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SURVEY QUESTIONS:

Talker Research team members are members of the Market Research Society (MRS) and the European Society for Opinion and Marketing Research (ESOMAR).

Talker Research is also part of the Transparency Initiative through the American Association for Public Opinion Research (AAPOR) — to view the complete methodology as part of this initiative, please visit the Talker Research Process and Methodology page.

For more information on the survey or any additional questions, please contact: questions@talkerresearch.com

PROJECT NAME: STATE OF SUMMER TRAVEL

SAMPLE: 5,000 Americans, split evenly by state (100 respondents per state) and evenly by generation

SPLITS: Age, gender, state and Q1

Survey Questions:

1. What is your gender? [SINGLE SELECT, MAINTAIN ORDER]

1. Male
2. Female
3. Non-Binary
4. Other
5. Prefer not to say

KEEP NON-BINARY/OTHER/PNTS IN TOTAL, REMOVE FROM GENDER SPLIT

QSEX. HIDDEN GENDER RECODE

1. Male
2. Female

If D1=1, QSEX=Male

If D1=2, QSEX=Female

D2. What is your age in years?

[NUMERICAL OPEN-END; RANGE 0-99]

[TERMINATE IF UNDER 18]

D2a. Please select the year in which you were born.

[Dropdown list of years from 2008 to 1927]

[TERMINATE if age and birth year do not align +/- 1 year]

QAGE: HIDDEN AGE RECODE BY GENERATION

IF D2a=1997-2008, QAGE=Generation Z

IF D2a=1981-1996, QAGE=Millennials

IF D2a=1965-1980, QAGE=Generation X

IF D2a=1946-1964, QAGE=Baby Boomers

IF D2a=1927-1945, QAGE=Silent Generation

D3. Which state do you live in?

[DROP DOWN OF 50 U.S. STATES AND "I DO NOT LIVE IN A U.S. STATE".

TERMINATE IF OUTSIDE THE U.S.]

QRGN5: HIDDEN REGION RECODE

1. Northeast
2. Southeast
3. Southwest
4. Midwest
5. West

Survey Questions:

1. **Which of the following best describes you? [Select one]**
   A. I'm a homebody — I like to stay home where I'm comfortable
   B. I'm a casual traveler — I like to travel occasionally
   C. I'm a jetsetter — I look to travel extensively and frequently

2. **Are you planning to travel this summer? [Select one]**
   A. Yes
   B. No
   C. No, but I'd like to

3. **[SHOW IF Q2 = B,C] Why are you not traveling this summer? [Select all that apply] [RANDOMIZE, ANCHOR LAST1]**
   A. I can't afford the cost of a trip
   B. I'm working to save money
   C. I want to wait and do a bigger trip in the future
   D. I'm trying to pay off debt

E. I'm worried about the rising cost of travel (increase in cost for flights, gas, etc.)
F. I don't have the time to take a trip
G. I have limited time off from work
H. I try to avoid peak travel seasons (like summer)
I. I'm worried about my safety in various destinations
J. I'm busy caring for someone at home (my children, other relatives, my pets, etc.)
K. I'm feeling a high degree of burnout
L. I don't want the stress of traveling
M. I don't have anyone to travel with
N. I don't enjoy traveling
O. No reason in particular [EXCLUSIVE]

4. **[SHOW IF Q2 = B,C]How much money do you believe you'll be saving, due to <u>not</u> traveling this summer? [Select one]**

a. Less than $500
b. $500 to $999
c. $1,000 to $1,999
d. $2,000 to $2,999
e. $3,000 to $4,999
f. $5,000 to $7,499
g. $7,500 to $9,999
h. $10,000 or more
i. Not sure

5. **[SHOW IF Q2 = A] Are you planning to travel for . . . [Select all that apply] [RANDOMIZE, ANCHOR LAST 1]**
   A. Fun
   B. Work / business
   C. Obligations (ex., traveling to see family because you feel you need to, not because you want to)
   D. Other

