

Which of the following describes your access to a vehicle?

[illegible]

This summer, how likely are you to travel by road to the following destinations? - Outside of my city/town

[illegible]

This summer, how likely are you to travel by road to the following destinations? - Outside of my province

[illegible]

This summer, how likely are you to travel by road to the following destinations? - Outside of the country

[illegible]

This summer, how likely are you to travel by road to the following destinations? - Top 2 Box Summary

|                                      |             | Gender     |             | AGE        |            |            | EDUCATION  |            |            |            | Age 1      |            |            |            |
|--------------------------------------|-------------|------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
|                                      | Total       | Male       | Female      | 18-34      | 35-54      | 55+        | <HS        | HS         | Post Sec   | Univ Grad  | Gen Z      | Millennial | Gen X      | Boomer     |
|                                      |             | A          | B           | C          | D          | E          | F          | G          | H          | I          | J          | K          | L          | M          |
| <b>Base: All Respondents (unwtd)</b> | <b>2000</b> | <b>877</b> | <b>1123</b> | <b>395</b> | <b>755</b> | <b>850</b> | <b>90</b>  | <b>352</b> | <b>851</b> | <b>707</b> | <b>106</b> | <b>505</b> | <b>599</b> | <b>790</b> |
|                                      |             |            |             |            |            |            |            |            |            |            |            |            |            |            |
| <b>Base: All Respondents (wtd)</b>   | <b>2000</b> | <b>978</b> | <b>1022</b> | <b>562</b> | <b>692</b> | <b>746</b> | <b>292</b> | <b>552</b> | <b>670</b> | <b>486</b> | <b>172</b> | <b>580</b> | <b>553</b> | <b>695</b> |
|                                      |             |            |             |            |            |            |            |            |            |            |            |            |            |            |
| Outside of my city/town              | 1535        | 774        | 761         | 395        | 539        | 601        | 206        | 395        | 540        | 393        | 120        | 418        | 430        | 567        |
|                                      | 77%         | 79%        | 74%         | 70%        | 78%        | 81%        | 71%        | 72%        | 81%        | 81%        | 70%        | 72%        | 78%        | 82%        |
|                                      |             | B          |             |            | C          | C          | *          |            | FG         | FG         | *          |            |            | JK         |
| Outside of my province               | 859         | 437        | 422         | 266        | 320        | 274        | 102        | 181        | 313        | 262        | 68         | 286        | 249        | 256        |
|                                      | 43%         | 45%        | 41%         | 47%        | 46%        | 37%        | 35%        | 33%        | 47%        | 54%        | 40%        | 49%        | 45%        | 37%        |
|                                      |             |            |             | E          | E          |            | *          |            | FG         | FGH        | *          | M          | M          |            |
| Outside of the country               | 477         | 244        | 233         | 175        | 172        | 131        | 34         | 103        | 179        | 161        | 47         | 177        | 131        | 122        |
|                                      | 24%         | 25%        | 23%         | 31%        | 25%        | 18%        | 12%        | 19%        | 27%        | 33%        | 27%        | 31%        | 24%        | 18%        |
|                                      |             |            |             | E          | E          |            | *          |            | FG         | FGH        | M*         | LM         | M          |            |
| None of the above                    | 416         | 177        | 240         | 141        | 135        | 141        | 86         | 150        | 107        | 74         | 43         | 140        | 109        | 124        |
|                                      | 21%         | 18%        | 23%         | 25%        | 20%        | 19%        | 29%        | 27%        | 16%        | 15%        | 25%        | 24%        | 20%        | 18%        |
|                                      |             |            | A           | E          |            |            | HI*        | HI         |            |            | *          | M          |            |            |

This summer, how likely are you to travel by road to the following destinations? - Bottom 2 Box Summary

