

How the Survey was Conducted

Methodology: Marist Poll of 1,381 National Adults

This survey of 1,381 adults was conducted June 23rd through June 25th, 2025 by the Marist Poll. Adults 18 years of age and older residing in the United States were contacted through a multi-mode design: By text or online. All potential respondents were screened for age. Probability-based sampling frames include RDD cell phone sample plus cell phone sample based on billing address to account for inward and outward mobility within a state. A sampling frame based on aggregated non-probability online research panels was randomly selected from Cint's digital insights platform to administer the surveys collected via web. Survey questions were available in English or Spanish. All samples were selected to ensure that each region was represented in proportion to its adult population. The samples were then combined and balanced to reflect the 2022 American Community Survey 5-year estimates for age, gender, income, race, and region.

Results for all adults (n=1,381) are statistically significant within ± 2.9 percentage points. Results for adults planning to take a summer vacation (n=778) are statistically significant within ± 3.8 percentage points. The design effect for this survey is 1.18 which has been incorporated in the calculation of all reported margins of error.

The partisan breakdown for this survey among registered voters is 35% Democrat, 34% Republican, and 29% independent.

Tables include results for subgroups to only display crosstabs with an acceptable sampling error. It should be noted that, although you may not see results listed for a certain group, it does not mean interviews were not completed with those individuals. It simply means the sample size is too small to report.

Nature of the Sample

		National Adults	National Adults Planning to Take a Summer Vacation
		Column %	Column %
National Adults		100%	
Gender	Men	49%	52%
	Women	51%	48%
Age	Under 45	46%	53%
	45 or older	54%	47%
Age	18 to 29	21%	24%
	30 to 44	25%	29%
	45 to 59	24%	24%
	60 or older	29%	24%
Generation	Gen Z	18%	20%
	Millennials	27%	30%
	Gen X	27%	26%
	Baby Boomers/Silent/Greatest	29%	23%
Race/Ethnicity	White	62%	60%
	Black	12%	15%
	Latino	15%	15%
	Other	11%	11%
Region	Northeast	18%	20%
	Midwest	21%	19%
	South	38%	40%
	West	23%	21%
Household Income	Less than \$50,000	35%	25%
	\$50,000 or more	65%	75%
Education	Not college graduate	62%	56%
	College graduate	38%	44%
Area Description	Big city	22%	23%
	Small city	16%	16%
	Suburban	36%	37%
	Small town	14%	14%
	Rural	12%	10%
National Registered Voters		87%	91%
Party Identification	Democrat	35%	35%
	Republican	34%	34%
	Independent	29%	30%
	Other	2%	1%

Marist Poll National Adults. Interviews conducted June 23rd through June 25th, 2025, n=1,381 MOE +/- 2.9 percentage points. National Adults Planning to Take a Summer Vacation: n=778 MOE +/- 3.8 percentage points. Totals may not add to 100% due to rounding.

VAC0001. Marist Poll National Tables June 23rd through June 25th, 2025

		National Adults	
		Do you plan on taking a vacation this summer?	
		Yes	No
		Row %	Row %
National Adults		57%	43%
Gender	Men	61%	39%
	Women	54%	46%
Age	Under 45	65%	35%
	45 or older	50%	50%
Age	18 to 29	66%	34%
	30 to 44	64%	36%
	45 to 59	55%	45%
	60 or older	46%	54%
Generation	Gen Z	65%	35%
	Millennials	65%	35%
	Gen X	56%	44%
	Baby Boomers/Silent/Greatest	47%	53%
Region	Northeast	64%	36%
	Midwest	50%	50%
	South	60%	40%
	West	54%	46%
Household Income	Less than \$50,000	40%	60%
	\$50,000 or more	66%	34%
Education	Not college graduate	51%	49%
	College graduate	67%	33%
Race/Ethnicity	White	55%	45%
	Non-white	60%	40%
Race/Ethnicity	White	55%	45%
	Black	68%	32%
	Latino	58%	42%
HH with Children	Parents with Children under 18	71%	29%
	No Children under 18 in HH	52%	48%
Area Description	Big city	58%	42%
	Small city	58%	42%
	Suburban	59%	41%
	Small town	58%	42%
	Rural	47%	53%
National Registered Voters		59%	41%
Party Identification	Democrat	59%	41%
	Republican	60%	40%
	Independent	60%	40%

