# Table of Contents

Methodology

<table>
<thead>
<tr>
<th>Section</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3-4</td>
</tr>
</tbody>
</table>

Executive Summary

<table>
<thead>
<tr>
<th>Section</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5-7</td>
</tr>
</tbody>
</table>

Detailed Findings

<table>
<thead>
<tr>
<th>Section</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>8-12</td>
</tr>
</tbody>
</table>

Demographics

<table>
<thead>
<tr>
<th>Section</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>13-17</td>
</tr>
</tbody>
</table>
Methodology

• Between May 8th and May 16th 2012, TechnoMetrica conducted a CATI (Computer-Assisted Telephone Interview) survey among randomly selected households within the continental United States. In order to minimize non-response bias, TechnoMetrica interviewers conducted the interviews during weeknights and weekends.

• The survey includes 1007 interviews using an RDD (Random Digit Dial) sample of both landline and cell phone numbers.

• The number of interviews completed in each region of the country is proportional to its representation in the total US population. To further assure representation to the American population, we weighted the data by gender, age, and race reflective of Census proportions.

• At the 95% confidence level, the margin of error for respondents’ overall sample (1007) is +/- 3.2 percentage points; for subgroups, the margins of error are higher and depend upon the size of the sample; for example for the sample of those planning to visit a city or metropolitan area, the margin of error is +/- 5.7 percentage points.
Executive Summary
Executive Summary

Visiting U.S. Cities

- One-third of Americans are planning to visit a U.S. city or metropolitan area this summer.
- Chicago was the most popular destination with expected number of visitors at 11.1 million followed by Washington D.C. at 8.3 million and New York at 6.8 million.
- A majority (57%) of respondents who plan to visit a city, plan to use public transport for at least one activity.
- Forty-two percent of city visitors will use public transportation for general sightseeing, 28% for shopping, 31% for restaurant dining and nightlife, 28% to travel to and from the airport, and 29% to travel to and from their place of lodging during their summer visit to a major city.

Cost and convenience are two factors that motivate city visitors to use public transportation:

- 71% say using public transportation relieves them from the worry to find parking for their vehicle.
- 68% believe that it is less expensive than taxis and rental cars.
- 67% will use public transportation to save money on parking and 52% said they can save money spent on gas for their vehicle.
- 59% felt they could avoid driving around unfamiliar cities and 28% will use public transportation as they find it fun doing so.
Availability of public transportation and affordability were two important considerations for many Americans for their summer travel.

- The availability of public transportation is an important factor to 32% of Americans. It is an important consideration to larger shares of southerners and westerners.

- Nearly half (45%) of respondents believe that public transportation makes travel more affordable. Larger shares of lower income groups share this sentiment.
Detailed Findings

Summer Travel
**Popular Cities**

Chicago, Washington D.C and New York are the most popular cities that Americans plan to visit this summer.

(Base = Respondents who plan to visit a US city or metropolitan this summer : 303)

### Number Of Visitors In Millions

- **Chicago**: 11.1
- **Washington D.C.**: 8.3
- **New York**: 6.8
- **Los Angeles**: 5.3
- **Miami**: 4.9
- **San Francisco**: 4
- **Las Vegas**: 3.7

### Other Cities:

- **Boston**: 3.4
- **Atlanta**: 3.4
- **St. Louis**: 3.4
- **Houston**: 2.5
- **Seattle**: 2.2
- **Philadelphia**: 2.2
- **Oklahoma City**: 1.2
- **Pittsburgh**: 1.2
- **Dallas**: 0.9

**T1A. Which cities or metropolitan areas do you plan to visit?**
Public Transportation And Activities

A majority of visitors will use public transportation for at least one activity, during their visit to a city.  

(Base = Respondents who plan to visit a US city or metropolitan this summer : 303)
Reason For Using Public Transportation: Cost

(Base = Respondents who plan to visit a US city or metropolitan this summer: 303)

- Less expensive than taxi-cabs or rental cars: 68%
- Save parking fees: 67%
- No need to spend on gasoline: 52%
Reason For Using Public Transportation: Convenience

(Base = Respondents who plan to visit a US city or metropolitan this summer: 303)

- Can avoid the worry to find parking: 71%
- Won’t have to drive around unfamiliar city: 59%
- More fun: 28%
Demographics
Demographics

Age

<table>
<thead>
<tr>
<th>Age</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>12%</td>
</tr>
<tr>
<td>25-34</td>
<td>16%</td>
</tr>
<tr>
<td>35-44</td>
<td>18%</td>
</tr>
<tr>
<td>45-54</td>
<td>16%</td>
</tr>
<tr>
<td>55-64</td>
<td>18%</td>
</tr>
<tr>
<td>65 or over</td>
<td>1%</td>
</tr>
</tbody>
</table>

Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>48%</td>
</tr>
<tr>
<td>Female</td>
<td>52%</td>
</tr>
</tbody>
</table>

Marital Status

<table>
<thead>
<tr>
<th>Status</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single</td>
<td>31%</td>
</tr>
<tr>
<td>Married</td>
<td>51%</td>
</tr>
<tr>
<td>Divorced/Separated</td>
<td>8%</td>
</tr>
<tr>
<td>Widowed</td>
<td>8%</td>
</tr>
<tr>
<td>Refused</td>
<td>2%</td>
</tr>
</tbody>
</table>

Have Children

<table>
<thead>
<tr>
<th>Have Children</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>71%</td>
</tr>
<tr>
<td>No</td>
<td>29%</td>
</tr>
</tbody>
</table>
Demographics

Education Level

- Some high school: 6%
- High school graduate: 20%
- Some college: 25%
- College graduate: 27%
- Some graduate courses: 4%
- Graduate/Professional degree: 15%
- Refused: 2%

Invested $10,000+ In Stocks

- Yes: 42%
- No: 50%
- Refused: 9%

Household Income

- Under $20,000: 14%
- Between $20,000 and $30,000: 10%
- Between $30,000 and $40,000: 9%
- Between $40,000 and $50,000: 8%
- Between $50,000 and $75,000: 11%
- Between $75,000 and $100,000: 13%
- Over $100,000: 16%
- Not sure/Refused: 18%
Demographics

Hispanic Descent

- 90% No
- 6% Yes, white Hispanic
- 1% Yes, black Hispanic
- 2% Yes, Hispanic unspecified
- 1% Refused

Race/Ethnicity

- 67% White
- 13% Black
- 9% Hispanic
- 4% Native American
- 4% Asian
- 2% Other
- 2% Refused

Political Party

- 32% Democrat
- 28% Republican
- 32% Independent/Other
- 8% Not Sure/Refused

Ideology

- 11% Very conservative
- 30% Conservative
- 34% Moderate
- 14% Liberal
- 4% Very liberal
- 7% Not sure/Refused
Demographics

**Area Type**

- Suburban: 44%
- Rural: 31%
- Urban: 22%
- Refused: 3%

**Region**

- Northeast: 18%
- Midwest: 22%
- South: 37%
- West: 23%