
2013 “Travel Like a Local” Summer Travel Survey

A Survey Prepared for the American Public Transportation Association

April 2013



70 Hilltop Road, Suite 1001, Ramsey, NJ 07446
Phone: 201.986.1288 | Fax: 201.986.0119
www.technometrica.com

Table of Contents

Methodology	3-4
Executive Summary	5-7
Detailed Findings	8-14
Demographics	15-19

Methodology

Methodology

- Between April 20th and April 29th 2013, 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 1003 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 (1003) 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

- Two out of five Americans (40%) plan to visit a major U.S. city or metropolitan area this coming summer. This increased by seven percentage points since last year's 33%.
 - As income increases, the intent to vacation in a metropolitan city increases.
 - Households with children are more likely to vacation (46%) than those without children (36%).
- New York is the most popular destination (10%), followed by Miami (7%), and Chicago (6%).

Using Public Transportation

- Nearly three of five (56%) respondents planning to visit a city, plan to use public transport for at least one activity.
 - A majority of those making 75k and over will rely on public transportation during their trip to a city.
 - Younger people are more likely to rely on public transportation.
 - Northeasterners are more likely to use public transportation than others.
 - Households with children are more likely to use public transportation during vacation.
- 39% of city visitors will use public transportation for general sightseeing, 39% will use it for restaurant dining and nightlife, and 37% plan to use it to travel to and from their place of lodging.

Executive Summary (continued)

Reasons for Using Public Transportation

- Nearly three-quarters (73%) say using public transportation relieves them from the worry to find parking for their vehicle.
- Two-thirds (68%) believe that it is less expensive than taxis and rental cars.
- 69% will use public transportation to save money on parking and 58% said they can save money spent on gas for their vehicle.
- 64% prefer public transportation to avoid driving around unfamiliar cities.
- A third (31%) say they use public transportation because it is fun.

Availability of Public Transportation

- More than one third (37%) of respondents say availability of public transportation affects destination choice to a great or some extent.

Affordability of Public Transportation

- Nearly half (48%) of those planning to travel to a city this summer say public transportation will make it more affordable to a great or some extent.
- One-third (33%) say public transportation makes travel more affordable to some extent, and 15% say it makes travel more affordable to a great extent.

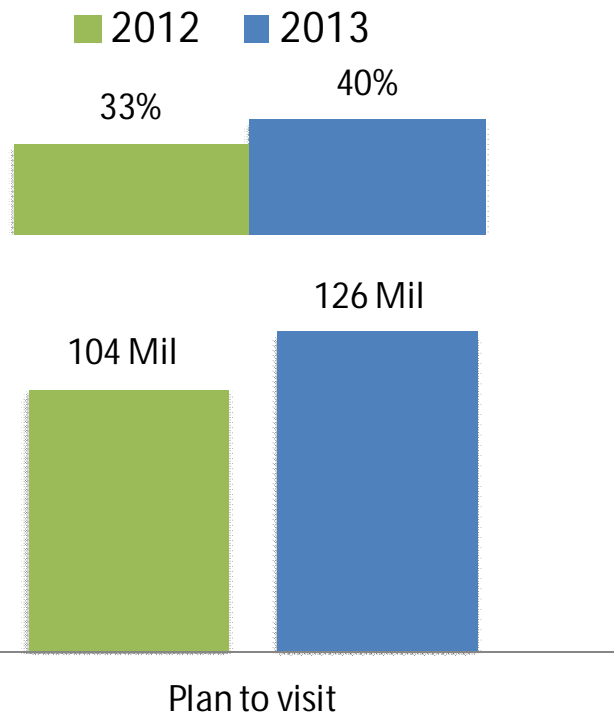
Detailed Findings

Plans To Visit A U.S. City This Summer

Two of five (40%) respondents plan to visit a U.S. city or metropolitan area this coming summer which translates to 126 Million Americans as compared to 104 Million in 2012, an increase of 22 Million.

