



## Table of Contents

1. Of the following list, please select what you believe to be the three most important priorities for the United States to address.

1. Of the following list, please select what you believe to be the three most important priorities for the United States to address.

2\_1. How much interest in the following types of vacation trips do you have? - Spa/wellness centers or resorts

2\_1. How much interest in the following types of vacation trips do you have? - Spa/wellness centers or resorts

2\_2. How much interest in the following types of vacation trips do you have? - Experiencing natural environments and their wildlife

2\_2. How much interest in the following types of vacation trips do you have? - Experiencing natural environments and their wildlife

2\_3. How much interest in the following types of vacation trips do you have? - National parks, forests

2\_3. How much interest in the following types of vacation trips do you have? - National parks, forests

2\_4. How much interest in the following types of vacation trips do you have? - Non-traditional accommodations

2\_4. How much interest in the following types of vacation trips do you have? - Non-traditional accommodations

2\_5. How much interest in the following types of vacation trips do you have? - Adventure travel

2\_5. How much interest in the following types of vacation trips do you have? - Adventure travel

2\_6. How much interest in the following types of vacation trips do you have? - Architectural/historic sites

2\_6. How much interest in the following types of vacation trips do you have? - Architectural/historic sites

2\_7. How much interest in the following types of vacation trips do you have? - Time with family or friends

2\_7. How much interest in the following types of vacation trips do you have? - Time with family or friends

2. How much interest in the following types of vacation trips do you have? - Grid Table

3\_1. To what extent do you agree or disagree with the following statements? - When I vacation, I try to keep my environmental impact to a minimum

3\_1. To what extent do you agree or disagree with the following statements? - When I vacation, I try to keep my environmental impact to a minimum

3\_2. To what extent do you agree or disagree with the following statements? - I have participated in a form of ecotourism

3\_2. To what extent do you agree or disagree with the following statements? - I have participated in a form of ecotourism

3\_3. To what extent do you agree or disagree with the following statements? - I would be willing to pay a little bit extra to book a hotel or vacation package that I know is environmentally responsible

3\_3. To what extent do you agree or disagree with the following statements? - I would be willing to pay a little bit extra to book a hotel or vacation package that I know is environmentally responsible

3\_4. To what extent do you agree or disagree with the following statements? - I enjoy traveling to designated protected areas or natural spaces for vacation or recreation

3\_4. To what extent do you agree or disagree with the following statements? - I enjoy traveling to designated protected areas or natural spaces for vacation or recreation

3\_5. To what extent do you agree or disagree with the following statements? - I am willing to pay to protect designated wildlife areas

3\_5. To what extent do you agree or disagree with the following statements? - I am willing to pay to protect designated wildlife areas

3\_6. To what extent do you agree or disagree with the following statements? - A vacation is for learning and experiencing new things

3\_6. To what extent do you agree or disagree with the following statements? - A vacation is for learning and experiencing new things

3\_7. To what extent do you agree or disagree with the following statements? - A vacation should change you and your perspective in some way

3\_7. To what extent do you agree or disagree with the following statements? - A vacation should change you and your perspective in some way

3. To what extent do you agree or disagree with the following statements? - Top 2 Box Summary

3. To what extent do you agree or disagree with the following statements? - Top 2 Box Summary

3. To what extent do you agree or disagree with the following statements? - Bottom 2 Box Summary

3. To what extent do you agree or disagree with the following statements? - Bottom 2 Box Summary

3. To what extent do you agree or disagree with the following statements? - Grid Table

PID. With which political party do you most identify?

PID. With which political party do you most identify?

LIV. How would you describe the area in which you live?

LIV. How would you describe the area in which you live?

Household Income

Household Income

Gender

Gender

Age

Age

Region

Region

Education

Education

Age & Presence Of Children

Age & Presence Of Children

Marital Status

Marital Status

Employment

Employment

Race

Race

Are you of Hispanic Ethnicity?

Are you of Hispanic Ethnicity?

Metro status

Metro status

1. Of the following list, please select what you believe to be the three most important priorities for the United States to address.

	Total	Gender		Age			Household Income			Region				PID			LIV		
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K- <\$100K	\$100K+	Northeast	Midwest	South	West	Democrat	Republican	Independent	Rural	Suburban	Urban
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
<b>Base: All Respondents (unwtd)</b>	<b>1005</b>	<b>474</b>	<b>531</b>	<b>278</b>	<b>356</b>	<b>371</b>	<b>377</b>	<b>451</b>	<b>177</b>	<b>216</b>	<b>217</b>	<b>362</b>	<b>210</b>	<b>366</b>	<b>360</b>	<b>182</b>	<b>210</b>	<b>473</b>	<b>322</b>
<b>Base: All Respondents (wtd)</b>	<b>1005</b>	<b>485</b>	<b>520</b>	<b>297</b>	<b>346</b>	<b>362</b>	<b>373</b>	<b>326</b>	<b>306</b>	<b>179</b>	<b>212</b>	<b>377</b>	<b>237</b>	<b>393</b>	<b>350</b>	<b>174</b>	<b>208</b>	<b>480</b>	<b>317</b>
Healthcare reform	549	238	311	129	192	228	223	158	167	88	118	211	132	247	140	109	116	281	152
	55%	49%	60%	43%	55%	63%	60%	49%	55%	49%	56%	56%	56%	63%	40%	63%	56%	58%	48%
Immigration	407	202	206	98	135	174	143	115	149	64	89	156	99	114	207	64	95	194	117
	41%	42%	39%	33%	39%	48%	38%	35%	49%	36%	42%	41%	42%	29%	59%	37%	46%	40%	37%
Climate change and threats to the environment	338	147	190	98	128	112	137	104	96	71	65	115	87	174	65	66	59	181	97
	34%	30%	37%	33%	37%	31%	37%	32%	31%	40%	31%	30%	37%	44%	19%	38%	28%	38%	31%
Political infighting and gridlock	314	170	144	54	105	155	101	102	111	65	74	99	76	88	148	64	78	167	68
	31%	35%	28%	18%	30%	43%	27%	31%	36%	36%	35%	26%	32%	22%	42%	37%	38%	35%	22%
Education	293	146	147	110	114	69	91	104	98	56	62	108	67	106	97	53	61	128	104
	29%	30%	28%	37%	33%	19%	24%	32%	32%	31%	29%	29%	28%	27%	28%	30%	29%	27%	33%
Declining morality	241	114	127	59	82	100	82	95	64	36	49	110	47	72	110	42	60	108	72
	24%	24%	24%	20%	24%	28%	22%	29%	21%	20%	23%	29%	20%	18%	31%	24%	29%	23%	23%
Income inequality	227	108	118	91	80	56	99	84	43	43	38	92	54	123	53	29	39	89	98
	23%	22%	23%	31%	23%	16%	27%	26%	14%	24%	18%	24%	23%	31%	15%	17%	19%	19%	31%
Race relations	170	75	94	58	62	50	64	60	46	29	26	70	44	99	39	20	25	75	70
	17%	16%	18%	19%	18%	14%	17%	18%	15%	16%	12%	19%	19%	25%	11%	11%	12%	16%	22%
Lack of available jobs or underemployment	168	79	89	63	61	45	82	43	44	36	40	60	33	66	54	29	45	77	47
	17%	16%	17%	21%	18%	12%	22%	13%	14%	20%	19%	16%	14%	17%	15%	17%	21%	16%	15%
Foreign relations	147	82	66	52	43	52	44	46	58	27	32	61	27	49	70	23	20	77	51
	15%	17%	13%	18%	13%	14%	12%	14%	19%	15%	16%	12%	12%	20%	13%	10%	16%	16%	
Other	47	24	23	2	15	30	21	14	12	11	13	16	7	8	22	13	12	27	8
	5%	5%	4%	1%	4%	8%	6%	4%	4%	6%	6%	4%	3%	2%	6%	8%	6%	6%	2%
Don't know	38	23	15	26	7	5	10	18	10	4	10	11	13	11	14	3	5	12	22
	4%	5%	3%	9%	2%	1%	3%	6%	3%	2%	5%	3%	5%	3%	4%	2%	2%	2%	7%
Sigma	2939	1408	1531	837	1025	1077	1098	942	899	530	615	1108	686	1157	1020	515	615	1417	907
	292%	290%	294%	282%	296%	297%	294%	289%	294%	296%	290%	294%	289%	295%	292%	296%	296%	295%	286%

Field Dates: 05/07-05/08

Statistics:

Overlap formulae used

- Column Proportions:  
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J/K/L,M/N/O,P/Q/R  
Minimum Base: 30 (\*\*), Small Base: 100 (\*\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H,I/J/K/L,M/N/O,P/Q/R  
Minimum Base: 30 (\*\*), Small Base: 100 (\*\*)

[Table of contents](#)

1. Of the following list, please select what you believe to be the three most important priorities for the United States to address.

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
<b>Base: All Respondents (unwtd)</b>	<b>1005</b>	<b>247</b>	<b>758</b>	<b>516</b>	<b>489</b>	<b>549</b>	<b>80</b>	<b>177</b>	<b>199</b>	<b>555</b>	<b>450</b>	<b>868</b>	<b>137</b>
<b>Base: All Respondents (wtd)</b>	<b>1005</b>	<b>258</b>	<b>747</b>	<b>514</b>	<b>491</b>	<b>556</b>	<b>85</b>	<b>181</b>	<b>184</b>	<b>548</b>	<b>457</b>	<b>770</b>	<b>235</b>
Healthcare reform	549	136	413	301	248	274	50	110	115	289	259	404	144
	55%	53%	55%	59%	50%	49%	59%	61%	62%	53%	57%	52%	61%
				D			*	E	E				
Immigration	407	100	307	217	190	205	32	75	95	242	165	328	79
	41%	39%	41%	42%	39%	37%	38%	41%	52%	44%	36%	43%	34%
							*		E	J			
Climate change and threats to the environment	338	79	258	174	164	178	29	63	67	154	183	270	68
	34%	31%	35%	34%	33%	32%	34%	35%	37%	28%	40%	35%	29%
							*			I			
Political infighting and gridlock	314	51	263	162	152	149	24	53	87	191	123	262	51
	31%	20%	35%	31%	31%	27%	29%	30%	47%	35%	27%	34%	22%
			A				*		EFG	J		L	
Education	293	98	195	134	159	187	27	47	31	162	130	226	67
	29%	38%	26%	26%	32%	34%	32%	26%	17%	30%	29%	29%	29%
		B				H	H*						
Declining morality	241	67	174	122	119	139	18	43	42	138	103	193	48
	24%	26%	23%	24%	24%	25%	21%	24%	23%	25%	23%	25%	20%
							*						
Income inequality	227	59	168	116	111	147	19	38	23	103	124	155	72
	23%	23%	22%	23%	23%	26%	22%	21%	12%	19%	27%	20%	31%
						H	*	H			I		K
Race relations	170	55	115	88	82	100	16	31	23	92	78	104	65
	17%	21%	15%	17%	17%	18%	19%	17%	13%	17%	17%	14%	28%
							*						K
Lack of available jobs or underemployment	168	58	111	107	62	94	25	38	12	80	88	119	50
	17%	22%	15%	21%	13%	17%	29%	21%	6%	15%	19%	15%	21%
		B		D		H	EH*	H					
Foreign relations	147	45	103	58	90	85	10	25	27	91	57	118	29
	15%	17%	14%	11%	18%	15%	12%	14%	15%	17%	12%	15%	12%
				C			*						
Other	47	3	44	24	23	20	1	8	18	22	25	37	10
	5%	1%	6%	5%	5%	4%	2%	4%	10%	4%	5%	5%	4%
			A				*		EF				
Don't know	38	8	30	14	24	30	1	4	4	26	12	31	7
	4%	3%	4%	3%	5%	5%	1%	2%	2%	5%	3%	4%	3%
							*						
Sigma	2939	759	2180	1515	1423	1609	252	534	543	1591	1348	2248	690
	292%	294%	292%	295%	290%	289%	298%	296%	296%	291%	295%	292%	294%

