



2022 TRAVEL TRENDS

March 2022

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EXECUTIVE SUMMARY

What will 2022 travel look like for the 50-plus?

- While **2021 travel did not turn out as expected**, with half (51%) taking fewer trips than planned, **adults 50-plus are feeling safer about traveling this year** (77% vs. 40% last year).
- **More are planning to take at least one trip** in 2022 (67% vs. 54% last year) with an average of roughly four trips — just a **bit below prepandemic norms**.
- Travelers' enthusiasm for returning to travel is evident in a **rise in anticipated spend beyond prepandemic levels** (\$8,369 vs. \$7,314 expected for 2020, prepandemic).
 - **70-plus travelers will be the biggest spenders** in 2022 (\$11,561) and least likely to have a budget-conscious perspective (12% vs. **31% for 18–49**, 22% for 50–59, and 29% for 60–69).
 - But 70-plus travelers are more concerned about the pandemic than younger travelers (73% vs. 65% for those in their 50s and 69% for those in their 60s), and they are spending more on precautions than younger age groups, such as cancellable transportation and travel insurance.
 - **50-plus travelers will likely outspend those 18–49** by almost double (\$4,930).
- **50-plus workers are planning to take a lot of vacation days in 2022**. They are carrying over an average of two weeks of vacation into the year, along with their average of four weeks annual vacation. Most (60%) are planning to take most or all of that time off in 2022.

NOTE: Data collection for this study took place in November 2021 prior to the impact of the omicron variant.

What will 2022 travel look like for the 50-plus?

- **Travel plans are nearing prepandemic norms**, namely, the
 - proportions planning to **travel both domestically and internationally**, as opposed to domestic only (43%, similar to 46% prepandemic).
 - Note: Recent data collected in **February 2022 shows that plans to travel internationally have dropped** with 76% planning domestic only travel. This may be due to the impact of the omicron variant and/or international conflict.
 - **seasons** when domestic and international trips will take place.
 - Domestic: Spring rebounds back to match its prepandemic level (26%).
 - International: Fall slips back to its prepandemic level (21%).
 - **domestic travel planning windows have returned to prepandemic levels**, with 38% in the planning phase.
 - **transportation modes** for domestic and international trips, which are within 2 percentage points of prepandemic levels for airplanes (domestic and international) and personal vehicles (domestic).
- **International travel planning windows remain different than prepandemic** with fewer booked or in the planning phases and more in the idea phase.
- **Women are approaching travel slightly more cautiously** than men.
 - Fewer men 50-plus anticipate 2022 travel looking different from travel prepandemic (60% vs. 65% for women).
 - **More women are in the domestic travel idea phase** (51% vs. 47% for men), while men are leading in the domestic trip planning phase (37% vs. 31% for women).

NOTE: Data collection for this study took place in November 2021 prior to the impact of the omicron variant.

And what about those older adults who aren't ready to travel yet?

- As seen last year, **most nontravelers are undecided** rather than fully set against travel in 2022.
- Many nontravelers are **planning staycations in 2022 instead** (71%).
 - Highest among those nontravelers in their 50s (79%).
- Similar to last year, **nontravelers are saving their unused travel dollars for future travel** (42%).
 - Nontravelers 60-plus are the most likely to be saving for travel in the future (45%).



NOTE: Data collection for this study took place in November 2021 prior to the impact of the omicron variant.

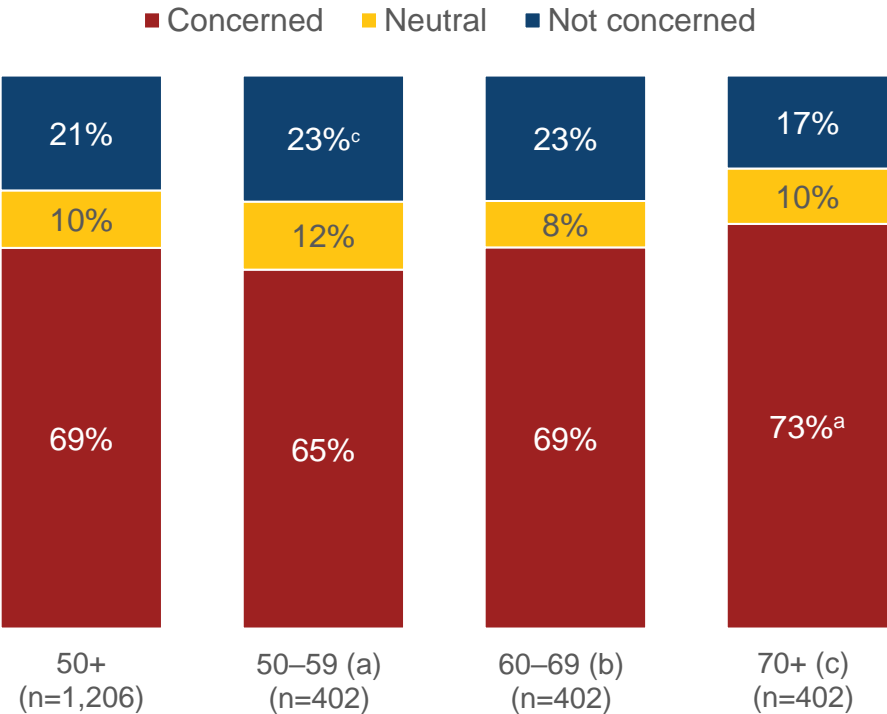


HOW WILL 2022 TRAVEL LOOK COMPARED TO RECENT YEARS?

Substantially more older adults feel that traveling is safe, although they are still concerned about the pandemic.

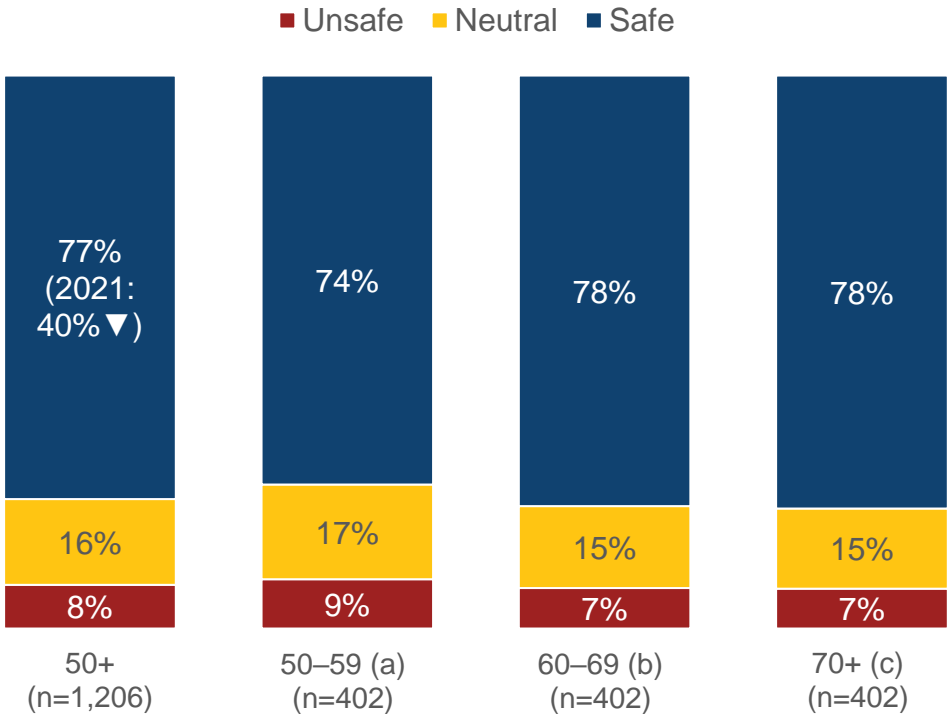
Safety perceptions of travel increased 37 percentage points since last year. Concern about the pandemic is highest among those age 70-plus.

Concern about COVID spread
Among 2022 travelers



Base: 2022 50+ Travelers
D3: Which of the following best describes your current level of concern for the spread of COVID-19?

Safety of travel during COVID
Among 2022 travelers

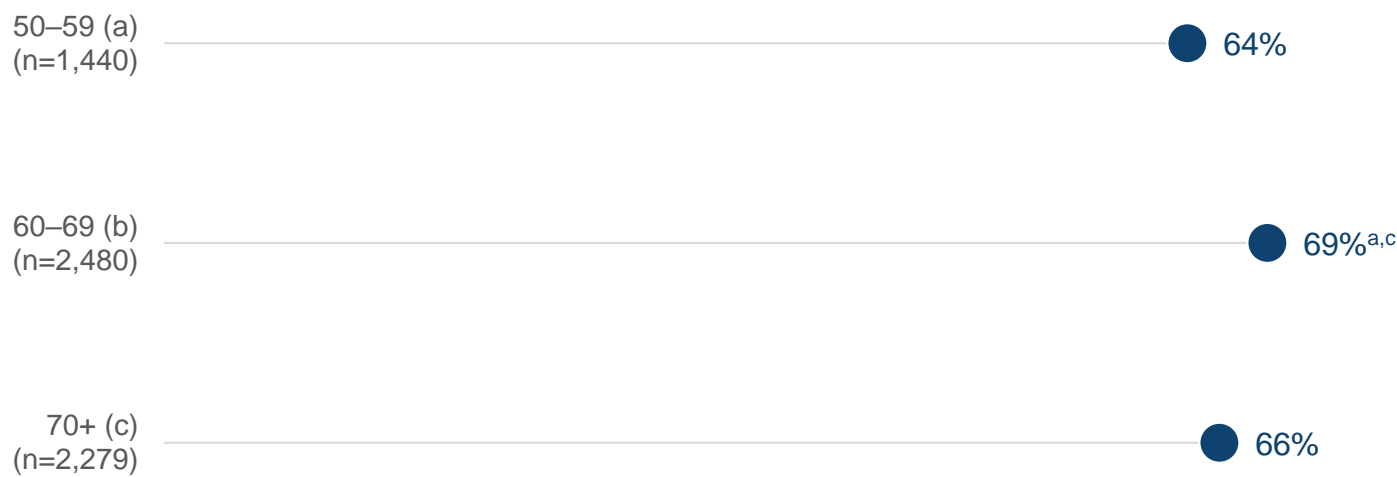


Base: 2022 50+ Travelers
T13: In general, how safe do you feel it is to traveling and vacationing given the impact of the pandemic?

But most adults 50-plus plan to take at least one trip in 2022, perhaps reflecting the rebound in their feeling that travel is safe.

Intent to travel in 2022 increased 13 percentage points from last year.

