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Question M1

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

	Sex		Age						Generation			Region				Race			Interview Method		Age		
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	Millennials (18-35)	Gen X (36-51)	Baby Boomers (52-70)	Northeast	Mid-West	South	West	White Only (Non-Hisp)	Black Only (Non-Hisp)	Hispanic (Any Race)	Land-line	Cell Phone	18-34	35-54	55+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted Total	1007	503	504	195	115	152	189	352	206	187	397	178	218	375	236	698	79	90	507	500	195	267	541
Weighted Total	1007	485	522	301	165*	178	168	192	317	249	321	182	215	374	236	625	104*	149*	340	667	301	343	359
Confident (Net)	433	208	225	137	88	72	65	68	146	122	131	90	98	145	99	266	51	66	135	298	137	160	133
	43%	43%	43%	46%	54%	40%	39%	36%	46%	49%	41%	50%	46%	39%	42%	43%	49%	45%	40%	45%	46%	47%	37%
Very confident	324	155	169	97	69	61	47	50	105	95	103	69	79	104	72	198	40	48	98	226	97	130	97
	32%	32%	32%	32%	42%	34%	28%	26%	33%	38%	32%	38%	37%	28%	31%	32%	38%	33%	29%	34%	32%	38%	27%
Somewhat confident	109	53	56	40	20	11	18	18	40	27	29	22	19	41	27	67	11	18	37	72	40	31	36
	11%	11%	11%	13%	12%	6%	11%	9%	13%	11%	9%	12%	9%	11%	12%	11%	11%	12%	11%	11%	13%	9%	10%
Not confident (Net)	339	156	184	95	45	58	62	78	100	67	117	50	60	141	88	205	23	58	129	210	95	103	140
	34%	32%	35%	32%	28%	32%	37%	41%	31%	27%	37%	27%	28%	38%	37%	33%	22%	39%	38%	32%	32%	30%	39%
Not very confident	99	48	51	38	17	16	11	17	38	24	24	9	21	39	30	54	8	22	30	70	38	32	29
	10%	10%	10%	13%	10%	9%	7%	9%	12%	10%	8%	5%	10%	10%	13%	9%	8%	15%	9%	10%	13%	9%	8%
Not at all confident	240	108	132	57	29	42	51	60	62	43	93	41	39	102	57	151	14	36	99	141	57	71	111
	24%	22%	25%	19%	17%	23%	30%	32%	19%	17%	29%	23%	18%	27%	24%	24%	14%	24%	29%	21%	19%	21%	31%
							DE	DE			IJ			M				T				UV	
You won't take a summer vacation, but intend to take an annual vacation at another time this year	123	64	60	45	15	23	19	20	45	27	36	20	30	44	29	73	18	16	37	86	45	38	40
	12%	13%	11%	15%	9%	13%	11%	11%	14%	11%	11%	11%	14%	12%	12%	12%	18%	11%	11%	13%	15%	11%	11%
You've already taken your annual vacation and won't travel this summer	97	54	42	18	16	20	21	23	22	27	34	18	20	41	18	67	12	8	33	63	18	35	43
	10%	11%	8%	6%	10%	11%	12%	12%	7%	11%	11%	10%	9%	11%	8%	11%	12%	5%	10%	9%	6%	10%	12%
							D	D														U	
Don't know/Refused	15	4	11	5	0	6	1	2	5	5	2	3	6	4	1	14	0	0	5	10	5	6	3
	1%	1%	2%	2%	0%	3%	1%	1%	2%	2%	1%	2%	3%	1%	1%	2%	0%	0%	1%	1%	2%	2%	1%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M/N/O - P/Q/R - S/T - U/V/W
Overlap formulae used. * small base

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Question M1

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

	Total	Household Income					Household Size			Children In Household				Education			Importance of Annual	
		LT \$35K	\$35K - LT \$50K	\$50K- LT \$75K	\$75K - LT \$100K	\$100K or more	1	2	3 or more	None	Any	Under 13	13-17	HS Grad or less	College Incomplete	College Graduate	Very/ Somewhat	Not very/ Not at all
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	1007	305	125	134	91	161	248	377	347	768	218	152	106	321	291	365	598	406
Weighted Total	1007	339	117*	135*	87*	159	215	327	431	689	296	215	135*	425	263	288	651	354
Confident (Net)	433	101	46	73	45	92	81	134	203	271	152	112	72	153	123	141	354	78
	43%	30%	39%	54%	52%	58%	38%	41%	47%	39%	51%	52%	53%	36%	47%	49%	54%	22%
				B	B	BC					J				N	N	R	
Very confident	324	66	33	52	36	86	54	104	155	202	114	82	61	101	93	118	275	48
	32%	19%	28%	38%	42%	54%	25%	32%	36%	29%	39%	38%	45%	24%	35%	41%	42%	14%
				B	B	BCD			G		J				N	N	R	
Somewhat confident	109	35	13	21	9	6	27	30	49	70	37	30	11	52	30	22	79	30
	11%	10%	11%	16%	11%	4%	12%	9%	11%	10%	13%	14%	8%	12%	12%	8%	12%	8%
		F	F	F														
Not confident (Net)	339	160	32	45	18	27	86	114	127	251	81	60	32	173	90	66	158	181
	34%	47%	27%	33%	20%	17%	40%	35%	29%	36%	27%	28%	24%	41%	34%	23%	24%	51%
		CDEF		F			I			K				P	P			Q
Not very confident	99	42	5	23	3	10	17	34	45	69	28	21	9	47	26	24	59	41
	10%	12%	5%	17%	4%	6%	8%	10%	10%	10%	9%	10%	7%	11%	10%	8%	9%	11%
		E		CEF														
Not at all confident	240	118	26	22	14	17	69	81	81	182	54	40	23	127	64	42	99	141
	24%	35%	23%	16%	17%	11%	32%	25%	19%	26%	18%	18%	17%	30%	24%	15%	15%	40%
		CDEF	F				I			K				P	P			Q
You won't take a summer vacation, but intend to take an annual vacation at another time this year																		
	123	50	20	7	15	15	28	32	57	82	36	31	15	58	19	42	86	37
	12%	15%	17%	5%	17%	9%	13%	10%	13%	12%	12%	14%	11%	14%	7%	15%	13%	11%
		D	D		D									O		O		
You've already taken your annual vacation and won't travel this summer																		
	97	25	16	7	6	23	18	42	36	72	25	11	14	33	28	34	51	45
	10%	7%	14%	5%	7%	15%	8%	13%	8%	10%	8%	5%	10%	8%	11%	12%	8%	13%
			D			BD												Q
Don't know/Refused	15	3	3	4	3	2	2	4	8	12	3	0	3	7	3	5	3	12
	1%	1%	2%	3%	3%	1%	1%	1%	2%	2%	1%	0%	2%	2%	1%	2%	0%	3%
																		Q

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K - N/O/P - Q/R
Overlap formulae used. * small base

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Question M2

How much do you anticipate spending on vacation this summer?

