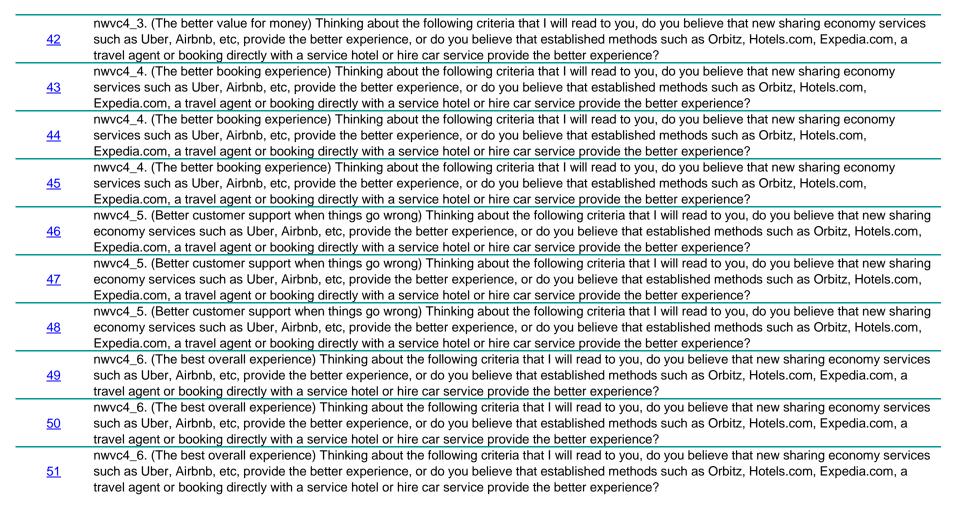# Vacation Confidence Index

Table of Contents

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	Gender		Age			Household Income			Region			
		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	493	507	165	247	575	168	342	319	190	224	363	223
Weighted	1000	486	514	306*	360	327	215*	341	307	185*	219*	370	227*
In the past month	71	34	36	15	32	23	10	13	37	8	18	24	20
	7.1%	7.0%	7.1%	5.0%	8.9%	7.1%	4.5%	3.7%	12.1%	4.4%	8.2%	6.5%	9.0%
									G				
One to three months ago	87	49	38	19	41	25	11	22	43	13	20	37	17
	8.7%	10.0%	7.4%	6.4%	11.3%	7.7%	5.3%	6.5%	13.9%	7.0%	9.2%	9.9%	7.4%
									G				
Four to six months ago	99	48	51	34	36	27	16	27	41	12	17	34	36
	9.9%	9.9%	10.0%	11.3%	10.0%	8.3%	7.5%	7.9%	13.4%	6.7%	7.7%	9.2%	15.9%
Seven to 12 months ago	153	81	72	49	53	51	16	54	66	36	30	61	26
	15.3%	16.6%	14.1%	16.0%	14.8%	15.6%	7.3%	15.9%	21.6%	19.7%	13.5%	16.5%	11.6%
									F				
More than a year ago	160	72	88	59	54	45	16	75	49	42	35	55	28
	16.0%	14.9%	17.1%	19.4%	15.1%	13.8%	7.5%	22.1%	15.8%	22.5%	16.1%	15.0%	12.3%
								F					
More than two years ago	396	184	212	114	134	145	131	143	61	66	93	149	87
	39.6%	37.8%	41.2%	37.4%	37.2%	44.2%	61.0%	41.9%	20.0%	35.9%	42.6%	40.4%	38.2%
							GH	H					
(DK/NS)	35	19	16	14	10	11	15	7	9	7	6	9	12
	3.5%	3.8%	3.1%	4.6%	2.7%	3.3%	6.9%	2.0%	3.1%	3.7%	2.7%	2.6%	5.5%
Summary													
3 months ago or less	157	83	74	35	73	48	21	35	80	21	38	61	37
	15.7%	17.0%	14.4%	11.4%	20.2%	14.8%	9.8%	10.2%	26.1%	11.5%	17.4%	16.4%	16.5%
									FG				
4 months to one year	253	129	124	84	89	78	32	81	108	49	46	95	62
	25.3%	26.5%	24.1%	27.3%	24.7%	23.9%	14.9%	23.8%	35.0%	26.4%	21.2%	25.7%	27.5%
									FG				
More than a year ago	556	256	300	174	188	190	147	218	110	108	128	205	115
	55.6%	52.6%	58.3%	56.7%	52.4%	58.0%	68.4%	64.0%	35.8%	58.5%	58.7%	55.4%	50.5%
							H	H					

Proportions/Means: 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...

	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	466	510	241	330	420	351	110	110	403	526	458	95	744	93	31
Weighted	1000	542	441	473	243	275	385	132*	208*	259	476	515	136*	661	115*	36**
In the past month	71	31	39	22	19	27	39	9	6	16	41	30	10	47	3	1
	7.1%	5.7%	8.9%	4.7%	8.0%	9.7%	10.2%	7.0%	2.7%	6.1%	8.5%	5.8%	7.4%	7.1%	2.3%	1.4%
One to three months ago	87	41	44	23	29	35	40	12	5	27	61	24	9	63	8	2
	8.7%	7.6%	10.0%	4.9%	11.8%	12.7%	10.5%	9.2%	2.5%	10.4%	12.9%	4.8%	6.8%	9.5%	7.2%	4.4%
					C	C				H	K					
Four to six months ago	99	51	47	25	23	49	42	14	18	25	61	37	23	55	5	10
	9.9%	9.4%	10.7%	5.4%	9.4%	17.7%	10.9%	10.8%	8.5%	9.5%	12.9%	7.2%	17.2%	8.3%	4.4%	26.7%
						CD										
Seven to 12 months ago	153	71	82	61	37	55	75	23	23	30	71	82	22	101	17	6
	15.3%	13.1%	18.7%	12.9%	15.3%	20.1%	19.6%	17.6%	11.0%	11.8%	14.9%	15.8%	16.4%	15.3%	14.8%	17.5%
							I									
More than a year ago	160	95	58	75	41	42	65	20	40	34	81	77	17	92	36	1
	16.0%	17.5%	13.1%	15.8%	17.0%	15.1%	16.9%	15.1%	19.2%	13.2%	17.1%	14.9%	12.6%	13.9%	31.7%	1.5%
															LM	
More than two years ago	396	234	158	240	89	65	121	42	107	117	153	238	52	279	40	15
	39.6%	43.2%	35.9%	50.7%	36.8%	23.7%	31.4%	31.8%	51.3%	45.2%	32.1%	46.2%	38.4%	42.1%	35.1%	42.7%
				DE	E				F	F		J				
(DK/NS)	35	20	12	27	4	3	2	11	10	10	8	27	2	26	5	2
	3.5%	3.6%	2.7%	5.6%	1.8%	1.2%	0.5%	8.4%	4.7%	3.8%	1.6%	5.2%	1.2%	3.9%	4.5%	5.9%
				E				F		F		J				
Summary																
3 months ago or less	157	72	83	45	48	62	80	22	11	43	102	54	19	110	11	2
	15.7%	13.3%	18.9%	9.6%	19.7%	22.4%	20.7%	16.2%	5.2%	16.5%	21.4%	10.5%	14.1%	16.6%	9.5%	5.8%
					C	C	H			H	K					
4 months to one year	253	122	130	86	60	104	117	38	41	55	132	119	46	156	22	16
	25.3%	22.5%	29.4%	18.3%	24.7%	37.7%	30.4%	28.4%	19.6%	21.2%	27.8%	23.1%	33.7%	23.5%	19.2%	44.2%
						CD	I									
More than a year ago	556	329	216	314	131	107	186	62	147	151	234	315	69	370	77	16
	55.6%	60.6%	49.0%	66.5%	53.8%	38.8%	48.4%	46.9%	70.5%	58.4%	49.2%	61.2%	51.0%	56.0%	66.8%	44.2%
		B		DE	E				FG	F		J				

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. 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	Travel Frequency			Annual Vacation		Spend on summer vacation this year compared with last year			Summer Vacation			Vacation in 2015		
		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	182	277	516	543	450	110	130	302	464	283	193	501	368	105
Weighted	1000	157*	253	556	572	425	127*	129*	264	456	313	181*	512	364	96*
In the past month	71	71	0	0	56	14	12	12	41	45	2	22	38	1	31
	7.1%	44.9%	-	-	9.8%	3.4%	9.6%	9.5%	15.4%	9.9%	0.6%	12.3%	7.5%	0.3%	32.6%
		BC			E					J		J	M		LM
One to three months ago	87	87	0	0	72	14	8	10	34	48	10	22	53	5	27
	8.7%	55.1%	-	-	12.6%	3.4%	6.5%	7.7%	12.9%	10.5%	3.0%	12.4%	10.3%	1.4%	27.9%
		BC			E					J		J	M		LM
Four to six months ago	99	0	99	0	85	14	5	13	51	64	13	20	72	8	18
	9.9%	-	39.4%	-	14.8%	3.4%	3.8%	10.1%	19.1%	14.0%	4.0%	11.0%	14.2%	2.2%	19.2%
			AC		E				F	J			M		M
Seven to 12 months ago	153	0	153	0	112	42	42	38	55	98	27	27	122	30	1
	15.3%	-	60.6%	-	19.5%	9.8%	33.4%	29.8%	20.8%	21.5%	8.5%	14.9%	23.8%	8.2%	1.4%
			AC		E					J			MN		
More than a year ago	160	0	0	160	98	62	28	18	43	84	51	21	100	51	6
	16.0%	-	-	28.8%	17.2%	14.5%	21.8%	14.2%	16.2%	18.3%	16.3%	11.6%	19.6%	14.0%	6.0%
				AB									N		
More than two years ago	396	0	0	396	131	261	24	37	36	106	197	63	108	261	10
	39.6%	-	-	71.2%	22.9%	61.5%	19.2%	28.7%	13.7%	23.2%	62.8%	34.7%	21.0%	71.5%	10.2%
				AB		D		H			IK		LN		
(DK/NS)	35	0	0	0	17	17	7	0	5	12	15	6	19	9	2
	3.5%	-	-	-	3.0%	4.1%	5.9%	-	1.8%	2.5%	4.8%	3.0%	3.7%	2.4%	2.6%
Summary															
3 months ago or less	157	157	0	0	128	29	20	22	75	93	11	45	91	6	58
	15.7%	100.0%	-	-	22.5%	6.7%	16.0%	17.2%	28.3%	20.4%	3.6%	24.7%	17.7%	1.7%	60.5%
		BC			E					J		J	M		LM
4 months to one year	253	0	253	0	197	56	47	52	106	162	39	47	194	38	20
	25.3%	-	100.0%	-	34.4%	13.2%	37.1%	39.9%	40.0%	35.5%	12.6%	26.0%	38.0%	10.4%	20.6%
			AC		E					J		J	MN		M
More than a year ago	556	0	0	556	230	323	52	55	79	189	248	84	208	312	16
	55.6%	-	-	100.0%	40.2%	76.0%	40.9%	42.9%	29.9%	41.5%	79.0%	46.3%	40.6%	85.5%	16.3%
				AB		D					IK		N	LN	

Proportions/Means: 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...

	Total	Gender		Age			Household Income			Region			
		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	493	507	165	247	575	168	342	319	190	224	363	223
Weighted	1000	486	514	306*	360	327	215*	341	307	185*	219*	370	227*
Very important	284	148	137	91	124	66	40	101	113	58	48	105	73
	28.4%	30.4%	26.6%	29.7%	34.6%	20.1%	18.7%	29.8%	37.0%	31.3%	22.0%	28.4%	32.4%
					E				F				
Important	288	129	159	111	101	74	48	100	110	50	46	112	79
	28.8%	26.5%	30.9%	36.3%	27.9%	22.7%	22.3%	29.4%	35.9%	27.2%	20.9%	30.3%	35.0%
				E					F				J
Not very important	220	118	102	61	80	78	43	71	72	44	61	75	39
	22.0%	24.2%	19.9%	20.0%	22.2%	23.8%	19.9%	20.9%	23.4%	24.0%	28.0%	20.4%	17.1%
Not at all important	205	91	114	43	54	108	84	67	12	32	63	75	34
	20.5%	18.6%	22.3%	13.9%	14.9%	32.9%	38.9%	19.6%	3.8%	17.5%	29.0%	20.3%	15.1%
						CD	GH	H			L		
(DK/NS)	3	1	2	0	1	2	0	1	0	0	0	2	1
	0.3%	0.2%	0.4%	-	0.4%	0.6%	0.1%	0.4%	-	-	0.1%	0.6%	0.4%
Summary													
Top2Box (Important)	572	277	295	202	225	140	88	202	223	108	94	217	153
	57.2%	56.9%	57.5%	66.1%	62.5%	42.8%	41.0%	59.2%	72.8%	58.5%	42.9%	58.8%	67.4%
				E	E			F	FG	J		J	J
Low2Box (Not important)	425	208	216	104	134	185	126	138	83	77	125	150	73
	42.5%	42.9%	42.1%	33.9%	37.1%	56.7%	58.8%	40.4%	27.2%	41.5%	57.0%	40.7%	32.3%
						CD	GH	H			IKL		

Proportions/Means: 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	466	510	241	330	420	351	110	110	403	526	458	95	744	93	31
Weighted	1000	542	441	473	243	275	385	132*	208*	259	476	515	136*	661	115*	36**
Very important	284	143	134	111	69	103	134	42	54	50	160	120	48	161	38	21
	28.4%	26.3%	30.5%	23.4%	28.5%	37.6%	34.7%	32.0%	25.7%	19.2%	33.7%	23.4%	35.5%	24.3%	32.9%	59.3%
						C	I				K					
Important	288	168	118	135	67	82	127	37	71	51	135	153	51	193	31	10
	28.8%	31.0%	26.7%	28.5%	27.6%	29.9%	33.0%	28.0%	34.3%	19.8%	28.3%	29.7%	37.5%	29.2%	26.6%	28.1%
							I		I							
Not very important	220	117	100	97	60	59	82	29	41	66	109	108	28	148	25	2
	22.0%	21.5%	22.6%	20.5%	24.7%	21.4%	21.2%	21.5%	19.8%	25.3%	22.8%	20.9%	20.6%	22.4%	21.4%	5.5%
Not at all important	205	114	87	129	45	30	42	24	42	91	70	133	9	158	21	2
	20.5%	21.0%	19.8%	27.3%	18.6%	10.9%	11.0%	18.4%	20.2%	35.2%	14.7%	25.9%	6.4%	23.9%	18.0%	7.0%
				E	E					FGH		J		L		
(DK/NS)	3	1	2	1	1	0	0	0	0	1	2	1	0	2	1	0
	0.3%	0.2%	0.5%	0.3%	0.6%	0.2%	-	-	-	0.5%	0.4%	0.2%	-	0.2%	1.1%	-
Summary																
Top2Box (Important)	572	311	252	246	136	186	261	79	125	101	295	273	99	354	68	31
	57.2%	57.3%	57.1%	52.0%	56.1%	67.5%	67.8%	60.0%	60.0%	39.0%	62.1%	53.0%	73.0%	53.5%	59.5%	87.5%
						CD	I	I	I				M			
Low2Box (Not important)	425	230	187	226	105	89	124	53	83	157	178	241	37	306	45	4
	42.5%	42.5%	42.4%	47.8%	43.3%	32.3%	32.2%	40.0%	40.0%	60.5%	37.5%	46.8%	27.0%	46.3%	39.4%	12.5%
				E	E					FGH				L		

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

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...

