
2015 Summer Travel Survey

A Survey Prepared for the American Public Transportation Association

June 2015



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Methodology

Methodology

- Between June 5th and June 12th, 2015, 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 1005 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 (1005) is +/- 3.2 percentage points; for subgroups, the margins of error are higher and depend upon the size of the sample.

Executive Summary

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Visiting U.S. Cities

- Approximately 156 Million Americans plan to visit a major U.S. city or metropolitan area this coming summer.
- Close to three in five respondents earning \$75k or more in income (57%) plan on visiting a U.S. metropolitan city this summer.
 - As respondents' education levels increase, the intent to vacation in a metropolitan city also rises.
 - Nearly half of households with children (49%) will visit a city for summer vacation, compared to 40% of those without children.
- New York is the most popular destination among respondents (13%), followed by Chicago (11%), Los Angeles (8%), and Atlanta (8%).

Using Public Transportation

- Nearly three in five Americans who are planning to visit a city this summer (57%) say they will use public transportation for at least one activity.
 - Among age groups, over two-thirds (68%) of respondents aged 18 to 44 plan on using public transportation for at least one activity during their trip.
 - More than one-third of prospective vacationers (34%) will use public transportation for general sightseeing, while 31% plan to use it for restaurant dining and nightlife.
 - Looking at the breakdown by region, Northeastern and Midwestern Americans hold the largest share of respondents who will use public transportation for at least one activity during their vacation. Seven in ten respondents from the Northeast region of the U.S. plan to take public transportation during their trip, while 58% of Midwesterners will make use of the mode.

Executive Summary (continued)

- More than half of households without children (52%) plan to use public transportation during their trip to a U.S. city this summer.

Reasons for Using Public Transportation

- Nearly three-quarters (71%) of those planning to visit a city this summer say they may use public transportation so they will not have to worry about finding a parking space for their vehicle.
- More than two-thirds of prospective summer travelers report that they would use public transportation in order not to have to spend money on parking (68%) and because it will be less expensive than taxicabs or rental cars (67%).
- More than half of respondents will choose public transportation in order to avoid driving around unfamiliar cities (55%), and because it provides a less expensive alternative to purchasing gas in order to drive their own vehicle (51%) .

Availability of Public Transportation

- Nearly one-third of Americans planning to visit a city this summer (30%) say that the availability of public transportation affects their destination choice to at least some extent.

Affordability of Public Transportation

- More than two in five respondents (44%) believe that public transportation will make their trip more affordable to at least some extent.

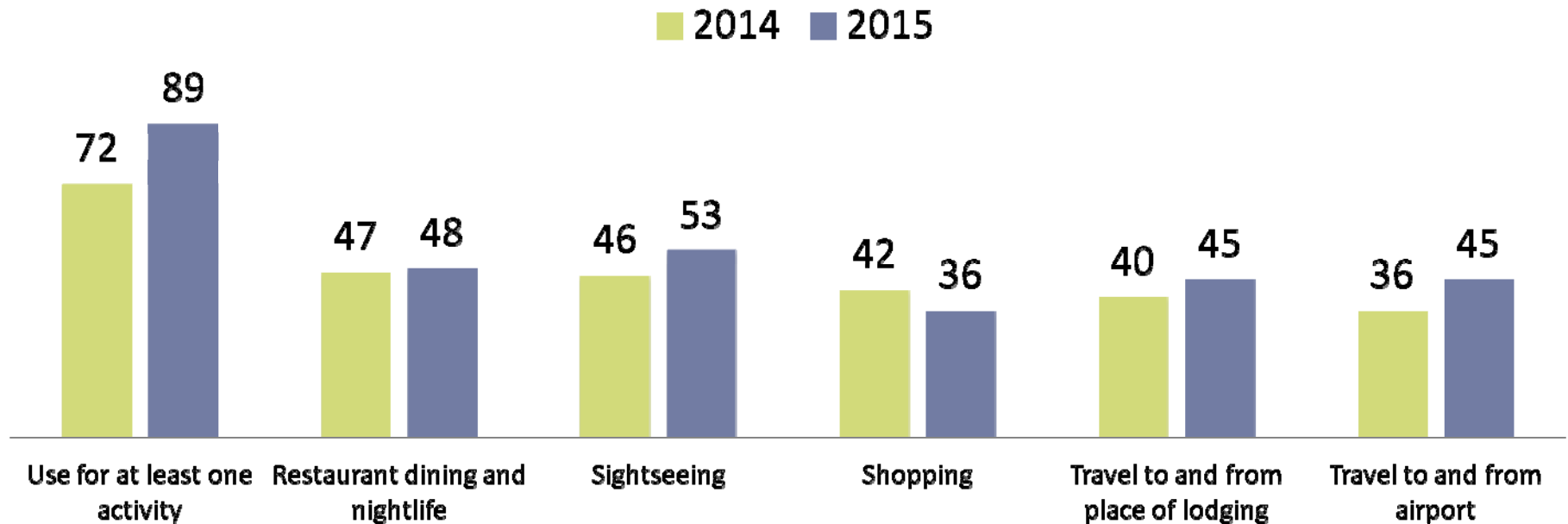
Detailed Findings

Public Transportation And Activities

Public transportation is the preferred mode of travel for many Americans. This year, the number of Americans who plan to use public transportation for at least one activity during summer travel increased sharply by 17 million, or 24%.

(Base = Respondents who plan to visit a US city or metropolitan area this summer: 2014 = 392; 2015 = 420)

Intend To Use Public Transportation (Millions)

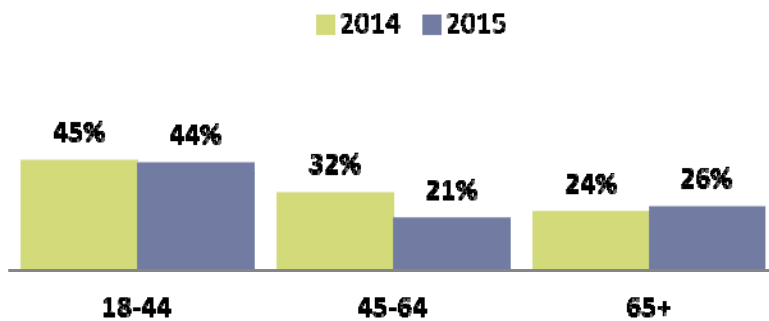


T2A-E. Please tell me if you will use public transportation for the following activities.

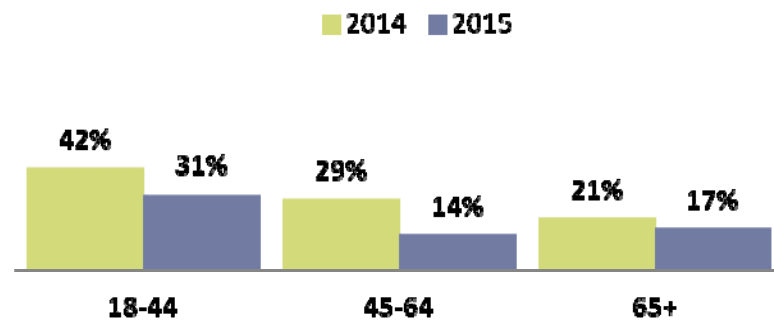
Using Public Transportation for Vacation Activities

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

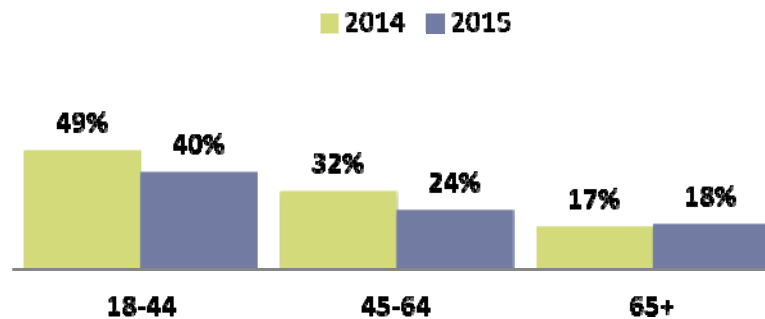
General Sightseeing



Shopping

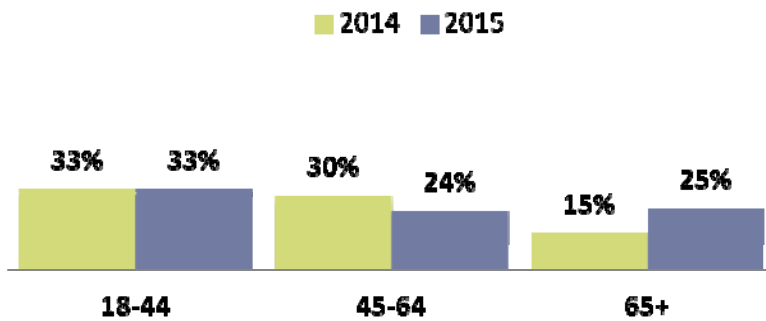


Restaurant Dining and Nightlife

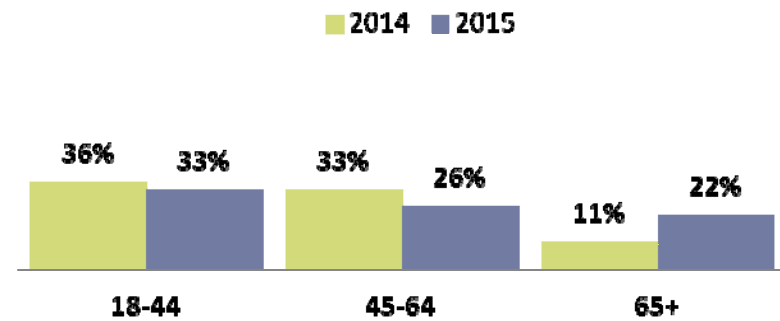


Using Public Transportation for Vacation Activities

Travel To and From Airport



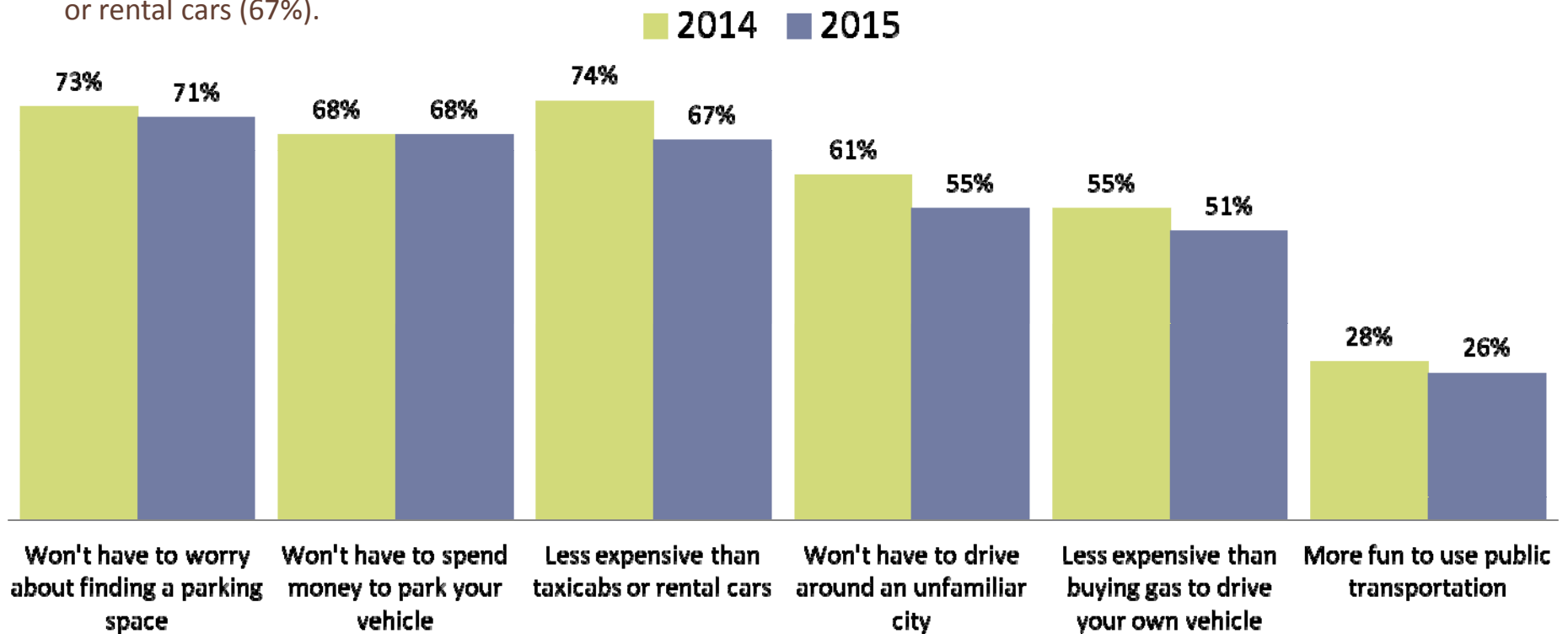
Travel To and From Place of Lodging



Reasons For Using Public Transportation

Close to three-quarters (71%) of those planning to visit a city this summer will use public transportation in order not to worry about finding a parking space. Over two thirds of travelers are planning to use public transportation so they will not have to worry about spending money on parking (68%) and because it provides a less expensive alternative to taxis or rental cars (67%).

(Base = Respondents who plan to visit a US city or metropolitan area this summer: 2014 = 392; 2015 = 420)



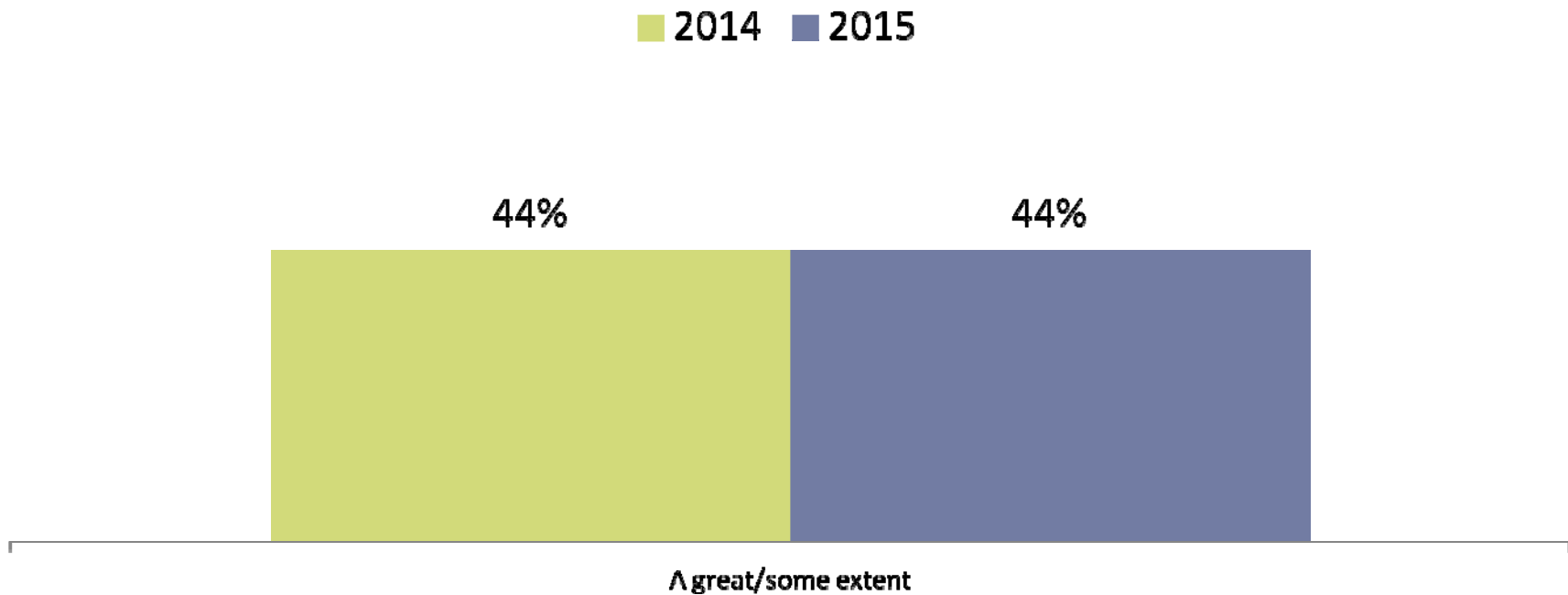
T3. Please tell if the following are reasons for you to use public transportation during your visit to a major city this summer.



Public Transportation's Effect On Affordability Of Travel

Similar to last year's reading, more than two of five respondents (44%) who are planning to travel to a U.S. city this summer believe that public transportation will make travel more affordable to at least some extent.

(Base = Respondents who plan to visit a US city or metropolitan area this summer: 2014 = 392; 2015 = 420)



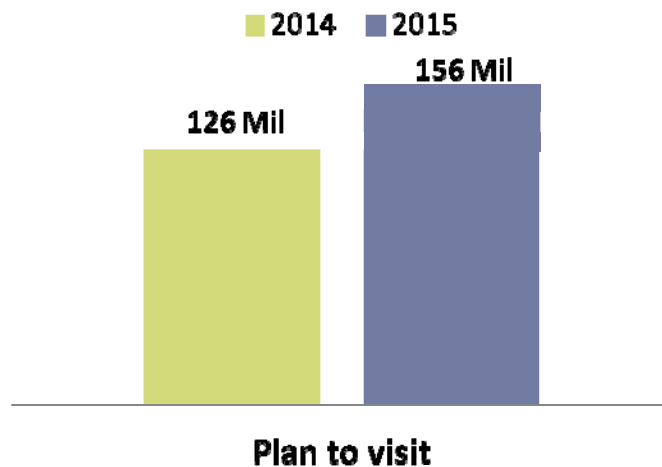
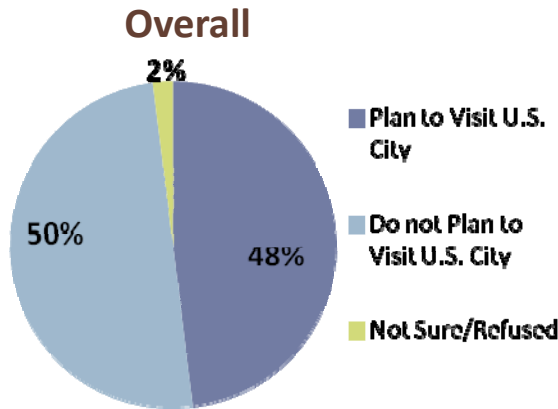
T5. Thinking about public transportation at your destination city, please tell me to what extent will it make your travel more affordable?



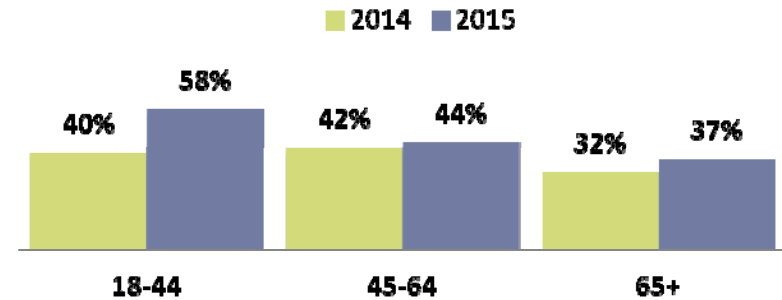
Plans To Visit A U.S. City This Summer

Approximately 156 Million Americans plan to visit a U.S. city or metropolitan area this coming summer. Therefore, the number of Americans expected to travel this summer is expected to increase significantly from last year.

