
2016 “Travel Like a Local” Summer Travel Survey

A Survey Prepared for the American Public Transportation Association

May 2016



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Methodology

Methodology

- Between April 10th and April 18th, 2016, 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 1000 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 (1000) 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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Using Public Transportation

- Nearly three in five Americans (59%), or 78 million individuals, who are planning to visit a city this summer say they will use public transportation for at least one activity.
 - Among age groups, slightly over two-thirds (67%) of respondents aged 18 to 44 plan on using public transportation for at least one activity during their visit to a U.S. city this summer.
 - In terms of income, nearly seven in ten respondents with an income between \$30K and \$50K per year (69%) say they will use public transportation during their trip. More than three in five households that reported an income of \$75K or above (61%) plan to use public transportation during their trip, while 58% of those earning between \$50K and \$75K yearly will rely on public transportation. Slightly more than half of prospective travelers with an annual income of \$30K or below plan on using public transportation during their trip.
 - Looking at the breakdown by region, Northeastern Americans who are planning to visit a major city in the summer hold the largest share of respondents who will use public transportation during their vacation, at 68%. Slightly more than three in five Southerners (62%) plan to take public transportation during their trip, while 56% of Americans living in the West will make use of the mode. A little less than half of Midwesterners (48%) plan to utilize public transportation for at least one activity during their visit.
 - More than two-thirds of single women (69%) plan to use public transportation during their trip to a U.S. city this summer.
- Nearly two in five prospective vacationers (38%) will use public transportation for general sightseeing, followed close behind by “restaurant dining and nightlife,” which registered a share of 37%.

Executive Summary (continued)

Visiting U.S. Cities

- Approximately 131 Million Americans plan to visit a major U.S. city or metropolitan area this coming summer.
- More than half of respondents earning \$75K or more (53%) and between \$50K and \$75K (52%) in annual income plan on visiting a U.S. metropolitan city this summer.
 - The share of respondents' intending to travel to a metropolitan city rises along with education levels. Nearly half of Americans with at least a Bachelor's Degree (49%) plan on visiting a city this summer.
 - In terms of region, nearly half of Americans living in the Northeast (47%) will visit a city for summer vacation, followed by 44% of Midwestern Americans. Identical shares of respondents (42%) residing in the South and in the Western region of the U.S. plan on traveling to a major city.
- A majority of Americans who plan on traveling to a major U.S. city by automobile this summer, as well as most adults who will travel via air, plan on utilizing public transportation during their stay in their destination cities. Nearly three in five Americans who will travel by car (57%) and by air (58%) plan on utilizing public transportation for at least one activity during their visit.
- New York is the most popular destination among respondents (16%), followed by Chicago (8%), Washington D.C. (6%), and Atlanta (6%).
- While visiting a major U.S. city this summer, more than one-third of Americans (36%) will use ride-hailing services such as Uber or Lyft for at least one activity. Nearly one-quarter (23%) plan to use a ride-hailing service for restaurant dining and nightlife activities.

Executive Summary (continued)

Reasons for Using Public Transportation

- The availability and cost of parking are key factors behind the decision of many Americans to use public transportation while visiting a major U.S. city this summer.
- Seven in ten Americans who are planning to visit a city this summer report that they will utilize public transportation so they will not have to worry about finding a parking space for their vehicle. Further, nearly two-thirds of prospective summer travelers (64%) say that they would use public transportation in order not to have to spend money on parking.
- More than three in five (62%) plan on using public transportation during their trip to a city because it will be less expensive than taxicabs or rental cars while 53% will choose this mode of transport in order to not have to drive around an unfamiliar city.
- Slightly more than one-quarter of prospective vacationers (28%) report that they will use public transportation because it is fun.

Availability of Public Transportation

- This year, the share of respondents who claim that the availability of public transportation affects their destination choice to at least some extent registered at 30%, which is unchanged from last year.

Affordability of Public Transportation

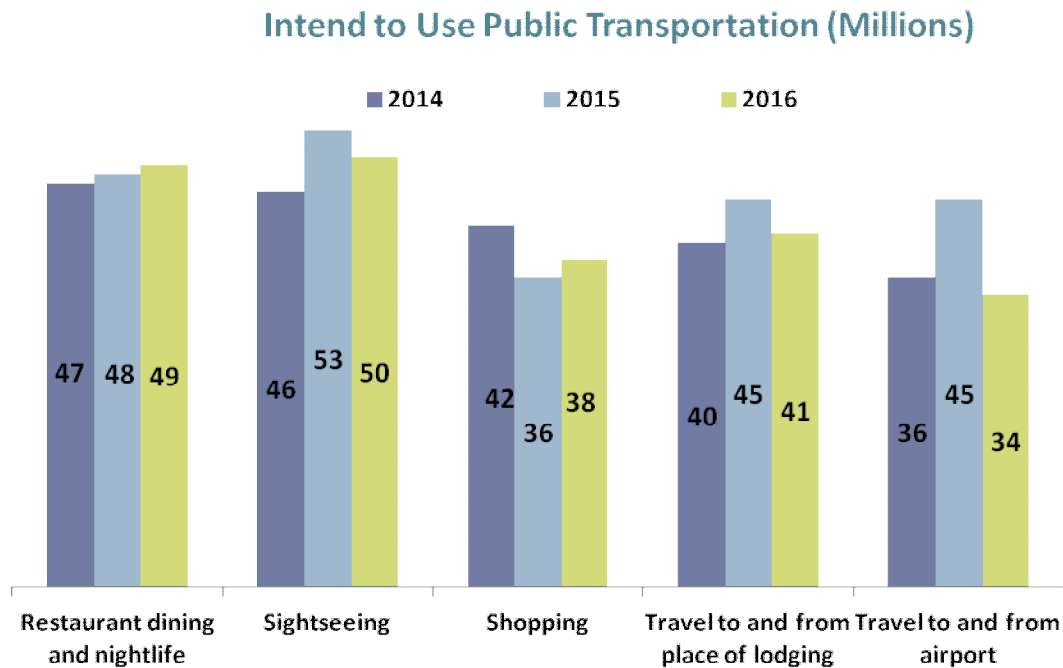
- More than two in five respondents who plan to travel to a major city this summer (42%) believe that public transportation will make their trip more affordable to at least some extent.
- Close to one-third of prospective summer travelers (32%) report that public transportation will make traveling more affordable to at least some extent, while one in ten say it makes travel more affordable to a great extent.