	Total	Travel Frequency			Annual Vacation		Spend on summer vacation this year compared with last year			Summer Vacation			Vacation in 2015		
		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	182	277	516	543	450	110	130	302	464	283	193	501	368	105
Weighted	1000	157*	253	556	572	425	127*	129*	264	456	313	181*	512	364	96*
Very important	284	80	111	86	284	0	57	43	123	174	55	52	212	34	38
	28.4%	51.1%	43.8%	15.5%	49.7%	-	45.1%	33.4%	46.6%	38.0%	17.6%	28.6%	41.5%	9.4%	39.4%
		C	C		E					J			M		M
Important	288	48	86	144	288	0	51	37	77	147	81	47	176	73	30
	28.8%	30.7%	34.0%	25.9%	50.3%	-	40.2%	28.8%	29.2%	32.3%	26.0%	26.2%	34.4%	20.1%	31.6%
					E								M		
Not very important	220	20	46	147	0	220	17	35	38	103	69	40	101	91	24
	22.0%	12.9%	18.4%	26.5%	-	51.7%	13.2%	26.9%	14.5%	22.6%	22.0%	22.0%	19.7%	25.1%	25.3%
				A		D									
Not at all important	205	8	10	176	0	205	2	14	25	32	107	42	21	164	4
	20.5%	5.4%	3.8%	31.6%	-	48.3%	1.5%	11.0%	9.6%	7.1%	34.1%	23.3%	4.2%	45.1%	3.7%
				AB		D					I	I		LN	
(DK/NS)	3	0	0	3	0	0	0	0	0	0	1	0	2	1	0
	0.3%	-	-	0.6%	-	-	-	-	0.1%	0.1%	0.3%	-	0.3%	0.4%	-
Summary															
Top2Box (Important)	572	128	197	230	572	0	108	80	200	321	137	99	388	108	68
	57.2%	81.8%	77.8%	41.3%	100.0%	-	85.3%	62.1%	75.8%	70.3%	43.6%	54.7%	75.8%	29.5%	71.0%
		C	C		E		G			JK			M		M
Low2Box (Not important)	425	29	56	323	0	425	19	49	64	135	176	82	122	256	28
	42.5%	18.2%	22.2%	58.1%	-	100.0%	14.7%	37.9%	24.1%	29.6%	56.1%	45.3%	23.9%	70.1%	29.0%
				AB		D	F				I	I		LN	

Proportions/Means: 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 2015? 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	493	507	165	247	575	168	342	319	190	224	363	223
Weighted	1000	486	514	306*	360	327	215*	341	307	185*	219*	370	227*
Very confident	356	184	172	122	135	97	27	112	172	61	63	142	92
	35.6%	37.9%	33.5%	39.9%	37.4%	29.6%	12.8%	32.8%	55.9%	32.7%	28.6%	38.3%	40.4%
								F	FG				
Somewhat Confident	155	74	81	58	55	41	40	57	35	33	31	61	30
	15.5%	15.2%	15.8%	19.1%	15.4%	12.6%	18.4%	16.9%	11.4%	17.9%	14.3%	16.5%	13.2%
Not very confident	171	72	99	60	67	43	59	66	30	36	40	56	38
	17.1%	14.9%	19.2%	19.8%	18.5%	13.2%	27.4%	19.4%	9.6%	19.7%	18.3%	15.2%	16.9%
							H	H					
Not at all confident	194	90	104	42	51	99	70	69	26	37	44	73	39
	19.4%	18.5%	20.2%	13.7%	14.3%	30.2%	32.4%	20.1%	8.6%	20.2%	20.2%	19.8%	17.2%
						CD	H	H					
Have you already taken a vacation in 2014	96	51	45	21	39	34	11	28	42	10	35	32	19
	9.6%	10.5%	8.8%	6.9%	10.7%	10.5%	5.2%	8.2%	13.8%	5.4%	16.2%	8.7%	8.2%
											I		
(DK/NS)	28	15	13	2	13	13	8	9	2	8	5	6	9
	2.8%	3.0%	2.5%	0.6%	3.7%	3.9%	3.8%	2.6%	0.6%	4.1%	2.3%	1.5%	4.2%
Summary													
Top2Box (Confident)	512	258	253	180	190	138	67	169	207	94	94	203	121
	51.2%	53.1%	49.3%	59.0%	52.8%	42.1%	31.2%	49.7%	67.4%	50.6%	43.0%	54.8%	53.6%
				E	E			F	FG				
Low2Box (Not confident)	364	162	202	102	118	142	128	135	56	74	84	129	77
	36.4%	33.4%	39.4%	33.5%	32.8%	43.4%	59.8%	39.5%	18.2%	39.9%	38.5%	35.0%	34.1%
						D	GH	H					

Proportions/Means: 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 2015? Would you say you are...

	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	466	510	241	330	420	351	110	110	403	526	458	95	744	93	31
Weighted	1000	542	441	473	243	275	385	132*	208*	259	476	515	136*	661	115*	36**
Very confident	356	162	188	130	89	137	176	49	54	73	173	181	61	238	30	12
	35.6%	29.8%	42.6%	27.5%	36.5%	49.7%	45.7%	36.9%	25.8%	28.0%	36.4%	35.2%	44.9%	36.0%	26.2%	33.0%
			A			CD	HI									
Somewhat Confident	155	102	50	79	32	42	63	13	44	33	85	68	22	83	26	6
	15.5%	18.8%	11.4%	16.7%	13.2%	15.2%	16.4%	10.1%	21.0%	12.7%	17.9%	13.3%	16.0%	12.5%	22.8%	15.6%
		B														
Not very confident	171	112	58	115	31	24	48	26	64	29	69	99	20	105	26	11
	17.1%	20.6%	13.2%	24.3%	12.9%	8.6%	12.4%	19.9%	30.8%	11.2%	14.4%	19.2%	14.9%	15.9%	22.7%	29.4%
		B		DE					FI							
Not at all confident	194	104	86	103	57	33	45	25	40	81	73	118	22	149	13	5
	19.4%	19.1%	19.6%	21.7%	23.6%	11.9%	11.7%	18.9%	19.3%	31.1%	15.3%	23.0%	16.0%	22.5%	11.2%	12.9%
				E	E					F		J				
Have you already taken a vacation in 2014	96	47	49	27	30	35	46	17	4	29	66	31	11	72	9	1
	9.6%	8.7%	11.1%	5.7%	12.4%	12.7%	12.0%	12.7%	2.1%	11.1%	13.8%	5.9%	7.9%	10.8%	7.7%	3.3%
					C	C	H	H		H	K					
(DK/NS)	28	16	9	19	3	5	7	2	2	15	10	17	0	15	11	2
	2.8%	2.9%	2.1%	4.1%	1.3%	1.9%	1.8%	1.5%	1.0%	5.9%	2.2%	3.4%	0.3%	2.3%	9.4%	5.9%
										F					M	
Summary																
Top2Box (Confident)	512	264	238	209	121	179	239	62	97	105	259	250	83	321	56	17
	51.2%	48.6%	54.0%	44.2%	49.7%	64.9%	62.1%	47.0%	46.8%	40.7%	54.4%	48.5%	60.9%	48.5%	49.0%	48.6%
						CD	I									
Low2Box (Not confident)	364	216	145	218	89	56	93	51	104	110	141	217	42	254	39	15
	36.4%	39.7%	32.8%	46.1%	36.5%	20.5%	24.1%	38.8%	50.1%	42.3%	29.7%	42.2%	30.9%	38.4%	33.9%	42.3%
				E	E		F	F	F			J				

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. How confident are you that you'll take a vacation in 2015? Would you say you are...

	Total	Travel Frequency			Annual Vacation		Spend on summer vacation this year compared with last year			Summer Vacation			Vacation in 2015		
		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	182	277	516	543	450	110	130	302	464	283	193	501	368	105
Weighted	1000	157*	253	556	572	425	127*	129*	264	456	313	181*	512	364	96*
Very confident	356	71	146	129	296	60	90	43	134	265	38	48	356	0	0
	35.6%	44.9%	57.6%	23.3%	51.8%	14.1%	70.7%	33.6%	50.7%	58.0%	12.2%	26.7%	69.7%	-	-
		C	C		E		GH		G	JK		J	MN		
Somewhat Confident	155	20	49	78	91	62	18	16	54	119	21	13	155	0	0
	15.5%	12.8%	19.3%	14.1%	16.0%	14.7%	14.0%	12.6%	20.4%	26.0%	6.6%	7.0%	30.3%	-	-
										JK			MN		
Not very confident	171	1	19	149	68	103	9	30	17	31	104	28	0	171	0
	17.1%	0.8%	7.3%	26.8%	11.9%	24.2%	6.9%	23.5%	6.4%	6.9%	33.2%	15.5%	-	46.9%	-
			A	AB		D		FH			IK	I		LN	
Not at all confident	194	5	19	163	40	153	2	17	22	4	140	33	0	194	0
	19.4%	3.1%	7.6%	29.3%	6.9%	35.9%	1.2%	13.5%	8.2%	0.9%	44.8%	18.3%	-	53.1%	-
				AB		D		F			IK	I		LN	
Have you already taken a vacation in 2014	96	58	20	16	68	28	8	17	35	36	7	52	0	0	96
	9.6%	37.0%	7.9%	2.8%	11.9%	6.6%	6.4%	13.2%	13.2%	7.8%	2.1%	28.8%	-	-	100.0%
		BC	C							J		IJ			LM
(DK/NS)	28	2	1	21	8	19	1	5	3	2	3	7	0	0	0
	2.8%	1.3%	0.3%	3.7%	1.5%	4.5%	0.7%	3.7%	1.0%	0.4%	1.1%	3.7%	-	-	-
												I			
Summary															
Top2Box (Confident)	512	91	194	208	388	122	108	60	188	383	59	61	512	0	0
	51.2%	57.8%	76.9%	37.4%	67.8%	28.8%	84.7%	46.1%	71.1%	84.0%	18.8%	33.6%	100.0%	-	-
			C	AC		E		G		G	JK		J	MN		
Low2Box (Not confident)	364	6	38	312	108	256	10	48	39	35	244	61	0	364	0
	36.4%	3.9%	15.0%	56.1%	18.8%	60.2%	8.2%	37.0%	14.6%	7.8%	78.0%	33.8%	-	100.0%	-
			A	AB		D		FH			IK	I		LN	

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

nwvc1_1. (Air BnB) Are you very familiar, somewhat familiar, not very familiar or not at all familiar with the following sharing economy services used for traveling?

		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	493	507	165	247	575	168	342	319	190	224	363	223
Weighted	1000	486	514	306*	360	327	215*	341	307	185*	219*	370	227*
Very familiar	71	43	28	19	43	9	0	19	39	11	3	32	26
	7.1%	8.9%	5.5%	6.3%	11.9%	2.8%	-	5.4%	12.6%	6.0%	1.2%	8.6%	11.3%
					E			F	FG			J	J
Somewhat familiar	122	57	65	41	51	29	25	29	55	29	38	27	28
	12.2%	11.7%	12.7%	13.3%	14.1%	8.8%	11.8%	8.5%	18.0%	15.6%	17.5%	7.4%	12.1%
									G	K	K		
Not very familiar	81	35	46	37	18	25	20	22	27	19	15	26	22
	8.1%	7.3%	9.0%	12.2%	5.1%	7.8%	9.1%	6.4%	8.8%	10.3%	6.9%	6.9%	9.5%
Not at all familiar	708	342	365	208	242	253	165	267	186	121	162	278	147
	70.8%	70.4%	71.0%	68.0%	67.2%	77.4%	77.0%	78.5%	60.6%	65.4%	73.8%	75.3%	64.7%
						D	H	H					
(DK/NS)	18	8	9	1	6	11	4	4	0	5	1	6	5
	1.8%	1.7%	1.8%	0.2%	1.8%	3.2%	2.0%	1.2%	-	2.7%	0.5%	1.7%	2.3%
Summary													
Top2Box (Familiar)	193	100	93	60	94	38	25	48	94	40	41	59	53
	19.3%	20.6%	18.2%	19.6%	26.0%	11.6%	11.8%	14.0%	30.6%	21.5%	18.8%	16.1%	23.4%
					E				FG				
Low2Box (Not familiar)	789	378	411	245	260	279	185	289	213	140	177	304	168
	78.9%	77.7%	80.0%	80.2%	72.3%	85.1%	86.2%	84.9%	69.4%	75.7%	80.7%	82.2%	74.3%
						D	H	H					

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

nwvc1_1. (Air BnB) Are you very familiar, somewhat familiar, not very familiar or not at all familiar with the following sharing economy services used for traveling?

