



THOUGHT STARTER

Americans see a bright summer ahead

Summertime fun was a challenge in 2020. This year, Ipsos wanted to see if summer travel would heat up along with the weather. Thankfully, Americans are looking forward to a much better season this year.

Going away on vacation this summer

Almost half of us (47%) plan to go away on a vacation this summer. Millennials (56%) are especially likely to have travel planned.

Likelihood of going away on vacation this summer:

Definitely/probably	47%
Definitely	26%
Probably	21%
Might/might not	21%
Probably/definitely not	32%
Probably not	19%
Definitely not	13%

The above findings are part of the latest Ipsos U.S. Omnibus. In this **Summer Vacation** issue, we explore how Americans feel about going away on a vacation. We also uncover how they'll prefer to spend vacation time with COVID-19 cases on the decline and vaccinations climbing.

Among the almost 70% of Americans who are at least contemplating going away this summer, their preferred accommodations include staying at a hotel/motel (50%), with family/friends (41%) or at a vacation rental (26%). Summer travel this year will likely be by car (77%) or airplane (34%).

When we looked at the 32% of Americans who indicated they most likely will *not* go away on vacation, the majority indicated COVID-19 considerations played a factor in their decision.

Influence COVID-19 played on decision to not travel this summer:

Played a role (net)	72%
Sole reason	25%
Played major role	22%
Played a role	25%
Not any role	28%

Reflecting on last summer, two-thirds (66%) indicated they had to change and/or cancel their vacation plans to go away due to COVID-19 while 34% said the pandemic didn't have any impact on their 2020 summer travel. After a rough year, the travel industry will likely welcome those who had to change plans last year and who are raring to go this summer.





Summer Activities

While not everyone is planning a vacation away this summer, Americans do plan on being active. The favorite activity planned includes being with friends and family.

Activities most likely to do this summer:

Visit with family and friends	65%
Day trips	48%
Beach/lake	44%
Bike/hike	31%
Festival/fair/market	27%
Museum/zoo	24%
Water park/pool	19%
Play outdoor sports	15%
Playground	14%
Concert	14%
Professional sporting event	14%
A tour	11%

Most of us anticipate this summer will be more enjoyable than last year. However, some Americans (12%) appeared to find the lockdown an enjoyable time.

Compared to last summer, expect this summer to be:

More enjoyable (net)	61%
Much more enjoyable	23%
Somewhat more	38%
Same as last year	27%
Less enjoyable (net)	12%
Somewhat less enjoyable	7%
Much less enjoyable	5%

Willingness to be with others this summer

Though coronavirus numbers in the U.S. are improving daily, the pandemic is still on Americans' radar. Most would love to travel or stay with family members this summer, but there is still much to consider. The majority (58%) indicated they would be unlikely to stay or travel with family members who have not received vaccinations. This is especially true among those over 55 years old (73%) as well as households with incomes over \$100,000 (62%) and females (61%).

Likelihood to travel/stay with family not vaccinated:

Likely (net)	42%
Very likely	21%
Somewhat likely	21%
Unlikely (net)	58%
Somewhat unlikely	34%
Very unlikely	35%

What about next year?

While Americans expect this summer to be happier than last, 2022 may be even better. When asked to think of next summer, two-thirds (65%) are likely to take a vacation. The expectation to travel next summer is significantly higher than the almost half (47%) who will likely go away on vacation this upcoming summer.

Why Ipsos eNation Omnibus

Want to learn more about how Americans feel? Try Ipsos eNation Omnibus. One of the most important aspects of marketing is knowing your audience. The Ipsos eNation Omnibus is the ideal marketing tool because it can quickly measure public opinion and consumer attitudes about any topic, any time. Our rapid-response research is affordable, efficient, accurate, flexible and includes overnight and custom study options. These actionable Ipsos insights can be incorporated into your marketing strategy immediately.

Our **Summer Vacation Study** provides details on what Americans expect to do this summer while coronavirus cases trend downward. This valuable information allows you to optimize messaging on an infinite number of products and categories or identify growth with potential product extensions.

If you would like complimentary access to this **Summer Vacation Study**, a copy of a past Thought Starter omnibus study, or to learn more about eNation Omnibus, please contact us today.

Ipsos eNation Omnibus Thought Starters still available:

- Our Homes During Covid Times
- 2020 Year In Review
- End of Summer
- Recycling

Ipsos U.S. eNation Omnibus completes five national surveys each week. Ipsos Omnibus offers a variety of services, including overnight and custom studies. Data for this study was generated by an Ipsos eNation online omnibus study of 1,005 American adults, age 18 and older, conducted April 30–May 3, 2021. If you would like complimentary access to this **Summer Vacation Study**, or to learn more about eNation omnibus, please contact:

Chris Deeney

Senior Vice President

U.S. Ipsos Observer

312.526.4088

chris.deeney@ipsos.com

Visit us at: <https://www.ipsos.com/en-us/>



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