Detailed Findings

Public Transportation And Activities

Nearly three in five Americans (59%), or 78 million people, who are planning to visit a city this summer say they will use public transportation for at least one activity.

(Base = Respondents who plan to visit a US city or metropolitan area this summer: 2014 = 392; 2015 = 420; 2016 = 404)

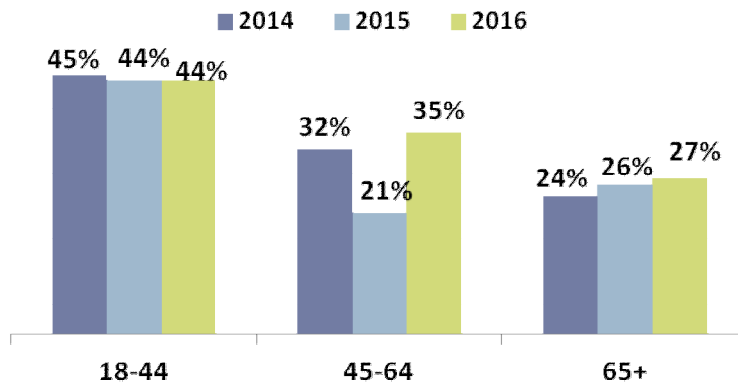


T2A-E. Please tell me if you will use public transportation for the following activities.

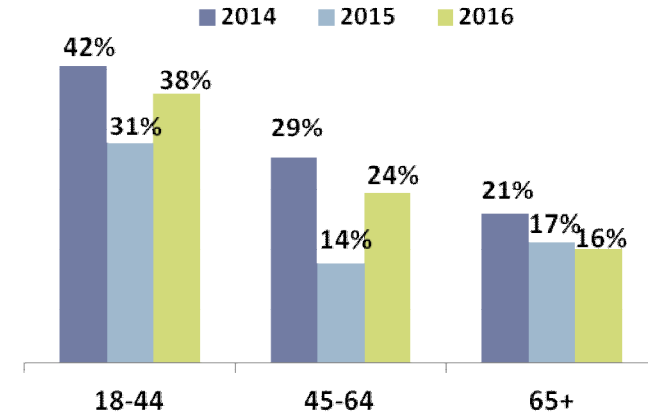
Using Public Transportation for Vacation Activities

Regarding age groups, Americans from the 18-44 demographic are more likely than the other age segments to use public transportation for all six individual activities

