

[2025 Hilton Trends Report: The Vacation Maximized](#)

[CJN Forward](#)

From the awe-inspiring skies of the Total Eclipse to sold out sports stadiums, concerts and conferences, travel fueled so many memorable and important cultural conversations in 2024. We traveled to discover new cultures. We traveled to make connections. We traveled to recover and recharge.

For us at Hilton, it's both gratifying and inspiring to see just how much our guests benefit from these moments of shared human experience—moments that transform lives, enhance our understanding of the world, ignite our sense of adventure, and celebrate the light and warmth of hospitality that unites us all.

2025 is set to be the Year of the Travel Maximizer—whether their adventurous streak brings them to thrill-seeking journeys or restorative retreats, travelers are embracing a variety of experiences. No matter the type of vacation, from multi-generational trips or solo excursions, the 2025 traveler spirit will be inspiring – encouraging us all to make the most of our time on the road.

At Hilton, we're investing in the future to continue delivering the best stay experiences in the world, enabled by the extraordinary service of our dedicated team members. Our 2025 Trends Report explores the impactful trends, people and conversations shaping travel and driving innovation at Hilton and across the industry.

Cheers to a bright and adventurous year ahead!

-CJN

[Subhead Section 1: New Vacation Trends Reshaping The Stay](#)

[Go Getaways: The Rise of Adventure Tourism](#)

In 2025, more travelers will trek towards thrilling, unique adventures—driving their desire to take one-of-a-kind vacations.

- **7 in 10 global travelers enjoy being active when they travel (69%).**
- **76% of respondents look for accommodations that offer a variety of experiences throughout their stay.**
- **Over a quarter of travelers often travel via tours or shared interest groups (27%).**
- **In 2025, 1 in 4 travelers plan to seek unique experiences (28%), and 20% will aim for outdoor adventures.**

Just Ask Our Hotels: In an internal Hilton survey of more than 4,600 hotel team members (Hilton Team Member Survey), conducted in July 2024, nearly 88% of respondents agreed that, in addition to a reliable and friendly hotel stay, guests are seeking out unique experiences and adventures.

This year, to answer this demand, Hilton announced an exclusive partnership with [AutoCamp](#). These boutique outdoor lodgings, bookable on Hilton.com, offer Hilton Honors members the ability to earn and redeem Points at AutoCamp locations, including the popular sites of [Cape Cod](#), [Yosemite](#), [Zion](#), and [Joshua Tree](#). In the first eight weeks after AutoCamp locations became available for booking on Hilton channels, millions of Hilton Honors Points were redeemed for stays.

Every day, Hilton creates locally inspired adventures that are brought to life at properties around the world. The urge to travel and connect—with others, with your inner self, and with nature in highly

unique ways—is reshaping the way we think about why we vacation and leading to new vacation types:

- **Soft Travel:** Driven by the desire to escape unrealistic social media expectations, #SoftTravel encourages simplicity and spontaneity. **This speaks to the 22% of travelers who plan to getaway for self-discovery or mental health.**
- **AstroTourism:** In April 2024, millions of Americans broke travel records to view the [Total Solar Eclipse](#) from cities in the “Path of Totality.” Bookings for April 6, 2024 spiked significantly, particularly in cities like Little Rock, Arkansas and Indianapolis, Indiana (+ 53% YOY increase). As interest in space continues to grow, out-of-this-world travel experiences are only expected to soar even higher.

AstroTourists can visit the National Air and Space Museum in Chantilly, Virginia to learn about the DoubleTree chocolate chip cookie, [the first-ever food baked in space](#).

- **Multi-generational Trips. 37% of travelers often take vacations with their parents, and two in five invite extended family members—** this is especially true in India, Mexico and Saudi Arabia. But when it comes to planning, pleasing everyone is not easy. According to internal Hilton insights, the multi-generational trip planner, often the matriarch of the family, is increasingly looking for unique, once-in-a-lifetime adventure destinations or experiences to create an enticing option for everyone.

