

Hotels Fieldwork Dates: 13th - 14th September 2018

Conducted by YouGov On behalf of YouGov Omnibus

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1213 adults. Fieldwork was undertaken between 13th - 14th September 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner

- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

YouGov		Ge	ender		Age			Reç	gion			R	lace		
What the world thinks	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school gradua
		Α	В	C	D	E	F	G	Н	1	J	К	L	М	N
cell_type. What kind of cell phone do you have? If you have more than one cell phone, then please think about the one you use most often.															
Unweighted base	1213	558	655	353	377	483	213	263	496	241	820	149	157	87	441
Base	1210	603	607	378	380	451	214	272	482	241	789	151	186	84	505
Smartphone (a mobile phone with a large selection of apps easily available to install, e.g. iPhone)	82%	81%	82%	89% E	83% E	75%	83%	79%	83%	82%	81%	86%	82%	77% *	75%
Standard mobile phone	11%	11%	10%	4%	9% C	18% C.D	10%	13%	10%	11%	12%	6%	10%	10% *	14% Q
Don't know	1%	1%	2%	2%	1%	1%	1%	1%	2%	0%	1%	1%	2%	1% *	2%
Not applicable - I don't have a cell phone	7%	7%	6%	5%	7%	7%	7%	7%	6%	7%	6%	7%	6%	11% *	10% O.P
SOH_q2_1. Thinking of hotels and the amenities they offer, would you prefer to use your cellphone to perform the following ctivities or do so yourself using traditional means? Please select ne option on each row Check in/out					1	1		1	1			1		1	
Unweighted base	1124	517	607	328	347	449	199	243	459	223	765	138	145	76	393
Base: US Adults with Cellphone	1116	557	560	350	350	417	197	251	445	224	733	139	171	74	449
I would prefer to be able to use my cellphone to do this	40%	39%	42%	53% E	45% E	26%	42%	40%	38%	41%	37%	42%	47% J	54% J*	36%
I would prefer to do this myself using traditional means	60%	61%	58%	47%	55%	74% C.D	58%	60%	62%	59%	63% L.M	58%	53%	46% *	64% O
SOH_q2_2. Thinking of hotels and the amenities they offer, would you prefer to use your cellphone to perform the following activities or do so yourseff using traditional means? Please select one option on each row Gain entry to my hotel room Unweighted bass	1124	517	607	328	347	449	199	243	459	223	765	138	145	76	393
Base: US Adults with Cellphone	1116	557	560	350	350	417	197	251	445	224	733	139	171	74	449
I would prefer to be able to use my cellphone to do this	29%	28%	29%	37% E	30% E	20%	28%	26%	28%	32%	26%	32%	33%	38% J*	26%
I would prefer to do this myself using traditional means	72%	72%	71%	63%	70%	80% C.D	72%	74%	72%	68%	74% M	68%	67%	62% *	74%
GOH_q2_3. Thinking of hotels and the amenities they offer, would you prefer to use your cellphone to perform the following activities or do so yourself using traditional means? Please select one option on each row Access hotel appliances and utilities (lights, AC, entertainment system)									1						
Unweighted base	1124	517	607	328	347	449	199	243	459	223	765	138	145	76	393
Base: US Adults with Cellphone	1116	557	560	350	350	417	197	251	445	224	733	139	171	74	449
I would prefer to be able to use my cellphone to do this	29%	30%	28%	42% D.E	31% E	17%	29%	27%	28%	32%	24%	36% J	42% J	31% *	30%
I would prefer to do this myself using traditional means	71%	70%	72%	58%	69% C	83% C.D	71%	73%	72%	68%	76% K.L	64%	58%	69% *	70%
GOH_q2_4. Thinking of hotels and the amenities they offer, would you prefer to use your cellphone to perform the following activities or do so yourself using traditional means? Please select one option on each row Request and order room service															
GOH_q2_4. Thinking of hotels and the amenities they offer, would you prefer to use your cellphone to perform the following activities or do so yourself using traditional means? Please select	1124	517	607	328	347	449	199	243	459	223	765	138	145	76	393

uGov he world thinks		Educa					malita	l Status			Simulen und	er the age of 18		Inc	21116
/hat the world thinks	Total	Some college, 2- year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k-
		0	Р	Q	R	S	т	U	V	W	X	Y	Z	AA	AB
type. What kind of cell phone do you have? If you have more n one cell phone, then please think about the one you use st often.															
Unweighted base	1213	412	234	126	582	17	134	46	359	75	330	883	430	349	265
Base	1210	381	208	116	570	17	127	43	381	73	330	880	447	343	25
Smartphone (a mobile phone with a large selection of apps easily available to install, e.g. iPhone)	82%	85%	87%	90%	81%	84%	75%	78%	86%	85%	87%	80%	79%	84%	909
available to ristair, e.g. if folicy		N	N	N		**			т	•	Y			AC	Z.AA
Standard mobile phone	11%	9%	9%	5%	12%	16%	15%	19%	7%	5%	7%	12%	13%	10%	6
					V	**	V.W	V.W*		•		x	AB		
Don't know	1%	1%	1%	-	1%	-	1%	-	2%	1%	1%	1%	1%	1%	19
						**		•		•					
Not applicable - I don't have a cell phone	7%	4%	4%	4%	7%	-	9%	2%	5%	8%	5%	7%	7%	5%	3
L						**		*		*			AB		
_q2_1. Thinking of hotels and the amenities they offer, d you prefer to use your cellphone to perform the following ities or do so yourself using traditional means? Please select option on each row Check in/out															
Unweighted base	1124	388	223	120	538	17	122	45	334	68	310	814	394	328	25
Base: US Adults with Cellphone	1116	359	198	111	525	17	114	42	353	66	309	807	410	321	24
I would prefer to be able to use my cellphone to do this	40%	44%	43%	40%	34%	53%	39%	33%	49%	45%	46%	38%	41%	45%	39
		N				**		•	R		Y		AC	AC	A
I would prefer to do this myself using traditional means	60%	56%	57%	60%	66%	47%	61%	67%	51%	55%	54%	62%	59%	55%	61
ities or do so yourself using traditional means? Please select															
rities or do so yourself using traditional means? Please select option on each row Gain entry to my hotel room Unweighted base	1124	388	223	120	538	17	122	45	334	68	310	814	394	328	
rities or do so yourself using traditional means? Please select option on each row Gain entry to my hotel room Unweighted base Base: US Adults with Celiphone	1116	359	198	111	525	17	114	42	353	66	309	807	410	321	24
rities or do so yourself using traditional means? Please select option on each row Gain entry to my hotel room Unweighted base						17 30%		42 31%	353 35%	66 28%					24 33
ities or do so yourself using traditional means? Please select option on each row Gain entry to my hotel room Unweighted base Base: US Adults with Cellphone I would prefer to be able to use my cellphone to do this	1116 29%	359 29%	198 31%	111 33%	525 24%	17 30% **	114 28%	42 31% *	353 35% R	66 28% *	309 32%	807 27%	410 29%	321 27%	24 33 A
ities or do so yourself using traditional means? Please select option on each row Gain entry to my hotel room Unweighted base Base: US Adults with Celiphone	1116	359	198	111	525 24% 76%	17 30%	114	42 31%	353 35%	66 28%	309	807	410	321	24 33 A
vities or do so yourself using traditional means? Please select option on each row Gain entry to my hotel room Unweighted base Base: US Adults with Cellphone I would prefer to be able to use my cellphone to do this I would prefer to do this myself using traditional means I would prefer to do this myself using traditional means I would prefer to do this myself using traditional means I would prefer to use your cellphone to perform the following vities or do so yourself using traditional means? Please select option on each row Access hotel appliances and utilities its, AC, entertainment system)	1116 29% 72%	359 29% 71%	198 31% 69%	111 33% 67%	525 24% 76% V	17 30% ** 70% **	114 28% 72%	42 31% • 69% •	353 35% R 65%	66 28% • 72% •	309 32% 68%	807 27% 73%	410 29% 71%	321 27% 73%	24 33 A 67
ities or do so yourself using traditional means? Please select option on each row Gain entry to my hotel room Unweighted base Base: US Adults with Cellphone I would prefer to be able to use my cellphone to do this I would prefer to do this myself using traditional means A_q2_3. Thinking of hotels and the amenities they offer, Id you prefer to use your cellphone to perform the following rities or do so yourself using traditional means? Please select option on each row Access hotel appliances and utilities its, AC, entertainment system)	1116 29% 72% 1124	359 29% 71% 388	198 31% 69% 223	111 33% 67% 120	525 24% 76% V	17 30% •• 70% ••	114 28% 72%	42 31% • 69% •	353 35% R 65% 334	66 28% • 72% •	309 32% 68% 310	807 27% 73% 814	410 29% 71%	321 27% 73% 328	24 33 Av 67
itties or do so yourself using traditional means? Please select option on each row Gain entry to my hotel room Unweighted base Base: US Adults with Celiphone I would prefer to be able to use my celiphone to do this I would prefer to do this myself using traditional means up of you prefer to use your celiphone to perform the following ittes or do so yourself using traditional means? Please select option on each row Access hotel appliances and utilities ts, AC, entertainment system) Unweighted base Base: US Adults with Celiphone	1116 29% 72% 1124 1116	359 29% 71% 388 359	198 31% 69% 223 198	111 33% 67% 120 111	525 24% 76% V	17 30% •• 70% •• 17	114 28% 72% 122 114	42 31% • 69% • 45 42	353 35% R 65% 334 353	66 28% • 72% • 88 66	309 32% 68% 310 309	807 27% 73% 814 807	410 29% 71% 394 410	321 27% 73% 328 321	24 333 A 67 25 24
itties or do so yourself using traditional means? Please select option on each row Gain entry to my hotel room Unweighted base Base: US Adults with Cellphone I would prefer to be able to use my cellphone to do this I would prefer to do this myself using traditional means Lq2_3. Thinking of hotels and the amenities they offer, Id you prefer to use your cellphone to perform the following tites or do so yourself using traditional means? Please select option on each row Access hotel appliances and utilities ts, AC, entertainment system) Unweighted base Base: US Adults with Cellphone I would prefer to be able to use my cellphone to do this	1116 29% 72% 1124 1116 29%	359 29% 71% 388 359 29%	198 31% 69% 223 198 27%	111 33% 67% 120 111 25%	525 24% 76% V 538 525 26%	17 30% 70% 17 17 22% 	114 28% 72% 122 114 23%	42 31% 69% 45 42 21%	353 35% R 65% 334 353 34% R.T	66 28% · 72% · 88 66 39% R.T*	309 32% 68% 310 309 35% Y	807 27% 73% 814 807 27%	410 29% 71% 394 410 33% AC	321 27% 73% 328 321 29% AC	24 33 A 67 24 24 24 24 24 25 A
itties or do so yourself using traditional means? Please select option on each row Gain entry to my hotel room Unweighted base Base: US Adults with Celiphone I would prefer to be able to use my celiphone to do this I would prefer to do this myself using traditional means I qq2_3. Thinking of hotels and the amenities they offer, Id you prefer to use your celiphone to perform the following rities or do so yourself using traditional means? Please select option on each row Access hotel appliances and utilities its, AC, entertainment system) Unweighted base Base: US Adults with Celiphone	1116 29% 72% 1124 1116	359 29% 71% 388 359	198 31% 69% 223 198	111 33% 67% 120 111	525 24% 76% V 538 525 26% 74%	17 30% 70% 17 17 17 22% 78%	114 28% 72% 122 114 23% 77%	42 31% 69% 45 42 21% 79%	353 35% R 65% 334 353 34%	66 28% · 72% ·	309 32% 68% 310 309 35%	807 27% 73% 814 807 27% 73%	410 29% 71% 304 410 33%	321 27% 73% 328 321 29%	24 33 A 67 25 24 29 A
Base: US Adults with Cellphone I would prefer to be able to use my cellphone to do this I would prefer to do this myself using traditional means H_q2_3. Thinking of hotels and the amenities they offer, Idd you prefer to use your cellphone to perform the following vities or do so yourself using traditional means? Please select roption on each row Access hotel appliances and utilities hts, AC, entertainment system) Unweighted base Base: US Adults with Cellphone I would prefer to be able to use my cellphone to do this	1116 29% 72% 1124 1116 29%	359 29% 71% 388 359 29%	198 31% 69% 223 198 27%	111 33% 67% 120 111 25%	525 24% 76% V 538 525 26%	17 30% 70% 17 17 22% 	114 28% 72% 122 114 23%	42 31% 69% 45 42 21%	353 35% R 65% 334 353 34% R.T	66 28% · 72% · 88 66 39% R.T*	309 32% 68% 310 309 35% Y	807 27% 73% 814 807 27%	410 29% 71% 394 410 33% AC	321 27% 73% 328 321 29% AC	225 24 33 4(677 225 24 29 A(71)

