



## Family Travel Omnibus Study March 2019

### Methodology

The survey questions (see “Detailed Findings”) were administered as part of ORC’s weekly cellphone/landline survey of 1,000 US adults per wave, fielded between January 24-27, 2019.

The combined sample consists of 1,007 adults (18 years old and older) living in the continental United States. Of the 1,007 interviews, 407 were from the landline sample and 600 from the cell phone sample and this study has an average statistical error of  $\pm 3.09\%$  at the 95% confidence level for US adults. That means there is a 95% chance that the results found in this study are within  $\pm 3.09\%$  of the results that would be found if all US adults living in private households in the continental United States were interviewed using the research methodology and questionnaire used in this study. The actual statistical error depends on the number of respondents to each question and on the observed proportions.

### Analysis and Report Prepared By:

Patrick Tostes

AAA Consumer Insights

(407) 444-7333

[ptostes@national.aaa.com](mailto:ptostes@national.aaa.com)

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**Regional survey results:**

*Question 1: Are you planning to take a family vacation – THAT IS, a trip of 50 miles or more away from home involving two or more immediate family members, such as a grandparent, parent, or child –in the next 12 months?*

	TOTAL n=1007	Northeast n=182 A	Mid-West n=215 B	South n=388 C	West n=222 D
<b>Yes</b>	39%	45% B	33%	40%	41%
<b>No</b>	57%	54%	62%	55%	57%
<b>Don't know/Refused</b>	4%	1%	5%	5%	2%

*A/B/C/D indicate the score is statistically significantly higher (at the 95% level of confidence) than the corresponding score in the column with the same letter*

*Question 2: How many family vacations do you plan to take in the next 12 months?*

*Base = Planning to take a family vacation in the next 12 months*

	TOTAL n=369	Northeast n=76 A	Mid-West n=71 B	South n=138 C	West n=84 D
<b>1</b>	38%	38%	48%	38%	29%
<b>2 or more (Net)</b>	60%	58%	51%	59%	69%
<b>2</b>	31%	28%	23%	32%	38%
<b>3</b>	18%	19%	18%	18%	17%
<b>4 or more</b>	11%	11%	10%	9%	14%
<b>Don't know/Refused</b>	2%	4%	1%	3%	1%

*Note: No statistical difference*



Question 3: During which season(s) are you planning to take your family vacation(s) in the next 12 months? Do you plan to take them during the ...

Base = Planning to take a family vacation in the next 12 months

	TOTAL n=369	Northeast n=76 A	Mid-West n=71 B	South n=138 C	West n=84 D
Winter	24%	36% B/C	11%	16%	37% B/C
Spring	45%	28%	41%	50% A	53% A
Summer	68%	68%	68%	68%	68%
Fall	30%	21%	33%	32%	33%
Don't know/Refused	2%	2%	1%	2%	1%

A/B/C/D indicate the score is statistically significantly higher (at the 95% level of confidence) than the corresponding score in the column with the same letter



Question 4: Do you plan to take a family vacation in the next 12 months that will include any of the following?

Base = Planning to take a family vacation in the next 12 months

	TOTAL n=369	Northeast n=76 A	Mid-West n=71 B	South n=138 C	West n=84 D
Taking a road trip	53%	35%	55%	62% A	54%
Visiting a national or state park	37%	33%	28%	40%	44%
Visiting an international destination	32%	28%	33%	22%	47% C
Visiting a theme park or amusement park	26%	30%	20%	25%	27%
Ocean cruising	21%	30%	18%	16%	23%
Going on a guided or escorted tour	17%	25% D	15%	20%	9%
River cruising	8%	10%	7%	9%	6%
None of these	11%	16%	12%	10%	7%
Don't know/Refused	1%	<1%	1%	1%	1%

A/B/C/D indicate the score is statistically significantly higher (at the 95% level of confidence) than the corresponding score in the column with the same letter