Marist Poll National Adults. Interviews conducted June 23rd through June 25th, 2025. Totals may not add to 100% due to rounding.

VAC0001TRND. Marist Poll National Trend

National Adults

Do you plan on taking a vacation this summer?

Yes

Row %

2025	57%
2021	55%
2011	45%
2010	48%
2009	49%
2007	63%
2005	62%
2004	59%
2003	58%
2002	54%
2001	54%
2000	66%

Marist Poll National Adults

VACTRVL1. Marist Poll National Tables June 23rd through June 25th, 2025

		Adults Planning to Take a Vacation This Summer			
		Where do you plan to travel for your summer vacation?			
		Somewhere in the	Another country	Both U.S. and	You don't plan to
		U.S.		international	travel during your
		Row %	Row %	travel	vacation
				Row %	Row %
Adults Planning to Take a Vacation This Summer		71%	12%	15%	2%
Gender	Men	69%	12%	17%	2%
	Women	73%	12%	12%	3%
Age	Under 45	69%	13%	16%	2%
	45 or older	72%	10%	14%	3%
Age	18 to 29	69%	13%	17%	1%
	30 to 44	70%	13%	14%	2%
	45 to 59	74%	9%	12%	5%
	60 or older	70%	11%	16%	2%
Generation	Gen Z	71%	16%	12%	1%
	Millennials	70%	11%	16%	2%
	Gen X	74%	10%	12%	4%
	Baby Boomers/Silent/Greatest	71%	11%	17%	2%
Region	Northeast	67%	15%	16%	2%
	Midwest	79%	10%	9%	2%
	South	71%	10%	16%	2%
	West	67%	14%	16%	4%
Household Income	Less than \$50,000	73%	11%	12%	4%
	\$50,000 or more	70%	12%	16%	2%
Education	Not college graduate	76%	9%	13%	2%
	College graduate	64%	15%	18%	3%
Race/Ethnicity	White	72%	12%	14%	2%
	Non-white	68%	12%	17%	3%
Race/Ethnicity	White	72%	12%	14%	2%
	Black	72%	11%	16%	2%
	Latino	65%	15%	19%	2%
HH with Children	Parents with Children under 18	69%	15%	14%	2%
	No Children under 18 in HH	72%	10%	15%	3%
Area Description	Big city	63%	15%	19%	3%
	Small city	82%	7%	9%	2%
	Suburban	69%	12%	17%	2%
	Small town/Rural	74%	12%	11%	3%
National Registered Voters		71%	12%	14%	2%
Party Identification	Democrat	71%	12%	14%	3%
	Republican	70%	14%	13%	3%
	Independent	72%	10%	17%	1%

Marist Poll National Adults Planning to Take a Summer Vacation. Interviews conducted June 23rd through June 25th, 2025. Totals may not add to 100% due to rounding.

