

ORC STUDY #725238 CARAVAN JUNE 2-5, 2016
SUMMER TRAVEL SPENDING SURVEY

Question 1

When was the last time you took a vacation? For the purposes of this question, vacation is defined as leisure travel of at least a week to a destination at least 100 miles from your home. Was it ...

											Region					Age			Importance of Annual Vacation	
	Sex			Age																
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	Northeast	Mid-West	South	West	18-34	35-54	55+	Very/ Somewhat	Not very/ Not at all			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(L)	(M)	(N)	(O)	(U)	(V)	(W)	(X)	(Y)			
Unweighted Total	1007	503	504	195	115	152	189	352	178	218	375	236	195	267	541	598	406			
Weighted Total	1007	485	522	301	165*	178	168	192	162	215	374	236	301	343	359	651	354			
In the past three months (Net)	151	73	78	55	17	25	28	26	35	41	46	29	55	42	54	129	23			
	15%	15%	15%	18%	10%	14%	17%	14%	19%	19%	12%	12%	18%	12%	15%	20%	6%			
In the past month	45	28	17	10	4	6	13	13	8	10	17	10	10	10	26	38	8			
	5%	6%	3%	3%	3%	3%	8%	7%	4%	5%	5%	4%	3%	3%	7%	6%	2%			
One to three months ago	106	45	61	46	13	19	15	13	27	31	29	19	46	32	28	91	15			
	11%	9%	12%	15%	8%	11%	9%	7%	15%	15%	8%	8%	15%	9%	8%	14%	4%			
Four to 12 months ago (Net)	300	149	151	105	50	61	40	43	58	72	105	66	105	112	83	245	54			
	30%	31%	29%	35%	30%	34%	24%	23%	32%	33%	28%	28%	35%	33%	23%	38%	15%			
Four to six months ago	105	51	54	51	11	17	13	13	22	27	34	22	51	28	26	95	9			
	10%	11%	10%	17%	7%	9%	8%	7%	12%	13%	9%	9%	17%	8%	7%	15%	3%			
Seven to 12 months ago	195	98	97	54	39	45	27	30	36	44	71	44	54	84	58	149	45			
	19%	20%	19%	18%	24%	25%	16%	16%	20%	21%	19%	19%	18%	24%	16%	23%	13%			
More than a year ago (Net)	533	255	278	130	94	91	97	117	86	99	213	135	130	185	215	266	266			
	53%	53%	53%	43%	57%	51%	58%	61%	47%	46%	57%	57%	43%	54%	60%	41%	75%			
More than a year ago	163	80	84	51	33	20	24	32	30	35	62	37	51	53	57	116	47			
	16%	16%	16%	17%	20%	11%	15%	17%	17%	16%	16%	16%	17%	15%	16%	18%	13%			
More than two years ago	370	175	195	79	61	71	73	85	56	64	152	98	79	132	158	151	219			
	37%	36%	37%	26%	37%	40%	43%	44%	31%	30%	41%	41%	26%	39%	44%	23%	62%			
Don't know/Refused	22	8	14	10	4	1	3	5	3	3	10	6	10	5	8	11	11			
	2%	2%	3%	3%	2%	0%	2%	3%	2%	1%	3%	3%	3%	1%	2%	2%	3%			

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M/N/O - P/Q/R - S/T - U/V/W
Overlap formulae used. * small base