

AARP Travel Tech Research: Annotated Questionnaire

**STUDY
POPULATION:**

United States adults age 50-plus who have traveled in the past 12 months or are actively planning to travel in the next 12 months

FIELD DATES:

The study was fielded from 7/12/2024 to 7/18/2024

**DATA
COLLECTION
VENDOR:**

Prodege Panel Sample

**TOTAL SAMPLE
SIZE (and breakout
of any subgroups):**

1,000

**MOE or
appropriate
estimate of error:**

3.1 pct points at the 95% confidence level among among 50+ Travelers

NOTES:

- The sample was not weighted, as the responses were click-balanced to ensure sample representativeness.
- Default base for all tables is 1,000 unless otherwise stated

**RESEARCH
STUDY PAGE:**

www.aarp.org/traveltech50plus

Q2: What is your current age?

| | Total Travelers |
|--------------|-----------------|
| Unweighted n | N=1,000 |
| 50-59 | 33% |
| 60-69 | 33% |
| 70-79 | 34% |

Q3: With which gender do you most identify?

| | Total Travelers |
|-------------------------|-----------------|
| Unweighted n | N=1,000 |
| Man | 46% |
| Woman | 54% |
| Prefer to self-describe | 0% |
| Prefer not to say | 0% |

Q4: Have you taken any personal trips in the past 12 months (June 2023 – June 2024)?

By personal trips we are referring to those trips where you travel at least 50 miles away from home and stay two or more nights. This could be within the U.S. or abroad, but they are for personal reasons only, not other forms of travel, such as travel for business or medical purposes.

| | Total Travelers |
|--------------|-----------------|
| Unweighted n | N=1,000 |
| Yes | 88% |
| No | 13% |

Q5: Do you plan to take any personal trips in the next 12 months (June 2024 – June 2025)?

By personal trips we are referring to those trips where you travel at least 50 miles away from home and stay two or more nights. This could be within the U.S. or abroad, but they are for personal reasons only, not other forms of travel, such as travel for business or medical purposes.

| | Total Travelers |
|--------------|-----------------|
| Unweighted n | N=1,000 |
| Yes | 95% |
| No | 5% |

Q6: Which of the following, if any, are preventing you from taking personal trips in the next 12 months? BASE: NOT PLANNING ANY TRIPS IN THE NEXT 12 MONTHS

| | Total Travelers |
|-------------------------|-----------------|
| Unweighted n | N=46 |
| Work responsibilities | 4% |
| Family responsibilities | 17% |
| Cost of travel | 57% |

| | |
|-------------------------------------------|-----|
| My health | 15% |
| The health of someone else | 9% |
| Political/social unrest around the world | 9% |
| Exchange rates | 0% |
| Lack of discretionary funds | 26% |
| Lack of time to plan trips | 4% |
| Lack of vacation time from work | 2% |
| Other | 0% |
| I don't desire to take any personal trips | 15% |
| None of the above | 7% |

Q7: How concerned, if at all, are you about the cost of your personal trips in the next 12 months? BASE: PLANNING A TRIP IN NEXT 12 MONTHS

| | Total Travelers |
|----------------------|------------------------|
| Unweighted n | N=954 |
| Not at all concerned | 10% |
| Not too concerned | 27% |
| Somewhat concerned | 42% |
| Very concerned | 14% |
| Extremely concerned | 8% |

Q9: Who do you plan to travel with on your next trip? Please select all that apply.

| | Total Travelers |
|----------------------------------------------------|------------------------|
| Unweighted n | N=1,000 |
| I plan to travel alone | 17% |
| With just my spouse | 40% |
| With my children/grandchildren/great grandchildren | 17% |
| With other family members/relatives | 24% |
| With friends | 11% |
| Other | 1% |
| Not Sure | 2% |

Q9: Travel Group

| | Total Travelers |
|----------------------------|------------------------|
| Unweighted n | N=1,000 |
| Solo traveler | 17% |
| Spouse Traveler | 40% |
| Multigenerational Traveler | 17% |
| Other | 26% |

