

1_1. [On a rainy day]

How difficult do you find it to keep your family entertained in the summer months during the following situations?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1024	405	619	319	684	21	40	120	440	424	343	195	204	282	987	32	2	3	671	128	85	140	389	274	361
Weighted	1024	368	656	383	614	27	116	349	401	158	350	161	213	300	987	35	1	2	709	108	69	138	370	276	378
On a rainy day																									
Very difficult	104	30	74	62	41	1	14	35	43	11	38	14	28	24	102	2	-	-	78	11	3	12	43	26	35
	10%	8%	11%	16%	7%	5%	12%	10%	11%	7%	11%	9%	13%	8%	10%	6%	-	-	11%	10%	4%	9%	11%	10%	9%
Somewhat difficult	436	151	285	177	243	16	46	169	162	58	165	64	90	117	425	11	-	-	315	46	27	48	160	112	164
	43%	41%	43%	46%	40%	60%	40%	48%	40%	37%	47%	40%	42%	39%	43%	31%	-	-	44%	43%	39%	35%	43%	41%	43%
Not very difficult	353	137	215	98	246	9	38	95	149	71	113	63	75	101	332	19	1	2	229	38	27	59	132	107	114
	34%	37%	33%	26%	40%	32%	33%	27%	37%	45%	32%	39%	35%	34%	34%	54%	100%	100%	32%	35%	39%	43%	36%	39%	30%
Not at all difficult	131	49	82	47	84	1	17	49	47	18	34	21	19	58	128	3	-	-	88	12	13	18	36	31	65
	13%	13%	12%	12%	14%	4%	15%	14%	12%	11%	10%	13%	9%	19%	13%	10%	-	-	12%	12%	19%	13%	10%	11%	17%
						**	*							JL		**	**	**		*	*	*			V
Summary																									
Top2Box (Very/ Somewhat difficult)	540	181	359	238	284	18	60	205	206	69	203	78	118	140	527	13	-	-	393	57	29	61	202	138	199
	53%	49%	55%	62%	46%	64%	52%	59%	51%	44%	58%	48%	56%	47%	53%	36%	-	-	55%	53%	43%	44%	55%	50%	53%
Low2Box (Not very/ Not at all difficult)	484	187	297	145	330	10	55	145	196	89	147	83	95	159	460	22	1	2	317	51	39	77	168	137	179
	47%	51%	45%	38%	54%	36%	48%	41%	49%	56%	42%	52%	44%	53%	47%	64%	100%	100%	45%	47%	57%	56%	45%	50%	47%
					C	**	*			GH				J		**	**	**	*	*	*				

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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1_2. [After a long day outside]

How difficult do you find it to keep your family entertained in the summer months during the following situations?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1024	405	619	319	684	21	40	120	440	424	343	195	204	282	987	32	2	3	671	128	85	140	389	274	361
Weighted	1024	368	656	383	614	27	116	349	401	158	350	161	213	300	987	35	1	2	709	108	69	138	370	276	378
After a long day outside																									
Very difficult	43	17	26	17	25	*	9	14	14	5	17	10	3	12	41	1	-	-	27	2	8	5	20	6	16
	4%	5%	4%	5%	4%	1%	8%	4%	3%	3%	5%	6%	2%	4%	4%	4%	-	-	4%	2%	11%	4%	6%	2%	4%
						**	*									**	**	**	*	RS*	*				
Somewhat difficult	232	62	170	111	108	12	26	101	76	28	95	27	49	61	224	8	-	-	173	21	17	20	98	42	92
	23%	17%	26%	29%	18%	45%	23%	29%	19%	18%	27%	16%	23%	20%	23%	23%	-	-	24%	20%	25%	15%	26%	15%	24%
			A	D		**	*	HI			K					**	**	**	*	*	*	W	W	W	W
Not very difficult	521	195	325	168	341	11	64	169	201	86	160	86	125	150	501	17	1	2	355	60	26	79	179	154	188
	51%	53%	50%	44%	56%	40%	55%	49%	50%	55%	46%	53%	59%	50%	51%	50%	100%	100%	50%	56%	38%	57%	48%	56%	50%
						**	*				J					**	**	**	*	*	**	*			
Not at all difficult	229	94	135	86	139	4	16	65	110	38	78	39	36	76	221	8	-	-	155	24	18	33	73	74	82
	22%	25%	21%	23%	23%	13%	14%	19%	27%	24%	22%	24%	17%	25%	22%	23%	-	-	22%	22%	26%	24%	20%	27%	22%
						**	*		G							**	**	**	*	*	*				
Summary																									
Top2Box (Very/ Somewhat difficult)	274	79	196	128	133	13	35	115	90	34	112	36	52	73	265	9	-	-	200	23	25	26	118	48	108
	27%	21%	30%	34%	22%	47%	31%	33%	22%	21%	32%	23%	24%	24%	27%	27%	-	-	28%	22%	36%	19%	32%	17%	29%
			A	D		**	*	HI							**	**	**	**	*	U*	*	W	W	W	W
Low2Box (Not very/ Not at all difficult)	750	289	461	255	481	14	80	234	311	124	238	125	161	226	722	25	1	2	510	84	44	112	252	228	270
	73%	79%	70%	66%	78%	53%	69%	67%	78%	79%	68%	77%	76%	76%	73%	73%	100%	100%	72%	78%	64%	81%	68%	83%	71%
		B			C	**	*		G	G						**	**	**	*	*	*	†*		VX	

