



Summer Travel Spending Survey

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| 21 | 7. Which of the following would you say is the worst mistake you've made in regards to airport travel? |

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

| | | Gender | | Age | | | Household Income | | | Region | | | |
|-------------------------------------------------------------------------------------------------|-------|--------|--------|-------|-------|-----|------------------|---------------|--------|-----------|---------|-------|------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | Under \$25K | \$25K- <\$75K | \$75K+ | Northeast | Midwest | South | West |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All respondents | 1002 | 510 | 492 | 165 | 314 | 518 | 210 | 365 | 306 | 189 | 224 | 365 | 224 |
| Weighted | 1002 | 486 | 516 | 306 | 370 | 322 | 260 | 369 | 276 | 186 | 220 | 370 | 227 |
| Very confident | 320 | 158 | 163 | 103 | 116 | 100 | 62 | 111 | 128 | 52 | 74 | 135 | 59 |
| | 32% | 32% | 32% | 34% | 32% | 31% | 24% | 30% | 46% | 28% | 34% | 36% | 26% |
| | | | | | | | | | FG | | | | |
| Somewhat Confident | 121 | 68 | 54 | 44 | 43 | 34 | 31 | 37 | 31 | 31 | 19 | 47 | 25 |
| | 12% | 14% | 10% | 15% | 12% | 10% | 12% | 10% | 11% | 17% | 8% | 13% | 11% |
| | | | | | | | | | | | | | |
| Not very confident | 87 | 46 | 41 | 37 | 28 | 21 | 23 | 29 | 22 | 10 | 23 | 32 | 22 |
| | 9% | 10% | 8% | 12% | 8% | 7% | 9% | 8% | 8% | 5% | 10% | 9% | 10% |
| | | | | | | | | | | | | | |
| Not at all confident | 215 | 89 | 126 | 47 | 80 | 87 | 81 | 99 | 19 | 39 | 61 | 68 | 46 |
| | 21% | 18% | 24% | 15% | 22% | 27% | 31% | 27% | 7% | 21% | 28% | 18% | 20% |
| | | | | | | C | H | H | | | K | | |
| I won't take a summer vacation, but intend to take an annual vacation at another time this year | 117 | 48 | 69 | 34 | 54 | 28 | 26 | 44 | 40 | 31 | 20 | 32 | 33 |
| | 12% | 10% | 13% | 11% | 15% | 9% | 10% | 12% | 14% | 17% | 9% | 9% | 15% |
| | | | | | E | | | | | K | | | |
| I've already taken my annual vacation and won't travel this summer | 126 | 71 | 55 | 36 | 44 | 46 | 34 | 45 | 36 | 20 | 20 | 47 | 39 |
| | 13% | 15% | 11% | 12% | 12% | 14% | 13% | 12% | 13% | 11% | 9% | 13% | 17% |
| | | | | | | | | | | | | | |
| (DK/NS) | 15 | 6 | 8 | 4 | 3 | 7 | 2 | 4 | 0 | 3 | 3 | 9 | 1 |
| | 1% | 1% | 2% | 1% | 1% | 2% | 1% | 1% | 0 | 1% | 1% | 2% | 0 |
| | | | | | | | | | | | | | |
| Summary | | | | | | | | | | | | | |
| Top2Box (Confident) | 442 | 226 | 216 | 148 | 160 | 133 | 93 | 148 | 159 | 83 | 93 | 182 | 85 |
| | 44% | 46% | 42% | 48% | 43% | 41% | 36% | 40% | 58% | 44% | 42% | 49% | 37% |
| | | | | | | | | | FG | | | | |
| Low4Box (Not Confident) | 546 | 254 | 292 | 154 | 206 | 182 | 164 | 216 | 117 | 100 | 124 | 180 | 141 |
| | 54% | 52% | 57% | 50% | 56% | 56% | 63% | 59% | 42% | 54% | 57% | 49% | 62% |
| | | | | | | | H | H | | | | | K |

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

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

| | | 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 | 1002 | 297 | 705 | 284 | 305 | 409 | 418 | 122 | 116 | 337 | 585 | 410 | 126 | 727 | 107 | 38 |
| Weighted | 1002 | 377 | 625 | 487 | 239 | 273 | 417 | 137* | 194* | 245 | 520 | 477 | 138* | 681 | 117* | 63** |
| Very confident | 320 | 125 | 196 | 137 | 73 | 111 | 164 | 36 | 55 | 65 | 175 | 145 | 38 | 217 | 50 | 12 |
| | 32% | 33% | 31% | 28% | 31% | 41% | 39% | 26% | 28% | 27% | 34% | 30% | 27% | 32% | 42% | 19% |
| Somewhat Confident | | | | | | CD | GI | | | | | | | | | |
| | 121 | 51 | 71 | 53 | 32 | 37 | 42 | 27 | 22 | 29 | 48 | 73 | 20 | 87 | 13 | 9 |
| Not very confident | 12% | 13% | 11% | 11% | 13% | 13% | 10% | 20% | 11% | 12% | 9% | 15% | 15% | 13% | 11% | 14% |
| | | | | | | F | | | | | J | | | | | |
| Not at all confident | 87 | 27 | 60 | 44 | 21 | 22 | 35 | 10 | 29 | 13 | 37 | 50 | 11 | 54 | 16 | 7 |
| | 9% | 7% | 10% | 9% | 9% | 8% | 8% | 7% | 15% | 5% | 7% | 10% | 8% | 8% | 13% | 11% |
| I won't take a summer vacation, but intend to take an annual vacation at another time this year | | | | | | I | | | | | | | | | | |
| | 215 | 82 | 133 | 131 | 49 | 35 | 68 | 26 | 50 | 69 | 108 | 107 | 45 | 134 | 15 | 18 |
| I've already taken my annual vacation and won't travel this summer | 21% | 22% | 21% | 27% | 20% | 13% | 16% | 19% | 26% | 28% | 21% | 22% | 33% | 20% | 13% | 29% |
| | | | | E | E | | | | | F | | | MN | | | |
| (DK/NS) | 117 | 44 | 73 | 51 | 28 | 38 | 48 | 20 | 26 | 21 | 81 | 36 | 16 | 79 | 9 | 14 |
| | 12% | 12% | 12% | 10% | 12% | 14% | 12% | 14% | 14% | 9% | 16% | 8% | 11% | 12% | 7% | 22% |
| Summary | | | | | | | | | | | K | | | | | |
| | 126 | 40 | 87 | 68 | 30 | 28 | 56 | 17 | 9 | 44 | 65 | 61 | 8 | 102 | 12 | 4 |
| Top2Box (Confident) | 13% | 10% | 14% | 14% | 12% | 10% | 13% | 13% | 5% | 18% | 13% | 13% | 5% | 15% | 11% | 6% |
| | | | | | | H | | | | | | | | L | | |
| Low4Box (Not Confident) | 15 | 9 | 6 | 3 | 7 | 2 | 4 | 1 | 2 | 4 | 7 | 6 | 0 | 9 | 3 | 0 |
| | 1% | 2% | 1% | 1% | 3% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 0 | 1% | 2% | - |
| Top4Box (Confident) | | | | | | | | | | | | | | | | |
| | 442 | 175 | 267 | 190 | 105 | 147 | 206 | 62 | 77 | 95 | 223 | 218 | 58 | 303 | 63 | 20 |
| Low4Box (Not Confident) | 44% | 46% | 43% | 39% | 44% | 54% | 49% | 46% | 40% | 39% | 43% | 46% | 42% | 44% | 53% | 33% |
| | | | | | | CD | I | | | | | | | | | |
| Summary | 546 | 193 | 352 | 294 | 127 | 124 | 207 | 73 | 115 | 147 | 291 | 253 | 80 | 369 | 52 | 42 |
| | 54% | 51% | 56% | 60% | 53% | 45% | 50% | 53% | 59% | 60% | 56% | 53% | 58% | 54% | 44% | 67% |
| Summary | | | | E | | | | | | F | | | | | | |
| | | | | | | | | | | | | | | | | |

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

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

| | | Travel Frequency | | | Annual Vacation | | Spend on summer vacation this year compared with last year | | | Summer Vacation | | | Vacation in 2012 | | |
|-------------------------------------------------------------------------------------------------|-------|------------------|------------------------|----------------------|-----------------|---------------|------------------------------------------------------------|------|----------|-----------------|---------------|-------------------------|------------------|---------------|--------------------|
| | Total | Past 3 months | 4 months to 1 year ago | More than 1 year ago | Important | Not Important | More | Less | The same | Confident | Not Confident | Took/Will Take Vacation | Confident | Not confident | Already Vacationed |
| | | A | B | C | D | E | F | G | H | I | J | K | L | M | N |
| Base: All respondents | 1002 | 216 | 292 | 482 | 587 | 410 | 137 | 167 | 301 | 455 | 287 | 242 | 520 | 357 | 118 |
| Weighted | 1002 | 211 | 283 | 495 | 565 | 426 | 168* | 141* | 281 | 442 | 302 | 243 | 523 | 361 | 112* |
| Very confident | 320 | 90 | 140 | 90 | 252 | 68 | 86 | 39 | 154 | 320 | 0 | 0 | 281 | 17 | 22 |
| | 32% | 43% | 49% | 18% | 45% | 16% | 51% | 28% | 55% | 73% | - | - | 54% | 5% | 19% |
| | | C | C | | E | | G | | G | JK | | | MN | | M |
| Somewhat Confident | 121 | 12 | 37 | 71 | 71 | 51 | 28 | 20 | 34 | 121 | 0 | 0 | 104 | 15 | 3 |
| | 12% | 6% | 13% | 14% | 12% | 12% | 17% | 14% | 12% | 27% | - | - | 20% | 4% | 2% |
| | | | | A | | | | | | JK | | | MN | | |
| Not very confident | 87 | 12 | 18 | 55 | 33 | 54 | 1 | 17 | 10 | 0 | 87 | 0 | 8 | 70 | 10 |
| | 9% | 6% | 6% | 11% | 6% | 13% | 1% | 12% | 3% | - | 29% | - | 1% | 19% | 9% |
| | | | | | D | | | FH | | | IK | | | L | L |
| Not at all confident | 215 | 2 | 31 | 175 | 61 | 147 | 5 | 33 | 17 | 0 | 215 | 0 | 19 | 193 | 2 |
| | 21% | 1% | 11% | 35% | 11% | 34% | 3% | 23% | 6% | - | 71% | - | 4% | 54% | 2% |
| | | | A | AB | | D | | FH | | | IK | | | LN | |
| I won't take a summer vacation, but intend to take an annual vacation at another time this year | 117 | 26 | 34 | 58 | 85 | 32 | 25 | 15 | 24 | 0 | 0 | 117 | 83 | 31 | 3 |
| | 12% | 12% | 12% | 12% | 15% | 7% | 15% | 11% | 8% | - | - | 48% | 16% | 9% | 2% |
| | | | | | E | | | | | | | IJ | MN | | |
| I've already taken my annual vacation and won't travel this summer | 126 | 68 | 21 | 37 | 60 | 66 | 22 | 16 | 40 | 0 | 0 | 126 | 27 | 28 | 72 |
| | 13% | 32% | 7% | 8% | 11% | 16% | 13% | 12% | 14% | - | - | 52% | 5% | 8% | 64% |
| | | BC | | | | | | | | | | IJ | | | LM |
| (DK/NS) | 15 | 1 | 3 | 9 | 3 | 9 | 0 | 0 | 3 | 0 | 0 | 0 | 2 | 7 | 1 |
| | 1% | 0 | 1% | 2% | 1% | 2% | - | - | 1% | - | - | - | 0 | 2% | 1% |
| | | | | | | | | | | | | | | | |
| Summary | | | | | | | | | | | | | | | |
| Top2Box (Confident) | 442 | 102 | 177 | 160 | 322 | 119 | 114 | 59 | 188 | 442 | 0 | 0 | 385 | 31 | 24 |
| | 44% | 48% | 63% | 32% | 57% | 28% | 68% | 42% | 67% | 100% | - | - | 74% | 9% | 22% |
| | | C | AC | | E | | G | | G | JK | | | MN | | M |
| Low4Box (Not Confident) | 546 | 108 | 104 | 325 | 240 | 298 | 54 | 82 | 90 | 0 | 302 | 243 | 136 | 322 | 86 |
| | 54% | 51% | 37% | 66% | 42% | 70% | 32% | 58% | 32% | - | 100% | 100% | 26% | 89% | 77% |
| | | B | | AB | | D | | FH | | | I | I | | LN | L |

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

2. Do you typically take an annual summer vacation of some kind?

| | | Gender | | Age | | | Household Income | | | Region | | | |
|-----------------------|-------|--------|--------|-------|-------|-----|------------------|---------------|--------|-----------|---------|-------|------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | Under \$25K | \$25K- <\$75K | \$75K+ | Northeast | Midwest | South | West |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All respondents | 1002 | 510 | 492 | 165 | 314 | 518 | 210 | 365 | 306 | 189 | 224 | 365 | 224 |
| Weighted | 1002 | 486 | 516 | 306 | 370 | 322 | 260 | 369 | 276 | 186 | 220 | 370 | 227 |
| Yes | 506 | 243 | 262 | 153 | 205 | 146 | 92 | 181 | 179 | 104 | 95 | 193 | 113 |
| | 50% | 50% | 51% | 50% | 56% | 45% | 36% | 49% | 65% | 56% | 43% | 52% | 50% |
| | | | | | E | | | F | FG | | | | |
| No | 490 | 242 | 248 | 150 | 164 | 173 | 167 | 187 | 96 | 81 | 124 | 171 | 114 |
| | 49% | 50% | 48% | 49% | 44% | 54% | 64% | 51% | 35% | 44% | 57% | 46% | 50% |
| | | | | | | D | GH | H | | | I | | |
| (DK/NS) | 6 | 1 | 5 | 2 | 0 | 2 | 0 | 1 | 1 | 1 | 0 | 5 | 0 |
| | 1% | 0 | 1% | 1% | - | 1% | - | 0 | 0 | 0 | - | 1% | 0 |

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

2. Do you typically take an annual summer vacation of some kind?

| | | 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 | 1002 | 297 | 705 | 284 | 305 | 409 | 418 | 122 | 116 | 337 | 585 | 410 | 126 | 727 | 107 | 38 |
| Weighted | 1002 | 377 | 625 | 487 | 239 | 273 | 417 | 137* | 194* | 245 | 520 | 477 | 138* | 681 | 117* | 63** |
| Yes | 506 | 196 | 309 | 234 | 101 | 169 | 217 | 84 | 93 | 109 | 291 | 214 | 62 | 343 | 77 | 25 |
| | 50% | 52% | 50% | 48% | 42% | 62% | 52% | 61% | 48% | 44% | 56% | 45% | 45% | 50% | 66% | 40% |
| | | | | | | CD | | I | | | K | | | | LM | |
| No | 490 | 177 | 313 | 252 | 136 | 102 | 200 | 51 | 101 | 134 | 227 | 262 | 76 | 337 | 40 | 37 |
| | 49% | 47% | 50% | 52% | 57% | 38% | 48% | 37% | 52% | 55% | 44% | 55% | 55% | 49% | 34% | 60% |
| | | | | E | E | | | | | G | | J | | N | N | |
| (DK/NS) | 6 | 4 | 2 | 1 | 2 | 1 | 0 | 2 | 0 | 2 | 3 | 1 | 0 | 2 | 0 | 0 |
| | 1% | 1% | 0 | 0 | 1% | 0 | 0 | 1% | - | 1% | 1% | 0 | 0 | 0 | - | - |
| | | | | | | | | | | | | | | | | |

