

Outdoor Economy Weekly

July 25, 2002

Custom Report for the Cross-Country Ski Areas Association



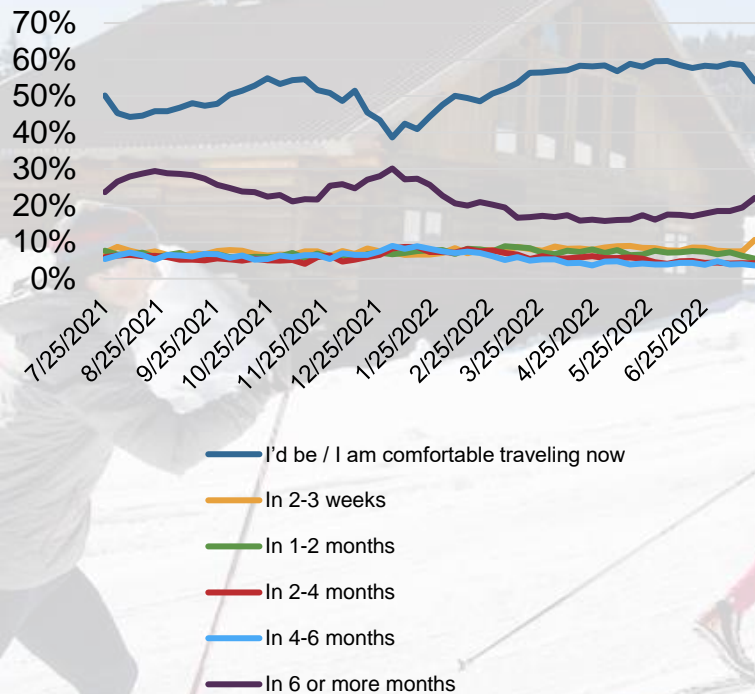
**Cross Country
Ski Areas Association**

Outdoor Economy Weekly

Week of July 24, 2022

- 90% of respondents are worried about inflation
- 50% of respondents say they are spending less than they typically spend this time of year, and they say they are buying more online
- 45% said they have grown more price sensitive over the past 12 months
- About half of Americans feel safe traveling now, but 1 in 5 are waiting at least another six months to travel
- More than half say they are comfortable going to work and eating out at a restaurant, but 1 in 4 say they are unlikely to attend any large public gathering including professional sports and concerts
- Most Americans think the job market is healthy and they are not worried about losing or not being able to find work. However, more than half said they think the economy will worsen over the next six months and they are delaying or suspending major purchases

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

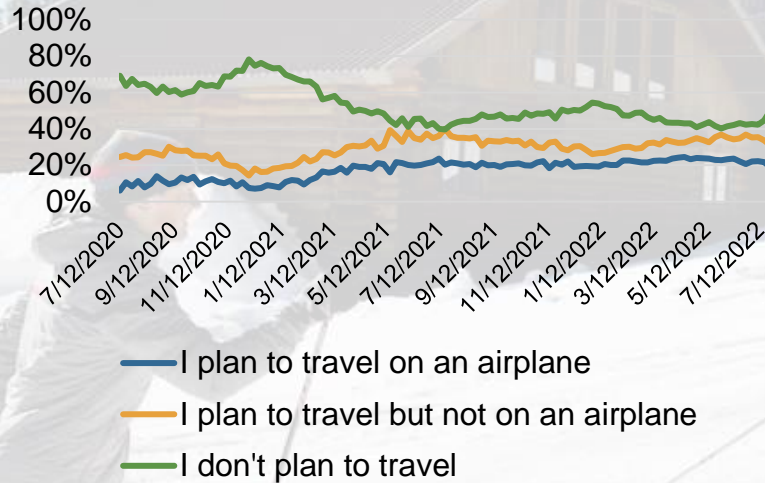


Answer	Count	%
I'd be / I am comfortable traveling now	129,271	52%
In 2-3 weeks	19,017	8%
In 1-2 months	17,511	7%
In 2-4 months	14,764	6%
In 4-6 months	14,658	6%
In 6 or more months	55,006	22%

- All respondents in network CivicScience Network in segment Canonical - United States (includes PR) weighted by U.S. Adults
- 250,227 responses from 07/25/2021 to 07/25/2022 (Margin +/- 1%)
- Exported on 07/25/2022

Do you plan to travel in the next month?

