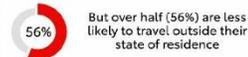


Thinking about a road trip? You're not alone

While the COVID-19 pandemic has caused many U.S. families to postpone or cancel vacations, a new survey* reveals that nearly half of Americans want to get back on the road again. The survey also shows how attitudes about travel have changed since the pandemic began.

How do people feel about traveling?



The majority said they prefer to travel with household members only (69%)



Where are they going?

The most popular vacation destinations:



How are they getting there?



When taking road trips, vehicle features most important to adults are:

- Fuel economy
- Ride comfort
- Advanced safety features



The top vehicle choices for a comfortable road trip are:



Length of time anticipated traveling to their next vacation destination:

- 4 hours or longer (74%)
- 1-3 hours (24%)

Americans are thinking about purchasing a new vehicle:



(59%) expressed interest in purchasing a new vehicle within the next 12 months.



Nearly 1/3

(31%) reported being likely to purchase a vehicle this calendar year.



TOYOTA

*The survey received 1,000 responses from U.S. residents aged 25-74 (sub-quotas were created that mimicked the U.S. census population). Fieldwork began on August 10 and lasted until August 12, 2020. With a probabilistic sample, a total of 1,000 responses in the 50% confidence level offers a 3.5% margin of error. The survey was conducted with another random pool of U.S. residents aged 25 to 74, results were yielded within +1.1% or -1.1% of the stated totals in the reports. The margin of error can be used as a guideline to understand the high reliability of these results.

321-652-3610
info@travelbyginnny.com



The COVID-19 pandemic has upended the lives of Americans in many ways, including making families from coast to coast cancel or postpone their vacation plans. However, a new survey, conducted on behalf of Toyota, reveals that nearly half of U.S. adults are planning to get out and take a trip again soon and a road trip is the way to get there.

The survey also shows how attitudes about travel from destinations to modes of transportation have changed since the pandemic began.

How do Americans feel about traveling now?

While 4 in 10 (42%) U.S. adults said that they are likely to go on a vacation or travel by the end of this year, over half (56%) of them reported that they are less likely to venture beyond their home state.

Another effect of the pandemic, not surprisingly, is that the majority of respondents (69%)



said they would prefer to only travel with their immediate family members (such as their spouse/partner and children) from their household.

The results confirmed a strong preference for outdoor vacation experiences such as trips to the beach/swimming, state parks/hiking and camping. Most respondents anticipate driving 4-6 hours to reach their vacation destinations.

How are Americans planning to get there?

Perhaps the most striking difference compared to pre-COVID days was revealed when the survey asked about preferred modes of travel since the start of the pandemic.

Nearly 3 out of 4 (72%) said they would much rather take a vehicle than a plane to get to their destination. The reason for this choice makes sense: Over half (56%) said they felt their vehicle was a safe haven from the coronavirus.

If you and your family are planning a road trip vacation this year view our website at www.TravelbyGinny.com