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

2. Do you typically take an annual summer vacation of some kind?

| | | Travel Frequency | | | Annual Vacation | | Spend on summer vacation this year compared with last year | | | Summer Vacation | | | Vacation in 2012 | | |
|-----------------------|-------|------------------|------------------------|----------------------|-----------------|---------------|------------------------------------------------------------|------|----------|-----------------|---------------|-------------------------|------------------|---------------|--------------------|
| | Total | Past 3 months | 4 months to 1 year ago | More than 1 year ago | Important | Not Important | More | Less | The same | Confident | Not Confident | Took/Will Take Vacation | Confident | Not confident | Already Vacationed |
| | | A | B | C | D | E | F | G | H | I | J | K | L | M | N |
| Base: All respondents | 1002 | 216 | 292 | 482 | 587 | 410 | 137 | 167 | 301 | 455 | 287 | 242 | 520 | 357 | 118 |
| Weighted | 1002 | 211 | 283 | 495 | 565 | 426 | 168* | 141* | 281 | 442 | 302 | 243 | 523 | 361 | 112* |
| Yes | 506 | 153 | 179 | 172 | 385 | 116 | 107 | 96 | 213 | 327 | 72 | 103 | 360 | 81 | 63 |
| | 50% | 73% | 63% | 35% | 68% | 27% | 64% | 68% | 76% | 74% | 24% | 43% | 69% | 23% | 56% |
| | | C | C | | E | | | | | JK | | J | M | | M |
| No | 490 | 58 | 103 | 320 | 179 | 308 | 60 | 45 | 67 | 114 | 228 | 139 | 162 | 277 | 49 |
| | 49% | 27% | 36% | 65% | 32% | 72% | 36% | 32% | 24% | 26% | 75% | 57% | 31% | 77% | 44% |
| | | | | AB | | D | | | | | IK | I | | LN | |
| (DK/NS) | 6 | 0 | 1 | 2 | 2 | 2 | 0 | 0 | 1 | 1 | 2 | 1 | 1 | 2 | 0 |
| | 1% | - | 0 | 0 | 0 | 0 | 0 | - | 0 | 0 | 1% | 0 | 0 | 1% | - |

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

3. [Projected 2012 Spend] How much do you anticipate spending on vacation this summer?

| | | Gender | | Age | | | Household Income | | | Region | | | |
|--------------------------------------------------------------------|--------|--------|--------|--------|--------|--------|------------------|---------------|--------|-----------|---------|--------|--------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | Under \$25K | \$25K- <\$75K | \$75K+ | Northeast | Midwest | South | West |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: Very/ Somewhat confident to take a summer vacation this year | 455 | 233 | 222 | 77 | 151 | 226 | 67 | 145 | 187 | 86 | 97 | 178 | 94 |
| Weighted | 442 | 226 | 216 | 148* | 160 | 133 | 93* | 148* | 159 | 83* | 93* | 182* | 85* |
| \$400 or less | 97 | 41 | 56 | 40 | 37 | 20 | 41 | 28 | 21 | 18 | 22 | 42 | 16 |
| | 22% | 18% | 26% | 27% | 23% | 15% | 44% | 19% | 13% | 22% | 23% | 23% | 19% |
| | | | | | | | GH | | | | | | |
| \$401-\$800 | 68 | 39 | 29 | 30 | 13 | 25 | 9 | 39 | 15 | 13 | 24 | 18 | 13 |
| | 15% | 17% | 13% | 20% | 8% | 19% | 10% | 27% | 9% | 16% | 26% | 10% | 15% |
| | | | | D | | D | | FH | | | K | | |
| \$801-\$1200 | 73 | 38 | 35 | 23 | 32 | 19 | 17 | 24 | 30 | 11 | 13 | 31 | 18 |
| | 17% | 17% | 16% | 16% | 20% | 14% | 18% | 16% | 19% | 14% | 14% | 17% | 21% |
| | | | | | | | | | | | | | |
| \$1201-\$2000 | 78 | 45 | 33 | 20 | 34 | 24 | 7 | 34 | 37 | 21 | 15 | 33 | 10 |
| | 18% | 20% | 15% | 14% | 21% | 18% | 8% | 23% | 23% | 25% | 16% | 18% | 11% |
| | | | | | | | | F | F | | | | |
| More than \$2000 | 74 | 40 | 34 | 17 | 36 | 20 | 8 | 11 | 49 | 11 | 10 | 32 | 21 |
| | 17% | 18% | 16% | 11% | 22% | 15% | 8% | 7% | 31% | 13% | 10% | 18% | 25% |
| | | | | | | | | | FG | | | | |
| (DK/NS) | 51 | 23 | 29 | 18 | 9 | 25 | 12 | 13 | 7 | 9 | 9 | 26 | 7 |
| | 12% | 10% | 13% | 12% | 5% | 18% | 12% | 9% | 4% | 10% | 10% | 14% | 9% |
| | | | | | | D | | | | | | | |
| Summary | | | | | | | | | | | | | |
| Mean | 1568.6 | 1658.5 | 1473.5 | 1319.3 | 1741.8 | 1617 | 872.7 | 1203.4 | 2312.1 | 1637.9 | 1139.8 | 1706.2 | 1699.6 |
| | | | | | | | | | FG | | | | |
| Standard Deviation | 1842.4 | 1971.6 | 1695.1 | 1808.3 | 1932.5 | 1744.2 | 1472.2 | 1162.7 | 2271.2 | 2129.8 | 1223.4 | 1960.2 | 1833.8 |
| Standard Error | 93.8 | 138.4 | 125.3 | 214.6 | 165.7 | 130.7 | 195 | 102 | 173.7 | 251 | 132.7 | 161.7 | 202.5 |
| Median | 1000 | 1000 | 1000 | 700 | 1000 | 1000 | 400 | 1000 | 2000 | 1000 | 800 | 1000 | 1000 |

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

3. [Projected 2012 Spend] How much do you anticipate spending on vacation this summer?

| | | 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: Very/ Somewhat confident to take a summer vacation this year | 455 | 146 | 309 | 107 | 132 | 216 | 218 | 54 | 45 | 136 | 283 | 169 | 51 | 332 | 55 | 15 |
| Weighted | 442 | 175* | 267 | 190* | 105* | 147 | 206 | 62* | 77** | 95* | 223 | 218* | 58** | 303 | 63** | 20** |
| \$400 or less | 97 | 31 | 66 | 50 | 22 | 25 | 31 | 25 | 22 | 19 | 31 | 66 | 22 | 65 | 7 | 4 |
| | 22% | 18% | 25% | 26% | 21% | 17% | 15% | 39% | 29% | 20% | 14% | 30% | 38% | 22% | 12% | 19% |
| \$401-\$800 | 68 | 26 | 42 | 37 | 12 | 18 | 26 | 8 | 12 | 22 | 31 | 37 | 7 | 48 | 11 | 6 |
| | 15% | 15% | 16% | 20% | 12% | 12% | 13% | 12% | 15% | 23% | 14% | 17% | 12% | 16% | 18% | 27% |
| \$801-\$1200 | 73 | 42 | 31 | 33 | 17 | 23 | 37 | 7 | 15 | 11 | 37 | 36 | 13 | 42 | 14 | 5 |
| | 17% | 24% | 12% | 18% | 16% | 16% | 18% | 11% | 20% | 12% | 16% | 16% | 22% | 14% | 23% | 22% |
| \$1201-\$2000 | 78 | 32 | 47 | 32 | 20 | 27 | 48 | 6 | 7 | 18 | 43 | 35 | 9 | 53 | 14 | 4 |
| | 18% | 18% | 17% | 17% | 19% | 18% | 23% | 10% | 9% | 19% | 19% | 16% | 15% | 18% | 22% | 19% |
| More than \$2000 | 74 | 24 | 50 | 17 | 19 | 38 | 51 | 11 | 5 | 8 | 53 | 21 | 5 | 61 | 6 | 2 |
| | 17% | 14% | 19% | 9% | 18% | 26% | 25% | 17% | 6% | 8% | 24% | 10% | 9% | 20% | 9% | 8% |
| (DK/NS) | 51 | 20 | 31 | 20 | 15 | 16 | 13 | 6 | 16 | 16 | 28 | 23 | 2 | 34 | 10 | 1 |
| | 12% | 11% | 12% | 11% | 15% | 11% | 6% | 10% | 21% | 17% | 12% | 11% | 4% | 11% | 17% | 5% |
| Summary | | | | | | | | | | F | | | | | | |
| Mean | 1568.6 | 1534.5 | 1590.6 | 1182.3 | 1749.3 | 1958.7 | 2002.6 | 1162.4 | 1058.4 | 1227 | 1996.4 | 1142 | 1200.2 | 1664.7 | 1451.5 | 1227.8 |
| Standard Deviation | 1842.4 | 1871.1 | 1827.4 | 1453.2 | 2017 | 2078 | 2036.9 | 1384.7 | 1764.2 | 1469.6 | 2106.2 | 1418.4 | 1980.4 | 1837.8 | 1725.4 | 1514.3 |
| Standard Error | 93.8 | 168 | 112.9 | 151.5 | 190.6 | 154 | 145.1 | 204.2 | 294 | 143.4 | 136.8 | 117 | 288.9 | 109.4 | 257.2 | 404.7 |
| Median | 1000 | 1000 | 1000 | 800 | 1000 | 1000 | 1200 | 500 | 500 | 800 | 1000 | 800 | 800 | 1000 | 1000 | 1000 |

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

3. [Projected 2012 Spend] How much do you anticipate spending on vacation this summer?

| | | Travel Frequency | | | Annual Vacation | | Spend on summer vacation this year compared with last year | | | Summer Vacation | | | Vacation in 2012 | | |
|--------------------------------------------------------------------|--------|------------------|------------------------|----------------------|-----------------|---------------|------------------------------------------------------------|--------|----------|-----------------|---------------|-------------------------|------------------|---------------|--------------------|
| | Total | Past 3 months | 4 months to 1 year ago | More than 1 year ago | Important | Not Important | More | Less | The same | Confident | Not Confident | Took/Will Take Vacation | Confident | Not confident | Already Vacationed |
| | | A | B | C | D | E | F | G | H | I | J | K | L | M | N |
| Base: Very/ Somewhat confident to take a summer vacation this year | 455 | 123 | 185 | 143 | 354 | 100 | 90 | 77 | 210 | 455 | 0 | 0 | 392 | 27 | 34 |
| Weighted | 442 | 102* | 177 | 160* | 322 | 119* | 114* | 59* | 188 | 442 | -** | -** | 385 | 31** | 24** |
| \$400 or less | 97 | 17 | 27 | 53 | 61 | 36 | 28 | 7 | 46 | 97 | 0 | 0 | 80 | 10 | 7 |
| | 22% | 17% | 15% | 33% | 19% | 30% | 24% | 12% | 25% | 22% | - | - | 21% | 33% | 28% |
| | | | | AB | | | | | | | | | | | |
| \$401-\$800 | 68 | 14 | 33 | 21 | 52 | 16 | 11 | 17 | 30 | 68 | 0 | 0 | 63 | 3 | 2 |
| | 15% | 14% | 19% | 13% | 16% | 13% | 10% | 29% | 16% | 15% | - | - | 16% | 8% | 9% |
| | | | | | | | | F | | | | | | | |
| \$801-\$1200 | 73 | 18 | 34 | 21 | 63 | 10 | 21 | 10 | 31 | 73 | 0 | 0 | 67 | 1 | 5 |
| | 17% | 17% | 19% | 13% | 19% | 8% | 18% | 17% | 16% | 17% | - | - | 17% | 4% | 20% |
| | | | | | | | | | | | | | | | |
| \$1201-\$2000 | 78 | 14 | 30 | 33 | 57 | 22 | 25 | 8 | 28 | 78 | 0 | 0 | 72 | 3 | 3 |
| | 18% | 13% | 17% | 21% | 18% | 18% | 22% | 13% | 15% | 18% | - | - | 19% | 11% | 13% |
| | | | | | | | | | | | | | | | |
| More than \$2000 | 74 | 27 | 37 | 10 | 61 | 14 | 23 | 14 | 34 | 74 | 0 | 0 | 68 | 2 | 5 |
| | 17% | 26% | 21% | 6% | 19% | 12% | 20% | 23% | 18% | 17% | - | - | 18% | 5% | 20% |
| | | C | C | | | | | | | | | | | | |
| (DK/NS) | 51 | 13 | 17 | 22 | 29 | 22 | 6 | 4 | 20 | 51 | 0 | 0 | 36 | 12 | 2 |
| | 12% | 13% | 9% | 13% | 9% | 18% | 6% | 6% | 10% | 12% | - | - | 9% | 38% | 10% |
| | | | | | | | | | | | | | | | |
| Summary | | | | | | | | | | | | | | | |
| Mean | 1568.6 | 2177.3 | 1709.6 | 1016.5 | 1596.8 | 1488.2 | 1651.5 | 1726.8 | 1616.3 | 1568.6 | 0 | 0 | 1579.8 | 1317.6 | 1626.7 |
| | | C | C | | | | | | | | | | | | |
| Standard Deviation | 1842.4 | 2436.5 | 1822.4 | 1187.7 | 1754.5 | 2092.7 | 1811.7 | 2154.5 | 1946.7 | 1842.4 | 0 | 0 | 1786.3 | 2716.6 | 1891.6 |
| Standard Error | 93.8 | 241.2 | 145.4 | 107.1 | 100.3 | 235.4 | 203.8 | 267.2 | 145.5 | 93.8 | 0 | 0 | 97.9 | 592.8 | 339.7 |
| Median | 1000 | 1000 | 1000 | 800 | 1000 | 600 | 1000 | 1000 | 1000 | 1000 | 0 | 0 | 1000 | 300 | 1000 |

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E - F/G/H - I/J/K - L/M/N * small base; ** very small base (under 30) ineligible for sig testing

4. How much will you spend on a summer vacation this year compared with last year? Would you say...

| | | Gender | | Age | | | Household Income | | | Region | | | |
|---------------------------------------|-------|--------|--------|-------|-------|-----|------------------|---------------|--------|-----------|---------|-------|------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | Under \$25K | \$25K- <\$75K | \$75K+ | Northeast | Midwest | South | West |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All respondents | 1002 | 510 | 492 | 165 | 314 | 518 | 210 | 365 | 306 | 189 | 224 | 365 | 224 |
| Weighted | 1002 | 486 | 516 | 306 | 370 | 322 | 260 | 369 | 276 | 186 | 220 | 370 | 227 |
| More | 168 | 78 | 90 | 63 | 70 | 34 | 48 | 54 | 60 | 37 | 29 | 73 | 29 |
| | 17% | 16% | 17% | 21% | 19% | 11% | 18% | 15% | 22% | 20% | 13% | 20% | 13% |
| | | | | E | E | | | | | | | | |
| Less | 141 | 64 | 77 | 38 | 61 | 42 | 31 | 62 | 39 | 24 | 32 | 44 | 40 |
| | 14% | 13% | 15% | 12% | 16% | 13% | 12% | 17% | 14% | 13% | 15% | 12% | 18% |
| | | | | | | | | | | | | | |
| The same | 281 | 164 | 116 | 79 | 99 | 101 | 57 | 89 | 107 | 54 | 60 | 115 | 52 |
| | 28% | 34% | 23% | 26% | 27% | 31% | 22% | 24% | 39% | 29% | 27% | 31% | 23% |
| | | B | | | | | | | FG | | | | |
| I did not take a 2010 summer vacation | 393 | 174 | 219 | 121 | 129 | 141 | 122 | 155 | 70 | 64 | 93 | 132 | 105 |
| | 39% | 36% | 43% | 40% | 35% | 44% | 47% | 42% | 25% | 34% | 42% | 36% | 46% |
| | | | | | | D | H | H | | | | | |
| (DK/NS) | 19 | 6 | 13 | 4 | 10 | 4 | 2 | 8 | 0 | 7 | 4 | 7 | 1 |
| | 2% | 1% | 3% | 1% | 3% | 1% | 1% | 2% | - | 4% | 2% | 2% | 0 |
| | | | | | | | | | | | | | |

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

4. How much will you spend on a summer vacation this year compared with last year? Would you say...

| | | 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 | 1002 | 297 | 705 | 284 | 305 | 409 | 418 | 122 | 116 | 337 | 585 | 410 | 126 | 727 | 107 | 38 |
| Weighted | 1002 | 377 | 625 | 487 | 239 | 273 | 417 | 137* | 194* | 245 | 520 | 477 | 138* | 681 | 117* | 63** |
| More | 168 | 76 | 92 | 92 | 31 | 45 | 73 | 36 | 33 | 25 | 74 | 94 | 27 | 101 | 33 | 7 |
| | 17% | 20% | 15% | 19% | 13% | 16% | 18% | 27% | 17% | 10% | 14% | 20% | 19% | 15% | 28% | 11% |
| Less | | | | | | | I | I | | | | | | | M | |
| | 141 | 62 | 79 | 64 | 30 | 47 | 62 | 14 | 33 | 32 | 81 | 59 | 28 | 88 | 21 | 9 |
| | 14% | 16% | 13% | 13% | 13% | 17% | 15% | 10% | 17% | 13% | 16% | 12% | 21% | 13% | 18% | 15% |
| The same | 281 | 99 | 182 | 112 | 67 | 102 | 135 | 46 | 26 | 73 | 172 | 108 | 32 | 205 | 21 | 19 |
| | 28% | 26% | 29% | 23% | 28% | 37% | 32% | 34% | 13% | 30% | 33% | 23% | 23% | 30% | 18% | 30% |
| I did not take a 2010 summer vacation | | | | | | C | H | H | | H | K | | | | | |
| | 393 | 133 | 260 | 210 | 105 | 76 | 139 | 37 | 99 | 113 | 180 | 212 | 51 | 276 | 39 | 27 |
| | 39% | 35% | 42% | 43% | 44% | 28% | 33% | 27% | 51% | 46% | 35% | 44% | 37% | 41% | 33% | 43% |
| (DK/NS) | | | | E | E | | | | FG | FG | J | | | | | |
| | 19 | 7 | 12 | 8 | 5 | 3 | 8 | 4 | 3 | 3 | 13 | 4 | 0 | 12 | 3 | 0 |
| | 2% | 2% | 2% | 2% | 2% | 1% | 2% | 3% | 2% | 1% | 2% | 1% | 0 | 2% | 2% | - |

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

4. How much will you spend on a summer vacation this year compared with last year? Would you say...

| | | Travel Frequency | | | Annual Vacation | | Spend on summer vacation this year compared with last year | | | Summer Vacation | | | Vacation in 2012 | | |
|---------------------------------------|-------|------------------|------------------------|----------------------|-----------------|---------------|------------------------------------------------------------|------|----------|-----------------|---------------|-------------------------|------------------|---------------|--------------------|
| | Total | Past 3 months | 4 months to 1 year ago | More than 1 year ago | Important | Not Important | More | Less | The same | Confident | Not Confident | Took/Will Take Vacation | Confident | Not confident | Already Vacationed |
| Base: All respondents | 1002 | 216 | 292 | 482 | 587 | 410 | 137 | 167 | 301 | 455 | 287 | 242 | 520 | 357 | 118 |
| Weighted | 1002 | 211 | 283 | 495 | 565 | 426 | 168* | 141* | 281 | 442 | 302 | 243 | 523 | 361 | 112* |
| More | 168 | 47 | 61 | 60 | 120 | 48 | 168 | 0 | 0 | 114 | 6 | 47 | 141 | 8 | 19 |
| | 17% | 22% | 21% | 12% | 21% | 11% | 100% | - | - | 26% | 2% | 19% | 27% | 2% | 16% |
| | | C | C | | E | | GH | | | J | | J | M | | M |
| Less | 141 | 30 | 61 | 49 | 86 | 50 | 0 | 141 | 0 | 59 | 50 | 32 | 75 | 43 | 23 |
| | 14% | 14% | 21% | 10% | 15% | 12% | - | 100% | - | 13% | 17% | 13% | 14% | 12% | 20% |
| | | | C | | | | | FH | | | | | | | |
| The same | 281 | 86 | 116 | 79 | 214 | 67 | 0 | 0 | 281 | 188 | 26 | 64 | 204 | 40 | 36 |
| | 28% | 41% | 41% | 16% | 38% | 16% | - | - | 100% | 43% | 9% | 26% | 39% | 11% | 32% |
| | | C | C | | E | | | | FG | JK | | J | M | | M |
| I did not take a 2010 summer vacation | 393 | 43 | 45 | 296 | 136 | 257 | 0 | 0 | 0 | 79 | 212 | 96 | 97 | 260 | 34 |
| | 39% | 20% | 16% | 60% | 24% | 60% | - | - | - | 18% | 70% | 39% | 18% | 72% | 31% |
| | | | | AB | | D | | | | | IK | I | | LN | |
| (DK/NS) | 19 | 5 | 1 | 11 | 9 | 4 | 0 | 0 | 0 | 2 | 7 | 5 | 6 | 9 | 1 |
| | 2% | 3% | 0 | 2% | 2% | 1% | - | - | - | 0 | 2% | 2% | 1% | 3% | 1% |
| | | | | | | | | | | | | | | | |

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

5. Which of the following social media platforms are you most likely to use for travel inspiration this summer?

| | | Gender | | Age | | | Household Income | | | Region | | | |
|------------------------------|-------|--------|--------|-------|-------|-----|------------------|---------------|--------|-----------|---------|-------|------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | Under \$25K | \$25K- <\$75K | \$75K+ | Northeast | Midwest | South | West |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All respondents | 1002 | 510 | 492 | 165 | 314 | 518 | 210 | 365 | 306 | 189 | 224 | 365 | 224 |
| Weighted | 1002 | 486 | 516 | 306 | 370 | 322 | 260 | 369 | 276 | 186 | 220 | 370 | 227 |
| Facebook | 261 | 120 | 141 | 139 | 86 | 35 | 78 | 98 | 56 | 50 | 50 | 98 | 63 |
| | 26% | 25% | 27% | 45% | 23% | 11% | 30% | 27% | 20% | 27% | 23% | 26% | 28% |
| | | | | DE | E | | | | | | | | |
| TripAdvisor | 122 | 62 | 60 | 33 | 53 | 35 | 13 | 34 | 69 | 25 | 23 | 40 | 34 |
| | 12% | 13% | 12% | 11% | 14% | 11% | 5% | 9% | 25% | 13% | 11% | 11% | 15% |
| | | | | | | | | | FG | | | | |
| Twitter | 45 | 36 | 10 | 31 | 12 | 3 | 15 | 22 | 8 | 5 | 15 | 14 | 11 |
| | 5% | 7% | 2% | 10% | 3% | 1% | 6% | 6% | 3% | 3% | 7% | 4% | 5% |
| | | B | | DE | | | | | | | | | |
| Pinterest | 38 | 8 | 30 | 19 | 15 | 5 | 7 | 22 | 9 | 0 | 5 | 24 | 9 |
| | 4% | 2% | 6% | 6% | 4% | 1% | 3% | 6% | 3% | - | 2% | 7% | 4% |
| | | | A | E | | | | | | | | I | |
| None of these/not applicable | 515 | 256 | 259 | 80 | 197 | 236 | 141 | 183 | 134 | 103 | 123 | 182 | 107 |
| | 51% | 53% | 50% | 26% | 53% | 73% | 54% | 50% | 49% | 55% | 56% | 49% | 47% |
| | | | | | C | CD | | | | | | | |
| (DK/NS) | 21 | 4 | 16 | 4 | 6 | 9 | 6 | 9 | 1 | 3 | 4 | 12 | 3 |
| | 2% | 1% | 3% | 1% | 2% | 3% | 2% | 2% | 0 | 1% | 2% | 3% | 1% |

