

MANY AMERICANS SUFFERING FROM VACATION DEFICIT

*One Quarter (23%) Of Those Who Say a Vacation is
Important Aren't Confident They'll Take One This Year*



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MANY AMERICANS SUFFERING FROM VACATION DEFICIT

Nearly One Quarter (23%) Of Those Who Say a Vacation is Important Aren't Confident They'll Take One This Year

New York, NY – The federal budget is not the only thing in the midst of a deficit, with a new Ipsos Public Affairs poll sponsored by Access America finding that many in the United States are in the throes of a “vacation deficit.” The survey indicates that while two in three (67%) believe taking an annual vacation is important’ (40% very/27% somewhat), among those that do, nearly one in four (23%) suggest they’re not confident they’ll get one this year.

Interestingly, those who are more likely to place a higher importance on taking a yearly vacation include individuals aged 18 to 34 (74%), those whose family earns in excess of \$50,000 a year (73%), those with children in the household (73%), and Hispanics (77%).

At the time of the survey in late July, four in ten (37%) Americans overall reported that they had already taken a vacation in 2009, while another three in ten (29%) remained ‘confident’ (17% very/12% somewhat) that they would take a vacation in 2009, defined as leisure travel of at least a week to a destination at least 100 miles from home. One in three (32%) are not confident (19% not at all/13% not very) that they’ll get a vacation this year.

Many Americans might be chomping at the bit to snag a good deal, with three quarters (72%) agreeing (32% strongly/40% somewhat) that this is a good time to find great travel deals. But Americans are split on what kind of deals they prefer the most: while some prefer attractions such as discounted or free tickets, cruise



excursions or meals (24%), others prefer free nights in a hotel (24%), hotel upgrades (21%), air upgrades (13%), or car rental upgrades or free days (6%).

When it comes to the best places to find these deals, the majority (57%) says online is the best place, while others turn to friends or family (14%) to recommend deals, or to traditional travel agents (11%).

The survey also revealed that even those individuals who do not place a particular importance on a yearly vacation are vacationing. One quarter (23%) of those who say taking a yearly vacation isn't important say they're confident (10% very/13% somewhat) that they will vacation, while 22% have already taken one this year. Still, a majority (54%) of these Americans aren't confident (35% not at all/18% not very/ 1% don't know) they'll take a vacation this year.

These are some of the findings of an Ipsos poll conducted July 16-20, 2009. For the survey, a nationally representative sample of 1,000 randomly-selected adults aged 18 and over residing in the U.S. interviewed by telephone via Ipsos' U.S. Telephone Express omnibus. With a sample of this size, the results are considered accurate within ± 3.1 percentage points, 19 times out of 20, of what they would have been had the entire population of adults in the U.S. been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure the sample's regional and age/gender composition reflects that of the actual U.S. population according to data from the U.S. Census Bureau.

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