

SURVEY QUESTIONS:

Talker Research team members are members of the Market Research Society (MRS) and the European Society for Opinion and Marketing Research (ESOMAR).

Talker Research is also part of the Transparency Initiative through the American Association for Public Opinion Research (AAPOR) – to view the complete methodology as part of this initiative, please visit the [Talker Research Process and Methodology page](#).

For more information on the survey or any additional questions, please contact: questions@talkerresearch.com

PROJECT NAME:

VACATION COMPATIBILITY

SAMPLE: 2,000 Americans who travel with loved ones (e.g., friends, family, groups, etc.)

SPLITS: Age, gender, region and who they travel with

Survey Questions:

Demographic questions:

D1. What is your gender? [SINGLE SELECT, MAINTAIN ORDER]

Male

Female

Non-Binary

Other

Prefer not to say

KEEP NON-BINARY/OTHER/PNTS IN TOTAL, REMOVE FROM GENDER SPLIT

QSEX. HIDDEN GENDER RECODE

1. Male
2. Female

If D1=1, QSEX=Male

If D1=2, QSEX=Female

D2. What is your age?

[NUMERICAL OPEN-END; RANGE 0-99]

[**TERMINATE IF UNDER 18**]

D2a. Please select the year in which you were born.

[Dropdown list of years from 2008 to 1926]

[**TERMINATE if age and birth year do not align +/- 1 year**]

QAGE: HIDDEN AGE RECODE BY GENERATION

IF D2a=1997-2008, QAGE=Generation Z

IF D2a=1981-1996, QAGE=Millennials

IF D2a=1965-1980, QAGE=Generation X

IF D2a=1946-1964, QAGE=Baby Boomers

IF D2a=1927-1945, QAGE=Silent Generation

D3. Which state do you live in?

[DROP DOWN OF 50 U.S. STATES AND "I DO NOT LIVE IN A U.S. STATE".

TERMINATE IF OUTSIDE THE U.S.]

QRGN5: HIDDEN REGION RECODE

1. Northeast
2. Southeast
3. Southwest
4. Midwest
5. West

Screener Questions:

SQ1. When you travel, who of the following do you/have you traveled with? [select all that apply] RANDOMIZE. ANCHOR LAST ONE

My parents

My kids

My spouse/partner

My friends

My siblings

My grandparents/extended family members[1]

None of the above [EXCLUSIVE] TERMINATE

Survey Questions:

1. **In your opinion, what's the ideal number of people to travel with? [Select one]**

1. 0 - Alone
2. 1-2
3. 3-4
4. 5-6
5. 7-8
6. 9-10
7. 11+
8. Not sure

2. **As you age/your family grows/your circle changes, do you see the group of people you travel with growing or shrinking within the next five years? [Select one]**

1. I see my travel circle growing within the next five years
2. I see my travel circle shrinking within the next five years
3. I see my travel circle staying the same within the next five years
4. Not sure

3. **How much do you look forward to traveling/sharing a space with the following people on vacation? [Select one]**

[GRID]

[SHOW OPTIONS SELECTED IN SQ1]

[GRID BY]

1. Very much
2. Somewhat
3. A little
4. Not at all

4. **Thinking about traveling with others, who usually gets the first pick of the following? [Select one]**

[GRID] RANDOMIZE

1. **Beds/bedrooms**
2. **Drawer/dresser space**
3. **Thermostat/temperature**
4. **Shower time/shower order**
5. **Closet space**
6. **TV remote**
7. **Outlets/charging spots**

[GRID BY]

1. **[SHOW OPTIONS SELECTED IN SQ1]**
2. **Me**

5. **To what extent do you agree or disagree with the following statement? “I’m the ‘perfect’ roommate on vacation.” [Select one]**

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree

4. Somewhat disagree
5. Strongly disagree

6. **On average, how many “squabbles” (a noisy quarrel about something petty or trivial) do you usually get into when on vacation with others? [Select one]**

