

050422 - HOD FLASH (24 HOUR) SURVEY

QS1S1: On average, how frequently did you travel for the following purposes before the COVID-19 pandemic (March 2020)?

Business (e.g., conferences, offsite client meetings)

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1091	N=121	N=314	N=268	N=321	N=67
Total (Unweighted)	N=1091	N=109	N=338	N=273	N=309	N=61
At least once a week	8% EF	12% EF	13% ADEF	6% f	3%	0%
At least once a month	14% F	13% f	22% ADEF	14% F	10%	3%
At least once a year	17% E	24% EF	22% AdEF	16%	11%	8%
Less often than once a year	9%	5%	8%	12%	9%	13%
N/A - I did not travel for this before the COVID-19 pandemic.	46% C	36%	27%	46% C	62% ABCD	74% ABCD
I don't remember.	6%	10%	7%	6%	5%	2%

* Table Base: U.S. RESPONDENTS

Personal (e.g., vacation, destination remote work)

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1091	N=121	N=314	N=268	N=321	N=67
Total (Unweighted)	N=1091	N=109	N=338	N=273	N=309	N=61
At least once a week	7% EF	12% DEF	13% ADEF	5%	0%	0%
At least once a month	17% f	21% F	20% F	16%	17% f	6%
At least once a year	49% B	31%	44% b	56% BC	55% BC	54% B
Less often than once a year	11%	13%	8%	11%	9%	23% ACDE
N/A - I did not travel for this before the COVID-19 pandemic.	12%	12%	10%	11%	15%	16%
I don't remember.	3%	10% ADEF	5% De	1%	2%	1%

* Table Base: U.S. RESPONDENTS

QS1S2: How likely are you to travel for each of the following purposes in the next 3 months?

Business (e.g., conferences, offsite client meetings)

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1091	N=121	N=314	N=268	N=321	N=67
Total (Unweighted)	N=1091	N=109	N=338	N=273	N=309	N=61
Not at all likely	50% BC	27%	28%	49% BC	76% ABCD	81% ABCD
Not very likely	17% E	33% ACDEF	20% Ef	16% e	10%	8%
Somewhat likely	20% EF	27% EF	29% AEF	23% EF	9%	3%
Very likely	13% E	14% E	23% ADEF	12% E	6%	7%

* Table Base: U.S. RESPONDENTS

Personal (e.g., vacation, destination remote work)

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1091	N=121	N=314	N=268	N=321	N=67
Total (Unweighted)	N=1091	N=109	N=338	N=273	N=309	N=61
Not at all likely	14% B	5%	12% b	13% b	18% Bc	35% ABCDE
Not very likely	14%	21% ce	13%	13%	12%	16%
Somewhat likely	33%	43% Ef	34%	35%	28%	26%
Very likely	39% F	31%	42% F	40% F	42% F	22%

* Table Base: U.S. RESPONDENTS

QS1Q1: Please indicate whether you have lived in or visited each of the following places (i.e., the city and its surrounding suburbs).

Chicago, IL

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1091	N=121	N=314	N=268	N=321	N=67
Total (Unweighted)	N=1091	N=109	N=338	N=273	N=309	N=61
Has been to this city (Net)	51% Bd	36%	56% BD	43%	58% aBD	54% b
I've lived in this city.	9% d	13% d	13% aD	5%	9%	5%
I've only visited this city.	42% B	23%	42% B	37% B	50% ABD	49% B
I've never lived in nor visited this city.	44%	52% c	40%	52% aCE	40%	41%
I've never heard of this city.	5% E	12% ACDE	5% e	5% e	2%	5%

* Table Base: U.S. RESPONDENTS

Cleveland, OH

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1091	N=121	N=314	N=268	N=321	N=67
Total (Unweighted)	N=1091	N=109	N=338	N=273	N=309	N=61
Has been to this city (Net)	32%	22%	35% B	28%	35% b	35%
I've lived in this city.	4%	2%	6%	4%	4%	1%
I've only visited this city.	28%	20%	30%	24%	31% b	34% b
I've never lived in nor visited this city.	64%	68%	61%	67%	63%	63%
I've never heard of this city.	4%	10% ACEF	4%	5%	3%	2%

* Table Base: U.S. RESPONDENTS

Detroit, MI

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1091	N=121	N=314	N=268	N=321	N=67
Total (Unweighted)	N=1091	N=109	N=338	N=273	N=309	N=61
Has been to this city (Net)	30% D	25%	35% D	21%	34% D	30%
I've lived in this city.	4%	10% aDE	5%	2%	3%	4%
I've only visited this city.	26% bd	16%	29% BD	19%	31% BD	26%
I've never lived in nor visited this city.	67%	65%	62%	76% AbCE	64%	66%
I've never heard of this city.	3%	9% ACDE	3%	2%	2%	4%

* Table Base: U.S. RESPONDENTS

Las Vegas, NV

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1091	N=121	N=314	N=268	N=321	N=67
Total (Unweighted)	N=1091	N=109	N=338	N=273	N=309	N=61
Has been to this city (Net)	58% B	44%	55% Df	56% b	64% Bc	75% ABCD
I've lived in this city.	5%	8% f	8%	3%	4%	0%
I've only visited this city.	53% B	36%	47%	53% B	59% aBC	75% ABCDe
I've never lived in nor visited this city.	40% f	50% EF	43% EF	41% F	34%	25%
I've never heard of this city.	2%	6% aCf	2%	2%	2%	0%

* Table Base: U.S. RESPONDENTS

Milwaukee, WI

	Total (A) N=1091	Gen Z 18-24 (B) N=121	Millennials 25-40 (C) N=314	Gen X 41-56 (D) N=268	Boomers 57-75 (E) N=321	Silent 76-93 (F) N=67
Total (Unweighted)	N=1091	N=109	N=338	N=273	N=309	N=61
Has been to this city (Net)	24%	25%	28%	15%	28%	16%
I've lived in this city.	2%	4%	4%	0%	1%	2%
I've only visited this city.	22%	22%	24%	14%	27%	14%
I've never lived in nor visited this city.	72%	61%	67%	83%	70%	82%
I've never heard of this city.	4%	14%	4%	2%	2%	2%

* Table Base: U.S. RESPONDENTS
Nashville, TN

	Total (A) N=1091	Gen Z 18-24 (B) N=121	Millennials 25-40 (C) N=314	Gen X 41-56 (D) N=268	Boomers 57-75 (E) N=321	Silent 76-93 (F) N=67
Total (Unweighted)	N=1091	N=109	N=338	N=273	N=309	N=61
Has been to this city (Net)	43%	39%	39%	41%	49%	48%
I've lived in this city.	3%	8%	5%	2%	0%	1%
I've only visited this city.	40%	31%	34%	39%	49%	47%
I've never lived in nor visited this city.	54%	52%	57%	58%	49%	51%
I've never heard of this city.	3%	9%	4%	1%	2%	1%

* Table Base: U.S. RESPONDENTS
New Orleans, LA

	Total (A) N=1091	Gen Z 18-24 (B) N=121	Millennials 25-40 (C) N=314	Gen X 41-56 (D) N=268	Boomers 57-75 (E) N=321	Silent 76-93 (F) N=67
Total (Unweighted)	N=1091	N=109	N=338	N=273	N=309	N=61
Has been to this city (Net)	37%	22%	35%	32%	47%	56%
I've lived in this city.	3%	6%	4%	2%	1%	1%
I've only visited this city.	35%	17%	31%	30%	45%	55%
I've never lived in nor visited this city.	59%	69%	61%	67%	52%	43%
I've never heard of this city.	3%	8%	4%	2%	2%	2%

* Table Base: U.S. RESPONDENTS
New York, NY

	Total (A) N=1091	Gen Z 18-24 (B) N=121	Millennials 25-40 (C) N=314	Gen X 41-56 (D) N=268	Boomers 57-75 (E) N=321	Silent 76-93 (F) N=67
Total (Unweighted)	N=1091	N=109	N=338	N=273	N=309	N=61
Has been to this city (Net)	56%	45%	52%	52%	64%	71%
I've lived in this city.	10%	10%	13%	5%	10%	14%
I've only visited this city.	47%	35%	40%	47%	55%	56%
I've never lived in nor visited this city.	41%	49%	43%	46%	34%	29%
I've never heard of this city.	3%	6%	4%	1%	2%	0%

* Table Base: U.S. RESPONDENTS
Orlando, FL

	Total (A) N=1091	Gen Z 18-24 (B) N=121	Millennials 25-40 (C) N=314	Gen X 41-56 (D) N=268	Boomers 57-75 (E) N=321	Silent 76-93 (F) N=67
Total (Unweighted)	N=1091	N=109	N=338	N=273	N=309	N=61
Has been to this city (Net)	64%	47%	60%	63%	74%	66%
I've lived in this city.	5%	8%	7%	5%	4%	1%
I've only visited this city.	58%	39%	53%	58%	69%	65%
I've never lived in nor visited this city.	33%	42%	34%	35%	25%	33%
I've never heard of this city.	4%	10%	6%	2%	1%	2%

* Table Base: U.S. RESPONDENTS
Washington, D.C.

	Total (A) N=1091	Gen Z 18-24 (B) N=121	Millennials 25-40 (C) N=314	Gen X 41-56 (D) N=268	Boomers 57-75 (E) N=321	Silent 76-93 (F) N=67
Total (Unweighted)	N=1091	N=109	N=338	N=273	N=309	N=61
Has been to this city (Net)	51%	42%	46%	48%	62%	53%
I've lived in this city.	4%	3%	6%	4%	2%	3%
I've only visited this city.	47%	39%	40%	44%	60%	50%
I've never lived in nor visited this city.	46%	51%	49%	50%	37%	45%
I've never heard of this city.	3%	7%	4%	2%	1%	2%

* Table Base: U.S. RESPONDENTS

QS1Q2: Based on what you know about the following places (i.e., the city and its surrounding suburbs), do you consider each to be a tourist destination?

Chicago, IL

	Total (A) N=1041	Gen Z 18-24 (B) N=106	Millennials 25-40 (C) N=299	Gen X 41-56 (D) N=255	Boomers 57-75 (E) N=316	Silent 76-93 (F) N=63
Total (Unweighted)	N=1038	N=100	N=319	N=257	N=301	N=60
Yes	67%	69%	74%	67%	63%	54%
No	33%	31%	26%	33%	37%	46%

* Table Base: HAS HEARD OF A LISTED CITY
Cleveland, OH

	Total (A) N=1045	Gen Z 18-24 (B) N=109	Millennials 25-40 (C) N=302	Gen X 41-56 (D) N=255	Boomers 57-75 (E) N=313	Silent 76-93 (F) N=66
Total (Unweighted)	N=1042	N=101	N=322	N=258	N=300	N=60
Yes	34%	27%	42%	34%	30%	31%
No	66%	73%	58%	66%	70%	69%

* Table Base: HAS HEARD OF A LISTED CITY
Detroit, MI

	Total (A) N=1053	Gen Z 18-24 (B) N=110	Millennials 25-40 (C) N=303	Gen X 41-56 (D) N=262	Boomers 57-75 (E) N=314	Silent 76-93 (F) N=64
Total (Unweighted)	N=1053	N=100	N=328	N=263	N=302	N=59
Yes	33%	35%	45%	32%	23%	29%
No	67%	65%	55%	68%	77%	71%

* Table Base: HAS HEARD OF A LISTED CITY
Las Vegas, NV

	Total (A) N=1065	Gen Z 18-24 (B) N=114	Millennials 25-40 (C) N=309	Gen X 41-56 (D) N=262	Boomers 57-75 (E) N=313	Silent 76-93 (F) N=67
Total						

Total (Unweighted)	N=1059	N=101	N=332	N=263	N=301	N=61	*
Yes	92%	92%	91%	92%	94%	98%	c
No	8%	8%	9%	8%	6%	2%	

* Table Base: **Milwaukee, WI** HAS HEARD OF A LISTED CITY

Total	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)	
N=1046	N=1044	N=104	N=300	N=262	N=314	N=65	*
Yes	29%	31%	37%	29%	23%	22%	*
No	71%	69%	63%	71%	77%	78%	c

* Table Base: **Nashville, TN** HAS HEARD OF A LISTED CITY

Total	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)	
N=1058	N=1060	N=111	N=302	N=265	N=313	N=66	*
Yes	82%	56%	78%	84%	91%	90%	*
No	18%	44%	22%	16%	9%	10%	Bc

* Table Base: **New Orleans, LA** HAS HEARD OF A LISTED CITY

Total	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)	
N=1056	N=1057	N=111	N=300	N=263	N=315	N=66	*
Yes	88%	70%	89%	87%	94%	96%	*
No	12%	30%	11%	13%	6%	4%	Bd

* Table Base: **New York, NY** HAS HEARD OF A LISTED CITY

Total	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)	
N=1062	N=1065	N=114	N=300	N=265	N=316	N=67	*
Yes	90%	90%	92%	88%	90%	86%	*
No	10%	10%	8%	12%	10%	14%	

* Table Base: **Orlando, FL** HAS HEARD OF A LISTED CITY

Total	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)	
N=1050	N=1056	N=109	N=296	N=262	N=317	N=66	*
Yes	91%	84%	91%	92%	94%	90%	*
No	9%	16%	9%	8%	6%	10%	

* Table Base: **Washington, D.C.** HAS HEARD OF A LISTED CITY

Total	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)	
N=1060	N=1061	N=112	N=300	N=264	N=317	N=66	*
Yes	87%	84%	85%	87%	88%	89%	*
No	13%	16%	15%	13%	12%	11%	

* Table Base: **Chicago, IL** HAS HEARD OF A LISTED CITY

QS1Q3: Based on your personal experience with the following places, how likely are you to recommend each to a family member, friend, or colleague as a place to visit?

