Detailed tables

1. When was the last time you took a vacation? 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. Was it...

Proportions/Means: 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
In the past month	151	82	69	57	56	37	16	26	84	32	32	60	27
	15%	17%	13%	19%	15%	12%	9%	12%	20% F	17%	14%	16%	12%
One to three months ago	119	52	67	40	50	30	25	30	53	27	23	47	22
	12%	11%	13%	13%	13%	10%	13%	13%	12%	15%	11%	13%	10%
Four to six months ago	91	46	45	26	35	30	16	11	47	18	23	29	22
	9%	10%	9%	9%	9%	10%	9%	5%	11%	10%	10%	8%	10%
Seven to 12 months ago	150	70	80	51	53	45	10	33	71	32	32	53	33
	15%	14%	16%	17%	14%	14%	5%	14% F	17% F	17%	15%	14%	14%
More than a year ago	137	66	71	40	52	44	18	43	51	19	27	56	35
	14%	14%	14%	13%	14%	14%	10%	19%	12%	10%	12%	15%	15%
More than two years ago	331	158	173	87	124	118	99	76	114	56	81	110	85
	33%	33%	34%	29%	33%	38%	53% GH	34%	27%	30%	37%	30%	38%
(DK/NS)	20	12	8	3	12	6	3	7	2	1	3	13	3
	2%	2%	2%	1%	3%	2%	1%	3%	0%	1%	1%	3%	1%

1. When was the last time you took a vacation? 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. Was it...

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

		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	67	82	43	45	63	94	15	17	25	100	51	18	107	10	11
	15%	17%	14%	9%	19% C	24% C	21% HI	14%	9%	11%	16%	14%	14%	16%	9%	22%
One to three months ago	119	47	68	61	25	33	54	10	20	35	76	41	21	82	12	4
	12%	12%	12%	12%	10%	12%	12%	9%	10%	15%	12%	11%	16%	12%	11%	7%
Four to six months ago	91	24	65	41	19	32	48	4	14	25	57	35	8	59	14	3
	9%	6%	11%	8%	8%	12%	11%	4%	7%	11%	9%	9%	6%	9%	13%	6%
Seven to 12 months ago	150	69	75	67	39	44	69	25	23	32	89	60	17	101	15	14
	15%	17%	13%	14%	16%	16%	15%	24%	12%	14%	14%	16%	13%	15%	13%	29%
More than a year ago	137	57	73	58	32	45	64	19	21	34	87	46	17	93	16	10
	14%	15%	13%	12%	14%	17%	14%	17%	10%	14%	14%	13%	13%	14%	14%	20%
More than two years ago	331	126	200	205	76	50	112	35	101	81	202	129	49	233	40	8
	33%	32%	35%	42% E	32% E	19%	25%	32%	51% FGI	35% F	33%	35%	37%	34%	35%	16%
(DK/NS)	20	3	11	16	4	0	13	0	1	3	5	9	3	6	7	0
	2%	1%	2%	3% E	2% E	-	3%	-	1%	1%	1%	2%	2%	1%	6% M	1%

Detailed tables

1. When was the last time you took a vacation? 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. Was it...

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E

	Total	Travel Frequency			Annual Vacation	
		Past 3 months	4 months to 1 year ago	More than 1 year ago	Important	Not Important
		A	B	C	D	E
Base: All respondents	1000	296	252	440	679	316
Weighted	1000	271	241	468	669	327
In the past month	151	151	0	0	130	22
	15%	56%	-	-	19%	7%
		BC			E	
One to three months ago	119	119	0	0	88	31
	12%	44%	-	-	13%	10%
		BC				
Four to six months ago	91	0	91	0	75	16
	9%	-	38%	-	11%	5%
			AC		E	
Seven to 12 months ago	150	0	150	0	123	27
	15%	-	62%	-	18%	8%
			AC		E	
More than a year ago	137	0	0	137	87	50
	14%	-	-	29%	13%	15%
				AB		
More than two years ago	331	0	0	331	157	171
	33%	-	-	71%	23%	52%
				AB		D
(DK/NS)	20	0	0	0	10	10
	2%	-	-	-	1%	3%

Detailed tables

2. 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 taking an annual vacation...