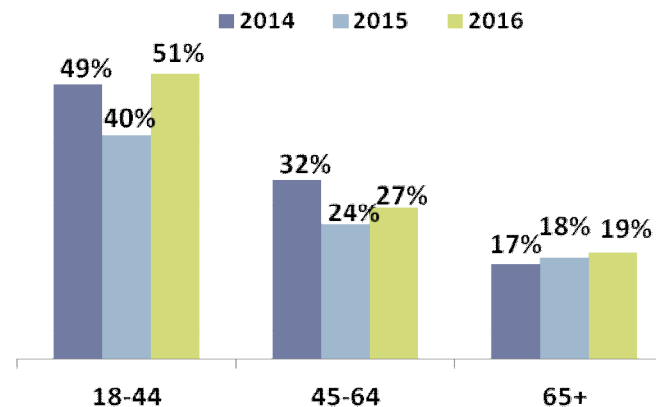
General Sightseeing



Shopping

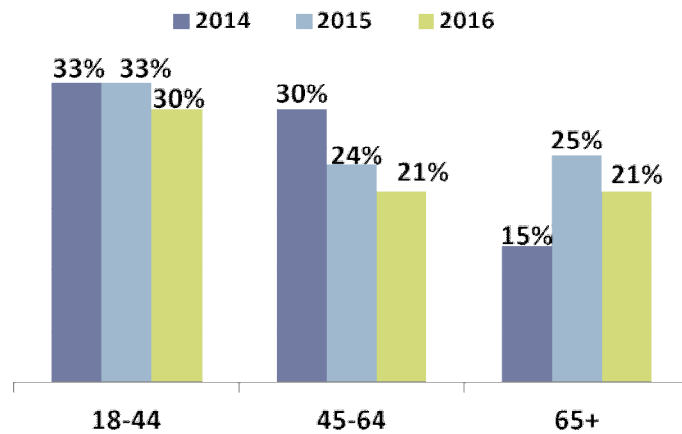


Restaurant Dining and Nightlife

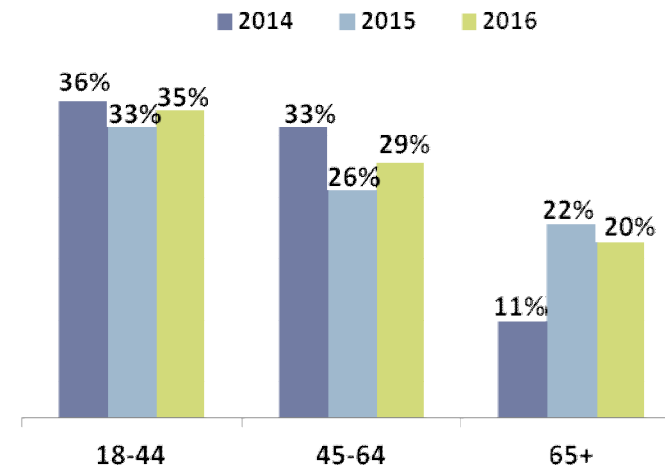


Using Public Transportation for Vacation Activities

**Travel To and From
Airport**



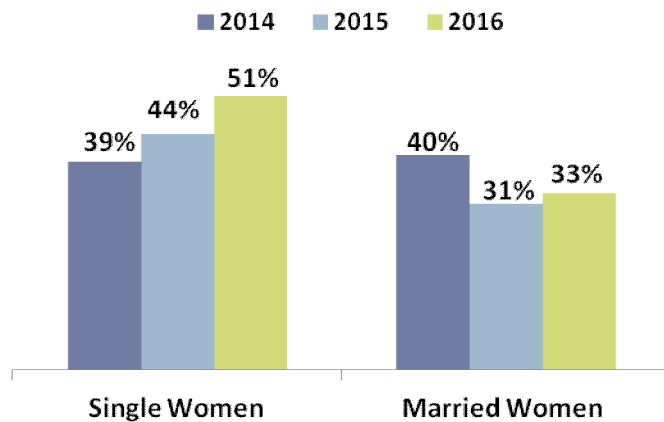
**Travel To and From
Place of Lodging**



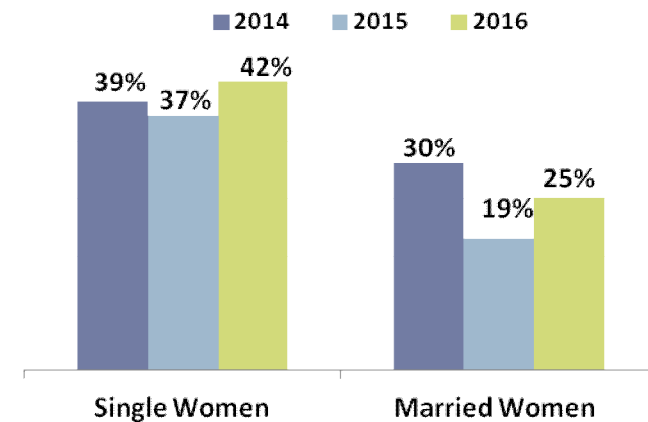
Using Public Transportation for Vacation Activities

Public transportation remains a highly popular mode of transportation among single women planning to visit a city this summer, as over two-thirds (69%) plan to utilize public transport for at least one activity. More than half (51%) report they will use this mode of transportation for general sightseeing.