Total	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)	
N=556	N=541	N=43	N=175	N=115	N=187	N=36	*
0Not at all likely	5%	0%	1%	3%	8%	21%	ABCDDe
1	3%	0%	2%	4%	3%	2%	
2	3%	4%	3%	2%	3%	1%	
3	6%	4%	2%	7%	10%	0%	
4	4%	1%	2%	4%	8%	2%	
5	11%	17%	7%	9%	14%	21%	Cd
6	9%	14%	5%	16%	7%	6%	
7	11%	12%	13%	7%	11%	13%	
8	13%	19%	13%	14%	10%	24%	e
9	12%	13%	12%	14%	14%	1%	
10Extremely likely	23%	16%	40%	20%	12%	9%	

* Table Base: **Cleveland, OH** VISITED A LISTED LOCATION

Total	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)	
N=349	N=356	N=27	N=111	N=75	N=112	N=24	**
0Not at all likely	3%	0%	1%	5%	4%	6%	
1	5%	9%	4%	2%	7%	2%	
2	5%	9%	7%	4%	2%	5%	
3	8%	1%	9%	6%	12%	5%	
4	6%	3%	4%	8%	8%	2%	
5	19%	14%	13%	22%	17%	48%	ABCDE
6	13%	14%	9%	17%	12%	15%	
7	8%	15%	2%	9%	12%	2%	
8	12%	14%	14%	11%	13%	0%	
9	7%	6%	11%	7%	4%	7%	
10Extremely likely	14%	15%	26%	11%	6%	10%	

* Table Base: **Detroit, MI** VISITED A LISTED LOCATION

Total	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)	
N=325	N=318	N=31	N=109	N=57	N=108	N=20	**
0Not at all likely	6%	0%	1%	5%	8%	25%	ABCDE
1	7%	1%	6%	7%	11%	2%	
2	5%	3%	5%	1%	5%	9%	

3	11%		9%		6%		11%		17%	C		3%
4	9%		15%		7%		18%	acE	5%			2%
5	16%		14%		11%		14%		20%			23%
6	9%		23%	aC	5%		9%		11%			6%
7	12%	D	11%	D	18%	D	1%		11%	D		19%
8	9%		9%		6%		23%	ACE	5%			6%
9	7%		0%		13%	de	4%		5%			4%
10Extremely likely	11%	E	15%	E	23%	ADEF	7%		2%			0%

* Table Base:
Las Vegas, NV

VISITED A LISTED LOCATION

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=633	N=53	N=173	N=151	N=204	N=50
Total (Unweighted)	N=576	N=44	N=164	N=135	N=186	N=46
0Not at all likely	2%	1%	1%	2%	3%	3%
1	1%	3%	0%	1%	1%	0%
2	1%	1%	0%	0%	1%	2%
3	1%	0%	0%	0%	1%	2%
4	1%	2%	1%	2%	0%	2%
5	6%	14%	2%	3%	10%	4%
6	7%	15%	9%	8%	2%	11%
7	8%	10%	6%	6%	9%	12%
8	18%	8%	16%	24%	20%	15%
9	18%	11%	20%	18%	19%	16%
10Extremely likely	37%	34%	44%	37%	34%	33%

* Table Base:
Milwaukee, WI

VISITED A LISTED LOCATION

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=260	N=31	N=89	N=39	N=91	N=11
Total (Unweighted)	N=240	N=25	N=82	N=42	N=74	N=16
0Not at all likely	4%	0%	0%	5%	7%	3%
1	2%	0%	0%	0%	6%	14%
2	6%	2%	1%	3%	13%	17%
3	7%	11%	8%	5%	7%	10%
4	5%	9%	5%	6%	5%	0%
5	13%	12%	11%	12%	13%	32%
6	12%	11%	10%	19%	11%	13%
7	12%	10%	14%	11%	10%	11%
8	12%	24%	8%	13%	13%	0%
9	9%	3%	13%	12%	9%	0%
10Extremely likely	17%	17%	31%	13%	7%	0%

* Table Base:
Nashville, TN

VISITED A LISTED LOCATION

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=470	N=48	N=123	N=110	N=158	N=32
Total (Unweighted)	N=474	N=42	N=129	N=117	N=154	N=31
0Not at all likely	2%	0%	0%	1%	4%	3%
1	0%	0%	2%	0%	0%	0%
2	1%	0%	1%	0%	3%	0%
3	1%	4%	1%	2%	0%	0%
4	2%	10%	1%	2%	0%	1%
5	6%	23%	5%	5%	3%	6%
6	8%	9%	10%	9%	5%	13%
7	11%	8%	16%	12%	9%	8%
8	19%	16%	13%	22%	24%	11%
9	18%	7%	13%	19%	22%	28%
10Extremely likely	31%	21%	38%	28%	31%	30%

* Table Base:
New Orleans, LA

VISITED A LISTED LOCATION

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=408	N=27	N=109	N=85	N=149	N=37
Total (Unweighted)	N=411	N=27	N=115	N=91	N=140	N=37
0Not at all likely	3%	9%	0%	1%	4%	3%
1	0%	0%	0%	2%	0%	0%
2	1%	0%	1%	4%	1%	0%
3	1%	3%	1%	1%	1%	5%
4	2%	7%	5%	1%	0%	3%
5	4%	0%	2%	3%	7%	5%
6	4%	0%	8%	3%	5%	0%
7	13%	21%	10%	12%	14%	16%
8	16%	20%	13%	13%	22%	10%
9	18%	21%	14%	23%	17%	23%
10Extremely likely	35%	19%	47%	37%	29%	34%

* Table Base:
New York, NY

VISITED A LISTED LOCATION

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=615	N=55	N=165	N=141	N=207	N=47
Total (Unweighted)	N=613	N=49	N=175	N=141	N=202	N=45
0Not at all likely	4%	2%	1%	1%	8%	7%
1	1%	3%	0%	2%	0%	3%
2	1%	0%	0%	1%	3%	2%
3	1%	4%	1%	0%	1%	0%
4	2%	4%	1%	1%	2%	0%
5	6%	15%	4%	4%	8%	3%
6	6%	10%	5%	8%	5%	6%
7	9%	12%	9%	9%	8%	7%
8	15%	15%	14%	17%	15%	11%
9	15%	6%	13%	14%	15%	38%
10Extremely likely	40%	30%	51%	45%	35%	23%

* Table Base:
Orlando, FL

VISITED A LISTED LOCATION

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=694	N=57	N=188	N=168	N=236	N=44
Total (Unweighted)	N=698	N=56	N=197	N=173	N=230	N=41
0Not at all likely	2%	0%	0%	1%	3%	2%

1	1%	0%	2%	1%	0%	0%
2	1%	0%	0%	0%	2%	0%
3	1%	1%	1%	2%	2%	0%
4	1%	1%	1%	1%	1%	1%
5	5%	6%	4%	4%	6%	9%
6	6%	18%	4%	4%	5%	6%
7	9%	4%	8%	11%	11%	8%
8	15%	10%	15%	17%	15%	18%
9	19%	9%	19%	21%	19%	22%
10Extremely likely	40%	51%	45%	38%	36%	34%

* Table Base: VISITED A LISTED LOCATION
Washington, D.C.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=559	N=51 *	N=146	N=129	N=198	N=35 *
Total (Unweighted)	N=566	N=49 *	N=154	N=132	N=192	N=38 *
0Not at all likely	2%	0%	1%	3%	4%	0%
1	0%	0%	0%	0%	1%	4%
2	1%	0%	1%	1%	1%	0%
3	2%	4%	3%	1%	1%	2%
4	3%	2%	3%	2%	3%	1%
5	5%	10%	6%	3%	3%	9%
6	8%	7%	3%	14%	8%	3%
7	13%	16%	16%	14%	11%	6%
8	15%	16%	13%	15%	15%	15%
9	18%	11%	16%	15%	22%	18%
10Extremely likely	34%	34%	38%	32%	31%	43%

* Table Base: VISITED A LISTED LOCATION

QS1Q4: Which of the following factors influenced your overall rating of Chicago, IL (i.e., the city and its surrounding suburbs) as a place to visit? Please select all that apply.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=556	N=43 *	N=175	N=115	N=187	N=36 *
Total (Unweighted)	N=541	N=36 *	N=178	N=119	N=168	N=39 *
Presence of local businesses	15%	22%	12%	12%	7%	7%
Personal safety (e.g., crime rates, police presence)	22%	9%	19%	20%	25%	38%
Cultural diversity	31%	33%	36%	30%	29%	11%
Local cost of living (e.g., food prices, sales tax rates)	17%	16%	26%	16%	11%	11%
Trip cost	26%	37%	33%	28%	18%	16%
Weather	25%	46%	32%	22%	17%	16%
Local attractions	45%	45%	49%	45%	40%	46%
Diversity of activities	37%	30%	38%	33%	38%	47%
Access to nature (e.g., parks, beaches, trails)	19%	36%	23%	15%	14%	10%
Public transit (e.g., subway, bus, ferry)	24%	36%	28%	19%	22%	9%
Restaurant options	47%	46%	44%	48%	48%	51%
Local COVID-19 situation (e.g., cases, vaccination mandates)	9%	13%	16%	3%	4%	11%
Lodging options	24%	18%	26%	21%	26%	24%
Location	38%	67%	44%	42%	24%	28%
Cleanliness	22%	46%	32%	18%	12%	4%
Resident attitudes	17%	22%	19%	15%	19%	2%
Atmosphere	37%	33%	45%	32%	37%	17%
None of these	7%	5%	3%	3%	12%	9%
Count	4.60	5.62	5.33	4.22	4.11	3.58

* Table Base: VISITED A LISTED LOCATION

	Total (A)	Detractor (0-6) (B)	Passive (7-8) (C)	Promoter (9-10) (D)	7+ (E)
Total	N=559	N=151	N=75	N=130	N=205
Total (Unweighted)	N=566	N=139	N=87	N=119	N=206
Detractor (0-6)	20%	34%	15%	3%	7%
0Not at all likely	2%	8%	0%	0%	0%
1	0%	1%	0%	0%	0%
2	1%	1%	0%	2%	2%
3	2%	3%	0%	0%	0%
4	3%	3%	5%	1%	2%
5	5%	6%	8%	0%	3%
6	8%	13%	2%	0%	1%
Passive (7-8)	28%	27%	43%	20%	29%
7	13%	11%	23%	11%	15%
8	15%	16%	20%	9%	13%
Promoter (9-10)	52%	39%	41%	77%	64%
9	18%	18%	24%	23%	24%
10Extremely likely	34%	21%	17%	54%	40%
Mean	7.96	7.07	7.86	9.03	8.60
Standard Deviation	2.31	2.86	1.68	1.54	1.69

* Table Base: VISITED A LISTED LOCATION

QS1Q4: Which of the following factors influenced your overall rating of Chicago, IL (i.e., the city and its surrounding suburbs) as a place to visit? Please select all that apply.

	Total (A)	Detractor (0-6) (B)	Passive (7-8) (C)	Promoter (9-10) (D)	7+ (E)
Total	N=556	N=227	N=134	N=195	N=329
Total (Unweighted)	N=541	N=213	N=148	N=180	N=328
Restaurant options	47%	30%	55%	60%	58%
Local attractions	45%	25%	54%	61%	58%
Location	38%	23%	36%	56%	48%
Diversity of activities	37%	18%	39%	57%	50%
Atmosphere	37%	21%	39%	53%	47%
Cultural diversity	31%	20%	25%	47%	38%
Trip cost	26%	17%	28%	36%	33%
Weather	25%	20%	25%	31%	29%
Lodging options	24%	12%	29%	36%	33%
Public transit (e.g., subway, bus, ferry)	24%	17%	23%	33%	29%
Personal safety (e.g., crime rates, police presence)	22%	32%	14%	16%	15%
Cleanliness	22%	20%	13%	30%	23%
Access to nature (e.g., parks, beaches, trails)	19%	10%	15%	31%	24%
Resident attitudes	17%	18%	13%	19%	17%
Local cost of living (e.g., food prices, sales tax rates)	17%	11%	17%	24%	21%
Presence of local businesses	15%	5%	20%	24%	22%
Local COVID-19 situation (e.g., cases, vaccination mandates)	9%	3%	6%	17%	13%
None of these	7%	15%	2%	0%	1%

05422 - HOV FLASH (24 HOUR) SURVEY

Q5151: On average, how frequently did you travel for the following purposes before the COVID-19 pandemic (March 2020)?

	Gender				Age				Male Age				Female Age				Region						
	Total (A)	Male (B)	Female (C)		18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)		45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)
Total	N=1001	N=520	N=581		N=137	N=181	N=172	N=180	N=241	N=158	N=89	N=84	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225	N=261
Total (Unweighted)	N=1001	N=520	N=581		N=137	N=181	N=172	N=180	N=241	N=158	N=89	N=84	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225	N=261
At least once a week	8%	11%	C	5%	14%	8%	H	8%	H	2%	19%	M	9%	1%	9%	7%	4%	1%	9%	9%	2%	6%	6%
At least once a month	14%	18%	C	11%	17%	H	22%	FH	12%	H	17%	H	4%	1%	16%	R	13%	R	9%	F	12%	R	3%
At least once a year	17%	20%	C	14%	23%	GH	21%	H	16%	H	13%	H	9%	2%	17%	17%	17%	17%	11%	10%	15%	20%	15%
Less often than once a year	9%	9%		10%	7%	9%	10%	15%	DH	7%	3%	10%	I	13%	16%	19%	13%	11%	9%	11%	9%	11%	13%
Not - I did not travel for this before the COVID-19 pandemic	40%	38%		40%	30%	32%	50%	49%	DE	7%	21%	20%	43%	3%	38%	46%	46%	3%	44%	44%	45%	44%	44%
I don't remember.	6%	4%		7%	6%	8%	7%	5%	DE	3%	5%	3%	5%	2%	4%	8%	7%	5%	7%	7%	6%	6%	7%

* Table Base: U.S. RESPONDENTS

	Gender				Age				Male Age				Female Age				Region						
	Total (A)	Male (B)	Female (C)		18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)		45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)
Total	N=1001	N=520	N=581		N=137	N=181	N=172	N=180	N=241	N=158	N=89	N=84	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225	N=261
Total (Unweighted)	N=1001	N=520	N=581		N=137	N=181	N=172	N=180	N=241	N=158	N=89	N=84	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225	N=261
At least once a week	7%	9%	C	6%	13%	FGH	10%	GH	6%	H	3%	2%	1%	1%	9%	Q	6%	7%	2%	3%	3%	6%	6%
At least once a month	17%	22%	C	13%	22%	H	17%	H	1%	1%	1%	1%	1%	1%	14%	14%	16%	1%	1%	1%	1%	1%	
At least once a year	49%	47%	C	51%	50%	H	46%	56%	Da	61%	d	59%	DE	4%	40%	43%	43%	R	4%	5%	NO	63%	NO
Less often than once a year	11%	9%		12%	10%	11%	7%	12%	12%	10%	13%	k	3%	8%	9%	10%	11%	15%	15%	9%	10%	15%	
Not - I did not travel for this before the COVID-19 pandemic	12%	10%		14%	1%	3%	12%	15%	d	6%	3%	3%	12%	1%	18%	1%	22%	2%	13%	15%	12%	12%	
I don't remember.	3%	3%		4%	7%	FGH	4%	7%	1%	7%	k	3%	1%	1%	7%	Q	6%	q	1%	2%	2%	4%	

* Table Base: U.S. RESPONDENTS

Q5152: How likely are you to travel for each of the following purposes in the next 3 months?

	Gender				Age				Male Age				Female Age				Region						
	Total (A)	Male (B)	Female (C)		18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)		45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)
Total	N=1001	N=520	N=581		N=137	N=181	N=172	N=180	N=241	N=158	N=89	N=84	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225	N=261
Total (Unweighted)	N=1001	N=520	N=581		N=137	N=181	N=172	N=180	N=241	N=158	N=89	N=84	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225	N=261
Not at all likely	50%	42%		50%	40%	40%	40%	65%	DE	6%	DEF	6%	DEF	6%	40%	40%	40%	40%	40%	40%	40%	40%	40%
Not very likely	14%	14%		17%	2%	4%	1%	1%	1%	1%	1%	1%	1%	1%	23%	21%	F	13%	13%	11%	11%	11%	
Somewhat likely	20%	26%	C	14%	28%	GH	29%	GH	23%	GH	12%	H	4%	4%	24%	QR	16%	QR	17%	QR	6%	3%	16%
Very likely	13%	19%	C	11%	19%	GH	18%	GH	13%	H	10%	H	4%	3%	14%	QR	14%	QR	17%	QR	6%	6%	15%

* Table Base: U.S. RESPONDENTS

	Gender				Age				Male Age				Female Age				Region						
	Total (A)	Male (B)	Female (C)		18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)		45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)
Total	N=1001	N=520	N=581		N=137	N=181	N=172	N=180	N=241	N=158	N=89	N=84	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225	N=261
Total (Unweighted)	N=1001	N=520	N=581		N=137	N=181	N=172	N=180	N=241	N=158	N=89	N=84	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225	N=261
Not at all likely	14%	13%		15%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	5%	5%	5%	5%	5%	5%	5%	5%	
Not very likely	14%	14%		15%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	14%	13%	13%	13%	10%	10%	10%	10%	
Somewhat likely	33%	36%		30%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	42%	32%	32%	32%	32%	32%	34%	28%	
Very likely	39%	38%		40%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	38%	38%	38%	38%	38%	38%	43%	36%	

* Table Base: U.S. RESPONDENTS

Q51Q1: Please indicate whether you have lived in or visited each of the following places (i.e., the city and its surrounding suburbs).