	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	466	510	241	330	420	351	110	110	403	526	458	95	744	93	31
Weighted	1000	542	441	473	243	275	385	132*	208*	259	476	515	136*	661	115*	36**
	71	39	32	26	15	31	53	8	4	7	46	25	10	50	3	6
Very familiar	7.1%	7.2%	7.3%	5.5%	6.0%	11.2%	13.7%	5.8%	1.9%	2.6%	9.7%	4.9%	7.1%	7.6%	3.0%	15.7%
							HI									
	122	60	58	31	21	69	54	17	32	17	60	61	8	95	10	2
Somewhat familiar	12.2%	11.1%	13.2%	6.5%	8.7%	25.2%	14.1%	12.7%	15.3%	6.5%	12.5%	11.8%	5.8%	14.3%	8.3%	5.0%
						CD	I									
	81	49	31	38	17	26	28	16	18	19	30	51	11	57	10	1
Not very familiar	8.1%	9.0%	7.1%	8.0%	7.1%	9.5%	7.2%	12.1%	8.4%	7.4%	6.4%	9.9%	8.4%	8.6%	8.7%	3.4%
	708	387	310	365	187	149	246	92	152	207	333	368	105	452	84	27
Not at all familiar	70.8%	71.4%	70.3%	77.2%	76.8%	54.1%	64.0%	69.5%	73.3%	79.9%	69.9%	71.5%	77.0%	68.3%	73.4%	75.9%
				E	E					F						
	18	8	9	13	3	0	4	0	2	9	7	10	2	7	8	0
(DK/NS)	1.8%	1.4%	2.1%	2.8%	1.4%	0.1%	1.0%	-	1.0%	3.6%	1.5%	1.9%	1.7%	1.1%	6.6%	-
															M	
Summary																
	193	99	90	57	36	100	107	24	36	24	105	86	18	145	13	7
Top2Box (Familiar)	19.3%	18.2%	20.5%	12.0%	14.7%	36.4%	27.8%	18.4%	17.3%	9.2%	22.2%	16.7%	12.9%	21.9%	11.3%	20.6%
						CD	I									
	789	436	341	403	204	175	274	108	170	226	363	419	116	509	94	28
Low2Box (Not familiar)	78.9%	80.3%	77.4%	85.2%	83.9%	63.6%	71.2%	81.6%	81.7%	87.2%	76.3%	81.3%	85.3%	77.0%	82.1%	79.4%
				E	E					F						

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

nwvc1_1. (Air BnB) Are you very familiar, somewhat familiar, not very familiar or not at all familiar with the following sharing economy services used for traveling?

		Travel Frequency			Annual Vacation		Spend on summer vacation this year compared with last year			Summer Vacation			Vacation in 2015		
	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	182	277	516	543	450	110	130	302	464	283	193	501	368	105
Weighted	1000	157*	253	556	572	425	127*	129*	264	456	313	181*	512	364	96*
Very familiar	71	25	26	20	55	16	7	23	30	47	12	12	52	9	10
	7.1%	15.9%	10.1%	3.5%	9.6%	3.8%	5.7%	17.5%	11.4%	10.4%	3.8%	6.6%	10.1%	2.5%	10.8%
		C	C		E					J			M		M
Somewhat familiar	122	25	43	53	78	45	15	20	39	80	21	17	80	29	11
	12.2%	15.6%	16.9%	9.6%	13.6%	10.5%	12.1%	15.6%	14.6%	17.6%	6.5%	9.6%	15.6%	7.9%	11.7%
			C							J			M		
Not very familiar	81	13	17	49	45	36	15	16	13	35	30	15	38	36	8
	8.1%	8.2%	6.6%	8.8%	7.9%	8.6%	11.5%	12.5%	4.9%	7.7%	9.5%	8.2%	7.4%	9.8%	8.0%
Not at all familiar	708	93	167	420	390	317	89	62	182	292	248	131	335	288	67
	70.8%	59.4%	66.0%	75.5%	68.2%	74.6%	70.1%	47.7%	68.8%	63.9%	79.3%	72.3%	65.4%	79.0%	69.5%
				A			G		G		I			L	
(DK/NS)	18	1	1	15	5	11	1	9	1	2	3	6	8	3	0
	1.8%	0.9%	0.3%	2.6%	0.8%	2.5%	0.6%	6.8%	0.4%	0.4%	0.8%	3.3%	1.5%	0.7%	-
								H							
Summary															
Top2Box (Familiar)	193	49	68	73	133	61	23	43	69	128	33	29	131	38	22
	19.3%	31.5%	27.0%	13.1%	23.2%	14.3%	17.8%	33.1%	26.0%	28.0%	10.4%	16.2%	25.7%	10.5%	22.5%
		C	C		E					JK			M		M
Low2Box (Not familiar)	789	106	183	468	435	353	104	78	195	327	278	146	373	324	74
	78.9%	67.6%	72.6%	84.3%	76.0%	83.1%	81.6%	60.1%	73.6%	71.6%	88.8%	80.5%	72.8%	88.8%	77.5%
				AB			G				I			LN	

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

nwvc1_2. (Uber) Are you very familiar, somewhat familiar, not very familiar or not at all familiar with the following sharing economy services used for traveling?

		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	493	507	165	247	575	168	342	319	190	224	363	223
Weighted	1000	486	514	306*	360	327	215*	341	307	185*	219*	370	227*
	151	87	64	66	70	15	3	51	68	23	15	67	46
Very familiar	15.1%	17.9%	12.4%	21.7%	19.3%	4.6%	1.4%	14.9%	22.3%	12.5%	7.0%	18.2%	20.1%
				E	E			F	F			J	J
	195	98	97	61	87	46	19	63	90	49	38	55	54
Somewhat familiar	19.5%	20.2%	18.9%	20.0%	24.1%	14.1%	8.8%	18.6%	29.2%	26.4%	17.1%	14.9%	23.9%
					E				FG	K			
	77	39	39	16	31	28	16	29	26	20	22	24	11
Not very familiar	7.7%	7.9%	7.5%	5.3%	8.5%	8.7%	7.6%	8.4%	8.6%	10.6%	10.3%	6.5%	5.0%
	560	251	309	159	166	232	176	191	122	88	143	216	114
Not at all familiar	56.0%	51.7%	60.1%	51.9%	46.2%	70.8%	81.8%	56.0%	39.7%	47.5%	65.3%	58.3%	50.3%
						CD	GH	H			IL		
	16	11	6	3	7	6	1	7	1	6	1	8	2
(DK/NS)	1.6%	2.2%	1.1%	1.0%	1.9%	1.8%	0.3%	2.0%	0.2%	3.1%	0.2%	2.2%	0.7%
Summary													
	346	186	161	128	156	61	22	114	158	72	53	122	100
Top2Box (Familiar)	34.6%	38.2%	31.3%	41.7%	43.4%	18.7%	10.2%	33.6%	51.5%	38.8%	24.2%	33.0%	44.0%
				E	E			F	FG	J			J
	637	290	348	175	197	260	192	220	148	107	165	239	125
Low2Box (Not familiar)	63.7%	59.7%	67.6%	57.3%	54.7%	79.5%	89.5%	64.4%	48.4%	58.0%	75.6%	64.8%	55.3%
						CD	GH	H			IL		

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

nwvc1_2. (Uber) Are you very familiar, somewhat familiar, not very familiar or not at all familiar with the following sharing economy services used for traveling?

	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	466	510	241	330	420	351	110	110	403	526	458	95	744	93	31
Weighted	1000	542	441	473	243	275	385	132*	208*	259	476	515	136*	661	115*	36**
Very familiar	151	79	69	41	35	75	82	33	23	13	65	86	27	95	9	1
	15.1%	14.5%	15.7%	8.7%	14.4%	27.2%	21.4%	24.9%	11.1%	4.9%	13.7%	16.7%	19.6%	14.4%	7.9%	3.5%
						CD	I	I								
Somewhat familiar	195	90	104	66	53	74	101	32	35	25	97	97	30	116	26	14
	19.5%	16.5%	23.7%	14.0%	21.7%	27.0%	26.3%	24.5%	16.8%	9.6%	20.4%	18.9%	22.1%	17.5%	22.8%	38.2%
						C	I	I								
Not very familiar	77	45	32	34	15	29	37	9	12	19	41	33	6	63	5	2
	7.7%	8.3%	7.2%	7.2%	6.1%	10.4%	9.5%	6.6%	6.0%	7.2%	8.6%	6.5%	4.1%	9.5%	4.0%	4.9%
Not at all familiar	560	322	227	321	137	96	159	58	133	200	266	289	69	383	68	19
	56.0%	59.4%	51.4%	67.9%	56.2%	34.8%	41.4%	44.1%	64.0%	77.0%	56.0%	56.2%	51.0%	57.9%	59.2%	53.3%
				DE	E				FG	FG						
(DK/NS)	16	7	9	11	4	2	6	0	4	3	6	9	4	5	7	0
	1.6%	1.3%	2.0%	2.3%	1.5%	0.6%	1.4%	-	2.2%	1.3%	1.3%	1.8%	3.2%	0.7%	6.1%	-
															M	
Summary																
Top2Box (Familiar)	346	168	174	107	88	149	184	65	58	38	162	183	57	211	35	15
	34.6%	31.0%	39.4%	22.7%	36.2%	54.2%	47.7%	49.3%	27.9%	14.5%	34.0%	35.6%	41.8%	31.9%	30.7%	41.8%
					C	CD	HI	HI	I							
Low2Box (Not familiar)	637	367	259	355	151	124	196	67	146	218	307	322	75	446	73	21
	63.7%	67.6%	58.6%	75.1%	62.3%	45.2%	50.9%	50.7%	69.9%	84.2%	64.6%	62.6%	55.1%	67.4%	63.2%	58.2%
				DE	E				F	FGH						

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

nwvc1_2. (Uber) Are you very familiar, somewhat familiar, not very familiar or not at all familiar with the following sharing economy services used for traveling?

	Total	Travel Frequency			Annual Vacation		Spend on summer vacation this year compared with last year			Summer Vacation			Vacation in 2015		
		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	182	277	516	543	450	110	130	302	464	283	193	501	368	105
Weighted	1000	157*	253	556	572	425	127*	129*	264	456	313	181*	512	364	96*
Very familiar	151	31	59	51	114	37	45	28	43	99	20	30	121	13	15
	15.1%	20.0%	23.4%	9.2%	20.0%	8.7%	35.3%	22.1%	16.2%	21.7%	6.5%	16.4%	23.6%	3.6%	16.0%
		C	C		E		H			J		J	M		M
Somewhat familiar	195	33	65	98	130	65	29	25	44	87	59	41	110	61	21
	19.5%	20.8%	25.6%	17.6%	22.7%	15.4%	22.9%	19.0%	16.7%	19.1%	18.8%	22.7%	21.4%	16.7%	22.3%
Not very familiar	77	9	16	49	40	37	12	12	21	36	28	11	40	29	8
	7.7%	5.8%	6.5%	8.9%	7.0%	8.8%	9.2%	9.1%	8.1%	7.9%	8.8%	6.0%	7.9%	7.9%	8.5%
Not at all familiar	560	82	111	345	281	278	40	56	152	229	206	92	230	260	51
	56.0%	52.0%	44.1%	62.1%	49.2%	65.4%	31.5%	43.1%	57.4%	50.3%	65.7%	50.9%	44.9%	71.4%	53.3%
				B		D			F		IK			LN	
(DK/NS)	16	2	1	12	7	8	2	9	4	5	1	7	11	1	0
	1.6%	1.5%	0.5%	2.1%	1.1%	1.8%	1.2%	6.7%	1.6%	1.0%	0.2%	4.0%	2.2%	0.4%	-
												J			
Summary															
Top2Box (Familiar)	346	64	124	149	244	102	74	53	87	186	79	71	230	74	37
	34.6%	40.7%	49.0%	26.9%	42.7%	24.1%	58.2%	41.1%	32.9%	40.8%	25.3%	39.1%	45.0%	20.3%	38.3%
		C	C		E		H			J		J	M		M
Low2Box (Not familiar)	637	91	128	395	321	315	52	67	173	265	233	103	270	289	59
	63.7%	57.7%	50.5%	71.0%	56.2%	74.1%	40.6%	52.2%	65.6%	58.1%	74.5%	56.9%	52.8%	79.3%	61.7%
				AB		D			F		IK			LN	

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

nwvc1_3. (Feastly) Are you very familiar, somewhat familiar, not very familiar or not at all familiar with the following sharing economy services used for traveling?

		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	493	507	165	247	575	168	342	319	190	224	363	223
Weighted	1000	486	514	306*	360	327	215*	341	307	185*	219*	370	227*
Very familiar	12	10	2	7	0	4	2	0	8	2	0	2	7
	1.2%	2.0%	0.4%	2.5%	-	1.3%	1.0%	-	2.5%	1.2%	-	0.6%	3.3%
									G				
Somewhat familiar	27	20	7	17	7	3	10	10	3	6	0	15	6
	2.7%	4.2%	1.3%	5.5%	2.0%	0.9%	4.8%	2.9%	0.8%	3.0%	0.1%	4.1%	2.7%
				E									
Not very familiar	65	31	35	29	22	14	23	17	20	13	22	17	14
	6.5%	6.3%	6.8%	9.5%	6.1%	4.3%	10.5%	4.9%	6.5%	6.9%	10.2%	4.5%	6.1%
Not at all familiar	875	414	461	251	323	296	174	310	276	160	195	327	193
	87.5%	85.2%	89.7%	81.9%	89.7%	90.3%	81.0%	90.9%	89.9%	86.3%	89.3%	88.4%	85.2%
								F					
(DK/NS)	21	11	9	2	8	10	6	4	1	5	1	9	6
	2.1%	2.4%	1.8%	0.6%	2.2%	3.0%	2.8%	1.3%	0.3%	2.5%	0.5%	2.4%	2.7%
Summary													
Top2Box (Familiar)	39	30	9	24	7	7	12	10	10	8	0	17	14
	3.9%	6.2%	1.7%	7.9%	2.0%	2.3%	5.7%	2.9%	3.3%	4.2%	0.1%	4.7%	6.0%
		B		DE								J	J
Low2Box (Not familiar)	940	444	496	280	345	310	197	326	296	172	218	343	207
	94.0%	91.5%	96.5%	91.5%	95.8%	94.7%	91.5%	95.8%	96.4%	93.3%	99.4%	92.9%	91.3%
			A								IKL		

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

nwvc1_3. (Feastly) Are you very familiar, somewhat familiar, not very familiar or not at all familiar with the following sharing economy services used for traveling?