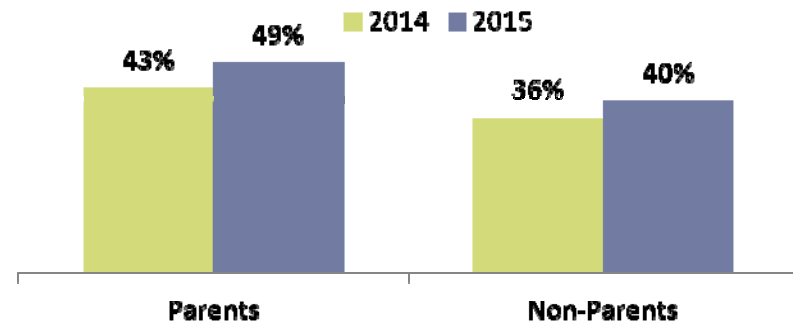
(Base = All Respondents: 2014 = 1004; 2015 = 1005)



Age
Regarding age groups, nearly three in five Americans in the 18-44 demographic (58%) plan on traveling this summer.



Parents
Nearly half of households with children are likely to travel to a U.S. city for vacation this summer.



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?

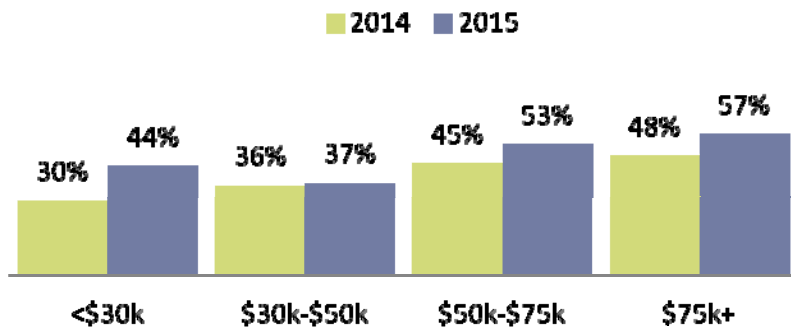


Plans To Visit A U.S. City This Summer

(Base = All Respondents: 2014 = 1004;
2015 = 1005)

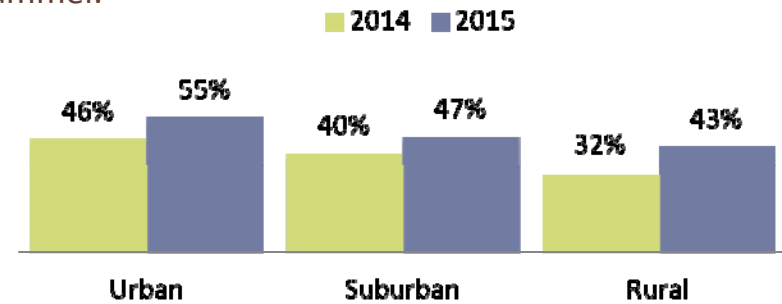
Income

Regarding income level, Americans earning more than \$75k a year are the most likely to travel this summer.



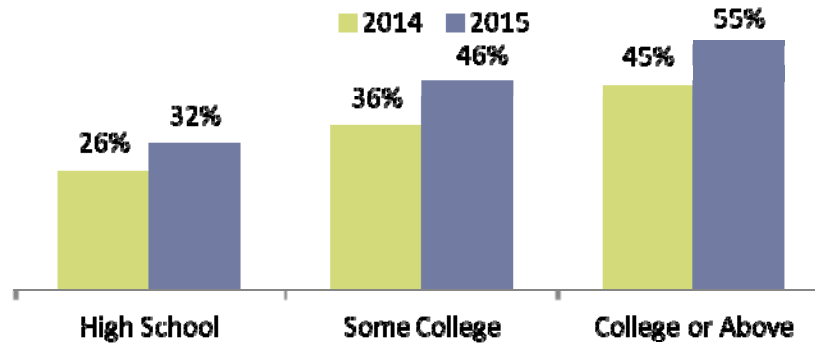
Area Type

Americans living in Urban areas are more likely than suburban and rural residents to visit a U.S. city this summer.



Education

More than half of Americans with at least a Bachelor's Degree are planning to travel to a U.S. city for vacation.



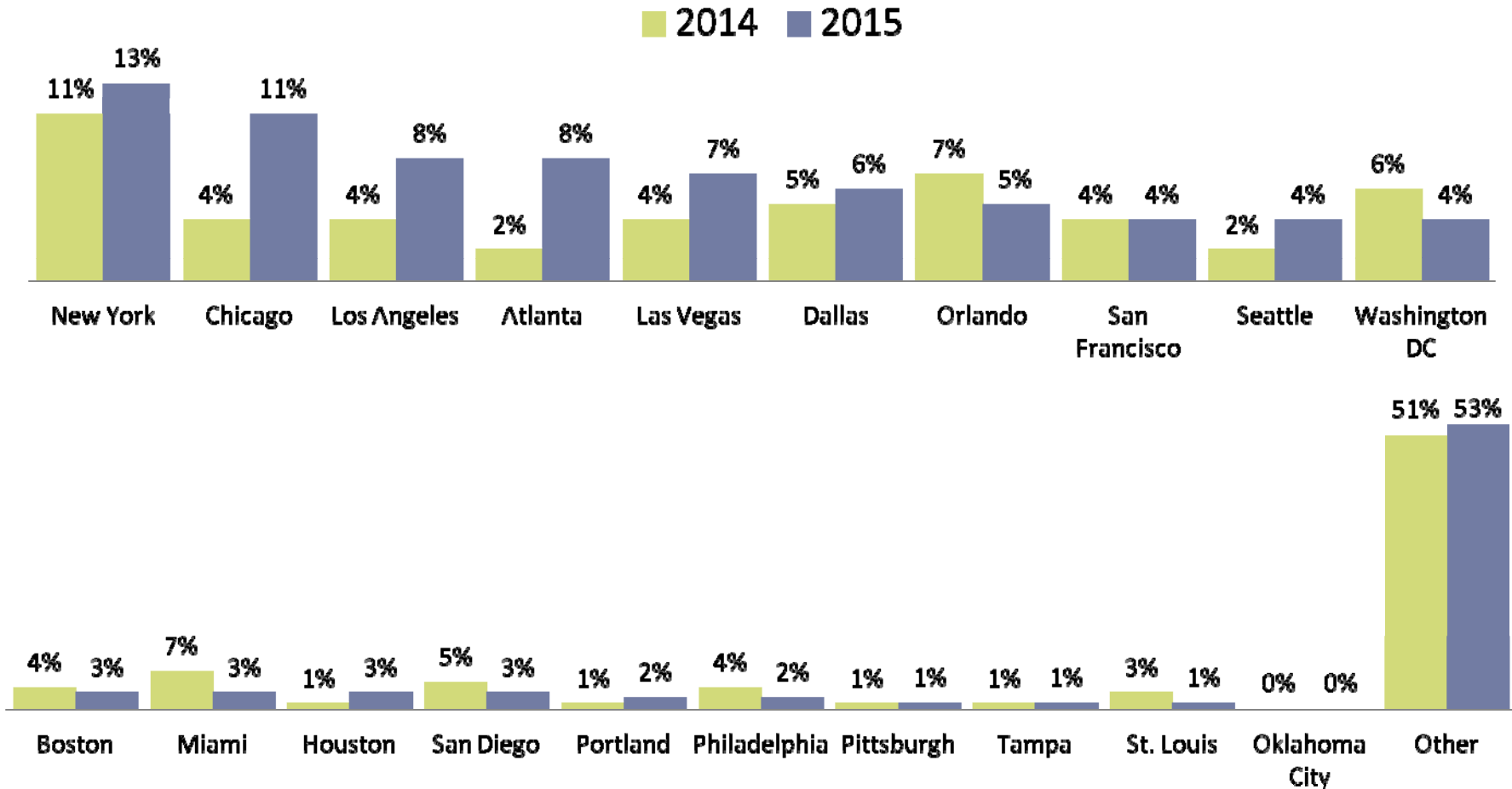
T1. Thinking of the coming summer, do you plan to visit any city or a major U.S. metropolitan area between Memorial Day through August for either leisure or vacation purposes?



Popular Cities

New York, Chicago, Los Angeles, and Atlanta 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:
2014 = 392; 2015 = 420)



