



SAN LUIS OBISPO COUNTY
CALIFORNIA

Brand Lift Tracking Study

~Wave3~

August 2018

Introduction



Research Objectives

- Three-wave tracking survey to measure consumer awareness of recent advertising and the impact of recent advertising on likelihood to visit San Luis Obispo County for leisure/vacation travel.

Sampling

- ✓ **Research Now Online Panel**
 - Wave 1 n=1369
 - Wave 2 n=1838
 - Wave 3 n=1905
- ✓ **Sample sizes, Wave 3:**
 - 511 age 25-34/45-54 in Los Angeles area
 - 401 age 25-44 in San Francisco area
 - 189 age 25-44 in Seattle area
 - 178 age 25-44 in Las Vegas area
 - 276 age 35-54 in Phoenix area
 - 350 age 25-54 in Denver area
- ✓ **Qualification Criteria**
 - Household income \$75,000+
 - Plan to take one+ US leisure trip in next 12 mos
 - Age 0-24 and 55+ excluded for all markets

Methodology

- ✓ **Survey Conducted:** 
 - Wave 1: January 23-February 6, 2017 (Denver, April 2-7, 2017)
 - Wave 2: July 7 - August 10, 2017
 - Wave 3: June 27-July 30, 2018
- ✓ **Median Length of Interview:** 
 - 15 minutes
- ✓ **Report**
 - All figures shown in this report are Wave 3 results only with the exception of the Wave-to-Wave comparisons on page 4.

Sampling Error

	Sample Size	Range of Error (ROE) at 95% Confidence	Range of Error (ROE) at 90% Confidence
WAVE 1			
Total	1369	+/- 2.6 Points	+/- 2.2 Points
Los Angeles	375	+/- 5.1 Points	+/- 4.3 Points
San Francisco	258	+/- 6.1 Points	+/- 5.1 Points
Seattle	109	+/- 9.4 Points	+/- 7.9 Points
Las Vegas	178	+/- 7.3 Points	+/- 6.2 Points
Phoenix	238	+/- 6.3 Points	+/- 5.3 Points
Denver	211	+/- 6.7 Points	+/- 5.7 Points
WAVE 2			
Total	1838	+/- 2.3 Points	+/- 1.9 Points
Los Angeles	504	+/- 4.4 Points	+/- 3.7 Points
San Francisco	384	+/- 5.0 Points	+/- 4.2 Points
Seattle	166	+/- 7.6 Points	+/- 6.4 Points
Las Vegas	201	+/- 6.9 Points	+/- 5.8 Points
Phoenix	250	+/- 6.2 Points	+/- 5.2 Points
Denver	333	+/- 5.4 Points	+/- 4.5 Points
WAVE 3			
Total	1905	+/- 2.2 points	+/- 1.9 points
Los Angeles	511	+/- 4.3 points	+/- 3.6 points
San Francisco	401	+/- 4.9 points	+/- 4.1 points
Seattle	189	+/- 7.1 points	+/- 6.0 points
Las Vegas	178	+/- 7.3 points	+/- 6.2 points
Phoenix	276	+/- 5.9 points	+/- 5.0 points
Denver	350	+/- 5.2 points	+/- 4.4 points

The range of error measures the difference between the percentage observed in the survey and the actual population proportion. E.g., if our survey shows 44% of respondents answering “yes” and the range or error is +/- 5.0 percentage points at 95% confidence, we can be 95% confident that the actual population proportion is between 39% and 49%.

Key Findings - Wave 3



- **More than a third of respondents in Wave 3 (38%) have visited SLO CAL in the past; overall, the Far Western states are the most visited for vacations (67%).**
 - Future consideration of SLO CAL is moderately high with almost two in five (39%) very likely to consider traveling to SLO CAL for vacation in the next 24 months (pre-exposure).

- **Three in ten consumers (30%) have seen, read or heard some form of advertising about SLO CAL in the past six months.**
 - Most saw, read or heard about SLO CAL on TV (46%), in social media (45%) or at an online website (44%).
 - The advertising had some impact with 45% of those advertising-aware visiting SLO CAL and another 36% taking steps to learn more.

- **All of the concepts were well-received with Wine having the least impact.**

- Of the three banner ads, the Kayak ad continues to be preferred to the other two although Pier is close behind. For the videos, the Cliff Road video fared slightly better than Sunset on appeal and interest.



Concept Summary - Wave 3

	Banner Ads			Videos	
	<u>Kayak</u>	<u>Pier</u>	<u>Wine</u>	<u>Sunset</u>	<u>Cliff Road</u>
Very appealing	46%	45%	37%	47%	48%
Made me interested in visiting	46%	43%	38%	45%	47%
Most preferred of the ads (#1)	44%	35%	22%	51%	49%



- **The advertising resulted in some lift in terms of creating interest.**

- The likelihood of considering travel to SLO CAL in the next 24 months for vacation increased from 39% (very likely) to 45% after viewing the three banner ads and two videos.
- The most lift occurred in Las Vegas (+12 points, 39% to 51%).
- Those who claimed they were unlikely to visit gave a lack of information about the area as their top reason (59%).

Key Findings - Wave 3 Compared to Wave 1 & 2

- **Ad awareness improved once again in Wave 3 with a gain in the number of people who actually visited after seeing SLO CAL ads.**
 - Slightly more surveyed consumers are aware of SLO CAL in this Wave (52%; +1 point) and slightly more claim to have seen, read or heard any advertising about SLO CAL in the past six months (30%; +1 point).
 - There is no substantive change in the number of people who are very likely to visit SLO CAL in this Wave following 2- and 4-point increases (pre and post) in Wave 2.
 - Among those who are aware of past advertising, many more this Wave visited SLO CAL as a result (45%; +5 points). Otherwise, there are few substantial differences in Wave 3 compared to Wave 2.
 - Note several large improvements when comparing Wave 3 to Wave 1: seen/read/heard ads about SLO CAL in past six months (+5 points), visited SLO CAL (+6 points).

Trended Summary							
	Wave <u>1</u> A	Wave <u>2</u> B	Percentage Point Change <u>W2 v W1</u>	Wave <u>3</u> C	Percentage Point Change <u>W3 v W2</u>	Percentage Point Change <u>W3 v W1</u>	
Heard of/familiar, but not visited SLO CAL	54% BC	51%	-3 ppts	52%	+1 ppts	-2 ppts	
Visited SLO CAL	36	39 a	+3	38	-1	+2	
Unlikely to visit because don't know enough about area	57	60	+3	59	-1	+2	
Seen/read/heard ads about SLO CAL past six months	25	29 A	+4	30 A	+1	+5	
Ad impact ¹ = visited SLO CAL	39	40	+1	45 ab	+5	+6	
Ad impact ¹ = interesting but took no action	17	18	+1	16	-2	-1	
Very likely to consider visiting (pre-exposure)	38	40	+2	39	-1	+1	
Very likely to consider visiting (post-exposure)	41	45 A	+4	45 A	0	+4	

¹Base=Aware of advertising

Letters indicate statistically significantly higher than indicated cell;
uppercase = 95% confidence, lower case = 90% confidence

Key Findings - Wave 3 Compared to Wave 1 & 2 (Continued)

- **All of the ads are considered appealing by more survey respondents in Wave 3 than in Wave 1.**
 - The proportion of survey participants rating each of the ad concepts “very appealing” is either lower or flat in Wave 3 compared to Wave 2. However, appeal is higher in Wave 3 than Wave 1 for all the ads.
 - Of the three ads, Kayak has been the most appealing through all three Waves while the difference in appeal between the two videos is negligible.

