

NEW SURVEY DELVES INTO THE NATURE OF AMERICANS' SUMMER VACATIONS

Fifty-one percent intend to go away for vacation this summer, 4 percent expect to spend their vacation at home, and 43 percent are not planning a vacation at all.

CHICAGO, June 15, 2017 — Roughly half of Americans plan to take a break from their everyday world and vacation during the summer months, according to a new survey from [The Associated Press-NORC Center for Public Affairs Research](#). For those who will take time away, summer vacation is family vacation. Eighty-seven percent of married couples who vacation will go away together, and nearly all vacationing parents will bring their children along for a family vacation.

But 43 percent say they will not take a vacation this summer, and among them, nearly half say they won't because of costs. Whether they plan to vacation this summer or not, Americans say that if they had to choose they would prefer a longer vacation with fewer frills, with 63 percent saying so compared to 37 percent who would trade time for luxury.

"The American summer vacation is out of reach for so many people who either can't afford it or can't get away from work," said Trevor Tompson, director of The AP-NORC Center. "Those who can get away tend to prefer the luxury of time over frills."

Key findings from the poll include:

- Why don't 43 percent of Americans take a summer vacation? Most say they cannot afford it, while others vacation at a different time of year or do not feel they can take the time from work.
- Half of the public expects to spend less than \$1,000 for their summer holiday, and half anticipate laying out more.
- Time is the luxury most people desire. Nearly two-thirds of Americans would prefer a less extravagant but longer vacation if they had to choose. However, many people do not take advantage of all the vacation time they have. Three-quarters of full-time employees surveyed in the poll are given paid time off, but about half do not use all or even most of their available time.
- Eighty-seven percent of married couples expect to vacation travel together. Among non-married vacationers, 57 percent will travel with friends or family, and 24 percent are planning a solo vacation. Few parents are looking for a break from their children. More than



6 in 10 people with children under age 18 plan a summer vacation, and nearly all of them expect to travel with their kids.

- Many Americans would like to see increased regulations on airlines. In the wake of several high-profile interactions between airline personnel and passengers, 6 in 10 want the government to regulate airline policies for bumping passengers and handling overbooked flights, and nearly half would like to see more regulation regarding flight delays and cancellations.

About the Survey

This survey was conducted by The Associated Press-NORC Center for Public Affairs Research and with funding from NORC at the University of Chicago. Data were collected using the AmeriSpeak Omnibus®, a monthly multi-client survey using NORC’s probability-based panel designed to be representative of the U.S. household population. Interviews for this survey were conducted between May 10 and 14, 2017, with adults age 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 1,022 completed the survey—852 via the web and 170 via telephone. The overall margin of sampling error is +/- 4.3 percentage points at the 95 percent confidence level, including the design effect.

About The Associated Press-NORC Center for Public Affairs Research

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About AmeriSpeak Omnibus

AmeriSpeak Omnibus is a once-a-month, multi-client survey using a probability sample of at least 1,000 nationally representative adults age 18 and older. Respondents are interviewed online and by phone from NORC's AmeriSpeak Panel—the most scientifically rigorous multi-client household panel in the United States. AmeriSpeak households are selected randomly from NORC's National Sample Frame, the industry leader in sample coverage. The National Frame is representative of over 99 percent of U.S. households and includes additional coverage of hard-to-survey population segments, such as rural and low-income households, that are underrepresented in other sample frames. More information about AmeriSpeak is available at AmeriSpeak.NORC.org.

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