



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.

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Hotels

US_nat Sample: 13th - 14th September 2018



| Total | Gender | | Age | | | Region | | | | Race | | | | No HS, High school graduate |
|-------|--------|--------|----------|----------|-----|-----------|---------|-------|------|-------|-------|----------|-------------|-----------------------------|
| | Male | Female | 18 to 34 | 35 to 54 | 55+ | Northeast | Midwest | South | West | White | Black | Hispanic | Other (NET) | |
| | A | B | C | D | E | F | G | H | I | J | K | L | M | |

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% | 83% | 75% | 83% | 79% | 83% | 82% | 81% | 86% | 82% | 77% | 75% |
| | | | | E | E | | | | | | | | | * | |
| Standard mobile phone | 11% | 11% | 10% | 4% | 9% | 18% | 10% | 13% | 10% | 11% | 12% | 6% | 10% | 10% | 14% |
| | | | | | C | C.D | | | | | | | | * | 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 |

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 | 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% | 45% | 26% | 42% | 40% | 38% | 41% | 37% | 42% | 47% | 54% | 36% |
| | | | | E | E | | | | | | | | J | J* | |
| I would prefer to do this myself using traditional means | 60% | 61% | 58% | 47% | 55% | 74% | 58% | 60% | 62% | 59% | 63% | 58% | 53% | 46% | 64% |
| | | | | | C.D | | | | | | LM | | | * | O |

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 | 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% | 30% | 20% | 28% | 26% | 28% | 32% | 26% | 32% | 33% | 38% | 26% |
| | | | | E | E | | | | | | | | | J* | |
| I would prefer to do this myself using traditional means | 72% | 72% | 71% | 63% | 70% | 80% | 72% | 74% | 72% | 68% | 74% | 68% | 67% | 62% | 74% |
| | | | | | C.D | | | | | | M | | | * | |

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 | 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% | 31% | 17% | 29% | 27% | 28% | 32% | 24% | 36% | 42% | 31% | 30% |
| | | | | D.E | E | | | | | | | J | J | * | |
| I would prefer to do this myself using traditional means | 71% | 70% | 72% | 58% | 69% | 83% | 71% | 73% | 72% | 68% | 76% | 64% | 58% | 69% | 70% |
| | | | | | C | C.D | | | | | KL | | | * | |

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 | 517 | 607 | 328 | 347 | 449 | 199 | 243 | 459 | 223 | 765 | 138 | 145 | 76 | 393 |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|----|-----|

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Hotels

US_nat Sample: 13th - 14th September 2018



| Total | Education | | | Marital Status | | | | | | Children under 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+ |
| | O | P | Q | R | S | T | U | V | W | X | Y | Z | AA | AB |

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 | 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 | 255 |
| 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% | 90% |
| | | N | N | N | | ** | | * | T | * | Y | | AC | | Z,AA,AC |
| 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% | 1% |
| | | | | | | ** | | * | | * | | | | | |
| Not applicable - I don't have a cell phone | 7% | 4% | 4% | 4% | 7% | - | 9% | 2% | 5% | 8% | 5% | 7% | 7% | 5% | 3% |
| | | | | | | ** | | * | | * | | AB | | | |

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 | 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% | 44% | 43% | 40% | 34% | 53% | 39% | 33% | 49% | 45% | 46% | 38% | 41% | 45% | 39% |
| | | N | | | | ** | | * | R | * | Y | | AC | | AC |
| 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% |
| | | | | | V | ** | | * | | * | | X | | | |

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 | 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 | 29% | 29% | 31% | 33% | 24% | 30% | 28% | 31% | 35% | 28% | 32% | 27% | 29% | 27% | 33% |
| | | | | | | ** | | * | R | * | | | AC | | AC |
| I would prefer to do this myself using traditional means | 72% | 71% | 69% | 67% | 76% | 70% | 72% | 69% | 65% | 72% | 68% | 73% | 71% | 73% | 67% |
| | | | | | V | ** | | * | | * | | | | | |

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 | 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 | 29% | 29% | 27% | 25% | 26% | 22% | 23% | 21% | 34% | 39% | 35% | 27% | 33% | 29% | 29% |
| | | | | | | ** | | * | R,T | R,T* | Y | | AC | | AC |
| I would prefer to do this myself using traditional means | 71% | 71% | 73% | 75% | 74% | 78% | 77% | 79% | 66% | 61% | 65% | 73% | 67% | 71% | 71% |
| | | | | | V,W | ** | V,W | * | | * | | X | | | |