[Sleep Tourism 2.0: The Next Sleep Cycle](#)

The world is losing sleep and looking to find time to relax, recharge and catch a few extra zzzs. **In fact, nearly half of global travelers avoid setting an alarm on vacation. And two in five travelers choose hotels where they think they can achieve a better night’s sleep.**

In 2024, Sleep Tourism soared. [Sleep retreats](#) made headlines. [Mindful drinking](#) served up clear-headed conversations and sweeter slumbers. Wellness guest rooms grew in popularity. **With over half of the world – and two-thirds of Americans – sleeping better in hotels**, many want to know: What is next on the Travel Sleep Menu? Tuck yourself in and consider:

- **Hurkle-Durkling: 1 in 5 global travelers enjoys Hurkle-Durkling, the Scottish phrase for intentionally lounging all day in bed, while on vacation.** Whether their preferred crash pad of choice is a guest room with black-out blinds or a beachside chair, these travelers are dedicated to the ultimate relaxation. Younger travelers (30% of Zillennials) love it even more than **Gen X and Baby Boomers (11%)**.
- **Sleep Divorce: Nearly two-thirds (63%) of travelers admit to sleeping better when sleeping alone.** In fact, 37% of travelers prefer to sleep in a separate bed from their partner when traveling, and most of those traveling with children (3 in 4) think it’s best to sleep apart from their kids while traveling. So, plan the solo trip. Reset during the family reunion. Book the two beds, or even better, the [Confirmed Connecting Room](#). Seize back your sleep.
- **Wellness Rooms: 70% of luxury travelers choose hotels with sleep-centric amenities**, including Wellness Rooms, which are expected to grow in popularity amongst travelers.
- **Spas for Sleep: More than 1 in 4 travelers will book a spa or wellness treatment to enhance their sleep while on vacation.**

- **Hilton Predicts: App Naps:** Increasingly, travelers will rely on technology to aid in tracking and adapting their sleep cycles while away. Expect more power naps to fuel the day.

[Time Travel: The Nostalgia Effect](#)

Whether it's loading up the kids for a road trip or returning home to reminisce at a family reunion, travelers are chasing after the chance to relive childhood memories.

Next year, Americans in particular, are expected to lead the world in what Hilton has coined “Time Travel”— the act of taking vacations and booking travel experiences inspired by nostalgic memories. In fact, “recreating memories” was the third most-cited reason for leisure travel in the U.S.

When vacationing with their kids, 58% of global travelers revisit childhood travel destinations. Nearly half (49%) return to the same place year after year.

Nostalgia is shaping tomorrow's vacation in many ways.

- **Surge in Sports Travel.** There is no denying that a sports fan's loyalty is grounded in traditions. Today, athletes and their fans are hitting the road in record numbers. **From 2019 to 2024, Hilton Worldwide Sport Sales revenue tripled in volume—80% of which stemmed from youth or amateur sports.**

Sports-themed Experiences on Hilton Honors Experiences Platform also reflect this trend as over 4.6 million Hilton Honors Points were redeemed for the McLaren Ultimate package for Las Vegas in 2024, the most Points redeemed for any package in the history of the site.

For sports fans, [Graduate by Hilton](#), which joined the Hilton family in 2024, is steeped in nostalgia, welcoming guests who want to re-immense themselves in university life and, oftentimes, hold a deep passion for their alma mater.

- **In Their Throwback Entertainment Era: Nearly 1 in 4 global travelers plans to prioritize live entertainment in their 2025 leisure budgets.** Throwback celebrity reunions and star-powered events are drawing in fans across borders.

This year, Hilton Honors members bid Points on celebrity experiences, like [The Ultimate Kelce Jam Experience](#), [The Ultimate Dave Matthews Band Experience in Boston](#) and the upcoming Evening with [Star Wars Star Billy D. Williams](#).

Ultra-decked-out themed guest rooms and suites, inspired by both pop culture entertainment and nostalgia, rose in popularity in 2023 and 2024 and are expected to strengthen in 2025. Hilton New York Times Square debuted [Aladdin's Time Square Palace suite](#) this year, complementing the hotel's close proximity to Disney's *Aladdin the Musical* on Broadway. The week the suite was introduced, the hotel received over 500 inquiries and its corresponding Instagram post exceeded all previous engagement activity on the channel, breaking social media records for the hotel.

Guest interest in the *Aladdin Times Square Palace Suite* also influenced the creation of the property's latest Disney Theatrical Group offering, *THE LION KING's Royal Suite*, further inspiring guests drawn to New York for the best that Broadway has to offer.

