

1. Please listen to the following statement: 'This is a good time to find great travel deals.' Would you say you ... with this statement?

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

		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	1000	318	653	252	306	440	455	90	139	307	648	338	120	729	92	39
Weighted	1000	393	575	491	239	268	454	108*	196*	235	615	371	133*	679	115*	49**
In the past month	151 15%	67 17%	82 14%	43 9%	45 19% C	63 24% C	94 21% HI	15 14%	17 9%	25 11%	100 16%	51 14%	18 14%	107 16%	10 9%	11 22%
One to three months ago	119 12%	47 12%	68 12%	61 12%	25 10%	33 12%	54 12%	10 9%	20 10%	35 15%	76 12%	41 11%	21 16%	82 12%	12 11%	4 7%
Four to six months ago	91 9%	24 6%	65 11%	41 8%	19 8%	32 12%	48 11%	4 4%	14 7%	25 11%	57 9%	35 9%	8 6%	59 9%	14 13%	3 6%
Seven to 12 months ago	150 15%	69 17%	75 13%	67 14%	39 16%	44 16%	69 15%	25 24%	23 12%	32 14%	89 14%	60 16%	17 13%	101 15%	15 13%	14 29%
More than a year ago	137 14%	57 15%	73 13%	58 12%	32 14%	45 17%	64 14%	19 17%	21 10%	34 14%	87 14%	46 13%	17 13%	93 14%	16 14%	10 20%
More than two years ago	331 33%	126 32%	200 35%	205 42% E	76 32% E	50 19%	112 25%	35 32%	101 51% FGI	81 35% F	202 33%	129 35%	49 37%	233 34%	40 35%	8 16%
(DK/NS)	20 2%	3 1%	11 2%	16 3% E	4 2% E	0 - E	13 3%	0 - -	1 1%	3 1%	5 1%	9 2%	3 2%	6 1%	7 6% M	0 1%

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		Travel Frequency		
	Total	Past 3 months	4 months to 1 year ago	More than 1 year ago
		A	B	C
Base: All respondents	1000	296	252	440
Weighted	1000	271	241	468
In the past month	151 15%	151 56% BC	0 -	0 -
One to three months ago	119 12%	119 44% BC	0 -	0 -
Four to six months ago	91 9%	0 -	91 38% AC	0 -
Seven to 12 months ago	150 15%	0 -	150 62% AC	0 -
More than a year ago	137 14%	0 -	0 -	137 29% AB
More than two years ago	331 33%	0 -	0 -	331 71% AB
(DK/NS)	20 2%	0 -	0 -	0 -

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Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L * 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: All respondents	1000	495	505	144	379	471	159	207	470	190	224	363	223
Weighted	1000	486	514	303*	381	310	187*	225	422	186*	221	367	226
Strongly agree	315 32%	163 34%	152 30%	74 24%	132 35%	110 35% C	56 30%	63 28%	153 36%	69 37%	69 31%	118 32%	60 27%
Somewhat agree	402 40%	191 39%	211 41%	139 46%	144 38%	115 37%	61 33%	88 39%	184 44%	55 29%	102 46% I	161 44% I	84 37%
Somewhat disagree	113 11%	47 10%	66 13%	43 14%	30 8%	39 13%	25 13%	30 13%	45 11%	33 18% K	23 10%	33 9%	24 11%
Strongly disagree	104 10%	52 11%	51 10%	30 10%	51 13% E	23 7%	30 16% H	27 12%	28 7%	19 10%	21 9%	27 7%	36 16% K
(DK/NS)	66 7%	33 7%	33 6%	17 6%	25 6%	23 7%	14 8%	17 7%	13 3%	11 6%	6 3%	27 7%	21 9% J
Summary													
Top2Box (Agree)	718 72%	354 73%	363 71%	213 70%	276 72%	225 73%	118 63%	151 67%	337 80% FG	123 66%	171 77% L	279 76% L	145 64%
Low2Box (Disagree)	216 22%	99 20%	117 23%	73 24%	80 21%	62 20%	55 30% H	57 25%	72 17%	52 28% K	44 20%	61 17%	60 27% K

