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# 2014 “Travel Like a Local” Summer Travel Survey

A Survey Prepared for the American Public Transportation Association

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May 2014

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# Methodology

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# Methodology

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- Between April 15<sup>th</sup> and April 22<sup>nd</sup>, 2014, 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 1004 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 (1004) 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

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## Using Public Transportation

- Nearly three of five (58%) respondents planning to visit a city say they will use public transportation for at least one activity.
  - Among age groups, 18-44 year-olds reported the highest likelihood of using public transportation, as 67% reported they plan to use this mode for at least one activity during their trip.
  - Over half (54%) of those making \$75k and over will rely on public transportation during their trip to a city.
  - In terms of region, Northeasterners and Western Americans expressed the greatest propensity to use public transportation, at 62% and 60% respectively.
  - Households with children are more likely to use public transportation during vacation.
- Almost two out of five vacation planners (38%) will use public transportation for restaurant dining and nightlife, while 37% will use it for general sightseeing; 34% plan to use it for shopping.

## Visiting U.S. Cities

- Approximately 124 Million Americans plan to visit a major U.S. city or metropolitan area this coming summer.
  - As respondents' income and education levels increase, the intent to vacation in a metropolitan city also rises.
  - Households with children are more likely to vacation (43%) than those without children (36%). However, the share of child-inhabited households planning to go on vacation declined by three points from the previous year.
- New York is the most popular destination (11%), followed by Orlando (7%), Miami (7%), and Washington, D.C. (6%).

# Executive Summary (continued)

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## Reasons for Using Public Transportation

- Nearly three-quarters (74%) say they may use public transportation because it is less expensive than taxis and rental cars, while 73% believe that using public transportation relieves them from the worry of finding parking for their vehicle.
- Two-thirds (68%) report that they would use public transportation because it saves money on parking.
- Slightly more than three out of five respondents (61%) choose public transportation in order to avoid driving around unfamiliar cities.
- More than half (55%) prefer public transportation because it saves money spent on gas for their vehicle.
- Over one-quarter (28%) say they use public transportation because it is fun.

## Availability of Public Transportation

- More than one third (38%) of respondents say that the availability of public transportation affects destination choice to at least some extent.

## Affordability of Public Transportation

- More than two of five Americans (44%) planning to travel to a city this summer believe that public transportation will make their trip more affordable to either a great extent or some extent.
- Over one-quarter (28%) say public transportation makes traveling more affordable to some extent, while 16% believe it makes travel more affordable to a great extent.

# Detailed Findings

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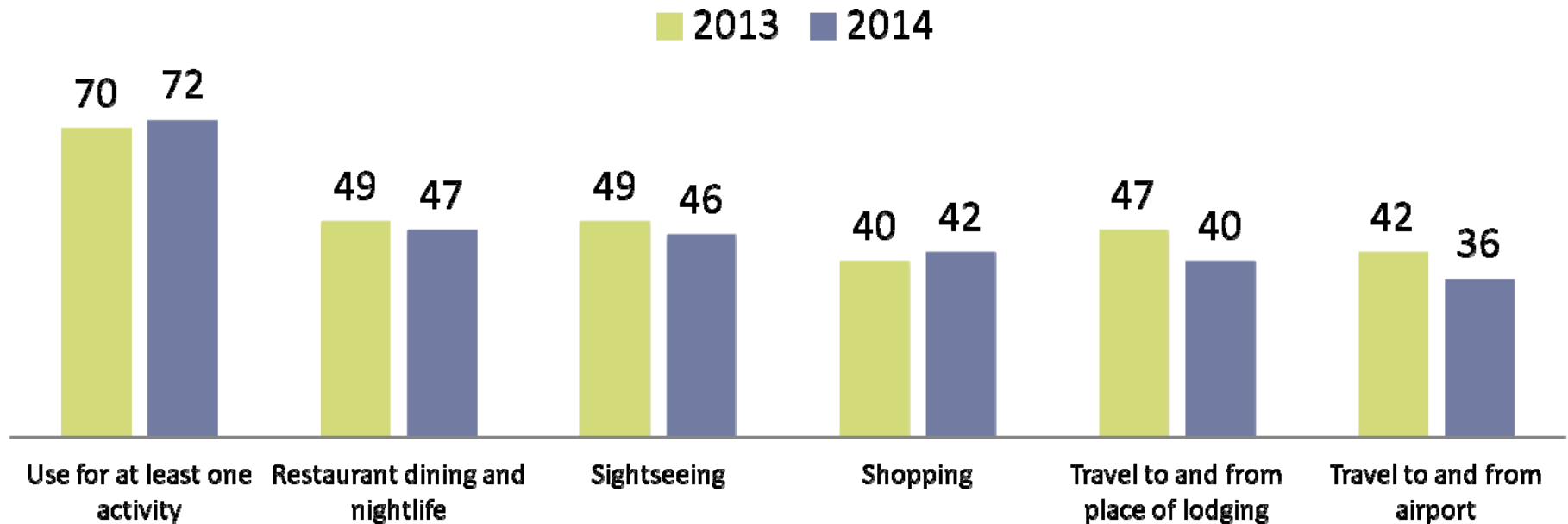


# Public Transportation And Activities

Public transportation remains the preferred mode of travel for many Americans. In fact, the number of Americans who plan to use public transportation for at least one activity during summer travel increased this year.