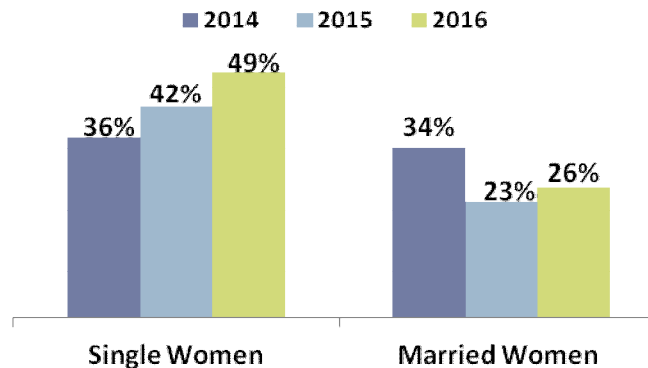
General Sightseeing



Shopping

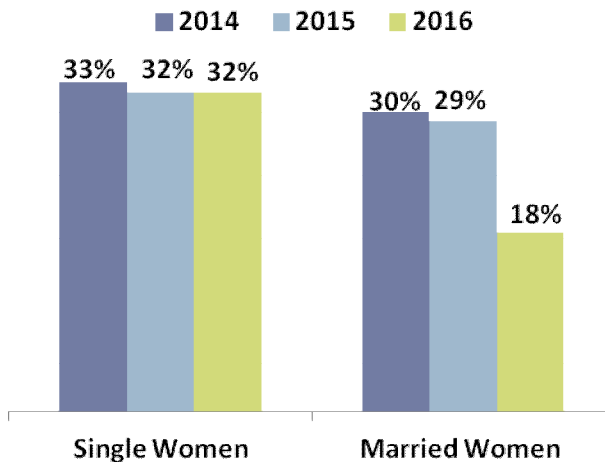


Restaurant Dining and Nightlife

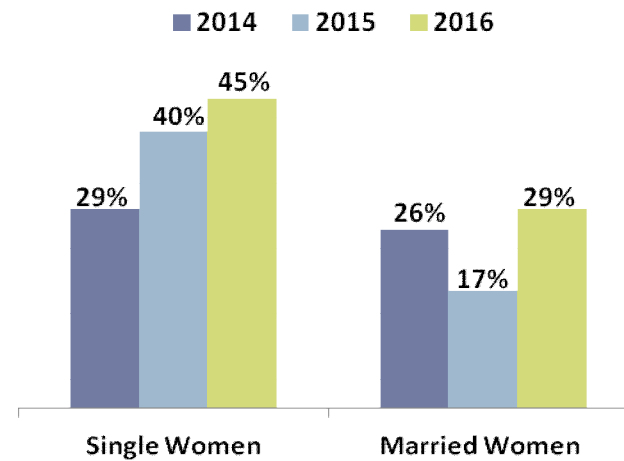


Using Public Transportation for Vacation Activities

**Travel To and From
Airport**



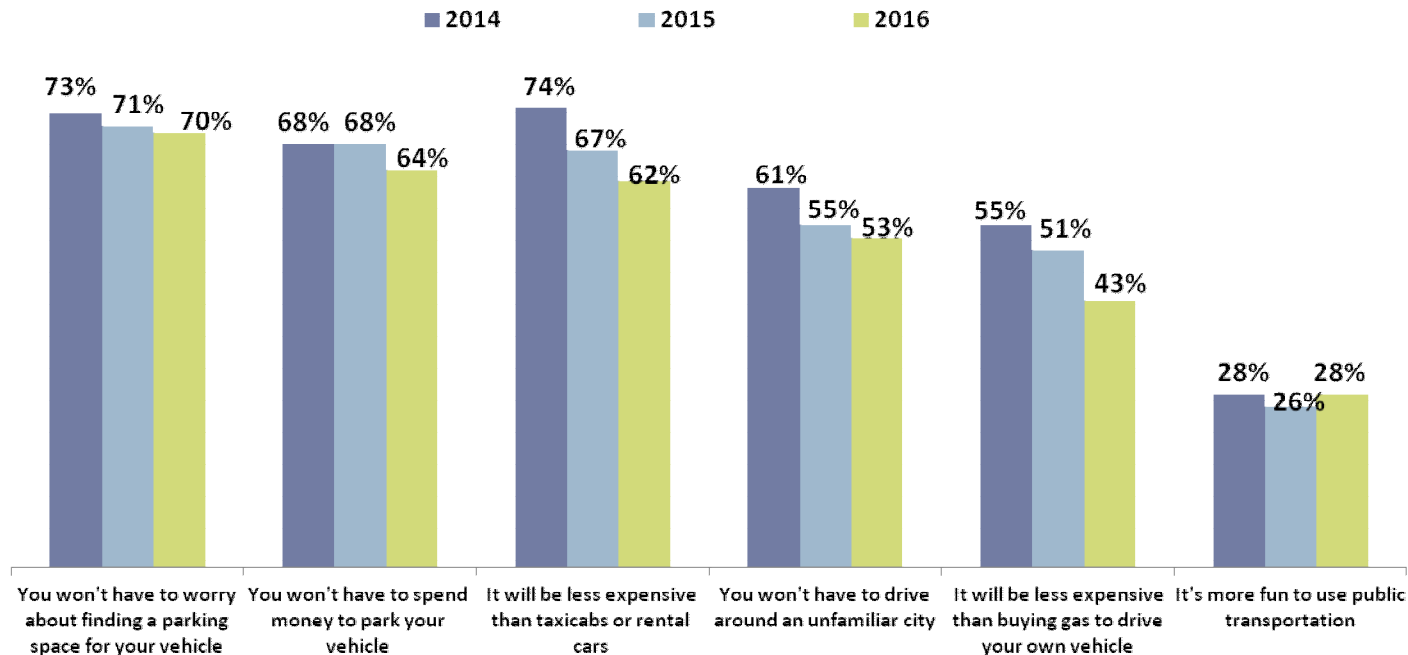
**Travel To and From
Place of Lodging**



Reasons For Using Public Transportation

Seven in ten consumers who are planning to visit a city this summer will utilize public transportation in order to eliminate the worry of finding a parking space. Nearly two-thirds (64%) are planning to use public transportation so they will not have to worry about spending money on parking, while 62% of vacationers are utilizing this mode of transport because it provides a less expensive alternative to taxis, rental cars, and car sharing services.

(Base = Respondents who plan to visit a US city or metropolitan area this summer: 2014 = 392; 2015 = 420; 2016 = 404)

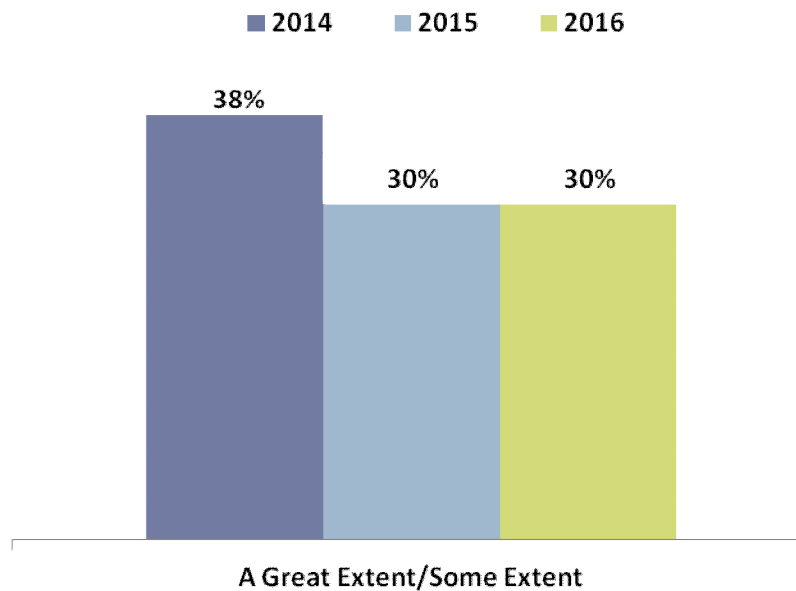


T3. Please tell me if the following are reasons for you to use public transportation during your visit to a major city this summer.

Availability of Public Transportation and Destination Choice

Similar to last year, nearly one-third of prospective summer travelers (30%) report that the availability of public transportation affects their destination choice to either a great extent or some extent.

*(Base = Respondents who plan to visit a US city or metropolitan area this summer:
2014 = 392; 2015 = 420; 2016 = 404)*



T4. Generally speaking, how much does the availability of public transportation affect your destination choice?

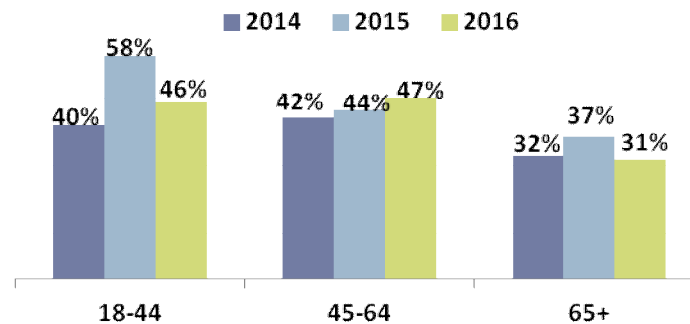
Plans To Visit A U.S. City This Summer

Approximately 131 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 decrease from last year.

(Base = All Respondents: 2014 = 1004;
2015 = 1005;
2016 = 1000)

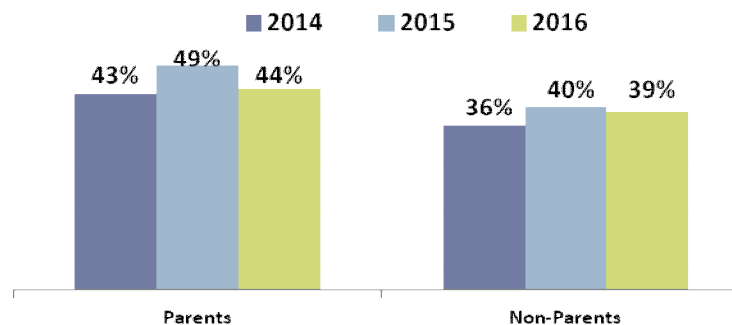
Age

Nearly half of Americans aged 45-64 (47%), as well as those in the 18-44 age bracket (46%) plan on traveling this summer.



