spend Money On While Traveling

Which of the following do you usually spend money on when traveling? Select all that apply.

*Among people who typically take at least one trip per year*

	Total	Gender		Age				Race			Education	
		Male	Female	< 30	30-44	45-64	65+	White	Black	Hispanic	No Degree	4yr Degree+
Hotels / lodging	73%	74%	73%	72%	76%	76%	67%	75%	65%	66%	70%	79%
Transportation	57%	61%	53%	61%	52%	57%	59%	56%	59%	56%	54%	62%
Restaurants / food experiences	87%	89%	86%	90%	85%	87%	88%	87%	85%	89%	87%	87%
Tours / attractions	41%	39%	43%	38%	41%	45%	36%	40%	40%	36%	34%	50%
Outdoor activities	36%	36%	37%	42%	39%	38%	24%	38%	36%	37%	34%	40%
Shopping	51%	45%	57%	65%	48%	51%	40%	47%	60%	59%	54%	48%
Weighted N	(926)	(454)	(472)	(205)	(243)	(300)	(179)	(585)	(116)	(137)	(553)	(374)

	Total	Region				Income		
		Northeast	Midwest	South	West	Under \$50K	\$50-100K	\$100K or more
Hotels / lodging	73%	75%	77%	72%	71%	61%	75%	85%
Transportation	57%	58%	58%	58%	54%	51%	57%	63%
Restaurants / food experiences	87%	85%	90%	87%	87%	85%	88%	87%
Tours / attractions	41%	42%	48%	42%	31%	32%	39%	50%
Outdoor activities	36%	38%	40%	35%	35%	30%	40%	42%
Shopping	51%	55%	56%	50%	46%	48%	49%	55%
Weighted N	(926)	(172)	(188)	(361)	(206)	(285)	(292)	(232)

# Atlas Obscura Poll – October 24-30, 2025

## Adults in the U.S.



### 11. Ranked First in Spending While Traveling

Please rank the following from highest to lowest based on which you typically spend the most and least on when traveling.

*Among people who typically take at least one trip per year, the share who rank each first*

	Total	Gender		Age				Race			Education	
		Male	Female	< 30	30-44	45-64	65+	White	Black	Hispanic	No Degree	4yr Degree+
Hotels / lodging	47%	47%	46%	39%	44%	53%	47%	49%	41%	31%	42%	54%
Restaurants / food experiences	19%	18%	20%	24%	23%	15%	14%	18%	22%	23%	24%	12%
Transportation	15%	18%	12%	17%	9%	16%	19%	16%	18%	14%	14%	17%
Shopping	7%	5%	9%	8%	10%	5%	7%	4%	12%	17%	9%	4%
Outdoor activities	6%	6%	7%	8%	6%	6%	6%	7%	4%	10%	6%	6%
Tours or attractions	6%	5%	6%	4%	7%	5%	7%	6%	3%	5%	5%	7%
Totals	100%	99%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(921)	(453)	(468)	(203)	(243)	(299)	(176)	(581)	(115)	(136)	(547)	(374)

	Total	Region				Income		
		Northeast	Midwest	South	West	Under \$50K	\$50-100K	\$100K or more
Hotels / lodging	47%	49%	49%	49%	38%	38%	47%	50%
Restaurants / food experiences	19%	21%	19%	16%	22%	23%	20%	14%
Transportation	15%	10%	15%	17%	17%	18%	11%	19%
Shopping	7%	7%	7%	7%	8%	11%	6%	5%
Outdoor activities	6%	7%	6%	7%	6%	5%	9%	4%
Tours or attractions	6%	6%	4%	4%	9%	4%	7%	8%
Totals	100%	100%	100%	100%	100%	99%	100%	100%
Weighted N	(921)	(172)	(187)	(358)	(204)	(283)	(290)	(231)

# Atlas Obscura Poll – October 24-30, 2025

## Adults in the U.S.



### 12. Usually Pay With

Do you usually pay for most of your travel with:

*Among people who typically take at least one trip per year*

	Total	Gender		Age				Race			Education	
		Male	Female	< 30	30-44	45-64	65+	White	Black	Hispanic	No Degree	4yr Degree+
Credit card (including points/miles)	36%	31%	41%	33%	31%	37%	44%	42%	12%	26%	26%	50%
Debit card / cash	32%	35%	30%	36%	33%	32%	27%	28%	51%	37%	39%	22%
Mix of both	32%	34%	29%	31%	36%	31%	29%	30%	37%	37%	35%	28%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(926)	(454)	(472)	(205)	(243)	(300)	(179)	(585)	(116)	(137)	(553)	(374)

	Total	Region				Income		
		Northeast	Midwest	South	West	Under \$50K	\$50-100K	\$100K or more
Credit card (including points/miles)	36%	33%	38%	32%	43%	24%	32%	53%
Debit card / cash	32%	32%	33%	34%	27%	40%	35%	20%
Mix of both	32%	35%	29%	34%	30%	36%	33%	27%
Totals	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(926)	(172)	(188)	(360)	(206)	(285)	(292)	(232)

# Atlas Obscura Poll – October 24-30, 2025

## Adults in the U.S.



### 13. Typical Method Used to Plan and Track Trips

How do you typically plan and track your trips?