1. 0
2. 1-2
3. 3-4
4. 5-6
5. 7-8
6. 9-10
7. 11-15
8. 16+
9. Not sure

7. **[HIDE IF Q6 = A] What do you usually find your group squabbling about when on vacation? [Select all that apply] **RANDOMIZE, ANCHOR LAST 1****

1. Bed/bedroom decisions
2. Thermostats/AC/room temperature
3. What to watch on TV
4. Bathroom time
5. Snoring
6. What to eat
7. Making plans

8. Dresser/counter space
9. Taking a long time to get ready
10. Riding shotgun/driving
11. Bed times/Wake-up times/sleep schedules
12. Noise (e.g., talking, music, etc.)
13. Who keeps the room key
14. Curtains staying open or closed
15. Requesting housekeeping
16. Toiletry usage
17. Pillows/blankets
18. Iron/hair dryer usage
19. Outlet space
20. None of the above [Exclusive]

8. **[HIDE IF Q6 = A] Which of the following do you contribute to squabbling about when on vacation? [Select all that apply] RANDOMIZE, ANCHOR LAST 1**

1. [SHOW OPTIONS SELECTED IN PREVIOUS QUESTION]
2. None of the above [Exclusive]

9. **[HIDE IF Q6 = A] In your opinion, what are the worst squabbles to deal with when sharing a space with others on vacation? [Select up to five] RANDOMIZE, ANCHOR LAST 1**

1. Bed/bedroom decisions

2. Thermostats/AC/room temperature
3. What to watch on TV
4. Bathroom time
5. Snoring
6. What to eat
7. Making plans
8. Dresser/counter space
9. Taking a long time to get ready
10. Riding shotgun/driving
11. Wake-up times/sleep schedules
12. Noise (e.g., talking, music, etc.)
13. Who keeps the room key
14. Curtains staying open or closed
15. Requesting housekeeping
16. Toiletry usage
17. Pillows/blankets
18. Iron/hair dryer usage
19. Outlet space
20. None of the above [\[Exclusive\]](#)

10. **[HIDE IF Q6 = A] What is the longest amount of time that any of the previously selected arguments have put a damper on the vacation? [Select one]**
 1. Less than 1 hour
 2. 1-2 hours
 3. 3-5 hours

4. 6-12 hours
5. 13-23 hours
6. 1-2 days
7. 3-4 days
8. 5-6 days
9. 7+ days

11. **Thinking about the group you usually travel with, how many of the following would be ideal to make your stay comfortable? [Select one]**

[GRID] RANDOMIZE

1. **Full bathrooms**
2. **Dining table and chairs**
3. **Desk**
4. **Half bathrooms (toilets)**
5. **Beds**
6. **Bedrooms**
7. **Lounge areas (e.g., living rooms, sofas, dining areas, etc.)**
8. **TVs**
 1. [GRID BY]
 2. 1
 3. 2
 4. 3
 5. 4
 6. 5+

7. N/A: I wouldn't need this to make my stay comfortable

12. **Thinking about the group you usually travel with, which of the following would be ideal to make your stay more comfortable? [Select all that apply] **RANDOMIZE, ANCHOR LAST 1****

1. Multiple bedrooms
2. Multiple full bathrooms
3. Full-sized kitchen with appliances
4. Dining table and chairs
5. Separate living room space
6. Desk
7. Washer/Dryer in unit
8. Private balcony or patio
9. Half bathrooms (toilets)
10. Lounge areas (e.g., living rooms, sofas, dining areas, etc.)
11. None of the above [**Exclusive**]

13. **When sharing space with others on vacation, how would you rate your level of comfort (e.g., being able to do what you want, wear what you want, etc.)?**

1. Slider scale 0 – 100 [increments of 1] [Left label 0% comfortable: Right label 100% comfortable]
2. Not sure/Prefer not to say