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/)
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/)
Minimum Base: 30 (**), Small Base: 100 (*)
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1_3. [When it is too hot outside]

How difficult do you find it to keep your family entertained in the summer months during the following situations?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1024	405	619	319	684	21	40	120	440	424	343	195	204	282	987	32	2	3	671	128	85	140	389	274	361
Weighted	1024	368	656	383	614	27	116	349	401	158	350	161	213	300	987	35	1	2	709	108	69	138	370	276	378
When it's too hot outside																									
Very difficult	85	21	64	36	45	4	12	32	32	9	35	11	22	16	84	*	-	-	56	7	7	15	40	13	31
	8%	6%	10%	9%	7%	15%	10%	9%	8%	6%	10%	7%	10%	5%	9%	1%	-	-	8%	7%	11%	11%	11%	5%	8%
Somewhat difficult	376	131	244	153	211	12	46	133	139	58	121	63	82	110	361	14	*	-	266	46	26	38	136	91	148
	37%	36%	37%	40%	34%	45%	40%	38%	35%	36%	35%	39%	39%	37%	37%	41%	50%	-	38%	43%	38%	27%	37%	33%	39%
						**	*									**	**	**		U*	*	*			
Not very difficult	385	145	239	120	256	9	43	118	158	66	131	60	87	107	373	11	*	1	270	37	23	54	138	115	132
	38%	40%	36%	31%	42%	33%	38%	34%	39%	42%	37%	37%	41%	36%	38%	31%	50%	45%	38%	34%	34%	39%	37%	42%	35%
Not at all difficult	179	70	109	74	103	2	14	66	73	26	63	27	22	67	169	9	-	1	118	18	12	31	55	57	67
	17%	19%	17%	19%	17%	7%	12%	19%	18%	16%	18%	17%	10%	22%	17%	26%	-	55%	17%	16%	18%	23%	15%	21%	18%
						**	*							L		**	**	**		*	*	*			
Summary																									
Top2Box (Very/ Somewhat difficult)	460	152	308	189	255	16	58	166	170	66	157	74	104	126	445	15	*	-	322	53	33	52	177	105	179
	45%	41%	47%	49%	42%	60%	50%	47%	42%	42%	45%	46%	49%	42%	45%	42%	50%	-	45%	49%	48%	38%	48%	38%	47%
						**	*									**	**	**	*	*	*	*			
Low2Box (Not very/ Not at all difficult)	564	215	348	194	359	11	58	184	231	91	194	87	109	174	542	20	*	2	388	55	36	86	193	171	199
	55%	59%	53%	51%	58%	40%	50%	53%	58%	58%	55%	54%	51%	58%	55%	58%	50%	100%	55%	51%	52%	62%	52%	62%	53%
						**	*									**	**	**	*	*	*	*			

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/)
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/)
Minimum Base: 30 (**), Small Base: 100 (*)
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1_4. [On a road trip in the car]

How difficult do you find it to keep your family entertained in the summer months during the following situations?