*Among people who typically take at least one trip per year*

	Total	Gender		Age				Race			Education	
		Male	Female	< 30	30-44	45-64	65+	White	Black	Hispanic	No Degree	4yr Degree+
Physical journals / planners	19%	21%	17%	19%	22%	15%	21%	19%	22%	19%	18%	20%
Notes app / spreadsheet	25%	24%	26%	35%	32%	20%	12%	26%	23%	21%	19%	34%
Travel app	7%	7%	8%	3%	8%	10%	6%	7%	8%	9%	7%	8%
Other	7%	4%	9%	4%	4%	7%	12%	6%	7%	2%	5%	9%
I don't plan or track my trips	42%	44%	40%	39%	34%	47%	49%	42%	40%	49%	51%	29%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Weighted N	(919)	(452)	(467)	(204)	(239)	(298)	(178)	(580)	(115)	(135)	(550)	(369)

	Total	Region				Income		
		Northeast	Midwest	South	West	Under \$50K	\$50-100K	\$100K or more
Physical journals / planners	19%	24%	16%	19%	17%	20%	22%	17%
Notes app / spreadsheet	25%	22%	25%	24%	29%	18%	22%	33%
Travel app	7%	5%	8%	8%	8%	7%	8%	9%
Other	7%	8%	6%	6%	7%	7%	5%	6%
I don't plan or track my trips	42%	41%	45%	43%	38%	48%	43%	35%
Totals	100%	100%	100%	100%	99%	100%	100%	100%
Weighted N	(919)	(170)	(186)	(359)	(203)	(285)	(288)	(228)

# Atlas Obscura Poll – October 24-30, 2025

## Adults in the U.S.



### 14. Interested in Travel App Features

Would you be interested in a travel app with features that let you...? Select all that apply.

*Among people who typically take at least one trip per year*

	Total	Gender		Age				Race			Education	
		Male	Female	< 30	30-44	45-64	65+	White	Black	Hispanic	No Degree	4yr Degree+
Track places you've visited and want to visit	48%	48%	49%	62%	56%	44%	31%	46%	54%	46%	45%	53%
Receive recommendations for less-visited destinations	40%	39%	41%	43%	42%	39%	34%	41%	35%	32%	35%	47%
See your "travel achievements" (e.g., states or countries completed)	29%	29%	30%	41%	35%	27%	14%	27%	35%	26%	25%	36%
Share your travel maps or lists with friends	21%	23%	19%	35%	25%	15%	10%	20%	22%	21%	20%	23%
None of the above	37%	37%	37%	24%	27%	44%	55%	39%	32%	40%	42%	29%
Weighted N	(926)	(454)	(472)	(205)	(243)	(300)	(179)	(585)	(116)	(137)	(553)	(374)

**Atlas Obscura Poll – October 24-30, 2025**  
**Adults in the U.S.**



	Total	Region				Income		
		Northeast	Midwest	South	West	Under \$50K	\$50-100K	\$100K or more
Track places you've visited and want to visit	48%	48%	50%	46%	51%	47%	46%	51%
Receive recommendations for less-visited destinations	40%	39%	41%	40%	40%	37%	37%	47%
See your "travel achievements" (e.g., states or countries completed)	29%	26%	30%	29%	31%	28%	27%	35%
Share your travel maps or lists with friends	21%	21%	26%	18%	23%	23%	21%	22%
None of the above	37%	42%	35%	38%	33%	42%	37%	34%
Weighted N	(926)	(172)	(188)	(361)	(206)	(285)	(292)	(232)

# Atlas Obscura Poll – October 24-30, 2025

## Adults in the U.S.



### 15. Use a Feature that Tracks States Visited and Shares Progress

Would you use an app feature that lets you track which states you've visited and share your progress with friends?

*Among people who typically take at least one trip per year*

	Total	Gender		Age				Race			Education	
		Male	Female	< 30	30-44	45-64	65+	White	Black	Hispanic	No Degree	4yr Degree+
Yes, definitely	24%	25%	23%	42%	31%	15%	8%	22%	37%	29%	25%	23%
Maybe	42%	41%	42%	45%	39%	45%	37%	41%	34%	42%	44%	39%
No	34%	33%	35%	13%	30%	39%	55%	37%	29%	29%	31%	38%
Totals	100%	99%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Weighted N	(925)	(453)	(472)	(205)	(242)	(300)	(179)	(585)	(116)	(136)	(552)	(374)

	Total	Region				Income		
		Northeast	Midwest	South	West	Under \$50K	\$50-100K	\$100K or more
Yes, definitely	24%	24%	23%	25%	24%	25%	23%	27%
Maybe	42%	41%	45%	41%	41%	42%	40%	37%
No	34%	35%	32%	34%	35%	33%	37%	36%
Totals	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(925)	(172)	(188)	(361)	(205)	(284)	(292)	(232)

# Atlas Obscura Poll – October 24-30, 2025

## Adults in the U.S.



### 16. What Counts as State Visit

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

	Total	Gender		Age				Race			Education	
		Male	Female	< 30	30-44	45-64	65+	White	Black	Hispanic	No Degree	4yr Degree+
Flying over it	1%	1%	1%	2%	1%	2%	0%	0%	1%	4%	1%	1%
Changing planes in it	3%	3%	4%	2%	5%	4%	2%	4%	1%	4%	3%	4%
Driving through it without stopping	12%	14%	11%	11%	11%	13%	13%	14%	12%	12%	12%	12%
Spending a few hours there, not in an airport	27%	24%	29%	25%	26%	29%	25%	30%	21%	16%	24%	33%
Spending a night	23%	26%	20%	27%	20%	20%	26%	23%	26%	23%	23%	23%
A full trip including sightseeing	21%	19%	22%	19%	25%	18%	24%	18%	27%	23%	19%	24%
Not sure	13%	13%	12%	14%	12%	14%	10%	11%	12%	18%	17%	3%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	99%	100%
Weighted N	(1,285)	(626)	(658)	(262)	(326)	(422)	(274)	(807)	(161)	(204)	(848)	(436)

	Total	Region				Income		
		Northeast	Midwest	South	West	Under \$50K	\$50-100K	\$100K or more
Flying over it	1%	0%	2%	1%	2%	1%	2%	2%
Changing planes in it	3%	4%	3%	3%	4%	3%	5%	3%
Driving through it without stopping	12%	10%	12%	12%	15%	11%	13%	14%
Spending a few hours there, not in an airport	27%	27%	31%	23%	28%	28%	21%	33%
Spending a night	23%	19%	22%	27%	18%	16%	27%	22%
A full trip including sightseeing	21%	26%	19%	19%	22%	20%	23%	20%
Not sure	13%	13%	11%	15%	11%	20%	9%	6%
Totals	100%	99%	100%	100%	100%	99%	100%	100%
Weighted N	(1,285)	(228)	(272)	(504)	(280)	(494)	(372)	(263)

# Atlas Obscura Poll – October 24-30, 2025

## Adults in the U.S.



### 17. States Visited

Which of the 50 U.S. states and Washington, D.C., have you visited, including your home state? Select all that apply.

