



# Press Release

## Schedule Coordination and Costs are Biggest Obstacles for Millennials when Planning a Vacation with Friends

### Nine in Ten Would Give up Brunch for a Month to Afford a Weekend Away with Friends

Washington, DC, June 20, 2018 — These are the findings from an Ipsos poll conducted June 5 – 14, 2018 on behalf of HomeAway. For the survey, a sample of 1,087 adults ages 18 - 34 from the continental U.S., Alaska and Hawaii was interviewed online, in English. To qualify for the survey, respondents had to have gone on vacation with friends in the past year and/or be planning to go on vacation with friends in the next 12 months. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of ±3.4 percentage points for all respondents surveyed.

S1. When thinking about vacationing, select all of the statements below that apply to you.

	All Respondents (n=1,087)
I am planning to go on a vacation with friends in the next 12 months	72%
I have gone on vacation with friends in the past 12 months	66%
I am planning to go on a vacation with family in the next 12 months	48%
I have gone on vacation with family in the past 12 months	47%

Q1. When going on vacation with friends, how long do you typically stay?

	All Respondents (n=1,087)
Less than 2 nights	8%
2 - 3 nights	46%
4 - 5 nights	32%
6 - 7 nights	10%
More than a week	5%

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



# Press Release

Q2. If you had to choose from the below list, which of the following is the biggest obstacle when planning a vacation with friends?

	<b>All Respondents</b> (n=1,087)
Finding dates that work for everyone	62%
Cost	50%
Collecting money from everyone	27%
Choosing a destination	19%
Choosing an accommodation (hotel, vacation home, etc.)	26%

Q3. Would you give up brunch for a month to afford a weekend away with friends?

	<b>All Respondents</b> (n=1,087)
Yes	93%
No	7%

Q4. Travel inspiration can come from many places. Whether you actually took a trip or not, have you ever been inspired to visit a destination because of a TV show?

	<b>All Respondents</b> (n=1,087)
Yes	73%
No	21%
Don't know	6%

Q5. If you had to choose from the below list, which of these locations, where reality TV shows are based, are you most likely to visit?

	<b>All Respondents</b> (n=1,087)
Miami - Jersey Shore Family Vacation	33%
Hamptons, NY - Summer House	21%
Charleston - Southern Charm	19%

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



# Press Release

	All Respondents (n=1,087)
Beverly Hills - Vanderpump Rules, Real Housewives of Beverly Hills	15%
Waco - Fixer Upper	13%

## 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=1,087, DEFF=1.5, adjusted Confidence Interval=4.9).

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  
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



# Press Release

## About Ipsos Public Affairs

Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

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

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.  
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.  
We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Euronext Paris.  
The company is part of the CAC Mid & Small index  
and is eligible for the Deferred Settlement Service (SRD).

*ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP*

[www.ipsos.com](http://www.ipsos.com)

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