		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	466	510	241	330	420	351	110	110	403	526	458	95	744	93	31
Weighted	1000	542	441	473	243	275	385	132*	208*	259	476	515	136*	661	115*	36**
Very familiar	12	2	10	12	0	0	0	7	0	4	0	12	0	10	2	0
	1.2%	0.4%	2.2%	2.5%	0.1%	-	0.1%	5.7%	-	1.6%	0	2.3%	-	1.5%	1.8%	-
								F				J				
Somewhat familiar	27	20	6	19	6	2	4	3	19	1	4	23	9	3	13	3
	2.7%	3.6%	1.4%	4.1%	2.4%	0.6%	0.9%	2.4%	9.3%	0.4%	0.9%	4.4%	6.3%	0.5%	11.0%	7.1%
									FI			J	M		M	
Not very familiar	65	35	29	38	13	14	20	20	17	8	28	37	14	40	8	1
	6.5%	6.5%	6.6%	8.0%	5.4%	5.3%	5.2%	15.2%	8.2%	3.1%	5.9%	7.2%	10.0%	6.0%	7.3%	1.5%
								FI								
Not at all familiar	875	474	389	394	218	256	358	102	167	235	433	433	112	593	88	33
	87.5%	87.4%	88.1%	83.2%	89.7%	93.1%	93.0%	76.7%	80.5%	90.7%	91.1%	84.1%	82.7%	89.7%	76.8%	91.5%
						C	GH			G	K			N		
(DK/NS)	21	11	8	11	6	3	3	0	4	11	10	10	1	15	3	0
	2.1%	2.1%	1.7%	2.2%	2.3%	1.0%	0.8%	-	2.0%	4.2%	2.1%	1.9%	1.0%	2.2%	3.0%	-
										F						
Summary																
Top2Box (Familiar)	39	22	16	31	6	2	4	11	19	5	4	34	9	13	15	3
	3.9%	4.0%	3.6%	6.6%	2.5%	0.6%	1.0%	8.1%	9.3%	2.0%	0.9%	6.7%	6.3%	2.0%	12.9%	7.1%
				E				F	FI			J			M	
Low2Box (Not familiar)	940	509	418	431	231	271	378	122	185	243	461	470	126	633	97	33
	94.0%	93.9%	94.7%	91.2%	95.1%	98.4%	98.2%	91.9%	88.7%	93.8%	97.0%	91.4%	92.6%	95.8%	84.1%	92.9%
						C	GHI				K			N		

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

nwvc1_3. (Feastly) Are you very familiar, somewhat familiar, not very familiar or not at all familiar with the following sharing economy services used for traveling?

		Travel Frequency			Annual Vacation		Spend on summer vacation this year compared with last year			Summer Vacation			Vacation in 2015		
	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	182	277	516	543	450	110	130	302	464	283	193	501	368	105
Weighted	1000	157*	253	556	572	425	127*	129*	264	456	313	181*	512	364	96*
	12	0	0	2	8	4	8	0	0	2	10	0	10	2	0
Very familiar	1.2%	-	0.1%	0.4%	1.3%	1.0%	6.1%	-	-	0.5%	3.1%	0.1%	1.9%	0.6%	-
							H								
	27	1	7	18	25	2	1	1	5	12	13	1	17	7	2
Somewhat familiar	2.7%	0.4%	2.9%	3.2%	4.4%	0.4%	0.4%	0.6%	1.7%	2.7%	4.3%	0.7%	3.4%	2.0%	2.2%
					E										
	65	11	12	41	34	31	9	9	11	35	22	9	40	22	3
Not very familiar	6.5%	6.9%	4.7%	7.3%	6.0%	7.3%	6.8%	6.6%	4.3%	7.6%	6.9%	4.7%	7.8%	6.1%	2.8%
	875	144	229	480	496	377	109	114	246	403	268	167	435	327	91
Not at all familiar	87.5%	91.7%	90.9%	86.5%	86.7%	88.8%	86.1%	88.6%	93.1%	88.3%	85.5%	92.3%	85.0%	89.8%	95.0%
															L
	21	2	4	15	9	11	1	5	2	4	1	4	10	5	0
(DK/NS)	2.1%	1.0%	1.5%	2.6%	1.5%	2.5%	0.6%	4.2%	0.9%	0.9%	0.2%	2.3%	1.9%	1.4%	-
Summary															
	39	1	8	20	33	6	8	1	5	14	23	1	27	10	2
Top2Box (Familiar)	3.9%	0.4%	3.0%	3.6%	5.8%	1.4%	6.5%	0.6%	1.7%	3.2%	7.4%	0.8%	5.3%	2.6%	2.2%
					E						K				
	940	155	241	521	530	408	118	123	257	438	290	176	475	350	94
Low2Box (Not familiar)	94.0%	98.6%	95.5%	93.8%	92.7%	96.1%	92.9%	95.2%	97.4%	96.0%	92.4%	97.0%	92.8%	95.9%	97.8%

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

nwvc1_4. (GetAround) Are you very familiar, somewhat familiar, not very familiar or not at all familiar with the following sharing economy services used for traveling?

		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	493	507	165	247	575	168	342	319	190	224	363	223
Weighted	1000	486	514	306*	360	327	215*	341	307	185*	219*	370	227*
Very familiar	34	24	10	13	16	5	9	8	9	6	3	16	9
	3.4%	5.0%	2.0%	4.2%	4.5%	1.6%	4.4%	2.4%	2.8%	3.2%	1.5%	4.3%	4.1%
Somewhat familiar	38	9	29	17	12	9	6	13	17	5	5	8	19
	3.8%	1.9%	5.6%	5.6%	3.3%	2.7%	2.6%	3.9%	5.5%	2.9%	2.4%	2.1%	8.5%
			A										K
Not very familiar	55	26	29	20	22	14	14	21	18	15	13	12	16
	5.5%	5.4%	5.7%	6.4%	6.1%	4.2%	6.5%	6.0%	5.8%	7.9%	5.8%	3.3%	7.0%
Not at all familiar	857	413	443	247	308	295	185	294	257	154	197	325	180
	85.7%	85.0%	86.2%	80.6%	85.7%	90.1%	86.1%	86.4%	83.8%	83.1%	90.2%	88.0%	79.4%
						C					L		
(DK/NS)	16	13	3	10	1	5	1	4	6	5	0	8	2
	1.6%	2.7%	0.5%	3.2%	0.4%	1.5%	0.3%	1.3%	2.0%	2.9%	0.1%	2.2%	0.9%
Summary													
Top2Box (Familiar)	72	33	39	30	28	14	15	21	26	11	8	24	29
	7.2%	6.9%	7.6%	9.8%	7.8%	4.3%	7.0%	6.3%	8.4%	6.1%	3.9%	6.4%	12.6%
													J
Low2Box (Not familiar)	912	439	473	266	330	308	199	315	275	168	210	338	196
	91.2%	90.4%	91.9%	87.0%	91.8%	94.3%	92.6%	92.5%	89.6%	90.9%	96.0%	91.4%	86.4%
						C					L		

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

nwvc1_4. (GetAround) Are you very familiar, somewhat familiar, not very familiar or not at all familiar with the following sharing economy services used for traveling?

		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	466	510	241	330	420	351	110	110	403	526	458	95	744	93	31
Weighted	1000	542	441	473	243	275	385	132*	208*	259	476	515	136*	661	115*	36**
Very familiar	34	21	13	30	2	3	1	13	11	9	11	23	2	21	8	0
	3.4%	3.9%	3.0%	6.3%	0.7%	1.1%	0.3%	9.7%	5.3%	3.6%	2.3%	4.6%	1.7%	3.1%	7.3%	-
				DE				F	F	F						
Somewhat familiar	38	16	20	20	9	9	12	6	12	7	15	23	12	15	8	2
	3.8%	3.0%	4.5%	4.2%	3.5%	3.4%	3.2%	4.9%	5.8%	2.7%	3.1%	4.5%	8.6%	2.3%	6.7%	4.4%
													M			
Not very familiar	55	31	23	27	14	14	19	17	14	6	29	27	10	32	8	0
	5.5%	5.8%	5.2%	5.8%	5.7%	5.2%	5.0%	12.5%	6.8%	2.2%	6.1%	5.2%	7.5%	4.9%	7.2%	-
								I								
Not at all familiar	857	464	378	388	214	246	347	96	165	234	414	433	111	580	89	34
	85.7%	85.7%	85.8%	82.0%	88.0%	89.4%	90.0%	72.9%	79.3%	90.2%	87.0%	84.2%	81.7%	87.7%	77.1%	95.6%
							G			GH						
(DK/NS)	16	9	7	9	5	2	6	0	6	3	7	8	1	13	2	0
	1.6%	1.7%	1.6%	1.8%	2.0%	0.9%	1.5%	-	2.8%	1.3%	1.6%	1.5%	0.4%	2.0%	1.8%	-
Summary																
Top2Box (Familiar)	72	37	33	49	10	12	13	19	23	16	25	47	14	36	16	2
	7.2%	6.9%	7.5%	10.5%	4.3%	4.5%	3.4%	14.6%	11.1%	6.3%	5.4%	9.1%	10.4%	5.4%	13.9%	4.4%
				E				F	F						M	
Low2Box (Not familiar)	912	496	401	415	228	260	366	113	179	240	443	460	121	612	97	34
	91.2%	91.4%	91.0%	87.7%	93.7%	94.6%	95.0%	85.4%	86.1%	92.4%	93.1%	89.4%	89.2%	92.6%	84.2%	95.6%
						C	GH									

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

nwvc1_4. (GetAround) Are you very familiar, somewhat familiar, not very familiar or not at all familiar with the following sharing economy services used for traveling?

	Total	Travel Frequency			Annual Vacation		Spend on summer vacation this year compared with last year			Summer Vacation			Vacation in 2015		
		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	182	277	516	543	450	110	130	302	464	283	193	501	368	105
Weighted	1000	157*	253	556	572	425	127*	129*	264	456	313	181*	512	364	96*
Very familiar	34	6	2	10	26	8	7	2	2	13	17	2	21	9	2
	3.4%	3.8%	0.7%	1.9%	4.6%	1.9%	5.9%	1.8%	0.7%	2.9%	5.3%	1.1%	4.2%	2.4%	2.0%
Somewhat familiar	38	6	9	21	27	11	12	4	9	17	7	11	28	8	0
	3.8%	4.0%	3.4%	3.8%	4.8%	2.5%	9.6%	3.0%	3.5%	3.6%	2.2%	6.1%	5.4%	2.3%	-
Not very familiar	55	7	14	34	25	30	9	9	6	21	25	8	25	28	1
	5.5%	4.2%	5.7%	6.2%	4.4%	7.1%	7.3%	7.0%	2.4%	4.7%	8.1%	4.2%	5.0%	7.7%	1.5%
Not at all familiar	857	135	225	480	483	371	97	105	245	402	258	157	431	310	93
	85.7%	86.2%	89.2%	86.3%	84.3%	87.3%	76.6%	81.5%	92.7%	88.0%	82.5%	86.6%	84.3%	84.9%	96.4%
									FG						LM
(DK/NS)	16	3	2	10	11	5	1	9	2	3	6	4	6	10	0
	1.6%	1.8%	1.0%	1.8%	1.9%	1.2%	0.6%	6.7%	0.7%	0.7%	2.0%	2.0%	1.1%	2.7%	-
								H							
Summary															
Top2Box (Familiar)	72	12	10	32	53	19	20	6	11	30	24	13	49	17	2
	7.2%	7.7%	4.1%	5.7%	9.3%	4.4%	15.5%	4.8%	4.2%	6.5%	7.5%	7.1%	9.6%	4.7%	2.0%
							H								
Low2Box (Not familiar)	912	142	240	514	508	401	107	114	251	423	284	165	457	337	94
	91.2%	90.4%	94.9%	92.5%	88.8%	94.4%	83.9%	88.5%	95.1%	92.7%	90.5%	90.9%	89.3%	92.6%	98.0%
					D				F						L

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

nwvc1_5. (Lyft) Are you very familiar, somewhat familiar, not very familiar or not at all familiar with the following sharing economy services used for traveling?

	Total	Gender		Age			Household Income			Region			
		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	493	507	165	247	575	168	342	319	190	224	363	223
Weighted	1000	486	514	306*	360	327	215*	341	307	185*	219*	370	227*
Very familiar	57	44	14	18	31	8	0	6	32	3	5	26	24
	5.7%	9.0%	2.7%	5.9%	8.6%	2.6%	-	1.9%	10.5%	1.5%	2.3%	7.1%	10.4%
		B			E				FG				IJ
Somewhat familiar	93	38	55	51	32	9	15	31	39	24	6	34	30
	9.3%	7.9%	10.7%	16.8%	9.0%	2.6%	6.8%	9.1%	12.6%	12.8%	2.8%	9.2%	13.1%
				E	E					J			J
Not very familiar	72	42	29	29	26	15	16	21	26	16	13	23	20
	7.2%	8.7%	5.7%	9.6%	7.3%	4.7%	7.3%	6.1%	8.6%	8.4%	6.1%	6.2%	8.7%
Not at all familiar	765	354	410	206	264	290	182	279	209	137	194	283	151
	76.5%	72.9%	79.8%	67.2%	73.3%	88.5%	84.8%	81.8%	68.1%	73.9%	88.8%	76.4%	66.7%
						CD	H	H			IKL		
(DK/NS)	13	7	6	2	6	5	2	4	1	6	0	4	3
	1.3%	1.4%	1.1%	0.6%	1.7%	1.5%	1.1%	1.2%	0.3%	3.3%	0.1%	1.1%	1.1%
Summary													
Top2Box (Familiar)	151	82	69	69	63	17	15	37	71	26	11	60	53
	15.1%	16.9%	13.4%	22.6%	17.6%	5.2%	6.8%	10.9%	23.1%	14.3%	5.1%	16.3%	23.5%
				E	E				FG	J		J	J
Low2Box (Not familiar)	836	397	439	235	290	305	198	299	235	152	207	305	171
	83.6%	81.6%	85.5%	76.8%	80.6%	93.3%	92.1%	87.9%	76.7%	82.4%	94.8%	82.6%	75.4%
						CD	H	H			IKL		

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

nwvc1_5. (Lyft) Are you very familiar, somewhat familiar, not very familiar or not at all familiar with the following sharing economy services used for traveling?