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 | 388 | 223 | 120 | 538 | 17 | 122 | 45 | 334 | 68 | 310 | 814 | 394 | 328 | 255 |
|-----------------|------|-----|-----|-----|-----|----|-----|----|-----|----|-----|-----|-----|-----|-----|

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Hotels

US_nat Sample: 13th - 14th September 2018



| | |
|-------|-------------------|
| Total | |
| | Prefer not to say |
| | AC |

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 | 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% |
| Don't know | 1% | 2% |
| Not applicable - I don't have a cell phone | 7% | 13% |
| | | Z.AA.AB |

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 |
|-----------------|------|-----|

YouGov Omnibus

Hotels

US_nat Sample: 13th - 14th September 2018



| | Total | Education | | | Marital Status | | | | | | Children under 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+ |
| 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% | 36% | 52% | 46% | 55% | 38% | 47% | 45% | 40% |
| I would prefer to do this myself using traditional means | 57% | 53% | 58% | 59% | 62% | 55% | 62% | 65% | 48% | 54% | 45% | 62% | 53% | 55% | 60% |
| | | | | | V | ** | V | V* | | * | | X | | | |

GOH_q2_5. 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. - Notify staff when the room will be unoccupied 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% | 54% | 47% | 37% | 43% | 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 | | | |

GOH_q2_6. 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. - Reach hotel staff for recommendations and help

| | | | | | | | | | | | | | | | |
|--|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 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% | 46% | 40% | 38% | 40% | 39% | 37% |
| I would prefer to do this myself using traditional means | 62% | 63% | 61% | 60% | 67% | 54% | 66% | 62% | 54% | 54% | 60% | 62% | 60% | 61% | 63% |
| | | | | | V.W | ** | V | * | | * | | | | | |

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 | 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% | 61% | 60% | 53% | 73% | 57% | 46% | 65% | 67% | 66% | 55% | 59% | 61% | 59% |
| I would prefer to do this myself using traditional means | 42% | 39% | 39% | 40% | 47% | 27% | 43% | 54% | 35% | 33% | 34% | 45% | 41% | 39% | 42% |
| | | N | | | | ** | | * | R.U | R.U* | Y | | AC | AC | AC |
| | | | | | V.W | ** | | V.W* | | * | | X | | | |

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 | 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 | 63% | 66% | 64% | 73% | 60% | 77% | 61% | 52% | 66% | 78% | 69% | 61% | 64% | 65% | 65% |
| I would prefer to do this myself using traditional means | 37% | 34% | 36% | 28% | 40% | 23% | 39% | 48% | 34% | 22% | 31% | 39% | 36% | 35% | 35% |
| | | N | | N | | ** | | * | | R.T.U* | Y | | AC | AC | AC |
| | | | | | W | ** | W | W* | | * | | X | | | |

YouGov Omnibus

Hotels

US_nat Sample: 13th - 14th September 2018



| | 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 |

GOH_q2_5. 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. - Notify staff when the room will be unoccupied for cleaning

| | 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 activities or do so yourself using traditional means? Please select one option on each row. - Reach hotel staff for recommendations 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 Omnibus

Hotels

US_nat Sample: 13th - 14th September 2018



| Total | Gender | | Age | | | Region | | | | Race | | | | No HS, High school graduate |
|-------|--------|--------|----------|----------|-----|-----------|---------|-------|------|-------|-------|----------|-------------|-----------------------------|
| | Male | Female | 18 to 34 | 35 to 54 | 55+ | Northeast | Midwest | South | West | White | Black | Hispanic | Other (NET) | |

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% |
| | | | | | C | C.D | | | | | K | | | * | O |

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 | 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% |
| | | | | | C | C.D | | | | | K.M | | | * | O |

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% |
| | | | | | C | | | | | | 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. - Pillowbed 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 | | | I | I | | | | | * | |
| Not very interested | 20% | 20% | 19% | 18% | 15% | 24% | 22% | 20% | 18% | 20% | 22% | 14% | 15% | 18% | 20% |
| | | | | | | D | | | | | K | | | * | |
| Not interested at all | 24% | 26% | 21% | 16% | 20% | 33% | 26% | 25% | 21% | 25% | 25% | 23% | 18% | 23% | 26% |

YouGov Omnibus

Hotels

US_nat Sample: 13th - 14th September 2018



| Total | Education | | | Marital Status | | | | | | Children under 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+ |