% Rated “Very Appealing”						
	Wave <u>1</u> A	Wave <u>2</u> B	Percentage Point Change <u>W2 v W1</u>	Wave <u>3</u> C	Percentage Point Change <u>W3 v W2</u>	Percentage Point Change <u>W3 v W1</u>
Kayak	43%	49% AC	+6 ppts	46%	-3 ppts	+3 ppts
Pier	42	45	+3	45	0	+3
Wine	36	38	+2	37	-1	+1
Sunset video	44	48 A	+4	47	-1	+3
Cliff Road video	44	48 A	+4	48 A	0	+4

Letters indicate statistically significantly higher than indicated cell;
uppercase = 95% confidence, lower case = 90% confidence



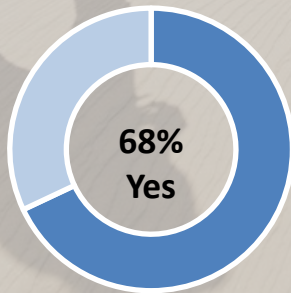
*Familiarity with San
Luis Obispo County*

Familiarity with San Luis Obispo County

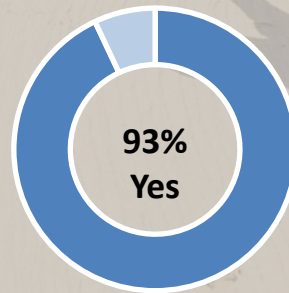
(Total Respondents)



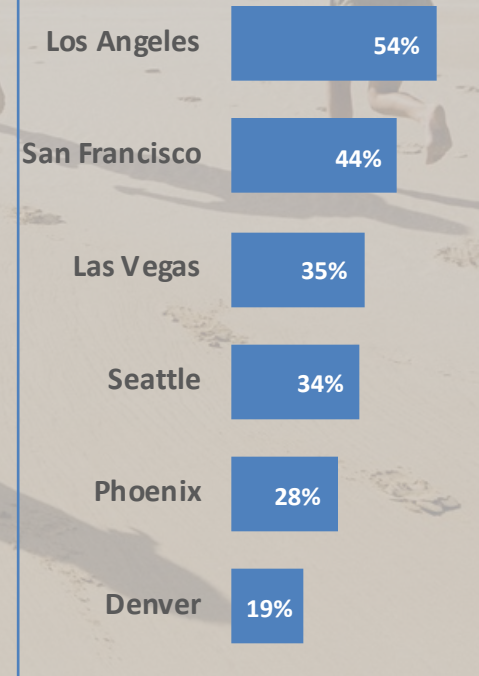
Would you be interested in visiting?



Would you be interested in visiting again?



% Have Visited by Region

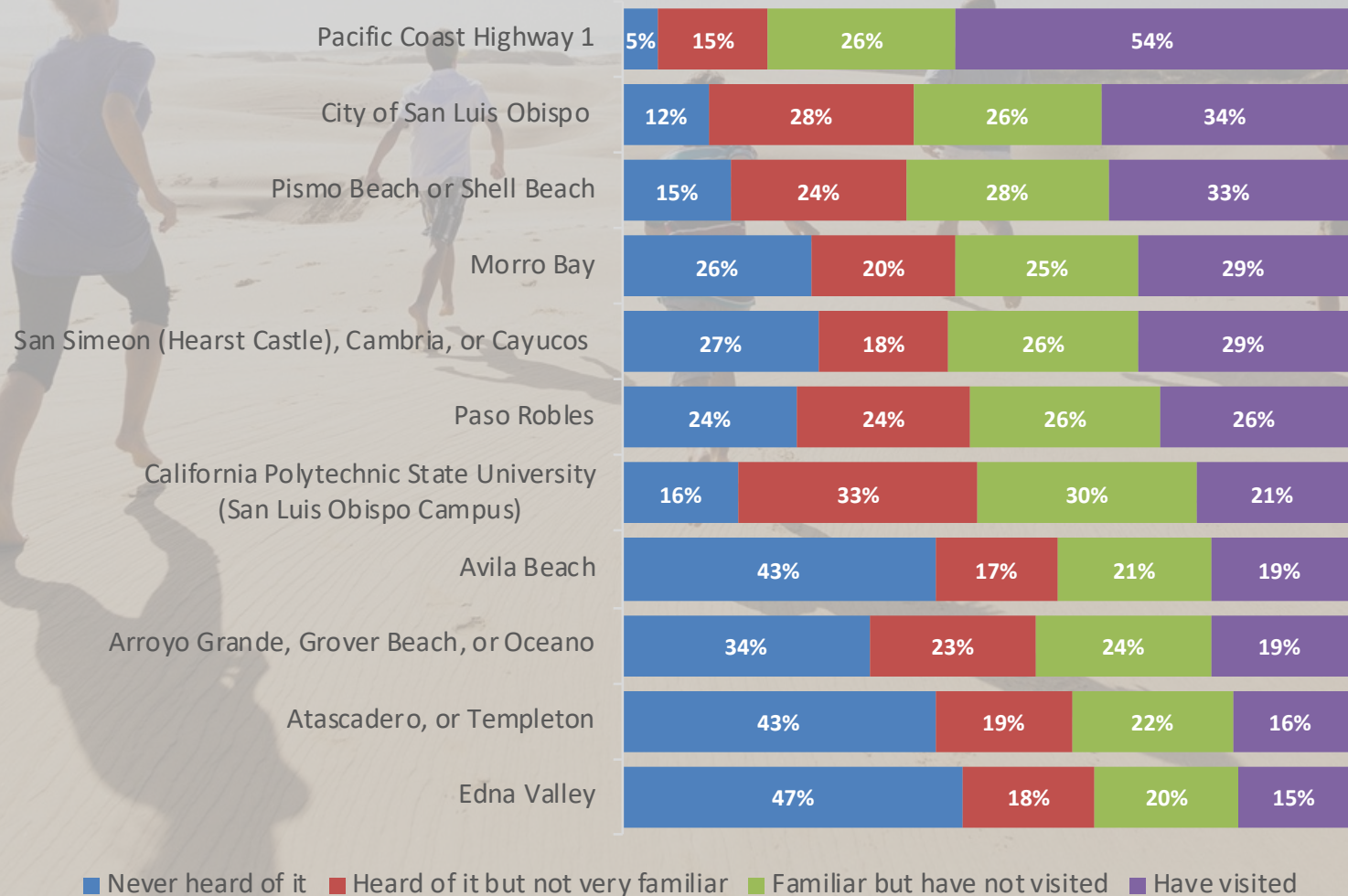


Q6. How familiar are you with San Luis Obispo County in California?

Q7A/B. Would you be interested in visiting San Luis Obispo County in California?/Would you be interested in visiting San Luis Obispo County again?

Familiarity with Locations in San Luis Obispo County

(Total Respondents)

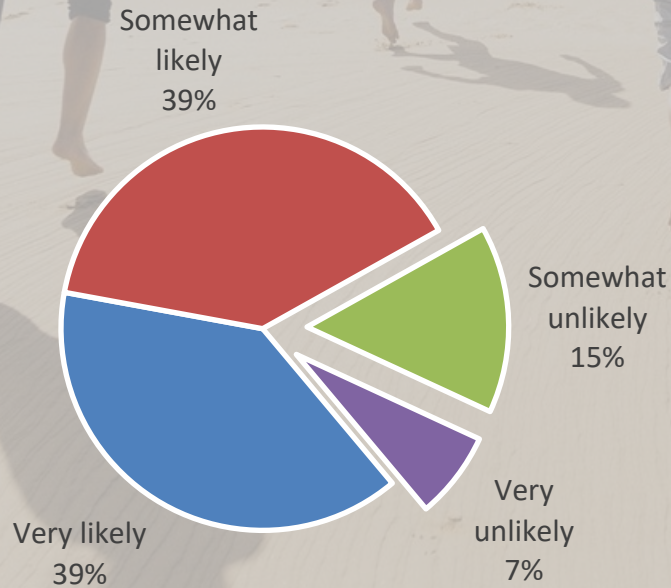


Q8. How familiar are you with the following locations in San Luis Obispo County?

Likelihood To Visit in Next 24 Months For Leisure or Vacation Purposes

(Total Respondents)

WAVE 3



Trended

	Very unlikely	Some-what unlikely	Some-what likely	Very likely
Wave 1 (A)	6%	19% C	37%	38%
Wave 2 (B)	6	17 c	37	40
Wave 3 (C)	7 a	15	39	39

Q9. How likely would you be to consider visiting San Luis Obispo County in California in the next 24 months for leisure or vacation purposes?

