

1. How confident are you that you will take a summer vacation this year? Would you say...

| | Total | Gender | | Age | | | Household Income | | | Region | | | |
|---|-------------|------------|-------------|------------|------------|------------|------------------|----------------|------------|------------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Under \$50K | \$50K- <\$100K | \$100K+ | Northeast | Midwest | South | West |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All Respondents (unwtd) | 2009 | 943 | 1066 | 529 | 735 | 745 | 759 | 807 | 443 | 370 | 490 | 749 | 400 |
| Base: All Respondents (wtd) | 2009 | 970 | 1039 | 581 | 661 | 766 | 605 | 779 | 624 | 348 | 416 | 765 | 480 |
| Top 2 Box (Net) | 1213 | 647 | 567 | 423 | 399 | 391 | 257 | 490 | 466 | 206 | 245 | 490 | 273 |
| | 60% | 67% | 55% | 73% | 60% | 51% | 42% | 63% | 75% | 59% | 59% | 64% | 57% |
| | | B | | DE | E | | | F | FG | | | L | |
| Very confident | 643 | 341 | 302 | 221 | 219 | 204 | 119 | 268 | 257 | 106 | 115 | 282 | 141 |
| | 32% | 35% | 29% | 38% | 33% | 27% | 20% | 34% | 41% | 30% | 28% | 37% | 29% |
| | | B | | E | E | | | F | FG | | | JL | |
| Somewhat confident | 570 | 306 | 264 | 202 | 181 | 187 | 138 | 223 | 209 | 100 | 131 | 208 | 131 |
| | 28% | 32% | 25% | 35% | 27% | 24% | 23% | 29% | 34% | 29% | 31% | 27% | 27% |
| | | B | | DE | | | | F | F | | | | |
| Bottom 2 Box (Net) | 583 | 233 | 350 | 107 | 200 | 277 | 262 | 216 | 105 | 97 | 127 | 197 | 162 |
| | 29% | 24% | 34% | 18% | 30% | 36% | 43% | 28% | 17% | 28% | 31% | 26% | 34% |
| | | | A | | C | CD | GH | H | | | | | K |
| Not very confident | 245 | 112 | 133 | 52 | 97 | 96 | 81 | 108 | 56 | 36 | 53 | 84 | 72 |
| | 12% | 12% | 13% | 9% | 15% | 13% | 13% | 14% | 9% | 10% | 13% | 11% | 15% |
| | | | | | C | | H | H | | | | | |
| Not at all confident | 338 | 121 | 216 | 55 | 102 | 180 | 180 | 109 | 49 | 61 | 74 | 113 | 90 |
| | 17% | 13% | 21% | 9% | 15% | 24% | 30% | 14% | 8% | 17% | 18% | 15% | 19% |
| | | | A | | C | CD | GH | H | | | | | |
| You won't take a summer vacation, but intend to take an annual vacation at another time this year | 170 | 68 | 102 | 33 | 48 | 89 | 70 | 58 | 42 | 37 | 37 | 59 | 36 |
| | 8% | 7% | 10% | 6% | 7% | 12% | 12% | 7% | 7% | 11% | 9% | 8% | 8% |
| | | | A | | | CD | GH | | | | | | |
| You've already taken your annual vacation and won't travel this summer | 43 | 22 | 20 | 19 | 14 | 9 | 17 | 14 | 12 | 9 | 7 | 18 | 9 |
| | 2% | 2% | 2% | 3% | 2% | 1% | 3% | 2% | 2% | 2% | 2% | 2% | 2% |
| | | | | E | | | | | | | | | |
| Sigma | 2009 | 970 | 1039 | 581 | 661 | 766 | 605 | 779 | 624 | 348 | 416 | 765 | 480 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Field Dates: 5/24-5/26

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 (*)

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2. Why aren't you confident that you'll take a summer vacation this year?

