

## AARP Research: The Health Outcomes of Travel Annotated Questionnaire

**Reading Notes:**

- Weighted data shown
- Unless otherwise specified, unweighted bases are as follows:
  - Total n=1500
  - Millennials n=467
  - Gen X n=386
  - Boomers n=515

**STANDARD DEMOS**

Base: all respondents

**D1. Are you?**

	Total	Millennials	Gen X	Boomers
Male	49	49	51	53
Female	51	51	49	47
Prefer not to answer	0	0	0	0

Base: all respondents

**D2. What is your age? [Age]**

	Total	Millennials	Gen X	Boomers
18-24	13	26	0	0
25-34	17	54	0	0
35-49	28	20	83	0
50-64	26	0	17	62
65+	17	0	0	38
Mean	46.05	29.08	44.90	62.52

Base: all respondents

**D3. Which of the following best describes your race? [SELECT ALL THAT APPLY]**

	Total	Millennials	Gen X	Boomers
American Indian or Alaska Native	3	1	1	3
Asian	5	6	6	4
Black or African American	15	15	14	11
Native Hawaiian or other Pacific Islander	1	1	0	0
White	77	79	80	82
Other race	4	2	2	2

Base: all respondents

**D4. Are you of Spanish, Hispanic or Latino background? (QT=SR) [HISPANIC]**

	Total	Millennials	Gen X	Boomers
Yes	15	20	16	9
No	85	80	84	91

[PN: D4=1, PUNCH HISPANIC -OR-  
 D3=5 ONLY, PUNCH AS CAUCASIAN  
 D3=3 ONLY, PUNCH AS BLACK/AFRICAN AMERICAN  
 D3=2 ONLY, PUNCH AS ASIAN  
 D3=1 ONLY, PUNCH AS NATIVE AMERICAN  
 D3=6 ONLY, PUNCH AS OTHER  
 IF THE RESPONDENT MULTIPUNCHES, PLEASE CLASSIFY THEM AS “OTHER”  
 RESPONDENT IS ONLY PUNCHED ONCE – AT D4=1 (HISPANIC) OR BASED ON THEIR D3 RESPONSE]

Base: all respondents

	Total	Millennials	Gen X	Boomers
HISPANIC	15	20	16	9
CAUCASIAN	63	61	64	73
BLACK/AFRICAN AMERICAN	12	11	12	10
ASIAN	4	5	5	4
OTHER	6	3	3	4

Base: all respondents

**D5. What is your current marital / relationship status?**

	Total	Millennials	Gen X	Boomers
Married	51	42	57	61
Living with a partner	9	14	8	4
Widowed	4	1	1	5
Divorced or Separated	11	3	11	19
Never Married	26	40	22	11

Base: all respondents

**D6. What is the highest degree or level of school you have completed?**

	Total	Millennials	Gen X	Boomers
0 through 12th grade (no diploma)	2	2	1	1
High school graduate (or equivalent)	17	17	14	14
Post-high school vocational or technical training	5	4	5	7
Some college (no degree)	27	25	24	28
College graduate (4-year degree)	31	34	36	29
Post-graduate study	5	5	6	4
Graduate or professional degree	14	13	15	16

Base: all respondents

**D7. What is your current employment status?**

	Total	Millennials	Gen X	Boomers
Employed (NET)	59	76	71	44
Employed full-time	47	61	62	33
Employed part-time	12	15	8	11
Retired	18	0	3	42
Unemployed (NET)	23	23	27	15
Not employed for pay	6	8	6	1
Disabled	6	2	9	8
Homemaker	8	10	12	4
Other	3	4	1	1

Base: all respondents

**D8. What was your household's total income from all sources in 2017?**

	Total	Millennials	Gen X	Boomers
Less Than \$50K (NET)	42	46	35	38
Less than \$10,000 (5)	4	6	3	2
\$10,000 to under \$25,000 (17.5)	12	10	12	13
\$25,000 to under \$50,000 (37.5)	26	30	20	23
\$50K-\$99K (NET)	38	36	44	41
\$50,000 to under \$75,000 (62.5)	24	21	25	25
\$75,000 to under \$100,000 (87.5)	15	15	19	15
\$100K (NET)	19	19	21	22
\$100,000 to under \$150,000 (125)	13	14	13	14
\$150,000 to under \$200,000 (175)	4	3	5	5
\$200,000 or more (225)	3	2	4	3
Mean in Thousands	68.29	65.26	74.07	72.24

Base: all respondents

**D9. And because some research studies are looking for narrower income ranges, would you say your total household income from all sources in 2017 was ...**

	Total	Millennials	Gen X	Boomers
Less than \$10,000 (5)	4	6	3	2
\$10,000 to under \$20,000 (15)	7	6	6	8
\$20,000 to under \$30,000 (25)	11	12	11	10
\$30,000 to under \$40,000 (35)	11	13	8	10
\$40,000 to under \$50,000 (45)	8	9	7	8
\$50,000 to under \$60,000 (55)	12	12	11	12
\$60,000 to under \$70,000 (65)	9	8	10	8
\$70,000 to under \$80,000 (75)	8	8	7	9
\$80,000 to under \$90,000 (85)	5	3	9	5
\$90,000 to under \$100,000 (95)	5	4	6	5
\$100,000 to under \$120,000 (110)	7	8	7	7
\$120,000 to under \$150,000 (135)	6	5	6	7
\$150,000 to under \$200,000 (175)	4	3	5	5
\$200,000 to under \$250,000 (225)	1	0	1	1
\$250,000 or more (275)	2	1	2	1
Prefer not to respond	3	2	2	3
Mean in Thousands	67.92	63.27	74.3	72.38

Base: all respondents

**D10. Do you own or rent your current residence?**

	Total	Millennials	Gen X	Boomers
Own	65	57	68	74
Rent	32	37	29	25
Other	4	6	3	1

Base: all respondents

**D11. Which of the following best describes your current residence?**

	Total	Millennials	Gen X	Boomers
Single-family detached home	69	68	73	70
Semi-detached home like a townhouse, row house, or duplex	7	8	6	6

A multi-unit building (apartment, condominium)	20	20	18	19
Mobile home / Trailer	3	4	3	4
Other	1	1	1	0

Base: all respondents

**D12.** Please tell us, in which of the following organizations are you currently a member or have you been a member of in the past?

1. Amazon Prime	Total	Millennials	Gen X	Boomers
Currently a member	55	67	58	43
Former Member	15	16	15	12
Never been a Member	30	17	27	44

2. Costco	Total	Millennials	Gen X	Boomers
Currently a member	32	38	39	26
Former Member	13	12	12	16
Never been a Member	55	49	49	58

3. AAA	Total	Millennials	Gen X	Boomers
Currently a member	32	30	35	36
Former Member	22	17	23	27
Never been a Member	46	54	41	37

4. USAA	Total	Millennials	Gen X	Boomers
Currently a member	11	14	11	8
Former Member	5	9	6	3
Never been a Member	84	77	83	90

5. AARP	Total	Millennials	Gen X	Boomers
Currently a member	17	0	4	41
Former Member	13	10	6	20
Never been a Member	70	90	90	39

Base: all respondents

[Region4]

	Total	Millennials	Gen X	Boomers
Northeast (ME, NH, VT, MA, RI, CT, NY, NJ, PA)	20	18	18	18
Midwest (WI, IL, MI, IN, OH, ND, SD, NE, KS, MN, IA, MO)	22	21	22	22
South (FL, GA, SC, NC, VA, WV, DC, MD, DE, KY, TN, MS, AL, TX, OK, AR, LA)	39	37	37	37
West (MT, ID, WY, NV, UT, CO, AZ, NM, WA, OR, CA, AK, HI)	19	24	23	23

Base: all respondents

[Region9]

	Total	Millennials	Gen X	Boomers
Pacific (WA, OR, CA, AK, HI)	13	16	16	15
Mountain (MT, ID, WY, NV, UT, CO, AZ, NM)	10	12	11	12
West North Central (ND, SD, NE, KS, MN, IA, MO)	6	7	5	7
West South Central (TX, OK, AR, LA)	9	9	9	9
East North Central (WI, IL, MI, IN, OH)	12	11	13	11

East South Central (KY, TN, MS, AL)	6	6	7	4
South Atlantic (FL, GA, SC, NC, VA, WV, DC, MD, DE)	23	22	20	24
Middle Atlantic (NY, NJ, PA)	16	14	15	14
New England (ME, NH, VT, MA, RI, CT)	5	4	3	4

**SCREENER**

Base: all respondents

S4. Do you, or does anyone in your household, work for any of the following?  
Please select all that apply.

