



PUBLIC POLL FINDINGS AND METHODOLOGY

Two in five Americans likely to travel this holiday season

New Ipsos Poll finds that one in ten have already planned/booked a trip that involves an overnight stay this holiday season

Topline Findings

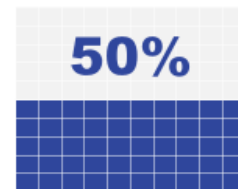
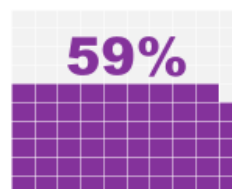
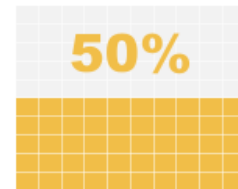
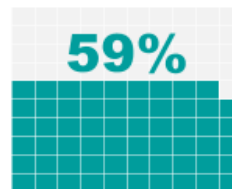
Washington, DC, November 9, 2020 — A new Ipsos poll finds that two in five (40%) Americans are likely to take a trip that involves an overnight stay this holiday season – including 10% who have already planned/booked a holiday trip.

Detailed Findings

- Two in five Americans are planning to take a trip that involves an overnight stay this holiday season (40%) – including 10% who have already booked a trip.
 - Those most likely to be planning to travel this holiday season include men (50%), young adults (59% of those aged 18-34), affluent (50% of those with a household income of at least \$100,000), and parents (59% of those with children living at home).

Two in five Americans plan to travel this holiday season.

How likely are you to take a trip that involves an overnight stay **this holiday season**?
(% Already booked/Very likely/Somewhat likely)



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These are the findings from an Ipsos poll conducted November 2 - 3, 2020 on behalf of Google. For the survey, a sample of 1,005 adults ages 18 and over from the continental U.S., Alaska and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.5 percentage points for all respondents.

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For full results, please refer to the following annotated questionnaire:

Full Annotated Questionnaire

1. How likely are you to take a trip that involves an overnight stay this holiday season?

	Total (N=1,005)
I already planned/booked a holiday trip	10%
Very likely	16%
Somewhat likely	14%
Somewhat unlikely	14%
Very unlikely	45%
Already booked/Very/Somewhat Likely (Net)	40%

About the Study

These are the findings from an Ipsos poll conducted November 2 - 3, 2020 on behalf of Google. For the survey, a sample of 1,005 adults ages 18 and over from the continental U.S., Alaska and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from Ipsos' online panel (see [link](#) for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see [link](#) for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2018 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,005, DEFF=1.5, adjusted Confidence Interval=+/- 5.0 percentage points for all respondents).

For more information on this news release, please contact:

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About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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