Parental Status

More than two in five households with children (44%) are likely to travel to a U.S. city for vacation this summer.



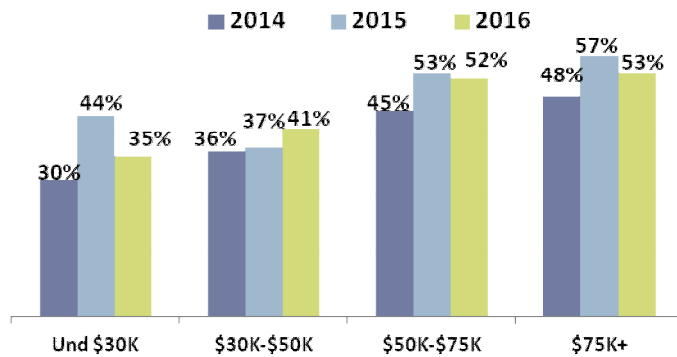
T1. Thinking of the coming summer, do you plan to visit any city or a major U.S. metropolitan area between June through August for either business or leisure and vacation purposes?

Plans To Visit A U.S. City This Summer

(Base = All Respondents: 2014 = 1004;
2015 = 1005;
2016 = 1000)

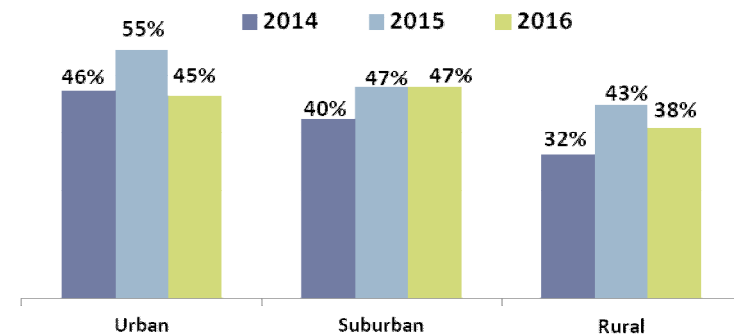
Income

Regarding income level, more than half of Americans earning more than \$75K and between \$50K and \$75K a year are likely to travel this summer.



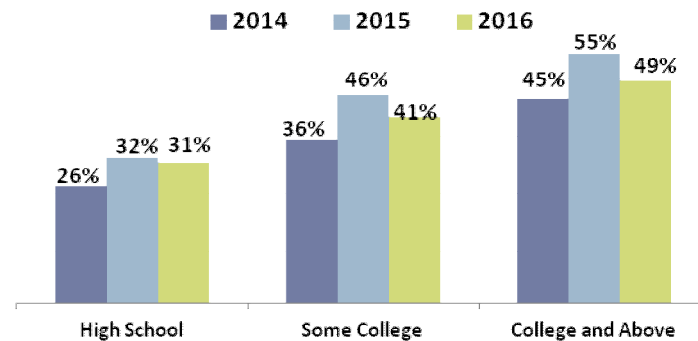
Area Type

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



Education

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



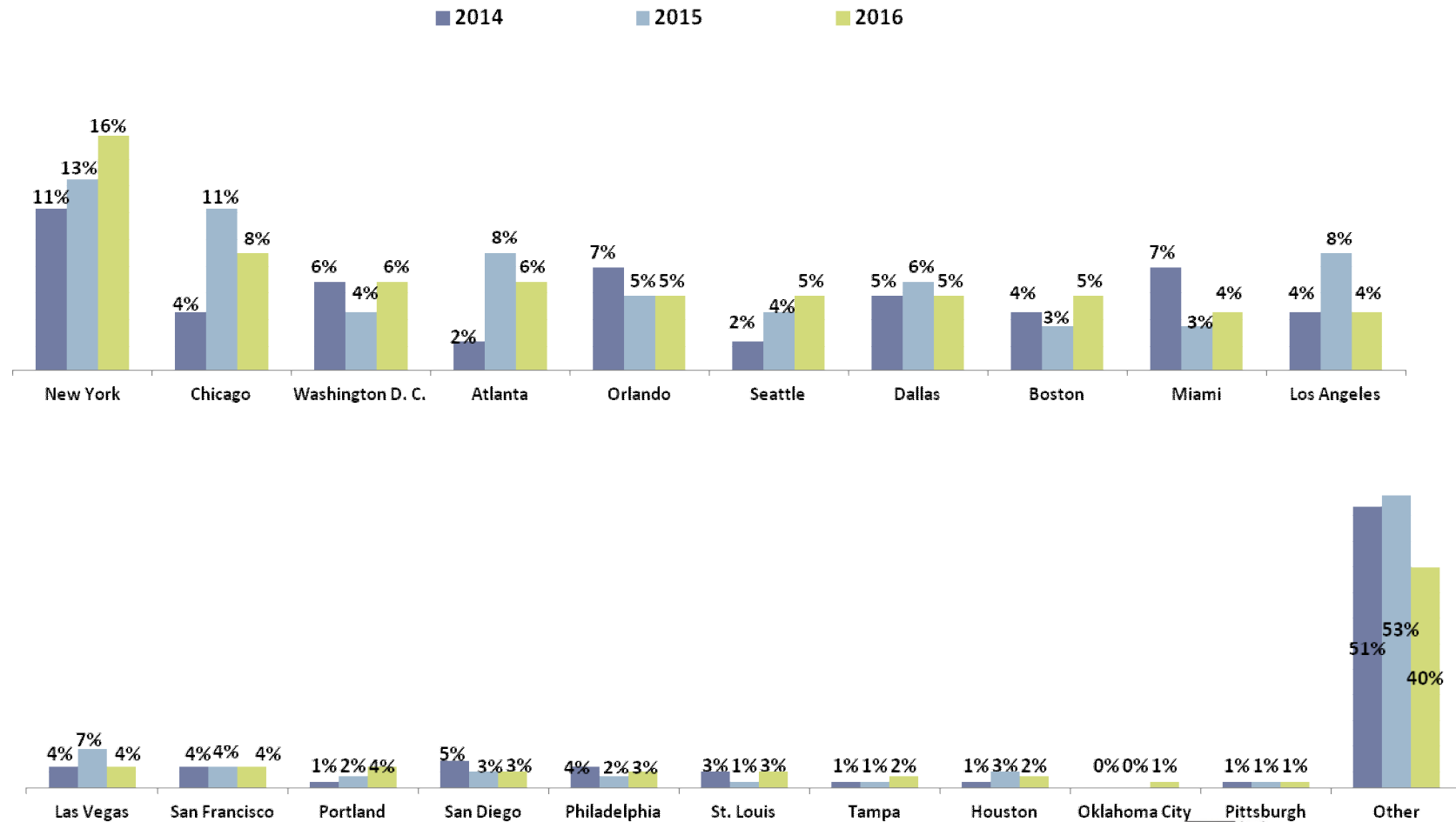
T1. Thinking of the coming summer, do you plan to visit any city or a major U.S. metropolitan area between Memorial Day through August for either leisure or vacation purposes?