Reasons Why Unlikely to Visit

(Multiple Responses)

	Wave 1	Wave 2	Wave 3
	<u>A</u>	<u>B</u>	<u>C</u>
Don't know enough about the area	57%	60%	59%
Other destinations are easier to get to	21	21	18
Not enough to do there	20 b	16	16
Other destinations are closer	19	21	17
Other destinations offer a higher quality experience	17	18 c	13
Other destinations offer a better family experience	17 c	16	13
Lacks experiences that are important to me	16	17	15
Been there many times before	5 b	2	4
Doesn't provide a good value for the money	4	4	5
Doesn't offer a luxury accommodation experience	2	2	2
Weather isn't what I like	1	1	1
Some other reason	12	12	13

**Letters indicate statistically significantly higher than indicated cell;
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Seen/Read/Heard Advertising about Visiting San Luis Obispo County in Past 6 Months

(Total Respondents)

Metrics (Trended)

	Wave 1 A	Wave 2 B	Wave 3 C
Seen/Read/Heard Advertising about Visiting San Luis Obispo County in Past 6 Months (% yes)	25%	29% A	30% A
Visited	39	40	45 ab
Took steps to learn more	41	39	36
Interesting, but have taken no action	17	18	16
No impact; unsure if want to visit	3	2	2
No impact: knew I didn't want to visit	0	1	1

Where? (Trended)

(Base=Advertising Aware; Multiple Responses)

	Wave 1 A	Wave 2 B	Wave 3 C
Social media (Facebook, Twitter, etc.)	54% C	49%	45%
TV	44	46	46%
Online website	43	42	44
Online video	31	34	36
Print magazine	28	27	27
Radio	26	32 a	28
Online pop-up	24	21	24
Visitors Guide	22	25	29 A
Online banner ad	21	23	26 A
Print newspaper	19	20	23
Outdoor billboard	19 B	13	19 B
Flyer/brochure in the mail	18 B	13	20 B
Bus/train/subway	14	12	16 B
Other (please specify)	1	2	2
Don't remember	1	1	2

**Letters indicate statistically significantly higher than indicated cell;
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Q11. Have you seen, read or heard any advertising about visiting San Luis Obispo County in the past six months?

Q14. Did the advertising that you experienced have any impact on your impressions or consideration of San Luis Obispo County as a travel destination?

Q12. Where have you seen, read or heard advertising about visiting San Luis Obispo County in the past six months?

Advertising Concepts

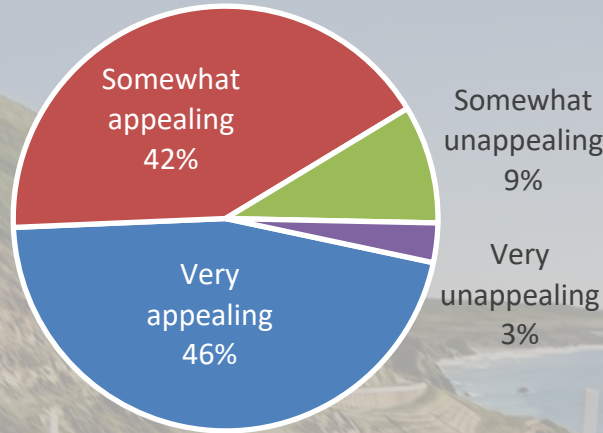
Three Banner Ads & Two Videos

Banner Ad A



Appeal of Ad

(Total Respondents)



Describe Destination

(Total Respondents; % Selecting; Up to Five)

56%	Outdoors	19%	Inviting
49	Exciting	18	For someone like me
43	Fun	16	Family
43	Natural	16	Friendly
25	Refreshing	12	Casual
24	Calm	7	Romantic
22	Unique	7	Not for me
20	Happy	4	Ordinary
19	Engaging	2	Boring

Strong Agreement

(Total Responding; No opinion not included; % 9-10 on 10-Point Scale)

The visual description in this ad makes me interested in traveling to this destination.	46%
This ad makes me want to learn more about this location.	44
I enjoyed seeing this ad.	44
This ad is believable.	43
This destination is relevant to me.	42
This location is unique and different.	40
After seeing this ad, I am more likely to visit this destination.	39
The concepts conveyed by this ad are meaningful to me.	38
This ad provides information I did not know before.	38
This ad would convince me to visit the booking website for this travel destination.	36

Q15. After reviewing the ad, how much does this leisure travel destination appeal to you?

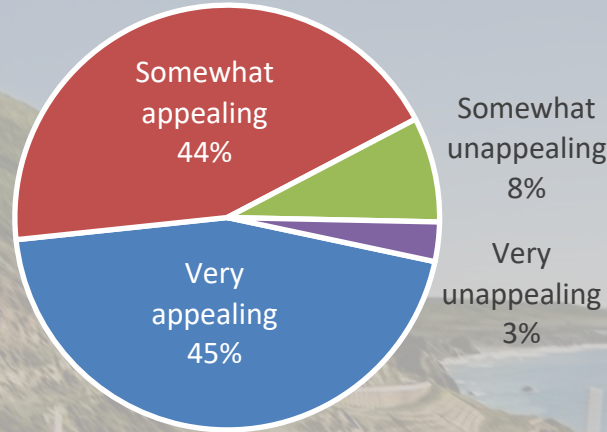
Q17. After reviewing the ad, how strongly do you agree or disagree...

Q18. Based on the advertisement you just saw, which of the following characteristics best describe this destination?

Banner Ad B



Appeal of Ad (Total Respondents)



Describe Destination

(Total Respondents; % Selecting; Up to Five)

65%	Calm	18%	Family
38	Romantic	17	Friendly
37	Outdoors	15	Fun
34	Casual	14	Exciting
30	Natural	9	Unique
25	Inviting	6	Engaging
23	Refreshing	6	Boring
23	For someone like me	6	Ordinary
23	Happy	5	Not for me

Strong Agreement

(Total Responding; No opinion not included; % 9-10 on 10-Point Scale)

This ad is believable.	44%
The visual description in this ad makes me interested in traveling to this destination.	43
This destination is relevant to me.	42
I enjoyed seeing this ad.	40
The concepts conveyed by this ad are meaningful to me.	40
This ad makes me want to learn more about this location.	39
After seeing this ad, I am more likely to visit this destination.	37
This ad would convince me to visit the booking website for this travel destination.	34
This location is unique and different.	34
This ad provides information I did not know before.	32

Q15. After reviewing the ad, how much does this leisure travel destination appeal to you?

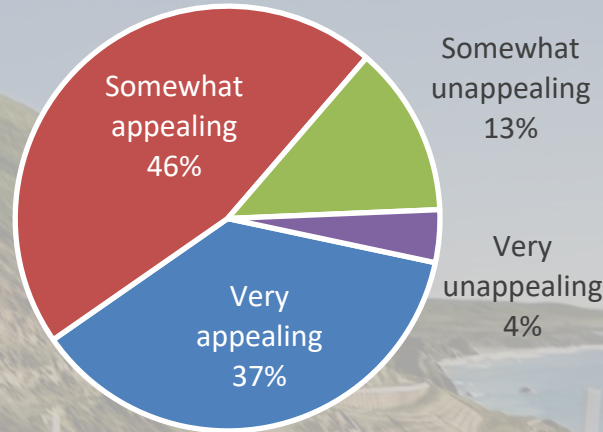
Q17. After reviewing the ad, how strongly do you agree or disagree...

Q18. Based on the advertisement you just saw, which of the following characteristics best describe this destination?

Banner Ad C



Appeal of Ad (Total Respondents)



Strong Agreement (Total Responding; No opinion not included; % 9-10 on 10-Point Scale)

This ad is believable.	40%
This destination is relevant to me.	39
The visual description in this ad makes me interested in traveling to this destination.	38
I enjoyed seeing this ad.	37
This ad makes me want to learn more about this location.	36
The concepts conveyed by this ad are meaningful to me.	35
After seeing this ad, I am more likely to visit this destination.	34
This ad would convince me to visit the booking website for this travel destination.	32
This location is unique and different.	32
This ad provides information I did not know before.	31

Describe Destination (Total Respondents; % Selecting; Up to Five)

51%	Calm	19%	Fun
47	Romantic	19	Refreshing
35	Outdoors	15	Exciting
30	Casual	14	Family
26	Natural	10	Unique
25	Happy	9	Engaging
24	Inviting	9	Not for me
21	Friendly	6	Boring
20	For someone like me	6	Ordinary

Q15. After reviewing the ad, how much does this leisure travel destination appeal to you?

Q17. After reviewing the ad, how strongly do you agree or disagree...

Q18. Based on the advertisement you just saw, which of the following characteristics best describe this destination?