- **A Taste of the Past:** While comfort foods have always elicited positive memories, nostalgic tastes are taking this concept to the next level. Chefs around the world are now creating menu items that sandwich together comfort and 90s nostalgia, resulting in delicious dishes

and sharable social media content—a winning combo.

Since the brand's launch in 2016, **Tru by Hilton** guests have been flipping for pancakes, evoking nostalgic memories of weekend breakfasts at home, with hundreds of pancakes served at each location every day. The hotels also feature a classic breakfast cereal bar at each of the brand's more than 260 locations. By hotel guest consumption, favorite cereal brands have consistently been Cheerios, Raisin Bran and Froot Loops. Operationally, the hotels are seeing this retro demand firsthand, with products flying off the (cereal) bar every morning. In fact, over 70 tons of cereal were served at Tru hotels last year.

Hampton by Hilton celebrated its milestone 40th anniversary in 2024 with a deliciously nostalgic twist on their iconic waffles, customized to delight guests around the globe. Across the U.S., guests at more than 2,200 Hampton by Hilton properties enjoyed birthday cake-flavored waffles adorned with sprinkles and whipped cream. In China, guests enjoyed a unique fusion of flavors with Jian Bing (pan-fried crepes) crafted into waffle shapes, paying homage to the beloved breakfast staple.

Did you know? Each year, Hampton by Hilton serves over 30 million full-size waffles and 120 million mini waffles – enough waffles to cover more than 500 football fields. Guests at Hampton hotels go through 2 million gallons of batter, enough to fill nearly three Olympic-sized swimming pools.

Slow Travel: A Growing Desire to Travel Like a Local

As life accelerates, Slow Travel—immersing oneself into a destination for an extended time as a local to fully experience the culture—is gaining popularity. Driven by a desire to build connections with others and their surroundings during their stay, Slow Travel encourages a leisurely approach, and many are elevating their exploration of this trend:

- **74% of travelers want recommendations from locals when traveling.**
- **73% of global travelers often seek out authentic, local experiences when traveling with children.**
- **65% of parents often prioritize learning about their culture or family background through their travels with their kids.**

With Slow Travel on the rise, more travelers are exploring secondary cities and destinations instead of the overcrowded tourist hotspots. For instance, Sardinia, a longtime getaway for Italians, is now seeing an uptick in global travelers. Conrad Chia Laguna Sardinia has seen a 90% year-over-year increase in U.S. travelers and 15% increase in Irish travelers, from 2023 to 2024. Baia di Chia Resort Sardinia, Curio Collection by Hilton, has seen a 150% increase in U.S. travelers and 45% year-over-year increase in both UK and Czech Republic-based travelers, from 2023 to 2024. In addition, Bodrum, a popular getaway for those coming from Great Britain, Germany, Spain and other areas, is seeing an increase in travelers in the post-summer season. For example, Hilton hotels in Bodrum have seen an increase in website traffic of more than 52% in 2023 vs 2022 for September – November trips, indicating an increase interest in the previously less-popular months to extend their summer season.

As many continue along this Slow Travel path, consumers are also craving immersive experiences with a conscience. In fact, 62% consider communications about a hotel's sustainability programming to be important, and 73% agree it's important to minimize their environmental impact while traveling.

Subhead Section 2: Rising Traveler Types Innovating the Stay

Gen Alpha: Next Generation of Travelers

Gen Alpha—comprising of kids 14 and younger—is growing up faster and more hyperconnected than ever. This curious, future-focused, and tech-savvy group is influencing their Millennial and Gen Z parents' travel decisions, from destinations to dining and activities.

Kid-Centric Choices: 70% of global respondents who travel with their children pick the vacation destination based on kids' needs and interests. A separate room for a parent and a child at bedtime, for instance, is a travel game changer. Since the introduction of [Confirmed Connecting Rooms by Hilton](#) in 2021, this booking technology has been a hit with parents. From August 2023 to August 2024, travelers confirmed 1.4 million connecting rooms, with bookings increasing year-over-year by nearly 6%.

Dining Decisions: When it comes to restaurant choices, 63% of parents always or often let their kids pick where they dine while traveling. Balanced kids' menus are key, catering to Gen Alpha's advanced palate and love for global flavors. Expect more options, like the ability to choose pizza or sashimi, on kids' menus.