	Total	Gender		AGE			EDUCATION				DEM B				DEMA								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1024	405	619	319	684	21	40	120	440	424	343	195	204	282	987	32	2	3	671	128	85	140	389	274	361
Weighted	1024	368	656	383	614	27	116	349	401	158	350	161	213	300	987	35	1	2	709	108	69	138	370	276	378
On a road trip in the car																									
Very difficult	93	23	70	57	36	-	11	38	33	11	40	12	25	16	92	1	-	-	62	12	7	11	41	21	31
	9%	6%	11%	15%	6%	-	10%	11%	8%	7%	12%	7%	12%	5%	9%	3%	-	-	11%	10%	8%	11%	8%	8%	
				D		**	*				M				**	**	**		*	*	*				
Somewhat difficult	372	122	250	139	224	8	33	117	162	59	124	56	79	112	351	18	1	1	263	46	22	40	133	107	132
	36%	33%	38%	36%	37%	31%	29%	34%	40%	38%	35%	35%	37%	37%	36%	53%	100%	77%	37%	43%	32%	29%	36%	39%	35%
				C		**	*								**	**	**	**	*	*	*				
Not very difficult	412	163	248	131	264	16	52	148	146	66	135	68	89	119	401	11	-	-	285	35	27	65	151	108	153
	40%	44%	38%	34%	43%	60%	45%	42%	36%	42%	39%	42%	42%	40%	41%	32%	-	-	40%	32%	40%	47%	41%	39%	40%
															**	**	**	**	*	*	*				
Not at all difficult	147	59	89	56	89	3	19	46	61	22	51	24	20	52	143	4	-	*	99	15	12	22	46	39	62
	14%	16%	13%	15%	14%	9%	16%	13%	15%	14%	14%	15%	9%	17%	14%	12%	-	23%	14%	14%	18%	16%	12%	14%	16%
						**	*								**	**	**	**	*	*	*				
Summary																									
Top2Box (Very/ Somewhat difficult)	465	145	320	196	261	8	44	155	195	70	165	68	104	128	443	19	1	1	326	58	29	52	173	128	163
	45%	40%	49%	51%	42%	31%	38%	44%	49%	45%	47%	42%	49%	43%	45%	56%	100%	77%	46%	54%	42%	38%	47%	46%	43%
			A	D		**	*								**	**	**	**	U*	*	*				
Low2Box (Not very/ Not at all difficult)	559	222	337	187	353	19	71	194	206	87	186	93	109	171	544	15	-	*	384	49	40	86	197	148	215
	55%	60%	51%	49%	58%	69%	62%	56%	51%	55%	53%	58%	51%	57%	55%	44%	-	23%	54%	46%	58%	62%	53%	54%	57%
			B		C	**	*								**	**	**	**	*	*	S*				

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M,N/O/P/Q,R/S/T/U,V/W/)
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M,N/O/P/Q,R/S/T/U,V/W/)
Minimum Base: 30 (**), Small Base: 100 (*)
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1_5. [While on vacation]

