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**Subject:** Summer Travel Trends - ALR's National Polling Summary

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# June 3, 2011

## Anzalone Liszt Research

### National Polling Summary

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Friends,

Below you will find the weekly Anzalone Liszt Research National Polling Newsletter, which provides a take on data and trends that affect political campaigns.

With the summer season upon us, we decided to focus this newsletter on how Americans plan on spending time off, and their concerns about summer travel.

Following our analysis are additional news items and data we thought you'd enjoy. Also, please check out recent ALR poll releases linked at the end.

John Anzalone and Jeff Liszt

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#### **STORY THIS WEEK: REASON FOR CAUTIOUS OPTIMISM FOR OBAMA AND DEMS**

With the summer travel season upon us, Americans are looking forward to vacation travel. Despite a weakened economy and rising gas prices, a majority of Americans plan on getting away this summer, many of them by car. A [TripAdvisor](#) survey found that 86% of Americans plan to travel this year, compared to 83% in 2010, and [USA Today](#) found that 61% of Americans believe that it is important to get away from home this summer, including 36% who said that it is "very" important. Despite this, [CNN cites](#) a Reuters poll that found only 57% of US workers take all the days off they are entitled to.

A plurality of Americans will travel within the US, finds an [AOL users poll](#) (49%), and they are traveling with family (40%) compared with 36% who are not. In May, AAA's Memorial Day [study](#) found that 88% of Americans said they would travel via car for their trips that weekend, and [TripAdvisor](#) finds that 63% will travel by car for their summer travel plans. [TripAdvisor](#) also finds that 50% of Americans traveling this summer are heading towards a city destination, and New York City, Boston, and Washington DC top the list of cities. Closely followed are ocean destinations (40%), and then national parks (18%) and lakes (16%).

Cost is a concern among American travelers this year, and they expect to pay more this year for their travel. [Today](#) finds that 71% expect to spend more on transportation costs for their trips this year, and a [AAA survey](#) finds that 39% have scaled back their own vacation plans because of the rising gas prices. [AAA](#) finds that gas is already nearly a dollar more expensive than last year - last Memorial Day weekend the average gas price

\$2.85/gallon; this year it was \$3.91. Americans expect prices to continue to climb this summer, and 76% they will hit at least \$4.50. Twenty-six percent expect them to reach \$5, and 13% see them exceeding \$5.

Rising airfare costs are an additional cause of irritation to American travelers, tying the cost of gas for the pet peeve when traveling (37%) according to [AOL](#). Twenty-one percent of Americans say they would be drive up to 10 hours to save money on airfare, and 43% have had to book connecting flights to reach their destination to stay within their travel budgets. [Airline fees](#) also frustrate travelers, and nearly half (46%) that the checked baggage fee is the most annoying, followed by 24% who believe seat selection fees are, who are most annoyed by the carry-on bag fees. Regardless of their irritation, 72% of Americans expect general to rise during the remainder of the year.

## **OTHER NEWS FROM THE POLLING AND POLITICAL WORLD**

**New Anzalone Liszt Research polls.** This week ALR released two memos with findings from some of our work. The [first](#), on behalf of Know Your Care and the Herndon Alliance, finds that most voters oppose to repeal the healthcare law, and even fewer support efforts to defund the law. The [second](#) finds that, in three different localities, voters support legislation that allows employees to earn paid sick days by an overwhelming margin.

**Buyers' remorse for Republican Governors in key 2010 races.** PPP conducted polling in eight states where a Republican candidate for Governor won last November, asking voters how they would vote if they could again in this past November's election. In seven out of eight states, the Democratic candidate would now enjoy [Margie Omero's](#) interesting analysis of the trend.

**Republican voters unimpressed with 2012 field.** A Washington Post/Pew Research Center poll finds that 4 in 10 Republicans were unhappy with their current choices for President. When asked to find a word to describe the candidate field, 37% chose one with a negative connotation, with "not impressed/unimpressed" coming up most frequently. The Fix posted the word cloud assembled from the [here](#).

