

Hotwire Survey QuickRead Report June 2020

METHODOLOGY

An online survey of 1,000 nationally representative U.S. adults, ages 18+

CONTENT QUESTIONS

1. Are you planning on traveling this summer?

Response	%
Yes, I've already planned a trip	24%*
Yes, but I have not planned a trip yet	22%
No, but I am interested	25%
No, and I am not interested	28%
QuickFacts[±]	
Planning to travel (net)	47%
Planning or interested in travel (net)	72%

2. Which of the following changes, if any, will you make to your summer vacation this year to make it safer?

(Asked among those who are planning or interested in traveling this summer)

Response	%
Travel more by car	50%
Visit less crowded spots	43%
Research a hotel's cleanliness procedures	29%
Travel close to home in case of emergency	26%
Keep the length of trips short	24%
Wait until the last minute to book trips	12%
Other	3%
I would not take any precautions with my summer vacation this year	11%
QuickFacts	
Would take precautions with their summer vacation this year (net)	89%

* All decimals are rounded to the nearest percentage point. This may result in certain numerical totals adding up to slightly more or slightly less than 100%.

± Data under "QuickFacts" were derived from the responses, not included as response options that were read during fielding. We include QuickFacts in instances where we feel they will be helpful.



3. Thinking about a summer getaway, which of the following are you most looking forward to?

Response	%
Visiting friends and family	45%
Spending one-on-one time with my spouse or partner	29%
Attending recreational events, such as concerts or amusement parks	19%
Spending quality time with my kids outside of the house	17%
Attending life events, such as weddings or birthday celebrations	16%
Other	4%
I am not looking forward to anything on a getaway this summer	21%
QuickFacts	
Is looking forward to something on a getaway this summer (net)	79%

(Among those who are looking forward to something on a getaway this summer)

Response	%
Visiting friends and family	57%
Spending one-on-one time with my spouse or partner	37%
Attending recreational events, such as concerts or amusement parks	24%
Spending quality time with my kids outside of the house	22%
Attending life events, such as weddings or birthday celebrations	20%
Other	5%



4. For which of the following reasons, if any, do you prefer short trips to long trips? Meaning, reasons you enjoy them more than a trip lasting 4 or more nights.

Response	2020	2019
They are cheaper	43%	42%
They are less stressful to plan	39%	41%
They are easier to coordinate with other people's schedules	31%	33%
They allow me to travel more often	30%	35%
They require fewer days off work	27%	26%
They require less lead time or notice to book travel accommodations	18%	22%
They are more exciting or "action-packed"	15%	18%
Other	3%	7%
I prefer long trips over short trips	14%	10%
QuickFacts		
Prefer short trips to long trips (net)	86%	90%

(Among those who prefer short trips to long trips)

Response	2020	2019
They are cheaper	50%	46%
They are less stressful to plan	46%	46%
They are easier to coordinate with other people's schedules	36%	36%
They allow me to travel more often	34%	39%
They require fewer days off work	32%	28%
They require less lead time or notice to book travel accommodations	21%	25%
They are more exciting or "action-packed"	17%	20%
Other	3%	7%



5. In light of COVID-19 and stay at home orders, which of the following, if any, do you believe are health benefits of a quick trip?

Response	%
Mental recharge	51%
Reduced stress	50%
Better mood	44%
Improve or strengthen my relationships	26%
Better physical health	26%
Boosts creativity	19%
Other	1%
There are no health benefits of quick local trips	15%
QuickFacts	
Says there are health benefits of quick local trips (net)	85%

(Among those who say there are health benefits of quick local trips)

Response	%
Mental recharge	60%
Reduced stress	59%
Better mood	52%
Improve or strengthen my relationships	31%
Better physical health	31%
Boosts creativity	22%
Other	1%

6. Have you taken any vacation days from work since the start of the COVID-19 outbreak?

(Asked among those who are employed)

Response	%
Yes, more than one	26%
Yes, only one	12%
No, none	62%
QuickFacts	
Yes (net)	38%



7. How would you best describe your feelings around safety during traveling this summer due to the COVID-19 outbreak?

Response	%
Very concerned	38%
Somewhat concerned	41%
Not very concerned	13%
Not at all concerned	8%
QuickFacts	
Concerned (net)	79%
Unconcerned (net)	21%

8. How strongly do you agree or disagree with the following statement – It's just not summer without a vacation.

Response	%
Agree strongly	28%
Agree somewhat	39%
Disagree somewhat	20%
Disagree strongly	14%
QuickFacts	
Agree (net)	67%
Disagree (net)	33%

9. How strongly do you agree or disagree with the following statement – After quarantine, quick, local trips are the perfect way to test the water before investing in a longer vacation.

Response	%
Agree strongly	30%
Agree somewhat	51%
Disagree somewhat	13%
Disagree strongly	6%
QuickFacts	
Agree (net)	81%
Disagree (net)	19%

**Methodological Notes:**

The Hotwire Survey was conducted by Wakefield Research (www.wakefieldresearch.com) among 1,000 nationally representative U.S. adults, ages 18+, between June 11th and June 16th, 2020, using an email invitation and an online survey. Quotas have been set to ensure reliable and accurate representation of the U.S. adult population, ages 18+.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.