

**OUTDOOR LIVING & ENTERTAINMENT SPACE IS IMPORTANT TO MOST AMERICANS  
HOWEVER, A YEARLY SUMMER VACATION IS THE REAL PRIORITY**

Very important

35%

Somewhat Important

47%

Not at all important

5%

Not very important

13%



82% say it is important to have good outdoor living/entertainment space

**HAVE PURCHASED/INSTALLED IN THE PAST 3 YEARS FOR OUTDOOR SPACE**

BARBECUE GRILL



38%



PATIO FURNITURE/  
UMBRELLA  
31%



LANDSCAPE  
29%



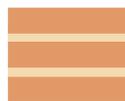
FIRE PIT  
18%



PATIO  
16%



POOL  
14%



DECK  
14%



FENCE  
13%

★ IF I COULD JUST PICK ONE:

YEARLY SUMMER VACATION

62%

DESIRED OUTDOOR LIVING SPACE

38%

**MOST PREFERRED TYPE OF SUMMER VACATION**



Peaceful, relaxing,  
stress free

38%



Family, friends,  
connected

24%



Beautiful, scenic,  
explore

23%



Active, exhilarating,  
adventure

9%



Historic, educate,  
enlighten

6%



Want more information about what Americans want for their own outdoor space? Contact us at [NAOmni@Ipsos-NA.com](mailto:NAOmni@Ipsos-NA.com) for more detailed data or go to <http://www.ipsos-na.com/products-tools/omnibus/> for more information about other omnibus tools. Data for this infographic were generated by an Ipsos eNation online omnibus survey of 1,005 Americans conducted May 4-6, 2016.