NEW YORK STATE

TRAVEL RESEARCH

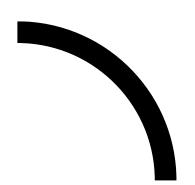
WHEN COVID IS OVER, WHAT WILL TRAVELERS DO?

Presented By:

abc creat!ve

idea-based marketing



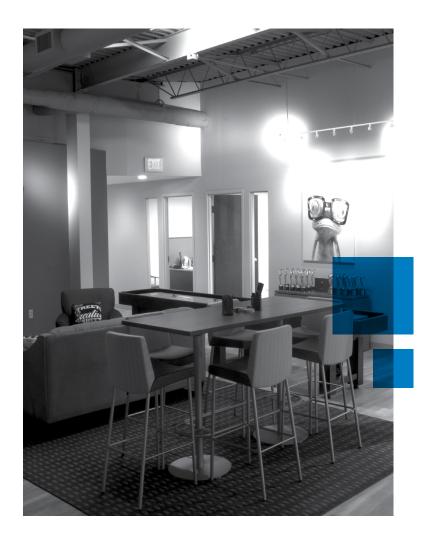


ABC Creative and Drive Research have partnered to do a survey of New Yorkers focusing on what they intend to do once travel restrictions have been lifted. Since a majority of the research reported recently has been national in scope, ABC wanted to provide our current clients and the tourism industry around New York with thoughts and intentions of local travelers - specifically as it pertains to drive-time destinations. Many locations throughout New York have a more social distancing-friendly environment with fewer crowds and a more relaxing atmosphere that we believe will be very appealing when the time comes. It is our hope this information is useful and even encouraging during these times. We hope these insights provide guidance not only for messaging and strategy in the future (and when that might be), but also approaches you can be taking to improve your top-of-mind status right now. If you have any questions, feel free to reach out to us at info@abcideabased.com



WHO IS ABC?

ABC is a full-service marketing agency based in Syracuse, New York, that combines uncommonly creative individuals with a highly successful idea-based approach to solve problems and grow destinations. We're professional storytellers, expert communicators and master strategists who happen to do marketing. For more than 30 years, ABC has provided diverse local, regional and national clients with award-winning creative content and strategies. From advertising to web development and design to video, ABC's team delivers a full list of services that engage consumers and inspire movement



HIGH-LEVEL FINDINGS

The survey took an average of 4 minutes to complete and included 22 questions. The survey received 1,000 responses from household travel decision-makers in New York State (excluding NYC and counties south of Westchester). Fieldwork began on April 13 and lasted until April 16, 2020.

With a probabilistic sample, a total of 1,000 responses at the 95% confidence level offers a 3.1% margin of error. If the survey were conducted with another random pool of 1,000 household travel decision-makers in New York State (excluding NYC and counties south of Westchester), results would yield within +3.1% or -3.1% 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.



Those in Albany-Schenectady-Troy and Utica DMAs were more likely to cancel their travel plans. At the same time, those in the Binghamton, Rochester, and Syracuse DMAs were more likely to wait to make their decision about their future travel plans.

Sad and trapped were the two most common words used to describe how not being able to travel made Upstate New Yorkers feel.





Seven in ten (72%) agreed they would prefer to use a personal vehicle to travel rather than a plane, train, bus, or cruise ship later this year when the quarantine and stay at home guidelines end.

"Upstate" New Yorkers are less likely to consider traveling outside of the U.S. once the quarantine and stay at home guidelines end (54%) and more likely to travel within New York State (36%).

The top three vacations/trips Upstate New Yorkers were most interested in taking within NYS were state parks (54%), lakes (48%), and shopping (41%).



Nearly all (92%) Upstate New Yorkers were at least somewhat excited about taking a vacation/traveling once quarantine and stay at home guidelines end. One in three said they could not wait to get out and will be as happy as when Mel Gibson shouted in Braveheart, "Freedom!" (31%). Those in Utica and Watertown DMAs reported higher levels of excitement.

Preferences about how quickly Upstate New Yorkers will travel once quarantine and stay at home guidelines end were mixed. Some want to wait a few months (31%), a few weeks (22%), or as soon as possible (13%).

Gen Z wanted to travel earlier than older generations. Most Gen Z respondents want to wait a few weeks before they travel, while most respondents in older generations want to wait a few months.

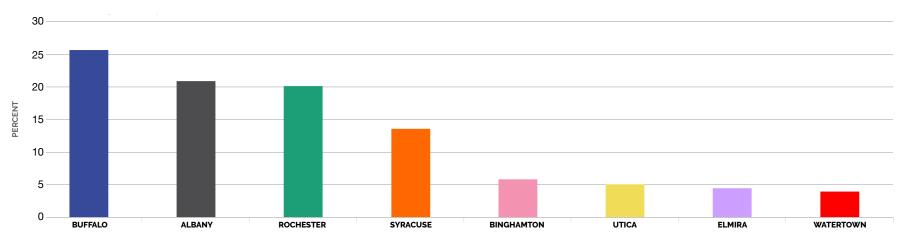
In regards to future travel habits, most Upstate New Yorkers reported they will avoid crowds (58%), travel locally (56%), and avoid flights (54%).

Most Upstate New Yorkers also reported being somewhat concerned about their health (49%), their family's health (42%), and their financial stability (46%).



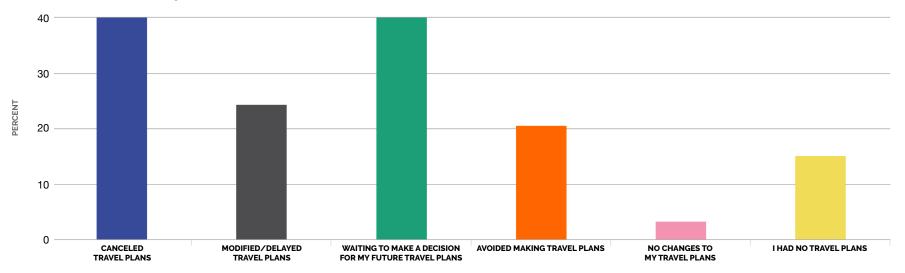
OVERALL RESULTS

WHICH OF THE FOLLOWING CITIES DO YOU LIVE CLOSEST TO? SELECT ONE.



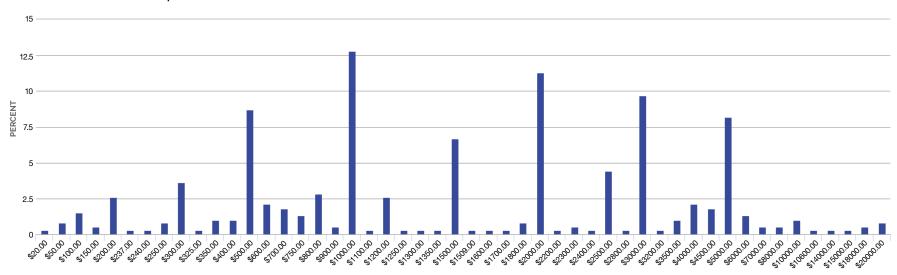
VALUE	PERCENT	RESPONSES
Buffalo	25.7%	257
Albany	21.0%	210
Rochester	20.2%	202
Syracuse	13.6%	136
Binghamton	5.9%	59
Utica	5.1%	51
Elmira	4.5%	45
Watertown	4.0%	40

THE FOLLOWING QUESTIONS TALK ABOUT YOUR LEISURE TRAVEL CONCERNS AND CHANGES IN BEHAVIOR SINCE THE COVID-19/CORONAVIRUS OUTBREAK IN MARCH 2020.HOW HAVE YOUR 2020 VACATION/TRAVEL PLANS CHANGED AS A RESULT OF COVID-19/CORONAVIRUS? SELECT ALL THAT APPLY.



VALUE	PERCENT	RESPONSES
Canceled travel plans	40.0%	400
Modified/delayed travel plans	24.4%	244
Waiting to make a decision for my future travel plans	40.0%	400
Avoided making travel plans	20.6%	206
No changes to my travel plans	3.3%	33
I had no travel plans	15.1%	151

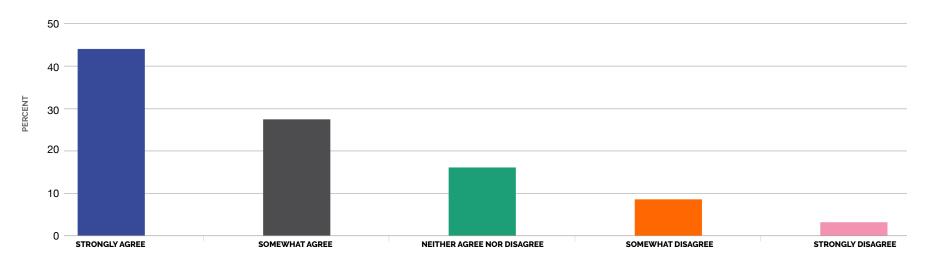
OF THE TRIP(S) IN 2020 YOU HAVE CANCELED, HOW MUCH DID YOU PLAN TO SPEND ON THE TRIP(S) IN TOTAL? ENTER THE DOLLAR AMOUNT BELOW. NOTE: IF APPLICABLE INCLUDE RENTAL CAR(S)/VEHICLE(S), PLANE/TRAIN/BUS FARE, HOTELS/LODGING, ETC.



WHAT ONE WORD OR PHRASE WOULD YOU USE TO DESCRIBE HOW NOT BEING ABLE TO TRAVEL MAKES YOU FEEL? ENTER YOUR RESPONSE BELOW.



HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENT? SELECT ONE."LATER THIS YEAR WHEN QUARANTINE AND STAY AT HOME GUIDELINES END, I WILL PREFER TO USE A PERSONAL VEHICLE TO TRAVEL RATHER THAN A PLANE, TRAIN, BUS, OR CRUISE SHIP."



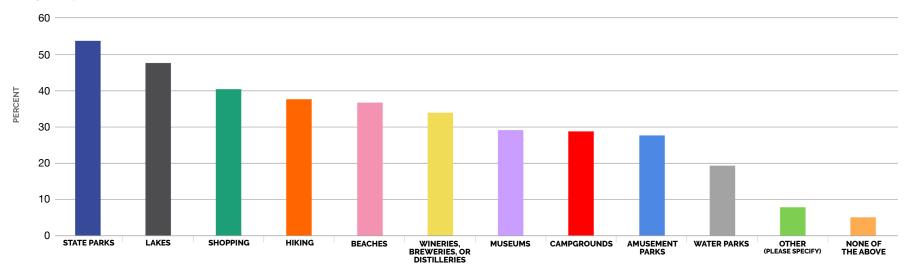
VALUE	PERCENT	RESPONSES
Strongly agree	44.2%	442
Somewhat agree	27.6%	276
Neither agree nor disagree	16.2%	162
Somewhat disagree	8.7%	87
Strongly disagree	3.3%	33

COMPARED TO YOUR VACATION/TRAVEL HABITS BEFORE COVID-19/CORONAVIRUS, HOW LIKELY ARE YOU TO DO EACH OF THE FOLLOWING WHEN THE QUARANTINE AND STAY AT HOME GUIDELINES END? SELECT A RATING FOR EACH.

