

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...

		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	1000	498	502	165	274	543	168	320	341	190	224	363	223
Weighted	1000	485	515	305*	359	327	202*	307	327	185*	219	370	227
In the past month	66	35	31	34	13	19	5	33	23	13	11	21	20
	6.6%	7.2%	5.9%	11.1%	3.5%	5.8%	2.7%	10.7%	7.1%	7.0%	5.3%	5.8%	8.8%
				D				F					
One to three months ago	119	62	57	39	50	30	10	32	60	21	18	49	30
	11.9%	12.8%	11.0%	12.8%	13.9%	9.2%	5.1%	10.5%	18.4%	11.6%	8.3%	13.4%	13.2%
									F				
Four to six months ago	109	47	62	42	35	31	16	26	54	14	32	53	9
	10.9%	9.6%	12.1%	13.6%	9.7%	9.5%	7.7%	8.4%	16.5%	7.8%	14.9%	14.3%	4.0%
									G		L	L	
Seven to 12 months ago	175	86	89	56	62	57	19	50	73	42	44	52	37
	17.5%	17.7%	17.3%	18.2%	17.2%	17.4%	9.2%	16.2%	22.4%	22.6%	20.1%	14.1%	16.4%
									F				
More than a year ago	123	77	46	37	46	40	14	46	53	31	30	35	28
	12.3%	15.9%	8.9%	12.2%	12.7%	12.3%	7.2%	14.9%	16.3%	16.5%	13.6%	9.5%	12.2%
		B							F				
More than two years ago	394	170	224	94	145	147	132	121	60	58	81	153	102
	39.4%	35.1%	43.5%	31.0%	40.5%	45.1%	65.6%	39.3%	18.3%	31.3%	37.1%	41.4%	44.9%
						C	GH	H					
(DK/NS)	15	8	7	3	9	2	5	0	3	6	2	6	1
	1.5%	1.7%	1.3%	1.1%	2.5%	0.7%	2.4%	-	1.0%	3.3%	0.8%	1.6%	0.5%
Summary													
3 months ago or less	185	97	87	73	62	49	16	65	83	34	30	71	50
	18.5%	20.1%	16.9%	23.9%	17.4%	15.0%	7.9%	21.2%	25.5%	18.5%	13.5%	19.1%	22.0%
								F	F				
4 months to one year	284	132	151	97	96	88	34	76	127	56	76	105	46
	28.4%	27.3%	29.4%	31.9%	26.9%	26.9%	16.9%	24.6%	38.9%	30.4%	34.9%	28.3%	20.4%
									FG		L		
More than a year ago	517	247	270	132	191	188	147	167	113	88	111	188	130
	51.7%	51.0%	52.4%	43.2%	53.2%	57.4%	72.8%	54.2%	34.6%	47.8%	50.7%	51.0%	57.2%
						C	GH	H					

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

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...

		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	451	522	249	308	429	398	97	116	362	568	413	102	731	87	62
Weighted	1000	523	450	471	241	274	430	124*	193*	231	505	485	137*	675	116*	68*
In the past month	66	32	34	20	13	33	38	6	13	9	30	35	5	51	14	6
	6.6%	6.0%	7.5%	4.2%	5.2%	12.2%	8.8%	4.9%	6.5%	3.9%	6.0%	7.3%	4.0%	7.5%	12.0%	8.5%
One to three months ago	119	73	45	41	27	49	61	13	20	25	71	46	17	78	12	10
	11.9%	13.9%	10.1%	8.7%	11.4%	17.7%	14.1%	10.3%	10.5%	10.6%	14.1%	9.6%	12.6%	11.6%	10.4%	14.1%
Four to six months ago	109	51	56	58	22	28	42	22	14	27	47	60	12	76	8	9
	10.9%	9.8%	12.3%	12.2%	9.0%	10.3%	9.9%	17.7%	7.1%	11.6%	9.3%	12.4%	8.8%	11.2%	7.1%	13.8%
Seven to 12 months ago	175	109	63	62	52	60	85	27	28	32	98	75	22	127	14	10
	17.5%	20.9%	13.9%	13.2%	21.5%	22.0%	19.8%	22.0%	14.3%	14.0%	19.5%	15.6%	16.2%	18.9%	11.7%	15.3%
More than a year ago	123	60	61	61	25	34	57	17	14	30	60	61	13	88	21	4
	12.3%	11.5%	13.6%	12.9%	10.2%	12.4%	13.2%	13.3%	7.2%	12.9%	11.9%	12.6%	9.2%	13.0%	17.8%	5.9%
More than two years ago	394	187	190	220	101	66	144	37	98	106	191	198	66	244	46	27
	39.4%	35.7%	42.1%	46.7%	41.9%	24.3%	33.5%	29.6%	51.0%	46.0%	37.9%	40.9%	47.9%	36.1%	39.9%	39.6%
(DK/NS)	15	11	2	10	2	3	3	3	6	2	6	8	2	11	1	2
	1.5%	2.1%	0.5%	2.1%	0.8%	1.0%	0.8%	2.1%	3.3%	1.0%	1.3%	1.6%	1.3%	1.7%	1.1%	2.7%
Summary																
3 months ago or less	185	104	79	60	40	82	98	19	33	34	102	82	23	129	26	15
	18.5%	20.0%	17.5%	12.8%	16.6%	29.9%	22.9%	15.2%	17.1%	14.5%	20.2%	16.9%	16.6%	19.1%	22.4%	22.6%
4 months to one year	284	161	118	120	73	89	127	49	41	59	145	136	34	203	22	20
	28.4%	30.7%	26.3%	25.5%	30.4%	32.3%	29.7%	39.7%	21.4%	25.6%	28.8%	28.0%	25.0%	30.1%	18.8%	29.1%
More than a year ago	517	247	251	281	126	101	201	53	112	136	251	259	78	331	67	31
	51.7%	47.2%	55.7%	59.6%	52.1%	36.7%	46.7%	43.0%	58.2%	58.9%	49.8%	53.5%	57.1%	49.1%	57.7%	45.5%

