



AARP Travel Trends 2023 – Travelers 50-plus: Annotated Questionnaire

**STUDY
POPULATION:**

Adults 18 or older who traveled within past 2 years for 2 nights or more, or at least 50 miles from home for non-business related travel and plan to travel in 2023

FIELD DATES:

November 10 thru December 1, 2022

**DATA
COLLECTION
VENDOR:**

Dynata

SAMPLE SIZE:

1200 (400 Adults 50-59, 401 Adults 60-69, 399 Adults 70+)

NOTES:

- Data is weighted to represent the 50+, 50-59, 60-69, and 70+ Populations of Travelers
- Percentages maybe not adding to 100%
- Default base for all tables is 1200 unless otherwise stated
- Cell values of “-“ mean 0%

**RESEARCH
STUDY PAGE:**

<https://www.aarp.org/2023TravelTrends>

Screening Questions

D2_New. Let's start with a few demographic questions: What is your current gender identity?

	Total	50-59	60-69	70+
Unweighted n	1200	400	401	399
Man	57%	56%	57%	56%
Woman	44%	44%	43%	44%
Non-binary	-	-	-	-
Another gender identity	-	-	-	-
Prefer not to answer	-	-	-	-

S2. Please tell us your age.

	Total	50-59	60-69	70+
Unweighted n	1200	400	401	399
50-59	34%	100%	-	-
60-69	34%	-	100%	-
70+	33%	-	-	100%
70-79	29%	-	-	90%
80+	3%	-	-	10%
Mean	64.7	54.9	65.1	74.7

hGeneration.

	Total	50-59	60-69	70+
Unweighted n	1200	400	401	399
MILLENNIAL	-	-	-	-
GEN X	19%	55%	-	-
BABY BOOMER	66%	45%	100%	54%
74+	15%	-	-	46%

S3. Please select the state in which you currently reside?

	Total	50-59	60-69	70+
Unweighted n	1200	400	401	399
California	12%	15%	9%	12%
Florida	8%	6%	7%	11%
Ohio	6%	8%	6%	5%
Illinois	5%	6%	5%	5%
Texas	5%	5%	5%	6%
New York	5%	4%	7%	4%
Pennsylvania	4%	4%	5%	3%
Michigan	4%	5%	2%	3%

Arizona	4%	1%	3%	6%
North Carolina	3%	3%	2%	3%
Washington	3%	1%	5%	3%
Wisconsin	3%	3%	2%	3%
New Jersey	3%	4%	1%	3%
Nevada	2%	3%	3%	2%
Indiana	2%	3%	3%	1%
Georgia	2%	2%	3%	2%
Missouri	2%	4%	1%	2%
Colorado	2%	1%	2%	2%
Virginia	2%	0%	2%	3%
Oregon	2%	2%	3%	1%
Massachusetts	2%	2%	2%	2%
Minnesota	2%	1%	3%	1%
Utah	2%	1%	1%	3%
South Carolina	2%	2%	1%	2%
Nebraska	1%	2%	1%	1%
Iowa	1%	2%	1%	1%
Connecticut	1%	1%	2%	1%
Tennessee	1%	1%	1%	1%
Alabama	1%	1%	1%	1%
Kansas	1%	2%	1%	1%
Kentucky	1%	1%	1%	1%
New Mexico	1%	1%	1%	2%
Maryland	1%	1%	1%	1%
Oklahoma	1%	0%	0%	2%
Hawaii	1%	0%	1%	1%
Mississippi	0%	-	1%	1%
Montana	0%	1%	0%	-
Louisiana	0%	1%	0%	-
New Hampshire	0%	-	1%	0%
Alaska	0%	1%	0%	-
Wyoming	0%	0%	1%	-
South Dakota	0%	-	1%	-
Arkansas	0%	0%	0%	-
North Dakota	0%	-	0%	0%
Washington, DC	0%	-	-	1%
Idaho	0%	0%	0%	-
Delaware	0%	0%	-	0%
West Virginia	0%	-	0%	0%
Rhode Island	0%	0%	0%	-
Maine	0%	0%	-	-

dRegion.

	Total	50-59	60-69	70+
Unweighted n	1200	400	401	399
Northeast (CT, ME, MA, NH, NJ, NY, PA, RI, VT)	15%	15%	17%	13%
Midwest (IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI)	29%	35%	27%	22%
South (DE, DC, FL, GA, MD, NC, SC, VA, WV, AL, KY, MS, TN, AR, LA, OK, TX)	28%	23%	27%	34%
West (AZ, CO, ID, NM, MT, UT, NV, WY, AK, CA, HI, OR, WA)	29%	26%	29%	31%

S4. Do you, or does anyone in your household, work for any of the following?

	Total	50-59	60-69	70+
Unweighted n	1200	400	401	399
A travel company or agency	-	-	-	-
A hotel or other hospitality company or provider	-	-	-	-
A market research company or market research department	-	-	-	-
A newspaper, radio or TV station/program	-	-	-	-
An advertising agency	-	-	-	-
An airline, cruise or tour company	-	-	-	-
A sales promotion or public relations agency	-	-	-	-
None of the above	100%	100%	100%	100%

S5a. Are you of Hispanic or Latino origin (ethnicity)?

	Total	50-59	60-69	70+
Unweighted n	1200	400	401	399
Yes	9%	12%	7%	9%
No	91%	88%	93%	91%

S5b. What is your race?

	Total	50-59	60-69	70+
Unweighted n	1200	400	401	399
White/Caucasian	88%	80%	89%	95%
Black/African American	7%	12%	7%	2%
Asian/Asian American	3%	5%	2%	2%
Native American	1%	1%	1%	1%
Other (Please Specify)	2%	4%	2%	1%

hRace. Final Ethnicity Punch.

	Total	50-59	60-69	70+
Unweighted n	1200	400	401	399
Hispanic	9%	12%	7%	9%
Caucasian	80%	71%	84%	87%
Black/African American	6%	10%	7%	2%
Asian	3%	5%	2%	2%
Native American	0%	0%	-	1%
Other	1%	2%	1%	1%

S6a. Which of the following best describes your current employment status?

	Total	50-59	60-69	70+
Unweighted n	1200	400	401	399
Employed	39%	70%	32%	13%
Full-time employee	26%	53%	21%	4%
Full-time self employed	4%	5%	5%	2%
Part-time worker	8%	12%	6%	7%
Homemaker	3%	5%	2%	1%
Not currently working	5%	10%	4%	1%
Student	0%	0%	-	-
Retired	53%	15%	62%	85%

S6b. What is your current annual household income, before taxes?

