



WNBC/Marist Poll

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All references must be sourced WNBC/Marist Poll

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National Poll: Gas Prices Stall Summer Vacation Plans for Many Americans

This WNBC/Marist Poll reports:

- **Although many Americans will get away this summer, as gas prices continue to rise, the majority are planning shorter getaways:** 63% of Americans plan to take a summer vacation but gas prices are one factor in the plans they are making. 55% of vacationers have opted to take several shorter weekend getaways instead of the traditional long summer retreat. Money matters. Americans with incomes under \$50,000 are least likely to be planning a summer break. And among those lucky enough to get away, Americans with lower incomes are most likely to be planning shorter trips.

Question Wording: This summer do you plan on taking one or more long vacations, several shorter weekend trips, or do you not plan on taking a vacation this summer?

May 2007	One or More Long Vacations	Several Shorter Weekend Trips	Not Planning a Summer Vacation
Americans	28%	35%	37%
Under \$50,000	23%	33%	44%
\$50,000 or more	34%	40%	26%
Over \$100,000	44%	34%	22%

Plan to vacation this summer	One or More Long Vacations	Several Shorter Weekend Trips
Americans	45%	55%
Under \$50,000	42%	58%
\$50,000 or more	46%	54%
Over \$100,000	57%	43%

- Overall, 33% of Americans have changed their vacation plans due to the high cost of fuel. This includes 37% of Americans who have decided not to take a vacation this summer, and another 37% who plan to take several shorter getaways. In addition, 22% of Americans who are still planning at least one traditional long summer break have factored the cost of gas into the plans they are making.

Question Wording: Have you changed your vacation plans this year because of the high price of fuel and gasoline?

May 2007	Yes	No
Americans	33%	67%
Americans not taking a vacation	37%	63%
Americans planning shorter getaways	37%	63%
Americans planning at least one long vacation	22%	78%

- **Summer plans to travel abroad are the lowest since 2002 and many vacationers are staying closer to home:** Most vacationers plan to stay state side this summer. Only 13% of vacationers plan to travel abroad, the lowest since 2002. In addition, one out of three vacationers is planning a summer getaway to someplace within their home state. 54% of Americans are making plans to visit another state in the U.S.

Question Wording: Are you planning to spend your vacation this summer somewhere within your own state, in another state, or somewhere outside the United States?

Vacationers	2007	2005	2004	2003	2002	2001	2000
Within your own state	33%	19%	18%	16%	23%	18%	17%
In another state	54%	58%	63%	66%	62%	54%	61%
Outside the U.S.	13%	23%	19%	18%	15%	28%	22%

- **Travel by car is still the conveyance of choice:** 84% of vacationers are likely to travel to at least one of their vacation destinations by car.

Question Wording: Are you very likely, likely, not very likely or not likely at all to travel someplace on vacation this summer by car?

May 2007	Very Likely	Likely	Not Very Likely	Not Likely at All
Vacationers	57%	27%	6%	10%

- **Americans expect gas prices to continue to rise:** Americans estimate that a gallon of gas will cost on average \$3.42 by the Fourth of July. Residents in the Midwest are most optimistic hoping prices won't top \$3.29 in their area. West coasters are most pessimistic expecting a gallon of gas to average \$3.72. With a national average heading into Memorial Day of \$3.22, Americans may be digging deeper than expected to afford the cost of fuel.

Question Wording: How much do you think a gallon of gas will cost by the Fourth of July?

May 2007	Average Cost per Gallon
Americans	\$3.42
Midwest	\$3.29
South	\$3.30
East	\$3.46
West	\$3.72

Nature of the Sample: 1,003 Americans

This survey was conducted April 26th through May 1st, 2007. 1,003 adults 18 years of age or older within 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. The results of the entire survey are statistically significant at $\pm 3\%$. The margin for error increases for cross-tabulations.