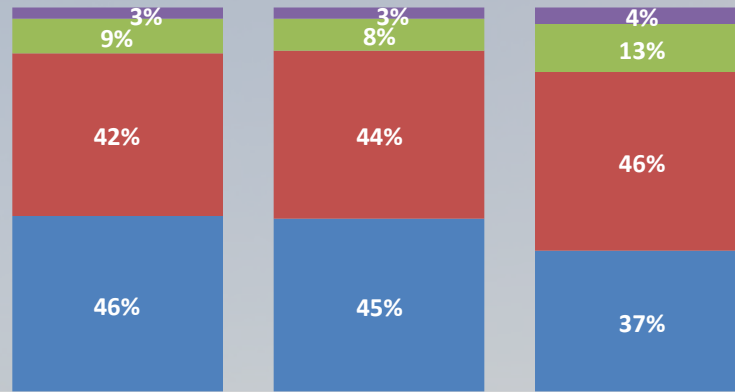
-Comparison-
Appeal of Banner Ads
(Total Respondents)



A

B

C



Banner Ad A

Banner Ad B

Banner Ad C

Very unappealing
 Somewhat unappealing
 Somewhat appealing
 Very appealing

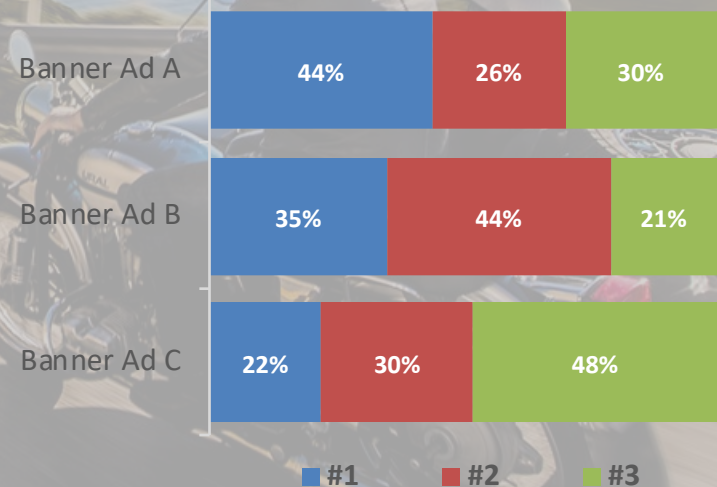
Strong Agreement

*(Total Responding; No opinion not included;
 % 9-10 on 10-Point Scale)*

	A	B	C
The visual description in this ad makes me interested in traveling to this destination.	46%	43%	38%
This ad makes me want to learn more about this location.	44	39	36
I enjoyed seeing this ad.	44	40	37
This ad is believable.	43	44	40
This destination is relevant to me.	42	42	39
This location is unique and different.	40	34	32
After seeing this ad, I am more likely to visit this destination.	39	37	34
The concepts conveyed by this ad are meaningful to me.	38	40	35
This ad provides information I did not know before.	38	32	31
This ad would convince me to visit the booking website for this travel destination.	36	34	32

Ranking by Preference

(Total Respondents; #1=Most Preferred)



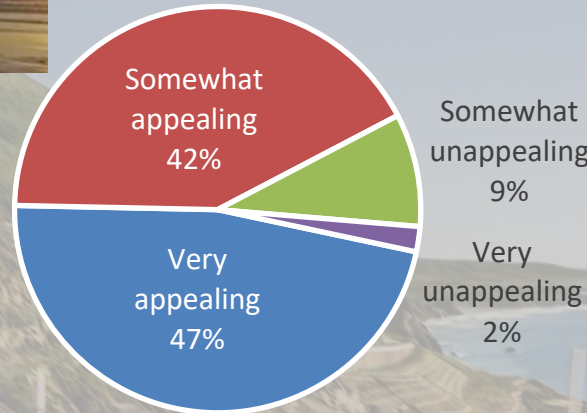
- Q15. After reviewing the ad, how much does this leisure travel destination appeal to you?
- Q17. After reviewing the ad, how strongly do you agree or disagree...
- Q19. Please rank the three ads that you reviewed with "1" identifying the one you prefer the most.

Video Ad A



Appeal of Ad

(Total Respondents)



Describe Destination

(Total Responding; % Selecting; Up to Five)

40%	Outdoors	23%	Inviting
38	Fun	22	Casual
31	Exciting	17	For someone like me
30	Family	16	Romantic
29	Calm	13	Unique
28	Natural	11	Engaging
27	Happy	7	Not for me
24	Friendly	6	Ordinary
23	Refreshing	5	Boring

Strong Agreement

(Total Responding; No opinion not included; % 9-10 on 10-Point Scale)

This ad is believable.	46%
The visual description in this ad makes me interested in traveling to this destination.	45
This destination is relevant to me.	45
I enjoyed seeing this ad.	44
The concepts conveyed by this ad are meaningful to me.	43
This ad makes me want to learn more about this location.	43
After seeing this ad, I am more likely to visit this destination.	42
This location is unique and different.	41
This ad provides information I did not know before.	40
This ad would convince me to visit the booking website for this travel destination.	40

Q15. After reviewing the ad, how much does this leisure travel destination appeal to you?

Q17. After reviewing the ad, how strongly do you agree or disagree...

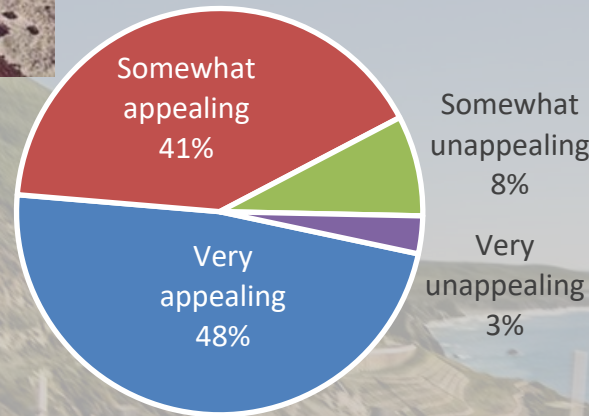
Q18. Based on the advertisement you just saw, which of the following characteristics best describe this destination?

Video Ad B



Appeal of Ad

(Total Respondents)



Describe Destination

(Total Responding; % Selecting; Up to Five)

46%	Outdoors	19%	Casual
42	Exciting	19	For someone like me
39	Fun	17	Family
29	Natural	17	Romantic
25	Calm	15	Engaging
24	Refreshing	15	Unique
23	Happy	6	Not for me
23	Inviting	5	Ordinary
22	Friendly	3	Boring

Strong Agreement

(Total Responding; No opinion not included; % 9-10 on 10-Point Scale)

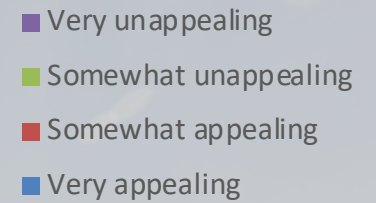
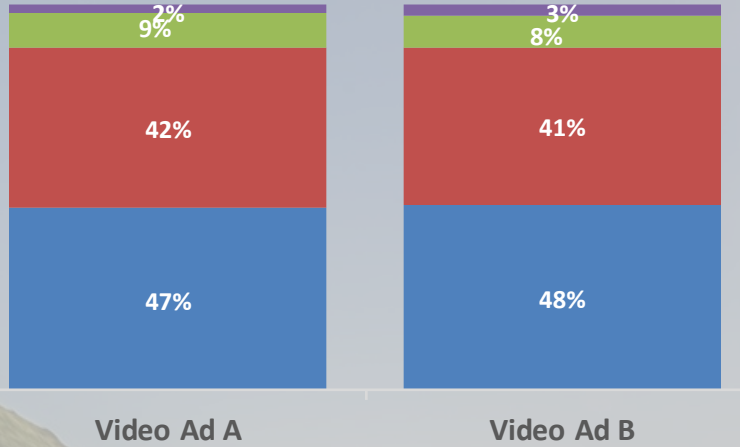
I enjoyed seeing this ad.	47%
The visual description in this ad makes me interested in traveling to this destination.	47
This ad is believable.	46
This destination is relevant to me.	45
The concepts conveyed by this ad are meaningful to me.	44
This ad makes me want to learn more about this location.	44
After seeing this ad, I am more likely to visit this destination.	43
This location is unique and different.	42
This ad would convince me to visit the booking website for this travel destination.	41
This ad provides information I did not know before.	41

Q15. After reviewing the ad, how much does this leisure travel destination appeal to you?

Q17. After reviewing the ad, how strongly do you agree or disagree...

Q18. Based on the advertisement you just saw, which of the following characteristics best describe this destination?

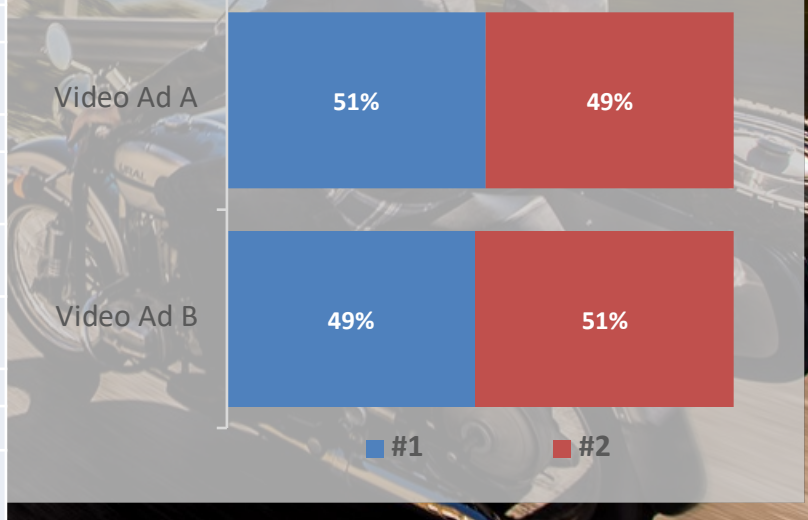
-Comparison-
Appeal of Video Ads
(Total Respondents)



Strong Agreement
*(Total Responding; No opinion not included;
 % 9-10 on 10-Point Scale)*

	A	B
This ad is believable.	46%	46%
This destination is relevant to me.	45	45
The visual description in this ad makes me interested in traveling to this destination.	45	47
I enjoyed seeing this ad.	44	47
This ad makes me want to learn more about this location.	43	44
The concepts conveyed by this ad are meaningful to me.	43	44
After seeing this ad, I am more likely to visit this destination.	42	43
This location is unique and different.	41	42
This ad provides information I did not know before.	40	41
This ad would convince me to visit the booking website for this travel destination.	40	41

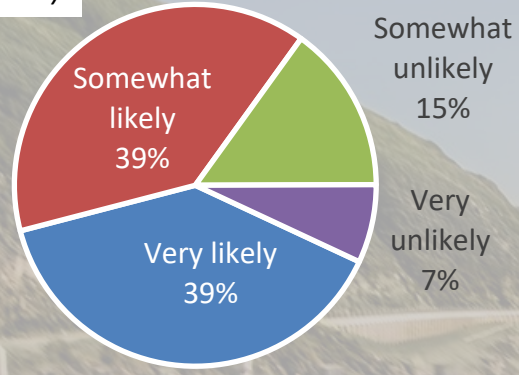
Ranking by Preference
(Total Respondents; #1=Most Preferred)



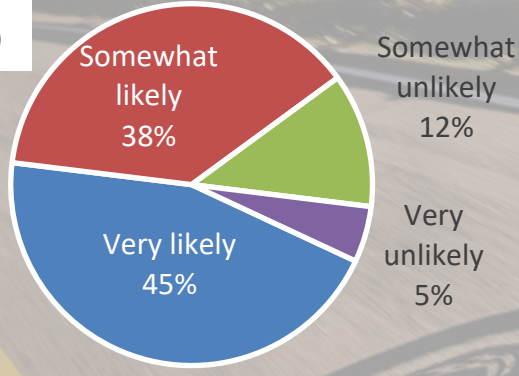
- Q15. After reviewing the ad, how much does this leisure travel destination appeal to you?
- Q17. After reviewing the ad, how strongly do you agree or disagree...
- Q20. Please rank the two video ads that you reviewed with "1" identifying the one you prefer the most.

**Likelihood To Visit in Next 24 Months
For Leisure or Vacation Purposes
(Total Respondents)**

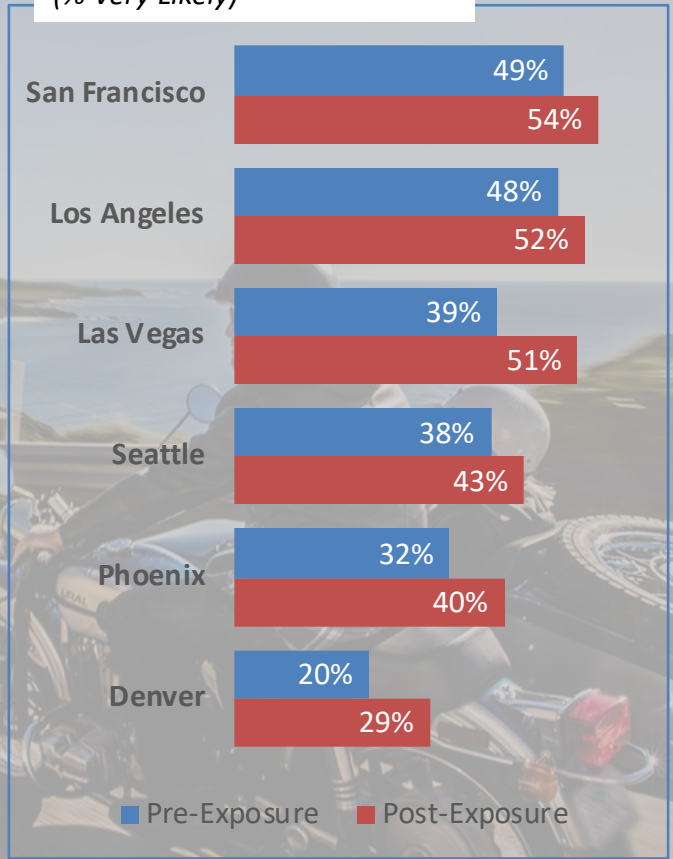
**Pre-Exposure
(Total Respondents)**



**Post-Exposure
(Total Respondents)**



**Pre/Post Likelihood by Region
(% Very Likely)**

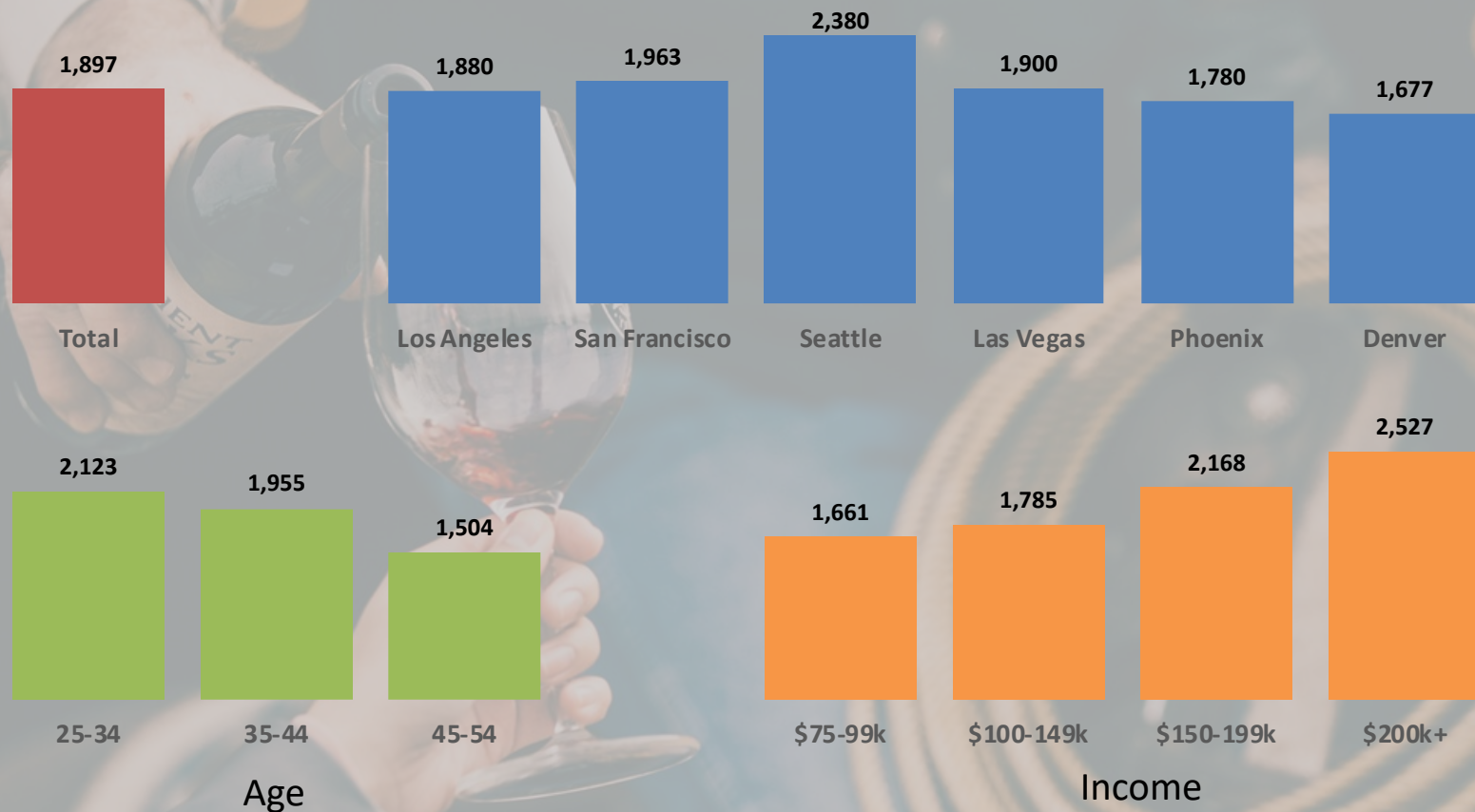


Q9. How likely would you be to consider visiting San Luis Obispo County in California in the next 24 months for leisure or vacation purposes?
 Q21. After seeing the advertisements, how likely would you be to consider visiting San Luis Obispo County in California for a trip or vacation in the next 24 months?

Leisure Travel Behavior & Preferences

Average (Mean) Spending per Person per Trip by Segment (\$)

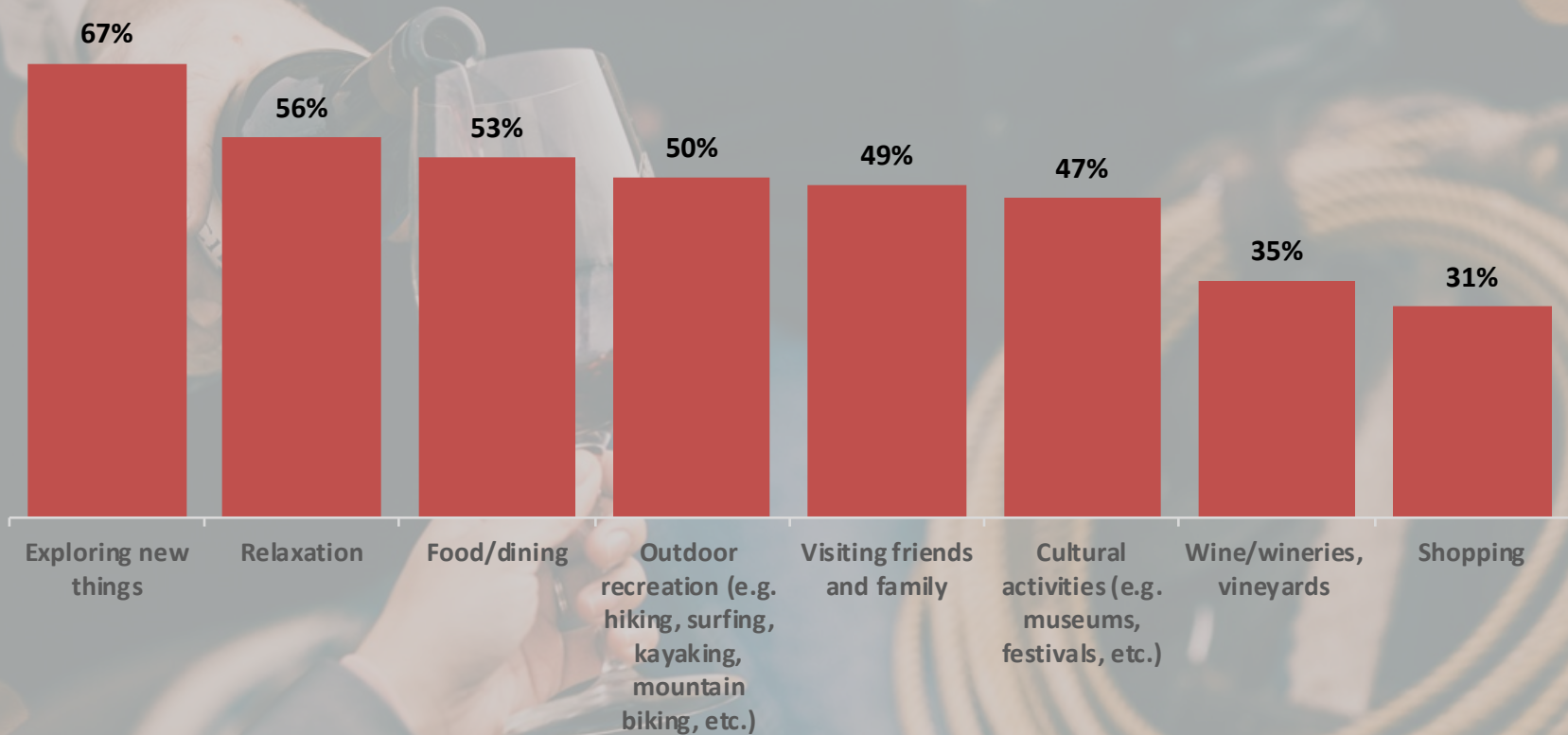
(Total Respondents)



Q23. On average, about how much do you typically spend per person when you take a leisure travel trip domestically (including all travel expenses like airfare, hotel, food, beverage, etc.)?

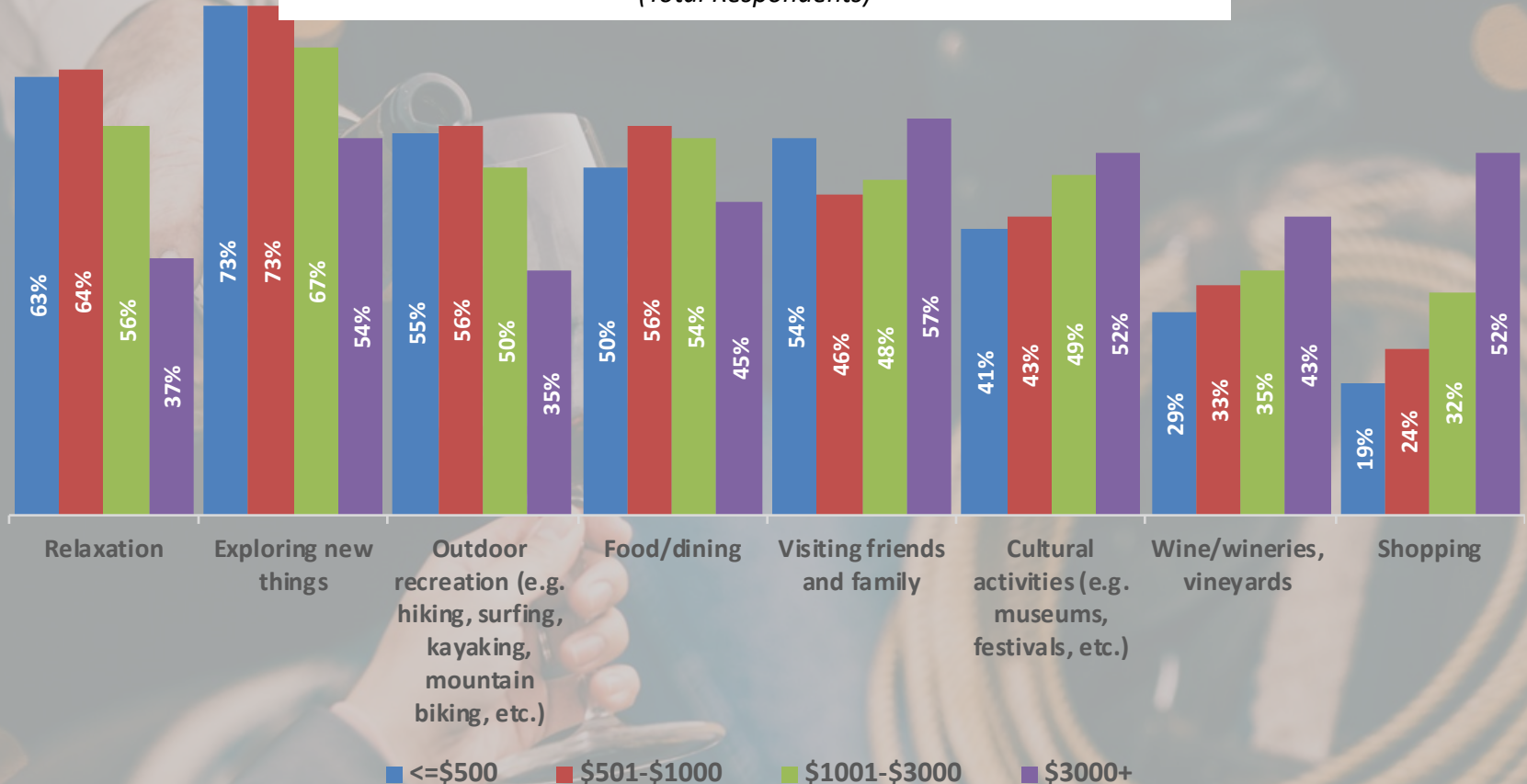
Important Activities when Traveling

(Total Respondents; Multiple Responses)



Q22. Which of the following are important to you when traveling domestically (in the US) for leisure?