	Total	Gender		Age				Race			Education	
		Male	Female	< 30	30-44	45-64	65+	White	Black	Hispanic	No Degree	4yr Degree+
Alabama	25%	26%	24%	12%	19%	33%	34%	29%	23%	14%	23%	29%
Alaska	9%	10%	7%	4%	7%	7%	18%	11%	3%	5%	5%	16%
Arizona	35%	35%	35%	26%	34%	35%	46%	40%	15%	31%	29%	46%
Arkansas	21%	23%	19%	12%	15%	24%	32%	26%	13%	11%	20%	22%
California	55%	55%	55%	49%	52%	54%	65%	59%	39%	49%	46%	73%
Colorado	33%	36%	30%	19%	29%	35%	47%	42%	9%	19%	28%	42%
Connecticut	24%	22%	25%	14%	17%	27%	36%	26%	13%	19%	18%	34%
Delaware	20%	19%	20%	5%	14%	24%	33%	24%	10%	9%	17%	25%
District of Columbia	32%	34%	31%	10%	27%	40%	49%	38%	19%	13%	21%	54%
Florida	65%	65%	66%	58%	58%	68%	76%	72%	55%	44%	59%	77%
Georgia	43%	45%	41%	24%	37%	49%	59%	49%	43%	23%	39%	51%
Hawaii	19%	18%	19%	10%	17%	16%	34%	24%	6%	10%	13%	30%
Idaho	15%	16%	14%	9%	12%	13%	26%	19%	1%	8%	13%	18%
Illinois	39%	39%	39%	25%	32%	47%	48%	46%	21%	22%	32%	53%
Indiana	29%	32%	27%	15%	25%	34%	40%	37%	13%	12%	25%	38%
Iowa	19%	22%	15%	8%	14%	22%	28%	23%	5%	10%	16%	24%
Kansas	19%	20%	17%	9%	16%	20%	29%	24%	8%	10%	16%	24%
Kentucky	28%	31%	26%	10%	21%	36%	43%	36%	15%	9%	26%	33%
Louisiana	27%	27%	27%	11%	24%	32%	39%	29%	27%	19%	24%	33%
Maine	16%	15%	17%	7%	10%	19%	28%	21%	1%	6%	11%	25%
Maryland	30%	30%	30%	14%	23%	38%	40%	35%	18%	14%	23%	44%
Massachusetts	27%	29%	26%	15%	19%	32%	41%	32%	11%	16%	20%	42%
Michigan	28%	31%	26%	19%	18%	34%	40%	35%	13%	13%	25%	34%
Minnesota	19%	21%	18%	12%	14%	20%	31%	25%	7%	7%	15%	28%
Mississippi	21%	23%	19%	7%	17%	28%	30%	24%	20%	14%	19%	25%

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## Adults in the U.S.



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	Gender		Age				Race			Education		
	Total	Male	Female	< 30	30-44	45-64	65+	White	Black	Hispanic	No Degree	4yr Degree+
Missouri	25%	27%	24%	13%	22%	29%	35%	33%	9%	12%	22%	32%
Montana	13%	14%	12%	3%	11%	14%	21%	16%	2%	6%	12%	14%
Nebraska	13%	14%	12%	5%	11%	16%	20%	17%	3%	10%	11%	17%
Nevada	35%	36%	34%	18%	33%	37%	51%	41%	19%	27%	31%	42%
New Hampshire	15%	17%	14%	7%	10%	19%	25%	19%	1%	10%	11%	23%
New Jersey	35%	36%	35%	21%	30%	42%	44%	37%	27%	26%	29%	48%
New Mexico	23%	25%	22%	15%	19%	25%	34%	26%	11%	24%	21%	28%
New York	55%	55%	55%	55%	48%	56%	62%	57%	51%	41%	46%	72%
North Carolina	38%	36%	39%	19%	27%	48%	53%	47%	24%	18%	33%	46%
North Dakota	9%	9%	8%	4%	6%	9%	17%	11%	2%	4%	7%	12%
Ohio	33%	35%	31%	16%	27%	41%	43%	42%	14%	10%	28%	42%
Oklahoma	20%	22%	18%	14%	17%	20%	29%	24%	7%	15%	19%	22%
Oregon	18%	20%	16%	10%	16%	18%	28%	23%	5%	10%	16%	22%
Pennsylvania	40%	40%	39%	19%	32%	48%	56%	47%	24%	22%	33%	53%
Rhode Island	14%	15%	13%	7%	11%	15%	21%	16%	5%	11%	11%	20%
South Carolina	33%	31%	34%	15%	27%	41%	43%	39%	23%	17%	29%	41%
South Dakota	14%	16%	12%	6%	11%	15%	23%	17%	1%	7%	12%	17%
Tennessee	39%	39%	39%	17%	34%	48%	53%	48%	25%	16%	36%	45%
Texas	46%	49%	43%	34%	46%	47%	59%	48%	30%	54%	40%	58%
Utah	20%	23%	18%	13%	18%	20%	29%	24%	5%	13%	17%	26%
Vermont	15%	14%	16%	6%	10%	18%	25%	19%	1%	9%	11%	24%
Virginia	36%	37%	36%	20%	30%	43%	49%	43%	24%	19%	31%	47%
Washington	26%	26%	26%	23%	21%	24%	37%	28%	18%	23%	21%	34%
West Virginia	22%	23%	21%	7%	16%	29%	33%	29%	6%	11%	19%	28%
Wisconsin	21%	22%	20%	10%	16%	25%	32%	27%	9%	8%	17%	29%
Wyoming	15%	18%	13%	6%	12%	18%	24%	19%	2%	8%	14%	18%
Weighted N	(1,285)	(626)	(659)	(262)	(326)	(422)	(274)	(807)	(162)	(204)	(849)	(436)

# Atlas Obscura Poll – October 24-30, 2025

Adults in the U.S.



