

## USA TODAY/GALLUP POLL

### SUMMER RECREATION PLANS

Results are based on telephone interviews conducted April 30-May 1, 2011, on the Gallup Daily tracking survey, with a random sample of 1,019—adults, aged 18+, living in all 50 U.S. states and the District of Columbia, selected using random sampling methods.

For results based on the total sample of national adults, one can say with 95% confidence that the margin of error is  $\pm 4$  percentage points.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each daily sample of 1,000 national adults includes a minimum quota of 400 cell phone respondents and 600 landline respondents, with additional minimum quotas among landline respondents for gender within region. Landline numbers are chosen at random among listed telephone numbers, cell phone numbers are selected using random-digit dial methods. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted by gender, age, race, Hispanic ethnicity, education, region, adults in the household, phone status (cell phone only/landline only/both, having an unlisted landline number, and cell phone mostly). Demographic weighting targets are based on the March 2010 Current Population Survey figures for the age 18+ non-institutionalized population living in U.S. telephone households. All reported margins of sampling error include the computed design effects for weighting and sample design.

Question(s) were asked of a random half-sample on two nights' of the Gallup Daily tracking survey.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

1. Next, we'd like to know about your summer recreation plans, including any vacations or weekend trips you were planning to take. Which of the following applies to you – [ROTATED: you plan to travel more this summer than you did last summer, you plan to travel about the same, you plan to travel less this summer than you did last summer], or don't you travel much during the summer?

	<u>Travel more</u>	<u>Travel the same</u>	<u>Travel less</u>	<u>Don't travel much</u>	<u>No opinion</u>
2011 Apr 30-May 1	20	32	29	18	1
2010 May 18	18	37	27	18	1

Now, we'd like to ask you separate questions about transportation costs and about other vacation costs, including food, lodging and entertainment.

2. *(Asked of those who say they will travel more, less or the same as last summer)* First, in terms of transportation to and from your vacation destinations, do you think you will – [ROTATED: spend more on transportation this summer than you did last summer, spend about the same, (or do you think you will) spend less on transportation this summer than you did last summer]?

	<u>Spend more</u>	<u>Spend about the same</u>	<u>Spend less</u>	<u>Don't travel much</u>	<u>No opinion</u>
<b><i>National adults</i></b>					
2011 Apr 30-May 1	57	9	13	20	*
2010 May 18	32	30	19	18	*
<b><i>Travel during summer</i></b>					
2011 Apr 30-May 1 <sup>^</sup>	71	12	17	--	1
2010 May 18	39	37	24	--	1

<sup>^</sup> Based on – 816—adults who travel during the summer; ± 4 PCT PTS

3. *(Asked of those who say they will travel more, less or the same as last summer)* Now, in terms of other vacation costs, including food, lodging and entertainment, do you think you will – [ROTATED: spend more on food, lodging and entertainment this summer than you did last summer, spend about the same, (or do you think you will) spend less on food, lodging and entertainment this summer than you did last summer]?

	<u>Spend more</u>	<u>Spend about the same</u>	<u>Spend less</u>	<u>Don't travel much</u>	<u>No opinion</u>
<b><i>National adults</i></b>					
2011 Apr 30-May 1	35	27	19	20	*
2010 May 18	27	34	21	18	*
<b><i>Travel during summer</i></b>					
2011 Apr 30-May 1 <sup>^</sup>	44	33	23	--	*
2010 May 18	33	41	26	--	*

<sup>^</sup> Based on – 816—adults who travel during the summer; ± 4 PCT PTS

4. How important is it to you that you take a vacation this year somewhere away from where you live? Is it—very important, somewhat important, not too important, or not important at all?

	<u>Very important</u>	<u>Somewhat important</u>	<u>Not too important</u>	<u>Not at all important</u>	<u>No opinion</u>
2011 Apr 30-May 1	36	25	20	18	1