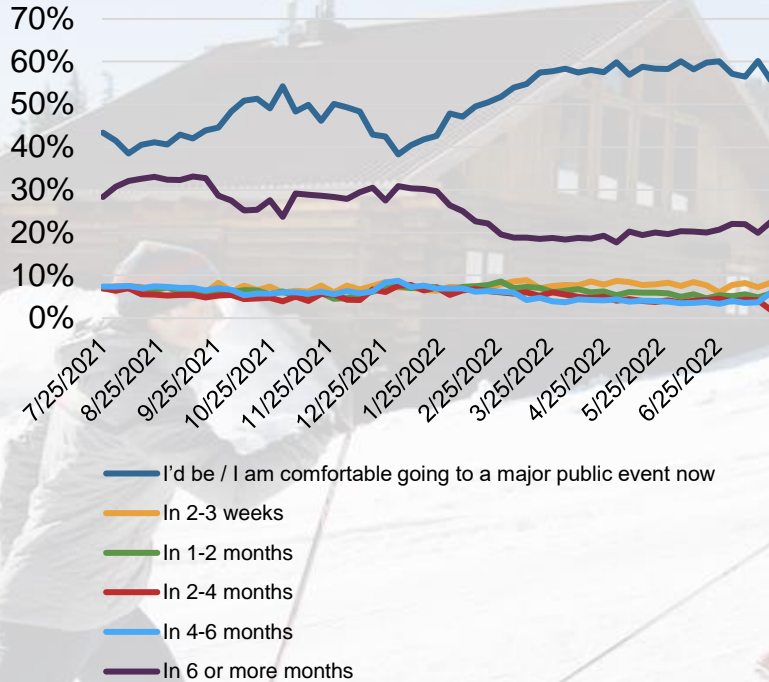
Answers grouped by "Simplified 3-Part"



Answer	Count	%
I plan to travel on an airplane	105,272	18%
I plan to travel but not on an airplane	177,562	31%
I don't plan to travel	295,998	51%

- All respondents in network CivicScience Network in segment Canonical - United States (includes PR) weighted by U.S. Adults
- 578,832 responses from 07/12/2020 to 07/25/2022 (Margin +/- 1%)
- Exported on 07/25/2022

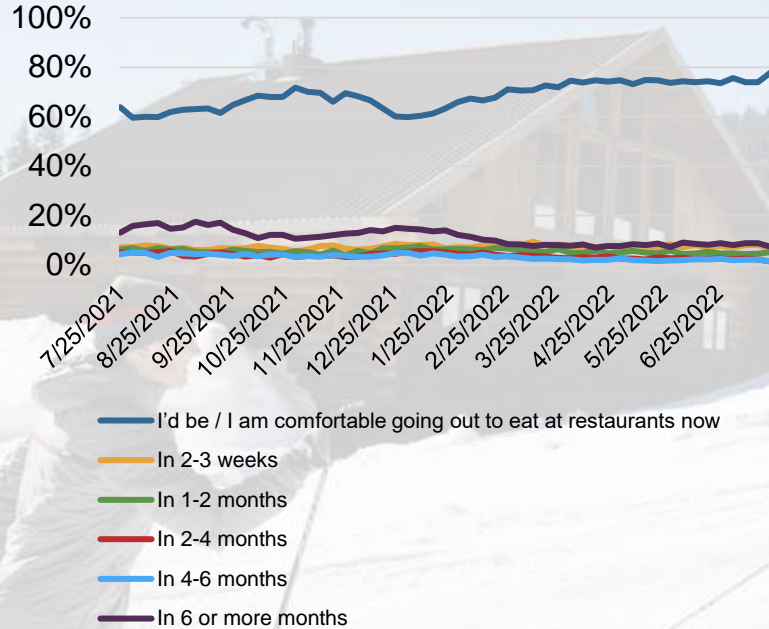
How soon from now would you be comfortable going to a major public event (concert, festival, sporting event, etc.)?



Answer	Count	%
I'd be / I am comfortable going to a major public event now	127,595	50%
In 2-3 weeks	18,627	7%
In 1-2 months	16,101	6%
In 2-4 months	13,501	5%
In 4-6 months	14,533	6%
In 6 or more months	63,833	25%

- All respondents in network CivicScience Network in segment Canonical - United States (includes PR) weighted by U.S. Adults
- 254,190 responses from 07/25/2021 to 07/25/2022 (Margin +/- 1%)
- Exported on 07/25/2022

How soon from now would you be comfortable going out to eat at restaurants?



Answer	Count	%
I'd be / I am comfortable going out to eat at restaurants now	169,757	68%
In 2-3 weeks	18,472	7%
In 1-2 months	14,157	6%
In 2-4 months	9,549	4%
In 4-6 months	8,283	3%
In 6 or more months	27,967	11%

- All respondents in network CivicScience Network in segment Canonical - United States (includes PR) weighted by U.S. Adults
- 248,185 responses from 07/25/2021 to 07/25/2022 (Margin +/- 1%)
- Exported on 07/25/2022

Do you plan to eat at a restaurant in the next week?