	Region					Income		
	Total	Northeast	Midwest	South	West	Under \$50K	\$50-100K	\$100K or more
Alabama	25%	13%	26%	38%	12%	24%	26%	29%
Alaska	9%	5%	8%	8%	14%	5%	11%	15%
Arizona	35%	25%	30%	27%	62%	28%	38%	48%
Arkansas	21%	8%	30%	25%	16%	21%	21%	22%
California	55%	46%	49%	45%	87%	47%	57%	73%
Colorado	33%	21%	39%	28%	44%	27%	38%	37%
Connecticut	24%	48%	19%	20%	15%	20%	23%	31%
Delaware	20%	31%	17%	21%	11%	16%	21%	25%
District of Columbia	32%	37%	32%	33%	28%	24%	36%	46%
Florida	65%	63%	69%	72%	52%	56%	68%	75%
Georgia	43%	30%	48%	56%	25%	38%	44%	54%
Hawaii	19%	10%	16%	15%	36%	10%	20%	31%
Idaho	15%	6%	14%	8%	35%	15%	16%	16%
Illinois	39%	25%	70%	34%	30%	34%	40%	49%
Indiana	29%	14%	59%	27%	17%	27%	32%	31%
Iowa	19%	5%	40%	14%	17%	18%	18%	23%
Kansas	19%	6%	31%	17%	19%	15%	23%	17%
Kentucky	28%	11%	47%	32%	17%	28%	31%	31%
Louisiana	27%	13%	25%	35%	25%	23%	30%	30%
Maine	16%	30%	15%	13%	10%	13%	17%	23%
Maryland	30%	47%	24%	30%	21%	23%	30%	42%
Massachusetts	27%	51%	22%	23%	20%	22%	29%	36%
Michigan	28%	18%	54%	24%	20%	26%	26%	37%
Minnesota	19%	7%	38%	14%	21%	15%	20%	27%
Mississippi	21%	7%	22%	30%	15%	21%	21%	23%
Missouri	25%	11%	46%	25%	19%	22%	27%	30%
Montana	13%	3%	15%	9%	25%	12%	14%	17%
Nebraska	13%	3%	27%	9%	15%	12%	14%	17%

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# Atlas Obscura Poll – October 24-30, 2025

Adults in the U.S.



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	Total	Region				Income		
		Northeast	Midwest	South	West	Under \$50K	\$50-100K	\$100K or more
Nevada	35%	23%	35%	24%	64%	29%	38%	44%
New Hampshire	15%	31%	13%	13%	9%	14%	15%	20%
New Jersey	35%	65%	23%	35%	23%	29%	37%	47%
New Mexico	23%	9%	21%	22%	40%	20%	26%	27%
New York	55%	83%	44%	53%	47%	45%	55%	69%
North Carolina	38%	36%	38%	47%	22%	35%	39%	49%
North Dakota	9%	2%	17%	6%	11%	8%	7%	13%
Ohio	33%	27%	56%	28%	23%	30%	33%	40%
Oklahoma	20%	5%	25%	22%	23%	18%	24%	22%
Oregon	18%	4%	15%	9%	47%	16%	20%	24%
Pennsylvania	40%	70%	38%	36%	22%	34%	44%	47%
Rhode Island	14%	30%	9%	11%	10%	10%	15%	20%
South Carolina	33%	31%	33%	43%	16%	30%	34%	41%
South Dakota	14%	7%	23%	11%	16%	12%	16%	17%
Tennessee	39%	20%	54%	47%	25%	36%	39%	46%
Texas	46%	24%	43%	55%	53%	41%	52%	49%
Utah	20%	10%	20%	12%	43%	16%	24%	25%
Vermont	15%	31%	13%	11%	11%	13%	15%	23%
Virginia	36%	46%	34%	40%	23%	30%	37%	47%
Washington	26%	18%	21%	20%	47%	20%	29%	33%
West Virginia	22%	19%	30%	24%	14%	19%	25%	28%
Wisconsin	21%	9%	47%	15%	17%	19%	20%	30%
Wyoming	15%	5%	19%	11%	29%	14%	16%	18%
Weighted N	(1,285)	(228)	(272)	(504)	(280)	(494)	(372)	(263)

# Atlas Obscura Poll – October 24-30, 2025

## Adults in the U.S.



### 18. Goal To Visit All 50 States

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

	Gender			Age				Race			Education	
	Total	Male	Female	< 30	30-44	45-64	65+	White	Black	Hispanic	No Degree	4yr Degree+
Yes	29%	28%	30%	38%	38%	23%	19%	29%	31%	27%	26%	35%
No	62%	63%	60%	51%	54%	65%	75%	64%	56%	62%	65%	55%
Not sure	9%	9%	10%	11%	8%	11%	6%	7%	13%	11%	9%	9%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	99%
Weighted N	(1,285)	(626)	(659)	(262)	(326)	(422)	(274)	(807)	(162)	(204)	(849)	(436)

