

Q264. Country

1 Nov 2012
 Table 1

Base: Qualified Respondents

	Gender			Age				Income			Region				DMA									
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2507	1007	1500	561	718	705	523	847	815	526	896	250	856	505	250	255	250	250	252	250	250	250	250	250
Weighted Base	2507	1188	1319	689	716	645	457	824	667	684	1030	281	639	557	411	145	206	188	170	281	604	148	175	178
United States	2507 100%	1188 100%	1319 100%	689 100%	716 100%	645 100%	457 100%	824 100%	667 100%	684 100%	1030 100%	281 100%	639 100%	557 100%	411 100%	145 100%	206 100%	188 100%	170 100%	281 100%	604 100%	148 100%	175 100%	178 100%
Sigma	2507 100%	1188 100%	1319 100%	689 100%	716 100%	645 100%	457 100%	824 100%	667 100%	684 100%	1030 100%	281 100%	639 100%	557 100%	411 100%	145 100%	206 100%	188 100%	170 100%	281 100%	604 100%	148 100%	175 100%	178 100%

Proportions/Means: 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/X
 Overlap formulae used.

Q268. Gender

Base: Qualified Respondents

	Gender			Age				Income			Region				DMA									
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2507	1007	1500	561	718	705	523	847	815	526	896	250	856	505	250	255	250	250	252	250	250	250	250	250
Weighted Base	2507	1188	1319	689	716	645	457	824	667	684	1030	281	639	557	411	145	206	188	170	281	604	148	175	178
Male	1188 47%	1188 100% C	-	324 47%	336 47%	312 48%	215 47%	368 45%	312 47%	381 56% H	483 47%	132 47%	305 48%	268 48%	192 47%	75 52%	99 48%	86 46%	80 47%	132 47%	290 48%	68 46%	84 48%	81 45%
Female	1319 53%	-	1319 100% B	365 53%	379 53%	333 52%	242 53%	456 55% J	355 53% J	303 44%	547 53%	149 53%	334 52%	289 52%	219 53%	70 48%	106 52%	102 54%	91 53%	149 53%	314 52%	80 54%	92 52%	97 55%
Sigma	2507 100%	1188 100%	1319 100%	689 100%	716 100%	645 100%	457 100%	824 100%	667 100%	684 100%	1030 100%	281 100%	639 100%	557 100%	411 100%	145 100%	206 100%	188 100%	170 100%	281 100%	604 100%	148 100%	175 100%	178 100%

Proportions/Means: 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/X
 Overlap formulae used.

Q280. Age.

Base: Qualified Respondents

	Gender			Age				Income			Region				DMA									
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2507	1007	1500	561	718	705	523	847	815	526	896	250	856	505	250	255	250	250	252	250	250	250	250	250
Weighted Base	2507	1188	1319	689	716	645	457	824	667	684	1030	281	639	557	411	145	206	188	170	281	604	148	175	178
18 - 34	689 28%	324 27%	365 28%	689 100% EFG	-	-	-	310 38% IJ	156 23%	134 20%	271 26%	77 27%	171 27%	170 31%	130 32%	40 28%	48 23%	47 25%	50 29%	77 27%	149 25%	40 27%	52 29%	56 32%
35 - 49	716 29%	336 28%	379 29%	-	716 100% DFG	-	-	187 23%	205 31% H	247 36% H	287 28%	72 26%	213 33% N	143 26%	98 24%	46 31%	72 35% OX	62 33%	60 35% OX	72 26%	169 28%	42 29%	54 31%	41 23%
50 - 64	645 26%	312 26%	333 25%	-	-	645 100% DEG	-	177 22%	181 27%	210 31% H	267 26%	75 27%	164 26%	138 25%	103 25%	35 24%	53 26%	53 28%	42 25%	75 27%	156 26%	40 27%	43 25%	45 25%
65+	457 18%	215 18%	242 18%	-	-	-	457 100% DEF	150 18%	125 19%	92 13%	205 20% M	57 20%	91 14%	105 19%	80 19%	25 17%	33 16%	26 14%	19 11%	57 20% S	130 21% S	25 17%	27 15%	35 20% S
MEAN	46.9	47.3	46.6	26.1	42.1 D	57.2 DE	71.4 DEF	44.4	48.2 H	47.8 H	47.6	47.5	45.6	46.9	47.0	46.6	46.5	46.1	44.1	47.5	48.3 S	47.1	45.6	46.6
STD. DEV.	16.88	16.95	16.81	5.06	4.59	4.12	5.61	18.21	15.77	14.75	17.20	17.51	15.67	17.25	17.40	16.86	15.70	15.46	15.66	17.51	17.58	16.09	15.89	17.55
STD. ERR.	0.34	0.53	0.43	0.21	0.17	0.16	0.25	0.63	0.55	0.64	0.57	1.11	0.54	0.77	1.10	1.06	0.99	0.98	0.99	1.11	1.11	1.02	1.01	1.11
MEDIAN	47	47	47	26	42	57	70	44	48	48	48	48	45	47	47	47	47	47	44	48	49	47	45	46
Sigma	2507 100%	1188 100%	1319 100%	689 100%	716 100%	645 100%	457 100%	824 100%	667 100%	684 100%	1030 100%	281 100%	639 100%	557 100%	411 100%	145 100%	206 100%	188 100%	170 100%	281 100%	604 100%	148 100%	175 100%	178 100%

Proportions/Means: 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/X
 Overlap formulae used.

Q410. Employment Status

Base: Qualified Respondents

	Gender			Age				Income			Region				DMA									
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2507	1007	1500	561	718	705	523	847	815	526	896	250	856	505	250	255	250	250	252	250	250	250	250	250
Weighted Base	2507	1188	1319	689	716	645	457	824	667	684	1030	281	639	557	411	145	206	188	170	281	604	148	175	178
Employed full time	1050 42%	612 52% C	438 33%	290 42% G	437 61% DFG	287 45% G	36 8%	207 25%	337 50% H	392 57% H	414 40%	116 41%	289 45%	231 41%	167 41%	63 43%	100 48% U	79 42%	65 38%	116 41%	226 37%	69 47% ORSTUX	94 53%	71 40%
Employed part time	236 9%	69 6%	167 13% B	78 11%	62 9%	56 9%	40 9%	104 13% IJ	50 7%	51 7%	120 12% N	24 8%	61 10%	32 6%	22 5%	10 7%	27 13% ORW	10 5%	22 13% ORW	24 8%	75 12% OR	16 11%	10 6%	21 12% OR
Self-employed	151 6%	89 8% C	62 5%	43 6%	39 5%	50 8% G	19 4%	50 6%	43 6%	51 7%	48 5%	20 7%	30 5%	52 9% KM	39 9% VW	14 9% RVW	9 4%	7 4%	12 7%	20 7%	32 5%	5 4%	5 3%	8 5%
Not employed, but looking for work	204 8%	81 7%	123 9%	99 14% EFG	45 6%	45 7% G	15 3%	127 15% IJ	33 5% J	14 2%	77 7%	18 7%	55 9%	53 10%	38 9%	15 10%	10 5%	23 12% Q	19 11% Q	18 7%	44 7%	9 6%	14 8%	13 7%
Not employed and not looking for work	19 1%	7 1%	12 1%	4 1%	4 1%	9 1%	3 1%	12 2%	5 1%	2 1%	3 1%	2 1%	10 2% K	4 1%	3 1%	1 1%	1 1%	2 1%	3 2% U	2 1%	1 1%	1 1%	3 2%	1 1%
Not employed, unable to work due to a disability or illness	118 5%	41 3%	78 6% B	11 2%	38 5% DG	65 10% DEG	4 1%	84 10% IJ	13 2% J	-	55 5%	7 3%	23 4%	33 6%	31 7% P	2 1%	7 3%	8 4%	7 4%	7 3%	39 6% P	8 6% P	4 3%	5 3%
Retired	429 17%	214 18%	215 16%	2 1%	9 1%	91 14% DE	327 71% DEF	139 17%	124 19%	93 14%	189 18%	57 20%	92 14%	91 16%	64 15%	28 19%	33 16%	29 15%	20 12%	57 20%	119 20%	23 16%	23 13%	34 19%
Student	154 6%	67 6%	87 7%	134 20% EFG	15 2% G	4 1%	*	54 7%	24 4%	48 7% J	66 6%	18 7%	35 6%	34 6%	26 6%	8 6%	9 4%	13 7%	12 7%	18 7%	42 7%	9 6%	9 5%	7 4%
Stay-at-home spouse or partner	146 6%	8 1%	137 10% B	27 4%	67 9% DG	37 6%	14 3%	45 6%	40 6%	33 5%	58 6%	17 6%	44 7%	26 5%	22 5%	5 3%	10 5%	17 9% P	10 6%	17 6%	26 4%	7 5%	14 8%	17 10% PU
Unknown	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2507 100%	1188 100%	1319 100%	689 100%	716 100%	645 100%	457 100%	824 100%	667 100%	684 100%	1030 100%	281 100%	639 100%	557 100%	411 100%	145 100%	206 100%	188 100%	170 100%	281 100%	604 100%	148 100%	175 100%	178 100%

Proportions/Means: 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/X
 Overlap formulae used.

Q620. DMA

1 Nov 2012
 Table 5

Base: Qualified Respondents

	Gender			Age				Income			Region				DMA									
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2507	1007	1500	561	718	705	523	847	815	526	896	250	856	505	250	255	250	250	252	250	250	250	250	250
Weighted Base	2507	1188	1319	689	716	645	457	824	667	684	1030	281	639	557	411	145	206	188	170	281	604	148	175	178
Los Angeles	411 16%	192 16%	219 17%	130 19%	98 14%	103 16%	80 18%	152 18%	103 15%	96 14%	-	-	-	411 74% KLM	411 100% PQRSTUWXX	-	-	-	-	-	-	-	-	-
San Francisco	145 6%	75 6%	70 5%	40 6%	46 6%	35 5%	25 5%	38 5%	36 5%	48 7%	-	-	-	145 26% KLM	-	145 100% OQRSTUWXX	-	-	-	-	-	-	-	-
Dallas-Fort Worth	206 8%	99 8%	106 8%	48 7%	72 10%	53 8%	33 7%	69 8%	64 10%	50 7%	-	-	206 32% KLN	-	-	206 100% OPRSTUWXX	-	-	-	-	-	-	-	-
Houston	188 7%	86 7%	102 8%	47 7%	62 9%	53 8%	26 6%	76 9%	49 7%	42 6%	-	-	188 29% KLN	-	-	-	188 100% OPQRSTUWXX	-	-	-	-	-	-	-
Atlanta	170 7%	80 7%	91 7%	50 7%	60 8% G	42 6%	19 4%	63 8%	49 7%	44 6%	-	-	170 27% KLN	-	-	-	-	170 100% OPORTUWXX	-	-	-	-	-	-
Chicago	281 11%	132 11%	149 11%	77 11%	72 10%	75 12%	57 12%	93 11%	84 13%	66 10%	-	281 100% KMN	-	-	-	-	-	-	281 100% OPQRSTUWXX	-	-	-	-	-
NYC metro	604 24%	290 24%	314 24%	149 22%	169 24%	156 24%	130 28%	194 24%	145 22%	173 25%	604 59% LMN	-	-	-	-	-	-	-	-	604 100% OPQRSTUWXX	-	-	-	-
Boston	148 6%	68 6%	80 6%	40 6%	42 6%	40 6%	25 6%	42 5%	40 6%	47 7%	148 14% LMN	-	-	-	-	-	-	-	-	-	-	148 100% OPQRSTUWXX	-	-
Washington, DC	175 7%	84 7%	92 7%	52 7%	54 8%	43 7%	27 6%	32 4%	46 7%	74 11% H	100 10% LN	-	75 12% LN	-	-	-	-	-	-	-	-	-	175 100% OPQRSTUWXX	-
Philadelphia	178 7%	81 7%	97 7%	56 8%	41 6%	45 7%	35 8%	64 8%	51 8%	44 6%	178 17% LMN	-	-	-	-	-	-	-	-	-	-	-	178 100% OPQRSTUWXX	
Sigma	2507 100%	1188 100%	1319 100%	689 100%	716 100%	645 100%	457 100%	824 100%	667 100%	684 100%	1030 100%	281 100%	639 100%	557 100%	411 100%	145 100%	206 100%	188 100%	170 100%	281 100%	604 100%	148 100%	175 100%	178 100%

Proportions/Means: 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/X
 Overlap formulae used.

Q700. How many trips (i.e., traveling to a destination away from home for one night or more) do you plan to take for personal reasons over the upcoming holiday season? Please think of the holiday season as beginning around Thanksgiving (mid- to late-November) and ending right after the new year.

Base: Qualified Respondents

	Gender			Age				Income			Region				DMA									
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2507	1007	1500	561	718	705	523	847	815	526	896	250	856	505	250	255	250	250	252	250	250	250	250	250
Weighted Base	2507	1188	1319	689	716	645	457	824	667	684	1030	281	639	557	411	145	206	188	170	281	604	148	175	178
None	1269 51%	544 46%	724 55% B	316 46%	352 49%	342 53%	259 57% D	490 59% J	315 47%	262 38%	541 53% M	147 53%	293 46%	287 52%	227 55% PSW	60 41%	98 47%	96 51%	73 43%	147 53% PW	311 51% W	87 59% PQSW	71 41%	98 55% PSW
PLANNING TO TRAVEL (NET)	1238 49%	643 54% C	595 45%	374 54% G	364 51%	302 47%	198 43%	334 41%	352 53% H	422 62% HI	489 47%	133 47%	347 54% K	269 48%	184 45%	85 59% OTVX	108 53% V	92 49%	98 57% OVX	133 47%	293 49%	61 41%	104 59% OTUVX	80 45%
One	690 28%	353 30%	337 26%	165 24%	213 30%	194 30%	119 26%	172 21%	206 31% H	231 34% H	297 29%	63 23%	175 27%	155 28%	112 27%	43 30%	60 29%	51 27%	40 23%	63 23%	176 29%	36 25%	56 32%	53 30%
MORE THAN ONE (SUB-NET)	548 22%	290 24% C	258 20%	209 30% EFG	151 21%	109 17%	79 17%	161 20%	146 22%	190 28% H	192 19%	70 25%	171 27% K	114 21%	72 18%	42 29% OUVX	48 23%	41 22% OQRUVX	58 34% X	70 25% X	118 19%	25 17%	49 28% OVX	26 15%
Two	388 15%	197 17%	191 14%	134 19% FG	116 16%	80 12%	59 13%	105 13%	110 17%	139 20% H	135 13%	59 21% KN	119 19% K	77 14%	41 10% OUVX	36 25% OUVX	35 17%	34 18% O	33 19% OX	59 21% OVX	80 13%	17 12%	36 20% OVX	19 11%
Three	95 4%	51 4%	44 3%	43 6% FG	28 4%	14 2%	10 2%	29 3%	22 3%	37 5%	42 4%	5 2%	28 4%	20 4%	17 4%	3 2%	5 2%	5 3%	13 7% PQTX	5 2%	29 5%	6 4%	9 5%	4 2%
Four	38 2%	27 2% C	11 1%	21 3% E	6 1%	8 1%	3 1%	18 2%	11 2%	10 1%	7 1%	5 2%	17 3% K	9 2%	7 2%	2 1%	6 3% X	2 1%	9 5% UVX	5 2%	4 1%	* *	2 1%	- -
Five	11	4	7 1%	4 1%	-	5 1%	2	4	1	1	4	-	3	3 1%	2 1%	1 1%	3 1%	*	*	-	3 1%	-	-	1
More than five	15 1%	10 1%	5	7 1%	2	2	5 1%	6 1%	1	4 1%	5 1%	1	4 1%	5 1%	5 1%	-	-	-	3 2% U	1	1	2 1%	1 1%	3 1%
Sigma	2507 100%	1188 100%	1319 100%	689 100%	716 100%	645 100%	457 100%	824 100%	667 100%	684 100%	1030 100%	281 100%	639 100%	557 100%	411 100%	145 100%	206 100%	188 100%	170 100%	281 100%	604 100%	148 100%	175 100%	178 100%

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/X
 Overlap formulae used.

Q705. Which of the following methods of transportation will you be using for your holiday season travel plans?

1 Nov 2012
 Table 7

Base: Plans To Travel At Least Once Over The Holiday Season

	Gender			Age				Income			Region				DMA									
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	1263	545	718	326	369	346	222	343	440	338	424	123	459	257	115	142	129	125	139	123	130	100	151	109
Weighted Base	1238	643	595	374	364	302	198	334	352	422	489	133*	347	269	184*	85*	108*	92*	98*	133*	293*	61*	104	80*
Car or SUV	898 73%	455 71%	443 74%	258 69%	275 76%	216 71%	149 75%	251 75%	260 74%	301 71%	350 72%	82 61%	277 80%	189 70%	135 74%	54 63%	86 80%	69 75%	86 88%	82 61%	205 70%	43 70%	79 75%	60 75%
Airplane	505 41%	284 44%	221 37%	172 46% FG	165 45% FG	107 36%	61 31%	101 30%	123 35%	218 52% HI	198 41%	62 47%	129 37%	115 43%	75 41% X	41 48% RX	44 41% X	27 30%	34 35%	62 47% RX	127 43% X	28 45% X	48 46% RX	19 24%
Train	108 9%	59 9%	50 8%	32 8%	40 11%	23 8%	14 7%	46 14% I	22 6%	33 8%	66 14% M	10 7% M	7 2%	25 9% M	16 9% S	9 10% QRS	2 2%	1 1%	*	10 7% S	52 18% QRSX	5 7% S	9 9% RS	3 4%
Bus	60 5%	29 4%	32 5%	26 7% G	16 4%	15 5%	3 1%	30 9% J	16 5%	8 2%	24 5%	7 5%	11 3%	19 7%	18 10% PQ	*	1 1%	2 2%	4 4%	7 5%	12 4%	4 7% PQ	9 8% PQ	3 4%
Other	17 1%	4 1%	13 2%	7 2%	1	4 1%	5 3%	3 1%	5 2%	2 1%	5 1%	1	5 1%	7 2%	5 3%	2 2%	2 2%	1 1%	*	1 1%	2 1%	1 2%	2 2%	2 2%
Not sure	25 2%	6 1%	19 3% B	7 2%	4 1%	9 3%	5 3%	8 3%	6 2%	8 2%	9 2%	7 5% M	4 1%	6 2%	4 2%	2 2%	1 1%	3 3%	-	7 5%	7 2%	* 1%	1 1%	1 1%
Sigma	1615 130%	838 130%	777 131%	502 134%	501 138%	374 124%	237 120%	439 131%	431 123%	570 135%	652 133%	168 126%	433 125%	361 134%	253 138%	108 127%	137 127%	103 112%	125 128%	168 126%	405 138%	81 132%	148 142%	87 109%

Proportions/Means: 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/X
 Overlap formulae used. * small base

Q710. How far will you be traveling for your holiday season travel plans?

Base: Plans To Travel At Least Once Over The Holiday Season

	Gender			Age				Income			Region					DMA									
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	1263	545	718	326	369	346	222	343	440	338	424	123	459	257	115	142	129	125	139	123	130	100	151	109	
Weighted Base	1238	643	595	374	364	302	198	334	352	422	489	133*	347	269	184*	85*	108*	92*	98*	133*	293*	61*	104	80*	
I am traveling within my state.	451 36%	230 36%	221 37%	151 40%	138 38%	102 34%	61 31%	133 40%	120 34%	149 35%	123 25%	40 30%	142 41% K	147 54% KLM	99 54% STUVWX	48 56% STUVWX	65 60% STUVWX	44 48% STUVWX	28 28% W	40 30% W	82 28% W	12 20%	13 12%	22 28% W	
TRAVELING OUTSIDE STATE (NET)	897 72%	473 74%	423 71%	252 67%	270 74%	226 75%	149 75%	217 65%	264 75% H	316 75% H	401 82% MN	104 78% N	233 67%	158 59%	109 59%	49 58%	55 51%	50 55%	81 83% OPQR	104 78% OPQR	233 79% OPQR	52 84% OPQR	97 93% OPORSTUX	66 83% OPQR	
I am traveling to another state, within the same region as my state.	469 38%	251 39%	218 37%	125 33%	146 40%	119 39%	79 40%	122 37%	147 42%	159 38%	209 43% N	51 39%	123 36%	85 32%	59 32%	25 30%	23 21%	23 25%	52 53% OPQR	51 39% Q	120 41% QR	27 44% QR	55 52% OPQR	33 42% QR	
I am traveling to another state, in a different region than my state.	450 36%	241 37%	209 35%	122 33%	136 37%	119 39%	73 37%	97 29%	128 36%	174 41% H	216 44% MN	54 41% N	117 34% N	63 23%	41 22%	22 25%	31 29%	23 25%	39 40% O	54 41% OPR	132 45% OPQR	28 46% OPQR	53 50% OPQR	28 35% OPQR	
TRAVELING OUTSIDE COUNTRY (SUB-NET)	139 11%	64 10%	75 13%	50 13% F	49 13% F	21 7%	20 10%	20 6%	30 8%	69 16% HI	62 13%	9 7%	37 11%	31 12%	23 13%	8 9%	13 12%	8 9%	12 12%	9 7%	45 15%	6 10%	8 8%	8 10%	
I am traveling to another country, within North America.	59 5%	29 5%	30 5%	28 7% F	17 5%	7 2%	7 4%	7 2%	10 3%	31 7% HI	17 3%	2 1%	23 7%	17 6%	15 8%	2 2%	8 7%	6 6%	6 6%	2 1%	9 3%	3 5%	6 6%	2 3%	
I am traveling to another country, outside of North America.	94 8%	45 7%	49 8%	32 9% F	36 10% F	13 4%	13 7%	16 5%	21 6%	47 11% H	46 9%	8 6%	21 6%	19 7%	13 7%	6 7%	9 9%	3 3%	6 6%	8 6% W	36 12% W	5 8%	3 3%	5 7%	
Other	6 1%	2 3%	4 1%	2 1%	3 1%	1 3%	-	1 4%	-	3 1%	3 1%	-	2 2%	2 1%	2 1%	-	-	2 2%	-	-	-	2 3% U	-	1 1%	
Not sure	31 3%	19 3%	12 2%	15 4%	6 2%	9 3%	1 1%	14 4%	5 1%	12 3%	14 3%	2 1%	7 2%	8 3%	8 5%	-	1 1%	4 4%	* *	2 1%	11 4%	1 2%	2 2%	1 1%	
Sigma	1561 126%	817 127%	744 125%	474 127%	482 132%	371 123%	234 118%	389 117%	431 122%	575 136%	629 129%	157 118%	435 125%	341 126%	238 129%	102 120%	136 126%	104 113%	131 134%	157 118%	390 133%	78 127%	132 126%	93 117%	

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/X
 Overlap formulae used. * small base

Q716. This holiday season, are your plans for each of the following more or less compared to your holiday season travel last year?

1 Nov 2012
 Table 9

SUMMARY TABLE OF MORE

Base: Plans To Travel At Least Once Over The Holiday Season

	Gender			Age				Income			Region				DMA									
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	1263	545	718	326	369	346	222	343	440	338	424	123	459	257	115	142	129	125	139	123	130	100	151	109
Weighted Base	1238	643	595	374	364	302	198	334	352	422	489	133*	347	269	184*	85*	108*	92*	98*	133*	293*	61*	104	80*
The distance I plan to travel	439 35%	238 37%	201 34%	161 43% G	130 36% G	103 34% G	45 23%	136 41% I	99 28%	159 38% I	185 38%	48 36%	119 34%	88 33%	56 30% X	32 37% X	30 27%	35 38% X	39 40% X	48 36% X	135 46% OQX	19 31% X	34 33% X	13 16%
The total number of days I plan to be traveling	428 35%	225 35%	203 34%	145 39%	120 33%	106 35%	57 29%	117 35%	101 29%	162 38% I	170 35%	51 38%	123 35%	84 31%	55 30%	30 35% X	36 34%	42 46% OX	31 32%	51 38% X	110 37% X	21 34%	36 34%	16 20%
The number of trips I plan to take	371 30%	183 28%	188 32%	144 39% FG	104 29%	78 26%	44 22%	117 35% I	83 24%	129 31%	144 29%	41 30%	111 32%	76 28%	50 27%	25 30% X	29 27%	37 40% X	35 36% X	41 30% X	96 33% X	18 29%	27 26%	13 16%

Proportions/Means: 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/X
 Overlap formulae used. * small base

Q716. This holiday season, are your plans for each of the following more or less compared to your holiday season travel last year?

1 Nov 2012
 Table 10

SUMMARY TABLE OF LESS

Base: Plans To Travel At Least Once Over The Holiday Season

	Gender			Age				Income			Region				DMA									
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	1263	545	718	326	369	346	222	343	440	338	424	123	459	257	115	142	129	125	139	123	130	100	151	109
Weighted Base	1238	643	595	374	364	302	198	334	352	422	489	133*	347	269	184*	85*	108*	92*	98*	133*	293*	61*	104	80*
The total number of days I plan to be traveling	148 12%	69 11%	79 13%	49 13%	36 10%	38 13%	25 13%	48 14%	37 10%	46 11%	52 11%	13 10%	41 12%	43 16%	33 18% W	9 11% W	13 12% W	11 12% W	15 15% W	13 10%	26 9%	6 9%	4 3% PTUW	18 23% W
The number of trips I plan to take	146 12%	67 10%	79 13%	53 14%	35 10%	38 13%	20 10%	57 17% J	45 13%	35 8%	58 12%	20 15%	39 11%	29 11%	20 11%	9 11%	10 10%	12 13% W	14 14% W	20 15% W	33 11%	8 13%	5 5%	16 20% W
The distance I plan to travel	122 10%	54 8%	68 11%	47 13%	27 7%	27 9%	21 11%	35 11%	33 9%	34 8%	42 9%	13 10%	27 8%	40 15% M	34 18% PQUW	6 7%	5 5%	7 7%	12 12%	13 10%	21 7%	5 7%	5 5%	15 19% PQRUW

Proportions/Means: 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/X
 Overlap formulae used. * small base

Q716. This holiday season, are your plans for each of the following more or less compared to your holiday season travel last year?

1 Nov 2012
 Table 11

SUMMARY TABLE OF THE SAME

Base: Plans To Travel At Least Once Over The Holiday Season

	Gender			Age				Income			Region				DMA									
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	1263	545	718	326	369	346	222	343	440	338	424	123	459	257	115	142	129	125	139	123	130	100	151	109
Weighted Base	1238	643	595	374	364	302	198	334	352	422	489	133*	347	269	184*	85*	108*	92*	98*	133*	293*	61*	104	80*
The number of trips I plan to take	721 58%	394 61%	327 55%	177 47%	225 62% D	186 62% D	133 67% D	160 48%	225 64% H	258 61% H	287 59%	73 55%	197 57%	164 61%	113 62%	51 60%	69 64% R	43 47%	48 50%	73 55%	165 56%	36 59%	72 69% RS	51 64% R
The distance I plan to travel	677 55%	352 55%	326 55%	165 44%	207 57% D	172 57% D	133 67% D	162 49%	221 63% H	228 54%	262 54%	73 54%	201 58%	142 53%	94 51%	48 56%	73 68% OSU	50 55%	47 48%	73 54%	138 47%	38 62%	64 62% U	52 66% SU
The total number of days I plan to be traveling	662 53%	349 54%	312 53%	179 48%	209 57%	159 52%	116 58%	169 51%	214 61% HJ	214 51%	267 55%	69 52%	183 53%	142 53%	96 52%	46 54%	59 54%	39 42%	51 53%	69 52%	157 54%	35 57%	65 62% R	45 57%

Proportions/Means: 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/X
 Overlap formulae used. * small base

Q716_1. This holiday season, are your plans for each of the following more or less compared to your holiday season travel last year?
 1. The number of trips I plan to take

1 Nov 2012
 Table 12

Base: Plans To Travel At Least Once Over The Holiday Season

	Gender		Age				Income			Region				DMA										
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	1263	545	718	326	369	346	222	343	440	338	424	123	459	257	115	142	129	125	139	123	130	100	151	109
Weighted Base	1238	643	595	374	364	302	198	334	352	422	489	133*	347	269	184*	85*	108*	92*	98*	133*	293*	61*	104	80*
MORE (NET)	371 30%	183 28%	188 32%	144 39% FG	104 29%	78 26%	44 22%	117 35% I	83 24%	129 31%	144 29%	41 30%	111 32%	76 28%	50 27%	25 30% X	29 27%	37 40% X	35 36% X	41 30% X	96 33% X	18 29%	27 26%	13 16%
A lot more	88 7%	49 8%	39 7%	43 12% FG	27 7%	11 3%	7 4%	39 12% I	9 3%	31 7% I	45 9%	8 6%	21 6%	13 5%	7 4%	7 8%	6 6%	9 9%	5 5%	8 6%	31 10%	6 9%	7 6%	3 4%
Somewhat more	283 23%	134 21%	149 25%	101 27%	77 21%	68 22%	37 19%	78 23%	73 21%	99 23%	99 20%	32 24%	89 26%	62 23%	44 24%	19 22%	23 21%	28 31% X	30 31% X	32 24%	65 22%	12 20%	21 20%	10 12%
The same	721 58%	394 61%	327 55%	177 47%	225 62% D	186 62% D	133 67% D	160 48%	225 64% H	258 61% H	287 59%	73 55%	197 57%	164 61%	113 62%	51 60%	69 64% R	43 47%	48 50%	73 55%	165 56%	36 59%	72 69% RS	51 64% R
LESS (NET)	146 12%	67 10%	79 13%	53 14%	35 10%	38 13%	20 10%	57 17% J	45 13%	35 8%	58 12%	20 15%	39 11%	29 11%	20 11%	9 11%	10 10%	12 13% W	14 14% W	20 15% W	33 11%	8 13%	5 5%	16 20% W
Somewhat less	92 7%	47 7%	45 8%	37 10%	21 6%	18 6%	17 8%	34 10%	33 9%	22 5%	40 8%	12 9%	27 8%	13 5%	7 4%	6 7%	8 8%	7 7%	10 10%	12 9%	24 8%	7 12% W	3 3%	8 10%
A lot less	54 4%	20 3%	34 6%	16 4%	14 4%	20 7% G	4 2%	23 7%	12 3%	12 3%	18 4%	8 6%	12 4%	16 6%	13 7%	3 4%	2 2%	5 6%	4 4%	8 6%	9 3%	1 1%	2 1% QUVW	8 10%
Sigma	1238 100%	643 100%	595 100%	374 100%	364 100%	302 100%	198 100%	334 100%	352 100%	422 100%	489 100%	133 100%	347 100%	269 100%	184 100%	85 100%	108 100%	92 100%	98 100%	133 100%	293 100%	61 100%	104 100%	80 100%

Proportions/Means: 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/X
 Overlap formulae used. * small base

Q716_2. This holiday season, are your plans for each of the following more or less compared to your holiday season travel last year?
 2. The distance I plan to travel

1 Nov 2012
 Table 13

Base: Plans To Travel At Least Once Over The Holiday Season

	Gender		Age				Income			Region				DMA										
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	1263	545	718	326	369	346	222	343	440	338	424	123	459	257	115	142	129	125	139	123	130	100	151	109
Weighted Base	1238	643	595	374	364	302	198	334	352	422	489	133*	347	269	184*	85*	108*	92*	98*	133*	293*	61*	104	80*
MORE (NET)	439 35%	238 37%	201 34%	161 43% G	130 36% G	103 34% G	45 23%	136 41% I	99 28%	159 38% I	185 38%	48 36%	119 34%	88 33%	56 30% X	32 37% X	30 27%	35 38% X	39 40% X	48 36% X	135 46% OQX	19 31% X	34 33% X	13 16%
A lot more	199 16%	109 17%	90 15%	75 20%	60 17%	40 13%	23 12%	58 17% I	33 9%	81 19% I	93 19%	18 14%	56 16%	31 12%	15 8% O	16 18% O	16 15%	15 17%	17 17%	18 14%	68 23% OX	10 17%	16 16%	7 8%
Somewhat more	240 19%	129 20%	111 19%	86 23% G	70 19% G	63 21% G	21 11%	78 23% I	66 19%	78 18% I	92 19%	29 22%	63 18%	57 21%	41 22% X	16 19% X	13 12%	20 21% X	22 22% X	29 22% X	67 23% X	9 14%	18 17%	6 7%
The same	677 55%	352 55%	326 55%	165 44%	207 57% D	172 57% D	133 67% D	162 49%	221 63% H	228 54%	262 54%	73 54%	201 58%	142 53%	94 51%	48 56%	73 68% OSU	50 55%	47 48%	73 54%	138 47%	38 62%	64 62% U	52 66% SU
LESS (NET)	122 10%	54 8%	68 11%	47 13%	27 7%	27 9%	21 11%	35 11%	33 9%	34 8%	42 9%	13 10%	27 8%	40 15% M	34 18% PQUW	6 7%	5 5%	7 7%	12 12%	13 10%	21 7%	5 7%	5 5% PQRUW	15 19%
Somewhat less	73 6%	26 4%	47 8% B	29 8%	18 5%	12 4%	14 7%	18 5%	24 7%	14 3%	17 3%	10 8%	18 5%	28 10% KM	25 14% PQU	3 3%	4 3%	4 5%	7 7%	10 8% U	6 2%	3 4%	5 5% U	6 8% U
A lot less	49 4%	28 4%	21 4%	18 5%	9 2%	15 5%	7 4%	17 5%	9 2%	21 5%	25 5%	3 2%	9 3%	12 4%	9 5%	3 4%	2 2%	2 3%	5 5%	3 2%	15 5%	2 3%	* *	8 11% QTW
Sigma	1238 100%	643 100%	595 100%	374 100%	364 100%	302 100%	198 100%	334 100%	352 100%	422 100%	489 100%	133 100%	347 100%	269 100%	184 100%	85 100%	108 100%	92 100%	98 100%	133 100%	293 100%	61 100%	104 100%	80 100%

Proportions/Means: 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/X
 Overlap formulae used. * small base

Q716_3. This holiday season, are your plans for each of the following more or less compared to your holiday season travel last year?

1 Nov 2012
 Table 14

3. The total number of days I plan to be traveling

Base: Plans To Travel At Least Once Over The Holiday Season

	Gender		Age				Income			Region				DMA										
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	1263	545	718	326	369	346	222	343	440	338	424	123	459	257	115	142	129	125	139	123	130	100	151	109
Weighted Base	1238	643	595	374	364	302	198	334	352	422	489	133*	347	269	184*	85*	108*	92*	98*	133*	293*	61*	104	80*
MORE (NET)	428 35%	225 35%	203 34%	145 39%	120 33%	106 35%	57 29%	117 35%	101 29%	162 38%	170 35%	51 38%	123 35%	84 31%	55 30%	30 35%	36 34%	42 46%	31 32%	51 38%	110 37%	21 34%	36 34%	16 20%
A lot more	135 11%	64 10%	71 12%	44 12%	47 13%	24 8%	20 10%	43 13%	22 6%	53 13%	69 14%	12 9%	37 11%	18 7%	6 3%	12 14%	11 10%	15 16%	10 10%	12 9%	49 17%	7 11%	7 7%	6 8%
Somewhat more	293 24%	161 25%	132 22%	101 27%	73 20%	82 27%	37 19%	75 22%	80 23%	109 26%	101 21%	39 29%	86 25%	67 25%	49 26%	18 21%	25 23%	27 30%	21 22%	39 29%	61 21%	14 23%	29 27%	10 12%
The same	662 53%	349 54%	312 53%	179 48%	209 57%	159 52%	116 58%	169 51%	214 61%	214 51%	267 55%	69 52%	183 53%	142 53%	96 52%	46 54%	59 54%	39 42%	51 53%	69 52%	157 54%	35 57%	65 62%	45 57%
LESS (NET)	148 12%	69 11%	79 13%	49 13%	36 10%	38 13%	25 13%	48 14%	37 10%	46 11%	52 11%	13 10%	41 12%	43 16%	33 18%	9 11%	13 12%	11 12%	15 15%	13 10%	26 9%	6 9%	4 3%	18 23%
Somewhat less	106 9%	49 8%	57 10%	36 10%	26 7%	25 8%	19 10%	30 9%	28 8%	33 8%	36 7%	12 9%	28 8%	31 11%	25 13%	6 7%	11 10%	5 6%	10 10%	12 9%	19 6%	4 6%	3 3%	12 15%
A lot less	42 3%	20 3%	22 4%	13 4%	10 3%	13 4%	6 3%	18 5%	8 2%	13 3%	16 3%	1 1%	13 4%	12 4%	9 5%	3 4%	2 2%	6 6%	5 5%	1 1%	8 3%	2 3%	1 1%	6 8%
Sigma	1238 100%	643 100%	595 100%	374 100%	364 100%	302 100%	198 100%	334 100%	352 100%	422 100%	489 100%	133 100%	347 100%	269 100%	184 100%	85 100%	108 100%	92 100%	98 100%	133 100%	293 100%	61 100%	104 100%	80 100%

Proportions/Means: 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/X
 Overlap formulae used. * small base

Q720. Which of the following are reasons you will be traveling this holiday season?

Base: Plans To Travel At Least Once Over The Holiday Season

	Gender			Age				Income			Region					DMA								
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	1263	545	718	326	369	346	222	343	440	338	424	123	459	257	115	142	129	125	139	123	130	100	151	109
Weighted Base	1238	643	595	374	364	302	198	334	352	422	489	133*	347	269	184*	85*	108*	92*	98*	133*	293*	61*	104	80*
To spend the holiday(s) with my family	831 67%	414 64%	418 70%	265 71%	238 65%	200 66%	128 65%	218 65%	247 70%	280 66%	316 65%	87 66%	243 70%	185 69%	124 67%	61 72%	76 70%	61 66%	73 75%	87 66%	178 61%	42 69%	73 70%	55 69%
For vacation	447 36%	257 40% C	190 32%	149 40% G	155 43% G	103 34% G	41 20%	106 32%	113 32%	175 42% HI	180 37%	49 37%	104 30%	114 42% M	87 47% PQRSX	27 32%	33 31%	27 30%	29 30%	49 37%	121 41% X	20 33%	34 33%	19 24%
To get away from my everyday life	324 26%	171 27%	153 26%	95 25% G	101 28% G	95 31% G	34 17%	99 30%	90 26%	111 26%	129 26%	35 26%	93 27%	67 25%	48 26%	20 23%	21 20%	32 35% Q	28 28%	35 26%	71 24%	18 30%	30 29%	22 28%
To spend the holiday(s) with friends	285 23%	163 25%	122 21%	118 31% FG	84 23% G	53 17%	30 15%	95 29%	82 23%	91 22%	116 24%	28 21%	83 24%	58 22%	39 21%	19 22%	16 15%	27 29% Q	27 28% Q	28 21%	64 22%	15 24%	28 27% Q	22 27%
To make the most of my paid time-off (i.e., taking vacation time with holiday time)	183 15%	95 15%	87 15%	68 18% G	67 18% G	43 14% G	5 3%	37 11%	62 18%	73 17%	85 17%	18 14%	41 12%	39 14%	27 15%	12 14%	6 6%	13 14%	14 14%	18 14%	52 18% Q	10 17% Q	14 13%	16 21% Q
For a change of weather (e.g., to escape the cold or to go skiing)	141 11%	74 12%	67 11%	41 11%	49 13%	35 12%	17 8%	24 7%	24 7%	81 19% HI	78 16% MN	18 14%	28 8%	18 7%	9 5%	9 10%	6 5%	5 5%	12 12%	18 14%	43 15% OQ	13 21% OQR	15 14% OQ	12 15% OQR
To celebrate an occasion other than the holiday (e.g., wedding or graduation)	133 11%	59 9%	74 12%	47 13%	42 12%	24 8%	21 10%	28 8%	54 15% H	39 9%	56 11%	10 7%	39 11%	29 11%	21 11%	9 10%	7 6%	11 12%	20 20% QTW	10 7%	31 11%	6 9%	6 5%	15 19% QTW
To escape the chaos of the holiday season	93 7%	49 8%	44 7%	25 7% G	38 11% G	23 7%	7 3%	25 7%	21 6%	37 9%	44 9%	7 5%	19 6%	23 8%	17 9%	5 6%	6 6%	3 3%	8 8%	7 5%	32 11%	6 10%	5 5%	4 5%
Other	44 4%	17 3%	26 4%	9 2%	8 2%	15 5%	12 6%	12 4%	10 3%	18 4%	15 3%	*	10 3%	18 7% L	15 8% ST	3 3%	6 6% T	3 3%	1 1%	*	8 3%	1 2%	3 3%	2 3%
Not sure	12 1%	7 1%	5 1%	7 2%	3 1%	1 1%	1 1%	6 2%	2 1%	3 1%	4 1%	1 1%	3 1%	5 2%	5 3%	-	-	1 1%	-	1 1%	3 1%	-	2 2%	1 1%
Sigma	2493 201%	1307 203%	1186 199%	822 220%	784 215%	592 196%	295 149%	649 194%	703 200%	909 216%	1022 209%	253 189%	662 191%	556 207%	393 213%	164 192%	177 164%	182 199%	211 216%	253 189%	604 206%	132 215%	210 201%	169 212%

Proportions/Means: 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/X
 Overlap formulae used. * small base

Q725. Which of the following are reasons you will not be traveling this holiday season?

Base: Does Not Plan To Travel Over The Holiday Season

	Gender			Age				Income			Region				DMA									
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	1244	462	782	235	349	359	301	504	375	188	472	127	397	248	135	113	121	125	113	127	120	150	99	141
Weighted Base	1269	544	724	316	352	342	259	490	315	262	541	147*	293	287	227*	60*	98*	96*	73*	147*	311*	87*	71*	98*
I don't have the money.	592 47%	224 41%	368 51% B	180 57% G	162 46% G	160 47% G	91 35%	291 59% IJ	142 45% J	85 32%	220 41%	76 51%	152 52% K	144 50%	117 52% V	27 44%	42 43% PQUVWX	59 62% V	39 53% V	76 51% V	135 43%	31 36%	29 40%	38 38%
I am spending the holiday(s) with my family in town.	546 43%	199 37%	346 48% B	96 30%	153 43% D	161 47% D	135 52% D	157 32%	160 51% H	152 58% H	254 47%	67 46%	121 41%	103 36%	79 35%	24 40%	34 35%	45 47%	33 45%	67 46%	139 45%	42 49%	30 41%	52 53% OQ
I like being home for the holiday(s).	483 38%	218 40%	265 37%	96 30%	123 35%	134 39%	131 51% DEF	151 31%	135 43% H	115 44% H	210 39%	53 36%	102 35%	119 41%	94 42%	24 40%	31 32%	30 31%	28 39%	53 36%	98 32%	46 53% QRTU	35 49% QRU	43 44%
I dislike traveling during the holiday season in particular.	241 19%	113 21%	128 18%	32 10%	62 17%	85 25% D	63 24% D	69 14%	51 16%	69 26% HI	116 21%	28 19%	50 17%	46 16%	29 13%	17 28% OQS	13 14%	22 22%	9 13%	28 19%	67 22%	18 21%	13 18%	24 25% O
Travel arrangements during the holiday season are expensive.	240 19%	102 19%	138 19%	45 14%	66 19%	78 23%	51 20%	68 14%	49 15%	71 27% HI	104 19%	35 23%	55 19%	46 16%	32 14%	14 24% W	23 24% W	18 18%	13 17%	35 23% W	64 21%	16 18%	6 8%	20 20% W
It's too difficult to travel during the holiday season.	226 18%	99 18%	128 18%	35 11%	50 14%	73 21% D	68 26% DE	70 14%	46 15%	74 28% HI	97 18%	29 20%	51 17%	50 17%	37 16%	13 22% W	12 12%	20 20% W	17 24% VW	29 20% W	56 18%	10 11%	5 6%	29 23% QVW
I don't have a place I would like to go.	172 14%	91 17% C	81 11%	43 14%	44 13%	52 15%	33 13%	63 13%	34 11%	45 17%	73 14%	22 15%	35 12%	42 15%	29 13%	12 21% W	12 12%	15 15%	8 11%	22 15%	44 14%	13 15%	6 8%	10 10%
I don't have the vacation time from work.	146 12%	76 14%	71 10%	49 15% G	47 13% G	43 12% G	8 3%	40 8%	45 14%	38 14%	62 12%	10 7%	41 14%	33 11%	24 11%	8 13% T	16 16%	8 9%	13 18% T	10 7%	37 12%	8 9%	9 13%	12 12%
I am spending the holiday(s) with friends in town.	89 7%	46 8%	43 6%	23 7%	19 6%	24 7%	22 8%	32 6%	31 10%	16 6%	24 5%	16 11% K	21 7%	27 9%	21 9%	7 11% U	9 9%	5 5%	6 9%	16 11% U	9 3%	7 8%	5 6%	5 5%
I dislike traveling, in general.	76 6%	41 8%	35 5%	12 4%	21 6%	23 7%	20 8%	31 6%	13 4%	15 6%	27 5%	17 12% K	18 6%	14 5%	9 4%	5 8%	4 4%	4 4%	6 9%	17 12% O	14 4%	8 10%	4 6%	4 4%
I haven't had the time to plan anything.	74 6%	43 8%	30 4%	41 13% EFG	18 5%	7 2%	9 3%	23 5%	24 7%	16 6%	33 6%	2 2%	20 7%	19 6%	13 6%	5 9% T	6 6%	11 12% T	3 4%	2 2%	14 5%	8 10% T	6 8% T	5 5%
It's too difficult to travel with my kids.	17 1%	5 1%	11 2%	5 2%	10 3% G	2 1%	-	4 1%	5 2%	7 3%	8 1%	3 2%	4 1%	2 1%	1	2 3%	*	1 1%	2 3%	3 2%	2 1%	2 2%	2 3%	2 2%
Other	75 6%	29 5%	46 6%	10 3%	16 5%	29 9%	20 8%	28 6%	13 4%	20 8%	26 5%	13 9%	16 6%	19 7%	12 5%	7 11%	6 7%	5 5%	4 6%	13 9%	13 4%	6 7%	3 4%	6 6%
Not sure	41 3%	16 3%	24 3%	22 7% F	10 3%	2 1%	6 2%	21 4% I	3 1%	6 2%	10 2%	5 3%	17 6% K	10 3%	9 4%	1 1%	9 10% PSUVX	5 5%	1 1%	5 3%	7 2%	1 1%	1 2%	1 1%
Sigma	3017 238%	1304 240%	1713 236%	688 218%	800 227%	872 255%	656 253%	1047 214%	751 238%	729 278%	1265 234%	376 255%	703 240%	673 234%	507 223%	166 275%	218 223%	248 258%	182 250%	376 255%	700 225%	217 251%	153 214%	250 254%

Proportions/Means: 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/X
 Overlap formulae used. * small base

Q800. Other than company holidays, do you plan to take vacation time from work over the holiday season?

1 Nov 2012
 Table 17

Base: Employed

	Gender			Age				Income			Region				DMA									
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	1448	643	805	357	538	439	114	385	520	386	515	132	511	290	138	152	146	139	155	132	140	148	159	139
Weighted Base	1438	770	667	412	538	394	95*	361	429	494	583	160*	380	315	228*	86*	136*	96*	99*	160*	333*	90*	109	101*
Yes	590 41%	335 43%	255 38%	159 39%	256 48% F	140 36%	35 37%	98 27%	167 39% H	282 57% HI	235 40%	63 39%	157 41%	135 43%	104 45%	32 37%	60 44%	39 40%	35 36%	63 39%	138 41%	35 39%	50 46%	35 35%
No	646 45%	339 44%	307 46%	169 41%	226 42%	213 54% DEG	38 40%	194 54% J	201 47% J	168 34%	282 48%	65 41%	166 44%	133 42%	94 41%	39 45%	62 46%	46 48%	42 43%	65 41%	164 49%	44 49%	42 38%	48 48%
Not sure yet	202 14%	97 13%	105 16%	84 20% EF	56 10%	41 10%	21 23% EF	70 19% J	61 14%	44 9%	66 11%	32 20% K	57 15%	47 15%	31 14%	16 18%	14 10%	12 12%	21 20% QU	32 20% U	31 9%	10 11%	17 15%	18 18%
Sigma	1438 100%	770 100%	667 100%	412 100%	538 100%	394 100%	95 100%	361 100%	429 100%	494 100%	583 100%	160 100%	380 100%	315 100%	228 100%	86 100%	136 100%	96 100%	99 100%	160 100%	333 100%	90 100%	109 100%	101 100%

Proportions/Means: 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/X
 Overlap formulae used. * small base

Q805. Do you plan to work at all during your time off over the holiday season?

Base: Plans To Take Time Off

	Gender			Age				Income			Region				DMA									
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	560	273	287	139	222	157	42	105	193	212	191	50	211	108	55	53	63	53	61	50	55	52	72	46
Weighted Base	590	335	255	159*	256	140	35**	98*	167*	282	235*	63*	157	135*	104*	32*	60*	39*	35*	63*	138*	35*	50*	35*
Yes	148 25%	99 30% C	49 19%	45 28%	53 21%	36 26%	14 38%	15 16%	36 22%	86 31% H	59 25%	12 20%	40 26%	37 27%	25 25%	11 35% Q	8 14%	12 30%	14 40% Q	12 20%	34 24%	11 31%	13 26%	7 21%
No	367 62%	195 58%	172 67%	92 58%	163 64%	95 68%	17 49%	58 60%	117 70%	160 57%	141 60%	47 75%	98 63%	81 59%	64 62%	16 51%	46 77% PRSU	21 54%	16 45%	47 75% PS	76 55%	21 59%	35 70% S	25 71% S
Not sure yet	76 13%	41 12%	35 14%	23 14%	40 16% F	9 6%	4 12%	24 24% I	15 9%	36 13%	35 15%	3 5%	19 12%	18 14%	14 13%	4 14%	6 10%	6 16%	5 15%	3 5%	29 21% W	3 10%	2 4%	3 8%
Sigma	590 100%	335 100%	255 100%	159 100%	256 100%	140 100%	35 100%	98 100%	167 100%	282 100%	235 100%	63 100%	157 100%	135 100%	104 100%	32 100%	60 100%	39 100%	35 100%	63 100%	138 100%	35 100%	50 100%	35 100%

Proportions/Means: 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/X
 Overlap formulae used. * small base, ** very small base (under 30) ineligible for sig testing

Q810. To what extent do you plan to work during your time off over the holiday season?