US_nat Sample: 13th - 14th September 2018

	Total	Prefer not to say AC 169 165
		AC
_type. What kind of cell phone do you have? If you have more		
n one cell phone, then please think about the one you use st often.		
Unweighted base	1213	169
Base	1210	165
Smartphone (a mobile phone with a large selection of apps easily available to install, e.g. iPhone)	82%	72%
Standard mobile phone	11%	13%
		AB
Don't know	1%	2%
Not applicable - I don't have a cell phone	7%	13%

GOH_q2_1. Thinking of hotels and the amenities they offer,

would you prefer to use your cellphone to perform the following activities or do so yourself using traditional means? Please select

one option on each row. - Check in/out

Unweighted base	1124	147
Base: US Adults with Cellphone	1116	140
I would prefer to be able to use my cellphone to do this	40%	28%
I would prefer to do this myself using traditional means	60%	72% Z.AA.AB

GOH_q2_2. Thinking of hotels and the amenities they offer, would you prefer to use your cellphone to perform the following activities or do so yourself using traditional means? Please select one option on each row. - Gain entry to my hotel room

Unweighted base	1124	147
Base: US Adults with Cellphone	1116	140
I would prefer to be able to use my cellphone to do this	29%	22%
I would prefer to do this myself using traditional means	72%	78%
		AB

GOH_q2_3. Thinking of hotels and the amenities they offer, would you prefer to use your cellphone to perform the following activities or do so yourself using traditional means? Please select one option on each row. - Access hotel appliances and utilities (lights, AC, entertainment system)

Unweighted base	1124	147
Base: US Adults with Cellphone	1116	140
I would prefer to be able to use my cellphone to do this	29%	16%
I would prefer to do this myself using traditional means	71%	84% Z.AA.AB

GOH_q2_4. Thinking of hotels and the amenities they offer, would you prefer to use your cellphone to perform the following activities or do so yourself using traditional means? Please select one option on each row. - Request and order room service

> Unweighted base 1124 147

Hotels

louGov'		Ge	ender		Age			Re	gion			R	ace		
What the world thinks	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school gradua
Base: US Adults with Cellphone	1116	557	560	350	350	417	197	251	445	224	733	139	171	74	449
I would prefer to be able to use my cellphone to do this	43%	41%	44%	60% D.E	45% E	26%	42%	44%	42%	44%	41%	47%	48%	44% *	40%
I would prefer to do this myself using traditional means	57%	59%	56%	40%	55% C	74% C.D	58%	56%	58%	56%	59%	53%	52%	56% *	60%
OH_q2_5. Thinking of hotels and the amenities they offer, ould you prefer to use your cellphone to perform the following tivities or do so yourself using traditional means? Please select ne option on each row Notify staff when the room will be noccupied for cleaning								1		1					
Unweighted base	1124	517	607	328	347	449	199	243	459	223	765	138	145	76	393
Base: US Adults with Cellphone	1116	557	560	350	350	417	197	251	445	224	733	139	171	74	449
I would prefer to be able to use my cellphone to do this	40%	36%	43% A	50% E	44% E	27%	41%	36%	39%	43%	37%	45%	42%	48% *	37%
I would prefer to do this myself using traditional means	60%	64% B	57%	50%	56%	73% C.D	59%	64%	61%	57%	63%	55%	58%	52% *	63%
DH_q2_6. Thinking of hotels and the amenities they offer, ould you prefer to use your cellphone to perform the following tivities or do so yourself using traditional means? Please select te option on each row Reach hotel staff for commendations and help															
Unweighted base	1124	517	607	328	347	449	199	243	459	223	765	138	145	76	393
Base: US Adults with Cellphone	1116	557	560	350	350	417	197	251	445	224	733	139	171	74	449
I would prefer to be able to use my cellphone to do this	38%	38%	39%	51% D.E	38% E	27%	42%	36%	39%	37%	36%	48% J	40%	38%	38%
I would prefer to do this myself using traditional means	62%	62%	61%	49%	62% C	73% C.D	59%	64%	61%	63%	64% K	52%	60%	62% *	62%
DH_q2_7. Thinking of hotels and the amenities they offer, ould you prefer to use your cellphone to perform the following tivities or do so yourself using traditional means? Please select te option on each row Book a hotel restaurant reservation															
Unweighted base	1124	517	607	328	347	449	199	243	459	223	765	138	145	76	393
Base: US Adults with Cellphone	1116	557	560	350	350	417	197	251	445	224	733	139	171	74	449
I would prefer to be able to use my cellphone to do this	58%	57%	59%	71% D.E	63% E	43%	56%	59%	60%	54%	55%	67% J	62%	65% *	54%
I would prefer to do this myself using traditional means	42%	43%	41%	29%	37% C	57% C.D	44%	41%	40%	46%	45% K	33%	38%	35%	46% O
H_q2_8. Thinking of hotels and the amenities they offer, uld you prefer to use your cellphone to perform the following ivities or do so yourself using traditional means? Please select e option on each row Access a map of the hotel/surrounding								1	1	1		1	1	1	
ea Unweighted base	1124	517	607	328	347	449	199	243	459	223	765	138	145	76	393
Base: US Adults with Cellphone	1124	557	560	320	347	449	199	243	409	223	783	139	171	76	449
I would prefer to be able to use my cellphone to do this	63%	62%	65%	72% E	70% E	51%	64%	62%	64%	64%	62%	67%	63%	70%	59%
				L .	L .										

