



Market
Research

Summer Road Trip Omnibus Study

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Summer Road Trip Omnibus Study

Project #160029

Background & Purpose

In preparation for a press release on US infrastructure, AAA Public Relations requested research on US consumers' infrastructure concerns for an upcoming summer road trip.

Objectives

- Measure the number of US consumers planning to take a summer road trip.
- Determine US consumers' infrastructure concerns regarding their upcoming road trip.
- Measure US consumers' expected perception of road and bridge conditions during their upcoming road trip.

Key Findings

Note: As this is the first time this study has been conducted, historical data are not available.

Planning an Upcoming Summer Road Trip

- Over half (56%) of US consumers are planning a road trip/drive vacation this summer.

Table 1 – Percent of US Consumers planning a road trip/drive vacation this summer

	US adults n=1006
Planning a road trip/drive vacation this summer	56%
Not planning a road trip/drive vacation this summer	44%

Infrastructure Concerns

- Overall, 69% of US consumers who are planning to take a summer road trip/drive vacation have concerns related to roads, bridges, or congestion.
 - Nearly 1 in 2 summer road travelers are concerned about too much congestions on the roads (48%) or delays due to road construction and repair (46%). Thirty-six percent (36%) are concerned about unsafe roads and bridges. (See Table 2 for complete results.)

Table 2 – Concerns among US Consumers planning an upcoming road trip/drive vacation this summer

	US adults who are planning to take a road trip/drive vacation this summer n=561
Concerned about roads, bridges, or congestion (Net)	69%
Too much congestion on the roads	48%
Delays due to road construction and repair	46%
Unsafe roads and bridges	36%
Any other concerns related to road and bridge conditions	15%
Other concerns not related to road and bridge conditions	37%
Concerned about any aspect of the road trip (Net)	81%
None of these/Not concerned about any aspect of the road trip	19%

Note: Multiple responses possible

Expected Condition of Roads and Bridges

- Only roughly 1 in 5 (19%) of US consumers expect the roads and bridges on their upcoming summer road trip to be in “excellent” or “very good” condition. The majority (69%) expect the roads to be in “good” or “fair” condition.

Table 3 – Expected road and bridge conditions among US consumers planning to take a road trip/drive vacation this summer

	US adults who are planning to take a road trip/drive vacation this summer n=544
Excellent + Very Good (Net)	19%
Excellent	4%
Very Good	15%
Good	40%
Fair	29%
Poor	8%
Fair + Poor (Net)	37%

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Methodology

This report presents the findings of a telephone survey administered as part of ORC's weekly survey conducted among two national probability samples (landline only and cell phone), which, when combined, consists of 1,006 adults living in the continental United States. Interviewing for this CARAVAN® Survey was conducted April 28-May 1, 2016.

This study has an average statistical error of $\pm 3.1\%$ at the 95% confidence level for all US adults. That means there is a 95% chance that the results found in this study are within $\pm 3.1\%$ of the results that would be found if all US adults living in private households in the continental United States were interviewed using the research methodology and questionnaire used in this study. The actual statistical error depends on the number of respondents to each question and on the observed proportions.

Detailed Findings/Topline Tables

Q1 Summer travel season is just a month away. If you are planning a road trip, that is, a drive vacation this summer, what are you most concerned about? If you are not planning a road trip this summer, just let me know. Would you say you're concerned about...

N: 1,006

Base: US Adults

56% Net: Planning a road trip/drive vacation this summer

44% Not planning a road trip/drive vacation this summer

<1% Don't Know/Refused

N: 561

Base: US Adults who are planning to take a road trip/drive vacation this summer

69% Net: Concerned about roads, bridges, or congestion

48% Too much congestion on the roads

46% Unsafe roads and bridges

36% Delays due to road construction and repair

15% Any other concerns related to road and bridge conditions

37% Other concerns not related to road and bridge conditions

81% Net: Concerned about any aspect of the road trip

19% None of these/Not concerned about any aspect of the road trip

Q2 How would you rate the condition of the roads and bridges you expect to use on your next summer road trip? Would you say...

N: 544

Base: US Adults planning a road trip/drive vacation this summer

19% Net: Excellent + Very Good

4% Excellent

15% Very Good

40% Good

29% Fair

8% Poor

37% Net: Fair + Poor

3% Don't Know/Refused

Appendix – Questionnaire

On another subject...

T1 Summer travel season is just a month away. If you are planning a road trip, that is, a drive vacation this summer, what are you most concerned about? If you are not planning a road trip this summer, just let me know. Would you say you're concerned about...

(READ LIST. RECORD AS MANY AS APPLY. WAIT FOR YES OR NO FOR EACH)

[RANDOMIZE 01-03]

- 01 Too much congestion on the roads
- 02 Unsafe roads and bridges
- 03 Delays due to road construction and repair
- 04 Any other concerns related to road and bridge conditions
- 05 Other concerns NOT related to road and bridge conditions
- 97 NONE OF THESE/NOT CONCERNED ABOUT ANY ASPECT OF THE ROAD TRIP

- 98 NOT PLANNING A ROAD TRIP/DRIVE VACATION THIS SUMMER

- 99 DON'T KNOW/REFUSED

[ASK IF T1 (01-05, 97)]

T2 How would you rate the condition of the roads and bridges you expect to use on your next summer road trip? Would you say...

(READ ENTIRE LIST BEFORE RECORDING ONE ANSWER)

- 01 Excellent
- 02 Very good
- 03 Good
- 04 Fair
- 05 Or, poor
- 99 DON'T KNOW/REFUSED