



Travel Season Report

Syndicated Research Report

April 2022

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Summary



Lifting of Airplane Mask Mandates Resulting in Differing Opinions, But Not Enough to Hinder Upcoming Travel Plans

As spring and summer travel season is well underway, the recent lifting of mask mandates on several major airlines has caused a slight shift in opinion. Fewer Americans now think masks should be required on airplanes; however, nearly half (47%) still feel this should remain a requirement. That doesn't seem to be stopping *most* people from wanting to travel via airplane, though. Most adults are just as likely, if not more likely, to travel by plane now that mask mandates have been lifted. In fact, comfort traveling right now is the highest we've seen during the month of April since the pandemic started. Not to mention, plans to travel via airplane in the next six months are both up from last April and have even increased since mask mandates were lifted. While typical travelers are less reluctant to travel via airplane in general right now, for those who are, the main reason holding them back is the cost of flights.

Travel Destinations Chosen Based on Relaxation and Familiarity This Year

Relaxation is the primary goal for nearly half of Americans (47%) when it comes to choosing a travel destination this year. We're also seeing more consumers planning travel to a destination they've been to before, both of which are correlated. Adults over 30, in particular, are seeking relaxation more so than last year, while 18-to-29-year-olds are traveling for a lot of the same reasons that they did last year.

International Travel up Slightly Since Last Summer

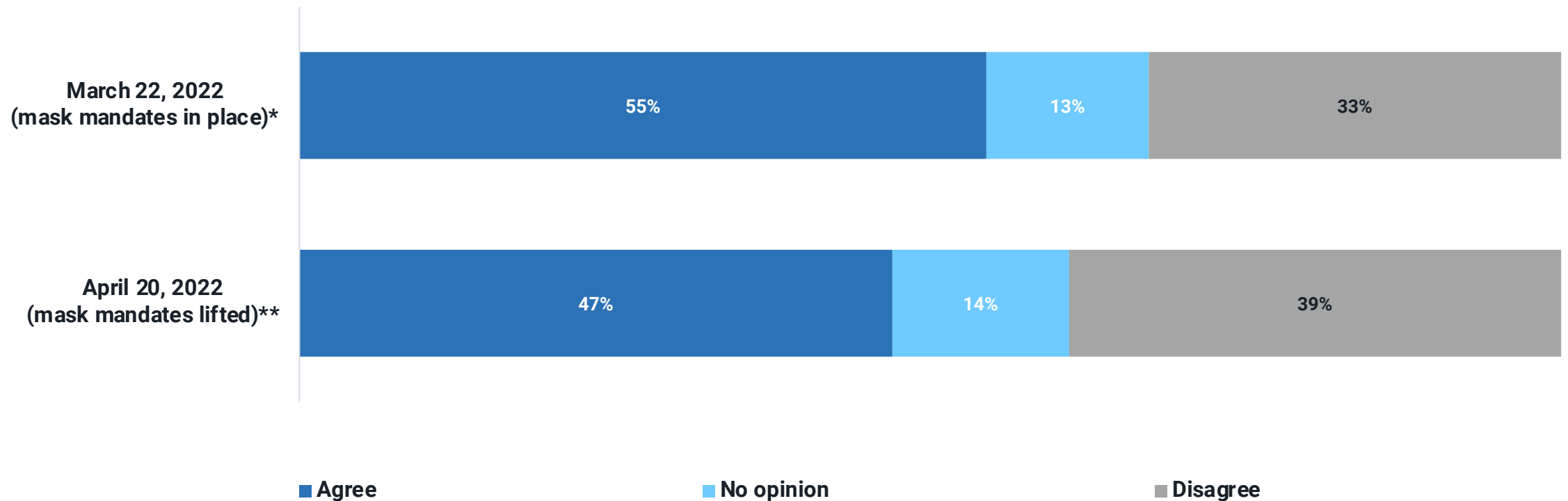
Even with more people traveling somewhere familiar this year, we are seeing a slight increase in those traveling out of the country compared to last summer (14% now versus 10% last June).



Detailed Findings

The recent lifting of mask mandates on planes has caused a shift in opinion on the matter. Fewer Americans now think masks should be required on airplanes; however, nearly half (47%) of Americans still feel this should remain a requirement.