Field Dates: 05/07-05/08

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

2\_1. How much interest in the following types of vacation trips do you have? - Spa/wellness centers or resorts

	Total	Gender		Age			Household Income			Region				PID			LIV		
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K- <\$100K	\$100K+	Northeast	Midwest	South	West	Democrat	Republican	Independent	Rural	Suburban	Urban
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
<b>Base: All Respondents (unwtd)</b>	<b>1005</b>	<b>474</b>	<b>531</b>	<b>278</b>	<b>356</b>	<b>371</b>	<b>377</b>	<b>451</b>	<b>177</b>	<b>216</b>	<b>217</b>	<b>362</b>	<b>210</b>	<b>366</b>	<b>360</b>	<b>182</b>	<b>210</b>	<b>473</b>	<b>322</b>
<b>Base: All Respondents (wtd)</b>	<b>1005</b>	<b>485</b>	<b>520</b>	<b>297</b>	<b>346</b>	<b>362</b>	<b>373</b>	<b>326</b>	<b>306</b>	<b>179</b>	<b>212</b>	<b>377</b>	<b>237</b>	<b>393</b>	<b>350</b>	<b>174</b>	<b>208</b>	<b>480</b>	<b>317</b>
Currently planning a trip	109	59	50	54	47	8	21	47	41	28	17	47	18	48	44	13	14	32	64
	11%	12%	10%	18%	14%	2%	6%	15%	13%	16%	8%	12%	7%	12%	13%	8%	7%	7%	20%
			E	E			F	F	JL									PQ	
Becoming more interested in doing	414	167	247	154	153	107	151	130	134	68	88	172	87	179	128	71	85	194	136
	41%	34%	48%	52%	44%	30%	40%	40%	44%	38%	41%	46%	37%	45%	37%	41%	41%	40%	43%
		A	E	E										N					
Becoming less interested in doing	166	92	73	37	55	74	54	69	43	33	35	55	43	57	68	25	31	92	43
	16%	19%	14%	13%	16%	20%	14%	21%	14%	18%	17%	15%	18%	15%	19%	14%	15%	19%	14%
				C				FH											
Not interested at all	316	166	150	51	91	173	148	80	88	51	72	103	90	109	109	65	79	163	73
	31%	34%	29%	17%	26%	48%	40%	24%	29%	28%	34%	27%	38%	28%	31%	37%	38%	34%	23%
				C	CD	GH							K				R	R	
Sigma	1005	485	520	297	346	362	373	326	306	179	212	377	237	393	350	174	208	480	317
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 05/07-05/08

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O,P/Q/R

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O,P/Q/R

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

2\_1. How much interest in the following types of vacation trips do you have? - Spa/wellness centers or resorts

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
<b>Base: All Respondents (unwtd)</b>	<b>1005</b>	<b>247</b>	<b>758</b>	<b>516</b>	<b>489</b>	<b>549</b>	<b>80</b>	<b>177</b>	<b>199</b>	<b>555</b>	<b>450</b>	<b>868</b>	<b>137</b>
<b>Base: All Respondents (wtd)</b>	<b>1005</b>	<b>258</b>	<b>747</b>	<b>514</b>	<b>491</b>	<b>556</b>	<b>85</b>	<b>181</b>	<b>184</b>	<b>548</b>	<b>457</b>	<b>770</b>	<b>235</b>
Currently planning a trip	109	42	68	46	63	90	8	8	4	87	22	71	39
	11%	16%	9%	9%	13%	16%	9%	4%	2%	16%	5%	9%	16%
		B				GH	H*			J			K
Becoming more interested in doing	414	127	287	200	214	244	47	80	44	208	206	308	107
	41%	49%	38%	39%	44%	44%	55%	44%	24%	38%	45%	40%	45%
		B				H	H*	H					
Becoming less interested in doing	166	42	123	99	66	87	9	21	49	90	76	138	27
	16%	16%	17%	19%	14%	16%	11%	11%	27%	16%	17%	18%	12%
				D			*		EFG				
Not interested at all	316	46	269	168	147	136	20	73	87	162	154	254	62
	31%	18%	36%	33%	30%	24%	24%	40%	47%	30%	34%	33%	26%
			A				*	EF	EF				
Sigma	1005	258	747	514	491	556	85	181	184	548	457	770	235
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 05/07-05/08

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

2\_2. How much interest in the following types of vacation trips do you have? - Experiencing natural environments and their wildlife

	Total	Gender		Age			Household Income			Region				PID			LIV		
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K- <\$100K	\$100K+	Northeast	Midwest	South	West	Democrat	Republican	Independent	Rural	Suburban	Urban
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
<b>Base: All Respondents (unwtd)</b>	<b>1005</b>	<b>474</b>	<b>531</b>	<b>278</b>	<b>356</b>	<b>371</b>	<b>377</b>	<b>451</b>	<b>177</b>	<b>216</b>	<b>217</b>	<b>362</b>	<b>210</b>	<b>366</b>	<b>360</b>	<b>182</b>	<b>210</b>	<b>473</b>	<b>322</b>
<b>Base: All Respondents (wtd)</b>	<b>1005</b>	<b>485</b>	<b>520</b>	<b>297</b>	<b>346</b>	<b>362</b>	<b>373</b>	<b>326</b>	<b>306</b>	<b>179</b>	<b>212</b>	<b>377</b>	<b>237</b>	<b>393</b>	<b>350</b>	<b>174</b>	<b>208</b>	<b>480</b>	<b>317</b>
Currently planning a trip	183	102	82	78	62	44	50	62	71	49	29	70	36	63	83	29	32	60	91
	18%	21%	16%	26%	18%	12%	13%	19%	23%	27%	14%	18%	15%	16%	24%	17%	16%	13%	29%
Becoming more interested in doing			DE				F	F	JKL					M					
	529	259	270	150	192	186	200	170	159	89	110	193	136	225	160	96	111	266	152
Becoming less interested in doing	53%	53%	52%	51%	56%	51%	54%	52%	52%	50%	52%	51%	57%	57%	46%	55%	53%	55%	48%
			A											N					
Not interested at all	137	48	89	34	43	59	46	47	44	20	38	54	25	39	64	22	36	72	28
	14%	10%	17%	12%	13%	16%	12%	14%	14%	11%	18%	14%	11%	10%	18%	12%	17%	15%	9%
Sigma														M		R	R		
	157	77	80	34	48	74	77	47	33	21	35	61	39	67	42	27	28	82	46
	16%	16%	15%	12%	14%	20%	21%	14%	11%	12%	17%	16%	17%	12%	15%	14%	17%	15%	15%
	1005	485	520	297	346	362	373	326	306	179	212	377	237	393	350	174	208	480	317
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 05/07-05/08

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O,P/Q/R

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O,P/Q/R

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

2\_2. How much interest in the following types of vacation trips do you have? - Experiencing natural environments and their wildlife

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
<b>Base: All Respondents (unwtd)</b>	<b>1005</b>	<b>247</b>	<b>758</b>	<b>516</b>	<b>489</b>	<b>549</b>	<b>80</b>	<b>177</b>	<b>199</b>	<b>555</b>	<b>450</b>	<b>868</b>	<b>137</b>
<b>Base: All Respondents (wtd)</b>	<b>1005</b>	<b>258</b>	<b>747</b>	<b>514</b>	<b>491</b>	<b>556</b>	<b>85</b>	<b>181</b>	<b>184</b>	<b>548</b>	<b>457</b>	<b>770</b>	<b>235</b>
Currently planning a trip	183	50	134	86	97	129	10	21	23	121	62	144	40
	18%	19%	18%	17%	20%	23%	12%	11%	13%	22%	14%	19%	17%
						GH	*			J			
Becoming more interested in doing	529	153	375	257	271	291	42	103	93	277	252	413	116
	53%	59%	50%	50%	55%	52%	49%	57%	51%	50%	55%	54%	49%
		B					*						
Becoming less interested in doing	137	30	106	76	61	61	20	25	30	81	56	116	20
	14%	12%	14%	15%	12%	11%	24%	14%	16%	15%	12%	15%	9%
							E*						
Not interested at all	157	24	132	94	62	76	12	32	37	69	87	98	59
	16%	9%	18%	18%	13%	14%	15%	18%	20%	13%	19%	13%	25%
			A	D			*				I		K
Sigma	1005	258	747	514	491	556	85	181	184	548	457	770	235
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 05/07-05/08

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

2\_3. How much interest in the following types of vacation trips do you have? - National parks, forests

	Total	Gender		Age			Household Income			Region				PID			LIV		
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K- <\$100K	\$100K+	Northeast	Midwest	South	West	Democrat	Republican	Independent	Rural	Suburban	Urban
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
<b>Base: All Respondents (unwtd)</b>	<b>1005</b>	<b>474</b>	<b>531</b>	<b>278</b>	<b>356</b>	<b>371</b>	<b>377</b>	<b>451</b>	<b>177</b>	<b>216</b>	<b>217</b>	<b>362</b>	<b>210</b>	<b>366</b>	<b>360</b>	<b>182</b>	<b>210</b>	<b>473</b>	<b>322</b>
<b>Base: All Respondents (wtd)</b>	<b>1005</b>	<b>485</b>	<b>520</b>	<b>297</b>	<b>346</b>	<b>362</b>	<b>373</b>	<b>326</b>	<b>306</b>	<b>179</b>	<b>212</b>	<b>377</b>	<b>237</b>	<b>393</b>	<b>350</b>	<b>174</b>	<b>208</b>	<b>480</b>	<b>317</b>
Currently planning a trip	204	112	92	89	62	53	48	77	79	48	40	64	51	67	94	31	40	73	91
	20%	23%	18%	30%	18%	15%	13%	24%	26%	27%	19%	17%	22%	17%	27%	18%	19%	15%	29%
			DE					F	F	K				MO				PQ	
Becoming more interested in doing	517	226	291	140	197	179	195	166	155	89	105	208	115	225	157	89	110	254	153
	51%	47%	56%	47%	57%	50%	52%	51%	51%	50%	49%	55%	48%	57%	45%	51%	53%	53%	48%
			A		C									N					
Becoming less interested in doing	147	74	74	34	46	67	56	45	46	23	39	54	31	52	60	19	29	88	31
	15%	15%	14%	11%	13%	19%	15%	14%	15%	13%	18%	14%	13%	13%	17%	11%	14%	18%	10%
						C												R	
Not interested at all	137	73	64	33	41	62	74	38	25	19	28	50	40	50	38	35	29	66	42
	14%	15%	12%	11%	12%	17%	20%	12%	8%	11%	13%	13%	17%	13%	11%	20%	14%	14%	13%
							GH								N				
Sigma	1005	485	520	297	346	362	373	326	306	179	212	377	237	393	350	174	208	480	317
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 05/07-05/08

