



Do you plan to take a vacation this summer (between now and September 1, 2022)?

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		Region				Gender		Age			Education			Household income			
	Total	Northeast	Midwest	South	West	Male	Female	'18-34	'35-54	'55+	<=HS	College/Associate	Univ+	<\$25K	\$25-49K	\$50K-99K	\$100K+
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE: All Respondents	1509	283	314	571	341	688	821	247	535	727	253	498	758	205	334	544	340
BASE: WEIGHTED	1509	262	313	574	360	728	781	437	497	576	258	487	764	201	347	537	331
Yes	942	159	201	359	223	487	456	330	315	297	135	266	541	78	192	367	268
	62%	61%	64%	63%	62%	67%	58%	76%	63%	52%	52%	55%	71%	39%	55%	68%	81%
No						G		IJ	J				KL		N	NO	NOP
	567	102	111	215	138	242	325	106	182	279	123	221	223	123	155	170	63
	38%	39%	36%	37%	38%	33%	42%	24%	37%	48%	48%	45%	29%	61%	45%	32%	19%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G - H/I/J - K/L/M - N/O/P/Q

Overlap formulae used.

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni May 9th 2022

Maru/Blue

May 10th 2022

10 May 2022

Q2. And for your vacation, do you expect it to mainly be domestic (within the US) or an international vacation?

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		Region				Gender		Age			Education			Household income			
	Total	Northeast	Midwest	South	West	Male	Female	'18-34	'35-54	'55+	<=HS	College/Associate	Univ+	<\$25K	\$25-49K	\$50K-99K	\$100K+
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE: If "Yes" At Q1	895	165	193	335	202	428	467	177	342	376	118	263	514	73	163	352	268
BASE: WEIGHTED	942	159	201	359	223	487	456	330	315	297	135*	266	541	78*	192*	367	268
Domestic (within the United States)	791	128	186	309	168	410	381	268	267	256	121	228	442	71	170	306	212
	84%	80%	92%	86%	75%	84%	84%	81%	85%	86%	90%	86%	82%	90%	89%	83%	79%
International (outside of the US and not Canada or Mexico)	116	24	13	39	40	56	59	49	36	30	8	27	80	4	12	50	45
	12%	15%	6%	11%	18%	12%	13%	15%	11%	10%	6%	10%	15%	5%	6%	14%	17%
Across the border and into Canada	17	4	2	3	8	10	7	4	5	7	4	7	6	3	3	5	6
	2%	2%	1%	1%	4%	2%	2%	1%	2%	2%	3%	3%	1%	4%	2%	1%	2%
Across the border and into Mexico	19	4	1	7	7	11	8	9	7	4	1	4	14	1	6	7	5
	2%	3%	0%	2%	3%	2%	2%	3%	2%	1%	1%	2%	3%	1%	3%	2%	2%

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What is the main mode of travel you will use for your vacation?

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	Total	Region				Gender		Age			Education			Household income			
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
BASE: If "Yes" At Q1	895	165	193	335	202	428	467	177	342	376	118	263	514	73	163	352	268
BASE: WEIGHTED	942	159	201	359	223	487	456	330	315	297	135*	266	541	78*	192*	367	268
Stay at home for a vacation	28	2	8	13	5	19	8	11	12	5	13	6	9	8	3	8	7
	3%	1%	4%	3%	2%	4%	2%	3%	4%	2%	10%	2%	2%	10%	1%	2%	3%
Drive to a local destination for a vacation	192	21	40	77	55	90	102	61	75	56	29	67	96	23	52	76	34
	20%	13%	20%	21%	25%	18%	22%	18%	24%	19%	22%	25%	18%	30%	27%	21%	13%
Drive to another state for a vacation	317	65	82	126	44	166	151	107	103	107	64	87	166	26	64	136	83
	34%	41%	41%	35%	20%	34%	33%	33%	33%	36%	48%	33%	31%	33%	33%	37%	31%
Travel by plane for an international vacation (other than Canada/Mexico)	102	19	13	36	34	54	48	44	32	26	2	22	78	0	12	47	38
	11%	12%	6%	10%	15%	11%	10%	13%	10%	9%	2%	8%	14%	-	6%	13%	14%
Travel by plane within the United States	230	40	51	80	58	123	107	82	73	74	14	59	156	12	48	77	86
	24%	25%	26%	22%	26%	25%	23%	25%	23%	25%	11%	22%	29%	15%	25%	21%	32%
Travel by plane to either Canada/Mexico	28	3	2	9	14	14	14	11	10	7	6	7	15	1	8	10	9
	3%	2%	1%	3%	6%	3%	3%	3%	3%	2%	5%	3%	3%	1%	4%	3%	3%
Travel by car to Canada	4	1	0	0	3	2	3	0	2	2	1	1	2	1	1	0	2
	0%	0%	-	-	2%	0%	1%	-	1%	1%	1%	0%	0%	1%	1%	-	1%
Travel by car to Mexico	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Go by rail/bus to a US destination	9	3	1	4	1	4	4	1	1	7	0	4	5	1	1	6	0
	1%	2%	0%	1%	1%	1%	1%	0%	0%	2%	-	1%	1%	1%	0%	2%	-
Go by rail/bus to a Canadian destination	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Go by rail/bus to a Mexican destination	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Go on a cruise for a vacation	18	3	2	10	3	5	14	4	3	11	3	5	11	1	2	5	9
	2%	2%	1%	3%	1%	1%	3%	1%	1%	4%	2%	2%	2%	1%	1%	1%	3%
Other	15	3	2	5	5	10	5	9	4	2	2	10	3	6	0	3	2
	2%	2%	1%	1%	2%	2%	1%	3%	1%	1%	1%	4%	1%	8%	-	1%	1%