Important Activities by Travel Spend per Person per Trip (Total Respondents)

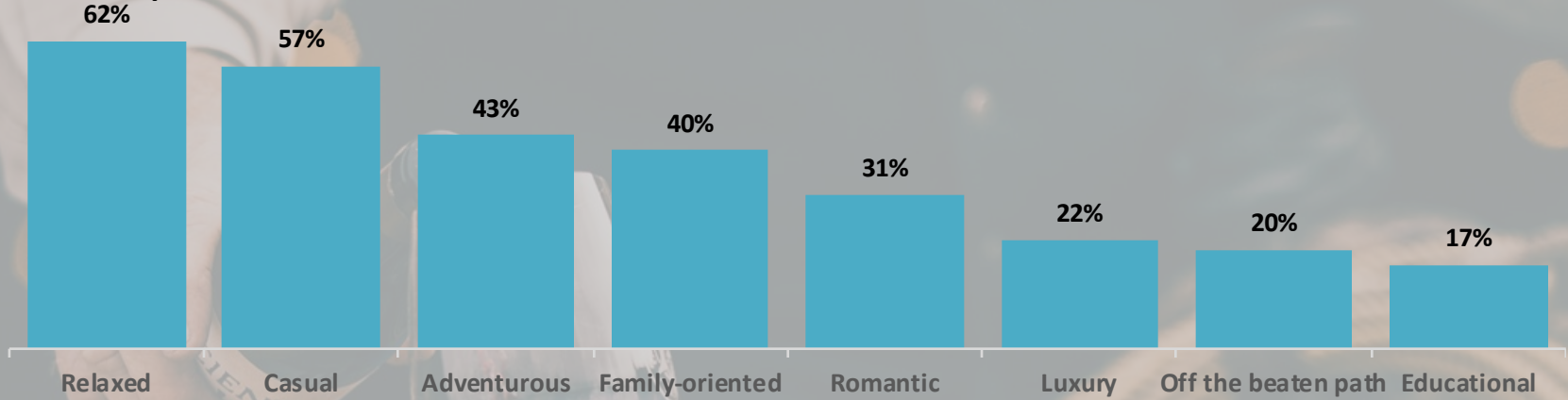


Q22. Which of the following are important to you when traveling domestically (in the US) for leisure?

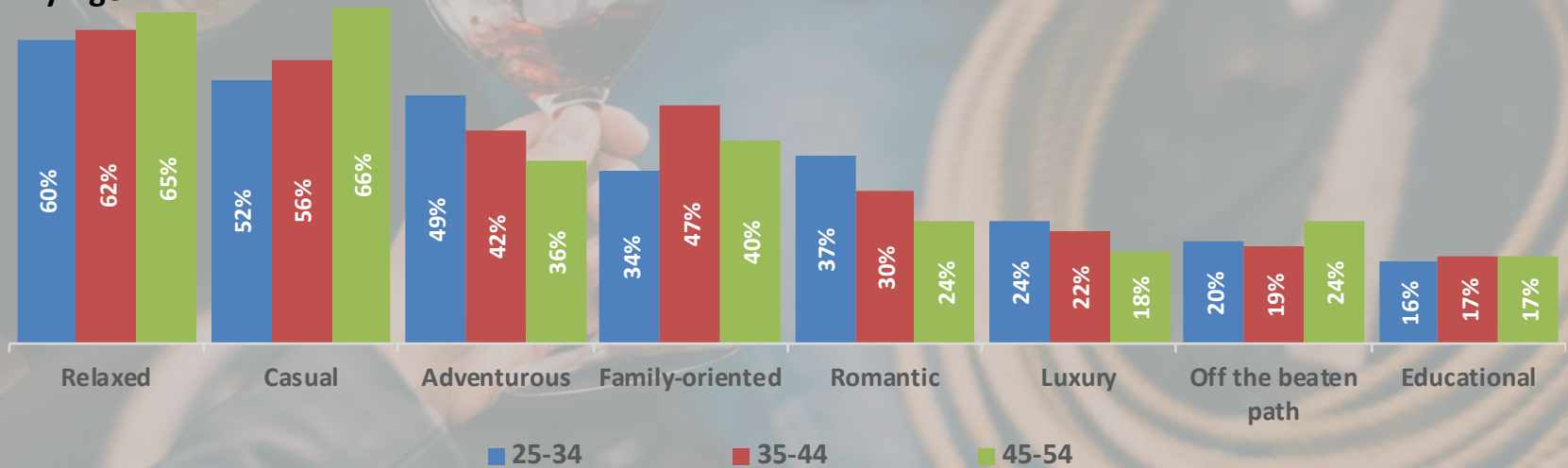
Style of Travel

(Total Respondents; Multiple Responses)

Total Respondents

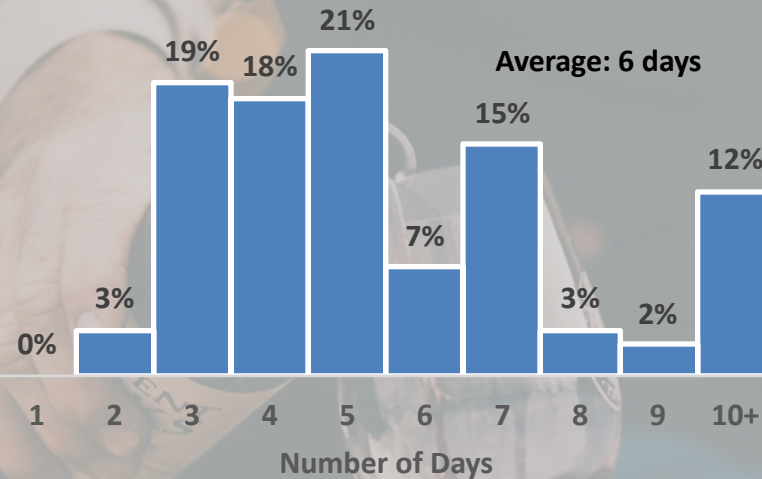


By Age

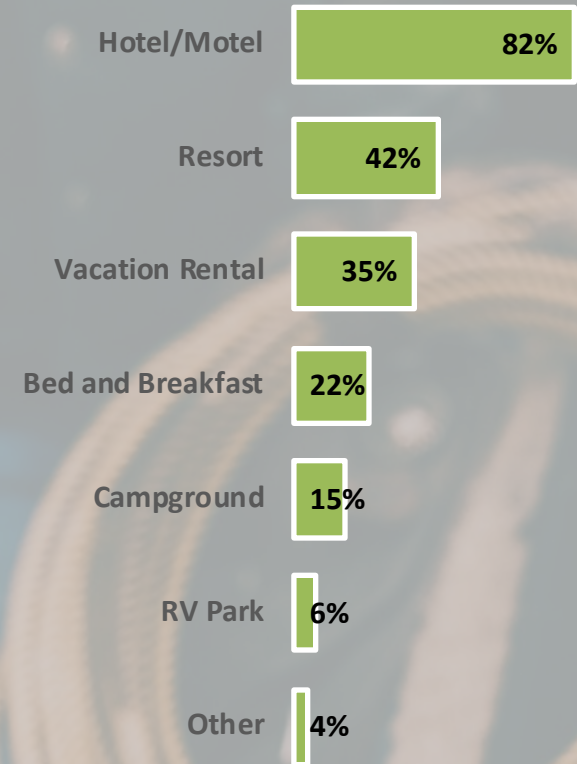


Q24. How would you describe your style when you travel in the US?

