

Access America: Traveler Concern Study

1. Do you plan to travel in the next three months?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K-<\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	2006	887	1119	344	697	924	329	352	931	380	446	725	455
Weighted	2006	973	1033	603	760	602	415	357	850	375	447	732	451
Yes	936 47%	513 53%	423 41%	295 49%	351 46%	271 45%	142 34%	131 37%	503 59%	165 44%	221 49%	348 48%	203 45%
No	1045 52%	443 46%	602 58%	296 49%	402 53%	325 54%	267 64%	221 62%	339 40%	201 54%	224 50%	378 52%	242 54%
(DK/NS)	25 1%	17 2%	8 1%	12 2%	7 1%	7 1%	6 2%	5 1%	9 1%	9 2%	2 0	7 1%	7 2%

Detailed tables

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Detailed tables

1. Do you plan to travel in the next three months?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O

* small base

	Total	Children		Education			Employment Status				Marital Status		Race			
		Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	2006	597	1409	655	598	736	879	229	255	615	1297	692	208	1613	114	62
Weighted	2006	730	1276	1010	454	521	937	241	347	449	1205	784	268	1404	235*	116*
Yes	936 47%	331 45%	605 47%	382 38%	226 50%	322 62%	483 52%	108 45%	138 40%	196 44%	596 49%	335 43%	93 35%	692 49%	107 45%	61 52%
No	1045 52%	395 54%	650 51%	612 61%	223 49%	196 38%	443 47%	129 53%	207 60%	248 55%	601 50%	434 55%	174 65%	688 49%	129 55%	55 48%
(DK/NS)	25 1%	4 1%	21 2%	16 2%	6 1%	2 0	12 1%	4 2%	2 1%	5 1%	9 1%	15 2%	1 0	24 2%	0 -	0 -

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Detailed tables

1. Do you plan to travel in the next three months?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J

		Traveling In Next 3 Months		Considering Insurance		Cancelled Travel Plans		Ever Purchased Travel Insurance		Traveler Type	
	Total	Yes A	No B	Yes C	No D	Yes E	No F	Yes G	No H	Business I	Leisure J
Base: All respondents											
Weighted	2006	983	999	183	1802	211	1784	524	1471	403	1531
	2006	936	1045	179	1793	220	1772	418	1575	386	1527
Yes	936 47%	936 100% B	0 -	117 65% D	810 45%	160 73% F	777 44%	255 61% H	678 43%	255 66% J	667 44%
No	1045 52%	0 -	1045 100% A	62 34%	969 54% C	59 27%	982 55% E	158 38% G	887 56%	128 33% I	848 56% J
(DK/NS)	25 1%	0 -	0 -	0 0	14 1%	1 1%	13 1%	5 1%	10 1%	3 1%	12 1%

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2. Will you travel primarily by ... ?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L
 * small base

		Gender		Age			Household Income			Region			
	Total	Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Plan to travel in next three months	983	499	484	174	352	438	106	137	569	175	228	367	213
Weighted	936	513	423	295	351	271	142*	131*	503	165	221	348	203
Automobile	549 59%	293 57%	256 60%	168 57%	201 57%	170 63%	82 58%	88 67%	282 56%	81 49%	141 64%	219 63%	108 53%
Plane	336 36%	191 37%	145 34%	114 38%	131 37%	85 31%	50 35%	37 28%	197 39%	68 41%	73 33%	114 33%	81 40%
Train	29 3%	20 4%	9 2%	11 4%	7 2%	8 3%	9 7% H	4 3%	8 2%	14 8% JK	4 2%	4 1%	7 3%
Cruise Ship	21 2%	8 2%	12 3%	2 1%	12 3%	7 2%	0 0	2 1%	16 3%	2 1%	2 1%	11 3%	6 3%
(DK/NS)	2 0	1 0	1 0	0 -	0 -	2 1%	1 1%	0 0	0 -	0 -	1 0	1 0	1 0

Detailed tables

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Detailed tables

2. Will you travel primarily by ... ?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O

* small base; ** very small base (under 30) ineligible for sig testing

	Total	Children		Education			Employment Status				Marital Status		Race			
		Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Plan to travel in next three months Weighted	983	286	697	239	294	447	483	115	97	277	679	298	82	821	51	31
	936	331	605	382	226	322	483	108*	138*	196	596	335	93*	692	107*	61**
Automobile	549 59%	191 58%	358 59%	254 67% DE	127 56%	164 51%	264 55%	65 60%	80 58%	133 68% F	356 60%	191 57%	43 46%	431 62% L	54 51%	32 52%
Plane	336 36%	124 38%	212 35%	108 28%	88 39% C	139 43% C	192 40% I	38 35%	55 40% I	48 25%	216 36%	119 35%	44 47% M	223 32%	43 40%	29 48%
Train	29 3%	8 2%	20 3%	13 3%	5 2%	8 3%	15 3%	3 3%	3 2%	6 3%	5 1%	21 6% J	6 7%	19 3%	6 6%	0 -
Cruise Ship	21 2%	7 2%	14 2%	7 2%	5 2%	9 3%	11 2%	2 2%	0 -	7 4%	18 3%	3 1%	0 0	19 3%	3 3%	0 -
(DK/NS)	2 0	1 0	2 0	0 -	0 0	2 1%	1 0	0 0	0 -	1 1%	1 0	2 0	0 -	1 0	1 1%	0 -

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2. Will you travel primarily by ... ?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J

* small base; ** very small base (under 30) ineligible for sig testing

	Total	Traveling In Next 3 Months		Considering Insurance		Cancelled Travel Plans		Ever Purchased Travel Insurance		Traveler Type	
		Yes	No	Yes	No	Yes	No	Yes	No	Business	Leisure
		A	B	C	D	E	F	G	H	I	J
Base: Plan to travel in next three months	983	983	0	120	859	155	828	318	662	272	701
Weighted	936	936	-.**	117*	810	160	777	255	678	255	667
Automobile	549 59%	549 59%	0 -	46 39%	502 62% C	92 58%	456 59%	136 53%	410 61%	136 53%	404 61%
Plane	336 36%	336 36%	0 -	54 47% D	273 34%	58 36%	278 36%	99 39%	236 35%	111 44% J	220 33%
Train	29 3%	29 3%	0 -	3 3%	25 3%	7 4%	22 3%	8 3%	21 3%	7 3%	22 3%
Cruise Ship	21 2%	21 2%	0 -	12 10% D	9 1%	3 2%	18 2%	11 4% H	10 1%	0 -	21 3% I
(DK/NS)	2 0	2 0	0 -	1 1% D	1 0	0 -	2 0	2 1%	1 0	1 0	1 0

Detailed tables

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3. Are you considering the purchase of travel insurance for your upcoming trip?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	2006	887	1119	344	697	924	329	352	931	380	446	725	455
Weighted	2006	973	1033	603	760	602	415	357	850	375	447	732	451
Yes	179 9%	94 10%	86 8%	43 7%	66 9%	66 11%	39 10%	23 7%	80 9%	20 5%	50 11%	61 8%	48 11%
No	1793 89%	867 89%	926 90%	542 90%	683 90%	533 88%	358 86%	331 93%	764 90%	343 91%	392 88%	665 91%	393 87%
(DK/NS)	34 2%	12 1%	22 2%	18 3%	11 1%	3 1%	18 4%	3 1%	7 1%	12 3%	5 1%	7 1%	10 2%

Detailed tables

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3. Are you considering the purchase of travel insurance for your upcoming trip?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O
* small base

		Children		Education			Employment Status				Marital Status		Race			
	Total	Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents Weighted	2006	597	1409	655	598	736	879	229	255	615	1297	692	208	1613	114	62
	2006	730	1276	1010	454	521	937	241	347	449	1205	784	268	1404	235*	116*
Yes	179 9%	58 8%	121 9%	88 9%	42 9%	46 9%	76 8%	23 10%	27 8%	50 11%	115 10%	62 8%	30 11%	103 7%	35 15% M	13 11%
No	1793 89%	661 91%	1132 89%	896 89%	410 90%	472 91%	852 91%	212 88%	306 88%	397 88%	1072 89%	708 90%	232 87%	1285 91% LN	193 82%	100 86%
(DK/NS)	34 2%	11 2%	23 2%	25 3% DE	2 0	3 1%	9 1%	5 2%	14 4% FI	3 1%	18 1%	14 2%	6 2%	17 1%	7 3%	3 3%

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Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J

		Traveling In Next 3 Months		Considering Insurance		Cancelled Travel Plans		Ever Purchased Travel Insurance		Traveler Type	
	Total	Yes A	No B	Yes C	No D	Yes E	No F	Yes G	No H	Business I	Leisure J
Base: All respondents											
Weighted	2006	983	999	183	1802	211	1784	524	1471	403	1531
	2006	936	1045	179	1793	220	1772	418	1575	386	1527
Yes	179 9%	117 12%	62 6%	179 100%	0 -	40 18%	139 8%	109 26%	71 4%	34 9%	145 10%
No	1793 89%	810 87%	969 93%	0 -	1793 100%	176 80%	1612 91%	308 74%	1482 94%	351 91%	1364 89%
(DK/NS)	34 2%	9 1%	14 1%	0 -	0 -	3 1%	21 1%	1 0	23 1%	2 0	18 1%

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 * small base

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Plan to travel in next three months	983	499	484	174	352	438	106	137	569	175	228	367	213
	Weighted 936	513	423	295	351	271	142*	131*	503	165	221	348	203
Yes	117	64	53	30	44	43	21	17	56	14	34	42	27
	12%	12%	13%	10%	13%	16%	15%	13%	11%	8%	15%	12%	13%
No	810	448	362	258	305	227	113	114	447	150	186	306	168
	87%	87%	85%	87%	87%	84%	80%	87%	89% F	91%	84%	88%	83%
(DK/NS)	9	0	9	7	1	1	8	0	0	1	1	0	7
	1%	0	2% A	2%	0	0	6% H	0	-	1%	0	-	3% K