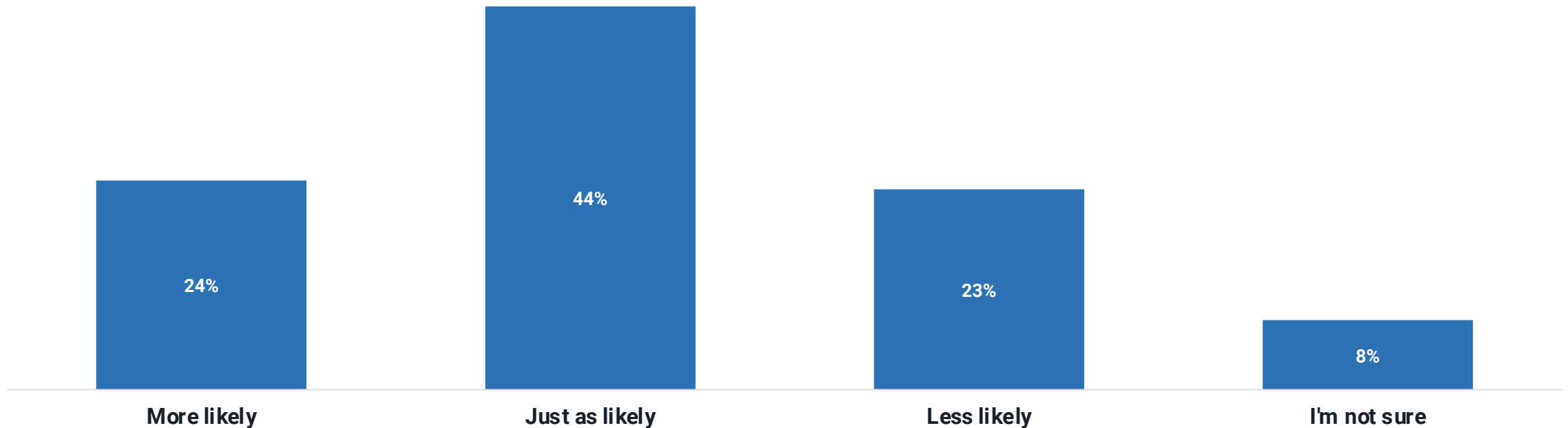
Do you agree or disagree that masks should be required on airplanes?



That doesn't seem to be stopping most people from wanting to travel via airplane, though. Most adults are just as likely, if not more likely, to travel by plane now that mask mandates have been lifted.



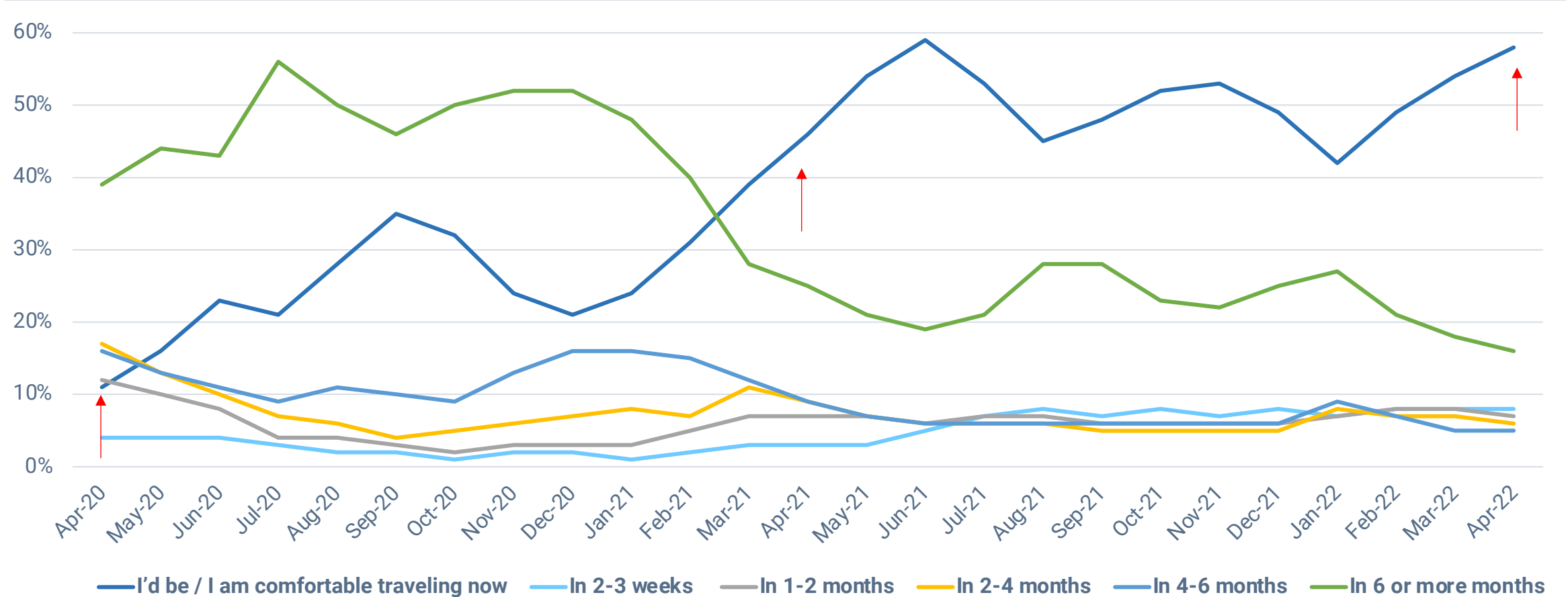
Are you more likely, just as likely, or less likely to travel by plane now that mask requirements have been lifted by four major airlines?