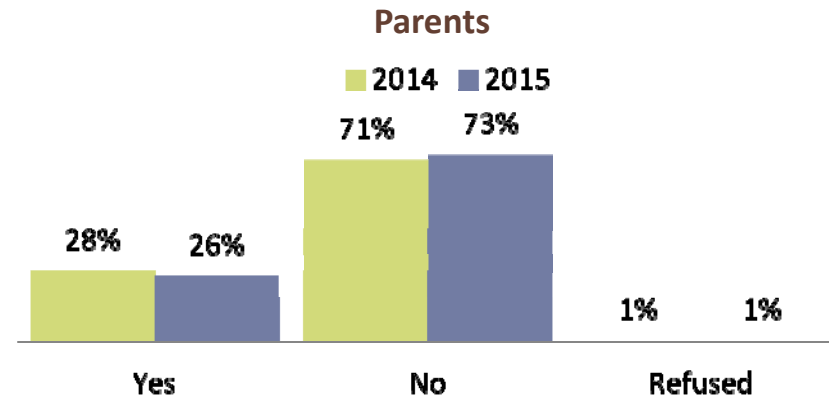
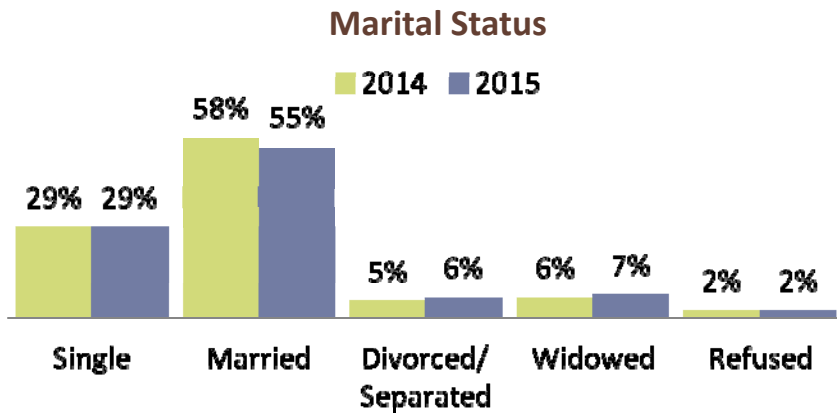
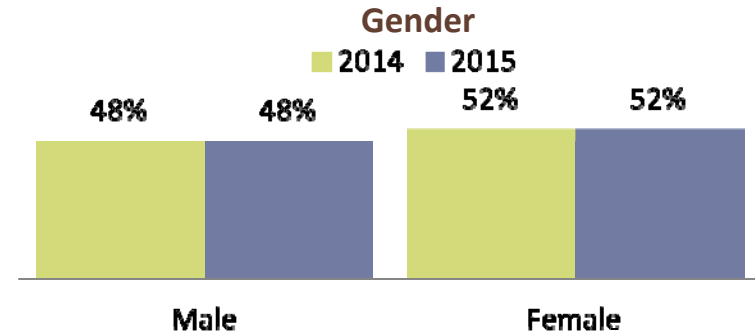
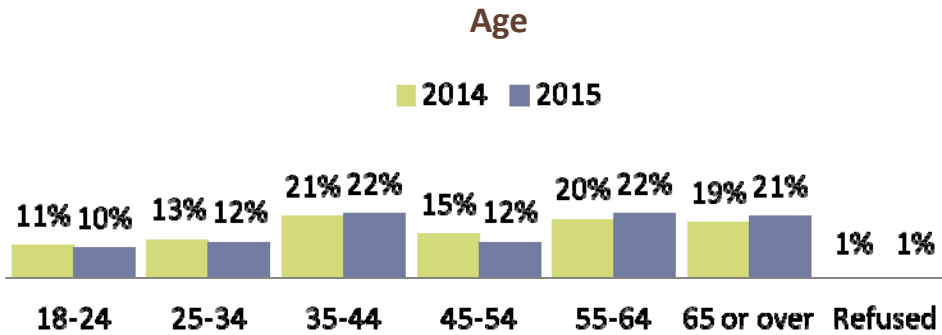
T1B. Which cities or metropolitan areas do you plan to visit?



Demographics

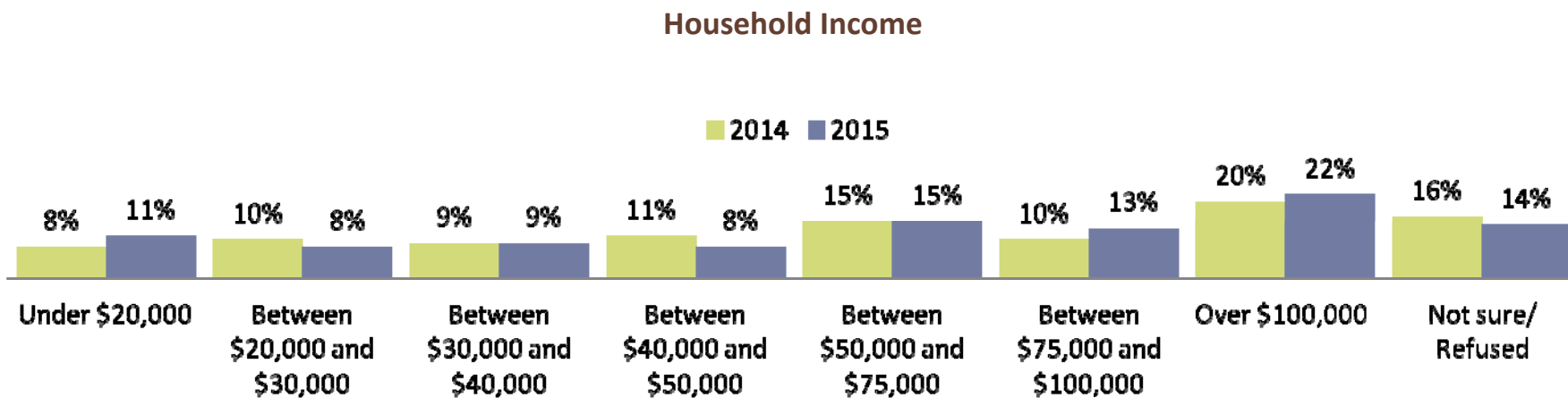
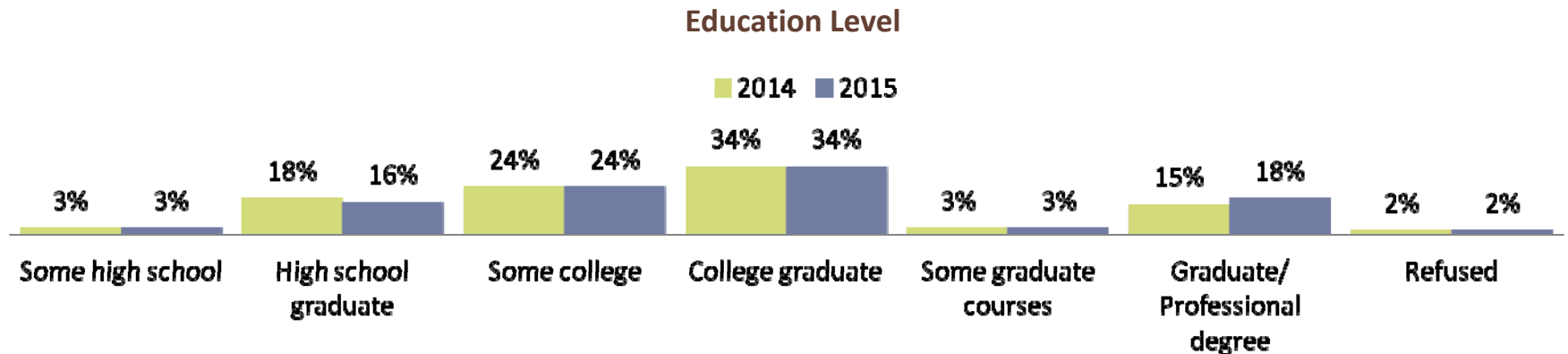
Demographics

