

AARP Travel Research – 2021 Travel Trends Travelers

February 2021

Sample Specifications

- n = 1,500
- 50/50 Males and Females, age 23+
- Minimum income of \$30K for those age 45+
- Traveled within the past 2 years for 2 nights or more, or at least 50 miles from home for non-business related travel
- Anticipate at least one personal trip (non-business) in 2021 that entails 2 nights or more, or at least 50 miles from home

Screening Questions

S1. Let's start with a few demographic questions: Please select your gender.

	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Male	51%	49%	47%
Female	49%	51%	53%
Non-binary	-	-	-
Prefer not to answer	-	-	-

S2. Please tell us your age.

	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
23-39	100%	-	-
40-55	-	100%	-
56-64	-	-	50%
65-74	-	-	50%
75+	-	-	-
Mean	33.78	47.85	64.84

hFlag. Generation.

	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
MILLENNIAL	100%	-	-
GEN X	-	100%	-
BABY BOOMER	-	-	100%
74+	-	-	-
Mean	33.78	47.85	64.84

[TERMINATE IF AGE <23]

S3. Please select the state in which you currently reside.

	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
California	14%	12%	10%
Florida	10%	10%	11%
New York	7%	8%	7%
Texas	6%	7%	7%
Illinois	5%	6%	5%
Ohio	7%	4%	4%
Pennsylvania	5%	3%	4%
Arizona	2%	4%	4%
Georgia	3%	3%	3%
Maryland	3%	4%	2%
North Carolina	2%	3%	3%
Virginia	3%	1%	3%
Michigan	1%	2%	3%
New Jersey	2%	2%	3%
Wisconsin	3%	3%	2%
Washington	2%	2%	2%
Tennessee	2%	2%	3%

Missouri	2%	2%	2%
Massachusetts	2%	2%	2%
Connecticut	1%	2%	2%
Colorado	3%	2%	1%
Indiana	2%	2%	2%
South Carolina	2%	1%	1%
Minnesota	1%	1%	2%
Louisiana	2%	1%	1%
Kentucky	1%	2%	1%
Nevada	0%	0%	2%
Alabama	1%	1%	1%
Oregon	1%	1%	1%
Hawaii	1%	1%	1%
Utah	1%	0%	1%
Arkansas	1%	1%	0%
Oklahoma	1%	1%	0%
Nebraska	-	1%	1%
Idaho	1%	-	1%
New Mexico	0%	0%	0%
Delaware	0%	1%	0%
Iowa	0%	0%	1%
North Dakota	-	0%	1%
Rhode Island	-	1%	0%
Washington, DC	1%	-	-
Montana	-	1%	0%
Kansas	-	0%	0%
West Virginia	-	0%	0%
New Hampshire	0%	-	0%
Mississippi	-	0%	0%
South Dakota	-	0%	0%
Vermont	0%	-	-
Maine	-	0%	-
Alaska	-	0%	-
Wyoming	-	-	0%

dRegion. Region.

	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Northeast (CT, ME, MA, NH, NJ, NY, PA, RI, VT)	17%	18%	18%
Midwest (IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI)	21%	22%	22%
South (DE, DC, FL, GA, MD, NC, SC, VA, WV, AL, KY, MS, TN, AR, LA, OK, TX)	37%	37%	37%
West (AZ, CO, ID, NM, MT, UT, NV, WY, AK, CA, HI, OR, WA)	24%	23%	23%

S4. Do you, or does anyone in your household, work for any of the following?

	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
A travel company or agency	-	-	-
A hotel or other hospitality company or provider	-	-	-
A market research company or market research department	-	-	-
A newspaper, radio or TV station/program	-	-	-
An advertising agency	-	-	-
An airline, cruise or tour company	-	-	-
A sales promotion or public relations agency	-	-	-
None of the above	100%	100%	100%

S5a. Are you of Hispanic or Latino origin (ethnicity)?

	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Yes	21%	19%	11%
No	79%	81%	89%

S5b. What is your race?

	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
White/Caucasian	72%	75%	82%
Black/African American	16%	16%	12%
Asian/Asian American	9%	9%	6%
Native American	1%	1%	1%
Other (Please Specify)	5%	2%	2%

hRace. Final ethnicity punch.

	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Hispanic	21%	19%	11%
Caucasian	55%	60%	72%
Black/African American	13%	12%	11%
Asian	7%	7%	5%
Native American	-	0%	0%
Other	3%	2%	1%

S6a. Which of the following best describes your current employment status?

	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Full-time employee	82%	80%	25%
Full-time self employed	3%	3%	4%
Part-time worker	5%	6%	9%
Homemaker	4%	5%	4%
Not currently working	4%	3%	3%
Student	1%	0%	-
Retired	0%	3%	56%

S6b. What is your current annual household income, before taxes?

	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Below \$20,000 (18)	4%	2%	-
\$20,000 - \$29,999 (25)	3%	1%	-
\$30,000 - \$49,999 (40)	14%	9%	13%
\$50,000 - \$74,999 (62.5)	20%	16%	22%
\$75,000 - \$99,999 (87.5)	22%	24%	21%
\$100,000 - \$149,999 (125)	24%	27%	25%
\$150,000 or more (175)	14%	22%	19%
Prefer not to answer	-	-	-
Mean in Thousands	92.91	107.3	101.83

S7a. Which of the following organizations are you currently a member of?

	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Amazon Prime	66%	61%	48%
AAA ('Triple A')	33%	44%	49%
Costco	33%	43%	43%
AARP	-	18%	58%
USAA	15%	12%	14%
None of the above	19%	14%	9%



	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
AARP MEMBERS	-	18%	58%
NON-MEMBERS	100%	82%	42%

S7b. In the past two years, which of the following travel sites have you visited?