	Gender				Age				Male Age				Female Age				Region						
	Total (A)	Male (B)	Female (C)		18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)		45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)
Total	N=1001	N=520	N=581		N=137	N=181	N=172	N=180	N=241	N=158	N=89	N=84	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225	N=261
Has been to this city (Net)	51%	57%	C	47%	60%	52%	49%	52%	49%	52%	52%	52%	52%	44%	45%	45%	45%	45%	45%	45%	45%	45%	45%
I've lived in this city	9%	10%		9%	14%	4%	7%	6%	8%	7%	17%	K	8%	1%	12%	8%	10%	10%	7%	7%	21%	STV	7%
I've only visited this city	42%	47%	C	37%	34%	40%	39%	52%	4%	3%	3%	3%	3%	3%	33%	35%	32%	32%	40%	41%	35%	35%	
I've never lived in or visited this city	44%	43%		47%	51%	44%	50%	41%	47%	42%	47%	47%	46%	46%	51%	51%	51%	51%	48%	48%	53%	53%	
I've never heard of this city	5%	4%		6%	5%	5%	1%	1%	1%	1%	1%	1%	1%	1%	4%	6%	5%	2%	4%	4%	8%	LV	

* Table Base: U.S. RESPONDENTS

	Gender				Age				Male Age				Female Age				Region						
	Total (A)	Male (B)	Female (C)		18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)		45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)
Total	N=1001	N=520	N=581		N=137	N=181	N=172	N=180	N=241	N=158	N=89	N=84	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225	N=261
Total (Unweighted)	N=1001	N=520	N=581		N=137	N=181	N=172	N=180	N=241	N=158	N=89	N=84	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225	N=261
Has been to this city (Net)	32%	40%	C	25%	31%	32%	28%	38%	31%	37%	4%	4%	4%	2%	26%	0	16%	22%	34%	0	25%	34%	
I've lived in this city	4%	5%		3%	6%	F	7%	F	1%	3%	1%	1%	1%	3%	2%	1%	1%	1%	1%	1%	4%	7%	
I've only visited this city	28%	35%		23%	28%	28%	27%	36%	2%	2%	2%	2%	2%	2%	22%	27%	23%	23%	27%	27%	27%	27%	
I've never lived in or visited this city	64%	57%	C	70%	62%	67%	66%	62%	67%	56%	60%	60%	58%	60%	69%	76%	6	70%	62%	62%	62%	65%	
I've never heard of this city	4%	3%		5%	6%	h	4%	6%	2%	2%	7%	1%	1%	1%	5%	8%	7%	4%	4%	4%	5%	4%	

* Table Base: U.S. RESPONDENTS

	Gender				Age				Male Age				Female Age				Region						
	Total (A)	Male (B)	Female (C)		18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)		45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)
Total	N=1001	N=520	N=581		N=137	N=181	N=172	N=180	N=241	N=158	N=89	N=84	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225	N=261
Total (Unweighted)	N=1001	N=520	N=581		N=137	N=181	N=172	N=180	N=241	N=158	N=89	N=84	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225	N=261
Has been to this city (Net)	30%	38%	C	22%	33%	3%	19%	3%	3%	3%	3%	3%	3%	3%	23%	14%	17%	26%	0	24%	0	27%	
I've lived in this city	2%	3%		2%	3%	FGH	3%	3%	1%	1%	1%	1%	1%	1%	4%	4%	4%	4%	4%	4%	4%	4%	
I've only visited this city	26%	33%	C	19%	26%	3%	18%	37%	2%	4%	3%	3%	3%	3%	19%	0	10%	17%	24%	0	23%	0	
I've never lived in or visited this city	67%	59%		74%	61%	61%	71%	69%	68%	60%													

Total	N=1001	N=520	N=581	N=317	N=181	N=172	N=180	N=241	N=158	N=89	N=84	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225	N=261
Total (Unweighted)	N=1001	N=520	N=581	N=317	N=181	N=172	N=180	N=241	N=158	N=89	N=84	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225	N=261
Has been to this city (Net)	37%	43%	C	2%	0%	0%	40%	51%	33%	44%	K	28%	57%	62%	42%	NO	31%	42%	25%	47%	32%	35%
I've lived in this city	1%	2%		0%	0%	0%	1%	1%	7%	K	2%	1%	2%	3%	2%	0%	0%	0%	1%	4%	1%	3%
I've only visited this city	35%	40%	C	30%	24%	31%	33%	4	50%	DEF	26%	42%	I	27%	50%	K	60%	UK	69%	31%	42%	NO
I've never lived in or visited this city	59%	54%		64%	B	65%	H	64%	H	48%	D	47%	48%	55%	M	21%	J,M	71%	22%	49%	NO	24%
I've never heard of this city	3%	3%		4%	F,H	3%	2%	1%	7%	M	2%	0%	1%	6%	6%	0%	0%	3%	2%	2%	3%	1%

* Table Base: U.S. RESPONDENTS

New York, NY		Age										Region										
Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)	
Total	N=1001	N=520	N=581	N=317	N=181	N=172	N=180	N=241	N=158	N=89	N=84	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225	N=261
Total (Unweighted)	N=1001	N=520	N=581	N=317	N=181	N=172	N=180	N=241	N=158	N=89	N=84	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225	N=261
Has been to this city (Net)	56%	61%	C	53%	51%	48%	65%	DE	65%	DEF	55%	50%	61%	68%	45%	48%	62%	NO	60%	no	82%	TUV
I've lived in this city	10%	10%		14%	10%	14%	EF	7%	8%	11%	I	17%	J	1%	0%	0%	0%	12%	10%	10%	UV	
I've only visited this city	47%	47%		57%	57%	57%	65%	D	50%	47%	50%	47%	50%	47%	50%	47%	50%	47%	50%	47%	50%	
I've never lived in or visited this city	41%	44%	C	45%	B	44%	GH	44%	GH	45%	GH	38%	I	30%	38%	30%	NO	40%	4	35%	44%	
I've never heard of this city	3%	4%		2%	0%	FH	4%	H	1%	2%	0%	0%	7%	MM	4%	1%	1%	2%	0%	2%	3%	

* Table Base: U.S. RESPONDENTS

Orlando, FL		Age										Region										
Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)	
Total	N=1001	N=520	N=581	N=317	N=181	N=172	N=180	N=241	N=158	N=89	N=84	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225	N=261
Total (Unweighted)	N=1001	N=520	N=581	N=317	N=181	N=172	N=180	N=241	N=158	N=89	N=84	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225	N=261
Has been to this city (Net)	64%	69%	C	59%	54%	59%	69%	D	70%	DEF	70%	DE	70%	DE	70%	DE	70%	DE	70%	V	68%	V
I've lived in this city	2%	2%		4%	4%	4%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	
I've only visited this city	58%	62%	C	55%	48%	54%	63%	D	72%	DE	66%	DE	64%	I	61%	UK	71%	U	43%	N	64%	N
I've never lived in or visited this city	33%	26%		38%	B	38%	GH	37%	G	32%	24%	29%	29%	32%	31%	31%	31%	33%	28%	29%	30%	
I've never heard of this city	4%	5%		3%	0%	F,H	4%	H	2%	1%	1%	1%	1%	2%	2%	2%	1%	2%	2%	2%	4%	

* Table Base: U.S. RESPONDENTS

Washington, D.C.		Age										Region										
Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)	
Total	N=1001	N=520	N=581	N=317	N=181	N=172	N=180	N=241	N=158	N=89	N=84	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225	N=261
Total (Unweighted)	N=1001	N=520	N=581	N=317	N=181	N=172	N=180	N=241	N=158	N=89	N=84	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225	N=261
Has been to this city (Net)	64%	69%	C	59%	54%	59%	69%	D	70%	DEF	70%	DE	70%	DE	70%	DE	70%	DE	70%	V	68%	V
I've lived in this city	4%	4%		0%	0%	0%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	
I've only visited this city	47%	52%	C	43%	40%	44%	61%	DEF	56%	DEF	44%	39%	50%	70%	UK	60%	U	36%	38%	38%	62%	
I've never lived in or visited this city	48%	39%		51%	G	52%	34%	43%	L	47%	45%	L	45%	L	45%	L	45%	48%	55%	48%	45%	
I've never heard of this city	3%	3%		0%	0%	0%	1%	1%	7%	M	3%	2%	0%	1%	1%	1%	1%	2%	2%	2%	4%	

* Table Base: U.S. RESPONDENTS

Chicago, IL		Age										Region										
Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)	
Total	N=1001	N=520	N=581	N=317	N=181	N=172	N=180	N=241	N=158	N=89	N=84	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225	N=261
Total (Unweighted)	N=1001	N=520	N=581	N=317	N=181	N=172	N=180	N=241	N=158	N=89	N=84	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225	N=261
Has been to this city (Net)	67%	72%	C	67%	73%	H	69%	B	71%	H	65%	58%	71%	M	61%	55%	73%	DR	76%	QR	67%	60%
I've lived in this city	1%	1%		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
I've only visited this city	66%	68%		70%	B	69%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%	
I've never lived in or visited this city	33%	26%		31%	29%	31%	35%	42%	D,F	29%	39%	25%	29%	45%	K	25%	24%	33%	42%	NO	40%	
I've never heard of this city	3%	3%		2%	0%	0%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	

* Table Base: HAS HEARD OF A LISTED CITY

Cleveland, OH		Age										Region										
Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)	
Total	N=1045	N=563	N=522	N=297	N=173	N=162	N=176	N=236	N=148	N=88	N=81	N=81	N=108	N=151	N=85	N=82	N=91	N=118	N=181	N=108	N=216	N=251
Total (Unweighted)	N=1045	N=563	N=522	N=297	N=173	N=162	N=176	N=236	N=148	N=88	N=81	N=81	N=108	N=151	N=85	N=82	N=91	N=118	N=181	N=108	N=216	N=251
Has been to this city (Net)	34%	39%	C	30%	40%	GH	36%	27%	23%	4%	3%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%	
I've lived in this city	0%	0%		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
I've only visited this city	66%	61%		70%	B	69%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%	
I've never lived in or visited this city	34%	39%	C	30%	40%	GH	36%	27%	23%	4%	3%	4%	3%	3%	3%	3%	3%	3%	3%	3%		
I've never heard of this city	0%	0%		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		

* Table Base: HAS HEARD OF A LISTED CITY

Detroit, MI		Age										Region										
Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)	
Total	N=1053	N=524	N=539	N=290	N=173	N=169	N=176	N=236	N=146	N=88	N=83	N=85	N=108	N=152	N=87	N=86	N=91	N=128	N=181	N=101	N=213	N=258
Total (Unweighted)	N=1053	N=524	N=539	N=290	N=173	N=169	N=176	N=236	N=146	N=88	N=83	N=85	N=108	N=152	N=87	N=86	N=91	N=128	N=181	N=101	N=213	N=258
Has been to this city (Net)	33%	32%		34%	42%	IGH	42%	GH	32%	G	19%	27%	24%	1%	12%	23%	3%	3%	3%	3%	3%	
I've lived in this city	67%	68%		70%	B	69%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%	
I've only visited this city	33%	32%		34%	42%	IGH	42%	GH	32%	G	19%	27%	24%	1%	12%	23%	3%	3%	3%	3%		
I've never lived in or visited this city	67%	68%		70%	B	69%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%	
I've never heard of this city	0%	0%		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		

* Table Base: HAS HEARD OF A LISTED CITY

Las Vegas, NV		Age										Region									
Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1065	N=511	N=545	N=307	N=170	N=169	N=174	N=240	N=153	N=88	N=83	N=83	N=108	N=154							

Total (Unweighted)	N=1061	N=408	N=642	N=303	N=190	N=174	N=149	N=245	N=100	N=75	N=73	N=47	N=118	N=203	N=115	N=101	N=102	N=127	N=202	N=433	N=241	N=185	
Yes	87%	87%	87%	86%	87%	89%	90%	88%	86%	80%	82%	82%	87%	87%	81%	86%	88%	89%	90%	86%	86%	86%	88%
No	13%	13%	13%	14%	13%	11%	10%	12%	14%	20%	18%	18%	13%	13%	19%	14%	12%	11%	10%	14%	14%	12%	

* Table Base: HAS HEARD OF A LISTED CITY

Q51Q2: Based on your personal experience with the following places, how likely are you to recommend each to a family member, friend, or colleague as a place to visit?

Chicago, IL

	Gender		Age										Region										
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)	
Total	N=556	N=258	N=294	N=154	N=87	N=79	N=104	N=133	N=82	N=47	N=42	N=60	N=69	N=72	N=39	N=37	N=43	N=43	N=74	N=173	N=178	N=152	
Total (Unweighted)	N=541	N=248	N=287	N=145	N=85	N=81	N=101	N=130	N=80	N=42	N=39	N=53	N=78	N=86	N=53	N=42	N=48	N=51	N=82	N=178	N=189	N=162	
Obs'd at all ages	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	
1	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	
2	3%	2%	3%	3%	2%	2%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	
3	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	
4	6%	5%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	
5	11%	13%	10%	10%	9%	10%	12%	14%	10%	7%	18%	19%	13%	10%	6%	10%	11%	10%	11%	10%	11%	11%	
6	9%	11%	8%	8%	3%	20%	15%	14%	12%	2%	2%	18%	8%	12%	6%	9%	5%	12%	9%	12%	8%	9%	
7	11%	11%	10%	10%	14%	14%	14%	14%	12%	4%	12%	14%	13%	13%	10%	13%	10%	13%	10%	13%	11%	11%	
8	13%	10%	16%	14%	14%	16%	16%	14%	10%	10%	10%	8%	9%	12%	16%	24%	11%	10%	13%	13%	14%	13%	
9	12%	14%	13%	13%	13%	13%	15%	16%	16%	12%	12%	11%	11%	10%	10%	13%	8%	12%	13%	14%	11%	10%	
10:Extremely likely	23%	20%	26%	34%	FGH	33%	IGH	18%	17%	10%	33%	KLM	35%	KM	8%	11%	7%	35%	R	32%	R	25%	13%

* Table Base: VISITED A LISTED LOCATION

Cleveland, OH

	Gender		Age										Region									
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=349	N=207	N=142	N=100	N=58	N=49	N=68	N=75	N=58	N=34	N=32	N=36	N=42	N=42	N=15	N=12	N=12	N=12	N=54	N=126	N=102	N=65
Total (Unweighted)	N=358	N=173	N=185	N=102	N=57	N=51	N=69	N=78	N=60	N=34	N=32	N=37	N=42	N=42	N=15	N=12	N=12	N=12	N=54	N=126	N=102	N=65
Obs'd at all ages	3%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%
1	5%	2%	9%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%
2	5%	2%	9%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%
3	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
4	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%
5	19%	16%	22%	14%	8%	24%	28%	22%	6%	5%	29%	3%	23%	1%	25%	16%	18%	25%	21%	31%	12%	17%
6	13%	14%	11%	9%	22%	11%	14%	11%	7%	20%	12%	17%	11%	10%	13%	11%	10%	10%	10%	16%	12%	15%
7	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%
8	12%	13%	15%	10%	15%	10%	11%	10%	7%	15%	12%	10%	9%	10%	18%	14%	13%	14%	13%	11%	10%	18%
9	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%
10:Extremely likely	14%	15%	14%	14%	GH	18%	8%	14%	6%	3%	16%	M	7%	2%	10%	4%	13%	2%	7%	10%	8%	4%

* Table Base: VISITED A LISTED LOCATION

Detroit, MI

	Gender		Age										Region									
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=325	N=199	N=122	N=106	N=65	N=53	N=69	N=71	N=69	N=42	N=42	N=43	N=59	N=38	N=13	N=15	N=12	N=12	N=50	N=104	N=108	N=65
Total (Unweighted)	N=318	N=197	N=147	N=96	N=58	N=58	N=68	N=67	N=68	N=42	N=42	N=42	N=52	N=38	N=13	N=15	N=12	N=12	N=50	N=100	N=113	N=50
Obs'd at all ages	8%	6%	9%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%
1	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%
2	5%	6%	3%	4%	6%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%
3	11%	9%	13%	10%	14%	10%	12%	13%	12%	12%	12%	12%	11%	12%	10%	10%	10%	10%	10%	10%	10%	10%
4	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%
5	16%	17%	12%	13%	8%	13%	23%	18%	17%	8%	9%	27%	21%	4%	9%	17%	17%	14%	17%	21%	14%	15%
6	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%
7	12%	11%	13%	10%	14%	10%	11%	10%	7%	12%	10%	11%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
8	9%	7%	13%	6%	6%	17%	22%	14%	5%	17%	14%	10%	3%	6%	17%	32%	16%	9%	15%	7%	11%	4%
9	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%
10:Extremely likely	11%	13%	8%	23%	FGH	14%	GH	6%	1%	3%	25%	LM	15%	M	12%	0%	2%	18%	P	10%	0%	4%