	Total	50-59	60-69	70+
Unweighted n	1200	400	401	399
Below \$20,000	4%	5%	4%	3%
\$20,000 - \$29,999	7%	8%	6%	7%
\$30,000 - \$49,999	15%	15%	15%	15%
\$50,000 - \$74,999	22%	20%	23%	24%
\$75,000 - \$99,999	18%	16%	17%	20%
\$100,000 - \$149,999	18%	17%	20%	17%
\$150,000 or more	14%	18%	12%	11%
Prefer not to answer	3%	2%	4%	4%

S7b. In the past two years, which of the following travel sites have you visited?

	Total	50-59	60-69	70+
Unweighted n	1200	400	401	399
Hotel, Airline or Rental Car websites	76%	74%	77%	79%
Travel booking websites (e.g., Expedia, Travelocity, Orbitz, etc)	63%	70%	64%	54%

Review websites (e.g., TripAdvisor, Yelp, etc.)	50%	58%	49%	42%
Other Travel websites (Please Specify)	8%	5%	8%	13%
None of the above	-	-	-	-

S8. In the past 2 years, how many personal trips did you take where you traveled at least 50 miles away from home and stayed two or more nights?

	Total	50-59	60-69	70+
Unweighted n	1200	400	401	399
0	5%	3%	5%	6%
1	11%	10%	10%	12%
2	19%	23%	19%	16%
3	13%	11%	13%	14%
4	14%	15%	14%	15%
5	9%	11%	7%	8%
6	10%	10%	11%	8%
7	3%	3%	2%	4%
8	5%	4%	4%	6%
9	2%	1%	2%	1%
10	3%	3%	5%	2%
11+	8%	6%	10%	7%
Mean	4.85	4.78	5.20	4.55

S8b. [ASK IF S8=0, OTHERWISE SKIP] Prior to the COVID-19 pandemic, on average, how many leisure trips did you take each year where you would travel at least 50 miles from home, staying two or more nights?

	Total	50-59	60-69	70+
Unweighted n	54	12	18	24
1	44%	49%	50%	37%
2	25%	31%	18%	29%
3	16%	-	19%	20%
4	7%	-	8%	11%
5	7%	16%	5%	3%
6	1%	5%	-	-
Mean	2.14	2.18	2.00	2.14

S9. [ASK IF S8=1+, OTHERWISE SKIP] And how many of those personal trips (non-business related travel) were taken in the past year, just thinking about the calendar year of 2022?

	Total	50-59	60-69	70+
Unweighted n	1146	388	383	375
0	6%	5%	7%	6%
1	22%	26%	19%	23%
2	30%	31%	28%	30%
3	16%	16%	17%	17%
4	8%	7%	10%	9%
5-9	13%	12%	16%	13%
10+	4%	4%	4%	3%
Mean	2.91	2.81	3.16	2.71

S10. [ASK IF S8=1+, OTHERWISE SKIP] How many more personal trips (non-business related travel) do you anticipate taking between now and the end of the year?

	Total	50-59	60-69	70+
Unweighted n	1200	400	401	399
0	46%	39%	47%	50%
1	38%	44%	35%	34%
2	13%	13%	13%	14%
3	2%	3%	3%	1%
4+	1%	1%	2%	1%
Mean	0.78	0.84	0.83	0.68

S9/S10. Total trips in 2022.

	Total	50-59	60-69	70+
Unweighted n	1200	400	401	399
0	7%	5%	8%	8%
1	15%	13%	15%	17%
2	21%	25%	19%	21%
3	20%	21%	19%	20%
4	12%	12%	11%	13%
5	8%	6%	10%	7%
6	5%	5%	5%	5%
7	3%	4%	3%	3%
8	3%	2%	3%	3%
9	2%	1%	3%	1%
10	1%	1%	1%	0%
11+	4%	5%	4%	3%
Mean	3.56	3.57	3.85	3.24

S11. And finally, how many personal trips do you anticipate, or hope to take, next year, in the calendar year of 2023?

	Total	50-59	60-69	70+
Unweighted n	1200	400	401	399
1+ (NET)	100%	100%	100%	100%
1	13%	13%	12%	14%
2	28%	28%	26%	30%
3	20%	18%	21%	22%
4	15%	17%	15%	14%
5	9%	8%	10%	7%
6-10	12%	13%	13%	10%
11+	4%	3%	4%	3%
Mean	3.71	3.79	3.86	3.43

hNT. Traveler/Non-Traveler

	Total	50-59	60-69	70+
Unweighted n	1200	400	401	399
NON-TRAVELER	-	-	-	-
TRAVELER	100%	100%	100%	100%

Main

Q1. Today's survey is about your travel plans for the 2023 calendar year (January 2023 through December 2023). But before we dive into that, we'd like to ask you a few questions about your travel thus far in 2022.

T1_REVISED. Thinking about your personal travel in 2022, did you take fewer trips, more trips, or about what you expected to take in 2022?

	Total	50-59	60-69	70+
Unweighted n	1200	400	401	399
I took fewer trips than anticipated	32%	36%	30%	31%
I took more trips than anticipated	20%	20%	21%	20%
No change from my expectations	48%	44%	49%	49%

T2b. [ASK IF T1_REVISED=1 (LESS), OTHERWISE SKIP] What are the primary reasons you took fewer personal, leisure trips in 2022 than you originally intended?

	Total	50-59	60-69	70+
Unweighted n	394	151	122	121
COVID-19	49%	41%	52%	51%
Cost of travel	48%	55%	48%	39%
Decreased discretionary income due to inflation	33%	36%	33%	29%
Personal health reasons	23%	18%	26%	24%
No time (e.g., limited vacation time, family obligations)	12%	15%	12%	7%
Reports of airline cancellations	11%	12%	7%	14%
Work responsibilities	10%	18%	10%	2%
Caregiving responsibilities (e.g., unpaid care for a relative or friend, 18 years or older)	10%	10%	12%	8%
Lack of desire	10%	10%	6%	12%
Change in personal situation (e.g., children, divorce, death in family, lost job)	9%	13%	9%	4%
Reduction in airline routes, flights no longer available	7%	4%	7%	9%
Reports of airlines losing too many bags	2%	3%	1%	2%
Other (Please specify)	4%	2%	6%	5%

Q1a. A moment ago you mentioned you anticipate taking ... personal trips in 2023. How many of these will be an international trip and how many will be a domestic trip?