Popular Cities

New York, Chicago, Washington D.C., and Atlanta represent 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; 2016 = 404)



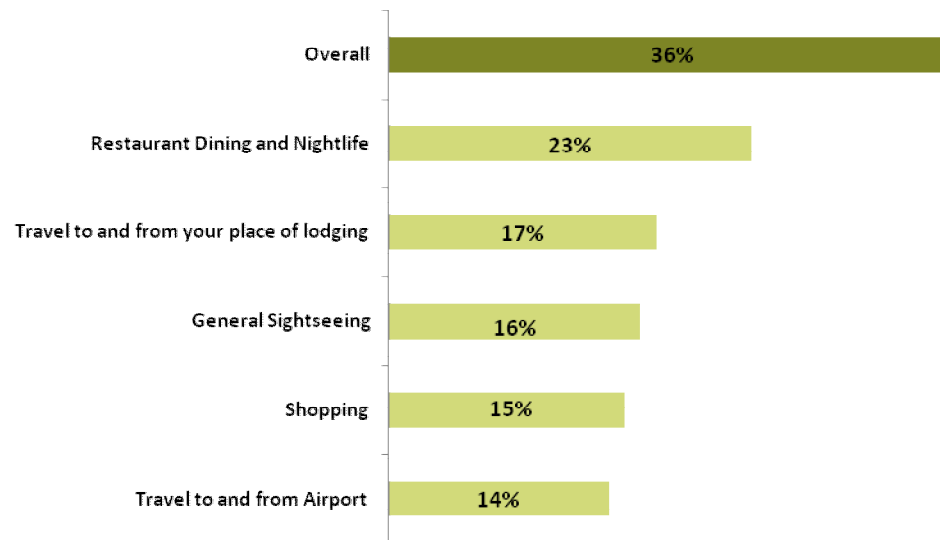
T1B. Which cities or metropolitan areas do you plan to visit?

Using Ride-Hailing Services for Vacation Activities

More than one-third of Americans who plan to visit a city this coming summer (36%) will use ride-hailing services such as Uber for at least one activity. Nearly one-quarter (23%) plan to use a ride-hailing service for restaurant dining and nightlife activities.

(Base = Respondents who plan to visit a US city or metropolitan area this summer: 2016 = 404)

Share of Travelers Using Ride-Hailing for City Activities



A3. Do you plan to use ride-hailing services like Uber or Lyft for any of the following activities?

Using Ride-Hailing Services for Vacation Activities

(Base = Respondents who plan to visit a US city or metropolitan area this summer: 2016 = 404)

Age

	% Who Will Use Ride-Hailing
18-44	51%
45-64	25%
65+	15%

Area Type

	% Who Will Use Ride-Hailing
Urban	49%
Suburban	40%
Rural	17%

Region

	% Who Will Use Ride-Hailing
NE	35%
MW	31%
South	36%
West	42%

Income

	% Who Will Use Ride-Hailing
Under \$30K	47%
\$30K-\$50K	37%
\$50K-\$75K	31%
\$75K+	40%

Using Ride-Hailing Services for Vacation Activities

(Base = Respondents who plan to visit a US city or metropolitan area this summer: 2016 = 404)