In fact, comfort traveling right now is the highest we've seen during the month of April since the pandemic started.



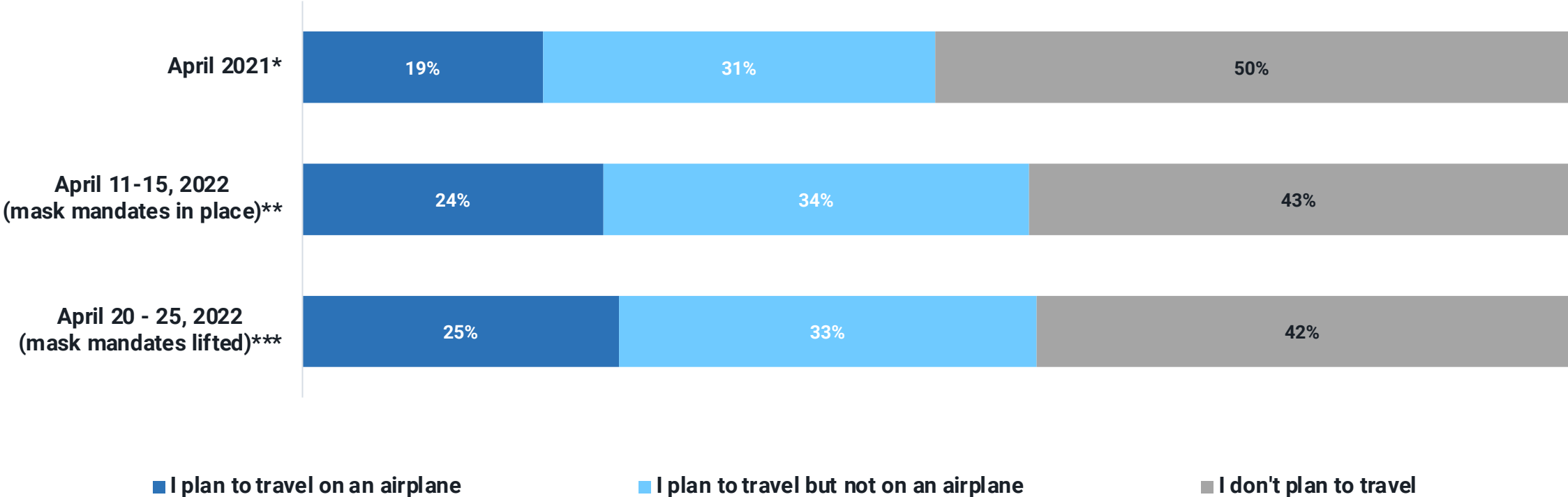
How soon from now would you be comfortable traveling and / or going on vacation?*



Not to mention, plans to travel in the next month are notably higher compared to April of last year (58% versus 50% last year), driven mostly by increased plans to travel via airplane.



Do you plan to travel in the next month?