	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Hotel, Airline or Rental Car websites	78%	82%	87%
Travel booking websites (i.e. Expedia, Travelocity, Orbitz, etc)	79%	74%	60%
Review websites (TripAdvisor, Yelp, etc.)	64%	65%	54%
Other Travel websites (Please Specify)	3%	3%	10%
None of the above	-	-	-

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?

	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
1	9%	6%	6%
2	16%	17%	10%
3	14%	11%	14%
4	14%	15%	16%
5	8%	9%	12%
6	10%	12%	11%
7	4%	3%	4%
8	7%	7%	6%
9	0%	1%	2%
10	8%	7%	7%
11+	9%	11%	12%
Mean	5.76	6.23	6.81

S8TRIPS. Hidden.

	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
None	-	-	-
One	9%	6%	6%
Two	16%	17%	10%
Three	14%	11%	14%
Four or more	60%	66%	71%

S9. And how many of those personal trips (non-business related travel) were taken in the past year, just thinking about the calendar year of 2020?

	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
0	13%	22%	26%
1	36%	25%	28%
2	25%	23%	21%
3	12%	14%	10%
4	4%	6%	7%
5-9	8%	9%	7%
10+	2%	3%	3%
Mean	2.14	2.28	2.10

S10. How many more personal trips (non-business related travel) do you anticipate taking between now and the end of the year?

	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
0	37%	49%	65%
1	37%	30%	23%
2	18%	12%	10%
3	6%	5%	1%
4+	3%	5%	2%
Mean	1.34	1.04	0.60

S9/S10. Total trips in 2020.

	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
0	8%	17%	23%
1	20%	17%	22%
2	27%	21%	21%
3	16%	15%	10%
4	9%	9%	10%
5	7%	6%	4%
6	5%	4%	3%
7	4%	3%	2%
8	2%	2%	1%
9	1%	1%	1%
10	1%	1%	1%
11+	3%	5%	2%
Mean	3.48	3.33	2.70

S11. And finally, how many personal trips do you anticipate or hope to take, next year in the calendar year of 2021?

	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
1	15%	19%	13%
2	31%	25%	29%
3	16%	20%	20%
4	11%	11%	14%
5	9%	9%	7%
6-10	13%	13%	12%
11+	5%	3%	6%
Mean	4.13	3.81	4.06

Main

Q1. Today's survey is about your travel plans for the 2021 calendar year (January 2021 through December 2021). But before we dive into that, we'd like to ask you a few questions about the impact of COVID-19 on your 2020 travel plans.

T1. To begin, had there not been a pandemic that impacted travel around the globe this past year - how many personal trips were you expecting to take in 2020? Your best estimate is fine. Please use '0' if appropriate.

1. International Trips	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
0	42%	48%	53%
1	32%	34%	26%
2	15%	10%	13%
3	5%	4%	4%
4	2%	2%	2%
5	3%	1%	-
6	0%	0%	1%
7	-	1%	0%
8	1%	-	-
9	-	1%	-
10	1%	-	-
11+	0%	1%	1%
Mean	1.35	1.00	0.85

2. Domestic Trips	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
0	8%	7%	5%
1	20%	23%	16%
2	25%	23%	25%
3	17%	16%	16%
4	6%	11%	14%
5	9%	6%	5%
6	5%	5%	7%
7	2%	2%	1%
8	1%	2%	2%
9	0%	0%	1%
10	3%	2%	3%
11+	4%	5%	4%
Mean	3.49	3.44	3.75

3. Total Trips	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
0	3%	2%	1%
1	10%	15%	9%
2	22%	21%	20%
3	18%	18%	21%
4	12%	12%	17%
5	7%	9%	8%
6	7%	8%	8%
7	5%	3%	3%
8	4%	3%	3%
9	1%	0%	1%
10	2%	3%	3%
11+	7%	7%	8%
Mean	4.83	4.45	4.60

T2. [PN: IF T1 TOTAL>'TOTAL TRIPS IN 2020', T2=LESS | IF N1 TOTAL='TOTAL TRIPS IN 2020', T2=SAME|IF N1 TOTAL<'TOTAL TRIPS IN 2020', T2=MORE

	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
LESS	60%	61%	77%
SAME	18%	18%	14%
MORE	22%	21%	9%

T3. You indicated taking fewer trips in 2020 than originally planned. For those trips you did not take, which of the following statements best describe what happened? Select all that apply.

	Millennials	GenX	Boomers
<i>Unweighted n</i>	233	251	474
Trip Cancelled/Rescheduled (NET)	68%	72%	79%
Trip was completely cancelled and not rescheduled	51%	59%	66%
Trip was rescheduled for a later date	26%	21%	24%
Payments/Points Refunded (NET)	38%	42%	43%
Payments were refunded to my credit card	33%	34%	35%
Points were refunded to my loyalty program	18%	21%	20%
Transportation/Accommodation Holding Ticket/Payment (NET)	25%	20%	24%
My transportation (e.g. airline, train) is holding my ticket as credit	18%	18%	22%
My accommodation (e.g. hotel, Airbnb) is holding my payment as a credit	9%	4%	5%
I made it a 'staycation' instead	23%	27%	15%
I lost money cancelling/changing the trip	7%	9%	13%
Other (Specify)	7%	4%	7%

T4. While you still traveled in 2020, we realize some aspects of your trip(s) may have changed. Which, if any, were changes you made to your travel plans in 2020 due to the COVID-19 pandemic?