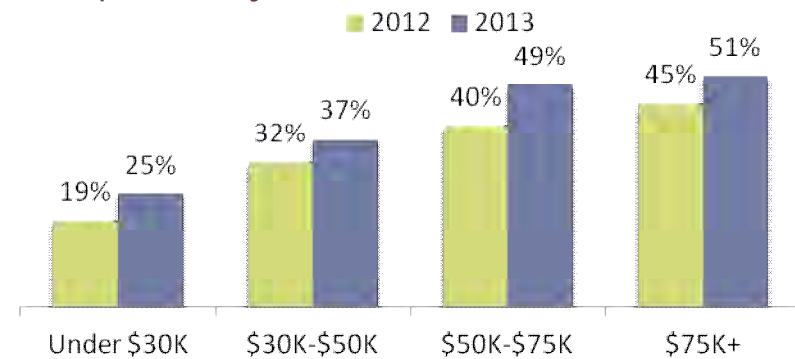
(Base = All Respondents: 2012 = 1007;
2013 = 1003)

Overall



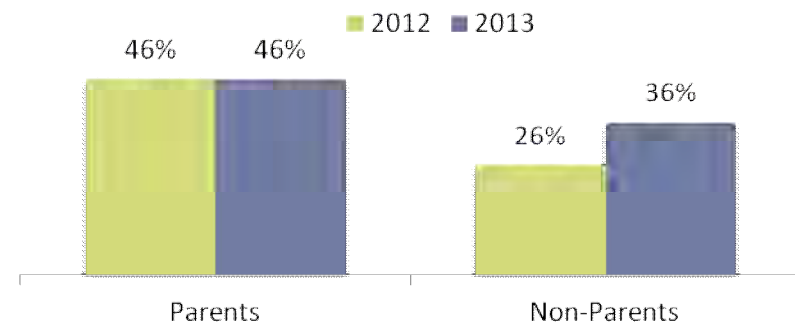
Income

As income increases, the intent to vacation in a metropolitan city increases.