Youth Programming: 56% of families will choose hotels based on their kids' club or youth programming. And, globally, Hilton saw an increase in search terms for kids' clubs and kid friendly all-inclusive resorts year over year, with peak searches in October and January. Hilton properties have responded by offering complimentary kids' club access and activities across all of their all-inclusive resorts.

Just Ask Our Hotels: According to an internal Hilton survey, the top two hotel offerings for Gen Alpha travelers and their families are 1) access to technology and 2) entertainment and activities for children.

Adult Time: 54% of parents carve out “adult time” during family getaways, making resorts and all-inclusive stays ideal for balancing family fun and personal relaxation.

MeMooners: Table for One, Please

In 2025, MeMooners, or solo leisure travelers, will shake up the world built for pairs and challenge the travel industry to recognize their spending power and influence.

Nearly 50% of global respondents often travel by themselves (47%). Gen Z (55%) and Millennials (51%) are more likely to often travel on their own.

At Hilton, solo travelers are considered in the design phase, particularly in the dining spaces. This means incorporating elements like an odd number of bar stools and a variety of table types. And travelers take notice. **Nearly 40% of solo travelers (39%) say flexible seating options in restaurants and bars would improve their travel experience.**

Once on-property, food and beverage teams are trained to identify and cater to solo travelers' needs. **Knowing that nearly two in five solo travelers' experience would be improved by personalized tasting menus or smaller portion sizes,** Hilton teams work to ensure diners have a full and satisfying dining experience.

Adventurous eaters traveling solo who are craving greater flexibility can also take advantage of the Hilton Honors Daily Food & Beverage Credit. Gold and Diamond members can apply the complimentary credit to any eligible food or beverage purchases billed to their room up to the total daily credit value, any time of day – from a delicious burger via room service to a fresh brewed coffee or snack from the on-property grab-and-go market.

44% of MeMooners appreciate suggested activities or events where they can meet other solo travelers. They also prioritize friendly team members (43%) and safety-focused amenities (41%).

Some traveling solo prefer solitude. **64% of solo travelers consider a good book their favorite travel partner.**

Others bring their pets along. **25% of MeMooners travel with their furry friends, and from 2023 to 2024, Hilton.com searches for pet-friendly hotel options doubled year-over-year**, ranking among the top 10 most used search filter terms and is also the fourth highest in search-to-stay conversion.

Just Ask Our Hotels: Over 58% of team member respondents expect solo travel to increase in popularity in 2025.

Frolleagues: Coworkers, but Better

With the rise of remote work, Hilton has seen a surge in group bookings worldwide, signaling an increase in the number of smaller meetings, off-site team gatherings and incentive travel in 2024, which is only anticipated to strengthen in 2025. **1 in 4 business travelers expects team building to be their reason for hitting the road next year.** This trend is giving rise to “Frolleagues”—friends who are also colleagues.

Today, nearly 30% of global travelers (29%) often travel with Frolleagues on leisure trips. With business and group travel on the rise, that number is expected to grow in 2025.

For the 25% of global respondents who plan to travel more in 2025 for “bleisure” — combining business and leisure trips—extending their days on the road with Frolleagues can be both convenient and fun.

Hilton’s newest extended stay brand, LivSmart Studios by Hilton, offers Frolleagues and business travelers alike a great solution when combining work with play over an extended period. LivSmart Studios offers spacious, apartment-style accommodations with fully equipped kitchens and communal outdoor spaces, ideal for fostering a sense of home and camaraderie. These features make it an excellent choice for teams wanting to maximize both productivity and bonding during their travels.

Hilton’s top global corporate business travel destinations in 2024: Washington, D.C.; Atlanta, GA and Chicago, IL.

Asia Pacific: Beijing, Singapore, Bengaluru
Europe, Middle East, Africa: London, Dubai, UAE Provincial
South America: Rio De Janiero, Bogota, Colombia Provincial

Foodies: Will Travel for Food

For foodies, the local cuisine isn’t just part of the travel experience; it’s the main event. From budgeting to restaurant recommendations, food drives their travel plans.

- **After accommodations, dining experiences are the next highest travel budget priority in 2025.**
- **50% of global travelers book restaurant reservations before their flights.**
- **Nearly 1 in 5 will travel for leisure specifically to seek out new restaurants or culinary experiences.**
- **60% of luxury travelers prioritize staying at hotels with great restaurants.**

With more travelers focused on food, Hilton predicts that foodies will propel the following food & beverage trends forward in 2025.