6. **[SHOW IF Q2 = A] How many trips are you planning to take <u>this summer</u> (please include everything from a short weekend getaway to a longer trip)? [Select one]**
   A. 1
   B. 2
   C. 3
   D. 4
   E. 5+

7. **How many trips did you take <u>last summer (2025)</u> (please include everything from a short weekend getaway to a longer trip)? [Select one]**
   A. 0 — I did not travel at all last summer
   B. 1
   C. 2
   D. 3
   E. 4
   F. 5+

8. **[SHOW IF Q2 = A]What types of trips are you planning to take <u>this summer</u>? [Select all that apply] [RANDOMIZEM ANCHOR LAST 1]**

A. Traveling within my city / to a city close by
B. Traveling within my own state
C. Traveling to neighboring states
D. Traveling across the country
E. Traveling to another country
F. Not sure yet [EXCLUSIVE]

9. **[SHOW IF Q7 = B,C,D,E, F] What types of trips did you take last summer (2025)? [Select all that apply] [RANDOMIZE, ANCHOR LAST 1]**
   A. Traveled within my city / to a city close by
   B. Traveled within my own state
   C. Traveled to neighboring states
   D. Traveled across the country
   E. Traveled to another country
   F. Not sure [EXCLUSIVE]

10. **[SHOW IF Q2 = A] How will you be traveling this summer? [Select all that apply] [RANDOMIZE, ANCHOR LAST 1]**
   A. By car
   B. By plane
   C. By train
   D. On a cruise
   E. Via another mode of transportation
   F. Not sure yet [EXCLUSIVE]

11. **[SHOW IF Q7 = B,C,D,E, F]How did you travel last summer (2025)? [Select all that apply] [RANDOMIZE]**
   A. By car
   B. By plane
   C. By train
   D. On a cruise

E. Via another mode of transportation

12. **[SHOW IF Q2 = A] What is your travel budget for <u>this summer</u>? [Slider]**

[SLIDER SCALE 500 – 10,000] [increments of 1] [left label "Less than $500" | right label "more than $10K"]
Not sure

13. **[SHOW IF Q7 = B,C,D,E, F]What was your travel budget for <u>last summer (2025)</u>? [Slider]**

[SLIDER SCALE 500 – 10,000] [increments of 1] [left label "Less than $500" | right label "more than $10K"]
Not sure

14. **[SHOW IF Q7 = B,C,D,E,F + SHOW IF Q2 = A] How will your trip(s) this summer differ from your trip(s) last summer? [Select all that apply] [RANDOMIZE, ANCHOR LAST 2]**

A. I'm trying to be more budget-conscious with my travel this summer
B. I'm traveling for shorter lengths of time (e.g., a weekend away vs. a week)
C. I'm traveling to more affordable destinations
D. I'm traveling in a more affordable way (e.g., taking a train versus flying, etc.)
E. I'm visiting different types of destinations
F. I'm taking a big trip that I've been saving up for
G. I'm going "all out" with my summer travel this year
H. I'm taking one big, lavish trip this summer
I. I'm traveling with different people this summer

J. I'm planning more day trips / adventures within my own city or state
K. Other (please state)
L. No way in particular [EXCLUSIVE]

15. **Which of the following do you think will be popular "travel trends" this summer? [Select all that apply] [RANDOMIZE, ANCHOR LASTS 1]**

A. Staycations — staying within your city or state for a more casual trip (and returning home to sleep)
B. "City-cation" — staying at a hotel (or otherwise out of your own house) in a nearby city
C. "Micro-breaks" / "micro-cations" — short trips (like a long weekend) for a mini-vacation
D. "Destination dupes" — ex., finding a white sand beach close to home versus traveling abroad
E. "Quietcations" — vacations where you can unplug and recharge in a calm environment
F. "Decision-detox" — a pre-arranged trip with no choices / logistics to think about after arriving
G. "Passion-cations" — vacations planned entirely around a personal passion (e.g., a pottery workshop in India or sushi-making in Tokyo)
H. Pet-friendly travel — traveling in a way, and to locations, where pets are welcome
I. Set-jetting — travel inspired by film and TV locations
J. Bookbound — trips inspired by literature and books (e.g., visiting the homes of famous authors, literary landscapes, etc.)
K. "Astro-tourism" — experiences built around sky watching, stargazing or celestial events (ex., a lunar eclipse)