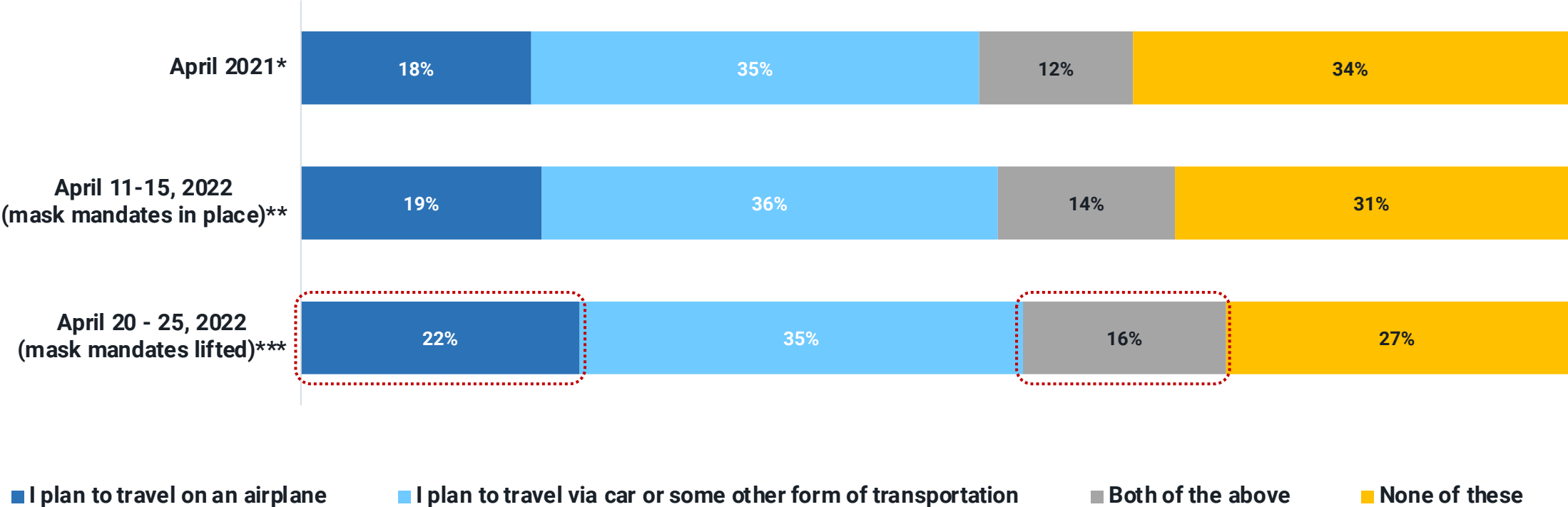


*15,287 responses weighted by US Adults from 4/01/2021 to 4/30/2021 | ± 2%
**8,369 responses weighted by US Adults from 4/01/2022 to 4/15/2022 | ± 2%
***4,539 responses weighted by US Adults from 4/20/2022 to 4/25/2022 | ± 2%

Plans to travel via airplane in the next six months are also up from last April and have even increased since mask mandates were lifted on several major airlines.



Do you plan to travel in the next 6 months?

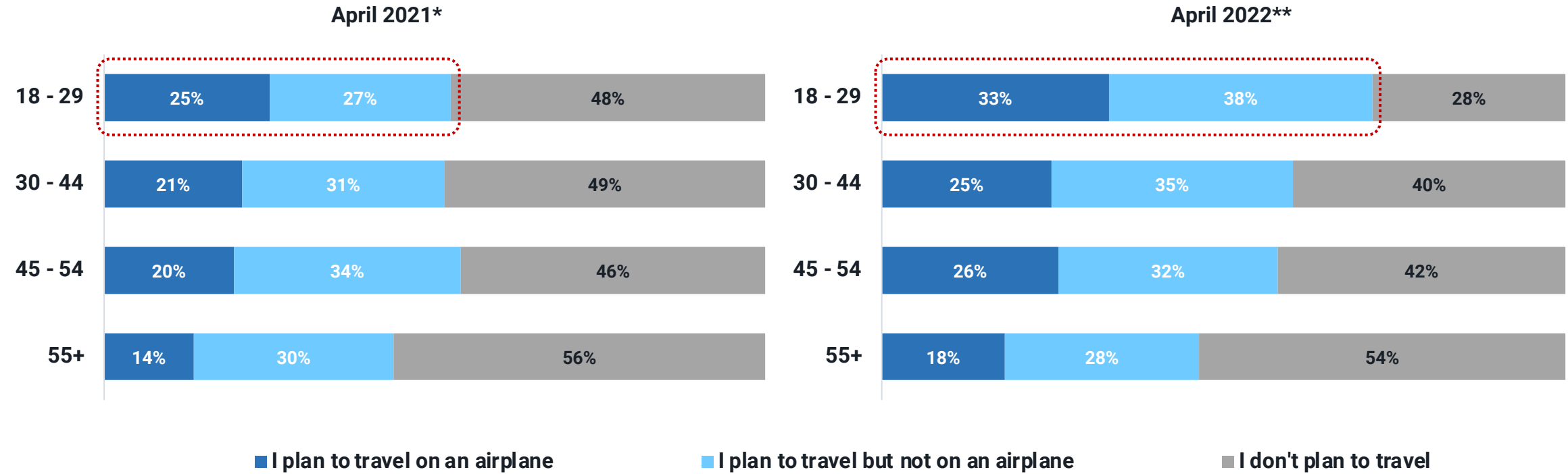


*2,877 responses weighted by US Adults from 4/15/2021 to 4/30/2021 | ± 2%
**2,644 responses weighted by US Adults from 4/11/2022 to 4/15/2022 | ± 3%
***2,625 responses weighted by US Adults from 4/20/2022 to 4/20/2022 | ± 2%

Compared to last April, younger adults (18-29) in particular, are much more likely to have travel planned in the coming month. Though, we're seeing at least some increase in intended airplane travel among all age groups.