Proportions/Means: 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
Very important	400	179	220	134	162	102	66	77	195	84	91	138	86
	40%	37%	43%	44%	42% E	33%	35%	34%	46% G	45%	41%	38%	38%
Important	269	145	125	91	89	86	44	63	113	51	67	87	64
	27%	30%	24%	30%	23%	28%	24%	28%	27%	28%	30%	24%	28%
Not very important	232	113	119	65	83	83	41	67	89	37	39	106	50
	23%	23%	23%	21%	22%	27%	22%	30%	21%	20%	18%	29% J	22%
Not at all important	95	48	48	13	46	37	35	18	25	12	23	34	26
	10%	10%	9%	4%	12% C	12% C	19% GH	8%	6%	7%	10%	9%	12%
(DK/NS)	3	1	2	0	2	2	0	0	1	1	1	1	0
	0%	0%	0%	-	0%	1%	0%	-	0%	1%	1%	0%	-
Summary													
Top2Box (Important)	669	324	345	225	251	188	111	140	307	136	159	226	150
	67%	67%	67%	74% E	66%	61%	59%	62%	73% FG	73%	72%	61%	66%
Low2Box (Not important)	327	161	166	77	129	120	76	85	113	49	61	140	77
	33%	33%	32%	26%	34%	39% C	41% H	38% H	27%	26%	28%	38%	34%

2. 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 taking an annual vacation...

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: 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**
Very important	400	172	214	191	86	123	212	39	74	73	252	139	72	242	58	14
	40%	44%	37%	39%	36%	46% D	47% I	36%	38%	31%	41%	38%	54% M	36%	50% M	28%
Important	269	114	150	109	84	75	136	42	34	57	178	89	30	199	20	18
	27%	29%	26%	22%	35% C	28%	30% H	39% H	17%	24%	29%	24%	23%	29%	17%	36%
Not very important	232	82	141	127	50	55	80	22	58	68	142	86	21	170	23	12
	23%	21%	25%	26%	21%	21%	18%	20%	30% F	29% F	23%	23%	16%	25%	20%	23%
Not at all important	95	24	67	62	19	15	26	5	29	35	40	55	9	66	14	6
	10%	6%	12%	13% E	8%	5%	6%	5%	15% F	15% F	7%	15% J	7%	10%	13%	13%
(DK/NS)	3	1	3	2	0	1	1	0	0	2	2	1	1	3	0	0
	0%	0%	0%	0%	0%	0%	0%	-	0%	1%	0%	0%	0%	0%	-	-
Summary																
Top2Box (Important)	669	286	364	300	170	197	347	81	108	130	430	228	102	441	77	31
	67%	73% B	63%	61%	71% C	74% C	77% HI	75% HI	55%	55%	70%	62%	77% M	65%	67%	64%
Low2Box (Not important)	327	107	208	189	69	70	106	27	87	103	183	141	30	236	38	18
	33%	27%	36% A	39% E	29%	26%	23%	25%	44% FG	44% FG	30%	38%	23%	35% L	33%	36%

Detailed tables

2. 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 taking an annual vacation...

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E

		Travel Frequency			Annual Vacation	
	Total	Past 3 months	4 months to 1 year ago	More than 1 year ago	Important	Not Important
		A	B	C	D	E
Base: All respondents	1000	296	252	440	679	316
Weighted	1000	271	241	468	669	327
Very important	400	157	109	127	400	0
	40%	58%	45%	27%	60%	-
		BC	C		E	
Important	269	60	89	116	269	0
	27%	22%	37%	25%	40%	-
			AC		E	
Not very important	232	41	28	156	0	232
	23%	15%	12%	33%	-	71%
				AB		D
Not at all important	95	12	15	65	0	95
	10%	4%	6%	14%	-	29%
				AB		D
(DK/NS)	3	0	0	3	0	0
	0%	-	-	1%	-	-
Summary						
Top2Box (Important)	669	218	198	244	669	0
	67%	80%	82%	52%	100%	-
		C	C		E	
Low2Box (Not important)	327	53	43	221	0	327
	33%	20%	18%	47%	-	100%
				AB		D

