

## Vacation and Digital Products Study

## Detailed tables

*Have you ever taken the following products with you on vacation? [YES SUMMARY TABLE]*

| Base: All Respondents                | Total      |
|--------------------------------------|------------|
|                                      |            |
| Unweighted Base                      | 1056       |
| Weighted Base                        | 1000       |
| DIGITAL CAMERA                       | 341<br>34% |
| CELL PHONE                           | 506<br>51% |
| LAPTOP COMPUTER                      | 117<br>12% |
| A PERSONAL DIGITAL ASSISTANT, OR PDA | 72<br>7%   |

*Do you primarily use the following products while on vacation for work or personal purposes? DIGITAL CAMERA*

| Base: Have taken product on vacation | Total      |
|--------------------------------------|------------|
|                                      |            |
| Unweighted Base                      | 359        |
| Weighted Base                        | 341        |
| Work                                 | 15<br>4%   |
| Personal                             | 289<br>85% |
| Both equally                         | 36<br>10%  |
| (DK/NS)                              | 2<br>0     |

## Vacation and Digital Products Study

*Do you primarily use the following products while on vacation for work or personal purposes? CELL PHONE*

| Base: Have taken product on vacation | Total      |
|--------------------------------------|------------|
| Unweighted Base                      | 545        |
| Weighted Base                        | 506        |
| Work                                 | 54<br>11%  |
| Personal                             | 350<br>69% |
| Both equally                         | 97<br>19%  |
| (DK/NS)                              | 5<br>1%    |

*Do you primarily use the following products while on vacation for work or personal purposes? LAPTOP COMPUTER*

| Base: Have taken product on vacation | Total     |
|--------------------------------------|-----------|
| Unweighted Base                      | 125       |
| Weighted Base                        | 117       |
| Work                                 | 48<br>41% |
| Personal                             | 36<br>31% |
| Both equally                         | 32<br>28% |
| (DK/NS)                              | 1<br>1%   |

## Vacation and Digital Products Study

Do you primarily use the following products while on vacation for work or personal purposes? A PERSONAL DIGITAL ASSISTANT, OR PDA

| Base: Have taken product on vacation | Total     |
|--------------------------------------|-----------|
| Unweighted Base                      | 74        |
| Weighted Base                        | 72*       |
| Work                                 | 17<br>23% |
| Personal                             | 38<br>53% |
| Both equally                         | 15<br>21% |
| (DK/NS)                              | 2<br>3%   |

Before your next vacation, are you planning to buy the following products? This could be your first time purchase of this product, an additional item of a product that you already own, or a replacement or upgrade for a product that you already own. [YES SUMMARY TABLE]

| Base: All respondents                | Total      |
|--------------------------------------|------------|
| Unweighted Base                      | 1056       |
| Weighted Base                        | 1000       |
| DIGITAL CAMERA                       | 249<br>25% |
| CELL PHONE                           | 143<br>14% |
| LAPTOP COMPUTER                      | 54<br>5%   |
| A PERSONAL DIGITAL ASSISTANT, OR PDA | 29<br>3%   |