Parents

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

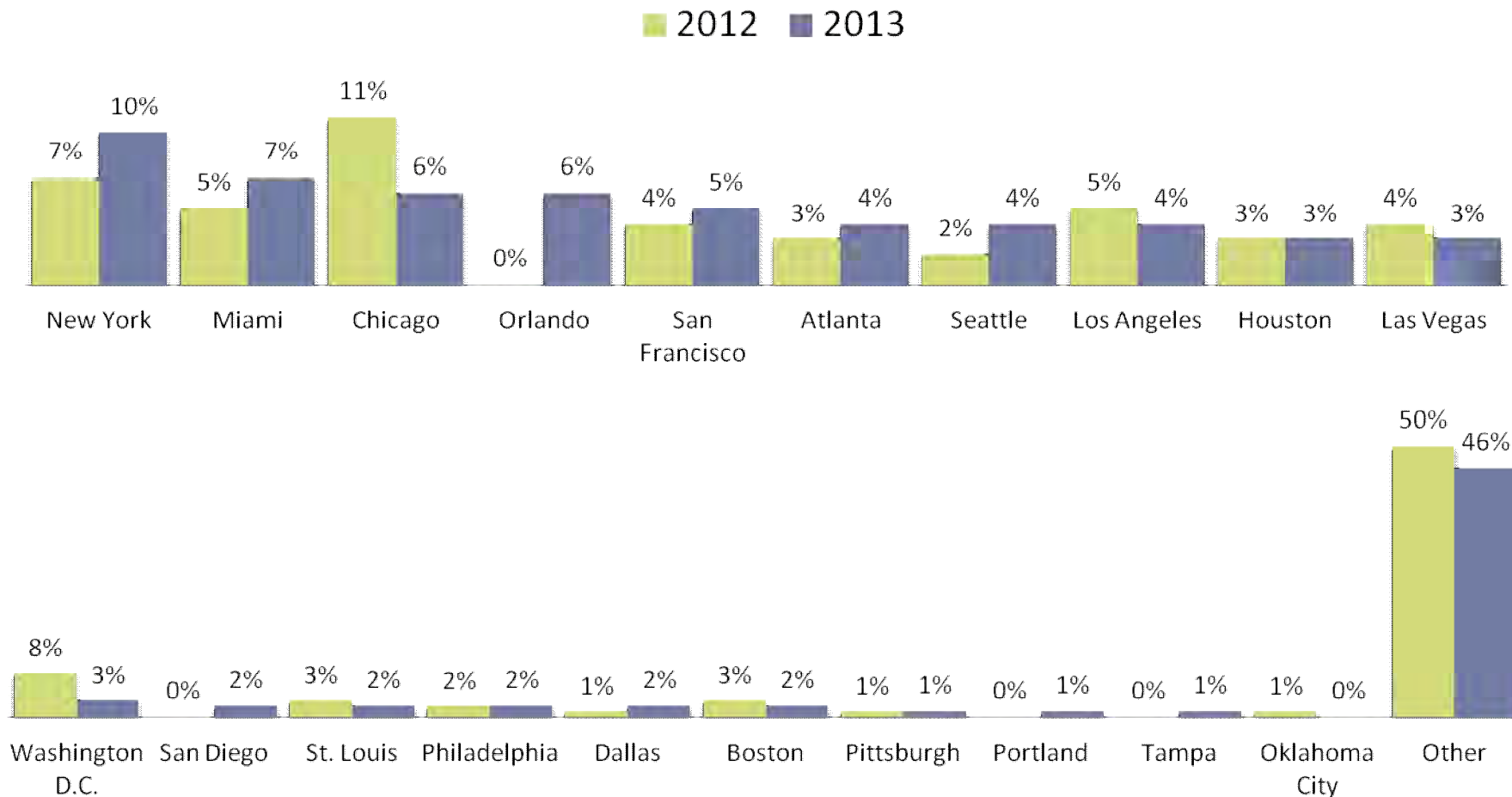


11. Thinking of the coming summer, do you plan to visit any city or a major U.S. metropolitan area between Memorial Day through August for either leisure or vacation purposes?

Popular Cities

New York, Miami, and Chicago 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:
2012 = 303; 2013 = 380)



T1A. Which cities or metropolitan areas do you plan to visit?



Public Transportation And Activities

Although the improving economy makes other transportation modes more affordable, many still prefer public transportation. Indeed, the number who plan to use public transportation for different activities during summer travel increased sharply.

(Base = Respondents who plan to visit a US city or metropolitan area this summer: 2012 = 303; 2013 = 380)

Intend To Use Public Transportation (Millions)

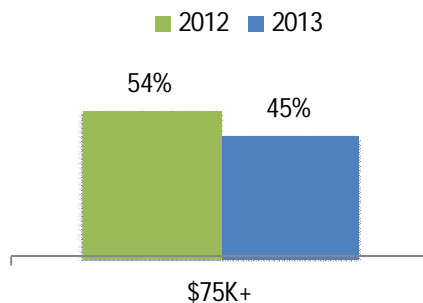


T2A-E. Please tell me if you will use public transportation for the following activities.

Plans To Use Public Transportation

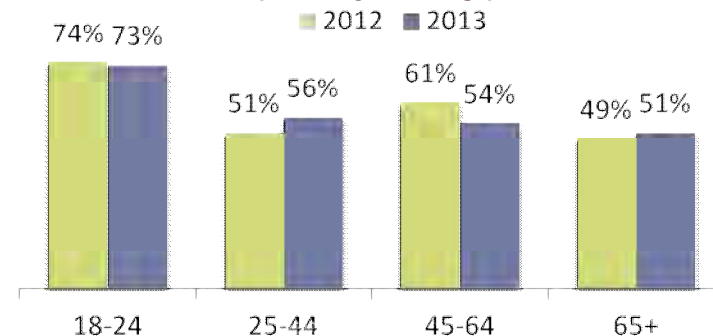
Income

A majority of those making 75k and over will rely on public transportation during their trip to a city.



