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# 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:** Confessions and challenges of a business traveler

**SAMPLE**: 2,000 business travelers (1,000 18+ "Extended Stay Travelers" defined as traveling for business, with stays of 5+ consecutive nights, at least 4 times per year AND 1,000 18+ "Business Transient Travelers" defined as traveling for business, with stays of 2+ nights, on average of 2+ times per month)

**SPLITS**: Age, gender, region, extended stay travelers vs. business transient travelers

## Survey Questions:

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

1. Male
2. Female
3. Non-Binary
4. Other
5. 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 in years?**

[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 1927]
[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

**SQ1. Which of the following best describes your current employment status? [select one]**

a. Employed full-time [CONTINUE]
b. Employed part-time [CONTINUE]
c. Self employed [CONTINUE]
d. Active Military
e. Retired
f. Homemaker
g. Student
h. Other

**SQ2. How many times per year do you travel for work? [select one]**

a. 0 – I don't travel for work [TERMINATE]
b. 1 – 3 times per year
c. 4 – 10 times per year
d. 11 – 23 times per year
e. 24+ times per year (2 or more times per month)

**SQ3. When you travel for work, on average, how many nights do you stay consecutively? [select one]**

a. 1 night or less
b. 2 – 4 nights
c. 5+ nights

**Hid_Group:**

Extended Stay Traveler IF SQ2 = C OR D AND SQ3 = C
Business Transient Traveler IF SQ2 = E AND SQ3 = B OR C

TERMINATE ALL ELSE  FOR EXAMPLE:
SQ2 = A or B
OR
SQ3 = A
OR
SQ2 = C or D AND SQ3 = B
OR

SQ2 = E AND SQ3 = A

**Survey Questions:**

**1. How much do you agree or disagree with the following statements? [select one grid]**

**[GRID]**

a. When I'm on a business trip, my hotel room is the only place where I feel like I'm fully "off the clock."

b. When I'm on a business trip, my hotel room is my "safe haven."

c. When I'm on a business trip, staying at a hotel that meets all of my needs is literally make or break for the success of the trip.

**[GRID BY]**

i. Strongly agree
ii. Somewhat agree
iii. Neither agree nor disagree
iv. Somewhat disagree
v. Strongly disagree

**2. On a typical business trip, which of the following, if any, do you most often sacrifice in favor of getting work done or participating in work-related activities? [select up to three]**

**[RANDOMIZE, ANCHOR LAST 1]**

a. Sleep
b. Exercise
c. Healthy eating
d. Personal time/downtime
e. Socializing / networking
f. Producing high-quality work
g. None of the above [EXCLUSIVE]

**3. Which of the following, if any, have you done while on a business trip? [select all that apply] [RANDOMIZE, ANCHOR LAST 1]**

a. Pretended to have another commitment to avoid a work dinner
b. Taken time alone in your room instead of networking
c. Said you had a virtual meeting to get some downtime
d. Skipped a planned activity due to exhaustion
e. None of the above [EXCLUSIVE]

**4. Please describe the most creative excuse you've used to get out of a work dinner or event while traveling for business.**

a. Free text
b. I don't remember/Prefer not to say

**5. In general, when you're on a business trip, do you feel guilty if you turn down an optional work-related outing or activity, in favor of relaxing and decompressing in your hotel room? [select one]**

a. Yes
b. No

**6. Which of the following, if any, do you do to get a short mental break while on a business trip? [select all that apply] [RANDOMIZE, ANCHOR LAST 1]**

a. Sit in my room in silence
b. Take longer showers than usual
c. Take my time to get ready for the day, so I feel grounded and less rushed
d. Delay responding to messages on purpose
e. Go for a walk
f. Stay up later just to have alone time
g. Do a workout/fitness routine
h. Read a book or listen to a podcast
i. Wake up earlier than necessary for quiet time
j. None of the above [EXCLUSIVE]

**7. When you're on a business trip, what challenges do you often experience? [select all that apply] [RANDOMIZE, ANCHOR LAST 1]**

a. Physical fatigue from long days
b. Trouble adjusting to time zone changes or jet lag
c. Poor sleep quality
d. Difficulty maintaining my normal exercise routine
e. Eating less healthy than usual
f. Back-to-back meetings with little downtime
g. Falling behind on regular work while traveling
h. Feeling pressure to be "on" all day with clients or colleagues
i. Feeling socially drained from constant interaction
j. Lack of personal time to recharge
k. Feeling like work travel blurs boundaries between work and personal life
l. Missing time with family or friends
m. None of the above [EXCLUSIVE]