	MUCH LESS LIKELY	SOMEWHAT LESS LIKELY	NO CHANGE	SOMEWHAT MORE LIKELY	MUCH MORE LIKELY
Travel within New York State					
	77	100	461	208	154
	7.7 %	10.0%	46.1%	20.8%	15.4 %
Travel within the US (Outside of New York State)					
	119	144	429	198	110
	11.9%	14.4%	42.9%	19.8%	11.0%
Travel outside of the US (International)					
	376	165	375	58	26
	37.6 %	16.5%	37.5 %	5.8 %	2.6%

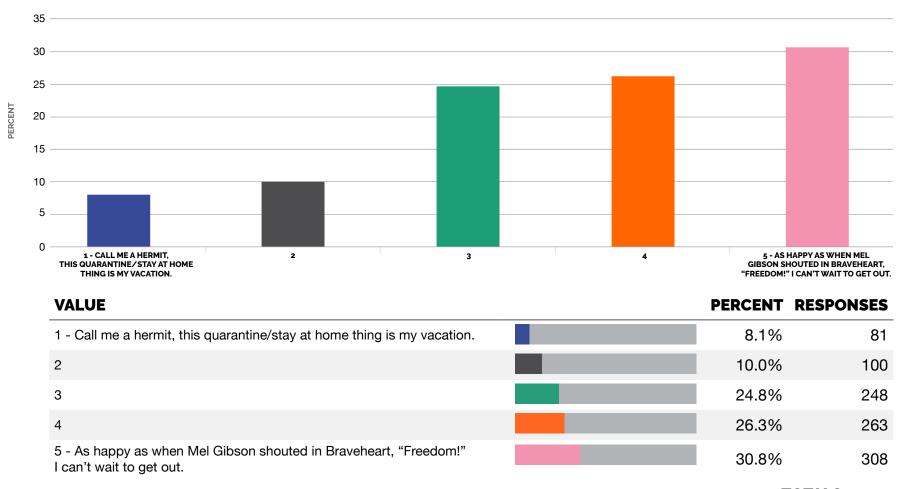
TOTAL RESPONSES: 1,000

WHICH OF THE FOLLOWING VACATIONS/TRIPS ARE YOU MOST INTERESTED IN TAKING WITHIN NEW YORK STATE? SELECT ALL THAT APPLY.

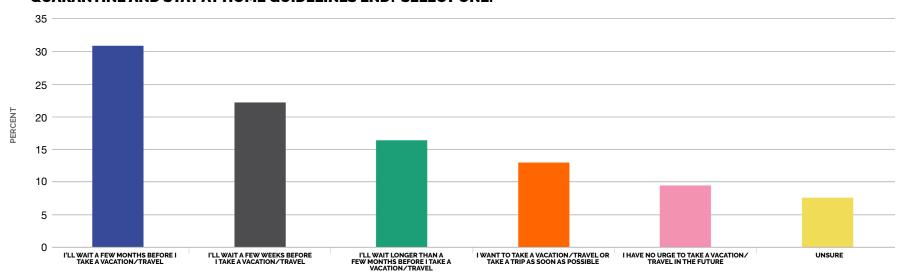


VALUE	PERCENT	RESPONSES
State parks	53.8%	538
Lakes	47.8%	478
Shopping	40.6%	406
Hiking	37.8%	378
Beaches	36.8%	368
Wineries, breweries, or distilleries	34.1%	341
Museums	29.2%	292
Campgrounds	28.9%	289
Amusement parks	27.7%	277
Water parks	19.5%	195
Other (please specify)	8.0%	80
None of the above	5.1%	51

USING THE 1 TO 5 SCALE BELOW, HOW WOULD YOU RATE YOUR LEVEL OF EXCITEMENT TO TAKE A VACATION/TRAVEL ONCE QUARANTINE AND STAY AT HOME GUIDELINES END? SELECT A RATING.



WHICH OF THE FOLLOWING BEST DESCRIBES HOW QUICKLY YOU WILL TAKE A VACATION/TRAVEL WHEN THE QUARANTINE AND STAY AT HOME GUIDELINES END? SELECT ONE.



VALUE	PERCENT	RESPONSES
I'll wait a few months before I take a vacation/travel	31.0%	310
I'll wait a few weeks before I take a vacation/travel	22.3%	223
I'll wait longer than a few months before I take a vacation/travel	16.5%	165
I want to take a vacation/travel or take a trip as soon as possible	13.0%	130
I have no urge to take a vacation/travel in the future	9.5%	95
Unsure	7.7%	77

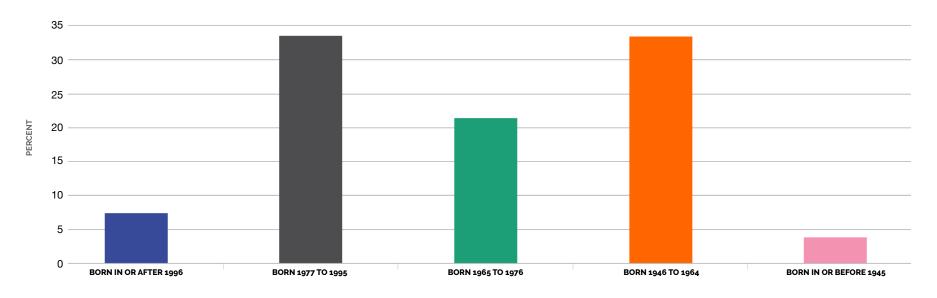
HOW DO YOU ANTICIPATE COVID-19/CORONAVIRUS WILL IMPACT YOUR FUTURE VACATION/TRAVEL PLANS FOR THIS YEAR? SELECT A RATING IN EACH ROW. NOTE: SELECT THE MIDDLE RATING FOR A NEUTRAL RATING.

	-1	0	1	
Less expensive trips				More expensive trips
	464	467	69	
	46.4%	46.7%	6.9%	
Avoiding crowds				Attending large gatherings/events
	581	347	72	
	58.1%	34.7%	7.2%	
Avoiding flights				Traveling by plane
	539	337	124	
	53.9 %	33.7%	12.4%	
Travel locally				Travel nationally/internationally
	557	337	106	
	55.7 %	33.7%	10.6%	
Shorter trips				Longer trips
	410	464	126	
	41.0%	46.4%	12.6 %	

HOW CONCERNED ARE YOU ABOUT EACH OF THE FOLLOWING IMPACTING YOUR VACATION/TRAVEL PLANS THIS YEAR? SELECT ONE FOR EACH.

	NOT AT ALL CONCERNED	SOMEWHAT CONCERNED	VERY CONCERNED
My health			
	235	490	275
	23.5 %	49.0%	27.5 %
My family's health			
	185	418	397
	18.5%	41.8%	39.7%
My financial stability			
	222	457	321
	22.2%	45.7 %	32.1 %

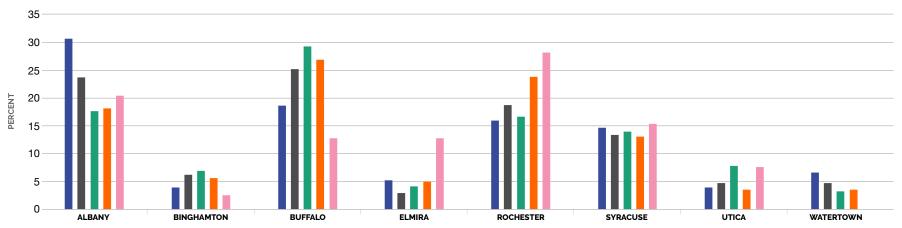
WHICH OF THE FOLLOWING AGE GROUPS BEST DESCRIBES YOU? SELECT ONE.



VALUE	PERCENT	RESPONSES
Born in or after 1996	7.5%	75
Born 1977 to 1995	33.6%	336
Born 1965 to 1976	21.5%	215
Born 1946 to 1964	33.5%	335
Born in or before 1945	3.9%	39

RESULTS BY GENERAL ON

WHICH OF THE FOLLOWING CITIES DO YOU LIVE CLOSEST TO? SELECT ONE.

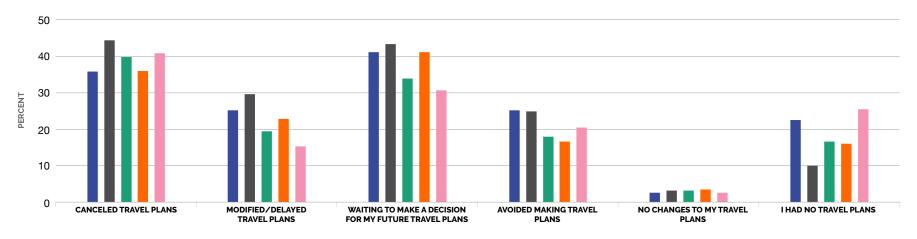


SEGMENT	VALUE		PERCENT	% OF TOTAL	RESPONSES
Gen Z	Albany		30.7%	2.3%	23
	Binghamton		4%	0.3%	3
	Buffalo		18.7%	1.4%	14
	Elmira		5.3%	0.4%	4
	Rochester		16%	1.2%	12
	Syracuse		14.7%	1.1%	11
	Utica		4%	0.3%	3
	Watertown		6.7%	0.5%	5
		Total I	Responses	7.5%	75

SEGMENT	VALUE	PERCENT	% OF TOTAL	RESPONSES
Millennials	Albany	23.8%	8%	8
	Binghamton	6.3%	2.1%	21
	Buffalo	25.3%	8.5%	85
	Elmira	3%	1%	1
	Rochester	18.8%	6.3%	63
	Syracuse	13.4%	4.5%	45
	Utica	4.8%	1.6%	16
	Watertown	4.8%	1.6%	16
		Total Responses	33.6%	336
Gen X	Albany	17.7%	3.8%	38
	Binghamton	7%	1.5%	15
	Buffalo	29.3%	6.3%	63
	Elmira	4.2%	0.9%	9
	Rochester	16.7%	3.6%	36
	Syracuse	14%	3%	3
	Utica	7.9%	1.7%	17
	Watertown	3.3%	0.7%	7
		Total Responses	21.5%	215

SEGMENT	VALUE	ı	PERCENT	% OF TOTAL	RESPONSES
Baby Boomers	Albany		18.2%	6.1%	61
	Binghamton		5.7%	1.9%	19
	Buffalo		26.9%	9%	9
	Elmira		5.1%	1.7%	17
	Rochester		23.9%	8%	8
	Syracuse		13.1%	4.4%	44
	Utica		3.6%	1.2%	12
	Watertown		3.6%	1.2%	12
		Total Re	esponses	33.5%	335
Traditionalists	Albany		20.5%	0.8%	8
	Binghamton		2.6%	0.1%	1
	Buffalo		12.8%	0.5%	5
	Elmira		12.8%	0.5%	5
	Rochester		28.2%	1.1%	11
	Syracuse		15.4%	0.6%	6
	Utica		7.7%	0.3%	3
	Watertown		0%	0%	0
		Total Re	esponses	3.9%	39

THE FOLLOWING QUESTIONS TALK ABOUT YOUR LEISURE TRAVEL CONCERNS AND CHANGES IN BEHAVIOR SINCE THE COVID-19/CORONAVIRUS OUTBREAK IN MARCH 2020. HOW HAVE YOUR 2020 VACATION/TRAVEL PLANS CHANGED AS A RESULT OF COVID-19/CORONAVIRUS? SELECT ALL THAT APPLY.



SEGMENT	VALUE	PERCENT	% OF TOTAL	RESPONSES
Gen Z	Canceled travel plans	36%	2.7%	27
	Modified/delayed travel plans	25.3%	1.9%	19
	Waiting to make a decision for my future travel plans	41.3%	3.1%	31
	Avoided making travel plans	25.3%	1.9%	19
	No changes to my travel plans	2.7%	0.2%	2
	I had no travel plans	22.7%	1.7%	17
		Total Responses	11.5%	75

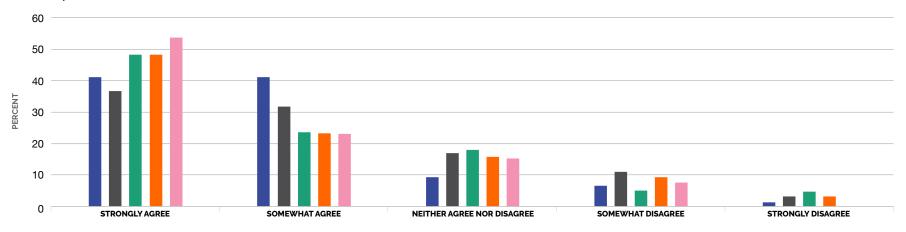
SEGMENT	VALUE	PERCENT	% OF TOTAL	RESPONSES
Millennials	Canceled travel plans	44.6%	15%	150
	Modified/delayed travel plans	29.8%	10%	100
	Waiting to make a decision for my future travel plans	43.5%	14.6%	146
	Avoided making travel plans	25%	8.4%	84
	No changes to my travel plans	3.3%	1.1%	11
	I had no travel plans	10.1%	3.4%	34
		Total Responses	52.5%	336
Gen X	Canceled travel plans	40%	8.6%	86
	Modified/delayed travel plans	19.5%	4.2%	42
	Waiting to make a decision for my future travel plans	34%	7.3%	73
	Avoided making travel plans	18.1%	3.9%	39
	No changes to my travel plans	3.3%	0.7%	7
	I had no travel plans	16.7%	3.6%	36
		Total Responses	28.3%	215

SEGMENT	VALUE	PERCENT	% OF TOTAL	RESPONSES
Baby Boomers	Canceled travel plans	36.1%	12.1%	121
	Modified/delayed travel plans	23%	7.7%	77
	Waiting to make a decision for my future travel plans	41.2%	13.8%	138
	Avoided making travel plans	16.7%	5.6%	56
	No changes to my travel plans	3.6%	1.2%	12
	I had no travel plans	16.1%	5.4%	54
		Total Responses	45.8%	335
Traditionalists	Canceled travel plans	41%	1.6%	16
	Modified/delayed travel plans	15.4%	0.6%	6
	Waiting to make a decision for my future travel plans	30.8%	1.2%	12
	Avoided making travel plans	20.5%	0.8%	8
	No changes to my travel plans	2.6%	0.1%	1
	I had no travel plans	25.6%	1%	10
		Total Responses	5.3%	39

WHAT ONE WORD OR PHRASE WOULD YOU USE TO DESCRIBE HOW NOT BEING ABLE TO TRAVEL MAKES YOU FEEL? ENTER YOUR RESPONSE BELOW.



HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENT? SELECT ONE."LATER THIS YEAR WHEN QUARANTINE AND STAY AT HOME GUIDELINES END, I WILL PREFER TO USE A PERSONAL VEHICLE TO TRAVEL RATHER THAN A PLANE, TRAIN, BUS, OR CRUISE SHIP."



SEGMENT	VALUE	PERCENT	% OF TOTAL	RESPONSES
Gen Z	Strongly agree	41.3%	3.1%	31
	Somewhat agree	41.3%	3.1%	31
	Neither agree nor disagree	9.3%	0.7%	7
	Somewhat disagree	6.7%	0.5%	5
	Strongly disagree	1.3%	0.1%	1
		Total Responses	7.5%	75

SEGMENT	VALUE		PERCENT	% OF TOTAL	RESPONSES
Millennials	Strongly agree		36.9%	12.4%	124
	Somewhat agree		31.8%	10.7%	107
	Neither agree nor disagree		17%	5.7%	57
	Somewhat disagree		11%	3.7%	37
	Strongly disagree		3.3%	1.1%	11
		Total F	Responses	33.6%	336
Gen X	Strongly agree		48.4%	10.4%	104
	Somewhat agree		23.7%	5.1%	51
	Neither agree nor disagree		18.1%	3.9%	39
	Somewhat disagree		5.1%	1.1%	11
	Strongly disagree		4.7%	1%	10
		Total F	Responses	21.5%	215

SEGMENT	VALUE	PERCENT	% OF TOTAL	RESPONSES
Baby Boomers	Strongly agree	48.4%	16.2%	162
	Somewhat agree	23.3%	7.8%	78
	Neither agree nor disagree	15.8%	5.3%	53
	Somewhat disagree	9.3%	3.1%	31
	Strongly disagree	3.3%	1.1%	11
		Total Responses	33.5%	335
Traditionalists	Strongly agree	53.8%	2.1%	21
	Somewhat agree	23.1%	0.9%	9
	Neither agree nor disagree	15.4%	0.6%	6
	Somewhat disagree	7.7%	0.3%	3
	Strongly disagree	0%	0%	0
		Total Responses	3.9%	39

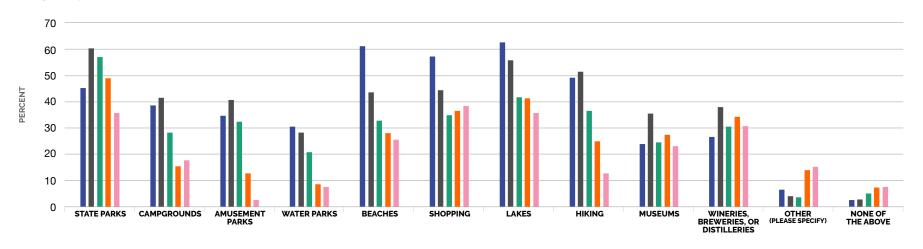
COMPARED TO YOUR VACATION/TRAVEL HABITS BEFORE COVID-19/CORONAVIRUS, HOW LIKELY ARE YOU TO DO EACH OF THE FOLLOWING WHEN THE QUARANTINE AND STAY AT HOME GUIDELINES END? SELECT A RATING FOR EACH.

Travel within New York State	MUCH LESS LIKELY	SOMEWHAT LESS LIKELY	NO CHANGE	SOMEWHAT MORE LIKELY	MUCH MORE LIKELY
Gen Z					
	10	11	26	17	11
	13.3%	14.7%	34.7%	22.7%	14.7%
Millennials					
	34	37	141	80	44
	10.1%	11.0%	42.0%	23.8%	13.1%
Gen X					
	15	25	104	37	34
	7.0%	11.6%	48.4%	17.2%	15.8%
Baby Boomers					
	16	26	169	64	60
	4.8%	7.8 %	50.4 %	19.1%	17.9%
Traditionalists					
	2	1	21	10	5
	5.1%	2.6%	53.8%	25.6%	12.8%

Travel within the US (Outside of New York State)	MUCH LESS LIKELY	SOMEWHAT LESS LIKELY	NO CHANGE	SOMEWHAT MORE LIKELY	MUCH MORE LIKELY
Gen Z					
	13	11	26	12	13
	17.3%	14.7%	34.7%	16.0%	17.3%
Millennials					
	42	48	137	77	32
	12.5%	14.3%	40.8%	22.9%	9.5%
Gen X					
	21	28	102	36	28
	9.8%	13.0%	47.4%	16.7%	13.0%
Baby Boomers					
	36	50	152	64	33
	10.7%	14.9%	45.4%	19.1%	9.9%
Traditionalists					
	7	7	12	9	4
	17.9%	17.9%	30.8%	23.1%	10.3%

Travel outside of the US (International)	MUCH LESS LIKELY	SOMEWHAT LESS LIKELY	NO CHANGE	SOMEWHAT MORE LIKELY	MUCH MORE LIKELY
Gen Z					
	21	11	30	11	2
	28.0%	14.7%	40.0%	14.7%	2.7%
Millennials					
	105	74	126	21	10
	31.3%	22.0%	37.5%	6.3%	3.0%
Gen X					
	78	31	90	9	7
	36.3%	14.4%	41.9%	4.2%	3.3%
Baby Boomers					
	151	45	117	16	6
	45.1 %	13.4%	34.9%	4.8%	1.8%
Traditionalists					
	21	4	12	1	1
	53.8 %	10.3%	30.8%	2.6%	2.6%

WHICH OF THE FOLLOWING VACATIONS/TRIPS ARE YOU MOST INTERESTED IN TAKING WITHIN NEW YORK STATE? SELECT ALL THAT APPLY.

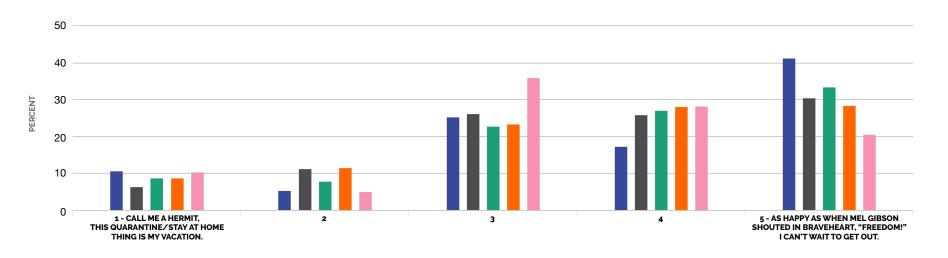


Segment	VALUE		PERCENT	% OF TOTAL	RESPONSES
Gen Z	State parks		45.3%	3.4%	34
	Campgrounds		38.7%	2.9%	29
	Amusement parks		34.7%	2.6%	26
	Water parks		30.7%	2.3%	23
	Beaches		61.3%	4.6%	46
	Shopping		57.3%	4.3%	43
	Lakes		62.7%	4.7%	47
	Hiking		49.3%	3.7%	37
	Museums		24%	1.8%	18
	Wineries, breweries, or distilleries		26.7%	2%	20
	Other (please specify)		6.7%	0.5%	5
	None of the above		2.7%	0.2%	2
		Total	Responses	33%	75

Segment	VALUE	PERC	CENT	% OF TOTAL	RESPONSES
Millennials	State parks	6	0.4%	20.3%	203
	Campgrounds	4	1.7%	14%	140
	Amusement parks	4	0.8%	13.7%	137
	Water parks	2	8.3%	9.5%	95
	Beaches	4:	3.8%	14.7%	147
	Shopping	4	4.6%	15%	150
	Lakes		56%	18.8%	188
	Hiking	5	1.5%	17.3%	173
	Museums	3	5.7%	12%	120
	Wineries, breweries, or distilleries	3	8.1%	12.8%	128
	Other (please specify)		4.2%	1.4%	14
	None of the above		3%	1%	10
		Total Respo	nses	150.5%	336
Gen X	State parks	5	7.2%	12.3%	123
	Campgrounds	2	8.4%	6.1%	61
	Amusement parks	33	2.6%	7%	70
	Water parks	20	0.9%	4.5%	45
	Beaches		33%	7.1%	71
	Shopping	34	4.9%	7.5%	75
	Lakes	4	1.9%	9%	90
	Hiking	30	6.7%	7.9%	79
	Museums	24	4.7%	5.3%	53
	Wineries, breweries, or distilleries	30	0.7%	6.6%	66
	Other (please specify)		3.7%	0.8%	8
	None of the above		5.1%	1.1%	11
		Total Respo	nses	75.2%	215

Segment	VALUE	PERCENT	% OF TOTAL	RESPONSES
Baby Boomers	State parks	49%	16.4%	164
	Campgrounds	15.5%	5.2%	52
	Amusement parks	12.8%	4.3%	43
	Water parks	8.7%	2.9%	29
	Beaches	28.1%	9.4%	94
	Shopping	36.7%	12.3%	123
	Lakes	41.5%	13.9%	139
	Hiking	25.1%	8.4%	84
	Museums	27.5%	9.2%	92
	Wineries, breweries, or distilleries	34.3%	11.5%	115
	Other (please specify)	14%	4.7%	47
	None of the above	7.5%	2.5%	25
		Total Responses	100.7%	335
Traditionalists	State parks	35.9%	1.4%	14
	Campgrounds	17.9%	0.7%	7
	Amusement parks	2.6%	0.1%	1
	Water parks	7.7%	0.3%	3
	Beaches	25.6%	1%	10
	Shopping	38.5%	1.5%	15
	Lakes	35.9%	1.4%	14
	Hiking	12.8%	0.5%	5
	Museums	23.1%	0.9%	9
	Wineries, breweries, or distilleries	30.8%	1.2%	12
	Other (please specify)	15.4%	0.6%	6
	None of the above	7.7%	0.3%	3
		Total Responses	9.9%	39

USING THE 1 TO 5 SCALE BELOW, HOW WOULD YOU RATE YOUR LEVEL OF EXCITEMENT TO TAKE A VACATION/TRAVEL ONCE QUARANTINE AND STAY AT HOME GUIDELINES END? SELECT A RATING.