Base = Very or somewhat confident they will take a summer vacation this year

	Total	Household Income					Household Size			Children In Household				Education			Importance of Annual	
		LT \$35K	\$35K - LT \$50K	\$50K- LT \$75K	\$75K - LT \$100K	\$100K or more	1	2	3 or more	None	Any	Under 13	13-17	HS Grad or less	College Incomplete	College Graduate	Very/ Somewhat	Not very/ Not at all
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	418	83	50	67	47	92	88	153	165	298	112	80	58	110	122	172	328	89
Weighted Total	433	101*	46*	73*	45*	92*	81*	134	203	271	152*	112*	72*	153*	123*	141	354	78*
Anything (Net)	386	89	43	68	43	84	70	116	187	233	144	108	64	137	106	129	320	67
	89%	88%	93%	93%	95%	91%	86%	87%	92%	86%	95%	96%	90%	89%	86%	91%	90%	85%
\$1 - \$1,999 (Subnet)	222	66	28	39	25	30	46	65	107	143	76	55	33	96	67	52	172	50
	51%	66%	61%	53%	55%	32%	57%	48%	53%	53%	50%	49%	46%	63%	54%	37%	49%	64%
\$1 - \$499	63	F	F	F	F									P	P			Q
	15%	26%	16%	9%	17%	4%	11%	20%	32%	39%	24%	16%	11%	36%	20%	4%	46%	17%
		DF	F	F	F									24%	16%	3%	13%	22%
\$500	35	7	5	6	6	6	9	10	16	26	9	5	5	12	9	14	24	10
	8%	7%	11%	8%	13%	6%	11%	7%	8%	9%	6%	4%	8%	8%	7%	10%	7%	13%
\$501 - \$999	26	4	3	8	6	2	7	9	11	16	10	8	3	9	11	6	19	7
	6%	4%	7%	11%	13%	2%	8%	7%	5%	6%	6%	7%	4%	6%	9%	4%	5%	9%
\$1,000	60	18	10	8	4	9	14	12	32	38	19	14	10	24	14	18	46	14
	14%	17%	21%	11%	8%	10%	17%	9%	16%	14%	13%	13%	13%	16%	11%	13%	13%	18%
\$1,001 - \$1,999	38	11	3	10	2	10	6	15	18	23	15	12	4	15	13	10	37	1
	9%	11%	7%	14%	5%	11%	7%	11%	9%	9%	10%	11%	5%	10%	10%	7%	10%	1%
\$2,000 or more (Subnet)	164	22	15	29	18	55	23	51	79	90	67	53	32	41	40	77	148	17
	38%	22%	32%	40%	40%	59%	29%	38%	39%	33%	44%	47%	44%	27%	32%	54%	42%	22%
						BCD										NO	R	
\$2,000	45	4	7	9	3	9	9	13	16	27	14	10	4	12	13	16	37	8
	10%	4%	14%	13%	6%	9%	11%	10%	8%	10%	9%	9%	5%	8%	10%	11%	10%	11%
\$2,001 - \$2,999	12	2	0	1	1	7	1	4	6	7	5	4	4	1	3	8	12	0
	3%	2%	0%	1%	2%	8%	1%	3%	3%	3%	3%	3%	6%	1%	3%	5%	3%	1%

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Question M2

How much do you anticipate spending on vacation this summer?

Base = Very or somewhat confident they will take a summer vacation this year

	Total	Household Income					Household Size			Children In Household				Education			Importance of Annual	
		LT \$35K	\$35K - LT \$50K	\$50K- LT \$75K	\$75K - LT \$100K	\$100K or more	1	2	3 or more	None	Any	Under 13	13-17	HS Grad or less	College Incomplete	College Graduate	Very/ Somewhat	Not very/ Not at all
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
\$3,000	51 12%	11 11%	4 8%	13 18%	9 19%	12 13%	6 8%	18 14%	26 13%	29 11%	21 14%	21 19%	7 10%	20 13%	10 8%	21 15%	48 14%	3 4%
\$3,001 - \$4,000	16 4%	1 1%	2 4%	2 3%	0 1%	6 7%	0 0%	4 3%	9 5%	8 3%	6 4%	5 4%	4 5%	2 1%	7 6%	5 3%	14 4%	3 4%
\$4,001 - \$5,000	17 4%	5 5%	0 0%	0 0%	2 5%	9 9%	2 3%	7 5%	8 4%	9 3%	9 6%	9 8%	3 4%	4 3%	2 1%	11 8%	16 4%	1 2%
More than \$5,000	23 5%	0 0%	2 5%	3 5%	4 8%	12 13%	4 5%	4 3%	14 7%	10 4%	13 9%	4 4%	10 14%	1 1%	5 4%	17 12%	22 6%	1 2%
Zero (0)	6 2%	3 2%	0 0%	0 0%	1 2%	0 0%	1 1%	5 4%	1 0%	6 2%	0 0%	0 0%	0 0%	5 3%	1 1%	0 0%	6 2%	1 1%
Don't know	34 8%	9 9%	3 7%	4 5%	1 3%	8 9%	9 11%	12 9%	14 7%	26 10%	8 5%	4 4%	7 10%	10 7%	14 11%	9 7%	25 7%	8 11%
Refused	6 1%	1 1%	0 0%	2 2%	0 0%	0 0%	2 3%	1 1%	2 1%	6 2%	0 0%	0 0%	0 0%	1 1%	2 2%	3 2%	3 1%	3 3%
Mean (Including Outliers - Including Zero)	2150.7	1322.5	1610.6	1812.9	2893.7	3595 BCD	2585.7	1974.3	2052.2	2108.7	2220.8	2122.1	2484.6	1358.4	1662.7	3471.2 NO	2342 R	1224.5
Standard Deviation (Including Outliers - Including Zero)	3404.7	1290.8	1608.7	1458.6	7309.9	3969.7	6246.2	2577.9	2134.3	4028.2	2159.2	1668.1	2661.1	1323.6	1510.9	5375.7	3659.6	1376.4
Standard Error (Including Outliers - Including Zero)	177.2	150.1	239.8	186.8	1102	430.6	726.1	221.9	175.4	251.8	210.7	191.3	369	133.7	148.2	433.2	212.7	161.1
Median (Including Outliers - Including Zero)	1300	1000	1000	1500	1000	2500	1000	1500	1300	1000	1600	1700	1500	1000	1000	2000	1500	900
Mean (Including Outliers - Excluding Zero)	2186.9	1359.7	1610.6	1812.9	2952.8	3595	2610	2062.6	2059.3	2167.6	2220.8	2122.1	2484.6	1409.9	1683	3471.2	2384.8	1236.5