**8. When you're on a business trip, how much time per day do you typically have alone to recharge, on average, if any? [select one]**

a. No time
b. Less than 1 hour
c. 1–2 hours
d. 2–3 hours
e. 3+ hours

**9. In your opinion, what is the most challenging part of traveling for business?**

a. Free text

b. Nothing in particular / Prefer not to say

**10. What is your most "unhinged" travel hack while traveling for business, that keeps you sane and energized?**

a. Free text

b. I don't have one/Prefer not to say

**11. When you're on a business trip, what things do you look forward to doing? [select all that apply] [RANDOMIZE, ANCHOR LAST 1]**

a. Relaxing in my hotel room

b. Catching up on sleep

c. Getting some exercise in

d. Dinners / meals with work colleagues

e. Watching shows or movies I don't usually have time for

f. Taking a long shower at the end of the day

g. Exploring a new city or neighborhood

h. Meeting new people

i. Networking

j. Bonding with my colleagues

k. Enjoying nice hotel amenities (e.g. hotel bar/lounge, gym, pool)
l. None of the above [EXCLUSIVE]

**12. Which of the following best describes the culture around business travel at your company? [select one]**

a. Always "on" and high-pressure
b. Very work-focused, but within reason
c. Actively and strongly encourages downtime and boundaries

**13. In general, do you feel like it's time for business travel to get a "refresh" and become a bit slower paced and more easygoing? [select one]**

a. Yes
b. No

**14. When you're on a business trip, what hotel amenities or offerings do you consider to be "must-haves?" [select all that apply] [RANDOMIZE, ANCHOR LAST 2]**

a. Living space / zone within the room that is separate from the sleeping area
b. Storage / closet space
c. Late checkout

d. Early check-in
e. Mobile or express check-in
f. Complimentary breakfast
g. A 24-hour hotel gym
h. Common spaces to relax in or work in
i. A comfortable bed
j. Blackout curtains
k. Soundproof rooms or access to quiet rooms
l. Adjustable temperature / reliable climate control
m. Fast, reliable Wi-Fi that's included in the room
n. A proper desk or workspace in the room
o. Plenty of outlets and USB ports
p. Easy access to printing or business services
q. On-site dining options
r. 24-hour food available in-hotel
s. On-site laundry or dry-cleaning services
t. In-room fitness options (e.g. yoga mat, workout equipment)
u. Hydration options (e.g. water stations, in-room bottled water)
v. Kitchenette or mini-fridge
w. Coffee maker in the room
x. Other (please specify)
y. Nothing in particular [EXCLUSIVE]

**15. [HIDE IF Q14 = NOTHING IN PARTICULAR] Which of the following things would improve your business trip experience the most? [select one]**

a. [Show answers selected in previous question]

**16. Based on your experience while traveling for business, which of the following, if any, feel the most overlooked / forgotten about by hotels? [select up to three] [RANDOMIZE, ANCHOR LAST 2]**

a. Late checkout
b. Early check-in
c. Mobile or express check-in
d. Complimentary breakfast
e. A 24-hour hotel gym
f. Common spaces to relax in or work in
g. A comfortable bed
h. Blackout curtains
i. Soundproof rooms or access to quiet rooms
j. Adjustable temperature / reliable climate control
k. Fast, reliable Wi-Fi that's included in the room reservation
l. A proper desk or workspace in the room
m. Plenty of outlets and USB ports
n. Easy access to printing or business services
o. On-site dining options
p. 24-hour food available in-hotel

q. On-site laundry or dry-cleaning services
r. In-room fitness options (e.g. yoga mat, workout equipment)
s. Hydration options (e.g. water stations, in-room bottled water)
t. Kitchenette or mini-fridge
u. Coffee maker in the room
v. Other (please specify)
w. Nothing in particular [EXCLUSIVE]

**17. Based on your experience, which parts of the hotel experience create the most stress / frustration while traveling for business? [select up to three] [RANDOMIZE, ANCHOR LAST 2]**

a. Check-in / check-out
b. Noise / interruptions
c. Food availability on-property
d. Lack of Workspace setup in room
e. Sleep Environment
f. Gym / wellness access
g. Invoicing / expensing hotel stays
h. Other (please specify)
i. Nothing in particular [EXCLUSIVE]

**18. During a typical business trip, how many hours of sleep do you get each night, if you had to estimate?**

a. a. 3 hours or less
b. 4–5 hours
c. 6–7 hours
d. 8–9 hours
e. 10 hours or more
f. Not sure

**19. During a typical business trip, when do you usually: [select one grid]**

[GRID]

a. Wake up?
b. Go to sleep?