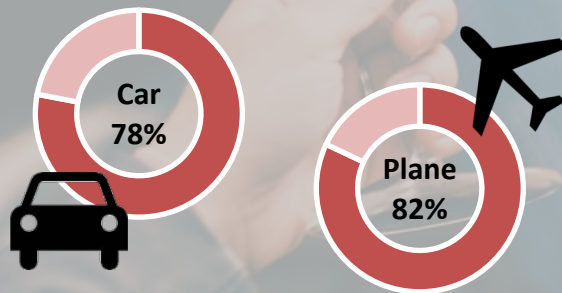
Number of Days - US Leisure Trips (Total Respondents)



Typical Type of Accommodation (Total Respondents; Multiple Responses)



Modes of Travel (Total Respondents; Multiple Responses)



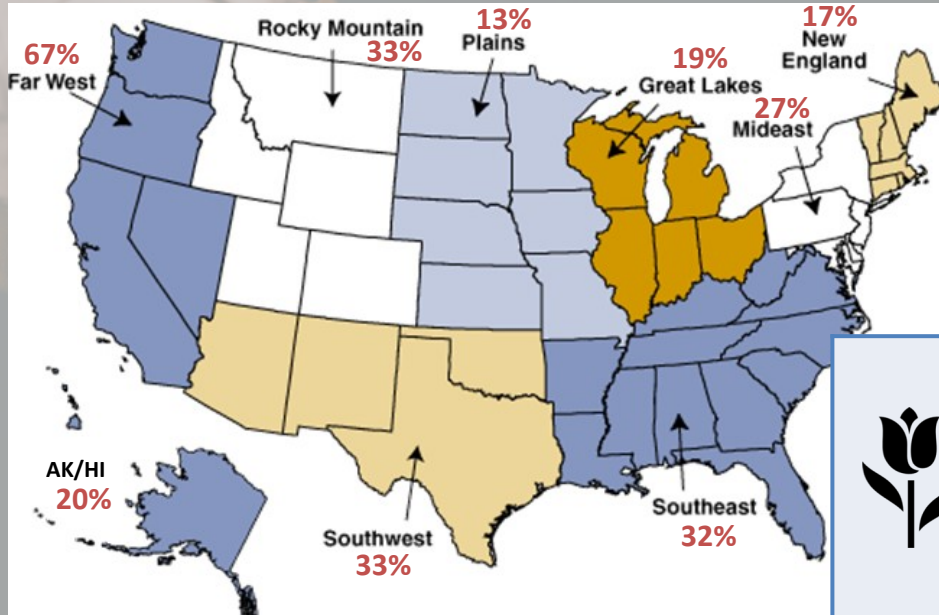
Q25. On average, about how long, in terms of days, are your US leisure travel trips?

Q26. When you travel domestically for leisure, which of the following modes of transportation do you take to get to the destination?

Q27. When you travel for leisure in the US, which of the following types of accommodation do you typically choose?

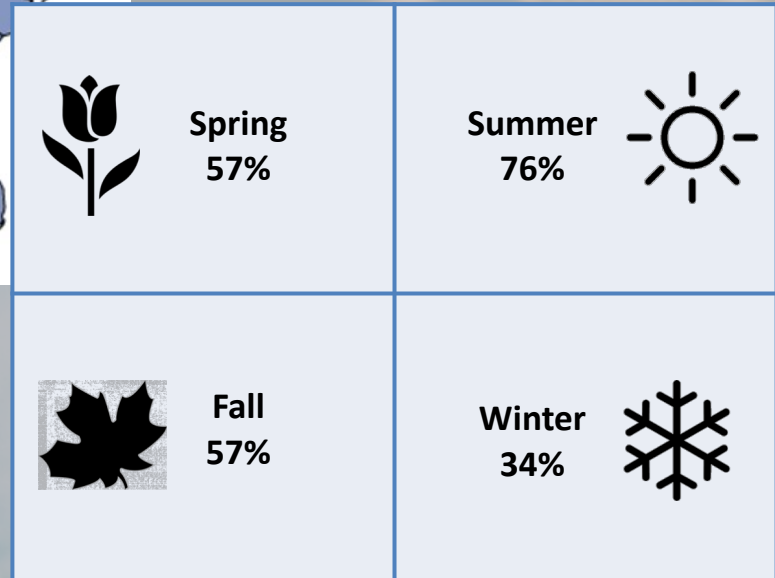
Destination of Leisure Travel Trips

(Total Respondents; Multiple Responses)



Time of Year for Leisure Travel

(Total Respondents; Multiple Responses)



Q28. In which of the following seasons do you typically take leisure travel trips to US locations?

Q29. Where in the US have you taken leisure/vacation travel trips in the past 24 months?



Demographics

Demographics

	Total	Los Angeles	San Francisco	Seattle	Las Vegas	Phoenix	Denver
	A	B	C	D	E	F	G
n=	1905	511	401	189	178	276	350
Age (Q2)							
25-34	37%	52% cDEG	46% G	41% G	42% G	--	31%
35-44	36	--	54 fG	59 FG	58 FG	47 G	35
45-54	27	48 G	--	--	--	53 G	34
Household income (Average) (\$000) (Q3)	132	134 E	133 E	135 E	124	132 e	132 e
# of overnight leisure trips taken in US past 12 months (Q4)							
0-1	18%	16%	24% BDEG	15%	15%	19%	18%
2	26	29 F	26	28 f	24	21	16
3+	56	55	50	57	61 C	60 C	56
# of overnight leisure trips plan to take in US in next 12 months (Q5)							
1	18%	15%	25% BDEG	16%	15%	15%	19%
2	27	32 CF	23	31 cF	29	23	27
3+	55	53	52	53	56	62 BCDG	54
Marital status (Q32)							
Married or partnered	81%	74%	78%	91% BCEF	78%	83% Bc	89% BCEF
Single never married	15	21 DFG	21 DFG	7	18 DFG	10	7
Divorced, separated, widowed	4	5 CD	1	2	4 C	7 CD	4Cd

Letters indicate statistically significantly higher than indicated cell; uppercase = 95% confidence, lower case = 90% confidence

Demographics

	Total	Los Angeles	San Francisco	Seattle	Las Vegas	Phoenix	Denver
n=	A 1905	B 511	C 401	D 189	E 178	F 276	G 350
Education (Q30)							
Grade school/Some high school	0%	0%	0%	0%	1% b	0%	1%
High school graduate	3	3	2	4	3	5 CG	2
Some college	10	10	8	9	12 c	13 C	13 bC
College graduate	47	49 f	48	45	51	43	44
Post graduate study, no degree	6	6 c	3	8 C	6	5	6 C
Post graduate degree	34	32	39 BE	34	27	34	34
Employment status (Q31)							
Employed full-time	83%	84%	85%	82%	81%	83%	82%
Employed part-time	8	9	9	8	7	8	8
Homemaker or stay-at-home parent	6	3	4	9 BC	9 BC	6 b	7 Bc
Student	1	1	0	1	1	0	0
Retired	1	1 c	0	0	1	2 Cd	1
Other	1	2	2	0	1	1	2
Travel with children (Q36)							
Travel with children	54%	48%	58% BG	67% BCEFG	53%	56% B	49%
Do not travel with children	46	52 CdEF	42 D	33	47 D	44 D	51 CD

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Demographics

	Total	Los Angeles	San Francisco	Seattle	Las Vegas	Phoenix	Denver
	A	B	C	D	E	F	G
n=	1905	511	401	189	178	276	350
Ethnicity (Q33)							
White or Caucasian	66%	56%	53%	69% BC	66% BC	78% BCDE	82% BCDE
African American or Black	2	3 G	2	2	4 G	3 g	1
Hispanic/Latino	9	13 CDFG	6	6	18	8	7
Native American	0	0	0	0	2 Bcd	0	1
Asian or Pacific Islander	18	22 EFG	34 BDEFG	17 FG	13 FG	6	6
Other	1	1	1	1	0	0	1
Refused	4	5 g	4	5	5 G	5 g	2
Sexual orientation (Q34)							
Heterosexual	92%	91%	94% de	89%	89%	91%	93%
LGBTQ	5	7 C	3	6	8 Cf	4	5
Refused	3	2	3	5 bg	3	5 bg	2
Number of people travel together (Q35)							
One	6%	7% de	7% e	4%	3%	4%	5%
Two	41	46 C	32	41 C	42 C	40 C	47 Cf
Three	17	17	18	18	16	15	15
Four	26	22	33 BG	28	27	27	22
Five or more	10	8	10	9	12 b	14 B	11

Letters indicate statistically significantly higher than indicated cell; uppercase = 95% confidence, lower case = 90% confidence