*(Base = Respondents who plan to visit a US city or metropolitan area this summer: 2013 = 380; 2014 = 392)*

## Intend To Use Public Transportation (Millions)

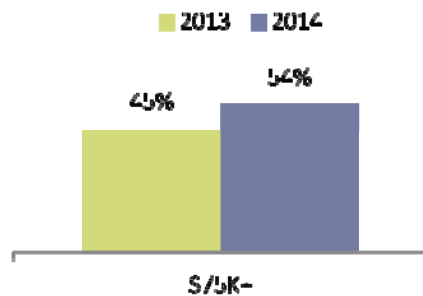


T2A-E. Please tell me if you will use public transportation for the following activities.

# Plans To Use Public Transportation

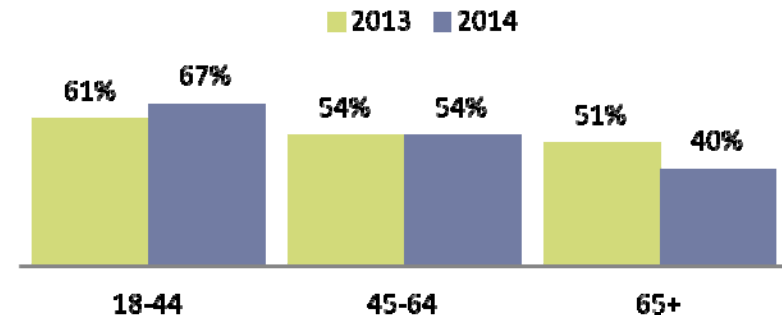
## Income

More than half of those making \$75k and over will rely on public transportation during their trip to a city.



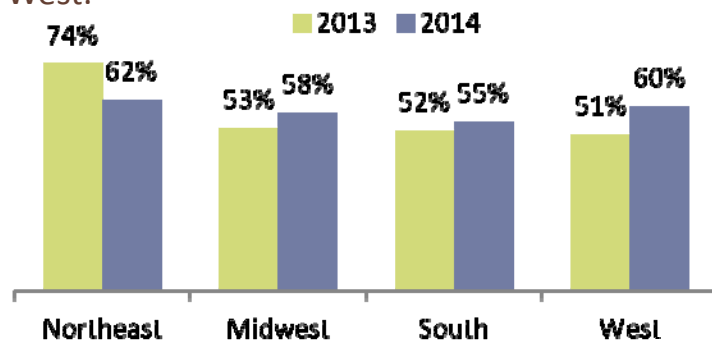
## Age

Adults aged 18 to 44 expressed the strongest preference for using public transportation, followed by the 45-64 bracket.



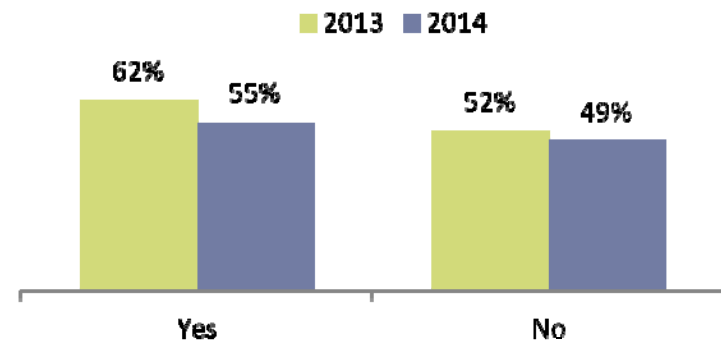
## Region

All regions show high reliance on public transportation, especially the Northeast and the West.



## Parents

Parents will be more likely to rely on public transportation during their trips.

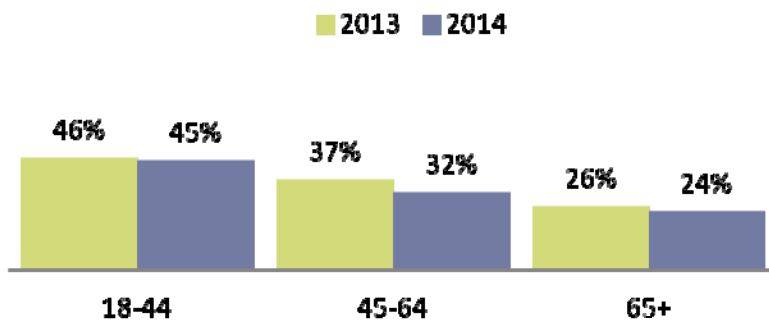


T2. Plans to use public transportation for at least one activity.