**[GRID BY WAKE UP]**

a. Before 5am
b. 5:00am – 5:59am
c. 6:00am – 6:59am
d. 7:00am – 7:59am
e. 8:00am – 8:59am
f. 9:00am – 9:59am
g. 10:00am or later

**[GRID BY GO TO SLEEP]**

Before 9:00pm

9:00pm – 9:59pm
10:00pm – 10:59pm
11:00pm – 11:59pm
12:00am or later

**20. When you go on a business trip, how often does the overall experience match your expectations? [select one]**

a. Always
b. Often
c. Sometimes
d. Rarely
e. Never

**21. After your workday ends on a business trip, how often do you typically continue working in the evening? [select one]**

a. Every night during the trip
b. Most nights during the trip
c. A handful of the nights during the trip
d. Never

**22. When booking a business trip, which of the following do you usually have control over and choose yourself? [select all that apply] [RANDOMIZE, ANCHOR LAST 1]**

a. Hotel or lodging
b. Flight times
c. Daily schedule
d. Meals
e. Whether to attend work events
f. None of the above [EXCLUSIVE]

**23. In your opinion, what things define a "high-quality" hotel? [select all that apply] [RANDOMIZE, ANCHOR LAST 2]**

a. The experience and amenities feel worth the price
b. There's attention to detail in everything
c. The quality and service are consistent between stays and locations
d. Top-notch cleanliness and maintenance
e. Polite and helpful staff
f. The amenities are of better-than-average quality
g. Other (please specify)
h. Nothing in particular [EXCLUSIVE]

**24. When traveling for business, how does staying at a high-quality hotel (e.g. a hotel that feels top-notch in every way) impact your work performance? [select one]**

a. A high-quality hotel significantly improves my performance
b. A high-quality hotel somewhat improves my performance
c. A high-quality hotel neither improves nor worsens my performance
d. A high-quality hotel somewhat worsens my performance
e. A high-quality hotel significantly worsens my performance

**25. What's one tiny thing a hotel has done that made you feel surprisingly well taken care of while traveling for business?**

a. Free text
b. I don't have one / Prefer not to say

**26. How much does a hotel loyalty program influence your choice of hotel when booking a business trip? [SELECT ONE]**

a. Not at all
b. Slightly
c. Moderately
d. Significantly
e. Extremely

**27. Which of the following sources do you regularly use to consume news, information or content? [select all that apply] [RANDOMIZE, ANCHOR LAST 2]**

a. Podcasts
b. Email newsletters
c. Radio / audio streaming
d. Instagram
e. TikTok
f. Facebook
g. Snapchat
h. X (formerly Twitter)
i. YouTube
j. Reddit
k. LinkedIn
l. National news websites / apps (e.g., NYTimes, WSJ)
m. Independent/alternative news sites
n. Local broadcast TV news / websites
o. National cable / network TV news (e.g., ABC, NBC, CBS, CNN, FOX, etc.)
p. Paid news subscriptions
q. Print newspapers
r. Print magazines
s. Digital magazines / publications
t. Other (please specify)
u. Nothing in particular [EXCLUSIVE]

**28. Which hotel chains/brands do you typically prefer when booking a hotel stay for a business trip? [select all that apply] [RANDOMIZE, ANCHOR LAST2]**

a. Marriott (e.g., Courtyard, Fairfield Inn, Residence Inn, SpringHill Suites, Marriott Hotels)
b. Hilton (e.g., Hilton Garden Inn, Hampton by Hilton, Embassy Suites, Homewood Suites, Hilton Hotels)
c. Hyatt (e.g., Hyatt Place, Hyatt House, Hyatt Regency, Caption by Hyatt)
d. IHG Hotels & Resorts (e.g., Holiday Inn, Holiday Inn Express, Crowne Plaza, Staybridge Suites, avid hotels)
e. Wyndham Hotels & Resorts (e.g., La Quinta, Wingate, Wyndham Hotels & Resorts, Microtel)
f. Choice Hotels (e.g., Comfort Inn, Cambria Hotels, Sleep Inn, MainStay Suites)
g. Best Western Hotels & Resorts (e.g., Best Western, Best Western Plus, SureStay)
h. Extended Stay America
i. Sonesta (e.g., Sonesta Select, Sonesta ES Suites)
j. Omni Hotels & Resorts
k. Drury Hotels
l. Other (please specify)
m. No preference / depends on the trip [EXCLUSIVE]

**29. In general, when you're traveling for business and taking advantage of a hotel loyalty program perk (either through your own membership or your company's), which perk do you take advantage of the most? [select one] [RANDOMIZE, ANCHOR LAST 2]**

a. Discounted member rates
b. Complimentary room upgrades (including suites, when available)
c. Early check-in or late checkout flexibility
d. Waived fees or added booking flexibility (e.g., resort fees, cancellation flexibility)
e. Extra points or accelerated earning opportunities
f. Complimentary food & beverage benefits (e.g., breakfast, welcome amenities)
g. Guaranteed room availability or priority service/support
h. Other (please specify)
i. None of these / I typically don't use loyalty program benefits on business trips

**CONSENT QUESTIONS:**

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.

**30. We're looking to hear from business travelers. 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

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

Name:

Email: