

Travel Scams and Leisure Travel Confidence Poll

February 2019

Survey/Data collection supplier	AARP Proprietary Panel
Population represented	U.S. adults age 18+
Sample size	1,000 Total 18+, Quotas on age, gender, region, and ethnicity Quota of 150 for Hispanics Quota of 150 for African Americans
Mode of data collection	Online panel
Type of sample (probability/non-probability)	Non-Probability
Start and end dates of data collection	February 4, 2019 – February 11, 2019
Margin of sampling error for total sample	Not applicable
Margin of sampling error for key subgroups	Not applicable
Weighting	Sample completions for those aged 18 to 35 are weighted to Current Population Survey (CPS) benchmarks for the appropriate ages. To more accurately reflect the population, weighting for ages 35+ is conducted on all <i>pre-screened</i> panelists, including those completing the interview and those screened out for not having taken a business or personal trip in the allotted timeframe. Unqualified respondents (those without a personal trip in the past 10 years) were then trimmed from the dataset and the weights are adjusted to reflect the actual number of completions. Weighting factors include: gender, race, census division, marital status, Hispanic origin, age, education, workforce status, income, and AARP membership. Raked weights are estimated using Random Iterative Method (RIM) weighting.
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Screening Questions

S8. In the past 2 years, how many personal 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 personal travel, we mean a vacation, getaway, or family-related trip; not business-related travel.

	Total (%)	18-34 (%)	35-49 (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1000	250	250	300	200
0	11	8	12	14	11
1	14	12	14	15	13
2	17	21	15	17	17
3	12	19	10	10	7
4	12	9	12	14	12
5	7	7	9	5	8
6	8	4	9	9	9
7	2	2	1	1	1
8	4	3	3	4	8
9	0	0	0	0	1
10 or more	13	14	14	10	14
Mean (incl 0)	4.9	5.7	5.1	4.1	4.8

[PN: S8 = 0 SKIP TO S10]

S9. And how many of those [S8 RESPONSE] personal trips (non-business related travel) were taken in the past year?

	Total (%)	18-34 (%)	35-49 (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	871	226	221	255	169
0	5	4	4	5	7
1	27	27	25	33	26
2	26	26	31	25	21
3	15	16	14	15	17
4	8	8	8	10	9
5	5	3	3	4	10
6	3	2	5	1	4
7	2	3	1	1	1
8	1	1	1	2	1
9	0	0	0	1	0
10 or more	6	9	8	4	3
Mean (incl 0)	3.3	3.8	3.5	2.7	2.9

S11. How many of these trips in the past year were an international trip and how many were a domestic trip? *Your best estimate is fine.*

a. International:

	Total (%)	18-34 (%)	35-49 (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	871	226	221	255	169
0	72	62	62	84	86
1	17	20	25	14	7
2	6	6	9	2	5
3	2	6	1	1	1
4	1	1	3	0	0
5	0	1	0	0	0
6	0	1	0	0	0
7	0	0	0	0	0
8	0	0	0	0	0
9	0	0	0	0	0
10 or more	1	2	1	0	0
Mean (incl 0)	0.5	1.0	0.6	0.2	0.2

b. Domestic:

	Total (%)	18-34 (%)	35-49 (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	871	226	221	255	169
0	12	17	13	9	10
1	34	33	33	37	34
2	21	21	23	20	17
3	14	13	14	15	13
4	6	4	4	9	9
5	4	3	3	4	10
6	2	1	2	1	3
7	1	1	0	0	1
8	1	3	1	1	0
9	0	0	0	1	0
10 or more	5	5	7	4	3
Mean (incl 0)	2.6	2.8	2.6	2.4	2.6

S10. How many personal trips (non-business related travel) do you anticipate taking in the next year? *Your best estimate is fine.*

	Total (%)	18-34 (%)	35-49 (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1000	250	250	300	200
0	8	9	6	10	8
1	28	27	28	33	25
2	29	29	30	28	28
3	12	7	13	11	16
4	7	7	6	7	7
5	6	9	3	4	7
6	3	4	3	3	3
7	1	0	2	0	2
8	1	2	1	1	1
9	0	1	0	0	0
10 or more	5	5	8	4	3
Mean (incl 0)	3.0	3.4	3.4	2.4	2.7

S12. In the past 10 years, have you ever taken a personal trip 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 personal travel, we mean a vacation, getaway, or family-related trip; not business-related travel.