Base: Plans To Work During Time Off

	Gender			Age				Income			Region				DMA									
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	150	86	64	37	52	47	14	22	51	63	54	10	54	32	15	17	9	19	18	10	17	16	18	11
Weighted Base	148*	99*	49*	45**	53*	36**	14**	15**	36*	86*	59*	12**	40*	37**	25**	11**	8**	12**	14**	12**	34**	11**	13**	7**
Very little (e.g., rarely checking email or voicemail, but not actively working on anything)	14 10%	8 8%	6 12%	4 8%	6 12%	3 9%	1 7%	2 10%	4 10%	6 7%	8 13%	1 10%	2 4%	3 9%	2 9%	1 11%	-	* 2%	-	1 10%	3 9%	3 25%	2 13%	2 23%
Some (e.g., occasionally checking email or voicemail, and only working on what is necessary)	59 40%	36 37%	23 47%	20 45%	20 38%	13 35%	6 47%	6 40%	16 45%	34 39%	21 35%	6 52%	16 39%	16 45%	11 42%	6 51%	5 59%	2 20%	6 43%	6 52%	11 34%	4 37%	4 34%	4 50%
A moderate amount (e.g., usually available on email or phone, keeping things moving, but not full-time)	53 36%	39 40%	14 28%	14 31%	18 34%	15 43%	5 40%	6 42%	14 38%	31 36%	23 39%	2 14%	19 47%	9 26%	5 21%	4 38%	2 20%	9 75%	6 45%	2 14%	15 43%	2 22%	6 46%	2 28%
A great deal (e.g., always available on email or phone and actively working full-time)	21 15%	15 15%	6 13%	7 16%	9 17%	5 13%	1 6%	1 8%	2 6%	15 18%	7 12%	3 24%	4 10%	7 20%	7 29%	-	2 21%	* 4%	2 12%	3 24%	5 14%	2 16%	1 7%	-
Sigma	148 100%	99 100%	49 100%	45 100%	53 100%	36 100%	14 100%	15 100%	36 100%	86 100%	59 100%	12 100%	40 100%	37 100%	25 100%	11 100%	8 100%	12 100%	14 100%	12 100%	34 100%	11 100%	13 100%	7 100%

Proportions/Means: 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/X
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q815. Which of the following are reasons you will be working during your time off over the holiday season?

Base: Plans To Work During Time Off

	Gender			Age				Income			Region				DMA									
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	150	86	64	37	52	47	14	22	51	63	54	10	54	32	15	17	9	19	18	10	17	16	18	11
Weighted Base	148*	99*	49*	45**	53*	36**	14**	15**	36*	86*	59*	12**	40*	37**	25**	11**	8**	12**	14**	12**	34**	11**	13**	7**
To avoid work piling up while I'm out of the office	80 54%	49 49%	31 63%	16 35%	33 63%	21 59%	9 66%	4 24%	19 54%	51 59%	36 61%	8 68%	22 55%	13 35%	7 26%	6 56%	5 66%	4 33%	8 68%	8 68%	19 56%	7 69%	9 70%	5 69%
I don't like being out of the loop while I'm away	40 27%	28 28%	13 26%	9 20%	19 35%	7 19%	6 41%	3 17%	9 24%	27 31%	15 25%	5 37%	12 30%	9 25%	7 29%	2 16%	5 56%	2 14%	2 18%	5 37%	7 20%	3 25%	6 47%	2 27%
I enjoy working	37 25%	27 27%	11 22%	11 25%	9 17%	10 27%	8 56%	4 25%	9 25%	22 25%	14 24%	3 20%	12 30%	8 23%	6 22%	3 24%	3 39%	4 34%	3 20%	3 20%	9 28%	2 21%	4 30%	1 9%
To catch up on uncompleted projects	35 24%	20 20%	15 30%	6 14%	13 25%	8 22%	7 55%	5 32%	8 23%	20 23%	13 21%	1 5%	11 29%	10 29%	5 18%	6 53%	6 76%	* 4%	4 28%	1 5%	6 19%	3 24%	3 25%	1 13%
To meet a deadline	24 16%	17 18%	7 13%	6 13%	9 16%	9 24%	1 4%	3 22%	7 20%	13 15%	8 14%	4 31%	4 11%	8 21%	4 15%	4 34%	2 19%	2 21%	* 2%	4 31%	4 13%	1 13%	2 12%	1 14%
Because I am self-employed	22 15%	19 19%	3 6%	8 17%	3 6%	8 21%	3 25%	1 8%	8 21%	13 15%	7 11%	1 5%	5 11%	10 28%	8 29%	3 25%	- -	1 6%	4 28%	1 5%	3 8%	3 30%	- -	1 9%
Because my co-workers will also be working	20 13%	14 14%	6 12%	2 5%	7 13%	9 24%	4 14%	5 32%	1 4%	13 15%	10 16%	1 8%	6 14%	4 10%	1 5%	2 21%	1 8%	2 15%	3 22%	1 8%	4 13%	1 14%	2 12%	2 31%
My boss requires me to	14 10%	7 8%	7 14%	2 5%	8 14%	4 12%	* 3%	2 13%	3 9%	7 8%	5 8%	4 30%	2 6%	4 10%	2 8%	2 15%	2 20%	1 5%	- -	4 30%	3 8%	* 2%	* 2%	2 23%
To make myself look good to my boss	12 8%	8 8%	4 8%	5 11%	7 13%	* -	1 5%	3 20%	1 4%	8 9%	1 1%	2 17%	5 12%	5 13%	3 13%	2 15%	* 6%	2 18%	2 14%	2 17%	- -	* 2%	* 2%	* 5%
To avoid boredom	8 6%	8 8%	1 1%	2 5%	2 3%	1 4%	3 21%	2 13%	3 8%	2 2%	5 9%	2 13%	2 4%	- -	- -	- -	1 9%	1 6%	* 1%	2 13%	3 10%	- -	2 13%	- -
I'm afraid I'll be fired or face other retribution if I don't	6 4%	4 4%	3 6%	2 6%	2 3%	2 6%	- -	2 12%	1 2%	2 2%	2 4%	- -	2 5%	2 6%	2 8%	* 2%	- -	* 4%	2 11%	- -	- -	* 4%	- -	2 23%
Other	24 16%	14 14%	11 22%	14 31%	5 10%	5 14%	- -	3 20%	9 24%	10 11%	10 17%	2 19%	6 16%	5 15%	5 19%	1 6%	1 8%	3 26%	2 17%	2 19%	9 27%	1 8%	1 4%	- -
Sigma	324 219%	214 216%	110 224%	83 186%	117 219%	85 234%	39 289%	37 238%	79 219%	188 217%	125 212%	32 254%	89 223%	79 215%	49 192%	30 268%	25 307%	22 186%	31 222%	32 254%	68 202%	23 211%	28 216%	17 224%

Proportions/Means: 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/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q900. Thinking specifically of Thanksgiving dinner, which of the following do you prefer?

Base: Qualified Respondents

	Gender			Age				Income			Region				DMA									
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2507	1007	1500	561	718	705	523	847	815	526	896	250	856	505	250	255	250	250	252	250	250	250	250	250
Weighted Base	2507	1188	1319	689	716	645	457	824	667	684	1030	281	639	557	411	145	206	188	170	281	604	148	175	178
HOME-COOKED MEAL (NET)	2204 88%	1039 87%	1165 88%	590 86%	635 89%	563 87%	415 91%	708 86%	592 89%	607 89%	931 90%	245 87%	552 86%	476 86%	346 84%	130 90%	177 86%	161 86%	146 86%	245 87%	543 90%	138 94%	156 89%	160 90%
Having a home-cooked meal at my own home	1289 51%	641 54%	648 49%	346 50%	359 50%	357 55%	227 50%	411 50%	349 52%	347 51%	537 52%	143 51%	331 52%	278 50%	204 50%	74 51%	95 46%	103 55%	93 54%	143 51%	307 51%	88 60%	101 58%	81 46%
Having a home-cooked meal at someone else's home	915 36%	398 34%	517 39%	244 35%	277 39%	206 32%	188 41%	297 36%	243 36%	260 38%	394 38%	102 36%	221 35%	198 36%	142 34%	56 39%	82 40%	59 31%	53 31%	102 36%	236 39%	50 34%	55 32%	79 44%
PREPARED FOOD (NET)	177 7%	93 8%	84 6%	57 8%	45 6%	44 7%	32 7%	63 8%	46 7%	57 8%	55 5%	25 9%	52 8%	44 8%	35 9%	9 6%	19 9%	11 6%	16 9%	25 9%	30 5%	4 3%	13 7%	15 8%
Eating out at a restaurant	139 6%	76 6%	64 5%	46 7%	33 5%	33 5%	27 6%	51 6%	31 5%	50 7%	48 5%	21 8%	42 7%	27 5%	22 5%	6 4%	16 8%	9 5%	12 7%	21 8%	27 5%	3 2%	11 6%	12 7%
Having prepared food/take-out from a store or restaurant	37 1%	17 1%	20 2%	11 2%	12 2%	10 2%	4 1%	12 1%	14 2%	8 1%	7 1%	3 1%	10 2%	17 3%	14 3%	3 2%	3 1%	2 1%	3 2%	3 1%	2 1%	1 1%	2 1%	3 1%
Something else	37 1%	14 1%	23 2%	10 1%	5 1%	18 3%	4 1%	12 1%	16 2%	8 1%	11 1%	2 1%	15 2%	9 2%	7 2%	2 1%	3 1%	10 5%	1 1%	2 1%	6 1%	3 2%	2 1%	1 1%
NA - I do not celebrate Thanksgiving.	89 4%	42 4%	47 4%	33 5%	31 4%	20 3%	6 1%	40 5%	14 2%	11 2%	32 3%	9 3%	21 3%	27 5%	23 6%	5 3%	6 3%	5 3%	8 4%	9 3%	25 4%	2 2%	4 2%	2 1%
Sigma	2507 100%	1188 100%	1319 100%	689 100%	716 100%	645 100%	457 100%	824 100%	667 100%	684 100%	1030 100%	281 100%	639 100%	557 100%	411 100%	145 100%	206 100%	188 100%	170 100%	281 100%	604 100%	148 100%	175 100%	178 100%

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/X
 Overlap formulae used.

Q905. And, which of the following do you usually do for Thanksgiving dinner?

Base: Celebrates Thanksgiving

	Gender			Age				Income			Region					DMA								
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2434	976	1458	541	693	685	515	813	801	516	875	245	830	484	239	245	241	243	245	245	242	246	244	244
Weighted Base	2418	1146	1272	657	685	624	451	784	653	673	998	272	619	529	388	141	199	183	163	272	579	146	171	176
HOME-COOKED MEAL (NET)	2222 92%	1037 90%	1185 93%	582 89%	639 93%	580 93%	421 93%	710 91%	607 93%	604 90%	940 94% N	252 92%	567 92%	464 88%	332 86%	132 93% O	182 91%	169 92%	148 91%	252 92%	546 94% O	139 95% O	160 93% O	163 93%
Have a home-cooked meal at my own home	1231 51%	579 51%	652 51%	283 43%	355 52% D	367 59% DG	227 50%	405 52%	329 50%	317 47%	515 52%	137 50%	327 53%	252 48%	178 46%	75 53%	98 49%	109 59% OX	85 52%	137 50%	298 51%	80 55%	96 56% X	77 44%
Have a home-cooked meal at someone else's home	990 41%	457 40%	533 42%	300 46% F	283 41% F	213 34%	194 43% F	305 39%	278 43%	287 43%	424 43%	115 42%	239 39%	212 40%	155 40%	57 41%	84 42%	60 33%	63 39%	115 42%	248 43%	59 41%	64 37%	85 48% RW
PREPARED FOOD (NET)	156 6%	86 8%	70 6%	57 9%	41 6%	35 6%	24 5%	49 6%	41 6%	60 9%	44 4%	19 7%	43 7%	50 9% K	43 11% UVW	7 5%	16 8%	10 6%	15 9% V	19 7%	24 4%	5 3%	6 4%	12 7%
Eat out at a restaurant	101 4%	52 5%	49 4%	37 6%	20 3%	25 4%	19 4%	33 4%	24 4%	41 6%	30 3%	13 5%	32 5%	25 5%	20 5%	5 4%	15 8% UV	8 4%	8 5%	13 5%	16 3%	3 2%	5 3%	9 5%
Have prepared food/take-out from a store or restaurant	55 2%	34 3%	21 2%	20 3%	21 3%	10 2%	5 1%	16 2%	18 3%	19 3%	14 1%	6 2%	11 2%	24 5% KM	23 6% PQUW	2 1%	1 1%	2 1%	7 4% Q	6 2%	8 1%	2 1%	1 1%	4 2%
Something else	40 2%	23 2%	17 1%	18 3%	6 1%	10 2%	6 1%	25 3% I	5 1%	8 1%	14 1%	1 *	9 1%	16 3%	13 3%	3 2%	2 1%	4 2%	* *	1 *	9 2%	2 1%	5 3%	1 *
Sigma	2418 100%	1146 100%	1272 100%	657 100%	685 100%	624 100%	451 100%	784 100%	653 100%	673 100%	998 100%	272 100%	619 100%	529 100%	388 100%	141 100%	199 100%	183 100%	163 100%	272 100%	579 100%	146 100%	171 100%	176 100%

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/X
 Overlap formulae used.

Q910. What kind of food do you usually have from a restaurant or store for Thanksgiving dinner?

Base: Eats Out For Thanksgiving

	Gender			Age				Income			Region				DMA									
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	166	78	88	30	47	51	38	61	53	41	47	21	62	36	24	12	22	19	16	21	14	10	13	15
Weighted Base	156*	86*	70*	57**	41**	35*	24**	49**	41**	60**	44**	19**	43*	50**	43**	7**	16**	10**	15**	19**	24**	5**	6**	12**
Classic Thanksgiving dinner (e.g., turkey, mashed potatoes, stuffing)	94 60%	53 62%	41 58%	18 32%	26 64%	27 79%	22 92%	26 54%	31 74%	32 54%	30 67%	12 62%	24 56%	28 57%	23 53%	5 79%	11 70%	6 60%	6 38%	12 62%	14 59%	4 96%	5 75%	8 62%
Italian (e.g., lasagna, chicken parmesan)	12 8%	2 2%	10 14%	8 14%	4 9%	-	-	5 10%	2 5%	5 8%	5 12%	-	2 4%	5 10%	5 12%	-	-	2 16%	-	-	3 13%	-	-	2 18%
Fast food (e.g., burgers, fries)	8 5%	8 9%	-	7 13%	-	1 2%	-	1 1%	-	7 12%	4 9%	4 20%	-	-	-	-	-	-	-	4 20%	4 16%	-	-	-
Chinese (e.g., sesame chicken, lo mein)	6 4%	2 2%	4 6%	5 9%	* 1%	* 1%	-	4 7%	-	2 4%	2 6%	3 17%	* 1%	-	-	-	-	-	* 1%	3 17%	2 7%	-	* 6%	* 4%
Mediterranean (e.g., lamb, falafel)	6 4%	6 7%	-	6 10%	-	-	-	3 6%	-	3 5%	-	-	3 6%	3 6%	3 7%	-	-	-	3 19%	-	-	-	-	-
Indian (e.g., tandoori chicken, paneer)	2 1%	2 2%	-	* 1%	2 4%	-	-	1 2%	-	1 2%	-	-	2 5%	-	-	-	2 10%	* 4%	-	-	-	-	-	-
Other standard American cuisine (e.g., roasted chicken, ham)	24 15%	13 15%	10 15%	9 17%	7 18%	6 16%	1 5%	9 18%	7 16%	8 13%	3 7%	-	11 25%	10 20%	9 22%	1 10%	2 10%	2 20%	6 40%	-	1 4%	-	1 18%	2 16%
Something else	5 3%	* 1%	5 7%	2 4%	2 5%	1 2%	1 3%	1 2%	2 5%	1 2%	* *	-	2 4%	3 6%	2 6%	1 11%	2 11%	-	* 1%	-	-	4 4%	-	-
Sigma	156 100%	86 100%	70 100%	57 100%	41 100%	35 100%	24 100%	49 100%	41 100%	60 100%	44 100%	19 100%	43 100%	50 100%	43 100%	7 100%	16 100%	10 100%	15 100%	19 100%	24 100%	5 100%	6 100%	12 100%

Proportions/Means: 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/X
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1001. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season?
 SUMMARY TABLE OF MEAN INCLUDING 0

Base: Qualified Respondents

	Gender			Age				Income			Region				DMA									
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2507	1007	1500	561	718	705	523	847	815	526	896	250	856	505	250	255	250	250	252	250	250	250	250	250
Weighted Base	2507	1188	1319	689	716	645	457	824	667	684	1030	281	639	557	411	145	206	188	170	281	604	148	175	178
Total Budget	694.9	876.0 _C	531.9	878.6	777.3 _F	521.3	533.4	535.4	549.2	1162.0 _{HI}	798.1	715.0	606.5	595.0	554.8	708.9	578.3	532.3	549.2	715.0	1007.6	473.9	676.0	561.9
Actual travel (e.g., plane tickets, gas for car)	294.7	381.9 _C	216.2	314.9	374.8 _{FG}	233.3	225.0	209.9	225.8	511.4 _{HI}	326.7	262.1	298.9	246.9	216.4	333.0 _V	291.5	258.8	235.5	262.1	416.2	179.4	353.2	219.0
Living accommodations (e.g., hotel, rental house)	201.7	263.1 _C	146.4	281.9 _F	207.6	132.3	169.3	176.6	153.8	323.2 _{HI}	251.6	161.6	161.2	176.2	171.7	188.8	144.5	137.3	158.0	161.6	314.3	151.0	178.7	203.1
Incidentals (e.g., food, entertainment)	198.5	230.9	169.3	281.7	194.9	155.7	139.1	148.9	169.6	327.4	219.9	291.3	146.4	172.0	166.7	187.0	142.3	136.2	155.7	291.3	277.0	143.6	144.0	139.8

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/X
 Overlap formulae used.

Q1001. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season?
 SUMMARY TABLE OF MEAN EXCLUDING 0

1 Nov 2012
 Table 25

Base: Qualified Respondents

	Gender			Age				Income			Region				DMA									
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2507	1007	1500	561	718	705	523	847	815	526	896	250	856	505	250	255	250	250	252	250	250	250	250	250
Weighted Base	2507	1188	1319	689	716	645	457	824	667	684	1030	281	639	557	411	145	206	188	170	281	604	148	175	178
Total Budget	1163.4	1391.6 _C	935.8	1358.7	1279.3 _F	898.3	1005.3	1009.8	842.4	1682.8 _{HI}	1368.3	1211.8	968.3	1002.7	983.6	1047.9	935.7	905.0	838.7	1211.8	1719.0	882.2	1033.1	963.6
Living accommodations (e.g., hotel, rental house)	751.6	803.5 _C	680.5	963.5 _F	728.2	504.2	791.4	855.0	540.4	883.9 _I	995.6 _M	498.6	591.8	665.8	666.2	665.0	547.2	552.1	501.1	498.6	1176.5	745.2	681.8	855.1
Actual travel (e.g., plane tickets, gas for car)	556.4	672.9 _C	436.2	541.1	696.3 _F	451.5	494.4	474.7	392.6	788.8 _{HI}	638.2	519.6	526.6	464.6	430.5	544.0	529.8	484.9	394.5	519.6	808.6	375.9	593.5	437.6
Incidentals (e.g., food, entertainment)	359.3	395.6	323.0	469.3	345.3	291.1	286.0	311.8	277.4	506.5	415.0 _M	530.3	251.8	305.9	313.4	288.6	253.0	252.0	250.1	530.3	530.4	288.5	233.1	256.8

Proportions/Means: 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/X
 Overlap formulae used.

Q1001_1. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season?
 1. Actual travel (e.g., plane tickets, gas for car)

1 Nov 2012
 Table 26

Base: Qualified Respondents

	Gender			Age				Income			Region				DMA									
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2507	1007	1500	561	718	705	523	847	815	526	896	250	856	505	250	255	250	250	252	250	250	250	250	250
Weighted Base	2507	1188	1319	689	716	645	457	824	667	684	1030	281	639	557	411	145	206	188	170	281	604	148	175	178
0	1179 47%	514 43%	666 50% B	288 42%	330 46%	312 48%	249 54% DE	460 56% IJ	284 42% J	240 35%	503 49%	139 50%	276 43%	261 47%	204 50% P	56 39%	92 45%	88 47%	69 40%	139 50% P	293 49%	77 52% PSW	71 40%	89 50% P
1-100	500 20%	241 20%	259 20%	156 23%	132 18%	122 19%	90 20%	181 22%	152 23%	125 18%	218 21%	48 17%	129 20%	105 19%	78 19%	27 19%	42 20%	34 18%	38 22%	48 17%	128 21%	30 21%	35 20%	40 22%
101-500	538 21%	271 23%	268 20%	166 24% G	138 19%	156 24% G	78 17%	134 16%	161 24% H	175 26% H	198 19%	59 21%	156 24%	125 22%	87 21%	38 26%	46 22%	47 25%	45 26%	59 21%	106 17%	28 19%	47 27% U	36 20% U
501-1000	160 6%	85 7%	75 6%	51 7%	55 8%	29 5%	24 5%	27 3%	45 7% H	74 11% H	57 6%	23 8%	42 7%	37 7%	24 6%	13 9%	12 6%	12 6%	9 5%	23 8%	34 6%	7 5%	15 9%	9 5%
1001-2000	68 3%	35 3%	33 2%	12 2%	28 4%	18 3%	9 2%	10 1%	16 2%	34 5% H	21 2%	7 3%	22 3%	19 3%	12 3%	6 4% X	9 4%	4 2%	7 4%	7 3%	15 2%	4 3%	3 2%	1 1%
More than 2000	61 2%	42 4% C	19 1%	15 2%	33 5% FG	7 1%	7 1%	12 1%	9 1%	36 5% HI	34 3%	4 2%	14 2%	9 2%	5 1%	4 3%	4 2%	3 2%	3 2%	4 2%	29 5%	1 1%	4 2%	3 1%
MEAN (INCLUDING 0)	294.7	381.9 C	216.2	314.9	374.8 FG	233.3	225.0	209.9	225.8	511.4 HI	326.7	262.1	298.9	246.9	216.4	333.0 V	291.5	258.8	235.5	262.1	416.2	179.4	353.2	219.0
STD. DEV. (INCLUDING 0)	987.80	1254.32	652.42	1142.90	943.62	917.67	885.88	1033.53	546.36	1335.91	1184.26	908.73	942.95	600.68	538.86	743.82	765.25	903.64	477.29	908.73	1414.07	445.18	1253.19	1003.98
STD. ERR. (INCLUDING 0)	19.73	39.53	16.85	48.25	35.22	34.56	38.74	35.51	19.14	58.25	39.56	57.47	32.23	26.73	34.08	46.58	48.40	57.15	30.07	57.47	89.43	28.16	79.26	63.50
MEDIAN (INCLUDING 0)	25	50	-	50	35	20	-	-	50	100	20	5	50	20	1	100	40	50	75	5	22	-	75	10
MEAN (EXCLUDING 0)	556.4	672.9 C	436.2	541.1	696.3 F	451.5	494.4	474.7	392.6	788.8 HI	638.2	519.6	526.6	464.6	430.5	544.0	529.8	484.9	394.5	519.6	808.6	375.9	593.5	437.6
STD. DEV. (EXCLUDING 0)	1302.82	1605.68	873.78	1457.40	1196.51	1238.21	1263.06	1514.42	673.76	1592.36	1594.71	1228.11	1203.34	760.65	697.39	889.73	970.11	1194.41	565.46	1228.11	1890.11	586.14	1582.66	1388.72
STD. ERR. (EXCLUDING 0)	35.42	66.61	31.45	78.24	60.20	63.69	82.75	78.62	30.63	84.99	74.35	106.49	54.87	45.54	61.88	72.17	83.49	102.80	47.12	106.49	159.74	54.66	127.12	128.39
MEDIAN (EXCLUDING 0)	200	200	200	200	200	200	150	120	200	255	200	200	200	200	200	200	200	200	200	200	200	200	200	140
Sigma	2507 100%	1188 100%	1319 100%	689 100%	716 100%	645 100%	457 100%	824 100%	667 100%	684 100%	1030 100%	281 100%	639 100%	557 100%	411 100%	145 100%	206 100%	188 100%	170 100%	281 100%	604 100%	148 100%	175 100%	178 100%

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/X
 Overlap formulae used.

Q1001_2. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season?
 2. Living accommodations (e.g., hotel, rental house)

1 Nov 2012
 Table 27

Base: Qualified Respondents

	Gender			Age				Income			Region				DMA									
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2507	1007	1500	561	718	705	523	847	815	526	896	250	856	505	250	255	250	250	252	250	250	250	250	250
Weighted Base	2507	1188	1319	689	716	645	457	824	667	684	1030	281	639	557	411	145	206	188	170	281	604	148	175	178
0	1834 73%	799 67%	1036 78%	488 71%	512 71%	476 74%	359 79%	654 79%	477 72%	434 63%	770 75%	190 68%	465 73%	409 74%	305 74%	104 72%	151 74%	141 75%	117 68%	190 68%	443 73%	118 80%	129 74%	136 76%
1-100	93 4%	46 4%	47 4%	32 5%	21 3%	26 4%	15 3%	36 4%	23 3%	30 4%	28 3%	18 6%	25 4%	23 4%	17 4%	6 4%	7 3%	5 3%	9 5%	18 6%	12 2%	4 2%	6 4%	9 5%
101-500	383 15%	228 19%	155 12%	103 15%	127 18%	99 15%	54 12%	86 10%	124 19%	133 19%	141 14%	55 20%	103 16%	84 15%	58 14%	26 18%	35 17%	31 17%	28 17%	55 20%	82 14%	17 11%	28 16%	23 13%
501-1000	113 5%	65 5%	48 4%	43 6%	28 4%	28 4%	14 3%	33 4%	25 4%	44 6%	50 5%	14 5%	25 4%	24 4%	22 5%	2 2%	6 3%	8 4%	8 5%	14 5%	36 6%	4 3%	6 3%	6 3%
1001-2000	43 2%	21 2%	22 2%	8 1%	13 2%	13 2%	8 2%	3 *	11 2%	24 3%	16 2%	3 1%	17 3%	8 1%	4 1%	4 3%	4 2%	2 1%	8 5%	3 1%	10 2%	3 2%	3 2%	2 1%
More than 2000	41 2%	29 2%	12 1%	16 2%	16 2%	3 *	7 1%	12 2%	7 1%	20 3%	26 3%	1 *	6 1%	8 1%	5 1%	3 2%	2 1%	1 1%	-	1 *	21 3%	2 1%	3 2%	3 1%
MEAN (INCLUDING 0)	201.7	263.1 C	146.4	281.9 F	207.6	132.3	169.3	176.6	153.8	323.2 H	251.6	161.6	161.2	176.2	171.7	188.8	144.5	137.3	158.0	161.6	314.3	151.0	178.7	203.1
STD. DEV. (INCLUDING 0)	782.41	925.62	621.31	1115.58	666.06	409.87	731.46	940.70	503.12	925.01	1017.08	613.10	507.07	593.51	588.75	608.67	387.09	549.12	330.75	613.10	1171.91	530.48	618.43	1009.67
STD. ERR. (INCLUDING 0)	15.63	29.17	16.04	47.10	24.86	15.44	31.98	32.32	17.62	40.33	33.98	38.78	17.33	26.41	37.24	38.12	24.48	34.73	20.84	38.78	74.12	33.55	39.11	63.86
MEDIAN (INCLUDING 0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN (EXCLUDING 0)	751.6	803.5	680.5	963.5 F	728.2	504.2	791.4	855.0	540.4	883.9 I	995.6 M	498.6	591.8	665.8	666.2	665.0	547.2	552.1	501.1	498.6	1176.5	745.2	681.8	855.1
STD. DEV. (EXCLUDING 0)	1367.45	1478.31	1197.92	1899.50	1086.69	674.14	1422.58	1928.72	826.12	1359.44	1833.61	999.36	831.75	1004.93	1010.91	1001.77	592.36	999.00	419.91	999.36	2035.40	984.41	1064.08	1949.67
STD. ERR. (EXCLUDING 0)	54.65	83.43	67.82	156.14	82.15	48.91	133.83	158.54	54.83	99.95	129.33	114.63	56.73	86.81	128.39	118.06	74.04	131.18	50.92	114.63	246.83	148.41	135.14	270.37
MEDIAN (EXCLUDING 0)	360	400	300	400	392	300	350	300	300	450	400	350	392	350	400	300	300	400	300	350	450	400	300	250
Sigma	2507 100%	1188 100%	1319 100%	689 100%	716 100%	645 100%	457 100%	824 100%	667 100%	684 100%	1030 100%	281 100%	639 100%	557 100%	411 100%	145 100%	206 100%	188 100%	170 100%	281 100%	604 100%	148 100%	175 100%	178 100%

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/X
 Overlap formulae used.

Q1001_3. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season?
 3. Incidentals (e.g., food, entertainment)

Base: Qualified Respondents

	Gender			Age				Income			Region				DMA									
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2507	1007	1500	561	718	705	523	847	815	526	896	250	856	505	250	255	250	250	252	250	250	250	250	250
Weighted Base	2507	1188	1319	689	716	645	457	824	667	684	1030	281	639	557	411	145	206	188	170	281	604	148	175	178
0	1122 45%	494 42%	628 48%	276 40%	312 44%	300 47%	235 51%	430 52%	259 39%	242 35%	484 47%	127 45%	268 42%	244 44%	192 47%	51 35%	90 44%	86 46%	64 38%	127 45%	289 48%	74 50%	67 38%	81 46%
1-100	573 23%	263 22%	311 24%	175 25%	154 22%	155 24%	89 19%	205 25%	168 25%	142 21%	216 21%	66 24%	171 27%	120 22%	86 21%	34 23%	54 26%	45 24%	47 28%	66 24%	100 17%	37 25%	56 32%	48 27%
101-500	678 27%	353 30%	326 25%	212 31%	200 28%	152 24%	114 25%	169 20%	208 31%	227 33%	268 26%	78 28%	169 26%	163 29%	113 27%	51 35%	51 25%	49 26%	50 30%	78 28%	171 28%	28 19%	43 24%	46 26%
501-1000	80 3%	49 4%	31 2%	10 1%	29 4%	28 4%	13 3%	14 2%	21 3%	42 6%	30 3%	5 2%	26 4%	18 3%	10 2%	8 6%	8 4%	8 4%	7 4%	5 2%	21 4%	3 2%	8 5%	1 1%
1001-2000	33 1%	10 1%	23 2%	5 1%	16 2%	8 1%	4 1%	-	6 1%	23 3%	20 2%	2 1%	5 1%	6 1%	5 1%	1 1%	2 1%	*	1 1%	2 1%	14 2%	5 3%	2 1%	*
More than 2000	20 1%	19 2%	2 *	11 2%	5 1%	1 *	2 1%	6 1%	6 1%	9 1%	12 1%	3 1%	-	5 1%	5 1%	*	-	-	-	3 1%	10 2%	* RTX	-	2 1%
MEAN (INCLUDING 0)	198.5	230.9	169.3	281.7	194.9	155.7	139.1	148.9	169.6	327.4	219.9	291.3	146.4	172.0	166.7	187.0	142.3	136.2	155.7	291.3	277.0	143.6	144.0	139.8
STD. DEV. (INCLUDING 0)	1045.42	765.42	1244.29	1900.43	403.68	342.16	340.97	817.86	319.03	1745.76	816.55	2636.74	245.76	339.03	352.93	296.84	257.23	224.32	253.85	2636.74	1016.46	337.22	227.19	458.32
STD. ERR. (INCLUDING 0)	20.88	24.12	32.13	80.24	15.07	12.89	14.91	28.10	11.18	76.12	27.28	166.76	8.40	15.09	22.32	18.59	16.27	14.19	15.99	166.76	64.29	21.33	14.37	28.99
MEDIAN (INCLUDING 0)	50	75	20	50	50	30	-	-	60	100	30	50	50	50	30	100	50	50	50	50	25	-	50	20
MEAN (EXCLUDING 0)	359.3	395.6	323.0	469.3	345.3	291.1	286.0	311.8	277.4	506.5	415.0	530.3	251.8	305.9	313.4	288.6	253.0	252.0	250.1	530.3	530.4	288.5	233.1	256.8
STD. DEV. (EXCLUDING 0)	1386.03	968.97	1704.64	2436.11	486.74	423.87	444.32	1162.70	369.68	2151.27	1085.47	3544.57	278.16	404.51	434.19	326.87	299.77	253.08	282.94	3544.57	1358.82	433.28	250.77	597.76
STD. ERR. (EXCLUDING 0)	36.86	39.53	59.78	128.57	24.07	21.35	27.99	57.49	16.63	113.70	49.65	294.36	12.50	23.51	37.23	25.84	25.43	21.62	22.95	294.36	114.84	39.39	19.82	53.68
MEDIAN (EXCLUDING 0)	200	200	150	200	200	150	150	100	200	200	150	200	150	200	200	200	150	150	150	200	200	100	100	115
Sigma	2507 100%	1188 100%	1319 100%	689 100%	716 100%	645 100%	457 100%	824 100%	667 100%	684 100%	1030 100%	281 100%	639 100%	557 100%	411 100%	145 100%	206 100%	188 100%	170 100%	281 100%	604 100%	148 100%	175 100%	178 100%

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/X
 Overlap formulae used.

Q1001_4. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season?

4. Total Budget

Base: Qualified Respondents

	Gender			Age				Income			Region				DMA									
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2507	1007	1500	561	718	705	523	847	815	526	896	250	856	505	250	255	250	250	252	250	250	250	250	250
Weighted Base	2507	1188	1319	689	716	645	457	824	667	684	1030	281	639	557	411	145	206	188	170	281	604	148	175	178
0	1010 40%	440 37%	570 43% B	244 35%	281 39%	271 42%	215 47% DE	387 47% IJ	232 35%	212 31%	429 42%	115 41%	239 37%	226 41%	179 44% P	47 32%	79 38%	77 41%	59 35%	115 41%	250 41%	68 46% PSW	61 35%	74 42%
1-100	260 10%	108 9%	152 12%	67 10%	74 10%	72 11%	47 10%	109 13% J	84 13% J	47 7%	101 10%	30 11%	71 11%	58 10%	47 11%	11 7%	25 12%	18 10%	20 12%	30 11%	59 10%	17 11%	18 10%	16 9%
101-500	589 24%	282 24%	307 23%	180 26%	157 22%	146 23%	106 23%	198 24%	169 25%	161 24%	260 25%	57 20%	165 26% N	108 19%	65 16%	42 29% O	53 26% O	45 24%	46 27% O	57 20%	149 25% O	32 22%	50 28% O	49 27% O
501-1000	257 10%	133 11%	124 9%	80 12%	73 10%	67 10%	37 8%	49 6%	91 14% H	82 12% H	87 8%	35 13%	65 10%	69 12%	51 12%	18 12%	18 9%	19 10%	20 12%	35 13% U	40 7%	13 9%	22 13% U	21 12%
1001-2000	210 8%	117 10%	93 7%	71 10%	59 8%	53 8%	28 6%	48 6%	49 7%	93 14% HI	74 7%	26 9%	53 8%	58 10%	43 11% V	15 10% V	15 7%	21 11% V	11 6%	26 9%	47 8%	6 4%	15 8%	13 7%
More than 2000	181 7%	108 9% C	73 6%	47 7%	72 10% FG	36 6%	25 6%	32 4%	42 6%	88 13% HI	79 8%	16 6%	47 7%	38 7%	25 6%	13 9% X	17 8% X	8 4%	15 9% X	16 6%	58 10% X	11 7%	11 6%	5 3%
MEAN (INCLUDING 0)	694.9	876.0 C	531.9	878.6	777.3 F	521.3	533.4	535.4	549.2	1162.0 HI	798.1	715.0	606.5	595.0	554.8	708.9	578.3	532.3	549.2	715.0	1007.6	473.9	676.0	561.9
STD. DEV. (INCLUDING 0)	2308.13	2752.51	1803.17	3432.51	1862.16	1497.77	1660.33	2695.04	1078.60	2979.16	2887.23	2964.37	1486.99	1258.11	1158.74	1502.75	1221.45	1360.47	943.89	2964.37	3519.07	1083.74	1958.41	2142.14
STD. ERR. (INCLUDING 0)	46.10	86.74	46.56	144.92	69.50	56.41	72.60	92.60	37.78	129.90	96.46	187.48	50.82	55.98	73.28	94.11	77.25	86.04	59.46	187.48	222.57	68.54	123.86	135.48
MEDIAN (INCLUDING 0)	100	175	70	200	110	100	40	22	150	300	100	100	130	100	50	300	100	100	160	100	100	50	200	100
MEAN (EXCLUDING 0)	1163.4	1391.6 C	935.8	1358.7	1279.3 F	898.3	1005.3	1009.8	842.4	1682.8 HI	1368.3	1211.8	968.3	1002.7	983.6	1047.9	935.7	905.0	838.7	1211.8	1719.0	882.2	1033.1	963.6
STD. DEV. (EXCLUDING 0)	2894.21	3365.07	2312.08	4193.08	2251.28	1878.92	2174.71	3637.72	1240.30	3461.69	3676.88	3784.83	1783.87	1503.52	1400.49	1729.30	1443.72	1678.72	1058.24	3784.83	4463.93	1354.46	2346.79	2740.49
STD. ERR. (EXCLUDING 0)	74.28	133.33	77.90	214.26	107.69	91.14	131.62	172.64	53.67	179.00	161.09	304.99	77.34	85.26	116.71	133.82	117.10	138.46	83.40	304.99	358.55	117.89	179.99	235.00
MEDIAN (EXCLUDING 0)	450	500	360	495	500	400	375	275	450	700	400	500	412	500	600	500	350	450	495	500	450	340	400	300
Sigma	2507 100%	1188 100%	1319 100%	689 100%	716 100%	645 100%	457 100%	824 100%	667 100%	684 100%	1030 100%	281 100%	639 100%	557 100%	411 100%	145 100%	206 100%	188 100%	170 100%	281 100%	604 100%	148 100%	175 100%	178 100%

Proportions/Means: 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/X
 Overlap formulae used.

Q1001. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season?
 SUMMARY TABLE OF MEAN INCLUDING 0

1 Nov 2012
 Table 30

Base: Plans To Travel At Least Once Over The Holiday Season

	Gender			Age				Income			Region				DMA									
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	1263	545	718	326	369	346	222	343	440	338	424	123	459	257	115	142	129	125	139	123	130	100	151	109
Weighted Base	1238	643	595	374	364	302	198	334	352	422	489	133*	347	269	184*	85*	108*	92*	98*	133*	293*	61*	104	80*
Total Budget	1336.0	1554.8	1099.4	1521.5	1454.0	1066.0	1181.7	1206.8	994.0	1824.7	1603.4	1452.4	1044.3	1168.1	1174.0	1155.3	974.2	1021.7	903.5	1452.4	1991.6	1047.2	1119.0	1183.2
Actual travel (e.g., plane tickets, gas for car)	574.6	685.7 _C	454.5	553.6	705.0	483.8	513.2	490.8	413.5	809.1 _I	669.1	547.5	510.9	498.3	471.5	556.4	483.2	485.4	389.4	547.5	839.5	395.9	591.2	472.1
Living accommodations (e.g., hotel, rental house)	393.9	476.6 _C	304.4	485.5	399.0	277.9	388.6	396.1	287.2	517.5 _I	507.4 _M	332.7	288.9	352.8	370.1	315.4	257.2	278.8	268.0	332.7	618.4	346.7	300.6	438.1
Incidentals (e.g., food, entertainment)	367.5	392.6	340.5	482.4	350.0	304.2	279.8	319.8	293.2	498.1	426.9 _M	572.2	244.4	316.9 _M	332.4	283.5	233.8	257.5	246.1	572.2	533.7	304.6	227.2	273.0

Proportions/Means: 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/X
 Overlap formulae used. * small base

Q1001. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season?
 SUMMARY TABLE OF MEAN EXCLUDING 0

1 Nov 2012
 Table 31

Base: Plans To Travel At Least Once Over The Holiday Season

	Gender			Age				Income			Region				DMA									
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	1263	545	718	326	369	346	222	343	440	338	424	123	459	257	115	142	129	125	139	123	130	100	151	109
Weighted Base	1238	643	595	374	364	302	198	334	352	422	489	133*	347	269	184*	85*	108*	92*	98*	133*	293*	61*	104	80*
Total Budget	1375.0	1603.8	1128.7	1610.5	1482.4	1078.5	1205.7	1283.6	1008.7	1850.4	1637.1	1490.1	1102.5	1182.8	1185.1	1177.8	1048.2	1021.7	973.3	1490.1	2046.1	1054.9	1160.0	1210.5
Living accommodations (e.g., hotel, rental house)	766.7	819.7	691.1	1008.7	741.0	516.1	790.5	909.9	547.9	888.7	1013.4	506.3	614.1	676.0	674.3	680.5	563.1	565.7	532.6	506.3	1196.2	742.6	685.2	909.0
Actual travel (e.g., plane tickets, gas for car)	605.4	726.4	476.1	607.8	732.3	496.3	536.1	535.8	430.0	828.9	707.5	578.6	550.5	506.6	475.9	574.2	521.3	507.9	426.8	578.6	898.3	403.9	627.0	500.6
Incidentals (e.g., food, entertainment)	405.9	428.8	380.5	546.6	380.5	333.1	307.1	378.9	314.0	538.5	480.5	604.7	275.7	336.7	353.5	300.4	276.0	277.4	273.7	604.7	617.9	323.8	251.5	300.8

Proportions/Means: 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/X
 Overlap formulae used. * small base

Q1001_1. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season?

1. Actual travel (e.g., plane tickets, gas for car)

Base: Plans To Travel At Least Once Over The Holiday Season

	Gender			Age				Income			Region				DMA									
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	1263	545	718	326	369	346	222	343	440	338	424	123	459	257	115	142	129	125	139	123	130	100	151	109
Weighted Base	1238	643	595	374	364	302	198	334	352	422	489	133*	347	269	184*	85*	108*	92*	98*	133*	293*	61*	104	80*
0	63 5%	36 6%	27 5%	33 9% EF	14 4%	8 3%	8 4%	28 8%	14 4%	10 2%	27 5%	7 5%	25 7% N	4 2%	2 1%	3 3%	8 7% O	4 4%	9 9% O	7 5%	19 7%	1 2%	6 6%	5 6%
1-100	377 30%	190 29%	187 32%	109 29%	106 29%	90 30%	72 36%	135 40% J	113 32% J	100 24%	165 34%	32 24%	98 28%	82 30%	59 32%	22 26%	34 31%	24 26%	28 29%	32 24%	95 32%	24 39%	29 28%	30 37%
101-500	520 42%	258 40%	261 44%	155 41%	136 37%	151 50% E	78 39%	125 37%	157 45%	173 41%	189 39%	59 44%	153 44%	118 44%	81 44%	37 43%	46 43%	46 50%	43 44%	59 44%	104 36%	25 41%	46 44%	32 41%
501-1000	155 12%	85 13%	70 12%	51 14%	50 14%	29 10%	24 12%	27 8%	43 12%	71 17% H	55 11%	23 18%	40 11%	37 14%	24 13%	13 15%	10 9%	12 13%	9 9%	23 18%	31 11%	7 11%	15 15%	9 12%
1001-2000	64 5%	33 5%	30 5%	11 3%	25 7%	18 6%	9 5%	7 2%	16 5%	32 8% H	20 4%	7 5%	18 5%	19 7%	12 7%	6 8%	6 5%	4 4%	6 6%	7 5%	15 5%	3 5%	3 3%	1 2%
More than 2000	60 5%	41 6%	19 3%	13 4%	33 9% DF	7 2%	7 3%	12 4%	9 3%	36 8% I	34 7%	4 3%	13 4%	9 3%	5 3%	4 5%	4 4%	2 3%	3 3%	4 3%	29 10%	1 2%	4 4%	3 3%
MEAN (INCLUDING 0)	574.6	685.7 C	454.5	553.6	705.0	483.8	513.2	490.8	413.5	809.1 I	669.1	547.5	510.9	498.3	471.5	556.4	483.2	485.4	389.4	547.5	839.5	395.9	591.2	472.1
STD. DEV. (INCLUDING 0)	1340.19	1636.27	904.65	1501.62	1220.28	1292.16	1290.87	1574.98	695.61	1625.79	1649.62	1260.74	1214.33	788.10	728.37	905.71	963.38	1213.84	566.91	1260.74	1940.88	597.43	1586.41	1466.15
STD. ERR. (INCLUDING 0)	37.71	70.09	33.76	83.17	63.53	69.47	86.64	85.04	33.16	88.43	80.11	113.68	56.68	49.16	67.92	76.01	84.82	108.57	48.09	113.68	170.23	59.74	129.10	140.43
MEDIAN (INCLUDING 0)	200	200	200	200	200	200	159	125	200	300	200	200	200	200	200	200	200	200	200	200	200	200	200	150
MEAN (EXCLUDING 0)	605.4	726.4 C	476.1	607.8	732.3	496.3	536.1	535.8	430.0	828.9 I	707.5	578.6	550.5	506.6	475.9	574.2	521.3	507.9	426.8	578.6	898.3	403.9	627.0	500.6
STD. DEV. (EXCLUDING 0)	1368.86	1675.44	920.30	1563.07	1235.64	1306.48	1314.81	1638.33	704.36	1640.65	1688.32	1289.31	1251.93	791.97	730.36	914.63	990.96	1237.29	580.09	1289.31	1994.74	600.79	1627.33	1505.56
STD. ERR. (EXCLUDING 0)	39.32	73.19	35.09	89.65	65.21	71.38	89.88	91.30	33.93	90.45	84.00	118.19	59.89	49.89	68.40	77.86	89.35	112.95	50.49	118.19	180.60	61.00	135.14	149.07
MEDIAN (EXCLUDING 0)	200	250	200	200	200	200	200	160	200	300	200	300	200	200	200	200	200	200	200	300	200	200	250	150
Sigma	1238 100%	643 100%	595 100%	374 100%	364 100%	302 100%	198 100%	334 100%	352 100%	422 100%	489 100%	133 100%	347 100%	269 100%	184 100%	85 100%	108 100%	92 100%	98 100%	133 100%	293 100%	61 100%	104 100%	80 100%

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/X
 Overlap formulae used. * small base

Q1001_2. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season?
 2. Living accommodations (e.g., hotel, rental house)

1 Nov 2012
 Table 33

Base: Plans To Travel At Least Once Over The Holiday Season

	Gender			Age				Income			Region				DMA									
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	1263	545	718	326	369	346	222	343	440	338	424	123	459	257	115	142	129	125	139	123	130	100	151	109
Weighted Base	1238	643	595	374	364	302	198	334	352	422	489	133*	347	269	184*	85*	108*	92*	98*	133*	293*	61*	104	80*
0	602 49%	269 42%	333 56%	194 52%	168 46%	140 46%	101 51%	188 56%	168 48%	176 42%	244 50%	46 34%	183 53%	129 48%	83 45%	46 54%	59 54%	47 51%	48 50%	46 34%	142 48%	33 53%	58 56%	41 52%
1-100	86 7%	44 7%	43 7%	30 8%	21 6%	21 7%	15 7%	32 10%	20 6%	30 7%	26 5%	18 13% KM	21 6%	22 8%	17 9%	5 6%	7 7%	5 5%	5 5%	18 13% U	12 4%	4 6%	6 6%	7 9%
101-500	362 29%	217 34%	145 24%	91 24%	119 33%	99 33%	54 27%	72 22%	121 34%	130 31%	136 28%	52 39%	96 28%	78 29%	53 29%	25 30%	30 28%	30 33%	28 29%	52 39%	80 27%	16 27%	27 26%	20 26%
501-1000	104 8%	64 10%	40 7%	35 9%	28 8%	28 9%	14 7%	25 8%	25 7%	43 10%	42 9%	14 11%	24 7%	24 9%	22 12% P	2 2%	6 6%	8 8%	7 7%	14 11% P	29 10%	4 7%	6 6%	6 7%
1001-2000	42 3%	20 3%	22 4%	8 2%	13 4%	13 4%	8 4%	3 1%	11 3%	23 5% H	15 3%	3 2%	17 5%	8 3%	4 2%	4 5%	4 4%	2 2%	8 8%	3 2%	10 3%	3 4%	3 3%	2 3%
More than 2000	41 3%	29 4%	12 2%	16 4% F	16 4% F	3 1%	7 3%	12 4%	7 2%	20 5%	26 5% M	1 1%	6 2%	8 3%	5 3%	3 4%	2 2%	1 1%	-	1 1%	21 7% S	2 3%	3 3%	3 3%
MEAN (INCLUDING 0)	393.9	476.6 C	304.4	485.5	399.0	277.9	388.6	396.1	287.2	517.5 I	507.4 M	332.7	288.9	352.8	370.1	315.4	257.2	278.8	268.0	332.7	618.4	346.7	300.6	438.1
STD. DEV. (INCLUDING 0)	1075.44	1215.68	892.00	1477.53	891.50	560.91	1072.75	1441.46	663.86	1133.62	1427.09	858.09	660.09	814.00	835.72	768.48	502.69	762.19	398.16	858.09	1620.88	774.37	781.15	1478.78
STD. ERR. (INCLUDING 0)	30.26	52.07	33.29	81.83	46.41	30.15	72.00	77.83	31.65	61.66	69.31	77.37	30.81	50.78	77.93	64.49	44.26	68.17	33.77	77.37	142.16	77.44	63.57	141.64
MEDIAN (INCLUDING 0)	50	150	-	-	100	100	-	-	100	150	1	125	-	40	70	-	-	-	30	125	50	-	-	-
MEAN (EXCLUDING 0)	766.7	819.7	691.1	1008.7 F	741.0	516.1	790.5	909.9	547.9	888.7 I	1013.4	506.3	614.1	676.0	674.3	680.5	563.1	565.7	532.6	506.3	1196.2	742.6	685.2	909.0
STD. DEV. (EXCLUDING 0)	1402.44	1504.21	1241.76	2004.54	1106.76	679.87	1425.55	2078.75	836.25	1370.89	1887.00	1017.83	853.36	1026.60	1034.86	1018.34	619.39	1012.97	417.70	1017.83	2098.21	1002.26	1067.18	2039.80
STD. ERR. (EXCLUDING 0)	57.16	86.41	71.81	171.26	85.14	50.12	134.70	178.91	56.00	101.90	136.18	117.53	59.46	90.39	132.50	123.49	79.31	135.36	52.21	117.53	258.27	154.65	136.64	294.42
MEDIAN (EXCLUDING 0)	350	400	300	400	350	300	350	300	300	450	300	350	400	300	300	300	300	400	315	350	400	400	300	250
Sigma	1238 100%	643 100%	595 100%	374 100%	364 100%	302 100%	198 100%	334 100%	352 100%	422 100%	489 100%	133 100%	347 100%	269 100%	184 100%	85 100%	108 100%	92 100%	98 100%	133 100%	293 100%	61 100%	104 100%	80 100%

Proportions/Means: 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/X
 Overlap formulae used. * small base

Q1001_3. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season?
 3. Incidentals (e.g., food, entertainment)

1 Nov 2012
 Table 34

Base: Plans To Travel At Least Once Over The Holiday Season

	Gender			Age				Income			Region				DMA									
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	1263	545	718	326	369	346	222	343	440	338	424	123	459	257	115	142	129	125	139	123	130	100	151	109
Weighted Base	1238	643	595	374	364	302	198	334	352	422	489	133*	347	269	184*	85*	108*	92*	98*	133*	293*	61*	104	80*
0	117 9%	54 8%	63 11%	44 12%	29 8%	26 9%	18 9%	52 16% IJ	23 7%	32 7%	55 11%	7 5%	39 11%	16 6%	11 6%	5 6%	17 15% OPT	7 7%	10 10%	7 5%	40 14%	4 6%	10 10%	7 9%
1-100	415 34%	205 32%	210 35%	132 35%	119 33%	103 34%	62 31%	142 42% IJ	111 31%	115 27%	160 33%	44 33%	131 38%	80 30%	55 30%	26 30%	42 39% U	34 37%	34 35%	44 33%	72 25%	27 44% U	47 45% OPU	34 43% U
101-500	577 47%	310 48%	267 45%	171 46%	166 46%	137 45%	102 52%	120 36%	186 53% H	205 49% H	214 44%	72 54% M	145 42%	146 54% M	100 54% QVW	46 53% QW	39 36%	43 47%	45 46%	72 54% QVW	136 46%	23 38%	37 36%	35 44%
501-1000	77 6%	46 7%	30 5%	10 3%	29 8% D	27 9% D	11 5%	14 4%	20 6%	39 9%	29 6%	5 4%	26 8%	16 6%	8 4%	8 9% X	8 7%	8 8%	7 7%	5 4%	21 7%	2 4%	8 8%	1 1%
1001-2000	33 3%	10 2%	23 4%	5 1%	16 4%	8 3%	4 2%	-	6 2%	23 5% HI	20 4%	2 1%	5 1%	6 2%	5 3%	1 1%	2 2%	*	1 2%	2 1%	14 5%	5 8% PRSTWX	2 2%	* 2%
More than 2000	20 2%	18 3% C	2 *	11 3%	5 2%	1 *	2 1%	6 2%	6 2%	8 2%	12 2% M	2 2% M	-	5 2% M	5 3%	*	-	-	-	2 2%	10 3%	* *	-	2 2%
MEAN (INCLUDING 0)	367.5	392.6	340.5	482.4	350.0	304.2	279.8	319.8	293.2	498.1	426.9 M	572.2	244.4	316.9 M	332.4	283.5	233.8	257.5	246.1	572.2	533.7	304.6	227.2	273.0
STD. DEV. (INCLUDING 0)	1463.14	1000.44	1837.27	2564.12	512.25	447.79	421.40	1261.97	393.13	2199.98	1146.57	3804.71	290.37	427.71	464.02	336.33	314.40	265.97	294.30	3804.71	1412.18	463.37	259.96	657.83
STD. ERR. (INCLUDING 0)	41.17	42.85	68.57	142.01	26.67	24.07	28.28	68.14	18.74	119.66	55.68	343.06	13.55	26.68	43.27	28.22	27.68	23.79	24.96	343.06	123.86	46.34	21.16	63.01
MEDIAN (INCLUDING 0)	200	200	150	150	200	200	150	100	200	200	150	200	125	200	200	200	100	150	150	200	200	120	100	100
MEAN (EXCLUDING 0)	405.9	428.8	380.5	546.6	380.5	333.1	307.1	378.9	314.0	538.5	480.5 M	604.7	275.7	336.7	353.5	300.4	276.0	277.4	273.7	604.7	617.9	323.8	251.5	300.8
STD. DEV. (EXCLUDING 0)	1532.52	1038.19	1938.52	2723.59	523.16	458.21	431.94	1365.82	398.73	2282.87	1206.03	3909.51	294.08	433.26	470.72	338.83	324.20	265.87	297.98	3909.51	1502.65	471.31	262.12	684.74
STD. ERR. (EXCLUDING 0)	44.92	45.97	75.80	157.77	28.25	25.69	30.17	78.21	19.69	127.82	61.46	359.90	14.38	27.79	45.30	29.16	30.36	24.37	26.44	359.90	140.12	48.61	22.31	69.89
MEDIAN (EXCLUDING 0)	200	200	200	200	200	200	200	100	200	200	200	200	200	200	200	200	200	200	200	200	200	150	120	150
Sigma	1238 100%	643 100%	595 100%	374 100%	364 100%	302 100%	198 100%	334 100%	352 100%	422 100%	489 100%	133 100%	347 100%	269 100%	184 100%	85 100%	108 100%	92 100%	98 100%	133 100%	293 100%	61 100%	104 100%	80 100%

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/X
 Overlap formulae used. * small base

Q1001_4. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season?