- **Good-for-You-Goodies:** Retail food and beverage options are having a moment, with increased demand for health-focused snacking and to-go options while on the road. According to Circana 2024 data, 54% of Americans consider snacks to be an important part of their daily eating plan, with 25% preferring vegetarian or vegan options—a significant increase since 2019.
- **Just Ask Our Hotels:** Nearly 1 in 4 team member respondents expect health-conscious menu items to increase in popularity in 2025.
- **Tempo Drinking:** The Sober Curious movement, which began in the 2010s, created a conversation around drinking habits and holistic Wellness that is still influencing change.

In just the past year, 1 in 4 global travelers have reduced or stopped their alcohol consumption. China (33%), Mexico (32%) and Australia (29%) are leading the trend.

Today, as an evolution of Sober Curiosity, more and more drink enthusiasts are promoting **Tempo Drinking**, the mindful practice of regulating the pace and volume of drinking alcohol. As more beverage programs, like Tempo by Hilton's [Spirited and Free-Spirited](#) options, are served up to travelers, the stronger this movement will become.

- **Garnish as an Ingredient:** In 2025, cocktail garnishes will begin to finally get the respect they deserve. Mixologists are driving this trend and answering the growing demand by treating garnishes an essential, artful, ingredient instead of an add-on. Gone are the days of the lonely lemon or lime wedge on the side of the glass. Cocktails garnishes will become an important part of the creative development of the craft cocktails, delighting drink enthusiasts around the world.

Luxury Travelers

In 2025, the luxury travelers will continue to shape the industry, influencing trends across the board while maintaining their distinct preferences.

Overall, Luxury travelers say their main reasons for traveling are to meet new people and to disconnect from digital devices. According to a McKinsey study, eighty percent of luxury leisure market is made up of people below the age of 60, while spending on travel peaks between the ages of 40 and 60, and younger travelers show an increasing willingness and ability to spend at luxury levels.

Luxury Demand By-The-Numbers

- In 2024, Hilton's luxury portfolio surpassed 500 properties worldwide.
- Hilton welcomes more than 2 million luxury guests every year.

- Answering the increased demand, the Waldorf Astoria Hotels & Resorts brand is expanding to highly coveted locations, including London, Costa Rica, Hanoi, Kuala Lumpur, Jakarta, Sydney, Osaka, Riyadh, Tokyo, Tangier and New York.
- Hilton Honors Top Luxury Hotels for Point Redemption in the last year through June 2024:
 - Conrad Tokyo
 - Grand Wailea, A Waldorf Astoria Resort
 - Waldorf Astoria Las Vegas
 - Conrad New York Downtown
 - Waldorf Astoria Los Cabos Pedregal
 - Conrad Osaka
 - Waldorf Astoria Monarch Beach
 - ROKU KYOTO, LXR Hotels & Resorts

[Subhead Section 3: Trending Travel Topics Defining the Stay](#)

[Vacationing vs. Traveling](#)

Are we vacationing or are we traveling? To minimize personal stressors and frustrations that can come with trips, many travel experts are starting to urge families, friends, and couples to ask this important question early in the planning process. Is there a difference? Absolutely, and it can make or break a trip.

Vacationing is about relaxing and recharging. The pace is slow, and activities are spontaneous.

- **78% of global travelers aim to be spontaneous on vacation.**
- **60% enjoy lounging at the pool or the beach all day.**
- **71% want to feel pampered when on vacation.**
- **Over 50% prefer to not leave the hotel for the entire vacation.**

Traveling focuses on experiencing different cultures, meeting interesting people, and exploring new environments. The pace is fast, with a full itinerary.

- **3 out of 4 travelers suffer from FOMO, not wanting to miss out on anything while traveling.**
- **67% of travelers like to have a daily agenda for their trip.**

Whether vacationing or traveling, holiday makers are looking to feel that vacation release from the moment they leave their house, gravitating towards the technologies, brands and experiences that can create a more seamless and enjoyable trip. From airport lounge access to VIP transfers and room upgrades, travelers are looking to take that extra step to avoid stress and friction at every point of the trip.

[Points vs. Money: Budgeting for 2025 Travel](#)

With viral trends like “Travel Girl Math” in 2024, it’s clear that people are prioritizing travel more than ever—and, in some cases, over personal finance. But that doesn’t need to be the case.