Hotels

ouGov		Educat	tion				Marita	I Status			Children und	er the age of 18		Inco	ome
/hat the world thinks	Total	Some college, 2- year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
Base: US Adults with Cellphone	1116	359	198	111	525	17	114	42	353	66	309	807	410	321	245
I would prefer to be able to use my cellphone to do this	43%	47%	42%	41%	38%	46% **	38%	35% *	52% R.T.U	46% *	55% Y	38%	47% AC	45% AC	40%
I would prefer to do this myself using traditional means	57%	53%	58%	59%	62% V	55% **	62% V	65% V*	48%	54% *	45%	62% X	53%	55%	60%
H_q2_5. Thinking of hotels and the amenities they offer, uld you prefer to use your cellphone to perform the following vities or do so yourself using traditional means? Please select option on each row Notify staff when the room will be occupied for cleaning														·	
Unweighted base	1124	388	223	120	538	17	122	45	334	68	310	814	394	328	255
Base: US Adults with Cellphone	1116	359	198	111	525	17	114	42	353	66	309	807	410	321	245
I would prefer to be able to use my cellphone to do this	40%	41%	40%	43%	36%	39% **	40%	36% *	43% R	54% R*	47% Y	37%	43% AC	38%	39%
I would prefer to do this myself using traditional means	60%	59%	60%	57%	64%	61%	60%	64%	57%	46%	53%	63%	57%	62%	61%
					V.W	**				•		x			
Id you prefer to use your cellphone to perform the following vities or do so yourself using traditional means? Please select option on each row Reach hotel staff for mmendations and help							100								
Unweighted base	1124	388	223	120	538	17	122	45	334	68	310	814	394	328	255
Base: US Adults with Cellphone	1116	359	198	111	525	17	114	42	353	66	309	807	410	321	245
I would prefer to be able to use my cellphone to do this	38%	37%	39%	40%	33%	46% **	34%	38%	46% R.T	46% R*	40%	38%	40%	39%	37%
I would prefer to do this myself using traditional means	62%	63%	61%	60%	67% V.W	54% **	66% V	62% *	54%	54% *	60%	62%	60%	61%	63%
H_q2_7. Thinking of hotels and the amenities they offer, Ild you prefer to use your cellphone to perform the following vities or do so yourself using traditional means? Please select option on each row Book a hotel restaurant reservation															
Unweighted base	1124	388	223	120	538	17	122	45	334	68	310	814	394	328	255
Base: US Adults with Cellphone	1116	359	198	111	525	17	114	42	353	66	309	807	410	321	245
I would prefer to be able to use my cellphone to do this	58%	61% N	61%	60%	53%	73% **	57%	46% *	65% R.U	67% R.U*	66% Y	55%	59% AC	61% AC	59% AC
I would prefer to do this myself using traditional means	42%	39%	39%	40%	47% V.W	27% **	43%	54% V.W*	35%	33% *	34%	45% X	41%	39%	42%
H_q2_8. Thinking of hotels and the amenities they offer, ald you prefer to use your cellphone to perform the following vities or do so yourself using traditional means? Please select to ption on each row Access a map of the hotel/surrounding							1							<u> </u>	
	1124	388	223	120	538	17	122	45	334	68	310	814	394	328	255
		000			525	17	114	40	353	66	309	807	410	320	235
Unweighted base	1116	359	198	111							000				- +0
Unweighted base Base: US Adults with Cellphone	1116 63%	359 66%	198 64%	111 73%			61%	52%	66%	78%	69%	61%	64%		65%
Unweighted base	1116 63%	66%	198 64%	73%	60%	77%	61%	52% *	66%	78% R.T.U*	69% Y	61%	64% AC	65%	65% AC
Unweighted base Base: US Adults with Cellphone						77%	61%		66%	78% R.T.U* 22%	69% Y 31%	61%	64% AC 36%		65% AC 35%

Hotels

US_nat Sample: 13th - 14th September 2018

What the world thinks		
what the world tilling	Total	Prefer not to say
Base: US Adults with Cellphone	1116	140
I would prefer to be able to use my cellphone to do this	43%	30%
I would prefer to do this myself using traditional means	57%	70%
		Z.AA
one option on each row Notify staff when the room will be noccupied for cleaning	1124	147
Unweighted base	1124	147
Base: US Adults with Cellphone	1116	140
I would prefer to be able to use my cellphone to do this	40%	33%
I would prefer to do this myself using traditional means	60%	67%
		z
GOH_q2_6. Thinking of hotels and the amenities they offer, would you prefer to use your cellphone to perform the following ctivities or do so yourself using traditional means? Please select one option on each row Reach hotel staff for ecommendations and help		
Unweighted base	1124	147
Base: US Adults with Cellphone	1116	140
I would prefer to be able to use my cellphone to do this	38%	34%
I would prefer to do this myself using traditional means	62%	66%

GOH_q2_7. Thinking of hotels and the amenities they offer, would you prefer to use your cellphone to perform the following activities or do so yourself using traditional means? Please select one option on each row. - Book a hotel restaurant reservation

Unweighted base	1124	147
Base: US Adults with Cellphone	1116	140
I would prefer to be able to use my cellphone to do this	58%	47%
I would prefer to do this myself using traditional means	42%	53%
		Z.AA.AB

GOH_q2_8. Thinking of hotels and the amenities they offer, would you prefer to use your cellphone to perform the following

activities or do so yourself using traditional means? Please select one option on each row. - Access a map of the hotel/surrounding area

Unweighted base	1124	147
Base: US Adults with Cellphone	1116	140
I would prefer to be able to use my cellphone to do this	63%	53%
I would prefer to do this myself using traditional means	37%	47%
		Z.AA.AB

YouGov		Ge	ender		Age			Reç	gion			R	lace		
What the world thinks															No HS, High
	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	school graduate
GOH_q2_9. Thinking of hotels and the amenities they offer, would you prefer to use your cellphone to perform the following															
activities or do so yourself using traditional means? Please select one option on each row Monitor and pay for purchases around the hotel (e.g., drinks at the bar)															
Unweighted base	1124	517	607	328	347	449	199	243	459	223	765	138	145	76	393
Base: US Adults with Cellphone	1116	557	560	350	350	417	197	251	445	224	733	139	171	74	449
I would prefer to be able to use my cellphone to do this	38%	37%	38%	54%	41%	21%	35%	35%	39%	42%	35%	46%	41%	44%	33%
				D.E	E							J			
I would prefer to do this myself using traditional means	62%	63%	62%	46%	59%	79%	65%	65%	61%	58%	65%	54%	59%	56%	67%
					с	C.D					к			*	0
GOH_q2_10. Thinking of hotels and the amenities they offer,			1					1	1	1				1	
would you prefer to use your cellphone to perform the following															
activities or do so yourself using traditional means? Please select one option on each row Book tours/cruises/activities affiliated															
with the hotel															
Unweighted base	1124	517	607	328	347	449	199	243	459	223	765	138	145	76	393
Base: US Adults with Cellphone	1116	557	560	350	350	417	197	251	445	224	733	139	171	74	449
I would prefer to be able to use my cellphone to do this	48%	48%	48%	64%	51%	32%	47%	45%	49%	48%	43%	62%	50%	59%	45%
				D.E	E							J		J*	
I would prefer to do this myself using traditional means	52%	52%	52%	36%	49%	68%	53%	55%	51%	52%	57%	38%	51%	41%	55%
					с	C.D					K.M			•	0
GOH_q3_1. Thinking of the next time you book a hotel, to what															
extent, if at all, would you be interested in the following being															
provided, for an additional charge? Please select one option on each row Flexible check-in/check-out times (e.g., 24-hour check-															
in)															
Unweighted base	1213	558	655	353	377	483	213	263	496	241	820	149	157	87	441
Base: All US Adults	1210	603	607	378	380	451	214	272	482	241	789	151	186	84	505
Very interested	41%	38%	44%	50%	42%	32%	41%	38%	42%	42%	38%	51%	49%	37%	38%
				D.E	E							J	J	*	
Somewhat interested	33%	34%	31%	29%	37%	33%	32%	36%	31%	33%	36%	23%	26%	35%	30%
					С						K.L			*	
Not very interested	10%	11%	10%	10%	8%	12%	8%	10%	10%	14%	10%	11%	12%	6%	11%
														•	
Not interested at all	16%	17%	15%	11%	12%	23%	19%	16%	17%	12%	16%	15%	12%	22%	21%
						C.D								*	O.P.Q
Net: Interested	74%	73%	75%	79%	79%	65%	74%	74%	74%	74%	74%	74%	75%	72%	68%
				E	E									•	
GOH_q3_2. Thinking of the next time you book a hotel, to what															
extent, if at all, would you be interested in the following being provided, for an additional charge? Please select one option on															
each row Pillow/bed upgrades (e.g., memory foam pillows)															
Unweighted base	1213	558	655	353	377	483	213	263	496	241	820	149	157	87	441
Base: All US Adults	1210	603	607	378	380	451	214	272	482	241	789	151	186	84	505
Very interested	25%	24%	26%	32%	29%	17%	23%	20%	27%	29%	22%	33%	34%	23%	24%
				E	E				G	G		J	J	•	
Somewhat interested	32%	30%	34%	33%	37%	26%	29%	36%	33%	25%	31%	31%	33%	37%	30%
				E	E		1	1	1					•	1
Not very interested	20%	20%	19%	18%	15%	24%	22%	20%	18%	20%	22%	14%	15%	18%	20%
						D					к			•	
Not interested at all	24%	26%	21%	16%	20%	33%	26%	25%	21%	25%	25%	23%	18%	23%	26%
		-		-			-				-				-