1 Nov 2012
 Table 35

4. Total Budget

Base: Plans To Travel At Least Once Over The Holiday Season

	Gender			Age				Income			Region				DMA									
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	1263	545	718	326	369	346	222	343	440	338	424	123	459	257	115	142	129	125	139	123	130	100	151	109
Weighted Base	1238	643	595	374	364	302	198	334	352	422	489	133*	347	269	184*	85*	108*	92*	98*	133*	293*	61*	104	80*
0	35 3%	20 3%	15 3%	21 6%	7 2%	4 1%	4 2%	20 6%	5 1%	6 1%	10 2%	3 3%	18 5%	3 1%	2 1%	2 2%	8 7%	-	7 7%	3 3%	8 3%	*	4 4%	2 2%
1-100	115 9%	47 7%	68 11%	35 9%	35 10%	29 10%	16 8%	47 14%	30 8%	30 7%	54 11%	5 3%	33 9%	24 9%	21 11%	3 4%	11 10%	10 11%	8 8%	5 3%	36 12%	7 12%	9 9%	5 6%
101-500	469 38%	230 36%	239 40%	137 37%	126 34%	115 38%	92 46%	155 46%	138 39%	129 31%	199 41%	48 36%	138 40%	84 31%	49 26%	36 42%	45 42%	36 39%	38 38%	48 36%	114 39%	24 39%	44 42%	36 46%
501-1000	254 20%	130 20%	124 21%	80 21%	73 20%	66 22%	35 18%	49 15%	91 26%	81 19%	87 18%	35 26%	65 19%	67 25%	50 27%	18 21%	18 16%	19 20%	20 20%	35 26%	40 14%	13 21%	22 21%	21 26%
1001-2000	191 15%	112 17%	79 13%	57 15%	54 15%	53 17%	28 14%	33 10%	47 13%	91 22%	62 13%	26 20%	51 15%	52 19%	38 21%	14 17%	12 12%	21 22%	11 11%	26 20%	37 13%	6 10%	15 14%	11 13%
More than 2000	174 14%	104 16%	70 12%	45 12%	69 19%	35 12%	24 12%	30 9%	42 12%	85 20%	78 16%	16 12%	42 12%	38 14%	25 14%	13 15%	14 13%	6 7%	14 15%	16 12%	58 20%	10 17%	11 11%	5 7%
MEAN (INCLUDING 0)	1336.0	1554.8	1099.4	1521.5	1454.0	1066.0	1181.7	1206.8	994.0	1824.7	1603.4	1452.4	1044.3	1168.1	1174.0	1155.3	974.2	1021.7	903.5	1452.4	1991.6	1047.2	1119.0	1183.2
STD. DEV. (INCLUDING 0)	3144.46	3591.18	2557.87	4555.36	2405.14	2044.14	2357.87	4132.06	1324.18	3627.21	4031.99	4178.39	1878.48	1608.86	1504.50	1823.42	1506.06	1788.31	1091.26	4178.39	4856.67	1438.91	2449.13	3096.51
STD. ERR. (INCLUDING 0)	88.48	153.83	95.46	252.30	125.21	109.89	158.25	223.11	63.13	197.29	195.81	376.75	87.68	100.36	140.30	153.02	132.60	159.95	92.56	376.75	425.96	143.89	199.31	296.59
MEDIAN (INCLUDING 0)	500	600	500	500	600	550	500	360	525	800	500	700	495	600	600	600	400	500	500	700	500	500	450	450
MEAN (EXCLUDING 0)	1375.0	1603.8	1128.7	1610.5	1482.4	1078.5	1205.7	1283.6	1008.7	1850.4	1637.1	1490.1	1102.5	1182.8	1185.1	1177.8	1048.2	1021.7	973.3	1490.1	2046.1	1054.9	1160.0	1210.5
STD. DEV. (EXCLUDING 0)	3181.59	3636.61	2585.35	4671.72	2419.89	2052.84	2375.68	4250.34	1328.39	3646.17	4067.38	4225.94	1913.55	1613.61	1507.26	1834.01	1537.52	1788.31	1102.36	4225.94	4911.51	1441.40	2484.35	3127.14
STD. ERR. (EXCLUDING 0)	90.39	157.67	97.23	263.22	126.84	111.17	160.53	233.97	63.55	199.81	199.42	382.60	90.51	101.25	141.17	155.00	138.07	159.95	94.88	382.60	437.55	144.87	204.21	303.73
MEDIAN (EXCLUDING 0)	550	600	500	600	600	575	500	400	550	800	500	750	500	600	600	600	412	500	500	750	500	500	500	450
Sigma	1238 100%	643 100%	595 100%	374 100%	364 100%	302 100%	198 100%	334 100%	352 100%	422 100%	489 100%	133 100%	347 100%	269 100%	184 100%	85 100%	108 100%	92 100%	98 100%	133 100%	293 100%	61 100%	104 100%	80 100%

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/X
 Overlap formulae used. * small base

Q1005. How does this amount compare to what you spent in total on your trip(s) during the holiday season last year?

Base: Qualified Respondents

	Gender			Age				Income			Region					DMA								
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2507	1007	1500	561	718	705	523	847	815	526	896	250	856	505	250	255	250	250	252	250	250	250	250	250
Weighted Base	2507	1188	1319	689	716	645	457	824	667	684	1030	281	639	557	411	145	206	188	170	281	604	148	175	178
MORE (NET)	546 22%	287 24%	259 20%	194 28% EFG	152 21%	121 19%	79 17%	163 20%	152 23%	166 24%	221 21%	55 20%	144 22%	126 23%	89 22%	37 26% VX	35 17%	49 26% VX	37 22%	55 20%	151 25% VX	21 14%	46 26% QVX	26 15%
I am spending a lot more this year.	190 8%	86 7%	103 8%	67 10% G	60 8%	42 7%	21 5%	44 5%	50 8%	74 11% H	76 7%	20 7%	53 8%	42 7%	31 8%	10 7%	14 7%	25 14% QSU	10 6%	20 7%	44 7%	10 7%	13 7%	13 7%
I am spending somewhat more this year.	357 14%	201 17% C	156 12%	128 19% F	92 13%	79 12%	58 13%	119 14%	102 15%	92 13%	146 14%	35 13%	91 14%	85 15%	57 14%	27 19% QVX	21 10%	23 12%	27 16% VX	35 13%	107 18% VX	11 8%	33 19% QVX	13 7%
I am spending the same or nearly the same amount this year.	1413 56%	647 55%	766 58%	325 47%	412 58% D	377 58% D	298 65% DE	423 51%	389 58%	409 60% H	582 57%	176 63% N	368 58%	287 52%	209 51%	78 54% OPRSUW	138 67% U	93 49%	92 54% OR	176 63% OR	323 53% OPRSUW	99 67% P	97 55% R	109 61% R
LESS (NET)	547 22%	253 21%	294 22%	170 25% G	151 21%	147 23%	79 17%	237 29% J	126 19%	109 16%	226 22%	50 18%	128 20%	143 26%	113 27% QT	30 21%	33 16%	46 25%	41 24%	50 18%	130 22% P	28 19%	33 19%	43 24%
I am spending somewhat less this year.	224 9%	97 8%	126 10%	74 11%	59 8%	61 10%	29 6%	80 10%	72 11% J	44 6%	67 6%	22 8%	57 9%	78 14% KM	61 15% QUV	17 12% U	12 6%	22 12% U	20 12% U	22 8%	26 4%	10 7%	13 8%	21 12% U
I am spending a lot less this year.	324 13%	156 13%	168 13%	95 14%	93 13%	86 13%	50 11%	157 19% J	55 8%	65 9%	160 16%	28 10%	71 11%	65 12%	52 13%	13 9%	21 10%	25 13%	21 12%	28 10%	105 17% P	18 12%	19 11%	22 13%
Sigma	2507 100%	1188 100%	1319 100%	689 100%	716 100%	645 100%	457 100%	824 100%	667 100%	684 100%	1030 100%	281 100%	639 100%	557 100%	411 100%	145 100%	206 100%	188 100%	170 100%	281 100%	604 100%	148 100%	175 100%	178 100%

Proportions/Means: 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/X
 Overlap formulae used.

Q1010. Which of the following best describes how your budget influences your holiday season travel plans?

Base: Qualified Respondents

	Gender			Age				Income			Region				DMA									
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2507	1007	1500	561	718	705	523	847	815	526	896	250	856	505	250	255	250	250	252	250	250	250	250	250
Weighted Base	2507	1188	1319	689	716	645	457	824	667	684	1030	281	639	557	411	145	206	188	170	281	604	148	175	178
Budget is not a factor I need to consider in my holiday season travel plans.	314 13%	214 18% C	100 8%	71 10%	65 9%	73 11%	105 23% DEF	65 8%	99 15% H	116 17% H	129 12%	28 10%	88 14%	69 12%	52 13%	17 12%	29 14%	23 12%	17 10%	28 10%	74 12%	23 15%	28 16%	23 13%
I consider my budget, but it does not dictate my holiday season travel plans.	671 27%	332 28%	339 26%	152 22%	216 30% D	172 27%	131 29%	161 20%	175 26% H	248 36% HI	273 26%	81 29%	183 29%	135 24%	93 23%	42 29%	57 28%	53 28%	50 29%	81 29%	152 25%	44 29%	59 34% OX	41 23%
My budget puts some limitations on my holiday season travel plans.	601 24%	270 23%	331 25%	214 31% FG	174 24% G	150 23% G	63 14%	195 24%	170 25%	165 24%	245 24%	65 23%	154 24%	137 25%	101 25%	36 25%	50 24%	35 19%	53 31% RVWX	65 23%	162 27%	28 19%	36 21%	36 20%
My budget completely dictates my holiday season travel plans.	418 17%	166 14%	253 19% B	109 16%	136 19% G	117 18% G	57 12%	194 24% IJ	102 15%	80 12%	168 16%	39 14%	102 16%	109 20%	88 22% V	21 14%	30 15%	39 21% V	28 16%	39 14%	104 17%	16 11%	25 14%	29 16%
NA - I never travel during the holiday season.	503 20%	206 17%	297 23% B	143 21%	125 17%	134 21%	102 22%	208 25% IJ	121 18% J	74 11%	216 21%	69 25% M	112 18%	106 19%	77 19%	29 20%	40 19%	38 20%	24 14%	69 25% SW	112 19%	38 26% SW	27 15% OSUW	49 28%
Sigma	2507 100%	1188 100%	1319 100%	689 100%	716 100%	645 100%	457 100%	824 100%	667 100%	684 100%	1030 100%	281 100%	639 100%	557 100%	411 100%	145 100%	206 100%	188 100%	170 100%	281 100%	604 100%	148 100%	175 100%	178 100%

Proportions/Means: 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/X
 Overlap formulae used.

Q1015. Thinking about your overall budget for 2013, how will you plan for any trip(s) you/your family will take for personal reasons next year?

Base: Qualified Respondents

	Gender			Age				Income			Region				DMA									
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2507	1007	1500	561	718	705	523	847	815	526	896	250	856	505	250	255	250	250	252	250	250	250	250	250
Weighted Base	2507	1188	1319	689	716	645	457	824	667	684	1030	281	639	557	411	145	206	188	170	281	604	148	175	178
I research different options and decide what I/we can afford.	793 32%	365 31%	428 32%	225 33%	240 33%	202 31%	125 27%	186 23%	242 36% H	271 40% H	342 33%	75 27%	187 29%	189 34%	130 32%	59 41% QRTUX	60 29%	42 23%	56 33%	75 27%	183 30%	61 41% QRTUX	73 42% QRTUX	54 30%
I look for deals or coupons to get the lowest price possible.	697 28%	302 25%	395 30%	194 28%	205 29%	188 29%	110 24%	164 20%	213 32% H	233 34% H	276 27%	71 25%	184 29%	166 30%	118 29%	48 33% R	65 31%	40 22%	53 31%	71 25%	149 25%	42 28%	57 33% R	53 30%
I book the arrangements as early as possible to get a lower price.	689 27%	332 28%	357 27%	156 23%	242 34% DFG	173 27%	117 26%	126 15%	196 29% H	282 41% HI	285 28%	88 31%	168 26%	149 27%	102 25%	47 32%	52 25%	45 24%	45 27%	88 31%	160 27%	44 30% OQRX	64 36% OQRX	42 24%
I choose a certain amount of money not to exceed.	512 20%	225 19%	287 22%	148 21%	166 23%	119 18%	79 17%	162 20%	144 22%	154 22%	226 22% L	39 14%	128 20%	119 21% L	90 22%	29 20%	47 23% T	30 16%	41 24% T	39 14%	139 23% T	26 18%	38 21%	34 19%
I use airline miles accrued to get free or less expensive flights.	307 12%	154 13%	153 12%	69 10%	100 14%	75 12%	63 14%	43 5%	77 12% H	151 22% HI	140 14%	42 15% N	77 12%	49 9%	25 6%	23 16% O	22 11%	17 9%	24 14% O	42 15% O	92 15% O	14 9% OQRX	32 18% OQRX	17 10%
I set aside a certain percentage of my/our savings.	275 11%	125 11%	150 11%	90 13% FG	102 14% FG	49 8%	34 8%	81 10%	75 11%	90 13%	115 11%	19 7%	77 12% L	65 12%	50 12% V	15 10%	21 10%	27 14% TV	25 15% TV	19 7%	63 10%	8 5% TV	23 13% TV	24 14% TV
I set aside a certain percentage of my/our overall income.	261 10%	138 12%	123 9%	85 12% G	88 12% G	55 9%	33 7%	106 13%	70 11%	65 9%	100 10%	35 12%	71 11%	56 10%	41 10%	14 10%	21 10%	23 12%	18 11%	35 12%	57 9%	16 11%	17 10%	18 10%
I book the arrangements last-minute to get a lower price.	113 5%	56 5%	58 4%	50 7% FG	30 4%	21 3%	12 3%	44 5%	31 5%	29 4%	29 3%	19 7% K	38 6% K	27 5%	24 6%	3 2%	15 7% PU	12 6% P	9 5%	19 7% PU	16 3%	4 3%	5 3%	6 4%
Something else	121 5%	71 6%	49 4%	42 6% G	32 4%	36 6%	12 3%	45 5% J	36 5% J	16 2%	57 6%	16 6%	19 3%	28 5%	25 6% Q	3 2%	2 1%	5 3%	10 6% Q	16 6% Q	38 6% Q	11 8% PQRX	8 4%	3 2%
NA - I do not plan a yearly budget for traveling.	941 38%	431 36%	510 39%	249 36%	222 31%	259 40% E	211 46% DE	390 47% J	215 32%	179 26%	379 37%	111 39%	242 38%	209 38%	163 40%	46 32%	78 38%	81 43% PW	59 34%	111 39%	228 38%	54 36%	53 30%	67 38%
Sigma	4710 188%	2199 185%	2511 190%	1310 190%	1427 199%	1177 183%	796 174%	1346 163%	1299 195%	1471 215%	1948 189%	513 183%	1191 186%	1057 190%	768 187%	288 198%	382 186%	324 172%	339 199%	513 183%	1125 186%	280 189%	370 211%	319 179%

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/X
 Overlap formulae used.

Q1025. Do you plan to take a vacation (i.e., traveling for leisure to a destination away from home for one night or more) in 2013 specifically in order to recuperate from the upcoming holiday season?

Base: Qualified Respondents

	Gender			Age				Income			Region				DMA									
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2507	1007	1500	561	718	705	523	847	815	526	896	250	856	505	250	255	250	250	252	250	250	250	250	250
Weighted Base	2507	1188	1319	689	716	645	457	824	667	684	1030	281	639	557	411	145	206	188	170	281	604	148	175	178
Yes	264 11%	139 12%	125 9%	66 10%	86 12%	61 9%	52 11%	63 8%	68 10%	93 14% H	102 10%	29 10%	67 10%	67 12%	51 12%	16 11%	22 11%	19 10%	21 12%	29 10%	60 10%	15 10%	13 7%	19 11%
No, I plan to take a vacation in 2013, but not specifically to recuperate from the holiday season	1262 50%	623 52%	639 48%	325 47%	356 50%	348 54%	234 51%	269 33%	390 58% H	454 66% HI	545 53% L	118 42%	332 52% L	267 48%	183 45%	83 57% OT	109 53%	89 47%	90 53%	118 42%	321 53% T	75 50%	107 61% ORTX	86 48%
No, I currently have no plans to take a vacation in 2013	980 39%	425 36%	555 42% B	298 43%	274 38%	236 37%	171 37%	492 60% IJ	209 31% J	137 20%	383 37%	134 48% KM	240 38%	223 40%	177 43% PW	46 32%	75 36%	81 43% PW	59 34% PQSUW	134 48% PQSUW	223 37%	59 40%	55 31%	72 41%
Sigma	2507 100%	1188 100%	1319 100%	689 100%	716 100%	645 100%	457 100%	824 100%	667 100%	684 100%	1030 100%	281 100%	639 100%	557 100%	411 100%	145 100%	206 100%	188 100%	170 100%	281 100%	604 100%	148 100%	175 100%	178 100%

Proportions/Means: 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/X
 Overlap formulae used.

Q320. U.S. Region

1 Nov 2012
 Table 41

Base: Qualified Respondents

	Gender			Age				Income			Region				DMA									
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2507	1007	1500	561	718	705	523	847	815	526	896	250	856	505	250	255	250	250	252	250	250	250	250	250
Weighted Base	2507	1188	1319	689	716	645	457	824	667	684	1030	281	639	557	411	145	206	188	170	281	604	148	175	178
East	1030 41%	483 41%	547 41%	271 39%	287 40%	267 41%	205 45%	324 39%	261 39%	301 44%	1030 100% LMN	-	-	-	-	-	-	-	-	-	604 100% OPQRSTW	148 100% OPQRSTW	100 57% OPQRST	178 100% OPQRSTW
Midwest	281 11%	132 11%	149 11%	77 11%	72 10%	75 12%	57 12%	93 11%	84 13%	66 10%	-	281 100% KMN	-	-	-	-	-	-	-	281 100% OPRSUVWX	-	-	-	-
South	639 26%	305 26%	334 25%	171 25%	213 30% G	164 25%	91 20%	216 26%	183 27%	173 25%	-	-	639 100% KLN	-	-	-	206 100% OPTUVWX	188 100% OPTUVWX	170 100% OPTUVWX	-	-	-	75 43% OPTUVX	-
West	557 22%	268 23%	289 22%	170 25%	143 20%	138 21%	105 23%	191 23%	139 21%	144 21%	-	-	-	557 100% KLM	411 100% ORSTUVWX	145 100% ORSTUVWX	-	-	-	-	-	-	-	-
Sigma	2507 100%	1188 100%	1319 100%	689 100%	716 100%	645 100%	457 100%	824 100%	667 100%	684 100%	1030 100%	281 100%	639 100%	557 100%	411 100%	145 100%	206 100%	188 100%	170 100%	281 100%	604 100%	148 100%	175 100%	178 100%

Proportions/Means: 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/X
 Overlap formulae used.

Q437. Highest Level of Education Achieved

Base: Qualified Respondents

	Gender			Age				Income			Region				DMA									
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2507	1007	1500	561	718	705	523	847	815	526	896	250	856	505	250	255	250	250	252	250	250	250	250	250
Weighted Base	2507	1188	1319	689	716	645	457	824	667	684	1030	281	639	557	411	145	206	188	170	281	604	148	175	178
HIGH SCHOOL OR LESS (NET)	674	273	402	231	167	154	122	373	146	59	284	86	155	150	117	33	47	57	45	86	178	34	30	48
Less than high school	18	11	6	7	9	1	-	14	-	3	7	8	3	-	-	-	1	2	-	8	5	2	-	-
Completed some high school	75	42	34	45	5	16	10	64	7	2	26	11	21	17	12	4	4	7	9	11	20	2	1	4
Completed high school	582	220	362	179	153	138	112	295	139	53	250	68	131	133	104	29	42	47	36	68	152	30	29	44
ATTENDED COLLEGE OR COLLEGE DEGREE (NET)	1236	597	639	335	380	321	200	341	358	360	475	140	339	282	208	74	118	92	91	140	267	76	79	92
Some college, but no degree	478	218	260	136	117	133	92	197	109	105	171	56	139	111	87	24	55	38	35	56	98	25	24	34
Associate Degree	187	87	100	44	49	57	37	53	75	30	70	22	50	45	35	10	17	13	13	22	39	12	11	15
College (such as B.A., B.S.)	571	292	279	155	214	131	70	91	174	225	233	61	150	126	86	39	46	41	42	61	130	38	44	42
ATTENDED GRADUATE SCHOOL OR GRADUATE DEGREE (NET)	498	273	225	101	149	136	112	61	127	262	239	46	109	104	68	36	29	27	25	46	144	32	61	30
Some graduate school, but no degree	112	60	51	26	29	25	32	27	24	51	54	5	34	19	12	7	9	10	5	5	32	9	16	6
Graduate degree (such as MBA, MS, M.D., Ph.D.)	386	212	174	75	120	111	80	34	103	210	185	41	76	85	56	29	20	18	20	41	112	23	45	23
Job-specific training program(s) after high school	99	45	54	23	20	33	23	49	36	3	33	9	36	21	18	3	11	12	10	9	15	7	6	8
Sigma	2507	1188	1319	689	716	645	457	824	667	684	1030	281	639	557	411	145	206	188	170	281	604	148	175	178
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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/X
 Overlap formulae used.

Q462. Household Income

Base: Qualified Respondents

	Gender			Age				Income			Region				DMA									
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2507	1007	1500	561	718	705	523	847	815	526	896	250	856	505	250	255	250	250	252	250	250	250	250	250
Weighted Base	2507	1188	1319	689	716	645	457	824	667	684	1030	281	639	557	411	145	206	188	170	281	604	148	175	178
LESS THAN \$50K (NET)	824 33%	368 31%	456 35%	310 45% EFG	187 26%	177 27%	150 33%	824 100% IJ	-	-	324 31%	93 33%	216 34%	191 34%	152 37% PW	38 26%	69 34% W	76 40% PWV	63 37% W	93 33% W	194 32% W	42 29% W	32 18%	64 36% W
Less than \$15,000	186 7%	78 7%	107 8%	91 13% EFG	48 7%	28 4%	18 4%	186 23% IJ	-	-	78 8%	18 7%	46 7%	43 8%	33 8%	10 7%	14 7%	15 8%	15 9%	18 7%	52 9%	9 6%	6 4%	13 7%
\$15,000 to \$24,999	184 7%	85 7%	99 8%	75 11% EF	39 5%	39 6%	32 7%	184 22% IJ	-	-	76 7%	22 8%	48 8%	38 7%	31 8%	7 5%	18 9%	15 8%	15 9%	22 8%	45 7%	9 6%	6 4%	17 9% W
\$25,000 to \$34,999	209 8%	94 8%	116 9%	74 11% E	35 5%	54 8%	47 10% E	209 25% IJ	-	-	81 8%	25 9%	56 9%	47 8%	38 9%	9 6%	20 10%	22 12% W	14 8%	25 9%	49 8%	10 7%	9 5%	14 8%
\$35,000 to \$49,999	245 10%	111 9%	134 10%	70 10%	66 9%	56 9%	53 12%	245 30% IJ	-	-	89 9%	27 10%	66 10%	62 11%	50 12%	12 8%	18 9%	24 13% W	19 11%	27 10%	49 8%	14 9%	11 6%	21 12%
\$50K-\$99,999 (NET)	667 27%	312 26%	355 27%	156 23%	205 29%	181 28%	125 27%	-	667 100% HJ	-	261 25%	84 30%	183 29%	139 25%	103 25%	36 25%	64 31%	49 26%	49 29%	84 30%	145 24%	40 27%	46 26%	51 29%
\$50,000 to \$74,999	384 15%	171 14%	213 16%	105 15%	116 16%	88 14%	75 16%	-	384 58% HJ	-	151 15%	52 18%	102 16%	79 14%	61 15%	18 12%	36 17%	28 15%	27 16%	52 18%	88 15%	21 14%	23 13%	30 17%
\$75,000 to \$99,999	284 11%	141 12%	142 11%	51 7% D	89 12% D	93 14% D	50 11%	-	284 42% HJ	-	110 11%	32 11%	81 13%	60 11%	42 10%	19 13%	29 14%	21 11%	22 13%	32 11%	57 9%	19 13%	23 13%	21 12%
\$100K OR MORE (NET)	684 27%	381 32% C	303 23%	134 19%	247 35% DG	210 33% DG	92 20%	-	-	684 100% HI	301 29%	66 24%	173 27%	144 26%	96 23%	48 33% ORT	50 24%	42 23%	44 26%	66 24%	173 29%	47 32%	74 42%	44 25%
\$100,000 to \$124,999	293 12%	150 13%	143 11%	62 9% DG	119 17% DG	75 12%	37 8%	-	-	293 43% HI	135 13%	27 10%	68 11%	63 11%	45 11%	18 12%	22 11%	16 9%	19 11%	27 10%	85 14%	21 14%	24 14%	15 9%
\$125,000 to \$149,999	169 7%	98 8% C	71 5%	22 3%	59 8% D	60 9% D	27 6%	-	-	169 25% HI	82 8%	14 5%	43 7%	31 6%	21 5%	11 7%	11 5%	7 4%	9 5%	14 5%	50 8%	13 9%	24 14% OQRSTX	10 6%
\$150,000 to \$199,999	126 5%	73 6%	52 4%	22 3%	38 5% D	44 7% D	22 5%	-	-	126 18% HI	51 5%	13 5%	32 5%	29 5%	18 4%	11 8% Q	6 3%	12 6%	11 6%	13 5%	27 4%	7 5%	12 7% OQRSTX	8 4%
\$200,000 to \$249,999	50 2%	32 3%	19 1%	9 1%	19 3%	19 3%	5 1%	-	-	50 7% HI	17 2%	3 1%	18 3%	12 2%	9 2%	3 2%	4 2%	5 3%	2 1%	3 1%	8 1%	1 1% STUV	10 6%	5 3%
\$250,000 or more	45 2%	28 2%	17 1%	19 3% G	12 2%	13 2%	2	-	-	45 7% HI	15 1%	9 3%	13 2%	8 1%	3 1%	5 3% U	8 4% OU	2 1%	3 2%	9 3% U	3 1%	5 3% U	3 2%	5 3%
Decline to answer	332 13%	127 11%	205 16% B	90 13%	76 11%	76 12%	90 20% DEF	-	-	-	144 14%	38 14%	67 10%	83 15%	60 15%	22 15%	22 11%	21 11%	15 9%	38 14%	92 15%	19 13%	24 14%	19 11%
Sigma	2507 100%	1188 100%	1319 100%	689 100%	716 100%	645 100%	457 100%	824 100%	667 100%	684 100%	1030 100%	281 100%	639 100%	557 100%	411 100%	145 100%	206 100%	188 100%	170 100%	281 100%	604 100%	148 100%	175 100%	178 100%

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/X
 Overlap formulae used.

Q485. Race/Ethnicity

Base: Qualified Respondents

	Gender			Age				Income			Region				DMA									
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2507	1007	1500	561	718	705	523	847	815	526	896	250	856	505	250	255	250	250	252	250	250	250	250	250
Weighted Base	2507	1188	1319	689	716	645	457	824	667	684	1030	281	639	557	411	145	206	188	170	281	604	148	175	178
White	1570 63%	757 64%	813 62%	307 45%	431 60% D	458 71% DE	374 82% DEF	415 50%	448 67% H	497 73% H	694 67% N	179 64% N	402 63% N	295 53%	214 52%	82 56%	132 64% O	107 57%	114 67% O	179 64% O	365 60% OPQRSTUWX	127 86%	115 66% O	136 76% OPQRTUW
Hispanic	407 16%	191 16%	216 16%	181 26% EFG	136 19% FG	60 9%	29 6%	172 21% J	114 17%	92 13%	137 13%	41 15%	93 15%	135 24% KLM	108 26% QSTVWX	27 19% SVWX	34 17% SVX	41 22% SVWX	4 2%	41 15% SVX	119 20% SWWX	7 5%	17 9% S	8 4%
BLACK/AFRICAN AMERICAN (NET)	300 12%	113 10%	186 14% B	89 13%	95 13%	78 12%	38 8%	159 19% IJ	74 11% J	35 5%	124 12% N	40 14% N	102 16% N	34 6%	26 6%	8 5%	24 12% PV	33 17% OPV	40 23% OPQTUV	40 14% OPV	69 11% V	7 5%	26 15% OPV	28 16% OPV
Black	300 12%	113 10%	186 14% B	89 13%	95 13%	78 12%	38 8%	159 19% IJ	74 11% J	35 5%	124 12% N	40 14% N	102 16% N	34 6%	26 6%	8 5%	24 12% PV	33 17% OPV	40 23% OPQTUV	40 14% OPV	69 11% V	7 5%	26 15% OPV	28 16% OPV
Asian or Pacific Islander	114 5%	67 6%	47 4%	67 10% EFG	32 4% G	13 2%	2 *	36 4%	19 3%	43 6% I	33 3%	10 4%	18 3%	52 9% KLM	34 8% RSVX	19 13% QRSTUWX	9 4% X	2 1%	4 2%	10 4%	24 4%	3 2%	8 5% X	1 1%
Native American or Alaskan Native	9 *	* *	9 1%	1 *	1 *	7 1%	- -	3 *	4 1%	2 *	4 *	- -	3 *	3 *	2 *	1 1%	1 *	* *	2 1%	- -	3 *	- -	1 1%	- -
Some other race	24 1%	14 1%	11 1%	9 1%	2 *	9 1%	4 1%	12 1%	3 *	5 1%	6 1%	4 1%	4 1%	10 2%	8 2%	3 2% U	1 *	2 1%	* *	4 1%	1 *	1 1%	3 1%	2 1%
Decline to Answer	83 3%	45 4%	38 3%	35 5%	19 3%	19 3%	10 2%	25 3% I	6 1%	10 1%	31 3%	7 2%	18 3%	27 5%	21 5%	6 4%	4 2%	3 1%	7 4%	7 2%	23 4%	2 2%	6 4%	3 2%
Sigma	2507 100%	1188 100%	1319 100%	689 100%	716 100%	645 100%	457 100%	824 100%	667 100%	684 100%	1030 100%	281 100%	639 100%	557 100%	411 100%	145 100%	206 100%	188 100%	170 100%	281 100%	604 100%	148 100%	175 100%	178 100%

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/X
 Overlap formulae used.

Q364. Marital Status

1 Nov 2012
 Table 45

Base: Qualified Respondents

	Gender			Age				Income			Region				DMA									
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2507	1007	1500	561	718	705	523	847	815	526	896	250	856	505	250	255	250	250	252	250	250	250	250	250
Weighted Base	2507	1188	1319	689	716	645	457	824	667	684	1030	281	639	557	411	145	206	188	170	281	604	148	175	178
Never married	796 32%	403 34%	393 30%	453 66% EFG	220 31% FG	94 15% G	29 6%	378 46% IJ	166 25% J	122 18% K	349 34% M	83 30%	177 28%	186 33%	135 33%	51 35%	54 26%	51 27%	54 31%	83 30%	222 37% Q	44 30%	47 27%	54 30%
Married or civil union	1209 48%	600 51%	609 46%	156 23% EFG	382 53% D	407 63% DE	264 58% D	204 25% IJ	379 57% H	482 71% HI	495 48%	138 49%	341 53% N	235 42%	175 43%	60 41%	113 55% OP	92 49%	95 56% OP	138 49%	274 45% Q	81 55% OP	87 50%	94 53% P
Divorced	221 9%	81 7%	139 11% B	14 2% D	46 6% D	87 13% DE	73 16% DE	111 14% IJ	52 8% H	31 5% K	98 9%	21 7% L	55 9%	47 8%	34 8% S	13 9% S	16 8% S	27 14% STX	4 3%	21 7%	68 11% S	11 8% S	17 10% S	9 5%
Separated	41 2%	15 1%	26 2% B	9 1% D	13 2% D	14 2% DE	5 1% DEF	27 3% IJ	4 1% J	3 *	14 1%	8 3% K	12 2%	7 1%	6 1% U	1 1% RSUVX	3 1% U	6 3% U	4 2% U	8 3% U	7 1% U	2 1% U	2 1% U	4 2% U
Widow/Widower	100 4%	24 2% B	76 6% B	- -	8 1% FG	21 3% FG	71 16% FG	59 7% IJ	23 3% J	3 *	39 4%	9 3% K	19 3%	33 6% K	29 7% U	4 3% RSUVX	6 3% U	4 2% U	7 4% U	9 3% U	23 4% U	3 2% U	6 4% U	8 4% U
Living with partner	141 6%	64 5% B	76 6% B	57 8% FG	48 7% FG	22 3% FG	14 3% FG	43 5% IJ	43 6% J	42 6% K	35 3% K	22 8% K	35 6% K	49 9% K	32 8% U	16 11% RSUVX	13 6% U	8 4% U	7 4% U	22 8% U	11 2% U	7 4% U	16 9% U	9 5% U
Sigma	2507 100%	1188 100%	1319 100%	689 100%	716 100%	645 100%	457 100%	824 100%	667 100%	684 100%	1030 100%	281 100%	639 100%	557 100%	411 100%	145 100%	206 100%	188 100%	170 100%	281 100%	604 100%	148 100%	175 100%	178 100%

Proportions/Means: 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/X
 Overlap formulae used.

Q368. How many people age 18 or older live in your household?

Base: Qualified Respondents

	Gender			Age				Income			Region				DMA									
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2503	1006	1497	560	716	704	523	845	813	526	896	250	854	503	249	254	249	250	251	250	250	250	250	250
Weighted Base	2499	1185	1314	685	713	644	457	816	667	684	1030	281	637	551	406	145	203	188	170	281	604	148	175	178
1	543 22%	242 20%	301 23%	93 14%	166 23% D	146 23% D	137 30% DF	279 34% J	120 18% J	66 10% J	242 23% K	67 24% L	123 19% M	112 20% N	79 19% O	33 23% P	37 18% Q	46 24% R	22 13% S	67 24% S	153 25% T	27 18% V	41 24% W	37 21% X
2	1195 48%	570 48%	625 48%	268 39%	362 51% D	302 47% D	263 58% DF	297 36% J	339 51% H	420 61% HI	482 47% K	138 49% L	321 50% M	254 46% N	180 44% O	74 51% P	110 54% U	87 46% R	84 49% S	138 49% T	260 43% U	82 55% OU	90 51% V	90 50% W
3	450 18%	230 19%	219 17%	161 24% G	123 17% G	128 20% G	38 8% G	151 18% H	128 19% H	97 14% I	175 17% K	44 16% L	122 19% M	109 20% N	83 20% O	26 18% P	41 20% Q	36 19% R	38 22% W	44 16% T	100 17% U	26 18% V	22 13% W	33 19% X
4	232 9%	110 9%	122 9%	123 18% EFG	43 6% G	55 8% G	12 3% G	70 9% H	46 7% H	83 12% I	101 10% K	24 9% L	48 8% M	59 11% N	52 13% PQ	8 5% P	8 4% Q	13 7% R	19 11% Q	24 9% T	68 11% U	11 7% V	16 9% W	13 7% X
5+	79 3%	32 3%	47 4%	39 6% FG	19 3% G	13 2% G	7 2% G	20 2% H	33 5% H	17 2% I	31 3% K	8 3% L	23 4% M	17 3% N	12 3% O	5 3% P	6 3% Q	7 4% R	6 4% S	8 3% T	22 4% U	2 1% V	5 3% W	5 3% X
MEAN	2.3	2.3	2.3	2.7 EFG	2.2 G	2.2 G	1.9	2.1	2.3 H	2.4 H	2.2	2.2	2.3	2.3	2.4	2.3	2.2	2.2	2.5 QTVWX	2.2	2.3	2.2	2.2	2.2
STD. DEV.	1.19	1.30	1.09	1.22	1.43	0.96	0.83	1.08	1.08	1.44	1.06	1.08	1.05	1.58	1.04	2.55	0.96	1.12	1.06	1.08	1.14	0.88	1.02	0.96
STD. ERR.	0.02	0.04	0.03	0.05	0.05	0.04	0.04	0.04	0.04	0.06	0.04	0.07	0.04	0.07	0.07	0.16	0.06	0.07	0.07	0.07	0.07	0.06	0.06	0.06
Sigma	2499 100%	1185 100%	1314 100%	685 100%	713 100%	644 100%	457 100%	816 100%	667 100%	684 100%	1030 100%	281 100%	637 100%	551 100%	406 100%	145 100%	203 100%	188 100%	170 100%	281 100%	604 100%	148 100%	175 100%	178 100%

Proportions/Means: 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/X
 Overlap formulae used.

Q372. How many people under the age of 18 live in your household?

Base: Qualified Respondents

	Gender			Age				Income			Region				DMA									
	Total	Male	Female	18-34	35-49	50-64	65+	Less than \$50K	\$50K-\$99,999	\$100K+	North-east	Midwest	South	West	Los Angeles	San Francisco	Dallas-FW	Houston	Atlanta	Chicago	NYC	Boston	DC	Phila-delphia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	2498	1004	1494	560	715	701	522	845	811	523	895	248	852	503	249	254	250	247	251	248	250	250	249	250
Weighted Base	2497	1185	1312	689	712	640	456	821	664	680	1030	279	633	555	410	145	206	183	168	279	604	148	175	178
0	1835 74%	885 75%	950 72%	440 64%	411 58%	554 87%	430 94%	566 69%	486 73%	495 73%	783 76%	208 75%	440 69%	405 73%	292 71%	113 78%	146 71%	132 72%	100 60%	208 75%	460 76%	111 75%	141 81%	131 74%
1	335 13%	135 11%	200 15%	123 18%	143 20%	53 8%	15 3%	127 15%	86 13%	95 14%	147 14%	34 12%	89 14%	65 12%	51 12%	14 10%	26 13%	20 11%	35 21%	34 12%	91 15%	21 14%	20 11%	22 13%
2	214 9%	115 10%	98 7%	75 11%	111 16%	24 4%	3 1%	72 9%	60 9%	69 10%	69 7%	20 7%	58 9%	66 12%	50 12%	16 11%	22 11%	14 7%	19 12%	20 7%	38 6%	10 7%	6 3%	17 10%
3	79 3%	33 3%	46 4%	33 5%	31 4%	8 1%	8 2%	37 5%	23 4%	17 2%	29 3%	9 3%	27 4%	14 3%	12 3%	2 2%	8 4%	10 5%	9 5%	9 3%	15 3%	5 4%	3 2%	5 3%
4	25 1%	13 1%	12 1%	11 2%	13 2%	1 *	-	14 2%	6 1%	5 1%	2 *	6 2%	13 2%	4 1%	4 1%	-	1 *	4 2%	4 2%	6 2%	-	-	5 3%	*
5+	9 *	4 *	5 *	6 1%	3 *	-	-	5 1%	3 *	1 *	1 *	2 1%	6 1%	-	-	-	2 1%	4 2%	-	2 1%	-	-	-	1 1%
MEAN	0.5	0.5	0.5	0.7 FG	0.7 FG	0.2 G	0.1	0.6	0.5	0.5	0.4	0.5	0.6 K	0.5	0.5	0.4	0.6 U	0.6 PUW	0.7 PUVWX	0.5	0.4	0.4	0.4	0.5
STD. DEV.	0.92	0.92	0.92	1.13	1.03	0.57	0.45	1.05	0.92	0.90	0.76	1.10	1.10	0.86	0.90	0.74	1.12	1.18	1.03	1.10	0.71	0.77	0.87	0.89
STD. ERR.	0.02	0.03	0.02	0.05	0.04	0.02	0.02	0.04	0.03	0.04	0.03	0.07	0.04	0.04	0.06	0.05	0.07	0.08	0.07	0.07	0.05	0.05	0.06	0.06
Sigma	2497 100%	1185 100%	1312 100%	689 100%	712 100%	640 100%	456 100%	821 100%	664 100%	680 100%	1030 100%	279 100%	633 100%	555 100%	410 100%	145 100%	206 100%	183 100%	168 100%	279 100%	604 100%	148 100%	175 100%	178 100%

Proportions/Means: 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/X
 Overlap formulae used.

Page Table Title

1	1	Q264. Country
2	2	Q268. Gender
3	3	Q280. Age.
4	4	Q410. Employment Status
5	5	Q620. DMA
6	6	Q700. How many trips (i.e., traveling to a destination away from home for one night or more) do you plan to take for personal reasons over the upcoming holiday season? Please think of the holiday season as beginning around Thanksgiving (mid- to late-November) and ending right after the new year.
7	7	Q705. Which of the following methods of transportation will you be using for your holiday season travel plans?
8	8	Q710. How far will you be traveling for your holiday season travel plans?
9	9	Q716. This holiday season, are your plans for each of the following more or less compared to your holiday season travel last year? SUMMARY TABLE OF MORE
10	10	Q716. This holiday season, are your plans for each of the following more or less compared to your holiday season travel last year? SUMMARY TABLE OF LESS
11	11	Q716. This holiday season, are your plans for each of the following more or less compared to your holiday season travel last year? SUMMARY TABLE OF THE SAME
12	12	Q716_1. This holiday season, are your plans for each of the following more or less compared to your holiday season travel last year? 1. The number of trips I plan to take
13	13	Q716_2. This holiday season, are your plans for each of the following more or less compared to your holiday season travel last year? 2. The distance I plan to travel
14	14	Q716_3. This holiday season, are your plans for each of the following more or less compared to your holiday season travel last year? 3. The total number of days I plan to be traveling
15	15	Q720. Which of the following are reasons you will be traveling this holiday season?
16	16	Q725. Which of the following are reasons you will not be traveling this holiday season?
17	17	Q800. Other than company holidays, do you plan to take vacation time from work over the holiday season?
18	18	Q805. Do you plan to work at all during your time off over the holiday season?
19	19	Q810. To what extent do you plan to work during your time off over the holiday season?
20	20	Q815. Which of the following are reasons you will be working during your time off over the holiday season?
21	21	Q900. Thinking specifically of Thanksgiving dinner, which of the following do you prefer?
22	22	Q905. And, which of the following do you usually do for Thanksgiving dinner?
23	23	Q910. What kind of food do you usually have from a restaurant or store for Thanksgiving dinner?
24	24	Q1001. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season? SUMMARY TABLE OF MEAN INCLUDING 0
25	25	Q1001. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season? SUMMARY TABLE OF MEAN EXCLUDING 0
26	26	Q1001_1. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season? 1. Actual travel (e.g., plane tickets, gas for car)
27	27	Q1001_2. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season? 2. Living accommodations (e.g., hotel, rental house)
28	28	Q1001_3. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season? 3. Incidentals (e.g., food, entertainment)
29	29	Q1001_4. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season? 4. Total Budget
30	30	Q1001. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season? SUMMARY TABLE OF MEAN INCLUDING 0
31	31	Q1001. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season? SUMMARY TABLE OF MEAN EXCLUDING 0
32	32	Q1001_1. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season? 1. Actual travel (e.g., plane tickets, gas for car)
33	33	Q1001_2. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season? 2. Living accommodations (e.g., hotel, rental house)
34	34	Q1001_3. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season? 3. Incidentals (e.g., food, entertainment)
35	35	Q1001_4. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season? 4. Total Budget
36	36	Q1005. How does this amount compare to what you spent in total on your trip(s) during the holiday season last year?
37	37	Q1010. Which of the following best describes how your budget influences your holiday season travel plans?
38	38	Q1015. Thinking about your overall budget for 2013, how will you plan for any trip(s) you/your family will take for personal reasons next year?
39	39	Q1020. Still thinking about the upcoming year, how much are you planning to spend on your/your family's trip(s) you will take for personal reasons during 2013?

Page Table Title

40	40	Q1025. Do you plan to take a vacation (i.e., traveling for leisure to a destination away from home for one night or more) in 2013 specifically in order to recuperate from the upcoming holiday season?
41	41	Q320. U.S. Region
42	42	Q437. Highest Level of Education Achieved
43	43	Q462. Household Income
44	44	Q485. Race/Ethnicity
45	45	Q364. Marital Status
46	46	Q368. How many people age 18 or older live in your household?
47	47	Q372. How many people under the age of 18 live in your household?

Q264. Country

2 Nov 2012
 Table 1

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1007	1500	90	160	119	136	102	148	86	164	97	155	100	150	133	117	87	163	101	149	92	158
Weighted Base	1188	1319	192*	219	75*	70*	99*	106*	86*	102*	80*	91*	132*	149	290*	314*	68*	80	84*	92*	81*	97*
United States	1188	1319	192	219	75	70	99	106	86	102	80	91	132	149	290	314	68	80	84	92	81	97
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Sigma	1188	1319	192	219	75	70	99	106	86	102	80	91	132	149	290	314	68	80	84	92	81	97
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

Q268. Gender

2 Nov 2012
 Table 2

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male (A)	Female (B)	Male (C)	Female (D)	Male (E)	Female (F)	Male (G)	Female (H)	Male (I)	Female (J)	Male (K)	Female (L)	Male (M)	Female (N)	Male (O)	Female (P)	Male (Q)	Female (R)	Male (S)	Female (T)	Male (U)	Female (V)
Unweighted Base	1007	1500	90	160	119	136	102	148	86	164	97	155	100	150	133	117	87	163	101	149	92	158
Weighted Base	1188	1319	192*	219	75*	70*	99*	106*	86*	102*	80*	91*	132*	149	290*	314*	68*	80	84*	92*	81*	97*
Male	1188 100% B	-	192 100% D	-	75 100% F	-	99 100% H	-	86 100% J	-	80 100% L	-	132 100% N	-	290 100% P	-	68 100% R	-	84 100% T	-	81 100% V	-
Female	-	1319 100% A	-	219 100% C	-	70 100% E	-	106 100% G	-	102 100% I	-	91 100% K	-	149 100% M	-	314 100% O	-	80 100% Q	-	92 100% S	-	97 100% U
Sigma	1188 100%	1319 100%	192 100%	219 100%	75 100%	70 100%	99 100%	106 100%	86 100%	102 100%	80 100%	91 100%	132 100%	149 100%	290 100%	314 100%	68 100%	80 100%	84 100%	92 100%	81 100%	97 100%

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

Q280. Age.