|                                      |             | Gender     |             | AGE        |            |            | EDUCATION  |            |            |            | Age 1      |            |            |            |
|--------------------------------------|-------------|------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
|                                      | Total       | Male       | Female      | 18-34      | 35-54      | 55+        | <HS        | HS         | Post Sec   | Univ Grad  | Gen Z      | Millennial | Gen X      | Boomer     |
|                                      |             | A          | B           | C          | D          | E          | F          | G          | H          | I          | J          | K          | L          | M          |
| <b>Base: All Respondents (unwtd)</b> | <b>2000</b> | <b>877</b> | <b>1123</b> | <b>395</b> | <b>755</b> | <b>850</b> | <b>90</b>  | <b>352</b> | <b>851</b> | <b>707</b> | <b>106</b> | <b>505</b> | <b>599</b> | <b>790</b> |
|                                      |             |            |             |            |            |            |            |            |            |            |            |            |            |            |
| <b>Base: All Respondents (wtd)</b>   | <b>2000</b> | <b>978</b> | <b>1022</b> | <b>562</b> | <b>692</b> | <b>746</b> | <b>292</b> | <b>552</b> | <b>670</b> | <b>486</b> | <b>172</b> | <b>580</b> | <b>553</b> | <b>695</b> |
|                                      |             |            |             |            |            |            |            |            |            |            |            |            |            |            |
| Outside of my city/town              | 403         | 185        | 218         | 140        | 131        | 132        | 81         | 130        | 114        | 78         | 43         | 138        | 107        | 116        |
|                                      | 20%         | 19%        | 21%         | 25%        | 19%        | 18%        | 28%        | 23%        | 17%        | 16%        | 25%        | 24%        | 19%        | 17%        |
|                                      |             |            |             | DE         |            |            | HI*        | HI         |            |            | *          | M          |            |            |
| Outside of my province               | 1056        | 517        | 539         | 269        | 339        | 447        | 173        | 346        | 334        | 203        | 98         | 261        | 282        | 415        |
|                                      | 53%         | 53%        | 53%         | 48%        | 49%        | 60%        | 59%        | 63%        | 50%        | 42%        | 57%        | 45%        | 51%        | 60%        |
|                                      |             |            |             |            |            | CD         | I*         | HI         | I          |            | *          |            |            | KL         |
| Outside of the country               | 1450        | 708        | 742         | 361        | 498        | 591        | 249        | 425        | 469        | 307        | 116        | 379        | 403        | 551        |
|                                      | 72%         | 72%        | 73%         | 64%        | 72%        | 79%        | 85%        | 77%        | 70%        | 63%        | 68%        | 65%        | 73%        | 79%        |
|                                      |             |            |             |            | C          | CD         | HI*        | HI         | I          |            | *          |            | K          | JKL        |

What is the destination of your road trip? If you plan on taking multiple road trips this summer.

[illegible]

Approximately how far from home are you willing to drive for vacation this summer?

[illegible]

Which of the following type of road trip(s) are you planning on taking during the summer?

[illegible]

Are you planning to take more vacation time from work this summer than last year?

[illegible]

How many weeks of vacation are you planning to take this summer?

[illegible]

What experiences did you put off over the past couple of years that you'll be doing this year, if any?