	Millennials	GenX	Boomers
<i>Unweighted n</i>	346	327	476
Changed the destination	38%	36%	26%
Changed our mode of transportation (e.g. road trip vs. flight)	21%	26%	24%
Changed the time of year I traveled (e.g. Labor Day vs. Spring Break)	26%	24%	17%
Changed Trip Length (NET)	26%	20%	20%
Stayed less time at my destination than originally planned	17%	17%	14%
Stayed longer at my destination than originally planned	10%	4%	7%
Chose to take a trip that involved more outdoor activities	24%	25%	14%
Changed the accommodations (e.g. Airbnb vs. Hotel)	21%	13%	11%
Changed who I traveled with	10%	8%	8%
Other (Specify)	3%	5%	14%

No changes, traveled as planned	21%	22%	30%
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T5. Which of the following best describes the money you spent on travel in 2020?

	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
I spent more money than originally planned	20%	12%	6%
I spent less money than originally planned	57%	61%	73%
I spent the same as I had originally planned	23%	27%	22%

T6a. You indicated spending more on travel in 2020 than originally planned, what specifically lead to you spending more on travel this past year?

	Millennials	GenX	Boomers
<i>Unweighted n</i>	68	42	36
Spent more on accommodations (e.g. higher end hotel, Airbnb) to ensure a safe environment	58%	61%	23%
Spent more on transportation tickets (e.g. airlines) so they would be flexible/cancellable	41%	38%	25%
Bought travel insurance	30%	33%	14%
Issues with cancellations	28%	22%	17%
Stayed longer at my destination due to remote work/school	35%	-	15%
Other (Specify)	4%	10%	18%
I have no idea where the money went	5%	6%	19%

T6b. You indicated spending less on travel in 2020 than originally planned, where, if anywhere, did you spend your travel dollars if not on travel?

	Millennials	GenX	Boomers
<i>Unweighted n</i>	223	253	447
Saved/Invested It (NET)	66%	63%	70%
Saved it for future travel	51%	45%	58%
Saved it for a rainy day/emergency funds	28%	21%	20%
Invested it instead	15%	15%	12%
Spent It (NET)	56%	52%	41%
It got absorbed into the household budget	24%	24%	19%
Spent it on home improvement (e.g. new outdoor patio, pool)	13%	17%	16%
Spent it on food delivery and takeout	22%	15%	9%
Spent it on a staycation instead	17%	10%	6%
Spent it on home entertainment (e.g. streaming services, movie purchases)	16%	7%	4%
Bought something special with it (e.g. new TV, jewelry)	7%	7%	6%
Spent it on self-care (i.e. massage, online classes, therapy)	10%	5%	2%
Bought recreational equipment (e.g. bike, trampoline, boat)	4%	5%	2%
Other (Specify)	2%	2%	3%
I have no idea where the money went	4%	2%	2%
I didn't have any money saved/ear-marked for travel yet	3%	3%	4%
Nowhere, no money available for travel this year	1%	2%	3%

Q1a. A moment ago you mentioned you anticipate taking [S11 RESPONSE] personal trips in 2021. How many of these will be an international trip and how many will be a domestic trip?

1. International Trips	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
0	41%	54%	58%
1	40%	33%	27%
2	12%	8%	11%
3	2%	2%	2%
4+	5%	3%	2%
Mean incl. 0	1.05	0.76	0.67
Mean excl. 0	1.77	1.63	1.6

2. Domestic Trips	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
0	9%	6%	7%
1	27%	28%	18%
2	27%	23%	31%
3	13%	17%	15%
4+	25%	26%	29%
Mean incl. 0	2.89	2.96	3.37
Mean excl. 0	3.17	3.14	3.62

Q1a. Trips Planning to Take.

	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
International Only	9%	6%	7%
Domestic Only	41%	54%	58%
Both Domestic and International	51%	41%	35%

Q2. Let's start by talking about your international trip(s).

For the international trip(s) you plan on taking next year, please read the list of trip types below and select your primary motivation for EACH trip.

	Millennials	GenX	Boomers
<i>Unweighted n</i>	333	297	402
Bucket list trip, to check something off my bucket list	11%	14%	25%
Romantic getaway	10%	10%	11%
Family trip (parents, grandparents, children, all going to one destination to be together)	10%	14%	10%
Summer vacation	13%	13%	7%
Celebration vacation, to celebrate a life milestone	7%	9%	9%
Solo vacation, traveling without friends, family, or significant other. It's a trip just for you.	5%	8%	6%
Family reunion	8%	7%	5%
Girls getaway	2%	3%	4%
Holiday travel (Thanksgiving, Christmas, Hanukkah, etc.)	5%	5%	2%
Weekend getaway	7%	4%	1%
Required Travel (to take care of a family member, second home, etc.)	4%	3%	3%
Wellness (e.g. trip focused on personal, physical and/or emotional, restoration)	4%	1%	3%
Wedding/graduation or other event	5%	1%	1%

Guys getaway	3%	2%	2%
Spring break trip	4%	2%	0%
Other	2%	5%	11%

[LOAD EACH TRIP AS SELECTED IN Q2; IF THERE ARE MULTIPLE TRIPS OF THE SAME TYPE, EACH TRIP SHOULD BE LISTED SEPARATELY]

Q2b. Thinking about your upcoming international trips listed below, please indicate the time of year, or season, you plan to travel. Please select one per row.

	Millennials	GenX	Boomers
<i>Unweighted n</i>	333	297	402
Early 2021 (January-February)	13%	10%	9%
Spring 2021 (March-April-May)	30%	22%	23%
Summer 2021 (June-July-August)	36%	36%	25%
Fall 2021 (September-October)	14%	23%	32%
Winter 2021 (November-December)	8%	10%	11%

Q3e. Which of the following best describes the different types of accommodations you will be staying at during your international travel next year?

Base: Destination Chosen For International Trip(s)	Millennials	GenX	Boomers
<i>Unweighted n</i>	107	107	142
Hotel/Motel	56%	49%	48%
Cruise ship cabin	10%	19%	40%
Resort	24%	23%	19%
With Friends or Family	21%	23%	10%
Airbnb, VRBO, HomeAway, etc. (managed by owner)	19%	15%	7%
Rental Home (managed by a company)	9%	10%	2%
Bed & Breakfast	7%	7%	2%
RV/Campground	6%	-	1%
Other (Specify)	0%	4%	3%
Not sure yet	2%	1%	1%

Q4. Now let's talk about your domestic trip(s).