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

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...

		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: All respondents	1000	185	279	526	542	456	113	149	279	466	266	239	524	365	95
Weighted	1000	185*	284	517	562	436	112*	155*	254	451	280	244*	515	387	82*
In the past month	66	66	0	0	45	21	7	13	25	41	2	21	48	1	17
	6.6%	35.5%	-	-	8.0%	4.7%	6.4%	8.2%	9.7%	9.1%	0.7%	8.8%	9.3%	0.1%	20.5%
		BC								J		J	M		LM
One to three months ago	119	119	0	0	100	19	31	14	46	50	16	53	78	9	31
	11.9%	64.5%	-	-	17.7%	4.4%	28.1%	9.3%	18.1%	11.1%	5.6%	21.8%	15.2%	2.4%	37.9%
		BC			E		G					IJ	M		LM
Four to six months ago	109	0	109	0	85	24	11	25	35	63	14	32	63	25	18
	10.9%	-	38.4%	-	15.2%	5.4%	9.9%	16.2%	13.8%	14.0%	5.1%	13.0%	12.3%	6.5%	21.4%
			AC		E					J		J			M
Seven to 12 months ago	175	0	175	0	126	49	33	44	83	123	26	26	127	45	3
	17.5%	-	61.6%	-	22.3%	11.3%	29.1%	28.7%	32.8%	27.2%	9.3%	10.7%	24.6%	11.6%	3.2%
			AC		E					JK			MN		
More than a year ago	123	0	0	123	83	40	17	25	27	65	20	34	80	40	3
	12.3%	-	-	23.8%	14.8%	9.2%	15.3%	16.4%	10.7%	14.3%	7.1%	14.0%	15.4%	10.4%	3.9%
				AB						J			N		
More than two years ago	394	0	0	394	121	273	13	33	38	109	195	73	119	255	10
	39.4%	-	-	76.2%	21.5%	62.6%	11.3%	21.0%	14.9%	24.2%	69.8%	29.9%	23.1%	65.8%	12.6%
				AB		D					IK			LN	
(DK/NS)	15	0	0	0	3	10	0	0	0	1	7	5	0	12	0
	1.5%	-	-	-	0.5%	2.3%	-	0.2%	-	0.1%	2.6%	1.9%	-	3.0%	0.5%
											I			L	
Summary															
3 months ago or less	185	185	0	0	145	40	39	27	71	91	17	74	127	10	48
	18.5%	100.0%	-	-	25.7%	9.1%	34.5%	17.5%	27.8%	20.3%	6.2%	30.5%	24.6%	2.6%	58.3%
		BC			E		G			J		J	M		LM
4 months to one year	284	0	284	0	211	73	44	69	119	186	40	58	190	70	20
	28.4%	-	100.0%	-	37.5%	16.7%	39.0%	44.9%	46.7%	41.1%	14.4%	23.7%	36.9%	18.1%	24.6%
			AC		E					JK			M		
More than a year ago	517	0	0	517	204	313	30	58	65	174	215	107	199	295	14
	51.7%	-	-	100.0%	36.3%	71.8%	26.6%	37.4%	25.5%	38.5%	76.8%	43.8%	38.6%	76.3%	16.6%
				AB		D					IK		N	LN	

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

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...

		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	1000	498	502	165	274	543	168	320	341	190	224	363	223
Weighted	1000	485	515	305*	359	327	202*	307	327	185*	219	370	227
Very important	301	151	150	88	138	73	26	93	140	74	60	92	75
	30.1%	31.0%	29.2%	28.8%	38.5%	22.3%	12.8%	30.2%	42.7%	39.8%	27.6%	24.9%	33.0%
					E			F	FG	K			
Important	261	117	144	85	108	68	62	75	100	39	70	90	62
	26.1%	24.1%	28.0%	27.8%	30.1%	20.7%	30.5%	24.5%	30.6%	21.1%	32.1%	24.4%	27.2%
					E								
Not very important	215	119	96	73	55	85	43	83	52	42	50	70	53
	21.5%	24.5%	18.7%	24.1%	15.3%	26.1%	21.2%	26.9%	15.9%	22.9%	22.6%	19.0%	23.4%
						D		H					
Not at all important	221	97	124	59	56	101	70	56	35	30	39	115	37
	22.1%	19.9%	24.1%	19.4%	15.5%	30.9%	34.6%	18.3%	10.8%	16.1%	17.7%	31.1%	16.4%
						CD	GH					IJL	
(DK/NS)	2	2	0	0	2	0	2	0	0	0	0	2	0
	0.2%	0.4%	0	-	0.5%	-	0.9%	0.1%	-	-	-	0.6%	-
Summary													
Top2Box (Important)	562	268	294	173	246	141	87	168	240	113	131	182	137
	56.2%	55.2%	57.2%	56.6%	68.7%	43.0%	43.4%	54.7%	73.3%	60.9%	59.7%	49.3%	60.2%
				E	E				FG				
Low2Box (Not important)	436	215	220	132	111	186	112	139	87	72	88	185	90
	43.6%	44.4%	42.8%	43.4%	30.8%	57.0%	55.7%	45.2%	26.7%	39.1%	40.3%	50.1%	39.8%
						CD	H	H					

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

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...

		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	451	522	249	308	429	398	97	116	362	568	413	102	731	87	62
Weighted	1000	523	450	471	241	274	430	124*	193*	231	505	485	137*	675	116*	68*
Very important	301	163	134	107	76	116	157	42	52	47	175	125	50	202	50	11
	30.1%	31.1%	29.8%	22.7%	31.6%	42.4%	36.5%	33.5%	26.8%	20.2%	34.6%	25.7%	36.3%	30.0%	42.8%	16.2%
Important	261	156	102	126	60	70	110	44	52	49	135	124	37	171	27	21
	26.1%	29.9%	22.6%	26.8%	25.0%	25.6%	25.5%	35.8%	27.0%	21.1%	26.7%	25.6%	27.1%	25.4%	22.9%	31.0%
Not very important	215	94	118	97	62	55	97	27	30	57	93	120	20	141	25	27
	21.5%	17.9%	26.2%	20.7%	25.9%	20.0%	22.6%	21.4%	15.8%	24.8%	18.4%	24.7%	14.7%	20.9%	21.3%	39.3%
Not at all important	221	108	96	139	42	33	66	11	57	78	103	114	30	159	15	9
	22.1%	20.7%	21.4%	29.5%	17.5%	12.0%	15.4%	9.2%	29.4%	33.9%	20.3%	23.5%	21.7%	23.5%	13.1%	13.5%
(DK/NS)	2	2	0	2	0	0	0	0	2	0	0	2	0	2	0	0
	0.2%	0.4%	-	0.4%	0.1%	-	0	-	1.0%	-	-	0.4%	0.1%	0.3%	-	-
Summary																
Top2Box (Important)	562	319	236	233	136	186	266	86	104	96	309	249	87	374	76	32
	56.2%	61.0%	52.4%	49.4%	56.5%	68.0%	62.0%	69.3%	53.8%	41.3%	61.3%	51.4%	63.4%	55.3%	65.7%	47.2%
Low2Box (Not important)	436	202	214	236	105	88	163	38	87	136	195	233	50	300	40	36
	43.6%	38.6%	47.6%	50.2%	43.4%	32.0%	38.0%	30.7%	45.2%	58.7%	38.7%	48.2%	36.4%	44.4%	34.3%	52.8%

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

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...

		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: All respondents	1000	185	279	526	542	456	113	149	279	466	266	239	524	365	95
Weighted	1000	185*	284	517	562	436	112*	155*	254	451	280	244*	515	387	82*
Very important	301	103	105	91	301	0	55	55	106	203	38	55	222	49	29
	30.1%	55.9%	36.9%	17.7%	53.5%	-	49.1%	35.7%	41.7%	45.0%	13.7%	22.8%	43.1%	12.6%	35.6%
Important		BC	C		E					JK			M		M
	261	41	106	112	261	0	35	46	84	134	49	73	167	69	22
	26.1%	22.5%	37.5%	21.7%	46.5%	-	30.9%	29.8%	33.1%	29.8%	17.4%	29.9%	32.5%	17.9%	26.7%
Not very important			AC		E					J		J	M		
	215	24	58	133	0	215	18	41	52	81	68	60	88	104	19
	21.5%	13.0%	20.4%	25.7%	-	49.4%	15.8%	26.3%	20.5%	18.0%	24.5%	24.5%	17.0%	26.9%	22.5%
Not at all important				A		D								L	
	221	16	15	180	0	221	5	13	12	33	122	56	39	165	12
	22.1%	8.6%	5.3%	34.9%	-	50.6%	4.1%	8.2%	4.6%	7.3%	43.7%	22.9%	7.5%	42.6%	15.2%
(DK/NS)				AB		D					IK	I		LN	
	2	0	0	0	0	0	0	0	0	0	2	0	0	0	0
	0.2%	-	-	0	-	-	-	-	0.1%	-	0.7%	-	-	0.1%	-
Summary															
Top2Box (Important)	562	145	211	204	562	0	90	101	190	337	87	128	389	118	51
	56.2%	78.4%	74.4%	39.4%	100.0%	-	80.0%	65.5%	74.9%	74.7%	31.1%	52.7%	75.5%	30.5%	62.3%
Low2Box (Not important)		C	C		E					JK		J	M		M
	436	40	73	313	0	436	22	53	64	114	191	115	126	269	31
	43.6%	21.6%	25.6%	60.5%	-	100.0%	20.0%	34.5%	25.1%	25.3%	68.2%	47.3%	24.5%	69.4%	37.7%
				AB		D					IK	I		LN	

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

3. How confident are you that you'll take a vacation in 2014? Would you say you are...

		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	1000	498	502	165	274	543	168	320	341	190	224	363	223
Weighted	1000	485	515	305*	359	327	202*	307	327	185*	219	370	227
Very confident	367	195	172	126	129	111	52	110	166	82	75	133	77
	36.7%	40.3%	33.3%	41.2%	35.9%	34.1%	25.9%	35.8%	50.9%	44.1%	34.3%	35.9%	34.1%
									FG				
Somewhat Confident	149	86	62	44	62	41	28	64	46	19	40	56	34
	14.9%	17.7%	12.1%	14.6%	17.4%	12.5%	13.8%	20.8%	13.9%	10.2%	18.1%	15.3%	14.8%
Not very confident	156	63	93	71	56	29	40	38	46	31	38	56	32
	15.6%	13.0%	18.1%	23.2%	15.5%	8.8%	19.8%	12.4%	14.1%	16.5%	17.3%	15.0%	14.1%
				E	E								
Not at all confident	231	91	139	46	76	104	67	63	41	36	46	101	48
	23.1%	18.9%	27.1%	15.0%	21.3%	31.7%	33.4%	20.6%	12.5%	19.4%	20.9%	27.3%	21.3%
			A			CD	GH						
Have you already taken a vacation in 2014	82	41	42	18	30	33	9	27	27	17	17	19	29
	8.2%	8.4%	8.1%	5.8%	8.5%	10.2%	4.3%	8.7%	8.3%	9.1%	7.7%	5.2%	12.9%
													K
(DK/NS)	15	9	7	0	5	9	6	5	1	1	4	5	6
	1.5%	1.8%	1.3%	0.2%	1.5%	2.8%	2.8%	1.7%	0.2%	0.6%	1.7%	1.2%	2.7%
Summary													
Top2Box (Confident)	515	281	234	170	191	152	80	174	212	101	115	189	111
	51.5%	58.0%	45.4%	55.8%	53.3%	46.6%	39.7%	56.6%	64.8%	54.4%	52.4%	51.2%	49.0%
		B						F	F				
Low2Box (Not confident)	387	154	232	117	132	132	107	101	87	66	83	157	80
	38.7%	31.8%	45.1%	38.2%	36.8%	40.5%	53.2%	33.0%	26.7%	35.9%	38.2%	42.4%	35.4%
			A				GH						