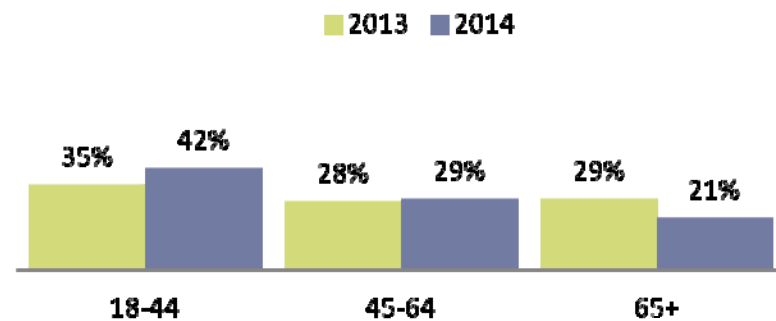
# Using Public Transportation for Vacation Activities

More Americans from the 18-44 demographic are likely to use public transportation for individual activities than from the other age groups.

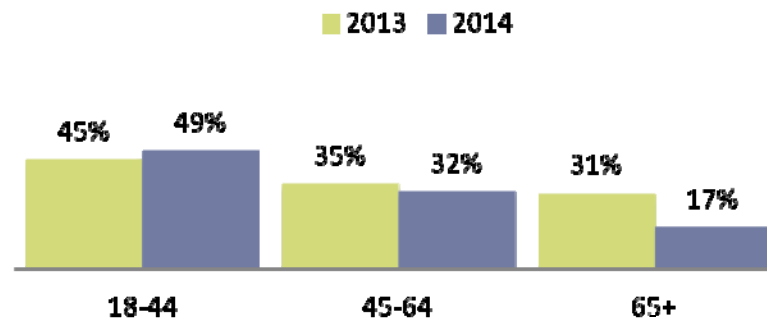
### General Sightseeing



### Shopping



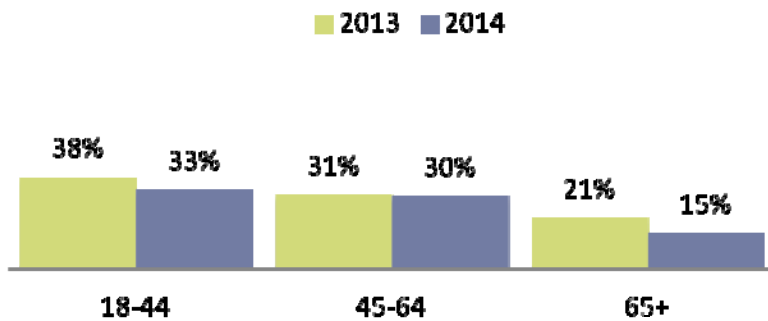
### Restaurant Dining and Nightlife



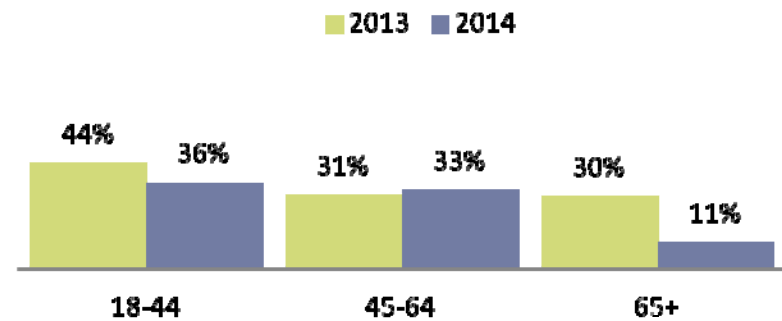
# Using Public Transportation for Vacation Activities

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### Travel To and From Airport



