



Going Local...Majority Do Not Plan to Travel This Summer

*** Complete Tables for Poll Appended ***

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This Marist Poll Reports:

According to this Marist Poll, a majority of adults nationally -- 55% -- say they won't be booking a summer vacation this year. 45%, however, are planning to hit the road. The proportion of residents who are traveling has changed little over the past couple of years. In 2010, Marist found that 48% of Americans were escaping from their daily routine while 49% ventured away from home in 2009.

Among those who are taking a trip this summer, a long getaway isn't necessarily on their agenda. 41% say they have several shorter weekend trips on their calendar while 35% plan to go on one or more long getaways. Nearly one in four -- 24% -- say they will do both or have something else planned.

Compared with the summer of 2009, fewer vacationers are taking longer journeys. At that time, 47% who planned to get out of town traveled for a long period of time. 42% went on several shorter jaunts, and just 11% took both types of vacations or did something else entirely.

Money matters continue to plague the vacation choices of many Americans. While about two-thirds of residents -- 66% -- report they have not changed their vacation plans this year in order to save money, a notable 34% have. There has been relatively no change on this question since the summer of 2009. At that time, 65% reported money matters did not alter their vacation plans while 35% were restricted by financial concerns.

How the Survey was Conducted

Nature of the Sample: National Poll of 1,003 Adults

This survey of 1,003 adults was conducted on June 15th through June 23rd, 2011. Adults 18 years of age and older residing in the continental United States were interviewed by telephone. Telephone numbers were selected based upon a list of telephone exchanges from throughout the nation. The exchanges were selected to ensure that each region was represented in proportion to its population. To increase coverage, this land-line sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined. Results are statistically significant within ± 3.0 percentage points. The error margin increases for cross-tabulations.

Nature of the Sample: Adults

Nature of the Sample - National Adults		
		National Adults
		Col %
National Adults		100%
Registered Voters		80%
Region	Northeast	19%
	Midwest	22%
	South	37%
	West	22%
Household Income	Less than \$50,000	51%
	\$50,000 or more	49%
Race	White	67%
	African American	10%
	Latino	11%
	Other	11%
Race	White	67%
	Non-white	33%
Age	Under 45	42%
	45 or older	58%
Generation	Millennials (18-30)	21%
	Gen X (31-46)	25%
	Baby Boomers (47-65)	33%
	Silent-Greatest (Over 65)	21%
Gender	Men	49%
	Women	51%
Interview Type	Landline	74%
	Cell Phone	26%

**Marist Poll National Adults: Interviews conducted June 15th through June 23rd, 2011, N=1003 MOE +/- 3%.
Totals may not add to 100 due to rounding.**

Plan on Taking a Summer Vacation

Asked of National Adults

Question Wording: Do you plan on taking a vacation this summer?

		National Adults	
		Do you plan on taking a vacation this summer?	
		Yes	No
		Row %	Row %
National Adults		45%	55%
Region	Northeast	52%	48%
	Midwest	38%	62%
	South	42%	58%
	West	53%	47%
Household Income	Less than \$50,000	34%	66%
	\$50,000 or more	60%	40%
Age	Under 45	53%	47%
	45 or older	42%	58%
Gender	Men	44%	56%
	Women	46%	54%
Interview Type	Landline	45%	55%
	Cell Phone	47%	53%

Marist Poll National Adults Split Sample: Interviews conducted June 15th through June 23rd, 2011, N=488 MOE +/- 4.5%. Totals may not add to 100 due to rounding.

Summer Vacation History

Asked of National Adults

Question Wording: Do you plan on taking a vacation this summer?

	National Adults
	Do you plan on taking a vacation this summer?
	Yes
	Row %
2011	45%
2010	48%
2009	49%
2007	63%
2005	62%
2004	59%
2003	58%
2002	54%
2001	54%
2000	66%

Marist Poll National Adults

Length of Vacation

Asked of National Adults

Question Wording: This summer do you plan on taking one or more long getaways or several shorter weekend trips?

		National Adults			
		This summer do you plan on taking one or more long getaways or several shorter weekend trips?			
		One or more long getaways	Several shorter weekend trips	Both/Other	Not taking a vacation this summer
		Row %	Row %	Row %	Row %
National Adults		16%	18%	11%	55%
Adults Planning to Take a Vacation this Year		35%	41%	24%	N/A
Region	Northeast	21%	21%	10%	48%
	Midwest	9%	16%	11%	65%
	South	15%	19%	8%	58%
	West	18%	17%	16%	49%
Household Income	Less than \$50,000	11%	16%	7%	67%
	\$50,000 or more	22%	22%	16%	40%
Age	Under 45	14%	20%	18%	48%
	45 or older	17%	17%	6%	59%
Gender	Men	17%	17%	9%	57%
	Women	14%	20%	12%	54%
Interview Type	Landline	17%	19%	9%	56%
	Cell Phone	12%	17%	17%	54%

Marist Poll National Adults Split Sample: Interviews conducted June 15th through June 23rd, 2011, N=488 MOE +/- 4.5%. Totals may not add to 100 due to rounding.

Changed Plans to Save Money

Asked of National Adults

Question Wording: Have you changed your vacation plans this year to save money?

		National Adults	
		Have you changed your vacation plans this year to save money?	
		Yes	No
		Row %	Row %
National Adults		34%	66%
Region	Northeast	30%	70%
	Midwest	30%	70%
	South	36%	64%
	West	38%	62%
Household Income	Less than \$50,000	33%	67%
	\$50,000 or more	34%	66%
Age	Under 45	33%	67%
	45 or older	33%	67%
Gender	Men	30%	70%
	Women	37%	63%
Interview Type	Landline	35%	65%
	Cell Phone	29%	71%

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