How difficult do you find it to keep your family entertained in the summer months during the following situations?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1024	405	619	319	684	21	40	120	440	424	343	195	204	282	987	32	2	3	671	128	85	140	389	274	361
Weighted	1024	368	656	383	614	27	116	349	401	158	350	161	213	300	987	35	1	2	709	108	69	138	370	276	378
While on vacation																									
Very difficult	24	8	16	11	13	-	3	11	8	1	10	4	8	3	21	3	-	-	15	7	2	1	15	4	5
	2%	2%	2%	3%	2%	-	3%	3%	2%	1%	3%	3%	4%	1%	2%	9%	-	-	2%	6%	3%	1%	4%	1%	1%
						**	*								**	**	**	**	*	*	*	*			
Somewhat difficult	132	49	83	60	72	-	18	45	51	18	44	17	36	35	123	9	*	-	92	18	9	13	49	33	50
	13%	13%	13%	16%	12%	-	16%	13%	13%	11%	13%	11%	17%	12%	12%	25%	50%	-	13%	16%	14%	9%	13%	12%	13%
						**	*								**	**	**	**	*	*	*	*			
Not very difficult	463	146	318	163	283	18	46	155	187	75	153	74	93	143	457	6	*	*	316	47	31	69	158	123	182
	45%	40%	48%	42%	46%	67%	40%	44%	47%	48%	44%	46%	44%	48%	46%	16%	50%	23%	45%	44%	45%	50%	43%	45%	48%
						**	*								**	**	**	**	*	*	*	*			
Not at all difficult	405	165	239	149	246	9	49	138	155	63	144	66	77	119	386	17	-	1	287	36	27	55	148	116	141
	40%	45%	36%	39%	40%	33%	42%	40%	39%	40%	41%	41%	36%	40%	39%	50%	-	77%	40%	34%	39%	40%	40%	42%	37%
						**	*								**	**	**	**	*	*	*	*			
Summary																									
Top2Box (Very/ Somewhat difficult)	156	57	100	71	85	-	21	56	60	19	54	21	44	38	144	12	*	-	107	24	11	14	64	37	55
	15%	15%	15%	19%	14%	-	18%	16%	15%	12%	15%	13%	20%	13%	15%	34%	50%	-	15%	22%	16%	10%	17%	13%	15%
						**	*								**	**	**	**	U*	*	*	*			
Low2Box (Not very/ Not at all difficult)	868	311	557	312	529	27	95	293	342	138	297	140	169	262	843	23	*	2	603	84	58	124	306	239	323
	85%	85%	85%	81%	86%	100%	82%	84%	85%	88%	85%	87%	80%	87%	85%	66%	50%	100%	85%	78%	84%	90%	83%	87%	85%
						**	*								**	**	**	**	*	*	S*				

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/)
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/)
Minimum Base: 30 (**), Small Base: 100 (*)
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1_6. [On a day when most stores are closed (national holiday, Sunday, etc)

How difficult do you find it to keep your family entertained in the summer months during the following situations?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1024	405	619	319	684	21	40	120	440	424	343	195	204	282	987	32	2	3	671	128	85	140	389	274	361
Weighted	1024	368	656	383	614	27	116	349	401	158	350	161	213	300	987	35	1	2	709	108	69	138	370	276	378
On a day when most stores are closed (national holiday, Sunday, etc)																									
Very difficult	56	21	35	30	26	-	11	18	17	9	28	6	15	6	55	1	-	-	44	5	5	2	31	12	12
	5%	6%	5%	8%	4%	-	10%	5%	4%	6%	8%	3%	7%	2%	6%	2%	-	-	6%	5%	7%	1%	8%	4%	3%
Somewhat difficult						**	*				M		M			**	**	**		*	*		X		
	222	71	151	103	111	8	26	82	83	31	84	35	46	58	208	13	-	1	157	28	16	21	88	56	77
Not very difficult	22%	19%	23%	27%	18%	28%	22%	24%	21%	20%	24%	22%	21%	19%	21%	37%	-	55%	22%	26%	23%	15%	24%	20%	20%
				D		**	*								**	**	**	**	*	*	*				
Not at all difficult	487	179	308	147	326	15	52	160	194	81	154	83	97	152	476	10	1	1	338	50	21	78	161	137	190
	48%	49%	47%	38%	53%	53%	45%	46%	48%	51%	44%	52%	46%	51%	48%	29%	100%	**	45%	48%	47%	30%	56%	43%	50%
	259	97	162	103	151	5	27	89	108	36	84	37	55	83	248	11	-	-	170	24	27	37	90	71	99
	25%	26%	25%	27%	25%	19%	23%	26%	27%	23%	24%	23%	26%	28%	25%	32%	-	-	24%	23%	40%	27%	24%	26%	26%
Summary						**	*									**	**	**	*	*	RS*				
Top2Box (Very/ Somewhat difficult)	278	91	186	133	137	8	37	100	100	41	112	40	61	64	263	14	-	1	201	33	20	23	119	68	90
	27%	25%	28%	35%	22%	28%	32%	29%	25%	26%	32%	25%	29%	21%	27%	39%	-	55%	28%	31%	30%	17%	32%	25%	24%
Low2Box (Not very/ Not at all difficult)	746	276	470	250	477	20	79	249	302	117	238	121	152	235	724	21	1	1	508	75	48	115	251	207	288
	73%	75%	72%	65%	78%	72%	68%	71%	75%	74%	68%	75%	71%	79%	73%	61%	100%	45%	72%	69%	70%	83%	68%	75%	76%
				C		**	*				J					**	**	**	*	*	RS*				V

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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1. [SUMMARY - TOP2BOX (VERY/ SOMEWHAT DIFFICULT)]

How difficult do you find it to keep your family entertained in the summer months during the following situations?