Percent who anticipate traveling in 2022



67% (2021: 54%)
of 50-plus plan on traveling in 2022



Base: 2022 50+ Traveler Incidence Check; (n=6,199)
S11: How many personal trips do you anticipate, or hope to take, next year in the calendar year 2022?
Personal travel is defined as taking a trip at least 50 miles from home for 2 or more nights

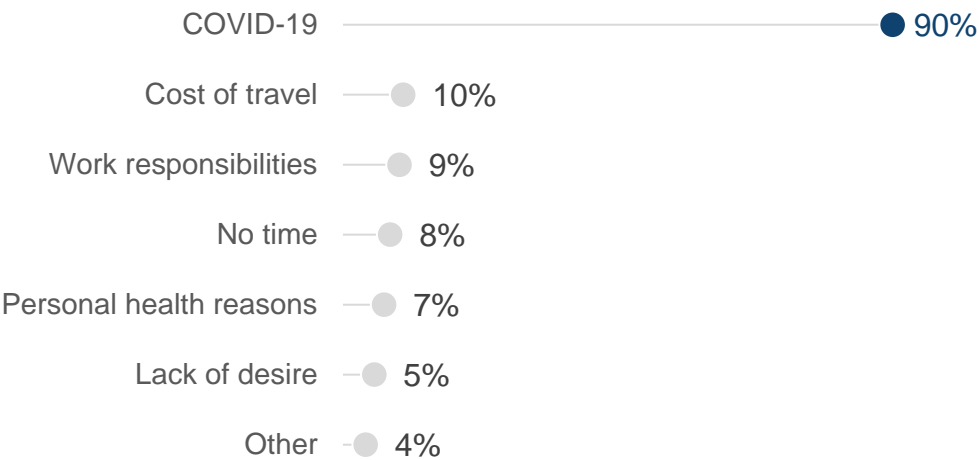
Letters denote significant differences between generations at the 95% confidence level

Yet, the estimated number of trips for 2022 remains conservative since travel in 2021 did not turn out as hoped for many 50-plus travelers.

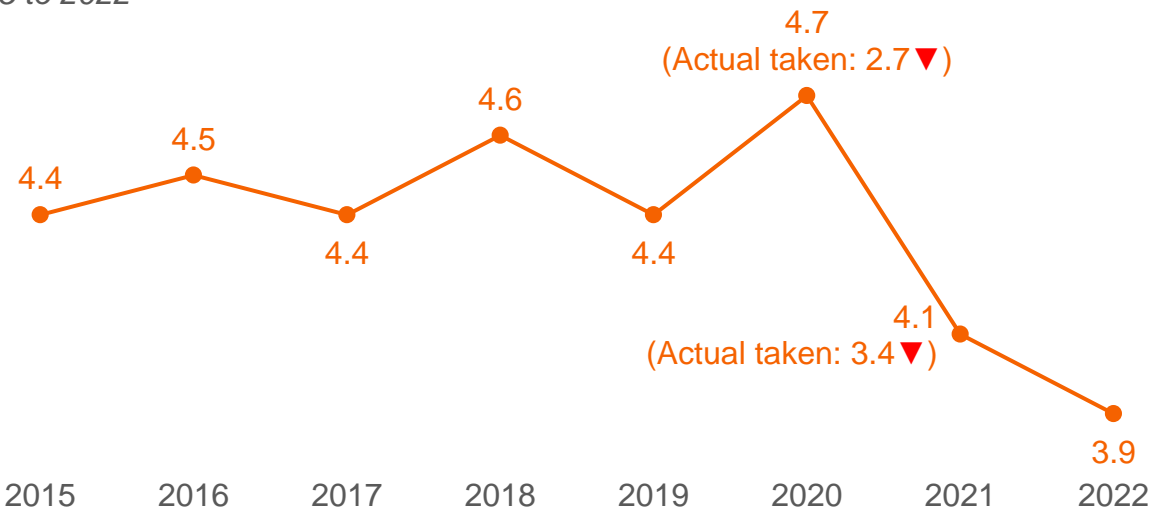
Percent who took **fewer**, the **same**, or **more** trips than planned in 2021



Primary reasons for fewer trips in 2021



Average number of trips anticipated 2015 to 2022



Base: 2022 50+ Travelers (n=1,206)

T1. To begin, had there not been a pandemic that continued to impact travel around the globe this past year - how many personal trips were you expecting to take in 2021? Your best estimate is fine. Please use '0' if appropriate.

Base: 2022 50+ Travelers Taking Fewer Trips Than Expected (n=642)

T2b: You indicated taking fewer trips in 2021 than originally planned. For those trips you did not take, which of the following statements best describes what happened? [NEW QUESTION 2021]

Traveler is defined as one who has taken at least one leisure trip in the past two years and anticipates taking at least one in the coming year (2022).

Base: 2022 50+ Travelers (n=1,206); S11: And finally, how many personal trips do you anticipate taking next year, in the calendar year of 2022?

After previously nearing prepandemic levels, the split of domestic vs. international for 2022 travel leans toward domestic only.

Domestic travel remains most popular, with a notable increase in those planning to travel both domestically and internationally.

Percent of travelers by anticipated travel destinations
Domestic only, *international only*, or *both*

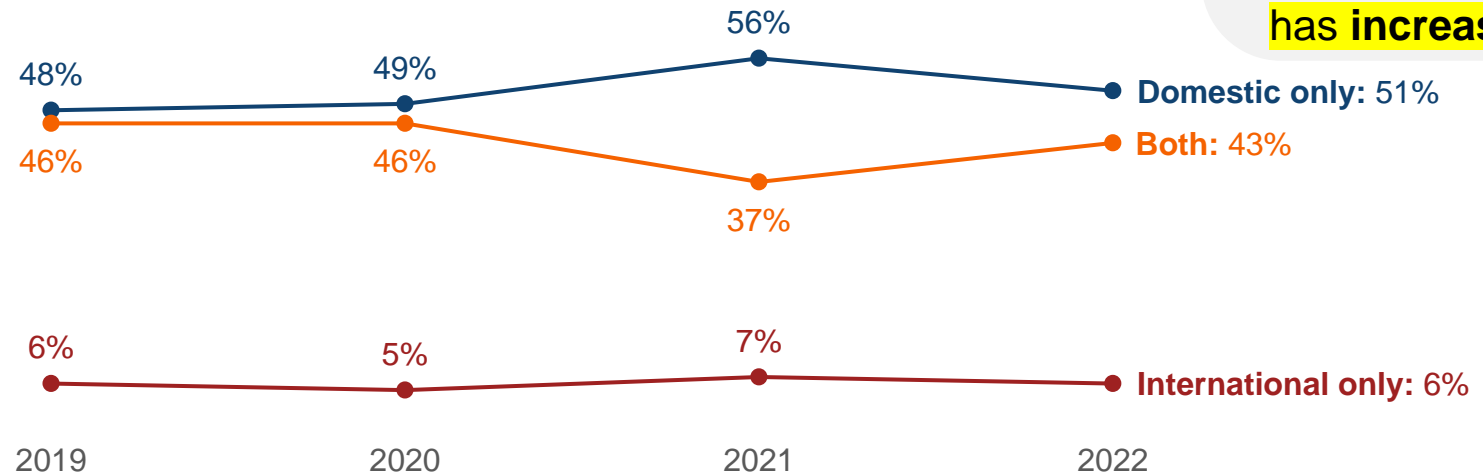
Note: Based on recent data collected in February 2022, with the start of international conflict and the impact of the omicron variant, as of February 2022 **domestic only** travel has increased to 76%

Average number of domestic trips planned*

3 to 4

Average number of international trips planned**

1 to 2



Base: 2022 50+ Travelers (n=1,206)

Q1a: How many of these trips will be international and how many will be domestic?

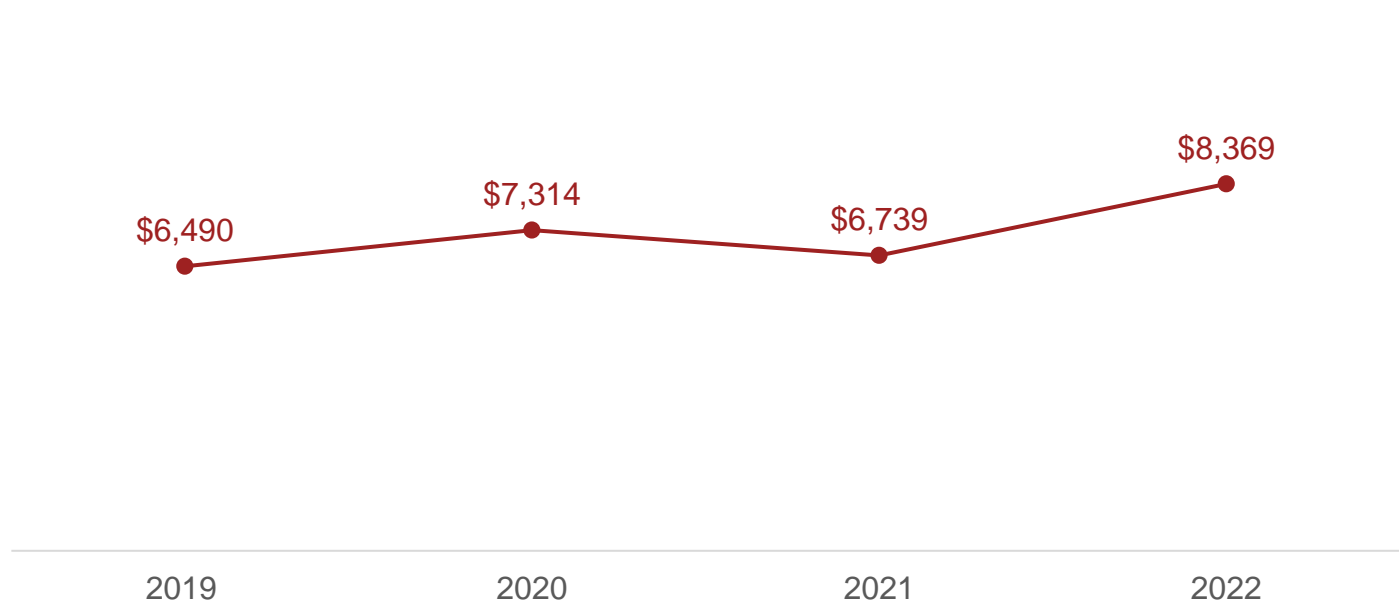
*Among those taking one or more domestic trips.

**Among those taking one or more international trips.

Expected travel spend shows an increase above prepandemic levels, reflecting pent-up demand for travel.

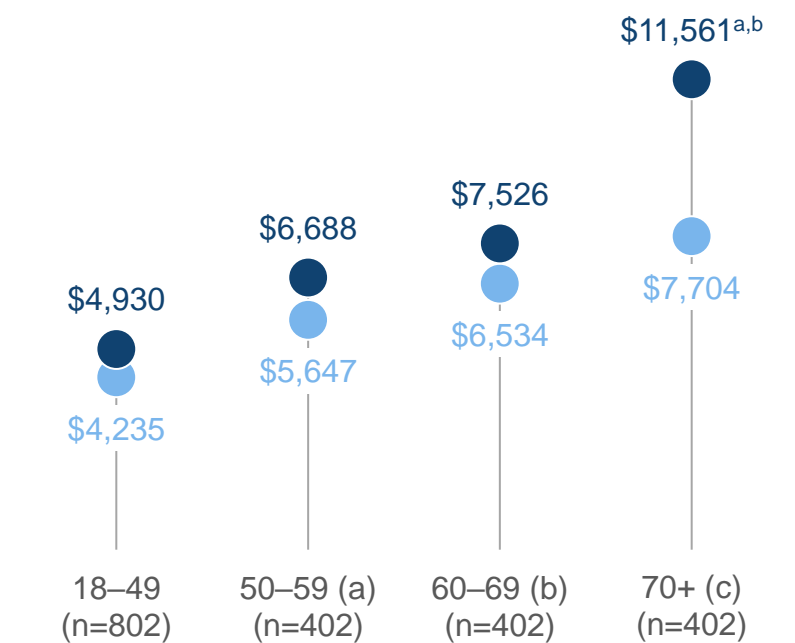
The largest increase in travel spend is seen among those 70-plus. And, the 50-plus plan to outspend those under age 50 by far.