Detailed tables

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		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Plan to travel in next three months	983	286	697	239	294	447	483	115	97	277	679	298	82	821	51	31
Weighted	936	331	605	382	226	322	483	108*	138*	196	596	335	93*	692	107*	61**
Yes	117 12%	40 12%	77 13%	49 13%	31 14%	36 11%	52 11%	18 17%	12 9%	34 17% F	73 12%	44 13%	16 17%	67 10%	26 25% M	11 18%
No	810 87%	283 86%	527 87%	325 85%	195 86%	285 88%	430 89% I	90 83%	119 86%	161 82%	515 86%	290 86%	77 83%	623 90% N	74 69%	50 82%
(DK/NS)	9 1%	8 2% B	1 0	8 2%	0 -	1 0	1 0	0 -	7 5% F	1 1%	8 1%	2 0	0 -	2 0	7 7% M	0 -

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Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J

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		Traveling In Next 3 Months		Considering Insurance		Cancelled Travel Plans		Ever Purchased Travel Insurance		Traveler Type	
	Total	Yes	No	Yes	No	Yes	No	Yes	No	Business	Leisure
		A	B	C	D	E	F	G	H	I	J
Base: Plan to travel in next three months Weighted	983	983	0	120	859	155	828	318	662	272	701
	936	936	-.**	117*	810	160	777	255	678	255	667
Yes	117	117	0	117	0	30	87	78	39	25	91
	12%	12%	-	100% D	-	19% F	11%	31% H	6%	10%	14%
No	810	810	0	0	810	129	681	176	630	230	567
	87%	87%	-	-	100% C	81%	88%	69%	93% G	90%	85%
(DK/NS)	9	9	0	0	0	0	9	0	9	0	9
	1%	1%	-	-	-	-	1%	0	1%	-	1%

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Detailed tables

4.1. (Costs (tickets, baggage fees, etc.)) When planning air travel, please rate your level of concern regarding the following issues. Are you very concerned, somewhat concerned, a little concerned or not at all concerned with ... ?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

		Gender		Age			Household Income			Region			
	Total	Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
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Base: All respondents	2006	887	1119	344	697	924	329	352	931	380	446	725	455
Weighted	2006	973	1033	603	760	602	415	357	850	375	447	732	451
Very concerned	786 39%	326 33%	460 45% A	249 41%	310 41% E	212 35%	196 47% GH	136 38%	328 39%	145 39%	154 34%	282 38%	205 46% J
Somewhat concerned	492 25%	233 24%	259 25%	147 24%	200 26%	139 23%	71 17%	82 23%	246 29% F	97 26%	104 23%	169 23%	122 27%
A little concerned	232 12%	121 12%	111 11%	69 11%	87 11%	73 12%	44 11%	43 12%	106 12%	42 11%	74 17% KL	70 10%	46 10%
Not at all concerned	459 23%	271 28% B	188 18%	134 22%	147 19%	165 27% D	98 24%	90 25% H	159 19%	78 21%	109 24% L	200 27% L	71 16%
(DK/NS)	37 2%	22 2%	15 1%	5 1%	14 2%	14 2%	6 1%	6 2%	12 1%	13 4%	6 1%	11 1%	7 1%
Summary													
Top2Box (Concerned)	1278 64%	559 57%	719 70% A	396 66% E	511 67% E	351 58%	267 64%	218 61%	574 67%	241 64%	258 58%	451 62%	327 72% IJK
Low2Box (Unconcerned)	691 34%	392 40% B	300 29%	202 34%	235 31%	238 39% D	143 34%	133 37%	264 31%	120 32%	183 41% IL	270 37% L	118 26%

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Detailed tables

4.1. (Costs (tickets, baggage fees, etc.)) When planning air travel, please rate your level of concern regarding the following issues. Are you very concerned, somewhat concerned, a little concerned or not at all concerned with ... ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O

* small base

	Total	Children		Education			Employment Status				Marital Status		Race			
		Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	2006	597	1409	655	598	736	879	229	255	615	1297	692	208	1613	114	62
Weighted	2006	730	1276	1010	454	521	937	241	347	449	1205	784	268	1404	235*	116*
Very concerned	786 39%	305 42%	481 38%	413 41%	184 41%	179 34%	366 39%	96 40%	159 46%	157 35%	486 40%	295 38%	141 53%	499 36%	114 49%	49 42%
Somewhat concerned	492 25%	181 25%	311 24%	188 19%	118 26%	183 35%	246 26%	61 25%	86 25%	92 21%	314 26%	177 23%	50 19%	380 27%	33 14%	28 24%
A little concerned	232 12%	100 14%	133 10%	106 11%	66 15%	59 11%	110 12%	26 11%	45 13%	47 10%	147 12%	82 10%	25 9%	172 12%	19 8%	15 13%
Not at all concerned	459 23%	139 19%	320 25%	278 28%	82 18%	95 18%	206 22%	53 22%	55 16%	137 31%	238 20%	216 28%	50 19%	321 23%	67 29%	24 20%
(DK/NS)	37 2%	6 1%	31 2%	25 2%	3 1%	4 1%	9 1%	5 2%	3 1%	15 3%	20 2%	13 2%	3 1%	33 2%	1 0	0 -
Summary																
Top2Box (Concerned)	1278 64%	486 67%	792 62%	601 60%	303 67%	362 70%	612 65%	157 65%	245 70%	250 56%	800 66%	472 60%	191 71%	879 63%	148 63%	78 67%
Low2Box (Unconcerned)	691 34%	239 33%	453 35%	384 38%	148 33%	155 30%	317 34%	79 33%	99 29%	184 41%	385 32%	298 38%	75 28%	493 35%	87 37%	39 33%

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Detailed tables

4.1. (Costs (tickets, baggage fees, etc.)) When planning air travel, please rate your level of concern regarding the following issues. Are you very concerned, somewhat concerned, a little concerned or not at all concerned with ... ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J

		Traveling in Next 3 Months		Considering Insurance		Cancelled Travel Plans		Ever Purchased Travel Insurance		Traveler Type	
	Total	Yes	No	Yes	No	Yes	No	Yes	No	Business	Leisure
		A	B	C	D	E	F	G	H	I	J
Base: All respondents	2006	983	999	183	1802	211	1784	524	1471	403	1531
Weighted	2006	936	1045	179	1793	220	1772	418	1575	386	1527
Very concerned	786 39%	346 37%	436 42%	75 42%	695 39%	107 49%	677 38%	178 43%	607 39%	137 36%	623 41%
Somewhat concerned	492 25%	274 29%	211 20%	51 29%	441 25%	45 21%	447 25%	119 28%	373 24%	91 23%	392 26%
A little concerned	232 12%	101 11%	130 12%	19 11%	209 12%	24 11%	209 12%	54 13%	179 11%	54 14%	176 11%
Not at all concerned	459 23%	210 22%	246 24%	32 18%	426 24%	39 18%	419 24%	66 16%	391 25%	101 26%	323 21%
(DK/NS)	37 2%	5 1%	22 2%	1 1%	22 1%	5 2%	21 1%	1 0	26 2%	3 1%	14 1%
Summary											
Top2Box (Concerned)	1278 64%	620 66%	647 62%	126 71%	1136 63%	152 69%	1124 63%	297 71%	980 62%	228 59%	1015 66%
Low2Box (Unconcerned)	691 34%	311 33%	376 36%	52 29%	634 35%	63 29%	628 35%	120 29%	570 36%	155 40%	498 33%

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Detailed tables

4.2. (Delays resulting in missed connections, lost vacation time) When planning air travel, please rate your level of concern regarding the following issues. Are you very concerned, somewhat concerned, a little concerned or not at all concerned with ... ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	2006	887	1119	344	697	924	329	352	931	380	446	725	455
Weighted	2006	973	1033	603	760	602	415	357	850	375	447	732	451
Very concerned	621 31%	261 27%	360 35% A	175 29%	260 34%	179 30%	143 34%	117 33%	264 31%	127 34% J	113 25%	223 30%	158 35% J
Somewhat concerned	481 24%	239 25%	242 23%	156 26% E	198 26% E	114 19%	81 19%	71 20%	243 29% FG	87 23%	125 28% K	153 21%	116 26%
A little concerned	316 16%	155 16%	161 16%	99 16%	128 17%	86 14%	63 15%	58 16%	133 16%	57 15%	77 17%	124 17%	58 13%
Not at all concerned	538 27%	292 30% B	246 24%	159 26%	164 22%	202 33% CD	121 29%	101 28%	199 23%	91 24%	120 27%	214 29%	113 25%
(DK/NS)	50 3%	25 3%	25 2%	15 3%	9 1%	21 4% D	7 2%	10 3%	11 1%	13 4%	13 3%	18 2%	7 1%
Summary													
Top2Box (Concerned)	1102 55%	500 51%	602 58% A	331 55%	458 60% E	294 49%	224 54%	188 53%	507 60%	214 57%	238 53%	376 51%	274 61% K
Low2Box (Unconcerned)	854 43%	447 46% B	407 39%	257 43%	292 38%	287 48% D	185 44%	159 44%	332 39%	148 39%	197 44%	338 46% L	171 38%

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Detailed tables

4.2. (Delays resulting in missed connections, lost vacation time) When planning air travel, please rate your level of concern regarding the following issues. Are you very concerned, somewhat concerned, a little concerned or not at all concerned with ... ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O