	Total	Millennials	Gen X	Boomers
A travel company or agency	0	0	0	0
A hotel or other hospitality company or provider	0	0	0	0
A market research company or market research department	0	0	0	0
A newspaper, radio or TV station/program	0	0	0	0
An advertising agency	0	0	0	0
An airline, cruise or tour company	0	0	0	0
A sales promotion or public relations agency	0	0	0	0
None of the above	100	100	100	100

Base: all respondents

S8. In the past 2 years, how many leisure trips did you take where you traveled at least 50 miles away from home and stayed two or more nights? This could be within the U.S. or abroad. By leisure travel, we mean a vacation, getaway, or family-related trip; not business-related travel.

	Total	Millennials	Gen X	Boomers
None	0	0	0	0
One	17	14	17	19
Two	24	21	25	26
Three	14	17	12	12
Four or more	44	48	46	43
Mean	4.68	5.19	4.64	4.43

**SURVEY**

**TRAVEL'S IMPACT ON HEALTH**

Q1. Today's survey is about non-business leisure travel.

Base: all respondents

Q2. A moment ago you mentioned taking [S8 RESPONSE] trip(s) in the past two years. [TEXT IF S8>3: Thinking back to just the most recent 3 leisure trips you took, please select the trip types below that best represent this travel.] [TEXT IF S8=1,2,3: Please select the trip [TEXT IF S8=1, type] [TEXT IF S8=2,3, types] below that best represent this travel.] [TEXT IF S8>1, And please, select just one descriptor per trip.]

	Total	Millennials	Gen X	Boomers
Summer vacation	36	40	39	30
Family trip (parents, grandparents, children, all going to one destination to be together)	35	39	36	29
Weekend getaway	30	33	37	26

Holiday travel (Thanksgiving, Christmas, Hanukkah, etc.)	16	20	15	14
Family reunion	13	13	10	14
Celebration vacation, to celebrate a life milestone (i.e., birthday, anniversary, graduation, retirement)	13	14	13	12
Solo vacation (traveling without friends, family, or significant other. It's a trip just for you.)	12	13	11	13
Romantic getaway	12	13	12	11
Wedding/graduation or other event	9	8	6	12
Bucket list trip (to check something off my bucket list)	8	7	8	10
Spring break trip	6	8	6	3
Girls getaway	5	5	5	4
Guys getaway	4	5	4	4
Other (Please specify)	6	2	3	11

**Base: Took Trip(s)**

Q3. Now, thinking about these most recent trips you took for leisure, please indicate how stress-free or stressful each of them were.

1. Solo vacation	Total	Millennials	Gen X	Boomers
Base: Took Solo Vacation	184	58	43	64
Stress-Free (NET)	90	87	93	90
Totally stress-free (4)	63	67	62	62
Somewhat stress-free (3)	27	20	30	29
Stressful (NET)	9	11	7	10
Somewhat stressful (2)	7	6	7	10
Totally stressful (1)	2	4	0	0
Don't recall	2	2	0	0

2. Celebration vacation	Total	Millennials	Gen X	Boomers
Base: Took Celebration Vacation	187	65	51	59
Stress-Free (NET)	90	93	77	95
Totally stress-free (4)	49	48	32	54
Somewhat stress-free (3)	41	45	45	41
Stressful (NET)	9	6	21	3
Somewhat stressful (2)	6	2	16	3
Totally stressful (1)	3	4	4	0
Don't recall	2	1	3	2

3. Bucket list trip	Total	Millennials	Gen X	Boomers
Base: Took Bucket List Trip	117	34	30	50
Stress-Free (NET)	89	76	91	97
Totally stress-free (4)	49	50	58	47
Somewhat stress-free (3)	40	26	33	50
Stressful (NET)	9	18	9	3
Somewhat stressful (2)	5	10	6	3
Totally stressful (1)	4	8	3	1
Don't recall	2	6	0	0

4. Girls Getaway	Total	Millennials	Gen X	Boomers
Base: Took Girls' Getaway	72	24	18	20
Stress-Free (NET)	92	89	94	95
Totally stress-free (4)	65	53	71	71
Somewhat stress-free (3)	26	36	23	24
Stressful (NET)	7	12	0	5
Somewhat stressful (2)	7	12	0	5

Totally stressful (1)	0	0	0	0
Don't recall	1	0	7	0

5. Guys Getaway	Total	Millennials	Gen X	Boomers
Base: Took Guys' Getaway	62	25	14	21
Stress-Free (NET)	97	98	100	100
Totally stress-free (4)	77	68	77	91
Somewhat stress-free (3)	19	30	23	9
Stressful (NET)	2	0	0	0
Somewhat stressful (2)	2	0	0	0
Totally stressful (1)	0	0	0	0
Don't recall	2	2	0	0

6. Family Reunion	Total	Millennials	Gen X	Boomers
Base: Took Family Reunion	188	60	38	72
Stress-Free (NET)	78	64	82	86
Totally stress-free (4)	39	31	39	49
Somewhat stress-free (3)	39	33	43	37
Stressful (NET)	21	32	18	13
Somewhat stressful (2)	18	27	11	12
Totally stressful (1)	3	5	7	1
Don't recall	2	4	0	2

7. Wedding/Graduation or other event	Total	Millennials	Gen X	Boomers
Base: Took Wedding/Graduation or other event	131	36	22	59
Stress-Free (NET)	73	69	65	74
Totally stress-free (4)	32	28	26	29
Somewhat stress-free (3)	41	41	38	45
Stressful (NET)	26	29	35	24
Somewhat stressful (2)	21	25	31	16
Totally stressful (1)	5	3	4	8
Don't recall	2	3	0	2

8. Romantic Getaway	Total	Millennials	Gen X	Boomers
Base: Took Romantic Getaway	174	62	45	58
Stress-Free (NET)	94	94	92	99
Totally stress-free (4)	62	58	66	56
Somewhat stress-free (3)	32	36	27	43
Stressful (NET)	5	6	6	1
Somewhat stressful (2)	4	5	4	1
Totally stressful (1)	1	2	2	0
Don't recall	1	0	2	0

9. Spring Break Trip	Total	Millennials	Gen X	Boomers
Base: Took Spring Break Trip	91	36	24	15
Stress-Free (NET)	87	92	87	91
Totally stress-free (4)	53	62	32	72
Somewhat stress-free (3)	34	31	55	19
Stressful (NET)	9	5	13	3
Somewhat stressful (2)	6	3	13	0
Totally stressful (1)	3	3	0	3
Don't recall	4	3	0	6

10. Summer vacation	Total	Millennials	Gen X	Boomers
Base: Took Summer Vacation	540	189	151	153
Stress-Free (NET)	89	86	86	95
Totally stress-free (4)	53	49	53	52
Somewhat stress-free (3)	36	37	34	43