Average anticipated travel spend, 2019 to 2022
Among the 50-plus



Base: 2022 Travelers
Q13d. Now that you have thought through your anticipated travel plans for 2022, approximately how much do you expect to spend on travel in 2022, in total?

Average anticipated travel spend, 2021 and 2022
By age range

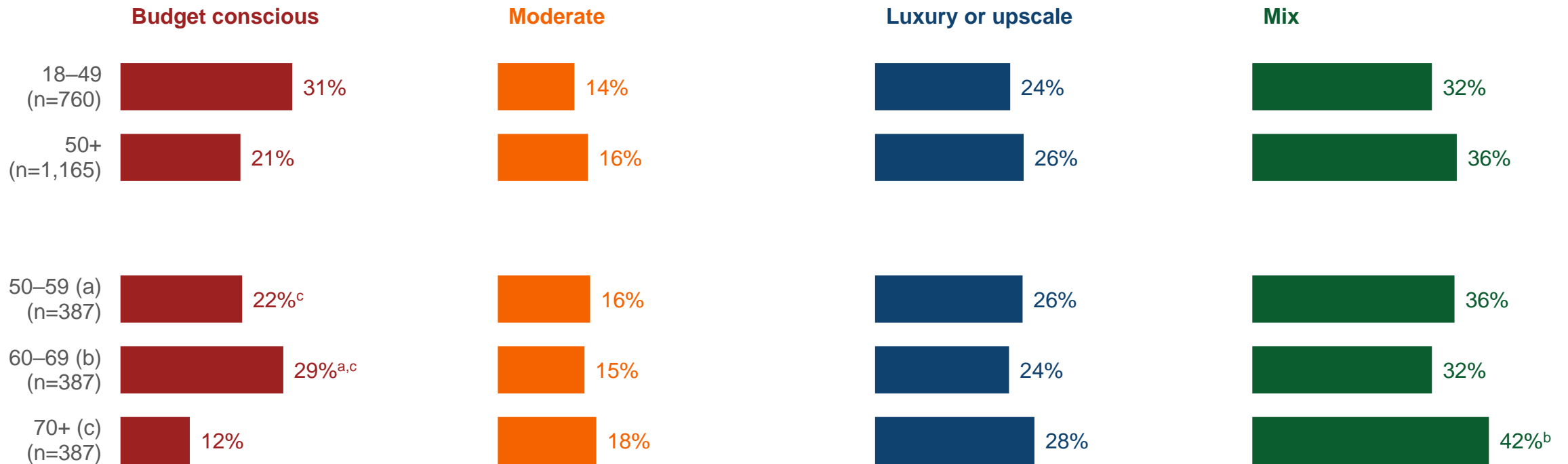


Letters denote significant differences between generations at the 95% confidence level

Many are planning to go all out on travel in 2022 with most including at least some luxury or upscale trips.

The 70-plus are the least likely to be planning budget-conscious trips in 2022, while those under age 50 are most likely.

Financial approach to travel in 2022



Base: 2022 18+ Travelers answering (n=1,925)

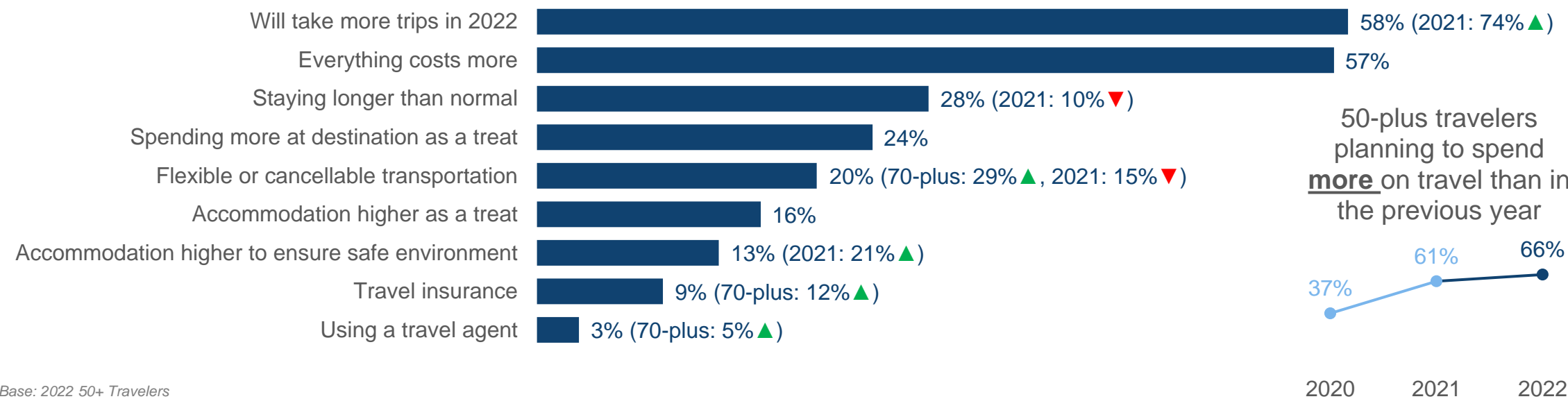
Q1d. And thinking about the trips you anticipate taking next year, how will you be approaching most of them, financially? [NEW QUESTION 2021]

Letters denote a significant difference between travel segments

More trips and higher costs have led to an anticipated increase in travel spend for 2022, with older travelers spending more on precautions.

Travelers 70-plus are more likely than younger travelers to spend more on flexible/cancellable tickets, travel agents, and travel insurance. Compared to last year, increased spend is now more often due to staying longer than normal at the destination and purchasing flexible/cancellable tickets.

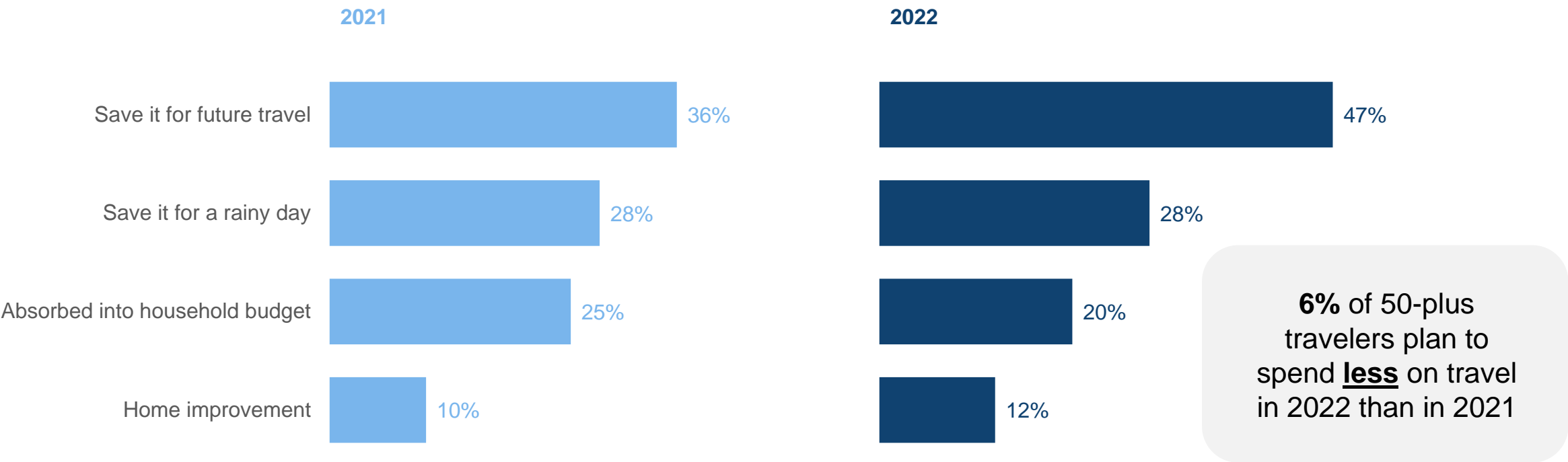
Reasons for spending **more** on travel in 2022



Base: 2022 50+ Travelers
Q13e. And how does . . . compare to your travel expenditures in 2021?
Base: 50+Travelers who anticipate higher spend on travel in 2022 vs 2021 (n=785)
T8a. You indicated you will be spending more on travel in 2022 than in 2021. Which of the following are reasons why your travel expenses will be more next year? NOTE: Some answer options are new in 2022.

The small portion who will spend less on travel in 2022 are saving those dollars for future travel — as seen last year.

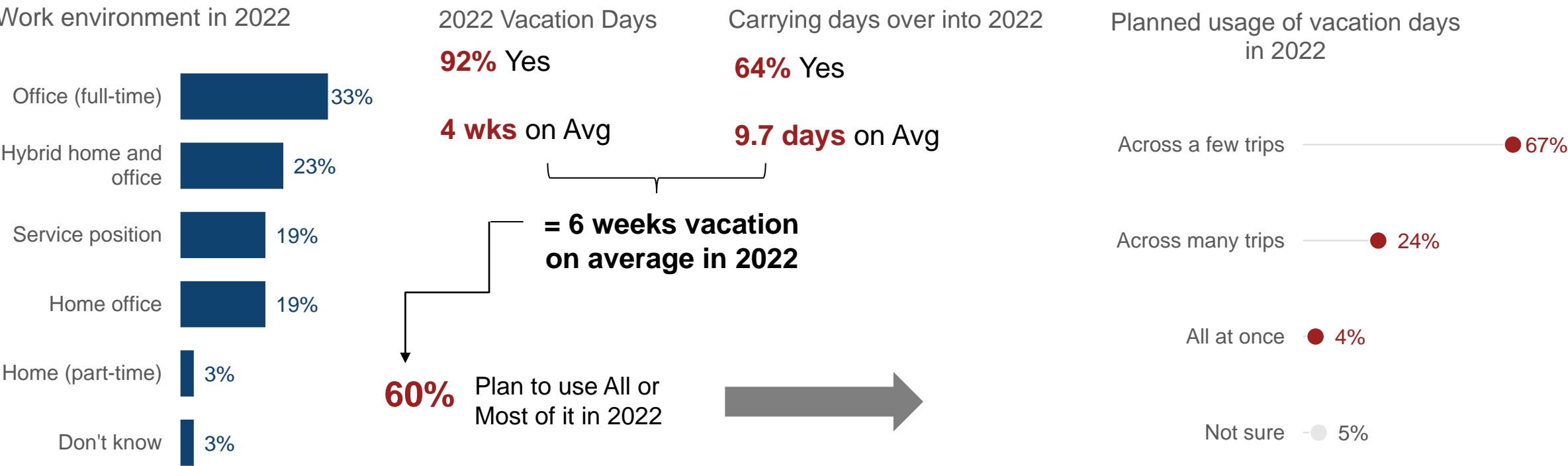
How travel money will be used
Among those spending less on travel in 2022 than 2021



Base: 2022 50+ Travelers
Q13e. And how does . . . compare to your travel expenditures in 2021?
Base: 50+Travelers who anticipate lower spend on travel in 2022 vs 2021 (n=68)
T8b. Since you anticipate spending less on travel in 2022 than this year (2021), what might you do with the dollars you save on travel?

Workers are carrying lots of vacation days and expect to use them in 2022.

47% of 50-plus travelers are employed and have vacation days to use. Many are carrying over an average of two weeks from 2021. Six-in-ten plan on using those days, with most saying they would use them across a few trips.