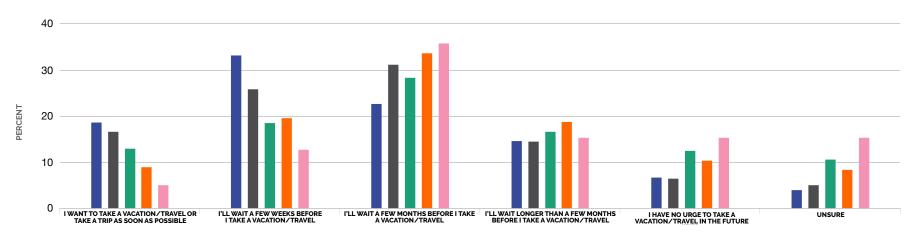


SEGMENT	VALUE	PERCENT	% OF TOTAL	RESPONSES
Gen Z	1 - Call me a hermit, this quarantine/stay at home thing is my vacation.	10.7%	0.8%	8
	2	5.3%	0.4%	4
	3	25.3%	1.9%	19
	4	17.3%	1.3%	13
	5 - As happy as when Mel Gibson shouted in Braveheart, "Freedom!" I can't wait to get out.	41.3%	3.1%	31
		Total Responses	7.5%	75

SEGMENT	VALUE	PERCENT	% OF TOTAL	RESPONSES
Millennials	1 - Call me a hermit, this quarantine/stay at home thing is my vacation.	6.3%	2.1%	21
	2	11.3%	3.8%	38
	3	26.2%	8.8%	88
	4	25.9%	8.7%	87
	5 - As happy as when Mel Gibson shouted in Braveheart, "Freedom!" I can't wait to get out.	30.4%	10.2%	102
		Total Responses	33.6%	336
Gen X	 Call me a hermit, this quarantine/stay at home thing is my vacation. 	8.8%	1.9%	19
	2	7.9%	1.7%	17
	3	22.8%	4.9%	49
	4	27%	5.8%	58
	5 - As happy as when Mel Gibson shouted in Braveheart, "Freedom!" I can't wait to get out.	33.5%	7.2%	72
		Total Responses	21.5%	215

SEGMENT	VALUE	PERCENT	% OF TOTAL	RESPONSES
Baby Boomers	1 - Call me a hermit, this quarantine/stay at home thing is my vacation.	8.7%	2.9%	29
	2	11.6%	3.9%	39
	3	23.3%	7.8%	78
	4	28.1%	9.4%	94
	5 - As happy as when Mel Gibson shouted in Braveheart, "Freedom!" I can't wait to get out.	28.4%	9.5%	95
		Total Responses	33.5%	335
Traditionalists	1 - Call me a hermit, this quarantine/stay at home thing is my vacation.	10.3%	0.4%	4
	2	5.1%	0.2%	2
	3	35.9%	1.4%	14
	4	28.2%	1.1%	11
	5 - As happy as when Mel Gibson shouted in Braveheart, "Freedom!" I can't wait to get out.	20.5%	0.8%	8
		Total Responses	3.9%	39

WHICH OF THE FOLLOWING BEST DESCRIBES HOW QUICKLY YOU WILL TAKE A VACATION/TRAVEL WHEN THE QUARANTINE AND STAY AT HOME GUIDELINES END? SELECT ONE.



SEGMENT	VALUE	PERCENT	% OF TOTAL	RESPONSES
Gen Z	I'll wait a few months before I take a vacation/travel	18.7%	1.4%	14
	I'll wait a few weeks before I take a vacation/travel	33.3%	2.5%	25
	I'll wait longer than a few months before I take a vacation/travel	22.7%	1.7%	17
	I want to take a vacation/travel or take a trip as soon as possible	14.7%	1.1%	11
	I have no urge to take a vacation/ travel in the future	6.7%	0.5%	5
	Unsure	4%	0.3%	3
		Total Responses	7.5%	75

SEGMENT	VALUE	PERCENT	% OF TOTAL	RESPONSES
Millennials	I'll wait a few months before I take a vacation/travel	16.7%	5.6%	14
	I'll wait a few weeks before I take a vacation/travel	25.9%	8.7%	25
	I'll wait longer than a few months before I take a vacation/travel	31.3%	10.5%	17
	I want to take a vacation/travel or take a trip as soon as possible	14.6%	4.9%	11
	I have no urge to take a vacation/ travel in the future	6.5%	2.2%	5
	Unsure	5.1%	1.7%	3
		Total Responses	33.6%	75
Gen X	I'll wait a few months before I take a vacation/travel	13%	2.8%	28
	I'll wait a few weeks before I take a vacation/travel	18.6%	4%	4
	I'll wait longer than a few months before I take a vacation/travel	28.4%	6.1%	61
	I want to take a vacation/travel or take a trip as soon as possible	16.7%	3.6%	36
	I have no urge to take a vacation/ travel in the future	12.6%	2.7%	27
	Unsure	10.7%	2.3%	23
		Total Responses	21.5%	215

SEGMENT	VALUE	PERCENT	% OF TOTAL	RESPONSES
Baby Boomers	l'll wait a few months before I take a vacation/travel	9%	3%	3
	I'll wait a few weeks before I take a vacation/travel	19.7%	6.6%	66
	l'll wait longer than a few months before I take a vacation/travel	33.7%	11.3%	113
	I want to take a vacation/travel or take a trip as soon as possible	18.8%	6.3%	63
	I have no urge to take a vacation/ travel in the future	10.4%	3.5%	35
	Unsure	8.4%	2.8%	28
		Total Responses	33.5%	335
Traditionalists	I'll wait a few months before I take a vacation/travel	5.1%	0.2%	2
	I'll wait a few weeks before I take a vacation/travel	12.8%	0.5%	5
	l'll wait longer than a few months before I take a vacation/travel	35.9%	1.4%	14
	I want to take a vacation/travel or take a trip as soon as possible	15.4%	0.6%	6
	I have no urge to take a vacation/ travel in the future	15.4%	0.6%	6
	Unsure	15.4%	0.6%	6
		Total Responses	3.9%	39

HOW DO YOU ANTICIPATE COVID-19/CORONAVIRUS WILL IMPACT YOUR FUTURE VACATION/TRAVEL PLANS FOR THIS YEAR? SELECT A RATING IN EACH ROW. NOTE: SELECT THE MIDDLE RATING FOR A NEUTRAL RATING.

Less expensive trips More expensive trips	-1	•	1	RESPONSES
Gen Z				
	38	28	9	
	50.7 %	37.3 %	12.0%	7.5%
Millennials				
	154	151	31	
	45.8%	44.9%	9.2%	33.6%
Gen X				
	109	97	9	
	50.7 %	45.1 %	4.2%	21.5%
Baby Boomers				
	145	171	19	
	43.3%	51.0 %	5.7 %	33.5%
Traditionalists				
	18	20	1	
	46.2%	51.3 %	2.6%	3.9%

Avoiding crowds Attending large gatherings/events	-1	0	1	RESPONSES
Gen Z				
	44	23	8	
	58.7 %	30.7 %	10.7%	7.5%
Millennials				
	171	131	34	
	50.9%	39.0%	10.1%	33.6%
Gen X				
	120	83	12	
	55.8 %	38.6%	5.6%	21.5%
Baby Boomers				
	215	103	17	
	64.2 %	30.7 %	5.1 %	33.5%
Traditionalists				
	31	7	1	
	79.5%	17.9%	2.6%	3.9%

Avoiding flights Traveling by plane	-1	0	1	RESPONSES
Gen Z				
	39	22	14	
	52.0 %	29.3%	18.7%	7.5%
Millennials				
	156	138	42	
	46.4%	41.1%	12.5%	33.6%
Gen X				
	128	64	23	
	59.5 %	29.8%	10.7%	21.5%
Baby Boomers				
	188	104	43	
	56.1 %	31.0%	12.8%	33.5%
Traditionalists				
	28	9	2	
	71.8%	23.1%	5.1%	3.9%

Travel locally Travel nationally/internationally	-1	0	1	RESPONSES
Gen Z				
	37	21	17	
	49.3%	28.0%	22.7%	7.5%
Millennials				
	180	113	43	
	53.6%	33.6%	12.8%	33.6%
Gen X				
	126	74	15	
	58.6 %	34.4%	7.0%	21.5%
Baby Boomers				
	188	117	30	
	56.1 %	34.9%	9.0%	33.5%
Traditionalists				
	26	12	1	
	66.7%	30.8%	2.6%	3.9%

Shorter trips Longer trips	-1	0	1	RESPONSES
Gen Z				
	27	31	17	
	36.0 %	41.3%	22.7%	7.5%
Millennials				
	129	151	56	
	38.4%	44.9%	16.7%	33.6%
Gen X				
	86	107	22	
	40.0%	49.8%	10.2%	21.5%
Baby Boomers				
	148	157	30	
	44.2%	46.9%	9.0%	33.5%
Traditionalists				
	20	18	1	
	51.3 %	46.2%	2.6%	3.9%

HOW CONCERNED ARE YOU ABOUT EACH OF THE FOLLOWING IMPACTING YOUR VACATION/TRAVEL PLANS THIS YEAR? SELECT ONE FOR EACH.

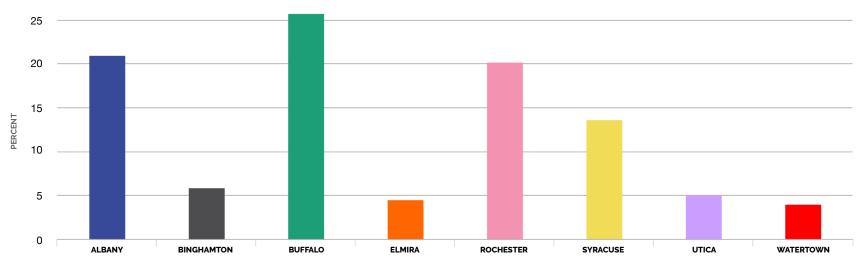
My health	NOT AT ALL CONCERNED	SOMEWHAT CONCERNED	VERY CONCERNED
Gen Z			
	19	45	11
	25.3 %	60.0%	14.7%
Millennials			
	83	168	85
	24.7%	50.0 %	25.3 %
Gen X			
	48	89	78
	22.3%	41.4%	36.3%
Baby Boomers			
	76	166	93
	22.7 %	49.6%	27.8 %
Traditionalists			
	9	22	8
	23.1%	56.4%	20.5%

My family's health	NOT AT ALL CONCERNED	SOMEWHAT CONCERNED	VERY CONCERNED
Gen Z			
	11	34	30
	14.7%	45.3 %	40.0%
Millennials			
	54	150	132
	16.1%	44.6%	39.3%
Gen X			
	37	80	98
	17.2%	37.2 %	45.6%
Baby Boomers			
	73	135	127
	21.8%	40.3%	37.9 %
Traditionalists			
	10	19	10
	25.6%	48.7%	25.6%

My financial stability	NOT AT ALL CONCERNED	SOMEWHAT CONCERNED	VERY CONCERNED
Gen Z			
	10	39	26
	13.3%	52.0 %	34.7%
Millennials			
	67	164	105
	19.9%	48.8%	31.3%
Gen X			
	36	96	83
	16.7%	44.7%	38.6%
Baby Boomers			
	92	145	98
	27.5 %	43.3%	29.3%
Traditionalists			
	17	13	9
	43.6%	33.3%	23.1%

RESULTS BY

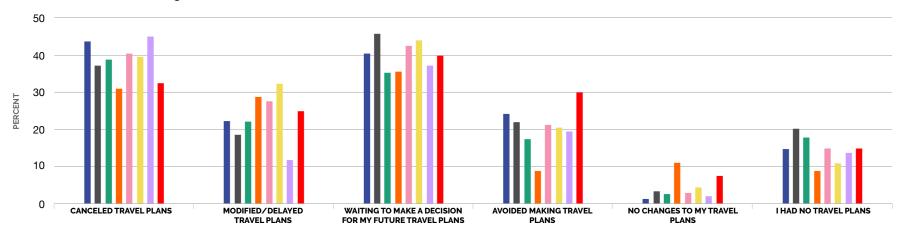
WHICH OF THE FOLLOWING CITIES DO YOU LIVE CLOSEST TO? SELECT ONE.



VALUE	PERCENT	RESPONSES
Albany	21.0%	210
Binghamton	5.9%	59
Buffalo	25.7%	25.7
Elmira	4.5%	4.5
Rochester	20.2%	20.2
Syracuse	13.6%	13.6
Utica	5.1%	51
Watertown	4.0%	40

TOTALS: 1,000

THE FOLLOWING QUESTIONS TALK ABOUT YOUR LEISURE TRAVEL CONCERNS AND CHANGES IN BEHAVIOR SINCE THE COVID-19/CORONAVIRUS OUTBREAK IN MARCH 2020.HOW HAVE YOUR 2020 VACATION/TRAVEL PLANS CHANGED AS A RESULT OF COVID-19/CORONAVIRUS? SELECT ALL THAT APPLY.



