



# Vacations are for Families, Friends, and the Great Outdoors

## Young vacationers are more willing to spend on 'green vacations'

Washington, DC, June 14, 2019 – A recent Ipsos survey conducted to help inform the Florida Keys National Marine Sanctuary's future decisions examined Americans' preferences for the types of vacations they like to take. Vacationers greatly enjoy spending their time off with their family or friends first and foremost with 84% reporting that they were either currently planning or becoming more interested in taking a vacation to spend time with family or friends. Outside of who they vacation with, Americans were most interested in vacations that involved experiencing natural environments and their wildlife (71%), national parks (71%), or architectural or historic sites (68%).

Americans strongly believe that vacations are for learning and experiencing new things with three-quarters of respondents reporting agreement with the statement. Generally, Americans try to reduce their environmental impact when they travel too with 58% of Americans expressing agreement with the idea of minimizing their impact when they go on vacation. For younger Americans, this preference even extends to a willingness to pay to vacation in an environmentally responsible way. About half (47%) of all Americans say they would be willing to pay a little bit extra to book a hotel or vacation package that they know is environmentally responsible. Agreement jumps among the youngest generation surveyed with 18-34 year old respondents expressing a willingness to pay at a rate of 59% compared to 49% of Americans between ages 35-54 and 34% of Americans age 55 or older.

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

Contact: **Chris Jackson**  
*Vice President, U.S., Ipsos Public Affairs*  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025



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1. Of the following list, please select what you believe to be the three most important priorities for the United States to address.

	<b>Total (N = 1,005)</b>	<b>18-34 (N = 278)</b>	<b>35-54 (N = 356)</b>	<b>55+ (N = 371)</b>
Healthcare reform	55%	43%	55%	63%
Immigration	41	33	39	48
Climate change and threats to the environment	34	33	37	31
Political infighting and gridlock	31	18	30	43
Education	29	37	33	19
Declining morality	24	20	24	28
Income inequality	23	31	23	16
Race relations	17	19	18	14
Lack of available jobs or underemployment	17	21	18	12
Foreign relations	15	18	13	14
Other	5	1	4	8
Don't know	4	9	2	1

2. How much interest in the following types of vacation trips do you have?  
 a. High interest summary (currently planning or becoming more interested)

	<b>Total</b>	<b>18-34</b>	<b>35-54</b>	<b>55+</b>
Time with family or friends	84%	86%	82%	84%
Experiencing natural environments and their wildlife	71	77	74	63
National parks, forests	71	77	75	65
Architectural/historic sites	68	70	70	63
Adventure travel	64	80	69	46
Spa/wellness centers or resorts	52	70	58	32
Non-traditional accommodations	43	60	43	29

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### b. Spa/wellness centers or resorts

	<b>Total</b>	<b>18-34</b>	<b>35-54</b>	<b>55+</b>
Currently planning a trip	11%	18%	14%	2%
Becoming more interested in doing	41	52	44	30
Becoming less interested in doing	16	13	16	20
Not interested at all	31	17	26	48
<i>High interest (Total)</i>	<i>52%</i>	<i>70%</i>	<i>58%</i>	<i>32%</i>
<i>Low interest (Total)</i>	<i>47</i>	<i>30</i>	<i>42</i>	<i>68</i>

### c. Experiencing natural environments and their wildlife

	<b>Total</b>	<b>18-34</b>	<b>35-54</b>	<b>55+</b>
Currently planning a trip	18%	26%	18%	12%
Becoming more interested in doing	53	51	56	51
Becoming less interested in doing	14	12	13	16
Not interested at all	16	12	14	20
<i>High interest (Total)</i>	<i>71%</i>	<i>77%</i>	<i>74%</i>	<i>63%</i>
<i>Low interest (Total)</i>	<i>30</i>	<i>24</i>	<i>27</i>	<i>36</i>

### d. National parks, forests

	<b>Total</b>	<b>18-34</b>	<b>35-54</b>	<b>55+</b>
Currently planning a trip	20%	30%	18%	15%
Becoming more interested in doing	51	47	57	50
Becoming less interested in doing	15	11	13	19
Not interested at all	14	11	12	17
<i>High interest (Total)</i>	<i>71%</i>	<i>77%</i>	<i>75%</i>	<i>65%</i>
<i>Low interest (Total)</i>	<i>29</i>	<i>22</i>	<i>25</i>	<i>36</i>

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### e. Non-traditional accommodations