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% | 50% | 62% | 65% | 54% | 55% | 53% | 66% | 61% | 59% | 64% |
| | | | | | V.W | ** | | * | | * | | X | | | |

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% | 39% | 54% | 62% | 46% | 40% | 43% | 56% | 50% | 48% | 56% |
| | | | | | V.W | ** | | W* | | * | | X | | | |

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 | 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 | 41% | 44% | 41% | 44% | 37% | 38% | 41% | 42% | 46% | 46% | 50% | 38% | 41% | 42% | 44% |
| | | | | | ** | | * | R | | * | Y | | | | |
| Somewhat interested | 33% | 33% | 38% | 35% | 34% | 17% | 29% | 32% | 33% | 37% | 32% | 33% | 31% | 32% | 38% |
| | | | N | | ** | | * | * | | * | | | | Z | |
| Not very interested | 10% | 9% | 10% | 10% | 12% | 28% | 9% | 11% | 8% | 8% | 9% | 11% | 12% | 10% | 7% |
| | | | | | ** | | * | * | | * | | | AB | | |
| Not interested at all | 16% | 14% | 11% | 11% | 18% | 18% | 20% | 15% | 13% | 8% | 9% | 19% | 16% | 15% | 10% |
| | | | | W | ** | W | * | * | | * | | X | AB | | |
| 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.AAAC | |

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% | 28% | 31% | 32% | 23% | 27% | 24% | 26% |
| | | | | | ** | | T* | T | T | T* | Y | | | | |
| Somewhat interested | 32% | 34% | 32% | 32% | 33% | 33% | 33% | 22% | 30% | 35% | 35% | 31% | 33% | 30% | 35% |
| | | | | | ** | | * | * | | * | | | | | |
| Not very interested | 20% | 16% | 26% | 16% | 19% | 12% | 22% | 20% | 21% | 15% | 17% | 20% | 19% | 21% | 19% |
| | | | O.Q | | ** | | * | * | | * | | | | | |
| Not interested at all | 24% | 21% | 19% | 27% | 25% | 23% | 28% | 22% | 20% | 19% | 16% | 26% | 22% | 25% | 20% |

YouGov Omnibus

Hotels

US_nat Sample: 13th - 14th September 2018



| | |
|-------|-------------------|
| Total | |
| | Prefer not to say |

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 check-in)

| | | |
|----------------------------|------|---------|
| 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. - Pillowbed 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 Omnibus

Hotels

US_nat Sample: 13th - 14th September 2018



| Total | Gender | | Age | | | Region | | | | Race | | | | No HS, High school graduate | |
|----------------|--------|--------|----------|----------|-----|-----------|---------|-------|------|-------|-------|----------|-------------|-----------------------------|-----|
| | Male | Female | 18 to 34 | 35 to 54 | 55+ | Northeast | Midwest | South | West | White | Black | Hispanic | Other (NET) | | |
| | B | A | E | E | C.D | | | F | | | J | J | * | | |
| Net Interested | 57% | 54% | 60% | 65% | 66% | 43% | 53% | 56% | 61% | 54% | 53% | 63% | 68% | 59% | 53% |

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% |
| Somewhat interested | 21% | 21% | 21% | D.E | E | 17% | 20% | 19% | 23% | 20% | 18% | 29% | 23% | 28% | 18% |
| Not very interested | 25% | 23% | 28% | E | 24% | 28% | 25% | 27% | 24% | 26% | 26% | 18% | 29% | 27% | 23% |
| Not interested at all | 40% | 44% | 37% | 27% | 42% | 50% | 41% | 44% | 40% | 37% | 44% | 36% | 31% | 35% | 45% |
| Net Interested | 34% | 34% | 35% | ar | 34% | 22% | 34% | 29% | 36% | 37% | 31% | 45% | 40% | 38% | 32% |
| | | | | D.E | E | | | | | | J | J | J | * | |

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 | 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% | 25% | 21% | 33% | 24% | 13% | 21% | 16% | 24% | 29% | 19% | 35% | 31% | 17% | 24% |
| Somewhat interested | 30% | 29% | 31% | D.E | E | 27% | 26% | 37% | 29% | 26% | 28% | 26% | 37% | 40% | 26% |
| Not very interested | 22% | 21% | 23% | E | 19% | 20% | 24% | 24% | 20% | 21% | 25% | 13% | 16% | 22% | 22% |
| Not interested at all | 26% | 25% | 26% | 19% | 22% | 34% | 29% | 23% | 26% | 24% | 28% | 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 | 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)