	Gender			AGE			EDUCATION				DEM B				DEM A								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1024	405	619	319	684	21	40	120	440	424	343	195	204	282	987	32	2	3	671	128	85	140	389	274	361
Weighted	1024	368	656	383	614	27	116	349	401	158	350	161	213	300	987	35	1	2	709	108	69	138	370	276	378
On a rainy day	540	181	359	238	284	18	60	205	206	69	203	78	118	140	527	13	-	-	393	57	29	61	202	138	199
	53%	49%	55%	62%	46%	64%	52%	59%	51%	44%	58%	48%	56%	47%	53%	36%	-	-	55%	53%	43%	44%	55%	50%	53%
On a road trip in the car			D			**	*	I	I		M					**	**	**		*	*	*			
	465	145	320	196	261	8	44	155	195	70	165	68	104	128	443	19	1	1	326	58	29	52	173	128	163
	45%	40%	49%	51%	42%	31%	38%	44%	49%	45%	47%	42%	49%	43%	45%	56%	100%	77%	46%	54%	42%	38%	47%	46%	43%
When it is too hot outside			A	D		**	*									**	**	**		U*	*	*			
	460	152	308	189	255	16	58	166	170	66	157	74	104	126	445	15	*	-	322	53	33	52	177	105	179
	45%	41%	47%	49%	42%	60%	50%	47%	42%	42%	45%	46%	49%	42%	45%	42%	50%	**	45%	49%	48%	38%	48%	38%	47%
On a day when most stores are closed (national holiday, Sunday, etc)			D			**	*				M					**	**	**		U	U*	*	X		
	278	91	186	133	137	8	37	100	100	41	112	40	61	64	263	14	-	1	201	33	20	23	119	68	90
	27%	25%	28%	35%	22%	28%	32%	29%	25%	26%	32%	25%	29%	21%	27%	39%	-	55%	28%	31%	30%	17%	32%	25%	24%
After a long day outside			D			**	*				M					**	**	**		U	U*	*	X		
	274	79	196	128	133	13	35	115	90	34	112	36	52	73	265	9	-	-	200	23	25	26	118	48	108
	27%	21%	30%	34%	22%	47%	31%	33%	22%	21%	32%	23%	24%	24%	27%	27%	-	-	28%	22%	36%	19%	32%	17%	29%
While on vacation			A	D		**	*	HI								**	**	**		*	U*	*	W		
	156	57	100	71	85	-	21	56	60	19	54	21	44	38	144	12	*	-	107	24	11	14	64	37	55
	15%	15%	15%	19%	14%	**	18%	16%	15%	12%	15%	13%	20%	13%	15%	34%	50%	**	15%	22%	16%	10%	17%	13%	15%

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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1. [SUMMARY - LOW2BOX (NOT VERY/ NOT AT ALL DIFFICULT)]

How difficult do you find it to keep your family entertained in the summer months during the following situations?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A				DEM C						
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1024	405	619	319	684	21	40	120	440	424	343	195	204	282	987	32	2	3	671	128	85	140	389	274	361
	1024	358	666	344	680	27	116	349	401	350	158	161	219	300	987	35	1	2	709	108	69	138	370	276	378
	868	311	557	312	529	27	95	293	342	138	297	140	169	262	843	23	*	2	603	84	58	124	306	239	323
	85%	85%	85%	81%	86%	100%	82%	84%	85%	88%	85%	87%	80%	87%	85%	66%	50%	100%	85%	78%	84%	90%	83%	87%	85%
After a long day outside	750	289	461	255	481	14	80	234	311	124	238	125	161	226	722	25	1	2	510	84	44	112	252	228	270
	73%	79%	70%	66%	78%	53%	69%	67%	78%	79%	68%	77%	76%	76%	73%	73%	100%	100%	72%	78%	64%	81%	68%	83%	71%
On a day when most stores are closed (national holiday, Sunday, etc)	746	276	470	250	477	20	79	249	302	117	238	121	152	235	724	21	1	1	508	75	48	115	251	207	288
	73%	75%	72%	65%	78%	72%	68%	71%	75%	74%	68%	75%	71%	79%	73%	61%	100%	45%	72%	69%	70%	83%	68%	75%	76%
When it is too hot outside	564	215	348	194	359	11	58	184	231	91	194	87	109	174	542	20	*	2	388	55	36	86	193	171	199
	55%	59%	53%	51%	58%	40%	50%	53%	58%	58%	55%	54%	51%	58%	55%	58%	50%	100%	55%	51%	52%	62%	52%	62%	53%
On a road trip in the car	559	222	337	187	353	19	71	194	206	87	186	93	109	171	544	15	-	*	384	49	40	86	197	148	215
	55%	60%	51%	49%	58%	69%	62%	56%	51%	55%	53%	58%	51%	57%	55%	44%	-	23%	54%	46%	58%	62%	53%	54%	57%
On a rainy day	484	187	297	145	330	10	55	145	196	89	147	83	95	159	460	22	1	2	317	51	39	77	168	137	179
	47%	51%	45%	38%	54%	36%	48%	41%	49%	56%	42%	52%	44%	53%	47%	64%	100%	45%	47%	47%	57%	56%	45%	50%	47%