L. “Bae-cations” — traveling with a romantic partner for the first time
M. None of the above [EXCLUSIVE]

16. **How do you find travel inspiration? [Select all that apply] [RANDOMIZE, ANCHOR LAST 2]**
A. Family or friends
B. Social media via people I know
C. Social media via people I don’t know (celebrities, influencers, etc.)
D. AI (including (ChatGPT, Gemini, Claude, Perplexity, etc.)
E. Travel blogs or travel websites
F. Google or other search engines
G. Travel companies
H. Other
I. No way in particular [EXCLUSIVE]

17. **To what extent do you agree or disagree with the following statement? “There’s social pressure to be well-traveled.” [SELECT ONE]**
A. Strongly agree
B. Somewhat agree
C. Neither agree nor disagree
D. Somewhat disagree
E. Strongly disagree

18. **Have you ever traveled to a destination <u>solely</u> for the following reason(s)? [Select all that apply] [RANDOMIZE, ANCHOR LAST 1]**
A. I wanted to capture a specific picture to post on social media
B. I saw an influencer travel there

C. I wanted to brag to my friends / family that I had traveled there
D. None of the above [EXCLUSIVE]

19. **To what extent do you agree or disagree with the following statement? "There's social pressure to spend money on travel." [SELECT ONE]**
    A. Strongly agree
    B. Somewhat agree
    C. Neither agree nor disagree
    D. Somewhat disagree
    E. Strongly disagree

20. **Have you ever argued with someone about money while traveling (i.e., one of you wanted to spend more / less than the other on hotels, excursions, etc.)? [Select one]**
    A. Yes
    B. No
    C. Can't remember / prefer not to say

21. **[SHOW IF Q20 = A] Who have you most recently argued with about money while traveling? [Select all that apply] [RANDOMIZE]**
    A. My spouse / partner
    B. My parent(s)
    C. My friend(s)
    D. My co-worker(s)
    E. Someone else

22. **[SHOW IF Q20 = A] Please tell us about the last argument you had with someone about money while traveling. [Free text]**
    A. Free text response
    B. N/A: Prefer not to say

23. **Have you ever gone into debt specifically to travel? [Select one]**
    A. Yes
    B. No
    C. Prefer not to say

24. **To what extent do you agree or disagree with the following statement? "I experience FOMO (the 'fear of missing out') when I don't have the money to spend on travel." [SELECT ONE]**
    A. Strongly agree
    B. Somewhat agree
    C. Neither agree nor disagree
    D. Somewhat disagree
    E. Strongly disagree

Occasionally, the media may contact us wanting to interview respondents in the survey for further information to boost the article with qualitative data. These experiential quotes are used to add something unique to their reporting and boost the authority of the story which can then aid SEO performance.

To facilitate this, we sometimes ask respondents if they're open to being contacted by the media for further interview. This consent must be gained prior to running the survey. This enables us to share certain respondents with the media in adherence with our data protection protocols. Please note, a respondents' answer to this question does not impact their eligibility for the survey in any way.

25. **We're looking to hear from people about their summer travel plans (or why they're not planning to travel). If you consent, you may be contacted for a short interview by phone or email from a journalist for further comment. There is no financial incentive for taking part, but your name and responses may be cited in a national publication.**
    A. I'm interested in participating
    B. I'm not interested in participating

26. **[SHOW IF "I'm interested in participating" in PREVIOUS QUESTION] Please enter your details below.**

    Name:
    Email: