

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...

	Total	2009	2010	2011	2012	2013
		A	B	C	D	E
Base: All respondents	5003	1000	1000	1001	1002	1000
Weighted	5003	1000	1000	1001	1002	1000
In the past month	484	151	88	81	101	63
	10.0%	15.0%	9.0%	8.0%	10.0%	6.0%
		BCDE			E	
One to three months ago	514	119	100	112	110	72
	10.0%	12.0%	10.0%	11.0%	11.0%	7.0%
		E		E	E	
Four to six months ago	434	91	61	98	100	83
	9.0%	9.0%	6.0%	10.0%	10.0%	8.0%
				B	B	
Seven to 12 months ago	868	150	168	196	184	170
	17.0%	15.0%	17.0%	20.0%	18.0%	17.0%
				A		
More than a year ago	762	137	174	147	147	156
	15.0%	14.0%	17.0%	15.0%	15.0%	16.0%
More than two years ago	1862	331	391	356	347	436
	37.0%	33.0%	39.0%	36.0%	35.0%	44.0%
			A			ACD
(DK/NS)	79	20	17	11	12	19
	2.0%	2.0%	2.0%	1.0%	1.0%	2.0%
Summary						
3 months ago or less	998	271	188	193	211	135
	20.0%	27.0%	19.0%	19.0%	21.0%	14.0%
		BCDE	E	E	E	
4 months to one year	1302	241	229	294	284	253
	26.0%	24.0%	23.0%	29.0%	28.0%	25.0%
				AB	B	
More than a year ago	2624	468	565	503	495	592
	52.0%	47.0%	57.0%	50.0%	49.0%	59.0%
			ACD			ACD

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

3. How confident are you that you'll take a vacation in 2009/2010/2011/2012/2013? Would you say you are...

	Total	2009	2010	2011	2012	2013
		A	B	C	D	E
Base: All respondents	5003	1000	1000	1001	1002	1000
Weighted	5003	1000	1000	1001	1002	1000
Very confident	1655	295	322	360	355	324
	33.0%	29.0%	32.0%	36.0%	35.0%	32.0%
				A	A	
Somewhat Confident	757	143	131	153	169	161
	15.0%	14.0%	13.0%	15.0%	17.0%	16.0%
Not very confident	746	142	180	140	133	151
	15.0%	14.0%	18.0%	14.0%	13.0%	15.0%
			CD			
Not at all confident	1208	200	254	250	229	276
	24.0%	20.0%	25.0%	25.0%	23.0%	28.0%
			A	A		A
Have you already taken a vacation in 2009/2010/2011/2012/2013	588	202	108	90	111	77
	12.0%	20.0%	11.0%	9.0%	11.0%	8.0%
		BCDE				
(DK/NS)	49	18	5	10	5	11
	1.0%	2.0%	0	1.0%	0	1.0%
		BD				
Summary						
Top2Box (Confident)	2412	438	453	512	524	485
	48.0%	44.0%	45.0%	51.0%	52.0%	48.0%
				AB	AB	
Low2Box (Not confident)	1954	342	434	390	362	427
	39.0%	34.0%	43.0%	39.0%	36.0%	43.0%
			AD			AD

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