

How likely are you to take a summer vacation this year?

[illegible]

Are you able to afford to take a summer vacation this year?

[illegible]

How much do you anticipate spending on your summer vacation this year?

[illegible]

To what extent do you agree or disagree with the following statements? - I'm scaling back my vacation plans this year due to inflation

[illegible]

To what extent do you agree or disagree with the following statements? - I'm scaling back my vacation plans this year due to an uncertain economy

[illegible]

To what extent do you agree or disagree with the following statements? - A summer vacation is a priority for me

[illegible]

To what extent do you agree or disagree with the following statements? - I'm prioritizing other plans instead of saving up for a summer vacation this year

[illegible]

To what extent do you agree or disagree with the following statements? - I really need a summer vacation

[illegible]

To what extent do you agree or disagree with the following statements? - I'm going to splurge on a nice vacation this summer

[illegible]

To what extent do you agree or disagree with the following statements? - Top 2 Box Summary

|                                                                                   |       | Gender |        |                                   | AGE   |       |     | EDUCATION |     |          |           | Generation |            |       |        |
|-----------------------------------------------------------------------------------|-------|--------|--------|-----------------------------------|-------|-------|-----|-----------|-----|----------|-----------|------------|------------|-------|--------|
|                                                                                   | Total | Male   | Female | Other/Pref<br>er not to<br>answer | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad | Gen Z      | Millennial | Gen X | Boomer |
|                                                                                   |       | A      | B      | C                                 | D     | E     | F   | G         | H   | I        | J         | K          | L          | M     | N      |
| I'm scaling back my vacation plans this year due to inflation                     | 671   | 325    | 339    | 7                                 | 199   | 251   | 221 | 105       | 185 | 226      | 154       | 99         | 189        | 197   | 187    |
|                                                                                   | 67%   | 67%    | 67%    | 55%                               | 71%   | 73%   | 59% | 72%       | 67% | 68%      | 63%       | 71%        | 73%        | 68%   | 60%    |
|                                                                                   |       |        |        | **                                | F     | F     |     | *         |     |          |           | *          | N          |       |        |
| I'm scaling back my vacation plans this year due to an uncertain economy          | 639   | 305    | 329    | 5                                 | 192   | 237   | 210 | 118       | 161 | 223      | 137       | 95         | 182        | 184   | 178    |
|                                                                                   | 64%   | 63%    | 65%    | 43%                               | 68%   | 69%   | 56% | 81%       | 58% | 67%      | 56%       | 68%        | 70%        | 64%   | 57%    |
|                                                                                   |       |        |        | **                                | F     | F     |     | HJ*       |     | J        |           | *          | N          |       |        |
| A summer vacation is a priority for me                                            | 526   | 263    | 256    | 7                                 | 172   | 190   | 165 | 61        | 129 | 186      | 150       | 83         | 156        | 156   | 131    |
|                                                                                   | 53%   | 55%    | 51%    | 56%                               | 61%   | 55%   | 44% | 42%       | 47% | 55%      | 62%       | 59%        | 60%        | 54%   | 42%    |
|                                                                                   |       |        |        | **                                | F     | F     |     | *         |     |          | GH        | N*         | N          | N     |        |
| I'm prioritizing other plans instead of saving up for a summer vacation this year | 601   | 301    | 295    | 5                                 | 187   | 228   | 186 | 100       | 148 | 209      | 144       | 87         | 181        | 180   | 153    |
|                                                                                   | 60%   | 62%    | 58%    | 43%                               | 67%   | 66%   | 50% | 68%       | 54% | 62%      | 59%       | 62%        | 70%        | 62%   | 49%    |
|                                                                                   |       |        |        | **                                | F     | F     |     | *         |     |          |           | *          | N          | N     |        |
| I really need a summer vacation                                                   | 788   | 370    | 408    | 10                                | 239   | 280   | 269 | 125       | 202 | 267      | 194       | 118        | 221        | 235   | 214    |
|                                                                                   | 79%   | 77%    | 81%    | 83%                               | 85%   | 81%   | 72% | 86%       | 73% | 80%      | 80%       | 84%        | 85%        | 82%   | 69%    |
|                                                                                   |       |        |        | **                                | F     | F     |     | *         |     |          |           | N*         | N          | N     |        |
| I'm going to splurge on a nice vacation this summer                               | 356   | 182    | 171    | 2                                 | 131   | 125   | 100 | 39        | 78  | 128      | 110       | 65         | 110        | 102   | 79     |
|                                                                                   | 36%   | 38%    | 34%    | 18%                               | 47%   | 36%   | 27% | 27%       | 28% | 38%      | 45%       | 47%        | 43%        | 35%   | 25%    |
|                                                                                   |       |        |        | **                                | F     | F     |     | *         |     | H        | GH        | N*         | N          | N     |        |

To what extent do you agree or disagree with the following statements? - Bottom 2 Box Summary

|                                                                                   |       | Gender |        |                                   | AGE   |       |     | EDUCATION |     |          |           | Generation |            |       |        |
|-----------------------------------------------------------------------------------|-------|--------|--------|-----------------------------------|-------|-------|-----|-----------|-----|----------|-----------|------------|------------|-------|--------|
|                                                                                   | Total | Male   | Female | Other/Pref<br>er not to<br>answer | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad | Gen Z      | Millennial | Gen X | Boomer |
|                                                                                   |       | A      | B      | C                                 | D     | E     | F   | G         | H   | I        | J         | K          | L          | M     | N      |
| I'm scaling back my vacation plans this year due to inflation                     | 329   | 158    | 166    | 5                                 | 82    | 95    | 152 | 41        | 91  | 109      | 89        | 41         | 70         | 91    | 126    |
|                                                                                   | 33%   | 33%    | 33%    | 45%                               | 29%   | 27%   | 41% | 28%       | 33% | 32%      | 37%       | 29%        | 27%        | 32%   | 40%    |
|                                                                                   |       |        |        | **                                |       |       | DE  | *         |     |          |           | *          |            |       | L      |
| I'm scaling back my vacation plans this year due to an uncertain economy          | 361   | 178    | 176    | 7                                 | 89    | 109   | 163 | 28        | 115 | 112      | 106       | 45         | 77         | 104   | 134    |
|                                                                                   | 36%   | 37%    | 35%    | 57%                               | 32%   | 31%   | 44% | 19%       | 42% | 33%      | 44%       | 32%        | 30%        | 36%   | 43%    |
|                                                                                   |       |        |        | **                                |       |       | DE  | *         | G   |          | GI        | *          |            |       | L      |
| A summer vacation is a priority for me                                            | 474   | 220    | 249    | 5                                 | 109   | 156   | 208 | 85        | 147 | 149      | 93        | 57         | 103        | 132   | 182    |
|                                                                                   | 47%   | 45%    | 49%    | 44%                               | 39%   | 45%   | 56% | 58%       | 53% | 45%      | 38%       | 41%        | 40%        | 46%   | 58%    |
|                                                                                   |       |        |        | **                                |       |       | DE  | J*        | J   |          |           | *          |            |       | KLM    |
| I'm prioritizing other plans instead of saving up for a summer vacation this year | 399   | 182    | 210    | 7                                 | 94    | 118   | 187 | 46        | 128 | 126      | 99        | 54         | 78         | 108   | 159    |
|                                                                                   | 40%   | 38%    | 42%    | 57%                               | 33%   | 34%   | 50% | 32%       | 46% | 38%      | 41%       | 38%        | 30%        | 38%   | 51%    |
|                                                                                   |       |        |        | **                                |       |       | DE  | *         |     |          |           | *          |            |       | LM     |
| I really need a summer vacation                                                   | 212   | 113    | 97     | 2                                 | 42    | 66    | 104 | 21        | 74  | 68       | 49        | 23         | 38         | 52    | 98     |
|                                                                                   | 21%   | 23%    | 19%    | 17%                               | 15%   | 19%   | 28% | 14%       | 27% | 20%      | 20%       | 16%        | 15%        | 18%   | 31%    |
|                                                                                   |       |        |        | **                                |       |       | DE  | *         |     |          |           | *          |            |       | KLM    |
| I'm going to splurge on a nice vacation this summer                               | 644   | 301    | 334    | 10                                | 150   | 221   | 273 | 107       | 198 | 207      | 133       | 75         | 149        | 186   | 234    |
|                                                                                   | 64%   | 62%    | 66%    | 82%                               | 53%   | 64%   | 73% | 73%       | 72% | 62%      | 55%       | 53%        | 57%        | 65%   | 75%    |
|                                                                                   |       |        |        | **                                |       |       | DE  | J*        | IJ  |          |           | *          |            |       | KLM    |