



**THE ASSOCIATED PRESS POLL
TRAVEL STUDY
CONDUCTED BY IPSOS PUBLIC AFFAIRS
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PROJECT #81-5861-12**

NOTE: All results shown are percentages unless otherwise labeled.

TRAVEL STUDY

1a. Are you planning to take a vacation trip in the next 12 months, or not?

Yes	44
No	54
Not sure.....	2

IF "YES" TO Q1a, ASK Q1b; OTHERWISE, SKIP TO Q4.

1b. Do you plan on traveling abroad on a vacation trip in the next 12 months, or not?

Yes	33
No	66
Not sure.....	1

IF "YES" TO Q1b, ASK Q1c; OTHERWISE, SKIP TO Q4.

1c. What will be the destination of your NEXT vacation trip outside the U.S. in the next 12 months?

IF "DON'T KNOW / REFUSED" TO Q1c, ASK Q1c1; OTHERWISE, SKIP TO Q4.

1c1. Which of these destination do you think will be your NEXT vacation trip outside the U.S. in the next 12 months?

Western Europe.....	29
Caribbean	22
Mexico	15
Eastern Europe.....	8
Asia	4
Central America.....	4
South America	4
Canada	4
Africa	4
Australia	2
Middle East.....	1
Other	1
Don't know/refused.....	2

2. I'm going to read you a list of factors that some people consider important when deciding where to travel on vacations. For each one, please tell me if they are not at all important, not too important, somewhat important or very important when you are deciding where to travel on vacations?

How important is ... when deciding where to travel on vacations?

Would you say this is not at all important, not too important, somewhat important or very important when you are deciding where to travel on vacations?

	TABLE RANKED BY TOTAL IMPORTANT						
	<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Too Important</u>	<u>Not At All Important</u>	<u>Not Sure</u>	<u>Total Important</u>	<u>Total Unimportant</u>
Cost	60	31	5	3	1	91	8
Safety	76	18	3	2	1	94	6
Activities	42	42	11	4	1	84	16
Meeting family and friends	51	28	12	8	1	79	21
Distance to travel	24	37	23	16	-	61	39
Educational opportunities	27	33	20	20	-	60	40
Shopping	16	36	26	22	-	52	48
Relaxation	68	25	4	3	-	93	7
Entertainment	33	43	16	8	-	76	23
Fitness or health spa	16	25	26	32	1	41	58

3. Which one of the following would you prefer as a destination for your vacation?

A major city	19
A theme park	10
The beach	35
The mountains	29
(NOT READ) A combination of those places	4
(NOT READ) Other	2
(NOT READ) None	-
Don't know/refused	1

- 4a. Have you ever used the Internet to conduct research for a vacation trip, or not?

Yes	61
No	39

IF "YES" TO Q4a, ASK Q4b; OTHERWISE, SKIP TO Q5a.

- 4b. I'm going to read you a list of research tools that people might use to research a vacation online. For each one, please tell me if you personally use it frequently, occasionally, rarely or never.

How often do you use ... ? Is this factor not at all important, not too important, somewhat important or very important?

	<u>Frequently</u>	<u>Occasionally</u>	<u>Rarely</u>	<u>Never</u>
Online reviews from fellow travelers	18	31	19	32
Reviews from travel experts	14	33	20	33
Photos or videos of destinations	34	30	18	18
Articles written about the destination	30	40	15	15
Travel websites	39	38	14	9

5a. Have you ever booked a flight or vacation online over the Internet, or not?

Yes	49
No	51

IF "YES" TO Q5a, ASK Q5b; OTHERWISE, SKIP TO Q6.

5b. When you book flights or a flight online, how many travel sites do you typically visit to compare prices and times before making a purchase? Would you say ...?