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Omni May 9th 2022

Maru/Blue

May 10th 2022

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And, what is the main type of vacation you are planning to take?

	Region																
	Region				Gender		Age			Education			Household income				
	Total	Northeast	Midwest	South	West	Male	Female	'18-34	'35-54	'55+	<=HS	College/Associate	Univ+	<\$25K	\$25-49K	\$50K-99K	\$100K+
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE: If Yes At Q1	895	165	193	335	202	428	467	177	342	376	118	263	514	73	163	352	268
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Immersed in culture: experience local food/site-seeing, visiting historic sites/churches, museums/galleries/battlefields, learn a	130	24	24	52	30	69	61	48	47	34	12	31	87	6	16	55	46
	14%	15%	12%	15%	13%	14%	13%	15%	15%	11%	9%	12%	16%	8%	8%	15%	17%
Staycation: relax at or stick around close to home, day trips or visit a nearby town/city for a bed and breakfast, attend a local sporting event, or just read, putter, garden	57	7	15	19	16	33	24	30	17	10	11	23	23	10	17	23	5
	6%	4%	8%	5%	7%	7%	5%	9%	5%	3%	8%	9%	4%	13%	9%	6%	2%
Unplugged: at a resort, on a cruise, at a cottage, spa, with buffet/healthy food, meditation/yoga, lounging by the pool	91	16	26	38	11	39	52	35	22	33	7	23	62	5	21	31	24
	10%	10%	13%	10%	5%	8%	11%	11%	7%	11%	5%	8%	11%	6%	11%	8%	9%
Outdoor living: such as hiking, canoeing, camping, exploring the natural wilderness, fishing, hunting, staying at a lodge, boating, sailing, surfing, skiing	134	22	23	56	32	71	63	58	49	27	21	35	77	15	17	58	43
	14%	14%	12%	16%	14%	15%	14%	18%	16%	9%	16%	13%	14%	19%	9%	16%	16%
Strictly kids and family: just family and/or child/youth-oriented hotels with programs, amusement parks, camping, a road trip, stay at a cottage, skiing, swimming	164	28	35	58	43	80	84	50	73	41	14	49	100	6	40	58	55
	17%	18%	18%	16%	19%	16%	18%	15%	23%	14%	11%	19%	18%	8%	21%	16%	21%
Cosmopolitan: such as shopping at all the hot spots, eating at the trendiest restaurants and people watching with the hopes of spotting a celebrity	44	9	2	19	14	21	23	14	16	14	9	8	27	3	6	24	9
	5%	6%	1%	5%	6%	4%	5%	4%	5%	5%	7%	3%	5%	4%	3%	7%	3%
Thrill seeking: having your adrenaline pumping from trekking in high altitudes, skiing the snowy slopes, helicopter or riding white water adventures	16	1	2	8	6	10	7	2	11	3	4	2	11	0	4	4	8
	2%	1%	1%	2%	3%	2%	2%	1%	3%	1%	3%	1%	2%	-	2%	1%	3%
A road trip: driving to one or more destinations to just get away and enjoy different towns and cities in my state or across the US, stay in some motels/hotels/single night camping, enjoy stopping at restaurants along the way and	187	28	49	64	46	106	81	64	46	77	42	60	85	21	49	70	41
	20%	18%	24%	18%	21%	22%	18%	19%	15%	26%	31%	23%	16%	27%	26%	19%	15%
Other	119	24	25	45	25	59	61	28	33	58	15	35	70	12	21	44	38
	13%	15%	13%	13%	11%	12%	13%	8%	11%	20%	11%	13%	13%	15%	11%	12%	14%

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