		Children		Education			Employment Status				Marital Status		Race			
					Some College	College Degree or higher									Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
	Total	Yes	No	HS or less			Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic			
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	1000	466	510	241	330	420	351	110	110	403	526	458	95	744	93	31
Weighted	1000	542	441	473	243	275	385	132*	208*	259	476	515	136*	661	115*	36**
	57	24	31	27	8	23	32	12	2	10	27	30	6	37	8	1
Very familiar	5.7%	4.5%	7.1%	5.7%	3.3%	8.2%	8.4%	9.3%	0.8%	3.8%	5.7%	5.9%	4.5%	5.7%	6.7%	3.7%
						D	H	H								
	93	45	46	43	18	30	32	23	33	5	32	61	23	44	15	6
Somewhat familiar	9.3%	8.2%	10.4%	9.0%	7.6%	10.9%	8.2%	17.3%	15.6%	2.1%	6.7%	11.8%	16.8%	6.7%	13.2%	17.7%
							I	I	I				M			
	72	46	23	29	15	28	28	13	20	11	31	40	16	49	4	0
Not very familiar	7.2%	8.6%	5.3%	6.2%	6.0%	10.0%	7.3%	9.9%	9.5%	4.1%	6.5%	7.8%	11.7%	7.4%	3.7%	0.7%
	765	418	336	366	198	194	289	82	152	229	380	377	89	525	82	28
Not at all familiar	76.5%	77.1%	76.2%	77.5%	81.6%	70.4%	75.1%	62.2%	73.1%	88.2%	79.9%	73.2%	65.8%	79.4%	71.6%	78.0%
					E					FGH						
	13	9	4	8	4	1	4	2	2	5	6	7	2	6	5	0
(DK/NS)	1.3%	1.6%	0.9%	1.6%	1.6%	0.4%	1.0%	1.3%	1.0%	1.8%	1.3%	1.3%	1.3%	0.8%	4.6%	-
Summary																
	151	69	77	69	26	53	64	35	34	15	59	91	29	81	23	8
Top2Box (Familiar)	15.1%	12.7%	17.5%	14.7%	10.8%	19.1%	16.5%	26.6%	16.4%	5.9%	12.4%	17.7%	21.3%	12.3%	20.0%	21.4%
						D		I	I	I						
	836	464	360	396	213	221	317	95	172	239	410	417	105	574	87	28
Low2Box (Not familiar)	83.6%	85.7%	81.6%	83.7%	87.6%	80.4%	82.4%	72.1%	82.6%	92.3%	86.3%	81.0%	77.4%	86.9%	75.4%	78.6%
										FG						

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

nwvc1_5. (Lyft) Are you very familiar, somewhat familiar, not very familiar or not at all familiar with the following sharing economy services used for traveling?

		Travel Frequency			Annual Vacation		Spend on summer vacation this year compared with last year			Summer Vacation			Vacation in 2015		
	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	182	277	516	543	450	110	130	302	464	283	193	501	368	105
Weighted	1000	157*	253	556	572	425	127*	129*	264	456	313	181*	512	364	96*
Very familiar	57	11	19	16	40	17	15	14	16	40	9	2	48	1	5
	5.7%	7.0%	7.4%	3.0%	6.9%	3.9%	12.1%	11.2%	5.9%	8.8%	3.0%	1.0%	9.3%	0.2%	5.0%
										JK			M		M
Somewhat familiar	93	15	30	44	72	22	33	11	14	48	15	30	69	19	5
	9.3%	9.3%	11.9%	7.8%	12.5%	5.1%	25.8%	8.2%	5.4%	10.5%	4.8%	16.4%	13.5%	5.3%	5.4%
					E		GH					J	M		
Not very familiar	72	14	18	38	53	18	11	14	18	42	15	13	47	18	4
	7.2%	9.0%	7.0%	6.8%	9.3%	4.3%	8.3%	10.9%	6.8%	9.1%	4.7%	7.0%	9.1%	5.0%	4.5%
Not at all familiar	765	117	185	448	401	362	68	87	215	325	267	135	345	320	82
	76.5%	74.2%	73.4%	80.5%	70.0%	85.3%	53.8%	67.5%	81.3%	71.2%	85.3%	74.4%	67.4%	87.8%	85.0%
						D			FG		I			L	L
(DK/NS)	13	1	1	10	7	6	0	3	2	2	7	2	4	6	0
	1.3%	0.5%	0.3%	1.8%	1.2%	1.3%	-	2.3%	0.6%	0.3%	2.2%	1.2%	0.7%	1.6%	-
Summary															
Top2Box (Familiar)	151	26	49	60	111	38	48	25	30	88	24	32	116	20	10
	15.1%	16.3%	19.3%	10.8%	19.4%	9.1%	37.9%	19.4%	11.3%	19.3%	7.8%	17.4%	22.8%	5.6%	10.4%
			C		E		H			J		J	MN		
Low2Box (Not familiar)	836	131	203	485	454	381	79	101	233	366	282	148	391	338	86
	83.6%	83.2%	80.4%	87.3%	79.3%	89.6%	62.1%	78.3%	88.1%	80.3%	90.0%	81.5%	76.5%	92.8%	89.6%
					D				F		I			L	L

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

nwvc1_6. (HomeAway) Are you very familiar, somewhat familiar, not very familiar or not at all familiar with the following sharing economy services used for traveling?

		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	493	507	165	247	575	168	342	319	190	224	363	223
Weighted	1000	486	514	306*	360	327	215*	341	307	185*	219*	370	227*
Very familiar	35	20	15	11	18	5	2	5	18	8	2	17	8
	3.5%	4.0%	3.0%	3.7%	5.1%	1.7%	1.2%	1.4%	5.9%	4.1%	0.9%	4.6%	3.7%
									G				
Somewhat familiar	67	28	39	13	35	19	10	23	29	15	15	27	11
	6.7%	5.8%	7.6%	4.4%	9.6%	5.8%	4.8%	6.8%	9.5%	7.9%	6.8%	7.2%	4.9%
Not very familiar	92	40	52	37	33	22	18	22	42	29	15	29	19
	9.2%	8.3%	10.1%	12.1%	9.2%	6.8%	8.2%	6.5%	13.8%	15.9%	6.8%	7.9%	8.4%
									G				
Not at all familiar	788	388	400	244	267	271	179	289	216	130	184	292	183
	78.8%	79.9%	77.8%	79.6%	74.2%	82.8%	83.5%	84.7%	70.5%	70.2%	84.2%	78.9%	80.6%
						D	H	H			I		
(DK/NS)	17	9	8	1	7	9	5	2	1	4	3	5	5
	1.7%	1.9%	1.5%	0.2%	1.9%	2.9%	2.4%	0.6%	0.2%	2.0%	1.3%	1.4%	2.4%
Summary													
Top2Box (Familiar)	102	48	54	25	53	24	13	28	47	22	17	44	20
	10.2%	9.9%	10.6%	8.0%	14.7%	7.5%	5.9%	8.2%	15.5%	12.0%	7.7%	11.8%	8.6%
					E				F				
Low2Box (Not familiar)	881	429	452	281	300	293	197	311	259	159	199	321	202
	88.1%	88.2%	87.9%	91.7%	83.4%	89.7%	91.7%	91.2%	84.3%	86.1%	91.0%	86.8%	89.0%

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

nwvc1_6. (HomeAway) Are you very familiar, somewhat familiar, not very familiar or not at all familiar with the following sharing economy services used for traveling?

	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	466	510	241	330	420	351	110	110	403	526	458	95	744	93	31
Weighted	1000	542	441	473	243	275	385	132*	208*	259	476	515	136*	661	115*	36**
Very familiar	35	14	21	5	14	16	21	3	2	8	25	10	5	22	4	0
	3.5%	2.5%	4.8%	1.1%	5.8%	5.7%	5.4%	2.6%	1.1%	2.9%	5.2%	2.0%	3.3%	3.4%	3.1%	-
					C	C										
Somewhat familiar	67	31	35	22	15	30	35	17	7	8	42	25	9	45	8	3
	6.7%	5.8%	8.0%	4.6%	6.3%	10.9%	9.1%	12.6%	3.1%	3.3%	8.7%	4.9%	6.9%	6.9%	7.2%	8.4%
						C	I	I								
Not very familiar	92	58	33	42	21	29	35	13	26	17	41	52	13	55	9	7
	9.2%	10.7%	7.5%	8.9%	8.7%	10.6%	9.1%	10.1%	12.6%	6.6%	8.6%	10.0%	9.4%	8.3%	7.9%	20.0%
Not at all familiar	788	432	342	391	190	199	290	99	171	218	364	416	108	531	87	26
	78.8%	79.7%	77.6%	82.7%	78.3%	72.3%	75.3%	74.7%	82.2%	84.0%	76.5%	80.8%	79.0%	80.3%	75.7%	71.6%
				E						F						
(DK/NS)	17	7	9	13	2	1	5	0	2	8	5	12	2	8	7	0
	1.7%	1.3%	2.0%	2.7%	0.9%	0.5%	1.2%	-	1.0%	3.1%	1.0%	2.3%	1.3%	1.2%	6.1%	-
															M	
Summary																
Top2Box (Familiar)	102	45	57	27	29	46	56	20	9	16	66	35	14	68	12	3
	10.2%	8.3%	12.9%	5.7%	12.1%	16.6%	14.4%	15.2%	4.2%	6.2%	14.0%	6.9%	10.3%	10.2%	10.3%	8.4%
					C	C	HI				K					
Low2Box (Not familiar)	881	490	375	433	211	228	325	112	197	235	405	467	120	586	96	33
	88.1%	90.4%	85.1%	91.6%	87.0%	82.9%	84.4%	84.8%	94.8%	90.7%	85.1%	90.8%	88.4%	88.6%	83.6%	91.6%
				E						F						

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

nwvc1_6. (HomeAway) Are you very familiar, somewhat familiar, not very familiar or not at all familiar with the following sharing economy services used for traveling?

	Total	Travel Frequency			Annual Vacation		Spend on summer vacation this year compared with last year			Summer Vacation			Vacation in 2015		
		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	182	277	516	543	450	110	130	302	464	283	193	501	368	105
Weighted	1000	157*	253	556	572	425	127*	129*	264	456	313	181*	512	364	96*
	35	17	10	5	28	7	3	8	13	20	2	7	18	5	9
Very familiar	3.5%	10.5%	4.0%	0.9%	4.8%	1.7%	2.2%	6.5%	4.8%	4.4%	0.5%	3.7%	3.6%	1.4%	9.5%
		C	C							J					M
	67	24	21	22	54	13	12	9	18	37	13	17	44	11	13
Somewhat familiar	6.7%	15.2%	8.4%	4.0%	9.4%	3.1%	9.2%	6.6%	6.9%	8.1%	4.1%	9.4%	8.5%	2.9%	13.6%
		C			E								M		M
	92	11	30	51	57	35	10	16	18	51	25	16	56	35	2
Not very familiar	9.2%	7.2%	11.8%	9.2%	10.0%	8.4%	7.5%	12.2%	6.9%	11.1%	8.0%	8.9%	10.9%	9.5%	2.5%
	788	105	190	463	430	357	102	90	214	345	273	135	387	311	72
Not at all familiar	78.8%	67.1%	75.1%	83.3%	75.2%	84.0%	80.6%	69.6%	81.0%	75.7%	87.2%	74.2%	75.7%	85.4%	74.5%
				A		D					IK			L	
	17	0	2	15	3	12	1	7	1	3	1	7	7	3	0
(DK/NS)	1.7%	-	0.6%	2.6%	0.6%	2.8%	0.6%	5.1%	0.4%	0.7%	0.2%	3.8%	1.4%	0.8%	-
								H							
Summary															
	102	40	31	27	82	20	14	17	31	57	14	24	62	16	22
Top2Box (Familiar)	10.2%	25.8%	12.4%	4.9%	14.3%	4.8%	11.4%	13.1%	11.7%	12.5%	4.6%	13.1%	12.1%	4.3%	23.1%
		BC	C		E					J		J	M		LM
	881	117	220	514	487	392	112	106	232	396	298	151	443	346	74
Low2Box (Not familiar)	88.1%	74.2%	86.9%	92.5%	85.2%	92.3%	88.0%	81.8%	87.9%	86.8%	95.2%	83.1%	86.5%	94.8%	76.9%
			A	A		D					IK			LN	

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

nwvc2. To what extent do you trust these 'sharing economy' services? Would you say you find them...?