14. **All things considered, how compatible or incompatible do you think your travel style/needs are compared to the following people while traveling? [Select one]**
1. **[GRID]**
 2. **[SHOW OPTIONS SELECTED IN SQ1]**
 1. [GRID BY]
 2. Very compatible
 3. Somewhat compatible
 4. Neither compatible nor incompatible
 5. Somewhat incompatible
 6. Very incompatible
15. **Would you be more likely to plan a trip with someone you were not vacation-compatible with if you had your own space in a larger accommodation? [Select one]**
1. Yes
 2. No
 3. Not sure
16. **[SHOW IF SQ1 = B] To what extent do you agree or disagree with the following statement? "I've often put off planning a vacation because it's too difficult to juggle the needs of all of my kids in one shared space." [Select one]**
1. Strongly agree
 2. Somewhat agree

3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

17. **In your opinion, does sharing space with others on vacation have an impact on how frequently there are arguments? [Select one]**

1. Yes, sharing space with others increases the likelihood of arguments on vacation
2. Yes, sharing space with others decreases the likelihood of arguments on vacation
3. No, sharing space with others does not affect the likelihood of arguments on vacation

18. **How many hours a day of “alone time” would be ideal for you to have on vacation? [Select one]**

1. Less than 1
2. 1
3. 2
4. 3
5. 4
6. 5+
7. Not sure

19. **When sharing space with others on vacation, how many times in an average day do you daydream about having your own space? [Select one]**

1. Less often than once a day
2. 1-2
3. 3-4
4. 5+
5. Not sure

20. **To what extent do you agree or disagree with the following statement? “Even when I want my own space on vacation, keeping my group near is priority.” [Select one]**

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

21. **What is the highest dollar amount you’d be willing to pay in order to have your own space on vacation?**

1. Slider scale 0 – 1,000 [increments of 10] [Left label \$0: Right label \$1,000 or more]
2. Not sure

22. **To what extent do you agree or disagree with the following statements? [Select one]**

[GRID]

1. **“Having your own space on vacation, even if small, helps ease tensions with others.”**
2. **“I feel more connected to the people I’m traveling with when I can have some time alone.”**
3. **“The real vacation starts when my kids are asleep for the night.”** [show option is SQ1 = B}
4. **“The real vacation starts when my parents are asleep for the night.”** [show option if SQ1 = A][GRID BY]
 1. Strongly agree
 2. Somewhat agree
 3. Neither agree nor disagree
 4. Somewhat disagree
 5. Strongly disagree

23. **[SHOW IF SQ1 = B] How much or little would being able to have space/a separate room from your child(ren) improve the opportunity for you to relax on vacation? [Select one]**

1. Very much
2. Somewhat
3. A little
4. Not at all

24. **How likely or unlikely are you to plan a shorter trip when traveling with knowledge that you’re sharing space with others in small accommodations? [Select one]**

1. Very likely
2. Somewhat likely
3. Neither likely nor unlikely
4. Somewhat unlikely
5. Very unlikely

25. **Generally, would you be willing to stay with others at a destination longer if you had a multibedroom accommodation? [Select one]**

1. Yes
2. No
3. Not sure

Occasionally, the media may contact us wanting to interview respondents in the survey for further information to boost the article with qualitative data. These experiential quotes are used to add something unique to their reporting and boost the authority of the story which can then aid SEO performance.

To facilitate this, we sometimes ask respondents if they're open to being contacted by the media for further interview. This consent must be gained prior to running the survey. This enables us to share certain respondents with the media in adherence with our data protection protocols. Please note, a

respondents' answer to this question does not impact their eligibility for the survey in any way.

26. **We're looking to hear from people who travel with others. If you consent, you may be contacted for a short interview by phone or email from a journalist for further comment. There is no financial incentive for taking part, but your name and responses may be cited in a national publication.**

I'm interested in participating

I'm not interested in participating

27. **[SHOW IF "I'm interested in participating" in PREVIOUS QUESTION] Please enter your details below.**

Name:

Email:
