



# Press Release

## Six in Ten Americans Planning to Take a Summer Vacation in 2018

### One in Five Have Already Booked Their Vacation, While Similar Proportions Have Started Planning but Have Yet to Book

Washington, DC, May 25, 2018 — These are the findings from an Ipsos poll conducted May 11-14, 2018 on behalf of HomeAway. For the survey, a sample of 1,004 adults ages 18 and over from the continental U.S., Alaska and Hawaii was interviewed online, in English. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of  $\pm 3.5$  percentage points for all respondents surveyed.

Q1. What is the status of your summer vacation?

	All Respondents (n=1,004)
I am not taking a summer vacation	40%
I haven't started planning my summer vacation	21%
I have started planning, but I haven't booked my vacation	18%
My vacation is booked	21%

### About the Study

The sample for this study was randomly drawn from Ipsos’s online panel (see link below for more info on “Access Panels and Recruitment”), partner online panel sources, and “river” sampling (see link below for more info on the Ipsos “Ampario Overview” sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, region, race/ethnicity and income.

Statistical margins of error are not applicable to online nonprobability sampling polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,004, DEFF=1.5, adjusted Confidence Interval=5.0).

Address: 2020 K Street NW, Suite 410  
Washington, DC 20006  
Tel: +1 202 463-7300

Contact: **Negar Ballard**  
Senior Account Manager., U.S., Ipsos Public Affairs  
Email: [negar.ballard@ipsos.com](mailto:negar.ballard@ipsos.com)  
Tel: +1 312 292-8366



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For more information about conducting research intended for public release or Ipsos' online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

**For more information on this news release, please contact:**

Negar Ballard  
Senior Account Manager, U.S.  
Ipsos Public Affairs  
+1 312 292-8366  
[negar.ballard@ipsos.com](mailto:negar.ballard@ipsos.com)

Marie-Pierre Lemay  
Senior Account Manager, U.S.  
Ipsos Public Affairs  
+1 613 793-1622  
[marie.lemay@ipsos.com](mailto:marie.lemay@ipsos.com)

Address: 2020 K Street NW, Suite 410  
Washington, DC 20006  
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Contact: **Negar Ballard**  
*Senior Account Manager, U.S., Ipsos Public Affairs*  
Email: [negar.ballard@ipsos.com](mailto:negar.ballard@ipsos.com)  
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Ipsos has media partnerships with the most prestigious news organizations around the world. In Canada, the U.S., UK, and internationally, Ipsos Public Affairs is the media polling supplier to Reuters News, the world's leading source of intelligent information for businesses and professionals. Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based market research company. We provide boutique-style customer service and work closely with our clients, while also undertaking global research.

## About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

### GAME CHANGERS

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We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.  
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[www.ipsos.com](http://www.ipsos.com)

Address: 2020 K Street NW, Suite 410  
Washington, DC 20006  
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Contact: **Negar Ballard**  
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