Stressful (NET)	10	13	12	4
Somewhat stressful (2)	9	11	11	4
Totally stressful (1)	1	2	2	1
Don't recall	1	1	1	1

<b>11. Weekend Getaway</b>	Total	Millennials	Gen X	Boomers
Base: Took Weekend Getaway	456	152	141	131
Stress-Free (NET)	90	87	90	94
Totally stress-free (4)	56	49	56	62
Somewhat stress-free (3)	34	38	34	32
Stressful (NET)	8	11	8	5
Somewhat stressful (2)	6	9	8	5
Totally stressful (1)	1	2	0	0
Don't recall	3	2	2	2

<b>12. Holiday Travel</b>	Total	Millennials	Gen X	Boomers
Base: Took Holiday Travel	239	94	58	71
Stress-Free (NET)	77	75	69	84
Totally stress-free (4)	38	37	36	31
Somewhat stress-free (3)	39	38	34	53
Stressful (NET)	21	23	29	14
Somewhat stressful (2)	19	21	27	14
Totally stressful (1)	2	2	2	0
Don't recall	2	2	2	2

<b>13. Family Trip</b>	Total	Millennials	Gen X	Boomers
Base: Took Family Trip	518	183	139	147
Stress-Free (NET)	78	80	65	88
Totally stress-free (4)	38	35	29	44
Somewhat stress-free (3)	41	45	36	44
Stressful (NET)	20	19	33	12
Somewhat stressful (2)	17	14	29	10
Totally stressful (1)	4	4	4	2
Don't recall	2	1	2	0

Base: all respondents

Q5. We'd like for you to think about the possible health benefits of personal travel. By health benefits we mean when you are at your best mentally, emotionally, physically, socially, and/or spiritually. Thinking about your most recent leisure trips, if you had to pick one, which phase of the trip do you typically get the most health benefits from?

	Total	Millennials	Gen X	Boomers
During the trip/enjoying the moment	54	55	51	56
I experience health benefits from each phase equally	16	9	16	21
Planning/the fun of anticipating the trip	15	23	17	6
After the trip/lingering benefits of having taken time away	5	6	4	6
I don't recall experiencing any health benefits at any phase	10	7	12	11

Base: all respondents

Q6a. For the next several questions we'd like you to think about just one of your most recent leisure trips. Please indicate which trip was your most recent.

	Total	Millennials	Gen X	Boomers
Summer vacation	21	23	23	16
Family trip	19	19	19	18



Weekend getaway	16	15	20	16
Family reunion	6	5	5	9
Solo vacation	6	6	5	7
Romantic getaway	6	6	6	6
Celebration vacation	5	5	5	7
Holiday travel	5	6	3	4
Wedding/graduation or other event	4	4	4	5
Bucket list trip	4	2	5	7
Girls getaway	3	3	2	2
Spring break trip	2	3	2	1
Guys getaway	2	3	2	2

Base: all respondents

Q6b. Who accompanied you on this most recent? Select all that apply

	Total	Millennials	Gen X	Boomers
Spouse/partner	56	55	63	60
Child(ren)	30	34	43	21
Friend(s)	16	21	12	12
Parent(s)	14	25	13	4
Sibling(s)	13	17	7	8
Other family	6	6	5	6
Grandchild(ren)	5	1	3	9
Grandparent(s)	2	4	1	0
Organized Travel Group	1	1	0	1
Colleagues	1	1	1	0
Other (Please specify)	1	1	2	1
No one, traveled solo	15	13	12	18

Base: all respondents

Q7a. For the next few questions, please think about the planning phase of your most recent [Q6A TRIP].

To begin, which of the following best describes your general demeanor as you were planning and anticipating your trip/vacation? Please select all that apply

	Total	Millennials	Gen X	Boomers
Positive (NET)	88	89	87	86
Excited	60	65	59	54
Happy	55	61	55	48
Relaxed	40	38	40	43
Negative (NET)	34	39	35	27
Busy (e.g. booking reservations, planning activities)	22	23	23	19
Nervous/anxious	13	17	11	10
Overwhelmed (e.g. wrapping up work, kids, schedules, appointments)	9	17	11	3
Other (Please specify)	1	1	0	2

	Total	Millennials	Gen X	Boomers
Selected both positive and negative	22	29	21	15
Did not	78	71	79	85

Base: all respondents

Q7b. What type of travel preparations did you do prior to your most recent trip? Select all that apply

	Total	Millennials	Gen X	Boomers
Scheduled Activities (NET)	47	54	48	41

Scheduled activities on the trip that would help me relax	31	33	35	28
Scheduled activities on the trip that would keep me mentally stimulated	22	28	24	17
Scheduled activities on the trip that would keep me physically active	19	23	20	16
Looked up the destination's culture and sites	35	39	37	34
Purchased special equipment, clothing and/or shoes	20	27	19	14
Exercised for general health	18	23	16	16
Took preventive medications/vaccines	9	12	7	6
Lost weight	7	10	7	3
Looked up health insurance details	5	6	6	4
Learned at least some words or phrases in a new language	5	8	3	3
Trained for physical activities on the trip	5	8	3	1
Other (Please specify)	3	1	3	5
None of the above	24	15	25	32

Base: all respondents

Q8a. Now, thinking about your time at your destination – not while in transit, please indicate to what extent the following aspects of your health and well-being improved, stayed the same, or worsened while at your destination.

1. Emotional or social connection with loved ones	Total	Millennials	Gen X	Boomers
Improved (3)	54	60	52	52
Stayed the same (2)	39	33	41	42
Worsened (1)	4	4	3	3
Not applicable	3	3	3	3

2. A sense of global connection	Total	Millennials	Gen X	Boomers
Improved (3)	29	38	26	21
Stayed the same (2)	46	46	50	46
Worsened (1)	3	4	2	2
Not applicable	23	12	22	32

3. Emotional well-being (e.g. at peace, happy)	Total	Millennials	Gen X	Boomers
Improved (3)	58	61	58	54
Stayed the same (2)	37	34	36	42
Worsened (1)	4	4	4	3
Not applicable	2	1	2	1

4. Attention span	Total	Millennials	Gen X	Boomers
Improved (3)	29	38	31	23
Stayed the same (2)	64	55	62	73
Worsened (1)	3	4	3	1
Not applicable	4	4	4	3

5. Weight/physical size	Total	Millennials	Gen X	Boomers
Improved (3)	16	24	16	7
Stayed the same (2)	74	65	74	83
Worsened (1)	6	8	5	5
Not applicable	5	4	5	4

6. Amount of sleep	Total	Millennials	Gen X	Boomers
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Improved (3)	31	36	34	25
Stayed the same (2)	51	43	49	58
Worsened (1)	17	19	16	16
Not applicable	2	2	2	2

7. Amount of energy	Total	Millennials	Gen X	Boomers
Improved (3)	42	48	45	35
Stayed the same (2)	51	44	49	60
Worsened (1)	5	7	4	4
Not applicable	2	1	2	1

8. Quality of sleep	Total	Millennials	Gen X	Boomers
Improved (3)	33	40	35	27
Stayed the same (2)	49	42	46	57
Worsened (1)	16	17	17	15
Not applicable	2	2	2	1

9. Eating habits	Total	Millennials	Gen X	Boomers
Improved (3)	23	29	21	20
Stayed the same (2)	55	48	55	59
Worsened (1)	20	20	22	20
Not applicable	2	3	3	1

10. Symptoms from an existing illness/condition	Total	Millennials	Gen X	Boomers
Improved (3)	15	23	16	8
Stayed the same (2)	45	43	42	50
Worsened (1)	4	5	4	4
Not applicable	36	30	38	37

11. Mental clarity	Total	Millennials	Gen X	Boomers
Improved (3)	39	50	40	30
Stayed the same (2)	54	43	53	66
Worsened (1)	3	4	4	2
Not applicable	3	3	2	3

12. Physical strength/endurance	Total	Millennials	Gen X	Boomers
Improved (3)	24	30	24	17
Stayed the same (2)	67	60	69	75
Worsened (1)	4	6	3	3
Not applicable	5	4	5	5

13. Intellectual curiosity	Total	Millennials	Gen X	Boomers
Improved (3)	39	44	38	34
Stayed the same (2)	53	48	53	58
Worsened (1)	2	3	1	1
Not applicable	7	5	9	8

14. Other	Total	Millennials	Gen X	Boomers
Improved (3)	37	36	42	33
Stayed the same (2)	57	56	56	62
Worsened (1)	6	8	2	6
Not applicable	0	0	0	0

Base: Health improved at destination

Q8b. And what do you attribute to the aspects of your health that improved while at your destination?