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O,P/Q/R

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O,P/Q/R

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

2\_3. How much interest in the following types of vacation trips do you have? - National parks, forests

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
<b>Base: All Respondents (unwtd)</b>	<b>1005</b>	<b>247</b>	<b>758</b>	<b>516</b>	<b>489</b>	<b>549</b>	<b>80</b>	<b>177</b>	<b>199</b>	<b>555</b>	<b>450</b>	<b>868</b>	<b>137</b>
<b>Base: All Respondents (wtd)</b>	<b>1005</b>	<b>258</b>	<b>747</b>	<b>514</b>	<b>491</b>	<b>556</b>	<b>85</b>	<b>181</b>	<b>184</b>	<b>548</b>	<b>457</b>	<b>770</b>	<b>235</b>
Currently planning a trip	204	50	154	93	110	138	11	26	28	137	67	161	43
	20%	19%	21%	18%	22%	25%	13%	14%	15%	25%	15%	21%	18%
						FGH	*			J			
Becoming more interested in doing	517	157	360	255	262	283	48	107	79	273	244	395	122
	51%	61%	48%	50%	53%	51%	57%	59%	43%	50%	53%	51%	52%
		B					*	H					
Becoming less interested in doing	147	32	115	77	70	74	13	21	41	81	67	117	30
	15%	13%	15%	15%	14%	13%	15%	11%	22%	15%	15%	15%	13%
							*		EG				
Not interested at all	137	19	118	88	49	62	13	28	35	56	80	97	40
	14%	7%	16%	17%	10%	11%	15%	15%	19%	10%	18%	13%	17%
			A	D			*		E		I		
Sigma	1005	258	747	514	491	556	85	181	184	548	457	770	235
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 05/07-05/08

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

2\_4. How much interest in the following types of vacation trips do you have? - Non-traditional accommodations

	Total	Gender		Age			Household Income			Region				PID			LIV		
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K- <\$100K	\$100K+	Northeast	Midwest	South	West	Democrat	Republican	Independent	Rural	Suburban	Urban
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
<b>Base: All Respondents (unwtd)</b>	<b>1005</b>	<b>474</b>	<b>531</b>	<b>278</b>	<b>356</b>	<b>371</b>	<b>377</b>	<b>451</b>	<b>177</b>	<b>216</b>	<b>217</b>	<b>362</b>	<b>210</b>	<b>366</b>	<b>360</b>	<b>182</b>	<b>210</b>	<b>473</b>	<b>322</b>
<b>Base: All Respondents (wtd)</b>	<b>1005</b>	<b>485</b>	<b>520</b>	<b>297</b>	<b>346</b>	<b>362</b>	<b>373</b>	<b>326</b>	<b>306</b>	<b>179</b>	<b>212</b>	<b>377</b>	<b>237</b>	<b>393</b>	<b>350</b>	<b>174</b>	<b>208</b>	<b>480</b>	<b>317</b>
Currently planning a trip	88	49	38	56	22	9	18	43	27	20	15	39	14	35	46	3	14	11	63
	9%	10%	7%	19%	6%	3%	5%	13%	9%	11%	7%	10%	6%	9%	13%	2%	7%	2%	20%
			DE	E				F						O	O		Q		PQ
Becoming more interested in doing	345	161	184	122	128	95	128	119	99	63	79	106	97	146	105	62	63	160	122
	34%	33%	35%	41%	37%	26%	34%	36%	32%	35%	37%	28%	41%	37%	30%	36%	30%	33%	39%
			E	E								K							
Becoming less interested in doing	234	119	115	49	92	73	77	83	52	47	86	49	82	82	56	45	137	52	
	23%	25%	22%	17%	27%	25%	20%	24%	27%	29%	22%	23%	21%	23%	32%	22%	29%	16%	
			C	C										M			R		
Not interested at all	338	155	183	69	104	166	154	87	97	44	71	146	76	130	117	53	86	173	79
	34%	32%	35%	23%	30%	46%	41%	27%	32%	25%	34%	39%	32%	33%	30%	41%	36%	25%	
						CD	GH					I				R	R		
Sigma	1005	485	520	297	346	362	373	326	306	179	212	377	237	393	350	174	208	480	317
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 05/07-05/08

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O,P/Q/R

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O,P/Q/R

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

2\_4. How much interest in the following types of vacation trips do you have? - Non-traditional accommodations

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
<b>Base: All Respondents (unwtd)</b>	<b>1005</b>	<b>247</b>	<b>758</b>	<b>516</b>	<b>489</b>	<b>549</b>	<b>80</b>	<b>177</b>	<b>199</b>	<b>555</b>	<b>450</b>	<b>868</b>	<b>137</b>
<b>Base: All Respondents (wtd)</b>	<b>1005</b>	<b>258</b>	<b>747</b>	<b>514</b>	<b>491</b>	<b>556</b>	<b>85</b>	<b>181</b>	<b>184</b>	<b>548</b>	<b>457</b>	<b>770</b>	<b>235</b>
Currently planning a trip	88	21	67	41	47	74	1	8	5	66	22	77	10
	9%	8%	9%	8%	9%	13%	1%	5%	3%	12%	5%	10%	4%
						FGH	*			J		L	
Becoming more interested in doing	345	97	249	172	173	197	39	67	42	180	165	256	89
	34%	37%	33%	34%	35%	35%	46%	37%	23%	33%	36%	33%	38%
						H	H*	H					
Becoming less interested in doing	234	72	161	113	120	126	17	40	51	136	98	180	53
	23%	28%	22%	22%	25%	23%	21%	22%	28%	25%	21%	23%	23%
							*						
Not interested at all	338	68	270	187	151	160	27	66	86	166	173	256	82
	34%	26%	36%	36%	31%	29%	32%	36%	47%	30%	38%	33%	35%
			A				*		E		I		
Sigma	1005	258	747	514	491	556	85	181	184	548	457	770	235
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 05/07-05/08

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

2.5. How much interest in the following types of vacation trips do you have? - Adventure travel

	Total	Gender		Age			Household Income			Region				PID			LIV		
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K- <\$100K	\$100K+	Northeast	Midwest	South	West	Democrat	Republican	Independent	Rural	Suburban	Urban
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
<b>Base: All Respondents (unwtd)</b>	<b>1005</b>	<b>474</b>	<b>531</b>	<b>278</b>	<b>356</b>	<b>371</b>	<b>377</b>	<b>451</b>	<b>177</b>	<b>216</b>	<b>217</b>	<b>362</b>	<b>210</b>	<b>366</b>	<b>360</b>	<b>182</b>	<b>210</b>	<b>473</b>	<b>322</b>
<b>Base: All Respondents (wtd)</b>	<b>1005</b>	<b>485</b>	<b>520</b>	<b>297</b>	<b>346</b>	<b>362</b>	<b>373</b>	<b>326</b>	<b>306</b>	<b>179</b>	<b>212</b>	<b>377</b>	<b>237</b>	<b>393</b>	<b>350</b>	<b>174</b>	<b>208</b>	<b>480</b>	<b>317</b>
Currently planning a trip	164	94	70	89	50	25	38	59	68	32	22	65	45	61	70	21	22	52	89
	16%	19%	13%	30%	14%	7%	10%	18%	22%	18%	10%	17%	19%	16%	20%	12%	11%	11%	28%
		B		DE	E			F	F			J	J		O				PQ
Becoming more interested in doing	479	216	263	147	189	143	173	163	142	87	105	194	94	201	151	86	95	245	140
	48%	45%	51%	50%	55%	39%	47%	50%	47%	48%	49%	52%	40%	51%	43%	50%	46%	51%	44%
				E	E							L							
Becoming less interested in doing	172	73	99	30	52	90	66	50	56	32	44	49	48	59	70	27	40	96	37
	17%	15%	19%	10%	15%	25%	18%	15%	18%	18%	21%	13%	20%	15%	20%	16%	19%	20%	12%
						CD						K					R	R	
Not interested at all	189	100	89	30	55	104	96	54	40	29	41	68	51	71	58	39	51	87	51
	19%	21%	17%	10%	16%	29%	26%	17%	13%	16%	20%	18%	21%	18%	17%	23%	24%	18%	16%
						CD		GH									R		
Sigma	1005	485	520	297	346	362	373	326	306	179	212	377	237	393	350	174	208	480	317
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 05/07-05/08

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O,P/Q/R

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O,P/Q/R

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

2\_5. How much interest in the following types of vacation trips do you have? - Adventure travel

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
<b>Base: All Respondents (unwtd)</b>	<b>1005</b>	<b>247</b>	<b>758</b>	<b>516</b>	<b>489</b>	<b>549</b>	<b>80</b>	<b>177</b>	<b>199</b>	<b>555</b>	<b>450</b>	<b>868</b>	<b>137</b>
<b>Base: All Respondents (wtd)</b>	<b>1005</b>	<b>258</b>	<b>747</b>	<b>514</b>	<b>491</b>	<b>556</b>	<b>85</b>	<b>181</b>	<b>184</b>	<b>548</b>	<b>457</b>	<b>770</b>	<b>235</b>
Currently planning a trip	164	53	112	78	87	128	12	13	11	106	59	128	37
	16%	20%	15%	15%	18%	23%	14%	7%	6%	19%	13%	17%	16%
						GH	*		J				
Becoming more interested in doing	479	150	330	243	236	273	47	84	75	260	220	356	123
	48%	58%	44%	47%	48%	49%	56%	46%	41%	47%	48%	46%	52%
		B					*						
Becoming less interested in doing	172	36	137	85	87	83	18	33	38	101	71	146	27
	17%	14%	18%	17%	18%	15%	21%	18%	21%	19%	16%	19%	11%
							*					L	
Not interested at all	189	20	169	109	80	72	8	51	59	81	108	141	48
	19%	8%	23%	21%	16%	13%	9%	28%	32%	15%	24%	18%	21%
		A					*	EF	EF	I			
Sigma	1005	258	747	514	491	556	85	181	184	548	457	770	235
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 05/07-05/08