Q10: How comfortable are you with using technology? This may include tasks such as checking email on your phone, using mobile apps, using digital wallets, searching for information online, or learning to use new digital tools.

| | Total Travelers |
|------------------------|------------------------|
| Unweighted n | N=1,000 |
| Not at all comfortable | 1% |
| Not very comfortable | 5% |
| Somewhat comfortable | 30% |
| Very comfortable | 41% |
| Extremely comfortable | 23% |

Q11: Do you use digital resources (e.g., websites, apps, videos, blogs, social media, etc.) during any of the below phases of the travel process?

| | Total Travelers |
|------------------------------------------------------------------------------------------------------------------|------------------------|
| Unweighted n | N=1,000 |
| Planning/researching travel (e.g., where to go, where to stay, how to get there, activities to do, etc.) | 89% |
| Booking travel (e.g., airfare, lodging/accommodations, pre-planned transportation, pre-planned activities, etc.) | 87% |
| During the travel experience (e.g., for transportation/getting around, activities, etc.) | 80% |

Q12: Which of the following best describes your experience with technology/digital resources during the planning/research phase of the travel process (e.g., where to go, where to stay, how to get there, activities to do, etc.)? BASE: USE TECH IN PLANNING/RESEARCH

| | Never heard of for planning/research | Heard of but have never used for planning/research | Have used for planning/research |
|-----------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|-----------------------------------------------------------|----------------------------------------|
| Unweighted n | N=886 | N=886 | N=886 |
| Airline websites | 4% | 21% | 75% |
| Airline app (downloaded in app store) | 8% | 45% | 47% |
| Hotel websites | 2% | 11% | 87% |
| Hotel app (downloaded in app store) | 8% | 44% | 48% |
| Rental car websites | 6% | 35% | 59% |
| Rental car app (downloaded in app store) | 11% | 57% | 32% |
| Cruise ship websites | 11% | 55% | 34% |
| Cruise ship app (downloaded in app store) | 21% | 58% | 21% |
| Online travel booking platform mega-sites (e.g., Expedia, Booking.com, Travelocity, Kayak) not associated with a specific airline | 3% | 24% | 73% |

| | | | |
|-------------------------------------------------------------|-----|-----|-----|
| Travel review websites/apps (e.g., TripAdvisor, Yelp) | 3% | 28% | 69% |
| Travel blogs/vlogs | 14% | 60% | 26% |
| Social media | 10% | 55% | 35% |
| Travel organization apps (e.g., Triplt) | 28% | 51% | 20% |
| Rental property websites/apps (e.g., Airbnb, VRBO) | 9% | 53% | 38% |
| Price comparison tools (e.g., Google Shopping, PriceRunner) | 12% | 45% | 43% |
| AARP travel resources | 12% | 62% | 27% |

Q13: Now thinking about the booking phase, which of the following best describes your experience with technology/digital resources during the booking phase of the travel process (e.g., airfare, lodging/accommodations, pre-planned transportation, pre-planned activities, etc.)?
BASE: USE TECH IN BOOKING

| | Never heard of for planning/research | Heard of but have never used for planning/research | Have used for planning/research |
|-----------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|-----------------------------------------------------------|----------------------------------------|
| Unweighted n | N=866 | N=866 | N=866 |
| Airline websites | 4% | 23% | 73% |
| Airline app (downloaded in app store) | 9% | 51% | 40% |
| Hotel websites | 1% | 16% | 83% |
| Hotel app (downloaded in app store) | 8% | 51% | 40% |
| Rental car websites | 4% | 39% | 57% |
| Rental car app (downloaded in app store) | 10% | 64% | 27% |
| Cruise ship websites | 13% | 61% | 26% |
| Cruise ship app (downloaded in app store) | 19% | 66% | 15% |
| Online travel booking platform mega-sites (e.g., Expedia, Booking.com, Travelocity, Kayak) not associated with a specific airline | 3% | 31% | 67% |
| Online payment systems (e.g., PayPal, Apple Pay) | 10% | 60% | 30% |
| Digital tools for splitting expenses (e.g., Splitwise, Venmo, CashApp, Zelle) | 21% | 64% | 14% |
| Social media | 19% | 67% | 14% |
| Travel organization apps (e.g., Triplt) | 30% | 58% | 12% |
| Rental property websites/apps (e.g., Airbnb, VRBO) | 8% | 60% | 32% |
| Price comparison tools (e.g., Google Shopping, PriceRunner) | 15% | 58% | 27% |
| AARP travel resources | 13% | 73% | 14% |