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Base: All respondents	1000	318	653	252	306	440	455	90	139	307	648	338	120	729	92	39
Weighted	1000	393	575	491	239	268	454	108*	196*	235	615	371	133*	679	115*	49**
Strongly agree	315 32%	108 28%	194 34%	137 28%	84 35%	94 35%	159 35% G	18 17%	48 24%	88 37% GH	195 32%	117 31%	41 31%	207 31%	52 45% M	8 16%
Somewhat agree	402 40%	186 47% B	212 37%	184 38%	94 40%	122 46%	203 45%	37 34%	76 39%	85 36%	264 43%	135 36%	30 23%	316 47% LN	33 29%	14 29%
Somewhat disagree	113 11%	39 10%	72 12%	63 13%	25 10%	25 9%	39 9%	21 19% F	20 10%	32 14%	65 11%	48 13%	19 14%	81 12%	9 8%	4 8%
Strongly disagree	104 10%	47 12%	51 9%	76 16% DE	16 7%	11 4%	29 6%	21 20% FI	40 20% FI	13 6%	56 9%	47 13%	27 21% M	39 6%	16 14% M	22 45%
(DK/NS)	66 7%	13 3%	46 8% A	30 6%	20 8%	15 6%	24 5%	10 10%	12 6%	16 7%	35 6%	25 7%	15 11% M	35 5%	5 4%	1 3%
Summary																
Top2Box (Agree)	718 72%	294 75%	407 71%	321 65%	178 75%	217 81% C	362 80% GH	55 51%	124 63%	173 74% G	459 75%	251 68%	71 54%	524 77% L	85 74% L	22 45%
Low2Box (Disagree)	216 22%	86 22%	122 21%	140 28% DE	41 17%	36 13%	68 15%	42 39% FI	60 30% F	46 19%	121 20%	95 26%	47 35% M	121 18%	25 22%	26 53%

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Proportions/Mean: Columns Tested (5% risk level) - A/B/C

		Travel Frequency		
	Total	Past 3 months	4 months to 1 year ago	More than 1 year ago
		A	B	C
Base: All respondents	1000	296	252	440
Weighted	1000	271	241	468
Strongly agree	315 32%	98 36%	72 30%	145 31%
Somewhat agree	402 40%	113 42%	93 38%	193 41%
Somewhat disagree	113 11%	32 12%	37 15%	45 10%
Strongly disagree	104 10%	13 5%	29 12%	56 12%
(DK/NS)	66 7%	15 6%	11 5%	30 6%
Summary				
Top2Box (Agree)	718 72%	211 78%	165 68%	338 72%
Low2Box (Disagree)	216 22%	44 16%	65 27%	101 21%
			A	

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	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	1000	495	505	144	379	471	159	207	470	190	224	363	223
Weighted	1000	486	514	303*	381	310	187*	225	422	186*	221	367	226
Attractions such as discounted or free tickets, cruise excursions, meals	243 24%	109 23%	134 26%	88 29% E	100 26% E	54 18%	49 26%	66 29%	105 25%	46 25%	53 24%	91 25%	53 23%
Free nights or kids stay free	239 24%	102 21%	137 27%	97 32% E	87 23%	54 18%	42 23%	61 27%	105 25%	41 22%	61 27%	78 21%	59 26%
Hotel upgrades	212 21%	110 23%	102 20%	57 19%	90 24%	63 20%	25 13%	50 22%	95 23%	38 21%	44 20%	85 23%	45 20%
Air upgrades	134 13%	72 15%	62 12%	24 8%	50 13%	59 19% C	26 14%	27 12%	58 14%	30 16%	32 15%	36 10%	36 16%
Car rental upgrades or free days	62 6%	34 7%	27 5%	24 8%	18 5%	19 6%	18 10% G	4 2% G	31 7% G	13 7%	9 4%	31 9%	9 4%
(DK/NS)	110 11%	57 12%	52 10%	13 4%	36 10%	60 19% CD	27 14% H	17 8%	27 7%	17 9%	23 10%	44 12%	25 11%