* small base

	Total	Children		Education			Employment Status				Marital Status		Race			
		Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	2006	597	1409	655	598	736	879	229	255	615	1297	692	208	1613	114	62
Weighted	2006	730	1276	1010	454	521	937	241	347	449	1205	784	268	1404	235*	116*
Very concerned	621 31%	238 33%	383 30%	308 31%	131 29%	177 34%	301 32%	78 33%	110 32%	128 29%	394 33%	224 29%	110 41% M	384 27%	93 40% M	42 36%
Somewhat concerned	481 24%	177 24%	304 24%	196 19%	131 29% C	150 29% C	259 28% I	57 24%	78 22%	82 18%	297 25%	182 23%	55 20%	360 26%	43 18%	26 23%
A little concerned	316 16%	117 16%	199 16%	155 15%	71 16%	88 17%	140 15%	39 16%	70 20% I	58 13%	196 16%	120 15%	36 13%	234 17%	29 12%	21 18%
Not at all concerned	538 27%	188 26%	351 27%	317 31% DE	114 25% E	103 20%	226 24%	57 24%	85 24%	160 36% FGH	300 25%	232 30%	63 24%	388 28%	65 28%	25 22%
(DK/NS)	50 3%	10 1%	40 3%	34 3% E	7 2%	3 1%	10 1%	9 4% F	5 1%	19 4% F	19 2%	26 3% J	4 2%	39 3%	5 2%	1 1%
Summary																
Top2Box (Concerned)	1102 55%	415 57%	687 54%	504 50%	262 58% C	327 63% C	560 60% I	135 56% I	187 54%	211 47%	691 57%	406 52%	164 61% M	744 53%	136 58%	68 59%
Low2Box (Unconcerned)	854 43%	305 42%	549 43%	472 47% E	185 41%	190 37%	366 39%	96 40%	155 45%	219 49% F	495 41%	352 45%	99 37%	622 44%	94 40%	46 40%

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Detailed tables

4.2. (Delays resulting in missed connections, lost vacation time) When planning air travel, please rate your level of concern regarding the following issues. Are you very concerned, somewhat concerned, a little concerned or not at all concerned with ... ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J

		Traveling in Next 3 Months		Considering Insurance		Cancelled Travel Plans		Ever Purchased Travel Insurance		Traveler Type	
	Total	Yes	No	Yes	No	Yes	No	Yes	No	Business	Leisure
		A	B	C	D	E	F	G	H	I	J
Base: All respondents	2006	983	999	183	1802	211	1784	524	1471	403	1531
Weighted	2006	936	1045	179	1793	220	1772	418	1575	386	1527
Very concerned	621 31%	287 31%	330 32%	65 36%	553 31%	83 38%	536 30%	166 40% H	454 29%	134 35%	475 31%
Somewhat concerned	481 24%	241 26%	238 23%	47 26%	432 24%	59 27%	422 24%	117 28%	363 23%	106 27%	359 23%
A little concerned	316 16%	164 18%	152 15%	34 19%	279 16%	28 13%	288 16%	56 14%	260 16%	50 13%	260 17%
Not at all concerned	538 27%	237 25%	295 28%	34 19%	495 28% C	46 21%	491 28%	72 17%	464 29% G	88 23%	415 27%
(DK/NS)	50 3%	7 1%	30 3% A	0 -	34 2%	3 2%	36 2%	5 1%	35 2%	8 2%	19 1%
Summary											
Top2Box (Concerned)	1102 55%	528 56%	568 54%	111 62%	985 55%	142 64% F	958 54%	284 68% H	817 52%	240 62% J	833 55%
Low2Box (Unconcerned)	854 43%	401 43%	447 43%	68 38%	773 43%	75 34%	779 44% E	129 31%	724 46% G	138 36%	675 44% I

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Detailed tables

4. 3. (Fewer flights to choose from) When planning air travel, please rate your level of concern regarding the following issues. Are you very concerned, somewhat concerned, a little concerned or not at all concerned with ... ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	2006	887	1119	344	697	924	329	352	931	380	446	725	455
Weighted	2006	973	1033	603	760	602	415	357	850	375	447	732	451
Very concerned	368 18%	174 18%	194 19%	97 16%	158 21%	112 19%	82 20%	73 21%	151 18%	82 22% J	62 14%	119 16%	105 23% JK
Somewhat concerned	480 24%	206 21%	274 26% A	132 22%	191 25%	148 25%	77 19%	81 23%	235 28% F	81 21%	123 27%	175 24%	102 23%
A little concerned	386 19%	176 18%	209 20%	138 23% E	147 19%	95 16%	82 20%	63 18%	182 21%	71 19%	86 19%	141 19%	88 19%
Not at all concerned	719 36%	387 40% B	332 32%	225 37%	250 33%	225 37%	166 40% H	132 37%	268 32%	124 33%	165 37%	280 38%	150 33%
(DK/NS)	54 3%	29 3%	25 2%	11 2%	14 2%	23 4% D	8 2%	8 2%	14 2%	18 5% L	12 3%	17 2%	7 1%
Summary													
Top2Box (Concerned)	848 42%	380 39%	468 45% A	229 38%	349 46% C	260 43%	159 38%	155 43%	386 45%	162 43%	185 41%	294 40%	207 46%
Low2Box (Unconcerned)	1105 55%	563 58% B	541 52%	363 60% DE	396 52%	320 53%	248 60%	195 55%	450 53%	195 52%	251 56%	421 58%	237 53%

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Detailed tables

4.3. (Fewer flights to choose from) When planning air travel, please rate your level of concern regarding the following issues. Are you very concerned, somewhat concerned, a little concerned or not at all concerned with ... ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O

* small base

	Total	Children		Education			Employment Status				Marital Status		Race			
		Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	2006	597	1409	655	598	736	879	229	255	615	1297	692	208	1613	114	62
Weighted	2006	730	1276	1010	454	521	937	241	347	449	1205	784	268	1404	235*	116*
Very concerned	368 18%	150 21%	217 17%	189 19%	81 18%	96 18%	178 19%	38 16%	75 22%	76 17%	231 19%	136 17%	55 20%	227 16%	70 30%	24 21%
Somewhat concerned	480 24%	173 24%	307 24%	191 19%	135 30%	151 29%	241 26%	56 23%	73 21%	103 23%	317 26%	161 21%	54 20%	363 26%	38 16%	33 28%
A little concerned	386 19%	152 21%	233 18%	190 19%	82 18%	111 21%	181 19%	52 22%	76 22%	71 16%	229 19%	154 20%	62 23%	266 19%	39 17%	19 17%
Not at all concerned	719 36%	243 33%	476 37%	406 40%	150 33%	155 30%	326 35%	85 35%	119 34%	178 40%	400 33%	312 40%	94 35%	505 36%	84 36%	40 34%
(DK/NS)	54 3%	11 2%	43 3%	34 3%	5 1%	7 1%	12 1%	11 4%	4 1%	20 FH	27 2%	21 3%	3 1%	44 3%	6 2%	0 -
Summary																
Top2Box (Concerned)	848 42%	324 44%	524 41%	380 38%	217 48%	248 48%	419 45%	93 39%	148 43%	180 40%	549 46%	297 38%	108 41%	590 42%	107 46%	57 49%
Low2Box (Unconcerned)	1105 55%	395 54%	710 56%	597 59%	232 51%	266 51%	507 54%	137 57%	195 56%	249 56%	629 52%	466 59%	156 58%	771 55%	123 52%	59 51%

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Detailed tables

4.3. (Fewer flights to choose from) When planning air travel, please rate your level of concern regarding the following issues. Are you very concerned, somewhat concerned, a little concerned or not at all concerned with ... ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J

		Traveling in Next 3 Months		Considering Insurance		Cancelled Travel Plans		Ever Purchased Travel Insurance		Traveler Type	
	Total	Yes	No	Yes	No	Yes	No	Yes	No	Business	Leisure
		A	B	C	D	E	F	G	H	I	J
Base: All respondents	2006	983	999	183	1802	211	1784	524	1471	403	1531
Weighted	2006	936	1045	179	1793	220	1772	418	1575	386	1527
Very concerned	368 18%	168 18%	198 19%	49 27% D	318 18%	63 28% F	305 17%	94 22% H	273 17%	87 22%	275 18%
Somewhat concerned	480 24%	240 26%	239 23%	48 27%	427 24%	43 20%	437 25%	116 28%	364 23%	86 22%	384 25%
A little concerned	386 19%	185 20%	194 19%	45 25%	335 19%	53 24%	331 19%	82 20%	304 19%	73 19%	301 20%
Not at all concerned	719 36%	334 36%	382 37%	38 21%	673 38% C	59 27%	658 37% E	122 29%	595 38% G	136 35%	541 35%
(DK/NS)	54 3%	9 1%	32 3% A	0 -	41 2%	2 1%	40 2%	4 1%	39 3%	5 1%	27 2%
Summary											
Top2Box (Concerned)	848 42%	409 44%	436 42%	97 54% D	745 42%	106 48%	742 42%	209 50% H	638 40%	172 45%	659 43%
Low2Box (Unconcerned)	1105 55%	519 55%	576 55%	83 46%	1007 56% C	112 51%	989 56%	204 49%	898 57% G	209 54%	842 55%

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4.4. (Baggage issues (including loss and delay)) When planning air travel, please rate your level of concern regarding the following issues. Are you very concerned, somewhat concerned, a little concerned or not at all concerned with ... ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

		Gender		Age			Household Income			Region			
	Total	Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	2006	887	1119	344	697	924	329	352	931	380	446	725	455
Weighted	2006	973	1033	603	760	602	415	357	850	375	447	732	451
Very concerned	603 30%	249 26%	354 34% A	185 31%	250 33% E	166 28%	159 38% H	128 36% H	226 27%	126 34% J	102 23%	216 29% J	160 35% J
Somewhat concerned	451 22%	228 23%	223 22%	122 20%	187 25%	133 22%	72 17%	54 15%	235 28% FG	81 22%	110 25%	165 23%	95 21%
A little concerned	324 16%	136 14%	189 18% A	123 20% E	114 15%	84 14%	70 17%	51 14%	156 18%	62 17%	72 16%	118 16%	73 16%
Not at all concerned	587 29%	338 35% B	249 24%	163 27%	197 26%	206 34% CD	109 26%	119 33% H	223 26%	93 25%	156 35% IL	220 30%	118 26%
(DK/NS)	40 2%	22 2%	19 2%	11 2%	12 2%	14 2%	5 1%	5 1%	11 1%	13 4%	7 2%	14 2%	6 1%
Summary													
Top2Box (Concerned)	1054 53%	477 49%	577 56% A	306 51%	437 58% E	299 50%	231 56%	182 51%	460 54%	207 55%	213 48%	381 52%	255 56% J
Low2Box (Unconcerned)	911 45%	474 49% B	437 42%	286 47%	311 41%	290 48% D	179 43%	170 48%	379 45%	155 41%	228 51% IL	337 46%	191 42%