**iGovernment.** A [Washington Post](#) report finds that the federal government has begun embracing iPad, iF and Gmail for government use. The State Department, Army, NASA, and Department of Veterans Affairs started to use the technologies, including the General Services Administration that is moving 17,000 employees onto Gmail.

**Happy Anniversary, Bush Tax Cuts** The 10<sup>th</sup> anniversary of the passage of the Economic Growth and Reconciliation Act is next week, and the [Economic Policy Institute](#) put out a fact sheet reminding us why not getting better with age. Among them: in 2010, the top 0.1% of earners (those making over \$3M) received an average tax cut of roughly \$520,000, more than 450x larger than the share received by the average middle family.

## **PUBLIC POLLING**

PRESIDENT OBAMA'S JOB RATING

<b>Polling Firm</b>	<b>Date</b>	<b>Sample</b>	<b>Approve</b>	<b>Disapprove</b>
Gallup	5/29-6/1/11	Adults	53%	39%
Pew	5/25-30/11	Adults	52%	39%
CNN/ORC	5/24-26/11	Adults	54%	45%
Fox	5/15-17/11	Registered voters	55%	41%
Politico/GWU/Battleground	5/8-12/11	Likely voters	52%	44%
Reuters/Ipsos	5/5-9/11	Adults	49%	47%

<b>PARTY SELF ID</b>					
<b>Polling Firm</b>	<b>Date</b>	<b>Sample</b>	<b>Dem</b>	<b>Rep</b>	<b>Ind / other</b>
Pollster.com Trend	6/01/11	Adults	32%	24%	36%

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<b>GENERIC HOUSE BALLOT</b>					
<b>Polling Firm</b>	<b>Date</b>	<b>Sample</b>	<b>Dem</b>	<b>Rep</b>	<b>Unsure</b>
Democracy Corps	5/21-25/11	Likely voters	46%	45%	7%
GWU/Politico Battleground	5/8-12/11	Likely voters	42%	41%	16%
CNN/Opinion Research Corp.	4/29-5/1/11	Registered voters	50%	46%	1%
Quinnipiac	3/22-28/11	Registered voters	37%	40%	20%

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<b>FAVORABILITY OF CONGRESSIONAL DEMOCRATS</b>				
<b>Polling Firm</b>	<b>Date</b>	<b>Sample</b>	<b>Approve</b>	<b>Disapprove</b>
AP-GfK	5/5-9/11	Adults	43%	56%
ABC/Washington Post	4/14-17/11	Adults	36%	60%
Gallup	3/25-27/11	Adults	32%	64%
CNN/Opinion Research Corp.	3/18-20/11	Adults	35%	62%

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<b>FAVORABILITY OF CONGRESSIONAL REPUBLICANS</b>
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<b>Polling Firm</b>	<b>Date</b>	<b>Sample</b>	<b>Approve</b>	<b>Disapprove</b>
AP-GfK	5/5-9/11	Adults	32%	66%
ABC/Washington Post	4/14-17/11	Adults	34%	63%
Gallup	3/25-27/11	Adults	31%	63%
CNN/Opinion Research Corp.	3/18-20/11	Adults	34%	64%

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<b>DIRECTION OF THE COUNTRY</b>				
<b>Polling Firm</b>	<b>Date</b>	<b>Sample</b>	<b>Right Direction</b>	<b>Wrong Track</b>
YouGov/Polimetrix	5/21-24/11	Adults	24%	62%
Rasmussen	5/16-22/11	Likely voters	29%	63%
YouGov/Polimetrix	5/14-17/11	Adults	25%	58%
Suffolk	5/10-17/11	Likely voters	33%	57%
DailyKos/SEIU/PPP (D)	5/12-15/11	Registered voters	30%	59%
Politico/GWU/Battleground	5/8-12/11	Likely voters	32%	60%

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