Only one	9
2 to 3	53
4 to 5	26
6 to 10	9
More than 10	1
(NOT READ) None	1
Don't know/refused.....	1

6. In general, how far in advance do you book your vacation travel plans? Would you say ...?

1 month or less	27
2 to 3 months.....	37
4 to 6 months.....	24
7 months to 1 year.....	8
More than 1 year	3
Don't know/refused.....	1

7. How safe do you believe air travel is in the United States today?

	Total Respondents	Registered Voters
Very safe.....	43	45
Somewhat safe	42	41
Not too safe.....	8	8
Not at all safe	5	4
Not sure	2	2

8. When you travel by air, do you feel that airport security is consistent from airport to airport, or not?

Yes	41
No.....	44
(NOT READ) Do not travel by air.....	11
Don't know/refused.....	4

9. Do you think the rules about what you can bring on airplanes are easy to understand or do you think they are confusing? **(PROBE:)** Is that very (easy to understand/confusing) or somewhat (easy to understand/confusing)?

Very easy to understand.....	41
Somewhat easy to understand	23
Somewhat confusing	23
Very confusing.....	9
Don't know/refused.....	4
Easy to understand.....	64
Confusing	32

10. As you may have heard, the Transportation Security Administration recently eased the restrictions on gels and liquids that were prohibited on airplanes. Does the easing of the liquid and gel restrictions make you feel ...?

More safe when traveling by air.....	10
Less safe when traveling by air	9
Does it not make a difference	79
(NOT READ) Do not travel by air.....	1
Don't know/refused.....	1

DEMOGRAPHICS

NOTE: Results for demographic questions represent individuals who have used the internet to watch or download a video clip unless otherwise indicated.

D1a. In what year were you born?

D1b. Have you already had a birthday this year?

(IF RESPONDENT REFUSES QD1a OR QD1b, QD1c ASKED. RESULTS SHOWN IN SUMMARY BELOW)

D1c. Are you:

18-34	29
35-49	28
50-64	23
65 and over	15
Refused/not sure.....	5

D2. Are you employed:

TOTAL EMPLOYED	58
—Full time	46
—Part time	12
Not employed	17
Retired.....	21
Refused/not sure.....	4

D3. What is the last year of school you completed?

Grade school or some high school ...	6
Completed high school	23
Some community college or university, but did not finish	22
Completed technical school or a community college.....	9
Completed a university or Bachelor's degree	21
Completed a post-graduate degree such as a Master's or Ph.D.	14
Refused/not sure.....	5

D4. Are you currently married?

Yes	53
No.....	42
Refused/not sure.....	5

D5. Including yourself and any children, how many people are currently living in your household?

1	17
2	30
3	19
4	15
5	9
6 or more	5
Refused/not sure	5

(QD6a-c ASKED ONLY OF THOSE WHO SAY MORE THAN ONE PERSON IN HOUSEHOLD IN QD5)

D6a. How many children under 6 years are currently living in your household?

D6b. How many children ages 6 to 12 are currently living in your household?

D6c. How many children ages 13 to 17 are currently living in your household?

ANY CHILDREN – NET	35
—Under 6	19
—6-12	18
—13-17	14
NO CHILDREN	60
Refused/not sure	6

(QD8b ASKED ONLY OF THOSE WHO DO NOT SAY THEY ARE HISPANIC IN QD7a)

D7b. Are you white, black, Asian, or some other race?

(RESULTS SHOWN IN SUMMARY BELOW)

White	66
Black	11
Hispanic	12
Asian	3
American Indian	1
Other	1
Refused	6

D8. Could you please tell me your household income from all sources in 2005?

Under \$15,000	11
\$15,000 to less than \$20,000	4
\$20,000 to less than \$25,000	7
\$25,000 to less than \$30,000	7
\$30,000 to less than \$40,000	9
\$40,000 to less than \$50,000	5
\$50,000 to less than \$75,000	15
\$75,000 to less than \$100,000	8
\$100,000 or more	14
Refused/not sure	20

REGION:

Northeast.....	19
Midwest	23
South	35
West	23

METROPOLITAN STATUS:

Urban	32
Suburban.....	49
Rural.....	19

GENDER:

Male	49
Female	51