YouGov		Educat	tion				Marita	l Status			Children und	er the age of 18		Inco	me
What the world thinks	Total	Some college, 2- year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
GOH_q2_9. Thinking of hotels and the amenities they offer, would you prefer to use your cellphone to perform the following activities or do so yourself using traditional means? Please select one option on each row Monitor and pay for purchases around the hotel (e.g., drinks at the bar)															
Unweighted base	1124	388	223	120	538	17	122	45	334	68	310	814	394	328	255
Base: US Adults with Cellphone	1116	359	198	111	525	17	114	42	353	66	309	807	410	321	245
I would prefer to be able to use my cellphone to do this	38%	42%	38%	41%	31%	50%	38%	35%	46%	45%	47%	34%	39%	41%	36%
		N				**		*	R	R*	Y		AC	AC	
I would prefer to do this myself using traditional means	62%	58%	62%	59%	69% V.W	50% **	62%	65% *	54%	55% *	53%	66% X	61%	59%	64%
GOH_q2_10. Thinking of hotels and the amenities they offer, would you prefer to use your cellphone to perform the following activities or do so yourself using traditional means? Please select one option on each row Book tours/cruises/activities affiliated with the hotel															
Unweighted base	1124	388	223	120	538	17	122	45	334	68	310	814	394	328	255
Base: US Adults with Cellphone	1116	359	198	111	525	17	114	42	353	66	309	807	410	321	245
I would prefer to be able to use my cellphone to do this	48%	52%	47%	47%	43%	61%	46%	38%	54%	60%	57%	44%	50%	52%	44%
		N				**		•	R	R.U*	Y		AC	AC	
I would prefer to do this myself using traditional means	52%	48%	53%	53%	57% V.W	39% **	54%	62% W*	46%	40% *	43%	56% X	50%	48%	56%
provided, for an additional charge? Please select one option on each row Flexible check-in/check-out times (e.g., 24-hour check- in)															
Unweighted base	1213	412	234	126	582	17	134	46	359	75	330	883	430	349	265
Base: All US Adults	1210	381	208	116	570	17	127	43	381 46%	73	330	880	447	343	255
Very interested	41%	44%	41%	44%	37%	38%	41%	42% *	46% R	46% *	50% Y	38%	41%	42%	44%
Somewhat interested	33%	33%	38% N	35%	34%	17% **	29%	32% *	33%	37% *	32%	33%	31%	32%	39% Z
Not very interested	10%	9%	10%	10%	12%	28% **	9%	11% *	8%	8% *	9%	11%	12% AB	10%	7%
Not interested at all	16%	14%	11%	11%	18% W	18% **	20% W	15%	13%	8% *	9%	19% X	16% AB	15%	10%
Net: Interested	74%	77%	79%	79%	71%	55%	70%	74%	79%	84%	82%	71%	71%	75%	83%
		N	N	N		**			R	R.T*	Y			AC	Z.AA.AC
GOH_q3_2. Thinking of the next time you book a hotel, to what extent, if at all, would you be interested in the following being provided, for an additional charge? Please select one option on each row Pillow/bed upgrades (e.g., memory foam pillows)															
Unweighted base	1213	412	234	126	582	17	134	46	359	75	330	883	430	349	265
Base: All US Adults	1210	381	208	116	570	17	127	43	381	73	330	880	447	343	255
Very interested	25%	29%	22%	25%	23%	32%	17%	36% T*	28% T	31% T*	32% Y	23%	27%	24%	26%
Somewhat interested	32%	34%	32%	32%	33%	33% **	33%	22% *	30%	35% *	35%	31%	33%	30%	35%
Not very interested	20%	16%	26% O.Q	16%	19%	12% **	22%	20% *	21%	15% *	17%	20%	19%	21%	19%
Not interested at all	24%	21%	19%	27%	25%	23%	28%	22%	20%	19%	16%	26%	22%	25%	20%





GOH_q2_9. Thinking of hotels and the amenities they offer, would you prefer to use your cellphone to perform the following activities or do so yourself using traditional means? Please select one option on each row. - Monitor and pay for purchases around the hotel (e.g., drinks at the bar)

Unweighted base	1124	147
Base: US Adults with Cellphone	1116	140
I would prefer to be able to use my cellphone to do this	38%	29%
I would prefer to do this myself using traditional means	62%	71%
		Z.AA

GOH_q2_10. Thinking of hotels and the amenities they offer, would you prefer to use your cellphone to perform the following activities or do so yourself using traditional means? Please select one option on each row. - Book tours/cruises/activities affiliated with the hotel

Unweighted base	1124	147
Base: US Adults with Cellphone	1116	140
I would prefer to be able to use my cellphone to do this	48%	37%
I would prefer to do this myself using traditional means	52%	63% Z.AA

GOH_q3_1. Thinking of the next time you book a hotel, to what extent, if at all, would you be interested in the following being provided, for an additional charge? Please select one option on each row. - Flexible check-in/check-out times (e.g., 24-hour checkin)

Unweighted base	1213	169
Base: All US Adults	1210	165
Very interested	41%	35%
Somewhat interested	33%	31%
Not very interested	10%	9%
Not interested at all	16%	25%
		Z.AA.AB
Net: Interested	74%	66%

GOH_q3_2. Thinking of the next time you book a hotel, to what extent, if at all, would you be interested in the following being provided, for an additional charge? Please select one option on

each row. - Pillow/bed upgrades (e.g., memory foam pillows)

Unweighted base	1213	169
Base: All US Adults	1210	165
Very interested	25%	20%
Somewhat interested	32%	27%
Not very interested	20%	20%
Not interested at all	24%	32%

YouGov		Ge	nder		Age			Reg	gion			R	ace		
What the world thinks															No HS, High
	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	school graduate
		В				C.D								•	
Net: Interested	57%	54%	60%	65%	65%	43%	53%	56%	61%	54%	53%	63%	68%	59%	53%
			A	E	E				F			J	J	•	
GOH_q3_3. Thinking of the next time you book a hotel, to what extent, if at all, would you be interested in the following being provided, for an additional charge? Please select one option on each row Borrow books from hotel library															
Unweighted base	1213	558	655	353	377	483	213	263	496	241	820	149	157	87	441
Base: All US Adults	1210	603	607	378	380	451	214	272	482	241	789	151	186	84	505
Very interested	13%	13%	14%	24%	13%	5%	14%	10%	13%	17%	12%	17%	17%	10%	14%
				D.E	E					G				*	
Somewhat interested	21%	21%	21%	25%	21%	17%	20%	19%	23%	20%	18%	29%	23%	28%	18%
				E								J		J*	
Not very interested	25%	23%	28%	24%	24%	28%	25%	27%	24%	26%	26%	18%	29% K	27%	23%
Not interested at all	40%	44%	37%	27%	42%	50%	41%	44%	40%	37%	44%	36%	31%	35%	45%
		В			C	C.D					L			*	O.P
Net: Interested	34%	34%	35%	ar	34%	22%	34%	29%	36%	37%	31%	45%	40%	38%	32%
				D.E	Е							J	J		
extent, if at all, would you be interested in the following being provided, for an additional charge? Please select one option on each row Rain showers (i.e., showerhead is on the ceiling of the shower and "rains" straight down on you) Unweighted base	1213	558	655	353	377	483	213	263	496	241	820	149	157	87	441
Base: All US Adults	1213	603	607	353	377 380	483	213 214	263	496	241	789	149	157	87	505
Very interested	23%	25%	21%	378	24%	13%	214	16%	24%	29%	19%	35%	31%	17%	24%
ver y miterested	23%	23%	2170	55% D.E	24% E	13%	21%	10%	24% G	29% G	1976	J.M	J.M	*	24%
Somewhat interested	30%	29%	31%	29%	34%	27%	26%	37%	29%	26%	28%	26%	37%	40%	26%
Somewhat milerested	3076	2376	5176	2370	54% E	21 76	20%	57% F.H.I	2376	2078	2076	2076	J	40%	2076
Not very interested	22%	21%	23%	19%	20%	26%	24%	24%	20%	21%	25%	13%	16%	22%	22%
						C.D					K.L				
Not interested at all	26%	25%	26%	19%	22%	34% C.D	29%	23%	26%	24%	28% L	26%	16%	22%	27%
Net: Interested	53%	53%	52%	62%	59%	39%	47%	53%	54%	54%	47%	61%	68%	57%	50%
				E	E							J	J	*	
GOH_q3_5. Thinking of the next time you book a hotel, to what extent, if at all, would you be interested in the following being provided, for an additional charge? Please select one option on each row Pet concierge (i.e., dog walkers)			1					1							
Unweighted base	1213	558	655	353	377	483	213	263	496	241	820	149	157	87	441
Base: All US Adults	1210	603	607	378	380	451	214	272	482	241	789	151	186	84	505
Very interested	11%	10%	13%	18% D.E	10%	7%	13%	8%	13%	10%	9%	13%	21% J.M	10% *	13% P
Somewhat interested	16%	16%	17%	19% E	20% E	11%	17%	16%	17%	14%	14%	16%	25% J	18% *	15%
Not very interested	20%	18%	21%	23%	17%	20%	18%	21%	18%	24%	21%	18%	14%	23% *	22%
Not interested at all	53%	56% B	49%	41%	53% C	62% C.D	51%	55%	53%	52%	56% L	54% L	41%	50% *	50%
Net: Interested	28%	25%	30%	37%	30%	18%	31%	25%	29%	24%	23%	29%	46%	27%	28%
			1					1	1	1		1	1	1	