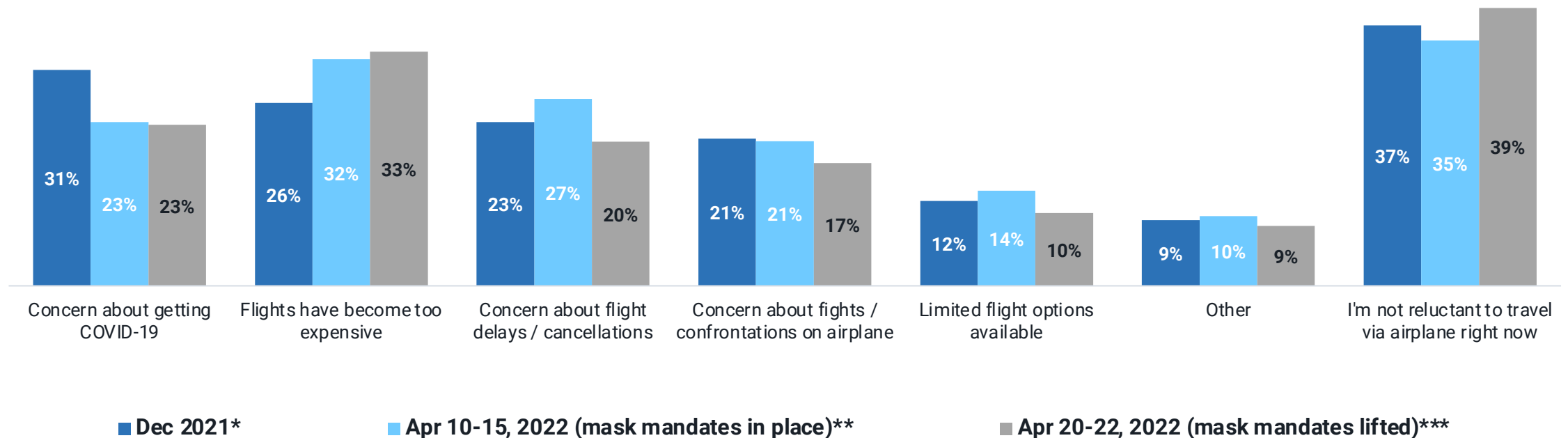


To what broad age group do you belong? Compared with Do you plan to travel in the next month?



While typical travelers are *less reluctant* to travel via airplane in general right now, for those who are, the main reason holding them back is *flights being too expensive*.

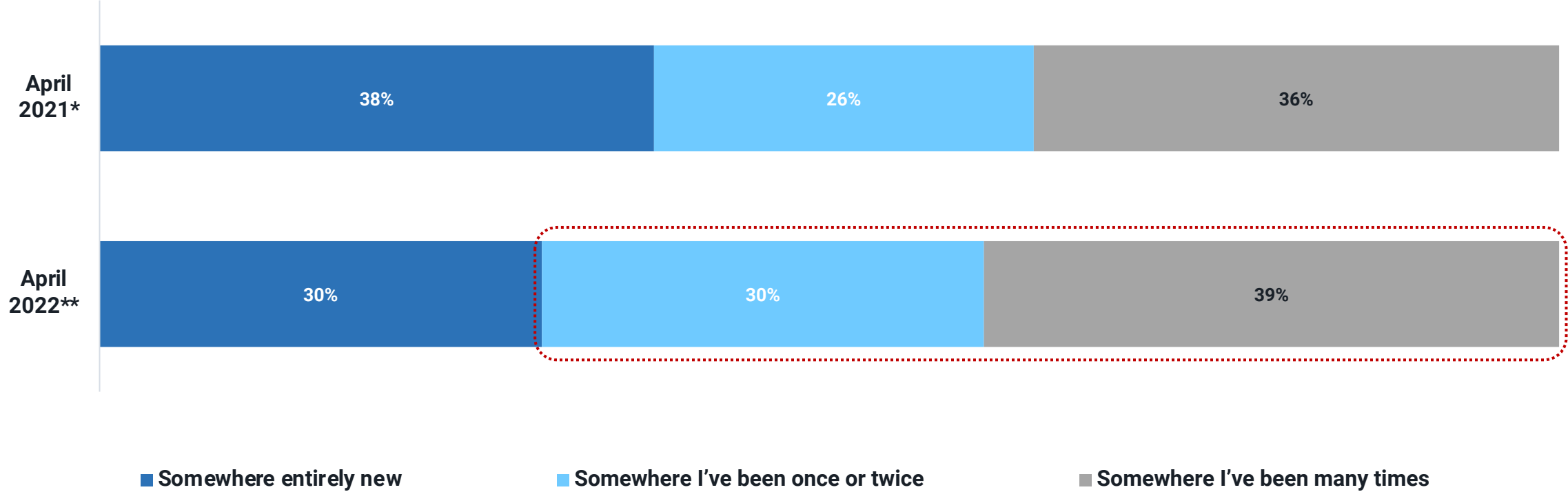
For what reasons are you reluctant to travel via airplane right now? (Please select all that apply.) > Rebased excl. people who rarely / never travel to begin with



Compared to last year, those with travel plans this year are more inclined to be going somewhere they've been before.