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1007	1500	90	160	119	136	102	148	86	164	97	155	100	150	133	117	87	163	101	149	92	158
Weighted Base	1188	1319	192*	219	75*	70*	99*	106*	86*	102*	80*	91*	132*	149	290*	314*	68*	80	84*	92*	81*	97*
18 - 34	324 27%	365 28%	66 34% G	65 30%	21 27%	19 28%	18 18%	30 28%	21 24%	26 26%	22 28%	28 30%	39 29%	38 26%	73 25%	76 24%	16 23%	25 31%	22 26%	30 33%	28 35% G	28 29%
35 - 49	336 28%	379 29%	41 21%	57 26%	25 34% U	20 29%	38 38% CU	34 32%	26 30%	36 36%	28 35% U	32 35%	32 24%	40 27%	84 29%	85 27%	21 31%	21 27%	26 31%	28 30%	15 19%	26 27%
50 - 64	312 26%	333 25%	52 27%	51 23%	18 24%	17 24%	26 26%	27 25%	26 30%	27 27%	21 26%	21 23%	37 28%	38 26%	70 24%	86 27%	19 28%	21 26%	21 25%	22 24%	21 26%	24 24%
65+	215 18%	242 18%	34 18%	46 21%	11 15%	13 19%	18 18%	15 15%	14 16%	12 12%	9 11%	10 11%	24 18%	33 22%	63 22%	67 21%	12 18%	13 17%	14 17%	12 14%	16 20%	19 20%
MEAN	47.3	46.6	46.9	47.0	46.0	47.4	48.1	45.0	47.6	44.9	44.9	43.5	47.2	47.8	48.5	48.2	47.6	46.8	46.9	44.5	46.5	46.7
STD. DEV.	16.95	16.81	17.82	17.06	15.95	17.87	15.31	15.99	14.84	15.94	15.15	16.14	17.23	17.80	18.30	16.92	15.88	16.36	16.06	15.74	18.20	17.09
STD. ERR.	0.53	0.43	1.88	1.35	1.46	1.53	1.52	1.31	1.60	1.24	1.54	1.30	1.72	1.45	1.59	1.56	1.70	1.28	1.60	1.29	1.90	1.36
MEDIAN	47	47	45	48	45	47	47	45	48	43	46	42	47	48	49	49	49	46	47	44	47	46
Sigma	1188 100%	1319 100%	192 100%	219 100%	75 100%	70 100%	99 100%	106 100%	86 100%	102 100%	80 100%	91 100%	132 100%	149 100%	290 100%	314 100%	68 100%	80 100%	84 100%	92 100%	81 100%	97 100%

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

Q410. Employment Status

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male (A)	Female (B)	Male (C)	Female (D)	Male (E)	Female (F)	Male (G)	Female (H)	Male (I)	Female (J)	Male (K)	Female (L)	Male (M)	Female (N)	Male (O)	Female (P)	Male (Q)	Female (R)	Male (S)	Female (T)	Male (U)	Female (V)
Unweighted Base	1007	1500	90	160	119	136	102	148	86	164	97	155	100	150	133	117	87	163	101	149	92	158
Weighted Base	1188	1319	192*	219	75*	70*	99*	106*	86*	102*	80*	91*	132*	149	290*	314*	68*	80	84*	92*	81*	97*
Employed full time	612 52% B	438 33%	92 48%	76 35%	41 55% F	22 31%	59 60% H	40 38%	46 54% J	33 32%	42 53% L	23 25%	71 54% N	45 30%	129 44%	97 31%	43 63% OR	26 32%	50 60% BFJLNPR	43 47%	37 46%	34 35%
Employed part time	69 6%	167 13% JA	4 2%	18 8%	3 4%	7 10%	10 10% C	17 16% J	5 6%	5 5%	10 13% AC	12 13%	7 5%	17 11%	21 7%	54 17% J	2 3%	14 17% DJTQ	3 4%	7 7%	4 5%	17 18% DJTU
Self-employed	89 8% B	62 5%	25 13%	14 6%	6 8% BHPT	7 10%	5 5%	4 3%	2 3%	5 4%	6 8%	5 6%	6 4%	15 10% BPPT	29 10% P	4 1%	2 3%	3 4%	4 5%	1 1%	4 5%	4 5%
Not employed, but looking for work	81 7%	123 9%	18 9%	21 9%	7 10%	8 11%	5 5%	5 5%	13 15% AKO	10 10%	2 3% BHNRTVK	17 18%	8 6%	11 7%	10 3%	34 11%	3 5%	6 8%	7 9%	7 7%	8 9%	6 6%
Not employed and not looking for work	7 1%	12 1%	2 1%	1 1%	1 1%	1 1%	-	1 1%	* *	2 2%	3 4% AO	* *	-	2 1%	-	1 *	* *	1 1%	* 1%	2 3%	* 1%	* *
Not employed, unable to work due to a disability or illness	41 3%	78 6% A	13 7%	17 8%	-	2 3%	3 3%	3 3%	-	8 8% I	2 2%	5 5%	2 2%	5 4%	16 6%	22 7%	2 2%	7 9%	* *	4 4%	2 3%	3 3%
Retired	214 18%	215 16%	29 15%	35 16%	12 16%	15 22% T	16 16%	17 16%	14 16%	15 15%	8 10%	12 13%	29 22%	28 19%	64 22%	55 17%	11 16%	12 15%	12 15%	10 11%	18 22%	17 17%
Student	67 6% G	87 7% V	11 6%	15 7%	4 5%	4 6%	* *	9 8% VG	6 6%	7 7%	6 7% G	7 7%	6 4%	13 9% V	21 7%	21 7%	5 7% G	4 5%	4 5%	5 6%	6 7% G	1 1%
Stay-at-home spouse or partner	8 1%	137 10% A	-	22 10% C	1 1%	4 6%	-	10 9% G	-	17 17% BFI	-	10 11% K	3 3%	14 9%	-	26 8% O	* *	7 9% Q	2 2%	12 13% S	2 3% O	15 16% FU
Unknown	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1188 100%	1319 100%	192 100%	219 100%	75 100%	70 100%	99 100%	106 100%	86 100%	102 100%	80 100%	91 100%	132 100%	149 100%	290 100%	314 100%	68 100%	80 100%	84 100%	92 100%	81 100%	97 100%

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

Q620. DMA

2 Nov 2012
 Table 5

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1007	1500	90	160	119	136	102	148	86	164	97	155	100	150	133	117	87	163	101	149	92	158
Weighted Base	1188	1319	192*	219	75*	70*	99*	106*	86*	102*	80*	91*	132*	149	290*	314*	68*	80	84*	92*	81*	97*
Los Angeles	192 16%	219 17%	192 100%	219 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
San Francisco	75 6%	70 5%	-	-	75 100%	70 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dallas-Fort Worth	99 8%	106 8%	-	-	-	-	99 100%	106 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Houston	86 7%	102 8%	-	-	-	-	-	-	86 100%	102 100%	-	-	-	-	-	-	-	-	-	-	-	-
Atlanta	80 7%	91 7%	-	-	-	-	-	-	-	-	80 100%	91 100%	-	-	-	-	-	-	-	-	-	-
Chicago	132 11%	149 11%	-	-	-	-	-	-	-	-	-	-	132 100%	149 100%	-	-	-	-	-	-	-	-
NYC metro	290 24%	314 24%	-	-	-	-	-	-	-	-	-	-	-	-	290 100%	314 100%	-	-	-	-	-	-
Boston	68 6%	80 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	68 100%	80 100%	-	-	-	-
Washington, DC	84 7%	92 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	84 100%	92 100%	-	-
Philadelphia	81 7%	97 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	81 100%	97 100%
Sigma	1188 100%	1319 100%	192 100%	219 100%	75 100%	70 100%	99 100%	106 100%	86 100%	102 100%	80 100%	91 100%	132 100%	149 100%	290 100%	314 100%	68 100%	80 100%	84 100%	92 100%	81 100%	97 100%

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

Q700. How many trips (i.e., traveling to a destination away from home for one night or more) do you plan to take for personal reasons over the upcoming holiday season? Please think of the holiday season as beginning around Thanksgiving (mid- to late-November) and ending right after the new year.

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1007	1500	90	160	119	136	102	148	86	164	97	155	100	150	133	117	87	163	101	149	92	158
Weighted Base	1188	1319	192*	219	75*	70*	99*	106*	86*	102*	80*	91*	132*	149	290*	314*	68*	80	84*	92*	81*	97*
None	544 46% KS	724 55% FHA	107 56% EKS	120 55%	29 39%	31 44%	50 50% S	48 45%	43 50% S	53 52%	26 33%	47 52% K	64 49% S	83 56%	116 40%	195 62% FHO	38 55% KS	49 61% FH	25 30%	46 50% S	46 57% EKOS	53 54%
PLANNING TO TRAVEL (NET)	643 54% B	595 45%	85 44%	99 45%	46 61% CU	40 56% BPR	50 50%	58 55% BPR	43 50%	49 48%	54 67% ACQUL	44 48%	68 51%	65 44%	174 60% UP	119 38%	30 45%	31 39% ACGIMQUT	58 70%	46 50%	35 43%	45 46%
One	353 30%	337 26%	50 26%	62 28%	23 31%	20 28%	29 29%	32 30% L	22 26%	29 28%	25 31%	15 17%	27 20%	37 25%	100 34%	76 24%	21 30%	16 20%	32 38% M	24 26%	26 32%	28 28%
MORE THAN ONE (SUB-NET)	290 24% QUB	258 20%	35 18%	37 17%	22 30% QU	20 28% BP	21 21%	27 25% P	21 25%	20 19%	29 36% ACQU	29 32% BDPV	41 31% QU	29 19%	74 26% U	43 14%	10 14%	15 19%	27 32% QU	22 24%	9 12%	17 17%
Two	197 17% CU	191 14%	16 8%	25 11% ACGQU	20 27% BDP	16 23% BDP	13 13%	22 20% P	15 17%	19 18% P	18 22% CU	15 17%	31 24% CU	27 18% P	53 18%	27 8% P	7 11%	10 13%	18 22% CU	17 19% P	6 7%	14 14%
Three	51 4%	44 3% N	11 6%	6 3%	1 1%	2 3%	3 3%	2 2%	4 5%	1 1%	5 6% BHJNV	8 9%	5 4%	* 5%	13 5%	15 5%	* 1%	5 6% JN	6 7%	3 4%	2 3%	2 2%
Four	27 2% B	11 1%	3 2%	4 2%	2 2%	* 1%	4 4%	2 2%	2 3%	-	6 7% AOU	3 3% BP	5 3%	1 1%	4 2%	-	* 1%	-	1 1%	1 1%	-	-
Five	4 *	7 1%	-	2 1%	-	1 2%	1 1%	1 1%	-	* 1%	-	* 1%	-	-	2 1%	1 1%	-	-	-	-	1 1%	-
More than five	10 1%	5 *	5 3%	-	-	-	-	-	-	-	1 1%	3 3% BDP	-	1 1%	1 1%	-	2 3%	-	1 1%	-	1 1%	2 2%
Sigma	1188 100%	1319 100%	192 100%	219 100%	75 100%	70 100%	99 100%	106 100%	86 100%	102 100%	80 100%	91 100%	132 100%	149 100%	290 100%	314 100%	68 100%	80 100%	84 100%	92 100%	81 100%	97 100%

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

Q705. Which of the following methods of transportation will you be using for your holiday season travel plans?

Base: Plans To Travel At Least Once Over The Holiday Season

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male (A)	Female (B)	Male (C)	Female (D)	Male (E)	Female (F)	Male (G)	Female (H)	Male (I)	Female (J)	Male (K)	Female (L)	Male (M)	Female (N)	Male (O)	Female (P)	Male (Q)	Female (R)	Male (S)	Female (T)	Male (U)	Female (V)
Unweighted Base	545	718	39	76	70	72	52	77	46	79	59	80	55	68	78	52	38	62	65	86	43	66
Weighted Base	643	595	85**	99*	46*	40*	50*	58*	43*	49*	54*	44*	68*	65*	174*	119*	30**	31*	58*	46*	35**	45*
Car or SUV	455 71% E	443 74% N	65 77%	70 71% N	27 58%	27 69% N	38 77%	48 82% N	29 67%	40 82% N	47 87% AEIO	39 90% BDFN	51 75% N	31 47%	114 65%	91 76% N	19 63%	24 77% N	43 74%	36 77% N	22 63%	38 85% N
Airplane	284 44%	221 37% JV	33 39%	41 42% JV	24 53% K	17 42% JV	19 38%	25 43% JV	19 44% J	8 17%	16 31%	18 41% JV	35 52%	27 42% JV	79 46%	48 40% JV	17 56%	11 35% V	29 50%	19 42% JV	12 34%	7 16%
Train	59 9%	50 8%	10 12%	6 6%	4 9% K	5 12% L	-	2 4%	* 1%	1 2%	-	* -	5 8%	5 7%	34 19% AGIK	19 16% L	* 1%	4 14% JL	4 7%	5 11% L	1 2%	2 5%
Bus	29 4%	32 5%	16 19%	2 2%	-	* 1%	-	1 2%	-	2 4%	3 6%	1 2%	1 1%	6 9%	4 2%	8 7%	1 5%	3 10%	3 6%	5 11% BDF	-	3 7%
Other	4 1%	13 2%	-	5 5%	1 1%	1 3%	1 1%	1 2%	1 2%	-	-	* -	-	1 1%	-	2 2%	-	1 3%	1 1%	1 3%	1 4%	* 1%
Not sure	6 1%	19 3% A	2 2%	2 2%	* 1%	2 5%	-	1 2%	-	3 6%	-	-	* 1%	6 10% B	3 1%	4 4%	-	* 1%	* 1%	* 1%	1 2%	-
Sigma	838 130%	777 131% A	127 149%	126 128%	56 122%	52 132%	58 117%	79 135%	49 114%	54 111%	67 124%	58 133%	93 137%	75 115%	233 134%	172 144%	38 125%	43 140%	81 138%	67 146%	37 105%	50 113%

Proportions/Mean: Columns Tested (5% risk level) - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q710. How far will you be traveling for your holiday season travel plans?

Base: Plans To Travel At Least Once Over The Holiday Season

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	545	718	39	76	70	72	52	77	46	79	59	80	55	68	78	52	38	62	65	86	43	66
Weighted Base	643	595	85**	99*	46*	40*	50*	58*	43*	49*	54*	44*	68*	65*	174*	119*	30**	31*	58*	46*	35**	45*
I am traveling within my state.	230 36% S	221 37% NRT	46 54% BLNPRTV	53 53% AKOS	24 52% BLNPRTV	24 60% BLNPRTV	30 61% AKMOS	34 59% BLNPRTV	19 44% S	25 51% BLNPRT	16 30% S	11 26% S	25 37% S	15 22% S	50 29% S	32 27% S	7 23% S	5 16% S	4 7% S	9 20% S	9 25% S	13 30% S
TRAVELING OUTSIDE STATE (NET)	473 74% GI	423 71% FHJ	50 59% GI	59 60% FHJ	30 65% GI	20 50% GI	22 45% GI	33 56% GI	23 53% GI	27 56% GI	43 79% GI	38 87% BDFHJ	50 74% G	54 83% DFHJ	146 84% AEGI	87 73% F	25 82% F	27 86% BDFHJ	55 95% AEGIKM	42 92% BDFHJP	30 84% DFHJ	36 82% DFHJ
I am traveling to another state, within the same region as my state.	251 39% GI	218 37% H	35 41% GI	25 25% H	16 34% GI	10 25% GI	9 19% GI	13 22% GI	10 22% GI	13 27% GI	26 49% GI	26 59% BDFHJN	30 44% G	22 33% G	73 42% G	47 40% G	13 42% G	14 45% DFH	28 49% GI	26 57% BDFHJN	12 33% DFHJ	22 49% DFHJ
I am traveling to another state, in a different region than my state.	241 37% M	209 35% M	15 18% M	26 26% M	13 28% M	9 23% M	12 24% M	19 33% M	11 26% M	12 24% M	21 39% M	18 41% M	29 43% M	25 38% M	79 45% G	53 44% F	15 49% F	13 43% F	33 57% AEGI	20 43% FJ	12 36% FJ	16 35% FJ
TRAVELING OUTSIDE COUNTRY (SUB-NET)	64 10% M	75 13% M	8 9% M	15 16% M	5 12% M	2 6% M	6 13% M	7 11% M	3 7% M	5 9% M	7 14% M	4 10% M	* 1% M	9 13% M	19 11% M	25 21% V	3 10% V	3 9% V	4 7% V	4 9% V	6 18% V	1 3% V
I am traveling to another country, within North America.	29 5% B	30 5% B	3 4% B	12 12% B	1 1% B	1 4% B	6 12% AM	2 3% AM	2 4% AM	4 8% AM	3 6% AM	3 6% AM	- 0% AM	2 3% AM	6 3% AM	4 3% AM	3 8% AM	* 1% AM	4 7% AM	2 5% AM	2 6% AM	* 1% AM
I am traveling to another country, outside of North America.	45 7% M	49 8% M	8 9% M	5 5% M	5 11% M	1 2% M	3 7% M	6 10% M	2 5% M	1 1% M	4 8% M	2 4% M	* 1% M	7 11% M	14 8% M	22 18% BFJ	2 8% BFJ	3 9% BFJ	1 2% BFJ	2 4% BFJ	4 12% BFJ	1 2% BFJ
Other	2 0% B	4 1% B	- 0% B	2 2% B	- 0% B	- 0% B	- 0% B	- 0% B	- 0% B	2 3% B	- 0% B	- 0% B	- 0% B	- 0% B	- 0% B	- 0% B	2 6% B	- 0% B	- 0% B	- 0% B	1 2% B	* 1% B
Not sure	19 3% U	12 2% U	7 8% U	1 1% U	- 0% U	- 0% U	1 2% U	- 0% U	3 8% U	1 1% U	- 0% U	* 1% U	* 1% U	1 2% U	4 2% U	7 6% U	1 3% U	2 2% U	2 3% U	1 1% U	1 2% U	- 0% U
Sigma	817 127%	744 125%	114 134%	124 126%	58 126%	45 113%	62 124%	74 127%	48 110%	56 116%	71 132%	60 137%	85 125%	72 110%	226 130%	165 138%	42 139%	36 116%	72 124%	59 130%	41 116%	52 117%

Proportions/Means: Columns Tested (5% risk level) - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q716. This holiday season, are your plans for each of the following more or less compared to your holiday season travel last year?

2 Nov 2012
 Table 9

SUMMARY TABLE OF MORE

Base: Plans To Travel At Least Once Over The Holiday Season

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	545	718	39	76	70	72	52	77	46	79	59	80	55	68	78	52	38	62	65	86	43	66
Weighted Base	643	595	85**	99*	46*	40*	50*	58*	43*	49*	54*	44*	68*	65*	174*	119*	30**	31*	58*	46*	35**	45*
The distance I plan to travel	238 37%	201 34%	31 36%	25 26%	16 35%	16 40% V	12 24%	18 30%	17 39%	18 37%	18 33%	21 48% BDTV	29 42%	19 29%	79 46% G	55 46% DTV	11 35%	8 27%	23 39%	11 25%	4 11%	9 20%
The total number of days I plan to be traveling	225 35%	203 34%	29 34%	26 26%	16 34%	14 35%	16 33%	20 34%	21 49%	21 43%	15 28%	16 37%	26 39%	25 38%	62 36%	48 40%	11 35%	10 32%	24 41%	12 26%	4 12%	12 27%
The number of trips I plan to take	183 28%	188 32% T	22 25%	29 29%	13 28%	13 32%	12 24%	17 29%	18 42%	18 38% T	16 29%	20 45% T	19 28%	21 33%	52 30%	44 37%	10 33%	8 24%	18 32%	9 19%	2 7%	10 23%

Proportions/Means: Columns Tested (5% risk level) - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q716. This holiday season, are your plans for each of the following more or less compared to your holiday season travel last year?

SUMMARY TABLE OF LESS

Base: Plans To Travel At Least Once Over The Holiday Season

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male (A)	Female (B)	Male (C)	Female (D)	Male (E)	Female (F)	Male (G)	Female (H)	Male (I)	Female (J)	Male (K)	Female (L)	Male (M)	Female (N)	Male (O)	Female (P)	Male (Q)	Female (R)	Male (S)	Female (T)	Male (U)	Female (V)
Unweighted Base	545	718	39	76	70	72	52	77	46	79	59	80	55	68	78	52	38	62	65	86	43	66
Weighted Base	643	595	85**	99*	46*	40*	50*	58*	43*	49*	54*	44*	68*	65*	174*	119*	30**	31*	58*	46*	35**	45*
The total number of days I plan to be traveling	69 11% S	79 13% T	14 17%	19 19% T	5 12%	4 10%	6 12%	7 12%	3 6%	8 17% T	8 14%	7 17%	4 6%	9 14%	18 10%	8 7%	2 6%	4 13%	1 3%	2 4%	7 21%	11 25% BPT
The number of trips I plan to take	67 10% S	79 13%	11 13%	9 9%	4 10%	5 12%	4 8%	6 11%	2 5%	10 21%	8 15% S	6 13%	7 10%	13 19%	22 13%	11 9%	3 9%	5 16%	1 1%	4 9% S	5 14%	11 24% BD
The distance I plan to travel	54 8%	68 11%	12 14%	22 22% BFJPT	4 8%	2 6%	1 1%	4 8%	4 9%	3 6%	8 14% G	4 9%	4 6%	9 14%	12 7%	8 7%	2 6%	3 9%	3 4%	3 6%	5 15%	10 22% BFJPT

Proportions/Mean: Columns Tested (5% risk level) - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q716. This holiday season, are your plans for each of the following more or less compared to your holiday season travel last year?

SUMMARY TABLE OF THE SAME

Base: Plans To Travel At Least Once Over The Holiday Season

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	545	718	39	76	70	72	52	77	46	79	59	80	55	68	78	52	38	62	65	86	43	66
Weighted Base	643	595	85**	99*	46*	40*	50*	58*	43*	49*	54*	44*	68*	65*	174*	119*	30**	31*	58*	46*	35**	45*
The number of trips I plan to take	394 61%	327 55%	52 61%	61 62% J	29 63%	22 56%	34 68%	35 60%	23 52%	20 41%	30 56%	18 42%	42 62%	31 48%	100 57%	65 54%	18 58%	18 60%	39 67%	33 71% BJLN	28 79%	24 53%
The distance I plan to travel	352 55%	326 55%	42 50%	52 52%	26 57%	21 54%	37 75% AO	36 62%	23 52%	28 57%	28 53%	19 43%	35 52%	37 57%	82 47%	56 47%	18 59%	20 64%	33 57%	31 69% BLP	26 75%	26 58%
The total number of days I plan to be traveling	349 54%	312 53%	41 49%	54 55%	25 54%	22 55%	27 55%	31 54%	19 45%	19 39%	31 58%	20 46%	37 55%	32 49%	94 54%	63 53%	18 59%	17 55%	33 56%	32 69% BJLNV	23 67%	21 48%

Proportions/Mean: Columns Tested (5% risk level) - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q716_1. This holiday season, are your plans for each of the following more or less compared to your holiday season travel last year?
 1. The number of trips I plan to take

Base: Plans To Travel At Least Once Over The Holiday Season

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male (A)	Female (B)	Male (C)	Female (D)	Male (E)	Female (F)	Male (G)	Female (H)	Male (I)	Female (J)	Male (K)	Female (L)	Male (M)	Female (N)	Male (O)	Female (P)	Male (Q)	Female (R)	Male (S)	Female (T)	Male (U)	Female (V)
Unweighted Base	545	718	39	76	70	72	52	77	46	79	59	80	55	68	78	52	38	62	65	86	43	66
Weighted Base	643	595	85**	99*	46*	40*	50*	58*	43*	49*	54*	44*	68*	65*	174*	119*	30**	31*	58*	46*	35**	45*
MORE (NET)	183 28%	188 32% T	22 25%	29 29%	13 28%	13 32%	12 24%	17 29%	18 42%	18 38% T	16 29%	20 45% T	19 28%	21 33%	52 30%	44 37%	10 33%	8 24%	18 32%	9 19%	2 7%	10 23%
A lot more	49 8%	39 7%	5 6%	2 2%	5 10%	2 5%	4 8%	2 4%	6 13%	3 6%	3 5%	2 6%	7 11%	1 2%	11 6%	20 16% BDN	3 11%	2 7%	4 7%	3 6%	1 3%	2 5%
Somewhat more	134 21%	149 25% T	17 20%	27 27%	8 18%	11 27%	8 16%	15 25%	13 30%	16 32% T	13 24%	17 39% BRT	12 17%	20 31% T	41 24%	24 20%	7 22%	5 17%	15 25%	6 13%	1 4%	8 19%
The same	394 61%	327 55%	52 61%	61 62% J	29 63%	22 56%	34 68%	35 60%	23 52%	20 41%	30 56%	18 42%	42 62%	31 48%	100 57%	65 54%	18 58%	18 60%	39 67%	33 71% BJLN	28 79%	24 53%
LESS (NET)	67 10% S	79 13%	11 13%	9 9%	4 10%	5 12%	4 8%	6 11%	2 5%	10 21%	8 15% S	6 13%	7 10%	13 19%	22 13%	11 9%	3 9%	5 16%	1 1%	4 9% S	5 14%	11 24% BD
Somewhat less	47 7%	45 8% D	6 7%	1 1%	1 3%	4 10% D	4 8%	5 8%	1 3%	5 11% D	5 10% S	4 10% D	6 9%	6 9%	19 11% S	5 4%	3 9%	4 14% D	-	3 8% S	1 2%	7 16% BDP
A lot less	20 3%	34 6%	5 6%	8 8%	3 6%	1 1%	-	2 3%	1 2%	5 9%	3 5%	1 3%	1 1%	7 11%	3 1%	6 5%	-	1 2%	1 1%	1 2%	4 12%	3 8%
Sigma	643 100%	595 100%	85 100%	99 100%	46 100%	40 100%	50 100%	58 100%	43 100%	49 100%	54 100%	44 100%	68 100%	65 100%	174 100%	119 100%	30 100%	31 100%	58 100%	46 100%	35 100%	45 100%

Proportions/Mean: Columns Tested (5% risk level) - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q716_2. This holiday season, are your plans for each of the following more or less compared to your holiday season travel last year?
 2. The distance I plan to travel

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 Table 13

Base: Plans To Travel At Least Once Over The Holiday Season

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male (A)	Female (B)	Male (C)	Female (D)	Male (E)	Female (F)	Male (G)	Female (H)	Male (I)	Female (J)	Male (K)	Female (L)	Male (M)	Female (N)	Male (O)	Female (P)	Male (Q)	Female (R)	Male (S)	Female (T)	Male (U)	Female (V)
Unweighted Base	545	718	39	76	70	72	52	77	46	79	59	80	55	68	78	52	38	62	65	86	43	66
Weighted Base	643	595	85**	99*	46*	40*	50*	58*	43*	49*	54*	44*	68*	65*	174*	119*	30**	31*	58*	46*	35**	45*
MORE (NET)	238 37%	201 34%	31 36%	25 26%	16 35%	16 40% V	12 24%	18 30%	17 39%	18 37%	18 33%	21 48% BDTV	29 42%	19 29%	79 46% G	55 46% DTV	11 35%	8 27%	23 39%	11 25%	4 11%	9 20%
A lot more	109 17%	90 15%	8 10%	7 7%	7 16%	8 21% D	5 11%	11 18%	8 19%	7 15%	9 18%	8 17%	10 14%	9 13%	41 24%	27 22%	7 23%	3 11%	10 17%	6 14%	2 7%	4 10%
Somewhat more	129 20%	111 19%	22 26%	18 19%	8 18%	8 19%	6 13%	7 12%	9 20%	11 22%	8 15%	14 31% BHTV	19 28%	10 16%	38 22%	29 24%	4 12%	5 16%	13 22%	5 11%	1 4%	5 10%
The same	352 55%	326 55%	42 50%	52 52%	26 57%	21 54%	37 75% AO	36 62%	23 52%	28 57%	28 53%	19 43%	35 52%	37 57%	82 47%	56 47%	18 59%	20 64%	33 57%	31 69% BLP	26 75%	26 58%
LESS (NET)	54 8%	68 11%	12 14%	22 22% BFJPT	4 8%	2 6%	1 1%	4 8%	4 9%	3 6%	8 14% G	4 9%	4 6%	9 14%	12 7%	8 7%	2 6%	3 9%	3 4%	3 6%	5 15%	10 22% BFJPT
Somewhat less	26 4%	47 8% A	9 11%	16 16% B	1 2%	2 5%	-	4 6%	2 6%	2 4%	4 8% O	2 6%	3 5%	7 11%	1 1%	5 4%	1 3%	2 5%	3 4%	2 5%	1 3%	6 12%
A lot less	28 4%	21 4%	3 3%	6 6%	3 6%	* 1%	1 1%	1 2%	1 3%	1 2%	4 7%	1 3%	1 1%	2 3%	11 7%	4 3%	1 2%	1 4%	-	* 1%	4 12%	4 9%
Sigma	643 100%	595 100%	85 100%	99 100%	46 100%	40 100%	50 100%	58 100%	43 100%	49 100%	54 100%	44 100%	68 100%	65 100%	174 100%	119 100%	30 100%	31 100%	58 100%	46 100%	35 100%	45 100%

Proportions/Means: Columns Tested (5% risk level) - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q716_3. This holiday season, are your plans for each of the following more or less compared to your holiday season travel last year?

3. The total number of days I plan to be traveling

Base: Plans To Travel At Least Once Over The Holiday Season

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	545	718	39	76	70	72	52	77	46	79	59	80	55	68	78	52	38	62	65	86	43	66
Weighted Base	643	595	85**	99*	46*	40*	50*	58*	43*	49*	54*	44*	68*	65*	174*	119*	30**	31*	58*	46*	35**	45*
MORE (NET)	225 35%	203 34%	29 34%	26 26%	16 34%	14 35%	16 33%	20 34%	21 49%	21 43%	15 28%	16 37%	26 39%	25 38%	62 36%	48 40%	11 35%	10 32%	24 41%	12 26%	4 12%	12 27%
A lot more	64 10%	71 12%	1 1%	6 6%	6 14%	5 13%	4 8%	7 12%	9 20%	13 13%	4 7%	6 14%	6 8%	6 10%	24 14%	25 21% D	4 15%	2 7%	4 6%	4 8%	3 7%	4 8%
Somewhat more	161 25%	132 22%	28 33%	20 20%	9 20%	9 22%	12 25%	13 22%	13 29%	15 31%	11 21%	10 23%	21 31%	18 28%	38 22%	22 19%	6 21%	8 26%	20 35%	8 18%	2 5%	8 18%
The same	349 54%	312 53%	41 49%	54 55%	25 54%	22 55%	27 55%	31 54%	19 45%	19 39%	31 58%	20 46%	37 55%	32 49%	94 54%	63 53%	18 59%	17 55%	33 56%	32 69% B, J, L, N, V	23 67%	21 48%
LESS (NET)	69 11% S	79 13% T	14 17%	19 19% T	5 12%	4 10%	6 12%	7 12%	3 6%	8 17% T	8 14%	7 17%	4 6%	9 14%	18 10%	8 7%	2 6%	4 13%	1 3%	2 4%	7 21%	11 25% B, P, T
Somewhat less	49 8%	57 10% T	11 13%	13 14%	3 7%	3 7%	5 11%	5 9%	1 3%	4 8%	4 8%	6 14%	4 6%	8 12%	14 8%	5 4%	1 3%	3 9%	1 3%	1 3%	3 8%	9 21% B, P, T
A lot less	20 3%	22 4%	3 4%	5 5%	2 5%	1 3%	1 1%	2 3%	1 3%	4 9%	4 7%	1 3%	- -	1 1%	4 2%	4 3%	1 2%	1 4%	- -	1 2%	4 12%	2 4%
Sigma	643 100%	595 100%	85 100%	99 100%	46 100%	40 100%	50 100%	58 100%	43 100%	49 100%	54 100%	44 100%	68 100%	65 100%	174 100%	119 100%	30 100%	31 100%	58 100%	46 100%	35 100%	45 100%

Proportions/Mean: Columns Tested (5% risk level) - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q720. Which of the following are reasons you will be traveling this holiday season?

Base: Plans To Travel At Least Once Over The Holiday Season

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	545	718	39	76	70	72	52	77	46	79	59	80	55	68	78	52	38	62	65	86	43	66
Weighted Base	643	595	85**	99*	46*	40*	50*	58*	43*	49*	54*	44*	68*	65*	174*	119*	30**	31*	58*	46*	35**	45*
To spend the holiday(s) with my family	414 64%	418 70%	57 67%	67 68%	33 71%	29 72%	38 76%	38 66%	27 63%	34 69%	40 74%	33 76%	46 67%	42 64%	95 55%	83 70%	17 57%	25 81%	40 68%	33 72%	22 62%	33 75%
For vacation	257 40% B	190 32%	43 51%	44 44% BTV	17 36%	10 26%	13 26%	20 35%	15 34%	12 26%	17 31%	13 29%	29 43%	20 30%	78 45%	43 36%	12 39%	8 27%	23 39%	12 25%	11 32%	8 18%
To get away from my everyday life	171 27% G	153 26%	22 26%	26 26%	12 25%	8 21%	6 12%	15 26%	14 33% G	18 36% V	15 27%	13 29%	16 23%	19 29%	44 26%	26 22%	11 35%	8 25%	17 29%	13 29%	15 43%	7 16%
To spend the holiday(s) with friends	163 25%	122 21%	16 19%	23 23%	10 23%	9 22%	10 20%	6 11%	15 35%	11 23%	13 25%	14 32% HP	14 21%	13 20%	52 30% P	12 10%	8 25%	7 23%	16 27%	12 27% HP	8 23%	14 30% HP
To make the most of my paid time-off (i.e., taking vacation time with holiday time)	95 15%	87 15%	11 13%	16 17%	7 15%	5 12%	2 4%	4 7%	7 15%	6 13%	9 16%	6 13%	7 11%	11 17%	35 20% G	17 14%	4 14%	6 20% H	8 13%	6 14%	6 17%	10 23% H
For a change of weather (e.g., to escape the cold or to go skiing)	74 12%	67 11%	4 5%	5 5%	6 13%	3 7%	2 4%	4 6%	3 6%	2 4%	8 15%	4 9%	8 12%	10 15%	21 12%	23 19%	6 20%	7 21% BDFHJ	10 17%	5 11%	7 20%	5 12%
To celebrate an occasion other than the holiday (e.g., wedding or graduation)	59 9%	74 12%	9 11%	11 12%	4 8%	5 12%	3 7%	3 6%	3 8%	8 16%	12 23% AMOS	7 16%	2 3%	7 11%	14 8%	17 14%	3 9%	3 9%	3 5%	3 7%	5 16%	9 21% H
To escape the chaos of the holiday season	49 8%	44 7%	6 7%	12 12%	4 8%	1 4%	2 4%	4 7%	-	3 6%	5 9%	3 6%	3 5%	3 5%	22 13%	10 8%	2 6%	4 14% T	4 7%	1 2%	1 4%	2 5%
Other	17 3%	26 4%	3 4%	12 12% BLNP	1 2%	2 5% P	1*	6 10% LNP	1 3%	2 4%	1 1%	-	-	1*	8 5%	-	1 2%	1 3% P	1 1%	3 6% P	1 4%	1 2%
Not sure	7 1%	5 1%	5 6%	-	-	-	-	-	-	1 2%	-	-	-	1 1%	-	3 3%	-	-	2 3%	-	1*	1*
Sigma	1307 203%	1186 199%	176 207%	216 219%	92 201%	72 181%	76 152%	101 173%	86 198%	97 199%	119 221%	92 210%	126 185%	127 194%	370 212%	234 197%	63 207%	69 223%	122 209%	88 191%	78 223%	91 204%

Proportions/Means: Columns Tested (5% risk level) - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q725. Which of the following are reasons you will not be traveling this holiday season?

Base: Does Not Plan To Travel Over The Holiday Season

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	462	782	51	84	49	64	50	71	40	85	38	75	45	82	55	65	49	101	36	63	49	92
Weighted Base	544	724	107*	120*	29*	31*	50*	48*	43**	53*	26**	47*	64*	83*	116*	195*	38*	49*	25**	46*	46*	53*
I don't have the money.	224 41%	368 51% A	52 48%	65 55%	11 38%	15 49%	19 39%	22 47%	28 66%	31 58%	15 58%	23 50%	21 32%	55 66% BRTVM	39 33%	96 49%	10 28%	21 43%	11 44%	18 38%	17 37%	21 40%
I like being home for the holiday(s).	218 40%	265 37%	53 49%	42 35%	14 47%	10 33%	14 28%	17 36%	11 26%	19 35%	9 35%	19 41%	23 37%	30 36%	43 37%	55 28%	21 50% AG	25 50% BP	11 41%	25 54% BP	20 43%	24 45%
I am spending the holiday(s) with my family in town.	199 37%	346 48% A	28 26%	51 43%	11 39%	13 41%	12 23%	22 46% G	16 37%	29 55%	7 28%	25 54%	28 44%	39 47%	50 43%	89 46%	14 38%	28 57%	9 37%	20 44%	23 50% CG	29 56%
I dislike traveling during the holiday season in particular.	113 21%	128 18%	16 15%	13 11%	11 38% ACGM	6 19%	8 15%	6 12%	9 20%	13 24%	4 17%	5 10%	9 15%	19 22%	31 27%	36 19%	10 25%	9 18%	5 21%	7 16%	10 22% BDL	14 26%
Travel arrangements during the holiday season are expensive.	102 19%	138 19%	16 15%	16 13%	7 23%	8 24%	12 24%	11 24%	3 8%	14 27%	5 18%	8 17%	13 20%	22 26%	30 26%	34 17%	7 19%	9 18%	1 5%	5 10%	8 17%	12 23%
It's too crowded to travel during the holiday season.	99 18%	128 18%	18 16%	19 16%	7 24%	6 20%	8 16%	4 8%	8 18%	12 22%	5 18%	13 27% HT	9 14%	20 24% HT	23 20%	33 17%	4 11%	6 12%	2 8%	2 5%	16 35% AMQ	13 24% HT
I don't have a place I would like to go.	91 17% B	81 11%	16 15%	14 11%	9 29% A	4 12%	6 13%	6 12%	7 17%	7 14%	6 21%	2 5%	8 13%	14 16%	22 19%	22 11%	7 20%	6 12%	4 15%	2 5%	6 13%	4 8%
I don't have the vacation time from work.	76 14%	71 10%	16 15%	9 7%	5 16%	3 11%	8 16%	8 16%	3 8%	5 9%	9 34%	4 9%	6 9%	5 6%	19 16%	19 10%	4 10%	4 8%	4 14%	6 13%	4 8%	8 15%
I am spending the holiday(s) with friends in town.	46 8%	43 6%	18 17% OD	3 2%	3 10%	4 12% DP	7 14%	2 4%	2 5%	3 5%	* 13%	6 13% BDP	8 12%	8 9%	3 3%	6 3%	3 8%	4 8%	1 3%	4 8%	1 2%	4 8%
I haven't had the time to plan anything.	43 8%	30 4%	8 8%	5 4%	3 11% M	2 7% P	4 9%	1 3%	6 13%	6 11% BP	1 4%	2 4%	- -	2 3%	12 11% P	2 1%	5 12% M	4 8% P	2 9%	3 7% P	1 3%	3 6%
I dislike traveling, in general.	41 8%	35 5%	3 2%	6 5%	3 11%	2 6%	3 7%	1 2%	- -	4 8%	1 5%	5 11% P	8 13%	9 11% BP	11 9%	3 1% ACUR	7 20%	1 2%	2 9%	2 5%	1 3%	3 5%
It's too difficult to travel with my kids.	5 1%	11 2%	1 1%	- -	1 4%	1 2%	- -	* 1%	- -	1 2%	- -	2 5% P	1 2%	2 2%	2 1%	- -	- -	2 4% DP	1 3%	1 3%	- -	2 3%
Other	29 5%	46 6%	3 3%	10 8%	2 8%	4 14% BHPT	5 10%	1 3%	2 6%	2 4%	- -	4 9%	4 6%	9 11%	5 5%	8 4%	3 9%	3 6%	2 6%	1 2%	3 6%	3 5%
Not sure	16 3%	24 3%	2 2%	7 6%	- -	1 2% ACO	6 13%	3 7%	3 8%	2 3%	* 1%	1 1%	3 5%	2 2%	- -	7 4%	1 2%	1 1%	- -	1 3%	1 2%	1 1%
Sigma	1304 240%	1713 236%	248 231%	259 217%	88 299%	78 252%	112 225%	105 220%	99 231%	148 279%	63 241%	120 256%	142 221%	234 280%	290 251%	410 210%	97 257%	120 246%	55 216%	98 214%	110 240%	140 266%

Proportions/Means: Columns Tested (5% risk level) - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q800. Other than company holidays, do you plan to take vacation time from work over the holiday season?

2 Nov 2012
 Table 17

Base: Employed

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male (A)	Female (B)	Male (C)	Female (D)	Male (E)	Female (F)	Male (G)	Female (H)	Male (I)	Female (J)	Male (K)	Female (L)	Male (M)	Female (N)	Male (O)	Female (P)	Male (Q)	Female (R)	Male (S)	Female (T)	Male (U)	Female (V)
Unweighted Base	643	805	56	82	80	72	69	77	55	84	70	85	56	76	80	60	58	90	70	89	49	90
Weighted Base	770	667	120*	108*	50*	36*	75*	62*	54*	42*	59*	40*	84*	76*	179*	155*	47*	43*	57*	51*	45*	55*
Yes	335 43%	255 38%	63 52%	41 38%	21 42%	11 30%	31 41%	29 47%	23 43%	15 36%	21 35%	15 37%	37 44%	26 34%	66 37%	72 47%	22 46%	14 32%	34 58% AKOT	16 32%	18 40%	17 30%
No	339 44% S	307 46%	45 37%	49 45%	23 45%	16 46%	37 49% S	26 42%	24 46%	21 50%	23 39%	19 49%	29 35%	36 47%	101 57% AMS	63 40%	19 41%	25 59% B	17 29%	25 49% S	21 47%	27 48%
Not sure yet	97 13%	105 16%	13 11%	18 17%	7 14%	9 24% R	7 9%	7 11%	6 11%	6 13%	15 26% AGO	6 15%	18 21% O	15 19%	11 6%	20 13%	6 13%	4 9%	7 12%	10 19%	6 13%	12 22%
Sigma	770 100%	667 100%	120 100%	108 100%	50 100%	36 100%	75 100%	62 100%	54 100%	42 100%	59 100%	40 100%	84 100%	76 100%	179 100%	155 100%	47 100%	43 100%	57 100%	51 100%	45 100%	55 100%

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

Q805. Do you plan to work at all during your time off over the holiday season?

Base: Plans To Take Time Off

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male (A)	Female (B)	Male (C)	Female (D)	Male (E)	Female (F)	Male (G)	Female (H)	Male (I)	Female (J)	Male (K)	Female (L)	Male (M)	Female (N)	Male (O)	Female (P)	Male (Q)	Female (R)	Male (S)	Female (T)	Male (U)	Female (V)
Unweighted Base	273	287	25	30	33	20	29	34	23	30	28	33	24	26	28	27	23	29	39	33	21	25
Weighted Base	335	255	63**	41**	21**	11**	31**	29**	23**	15**	21**	15**	37**	26**	66**	72**	22**	14**	34**	16**	18**	17**
Yes	99 30% B	49 19%	16 26%	9 23%	9 44%	2 18%	4 14%	4 13%	8 33%	4 25%	12 56%	2 16%	8 21%	5 17%	23 34%	11 15%	7 32%	4 29%	9 28%	4 23%	3 17%	4 26%
No	195 58%	172 67%	35 55%	30 72%	9 44%	7 65%	23 74%	23 80%	12 51%	9 59%	6 30%	10 67%	29 79%	18 71%	31 47%	45 62%	13 60%	8 58%	24 70%	11 69%	14 76%	11 65%
Not sure yet	41 12%	35 14%	12 19%	2 5%	3 12%	2 17%	4 12%	2 7%	4 16%	2 16%	3 13%	3 17%	- -	3 12%	12 19%	16 23%	2 8%	2 13%	1 2%	1 8%	1 8%	1 9%
Sigma	335 100%	255 100%	63 100%	41 100%	21 100%	11 100%	31 100%	29 100%	23 100%	15 100%	21 100%	15 100%	37 100%	26 100%	66 100%	72 100%	22 100%	14 100%	34 100%	16 100%	18 100%	17 100%

Proportions/Means: Columns Tested (5% nsk level) - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q810. To what extent do you plan to work during your time off over the holiday season?

Base: Plans To Work During Time Off

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	86	64	7	8	12	5	4	5	9	10	13	5	6	4	12	5	8	8	11	7	4	7
Weighted Base	99*	49*	16**	9**	9**	2**	4**	4**	8**	4**	12**	2**	8**	5**	23**	11**	7**	4**	9**	4**	3**	4**
Very little (e.g., rarely checking email or voicemail, but not actively working on anything)	8 8%	6 12%	-	2 23%	1 9%	* 23%	-	-	-	* 6%	-	-	1 15%	-	2 7%	2 15%	3 39%	-	1 15%	* 7%	* 13%	1 29%
Some (e.g., occasionally checking email or voicemail, and only working on what is necessary)	36 37%	23 47%	6 39%	4 48%	4 48%	1 65%	3 75%	2 41%	1 15%	1 29%	4 33%	2 93%	6 75%	1 12%	6 24%	6 53%	2 33%	2 43%	2 17%	3 75%	2 72%	1 34%
A moderate amount (e.g., usually available on email or phone, keeping things moving, but not full-time)	39 40%	14 28%	3 21%	2 20%	4 43%	* 12%	-	2 43%	6 80%	2 64%	6 53%	* 7%	1 10%	2 22%	11 48%	4 32%	2 28%	* 12%	5 58%	1 17%	* 15%	2 37%
A great deal (e.g., always available on email or phone and actively working full-time)	15 15%	6 13%	6 40%	1 9%	-	-	1 25%	1 16%	* 5%	-	2 15%	-	-	3 66%	5 21%	-	-	2 45%	1 10%	-	-	-
Sigma	99 100%	49 100%	16 100%	9 100%	9 100%	2 100%	4 100%	4 100%	8 100%	4 100%	12 100%	2 100%	8 100%	5 100%	23 100%	11 100%	7 100%	4 100%	9 100%	4 100%	3 100%	4 100%

Proportions/Means: Columns Tested (5% risk level) - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q815. Which of the following are reasons you will be working during your time off over the holiday season?

Base: Plans To Work During Time Off

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	86	64	7	8	12	5	4	5	9	10	13	5	6	4	12	5	8	8	11	7	4	7
Weighted Base	99*	49*	16**	9**	9**	2**	4**	4**	8**	4**	12**	2**	8**	5**	23**	11**	7**	4**	9**	4**	3**	4**
To avoid work piling up while I'm out of the office	49 49%	31 63%	3 17%	4 42%	5 58%	1 49%	3 75%	2 57%	2 30%	2 39%	6 52%	2 100%	6 79%	2 49%	9 41%	9 85%	4 57%	3 88%	6 70%	3 71%	3 100%	2 48%
I don't like being out of the loop while I'm away	28 28%	13 26%	4 25%	3 36%	2 20%	-	2 42%	3 73%	1 15%	*	1 13%	1 42%	5 58%	-	3 15%	4 32%	2 30%	1 15%	6 62%	*	2 50%	*
I enjoy working	27 27%	11 22%	4 28%	1 12%	2 22%	1 37%	-	3 84%	2 27%	2 49%	3 23%	*	3 32%	-	9 41%	-	*	2 52%	3 28%	1 33%	*	5 15%
To catch up on uncompleted projects	20 20%	15 30%	1 8%	3 35%	5 51%	1 63%	4 84%	3 68%	*	-	3 29%	1 26%	1 8%	-	2 10%	4 39%	1 19%	1 33%	2 24%	1 28%	*	1 15%
Because I am self-employed	19 19%	3 6%	6 40%	1 12%	2 25%	*	-	-	-	1 17%	4 33%	-	1 8%	-	3 12%	-	3 41%	*	-	-	*	5 15%
To meet a deadline	17 18%	7 13%	3 20%	1 6%	4 41%	-	2 35%	-	2 27%	*	*	-	1 11%	3 66%	3 15%	1 7%	1 11%	1 17%	1 10%	1 17%	1 15%	1 13%
Because my co-workers will also be working	14 14%	6 12%	1 8%	-	2 23%	*	-	1 16%	1 18%	*	3 25%	*	7 7%	-	1 22%	4 20%	-	1 12%	1 17%	1 10%	1 17%	-
To make myself look good to my boss	8 8%	4 8%	2 12%	1 14%	1 14%	*	10 10%	-	2 24%	*	1 7%	1 51%	2 27%	-	-	-	-	*	-	*	-	8 8%
To avoid boredom	8 8%	1 1%	-	-	-	-	1 16%	-	-	1 17%	*	1 1%	-	2 21%	-	3 15%	-	-	-	2 18%	-	-
My boss requires me to	7 8%	7 14%	2 12%	-	2 18%	-	-	2 43%	*	4 6%	*	-	-	1 10%	3 66%	3 12%	-	-	5 5%	-	6 6%	2 39%
I'm afraid I'll be fired or face other retribution if I don't	4 4%	3 6%	2 12%	-	-	*	-	-	-	13 13%	2 13%	-	-	-	-	-	-	*	10 10%	-	-	2 39%
Other	14 14%	11 22%	-	5 52%	5 5%	11 11%	-	1 16%	2 29%	1 21%	2 20%	-	-	2 51%	7 32%	2 15%	1 13%	-	*	3 7%	*	-
Sigma	214 216%	110 224%	29 183%	19 208%	25 276%	4 233%	12 262%	14 358%	14 179%	8 198%	26 218%	6 242%	20 254%	11 254%	48 213%	20 178%	13 188%	10 253%	21 224%	7 198%	6 211%	10 233%

Proportions/Means: Columns Tested (5% risk level) - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q900. Thinking specifically of Thanksgiving dinner, which of the following do you prefer?

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1007	1500	90	160	119	136	102	148	86	164	97	155	100	150	133	117	87	163	101	149	92	158
Weighted Base	1188	1319	192*	219	75*	70*	99*	106*	86*	102*	80*	91*	132*	149	290*	314*	68*	80	84*	92*	81*	97*
HOME-COOKED MEAL (NET)	1039 87%	1165 88% D	169 88%	177 81%	67 89%	64 91%	84 84%	93 88%	71 83%	90 89%	66 83%	80 88%	110 83%	135 90%	262 90%	282 90%	64 93%	75 94% D	75 90%	81 89%	72 89%	88 90%
Having a home-cooked meal at my own home	641 54%	648 49% D	122 63% D	82 38%	39 51%	36 51%	52 53%	43 40%	47 55%	56 55% D	46 57%	47 52%	66 50%	77 51% D	141 49%	166 53% D	44 64%	45 56% D	44 53%	57 62% BDHV	41 50%	41 42%
Having a home-cooked meal at someone else's home	398 34%	517 39% TA	47 24%	95 43% TC	28 37%	28 40% T	32 32%	51 48% TG	24 28%	35 34%	20 26%	33 36%	44 33%	58 39%	121 42% C	116 37%	20 29%	30 38%	31 37%	25 27%	31 39%	47 49% BJT
PREPARED FOOD (NET)	93 8% Q	84 6%	16 8%	20 9%	6 7%	3 4%	10 10%	10 9%	5 6%	6 6%	10 13% Q	6 6%	15 11% Q	10 7%	17 6%	12 4%	1 2%	3 4%	6 7%	7 8%	8 10%	7 7%
Eating out at a restaurant	76 6%	64 5%	10 5%	12 6%	4 5%	2 2%	9 9%	7 7%	3 4%	6 6%	8 10%	5 5%	14 10%	8 5%	16 5%	12 4%	1 2%	2 2%	4 5%	7 7%	8 10%	4 4%
Having prepared food/take-out from a store or restaurant	17 1%	20 2%	6 3%	8 3%	2 2%	1 2%	1 1%	2 2%	2 2%	* 3%	2 3%	1 1%	1 1%	2 1%	1 1%	1 1%	- 2%	1 2%	2 2%	1 1%	- 3%	3 3%
Something else	14 1%	23 2%	1 1%	6 3%	- 3%	2 3%	1 1%	1 1% ACEOSU	7 8%	3 3%	1 1%	- 1%	2 1%	1 1%	- 2%	6 2%	2 3% O	1 1%	- 2%	2 2%	- 1%	1 1%
NA - I do not celebrate Thanksgiving.	42 4%	47 4%	7 4%	16 7% B	3 4%	2 2%	5 5%	2 2%	3 3%	2 2%	3 3%	5 5%	5 4%	4 2%	11 4%	14 4%	1 2%	1 1%	3 4%	1 1%	1 1%	1 1%
Sigma	1188 100%	1319 100%	192 100%	219 100%	75 100%	70 100%	99 100%	106 100%	86 100%	102 100%	80 100%	91 100%	132 100%	149 100%	290 100%	314 100%	68 100%	80 100%	84 100%	92 100%	81 100%	97 100%

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

Q905. And, which of the following do you usually do for Thanksgiving dinner?