Q14: Which of the following best describes your experience with technology/digital resources during the travel experience (e.g., for transportation/getting around, activities, etc.)? BASE: USE TECH DURING TRAVEL EXPERIENCE

| | Never heard of for planning/ research | Heard of but have never used for planning/ research | Have used for planning/ research |
|-----------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|-----------------------------------------------------|----------------------------------|
| Unweighted n | N=802 | N=802 | N=802 |
| Airline websites | 5% | 34% | 61% |
| Airline app (downloaded in app store) | 11% | 47% | 43% |
| Hotel websites | 2% | 28% | 70% |
| Hotel app (downloaded in app store) | 10% | 48% | 42% |
| Rental car websites | 6% | 46% | 48% |
| Rental car app (downloaded in app store) | 12% | 61% | 28% |
| Cruise ship websites | 15% | 61% | 24% |
| Cruise ship app (downloaded in app store) | 22% | 59% | 18% |
| Online travel booking platform mega-sites (e.g., Expedia, Booking.com, Travelocity, Kayak) not associated with a specific airline | 5% | 46% | 48% |
| Online payment systems (e.g., PayPal, Apple Pay) | 7% | 60% | 33% |
| Travel blogs/vlogs | 16% | 65% | 19% |
| TSA PreCheck® | 15% | 55% | 30% |
| Travel organization apps (e.g., Triplt) | 31% | 58% | 11% |
| Rental property website/apps (e.g., Airbnb, VRBO) | 8% | 64% | 28% |
| CLEAR (in-person or through the app) | 52% | 40% | 8% |
| AARP travel resources | 13% | 69% | 18% |
| Mobile Passport Control – passport app through US Customs | 44% | 47% | 9% |
| Mobile boarding pass | 11% | 37% | 52% |
| Digital tools for splitting expenses (e.g., Splitwise, Venmo, CashApp, Zelle) | 19% | 66% | 15% |
| Digital hotel/resort key | 19% | 50% | 30% |
| Digital driver's license | 49% | 44% | 7% |
| Branded app to purchase tickets/enjoy the travel experience (e.g., museum, events, attractions) | 17% | 55% | 28% |
| Ride share apps (e.g., Uber, Lyft) | 7% | 54% | 39% |
| Apps for navigation/GPS (e.g., Google Maps, Apple Maps) | 3% | 20% | 77% |
| Apps and websites for exchange rate information (e.g., XE Currency) | 30% | 55% | 15% |
| Language translation app (downloaded in app store) | 18% | 67% | 14% |
| Airport app (downloaded in app store) | 19% | 59% | 21% |

Q14A: Thinking about your last personal trip, which technology/ digital resource did you use?
BASE: THOSE WHO HAVE HEARD OR USED OR USED ANY TECH AT Q12, Q13, OR Q14.