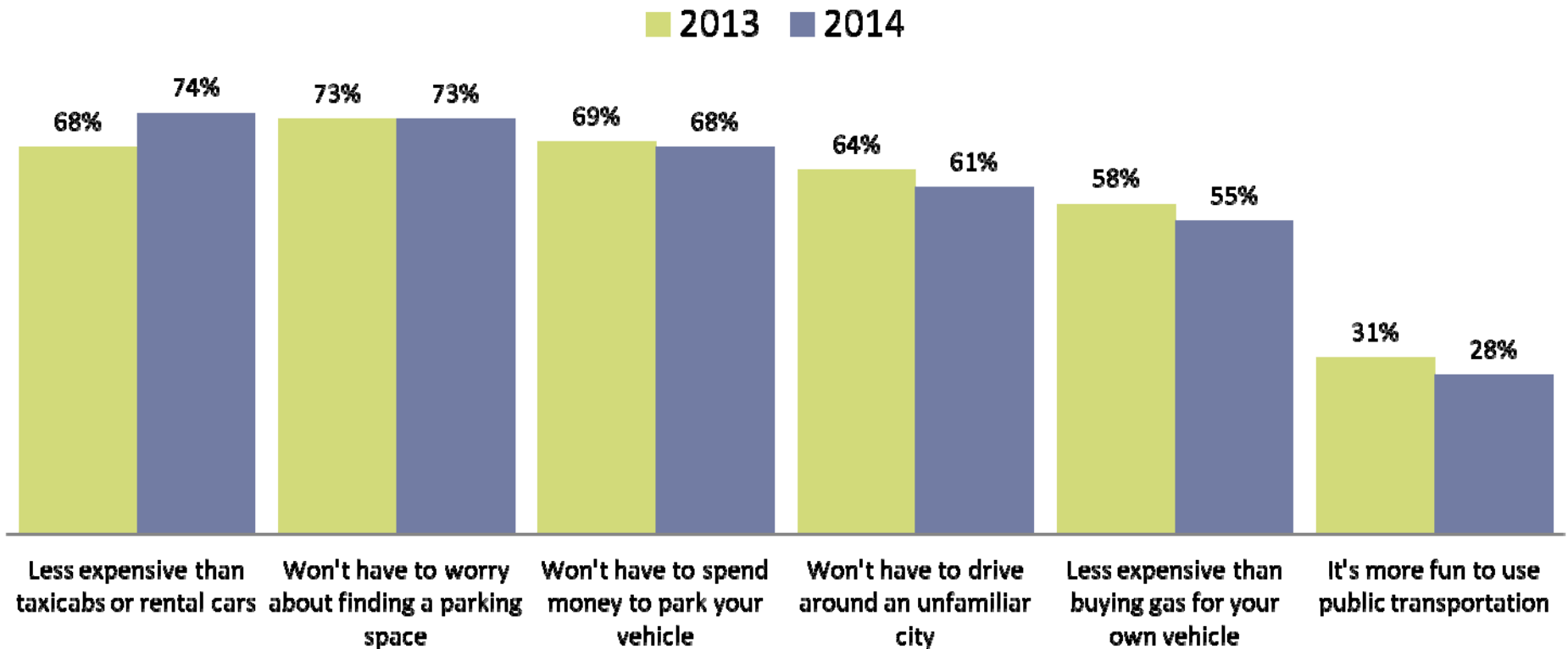
### Travel To and From Place of Lodging



# Reasons For Using Public Transportation

Nearly three-quarters (74%) of those planning to visit a city this summer will use public transportation as a less expensive alternative to taxis or rental cars. Almost as many prospective travelers (73%) are planning to use public transportation so they will not have to worry about finding a parking space.

*(Base = Respondents who plan to visit a US city or metropolitan area this summer: 2013 = 380; 2014 = 392)*



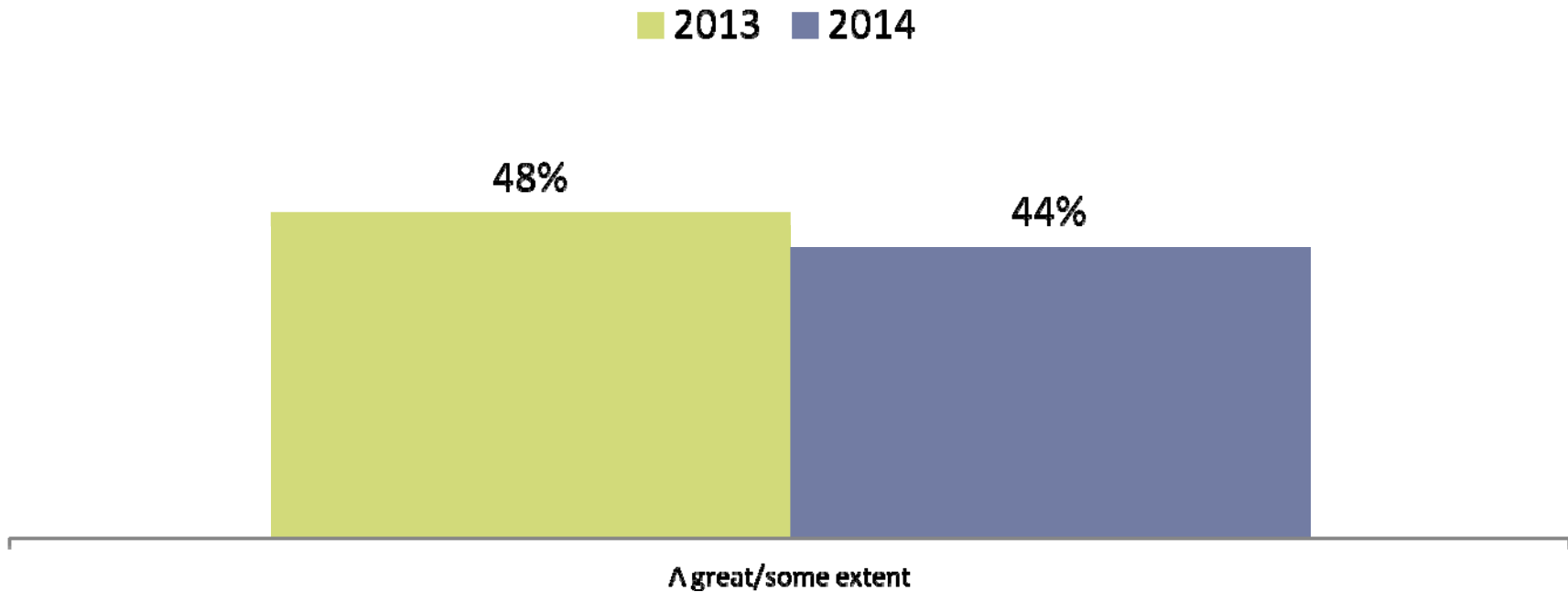
T3. Please tell if the following are reasons for you to use public transportation during your visit to a major city this summer.