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Detailed tables

4.4. (Baggage issues (including loss and delay)) When planning air travel, please rate your level of concern regarding the following issues. Are you very concerned, somewhat concerned, a little concerned or not at all concerned with ... ?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O

* small base

	Total	Children		Education			Employment Status				Marital Status		Race			
		Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	2006	597	1409	655	598	736	879	229	255	615	1297	692	208	1613	114	62
Weighted	2006	730	1276	1010	454	521	937	241	347	449	1205	784	268	1404	235*	116*
Very concerned	603 30%	234 32%	369 29%	330 33%	145 32%	128 24%	274 29%	67 28%	131 38%	124 28%	364 30%	239 30%	114 43%	349 25%	103 44%	47 41%
Somewhat concerned	451 22%	157 21%	294 23%	177 18%	113 25%	158 30%	248 26%	54 22%	63 18%	84 19%	290 24%	157 20%	41 15%	356 25%	35 15%	22 19%
A little concerned	324 16%	136 19%	188 15%	140 14%	72 16%	112 21%	152 16%	39 16%	67 19%	64 14%	205 17%	118 15%	40 15%	233 17%	39 16%	17 15%
Not at all concerned	587 29%	196 27%	391 31%	337 33%	121 27%	118 23%	255 27%	70 29%	84 24%	163 36%	328 27%	252 32%	70 26%	435 31%	54 23%	30 25%
(DK/NS)	40 2%	6 1%	34 3%	26 3%	4 1%	5 1%	8 1%	10 4%	2 1%	14 3%	17 1%	17 2%	3 1%	31 2%	5 2%	0 -
Summary																
Top2Box (Concerned)	1054 53%	391 54%	664 52%	507 50%	257 57%	286 55%	522 56%	121 50%	194 56%	208 46%	654 54%	396 51%	155 58%	705 50%	137 58%	69 60%
Low2Box (Unconcerned)	911 45%	333 46%	579 45%	477 47%	194 43%	230 44%	407 43%	110 46%	151 43%	227 51%	534 44%	370 47%	110 41%	669 48%	93 39%	47 40%

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4.4. (Baggage issues (including loss and delay)) When planning air travel, please rate your level of concern regarding the following issues. Are you very concerned, somewhat concerned, a little concerned or not at all concerned with ... ?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J

		Traveling in Next 3 Months		Considering Insurance		Cancelled Travel Plans		Ever Purchased Travel Insurance		Traveler Type	
	Total	Yes	No	Yes	No	Yes	No	Yes	No	Business	Leisure
		A	B	C	D	E	F	G	H	I	J
Base: All respondents	2006	983	999	183	1802	211	1784	524	1471	403	1531
Weighted	2006	936	1045	179	1793	220	1772	418	1575	386	1527
Very concerned	603 30%	256 27%	347 33% A	66 37%	533 30%	78 35%	523 30%	143 34%	460 29%	111 29%	470 31%
Somewhat concerned	451 22%	229 24%	221 21%	46 26%	400 22%	41 19%	410 23%	117 28% H	334 21%	87 23%	360 24%
A little concerned	324 16%	168 18%	152 15%	26 14%	289 16%	34 16%	289 16%	66 16%	258 16%	58 15%	260 17%
Not at all concerned	587 29%	279 30%	300 29%	38 21%	546 30% C	62 28%	525 30%	89 21%	495 31% G	126 33%	423 28%
(DK/NS)	40 2%	5 0	24 2% A	2 1%	25 1%	4 2%	25 1%	3 1%	28 2%	5 1%	14 1%
Summary											
Top2Box (Concerned)	1054 53%	485 52%	568 54%	112 63% D	933 52%	119 54%	933 53%	260 62% H	794 50%	198 51%	830 54%
Low2Box (Unconcerned)	911 45%	447 48%	453 43%	64 36%	835 47% C	96 44%	814 46%	155 37%	754 48% G	183 47%	683 45%

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4. 5. (On board comfort, amenities) When planning air travel, please rate your level of concern regarding the following issues. Are you very concerned, somewhat concerned, a little concerned or not at all concerned with ... ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K-<\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	2006	887	1119	344	697	924	329	352	931	380	446	725	455
Weighted	2006	973	1033	603	760	602	415	357	850	375	447	732	451
Very concerned	320 16%	140 14%	180 17%	83 14%	129 17%	105 17%	83 20% H	52 14%	122 14%	62 16%	48 11%	124 17% J	86 19% J
Somewhat concerned	523 26%	243 25%	280 27%	165 27%	207 27%	146 24%	83 20%	91 25%	272 32% F	84 23%	127 28%	197 27%	115 26%
A little concerned	388 19%	173 18%	215 21%	140 23% E	142 19%	102 17%	94 23%	72 20%	157 18%	79 21%	82 18%	134 18%	92 20%
Not at all concerned	716 36%	381 39% B	335 32%	202 34%	260 34%	228 38%	140 34%	134 37%	287 34%	128 34%	178 40%	264 36%	146 32%
(DK/NS)	60 3%	37 4%	23 2%	13 2%	22 3%	21 4%	14 3%	10 3%	13 2%	22 6% JK	11 3%	14 2%	12 3%
Summary													
Top2Box (Concerned)	843 42%	382 39%	461 45%	248 41%	336 44%	251 42%	167 40%	142 40%	394 46%	146 39%	175 39%	321 44%	201 44%
Low2Box (Unconcerned)	1103 55%	553 57%	550 53%	343 57%	402 53%	330 55%	234 56%	205 57%	444 52%	207 55%	261 58%	397 54%	238 53%

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4. 5. (On board comfort, amenities) When planning air travel, please rate your level of concern regarding the following issues. Are you very concerned, somewhat concerned, a little concerned or not at all concerned with ... ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O

* small base

	Total	Children		Education			Employment Status				Marital Status		Race			
		Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	2006	597	1409	655	598	736	879	229	255	615	1297	692	208	1613	114	62
Weighted	2006	730	1276	1010	454	521	937	241	347	449	1205	784	268	1404	235*	116*
Very concerned	320 16%	110 15%	210 16%	177 18% D	58 13%	83 16%	135 14%	35 15%	70 20%	75 17%	193 16%	125 16%	68 26% M	190 14%	43 18%	21 18%
Somewhat concerned	523 26%	194 27%	329 26%	222 22% D	146 32% C	153 29% C	281 30% GI	52 22%	97 28% I	88 20%	326 27%	196 25%	46 17%	398 28% L	53 22%	35 30%
A little concerned	388 19%	167 23% B	221 17%	182 18%	82 18%	123 24% CD	176 19%	56 23%	70 20%	81 18%	247 20%	140 18%	71 26% M	243 17%	50 21%	28 24%
Not at all concerned	716 36%	250 34%	466 37%	390 39% E	160 35%	156 30%	329 35%	93 39%	100 29%	183 41% H	416 35%	291 37%	75 28%	534 38% L	80 34%	33 28%
(DK/NS)	60 3%	9 1%	50 4% A	39 4% E	9 2%	6 1%	15 2%	4 2%	10 3%	23 5% F	23 2%	31 4% J	8 3%	40 3%	10 4%	0 -
Summary																
Top2Box (Concerned)	843 42%	304 42%	539 42%	399 39%	204 45%	236 45%	416 44% I	87 36%	167 48% GI	163 36%	519 43%	321 41%	114 43%	588 42%	96 41%	56 48%
Low2Box (Unconcerned)	1103 55%	417 57%	687 54%	572 57%	242 53%	278 53%	506 54%	150 62% H	170 49%	263 59% H	663 55%	432 55%	146 54%	776 55%	129 55%	61 52%

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Detailed tables

4. 5. (On board comfort, amenities) When planning air travel, please rate your level of concern regarding the following issues. Are you very concerned, somewhat concerned, a little concerned or not at all concerned with ... ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J

		Traveling in Next 3 Months		Considering Insurance		Cancelled Travel Plans		Ever Purchased Travel Insurance		Traveler Type	
	Total	Yes	No	Yes	No	Yes	No	Yes	No	Business	Leisure
		A	B	C	D	E	F	G	H	I	J
Base: All respondents	2006	983	999	183	1802	211	1784	524	1471	403	1531
Weighted	2006	936	1045	179	1793	220	1772	418	1575	386	1527
Very concerned	320 16%	153 16%	166 16%	45 25% D	272 15%	47 21%	271 15%	87 21% H	232 15%	75 20%	237 16%
Somewhat concerned	523 26%	257 27%	266 25%	54 30%	468 26%	68 31%	455 26%	122 29%	400 25%	109 28%	401 26%
A little concerned	388 19%	190 20%	193 18%	34 19%	340 19%	41 19%	347 20%	81 19%	306 19%	65 17%	307 20%
Not at all concerned	716 36%	325 35%	384 37%	43 24%	669 37% C	58 26%	657 37% E	122 29%	592 38% G	124 32%	558 37%
(DK/NS)	60 3%	11 1%	35 3% A	3 2%	44 2%	6 3%	43 2%	4 1%	45 3%	13 3%	24 2%
Summary											
Top2Box (Concerned)	843 42%	410 44%	432 41%	99 55% D	740 41%	115 52% F	725 41%	210 50% H	632 40%	184 48%	638 42%
Low2Box (Unconcerned)	1103 55%	515 55%	578 55%	78 43%	1009 56% C	99 45%	1004 57% E	203 49%	898 57% G	189 49%	865 57% I