| | | | | | | | | | | | | | | | |
|----------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 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% | 10% | 7% | 13% | 8% | 13% | 10% | 9% | 13% | 21% | 10% | 13% |
| Somewhat interested | 16% | 16% | 17% | D.E | E | 11% | 17% | 16% | 17% | 14% | 14% | 16% | 25% | 18% | 15% |
| Not very interested | 20% | 18% | 21% | E | 20% | 20% | 18% | 21% | 18% | 24% | 21% | 18% | 14% | 23% | 22% |
| Not interested at all | 53% | 56% | 49% | 41% | 53% | 62% | 51% | 55% | 53% | 52% | 56% | 54% | 41% | 50% | 50% |
| Net Interested | 28% | 25% | 30% | 37% | 30% | 18% | 31% | 25% | 29% | 24% | 23% | 29% | 46% | 27% | 28% |
| | | | | | | | | | | | L | L | L | * | |

YouGov Omnibus

Hotels

US_nat Sample: 13th - 14th September 2018



| Total | Education | | | Marital Status | | | | | | Children under 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+ | |
| Net Interested | 57% | 63% | 55% | 57% | 56% | 65% | 50% | 58% | 58% | 66% | 67% | 53% | 60% | 55% | 61% |
| | | N.P | | | ** | ** | * | * | * | T* | Y | X | AC | | AC |

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 | 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% | 23% | 25% | 35% | 31% | 27% | 25% | 19% | 24% | 26% | 26% | 25% | 28% |
| | | | N | | ** | ** | | * | * | * | | | | | |
| Not interested at all | 40% | 37% | 34% | 46% | 44% | 22% | 42% | 41% | 35% | 46% | 34% | 43% | 35% | 43% | 38% |
| | | | P | V | ** | ** | | * | * | * | | X | | Z | |
| Net Interested | 34% | 38% | 35% | 30% | 31% | 43% | 28% | 33% | 41% | 36% | 42% | 31% | 39% | 32% | 34% |
| | | | | | ** | ** | | * | R.T | * | Y | | AA.AC | | AC |

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 | 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% | 22% | 16% | 21% | 18% | 15% | 15% | 28% | 34% | 30% | 20% | 26% | 24% | 21% |
| | | | | | ** | ** | | * | R.T | R.T.U* | Y | | AC | AC | |
| Somewhat interested | 30% | 31% | 32% | 36% | 31% | 31% | 23% | 28% | 28% | 34% | 31% | 29% | 32% | 24% | 35% |
| | | | N | | ** | ** | | * | * | * | | | AA | | AA |
| Not very interested | 22% | 21% | 24% | 19% | 21% | 17% | 31% | 30% | 21% | 11% | 19% | 23% | 20% | 24% | 22% |
| | | | | W | ** | ** | R.V.W | W* | * | * | | | | | |
| Not interested at all | 26% | 24% | 22% | 30% | 27% | 34% | 31% | 27% | 22% | 20% | 19% | 28% | 22% | 28% | 22% |
| | | | | | ** | ** | | * | * | * | | X | | | |
| Net Interested | 53% | 55% | 54% | 52% | 52% | 49% | 38% | 43% | 56% | 68% | 62% | 49% | 58% | 48% | 57% |
| | | | | T | ** | ** | | * | T | R.T.U* | Y | | AA.AC | | AC |

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 | 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% | 13% | 7% | 7% | 9% | 6% | 6% | 14% | 15% | 20% | 14% | 10% | 15% | 9% | 10% |
| | | P | | | ** | ** | | * | R.T | R.T* | | | AA | | |
| Somewhat interested | 16% | 18% | 18% | 14% | 18% | 28% | 10% | 8% | 16% | 12% | 20% | 15% | 17% | 19% | 14% |
| | | | | T | ** | ** | | * | * | * | Y | | AC | | |
| Not very interested | 20% | 17% | 20% | 19% | 18% | 17% | 20% | 28% | 21% | 20% | 19% | 20% | 22% | 16% | 21% |
| | | | | | ** | ** | | * | * | * | | | AA | | |
| Not interested at all | 53% | 53% | 55% | 60% | 54% | 49% | 63% | 51% | 48% | 49% | 46% | 55% | 46% | 56% | 55% |
| | | | | | ** | ** | V | * | * | * | | X | | Z | Z |
| Net Interested | 28% | 30% | 25% | 21% | 27% | 34% | 17% | 22% | 31% | 31% | 35% | 25% | 32% | 28% | 24% |

YouGov Omnibus

Hotels

US_nat Sample: 13th - 14th September 2018



| | | |
|----------------|--------------|--------------------------|
| | Total | Prefer not to say |
| Net Interested | 57% | 48% |
| | | Z,AB |

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% |
| Net Interested | 34% | 25% |
| | | Z,AA,AB |

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% |
| Net Interested | 53% | 41% |
| | | Z,AB |

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% |
| Net Interested | 28% | 21% |
| | | Z |

YouGov Omnibus

Hotels

US_nat Sample: 13th - 14th September 2018



| Total | Gender | | Age | | | Region | | | | Race | | | | No HS, High school graduate |
|-------|--------|--------|----------|----------|-----|-----------|---------|-------|------|-------|-------|----------|-------------|-----------------------------|
| | Male | Female | 18 to 34 | 35 to 54 | 55+ | Northeast | Midwest | South | West | White | Black | Hispanic | Other (NET) | |
| | | | 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% | 18% | 11% | 17% | 13% | 20% | 17% | 13% | 23% | 27% | 20% | 15% |
| | | | | E | E | | | | G | | | J | J | * | |
| Somewhat interested | 30% | 27% | 32% | 31% | 34% | 24% | 30% | 30% | 31% | 26% | 27% | 34% | 34% | 38% | 28% |
| | | | | E | E | | | | | | | | | J* | |
| Not very interested | 25% | 25% | 26% | 23% | 23% | 29% | 26% | 30% | 23% | 25% | 29% | 21% | 17% | 15% | 25% |
| | | | | | | | | | | | LM | | | * | |
| Not interested at all | 28% | 30% | 25% | 21% | 24% | 36% | 27% | 27% | 27% | 32% | 30% | 22% | 22% | 27% | 32% |
| | | | | | | | | | | | K.L | | | * | P |
| Net: Interested | 47% | 45% | 49% | 55% | 53% | 35% | 48% | 43% | 50% | 43% | 40% | 57% | 61% | 58% | 43% |
| | | | | E | E | | | | | | | J | J | J* | |

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 | 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% | 28% | 14% | 22% | 22% | 27% | 24% | 22% | 31% | 29% | 23% | 20% |
| | | | | E | E | | | | | | | J | | * | |
| Somewhat interested | 33% | 32% | 34% | 36% | 36% | 29% | 35% | 34% | 32% | 34% | 31% | 35% | 38% | 38% | 31% |
| | | | | E | E | | | | | | | | | * | |
| Not very interested | 18% | 17% | 19% | 15% | 15% | 23% | 18% | 19% | 17% | 19% | 21% | 10% | 13% | 17% | 20% |
| | | | | | | | | | | | K | | | * | |
| Not interested at all | 24% | 25% | 24% | 16% | 21% | 34% | 25% | 26% | 24% | 23% | 26% | 24% | 20% | 22% | 30% |
| | | | | | | | | | | | | | | * | O.P |
| Net: Interested | 58% | 58% | 58% | 69% | 64% | 43% | 57% | 56% | 59% | 58% | 54% | 66% | 66% | 61% | 51% |
| | | | | E | E | | | | | | | J | J | * | |

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% | 11% | 5% | 11% | 8% | 14% | 11% | 9% | 13% | 23% | 9% | 12% |
| | | | | D.E | E | | | | G | | | J.K.M | | * | |
| Somewhat interested | 23% | 22% | 24% | 30% | 22% | 17% | 21% | 18% | 22% | 30% | 20% | 29% | 25% | 32% | 20% |
| | | | | D.E | E | | | | | G.H | | J | | J* | |
| Not very interested | 27% | 24% | 30% | 22% | 27% | 30% | 30% | 27% | 26% | 24% | 27% | 28% | 24% | 23% | 27% |
| | | | | A | | C | | | | | | | | * | |
| Not interested at all | 39% | 42% | 36% | 28% | 39% | 49% | 37% | 47% | 38% | 36% | 44% | 30% | 28% | 36% | 41% |
| | | | | | C | C.D | | H.I | | | K.L | | | * | |
| Net: Interested | 34% | 34% | 34% | 49% | 34% | 22% | 32% | 26% | 36% | 40% | 28% | 42% | 48% | 41% | 32% |
| | | | | D.E | E | | | | G | G | | J | J | J* | |

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 Omnibus

Hotels

US_nat Sample: 13th - 14th September 2018



| Total | Education | | | Marital Status | | | | | | Children under 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+ |
| | Q | | | T | ** | | * | T | 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% | 22% | 21% | 16% | 20% | 16% | 18% |
| | | | | | ** | ** | | * | R,T | T* | Y | | AC | | |
| Somewhat interested | 30% | 32% | 29% | 27% | 28% | 32% | 34% | 31% | 29% | 32% | 35% | 27% | 32% | 26% | 31% |
| | | | | | ** | ** | | * | | * | Y | | | | |
| Not very interested | 25% | 21% | 31% | 29% | 27% | 21% | 27% | 22% | 23% | 23% | 23% | 26% | 21% | 29% | 27% |
| | | | O | | ** | ** | | * | | * | | | Z | | |
| Not interested at all | 28% | 26% | 23% | 26% | 30% | 29% | 28% | 30% | 25% | 23% | 20% | 31% | 27% | 29% | 24% |
| | | | | | ** | ** | | * | | * | | X | | | |
| Net: Interested | 47% | 53% | 46% | 45% | 43% | 50% | 45% | 47% | 52% | 55% | 57% | 43% | 52% | 42% | 48% |
| | | N | | | ** | ** | | * | R | * | Y | | AA,AC | | |

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 | 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 | 24% | 30% | 24% | 28% | 23% | 34% | 22% | 26% | 26% | 30% | 33% | 21% | 26% | 25% | 22% |
| | | N | | | ** | ** | | * | | * | Y | | | | |
| Somewhat interested | 33% | 30% | 44% | 33% | 34% | 37% | 25% | 30% | 36% | 31% | 39% | 31% | 34% | 33% | 41% |
| | | | N,O | | ** | ** | | * | T | * | Y | | AC | AC | AA,AC |
| Not very interested | 18% | 17% | 16% | 16% | 18% | 17% | 20% | 24% | 17% | 15% | 12% | 20% | 16% | 19% | 18% |
| | | | | | ** | ** | | * | | * | | X | | | |
| Not interested at all | 24% | 22% | 16% | 23% | 25% | 12% | 33% | 20% | 22% | 24% | 15% | 28% | 24% | 23% | 19% |
| | | | | | ** | ** | V | * | | * | | X | | | |
| Net: Interested | 58% | 60% | 68% | 61% | 57% | 71% | 47% | 56% | 62% | 61% | 72% | 52% | 60% | 58% | 64% |
| | | N | N | | T | ** | | * | T | * | Y | | AC | AC | AC |

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 | 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% | 11% | 17% | 9% | 15% | 11% | 8% |
| | | | | | ** | ** | | * | R | * | Y | | AB | | |
| Somewhat interested | 23% | 23% | 28% | 24% | 20% | 44% | 18% | 17% | 27% | 30% | 26% | 21% | 24% | 21% | 25% |
| | | | N | | ** | ** | | * | R | * | | | | | |
| 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% | 42% | 26% | 47% | 45% | 35% | 27% | 33% | 41% | 34% | 41% | 38% |
| | | | | O,P | W | ** | V,W | * | | * | | X | | Z | |
| Net: Interested | 34% | 35% | 39% | 30% | 30% | 62% | 27% | 25% | 41% | 40% | 43% | 31% | 39% | 32% | 33% |
| | | | | | ** | ** | | * | R,T,U | * | Y | | AA,AC | | |

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 Omnibus

Hotels

US_nat Sample: 13th - 14th September 2018



| | |
|-------|-------------------|
| Total | Prefer not to say |
| | |

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 | 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 Omnibus

Hotels

US_nat Sample: 13th - 14th September 2018



| | Total | Gender | | Age | | | Region | | | | Race | | | | No HS, High school graduate |
|----------------------------|-------|--------|--------|----------|----------|-----|-----------|---------|-------|------|-------|-------|----------|-------------|-----------------------------|
| | | Male | Female | 18 to 34 | 35 to 54 | 55+ | Northeast | Midwest | South | West | White | Black | Hispanic | Other (NET) | |
| 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% | 12% | 4% | 12% | 7% | 13% | 9% | 8% | 19% | 16% | 10% | 12% |
| | | | | E | E | | | | G | | | J | J | * | 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% | 53% | 39% | 51% | 43% | 41% | 50% | 32% | 30% | 30% | 42% |
| | | | | | C | C,D | | F,H,I | | | K,L,M | | | * | |
| 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% | 37% | 39% | 34% | 34% | 38% | 35% | 39% | 34% | 40% | 40% | 43% | 34% |
| | | | | A | | | | | | | | | | * | |
| 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% |
| | | | | | | 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)

| | | | | | | | | | | | | | | | |
|----------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 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% | 21% | 25% | 29% | 26% | 16% | 20% | 17% | 26% | 27% | 20% | 24% | 32% | 29% | 23% |
| | | | | E | E | | | | G | G | | | J | * | |
| Somewhat interested | 41% | 37% | 46% | 44% | 41% | 40% | 43% | 51% | 37% | 38% | 41% | 47% | 38% | 38% | 37% |
| | | | | A | | | | H,I | | | | | | * | |
| Not very interested | 16% | 19% | 13% | 14% | 15% | 18% | 17% | 13% | 17% | 15% | 17% | 13% | 15% | 13% | 17% |
| | | | | B | | | | | | | | | | * | |
| Not interested at all | 20% | 24% | 16% | 13% | 19% | 26% | 20% | 19% | 20% | 20% | 21% | 17% | 15% | 20% | 23% |
| | | | | | | C,D | | | | | | | | * | O,P |
| Net: Interested | 64% | 58% | 71% | 72% | 67% | 56% | 63% | 68% | 63% | 65% | 62% | 70% | 68% | 67% | 58% |
| | | | | A | E | E | | | | | | | | * | |

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% | 23% | 17% | 24% | 18% | 25% | 25% | 19% | 29% | 37% | 19% | 23% |
| | | | | D,E | E | | | | G | | | J | J,M | * | |
| Somewhat interested | 46% | 42% | 50% | 46% | 47% | 47% | 48% | 47% | 45% | 46% | 49% | 43% | 40% | 42% | 37% |

YouGov Omnibus

Hotels

US_nat Sample: 13th - 14th September 2018



| | Total | Education | | | Marital Status | | | | | | Children under 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+ |
| 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% R.V* | 37% | 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

| | | | | | | | | | | | | | | | |
|----------------------------|------|----------|----------|-----|----------|-----------|----------|----------|--------------|-----------|----------|-----|-----------|-----|-----|
| 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% V* | 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% X | 27% | 21% | 25% | 25% |
| Net: Interested | 54% | 56% N | 61% N | 52% | 51% | 73% ** | 48% | 54% * | 57% * | 59% * | 62% Y | 51% | 58% AC | 53% | 52% |

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 | 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% | 26% | 17% | 22% | 36% ** | 20% | 15% * | 25% U* | 32% U* | 29% Y | 21% | 26% AB | 24% | 18% |
| Somewhat interested | 41% | 46% N | 43% | 41% | 42% | 41% ** | 41% | 44% * | 41% * | 36% * | 44% | 40% | 41% | 42% | 44% |
| Not very interested | 16% | 14% | 16% | 16% | 16% | 5% ** | 15% | 18% * | 16% * | 18% * | 13% | 17% | 16% AC | 17% AC | 18% |
| Not interested at all | 20% | 16% | 15% | 26% O,P | 20% | 18% ** | 24% | 24% * | 19% * | 14% * | 14% X | 22% | 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% |

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 | 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% |

YouGov Omnibus

Hotels

US_nat Sample: 13th - 14th September 2018



| | 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% |
| 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

| | Total | Prefer not to say |
|----------------------------|-------|-------------------|
| 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% |
| 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)

| | Total | Prefer not to say |
|----------------------------|-------|-------------------|
| 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% |
| 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

| | Total | Prefer not to say |
|----------------------------|-------|-------------------|
| Unweighted base | 1213 | 169 |
| Base: All US Adults | 1210 | 165 |
| Very interested | 23% | 19% |
| Somewhat interested | 46% | 42% |

YouGov Omnibus

Hotels

US_nat Sample: 13th - 14th September 2018



| Total | Gender | | Age | | | Region | | | | Race | | | | No HS, High school graduate |
|-----------------------|--------|--------|----------|----------|-----|-----------|---------|-------|------|-------|-------|----------|-------------|-----------------------------|
| | Male | Female | 18 to 34 | 35 to 54 | 55+ | Northeast | Midwest | South | West | White | Black | Hispanic | Other (NET) | |
| | | A | | | | | | | | L | | | * | |
| Not very interested | 13% | 15% | 12% | 12% | 15% | 14% | 13% | 16% | 13% | 13% | 10% | 14% | 20% | 16% |
| | | | | | | | | | | | | | K* | P |
| Not interested at all | 17% | 20% | 14% | 12% | 15% | 23% | 14% | 20% | 17% | 16% | 18% | 18% | 9% | 24% |
| | | B | | | | | | | | | | | L* | O.P.Q |
| Net. Interested | 70% | 65% | 74% | 77% | 70% | 63% | 73% | 65% | 70% | 71% | 68% | 72% | 77% | 60% |
| | | A | 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% |
| | | | | | | | | | 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% |
| | | | | | | | | | | | | | K | * | |
| 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 | I | | | | M | | | * | 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% |
| | | | | | | C | | | | F.H | | | | * | O |
| Never | 13% | 14% | 12% | 9% | 13% | 16% | 16% | 15% | 12% | 8% | 14% | 14% | 9% | 13% | 21% |
| | | | | | | C | I | I | | | | | | * | 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 | | C | C.D | H | | | 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% |
| | | B | | 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% |