	Total	Gender		Age			Household Income			Region			
		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	493	507	165	247	575	168	342	319	190	224	363	223
Weighted	1000	486	514	306*	360	327	215*	341	307	185*	219*	370	227*
Very trustworthy	61	35	26	29	28	5	2	27	29	13	3	34	12
	6.1%	7.2%	5.1%	9.3%	7.7%	1.6%	0.7%	7.9%	9.5%	7.0%	1.2%	9.2%	5.2%
				E	E			F	F	J		J	
Somewhat trustworthy	381	168	213	155	149	75	90	117	147	76	85	131	89
	38.1%	34.6%	41.4%	50.6%	41.5%	23.1%	41.7%	34.4%	48.0%	41.0%	39.0%	35.5%	39.1%
				E	E				G				
Not very trustworthy	104	55	49	25	33	44	14	48	31	12	20	37	35
	10.4%	11.2%	9.6%	8.3%	9.1%	13.3%	6.4%	14.1%	10.1%	6.6%	9.3%	9.9%	15.3%
Not at all trustworthy	242	123	119	60	76	105	56	77	53	45	57	90	50
	24.2%	25.3%	23.2%	19.7%	21.2%	32.0%	26.0%	22.7%	17.2%	24.1%	26.2%	24.4%	22.2%
						CD							
(DK/NS)	211	105	106	37	74	98	54	71	47	39	53	77	41
	21.1%	21.7%	20.6%	12.0%	20.5%	30.1%	25.2%	20.9%	15.2%	21.3%	24.3%	21.0%	18.2%
						CD							
Summary													
Top2Box (Trustworthy)	442	203	239	183	177	81	91	144	177	89	88	165	100
	44.2%	41.8%	46.5%	59.9%	49.2%	24.7%	42.5%	42.4%	57.5%	48.0%	40.1%	44.7%	44.3%
				E	E				FG				
Low2Box (Not Trustworthy)	346	178	169	86	109	148	70	125	84	57	78	127	85
	34.6%	36.5%	32.8%	28.0%	30.3%	45.3%	32.4%	36.7%	27.3%	30.7%	35.5%	34.3%	37.5%
						CD							

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

nwvc2. To what extent do you trust these 'sharing economy' services? Would you say you find them...?

| | 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	466	510	241	330	420	351	110	110	403	526	458	95	744	93	31
Weighted	1000	542	441	473	243	275	385	132*	208*	259	476	515	136*	661	115*	36**
Very trustworthy	61	25	34	19	20	22	34	13	6	9	32	29	15	30	8	6
	6.1%	4.6%	7.6%	4.0%	8.3%	8.2%	8.8%	9.6%	3.0%	3.3%	6.7%	5.7%	11.2%	4.6%	7.0%	16.9%
							I									
Somewhat trustworthy	381	204	173	169	92	118	160	61	109	46	163	217	56	231	62	16
	38.1%	37.6%	39.3%	35.8%	37.8%	42.9%	41.6%	46.1%	52.2%	17.8%	34.3%	42.1%	41.0%	34.9%	54.3%	44.0%
							I	I	I						M	
Not very trustworthy	104	48	53	44	29	31	41	13	11	37	56	47	11	83	3	3
	10.4%	8.9%	12.0%	9.3%	11.9%	11.4%	10.7%	10.1%	5.4%	14.1%	11.8%	9.1%	8.0%	12.5%	2.5%	7.3%
Not at all trustworthy	242	123	116	130	59	49	79	30	39	89	128	113	32	159	20	8
	24.2%	22.7%	26.3%	27.4%	24.4%	17.8%	20.5%	22.9%	18.9%	34.3%	26.8%	22.0%	23.8%	24.1%	17.4%	23.5%
				E						FH						
(DK/NS)	211	142	65	111	43	54	70	15	43	79	97	109	22	158	22	3
	21.1%	26.2%	14.8%	23.6%	17.6%	19.7%	18.2%	11.3%	20.6%	30.5%	20.3%	21.1%	16.0%	23.9%	18.8%	8.3%
		B								FG						
Summary																
Top2Box (Trustworthy)	442	229	207	188	112	141	194	74	115	55	195	246	71	261	71	22
	44.2%	42.2%	46.9%	39.7%	46.1%	51.1%	50.5%	55.7%	55.1%	21.1%	41.1%	47.8%	52.1%	39.5%	61.4%	60.9%
						C	I	I	I						M	
Low2Box (Not Trustworthy)	346	172	169	173	88	80	121	44	50	126	184	160	43	242	23	11
	34.6%	31.7%	38.3%	36.7%	36.3%	29.2%	31.3%	33.0%	24.3%	48.4%	38.6%	31.1%	31.8%	36.6%	19.9%	30.8%
										FH					N	

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

nwvc2. To what extent do you trust these 'sharing economy' services? Would you say you find them...?

		Travel Frequency			Annual Vacation		Spend on summer vacation this year compared with last year			Summer Vacation			Vacation in 2015		
	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	182	277	516	543	450	110	130	302	464	283	193	501	368	105
Weighted	1000	157*	253	556	572	425	127*	129*	264	456	313	181*	512	364	96*
	61	16	20	25	50	12	17	11	22	38	11	12	42	13	6
Very trustworthy	6.1%	10.4%	8.0%	4.5%	8.7%	2.7%	13.4%	8.6%	8.4%	8.4%	3.5%	6.7%	8.1%	3.6%	6.6%
		C			E										
	381	65	107	197	258	122	59	46	107	190	108	79	232	112	36
Somewhat trustworthy	38.1%	41.6%	42.5%	35.4%	45.1%	28.8%	46.6%	35.5%	40.5%	41.7%	34.5%	43.6%	45.4%	30.6%	37.4%
					E								M		
	104	17	28	56	64	40	13	15	34	51	31	14	53	40	11
Not very trustworthy	10.4%	11.1%	11.2%	10.1%	11.2%	9.4%	10.2%	11.6%	13.0%	11.1%	9.9%	8.0%	10.4%	10.9%	11.5%
	242	25	43	161	87	153	25	32	44	89	98	41	92	121	22
Not at all trustworthy	24.2%	15.7%	17.2%	28.9%	15.2%	36.1%	19.6%	24.6%	16.5%	19.6%	31.3%	22.6%	18.0%	33.2%	23.2%
				AB		D					I			L	
	211	33	53	117	113	98	13	25	57	88	65	35	92	79	21
(DK/NS)	21.1%	21.3%	21.0%	21.0%	19.8%	23.0%	10.2%	19.7%	21.6%	19.2%	20.8%	19.2%	18.0%	21.7%	21.4%
Summary															
	442	82	128	222	308	134	76	57	129	229	119	91	274	125	42
Top2Box (Trustworthy)	44.2%	52.0%	50.6%	39.9%	53.8%	31.5%	60.0%	44.1%	48.9%	50.1%	38.0%	50.2%	53.5%	34.2%	44.0%
					E					J			M		
	346	42	72	217	151	193	38	47	78	140	129	55	146	161	33
Low2Box (Not Trustworthy)	34.6%	26.8%	28.4%	39.1%	26.4%	45.5%	29.8%	36.2%	29.5%	30.6%	41.2%	30.5%	28.5%	44.1%	34.6%
				A		D								L	

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

nwvc3. How likely are you to use a 'sharing economy' service during your summer vacation this year? Would you say you're...?

	Total	Gender		Age			Household Income			Region			
		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	493	507	165	247	575	168	342	319	190	224	363	223
Weighted	1000	486	514	306*	360	327	215*	341	307	185*	219*	370	227*
Very likely	37	22	15	14	18	4	1	19	12	8	6	13	9
	3.7%	4.6%	2.8%	4.7%	5.0%	1.4%	0.6%	5.5%	4.1%	4.6%	2.9%	3.4%	4.1%
					E								
Somewhat likely	129	52	77	71	43	15	37	40	46	16	23	63	26
	12.9%	10.7%	14.9%	23.2%	12.0%	4.5%	17.3%	11.7%	15.1%	8.7%	10.6%	17.1%	11.4%
				DE	E								
Not very Likely	189	99	90	82	68	38	44	64	64	41	38	61	50
	18.9%	20.4%	17.5%	26.7%	18.8%	11.7%	20.6%	18.8%	20.9%	22.3%	17.2%	16.5%	21.9%
				E									
Not at all likely	630	303	327	138	225	264	129	211	181	114	148	228	141
	63.0%	62.4%	63.5%	45.1%	62.6%	80.6%	60.1%	61.8%	58.9%	61.5%	67.5%	61.6%	62.2%
					C	CD							
(DK/NS)	15	9	6	1	6	6	3	8	4	5	4	5	1
	1.5%	1.9%	1.2%	0.4%	1.7%	1.8%	1.3%	2.3%	1.1%	2.9%	1.9%	1.4%	0.4%
Summary													
Top2Box (Likely)	165	74	91	85	61	19	39	58	59	25	30	76	35
	16.5%	15.2%	17.7%	27.9%	16.9%	5.8%	17.9%	17.2%	19.1%	13.3%	13.5%	20.6%	15.5%
				E	E								
Low2Box (Not Likely)	819	403	417	219	293	302	173	274	245	155	185	288	191
	81.9%	82.9%	81.0%	71.7%	81.4%	92.3%	80.7%	80.6%	79.7%	83.8%	84.7%	78.0%	84.2%
						CD							

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

nwvc3. How likely are you to use a 'sharing economy' service during your summer vacation this year? Would you say you're...?

| | 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	466	510	241	330	420	351	110	110	403	526	458	95	744	93	31
Weighted	1000	542	441	473	243	275	385	132*	208*	259	476	515	136*	661	115*	36**
Very likely	37	26	10	15	10	12	15	0	16	6	16	20	3	19	11	0
	3.7%	4.7%	2.4%	3.1%	4.1%	4.4%	3.8%	-	7.7%	2.2%	3.5%	3.9%	2.3%	2.9%	9.8%	-
															M	
Somewhat likely	129	70	58	60	33	36	51	21	43	13	33	95	28	67	18	12
	12.9%	12.8%	13.1%	12.7%	13.5%	13.0%	13.3%	16.2%	20.5%	5.2%	7.0%	18.5%	20.3%	10.2%	15.4%	33.0%
							I	I	I			J				
Not very Likely	189	106	80	93	44	52	79	27	51	29	98	90	31	113	35	2
	18.9%	19.6%	18.1%	19.6%	18.0%	18.9%	20.4%	20.6%	24.6%	11.3%	20.5%	17.4%	22.6%	17.1%	30.6%	4.8%
							I		I						M	
Not at all likely	630	331	288	298	152	173	237	83	93	206	321	302	72	452	47	20
	63.0%	61.1%	65.4%	63.0%	62.7%	62.8%	61.6%	63.0%	44.5%	79.5%	67.5%	58.8%	53.2%	68.4%	41.1%	56.4%
							H			FGH				N		
(DK/NS)	15	9	5	8	4	3	3	0	6	4	7	7	2	10	4	2
	1.5%	1.7%	1.1%	1.6%	1.7%	1.0%	0.9%	0.1%	2.7%	1.7%	1.5%	1.4%	1.6%	1.4%	3.1%	5.9%
Summary																
Top2Box (Likely)	165	95	68	75	43	48	66	21	59	19	50	116	31	87	29	12
	16.5%	17.6%	15.4%	15.8%	17.6%	17.4%	17.0%	16.2%	28.2%	7.4%	10.4%	22.5%	22.6%	13.1%	25.2%	33.0%
							I		I			J			M	
Low2Box (Not Likely)	819	437	368	391	196	225	316	111	144	236	419	392	103	565	82	22
	81.9%	80.7%	83.5%	82.6%	80.7%	81.7%	82.1%	83.6%	69.1%	90.9%	88.0%	76.2%	75.8%	85.4%	71.7%	61.1%
										FH	K			N		

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

nwvc3. How likely are you to use a 'sharing economy' service during your summer vacation this year? Would you say you're...?

		Travel Frequency			Annual Vacation		Spend on summer vacation this year compared with last year			Summer Vacation			Vacation in 2015		
	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	182	277	516	543	450	110	130	302	464	283	193	501	368	105
Weighted	1000	157*	253	556	572	425	127*	129*	264	456	313	181*	512	364	96*
Very likely	37	12	8	17	27	10	6	1	17	23	8	5	13	14	9
	3.7%	7.6%	3.1%	3.0%	4.7%	2.2%	5.1%	0.6%	6.4%	5.1%	2.6%	3.0%	2.6%	3.9%	9.3%
															L
Somewhat likely	129	33	26	68	104	24	28	11	31	69	30	30	93	26	10
	12.9%	20.8%	10.4%	12.3%	18.2%	5.7%	22.4%	8.8%	11.8%	15.1%	9.4%	16.3%	18.2%	7.0%	9.9%
		B			E								M		
Not very Likely	189	22	68	99	123	66	20	36	62	102	57	28	120	54	15
	18.9%	14.1%	26.9%	17.9%	21.6%	15.5%	16.0%	28.0%	23.4%	22.4%	18.1%	15.5%	23.5%	14.9%	15.1%
			A										M		
Not at all likely	630	89	149	361	308	320	72	79	151	259	212	116	279	265	62
	63.0%	56.5%	59.1%	64.9%	53.9%	75.3%	56.3%	61.1%	57.3%	56.8%	67.7%	64.0%	54.5%	72.8%	64.0%
					D								L		
(DK/NS)	15	2	1	10	9	5	0	2	3	3	7	2	6	5	2
	1.5%	1.0%	0.5%	1.9%	1.5%	1.3%	0.2%	1.6%	1.1%	0.6%	2.2%	1.2%	1.2%	1.4%	1.7%
Summary															
Top2Box (Likely)	165	45	34	85	132	34	35	12	48	92	38	35	106	40	18
	16.5%	28.4%	13.5%	15.3%	23.0%	7.9%	27.5%	9.4%	18.2%	20.2%	12.0%	19.3%	20.8%	10.9%	19.2%
		BC			E		G						M		
Low2Box (Not Likely)	819	111	217	460	432	386	92	115	213	361	269	144	399	320	76
	81.9%	70.6%	85.9%	82.8%	75.5%	90.8%	72.3%	89.1%	80.7%	79.2%	85.8%	79.5%	78.0%	87.7%	79.1%
			A		D		F						L		

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

nwvc4_1. (The better quality product) Thinking about the following criteria that I will read to you, do you believe that new sharing economy services such as Uber, Airbnb, etc, provide the better experience, or do you believe that established methods such as Orbitz, Hotels.com, Expedia.com, a travel agent or booking directly with a service hotel or hire car service provide the better experience?

		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	493	507	165	247	575	168	342	319	190	224	363	223
Weighted	1000	486	514	306*	360	327	215*	341	307	185*	219*	370	227*
Sharing economy services	77	54	23	31	34	12	10	33	27	25	7	30	15
	7.7%	11.1%	4.6%	10.0%	9.6%	3.7%	4.4%	9.8%	8.7%	13.8%	3.4%	8.0%	6.5%
		B		E	E					J			
Traditional services	406	202	204	128	143	132	64	139	146	68	84	152	102
	40.6%	41.5%	39.7%	41.9%	39.8%	40.3%	29.6%	40.8%	47.5%	36.8%	38.4%	41.1%	44.9%
									F				
Both the same	367	164	202	130	129	107	106	117	105	68	90	129	80
	36.7%	33.8%	39.4%	42.4%	35.8%	32.8%	49.4%	34.4%	34.2%	36.6%	41.2%	35.0%	35.1%
							GH						
(DK/NS)	150	66	84	17	53	76	36	51	30	24	37	59	31
	15.0%	13.6%	16.4%	5.7%	14.8%	23.2%	16.5%	15.0%	9.6%	12.8%	17.0%	15.9%	13.5%
					C	CD							

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

nwvc4_1. (The better quality product) Thinking about the following criteria that I will read to you, do you believe that new sharing economy services such as Uber, Airbnb, etc, provide the better experience, or do you believe that established methods such as Orbitz, Hotels.com, Expedia.com, a travel agent or booking directly with a service hotel or hire car service provide the better experience?