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Question M2

How much do you anticipate spending on vacation this summer?

Base = Very or somewhat confident they will take a summer vacation this year

	Household Income						Household Size			Children In Household				Education			Importance of Annual	
	Total	LT \$35K	\$35K - LT \$50K	\$50K- LT \$75K	\$75K - LT \$100K	\$100K or more	1	2	3 or more	None	Any	Under 13	13-17	HS Grad or less	College Incomplete	College Graduate	Very/ Somewhat	Not very/ Not at all
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
						BCD										NO	R	
Standard Deviation (Including Outliers - Excluding Zero)	3421.8	1289.4	1608.7	1458.6	7373.8	3969.7	6270.7	2600.4	2134.5	4068.6	2159.2	1668.1	2661.1	1321.2	1508.8	5375.7	3679.1	1377.8
Standard Error (Including Outliers - Excluding Zero)	179.6	154.1	239.8	186.8	1124.5	430.6	739	226.3	176.1	257.3	210.7	191.3	369	135.6	150.1	433.2	215.3	163.5
Median (Including Outliers - Excluding Zero)	1500	1000	1000	1500	1000	2500	1000	1500	1300	1000	1600	1700	1500	1000	1000	2000	1500	900
Mean (Excluding Outliers - Including Zero)	1798.4	1322.5	1610.6	1812.9	1710.6	2717.5 BCD	1304.3	1708.5	2003.6 G	1562.6	2156.9 J	2122.1	2343.7	1358.4	1662.7	2431.7 NO	1919.6 R	1224.5
Standard Deviation (Excluding Outliers - Including Zero)	1618.2	1290.8	1608.7	1458.6	1591.9	1916.2	1120.3	1447.9	1855.1	1412.5	1879.2	1668.1	2147.6	1323.6	1510.9	1864.1	1641.1	1376.4
Standard Error (Excluding Outliers - Including Zero)	85.3	150.1	239.8	186.8	242.8	217	133.9	126	153	89.7	184.3	191.3	300.7	133.7	148.2	154.8	96.9	161.1
Median (Excluding Outliers - Including Zero)	1200	1000	1000	1500	1000	2500	1000	1500	1300	1000	1600	1700	1500	1000	1000	2000	1500	900
Mean (Excluding Outliers - Excluding Zero)	1829.2	1359.7	1610.6	1812.9	1746.5	2717.5 BCD	1317.3	1786.1	2010.6 G	1607.6	2156.9 J	2122.1	2343.7	1409.9	1683	2431.7 NO	1955.5 R	1236.5
Standard Deviation (Excluding Outliers - Excluding Zero)	1614.6	1289.4	1608.7	1458.6	1588.8	1916.2	1118.2	1432.7	1854.5	1407.2	1879.2	1668.1	2147.6	1321.2	1508.8	1864.1	1635.1	1377.8
Standard Error (Excluding Outliers - Excluding Zero)	85.8	154.1	239.8	186.8	245.2	217	135.6	126.1	153.5	90.5	184.3	191.3	300.7	135.6	150.1	154.8	97.2	163.5
Median (Excluding Outliers - Excluding Zero)	1300	1000	1000	1500	1000	2500	1000	1500	1300	1000	1600	1700	1500	1000	1000	2000	1500	900

