

THE **CALL** OF THE **CONSUMER**



H2R MARKET RESEARCH COVID-19 UPDATE

Survey Results

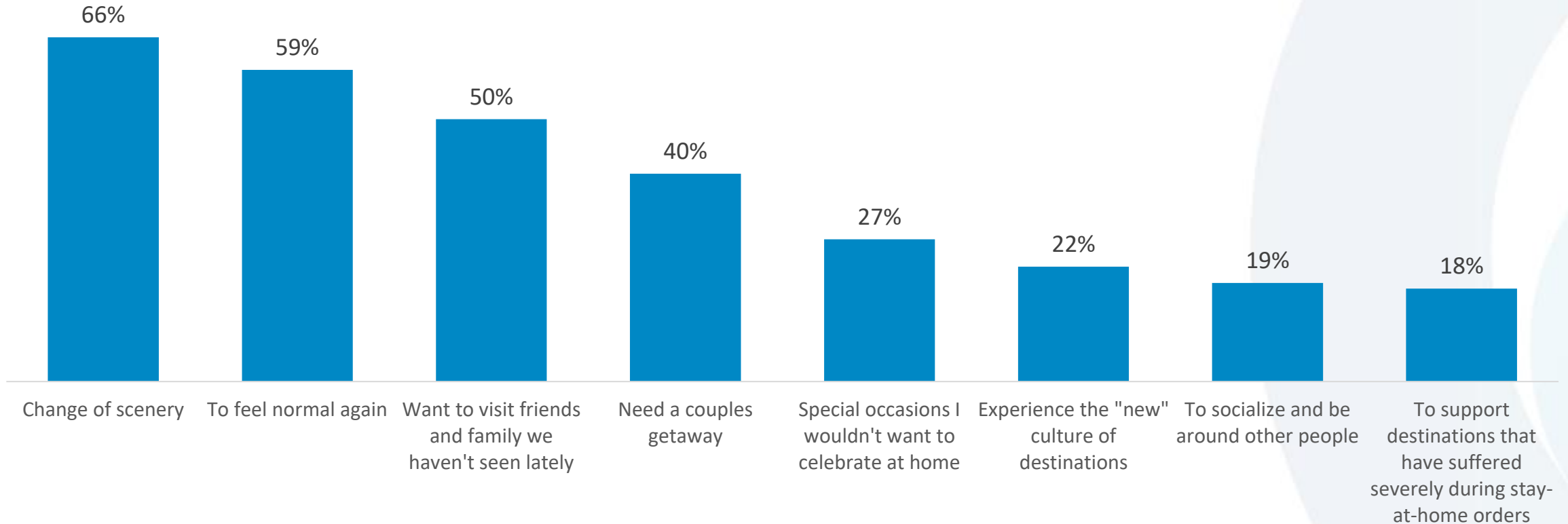
Wave 5 – Published October 1, 2020

The purpose in conducting this research is to track the everchanging attitudes of consumers across the nation regarding the COVID-19 pandemic.

This data reflects the fifth wave of The Call of the Consumer: H2R's COVID-19 Update conducted the week of September 28, from a nationwide, professionally managed panel of consumers. 225 responses were collected for this wave, providing for a maximum margin of error of +/-6.5% at a 95% confidence interval.

The desire for life to return to normal has been a constant over the past seven months, as has the need for a change of scenery. And those two sentiments continue to be the biggest motivators of travel.

