

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

		Gender		
	Total	Male	Female	Other/Pref er not to answer
		A	B	C
Base: All Respondents (unwtd)	2010	957	1039	14
Base: All Respondents (wtd)	2010	961	1029	20
Top 2 Box (Net)	1225	627	590	8
	61%	65%	57%	41%
		B		**
Very confident	693	338	349	5
	34%	35%	34%	26%
				**
Somewhat confident	533	289	241	3
	27%	30%	23%	14%
		B		**
Bottom 2 Box (Net)	629	272	352	5
	31%	28%	34%	24%
			A	**
Not very confident	272	120	150	2
	14%	13%	15%	10%
				**
Not at all confident	357	152	202	3
	18%	16%	20%	14%
				**
You won't take a summer vacation, but intend to take an annual vacation at another time this year	129	50	71	7
	6%	5%	7%	35%
				**
You've already taken your annual vacation and won't travel this summer	27	11	16	-
	1%	1%	2%	-
				**
Sigma	2010	961	1029	20
	100%	100%	100%	100%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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		Age		
	Total	18-34	35-54	55+
		D	E	F
Base: All Respondents (unwtd)	2010	518	753	739
Base: All Respondents (wtd)	2010	589	659	763
Top 2 Box (Net)	1225	396	424	405
	61%	67%	64%	53%
		F	F	
Very confident	693	225	228	239
	34%	38%	35%	31%
		F		
Somewhat confident	533	171	196	166
	27%	29%	30%	22%
		F	F	
Bottom 2 Box (Net)	629	146	194	289
	31%	25%	29%	38%
				DE
Not very confident	272	72	89	110
	14%	12%	14%	14%
Not at all confident	357	74	105	179
	18%	13%	16%	23%
				DE
You won't take a summer vacation, but intend to take an annual vacation at another time this year	129	43	29	57
	6%	7%	4%	7%
				E
You've already taken your annual vacation and won't travel this summer	27	3	12	12
	1%	1%	2%	2%
Sigma	2010	589	659	763
	100%	100%	100%	100%

Field Dates: 5/2-5/4

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

		Household Income		
	Total	Under \$50K	\$50K- <\$100K	\$100K+
		G	H	I
Base: All Respondents (unwtd)	2010	884	750	376
Base: All Respondents (wtd)	2010	535	848	627
Top 2 Box (Net)	1225	258	499	468
	61%	48%	59%	75%
			G	GH
Very confident	693	125	267	301
	34%	23%	31%	48%
			G	GH
Somewhat confident	533	133	232	167
	27%	25%	27%	27%
Bottom 2 Box (Net)	629	227	278	124
	31%	42%	33%	20%
		HI	I	
Not very confident	272	89	124	59
	14%	17%	15%	9%
		I	I	
Not at all confident	357	138	153	66
	18%	26%	18%	10%
		HI	I	
You won't take a summer vacation, but intend to take an annual vacation at another time this year	129	41	58	29
	6%	8%	7%	5%
You've already taken your annual vacation and won't travel this summer	27	8	13	5
	1%	2%	2%	1%
Sigma	2010	535	848	627
	100%	100%	100%	100%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

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

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

		Age		
	Total	18-34	35-54	55+
		D	E	F
Base: All Answering (unwtd)	724	143	267	314
Base: All Answering (wtd)	629	146	194	289
Don't want to spend the money	357	79	131	147
	57%	54%	67%	51%
		*	DF	
Don't want to take the time off from work	80	18	38	25
	13%	12%	19%	9%
		*	F	
Don't want to take the time due to another personal obligation outside of work	42	18	12	12
	7%	12%	6%	4%
		F*		
Don't want to because planning a vacation is stressful or time-consuming	44	20	15	8
	7%	14%	8%	3%
		F*	F	
Don't want to for another reason	216	46	42	128
	34%	31%	21%	44%
		*		DE
Sigma	739	181	237	321
	117%	124%	122%	111%

Field Dates: 5/2-5/4

Statistics:

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

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6. How important is an annual vacation to you? Again, for the purposes of this question, vacation is defined as leisure travel of at least a week to a destination at least 100 miles from your home. Is

	Total
Base: All Respondents (unwtd)	2010
Base: All Respondents (wtd)	2010
Top 2 Box (Net)	1487
	74%
Very important	776
	39%
Somewhat important	711
	35%
Bottom 2 Box (Net)	523
	26%
Not very important	312
	16%
Not at all important	211
	10%
Sigma	2010
	100%

Field Dates: 5/2-5/4

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- Column Means:

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