Race

	% Who Will Use Ride-Hailing
Black/Hispanic	43%
White	34%

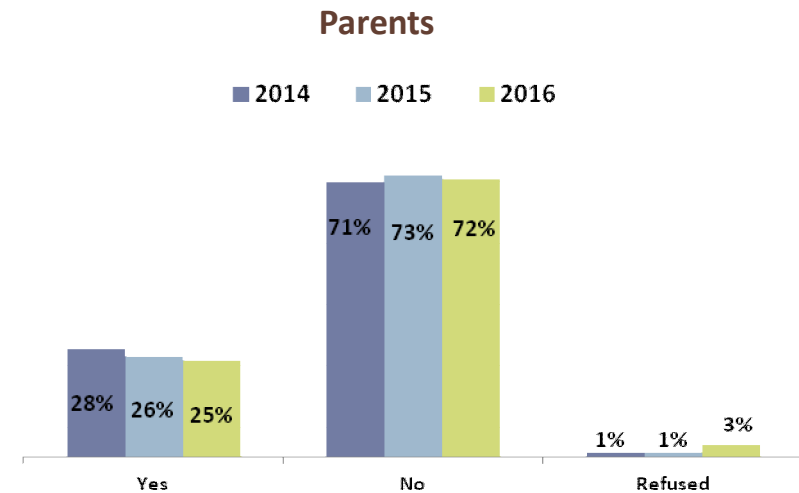
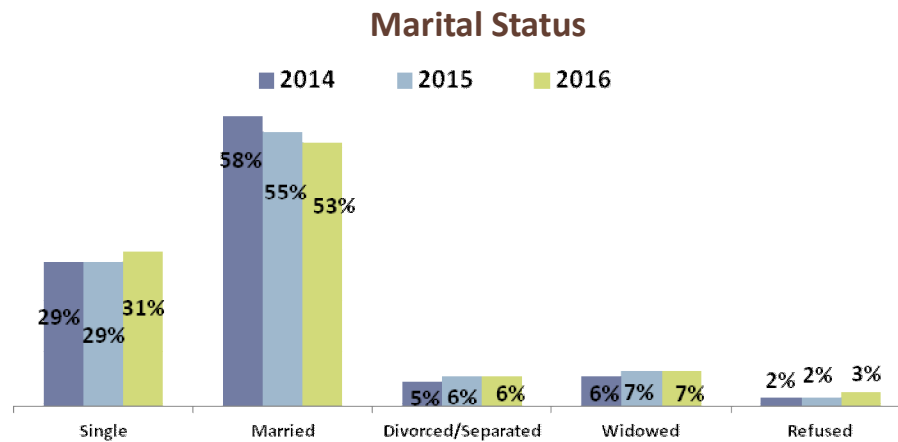
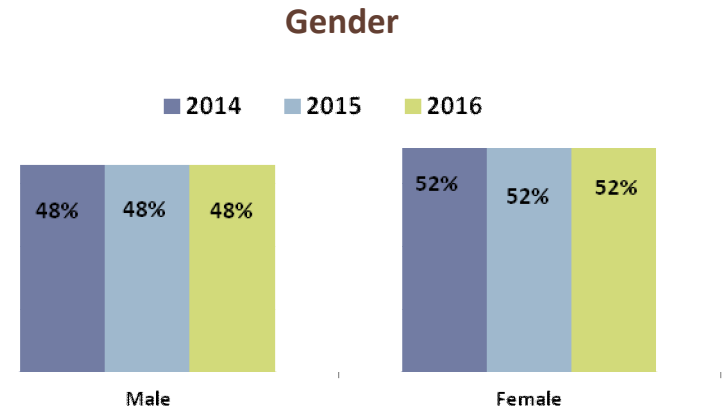
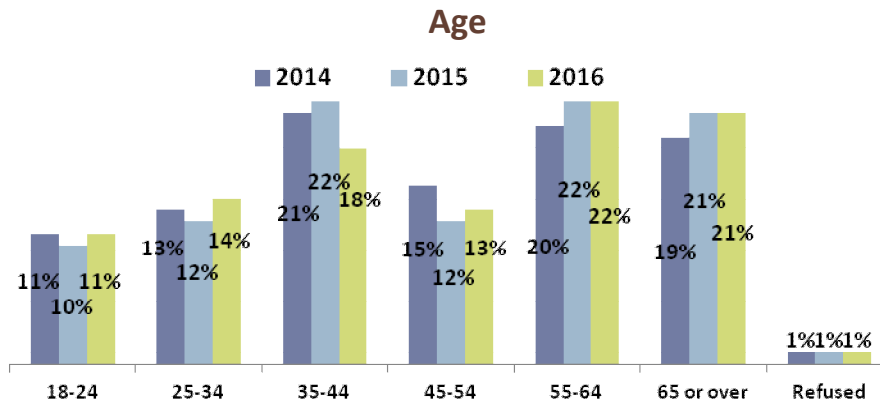
Parental Status

	% Who Will Use Ride-Hailing
Parents	47%
Non-Parents	37%

Demographics

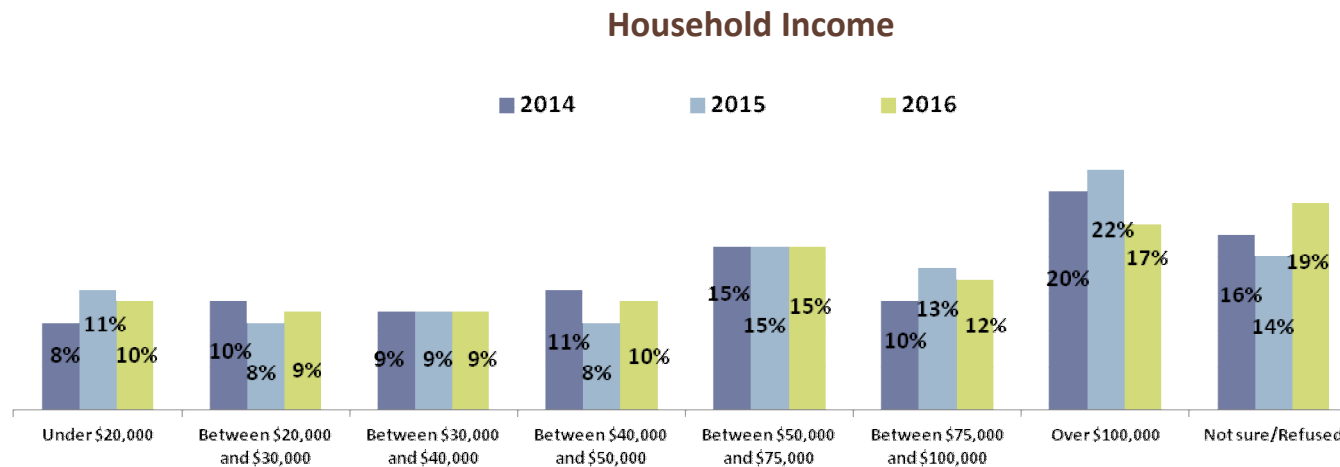
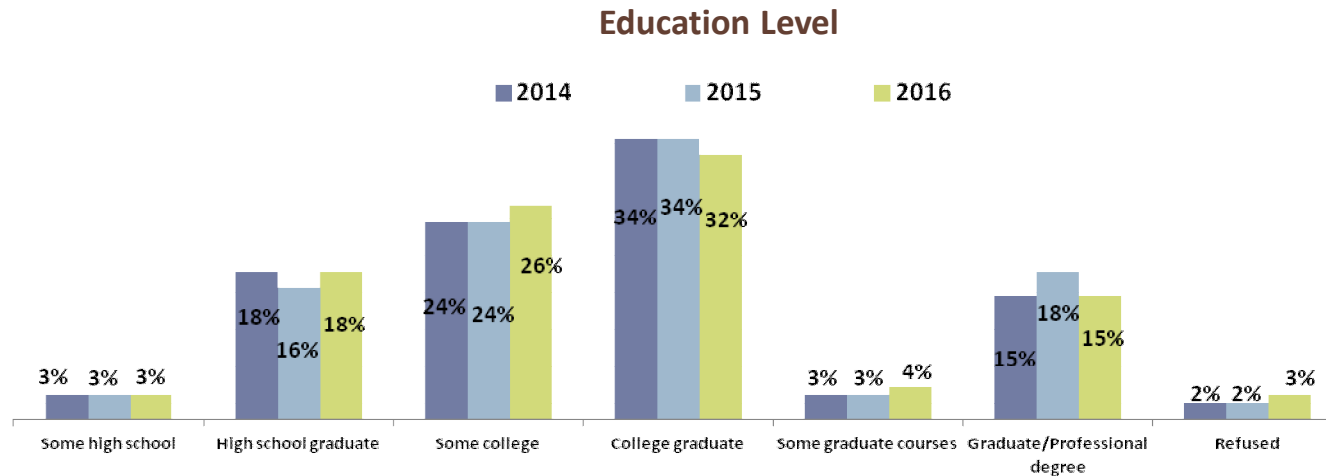
Demographics