Answers grouped by "Simplified 3-Part"

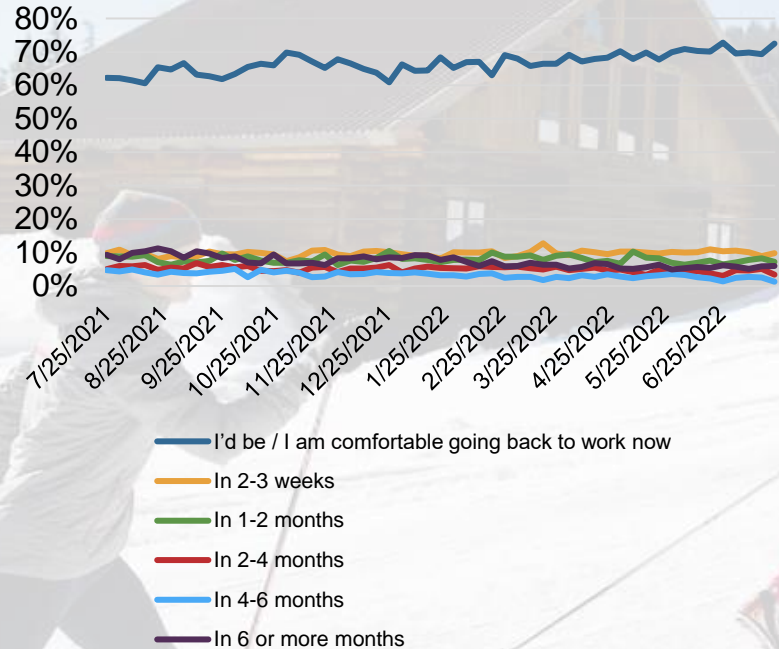


Answer	Count	%
I plan to dine in at a restaurant	180,412	38%
I plan to order takeout / delivery from a restaurant	154,556	33%
I don't plan on getting food from a restaurant	138,322	29%

- All respondents in network CivicScience Network in segment Canonical - United States (includes PR) weighted by U.S. Adults
- 473,290 responses from 07/12/2020 to 07/25/2022 (Margin +/- 1%)
- Exported on 07/25/2022

How soon from now would you be comfortable going back to work?

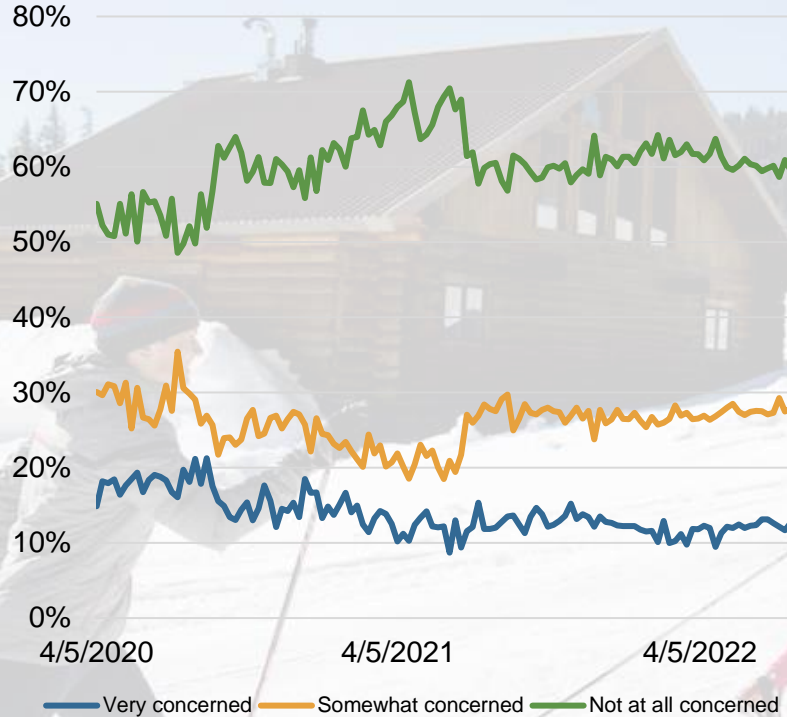
Answers grouped by "Rebased excl. Does not apply"



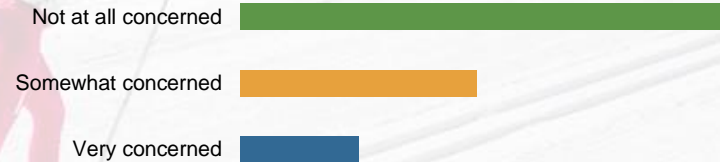
Answer	Count	%
I'd be / I am comfortable going back to work now	89,380	67%
In 2-3 weeks	13,100	10%
In 1-2 months	10,746	8%
In 2-4 months	6,836	5%
In 4-6 months	4,498	3%
In 6 or more months	9,763	7%

- All respondents in network CivicScience Network in segment Canonical - United States (includes PR) weighted by U.S. Adults
- 134,323 responses from 07/25/2021 to 07/25/2022 (Margin +/- 1%)
- Exported on 07/25/2022

How concerned are you about your current employment situation?