Age

While a majority of all age groups rely on public transportation, Millennials show an especially strong preference.



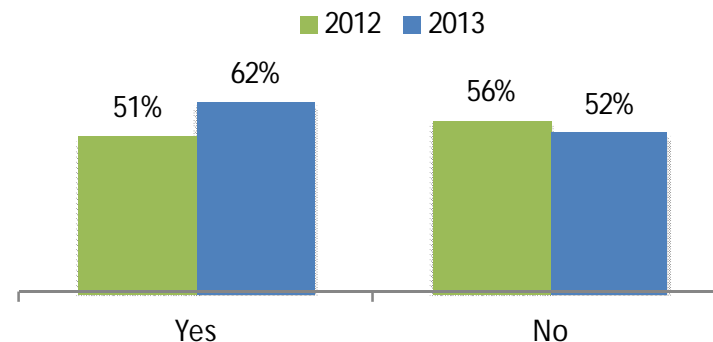
Region

All regions including the South and the Midwest show high reliance of public transportation.



Parents

Public transportation is viewed as child-friendly.

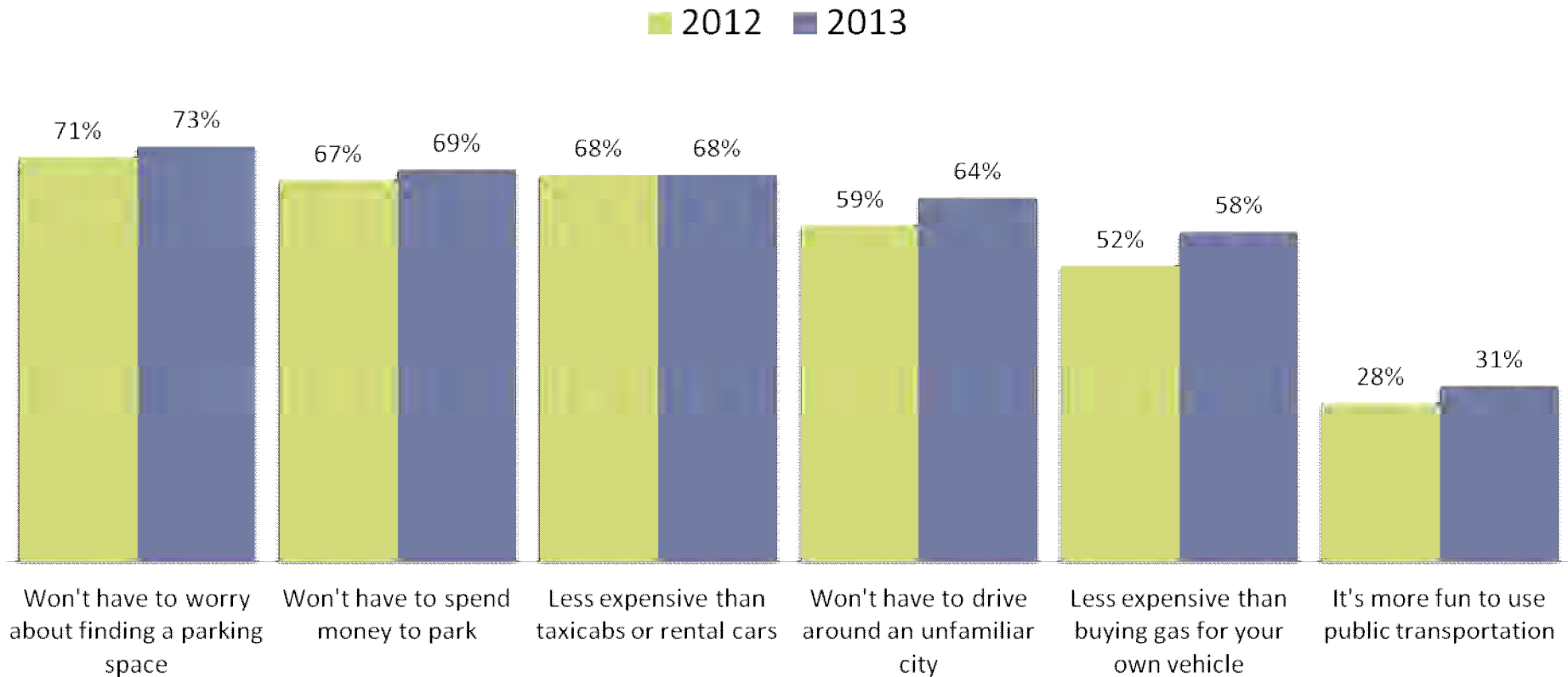


T2. Plans to use public transportation for at least one activity.

Reasons For Using Public Transportation