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K - N/O/P - Q/R
Overlap formulae used. * small base

Question M3

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

	Sex			Age					Generation			Region				Race			Interview Method		Age		
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	Millen-nials (18-35)	Gen X (36-51)	Baby Boomers (52-70)	Northeast	Mid-West	South	West	White Only (Non-Hisp)	Black Only (Non-Hisp)	Hispanic (Any Race)	Land-line	Cell Phone	18-34	35-54	55+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted Total	1007	503	504	195	115	152	189	352	206	187	397	178	218	375	236	698	79	90	507	500	195	267	541
Weighted Total	1007	485	522	301	165*	178	168	192	317	249	321	182	215	374	236	625	104*	149*	340	667	301	343	359
Took a 2015 summer vacation (Net)	547	266	281	174	104	96	84	86	184	144	168	96	135	191	125	337	60	78	180	367	174	200	170
	54%	55%	54%	58%	63%	54%	50%	45%	58%	58%	52%	53%	63%	51%	53%	54%	57%	53%	53%	55%	58%	58%	47%
More	124	67	57	48	20	19	17	17	48	33	34	22	29	40	32	70	20	12	42	82	48	40	35
	12%	14%	11%	16%	12%	11%	10%	9%	15%	13%	11%	12%	14%	11%	14%	11%	19%	8%	12%	12%	16%	12%	10%
Less	153	56	97	50	29	25	23	25	52	40	42	25	37	53	37	87	17	29	48	105	50	54	48
	15%	11%	19%	16%	18%	14%	14%	13%	16%	16%	13%	13%	17%	14%	16%	14%	16%	20%	14%	16%	16%	16%	13%
The same	270	143	127	77	55	51	44	43	85	72	92	49	69	97	56	181	23	37	90	180	77	106	88
	27%	29%	24%	25%	33%	28%	26%	23%	27%	29%	29%	27%	32%	26%	24%	29%	22%	25%	27%	27%	25%	31%	24%
You did not take a 2015 summer vacation	448	215	233	127	60	79	81	100	133	105	143	83	79	178	107	280	44	70	152	296	127	140	181
	44%	44%	45%	42%	37%	44%	48%	52%	42%	42%	45%	46%	37%	48%	46%	45%	42%	47%	45%	44%	42%	41%	50%
Don't know/Refused	12	5	7	0	0	4	3	6	0	0	10	3	1	5	3	7	1	1	8	4	0	4	9
	1%	1%	1%	0%	0%	2%	2%	3%	0%	0%	3%	2%	0%	1%	1%	1%	1%	0%	2%	1%	0%	1%	2%
								DE			IJ			M					T				U

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M/N/O - P/Q/R - S/T - U/V/W
Overlap formulae used. * small base

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Question M3

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

	Total	Household Income					Household Size			Children In Household				Education			Importance of Annual Vacation	
		LT \$35K	\$35K - LT \$50K	\$50K- LT \$75K	\$75K - LT \$100K	\$100K or more	1	2	3 or more	None	Any	Under 13	13-17	HS Grad or less	College Incomplete	College Graduate	Very/ Somewhat	Not very/ Not at all
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	1007	305	125	134	91	161	248	377	347	768	218	152	106	321	291	365	598	406
Weighted Total	1007	339	117*	135*	87*	159	215	327	431	689	296	215	135*	425	263	288	651	354
Took a 2015 summer vacation (Net)	547	143	75	80	52	112	95	183	247	349	184	133	87	205	149	173	430	116
	54%	42%	64%	60%	60%	70%	44%	56%	57%	50%	62%	62%	64%	48%	56%	60%	66%	33%
More	124	23	23	17	15	30	22	27	69	66	51	37	26	43	30	42	106	18
	12%	7%	20%	12%	17%	19%	10%	8%	16%	10%	17%	17%	19%	10%	12%	15%	16%	5%
Less	153	43	16	29	10	29	26	62	60	102	46	35	23	63	41	45	112	41
	15%	13%	13%	21%	12%	18%	12%	19%	14%	15%	16%	16%	17%	15%	16%	16%	17%	12%
The same	270	77	37	35	27	53	48	95	118	179	87	61	38	99	77	86	212	57
	27%	23%	31%	26%	31%	33%	22%	29%	27%	26%	29%	29%	28%	23%	29%	30%	33%	16%
You did not take a 2015 summer vacation	448	192	40	54	34	47	114	139	182	329	112	82	48	217	109	111	218	230
	44%	57%	34%	40%	39%	29%	53%	43%	42%	48%	38%	38%	36%	51%	41%	39%	33%	65%
Don't know/Refused	12	4	1	1	1	1	6	5	1	12	0	0	0	2	6	4	4	7
	1%	1%	1%	1%	1%	0%	3%	1%	0%	2%	0%	0%	0%	1%	2%	1%	1%	2%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K - N/O/P - Q/R
Overlap formulae used. * small base