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

3. How confident are you that you'll take a vacation in 2014? Would you say you are...

		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	451	522	249	308	429	398	97	116	362	568	413	102	731	87	62
Weighted	1000	523	450	471	241	274	430	124*	193*	231	505	485	137*	675	116*	68*
Very confident	367	200	162	136	82	148	192	51	46	73	197	167	38	252	59	25
	36.7%	38.3%	35.9%	28.8%	33.8%	54.1%	44.8%	41.4%	23.9%	31.7%	39.0%	34.4%	27.5%	37.4%	50.9%	35.9%
Somewhat Confident	149	92	56	70	46	33	67	15	34	31	68	79	24	93	20	12
	14.9%	17.7%	12.3%	14.8%	19.0%	11.9%	15.5%	11.9%	17.4%	13.6%	13.5%	16.4%	17.4%	13.7%	17.0%	17.1%
Not very confident	156	82	71	98	30	27	60	31	45	15	72	83	27	108	9	12
	15.6%	15.7%	15.7%	20.7%	12.3%	9.9%	13.9%	25.3%	23.2%	6.5%	14.2%	17.2%	19.7%	16.0%	7.8%	18.2%
Not at all confident	231	101	116	126	61	35	67	18	58	78	117	110	31	160	16	14
	23.1%	19.2%	25.7%	26.7%	25.1%	12.9%	15.6%	14.5%	29.9%	33.7%	23.2%	22.6%	22.9%	23.7%	13.9%	20.1%
Have you already taken a vacation in 2014				E	E				F	FG						
	82	41	40	32	20	30	39	8	9	26	48	33	17	51	8	6
(DK/NS)	8.2%	7.8%	9.0%	6.8%	8.2%	10.8%	9.0%	6.3%	4.5%	11.4%	9.6%	6.9%	12.5%	7.6%	7.2%	8.8%
	15	7	6	10	4	1	5	1	2	7	3	12	0	11	4	0
	1.5%	1.3%	1.4%	2.1%	1.5%	0.4%	1.1%	0.5%	1.0%	3.1%	0.5%	2.5%	-	1.7%	3.2%	-
Summary																
Top2Box (Confident)	515	293	217	206	127	181	259	66	80	105	265	246	62	345	79	36
	51.5%	56.0%	48.2%	43.7%	52.8%	65.9%	60.3%	53.3%	41.3%	45.3%	52.5%	50.8%	44.9%	51.1%	67.9%	52.9%
Low2Box (Not confident)						CD	HI								LM	
	387	183	186	223	90	63	127	49	103	93	189	193	58	268	25	26
	38.7%	34.9%	41.4%	47.4%	37.4%	22.8%	29.6%	39.8%	53.2%	40.2%	37.4%	39.8%	42.6%	39.7%	21.7%	38.3%
				E	E				F	F			N	N		

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

3. How confident are you that you'll take a vacation in 2014? Would you say you are...

		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: All respondents	1000	185	279	526	542	456	113	149	279	466	266	239	524	365	95
Weighted	1000	185*	284	517	562	436	112*	155*	254	451	280	244*	515	387	82*
Very confident	367	109	148	110	302	65	77	51	135	278	19	69	367	0	0
	36.7%	59.2%	52.1%	21.3%	53.8%	14.8%	68.8%	33.2%	53.0%	61.6%	6.8%	28.1%	71.2%	-	-
Somewhat Confident		C	C		E		GH		G	JK		J	MN		
	149	17	42	89	87	61	19	35	47	102	23	22	149	0	0
	14.9%	9.4%	14.9%	17.2%	15.5%	14.1%	17.1%	22.3%	18.4%	22.6%	8.3%	9.2%	28.8%	-	-
										JK			MN		
Not very confident	156	8	53	93	78	78	7	39	37	32	64	57	0	156	0
	15.6%	4.2%	18.7%	18.1%	13.8%	17.9%	6.0%	25.2%	14.5%	7.0%	23.0%	23.3%	-	40.3%	-
Not at all confident			A	A				F			I	I		LN	
	231	2	17	201	40	190	2	17	10	14	153	48	0	231	0
	23.1%	1.2%	6.0%	38.9%	7.2%	43.7%	1.9%	10.9%	4.0%	3.2%	54.7%	19.6%	-	59.7%	-
				AB		D					IK	I		LN	
Have you already taken a vacation in 2014	82	48	20	14	51	31	7	13	26	24	12	44	0	0	82
	8.2%	26.0%	7.2%	2.6%	9.1%	7.1%	6.2%	8.3%	10.1%	5.3%	4.5%	18.3%	-	-	100.0%
		BC										IJ			LM
(DK/NS)	15	0	3	10	3	10	0	0	0	1	7	4	0	0	0
	1.5%	-	1.1%	1.9%	0.6%	2.3%	-	0.2%	-	0.2%	2.7%	1.5%	-	-	-
											I				
Summary															
Top2Box (Confident)	515	127	190	199	389	126	96	86	181	380	42	91	515	0	0
	51.5%	68.6%	67.0%	38.5%	69.3%	28.9%	85.9%	55.5%	71.4%	84.3%	15.1%	37.3%	100.0%	-	-
		C	C		E		GH		G	JK		J	MN		
Low2Box (Not confident)	387	10	70	295	118	269	9	56	47	46	217	105	0	387	0
	38.7%	5.4%	24.7%	57.0%	21.0%	61.6%	7.9%	36.1%	18.5%	10.2%	77.7%	43.0%	-	100.0%	-
			A	AB		D		FH			IK	I		LN	