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

2.6. How much interest in the following types of vacation trips do you have? - Architectural/historic sites

	Total	Gender		Age			Household Income			Region				PID			LIV		
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K- <\$100K	\$100K+	Northeast	Midwest	South	West	Democrat	Republican	Independent	Rural	Suburban	Urban
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
<b>Base: All Respondents (unwtd)</b>	<b>1005</b>	<b>474</b>	<b>531</b>	<b>278</b>	<b>356</b>	<b>371</b>	<b>377</b>	<b>451</b>	<b>177</b>	<b>216</b>	<b>217</b>	<b>362</b>	<b>210</b>	<b>366</b>	<b>360</b>	<b>182</b>	<b>210</b>	<b>473</b>	<b>322</b>
<b>Base: All Respondents (wtd)</b>	<b>1005</b>	<b>485</b>	<b>520</b>	<b>297</b>	<b>346</b>	<b>362</b>	<b>373</b>	<b>326</b>	<b>306</b>	<b>179</b>	<b>212</b>	<b>377</b>	<b>237</b>	<b>393</b>	<b>350</b>	<b>174</b>	<b>208</b>	<b>480</b>	<b>317</b>
Currently planning a trip	126	77	48	63	39	24	21	60	45	21	24	54	26	51	55	13	17	35	74
	13%	16%	9%	21%	11%	7%	6%	18%	15%	12%	11%	14%	11%	13%	16%	7%	8%	7%	23%
		B		DE				F	F						O			PQ	
Becoming more interested in doing	554	247	307	146	205	203	201	176	177	111	124	200	118	226	187	104	123	269	162
	55%	51%	59%	49%	59%	56%	54%	54%	58%	62%	59%	53%	50%	58%	53%	60%	59%	56%	51%
		A		C					L									R	
Becoming less interested in doing	158	77	81	51	50	57	59	48	51	24	32	53	49	57	58	21	28	97	33
	16%	16%	16%	17%	15%	16%	16%	15%	17%	14%	15%	14%	20%	15%	17%	12%	14%	20%	10%
																		R	
Not interested at all	167	84	83	37	52	78	92	42	33	22	31	69	44	59	49	36	40	80	47
	17%	17%	16%	13%	15%	22%	25%	13%	11%	12%	15%	18%	19%	15%	14%	21%	19%	17%	15%
						CD	GH												
Sigma	1005	485	520	297	346	362	373	326	306	179	212	377	237	393	350	174	208	480	317
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 05/07-05/08

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O,P/Q/R

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O,P/Q/R

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

2\_6. How much interest in the following types of vacation trips do you have? - Architectural/historic sites

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
<b>Base: All Respondents (unwtd)</b>	<b>1005</b>	<b>247</b>	<b>758</b>	<b>516</b>	<b>489</b>	<b>549</b>	<b>80</b>	<b>177</b>	<b>199</b>	<b>555</b>	<b>450</b>	<b>868</b>	<b>137</b>
<b>Base: All Respondents (wtd)</b>	<b>1005</b>	<b>258</b>	<b>747</b>	<b>514</b>	<b>491</b>	<b>556</b>	<b>85</b>	<b>181</b>	<b>184</b>	<b>548</b>	<b>457</b>	<b>770</b>	<b>235</b>
Currently planning a trip	126	39	87	54	72	99	7	10	9	95	30	116	9
	13%	15%	12%	10%	15%	18%	8%	6%	5%	17%	7%	15%	4%
						GH	*			J		L	
Becoming more interested in doing	554	152	402	280	274	299	46	103	106	290	264	406	148
	55%	59%	54%	54%	56%	54%	54%	57%	58%	53%	58%	53%	63%
							*						K
Becoming less interested in doing	158	35	123	79	79	83	12	32	31	86	72	127	31
	16%	14%	16%	15%	16%	15%	14%	18%	17%	16%	16%	16%	13%
							*						
Not interested at all	167	32	136	102	65	75	20	35	37	76	91	121	46
	17%	12%	18%	20%	13%	13%	24%	19%	20%	14%	20%	16%	20%
				D			E*		E		I		
Sigma	1005	258	747	514	491	556	85	181	184	548	457	770	235
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 05/07-05/08

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

2\_7. How much interest in the following types of vacation trips do you have? - Time with family or friends

	Total	Gender		Age			Household Income			Region				PID			LIV		
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K- <\$100K	\$100K+	Northeast	Midwest	South	West	Democrat	Republican	Independent	Rural	Suburban	Urban
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
<b>Base: All Respondents (unwtd)</b>	<b>1005</b>	<b>474</b>	<b>531</b>	<b>278</b>	<b>356</b>	<b>371</b>	<b>377</b>	<b>451</b>	<b>177</b>	<b>216</b>	<b>217</b>	<b>362</b>	<b>210</b>	<b>366</b>	<b>360</b>	<b>182</b>	<b>210</b>	<b>473</b>	<b>322</b>
<b>Base: All Respondents (wtd)</b>	<b>1005</b>	<b>485</b>	<b>520</b>	<b>297</b>	<b>346</b>	<b>362</b>	<b>373</b>	<b>326</b>	<b>306</b>	<b>179</b>	<b>212</b>	<b>377</b>	<b>237</b>	<b>393</b>	<b>350</b>	<b>174</b>	<b>208</b>	<b>480</b>	<b>317</b>
Currently planning a trip	367	160	207	124	136	107	114	114	139	68	77	148	74	142	144	60	84	153	130
	36%	33%	40%	42%	39%	29%	30%	35%	46%	38%	36%	39%	31%	36%	41%	34%	40%	32%	41%
			E	E				FG											Q
Becoming more interested in doing	478	235	243	130	150	199	187	158	134	88	92	178	120	191	159	80	91	244	144
	48%	49%	47%	44%	43%	55%	50%	48%	44%	49%	44%	47%	51%	49%	46%	46%	44%	51%	45%
					CD														
Becoming less interested in doing	87	39	47	17	36	34	34	31	21	16	25	21	24	34	27	19	18	57	11
	9%	8%	9%	6%	10%	9%	9%	10%	7%	9%	12%	6%	10%	9%	8%	11%	9%	12%	4%
											K								R
Not interested at all	74	50	23	27	24	23	39	23	12	7	18	30	19	26	19	15	14	27	32
	7%	10%	4%	9%	7%	6%	10%	7%	4%	4%	8%	8%	8%	7%	5%	8%	7%	6%	10%
		B					H												Q
Sigma	1005	485	520	297	346	362	373	326	306	179	212	377	237	393	350	174	208	480	317
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 05/07-05/08

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H,I/J/K/L,M/N/O,P/Q/R

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H,I/J/K/L,M/N/O,P/Q/R

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

2\_7. How much interest in the following types of vacation trips do you have? - Time with family or friends

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
<b>Base: All Respondents (unwtd)</b>	<b>1005</b>	<b>247</b>	<b>758</b>	<b>516</b>	<b>489</b>	<b>549</b>	<b>80</b>	<b>177</b>	<b>199</b>	<b>555</b>	<b>450</b>	<b>868</b>	<b>137</b>
<b>Base: All Respondents (wtd)</b>	<b>1005</b>	<b>258</b>	<b>747</b>	<b>514</b>	<b>491</b>	<b>556</b>	<b>85</b>	<b>181</b>	<b>184</b>	<b>548</b>	<b>457</b>	<b>770</b>	<b>235</b>
Currently planning a trip	367	125	242	187	180	228	36	52	52	230	137	271	96
	36%	48%	32%	36%	37%	41%	42%	29%	28%	42%	30%	35%	41%
		B				GH	*			J			
Becoming more interested in doing	478	106	373	240	239	251	34	87	105	243	235	388	90
	48%	41%	50%	47%	49%	45%	41%	48%	57%	44%	51%	50%	38%
		A					*		EF			L	
Becoming less interested in doing	87	14	72	47	40	43	8	21	14	42	44	62	24
	9%	5%	10%	9%	8%	8%	10%	12%	8%	8%	10%	8%	10%
							*						
Not interested at all	74	13	60	41	33	34	6	21	12	33	41	49	25
	7%	5%	8%	8%	7%	6%	8%	11%	7%	6%	9%	6%	10%
							*	E					
Sigma	1005	258	747	514	491	556	85	181	184	548	457	770	235
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 05/07-05/08

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

2. How much interest in the following types of vacation trips do you have? - Grid Table

	Spa/wellness centers or resorts	Experiencing natural environments and their beauty	National parks, forests	Non-traditional accommodations	Adventure travel	Architectural/historic sites	Time with family or friends
	A	B	C	D	E	F	G
<b>Base: All Respondents (unwtd)</b>	<b>1005</b>	<b>1005</b>	<b>1005</b>	<b>1005</b>	<b>1005</b>	<b>1005</b>	<b>1005</b>
<b>Base: All Respondents (wtd)</b>	<b>1005</b>	<b>1005</b>	<b>1005</b>	<b>1005</b>	<b>1005</b>	<b>1005</b>	<b>1005</b>
Currently planning a trip	109 11%	183 18%	204 20%	88 9%	164 16%	126 13%	367 36%
		ADF	ADF		ADF	D	ABCDEF
Becoming more interested in doing	414 41%	529 53%	517 51%	345 34%	479 48%	554 55%	478 48%
	D	AD	AD		AD	ADEG	AD
Becoming less interested in doing	166 16%	137 14%	147 15%	234 23%	172 17%	158 16%	87 9%
	G	G	G	ABCEFG	G	G	
Not interested at all	316 31%	157 16%	137 14%	338 34%	189 19%	167 17%	74 7%
	BCEFG	G	G	BCEFG	CG	G	
Sigma	1005 100%	1005 100%	1005 100%	1005 100%	1005 100%	1005 100%	1005 100%

Field Dates: 05/07-05/08

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

3\_1. To what extent do you agree or disagree with the following statements? - When I vacation, I try to keep my environmental impact to a minimum

	Total	Gender		Age			Household Income			Region				PID			LIV		
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K- <\$100K	\$100K+	Northeast	Midwest	South	West	Democrat	Republican	Independent	Rural	Suburban	Urban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
<b>Base: All Respondents (unwtd)</b>	<b>1005</b>	<b>474</b>	<b>531</b>	<b>278</b>	<b>356</b>	<b>371</b>	<b>377</b>	<b>451</b>	<b>177</b>	<b>216</b>	<b>217</b>	<b>362</b>	<b>210</b>	<b>366</b>	<b>360</b>	<b>182</b>	<b>210</b>	<b>473</b>	<b>322</b>
<b>Base: All Respondents (wtd)</b>	<b>1005</b>	<b>485</b>	<b>520</b>	<b>297</b>	<b>346</b>	<b>362</b>	<b>373</b>	<b>326</b>	<b>306</b>	<b>179</b>	<b>212</b>	<b>377</b>	<b>237</b>	<b>393</b>	<b>350</b>	<b>174</b>	<b>208</b>	<b>480</b>	<b>317</b>
Top 2 Box (Net)	585	285	300	179	201	205	201	205	179	114	124	220	128	243	203	101	117	254	214
	58%	59%	58%	60%	58%	57%	54%	63%	58%	63%	58%	58%	54%	62%	58%	58%	56%	53%	67%
								F											PQ
Strongly agree	230	116	114	84	71	75	85	86	59	51	37	94	48	98	74	34	54	77	99
	23%	24%	22%	28%	20%	21%	23%	26%	19%	29%	18%	25%	20%	25%	21%	20%	26%	16%	31%
										J									Q
Somewhat agree	355	169	186	95	130	130	116	119	119	62	86	126	80	145	129	66	63	177	115
	35%	35%	36%	32%	37%	36%	31%	37%	39%	35%	41%	33%	34%	37%	37%	38%	30%	37%	36%
Neither agree nor disagree	302	135	167	86	99	117	125	82	94	49	62	113	77	109	91	60	66	169	66
	30%	28%	32%	29%	29%	32%	33%	25%	31%	28%	29%	30%	33%	28%	26%	35%	32%	35%	21%
							G												R
Bottom 2 Box (Net)	118	65	54	32	47	40	47	39	33	16	26	44	32	42	56	13	25	57	37
	12%	13%	10%	11%	13%	11%	13%	12%	11%	9%	12%	12%	14%	11%	16%	7%	12%	12%	12%
															O				
Somewhat disagree	72	38	34	13	29	30	24	23	25	13	13	28	18	25	35	8	18	35	19
	7%	8%	7%	4%	8%	8%	7%	7%	8%	7%	6%	8%	8%	6%	10%	5%	9%	7%	6%
Strongly disagree	46	27	20	18	18	10	23	16	8	3	13	16	14	17	21	5	7	22	17
	5%	5%	4%	6%	5%	3%	6%	5%	3%	2%	6%	4%	6%	4%	6%	3%	3%	5%	6%
Sigma	1005	485	520	297	346	362	373	326	306	179	212	377	237	393	350	174	208	480	317
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 05/07-05/08