| | Total |
|--------------|--------|
| Unweighted n | N=1000 |

| | |
|-----------------------------------------------------------------------------------------------------------------------------------|-----|
| Airline websites | 37% |
| Airline app (downloaded in app store) | 22% |
| Hotel websites | 51% |
| Hotel app (downloaded in app store) | 21% |
| Rental car websites | 20% |
| Rental car app (downloaded in app store) | 9% |
| Cruise ship websites | 9% |
| Cruise ship app (downloaded in app store) | 8% |
| Online travel booking platform mega-sites (e.g., Expedia, Booking.com, Travelocity, Kayak) not associated with a specific airline | 28% |
| Travel review websites/apps (e.g., TripAdvisor, Yelp) | 25% |
| Travel blogs/vlogs | 6% |
| Social media | 15% |
| Travel organization apps (e.g., Triplt) | 4% |
| Rental property websites/apps (e.g., Airbnb, VRBO) | 10% |
| Price comparison tools (e.g., Google Shopping, PriceRunner) | 16% |
| AARP travel resources | 8% |
| Online payment systems (e.g., PayPal, Apple Pay) | 15% |
| Digital tools for splitting expenses (e.g., Splitwise, Venmo, CashApp, Zelle) | 5% |
| Airport app (downloaded in app store) | 11% |
| TSA PreCheck® | 18% |
| CLEAR (in-person or through the app) | 6% |
| Mobile Passport Control – passport app through US Customs | 4% |
| Mobile boarding pass | 30% |
| Digital hotel/resort key | 14% |
| Digital driver's license | 5% |
| Branded app to purchase tickets/enjoy the travel experience (e.g., museum, events, attractions) | 13% |
| Ride share apps (e.g., Uber, Lyft) | 20% |
| Apps for navigation/GPS (e.g., Google Maps, Apple Maps) | 47% |
| Apps and websites for exchange rate information (e.g., XE Currency) | 6% |
| Language translation app (downloaded in app store) | 5% |
| None of the above | 12% |

Q15: How much do you agree or disagree with each statement?

| | Strongly Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Strongly Agree | Unweighted N |
|--|--------------------------|--------------------------|-----------------------------------|-----------------------|-----------------------|---------------------|
| | | | | | | |

| | | | | | | |
|------------------------------------------------------------------------------------------------------|-----|-----|-----|-----|-----|---------|
| Technology can be useful for saving money when planning, booking, or experiencing travel | 0% | 2% | 13% | 48% | 38% | N=1,000 |
| Using technology while traveling is not worth the hassle | 29% | 35% | 23% | 10% | 3% | N=1,000 |
| Using technology while traveling is safe | 1% | 7% | 29% | 45% | 18% | N=1,000 |
| Travel-related technology and digital resources save time and effort compared to traditional methods | 1% | 2% | 20% | 46% | 31% | N=1,000 |
| I feel overwhelmed by the number of travel-related technology tools available online | 17% | 20% | 26% | 28% | 10% | N=1,000 |
| Using technology while traveling makes it easier to avoid being scammed | 3% | 9% | 44% | 31% | 14% | N=1,000 |
| Technology makes it easier to handle unexpected changes or emergencies during travel | 1% | 2% | 20% | 46% | 31% | N=1,000 |

Q17: Do you typically feel any hesitation when considering using technology/digital tools for travel (e.g., planning/researching, booking, and/or while on a trip)? How hesitant do you feel using technology/digital tools during each phase?

| | Not at all hesitant | Not very hesitant | Somewhat hesitant | Very hesitant | Extremely hesitant | Unweighted N |
|------------------------------|----------------------------|--------------------------|--------------------------|----------------------|---------------------------|---------------------|
| Planning/Research | 59% | 29% | 9% | 2% | 1% | N=1,000 |
| Booking | 47% | 34% | 15% | 3% | 1% | N=1,000 |
| During the travel experience | 37% | 35% | 22% | 5% | 1% | N=1,000 |

Q19: Next please think about experiences or opinions you have that may cause you to hesitate when considering using technology/digital tools for travel. What experiences or opinions make you feel uncertain about using technology/digital tools for travel? ASKED AS EITHER WRITTEN OPEN END OR VIDEO QUESTION. SEE VERTBATIM REPORT FOR RESPONSES.