|                                                                              | Total | Gender |        | AGE   |       |      | EDUCATION |      |          |           |       |            | Age 1 |        |  |  |
|------------------------------------------------------------------------------|-------|--------|--------|-------|-------|------|-----------|------|----------|-----------|-------|------------|-------|--------|--|--|
|                                                                              |       | Male   | Female | 18-34 | 35-54 | 55+  | <HS       | HS   | Post Sec | Univ Grad | Gen 2 | Millennial | Gen X | Boomer |  |  |
|                                                                              |       | A      | B      | C     | D     | E    | F         | G    | H        | I         | J     | K          | L     | M      |  |  |
| Base: All Respondents (unwt)                                                 | 2000  | 877    | 1123   | 395   | 755   | 850  | 90        | 352  | 851      | 707       | 106   | 505        | 599   | 790    |  |  |
| Base: All Respondents (wtd)                                                  | 2000  | 878    | 1022   | 562   | 692   | 746  | 292       | 552  | 670      | 486       | 172   | 580        | 553   | 695    |  |  |
| Visiting family                                                              | 883   | 403    | 480    | 195   | 283   | 405  | 123       | 242  | 296      | 221       | 54    | 214        | 232   | 383    |  |  |
|                                                                              | 44%   | 41%    | 47%    | 35%   | 41%   | 54%  | 42%       | 44%  | 44%      | 45%       | 31%   | 37%        | 42%   | 56%    |  |  |
| Visiting friends                                                             | 861   | 408    | 452    | 205   | 282   | 373  | 107       | 244  | 295      | 215       | 58    | 217        | 233   | 352    |  |  |
|                                                                              | 43%   | 42%    | 44%    | 36%   | 41%   | 50%  | 37%       | 44%  | 44%      | 44%       | 34%   | 38%        | 42%   | 51%    |  |  |
| Site-seeing / being a "tourist" (in Canada)                                  | 486   | 231    | 256    | 122   | 159   | 205  | 66        | 105  | 178      | 137       | 24    | 146        | 126   | 191    |  |  |
|                                                                              | 24%   | 24%    | 25%    | 22%   | 23%   | 28%  | 23%       | 19%  | 27%      | 28%       | 14%   | 25%        | 23%   | 27%    |  |  |
| Spending time in nature (e.g. hiking, camping)                               | 500   | 244    | 256    | 145   | 202   | 154  | 88        | 128  | 165      | 120       | 44    | 155        | 159   | 142    |  |  |
|                                                                              | 25%   | 25%    | 25%    | 26%   | 29%   | 21%  | 30%       | 23%  | 25%      | 25%       | 26%   | 27%        | 29%   | 20%    |  |  |
| Attending an amusement park                                                  | 291   | 125    | 166    | 109   | 116   | 65   | 59        | 72   | 88       | 72        | 39    | 103        | 87    | 61     |  |  |
|                                                                              | 15%   | 13%    | 16%    | 19%   | 17%   | 9%   | 20%       | 13%  | 13%      | 15%       | 23%   | 18%        | 16%   | 9%     |  |  |
| Attending conferences and professional events                                | 131   | 70     | 61     | 32    | 54    | 45   | 22        | 18   | 42       | 49        | 8     | 37         | 44    | 42     |  |  |
|                                                                              | 7%    | 7%     | 6%     | 6%    | 8%    | 6%   | 8%        | 3%   | 6%       | 10%       | 5%    | 6%         | 8%    | 6%     |  |  |
| Attending concerts, festivals, and other cultural events                     | 504   | 221    | 284    | 136   | 183   | 186  | 58        | 124  | 189      | 134       | 35    | 147        | 148   | 175    |  |  |
|                                                                              | 25%   | 23%    | 28%    | 24%   | 26%   | 25%  | 20%       | 22%  | 28%      | 28%       | 20%   | 25%        | 27%   | 25%    |  |  |
| Visiting indoor public spaces (i.e. museums, theatres, shopping malls, etc.) | 569   | 246    | 323    | 153   | 187   | 229  | 83        | 122  | 203      | 160       | 43    | 158        | 150   | 218    |  |  |
|                                                                              | 28%   | 25%    | 32%    | 27%   | 27%   | 31%  | 29%       | 22%  | 30%      | 33%       | 25%   | 27%        | 27%   | 31%    |  |  |
| Revisiting a favourite destination                                           | 440   | 214    | 226    | 90    | 143   | 206  | 54        | 118  | 152      | 115       | 27    | 93         | 123   | 197    |  |  |
|                                                                              | 22%   | 22%    | 22%    | 16%   | 21%   | 28%  | 18%       | 21%  | 23%      | 24%       | 16%   | 16%        | 22%   | 28%    |  |  |
| Driving to the United States                                                 | 343   | 174    | 169    | 73    | 116   | 155  | 15        | 86   | 139      | 103       | 25    | 80         | 92    | 147    |  |  |
|                                                                              | 17%   | 18%    | 17%    | 13%   | 17%   | 21%  | 5%        | 16%  | 21%      | 21%       | 15%   | 14%        | 17%   | 21%    |  |  |
| Travel outside of North America                                              | 294   | 154    | 140    | 79    | 93    | 121  | 17        | 65   | 103      | 108       | 26    | 81         | 75    | 111    |  |  |
|                                                                              | 15%   | 16%    | 14%    | 14%   | 14%   | 16%  | 6%        | 12%  | 15%      | 22%       | 15%   | 14%        | 14%   | 16%    |  |  |
| Hiking/Hiking/cycling                                                        | 375   | 177    | 198    | 125   | 147   | 163  | 53        | 100  | 123      | 99        | 28    | 149        | 104   | 84     |  |  |
