



The Associated Press-NORC  
Center for Public Affairs Research

# Americans' Plans for Summer Vacation

Conducted by The Associated Press-NORC Center for Public Affairs Research  
With funding from The Associated Press and NORC at the University of Chicago

*Interviews: 5/10-14/2017*

*1,022 adults*

*Margin of error: +/- 4.3 percentage points at the 95% confidence level among all adults*

*NOTE: All results show percentages among all respondents, unless otherwise labeled.*

Americans' Plans for Summer Vacation

**Q1. Are you planning to take a summer vacation this year - that is, now through Labor Day?**

|              | AP-NORC<br>5/10-14/2017 |
|--------------|-------------------------|
| Yes          | 56                      |
| No           | 43                      |
| DON'T KNOW   | 1                       |
| SKIP/REFUSED | *                       |
| N=           | 1,022                   |

*If No, don't know, skipped on web, or refused in Q1*

**Q2. What's the main reason you don't plan to take a summer vacation this year?**

|  | AP-NORC<br>5/10-14/2017 |
|--|-------------------------|
| Can't take the time off work                         | 11                      |
| Can't afford the cost                                | 49                      |
| Intend to take a vacation at another time of year    | 12                      |
| Already took a vacation and won't travel this summer | 3                       |
| Don't like to be away from work                      | 3                       |
| Other  | 20                      |
| DON'T KNOW   | 2                       |
| SKIP/REFUSED   | -                       |
| N=   | 435                     |

*If Yes in Q1*

**Q3. When you are on your main vacation this summer, do you plan to go away somewhere or stay at home?**

|              | AP-NORC<br>5/10-14/2017 |
|--------------|-------------------------|
| Go away      | 92                      |
| Stay home    | 8                       |
| DON'T KNOW   | -                       |
| SKIP/REFUSED | *                       |
| N=           | 587                     |

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*If Go away in Q3*

**Q4. Roughly how much money do you plan to spend on taking your primary vacation trip this summer?**

**[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]**

|                              | AP-NORC<br>5/10-14/2017 |
|------------------------------|-------------------------|
| <b>Less than \$1,000 NET</b> | <b>49</b>               |
| Less than \$500              | 20                      |
| \$500 to \$999               | 28                      |
| <b>\$1,000 or more NET</b>   | <b>50</b>               |
| \$1,000 to \$1,999           | 22                      |
| \$2,000 to \$2,999           | 14                      |
| \$3,000 or more              | 14                      |
| DON'T KNOW                   | -                       |
| SKIP/REFUSED                 | 1                       |

N=

548

*If Go away in Q3*

**Q5. For your primary vacation this summer, how do you plan to travel to your destination?**

|                | AP-NORC<br>5/10-14/2017 |
|----------------|-------------------------|
| Drive          | 61                      |
| Fly            | 31                      |
| Cruise ship    | 4                       |
| Take a train   | 1                       |
| Take a bus     | 2                       |
| Some other way | 1                       |
| DON'T KNOW     | -                       |
| SKIP/REFUSED   | -                       |

N=

548

Americans' Plans for Summer Vacation

If Go away in Q3

**Q6. For your primary vacation this summer, do you plan to...?**

|  | AP-NORC<br>5/10-14/2017 |
|--|-------------------------|
| Stay at a hotel or motel                 | 45                      |
| Stay at the home of friends or relatives | 22                      |
| Camp out in a tent, cabin or RV          | 9                       |
| Rent a house, condo or apartment         | 17                      |
| Stay at a bed & breakfast                | 1                       |
| Stay at a hostel                         | *                       |
| Other                                    | 6                       |
| DON'T KNOW                               | *                       |
| SKIP/REFUSED                             | -                       |
| N=                                       | 548                     |

If Go away in Q3

**Q7. For your primary vacation this summer, do you plan to travel...?**

| AP-NORC<br>5/10-14/2017               | Yes | No | DON'T<br>KNOW | SKP/<br>REF. |
|---------------------------------------|-----|----|---------------|--------------|
| With your spouse or significant other | 68  | 30 | -             | 3            |
| With your children                    | 44  | 50 | -             | 5            |
| With other relatives or friends       | 49  | 46 | *             | 6            |
| Alone                                 | 14  | 74 | -             | 12           |

N=548

**Q8A. If you had to choose, would you rather:**

|  | AP-NORC<br>5/10-14/2017 |
|--|-------------------------|
| Take a shorter but more luxurious vacation | 37                      |
| Take a longer but less luxurious vacation  | 63                      |
| DON'T KNOW                                 | *                       |
| SKIP/REFUSED                               | 1                       |
| N=   | 1,022                   |