VACGL1. Marist Poll National Tables June 23rd through June 25th, 2025

		Adults Planning to Take a Vacation This Summer			
		What is the main goal of your summer vacation this year?			
		Rest and relaxation	Visiting family or friends	Adventure or exploration	Cultural or historical experiences
		Row %	Row %	Row %	Row %
Adults Planning to Take a Vacation This Summer		45%	26%	20%	10%
Gender	Men	47%	24%	18%	10%
	Women	43%	28%	20%	10%
Age	Under 45	46%	22%	23%	9%
	45 or older	43%	30%	16%	11%
Age	18 to 29	45%	20%	26%	8%
	30 to 44	46%	23%	21%	10%
	45 to 59	52%	28%	12%	9%
	60 or older	35%	32%	20%	13%
Generation	Gen Z	49%	19%	26%	6%
	Millennials	45%	25%	21%	9%
	Gen X	50%	28%	14%	8%
	Baby Boomers/Silent/Greatest	35%	32%	20%	13%
Region	Northeast	51%	27%	14%	8%
	Midwest	52%	20%	16%	12%
	South	42%	24%	21%	12%
	West	37%	31%	25%	6%
Household Income	Less than \$50,000	44%	28%	20%	8%
	\$50,000 or more	44%	25%	20%	11%
Education	Not college graduate	46%	26%	20%	8%
	College graduate	43%	25%	19%	13%
Race/Ethnicity	White	39%	27%	23%	10%
	Non-white	52%	24%	15%	9%
Race/Ethnicity	White	39%	27%	23%	10%
	Black	56%	19%	16%	9%
	Latino	47%	22%	19%	12%
HH with Children	Parents with Children under 18	50%	20%	20%	10%
	No Children under 18 in HH	42%	29%	20%	10%
Area Description	Big city	46%	23%	21%	10%
	Small city	45%	28%	18%	9%
	Suburban	46%	24%	18%	12%
	Small town/Rural	41%	29%	22%	8%
National Registered Voters		45%	26%	20%	10%
Party Identification	Democrat	40%	27%	20%	13%
	Republican	43%	27%	20%	10%
	Independent	52%	22%	19%	7%

Marist Poll National Adults Planning to Take a Summer Vacation. Interviews conducted June 23rd through June 25th, 2025. Totals may not add to 100% due to rounding.

VACLNG1. Marist Poll National Tables June 23rd through June 25th, 2025

		National Adults			
		Regardless of whether or not you are taking a summer vacation, what do you think is the ideal length for a summer vacation?			
		A long weekend	One week	Two weeks	More than two weeks
		Row %	Row %	Row %	Row %
National Adults		12%	41%	35%	13%
Gender	Men	10%	42%	34%	14%
	Women	13%	41%	35%	12%
Age	Under 45	15%	43%	30%	12%
	45 or older	8%	39%	39%	14%
Age	18 to 29	15%	46%	27%	11%
	30 to 44	15%	40%	32%	13%
	45 to 59	8%	44%	36%	11%
	60 or older	8%	35%	41%	16%
Generation	Gen Z	16%	46%	25%	14%
	Millennials	16%	41%	32%	11%
	Gen X	9%	44%	35%	12%
	Baby Boomers/Silent/Greatest	9%	36%	39%	16%
Region	Northeast	11%	39%	39%	11%
	Midwest	11%	43%	33%	13%
	South	14%	43%	31%	12%
	West	9%	37%	39%	15%
Household Income	Less than \$50,000	18%	36%	30%	15%
	\$50,000 or more	8%	43%	37%	12%
Education	Not college graduate	14%	42%	33%	11%
	College graduate	8%	40%	37%	15%
Race/Ethnicity	White	10%	42%	36%	13%
	Non-white	15%	40%	33%	13%
Race/Ethnicity	White	10%	42%	36%	13%
	Black	19%	38%	27%	16%
	Latino	14%	40%	35%	11%
HH with Children	Parents with Children under 18	13%	45%	30%	12%
	No Children under 18 in HH	11%	40%	37%	13%
Area Description	Big city	14%	34%	35%	18%
	Small city	6%	41%	36%	16%
	Suburban	9%	47%	34%	10%
	Small town	15%	41%	33%	11%
	Rural	17%	35%	37%	11%
National Registered Voters		10%	43%	35%	13%
Party Identification	Democrat	10%	40%	36%	14%
	Republican	13%	46%	33%	9%
	Independent	8%	43%	35%	14%

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