|                                                                              | 19%   | 18%    | 19%    | 22%   | 21%   | 14%  | 18%       | 18%  | 18%      | 20%       | 16%   | 26%        | 19%   | 13%    |  |  |
| Cycling / bike-riding                                                        | 253   | 123    | 130    | 92    | 82    | 79   | 40        | 76   | 78       | 58        | 31    | 86         | 64    | 72     |  |  |
|                                                                              | 13%   | 13%    | 13%    | 16%   | 12%   | 11%  | 14%       | 14%  | 12%      | 12%       | 18%   | 15%        | 12%   | 10%    |  |  |
| Fishing                                                                      | 241   | 161    | 80     | 60    | 104   | 77   | 48        | 69   | 87       | 37        | 15    | 74         | 78    | 73     |  |  |
|                                                                              | 12%   | 16%    | 8%     | 11%   | 15%   | 10%  | 16%       | 12%  | 13%      | 8%        | 9%    | 13%        | 14%   | 11%    |  |  |
| Camping                                                                      | 412   | 205    | 207    | 142   | 171   | 99   | 68        | 121  | 145      | 77        | 46    | 152        | 122   | 93     |  |  |
|                                                                              | 21%   | 21%    | 20%    | 25%   | 25%   | 13%  | 23%       | 22%  | 22%      | 16%       | 27%   | 26%        | 22%   | 13%    |  |  |
| Barbecuing                                                                   | 408   | 204    | 204    | 106   | 167   | 135  | 79        | 103  | 144      | 81        | 13    | 139        | 131   | 125    |  |  |
|                                                                              | 20%   | 21%    | 20%    | 19%   | 24%   | 18%  | 27%       | 19%  | 22%      | 17%       | 8%    | 24%        | 24%   | 18%    |  |  |
| Golfing                                                                      | 144   | 101    | 44     | 36    | 40    | 68   | 22        | 29   | 56       | 37        | 7     | 45         | 35    | 63     |  |  |
|                                                                              | 7%    | 10%    | 4%     | 6%    | 6%    | 9%   | 7%        | 5%   | 8%       | 8%        | 1%    | 8%         | 6%    | 9%     |  |  |
| On-water activities (e.g. kayaking, canoeing, boating, surfing or sailing)   | 231   | 109    | 122    | 93    | 90    | 48   | 42        | 67   | 67       | 55        | 33    | 94         | 64    | 39     |  |  |
|                                                                              | 12%   | 11%    | 12%    | 17%   | 13%   | 6%   | 14%       | 12%  | 10%      | 11%       | 15%   | 16%        | 12%   | 6%     |  |  |
| Swimming, diving                                                             | 285   | 134    | 151    | 110   | 66    | 30   | 78        | 108  | 69       | 43        | 104   | 77         | 61    |        |  |  |
|                                                                              | 14%   | 14%    | 15%    | 20%   | 16%   | 8%   | 10%       | 14%  | 16%      | 14%       | 25%   | 18%        | 14%   | 9%     |  |  |
| Sports (e.g. volleyball, soccer etc.)                                        | 156   | 89     | 66     | 58    | 58    | 40   | 29        | 24   | 59       | 45        | 20    | 53         | 45    | 37     |  |  |
|                                                                              | 8%    | 9%     | 6%     | 10%   | 8%    | 5%   | 10%       | 4%   | 9%       | 9%        | 12%   | 9%         | 8%    | 5%     |  |  |
| Trying something new                                                         | 391   | 181    | 210    | 151   | 137   | 102  | 57        | 107  | 131      | 96        | 50    | 141        | 104   | 96     |  |  |
|                                                                              | 20%   | 18%    | 21%    | 27%   | 20%   | 14%  | 20%       | 19%  | 20%      | 20%       | 19%   | 24%        | 19%   | 14%    |  |  |
| Other                                                                        | 63    | 32     | 30     | 16    | 23    | 24   | 10        | 14   | 19       | 20        | 4     | 15         | 22    | 21     |  |  |
|                                                                              | 3%    | 3%     | 3%     | 3%    | 3%    | 3%   | 4%        | 2%   | 3%       | 4%        | 2%    | 3%         | 4%    | 3%     |  |  |
| Don't know/prefer not to say                                                 | 65    | 27     | 39     | 25    | 18    | 23   | 15        | 22   | 21       | 8         | 16    | 13         | 14    | 22     |  |  |
|                                                                              | 3%    | 3%     | 4%     | 4%    | 3%    | 3%   | 5%        | 4%   | 3%       | 2%        | 9%    | 2%         | 3%    | 3%     |  |  |
| I didn't put anything off                                                    | 179   | 94     | 85     | 65    | 61    | 53   | 32        | 60   | 52       | 36        | 23    | 59         | 46    | 51     |  |  |
|                                                                              | 9%    | 10%    | 8%     | 12%   | 9%    | 7%   | 11%       | 11%  | 8%       | 7%        | 13%   | 10%        | 8%    | 7%     |  |  |
| None of the above                                                            | 74    | 27     | 47     | 16    | 29    | 29   | 14        | 25   | 22       | 13        | 4     | 25         | 20    | 25     |  |  |
|                                                                              | 4%    | 3%     | 5%     | 3%    | 4%    | 4%   | 5%        | 5%   | 3%       | 3%        | 2%    | 4%         | 4%    | 4%     |  |  |
| Sigma                                                                        | 8580  | 4154   | 4426   | 2433  | 3056  | 3091 | 1233      | 2219 | 2962     | 2165      | 711   | 2582       | 2395  | 2892   |  |  |
|                                                                              | 429%  | 425%   | 433%   | 433%  | 442%  | 414% | 422%      | 402% | 442%     | 446%      | 414%  | 445%       | 433%  | 416%   |  |  |

