

THE PULSE OF THE AMERICAN CONSUMER



CARAVAN®
Omnibus Surveys

CONSUMER INSIGHTS FOR BUSINESS

Time to Travel?




51% of U.S. Adults are likely to go away on vacation between Memorial Day and Labor Day this year. Planned vacations are driven particularly by younger adults

Gen Z - **64%** | Millennials - **63%** | Gen X - **44%** | Boomers - **40%**


Of those likely to vacation in the coming months, the destinations include:


36% 
A beach/shore or lake


19% 
A campground

18% 
A U.S. national park

15% 
Las Vegas

14% 
Domestic resorts (mountain resorts, indoor water parks, spas, etc.)

13% 
New York City

10% 
Disneyworld (Orlando, FL)/ Disneyland (Anaheim, CA)

9% 
An international destination, via airplane, car, or train (not a cruise)


7% 
An international destination, via cruise ship


7% 
Nashville


Among those unlikely to go away on vacation at any point between Memorial Day and Labor Day, these factors will play a role:


A lot/A little (Net)

A lot

 The costs of simply traveling to vacation destinations are too high (gas prices, airplane tickets, etc.)
78% **57%**

 Inflation/higher cost of living for everyday items/ services resulting in less funds being available for vacation/leisure activities
77% **58%**

 The ongoing pandemic
60% **29%**

 An unstable job situation for your household
39% **21%**

Which of the following do you plan to do at least once between Memorial Day and Labor Day this year?

38%
Host a barbecue/cookout for family and friends at your home

26%
Go see a movie in a theater

26%
Any shopping (in-store or online) for gifts for the 2022 holiday season

23%
Any shopping (in-store or online) for back-to-school/ college items

20%
Go fishing

18%
Attend a live music performance/ concert at any type of venue (indoor arena, outdoor arena/ stadium, music festival, etc.)

18%
Go to a state/county/ local carnival or fair

16%
Go to an amusement park

12%
Attend a professional sports event (any sport)


8%
Go golfing


To what extent do you agree or disagree with these statements?


Agree (Net)


Strongly Agree


*Differences by party ID are based on Agree (Net)


 I am concerned that a recession will soon follow this period of worldwide inflation
84% **42%**
81% among Republicans
82% among Democrats
75% among Independents


 I feel that mental health is not given enough attention as a public health crisis in the U.S.
82% **48%**
79% among Republicans
87% among Democrats
75% among Independents


 I support the efforts of workers to unionize, such as recent examples with Amazon and Starbucks
74% **33%**
60% among Republicans
85% among Democrats
73% among Independents


 I would like to spend less time thinking about political matters, but I can't because I feel our democracy is at risk
73% **37%**
74% among Republicans
78% among Democrats
62% among Independents


 I would like to go to a movie theater more often, but these days there just aren't enough worthwhile movies to see
63% **27%**


 I have favorable views towards companies that take a public stance on matters such as voting rights, abortion rights, LGBTQ rights, racial equality, etc.
63% **25%**
42% among Republicans
83% among Democrats
56% among Independents

 I think of cryptocurrency as a scam
61% **25%**

 I believe Elon Musk will have a positive impact on Twitter once he assumes ownership
54% **23%**
72% among Republicans
41% among Democrats
51% among Independents

 I feel overwhelmed by the amount of streaming television options currently available
50% **18%**

 I will consider purchasing an electric vehicle (EV) in the next 5 years
46% **19%**
32% among Republicans
60% among Democrats
42% among Independents

 I will consider voting for Donald Trump if he runs for President again in 2024
45% **27%**
82% among Republicans
21% among Democrats
33% among Independents

A Quick Check-in on COVID

63% of American adults remain concerned about the Coronavirus (24% very concerned). Just 14% of the population claims to be 'Not at all concerned' about it.

These statistics show an uptick in concern compared to one month ago (59%, 17%, and 15%, respectively)