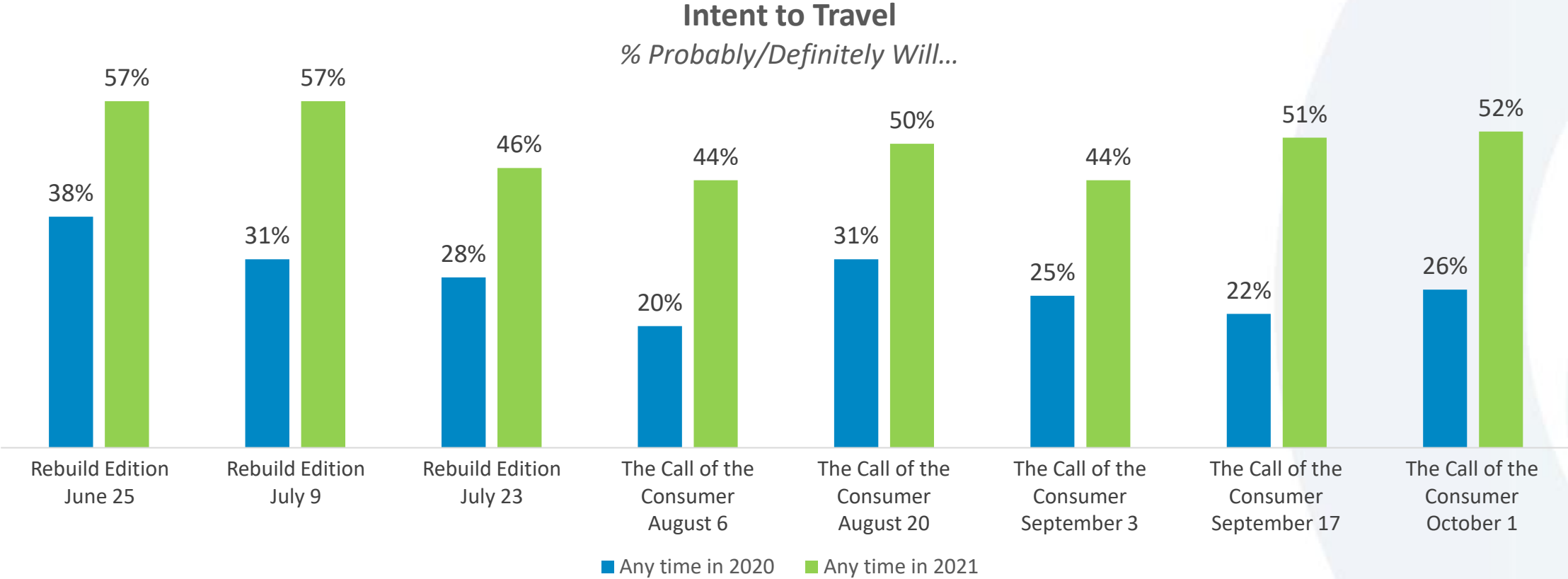
Travel Motivators
Select Top 3



What are your primary reasons for wanting to travel for leisure in the coming months? Select top 3.

RESPONDENT BASE: 96n Likely to Travel for Leisure

People need travel. It is not just a desire or a luxury, but it is fundamental desire to most of our normal lives—the normalcy everyone is craving. A bit of good news for the industry right now is that travel intentions for 2020 and 2021 rose this week.



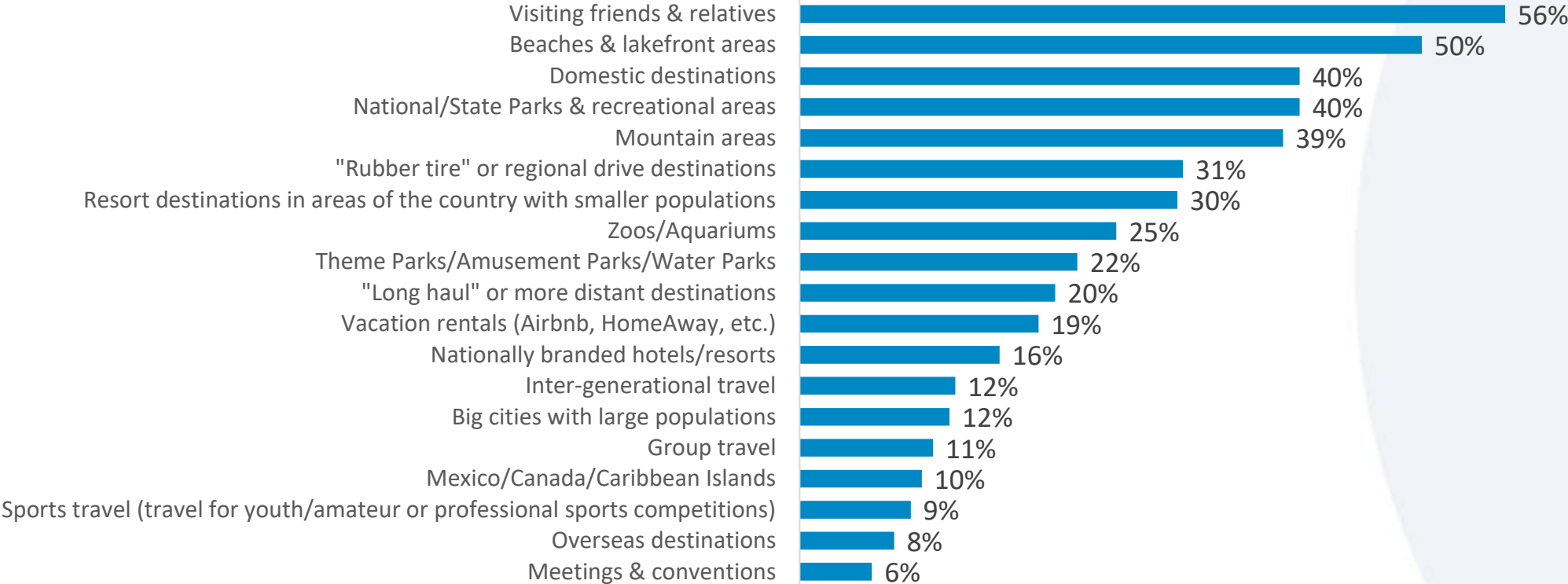
Using the scale provided, please indicate your intent to travel...