[LOAD Q8A RESPONSES SEPARATED BY COMMAS] Select all that apply

	Total	Millennials	Gen X	Boomers
Base: Health Improved At Destination	1255	415	313	416
Having time to relax and have fun	65	60	61	72
Spending quality time with people I love	61	55	60	67
Getting out of the day to day routine	54	47	50	63
Being free of responsibilities	49	49	48	50
Spending more time outdoors/in nature	39	42	35	34
Taking on new experiences	37	41	32	34
Having quiet time to myself	25	28	24	21
Increased physical activity	24	26	22	24
Meeting new people	23	19	22	25
Challenging myself to learn new things	17	21	16	13
Other (Please specify)	2	1	1	2
Not sure	1	2	1	1

Base: all respondents

Q9a. Upon returning from your most recent [Q6a TRIP], what benefits did you notice in your daily life, if any? Select all that apply

	Total	Millennials	Gen X	Boomers
More relaxed	46	47	45	44
A sense of well-being/good mood	42	40	37	45
Improved relationships/emotional connection with loved ones	26	30	23	24
Better sleep	25	28	24	21
Mental clarity	24	30	23	17
More energy	23	28	26	17
Improved productivity at work/home	17	23	18	12
Improved overall health	13	18	12	9
Healthier eating habits	10	13	10	8
Improved physical strength/endurance	10	14	7	8
Improved problem solving	9	13	10	4
Weight loss	7	10	7	4
Less/No symptoms from an existing illness/condition	5	8	3	3
Other (Please specify)	1	1	0	1
None of the above	19	13	17	27

Base: Noticed benefits in daily life

Q9b. You mentioned that you experienced the following benefits upon returning from your most recent leisure travel. If you had to guess, about how long did each of these benefits last?

1. Weight loss	Total	Millennials	Gen X	Boomers
Base: Noticed Benefit	103	45	26	18
No more than a few days (0.5)	9	12	8	2
A Week Or More (NET)	91	88	92	98

A week (1)	18	21	8	12
2-3 weeks (2.5)	28	27	36	14
1 Month Or More (SUBNET)	46	40	48	72
1 month (4)	19	14	29	40
2+ months (8)	26	26	19	32

2. Healthier eating habits	Total	Millennials	Gen X	Boomers
Base: Noticed Benefit	156	61	39	41
No more than a few days (0.5)	12	13	15	8
A Week Or More (NET)	88	87	85	92
A week (1)	17	23	12	13
2-3 weeks (2.5)	15	16	13	20
1 Month Or More (SUBNET)	56	48	59	59
1 month (4)	14	13	25	9
2+ months (8)	42	35	34	50

3. Improved physical strength/endurance	Total	Millennials	Gen X	Boomers
Base: Noticed Benefit	150	66	27	41
No more than a few days (0.5)	18	26	13	12
A Week Or More (NET)	82	74	87	88
A week (1)	25	27	22	23
2-3 weeks (2.5)	17	21	8	17
1 Month Or More (SUBNET)	40	27	57	48
1 month (4)	17	12	19	21
2+ months (8)	23	15	38	26

4. Improved relationships/emotional connection with loved ones	Total	Millennials	Gen X	Boomers
Base: Noticed Benefit	384	138	90	122
No more than a few days (0.5)	6	9	3	4
A Week Or More (NET)	94	91	98	96
A week (1)	16	16	23	9
2-3 weeks (2.5)	19	21	19	15
1 Month Or More (SUBNET)	60	54	56	72
1 month (4)	13	13	13	14
2+ months (8)	47	41	43	58

5. A sense of well-being/good mood	Total	Millennials	Gen X	Boomers
Base: Noticed Benefit	629	186	143	232
No more than a few days (0.5)	14	14	14	14
A Week Or More (NET)	86	86	86	86
A week (1)	26	32	29	18
2-3 weeks (2.5)	27	28	26	31
1 Month Or More (SUBNET)	32	26	32	37
1 month (4)	15	14	15	16
2+ months (8)	17	12	17	21

6. Improved productivity at work/home	Total	Millennials	Gen X	Boomers
Base: Noticed Benefit	255	108	67	60
No more than a few days (0.5)	10	9	13	7
A Week Or More (NET)	90	91	87	93
A week (1)	29	33	27	23
2-3 weeks (2.5)	23	25	20	26
1 Month Or More (SUBNET)	38	33	41	43
1 month (4)	20	17	22	25
2+ months (8)	18	16	19	19

7. Better sleep	Total	Millennials	Gen X	Boomers
Base: Noticed Benefit	373	131	92	107
No more than a few days (0.5)	15	16	11	12
A Week Or More (NET)	85	84	89	88
A week (1)	26	27	34	19
2-3 weeks (2.5)	25	28	20	29
1 Month Or More (SUBNET)	35	28	35	41
1 month (4)	16	15	18	16
2+ months (8)	19	14	17	25

8. More relaxed	Total	Millennials	Gen X	Boomers
Base: Noticed Benefit	689	220	173	227
No more than a few days (0.5)	15	15	13	15
A Week Or More (NET)	86	85	87	85
A week (1)	33	37	42	23
2-3 weeks (2.5)	28	29	24	30
1 Month Or More (SUBNET)	25	19	21	32
1 month (4)	12	9	9	15
2+ months (8)	13	10	12	17

9. Improved problem solving	Total	Millennials	Gen X	Boomers
Base: Noticed Benefit	131	62	39	20
No more than a few days (0.5)	5	6	4	7
A Week Or More (NET)	95	94	96	94
A week (1)	31	32	27	21
2-3 weeks (2.5)	27	32	21	20
1 Month Or More (SUBNET)	37	30	47	52
1 month (4)	15	13	14	28
2+ months (8)	22	17	34	24

10. More energy	Total	Millennials	Gen X	Boomers
Base: Noticed Benefit	349	131	101	85
No more than a few days (0.5)	12	13	14	8
A Week Or More (NET)	88	87	86	92
A week (1)	32	35	29	27
2-3 weeks (2.5)	24	30	19	28
1 Month Or More (SUBNET)	32	22	39	37
1 month (4)	17	13	20	22
2+ months (8)	15	9	19	15

11. Mental clarity	Total	Millennials	Gen X	Boomers
Base: Noticed Benefit	355	141	88	89
No more than a few days (0.5)	10	12	13	7
A Week Or More (NET)	90	88	88	93
A week (1)	28	28	31	25
2-3 weeks (2.5)	27	31	20	25
1 Month Or More (SUBNET)	35	29	37	43
1 month (4)	15	15	17	17
2+ months (8)	20	14	20	26

12. Less/No symptoms from an existing illness/condition	Total	Millennials	Gen X	Boomers
Base: Noticed Benefit	80	36	12	14
No more than a few days (0.5)	26	32	10	7
A Week Or More (NET)	74	68	90	94
A week (1)	24	25	53	9
2-3 weeks (2.5)	21	14	18	48
1 Month Or More (SUBNET)	29	29	20	37
1 month (4)	10	12	10	16
2+ months (8)	19	18	10	21

13. Improved overall health	Total	Millennials	Gen X	Boomers
Base: Noticed Benefit	196	83	46	46
No more than a few days (0.5)	13	17	15	8
A Week Or More (NET)	87	83	85	93
A week (1)	25	35	22	10
2-3 weeks (2.5)	21	18	16	36
1 Month Or More (SUBNET)	41	31	47	46
1 month (4)	15	11	17	13
2+ months (8)	26	20	30	33

**Base: Noticed benefits in daily life**

Q9c. And, still thinking about these benefits from your [Q6a TRIP], which would you say were intentional (i.e. you expected to experience the benefit or planned for it) and which were unexpected (i.e. the benefit came as a pleasant surprise to you or was unplanned)?

1. Weight loss	Total	Millennials	Gen X	Boomers
Base: Noticed Benefit	103	45	26	18
Intentional	56	58	66	47
Unexpected	44	42	34	53

2. Healthier eating habits	Total	Millennials	Gen X	Boomers
Base: Noticed Benefit	156	61	39	41
Intentional	62	58	63	67
Unexpected	39	42	37	34

3. Improved physical strength/endurance	Total	Millennials	Gen X	Boomers
Base: Noticed Benefit	150	66	27	41
Intentional	59	58	54	59
Unexpected	41	43	46	41

4. Improved relationships/emotional connection with loved ones	Total	Millennials	Gen X	Boomers
Base: Noticed Benefit	384	138	90	122
Intentional	73	77	70	72
Unexpected	27	23	30	28

5. A sense of well-being/good mood	Total	Millennials	Gen X	Boomers
Base: Noticed Benefit	629	186	143	232
Intentional	68	75	61	69
Unexpected	32	25	39	31

6. Improved productivity at work/home	Total	Millennials	Gen X	Boomers
Base: Noticed Benefit	255	108	67	60
Intentional	49	50	50	54
Unexpected	51	50	50	46

7. Better sleep	Total	Millennials	Gen X	Boomers
Base: Noticed Benefit	373	131	92	107
Intentional	47	47	45	49
Unexpected	53	54	56	51

8. More relaxed	Total	Millennials	Gen X	Boomers
Base: Noticed Benefit	689	220	173	227
Intentional	74	75	74	74
Unexpected	26	25	26	26

9. Improved problem solving	Total	Millennials	Gen X	Boomers
Base: Noticed Benefit	131	62	39	20
Intentional	49	48	50	34
Unexpected	51	52	51	66

10. More energy	Total	Millennials	Gen X	Boomers
Base: Noticed Benefit	349	131	101	85
Intentional	48	48	49	50
Unexpected	52	52	51	50

11. Mental clarity	Total	Millennials	Gen X	Boomers
Base: Noticed Benefit	355	141	88	89
Intentional	55	56	55	55
Unexpected	45	44	45	46

12. Less/No symptoms from an existing illness/condition	Total	Millennials	Gen X	Boomers
Base: Noticed Benefit	80	36	12	14
Intentional	46	62	28	33
Unexpected	54	38	72	67

13. Improved overall health	Total	Millennials	Gen X	Boomers
Base: Noticed Benefit	196	83	46	46
Intentional	54	53	49	54
Unexpected	46	47	51	46

Base: all respondents

Q10a. Now, on the flip side, what drawbacks did you experience, upon your return, as a result of your [Q6a TRIP], if any?

	Total	Millennials	Gen X	Boomers
Fatigue or jetlag	20	21	18	20
Financial strain	15	21	14	9
Complacency /lack of excitement for daily routine	14	19	11	12
Strained/tired muscles	11	17	12	8
Poor eating habits	10	15	11	6
A sense of loneliness	10	12	8	8



Weight gain	9	11	9	9
Feeling disconnected from loved ones	7	9	5	5
Travel sickness (i.e. dehydration, cold/flu, digestive issues)	6	10	5	2
Missed deadlines at work, school or volunteer activities	4	7	4	3
Swelling (e.g. in arms or legs)	4	6	4	4
A loss in physical strength/endurance	4	6	4	3
Other (Please specify)	2	1	2	3
None of the above	43	32	47	50

**Base: Experienced drawbacks**

Q10b. You mentioned that you experienced the following drawbacks upon returning from your most recent leisure travel. About how long did each of these drawbacks last?

1. Financial strain	Total	Millennials	Gen X	Boomers
Base: Experienced drawback	218	98	53	44
No more than a few days (0.5)	9	13	6	7
A Week Or More (NET)	91	87	94	93
A week (1)	17	25	12	7
2-3 weeks (2.5)	30	35	28	21
1 Month Or More (SUBNET)	44	27	54	66
1 month (4)	26	17	31	41
2+ months (8)	18	10	23	24

2. Travel sickness	Total	Millennials	Gen X	Boomers
Base: Experienced drawback	86	46	21	12
No more than a few days (0.5)	44	46	51	53
A Week Or More (NET)	56	54	49	47
A week (1)	34	38	22	21
2-3 weeks (2.5)	9	8	13	0
1 Month Or More (SUBNET)	13	8	13	27
1 month (4)	9	6	13	19
2+ months (8)	4	2	0	7

3. Weight gain	Total	Millennials	Gen X	Boomers
Base: Experienced drawback	140	51	35	46
No more than a few days (0.5)	16	26	10	10
A Week Or More (NET)	84	74	90	90
A week (1)	26	35	27	18
2-3 weeks (2.5)	30	16	36	39
1 Month Or More (SUBNET)	27	23	27	34
1 month (4)	12	10	10	20
2+ months (8)	15	13	17	14

4. Poor eating habits	Total	Millennials	Gen X	Boomers
Base: Experienced drawback	155	69	44	30
No more than a few days (0.5)	34	28	44	21
A Week Or More (NET)	67	72	56	79
A week (1)	34	36	25	44
2-3 weeks (2.5)	20	24	27	18
1 Month Or More (SUBNET)	12	12	4	17
1 month (4)	6	6	4	3
2+ months (8)	7	6	0	15

<b>5. A loss in physical strength/endurance</b>	Total	Millennials	Gen X	Boomers
Base: Experienced drawback	62	27	14	16
No more than a few days (0.5)	36	27	39	49
A Week Or More (NET)	65	73	61	51
A week (1)	29	40	7	21
2-3 weeks (2.5)	15	15	18	4
1 Month Or More (SUBNET)	21	18	37	26
1 month (4)	15	15	30	14
2+ months (8)	7	3	6	12

<b>6. A sense of loneliness</b>	Total	Millennials	Gen X	Boomers
Base: Experienced drawback	143	54	30	39
No more than a few days (0.5)	34	29	48	40
A Week Or More (NET)	66	71	52	61
A week (1)	32	38	36	23
2-3 weeks (2.5)	15	20	9	14
1 Month Or More (SUBNET)	20	13	7	24
1 month (4)	7	3	3	6
2+ months (8)	13	10	5	18

<b>7. Feeling disconnected from loved ones</b>	Total	Millennials	Gen X	Boomers
Base: Experienced drawback	102	40	20	25
No more than a few days (0.5)	30	31	51	20
A Week Or More (NET)	70	69	49	80
A week (1)	25	27	26	17
2-3 weeks (2.5)	27	30	9	32
1 Month Or More (SUBNET)	19	12	14	32
1 month (4)	5	5	4	5
2+ months (8)	14	7	10	27