1. International Trips

	Total	50-59	60-69	70+
Unweighted n	1200	400	401	399
0	61%	64%	62%	59%
1	27%	25%	27%	27%
2	8%	8%	8%	9%
3	2%	2%	1%	4%
4+	1%	1%	2%	1%
Mean incl. 0	0.57	0.53	0.57	0.61
Mean excl. 0	1.48	1.48	1.50	1.49

2. Domestic Trips

	Total	50-59	60-69	70+
Unweighted n	1200	400	401	399
0	6%	5%	4%	8%
1	19%	19%	18%	21%
2	29%	28%	27%	31%
3	18%	18%	19%	17%
4+	29%	30%	32%	24%
Mean incl. 0	3.10	3.20	3.25	2.81
Mean excl. 0	3.29	3.37	3.40	3.04

Q1a. Trips Planning to Take.

	Total	50-59	60-69	70+
Unweighted n	1200	400	401	399
International Only	6%	5%	4%	8%
Domestic Only	61%	64%	62%	59%
Both Domestic and International	33%	31%	34%	33%

INTERNATIONAL TRIPS

Q2. [ASK IF Q1a_INTERNATIONAL =1 OR MORE, OTHERWISE SKIP TO Q4] Now let's talk about your international trip(s). For the international trip(s) you plan on taking next year, please read the list of trip types below and select your primary motivation for EACH trip.

	Total	50-59	60-69	70+
Unweighted n	664	207	223	234
Bucket list trip, to check something off my bucket list	20%	22%	22%	17%
Solo vacation, traveling without friends, family, or significant other. It's a trip just for you.	12%	9%	15%	12%
Summer vacation	12%	16%	13%	8%
Romantic getaway	9%	9%	9%	10%
Family trip (e.g., parents, grandparents, children, all going to one destination to be together)	9%	11%	7%	9%
Celebration vacation, to celebrate a life milestone	7%	8%	7%	7%
Wellness (e.g., trip focused on personal, physical and/or emotional, restoration)	7%	2%	5%	14%
Family reunion	6%	6%	6%	6%
Holiday travel (e.g., Thanksgiving, Christmas, Hanukkah, etc.)	4%	4%	5%	2%
Weekend getaway	3%	4%	3%	1%
Girls getaway	3%	1%	0%	6%
Spring break trip	3%	3%	3%	3%
Required Travel (e.g., to take care of a family member, second home, etc.)	2%	3%	1%	1%
Wedding/graduation or other event	1%	1%	-	2%
Guys getaway	1%	1%	1%	1%
Other	2%	2%	3%	2%

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

	Total	50-59	60-69	70+
Unweighted n	664	207	223	234
Early 2023 (January-February)	16%	13%	18%	17%
Spring 2023 (March-April-May)	31%	29%	33%	32%
Summer 2023 (June-July-August)	24%	30%	20%	22%
Fall 2023 (September-October)	21%	19%	21%	23%
Winter 2023 (November-December)	8%	9%	8%	6%

Q3c. [ASK IF Q3B=1 FOR AT LEAST ONE TRIP, OTHERWISE SKIP] 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.

	Total	50-59	60-69	70+
Unweighted n	346	96	130	120
International	100%	100%	100%	100%
Europe	42%	44%	43%	39%
Italy	8%	10%	10%	4%
Rome	4%	8%	4%	-
All other Italy mentions	4%	2%	5%	4%
France	7%	7%	7%	6%
Paris, France	5%	6%	5%	4%
All other France mentions	2%	1%	2%	2%
Great Britain	7%	9%	6%	5%
London, England	4%	5%	3%	2%
All other Great Britain/UK mentions	3%	4%	3%	3%
Ireland	4%	2%	4%	4%
Germany	3%	2%	3%	3%
Spain	2%	2%	2%	2%
Madrid, Spain	1%	1%	2%	-
Barcelona, Spain	0%	-	1%	-
All other Spain mentions	1%	1%	-	2%
Greece	2%	5%	0%	1%
Prague	1%	-	-	3%
All other Europe mentions	10%	8%	12%	12%
Caribbean/South America	33%	28%	31%	39%
Mexico	12%	16%	9%	11%
Cancun/Yucatan	3%	4%	5%	1%
Cabo San Lucas	3%	3%	1%	4%
Cozumel	2%	3%	0%	2%
All other Mexico mentions	5%	7%	3%	4%
Aruba	2%	-	2%	4%
Bahamas	2%	2%	1%	2%
Costa Rica	1%	1%	2%	1%
Panama	1%	1%	2%	1%
Dominican Republic	1%	-	2%	1%
Jamaica	1%	-	2%	1%
San Juan, PR	1%	-	1%	1%
Peru	0%	-	1%	-
Barbados	0%	-	0%	-
Miscellaneous Central/South America mentions	5%	2%	5%	7%
All other Caribbean mentions	7%	7%	5%	9%
Asia/Middle East	10%	12%	10%	9%
Japan	2%	4%	1%	2%

Istanbul, Turkey	1%	1%	2%	1%
Israel	1%	-	2%	1%
Miscellaneous Middle East mentions (Dubai, Pakistan, etc)	1%	-	2%	1%
China	0%	-	-	1%
All other Asia mentions (Indonesia, Thailand, etc)	5%	7%	5%	4%
Domestic Non-US	7%	12%	6%	4%
Vancouver/British Columbia	2%	2%	2%	1%
Montreal/Quebec	1%	2%	0%	1%
Toronto/Ontario	1%	1%	1%	-
All other Canada mentions	4%	7%	2%	2%
South Pacific	5%	3%	6%	7%
Australia/New Zealand	4%	3%	5%	5%
South Pacific	1%	-	1%	2%
Africa	3%	2%	4%	3%
All other Africa mentions	3%	2%	4%	3%

Q3d. [ASK IF Q3B=1 FOR AT LEAST ONE TRIP [DESTINATION CHOSEN], OTHERWISE SKIP TO Q4] For each international trip below, please indicate the primary mode of transportation you will use.

	Total	50-59	60-69	70+
Unweighted n	387	114	146	127
Airplane	69%	71%	72%	65%
Cruise ship	18%	12%	17%	24%
Personal vehicle	6%	8%	4%	4%
Rental vehicle	3%	4%	3%	1%
Bus	2%	1%	2%	3%
Train	1%	2%	1%	-
Other (Please specify)	0%	1%	-	1%
Not sure yet	2%	2%	2%	2%

Q3e. Which of the following best describes the different types of accommodations you will be staying at during your international travel next year? Select all that apply.

