



behavior research center's

Rocky Mountain Poll

NEWS RELEASE [RMP 2011-III-03]

Contact: Jim Haynes,
President or
Earl de Berge,
Research Director

TWO-THIRDS OF ARIZONANS UNABLE TO TAKE A VACATION AWAY FROM HOME

Phoenix, Arizona. August 18, 2011. Confidence in the economy among Arizona consumers remains in the doldrums and as families pursue strategies to do what they can to keep their heads above water, one-third say they will be taking a vacation away from home in the next six months. This figure is little changed from April of this year.

As one would expect given the realities of the current economy and pessimism among the great majority of consumers that the job market and family income will worsen in the coming months, vacation plans fall off sharply among lower income families. For example, 74 percent of families earning under \$45,000 plan no vacation in the next six months compared to 60 percent of those earning between \$45,000 and \$84,999 and 57 percent of those earning more than \$85,000.

Companies in Arizona's hospitality industry will be interested to know that of those families able to vacation away from home between July and year end, half will spend all or part of their time and money within the state. Twenty-seven percent will do their entire vacation in Arizona.

-30-

EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2011-III-03), is based on 716 interviews with adult heads of household statewide, conducted between July 22 and 27, 2011. Interviewing was conducted in both English and Spanish by professional interviewers of the Behavior Research Center on both landlines and cell phones. Where necessary, figures for age, sex, race and political party were weighted to bring them into line with their actual proportion in the population. In a sample of this size, one can say with a 95 percent certainty that the results have a statistical precision of plus or minus 3.8 percent of what they would have been had the entire adult population been surveyed. The Rocky Mountain Poll is conducted by the Behavior Research Center of Arizona and is an independent and non-partisan research program sponsored by the Center.

This statement conforms to the principles of disclosure of the National Council on Public Polls
ENCLOSED: Statistical tables

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll – Arizona
RMP 2011-III-03

For this and other polls, see www.brcpolls.com/results.

“Will you definitely, probably or probably not do each of the following in the next six months?”

- Take a vacation outside of Arizona
- Take a vacation away from home but inside Arizona?”

	July 2011	April 2011	As % Of Those Able To Vacation
Will vacation in Arizona only	9%	9%	27%
Will vacation outside Arizona only	16	13	49
Will vacation both in and outside of Arizona	8	10	24
Any vacation away from home	33	32	100%
Will not take a vacation	43	39	-
Vacation is doubtful	24	29	-
No vacation planned	67	68	-

~~~~~

ANY VACATION AWAY FROM HOME – JULY 2011

|                      |     |
|----------------------|-----|
| <u>TOTAL</u>         | 33% |
| <u>INCOME</u>        |     |
| Under \$45,000       | 26% |
| \$45,000 to \$84,999 | 40  |
| \$85,000 or more     | 43  |

~~~~~