



## PUBLIC POLL FINDINGS AND METHODOLOGY

**Most Americans plan to travel within the U.S. for personal reasons in the near future, though likelihood to travel internationally not as high**  
New Sonder/Ipsos poll finds that the ideal personal trip for American travelers most often consists of relaxing on a beach and/or exploring a new city

### Topline Findings

**Washington, DC, September 1, 2021** — A recent Sonder/Ipsos poll finds that nearly two-thirds of Americans are planning to travel for personal reasons between now and the end of 2021, especially those with children living at home (68%), those in the middle and top income brackets (64% among both those who are making between \$50,000 and less than \$100,000, and those with a household income of \$100,000 or more), and married adults (69%). Americans are not as likely to say that they are planning to travel within the U.S. for business purposes or travel internationally whether for leisure or business. Nearly six-in ten report being interested in taking a long-term trip (one that lasts longer than two weeks) or taking a trip for a week or more during which they could continue to do their job remotely from that different location, particularly young adults (74% among those age 18-34).

### Detailed Findings

1. Most Americans plan to travel within the U.S. for personal reasons at some point between now and the end of 2021, including 20% who plan to travel within the next month (July) and one in four who plan to travel in August or September (25%). On the other hand, 25% say that they do not plan to travel for personal reasons in the near future.
  - Many Americans (59%) express interest in taking a long-term trip - that is, one that lasts longer than two weeks – over the next year. Just as many say that they are interested in taking a trip for a week or more during which they could continue to do their job remotely from that different location (59%).
  - Interest in traveling *outside* the U.S. (whether for business or leisure) in the near future is not as high, with only 16% saying they plan to do so between now and the end of 2021 (vs. 65% who do not plan to travel outside the U.S. in the near future).
  - Similarly, only 18% plan to travel within the U.S. in the near future for business reasons. Among those planning to take a business trip within the U.S. between now and the end of 2021, 27% expect to add leisure travel to at least three-quarters of their work trips.



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**Most Americans plan to travel within the U.S. for personal reasons, though likelihood to travel internationally is not as high**



**62% plan to travel within the U.S. for personal reasons before the end of 2021**



**18% plan to travel within the U.S. for business reasons before the end of 2021**



**16% plan to travel outside the U.S. before the end of 2021**

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2. When describing their ideal next personal trip, relaxing on a beach (32%) and seeing / exploring a new city (29%) are top of mind for Americans who are planning to do any kind of traveling, whether domestically or internationally, between now and the end of 2021. What excites these Americans the most about traveling is seeking out a change of scenery (52%), eating and drinking in new places (38%), taking a break from work (28%), and visiting family (27%).
  - When it comes to their next personal trip, most adults planning to travel before the end of 2021 intent to do so with their partner (65%), while just under one in five expect to be by themselves (19%) or accompanied by children under the age of 18 in their household (19%).
  - Among those planning to travel between now and the end of 2021, for any reason, the top two American cities that they would most like to visit include New York City (40%) and New Orleans (38%), while London (32%) and Rome (32%) stand out as being top international destinations.
3. Thinking about trip accommodations (hotel room or rental), affordability is rated as being most important by 47% of respondents. The cleanliness of accommodations (40%) and location (32%, located near the activities you've planned) round out the top three elements seen as being most important.
  - Cleanliness of accommodations is rated as being more important than before the pandemic by 64% of Americans. Just under half also say that costs (47%) and no-touch options, like automatic check-in to accommodations (46%) are also more important to them now compared to before the pandemic.



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*These are the findings from an Ipsos poll conducted July 6 - 8, 2021 on behalf of Sonder. For the survey, a sample of 2,009 adults age 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 2.5 percentage points for all respondents.*

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

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### Full Questionnaire

1. When do you plan to travel within the U.S. next for personal reasons?
  - a. Within the next month (July)
  - b. In August or September
  - c. In October, November, or December 2021
  - d. Sometime in early 2022
  - e. I do not plan to travel for personal reasons any time in the near future
  
2. When do you plan to travel within the U.S. next for business reasons?
  - a. Within the next month (July)
  - b. In August or September
  - c. In October, November, or December 2021
  - d. Sometime in early 2022
  - e. I do not plan to travel for business reasons any time in the near future
  
3. And when do you plan to travel outside the U.S. next – either for business or personal reasons?
  - a. Within the next month (July)
  - b. In August or September
  - c. In October, November, or December 2021
  - d. Sometime in early 2022
  - e. I do not plan to travel internationally any time in the near future
  