Nearly three-quarters (73%) of those planning to visit a city this summer plan on using public transportation to avoid worrying about finding a parking space for their vehicle. Seven out of ten (69%) plan to use it to avoid spending money on parking.

(Base = Respondents who plan to visit a US city or metropolitan area this summer: 2012 = 303; 2013 = 380)



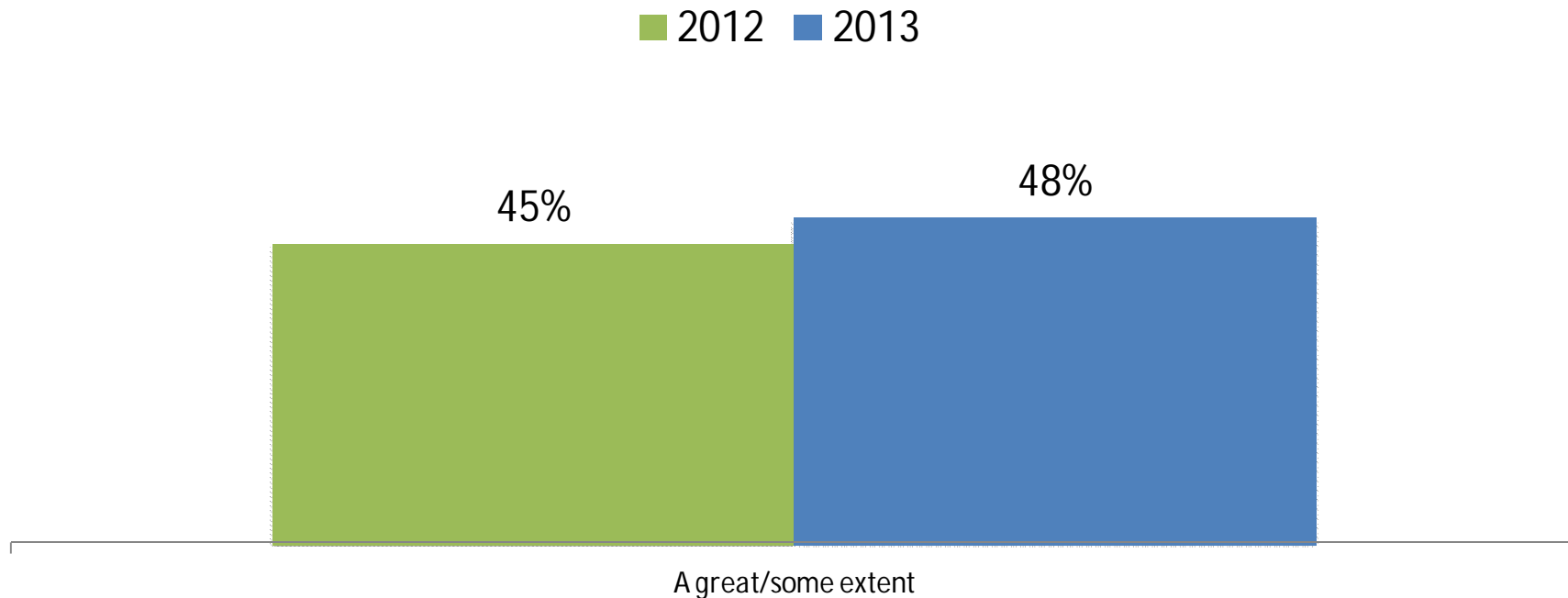
T3. Please tell if the following are reasons for you to use public transportation during your visit to a major city this summer.