	Total	50-59	60-69	70+
Unweighted n	288	87	108	93
Hotel/Motel	55%	64%	52%	52%
Cruise ship cabin	25%	19%	24%	32%
With Friends or Family	19%	27%	18%	12%
Resort	17%	16%	17%	20%
Airbnb, VRBO, HomeAway, etc. (managed by owner)	10%	7%	12%	12%
Bed & Breakfast	7%	7%	6%	8%

Rental Home (managed by a company)	3%	2%	7%	1%
RV/Van/Campground	1%	1%	2%	-
Other (Specify)	4%	2%	4%	5%
Not sure yet	1%	2%	1%	1%

DOMESTIC TRIPS

Q4. [ASK IF Q1a_DOMESTIC =1 OR MORE, OTHERWISE SKIP TO Q50] Now let's talk about your domestic trip(s). Of the [Q1a_DOMESTIC] domestic trip(s) you plan on taking next year, please read the list of trip types below and select your primary motivation for EACH trip.

	Total	50-59	60-69	70+
Unweighted n	3161	1065	1108	988
Family trip (e.g., parents, grandparents, children, all going to one destination to be together)	14%	14%	14%	14%
Summer vacation	12%	12%	13%	12%
Weekend getaway	12%	14%	12%	11%
Romantic getaway	8%	10%	7%	5%
Holiday travel (e.g., Thanksgiving, Christmas, Hanukkah, etc.)	7%	7%	6%	8%
Wellness (e.g., trip focused on personal, physical and/or emotional, restoration)	7%	4%	8%	9%
Family reunion	7%	5%	6%	10%
Solo vacation, traveling without friends, family, or significant other. It's a trip just for you.	6%	6%	6%	7%
Celebration vacation, to celebrate a life milestone	6%	5%	7%	6%
Bucket list trip, to check something off my bucket list	6%	5%	7%	6%
Spring break trip	4%	4%	4%	2%
Wedding/graduation or other event	3%	3%	2%	3%
Required Travel (e.g., to take care of a family member, second home, etc.)	2%	3%	2%	2%
Girls getaway	2%	2%	2%	2%
Guys getaway	2%	2%	2%	2%
Other	3%	4%	2%	3%

Q4b. Thinking about your upcoming domestic trips listed below, please indicate the time of year, or season, you plan to travel.

	Total	50-59	60-69	70+
Unweighted n	3161	1065	1108	988
Early 2023 (January-February)	12%	12%	12%	13%
Spring 2023 (March-April-May)	26%	26%	26%	28%
Summer 2023 (June-July-August)	30%	30%	32%	29%
Fall 2023 (September-October)	20%	20%	21%	18%
Winter 2023 (November-December)	12%	12%	11%	12%

Q5c. [ASK IF Q5B=1 FOR AT LEAST ONE TRIP, OTHERWISE SKIP] 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.

	Total	50-59	60-69	70+
Unweighted n	1340	440	496	404
Domestic US	100%	100%	100%	100%
South	38%	34%	40%	40%
Florida	15%	14%	15%	16%
Orlando, FL	3%	4%	3%	3%
Miami, FL	1%	2%	1%	1%
Tampa	1%	1%	0%	1%
Key West, FL/Florida Keys	1%	0%	0%	1%
All other Florida mentions	9%	7%	9%	11%
Texas	4%	3%	5%	4%
Houston, TX	1%	1%	1%	1%
San Antonio, TX	1%	0%	1%	1%
Dallas, TX	1%	0%	1%	0%
All other Texas mentions (Austin, El Paso, etc)	2%	2%	2%	2%
South Carolina	3%	2%	4%	3%
Myrtle Beach, SC	1%	1%	2%	2%
Hilton Head, SC	0%	0%	1%	-
All other South Carolina mentions	2%	1%	2%	1%
Memphis/All other Tennessee	3%	3%	4%	3%
North Carolina	3%	3%	2%	3%
Georgia	2%	2%	2%	2%
Atlanta, GA	1%	1%	1%	1%
Savannah	0%	1%	0%	-
All other Georgia mentions	1%	0%	1%	1%
St Louis/All other Missouri	2%	2%	2%	1%
Louisiana	2%	2%	1%	3%
New Orleans, LA	2%	2%	1%	3%
Virginia	2%	1%	2%	2%
Washington, DC	1%	1%	2%	1%

Baltimore/All other Maryland	1%	1%	1%	1%
Kentucky	1%	1%	1%	1%
Alabama	1%	0%	1%	0%
West	31%	33%	33%	28%
California	8%	8%	8%	9%
All other California mentions	3%	3%	2%	4%
Los Angeles/Southern CA	2%	2%	3%	1%
San Diego, CA	1%	1%	1%	2%
San Francisco/Napa Valley	1%	2%	1%	1%
Palm Springs	1%	0%	1%	1%
Disneyland	0%	0%	-	-
Las Vegas/Reno	7%	5%	9%	5%
Arizona	4%	5%	2%	5%
Phoenix	1%	1%	1%	1%
All other Arizona mentions	3%	4%	1%	4%
Hawaii	3%	4%	3%	3%
Honolulu	1%	1%	1%	1%
Maui	0%	1%	0%	0%
All other Hawaii mentions	2%	2%	2%	2%
Denver/All other Colorado	2%	2%	2%	3%
Washington State	2%	3%	2%	0%
Seattle, Washington	1%	3%	1%	-
All other Washington state mentions	1%	-	1%	0%
Montana	2%	2%	2%	1%
Utah	1%	2%	1%	1%
Oregon	1%	1%	1%	0%
Alaska	1%	1%	1%	1%
Lake Tahoe	0%	0%	1%	0%
Midwest	13%	14%	10%	13%
Michigan	3%	5%	2%	4%
Ohio	3%	2%	3%	4%
Chicago/All other Illinois	3%	3%	3%	2%
Wisconsin	2%	2%	1%	2%
Minnesota	1%	2%	1%	1%
Indiana	1%	1%	1%	1%
Northeast	12%	11%	10%	15%
New York	4%	4%	4%	4%
New York City, NY	2%	2%	1%	2%
All other New York state mentions	2%	2%	3%	2%
Philadelphia/All other Pennsylvania	3%	4%	2%	3%
New England (New Hampshire/Vermont/Maine/Connecticut)	2%	1%	2%	4%
New Jersey	2%	2%	1%	3%
Boston/All other Massachusetts	1%	1%	2%	2%
All Other US	7%	9%	7%	4%
All other state mentions	7%	9%	7%	4%

Q5d_2. [ASK IF Q5B=1 FOR AT LEAST ONE TRIP [DESTINATION CHOSEN], OTHERWISE SKIP TO Q50] For each domestic trip below, please indicate the primary mode of transportation you will use.