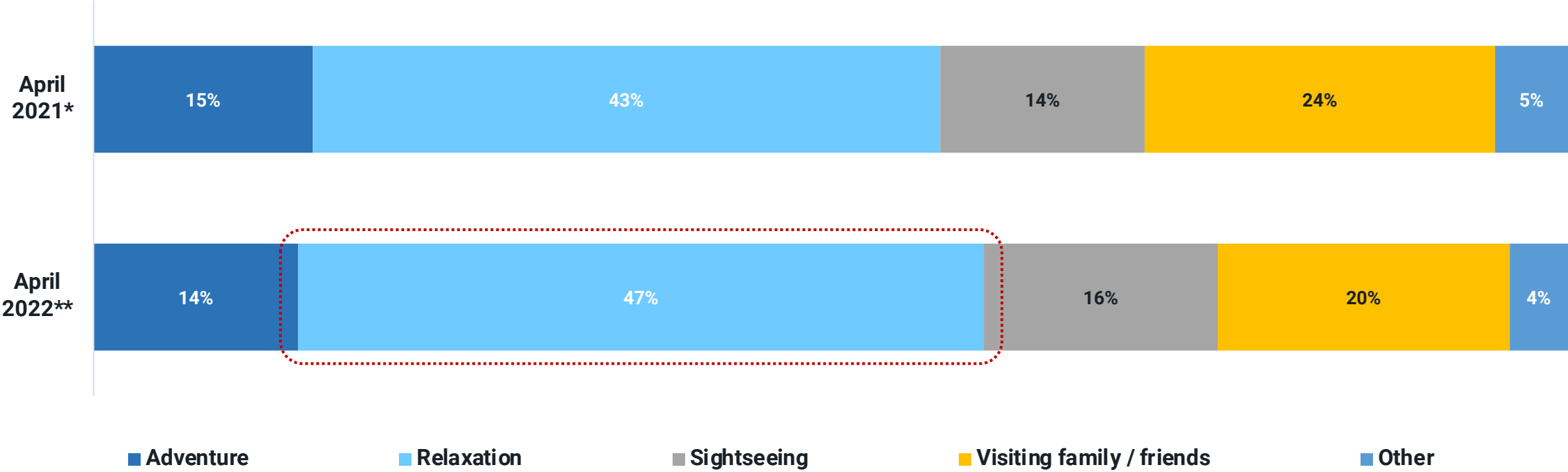


For your summer travel plans, are you going somewhere new or somewhere you've been before? > Rebased among those with travel plans



They are also even more likely to be seeking relaxation.

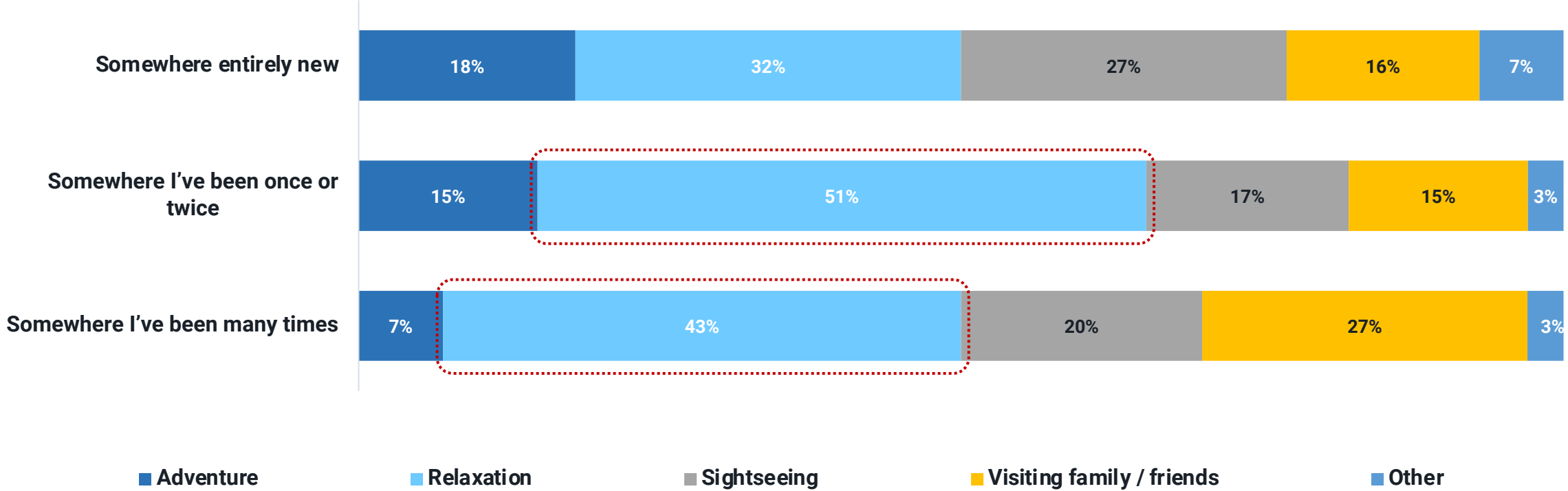
When it comes to your summer travel plans, what are you seeking most? > Rebased among those with travel plans



Travelers who are going somewhere familiar are more likely to be seeking relaxation compared to those going somewhere entirely new.