	Total	Region				Income		
		Northeast	Midwest	South	West	Under \$50K	\$50-100K	\$100K or more
Yes	29%	20%	29%	30%	33%	23%	34%	34%
No	62%	66%	61%	61%	61%	66%	61%	57%
Not sure	9%	14%	10%	9%	6%	10%	5%	9%
Totals	100%	100%	100%	100%	100%	99%	100%	100%
Weighted N	(1,285)	(228)	(272)	(504)	(280)	(494)	(372)	(263)

# Atlas Obscura Poll – October 24-30, 2025

## Adults in the U.S.



### 19. States Would Like to Visit

Which of the 50 U.S. states that you have NOT already been to would you like to visit? Check all that apply

	Gender		Age				Race			Education		
	Total	Male	Female	< 30	30-44	45-64	65+	White	Black	Hispanic	No Degree	4yr Degree+
Alabama	9%	10%	9%	13%	11%	9%	5%	9%	13%	7%	10%	9%
Alaska	41%	42%	40%	35%	39%	49%	39%	46%	33%	33%	39%	45%
Arizona	18%	18%	18%	22%	18%	17%	15%	17%	20%	19%	19%	15%
Arkansas	7%	7%	7%	11%	9%	6%	3%	6%	11%	9%	7%	6%
California	18%	19%	18%	25%	21%	18%	11%	14%	35%	23%	22%	11%
Colorado	22%	20%	23%	25%	24%	22%	15%	16%	24%	34%	22%	21%
Connecticut	11%	11%	10%	13%	14%	10%	6%	11%	15%	10%	10%	13%
Delaware	10%	11%	9%	13%	12%	9%	5%	10%	10%	13%	9%	13%
Florida	11%	11%	10%	14%	17%	7%	4%	7%	15%	20%	13%	6%
Georgia	11%	9%	13%	20%	13%	9%	5%	10%	19%	12%	12%	10%
Hawaii	43%	42%	43%	45%	45%	45%	33%	39%	49%	47%	45%	39%
Idaho	11%	12%	11%	11%	13%	12%	8%	12%	8%	12%	11%	12%
Illinois	9%	10%	8%	13%	11%	7%	5%	5%	17%	15%	9%	8%
Indiana	7%	7%	6%	7%	9%	6%	5%	5%	8%	10%	7%	5%
Iowa	6%	5%	7%	9%	8%	6%	2%	5%	8%	10%	6%	6%
Kansas	7%	7%	7%	10%	9%	7%	4%	6%	11%	11%	8%	6%
Kentucky	11%	10%	11%	13%	13%	8%	10%	10%	11%	11%	10%	11%
Louisiana	15%	16%	14%	19%	18%	14%	9%	15%	16%	15%	15%	15%
Maine	22%	19%	24%	20%	24%	24%	18%	24%	17%	18%	21%	25%
Maryland	10%	10%	10%	19%	10%	7%	5%	9%	15%	10%	10%	10%
Massachusetts	15%	16%	14%	20%	18%	12%	10%	14%	17%	15%	14%	16%
Michigan	10%	12%	9%	14%	15%	8%	5%	9%	17%	11%	10%	12%
Minnesota	11%	11%	10%	14%	15%	9%	6%	8%	15%	15%	11%	11%
Mississippi	10%	10%	10%	14%	12%	8%	5%	10%	11%	9%	11%	7%
Missouri	6%	6%	6%	6%	8%	6%	2%	5%	9%	7%	6%	5%

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# Atlas Obscura Poll – October 24-30, 2025

## Adults in the U.S.



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	Gender		Age				Race			Education		
	Total	Male	Female	< 30	30-44	45-64	65+	White	Black	Hispanic	No Degree	4yr Degree+
Montana	21%	20%	21%	20%	19%	23%	20%	23%	14%	18%	21%	21%
Nebraska	8%	8%	8%	10%	10%	9%	3%	8%	10%	8%	8%	7%
Nevada	11%	12%	11%	16%	11%	12%	7%	10%	14%	15%	13%	8%
New Hampshire	11%	10%	12%	14%	10%	12%	9%	11%	9%	10%	11%	11%
New Jersey	9%	9%	8%	17%	9%	5%	5%	7%	14%	9%	9%	7%
New Mexico	16%	15%	17%	20%	16%	14%	15%	15%	21%	17%	16%	16%
New York	14%	14%	14%	18%	18%	15%	6%	13%	18%	23%	18%	8%
North Carolina	10%	10%	11%	15%	10%	9%	8%	10%	14%	10%	11%	10%
North Dakota	11%	11%	11%	11%	12%	13%	7%	12%	10%	10%	11%	11%
Ohio	6%	7%	6%	9%	8%	5%	4%	5%	12%	7%	6%	7%
Oklahoma	7%	9%	6%	11%	8%	7%	5%	6%	10%	8%	8%	7%
Oregon	17%	18%	15%	18%	20%	16%	13%	16%	16%	21%	15%	20%
Pennsylvania	10%	10%	10%	13%	13%	7%	6%	8%	13%	11%	10%	9%
Rhode Island	13%	11%	15%	13%	15%	12%	12%	14%	11%	11%	13%	12%
South Carolina	10%	9%	12%	12%	8%	11%	11%	10%	8%	11%	10%	10%
South Dakota	10%	10%	11%	13%	10%	11%	7%	12%	8%	8%	10%	11%
Tennessee	9%	8%	10%	11%	11%	8%	6%	8%	9%	13%	10%	7%
Texas	15%	16%	14%	24%	15%	13%	8%	12%	20%	13%	17%	10%
Utah	13%	13%	14%	17%	15%	13%	9%	15%	10%	12%	13%	14%
Vermont	18%	15%	20%	19%	17%	17%	17%	18%	18%	14%	16%	20%
Virginia	10%	10%	11%	14%	13%	9%	6%	8%	18%	14%	11%	9%
Washington	20%	22%	18%	24%	24%	19%	13%	17%	25%	21%	19%	21%
West Virginia	10%	11%	8%	12%	11%	10%	7%	10%	10%	9%	10%	9%
Wisconsin	9%	10%	8%	12%	12%	9%	3%	8%	10%	11%	10%	8%
Wyoming	17%	16%	17%	15%	16%	20%	14%	19%	13%	15%	16%	18%
Weighted N	(1,283)	(625)	(658)	(262)	(326)	(422)	(274)	(806)	(162)	(204)	(847)	(436)

# Atlas Obscura Poll – October 24-30, 2025

Adults in the U.S.



	Region					Income		
	Total	Northeast	Midwest	South	West	Under \$50K	\$50-100K	\$100K or more
Alabama	9%	10%	11%	8%	10%	10%	7%	9%
Alaska	41%	39%	48%	38%	42%	43%	39%	44%
Arizona	18%	20%	20%	19%	11%	19%	15%	21%
Arkansas	7%	7%	7%	6%	8%	8%	4%	6%
California	18%	24%	24%	21%	3%	20%	21%	8%
Colorado	22%	28%	23%	23%	13%	20%	23%	18%
Connecticut	11%	7%	14%	9%	14%	11%	9%	12%
Delaware	10%	8%	13%	9%	11%	10%	10%	9%
Florida	11%	11%	10%	7%	16%	13%	12%	4%
Georgia	11%	18%	13%	7%	13%	11%	11%	11%
Hawaii	43%	43%	51%	43%	34%	47%	44%	31%
Idaho	11%	11%	13%	11%	11%	10%	11%	13%
Illinois	9%	9%	3%	10%	11%	9%	8%	7%
Indiana	7%	8%	6%	6%	7%	8%	7%	4%
Iowa	6%	8%	5%	6%	6%	7%	3%	6%
Kansas	7%	9%	6%	6%	9%	10%	4%	9%
Kentucky	11%	14%	9%	11%	10%	11%	9%	9%
Louisiana	15%	19%	16%	13%	14%	18%	12%	11%
Maine	22%	26%	22%	17%	27%	22%	20%	23%
Maryland	10%	10%	10%	9%	11%	10%	10%	7%
Massachusetts	15%	10%	18%	13%	18%	15%	12%	14%
Michigan	10%	13%	7%	10%	12%	11%	10%	10%
Minnesota	11%	15%	8%	12%	9%	11%	9%	9%
Mississippi	10%	8%	11%	8%	12%	11%	7%	8%
Missouri	6%	8%	3%	5%	8%	8%	5%	4%
Montana	21%	24%	24%	20%	15%	20%	16%	25%
Nebraska	8%	11%	7%	9%	6%	10%	4%	7%
Nevada	11%	14%	12%	13%	4%	12%	9%	13%

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# Atlas Obscura Poll – October 24-30, 2025

Adults in the U.S.



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	Total	Region				Income		
		Northeast	Midwest	South	West	Under \$50K	\$50-100K	\$100K or more
New Hampshire	11%	11%	12%	9%	14%	12%	8%	10%
New Jersey	9%	2%	13%	8%	10%	7%	9%	8%
New Mexico	16%	20%	16%	15%	15%	16%	15%	15%
New York	14%	2%	21%	14%	19%	19%	14%	8%
North Carolina	10%	15%	11%	6%	14%	11%	10%	8%
North Dakota	11%	10%	15%	10%	11%	13%	8%	11%
Ohio	6%	9%	5%	6%	8%	7%	4%	6%
Oklahoma	7%	8%	9%	7%	6%	9%	6%	6%
Oregon	17%	25%	21%	15%	10%	17%	14%	18%
Pennsylvania	10%	5%	10%	10%	12%	9%	10%	8%
Rhode Island	13%	12%	12%	10%	21%	15%	12%	11%
South Carolina	10%	13%	14%	6%	12%	10%	10%	8%
South Dakota	10%	10%	13%	9%	12%	11%	8%	11%
Tennessee	9%	10%	10%	7%	11%	10%	9%	7%
Texas	15%	25%	15%	11%	13%	15%	12%	15%
Utah	13%	18%	15%	14%	7%	13%	9%	18%
Vermont	18%	19%	21%	13%	21%	17%	16%	17%
Virginia	10%	9%	12%	9%	11%	12%	10%	6%
Washington	20%	25%	23%	18%	15%	21%	16%	18%
West Virginia	10%	7%	15%	8%	9%	12%	8%	5%
Wisconsin	9%	9%	9%	8%	12%	10%	6%	9%
Wyoming	17%	18%	22%	15%	12%	19%	13%	21%
Weighted N	(1,283)	(228)	(272)	(504)	(280)	(494)	(371)	(263)

# Atlas Obscura Poll – October 24-30, 2025

## Adults in the U.S.



### 20. Why Not Visited More States

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

*Asked of those who have ever set a goal of visiting all 50 states in their lifetime but have not been to all 50 states*

	Total	Gender		Age				Race			Education	
		Male	Female	< 30	30-44	45-64	65+	White	Black	Hispanic	No Degree	4yr Degree+
Lack of time	61%	66%	58%	71%	69%	56%	35%	62%	*	57%	54%	72%
Too expensive	53%	51%	55%	58%	47%	61%	44%	53%	*	73%	55%	50%
Prioritized travel outside the country	10%	8%	11%	14%	9%	7%	8%	10%	*	12%	7%	14%
Prioritized travel within my state	9%	11%	8%	9%	10%	5%	17%	8%	*	15%	9%	10%
Lack of interest	6%	7%	5%	9%	3%	5%	8%	5%	*	11%	4%	8%
Other	9%	9%	9%	3%	6%	9%	24%	10%	*	7%	10%	7%
Not sure	7%	5%	8%	11%	5%	6%	5%	8%	*	0%	9%	3%
Weighted N	(370)	(173)	(197)	(99)	(123)	(98)	(50)	(233)	(51)	(54)	(217)	(153)

	Total	Region				Income		
		Northeast	Midwest	South	West	Under \$50K	\$50-100K	\$100K or more
Lack of time	61%	54%	58%	70%	53%	47%	63%	71%
Too expensive	53%	45%	68%	52%	47%	67%	49%	43%
Prioritized travel outside the country	10%	8%	9%	13%	6%	5%	14%	11%
Prioritized travel within my state	9%	6%	4%	12%	12%	10%	16%	3%
Lack of interest	6%	8%	6%	6%	5%	3%	7%	7%
Other	9%	8%	8%	11%	6%	8%	7%	10%
Not sure	7%	5%	10%	5%	7%	11%	2%	8%
Weighted N	(370)	(46)	(79)	(152)	(92)	(114)	(124)	(89)

# Atlas Obscura Poll – October 24-30, 2025

## Adults in the U.S.



### 21. Make You More Likely to Visit New States

What would make you more likely to visit the states you haven't yet visited? Select all that apply.

*Asked of those who have ever set a goal of visiting all 50 states in their lifetime but have not been to all 50 states*

	Total	Gender		Age				Race			Education	
		Male	Female	< 30	30-44	45-64	65+	White	Black	Hispanic	No Degree	4yr Degree+
Cheaper flights / travel packages	59%	57%	61%	59%	66%	58%	43%	57%	*	73%	57%	62%
Unique experiences highlighted	37%	40%	34%	42%	38%	33%	30%	34%	*	29%	33%	41%
Special events / festivals	36%	38%	34%	48%	39%	27%	22%	34%	*	26%	32%	42%
Recommendations from friends or trusted sources	26%	23%	28%	36%	29%	15%	19%	26%	*	28%	24%	29%
Other	12%	11%	13%	7%	12%	14%	21%	14%	*	10%	15%	9%
Not sure	9%	9%	8%	9%	4%	9%	20%	10%	*	7%	10%	7%
Weighted N	(370)	(173)	(197)	(99)	(123)	(98)	(50)	(233)	(51)	(54)	(217)	(153)

	Total	Region				Income		
		Northeast	Midwest	South	West	Under \$50K	\$50-100K	\$100K or more
Cheaper flights / travel packages	59%	54%	61%	59%	60%	72%	54%	61%
Unique experiences highlighted	37%	33%	37%	39%	35%	38%	43%	33%
Special events / festivals	36%	24%	42%	36%	38%	29%	35%	49%
Recommendations from friends or trusted sources	26%	27%	28%	25%	25%	25%	22%	35%
Other	12%	23%	16%	9%	9%	15%	12%	6%
Not sure	9%	6%	8%	11%	7%	9%	8%	3%
Weighted N	(370)	(46)	(79)	(152)	(92)	(114)	(124)	(89)

# Atlas Obscura Poll – October 24-30, 2025

## Adults in the U.S.



### 22. Main Purpose for Visiting a New State

When you visit a new state, what is usually the main purpose of your trip?

*Among people who have visited at least three states*

	Total	Gender		Age				Race			Education	
		Male	Female	< 30	30-44	45-64	65+	White	Black	Hispanic	No Degree	4yr Degree+
Leisure / vacation	59%	57%	61%	56%	61%	59%	59%	60%	51%	59%	57%	61%
Visiting family or friends	16%	13%	18%	20%	16%	13%	15%	13%	24%	19%	17%	14%
Passing through (road trip stopover, layover)	11%	13%	9%	7%	9%	13%	14%	12%	9%	12%	13%	9%
Attending an event (concert, sports, festival, wedding, etc.)	7%	8%	6%	8%	8%	6%	6%	7%	11%	5%	7%	7%
Work / business	6%	7%	4%	7%	5%	6%	4%	6%	4%	4%	4%	8%
Other	1%	2%	1%	1%	1%	2%	2%	2%	1%	1%	2%	1%
Totals	100%	100%	99%	99%	100%	99%	100%	100%	100%	100%	100%	100%
Weighted N	(1,149)	(567)	(582)	(223)	(286)	(383)	(258)	(748)	(139)	(162)	(745)	(405)

	Total	Region				Income		
		Northeast	Midwest	South	West	Under \$50K	\$50-100K	\$100K or more
Leisure / vacation	59%	65%	60%	59%	52%	50%	60%	69%
Visiting family or friends	16%	10%	16%	17%	18%	19%	14%	10%
Passing through (road trip stopover, layover)	11%	8%	12%	11%	13%	18%	10%	4%
Attending an event (concert, sports, festival, wedding, etc.)	7%	10%	7%	5%	9%	6%	9%	8%
Work / business	6%	4%	4%	7%	7%	5%	6%	9%
Other	1%	3%	1%	1%	1%	2%	1%	0%
Totals	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(1,149)	(207)	(255)	(443)	(244)	(430)	(340)	(243)

# Atlas Obscura Poll – October 24-30, 2025

## Adults in the U.S.



### 23. Most Looking For When Main Purpose of Trip to New State is Leisure or Vacation

What are you most looking for when you visit a new state?

