

IT'S VACATION SEASON IN AMERICA

JUNE 2014

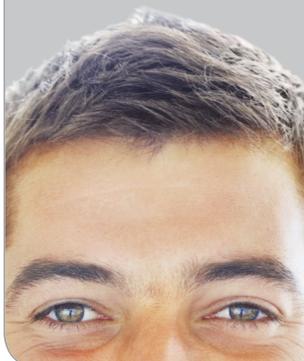
As time spent in the office begins to dip, spending on gas, flights and hotels start to rise. We all know that the summer months bring freedom, a break in routine, relaxing days in the sun, and above all, vacations. And with the first official day of the season last weekend, we wanted to take a snapshot of who's getting away.

Overall, the results of our eNation survey conducted in June 2014 indicate that over half of Americans (54%) plan to take a vacation this summer. Of course, money is a big factor when deciding to get away: 63% of households with an annual income of \$50,000 and over say they have or will plan a vacation compared to 40% of households that earn under \$50,000 annually. Beyond income, younger respondents (58%), those with children (60%) and those who are married (59%) are more likely to vacation this summer.

Will you take a vacation this summer? (Select one)												
	Total %	Gender		Age			Income		Children		Married	
		Male	Female	18-34	35-54	55+	<\$50K	\$50K+	Yes	No	Yes	No
Net-Yes	54	55	53	58	51	54	40	63	60	52	59	48
Already planned	30	32	27	33	27	30	19	37	33	28	35	23
Not planned yet	24	23	26	25	24	24	21	26	27	23	24	25
Net-No/unlikely	46	45	47	42	49	46	60	37	40	48	41	52
Not likely	33	31	34	31	35	32	39	29	32	33	32	33
Definitely not	13	14	13	11	14	14	21	8	8	15	9	19

Not all Americans will be packing their suitcases this summer. Among the 46% of Americans who do not plan to take a vacation, lack of funds (64%) was the overwhelming number one reason given. Women (72%) mentioned lack of funds significantly more than men (55%). Work appears to be the next largest factor in preventing summer trips: no time off work (14%) and being too busy at work (11%) were top mentions. And rather shockingly, 11% indicate that they simply do not feel like it – a number that is higher for men (15%) and those who aren't married (16%).

Please indicate which of the following statements apply to why you are not going on vacation this summer: (Select all that apply) TABLE DISPLAYS THE PERCENT OF ALL SELECTED												
Base: No plan for summer vacation	Total %	Gender		Age			Income		Children		Married	
		Male	Female	18-34	35-54	55+	<\$50K	\$50K+	Yes	No	Yes	No
Lack of funds	64	55	72	55	70	64	76	50	70	62	63	65
No time off/vacation days	14	15	13	25	12	8	13	16	19	12	14	14
Too busy at work	11	16	8	14	15	5	9	14	15	10	12	11
Don't feel like taking one	11	15	7	11	9	14	9	13	3	14	5	16
Taking at different time	9	9	8	10	8	8	8	10	11	8	13	5
No time to plan	7	7	7	8	10	4	6	9	5	8	8	7
Illness	6	6	5	4	4	9	4	7	6	5	8	3
No one to travel with	5	4	6	4	3	9	8	2	1	7	1	9
Children too young	2	2	3	7	2	-	1	4	10	-	4	1
Other	7	6	9	3	8	10	6	9	7	8	10	5



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So what do Americans want from a vacation? Overall most look to summer trips to get out, have fun, and create priceless memories. When asked, sightseeing (42%) and just being together as a family (36%) were the top two mentions. The latter is especially true for households with children (53%) or spouses (43%). Women (32%) selected outdoor activities significantly more than men (17%) – but perhaps men are just so happy to be away from the office (25%) they don't care what they do!

Please select the two things below you most look forward to doing on your summer vacation: (Select up to two)												
TABLE DISPLAYS THE PERCENT OF ALL SELECTED	Total %	Gender		Age			Income		Children		Married	
		Male	Female	18-34	35-54	55+	<\$50K	\$50K+	Yes	No	Yes	No
See sights-restaurants, parks, etc.	42	44	41	34	45	48	43	42	36	45	43	41
Be together as family	36	33	40	33	44	32	33	38	53	29	43	25
Outdoor activities-hiking, etc.	24	17	32	25	27	22	28	23	24	25	25	24
Visit family/friends	23	21	25	24	16	29	31	20	20	24	21	26
Be away from office	21	25	17	18	30	14	18	22	24	19	22	18
Read/sleep/relax	16	16	16	16	15	17	13	17	12	17	13	20
Indoor activities-museums, etc.	8	9	8	9	8	9	10	8	6	9	8	10
Special affair/ wedding	7	9	6	5	4	12	8	7	5	9	8	6
Other	5	5	4	4	2	7	2	6	-	7	4	6

America has a diverse selection of destinations to choose from. So it's not too surprising that most Americans agree that they don't need to leave the country to enjoy these pastimes. Of those who will take a vacation this summer, a resounding 82% plan to travel in the United States only. But international travel hasn't entirely been dismissed – almost one out of five (18%) say they will also travel abroad this summer. This jumps to one out of four among households with an income of \$50,000 and more (23%) and respondents 18-34 years old (24%). For some, the lure of leaving the country is strong, with 6% of Americans overall opting to travel only outside the United States.

Do you anticipate your summer vacation will be in the United States or abroad?												
	Total %	Gender		Age			Income		Children		Married	
		Male	Female	18-34	35-54	55+	<\$50K	\$50K+	Yes	No	Yes	No
In United States only	82	83	81	76	89	80	93	77	84	81	80	85
Both in US and abroad	12	10	14	14	7	14	5	15	9	13	14	9
Outside US only	6	7	6	10	4	6	2	8	7	6	6	6

Companies in the travel industry should be content that over half of Americans have planned or are planning a summer getaway this year. But the challenge will be in finding a way to help Americans plan trips that won't break the bank, both financially and with available time off. And keep in mind, an enjoyable vacation to most means seeing the sights and just spending time together as a family.



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Methodology

Each week Ipsos U.S. eNation online omnibus completes five national online surveys. Each survey (wave of eNation) consists of a minimum of 1,000 completes with adults 18 years of age or older in the contiguous U.S.A. The sample consists of individuals selected from the online segment of Ipsos' iSay/Ampario Panel, and is balanced to be representative of the general population based upon region, gender, age, and household income data from the U.S. Census Bureau. The selected individuals receive a customized e-mail inviting them to participate. Ipsos U.S. eNation online omnibus survey results are tabulated by two standard demographic banners.

- A. GENDER, AGE, HOUSEHOLD INCOME, REGION
- B. CHILD IN HOUSEHOLD, EDUCATION, EMPLOYMENT STATUS, MARTIAL STATUS, RACE

eNation's standard data tabulations are provided in a weighted format. The data are weighted to give appropriate representation on various demographic factors, including: age, income, the four national census regions, and gender. The Current Population Survey from the U.S. Census Bureau is used to determine the weighting targets for each demographic factor.

Special 2014 Offer

Now through August 31, 2014, receive one **free second omnibus question on eNation** with at least one paid question study

To request complimentary access to this study, or to learn more about eNation, please contact us.

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