	Total (%)	18-34 (%)	35-49 (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	64	14	15	22	13
Yes	100	100	100	100	100
No	0	0	0	0	0

S13. How many of these upcoming trips will be an international trip and how many will be a domestic trip? *Your best estimate is fine.*

a. International:

	Total (%)	18-34 (%)	35-49 (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	898	225	223	270	180
0	69	55	63	82	81
1	19	24	20	16	15
2	7	10	12	1	2
3	2	5	2	1	1
4	1	3	1	0	0
5	0	1	0	0	0
6	0	1	0	0	0
7	0	0	0	0	0
8	0	0	1	0	0
9	0	0	0	0	0
10 or more	0	1	0	0	0
Mean (incl 0)	0.6	1.0	0.7	0.2	0.2

b. Domestic:

	Total (%)	18-34 (%)	35-49 (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	898	225	223	270	180
0	9	15	7	6	8
1	35	37	37	35	30
2	27	22	30	30	23
3	10	8	9	9	16
4	7	7	4	8	8
5	5	6	3	4	9
6	1	0	2	2	1
7	1	0	0	1	2
8	1	1	1	0	1
9	0	0	0	1	0
10 or more	4	4	6	3	3
Mean (incl 0)	2.7	2.6	2.8	2.5	2.7

Main

1. What if anything, has prevented you, or might prevent you, from taking all the personal trips you'd like to take in the next year? *Please select all that apply.* (SORTED)

	Total (%)	18-34 (%)	35-49 (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1000	250	250	300	200
Cost of travel	52	61	49	55	42
Family obligations	23	29	17	24	23
Work responsibilities	22	35	29	16	5
Lack of free time	20	29	24	17	7
My health/the health of someone else	18	10	11	18	36
My lack of vacation time from work	13	19	18	10	1
Weather disasters	13	17	12	8	17
My spouse/significant other's lack of vacation time	11	15	11	13	5
Children or grandchildren's lack of free time or school schedule	11	10	17	11	4
Time required to plan personal travel	9	14	12	5	2
Security/terrorism	9	13	7	7	10
My caregiving responsibilities for another adult	7	4	4	12	7
Increased political or social unrest around the world	7	8	6	8	4
Exchange rates	4	5	6	2	1
Despite having earned vacation days, I feel pressure from my management not to use them	3	5	5	1	0
Public health concerns	3	3	5	1	2
Other (Please specify)	3	1	2	2	7
Nothing will prevent me from personal travel in the next year	14	11	11	18	19

2. Thinking about the reasons you named, what is the **number one** thing that has prevented or will prevent you from traveling as much as you like in 2019? (SORTED)

	Total (%)	18-34 (%)	35-49 (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	861	228	225	254	154
Cost of travel	44	50	40	51	37
Work responsibilities	10	10	17	9	2
My health/the health of someone else	9	2	7	7	25
My lack of vacation time from work	6	9	10	1	1
Family obligations	6	6	2	7	10
Lack of free time	5	8	5	6	1
My spouse/significant other's lack of vacation time	4	2	5	5	2
My caregiving responsibilities for another adult	4	2	1	6	6
Weather disasters	3	2	3	2	3
Security/terrorism	2	3	1	1	5
Children or grandchildren's lack of free time or school schedule	2	1	3	2	0
Time required to plan personal travel	1	1	3	0	0
Increased political or social unrest around the world	1	1	0	1	2
Despite having earned vacation days, I feel pressure from my management not to use them	0	1	1	0	0
Exchange rates	0	0	0	0	0
Public health concerns	0	0	0	0	0
Other (Please specify)	2		2	2	6

3. When planning for **domestic** travel, how are you most likely to create your budget for the trip?

	Total (%)	18-34 (%)	35-49 (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1000	250	250	300	200
I am more likely to figure out what I want to do, tally up the cost, and use the total for my budget.	46	62	60	33	23
I am more likely to figure out the total amount I want to spend and create my trip to meet that total.	27	26	26	35	19
I don't create budgets for my trip.	25	9	13	29	56
I do not ever travel domestic.	2	3	1	3	2

4. When planning for **international** travel, how are you most likely to create your budget for the trip?

	Total (%)	18-34 (%)	35-49 (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1000	250	250	300	200
I am more likely to figure out what I want to do, tally up the cost, and use the total for my budget.	31	50	37	19	13
I am more likely to figure out the total amount I want to spend and create my trip to meet that total.	20	21	23	23	9
I don't create budgets for my trip.	9	4	8	8	17
I do not ever travel domestic.	41	25	32	50	61