| | Total | Gender | | Age | | | Household Income | | | Region | | | |
|--|-------------|-------------|-------------|-------------|-------------|-------------|------------------|---------------|-------------|-------------|-------------|-------------|-------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Under \$50K | \$50K-<\$100K | \$100K+ | Northeast | Midwest | South | West |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All Answering (unwtd) | 641 | 261 | 380 | 114 | 238 | 289 | 319 | 248 | 74 | 118 | 165 | 216 | 142 |
| Base: All Answering (wtd) | 583 | 233 | 350 | 107 | 200 | 277 | 262 | 216 | 105 | 97 | 127 | 197 | 162 |
| You don't want to spend the money | 222 38% | 74 32% | 148 42% | 36 34% | 94 47% | 91 33% | 112 43% | 73 34% | 37 35% | 29 30% | 59 46% | 72 36% | 62 39% |
| | | | A | * | CE | | | | * | * | I | | |
| You don't want to take the time off from work | 61 11% | 35 15% | 27 8% | 15 14% | 35 17% | 12 4% | 25 9% | 25 12% | 11 11% | 10 11% | 12 10% | 15 8% | 24 15% |
| | | B | | E* | E | | | | * | * | | | |
| You don't want to take the time due to another personal obligation outside of work | 48 8% | 25 11% | 23 7% | 25 24% | 17 9% | 5 2% | 17 7% | 19 9% | 12 11% | 3 3% | 5 4% | 23 12% | 17 10% |
| | | | | DE* | E | | | | * | * | IJ | I | |
| You don't want to because planning a vacation is stressful or time-consuming | 72 12% | 32 14% | 40 11% | 26 24% | 23 12% | 23 8% | 25 10% | 32 15% | 15 14% | 9 10% | 9 7% | 26 13% | 27 17% |
| | | | | DE* | | | | | * | * | | | J |
| You don't want to for another reason | 259 44% | 103 44% | 156 45% | 24 23% | 72 36% | 163 59% | 111 42% | 97 45% | 52 49% | 53 55% | 55 44% | 89 45% | 62 38% |
| | | | | * | C | CD | | | * | L* | | | |
| Sigma | 662 114% | 268 115% | 394 113% | 127 119% | 241 121% | 294 106% | 289 111% | 246 114% | 126 121% | 104 108% | 141 111% | 225 114% | 192 119% |

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- Column Means:

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

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

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3. How much do you anticipate spending on vacation this summer?