	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	466	510	241	330	420	351	110	110	403	526	458	95	744	93	31
Weighted	1000	542	441	473	243	275	385	132*	208*	259	476	515	136*	661	115*	36**
	77	43	34	28	27	23	37	18	12	9	31	46	10	45	12	9
Sharing economy services	7.7%	7.9%	7.8%	5.9%	11.0%	8.2%	9.7%	13.3%	5.7%	3.5%	6.5%	8.8%	7.7%	6.9%	10.2%	26.2%
							I	I								
	406	209	191	161	111	130	176	57	71	95	224	180	60	287	34	9
Traditional services	40.6%	38.6%	43.3%	34.1%	45.7%	47.2%	45.6%	43.0%	34.1%	36.7%	47.0%	35.0%	44.3%	43.4%	29.9%	26.5%
				C	C						K					
	367	209	152	221	66	77	130	42	105	89	148	218	56	217	60	13
Both the same	36.7%	38.6%	34.5%	46.8%	27.0%	27.9%	33.8%	31.9%	50.4%	34.3%	31.2%	42.4%	41.4%	32.9%	51.9%	37.7%
				DE					FI			J			M	
	150	80	63	62	40	46	42	15	20	66	73	71	9	111	9	3
(DK/NS)	15.0%	14.8%	14.4%	13.2%	16.3%	16.7%	10.8%	11.7%	9.8%	25.4%	15.3%	13.7%	6.7%	16.8%	8.1%	9.7%
										FGH						

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

nwvc4_1. (The better quality product) Thinking about the following criteria that I will read to you, do you believe that new sharing economy services such as Uber, Airbnb, etc, provide the better experience, or do you believe that established methods such as Orbitz, Hotels.com, Expedia.com, a travel agent or booking directly with a service hotel or hire car service provide the better experience?

	Total	Travel Frequency			Annual Vacation		Spend on summer vacation this year compared with last year			Summer Vacation			Vacation in 2015		
		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	182	277	516	543	450	110	130	302	464	283	193	501	368	105
Weighted	1000	157*	253	556	572	425	127*	129*	264	456	313	181*	512	364	96*
	77	17	20	39	50	27	10	19	15	33	20	23	38	27	9
Sharing economy services	7.7%	10.8%	7.9%	7.1%	8.8%	6.3%	7.6%	14.4%	5.7%	7.2%	6.5%	12.5%	7.5%	7.3%	8.9%
	406	54	123	213	262	144	64	56	132	213	114	73	241	121	38
Traditional services	40.6%	34.6%	48.7%	38.3%	45.8%	33.8%	50.1%	43.7%	50.0%	46.7%	36.2%	40.1%	47.2%	33.3%	39.8%
			A		E									M	
	367	63	83	215	199	167	40	45	85	155	128	69	174	152	39
Both the same	36.7%	40.1%	32.9%	38.6%	34.9%	39.4%	31.7%	34.9%	32.0%	34.0%	40.7%	38.3%	34.0%	41.6%	40.4%
	150	23	27	89	60	87	13	9	32	56	52	17	58	65	10
(DK/NS)	15.0%	14.5%	10.5%	16.0%	10.6%	20.5%	10.6%	7.0%	12.2%	12.2%	16.5%	9.1%	11.3%	17.8%	10.8%
						D									

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

nwvc4_2. (The more authentic local experience) Thinking about the following criteria that I will read to you, do you believe that new sharing economy services such as Uber, Airbnb, etc, provide the better experience, or do you believe that established methods such as Orbitz, Hotels.com, Expedia.com, a travel agent or booking directly with a service hotel or hire car service provide the better experience?

		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	493	507	165	247	575	168	342	319	190	224	363	223
Weighted	1000	486	514	306*	360	327	215*	341	307	185*	219*	370	227*
	118	61	58	49	47	22	7	33	67	28	20	44	26
Sharing economy services	11.8%	12.5%	11.2%	16.2%	13.1%	6.6%	3.2%	9.8%	21.9%	15.2%	9.0%	11.9%	11.7%
				E	E				FG				
	347	191	157	100	126	120	58	123	122	74	74	123	77
Traditional services	34.7%	39.3%	30.5%	32.6%	35.0%	36.7%	27.0%	36.2%	39.7%	39.8%	33.7%	33.4%	33.8%
	373	160	213	137	128	108	114	127	88	55	85	146	87
Both the same	37.3%	32.9%	41.5%	44.8%	35.6%	32.9%	53.2%	37.2%	28.8%	29.5%	38.9%	39.5%	38.6%
							GH						
	161	75	87	20	59	78	36	57	29	29	40	56	36
(DK/NS)	16.1%	15.3%	16.9%	6.4%	16.3%	23.8%	16.6%	16.8%	9.6%	15.5%	18.5%	15.2%	16.0%
					C	C							

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

nwvc4_2. (The more authentic local experience) Thinking about the following criteria that I will read to you, do you believe that new sharing economy services such as Uber, Airbnb, etc, provide the better experience, or do you believe that established methods such as Orbitz, Hotels.com, Expedia.com, a travel agent or booking directly with a service hotel or hire car service provide the better experience?

		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	466	510	241	330	420	351	110	110	403	526	458	95	744	93	31
Weighted	1000	542	441	473	243	275	385	132*	208*	259	476	515	136*	661	115*	36**
	118	53	65	22	40	56	64	19	20	16	59	60	15	80	13	10
Sharing economy services	11.8%	9.8%	14.8%	4.6%	16.5%	20.5%	16.5%	14.5%	9.5%	6.1%	12.4%	11.6%	10.9%	12.1%	11.3%	28.1%
					C	C										
	347	198	144	151	89	104	150	53	53	85	185	160	43	254	30	4
Traditional services	34.7%	36.6%	32.7%	31.9%	36.5%	37.8%	39.0%	39.7%	25.3%	32.7%	38.8%	31.1%	31.7%	38.3%	26.2%	11.0%
							I									
	373	200	166	232	62	76	126	45	109	92	156	216	70	213	57	13
Both the same	37.3%	36.8%	37.6%	49.0%	25.6%	27.7%	32.6%	34.1%	52.6%	35.4%	32.7%	41.9%	51.4%	32.2%	49.8%	36.1%
				DE					FI				M		M	
	161	91	66	68	52	38	46	16	26	67	76	79	8	115	15	9
(DK/NS)	16.1%	16.8%	14.9%	14.4%	21.4%	14.0%	11.9%	11.7%	12.6%	25.8%	16.0%	15.4%	6.1%	17.4%	12.7%	24.8%
					E					FGH						

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

nwvc4_2. (The more authentic local experience) Thinking about the following criteria that I will read to you, do you believe that new sharing economy services such as Uber, Airbnb, etc, provide the better experience, or do you believe that established methods such as Orbitz, Hotels.com, Expedia.com, a travel agent or booking directly with a service hotel or hire car service provide the better experience?

	Total	Travel Frequency			Annual Vacation		Spend on summer vacation this year compared with last year			Summer Vacation			Vacation in 2015		
		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	182	277	516	543	450	110	130	302	464	283	193	501	368	105
Weighted	1000	157*	253	556	572	425	127*	129*	264	456	313	181*	512	364	96*
	118	36	42	40	84	35	15	26	38	67	27	22	73	26	19
Sharing economy services	11.8%	22.8%	16.7%	7.3%	14.6%	8.2%	12.1%	20.5%	14.3%	14.6%	8.7%	12.2%	14.4%	7.0%	19.6%
		C	C		E								M		M
	347	49	76	205	205	142	41	41	99	185	93	62	200	104	38
Traditional services	34.7%	31.4%	30.0%	37.0%	35.8%	33.5%	32.4%	32.0%	37.6%	40.6%	29.8%	34.2%	39.1%	28.6%	39.8%
										J			M		
	373	49	103	214	210	162	55	45	93	144	143	70	178	166	25
Both the same	37.3%	30.9%	41.0%	38.5%	36.7%	38.2%	43.4%	34.5%	35.1%	31.5%	45.6%	38.4%	34.7%	45.4%	26.4%
											I			LN	
	161	23	31	96	73	86	15	17	34	60	50	28	60	69	14
(DK/NS)	16.1%	14.9%	12.3%	17.2%	12.8%	20.2%	12.1%	13.0%	13.0%	13.3%	15.9%	15.2%	11.8%	19.0%	14.2%
						D									

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

nwvc4_3. (The better value for money) Thinking about the following criteria that I will read to you, do you believe that new sharing economy services such as Uber, Airbnb, etc, provide the better experience, or do you believe that established methods such as Orbitz, Hotels.com, Expedia.com, a travel agent or booking directly with a service hotel or hire car service provide the better experience?

	Total	Gender		Age			Household Income			Region			
		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	493	507	165	247	575	168	342	319	190	224	363	223
Weighted	1000	486	514	306*	360	327	215*	341	307	185*	219*	370	227*
Sharing economy services	168	104	63	59	69	38	19	57	69	41	14	60	53
	16.8%	21.5%	12.3%	19.3%	19.2%	11.6%	8.9%	16.8%	22.4%	22.3%	6.3%	16.1%	23.4%
		B			E				F	J		J	J
Traditional services	316	160	156	85	114	115	62	102	114	64	70	116	67
	31.6%	33.0%	30.3%	27.9%	31.7%	35.3%	28.8%	29.9%	37.2%	34.9%	31.9%	31.3%	29.4%
Both the same	359	148	211	142	119	97	107	117	96	57	91	137	74
	35.9%	30.5%	41.0%	46.4%	33.0%	29.7%	49.9%	34.3%	31.3%	30.6%	41.8%	37.2%	32.6%
			A	DE			GH						
(DK/NS)	157	73	84	20	58	77	27	65	28	23	44	57	33
	15.7%	15.0%	16.3%	6.4%	16.1%	23.5%	12.4%	19.0%	9.1%	12.2%	20.1%	15.4%	14.7%
					C	C		H					

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

nwvc4_3. (The better value for money) Thinking about the following criteria that I will read to you, do you believe that new sharing economy services such as Uber, Airbnb, etc, provide the better experience, or do you believe that established methods such as Orbitz, Hotels.com, Expedia.com, a travel agent or booking directly with a service hotel or hire car service provide the better experience?

	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	466	510	241	330	420	351	110	110	403	526	458	95	744	93	31
Weighted	1000	542	441	473	243	275	385	132*	208*	259	476	515	136*	661	115*	36**
	168	85	81	49	45	71	80	20	36	30	69	98	28	102	23	9
Sharing economy services	16.8%	15.6%	18.3%	10.4%	18.7%	25.7%	20.8%	15.1%	17.4%	11.7%	14.4%	18.9%	20.7%	15.4%	20.2%	25.5%
					C	C										
							I									
	316	180	131	137	81	95	140	34	55	83	192	122	46	225	21	8
Traditional services	31.6%	33.2%	29.6%	29.0%	33.5%	34.5%	36.4%	25.6%	26.4%	31.9%	40.4%	23.6%	34.0%	34.0%	18.4%	21.2%
											K			N		
	359	185	169	221	65	70	120	61	98	79	138	220	52	218	57	13
Both the same	35.9%	34.1%	38.4%	46.8%	26.7%	25.6%	31.0%	46.3%	46.9%	30.5%	29.0%	42.7%	38.1%	33.0%	49.5%	37.6%
				DE				I	FI			J			M	
	157	93	60	65	51	39	45	17	19	67	77	75	10	117	14	6
(DK/NS)	15.7%	17.1%	13.7%	13.8%	21.1%	14.2%	11.7%	13.0%	9.3%	26.0%	16.2%	14.7%	7.2%	17.6%	11.9%	15.8%
										FH						

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

nwvc4_3. (The better value for money) Thinking about the following criteria that I will read to you, do you believe that new sharing economy services such as Uber, Airbnb, etc, provide the better experience, or do you believe that established methods such as Orbitz, Hotels.com, Expedia.com, a travel agent or booking directly with a service hotel or hire car service provide the better experience?

	Total	Travel Frequency			Annual Vacation		Spend on summer vacation this year compared with last year			Summer Vacation			Vacation in 2015		
		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	182	277	516	543	450	110	130	302	464	283	193	501	368	105
Weighted	1000	157*	253	556	572	425	127*	129*	264	456	313	181*	512	364	96*
	168	35	50	82	125	42	25	28	46	90	47	29	99	47	17
Sharing economy services	16.8%	22.6%	19.7%	14.8%	21.8%	9.9%	19.7%	21.8%	17.6%	19.7%	15.0%	15.9%	19.4%	12.9%	17.9%
					E										
	316	44	93	171	191	125	28	46	103	177	77	55	183	92	38
Traditional services	31.6%	28.2%	36.9%	30.8%	33.4%	29.4%	22.1%	35.5%	39.0%	38.7%	24.7%	30.3%	35.7%	25.3%	39.1%
										J			M		M
	359	51	81	213	184	175	56	48	76	131	141	72	163	162	30
Both the same	35.9%	32.2%	32.2%	38.3%	32.2%	41.2%	43.9%	37.0%	28.8%	28.6%	44.9%	39.9%	31.9%	44.4%	31.7%
											I			L	
	157	27	28	90	72	83	18	7	39	59	49	25	67	63	11
(DK/NS)	15.7%	16.9%	11.2%	16.1%	12.6%	19.5%	14.2%	5.7%	14.7%	13.0%	15.5%	13.9%	13.0%	17.4%	11.2%

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

nwvc4_4. (The better booking experience) Thinking about the following criteria that I will read to you, do you believe that new sharing economy services such as Uber, Airbnb, etc, provide the better experience, or do you believe that established methods such as Orbitz, Hotels.com, Expedia.com, a travel agent or booking directly with a service hotel or hire car service provide the better experience?