Base: Celebrates Thanksgiving

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	976	1458	86	153	113	132	98	143	84	159	94	151	98	147	128	114	86	160	98	146	91	153
Weighted Base	1146	1272	185*	203*	72*	69*	95*	104*	83*	99*	77*	86*	127*	145	279*	300*	67*	79	81*	91*	80*	96*
HOME-COOKED MEAL (NET)	1037 90% C	1185 93% D	154 83%	178 88%	66 92%	65 95%	86 91%	96 92%	76 92%	93 93%	67 86%	81 95%	117 92%	134 93%	259 93%	287 96%	65 97% CK	74 94%	75 92%	86 94%	72 90%	91 95%
Have a home-cooked meal at my own home	579 51%	652 51% D	92 50%	85 42%	39 55%	35 51%	47 50%	51 48%	54 65% AOU	55 55%	39 51%	46 54%	63 49%	74 51%	129 46%	169 56%	39 59%	40 51%	41 51%	55 61% BDV	35 44%	42 44%
Have a home-cooked meal at someone else's home	457 40% I	533 42%	62 33%	93 46%	27 37%	30 44%	39 41%	45 43%	23 27%	38 38%	27 36%	35 41%	55 43%	60 42%	130 47% I	118 39%	26 38%	34 43%	34 42%	30 33%	36 45% I	49 51% T
PREPARED FOOD (NET)	86 8%	70 6%	24 13%	19 9%	5 6%	2 3%	8 9%	8 7%	5 6%	5 5%	10 13% OO	4 5%	9 7%	11 7%	12 4%	11 4%	2 3%	3 4%	3 4%	3 4%	8 10%	4 5%
Eat out at a restaurant	52 5%	49 4%	9 5%	11 5%	4 5%	1 2%	8 8% O	7 7%	3 4%	5 5%	6 7%	2 2%	6 5%	7 5%	5 2%	11 4%	1 2%	1 2%	3 4%	2 2%	7 9% OV	1 1%
Have prepared food/take-out from a store or restaurant	34 3%	21 2%	15 8% A	8 4% P	1 1%	1 1%	* *	1 1%	2 3%	* *	5 6%	2 3% P	3 2%	4 3%	8 3%	- -	* *	1 2% P	* *	1 1%	* *	3 3% P
Something else	23 2%	17 1%	7 4%	6 3%	1 1%	2 2%	1 1%	1 1%	2 2%	2 2%	* -	- -	1 1%	- -	7 3%	2 1%	* *	2 2%	3 4%	2 2%	* *	1 1%
Sigma	1146 100%	1272 100%	185 100%	203 100%	72 100%	69 100%	95 100%	104 100%	83 100%	99 100%	77 100%	86 100%	127 100%	145 100%	279 100%	300 100%	67 100%	79 100%	81 100%	91 100%	80 100%	96 100%

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

Q910. What kind of food do you usually have from a restaurant or store for Thanksgiving dinner?

Base: Eats Out For Thanksgiving

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	78	88	10	14	8	4	10	12	9	10	8	8	8	13	7	7	4	6	7	6	7	8
Weighted Base	86*	70*	24**	19**	5**	2**	8**	8**	5**	5**	10**	4**	9**	11**	12**	11**	2**	3**	3**	3**	8**	4**
Classic Thanksgiving dinner (e.g., turkey, mashed potatoes, stuffing)	53 62%	41 58%	13 54%	10 52%	5 100%	1 31%	5 63%	6 77%	4 74%	2 46%	5 47%	1 19%	5 54%	7 69%	7 56%	7 63%	2 100%	3 93%	3 100%	2 50%	5 62%	3 62%
Fast food (e.g., burgers, fries)	8 9%	-	-	-	-	-	-	-	-	-	-	-	4 46%	-	4 31%	-	-	-	-	-	-	-
Mediterranean (e.g., lamb, falafel)	6 7%	-	3 13%	-	-	-	-	-	-	-	3 27%	-	-	-	-	-	-	-	-	-	-	-
Italian (e.g., lasagna, chicken parmesan)	2 2%	10 14%	-	5 26%	-	-	-	-	-	2 32%	-	-	-	-	-	3 29%	-	-	-	-	2 27%	-
Indian (e.g., tandoori chicken, paneer)	2 2%	-	-	-	-	-	2 19%	-	* 8%	-	-	-	-	-	-	-	-	-	-	-	-	-
Chinese (e.g., sesame chicken, lo mein)	2 2%	4 6%	-	-	-	-	-	-	-	-	-	* 5%	-	3 31%	2 13%	-	-	-	-	-	* 13%	* 11%
Other standard American cuisine (e.g., roasted chicken, ham)	13 15%	10 15%	8 33%	2 8%	-	1 33%	1 12%	1 7%	1 18%	1 22%	3 27%	3 72%	-	-	-	1 9%	-	-	-	1 37%	1 10%	1 27%
Something else	* 1%	5 7%	-	2 13%	-	1 36%	* 6%	1 16%	-	-	-	* 4%	-	-	-	-	-	* 7%	-	-	-	-
Sigma	86 100%	70 100%	24 100%	19 100%	5 100%	2 100%	8 100%	8 100%	5 100%	5 100%	10 100%	4 100%	9 100%	11 100%	12 100%	11 100%	2 100%	3 100%	3 100%	3 100%	8 100%	4 100%

Proportions/Means: Columns Tested (5% risk level) - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1001. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season?
SUMMARY TABLE OF MEAN INCLUDING 0

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male (A)	Female (B)	Male (C)	Female (D)	Male (E)	Female (F)	Male (G)	Female (H)	Male (I)	Female (J)	Male (K)	Female (L)	Male (M)	Female (N)	Male (O)	Female (P)	Male (Q)	Female (R)	Male (S)	Female (T)	Male (U)	Female (V)
Unweighted Base	1007	1500	90	160	119	136	102	148	86	164	97	155	100	150	133	117	87	163	101	149	92	158
Weighted Base	1188	1319	192*	219	75*	70*	99*	106*	86*	102*	80*	91*	132*	149	290*	314*	68*	80	84*	92*	81*	97*
Total Budget	876.0 B	531.9	693.1	433.2	863.5	543.5 J	512.6	639.8 JR	785.2 J	317.6	612.5	493.3	499.8	905.7 B	1446.6	602.6	649.2	324.0	1008.1 T	372.9	748.4	407.2
Actual travel (e.g., plane tickets, gas for car)	381.9 B	216.2	241.9	194.0	449.4 MF	208.6 V	300.6	283.1 RV	378.9	156.8	267.3	207.5 V	197.6	319.2	603.2	243.7	226.0	139.5	524.2	197.2 V	359.2	102.8
Living accommodations (e.g., hotel, rental house)	263.1 B	146.4	257.5	96.2	216.5	159.2 JT	91.5	194.1 JT	223.8	64.0	180.8	137.8	133.2	186.7	445.6	193.3	240.7 R	74.3	303.4 GT	64.9	189.3	214.5
Incidentals (e.g., food, entertainment)	230.9	169.3	193.6	143.0	197.6	175.7 JTV	120.5	162.6 V	182.6 J	96.9	164.4	148.0	169.0	399.8	397.8	165.7	182.5	110.3	180.4 T	110.7	200.0	89.9

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

Q1001. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season?
 SUMMARY TABLE OF MEAN EXCLUDING 0

2 Nov 2012
 Table 25

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male (A)	Female (B)	Male (C)	Female (D)	Male (E)	Female (F)	Male (G)	Female (H)	Male (I)	Female (J)	Male (K)	Female (L)	Male (M)	Female (N)	Male (O)	Female (P)	Male (Q)	Female (R)	Male (S)	Female (T)	Male (U)	Female (V)
Unweighted Base	1007	1500	90	160	119	136	102	148	86	164	97	155	100	150	133	117	87	163	101	149	92	158
Weighted Base	1188	1319	192*	219	75*	70*	99*	106*	86*	102*	80*	91*	132*	149	290*	314*	68*	80	84*	92*	81*	97*
Total Budget	1391.6 B	935.8	1262.3	750.5	1274.7	804.7	848.4	1014.0 J	1201.2	596.2	866.3	810.4	811.3	1597.5 B	2215.4	1149.0	1096.4	661.1	1399.4	627.8	1291.4	694.7
Living accommodations (e.g., hotel, rental house)	803.5	680.5	826.3	457.4	858.9	500.6	370.9	692.3	645.5	386.0	518.6	482.4	345.1	693.9	1198.3	1132.5	842.5	564.7	906.5	331.3	710.3	1005.1
Actual travel (e.g., plane tickets, gas for car)	672.9 B	436.2	482.4	385.0 V	704.6 MF	356.6	554.5	507.4 V	678.4	305.9	397.8	390.7 V	370.4	667.0	1019.7	549.0	428.7	321.2	793.5	368.3 V	714.6	206.0
Incidentals (e.g., food, entertainment)	395.6	323.0	381.8	258.3	291.7	284.9 V	215.7	287.5 V	300.9	200.0	248.0	252.1	299.4	745.6	681.0 A	356.1	336.7	239.9	263.6	198.8	351.2	171.7

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

Q1001_1. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season?
 1. Actual travel (e.g., plane tickets, gas for car)

2 Nov 2012
 Table 26

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1007	1500	90	160	119	136	102	148	86	164	97	155	100	150	133	117	87	163	101	149	92	158
Weighted Base	1188	1319	192*	219	75*	70*	99*	106*	86*	102*	80*	91*	132*	149	290*	314*	68*	80	84*	92*	81*	97*
0	514 43%	666 50% A	96 50%	109 50%	27 36%	29 42%	46 46%	47 44%	38 44%	50 49%	26 33%	42 47%	62 47%	78 52%	118 41%	175 56%	32 47%	45 57% F	28 34%	43 46%	40 50%	49 50%
1-100	241 20%	259 20%	39 20%	39 18%	14 18%	14 20%	21 22%	20 19%	11 13%	22 22%	22 28% I	16 17%	27 21%	20 14%	64 22%	64 20%	12 17%	19 24%	14 16%	21 23%	17 21%	23 24%
101-500	271 23%	268 20%	38 20%	49 22%	19 25%	19 27% R	23 23%	24 22%	27 31%	21 20%	21 26%	24 27% R	29 22%	30 20%	54 19%	52 17%	17 25%	11 13% ACOUT	29 34%	18 20%	15 19%	21 22%
501-1000	85 7%	75 6%	13 7%	12 5%	7 10%	6 8%	5 5%	7 7%	5 6%	7 7%	5 6%	4 5%	10 7%	13 9%	23 8%	11 3%	4 6%	3 4%	8 10%	7 8%	6 7%	4 4%
1001-2000	35 3%	33 2%	2 1%	10 5%	5 6%	2 3%	3 3%	6 6% BP	3 3%	1 1%	3 3%	4 5% P	3 3%	4 3%	13 4%	2 1%	2 3%	2 2%	2 2%	1 1%	1 1%	1 1%
More than 2000	42 4% B	19 1%	5 3%	-	4 5% M	1 1%	3 3%	2 2%	3 3%	1 1%	3 4%	-	*	4 3%	18 6%	11 3%	1 1%	1 1%	3 3%	1 1%	3 3%	-
MEAN (INCLUDING 0)	381.9 B	216.2	241.9	194.0	449.4 MF	208.6 V	300.6	283.1 RV	378.9	156.8	267.3	207.5 V	197.6	319.2	603.2	243.7	226.0	139.5	524.2	197.2 V	359.2	102.8
STD. DEV. (INCLUDING 0)	1254.32	652.42	665.88	395.17	951.01	393.47	929.68	574.70	1274.85	340.99	543.06	411.80	355.60	1201.52	1844.29	806.85	480.67	411.31	1751.81	412.65	1466.32	206.72
STD. ERR. (INCLUDING 0)	39.53	16.85	70.19	31.24	87.18	33.74	92.05	47.24	137.47	26.63	55.14	33.08	35.56	98.10	159.92	74.59	51.53	32.22	174.31	33.81	152.87	16.45
MEDIAN (INCLUDING 0)	50	-	1	15	100	75	40	50	100	20	90	20	30	-	50	-	40	-	100	40	20	-
MEAN (EXCLUDING 0)	672.9 B	436.2	482.4	385.0 V	704.6 MF	356.6	554.5	507.4 V	678.4	305.9	397.8	390.7 V	370.4	667.0	1019.7	549.0	428.7	321.2	793.5	368.3 V	714.6	206.0
STD. DEV. (EXCLUDING 0)	1605.68	873.78	878.40	486.92	1115.89	461.91	1210.31	693.31	1652.09	427.26	623.48	499.39	416.77	1674.39	2310.02	1141.84	595.64	579.71	2111.09	506.67	2017.72	254.66
STD. ERR. (EXCLUDING 0)	66.61	31.45	133.95	53.13	128.00	52.98	160.31	78.50	233.64	46.34	79.83	54.82	54.72	193.34	258.27	147.41	88.79	69.29	263.89	53.11	294.31	30.44
MEDIAN (EXCLUDING 0)	200	200	200	200	200	200	200	200	200	150	150	200	300	200	200	150	250	100	250	200	150	125
Sigma	1188 100%	1319 100%	192 100%	219 100%	75 100%	70 100%	99 100%	106 100%	86 100%	102 100%	80 100%	91 100%	132 100%	149 100%	290 100%	314 100%	68 100%	80 100%	84 100%	92 100%	81 100%	97 100%

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

Q1001_2. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season?
 2. Living accommodations (e.g., hotel, rental house)

2 Nov 2012
 Table 27

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1007	1500	90	160	119	136	102	148	86	164	97	155	100	150	133	117	87	163	101	149	92	158
Weighted Base	1188	1319	192*	219	75*	70*	99*	106*	86*	102*	80*	91*	132*	149	290*	314*	68*	80	84*	92*	81*	97*
0	799 67%	1036 78% FA	132 69%	173 79%	56 75%	48 68%	75 75%	76 72%	56 65%	85 83% FI	52 65%	65 71%	81 61%	109 73%	182 63%	261 83% FO	49 71% BFH	69 87% LNQ	56 67%	74 80% S	59 73%	77 79%
1-100	46 4%	47 4%	5 3%	12 5%	3 4%	2 3%	4 4%	3 3%	3 3%	2 2%	4 4%	6 6% P	12 9% A	6 4%	9 3%	3 1%	2 3%	2 2%	1 1%	5 6% P	4 5%	5 5%
101-500	228 19% B	155 12%	36 19%	22 10%	9 12% BDJ	16 23% PRTV	19 19%	16 15%	21 24% J	11 11%	17 21%	12 13%	32 25%	23 15%	54 19%	28 9%	10 15%	6 8%	17 20%	11 11%	13 16%	10 10%
501-1000	65 5%	48 4%	14 7%	8 4%	2 2%	1 1%	1 1%	5 5%	4 5%	4 3%	3 4%	5 6%	6 5%	8 5%	25 9%	11 4%	3 5%	1 1%	4 5%	2 2%	2 2%	4 4%
1001-2000	21 2%	22 2%	-	4 2%	2 2%	2 4%	1 1%	3 3%	2 2%	* ACM	5 6%	3 4%	* ACM	2 1%	6 2%	4 1%	2 3%	1 2%	2 3%	* ACM	1 2%	1 1%
More than 2000	29 2% B	12 1%	5 3%	-	3 4%	1 1%	-	2 2%	1 1%	-	-	-	-	1 1%	14 5%	7 2%	2 2%	* ACM	3 4%	-	1 2%	1 1%
MEAN (INCLUDING 0)	263.1 B	146.4	257.5	96.2	216.5	159.2 JT	91.5	194.1 JT	223.8	64.0	180.8	137.8	133.2	186.7	445.6	193.3	240.7 R	74.3	303.4 GT	64.9	189.3	214.5
STD. DEV. (INCLUDING 0)	925.62	621.31	798.78	282.65	739.84	429.77	229.74	486.76	781.88	173.37	349.76	313.61	239.31	811.92	1474.05	780.93	672.99	354.63	855.61	201.26	746.58	1188.39
STD. ERR. (INCLUDING 0)	29.17	16.04	84.20	22.35	67.82	36.85	22.75	40.01	84.31	13.54	35.51	25.19	23.93	66.29	127.82	72.20	72.15	27.78	85.14	16.49	77.84	94.54
MEDIAN (INCLUDING 0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN (EXCLUDING 0)	803.5	680.5	826.3	457.4	858.9	500.6	370.9	692.3	645.5	386.0	518.6	482.4	345.1	693.9	1198.3	1132.5	842.5	564.7	906.5	331.3	710.3	1005.1
STD. DEV. (EXCLUDING 0)	1478.31	1197.92	1262.19	466.58	1296.15	648.35	335.88	713.74	1233.65	242.45	421.51	425.73	274.95	1460.98	2228.79	1595.48	1054.55	858.67	1293.82	350.81	1333.62	2458.86
STD. ERR. (EXCLUDING 0)	83.43	67.82	247.54	77.76	213.09	109.59	63.48	118.96	229.08	45.02	76.96	69.06	45.20	233.94	318.40	366.03	224.83	183.07	236.22	62.02	261.54	482.22
MEDIAN (EXCLUDING 0)	400	300	480	300	400	300	300	500	400	350	360	300	300	400	400	500	450	300	500	300	250	300
Sigma	1188 100%	1319 100%	192 100%	219 100%	75 100%	70 100%	99 100%	106 100%	86 100%	102 100%	80 100%	91 100%	132 100%	149 100%	290 100%	314 100%	68 100%	80 100%	84 100%	92 100%	81 100%	97 100%

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

Q1001_3. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season?
 3. Incidentals (e.g., food, entertainment)

2 Nov 2012
 Table 28

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1007	1500	90	160	119	136	102	148	86	164	97	155	100	150	133	117	87	163	101	149	92	158
Weighted Base	1188	1319	192*	219	75*	70*	99*	106*	86*	102*	80*	91*	132*	149	290*	314*	68*	80	84*	92*	81*	97*
0	494 42%	628 48% A	95 49% ES	98 45%	24 32%	27 38%	44 44%	46 43%	34 39%	52 52%	27 34%	37 41%	57 44%	69 46%	121 42%	168 53% F	31 46%	43 54% F	26 32%	41 44%	35 43%	46 48%
1-100	263 22%	311 24%	28 15%	58 26%	18 24%	16 23%	31 31% CO	24 22%	20 23%	25 24%	24 30% CO	24 26%	29 22%	37 25%	47 16%	53 17%	16 24%	21 26%	28 34% ACO	27 30% P	22 27%	25 26%
101-500	353 30% B	326 25% R	59 31%	53 24%	29 38% GQ	22 31% R	21 21%	30 29% R	27 31%	22 22%	25 31%	26 28%	42 32%	36 24%	94 32%	76 24%	15 22%	13 16%	21 25%	22 24%	21 26%	25 26%
501-1000	49 4%	31 2%	4 2%	6 3%	4 5%	4 6% BPRV	4 4%	4 4%	5 6%	2 2%	4 5%	3 3%	3 2%	3 2%	17 6%	4 1%	3 4%	* 1%	6 7%	2 2%	1 1%	1 1%
1001-2000	10 1%	23 2%	1 1%	4 2%	* 1%	1 1%	* 1%	2 2%	* 1%	- 1%	1 1%	1 1%	- 1%	2 1%	1 1%	12 4% AMO	3 5%	2 3%	2 2%	- 1%	* 1%	- 1%
More than 2000	19 2% B	2 1%	5 3%	- 1%	* 1%	- 1%	- 1%	- 1%	- 1%	- 1%	- 1%	- 1%	2 1%	1 1% B	10 3%	- 1%	- 1%	* 1%	- 1%	- 1%	2 2%	- 1%
MEAN (INCLUDING 0)	230.9	169.3	193.6	143.0	197.6	175.7 JTV	120.5	162.6 V	182.6 J	96.9	164.4	148.0	169.0	399.8	397.8	165.7	182.5	110.3	180.4 T	110.7	200.0	89.9
STD. DEV. (INCLUDING 0)	765.42	1244.29	403.94	299.99	320.66	270.89	218.17	288.63	267.84	171.04	245.09	262.45	370.34	3606.81	1396.42	406.31	345.37	328.61	261.01	186.51	659.53	143.04
STD. ERR. (INCLUDING 0)	24.12	32.13	42.58	23.72	29.39	23.23	21.60	23.73	28.88	13.36	24.88	21.08	37.03	294.49	121.09	37.56	37.03	25.74	25.97	15.28	68.76	11.38
MEDIAN (INCLUDING 0)	75	20	10	30	100	100	40	50	100	-	50	50	75	25	100	-	50	-	100	50	50	20
MEAN (EXCLUDING 0)	395.6	323.0	381.8	258.3	291.7	284.9 V	215.7	287.5 V	300.9	200.0	248.0	252.1	299.4	745.6	681.0 A	356.1	336.7	239.9	263.6	198.8	351.2	171.7
STD. DEV. (EXCLUDING 0)	968.97	1704.64	500.80	364.91	353.21	297.01	254.89	334.44	287.83	199.99	264.74	302.50	452.65	4913.50	1775.58	536.53	411.70	454.48	278.88	212.47	846.71	158.52
STD. ERR. (EXCLUDING 0)	39.53	59.78	74.65	38.25	39.49	33.21	34.06	36.71	39.54	21.82	33.35	32.06	57.96	536.11	198.52	69.27	62.07	51.79	34.07	22.03	117.42	18.68
MEDIAN (EXCLUDING 0)	200	150	200	150	200	200	100	200	200	100	200	150	200	150	200	150	200	100	120	100	115	100
Sigma	1188 100%	1319 100%	192 100%	219 100%	75 100%	70 100%	99 100%	106 100%	86 100%	102 100%	80 100%	91 100%	132 100%	149 100%	290 100%	314 100%	68 100%	80 100%	84 100%	92 100%	81 100%	97 100%

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

Q1001_4. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season?

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 Table 29

4. Total Budget

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1007	1500	90	160	119	136	102	148	86	164	97	155	100	150	133	117	87	163	101	149	92	158
Weighted Base	1188	1319	192*	219	75*	70*	99*	106*	86*	102*	80*	91*	132*	149	290*	314*	68*	80	84*	92*	81*	97*
0	440 37%	570 43% FA	87 45% S	93 42%	24 32%	23 32%	39 40%	39 37%	30 35%	48 47% F	23 29%	35 39%	51 38%	64 43%	101 35%	149 48% F	28 41%	41 51% FH	23 28%	37 41%	34 42%	40 41%
1-100	108 9% E	152 12%	23 12% E	24 11%	2 2%	9 13% E	14 14% E	11 10%	4 5%	14 14%	9 11% E	11 12%	16 12% E	15 10%	23 8%	37 12%	6 9%	10 13%	6 7%	12 13%	6 8%	10 10%
101-500	282 24% C	307 23%	11 6%	55 25% C	27 35% ACM	16 22%	26 26% C	27 26%	24 28% C	21 21%	26 33% C	20 22%	26 20% C	31 21%	75 26% C	74 24%	15 22% C	18 22%	30 36% ACMT	19 21%	22 27% C	27 28%
501-1000	133 11%	124 9%	30 15%	22 10%	7 9%	11 16% BP	10 10%	8 7%	10 12%	9 9%	7 9%	12 14% P	21 16%	15 10%	25 8%	15 5%	7 11%	6 7%	8 9%	14 16% BP	9 11%	12 13% P
1001-2000	117 10%	93 7%	28 15%	15 7%	8 10%	7 10%	5 5%	10 9%	12 14%	8 8%	6 7%	5 5%	13 10%	13 9%	27 9%	20 6%	3 5%	3 3%	8 10%	6 7%	7 8%	6 6%
More than 2000	108 9% B	73 6%	14 7%	11 5%	8 11%	5 7%	6 6%	11 11% BJTV	5 6%	2 2%	8 10%	7 8%	6 5%	10 7%	40 14%	18 6%	8 12% R	3 3%	9 10%	2 3%	3 4%	2 2%
MEAN (INCLUDING 0)	876.0 B	531.9	693.1	433.2	863.5	543.5 J	512.6	639.8 JR	785.2 J	317.6	612.5	493.3	499.8	905.7 B	1446.6	602.6	649.2	324.0	1008.1 T	372.9	748.4	407.2
STD. DEV. (INCLUDING 0)	2752.51	1803.17	1395.24	886.76	1847.53	1000.11	1272.07	1174.80	1887.90	561.68	1029.84	863.03	789.75	3999.73	4647.16	1893.45	1214.78	939.76	2721.38	654.17	2831.97	1319.95
STD. ERR. (INCLUDING 0)	86.74	46.56	147.07	70.10	169.36	85.76	125.95	96.57	203.58	43.86	104.56	69.32	78.98	326.58	402.96	175.05	130.24	73.61	270.79	53.59	295.25	105.01
MEDIAN (INCLUDING 0)	175	70	50	70	300	210	100	150	200	70	175	100	100	70	280	25	120	-	300	100	115	85
MEAN (EXCLUDING 0)	1391.6 B	935.8	1262.3	750.5	1274.7	804.7	848.4	1014.0 J	1201.2	596.2	866.3	810.4	811.3	1597.5 B	2215.4	1149.0	1096.4	661.1	1399.4	627.8	1291.4	694.7
STD. DEV. (EXCLUDING 0)	3365.07	2312.08	1683.84	1061.56	2129.95	1129.85	1551.30	1347.01	2231.08	654.41	1133.20	985.23	872.60	5219.60	5605.59	2494.80	1419.58	1263.81	3126.02	750.30	3639.99	1670.69
STD. ERR. (EXCLUDING 0)	133.33	77.90	243.04	108.35	238.14	121.13	198.62	141.20	298.14	68.60	138.44	101.62	108.23	553.28	604.47	300.34	200.76	139.56	370.99	75.41	499.99	183.38
MEDIAN (EXCLUDING 0)	500	360	700	350	500	500	350	375	500	350	480	500	500	500	500	350	500	250	410	350	350	275
Sigma	1188 100%	1319 100%	192 100%	219 100%	75 100%	70 100%	99 100%	106 100%	86 100%	102 100%	80 100%	91 100%	132 100%	149 100%	290 100%	314 100%	68 100%	80 100%	84 100%	92 100%	81 100%	97 100%

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

Q1001. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season?

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 Table 30

SUMMARY TABLE OF MEAN INCLUDING 0

Base: Plans To Travel At Least Once Over The Holiday Season

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male (A)	Female (B)	Male (C)	Female (D)	Male (E)	Female (F)	Male (G)	Female (H)	Male (I)	Female (J)	Male (K)	Female (L)	Male (M)	Female (N)	Male (O)	Female (P)	Male (Q)	Female (R)	Male (S)	Female (T)	Male (U)	Female (V)
Unweighted Base	545	718	39	76	70	72	52	77	46	79	59	80	55	68	78	52	38	62	65	86	43	66
Weighted Base	643	595	85**	99*	46*	40*	50*	58*	43*	49*	54*	44*	68*	65*	174*	119*	30**	31*	58*	46*	35**	45*
Total Budget	1554.8	1099.4	1465.1	924.3	1354.8	924.4	942.6	1001.1	1439.5	648.6	882.2	929.6	895.5	2029.6 _B	2382.2	1420.1	1293.5	804.5	1434.4	718.2	1666.0	802.9
Actual travel (e.g., plane tickets, gas for car)	685.7 _B	454.5	531.1	420.3 _V	722.1	364.6	553.8	423.1	665.7	324.4	389.8	388.8 _V	378.5	722.7 _B	1001.3	602.6	436.6	355.8	751.0	388.0 _V	811.3	204.9
Living accommodations (e.g., hotel, rental house)	476.6 _B	304.4	554.0	212.4	346.4	279.6	172.0	329.8 _T	441.1	134.0	268.2	267.7	244.1	424.6	741.3	438.6	507.2	188.4	435.0 _T	129.9	430.2	444.3
Incidentals (e.g., food, entertainment)	392.6	340.5	379.9	291.6	286.3	280.2 _V	216.8	248.3	332.7 _J	190.3	224.1	273.2 _V	272.9	882.4	639.5	378.9	349.7	260.2	248.4	200.3	424.5	153.7

Proportions/Means: Columns Tested (5% risk level) - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1001. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season?
 SUMMARY TABLE OF MEAN EXCLUDING 0

2 Nov 2012
 Table 31

Base: Plans To Travel At Least Once Over The Holiday Season

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male (A)	Female (B)	Male (C)	Female (D)	Male (E)	Female (F)	Male (G)	Female (H)	Male (I)	Female (J)	Male (K)	Female (L)	Male (M)	Female (N)	Male (O)	Female (P)	Male (Q)	Female (R)	Male (S)	Female (T)	Male (U)	Female (V)
Unweighted Base	545	718	39	76	70	72	52	77	46	79	59	80	55	68	78	52	38	62	65	86	43	66
Weighted Base	643	595	85**	99*	46*	40*	50*	58*	43*	49*	54*	44*	68*	65*	174*	119*	30**	31*	58*	46*	35**	45*
Total Budget	1603.8	1128.7	1495.5	924.3	1372.9	949.1	1000.8	1089.7	1439.5	648.6	1010.5	933.2	942.3	2029.6 _B	2382.2	1519.8	1293.5	816.3	1497.1	738.1	1755.9	802.9
Living accommodations (e.g., hotel, rental house)	819.7	691.1	855.6	457.4	868.1	519.6	364.8	742.3	662.3	395.9	551.0	511.6	348.3	693.9	1198.3	1191.1	826.9	584.4	914.9	331.3	732.1	1114.5
Actual travel (e.g., plane tickets, gas for car)	726.4 _B	476.1	542.1	420.3 _V	731.7	384.5	588.0	462.8 _V	719.5	330.0	446.6	404.8	408.3	747.9	1062.5	653.0	443.1	364.8	800.1	409.3 _V	855.1	218.3
Incidentals (e.g., food, entertainment)	428.8	380.5	410.8	305.9	290.2	313.5 _V	242.8	307.3	351.0 _J	209.0	261.6	287.1	287.1	936.6	722.2	455.5 _V	367.8	279.5	274.0	222.7	447.4	175.6

Proportions/Means: Columns Tested (5% risk level) - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1001_1. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season?

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 Table 32

1. Actual travel (e.g., plane tickets, gas for car)

Base: Plans To Travel At Least Once Over The Holiday Season

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	545	718	39	76	70	72	52	77	46	79	59	80	55	68	78	52	38	62	65	86	43	66
Weighted Base	643	595	85**	99*	46*	40*	50*	58*	43*	49*	54*	44*	68*	65*	174*	119*	30**	31*	58*	46*	35**	45*
0	36 6%	27 5%	2 2%	-	1 1%	2 5% D	3 6%	5 9% D	3 7%	1 2%	7 13%	2 4%	5 7%	2 3%	10 6%	9 8%	* 1%	1 2%	4 6%	2 5% D	2 5%	3 6% D
1-100	190 29% I	187 32% N	31 36%	29 29%	12 25%	11 27%	15 31%	18 32%	5 12%	19 38% NI	18 33% I	11 25%	20 29%	12 19%	56 32% I	38 32%	9 30%	14 46% BLN	14 24%	16 34%	10 29%	19 44% N
101-500	258 40%	261 44%	33 39%	48 49%	18 40%	19 47%	23 45%	24 40%	26 60% AKO	20 41%	19 35%	24 54%	29 43%	30 46%	54 31%	51 43%	15 48%	11 34%	28 48%	18 39%	14 41%	18 40%
501-1000	85 13%	70 12%	13 15%	12 12%	7 15%	6 14%	5 9%	5 9%	5 11%	7 15%	5 9%	4 10%	10 15%	13 21% B	23 13%	8 7%	4 13%	3 9%	8 14%	7 16%	6 16%	4 8%
1001-2000	33 5%	30 5%	2 3%	10 10%	5 10%	2 5%	1 3%	4 8%	3 6%	1 2%	3 5%	3 7%	3 5%	4 6%	13 7%	2 2%	1 4%	2 5%	2 3%	1 3%	1 1%	1 2%
More than 2000	41 6%	19 3%	5 6%	-	4 9%	1 1%	3 5%	2 3%	2 4%	1 1%	3 6%	-	* 1%	4 6%	18 10%	11 9%	1 3%	1 2%	3 5%	1 3%	3 7%	-
MEAN (INCLUDING 0)	685.7 B	454.5	531.1	420.3 V	722.1	364.6	553.8	423.1	665.7	324.4	389.8	388.8 V	378.5	722.7 B	1001.3	602.6	436.6	355.8	751.0	388.0 V	811.3	204.9
STD. DEV. (INCLUDING 0)	1636.27	904.65	925.46	501.10	1138.02	469.14	1236.37	653.04	1698.47	437.34	627.11	490.15	422.92	1736.56	2296.19	1222.70	596.25	605.72	2064.38	519.35	2157.69	266.71
STD. ERR. (INCLUDING 0)	70.09	33.76	148.19	57.48	136.02	55.29	171.45	74.42	250.43	49.20	81.64	54.80	57.03	210.59	259.99	169.56	96.73	76.93	256.06	56.00	329.04	32.83
MEDIAN (INCLUDING 0)	200	200	250	200	200	200	200	160	250	150	150	200	300	200	200	200	320	120	200	200	200	120
MEAN (EXCLUDING 0)	726.4 B	476.1	542.1	420.3 V	731.7	384.5	588.0	462.8 V	719.5	330.0	446.6	404.8	408.3	747.9	1062.5	653.0	443.1	364.8	800.1	409.3 V	855.1	218.3
STD. DEV. (EXCLUDING 0)	1675.44	920.30	931.89	501.10	1142.60	473.89	1266.68	669.75	1756.14	439.04	652.58	493.72	425.22	1761.68	2351.82	1260.12	598.36	610.81	2122.52	525.31	2208.15	270.01
STD. ERR. (EXCLUDING 0)	73.19	35.09	151.17	57.48	137.55	57.05	179.14	78.39	264.75	50.36	87.20	56.63	58.41	216.85	271.57	183.81	98.37	78.86	269.56	57.66	349.14	34.29
MEDIAN (EXCLUDING 0)	250	200	250	200	200	200	200	200	300	180	200	200	300	200	255	200	320	132	250	200	200	125
Sigma	643 100%	595 100%	85 100%	99 100%	46 100%	40 100%	50 100%	58 100%	43 100%	49 100%	54 100%	44 100%	68 100%	65 100%	174 100%	119 100%	30 100%	31 100%	58 100%	46 100%	35 100%	45 100%

Proportions/Means: Columns Tested (5% risk level) - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1001_2. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season?
 2. Living accommodations (e.g., hotel, rental house)

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 Table 33

Base: Plans To Travel At Least Once Over The Holiday Season

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male (A)	Female (B)	Male (C)	Female (D)	Male (E)	Female (F)	Male (G)	Female (H)	Male (I)	Female (J)	Male (K)	Female (L)	Male (M)	Female (N)	Male (O)	Female (P)	Male (Q)	Female (R)	Male (S)	Female (T)	Male (U)	Female (V)
Unweighted Base	545	718	39	76	70	72	52	77	46	79	59	80	55	68	78	52	38	62	65	86	43	66
Weighted Base	643	595	85**	99*	46*	40*	50*	58*	43*	49*	54*	44*	68*	65*	174*	119*	30**	31*	58*	46*	35**	45*
0	269 42%	333 56% NA	30 35%	53 54%	27 60% AIMO	18 46%	26 53% M	32 56%	14 33%	32 66% NI	28 51%	21 48%	20 30%	25 39%	66 38%	75 63% NO	12 39%	21 68% FN	31 52% M	28 61% N	14 41%	27 60%
1-100	44 7%	43 7%	5 6%	12 12%	3 7%	2 4%	4 8%	3 6%	3 6%	2 4%	2 3%	4 8%	12 17% AOS	6 9%	9 5%	3 3%	2 6%	2 6%	1 2%	5 12% S	4 10%	4 8%
101-500	217 34% EB	145 24%	31 37%	22 22%	9 20% BDHRVE	16 40%	18 35%	12 21%	19 45% EJ	11 22%	17 31%	12 26%	29 43% E	23 35%	54 31%	25 21%	10 34%	6 19%	17 29%	11 23%	12 35%	8 18%
501-1000	64 10%	40 7%	14 16%	8 8%	1 3%	1 1%	1 2%	5 9%	4 9%	4 7%	3 5%	4 10%	6 10%	8 12%	25 14%	4 3%	3 11%	1 3%	4 7%	2 4%	2 5%	4 9%
1001-2000	20 3%	22 4%	-	4 4%	2 4%	2 6%	1 2%	3 6%	2 4%	* 1%	5 9% A	3 8%	* 1%	2 3%	6 3%	4 3%	1 4%	1 4%	2 4%	* 1%	1 4%	1 2%
More than 2000	29 4%	12 2%	5 6%	-	3 6%	1 1%	-	2 3%	1 2%	-	-	-	-	1 2%	14 8%	7 6%	2 5%	* 1%	3 5%	-	1 4%	1 3%
MEAN (INCLUDING 0)	476.6 B	304.4	554.0	212.4	346.4	279.6	172.0	329.8 T	441.1	134.0	268.2	267.7	244.1	424.6	741.3	438.6	507.2	188.4	435.0 T	129.9	430.2	444.3
STD. DEV. (INCLUDING 0)	1215.68	892.00	1131.72	390.49	924.34	545.09	296.62	620.73	1065.44	232.64	398.70	402.13	286.63	1187.13	1844.70	1206.91	928.56	555.78	999.84	270.80	1093.67	1735.67
STD. ERR. (INCLUDING 0)	52.07	33.29	181.22	44.79	110.48	64.24	41.13	70.74	157.09	26.17	51.91	44.96	38.65	143.96	208.87	167.37	150.63	70.58	124.01	29.20	166.78	213.65
MEDIAN (INCLUDING 0)	150	-	200	-	-	100	-	-	200	-	-	75	125	200	200	-	250	-	-	-	100	-
MEAN (EXCLUDING 0)	819.7	691.1	855.6	457.4	868.1	519.6	364.8	742.3	662.3	395.9	551.0	511.6	348.3	693.9	1198.3	1191.1	826.9	584.4	914.9	331.3	732.1	1114.5
STD. DEV. (EXCLUDING 0)	1504.21	1241.76	1314.54	466.58	1317.82	658.75	342.84	753.77	1254.29	237.44	413.78	430.48	284.45	1460.98	2228.79	1759.84	1075.66	879.29	1299.36	350.81	1358.60	2652.72
STD. ERR. (EXCLUDING 0)	86.41	71.81	262.91	77.76	222.75	114.67	65.98	129.27	237.04	44.87	76.84	72.76	47.41	233.94	318.40	426.82	234.73	191.88	241.29	62.02	277.32	541.48
MEDIAN (EXCLUDING 0)	400	300	480	300	400	300	250	500	400	392	400	300	350	400	400	300	450	300	500	300	250	300
Sigma	643 100%	595 100%	85 100%	99 100%	46 100%	40 100%	50 100%	58 100%	43 100%	49 100%	54 100%	44 100%	68 100%	65 100%	174 100%	119 100%	30 100%	31 100%	58 100%	46 100%	35 100%	45 100%

Proportions/Mean: Columns Tested (5% risk level) - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1001_3. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season?
 3. Incidentals (e.g., food, entertainment)

2 Nov 2012
 Table 34

Base: Plans To Travel At Least Once Over The Holiday Season

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	545	718	39	76	70	72	52	77	46	79	59	80	55	68	78	52	38	62	65	86	43	66
Weighted Base	643	595	85**	99*	46*	40*	50*	58*	43*	49*	54*	44*	68*	65*	174*	119*	30**	31*	58*	46*	35**	45*
0	54 8%	63 11%	6 8%	5 5%	1 1%	4 11%	5 11%	11 19% BDLN	2 5%	4 9%	8 14% E	2 5%	3 5%	4 6%	20 11%	20 17%	1 5%	2 7%	5 9%	5 10%	2 5%	6 12%
1-100	205 32%	210 35%	17 20%	38 38%	15 33%	10 27%	23 46% O	19 33%	13 30%	21 44%	19 35%	15 35%	24 35%	21 31%	43 24%	29 25%	12 39%	15 48% FP	26 45% AO	21 45% FP	13 38%	20 46%
101-500	310 48% S	267 45%	53 62%	47 48%	26 56% S	20 50%	17 35%	22 37%	22 52%	21 43%	23 42%	23 51%	38 55% S	35 53%	83 48%	53 45%	12 40%	11 36%	19 32%	18 40%	17 49%	18 40%
501-1000	46 7%	30 5%	2 3%	6 6%	3 7%	4 11% B	4 8%	4 7%	5 12%	2 4%	4 7%	3 7%	3 4%	3 5%	17 10%	4 4%	2 6%	* 1%	6 11%	2 5%	1 1%	1 1%
1001-2000	10 2%	23 4%	1 2%	4 4%	* 1%	1 1%	* 1%	2 3%	* 1%	-	1 2%	1 1%	-	2 3%	1 1%	12 10% O	3 10%	2 7% T	2 3%	-	* 1%	-
More than 2000	18 3% B	2 0%	5 6%	-	* 1%	-	-	-	-	-	-	-	1 1%	1 2% B	10 6%	-	-	* 1%	-	-	2 6%	-
MEAN (INCLUDING 0)	392.6	340.5	379.9	291.6	286.3	280.2 V	216.8	248.3	332.7 J	190.3	224.1	273.2 V	272.9	882.4	639.5	378.9	349.7	260.2	248.4	200.3	424.5	153.7
STD. DEV. (INCLUDING 0)	1000.44	1837.27	531.31	395.62	361.64	309.08	266.40	351.81	307.15	203.57	267.81	325.03	330.16	5422.77	1759.96	593.21	434.14	493.61	283.77	226.35	959.43	166.58
STD. ERR. (INCLUDING 0)	42.85	68.57	85.08	45.38	43.22	36.42	36.94	40.09	45.29	22.90	34.87	36.34	44.52	657.61	199.28	82.26	70.43	62.69	35.20	24.41	146.31	20.50
MEDIAN (INCLUDING 0)	200	150	200	200	200	200	100	100	300	100	125	200	200	200	200	150	200	100	100	100	150	100
MEAN (EXCLUDING 0)	428.8	380.5	410.8	305.9	290.2	313.5 V	242.8	307.3	351.0 J	209.0	261.6	287.1	287.1	936.6	722.2	455.5 V	367.8	279.5	274.0	222.7	447.4	175.6
STD. DEV. (EXCLUDING 0)	1038.19	1938.52	541.01	399.82	362.54	310.59	270.59	367.82	305.09	203.98	271.96	327.22	332.61	5585.03	1854.92	623.30	437.82	506.70	286.07	228.02	980.38	166.91
STD. ERR. (EXCLUDING 0)	45.97	75.80	90.17	47.12	43.64	38.23	39.47	44.94	45.48	23.71	37.36	38.04	45.26	698.13	218.60	95.05	74.01	65.97	37.24	25.65	155.01	22.30
MEDIAN (EXCLUDING 0)	200	200	250	200	200	200	100	200	300	150	200	200	200	200	200	200	200	100	120	100	150	100
Sigma	643 100%	595 100%	85 100%	99 100%	46 100%	40 100%	50 100%	58 100%	43 100%	49 100%	54 100%	44 100%	68 100%	65 100%	174 100%	119 100%	30 100%	31 100%	58 100%	46 100%	35 100%	45 100%

Proportions/Means: Columns Tested (5% risk level) - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1001_4. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season?

2 Nov 2012
 Table 35

4. Total Budget

Base: Plans To Travel At Least Once Over The Holiday Season

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	545	718	39	76	70	72	52	77	46	79	59	80	55	68	78	52	38	62	65	86	43	66
Weighted Base	643	595	85**	99*	46*	40*	50*	58*	43*	49*	54*	44*	68*	65*	174*	119*	30**	31*	58*	46*	35**	45*
0	20 3%	15 3%	2 2%	-	1 1%	1 3%	3 6% O	5 8% BDN	-	-	7 13% AIOL	*	3 5% O	-	-	8 7%	-	* 1%	2 4% O	1 3%	2 5%	-
1-100	47 7%	68 11% N	11 12%	10 10%	1 2%	2 5%	4 9%	6 11%	-	10 21% BFNI	4 7%	5 10%	4 5%	1 2%	18 11%	18 15% N	2 6%	6 18% N	3 6%	6 13% N	1 2%	4 9%
101-500	230 36%	239 40%	8 9%	41 41%	22 48%	14 35%	23 46%	23 39%	17 39%	19 40%	22 41%	16 36%	22 32%	26 40%	64 37%	49 41%	10 33%	14 44%	29 50% A	15 33%	14 40%	22 50%
501-1000	130 20%	124 21%	28 33%	22 22%	7 15%	11 28%	10 20%	8 13%	10 23%	9 18%	7 14%	12 28%	21 31% S	15 22%	25 14%	15 13%	7 24%	6 19%	7 12%	14 31% BHPS	8 24%	12 28%
1001-2000	112 17%	79 13%	23 28%	15 15%	8 16%	7 17%	5 10%	7 13%	12 28%	8 17%	6 11%	5 11%	13 19%	13 20%	27 15%	10 9%	3 11%	3 9%	8 14%	6 14%	7 19%	4 9%
More than 2000	104 16%	70 12%	14 16%	11 11%	8 17%	5 13%	5 9%	10 17%	4 10%	2 4%	8 15%	6 14%	5 8%	10 16%	40 23%	18 15%	8 25%	3 9%	9 15%	2 5%	3 9%	2 5%
MEAN (INCLUDING 0)	1554.8	1099.4	1465.1	924.3	1354.8	924.4	942.6	1001.1	1439.5	648.6	882.2	929.6	895.5	2029.6 B	2382.2	1420.1	1293.5	804.5	1434.4	718.2	1666.0	802.9
STD. DEV. (INCLUDING 0)	3591.18	2557.87	1806.11	1138.11	2222.07	1198.72	1642.16	1393.72	2453.82	670.57	1162.05	1010.30	865.39	5864.54	5813.69	2872.40	1467.98	1390.63	3176.09	786.06	4149.28	1870.96
STD. ERR. (INCLUDING 0)	153.83	95.46	289.21	130.55	265.59	141.27	227.73	158.83	361.80	75.44	151.29	112.95	116.69	711.18	658.27	398.33	238.14	176.61	393.95	84.76	632.76	230.30
MEDIAN (INCLUDING 0)	600	500	800	500	500	600	412	400	900	420	480	620	700	800	600	400	860	350	450	550	600	350
MEAN (EXCLUDING 0)	1603.8	1128.7	1495.5	924.3	1372.9	949.1	1000.8	1089.7	1439.5	648.6	1010.5	933.2	942.3	2029.6 B	2382.2	1519.8	1293.5	816.3	1497.1	738.1	1755.9	802.9
STD. DEV. (EXCLUDING 0)	3636.61	2585.35	1812.32	1138.11	2231.49	1205.09	1675.49	1421.00	2453.82	670.57	1191.04	1010.60	862.47	5864.54	5813.69	2946.56	1467.98	1397.57	3231.29	787.64	4243.97	1870.96
STD. ERR. (EXCLUDING 0)	157.67	97.23	294.00	130.55	268.64	143.02	236.95	165.19	361.80	75.44	159.16	113.70	117.37	711.18	658.27	425.30	238.14	178.94	407.10	85.43	671.03	230.30
MEDIAN (EXCLUDING 0)	600	500	805	500	500	600	412	400	900	420	500	620	750	800	600	500	860	400	450	550	600	350
Sigma	643 100%	595 100%	85 100%	99 100%	46 100%	40 100%	50 100%	58 100%	43 100%	49 100%	54 100%	44 100%	68 100%	65 100%	174 100%	119 100%	30 100%	31 100%	58 100%	46 100%	35 100%	45 100%

Proportions/Means: Columns Tested (5% risk level) - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1005. How does this amount compare to what you spent in total on your trip(s) during the holiday season last year?

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1007	1500	90	160	119	136	102	148	86	164	97	155	100	150	133	117	87	163	101	149	92	158
Weighted Base	1188	1319	192*	219	75*	70*	99*	106*	86*	102*	80*	91*	132*	149	290*	314*	68*	80	84*	92*	81*	97*
MORE (NET)	287 24% Q	259 20%	51 26%	38 17%	15 20%	22 32% BDHNRV	16 16%	19 18%	26 31% Q	22 22%	16 20%	21 24%	31 24%	24 16%	83 29% Q	68 22%	9 14%	12 15%	26 32% GQU	19 21%	13 16%	13 13%
I am spending a lot more this year.	86 7%	103 8%	13 7%	18 8%	4 5%	6 9%	5 5%	9 8%	15 17% AEGKMU	11 11%	3 4%	6 7%	7 6%	12 8%	22 8%	22 7%	5 8%	5 6%	7 9%	5 6%	4 6%	8 9%
I am spending somewhat more this year.	201 17% QB	156 12% V	38 20% Q	20 9%	11 15%	16 23% BDHJNRV	11 11%	10 10%	12 14%	12 11%	13 16%	15 16% V	24 18% QN	11 8%	61 21% Q	46 15% V	4 6%	7 9%	19 23% Q	14 15% V	9 11%	4 5%
I am spending the same or nearly the same amount this year.	647 55% L	766 58% L	87 45%	122 56%	43 57%	35 50%	67 68% ACI	70 66% FL	37 43%	56 55%	49 61%	43 48%	74 56%	101 68% BFL	151 52%	172 55%	46 67% ACI	53 67% FL	44 53%	52 57%	49 60%	60 62%
LESS (NET)	253 21%	294 22%	55 28%	58 27%	18 23%	13 18%	16 16%	17 16%	23 26%	24 23%	15 19%	26 29% HN	26 20%	24 16%	56 19%	74 24%	13 19%	15 18%	13 16%	20 22%	19 24%	24 25%
I am spending somewhat less this year.	97 8% O	126 10% AGOU	35 18%	26 12% AGOUF	12 16%	5 7%	5 5%	7 7%	7 8%	15 14% P	6 8%	14 16% P	9 7%	13 9%	8 3%	18 6%	4 6%	6 7%	7 8%	6 7%	4 5% BFHPRTU	17 17%
I am spending a lot less this year.	156 13%	168 13%	19 10%	32 15%	5 7%	8 12%	11 11%	10 9%	16 18%	9 9%	9 11%	12 13%	17 13%	11 7%	48 17%	57 18% N	9 13%	9 11%	6 7%	13 15%	15 19% EV	7 7%
Sigma	1188 100%	1319 100%	192 100%	219 100%	75 100%	70 100%	99 100%	106 100%	86 100%	102 100%	80 100%	91 100%	132 100%	149 100%	290 100%	314 100%	68 100%	80 100%	84 100%	92 100%	81 100%	97 100%

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

Q1010. Which of the following best describes how your budget influences your holiday season travel plans?