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

4_1. (In the past, I have typically purchased travel insurance for travel outside of America) Would you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following

		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	1000	498	502	165	274	543	168	320	341	190	224	363	223
Weighted	1000	485	515	305*	359	327	202*	307	327	185*	219	370	227
Strongly agree	193	95	98	39	83	70	35	49	77	55	22	68	48
	19.3%	19.7%	19.0%	12.9%	23.1%	21.4%	17.6%	15.9%	23.7%	29.8%	9.9%	18.5%	21.3%
										J			J
Somewhat agree	142	63	78	39	55	45	14	53	57	25	38	44	35
	14.2%	13.1%	15.2%	12.9%	15.3%	13.6%	7.0%	17.3%	17.5%	13.5%	17.2%	12.0%	15.3%
								F	F				
Somewhat disagree	134	64	71	45	54	36	38	50	33	16	35	53	30
	13.4%	13.1%	13.7%	14.8%	15.0%	10.9%	18.9%	16.3%	10.0%	8.6%	16.2%	14.3%	13.4%
Strongly disagree	441	230	212	151	149	137	98	126	142	64	106	173	98
	44.1%	47.3%	41.1%	49.5%	41.6%	42.0%	48.5%	41.1%	43.5%	34.7%	48.5%	46.9%	43.1%
(DK/NS)	89	33	56	30	18	39	16	29	17	25	18	31	16
	8.9%	6.8%	11.0%	9.9%	4.9%	12.0%	7.9%	9.4%	5.3%	13.5%	8.3%	8.3%	6.9%
					D								
Summary													
Top2Box (Agree)	335	159	176	79	138	115	50	102	134	80	59	113	83
	33.5%	32.7%	34.2%	25.8%	38.4%	35.1%	24.6%	33.2%	41.2%	43.2%	27.0%	30.5%	36.6%
					C				F	J			
Low2Box (Disagree)	576	293	282	196	203	173	136	176	175	80	141	226	128
	57.6%	60.4%	54.8%	64.3%	56.6%	52.9%	67.5%	57.4%	53.5%	43.2%	64.7%	61.2%	56.5%
							H			I		I	

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

4_1. (In the past, I have typically purchased travel insurance for travel outside of America) Would you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following

		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	451	522	249	308	429	398	97	116	362	568	413	102	731	87	62
Weighted	1000	523	450	471	241	274	430	124*	193*	231	505	485	137*	675	116*	68*
Strongly agree	193	85	105	68	54	68	89	22	21	58	115	76	31	111	35	14
	19.3%	16.3%	23.4%	14.4%	22.4%	24.9%	20.7%	17.4%	11.1%	25.0%	22.8%	15.6%	22.3%	16.4%	29.8%	20.6%
Somewhat agree	142	70	69	60	33	43	49	21	31	36	75	66	23	82	18	17
	14.2%	13.3%	15.2%	12.8%	13.5%	15.6%	11.4%	16.7%	16.1%	15.7%	14.8%	13.6%	17.1%	12.1%	15.4%	25.4%
Somewhat disagree	134	82	52	81	22	31	59	8	41	26	61	73	26	89	17	5
	13.4%	15.6%	11.5%	17.2%	9.2%	11.4%	13.7%	6.5%	21.2%	11.2%	12.2%	15.1%	18.6%	13.2%	14.6%	7.0%
Strongly disagree	441	237	187	210	115	114	200	65	81	84	217	218	49	324	34	29
	44.1%	45.2%	41.5%	44.6%	47.6%	41.5%	46.5%	52.2%	41.8%	36.2%	42.9%	45.0%	35.6%	48.0%	29.2%	42.8%
(DK/NS)	89	50	38	52	18	18	33	9	19	28	37	52	9	69	13	3
	8.9%	9.5%	8.4%	11.0%	7.3%	6.7%	7.6%	7.3%	9.9%	11.9%	7.3%	10.8%	6.3%	10.2%	11.0%	4.2%
Summary																
Top2Box (Agree)	335	155	174	128	87	111	138	42	52	94	190	141	54	193	52	32
	33.5%	29.6%	38.6%	27.1%	36.0%	40.4%	32.2%	34.0%	27.1%	40.7%	37.6%	29.2%	39.4%	28.5%	45.2%	46.0%
Low2Box (Disagree)	576	318	239	291	137	145	259	73	121	110	278	291	74	414	51	34
	57.6%	60.9%	53.0%	61.9%	56.7%	52.8%	60.2%	58.7%	63.0%	47.4%	55.1%	60.1%	54.2%	61.2%	43.8%	49.8%

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

4_1. (In the past, I have typically purchased travel insurance for travel outside of America) Would you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following