	Total	50-59	60-69	70+
Unweighted n	1366	447	504	415
Personal vehicle	50%	50%	50%	49%
Airplane	40%	40%	39%	42%
Rental vehicle	4%	5%	5%	2%
Cruise ship	3%	1%	2%	5%
Train	1%	1%	2%	1%
Bus	0%	1%	1%	0%
Other (Please specify)	1%	1%	2%	1%
Not sure yet	1%	1%	-	0%

Q5e_2. Which of the following best describes the different types of accommodations you will be staying at during your domestic travel next year? Select all that apply.

	Total	50-59	60-69	70+
Unweighted n	682	229	243	210
Hotel/Motel	63%	63%	65%	60%
With Friends or Family	37%	38%	38%	37%
Airbnb, VRBO, HomeAway, etc. (managed by owner)	15%	14%	17%	12%
Resort	13%	16%	10%	14%
Cruise ship cabin	7%	4%	9%	7%
Rental Home (managed by a company)	6%	5%	4%	6%
RV/Van/Campground	5%	2%	9%	5%
Bed & Breakfast	4%	5%	4%	3%
Other (Specify)	8%	3%	10%	10%
Not sure yet	0%	1%	-	0%

BUCKET LIST TRAVEL

Q50. [ASK IF Q2≠3 AND Q4≠3 (NOT GOING ON A BUCKET LIST TRIP), OTHERWISE SKIP] Do you have a “bucket list” of places you would like to travel to in your lifetime?

	Total	50-59	60-69	70+
Unweighted n	952	322	311	319
Yes	54%	65%	51%	45%
No	46%	35%	49%	55%

Q51. [ASK IF Q2=3 OR Q4=3 (BUCKET LIST TRIP PLANNED) OR Q50=1 (HAS BUCKET LIST), OTHERWISE SKIP] Coming out of the pandemic, when travel was severely restricted for an extended period of time, are you more or less committed to your bucket list of places you would like to travel during your lifetime?

	Total	50-59	60-69	70+
Unweighted n	773	290	251	232
It made me more committed to it	39%	47%	37%	31%
It made me less committed to it	12%	11%	10%	18%
No change in my commitment to it	49%	42%	53%	51%

Q52. [ASK IF Q2=3 OR Q4=3 (BUCKET LIST TRIP PLANNED), OTHERWISE SKIP] What is the primary barrier that might stop you from taking your bucket list trip this year, if any?

	Total	50-59	60-69	70+
Unweighted n	248	78	90	80
Inflation, travel cost increases	21%	24%	24%	14%
Health issues	16%	9%	13%	27%
Less discretionary income than anticipated	12%	16%	13%	5%
Travel restrictions	8%	7%	12%	3%
Airline issues (e.g., cancellations)	4%	5%	3%	6%
Weather concerns	4%	3%	3%	5%
Global unrest	4%	7%	1%	3%
Time (e.g., No time to plan, can't take the time away)	3%	7%	1%	1%
Do not anticipate anything stopping me	29%	22%	30%	36%

Q34. Still thinking of your upcoming leisure trips in 2023, please indicate what type of organized group trips you plan on taking by yourself or with friends or family, if any. Select all that apply.

	Total	50-59	60-69	70+
Unweighted n	1200	400	401	399
Guided travel tours (e.g., Collette, Grand European Travel)	9%	10%	8%	9%
Adventure group (e.g., REI Adventures)	3%	5%	2%	2%
Church/Religious group	2%	3%	3%	1%
Educational group (e.g., National Geographic Journeys, Road Scholar)	2%	2%	2%	3%
Men or Women's organization	2%	2%	2%	1%
Other (Specify)	3%	3%	3%	3%
None are with an organized group	84%	82%	86%	85%

TRAVEL MOTIVATION AND SPEND

Q9b. From the list below, please select your top three motivators for your 2023 travel plans. Please select up to three.

	Total	50-59	60-69	70+
Unweighted n	1200	400	401	399
To spend time with family or friends	58%	54%	56%	64%
To relax and rejuvenate	51%	53%	50%	48%
To get away from normal, everyday life	49%	48%	47%	51%
To visit somewhere I've always wanted to go	31%	28%	31%	34%
To share a new experience with my significant other	27%	28%	26%	27%
To go on an adventure	22%	25%	24%	16%
To try something new	14%	17%	13%	11%
To improve my health	5%	6%	5%	5%
To scout a place for my retirement	3%	4%	5%	1%
To scout a place for a new job/relocation	2%	3%	2%	1%
Other (Specify)	3%	2%	2%	4%

Q13d. Now that you have thought through your anticipated travel plans for 2023, approximately how much do you expect to spend on travel in 2023, in total?

	Total	50-59	60-69	70+
Unweighted n	1200	400	401	399
1-250	2%	2%	2%	1%
251-500	5%	5%	6%	4%
501-750	2%	2%	2%	2%
751-1000	6%	6%	7%	6%
1001-2500	19%	18%	19%	20%
2501-5000	28%	31%	27%	28%
5001-7500	8%	7%	7%	11%
7501-10000	14%	18%	14%	10%
10001+	16%	11%	18%	18%
Mean	6688.00	5903.00	7316.00	6777.00

Q13e. And how do your estimated 2023 expenses ([Q13d RESPONSE]) compare to what you expect to spend on travel by the end of 2022?

	Total	50-59	60-69	70+
Unweighted n	1200	400	401	399
Travel spend will be higher in 2023	56%	53%	57%	58%
Travel spend will be about the same in 2023	34%	39%	33%	31%
Travel spend will be lower in 2023	10%	8%	11%	11%

T8a. [ASK IF Q13e=1, OTHERWISE SKIP] You indicated you will be spending more on travel in 2023 than in 2022. Which of the following are reasons why your travel expenses will be more next year? Select all that apply.

	Total	50-59	60-69	70+
Unweighted n	678	215	229	234
Everything just costs more now (e.g., transportation, accommodations, food, gas)	71%	68%	68%	76%
Will take more trips in 2023	40%	37%	48%	36%
Staying longer at destination than normal	26%	26%	28%	24%
Accommodations (NET)	23%	25%	23%	22%
Accommodations (e.g., higher end hotel, Airbnb) to ensure a COVID safe environment	13%	16%	11%	13%
Accommodations (e.g., higher end hotel, Airbnb) as a treat for non-travel during COVID	12%	12%	14%	11%
Transportation tickets (e.g., airlines) so they would be flexible/cancellable	21%	20%	16%	25%
Spending more at destination as a treat for non-travel during COVID (e.g., activities, food)	16%	22%	11%	17%
Travel insurance	9%	7%	7%	11%
Using a Travel Agent/Advisor to ensure a smooth experience	4%	5%	3%	4%
Other (Specify)	7%	4%	9%	8%

T8a_2. [ASK IF Q13e=3; OTHERWISE SKIP] You indicated you will be spending less on travel in 2023 than in 2022. Which of the following are reasons why your travel expenses will be less next year? Select all that apply.

	Total	50-59	60-69	70+
Unweighted n	118	31	45	42
Taking less expensive trips	57%	45%	56%	65%
Less Discretionary Income	34%	51%	35%	22%

Less discretionary income to spend in general	34%	51%	35%	22%
Some discretionary income going to help financially support others	4%	10%	-	4%
Taking fewer trips	31%	26%	30%	36%
Using Points / Miles / Credits	18%	5%	21%	25%
Using loyalty points/miles	17%	5%	18%	25%
Using travel credits accumulated during COVID	5%	-	5%	10%
Splitting the costs with someone else	9%	11%	6%	12%
Found great deals	4%	4%	2%	6%
Other (Specify)	6%	3%	7%	9%

T8b. [ASK IF Q13e=3; OTHERWISE SKIP] Since you anticipate spending less on travel in 2023 than this year (2022), what might you do with the dollars you save on travel? Select all that apply.

	Total	50-59	60-69	70+
Unweighted n	118	31	45	42
Spend It	52%	60%	56%	42%
It will get absorbed into the household budget	25%	32%	30%	18%
Pay down debt	23%	29%	24%	18%
Will spend it on a staycation instead	9%	11%	10%	5%
Spend it on home improvement (e.g., new outdoor patio, pool)	4%	5%	2%	6%
Spend it on myself or someone else (e.g., entertainment, electronics, hobby)	4%	-	9%	2%
Spend it on something for the home (e.g., TV, sound system)	3%	5%	-	2%
Save/Invest It	47%	47%	45%	43%
Save it for future travel	30%	20%	34%	30%
Save it for a rainy day/emergency funds	14%	22%	5%	16%
Invest it instead	12%	13%	9%	14%
Other (Specify)	4%	3%	4%	4%
Nothing will be saved, I/we have less to spend this year	13%	10%	12%	16%
I have no idea	10%	-	11%	18%

Q53. Below is a list of discretionary spending categories. Thinking about what is important to you, please put these categories in priority order – starting with the one you are most likely to spend discretionary income on in 2023.

Percentage Ranked First	Total	50-59	60-69	70+
Unweighted n	1200	400	401	399
Travel/Vacation	52%	41%	59%	58%
Home improvement (e.g., new furniture, remodeling, refreshing paint/floors)	13%	15%	13%	11%
Entertainment (e.g., eating out, concerts, sporting events)	12%	12%	9%	13%
Personal spending (e.g., clothes, jewelry, memberships)	10%	14%	8%	7%
Vehicle purchase (e.g., car, truck, van, camper)	7%	9%	6%	7%
Technology purchase (e.g., smartphone, smart TV, home security)	3%	4%	2%	2%
A Hobby (e.g., golf, tennis, art, antiques)	3%	4%	2%	2%

Percentage Ranked First or Second	Total	50-59	60-69	70+
Unweighted n	1200	400	401	399
Travel/Vacation	72%	62%	75%	80%
Entertainment (e.g., eating out, concerts, sporting events)	39%	37%	34%	46%
Home improvement (e.g., new furniture, remodeling, refreshing paint/floors)	30%	30%	33%	26%
Personal spending (e.g., clothes, jewelry, memberships)	23%	26%	23%	19%
Vehicle purchase (e.g., car, truck, van, camper)	15%	20%	13%	13%
Technology purchase (e.g., smartphone, smart TV, home security)	10%	13%	10%	8%
A Hobby (e.g., golf, tennis, art, antiques)	9%	11%	9%	7%

COVID IMPACT ON 2022 TRAVEL

T13. Now let's talk about how the COVID-19 pandemic may have changed your attitudes and behaviors as they relate to travel.

	Total	50-59	60-69	70+
Unweighted n	1200	400	401	399
Top 2 Box	81%	81%	82%	82%
Extremely safe	31%	35%	31%	27%
Somewhat safe	50%	47%	51%	55%
Neither safe nor unsafe	13%	13%	14%	12%
Somewhat unsafe	5%	5%	4%	6%
Extremely unsafe	1%	1%	0%	1%

T12. Please indicate the ways in which your travel in 2023 might look different than your travel plans prior to COVID. Select all that apply.

	Total	50-59	60-69	70+
Unweighted n	1200	400	401	399
No differences expected	42%	44%	42%	39%
Will only travel domestically	26%	23%	24%	30%
Will avoid crowded destinations (e.g., New York, Las Vegas)	23%	18%	24%	26%
Will take more road trips	20%	18%	19%	22%
Will take trips that involve more outdoor activities (e.g., beach, camping, hiking)	17%	16%	18%	17%
Will only travel with my immediate family	17%	16%	15%	21%
Will travel less often by air/will avoid air travel	15%	11%	18%	16%
Will stay with family and friends vs. a hotel-type accommodation	12%	9%	12%	15%
Will take fewer trips	12%	10%	13%	11%
Will visit a familiar destination vs. trying somewhere new	12%	9%	14%	13%
Will choose a destination closer to home	11%	12%	13%	9%
Will rent a home (e.g., Airbnb, VRBO)	6%	5%	6%	7%
Other (Specify)	2%	1%	2%	2%
Will rent an RV	2%	2%	1%	1%

Q54. When booking a destination, transportation, accommodations, and activities for your leisure trips, which of the following are most important in your decision making? Please rank your Top 4, starting with the one that is your primary consideration.