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Question M4

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	Sex		Age					Generation			Region				Race		Interview Method		Age				
									Millen-nials (18-35)	Gen X (36-51)	Baby Boomers (52-70)					White Only (Non-Hisp)	Black Only (Non-Hisp)						Hispanic (Any Race)	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted Total	1007	503	504	195	115	152	189	352	206	187	397	178	218	375	236	698	79	90	507	500	195	267	541	
Weighted Total	1007	485	522	301	165*	178	168	192	317	249	321	182	215	374	236	625	104*	149*	340	667	301	343	359	
Important (Net)	651	315	336	239	113	109	96	92	250	171	178	132	131	228	160	366	82	119	189	462	239	222	188	
	65%	65%	64%	80% FGH	69% H	61% H	57% H	48%	79% JK	69% K	56% K	73% MN	61% P	61% P	68% P	59% P	79% P	80% P	65% S	69% VW	80% W	65% W	52%	
Very important	363	167	196	131	67	73	55	52	138	89	111	73	82	119	88	197	48	71	109	254	131	123	107	
	36%	35%	38%	44% H	34% H	37% H	33% H	27%	44% K	36% K	34% K	40% K	38% K	32% K	37% K	31% P	46% P	47% P	32% P	38% W	44% W	36% W	30%	
Somewhat important	288	148	140	108	57	42	41	40	112	82	68	59	49	108	72	169	34	48	80	208	108	99	81	
	29%	30%	27%	36% FGH	35% K	24% K	24% K	21%	35% K	33% K	21% K	32% K	23% K	29% K	31% K	27% S	33% S	33% S	24% S	31% W	36% W	29% W	22%	
Not important (Net)	354	168	186	62	51	69	72	98	67	78	141	50	83	146	75	257	22	30	150	204	62	121	170	
	35%	35%	36%	20% FGH	31% K	39% K	43% K	51% DEF	21% I	31% I	44% IJ	27% L	39% L	39% L	32% L	41% QR	21% QR	20% QR	44% T	30% T	20% U	35% U	47% UV	
Not very important	153	79	74	38	25	30	29	30	41	41	48	21	40	63	29	114	7	7	64	89	38	55	59	
	15%	16%	14%	13% FGH	15% K	17% K	17% K	15% K	13% K	16% K	15% K	12% K	19% K	17% K	12% K	18% QR	6% T	5% T	19% T	13% T	13% U	16% U	16%	
Not at all important	201	89	112	24	26	39	43	68	26	37	93	29	43	83	46	143	16	23	87	115	24	66	111	
	20%	18%	22%	8% FGH	16% D	22% D	26% D	36% DEFG	8% I	15% I	29% IJ	16% L	20% L	22% L	20% L	23% T	15% T	15% T	26% T	17% T	8% U	19% U	31% UV	
Don't know/Refused	2	2	0	0	0	0	0	2	0	0	2	0	1	1	0	2	0	0	0	2	0	0	2	
	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M/N/O - P/Q/R - S/T - U/V/W
Overlap formulae used. * small base