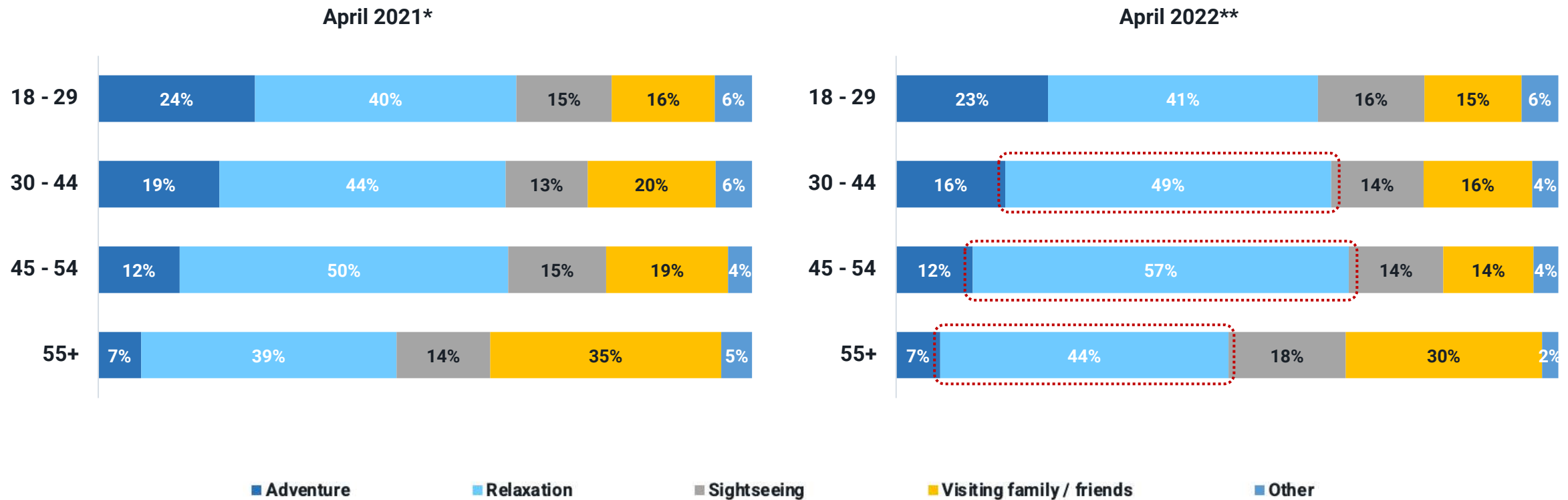
For your summer travel plans, are you going somewhere new or somewhere you've been before? *Compared with* When it comes to your summer travel plans, what are you seeking most? > Rebased among those with travel plans*



18-to-29-year-olds are traveling for a lot of the same reasons as last year, while older adults are seeking relaxation even more so this year.

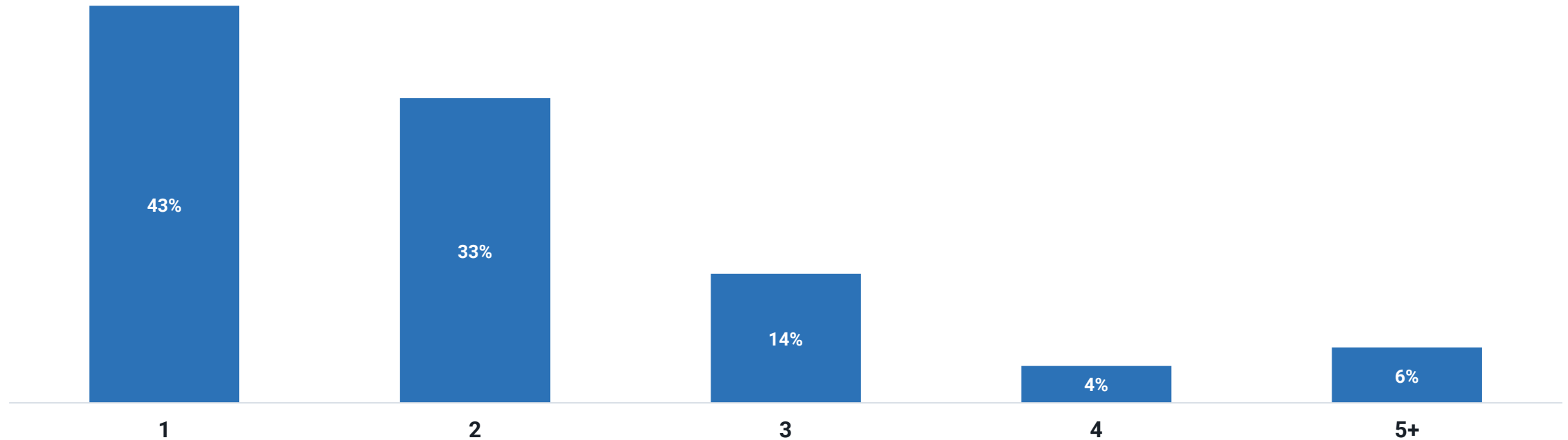


What broad age group do you belong? *Compared with* When it comes to your summer travel plans, what are you seeking most? > Rebased among those with travel plans



Most adults (76%) aren't taking more than two trips this summer.