YouGov Omnibus

Hotels

US_nat Sample: 13th - 14th September 2018



| Total | Education | | | Marital Status | | | | | | Children under 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% | 10% | 14% |
| | | | | | ** | ** | * | R | * | X | | | | |
| Not interested at all | 17% | 14% | 8% | 12% | 18% | 8% | 23% | 17% | 15% | 7% | 11% | 19% | 16% | 12% |
| | | P | | | W | ** | V.W | * | * | X | | | | |
| Net Interested | 70% | 74% | 83% | 73% | 70% | 82% | 64% | 65% | 69% | 82% | 79% | 66% | 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% |
| | | 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% | 58% |
| | | 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* | | * | | X | | | |

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 | 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 | * | | * | | X | 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% |
| | | | | | | ** | | * | | T.U | U* | | AC | AC | |
| Pay for it with a card when I check-out | 18% | 19% | 20% | 14% | 15% | 15% | 14% | 23% | 22% | 21% | 26% | 14% | 22% | 16% | 14% |

YouGov Omnibus

Hotels

US_nat Sample: 13th - 14th September 2018



| | Total | Prefer not to say |
|-----------------------|-------|-------------------|
| Not very interested | 13% | 13% |
| Not interested at all | 17% | 26% |
| | | Z.AA.AB |
| Net: Interested | 70% | 61% |

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 | 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.

| | 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% | |

YouGov Omnibus
Hotels

US_nat Sample: 13th - 14th September 2018



| | Total | Gender | | Age | | | Region | | | | Race | | | | No HS, High school graduate |
|--|-------|--------|--------|----------|----------|-----|-----------|---------|-------|------|-------|-------|----------|-------------|-----------------------------|
| | | Male | Female | 18 to 34 | 35 to 54 | 55+ | Northeast | Midwest | South | West | White | Black | Hispanic | Other (NET) | |
| | | | | D,E | E | | | | | | | | J,M | * | |
| Other | 1% | 1% | 1% | 2% | 1% | 0% | 1% | 0% | 2% | 0% | 1% | 2% | 1% | 3% | 1% |
| Don't know | 9% | 7% | 10% | 8% | 9% | 9% | 7% | 8% | 8% | 11% | 8% | 11% | 9% | 5% | 11% |
| Not applicable – I never tip for housekeeping services | 23% | 24% | 21% | 23% | 22% | 23% | 21% | 24% | 23% | 21% | 24% | 20% | 19% | 21% | 27% |

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/U/V/W, X/Y, Z/A/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 Omnibus
Hotels

US_nat Sample: 13th - 14th September 2018



| | Total | Education | | | Marital Status | | | | | | Children under 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+ |
| | | | | | | ** | | * | R | * | Y | | AB | | |
| Other | 1% | 1% | 1% | 2% | 0% | - | 2% | - | 2% | - | 0% | 1% | 2% | 0% | 0% |
| | | | | | | ** | R | * | R | * | | | | | |
| Don't know | 9% | 9% | 5% | 5% | 6% | 12% | 13% | 11% | 11% | 11% | 5% | 10% | 9% | 7% | 3% |
| | | | | | | ** | R | * | R | * | | X | AB | AB | |
| Not applicable – I never tip for housekeeping services | 23% | 20% | 22% | 12% | 23% | 23% | 21% | 20% | 24% | 21% | 20% | 23% | 23% | 21% | 20% |
| | | | Q | | | ** | | * | | * | | | | | |

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YouGov Omnibus

Hotels

US_nat Sample: 13th - 14th September 2018



| | Total | Prefer not to say |
|--|-------|-------------------|
| Other | 1% | 2% |
| Don't know | 9% | 19% |
| Not applicable – I never tip for housekeeping services | 23% | Z.AA.AB |

Cell Contents (Col