



# AMERICANS GIVE "GETTING AWAY" TWO THUMBS UP

APRIL 2013

The majority of both men and women agree that a vacation is a much needed necessity to recharge their mind and body. With summer just around the corner, this month we survey Americans to see exactly who is getting away, and why.

The results of our eNation survey conducted in March 2013 show that equally 53% men/women will try their best to get away annually. Not surprisingly, Americans who work full time (63%) or part time (55%) or upper income households (63%) are more likely to say they consider a vacation a necessity. Only one-in-four Americans say a vacation is a luxury and rarely take one. This number goes up to almost 40% among households with incomes under \$50,000 where respondents indicated a vacation was considered a luxury and rarely take one.

## Which of the following statements best reflects your own personal view on going away on vacation?

	Total	Gender		Age			Household Income		Children in Household		Married	
		Male	Female	18-34	35-54	55+	<\$50K	\$50K+	Yes	No	Yes	No
Consider vacation necessity need to recharge, try best to get away yearly	53	53	53	49	57	53	40	63	59	52	58	47
Consider get away vacation luxury and very rarely take one	26	25	28	30	26	24	39	17	24	27	24	30
Occasionally take day off but don't consider vacations essential only go every few years	21	22	19	21	17	23	21	20	17	22	18	24

Regardless of why they take vacations, most Americans (62%) say they do make time for a vacation every year. Of course, those who work full time or live in higher income households, are more inclined to take a vacation. However, households with children are the most likely (74%) to go on vacation annually.

## Do you usually try to take a vacation every year?

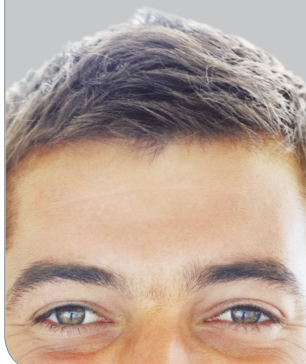
	Total	Gender		Age			Household Income		Children in Household		Married	
		Male	Female	18-34	35-54	55+	<\$50K	\$50K+	Yes	No	Yes	No
Yes	62	64	61	62	65	60	48	73	74	58	70	53
No	38	36	39	38	35	40	52	27	26	42	30	47



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In terms of a budgeting priority, the vacation tops most lists when considered against other options. Americans overwhelmingly say taking a vacation this year is the most preferred activity they want in their budget. Dinner out every two weeks, maximizing savings contributions and spending extra on hobbies are also considered important to at least 30% of respondents, but are a far second comparatively. That said, budgeting priorities for these differ by gender: men want to save for hobbies significantly more than women, while women prefer a vacation or updated wardrobe much more than men. As well, younger respondents (those under 35) prefer hobbies and a wardrobe more than those over 35 years of age.

**If only two of the following activities were within your budget this year, which two would you prefer?**

	Total	Gender		Age			Household Income		Children in Household		Married	
		Male	Female	18-34	35-54	55+	<\$50K	\$50K+	Yes	No	Yes	No
Take vacation this year	67	62	71	64	71	65	61	71	75	64	71	61
Dinner out at restaurant every two weeks	35	35	35	28	34	44	41	31	34	35	37	33
Make maximum 401K/savings this year	33	34	32	29	39	29	24	40	34	33	35	30
Spend extra on hobby/sport can do without traveling from home	32	38	26	38	27	32	33	31	22	35	28	37
Save to buy new car every five years	18	20	17	19	17	19	20	17	17	19	19	18
Update wardrobe each season	15	10	19	23	12	11	20	11	18	14	10	22

Thankfully, most Americans say they have had good luck with their vacations. Almost eight out of ten say their vacations have mostly worked out and never felt it had been ruined. Younger Americans (ages 18-34) or households with children haven't been as lucky, with 32% and 26% respectively saying that something went wrong on their trip.

**Whether due to weather conditions, illness, or just bad luck, have you ever experienced a vacation from "hell" or had major problems while away?**

	Total	Gender		Age			Household Income		Children in Household		Married	
		Male	Female	18-34	35-54	55+	<\$50K	\$50K+	Yes	No	Yes	No
No, vacations have mostly worked out, never "ruined"	79	77	81	68	81	87	79	79	74	81	81	77
Yes, everything/something went wrong	21	23	19	32	19	13	21	21	26	19	19	23



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## Methodology

Each week Ipsos U.S. eNation online omnibus completes five national online surveys. Each survey (wave of eNation) consists of a minimum of 1,000 completes with adults 18 years of age or older in the contiguous U.S.A. The sample consists of individuals selected from the online segment of Ipsos' iSay/Ampario Panel, and is balanced to be representative of the general population based upon region, gender, age, and household income data from the U.S. Census Bureau. The selected individuals receive a customized e-mail inviting them to participate.

Ipsos U.S. eNation online omnibus survey results are tabulated by two standard demographic banners.

- A. GENDER, AGE, HOUSEHOLD INCOME, REGION**
- B. CHILD IN HOUSEHOLD, EDUCATION, EMPLOYMENT STATUS, MARITAL STATUS, RACE**

eNation's standard data tabulations are provided in a weighted format. The data are weighted to give appropriate representation on various demographic factors, including: age, income, the four national census regions, and gender. The Current Population Survey from the U.S. Census Bureau is used to determine the weighting targets for each demographic factor.

“Because eNation is fielded seven days a week, you can measure public opinion and consumer attitudes any time – quickly and affordably.”



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