For the domestic trip(s) you plan on taking next year, please read the list of trip types below and select your primary motivation for EACH trip.

	Millennials	GenX	Boomers
<i>Unweighted n</i>	901	972	1606
Family trip (parents, grandparents, children, all going to one destination to be together)	14%	13%	17%
Weekend getaway	14%	16%	10%

Summer vacation	13%	15%	10%
Romantic getaway	7%	8%	7%
Family reunion	7%	5%	7%
Holiday travel (Thanksgiving, Christmas, Hanukkah, etc.)	9%	7%	5%
Solo vacation, traveling without friends, family, or significant other. It's a trip just for you.	5%	6%	6%
Celebration vacation, to celebrate a life milestone	5%	6%	6%
Bucket list trip, to check something off my bucket list	4%	4%	6%
Wellness (e.g. trip focused on personal, physical and/or emotional, restoration)	3%	4%	3%
Spring break trip	4%	4%	2%
Wedding/graduation or other event	4%	2%	3%
Girls getaway	4%	3%	2%
Required Travel (to take care of a family member, second home, etc.)	3%	2%	3%
Guys getaway	3%	2%	2%
Other	2%	3%	12%

Q4b. Thinking about your upcoming domestic trips listed below, please indicate the time of year, or season, you plan to travel.

Base: Total Domestic Trips	Millennials	GenX	Boomers
<i>Unweighted n</i>	901	972	1606
Early 2021 (January-February)	12%	11%	11%
Spring 2021 (March-April-May)	24%	25%	23%
Summer 2021 (June-July-August)	33%	34%	32%
Fall 2021 (September-October)	18%	19%	22%
Winter 2021 (November-December)	13%	11%	12%

Q5e2. Which of the following best describes the different types of accommodations you will be staying at during your domestic travel next year?

	Millennials	GenX	Boomers
<i>Unweighted n</i>	155	144	238
Hotel/Motel	56%	56%	57%
With Friends or Family	45%	36%	39%
Resort	14%	21%	22%
Airbnb, VRBO, HomeAway, etc. (managed by owner)	29%	21%	8%
Rental Home (managed by a company)	13%	10%	6%
Bed & Breakfast	8%	9%	2%
Cruise ship cabin	4%	3%	6%

RV/Campground	2%	4%	6%
Other (Specify)	2%	2%	9%
Not sure yet	0%	-	-

GENERAL TRAVEL INFO

T34. Earlier you mentioned that you plan to stay in a hotel/motel for one or more trips in 2021.

	Millennials	GenX	Boomers
<i>Unweighted n</i>	99	97	157
It's convenient to my destination	47%	53%	53%
Is hassle-free (i.e. do not have to clean or cook meals)	24%	35%	33%
Wanted to use loyalty points	23%	30%	25%
It's a good value	28%	20%	26%
More comfortable than staying with friends or family	21%	23%	26%
Best way to relax, get pampered	29%	21%	21%
Wanted to use amenities (i.e. pool, gym, etc.)	23%	24%	17%
Safer than other types of accommodation during COVID-19	16%	15%	13%
There was a price discount	15%	7%	9%
Friends or family are unable to provide accommodations	11%	11%	8%
Wanted to have a change of scenery	13%	13%	6%
For health reasons	4%	6%	4%
Other (Please specify)	3%	2%	10%

Q9b. From the list below, please select your top three motivators for your 2021 travel plans. Please select up to three.

	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Get Away/Mental Health Break (NET)	58%	62%	55%
To get away from normal, everyday life	39%	42%	39%
To get a mental health break from all the stress of 2020	23%	23%	21%
To combat cabin fever	10%	13%	12%
To spend time with family or friends	45%	43%	57%
To relax and rejuvenate	40%	46%	42%
To visit somewhere I've always wanted to go	21%	20%	24%
To share a new experience with my significant other	17%	20%	23%
To go on an adventure	25%	23%	17%
To try something new	18%	12%	7%
To improve my health	7%	6%	2%

To scout a place for my retirement	3%	4%	4%
To scout a place for a new job/relocation	4%	4%	1%
Other (Specify)	1%	2%	3%

Q13d. Now that you have thought through your anticipated travel plans for 2021, approximately how much do you expect to spend on travel in 2021, in total?

	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
1-250	3%	2%	1%
251-500	7%	6%	4%
501-750	4%	3%	1%
751-1000	11%	7%	9%
1001-2500	28%	22%	19%
2501-5000	28%	32%	31%
5001-7500	7%	8%	8%
7501-10000	7%	12%	12%
10001+	4%	9%	15%
Mean	4017	5028	6691

Q13e. And how does your estimated 2021 expenses compare to what you expect to spend on travel by the end of 2020?

	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Travel spend will be higher in 2021	57%	52%	62%
Travel spend will be about the same in 2021	35%	38%	29%
Travel spend will be lower in 2021	8%	10%	9%

T8a. You indicated you will be spending more on travel in 2021 than in 2020. Which of the following are reasons why your travel expenses will be more next year?

	Millennials	GenX	Boomers
<i>Unweighted n</i>	215	213	384
Will take more trips in 2021	64%	66%	74%
Accommodations (e.g. higher end hotel, Airbnb) to ensure a safe environment	29%	27%	20%
Transportation tickets (e.g. airlines) so they would be flexible/cancellable	26%	20%	14%
Will stay longer at my destination due to remote work/school	20%	18%	10%
Travel insurance	12%	9%	10%
Anticipated cancellation or change fees	8%	4%	3%

Other (Specify)	7%	7%	14%
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T8b. Since you anticipate spending less on travel in 2021 than this year (2020), what might you do with the dollars you save on travel?