* Table Base: VISITED A LISTED LOCATION

Las Vegas, NV

	Gender		Age										Region								
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)
Total	N=633	N=332	N=296	N=159	N=95	N=102	N=113	N=165	N=90	N=55	N=55	N=58	N=78	N=69	N=40	N=48	N=55	N=58	N=79	N=123	N=127
Total (Unweighted)	N=628	N=328	N=298	N=159	N=95	N=102	N=113	N=165	N=90	N=55	N=55	N=58	N=78	N=69	N=40	N=48	N=55	N=58	N=79	N=123	N=127
Obs'd at all ages	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
1	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
2	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
3	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
4	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
5	6%	8%	4%	5%	4%	3%	11%	7%	9%	4%	3%	15%	9%	2%	3%	5%	8%	5%	8%	5%	10%
6	7%	7%	8%	13%	10%	9%	9%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	11%
7	8%	8%	7%	8%	4%	8%	8%	7%	8%	7%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%
8	18%	19%	17%	13%	19%	7%	21%	12%	27%	12%	27%	12%	25%	12%	20%	20%	14%	23%	15%	19%	19%
9	18%	19%	17%	13%	19%	13%	21%	16%	13%	12%	34%	18%	20%	13%	26%	17%	24%	17%	14%	19%	21%
10:Extremely likely	37%	34%	40%	44%	GH	32%	10%	40%	37%	53%	JLM	39%	33%	23%	33%	37%	48%	37%	48%	48%	35%

* Table Base: VISITED A LISTED LOCATION

Minneapolis, WI

	Gender		Age										Region								
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)

* Table Base:

New York, NY

VISITED A LISTED LOCATION

	Gender				Age								Male Age				Female Age				Region			
	Total (A)	Male (B)	Female (C)		18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)	
Total	N=615	N=313	N=295	N=162	N=88	N=94	N=91	N=117	N=156	N=86	N=44	N=52	N=58	N=77	N=78	N=42	N=42	N=59	N=79	N=72	N=153	N=232	N=103	N=137
Total (Unweighted)	N=613	N=302	N=284	N=162	N=87	N=93	N=90	N=116	N=150	N=85	N=43	N=51	N=57	N=76	N=77	N=41	N=41	N=58	N=78	N=71	N=152	N=231	N=102	N=136
Obs'd at all likely	4%	5%	2%	1%	1%	1%	1%	6%	8%	2%	1%	1%	1%	1%	1%	1%	1%	4%	4%	1%	1%	1%	1%	1%
1	1%	1%	1%	1%	1%	1%	1%	3%	0%	1%	2%	0%	2%	0%	1%	3%	0%	0%	1%	0%	1%	2%	1%	0%
2	1%	1%	2%	0%	1%	0%	0%	3%	2%	0%	0%	0%	4%	1%	0%	0%	2%	3%	3%	1%	2%	0%	1%	0%
3	1%	1%	2%	0%	1%	0%	0%	7%	1%	0%	0%	0%	2%	1%	0%	0%	0%	1%	1%	0%	2%	0%	1%	0%
4	2%	1%	3%	1%	1%	0%	0%	2%	2%	0%	1%	0%	0%	1%	0%	1%	0%	4%	2%	1%	1%	4%	1%	1%
5	6%	8%	4%	5%	5%	4%	7%	10%	8%	6%	7%	6%	7%	8%	5%	1%	0%	7%	6%	2%	7%	9%	1%	2%
6	6%	7%	5%	6%	6%	4%	7%	4%	6%	11%	3%	11%	9%	3%	3%	5%	5%	3%	4%	4%	7%	9%	6%	6%
7	9%	9%	6%	10%	10%	8%	12%	11%	10%	11%	6%	11%	11%	6%	7%	11%	10%	4%	6%	11%	6%	13%	8%	7%
8	15%	18%	14%	14%	14%	20%	11%	17%	16%	20%	14%	14%	15%	11%	12%	19%	17%	22%	6%	18%	15%	10%	15%	10%
9	15%	11%	20%	10%	17%	15%	11%	23%	10%	15%	19%	13%	14%	14%	14%	17%	15%	31%	10%	13%	14%	15%	20%	20%
10 Extremely likely	40%	39%	42%	44%	51%	39%	40%	31%	45%	42%	36%	41%	42%	25%	45%	61%	42%	39%	37%	30%	43%	30%	45%	45%

* Table Base:

Orlando, FL

VISITED A LISTED LOCATION

	Gender				Age								Male Age				Female Age				Region			
	Total (A)	Male (B)	Female (C)		18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)	
Total	N=104	N=58	N=329	N=171	N=107	N=112	N=136	N=188	N=94	N=47	N=57	N=56	N=72	N=82	N=77	N=50	N=58	N=64	N=88	N=130	N=283	N=144	N=136	
Total (Unweighted)	N=108	N=252	N=308	N=172	N=119	N=117	N=109	N=181	N=92	N=42	N=53	N=52	N=73	N=91	N=110	N=48	N=65	N=67	N=89	N=148	N=291	N=150	N=102	
Obs'd at all likely	2%	2%	5%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	1%	1%	1%	
1	1%	1%	0%	0%	0%	2%	0%	3%	0%	2%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	3%	
2	1%	0%	1%	0%	0%	0%	0%	3%	0%	0%	0%	0%	2%	0%	0%	0%	1%	0%	4%	0%	0%	0%	2%	
3	1%	1%	1%	0%	2%	0%	0%	2%	0%	2%	0%	0%	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%	0%	
4	1%	1%	1%	0%	2%	0%	0%	1%	0%	3%	0%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	
5	5%	4%	6%	5%	5%	2%	4%	9%	2%	3%	3%	4%	2%	7%	4%	6%	6%	2%	10%	6%	4%	3%	8%	
6	4%	7%	7%	5%	2%	1%	7%	7%	5%	1%	2%	0%	0%	0%	12%	4%	6%	6%	11%	7%	5%	7%	5%	
7	9%	12%	7%	10%	13%	10%	4%	12%	15%	12%	15%	15%	12%	15%	11%	12%	12%	6%	5%	12%	9%	7%	10%	
8	15%	18%	13%	13%	16%	17%	15%	17%	12%	15%	26%	16%	16%	21%	14%	16%	8%	14%	13%	14%	15%	23%	10%	
9	21%	19%	18%	13%	16%	18%	20%	18%	13%	27%	21%	26%	18%	12%	23%	20%	14%	18%	19%	15%	18%	22%	28%	
10 Extremely likely	40%	35%	47%	51%	47%	39%	37%	38%	58%	34%	34%	24%	22%	21%	43%	44%	48%	53%	45%	45%	45%	33%	33%	

* Table Base:

Washington, D.C.

VISITED A LISTED LOCATION

	Gender				Age								Male Age				Female Age				Region			
	Total (A)	Male (B)	Female (C)		18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)	
Total	N=559	N=301	N=254	N=143	N=79	N=81	N=117	N=138	N=79	N=44	N=45	N=45	N=65	N=69	N=64	N=35	N=38	N=52	N=70	N=119	N=216	N=102	N=122	
Total (Unweighted)	N=558	N=245	N=244	N=144	N=81	N=81	N=117	N=138	N=79	N=44	N=45	N=45	N=65	N=69	N=64	N=35	N=38	N=52	N=70	N=118	N=215	N=101	N=121	
Obs'd at all likely	2%	4%	1%	0%	2%	3%	0%	0%	3%	0%	0%	4%	8%	4%	0%	0%	1%	1%	2%	2%	1%	1%	1%	
1	0%	0%	1%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	4%	0%	0%	2%	1%	
2	1%	1%	1%	1%	0%	1%	0%	1%	3%	0%	0%	0%	0%	0%	0%	0%	3%	1%	2%	1%	0%	3%	0%	
3	1%	1%	2%	0%	2%	0%	0%	2%	0%	2%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	
4	3%	2%	2%	3%	2%	2%	3%	1%	3%	1%	3%	3%	0%	2%	0%	2%	0%	1%	1%	1%	3%	1%	4%	
5	5%	5%	4%	8%	5%	4%	4%	4%	11%	2%	2%	6%	2%	7%	4%	6%	6%	2%	10%	6%	4%	3%	8%	
6	8%	9%	7%	7%	5%	7%	7%	7%	11%	2%	2%	10%	12%	5%	5%	11%	5%	11%	7%	5%	4%	5%	15%	
7	13%	15%	6%	20%	15%	15%	13%	8%	22%	3%	7%	19%	15%	14%	12%	13%	6%	10%	2%	17%	10%	14%	14%	
8	15%	14%	13%	16%	17%	15%	17%	19%	13%	17%	18%	4%	23%	12%	15%	18%	18%	14%	20%	16%	16%	15%	8%	
9	18%	18%	18%	13%	18%	27%	18%	15%	12%	15%	12%	32%	17%	14%	24%	24%	22%	17%	14%	17%	17%	18%	18%	
10 Extremely likely	34%	30%	39%	33%	32%	34%	39%	27%	40%	32%	29%	29%	24%	21%	34%	33%	42%	35%	52%	27%	40%	31%	33%	

* Table Base:

VISITED A LISTED LOCATION

Q51Q4: Which of the following factors influenced your overall rating of Chicago, IL (i.e., the city and its surrounding suburbs) as a place to visit? Please select all that apply.

	Gender				Age								Male Age				Female Age				Region			
	Total (A)	Male (B)	Female (C)		18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)	
Total	N=556	N=308	N=254	N=154	N=87	N=79	N=104	N=133	N=82	N=47	N=47	N=42	N=60	N=69	N=72	N=39	N=37	N=57	N=64	N=84	N=74	N=173	N=189	
Total (Unweighted)	N=541	N=248	N=257	N=145	N=85	N=81	N=131	N=130	N=82	N=50	N=42	N=39	N=33	N=78	N=88	N=43	N=42	N=48	N=61	N=82	N=74	N=178	N=192	
Presence of local businesses	15%	16%	15%	22%	FH	15%	10%	13%	13%	26%	K	16%	11%	14%	20%	11%	15%	15%	21%	11%	21%	14%	20%	
Personal safety (e.g., crime rates, police presence)	22%	20%	24%	14%	33%	14%	24%	33%	9%	33%	21%	20%	21%	26%	20%	19%	21%	17%	20%	29%	23%	20%	24%	
Cultural diversity	51%	31%	31%	31%	33%	31%	33%	33%	31%	31%	32%	34%	31%	21%	43%	F	30%	31%	24%	25%	32%	27%	37%	
Local cost of living (e.g., food prices, sales tax rates)	17%	18%	16%	24%	gh	21%	gh	19%	11%	10%	M	18%	12%	7%	18%	18%	22%	9%	13%	17%	16%	18%	18%	
Trip cost	24%	27%	22%	33%	gh	24%	gh	20%	17%	30%	21%	25%	24%	20%	29%	20%	21%	15%	15%	27%	27%	28%	20%	
Weather	25%	24%	24%	38%	FQH	29%	19%	18%	16%	38%	IL	34%	1%	19%	32%	37%	R	22%	2%	22%	13%	30%	U	
Local attractions	45%	42%	48%	41%	57%	dh	48%	41%	34%	34%	53%	44%	33%	48%	48%	60%	R	55%	57%	33%	41%	46%	42%	
Diversity of activities	37%	36%	36%	37%	34%	34%	34%	43%	35%	35%	28%	36%	31%	39%	39%	37%	32%	37%	40%	31%	41%	36%	36%	
Access to nature (e.g., parks, beaches, trails)	19%	18%	19%	24%	egh	18%	17%	18%	11%	18%	18%	18%	18%	18%	18%	14%	18%	13%	15%	18%	13%	25%	18%	
Public transit (e.g., subway, bus, ferry)	24%	22%	24%	28%	20%	20%	21%	20%	25%	44%	KM	16%	14%	28%	26%	26%	18%	22%	27%	18%	21%	26%	27%	
Restaurant options	47%	48%	46%	43%	FH	45%	56%	47%	41%	41%	KM	54%	53%	49%	44%	49%	31%	60%	44%	45%	43%	46%	48%	
Local COVID-19 situation (e.g., cases, vaccination mandates)	9%	9%	7%	10%	gh	9%	7%	10%	5%	10%	9%	9%	10%	7%										

05422 - HOD FLASH (24 HOUR) SURVEY

Q515: On average, how frequently did you travel for the following purposes before the COVID-19 pandemic (March 2020)?

	Gender				Age				Male Age				Female Age				Region						
	Total (A)	Male (B)	Female (C)		18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)		45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)
Total	N=1001	N=520	N=581		N=137	N=181	N=172	N=180	N=241	N=158	N=189	N=84	N=85	N=109	N=159	N=192	N=88	N=94	N=133	N=188	N=118	N=225	N=261
Total (Unweighted)	N=1001	N=520	N=581		N=137	N=181	N=172	N=180	N=241	N=158	N=189	N=84	N=85	N=109	N=159	N=192	N=88	N=94	N=133	N=188	N=118	N=225	N=261
At least once a week	8%	11%	C	5%	14%	8%	H	8%	H	2%	10%	M	9%	7%	9%	7%	4%	1%	1%	9%	9%	6%	6%
At least once a month	14%	18%	C	11%	17%	H	22%	FH	12%	H	17%	H	4%	1%	16%	R	13%	R	9%	F	12%	R	3%
At least once a year	17%	20%	C	14%	23%	GH	21%	H	16%	H	13%	H	9%	2%	17%	17%	17%	17%	11%	10%	15%	20%	15%
Less often than once a year	9%	9%		10%	7%	9%	10%	15%	DH	7%	3%	10%	I	13%	16%	15%	10%	9%	11%	9%	11%	9%	13%
Not - I did not travel for this before the COVID-19 pandemic	40%	38%		40%	30%	32%	50%	49%	DE	7%	21%	20%	43%	U	30%	38%	46%	4%	4%	44%	45%	42%	44%
I don't remember.	6%	4%		7%	6%	8%	7%	DE	3%	5%	1%	6%	5%	2%	1%	8%	7%	N	7%	NO	7%	NO	7%

* Table Base: U.S. RESPONDENTS

	Gender				Age				Male Age				Female Age				Region						
	Total (A)	Male (B)	Female (C)		18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)		45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)
Total	N=1001	N=520	N=581		N=137	N=181	N=172	N=180	N=241	N=158	N=189	N=84	N=85	N=109	N=159	N=192	N=88	N=94	N=133	N=188	N=118	N=225	N=261
Total (Unweighted)	N=1001	N=520	N=581		N=137	N=181	N=172	N=180	N=241	N=158	N=189	N=84	N=85	N=109	N=159	N=192	N=88	N=94	N=133	N=188	N=118	N=225	N=261
At least once a week	7%	9%	C	6%	13%	FGH	10%	GH	6%	H	3%	2%	1%	1%	9%	Q	6%	7%	2%	3%	3%	8%	6%
At least once a month	17%	22%	C	13%	22%	H	17%	H	1%	1%	1%	1%	1%	1%	14%	14%	10%	1%	3%	18%	15%	20%	
At least once a year	49%	47%	C	51%	50%	4%	46%	56%	DA	61%	4%	59%	4%	4%	43%	43%	4%	4%	58%	NO	63%	NO	51%
Less often than once a year	11%	9%		12%	11%	7%	12%	12%	10%	13%	K	3%	8%	9%	10%	11%	15%	15%	9%	10%	15%	10%	
Not - I did not travel for this before the COVID-19 pandemic	12%	10%		14%	13%	12%	15%	15%	6%	6%	3%	12%	12%	15%	18%	1%	22%	2%	13%	15%	12%	12%	
I don't remember.	3%	3%		4%	7%	FGH	4%	7%	1%	1%	3%	1%	1%	2%	7%	Q	6%	6%	1%	2%	2%	4%	

* Table Base: U.S. RESPONDENTS

Q5152: How likely are you to travel for each of the following purposes in the next 3 months?

	Gender				Age				Male Age				Female Age				Region						
	Total (A)	Male (B)	Female (C)		18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)		45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)
Total	N=1001	N=520	N=581		N=137	N=181	N=172	N=180	N=241	N=158	N=189	N=84	N=85	N=109	N=159	N=192	N=88	N=94	N=133	N=188	N=118	N=225	N=261
Total (Unweighted)	N=1001	N=520	N=581		N=137	N=181	N=172	N=180	N=241	N=158	N=189	N=84	N=85	N=109	N=159	N=192	N=88	N=94	N=133	N=188	N=118	N=225	N=261
Not at all likely	50%	42%		50%	40%	4%	40%	65%	DE	13%	DEF	6%	DEF	4%	4%	4%	50%	N	70%	NOP	81%	NOP	50%
Not very likely	17%	17%		17%	26%	4FGH	17%	H	16%	H	15%	2%	1%	1%	23%	23%	21%	F	13%	13%	11%	11%	
Somewhat likely	20%	26%	C	14%	28%	GH	29%	GH	23%	GH	12%	H	4%	4%	24%	QR	16%	QR	17%	QR	6%	3%	
Very likely	13%	19%	C	11%	19%	GH	18%	GH	13%	H	10%	H	4%	3%	14%	QR	14%	QR	17%	QR	6%	5%	

* Table Base: U.S. RESPONDENTS

	Gender				Age				Male Age				Female Age				Region						
	Total (A)	Male (B)	Female (C)		18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)		45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)
Total	N=1001	N=520	N=581		N=137	N=181	N=172	N=180	N=241	N=158	N=189	N=84	N=85	N=109	N=159	N=192	N=88	N=94	N=133	N=188	N=118	N=225	N=261
Total (Unweighted)	N=1001	N=520	N=581		N=137	N=181	N=172	N=180	N=241	N=158	N=189	N=84	N=85	N=109	N=159	N=192	N=88	N=94	N=133	N=188	N=118	N=225	N=261
Not at all likely	14%	13%		14%	3%	1%	3%	23%	DE	17%	13%	3%	3%	3%	5%	5%	18%	N	10%	23%	NP	25%	
Not very likely	14%	14%		14%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	12%	12%	13%	10%	10%	16%	19%	14%	
Somewhat likely	33%	36%		30%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	42%	42%	32%	3%	20%	20%	33%	34%	
Very likely	39%	38%		40%	39%	40%	44%	37%	34%	35%	42%	44%	44%	33%	38%	38%	43%	43%	47%	47%	35%	38%	

* Table Base: U.S. RESPONDENTS

Q51Q1: Please indicate whether you have lived in or visited each of the following places (i.e., the city and its surrounding suburbs).

	Gender				Age				Male Age				Female Age				Region						
	Total (A)	Male (B)	Female (C)		18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)		45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)
Total	N=1001	N=520	N=581		N=137	N=181	N=172	N=180	N=241	N=158	N=189	N=84	N=85	N=109	N=159	N=192	N=88	N=94	N=133	N=188	N=118	N=225	N=261
Has been to this city (Net)	51%	57%	C	46%	60%	4%	60%	52%	F	62%	4%	62%	4%	64%	45%	45%	42%	41%	40%	41%	41%	70%	STV
I've lived in this city	9%	10%		9%	14%	4FGH	8%	7%	6%	17%	K	8%	10%	12%	8%	8%	10%	6%	7%	7%	21%	STV	
I've only visited this city	42%	47%	C	37%	34%		39%	52%	DEF	47%	D	35%	46%	47%	53%	35%	32%	40%	41%	35%	35%	58%	
I've never lived in or visited this city	44%	43%		44%	51%	4%	50%	41%	4%	42%	4%	40%	4%	4%	51%	51%	51%	40%	40%	53%	U	53%	
I've never heard of this city	5%	4%		5%	8%	GH	5%	5%	1%	3%	1%	1%	1%	1%	4%	6%	5%	2%	4%	8%	LV	6%	

* Table Base: U.S. RESPONDENTS

	Gender				Age				Male Age				Female Age				Region						
	Total (A)	Male (B)	Female (C)		18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)		45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)
Total	N=1001	N=520	N=581		N=137	N=181	N=172	N=180	N=241	N=158	N=189	N=84	N=85	N=109	N=159	N=192	N=88	N=94	N=133	N=188	N=118	N=225	N=261
Total (Unweighted)	N=1001	N=520	N=581		N=137	N=181	N=172	N=180	N=241	N=158	N=189	N=84	N=85	N=109	N=159	N=192	N=88	N=94	N=133	N=188	N=118	N=225	N=261
Has been to this city (Net)	32%	40%	C	25%	31%	32%	28%	38%	31%	37%	4%	4%	4%	26%	0%	16%	23%	34%	0%	25%	34%	41%	
I've lived in this city	4%	5%		3%	6%	F	7%	F	1%	3%	1%	1%	1%	3%	2%	1%	1%	1%	1%	1%	4%	7%	
I've only visited this city	28%	35%	C	22%	28%		27%	38%	2%	28%	27%	26%	27%	28%	27%	27%	27%	22%	22%	27%	27%	34%	
I've never lived in or visited this city	64%	57%		70%	62%	6%	64%	66%	62%	67%	5%	62%	58%	60%	60%	70%	62%	62%	72%	62%	65%	U	
I've never heard of this city	4%	3%		5%	6%	h	4%	6%	2%	2%	7%	1%	1%	1%	5%	8%	7%	4%	4%	4%	5%	4%	

* Table Base: U.S. RESPONDENTS

	Gender				Age				Male Age				Female Age				Region						
	Total (A)	Male (B)	Female (C)		18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)		45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)
Total	N=1001	N=520	N=581		N=137	N=181	N=172	N=180	N=241	N=158	N=189	N=84	N=85	N=109	N=159	N=192	N=88	N=94	N=133	N=188	N=118	N=225	N=261
Total (Unweighted)	N=1001	N=520	N=581		N=137	N=181	N=172	N=180	N=241	N=158	N=189	N=84	N=85	N=109	N=159	N=192	N=88	N=94	N=133	N=188	N=118	N=225	N=261
Has been to this city (Net)	30%	38%	C	22%	33%	3%	33%	39%	EF	30%	F	44%	K	36%	K	23%	14%	17%	26%	0%	24%	0%	
I've lived in this city	4%	5%		3%	6%	FGH	3%	3%	1%	4%	1%	1%	1%	1%	4%	1%	1%	1%	1%	1%	1%	1%	
I've only visited this city	26%	33%	C	19%	26%		26%	37%	2%	26%	3%	32%	19%	50%	30%	17%	24%	0%	23%	0%	24%	20%	
I've never lived in or visited this city	67%	59%		74%	61%	6%	71%	69%															

Total	N=1001	N=520	N=581	N=317	N=181	N=172	N=180	N=241	N=158	N=89	N=84	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225	N=261
Total (Unweighted)	N=1001	N=520	N=581	N=317	N=181	N=172	N=180	N=241	N=158	N=89	N=84	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225	N=261
Has been to this city (Net)	N=1001	N=520	N=581	N=317	N=181	N=172	N=180	N=241	N=158	N=89	N=84	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225	N=261
I've lived in this city	37%	43%	C	2%	0%	GH	2%	1%	2%	1%	1%	2%	3%	2%	2%	0%	0%	0%	0%	0%	0%	0%
I've only visited this city	35%	40%	C	30%	24%		33%	0	50%	DEF	26%	42%	I	27%	50%	K	60%	UK	69%	NO	31%	32%
I've never lived in or visited this city	59%	54%		68%	H	GH	48%	H	47%	8%	M	51%	J,M	22%	0%	JR	73%	PH	56%	68%	56%	63%
I've never heard of this city	3%	3%		4%	F	GH	3%		1%	2%		0%		6%	6%		3%		2%	2%	3%	1%

* Table Base: U.S. RESPONDENTS

New York, NY																						
Total	Male (B)	Female (C)	Age			Male Age			Female Age			Region										
Total (Unweighted)	N=1001	N=520	N=581	N=317	N=181	N=172	N=180	N=241	N=158	N=89	N=84	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225	
Has been to this city (Net)	N=1001	N=520	N=581	N=317	N=181	N=172	N=180	N=241	N=158	N=89	N=84	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225	
I've lived in this city	56%	61%	C	53%	51%		48%	55%	65%	DE	65%	DEF	55%	50%	61%	6%	45%	62%	NO	60%	no	82%
I've only visited this city	10%	10%		10%	14%	EF	7%	5%	11%	I	17%	JK	3%	5%	5%	1%	9%	0%	12%	28%	TUW	10%
I've never lived in or visited this city	47%	43%		47%	37%		50%	37%	54%	37%	50%	42%	D	37%	54%	37%	50%	42%	54%	37%	50%	42%
I've never heard of this city	41%	44%	C	45%	B	4%	GH	4%	GH	45%	GH	45%	GH	3%	35%	38%	34%	M	38%	I	3%	4%
I've never heard of this city	3%	4%		2%	5%	FH	4%	H	1%	2%	A	0%	7%	MM	4%	4%	1%	3%	1%	2%	0%	

* Table Base: U.S. RESPONDENTS

Orlando, FL																						
Total	Male (B)	Female (C)	Age			Male Age			Female Age			Region										
Total (Unweighted)	N=1001	N=520	N=581	N=317	N=181	N=172	N=180	N=241	N=158	N=89	N=84	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225	
Has been to this city (Net)	N=1001	N=520	N=581	N=317	N=181	N=172	N=180	N=241	N=158	N=89	N=84 <td>N=85</td> <td>N=109</td> <td>N=159</td> <td>N=92</td> <td>N=88</td> <td>N=94</td> <td>N=133</td> <td>N=188</td> <td>N=118</td> <td>N=225</td>	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225	
I've lived in this city	64%	69%	C	59%	54%		59%	63%	70%	DEF	70%	DE	59%	65%	67%	6%	4%	6%	6%	65%	N	68%
I've only visited this city	58%	62%	C	55%	48%	FH	8%	6%	8%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	
I've never lived in or visited this city	33%	26%		38%	B	3%	GH	37%	G	32%	24%	24%	29%	20%	32%	32%	31%	31%	33%	28%	29%	
I've never heard of this city	4%	5%		3%	8%	FH	4%		1%	1%	12%	KLM	4%	2%	0%	2%	0%	1%	2%	2%	4%	

* Table Base: U.S. RESPONDENTS

Washington, D.C.																					
Total	Male (B)	Female (C)	Age			Male Age			Female Age			Region									
Total (Unweighted)	N=1001	N=520	N=581	N=317	N=181	N=172	N=180	N=241	N=158	N=89	N=84	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225
Has been to this city (Net)	N=1001	N=520	N=581	N=317	N=181	N=172	N=180	N=241	N=158	N=89	N=84 <td>N=85</td> <td>N=109</td> <td>N=159</td> <td>N=92</td> <td>N=88</td> <td>N=94</td> <td>N=133</td> <td>N=188</td> <td>N=118</td> <td>N=225</td>	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225
I've lived in this city	4%	6%	C	2%	0%		4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%
I've only visited this city	47%	52%	C	43%	40%		44%	41%	DEF	56%	DEF	56%	DEF	56%	56%	56%	56%	56%	56%	56%	56%
I've never lived in or visited this city	48%	39%		50%	G	5%	GH	51%	G	52%	54%	47%	47%	47%	47%	47%	47%	47%	47%	47%	47%
I've never heard of this city	3%	3%		3%	5%	GH	5%	GH	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

* Table Base: U.S. RESPONDENTS

Q51Q2: Based on what you know about the following places (i.e., the city and its surrounding suburbs), do you consider each to be a tourist destination?

Chicago, IL																					
Total	Male (B)	Female (C)	Age			Male Age			Female Age			Region									
Total (Unweighted)	N=1001	N=520	N=581	N=317	N=181	N=172	N=180	N=241	N=158	N=89	N=84	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225
Has heard of a listed city	N=1001	N=520	N=581	N=317	N=181	N=172	N=180	N=241	N=158	N=89	N=84 <td>N=85</td> <td>N=109</td> <td>N=159</td> <td>N=92</td> <td>N=88</td> <td>N=94</td> <td>N=133</td> <td>N=188</td> <td>N=118</td> <td>N=225</td>	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225
Yes	67%	69%		67%	H	69%	H	71%	H	65%	6%	7%	6%	6%	6%	6%	6%	6%	6%	6%	6%
No	33%	33%		33%		30%	29%	35%	35%	34%	DEF	29%	30%	25%	29%	45%	K	25%	24%	33%	42%

* Table Base: HAS HEARD OF A LISTED CITY

Cleveland, OH																					
Total	Male (B)	Female (C)	Age			Male Age			Female Age			Region									
Total (Unweighted)	N=1001	N=520	N=581	N=317	N=181	N=172	N=180	N=241	N=158	N=89	N=84	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225
Has heard of a listed city	N=1001	N=520	N=581	N=317	N=181	N=172	N=180	N=241	N=158	N=89	N=84 <td>N=85</td> <td>N=109</td> <td>N=159</td> <td>N=92</td> <td>N=88</td> <td>N=94</td> <td>N=133</td> <td>N=188</td> <td>N=118</td> <td>N=225</td>	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225
Yes	34%	30%	C	30%	40%	GH	30%	27%	23%	4%	3%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%
No	66%	61%		70%	B	60%	64%	73%	77%	D	69%	6%	55%	64%	62%	62%	62%	62%	62%	62%	62%

* Table Base: HAS HEARD OF A LISTED CITY

Detroit, MI																					
Total	Male (B)	Female (C)	Age			Male Age			Female Age			Region									
Total (Unweighted)	N=1001	N=520	N=581	N=317	N=181	N=172	N=180	N=241	N=158	N=89	N=84	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225
Has heard of a listed city	N=1001	N=520	N=581	N=317	N=181	N=172	N=180	N=241	N=158	N=89	N=84 <td>N=85</td> <td>N=109</td> <td>N=159</td> <td>N=92</td> <td>N=88</td> <td>N=94</td> <td>N=133</td> <td>N=188</td> <td>N=118</td> <td>N=225</td>	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225
Yes	33%	32%		34%	42%	GH	42%	GH	32%	G	19%	27%	27%	44%	KLM	44%	LM	29%	30%	30%	35%
No	67%	68%		66%	58%		58%	58%	68%	DEF	73%	DE	54%	54%	54%	54%	54%	54%	54%	54%	54%

* Table Base: HAS HEARD OF A LISTED CITY

Las Vegas, NV																					
Total	Male (B)	Female (C)	Age			Male Age			Female Age			Region									
Total (Unweighted)	N=1001	N=520	N=581	N=317	N=181	N=172	N=180	N=241	N=158	N=89	N=84	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225
Has heard of a listed city	N=1001	N=520	N=581	N=317	N=181	N=172	N=180	N=241	N=158	N=89	N=84 <td>N=85</td> <td>N=109</td> <td>N=159</td> <td>N=92</td> <td>N=88</td> <td>N=94</td> <td>N=133</td> <td>N=188</td> <td>N=118</td> <td>N=225</td>	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225
Yes	82%	82%		82%	90%		90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%
No	18%	18%		18%	10%		10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%

* Table Base: HAS HEARD OF A LISTED CITY

Milwaukee, WI																					
Total	Male (B)	Female (C)	Age			Male Age			Female Age			Region									
Total (Unweighted)	N=1001	N=520	N=581	N=317	N=181	N=172	N=180	N=241	N=158	N=89	N=84	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225
Has heard of a listed city	N=1001	N=520	N=581	N=317	N=181	N=172	N=180	N=241	N=158	N=89	N=84 <td>N=85</td> <td>N=109</td> <td>N=159</td> <td>N=92</td> <td>N=88</td> <td>N=94</td> <td>N=133</td> <td>N=188</td> <td>N=118</td> <td>N=225</td>	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225
Yes	29%	33%	C	26%	33%	GH	32%	27%	24%	27%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%
No	71%	67%		74%	B	63%	68%	73%	73%	D	76%	D	76%	D	76%	D	76%	D	76%	76%	76%