Answer	Count	%
Very concerned	78,133	14%
Somewhat concerned	154,526	28%
Not at all concerned	314,398	57%



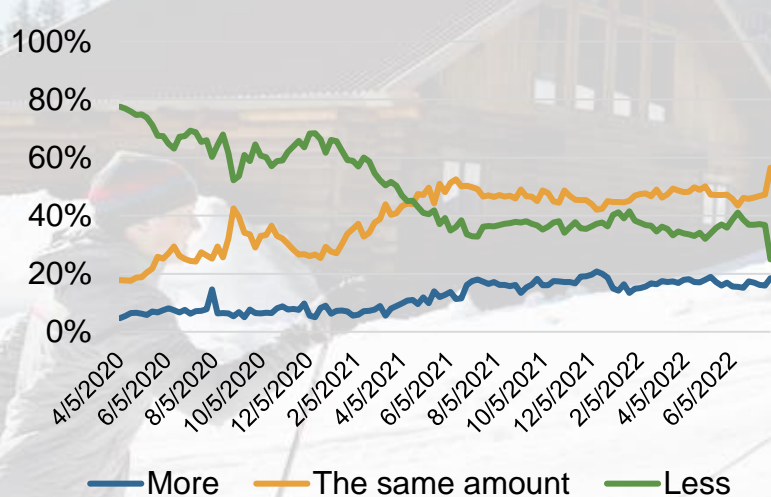
- All respondents in network CivicScience Network in segment Canonical - United States (includes PR) weighted by U.S. Adults
- 547,057 responses from 04/08/2020 to 07/25/2022 (Margin +/- 1%)
- Exported on 07/25/2022

Shopping

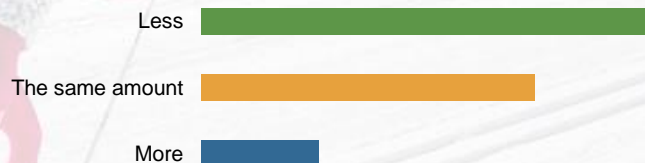


Are you shopping in stores (not including for groceries) more or less than you typically would this time of year?

Answers grouped by "Simplified"



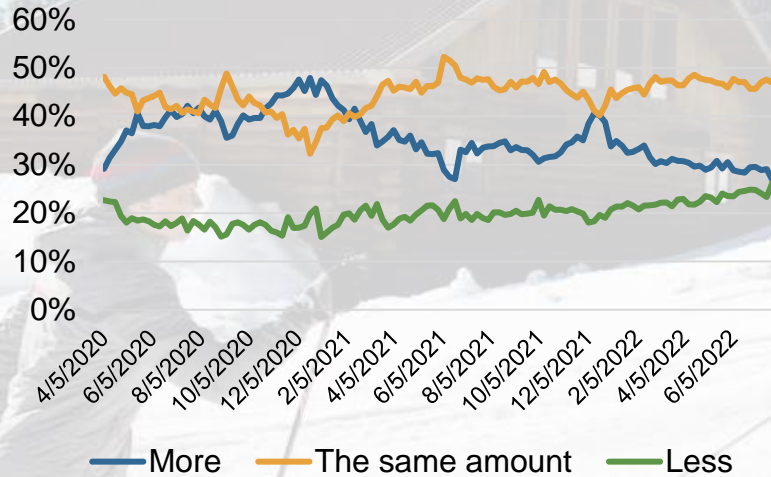
Answer	Count	%
More	76,271	13%
The same amount	216,479	37%
Less	297,702	50%



- All respondents in network CivicScience Network in segment Canonical - United States (includes PR) weighted by U.S. Adults
- 590,452 responses from 04/08/2020 to 07/25/2022 (Margin +/- 1%)
- Exported on 07/25/2022

Are you shopping online (not including for groceries) more or less than you typically would this time of year?

Answers grouped by "Simplified"