	Millennials	GenX	Boomers
<i>Unweighted n</i>	33	41	55
Save/Invest It (NET)	51%	71%	61%
Save it for future travel	35%	41%	42%
Save it for a rainy day/emergency funds	22%	35%	21%
Invest it instead	11%	19%	15%
Spend It (NET)	44%	52%	35%
It will get absorbed into the household budget	21%	20%	24%
Spend it on home improvement (e.g. new outdoor patio, pool)	5%	16%	9%
Will spend it on a staycation instead	11%	14%	6%
Spend it on food delivery and takeout	8%	4%	3%
Spend it on self-care (i.e. massage, online classes, therapy)	6%	5%	1%
Spend it on home entertainment (e.g. streaming services, movie purchases)	9%	6%	-
Buy something special with it (e.g. new TV, jewelry)	3%	3%	2%
Buy recreational equipment (e.g. bike, trampoline, boat)	-	-	-
Other (Specify)	-	-	2%
Nothing will be saved, we have less to spend this year	10%	2%	2%
I have no idea	8%	-	20%

T12. Please indicate the ways in which your travel in 2021 might look different than your travel plans in recent years.

	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Will avoid crowded destinations (e.g. New York, Las Vegas)	26%	25%	28%
Will only travel domestically	23%	28%	28%
No differences expected	21%	23%	30%
Will only travel with my immediate family	26%	24%	24%
Will take more road trips	25%	24%	23%
Will take fewer trips	17%	19%	17%



Research

Will visit a familiar destination vs. trying somewhere new	19%	13%	17%
Will take trips that involve more outdoor activities (e.g. beach, camping, hiking)	18%	18%	14%
Will stay with family and friends vs. a hotel-type accommodation	9%	9%	14%
Will choose a destination closer to home	12%	12%	7%
Will rent a home (e.g. Airbnb, VRBO)	11%	6%	5%
Will not let the school calendar dictate travel dates (while kids are learning remote)	8%	5%	2%
Will utilize a personally owned second home for longer getaways	3%	3%	3%
Will rent an RV	3%	2%	2%
Other (Specify)	1%	1%	4%

T13. In general, given the plans you are making for leisure travel in 2021, how safe do you feel traveling and vacationing while COVID-19 is still present?

	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Top Two Box (NET)	57%	47%	37%
Extremely safe	14%	15%	8%
Somewhat safe	43%	32%	29%
Neither safe nor unsafe	17%	23%	22%
Bottom Two Box (NET)	26%	30%	42%
Somewhat unsafe	21%	22%	27%
Extremely unsafe	5%	8%	15%

T14. What type of information have you sought, or will you seek, in preparation for your travel plans in 2021 as it relates to COVID-19?

	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
COVID-19 Protocols (NET)	70%	59%	69%
COVID-19 protocols for accommodation providers (e.g. hotels providing ways to social distance, room cleaning protocols, availability of outdoor dining)	53%	50%	56%
COVID-19 protocols for transportation providers (e.g. airlines requiring masks, leaving middle seats open)	51%	45%	54%
Travel restrictions	56%	62%	64%
Quarantine rules by state or country	62%	58%	63%
What is open at my destination (e.g. restaurants, entertainment)	55%	49%	52%
Contactless options available for check-in, keyless doors, etc.	30%	26%	21%
Other (Specify)	1%	1%	5%
None of the above	5%	8%	10%

T15b. Please indicate how much you agree or disagree each of the following are a safe way to travel currently.

1. Rental vehicle (e.g. car, van, RV)	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Top Two Box (NET)	66%	63%	57%
Strongly agree	27%	24%	18%
Somewhat agree	40%	40%	39%
Neither agree nor disagree	20%	18%	25%
Bottom Two Box (NET)	14%	19%	18%
Somewhat disagree	7%	11%	9%
Strongly disagree	7%	8%	9%

2. Personal vehicle (e.g. car, van, RV)	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Top Two Box (NET)	90%	89%	94%
Strongly agree	67%	68%	74%
Somewhat agree	23%	21%	20%
Neither agree nor disagree	6%	7%	4%
Bottom Two Box (NET)	4%	5%	2%
Somewhat disagree	2%	4%	2%
Strongly disagree	2%	1%	1%

3. Airplane	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Top Two Box (NET)	48%	45%	40%
Strongly agree	17%	15%	9%
Somewhat agree	31%	29%	31%
Neither agree nor disagree	22%	20%	20%
Bottom Two Box (NET)	30%	35%	40%
Somewhat disagree	18%	20%	20%
Strongly disagree	12%	16%	20%

4. Bus	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Top Two Box (NET)	20%	15%	9%
Strongly agree	6%	3%	2%
Somewhat agree	14%	12%	7%
Neither agree nor disagree	18%	19%	15%
Bottom Two Box (NET)	63%	66%	76%
Somewhat disagree	27%	29%	30%
Strongly disagree	36%	37%	47%

5. Train	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Top Two Box (NET)	28%	22%	18%
Strongly agree	8%	5%	4%
Somewhat agree	20%	17%	13%
Neither agree nor disagree	26%	29%	24%
Bottom Two Box (NET)	46%	49%	59%
Somewhat disagree	24%	26%	29%
Strongly disagree	22%	23%	30%

6. Cruise ship	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Top Two Box (NET)	19%	12%	9%
Strongly agree	5%	5%	3%
Somewhat agree	14%	7%	6%
Neither agree nor disagree	14%	15%	12%
Bottom Two Box (NET)	68%	73%	79%
Somewhat disagree	16%	18%	16%
Strongly disagree	52%	56%	64%

T18b. Now, please indicate how much you agree or disagree the following would ease your concerns about traveling and vacationing while COVID-19 remains present?