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O,P/Q/R

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O,P/Q/R

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

3\_1. To what extent do you agree or disagree with the following statements? - When I vacation, I try to keep my environmental impact to a minimum

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
<b>Base: All Respondents (unwtd)</b>	<b>1005</b>	<b>247</b>	<b>758</b>	<b>516</b>	<b>489</b>	<b>549</b>	<b>80</b>	<b>177</b>	<b>199</b>	<b>555</b>	<b>450</b>	<b>868</b>	<b>137</b>
<b>Base: All Respondents (wtd)</b>	<b>1005</b>	<b>258</b>	<b>747</b>	<b>514</b>	<b>491</b>	<b>556</b>	<b>85</b>	<b>181</b>	<b>184</b>	<b>548</b>	<b>457</b>	<b>770</b>	<b>235</b>
Top 2 Box (Net)	585	157	428	290	295	336	44	100	105	325	260	461	124
	58%	61%	57%	56%	60%	60%	52%	55%	57%	59%	57%	60%	53%
							*						
Strongly agree	230	63	168	133	98	139	15	39	37	135	95	175	56
	23%	24%	22%	26%	20%	25%	17%	21%	20%	25%	21%	23%	24%
							*						
Somewhat agree	355	95	260	158	197	196	30	61	68	191	164	286	68
	35%	37%	35%	31%	40%	35%	35%	34%	37%	35%	36%	37%	29%
					C		*						
Neither agree nor disagree	302	68	234	164	138	147	30	61	64	155	147	221	81
	30%	26%	31%	32%	28%	26%	36%	34%	35%	28%	32%	29%	34%
							*						
Bottom 2 Box (Net)	118	33	85	60	58	74	10	20	15	68	51	88	30
	12%	13%	11%	12%	12%	13%	12%	11%	8%	12%	11%	11%	13%
							*						
Somewhat disagree	72	20	52	39	33	44	6	12	10	46	26	54	18
	7%	8%	7%	8%	7%	8%	8%	7%	5%	8%	6%	7%	8%
							*						
Strongly disagree	46	13	33	21	25	30	4	8	5	21	25	34	12
	5%	5%	4%	4%	5%	5%	5%	4%	3%	4%	5%	4%	5%
							*						
Sigma	1005	258	747	514	491	556	85	181	184	548	457	770	235
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 05/07-05/08

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

3\_2. To what extent do you agree or disagree with the following statements? - I have participated in a form of ecotourism

	Total	Gender		Age			Household Income			Region				PID			LIV		
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K- <\$100K	\$100K+	Northeast	Midwest	South	West	Democrat	Republican	Independent	Rural	Suburban	Urban
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
<b>Base: All Respondents (unwtd)</b>	<b>1005</b>	<b>474</b>	<b>531</b>	<b>278</b>	<b>356</b>	<b>371</b>	<b>377</b>	<b>451</b>	<b>177</b>	<b>216</b>	<b>217</b>	<b>362</b>	<b>210</b>	<b>366</b>	<b>360</b>	<b>182</b>	<b>210</b>	<b>473</b>	<b>322</b>
<b>Base: All Respondents (wtd)</b>	<b>1005</b>	<b>485</b>	<b>520</b>	<b>297</b>	<b>346</b>	<b>362</b>	<b>373</b>	<b>326</b>	<b>306</b>	<b>179</b>	<b>212</b>	<b>377</b>	<b>237</b>	<b>393</b>	<b>350</b>	<b>174</b>	<b>208</b>	<b>480</b>	<b>317</b>
Top 2 Box (Net)	221	141	80	112	82	27	42	98	80	54	43	82	41	85	104	20	26	65	130
	22%	29%	15%	38%	24%	7%	11%	30%	26%	30%	21%	22%	17%	22%	30%	11%	12%	14%	41%
Strongly agree	76	50	26	45	26	6	13	39	24	27	8	35	7	27	44	2	5	21	51
	8%	10%	5%	15%	8%	2%	4%	12%	8%	15%	4%	9%	3%	7%	13%	1%	2%	4%	16%
Somewhat agree	145	91	54	67	56	21	29	59	56	28	35	48	34	57	60	18	21	44	80
	14%	19%	10%	23%	16%	6%	8%	18%	18%	15%	17%	13%	14%	15%	17%	10%	10%	9%	25%
Neither agree nor disagree	269	107	162	79	90	100	103	94	72	38	64	104	64	104	71	60	60	147	62
	27%	22%	31%	27%	26%	28%	28%	29%	24%	21%	30%	28%	27%	26%	20%	34%	29%	31%	19%
Bottom 2 Box (Net)	515	236	279	106	174	235	228	134	153	87	104	191	133	204	175	94	122	268	125
	51%	49%	54%	36%	50%	65%	61%	41%	50%	49%	49%	51%	56%	52%	50%	54%	59%	56%	39%
Somewhat disagree	186	89	97	43	61	82	75	50	61	35	38	72	41	70	66	36	44	102	40
	19%	18%	19%	15%	18%	23%	20%	15%	20%	20%	18%	19%	17%	18%	19%	21%	21%	21%	13%
Strongly disagree	329	147	182	63	113	153	152	84	92	52	66	119	92	134	109	58	78	166	84
	33%	30%	35%	21%	33%	42%	41%	26%	30%	29%	31%	31%	39%	34%	31%	33%	38%	35%	27%
Sigma	1005	485	520	297	346	362	373	326	306	179	212	377	237	393	350	174	208	480	317
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 05/07-05/08

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O,P/Q/R

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O,P/Q/R

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

3.2. To what extent do you agree or disagree with the following statements? - I have participated in a form of ecotourism

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
<b>Base: All Respondents (unwtd)</b>	<b>1005</b>	<b>247</b>	<b>758</b>	<b>516</b>	<b>489</b>	<b>549</b>	<b>80</b>	<b>177</b>	<b>199</b>	<b>555</b>	<b>450</b>	<b>868</b>	<b>137</b>
<b>Base: All Respondents (wtd)</b>	<b>1005</b>	<b>258</b>	<b>747</b>	<b>514</b>	<b>491</b>	<b>556</b>	<b>85</b>	<b>181</b>	<b>184</b>	<b>548</b>	<b>457</b>	<b>770</b>	<b>235</b>
Top 2 Box (Net)	221	72	149	79	142	171	20	18	12	145	76	183	38
	22%	28%	20%	15%	29%	31%	24%	10%	7%	27%	17%	24%	16%
		B			C	GH	GH*			J			
Strongly agree	76	21	56	31	45	67	3	4	3	53	23	62	14
	8%	8%	7%	6%	9%	12%	4%	2%	2%	10%	5%	8%	6%
						GH	*			J			
Somewhat agree	145	51	94	48	97	104	17	15	9	93	52	121	24
	14%	20%	13%	9%	20%	19%	20%	8%	5%	17%	11%	16%	10%
		B			C	GH	GH*			J			
Neither agree nor disagree	269	70	199	155	114	140	22	58	49	149	120	200	69
	27%	27%	27%	30%	23%	25%	26%	32%	26%	27%	26%	26%	29%
				D			*						
Bottom 2 Box (Net)	515	116	399	280	235	246	43	104	123	254	261	387	128
	51%	45%	53%	54%	48%	44%	50%	58%	67%	46%	57%	50%	54%
			A				*	E	EF		I		
Somewhat disagree	186	52	134	101	85	90	18	33	45	100	87	148	39
	19%	20%	18%	20%	17%	16%	21%	18%	25%	18%	19%	19%	16%
							*		E				
Strongly disagree	329	64	265	179	150	155	24	71	78	154	175	240	89
	33%	25%	35%	35%	31%	28%	29%	40%	42%	28%	38%	31%	38%
			A				*	E	E		I		
Sigma	1005	258	747	514	491	556	85	181	184	548	457	770	235
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 05/07-05/08

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

3\_3. To what extent do you agree or disagree with the following statements? - I would be willing to pay a little bit extra to book a hotel or vacation package that I know is environmentally responsible

	Total	Gender		Age			Household Income			Region				PID			LIV		
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K- <\$100K	\$100K+	Northeast	Midwest	South	West	Democrat	Republican	Independent	Rural	Suburban	Urban
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
<b>Base: All Respondents (unwtd)</b>	<b>1005</b>	<b>474</b>	<b>531</b>	<b>278</b>	<b>356</b>	<b>371</b>	<b>377</b>	<b>451</b>	<b>177</b>	<b>216</b>	<b>217</b>	<b>362</b>	<b>210</b>	<b>366</b>	<b>360</b>	<b>182</b>	<b>210</b>	<b>473</b>	<b>322</b>
<b>Base: All Respondents (wtd)</b>	<b>1005</b>	<b>485</b>	<b>520</b>	<b>297</b>	<b>346</b>	<b>362</b>	<b>373</b>	<b>326</b>	<b>306</b>	<b>179</b>	<b>212</b>	<b>377</b>	<b>237</b>	<b>393</b>	<b>350</b>	<b>174</b>	<b>208</b>	<b>480</b>	<b>317</b>
Top 2 Box (Net)	468	243	225	174	169	125	141	168	158	95	82	181	110	217	141	78	75	200	192
	47%	50%	43%	59%	49%	34%	38%	52%	53%	39%	39%	48%	46%	55%	40%	45%	36%	42%	61%
Strongly agree			DE	E				F	F	J				N					PQ
	154	93	61	83	52	19	38	59	58	38	23	61	32	71	57	18	15	48	91
Somewhat agree	15%	19%	12%	28%	15%	5%	10%	18%	19%	21%	11%	16%	14%	18%	16%	10%	7%	10%	29%
		B		DE	E			F	F	J				O					PQ
Neither agree nor disagree	314	150	164	91	117	106	104	110	101	57	60	120	77	146	85	60	61	152	101
	31%	31%	31%	31%	34%	29%	28%	34%	33%	32%	28%	32%	33%	37%	24%	34%	29%	32%	32%
Bottom 2 Box (Net)	296	118	177	73	97	125	127	89	80	50	67	103	75	101	107	51	66	164	65
	29%	24%	34%	25%	28%	35%	34%	27%	26%	28%	32%	27%	32%	26%	31%	29%	32%	34%	21%
Somewhat disagree	242	124	118	50	80	112	105	69	68	34	62	93	53	75	101	45	67	116	59
	24%	26%	23%	17%	23%	31%	28%	21%	22%	19%	29%	25%	22%	19%	29%	26%	32%	24%	19%
Strongly disagree			A					G		I				M		R			
	135	66	69	29	42	64	51	41	43	24	43	40	29	44	49	28	35	70	31
Sigma	13%	14%	13%	10%	12%	18%	14%	13%	14%	13%	20%	11%	12%	11%	14%	16%	17%	15%	10%
											KL								R
	106	57	49	21	38	48	54	28	24	10	19	53	24	31	52	17	32	46	28
	11%	12%	9%	7%	11%	13%	14%	9%	8%	6%	9%	14%	10%	8%	15%	10%	15%	10%	9%
	1005	485	520	297	346	362	373	326	306	179	212	377	237	393	350	174	208	480	317
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 05/07-05/08