Q20: How concerned are you about encountering travel scams/fraud when using digital tools during each phase of travel?

| | Not at all concerned | Not very concerned | Somewhat concerned | Very concerned | Extremely concerned | Unweighted N |
|------------------------------|-----------------------------|---------------------------|---------------------------|-----------------------|----------------------------|---------------------|
| Planning/Research | 24% | 38% | 26% | 8% | 4% | N=1,000 |
| Booking | 18% | 32% | 34% | 11% | 6% | N=1,000 |
| During the travel experience | 13% | 28% | 37% | 16% | 7% | N=1,000 |

Q22: How interested would you be in learning more about how to use technology/digital tools for travel (e.g., planning/researching, booking, and/or while on a trip)? This may be through a class, educational website, videos, social media, etc.

| | Total Travelers |
|-----------------------|------------------------|
| Unweighted n | N=1,000 |
| Not at all interested | 7% |
| Not very interested | 20% |
| Somewhat interested | 44% |
| Very interested | 19% |
| Extremely interested | 10% |

Q23: If given the option, how likely are you to use the following resources to learn how to use technology/digital tools for travel?

| | Not at all likely | Not very likely | Somewhat likely | Very likely | Extremely likely | Unweighted N |
|------------------------------------------------------|--------------------------|------------------------|------------------------|--------------------|-------------------------|---------------------|
| Community classes with an instructor | 30% | 34% | 23% | 8% | 5% | N=1,000 |
| Educational websites | 12% | 20% | 38% | 21% | 9% | N=1,000 |
| Online tutorials and videos | 10% | 17% | 37% | 23% | 13% | N=1,000 |
| Hands-on learning with a friend or family member | 11% | 17% | 35% | 24% | 13% | N=1,000 |
| A technology support/customer service representative | 15% | 29% | 36% | 15% | 5% | N=1,000 |

Q24: Overall, how familiar are you with the topic of AI (artificial intelligence), such as tools like ChatGPT? Please select one.

| | Total Travelers |
|---------------------|------------------------|
| Unweighted n | N=1,000 |
| Not at all familiar | 13% |
| Not very familiar | 28% |
| Somewhat familiar | 44% |
| Very familiar | 12% |
| Extremely familiar | 3% |

Q25: AI (artificial intelligence) could be used in many ways to personalize your travel experience. For example, AI can create an individualized trip itinerary for you based on information you provide regarding your travel dates and destination(s), alert you of where to find the best deals/discounts, activities you should do and when, etc. to help you make the most out of your vacation. Please indicate your level of familiarity with using AI technology to personalize your travel experience. BASE: NOT VERY, SOMEWHAT, VERY, OR EXTREMELY FAMILIAR WITH AI.

| | Total Travelers |
|-------------------------------------------------------------------|------------------------|
| Unweighted n | N=871 |
| I currently use AI | 7% |
| I am aware of it, and interested in using it | 29% |
| I am aware of it, but not interested in using it | 43% |
| I am currently not aware of it, but I am interested in using it | 14% |
| I am not aware of this technology, and not interested in using it | 7% |

Q26: How much do you agree or disagree with each statement?

| | Strongly Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Strongly Agree | Not sure/don't know enough | Unweighted N |
|-----------------------------------------------------------------------------------|--------------------------|--------------------------|-----------------------------------|-----------------------|-----------------------|-----------------------------------|---------------------|
| AI-driven booking services would be easier to use compared to traditional methods | 11% | 12% | 38% | 19% | 9% | 11% | N=1,000 |
| I could trust the information provided by AI-driven travel research tools | 12% | 14% | 35% | 23% | 7% | 9% | N=1,000 |
| AI-driven services | 8% | 8% | 39% | 24% | 10% | 12% | N=1,000 |

| | | | | | | | |
|----------------------------------------------------------------------------------------------------------------------------------|----|----|-----|-----|-----|-----|---------|
| provide the most current and relevant travel information | | | | | | | |
| Using AI-driven resources for travel could save me time or money | 7% | 8% | 33% | 27% | 14% | 11% | N=1,000 |
| I am concerned about the privacy of my personal data when using AI-driven resources for travel planning, booking, or experiences | 3% | 5% | 15% | 33% | 37% | 6% | N=1,000 |
| AI-driven services lack the human touch that can make travel planning more enjoyable | 4% | 5% | 23% | 31% | 31% | 7% | N=1,000 |