1. The availability of a vaccine	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Top Two Box (NET)	69%	70%	78%
Strongly agree	41%	45%	57%
Somewhat agree	28%	26%	21%
Neither agree nor disagree	16%	20%	14%
Bottom Two Box (NET)	14%	10%	8%
Somewhat disagree	5%	4%	5%
Strongly disagree	9%	6%	4%

2. Mandatory mask wearing in public spaces	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Top Two Box (NET)	78%	75%	79%
Strongly agree	45%	43%	55%
Somewhat agree	32%	32%	24%
Neither agree nor disagree	14%	16%	12%
Bottom Two Box (NET)	9%	10%	9%
Somewhat disagree	4%	5%	3%
Strongly disagree	5%	5%	5%

3. Temperature checks before granting access (e.g. flight, hotel, restaurants)	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Top Two Box (NET)	66%	64%	69%
Strongly agree	29%	26%	32%
Somewhat agree	37%	38%	37%
Neither agree nor disagree	20%	25%	21%
Bottom Two Box (NET)	14%	11%	11%
Somewhat disagree	9%	6%	5%
Strongly disagree	5%	5%	5%

4. Knowing the quarantine protocols at my destination	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Top Two Box (NET)	74%	77%	79%
Strongly agree	38%	33%	41%
Somewhat agree	37%	44%	38%
Neither agree nor disagree	18%	16%	15%
Bottom Two Box (NET)	7%	7%	6%
Somewhat disagree	5%	4%	3%
Strongly disagree	2%	3%	3%



5. Knowing the rate of COVID-19 cases at my destination	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Top Two Box (NET)	73%	72%	71%
Strongly agree	33%	36%	37%
Somewhat agree	41%	36%	34%
Neither agree nor disagree	19%	20%	21%
Bottom Two Box (NET)	8%	8%	9%
Somewhat disagree	4%	4%	5%
Strongly disagree	4%	4%	4%

6. Ease of finding outdoor options at my destination for socializing and dining	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Top Two Box (NET)	72%	70%	66%
Strongly agree	33%	28%	29%
Somewhat agree	38%	42%	36%
Neither agree nor disagree	20%	21%	24%
Bottom Two Box (NET)	8%	9%	10%
Somewhat disagree	4%	6%	6%
Strongly disagree	4%	3%	5%

7. Knowing the COVID-19 protocols for transportation providers (e.g. airlines requiring masks, leaving middle seats open)	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Top Two Box (NET)	78%	74%	77%
Strongly agree	36%	33%	39%
Somewhat agree	41%	42%	38%
Neither agree nor disagree	15%	19%	14%
Bottom Two Box (NET)	7%	7%	9%
Somewhat disagree	4%	3%	5%
Strongly disagree	4%	3%	5%

8. Knowing the COVID-19 protocols for accommodations (e.g. hotels providing ways to social distance, room cleaning protocols, outdoor dining)	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Top Two Box (NET)	75%	75%	80%
Strongly agree	34%	31%	39%
Somewhat agree	41%	44%	41%
Neither agree nor disagree	18%	19%	14%
Bottom Two Box (NET)	8%	6%	7%

Somewhat disagree	5%	5%	3%
Strongly disagree	3%	2%	4%

9. Fully refundable tickets/reservations for cancellations	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Top Two Box (NET)	80%	82%	84%
Strongly agree	50%	51%	59%
Somewhat agree	30%	31%	24%
Neither agree nor disagree	15%	13%	12%
Bottom Two Box (NET)	4%	5%	4%
Somewhat disagree	2%	3%	2%
Strongly disagree	3%	2%	2%

10. Ability to have a contactless experience with transportation or accommodation staff	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Top Two Box (NET)	70%	65%	59%
Strongly agree	31%	23%	24%
Somewhat agree	39%	42%	35%
Neither agree nor disagree	24%	28%	30%
Bottom Two Box (NET)	7%	7%	11%
Somewhat disagree	3%	4%	7%
Strongly disagree	3%	3%	5%

11. Easy access to sanitizing stations	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Top Two Box (NET)	78%	68%	74%
Strongly agree	36%	32%	38%
Somewhat agree	42%	36%	36%
Neither agree nor disagree	14%	24%	19%
Bottom Two Box (NET)	7%	8%	7%
Somewhat disagree	4%	5%	3%
Strongly disagree	3%	2%	4%

12. Promotions, deals, and discounts on travel	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Top Two Box (NET)	65%	62%	53%
Strongly agree	32%	29%	22%
Somewhat agree	33%	33%	31%
Neither agree nor disagree	20%	27%	27%
Bottom Two Box (NET)	15%	11%	20%

Somewhat disagree	9%	6%	11%
Strongly disagree	6%	6%	9%

T17. Are your current travel plans for 2021 dependent on the availability of a COVID-19 vaccine?

	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Yes	40%	42%	47%
No	60%	58%	53%

EMERGING TRENDS

T19. Have you used, or do you plan on using a travel agent to assist you with your anticipated travel in 2021?

	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Yes	21%	15%	17%
No	79%	85%	83%

T20. What is the primary reason you have chosen to use a travel agent for one or more of your trips in 2021?

	Millennials	GenX	Boomers
<i>Unweighted n</i>	67	63	104
Feels Safer (NET)	48%	45%	45%
I feel safer booking through an agency in case I need to change or cancel my trip	36%	28%	37%
I feel safer booking through an agency as they can provide the latest safety information	12%	17%	8%
I believe travel agents could help me save money/get me the best deals	21%	22%	29%
I prefer the help of a human as traveling is more complex now	20%	17%	12%
I feel more confident an agency will help me get home if a problem arises during my trip	11%	15%	14%

T21. Have you purchased, or do you plan on purchasing travel insurance with your anticipated travel in 2021?