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O,P/Q/R

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O,P/Q/R

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

3\_3. To what extent do you agree or disagree with the following statements? - I would be willing to pay a little bit extra to book a hotel or vacation package that I know is environmentally responsible

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
	A	B	C	D	E	F	G	H	I	J	K	L	
<b>Base: All Respondents (unwtd)</b>	<b>1005</b>	<b>247</b>	<b>758</b>	<b>516</b>	<b>489</b>	<b>549</b>	<b>80</b>	<b>177</b>	<b>199</b>	<b>555</b>	<b>450</b>	<b>868</b>	<b>137</b>
<b>Base: All Respondents (wtd)</b>	<b>1005</b>	<b>258</b>	<b>747</b>	<b>514</b>	<b>491</b>	<b>556</b>	<b>85</b>	<b>181</b>	<b>184</b>	<b>548</b>	<b>457</b>	<b>770</b>	<b>235</b>
Top 2 Box (Net)	468	135	333	215	253	301	34	63	70	273	195	358	110
	47%	52%	45%	42%	51%	54%	40%	35%	38%	50%	43%	46%	47%
				C		FGH	*		J				
Strongly agree	154	49	105	67	86	117	9	20	8	105	49	106	47
	15%	19%	14%	13%	18%	21%	11%	11%	4%	19%	11%	14%	20%
						GH	*	H	J				
Somewhat agree	314	86	228	148	166	184	25	43	62	168	146	251	63
	31%	33%	30%	29%	34%	33%	29%	24%	34%	31%	32%	33%	27%
						G	*						
Neither agree nor disagree	296	68	227	174	122	143	25	65	63	134	161	223	73
	29%	26%	30%	34%	25%	26%	30%	36%	34%	25%	35%	29%	31%
				D			*	E	E		I		
Bottom 2 Box (Net)	242	55	187	125	117	113	25	53	51	141	101	190	52
	24%	21%	25%	24%	24%	20%	30%	29%	28%	26%	22%	25%	22%
							*	E					
Somewhat disagree	135	28	107	65	70	64	13	32	27	77	58	106	30
	13%	11%	14%	13%	14%	12%	15%	18%	15%	14%	13%	14%	13%
							*						
Strongly disagree	106	27	79	60	47	49	12	21	24	64	43	84	22
	11%	11%	11%	12%	9%	9%	15%	12%	13%	12%	9%	11%	9%
							*						
Sigma	1005	258	747	514	491	556	85	181	184	548	457	770	235
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 05/07-05/08

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

3\_4. To what extent do you agree or disagree with the following statements? - I enjoy traveling to designated protected areas or natural spaces for vacation or recreation

	Total	Gender		Age			Household Income			Region				PID			LIV		
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K- <\$100K	\$100K+	Northeast	Midwest	South	West	Democrat	Republican	Independent	Rural	Suburban	Urban
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
<b>Base: All Respondents (unwtd)</b>	<b>1005</b>	<b>474</b>	<b>531</b>	<b>278</b>	<b>356</b>	<b>371</b>	<b>377</b>	<b>451</b>	<b>177</b>	<b>216</b>	<b>217</b>	<b>362</b>	<b>210</b>	<b>366</b>	<b>360</b>	<b>182</b>	<b>210</b>	<b>473</b>	<b>322</b>
<b>Base: All Respondents (wtd)</b>	<b>1005</b>	<b>485</b>	<b>520</b>	<b>297</b>	<b>346</b>	<b>362</b>	<b>373</b>	<b>326</b>	<b>306</b>	<b>179</b>	<b>212</b>	<b>377</b>	<b>237</b>	<b>393</b>	<b>350</b>	<b>174</b>	<b>208</b>	<b>480</b>	<b>317</b>
Top 2 Box (Net)	552	292	260	191	202	159	183	192	177	98	122	203	129	225	199	85	95	252	205
	55%	60%	50%	64%	58%	44%	49%	59%	58%	55%	58%	54%	54%	57%	57%	49%	46%	53%	65%
		B		E	E			F											PQ
Strongly agree	204	114	90	91	69	44	61	82	61	41	40	85	38	84	75	30	34	73	97
	20%	24%	17%	31%	20%	12%	16%	25%	20%	23%	19%	23%	16%	21%	21%	17%	17%	15%	31%
		B		DE	E			F											PQ
Somewhat agree	348	178	170	100	133	115	122	110	116	57	82	118	91	141	124	55	61	180	108
	35%	37%	33%	34%	38%	32%	33%	34%	38%	32%	39%	31%	38%	36%	35%	32%	29%	37%	34%
Neither agree nor disagree	297	114	183	74	97	126	128	87	83	51	60	119	68	109	86	66	77	150	71
	30%	24%	35%	25%	28%	35%	34%	27%	27%	28%	28%	31%	29%	28%	24%	38%	37%	31%	22%
			A				C									NN	R	R	
Bottom 2 Box (Net)	156	79	77	32	47	77	62	48	46	30	29	55	41	59	65	22	36	78	41
	15%	16%	15%	11%	14%	21%	17%	15%	15%	17%	14%	15%	17%	15%	19%	13%	17%	16%	13%
							CD												
Somewhat disagree	92	41	52	18	24	50	37	25	31	19	16	36	21	37	35	15	23	56	13
	9%	8%	10%	6%	7%	14%	10%	8%	10%	11%	8%	10%	9%	9%	10%	9%	11%	12%	4%
							CD										R	R	
Strongly disagree	63	38	25	14	23	26	26	23	15	11	13	19	20	22	30	7	13	22	28
	6%	8%	5%	5%	7%	7%	7%	7%	5%	6%	6%	5%	9%	6%	9%	4%	6%	5%	9%
																			Q
Sigma	1005	485	520	297	346	362	373	326	306	179	212	377	237	393	350	174	208	480	317
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 05/07-05/08

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O,P/Q/R

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O,P/Q/R

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

3\_4. To what extent do you agree or disagree with the following statements? - I enjoy traveling to designated protected areas or natural spaces for vacation or recreation

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
	A	B	C	D	E	F	G	H	I	J	K	L	
<b>Base: All Respondents (unwtd)</b>	<b>1005</b>	<b>247</b>	<b>758</b>	<b>516</b>	<b>489</b>	<b>549</b>	<b>80</b>	<b>177</b>	<b>199</b>	<b>555</b>	<b>450</b>	<b>868</b>	<b>137</b>
<b>Base: All Respondents (wtd)</b>	<b>1005</b>	<b>258</b>	<b>747</b>	<b>514</b>	<b>491</b>	<b>556</b>	<b>85</b>	<b>181</b>	<b>184</b>	<b>548</b>	<b>457</b>	<b>770</b>	<b>235</b>
Top 2 Box (Net)	552	152	400	267	285	331	44	84	93	319	233	420	132
	55%	59%	54%	52%	58%	59%	52%	47%	50%	58%	51%	54%	56%
						G	*		J				
Strongly agree	204	55	149	97	107	129	14	35	26	123	81	147	57
	20%	21%	20%	19%	22%	23%	17%	19%	14%	23%	18%	19%	24%
						H	*						
Somewhat agree	348	98	250	170	178	202	30	50	67	196	153	273	75
	35%	38%	34%	33%	36%	36%	35%	27%	36%	36%	33%	35%	32%
							*						
Neither agree nor disagree	297	70	228	165	132	153	26	66	52	140	157	224	73
	30%	27%	30%	32%	27%	27%	31%	37%	28%	26%	34%	29%	31%
							*	E		I			
Bottom 2 Box (Net)	156	36	120	82	74	73	14	30	39	89	67	126	29
	15%	14%	16%	16%	15%	13%	17%	17%	21%	16%	15%	16%	13%
							*		E				
Somewhat disagree	92	22	70	52	40	38	12	19	24	53	39	78	15
	9%	9%	9%	10%	8%	7%	15%	10%	13%	10%	9%	10%	6%
							E*		E				
Strongly disagree	63	14	50	30	33	35	2	11	15	36	28	48	15
	6%	5%	7%	6%	7%	6%	2%	6%	8%	6%	6%	6%	6%
							*						
Sigma	1005	258	747	514	491	556	85	181	184	548	457	770	235
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 05/07-05/08

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

3\_5. To what extent do you agree or disagree with the following statements? - I am willing to pay to protect designated wildlife areas