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Question M4

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	Household Income					Household Size			Children In Household				Education			Importance of Annual	
		LT \$35K	\$35K - LT \$50K	\$50K- LT \$75K	\$75K - LT \$100K	\$100K or more	1	2	3 or more	None	Any	Under 13	13-17	HS Grad or less	College Incomplete	College Graduate	Very/ Somewhat	Not very/ Not at all
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	1007	305	125	134	91	161	248	377	347	768	218	152	106	321	291	365	598	406
Weighted Total	1007	339	117*	135*	87*	159	215	327	431	689	296	215	135*	425	263	288	651	354
Important (Net)	651	202	73	96	57	122	122	207	301	413	224	168	98	249	179	203	651	0
	65%	60%	62%	71%	66%	77%	57%	63%	70%	60%	76%	78%	73%	59%	68%	70%	100%	0%
Very important	363	112	27	51	32	86	67	107	170	225	126	94	57	126	103	119	363	0
	36%	33%	23%	37%	37%	54%	31%	33%	40%	33%	43%	44%	42%	30%	39%	41%	56%	0%
Somewhat important	288	90	46	46	25	36	55	100	131	187	98	74	41	124	76	84	288	0
	29%	27%	39%	34%	29%	23%	25%	30%	30%	27%	33%	34%	30%	29%	29%	29%	44%	0%
Not important (Net)	354	137	44	39	29	37	93	119	129	275	72	47	37	175	83	85	0	354
	35%	40%	38%	29%	34%	23%	43%	36%	30%	40%	24%	22%	27%	41%	32%	29%	0%	100%
Not very important	153	44	21	26	18	15	28	46	72	104	44	29	21	66	36	41	0	153
	15%	13%	18%	19%	21%	10%	13%	14%	17%	15%	15%	14%	16%	16%	14%	14%	0%	43%
Not at all important	201	93	23	13	11	22	65	74	57	171	28	18	16	108	47	43	0	201
	20%	27%	20%	10%	12%	14%	30%	23%	13%	25%	10%	8%	12%	26%	18%	15%	0%	57%
Don't know/Refused	2	0	0	0	0	0	0	2	0	2	0	0	0	1	1	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K - N/O/P - Q/R
Overlap formulae used. * small base

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Question M5

How confident are you that you'll take a vacation in 2016? Would you say...

	Sex		Age						Generation			Region				Race			Interview Method		Age		
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	Millennials (18-35)	Gen X (36-51)	Baby Boomers (52-70)	Northeast	Mid-West	South	West	White Only (Non-Hisp)	Black Only (Non-Hisp)	Hispanic (Any Race)	Land-line	Cell Phone	18-34	35-54	55+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted Total	1007	503	504	195	115	152	189	352	206	187	397	178	218	375	236	698	79	90	507	500	195	267	541
Weighted Total	1007	485	522	301	165*	178	168	192	317	249	321	182	215	374	236	625	104*	149*	340	667	301	343	359
Have not already taken a vacation in 2016 (Net)	898	446	452	258	152	165	147	171	273	229	290	153	192	342	211	558	95	131	306	592	258	317	318
	89%	92%	87%	86%	92%	93%	88%	89%	86%	92%	90%	84%	89%	91%	89%	89%	91%	88%	90%	89%	86%	93%	89%
Confident (Subnet)	506	266	239	155	99	92	79	79	162	143	156	96	102	191	116	299	67	81	168	338	155	190	158
	50%	55%	46%	51%	60%	52%	47%	41%	51%	58%	49%	53%	48%	51%	49%	48%	64%	55%	50%	51%	51%	55%	44%
Very confident	364	193	171	96	73	75	61	55	103	109	126	72	88	124	80	220	47	54	123	241	96	149	116
	36%	40%	33%	32%	44%	42%	36%	29%	32%	44%	39%	39%	41%	33%	34%	35%	45%	36%	36%	36%	32%	43%	32%
Somewhat confident	142	74	68	58	25	17	18	24	60	34	30	25	14	67	36	79	20	27	45	97	58	42	42
	14%	15%	13%	19%	15%	9%	11%	12%	19%	14%	9%	13%	7%	18%	15%	13%	19%	18%	13%	14%	19%	12%	12%
Not confident (Subnet)	392	179	213	103	54	73	68	92	111	85	133	56	89	151	95	259	28	50	138	254	103	127	160
	39%	37%	41%	34%	33%	41%	41%	48%	35%	34%	42%	31%	42%	40%	40%	41%	27%	34%	41%	38%	34%	37%	45%
Not very confident	126	63	63	54	19	15	19	18	57	23	34	18	35	36	37	76	10	24	27	98	54	35	37
	12%	13%	12%	18%	12%	9%	12%	9%	18%	9%	11%	10%	16%	10%	15%	12%	9%	16%	8%	15%	18%	10%	10%
Not at all confident	266	116	150	50	35	58	49	74	54	62	99	39	54	115	59	183	18	27	111	156	50	93	123
	26%	24%	29%	17%	21%	33%	29%	39%	17%	25%	31%	21%	25%	31%	25%	29%	17%	18%	33%	23%	17%	27%	34%
You have already taken a vacation in 2016	104	38	66	43	12	11	20	19	44	19	29	29	21	31	24	65	9	17	32	73	43	23	39
	10%	8%	13%	14%	7%	6%	12%	10%	14%	8%	9%	16%	10%	8%	10%	10%	9%	12%	9%	11%	14%	7%	11%
Don't know/Refused	5	1	4	0	1	2	1	2	0	1	3	1	2	1	1	2	0	0	2	3	0	2	2
	0%	0%	1%	0%	0%	1%	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%	1%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M/N/O - P/Q/R - S/T - U/V/W
Overlap formulae used. * small base