RESPONDENT BASE: 300n per Rebuild Wave
225n per Call of the Consumer Wave

Consumers also have an essential need for connectedness with one another. Linking those two basic needs together makes it come as little surprise that nearly six in ten consumers believe travel to visit friends and family will become the most popular type of travel in the coming years.

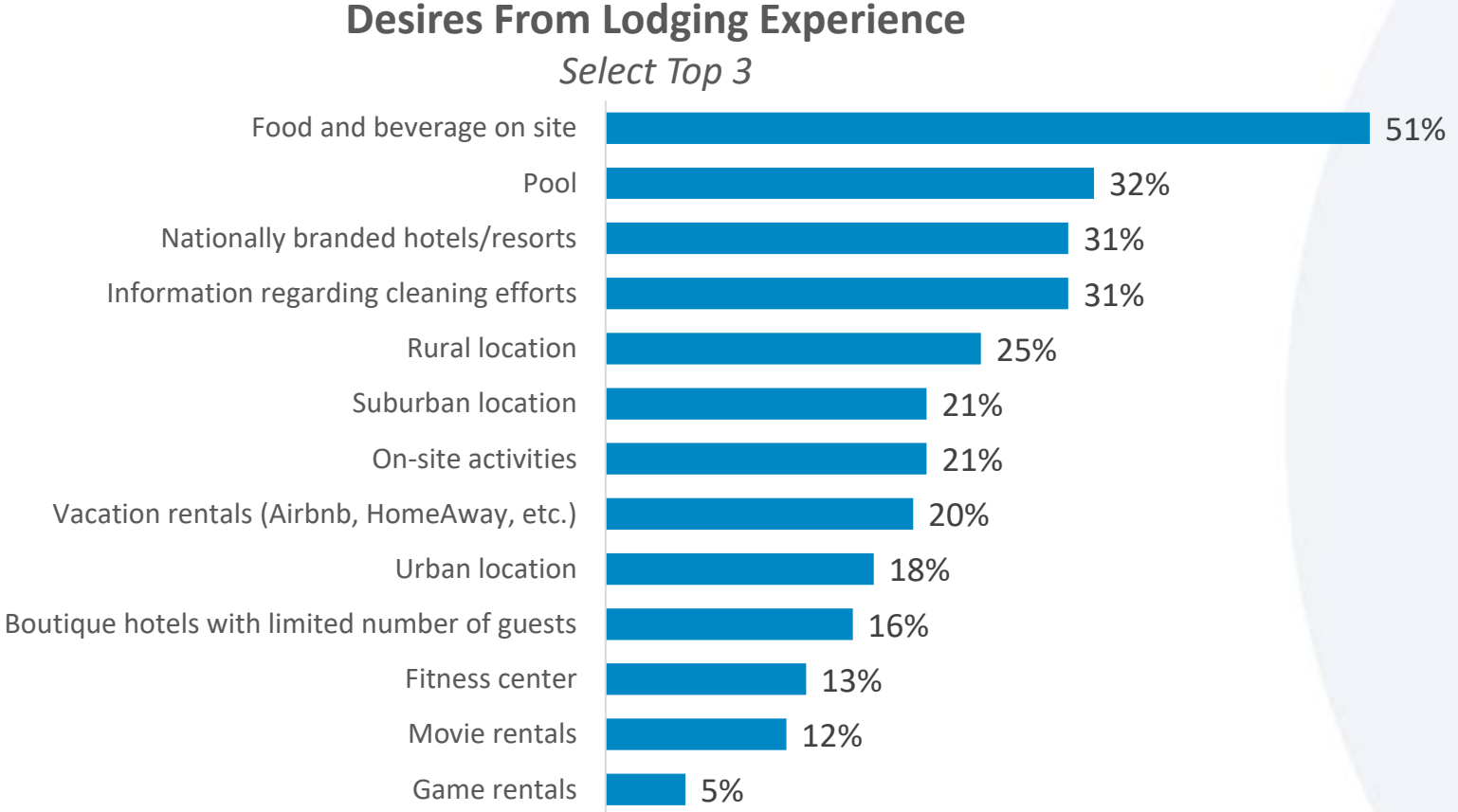
Types of Destinations & Travel to Become More Popular