	Total	Gender		Age			Household Income			Region				PID			LIV		
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K- <\$100K	\$100K+	Northeast	Midwest	South	West	Democrat	Republican	Independent	Rural	Suburban	Urban
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
<b>Base: All Respondents (unwtd)</b>	<b>1005</b>	<b>474</b>	<b>531</b>	<b>278</b>	<b>356</b>	<b>371</b>	<b>377</b>	<b>451</b>	<b>177</b>	<b>216</b>	<b>217</b>	<b>362</b>	<b>210</b>	<b>366</b>	<b>360</b>	<b>182</b>	<b>210</b>	<b>473</b>	<b>322</b>
<b>Base: All Respondents (wtd)</b>	<b>1005</b>	<b>485</b>	<b>520</b>	<b>297</b>	<b>346</b>	<b>362</b>	<b>373</b>	<b>326</b>	<b>306</b>	<b>179</b>	<b>212</b>	<b>377</b>	<b>237</b>	<b>393</b>	<b>350</b>	<b>174</b>	<b>208</b>	<b>480</b>	<b>317</b>
Top 2 Box (Net)	535	272	263	177	185	173	162	180	193	120	100	187	128	240	179	78	95	260	180
	53%	56%	51%	60%	54%	48%	43%	55%	63%	67%	47%	50%	54%	61%	51%	45%	46%	54%	57%
			E				F		F	JKL				NO					P
Strongly agree	165	95	70	71	51	44	43	67	55	45	29	68	23	78	55	21	21	60	85
	16%	20%	14%	24%	15%	12%	11%	21%	18%	25%	14%	18%	10%	20%	16%	12%	10%	12%	27%
		B		DE			F		JL		L		O						PQ
Somewhat agree	370	177	193	106	135	129	119	112	138	75	71	119	104	161	124	58	74	200	95
	37%	37%	37%	36%	39%	36%	32%	34%	45%	42%	34%	32%	44%	41%	36%	33%	36%	30%	30%
								FG	K				K						R
Neither agree nor disagree	287	119	168	68	90	129	126	84	77	36	59	122	70	102	91	59	67	142	78
	29%	25%	32%	23%	26%	36%	34%	26%	25%	20%	28%	32%	30%	26%	26%	34%	32%	30%	25%
			A			CD	G					I							
Bottom 2 Box (Net)	183	93	90	52	71	60	85	62	36	23	53	68	39	52	79	37	46	78	59
	18%	19%	17%	18%	21%	16%	23%	19%	12%	13%	25%	18%	16%	13%	23%	21%	22%	16%	19%
							H	H			I			M	M				
Somewhat disagree	107	56	51	30	41	36	44	38	26	15	40	34	18	27	50	22	29	51	27
	11%	12%	10%	10%	12%	10%	12%	12%	9%	8%	19%	9%	8%	7%	14%	13%	14%	11%	9%
											IKL				M				
Strongly disagree	75	37	38	22	30	24	41	24	10	8	13	33	21	24	29	15	17	27	32
	8%	8%	7%	7%	9%	7%	11%	8%	3%	4%	6%	9%	9%	6%	8%	8%	8%	6%	10%
							H	H											
Sigma	1005	485	520	297	346	362	373	326	306	179	212	377	237	393	350	174	208	480	317
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 05/07-05/08

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O,P/Q/R

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O,P/Q/R

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

3\_5. To what extent do you agree or disagree with the following statements? - I am willing to pay to protect designated wildlife areas

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
<b>Base: All Respondents (unwtd)</b>	<b>1005</b>	<b>247</b>	<b>758</b>	<b>516</b>	<b>489</b>	<b>549</b>	<b>80</b>	<b>177</b>	<b>199</b>	<b>555</b>	<b>450</b>	<b>868</b>	<b>137</b>
<b>Base: All Respondents (wtd)</b>	<b>1005</b>	<b>258</b>	<b>747</b>	<b>514</b>	<b>491</b>	<b>556</b>	<b>85</b>	<b>181</b>	<b>184</b>	<b>548</b>	<b>457</b>	<b>770</b>	<b>235</b>
Top 2 Box (Net)	535	140	395	242	294	317	45	76	98	309	226	410	126
	53%	54%	53%	47%	60%	57%	53%	42%	53%	56%	49%	53%	54%
					C	G	*						
Strongly agree	165	43	122	77	89	109	8	22	26	102	64	129	36
	16%	17%	16%	15%	18%	20%	10%	12%	14%	19%	14%	17%	15%
						G	*						
Somewhat agree	370	97	273	165	205	207	36	54	72	208	162	280	89
	37%	38%	37%	32%	42%	37%	43%	30%	39%	38%	35%	36%	38%
					C		*						
Neither agree nor disagree	287	66	220	164	123	143	23	69	51	143	144	224	63
	29%	26%	30%	32%	25%	26%	28%	38%	28%	26%	31%	29%	27%
				D			*	E					
Bottom 2 Box (Net)	183	51	132	109	74	97	16	35	34	95	88	137	46
	18%	20%	18%	21%	15%	17%	19%	20%	19%	17%	19%	18%	20%
				D			*						
Somewhat disagree	107	35	72	64	43	54	12	23	19	59	48	84	24
	11%	14%	10%	12%	9%	10%	14%	13%	10%	11%	11%	11%	10%
							*						
Strongly disagree	75	16	59	45	31	43	5	13	15	36	39	53	22
	8%	6%	8%	9%	6%	8%	6%	7%	8%	7%	9%	7%	9%
							*						
Sigma	1005	258	747	514	491	556	85	181	184	548	457	770	235
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 05/07-05/08

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

3\_6. To what extent do you agree or disagree with the following statements? - A vacation is for learning and experiencing new things

	Total	Gender		Age			Household Income			Region				PID			LIV		
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K- <\$100K	\$100K+	Northeast	Midwest	South	West	Democrat	Republican	Independent	Rural	Suburban	Urban
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
<b>Base: All Respondents (unwtd)</b>	<b>1005</b>	<b>474</b>	<b>531</b>	<b>278</b>	<b>356</b>	<b>371</b>	<b>377</b>	<b>451</b>	<b>177</b>	<b>216</b>	<b>217</b>	<b>362</b>	<b>210</b>	<b>366</b>	<b>360</b>	<b>182</b>	<b>210</b>	<b>473</b>	<b>322</b>
<b>Base: All Respondents (wtd)</b>	<b>1005</b>	<b>485</b>	<b>520</b>	<b>297</b>	<b>346</b>	<b>362</b>	<b>373</b>	<b>326</b>	<b>306</b>	<b>179</b>	<b>212</b>	<b>377</b>	<b>237</b>	<b>393</b>	<b>350</b>	<b>174</b>	<b>208</b>	<b>480</b>	<b>317</b>
Top 2 Box (Net)	753	365	388	234	261	258	266	243	244	145	155	280	173	309	262	123	146	356	250
	75%	75%	75%	79%	75%	71%	71%	75%	80%	81%	73%	74%	73%	79%	75%	71%	70%	74%	79%
Strongly agree	308	136	172	118	106	84	106	115	87	65	64	113	67	132	102	50	56	133	119
	31%	28%	33%	40%	31%	23%	28%	35%	28%	36%	30%	30%	28%	34%	29%	29%	27%	28%	38%
Somewhat agree	445	229	216	117	154	174	160	129	157	80	91	167	106	177	161	73	90	223	132
	44%	47%	42%	39%	45%	48%	43%	39%	51%	45%	43%	44%	45%	45%	46%	42%	43%	47%	42%
Neither agree nor disagree	166	69	97	40	60	66	74	53	39	19	30	74	42	53	47	39	40	83	43
	17%	14%	19%	13%	17%	18%	20%	16%	13%	11%	14%	20%	18%	14%	13%	23%	19%	17%	13%
Bottom 2 Box (Net)	86	52	35	22	26	38	33	30	24	15	26	23	22	31	41	11	22	41	23
	9%	11%	7%	8%	7%	11%	9%	9%	8%	8%	12%	6%	9%	8%	12%	6%	10%	9%	7%
Somewhat disagree	56	30	26	12	16	28	17	16	22	11	16	14	14	15	29	9	15	31	9
	6%	6%	5%	4%	5%	8%	5%	5%	7%	6%	8%	4%	6%	4%	8%	5%	7%	7%	3%
Strongly disagree	31	22	9	11	10	10	15	14	1	4	10	9	8	16	11	2	7	10	14
	3%	4%	2%	4%	3%	3%	4%	4%	*	2%	5%	2%	3%	4%	3%	1%	3%	2%	4%
Sigma	1005	485	520	297	346	362	373	326	306	179	212	377	237	393	350	174	208	480	317
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 05/07-05/08

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O,P/Q/R

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O,P/Q/R

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

3\_6. To what extent do you agree or disagree with the following statements? - A vacation is for learning and experiencing new things

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
<b>Base: All Respondents (unwtd)</b>	<b>1005</b>	<b>247</b>	<b>758</b>	<b>516</b>	<b>489</b>	<b>549</b>	<b>80</b>	<b>177</b>	<b>199</b>	<b>555</b>	<b>450</b>	<b>868</b>	<b>137</b>
<b>Base: All Respondents (wtd)</b>	<b>1005</b>	<b>258</b>	<b>747</b>	<b>514</b>	<b>491</b>	<b>556</b>	<b>85</b>	<b>181</b>	<b>184</b>	<b>548</b>	<b>457</b>	<b>770</b>	<b>235</b>
Top 2 Box (Net)	753	207	546	365	388	442	65	117	129	419	334	566	187
	75%	80%	73%	71%	79%	79%	77%	65%	70%	77%	73%	73%	80%
					C	GH	*						
Strongly agree	308	91	217	158	150	198	25	46	39	170	138	221	87
	31%	35%	29%	31%	30%	36%	29%	25%	21%	31%	30%	29%	37%
						GH	*						
Somewhat agree	445	115	330	207	238	244	40	71	89	249	196	344	101
	44%	45%	44%	40%	49%	44%	48%	39%	49%	45%	43%	45%	43%
					C		*						
Neither agree nor disagree	166	37	129	100	66	72	10	48	36	72	94	131	35
	17%	14%	17%	19%	13%	13%	12%	26%	20%	13%	21%	17%	15%
					D		*	EF	E		I		
Bottom 2 Box (Net)	86	15	72	49	37	42	9	16	19	57	29	74	12
	9%	6%	10%	10%	8%	8%	10%	9%	10%	10%	6%	10%	5%
							*						
Somewhat disagree	56	7	49	35	20	27	7	9	13	41	15	50	5
	6%	3%	7%	7%	4%	5%	8%	5%	7%	7%	3%	7%	2%
			A				*			J			
Strongly disagree	31	8	23	14	17	16	2	8	6	16	15	24	7
	3%	3%	3%	3%	3%	3%	2%	4%	3%	3%	3%	3%	3%
							*						
Sigma	1005	258	747	514	491	556	85	181	184	548	457	770	235
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 05/07-05/08

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

3\_7. To what extent do you agree or disagree with the following statements? - A vacation should change you and your perspective in some way