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1007	1500	90	160	119	136	102	148	86	164	97	155	100	150	133	117	87	163	101	149	92	158
Weighted Base	1188	1319	192*	219	75*	70*	99*	106*	86*	102*	80*	91*	132*	149	290*	314*	68*	80	84*	92*	81*	97*
Budget is not a factor I need to consider in my holiday season travel plans.	214 18% B	100 8%	35 18% D	16 7%	8 10%	10 14% BP	18 18%	11 10%	17 20% J	6 6%	11 13%	6 7%	16 12%	12 8%	58 20% P	16 5%	13 19%	10 12%	21 25% EMT	7 8%	16 20% V	6 7%
I consider my budget, but it does not dictate my holiday season travel plans.	332 28%	339 26%	43 22%	50 23%	24 32%	18 26%	24 24%	34 32%	26 30%	27 26% COUL	30 38%	19 22%	49 37% OUN	31 21%	63 22%	89 28%	24 35% U	19 24% ACGOU	33 40%	26 28%	16 19%	26 26%
My budget puts some limitations on my holiday season travel plans.	270 23%	331 25%	43 22%	59 27%	20 26%	17 24%	28 28%	21 20%	13 15%	22 22%	23 29%	29 32%	27 20%	38 25%	78 27%	84 27%	12 18%	16 20%	15 18%	21 23%	12 15%	24 24%
My budget completely dictates my holiday season travel plans.	166 14% M	253 19% A AMOQS	44 23%	44 20%	12 16% M	9 13%	13 13%	17 16%	19 21% MQ	20 20%	13 17% M	14 16%	6 5%	33 22% M	32 11% O	72 23% O	5 8%	10 13%	8 9%	17 19%	13 16% M	16 17%
NA - I never travel during the holiday season.	206 17% KS	297 23% A	28 14% K	49 22%	12 16% K	17 24%	17 17% K	23 22% K	12 14% K	26 26% K	2 3%	22 24% K	33 25% KS	36 24% KS	59 20% KS	53 17% KS	14 20% KS	25 31% BP	6 7% S	20 22% S	24 30% ACIKS	25 26%
Sigma	1188 100%	1319 100%	192 100%	219 100%	75 100%	70 100%	99 100%	106 100%	86 100%	102 100%	80 100%	91 100%	132 100%	149 100%	290 100%	314 100%	68 100%	80 100%	84 100%	92 100%	81 100%	97 100%

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

Q1015. Thinking about your overall budget for 2013, how will you plan for any trip(s) you/your family will take for personal reasons next year?

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1007	1500	90	160	119	136	102	148	86	164	97	155	100	150	133	117	87	163	101	149	92	158
Weighted Base	1188	1319	192*	219	75*	70*	99*	106*	86*	102*	80*	91*	132*	149	290*	314*	68*	80	84*	92*	81*	97*
I research different options and decide what I/we can afford.	365 31%	428 32% N	55 29%	75 34%	30 40% I	29 41% BJN	27 27%	34 32%	18 21%	24 24%	26 33%	29 32%	39 29%	36 24%	84 29%	100 32%	29 43% AI	32 40% JN	33 40% I	40 43% BJN	24 30%	30 30%
I book the arrangements as early as possible to get a lower price.	332 28%	357 27%	41 21%	61 28%	21 28%	25 36% BJV	20 20%	33 31%	25 30%	20 19%	16 21%	29 32%	47 35% G	41 28%	86 30%	74 24%	23 34%	21 26% CGK	31 37% BJV	32 35% BJV	22 27%	20 21%
I look for deals or coupons to get the lowest price possible.	302 25%	395 30%	49 26%	68 31%	22 30%	26 37%	24 24%	41 39% BJNG	16 18%	25 24%	20 25%	33 37%	34 26%	37 25%	70 24%	79 25%	19 28%	23 29%	25 30%	32 35%	23 28%	31 32%
I choose a certain amount of money not to exceed.	225 19%	287 22% N	42 22%	48 22%	15 20%	14 20%	21 21%	26 24% N	15 17%	15 15%	15 19%	26 29% JN	21 16%	18 12%	53 18%	86 28% N	11 17%	15 18%	19 22%	19 21%	13 17%	20 21%
I use airline miles accrued to get free or less expensive flights.	154 13% C	153 12%	9 5%	16 7%	11 14% C	13 18% BD	8 8%	14 13%	8 9%	9 9%	6 7%	18 20% BDJRK	19 15% C	23 15% ACGK	57 20%	34 11% ACGKQUT	7 10%	7 9% ACGKQUT	23 27% ACGKQUT	9 10%	6 8%	11 11%
I set aside a certain percentage of my/our overall income.	138 12% E	123 9% J	26 14%	15 7%	4 5%	11 15% BDTE	9 9%	12 11%	7 8%	16 16% BDT	9 11%	9 10%	19 14%	16 11%	34 12%	22 7%	8 12%	8 9%	14 16% ET	4 4%	8 10%	10 10%
I set aside a certain percentage of my/our savings.	125 11%	150 11%	28 14%	23 10%	9 12%	6 9%	9 9%	11 11%	8 9%	19 19% BNR	10 13%	15 17% NR	9 7%	10 7%	28 10%	34 11%	3 4%	5 7%	11 13%	13 14%	11 13%	14 14%
I book the arrangements last-minute to get a lower price.	56 5%	58 4%	11 6%	13 6%	1 1%	2 3%	6 6%	9 8% B	6 6%	7 6%	8 8% O	3 3%	14 10% AEO	6 4%	4 2%	11 4%	3 4%	2 2%	3 4%	2 3%	2 3%	4 4%
Something else	71 6%	49 4% H	15 8%	10 5%	2 3%	1 1%	2 2%	*	1 2%	3 3%	5 6%	5 5% H	7 5%	9 6% HV	27 9%	11 4%	7 11% GI	4 5% H	3 3%	5 6% HV	2 3%	1 1%
NA - I do not plan a yearly budget for traveling.	431 36%	510 39%	78 41%	85 39%	23 31%	23 33%	43 43% S	36 34%	35 41%	46 45%	29 36%	30 33%	45 34%	65 44%	99 34%	130 41%	25 36%	29 37%	22 26%	31 34%	33 41%	34 35%
Sigma	2199 185%	2511 190%	354 184%	414 189%	138 183%	150 214%	168 169%	215 202%	140 162%	184 181%	142 178%	197 218%	252 191%	261 175%	543 187%	583 185%	135 197%	145 182%	183 218%	187 204%	145 179%	174 179%

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

Q1025. Do you plan to take a vacation (i.e., traveling for leisure to a destination away from home for one night or more) in 2013 specifically in order to recuperate from the upcoming holiday season?

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1007	1500	90	160	119	136	102	148	86	164	97	155	100	150	133	117	87	163	101	149	92	158
Weighted Base	1188	1319	192*	219	75*	70*	99*	106*	86*	102*	80*	91*	132*	149	290*	314*	68*	80	84*	92*	81*	97*
Yes	139 12%	125 9% T	26 14%	25 12%	8 11%	7 10%	8 8%	14 13% T	8 10%	10 10%	11 13%	11 12% T	15 12%	13 9%	33 11%	27 9%	10 15%	5 6%	10 12%	3 4%	10 13%	9 9%
No, I plan to take a vacation in 2013, but not specifically to recuperate from the holiday season	623 52%	639 48% N	90 47%	93 42%	47 62%	37 52%	52 53%	56 53% N	42 48%	47 46%	43 53%	48 53%	61 46%	58 39%	160 55%	161 51%	33 48%	42 52% N	56 67% ACIMQU	51 56% N	39 48%	47 49%
No, I currently have no plans to take a vacation in 2013	425 36% S	555 42% A	76 40% S	101 46%	20 27%	26 37%	39 39% S	36 33%	36 42% S	45 44%	26 33%	32 36%	56 42% S	78 52% BFHL	97 33%	126 40%	25 37% S	33 42%	18 21%	37 41% S	32 39% S	41 42%
Sigma	1188 100%	1319 100%	192 100%	219 100%	75 100%	70 100%	99 100%	106 100%	86 100%	102 100%	80 100%	91 100%	132 100%	149 100%	290 100%	314 100%	68 100%	80 100%	84 100%	92 100%	81 100%	97 100%

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

Q320. U.S. Region

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1007	1500	90	160	119	136	102	148	86	164	97	155	100	150	133	117	87	163	101	149	92	158
Weighted Base	1188	1319	192*	219	75*	70*	99*	106*	86*	102*	80*	91*	132*	149	290*	314*	68*	80	84*	92*	81*	97*
East	483 41%	547 41%	-	-	-	-	-	-	-	-	-	-	-	-	290 100%	314 100%	68 100%	80 100%	44 53%	56 61%	81 100%	97 100%
	CEGIKM	DFHJLN													ACEGIKMS	BDFHJLNT	ACEGIKMS	BDFHJLNT	ACEGIKM	BDFHJLN	ACEGIKMS	BDFHJLNT
Midwest	132 11%	149 11%	-	-	-	-	-	-	-	-	-	-	132 100%	149 100%	-	-	-	-	-	-	-	-
	CEGIKQSU	DFHJLPRTV											ACEGIKQSU	BDFHJLPRTV								
South	305 26%	334 25%	-	-	-	-	99 100%	106 100%	86 100%	102 100%	80 100%	91 100%	-	-	-	-	-	-	39 47%	36 39%	-	-
	CEMOQU	DFNPRV					ACEMOQSU	BDFNPRTV	ACEMOQSU	BDFNPRTV	ACEMOQSU	BDFNPRTV							ACEMOQU	BDFNPRV		
West	268 23%	289 22%	192 100%	219 100%	75 100%	70 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	GIKMOQSU	HJLNPRTV	AGIKMOQSU	BHJLNPRTV	AGIKMOQSU	BHJLNPRTV																
Sigma	1188 100%	1319 100%	192 100%	219 100%	75 100%	70 100%	99 100%	106 100%	86 100%	102 100%	80 100%	91 100%	132 100%	149 100%	290 100%	314 100%	68 100%	80 100%	84 100%	92 100%	81 100%	97 100%

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

Q437. Highest Level of Education Achieved

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1007	1500	90	160	119	136	102	148	86	164	97	155	100	150	133	117	87	163	101	149	92	158
Weighted Base	1188	1319	192*	219	75*	70*	99*	106*	86*	102*	80*	91*	132*	149	290*	314*	68*	80	84*	92*	81*	97*
HIGH SCHOOL OR LESS (NET)	273 23% S	402 30% A	52 27% S	65 30%	14 18%	19 27%	21 22% S	26 24%	16 19%	40 40% BHRTI	18 23% S	27 30%	35 27% S	51 34%	74 26% S	103 33%	13 19%	21 26%	7 9%	22 24% S	22 27% S	26 27%
Less than high school	11 1%	6	-	-	-	-	1 1%	-	-	2 2% B	-	-	3 3% BP	4 3%	5 2%	-	2 3%	-	-	-	-	-
Completed some high school	42 4%	34 3%	10 5%	3 1%	2 3%	2 3%	-	4 4%	2 3%	5 5%	5 7% GS	3 4%	6 5%	5 3%	13 4%	7 2%	2 3%	*	-	1 1%	2 2%	3 3%
Completed high school	220 19% S	362 27% A	42 22% S	62 29%	12 16%	17 24%	21 21%	22 20%	14 16%	33 33% I	13 16%	24 26%	25 19%	42 28%	56 19%	96 31%	9 14%	20 26%	7 9%	21 23% S	20 25% S	24 24%
ATTENDED COLLEGE OR COLLEGE DEGREE (NET)	597 50%	639 48%	95 49%	113 52%	40 53%	34 48%	56 56%	62 59% BJT	49 57%	42 42%	40 50%	51 56%	71 54%	68 46%	129 44%	138 44%	37 55%	39 48%	38 46%	41 44%	41 50%	51 52%
Some college, but no degree	218 18% S	260 20%	34 17%	53 24%	13 17%	12 17%	22 22% S	33 31% BFPRV	17 20%	21 20%	16 19%	20 22%	23 18%	33 22%	54 19%	43 14%	11 17%	14 18%	7 8%	17 19%	21 26% S	14 14%
Associate Degree	87 7%	100 8%	11 6%	24 11%	5 7%	5 7%	13 13% KH	4 4%	6 7%	7 7%	2 3%	11 12% K	10 8%	12 8%	25 9%	14 4%	5 7%	7 9%	4 4%	8 8%	6 8%	9 9%
College (such as B.A., B.S.)	292 25%	279 21%	50 26%	36 16%	22 29%	18 25%	21 21%	25 24%	26 31% OJ	15 14%	22 28%	20 22%	38 29% N	23 16%	49 17%	81 26%	21 31% O	17 22%	28 33% OUT	16 17%	14 17% BDJNT	29 29%
ATTENDED GRADUATE SCHOOL OR GRADUATE DEGREE (NET)	273 23% B	225 17%	36 19%	32 15%	19 26%	17 24% HJL	16 16%	13 13%	17 20%	11 10%	16 19%	9 10%	23 17%	23 16%	81 28%	63 20%	16 23%	16 20%	36 43% ACEKRMOUT	25 27% BDHJLNV	15 18%	15 16%
Some graduate school, but no degree	60 5%	51 4%	3 2%	9 4%	2 3%	5 8% N	4 4%	5 5%	7 8%	3 3%	3 4%	2 2%	3 2%	2 2%	20 7%	12 4%	3 5%	5 7% N	12 15% ACEGMUT	3 4%	2 3%	4 4%
Graduate degree (such as MBA, MS, M.D., Ph.D.)	212 18% B	174 13%	33 17%	24 11%	17 23%	12 16% J	12 12%	8 8%	10 12%	7 7%	12 15%	7 8%	20 15%	21 14%	61 21%	51 16%	12 18%	11 14%	24 28% AGI	22 24% BDHJLV	12 15%	11 11%
Job-specific training program(s) after high school	45 4%	54 4%	10 5%	9 4%	2 3%	1 1%	6 7%	4 4%	4 4%	8 8% BF	6 8%	4 4%	3 2%	6 4%	6 2%	9 3%	3 4%	4 5%	2 3%	3 4%	3 4%	5 5%
Sigma	1188 100%	1319 100%	192 100%	219 100%	75 100%	70 100%	99 100%	106 100%	86 100%	102 100%	80 100%	91 100%	132 100%	149 100%	290 100%	314 100%	68 100%	80 100%	84 100%	92 100%	81 100%	97 100%

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

Q462. Household Income

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1007	1500	90	160	119	136	102	148	86	164	97	155	100	150	133	117	87	163	101	149	92	158
Weighted Base	1188	1319	192*	219	75*	70*	99*	106*	86*	102*	80*	91*	132*	149	290*	314*	68*	80	84*	92*	81*	97*
LESS THAN \$50K (NET)	368 31% S	456 35% T	59 31% S	93 43% T	18 23%	21 30%	31 32% S	38 36% T	33 38% S	43 42% T	34 43% AES	29 32%	47 36% S	46 31%	91 31% S	103 33%	17 26%	25 31%	13 15%	19 21%	24 30% S	40 41% T
Less than \$15,000	78 7% G	107 8%	12 6%	21 9%	4 6%	6 9%	1 1%	13 12% TG	7 8% G	8 8%	8 10% G	7 8%	9 7%	9 6%	26 9% G	26 8%	2 3%	7 9%	3 4%	3 4%	6 8% G	6 6%
\$15,000 to \$24,999	85 7%	99 8%	17 9%	14 6%	4 5%	4 5%	8 8%	9 9%	7 8%	8 8%	6 7%	9 10%	14 11%	8 6%	16 5%	29 9%	4 6%	5 6%	2 2%	5 5%	8 10%	9 9%
\$25,000 to \$34,999	94 8%	116 9%	14 7%	24 11%	6 8%	3 4%	11 11%	9 9%	11 12%	11 11%	9 11%	5 6%	13 10%	11 8%	18 6%	31 10%	5 7%	5 6%	3 4%	6 6%	4 5%	11 11%
\$35,000 to \$49,999	111 9%	134 10%	16 8%	35 16% BHPT	4 5%	8 11%	12 12%	6 6%	9 11%	15 15% HP	11 14%	8 8%	10 8%	17 11%	31 11%	18 6%	6 9%	8 10%	5 6%	6 6%	6 8%	14 15% HP
\$50K-\$99,999 (NET)	312 26%	355 27%	59 31%	44 20%	17 23%	19 27%	33 33% O	32 30%	24 27%	26 25%	25 31%	24 27%	40 30%	44 29%	55 19%	90 29%	19 27%	21 27%	18 22%	27 30%	23 29%	28 29%
\$50,000 to \$74,999	171 14%	213 16%	37 19%	24 11%	7 10%	10 15%	18 18%	18 17%	11 13%	17 17%	16 20%	10 12%	24 18%	28 19%	30 10%	58 18%	9 14%	12 15%	7 9%	16 17%	11 13%	19 20%
\$75,000 to \$99,999	141 12%	142 11%	22 11%	20 9%	10 13%	9 12%	15 15%	14 13%	12 14%	9 9%	8 11%	14 15%	16 12%	16 11%	25 9%	32 10%	9 14%	9 11%	11 13%	12 13%	13 16%	8 9%
\$100K OR MORE (NET)	381 32% B	303 23%	49 26%	46 21% ACGKMF	32 42% KM	16 23%	22 22%	28 26%	23 27%	19 19%	17 22%	27 29%	32 24%	34 23%	108 37% P	66 21%	27 39% GK	20 25% ACGKMOU	45 54%	29 31% BV	25 32%	18 19%
\$100,000 to \$124,999	150 13%	143 11%	21 11%	24 11%	5 8%	15 15%	7 7%	9 11%	7 7%	4 5%	15 17% HK	8 6%	19 13%	51 18% KM	34 11%	10 15%	10 13%	10 11%	15 16% H	8 10%	7 7%	
\$125,000 to \$149,999	98 8% B	71 5%	9 5%	11 5%	7 10%	3 4%	3 3%	8 7%	3 4%	3 3%	5 6%	4 5%	9 7%	5 3%	33 11%	18 6%	8 11%	5 7% ACGKMU	16 19%	9 9%	5 7%	5 5%
\$150,000 to \$199,999	73 6% G	52 4%	11 6%	7 3%	8 11% G	3 5%	- -	6 5% G	8 9% G	5 5%	5 7% G	6 6%	7 5%	6 4%	17 6%	10 3%	4 6% G	3 4%	9 10% G	4 4%	5 6% G	3 3%
\$200,000 to \$249,999	32 3%	19 1%	7 4%	2 1%	1 2%	2 3%	1 1%	3 2%	3 3%	3 3%	2 2%	1 1%	1 1%	2 1%	4 1%	4 1%	1 2%	- -	9 11% AEGKMOOT	1 1%	3 4%	2 3%
\$250,000 or more	28 2%	17 1%	1 1%	2 1%	2 3% BPV	3 4% BPV	3 3%	5 5% BPV	- -	2 2%	2 2%	1 1%	7 5%	2 1%	3 1%	- -	3 5%	2 2% P	2 3%	1 1%	5 6% V	- -
Decline to answer	127 11%	205 16% HA	25 13%	36 16%	9 11%	14 20% H	13 13%	9 8%	7 8%	14 13%	4 5%	11 12%	13 10%	26 17%	36 12%	56 18%	5 8%	13 17%	8 9%	16 18%	8 10%	11 12%
Sigma	1188 100%	1319 100%	192 100%	219 100%	75 100%	70 100%	99 100%	106 100%	86 100%	102 100%	80 100%	91 100%	132 100%	149 100%	290 100%	314 100%	68 100%	80 100%	84 100%	92 100%	81 100%	97 100%

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

Q485. Race/Ethnicity

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1007	1500	90	160	119	136	102	148	86	164	97	155	100	150	133	117	87	163	101	149	92	158
Weighted Base	1188	1319	192*	219	75*	70*	99*	106*	86*	102*	80*	91*	132*	149	290*	314*	68*	80	84*	92*	81*	97*
White	757 64% E	813 62% DJ	102 53%	112 51%	40 53%	42 60%	63 64%	69 65% J	58 68% J	49 48%	52 65%	62 68% DJ	86 65%	93 63% J	176 61%	189 60%	57 84% ACEGKRMOS	70 88% BDFHJLNPTV	55 65%	60 66% DJ	69 85% ACEGKRMOSV	67 69% DJ
Hispanic	191 16% KU	216 16% LRTV	43 22% KQU	65 30% BFHLNRTV	19 25% AKQSUF	8 12% LR	17 17% KU	18 17% LRV	14 16% KU	27 27% BFLNRTV	1 1%	3 4% E	19 14% KU	23 15% LRV	63 22% KQU	56 18% LRV	5 8%	2 3%	9 11% K	8 8%	2 3%	6 6%
BLACK/AFRICAN AMERICAN (NET)	113 10% EQ	186 14% DRA	9 5%	17 8%	2 2%	6 9%	14 14% EQ	11 10%	10 12% E	22 22% BDFHR	19 23% ACEOQU	21 24% BDFHR	16 12% E	24 16% R	25 9%	45 14%	2 3%	5 7%	12 14% CEQ	14 15%	6 8%	21 22% BDFHRU
Black	113 10% EQ	186 14% DRA	9 5%	17 8%	2 2%	6 9%	14 14% EQ	11 10%	10 12% E	22 22% BDFHR	19 23% ACEOQU	21 24% BDFHR	16 12% E	24 16% R	25 9%	45 14%	2 3%	5 7%	12 14% CEQ	14 15%	6 8%	21 22% BDFHRU
Asian or Pacific Islander	67 6%	47 4%	21 11% U	13 6% AGIKMQSU	10 14% BJLNPRV	8 12%	3 3%	6 6% V	1 1%	1 1%	2 2%	2 2%	4 3%	7 4%	20 7%	4 1%	2 3%	1 1%	3 4%	5 6% V	1 1%	* *
Native American or Alaskan Native	*	9 1%	-	2 1%	-	1 1%	-	1 1%	-	* 1%	* 1%	1 1%	-	-	-	3 1%	-	-	-	1 1%	-	-
Some other race	14 1%	11 1%	6 3%	1 1%	1 1%	2 3% BP	-	1 1%	1 1%	* *	* *	* *	2 1%	2 1%	1 *	-	-	1 1%	1 1%	2 2% P	1 1%	1 1%
Decline to Answer	45 4%	38 3%	12 6%	9 4%	3 5%	3 4%	3 3%	2 2%	2 2%	1 1%	7 8% OL	1 1%	6 4%	1 1%	6 2%	17 5%	1 2%	1 1%	5 5%	2 2%	1 2%	1 1%
Sigma	1188 100%	1319 100%	192 100%	219 100%	75 100%	70 100%	99 100%	106 100%	86 100%	102 100%	80 100%	91 100%	132 100%	149 100%	290 100%	314 100%	68 100%	80 100%	84 100%	92 100%	81 100%	97 100%

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

Q364. Marital Status

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1007	1500	90	160	119	136	102	148	86	164	97	155	100	150	133	117	87	163	101	149	92	158
Weighted Base	1188	1319	192*	219	75*	70*	99*	106*	86*	102*	80*	91*	132*	149	290*	314*	68*	80	84*	92*	81*	97*
Never married	403 34%	393 30% H	66 34%	69 31% H	25 34%	26 37% HT	35 35% H	20 19%	24 28%	27 27%	25 32%	28 31%	42 32%	41 28%	111 38%	111 35% H	22 32%	22 28%	26 32%	20 22%	26 33%	27 28%
Married or civil union	600 51%	609 46% D	95 49%	80 37%	33 44%	26 37%	51 51%	62 59% BDFF	41 47%	51 51% D	49 61%	46 51% D	68 51%	70 47%	138 48%	136 43% BDF	36 53%	45 56% BDF	44 53%	43 47%	46 57%	48 49%
Divorced	81 7%	139 11% LA	10 5%	24 11% L	3 3%	11 15% LE	8 8%	8 8%	10 12% U	16 16% L	2 3%	2 2%	8 6%	13 9%	27 9%	40 13% L	5 8%	6 8%	6 7%	11 12% L	2 2%	7 8%
Separated	15 1%	26 2%	1 *	5 2%	1 1%	1 1%	1 1%	1 1%	5 6% ACO	1 1%	1 1%	2 3%	4 3%	4 3%	- 2%	7 2%	1 2%	1 1%	-	2 2%	1 1%	3 3%
Widow/Widower	24 2%	76 6% A	7 4%	22 10% J	1 2%	3 4%	* *	6 6%	2 3%	2 2%	* 1%	6 7%	2 2%	7 5%	6 2%	17 5%	1 1%	2 3%	3 3%	3 4%	1 1%	7 7% U
Living with partner	64 5%	76 6% P	13 7%	19 9% P	12 16% AGIKMOOSF	4 6% P	4 4%	9 8% P	4 5%	4 4%	2 2%	5 6% P	8 6%	13 9% P	8 3%	3 1%	4 5%	3 4%	5 5%	11 12% BJPR	5 6%	5 5%
Sigma	1188 100%	1319 100%	192 100%	219 100%	75 100%	70 100%	99 100%	106 100%	86 100%	102 100%	80 100%	91 100%	132 100%	149 100%	290 100%	314 100%	68 100%	80 100%	84 100%	92 100%	81 100%	97 100%

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

Q368. How many people age 18 or older live in your household?

2 Nov 2012
 Table 46

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1006	1497	90	159	119	135	101	148	86	164	97	154	100	150	133	117	87	163	101	149	92	158
Weighted Base	1185	1314	192*	214	75*	70*	97*	106*	86*	102*	80*	90*	132*	149	290*	314*	68*	80	84*	92*	81*	97*
1	242 20% K	301 23% H	37 19%	42 19%	13 18%	19 28% H	25 26% KH	13 12%	26 30% KU	20 19%	7 9%	15 17%	28 21%	39 26% H	63 22% K	91 29% H	13 19%	14 18%	19 22% K	23 25% H	11 14%	26 27% H
2	570 48%	625 48%	84 44%	96 45%	41 55%	33 48%	41 42% BDFJNPVG	69 65%	39 46%	47 47%	38 48%	46 51%	69 52%	70 47%	130 45%	130 42%	37 55%	44 56%	42 51%	48 52%	48 60% V	42 43%
3	230 19%	219 17%	40 21%	43 20%	15 20%	11 15%	27 28% H	14 13%	16 19%	19 19%	21 26%	17 19%	19 15%	25 17%	54 19%	46 14%	11 15%	16 20%	12 15%	10 11%	14 18%	19 20%
4	110 9%	122 9%	25 13%	27 13%	3 4%	5 7%	3 4%	5 5%	4 5%	9 9%	9 12%	10 11%	13 10%	11 7%	32 11%	37 12%	7 10%	4 5%	9 10%	8 8%	6 7%	7 7%
5+	32 3%	47 4%	6 3%	7 3%	3 3%	2 3%	1 1%	6 5%	1 1%	6 6%	5 6%	2 2%	3 2%	5 3%	11 4%	11 4%	1 1%	1 1%	1 2%	4 4%	1 2%	4 4%
MEAN	2.3	2.3	2.4 I	2.3	2.5	2.1	2.1	2.3	2.0	2.4 I	2.6 AGIMQSU	2.3	2.2	2.2	2.3	2.2	2.2	2.2	2.2	2.2	2.2	2.2
STD. DEV.	1.30	1.09	1.06	1.03	3.41	0.98	0.86	1.03	0.87	1.26	1.11	1.00	0.96	1.18	1.11	1.17	0.89	0.87	0.96	1.08	0.84	1.06
STD. ERR.	0.04	0.03	0.11	0.08	0.31	0.08	0.09	0.09	0.09	0.10	0.11	0.08	0.10	0.10	0.10	0.11	0.10	0.07	0.10	0.09	0.09	0.08
Sigma	1185 100%	1314 100%	192 100%	214 100%	75 100%	70 100%	97 100%	106 100%	86 100%	102 100%	80 100%	90 100%	132 100%	149 100%	290 100%	314 100%	68 100%	80 100%	84 100%	92 100%	81 100%	97 100%

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

Q372. How many people under the age of 18 live in your household?

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1004	1494	89	160	118	136	102	148	86	161	97	154	99	149	133	117	87	163	101	148	92	158
Weighted Base	1185	1312	191*	219	75*	70*	99*	106*	86*	97*	80*	89*	131*	148	290*	314*	68*	80	84*	92*	81*	97*
0	885 75% K	950 72% HL	139 73%	154 70%	57 77%	55 79% HL	78 79% KH	68 64%	66 76%	66 68%	49 61%	52 58%	100 76%	108 73% L	216 75%	243 77% HL	51 75%	60 75% L	69 82% K	72 79% HL	60 74%	71 73% L
1	135 11%	200 15% A	19 10%	32 15%	8 10%	6 9%	6 6%	20 19% G	7 8%	13 13%	19 23% ACGIMS	17 19%	9 7%	25 17%	39 13%	52 17%	11 16%	11 13%	7 8%	13 14%	10 13%	12 12%
2	115 10%	98 7%	28 15% S	22 10%	9 12%	7 10% PT	8 8% BJPRT	14 13% G	10 12%	4 4%	6 8% BJPRT	13 15% BN	10 8%	10 7%	28 10%	11 3%	6 9%	4 5%	3 4%	3 3%	7 9%	10 10% P
3	33 3%	46 4%	6 3%	6 3%	1 1%	1 2%	4 4%	3 3%	2 3%	8 8% BN	2 3%	7 8% BN	7 5%	2 2%	7 3%	8 3%	-	5 7% NQ	1 2%	2 2%	2 2%	3 4%
4	13 1%	12 1%	-	4 2%	-	-	* *	1 1%	1 1%	3 3% BP	4 5% ACO	* *	5 4% O	1 1%	-	-	-	-	3 4% ACO	2 2%	-	* *
5+	4 *	5 *	-	-	-	-	2 2% A	-	-	4 4% BDP	-	-	-	2 1%	-	-	-	-	-	-	1 2%	-
MEAN	0.5	0.5	0.5	0.5	0.4	0.4	0.5	0.6 P	0.4	0.8 BFPRT	0.7 Q	0.7 BFPRTV	0.5	0.5	0.4	0.3	0.3	0.4	0.4	0.3	0.5	0.4
STD. DEV.	0.92	0.92	0.85	0.93	0.75	0.75	1.32	0.88	0.87	1.39	1.07	1.00	1.07	1.13	0.76	0.66	0.64	0.87	0.95	0.80	0.95	0.84
STD. ERR.	0.03	0.02	0.09	0.07	0.07	0.06	0.13	0.07	0.09	0.11	0.11	0.08	0.11	0.09	0.07	0.06	0.07	0.07	0.09	0.07	0.10	0.07
Sigma	1185	1312	191	219	75	70	99	106	86	97	80	89	131	148	290	314	68	80	84	92	81	97
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

Page Table Title

1	1	Q264. Country
2	2	Q268. Gender
3	3	Q280. Age.
4	4	Q410. Employment Status
5	5	Q620. DMA
6	6	Q700. How many trips (i.e., traveling to a destination away from home for one night or more) do you plan to take for personal reasons over the upcoming holiday season? Please think of the holiday season as beginning around Thanksgiving (mid- to late-November) and ending right after the new year.
7	7	Q705. Which of the following methods of transportation will you be using for your holiday season travel plans?
8	8	Q710. How far will you be traveling for your holiday season travel plans?
9	9	Q716. This holiday season, are your plans for each of the following more or less compared to your holiday season travel last year? SUMMARY TABLE OF MORE
10	10	Q716. This holiday season, are your plans for each of the following more or less compared to your holiday season travel last year? SUMMARY TABLE OF LESS
11	11	Q716. This holiday season, are your plans for each of the following more or less compared to your holiday season travel last year? SUMMARY TABLE OF THE SAME
12	12	Q716_1. This holiday season, are your plans for each of the following more or less compared to your holiday season travel last year? 1. The number of trips I plan to take
13	13	Q716_2. This holiday season, are your plans for each of the following more or less compared to your holiday season travel last year? 2. The distance I plan to travel
14	14	Q716_3. This holiday season, are your plans for each of the following more or less compared to your holiday season travel last year? 3. The total number of days I plan to be traveling
15	15	Q720. Which of the following are reasons you will be traveling this holiday season?
16	16	Q725. Which of the following are reasons you will not be traveling this holiday season?
17	17	Q800. Other than company holidays, do you plan to take vacation time from work over the holiday season?
18	18	Q805. Do you plan to work at all during your time off over the holiday season?
19	19	Q810. To what extent do you plan to work during your time off over the holiday season?
20	20	Q815. Which of the following are reasons you will be working during your time off over the holiday season?
21	21	Q900. Thinking specifically of Thanksgiving dinner, which of the following do you prefer?
22	22	Q905. And, which of the following do you usually do for Thanksgiving dinner?
23	23	Q910. What kind of food do you usually have from a restaurant or store for Thanksgiving dinner?
24	24	Q1001. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season? SUMMARY TABLE OF MEAN INCLUDING 0
25	25	Q1001. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season? SUMMARY TABLE OF MEAN EXCLUDING 0
26	26	Q1001_1. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season? 1. Actual travel (e.g., plane tickets, gas for car)
27	27	Q1001_2. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season? 2. Living accommodations (e.g., hotel, rental house)
28	28	Q1001_3. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season? 3. Incidentals (e.g., food, entertainment)
29	29	Q1001_4. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season? 4. Total Budget
30	30	Q1001. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season? SUMMARY TABLE OF MEAN INCLUDING 0
31	31	Q1001. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season? SUMMARY TABLE OF MEAN EXCLUDING 0
32	32	Q1001_1. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season? 1. Actual travel (e.g., plane tickets, gas for car)
33	33	Q1001_2. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season? 2. Living accommodations (e.g., hotel, rental house)
34	34	Q1001_3. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season? 3. Incidentals (e.g., food, entertainment)
35	35	Q1001_4. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season? 4. Total Budget
36	36	Q1005. How does this amount compare to what you spent in total on your trip(s) during the holiday season last year?
37	37	Q1010. Which of the following best describes how your budget influences your holiday season travel plans?
38	38	Q1015. Thinking about your overall budget for 2013, how will you plan for any trip(s) you/your family will take for personal reasons next year?
39	39	Q1020. Still thinking about the upcoming year, how much are you planning to spend on your/your family's trip(s) you will take for personal reasons during 2013?

Page Table Title

40	40	Q1025. Do you plan to take a vacation (i.e., traveling for leisure to a destination away from home for one night or more) in 2013 specifically in order to recuperate from the upcoming holiday season?
41	41	Q320. U.S. Region
42	42	Q437. Highest Level of Education Achieved
43	43	Q462. Household Income
44	44	Q485. Race/Ethnicity
45	45	Q364. Marital Status
46	46	Q368. How many people age 18 or older live in your household?
47	47	Q372. How many people under the age of 18 live in your household?

Q264. Country

2 Nov 2012
 Table 1

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1314	874	135	80	104	112	156	68	134	87	157	73	133	85	107	105	140	78	105	111	143	75
Weighted Base	1208	967	214*	137*	56*	67*	105*	79*	104*	63*	90*	66*	144*	98*	282*	231*	64*	65*	55*	96*	94*	65*
United States	1208	967	214	137	56	67	105	79	104	63	90	66	144	98	282	231	64	65	55	96	94	65
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Sigma	1208	967	214	137	56	67	105	79	104	63	90	66	144	98	282	231	64	65	55	96	94	65
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

Q268. Gender

2 Nov 2012
 Table 2

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1314	874	135	80	104	112	156	68	134	87	157	73	133	85	107	105	140	78	105	111	143	75
Weighted Base	1208	967	214*	137*	56*	67*	105*	79*	104*	63*	90*	66*	144*	98*	282*	231*	64*	65*	55*	96*	94*	65*
Male	539 45%	522 54% LA	97 45%	71 52%	25 44%	42 62% LE	49 47%	37 47%	44 43%	35 55%	50 56% ASU	26 39%	71 49%	48 49%	121 43%	133 58% L	27 42%	36 55%	20 37%	56 58% LS	35 37%	38 59% LU
Female	669 55% KB	445 46%	117 55%	66 48%	31 56% F	25 38%	56 53%	42 53%	60 57%	28 45%	39 44%	40 61% BFPTV	73 51%	50 51%	161 57%	98 42%	37 58%	29 45%	35 63% KT	40 42%	59 63% KV	27 41%
Sigma	1208 100%	967 100%	214 100%	137 100%	56 100%	67 100%	105 100%	79 100%	104 100%	63 100%	90 100%	66 100%	144 100%	98 100%	282 100%	231 100%	64 100%	65 100%	55 100%	96 100%	94 100%	65 100%

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

Q280. Age.

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1314	874	135	80	104	112	156	68	134	87	157	73	133	85	107	105	140	78	105	111	143	75
Weighted Base	1208	967	214*	137*	56*	67*	105*	79*	104*	63*	90*	66*	144*	98*	282*	231*	64*	65*	55*	96*	94*	65*
18 - 34	414 34% B	185 19%	78 37% D	26 19%	19 34%	13 20%	34 32% H	10 13%	32 30% J	8 12%	35 39% L	10 15%	47 33%	23 24%	90 32%	44 19%	23 36% R	12 19%	21 39% T	19 20%	34 37%	20 30% BHJ
35 - 49	303 25%	337 35% VA	41 19%	48 35% C	15 26%	26 39% V	33 32% C	34 43% V	32 31%	26 41% V	25 28%	32 48% BNVK	36 25%	28 28%	71 25%	73 32%	17 26%	22 34%	12 21%	35 36% V	22 24%	13 20%
50 - 64	265 22%	303 31% A	58 27%	35 25%	13 23%	19 28%	20 20%	25 32%	25 24%	24 37%	20 22%	19 29%	32 22%	33 33%	50 18%	76 33% O	16 25%	22 34%	13 23%	27 28%	18 19%	23 36% U
65+	225 19% K	142 15%	37 17%	28 20%	10 17%	9 13%	17 16%	9 11%	15 14%	6 10%	9 10%	5 8%	29 20%	15 15%	71 25% K	37 16%	8 12%	9 13%	9 17%	15 16%	20 21%	9 14%
MEAN	45.4	48.1 A	46.0	49.4	45.6	47.7	44.1	47.4	45.1	48.1	42.1	45.7	45.8	47.7	46.9	49.0	44.0	48.5	44.3	47.8	45.0	46.8
STD. DEV.	17.77	14.69	18.13	14.23	17.82	14.37	17.16	12.26	15.98	13.40	16.02	13.48	18.14	16.04	18.72	15.99	17.04	13.27	17.72	14.47	18.27	16.21
STD. ERR.	0.49	0.50	1.56	1.59	1.75	1.36	1.37	1.49	1.38	1.44	1.28	1.58	1.57	1.74	1.81	1.56	1.44	1.50	1.73	1.37	1.53	1.87
MEDIAN	45	48	48	49	44	48	43	46	42	49	41	44	47	47	46	49	45	48	44	48	44	49
Sigma	1208 100%	967 100%	214 100%	137 100%	56 100%	67 100%	105 100%	79 100%	104 100%	63 100%	90 100%	66 100%	144 100%	98 100%	282 100%	231 100%	64 100%	65 100%	55 100%	96 100%	94 100%	65 100%

Proportions/Mean: Columns 1 tested (5% risk level) - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V
 Overlap formulae used. * small base

Q410. Employment Status

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1314	874	135	80	104	112	156	68	134	87	157	73	133	85	107	105	140	78	105	111	143	75
Weighted Base	1208	967	214*	137*	56*	67*	105*	79*	104*	63*	90*	66*	144*	98*	282*	231*	64*	65*	55*	96*	94*	65*
Employed full time	397 33%	540 56% A	70 33%	79 58% C	17 31%	40 60% E	39 37%	53 68% LPG	38 37%	37 58% I	30 33%	31 47%	53 37%	50 51%	79 28%	108 47% O	21 33%	45 68% BLPQ	21 38%	58 60% S	28 30%	38 59% U
Employed part time	134 11% B	71 7% T	16 7%	3 2%	3 5%	5 8% T	18 17% CEI	7 9% T	7 6%	2 3%	12 13%	8 12% DT	12 8%	7 7%	37 13%	31 13% BDT	9 15% R	3 4%	6 11% T	1 1%	15 16%	4 5%
Self-employed	71 6%	73 8%	15 7%	21 15% BT	7 12% AGIQS	6 9%	3 3%	5 7%	2 2%	5 7%	5 5%	7 10%	15 10% I	6 6%	18 6%	13 5%	2 3%	3 5%	1 2%	3 3%	4 4%	4 6%
Not employed, but looking for work	144 12% B	30 3%	29 13% D	3 2%	9 16% F	2 3%	7 7%	1 1%	15 15% J	* *	13 14%	6 9% BJP	11 7%	5 5%	37 13% P	4 2%	6 9%	2 3%	8 15% T	5 5%	10 11%	2 3%
Not employed and not looking for work	14 1%	5 1%	1 *	2 2%	1 2%	-	1 1%	* *	2 2%	1 1%	3 4% A	-	2 1%	-	1 *	-	1 1%	-	1 3%	1 1%	* *	* 1%
Not employed, unable to work due to a disability or illness	94 8% B	3 *	25 12% MD	-	2 4%	-	4 4%	-	5 5%	1 1%	7 7% L	-	4 3%	1 1%	33 12% P	-	6 10% MR	-	3 6%	1 1%	4 4%	-
Retired	213 18%	143 15%	30 14%	23 17%	13 24% K	9 14%	19 18%	7 8%	19 18%	8 12%	9 10%	7 11%	31 21%	15 15%	56 20%	43 19%	9 14%	10 15%	8 14%	13 13%	20 21%	9 14%
Student	69 6%	57 6%	13 6%	2 2%	2 3%	2 3%	7 7%	2 3%	6 5%	6 9% D	8 8%	3 5%	8 5%	8 8%	13 5%	27 12% BDT	6 10% UR	1 2%	5 9%	2 2%	3 3%	4 6%
Stay-at-home spouse or partner	72 6%	47 5%	15 7%	4 3%	2 3%	3 4%	7 6%	3 4%	10 10%	5 8%	4 4%	3 5%	10 7%	6 6%	8 3%	6 2%	4 6%	2 4%	2 4%	11 12% BDP	11 11% AO	3 5%
Unknown	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1208 100%	967 100%	214 100%	137 100%	56 100%	67 100%	105 100%	79 100%	104 100%	63 100%	90 100%	66 100%	144 100%	98 100%	282 100%	231 100%	64 100%	65 100%	55 100%	96 100%	94 100%	65 100%

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

Q620. DMA

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1314	874	135	80	104	112	156	68	134	87	157	73	133	85	107	105	140	78	105	111	143	75
Weighted Base	1208	967	214*	137*	56*	67*	105*	79*	104*	63*	90*	66*	144*	98*	282*	231*	64*	65*	55*	96*	94*	65*
Los Angeles	214 18%	137 14%	214 100%	137 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
San Francisco	56 5%	67 7%	-	-	56 100%	67 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dallas-Fort Worth	105 9%	79 8%	-	-	-	-	105 100%	79 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Houston	104 9%	63 7%	-	-	-	-	-	-	104 100%	63 100%	-	-	-	-	-	-	-	-	-	-	-	-
Atlanta	90 7%	66 7%	-	-	-	-	-	-	-	-	90 100%	66 100%	-	-	-	-	-	-	-	-	-	-
Chicago	144 12%	98 10%	-	-	-	-	-	-	-	-	-	-	144 100%	98 100%	-	-	-	-	-	-	-	-
NYC metro	282 23%	231 24%	-	-	-	-	-	-	-	-	-	-	-	-	282 100%	231 100%	-	-	-	-	-	-
Boston	64 5%	65 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	64 100%	65 100%	-	-	-	-
Washington, DC	55 5%	96 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	55 100%	96 100%	-	-
Philadelphia	94 8%	65 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	94 100%	65 100%
Sigma	1208 100%	967 100%	214 100%	137 100%	56 100%	67 100%	105 100%	79 100%	104 100%	63 100%	90 100%	66 100%	144 100%	98 100%	282 100%	231 100%	64 100%	65 100%	55 100%	96 100%	94 100%	65 100%

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

Q700. How many trips (i.e., traveling to a destination away from home for one night or more) do you plan to take for personal reasons over the upcoming holiday season? Please think of the holiday season as beginning around Thanksgiving (mid- to late-November) and ending right after the new year.

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1314	874	135	80	104	112	156	68	134	87	157	73	133	85	107	105	140	78	105	111	143	75
Weighted Base	1208	967	214*	137*	56*	67*	105*	79*	104*	63*	90*	66*	144*	98*	282*	231*	64*	65*	55*	96*	94*	65*
None	687 57% KB	380 39%	133 62% KD	60 44%	27 48%	22 33%	56 53% H	24 30%	60 57% J	21 33%	41 46%	24 37%	79 55%	44 45%	159 57%	94 41% AEGKMSR	46 72% T	30 45%	28 50% T	31 32%	59 63% KV	29 45%
PLANNING TO TRAVEL (NET)	520 43% Q	587 61% A	81 38% C	77 56% C	29 52% Q	45 67% G	49 47% Q	55 70% G	44 43% I	42 67% I	48 54% ACQU	42 63% Q	65 45% Q	54 55% Q	122 43% Q	136 59% Q	18 28% Q	36 55% Q	28 50% Q	66 68% S	35 37% U	36 55% U
One	293 24% A	317 33% A	41 19% C	51 37% C	17 31% Q	19 28% G	31 30% Q	27 34% G	25 24% I	21 34% I	19 21% ACQU	19 29% V	32 22% Q	25 26% Q	80 29% Q	70 30% Q	12 19% VO	21 32% Q	15 26% Q	36 37% V	20 21% NU	29 45% NU
MORE THAN ONE (SUB-NET)	228 19% Q	270 28% VA	40 19% A	26 19% A	12 21% Q	26 39% BDRVE	18 17% DVG	28 35% DVG	19 19% V	21 33% V	29 33% ACGIOQU	23 35% V	34 23% Q	29 29% V	42 15% Q	66 29% VO	6 9% Q	15 22% Q	13 24% Q	30 31% V	15 16% DV	7 10% V
Two	159 13% Q	195 20% DVA	26 12% A	12 9% A	8 15% BDRVE	24 35% BDRVE	12 12% DVG	22 28% DVG	18 17% Q	15 24% DV	16 18% Q	15 23% DV	24 16% Q	28 28% DV	31 11% Q	41 18% Q	3 5% Q	10 15% Q	9 16% Q	24 24% DV	12 13% DV	5 8% V
Three	36 3% FA	52 5% FA	4 2% A	11 8% A	2 4% AC	1 1% AC	2 2% AC	3 3% AC	1 1% AC	4 6% AC	7 8% AI	4 6% AI	5 3% AI	* * AI	7 3% AI	21 9% FN	2 4% FN	3 4% FN	3 6% FN	4 4% FN	2 2% FN	1 2% FN
Four	21 2% AOU	17 2% AOU	4 2% AOU	3 2% AOU	* 1% AOU	2 2% AOU	2 2% AOU	3 4% AOU	* 3% AOU	2 3% AOU	5 6% AOU	4 5% AOU	5 4% AOU	- - AOU	2 1% AOU	3 1% AOU	* - AOU	- - AOU	1 2% AOU	1 1% AOU	- - AOU	- - AOU
Five	5 * BP	1 * BP	- - BP	- - BP	1 2% BP	- - BP	1 1% BP	- - BP	* - BP	- - BP	* - BP	- - BP	- - BP	- - BP	2 1% BP	1 1% BP	- - BP	- - BP	- - BP	- - BP	- - BP	- - BP
More than five	6 1% BP	4 * BP	5 2% BP	- - BP	- - BP	- - BP	- - BP	- - BP	- - BP	- - BP	1 1% BP	- - BP	- - BP	1 1% BP	- - BP	- - BP	2 3% BP	- - BP	- - BP	1 1% BP	1 1% BP	* 1% BP
Sigma	1208 100%	967 100%	214 100%	137 100%	56 100%	67 100%	105 100%	79 100%	104 100%	63 100%	90 100%	66 100%	144 100%	98 100%	282 100%	231 100%	64 100%	65 100%	55 100%	96 100%	94 100%	65 100%

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

Q705. Which of the following methods of transportation will you be using for your holiday season travel plans?

2 Nov 2012
 Table 7

Base: Plans To Travel At Least Once Over The Holiday Season

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	575	546	54	47	53	71	76	47	53	60	78	48	60	49	50	63	46	41	53	80	52	40
Weighted Base	520	587	81*	77*	29**	45*	49*	55*	44*	42*	48*	42*	65*	54*	122*	136*	18*	36*	28**	66*	35**	36**
Car or SUV	390 75% M	421 72%	66 82% M	52 68%	19 67%	28 64%	38 77%	46 84% FJ	38 86% MJ	26 62%	42 86% M	37 88% BFJ	38 59%	37 69%	86 70%	96 71%	13 70%	25 70%	20 74%	50 77%	29 83%	23 65%
Airplane	159 31% I	283 48% A	22 27%	38 49%	12 40%	24 55%	20 40% I	20 37%	7 15%	20 48% I	16 33%	17 42%	29 44% I	25 47%	32 27%	75 55% O	7 39% I	19 52%	12 42%	30 46%	4 11%	13 37%
Train	66 13% GKB	35 6%	8 9%	7 9%	3 11%	5 12% HJL	2 4%	1 1%	1 2%	-	*	-	7 11%	3 5% ACGIKP	37 30% O	12 9%	2 13% K	1 2%	4 14%	5 8%	2 5%	1 3%
Bus	37 7% B	17 3%	6 8%	10 13% BFHJP	* 1%	-	1 3%	-	2 4%	-	4 9%	-	7 10%	-	8 7%	2 1%	1 6%	2 6%	5 18%	3 4%	2 6%	-
Other	4 1%	7 1%	1 1%	-	-	2 4% B	* 1%	* 1%	* 1%	1 1%	* 1%	-	1 1%	-	-	2 2%	* 2%	-	-	1 2%	1 3%	* 1%
Not sure	9 2%	13 2%	1 1%	3 4%	* 1%	1 2%	1 2%	-	1 3%	2 4%	-	-	5 8% AO	* 1%	-	7 5%	-	* 1%	* 1%	-	1 2%	-
Sigma	664 128%	776 132%	103 127%	110 143%	35 119%	61 136%	62 126%	67 123%	49 111%	49 115%	62 129%	54 130%	86 132%	66 123%	164 134%	195 143%	24 130%	47 132%	41 149%	89 136%	38 110%	38 106%

Proportions/Means: Columns tested (5% risk level) - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q710. How far will you be traveling for your holiday season travel plans?