* Table Base: HAS HEARD OF A LISTED CITY

Nashville, TN																					
Total	Male (B)	Female (C)	Age			Male Age			Female Age			Region									
Total (Unweighted)	N=1001	N=520	N=581	N=317	N=181	N=172	N=180	N=241	N=158	N=89	N=84	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225
Has heard of a listed city	N=1001	N=520	N=581	N=317	N=181	N=172	N=180	N=241	N=158	N=89	N=84 <td>N=85</td> <td>N=109</td> <td>N=159</td> <td>N=92</td> <td>N=88</td> <td>N=94</td> <td>N=133</td> <td>N=188</td> <td>N=118</td> <td>N=225</td>	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225
Yes	85%	80%		85%	85%		85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%
No	15%	20%		15%	15%	GH	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%

* Table Base: HAS HEARD OF A LISTED CITY

New Orleans, LA																					
Total	Male (B)	Female (C)	Age			Male Age			Female Age			Region									
Total (Unweighted)	N=1001	N=520	N=581	N=317	N=181	N=172	N=180	N=241	N=158	N=89	N=84	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225
Has heard of a listed city	N=1001	N=520	N=581	N=317	N=181	N=172	N=180	N=241	N=158	N=89	N=84 <td>N=85</td> <td>N=109</td> <td>N=159</td> <td>N=92</td> <td>N=88</td> <td>N=94</td> <td>N=133</td> <td>N=188</td> <td>N=118</td> <td>N=225</td>	N=85	N=109	N=159	N=92	N=88	N=94	N=133	N=188	N=118	N=225
Yes	88%	88%		88%	81%		83%	93%	DE	92%	DE	95%	DE								

Total (Unweighted)	N=1061	N=408	N=642	N=303	N=190	N=174	N=149	N=245	N=100	N=75	N=73	N=47	N=118	N=203	N=115	N=101	N=102	N=127	N=202	N=433	N=241	N=185	
Yes	87%	87%	87%	86%	87%	89%	90%	88%	85%	80%	82%	82%	87%	87%	81%	86%	88%	89%	90%	86%	86%	86%	88%
No	13%	13%	13%	14%	13%	11%	10%	12%	15%	20%	18%	18%	13%	13%	19%	14%	12%	11%	10%	14%	14%	12%	12%

* Table Base: HAS HEARD OF A LISTED CITY

Q51Q2: Based on your personal experience with the following places, how likely are you to recommend each to a family member, friend, or colleague as a place to visit?

Chicago, IL

	Gender		Age										Male Age					Female Age					Region		
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Region Midwest (U)	West (V)			
Total	N=556	N=208	N=254	N=154	N=87	N=79	N=104	N=133	N=82	N=47	N=42	N=60	N=69	N=72	N=39	N=43	N=43	N=43	N=74	N=43	N=173	N=178	N=152		
Total (Unweighted)	N=541	N=248	N=287	N=145	N=95	N=81	N=81	N=130	N=59	N=42	N=39	N=33	N=78	N=86	N=53	N=42	N=48	N=43	N=82	N=43	N=178	N=189	N=162		
Obs'd at all body	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%		
1	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%		
2	3%	2%	3%	3%	2%	2%	3%	1%	3%	3%	1%	3%	1%	3%	0%	0%	0%	2%	2%	3%	1%	1%	1%		
3	3%	6%	3%	3%	2%	2%	3%	2%	3%	2%	3%	2%	3%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%		
4	3%	4%	3%	2%	2%	2%	3%	2%	3%	2%	3%	2%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%		
5	11%	13%	10%	9%	10%	12%	15%	14%	6%	7%	18%	1%	16%	13%	10%	6%	10%	11%	10%	11%	10%	11%	11%		
6	9%	11%	6%	6%	3%	20%	3%	20%	12%	2%	2%	13%	6%	13%	6%	5%	5%	5%	12%	6%	5%	8%	5%		
7	11%	11%	6%	6%	14%	9%	12%	8%	12%	4%	12%	4%	13%	10%	13%	10%	13%	10%	12%	8%	13%	21%	6%		
8	13%	10%	16%	14%	14%	16%	14%	14%	10%	10%	10%	8%	9%	12%	10%	24%	11%	10%	13%	13%	14%	13%	13%		
9	12%	14%	13%	13%	13%	15%	15%	14%	10%	16%	12%	11%	11%	10%	10%	13%	8%	12%	13%	14%	11%	10%	10%		
10/Extremely likely	23%	20%	26%	34%	FGH	33%	IGH	18%	17%	10%	33%	KLM	35%	KM	8%	11%	7%	35%	R	32%	R	25%	13%		

* Table Base: VISITED A LISTED LOCATION

Cleveland, OH

	Gender		Age										Male Age					Female Age					Region		
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Region Midwest (U)	West (V)			
Total	N=349	N=207	N=140	N=100	N=58	N=49	N=58	N=75	N=58	N=43	N=42	N=36	N=42	N=42	N=15	N=20	N=22	N=22	N=54	N=32	N=128	N=92	N=65		
Total (Unweighted)	N=358	N=173	N=180	N=102	N=57	N=51	N=57	N=75	N=40	N=43	N=27	N=21	N=51	N=52	N=23	N=24	N=28	N=28	N=54	N=25	N=126	N=103	N=58		
Obs'd at all body	3%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%		
1	3%	2%	3%	3%	2%	2%	3%	2%	3%	2%	3%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%		
2	5%	5%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%		
3	10%	10%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%		
4	6%	6%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%		
5	19%	16%	22%	14%	8%	24%	2%	28%	4%	5%	29%	1%	23%	1%	2%	1%	2%	2%	2%	2%	2%	2%	2%		
6	13%	14%	11%	9%	22%	11%	14%	11%	7%	20%	12%	17%	11%	10%	13%	11%	10%	10%	10%	10%	12%	10%	10%		
7	8%	8%	7%	6%	8%	7%	8%	7%	8%	7%	8%	7%	8%	7%	8%	7%	8%	7%	7%	7%	7%	7%	7%		
8	12%	13%	15%	10%	15%	10%	11%	10%	7%	15%	12%	10%	9%	10%	18%	14%	13%	14%	13%	14%	13%	10%	18%		
9	7%	7%	7%	7%	12%	6%	6%	3%	16%	7%	7%	2%	11%	6%	4%	4%	4%	4%	4%	4%	4%	4%	4%		
10/Extremely likely	14%	15%	14%	14%	GH	18%	8%	14%	4%	2%	10%	M	20%	M	12%	4%	2%	20%	Q	9%	13%	5%	14%		

* Table Base: VISITED A LISTED LOCATION

Detroit, MI

	Gender		Age										Male Age					Female Age					Region		
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Region Midwest (U)	West (V)			
Total	N=325	N=199	N=122	N=106	N=45	N=33	N=69	N=81	N=69	N=47	N=42	N=43	N=39	N=38	N=13	N=15	N=17	N=17	N=50	N=32	N=104	N=108	N=65		
Total (Unweighted)	N=318	N=167	N=147	N=96	N=57	N=48	N=68	N=87	N=69	N=47	N=42	N=43	N=39	N=38	N=13	N=15	N=17	N=17	N=50	N=32	N=100	N=113	N=50		
Obs'd at all body	8%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%		
1	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%		
2	5%	6%	3%	4%	6%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%		
3	11%	9%	13%	10%	14%	10%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%		
4	9%	9%	8%	9%	7%	22%	OH	9%	7%	8%	20%	M	1%	11%	2%	2%	2%	2%	2%	2%	2%	2%	2%		
5	16%	17%	12%	13%	8%	13%	23%	18%	17%	8%	9%	27%	21%	4%	9%	17%	17%	14%	17%	21%	14%	10%	10%		
6	8%	8%	9%	9%	10%	9%	10%	9%	10%	9%	10%	9%	11%	12%	8%	4%	4%	4%	4%	4%	4%	4%	4%		
7	12%	11%	13%	10%	14%	10%	11%	10%	11%	10%	11%	10%	11%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%		
8	9%	7%	13%	6%	6%	17%	OH	22%	DGH	6%	5%	17%	IM	14%	0%	3%	6%	17%	32%	N	16%	9%	15%		
9	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%		
10/Extremely likely	11%	13%	8%	23%	FGH	14%	GH	6%	1%	3%	25%	LM	15%	IM	12%	0%	2%	18%	P	10%	0%	4%	6%		

* Table Base: VISITED A LISTED LOCATION

Las Vegas, NV

	Gender		Age										Male Age					Female Age					Region		
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Region Midwest (U)	West (V)			
Total	N=633	N=332	N=296	N=159	N=95	N=102	N=113	N=165	N=90	N=55	N=55	N=58	N=78	N=69	N=40	N=48	N=55	N=58	N=79	N=43	N=123	N=217			
Total (Unweighted)	N=628	N=328	N=292	N=153	N=93	N=102	N=113	N=161	N=89	N=55	N=55	N=58	N=78	N=69	N=40	N=48	N=55	N=58	N=79	N=43	N=121	N=215			
Obs'd at all body	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%			
1	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%			
2	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%			
3	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%			
4	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%			
5	6%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%			
6	7%	7%	8%	13%	IGH	10%	9%	10%	9%	10%	9%	10%	9%	10%	9%	10%	9%	10%	9%	9%	9%	9%	9%		
7	8%	8%	7%	7%	8%	4%	8%	7%	8%	7%	8%	7%	8%	7%	8%	7%	8%	7%	7%	7%	7%	7%			
8	18%	19%	17%	13%	19%	7%	21%	12%	27%	I	28%	I	25%	I	20%	20%	24%	14%	23%	15%	19%	19%			
9	18%	19%	17%	13%	19%	13%	21%	16%	31%	12%	34%	IM	20%	17%	20%	24%	17%	14%	17%	14%	19%	21%			
10/Extremely likely	37%	34%	40%	44%	GH	32%	10%	40%	37%	53%	JLM	39%	33%	23%	33%	37%	48%	31%	48%	31%	48%	33%			

* Table Base:
New York, NY

VISITED A LISTED LOCATION

	Gender				Age								Male Age				Female Age				Region			
	Total (A)	Male (B)	Female (C)		18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	18-34 (S)	South (T)	Midwest (U)	West (V)	
Total	N=615	N=313	N=295	N=162	N=88	N=94	N=91	N=102	N=156	N=86	N=44	N=52	N=58	N=77	N=78	N=42	N=42	N=59	N=79	N=72	N=153	N=103	N=137	
Total (Unweighted)	N=613	N=302	N=284	N=162	N=87	N=93	N=91	N=102	N=150	N=85	N=42	N=52	N=58	N=77	N=78	N=42	N=42	N=59	N=79	N=72	N=152	N=103	N=137	
Obs'd at all ages	4%	5%	2%	1%	1%	1%	6%	1%	6%	2%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
1	1%	1%	1%	1%	1%	1%	3%	0%	1%	2%	0%	2%	0%	2%	0%	1%	3%	0%	1%	2%	1%	2%	0%	
2	1%	1%	2%	0%	1%	0%	3%	0%	2%	0%	0%	0%	4%	1%	0%	2%	3%	0%	3%	1%	2%	0%	0%	
3	1%	1%	2%	0%	1%	0%	7%	0%	1%	0%	0%	0%	2%	1%	0%	4%	1%	0%	1%	0%	2%	0%	0%	
4	2%	1%	3%	1%	1%	0%	2%	0%	2%	0%	1%	0%	0%	1%	0%	1%	0%	4%	2%	1%	1%	2%	1%	
5	6%	8%	4%	5%	5%	4%	7%	10%	8%	6%	7%	6%	7%	8%	5%	1%	7%	6%	8%	7%	9%	7%	1%	
6	6%	7%	5%	6%	6%	4%	7%	4%	6%	11%	3%	11%	9%	3%	3%	5%	5%	3%	4%	4%	7%	9%	6%	
7	9%	9%	6%	7%	6%	4%	10%	4%	7%	11%	6%	11%	10%	7%	7%	11%	10%	4%	6%	11%	6%	13%	7%	
8	15%	18%	14%	14%	14%	20%	11%	17%	16%	20%	14%	14%	15%	11%	12%	19%	17%	6%	18%	15%	15%	10%	15%	
9	15%	11%	20%	10%	17%	15%	11%	23%	14%	19%	13%	13%	14%	14%	14%	17%	15%	31%	19%	13%	14%	15%	20%	
10Extremely likely	40%	39%	42%	44%	51%	41%	39%	40%	31%	45%	42%	41%	41%	25%	45%	61%	42%	37%	31%	35%	43%	30%	45%	

* Table Base:
Orlando, FL

VISITED A LISTED LOCATION

	Gender				Age								Male Age				Female Age				Region			
	Total (A)	Male (B)	Female (C)		18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	18-34 (S)	South (T)	Midwest (U)	West (V)	
Total	N=104	N=58	N=329	N=171	N=107	N=112	N=138	N=168	N=94	N=57	N=56	N=72	N=82	N=77	N=50	N=58	N=64	N=88	N=88	N=130	N=283	N=144	N=136	
Total (Unweighted)	N=108	N=52	N=308	N=172	N=119	N=117	N=109	N=181	N=92	N=53	N=52	N=72	N=81	N=77	N=50	N=58	N=65	N=87	N=88	N=130	N=291	N=150	N=102	
Obs'd at all ages	2%	2%	5%	1%	0%	2%	0%	0%	0%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
1	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
2	1%	0%	1%	0%	0%	0%	3%	0%	0%	0%	0%	2%	0%	0%	1%	0%	0%	4%	0%	1%	0%	0%	2%	
3	1%	1%	1%	0%	0%	0%	2%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	
4	1%	1%	1%	0%	2%	0%	0%	0%	1%	0%	0%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	
5	5%	4%	6%	5%	5%	2%	4%	9%	5%	3%	3%	2%	7%	7%	4%	6%	6%	2%	10%	6%	4%	3%	8%	
6	4%	7%	7%	2%	2%	1%	7%	7%	5%	2%	4%	0%	0%	0%	0%	4%	6%	6%	1%	11%	7%	7%	5%	
7	9%	12%	7%	7%	13%	10%	4%	12%	15%	15%	15%	15%	15%	15%	15%	12%	12%	6%	5%	12%	9%	7%	10%	
8	15%	18%	13%	13%	16%	17%	15%	17%	12%	15%	26%	16%	16%	21%	14%	16%	8%	14%	13%	14%	15%	23%	10%	
9	21%	18%	18%	13%	18%	18%	20%	18%	13%	27%	21%	26%	18%	12%	23%	14%	18%	13%	22%	19%	15%	28%	28%	
10Extremely likely	40%	35%	47%	51%	47%	39%	37%	38%	58%	34%	24%	22%	27%	27%	43%	44%	48%	53%	45%	45%	45%	33%	33%	

* Table Base:
Washington, D.C.