| | Total | Gender | | Age | | | Household Income | | | Region | | | |
|--------------------------------------|--------------|-------------|--------------|-------------|-------------|-------------|------------------|---------------|-------------|-------------|-------------|-------------|-------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Under \$50K | \$50K-<\$100K | \$100K+ | Northeast | Midwest | South | West |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All Respondents (unwtd) | 2009 | 943 | 1066 | 529 | 735 | 745 | 759 | 807 | 443 | 370 | 490 | 749 | 400 |
| Base: All Respondents (wtd) | 2009 | 970 | 1039 | 581 | 661 | 766 | 605 | 779 | 624 | 348 | 416 | 765 | 480 |
| \$0 - \$1000 | 334 17% | 193 20% | 141 14% | 156 27% | 96 14% | 82 11% | 94 16% | 138 18% | 102 16% | 50 14% | 66 16% | 146 19% | 72 15% |
| | | B | | DE | | | | | | | | | |
| \$1001 - \$2000 | 166 8% | 90 9% | 76 7% | 53 9% | 57 9% | 56 7% | 26 4% | 72 9% | 67 11% | 23 7% | 40 10% | 54 7% | 48 10% |
| | | | | | | | | F | F | | | | |
| \$2001 - \$3000 | 88 4% | 56 6% | 32 3% | 22 4% | 40 6% | 26 3% | 3 1% | 32 4% | 52 8% | 14 4% | 10 2% | 45 6% | 19 4% |
| | | B | | | E | | | F | FG | | | J | |
| \$3001 - \$4000 | 44 2% | 31 3% | 13 1% | 5 1% | 17 3% | 22 3% | 4 1% | 11 1% | 30 5% | 8 2% | 10 2% | 19 2% | 7 1% |
| | | B | | | C | C | | | FG | | | | |
| \$4001 - \$5000 | 47 2% | 27 3% | 20 2% | 10 2% | 20 3% | 16 2% | 6 1% | 8 1% | 33 5% | 7 2% | 6 2% | 20 3% | 13 3% |
| | | | | | | | | | FG | | | | |
| \$5001 - \$6000 | 8 * | 7 1% | 1 * | 6 1% | 2 * | 1 * | - - | 6 1% | 2 * | - - | - - | 5 1% | 3 1% |
| | | B | | | | | | F | | | | | |
| \$7001 - \$8000 | 2 * | 2 * | 1 * | 1 * | 2 * | - - | 1 * | - - | 2 * | - - | 2 * | - - | 1 * |
| | | | | | | | | | | | | | |
| \$9001 - \$10000 | 8 * | 6 1% | 1 * | 5 1% | 2 * | 1 * | * * | 4 1% | 3 1% | 2 1% | * * | 5 1% | 1 * |
| | | | | | | | | | | | | | |
| \$11001 - \$12000 | 1 * | 1 * | - - | - - | 1 * | - - | 1 * | - - | - - | - - | - - | 1 * | - - |
| | | | | | | | | | | | | | |
| \$12001 - \$13000 | 2 * | - - | 2 * | - - | - - | 2 * | - - | - - | 2 * | 2 * | - - | - - | - - |
| | | | | | | | | | | | | | |
| \$19001 - \$20000 | 8 * | 7 1% | 2 * | 4 1% | 1 * | 4 * | - - | 4 * | 5 1% | 4 1% | - - | 1 * | 4 1% |
| | | | | | | | | | | | | | |
| \$24001 - \$25000 | 1 * | 1 * | 1 * | 1 * | - - | - - | 1 * | 1 * | - - | - - | - - | 1 * | 1 * |
| | | | | | | | | | | | | | |
| \$29001 - \$30000 | 2 * | 2 * | - - | 1 * | 1 * | - - | - - | 1 * | 1 * | 1 * | - - | - - | 1 * |
| | | | | | | | | | | | | | |
| \$35001 - \$36000 | 1 * | 1 * | - - | 1 * | - - | - - | 1 * | - - | - - | - - | 1 * | - - | - - |
| | | | | | | | | | | | | | |
| \$39001 - \$40000 | 1 * | 1 * | - - | - - | 1 * | - - | - - | - - | 1 * | 1 * | - - | - - | - - |
| | | | | | | | | | | | | | |
| \$49001 - \$50000 | 4 * | 4 * | - - | 4 1% | - - | - - | - - | 4 * | - - | - - | 4 1% | - - | - - |
| | | | | | | | | | | | K | | |
| \$54001 - \$55000 | 2 * | - - | 2 * | 2 * | - - | - - | - - | 2 * | - - | - - | - - | 2 * | - - |
| | | | | | | | | | | | | | |
| \$73001 - \$74000 | 1 * | 1 * | - - | 1 * | - - | - - | - - | 1 * | - - | - - | - - | 1 * | - - |
| | | | | | | | | | | | | | |
| No Answer | 1291 64% | 541 56% | 749 72% | 312 54% | 421 64% | 558 73% | 468 77% | 497 64% | 325 52% | 238 68% | 277 67% | 467 61% | 309 64% |
| | | | A | | C | CD | GH | H | | K | | | |
| Sigma | 2009 100% | 970 100% | 1039 100% | 581 100% | 661 100% | 766 100% | 605 100% | 779 100% | 624 100% | 348 100% | 416 100% | 765 100% | 480 100% |
| Mean | 2121.6 | 2268.1 | 1907.5 | 1862.4 | 2190.6 | 2368.7 | 1363.8 | 1985.4 | 2595.4 | 2623.5 | 1678.5 | 2020.7 | 2330.5 |
| | | | | | | | | F | F | J* | | | * |
| STD.DEV. | 2838.82 | 3083.59 | 2426.61 | 3178.49 | 2226.91 | 2993.88 | 2316.22 | 2842.47 | 2969.61 | 3910.64 | 1503.47 | 2441.64 | 3391.65 |
| STD.ERR. | 106.67 | 150.37 | 143.06 | 196.43 | 144.25 | 207.57 | 198.41 | 171.43 | 172.31 | 375.72 | 129.24 | 142.09 | 260.69 |

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