*Asked of those who have visited at least three states and for whom leisure/vacation is the main purpose for visiting a new state*

	Total	Gender		Age				Race			Education	
		Male	Female	< 30	30-44	45-64	65+	White	Black	Hispanic	No Degree	4yr Degree+
Scenery / nature	34%	28%	39%	24%	25%	38%	45%	40%	18%	24%	34%	34%
Culture & history	23%	22%	24%	19%	13%	31%	28%	23%	23%	20%	20%	29%
Adventure / outdoors	18%	22%	14%	25%	25%	14%	10%	17%	16%	28%	20%	13%
Food & drink	11%	12%	10%	16%	21%	6%	4%	8%	20%	14%	12%	10%
Events / festivals	7%	7%	8%	10%	7%	6%	8%	6%	17%	7%	7%	8%
Family & friends	5%	6%	4%	4%	8%	3%	4%	3%	6%	6%	5%	4%
Other	2%	3%	1%	2%	1%	2%	1%	2%	0%	1%	2%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	99%
Weighted N	(676)	(322)	(355)	(125)	(176)	(225)	(150)	(449)	(71)	(95)	(428)	(248)

	Total	Region				Income		
		Northeast	Midwest	South	West	Under \$50K	\$50-100K	\$100K or more
Scenery / nature	34%	35%	37%	30%	36%	32%	39%	39%
Culture & history	23%	24%	24%	23%	23%	24%	20%	27%
Adventure / outdoors	18%	12%	16%	21%	21%	17%	21%	13%
Food & drink	11%	11%	11%	13%	9%	10%	9%	11%
Events / festivals	7%	10%	6%	7%	7%	7%	5%	6%
Family & friends	5%	8%	3%	4%	4%	6%	5%	3%
Other	2%	0%	3%	2%	0%	4%	0%	1%
Totals	100%	100%	100%	100%	100%	100%	99%	100%
Weighted N	(676)	(135)	(153)	(263)	(126)	(214)	(204)	(168)

# Atlas Obscura Poll – October 24-30, 2025

## Adults in the U.S.



### 24. Like to Do in a New State

What would you like to do when visiting a new state? Select all that apply.

	Gender			Age				Race			Education	
	Total	Male	Female	< 30	30-44	45-64	65+	White	Black	Hispanic	No Degree	4yr Degree+
Explore local food	68%	67%	69%	70%	74%	67%	59%	64%	74%	71%	65%	73%
Visit national/state parks	60%	58%	62%	58%	64%	61%	57%	64%	54%	50%	57%	68%
Drive scenic roads	56%	53%	60%	46%	47%	64%	65%	61%	32%	55%	55%	59%
Go to museums / cultural sites	54%	49%	58%	49%	53%	57%	54%	55%	54%	46%	48%	65%
Attend local events or festivals	46%	44%	47%	47%	45%	49%	40%	45%	50%	44%	42%	53%
Other	3%	4%	3%	3%	4%	3%	3%	4%	4%	2%	3%	3%
Weighted N	(1,285)	(626)	(659)	(262)	(326)	(422)	(274)	(807)	(162)	(204)	(849)	(436)

	Region					Income		
	Total	Northeast	Midwest	South	West	Under \$50K	\$50-100K	\$100K or more
Explore local food	68%	66%	72%	69%	64%	66%	67%	69%
Visit national/state parks	60%	54%	68%	60%	58%	58%	61%	66%
Drive scenic roads	56%	54%	65%	52%	57%	53%	60%	59%
Go to museums / cultural sites	54%	54%	61%	53%	47%	53%	52%	62%
Attend local events or festivals	46%	44%	49%	47%	40%	45%	44%	49%
Other	3%	4%	4%	3%	3%	6%	2%	1%
Weighted N	(1,285)	(228)	(272)	(504)	(280)	(494)	(372)	(263)

# Atlas Obscura Poll – October 24-30, 2025

## Adults in the U.S.



### 25. Average Duration of Trip to a New State

On average, how long is a typical trip you take to visit a new state?

*Among people who have visited at least three states*

	Gender			Age				Race			Education	
	Total	Male	Female	< 30	30-44	45-64	65+	White	Black	Hispanic	No Degree	4yr Degree+
A weekend (1–3 days)	48%	50%	46%	45%	56%	47%	45%	49%	46%	45%	46%	52%
About a week	44%	42%	47%	44%	38%	47%	46%	43%	43%	46%	45%	43%
Longer than a week	7%	8%	7%	11%	5%	6%	9%	7%	11%	9%	9%	5%
Totals	99%	100%	100%	100%	99%	100%	100%	99%	100%	100%	100%	100%
Weighted N	(1,153)	(565)	(588)	(223)	(286)	(387)	(257)	(751)	(139)	(162)	(746)	(407)

	Total	Region				Income		
		Northeast	Midwest	South	West	Under \$50K	\$50-100K	\$100K or more
A weekend (1–3 days)	48%	45%	47%	50%	49%	53%	44%	46%
About a week	44%	50%	46%	44%	36%	38%	49%	48%
Longer than a week	7%	5%	7%	5%	14%	9%	7%	5%
Totals	99%	100%	100%	99%	99%	100%	100%	99%
Weighted N	(1,153)	(207)	(257)	(445)	(244)	(428)	(343)	(244)

# HOW THE POLL WAS CONDUCTED AND THE MARGIN OF ERROR CALCULATED

The Atlas Obscura survey of 1,285 adults in the U.S. was conducted between October 24-30, 2025.

This sample was weighted according to gender, age, race, education, and geographical region based on the U.S. Census American Community Survey, and the U.S. Census Current Population Survey, and 2024 Presidential vote. Respondents were selected to be representative of adults nationwide. The weights range from 0.1 to 5.0, with a mean of 1 and a standard deviation of 0.7.

The *margin of error* (a 95% confidence interval) for a sample percentage  $p$  based upon the entire sample is approximately  $\pm 3.4$  points. It is calculated using the formula

$$\hat{p} \pm 100 \times \sqrt{\frac{1 + CV^2}{n}}$$

where CV is the coefficient of variation of the sample weights and  $n$  is the sample size used to compute the proportion. This is a measure of sampling error (the average of all estimates obtained using the same sample selection and weighting procedures repeatedly). The sample estimate should differ from its expected value by less than margin of error in 95 percent of all samples. It does not reflect non-sampling errors, including potential selection bias in panel participation or in response to a particular survey.