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

5. Which of the following social media platforms are you most likely to use for travel inspiration this summer?

| | | 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 | 1002 | 297 | 705 | 284 | 305 | 409 | 418 | 122 | 116 | 337 | 585 | 410 | 126 | 727 | 107 | 38 |
| Weighted | 1002 | 377 | 625 | 487 | 239 | 273 | 417 | 137* | 194* | 245 | 520 | 477 | 138* | 681 | 117* | 63** |
| Facebook | 261 | 128 | 133 | 154 | 58 | 49 | 86 | 54 | 86 | 34 | 117 | 144 | 61 | 149 | 43 | 12 |
| | 26% | 34% | 21% | 32% | 24% | 18% | 21% | 40% | 44% | 14% | 22% | 30% | 44% | 22% | 37% | 20% |
| TripAdvisor | | B | | E | | | | FI | FI | | | J | M | | M | |
| | 122 | 47 | 75 | 19 | 31 | 72 | 77 | 15 | 11 | 19 | 78 | 44 | 12 | 92 | 6 | 10 |
| | 12% | 12% | 12% | 4% | 13% | 27% | 19% | 11% | 6% | 8% | 15% | 9% | 9% | 14% | 5% | 17% |
| Twitter | | C | | CD | | | HI | | | | K | | | | | |
| | 45 | 15 | 31 | 31 | 8 | 6 | 24 | 5 | 12 | 4 | 9 | 36 | 12 | 25 | 10 | 0 |
| | 5% | 4% | 5% | 6% | 3% | 2% | 6% | 4% | 6% | 2% | 2% | 8% | 9% | 4% | 8% | - |
| Pinterest | | I | | | | | I | | | | J | | | | | |
| | 38 | 22 | 16 | 26 | 9 | 3 | 28 | 5 | 3 | 2 | 14 | 24 | 5 | 15 | 12 | 5 |
| | 4% | 6% | 3% | 5% | 4% | 1% | 7% | 4% | 1% | 1% | 3% | 5% | 4% | 2% | 10% | 8% |
| None of these/not applicable | | E | | | | | I | | | | | | | M | | |
| | 515 | 156 | 359 | 244 | 129 | 141 | 196 | 54 | 80 | 181 | 292 | 221 | 46 | 387 | 44 | 35 |
| | 51% | 41% | 57% | 50% | 54% | 52% | 47% | 39% | 41% | 74% | 56% | 46% | 33% | 57% | 38% | 55% |
| (DK/NS) | | A | | | | | | | | FGH | K | | | LN | | |
| | 21 | 10 | 11 | 13 | 4 | 1 | 6 | 4 | 2 | 6 | 10 | 8 | 2 | 13 | 1 | 0 |
| | 2% | 3% | 2% | 3% | 1% | 0 | 2% | 3% | 1% | 2% | 2% | 2% | 2% | 2% | 1% | - |

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

5. Which of the following social media platforms are you most likely to use for travel inspiration this summer?

| | | Travel Frequency | | | Annual Vacation | | Spend on summer vacation this year compared with last year | | | Summer Vacation | | | Vacation in 2012 | | |
|------------------------------|-------|------------------|------------------------|----------------------|-----------------|---------------|------------------------------------------------------------|------|----------|-----------------|---------------|-------------------------|------------------|---------------|--------------------|
| | Total | Past 3 months | 4 months to 1 year ago | More than 1 year ago | Important | Not Important | More | Less | The same | Confident | Not Confident | Took/Will Take Vacation | Confident | Not confident | Already Vacationed |
| | | A | B | C | D | E | F | G | H | I | J | K | L | M | N |
| Base: All respondents | 1002 | 216 | 292 | 482 | 587 | 410 | 137 | 167 | 301 | 455 | 287 | 242 | 520 | 357 | 118 |
| Weighted | 1002 | 211 | 283 | 495 | 565 | 426 | 168* | 141* | 281 | 442 | 302 | 243 | 523 | 361 | 112* |
| Facebook | 261 | 45 | 79 | 136 | 158 | 99 | 63 | 44 | 61 | 126 | 75 | 60 | 147 | 82 | 32 |
| | 26% | 22% | 28% | 27% | 28% | 23% | 38% | 32% | 22% | 29% | 25% | 25% | 28% | 23% | 29% |
| | | | | | | | H | | | | | | | | |
| TripAdvisor | 122 | 34 | 46 | 43 | 94 | 27 | 20 | 25 | 42 | 60 | 25 | 37 | 71 | 32 | 20 |
| | 12% | 16% | 16% | 9% | 17% | 6% | 12% | 18% | 15% | 14% | 8% | 15% | 14% | 9% | 18% |
| | | C | C | | E | | | | | | | | | | |
| Twitter | 45 | 7 | 16 | 22 | 22 | 24 | 10 | 4 | 11 | 27 | 7 | 10 | 29 | 11 | 5 |
| | 5% | 3% | 6% | 4% | 4% | 6% | 6% | 3% | 4% | 6% | 2% | 4% | 6% | 3% | 5% |
| | | | | | | | | | | | | | | | |
| Pinterest | 38 | 12 | 13 | 13 | 17 | 21 | 13 | 3 | 9 | 18 | 9 | 11 | 21 | 9 | 8 |
| | 4% | 6% | 5% | 3% | 3% | 5% | 8% | 2% | 3% | 4% | 3% | 5% | 4% | 2% | 7% |
| | | | | | | | | | | | | | | | |
| None of these/not applicable | 515 | 106 | 127 | 272 | 268 | 246 | 60 | 64 | 154 | 206 | 179 | 119 | 250 | 219 | 43 |
| | 51% | 50% | 45% | 55% | 47% | 58% | 36% | 45% | 55% | 47% | 59% | 49% | 48% | 61% | 39% |
| | | | | B | | D | | | F | | I | | | LN | |
| (DK/NS) | 21 | 7 | 3 | 9 | 6 | 9 | 2 | 1 | 4 | 5 | 6 | 6 | 6 | 9 | 3 |
| | 2% | 3% | 1% | 2% | 1% | 2% | 1% | 0 | 1% | 1% | 2% | 3% | 1% | 2% | 3% |
| | | | | | | | | | | | | | | | |

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

6. Imagine that you just heard that your flight has been delayed for several hours. Which of the following would you be most likely to do?

| | | Gender | | Age | | | Household Income | | | Region | | | |
|---------------------------------------------------------------------------|-------|--------|--------|-------|-------|-----|------------------|---------------|--------|-----------|---------|-------|------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | Under \$25K | \$25K- <\$75K | \$75K+ | Northeast | Midwest | South | West |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All respondents | 1002 | 510 | 492 | 165 | 314 | 518 | 210 | 365 | 306 | 189 | 224 | 365 | 224 |
| Weighted | 1002 | 486 | 516 | 306 | 370 | 322 | 260 | 369 | 276 | 186 | 220 | 370 | 227 |
| Immediately call your travel agent or get in line to try and get rebooked | 280 | 144 | 136 | 74 | 111 | 93 | 75 | 102 | 85 | 62 | 69 | 93 | 55 |
| | 28% | 30% | 26% | 24% | 30% | 29% | 29% | 28% | 31% | 34% | 32% | 25% | 24% |
| | | | | | | | | | | | | | |
| Catch-up with friends/family via phone, Skype, etc. | 239 | 117 | 123 | 101 | 83 | 55 | 61 | 86 | 61 | 32 | 43 | 107 | 58 |
| | 24% | 24% | 24% | 33% | 22% | 17% | 24% | 23% | 22% | 17% | 19% | 29% | 25% |
| | | | | E | | | | | | | | I | |
| Catch some zzz's | 190 | 106 | 84 | 66 | 75 | 49 | 55 | 79 | 43 | 32 | 43 | 72 | 43 |
| | 19% | 22% | 16% | 22% | 20% | 15% | 21% | 21% | 16% | 17% | 19% | 19% | 19% |
| | | | | | | | | | | | | | |
| Load up on celebrity magazines and indulge in the latest gossip | 87 | 30 | 57 | 33 | 28 | 26 | 15 | 30 | 38 | 19 | 13 | 30 | 25 |
| | 9% | 6% | 11% | 11% | 8% | 8% | 6% | 8% | 14% | 10% | 6% | 8% | 11% |
| | | | | | | | | | F | | | | |
| None of these/not applicable | 188 | 80 | 108 | 30 | 67 | 89 | 49 | 66 | 46 | 37 | 47 | 62 | 42 |
| | 19% | 16% | 21% | 10% | 18% | 28% | 19% | 18% | 17% | 20% | 21% | 17% | 19% |
| | | | | | | CD | | | | | | | |
| (DK/NS) | 18 | 9 | 9 | 2 | 5 | 10 | 4 | 6 | 3 | 3 | 6 | 5 | 4 |
| | 2% | 2% | 2% | 1% | 1% | 3% | 2% | 2% | 1% | 1% | 3% | 1% | 2% |
| | | | | | | | | | | | | | |