Hotels

		Educat						l Status			2	er the age of 18		Inco	#
What the world thinks	Total	Some college, 2- year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
Net: Interested	57%	63%	55%	57%	56%	** 65%	50%	* 58%	58%	* 66%	67%	X 53%	60%	55%	61%
		N.P				**		•		T*	Y		AC		AC
H_q3_3. Thinking of the next time you book a hotel, to what ent, if at all, would you be interested in the following being wided, for an additional charge? Please select one option on h row Borrow books from hotel library															
Unweighted base	1213	412	234	126	582	17	134	46	359	75	330	883	430	349	265
Base: All US Adults	1210	381	208	116	570	17	127	43	381	73	330	880	447	343	255
Very interested	13%	15%	11%	11%	12%	11%	9%	7%	18%	16%	19%	11%	15%	14%	12%
						**		•	R.T	•	Y				
Somewhat interested	21%	23%	24%	20%	19%	32%	19%	25%	23%	20%	23%	20%	24%	18%	22%
						**		*		•			AC		
Not very interested	25%	25%	31% N	23%	25%	35%	31%	27%	25%	19% *	24%	26%	26%	25%	28%
Not interested at all	40%	37%	34%	46%	44%	22%	42%	41%	35%	46%	34%	43%	35%	43%	38%
				Р	V	**		*		•		х		z	
Net: Interested	34%	38%	35%	30%	31%	43%	28%	33%	41%	36%	42%	31%	39%	32%	34%
						**		*	R.T	•	Y		AA.AC		AC
ower and "rains" straight down on you) Unweighted base	1213	412	234	126	582	17	134	46	359	75	330	883	430	349	26
Base: All US Adults	1210	381	208	116	570	17	127	43	381	73	330	880	447	343	255
Very interested	23%	24%	22%	16%	21%	18%	15%	15%	28%	34%	30%	20%	000/	24%	219
						**		*	R.T	R.T.U*	Y	2070	26% AC	AC	2.7
Somewhat interested	30%	31%	32%	36% N	31%	** 31% **	23%		R.T 28%			29%			35%
Somewhat interested Not very interested	30% 22%	31%	32% 24%		31% 21% W	31%	23% 31% R.V.W	•		R.T.U*	Y		AC 32%	AC	35% A4
				Ν	21%	31% ** 17%	31%	* 28% * 30%	28%	R.T.U* 34% * 11%	Y 31%	29% 23% 28%	AC 32% AA	AC 24%	35% AA 22%
Not very interested	22%	21%	24%	N 19%	21% W	31% ** 17% ** 34%	31% R.V.W	+ 28% + 30% W* 27%	28%	R.T.U* 34% * 11% * 20%	Y 31% 19%	29% 23%	AC 32% AA 20%	AC 24% 24%	35% A4 22% 22%
Not very interested Not interested at all	22% 26%	21%	24% 22%	N 19% 30%	21% W 27% 52%	31% ** 17% ** 34% ** 49%	31% R.V.W 31%	* 28% * 30% W* 27% * 43%	28% 21% 22% 56%	R.T.U* 34% • 11% • 20% • 68%	Y 31% 19% 19% 62%	29% 23% 28% X	AC 32% AA 20% 22% 58%	AC 24% 24% 28%	35% AA 22% 22% 57% AC
Not very interested Not interested at all Net: Interested PH_q3_5. Thinking of the next time you book a hotel, to what ent, if at all, would you be interested in the following being vided, for an additional charge? Please select one option on	22% 26%	21%	24% 22%	N 19% 30%	21% W 27% 52%	31% ** 17% ** 34% ** 49%	31% R.V.W 31%	* 28% * 30% W* 27% * 43%	28% 21% 22% 56%	R.T.U* 34% • 11% • 20% • 68%	Y 31% 19% 19% 62%	29% 23% 28% X	AC 32% AA 20% 22% 58%	AC 24% 24% 28%	35% AA 22% 22% 57% AC
Not very interested Not interested at all Net: Interested H_q3_5. Thinking of the next time you book a hotel, to what ent, if at all, would you be interested in the following being wided, for an additional charge? Please select one option on ch row Pet concierge (i.e., dog walkers)	22% 26% 53%	21% 24% 55%	24% 22% 54%	N 19% 30% 52%	21% W 27% 52% T	31% 17% 34% 49% 	31% R.V.W 31% 38%	28% 30% W* 27% 43%	28% 21% 22% 56% T	R.T.U* 34% 11% 68% R.T.U*	Y 31% 19% 62% Y	29% 23% 28% X 49%	AC 32% AA 20% 22% 58% AA.AC	AC 24% 28% 48%	35% AA 22% 22% 57% AC
Not very interested Not interested at all Net: Interested H_q3_5. Thinking of the next time you book a hotel, to what ent, if at all, would you be interested in the following being ovided, for an additional charge? Please select one option on h row Pet concierge (i.e., dog walkers) Unweighted base	22% 26% 53% 1213	21% 24% 55%	24% 22% 54% 234	N 19% 30% 52%	21% W 27% 52% T	31% •• 17% • 34% • 49% •	31% R.V.W 31% 38%	• 28% • 30% W* 27% • 43% •	28% 21% 22% 56% T	R.T.U* 34% 11% 88% R.T.U*	Y 31% 19% 62% Y 330	29% 23% 28% X 49%	AC 32% AA 20% 22% 58% AA.AC	AC 24% 28% 48%	359 AA 229 229 579 AC
Not very interested Not interested at all Net: Interested OH_q3_5. Thinking of the next time you book a hotel, to what ent, if at all, would you be interested in the following being ovided, for an additional charge? Please select one option on ch row Pet concierge (i.e., dog walkers) Unweighted base Base: All US Adults	22% 26% 53% 1213 1210	21% 24% 55% 412 381 13%	24% 22% 54% 234 208	N 19% 30% 52% 126 116	21% W 27% 52% T 582 582	31% 17% 49% 17 17 6%	31% R.V.W 31% 38% 134 127	• 28% • 30% • 27% • 43% • •	28% 21% 22% 56% T 359 381 15%	R.T.U* 34% · 11% · 20% R.T.U* 75 73 20%	Y 31% 19% 62% Y 330 330	29% 23% 28% X 49% 883 880	AC 32% AA 20% 22% 58% AA.AC 430 447 15%	AC 24% 28% 48% 349 343	35% AA 22% 22% 57% AC 26% 25% 10%
Not very interested Not interested at all Net: Interested DH_q3_5. Thinking of the next time you book a hotel, to what tent, if at all, would you be interested in the following being ovided, for an additional charge? Please select one option on ch row Pet concierge (i.e., dog walkers) Unweighted base Base: All US Adults Very interested	22% 26% 53% 1213 1210 11%	21% 24% 55% 412 381 13% P	24% 22% 54% 234 208 7%	N 19% 30% 52% 126 116 7%	21% W 27% 52% T 582 570 9% 18%	31% 17% 34% 49% 49% 17 6% 28%	31% R.V.W 31% 38% 134 127 6%	• 28% • 30% W• 27% • 43% • 43% • 14% • 8%	28% 21% 22% 56% T 381 15% R.T	R.T.U* 34% 11% 20% 68% R.T.U* 75 73 20% R.T* 12%	Y 31% 19% 62% Y 330 330 14% 20%	29% 23% 28% X 49% 883 880 10%	AC 32% AA 20% 22% 58% AAAC 447 15% AA	AC 24% 28% 48% 349 343 9% 19%	35% AA 22% 22%
Not very interested Not interested at all Net: Interested DH_q3_5. Thinking of the next time you book a hotel, to what ternt, if at all, would you be interested in the following being ovided, for an additional charge? Please select one option on ch row Pet concierge (i.e., dog walkers) Unweighted base Base: All US Adults Very interested Somewhat interested	22% 28% 53% 1213 1210 11% 16%	21% 24% 55% 55% 412 381 381 13% P 18%	24% 22% 54% 234 208 7% 18%	N 19% 30% 52% 126 116 7% 14%	21% W 27% 52% T 582 570 9% 18% T	31% 17% 34% 43% 177 6% 28% 17%	31% R.V.W 31% 38% 134 127 6% 10%	• 28% • 30% W* 27% • 43% • 43% • 45 43 14% • 8% • 28%	28% 21% 22% 56% T 359 381 15% R.T 16%	R.T.U* 34% 20% 68% R.T.U* 75 73 20% R.T.* 12% 20%	Y 31% 19% 62% Y 330 330 14% 20% Y	29% 23% 28% X 49% 883 880 10% 15%	AC 32% AA 20% 22% 58% AAAC 430 447 15% AA 17% 22%	AC 24% 28% 48% 349 343 9% 19% AC	35% AA 22% 22% 57% AC 265 265 265 10%

US_nat Sample: 13th - 14th September 2018



GOH_q3_3. Thinking of the next time you book a hotel, to what extent, if at all, would you be interested in the following being provided, for an additional charge? Please select one option on each row. - Borrow books from hotel library

Unweighted base	1213	169
Base: All US Adults	1210	165
Very interested	13%	9%
Somewhat interested	21%	16%
Not very interested	25%	22%
Not interested at all	40%	53% Z.AA.AB
Net: Interested	34%	25%

48%

GOH_q3_4. Thinking of the next time you book a hotel, to what extent, if at all, would you be interested in the following being provided, for an additional charge? Please select one option on each row. - Rain showers (i.e., showerhead is on the ceiling of the

shower and "rains" straight down on you)

Unweighted base	1213	169
Base: All US Adults	1210	165
Very interested	23%	15%
Somewhat interested	30%	26%
Not very interested	22%	23%
Not interested at all	26%	36% Z.AB
Net: Interested	53%	41%

GOH_q3_5. Thinking of the next time you book a hotel, to what extent, if at all, would you be interested in the following being

provided, for an additional charge? Please select one option on

each row. - Pet concierge (i.e., dog walkers)

Unweighted base	1213	169
Base: All US Adults	1210	165
Very interested	11%	9%
Somewhat interested	16%	12%
Not very interested	20%	17%
Not interested at all	53%	61% Z
Net: Interested	28%	21%