What are the vehicle features you care about the most when taking a summer road trip?

|                                         | Gender |      |        | AGE   |       |      | EDUCATION |      |          |           | Age 1 |            |       |        |
|-----------------------------------------|--------|------|--------|-------|-------|------|-----------|------|----------|-----------|-------|------------|-------|--------|
|                                         | Total  | Male | Female | 18-34 | 35-54 | 55+  | <HS       | HS   | Post Sec | Univ Grad | Gen Z | Millennial | Gen X | Boomer |
|                                         |        | A    | B      | C     | D     | E    | F         | G    | H        | I         | J     | K          | L     | M      |
| Base: Have access to a vehicle (unwtd)  | 1747   | 788  | 959    | 306   | 652   | 789  | 64        | 289  | 750      | 644       | 78    | 410        | 527   | 732    |
| Base: Have access to a vehicle (wtd)    | 1660   | 834  | 826    | 382   | 590   | 688  | 191       | 439  | 590      | 439       | 109   | 426        | 483   | 641    |
| Vehicle safety features                 | 518    | 207  | 311    | 108   | 155   | 255  | 59        | 122  | 175      | 162       | 28    | 114        | 133   | 243    |
|                                         | 31%    | 25%  | 38%    | 28%   | 26%   | 37%  | 31%       | 28%  | 30%      | 37%       | 26%   | 27%        | 28%   | 38%    |
|                                         |        |      | A      |       |       | CD   | *         |      |          | GH        | *     |            |       | KL     |
| Good fuel efficiency / mileage          | 957    | 462  | 495    | 174   | 343   | 440  | 108       | 253  | 342      | 254       | 40    | 222        | 283   | 412    |
|                                         | 58%    | 55%  | 60%    | 46%   | 58%   | 64%  | 56%       | 58%  | 58%      | 58%       | 37%   | 52%        | 59%   | 64%    |
|                                         |        |      |        |       | C     | C    | *         |      |          |           | *     | J          | J     | JK     |
| Great speakers and sound system         | 202    | 107  | 95     | 73    | 71    | 59   | 20        | 68   | 77       | 37        | 23    | 66         | 59    | 54     |
|                                         | 12%    | 13%  | 12%    | 19%   | 12%   | 9%   | 10%       | 16%  | 13%      | 9%        | 21%   | 16%        | 12%   | 8%     |
|                                         |        |      |        | DE    |       |      | *         | I    | I        |           | M*    | M          |       |        |
| The latest in connected technology      | 66     | 38   | 29     | 25    | 19    | 22   | 3         | 16   | 29       | 18        | 8     | 18         | 19    | 21     |
|                                         | 4%     | 5%   | 3%     | 7%    | 3%    | 3%   | 1%        | 4%   | 5%       | 4%        | 8%    | 4%         | 4%    | 3%     |
|                                         |        |      |        | DE    |       |      | *         |      |          |           | *     |            |       |        |
| Navigation system                       | 271    | 123  | 148    | 63    | 74    | 134  | 36        | 81   | 77       | 76        | 23    | 62         | 55    | 130    |
|                                         | 16%    | 15%  | 18%    | 16%   | 13%   | 19%  | 19%       | 18%  | 13%      | 17%       | 21%   | 14%        | 11%   | 20%    |
|                                         |        |      |        |       | D     | *    |           | H    |          | H         | L*    |            |       | KL     |
| Spacious/roomy for passengers           | 486    | 233  | 254    | 98    | 182   | 206  | 47        | 113  | 186      | 139       | 29    | 115        | 153   | 189    |
|                                         | 29%    | 28%  | 31%    | 26%   | 31%   | 30%  | 25%       | 26%  | 32%      | 32%       | 27%   | 27%        | 32%   | 30%    |
|                                         |        |      |        |       |       |      | *         |      |          |           | *     |            |       |        |
| Number of seats                         | 207    | 102  | 105    | 69    | 87    | 52   | 30        | 52   | 69       | 56        | 15    | 82         | 65    | 45     |