Answer	Count	%
More	239,555	37%
The same amount	288,326	44%
Less	127,358	19%

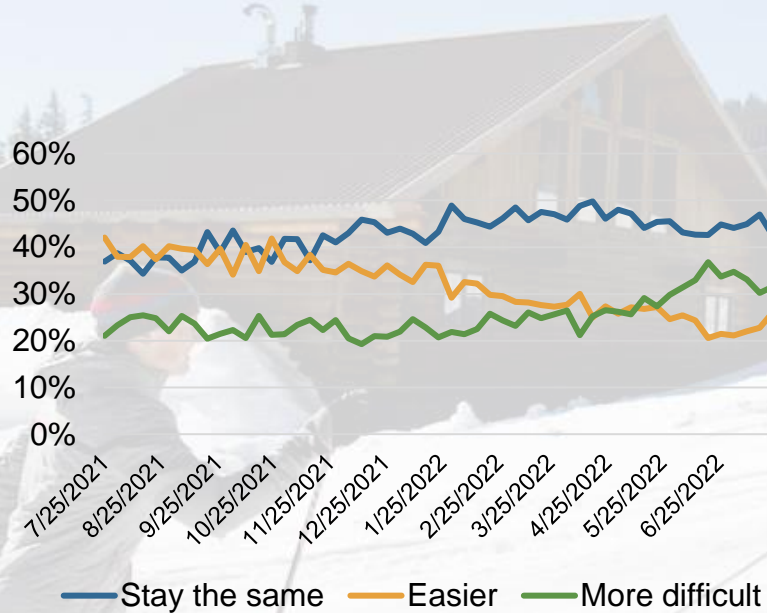


- All respondents in network CivicScience Network in segment Canonical - United States (includes PR) weighted by U.S. Adults
- 655,239 responses from 04/08/2020 to 07/25/2022 (Margin +/- 1%)
- Exported on 07/25/2022

Economic Sentiment



Over the next 6 months, do you think it will become easier or more difficult to find a new job?

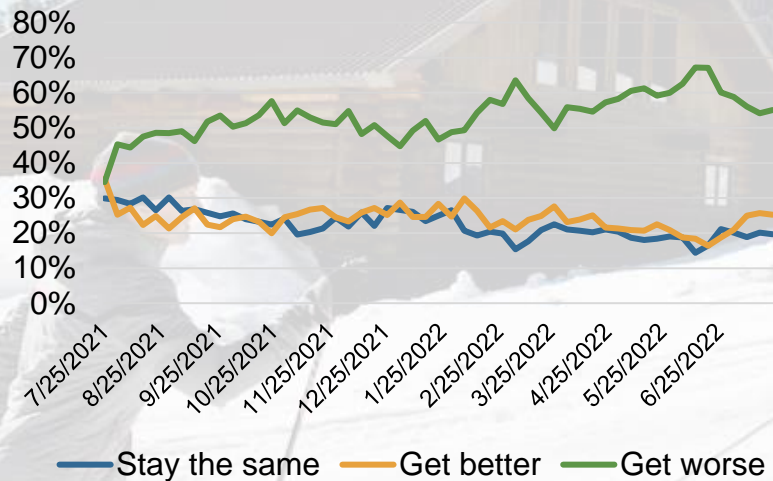


Answer	Count	%
Stay the same	18,060	43%
Easier	13,820	33%
More difficult	10,387	25%

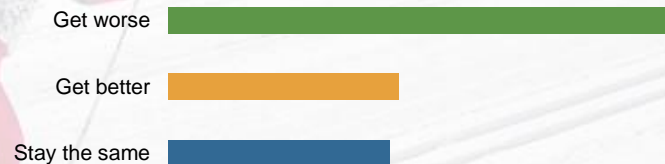


- All respondents in network CivicScience Network in segment ESI New Job (Non-Custom) weighted by U.S. Adults
- 42,267 responses from 07/25/2021 to 07/25/2022 (Margin +/- 1%)
- Exported on 07/25/2022

Looking ahead six months, do you think the U.S. economy will get better, stay the same, or get worse?

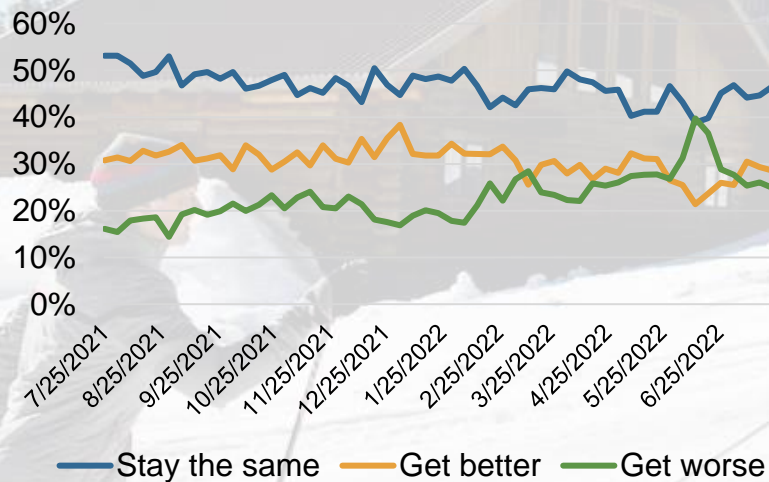


Answer	Count	%
Stay the same	9,648	23%
Get better	10,308	24%
Get worse	22,291	53%



- All respondents in network CivicScience Network in segment ESI US Economy (Non-Custom) weighted by U.S. Adults
- 42,247 responses from 07/25/2021 to 07/25/2022 (Margin +/- 1%)
- Exported on 07/25/2022

Over the next six months, do you expect your personal financial situation to get better, stay the same or get worse?