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**Q8. Are you, yourself, currently employed...**

|              | AP-NORC<br>5/10-14/2017 |
|--------------|-------------------------|
| Full-time    | 45                      |
| Part-time    | 15                      |
| Not employed | 40                      |
| DON'T KNOW   | -                       |
| SKIP/REFUSED | -                       |
| <i>N=</i>    | 1,022                   |

*If Full-time or Part-time in Q8*

**Q9. Does your employer offer paid time off to use for vacation, or not?**

|              | AP-NORC<br>5/10-14/2017 |
|--------------|-------------------------|
| Yes          | 59                      |
| No           | 41                      |
| DON'T KNOW   | -                       |
| SKIP/REFUSED | *                       |
| <i>N=</i>    | 615                     |

*If Yes in Q9*

**Q10. In the past 12 months, did you use all, most, only some, or none of the paid vacation days you receive?**

|                           | AP-NORC<br>5/10-14/2017 |
|---------------------------|-------------------------|
| <b>All/Most NET</b>       | <b>50</b>               |
| All                       | 34                      |
| Most                      | 16                      |
| <b>Only some/None NET</b> | <b>50</b>               |
| Only some                 | 35                      |
| None                      | 14                      |
| DON'T KNOW                | -                       |
| SKIP/REFUSED              | -                       |
| <i>N=</i>                 | 382                     |

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**Q11. For each of the following statements, please indicate if that statement describes you a lot, a little or not at all.**

**[ITEMS RANDOMIZED]**

| AP-NORC<br>5/10-14/2017  | A lot | A little | Not at all | DON'T<br>KNOW | SKP/<br>REF. |
|--|-------|----------|------------|---------------|--------------|
| I completely disconnect from the internet and social media while on vacation | 22    | 42       | 34         | -             | 1            |
| I extend business trips and turn them into vacations                         | 3     | 12       | 83         | -             | 2            |
| I work or check in with work while on vacation                               | 6     | 23       | 70         | -             | 1            |

*N=1,022*

**Q12. When on a vacation, how important to you are each of the following?**

**[ITEMS RANDOMIZED]**

| AP-NORC<br>5/10-14/2017                | Not imp.<br>at all/<br>Not very<br>impt. NET | Not<br>impt.<br>at all | Not<br>very<br>impt. | Somewhat<br>impt. | Extremely<br>/Very<br>impt. NET | Very<br>impt. | Extremely<br>impt. | DK | SKP<br>/REF |
|--|--|------------------------|----------------------|-------------------|---------------------------------|---------------|--------------------|----|-------------|
| Resting and relaxing                   | 6  | 1                      | 5                    | 19                | 73                              | 40            | 33                 | -  | 2           |
| Spending time in nature                | 17   | 5                      | 12                   | 37                | 45                              | 28            | 17                 | -  | 1           |
| Sightseeing                            | 10   | 4                      | 6                    | 34                | 55                              | 37            | 18                 | -  | 1           |
| Experiencing local culture and cuisine | 15   | 5                      | 10                   | 33                | 51                              | 34            | 17                 | -  | 1           |
| Visiting family you don't normally see | 24   | 10                     | 14                   | 28                | 46                              | 27            | 19                 | -  | 1           |
| Shopping                               | 54   | 20                     | 34                   | 29                | 16                              | 10            | 5                  | -  | 1           |

*N=1,022*

**Q13. Do you consider each of the following a true vacation or not a true vacation?**

**[ITEMS RANDOMIZED]**

| AP-NORC<br>5/10-14/2017   | Yes, a true<br>vacation | No, not a true<br>vacation | DON'T<br>KNOW | SKP/<br>REF. |
|---|-------------------------|----------------------------|---------------|--------------|
| Traveling to visit family                                       | 56                      | 42                         | *             | 1            |
| Taking a couple days off and going away for a long weekend      | 73                      | 26                         | *             | 1            |
| Staying home and just relaxing                                  | 43                      | 56                         | -             | 1            |
| Combining a business trip with a few extra days to be a tourist | 28                      | 70                         | *             | 1            |

*N=1,022*

**Q14. Do you think there should be more government regulation, is there about the right amount of government regulation, or should there be less government regulation when it comes to each of the following aspects of the airline industry?**