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

6. Imagine that you just heard that your flight has been delayed for several hours. Which of the following would you be most likely to do?

| | | 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 | 1002 | 297 | 705 | 284 | 305 | 409 | 418 | 122 | 116 | 337 | 585 | 410 | 126 | 727 | 107 | 38 |
| Weighted | 1002 | 377 | 625 | 487 | 239 | 273 | 417 | 137* | 194* | 245 | 520 | 477 | 138* | 681 | 117* | 63** |
| Immediately call your travel agent or get in line to try and get rebooked | 280 | 103 | 177 | 123 | 79 | 78 | 135 | 25 | 51 | 69 | 147 | 133 | 33 | 196 | 34 | 15 |
| | 28% | 27% | 28% | 25% | 33% | 29% | 32% | 18% | 26% | 28% | 28% | 28% | 24% | 29% | 29% | 24% |
| Catch-up with friends/family via phone, Skype, etc. | | | | | | | G | | | | | | | | | |
| | 239 | 88 | 151 | 129 | 44 | 67 | 96 | 41 | 60 | 40 | 114 | 125 | 47 | 154 | 25 | 11 |
| | 24% | 23% | 24% | 27% | 18% | 24% | 23% | 30% | 31% | 16% | 22% | 26% | 34% | 23% | 22% | 17% |
| Catch some zzz's | | | | | | | I | I | I | | | | M | | | |
| | 190 | 77 | 113 | 98 | 41 | 51 | 69 | 37 | 31 | 50 | 94 | 95 | 29 | 130 | 23 | 9 |
| | 19% | 20% | 18% | 20% | 17% | 19% | 17% | 27% | 16% | 20% | 18% | 20% | 21% | 19% | 20% | 14% |
| Load up on celebrity magazines and indulge in the latest gossip | | | | | | | | | | | | | | | | |
| | 87 | 41 | 45 | 37 | 27 | 23 | 44 | 4 | 21 | 17 | 43 | 44 | 11 | 43 | 26 | 14 |
| | 9% | 11% | 7% | 8% | 11% | 9% | 11% | 3% | 11% | 7% | 8% | 9% | 8% | 6% | 22% | 23% |
| None of these/not applicable | | | | | | | | | | | | | | LM | | |
| | 188 | 64 | 124 | 90 | 45 | 52 | 66 | 29 | 28 | 64 | 111 | 76 | 17 | 145 | 9 | 13 |
| | 19% | 17% | 20% | 19% | 19% | 19% | 16% | 21% | 14% | 26% | 21% | 16% | 12% | 21% | 8% | 21% |
| (DK/NS) | | | | | | | F | | | | | | N | | | |
| | 18 | 5 | 13 | 10 | 3 | 2 | 7 | 0 | 2 | 6 | 12 | 4 | 0 | 14 | 0 | 0 |
| | 2% | 1% | 2% | 2% | 1% | 1% | 2% | 0 | 1% | 2% | 2% | 1% | 0 | 2% | - | - |

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

6. Imagine that you just heard that your flight has been delayed for several hours. Which of the following would you be most likely to do?

| | | Travel Frequency | | | Annual Vacation | | Spend on summer vacation this year compared with last year | | | Summer Vacation | | | Vacation in 2012 | | |
|---------------------------------------------------------------------------|-------|------------------|------------------------|----------------------|-----------------|---------------|------------------------------------------------------------|------|----------|-----------------|---------------|-------------------------|------------------|---------------|--------------------|
| | Total | Past 3 months | 4 months to 1 year ago | More than 1 year ago | Important | Not Important | More | Less | The same | Confident | Not Confident | Took/Will Take Vacation | Confident | Not confident | Already Vacationed |
| Base: All respondents | 1002 | 216 | 292 | 482 | 587 | 410 | 137 | 167 | 301 | 455 | 287 | 242 | 520 | 357 | 118 |
| Weighted | 1002 | 211 | 283 | 495 | 565 | 426 | 168* | 141* | 281 | 442 | 302 | 243 | 523 | 361 | 112* |
| Immediately call your travel agent or get in line to try and get rebooked | 280 | 43 | 101 | 133 | 178 | 102 | 46 | 41 | 82 | 131 | 77 | 66 | 149 | 101 | 29 |
| | 28% | 20% | 36% | 27% | 32% | 24% | 28% | 29% | 29% | 30% | 26% | 27% | 29% | 28% | 26% |
| | | | A | | | | | | | | | | | | |
| Catch-up with friends/family via phone, Skype, etc. | 239 | 61 | 66 | 111 | 157 | 82 | 49 | 35 | 71 | 115 | 60 | 63 | 144 | 70 | 25 |
| | 24% | 29% | 23% | 22% | 28% | 19% | 29% | 25% | 25% | 26% | 20% | 26% | 28% | 19% | 22% |
| | | | | | E | | | | | | | | M | | |
| Catch some zzz's | 190 | 50 | 47 | 92 | 97 | 93 | 34 | 18 | 55 | 80 | 51 | 57 | 89 | 67 | 34 |
| | 19% | 24% | 17% | 19% | 17% | 22% | 20% | 13% | 20% | 18% | 17% | 23% | 17% | 19% | 30% |
| | | | | | | | | | | | | | | | L |
| Load up on celebrity magazines and indulge in the latest gossip | 87 | 29 | 22 | 36 | 45 | 41 | 21 | 20 | 21 | 46 | 19 | 21 | 53 | 23 | 11 |
| | 9% | 14% | 8% | 7% | 8% | 10% | 12% | 14% | 7% | 10% | 6% | 9% | 10% | 6% | 10% |
| | | C | | | | | | | | | | | | | |
| None of these/not applicable | 188 | 23 | 45 | 113 | 81 | 102 | 17 | 27 | 47 | 66 | 88 | 32 | 83 | 91 | 13 |
| | 19% | 11% | 16% | 23% | 14% | 24% | 10% | 19% | 17% | 15% | 29% | 13% | 16% | 25% | 12% |
| | | | | A | | D | | | | | IK | | | LN | |
| (DK/NS) | 18 | 5 | 2 | 9 | 7 | 6 | 1 | 1 | 5 | 4 | 7 | 5 | 5 | 9 | 0 |
| | 2% | 2% | 1% | 2% | 1% | 1% | 0 | 0 | 2% | 1% | 2% | 2% | 1% | 3% | 0 |