		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: All respondents	1000	185	279	526	542	456	113	149	279	466	266	239	524	365	95
Weighted	1000	185*	284	517	562	436	112*	155*	254	451	280	244*	515	387	82*
Strongly agree	193	52	48	93	138	55	20	30	60	104	47	38	123	52	18
	19.3%	28.1%	16.8%	18.0%	24.6%	12.7%	18.0%	19.4%	23.6%	23.1%	16.9%	15.6%	23.8%	13.5%	21.7%
		C			E								M		
Somewhat agree	142	35	49	53	91	51	22	24	42	63	26	47	82	44	15
	14.2%	19.1%	17.2%	10.2%	16.1%	11.7%	19.3%	15.2%	16.7%	13.9%	9.4%	19.4%	15.9%	11.4%	17.8%
		C										J			
Somewhat disagree	134	28	36	68	75	60	11	28	31	63	33	38	73	47	8
	13.4%	15.3%	12.8%	13.2%	13.3%	13.7%	10.1%	18.2%	12.2%	13.9%	11.9%	15.7%	14.1%	12.2%	10.2%
Strongly disagree	441	56	127	254	214	227	53	60	95	182	145	104	198	207	34
	44.1%	30.3%	44.7%	49.1%	38.1%	52.1%	47.2%	38.6%	37.5%	40.2%	52.0%	42.8%	38.5%	53.6%	41.8%
		A	A	A	D					I			L		
(DK/NS)	89	13	24	49	45	43	6	13	25	40	27	16	40	36	7
	8.9%	7.2%	8.5%	9.5%	7.9%	9.8%	5.3%	8.6%	10.0%	8.9%	9.8%	6.5%	7.7%	9.2%	8.5%
Summary															
Top2Box (Agree)	335	87	97	145	229	106	42	54	102	167	74	85	205	96	33
	33.5%	47.2%	34.0%	28.1%	40.7%	24.4%	37.3%	34.7%	40.3%	37.0%	26.3%	34.9%	39.7%	25.0%	39.6%
		C			E					J			M		M
Low2Box (Disagree)	576	84	163	322	289	287	64	88	126	244	179	143	271	255	43
	57.6%	45.6%	57.5%	62.3%	51.4%	65.8%	57.4%	56.7%	49.8%	54.1%	63.9%	58.6%	52.6%	65.8%	52.0%
				A		D								L	

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

4_2. (Recent global events have caused me to consider purchasing travel insurance for future travel outside of America) Would you strongly agree, somewhat agree, somewhat disagree or strongly di

		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	1000	498	502	165	274	543	168	320	341	190	224	363	223
Weighted	1000	485	515	305*	359	327	202*	307	327	185*	219	370	227
Strongly agree	289	134	155	59	121	107	59	104	86	62	61	99	66
	28.9%	27.7%	30.0%	19.3%	33.7%	32.8%	29.4%	33.7%	26.2%	33.8%	28.0%	26.8%	29.2%
					C	C							
Somewhat agree	204	97	106	69	75	60	36	73	72	38	40	73	52
	20.4%	20.1%	20.6%	22.6%	20.9%	18.2%	17.7%	23.9%	22.0%	20.7%	18.1%	19.9%	23.0%
Somewhat disagree	154	76	78	72	44	37	35	42	60	28	40	53	33
	15.4%	15.6%	15.1%	23.7%	12.2%	11.4%	17.3%	13.5%	18.4%	15.0%	18.3%	14.2%	14.7%
				DE									
Strongly disagree	291	150	141	86	104	98	59	74	98	38	61	126	67
	29.1%	31.0%	27.3%	28.2%	28.9%	29.9%	29.5%	24.1%	29.8%	20.4%	28.0%	34.0%	29.4%
												I	
(DK/NS)	63	27	35	19	15	25	12	15	12	19	17	19	8
	6.3%	5.7%	6.9%	6.3%	4.2%	7.7%	6.1%	4.8%	3.6%	10.1%	7.7%	5.1%	3.7%
Summary													
Top2Box (Agree)	492	232	261	128	196	167	95	177	157	101	101	173	118
	49.2%	47.7%	50.7%	41.9%	54.6%	51.0%	47.1%	57.6%	48.2%	54.5%	46.1%	46.7%	52.1%
Low2Box (Disagree)	445	226	219	158	148	135	94	116	158	65	101	178	100
	44.5%	46.6%	42.5%	51.9%	41.2%	41.3%	46.8%	37.6%	48.2%	35.4%	46.2%	48.2%	44.1%

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

4_2. (Recent global events have caused me to consider purchasing travel insurance for future travel outside of America) Would you strongly agree, somewhat agree, somewhat disagree or strongly di