VISITED A LISTED LOCATION

	Gender				Age								Male Age				Female Age				Region			
	Total (A)	Male (B)	Female (C)		18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	18-34 (S)	South (T)	Midwest (U)	West (V)	
Total	N=559	N=301	N=254	N=143	N=79	N=81	N=117	N=138	N=79	N=44	N=45	N=65	N=65	N=69	N=64	N=35	N=38	N=52	N=70	N=119	N=216	N=122	N=122	
Total (Unweighted)	N=558	N=292	N=244	N=144	N=81	N=81	N=117	N=138	N=79	N=44	N=45	N=65	N=65	N=69	N=64	N=35	N=38	N=52	N=70	N=119	N=216	N=122	N=122	
Obs'd at all ages	2%	4%	1%	0%	2%	3%	0%	0%	0%	0%	0%	4%	8%	4%	0%	0%	1%	1%	2%	2%	1%	6%	1%	
1	0%	0%	1%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	4%	0%	0%	2%	1%	
2	1%	1%	1%	1%	0%	1%	0%	1%	3%	0%	0%	0%	0%	0%	0%	0%	3%	1%	2%	1%	0%	3%	0%	
3	1%	1%	2%	0%	0%	0%	2%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	
4	3%	2%	2%	3%	2%	2%	3%	1%	3%	1%	3%	0%	0%	2%	0%	2%	0%	1%	1%	1%	3%	1%	4%	
5	5%	5%	4%	8%	5%	4%	4%	4%	11%	2%	3%	6%	6%	5%	4%	8%	1%	7%	3%	4%	6%	6%	2%	
6	8%	9%	7%	7%	11%	7%	7%	7%	11%	2%	7%	10%	12%	5%	5%	11%	5%	11%	5%	11%	5%	5%	15%	
7	13%	15%	6%	20%	15%	15%	13%	8%	22%	3%	7%	19%	15%	14%	12%	13%	6%	10%	2%	17%	10%	14%	14%	
8	15%	14%	13%	13%	16%	17%	15%	17%	19%	13%	17%	18%	4%	23%	12%	15%	18%	14%	20%	16%	15%	8%	8%	
9	18%	18%	18%	13%	18%	18%	27%	15%	12%	15%	12%	32%	17%	14%	24%	24%	22%	17%	14%	17%	17%	18%	18%	
10Extremely likely	34%	30%	39%	33%	32%	34%	27%	40%	32%	24%	24%	22%	24%	27%	34%	33%	42%	52%	27%	40%	31%	33%	33%	

* Table Base:
Chicago, IL

VISITED A LISTED LOCATION

Q51Q4: Which of the following factors influenced your overall rating of Chicago, IL (i.e., the city and its surrounding suburbs) as a place to visit? Please select all that apply.

	Gender				Age								Male Age				Female Age				Region			
	Total (A)	Male (B)	Female (C)		18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	18-34 (S)	South (T)	Midwest (U)	West (V)	
Total	N=556	N=288	N=264	N=154	N=87	N=79	N=104	N=133	N=82	N=47	N=42	N=60	N=60	N=69	N=72	N=39	N=39	N=57	N=64	N=84	N=174	N=178	N=152	
Total (Unweighted)	N=541	N=248	N=257	N=145	N=85	N=81	N=104	N=133	N=82	N=47	N=42	N=60	N=60	N=69	N=72	N=39	N=39	N=57	N=64	N=81	N=178	N=189	N=142	
Presence of local businesses	15%	16%	15%	22%	FH	15%	10%	13%	13%	26%	K	16%	1%	14%	20%	11%	15%	15%	21%	11%	21%	14%	20%	
Personal safety (e.g., crime rates, police presence)	22%	20%	24%	14%	33%	14%	24%	33%	19%	6%	21%	20%	21%	20%	19%	20%	21%	17%	40%	23%	23%	20%	24%	
Cultural diversity	51%	31%	31%	31%	33%	31%	33%	33%	23%	31%	32%	34%	31%	21%	43%	F	30%	31%	24%	25%	32%	27%	37%	
Local cost of living (e.g., food prices, sales tax rates)	17%	18%	16%	24%	gh	21%	gh	19%	11%	10%	M	18%	1%	7%	18%	18%	22%	9%	13%	17%	16%	18%	18%	
Trip cost	24%	27%	22%	33%	gh	34%	gh	28%	17%	20%	31%	25%	24%	20%	29%	20%	21%	15%	15%	27%	27%	20%	20%	
Weather	25%	24%	24%	38%	FQH	29%	19%	18%	16%	38%	IL	34%	I	19%	32%	37%	R	22%	20%	22%	30%	U	19%	
Local attractions	45%	42%	48%	41%	57%	dh	48%	41%	34%	34%	53%	44%	33%	48%	43%	6%	R	57%	33%	41%	46%	40%	42%	
Diversity of activities	37%	36%	38%	37%	34%	34%	34%	43%	35%	35%	28%	38%	32%	31%	49%	39%	37%	32%	40%	31%	41%	36%	42%	
Access to nature (e.g., parks, beaches, trails)	19%	18%	19%	24%	egh	18%	17%	18%	11%	18%	18%	18%	18%	18%	18%	18%	18%	13%	15%	15%	15%	18%	18%	
Public transit (e.g., subway, bus, ferry)	24%	22%	24%	28%	20%	20%	25%	24%	20%	21%	44%	KM	16%	14%	28%	26%	18%	22%	27%	18%	21%	26%	27%	
Restaurant options	47%	48%	46%	43%	FH	45%	56%	47%	41%	41%	41%	58%	53%	49%	44%	49%	31%	60%	44%	45%	43%	48%	48%	
Local COVID-19 situation (e.g., cases, vaccination mandates)	9%	9%	7%	10%	gh	9%	7%	9%	1%	10%	1%	0%	0%	2%	18%	7%	3%	5%	10%	6%	9%	9%	9%	
Lodging options	24%	24%	25%	23%	20%	24%	20%	24%	20%	20%	25%	14%	20%	20%	27%	20%								

QS1S1: On average, how frequently did you travel for the following purposes before the COVID-19 pandemic (March 2020)?

Business (e.g., conferences, offsite client meetings)

	Total (A) N=1091	Detractor (0-6) (B) N=227	Passive (7-8) (C) N=134	Promoter (9-10) (D) N=195	7+ (E) N=329
Total	N=1091	N=227	N=134	N=195	N=329
Total (Unweighted)	N=1091	N=213	N=148	N=180	N=328
At least once a week	8%	8%	5%	16%	12%
At least once a month	14%	12%	17%	27%	23%
At least once a year	17%	15%	23%	18%	20%
Less often than once a year	9%	11%	9%	9%	9%
N/A - I did not travel for this before the COVID-19 pandemic.	46%	48%	41%	26%	32%
I don't remember.	6%	6%	5%	4%	4%

* Table Base: U.S. RESPONDENTS

Personal (e.g., vacation, destination remote work)

	Total (A) N=1091	Detractor (0-6) (B) N=227	Passive (7-8) (C) N=134	Promoter (9-10) (D) N=195	7+ (E) N=329
Total	N=1091	N=227	N=134	N=195	N=329
Total (Unweighted)	N=1091	N=213	N=148	N=180	N=328
At least once a week	7%	2%	9%	14%	12%
At least once a month	17%	23%	15%	25%	21%
At least once a year	49%	51%	50%	52%	51%
Less often than once a year	11%	11%	12%	5%	8%
N/A - I did not travel for this before the COVID-19 pandemic.	12%	11%	9%	3%	6%
I don't remember.	3%	2%	4%	1%	3%

* Table Base: U.S. RESPONDENTS

QS1S2: How likely are you to travel for each of the following purposes in the next 3 months?

Business (e.g., conferences, offsite client meetings)

	Total (A) N=1091	Detractor (0-6) (B) N=227	Passive (7-8) (C) N=134	Promoter (9-10) (D) N=195	7+ (E) N=329
Total	N=1091	N=227	N=134	N=195	N=329
Total (Unweighted)	N=1091	N=213	N=148	N=180	N=328
Not at all likely	50%	60%	46%	33%	38%
Not very likely	17%	12%	20%	15%	17%
Somewhat likely	20%	18%	22%	23%	23%
Very likely	13%	10%	11%	29%	22%

* Table Base: U.S. RESPONDENTS

Personal (e.g., vacation, destination remote work)

	Total (A) N=1091	Detractor (0-6) (B) N=227	Passive (7-8) (C) N=134	Promoter (9-10) (D) N=195	7+ (E) N=329
Total	N=1091	N=227	N=134	N=195	N=329
Total (Unweighted)	N=1091	N=213	N=148	N=180	N=328
Not at all likely	14%	17%	15%	11%	12%
Not very likely	14%	18%	19%	8%	12%
Somewhat likely	33%	23%	31%	34%	33%
Very likely	39%	43%	35%	48%	43%

* Table Base: U.S. RESPONDENTS

QS1Q1: Please indicate whether you have lived in or visited each of the following places (i.e., the city and its surrounding suburbs).

Chicago, IL

	Total (A) N=1091	Detractor (0-6) (B) N=227	Passive (7-8) (C) N=134	Promoter (9-10) (D) N=195	7+ (E) N=329
Total	N=1091	N=227	N=134	N=195	N=329
Total (Unweighted)	N=1091	N=213	N=148	N=180	N=328
Has been to this city (Net)	51%	100%	100%	100%	100%
I've lived in this city.	9%	11%	15%	30%	24%
I've only visited this city.	42%	89%	85%	70%	76%
I've never lived in nor visited this city.	44%	0%	0%	0%	0%
I've never heard of this city.	5%	0%	0%	0%	0%

* Table Base: U.S. RESPONDENTS

Cleveland, OH

	Total (A) N=1091	Detractor (0-6) (B) N=227	Passive (7-8) (C) N=134	Promoter (9-10) (D) N=195	7+ (E) N=329
Total	N=1091	N=227	N=134	N=195	N=329
Total (Unweighted)	N=1091	N=213	N=148	N=180	N=328
Has been to this city (Net)	32%	41%	43%	59%	53%
I've lived in this city.	4%	5%	2%	8%	6%
I've only visited this city.	28%	36%	41%	51%	47%
I've never lived in nor visited this city.	64%	57%	53%	37%	44%
I've never heard of this city.	4%	2%	3%	4%	4%

* Table Base: U.S. RESPONDENTS

Detroit, MI

	Total (A) N=1091	Detractor (0-6) (B) N=227	Passive (7-8) (C) N=134	Promoter (9-10) (D) N=195	7+ (E) N=329
Total	N=1091	N=227	N=134	N=195	N=329
Total (Unweighted)	N=1091	N=213	N=148	N=180	N=328
Has been to this city (Net)	30%	41%	52%	54%	53%
I've lived in this city.	4%	5%	11%	6%	8%
I've only visited this city.	26%	36%	40%	48%	45%
I've never lived in nor visited this city.	67%	57%	46%	44%	45%
I've never heard of this city.	3%	2%	2%	2%	2%

* Table Base: U.S. RESPONDENTS

Las Vegas, NV

	Total (A)	Detractor (0-6) (B)	Passive (7-8) (C)	Promoter (9-10) (D)	7+ (E)
Total	N=1091	N=227	N=134	N=195	N=329
Total (Unweighted)	N=1091	N=213	N=148	N=180	N=328
Has been to this city (Net)	58%	67%	76%	77%	77%
I've lived in this city.	5%	6%	7%	10%	9%
I've only visited this city.	53%	61%	68%	68%	68%
I've never lived in nor visited this city.	40%	31%	21%	21%	21%
I've never heard of this city.	2%	2%	3%	2%	2%

* Table Base: U.S. RESPONDENTS

Milwaukee, WI

	Total (A)	Detractor (0-6) (B)	Passive (7-8) (C)	Promoter (9-10) (D)	7+ (E)
Total	N=1091	N=227	N=134	N=195	N=329
Total (Unweighted)	N=1091	N=213	N=148	N=180	N=328
Has been to this city (Net)	24%	37%	36%	52%	45%
I've lived in this city.	2%	2%	6%	5%	5%
I've only visited this city.	22%	35%	31%	46%	40%
I've never lived in nor visited this city.	72%	60%	58%	47%	52%
I've never heard of this city.	4%	3%	5%	1%	3%

* Table Base: U.S. RESPONDENTS

Nashville, TN

	Total (A)	Detractor (0-6) (B)	Passive (7-8) (C)	Promoter (9-10) (D)	7+ (E)
Total	N=1091	N=227	N=134	N=195	N=329
Total (Unweighted)	N=1091	N=213	N=148	N=180	N=328
Has been to this city (Net)	43%	53%	55%	67%	62%
I've lived in this city.	3%	4%	3%	6%	5%
I've only visited this city.	40%	49%	52%	61%	57%
I've never lived in nor visited this city.	54%	45%	42%	31%	36%
I've never heard of this city.	3%	2%	3%	1%	2%

* Table Base: U.S. RESPONDENTS

New Orleans, LA

	Total (A)	Detractor (0-6) (B)	Passive (7-8) (C)	Promoter (9-10) (D)	7+ (E)
Total	N=1091	N=227	N=134	N=195	N=329
Total (Unweighted)	N=1091	N=213	N=148	N=180	N=328
Has been to this city (Net)	37%	48%	44%	57%	51%
I've lived in this city.	3%	3%	2%	5%	4%
I've only visited this city.	35%	46%	41%	51%	47%
I've never lived in nor visited this city.	59%	50%	53%	41%	46%
I've never heard of this city.	3%	2%	4%	2%	3%

* Table Base: U.S. RESPONDENTS

New York, NY

	Total (A)	Detractor (0-6) (B)	Passive (7-8) (C)	Promoter (9-10) (D)	7+ (E)
Total	N=1091	N=227	N=134	N=195	N=329
Total (Unweighted)	N=1091	N=213	N=148	N=180	N=328
Has been to this city (Net)	56%	65%	64%	66%	66%
I've lived in this city.	10%	11%	11%	12%	11%
I've only visited this city.	47%	54%	54%	55%	54%
I've never lived in nor visited this city.	41%	35%	35%	30%	32%
I've never heard of this city.	3%	0%	1%	4%	3%

* Table Base: U.S. RESPONDENTS

Orlando, FL

	Total (A)	Detractor (0-6) (B)	Passive (7-8) (C)	Promoter (9-10) (D)	7+ (E)
Total	N=1091	N=227	N=134	N=195	N=329
Total (Unweighted)	N=1091	N=213	N=148	N=180	N=328
Has been to this city (Net)	64%	79%	74%	79%	77%
I've lived in this city.	5%	7%	5%	6%	6%
I've only visited this city.	58%	72%	69%	73%	71%
I've never lived in nor visited this city.	33%	20%	21%	19%	20%
I've never heard of this city.	4%	2%	4%	2%	3%

* Table Base: U.S. RESPONDENTS

Washington, D.C.

	Total (A)	Detractor (0-6) (B)	Passive (7-8) (C)	Promoter (9-10) (D)	7+ (E)
Total	N=1091	N=227	N=134	N=195	N=329
Total (Unweighted)	N=1091	N=213	N=148	N=180	N=328
Has been to this city (Net)	51%	67%	56%	67%	62%
I've lived in this city.	4%	4%	3%	9%	6%
I've only visited this city.	47%	63%	53%	58%	56%
I've never lived in nor visited this city.	46%	32%	41%	32%	35%
I've never heard of this city.	3%	2%	3%	2%	2%

* Table Base: U.S. RESPONDENTS

QS1Q2: Based on what you know about the following places (i.e., the city and its surrounding suburbs), do you consider each to be a tourist destination?