Select All That Apply



Based upon changing consumer trends in the midst of COVID-19, which of the following types of destinations or types of travel do you believe will become more popular over the next few years. Select all that apply.

The types of lodging consumers are leaning toward are also shifting during these unusual times. And while staying overnight on a trip, consumers are most interested in having food and beverage options on site, a pool and transparent cleaning protocols.



When thinking about staying overnight on a leisure trip, which of the following are you looking for from your lodging experience? Select top 3.

RESPONDENT BASE: 225n Wave 5

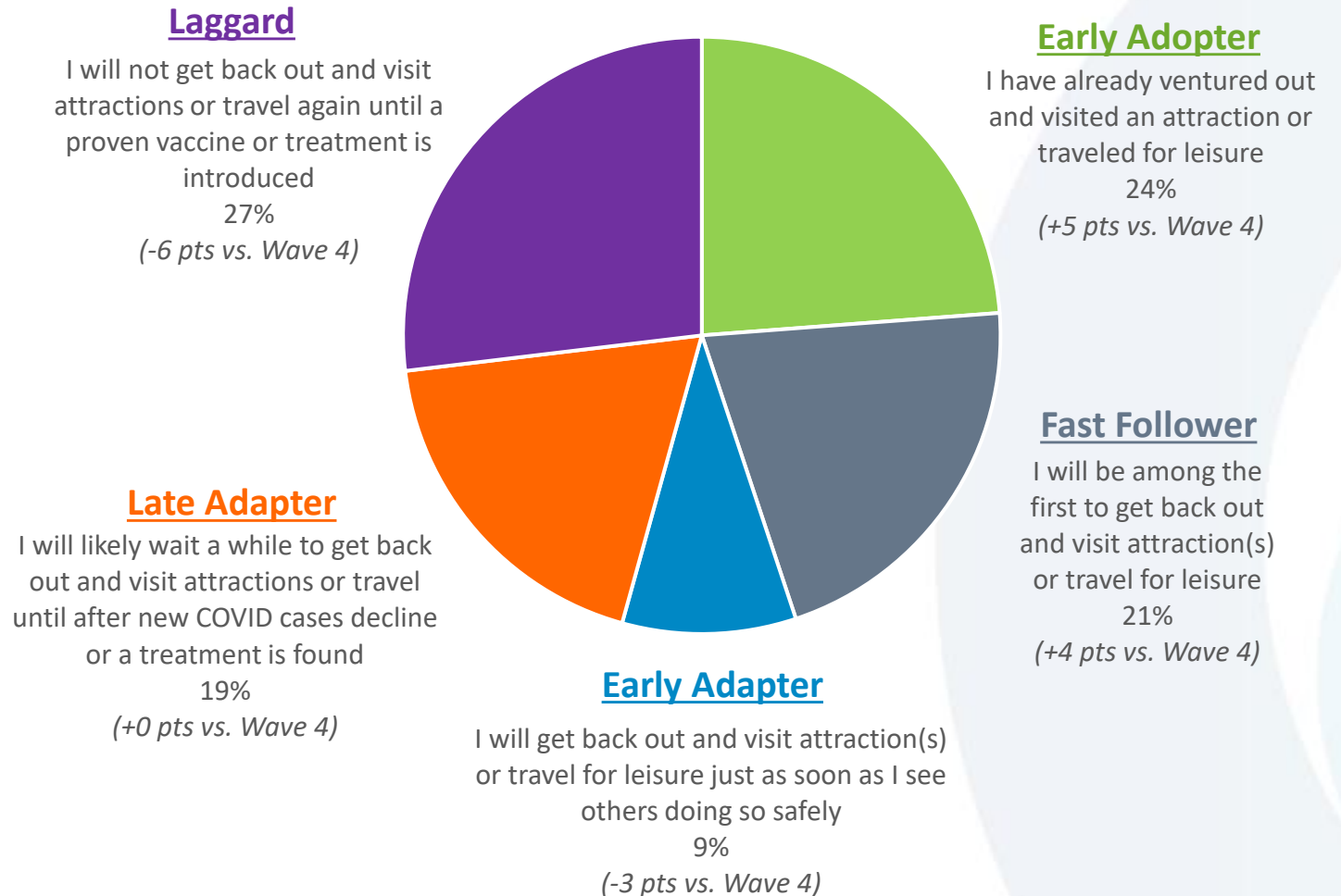
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Traveler Category