# Public Transportation's Effect On Affordability Of Travel

More than two of five respondents (44%) who are planning to travel to a city this summer say public transportation will make travel more affordable to either a great extent or some extent.

*(Base = Respondents who plan to visit a US city or metropolitan area this summer: 2014 = 392)*



T5. Thinking about public transportation at your destination city, please tell me to what extent will it make your travel more affordable?

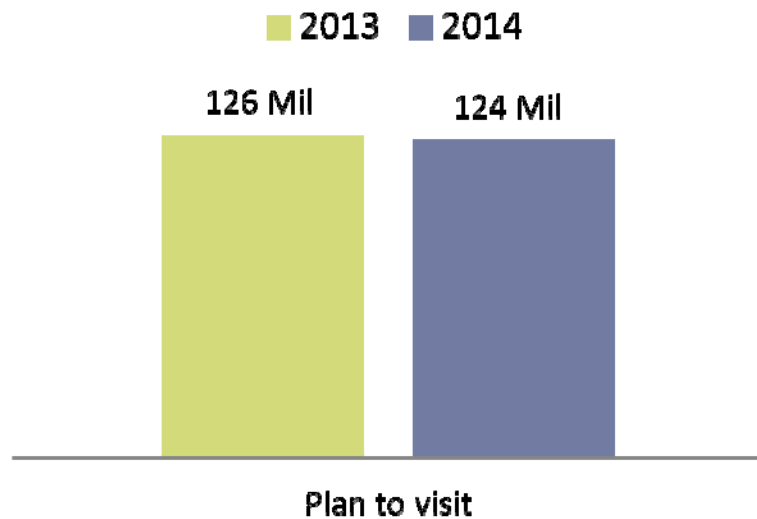


# Plans To Visit A U.S. City This Summer

Approximately 124 Million Americans plan to visit a U.S. city or metropolitan area this coming summer. Therefore, the number of Americans expected to travel will remain largely unchanged from last year.

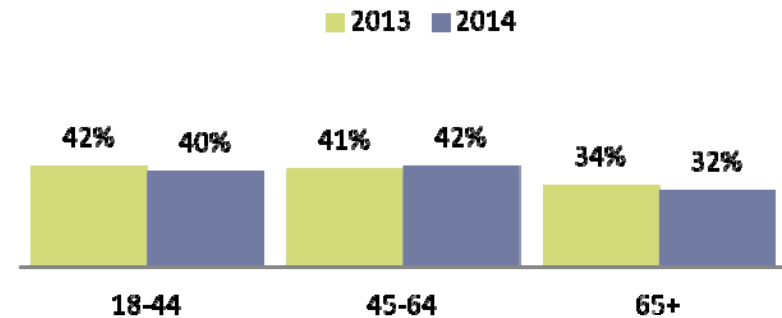
(Base = All Respondents: 2013 = 1003; 2014 = 1004)

## Overall



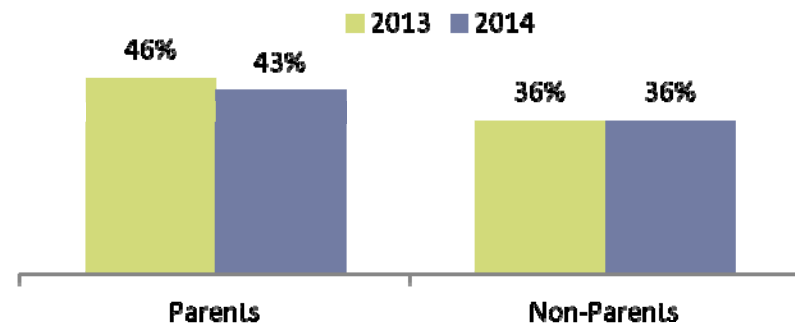
## Age

Among age groups, Americans in the 18-44 and 45-64 brackets are most likely to travel this summer.



## Parents

Households with children are more likely to vacation than those without children.