(Base = All Respondents: 2016 = 1000)



Demographics

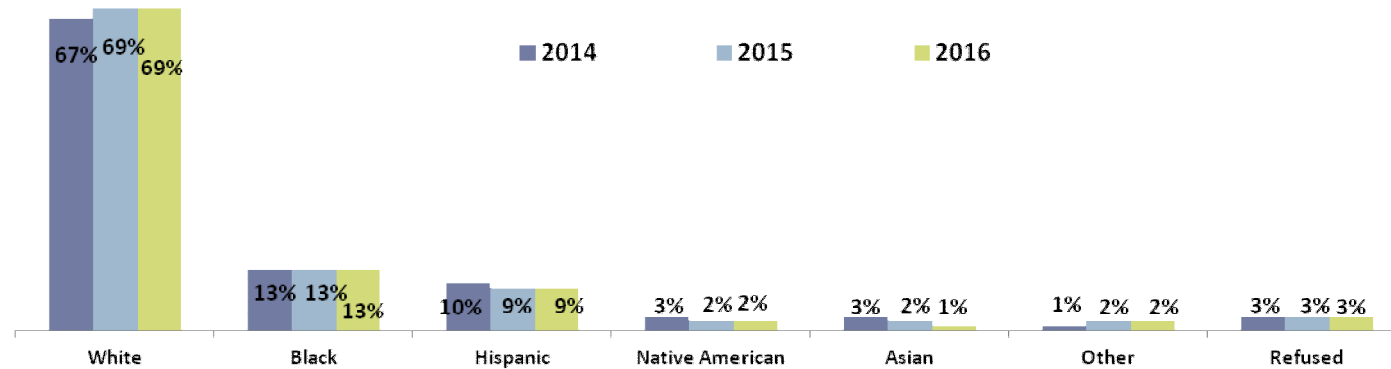
(Base = All Respondents: 2016 = 1000)



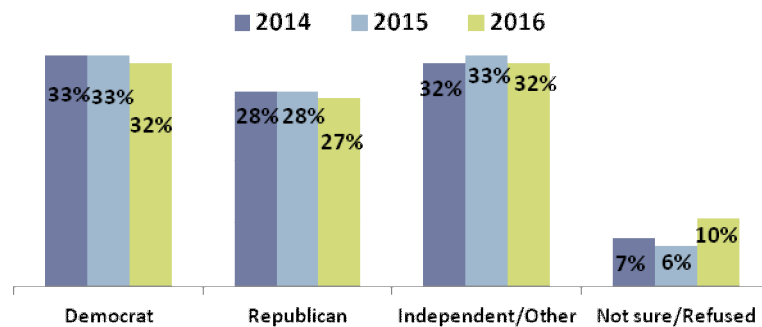
Demographics

(Base = All Respondents: 2016 = 1000)

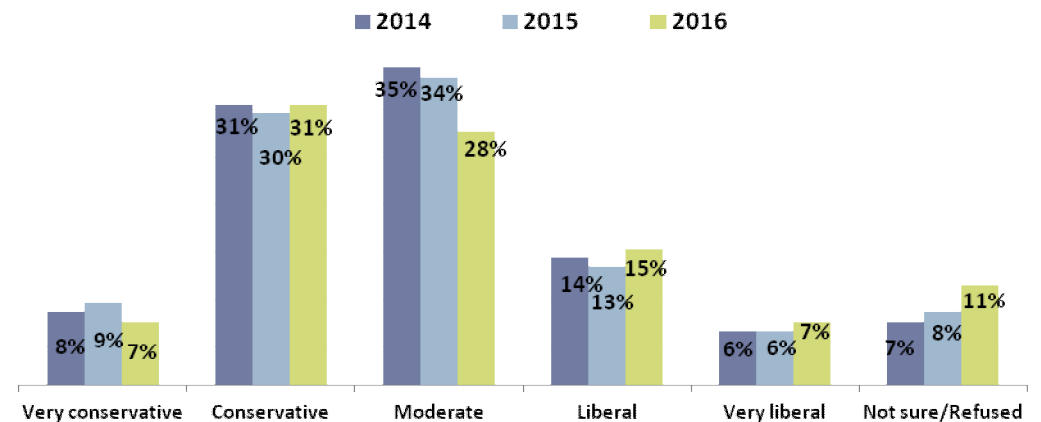
Race/ Ethnicity



Political Party



Ideology



Demographics

(Base = All Respondents: 2016 = 1000)