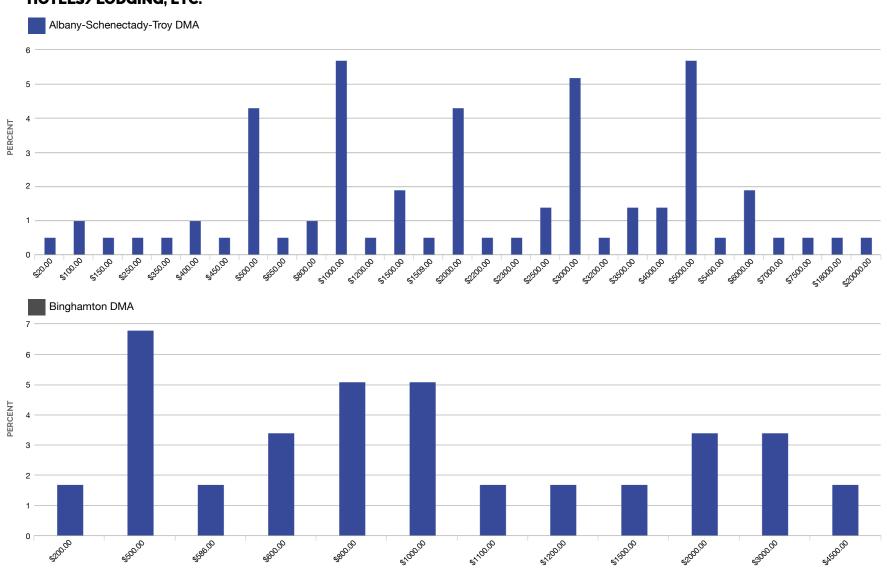
SEGMENT	VALUE	PERCENT	% OF TOTAL	RESPONSES
Albany-Schenectady- Troy DMA	Canceled travel plans	43.8%	9.2%	92
	Modified/delayed travel plans	22.4%	4.7%	47
	Waiting to make a decision for my future travel plans	40.5%	8.5%	85
	Avoided making travel plans	24.3%	5.1%	51
	No changes to my travel plans	1.4%	0.3%	3
	I had no travel plans	14.8%	3.1%	31
		Total Responses	30.9%	210

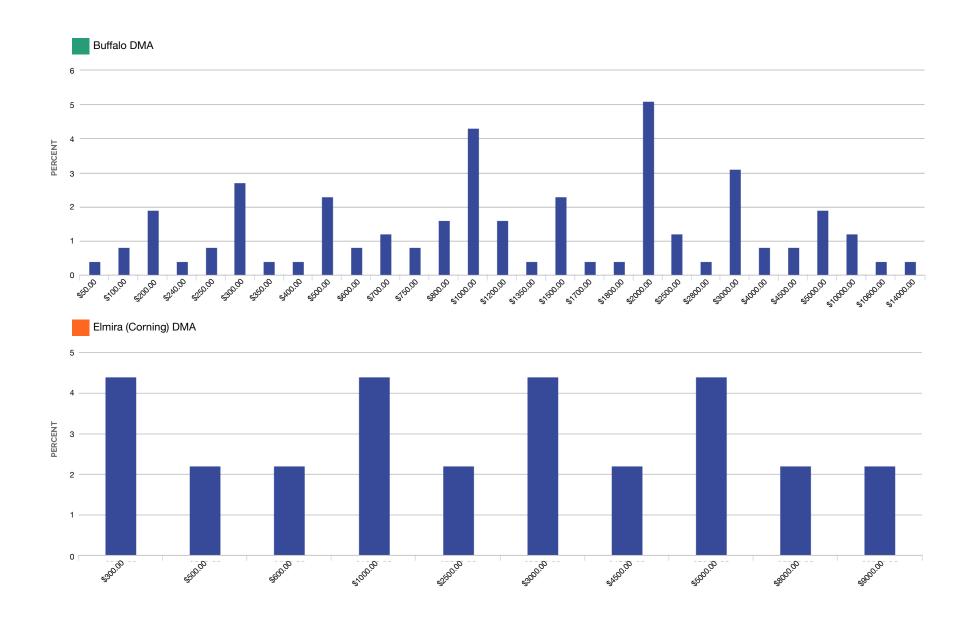
SEGMENT	VALUE	PERCENT	% OF TOTAL	RESPONSES
Binghamton DMA	Canceled travel plans	37.3%	2.2%	22
	Modified/delayed travel plans	18.6%	1.1%	11
	Waiting to make a decision for my future travel plans	45.8%	2.7%	27
	Avoided making travel plans	22%	1.3%	13
	No changes to my travel plans	3.4%	0.2%	2
	I had no travel plans	20.3%	1.2%	12
		Total Responses	8.7%	59
Buffalo DMA	Canceled travel plans	38.9%	10%	100
	Modified/delayed travel plans	22.2%	5.7%	57
	Waiting to make a decision for my future travel plans	35.4%	9.1%	91
	Avoided making travel plans	17.5%	4.5%	45
	No changes to my travel plans	2.7%	0.7%	7
	I had no travel plans	17.9%	4.6%	46
		Total Responses	34.6%	257
Elmira (Corning) DMA	Canceled travel plans	31.1%	1.4%	14
	Modified/delayed travel plans	28.9%	1.3%	13
	Waiting to make a decision for my future travel plans	35.6%	1.6%	16
	Avoided making travel plans	8.9%	0.4%	4
	No changes to my travel plans	11.1%	0.5%	5
	I had no travel plans	8.9%	0.4%	4
		Total Responses	5.6%	45

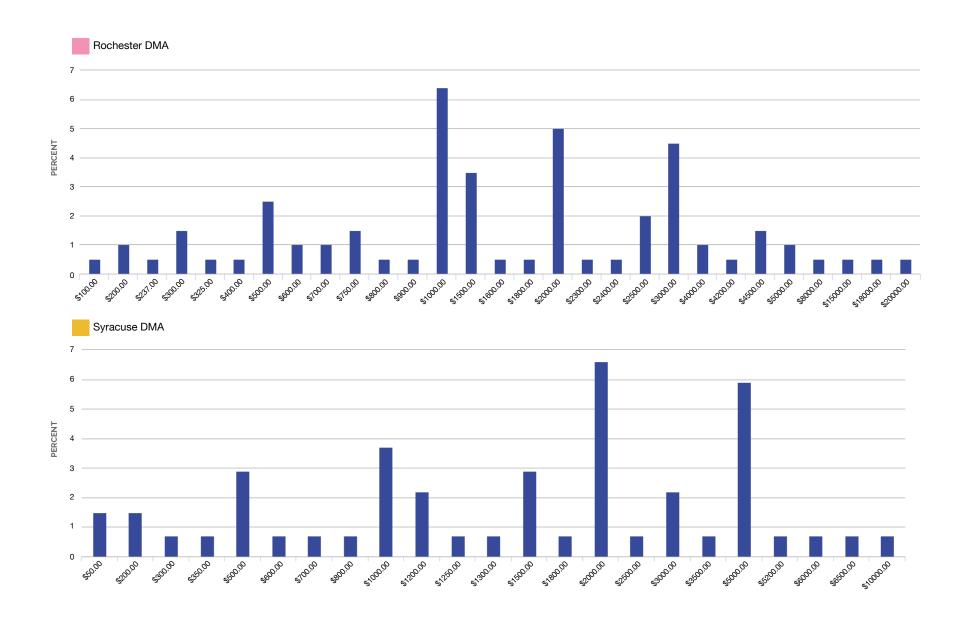
SEGMENT	VALUE	PERCENT	% OF TOTAL	RESPONSES
Rochester DMA	Canceled travel plans	40.6%	8.2%	82
	Modified/delayed travel plans	27.7%	5.6%	56
	Waiting to make a decision for my future travel plans	42.6%	8.6%	86
	Avoided making travel plans	21.3%	4.3%	43
	No changes to my travel plans	3%	0.6%	6
	I had no travel plans	14.9%	3%	30
		Total Responses	30.3%	202
Syracuse DMA	Canceled travel plans	39.7%	5.4%	54
	Modified/delayed travel plans	32.4%	4.4%	44
	Waiting to make a decision for my future travel plans	44.1%	6%	60
	Avoided making travel plans	20.6%	2.8%	28
	No changes to my travel plans	4.4%	0.6%	6
	I had no travel plans	11%	1.5%	15
		Total Responses	20.7%	136
Utica DMA	Canceled travel plans	45.1%	2.3%	23
	Modified/delayed travel plans	11.8%	0.6%	6
	Waiting to make a decision for my future travel plans	37.3%	1.9%	19
	Avoided making travel plans	19.6%	1%	10
	No changes to my travel plans	2%	0.1%	1
	I had no travel plans	13.7%	0.7%	7
		Total Responses	6.6%	51

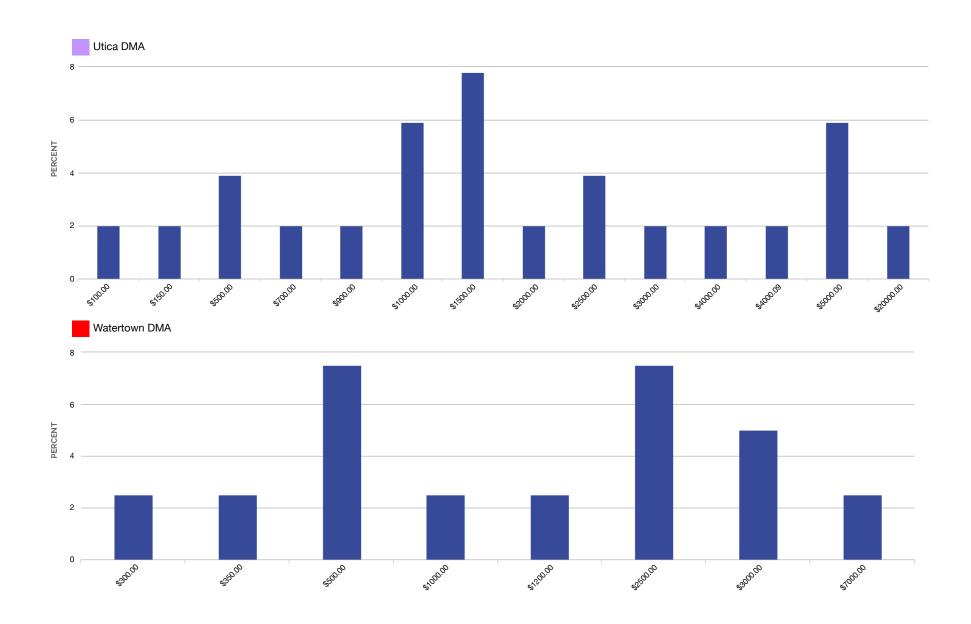
SEGMENT	VALUE	PERCENT	% OF TOTAL	RESPONSES
Watertown DMA	Canceled travel plans	32.5%	1.3%	13
	Modified/delayed travel plans	25%	1%	10
	Waiting to make a decision for my future travel plans	40%	1.6%	16
	Avoided making travel plans	30%	1.2%	12
	No changes to my travel plans	7.5%	0.3%	3
	I had no travel plans	15%	0.6%	6
		Total Responses	6%	40

OF THE TRIP(S) IN 2020 YOU HAVE CANCELED, HOW MUCH DID YOU PLAN TO SPEND ON THE TRIP(S) IN TOTAL? ENTER THE DOLLAR AMOUNT BELOW. NOTE: IF APPLICABLE INCLUDE RENTAL CAR(S)/VEHICLE(S), PLANE/TRAIN/BUS FARE, HOTELS/LODGING, ETC.









WHAT ONE WORD OR PHRASE WOULD YOU USE TO DESCRIBE HOW NOT BEING ABLE TO TRAVEL MAKES YOU FEEL? ENTER YOUR RESPONSE BELOW.