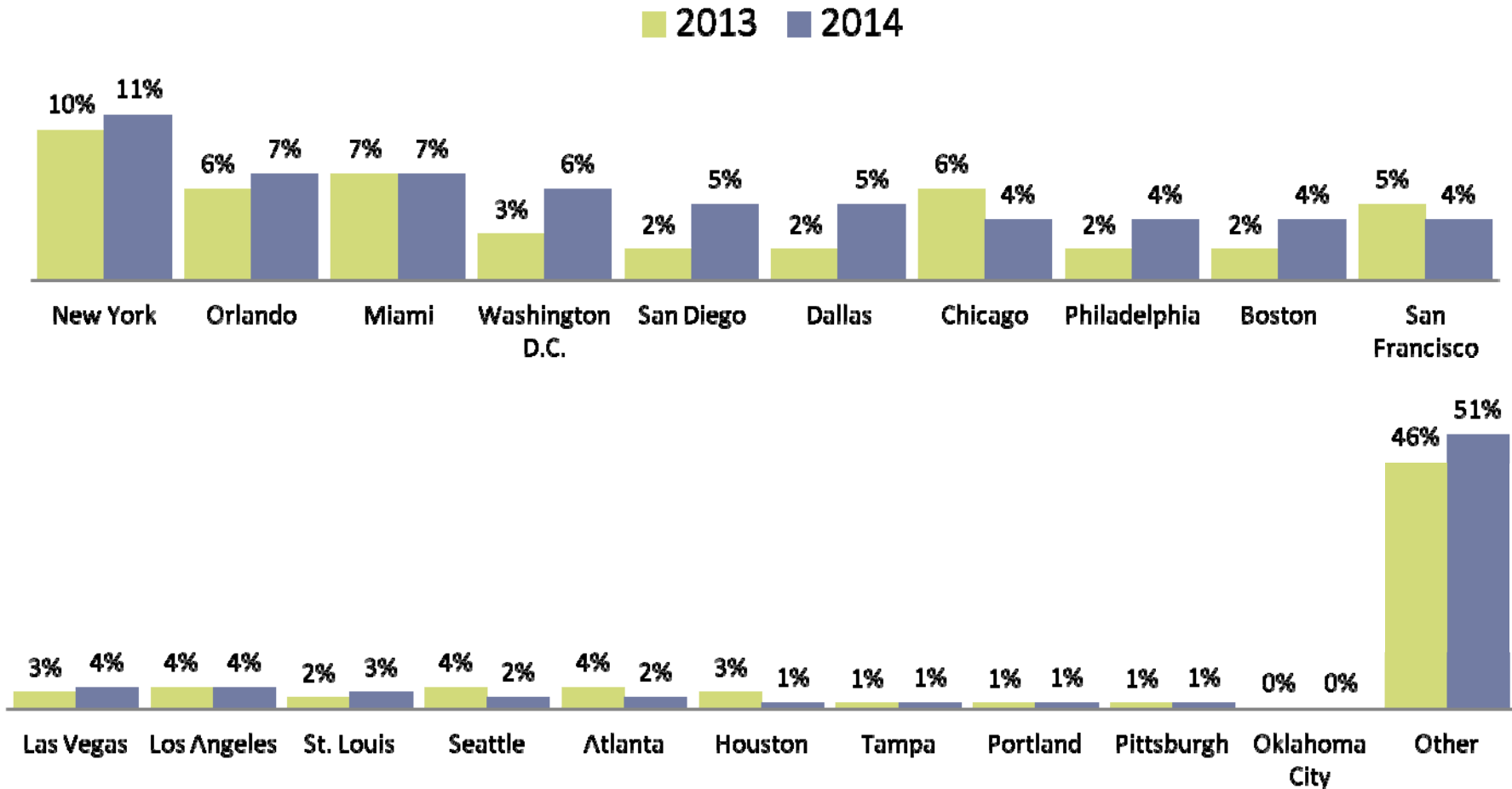


T1. Thinking of the coming summer, do you plan to visit any city or a major U.S. metropolitan area between Memorial Day through August for either leisure or vacation purposes?

# Popular Cities

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

(Base = Respondents who plan to visit a US city or metropolitan area this summer: 2013 = 380; 2014 = 392)



T1B. Which cities or metropolitan areas do you plan to visit?