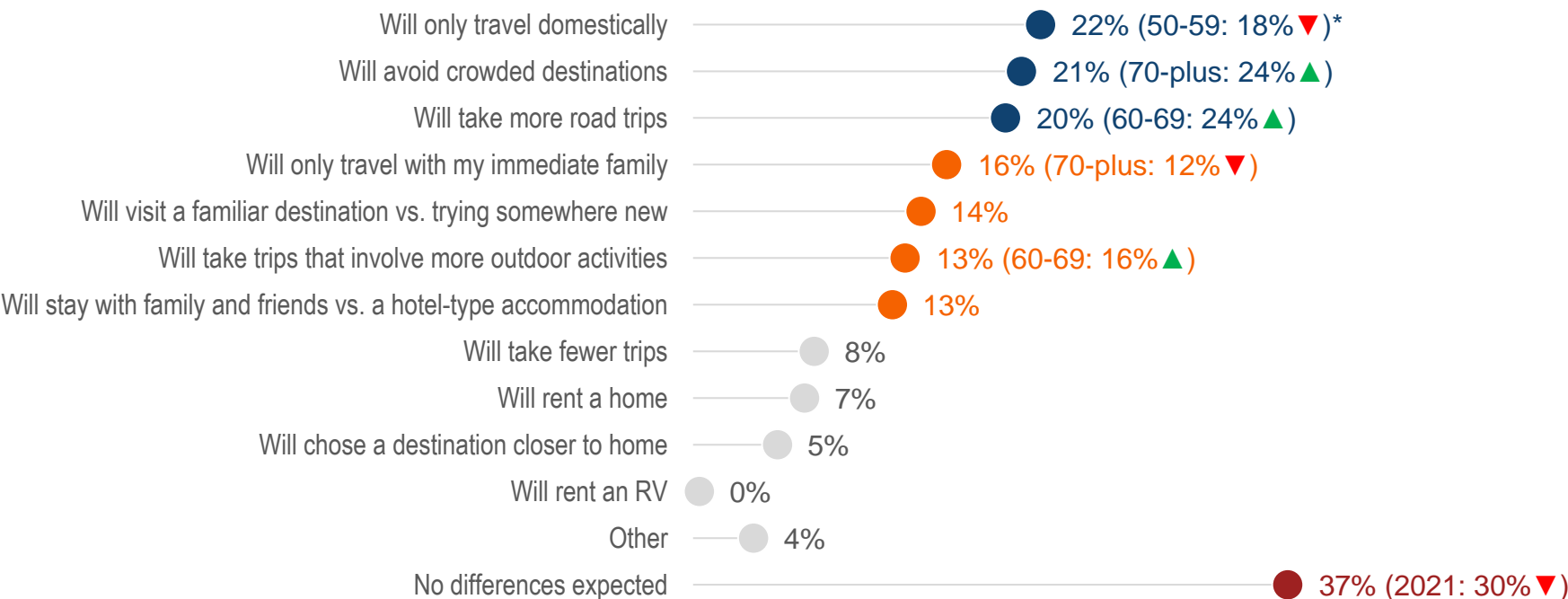


Base: 2022 50+ Travelers (n=1,206); S6a: Which of the following best describes your current employment status?
Base: Employed 50+ (n=547); T33b: Which of the following do you anticipate being your work environment in 2022? Q16a: Approximately, how much vacation time/paid time off do you get per year?
Base: Employed 50+ has vacation time (n=417); Q16a_2: And how much of your vacation time/paid time off from 2021 are you carrying over to use in 2022, if any? [NEW QUESTION 2021]
Base: 50+ with paid time off (n=417); Q16b_2: How much of your 2022 vacation time/paid time off will you use for personal travel in 2022?
Base: 50+ with paid time off planning on using it (n=404); T35: And how do you anticipate using your vacation time/paid time off in 2022? [NEW QUESTION 2021]

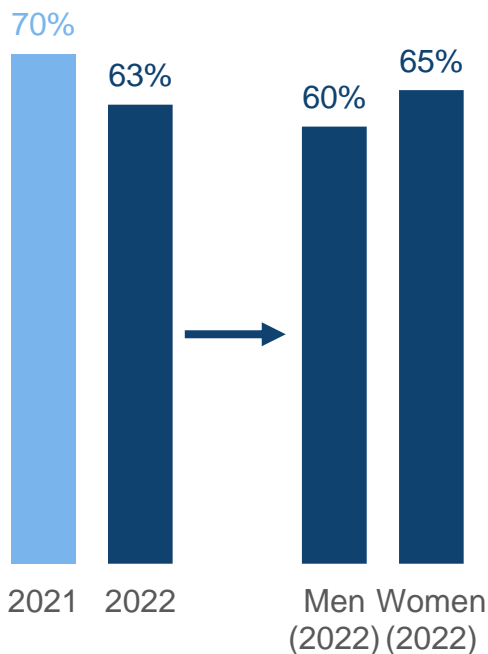
Although most older adults still anticipate that travel would look different in 2022 than in recent years, fewer reported this than in 2021.

Older travelers are more likely to be traveling domestically only, avoiding crowded destinations, and taking more road trips than usual. Women are more likely than men to anticipate their 2022 travel looking different than in recent years.

How 2022 travel will look different than travel in recent years



Expect travel to look different than the past



Base: 2022 50+ Travelers (n=1,206)

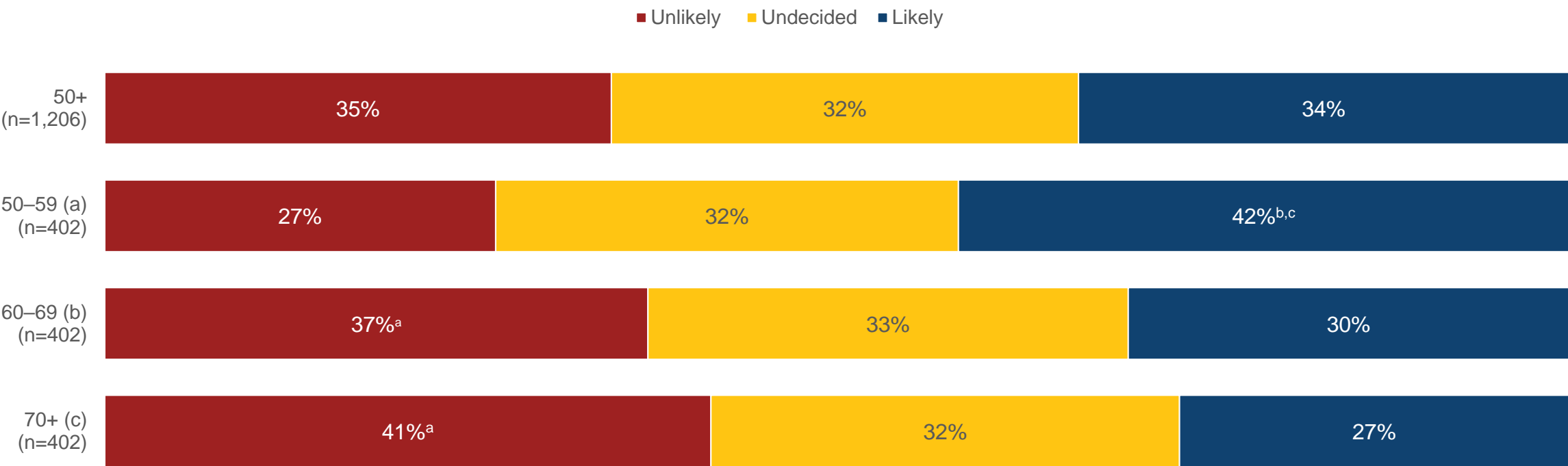
T12. Please indicate the ways in which your travel in 2022 might look different than your travel plans in recent years.

*Note: Based on recent data collected in February 2022, with the start of international conflict and the impact of the omicron variant, as of February 2022 domestic only travel has increased to 76%

Staycationing remains a popular option in 2022, especially for younger travelers.

It is a popular choice among those 18–49 (48%) and those 50–59 (42%), specifically.

Likelihood of using vacation for a staycation
Unlikely, undecided, or likely



Base: 2022 50+ Travelers
T30. How likely are you to use some of your time in 2022 for a staycation, in addition to the travel plans you told us about today?

Letters denote a significant difference between travel segments

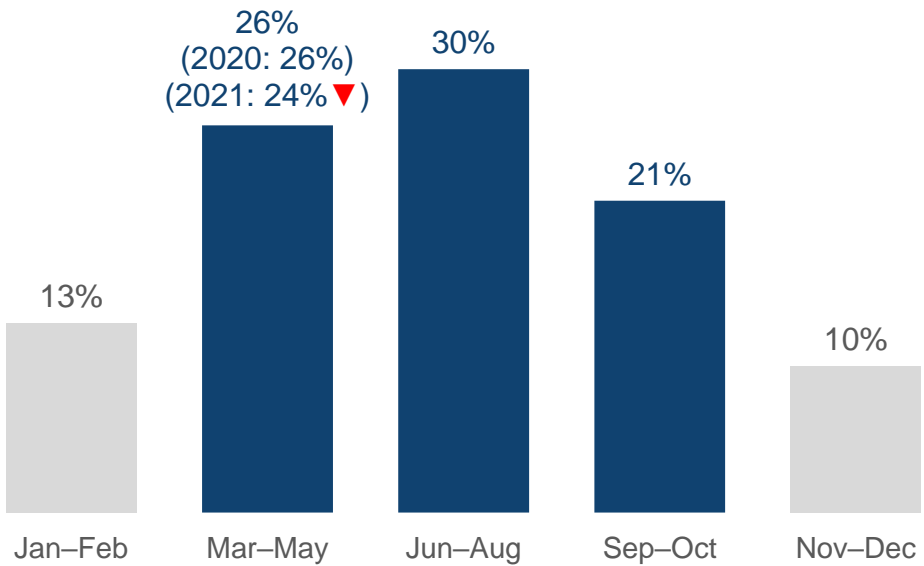


2022 DOMESTIC TRAVEL

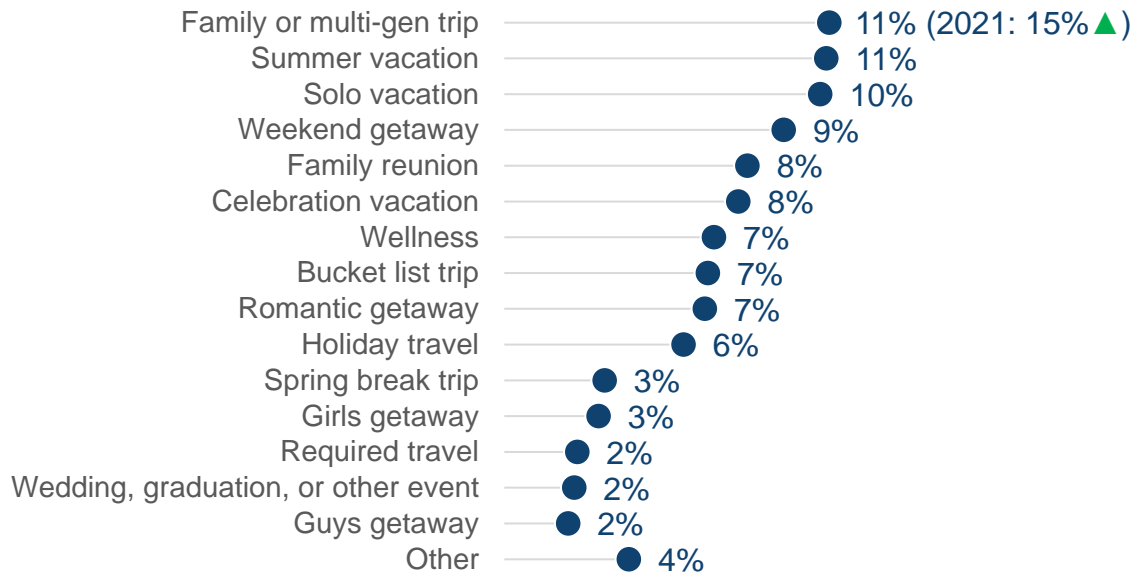
While summer remains the primary time for domestic vacations, more spring trips are planned in 2022 than last year, as seen prepandemic.