Albany-Schenectady-Troy DMA



Buffalo DMA

confined indifferent bummed alright isolated trapped disappointed upset angrybad sucks bored sucks bored stressed depressed frustrated unhappy anxious annoyed cooped

Binghamton DMA



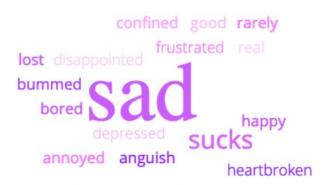
Elmira (Corning) DMA



Rochester DMA



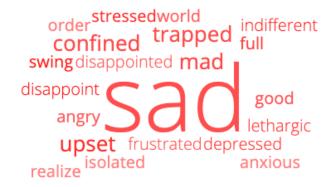
Utica DMA



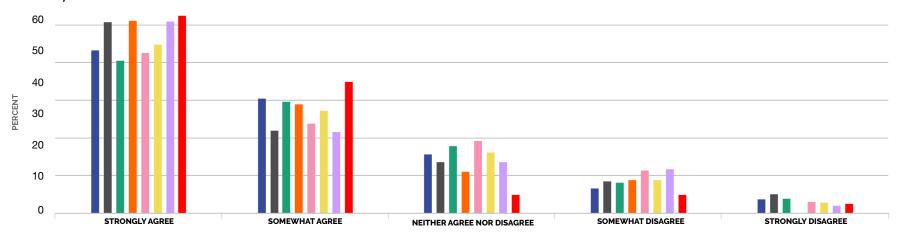
Syracuse DMA



Watertown DMA



HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENT? SELECT ONE."LATER THIS YEAR WHEN QUARANTINE AND STAY AT HOME GUIDELINES END, I WILL PREFER TO USE A PERSONAL VEHICLE TO TRAVEL RATHER THAN A PLANE, TRAIN, BUS, OR CRUISE SHIP."



SEGMENT	VALUE	PERCENT	% OF TOTAL	RESPONSES
Albany-Schenectady- Troy DMA	Strongly agree	43.3%	9.1%	91
	Somewhat agree	30.5%	6.4%	64
	Neither agree nor disagree	15.7%	3.3%	33
	Somewhat disagree	6.7%	1.4%	14
	Strongly disagree	3.8%	0.8%	8
		Total Responses	21%	210

SEGMENT	VALUE	PERCENT	% OF TOTAL	RESPONSES
Binghamton DMA	Strongly agree	50.8%	3%	30
	Somewhat agree	22%	1.3%	13
	Neither agree nor disagree	13.6%	0.8%	8
	Somewhat disagree	8.5%	0.5%	5
	Strongly disagree	5.1%	0.3%	3
		Total Responses	5.9%	59
Buffalo DMA	Strongly agree	40.5%	10.4%	104
	Somewhat agree	29.6%	7.6%	76
	Neither agree nor disagree	17.9%	4.6%	46
	Somewhat disagree	8.2%	2.1%	21
	Strongly disagree	3.9%	1%	10
		Total Responses	25.7%	257
Elmira (Corning) DMA	Strongly agree	51.1%	2.3%	23
	Somewhat agree	28.9%	1.3%	13
	Neither agree nor disagree	11.1%	0.5%	5
	Somewhat disagree	8.9%	0.4%	4
	Strongly disagree	0%	0%	0
		Total Responses	4.5%	45

SEGMENT	VALUE	PERCENT	% OF TOTAL	RESPONSES
Rochester DMA	Strongly agree	42.6%	8.6%	86
	Somewhat agree	23.8%	4.8%	48
	Neither agree nor disagree	19.3%	3.9%	39
	Somewhat disagree	11.4%	2.3%	23
	Strongly disagree	3%	0.6%	6
		Total Responses	20.2%	202
Syracuse DMA	Strongly agree	44.9%	6.1%	61
	Somewhat agree	27.2%	3.7%	37
	Neither agree nor disagree	16.2%	2.2%	22
	Somewhat disagree	8.8%	1.2%	12
	Strongly disagree	2.9%	0.4%	4
		Total Responses	13.6%	136
Utica DMA	Strongly agree	51%	2.1%	21
	Somewhat agree	21.6%	1.4%	14
	Neither agree nor disagree	13.7%	0.2%	2
	Somewhat disagree	11.8%	0.2%	2
	Strongly disagree	2%	0.1%	1
		Total Responses	4%	40

SEGMENT	VALUE	PERCENT	% OF TOTAL	RESPONSES
Watertown DMA	Strongly agree	52.5%	2.1%	21
	Somewhat agree	35%	1.4%	14
	Neither agree nor disagree	5%	0.2%	2
	Somewhat disagree	5%	0.2%	2
	Strongly disagree	2.5%	0.1%	1
		Total Responses	4%	40

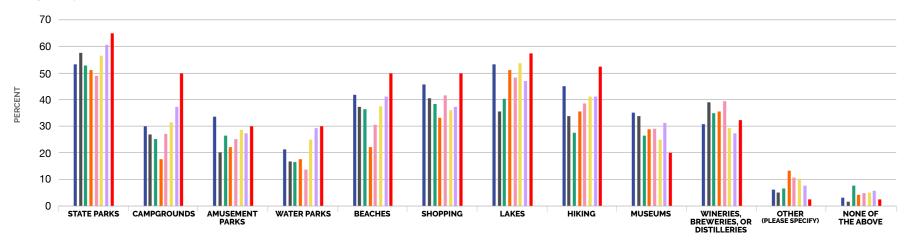
COMPARED TO YOUR VACATION/TRAVEL HABITS BEFORE COVID-19/CORONAVIRUS, HOW LIKELY ARE YOU TO DO EACH OF THE FOLLOWING WHEN THE QUARANTINE AND STAY AT HOME GUIDELINES END? SELECT A RATING FOR EACH.

Travel within New York State	MUCH LESS LIKELY	SOMEWHAT LESS LIKELY	NO CHANGE	SOMEWHAT MORE LIKELY	MUCH MORE LIKELY
Albany-Schenectady-Troy DMA					
	20	24	95	39	32
	9.5%	11.4%	45.2 %	18.6%	15.2 %
Binghamton DMA					
	2	3	32	12	10
	3.4%	5.1%	54.2 %	20.3%	16.9%
Buffalo DMA					
	24	32	120	46	35
_	9.3%	12.5%	46.7%	17.9%	13.6%
Elmira (Corning) DMA					
	3	3	25	7	7
_	6.7 %	6.7 %	55.6 %	15.6%	15.6%
Rochester DMA					
	14	18	93	49	28
_	6.9%	8.9%	46.0%	24.3%	13.9%
Syracuse DMA					
	9	11	60	33	23
	6.6%	8.1%	44.1%	24.3%	16.9%
Utica DMA					
	2	4	22	14	9
	3.9%	7.8%	43.1%	27.5%	17.6%
Watertown DMA		_			
	3	5	14	8	10
	7.5%	12.5%	35.0%	20.0%	25.0%

Travel within the US (Outside of New York State)	MUCH LESS LIKELY	SOMEWHAT LESS LIKELY	NO CHANGE	SOMEWHAT MORE LIKELY	MUCH MORE LIKELY
Albany-Schenectady-Troy DMA					
	24	30	85	43	28
	11.4%	14.3%	40.5%	20.5%	13.3%
Binghamton DMA					
	2	7	31	12	7
	3.4%	11.9%	52.5 %	20.3%	11.9%
Buffalo DMA					
	38	33	110	49	27
	14.8%	12.8 %	42.8 %	19.1%	10.5%
Elmira (Corning) DMA					
	3	8	15	12	7
_	6.7 %	17.8 %	33.3%	26.7 %	15.6%
Rochester DMA					
	26	34	86	41	15
	12.9%	16.8%	42.6%	20.3%	7.4%
Syracuse DMA					
	11	12	63	28	13
_	8.1%	15.4%	46.3%	20.6%	9.6%
Utica DMA					
	9	5	22	8	7
	17.6%	9.8%	43.1%	15.7%	13.7%
Watertown DMA					
	6	6	17	5	6
	15.0%	15.0%	42.5%	12.5%	15.0%

Travel outside of the US (International)	MUCH LESS LIKELY	SOMEWHAT LESS LIKELY	NO CHANGE	SOMEWHAT MORE LIKELY	MUCH MORE LIKELY
Albany-Schenectady-Troy DMA					
	74	42	74	16	4
	35.2 %	20.0%	35.2 %	7.6%	1.9%
Binghamton DMA					
	19	11	23	2	4
	32.2%	18.6%	39.0%	3.4%	6.8%
Buffalo DMA					
	94	35	108	15	5
_	36.6 %	13.6%	42.0 %	5.8 %	1.9%
Elmira (Corning) DMA					
	23	8	11	1	2
-	51.1%	17.8%	24.4%	2.2%	4.4%
Rochester DMA	00	00		40	
	80	30	75	13	4
Syracuse DMA	39.6%	14.9%	37.1%	6.4%	2.0%
Syracuse DiviA	45	30	49	7	5
	33.1%	22.1%	36.0%	5.1%	3.7%
Utica DMA	33.170	22.1 /0	30.0 /0	J. 1 /0	3.1 /0
Glod Bivin	22	4	22	2	1
	43.1 %	7. 8%	43.1%	3.9%	2.0%
Watertown DMA				J-3 / V	
	19	5	13	2	1
	47.5%	12.5%	32.5%	5.0%	2.5%

WHICH OF THE FOLLOWING VACATIONS/TRIPS ARE YOU MOST INTERESTED IN TAKING WITHIN NEW YORK STATE? SELECT ALL THAT APPLY.



Segment	VALUE		PERCENT	% OF TOTAL	RESPONSES
Albany-Schenectady-Troy DMA	State parks		53.3%	11.2%	112
	Campgrounds		30%	6.3%	63
	Amusement parks		33.8%	7.1%	71
	Water parks		21.4%	4.5%	45
	Beaches		41.9%	8.8%	88
	Shopping		45.7%	9.6%	96
	Lakes		53.3%	11.2%	112
	Hiking		45.2%	9.5%	95
	Museums		35.2%	7.4%	74
	Wineries, breweries, or distilleries		31%	6.5%	65
	Other (please specify)		6.2%	1.3%	13
	None of the above		3.3%	0.7%	7
		Total	Responses	84.1%	210

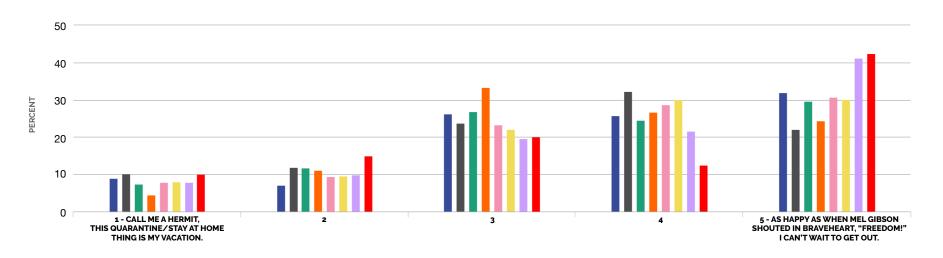
Segment	VALUE	PERCENT	% OF TOTAL	RESPONSES
Binghamton DMA	State parks	57.6%	3.4%	34
	Campgrounds	27.1%	1.6%	16
	Amusement parks	20.3%	1.2%	12
	Water parks	16.9%	1%	10
	Beaches	37.3%	2.2%	22
	Shopping	40.7%	2.4%	24
	Lakes	35.6%	2.1%	21
	Hiking	33.9%	2%	20
	Museums	33.9%	2%	20
	Wineries, breweries, or distilleries	39%	2.3%	23
	Other (please specify)	5.1%	0.3%	3
	None of the above	1.7%	0.1%	1
		Total Responses	20.6%	59
Buffalo DMA	State parks	52.9%	13.6%	136
	Campgrounds	25.3%	6.5%	65
	Amusement parks	26.5%	6.8%	68
	Water parks	16.7%	4.3%	43
	Beaches	36.6%	9.4%	94
	Shopping	38.5%	9.9%	99
	Lakes	40.5%	10.4%	104
	Hiking	27.6%	7.1%	71
	Museums	26.5%	6.8%	68
	Wineries, breweries, or distilleries	35%	9%	90
	Other (please specify)	6.6%	1.7%	17
	None of the above	7.8%	2%	20
		Total Responses	87.5%	257