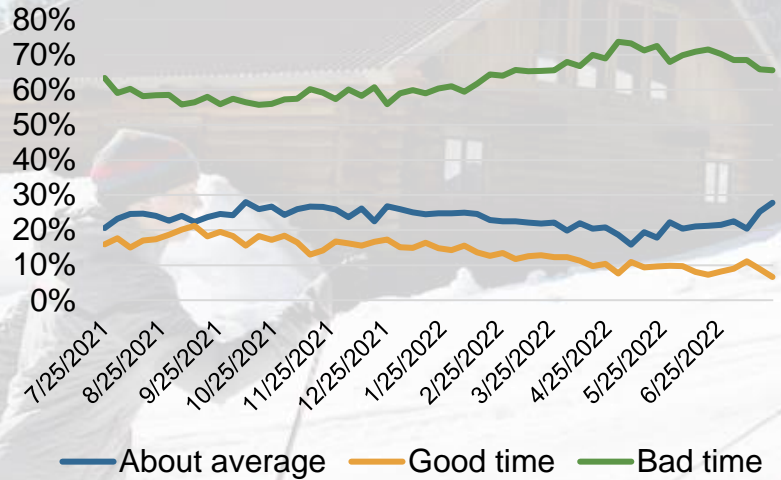


Answer	Count	%
Stay the same	19,867	47%
Get better	12,947	31%
Get worse	9,366	22%

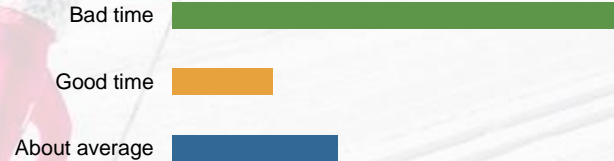


- All respondents in network CivicScience Network in segment ESI Personal Finance (Non-Custom) weighted by U.S. Adults
- 42,180 responses from 07/25/2021 to 07/25/2022 (Margin +/- 1%)
- Exported on 07/25/2022

Given the current state of your local market, is now a good or bad time to purchase a new home?

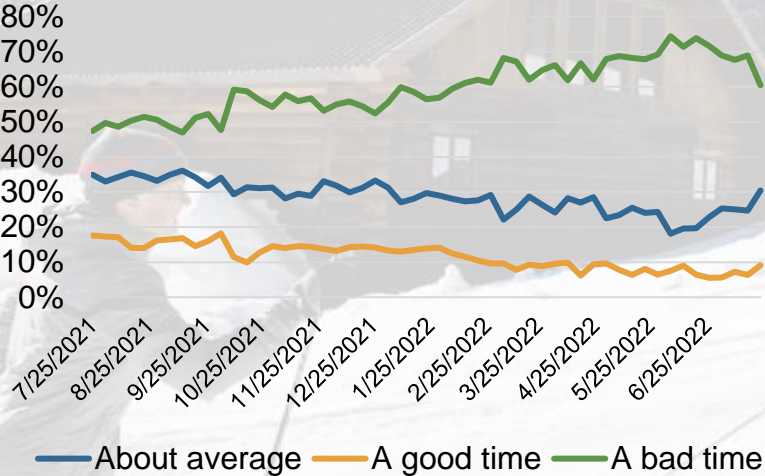


Answer	Count	%
About average	9,869	23%
Good time	6,058	14%
Bad time	26,545	63%



- All respondents in network CivicScience Network in segment ESI New Home (Non-Custom) weighted by U.S. Adults
- 42,472 responses from 07/25/2021 to 07/25/2022 (Margin +/- 1%)
- Exported on 07/25/2022

Given the current state of the economy, is now a good or bad time to make a major purchase like a new car or home improvements?

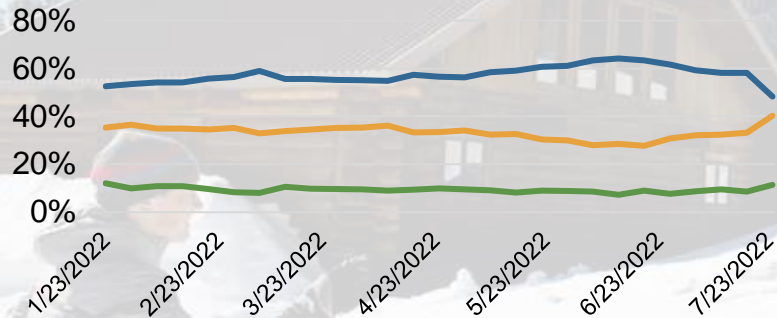


Answer	Count	%
About average	12,331	29%
A good time	5,113	12%
A bad time	24,797	59%




- All respondents in network CivicScience Network in segment ESI Major Purchases (Non-Custom) weighted by U.S. Adults
- 42,241 responses from 07/25/2021 to 07/25/2022 (Margin +/- 1%)
- Exported on 07/25/2022

How concerned are you right now about inflation in the U.S.?