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4. 6. (Airline bankruptcies) When planning air travel, please rate your level of concern regarding the following issues. Are you very concerned, somewhat concerned, a little concerned or not at all concerned with ... ?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K-<\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	2006	887	1119	344	697	924	329	352	931	380	446	725	455
Weighted	2006	973	1033	603	760	602	415	357	850	375	447	732	451
Very concerned	402 20%	182 19%	220 21%	100 17%	169 22%	128 21%	114 27% GH	65 18%	159 19%	76 20%	73 16%	141 19%	112 25% J
Somewhat concerned	415 21%	167 17%	248 24% A	117 19%	178 23% E	111 18%	72 17%	75 21%	190 22%	80 21%	107 24% K	130 18%	97 22%
A little concerned	344 17%	140 14%	204 20% A	123 20%	126 17%	89 15%	81 20%	56 16%	160 19%	62 16%	74 16%	115 16%	93 21%
Not at all concerned	786 39%	453 47% B	333 32%	249 41%	266 35%	254 42% D	137 33%	151 42% F	329 39%	140 37%	181 41%	327 45% L	139 31%
(DK/NS)	59 3%	30 3%	29 3%	15 2%	21 3%	20 3%	11 3%	11 3%	13 1%	17 5%	12 3%	20 3%	10 2%
Summary													
Top2Box (Concerned)	817 41%	349 36%	468 45% A	217 36%	346 46% CE	240 40%	186 45%	140 39%	349 41%	156 42%	181 40%	271 37%	209 46% K
Low2Box (Unconcerned)	1130 56%	593 61% B	537 52%	372 62% D	392 52%	343 57%	218 53%	207 58%	489 57%	202 54%	255 57%	441 60% L	232 51%

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4. 6. (Airline bankruptcies) When planning air travel, please rate your level of concern regarding the following issues. Are you very concerned, somewhat concerned, a little concerned or not at all concerned with ... ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O

* small base

	Total	Children		Education			Employment Status				Marital Status		Race			
		Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	2006	597	1409	655	598	736	879	229	255	615	1297	692	208	1613	114	62
Weighted	2006	730	1276	1010	454	521	937	241	347	449	1205	784	268	1404	235*	116*
Very concerned	402 20%	156 21%	246 19%	240 24% E	85 19%	75 14%	180 19%	51 21%	75 22%	94 21%	246 20%	156 20%	92 35% MO	235 17%	65 28% M	18 15%
Somewhat concerned	415 21%	143 20%	272 21%	180 18%	103 23%	128 25% C	202 22%	65 27% I	66 19%	78 17%	253 21%	159 20%	51 19%	308 22% N	25 11%	30 26% N
A little concerned	344 17%	150 21%	193 15%	157 16%	82 18%	103 20%	160 17%	40 17%	78 23% I	61 14%	217 18%	125 16%	44 17%	252 18%	35 15%	15 13%
Not at all concerned	786 39%	268 37%	518 41%	391 39%	182 40%	207 40%	380 41% G	74 31%	121 35%	197 44% GH	459 38%	321 41%	73 27%	570 41% L	98 42% L	53 46% L
(DK/NS)	59 3%	12 2%	47 4% A	43 4% DE	3 1%	7 1%	15 2%	11 5%	7 2%	19 4% F	31 3%	23 3%	7 3%	39 3%	12 5%	0 -
Summary																
Top2Box (Concerned)	817 41%	299 41%	518 41%	420 42%	188 41%	203 39%	382 41%	115 48% I	141 41%	172 38%	498 41%	315 40%	143 53% MN	543 39%	91 39%	48 41%
Low2Box (Unconcerned)	1130 56%	419 57%	711 56%	547 54%	263 58%	310 60%	540 58% G	114 47%	199 57%	258 57% G	675 56%	445 57%	117 44% L	822 59%	133 56%	68 59%

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4. 6. (Airline bankruptcies) When planning air travel, please rate your level of concern regarding the following issues. Are you very concerned, somewhat concerned, a little concerned or not at all concerned with ... ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J

		Traveling In Next 3 Months		Considering Insurance		Cancelled Travel Plans		Ever Purchased Travel Insurance		Traveler Type	
	Total	Yes A	No B	Yes C	No D	Yes E	No F	Yes G	No H	Business I	Leisure J
Base: All respondents											
Weighted	2006	983	999	183	1802	211	1784	524	1471	403	1531
	2006	936	1045	179	1793	220	1772	418	1575	386	1527
Very concerned	402 20%	189 20%	211 20%	55 31% D	342 19%	50 23%	352 20%	94 22%	308 20%	73 19%	313 21%
Somewhat concerned	415 21%	183 20%	229 22%	36 20%	375 21%	47 21%	368 21%	93 22%	322 20%	72 19%	339 22%
A little concerned	344 17%	161 17%	181 17%	30 17%	304 17%	31 14%	312 18%	70 17%	271 17%	57 15%	270 18%
Not at all concerned	786 39%	390 42%	390 37%	54 30%	731 41% C	87 40%	696 39%	152 37%	633 40%	173 45% J	577 38%
(DK/NS)	59 3%	14 1%	33 3% A	5 3%	42 2%	4 2%	44 2%	8 2%	41 3%	11 3%	27 2%
Summary											
Top2Box (Concerned)	817 41%	372 40%	440 42%	91 51% D	716 40%	97 44%	720 41%	187 45%	630 40%	145 38%	653 43%
Low2Box (Unconcerned)	1130 56%	550 59%	571 55%	84 47%	1035 58% C	118 54%	1009 57%	223 53%	904 57%	230 60%	847 55%

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4.7. (Terrorism) When planning air travel, please rate your level of concern regarding the following issues. Are you very concerned, somewhat concerned, a little concerned or not at all concerned with ... ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K-<\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	2006	887	1119	344	697	924	329	352	931	380	446	725	455
Weighted	2006	973	1033	603	760	602	415	357	850	375	447	732	451
Very concerned	610 30%	250 26%	360 35% A	203 34% E	235 31%	160 27%	194 47% GH	110 31% H	181 21%	138 37% J	115 26%	226 31%	130 29%
Somewhat concerned	482 24%	208 21%	273 26% A	126 21%	202 27%	147 24%	78 19%	85 24%	236 28% F	88 23% K	125 28%	153 21%	115 26%
A little concerned	325 16%	147 15%	178 17%	89 15%	136 18%	98 16%	43 10%	60 17% F	165 19% F	56 15%	78 17%	127 17%	63 14%
Not at all concerned	552 28%	348 36% B	205 20%	175 29%	177 23%	186 31% D	94 23%	97 27%	258 30% F	83 22%	124 28%	207 28%	139 31% I
(DK/NS)	37 2%	20 2%	17 2%	10 2%	10 1%	12 2%	6 1%	6 2%	11 1%	10 3%	5 1%	18 2%	4 1%
Summary													
Top2Box (Concerned)	1092 54%	458 47%	634 61% A	329 55%	436 57% E	306 51%	272 66% GH	195 55%	417 49%	226 60% K	240 54%	380 52%	246 54%
Low2Box (Unconcerned)	877 44%	494 51% B	383 37%	264 44%	313 41%	284 47% D	137 33%	157 44% F	422 50% F	139 37%	202 45%	334 46% I	202 45%

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4.7. (Terrorism) When planning air travel, please rate your level of concern regarding the following issues. Are you very concerned, somewhat concerned, a little concerned or not at all concerned with ... ?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O

* small base

	Total	Children		Education			Employment Status				Marital Status		Race			
		Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	2006	597	1409	655	598	736	879	229	255	615	1297	692	208	1613	114	62
Weighted	2006	730	1276	1010	454	521	937	241	347	449	1205	784	268	1404	235*	116*
Very concerned	610 30%	270 37%	340 27%	379 37%	118 26%	107 21%	263 28%	72 30%	137 39%	135 30%	368 31%	240 31%	148 55%	321 23%	104 44%	40 35%
Somewhat concerned	482 24%	148 20%	334 26%	238 24%	112 25%	129 25%	233 25%	67 28%	68 20%	107 24%	280 23%	199 25%	37 14%	368 26%	42 18%	37 32%
A little concerned	325 16%	127 17%	198 15%	116 11%	96 21%	111 21%	152 16%	43 18%	53 15%	71 16%	232 19%	91 12%	29 11%	268 19%	22 9%	12 11%
Not at all concerned	552 28%	177 24%	376 29%	254 25%	123 27%	169 32%	282 30%	51 21%	83 24%	124 28%	312 26%	232 30%	52 19%	419 30%	62 26%	26 23%
(DK/NS)	37 2%	8 1%	29 2%	24 2%	5 1%	4 1%	7 1%	8 3%	6 2%	12 3%	12 1%	22 3%	2 1%	29 2%	6 2%	0 -
Summary																
Top2Box (Concerned)	1092 54%	418 57%	674 53%	617 61%	230 51%	236 45%	496 53%	139 58%	205 59%	242 54%	648 54%	439 56%	185 69%	689 49%	146 62%	77 66%
Low2Box (Unconcerned)	877 44%	304 42%	573 45%	370 37%	220 48%	280 54%	434 46%	94 39%	136 39%	195 43%	545 45%	323 41%	81 30%	687 49%	84 36%	39 34%

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4.7. (Terrorism) When planning air travel, please rate your level of concern regarding the following issues. Are you very concerned, somewhat concerned, a little concerned or not at all concerned with ... ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J

		Traveling In Next 3 Months		Considering Insurance		Cancelled Travel Plans		Ever Purchased Travel Insurance		Traveler Type	
	Total	Yes A	No B	Yes C	No D	Yes E	No F	Yes G	No H	Business I	Leisure J
Base: All respondents											
Weighted	2006	983	999	183	1802	211	1784	524	1471	403	1531
	2006	936	1045	179	1793	220	1772	418	1575	386	1527
Very concerned	610 30%	246 26%	363 35% A	66 37%	529 30%	54 25%	554 31%	111 26%	500 32%	116 30%	459 30%
Somewhat concerned	482 24%	251 27% B	228 22%	44 25%	436 24%	45 21%	436 25%	116 28%	366 23%	81 21%	393 26%
A little concerned	325 16%	161 17%	162 15%	27 15%	293 16%	41 19%	283 16%	82 20%	241 15%	49 13%	274 18% I
Not at all concerned	552 28%	274 29%	272 26%	39 22%	513 29%	77 35% F	475 27%	109 26%	443 28%	139 36% J	384 25%
(DK/NS)	37 2%	4 0	21 2% A	3 2%	22 1%	2 1%	24 1%	1 0	26 2% G	2 0	17 1%
Summary											
Top2Box (Concerned)	1092 54%	497 53%	591 57%	110 62%	966 54%	99 45%	990 56% E	226 54%	865 55%	196 51%	852 56%
Low2Box (Unconcerned)	877 44%	435 46%	433 41%	66 37%	805 45%	118 54% F	758 43%	190 46%	684 43%	188 49%	658 43%

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4. (Top2Box Summary (Concerned)) When planning air travel, please rate your level of concern regarding the following issues. Are you very concerned, somewhat concerned, a little concerned or not at all concerned with ... ?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

		Gender		Age			Household Income			Region			
	Total	Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	2006	887	1119	344	697	924	329	352	931	380	446	725	455
Weighted	2006	973	1033	603	760	602	415	357	850	375	447	732	451
Costs (tickets, baggage fees, etc.)	1278 64%	559 57%	719 70% A	396 66% E	511 67% E	351 58%	267 64%	218 61%	574 67%	241 64%	258 58%	451 62%	327 72% IJK
Delays resulting in missed connections, lost vacation time	1102 55%	500 51%	602 58% A	331 55%	458 60% E	294 49%	224 54%	188 53%	507 60%	214 57%	238 53%	376 51%	274 61% K
Terrorism	1092 54%	458 47%	634 61% A	329 55%	436 57% E	306 51%	272 66% GH	195 55%	417 49%	226 60% K	240 54%	380 52%	246 54%
Baggage issues (including loss and delay)	1054 53%	477 49%	577 56% A	306 51%	437 58% E	299 50%	231 56%	182 51%	460 54%	207 55%	213 48%	381 52%	255 56% J
Fewer flights to choose from	848 42%	380 39%	468 45% A	229 38%	349 46% C	260 43%	159 38%	155 43%	386 45%	162 43%	185 41%	294 40%	207 46%
On board comfort, amenities	843 42%	382 39%	461 45%	248 41%	336 44%	251 42%	167 40%	142 40%	394 46%	146 39%	175 39%	321 44%	201 44%
Airline bankruptcies	817 41%	349 36%	468 45% A	217 36%	346 46% CE	240 40%	186 45%	140 39%	349 41%	156 42%	181 40%	271 37%	209 46% K

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4. (Top2Box Summary (Concerned)) When planning air travel, please rate your level of concern regarding the following issues. Are you very concerned, somewhat concerned, a little concerned or not at all concerned with ... ?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O

* small base

	Total	Children		Education			Employment Status				Marital Status		Race			
		Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	2006	597	1409	655	598	736	879	229	255	615	1297	692	208	1613	114	62
Weighted	2006	730	1276	1010	454	521	937	241	347	449	1205	784	268	1404	235*	116*
Costs (tickets, baggage fees, etc.)	1278 64%	486 67%	792 62%	601 60%	303 67%	362 70%	612 65%	157 65%	245 70%	250 56%	800 66%	472 60%	191 71%	879 63%	148 63%	78 67%
Delays resulting in missed connections, lost vacation time	1102 55%	415 57%	687 54%	504 50%	262 58%	327 63%	560 60%	135 56%	187 54%	211 47%	691 57%	406 52%	164 61%	744 53%	136 58%	68 59%
Terrorism	1092 54%	418 57%	674 53%	617 61%	230 51%	236 45%	496 53%	139 58%	205 59%	242 54%	648 54%	439 56%	185 69%	689 49%	146 62%	77 66%
Baggage issues (including loss and delay)	1054 53%	391 54%	664 52%	507 50%	257 57%	286 55%	522 56%	121 50%	194 56%	208 46%	654 54%	396 51%	155 58%	705 50%	137 58%	69 60%
Fewer flights to choose from	848 42%	324 44%	524 41%	380 38%	217 48%	248 48%	419 45%	93 39%	148 43%	180 40%	549 46%	297 38%	108 41%	590 42%	107 46%	57 49%
On board comfort, amenities	843 42%	304 42%	539 42%	399 39%	204 45%	236 45%	416 44%	87 36%	167 48%	163 36%	519 43%	321 41%	114 43%	588 42%	96 41%	56 48%
Airline bankruptcies	817 41%	299 41%	518 41%	420 42%	188 41%	203 39%	382 41%	115 48%	141 41%	172 38%	498 41%	315 40%	143 53%	543 39%	91 39%	48 41%

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4. (Top2Box Summary (Concerned)) When planning air travel, please rate your level of concern regarding the following issues. Are you very concerned, somewhat concerned, a little concerned or not at all concerned with ... ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J

		Traveling in Next 3 Months		Considering Insurance		Cancelled Travel Plans		Ever Purchased Travel Insurance		Traveler Type	
	Total	Yes	No	Yes	No	Yes	No	Yes	No	Business	Leisure
		A	B	C	D	E	F	G	H	I	J
Base: All respondents	2006	983	999	183	1802	211	1784	524	1471	403	1531
Weighted	2006	936	1045	179	1793	220	1772	418	1575	386	1527
Costs (tickets, baggage fees, etc.)	1278 64%	620 66%	647 62%	126 71%	1136 63%	152 69%	1124 63%	297 71% H	980 62%	228 59%	1015 66% I
Delays resulting in missed connections, lost vacation time	1102 55%	528 56%	568 54%	111 62%	985 55%	142 64% F	958 54%	284 68% H	817 52%	240 62% J	833 55%
Terrorism	1092 54%	497 53%	591 57%	110 62%	966 54%	99 45%	990 56% E	226 54%	865 55%	196 51%	852 56%
Baggage issues (including loss and delay)	1054 53%	485 52%	568 54%	112 63% D	933 52%	119 54%	933 53%	260 62% H	794 50%	198 51%	830 54%
Fewer flights to choose from	848 42%	409 44%	436 42%	97 54% D	745 42%	106 48%	742 42%	209 50% H	638 40%	172 45%	659 43%
On board comfort, amenities	843 42%	410 44%	432 41%	99 55% D	740 41%	115 52% F	725 41%	210 50% H	632 40%	184 48%	638 42%
Airline bankruptcies	817 41%	372 40%	440 42%	91 51% D	716 40%	97 44%	720 41%	187 45%	630 40%	145 38%	653 43%

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4. (Low2Box Summary (Unconcerned)) When planning air travel, please rate your level of concern regarding the following issues. Are you very concerned, somewhat concerned, a little concerned or not at all concerned with ... ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	2006	887	1119	344	697	924	329	352	931	380	446	725	455
Weighted	2006	973	1033	603	760	602	415	357	850	375	447	732	451
Airline bankruptcies	1130 56%	593 61% B	537 52% D	372 62% D	392 52% D	343 57% D	218 53% D	207 58% F	489 57% F	202 54% I	255 57% J	441 60% K	232 51% L
Fewer flights to choose from	1105 55%	563 58% B	541 52% B	363 60% DE	396 52% DE	320 53% DE	248 60% DE	195 55% DE	450 53% DE	195 52% DE	251 56% DE	421 58% DE	237 53% DE
On board comfort, amenities	1103 55%	553 57% B	550 53% B	343 57% B	402 53% B	330 55% B	234 56% B	205 57% B	444 52% B	207 55% B	261 58% B	397 54% B	238 53% B
Baggage issues (including loss and delay)	911 45%	474 49% B	437 42% B	286 47% B	311 41% B	290 48% D	179 43% B	170 48% F	379 45% F	155 41% I	228 51% IL	337 46% I	191 42% L
Terrorism	877 44%	494 51% B	383 37% B	264 44% B	313 41% B	284 47% D	137 33% B	157 44% F	422 50% F	139 37% I	202 45% J	334 46% K	202 45% L
Delays resulting in missed connections, lost vacation time	854 43%	447 46% B	407 39% B	257 43% B	292 38% B	287 48% D	185 44% B	159 44% B	332 39% B	148 39% B	197 44% B	338 46% L	171 38% L
Costs (tickets, baggage fees, etc.)	691 34%	392 40% B	300 29% B	202 34% B	235 31% B	238 39% D	143 34% B	133 37% B	264 31% B	120 32% B	183 41% IL	270 37% L	118 26% L

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4. (Low2Box Summary (Unconcerned)) When planning air travel, please rate your level of concern regarding the following issues. Are you very concerned, somewhat concerned, a little concerned or not at all concerned with ... ?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O

* small base

	Total	Children		Education			Employment Status				Marital Status		Race			
		Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	2006	597	1409	655	598	736	879	229	255	615	1297	692	208	1613	114	62
Weighted	2006	730	1276	1010	454	521	937	241	347	449	1205	784	268	1404	235*	116*
Airline bankruptcies	1130 56%	419 57%	711 56%	547 54%	263 58%	310 60%	540 58%	114 47%	199 57%	258 57%	675 56%	445 57%	117 44%	822 59%	133 56%	68 59%
Fewer flights to choose from	1105 55%	395 54%	710 56%	597 59%	232 51%	266 51%	507 54%	137 57%	195 56%	249 56%	629 52%	466 59%	156 58%	771 55%	123 52%	59 51%
On board comfort, amenities	1103 55%	417 57%	687 54%	572 57%	242 53%	278 53%	506 54%	150 62%	170 49%	263 59%	663 55%	432 55%	146 54%	776 55%	129 55%	61 52%
Baggage issues (including loss and delay)	911 45%	333 46%	579 45%	477 47%	194 43%	230 44%	407 43%	110 46%	151 43%	227 51%	534 44%	370 47%	110 41%	669 48%	93 39%	47 40%
Terrorism	877 44%	304 42%	573 45%	370 37%	220 48%	280 54%	434 46%	94 39%	136 39%	195 43%	545 45%	323 41%	81 30%	687 49%	84 36%	39 34%
Delays resulting in missed connections, lost vacation time	854 43%	305 42%	549 43%	472 47%	185 41%	190 37%	366 39%	96 40%	155 45%	219 49%	495 41%	352 45%	99 37%	622 44%	94 40%	46 40%
Costs (tickets, baggage fees, etc.)	691 34%	239 33%	453 35%	384 38%	148 33%	155 30%	317 34%	79 33%	99 29%	184 41%	385 32%	298 38%	75 28%	493 35%	87 37%	39 33%

Access America: Traveler Concern Study

Detailed tables

4. (Low2Box Summary (Unconcerned)) When planning air travel, please rate your level of concern regarding the following issues. Are you very concerned, somewhat concerned, a little concerned or not at all concerned with ... ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J

		Traveling in Next 3 Months		Considering Insurance		Cancelled Travel Plans		Ever Purchased Travel Insurance		Traveler Type	
	Total	Yes	No	Yes	No	Yes	No	Yes	No	Business	Leisure
		A	B	C	D	E	F	G	H	I	J
Base: All respondents	2006	983	999	183	1802	211	1784	524	1471	403	1531
Weighted	2006	936	1045	179	1793	220	1772	418	1575	386	1527
Airline bankruptcies	1130 56%	550 59%	571 55%	84 47%	1035 58%	118 54%	1009 57%	223 53%	904 57%	230 60%	847 55%
Fewer flights to choose from	1105 55%	519 55%	576 55%	83 46%	1007 56%	112 51%	989 56%	204 49%	898 57%	209 54%	842 55%
On board comfort, amenities	1103 55%	515 55%	578 55%	78 43%	1009 56%	99 45%	1004 57%	203 49%	898 57%	189 49%	865 57%
Baggage issues (including loss and delay)	911 45%	447 48%	453 43%	64 36%	835 47%	96 44%	814 46%	155 37%	754 48%	183 47%	683 45%
Terrorism	877 44%	435 46%	433 41%	66 37%	805 45%	118 54%	758 43%	190 46%	684 43%	188 49%	658 43%
Delays resulting in missed connections, lost vacation time	854 43%	401 43%	447 43%	68 38%	773 43%	75 34%	779 44%	129 31%	724 46%	138 36%	675 44%
Costs (tickets, baggage fees, etc.)	691 34%	311 33%	376 36%	52 29%	634 35%	63 29%	628 35%	120 29%	570 36%	155 40%	498 33%

Access America: Traveler Concern Study

5. Have you had to unexpectedly cancel travel plans in the past year?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	2006	887	1119	344	697	924	329	352	931	380	446	725	455
Weighted	2006	973	1033	603	760	602	415	357	850	375	447	732	451
Yes	220 11%	130 13%	90 9%	75 12%	88 12%	54 9%	42 10%	23 6%	117 14%	39 10%	42 9%	89 12%	50 11%
No	1772 88%	833 86%	938 91%	523 87%	668 88%	543 90%	373 90%	331 93%	726 85%	326 87%	406 91%	640 87%	400 89%
(DK/NS)	14 1%	9 1%	5 1%	5 1%	4 1%	5 1%	0 -	4 1%	7 1%	10 3%	0 -	3 0	2 0

Detailed tables

Access America: Traveler Concern Study

5. Have you had to unexpectedly cancel travel plans in the past year?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O
 * small base

		Children		Education			Employment Status				Marital Status		Race			
	Total	Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	2006	597	1409	655	598	736	879	229	255	615	1297	692	208	1613	114	62
Weighted	2006	730	1276	1010	454	521	937	241	347	449	1205	784	268	1404	235*	116*
Yes	220 11%	73 10%	147 12%	91 9%	51 11%	76 15% C	127 14% I	20 8%	38 11%	31 7%	133 11%	85 11%	35 13%	136 10%	35 15%	23 20% M
No	1772 88%	656 90%	1116 87%	907 90% E	403 89%	444 85%	805 86%	217 90%	309 89%	413 92% F	1065 88%	691 88%	232 87%	1258 90% O	198 84%	93 80%
(DK/NS)	14 1%	1 0	13 1%	12 1%	1 0	1 0	5 1%	4 2%	1 0	4 1%	7 1%	7 1%	1 0	11 1%	2 1%	0 -

Access America: Traveler Concern Study

5. Have you had to unexpectedly cancel travel plans in the past year?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J

		Traveling In Next 3 Months		Considering Insurance		Cancelled Travel Plans		Ever Purchased Travel Insurance		Traveler Type	
	Total	Yes A	No B	Yes C	No D	Yes E	No F	Yes G	No H	Business I	Leisure J
Base: All respondents											
Weighted	2006	983	999	183	1802	211	1784	524	1471	403	1531
	2006	936	1045	179	1793	220	1772	418	1575	386	1527
Yes	220 11%	160 17%	59 6%	40 22%	176 10%	220 100%	0 -	64 15%	156 10%	74 19%	141 9%
No	1772 88%	777 83%	982 94%	139 78%	1612 90%	0 -	1772 100%	352 84%	1418 90%	312 81%	1383 91%
(DK/NS)	14 1%	0 -	3 0	0 -	4 0	0 -	0 -	2 1%	2 0	0 -	3 0

Detailed tables

Access America: Traveler Concern Study

6. Why did you have to cancel your most recent travel plans?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

* small base; ** very small base (under 30) ineligible for sig testing

		Gender		Age			Household Income			Region			
	Total	Male	Female	18-34	35-54	55+	Under \$25K	\$25K- -\$50K	\$50K+	Northeast	Midwest	South	West
Base: Canceled most recent travel plans Weighted		A	B	C	D	E	F	G	H	I	J	K	L
	211	112	99	46	79	84	30	24	124	37	39	80	55
	220	130*	90*	75*	88*	54*	42**	23**	117*	39**	42**	89*	50*
Illness (you or a family member)	56 25%	22 17%	34 38% A	17 22%	21 23%	18 34%	9 20%	7 31%	29 25%	9 22%	9 21%	20 22%	19 38%
Family issues (death in the family, other emergency)	51 23%	32 24%	19 22%	19 25%	13 14%	20 36% D	9 21%	5 22%	28 24%	11 27%	11 26%	20 22%	9 19%
Financial concerns (foreclosure, job loss)	47 21%	27 21%	20 23%	17 22%	23 26%	8 14%	13 30%	11 48%	20 17%	11 29%	6 15%	21 24%	8 17%
Having to work/work-related emergency	44 20%	30 23%	14 16%	19 25%	19 22%	6 11%	12 29%	3 11%	21 18%	8 20%	6 15%	22 25%	8 16%
Weather related (hurricane, flood, wildfire, snow storm, etc.)	20 9%	16 12%	4 4%	5 7%	10 11%	5 10%	5 13%	0 -	15 12%	1 3%	7 17%	9 10%	3 7%
Business/ Business (plan) changes	6 3%	4 3%	2 2%	0 -	3 4%	0 -	0 -	0 -	2 2%	0 -	1 3%	1 1%	4 8%
Airline issues (cancellations/ late flights)	4 2%	2 2%	2 2%	0 -	3 3%	1 2%	0 1%	0 -	2 2%	2 4%	0 -	2 3%	0 -
I changed my mind/ plans/ schedule	2 1%	0 0	1 2%	0 -	1 2%	0 1%	0 -	0 2%	1 1%	0 -	0 -	1 1%	1 2%
Price of fuel (unspecified)	2 1%	2 1%	0 -	0 -	0 -	2 3%	0 -	1 5%	1 0	1 3%	1 1%	0 -	0 -
Other	16 7%	10 8%	6 6%	8 11%	5 5%	4 7%	2 4%	0 2%	12 10%	0 -	4 9%	6 7%	6 12%
(DK/NS)	7 3%	5 4%	3 3%	1 2%	5 6%	1 3%	2 5%	1 5%	3 3%	0 1%	3 6%	4 5%	0 1%

Detailed tables

Access America: Traveler Concern Study

Detailed tables

6. Why did you have to cancel your most recent travel plans?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O

* small base; ** very small base (under 30) ineligible for sig testing

	Total	Children		Education			Employment Status				Marital Status		Race			
		Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Canceled most recent travel plans	211	63	148	54	63	93	116	18	28	46	137	73	30	154	17	13
Weighted	220	73*	147*	91*	51*	76*	127*	20**	38**	31*	133*	85*	35**	136	35**	23**
Illness (you or a family member)	56 25%	20 28%	35 24%	25 28%	13 26%	17 23%	26 20%	10 49%	6 15%	14 44% F	32 24%	23 28%	2 7%	43 31%	6 18%	8 33%
Family issues (death in the family, other emergency)	51 23%	15 20%	36 25%	16 17%	17 34%	18 23%	26 21%	2 11%	11 30%	11 34%	22 16%	29 35% J	9 27%	30 22%	10 29%	4 18%
Financial concerns (foreclosure, job loss)	47 21%	13 18%	34 23%	28 30% E	11 22%	8 11%	25 20%	5 26%	13 34%	4 13%	27 21%	20 23%	15 42%	19 14%	8 22%	6 25%
Having to work/work-related emergency	44 20%	16 22%	28 19%	18 20%	9 17%	17 23%	31 24% I	4 20%	9 24%	0 -	30 22%	15 17%	9 24%	25 18%	9 25%	2 10%
Weather related (hurricane, flood, wildfire, snow storm, etc.)	20 9%	6 9%	14 9%	5 6%	8 15%	7 9%	10 8%	0 -	5 12%	5 16%	9 6%	11 13%	3 10%	11 8%	3 10%	2 10%
Business/ Business (plan) changes	6 3%	3 4%	3 2%	1 2%	0 -	3 3%	4 3%	0 -	0 -	0 -	3 3%	1 1%	1 4%	5 4%	1 4%	0 -
Airline issues (cancellations/ late flights)	4 2%	1 2%	3 2%	0 -	0 1%	4 5%	4 3%	0 2%	0 -	0 -	4 3%	0 -	0 -	1 1%	1 4%	2 7%
I changed my mind/ plans/ schedule	2 1%	1 1%	1 1%	0 -	1 2%	1 1%	1 1%	1 3%	0 -	0 1%	1 0	1 2%	0 -	2 1%	0 -	0 -
Price of fuel (unspecified)	2 1%	0 -	2 1%	1 1%	1 1%	0 -	1 0	0 -	0 -	1 4%	1 0	1 1%	0 -	2 1%	0 -	0 -
Other	16 7%	5 7%	11 8%	1 1%	5 10% C	10 13% C	11 9%	0 -	3 9%	1 4%	6 5%	10 12%	1 3%	10 7%	3 9%	4 17%
(DK/NS)	7 3%	2 2%	6 4%	3 3%	3 5%	2 3%	5 4%	1 5%	0 1%	1 2%	4 3%	3 4%	0 1%	7 5%	0 -	0 -

Access America: Traveler Concern Study

6. Why did you have to cancel your most recent travel plans?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J

* small base; ** very small base (under 30) ineligible for sig testing

		Traveling in Next 3 Months		Considering Insurance		Cancelled Travel Plans		Ever Purchased Travel Insurance		Traveler Type	
	Total	Yes	No	Yes	No	Yes	No	Yes	No	Business	Leisure
		A	B	C	D	E	F	G	H	I	J
Base: Canceled most recent travel plans	211	155	55	37	173	211	0	75	135	77	131
Weighted	220	160	59*	40**	176	220	-.**	64*	156*	74*	141*
Illness (you or a family member)	56 25%	40 25%	16 27%	11 28%	44 25%	56 25%	0 -	15 24%	41 26%	10 14%	45 32% I
Family issues (death in the family, other emergency)	51 23%	35 22%	16 26%	9 21%	42 24%	51 23%	0 -	18 29%	33 21%	16 21%	34 24%
Financial concerns (foreclosure, job loss)	47 21%	25 16%	22 37% A	6 15%	38 21%	47 21%	0 -	9 14%	38 25%	11 14%	33 24%
Having to work/work-related emergency	44 20%	33 21%	11 19%	9 23%	35 20%	44 20%	0 -	10 16%	34 22%	20 27%	24 17%
Weather related (hurricane, flood, wildfire, snow storm, etc.)	20 9%	16 10%	4 7%	5 11%	15 9%	20 9%	0 -	8 12%	12 8%	10 13%	10 7%
Business/ Business (plan) changes	6 3%	5 3%	1 3%	0 -	6 4%	6 3%	0 -	1 1%	6 4%	5 7%	1 1%
Airline issues (cancellations/ late flights)	4 2%	4 2%	0 1%	1 3%	3 1%	4 2%	0 -	2 3%	2 1%	2 3%	2 1%
I changed my mind/ plans/ schedule	2 1%	1 1%	1 1%	0 -	2 1%	2 1%	0 -	1 1%	1 1%	1 1%	1 1%
Price of fuel (unspecified)	2 1%	2 1%	0 -	0 -	2 1%	2 1%	0 -	0 -	2 1%	0 -	2 1%
Other	16 7%	16 10%	0 1%	3 7%	13 7%	16 7%	0 -	6 10%	9 6%	9 12%	7 5%
(DK/NS)	7 3%	5 3%	1 2%	1 2%	7 4%	7 3%	0 -	4 6%	4 3%	2 2%	6 4%

Detailed tables

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7. Have you ever purchased travel insurance?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K-<\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	2006	887	1119	344	697	924	329	352	931	380	446	725	455
Weighted	2006	973	1033	603	760	602	415	357	850	375	447	732	451
Yes	418 21%	192 20%	225 22%	60 10%	161 21%	187 31%	42 10%	61 17%	227 27%	79 21%	101 23%	152 21%	85 19%
No	1575 79%	769 79%	806 78%	538 89%	592 78%	415 69%	372 90%	294 82%	617 73%	288 77%	344 77%	577 79%	366 81%
(DK/NS)	13 1%	11 1%	2 0	5 1%	7 1%	1 0	1 0	2 1%	7 1%	8 2%	2 0	3 0	1 0

Detailed tables

Access America: Traveler Concern Study

7. Have you ever purchased travel insurance?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O
 * small base

	Total	Children		Education			Employment Status				Marital Status		Race			
		Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	2006	597	1409	655	598	736	879	229	255	615	1297	692	208	1613	114	62
Weighted	2006	730	1276	1010	454	521	937	241	347	449	1205	784	268	1404	235*	116*
Yes	418 21%	104 14%	314 25%	147 15%	107 24%	156 30%	185 20%	41 17%	49 14%	135 30%	274 23%	138 18%	22 8%	322 23%	56 24%	21 18%
No	1575 79%	624 86%	951 75%	853 85%	346 76%	362 70%	747 80%	194 81%	298 86%	314 70%	924 77%	640 82%	246 92%	1070 76%	179 76%	95 82%
(DK/NS)	13 1%	2 0	11 1%	10 1%	2 0	2 0	6 1%	6 2%	1 0	1 0	7 1%	6 1%	1 0	12 1%	0 -	0 -

Access America: Traveler Concern Study

7. Have you ever purchased travel insurance?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J

		Traveling In Next 3 Months		Considering Insurance		Cancelled Travel Plans		Ever Purchased Travel Insurance		Traveler Type	
	Total	Yes A	No B	Yes C	No D	Yes E	No F	Yes G	No H	Business I	Leisure J
Base: All respondents											
Weighted	2006	983	999	183	1802	211	1784	524	1471	403	1531
	2006	936	1045	179	1793	220	1772	418	1575	386	1527
Yes	418 21%	255 27%	158 15%	109 61%	308 17%	64 29%	352 20%	418 100%	0 -	92 24%	323 21%
No	1575 79%	678 72%	887 85%	71 39%	1482 83%	156 71%	1418 80%	0 -	1575 100%	293 76%	1201 79%
(DK/NS)	13 1%	3 0	0 -	0 -	3 0	1 0	2 0	0 -	0 -	1 0	2 0

Detailed tables

Access America: Traveler Concern Study

8. Do you travel primarily for business or leisure?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	2006	887	1119	344	697	924	329	352	931	380	446	725	455
Weighted	2006	973	1033	603	760	602	415	357	850	375	447	732	451
Business	260 13%	175 18%	84 8%	72 12%	123 16%	60 10%	58 14%	37 10%	117 14%	35 9%	54 12%	108 15%	63 14%
Leisure	1527 76%	677 70%	850 82%	452 75%	563 74%	488 81%	309 74%	297 83%	628 74%	296 79%	352 79%	543 74%	337 75%
(NOT READ) Both equally	126 6%	75 8%	52 5%	44 7%	45 6%	31 5%	16 4%	15 4%	75 9%	18 5%	26 6%	47 6%	36 8%
(DK/NS)	93 5%	46 5%	47 5%	36 6%	28 4%	24 4%	32 8%	8 2%	30 4%	27 7%	15 3%	35 5%	16 3%

Detailed tables

Access America: Traveler Concern Study

8. Do you travel primarily for business or leisure?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O

* small base

	Total	Children		Education			Employment Status				Marital Status		Race			
		Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	2006	597	1409	655	598	736	879	229	255	615	1297	692	208	1613	114	62
Weighted	2006	730	1276	1010	454	521	937	241	347	449	1205	784	268	1404	235*	116*
Business	260	103	156	92	71	93	173	27	28	29	170	87	40	183	26	15
	13%	14%	12%	9%	16%	18%	18%	11%	8%	6%	14%	11%	15%	13%	11%	13%
Leisure	1527	558	969	799	350	368	661	191	276	380	924	596	183	1099	174	82
	76%	76%	76%	79%	77%	71%	71%	79%	79%	85%	77%	76%	68%	78%	74%	70%
(NOT READ) Both equally	126	37	90	48	24	52	81	13	11	18	77	45	14	80	19	17
	6%	5%	7%	5%	5%	10%	9%	5%	3%	4%	6%	6%	5%	6%	8%	15%
(DK/NS)	93	32	61	71	10	7	22	10	33	21	33	56	31	43	16	2
	5%	4%	5%	7%	2%	1%	2%	4%	9%	5%	3%	7%	12%	3%	7%	2%
				DE					FI	F		J	MO			

Access America: Traveler Concern Study

8. Do you travel primarily for business or leisure?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J

		Traveling In Next 3 Months		Considering Insurance		Cancelled Travel Plans		Ever Purchased Travel Insurance		Traveler Type	
	Total	Yes	No	Yes	No	Yes	No	Yes	No	Business	Leisure
		A	B	C	D	E	F	G	H	I	J
Base: All respondents											
Weighted	2006	983	999	183	1802	211	1784	524	1471	403	1531
	2006	936	1045	179	1793	220	1772	418	1575	386	1527
Business	260	163	94	25	233	53	207	57	202	260	0
	13%	17%	9%	14%	13%	24%	12%	14%	13%	67%	-
		B				F				J	
Leisure	1527	667	848	145	1364	141	1383	323	1201	0	1527
	76%	71%	81%	81%	76%	64%	78%	77%	76%	-	100%
		A				E				I	
(NOT READ) Both equally	126	92	34	9	118	21	105	35	91	126	0
	6%	10%	3%	5%	7%	10%	6%	8%	6%	33%	-
		B								J	
(DK/NS)	93	14	69	1	78	4	77	2	81	0	0
	5%	1%	7%	0	4%	2%	4%	1%	5%	-	-
		A			C				G		

Detailed tables