YouGov		Ge	nder		Age			Reç	gion			R	ace		
What the world thinks	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate
				E	E								J.K.M	*	
GOH_q3_6. Thinking of the next time you book a hotel, to what extent, if at all, would you be interested in the following being provided, for an additional charge? Please select one option on each row Access to digital, 24-hour concierge															
Unweighted base	1213	558	655	353	377	483	213	263	496	241	820	149	157	87	441
Base: All US Adults	1210	603	607	378	380	451	214	272	482	241	789	151	186	84	505
Very interested	17%	17%	17%	24% E	18% E	11%	17%	13%	20% G	17%	13%	23% J	27% J	20% *	15%
Somewhat interested	30%	27%	32%	31% E	34% E	24%	30%	30%	31%	26%	27%	34%	34%	38% J*	28%
Not very interested	25%	25%	26%	23%	23%	29%	26%	30%	23%	25%	29% L.M	21%	17%	15% *	25%
Not interested at all	28%	30%	25%	21%	24%	36% C.D	27%	27%	27%	32%	30% K.L	22%	22%	27% *	32% P
Net: Interested	47%	45%	49%	55%	53%	35%	48%	43%	50%	43%	40%	57%	61%	58%	43%
				E	Е							J	J	J*	
provided, for an additional charge? Please select one option on each row Paperless check-in (i.e., self check-in kiosk) Unweighted base	1213	558	655	353	377	483	213	263	496	241	820	149	157	87	441
Base: All US Adults	1210	603	607	378	380	451	214	272	482	241	789	151	186	84	505
Very interested	24%	26%	23%	33% E	28% E	14%	22%	22%	27%	24%	22%	31% J	29%	23%	20%
Somewhat interested	33%	32%	34%	36% E	36% E	29%	35%	34%	32%	34%	31%	35%	38%	38% *	31%
Not very interested	18%	17%	19%	15%	15%	23% C.D	18%	19%	17%	19%	21% K	10%	13%	17% *	20%
Not interested at all	24%	25%	24%	16%	21%	34% C.D	25%	26%	24%	23%	26%	24%	20%	22% *	30% O.P
Net: Interested	58%	58%	58%	69% E	64% E	43%	57%	56%	59%	58%	54%	66% J	66% J	61% *	51%
GOH_q4_1. To what extent, if at all, would you be interested in a hotel selling or renting out each of the following things? Please select one option on each row GoPro cameras															
Unweighted base	1213	558	655	353	377	483	213	263	496	241	820	149	157	87	441
Base: All US Adults	1210	603	607	378	380	451	214	272	482	241	789	151	186	84	505
Very interested	11%	12%	11%	20% D.E	11% E	5%	11%	8%	14% G	11%	9%	13%	23% J.K.M	9% *	12%
Somewhat interested	23%	22%	24%	30% D.E	22% E	17%	21%	18%	22%	30% G.H	20%	29% J	25%	32% J*	20%
Not very interested	27%	24%	30% A	22%	27%	30% C	30%	27%	26%	24%	27%	28%	24%	23%	27%

49%

C.D

22%

37%

32%

47%

H.I

26%

38%

36%

G

36%

40%

G

44%

K.L

28%

30%

42%

J

28%

48%

J

36%

*

41%

J*

41%

32%

36%

34%

28%

49%

D.E

39%

С

34%

Е

GOH_q4_2. To what extent, if at all, would you be interested in a

Not interested at all

Net: Interested

39%

34%

42%

в

34%

hotel selling or renting out each of the following things? Please

select one option on each row. - Pre-paid phones/sim-cards

YouGov		Educa	Education Marital Status C								Children und	er the age of 18		Income		
What the world thinks	Total	Some college, 2- year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	
		Q			т	**		•	Т	T*	Y		AB.AC			
GOH_q3_6. Thinking of the next time you book a hotel, to what extent, if at all, would you be interested in the following being provided, for an additional charge? Please select one option on each row Access to digital, 24-hour concierge																
Unweighted base	1213	412	234	126	582	17	134	46	359	75	330	883	430	349	265	
Base: All US Adults	1210	381	208	116	570	17	127	43	381	73	330	880	447	343	255	
Very interested	17%	20%	16%	18%	15%	18% **	11%	16% *	22% R.T	22% T*	21% Y	16%	20% AC	16%	18%	
Somewhat interested	30%	32%	29%	27%	28%	32% **	34%	31% *	29%	32%	35% Y	27%	32%	26%	31%	
Not very interested	25%	21%	31% O	29%	27%	21% **	27%	22% *	23%	23%	23%	26%	21%	29% Z	27%	
Not interested at all	28%	26%	23%	26%	30%	29% **	28%	30% *	25%	23%	20%	31% X	27%	29%	24%	
Net: Interested	47%	53%	46%	45%	43%	50% **	45%	47%	52%	55%	57%	43%	52%	42%	48%	
GOH_q3_7. Thinking of the next time you book a hotel, to what		N				**		*	R	*	Y		AA.AC			
extent, if at all, would you be interested in the following being provided, for an additional charge? Please select one option on each row Paperless check-in (i.e., self check-in kiosk) Unweighted base	1213	412	234	126	582	17	134	46	359	75	330	883	430	349	265	
Base: All US Adults	1213	381	234	120	570	17	134	40	309	75	330	880	430	349	265	
Very interested	24%	30%	208	28%	23%	34%	22%	26%	26%	30%	33%	21%	26%	25%	233	
		N				••		•		*	Y					
Somewhat interested	33%	30%	44% N.O	33%	34%	37%	25%	30% *	36% T	31% *	39% Y	31%	34% AC	33% AC	41% AA.AC	
Not very interested	18%	17%	16%	16%	18%	17% **	20%	24% *	17%	15%	12%	20% X	16%	19%	18%	
Not interested at all	24%	22%	16%	23%	25%	12% **	33% V	20% *	22%	24% *	15%	28% X	24%	23%	19%	
Net: Interested	58%	60%	68%	61%	57%	71%	47%	56%	62%	61%	72%	52%	60%	58%	64%	
GOH_q4_1. To what extent, if at all, would you be interested in a hotel selling or renting out each of the following things? Please select one option on each row GoPro cameras		N	N		Т	**		•	T	·	Y		AC	AC	AC	
Unweighted base	1213	412	234	126	582	17	134	46	359	75	330	883	430	349	265	
Base: All US Adults	1210	381	208	116	570	17	127	43	381	73	330	880	447	343	255	
Very interested	11%	12%	11%	6%	10%	18% **	9%	8% *	15% R	11% *	17% Y	9%	15% AB	11%	8%	
Somewhat interested	23%	23%	28% N	24%	20%	44% **	18%	17% *	27% R	30% *	26%	21%	24%	21%	25%	
Not very interested	27%	28%	26%	22%	28%	11% **	26%	30% *	23%	33%	24%	28%	27%	27%	29%	
Not interested at all	39%	37%	35%	48% O.P	42% W	26% **	47% V.W	45% *	35%	27% *	33%	41% X	34%	41% Z	38%	
Net: Interested	34%	35%	39%	30%	30%	62% **	27%	25% *	41% R.T.U	40% *	43% Y	31%	39% AA.AC	32%	33%	
GOH_q4_2. To what extent, if at all, would you be interested in a																

GOH_q4_2. To what extent, if at all, would you be interested in a hotel selling or renting out each of the following things? Please

select one option on each row. - Pre-paid phones/sim-cards





GOH_q3_6. Thinking of the next time you book a hotel, to what extent, if at all, would you be interested in the following being provided, for an additional charge? Please select one option on each row. - Access to digital, 24-hour concierge

3-		
Unweighted base	1213	169
Base: All US Adults	1210	165
Very interested	17%	13%
Somewhat interested	30%	28%
Not very interested	25%	26%
Not interested at all	28%	33%
Net: Interested	47%	41%

GOH_q3_7. Thinking of the next time you book a hotel, to what extent, if at all, would you be interested in the following being provided, for an additional charge? Please select one option on each row. - Paperless check-in (i.e., self check-in kiosk)

Unweighted base	1213	169
Base: All US Adults	1210	165
Very interested	24%	22%
Somewhat interested	33%	19%
Not very interested	18%	22%
Not interested at all	24%	36% Z.AA.AB
Net: Interested	58%	42%

GOH_q4_1. To what extent, if at all, would you be interested in a

hotel selling or renting out each of the following things? Please select one option on each row. - GoPro cameras

Unweighted base	1213	169
Base: All US Adults	1210	165
Very interested	11%	9%
Somewhat interested	23%	19%
Not very interested	27%	21%
Not interested at all	39%	52% Z.AA.AB
Net: Interested	34%	28%

GOH_q4_2. To what extent, if at all, would you be interested in a hotel selling or renting out each of the following things? Please select one option on each row. - Pre-paid phones/sim-cards