Base: Plans To Travel At Least Once Over The Holiday Season

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	575	546	54	47	53	71	76	47	53	60	78	48	60	49	50	63	46	41	53	80	52	40
Weighted Base	520	587	81*	77*	29**	45*	49*	55*	44*	42*	48*	42*	65*	54*	122*	136*	18*	36*	28**	66*	35**	36**
I am traveling within my state.	199 38%	204 35% RT	37 45% BJLNPRT	44 57% BJLNPRT	15 52% BJLNPRT	26 58% BJLNPRT	25 51% OQ	37 68% BJLNPRT	27 61% AKMOQJ	13 30% T	17 36% T	9 22% T	22 34% T	15 28% T	35 29% T	37 27% T	5 28% T	6 16% T	7 25% T	4 6% T	8 23% T	13 38% T
TRAVELING OUTSIDE STATE (NET)	353 68% I	444 76% DFHA	50 62% I	44 57% DFHA	15 52% I	29 64% DFHA	28 56% I	25 46% I	20 44% I	29 69% I	36 74% I	39 93% I	47 71% I	46 85% I	90 74% I	113 83% I	15 80% I	30 85% I	25 92% I	61 93% I	28 79% I	30 83% I
I am traveling to another state, within the same region as my state.	209 40% G	218 37% H	33 41% G	22 28% H	10 35% G	13 30% H	11 23% G	11 21% H	11 26% G	11 25% H	23 47% G	26 62% H	25 38% G	23 43% H	58 48% G	50 37% H	7 39% G	15 42% H	16 59% G	34 52% H	14 41% G	13 37% H
I am traveling to another state, in a different region than my state.	153 29% DFHA	245 42% DFHA	18 22% DFHA	17 22% DFHA	5 19% DFHA	13 29% DFHA	16 33% DFHA	12 22% DFHA	8 18% DFHA	14 34% DFHA	16 34% DFHA	18 44% DFHA	23 36% DFHA	23 42% DFHA	35 28% DFHA	81 59% DFHA	8 43% DFHA	18 51% DFHA	10 38% DFHA	36 56% DFHA	13 38% DFHA	12 34% DFHA
TRAVELING OUTSIDE COUNTRY (SUB-NET)	27 5% A	92 16% A	3 4% A	10 13% A	4 13% A	4 8% A	3 6% A	10 18% A	2 4% A	6 15% A	3 7% A	8 20% A	1 2% A	6 11% A	9 8% A	34 25% FTO	* 2% A	4 12% A	- - A	5 8% A	1 3% A	6 16% A
I am traveling to another country, within North America.	7 1% A	40 7% A	- - A	6 8% A	1 2% A	1 3% A	3 6% A	5 9% A	2 4% A	4 10% A	2 3% A	4 10% A	- - A	1 2% A	- - A	9 7% A	* 1% A	2 5% A	- - A	5 7% A	* 1% A	2 5% A
I am traveling to another country, outside of North America.	22 4% TA	62 11% TA	3 4% TA	7 9% TA	3 11% TA	2 5% TA	3 6% TA	6 12% TA	- - TA	3 7% TA	2 4% TA	4 10% TA	1 2% TA	5 10% TA	9 8% TA	24 18% TA	* 1% TA	4 12% TA	- - TA	2 2% TA	1 2% TA	4 11% TA
Other	1 * B	3 1% B	- - B	- - B	- - B	- - B	- - B	- - B	- - B	2 4% B	- - B	- - B	- - B	- - B	- - B	- - B	- - B	2 5% B	- - B	- - B	1 2% B	- - B
Not sure	18 3% BP	13 2% BP	6 8% BP	2 3% BP	- - BP	- - BP	1 2% BP	- - BP	2 5% BP	2 4% BP	* - BP	- - BP	1 2% BP	* 1% BP	6 5% BP	5 4% BP	- - BP	1 4% BP	1 2% BP	2 3% BP	1 2% BP	- - BP
Sigma	609 117%	786 134%	97 119%	98 127%	34 118%	56 125%	59 120%	72 132%	50 113%	48 114%	60 125%	62 148%	73 112%	68 126%	143 117%	207 152%	20 112%	48 136%	34 124%	83 126%	38 109%	44 125%

Proportions/Mean: Columns Tested (5% risk level) - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q716. This holiday season, are your plans for each of the following more or less compared to your holiday season travel last year?

2 Nov 2012
 Table 9

SUMMARY TABLE OF MORE

Base: Plans To Travel At Least Once Over The Holiday Season

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	575	546	54	47	53	71	76	47	53	60	78	48	60	49	50	63	46	41	53	80	52	40
Weighted Base	520	587	81*	77*	29**	45*	49*	55*	44*	42*	48*	42*	65*	54*	122*	136*	18*	36*	28**	66*	35**	36**
The distance I plan to travel	182 35%	212 36%	24 29%	29 38%	14 47%	14 32%	15 30%	12 22%	18 42%	13 32%	16 33%	21 49% H	26 40%	19 34%	47 38%	68 50% BHT	6 34%	10 29%	11 41%	19 30%	5 14%	5 15%
The total number of days I plan to be traveling	171 33%	209 36%	20 25%	32 41%	11 38%	18 40%	19 39%	15 28%	20 45%	20 46% L	19 39%	10 24%	28 42%	18 33%	30 24%	59 43%	7 40%	11 31%	10 38%	21 32%	7 19%	6 16%
The number of trips I plan to take	164 31%	165 28%	26 32%	22 29%	9 31%	14 32%	17 35%	11 20%	21 46%	14 33%	17 36%	13 31%	21 32%	13 25%	31 25%	47 35%	5 28%	10 29%	10 35%	15 24%	7 19%	4 10%

Proportions/Means: Columns Tested (5% risk level) - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q716. This holiday season, are your plans for each of the following more or less compared to your holiday season travel last year?

SUMMARY TABLE OF LESS

Base: Plans To Travel At Least Once Over The Holiday Season

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	575	546	54	47	53	71	76	47	53	60	78	48	60	49	50	63	46	41	53	80	52	40
Weighted Base	520	587	81*	77*	29**	45*	49*	55*	44*	42*	48*	42*	65*	54*	122*	136*	18*	36*	28**	66*	35**	36**
The number of trips I plan to take	81 15% B	56 9% T	9 11% T	6 8% T	4 14% T	5 11% T	5 11% T	5 9% T	7 16% T	5 11% T	12 24% L	2 5% T	18 27% AN	2 3% T	13 11% T	19 14% T	2 11% T	6 16% T	1 5% T	1 2% T	9 26% T	5 13% T
The total number of days I plan to be traveling	68 13% T	62 11% T	13 16% T	10 13% T	3 11% T	5 12% T	6 12% T	7 13% T	5 12% T	5 13% T	12 25% AOL	2 5% T	10 16% T	2 4% T	5 4% T	20 15% T	2 12% T	4 10% T	1 3% T	1 2% T	11 31% T	6 16% T
The distance I plan to travel	51 10% T	52 9% T	13 16% O	9 11% T	2 6% T	4 9% T	3 7% T	2 4% T	2 5% T	4 10% T	9 19% O	3 6% T	11 17% O	2 4% T	2 1% T	18 13% O	1 8% T	3 9% T	1 4% T	2 3% T	7 19% T	5 14% T

Proportions/Means: Columns Tested (5% risk level) - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q716. This holiday season, are your plans for each of the following more or less compared to your holiday season travel last year?

SUMMARY TABLE OF THE SAME

Base: Plans To Travel At Least Once Over The Holiday Season

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	575	546	54	47	53	71	76	47	53	60	78	48	60	49	50	63	46	41	53	80	52	40
Weighted Base	520	587	81*	77*	29**	45*	49*	55*	44*	42*	48*	42*	65*	54*	122*	136*	18*	36*	28**	66*	35**	36**
The distance I plan to travel	288 55%	324 55% P	45 53%	39 50%	14 47%	26 59% P	31 63%	41 74% BDLP	24 53%	25 58%	23 49%	19 45%	29 44%	33 61% P	74 60% P	50 37%	11 58%	22 63% P	15 55%	44 67% BLP	23 67%	25 71%
The total number of days I plan to be traveling	281 54% K	316 54%	48 60%	36 46%	15 51%	22 49%	24 48%	33 60%	19 43%	17 41%	17 36% BDFJPK	30 71%	27 42%	34 62% AGIKMQP	87 71%	57 42%	9 48%	21 59%	16 60%	43 66% BJP	17 50%	24 67%
The number of trips I plan to take	276 53%	367 62% A	46 57%	49 63%	16 55%	25 57%	27 54%	38 70%	17 38%	24 56%	19 40%	27 65% K	27 41%	38 72% M	78 64% IKM	70 51%	11 61%	20 55%	16 59%	49 75% BP	19 55%	27 76%

Proportions/Means: Columns Tested (5% risk level) - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q716_1. This holiday season, are your plans for each of the following more or less compared to your holiday season travel last year?

1. The number of trips I plan to take

Base: Plans To Travel At Least Once Over The Holiday Season

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	575	546	54	47	53	71	76	47	53	60	78	48	60	49	50	63	46	41	53	80	52	40
Weighted Base	520	587	81*	77*	29**	45*	49*	55*	44*	42*	48*	42*	65*	54*	122*	136*	18*	36*	28**	66*	35**	36**
MORE (NET)	164 31%	165 28%	26 32%	22 29%	9 31%	14 32%	17 35%	11 20%	21 46%	14 33%	17 36%	13 31%	21 32%	13 25%	31 25%	47 35%	5 28%	10 29%	10 35%	15 24%	7 19%	4 10%
A lot more	44 8%	34 6%	2 2%	5 6%	3 10%	3 8%	6 12% H	1 1%	3 6%	4 9%	5 10%	*	6 9%	2 4%	12 10%	12 9%	3 16% C	2 5%	3 13%	3 5%	1 3%	2 5%
Somewhat more	120 23%	130 22%	24 30%	17 23%	6 21%	11 25%	11 23%	11 19%	18 40% AOQ	10 24%	13 26%	13 30%	15 23%	11 21%	19 15%	35 25%	2 12%	9 24%	6 23%	12 19%	6 16%	2 6%
The same	276 53%	367 62% A	46 57%	49 63%	16 55%	25 57%	27 54%	38 70%	17 38%	24 56%	19 40%	27 65% K	27 41%	38 72% M	78 64% IKM	70 51%	11 61%	20 55%	16 59%	49 75% BP	19 55%	27 76%
LESS (NET)	81 15% B	56 9% T	9 11%	6 8%	4 14%	5 11% T	5 11%	5 9%	7 16%	5 11% T	12 24% L	2 5%	18 27% AN	2 3%	13 11%	19 14% T	2 11%	6 16% T	1 5%	1 2%	9 26%	5 13%
Somewhat less	47 9%	42 7%	1 1%	6 8%	3 11%	2 6%	4 9%	4 8%	3 6%	4 9%	8 16% C	2 4%	10 16% C	2 3%	11 9%	13 10%	1 8%	6 16% T	1 4%	1 2%	4 12%	2 5%
A lot less	34 6% B	13 2%	8 10%	-	1 4%	2 5%	1 2%	1 2%	4 9%	1 2%	4 8%	*	8 12% N	-	3 2%	6 4%	1 4%	-	*	-	5 14%	3 8%
Sigma	520 100%	587 100%	81 100%	77 100%	29 100%	45 100%	49 100%	55 100%	44 100%	42 100%	48 100%	42 100%	65 100%	54 100%	122 100%	136 100%	18 100%	36 100%	28 100%	66 100%	35 100%	36 100%

Proportions/Means: Columns Tested (5% risk level) - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q716_2. This holiday season, are your plans for each of the following more or less compared to your holiday season travel last year?
 2. The distance I plan to travel

Base: Plans To Travel At Least Once Over The Holiday Season

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	575	546	54	47	53	71	76	47	53	60	78	48	60	49	50	63	46	41	53	80	52	40
Weighted Base	520	587	81*	77*	29**	45*	49*	55*	44*	42*	48*	42*	65*	54*	122*	136*	18*	36*	28**	66*	35**	36**
MORE (NET)	182 35%	212 36%	24 29%	29 38%	14 47%	14 32%	15 30%	12 22%	18 42%	13 32%	16 33%	21 49% H	26 40%	19 34%	47 38%	68 50% BHT	6 34%	10 29%	11 41%	19 30%	5 14%	5 15%
A lot more	75 14%	97 17%	4 5%	9 11%	5 18%	9 20%	7 14%	8 14%	4 9%	9 21%	9 19%	6 13%	8 12%	10 18%	24 20%	31 23%	4 22% C	5 15%	7 26%	8 12%	2 5%	4 11%
Somewhat more	107 21%	115 20%	19 24%	21 27%	8 28%	6 13%	8 16%	5 8%	14 33% J	5 11%	7 14% BFHJRK	15 36% H	18 28%	9 16%	23 19%	37 27% H	2 12%	5 13%	4 15%	12 18%	3 9%	1 4%
The same	288 55%	324 55% P	45 55%	39 50%	14 47%	26 59% P	31 63%	41 74% BDLP	24 53%	25 58%	23 49%	19 45%	29 44%	33 61% P	74 60% P	50 37% H	11 58%	22 63% P	15 55%	44 67% BLP	23 67%	25 71%
LESS (NET)	51 10%	52 9%	13 16% O	9 11%	2 6%	4 9%	3 7%	2 4%	2 5%	4 10%	9 19% O	3 6%	11 17% O	2 4%	2 1%	18 13% O	1 8%	3 9%	1 4%	2 3%	7 19%	5 14%
Somewhat less	29 6%	27 5%	7 8%	8 11%	2 6%	1 3%	2 5%	1 2%	2 4%	3 6%	4 8%	2 6%	8 13% AO	2 4%	2 1%	3 2%	* 1%	2 7%	1 2%	2 3%	2 5%	2 4%
A lot less	22 4%	25 4%	6 7%	1 1%	- -	3 6% T	1 2%	1 1%	1 1%	2 4%	5 10% O	* -	3 4%	- -	- -	15 11% BTO	1 6% O	1 2%	* 2%	- -	5 14%	3 10%
Sigma	520 100%	587 100%	81 100%	77 100%	29 100%	45 100%	49 100%	55 100%	44 100%	42 100%	48 100%	42 100%	65 100%	54 100%	122 100%	136 100%	18 100%	36 100%	28 100%	66 100%	35 100%	36 100%

Proportions/Means: Columns Tested (5% risk level) - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q716_3. This holiday season, are your plans for each of the following more or less compared to your holiday season travel last year?

3. The total number of days I plan to be traveling

Base: Plans To Travel At Least Once Over The Holiday Season

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	575	546	54	47	53	71	76	47	53	60	78	48	60	49	50	63	46	41	53	80	52	40
Weighted Base	520	587	81*	77*	29**	45*	49*	55*	44*	42*	48*	42*	65*	54*	122*	136*	18*	36*	28**	66*	35**	36**
MORE (NET)	171 33%	209 36%	20 25%	32 41%	11 38%	18 40%	19 39%	15 28%	20 45%	20 46%	19 39%	10 24%	28 42%	18 33%	30 24%	59 43%	7 40%	11 31%	10 38%	21 32%	7 19%	6 16%
A lot more	53 10%	64 11%	3 4%	3 3%	4 14%	7 15%	5 10%	5 9%	5 12%	7 17%	8 16%	1 1%	8 13%	4 7%	10 8%	28 21%	3 17%	3 7%	3 11%	4 7%	2 6%	3 9%
Somewhat more	118 23%	145 25%	17 21%	29 38%	7 24%	11 24%	14 29%	10 19%	14 33%	12 30%	11 23%	9 22%	19 30%	14 26%	19 16%	31 22%	4 23%	8 24%	7 27%	17 26%	5 13%	3 7%
The same	281 54% K	316 54%	48 60%	36 46%	15 51%	22 49%	24 48%	33 60%	19 43%	17 41%	17 36%	30 71%	27 42%	34 62%	87 71%	57 42%	9 48%	21 59%	16 60%	43 66%	17 50%	24 67%
LESS (NET)	68 13%	62 11%	13 16%	10 13%	3 11%	5 12%	6 12%	7 13%	5 12%	5 13%	12 25%	2 5%	10 16%	2 4%	5 4%	20 15%	2 12%	4 10%	1 3%	1 2%	11 31%	6 16%
Somewhat less	47 9%	44 8%	7 9%	9 11%	3 9%	3 7%	4 9%	6 11%	1 3%	4 9%	7 15%	2 5%	9 14%	2 4%	5 4%	12 9%	1 6%	3 8%	* 2%	1 2%	8 23%	2 7%
A lot less	22 4%	18 3%	5 7%	1 2%	1 2%	2 5%	2 3%	1 1%	4 9%	1 3%	5 10%	- 0%	1 1%	- 0%	- 0%	8 6%	1 6%	1 2%	* 1%	- 0%	3 8%	3 10%
Sigma	520 100%	587 100%	81 100%	77 100%	29 100%	45 100%	49 100%	55 100%	44 100%	42 100%	48 100%	42 100%	65 100%	54 100%	122 100%	136 100%	18 100%	36 100%	28 100%	66 100%	35 100%	36 100%

Proportions/Means: Columns Tested (5% risk level) - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q720. Which of the following are reasons you will be traveling this holiday season?

Base: Plans To Travel At Least Once Over The Holiday Season

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	575	546	54	47	53	71	76	47	53	60	78	48	60	49	50	63	46	41	53	80	52	40
Weighted Base	520	587	81*	77*	29**	45*	49*	55*	44*	42*	48*	42*	65*	54*	122*	136*	18*	36*	28**	66*	35**	36**
To spend the holiday(s) with my family	344 66%	401 68%	46 57%	55 71%	21 72%	34 75%	31 63%	43 79% P	32 73%	26 62%	36 75%	30 71%	41 62%	40 74%	82 67%	79 58%	13 72%	23 64%	17 61%	48 73%	25 72%	24 69%
For vacation	162 31%	232 39% HTA	35 43% Q	38 50% HT	8 26%	16 35%	16 33%	13 24%	12 27%	13 31%	12 25%	17 41%	21 31%	19 36%	35 29% BHJTO	72 53% Q	3 17%	15 41% Q	14 50%	18 27%	7 20%	10 28%
To get away from my everyday life	148 29% G	151 26%	24 30%	20 25%	6 19%	14 31%	6 13%	14 25%	15 33% G	15 35%	18 38% G	9 22%	23 34% G	9 16%	34 28%	30 22%	5 26%	10 29%	11 40%	16 24%	7 19%	15 43%
To spend the holiday(s) with friends	140 27%	128 22% N	26 32%	10 13%	4 13%	13 29% N	8 17%	7 13%	15 34% N	12 27% N	13 28%	10 24%	21 32% N	5 8%	32 26%	32 23%	4 21%	9 26%	8 28%	19 29% N	10 28%	11 32%
To make the most of my paid time-off (i.e., taking vacation time with holiday time)	72 14% G	101 17%	12 15%	12 15%	1 4%	10 22%	1 3%	4 8%	2 5%	11 25% HI	6 11%	9 21%	9 14%	8 15%	24 20% G	24 18%	1 5%	8 23%	3 9%	11 17%	12 35%	4 12%
To celebrate an occasion other than the holiday (e.g., wedding or graduation)	58 11%	62 11%	9 11%	9 12%	2 8%	4 9%	2 5%	4 8%	5 11%	6 13% AGMO	12 25%	6 15%	5 8%	3 5%	11 9%	18 14%	2 10%	4 10%	1 4%	3 4%	8 24%	5 15%
To escape the chaos of the holiday season	38 7%	44 8%	10 12%	4 5%	1 4%	4 9%	3 7%	2 5%	1 3%	2 4%	6 12%	2 5%	4 6%	2 3%	10 8%	17 12%	1 4%	5 13%	*	5 7%	1 2%	3 9%
For a change of weather (e.g., to escape the cold or to go skiing)	36 7%	93 16% DA	5 6%	2 3%	2 6%	7 15% D	* 1%	4 7%	2 4%	3 6%	6 13% G	6 13%	5 8%	10 19% D	5 4% DHJO	35 26% G	3 15% G	8 23% DJ	4 14%	11 17% D	4 13%	8 21%
Other	14 3%	25 4%	6 7%	9 12% B	1 3%	1 3%	4 9% AO	2 3%	2 3%	2 4%	-	1 1%	* 1%	-	-	6 5%	-	1 4%	*	2 3% B	1 3%	1 3%
Not sure	8 2%	3 1%	5 6%	-	-	-	-	-	1 2%	-	-	-	1 1%	-	2 1%	1 1%	-	-	-	2 3% B	* 1%	-
Sigma	1020 196%	1241 211%	177 218%	159 206%	45 154%	102 228%	74 150%	94 171%	87 195%	87 207%	110 228%	89 213%	130 199%	96 178%	235 192%	315 231%	31 171%	83 233%	58 209%	135 205%	75 217%	82 229%

Proportions/Mean: Columns tested (5% risk level) - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q725. Which of the following are reasons you will not be traveling this holiday season?

Base: Does Not Plan To Travel Over The Holiday Season

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	739	328	81	33	51	41	80	21	81	27	79	25	73	36	57	42	94	37	52	31	91	35
Weighted Base	687	380	133*	60**	27*	22*	56*	24**	60*	21**	41*	24**	79*	44**	159*	94**	46*	30**	28*	31**	59*	29**
I don't have the money.	390 57% B	128 34%	77 58%	21 35%	16 60%	8 36%	25 45%	10 42%	44 74% AGMQU	8 36%	28 67%	9 38%	42 54%	18 40%	92 58%	30 32%	23 49%	7 25%	15 53%	12 39%	28 47%	5 17%
I am spending the holiday(s) with my family in town.	261 38%	208 55% FA	40 30%	32 53%	9 35%	9 38%	20 35%	10 41%	25 42%	14 66%	15 36%	13 53%	29 37%	27 61%	58 36%	60 64%	21 46%	16 53%	12 42%	12 37%	32 54% AC	16 56%
I like being home for the holiday(s).	235 34% O	166 44% A	56 42% O	28 47%	12 45% O	9 38%	19 34%	8 32%	20 33%	6 29%	13 31%	12 50%	26 32%	15 34%	31 20%	36 39%	20 45% O	22 75% AKMO	15 55% AKMO	14 46%	23 38% O	16 53%
I dislike traveling during the holiday season in particular.	99 14%	90 24% A	17 12%	2 3%	6 23%	10 43% B	5 9%	5 23%	8 14%	7 34%	5 12%	2 9%	12 15%	5 11%	22 14%	32 34%	7 16%	10 34%	4 16%	8 24%	13 22%	10 33%
It's too crowded to travel during the holiday season.	96 14%	94 25% A	20 15%	6 9%	6 21% G	7 31%	3 6%	5 23%	7 12%	9 42%	7 17%	8 33%	12 15%	7 15%	19 12%	34 36%	4 9%	5 16%	1 5%	2 8%	17 28% AGOQS	11 37%
Travel arrangements during the holiday season are expensive.	89 13%	99 26% A	14 11%	8 13%	5 17%	9 40% B	7 12%	11 44%	5 9%	9 42%	5 11%	4 18%	8 11%	15 34%	26 16%	25 27%	5 11%	10 34%	2 9%	3 8%	12 21%	6 19%
I don't have a place I would like to go.	85 12%	57 15%	16 12%	6 10%	4 14%	5 22%	11 19%	-	7 11%	8 37%	8 19%	-	8 10%	8 19%	16 10%	21 22%	8 16%	4 15%	2 6%	2 8%	8 13%	2 6%
I don't have the vacation time from work.	68 10%	55 14%	15 11%	8 14%	5 17% O	3 14%	7 13%	7 29%	5 9%	3 12%	9 23% AMO	2 7%	6 8%	2 4%	7 5%	16 17%	4 9%	3 11%	3 10%	6 20%	7 11%	5 16%
I am spending the holiday(s) with friends in town.	55 8%	24 6%	18 13%	3 5%	5 17% OU	1 4%	6 10%	2 10%	5 8%	-	2 4%	3 14%	9 12%	6 14%	5 3%	2 2%	3 7%	1 5%	1 2%	2 7%	2 4%	2 8%
I haven't had the time to plan anything.	44 6%	18 5%	7 5%	7 11%	2 6% B	4 16% B	2 4%	2 10%	9 15% AM	-	3 7%	-	2 2%	1 2%	10 6%	-	5 11%	3 10%	1 2%	2 6%	4 7%	-
I dislike traveling, in general.	40 6%	20 5%	6 4%	-	3 10%	2 8%	2 3%	2 8%	1 2%	-	4 10%	2 8%	11 9%	5 11%	9 6%	2 2%	3 6%	11 11%	1 1%	3 11%	3 5%	1 3%
It's too difficult to travel with my kids.	6 1%	9 2%	1 1%	-	-	2 7%	* 3%	-	1 1%	* 2%	* 1%	2 8%	-	3 7%	2 1%	-	2 5% A	-	-	1 5%	* 1%	1 3%
Other	36 5%	26 7%	8 6%	4 7%	1 4%	4 16% B	3 6%	1 3%	2 4%	1 4%	1 3%	2 8%	7 9%	4 10%	7 5%	4 4%	3 7%	2 8%	1 4%	-	2 4%	3 12%
Not sure	23 3%	7 2%	4 3%	4 6%	* 1%	-	2 3%	1 5%	3 4%	-	1 2%	* 1%	5 6%	* 1%	7 4%	-	1 1%	1 2%	1 3%	* 1%	1 1%	1 2%
Sigma	1527 222%	1001 263%	296 223%	128 214%	73 272%	70 314%	111 200%	65 271%	143 240%	65 305%	100 242%	60 246%	174 220%	116 262%	311 195%	264 280%	109 238%	88 297%	58 210%	68 221%	151 256%	77 264%

Proportions/Means: Columns Tested (5% risk level) - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q800. Other than company holidays, do you plan to take vacation time from work over the holiday season?

2 Nov 2012
 Table 17

Base: Employed

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	676	615	68	53	48	86	78	54	66	58	86	57	69	48	53	70	75	61	56	79	77	49
Weighted Base	602	683	101*	103*	27**	51*	60*	66*	47*	44*	46*	46*	80*	63*	134*	152*	32*	51*	28*	63*	47*	46*
Yes	189 31% K	358 52% VA	46 46% AKQ	51 50%	5 19%	24 47%	18 30%	37 57% G	14 30%	24 54% I	8 17%	25 54% K	23 29%	34 54% M	42 32%	86 57% O	8 23%	26 52% Q	9 31%	34 54% S	16 34%	17 36%
No	303 50% B	260 38%	39 38%	42 40%	17 63%	17 33%	33 55%	26 39%	28 61% J	15 34%	24 51%	15 33%	32 41%	26 41%	78 58% P	55 36% ACMSUR	21 66%	18 36%	11 41%	22 36%	20 42%	25 54% BF
Not sure yet	110 18% B	65 9%	16 16%	10 10%	5 19%	10 20% BHNP	9 16%	3 4%	5 10%	5 12%	15 32% AIOQL	6 12%	24 30% AIOQN	3 5%	14 10%	11 7%	3 10%	6 13%	8 28% IOT	6 10%	11 23%	4 10%
Sigma	602 100%	683 100%	101 100%	103 100%	27 100%	51 100%	60 100%	66 100%	47 100%	44 100%	46 100%	46 100%	80 100%	63 100%	134 100%	152 100%	32 100%	51 100%	28 100%	63 100%	47 100%	46 100%

Proportions/Means: Columns Tested (5% risk level) - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q805. Do you plan to work at all during your time off over the holiday season?

Base: Plans To Take Time Off

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	204	306	26	25	12	36	28	31	20	29	21	32	20	25	18	34	18	31	18	44	23	19
Weighted Base	189*	358	46**	51**	5**	24**	18**	37**	14**	24**	8**	25**	23**	34**	42**	86**	8**	26**	9**	34*	16**	17**
Yes	35 19%	103 29%	8 17%	13 24%	2 33%	9 39%	2 12%	6 16%	4 29%	7 29%	2 27%	12 47%	2 9%	9 27%	7 18%	26 31%	2 24%	9 33%	2 20%	9 26%	4 26%	3 19%
No	123 65%	212 59%	26 57%	37 72%	3 67%	10 43%	14 79%	27 72%	8 61%	12 52%	5 69%	9 36%	19 81%	24 71%	24 58%	41 48%	5 67%	15 56%	7 77%	24 70%	10 65%	12 74%
Not sure yet	30 16%	44 12%	12 26%	2 4%	- -	4 18%	2 8%	4 11%	1 10%	5 19%	* 5%	4 18%	2 10%	1 2%	11 25%	18 21%	1 9%	3 11%	* 3%	1 4%	1 9%	1 7%
Sigma	189 100%	358 100%	46 100%	51 100%	5 100%	24 100%	18 100%	37 100%	14 100%	24 100%	8 100%	25 100%	23 100%	34 100%	42 100%	86 100%	8 100%	26 100%	9 100%	34 100%	16 100%	17 100%

Proportions/Means: Columns Tested (5% risk level) - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q810. To what extent do you plan to work during your time off over the holiday season?

Base: Plans To Work During Time Off

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	48	88	6	6	5	12	4	5	6	10	4	12	3	6	6	11	5	10	3	11	6	5
Weighted Base	35*	103*	8**	13**	2**	9**	2**	6**	4**	7**	2**	12**	2**	9**	7**	26**	2**	9**	2**	9**	4**	3**
Very little (e.g., rarely checking email or voicemail, but not actively working on anything)	4 13%	7 7%	-	-	1 38%	1 7%	-	-	* 6%	-	-	-	-	1 13%	2 22%	2 6%	1 50%	2 21%	-	1 15%	1 24%	1 21%
Some (e.g., occasionally checking email or voicemail, and only working on what is necessary)	16 45%	40 39%	4 50%	7 54%	1 33%	5 54%	2 81%	3 51%	1 22%	1 17%	1 32%	5 44%	2 100%	3 36%	4 49%	8 29%	1 36%	3 34%	1 35%	3 28%	1 27%	3 79%
A moderate amount (e.g., usually available on email or phone, keeping things moving, but not full-time)	13 36%	39 38%	4 50%	1 10%	* 29%	4 39%	* 19%	1 20%	3 62%	6 83%	1 68%	5 41%	-	2 19%	1 18%	13 50%	* 15%	2 24%	* 13%	5 56%	2 49%	-
A great deal (e.g., always available on email or phone and actively working full-time)	2 6%	17 16%	-	4 36%	-	-	-	2 29%	* 10%	-	-	2 15%	-	3 32%	1 11%	4 15%	-	2 21%	1 51%	-	-	-
Sigma	35 100%	103 100%	8 100%	13 100%	2 100%	9 100%	2 100%	6 100%	4 100%	7 100%	2 100%	12 100%	2 100%	9 100%	7 100%	26 100%	2 100%	9 100%	2 100%	9 100%	4 100%	3 100%

Proportions/Mean: Columns Tested (5% risk level) - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q815. Which of the following are reasons you will be working during your time off over the holiday season?

Base: Plans To Work During Time Off

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	48	88	6	6	5	12	4	5	6	10	4	12	3	6	6	11	5	10	3	11	6	5
Weighted Base	35*	103*	8**	13**	2**	9**	2**	6**	4**	7**	2**	12**	2**	9**	7**	26**	2**	9**	2**	9**	4**	3**
To avoid work piling up while I'm out of the office	13 38%	61 59%	2 26%	4 31%	* 26%	6 61%	1 53%	4 71%	1 16%	3 39%	2 92%	6 53%	1 31%	7 73%	3 42%	16 59%	1 36%	6 74%	1 49%	6 70%	2 46%	3 100%
To catch up on uncompleted projects	10 28%	23 23%	1 14%	3 21%	1 88%	4 47%	1 40%	5 90%	* 10%	- -	1 40%	3 27%	1 31%	- -	3 40%	4 13%	* 20%	2 20%	1 13%	2 25%	1 22%	- -
I enjoy working	9 25%	26 25%	1 14%	4 36%	* 15%	2 26%	* 19%	3 47%	1 22%	3 40%	* 8%	3 22%	2 74%	- -	3 44%	6 23%	1 29%	2 21%	- -	3 35%	1 17%	- -
To meet a deadline	8 22%	16 15%	2 31%	1 10%	- -	4 40%	* 21%	1 18%	- -	2 30%	- -	* 2%	1 43%	3 32%	2 23%	3 10%	1 15%	1 9%	6 65%	* 5%	1 17%	* 11%
I don't like being out of the loop while I'm away	8 21%	31 30%	3 35%	4 31%	* 15%	2 16%	1 33%	4 65%	* 12%	1 17%	- -	2 20%	- -	5 49%	2 26%	5 19%	* 21%	2 27%	- -	5 60%	1 22%	1 33%
Because my co-workers will also be working	6 17%	14 13%	- -	1 10%	* 14%	2 22%	- -	1 10%	- -	2 25%	1 68%	2 13%	- -	1 11%	2 26%	3 10%	- -	1 17%	1 13%	1 15%	2 54%	- -
Because I am self-employed	5 16%	17 16%	3 33%	5 39%	- -	3 29%	- -	- -	1 10%	* 8%	4 32%	1 31%	- -	1 18%	1 5%	- -	3 38%	- -	- -	1 17%	- -	
To avoid boredom	5 14% B	2 2%	- -	- -	- -	- -	1 33%	- -	1 16%	- -	* 8%	- -	1 31%	- -	2 26%	2 6%	- -	- -	1 51%	- -	- -	- -
To make myself look good to my boss	4 12%	8 8%	2 24%	1 10%	* 14%	1 16%	* 21%	- -	* 6%	2 28%	* 8%	2 16%	1 43%	1 13%	- -	- -	* 2%	* 13%	- -	- -	- -	* 11%
My boss requires me to	3 8%	10 9%	- -	- -	- -	2 18%	1 47%	1 10%	* 6%	* 5%	- -	- -	- -	4 40%	- -	3 10%	- -	* 2%	* 13%	- -	1 32%	* 11%
I'm afraid I'll be fired or face other retribution if I don't	2 6%	2 2%	- -	- -	* 14%	- -	- -	- -	* 12%	- -	- -	2 13%	- -	- -	- -	- -	* 5%	- -	- -	- -	1 32%	* 11%
Other	8 24%	13 13%	2 27%	1 4%	- -	1 7%	- -	1 10%	2 56%	1 8%	- -	2 21%	1 26%	2 19%	3 34%	6 24%	1 50%	- -	- -	* 3%	- -	- -
Sigma	81 231%	222 216%	16 203%	24 193%	3 186%	27 283%	6 266%	19 322%	6 156%	14 203%	5 233%	25 218%	7 311%	22 236%	21 279%	47 180%	3 175%	19 215%	4 218%	19 212%	11 259%	6 177%

Proportions/Mean: Columns Tested (5% risk level) - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q900. Thinking specifically of Thanksgiving dinner, which of the following do you prefer?

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia		
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	1314	874	135	80	104	112	156	68	134	87	157	73	133	85	107	105	140	78	105	111	143	75	
Weighted Base	1208	967	214*	137*	56*	67*	105*	79*	104*	63*	90*	66*	144*	98*	282*	231*	64*	65*	55*	96*	94*	65*	
HOME-COOKED MEAL (NET)	1051 87%	856 89%	177 83%	118 86%	51 92%	58 87%	91 87%	70 90%	89 86%	53 84%	79 88%	55 83%	123 85%	86 88%	248 88%	209 91%	59 92%	61 93%	50 90%	84 87%	83 88%	61 94%	
Having a home-cooked meal at my own home	612 51%	495 51% F	103 48%	77 56%	34 61% GUF	27 41%	47 44%	38 48%	59 57%	32 51%	47 53%	35 54%	67 46%	53 54%	139 49%	114 49%	41 64% AGMU	36 55%	34 61% GU	50 52%	41 44%	33 50%	50%
Having a home-cooked meal at someone else's home	439 36%	361 37%	74 35%	41 30%	17 31%	31 46%	45 43%	33 42%	30 29%	21 34%	31 35%	19 29%	56 39%	33 33%	109 39%	95 41%	18 29%	25 38%	16 30%	34 35%	41 44% Q	28 44%	
PREPARED FOOD (NET)	86 7%	81 8% R	21 10%	13 10%	2 3%	7 10% R	10 9%	7 9%	5 5%	5 8%	7 8%	8 12% R	13 9%	11 11%	13 5%	17 7%	3 4%	1 2%	4 7%	8 9%	9 9%	4 5%	
Eating out at a restaurant	65 5%	67 7%	12 6%	10 7%	1 3%	4 6%	7 7%	7 9%	4 4%	4 6%	6 7%	6 9%	11 8%	9 9%	11 4%	16 7%	1 2%	1 2%	3 5%	7 7%	6 6%	4 5%	
Having prepared food/take-out from a store or restaurant	21 2%	14 1%	8 4%	4 3%	* 1% BP	3 4%	2 2%	-	1 1%	1 2%	1 1%	2 3%	2 1%	2 2%	1 1%	1 1%	1 2%	-	1 2%	1 1%	3 3%	-	
Something else	23 2%	13 1%	3 1%	4 3%	2 3%	-	2 2%	1 1%	6 6% A	4 7% BFLPT	1 1%	-	1 1%	1 1%	6 2%	-	1 2%	2 3% P	1 1%	* 1%	* 1%	* 1%	
NA - I do not celebrate Thanksgiving.	48 4% B	17 2%	13 6%	1 1%	1 2%	2 3%	2 2%	1 1%	4 4%	* 1%	3 3%	4 5% B	7 5%	-	15 5%	5 2%	1 1%	1 2%	1 1%	3 4%	2 2%	-	
Sigma	1208 100%	967 100%	214 100%	137 100%	56 100%	67 100%	105 100%	79 100%	104 100%	63 100%	90 100%	66 100%	144 100%	98 100%	282 100%	231 100%	64 100%	65 100%	55 100%	96 100%	94 100%	65 100%	

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

Q905. And, which of the following do you usually do for Thanksgiving dinner?

Base: Celebrates Thanksgiving

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1273	857	129	79	101	108	151	67	129	86	154	71	129	85	103	102	137	77	103	107	137	75
Weighted Base	1160	950	201*	136*	55*	65*	103*	78*	100*	63*	87*	63*	137*	98*	267*	226*	63*	64*	55*	93*	92*	65*
HOME-COOKED MEAL (NET)	1069 92%	851 90% D	175 87%	108 79%	53 96%	58 89%	94 92%	71 92%	94 95%	56 88%	79 91%	55 88%	126 92%	89 90%	255 95%	205 91%	58 92%	63 99% BDFJLQ	50 92%	87 93% D	84 92%	59 92%
Have a home-cooked meal at my own home	597 51% U	454 48%	90 45%	67 49%	34 62% UF	28 43%	54 52%	33 42%	58 58% U	38 60% P	43 49%	32 51%	66 48%	51 52%	148 55%	94 42%	36 57% U	33 52%	32 58% U	46 50%	36 40%	32 50%
Have a home-cooked meal at someone else's home	473 41%	397 42% J	85 42%	41 30%	19 34%	30 46% DJ	40 39%	39 50% DJ	37 37%	18 28%	37 42%	23 38%	60 44%	38 39%	107 40%	111 49% DJ	22 34%	30 47% J	19 34%	40 43%	48 52% AEQS	27 42%
PREPARED FOOD (NET)	63 5%	87 9% RA	17 8% O	24 17% BRT	1 2%	6 9% R	8 8% O	6 7%	5 5%	5 7%	7 8% O	12% 7% R	10 7% O	9 10%	3 1%	20 9% O	3 5%	1 1%	3 5%	4 4%	6 7% O	6 8%
Eat out at a restaurant	43 4%	54 6%	11 6%	9 6%	1 1%	4 7%	7 7% O	6 7%	4 4%	3 4%	4 4%	4 7%	7 5%	6 6%	2 1%	14 6%	2 3%	1 1%	1 3%	4 4%	4 4%	5 7%
Have prepared food/take-out from a store or restaurant	20 2%	32 3% BHRTC	5 3%	15 11%	* 2%	1 2%	1 1%	- 1%	1 3%	2 3%	4 4%	3 5% T	3 2%	4 4%	1 1%	6 3%	2 3%	- -	1 2%	- -	3 3%	1 1%
Something else	27 2%	12 1%	9 4%	5 4%	1 2%	1 2%	1 1%	1 1%	* 5% BP	3 3%	* -	- -	1 1%	- -	9 4%	- -	2 3%	- -	2 3%	3 3%	1 1%	- -
Sigma	1160 100%	950 100%	201 100%	136 100%	55 100%	65 100%	103 100%	78 100%	100 100%	63 100%	87 100%	63 100%	137 100%	98 100%	267 100%	226 100%	63 100%	64 100%	55 100%	93 100%	92 100%	65 100%

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

Q910. What kind of food do you usually have from a restaurant or store for Thanksgiving dinner?

Base: Eats Out For Thanksgiving

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	87	68	11	11	4	8	12	6	12	5	10	6	12	9	3	11	7	1	7	6	9	5
Weighted Base	63*	87*	17**	24**	1**	6**	8**	6**	5**	5**	7**	7**	10**	9**	3**	20**	3**	1**	3**	4**	6**	6**
Classic Thanksgiving dinner (e.g., turkey, mashed potatoes, stuffing)	38 60%	51 59%	10 58%	12 51%	1 70%	5 81%	6 73%	3 53%	3 63%	3 58%	1 19%	4 57%	6 61%	6 64%	2 69%	12 58%	3 94%	1 100%	2 58%	3 88%	4 69%	3 52%
Italian (e.g., lasagna, chicken parmesan)	5 8%	7 8%	5 29%	-	-	-	-	-	-	2 35%	-	-	-	-	-	3 16%	-	-	-	-	-	2 39%
Chinese (e.g., sesame chicken, lo mein)	4 6%	2 3%	-	-	-	-	-	-	-	-	* 3%	-	3 34%	-	-	2 8%	-	-	-	* 12%	-	* 9%
Mediterranean (e.g., lamb, falafel)	3 4%	3 4%	-	3 13%	-	-	-	-	-	-	3 38%	-	-	-	-	-	-	-	-	-	-	-
Indian (e.g., tandoori chicken, paneer)	1 1%	1 1%	-	-	-	-	* 6%	1 20%	* 8%	-	-	-	-	-	-	-	-	-	-	-	-	-
Fast food (e.g., burgers, fries)	1 1%	7 8%	-	-	-	-	-	-	-	-	-	-	1 6%	3 36%	-	4 19%	-	-	-	-	-	-
Other standard American cuisine (e.g., roasted chicken, ham)	11 18%	12 14%	2 9%	8 33%	* 30%	* 7%	1 16%	* 5%	1 28%	* 7%	3 38%	3 43%	-	-	1 31%	-	-	-	1 42%	-	2 31%	-
Something else	1 2%	3 3%	1 3%	1 3%	-	1 13%	* 6%	1 22%	-	-	* 2%	-	-	-	-	-	* 6%	-	-	-	-	-
Sigma	63 100%	87 100%	17 100%	24 100%	1 100%	6 100%	8 100%	6 100%	5 100%	5 100%	7 100%	7 100%	10 100%	9 100%	3 100%	20 100%	3 100%	1 100%	3 100%	4 100%	6 100%	6 100%

Proportions/Means: Columns Tested (5% risk level) - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1001. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season?
 SUMMARY TABLE OF MEAN INCLUDING 0

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1314	874	135	80	104	112	156	68	134	87	157	73	133	85	107	105	140	78	105	111	143	75
Weighted Base	1208	967	214*	137*	56*	67*	105*	79*	104*	63*	90*	66*	144*	98*	282*	231*	64*	65*	55*	96*	94*	65*
Total Budget	485.9	1049.6 A	372.1	861.1 C	582.7 GIQ	959.6	293.3	984.7 G	270.4	979.5 I	327.8	903.8 K	357.6	1355.3	961.3	1335.0	206.2	767.6 Q	330.5	859.1	344.3	927.5
Actual travel (e.g., plane tickets, gas for car)	192.2	456.1 A	144.2	333.3 C	247.1 IQU	475.1 R	139.8	520.7 G	106.8	508.2 I	150.8	362.3 K	141.5	454.8	373.5	582.0	90.2	235.1 Q	168.9 U	454.2	78.0	442.6 U
Living accommodations (e.g., hotel, rental house)	147.7	300.7 A	105.1	285.3	177.5 GIQ	238.6	62.5	232.5 G	63.5	263.1 I	78.9	290.6 K	106.5	262.8	302.6	429.0	41.4	298.2 Q	80.5	229.5	190.7	236.1
Incidentals (e.g., food, entertainment)	146.1	292.8 A	122.7	242.5 C	158.1 GQSU	245.9	91.0	231.5 G	100.1	208.2 I	98.1	250.8 K	109.5	637.7	285.2	324.0	74.7	234.3 Q	81.1	175.4 S	75.6	248.8 U

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

Q1001. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season?
 SUMMARY TABLE OF MEAN EXCLUDING 0

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1314	874	135	80	104	112	156	68	134	87	157	73	133	85	107	105	140	78	105	111	143	75
Weighted Base	1208	967	214*	137*	56*	67*	105*	79*	104*	63*	90*	66*	144*	98*	282*	231*	64*	65*	55*	96*	94*	65*
Total Budget	878.9	1501.1 _A	702.1	1384.5 _C	867.6	1310.1	520.0	1218.5 _G	508.1	1280.3 _I	545.7	1283.1 _K	630.6	1975.4	1728.0	1904.6	468.3	1150.9 _Q	537.1	1223.3	679.1	1387.3
Living accommodations (e.g., hotel, rental house)	674.4	841.1	438.8	884.1	634.2	773.3	310.4	621.3	337.6	725.8	333.2	656.9	349.9	673.9	1592.9	1054.4	462.2	824.1	278.0	911.7	1091.8	792.0
Actual travel (e.g., plane tickets, gas for car)	413.9	699.6 _A	323.6	578.1	435.4	679.4	313.9	655.5	220.7	727.3	278.0	551.5 _K	295.4	747.1	815.4	901.8	265.6	373.6	333.0	675.8	182.9	712.6
Incidentals (e.g., food, entertainment)	289.7	446.5	250.0	392.4	255.2 _{SU}	340.0	175.3	320.5 _G	216.1	282.6	175.5	368.8 _K	203.5	1031.6	584.2	514.2 _T	189.5	374.2	146.4	261.4 _S	156.1	390.8

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

Q1001_1. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season?