Though family trips were a focus last year, they are now on par with summer and solo vacations in 2022.

Percent of **domestic trips** planned
By season



Percent of **domestic trips** planned
By primary motivation

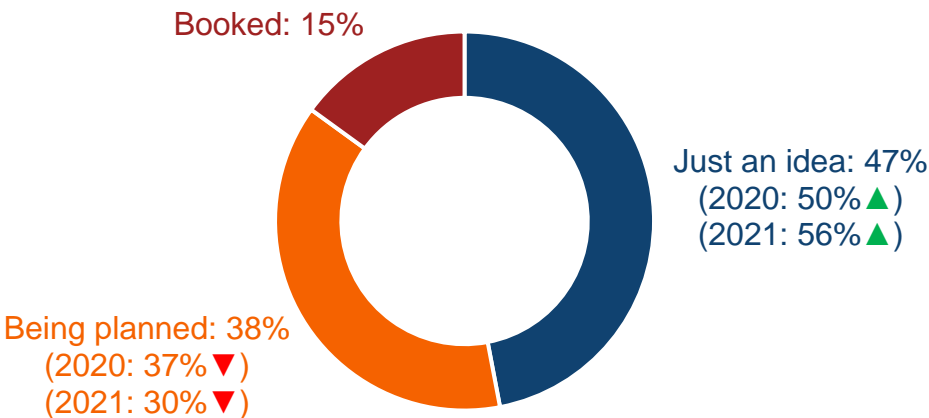


Base: 50+ domestic trips; total responses, up to 5 trips discussed (n=3,332).
Q4b. Thinking about your upcoming domestic trips listed below, please indicate the time of year, or season, you plan to travel.
Q4: For the domestic trips you plan on taking next year, please read the list of trip types below and select your **primary motivation** for EACH trip.

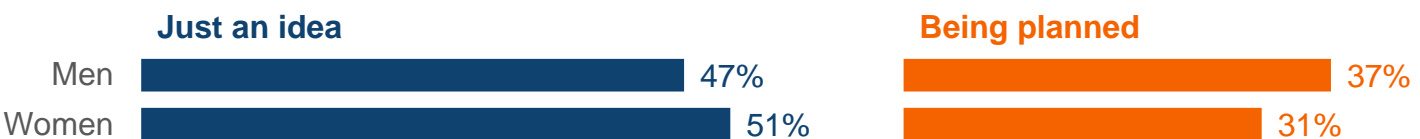
More trips are currently in the planning phase for the upcoming year, as seen prepandemic, while last year more were in the idea phase.

Women are approaching travel planning more cautiously than men. Similar to past years, the majority of travelers who are in the process of planning their trips do have a destination chosen.

Percent of domestic trips planned by phase



Percent of 2022 domestic trips in **idea** and **planning** phase, by gender



Selected Destination (% Yes, Among those in planning)

2019: 89%
2020: 87%
2021: 86%
2022: 85%

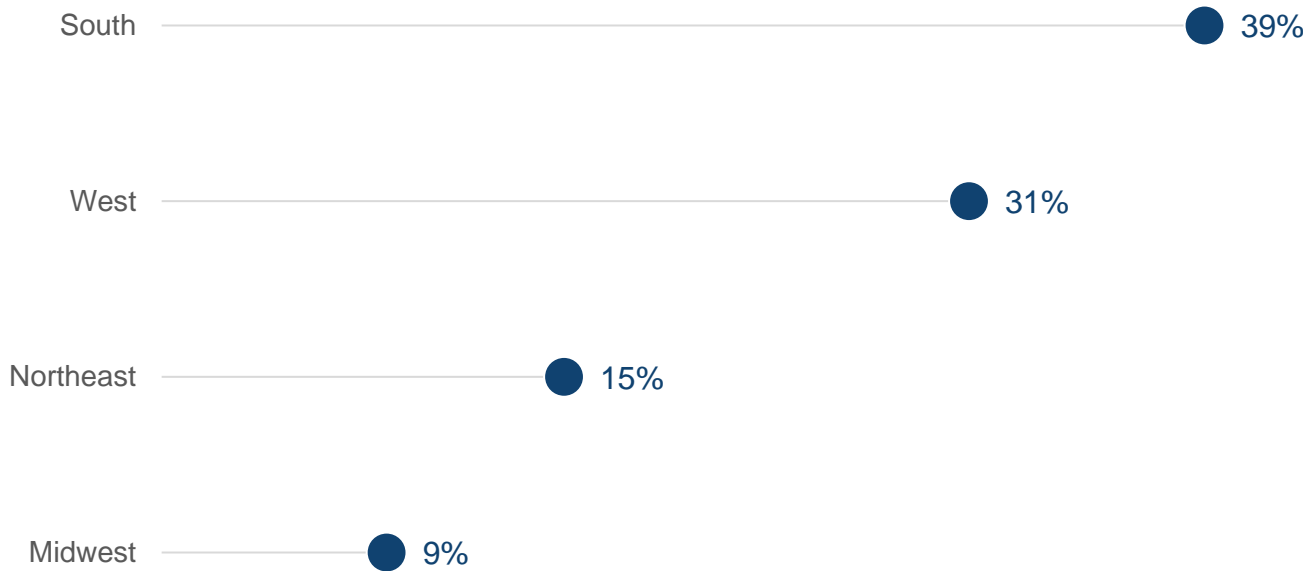
Base: 50+ domestic trips; total responses, up to 5 trips discussed (n=3,332)
Q5a: Of the following domestic trip(s) you anticipate taking next year, please indicate which ones are already booked, currently being planned, or in the idea phase.
Q5b: For those domestic trip(s) that are still in the planning phase, have you selected a final destination yet? (n=1,121)

Cities and towns in the South and West continue to draw more travelers than other regions, domestically.

Similar to years past, the most popular destinations in 2022 will be:

- Florida (18%)
- California (8%)
- Las Vegas (5%)
- New York (5%)
- Hawaii (5%)
- Texas (4%)

Percent of planned domestic trips
By destination



Base: 50+s with domestic location chosen; total responses, up to 5 trips discussed (n=1,388).
Q5c: For the trip(s) listed below, please tell us where you have chosen to go. Please provide a state, along with the final destination city/location. If you are planning to visit more than one destination per trip, please just tell us the destination where you plan to spend the most time.

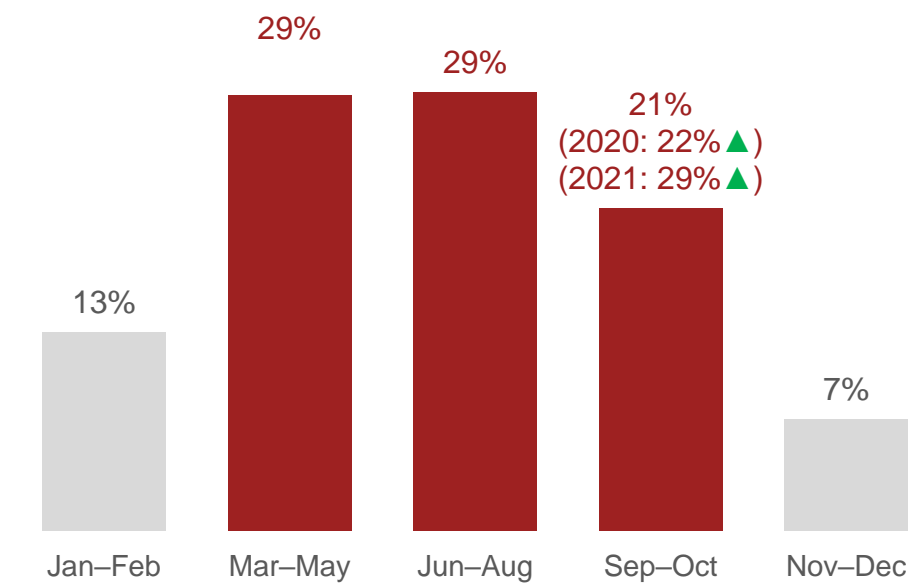


2022 INTERNATIONAL TRAVEL

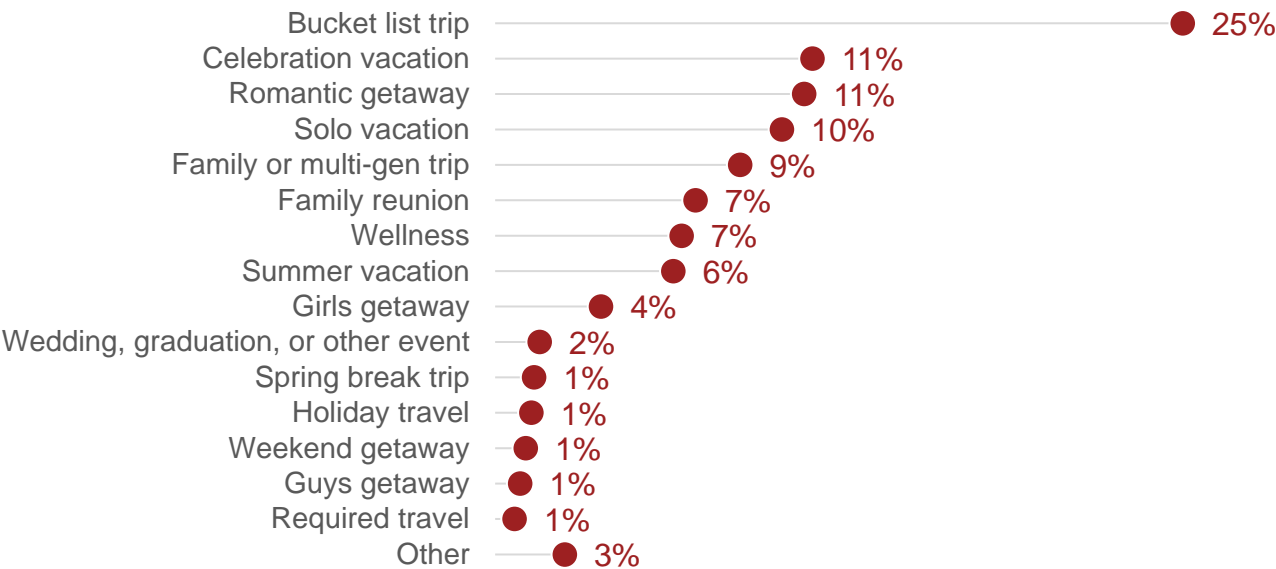
The 50-plus anticipate a return to the prepandemic international travel schedule, while last year their international travel plans shifted to fall.

Those 70-plus are more likely to travel internationally over the holidays (12%) compared to those 50–69 (5%).

Percent of **international trips** planned
By season



Percent of **international trips** planned
By primary motivation



Base: 50+ international trips; total responses, up to 5 trips discussed. (n=896).

Q2b. Thinking about your upcoming international trips listed below, please indicate the time of year, or season, you plan to travel.

Q2: For the international trips you plan on taking next year, please read the list of trip types below and select your **primary motivation** for EACH trip.

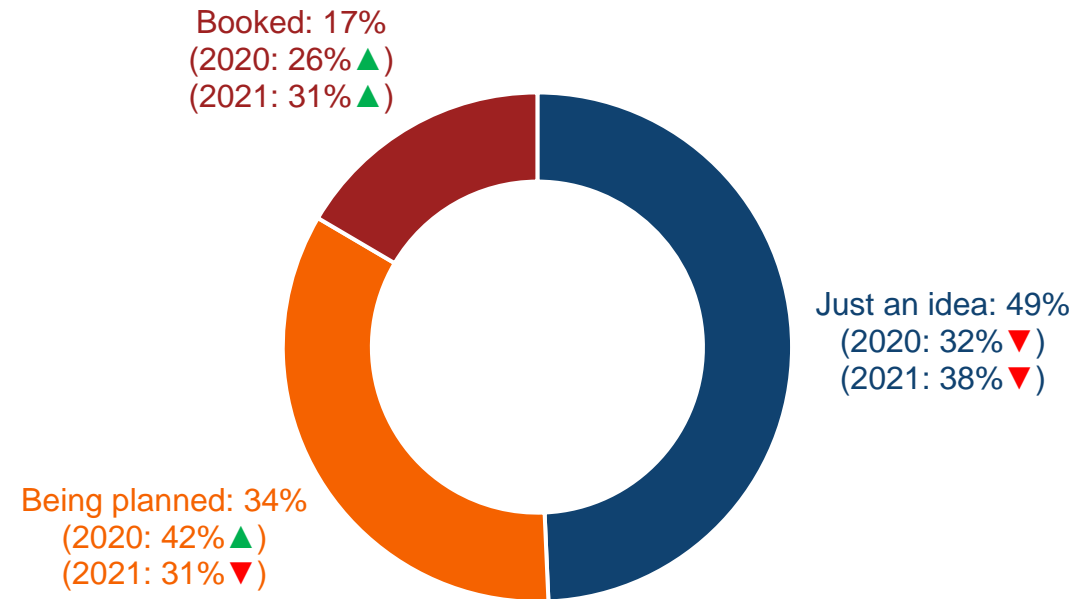
Note: Measures may have changed since data collection in November 2021 as data from February 2022 shows a drop in intended international travel in 2022 (likely due to international conflict and/or the omicron variant).

Although 2021 saw a high incidence of rebooking international trips that were canceled in 2020, this year shows more hesitation to book, with more trips in the idea phase and fewer booked.

There has not yet been a return to prepandemic levels for international trip planning.

Percent of international trips planned by phase

- Among the most popular trip types, celebration vacations and bucket list trips are more likely than others to be booked already.
- For those making plans, 84% have already chosen their destination.



Base: 50+ international trips in 2022; total responses, up to 5 trips discussed (n=896).

Q3a: Of the following international trip(s) you anticipate taking next year, please indicate which ones are already booked, currently being planned, or in the idea phase.

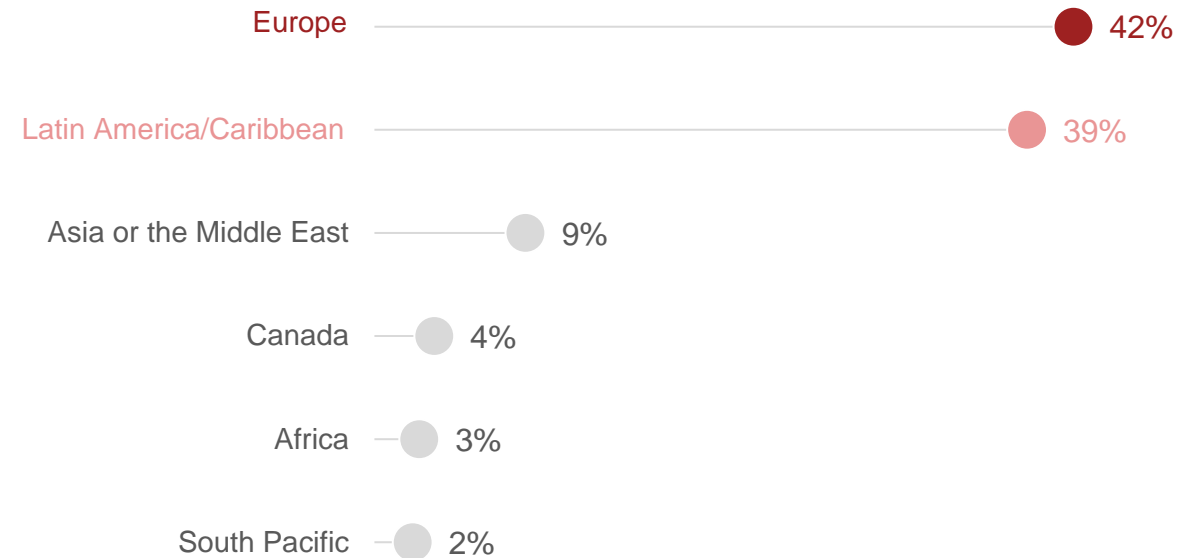
Q3b: For those international trip(s) that are still in the planning phase, have you selected a final destination yet? (n=311)

Note: Measures may have changed since data collection in November 2021 as data from February 2022 shows a drop in intended international travel in 2022 (likely due to international conflict and/or the omicron variant).

As for international destinations, not much has changed from 2021, with Europe and Latin America/Caribbean drawing the most attention.

- In Europe, popular destinations are
 - Italy (7%)
 - Germany, Ireland (4%)
 - Greece, Great Britain, France (3%)
- In Latin America/Caribbean, popular destinations are
 - Mexico (13%)
 - Jamaica (4%)
 - Dominican Republic, Aruba (3%)

Percentage of planned international trips
By destination



Base: 50+ with international destination chosen; total responses, up to 5 trips discussed (n=532).

Q3c: For the trip(s) listed below, please tell us where you have chosen to go. Please provide a country, along with the final destination city/location. If you are planning to visit more than one destination per trip, please just tell us the destination where you plan to spend the most time.

Note: Measures may have changed since data collection in November 2021 as data from February 2022 shows a drop in intended international travel in 2022 (likely due to international conflict and/or the omicron variant).

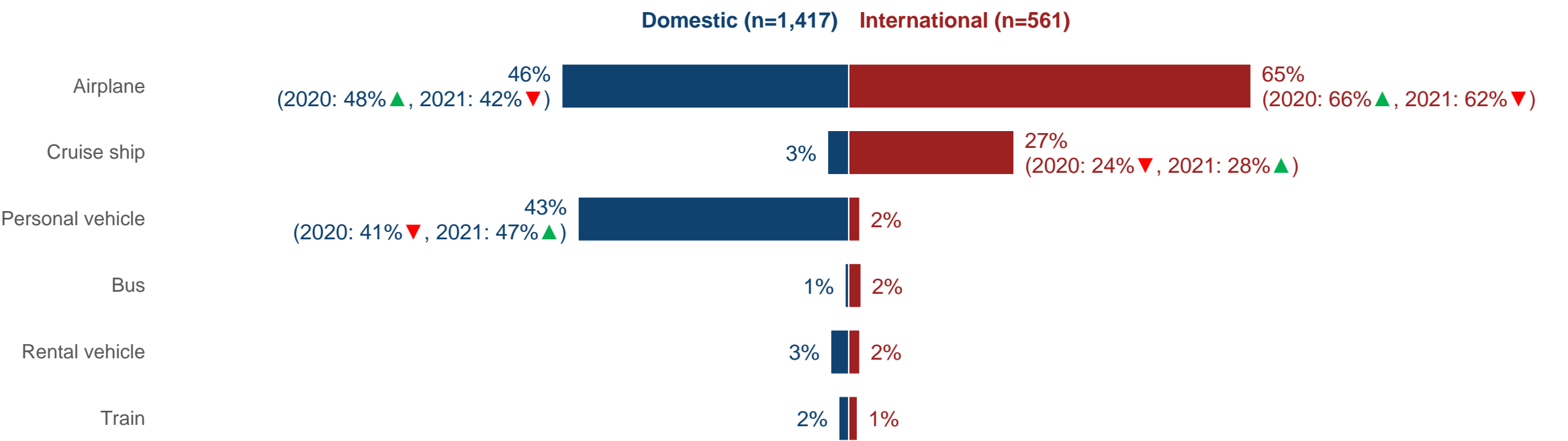


2022 TRANSPORTATION & ACCOMMODATIONS PREFERENCES

The most popular forms of transportation are getting closer to what was anticipated for travel prepandemic.

Those 60-plus are significantly more likely than those 50–59 to vacation on a cruise ship (31% vs. 18%, respectively), internationally.

Percent of trips by primary mode of transportation

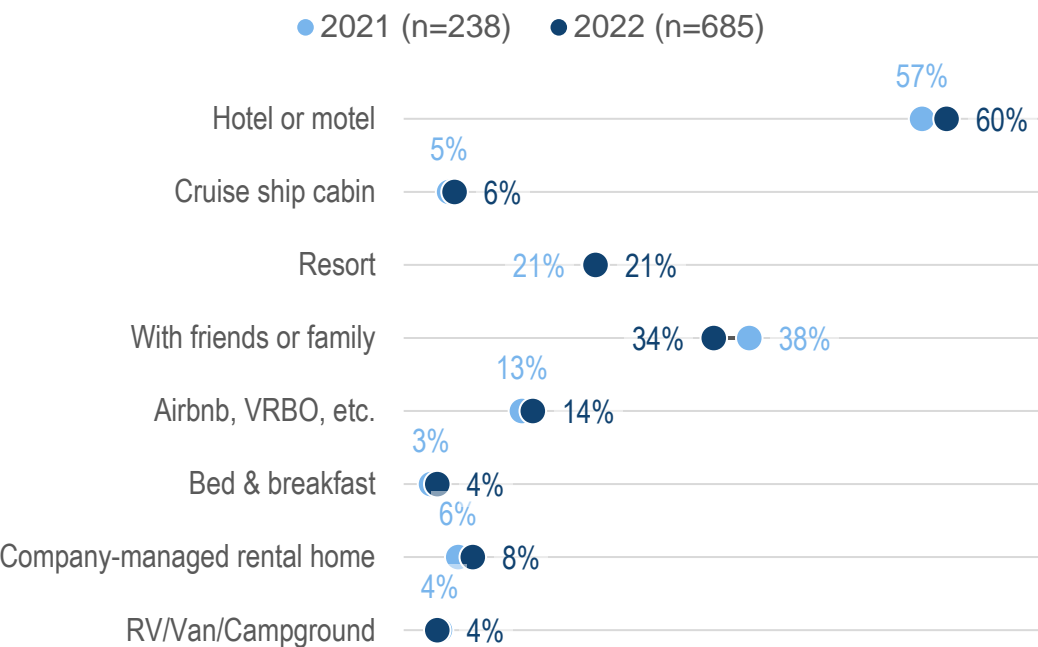


Base: 50+s with destination chosen for trip; total responses, up to 5 trips discussed.
Q3d/Q5d_2: For each [domestic/international] trip below, please indicate the primary mode of transportation you will use.