YouGov		Ge	ender		Age			Reç	gion						
What the world thinks	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate
Unweighted base	1213	558	655	353	377	483	213	263	496	241	820	149	157	87	441
Base: All US Adults	1210	603	607	378	380	451	214	272	482	241	789	151	186	84	505
Very interested	11%	11%	10%	17% E	12% E	4%	12%	7%	13% G	9%	8%	19% J	16% J	10% *	12% Q
Somewhat interested	19%	19%	20%	27%	18%	14%	23%	14%	19%	23%	14%	25%	29%	33%	19%
				D.E			G			G		J	J	J*	
Not very interested	27%	25%	29%	23%	27%	29%	26%	27%	26%	28%	28%	24%	25%	27% *	26%
Not interested at all	43%	45%	42%	33%	43% C	53% C.D	39%	51% F.H.I	43%	41%	50% K.L.M	32%	30%	30% *	42%
Net: Interested	30%	30%	30%	44%	30%	18%	34%	22%	31%	32%	22%	44%	45%	43%	31%
				D.E	E		G		G	G		J	J	J*	Q
GOH_q4_3. To what extent, if at all, would you be interested in a hotel selling or renting out each of the following things? Please select one option on each row Local art and/or souvenirs Unweighted base	1213	558	655	353	377	483	213	263	496	241	820	149	157	87	441
Base: All US Adults	1210	603	607	378	380	451	214	272	482	241	789	151	186	84	505
Very interested	17%	17%	18%	25%	19%	10%	21%	13%	19%	17%	16%	22%	22%	16%	15%
				E	E		G		G					•	
Somewhat interested	36%	33%	39% A	37%	39%	34%	34%	38%	35%	39%	34%	40%	40%	43% *	34%
Not very interested	21%	22%	21%	20%	21%	23%	24%	21%	21%	20%	22%	17%	23%	20% *	20%
Not interested at all	25%	28%	21%	18%	22%	33%	21%	28%	26%	23%	28%	21%	15%	21%	30%
		в				C.D					L			•	O.P
Net: Interested	54%	50%	58%	62%	58%	44%	56%	51%	53%	57%	50%	62%	62%	59%	50%
			A	E	E							J	J	•	
GOH q4.4. To what extent, if at all, would you be interested in a hotel selling or renting out each of the following things? Please select one option on each row Local produce (fruits, vegetables)	1010	550	055	050		400	010	000	100	011	000	40			
Unweighted base	1213	558	655 607	353 378	377 380	483 451	213 214	263	496	241	820 789	149	157	87 84	441
Base: All US Adults Very interested	1210 23%	603 21%	25%	29%	26%	16%	214	272	482	241 27%	20%	24%	186	29%	505 23%
				E	E				G	G			J	•	
Somewhat interested	41%	37%	46% A	44%	41%	40%	43%	51% H.I	37%	38%	41%	47%	38%	38%	37%
Not very interested	16%	19% B	13%	14%	15%	18%	17%	13%	17%	15%	17%	13%	15%	13% *	17%
Not interested at all	20%	24%	16%	13%	19%	26%	20%	19%	20%	20%	21%	17%	15%	20%	23%
	0.05	B				C.D		0.551	0551					*	0.P
Net: Interested	64%	58%	71% A	72% E	67% E	56%	63%	68%	63%	65%	62%	70%	69%	67% *	59%
GOH_q4_5. To what extent, if at all, would you be interested in a hotel selling or renting out each of the following things? Please select one option on each row Tickets to local shows/events															
Unweighted base	1213	558	655	353	377	483	213	263	496	241	820	149	157	87	441
Base: All US Adults	1210	603	607	378	380	451	214	272	482	241	789	151	186	84	505
Very interested	23%	23%	24%	31% D.E	23% E	17%	24%	18%	25% G	25%	19%	29% J	37% J.M	19% *	23%
Somewhat interested	46%	42%	50%	46%	47%	47%	48%	47%	45%	46%	49%	43%	40%	42%	37%

YouGov		Educa	tion				Marita	l Status			Children unde	er the age of 18		Inco	me
What the world thinks	Total	Some college, 2- year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
Unweighted base	1213	412	234	126	582	17	134	46	359	75	330	883	430	349	265
Base: All US Adults	1210	381	208	116	570	17	127	43	381	73	330	880	447	343	255
Very interested	11%	10% Q	12% Q	3%	7%	24% **	6%	4% *	18% R.T.U	14% R.T*	13% Y	9%	15% AA.AB	7%	7%
Somewhat interested	19%	21%	17%	17%	17%	29% **	16%	21% *	23% R	20% *	20%	19%	22% AC	20%	18%
Not very interested	27%	28%	28%	23%	26%	27% **	29%	28%	25%	37% R.V*	25%	27%	29%	26%	26%
Not interested at all	43%	41%	44%	56% N.O.P	50% V.W	21%	50% V.W	47% W*	34%	29% *	41%	44%	33%	48% Z	50% Z
Net: Interested	30%	31% Q	29%	20%	23%	52% **	21%	25%	41% R.T.U	34% R*	34%	28%	37% AA.AB.AC	26%	25%
GOH_q4_3. To what extent, if at all, would you be interested in a hotel selling or renting out each of the following things? Please select one option on each row Local art and/or souvenirs						1	1	1				1		1	
Unweighted base	1213	412	234	126	582	17	134	46	359	75	330	883	430	349	265
Base: All US Adults	1210	381	208	116	570	17	127	43	381	73	330	880	447	343	255
Very interested	17%	20% Q	21% Q	12%	16%	23%	13%	13%	23% R.T.W	11% *	22% Y	16%	20%	17%	15%
Somewhat interested	36%	36%	40%	40%	36%	50% **	35%	41% *	34%	47% V*	40%	35%	38%	36%	37%
Not very interested	21%	22%	22%	24%	21%	10% **	22%	20%	23%	18% *	19%	22%	21%	22%	24%
Not interested at all	25%	22%	17%	24%	27% V	17%	29% V	26%	20%	23%	19%	27% X	21%	25%	25%
Net: Interested	54%	56%	61%	52%	51%	73%	48%	54%	57%	59%	62%	51%	58%	53%	52%
			Ν			**		•		•	Y		AC		
SOH_q4_4. To what extent, if at all, would you be interested in a totel selling or renting out each of the following things? Please elect one option on each row Local produce (fruits, egetables)															
Unweighted base	1213	412	234	126	582	17	134	46	359	75	330	883	430	349	265
Base: All US Adults Very interested	1210 23%	381 24%	208 26%	116 17%	570 22%	17 36%	127 20%	43 15%	381	73 32%	330 29%	880 21%	447 26%	343 24%	255 18%
Somewhat interested	41%	46% N	43%	41%	42%	41%	41%	* 44% *	41%	U* 36%	Y 44%	40%	AB 41%	42%	44%
Not very interested	16%	14%	16%	16%	16%	5% **	15%	18% *	16%	18% *	13%	17%	16%	17% AC	18% AC
Not interested at all	20%	16%	15%	26% O.P	20%	18%	24%	24% *	19%	14% *	14%	22% X	17%	17%	20%
Net: Interested	64%	70% N.Q	69% N	58%	64%	77%	61%	58% *	65%	68% *	73% Y	61%	67% AC	66% AC	62%
OH_q4_5. To what extent, if at all, would you be interested in a otel selling or renting out each of the following things? Please slect one option on each row Tickets to local shows/events							1					1			
Unweighted base	1213	412	234	126	582	17	134	46	359	75	330	883	430	349	265
Base: All US Adults	1210	381	208	116	570	17	127	43	381	73	330	880	447	343	255
Very interested	23%	24%	24%	20%	22%	18% **	18%	15% *	27% T	28% *	29% Y	21%	23%	25%	24%
Somewhat interested	46%	50%	59%	53%	48%	64%	46%	50%	42%	54%	50%	45%	46%	47%	49%

US_nat Sample: 13th - 14th September 2018

You Gov What the world thinks	Total	Prefer not to say
Unweighted base	1213	169
Base: All US Adults	1210	165
Very interested	11%	10%
Somewhat interested	19%	13%
Not very interested	27%	23%
Not interested at all	43%	54% Z
Net: Interested	30%	23%

GOH_q4_3. To what extent, if at all, would you be interested in a hotel selling or renting out each of the following things? Please

select one option on each row. - Local art and/or souvenirs

Unweighted base	1213	169
Base: All US Adults	1210	165
Very interested	17%	15%
Somewhat interested	36%	33%
Not very interested	21%	18%
Not interested at all	25%	34% Z.AA.AB
Net: Interested	54%	48%

GOH_q4_4. To what extent, if at all, would you be interested in a hotel selling or renting out each of the following things? Please

select one option on each row. - Local produce (fruits,

vegetables)

Unweighted base	1213	169
Base: All US Adults	1210	165
Very interested	23%	21%
Somewhat interested	41%	36%
Not very interested	16%	10%
Not interested at all	20%	34%
		Z.AA.AB
Net: Interested	64%	56%

GOH_q4_5. To what extent, if at all, would you be interested in a hotel selling or renting out each of the following things? Please

select one option on each row. - Tickets to local shows/events

iocal anowareventa		
Unweighted base	1213	169
Base: All US Adults	1210	165
Very interested	23%	19%
Somewhat interested	46%	42%

Hotels

US_nat Sample: 13th - 14th September 2018

YouGov		Ge	nder		Age			Reg	jion			Ra	ice		
What the world thinks	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate
			A								L			•	
Not very interested	13%	15%	12%	12%	15%	14%	13%	16%	13%	13%	13%	10%	14%	20% K*	16% P
Not interested at all	17%	20% B	14%	12%	15%	23% C.D	14%	20%	17%	16%	18% L	18% L	9%	19% L*	24% O.P.Q
Net: Interested	70%	65%	74%	77%	70%	63%	73%	65%	70%	71%	68%	72%	77%	61%	60%
			А	E	E								J.M	•	
GOH_q5. Which, if any, of the following factors would affect your decision to book an anonymous hotel online (i.e., where the hotel would be revealed immediately after booking) if it was offered at a discounted price? Please select all that apply.															
Unweighted base	1213	558	655	353	377	483	213	263	496	241	820	149	157	87	441
Base: All US Adults	1210	603	607	378	380	451	214	272	482	241	789	151	186	84	505
The rating of the hotel	45%	44%	46%	47%	47%	42%	38%	44%	46%	51%	45%	51%	39%	53%	36%

Base: All US Adults	1210	603	607	378	380	451	214	272	482	241	789	151	186	84	505
The rating of the hotel	45%	44%	46%	47%	47%	42%	38%	44%	46%	51%	45%	51%	39%	53%	36%
									F	F				•	
The hotel has positive written reviews	45%	43%	46%	50%	46%	39%	47%	38%	47%	45%	43%	49%	42%	55%	35%
				E	E				G					J*	
The price is right	55%	56%	55%	58%	59%	51%	53%	55%	54%	60%	54%	61%	53%	63%	47%
					E									•	
The hotel is the right distance from attractions/activities/airports	45%	46%	44%	47%	45%	44%	49%	44%	43%	47%	45%	50%	42%	47%	36%
														*	
Other	3%	4%	2%	3%	3%	3%	4%	2%	4%	2%	3%	1%	6%	1%	3%
													к	*	
Not applicable- I would not book an anonymous hotel	30%	29%	30%	21%	27%	39%	34%	32%	29%	25%	33%	24%	26%	20%	37%
						C.D	1				М			•	O.P.Q

GOH_q6. Thinking of a time you booked a hotel, how often do

you tend to verify prices and/or reviews against at least one other travel service/website? Please select the option that best applies.