Percentage Ranked First	Total	50-59	60-69	70+
Unweighted n	1200	400	401	399
Location	50%	45%	53%	51%
Cost	40%	46%	34%	38%
Ease of booking	5%	4%	6%	6%
Convenience	4%	4%	4%	5%
Waste or pollution created by travel choices	1%	0%	1%	0%
Impact on nature and ecosystems	1%	0%	1%	-
Carbon footprint	0%	1%	0%	0%
Impact on communities	0%	0%	0%	-

Percentage Ranked First or Second	Total	50-59	60-69	70+
Unweighted n	1200	400	401	399
Location	80%	77%	84%	79%
Cost	77%	81%	74%	76%
Convenience	20%	18%	19%	23%

Ease of booking	17%	17%	17%	18%
Impact on nature and ecosystems	3%	2%	4%	3%
Waste or pollution created by travel choices	1%	2%	1%	1%
Impact on communities	1%	2%	0%	1%
Carbon footprint	1%	2%	1%	0%

Q55. When making your leisure travel plans, how often do you choose trips that honor sustainable travel practices?

	Total	50-59	60-69	70+
Unweighted n	1200	400	401	399
All / Some of the Time (NET)	39%	44%	38%	34%
All the time	6%	8%	5%	7%
Some of the time	32%	36%	33%	27%
Hardly ever	23%	23%	22%	24%
Never	17%	14%	19%	19%
Was unaware of sustainable travel practices	22%	18%	22%	24%

CRUISE DEEP DIVE

Q40. [ASK IF Q3d=6 or Q5d_2=6; OTHERWISE SKIP] Earlier you mentioned that you plan to travel by cruise ship for one or more trips in 2023. How many cruises have you taken in the past? If none, please enter '0'.

	Total	50-59	60-69	70+
Unweighted n	78	17	28	33
0	5%	5%	8%	2%
1	11%	17%	9%	6%
2	5%	8%	6%	2%
3	3%	-	5%	5%
4	9%	8%	14%	4%
5	4%	8%	2%	5%
6	4%	-	5%	6%
7 - 10	18%	9%	17%	20%
11 - 15	14%	14%	14%	14%
16+	28%	30%	21%	36%
Mean	14.34	13.50	12.86	17.30

Q41. What is your motivation for traveling by cruise ship in 2023? Please select all that apply.

	Total	50-59	60-69	70+
Unweighted n	78	17	28	33
Best way to visit multiple destinations	70%	69%	63%	76%
It's a good value	62%	64%	54%	69%
Is hassle-free (i.e. meals and excursions are planned for me)	56%	65%	37%	71%
Best way to relax, get pampered	54%	49%	38%	67%
My travel companions want to cruise	42%	72%	31%	37%
On ship entertainment/show options	39%	62%	24%	39%
Lots of activities at my fingertips	34%	36%	27%	36%
It has activities for family members/travel companions of all ages	23%	45%	14%	16%
To meet people	18%	13%	8%	30%
I want to try a new travel experience	3%	-	8%	-
Other (Please specify)	5%	-	5%	9%

Q42. Thinking again about your specific cruise trip(s) planned for 2023, what type of waterway will you be cruising on for each?

	Total	50-59	60-69	70+
Unweighted n	105	20	34	51
Ocean	89%	93%	87%	89%
River	7%	-	9%	9%
Both	4%	7%	4%	2%

Q44_2023. Today, there are all different kinds of cruises. For example, some cruises are focused on a particular type of music or modeled after a Broadway or TV show, while some serve special interests like Disney, car racing, or art lovers.

	Total	50-59	60-69	70+
Unweighted n	78	17	28	33
Yes (Please describe)	13%	23%	8%	12%
No specific theme	87%	77%	92%	88%

WORK/LIFE MODULE

Q16a. [ASK IF S6A=1:3, OTHERWISE SKIP TO BARRIERS, Q22] Approximately, how much paid time off (PTO) do you get per year?

	Total	50-59	60-69	70+
Unweighted n	256	141	80	35
None	16%	7%	18%	45%
Any	84%	94%	82%	55%
7 days or less	7%	9%	6%	7%
8 - 14 days	15%	19%	14%	3%

15 - 21 days	23%	24%	24%	16%
22 - 28 days	15%	20%	14%	3%
More than 28 days	15%	13%	18%	11%
I have unlimited vacation days	9%	9%	7%	16%

Q16a_3. [ASK IF Q16a=2:6, OTHERWISE SKIP] And how much of your PTO from 2020 and 2021 did you carry over and use in 2022, if any?

	Total	50-59	60-69	70+
Unweighted n	193	119	61	13
None	48%	45%	44%	89%
7 days or less	22%	24%	26%	6%
8 - 14 days	12%	11%	17%	-
15 - 21 days	8%	10%	6%	-
22 - 28 days	5%	7%	4%	-
More than 28 days	4%	4%	4%	5%

Q16b. [ASK IF Q16a=2:7, OTHERWISE SKIP TO Q17] How much of your 2023 PTO will be used for personal travel in 2023?

	Total	50-59	60-69	70+
Unweighted n	216	131	66	19
All/Most	59%	57%	60%	61%
All of it	28%	28%	28%	21%
Most of it	31%	30%	32%	40%
Some of it	28%	33%	20%	29%
Hardly any of it	6%	5%	10%	-
Don't know	7%	5%	9%	11%

Q17. [ASK IF Q16a=2:7, OTHERWISE SKIP] In your opinion, how important is it for you to stay connected to work when you are on personal travel?

	Total	50-59	60-69	70+
Unweighted n	216	131	66	19
Top 2 Box	24%	23%	28%	22%
Extremely important	9%	10%	10%	-
Very important	14%	12%	18%	22%
Somewhat important	17%	18%	12%	10%
Not too important	26%	26%	21%	39%
Not at all important	34%	33%	39%	30%

BARRIERS

Q22. What if anything, has prevented you, or might prevent you, from taking all the personal trips you'd like to take in 2023? Select all that apply.

	Total	50-59	60-69	70+
Unweighted n	1200	400	401	399
Cost of travel	52%	57%	51%	48%
My health/the health of someone else	30%	23%	26%	43%
Fear of financial unknown due to inflation	27%	31%	23%	25%
Public health concerns (e.g., COVID-19)	25%	22%	23%	26%
Travel restrictions due to COVID-19	22%	20%	20%	24%
Weather disasters	21%	17%	20%	26%
Family obligations	19%	22%	15%	19%
Airline complications (e.g., cancelled flights, cancelled routes, lost bags)	16%	11%	18%	19%
Security/Terrorism	15%	12%	14%	20%
Increased political or social unrest around the world	15%	10%	14%	21%
Work responsibilities	10%	20%	9%	3%
Lack of free time	9%	18%	6%	2%
My spouse/significant other's lack of vacation time	7%	14%	6%	1%
My lack of vacation time from work	6%	13%	5%	1%
Time required to plan personal travel	4%	8%	4%	1%
Lack of desire	4%	4%	3%	5%
Exchange rate	3%	4%	3%	2%
Despite having earned vacation days, I feel pressure from my management not to use them	1%	3%	2%	0%
Other (Specify)	1%	1%	1%	2%
Nothing will prevent me from personal travel in 2023	16%	12%	19%	18%

Q5h. Please indicate the types of travel related loyalty programs you are currently a member of. Select all that apply.