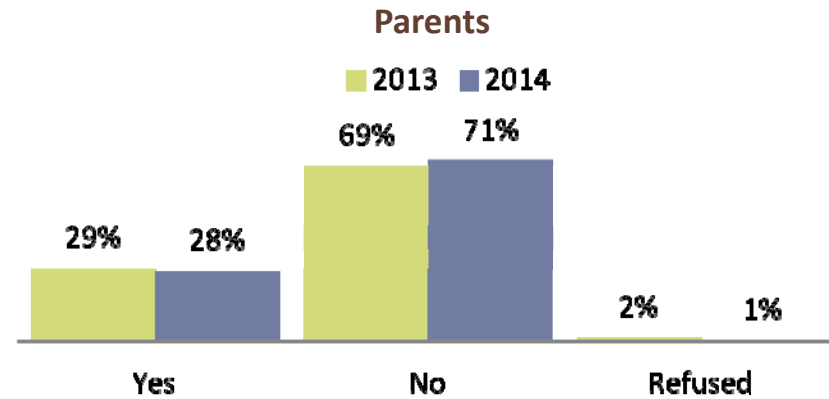
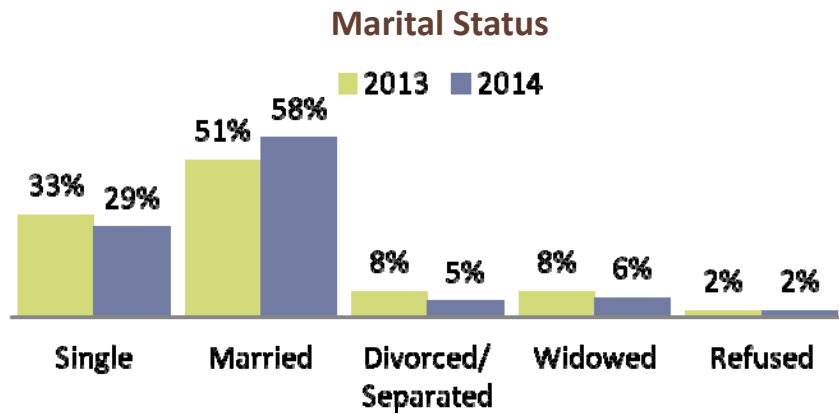
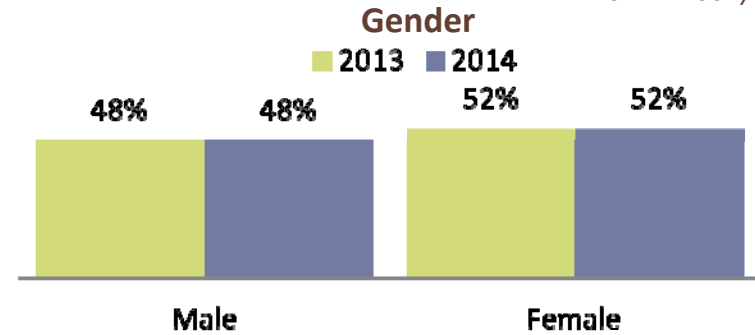
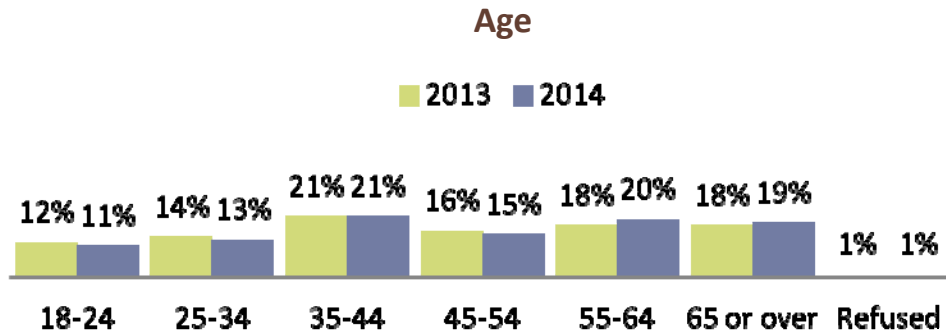


# Demographics

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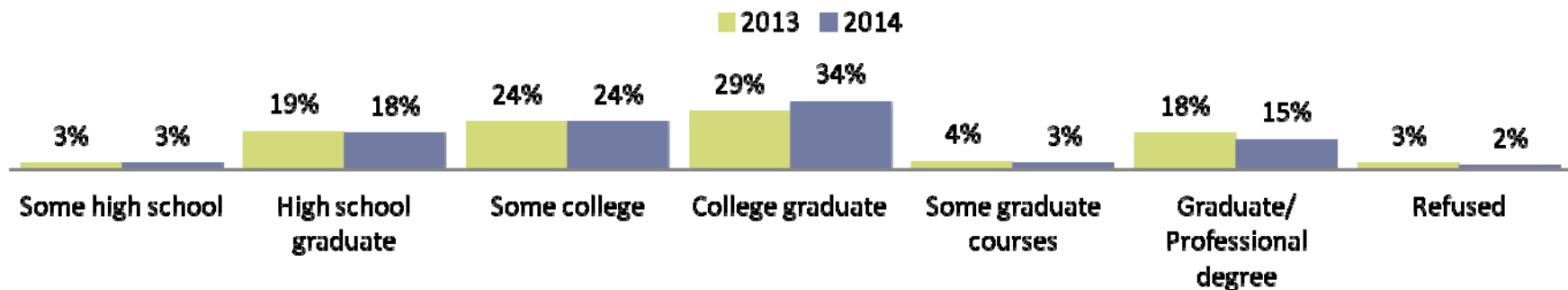
(Base = All Respondents: 2013 = 1003;  
2014 = 1004)