As time moves on, we continue to see an increase in the number of Early Adopters venturing out. This week nearly one-quarter of consumers indicated they ventured out by traveling for leisure or visiting an attraction of some sort, up 24% from mid-September.

Early Adopters are critical to please as their experiences, and social media narratives, dictate how soon other travelers will follow their lead.

Interested in perceptions and demographics by Traveler Category? [Learn More Here](#)



Which of the following phrases best describes your outlook on traveling for leisure/visiting attractions again once lockdowns have been lifted?

RESPONDENT BASE: 225n Wave 5

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H2R's COVID-19 Confidence Index

Economic recovery is dependent upon consumer confidence, which is in turn dependent upon the number of new COVID-19 cases and the risk tolerance of customers.

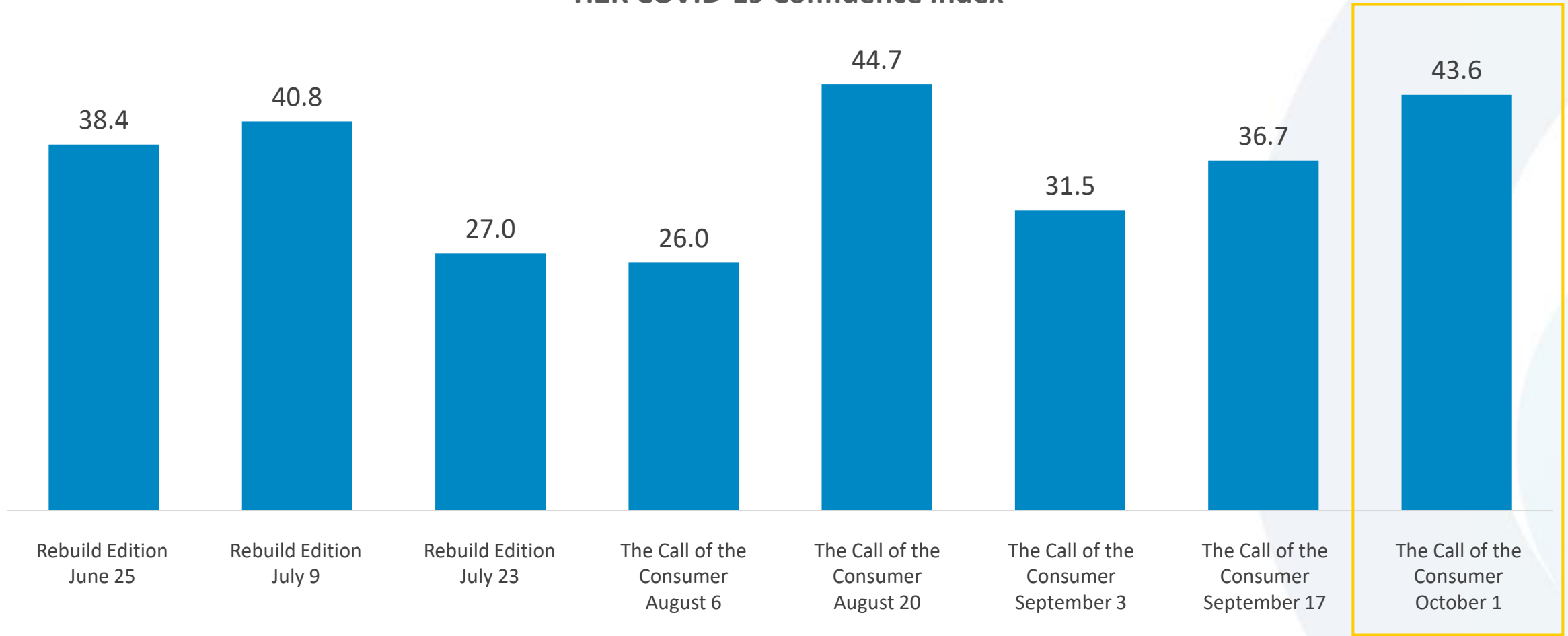
The H2R COVID-19 Confidence Index (CCI) measures the degree to which travelers and attraction visitors feel safe and confident traveling and visiting attractions.