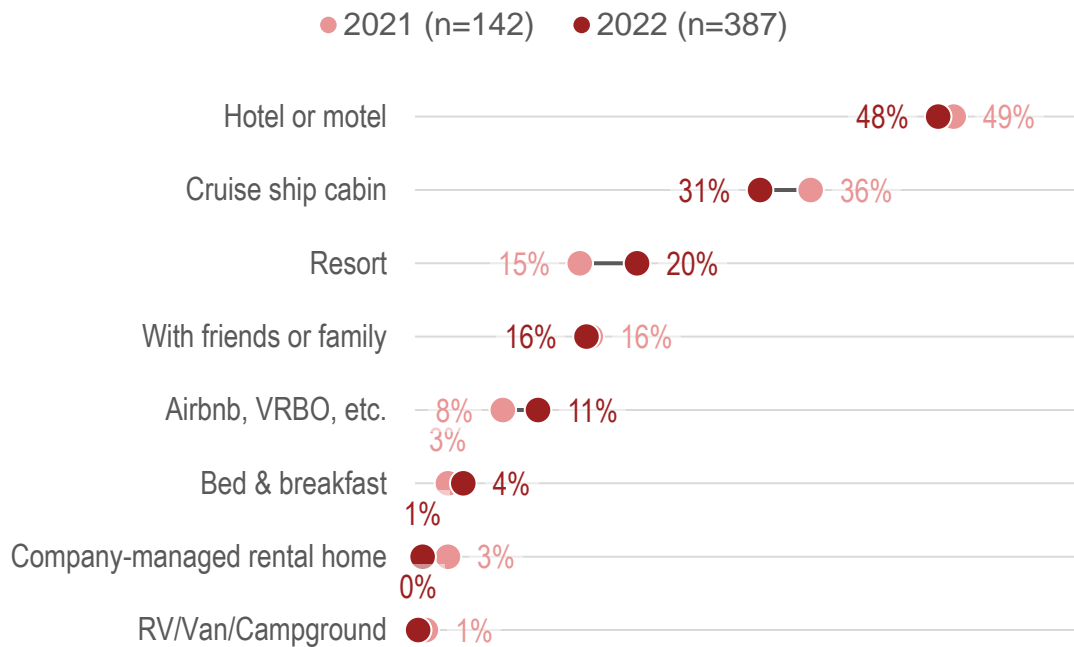
The accommodations planned for 2022 travel are similar to those in 2021 (and prepandemic) with hotel/motels still the most popular, regardless of destination.

Those 70-plus are more likely to stay with friends and family, domestically, than those 50–69 (42% vs. 29%, respectively).

Percent of **domestic trips** by type of accommodation



Percent of **international trips** by type of accommodation



Base: 50+ with destination chosen for trip
Q3e/Q5e2: Which of the following best describes the type of accommodations you will be staying at on this trip?

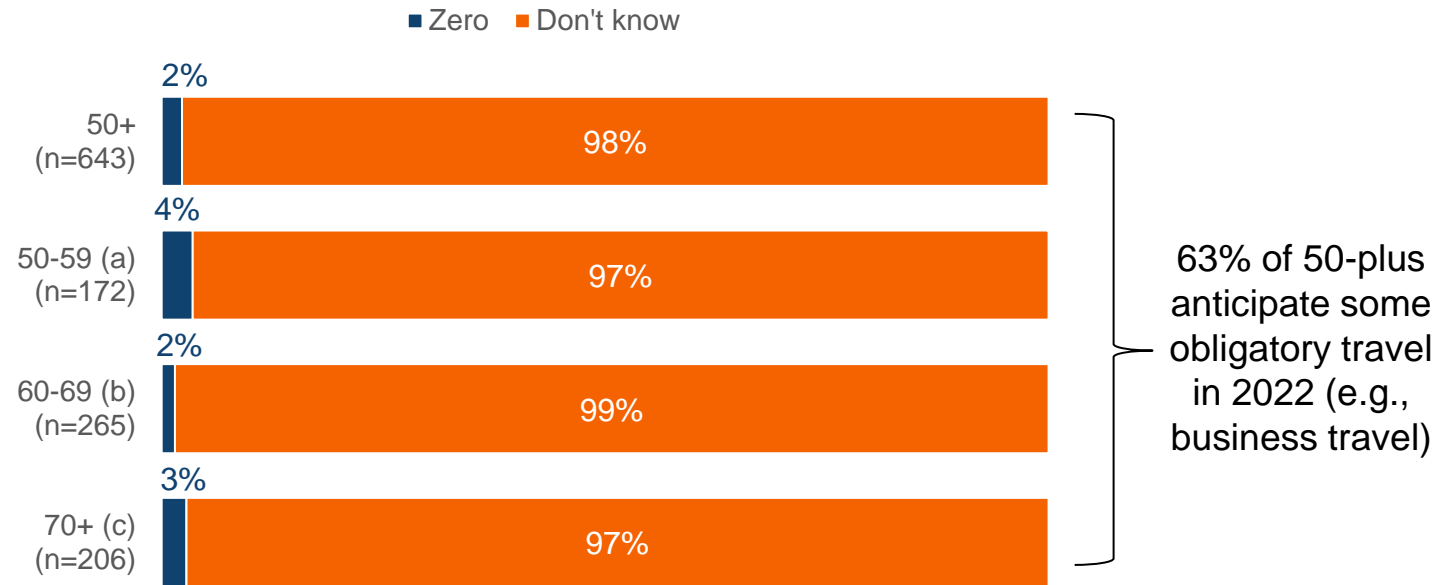


WHAT ABOUT THOSE WHO AREN'T READY TO TRAVEL YET?

Nontravelers are not saying no to travel, they are just unsure if they will. As a result, many are planning staycations instead.

Significantly fewer nontravelers are set against travel in 2022 (2%) compared to 2021 (8%).

Number of trips anticipated in 2022
Among 2022 nontravelers



Travel is defined as taking at least one leisure trip at least 50 miles from home for 2 or more nights in the next year

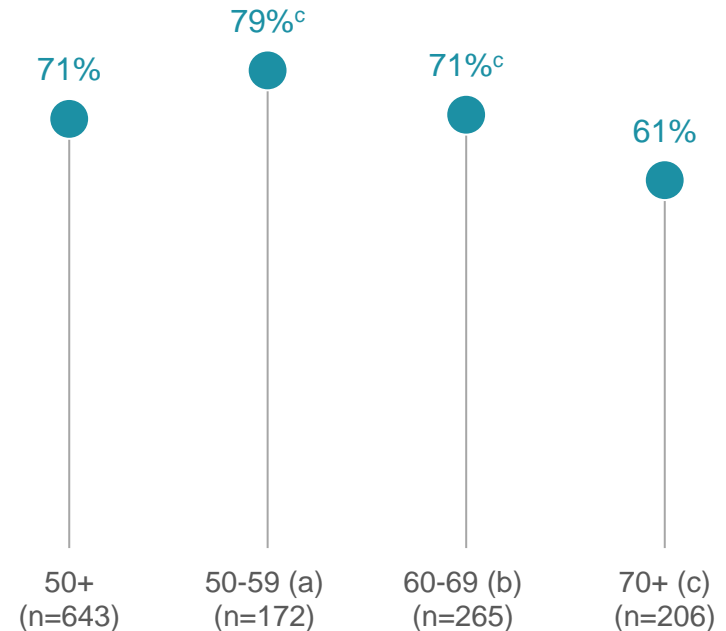
Base: 2022 50+ Traveler Incidence Check; (n=6,199)

S11: How many personal trips do you anticipate, or hope to take, next year in the calendar year 2022?

Base: 2022 50+ Nontravelers; (n=643) NTQ11: In 2022, which of the following required trips, if any, do you anticipate taking?

NTQ9: What type of staycation activities, if any, are you thinking about for 2022?

Thinking about a staycation
Among 2022 nontravelers

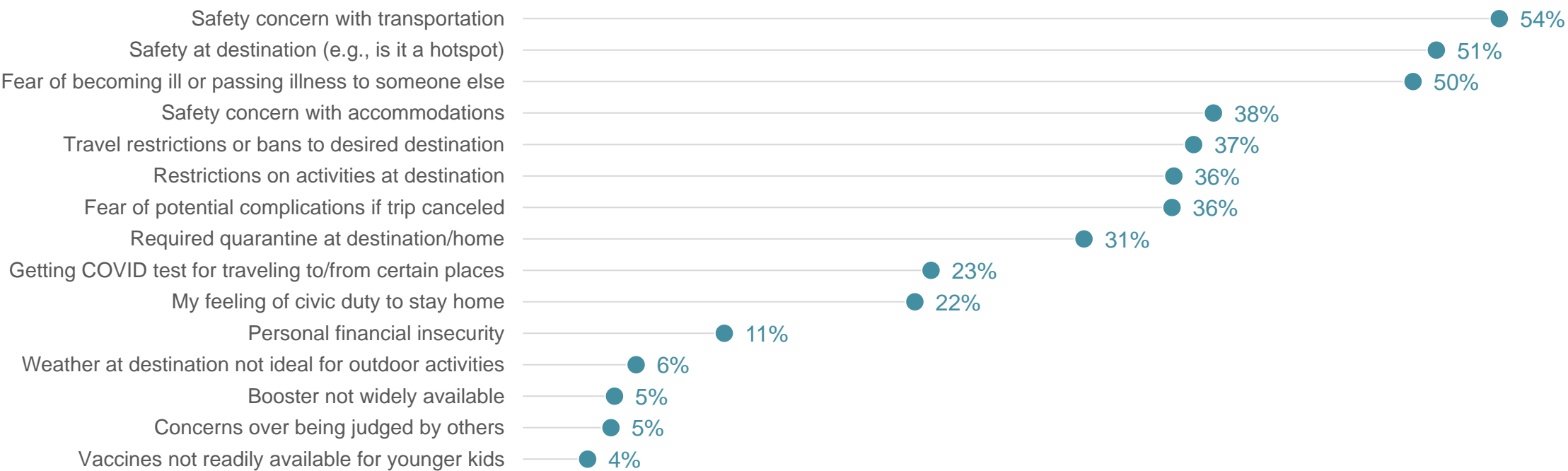


Letters denote significant differences between generations at the 95% confidence level

Although concerns aren't as strong as last year, the top three remain the same: transportation, safety at destination, fear of illness.

Concerns are up to 28 percentage points lower than seen last year, with none higher than in 2021.

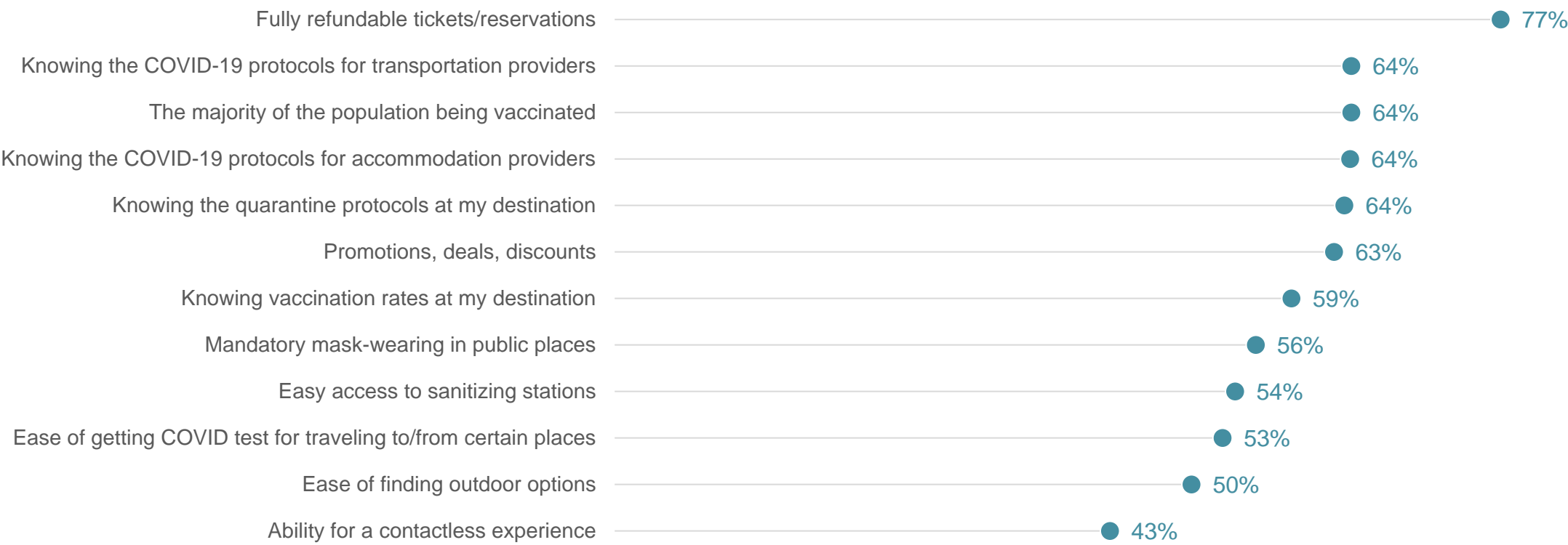
Travel concerns among 50-plus **nontravelers** in 2022
Among those for whom COVID-19 is a barrier



Base: 2022 50+ Nontravelers, COVID is a barrier (n=300).
NTQ5: You mentioned COVID-19 is a travel barrier for you. What specific COVID-19 concerns do you have?

Similar to last year, fully refundable tickets and transparency regarding COVID protocols are necessary to ease travel concerns.

What would ease travel concerns while COVID-19 remains present?
Among 50-plus *nontravelers* in 2022

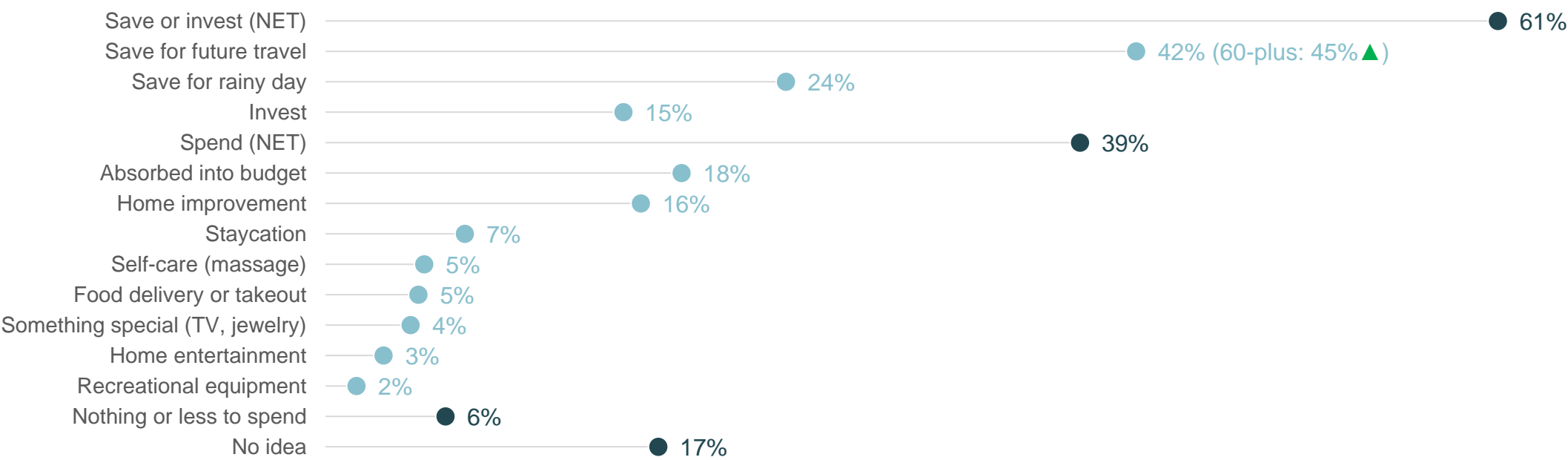


Base: 2022 50+ Nontravelers (n=643).
NTQ7: Now please indicate how much you agree or disagree the following would ease your concerns about traveling and vacationing while COVID-19 remains present.

As seen last year, older adults are most often saving their unused 2022 travel dollars for future travel, rather than spending them on other things.

Those ages 60-plus are most likely to be saving their dollars for future trips.

Plans for travel dollars saved in 2022
Among 2022 50-plus nontravelers who travelled in 2021



Base: 2022 50+ Nontravelers Who Took Trips in 2021 (n=556);
NTQ8: Since you might expect to spend less on travel in 2022 than last year, what might you do with the dollars you save on travel?



APPENDIX: METHODOLOGIES

Traveler Methodology

- A 15-minute online survey was conducted among males and females, age 18 and older, who have taken at least one trip within the past two years 50 miles or more away from home, with at least a two-night stay.
- Respondents were further identified as having used an online travel site within the past two years and having an intent to travel for personal pleasure (nonbusiness travel) in 2022.
- The survey was in field November 11–29, 2021.
- A total of 2,008 surveys were completed; final unweighted counts are detailed in the table to the right.
- Final data have been weighted to U.S. Census for analysis, by age cohort.
- The NORC Foresight 50+ probability panel was used to re-field a short selection of Travel Trends questions to assess changes in travel intent since November 2021. Data were collected February 24-28, 2022 among 1,149 respondents. Data were weighted to the latest Current Population Survey.

Traveler Total Completes	2,008
Gender	
Male	1,127
Female	876
Non-binary	3
Age	
18-49	802
50-59	402
60-69	402
70-79	368
80+	34
Ethnicity	
Hispanic	262
Caucasian	1,414
Black/African American	156
Asian	128
Native American	6
Other	42
Region	
Northeast	326
Midwest	436
South	729
West	517

Traveler Counts by Age Cohort

- The focus of this analysis is on adults 50-plus who intend to travel in 2022.
- Counts by age cohorts shown here are weighted.



	50+	50-59	60-69	70+
Total (Unweighted)	1,206	402	402	402
Gender				
Male	566	198	192	180
Female	640	204	210	222
Race/Ethnicity				
Hispanic	141	63	45	35
Caucasian	866	267	289	311
Black/African American	129	48	46	32
Asian	53	19	19	14
Native American	1	0	0	1
Other	16	5	4	8
Region				
Northeast	215	69	74	70
Midwest	255	85	87	84
South	461	154	152	156
West	275	93	90	92

50-plus Traveler Profile

- The profile of the 50-plus traveler does not differ dramatically based on their travel destination.
- Two variances worth noting are that Caucasians are more likely to only travel domestically than nonwhites, and single, older adults are more likely to focus on international travel only versus traveling both domestically and internationally.

Audience profiles are very similar 2015, 2016, 2017, 2018, 2019, 2020, 2021

	International Traveler (a)	Domestic Traveler (b)	World Traveler (c)
Base:	70	604	532
Members	30%	33%	39%
Non-Members	70%	67%	61%
Gender			
Male	52%	45%	48%
Female	48%	55%	52%
Age			
50-59	40%	34%	39%
60-69	29%	36%	31%
70+	32%	30%	31%
Ethnicity			
Hispanic	17%	10%	14%
Caucasian	58%	76% ^a	69%
Black/African American	12%	10%	11%
Asian American/Other	12%	3%	5%
Income			
Average	\$112,000 ^b	\$90,000	\$113,000 ^b
Marital Status			
Single/Never married	17% ^c	14%	10%
Married/Living together	66%	67%	70%
Separated/Divorced	10%	14%	13%
Widowed	8%	5%	7%

Note: World Travelers are those who are planning to travel domestically and internationally.

Letters denote a significant difference between travel segments

Nontraveler Methodology

- After being identified in the Travel Trends survey as a historic traveler*, respondents who reported no plans for personal (nonbusiness) travel in 2022 were identified as Nontravelers.
- A “click balancing” sampling approach was used to ensure a general U.S. population was brought into the screener, allowing a representative portion of Nontravelers to be identified and sent down an alternate path within the survey; 10 minutes.
- The survey was in field November 11–29, 2021.
- A total of 1,003 surveys were completed; final unweighted counts are detailed in the table to the right.
- Final data have been weighted to U.S. Census for analysis, by age cohort.

Nontraveler Total Completes	1,003
Gender	
Male	431
Female	568
Non-binary	2
Age	
18-49	360
50-59	172
60-69	265
70-79	179
80+	27
Ethnicity	
Hispanic	89
Caucasian	677
Black/African American	124
Asian	72
Native American	7
Other	34
Region	
Northeast	184
Midwest	172
South	413
West	234

** Historic Traveler definition was changed mid-field to include those who had traveled for personal reasons in 2019 (past 3 years), prior to the pandemic.*

- Since both travelers and nontravelers are weighted, there are no demographic differences in the two segments.
- What continues to be different is their level of comfort traveling while COVID is still present, even though their vaccination rates and political dispositions are the same.



	50+ Travelers	50+ Nontravelers
Base:	1,206	643
Members	36%	36%
Non-Members	64%	64%
Gender		
Male	47%	47%
Female	53%	53%
Age		
50-59	36%	31%
60-69	33%	42%
70-79	31%	27%
Ethnicity		
Hispanic	12%	11%
Caucasian	72%	72%
Black/African American	11%	11%
Asian American/Other	4%	4%
Income		
Average	\$101,000	\$86,000
How Safe is it to Travel		
Somewhat/Extremely safe	77%*	51%
Not sure	15%	24%*
Somewhat/Extremely unsafe	8%	25%*
Vaccination Status		
Fully vaccinated	91%	90%
Political Ideology		
Conservative	35%	39%
Moderate	34%	35%
Liberal	26%	29%

* denotes significant differences between segments at the 95% confidence level

About AARP

AARP is the nation's largest nonprofit, nonpartisan organization dedicated to empowering Americans 50 and older to choose how they live as they age. With nearly 38 million members and offices in every state, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and advocate for what matters most to families with a focus on health security, financial stability and personal fulfillment. AARP also works for individuals in the marketplace by sparking new solutions and allowing carefully chosen, high-quality products and services to carry the AARP name. As a trusted source for news and information, AARP produces the nation's largest circulation publications, AARP The Magazine and AARP Bulletin. To learn more, visit www.aarp.org or follow @AARP and @AARPadvocates on social media.

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Interloq provides innovative market research solutions to help brands, marketers and business leaders collect and harness the power of data to drive fast insights and decisions about their business. Nimble and efficient, we do things quickly without the drag of sizeable unneeded bureaucracy. Our primary consultants have been conducting market research for over two decades while always remaining on the pulse of modern technology to inform our research methods.

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