3. How confident are you that you'll take a vacation in 2009? Would you say you are...

Proportions/Means: 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
Very confident	175	90	85	56	70	47	19	40	86	31	50	59	34
	17%	18%	17%	18%	18%	15%	10%	18%	20% F	17%	23%	16%	15%
Somewhat Confident	120	56	63	44	40	33	14	25	61	26	15	49	29
	12%	12%	12%	15%	11%	11%	8%	11%	15%	14%	7%	13%	13%
Not very confident	127	55	72	31	43	53	22	40	44	20	26	47	33
	13%	11%	14%	10%	11%	17%	12%	18%	10%	11%	12%	13%	15%
Not at all confident	187	90	97	42	77	68	67	43	41	30	46	62	48
	19%	19%	19%	14%	20%	22%	36% GH	19% H	10%	16%	21%	17%	21%
Have you already taken a vacation in 2009	375	189	186	128	144	101	58	75	188	78	81	137	79
	37%	39%	36%	42%	38%	33%	31%	33%	45% F	42%	37%	37%	35%
(DK/NS)	16	6	11	1	6	8	6	2	1	0	2	11	3
	2%	1%	2%	0%	2%	2%	3% H	1%	0%	-	1%	3%	1%

3. How confident are you that you'll take a vacation in 2009? Would you say you are...

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: 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**
Very confident	175	66	105	71	50	52	99	14	28	32	103	71	13	127	27	10
	17%	17%	18%	14%	21%	19%	22% I	13%	15%	14%	17%	19%	9%	19%	23% L	20%
Somewhat Confident	120	68	44	66	31	23	51	16	32	20	66	51	18	79	14	8
	12%	17% B	8%	13%	13%	9%	11%	15%	17%	8%	11%	14%	13%	12%	12%	16%
Not very confident	127	52	73	77	24	26	39	19	25	41	87	39	16	96	9	2
	13%	13%	13%	16%	10%	10%	9%	18%	13%	18% F	14%	11%	12%	14%	8%	5%
Not at all confident	187	57	125	112	42	34	61	24	51	50	109	78	31	121	23	10
	19%	15%	22%	23% E	17%	13%	14%	22%	26% F	21% F	18%	21%	23%	18%	20%	21%
Have you already taken a vacation in 2009	375	148	219	153	89	133	198	34	55	87	243	128	54	252	38	19
	37%	38%	38%	31%	37%	49% CD	44% H	31%	28%	37%	40%	35%	41%	37%	33%	38%
(DK/NS)	16	2	9	12	3	1	6	1	4	4	6	3	1	5	5	0
	2%	0%	1%	2%	1%	0%	1%	1%	2%	2%	1%	1%	1%	1%	4% M	-

Detailed tables

3. How confident are you that you'll take a vacation in 2009? Would you say you are...

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E

		Travel Frequency			Annual Vacation	
	Total	Past 3 months	4 months to 1 year ago	More than 1 year ago	Important	Not Important
		A	B	C	D	E
Base: All respondents	1000	296	252	440	679	316
Weighted	1000	271	241	468	669	327
Very confident	175	0	74	100	141	34
	17%	-	31%	21%	21%	10%
			AC	A	E	
Somewhat Confident	120	0	30	88	77	43
	12%	-	13%	19%	11%	13%
			A	A		
Not very confident	127	0	21	105	65	60
	13%	-	9%	23%	10%	18%
			A	AB		D
Not at all confident	187	0	18	159	71	115
	19%	-	8%	34%	11%	35%
			A	AB		D
Have you already taken a vacation in 2009	375	271	94	10	304	71
	37%	100%	39%	2%	45%	22%
		BC	C		E	
(DK/NS)	16	0	3	6	12	5
	2%	-	1%	1%	2%	1%