<b>8. Missed deadlines at work, school or volunteer activities</b>	Total	Millennials	Gen X	Boomers
Base: Experienced drawback	66	32	16	13
No more than a few days (0.5)	32	31	53	11
A Week Or More (NET)	68	69	47	90
A week (1)	30	25	12	52
2-3 weeks (2.5)	21	28	14	21
1 Month Or More (SUBNET)	17	16	21	17
1 month (4)	9	13	15	0
2+ months (8)	8	3	6	17

<b>9. Complacency /lack of excitement for daily routine</b>	Total	Millennials	Gen X	Boomers
Base: Experienced drawback	209	88	41	59
No more than a few days (0.5)	25	20	26	28
A Week Or More (NET)	75	80	74	72
A week (1)	38	42	48	30
2-3 weeks (2.5)	23	27	15	24
1 Month Or More (SUBNET)	14	11	11	18
1 month (4)	2	2	5	0
2+ months (8)	12	9	6	18

10. Fatigue or jetlag	Total	Millennials	Gen X	Boomers
Base: Experienced drawback	293	99	68	103
No more than a few days (0.5)	63	57	59	74
A Week Or More (NET)	37	43	41	26
A week (1)	27	32	27	22
2-3 weeks (2.5)	7	9	9	3
1 Month Or More (SUBNET)	3	2	5	1
1 month (4)	2	1	4	0
2+ months (8)	1	1	1	1

11. Strained/tired muscles	Total	Millennials	Gen X	Boomers
Base: Experienced drawback	171	78	45	38
No more than a few days (0.5)	43	49	33	44
A Week Or More (NET)	57	51	68	56
A week (1)	37	37	43	31
2-3 weeks (2.5)	11	8	16	9
1 Month Or More (SUBNET)	9	6	9	15
1 month (4)	5	4	9	4
2+ months (8)	4	2	0	12

12. Swelling (e.g. in arms or legs)	Total	Millennials	Gen X	Boomers
Base: Experienced drawback	64	28	14	18
No more than a few days (0.5)	39	34	32	50
A Week Or More (NET)	61	66	68	51
A week (1)	30	27	30	30
2-3 weeks (2.5)	16	19	24	12
1 Month Or More (SUBNET)	16	20	14	8
1 month (4)	9	13	14	0
2+ months (8)	6	7	0	8

## WELLNESS SECTION

Base: all respondents

Q11. Thank you for all that information. Now, more broadly, did any of the leisure trips you took over the past 2 years involve at least one wellness activity? A wellness activity is anything you did that intentionally or unintentionally had a positive impact on you mentally, emotionally, physically, socially, and/or spiritually. This could be anything from receiving a spa service (i.e. massage) to a trip solely focused on a specific aspect of your well-being (e.g. meditation retreat).

	Total	Millennials	Gen X	Boomers
Yes	41	53	40	31
No	59	47	60	69

Base: Trip involved wellness aspect

Q12. For the next several questions, please think about the **most recent** leisure trip you took that had a wellness aspect to it.

Which of the following best describes this most recent trip?

	Total	Millennials	Gen X	Boomers
Base: Leisure trip involved wellness activity	619	249	156	160

The wellness aspect of the trip was a side benefit/not originally planned	51	61	44	45
The wellness aspect of the trip was somewhat/partly planned	40	32	50	46
The entire trip was exclusively about wellness	8	7	6	9

**Base: Trip involved wellness aspect**

Q13a. What aspects of wellness did you [TEXT IF Q12=1 experience on] [TEXT IF Q12=2,3 consciously incorporate into] your most recent trip? Select all that apply

	Total	Millennials	Gen X	Boomers
Base: Leisure trip involved wellness activity	619	249	156	160
Physical	59	54	57	66
Emotional	50	51	49	45
Mental	46	48	46	44
Social	36	40	31	28
Spiritual	30	32	31	23

**Base: Trip involved wellness aspect**

Q13b. And if you had to choose one, what area of your wellness benefited the most on-your most recent trip?

	Total	Millennials	Gen X	Boomers
Base: Leisure trip involved wellness activity	619	249	156	160
Physical	30	23	33	40
Emotional	24	25	22	22
Mental	20	21	24	18
Social	13	15	11	11
Spiritual	13	16	11	10

**Base: Trip was not planned around wellness aspect**

Q14b. What was your **primary** motivation for taking this most recent trip?

	Total	Millennials	Gen X	Boomers
Base: Wellness activity was not exclusive point of trip	568	231	147	146
To spend time with family/friends	28	25	27	36
To relax and rejuvenate	18	17	17	21
To get away from normal, everyday life	14	11	19	11
To visit somewhere I've always wanted to go	7	7	7	6
To try something new	7	11	6	2
To go on an adventure	7	8	7	5
To share a new experience with someone	6	5	6	7
To improve my health (physical, emotional or mental)	5	7	5	2
To inspire my intellectual curiosity	4	6	4	1
To foster a social connection	3	3	3	1
Other (Please specify)	3	1	1	7

**Base: Trip was planned around wellness aspect**

Q14c. And what other motivations did you have for taking this most recent trip, if any? Select all that apply

	Total	Millennials	Gen X	Boomers
Base: Trip was planned around wellness activity	301	97	87	88
To get away from normal, everyday life	45	41	47	53
To relax and rejuvenate	41	50	40	35
To try something new	27	29	23	25
To spend time with family/friends	26	26	19	26

To go on an adventure	24	30	23	20
To share a new experience with someone	23	29	22	23
To improve my health (physical, emotional or mental)	23	26	21	22
To visit somewhere I've always wanted to go	19	22	21	14
To foster a social connection	15	18	14	16
To inspire my intellectual curiosity	14	16	17	9
Other (Please specify)	2	0	0	4

Base: Trip involved wellness aspect

Q15. Who accompanied you on this most recent [TEXT IF Q12=3 Q13b RESPONSE wellness] trip [TEXT IF Q12=1,2 that had a Q13b RESPONSE benefit to it]? Select all that apply.

	Total	Millennials	Gen X	Boomers
Base: Leisure trip involved wellness activity	619	249	156	160
Spouse/partner	53	57	61	52
Child(ren)	26	27	35	18
Friend(s)	25	32	22	17
Sibling(s)	14	18	7	10
Parent(s)	12	16	7	5
Grandchild(ren)	4	1	2	10
Grandparent(s)	2	3	0	0
Colleagues	2	2	2	0
Organized Travel Group	1	1	1	1
Other family	4	2	3	6
Other (Please specify)	1	1	1	2
No one, traveled solo	11	8	9	14

Base: Trip involved wellness aspect

Q16. Which of the following best describes the type of accommodations you had on this most recent trip? Select all that apply

	Total	Millennials	Gen X	Boomers
Base: Leisure trip involved wellness activity	619	249	156	160
Resort/Hotel/Motel room	52	48	65	48
Stayed with Friends or Family	27	29	19	33
Rental Home/Condo (NET)	16	23	13	6
Rental home/condo for our family only (e.g. Airbnb, VRBO)	11	15	10	6
Rental home/condo shared with others (e.g. Airbnb, VRBO)	6	11	3	0
Campground, Tent/RV (NET)	10	16	8	4
Campground, Tent/RV for our family only	7	11	5	4
Campground, Tent/RV shared with others	4	6	4	0
Hostel or other communal living accommodations	9	12	6	6
Other (Please specify)	5	2	4	9

Base: Trip involved wellness aspect

Q17. Now, using the list below, please indicate which of the following activities were a part of your wellness experience during your most recent trip, if any? Again, this is something you did that intentionally or unintentionally had a positive impact on you mentally, emotionally, physically, socially, and/or spiritually. Select all that apply.