		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	493	507	165	247	575	168	342	319	190	224	363	223
Weighted	1000	486	514	306*	360	327	215*	341	307	185*	219*	370	227*
Sharing economy services	86	49	37	43	29	13	18	28	31	21	14	22	29
	8.6%	10.1%	7.3%	14.1%	8.0%	4.1%	8.5%	8.4%	10.2%	11.4%	6.5%	6.1%	12.7%
				E									
Traditional services	393	219	175	122	138	131	74	111	154	84	84	143	82
	39.3%	45.0%	34.0%	39.9%	38.5%	40.1%	34.6%	32.7%	50.2%	45.2%	38.6%	38.8%	36.0%
		B							FG				
Both the same	358	142	216	121	129	106	89	147	87	56	84	142	76
	35.8%	29.2%	42.0%	39.7%	35.9%	32.4%	41.4%	43.2%	28.2%	30.4%	38.2%	38.4%	33.5%
			A					H					
(DK/NS)	163	77	86	19	64	76	33	54	35	24	37	62	40
	16.3%	15.8%	16.7%	6.4%	17.7%	23.4%	15.5%	15.8%	11.3%	13.0%	16.7%	16.7%	17.7%
					C	C							

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

nwvc4_4. (The better booking experience) Thinking about the following criteria that I will read to you, do you believe that new sharing economy services such as Uber, Airbnb, etc, provide the better experience, or do you believe that established methods such as Orbitz, Hotels.com, Expedia.com, a travel agent or booking directly with a service hotel or hire car service provide the better experience?

| | | 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	466	510	241	330	420	351	110	110	403	526	458	95	744	93	31
Weighted	1000	542	441	473	243	275	385	132*	208*	259	476	515	136*	661	115*	36**
	86	29	57	46	19	20	34	13	26	12	25	59	18	45	11	11
Sharing economy services	8.6%	5.3%	12.9%	9.8%	7.8%	7.2%	8.7%	10.0%	12.6%	4.6%	5.4%	11.5%	13.0%	6.8%	9.3%	30.5%
			A									J				
	393	224	164	155	102	136	152	54	78	103	217	174	56	280	36	9
Traditional services	39.3%	41.4%	37.2%	32.8%	42.0%	49.4%	39.5%	40.8%	37.3%	39.7%	45.6%	33.9%	41.3%	42.3%	31.7%	24.1%
						C					K					
	358	196	155	209	71	74	148	49	82	78	160	197	51	212	58	10
Both the same	35.8%	36.2%	35.2%	44.3%	29.2%	27.0%	38.5%	36.6%	39.3%	30.0%	33.6%	38.3%	37.8%	32.1%	50.6%	28.6%
				DE											M	
	163	93	65	62	51	45	51	17	22	67	74	84	11	124	10	6
(DK/NS)	16.3%	17.2%	14.7%	13.1%	21.0%	16.4%	13.3%	12.6%	10.8%	25.7%	15.5%	16.3%	8.0%	18.8%	8.4%	16.8%
										FGH						

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

nwvc4_4. (The better booking experience) Thinking about the following criteria that I will read to you, do you believe that new sharing economy services such as Uber, Airbnb, etc, provide the better experience, or do you believe that established methods such as Orbitz, Hotels.com, Expedia.com, a travel agent or booking directly with a service hotel or hire car service provide the better experience?

	Total	Travel Frequency			Annual Vacation		Spend on summer vacation this year compared with last year			Summer Vacation			Vacation in 2015		
		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	182	277	516	543	450	110	130	302	464	283	193	501	368	105
Weighted	1000	157*	253	556	572	425	127*	129*	264	456	313	181*	512	364	96*
Sharing economy services	86	11	16	52	58	29	26	18	12	31	30	25	46	29	8
	8.6%	6.9%	6.5%	9.3%	10.1%	6.7%	20.4%	14.3%	4.6%	6.8%	9.6%	13.6%	8.9%	7.8%	8.5%
							H	H							
Traditional services	393	57	118	209	243	150	39	66	131	209	108	68	223	123	41
	39.3%	36.4%	46.7%	37.7%	42.4%	35.3%	31.0%	51.5%	49.4%	45.8%	34.4%	37.6%	43.6%	33.8%	43.1%
								F			J				
Both the same	358	66	89	196	207	150	42	35	87	149	130	65	175	145	33
	35.8%	41.8%	35.1%	35.4%	36.2%	35.4%	33.0%	27.1%	33.0%	32.8%	41.4%	35.8%	34.3%	39.8%	34.8%
(DK/NS)	163	23	29	98	64	96	20	9	34	67	46	24	67	67	13
	16.3%	15.0%	11.6%	17.7%	11.2%	22.7%	15.5%	7.1%	13.1%	14.7%	14.7%	13.0%	13.2%	18.5%	13.7%
						D									

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

nwvc4_5. (Better customer support when things go wrong) Thinking about the following criteria that I will read to you, do you believe that new sharing economy services such as Uber, Airbnb, etc, provide the better experience, or do you believe that established methods such as Orbitz, Hotels.com, Expedia.com, a travel agent or booking directly with a service hotel or hire car service provide the better experience?

	Total	Gender		Age			Household Income			Region			
		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	493	507	165	247	575	168	342	319	190	224	363	223
Weighted	1000	486	514	306*	360	327	215*	341	307	185*	219*	370	227*
Sharing economy services	55	20	35	26	12	17	8	19	20	8	4	21	22
	5.5%	4.2%	6.7%	8.5%	3.3%	5.1%	3.8%	5.6%	6.6%	4.2%	1.8%	5.7%	9.7%
													J
Traditional services	483	237	246	152	173	155	84	147	189	91	100	177	115
	48.3%	48.7%	47.8%	49.7%	48.0%	47.2%	38.9%	43.1%	61.5%	49.0%	45.8%	47.8%	50.7%
									FG				
Both the same	301	153	149	107	113	81	95	113	63	57	74	108	62
	30.1%	31.4%	28.9%	35.0%	31.4%	24.7%	44.3%	33.2%	20.5%	30.8%	33.9%	29.3%	27.3%
							H	H					
(DK/NS)	161	76	85	21	63	75	28	62	35	30	40	63	28
	16.1%	15.7%	16.6%	6.8%	17.4%	22.9%	13.0%	18.1%	11.4%	16.0%	18.5%	17.1%	12.4%
					C	C							

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

nwvc4_5. (Better customer support when things go wrong) Thinking about the following criteria that I will read to you, do you believe that new sharing economy services such as Uber, Airbnb, etc, provide the better experience, or do you believe that established methods such as Orbitz, Hotels.com, Expedia.com, a travel agent or booking directly with a service hotel or hire car service provide the better experience?

	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	466	510	241	330	420	351	110	110	403	526	458	95	744	93	31
Weighted	1000	542	441	473	243	275	385	132*	208*	259	476	515	136*	661	115*	36**
Sharing economy services	55	21	31	22	17	13	14	9	16	15	23	32	19	31	5	0
	5.5%	3.9%	7.1%	4.7%	7.2%	4.6%	3.6%	6.8%	7.6%	5.8%	4.8%	6.2%	14.3%	4.6%	4.0%	-
													M			
Traditional services	483	264	211	199	124	155	206	74	79	115	258	220	72	343	38	8
	48.3%	48.7%	47.8%	42.0%	51.0%	56.4%	53.5%	56.2%	38.2%	44.3%	54.3%	42.7%	52.6%	51.8%	33.3%	22.5%
						C					K			N		
Both the same	301	167	131	186	58	56	108	34	91	67	117	184	36	172	61	14
	30.1%	30.9%	29.6%	39.4%	23.9%	20.5%	28.2%	25.6%	43.5%	25.7%	24.5%	35.8%	26.5%	26.1%	53.2%	40.3%
				DE					FI			J			LM	
(DK/NS)	161	90	68	66	43	51	57	15	22	63	78	78	9	116	11	13
	16.1%	16.5%	15.5%	13.9%	17.9%	18.5%	14.7%	11.4%	10.7%	24.2%	16.4%	15.2%	6.5%	17.5%	9.5%	37.2%
										FGH						

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

nwvc4_5. (Better customer support when things go wrong) Thinking about the following criteria that I will read to you, do you believe that new sharing economy services such as Uber, Airbnb, etc, provide the better experience, or do you believe that established methods such as Orbitz, Hotels.com, Expedia.com, a travel agent or booking directly with a service hotel or hire car service provide the better experience?

	Total	Travel Frequency			Annual Vacation		Spend on summer vacation this year compared with last year			Summer Vacation			Vacation in 2015		
		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	182	277	516	543	450	110	130	302	464	283	193	501	368	105
Weighted	1000	157*	253	556	572	425	127*	129*	264	456	313	181*	512	364	96*
	55	12	13	28	37	18	12	8	18	16	17	19	32	17	6
Sharing economy services	5.5%	7.8%	5.2%	5.1%	6.4%	4.1%	9.4%	5.9%	6.9%	3.5%	5.6%	10.7%	6.2%	4.7%	5.8%
												I			
	483	77	136	254	297	185	72	74	134	232	142	98	274	145	56
Traditional services	48.3%	49.1%	53.7%	45.8%	51.9%	43.6%	56.9%	57.4%	50.8%	50.9%	45.4%	53.9%	53.6%	39.8%	58.2%
													M		M
	301	42	74	178	162	138	29	36	73	143	107	38	140	133	21
Both the same	30.1%	27.0%	29.3%	32.0%	28.3%	32.4%	22.9%	28.1%	27.8%	31.3%	34.0%	20.9%	27.4%	36.5%	22.0%
														N	
	161	25	30	95	76	84	14	11	38	65	47	26	65	69	13
(DK/NS)	16.1%	16.2%	11.8%	17.1%	13.3%	19.9%	10.8%	8.6%	14.5%	14.3%	15.0%	14.5%	12.8%	19.0%	14.0%

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

nwvc4_6. (The best overall experience) Thinking about the following criteria that I will read to you, do you believe that new sharing economy services such as Uber, Airbnb, etc, provide the better experience, or do you believe that established methods such as Orbitz, Hotels.com, Expedia.com, a travel agent or booking directly with a service hotel or hire car service provide the better experience?

		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	493	507	165	247	575	168	342	319	190	224	363	223
Weighted	1000	486	514	306*	360	327	215*	341	307	185*	219*	370	227*
	88	47	41	40	33	14	18	35	26	16	8	41	23
Sharing economy services	8.8%	9.7%	7.9%	13.0%	9.3%	4.3%	8.4%	10.2%	8.4%	8.7%	3.6%	11.0%	10.3%
				E								J	
	442	238	204	125	164	150	67	138	175	100	86	152	104
Traditional services	44.2%	49.0%	39.7%	40.9%	45.7%	45.9%	31.1%	40.5%	56.9%	54.2%	39.2%	41.2%	45.8%
									FG	J			
	342	147	195	126	120	96	107	119	81	44	94	128	76
Both the same	34.2%	30.3%	37.9%	41.0%	33.3%	29.5%	49.6%	35.1%	26.2%	23.6%	43.1%	34.5%	33.7%
							GH				I		
	128	54	74	16	42	66	23	48	26	25	31	49	23
(DK/NS)	12.8%	11.1%	14.5%	5.1%	11.7%	20.2%	10.8%	14.2%	8.4%	13.6%	14.1%	13.3%	10.3%
						CD							

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

nwvc4_6. (The best overall experience) Thinking about the following criteria that I will read to you, do you believe that new sharing economy services such as Uber, Airbnb, etc, provide the better experience, or do you believe that established methods such as Orbitz, Hotels.com, Expedia.com, a travel agent or booking directly with a service hotel or hire car service provide the better experience?

		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	466	510	241	330	420	351	110	110	403	526	458	95	744	93	31
Weighted	1000	542	441	473	243	275	385	132*	208*	259	476	515	136*	661	115*	36**
	88	39	48	37	18	32	43	20	13	10	31	55	24	47	10	7
Sharing economy services	8.8%	7.1%	10.8%	7.9%	7.4%	11.7%	11.3%	15.1%	6.1%	3.8%	6.6%	10.6%	17.4%	7.1%	8.8%	19.3%
							I	I				M				
	442	250	187	173	128	137	179	66	75	115	240	200	49	320	40	10
Traditional services	44.2%	46.1%	42.4%	36.5%	52.8%	50.0%	46.5%	49.7%	36.1%	44.4%	50.5%	38.9%	36.1%	48.4%	35.1%	28.2%
					C	C					K					
	342	180	156	213	59	67	128	37	99	76	142	199	53	197	60	15
Both the same	34.2%	33.2%	35.4%	45.1%	24.2%	24.5%	33.2%	28.1%	47.5%	29.4%	29.9%	38.8%	39.0%	29.9%	52.4%	42.2%
				DE					I						M	
	128	74	50	50	38	38	35	10	21	58	61	60	10	97	4	4
(DK/NS)	12.8%	13.6%	11.3%	10.5%	15.6%	13.9%	9.0%	7.2%	10.3%	22.3%	12.9%	11.7%	7.5%	14.7%	3.7%	10.3%
										FGH						

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

nwvc4_6. (The best overall experience) Thinking about the following criteria that I will read to you, do you believe that new sharing economy services such as Uber, Airbnb, etc, provide the better experience, or do you believe that established methods such as Orbitz, Hotels.com, Expedia.com, a travel agent or booking directly with a service hotel or hire car service provide the better experience?

	Total	Travel Frequency			Annual Vacation		Spend on summer vacation this year compared with last year			Summer Vacation			Vacation in 2015		
		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	182	277	516	543	450	110	130	302	464	283	193	501	368	105
Weighted	1000	157*	253	556	572	425	127*	129*	264	456	313	181*	512	364	96*
Sharing economy services	88	15	31	40	62	25	18	19	20	37	21	28	47	27	9
	8.8%	9.7%	12.5%	7.2%	10.9%	6.0%	14.2%	15.0%	7.7%	8.1%	6.8%	15.2%	9.3%	7.3%	9.6%
Traditional services	442	69	114	241	267	174	60	64	125	225	128	80	246	137	51
	44.2%	43.9%	45.0%	43.4%	46.8%	41.0%	47.1%	49.7%	47.3%	49.3%	40.9%	43.9%	48.2%	37.6%	52.9%
													M		M
Both the same	342	49	80	205	186	154	40	38	87	146	118	61	162	148	29
	34.2%	31.5%	31.7%	37.0%	32.5%	36.2%	31.8%	29.4%	33.0%	32.0%	37.8%	33.7%	31.6%	40.6%	30.2%
(DK/NS)	128	23	27	69	56	72	9	8	32	49	46	13	56	53	7
	12.8%	14.9%	10.8%	12.4%	9.8%	16.8%	6.9%	5.9%	12.1%	10.7%	14.5%	7.1%	10.9%	14.6%	7.3%
						D									

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