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

7. Which of the following would you say is the worst mistake you've made in regards to airport travel?

| | | Gender | | Age | | | Household Income | | | Region | | | |
|-----------------------------------------------------------------------------------------------------------------|-------|--------|--------|-------|-------|-----|------------------|---------------|--------|-----------|---------|-------|------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | Under \$25K | \$25K- <\$75K | \$75K+ | Northeast | Midwest | South | West |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All respondents | 1002 | 510 | 492 | 165 | 314 | 518 | 210 | 365 | 306 | 189 | 224 | 365 | 224 |
| Weighted | 1002 | 486 | 516 | 306 | 370 | 322 | 260 | 369 | 276 | 186 | 220 | 370 | 227 |
| Packed too much, and had to pay an extra fee for luggage | 230 | 96 | 133 | 93 | 86 | 51 | 47 | 107 | 69 | 49 | 39 | 82 | 60 |
| | 23% | 20% | 26% | 30% | 23% | 16% | 18% | 29% | 25% | 26% | 18% | 22% | 26% |
| | | | | E | E | | | F | | | | | |
| Didn't leave enough time to get to the airport and missed/nearly missed your flight | 197 | 117 | 80 | 74 | 77 | 45 | 60 | 62 | 66 | 29 | 47 | 70 | 51 |
| | 20% | 24% | 16% | 24% | 21% | 14% | 23% | 17% | 24% | 16% | 21% | 19% | 22% |
| | | B | | E | | | | | | | | | |
| Didn't follow security regulations or had prohibited items in your luggage and missed/nearly missed your flight | 65 | 36 | 29 | 25 | 24 | 16 | 15 | 25 | 15 | 13 | 21 | 19 | 12 |
| | 7% | 8% | 6% | 8% | 7% | 5% | 6% | 7% | 6% | 7% | 10% | 5% | 5% |
| | | | | | | | | | | | | | |
| Sat in the airport bar/lounge too long and missed/nearly missed your flight | 42 | 25 | 17 | 17 | 12 | 13 | 20 | 10 | 8 | 7 | 4 | 17 | 14 |
| | 4% | 5% | 3% | 6% | 3% | 4% | 8% | 3% | 3% | 4% | 2% | 5% | 6% |
| | | | | | | | | | | | | | |
| None of these/not applicable | 450 | 202 | 248 | 90 | 163 | 193 | 112 | 159 | 115 | 83 | 105 | 174 | 88 |
| | 45% | 42% | 48% | 29% | 44% | 60% | 43% | 43% | 42% | 45% | 48% | 47% | 39% |
| | | | | | C | CD | | | | | | | |
| (DK/NS) | 18 | 10 | 9 | 7 | 7 | 4 | 7 | 5 | 2 | 4 | 4 | 9 | 2 |
| | 2% | 2% | 2% | 2% | 2% | 1% | 3% | 1% | 1% | 2% | 2% | 2% | 1% |
| | | | | | | | | | | | | | |

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

7. Which of the following would you say is the worst mistake you've made in regards to airport travel?

| | | 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 | 1002 | 297 | 705 | 284 | 305 | 409 | 418 | 122 | 116 | 337 | 585 | 410 | 126 | 727 | 107 | 38 |
| Weighted | 1002 | 377 | 625 | 487 | 239 | 273 | 417 | 137* | 194* | 245 | 520 | 477 | 138* | 681 | 117* | 63** |
| Packed too much, and had to pay an extra fee for luggage | 230 | 94 | 135 | 115 | 57 | 58 | 108 | 35 | 44 | 43 | 112 | 118 | 37 | 142 | 33 | 19 |
| | 23% | 25% | 22% | 24% | 24% | 21% | 26% | 26% | 23% | 17% | 22% | 25% | 27% | 21% | 28% | 30% |
| | | | | | | | I | | | | | | | | | |
| Didn't leave enough time to get to the airport and missed/nearly missed your flight | 197 | 94 | 102 | 90 | 42 | 64 | 93 | 35 | 39 | 30 | 102 | 94 | 29 | 141 | 26 | 7 |
| | 20% | 25% | 16% | 19% | 18% | 24% | 22% | 25% | 20% | 12% | 20% | 20% | 21% | 21% | 22% | 11% |
| | | B | | | | | I | I | | | | | | | | |
| Didn't follow security regulations or had prohibited items in your luggage and missed/nearly missed your flight | 65 | 35 | 30 | 28 | 20 | 17 | 25 | 11 | 13 | 15 | 29 | 36 | 11 | 40 | 9 | 4 |
| | 7% | 9% | 5% | 6% | 9% | 6% | 6% | 8% | 7% | 6% | 6% | 8% | 8% | 6% | 8% | 6% |
| | | | | | | | | | | | | | | | | |
| Sat in the airport bar/lounge too long and missed/nearly missed your flight | 42 | 18 | 23 | 21 | 11 | 9 | 16 | 7 | 7 | 11 | 14 | 27 | 14 | 13 | 3 | 11 |
| | 4% | 5% | 4% | 4% | 5% | 3% | 4% | 5% | 4% | 5% | 3% | 6% | 10% | 2% | 2% | 18% |
| | | | | | | | | | | | | | M | | | |
| None of these/not applicable | 450 | 125 | 325 | 220 | 108 | 121 | 169 | 49 | 86 | 143 | 251 | 198 | 43 | 335 | 47 | 22 |
| | 45% | 33% | 52% | 45% | 45% | 44% | 41% | 36% | 44% | 58% | 48% | 41% | 31% | 49% | 40% | 35% |
| | | A | | | | | | | | FG | | | | L | | |
| (DK/NS) | 18 | 10 | 9 | 12 | 1 | 3 | 6 | 0 | 5 | 3 | 12 | 4 | 4 | 11 | 1 | 0 |
| | 2% | 3% | 1% | 3% | 0 | 1% | 1% | - | 3% | 1% | 2% | 1% | 3% | 2% | 0 | - |
| | | | | | | | | | | | | | | | | |

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

7. Which of the following would you say is the worst mistake you've made in regards to airport travel?

| | | Travel Frequency | | | Annual Vacation | | Spend on summer vacation this year compared with last year | | | Summer Vacation | | | Vacation in 2012 | | |
|-----------------------------------------------------------------------------------------------------------------|-------|------------------|------------------------|----------------------|-----------------|---------------|------------------------------------------------------------|------|----------|-----------------|---------------|-------------------------|------------------|---------------|--------------------|
| | Total | Past 3 months | 4 months to 1 year ago | More than 1 year ago | Important | Not Important | More | Less | The same | Confident | Not Confident | Took/Will Take Vacation | Confident | Not confident | Already Vacationed |
| | | A | B | C | D | E | F | G | H | I | J | K | L | M | N |
| Base: All respondents | 1002 | 216 | 292 | 482 | 587 | 410 | 137 | 167 | 301 | 455 | 287 | 242 | 520 | 357 | 118 |
| Weighted | 1002 | 211 | 283 | 495 | 565 | 426 | 168* | 141* | 281 | 442 | 302 | 243 | 523 | 361 | 112* |
| Packed too much, and had to pay an extra fee for luggage | 230 | 43 | 65 | 118 | 143 | 86 | 62 | 31 | 56 | 99 | 61 | 70 | 142 | 73 | 15 |
| | 23% | 20% | 23% | 24% | 25% | 20% | 37% | 22% | 20% | 22% | 20% | 29% | 27% | 20% | 13% |
| | | | | | | | GH | | | | | | N | | |
| Didn't leave enough time to get to the airport and missed/nearly missed your flight | 197 | 45 | 75 | 77 | 120 | 76 | 40 | 34 | 72 | 110 | 44 | 39 | 115 | 58 | 24 |
| | 20% | 21% | 26% | 16% | 21% | 18% | 24% | 24% | 26% | 25% | 15% | 16% | 22% | 16% | 21% |
| | | | C | | | | | | | J | | | | | |
| Didn't follow security regulations or had prohibited items in your luggage and missed/nearly missed your flight | 65 | 15 | 18 | 31 | 46 | 19 | 11 | 11 | 17 | 34 | 14 | 16 | 38 | 21 | 7 |
| | 7% | 7% | 6% | 6% | 8% | 5% | 7% | 8% | 6% | 8% | 5% | 6% | 7% | 6% | 6% |
| | | | | | | | | | | | | | | | |
| Sat in the airport bar/lounge too long and missed/nearly missed your flight | 42 | 11 | 14 | 17 | 22 | 19 | 5 | 5 | 16 | 21 | 11 | 10 | 20 | 18 | 4 |
| | 4% | 5% | 5% | 3% | 4% | 5% | 3% | 4% | 6% | 5% | 4% | 4% | 4% | 5% | 4% |
| | | | | | | | | | | | | | | | |
| None of these/not applicable | 450 | 93 | 109 | 241 | 227 | 224 | 49 | 55 | 115 | 171 | 164 | 108 | 198 | 187 | 63 |
| | 45% | 44% | 39% | 49% | 40% | 52% | 29% | 39% | 41% | 39% | 54% | 45% | 38% | 52% | 56% |
| | | | | B | | D | | | | | I | | | L | L |
| (DK/NS) | 18 | 3 | 1 | 11 | 7 | 1 | 1 | 5 | 5 | 7 | 9 | 0 | 11 | 4 | 0 |
| | 2% | 2% | 0 | 2% | 1% | 0 | 0 | 3% | 2% | 2% | 3% | - | 2% | 1% | - |
| | | | | | | | | | | | | | | | |

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