- **1 in 3 travelers have already booked a trip for 2025 (32%).**
- **3 out of 4 travelers create a budget for their trip, with 67% prioritizing their vacation budget over other savings.**
- **55% don’t want to think about how much money they spend while traveling.**

Still, most travelers (82%) wish they could afford more vacations.

Travel loyalty programs, like [Hilton Honors](#), give travelers a currency to earn and spend and travel more. Hilton Honors is one of the fastest-growing loyalty programs in the industry, with

approximately 200 million members and one new member enrolled every 1.06 seconds. Members can also utilize a flexible Points & Money slider to adjust their booking payments, combining Points and cash for a seamless travel experience. Additionally, for every five consecutive nights booked, members will receive the fifth night free, enhancing the value of their stay.

In an era of “loud budgeting,” where travelers proudly prioritize value without compromising quality, brands like Spark by Hilton stand out. With comfortable and relaxing rooms, welcoming communal spaces, and thoughtful amenities, Spark ensures guests can indulge in memorable travel experiences without any financial guilt.

Hi-Tech Travel Meets Digital Detox

Today, technology can be the hero or the villain in your travel adventures. Road warriors and travel experts know that tech know-how combined with personal awareness can maximize your time and your enjoyment on the road – for business or pleasure.

From booking to billing, most travelers are looking for a frictionless travel experience.

78% of travelers want the option to book their trips entirely online, looking for personalized options.

- With the introduction of [Hilton for Business](#) in 2024, nearly 20,000 traveling employees of Small- and Medium-sized Businesses (SMB) can book online through a new, easy-to-use travel management system and earn Hilton Honors Points for themselves and their companies. To-date, Hilton for Business customers and their businesses have earned millions of Points through the program.
- **63% want to use a digital room key.** Hilton’s Digital Key and Digital Check-in allow Hilton Honors members to choose and go straight to their room without stopping at the front desk. From January to August 2024, nearly 14.3 million Digital Keys were downloaded, and more than 870,000 Digital Keys were shared with travel companions. Each year, Digital Keys also save approximately 100 tons of plastic.
- **77% want to use personal devices seamlessly while traveling.** Like your phone. In an elevator. In 2024, the Background Elevator Unlock feature for Digital Key expanded to approximately 1,000 properties, creating a more seamless experience for guests not wanting to fumble for their plastic key.

Just Ask Our Hotels: In the internal Hilton survey, 33% of team members globally observed an increase in guest demand for in-room technology.

- **“Streaming TV” is one of the top 10 filters on Hilton.com that converts searches to stays.** Hilton’s Connected Room Experience allows guests to control in-room technology using the Hilton Honors app on their phones, including personalizing their preferences for popular streaming apps, like Netflix, YouTube and Tubi. **Over the past year, demand for this technology has significantly increased and availability has surpassed 1,700 hotels.**

While tech enables a smooth travel experience, many use vacations as a chance to take a break—whether for an hour, day or week—from their devices.

With rest and relaxation remaining the number one reason people travel for leisure, many are considering how technology plays into this goal.

- **News Break: 20% of global travelers don't pay attention to the news on vacation – more now than they have in the past.**
- **Social Slow Down: 24% of global travelers admit they power down and turn off social media during vacation more than they used to.**
- **Digital Detox: Nearly 1 in 4 travelers limit time on digital devices while on vacation more than they used to.**
- **Voicemail Vacation: Nearly 1 in 4 global respondents avoid answering calls, texts, or emails from work when on vacation more than they have in the past.**

However, while disconnecting is often key, video remains king. **27% of travelers admit to taking more videos on vacation than they used to.**

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Survey Methodology

These are the findings of an Ipsos poll conducted between June 5 – 26, 2024. For this survey, a sample of 13,001 adults age 18+ who plan to travel in the next 12 months from Australia, Brazil, mainland China, Germany, India, Japan, Mexico, Saudi Arabia, Singapore, Turkey, United Arab Emirates, United Kingdom and the United States were interviewed online in Simplified Chinese, German, Japanese, Traditional Chinese, Arabic, Spanish, and English. The sample was randomly drawn from non-probability panels. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 1.1 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=13,001, DEFF=1.5, adjusted Confidence Interval=+/-1.1 percentage points). Where figures do not sum to 100, this is due to the effects of rounding.