|                                         | 12%    | 12%  | 13%    | 18%   | 15%   | 8%   | 16%       | 12%  | 12%      | 13%       | 14%   | 19%        | 14%   | 7%     |
|                                         |        |      |        | E     | E     |      | *         |      |          |           | *     | LM         | M     |        |
| Lots of cargo space                     | 567    | 307  | 260    | 111   | 214   | 242  | 58        | 143  | 231      | 136       | 30    | 137        | 178   | 222    |
|                                         | 34%    | 37%  | 32%    | 29%   | 36%   | 35%  | 30%       | 33%  | 39%      | 31%       | 27%   | 32%        | 37%   | 35%    |
|                                         |        | B    |        |       |       |      | *         |      | I        |           | *     |            |       |        |
| Fun to drive                            | 422    | 234  | 187    | 77    | 159   | 185  | 63        | 120  | 135      | 104       | 16    | 98         | 136   | 171    |
|                                         | 25%    | 28%  | 23%    | 20%   | 27%   | 27%  | 33%       | 27%  | 23%      | 24%       | 14%   | 23%        | 28%   | 27%    |
|                                         |        | B    |        |       | C     | C    | *         |      |          |           | *     |            | J     | J      |
| Environmentally friendly                | 160    | 80   | 80     | 46    | 61    | 52   | 5         | 50   | 53       | 52        | 11    | 55         | 43    | 51     |
|                                         | 10%    | 10%  | 10%    | 12%   | 10%   | 8%   | 2%        | 11%  | 9%       | 12%       | 10%   | 13%        | 9%    | 8%     |
|                                         |        |      |        | E     |       |      | *         | F    |          | F         | *     | M          |       |        |
| In-vehicle entertainment                | 92     | 51   | 41     | 35    | 29    | 28   | 15        | 19   | 33       | 26        | 8     | 35         | 24    | 25     |
|                                         | 6%     | 6%   | 5%     | 9%    | 5%    | 4%   | 8%        | 4%   | 6%       | 6%        | 8%    | 8%         | 5%    | 4%     |
|                                         |        |      |        | DE    |       |      | *         |      |          |           | *     | M          |       |        |
| Multiple USB ports for charging devices | 114    | 56   | 59     | 48    | 36    | 30   | 19        | 28   | 39       | 28        | 16    | 41         | 28    | 29     |
|                                         | 7%     | 7%   | 7%     | 13%   | 6%    | 4%   | 10%       | 6%   | 7%       | 6%        | 14%   | 10%        | 6%    | 5%     |
|                                         |        |      |        | DE    |       |      | *         |      |          |           | LM*   | M          |       |        |
| Rugged / off-road capability            | 132    | 86   | 46     | 38    | 55    | 39   | 21        | 27   | 52       | 32        | 10    | 40         | 44    | 38     |
|                                         | 8%     | 10%  | 6%     | 10%   | 9%    | 6%   | 11%       | 6%   | 9%       | 7%        | 9%    | 9%         | 9%    | 6%     |
|                                         |        | B    |        | E     | E     |      | *         |      |          |           | *     |            |       |        |
| Some other feature                      | 86     | 48   | 38     | 15    | 27    | 43   | 12        | 21   | 27       | 25        | 9     | 19         | 17    | 41     |
|                                         | 5%     | 6%   | 5%     | 4%    | 5%    | 6%   | 6%        | 5%   | 5%       | 6%        | 8%    | 5%         | 3%    | 6%     |
|                                         |        |      |        |       |       |      | *         |      |          |           | *     |            |       | L      |
| Sigma                                   | 4280   | 2133 | 2147   | 980   | 1512  | 1788 | 495       | 1113 | 1525     | 1146      | 267   | 1105       | 1236  | 1672   |
|                                         | 258%   | 256% | 260%   | 257%  | 256%  | 260% | 259%      | 253% | 258%     | 261%      | 244%  | 259%       | 256%  | 261%   |