Q28: Thinking about your anticipated travel plans for the next 12 months, approximately how much do you expect to spend on travel in total? BASE: PLANNING TO TRAVEL IN THE NEXT 12 MONTHS. ASKED AS AN OPEN-END NUMERIC, CODED INTO BUCKETS.

| | Total Travelers |
|------------------|------------------------|
| Unweighted n | N=954 |
| \$1-\$250 | 5% |
| \$251-\$500 | 9% |
| \$501-\$750 | 4% |
| \$751-\$1,000 | 11% |
| \$1,001-\$2,500 | 24% |
| \$2,501-\$5,000 | 27% |
| \$5,001-\$7,500 | 6% |
| \$7,501-\$10,000 | 7% |

Q29: What was your household's total annual income before taxes last year?

| | Total Travelers |
|------------------------|------------------------|
| Unweighted n | N=1,000 |
| Less than \$25,000 | 10% |
| \$25,000 to \$49,999 | 22% |
| \$50,000 to \$74,999 | 22% |
| \$75,000 to \$99,999 | 17% |
| \$100,000 to \$149,999 | 16% |
| \$150,000 to \$199,999 | 7% |
| \$200,000 to \$249,999 | 3% |
| \$250,000 or more | 3% |
| | |
| <\$75k | 53% |
| \$75k-\$149,999 | 33% |
| \$150k+ | 13% |
| Prefer not to answer | 2% |

Q30: Which best describes your race/ethnicity? Select all that apply.

| | Total Travelers |
|------------------------------------|------------------------|
| Unweighted n | N=1,000 |
| White | 86% |
| Black or African American | 8% |
| American Indian or Native American | 1% |
| Asian | 5% |
| Pacific Islander | 0% |
| Hispanic/Latino | 3% |
| Some other race/ethnicity | 1% |
| Prefer not to answer | 0% |

Q30: Ethnicity

| | Total Travelers |
|------------------------------------------|----------------------------|
| Unweighted n | N=1,000 |
| White Only | 83% |
| Black or African American Only | 7% |
| Asian Only | 5% |
| Hispanic/Latino | 3% |
| Some other race/ethnicity or multiracial | 3% |

Q31: Does any disability, handicap, or chronic disease keep you from participating fully in work, school, household, or other activities?

| | Total Travelers |
|----------------------|------------------------|
| Unweighted n | N=1,000 |
| Yes | 14% |
| No | 86% |
| Prefer not to answer | 1% |

Q32: Are you currently providing unpaid care or assistance to an adult friend or family member who needs assistance due to aging, a disability, or a health-related issue? By care or assistance, we are referring to providing help with activities (such as bath/dressing, grocery shopping, housekeeping, meal preparation, providing transportation to medical appointments, managing medications, help with bill-paying or managing their finances, arranging for outside services, etc.) for someone who needs assistance due to aging, a disability, or a health-related issue.

| | Total Travelers |
|--------------|------------------------|
| Unweighted n | N=1,000 |
| Yes | 11% |
| No | 89% |

Q33: Which of the following describes your employment status?

| | Total Travelers |
|-------------------------------|------------------------|
| Unweighted n | N=1,000 |
| Full-time employee | 27% |
| Full-time self employed | 4% |
| Part-time employee | 7% |
| Part-time self employed | 2% |
| Homemaker/full time caregiver | 5% |
| Unemployed – seeking work | 3% |
| Unemployed – not seeking work | 2% |
| Student | 0% |
| Retired | 50% |
| Prefer not to answer | 0% |

Q33: Employment status

| | Total Travelers |
|--------------|------------------------|
| Unweighted n | N=1,000 |

| | |
|----------------------|-----|
| Full-time | 31% |
| Part-time | 9% |
| Retired/not working | 60% |
| Prefer not to answer | 0% |

Q34: What is your zip code? ASKED AS OPEN END, CODED INTO REGIONS.

| | Total Travelers |
|--------------|------------------------|
| Unweighted n | N=1,000 |
| Northeast | 20% |
| Midwest | 22% |
| South | 38% |
| West | 20% |