Public Transportation's Effect On Affordability Of Travel

Nearly half (48%) of those planning to travel to a city this summer say public transportation will make travel more affordable to a great or some extent.

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



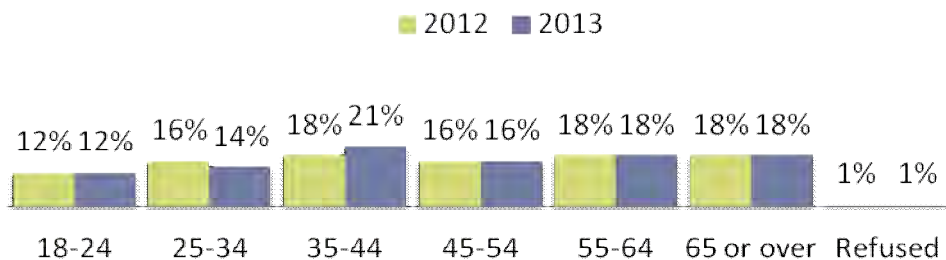
T5. Thinking about public transportation at your destination city, please tell me to what extent will it make your travel more affordable?

Demographics

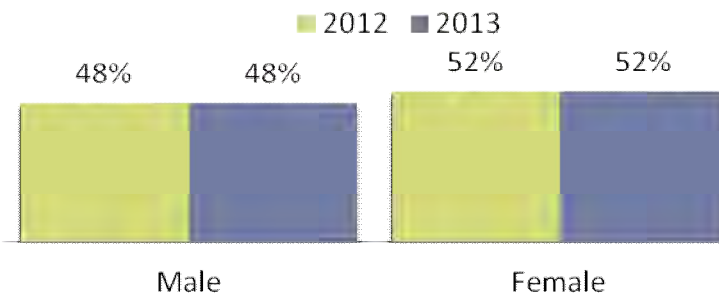
Demographics

(Base = All Respondents: 2012 = 1007;
2013 = 1003)