What additional precautions do you and your friends / family plan on taking while on your road trip?

|                                                                       | Total       | Gender     |            | AGE        |            |            | EDUCATION  |            |            |            | Age 1      |            |            |            |
|-----------------------------------------------------------------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
|                                                                       |             | Male       | Female     | 18-34      | 35-54      | 55+        | <HS        | HS         | Post Sec   | Univ Grad  | Gen Z      | Millennial | Gen X      | Boomer     |
|                                                                       |             | A          | B          | C          | D          | E          | F          | G          | H          | I          | J          | K          | L          | M          |
| <b>Base: Likely to take any kind of road trip this summer (unwtd)</b> | <b>1640</b> | <b>735</b> | <b>905</b> | <b>312</b> | <b>623</b> | <b>705</b> | <b>63</b>  | <b>257</b> | <b>715</b> | <b>605</b> | <b>82</b>  | <b>404</b> | <b>493</b> | <b>661</b> |
|                                                                       |             |            |            |            |            |            |            |            |            |            |            |            |            |            |
| <b>Base: Likely to take any kind of road trip this summer (wtd)</b>   | <b>1584</b> | <b>801</b> | <b>782</b> | <b>422</b> | <b>557</b> | <b>605</b> | <b>206</b> | <b>402</b> | <b>563</b> | <b>412</b> | <b>128</b> | <b>440</b> | <b>444</b> | <b>571</b> |
|                                                                       |             |            |            |            |            |            |            |            |            |            |            |            |            |            |
| Extra care to clean/disinfect surfaces inside the car                 | 376         | 166        | 210        | 106        | 117        | 153        | 45         | 105        | 127        | 100        | 35         | 106        | 90         | 145        |
|                                                                       | 24%         | 21%        | 27%        | 25%        | 21%        | 25%        | 22%        | 26%        | 23%        | 24%        | 27%        | 24%        | 20%        | 25%        |
|                                                                       |             |            | A          |            |            |            | *          |            |            |            | *          |            |            |            |
| Limiting my contact with people outside my immediate circle           | 580         | 297        | 284        | 126        | 169        | 285        | 72         | 146        | 204        | 158        | 40         | 133        | 136        | 272        |
|                                                                       | 37%         | 37%        | 36%        | 30%        | 30%        | 47%        | 35%        | 36%        | 36%        | 38%        | 31%        | 30%        | 31%        | 48%        |
|                                                                       |             |            |            |            |            | CD         | *          |            |            |            | *          |            |            | JKL        |
| Limiting the amount of time spent among crowds                        | 710         | 358        | 352        | 160        | 207        | 343        | 70         | 183        | 258        | 200        | 54         | 160        | 172        | 324        |
|                                                                       | 45%         | 45%        | 45%        | 38%        | 37%        | 57%        | 34%        | 46%        | 46%        | 48%        | 42%        | 36%        | 39%        | 57%        |
|                                                                       |             |            |            |            |            | CD         | *          |            |            | F          | *          |            |            | JKL        |
| Wearing masks while out in public                                     | 759         | 363        | 396        | 167        | 231        | 361        | 75         | 199        | 270        | 215        | 59         | 173        | 187        | 341        |
|                                                                       | 48%         | 45%        | 51%        | 40%        | 42%        | 60%        | 37%        | 50%        | 48%        | 52%        | 46%        | 39%        | 42%        | 60%        |
|                                                                       |             |            |            |            |            | CD         | *          |            |            | F          | *          |            |            | JKL        |
| Self-catering/bringing own food to avoid restaurants                  | 350         | 165        | 186        | 108        | 94         | 149        | 46         | 98         | 123        | 84         | 30         | 109        | 70         | 141        |
|                                                                       | 22%         | 21%        | 24%        | 26%        | 17%        | 25%        | 22%        | 24%        | 22%        | 20%        | 23%        | 25%        | 16%        | 25%        |
|                                                                       |             |            |            | D          |            | D          | *          |            |            |            | *          | L          |            | L          |
| Bringing extra cleaning products                                      | 453         | 184        | 269        | 132        | 146        | 176        | 54         | 116        | 150        | 133        | 39         | 135        | 118        | 160        |
|                                                                       | 29%         | 23%        | 34%        | 31%        | 26%        | 29%        | 26%        | 29%        | 27%        | 32%        | 31%        | 31%        | 27%        | 28%        |
|                                                                       |             |            | A          |            |            |            | *          |            |            | H          | *          |            |            |            |
| Self-isolating after arriving at my destination                       | 113         | 56         | 56         | 48         | 41         | 23         | 10         | 34         | 36         | 33         | 14         | 49         | 28         | 22         |
|                                                                       | 7%          | 7%         | 7%         | 11%        | 7%         | 4%         | 5%         | 8%         | 6%         | 8%         | 11%        | 11%        | 6%         | 4%         |
|                                                                       |             |            |            | E          | E          |            | *          |            |            |            | M*         | LM         |            |            |
| Self-isolating after arriving back home                               | 158         | 72         | 86         | 66         | 47         | 45         | 10         | 46         | 59         | 43         | 31         | 47         | 36         | 43         |
|                                                                       | 10%         | 9%         | 11%        | 16%        | 8%         | 7%         | 5%         | 12%        | 10%        | 10%        | 24%        | 11%        | 8%         | 8%         |
|                                                                       |             |            |            | DE         |            |            | *          |            |            |            | KLM*       |            |            |            |
| Avoiding rideshare options and public transit                         | 378         | 194        | 184        | 101        | 106        | 172        | 41         | 96         | 136        | 105        | 25         | 104        | 87         | 162        |
|                                                                       | 24%         | 24%        | 24%        | 24%        | 19%        | 28%        | 20%        | 24%        | 24%        | 26%        | 20%        | 24%        | 20%        | 28%        |
|                                                                       |             |            |            |            |            | D          | *          |            |            |            | *          |            |            | L          |
| Some other precaution                                                 | 88          | 40         | 48         | 26         | 29         | 32         | 15         | 16         | 33         | 23         | 10         | 21         | 28         | 28         |
|                                                                       | 6%          | 5%         | 6%         | 6%         | 5%         | 5%         | 7%         | 4%         | 6%         | 6%         | 8%         | 5%         | 6%         | 5%         |
|                                                                       |             |            |            |            |            |            | *          |            |            |            | *          |            |            |            |
| None of the above                                                     | 328         | 182        | 146        | 75         | 153        | 99         | 68         | 79         | 114        | 66         | 24         | 86         | 123        | 95         |
|                                                                       | 21%         | 23%        | 19%        | 18%        | 28%        | 16%        | 33%        | 20%        | 20%        | 16%        | 19%        | 20%        | 28%        | 17%        |
|                                                                       |             |            |            |            | CE         |            | GHI*       |            |            |            | *          |            | KM         |            |
| Sigma                                                                 | 4294        | 2077       | 2216       | 1115       | 1340       | 1839       | 505        | 1119       | 1509       | 1160       | 360        | 1124       | 1076       | 1734       |
|                                                                       | 271%        | 259%       | 283%       | 264%       | 241%       | 304%       | 245%       | 279%       | 268%       | 281%       | 281%       | 255%       | 242%       | 304%       |

What do you enjoy most about a road trip?

[illegible]

To what extent do you agree or disagree with the following statements? - I'd feel better about going on a road trip in a hybrid electric or plug-in hybrid electric vehicle because of the environmental benefits.

[illegible]

To what extent do you agree or disagree with the following statements? - I'd feel better about going on a road trip in a hybrid electric or plug-in hybrid electric vehicle because of the fuel efficiency, mileage and cost savings.

