

1. [Projected 2014 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	466	244	222	83	155	225	41	142	209	99	93	174	100
Weighted	451	224	227*	149*	176	126	59**	148*	177	102*	101*	146*	102*
\$400 or less	59	32	27	27	15	16	17	31	8	6	19	25	9
	13.0%	14.2%	11.8%	18.2%	8.6%	13.0%	28.8%	21.0%	4.7%	5.9%	18.7%	16.8%	9.0%
\$401-\$800	78	40	39	35	23	21	16	24	26	12	22	29	14
	17.3%	17.6%	17.0%	23.2%	12.9%	16.5%	27.0%	16.0%	14.6%	11.9%	22.3%	20.0%	13.8%
\$801-\$1200	55	29	26	15	26	14	2	29	19	15	12	16	12
	12.1%	12.8%	11.5%	9.9%	14.6%	11.4%	2.5%	19.5%	11.0%	15.0%	12.1%	10.7%	11.4%
\$1201-\$2000	50	35	16	12	23	16	1	18	28	6	13	19	12
	11.1%	15.5%	6.8%	7.9%	12.9%	12.6%	2.4%	12.4%	15.8%	5.6%	13.1%	13.3%	11.6%
More than \$2000	114	60	54	22	64	28	3	29	75	30	20	34	30
	25.2%	26.9%	23.6%	14.5%	36.5%	22.2%	4.7%	19.7%	42.4%	29.7%	19.6%	23.4%	28.9%
(DK/NS)	96	29	66	39	25	31	21	17	20	33	14	23	26
	21.2%	13.0%	29.3%	26.3%	14.4%	24.3%	34.5%	11.3%	11.4%	31.9%	14.1%	15.8%	25.3%
Summary													
Mean	1894.3	1845.8	1953.5	1411.1	2358.8	1733.4	697	1494.2	2611	2172.4	1558.4	1709.7	2333.9
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Standard Deviation	1945.9	1830.8	2082.1	1700.9	2102.6	1809.4	1121.8	1599.9	2129.5	1785.1	1699.5	1868.4	2368.1
Standard Error	99.8	125.2	161.6	199.1	183	136.8	195.3	140.9	158.3	199.6	190	156.2	269.9
Median	1000	1000	1000	600	2000	1000	500	1000	2000	1500	1000	1000	1500

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

1. [Projected 2014 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	466	219	239	83	134	247	219	53	48	138	271	189	44	342	48	30
Weighted	451	258	189	170*	113*	167	214	65**	83**	85*	219	229*	53**	308	65**	33**
\$400 or less	59	33	25	27	15	16	18	20	6	13	19	39	8	39	7	5
	13.0%	12.9%	13.0%	15.9%	13.5%	9.6%	8.6%	30.6%	7.4%	15.8%	8.7%	17.1%	15.7%	12.6%	11.1%	14.4%
\$401-\$800	78	36	42	23	33	22	40	12	14	12	29	49	8	51	17	3
	17.3%	13.8%	22.5%	13.8%	29.0%	13.1%	18.8%	18.3%	16.5%	14.6%	13.4%	21.3%	14.7%	16.7%	26.5%	7.9%
\$801-\$1200	55	32	22	23	12	20	27	6	11	10	31	23	5	38	5	7
	12.1%	12.3%	11.7%	13.6%	10.3%	12.0%	12.8%	8.8%	12.8%	12.2%	14.3%	9.9%	9.4%	12.3%	7.2%	19.7%
\$1201-\$2000	50	29	21	13	15	22	32	0	5	11	31	18	11	28	8	2
	11.1%	11.1%	10.9%	7.5%	13.3%	12.9%	15.0%	0.5%	6.2%	13.5%	14.3%	7.9%	20.1%	9.2%	11.8%	7.0%
More than \$2000	114	77	37	25	25	64	77	12	10	15	68	45	14	85	17	5
	25.2%	29.9%	19.5%	14.9%	21.9%	38.2%	35.8%	18.9%	11.8%	18.0%	31.2%	19.8%	26.9%	27.7%	26.3%	16.1%
(DK/NS)	96	52	42	58	14	24	19	15	38	22	40	55	7	66	11	12
	21.2%	20.0%	22.4%	34.3%	12.0%	14.2%	9.0%	23.0%	45.4%	26.0%	18.2%	24.0%	13.3%	21.5%	17.0%	34.8%
Summary																
Mean	1894.3	2135.9	1571.7	1708.9	1509.5	2335.5	2200.8	1293.6	1702.9	1615.2	2099.7	1695.4	2174.7	1971.4	1828.4	1275.2
Standard Deviation	1945.9	2057.9	1743.5	2120.8	1403.2	2067.8	1995.3	1725	1991.7	1822	1895.1	1989.2	2299.6	1994.3	1678.3	1171.3
Standard Error	99.8	151.7	126.2	265.1	128.6	148.1	144	266.2	332	177.8	127.8	158.8	368.2	119.4	262.1	255.6
Median	1000	1400	1000	1000	1000	2000	2000	500	1000	1000	1500	800	1500	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

1. [Projected 2014 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 2014		
	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	466	101	182	182	345	121	84	69	198	466	0	0	403	35	26
Weighted	451	91*	186*	174*	337	114*	72*	80*	171*	451	-**	-**	380	46**	24**
\$400 or less	59	10	19	30	35	24	7	7	21	59	0	0	46	10	3
	13.0%	10.9%	10.0%	17.3%	10.3%	21.1%	9.2%	8.7%	12.4%	13.0%	-	-	12.0%	22.5%	10.9%
						D									
\$401-\$800	78	9	30	39	50	28	12	9	26	78	0	0	66	9	4
	17.3%	9.5%	16.2%	22.6%	14.7%	24.8%	16.1%	11.2%	15.0%	17.3%	-	-	17.2%	18.6%	15.0%
\$801-\$1200	55	13	24	18	40	14	8	10	22	55	0	0	50	1	4
	12.1%	14.0%	12.8%	10.5%	12.0%	12.6%	10.5%	12.7%	13.0%	12.1%	-	-	13.2%	1.9%	16.3%
\$1201-\$2000	50	12	18	20	37	14	11	4	23	50	0	0	48	0	2
	11.1%	12.9%	9.9%	11.6%	10.8%	12.0%	14.5%	5.4%	13.7%	11.1%	-	-	12.8%	0.4%	6.6%
More than \$2000	114	37	50	26	104	10	30	19	47	114	0	0	105	2	7
	25.2%	40.8%	27.1%	15.2%	30.8%	8.9%	40.9%	23.4%	27.8%	25.2%	-	-	27.5%	5.2%	28.7%
		C			E										
(DK/NS)	96	11	44	40	72	23	6	31	31	96	0	0	66	24	5
	21.2%	11.9%	23.9%	22.9%	21.4%	20.5%	8.9%	38.7%	18.2%	21.2%	-	-	17.3%	51.4%	22.6%
							FH								
Summary															
Mean	1894.3	2529.5	2096.6	1319.6	2199.4	1016	2439.5	2389.2	2021.1	1894.3	0	0	1948.1	622	2660.8
		C	C		E										
Standard Deviation	1945.9	2195.9	2129.4	1364.5	2089.8	1045.7	2145	2379.2	1996.7	1945.9	0	0	1878	895.9	3289.7
Standard Error	99.8	244	174.4	111.4	124	106.7	256.4	326.8	155.4	99.8	0	0	102.6	179.2	754.7
Median	1000	2000	1000	750	1500	600	2000	1200	1500	1000	0	0	1000	500	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