5. How far ahead of booking your travel do you generally start saving money for personal trips?

	Total (%)	18-34 (%)	35-49 (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1000	250	250	300	200
Less than one month	8	7	16	3	6
One to six months ahead	42	47	45	42	31
Seven months to a year ahead.	20	21	21	21	16
More than a year but less than two years	7	16	2	8	3
More than two years ahead	2	1	3	2	2
I don't save specifically for my personal trips.	21	9	13	25	42

6. When traveling, which of the following things do you do to save money when **planning or booking** your trip? *Please select all that apply?* (SORTED)

	Total (%)	18-34 (%)	35-49 (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1000	250	250	300	200
Stay with friends or family	36	30	32	37	49
Stay at lower cost hotels or motels	33	30	34	34	33
Watch fares for transportation to get the lowest price before buying	30	30	20	38	35
Research destination to find coupons or discounts on activities	28	32	24	35	21
Use points or rewards dollars from credit cards or loyalty programs to pay for transportation or lodging	27	24	28	31	26
Book destinations in their “off season” to get lower rates	26	30	24	30	22
Purchase activities or event tickets ahead of time	26	31	30	25	17
Take a cheaper mode of transportation to the destination (e.g., drive instead of flying, or take the bus instead of the train)	25	38	19	23	19
Use package deals that save money on multiple expenses	23	28	25	20	17
Take a shorter trip	20	25	24	19	12
Stay at a private home, such as through AirBnB or VRBO	11	19	10	11	5
Subscribe to newsletters or social media pages of specific travel providers (resorts, hotels, airlines) to watch for deals	9	12	11	7	4
Stay at group accommodations such as hostels	4	7	4	3	1
Other (Please specify)	0	0	0	1	1
None of the above	12	8	10	14	18

7. When traveling, which of the following things do you do to save money when **traveling on** your trip? *Please select all that apply* (SORTED)

	Total (%)	18-34 (%)	35-49 (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1000	250	250	300	200
Buy food and beverage from grocery stores or cook for yourself instead of dining out	43	49	37	49	38
Find free sightseeing activities instead of paid activities	37	36	41	37	31
Walk where possible instead of using other transportation	29	39	30	26	20
Take advantage of age-related discounts	28	15	14	36	55
Pay in cash instead of credit card in order to get cash discounts (such as when shopping)	27	38	31	22	15
Use points or rewards dollars from credit card or loyalty programs to get free amenities or upgrades (such as free WiFi, better accommodations, free food or drink, etc.)	26	26	28	27	21
Use public transportation	20	20	21	19	19
Carry a WiFi hotspot or seek out free WiFi	17	21	20	14	11
Use ridesharing services such as Uber or Lyft instead of renting a car	12	24	10	8	6
Other (Please specify)	0	0	0	1	1
None of the above	16	9	12	18	27

IF Q6 AND Q7 = NONE OF THE ABOVE, SKIP TO Q10, IF ONLY ONE OPTION SELECTED IN Q6 OR Q7 AND NONE OF THE ABOVE SELECTED IN Q6 OR Q7, AUTOPUNCH]

[SHOW IF DOMESTIC TRAVEL IN S11 OR S13 > 0]
[SINGLE CHOICE]

8. Thinking about the ways you save money, which of the following is the **most frequent** thing you do to save money when traveling **domestically**? (SORTED)

	Total	18-34	35-49	50-64	65+
	(%)	(%)	(%)	(%)	(%)
<i>Unweighted n</i>	840	207	213	259	161
Stay with friends or family	16	11	10	15	32
Stay at lower cost hotels or motels	8	7	8	9	5
Buy food and beverage from grocery stores or cook for yourself instead of dining out	8	8	8	11	5
Use points or rewards dollars from credit cards or loyalty programs to pay for transportation or lodging	7	4	8	12	5
Watch fares for transportation to get the lowest price before buying	6	5	3	5	12
Use package deals that save money on multiple expenses	6	9	7	2	5
Find free sightseeing activities instead of paid activities	6	10	6	3	4
Book destinations in their "off season" to get lower rates	5	6	5	7	3
Take a cheaper mode of transportation to the destination (e.g., drive instead of flying, or take the bus instead of the train)	5	5	3	4	7
Pay in cash instead of credit card in order to get cash discounts (such as when shopping)	5	8	10	1	1
Take a shorter trip	4	2	6	4	2
Take advantage of age-related discounts	4	2	0	6	9
Use points or rewards dollars from credit card or loyalty programs to get free amenities or upgrades (such as free WiFi, better accommodations, free food or drink, etc.)	4	3	6	5	1
Research destination to find coupons or discounts on activities	3	2	3	7	1
Purchase activities or event tickets ahead of time	3	4	4	2	2
Walk where possible instead of using other transportation	3	3	5	2	
Stay at a private home such as through AirBnB or VRBO	2	3	2	1	
Use public transportation	2	0	2	1	3
Use ridesharing services such as Uber or Lyft instead of renting a car	2	6	1	0	0
Stay at group accommodations such as hostels	1	2	2	0	0
Subscribe to newsletters or social media pages of specific travel providers (resorts, hotels, airlines) to watch for deals	0	0	0	0	0
Carry a WiFi hotspot or seek out free WiFi	0	1	0	0	1
Other	0	0	0	0	0

[Show selected list from Q6 and Q7; RANDOMIZE]

[SINGLE CHOICE]

[SHOW IF INTERNATIONAL TRAVEL IN S11 OR S13 > 0]

9. Thinking about the ways you save money, which of the following is the **most frequent** thing you do to save money when traveling **internationally**? (SORTED)

[Show selected list from Q6 and Q7; RANDOMIZE]

	Total (%)	18-34 (%)	35-49 (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	304	114	89	62	39
Use package deals that save money on multiple expenses	12	10	13	6	22
Watch fares for transportation to get the lowest price before buying	9	12	5	10	13
Use points or rewards dollars from credit card or loyalty programs to get free amenities or upgrades (such as free WiFi, better accommodations, free food or drink, etc.)	8	7	7	13	3
Stay with friends or family	6	5	7	6	4
Use points or rewards dollars from credit cards or loyalty programs to pay for transportation or lodging	6	2	7	15	2
Buy food and beverage from grocery stores or cook for yourself instead of dining out	6	6	0	12	18
Stay at lower cost hotels or motels	5	3	2	7	14
Book destinations in their "off season" to get lower rates	5	5	2	8	10
Purchase activities or event tickets ahead of time	5	7	6	1	0
Find free sightseeing activities instead of paid activities	5	3	9	3	2
Take a shorter trip	4	6	5	3	0
Pay in cash instead of credit card in order to get cash discounts (such as when shopping)	4	5	7	0	0
Use public transportation	4	4	6	1	4
Carry a WiFi hotspot or seek out free WiFi	4	1	9	0	3
Stay at a private home such as through AirBnB or VRBO	3	2	3	7	0
Take a cheaper mode of transportation to the destination (e.g., drive instead of flying, or take the bus instead of the train)	3	6	1	0	0
Research destination to find coupons or discounts on activities	3	4	4	2	0
Walk where possible instead of using other transportation	3	5	2	4	0
Use ridesharing services such as Uber or Lyft instead of renting a car	2	5	2	0	0
Subscribe to newsletters or social media pages of specific travel providers (resorts, hotels, airlines) to watch for deals	1	0	2	1	0
Take advantage of age-related discounts	1	1	1	0	4
Other	0	0	0	0	0

10. Compared to the amount of cash you usually carry on you while at home, would you say you carry more, less or about the same amount while traveling?

a. Domestic:

	Total (%)	18-34 (%)	35-49 (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	885	213	224	271	177
More	46	46	51	39	45
Less	9	14	6	7	9
About the same	46	41	43	54	45

b. International:

	Total (%)	18-34 (%)	35-49 (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	319	119	95	63	42
More	48	41	60	33	48
Less	21	26	13	30	19
About the same	31	33	27	37	33

11. What resources do you use to learn about how to save money while planning your travel?
[RANDOMIZE] Please select all that apply (SORTED)

	Total (%)	18-34 (%)	35-49 (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1000	250	250	300	200
Friends and family who have been to the destination	35	37	37	35	32
Travel aggregators such as Expedia, Orbitz, or Priceline	29	28	39	24	20
Online discount sites or apps such as Groupon or Travelzoo	27	34	28	22	22
Online travel forums like TripAdvisor or Fodor's Travel Talk	23	31	25	19	16
Friends and family who are frugal travelers in general	22	33	17	20	18
Membership organizations like Costco or AARP	19	15	17	24	21
Travel apps such as Hotels Tonight or GasBuddy	12	20	11	8	7
Blogs, online websites such as ThePointsGuy.com or TheCultureTrip.com	10	16	15	5	1
Magazines or other print publications such as Travel + Leisure or Condé Nast Traveler	10	13	13	7	5
Travel books such as Lonely Planet or Rough Guides	9	13	13	6	3
TV shows such as Rick Steves Europe or Globe Trekker	9	12	12	4	6
Other (Please specify)	1	1	1	0	1
None of the above	25	14	15	32	43

12. When **planning and booking** travel, how concerned are you about scams that target travelers (such as through third-party booking sites or online promotions)?

	Total (%)	18-29 (%)	30-44 (%)	45-59 (%)	60+ (%)
<i>Unweighted n</i>	1000	250	250	300	200
Top 2 Box [NET]	39	56	47	26	25
Extremely concerned (5)	21	29	31	11	10
Very concerned (4)	18	27	17	15	14
Somewhat concerned (3)	28	26	30	33	21
Not too concerned (2)	21	12	18	29	25
Not at all concerned (1)	12	5	5	13	29
Mean	3.2	3.6	3.5	2.8	2.5

13. What travel scams are you most concerned about while **planning and booking** travel?
[OPEN] (SORTED)

	Total (%)	18-34 (%)	35-49 (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	704	213	191	193	107
Credit card fraud/scam (stealing credit card information, etc.)	9	9	7	10	10
Identity theft/stealing personal information	8	8	9	10	5
Financial scams (pay money and not get what you paid for)	7	7	6	8	8
Booking scams/booking something that is not available (trip, tour, vacation, package, etc.)	7	7	5	12	4
Hotel/accommodation scams (unspecified)	7	7	8	4	6
Ticket scams (to events, tourist attractions, activities, etc.)	7	8	6	9	6
Overbooked or closed hotels/nonexistent accommodation	6	4	4	8	11
Scams in general (all of them)/being cheated	5	3	4	6	9
Special prices/promotions/deals (too good to be true)	5	5	7	3	4
Fake (travel reservation) websites/Book through a fake site	4	4	3	8	4
Accommodations that are not as advertised	3	2	3	1	6
Theft/Being ripped off/Having my money taken (unspecified)	2	4	2	1	1
Having to pay ahead/making a deposit (and not getting anything)	2	1	4	2	1
Overspending/paying much more than necessary	2	3	2	1	0
Transportation scams	2	3	2	1	2
Additional (hidden) fees	2	1	3	3	1
3rd party companies/operators	2	1	0	2	5
Fake agencies/agents	2	1	3	1	1
Airfare scams (fake tickets)	1	1	2	2	1
Bait and switch	1	1	0	3	2
Online scams (unspecified)	1	1	1	0	0
Being physically hurt	1	2	0	0	0
Stolen goods (luggage, wallet, etc.)	1	3	0	0	1
False advertising	1	1	0	0	1
Going to a dangerous destination	0	0	0	0	2
Phishing	0	0	0	0	3
Other	5	6	8	2	2
Don't know	7	10	3	7	13
None	13	7	22	12	8

14. Which of the following actions do you take to prevent scams or theft while **planning and booking** travel? (SORTED)

[RANDOMIZE]

	Total (%)	18-34 (%)	35-49 (%)	50-64 (%)	65+ (%)
<i>Unweighted n</i>	1000	250	250	300	200
Use only well-known travel booking sites	54	60	56	47	52
Always read the fine print regarding cancellations and refund policies before booking	41	43	39	45	37
Use only credit cards to pay for travel expenses	38	24	35	43	50
Call the hotel or airline to confirm your reservation after booking	34	40	30	34	33
Check a travel website's URL to ensure that it is the website it claims to be	25	30	29	25	14
Research a third-party travel booking site before purchasing travel from it	20	31	23	15	10
Get the terms of the travel deal in writing	17	19	18	18	13
Look up potential rentals or lodgings on Google Street View before booking	15	22	19	9	7
Other (Please specify)	1	1	0	3	2
None of the above	15	8	10	22	23

15. While **on your trip**, how concerned are you about scams that target travelers?

	Total (%)	18-29 (%)	30-44 (%)	45-59 (%)	60+ (%)
<i>Unweighted n</i>	1000	250	250	300	200
Top 2 Box [NET]	32	49	39	20	19
Extremely concerned (5)	16	26	22	6	6
Very concerned (4)	17	23	17	13	12
Somewhat concerned (3)	28	27	29	29	25
Not too concerned (2)	26	20	22	35	29
Not at all concerned (1)	14	4	10	16	27
Mean	2.9	3.5	3.2	2.6	2.4