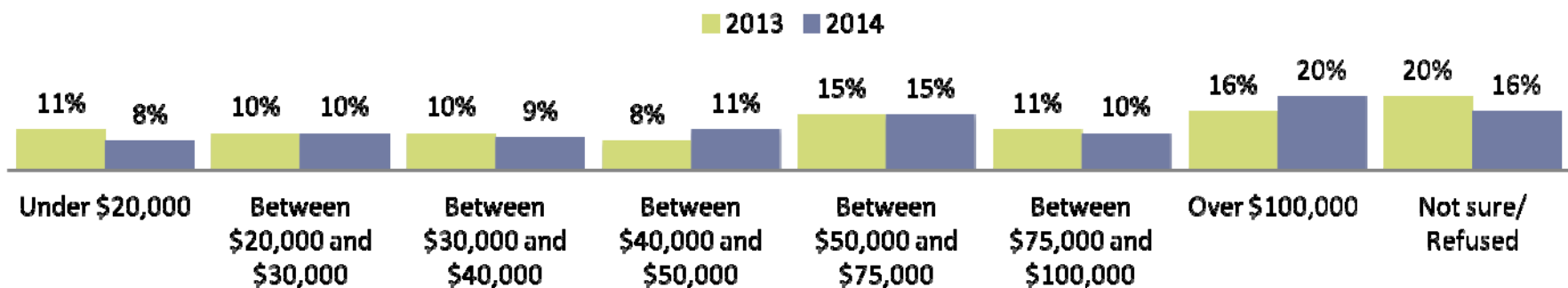
# Demographics

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2014 = 1004)

## Education Level



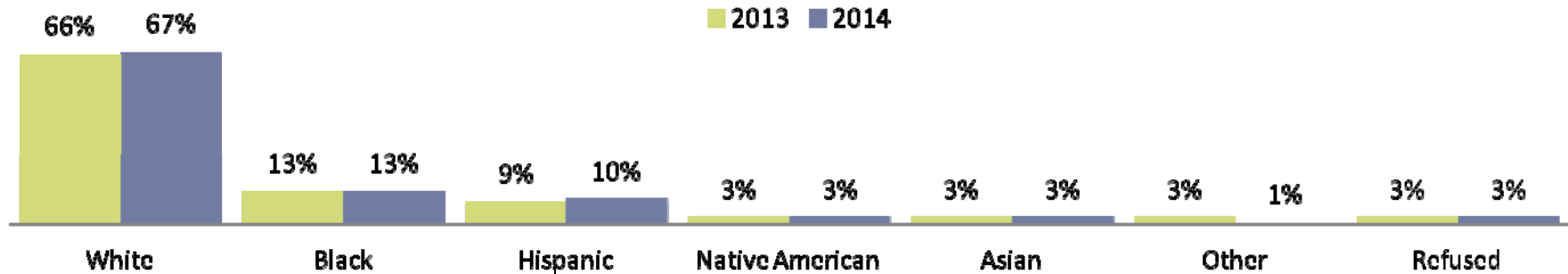
## Household Income



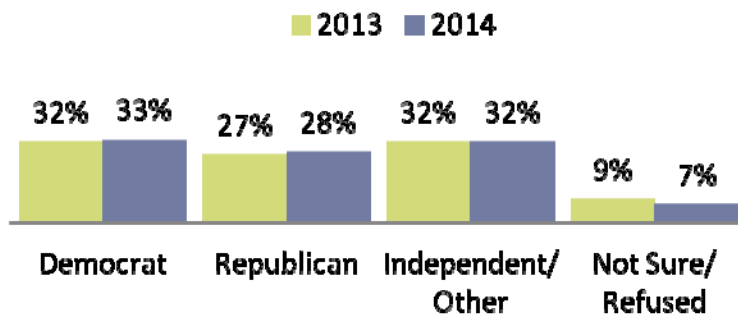
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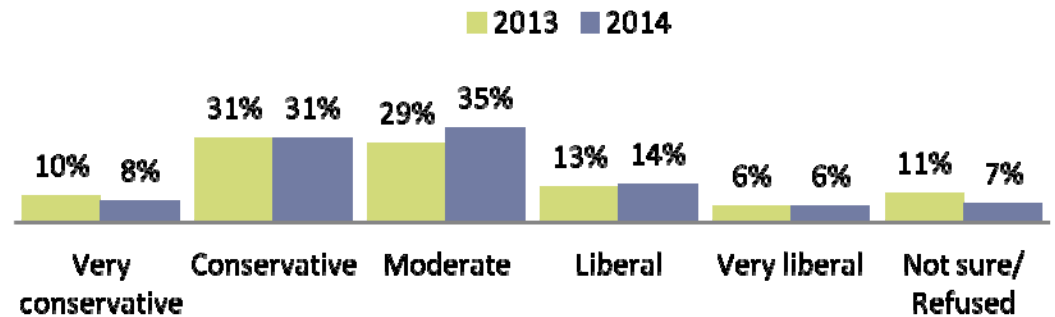
## Race/ Ethnicity



## Political Party



## Ideology



# Demographics

(Base = All Respondents: 2013 = 1003;  
2014 = 1004)