**[ITEMS RANDOMIZED; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]**

| AP-NORC<br>5/10-14/2017                                   | More<br>regulation | About the<br>right amount | Less<br>regulation | DON'T<br>KNOW | SKP/<br>REF. |
|---|--------------------|---------------------------|--------------------|---------------|--------------|
| Their policies for bumping passengers from flights        | 61                 | 25                        | 12                 | 1             | 1            |
| How they handle overbooked flights                        | 61                 | 26                        | 11                 | 1             | 1            |
| How they handle flight delays and cancellations           | 47                 | 41                        | 11                 | 1             | 1            |
| The amount of space for each passenger seat in coach      | 42                 | 43                        | 12                 | 1             | 1            |
| Fees they can charge for better seats and checked luggage | 42                 | 38                        | 17                 | 1             | 1            |
| The rights and responsibilities of airline passengers     | 46                 | 42                        | 9                  | 1             | 1            |

N=1,022

**Q15. Generally, how often would you say you fly on commercial airplanes?**

**[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]**

|  | AP-NORC<br>5/10-14/2017 |
|--|-------------------------|
| <b>Once a month or more</b>                    | <b>2</b>                |
| <b>A few times to several times a year NET</b> | <b>24</b>               |
| Several times a year                           | 9                       |
| A few times a year                             | 15                      |
| <b>Once a year or less NET</b>                 | <b>49</b>               |
| About once a year                              | 18                      |
| Less than once a year                          | 31                      |
| <b>Never</b>                                   | <b>24</b>               |
| DON'T KNOW                                     | *                       |
| SKIP/REFUSED                                   | *                       |

N=

1,022

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**DPARENT. Are you the parent or guardian of a child under 18 years of age or not?**

|              | AP-NORC<br>5/10-14/2017 |
|--------------|-------------------------|
| Yes          | 31                      |
| No           | 69                      |
| DON'T KNOW   | -                       |
| SKIP/REFUSED | *                       |
| <i>N=</i>    | 1,022                   |

**D5. Which one of the following best describes where you live?**

|               | AP-NORC<br>5/10-14/2017 |
|---------------|-------------------------|
| Urban area    | 27                      |
| Suburban area | 47                      |
| Rural area    | 26                      |
| DON'T KNOW    | *                       |
| SKIP/REFUSED  | *                       |
| <i>N=</i>     | 1,022                   |

**Now, changing topics...**

**PID1. Do you consider yourself a Democrat, a Republican, an independent or none of these?**

|               | AP-NORC<br>5/10-14/2017 |
|---------------|-------------------------|
| Democrat      | 35                      |
| Republican    | 25                      |
| Independent   | 27                      |
| None of these | 13                      |
| DON'T KNOW    | *                       |
| SKIP/REFUSED  | *                       |
| <i>N=</i>     | 1,022                   |

*If Democrat in PID1*

**PIDA. Do you consider yourself a strong Democrat or a moderate Democrat?**

|                   | AP-NORC<br>5/10-14/2017 |
|-------------------|-------------------------|
| Strong Democrat   | 39                      |
| Moderate Democrat | 61                      |
| DON'T KNOW        | -                       |
| SKIP/REFUSED      | -                       |
| <i>N=</i>         | 396                     |



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*If Republican in PID1*

**PIDB. Do you consider yourself a strong Republican or a moderate Republican?**

|                     | AP-NORC<br>5/10-14/2017 |
|---------------------|-------------------------|
| Strong Republican   | 31                      |
| Moderate Republican | 69                      |
| DON'T KNOW          | -                       |
| SKIP/REFUSED        | -                       |
| <i>N=</i>           | 238                     |

*If Independent, None of these, or Don't Know/Skip/Refused in PID1*

**PIDI. Do you lean more toward the Democrats or the Republicans?**

|                 | AP-NORC<br>5/10-14/2017 |
|-----------------|-------------------------|
| Lean Democrat   | 30                      |
| Lean Republican | 26                      |
| Don't lean      | 44                      |
| DON'T KNOW      | *                       |
| SKIP/REFUSED    | 1                       |
| <i>N=</i>       | 388                     |

**POLITICS. Combines PID1, PIDI, PIDA, and PIDB.**

|                                      | AP-NORC<br>5/10-14/2017 |
|--------------------------------------|-------------------------|
| <b>Democrat NET</b>                  | <b>47</b>               |
| Strong Democrat                      | 14                      |
| Moderate Democrat                    | 22                      |
| Lean Democrat                        | 12                      |
| <b>Independent/None – Don't lean</b> | <b>18</b>               |
| <b>Republican NET</b>                | <b>35</b>               |
| Lean Republican                      | 10                      |
| Moderate Republican                  | 17                      |
| Strong Republican                    | 8                       |
| Unknown                              | *                       |
| <i>N=</i>                            | 1,022                   |