— Very concerned
— Somewhat concerned
— Not at all concerned

Answer	Count	%
Very concerned	46,479	57%
Somewhat concerned	26,963	33%
Not at all concerned	7,459	9%

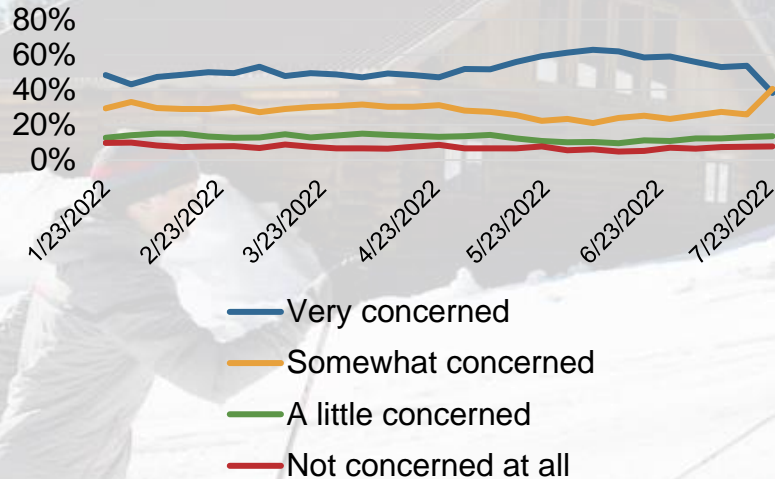
Not at all concerned 

Somewhat concerned 

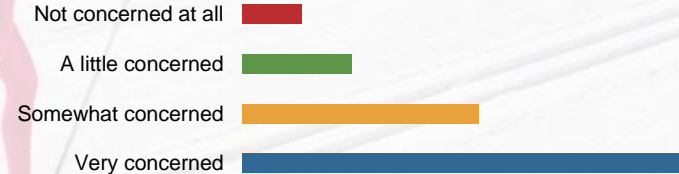
Very concerned 

- All respondents in network CivicScience Network in segment Canonical - United States (includes PR) weighted by U.S. Adults
- 80,901 responses from 01/26/2022 to 07/25/2022 (Margin +/- 1%)
- Exported on 07/25/2022

How concerned are you right now about gas and energy prices?



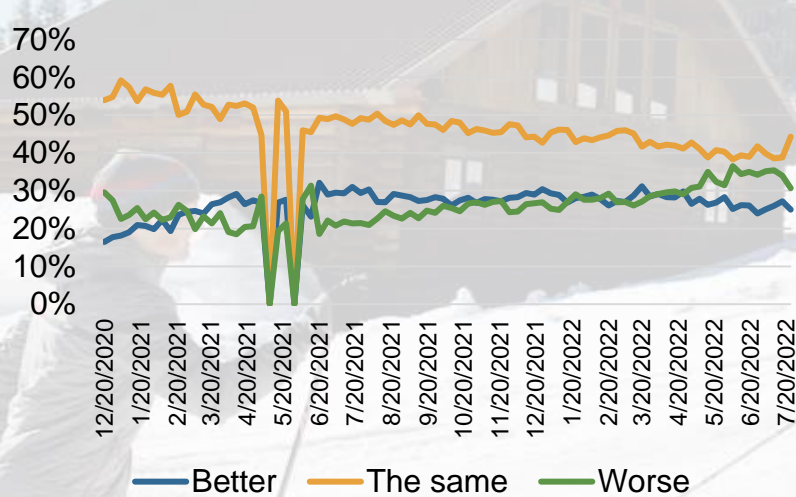
Answer	Count	%
Very concerned	40,548	52%
Somewhat concerned	21,845	28%
A little concerned	9,986	13%
Not concerned at all	5,598	7%



- All respondents in network CivicScience Network in segment Canonical - United States (includes PR) weighted by U.S. Adults
- 77,977 responses from 01/26/2022 to 07/25/2022 (Margin +/- 1%)
- Exported on 07/25/2022

Would you say you're financially better or worse off than before the COVID-19 pandemic?

Answers grouped by "Simplified (3 options)"



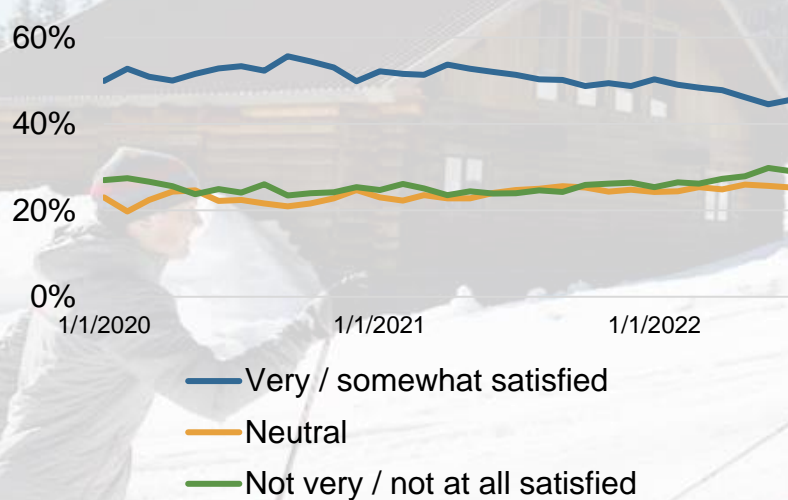
Answer	Count	%
Better	96,955	26%
The same	173,647	47%
Worse	95,470	26%