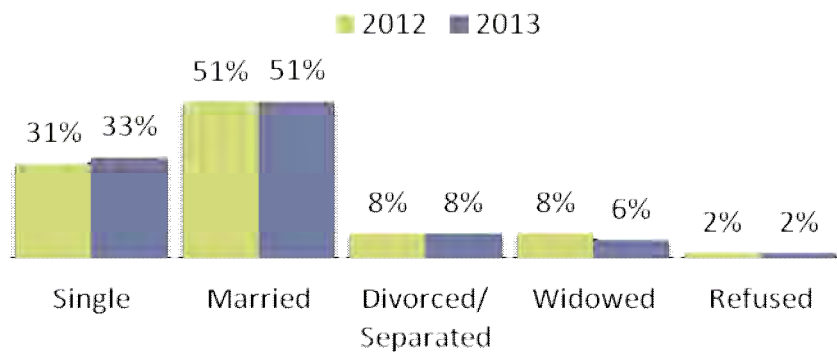
Age



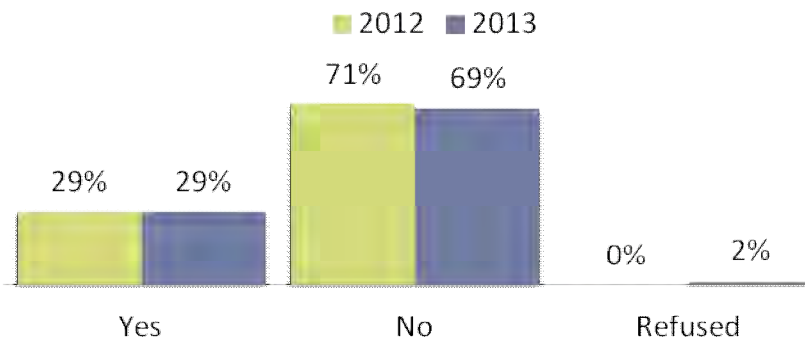
Gender



Marital Status



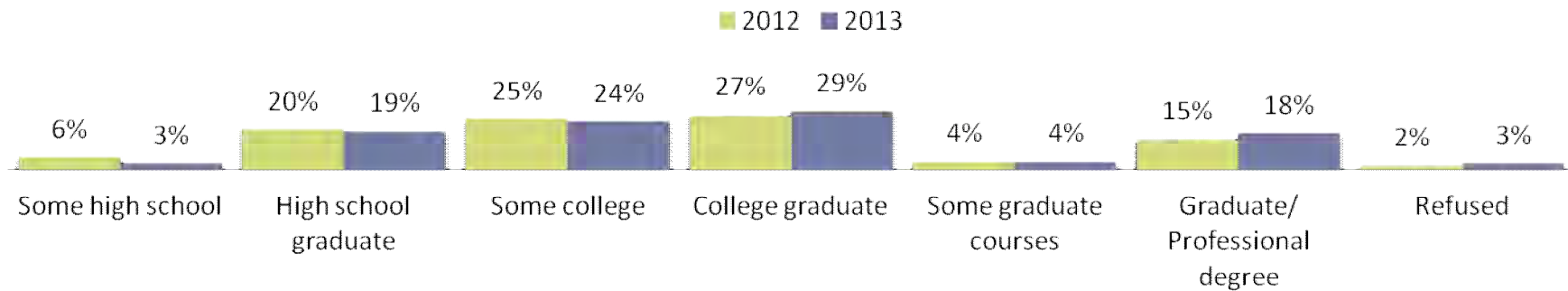
Parents



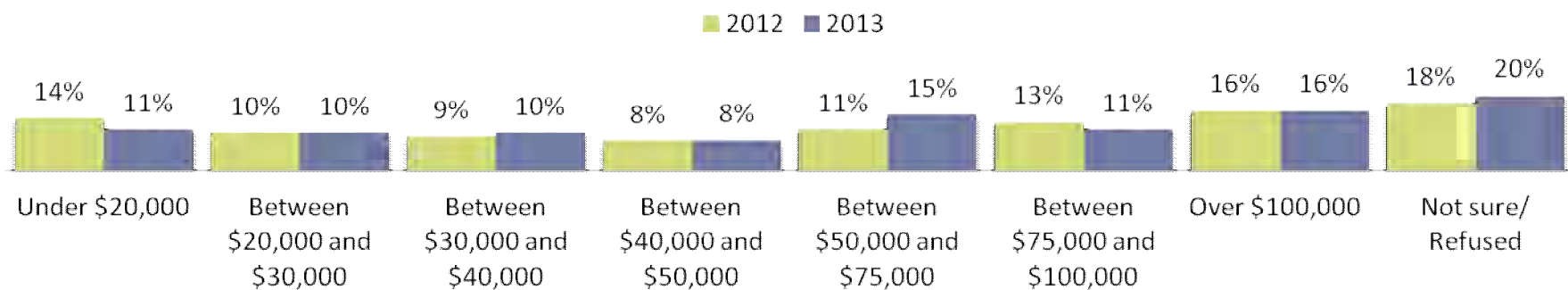
Demographics

(Base = All Respondents: 2012 = 1007;
2013 = 1003)

