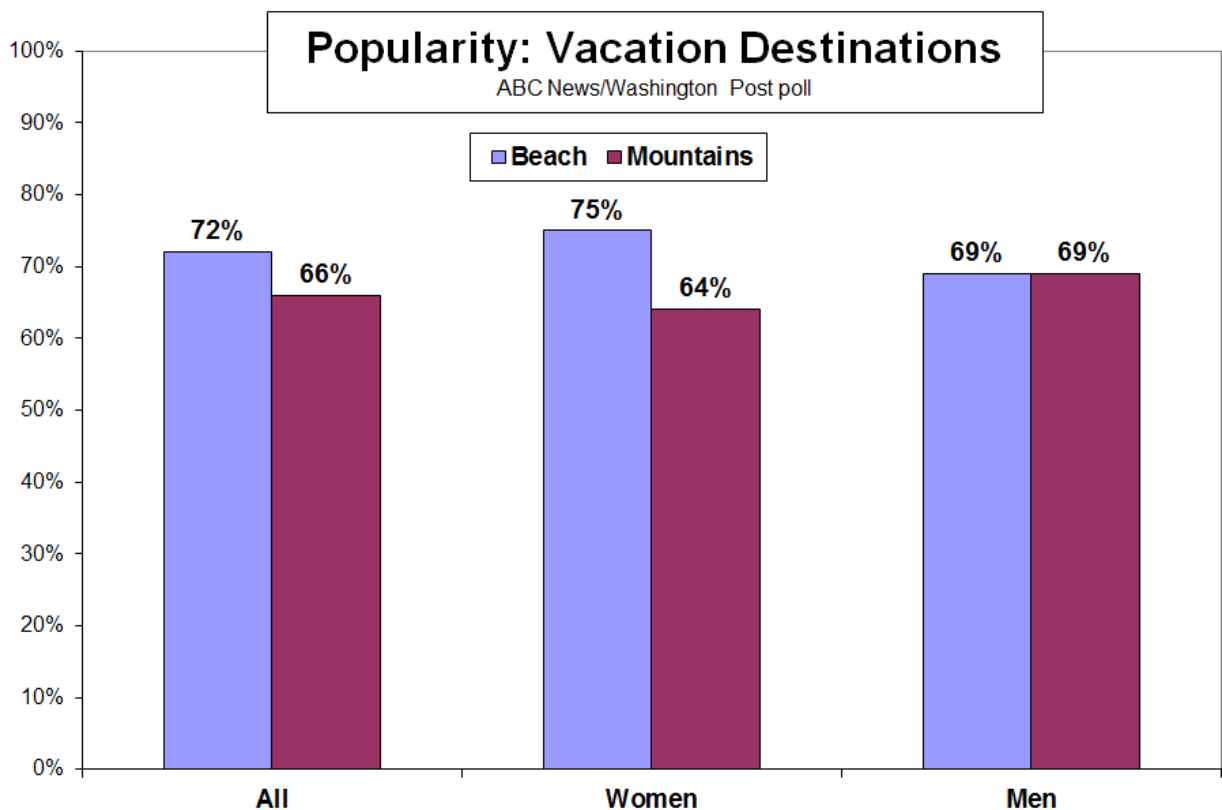


Summer Vacation Perennial: The Mountains or the Beach?

Grab your flip-flops and break out the blanket: The beach beats the mountains in their perennial summertime battle as the country's more popular vacation destination. But it's a close call, with suntan-seeking women closing the deal for the shore.

With the summer solstice upon us, 72 percent of Americans in the latest ABC News/Washington Post poll express a favorable opinion of going to the beach for summer vacation; a bit fewer, 66 percent, like the idea of a trip to the mountains. The beach opens up a 10-point advantage in "strong" popularity.

The difference is among women: They're 11 percentage points more apt to like the idea of a beach vacation than a sojourn in the hills, and a wide 19 points more likely to "strongly" favor the beach than the mountains. Equal numbers of men would be happy with either option.



Having kids comes into it, too: Parents with children younger than 18 at home look especially positively on the idea of a beach vacation, 83 percent, 15 points higher than among adults

without kids at home. It's easier to set junior to work on a sand castle than to drag him off on a hike.

Age also matters, with positive responses to a beach break peaking at 80 percent among women younger than age 50, while bottoming out at 58 percent among senior citizens overall. Differences among these groups on a mountain holiday are far more muted.

While both options are popular among majorities of the public, there's not complete overlap. Fifty percent in this poll, produced for ABC by Langer Research Associates, express favorable opinions of beach and mountain vacations alike.

There are regional preferences: The beach beats the mountains by a 17-point margin in the Northeast and by 10 points in the South, while the two are rated equally in the Midwest. In the West, the mountains do better than in any other region, and actually outpoint the coast, 76 percent vs. 70 percent. Take that, Beach Boys.

Among other groups, whites are far more enamored of mountain vacations (75 percent) than are nonwhites (49 percent), with no such difference on the beach alternative. And favorable views of both options tail off among people with lower- and lower-middle incomes, perhaps too busy making ends meet to think about summer holiday choices.

	% Favorable	
	Beach	Mountains
All	72%	66%
Men	69	69
Women	75	64
Northeast	77	60
Midwest	68	67
South	73	63
West	70	76
Whites	73	75
Nonwhites	69	49
Parent	83	69
Not parent	68	65
Age 18-64	75	67
Age 65+	58	63
Democrats	75	57
Republicans	75	71
Independents	65	71

Finally, in these partisan times, there's no ducking the political equation: While Democrats and Republicans see eye-to-eye on a beach vacation (if little else), positive views of this option slip

by 10 points among independents. On the other hand, Republicans and independents respond equally favorably to a mountain holiday, Democrats less so.

METHODOLOGY – This ABC News/Washington Post poll was conducted by landline and cell phone June 13-17, 2012, among a random national sample of 1,022 adults. Results have a margin of [sampling error](#) of 3.5 points. The survey was produced for ABC News by [Langer Research Associates](#) of New York, N.Y., with sampling, data collection and tabulation by SSRS/Social Science Research Solutions of Media, Pa.

Analysis by Gary Langer.

ABC News polls can be found at ABCNEWS.com at <http://abcnews.com/pollingunit>.

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Full results follow.

1. Thinking about summer vacations, overall, do you have a favorable or unfavorable impression of going to the (ITEM)? Do you feel that way strongly or somewhat? (ITEMS ROTATED)

6/17/12 - Summary Table

	----- Favorable -----			----- Unfavorable -----			No
	NET	Strongly	Smwht	NET	Smwht	Strongly	opinion
a. Beach	72	48	24	26	14	12	2
b. Mountains	66	38	28	32	15	16	2

*** END ***