(Base = All Respondents: 2015 = 1005)



Demographics

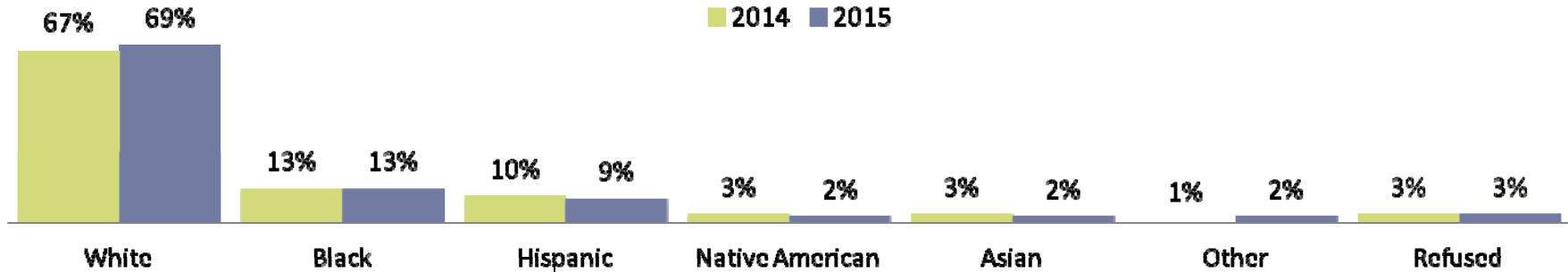
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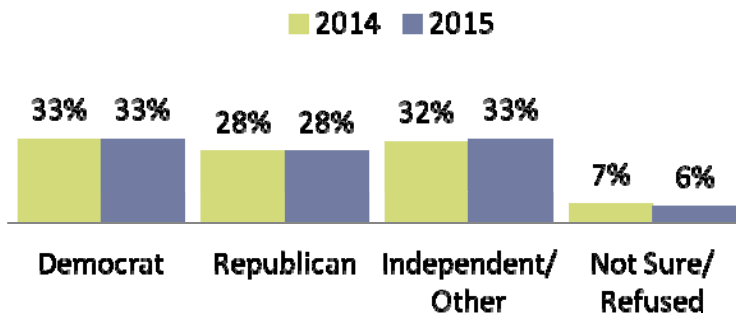
Demographics

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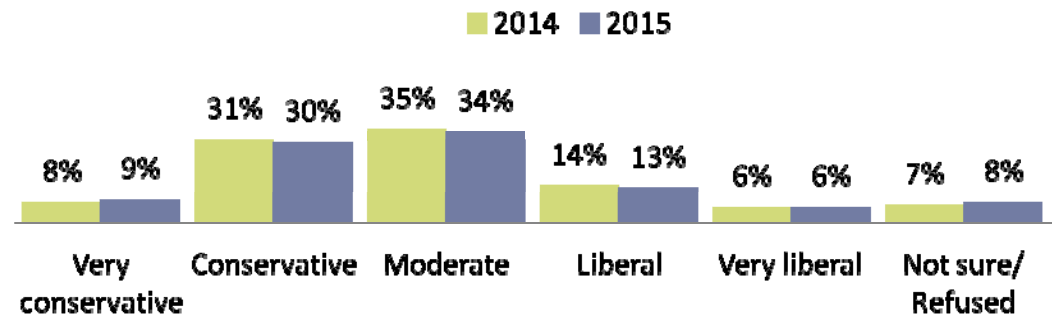
Race/ Ethnicity



Political Party



Ideology



Demographics

(Base = All Respondents: 2015 = 1005)