The greater the level of confidence among visitors, the more likely that other visitors will follow and the faster the road to recovery.



And the good news is, this week's COVID-19 Confidence Index improved for the third straight wave of findings, coming in at 43.6.

H2R COVID-19 Confidence Index

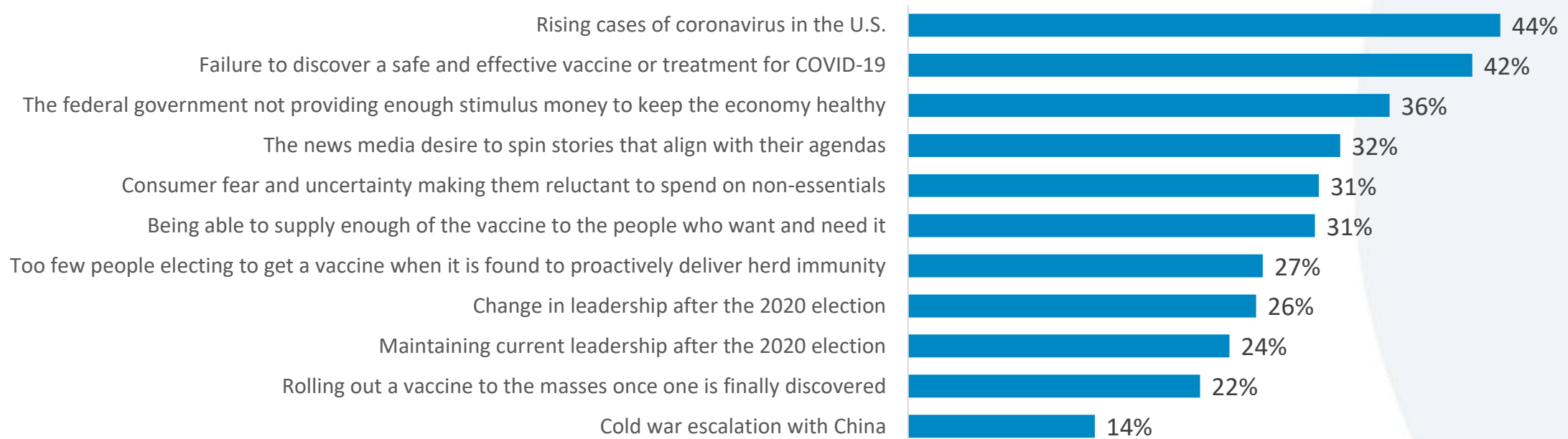


RESPONDENT BASE: Early Adopters
N Size Varies by Wave

Apart from the number of COVID-19 cases, the upcoming election may also play a role in the nation's recovery. Consumers are equally as likely to believe that maintaining the current leadership post-election and changing leadership come November are barriers to meaningful economic recovery from the coronavirus.

Barriers to Meaningful Economic Recovery

Select All That Apply



Which of the following do you believe cause the biggest barriers to any type of meaningful economic recovery from the coronavirus pandemic? Select all that apply.

RESPONDENT BASE: 1,125n To Date

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LIMITED TIME OFFER

Get the full set of Wave 5 data today for only \$99.

Data tables include comparisons to previous waves, plus key consumer segments.

[CLICK HERE TO GET THE DATA!](#)