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Weighted	1000	393	575	491	239	268	454	108*	196*	235	615	371	133*	679	115*	49**
Attractions such as discounted or free tickets, cruise excursions, meals	243 24% B	123 31% B	111 19% DE	146 30% DE	42 18% DE	54 20% DE	106 23% DE	26 24% DE	65 33% I	44 19% I	144 23% I	97 26% I	38 28% I	166 24% I	32 28% I	2 3% I
Free nights or kids stay free	239 24% B	127 32% B	108 19% B	108 22% B	63 26% B	69 26% B	119 26% B	25 23% B	52 27% B	43 18% B	167 27% K	70 19% K	34 25% K	178 26% K	17 15% K	12 25% K
Hotel upgrades	212 21% L	71 18% L	140 24% L	94 19% L	62 26% L	54 20% L	96 21% L	30 28% L	39 20% L	46 20% L	136 22% L	76 20% L	17 13% L	157 23% L	27 24% L	8 17% L
Air upgrades	134 13% M	35 9% M	95 17% A	54 11% A	35 14% A	46 17% A	67 15% A	11 11% A	18 9% A	38 16% A	81 13% A	51 14% A	27 20% M	76 11% M	15 13% M	11 23% M
Car rental upgrades or free days	62 6% M	15 4% M	45 8% M	32 7% M	14 6% M	15 6% M	23 5% M	10 10% M	6 3% M	21 9% M	28 5% M	33 9% M	9 7% M	28 4% M	13 11% M	11 23% M
(DK/NS)	110 11% A	22 6% A	75 13% A	57 12% A	23 10% A	30 11% A	43 10% A	5 4% A	15 8% A	44 19% FGH	60 10% A	45 12% A	9 7% A	74 11% A	11 10% A	5 10% A

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Online or virtual travel agents	355 35%	158 32%	197 38%	100 33%	160 42% E	91 29%	58 31%	87 39%	157 37%	70 38%	67 30%	135 37%	83 37%
Google or other search services	217 22%	126 26% B	92 18%	97 32% DE	74 19%	46 15%	26 14%	41 18% F	118 28% F	57 31% L	52 23%	73 20%	35 16%
Friends and family recommendations	138 14%	65 13%	72 14%	38 12%	61 16%	39 12%	31 17%	40 18% H	41 10%	25 14%	31 14%	51 14%	30 13%
Traditional travel agents	112 11%	45 9%	67 13%	21 7%	32 8%	59 19% CD	36 19% GH	20 9%	35 8%	15 8%	22 10%	34 9%	42 19% IJK
Travel planning sites	65 6%	29 6%	36 7%	37 12% DE	14 4%	14 5%	6 3%	15 7%	31 7%	5 2%	18 8%	20 6%	22 10% I
Newspapers or magazines	29 3%	14 3%	15 3%	1 0%	12 3%	15 5% C	10 5%	6 3%	12 3%	2 1%	8 4%	12 3%	6 3%
Directly from travel suppliers	27 3%	14 3%	13 3%	2 1%	11 3%	14 5% C	9 5%	7 3%	11 3%	4 2%	10 4%	9 2%	5 2%
(DK/NS)	58 6%	36 7%	22 4%	7 2%	17 5%	32 10% CD	12 7%	8 4%	17 4%	8 4%	13 6%	33 9% L	4 2%

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Google or other search services	217 22%	81 21%	132 23%	107 22%	56 23%	55 20%	101 22%	43 40% FHI	37 19%	35 15%	128 21%	90 24%	23 17%	156 23%	18 15%	15 30%
Friends and family recommendations	138 14%	51 13%	83 14%	81 17% E	30 12%	26 10%	62 14%	10 9%	31 16%	34 14%	78 13%	57 15%	28 21% M	81 12%	22 19%	5 10%
Traditional travel agents	112 11%	29 7%	81 14% A	67 14%	22 9%	23 9%	37 8%	12 11%	18 9%	44 19% FH	73 12%	39 11%	24 18%	74 11%	11 10%	6 12%
Travel planning sites	65 6%	35 9%	27 5%	15 3%	30 13% CE	19 7% C	29 6%	9 8%	20 10% I	7 3%	39 6%	25 7%	1 1%	48 7% L	12 10% L	2 5%
Newspapers or magazines	29 3%	7 2%	20 4%	19 4%	5 2%	4 2%	12 3%	0 0%	6 3%	11 5%	20 3%	8 2%	7 5%	16 2%	4 4%	1 2%
Directly from travel suppliers	27 3%	6 2%	21 4%	6 1%	6 3%	14 5% C	10 2%	0 0%	4 2%	13 5%	13 2%	14 4%	0 0%	22 3%	4 4%	0 -
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