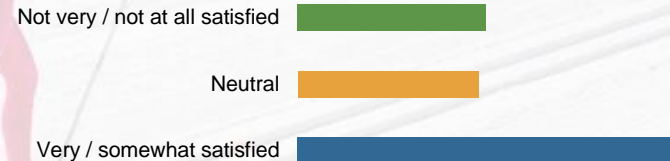
- All respondents in network CivicScience Network in segment Canonical - United States (includes TX), weighted by U.S. Adults
- 366,072 responses from 12/21/2020 to 07/25/2022 (Margin +/- 1%)
- Exported on 07/25/2022

How do you feel about your household income today?

Answers grouped by "simplified"

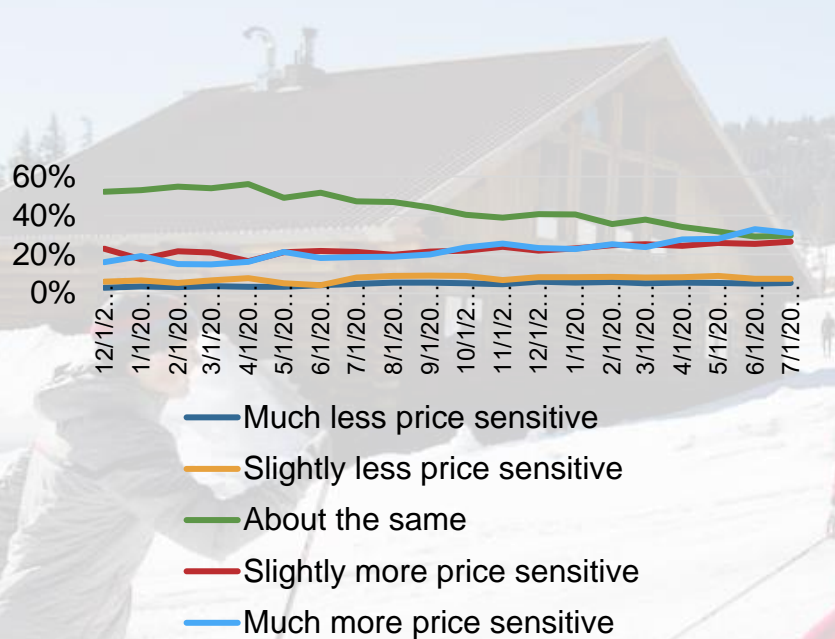


Answer	Count	%
Very / somewhat satisfied	337,170	50%
Neutral	161,336	24%
Not very / not at all satisfied	170,383	25%

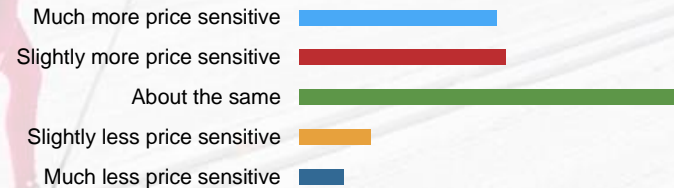


- All respondents in network CivicScience Network in segment Canonical - United States (includes PR) weighted by U.S. Adults
- 668,889 responses from 01/29/2020 to 07/25/2022 (Margin +/- 1%)
- Exported on 07/25/2022

Over the past 12 months, have you become more or less price sensitive?



Answer	Count	%
Much less price sensitive	5,221	5%
Slightly less price sensitive	8,351	8%
About the same	42,620	42%
Slightly more price sensitive	22,836	23%
Much more price sensitive	22,358	22%



- All respondents in network CivicScience Network in segment Canonical - United States (includes PR) weighted by U.S. Adults
- 101,386 responses from 12/01/2020 to 07/25/2022 (Margin +/- 1%)
- Exported on 07/25/2022

Have you had to dip into your savings unexpectedly this year?

Answers grouped by "Rebased excluding Does not apply"

Answer	Count	%
Yes	1,467	51%
No	1,430	49%



■ Yes

■ No

- All respondents in network CivicScience Network in segment Canonical - United States (includes PR) weighted by U.S. Adults
- 2,897 responses from 07/01/2022 to 07/13/2022 (Margin +/- 2%)
- Exported on 07/25/2022

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 of the response data into our centralized platform.

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 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 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.