	<b>Total</b>	<b>18-34</b>	<b>35-54</b>	<b>55+</b>
Currently planning a trip	9%	19%	6%	3%
Becoming more interested in doing	34	41	37	26
Becoming less interested in doing	23	17	27	25
Not interested at all	34	23	30	46
<i>High interest (Total)</i>	<i>43%</i>	<i>60%</i>	<i>43%</i>	<i>29%</i>
<i>Low interest (Total)</i>	<i>57</i>	<i>40</i>	<i>57</i>	<i>71</i>

### f. Adventure travel

	<b>Total</b>	<b>18-34</b>	<b>35-54</b>	<b>55+</b>
Currently planning a trip	16%	30%	14%	7%
Becoming more interested in doing	48	50	55	39
Becoming less interested in doing	17	10	15	25
Not interested at all	19	10	16	29
<i>High interest (Total)</i>	<i>64%</i>	<i>80%</i>	<i>69%</i>	<i>46%</i>
<i>Low interest (Total)</i>	<i>36</i>	<i>20</i>	<i>31</i>	<i>54</i>

### g. Architectural/historic sites

	<b>Total</b>	<b>18-34</b>	<b>35-54</b>	<b>55+</b>
Currently planning a trip	13	21	11	7
Becoming more interested in doing	55	49	59	56
Becoming less interested in doing	16	17	15	16
Not interested at all	17	13	15	22
<i>High interest (Total)</i>	<i>68%</i>	<i>70%</i>	<i>70%</i>	<i>63%</i>
<i>Low interest (Total)</i>	<i>33</i>	<i>30</i>	<i>30</i>	<i>38</i>

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### h. Time with family or friends

	<b>Total</b>	<b>18-34</b>	<b>35-54</b>	<b>55+</b>
Currently planning a trip	36	42	39	29
Becoming more interested in doing	48	44	43	55
Becoming less interested in doing	9	6	10	9
Not interested at all	7	9	7	6
<i>High interest (Total)</i>	<i>84%</i>	<i>86%</i>	<i>82%</i>	<i>84%</i>
<i>Low interest (Total)</i>	<i>16</i>	<i>15</i>	<i>17</i>	<i>15</i>

### 3. To what extent do you agree or disagree with the following statements?

#### a. Agree summary

	<b>Total</b>	<b>18-34</b>	<b>35-54</b>	<b>55+</b>
A vacation is for learning and experiencing new things	75	79	75	71
A vacation should change you and your perspective in some way	59	69	58	52
When I vacation, I try to keep my environmental impact to a minimum	58	60	58	57
I enjoy travelling to designated protected areas or natural spaces for vacation or recreation	55	64	58	44
I am willing to pay to protect designated wildlife areas	53	60	54	48
I would be willing to pay a little bit extra to book a hotel or vacation package that I know is environmentally responsible	47	59	49	34
I have participated in a form of ecotourism	22	38	24	7

#### b. When I vacation, I try to keep my environmental impact to a minimum

	<b>Total</b>	<b>18-34</b>	<b>35-54</b>	<b>55+</b>
Strongly agree	23	28	20	21
Somewhat agree	35	32	37	36
Neither agree nor disagree	30	29	29	32
Somewhat disagree	7	4	8	8
Strongly disagree	5	6	5	3
<i>Agree (Total)</i>	<i>58%</i>	<i>60%</i>	<i>58%</i>	<i>57%</i>
<i>Disagree (Total)</i>	<i>12</i>	<i>11</i>	<i>13</i>	<i>11</i>

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c. I have participated in a form of ecotourism

	<b>Total</b>	<b>18-34</b>	<b>35-54</b>	<b>55+</b>
Strongly agree	8	15	8	2
Somewhat agree	14	23	16	6
Neither agree nor disagree	27	27	26	28
Somewhat disagree	19	15	18	23
Strongly disagree	33	21	33	42
<i>Agree (Total)</i>	<i>22%</i>	<i>38%</i>	<i>24%</i>	<i>7%</i>
<i>Disagree (Total)</i>	<i>51</i>	<i>36</i>	<i>50</i>	<i>65</i>

d. I would be willing to pay a little bit extra to book a hotel or vacation package that I know is environmentally responsible

	<b>Total</b>	<b>18-34</b>	<b>35-54</b>	<b>55+</b>
Strongly agree	15	28	15	5
Somewhat agree	31	31	34	29
Neither agree nor disagree	29	25	28	35
Somewhat disagree	13	10	12	18
Strongly disagree	11	7	11	13
<i>Agree (Total)</i>	<i>47%</i>	<i>59%</i>	<i>49%</i>	<i>34%</i>
<i>Disagree (Total)</i>	<i>24</i>	<i>17</i>	<i>23</i>	<i>31</i>

e. I enjoy travelling to designated protected areas or natural spaces for vacation or recreation

	<b>Total</b>	<b>18-34</b>	<b>35-54</b>	<b>55+</b>
Strongly agree	20	31	20	12
Somewhat agree	35	34	38	32
Neither agree nor disagree	30	25	28	35
Somewhat disagree	9	6	7	14
Strongly disagree	6	5	7	7
<i>Agree (Total)</i>	<i>55%</i>	<i>64%</i>	<i>58%</i>	<i>44%</i>
<i>Disagree (Total)</i>	<i>15</i>	<i>11</i>	<i>14</i>	<i>21</i>

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f. I am willing to pay to protect designated wildlife areas

	<b>Total</b>	<b>18-34</b>	<b>35-54</b>	<b>55+</b>
Strongly agree	16	24	15	12
Somewhat agree	37	36	39	36
Neither agree nor disagree	29	23	26	36
Somewhat disagree	11	10	12	10
Strongly disagree	8	7	9	7
<i>Agree (Total)</i>	<i>53%</i>	<i>60%</i>	<i>54%</i>	<i>48%</i>
<i>Disagree (Total)</i>	<i>18</i>	<i>18</i>	<i>21</i>	<i>16</i>

g. A vacation is for learning and experiencing new things

	<b>Total</b>	<b>18-34</b>	<b>35-54</b>	<b>55+</b>
Strongly agree	31	40	31	23
Somewhat agree	44	39	45	48
Neither agree nor disagree	17	13	17	18
Somewhat disagree	6	4	5	8
Strongly disagree	3	4	3	3
<i>Agree (Total)</i>	<i>75%</i>	<i>79%</i>	<i>75%</i>	<i>71%</i>
<i>Disagree (Total)</i>	<i>9</i>	<i>8</i>	<i>7</i>	<i>11</i>

h. A vacation should change you and your perspective in some way

	<b>Total</b>	<b>18-34</b>	<b>35-54</b>	<b>55+</b>
Strongly agree	23	36	24	12
Somewhat agree	36	33	35	39
Neither agree nor disagree	28	20	30	31
Somewhat disagree	9	7	7	12
Strongly disagree	4	3	4	5
<i>Agree (Total)</i>	<i>59%</i>	<i>69%</i>	<i>58%</i>	<i>52%</i>
<i>Disagree (Total)</i>	<i>13</i>	<i>11</i>	<i>11</i>	<i>17</i>

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## Press Release – continued –

### About the Study

These are findings from an Ipsos poll conducted between May 7-8, 2019. For the survey, a sample of 1,005 adults 18+ from the continental U.S., Alaska, and Hawaii were interviewed online in English. The sample includes 278 adults age 18-34, 356 adults age 35-54, and 371 adults age 55+.

The sample for this study was randomly drawn from Ipsos' 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 a 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, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online 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. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. 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=1,005, DEFF=1.5, adjusted Confidence Interval=+/-5.0 percentage points).

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.

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### About Ipsos

Ipsos is a global independent market research company. Our team of 18,000 across 90 countries serves 5,000 clients and undertakes 70,000 different projects each year. Our polling practice 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.

As a global research and insights organization, Ipsos aims to make our changing world easier and faster to navigate and to inspire our clients to make smarter decisions. We are committed to driving the industry with innovative, best-in-class research techniques that are meaningful in today's connected society. We deliver research with security, speed, simplicity, and substance. Our tagline "Game Changers" summarizes our ambition.

Our broad range of industry experts offer an intimate understanding of people, markets, brands and society. Whether testing communications content, bringing concepts to market, assessing customer experience, or gauging public opinion, Ipsos strives to identify and offer the right solutions to our client's specific challenges.

Ipsos is committed to building an organization dedicated to a single endeavor: providing our clients with the best service, using qualitative or quantitative methods, at local, regional, and international levels. This is what drives us to ask and probe, to subject our hypotheses to rigorous analyses, and, finally, to deliver reliable data and the most effective recommendations in the shortest time possible.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,749.5 million in 2018.

#### 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 Eurolist – NYSE-Euronext.  
The company is part of the SBF 120 and the Mid-60 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)

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