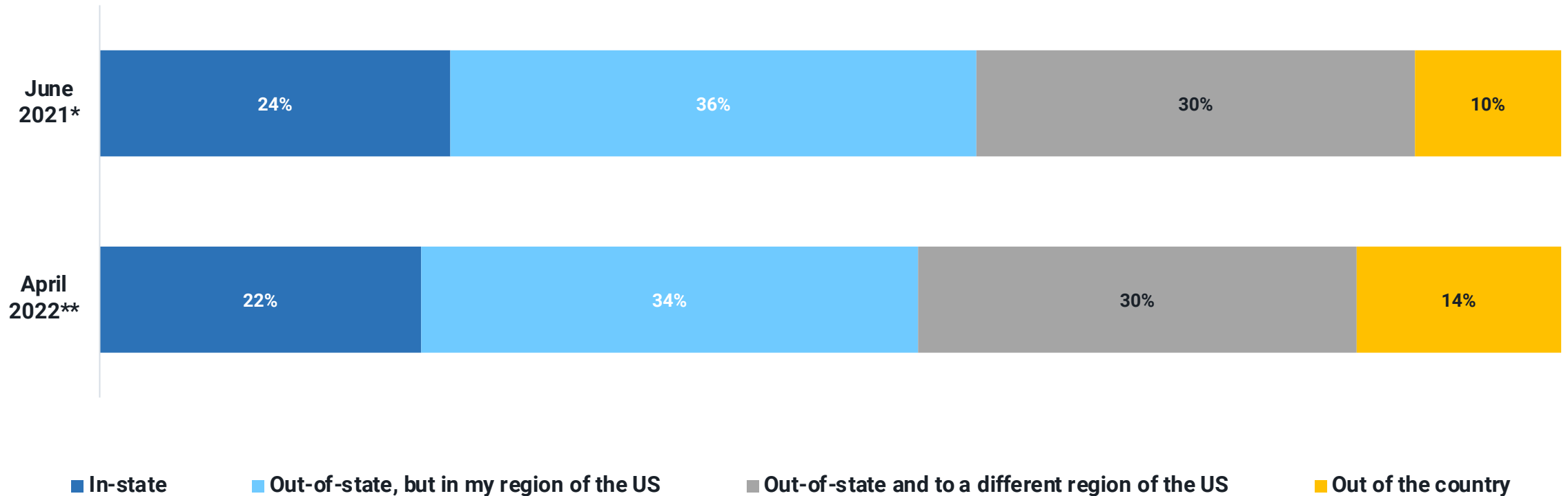
How many trips / vacations do you expect to take this summer? > Rebased among those with travel plans *



Compared to last summer, we're seeing slightly more travelers planning an international trip this year (14% now versus 10% last June)



What's the furthest you plan to travel this summer? > Rebased among those with travel plans



Background & Methodology



Background

This report is the first of a two-part series this year, which focuses on consumers travel plans and elements impacting those plans in real time (like the recent lifting of mask mandates on several major airlines). The second iteration of this report is scheduled for June 2022.



Methodology

CivicScience leveraged its standard collection methodology (explained in more detail on [the following slide](#)) to capture thousands of responses across dozens of questions—some of which have been collecting for months or years, and others which have only been asked one time for this report.

Because of our proprietary collection methodology, every question and cross-tab has a unique number of responses and date ranges, which are mentioned at the bottom of each slide where response data is shown. Appropriate weighting schemes are also applied to ensure a balanced and representative sample according to US Census figures (age / gender).

The CivicScience Intelligent Polling Platform and Methodology

We've pioneered a new method of "always-on" quantitative online research that can capture representative samples all day, every day.



OUR DATA SOURCING

We source our data through partnerships with hundreds of online and mobile content publishers. For them, the integration of our polls and quizzes improves on-site engagement time and provides audience detail unavailable elsewhere. We aggregate all the response data into our centralized platform.



OUR COLLECTION PROCESS

Our quizzes and polls are non-intrusively embedded in a website's content experience and serve a short set of diverse questions designed to keep respondents engaged. If they choose, respondents can continue to answer a seemingly endless series of fun quizzes and engagement questions as well as custom and syndicated research questions.



OUR RESPONDENTS

Our data is reliable and organic because our polls are 100% voluntary and respondents are kept anonymous, even to us. They enjoy voicing their opinions and seeing aggregate results presented back to them. Because we collect large response volumes on a national scale, we can deliver representative samples that can be segmented and analyzed in many ways.



OUR ANALYTICS

As respondents answer our questions, we store all their answers over time in an anonymous profile. We then use proprietary advanced technology to analyze the data in aggregate and in near real time, cross-tabulating questions to find statistically meaningful correlations for clients to navigate.