Chicago, IL

Total (A)	Detractor (0-6) (B)	Passive (7-8) (C)	Promoter (9-10) (D)	7+ (E)
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Total	N=1041	N=227		N=134		N=195		N=329
Total (Unweighted)	N=1038	N=213		N=148		N=180		N=328
Yes	67%	59%		86%	B	95%	BC	91%
No	33%	41%	CDE	14%	D	5%		9%

* Table Base: HAS HEARD OF A LISTED CITY
Cleveland, OH

Total	Total (A)	Detractor (0-6) (B)		Passive (7-8) (C)		Promoter (9-10) (D)		7+ (E)
N=1045	N=1045	N=223		N=130		N=188		N=318
Total (Unweighted)	N=1042	N=207		N=143		N=173		N=316
Yes	34%	28%		45%	B	48%	B	47%
No	66%	72%	CDE	55%		52%		53%

* Table Base: HAS HEARD OF A LISTED CITY
Detroit, MI

Total	Total (A)	Detractor (0-6) (B)		Passive (7-8) (C)		Promoter (9-10) (D)		7+ (E)
N=1053	N=1053	N=222		N=132		N=191		N=322
Total (Unweighted)	N=1053	N=209		N=145		N=175		N=320
Yes	33%	17%		42%	B	53%	B	49%
No	67%	83%	CDE	58%		47%		51%

* Table Base: HAS HEARD OF A LISTED CITY
Las Vegas, NV

Total	Total (A)	Detractor (0-6) (B)		Passive (7-8) (C)		Promoter (9-10) (D)		7+ (E)
N=1065	N=1065	N=222		N=130		N=191		N=321
Total (Unweighted)	N=1059	N=207		N=143		N=176		N=319
Yes	92%	91%		92%		96%		95%
No	8%	9%		8%		4%		5%

* Table Base: HAS HEARD OF A LISTED CITY
Milwaukee, WI

Total	Total (A)	Detractor (0-6) (B)		Passive (7-8) (C)		Promoter (9-10) (D)		7+ (E)
N=1046	N=1046	N=220		N=127		N=193		N=320
Total (Unweighted)	N=1044	N=205		N=140		N=176		N=316
Yes	29%	19%		25%		47%	BC	38%
No	71%	81%	DE	75%	DE	53%		62%

* Table Base: HAS HEARD OF A LISTED CITY
Nashville, TN

Total	Total (A)	Detractor (0-6) (B)		Passive (7-8) (C)		Promoter (9-10) (D)		7+ (E)
N=1058	N=1058	N=222		N=130		N=193		N=323
Total (Unweighted)	N=1060	N=209		N=143		N=178		N=321
Yes	82%	76%		87%	B	88%	B	88%
No	18%	24%	CDE	13%		12%		12%

* Table Base: HAS HEARD OF A LISTED CITY
New Orleans, LA

Total	Total (A)	Detractor (0-6) (B)		Passive (7-8) (C)		Promoter (9-10) (D)		7+ (E)
N=1056	N=1056	N=222		N=129		N=191		N=320
Total (Unweighted)	N=1057	N=208		N=143		N=175		N=318
Yes	88%	90%		94%		94%		94%
No	12%	10%		6%		6%		6%

* Table Base: HAS HEARD OF A LISTED CITY
New York, NY

Total	Total (A)	Detractor (0-6) (B)		Passive (7-8) (C)		Promoter (9-10) (D)		7+ (E)
N=1062	N=1062	N=226		N=133		N=188		N=321
Total (Unweighted)	N=1065	N=212		N=147		N=174		N=321
Yes	90%	85%		93%	B	98%	Bc	96%
No	10%	15%	CDE	7%	d	2%		4%

* Table Base: HAS HEARD OF A LISTED CITY
Orlando, FL

Total	Total (A)	Detractor (0-6) (B)		Passive (7-8) (C)		Promoter (9-10) (D)		7+ (E)
N=1050	N=1050	N=223		N=128		N=192		N=320
Total (Unweighted)	N=1056	N=210		N=142		N=176		N=318
Yes	91%	94%		91%		93%		92%
No	9%	6%		9%		7%		8%

* Table Base: HAS HEARD OF A LISTED CITY
Washington, D.C.

Total	Total (A)	Detractor (0-6) (B)		Passive (7-8) (C)		Promoter (9-10) (D)		7+ (E)
N=1060	N=1060	N=223		N=130		N=192		N=322
Total (Unweighted)	N=1061	N=209		N=144		N=176		N=320
Yes	87%	84%		85%		96%	BC	91%
No	13%	16%	DE	15%	De	4%		9%

* Table Base: HAS HEARD OF A LISTED CITY

QS1Q3: Based on your personal experience with the following places, how likely are you to recommend each to a family member, friend, or colleague as a place to visit?

Chicago, IL

	Total (A)	Detractor (0-6) (B)	Passive (7-8) (C)	Promoter (9-10) (D)	7+ (E)
Total	N=556	N=227	N=134	N=195	N=329
Total (Unweighted)	N=541	N=213	N=148	N=180	N=328
Detractor (0-6)	41%	100%	CDE	0%	0%
0Not at all likely	5%	13%	CDE	0%	0%
1	3%	6%	CDE	0%	0%
2	3%	6%	CDE	0%	0%
3	6%	14%	CDE	0%	0%
4	4%	11%	CDE	0%	0%
5	11%	28%	CDE	0%	0%
6	9%	22%	CDE	0%	0%
Passive (7-8)	24%	0%	100%	BDE	41%
7	11%	0%	45%	BDE	18%
8	13%	0%	55%	BDE	23%
Promoter (9-10)	35%	0%	0%	100%	BCE
9	12%	0%	0%	36%	BCE
10Extremely likely	23%	0%	0%	64%	BCE
Mean	6.74	3.75	7.55	B	9.64
Standard Deviation	2.93	2.03	0.50	0.48	1.14

* Table Base: VISITED A LISTED LOCATION
Cleveland, OH

	Total (A)	Detractor (0-6) (B)	Passive (7-8) (C)	Promoter (9-10) (D)	7+ (E)
Total	N=349	N=94	N=58	N=115	N=173
Total (Unweighted)	N=356	N=94	N=69	N=103	N=172
Detractor (0-6)	58%	90%	CDE	53%	D
0Not at all likely	3%	10%	CDE	0%	0%
1	5%	8%	CE	0%	3%
2	5%	7%		3%	4%
3	8%	12%	e	4%	5%
4	6%	6%		10%	4%
5	19%	34%	CDE	17%	D
6	13%	14%		19%	12%
Passive (7-8)	20%	7%	40%	BD	21%
7	8%	4%	17%	B	9%
8	12%	3%	23%	B	13%
Promoter (9-10)	22%	3%	6%	BCe	46%
9	7%	1%	5%	B	11%
10Extremely likely	14%	2%	1%	35%	BCe
Mean	5.93	4.11	6.22	B	7.47
Standard Deviation	2.80	2.35	1.79	2.66	2.47

* Table Base: VISITED A LISTED LOCATION
Detroit, MI

	Total (A)	Detractor (0-6) (B)	Passive (7-8) (C)	Promoter (9-10) (D)	7+ (E)
Total	N=325	N=94	N=69	N=105	N=174
Total (Unweighted)	N=318	N=90	N=76	N=96	N=172
Detractor (0-6)	61%	96%	CDE	51%	D
0Not at all likely	6%	16%	CDE	1%	0%
1	7%	12%	CDE	1%	2%
2	5%	7%	d	6%	d
3	11%	19%	CDE	6%	7%
4	9%	14%	DE	9%	3%
5	16%	14%		18%	11%
6	9%	13%		9%	8%
Passive (7-8)	21%	4%	38%	B	28%
7	12%	2%	26%	B	15%
8	9%	2%	12%	B	14%
Promoter (9-10)	18%	0%	11%	BC	39%
9	7%	0%	9%	B	11%
10Extremely likely	11%	0%	2%	29%	BCe
Mean	5.42	3.19	5.91	B	7.34
Standard Deviation	2.92	2.19	2.20	2.49	2.47

* Table Base: VISITED A LISTED LOCATION
Las Vegas, NV

	Total (A)	Detractor (0-6) (B)	Passive (7-8) (C)	Promoter (9-10) (D)	7+ (E)
Total	N=633	N=152	N=101	N=151	N=252
Total (Unweighted)	N=576	N=132	N=106	N=128	N=234
Detractor (0-6)	19%	31%	CDE	15%	D
0Not at all likely	2%	5%	CDE	0%	0%
1	1%	1%		1%	0%
2	1%	0%		0%	0%
3	1%	0%		1%	1%
4	1%	1%		1%	1%
5	6%	12%	DE	6%	D
6	7%	12%	DE	7%	2%
Passive (7-8)	26%	35%	DE	26%	18%
7	8%	10%		8%	4%
8	18%	24%	d	18%	14%
Promoter (9-10)	55%	35%	60%	B	76%
9	18%	14%	30%	BD	17%
10Extremely likely	37%	20%	30%	60%	BCe
Mean	8.17	7.33	8.37	B	9.14
Standard Deviation	2.21	2.46	1.75	1.42	1.60

* Table Base: VISITED A LISTED LOCATION
Milwaukee, WI

	Total (A)	Detractor (0-6) (B)	Passive (7-8) (C)	Promoter (9-10) (D)	7+ (E)
Total	N=260	N=83	N=49	N=101	N=150
Total (Unweighted)	N=240	N=72	N=49	N=88	N=137
Detractor (0-6)	50%	77% CDE	43%	30%	35%
0Not at all likely	4%	12% CDE	0%	0%	0%
1	2%	4%	4%	1%	2%
2	6%	17% CDE	1%	1%	1%
3	7%	9%	9%	5%	7%
4	5%	8%	9%	1%	4%
5	13%	18% DE	11%	5%	7%
6	12%	9%	10%	16%	14%
Passive (7-8)	24%	20%	40% bD	18%	25%
7	12%	11%	23% D	7%	12%
8	12%	9%	17%	11%	13%
Promoter (9-10)	26%	3%	17% B	51% BC	40% BC
9	9%	2%	10%	13% b	12% b
10Extremely likely	17%	1%	6%	38% BC	28% BC
Mean	6.27	4.20	6.35 B	7.86 BC	7.37 BC
Standard Deviation	2.84	2.62	2.29	2.35	2.43

* Table Base:
Nashville, TN

VISITED A LISTED LOCATION

	Total (A)	Detractor (0-6) (B)	Passive (7-8) (C)	Promoter (9-10) (D)	7+ (E)
Total	N=470	N=119	N=74	N=131	N=205
Total (Unweighted)	N=474	N=112	N=85	N=117	N=202
Detractor (0-6)	21%	40% CDE	13%	7%	9%
0Not at all likely	2%	6% CDE	0%	0%	0%
1	0%	0%	0%	1%	1%
2	1%	4% dE	1%	0%	0%
3	1%	2%	3%	0%	1%
4	2%	6%	2%	0%	1%
5	6%	10% CdE	2%	4%	3%
6	8%	12% DE	6%	2%	4%
Passive (7-8)	30%	32%	37%	25%	30%
7	11%	11%	10%	6%	7%
8	19%	21%	28%	19%	22%
Promoter (9-10)	49%	28%	50% B	68% BC	61% B
9	18%	13%	12%	22%	19%
10Extremely likely	31%	15%	37% B	46% B	43% B
Mean	7.95	6.71	8.35 B	8.85 Bc	8.67 B
Standard Deviation	2.20	2.72	1.81	1.50	1.63

* Table Base:
New Orleans, LA

VISITED A LISTED LOCATION

	Total (A)	Detractor (0-6) (B)	Passive (7-8) (C)	Promoter (9-10) (D)	7+ (E)
Total	N=408	N=109	N=59	N=110	N=169
Total (Unweighted)	N=411	N=106	N=69	N=95	N=164
Detractor (0-6)	17%	31% CDE	9%	3%	5%
0Not at all likely	3%	8% CDE	0%	0%	0%
1	0%	0%	0%	0%	0%
2	1%	3%	0%	1%	0%
3	1%	0%	1%	0%	0%
4	2%	3%	2%	2%	2%
5	4%	9% cDE	1%	1%	1%
6	4%	8% DE	5% d	0%	2%
Passive (7-8)	30%	35%	31%	24%	26%
7	13%	18% DE	13%	5%	8%
8	16%	17%	19%	19%	19%
Promoter (9-10)	54%	34%	60% B	73% B	68% B
9	18%	15%	23%	20%	21%
10Extremely likely	35%	18%	37% B	52% Bc	47% B
Mean	8.07	6.97	8.58 B	9.07 Bc	8.90 B
Standard Deviation	2.31	2.80	1.56	1.35	1.44

* Table Base:
New York, NY

VISITED A LISTED LOCATION

	Total (A)	Detractor (0-6) (B)	Passive (7-8) (C)	Promoter (9-10) (D)	7+ (E)
Total	N=615	N=147	N=86	N=130	N=216
Total (Unweighted)	N=613	N=136	N=98	N=118	N=216
Detractor (0-6)	21%	37% CDE	14% De	2%	7%
0Not at all likely	4%	13% CDE	0%	0%	0%
1	1%	1%	0%	0%	0%
2	1%	3% dE	0%	0%	0%
3	1%	1%	1%	0%	0%
4	2%	2% e	0%	0%	0%
5	6%	8% d	9%	2%	5%
6	6%	8% DE	5%	1%	2%
Passive (7-8)	24%	23%	39% BDE	15%	25% d
7	9%	8% D	15% D	5%	9%
8	15%	15% D	24% D	10%	16%
Promoter (9-10)	55%	40%	47%	82% BCE	68% BC
9	15%	13%	20%	14%	16%
10Extremely likely	40%	27%	27%	69% BCE	52% BC
Mean	8.00	6.72	8.18 B	9.39 BCE	8.91 BC
Standard Deviation	2.56	3.40	1.62	1.09	1.45

* Table Base:
Orlando, FL

VISITED A LISTED LOCATION

	Total (A)	Detractor (0-6) (B)	Passive (7-8) (C)	Promoter (9-10) (D)	7+ (E)
Total	N=694	N=179	N=99	N=155	N=254
Total (Unweighted)	N=698	N=166	N=113	N=140	N=253
Detractor (0-6)	16%	25%	cDE	8%	10%
0Not at all likely	2%	4%	cDE	0%	0%
1	1%	1%		0%	0%
2	1%	0%		1%	1%
3	1%	3%	dE	0%	0%
4	1%	1%		1%	1%
5	5%	6%		2%	5%
6	6%	9%	e	3%	3%
Passive (7-8)	25%	30%	36%	23%	28%
7	9%	13%		8%	10%
8	15%	17%		15%	18%
Promoter (9-10)	59%	45%	50%	70%	62%
9	19%	17%		20%	21%
10Extremely likely	40%	28%		50%	41%
Mean	8.32	7.59	8.20	8.88	8.61
Standard Deviation	2.14	2.57	1.80	1.54	1.68

* Table Base: VISITED A LISTED LOCATION
Washington, D.C.

	Total (A)	Detractor (0-6) (B)	Passive (7-8) (C)	Promoter (9-10) (D)	7+ (E)
Total	N=559	N=151	N=75	N=130	N=205
Total (Unweighted)	N=566	N=139	N=87	N=119	N=206
Detractor (0-6)	20%	34%	CDE	3%	7%
0Not at all likely	2%	8%	CDE	0%	0%
1	0%	1%		0%	0%
2	1%	1%		2%	2%
3	2%	3%	E	0%	0%
4	3%	3%		1%	2%
5	5%	6%	D	0%	3%
6	8%	13%	CDE	0%	1%
Passive (7-8)	28%	27%	43%	20%	29%
7	13%	11%		11%	15%
8	15%	16%		9%	13%
Promoter (9-10)	52%	39%	41%	77%	64%
9	18%	18%		23%	24%
10Extremely likely	34%	21%		54%	40%
Mean	7.96	7.07	7.86	9.03	8.60
Standard Deviation	2.31	2.86	1.68	1.54	1.69

* Table Base: VISITED A LISTED LOCATION

QS1Q4: Which of the following factors influenced your overall rating of Chicago, IL (i.e., the city and its surrounding suburbs) as a place to visit? Please select all that apply.

	Total (A)	Detractor (0-6) (B)	Passive (7-8) (C)	Promoter (9-10) (D)	7+ (E)
Total	N=556	N=227	N=134	N=195	N=329
Total (Unweighted)	N=541	N=213	N=148	N=180	N=328
Restaurant options	47%	30%	55%	60%	58%
Local attractions	45%	25%	54%	61%	58%
Location	38%	23%	36%	56%	48%
Diversity of activities	37%	18%	39%	57%	50%
Atmosphere	37%	21%	39%	53%	47%
Cultural diversity	31%	20%	25%	47%	38%
Trip cost	26%	17%	28%	36%	33%
Weather	25%	20%	25%	31%	29%
Lodging options	24%	12%	29%	36%	33%
Public transit (e.g., subway, bus, ferry)	24%	17%	23%	33%	29%
Personal safety (e.g., crime rates, police presence)	22%	32%	CDE	14%	15%
Cleanliness	22%	20%	13%	30%	23%
Access to nature (e.g., parks, beaches, trails)	19%	10%	15%	31%	24%
Resident attitudes	17%	18%	13%	19%	17%
Local cost of living (e.g., food prices, sales tax rates)	17%	11%	17%	24%	21%
Presence of local businesses	15%	5%	20%	24%	22%
Local COVID-19 situation (e.g., cases, vaccination mandates)	9%	3%	6%	17%	13%
None of these	7%	15%	CDE	0%	1%

* Table Base: VISITED A LISTED LOCATION