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/)
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/)
Minimum Base: 30 (**), Small Base: 100 (*)
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2. [I wish it were easier to come up with things to do with my family in the summer month:

To what extent do you agree or disagree with the following statements:

	Total	Gender		AGE			EDUCATION				DEM B				DEM A								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1024	405	619	319	684	21	40	120	440	424	343	195	204	282	987	32	2	3	671	128	85	140	389	274	361
Weighted	1024	368	656	383	614	27	116	349	401	158	350	161	213	300	987	35	1	2	709	108	69	138	370	276	378
[I wish it were easier to come up with things to do with my family in the summer month:] Strongly agree																									
	151	48	104	68	75	8	26	57	53	15	64	15	32	40	149	2	-	-	114	11	8	18	65	38	48
	15%	13%	16%	18%	12%	29%	22%	16%	13%	10%	18%	9%	15%	13%	15%	7%	-	-	16%	11%	12%	13%	18%	14%	13%
						**	I*				K					**	**	**		*	*	*			
Somewhat agree	402	139	263	156	234	12	52	144	147	59	149	58	84	111	384	16	1	1	285	47	26	44	158	101	142
	39%	38%	40%	41%	38%	44%	45%	41%	37%	38%	43%	36%	39%	37%	39%	47%	100%	55%	40%	43%	38%	32%	43%	37%	38%
						**	*								**	**	**	**	*	*	*				
Somewhat disagree	292	116	176	88	200	4	20	91	124	57	79	53	70	90	282	10	-	1	197	38	20	38	92	80	120
	29%	32%	27%	23%	33%	15%	18%	26%	31%	36%	23%	33%	33%	30%	29%	28%	-	45%	28%	35%	28%	28%	25%	29%	32%
					C	**	*			FG					**	**	**	**	*	*	*				
Strongly disagree	179	65	114	70	105	3	18	57	77	26	58	36	27	58	172	6	-	-	114	12	15	38	55	56	67
	17%	18%	17%	18%	17%	12%	15%	16%	19%	17%	16%	22%	13%	19%	17%	19%	-	-	16%	11%	22%	27%	15%	20%	18%
						**	*								**	**	**	**	*	*	*	RS*			
Summary																									
Top2Box (Strongly/ Somewhat agree)	553	186	367	224	309	20	77	201	200	75	213	73	116	152	533	18	1	1	399	58	34	62	223	140	190
	54%	51%	56%	59%	50%	73%	67%	58%	50%	47%	61%	45%	55%	51%	54%	54%	100%	55%	56%	54%	50%	45%	60%	51%	50%
						**	HI*	I			KM				**	**	**	**	*	*	*	X			
Low2Box (Strongly/ Somewhat disagree)	471	181	289	159	304	7	38	148	201	83	137	89	97	148	454	16	-	1	311	50	35	76	147	136	188
	46%	49%	44%	41%	50%	27%	33%	42%	50%	53%	39%	55%	45%	49%	46%	46%	-	45%	44%	46%	50%	55%	40%	49%	50%
						**	*		F	FG		J		J		**	**	**	*	*	*				V

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/)

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/)

Minimum Base: 30 (**), Small Base: 100 (*)

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