4. Thinking about the next year, how interested are you in taking a long-term trip – that is, one that lasts longer than two weeks?
  - a. Very interested
  - b. Somewhat interested
  - c. Not very interested
  - d. Not at all interested



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5. **[DO NOT ASK IF E IN Q2]** How often do you expect to add leisure travel to a work trip in the next year?
- a. 100% of the time
  - b. 75% of the time
  - c. 50% of the time
  - d. 25% of the time
  - e. Never
6. **[ASK ONLY IF EMPLOYED]** How interested are you in taking a trip for a week or more during which you continue to do your job remotely from that different location?
- a. Very interested
  - b. Somewhat interested
  - c. Not very interested
  - d. Not at all interested
7. For statistical purposes only, please indicate if you are vaccinated against COVID-19.
- a. Yes, fully vaccinated
  - b. Yes, first of two shots
  - c. No, but have plans to get vaccinated soon
  - d. No, and have no plans to get vaccinated soon
  - e. Prefer not to say
8. Assuming you could travel to any of the following American cities, which TWO cities would you most like to visit? (1)

### RANDOMIZE

- a. New York City
- b. Philadelphia
- c. Atlanta
- d. New Orleans
- e. Chicago
- f. Washington, DC
- g. No second choice
- h. None of these

### ANCHOR

9. And assuming you could travel to any of the following international cities, which TWO cities would you most like to visit? (1)





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### RANDOMIZE

- a. Amsterdam
- b. Barcelona
- c. Dubai
- d. Dublin
- e. Edinburgh
- f. London
- g. Madrid
- h. Montreal
- i. Rome
- j. Toronto
- k. Vancouver
- l. No second choice
- m. None of these

**ANCHOR**

10. Of the following, which best describes your ideal next personal trip? (1)

### RANDOMIZE

- a. Relaxing on a beach
- b. Relaxing in the mountains or countryside
- c. Going on an outdoor adventure, like hiking
- d. Seeing and exploring a **new** city
- e. Seeing and exploring your **own** city/town – a so-called “staycation”
- f. Other **ANCHOR**
- g. None of these **ANCHOR**

11. Thinking about the next personal trip you plan to take, who, if anyone, do you plan to travel with?  
*Please select all that apply.* (1)

- a. By myself
- b. With your partner
- c. Other adults in your household besides your partner
- d. Children under 18 in your household
- e. Friends outside your household
- f. Family outside your household
- g. People I don't know (cruise, organized tour, etc.)
- h. Other **ANCHOR**
- i. Don't plan to take a trip anytime soon **ANCHOR**

12. During the pandemic, what did you miss the most about traveling? (**Open-end**) (1)

13. Which TWO of the following are you most excited about when it comes to traveling? (1)



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### RANDOMIZE

- a. Change of scenery
- b. Visiting family
- c. Visiting friends
- d. Getting away from your children/family
- e. Exposing your children to new things
- f. Taking a break from work
- g. Flying in a plane or other public transportation
- h. Eating and drinking in new places
- i. Other **ANCHOR**
- j. No second choice **ANCHOR**
- k. None of these **ANCHOR**

14. Which TWO of the following are the most important elements of your trip accommodations – that is, your hotel room or rental? (1)

### RANDOMIZE

- a. The design of your accommodations
- b. The cleanliness of your accommodations
- c. The ability to check-in/out through a Smartphone app
- d. The ability to receive 24/7 customer service through a Smartphone app
- e. Affordability
- f. Located in the heart of the city
- g. Located near the activities you've planned
- h. Safety of your accommodations
- i. The number of bedrooms
- j. Having en-suite laundry and kitchen
- k. Other **ANCHOR**
- l. No second choice **ANCHOR**
- m. None of these **ANCHOR**

15. Compared to before the pandemic began, how important is each of the following to you when you travel? (1)

### RANDOMIZE

- 1. Cleanliness of your accommodations
- 2. Comfort level of your accommodations
- 3. Cost of travel
- 4. No-touch options, like automatic check-in to your accommodations
- 5. Ability of your accommodations to host and sleep many guests at one time
  - a. Much more important than before the pandemic
  - b. Somewhat more important than before the pandemic
  - c. No change in importance
  - d. Somewhat less important than before the pandemic
  - e. Much less important than before the pandemic





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### About the Study

These are the findings from an Ipsos poll conducted July 6 - 8, 2021 on behalf of Sonder. For the survey, a sample of 2,009 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 2.5 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 ( $n=2,009$ ,  $DEFF=1.5$ , adjusted Confidence Interval =  $\pm 4.0$  percentage points for all respondents).

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