	Total	Millennials	Gen X	Boomers
Base: Leisure trip involved wellness activity	619	249	156	160
Walking	52	43	48	63
Swimming	29	30	33	24

Sight-seeing (e.g. churches, cities, wineries)	25	22	26	31
Spa treatment (e.g. massage, facial)	24	25	27	20
Hiking	22	22	23	26
Meditation	17	22	17	12
Yoga	13	15	16	7
Music concert	13	17	8	12
Running	12	13	11	7
Play/Musical/Theatre	10	13	9	7
Camping	10	12	13	4
Religious or Spiritual Ritual/Experience	10	9	7	13
Biking	9	11	9	6
Other physical activity (e.g. kayaking, surfing, bird watching, fishing, sky diving)	9	9	9	7
Detox activities (e.g. sauna, sweat session, steam room)	8	9	9	5
Healing waters (e.g. hot springs, mineral pools, etc.)	8	8	10	6
Golf	7	8	7	6
Weight/circuit training	7	8	6	4
Cooking class	7	11	4	2
Cultural or historical classes	7	9	6	4
Fitness or dance class	7	10	6	2
Nutrition class or seminar	4	6	4	0
Horseback riding	4	3	7	3
Holistic health class or seminar	3	4	2	2
Foreign language class	2	4	1	0
Skiing	2	3	2	1
Other (Please specify)	7	3	6	14
None of the above	5	3	8	6

**Base: Participated in activity**

Q18. And of the activities you participated in on this most recent trip, which ones do you normally not engage in at home? Please select all that apply.

	Total	Millennials	Gen X	Boomers
Base: Participated in activity	578	240	143	146
Spa treatment (e.g. massage, facial)	19	18	22	17
Swimming	16	18	19	10
Sight-seeing (e.g. churches, cities, wineries)	16	12	16	22
Walking	13	14	14	10
Hiking	11	12	15	12
Meditation	7	11	6	4
Healing waters (e.g. hot springs, mineral pools, etc.)	6	6	9	4
Detox activities (e.g. sauna, sweat session, steam room)	6	6	7	4
Music concert	6	10	2	6
Yoga	6	8	5	3
Camping	6	7	7	2
Running	5	7	4	2
Play/Musical/Theatre	5	7	5	3
Cultural or historical classes	4	6	1	2
Cooking class	4	5	2	1
Religious or Spiritual Ritual/Experience	4	3	3	3
Biking	4	4	2	3
Golf	3	4	3	2
Fitness or dance class	3	4	4	0
Weight/circuit training	2	3	4	0
Holistic health class or seminar	2	2	1	1
Horseback riding	2	0	3	2
Nutrition class or seminar	1	1	2	0

Skiing	1	1	2	1
Foreign language class	1	2	0	0
Other physical activity (e.g. kayaking, surfing, bird watching, fishing, sky diving)	4	4	6	3
None of the above	17	10	15	27

**Base: Trip involved wellness aspect**

Q19. Now, please review the list of potential health benefits below. Which of the following did you expect to achieve as a result of most recent and which did you actually experience? Select all that apply in each column.

1. Expected	Total	Millennials	Gen X	Boomers
Base: Leisure trip involved wellness activity	619	249	156	160
More relaxed	58	57	58	63
A sense of well-being/good mood	54	56	56	51
Improved relationships/emotional connection with loved ones	50	50	53	50
More energy	45	52	47	37
Better sleep	44	48	45	38
Mental clarity	42	43	50	33
Improved overall health	40	47	37	33
Greater willingness to try new things	40	47	38	33
Improved productivity at work/home	36	44	36	24
Improved sense of priorities	35	45	31	30
Healthier eating habits	35	38	41	29
Improved physical strength/endurance	35	41	34	32
Less/No symptoms from an existing illness/condition	33	41	33	21
Improved problem solving	31	39	26	23
Weight loss	29	36	28	23
None of the above	11	10	10	12

2. Experienced	Total	Millennials	Gen X	Boomers
Base: Leisure trip involved wellness activity	619	249	156	160
A sense of well-being/good mood	55	51	53	66
More relaxed	55	47	60	67
Improved relationships/emotional connection with loved ones	47	42	48	53
Better sleep	45	44	46	50
Mental clarity	44	49	40	41
More energy	42	42	43	41
Greater willingness to try new things	39	42	37	34
Improved overall health	36	41	32	31
Improved physical strength/endurance	34	33	32	35
Improved sense of priorities	33	37	30	30
Improved productivity at work/home	32	39	32	25
Healthier eating habits	28	28	27	24
Less/No symptoms from an existing illness/condition	28	31	25	23
Improved problem solving	28	32	28	20
Weight loss	24	29	24	15
None of the above	11	10	12	8

**Base: Trip involved wellness aspect**

Q20a. What was your overall level of satisfaction with this most recent trip?

	Total	Millennials	Gen X	Boomers
Base: Leisure trip involved wellness activity	619	249	156	160
Top Two Box (NET)	96	96	96	96

Very satisfied (5)	80	73	81	88
Somewhat satisfied (4)	16	22	15	8
Neither satisfied nor dissatisfied (3)	3	4	4	3
Bottom Two Box (NET)	1	1	0	2
Somewhat dissatisfied (2)	1	1	0	1
Very dissatisfied (1)	0	0	0	1

Base: Very/Somewhat satisfied with trip

Q21. To what degree do you think the [Q13B RESPONSE] wellness aspect of your trip contributed to your high satisfaction level?

	Total	Millennials	Gen X	Boomers
Base: T2B satisfied with trip	594	238	149	153
Top Two Box (NET)	98	99	96	97
A great deal (4)	71	72	68	67
Somewhat (3)	27	27	28	30
Bottom Two Box (NET)	3	1	4	3
Not very much (2)	2	1	4	3
Not at all (1)	0	0	1	0

Base: Trip involved wellness aspect

Q22. Based on your recent experience, how likely are you to take another trip in the next two years that incorporates a wellness aspect to it?

	Total	Millennials	Gen X	Boomers
Base: Leisure trip involved wellness activity	619	249	156	160
Top Two Box (NET)	93	97	92	90
Very likely (5)	71	73	66	75
Somewhat likely (4)	22	25	26	16
Not sure (3)	6	3	8	8
Bottom Two Box (NET)	1	0	0	1
Somewhat unlikely (2)	1	0	0	1
Very unlikely (1)	0	0	0	1

Base: Very/Somewhat likely to take wellness trip

Q23. You said you are likely to take another trip in the future that incorporates wellness. To what degree do you think wellness will be a focus?

	Total	Millennials	Gen X	Boomers
Base: T2B likely to take trip with wellness aspect	576	242	143	145
The wellness aspect of the trip will be a side benefit/not planned before the trip	46	54	42	38
The wellness aspect of the trip will be somewhat/partly planned	44	37	54	48
The entire trip will be exclusively about wellness	10	9	4	15

## ONLINE TRAVEL TOOLS SECTION

Base: all respondents

Q24. Thank you for your input so far! Just a few more questions about your leisure travel in *general* over the past 2 years. Which of the following **travel sites** have you visited when thinking about or planning your leisure travel? *Select all that apply*

	Total	Millennials	Gen X	Boomers
Travel booking websites (i.e. Expedia, Travelocity, Orbitz, etc.)	50	58	55	42
Hotel, airline or rental car websites	49	46	54	51
Review websites (TripAdvisor, Yelp, etc.)	36	42	37	31



Peer-to-Peer rental websites (i.e. HomeAway, Airbnb, VRBO, etc.)	16	27	14	9
Other travel sites (Please specify)	4	2	2	8
None of the above	20	12	16	29

**Base: Did not visit peer-to-peer rental sites**

Q25. Which of the following best describes the highest level of experience you have with peer-to-peer rental companies such as HomeAway, Airbnb and VRBO?