Unweighted base	1213	558	655	353	377	483	213	263	496	241	820	149	157	87	441
Base: All US Adults	1210	603	607	378	380	451	214	272	482	241	789	151	186	84	505
Always	33%	33%	32%	35%	37%	27%	35%	29%	36%	29%	31%	35%	38%	35%	26%
				E	E									*	
Often	23%	23%	23%	26%	21%	24%	21%	23%	23%	26%	24%	22%	23%	25% *	21%
Sometimes	21%	19%	23%	23%	20%	21%	20%	21%	20%	23%	21%	20%	22%	20% *	20%
Rarely	10%	11%	10%	7%	10%	12%	7%	11%	9%	14%	11%	10%	8%	7%	13%
						С				F.H				•	0
Never	13%	14%	12%	9%	13%	16%	16%	15%	12%	8%	14%	14%	9%	13%	21%
						С	1	1						•	O.P.Q
GOH_q7. And thinking of hotel housekeeping, which of the following ways are you likely to tip those cleaning your room? Please select all that apply.															
Unweighted base	1213	558	655	353	377	483	213	263	496	241	820	149	157	87	441
Base: All US Adults	1210	603	607	378	380	451	214	272	482	241	789	151	186	84	505
Leave cash in the room	47%	44%	50%	37%	47%	55%	54%	45%	44%	47%	49%	47%	34%	55%	38%
			A		С	C.D	н				L	L		L*	
Pay for it with a card during the booking process	11%	16%	7%	21%	10%	5%	8%	13%	13%	8%	9%	15%	19%	6%	13%
		В		D.E	E							J	J.M	*	
Pay for it with a card when I check-out	18%	18%	18%	24%	18%	12%	14%	17%	18%	21%	16%	16%	26%	14%	17%

Hotels

YouGov What the world thinks

US_nat Sample: 13th - 14th September 2018

	Total	Educa	tion				Marital	Status	Children unde	r the age of 18	Income				
		Some college, 2- year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
		N	N.O	N		**		*		V*					
Not very interested	13%	12%	9%	15%	12%	10%	14%	18%	16%	11%	10%	15%	15%	10%	14%
						**		*	R	*		х			
Not interested at all	17%	14%	8%	12%	18%	8%	23%	17%	15%	7%	11%	19%	16%	18%	12%
		Р			w	**	V.W	*		•		х			
Net: Interested	70%	74%	83%	73%	70%	82%	64%	65%	69%	82%	79%	66%	69%	72%	74%
		N	N.O.Q	N				•		R.T.U.V*	Y			AC	AC

GOH_q5. Which, if any, of the following factors would affect your decision to book an anonymous hotel online (i.e., where the hotel

would be revealed immediately after booking) if it was offered at a

discounted price? Please select all that apply.

Unweighted base	1213	412	234	126	582	17	134	46	359	75	330	883	430	349	265
Base: All US Adults	1210	381	208	116	570	17	127	43	381	73	330	880	447	343	255
The rating of the hotel	45%	50%	54%	55%	47%	46%	40%	38%	44%	51%	54%	42%	38%	51%	54%
		N	N	N		**		•		•	Y			Z.AC	Z.AC
The hotel has positive written reviews	45%	48%	54%	57%	46%	44%	37%	33%	45%	55%	52%	42%	37%	50%	53%
The price is r		N	N	N		**		•		T.U*	Y			Z.AC	Z.AC
The price is right	55%	60%	64%	62%	54%	67%	52%	47%	57%	60%	61%	53%	55%	59%	59%
		N	N	N		**		*		•	Y		AC	AC	AC
The hotel is the right distance from attractions/activities/airports	45%	47%	56%	58%	45%	52%	46%	38%	45%	48%	48%	44%	40%	51%	53%
		N	N.O	N.O		**		*		•				Z.AC	Z.AC
Other	3%	3%	5%	1%	2%	11%	1%	2%	4%	5%	4%	3%	2%	2%	5%
						**		•		*					z
Not applicable- I would not book an anonymous hotel	30%	26%	23%	25%	30%	16%	36%	41%	29%	22%	17%	34%	31%	25%	25%
						**		W*		*		х			

GOH_q6. Thinking of a time you booked a hotel, how often do you tend to verify prices and/or reviews against at least one other

Pay for it with a card when I check-out 18%

19%

20%

14%

15%

travel service/website? Please select the option that best applies.

Unweighted base	1213	412	234	126	582	17	134	46	359	75	330	883	430	349	265
Base: All US Adults	1210	381	208	116	570	17	127	43	381	73	330	880	447	343	255
Always	33%	37%	36%	44%	35%	21%	30%	19%	33%	27%	40%	30%	30%	39%	33%
		N	N	N	U	**		*		*	Y			Z.AC	
Often	23%	25%	28%	20%	25%	31%	18%	26%	20%	36%	27%	22%	23%	23%	28%
			N			**		*		R.T.V*					AC
Sometimes	21%	20%	24%	24%	19%	36%	20%	20%	24%	18%	19%	22%	20%	21%	23%
						**		•		•					
Rarely	10%	7%	8%	9%	10%	12%	12%	23%	8%	10%	9%	10%	11%	9%	10%
						**		R.V*		*					
Never	13%	10%	4%	3%	11%	-	20%	13%	14%	8%	6%	15%	16%	9%	7%
		P.Q				**	R.W	•		•		х	AA.AB		
GOH_q7. And thinking of hotel housekeeping, which of the following ways are you likely to tip those cleaning your room? Please select all that apply.															
Unweighted base	1213	412	234	126	582	17	134	46	359	75	330	883	430	349	265
Base: All US Adults	1210	381	208	116	570	17	127	43	381	73	330	880	447	343	255
Leave cash in the room	47%	49%	54%	63%	52%	58%	45%	47%	39%	44%	47%	46%	40%	51%	60%
		N	N	N.O	v	**		*						Z.AC	Z.AA.AC
Pay for it with a card during the booking process	11%	11%	10%	7%	10%	12%	6%	2%	15%	14%	13%	11%	13%	12%	9%

14%

15%

*

23%

T.U

22%

U*

21%

26%

AC

22%

14%

AC

16%

14%

YouGov What the world thinks

US_nat Sample: 13th - 14th September 2018



GOH_q5. Which, if any, of the following factors would affect your decision to book an anonymous hotel online (i.e., where the hotel would be revealed immediately after booking) if it was offered at a discounted price? Please select all that apply.

unted prices i rease select an that apply.		
Unweighted base	1213	169
Base: All US Adults	1210	165
The rating of the hotel	45%	37%
The hotel has positive written reviews	45%	40%
The price is right	55%	44%
The hotel is the right distance from attractions/activities/airports	45%	36%
Other	3%	5%
Not applicable- I would not book an anonymous hotel	30%	42%
		Z.AA.AB

GOH_q6. Thinking of a time you booked a hotel, how often do you tend to verify prices and/or reviews against at least one other travel service/website? Please select the option that best applies.

Unweighted base	1213	169
Base: All US Adults	1210	165
Always	33%	28%
Often	23%	17%
Sometimes	21%	23%
Rarely	10%	9%
Never	13%	23% AA.AB

GOH_q7. And thinking of hotel housekeeping, which of the following ways are you likely to tip those cleaning your room? Please select all that apply.

app.j.		
Unweighted base	1213	169
Base: All US Adults	1210	165
Leave cash in the room	47%	36%
Pay for it with a card during the booking process	11%	6%
Pay for it with a card when I check-out	18%	14%



Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E, F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/J/V/W, XY, Z/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP, AQ/AR, AS/AT, Minimum Base: 30 (**), Small Base: 100 (*))

YouGov		Educa	ation		Marital Status						Children unde	er the age of 18	Income		
What the world thinks	Total	Some college, 2- year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
						**		•	R	•	Y		AB		
Other	1%	1%	1%	2%	0%		2% R	-	2% R	-	0%	1%	2%	0%	0%
Don't know	9%	9%	5%	5%	6%	12% **	13% R	11% *	11% R	11% *	5%	10% X	9% AB	7% AB	3%
Not applicable – I never tip for housekeeping services	23%	20%	22% Q	12%	23%	23% **	21%	20% *	24%	21% *	20%	23%	23%	21%	20%

Cell Contents (Col



Cell Contents (Col