	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Yes (NET)	40%	39%	38%
Yes, it's something I've done before	26%	26%	31%
Yes, it will be new for me this year	14%	12%	7%
No	42%	44%	47%
Not sure	18%	18%	15%

T22. Did you take advantage of any discounts or sales offered in 2020 for your travel plans in 2021?

	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Yes	29%	28%	25%
No	71%	72%	75%

T24a. To what degree has this year's pandemic impacted your perception of the importance of taking a vacation and getting away?

	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
More important than before COVID-19	41%	35%	31%
As important as it was before COVID-19	48%	54%	55%
Less important than it was before COVID-19	10%	12%	14%

T30. How likely are you to use some of your time in 2021 for a staycation, in addition to the travel plans you told us about today?

	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Top Two Box (NET)	53%	41%	36%
Very likely	23%	16%	16%
Somewhat likely	30%	25%	20%
Undecided	30%	36%	32%
Bottom Two Box (NET)	17%	23%	32%
Somewhat unlikely	9%	13%	12%
Very unlikely	8%	11%	20%

CRUISE DEEP DIVE

Q40. Earlier you mentioned that you plan to travel by cruise ship for one or more trips in 2021. How many cruises have you taken in the past? If none, please enter '0'.

	Millennials	GenX	Boomers
<i>Unweighted n</i>	13	18	55
0	20%	12%	3%
1	28%	7%	-
2	-	17%	4%
3	15%	10%	6%
4	11%	9%	8%
5	-	9%	3%
6	10%	7%	5%
7 - 10	8%	18%	19%
11 - 15	-	6%	18%
16+	10%	7%	34%
Mean	4.45	5.37	17.73

Q41. What motivated you for traveling by cruise ship in 2021?

	Millennials	GenX	Boomers
<i>Unweighted n</i>	13	18	55
Best way to visit multiple destinations	60%	56%	84%
It's a good value	51%	50%	74%
Is hassle-free (i.e. meals and excursions are planned for me)	41%	51%	70%
Best way to relax, get pampered	51%	37%	63%
On ship entertainment/show options	43%	42%	37%
Lots of activities at my fingertips	46%	40%	35%
My travel companions wanted to cruise	31%	47%	26%
It has activities for family members of all ages	35%	53%	14%
To meet people	5%	-	9%
Safer than other modes of transportation during COVID-19	17%	11%	3%
For health reasons	33%	4%	2%
Wanted to try a new travel experience	4%	-	-
Other (Please specify)	-	3%	7%

T26b. Now, please indicate how much you agree or disagree the following would ease your concerns about traveling via a cruise while COVID-19 remains present?

1. Swab tests at embarkation	Millennials	GenX	Boomers
<i>Unweighted n</i>	13	18	55
Top Two Box (NET)	79%	74%	76%
Strongly agree	38%	22%	42%
Somewhat agree	41%	52%	34%
Neither agree nor disagree	4%	18%	17%
Bottom Two Box (NET)	18%	9%	8%
Somewhat disagree	18%	5%	3%
Strongly disagree	-	4%	4%

2. Digital contact tracking bracelets worn by all passengers and staff	Millennials	GenX	Boomers
<i>Unweighted n</i>	13	18	55
Top Two Box (NET)	63%	60%	51%
Strongly agree	24%	15%	24%
Somewhat agree	39%	45%	27%
Neither agree nor disagree	14%	22%	37%
Bottom Two Box (NET)	23%	18%	12%
Somewhat disagree	16%	8%	4%
Strongly disagree	7%	10%	8%

3. QR codes for menus (i.e. online menus), no self-serve options	Millennials	GenX	Boomers
<i>Unweighted n</i>	13	18	55
Top Two Box (NET)	74%	47%	43%
Strongly agree	31%	27%	16%
Somewhat agree	43%	20%	27%
Neither agree nor disagree	9%	36%	42%
Bottom Two Box (NET)	18%	17%	15%
Somewhat disagree	11%	7%	5%
Strongly disagree	7%	10%	10%

4. Dedicated excursions for a set group of passengers	Millennials	GenX	Boomers
<i>Unweighted n</i>	13	18	55
Top Two Box (NET)	67%	47%	51%
Strongly agree	40%	23%	18%
Somewhat agree	26%	24%	33%
Neither agree nor disagree	21%	31%	39%
Bottom Two Box (NET)	12%	22%	10%
Somewhat disagree	7%	6%	3%
Strongly disagree	5%	17%	7%



5. Mandatory masks when social distancing cannot be maintained	Millennials	GenX	Boomers
<i>Unweighted n</i>	13	18	55
Top Two Box (NET)	68%	70%	81%
Strongly agree	27%	23%	44%
Somewhat agree	41%	48%	37%
Neither agree nor disagree	9%	17%	8%
Bottom Two Box (NET)	23%	13%	11%
Somewhat disagree	12%	3%	3%
Strongly disagree	11%	10%	8%

6. Social distancing protocols in all public spaces (e.g. open deck, restaurants)	Millennials	GenX	Boomers
<i>Unweighted n</i>	13	18	55
Top Two Box (NET)	74%	63%	75%
Strongly agree	43%	50%	42%
Somewhat agree	30%	13%	33%
Neither agree nor disagree	9%	15%	16%
Bottom Two Box (NET)	18%	22%	9%
Somewhat disagree	7%	12%	3%
Strongly disagree	11%	10%	6%

7. COVID-19 Protection Plan Insurance as part of cost of ticket	Millennials	GenX	Boomers
<i>Unweighted n</i>	13	18	55
Top Two Box (NET)	60%	67%	65%
Strongly agree	23%	33%	30%
Somewhat agree	37%	34%	34%
Neither agree nor disagree	26%	25%	21%
Bottom Two Box (NET)	14%	9%	15%
Somewhat disagree	14%	5%	6%
Strongly disagree	-	4%	9%

WORK/LIFE MODULE

T33. Before we wrap up, we would like to ask a few questions about your personal travel as it relates to your work. To begin, which of the following best describes your current work environment?