	Total	50-59	60-69	70+
Unweighted n	1200	400	401	399
Use ANY Awards Program	82%	77%	85%	84%
Airlines (e.g., AAdvantage, MileagePlus, Rapid Rewards)	65%	56%	67%	72%
Hotel (e.g., Hilton Honors, Marriott Rewards, Starwood Preferred Guest)	65%	64%	66%	65%
Car Rental (e.g., Avis Preferred, Hertz Gold, Emerald Club)	30%	29%	32%	30%

Cruise Line (e.g., Disney, Princess, Norwegian)	15%	11%	13%	20%
Other Travel Programs (Specify)	2%	2%	3%	2%
None of the above	18%	23%	15%	16%

Q5i. [ASK IF Q5h=1:3,6; OTHERWISE SKIP] How often do you book with your travel loyalty program provider versus other options in the marketplace when making leisure travel arrangements?

1. Airlines

	Total	50-59	60-69	70+
Unweighted n	770	222	266	282
Top 2 Box	76%	74%	77%	77%
I always use my loyalty provider	35%	36%	36%	35%
I use my loyalty provider most of the time	41%	38%	41%	42%
I use my loyalty provider some of the time	18%	23%	19%	14%
I rarely use my loyalty provider	4%	3%	3%	6%
I never use my loyalty provider	2%	1%	2%	2%

2. Hotel

	Total	50-59	60-69	70+
Unweighted n	784	256	263	265
Top 2 Box	68%	69%	71%	63%
I always use my loyalty provider	26%	29%	27%	24%
I use my loyalty provider most of the time	41%	41%	44%	39%
I use my loyalty provider some of the time	26%	26%	27%	27%
I rarely use my loyalty provider	5%	4%	1%	8%
I never use my loyalty provider	2%	1%	1%	2%

3. Car Rental

	Total	50-59	60-69	70+
Unweighted n	353	111	124	118
Top 2 Box	67%	71%	69%	61%
I always use my loyalty provider	34%	42%	30%	29%
I use my loyalty provider most of the time	33%	29%	39%	31%
I use my loyalty provider some of the time	21%	19%	19%	25%
I rarely use my loyalty provider	10%	8%	9%	13%
I never use my loyalty provider	2%	3%	3%	2%

4. Cruise Line

	Total	50-59	60-69	70+
Unweighted n	179	43	53	83
Top 2 Box	73%	73%	71%	72%

I always use my loyalty provider	42%	47%	40%	41%
I use my loyalty provider most of the time	30%	25%	31%	32%
I use my loyalty provider some of the time	22%	22%	19%	24%
I rarely use my loyalty provider	3%	2%	5%	2%
I never use my loyalty provider	3%	3%	5%	1%

D2. Will you or any travel companion require an accommodation for a disability while traveling internationally or domestically in 2023? Select all that apply.

	Total	50-59	60-69	70+
Unweighted n	1200	400	401	399
Yes, internationally	6%	6%	6%	5%
Yes, domestically	14%	16%	13%	13%
No	84%	82%	84%	85%

Q60. What is your current marital status?

	Total	50-59	60-69	70+
Unweighted n	1200	400	401	399
Single/Never married	12%	18%	11%	7%
Married/Living together	68%	65%	69%	69%
Separated/Divorced	14%	15%	16%	11%
Widowed	7%	3%	4%	14%

Q61. Are you the parent or guardian of any children in the household under the age of 18?

	Total	50-59	60-69	70+
Unweighted n	1200	400	401	399
Yes	9%	21%	3%	2%
No	91%	79%	98%	98%

Q62. Are you the parent or guardian of any children in the household ages 18 or older, or any at college who are still dependent on you?

	Total	50-59	60-69	70+
Unweighted n	1200	400	401	399
Yes	12%	24%	8%	4%
No	88%	76%	93%	96%

Q62b. Are you the grandparent of any grandchildren, including step-grandchildren and/or adopted grandchildren?

	Total	50-59	60-69	70+
Unweighted n	1200	400	401	399
Yes	48%	28%	50%	68%
No	52%	73%	50%	32%

Q63. Which of the following best describes the last level of education you have completed?

	Total	50-59	60-69	70+
Unweighted n	1200	400	401	399
Some high school or less	0%	1%	-	1%
High School graduate	12%	15%	13%	8%
Some college	20%	17%	19%	24%
2-year college/technical school	13%	13%	14%	11%
4-year college	27%	29%	28%	23%
Some postgraduate work	5%	4%	4%	7%
Postgraduate degree	23%	21%	22%	27%

D3. Which of the following best describes your current level of concern regarding the spread of COVID-19?

	Total	50-59	60-69	70+
Unweighted n	1200	400	401	399
Very / Somewhat Concerned	47%	41%	45%	53%
Very concerned	11%	11%	9%	12%
Somewhat concerned	36%	31%	36%	40%
On the fence at the moment	14%	15%	13%	13%
Not very concerned	23%	24%	23%	23%
Not at all concerned	17%	20%	19%	11%

D10. What is your current vaccination status?

	Total	50-59	60-69	70+
Unweighted n	1200	400	401	399
Vaccinated/Open to Vaccination	90%	85%	90%	95%
Fully/Partially Vaccinated	90%	85%	90%	94%
Fully vaccinated	85%	77%	87%	92%
Partially vaccinated	4%	7%	3%	3%
Scheduled to be vaccinated	0%	0%	-	1%
Will not be vaccinated	8%	14%	7%	5%
Prefer not to answer	2%	2%	3%	1%

D11. And finally, in general, how would you describe your political views?

	Total	50-59	60-69	70+
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Unweighted n	1200	400	401	399
Conservative	41%	34%	44%	44%
Very conservative	16%	13%	18%	19%
Somewhat conservative	24%	21%	26%	25%
Moderate	32%	37%	32%	28%
Liberal	25%	26%	23%	26%
Somewhat liberal	15%	15%	13%	16%
Very liberal	11%	12%	10%	10%
Prefer not to answer	2%	3%	1%	1%