	Total	Millennials	Gen X	Boomers
Base: Did not visit P2P rental websites	1262	342	332	469
Top Two Box (NET)	36	54	38	23
I have used them in the past (4)	21	33	23	12
I have looked into using a peer-to-peer service but never made a reservation through one (3)	15	21	15	11
Bottom Two Box (NET)	64	46	63	77
I've heard of them but never engaged in their website or investigated further (2)	49	33	49	62
I've never heard of them until now (1)	15	14	14	16

**Base: Did visit peer-to-peer rental sites**

Q26. Over the past 2 years, which peer-to-peer services have you used for leisure travel accommodation needs? Select all that apply

	Total	Millennials	Gen X	Boomers
Base: Did visit P2P rental websites	238	125	54	46
Airbnb	60	67	51	48
HomeAway	26	25	27	25
VRBO	23	21	23	30
Other (Please specify)	1	0	2	2
Have not used any	15	15	18	14

**Base: Used Airbnb past 2 years**

Q27. You mentioned you've rented accommodations through Airbnb. During your stay, did you utilize any of Airbnb's services to help connect you with tours, attractions, and/or activities at your destination?

	Total	Millennials	Gen X	Boomers
Base: Used Airbnb past 2 years	142	83	27	22
Yes	37	48	21	6
No	63	52	79	95

**Base: Used Airbnb additional services**

Q28. How satisfied were you with the additional services/help offered by Airbnb to make the most of your trip? (NOTE: VERY SMALL N SIZES)

	Total	Millennials	Gen X	Boomers
Base: Used additional services	52	40	6	1
Top Two Box (NET)	96	95	100	100
Very satisfied (5)	64	67	50	100
Somewhat satisfied (4)	33	28	50	0
Neither satisfied nor dissatisfied (3)	4	5	0	0
Bottom Two Box (NET)	0	0	0	0
Somewhat dissatisfied (2)	0	0	0	0
Very dissatisfied (1)	0	0	0	0

**Base: all respondents**

Q29. How likely would you be to use a peer-to-peer accommodation service, such as HomeAway, Airbnb and VRBO, for leisure travel in the near future?

	Total	Millennials	Gen X	Boomers
Top Two Box (NET)	44	65	43	26
Very likely (5)	20	31	20	10
Somewhat likely (4)	24	33	23	16
Not sure (3)	30	22	30	37
Bottom Two Box (NET)	26	14	27	37
Somewhat unlikely (2)	10	6	12	14
Very unlikely (1)	16	8	15	23

Base: all respondents

Q30. Please indicate the types of travel related loyalty programs you are currently a member of. Select all that apply

	Total	Millennials	Gen X	Boomers
Hotel (e.g. Hilton Honors, Marriott Rewards, Starwood Preferred Guest)	46	39	54	50
Airlines (e.g. AAdvantage, MileagePlus, Rapid Rewards)	40	33	44	47
Car Rental (e.g. Avis Preferred, Hertz Gold, Emerald Club)	24	23	28	26
Cruise Line (e.g. Disney, Princess, Norwegian)	12	11	12	12
Other (Please Specify)	1	1	2	2
None of the above	36	38	29	34

**DEMOGRAPHICS**

Base: all respondents

D15. And finally, just a few questions for classification purposes only. In general, how would you classify your overall health?

	Total	Millennials	Gen X	Boomers
Top Two Box (NET)	56	69	54	47
Excellent (5)	20	31	20	10
Very good (4)	36	38	34	37
Good (3)	31	23	29	38
Bottom Two Box (NET)	13	7	17	16
Fair (2)	11	6	15	14
Poor (1)	2	2	2	2

Base: all respondents

D16. Being totally honest, how would you rate yourself on 'living a healthy lifestyle?' By a healthy lifestyle we mean you make your well-being a priority, ensuring you get regular exercise, eat well, and follow other routines that keep you emotionally, socially, and/or spiritually whole.

	Total	Millennials	Gen X	Boomers
Top Two Box (NET)	44	58	45	34
Excellent (5)	14	23	15	6
Very good (4)	30	35	30	27
Good (3)	35	26	34	40
Bottom Two Box (NET)	21	16	21	26
Fair (2)	17	13	16	23
Poor (1)	4	4	5	4

Base: all respondents

D17. Using the list below, please indicate any health-related issues you are currently experiencing.

	Total	Millennials	Gen X	Boomers
Mobility issues	11	7	10	17
Diabetes	10	6	8	15

Physical injury	7	6	8	8
Mental disabilities/disorders	7	10	8	3
Loss of hearing	6	2	3	11
Loss of sight	3	4	3	2
Brain injury	2	3	2	1
Loss of speech	2	3	1	0
Dementia or Alzheimer's	1	2	1	0
Another medical condition (e.g. blood clot) (Please specify)	10	5	10	14
Other (Please specify)	6	4	4	11
None of the above	56	63	60	47
Prefer not to answer	4	5	4	1

Base: all respondents

D18. Now, thinking about who you typically travel with, please indicate any health-related issues your travel companion(s) is/are currently experiencing.

	Total	Millennials	Gen X	Boomers
Diabetes	6	4	4	9
Mobility issues	5	4	2	8
Physical injury	3	6	1	2
Mental disabilities/disorders	3	5	3	1
Loss of hearing	2	2	1	3
Loss of sight	1	2	1	1
Dementia or Alzheimer's	1	2	0	1
Loss of speech	1	1	1	0
Brain injury	1	2	0	0
Another medical condition (e.g. blood clot) (Please specify)	2	1	2	3
Other (Please specify)	2	2	1	2
None of the above	60	60	68	58
Prefer not to answer	3	3	3	2
I do not have a consistent travel companion	19	19	17	19

Base: Experienced health issues

D19. Please indicate which, if any, of the health issues listed below have been or are expected to be barriers or limitations in your plans for travel in the future.

1. Myself	Total	Millennials	Gen X	Boomers
Base: Has health issues	608	152	139	267
Mobility issues	22	17	25	28
Diabetes	14	13	15	14
Physical injury	11	16	13	9
Mental disabilities/disorders	11	20	15	3
Loss of hearing	9	6	6	12
Loss of sight	5	10	6	2
Brain injury	3	6	3	1
Loss of speech	2	4	2	1
Dementia or Alzheimer's	1	3	0	0
Other medical condition	16	13	22	16
Other	11	12	9	13
Other medical condition	1	1	2	1
Other	1	1	0	1
None of the above	30	19	26	36

2. My travel companion	Total	Millennials	Gen X	Boomers
Base: Companion has health issues	269	86	46	112
Mobility issues	26	25	16	31
Diabetes	17	14	17	18

Physical injury	11	20	9	4
Mental disabilities/disorders	10	20	13	1
Loss of sight	6	11	16	3
Loss of hearing	6	9	0	5
Dementia or Alzheimer's	6	7	2	4
Loss of speech	3	6	0	0
Brain injury	2	3	0	0
Other medical condition	1	2	0	1
Other	2	2	0	3
Other medical condition	6	4	11	5
Other	6	7	4	7
None of the above	35	23	31	44

Base: all respondents

D20. Do you have children in the household, under the age of 18?

	Total	Millennials	Gen X	Boomers
Yes	33	45	53	11
No	67	54	46	89
Prefer not to answer	0	0	1	0