	Total	Gender		Age			Household Income			Region				PID			LIV		
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K- <\$100K	\$100K+	Northeast	Midwest	South	West	Democrat	Republican	Independent	Rural	Suburban	Urban
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
<b>Base: All Respondents (unwtd)</b>	<b>1005</b>	<b>474</b>	<b>531</b>	<b>278</b>	<b>356</b>	<b>371</b>	<b>377</b>	<b>451</b>	<b>177</b>	<b>216</b>	<b>362</b>	<b>210</b>	<b>366</b>	<b>360</b>	<b>182</b>	<b>210</b>	<b>473</b>	<b>322</b>	
<b>Base: All Respondents (wtd)</b>	<b>1005</b>	<b>485</b>	<b>520</b>	<b>297</b>	<b>346</b>	<b>362</b>	<b>373</b>	<b>326</b>	<b>306</b>	<b>179</b>	<b>212</b>	<b>377</b>	<b>237</b>	<b>393</b>	<b>350</b>	<b>174</b>	<b>208</b>	<b>480</b>	<b>317</b>
Top 2 Box (Net)	595	296	300	205	202	188	214	202	179	112	122	229	132	261	206	86	114	260	222
	59%	61%	58%	69%	58%	52%	57%	62%	59%	62%	58%	61%	56%	66%	59%	49%	55%	54%	70%
			DE										O						PQ
Strongly agree	233	118	115	107	82	45	86	77	71	46	45	94	49	105	82	30	35	82	116
	23%	24%	22%	36%	24%	12%	23%	23%	23%	26%	21%	25%	21%	27%	23%	17%	17%	17%	37%
			DE	E									O						PQ
Somewhat agree	362	177	184	98	121	143	128	125	109	66	77	136	83	155	124	55	79	178	105
	36%	37%	35%	33%	35%	39%	34%	38%	36%	37%	36%	36%	35%	39%	36%	32%	38%	37%	33%
Neither agree nor disagree	279	120	159	60	106	113	111	87	81	46	63	105	66	93	85	63	70	153	56
	28%	25%	31%	20%	30%	31%	30%	27%	26%	25%	30%	28%	28%	24%	24%	36%	33%	32%	18%
			C	C											MN	R	R		
Bottom 2 Box (Net)	131	70	61	31	39	61	48	37	46	22	27	43	39	40	59	25	24	68	39
	13%	14%	12%	11%	11%	17%	13%	11%	15%	12%	13%	11%	17%	10%	17%	14%	12%	14%	12%
														M					
Somewhat disagree	92	48	43	22	26	44	35	22	35	14	19	32	26	23	42	21	17	51	24
	9%	10%	8%	7%	7%	12%	9%	7%	12%	8%	9%	8%	11%	6%	12%	12%	8%	11%	8%
														M	M				
Strongly disagree	39	21	18	10	13	16	14	15	10	7	7	11	13	17	17	4	7	17	15
	4%	4%	3%	3%	4%	5%	4%	5%	3%	4%	4%	3%	5%	4%	5%	2%	4%	4%	5%
Sigma	1005	485	520	297	346	362	373	326	306	179	212	377	237	393	350	174	208	480	317
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 05/07-05/08

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O,P/Q/R

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O,P/Q/R

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

3\_7. To what extent do you agree or disagree with the following statements? - A vacation should change you and your perspective in some way

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
<b>Base: All Respondents (unwtd)</b>	<b>1005</b>	<b>247</b>	<b>758</b>	<b>516</b>	<b>489</b>	<b>549</b>	<b>80</b>	<b>177</b>	<b>199</b>	<b>555</b>	<b>450</b>	<b>868</b>	<b>137</b>
<b>Base: All Respondents (wtd)</b>	<b>1005</b>	<b>258</b>	<b>747</b>	<b>514</b>	<b>491</b>	<b>556</b>	<b>85</b>	<b>181</b>	<b>184</b>	<b>548</b>	<b>457</b>	<b>770</b>	<b>235</b>
Top 2 Box (Net)	595	165	430	301	294	343	54	99	99	335	260	438	158
	59%	64%	58%	58%	60%	62%	64%	55%	54%	61%	57%	57%	67%
							*						K
Strongly agree	233	75	158	121	112	156	22	33	23	140	93	164	70
	23%	29%	21%	24%	23%	28%	26%	18%	13%	26%	20%	21%	30%
		B				GH	H*						K
Somewhat agree	362	90	272	180	182	188	32	66	76	195	167	274	88
	36%	35%	36%	35%	37%	34%	38%	37%	41%	36%	37%	36%	37%
							*						
Neither agree nor disagree	279	70	209	148	131	145	16	61	56	136	143	229	50
	28%	27%	28%	29%	27%	26%	19%	34%	31%	25%	31%	30%	21%
							*	F					
Bottom 2 Box (Net)	131	23	108	66	65	68	14	21	28	77	54	104	27
	13%	9%	14%	13%	13%	12%	16%	12%	15%	14%	12%	13%	11%
							*						
Somewhat disagree	92	13	79	50	42	49	7	16	19	57	35	73	19
	9%	5%	11%	10%	9%	9%	9%	9%	11%	10%	8%	10%	8%
			A				*						
Strongly disagree	39	10	29	16	23	19	6	5	9	20	19	30	8
	4%	4%	4%	3%	5%	3%	8%	3%	5%	4%	4%	4%	4%
							*						
Sigma	1005	258	747	514	491	556	85	181	184	548	457	770	235
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 05/07-05/08

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

3. To what extent do you agree or disagree with the following statements? - Top 2 Box Summary

	Total	Gender		Age			Household Income			Region				PID			LIV		
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K- <\$100K	\$100K+	Northeast	Midwest	South	West	Democrat	Republican	Independent	Rural	Suburban	Urban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
When I vacation, I try to keep my environmental impact to a minimum	585	285	300	179	201	205	201	205	179	114	124	220	128	243	203	101	117	254	214
	58%	59%	58%	60%	58%	57%	54%	63%	58%	63%	58%	54%	62%	58%	58%	56%	53%	67%	
							F											PQ	
I have participated in a form of ecotourism	221	141	80	112	82	27	42	98	80	54	43	82	41	85	104	20	26	65	130
	22%	29%	15%	38%	24%	7%	11%	30%	26%	30%	21%	22%	17%	22%	30%	11%	12%	14%	41%
		B	DE	E			F	F	JL					O	MO				PQ
I would be willing to pay a little bit extra to book a hotel or vacation package that I know is environmentally responsible	468	243	225	174	169	125	141	168	158	95	82	181	110	217	141	78	75	200	192
	47%	50%	43%	59%	49%	34%	38%	52%	52%	53%	39%	48%	46%	55%	40%	45%	36%	42%	61%
				DE	E		F	F	J					N					PQ
I enjoy traveling to designated protected areas or natural spaces for vacation or recreation	552	292	260	191	202	159	183	192	177	98	122	203	129	225	199	85	95	252	205
	55%	60%	50%	64%	58%	44%	49%	59%	58%	55%	58%	54%	54%	57%	57%	49%	46%	53%	65%
		B		E	E		F												PQ
I am willing to pay to protect designated wildlife areas	535	272	263	177	185	173	162	180	193	120	100	187	128	240	179	78	95	260	180
	53%	56%	51%	60%	54%	48%	43%	55%	63%	67%	47%	50%	54%	61%	51%	45%	46%	54%	57%
				E			F	F	JKL					NO					P
A vacation is for learning and experiencing new things	753	365	388	234	261	258	266	243	244	145	155	280	173	309	262	123	146	356	250
	75%	75%	75%	79%	75%	71%	71%	75%	80%	81%	73%	74%	73%	79%	75%	71%	70%	74%	79%
																			P
A vacation should change you and your perspective in some way	595	296	300	205	202	188	214	202	179	112	122	229	132	261	206	86	114	260	222
	59%	61%	58%	69%	58%	52%	57%	62%	59%	62%	58%	61%	56%	66%	59%	49%	55%	54%	70%
				DE										O					PQ

Field Dates: 05/07-05/08

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H,I/J/K/L,M/N/O,P/Q/R

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H,I/J/K/L,M/N/O,P/Q/R

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

3. To what extent do you agree or disagree with the following statements? - Top 2 Box Summary

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
When I vacation, I try to keep my environmental impact to a minimum	585	157	428	290	295	336	44	100	105	325	260	461	124
	58%	61%	57%	56%	60%	60%	52%	55%	57%	59%	57%	60%	53%
I have participated in a form of ecotourism	221	72	149	79	142	171	20	18	12	145	76	183	38
	22%	28%	20%	15%	29%	31%	24%	10%	7%	27%	17%	24%	16%
		B			C	GH	GH*			J			
I would be willing to pay a little bit extra to book a hotel or vacation package that I know is environmentally responsible	468	135	333	215	253	301	34	63	70	273	195	358	110
	47%	52%	45%	42%	51%	54%	40%	35%	38%	50%	43%	46%	47%
					C	FGH	*			J			
I enjoy traveling to designated protected areas or natural spaces for vacation or recreation	552	152	400	267	285	331	44	84	93	319	233	420	132
	55%	59%	54%	52%	58%	59%	52%	47%	50%	58%	51%	54%	56%
						G	*			J			
I am willing to pay to protect designated wildlife areas	535	140	395	242	294	317	45	76	98	309	226	410	126
	53%	54%	53%	47%	60%	57%	53%	42%	53%	56%	49%	53%	54%
					C	G	*						
A vacation is for learning and experiencing new things	753	207	546	365	388	442	65	117	129	419	334	566	187
	75%	80%	73%	71%	79%	79%	77%	65%	70%	77%	73%	73%	80%
					C	GH	*						
A vacation should change you and your perspective in some way	595	165	430	301	294	343	54	99	99	335	260	438	158
	59%	64%	58%	58%	60%	62%	64%	55%	54%	61%	57%	57%	67%
							*						K

Field Dates: 05/07-05/08

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)

3. To what extent do you agree or disagree with the following statements? - Bottom 2 Box Summary

	Total	Gender		Age			Household Income			Region				PID			LIV		
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K- <\$100K	\$100K+	Northeast	Midwest	South	West	Democrat	Republican	Independent	Rural	Suburban	Urban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
When I vacation, I try to keep my environmental impact to a minimum	118	65	54	32	47	40	47	39	33	16	26	44	32	42	56	13	25	57	37
	12%	13%	10%	11%	13%	11%	13%	12%	11%	9%	12%	12%	14%	11%	16%	7%	12%	12%	12%
I have participated in a form of ecotourism	515	236	279	106	174	235	228	134	153	87	104	191	133	204	175	94	122	268	125
	51%	49%	54%	36%	50%	65%	61%	41%	50%	49%	49%	51%	56%	52%	50%	54%	59%	56%	39%
I would be willing to pay a little bit extra to book a hotel or vacation package that I know is environmentally responsible	242	124	118	50	80	112	105	69	68	34	62	93	53	75	101	45	67	116	59
	24%	26%	23%	17%	23%	31%	28%	21%	22%	19%	29%	25%	22%	19%	29%	26%	32%	24%	19%
I enjoy traveling to designated protected areas or natural spaces for vacation or recreation	156	79	77	32	47	77	62	48	46	30	29	55	41	59	65	22	36	78	41
	15%	16%	15%	11%	14%	21%	17%	15%	15%	17%	14%	15%	17%	15%	19%	13%	17%	16%	13%
I am willing to pay to protect designated wildlife areas	183	93	90	52	71	60	85	62	36	23	53	68	39	52	79	37	46	78	59
	18%	19%	17%	18%	21%	16%	23%	19%	12%	13%	25%	18%	16%	13%	23%	21%	22%	16%	19%
A vacation is for learning and experiencing new things	86	52	35	22	26	38	33	30	24	15	26	23	22	31	41	11	22	41	23
	9%	11%	7%	8%	7%	11%	9%	9%	8%	8%	12%	6%	9%	8%	12%	6%	10%	9%	7%
A vacation should change you and your perspective in some way	131	70	61	31	39	61	48	37	46	22	27	43	39	40	59	25	24	68	39
	13%	14%	12%	11%	11%	17%	13%	11%	15%	12%	13%	11%	17%	10%	17%	14%	12%	14%	12%

Field Dates: 05/07-05/08

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H,I/J/K/L,M/N/O,P/Q/R

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H,I/J/K/L,M/N/O,P/Q/R

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of contents](#)