Travel and Holidays

Q3 2021
METHODOLOGY:

• Five-minute online survey
• Quarterly tracking
• Sample via EWS Online Research Panel

POPULATION:

• 450 interviews per quarter
• Mobile Majority ages 18-72, determined by U.S. Census data

QUALIFYING CRITERIA:

• Ages 18 – 72 | HS diploma or higher | Mix of race, gender, age, employment | Standard criteria excludes unemployed – for this study, temporarily unemployed due to crisis are included
• Not employed in a sensitive industry
• Must own a smartphone and have a checking or savings account
MOST RESPONDENTS ARE BECOMING MORE COMFORTABLE WITH DOMESTIC TRAVEL

83% of respondents say they will NOT travel outside of the United States by the end of 2021.

Which of the following best describes your current attitude towards travel?

- I am uncomfortable with any type of travel (20%)
- I am comfortable, but not ready to leave the United States (47%)
- I am comfortable traveling anywhere (38%)
- Total (n=450)
- Gen Z/Millennials (n=150)
- Gen X (n=150)
- Boomers (n=150)

Will you be traveling outside of the United States by the end of 2021?

- Yes, I will travel outside of the United States by the end of 2021 (17%)
- No, I will NOT travel outside of the United States by the end of 2021 (83%)
- Total (n=450)
- Gen Z/Millennials (n=150)
- Gen X (n=150)
- Boomers (n=150)

Source Q18. Which of the following best describes your current attitude towards travel? | Q19. Please indicate whether you will be traveling outside of the United States by the end of 2021.

▲ = significantly higher than comparison group at 95% confidence level
Younger cohorts are more willing to gather in person and spend money for the holidays to make up for time lost last year.

**OLDER RESPONDENTS GENERALLY PREFER TO GIVE GIFTS RATHER THAN RECEIVE THEM**

Source Q21. Please indicate whether each of the following statements apply to you: 1) My family will be getting together in person more than once before the end of the year to celebrate the holidays. 2) I am willing to spend more money for the holidays this year to make up for lost time last year. 3) I prefer to give gifts rather than receive them during the holidays?

<table>
<thead>
<tr>
<th></th>
<th>Total (n=450)</th>
<th>Gen Z/Millennials (n=150)</th>
<th>Gen X (n=150)</th>
<th>Boomer (n=150)</th>
</tr>
</thead>
<tbody>
<tr>
<td>“My family will be getting together in person more than once before the end of the year to celebrate the holidays”</td>
<td>72%</td>
<td>83%</td>
<td>71%</td>
<td>62%</td>
</tr>
<tr>
<td>“I am willing to spend more money for the holidays this year to make up for lost time last year”</td>
<td>34%</td>
<td>43%</td>
<td>36%</td>
<td>24%</td>
</tr>
<tr>
<td>“I prefer to give gifts rather than receive them during the holidays”</td>
<td>80%</td>
<td>74%</td>
<td>83%</td>
<td>83%</td>
</tr>
</tbody>
</table>

Source Q21. Please indicate whether each of the following statements apply to you: 1) My family will be getting together in person more than once before the end of the year to celebrate the holidays. 2) I am willing to spend more money for the holidays this year to make up for lost time last year. 3) I prefer to give gifts rather than receive them during the holidays?

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