		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	451	522	249	308	429	398	97	116	362	568	413	102	731	87	62
Weighted	1000	523	450	471	241	274	430	124*	193*	231	505	485	137*	675	116*	68*
Strongly agree	289	143	143	133	80	72	126	26	40	92	156	130	51	158	52	26
	28.9%	27.3%	31.8%	28.2%	33.3%	26.2%	29.3%	21.3%	20.7%	39.8%	30.9%	26.9%	37.0%	23.3%	44.8%	38.2%
Somewhat agree	204	110	90	84	51	69	86	26	54	36	109	94	27	144	20	16
	20.4%	21.1%	20.0%	17.8%	21.0%	25.2%	20.1%	21.1%	27.9%	15.7%	21.6%	19.3%	19.7%	21.4%	16.8%	22.6%
Somewhat disagree	154	87	65	76	35	43	70	21	41	22	66	87	19	108	17	13
	15.4%	16.7%	14.5%	16.2%	14.5%	15.5%	16.2%	17.1%	21.1%	9.3%	13.1%	18.0%	13.9%	16.0%	14.5%	19.2%
Strongly disagree	291	143	133	143	62	79	134	43	40	60	149	137	36	213	27	10
	29.1%	27.4%	29.5%	30.3%	25.6%	28.7%	31.2%	34.5%	20.5%	25.8%	29.5%	28.3%	26.6%	31.5%	23.0%	14.8%
(DK/NS)	63	39	19	35	13	12	13	7	19	22	25	37	4	52	1	3
	6.3%	7.5%	4.2%	7.5%	5.6%	4.4%	3.1%	6.0%	9.8%	9.3%	5.0%	7.6%	2.8%	7.8%	0.8%	5.1%
Summary									F	F						
Top2Box (Agree)	492	253	233	217	131	141	212	53	94	129	265	224	78	302	72	42
	49.2%	48.4%	51.7%	46.0%	54.3%	51.4%	49.4%	42.4%	48.6%	55.6%	52.4%	46.2%	56.7%	44.7%	61.7%	60.9%
Low2Box (Disagree)	445	231	198	219	97	121	204	64	80	81	215	224	56	321	44	23
	44.5%	44.1%	44.0%	46.5%	40.1%	44.2%	47.5%	51.6%	41.6%	35.1%	42.6%	46.2%	40.5%	47.6%	37.6%	34.0%

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

4_2. (Recent global events have caused me to consider purchasing travel insurance for future travel outside of America) Would you strongly agree, somewhat agree, somewhat disagree or strongly di

		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: All respondents	1000	185	279	526	542	456	113	149	279	466	266	239	524	365	95
Weighted	1000	185*	284	517	562	436	112*	155*	254	451	280	244*	515	387	82*
Strongly agree	289	53	70	163	187	102	24	53	74	135	72	75	159	105	22
	28.9%	28.9%	24.7%	31.5%	33.2%	23.4%	21.8%	34.1%	29.3%	29.9%	25.8%	30.9%	30.9%	27.0%	26.8%
Somewhat agree	204	39	53	106	125	79	33	30	54	104	52	45	125	63	16
	20.4%	21.1%	18.6%	20.4%	22.2%	18.1%	29.9%	19.1%	21.5%	22.9%	18.7%	18.5%	24.2%	16.2%	19.7%
Somewhat disagree	154	31	60	62	87	67	21	33	34	91	26	37	104	35	14
	15.4%	16.8%	21.3%	12.0%	15.4%	15.3%	18.7%	21.3%	13.5%	20.1%	9.1%	15.3%	20.2%	9.1%	16.5%
Strongly disagree	291	55	75	158	129	162	28	36	66	88	110	81	103	154	29
	29.1%	30.0%	26.3%	30.6%	23.0%	37.2%	24.9%	23.3%	25.8%	19.5%	39.4%	33.0%	20.1%	39.8%	35.7%
(DK/NS)	63	6	26	28	35	26	5	3	25	34	20	6	24	31	1
	6.3%	3.3%	9.1%	5.4%	6.2%	6.0%	4.7%	2.2%	9.9%	7.5%	7.0%	2.3%	4.7%	7.9%	1.3%
Summary									G						
Top2Box (Agree)	492	92	123	268	312	181	58	82	129	239	124	120	284	167	38
	49.2%	49.9%	43.2%	51.9%	55.4%	41.5%	51.7%	53.1%	50.7%	52.9%	44.5%	49.4%	55.0%	43.2%	46.5%
Low2Box (Disagree)	445	86	135	221	216	229	49	69	100	179	136	118	207	189	43
	44.5%	46.8%	47.6%	42.7%	38.4%	52.5%	43.7%	44.6%	39.4%	39.6%	48.5%	48.3%	40.2%	48.8%	52.2%

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