[illegible]

To what extent do you agree or disagree with the following statements? - Top 2 Box Summary

|                                                                                                                                                              |             | Gender     |             | AGE        |            |            | EDUCATION  |            |            |            | Age 1      |            |            |            |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
|                                                                                                                                                              | Total       | Male       | Female      | 18-34      | 35-54      | 55+        | <HS        | HS         | Post Sec   | Univ Grad  | Gen Z      | Millennial | Gen X      | Boomer     |
|                                                                                                                                                              |             | A          | B           | C          | D          | E          | F          | G          | H          | I          | J          | K          | L          | M          |
| <b>Base: All Respondents (unwtd)</b>                                                                                                                         | <b>2000</b> | <b>877</b> | <b>1123</b> | <b>395</b> | <b>755</b> | <b>850</b> | <b>90</b>  | <b>352</b> | <b>851</b> | <b>707</b> | <b>106</b> | <b>505</b> | <b>599</b> | <b>790</b> |
|                                                                                                                                                              |             |            |             |            |            |            |            |            |            |            |            |            |            |            |
| <b>Base: All Respondents (wtd)</b>                                                                                                                           | <b>2000</b> | <b>978</b> | <b>1022</b> | <b>562</b> | <b>692</b> | <b>746</b> | <b>292</b> | <b>552</b> | <b>670</b> | <b>486</b> | <b>172</b> | <b>580</b> | <b>553</b> | <b>695</b> |
|                                                                                                                                                              |             |            |             |            |            |            |            |            |            |            |            |            |            |            |
| I'd feel better about going on a road trip in a hybrid electric or plug-in hybrid electric vehicle because of the environmental benefits.                    | 934         | 481        | 453         | 330        | 319        | 286        | 141        | 226        | 300        | 267        | 111        | 322        | 236        | 265        |
|                                                                                                                                                              | 47%         | 49%        | 44%         | 59%        | 46%        | 38%        | 48%        | 41%        | 45%        | 55%        | 65%        | 56%        | 43%        | 38%        |
|                                                                                                                                                              |             |            |             | DE         | E          |            | *          |            |            | GH         | LM*        | LM         |            |            |
| I'd feel better about going on a road trip in a hybrid electric or plug-in hybrid electric vehicle because of the fuel efficiency, mileage and cost savings. | 1084        | 580        | 504         | 335        | 380        | 369        | 136        | 270        | 368        | 309        | 98         | 346        | 296        | 343        |
|                                                                                                                                                              | 54%         | 59%        | 49%         | 60%        | 55%        | 49%        | 47%        | 49%        | 55%        | 64%        | 57%        | 60%        | 53%        | 49%        |
|                                                                                                                                                              |             | B          |             | E          |            |            | *          |            |            | FGH        | *          | M          |            |            |

To what extent do you agree or disagree with the following statements? - Bottom 2 Box Summary

|                                                                                                                                                              |             | Gender     |             | AGE        |            |            | EDUCATION  |            |            |            | Age 1      |            |            |            |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
|                                                                                                                                                              | Total       | Male       | Female      | 18-34      | 35-54      | 55+        | <HS        | HS         | Post Sec   | Univ Grad  | Gen Z      | Millennial | Gen X      | Boomer     |
|                                                                                                                                                              |             | A          | B           | C          | D          | E          | F          | G          | H          | I          | J          | K          | L          | M          |
| <b>Base: All Respondents (unwtd)</b>                                                                                                                         | <b>2000</b> | <b>877</b> | <b>1123</b> | <b>395</b> | <b>755</b> | <b>850</b> | <b>90</b>  | <b>352</b> | <b>851</b> | <b>707</b> | <b>106</b> | <b>505</b> | <b>599</b> | <b>790</b> |
|                                                                                                                                                              |             |            |             |            |            |            |            |            |            |            |            |            |            |            |
| <b>Base: All Respondents (wtd)</b>                                                                                                                           | <b>2000</b> | <b>978</b> | <b>1022</b> | <b>562</b> | <b>692</b> | <b>746</b> | <b>292</b> | <b>552</b> | <b>670</b> | <b>486</b> | <b>172</b> | <b>580</b> | <b>553</b> | <b>695</b> |
|                                                                                                                                                              |             |            |             |            |            |            |            |            |            |            |            |            |            |            |
| I'd feel better about going on a road trip in a hybrid electric or plug-in hybrid electric vehicle because of the environmental benefits.                    | 794         | 388        | 406         | 172        | 279        | 343        | 102        | 239        | 287        | 165        | 45         | 189        | 238        | 321        |
|                                                                                                                                                              | 40%         | 40%        | 40%         | 31%        | 40%        | 46%        | 35%        | 43%        | 43%        | 34%        | 26%        | 33%        | 43%        | 46%        |
|                                                                                                                                                              |             |            |             |            | C          | CD         | *          | I          | I          |            | *          |            | JK         | JK         |
| I'd feel better about going on a road trip in a hybrid electric or plug-in hybrid electric vehicle because of the fuel efficiency, mileage and cost savings. | 652         | 295        | 357         | 156        | 221        | 275        | 108        | 188        | 229        | 127        | 48         | 161        | 187        | 255        |
|                                                                                                                                                              | 33%         | 30%        | 35%         | 28%        | 32%        | 37%        | 37%        | 34%        | 34%        | 26%        | 28%        | 28%        | 34%        | 37%        |
|                                                                                                                                                              |             |            |             |            |            | C          | I*         | I          | I          |            | *          |            |            | K          |

Have increased gas prices affected your road trip plans for this summer?

[illegible]

How do you plan to save on gas during your road trip?

[illegible]

How do you plan to save on gas during your road trip?

[illegible]