Segment	VALUE	PERCENT	% OF TOTAL	RESPONSES
Elmira (Corning) DMA	State parks	51.1%	2.3%	23
	Campgrounds	17.8%	0.8%	8
	Amusement parks	22.2%	1%	10
	Water parks	17.8%	0.8%	8
	Beaches	22.2%	1%	10
	Shopping	33.3%	1.5%	15
	Lakes	51.1%	2.3%	23
	Hiking	35.6%	1.6%	16
	Museums	28.9%	1.3%	13
	Wineries, breweries, or distilleries	35.6%	1.6%	16
	Other (please specify)	13.3%	0.6%	6
	None of the above	4.4%	0.2%	2
		Total Responses	15%	45
Rochester DMA	State parks	49%	9.9%	99
	Campgrounds	27.2%	5.5%	55
	Amusement parks	25.2%	5.1%	51
	Water parks	13.9%	2.8%	28
	Beaches	30.7%	6.2%	62
	Shopping	41.6%	8.4%	84
	Lakes	48.5%	9.8%	98
	Hiking	38.6%	7.8%	78
	Museums	29.2%	5.9%	59
	Wineries, breweries, or distilleries	39.6%	8%	80
	Other (please specify)	10.9%	2.2%	22
	None of the above	5%	1%	10
		Total Responses	72.6%	202

Segment	VALUE	PERCENT	% OF TOTAL	RESPONSES
Syracuse DMA	State parks	56.6%	7.7%	77
	Campgrounds	31.6%	4.3%	43
	Amusement parks	28.7%	3.9%	39
	Water parks	25%	3.4%	34
	Beaches	37.5%	5.1%	51
	Shopping	36%	4.9%	49
	Lakes	53.7%	7.3%	73
	Hiking	41.2%	5.6%	56
	Museums	25%	3.4%	34
	Wineries, breweries, or distilleries	29.4%	4%	40
	Other (please specify)	10.3%	1.4%	14
	None of the above	5.1%	0.7%	7
		Total Responses	51.7%	136
Utica DMA	State parks	60.8%	3.1%	31
	Campgrounds	37.3%	1.9%	19
	Amusement parks	27.5%	1.4%	14
	Water parks	29.4%	1.5%	1
	Beaches	41.2%	2.1%	21
	Shopping	37.3%	1.9%	19
	Lakes	47.1%	2.4%	24
	Hiking	41.2%	2.1%	21
	Museums	31.4%	1.6%	16
	Wineries, breweries, or distilleries	27.5%	1.4%	14
	Other (please specify)	7.8%	0.4%	4
	None of the above	5.9%	0.3%	3
		Total Responses	20.1%	51

Segment	VALUE		PERCENT	% OF TOTAL	RESPONSES
Watertown DMA	State parks		65%	2.6%	26
	Campgrounds		50%	2%	20
	Amusement parks		30%	1.2%	12
	Water parks		30%	1.2%	12
	Beaches		50%	2%	20
	Shopping		50%	2%	20
	Lakes		57.5%	2.3%	23
	Hiking		52.5%	2.1%	21
	Museums		20%	0.8%	8
	Wineries, breweries, or distilleries		32.5%	1.3%	13
	Other (please specify)		2.5%	0.1%	1
	None of the above		2.5%	0.1%	1
		Total	Responses	17.7%	40

USING THE 1 TO 5 SCALE BELOW, HOW WOULD YOU RATE YOUR LEVEL OF EXCITEMENT TO TAKE A VACATION/TRAVEL ONCE QUARANTINE AND STAY AT HOME GUIDELINES END? SELECT A RATING.



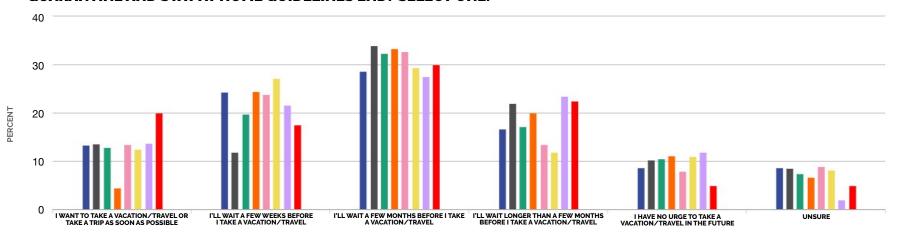
SEGMENT	VALUE	PERCENT	% OF TOTAL	RESPONSES
Albany-Schenectady- Troy DMA	1 - Call me a hermit, this quarantine/stay at home thing is my vacation.	9%	1.9%	19
	2	7.1%	1.5%	15
	3	26.2%	5.5%	55
	4	25.7%	5.4%	54
	5 - As happy as when Mel Gibson shouted in Braveheart, "Freedom!" I can't wait to get out.	31.9%	6.7%	67
		Total Responses	21%	210

SEGMENT	VALUE	PERCENT	% OF TOTAL	RESPONSES
Binghamton DMA	1 - Call me a hermit, this quarantine/stay at home thing is my vacation.	10.2%	0.6%	6
	2	11.9%	0.7%	7
	3	23.7%	1.4%	14
	4	32.2%	1.9%	19
	5 - As happy as when Mel Gibson shouted in Braveheart, "Freedom!" I can't wait to get out.	22%	1.3%	13
		Total Responses	5.9%	59
Buffalo DMA	1 - Call me a hermit, this quarantine/stay at home thing is my vacation.	7.4%	1.9%	19
	2	11.7%	3%	30
	3	26.8%	6.9%	69
	4	24.5%	6.3%	63
	5 - As happy as when Mel Gibson shouted in Braveheart, "Freedom!" I can't wait to get out.	29.6%	7.6%	76
		Total Responses	25.7%	257
Elmira (Corning) DMA	1 - Call me a hermit, this quarantine/stay at home thing is my vacation.	4.4%	0.2%	2
	2	11.1%	0.5%	5
	3	33.3%	1.5%	15
	4	26.7%	1.2%	12
	5 - As happy as when Mel Gibson shouted in Braveheart, "Freedom!" I can't wait to get out.	24.4%	1.1%	11
		Total Responses	4.5%	45

SEGMENT	VALUE	PERCENT	% OF TOTAL	RESPONSES
Rochester DMA	1 - Call me a hermit, this quarantine/stay at home thing is my vacation.	7.9%	1.6%	16
	2	9.4%	1.9%	19
	3	23.3%	4.7%	47
	4	28.7%	5.8%	58
	5 - As happy as when Mel Gibson shouted in Braveheart, "Freedom!" I can't wait to get out.	30.7%	6.2%	62
		Total Responses	20.2%	202
Syracuse DMA	1 - Call me a hermit, this quarantine/stay at home thing is my vacation.	8.1%	1.1%	11
	2	9.6%	1.3%	13
	3	22.1%	3%	30
	4	30.1%	4.1%	41
	5 - As happy as when Mel Gibson shouted in Braveheart, "Freedom!" I can't wait to get out.	30.1%	4.1%	41
		Total Responses	13.6%	136
Utica DMA	1 - Call me a hermit, this quarantine/stay at home thing is my vacation.	7.8%	0.4%	4
	2	9.8%	0.5%	5
	3	19.6%	1%	10
	4	21.6%	1.1%	11
	5 - As happy as when Mel Gibson shouted in Braveheart, "Freedom!" I can't wait to get out.	41.2%	2.1%	21
		Total Responses	5.1%	51

SEGMENT	VALUE		PERCENT	% OF TOTAL	RESPONSES
Watertown DMA	1 - Call me a hermit, this quarantine/stay at home thing is my vacation.		10%	0.4%	4
	2		15%	0.6%	6
	3		20%	0.8%	8
	4		12.5%	0.5%	5
	5 - As happy as when Mel Gibson shouted in Braveheart, "Freedom!" I can't wait to get out.		42.5%	1.7%	17
		Total I	Responses	4%	40

WHICH OF THE FOLLOWING BEST DESCRIBES HOW QUICKLY YOU WILL TAKE A VACATION/TRAVEL WHEN THE QUARANTINE AND STAY AT HOME GUIDELINES END? SELECT ONE.



SEGMENT	VALUE	PERCENT	% OF TOTAL	RESPONSES
Albany-Schenectady- Troy DMA	I want to take a vacation/travel or take a trip as soon as possible	13.3%	2.8%	28
	I'll wait a few weeks before I take a vacation/travel	24.3%	5.1%	51
	I'll wait a few months before I take a vacation/travel	28.6%	6%	6
	I'll wait longer than a few months before I take a vacation/travel	16.7%	3.5%	35
	I have no urge to take a vacation/ travel in the future	8.6%	1.8%	18
	Unsure	8.6%	1.8%	18
		Total Responses	21%	210

SEGMENT	VALUE	PERCENT	% OF TOTAL	RESPONSES
Binghamton DMA	I want to take a vacation/travel or take a trip as soon as possible	13.6%	0.8%	8
	I'll wait a few weeks before I take a vacation/travel	11.9%	0.7%	7
	I'll wait a few months before I take a vacation/travel	33.9%	2%	20
	I'll wait longer than a few months before I take a vacation/travel	22%	1.3%	13
	I have no urge to take a vacation/ travel in the future	10.2%	0.6%	6
	Unsure	8.5%	0.5%	5
		Total Responses	5.9%	59
Buffalo DMA	I want to take a vacation/travel or take a trip as soon as possible	12.8%	3.3%	33
	I'll wait a few weeks before I take a vacation/travel	19.8%	5.1%	51
	I'll wait a few months before I take a vacation/travel	32.3%	8.3%	83
	I'll wait longer than a few months before I take a vacation/travel	17.1%	4.4%	44
	I have no urge to take a vacation/ travel in the future	10.5%	2.7%	27
	Unsure	7.4%	1.9%	19
		Total Responses	25.7%	257

SEGMENT	VALUE	PERCENT	% OF TOTAL	RESPONSES
Elmira (Corning) DMA	I want to take a vacation/travel or take a trip as soon as possible	4.4%	0.2%	2
	I'll wait a few weeks before I take a vacation/travel	24.4%	1.1%	11
	I'll wait a few months before I take a vacation/travel	33.3%	1.5%	15
	I'll wait longer than a few months before I take a vacation/travel	20%	0.9%	9
	I have no urge to take a vacation/ travel in the future	11.1%	0.5%	5
	Unsure	6.7%	0.3%	3
		Total Responses	4.5%	45
Rochester DMA	I want to take a vacation/travel or take a trip as soon as possible	13.4%	2.7%	27
	I'll wait a few weeks before I take a vacation/travel	23.8%	4.8%	48
	I'll wait a few months before I take a vacation/travel	32.7%	6.6%	66
	I'll wait longer than a few months before I take a vacation/travel	13.4%	2.7%	27
	I have no urge to take a vacation/ travel in the future	7.9%	1.6%	16
	Unsure	8.9%	1.8%	18
		Total Responses	20.2%	202

SEGMENT	VALUE	PERCENT	% OF TOTAL	RESPONSES
Syracuse DMA	I want to take a vacation/travel or take a trip as soon as possible	12.5%	1.7%	17
	l'll wait a few weeks before I take a vacation/travel	27.2%	3.7%	37
	l'll wait a few months before I take a vacation/travel	29.4%	4%	40
	I'll wait longer than a few months before I take a vacation/travel	11.8%	1.6%	16
	I have no urge to take a vacation/ travel in the future	11%	1.5%	15
	Unsure	8.1%	1.1%	11
		Total Responses	13.6%	136
Utica DMA	I want to take a vacation/travel or take a trip as soon as possible	13.7%	0.7%	7
	I'll wait a few weeks before I take a vacation/travel	21.6%	1.1%	11
	l'll wait a few months before I take a vacation/travel	27.5%	1.4%	14
	I'll wait longer than a few months before I take a vacation/travel	23.5%	1.2%	12
	I have no urge to take a vacation/ travel in the future	11.8%	0.6%	6
	Unsure	2%	0.1%	1
		Total Responses	5.1%	51

SEGMENT	VALUE	PERCEI	NT % OF TOTAL	RESPONSES
Watertown DMA	I want to take a vacation/travel or take a trip as soon as possible	20	0.8%	8
	I'll wait a few weeks before I take a vacation/travel	17.5	0.7%	7
	I'll wait a few months before I take a vacation/travel	30	1.2%	5 12
	I'll wait longer than a few months before I take a vacation/travel	22.5	0.9%	9
	I have no urge to take a vacation/ travel in the future	5	0.2%	2
	Unsure	5	0.2%	2
		Total Respons	es 4%	40

HOW DO YOU ANTICIPATE COVID-19/CORONAVIRUS WILL IMPACT YOUR FUTURE VACATION/TRAVEL PLANS FOR THIS YEAR? SELECT A RATING IN EACH ROW. NOTE: SELECT THE MIDDLE RATING FOR A NEUTRAL RATING.