Education Level



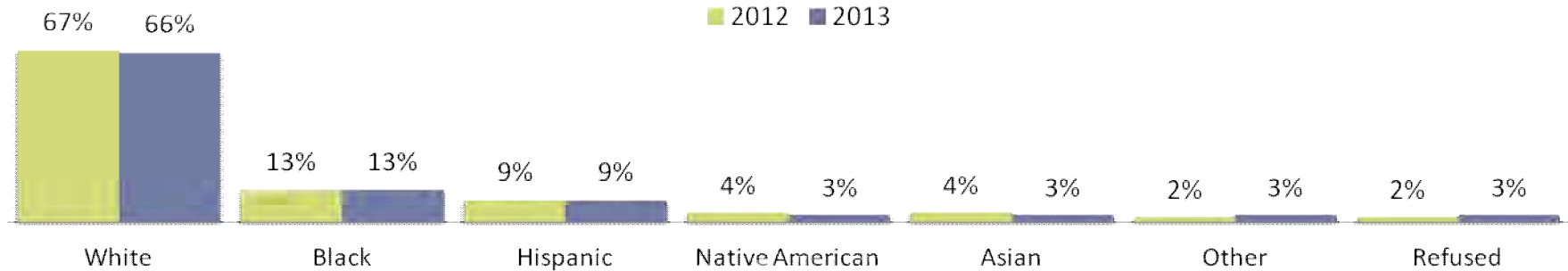
Household Income



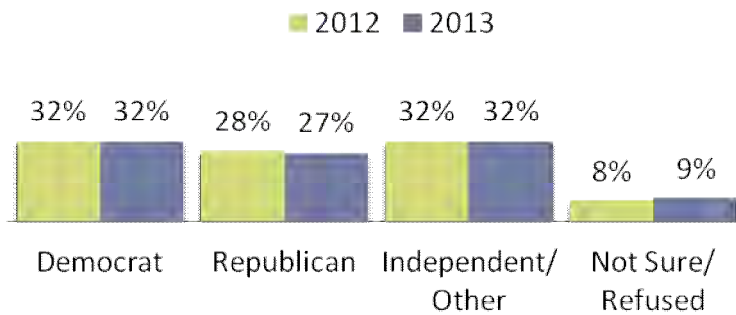
Demographics

(Base = All Respondents: 2012 = 1007;
2013 = 1003)

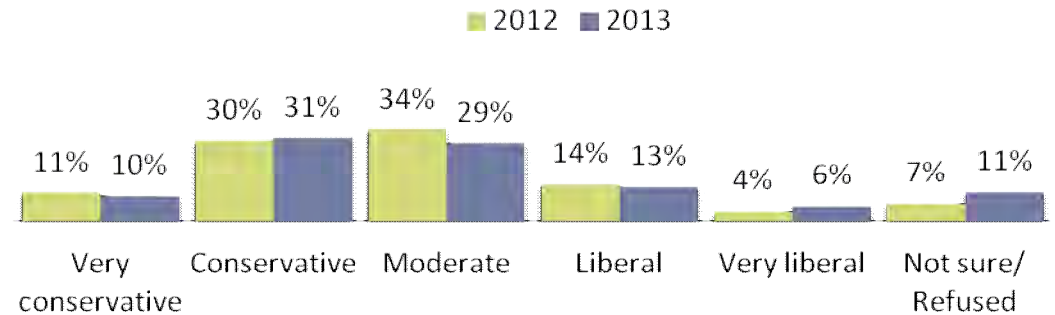
Race/ Ethnicity



Political Party



Ideology



Demographics

(Base = All Respondents: 2012 = 1007;
2013 = 1003)