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Question M5

How confident are you that you'll take a vacation in 2016? Would you say...

	Total	Household Income					Household Size			Children In Household				Education			Importance of Annual	
			\$35K -	\$50K-	\$75K -	\$100K												
		LT \$35K	LT \$50K	LT \$75K	LT \$100K	or more	1	2	3 or more	None	Any	Under 13	13-17	HS Grad or less	College Incomplete	College Graduate	Very/ Somewhat	Not very/ Not at all
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	1007	305	125	134	91	161	248	377	347	768	218	152	106	321	291	365	598	406
Weighted Total	1007	339	117*	135*	87*	159	215	327	431	689	296	215	135*	425	263	288	651	354
Have not already taken a vacation in 2016 (Net)	898	314	107	125	77	132	194	292	380	617	260	186	122	388	231	250	570	326
	89%	93%	92%	93%	89%	83%	90%	89%	88%	90%	88%	86%	90%	91%	88%	87%	87%	92%
Confident (Subnet)	506	130	65	78	51	102	87	165	231	325	165	117	79	186	129	169	425	79
	50%	38%	55%	58%	59%	64%	41%	50%	54%	47%	56%	55%	59%	44%	49%	59%	65%	22%
Very confident	364	80	41	58	40	88	62	128	157	238	114	78	63	117	99	133	318	44
	36%	24%	35%	43%	47%	55%	29%	39%	36%	35%	39%	36%	46%	28%	38%	46%	49%	12%
Somewhat confident	142	50	24	20	11	14	26	36	75	87	51	39	17	69	30	36	107	35
	14%	15%	21%	15%	12%	9%	12%	11%	17%	13%	17%	18%	12%	16%	11%	13%	16%	10%
Not confident (Subnet)	392	183	43	47	26	29	106	127	149	292	95	68	43	202	102	80	144	248
	39%	54%	37%	35%	30%	18%	49%	39%	35%	42%	32%	32%	32%	47%	39%	28%	22%	70%
Not very confident	126	67	11	17	8	7	35	42	47	99	26	23	8	57	41	27	65	60
	12%	20%	10%	13%	10%	4%	16%	13%	11%	14%	9%	11%	6%	13%	16%	9%	10%	17%
Not at all confident	266	116	32	30	17	22	71	85	102	193	68	45	34	144	60	54	79	187
	26%	34%	27%	22%	20%	14%	33%	26%	24%	28%	23%	21%	26%	34%	23%	19%	12%	53%
You have already taken a vacation in 2016	104	25	9	10	9	27	20	35	48	67	37	29	13	35	32	36	81	23
	10%	7%	8%	7%	11%	17%	9%	11%	11%	10%	12%	14%	10%	8%	12%	13%	13%	6%
Don't know/Refused	5	0	0	0	1	0	2	0	2	5	0	0	0	2	1	2	0	5
	0%	0%	0%	0%	1%	0%	1%	0%	1%	1%	0%	0%	0%	0%	0%	1%	0%	1%