## Americans' Plans for Summer Vacation

### AGE

|       | AP-NORC<br>5/10-14/2017 |
|-------|-------------------------|
| 18-24 | 12                      |
| 25-34 | 20                      |
| 35-44 | 13                      |
| 45-54 | 16                      |
| 55-64 | 19                      |
| 65-74 | 12                      |
| 75+   | 7                       |

N=

1,022

### GENDER

|        | AP-NORC<br>5/10-14/2017 |
|--------|-------------------------|
| Male   | 48                      |
| Female | 52                      |

N=

1,022

### RACE/ETHNICITY

|                           | AP-NORC<br>5/10-14/2017 |
|---------------------------|-------------------------|
| White                     | 64                      |
| Black or African American | 12                      |
| Hispanic                  | 16                      |
| Other                     | 8                       |

N=

1,022

### MARITAL STATUS

|                     | AP-NORC<br>5/10-14/2017 |
|---------------------|-------------------------|
| Married             | 49                      |
| Widowed             | 5                       |
| Divorced            | 8                       |
| Separated           | 2                       |
| Never married       | 30                      |
| Living with partner | 6                       |

N=

1,022

## Americans' Plans for Summer Vacation

### EDUCATION

|                                    | AP-NORC<br>5/10-14/2017 |
|------------------------------------|-------------------------|
| Less than a high school diploma    | 12                      |
| High school graduate or equivalent | 29                      |
| Some college                       | 34                      |
| College graduate or above          | 25                      |

N=

1,022

### INCOME

|                              | AP-NORC<br>5/10-14/2017 |
|------------------------------|-------------------------|
| Under \$10,000               | 7                       |
| \$10,000 to under \$20,000   | 11                      |
| \$20,000 to under \$30,000   | 14                      |
| \$30,000 to under \$40,000   | 11                      |
| \$40,000 to under \$50,000   | 8                       |
| \$50,000 to under \$75,000   | 17                      |
| \$75,000 to under \$100,000  | 14                      |
| \$100,000 to under \$150,000 | 15                      |
| \$150,000 or more            | 5                       |

N=

1,022

## **AP-NORC Center for Public Affairs Research Poll**

### **Study Methodology**

This survey was conducted by The Associated Press-NORC Center for Public Affairs Research and with funding from The Associated Press and 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. The survey was part of a larger study that included questions about other topics not included in this report. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97% of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

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 final stage completion rate is 30.7 percent, the weighted household panel response rate is 34 percent, and the weighted household panel retention rate is 93.2 percent, for a cumulative response rate of 9.7 percent. The overall margin of sampling error is +/- 4.3 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

Once the sample has been selected and fielded, and all the study data have been collected and made final, a poststratification process is used to adjust for any survey nonresponse as well as any non-coverage or under- and oversampling resulting from the study specific sample design. Poststratification variables included age, gender, census division, race/ethnicity, and education. Weighting variables were obtained from the 2016 Current Population Survey. The weighted data, which reflect the U.S. population of adults age 18 and over, were used for all analyses.

For more information, visit [www.apnorc.org](http://www.apnorc.org) or email [info@apnorc.org](mailto:info@apnorc.org).

### **About the Associated Press-NORC Center for Public Affairs Research**

The AP-NORC Center for Public Affairs Research taps into the power of social science research and the highest-quality journalism to bring key information to people across the nation and throughout the world.

- The Associated Press (AP) is the world's essential news organization, bringing fast, unbiased news to all media platforms and formats.
- NORC at the University of Chicago is one of the oldest and most respected, independent research institutions in the world.

The two organizations have established the AP-NORC Center for Public Affairs Research to conduct, analyze, and distribute social science research in the public interest on newsworthy topics, and to use the power of journalism to tell the stories that research reveals.

## Americans' Plans for Summer Vacation

The founding principles of the AP-NORC Center include a mandate to carefully preserve and protect the scientific integrity and objectivity of NORC and the journalistic independence of AP. All work conducted by the Center conforms to the highest levels of scientific integrity to prevent any real or perceived bias in the research. All of the work of the Center is subject to review by its advisory committee to help ensure it meets these standards. The Center will publicize the results of all studies and make all datasets and study documentation available to scholars and the public.