	Millennials	GenX	Boomers
<i>Unweighted n</i>	332	353	239
I work from home full-time	44%	41%	39%
I work in an office full-time	30%	30%	23%
I work outside the home full-time (e.g. retail, sales, service)	18%	21%	21%
I work at home part-time	8%	8%	17%

Q16a. Approximately, how much vacation time/paid time off will you have in 2021?

Base: Employed	Millennials	GenX	Boomers
<i>Unweighted n</i>	332	353	239
None	4%	4%	10%
Any (NET)	96%	96%	90%
7 days or less (7)	12%	4%	4%
8 - 14 days (11)	22%	13%	9%
15 - 21 days (18)	29%	27%	19%
22 - 28 days (25)	18%	23%	15%
More than 28 days (35)	11%	23%	25%
I have unlimited vacation days	5%	7%	18%
Mean	17.56	21.65	20.98

Q16b. How much will you use for the personal travel you have planned for 2021?

	Millennials	GenX	Boomers
<i>Unweighted n</i>	316	338	217
All/Most (NET)	65%	52%	50%
All of it	28%	18%	25%
Most of it	37%	34%	25%
Some/Hardly Any (NET)	32%	45%	40%
Some of it	29%	38%	34%
Hardly any of it	3%	6%	6%
Don't know	3%	4%	10%

Q17. In your opinion, how important is it for you to stay connected to work when you are on personal travel?

	Millennials	GenX	Boomers
<i>Unweighted n</i>	316	338	217
Top Two Box (NET)	38%	25%	16%
Extremely important	18%	11%	6%
Very important	20%	14%	10%
Somewhat important	20%	20%	26%
Bottom Two Box (NET)	43%	55%	58%
Not too important	19%	21%	24%
Not at all important	24%	34%	34%

T28. In 2021, how likely are you to rent an Airbnb/VRBO as a way to get away, perhaps an extended stay, while taking advantage of a remote working opportunity so you don't have to take vacation days?

	Millennials	GenX	Boomers
<i>Unweighted n</i>	332	353	239
Top Two Box (NET)	54%	33%	16%
Very likely	20%	11%	6%
Somewhat likely	34%	22%	11%
Undecided	18%	18%	18%
Bottom Two Box (NET)	29%	49%	65%
Somewhat unlikely	12%	17%	17%
Very unlikely	17%	32%	48%

BARRIERS

Q22. What if anything, has prevented you, or might prevent you, from taking all the personal trips you'd like to take in 2021?

	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Travel restrictions due to COVID-19	52%	60%	74%
Public health concerns (e.g. COVID-19)	48%	57%	70%
My health/the health of someone else	20%	17%	38%
Cost of travel	29%	22%	17%
Weather disasters	17%	15%	23%
Increased political or social unrest around the world	14%	15%	20%
Security/Terrorism	11%	10%	18%
Family obligations	16%	11%	9%
Work responsibilities	19%	13%	4%
My spouse/significant other's lack of vacation time	14%	8%	4%
Lack of free time	13%	5%	2%
My lack of vacation time from work	12%	5%	1%
Lack of desire	5%	6%	3%
Time required to plan personal travel	5%	3%	1%
Despite having earned vacation days, I feel pressure from my management not to use them	4%	4%	1%
Exchange rate	2%	3%	1%
Other (Specify)	1%	1%	3%
Nothing will prevent me from personal travel in 2021	7%	10%	5%

T31. Below are some additional, potential barriers that may be present as a result of COVID-19. Please indicate which ones, if any, have prevented you, or might prevent you, from taking all the personal trips you'd like to take in 2021?

	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Concerns for health and safety of loved ones	52%	52%	65%
My feeling of civic duty to stay home and not contribute to the spread of COVID-19	38%	35%	37%
Personal financial insecurity	25%	21%	11%
Concerns over being judged by others who perceive travel as a risk	18%	11%	5%
Concerns over job security (i.e. I will be looked down upon if I take time off)	10%	9%	2%
None of the above	20%	24%	26%

Demographics

D1. And finally, just a few demographic questions for classification purposes.

D2. Will you or any travel companion require an accommodation for a disability while traveling internationally or domestically in 2021?

	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Yes (NET)	24%	19%	9%
Yes, internationally	15%	8%	3%
Yes, domestically	15%	14%	8%
No	76%	81%	91%

Q60. What is your current marital status?

	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Single/Never married	31%	19%	7%
Married/Living together	65%	71%	77%
Separated/Divorced	4%	8%	10%
Widowed	0%	2%	6%

Q61. Do you have children in the household, under the age of 18?

	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Yes	51%	42%	3%
No	49%	58%	97%

Q62. Do you have children in the household over the age of 18, or any at college who are still dependent on you?

	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Yes	12%	31%	12%
No	88%	69%	88%

Q63. Which of the following best describes the last level of education you have completed?

	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Some high school or less	1%	0%	0%
High School graduate	6%	7%	7%
Some college	11%	10%	18%
2-year college/technical school	7%	9%	10%
4-year college	42%	38%	29%
Some postgraduate work	5%	4%	6%
Postgraduate degree	29%	32%	30%

D3. And finally, which of the following best describes your level of concern regarding the spread of COVID-19?

	Millennials	GenX	Boomers
<i>Unweighted n</i>	379	401	616
Top Two Box (NET)	78%	77%	83%
Very concerned	38%	43%	52%
Somewhat concerned	40%	35%	31%
On the fence at the moment	11%	8%	7%
Bottom Two Box (NET)	12%	14%	10%
Not very concerned	7%	7%	6%
Not at all concerned	5%	7%	4%