Less expensive trips More expensive trips	-1	0	1	RESPONSES
Albany-Schenectady-Troy DMA				
	97	96	17	
	46.2%	45.7 %	8.1%	21.0%
Binghamton DMA				
	34	23	2	
_	57.6%	39.0%	3.4%	5.9%
Buffalo DMA				
	113	123	21	
_	44.0%	47.9%	8.2%	25.7%
Elmira (Corning) DMA				
	23	18	4	
	51.1%	40.0%	8.9%	4.5%
Rochester DMA				
	80	107	15	00.00/
Correction DMA	39.6%	53.0%	7.4%	20.2%
Syracuse DMA	66	64	0	
	66 40 5%	61	9	42.60/
Utica DMA	48.5%	44.9%	6.6%	13.6%
Otica DiviA	28	22	1	
	54.9%	43.1%	2.0%	5.1%
Watertown DMA	54.3 /0	40. 1 /0	2.0 /0	J. 1 /0
Tatorio Wil Divi	23	17	0	
	57.5 %	42.5%	0%	4.0%
	57.5%	42.5%	U%	4.0%

Avoiding crowds Attending large gatherings/events	-1	•	1	RESPONSES
Albany-Schenectady-Troy DMA				
	125	69	16	
	59.3 %	32.9 %	7.6%	21.0%
Binghamton DMA				
	35	21	3	
_	59.3%	35.6 %	5.1%	5.9%
Buffalo DMA				
	137	100	20	
_	53.3 %	38.9%	7.8 %	25.7%
Elmira (Corning) DMA				
	32	10	3	
	71.1%	22.2%	6.7 %	4.5%
Rochester DMA				
	112	75	15	00.00/
O DM4	55.4 %	37.1%	7.4%	20.2%
Syracuse DMA	70	40		
	79	48	9	40.60/
Utica DMA	58.1 %	35.3%	6.6%	13.6%
Otica DiviA	34	15	2	
	66.7%	29.4%	3.9%	5.1 %
Watertown DMA	00.7 70	∠3.4 70	J.9 70	3. 170
Watertown Divin	27	9	4	
	67.5%	22.5 %	- 10.0%	4.0%
	0110/0		1010/0	-TI-0 /0

Avoiding flights Traveling by plane	-1	0	1	RESPONSES
Albany-Schenectady-Troy DMA				
	106	78	26	
	50.5 %	37.1 %	12.4 %	21.0%
Binghamton DMA				
	36	17	6	
_	61.0%	28.8%	10.2%	5.9%
Buffalo DMA				
	130	89	38	
_	50.6%	34.6 %	14.8%	25.7%
Elmira (Corning) DMA				
	30	11	4	
	66.7%	24.4%	8.9%	4.5%
Rochester DMA				
	98	71	33	00.00/
Correction DMA	48.5%	35.1%	16.3%	20.2%
Syracuse DMA	00	47	0	
	80 50.00/	47 24.6%	9	49.60/
Utica DMA	58.8 %	34.6%	6.6%	13.6%
Otica DiviA	31	16	4	
	60.8%	31.4%	7.8%	5.1%
Watertown DMA	00.070	J1.47/0	7 .O /0	3.1 70
Vacortown Divir	28	8	4	
	70.0%	20.0%	10.0%	4.0%
	70.0%	20.0%	10.0%	4.0%

Travel locally Travel nationally/internationally	-1	0	1	RESPONSES
Albany-Schenectady-Troy DMA				
	119	67	24	
	56.7 %	31.9%	11.4%	21.0%
Binghamton DMA				
	36	13	10	
_	61.0%	22.0%	16.9%	5.9%
Buffalo DMA				
	133	100	24	
_	51.8%	38.9%	9.3%	25.7%
Elmira (Corning) DMA				
	27	11	7	
	60.0%	24.4%	15.6%	4.5%
Rochester DMA				
	102	81	19	00.00/
O www.pMA	50.5%	40.1%	9.4%	20.2%
Syracuse DMA	00	44	40	
	83	41	12	40.60/
Utica DMA	61.0%	30.1%	8.8%	13.6%
Otica DiviA	32	14	5	
	62.7%	27.5%	9.8%	5.1%
Watertown DMA	UZ.1 70	Z1 .3 70	3.0 /0	3.1 70
Watertown Divira	25	10	5	
	62.5%	25.0%	12.5%	4.0%
	ULIU /U	2010 /0	1210/0	7.0 /0

Shorter trips Longer trips	-1	0	1	RESPONSES
Albany-Schenectady-Troy DMA				
	84	95	31	
	40.0%	45.2 %	14.8%	21.0%
Binghamton DMA				
	27	24	8	
	45.8%	40.7%	13.6%	5.9%
Buffalo DMA				
	97	127	33	
	37.7 %	49.4%	12.8%	25.7 %
Elmira (Corning) DMA				
	22	20	3	
	48.9%	44.4%	6.7 %	4.5%
Rochester DMA				
	81	100	21	
	40.1%	49.5%	10.4%	20.2%
Syracuse DMA				
	54	60	22	
	39.7 %	44.1%	16.2 %	13.6%
Utica DMA				
	24	23	4	
	47.1%	45.1 %	7.8%	5.1 %
Watertown DMA				
	21	15	4	
	52.5 %	37.5 %	10.0%	4.0%

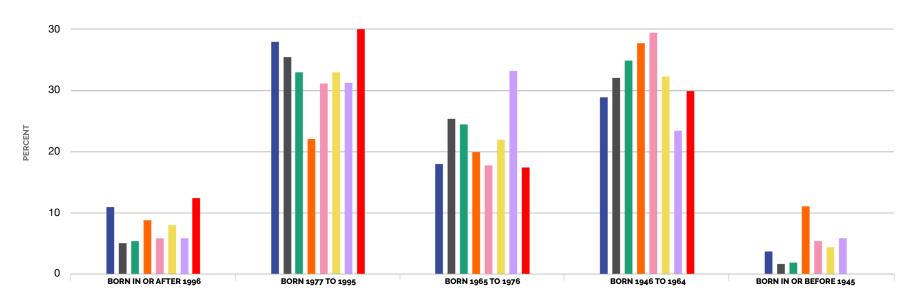
HOW CONCERNED ARE YOU ABOUT EACH OF THE FOLLOWING IMPACTING YOUR VACATION/TRAVEL PLANS THIS YEAR? SELECT ONE FOR EACH.

My health	NOT AT ALL CONCERNED	SOMEWHAT CONCERNED	VERY CONCERNED
Albany-Schenectady-Troy DMA			
	49	104	57
	23.3%	49.5%	27.1 %
Binghamton DMA			
	18	25	16
	30.5%	42.4%	27.1%
Buffalo DMA			
	57	128	72
	22.2%	49.8%	28.0%
Elmira (Corning) DMA			
	12	17	16
	26.7%	37. 8%	35.6 %
Rochester DMA			
	53	95	54
D 0	26.2%	47.0%	26.7%
Syracuse DMA	04		00
	24	79	33
Utica DMA	17.6%	58.1%	24.3%
Otica DiviA	12	27	12
	23.5%	52.9 %	23.5%
Watertown DMA	20:3 /0	J4:3 /0	20:0 /0
Trace to the Divin	10	15	15
	25.0 %	37.5%	37.5%
	2010 / 0	011070	31.3 /0

My family's health	NOT AT ALL CONCERNED	SOMEWHAT CONCERNED	VERY CONCERNED
Albany-Schenectady-Troy DMA			
	36	82	92
	17.1%	39.0%	43.8%
Binghamton DMA			
	12	23	24
_	20.3%	39.0%	40.7%
Buffalo DMA			
	45	112	100
_	17.5%	43.6%	38.9%
Elmira (Corning) DMA			
	9	16	20
	20.0%	35.6 %	44.4%
Rochester DMA			
	44	84	74
0 000	21.8%	41.6%	36.6%
Syracuse DMA	40	C7	50
	19	67	50
Utica DMA	14.0%	49.3%	36.8%
Otica DiviA	9	26	16
	17.6%	51.0%	31.4%
Watertown DMA	17.0/0	31.0 /0	J1.4 /0
Water town Divin	11	8	21
	27.5%	20.0%	52.5 %
	2110/0	2010 /0	OZIO /U

My financial stability	NOT AT ALL CONCERNED	SOMEWHAT CONCERNED	VERY CONCERNED
Albany-Schenectady-Troy DMA			
	44	102	64
	21.0%	48.6%	30.5%
Binghamton DMA			
	13	24	22
	22.0%	40.7%	37.3%
Buffalo DMA			
	59	117	81
_	23.0%	45.5%	31.5%
Elmira (Corning) DMA			
	10	23	12
_	22.2%	51.1%	26.7 %
Rochester DMA			
	52	90	60
	25.7%	44.6%	29.7%
Syracuse DMA			
	21	63	52
LIKE- DAM	15.4%	46.3%	38.2%
Utica DMA	45	04	45
	15	21	15
Watertown DMA	29.4%	41.2%	29.4%
vvatertown DiviA	0	47	45
	8 20.0%	17	15 37 5%
	20.0%	42.5%	37.5%

WHICH OF THE FOLLOWING AGE GROUPS BEST DESCRIBES YOU? SELECT ONE.



SEGMENT	VALUE	PERCENT	% OF TOTAL	RESPONSES
Albany-Schenectady- Troy DMA	Born in or after 1996	11%	2.3%	23
	Born 1977 to 1995	38.1%	8%	80
	Born 1965 to 1976	18.1%	3.8%	38
	Born 1946 to 1964	29%	6.1%	61
	Born in or before 1945	3.8%	0.8%	8
		Total Responses	21%	210

SEGMENT	VALUE	PERCENT	% OF TOTAL	RESPONSES
Binghamton DMA	Born in or after 1996	5.1%	0.3%	3
	Born 1977 to 1995	35.6%	2.1%	21
	Born 1965 to 1976	25.4%	1.5%	15
	Born 1946 to 1964	32.2%	1.9%	19
	Born in or before 1945	1.7%	0.1%	1
		Total Responses	5.9%	59
Buffalo DMA	Born in or after 1996	5.4%	1.4%	14
	Born 1977 to 1995	33.1%	8.5%	85
	Born 1965 to 1976	24.5%	6.3%	63
	Born 1946 to 1964	35%	9%	90
	Born in or before 1945	1.9%	0.5%	5
		Total Responses	25.7%	257
Elmira (Corning) DMA	Born in or after 1996	8.9%	0.4%	4
	Born 1977 to 1995	22.2%	1%	10
	Born 1965 to 1976	20%	0.9%	9
	Born 1946 to 1964	37.8%	1.7%	17
	Born in or before 1945	11.1%	0.5%	5
		Total Responses	4.5%	45

SEGMENT	VALUE	PERCENT	% OF TOTAL	RESPONSES
Rochester DMA	Born in or after 1996	5.9%	1.2%	12
	Born 1977 to 1995	31.2%	6.3%	63
	Born 1965 to 1976	17.8%	3.6%	36
	Born 1946 to 1964	39.6%	8%	80
	Born in or before 1945	5.4%	1.1%	11
		Total Responses	20.2%	202
Syracuse DMA	Born in or after 1996	8.1%	1.1%	11
	Born 1977 to 1995	33.1%	4.5%	45
	Born 1965 to 1976	22.1%	3%	30
	Born 1946 to 1964	32.4%	4.4%	44
	Born in or before 1945	4.4%	0.6%	6
		Total Responses	13.6%	136
Utica DMA	Born in or after 1996	5.9%	0.4%	4
	Born 1977 to 1995	31.4%	1.6%	16
	Born 1965 to 1976	33.3%	1.7%	17
	Born 1946 to 1964	23.5%	1.2%	12
	Born in or before 1945	5.9%	0.3%	3
		Total Responses	5.1%	51

SEGMENT	VALUE	PERCENT	% OF TOTAL	RESPONSES
Watertown DMA	Born in or after 1996	12.5%	0.5%	5
	Born 1977 to 1995	40%	1.6%	16
	Born 1965 to 1976	17.5%	0.7%	7
	Born 1946 to 1964	30%	1.2%	12
	Born in or before 1945	0%	0%	0
		Total Responses	4%	40

THANKYOU



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