1. Actual travel (e.g., plane tickets, gas for car)

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1314	874	135	80	104	112	156	68	134	87	157	73	133	85	107	105	140	78	105	111	143	75
Weighted Base	1208	967	214*	137*	56*	67*	105*	79*	104*	63*	90*	66*	144*	98*	282*	231*	64*	65*	55*	96*	94*	65*
0	647 54% B	337 35% H	118 55% H	58 42% H	24 43% H	20 30% H	58 55% H	16 21% H	54 52% J	19 30% J	41 46% J	23 34% J	75 52% J	38 39% H	153 54% P	82 35% P	42 66% AEKSR	24 37% T	27 49% T	32 33% T	54 57% V	25 38% V
1-100	265 22% L	193 20% L	43 20% L	20 14% L	14 25% L	11 17% L	19 18% L	23 29% L	24 23% L	9 14% L	28 31% AQL	8 12% L	26 18% L	19 19% L	70 25% L	51 22% L	10 15% L	15 23% L	9 16% L	24 25% L	24 25% L	13 20% L
101-500	218 18% O	253 26% A	40 19% O	37 27% O	13 23% O	17 26% O	22 21% O	22 29% O	23 22% O	21 33% O	15 17% O	24 36% PK	29 20% O	24 24% O	38 13% O	45 20% O	10 15% O	18 28% O	15 27% O	26 27% O	14 14% O	18 28% O
501-1000	46 4% I	100 10% A	5 3% I	15 11% C	2 3% I	11 16% E	3 3% I	7 9% I	3 3% I	9 14% I	3 3% I	5 8% I	13 9% A	10 10% I	10 3% I	23 10% I	2 3% I	4 7% I	4 7% I	10 10% I	2 3% I	6 10% I
1001-2000	18 1% I	42 4% A	5 2% I	4 3% I	1 2% I	5 8% I	3 3% I	6 8% I	1 1% I	3 5% I	3 4% I	4 5% I	1 1% I	4 4% I	3 1% I	10 4% I	* * I	4 5% I	- - I	3 3% I	1 1% I	1 1% I
More than 2000	13 1% I	43 4% A	1 1% I	3 3% I	2 3% I	3 4% I	- - I	4 5% G	- - I	2 3% I	- - I	3 5% I	* * I	4 4% I	9 3% I	20 9% I	* * I	- - I	* * I	2 2% I	- - I	2 4% I
MEAN (INCLUDING 0)	192.2	456.1 A	144.2	333.3 C	247.1 IQU	475.1 R	139.8	520.7 G	106.8	508.2 I	150.8	362.3 K	141.5	454.8	373.5	582.0	90.2	235.1 Q	168.9 U	454.2	78.0	442.6 U
STD. DEV. (INCLUDING 0)	872.21	1195.74	349.68	759.95	592.74	928.62	331.63	1015.07	194.59	1441.78	364.36	613.23	267.25	1452.62	1695.93	1277.90	257.93	366.82	354.38	1615.51	176.05	1607.51
STD. ERR. (INCLUDING 0)	24.06	40.45	30.10	84.96	58.12	87.75	26.55	123.10	16.81	154.58	29.08	71.77	23.17	157.56	163.95	124.71	21.80	41.53	34.58	153.34	14.72	185.62
MEDIAN (INCLUDING 0)	-	100	-	90	50	150	-	120	-	200	20	150	-	100	-	100	-	80	35	80	-	75
MEAN (EXCLUDING 0)	413.9	699.6 A	323.6	578.1	435.4	679.4	313.9	655.5	220.7	727.3	278.0	551.5 K	295.4	747.1	815.4	901.8	265.6	373.6	333.0	675.8	182.9	712.6
STD. DEV. (EXCLUDING 0)	1244.22	1422.55	466.16	929.39	736.98	1048.55	440.59	1100.77	231.17	1683.10	459.41	685.74	322.61	1807.58	2437.86	1498.69	391.50	403.47	442.12	1936.70	232.60	2000.80
STD. ERR. (EXCLUDING 0)	49.81	58.97	59.69	132.77	96.77	120.28	50.21	152.65	29.60	212.05	51.36	97.96	39.12	250.67	328.72	180.42	53.28	58.85	59.62	215.19	31.36	301.63
MEDIAN (EXCLUDING 0)	150	250	200	300	150	200	200	200	150	300	100	200	200	300	100	255	150	200	200	200	100	200
Sigma	1208 100%	967 100%	214 100%	137 100%	56 100%	67 100%	105 100%	79 100%	104 100%	63 100%	90 100%	66 100%	144 100%	98 100%	282 100%	231 100%	64 100%	65 100%	55 100%	96 100%	94 100%	65 100%

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

Q1001_2. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season?
 2. Living accommodations (e.g., hotel, rental house)

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 Table 27

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1314	874	135	80	104	112	156	68	134	87	157	73	133	85	107	105	140	78	105	111	143	75
Weighted Base	1208	967	214*	137*	56*	67*	105*	79*	104*	63*	90*	66*	144*	98*	282*	231*	64*	65*	55*	96*	94*	65*
0	943 78% MB	621 64%	162 76%	93 68%	40 72%	46 69%	84 80% H	49 63%	84 81% J	40 64%	68 76% L	37 56%	100 70%	60 61%	228 81% P	137 59% ACEGKMSR	58 91%	42 64%	39 71%	72 75% BLP	78 83%	45 70%
1-100	51 4%	37 4%	9 4%	8 6%	2 4%	2 3%	6 6%	1 2%	2 2%	3 4%	4 5%	4 7%	11 7% O	6 6%	3 1%	9 4%	2 3%	1 2%	5 9% OT	1 1%	6 6% O	1 2%
101-500	151 12% Q	192 20% A	29 13%	23 17%	8 14%	14 21%	12 12%	21 26% G	16 15% Q	14 22%	13 15% Q	12 19%	25 17% Q	25 25%	26 9%	43 19%	3 5%	13 21% Q	11 20% OQU	14 15%	7 8%	12 19%
501-1000	47 4%	55 6%	13 6%	8 6%	1 2%	1 2%	3 3%	3 4%	1 1%	4 6%	3 4%	4 7%	8 6%	4 4%	15 5%	20 9%	* 1%	4 6%	-	5 5%	1 2%	3 4%
1001-2000	3 *	34 4% A	-	1 1%	2 4% ACGIO	2 3%	-	4 5% G	-	2 3%	-	8 12% BDFNTVK	*	2 2%	-	10 4%	* *	3 5%	-	1 1%	* *	1 2%
More than 2000	13 1%	27 3% A	-	5 4%	2 3% CM	2 2%	-	1 1%	-	1 2%	-	-	-	1 1%	9 3%	12 5%	* *	2 3%	-	3 3%	1 1%	1 2%
MEAN (INCLUDING 0)	147.7	300.7 A	105.1	285.3	177.5 GIQ	238.6	62.5	232.5 G	63.5	263.1 I	78.9	290.6 K	106.5	262.8	302.6	429.0	41.4	298.2 Q	80.5	229.5	190.7	236.1
STD. DEV. (INCLUDING 0)	787.97	869.72	253.66	920.80	450.89	790.59	170.44	446.77	155.29	898.58	185.92	453.79	228.19	982.06	1406.13	1066.71	309.40	712.98	154.80	784.20	1204.77	824.19
STD. ERR. (INCLUDING 0)	21.74	29.42	21.83	102.95	44.21	74.70	13.65	54.18	13.42	96.34	14.84	53.11	19.79	106.52	135.94	104.10	26.15	80.73	15.11	74.43	100.75	95.17
MEDIAN (INCLUDING 0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN (EXCLUDING 0)	674.4	841.1	438.8	884.1	634.2	773.3	310.4	621.3	337.6	725.8	333.2	656.9	349.9	673.9	1592.9	1054.4	462.2	824.1	278.0	911.7	1091.8	792.0
STD. DEV. (EXCLUDING 0)	1577.08	1289.93	351.13	1458.36	672.81	1289.28	262.95	543.17	190.27	1393.28	250.19	474.86	294.36	1492.92	2910.98	1465.61	1020.23	995.86	167.67	1368.74	2776.37	1378.95
STD. ERR. (EXCLUDING 0)	97.81	74.47	65.20	291.67	127.15	214.88	45.77	106.52	39.67	254.38	42.91	85.29	49.06	272.57	667.83	223.50	247.44	199.17	35.75	245.83	636.94	287.53
MEDIAN (EXCLUDING 0)	300	400	300	300	400	300	250	500	350	400	300	500	300	400	500	450	200	450	200	400	200	250
Sigma	1208 100%	967 100%	214 100%	137 100%	56 100%	67 100%	105 100%	79 100%	104 100%	63 100%	90 100%	66 100%	144 100%	98 100%	282 100%	231 100%	64 100%	65 100%	55 100%	96 100%	94 100%	65 100%

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

Q1001_3. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season?
 3. Incidentals (e.g., food, entertainment)

2 Nov 2012
 Table 28

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1314	874	135	80	104	112	156	68	134	87	157	73	133	85	107	105	140	78	105	111	143	75
Weighted Base	1208	967	214*	137*	56*	67*	105*	79*	104*	63*	90*	66*	144*	98*	282*	231*	64*	65*	55*	96*	94*	65*
0	599 50% B	333 34%	109 51%	52 38%	21 38%	19 28%	50 48%	22 28%	56 54%	17 26%	39 44%	21 32%	67 46%	37 38%	144 51%	85 37%	39 61% AEKR	24 37%	25 45%	32 33%	48 52%	24 36%
1-100	289 24%	226 23%	43 20%	28 20%	12 22%	15 22%	30 28%	23 29%	21 21%	22 35% BP	25 28%	13 20%	34 24%	24 24%	57 20%	38 17%	16 25%	16 25%	22 40% ACEIMO	30 31% P	27 29%	17 27%
101-500	286 24% Q	317 33% A	54 25%	48 35%	19 34% AQSU	28 42% RT	23 22%	26 33%	24 23%	20 32%	24 27% Q	24 36%	42 29% QS	29 30%	65 23%	79 34%	9 14%	17 25%	8 14%	25 26%	18 19%	21 33%
501-1000	26 2%	51 5% A	7 3%	2 2%	3 6% AMQU	4 7%	2 2%	6 8%	3 3%	5 8%	1 1%	6 9% DK	-	4 4%	10 3%	12 5%	-	3 5%	1 1%	8 8%	*	1 1%
1001-2000	2 *	26 3% A	1 1%	2 1%	-	1 1%	-	2 2%	-	-	-	1 2%	-	2 2%	-	12 5% O	*	5 8% BJVQ	-	1 1%	*	-
More than 2000	7 1%	14 1%	-	5 4%	-	* 1%	-	-	-	-	-	-	1 1%	2 2%	5 2%	5 2%	*	-	-	-	-	2 3%
MEAN (INCLUDING 0)	146.1	292.8 A	122.7	242.5 C	158.1 GQSU	245.9	91.0	231.5 G	100.1	208.2 I	98.1	250.8 K	109.5	637.7	285.2	324.0	74.7	234.3 Q	81.1	175.4 S	75.6	248.8 U
STD. DEV. (INCLUDING 0)	690.29	1483.27	231.77	467.42	208.19	377.68	153.34	332.19	188.00	253.71	150.22	345.64	228.99	4447.20	1373.39	601.00	267.89	412.23	157.18	253.07	155.94	721.98
STD. ERR. (INCLUDING 0)	19.04	50.17	19.95	52.26	20.41	35.69	12.28	40.28	16.24	27.20	11.99	40.45	19.86	482.37	132.77	58.65	22.64	46.68	15.34	24.02	13.04	83.37
MEDIAN (INCLUDING 0)	5	100	-	100	100	140	10	100	-	100	20	100	20	100	-	100	-	100	30	100	-	100
MEAN (EXCLUDING 0)	289.7	446.5	250.0	392.4	255.2 SU	340.0	175.3	320.5 G	216.1	282.6	175.5	368.8 K	203.5	1031.6	584.2	514.2 T	189.5	374.2	146.4	261.4 S	156.1	390.8
STD. DEV. (EXCLUDING 0)	950.82	1813.30	278.97	543.70	212.72	407.09	175.08	352.84	227.15	257.64	163.90	363.93	280.45	5637.86	1924.08	690.10	405.05	469.35	188.07	270.38	194.76	877.17
STD. ERR. (EXCLUDING 0)	36.65	74.78	33.34	76.89	27.02	45.80	19.22	50.41	29.32	32.46	17.67	50.96	32.38	760.21	257.12	83.69	51.86	68.46	24.70	30.04	24.73	130.76
MEDIAN (EXCLUDING 0)	150	200	200	200	200	200	100	200	150	150	120	275	200	200	150	200	100	200	100	150	100	150
Sigma	1208 100%	967 100%	214 100%	137 100%	56 100%	67 100%	105 100%	79 100%	104 100%	63 100%	90 100%	66 100%	144 100%	98 100%	282 100%	231 100%	64 100%	65 100%	55 100%	96 100%	94 100%	65 100%

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

Q1001_4. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season?

4. Total Budget

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1314	874	135	80	104	112	156	68	134	87	157	73	133	85	107	105	140	78	105	111	143	75
Weighted Base	1208	967	214*	137*	56*	67*	105*	79*	104*	63*	90*	66*	144*	98*	282*	231*	64*	65*	55*	96*	94*	65*
0	540 45% EB	291 30%	100 47%	52 38% H	18 33%	18 27%	46 44% H	15 19%	49 47% J	15 23%	36 40%	20 30%	63 43%	31 31%	125 44%	69 30%	36 56% AEKSR	22 33%	21 38%	29 30%	46 49%	21 33%
1-100	159 13% B	81 8% F	28 13%	13 10%	7 13% F	2 2%	14 14%	10 13% F	9 9%	7 12% F	14 16%	4 6%	16 11%	12 12% F	37 13%	21 9%	12 19% R	2 3%	9 16%	7 7%	11 12%	3 5%
101-500	287 24% Q	241 25% D	34 16%	16 11%	18 32% CQ	20 29% D	27 25%	25 31% D	28 27% Q	16 25% D	25 28% Q	15 23%	30 21%	21 22%	78 28% Q	56 24%	9 14% R	20 31% DQ	14 25%	33 34% BD	24 26%	19 29% D
501-1000	99 8% O	123 13% A	25 12% O	24 17%	4 8%	10 14%	12 11% O	6 8%	9 8%	10 15%	7 8%	9 13%	18 13% O	12 13%	7 2%	22 10%	6 10% O	7 10%	6 11% O	13 14%	6 6%	11 17% U
1001-2000	78 6% Q	113 12% A	18 9%	19 14%	3 5%	11 16% E	3 3%	11 14% G	8 8%	10 15%	3 3%	7 11%	15 10% Q	11 11%	17 6%	25 11%	1 1% O	5 8% Q	6 10% Q	7 7%	5 5%	7 11%
More than 2000	45 4%	118 12% A	8 4%	13 10%	6 10% AIMQSU	8 11%	4 4%	12 15% G	*	6 9% I	4 5%	11 17% VK	3 2%	10 11% M	17 6%	38 16% O	*	9 14% Q	*	8 8% S	2 2%	3 4%
MEAN (INCLUDING 0)	485.9	1049.6 A	372.1	861.1 C	582.7 GIQ	959.6	293.3	984.7 G	270.4	979.5 I	327.8	903.8 K	357.6	1355.3	961.3	1335.0	206.2	767.6 Q	330.5	859.1	344.3	927.5
STD. DEV. (INCLUDING 0)	2258.37	2626.61	714.67	1576.77	1121.84	1923.47	591.93	1541.19	448.84	2106.62	604.16	1260.12	594.59	4886.70	4435.75	2831.41	756.11	1290.08	535.84	2501.42	1345.81	3102.13
STD. ERR. (INCLUDING 0)	62.30	88.85	61.51	176.29	110.01	181.75	47.39	186.90	38.77	225.85	48.22	147.49	51.56	530.04	428.82	276.32	63.90	146.07	52.29	237.42	112.54	358.20
MEDIAN (INCLUDING 0)	50	300	20	200	175	400	50	340	80	400	70	325	70	300	40	300	-	180	75	250	15	225
MEAN (EXCLUDING 0)	878.9	1501.1 A	702.1	1384.5 C	867.6	1310.1	520.0	1218.5 G	508.1	1280.3 I	545.7	1283.1 K	630.6	1975.4	1728.0	1904.6	468.3	1150.9 Q	537.1	1223.3	679.1	1387.3
STD. DEV. (EXCLUDING 0)	2980.81	3031.91	856.74	1811.63	1279.38	2147.20	711.31	1630.57	508.78	2331.57	700.77	1331.02	672.70	5807.38	5842.61	3219.82	1094.48	1436.48	598.10	2915.06	1837.98	3722.07
STD. ERR. (EXCLUDING 0)	110.32	121.57	98.93	253.68	157.48	240.06	74.16	223.98	62.63	284.85	73.46	181.13	75.68	756.06	736.10	374.30	133.71	201.15	74.76	316.18	224.55	537.23
MEDIAN (EXCLUDING 0)	300	600	420	750	450	700	300	500	250	600	320	700	408	680	350	575	232	500	350	400	225	450
Sigma	1208 100%	967 100%	214 100%	137 100%	56 100%	67 100%	105 100%	79 100%	104 100%	63 100%	90 100%	66 100%	144 100%	98 100%	282 100%	231 100%	64 100%	65 100%	55 100%	96 100%	94 100%	65 100%

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

Q1001. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season?
 SUMMARY TABLE OF MEAN INCLUDING 0

Base: Plans To Travel At Least Once Over The Holiday Season

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	575	546	54	47	53	71	76	47	53	60	78	48	60	49	50	63	46	41	53	80	52	40
Weighted Base	520	587	81*	77*	29**	45*	49*	55*	44*	42*	48*	42*	65*	54*	122*	136*	18*	36*	28**	66*	35**	36**
Total Budget	1030.6	1678.8 _A	867.2	1505.2	1041.1	1393.7	502.9	1273.9 _G	595.2	1453.3 _I	519.9	1413.1 _K	744.0	2394.8	2066.2	2219.2	642.4	1283.1	641.6	1246.5	816.3	1654.2
Actual travel (e.g., plane tickets, gas for car)	421.4	734.4 _A	360.2	589.5	466.8	697.9	229.0	667.5 _G	234.2	760.1	243.6	569.8 _K	309.0	822.4	831.0	973.9	293.8	379.4	335.3	664.2	187.4	794.9
Living accommodations (e.g., hotel, rental house)	314.8	490.0	247.0	507.4	336.5	349.2	123.2	307.6 _G	148.9	394.9	132.2	458.3 _K	220.0	478.9	627.3	725.6	145.4	515.9	159.3	337.2	480.1	428.5
Incidentals (e.g., food, entertainment)	294.4	454.4	260.0	408.3	237.8	346.6	150.6	298.9 _G	212.1	298.3	144.1	385.1 _{TK}	214.9	1093.5	608.0	519.8 _T	203.2	387.9	147.0	245.2	148.8	430.8

Proportions/Means: Columns Tested (5% risk level) - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V
 Overlap formulae used. * small base, ** very small base (under 30) ineligible for sig testing

Q1001. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season?
 SUMMARY TABLE OF MEAN EXCLUDING 0

Base: Plans To Travel At Least Once Over The Holiday Season

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	575	546	54	47	53	71	76	47	53	60	78	48	60	49	50	63	46	41	53	80	52	40
Weighted Base	520	587	81*	77*	29**	45*	49*	55*	44*	42*	48*	42*	65*	54*	122*	136*	18*	36*	28**	66*	35**	36**
Total Budget	1082.9	1695.7 A	867.2	1539.7	1063.0	1393.7	595.1	1273.9 G	595.2	1453.3 I	608.3	1413.1 K	784.4	2394.8	2149.2	2219.2	642.4	1299.4	641.6	1320.6	860.7	1654.2
Living accommodations (e.g., hotel, rental house)	691.0	850.4	432.2	884.1	671.8	768.7	311.3	645.4	345.0	725.8	343.2	694.1	354.1	673.9	1754.6	1054.4	462.2	825.4	279.7	911.7	1269.6	816.3
Actual travel (e.g., plane tickets, gas for car)	457.1	748.4 A	360.2	603.0	476.7	697.9	272.8	667.5 G	246.8	782.8	296.3	569.8	334.4	834.4	930.9	983.8	306.7	384.2	340.8	716.7	199.0	808.6
Incidentals (e.g., food, entertainment)	341.1	483.8	289.9	417.7	264.5	351.5	194.1	332.1	242.0	306.3	172.9	400.5 K	236.5	1106.7	725.5	586.6 T	232.8	400.0	167.6	273.1	167.7	446.6

Proportions/Means: Columns Tested (5% risk level) - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V
 Overlap formulae used. * small base, ** very small base (under 30) ineligible for sig testing

Q1001_1. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season?

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 Table 32

1. Actual travel (e.g., plane tickets, gas for car)

Base: Plans To Travel At Least Once Over The Holiday Season

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	575	546	54	47	53	71	76	47	53	60	78	48	60	49	50	63	46	41	53	80	52	40
Weighted Base	520	587	81*	77*	29**	45*	49*	55*	44*	42*	48*	42*	65*	54*	122*	136*	18*	36*	28**	66*	35**	36**
0	41 8% B	11 2%	-	2 2%	1 2%	-	8 16% ACH	-	2 5%	1 3%	9 18% ACL	-	5 8%	1 1%	13 11%	1 1%	1 4%	* 1%	* 2%	5 7% B	2 6%	1 2%
1-100	201 39% B	147 25%	35 43%	16 21%	11 38%	10 22%	15 30%	19 34% J	16 37% J	6 14%	20 42% L	6 15%	17 27%	12 23%	52 43%	39 28%	7 39%	11 31%	8 30%	20 30%	18 53%	8 24%
101-500	206 40%	249 42%	34 42%	37 48%	12 43%	17 38%	22 45%	22 41%	22 49%	21 50%	15 30%	24 57% PK	29 45%	24 44%	38 31%	44 32%	8 43%	17 48%	15 54%	26 40%	11 33%	17 48%
501-1000	44 8%	97 17% A	5 7%	15 19%	2 6%	10 23%	3 6%	5 8%	3 7%	9 21%	3 5%	5 12%	13 19% A	10 18%	7 6%	23 17%	2 11%	4 13%	4 14%	10 15%	2 7%	6 18%
1001-2000	15 3%	40 7% A	5 7%	4 6%	1 5%	5 11%	1 2%	5 9%	1 2%	3 7%	2 5%	4 9%	1 1%	4 7%	3 2%	10 7%	* 1%	3 8%	-	3 4%	1 1%	1 2%
More than 2000	13 3%	43 7% A	1 2%	3 4%	2 6%	3 6%	-	4 8%	-	2 5%	-	3 7%	* 1%	4 7%	9 8%	20 14%	* 1%	-	* 1%	2 3%	-	2 6%
MEAN (INCLUDING 0)	421.4	734.4 A	360.2	589.5	466.8	697.9	229.0	667.5 G	234.2	760.1	243.6	569.8 K	309.0	822.4	831.0	973.9	293.8	379.4	335.3	664.2	187.4	794.9
STD. DEV. (INCLUDING 0)	1285.59	1463.82	495.63	938.50	762.33	1069.06	299.07	1146.64	243.30	1717.89	430.35	693.49	327.17	1890.04	2502.06	1546.12	422.35	358.60	446.26	1927.07	247.95	2118.39
STD. ERR. (INCLUDING 0)	53.61	62.65	67.45	136.89	104.71	126.87	34.31	167.26	33.42	221.78	48.73	100.10	42.24	270.01	353.84	194.79	62.27	56.00	61.30	215.45	34.38	334.95
MEDIAN (INCLUDING 0)	150	300	200	300	200	200	150	200	150	300	100	200	200	300	100	300	150	250	200	200	100	200
MEAN (EXCLUDING 0)	457.1	748.4 A	360.2	603.0	476.7	697.9	272.8	667.5 G	246.8	782.8	296.3	569.8	334.4	834.4	930.9	983.8	306.7	384.2	340.8	716.7	199.0	808.6
STD. DEV. (EXCLUDING 0)	1332.96	1474.15	495.63	944.97	767.45	1069.06	307.77	1146.64	243.45	1738.80	458.56	693.49	327.64	1901.34	2631.69	1550.87	427.19	358.29	447.87	1993.49	251.05	2134.42
STD. ERR. (EXCLUDING 0)	56.99	63.73	67.45	139.33	106.43	126.87	36.79	167.26	33.76	228.32	54.42	100.10	43.02	274.43	388.02	196.96	64.40	56.65	62.11	228.67	36.24	341.78
MEDIAN (EXCLUDING 0)	175	300	200	320	200	200	200	200	150	332	100	200	200	300	150	300	200	300	200	200	100	200
Sigma	520 100%	587 100%	81 100%	77 100%	29 100%	45 100%	49 100%	55 100%	44 100%	42 100%	48 100%	42 100%	65 100%	54 100%	122 100%	136 100%	18 100%	36 100%	28 100%	66 100%	35 100%	36 100%

Proportions/Means: Columns Tested (5% risk level) - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1001_2. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season?

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Table 33

2. Living accommodations (e.g., hotel, rental house)

Base: Plans To Travel At Least Once Over The Holiday Season

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	575	546	54	47	53	71	76	47	53	60	78	48	60	49	50	63	46	41	53	80	52	40
Weighted Base	520	587	81*	77*	29**	45*	49*	55*	44*	42*	48*	42*	65*	54*	122*	136*	18*	36*	28**	66*	35**	36**
0	283 54% MB	249 42%	35 43%	33 43%	15 50%	24 55% NP	30 60% M	29 52% NP	25 57%	19 46%	30 61% ML	14 34%	25 38%	16 29%	79 64% MP	43 31%	12 69% CMR	13 38%	12 43%	41 63% BLNPR	22 62%	17 48%
1-100	47 9%	35 6%	9 11%	8 10%	2 6%	2 5%	6 12%	1 2%	2 4%	3 6%	3 6%	3 6%	11 16% O	6 11%	3 3%	9 7%	2 10%	1 4%	5 18%	1 2%	5 14%	1 2%
101-500	135 26%	188 32%	24 29%	23 30%	7 26%	14 32%	10 21%	17 32%	16 36%	14 32%	13 28%	12 29%	21 33%	25 46% T	24 19%	43 32%	3 17%	13 36%	11 39%	14 21%	5 15%	12 35%
501-1000	39 7%	55 9% F	13 17% A	8 10%	1 4%	1 2%	3 6%	3 5%	1 3%	4 9%	2 5%	4 11%	8 12%	4 7%	7 6%	20 15% F	* 2%	4 11%	-	5 8%	1 4%	3 8%
1001-2000	3 1%	34 6% A	-	1 1%	2 8%	2 4%	-	4 7%	-	2 4%	-	8 20% BDFJNTK	*	2 4%	-	10 7%	* 1%	2 7%	-	1 2%	* 1%	1 4%
More than 2000	13 2%	27 5%	-	5 6%	2 6%	2 3%	-	1 1%	-	1 2%	-	-	-	1 2%	9 8%	12 9%	* 1%	2 5%	-	3 4%	1 4%	1 4%
MEAN (INCLUDING 0)	314.8	490.0	247.0	507.4	336.5	349.2	123.2	307.6 G	148.9	394.9	132.2	458.3 K	220.0	478.9	627.3	725.6	145.4	515.9	159.3	337.2	480.1	428.5
STD. DEV. (INCLUDING 0)	1172.09	1073.08	351.37	1184.21	584.45	948.37	229.15	509.19	210.45	1081.04	220.90	500.88	296.10	1291.11	2079.76	1309.03	578.52	895.90	189.01	933.40	1958.69	1081.56
STD. ERR. (INCLUDING 0)	48.88	45.92	47.82	172.73	80.28	112.55	26.29	74.27	28.91	139.56	25.01	72.30	38.23	184.44	294.12	164.92	85.30	139.92	25.96	104.36	271.62	171.01
MEDIAN (INCLUDING 0)	-	150	40	100	80	-	-	-	-	100	-	300	100	200	-	255	-	250	100	-	-	150
MEAN (EXCLUDING 0)	691.0	850.4	432.2	884.1	671.8	768.7	311.3	645.4	345.0	725.8	343.2	694.1	354.1	673.9	1754.6	1054.4	462.2	825.4	279.7	911.7	1269.6	816.3
STD. DEV. (EXCLUDING 0)	1661.76	1301.41	369.16	1458.36	682.07	1302.56	274.37	573.30	185.64	1393.28	233.62	463.65	306.25	1492.92	3202.62	1465.61	1020.23	1019.50	169.12	1368.74	3095.00	1397.74
STD. ERR. (EXCLUDING 0)	105.95	76.03	69.77	291.67	133.76	220.17	48.50	117.02	39.58	254.38	41.30	84.65	51.77	272.57	776.75	223.50	247.44	212.58	36.91	245.83	773.75	298.00
MEDIAN (EXCLUDING 0)	300	400	300	300	400	300	212	500	400	400	300	500	250	400	300	450	200	450	200	400	200	250
Sigma	520 100%	587 100%	81 100%	77 100%	29 100%	45 100%	49 100%	55 100%	44 100%	42 100%	48 100%	42 100%	65 100%	54 100%	122 100%	136 100%	18 100%	36 100%	28 100%	66 100%	35 100%	36 100%

Proportions/Means: Columns Tested (5% risk level) - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1001_3. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season?
 3. Incidentals (e.g., food, entertainment)

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 Table 34

Base: Plans To Travel At Least Once Over The Holiday Season

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	575	546	54	47	53	71	76	47	53	60	78	48	60	49	50	63	46	41	53	80	52	40
Weighted Base	520	587	81*	77*	29**	45*	49*	55*	44*	42*	48*	42*	65*	54*	122*	136*	18*	36*	28**	66*	35**	36**
0	71 14% B	36 6%	8 10%	2 2%	3 10%	1 1%	11 22%	5 10%	5 12%	1 3%	8 17%	2 4%	6 9%	1 1%	20 16%	16 11%	2 13%	1 3%	3 12%	7 10%	4 11%	1 4%
1-100	194 37% B	173 29% P	23 28%	20 26%	8 26%	11 25%	20 41%	21 38% P	16 35%	17 40% P	19 40%	10 23%	20 31%	18 34%	45 37% P	22 16%	9 52% C	13 36% P	17 60%	28 43% BF	17 50%	13 37%
101-500	221 42%	291 50% T	42 52%	48 62% HT	15 52%	27 61% HT	17 34%	20 37%	20 46%	20 46%	20 42%	23 55% T	38 59% AGOQ	28 51%	42 35%	70 51%	6 33%	15 41%	7 25%	22 33%	13 37%	19 53%
501-1000	26 5%	48 8%	7 8%	1 1%	3 11%	4 9%	2 3%	6 11% D	3 6%	5 11% D	1 1%	6 15% DK	-	4 8%	10 8%	12 9%	-	2 6%	1 3%	8 12% D	* 1%	1 2%
1001-2000	2 *	26 5% A	1 2%	2 2%	-	1 2%	-	2 3%	-	-	-	1 4%	-	2 4%	-	12 9%	* 1%	5 14% BFJT	-	1 2%	* 1%	-
More than 2000	7 1%	13 2%	-	5 6%	-	* 1%	-	-	-	-	-	-	1 1%	1 2%	5 4%	5 3%	* 1%	-	-	-	-	2 6%
MEAN (INCLUDING 0)	294.4	454.4	260.0	408.3	237.8	346.6	150.6	298.9 G	212.1	298.3	144.1	385.1 TK	214.9	1093.5	608.0	519.8 T	203.2	387.9	147.0	245.2	148.8	430.8
STD. DEV. (INCLUDING 0)	1028.28	1880.54	307.76	559.45	216.53	415.05	181.90	367.71	240.83	264.59	157.00	373.28	305.20	5975.11	2040.88	716.44	476.95	487.64	199.72	277.87	215.23	939.32
STD. ERR. (INCLUDING 0)	42.88	80.48	41.88	81.60	29.74	49.26	20.86	53.64	33.08	34.16	17.78	53.88	39.40	853.59	288.62	90.26	70.32	76.16	27.43	31.07	29.85	148.52
MEDIAN (INCLUDING 0)	100	200	200	200	200	200	100	200	150	200	100	300	200	250	100	200	100	200	100	100	100	150
MEAN (EXCLUDING 0)	341.1	483.8	289.9	417.7	264.5	351.5	194.1	332.1	242.0	306.3	172.9	400.5 K	236.5	1106.7	725.5	586.6 T	232.8	400.0	167.6	273.1	167.7	446.6
STD. DEV. (EXCLUDING 0)	1099.78	1936.93	311.39	562.40	212.17	415.93	185.01	373.22	242.83	263.48	156.83	372.47	312.19	6010.34	2211.81	735.05	505.47	490.37	205.22	280.00	221.64	953.14
STD. ERR. (EXCLUDING 0)	48.46	85.02	44.48	82.92	30.31	49.71	23.13	56.26	34.69	34.60	18.74	55.52	41.35	867.52	337.30	96.52	77.08	78.52	29.93	32.77	33.41	154.62
MEDIAN (EXCLUDING 0)	170	200	200	200	200	200	100	200	200	200	125	300	200	250	150	200	100	200	100	150	100	200
Sigma	520 100%	587 100%	81 100%	77 100%	29 100%	45 100%	49 100%	55 100%	44 100%	42 100%	48 100%	42 100%	65 100%	54 100%	122 100%	136 100%	18 100%	36 100%	28 100%	66 100%	35 100%	36 100%

Proportions/Means: Columns Tested (5% risk level) - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1001_4. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season?

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 Table 35

4. Total Budget

Base: Plans To Travel At Least Once Over The Holiday Season

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia		
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	575	546	54	47	53	71	76	47	53	60	78	48	60	49	50	63	46	41	53	80	52	40	
Weighted Base	520	587	81*	77*	29**	45*	49*	55*	44*	42*	48*	42*	65*	54*	122*	136*	18*	36*	28**	66*	35**	36**	
0	25 5% B	6 1%	-	2 2%	1 2%	-	8 15% ACIQH	-	-	-	7 15% ACIL	-	3 5%	-	5 4%	-	-	*	1%	-	4 6% BP	2 5%	-
1-100	69 13% B	37 6%	13 17%	5 6%	2 7%	-	4 7%	7 13% F	7 15%	2 5%	7 14%	2 4%	4 6%	1 1%	22 18%	14 10%	5 27% AGMR	1 2%	3 12%	5 8% F	3 9%	1 2%	
101-500	224 43% CB	197 34%	21 26%	16 20%	14 49%	17 38%	21 44%	22 41%	20 46%	15 36%	22 45%	13 31%	22 34%	20 37%	64 52% CP	37 27%	6 33%	14 40%	13 47%	29 44% D	20 57%	14 38%	
501-1000	99 19% O	121 21%	25 31% O	22 29%	4 15%	10 22%	12 24% O	6 11%	9 20% O	10 23%	7 14%	9 21%	18 28% O	12 23%	7 5%	22 16%	6 35% AKO	7 18%	5 20%	13 20%	6 16%	11 31%	
1001-2000	60 12%	111 19% A	13 16%	19 25%	2 8%	11 24% T	3 6%	8 16%	8 18%	10 23%	3 6%	7 18% AGKQO	15 23% O	11 20%	8 6%	25 18%	1 3%	5 15%	6 20%	7 10%	3 7%	7 21%	
More than 2000	42 8%	115 20% A	8 10%	13 17%	6 20%	7 16%	2 4%	11 20% G	* 1%	6 14% I	3 7%	11 27% K	3 4%	10 18%	17 14%	38 28%	* 2%	9 24% Q	* 1%	8 12%	2 5%	3 8%	
MEAN (INCLUDING 0)	1030.6	1678.8 A	867.2	1505.2	1041.1	1393.7	502.9	1273.9 G	595.2	1453.3 I	519.9	1413.1 K	744.0	2394.8	2066.2	2219.2	642.4	1283.1	641.6	1246.5	816.3	1654.2	
STD. DEV. (INCLUDING 0)	3350.86	3207.18	932.55	1862.48	1403.44	2221.75	642.12	1703.22	531.53	2454.36	672.72	1346.74	705.33	6424.21	6570.97	3415.48	1336.60	1457.19	617.90	2959.69	2130.94	4069.25	
STD. ERR. (INCLUDING 0)	139.74	137.25	126.90	271.67	192.78	263.67	73.66	248.44	73.01	316.86	76.17	194.39	91.06	917.74	929.28	430.31	197.07	227.58	84.87	330.90	295.51	643.41	
MEDIAN (INCLUDING 0)	400	700	600	800	450	750	300	500	420	750	325	850	700	800	370	800	350	700	500	400	250	600	
MEAN (EXCLUDING 0)	1082.9	1695.7 A	867.2	1539.7	1063.0	1393.7	595.1	1273.9 G	595.2	1453.3 I	608.3	1413.1 K	784.4	2394.8	2149.2	2219.2	642.4	1299.4	641.6	1320.6	860.7	1654.2	
STD. DEV. (EXCLUDING 0)	3426.71	3218.85	932.55	1869.64	1410.14	2221.75	658.46	1703.22	531.53	2454.36	690.15	1346.74	701.95	6424.21	6689.25	3415.48	1336.60	1459.23	617.90	3031.40	2180.83	4069.25	
STD. ERR. (EXCLUDING 0)	144.93	138.39	126.90	275.66	195.55	263.67	78.14	248.44	73.01	316.86	80.23	194.39	91.39	917.74	965.51	430.31	197.07	230.72	84.87	345.46	311.55	643.41	
MEDIAN (EXCLUDING 0)	450	750	600	800	450	750	400	500	420	750	450	850	700	800	375	800	350	849	500	450	260	600	
Sigma	520 100%	587 100%	81 100%	77 100%	29 100%	45 100%	49 100%	55 100%	44 100%	42 100%	48 100%	42 100%	65 100%	54 100%	122 100%	136 100%	18 100%	36 100%	28 100%	66 100%	35 100%	36 100%	

Proportions/Means: Columns Tested (5% risk level) - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1005. How does this amount compare to what you spent in total on your trip(s) during the holiday season last year?

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1314	874	135	80	104	112	156	68	134	87	157	73	133	85	107	105	140	78	105	111	143	75
Weighted Base	1208	967	214*	137*	56*	67*	105*	79*	104*	63*	90*	66*	144*	98*	282*	231*	64*	65*	55*	96*	94*	65*
MORE (NET)	253 21% Q	228 24%	50 24%	30 22%	14 24% Q	19 28%	15 15%	18 22%	26 25% Q	19 31% V	15 16%	18 27%	32 22%	17 18%	66 23%	62 27%	7 11%	11 16%	14 25% Q	26 27%	14 15%	9 14%
I am spending a lot more this year.	71 6%	97 10% A	16 7%	14 10%	3 6%	5 8%	5 5%	7 9%	13 12% AKO	10 16%	2 3%	7 10%	12 8%	7 7%	6 2%	29 13% O	4 7%	5 7%	4 8% O	7 7%	6 6%	6 10%
I am spending somewhat more this year.	182 15% Q	131 13% V	35 16% Q	16 12%	10 19% Q	13 20% V	10 9%	10 13%	13 13%	9 14%	12 14%	11 16%	21 14% Q	10 10%	60 21% GQU	33 14%	3 4%	6 9%	9 17% Q	19 20% V	8 9%	3 5%
I am spending the same or nearly the same amount this year.	638 53%	583 60% A	103 48%	80 58%	32 56%	36 54%	69 66% ACI	54 69%	45 44%	33 52%	50 55%	34 52%	76 53%	69 71% FJLM	145 51%	129 56%	40 62% I	45 69%	30 55%	54 56%	49 52% BFJLPTU	49 76%
LESS (NET)	317 26% B	156 16%	61 28%	28 20%	11 19%	12 18%	21 20%	7 9%	33 32%	11 17%	25 28%	14 22%	36 25% N	11 11%	71 25%	40 17%	17 26%	9 14%	11 20%	17 18%	31 33% V	7 10%
I am spending somewhat less this year.	129 11% B	67 7%	30 14%	17 13% P	7 12%	5 7%	8 8%	2 3%	14 13%	8 12% HP	13 14% O	8 11%	16 11%	6 6%	15 5%	8 4%	5 8%	5 7%	5 10%	6 6%	16 17% AOV	2 3%
I am spending a lot less this year.	188 16% B	89 9%	31 14%	10 7%	4 8%	7 11%	12 12%	5 6%	19 19% J	3 5%	13 14%	7 10%	20 14%	5 5%	56 20%	32 14%	12 18% R	5 7%	6 11%	11 11%	14 15%	5 7%
Sigma	1208 100%	967 100%	214 100%	137 100%	56 100%	67 100%	105 100%	79 100%	104 100%	63 100%	90 100%	66 100%	144 100%	98 100%	282 100%	231 100%	64 100%	65 100%	55 100%	96 100%	94 100%	65 100%

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

Q1010. Which of the following best describes how your budget influences your holiday season travel plans?

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 Table 37

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1314	874	135	80	104	112	156	68	134	87	157	73	133	85	107	105	140	78	105	111	143	75
Weighted Base	1208	967	214*	137*	56*	67*	105*	79*	104*	63*	90*	66*	144*	98*	282*	231*	64*	65*	55*	96*	94*	65*
Budget is not a factor I need to consider in my holiday season travel plans.	116 10%	164 17% A	19 9%	26 19%	6 10%	9 14%	13 12%	14 17%	11 11%	9 15%	5 6%	11 17% K	8 6%	15 16% M	35 12%	30 13%	7 11%	14 21%	3 5%	23 24% S	9 9%	13 20%
I consider my budget, but it does not dictate my holiday season travel plans.	244 20%	340 35% A	38 18%	47 34% C	12 21%	22 32%	22 21%	31 39% G	19 18%	30 47% BLI	24 27% U	18 28%	38 26%	31 32%	56 20%	73 31%	11 17%	27 42% Q	11 20%	38 40% S	13 14%	23 35% U
My budget puts some limitations on my holiday season travel plans.	297 25%	233 24% V	49 23%	31 22%	15 27%	19 28% V	24 23%	23 29% V	24 23%	11 17%	27 30%	22 33% TV	35 24%	26 27%	75 27%	65 28% V	11 18%	14 21%	15 28%	15 16%	23 24%	8 12%
My budget completely dictates my holiday season travel plans.	257 21% B	119 12%	52 24%	25 18%	8 15%	10 15%	23 22% H	5 6%	28 27% J	6 10%	21 24% L	6 8%	24 17%	9 9%	61 22%	34 15%	10 15%	4 6%	12 21%	13 13%	19 20%	8 12%
NA - I never travel during the holiday season.	294 24% KB	110 11%	56 26% D	8 6%	15 27% KF	7 11%	24 23% H	7 8%	23 22%	7 11%	12 13%	9 14%	40 27% K	16 17%	56 20%	29 13% AGIKOR	24 38% AGIKOR	7 10%	14 26% T	7 7%	30 32% K	13 20% BDT
Sigma	1208 100%	967 100%	214 100%	137 100%	56 100%	67 100%	105 100%	79 100%	104 100%	63 100%	90 100%	66 100%	144 100%	98 100%	282 100%	231 100%	64 100%	65 100%	55 100%	96 100%	94 100%	65 100%

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

Q1015. Thinking about your overall budget for 2013, how will you plan for any trip(s) you/your family will take for personal reasons next year?

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1314	874	135	80	104	112	156	68	134	87	157	73	133	85	107	105	140	78	105	111	143	75
Weighted Base	1208	967	214*	137*	56*	67*	105*	79*	104*	63*	90*	66*	144*	98*	282*	231*	64*	65*	55*	96*	94*	65*
I research different options and decide what I/we can afford.	311 26%	387 40% NA	58 27%	56 41%	19 34% GI	32 48% N	19 18%	38 49% NG	19 18%	21 33% I	25 28%	23 35%	43 30%	26 27%	69 24%	87 38%	17 26% BJLNPVQ	37 56% GI	20 35% N	43 44% N	24 26%	24 36%
I look for deals or coupons to get the lowest price possible.	282 23%	328 34% A	51 24%	46 34%	14 25%	26 39%	28 27%	34 43% NG	17 17%	23 36% I	22 24%	23 35%	39 27%	24 25%	58 21%	72 31%	13 21%	24 37% Q	15 27%	31 32%	24 26%	24 37%
I choose a certain amount of money not to exceed.	244 20%	216 22%	48 23%	30 22%	12 21%	14 21%	22 21%	23 30%	17 16%	11 17%	20 22%	18 27%	22 15%	17 18%	60 21%	63 27%	13 20%	10 15%	11 19%	19 19%	21 22%	11 16%
I book the arrangements as early as possible to get a lower price.	222 18%	382 40% A	28 13%	53 39% C	10 19%	30 45% E	19 18%	30 38% G	13 13%	27 43% I	16 18%	26 39% K	43 30% ACIU	36 37%	53 19%	93 40% O	11 17%	28 42% Q	14 24%	36 38%	13 14%	23 36% U
I set aside a certain percentage of my/our overall income.	136 11%	105 11%	20 9%	14 10%	8 14%	5 7%	12 11%	8 10%	12 12%	11 17% L	12 14%	3 4%	21 15%	14 14%	30 10%	26 11%	7 11%	6 10%	8 14%	8 9%	7 7%	11 16% L
I set aside a certain percentage of my/our savings.	125 10%	122 13%	17 8%	26 19% R	5 8%	9 13%	12 12%	7 9%	13 12%	12 20% NR	16 18% AMQ	9 14%	11 7%	6 6%	27 10%	28 12%	3 5%	4 5%	9 17% Q	12 12%	13 14%	9 13%
I use airline miles accrued to get free or less expensive flights.	79 7%	192 20% DA	10 5%	13 9%	5 10% K	14 21% D	7 6%	15 19% G	4 4%	11 18% I	2 2%	20 30% DVK	14 10%	19 20%	23 8%	59 26% DO	2 3%	12 18% Q	6 11% KQ	23 23% D	6 7%	7 11%
I book the arrangements last-minute to get a lower price.	59 5%	46 5% F	15 7%	5 4%	1 2%	* 2%	7 7% O	7 9% F	5 5%	7 11% BF	6 7% O	3 4%	13 9% AO	6 6%	4 1%	10 4%	3 4%	1 2%	1 2%	3 3%	3 3%	3 4%
Something else	66 5% G	31 3%	11 5%	4 3%	* *	1 2%	1 1%	* 1%	3 3%	2 3%	6 7%	4 5%	8 5%	4 4%	29 10% EGUP	4 2%	5 8% EGU	5 8% BHP	2 3%	6 6%	1 1%	1 2%
NA - I do not plan a yearly budget for traveling.	534 44% B	250 26%	103 48% D	38 28%	23 41% F	12 18%	46 44% H	16 21%	53 50% J	16 25%	37 41%	17 26%	56 39%	34 34% F	118 42%	65 28%	32 51% R	13 19%	23 42% T	23 24%	43 46% V	17 26%
Sigma	2057 170%	2058 213%	362 169%	284 207%	97 174%	144 216%	173 165%	179 228%	156 149%	140 221%	161 180%	145 219%	270 187%	187 191%	470 167%	508 220%	105 165%	139 213%	108 195%	204 211%	155 165%	128 198%

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

Q1025. Do you plan to take a vacation (i.e., traveling for leisure to a destination away from home for one night or more) in 2013 specifically in order to recuperate from the upcoming holiday season?

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1314	874	135	80	104	112	156	68	134	87	157	73	133	85	107	105	140	78	105	111	143	75
Weighted Base	1208	967	214*	137*	56*	67*	105*	79*	104*	63*	90*	66*	144*	98*	282*	231*	64*	65*	55*	96*	94*	65*
Yes	105 9%	120 12% TA	16 8%	21 15%	6 11%	9 14%	10 10%	9 12%	7 6%	8 13%	16 18% ACIOQ	5 8%	14 10%	11 11%	16 6%	34 15%	3 5%	9 13%	8 14%	5 5%	7 8%	8 12%
No, I plan to take a vacation in 2013, but not specifically to recuperate from the holiday season	480 40%	633 65% A	78 36%	84 61% C	27 49%	44 66% E	45 43%	57 72% G	43 41%	42 66% I	39 44%	40 61%	51 35%	53 54% M	120 43%	150 65% O	24 38%	43 67% Q	19 33% BDLNS	75 78%	34 36%	44 68% U
No, I currently have no plans to take a vacation in 2013	623 52% EKB	215 22% KD	120 56% KD	32 24%	22 40% F	14 20%	50 47% H	13 16%	54 52% J	14 21%	35 39%	21 32%	79 55% KN	34 35% BHT	146 52% P	46 20%	36 57% EKR	13 20%	29 53% T	16 17%	53 56% KV	12 19%
Sigma	1208 100%	967 100%	214 100%	137 100%	56 100%	67 100%	105 100%	79 100%	104 100%	63 100%	90 100%	66 100%	144 100%	98 100%	282 100%	231 100%	64 100%	65 100%	55 100%	96 100%	94 100%	65 100%

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

Q320. U.S. Region

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1314	874	135	80	104	112	156	68	134	87	157	73	133	85	107	105	140	78	105	111	143	75
Weighted Base	1208	967	214*	137*	56*	67*	105*	79*	104*	63*	90*	66*	144*	98*	282*	231*	64*	65*	55*	96*	94*	65*
East	475 39%	411 42%	-	-	-	-	-	-	-	-	-	-	-	-	282 100%	231 100%	64 100%	65 100%	36 64%	50 52%	94 100%	65 100%
	CEGIKM	DFHJLN													ACEGIKMS	BDFHJLNT	ACEGIKMS	BDFHJLNT	ACEGIKM	DFHJLN	ACEGIKMS	BDFHJLNT
Midwest	144 12%	98 10%	-	-	-	-	-	-	-	-	-	-	144 100%	98 100%	-	-	-	-	-	-	-	-
	CEGIKQSU	DFHJLPRTV											ACEGIKQSU	BDFHLPRTV								
South	318 26%	254 26%	-	-	-	-	105 100%	79 100%	104 100%	63 100%	90 100%	66 100%	-	-	-	-	-	-	20 36%	46 48%	-	-
	CEMOQU	DFNPRV					ACEMOQSU	BDFNPRTV	ACEMOQSU	BDFNPRTV	ACEMOQSU	BDFNPRTV							CEMOQU	BDFNPRV		
West	270 22%	204 21%	214 100%	137 100%	56 100%	67 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	GIKMOQSU	HJLNPRTV	AGIKMOQSU	BHJLNPRTV	AGIKMOQSU	BHJLNPRTV																
Sigma	1208 100%	967 100%	214 100%	137 100%	56 100%	67 100%	105 100%	79 100%	104 100%	63 100%	90 100%	66 100%	144 100%	98 100%	282 100%	231 100%	64 100%	65 100%	55 100%	96 100%	94 100%	65 100%

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

Q437. Highest Level of Education Achieved

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1314	874	135	80	104	112	156	68	134	87	157	73	133	85	107	105	140	78	105	111	143	75
Weighted Base	1208	967	214*	137*	56*	67*	105*	79*	104*	63*	90*	66*	144*	98*	282*	231*	64*	65*	55*	96*	94*	65*
HIGH SCHOOL OR LESS (NET)	471 39% B	106 11%	98 46% QD	12 9%	19 35% F	7 10%	36 34% H	3 4%	40 38% J	9 14%	33 36% L	5 8%	57 39% N	19 19% BH	115 41% P	30 13%	19 30% R	7 10%	18 33% T	8 8%	38 40% V	7 11%
Less than high school	14 1%	3	-	-	-	-	1 1%	-	2 2%	-	-	-	4 3%	3 3% B	5 2%	-	2 4% C	-	-	-	-	-
Completed some high school	64 5% B	9 1%	12 6%	-	4 8% F	-	2 2%	2 2%	3 3% BDFPRTV	5 7%	7 8%	2 3%	8 6%	2 2%	20 7% P	-	2 4%	-	1 2%	-	4 5%	-
Completed high school	394 33% B	94 10% H	85 40% QD	12 9%	15 27% F	7 10%	33 32% H	2 2%	35 33% J	4 7%	25 28% L	3 5%	45 31% N	14 14% H	89 32% P	30 13%	15 24% R	7 10%	17 31% T	8 8%	34 36% V	7 11%
ATTENDED COLLEGE OR COLLEGE DEGREE (NET)	549 45%	511 53% A	90 42%	70 51%	27 48%	36 54%	53 50% BDFJPTG	56 72%	50 48%	33 52%	44 49%	41 62% T	66 45%	54 55%	122 43%	102 44%	31 48%	37 57%	25 45%	42 44%	41 44%	40 61%
Some college, but no degree	257 21% B	153 16%	45 21%	22 16%	9 16%	8 12%	30 29% S	24 31% BFLPRT	23 22%	11 18%	25 28% SL	7 11%	30 21%	18 18%	57 20%	28 12%	15 23%	7 11%	7 13%	13 14%	16 18%	14 21%
Associate Degree	101 8%	57 6%	20 9%	7 5%	5 9%	4 5%	10 9%	6 8%	9 8%	4 6%	7 8%	6 9%	11 7%	9 9%	19 7%	7 3%	6 10%	6 9%	6 11%	3 3%	8 9%	6 9%
College (such as B.A., B.S.)	191 16%	301 31% A	25 12%	40 29% C	13 23%	24 36%	13 13%	26 33% G	19 18%	18 28%	12 13%	28 42% K	25 17%	27 28%	46 16%	66 29%	9 15%	24 37% Q	12 22%	26 27%	17 18%	20 31%
ATTENDED GRADUATE SCHOOL OR GRADUATE DEGREE (NET)	116 10%	334 35% A	13 6%	51 37% C	7 13%	24 36% E	9 9%	19 24% G	8 8%	18 28% I	6 7%	18 27% K	17 12%	24 24%	33 12%	96 42% NO	7 11%	21 32% Q	8 14% BHJLNVS	44 46%	8 9%	18 28% U
Some graduate school, but no degree	42 3%	61 6% A	5 2%	7 5%	3 5%	4 5%	4 4%	5 6%	5 5%	4 6%	4 4%	1 2%	3 2%	2 2%	11 4%	19 8%	2 3%	6 9%	3 5%	11 11% LN	2 2%	4 6%
Graduate degree (such as MBA, MS, M.D., Ph.D.)	75 6%	273 28% A	7 3%	45 32% C	4 8%	21 31% E	5 5%	14 18% G	3 3%	14 22% I	3 3%	17 25% K	13 9%	21 22% M	22 8%	77 34% O	5 8%	15 23% Q	5 9%	34 35% HS	6 6%	14 22% U
Job-specific training program(s) after high school	72 6% B	16 2%	13 6%	5 4%	3 5%	-	7 7% H	-	6 6%	4 6% BF	7 8%	2 3%	5 4%	2 2%	13 4%	3 1% R	7 -	-	4 8%	1 1%	7 7% V	-
Sigma	1208 100%	967 100%	214 100%	137 100%	56 100%	67 100%	105 100%	79 100%	104 100%	63 100%	90 100%	66 100%	144 100%	98 100%	282 100%	231 100%	64 100%	65 100%	55 100%	96 100%	94 100%	65 100%

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

Q462. Household Income

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1314	874	135	80	104	112	156	68	134	87	157	73	133	85	107	105	140	78	105	111	143	75
Weighted Base	1208	967	214*	137*	56*	67*	105*	79*	104*	63*	90*	66*	144*	98*	282*	231*	64*	65*	55*	96*	94*	65*
LESS THAN \$50K (NET)	824 68% B	-	152 71% D	-	38 69% F	-	69 66% H	-	76 73% J	-	63 70% L	-	93 64% N	-	194 69% P	-	42 66% R	-	32 58% T	-	64 68% V	-
Less than \$15,000	186 15% B	-	33 15% D	-	10 19% F	-	14 13% H	-	15 14% J	-	15 17% L	-	18 13% N	-	52 18% P	-	9 14% R	-	6 12% T	-	13 13% V	-
\$15,000 to \$24,999	184 15% B	-	31 14% D	-	7 13% F	-	18 17% H	-	15 14% J	-	15 16% L	-	22 15% N	-	45 16% P	-	9 15% R	-	6 12% T	-	17 18% V	-
\$25,000 to \$34,999	209 17% B	-	38 18% D	-	9 16% F	-	20 19% H	-	22 21% J	-	14 16% L	-	25 17% N	-	49 17% P	-	10 16% R	-	9 15% T	-	14 15% V	-
\$35,000 to \$49,999	245 20% B	-	50 23% D	-	12 21% F	-	18 17% H	-	24 23% J	-	19 21% L	-	27 19% N	-	49 17% P	-	14 22% R	-	11 20% T	-	21 22% V	-
\$50K-\$99,999 (NET)	384 32% B	284 29% A	61 29% D	42 30% C	18 31% F	19 28% E	36 34% H	29 36% G	28 27% J	21 33% I	27 30% L	22 34% K	52 36% N	32 32% M	88 31% O	57 25% P	21 34% Q	19 28% R	23 42% S	23 24% T	30 32% U	21 33% V
\$50,000 to \$74,999	384 32% B	-	61 29% D	-	18 31% F	-	36 34% H	-	28 27% J	-	27 30% L	-	52 36% N	-	88 31% O	-	21 34% Q	-	23 42% S	-	30 32% U	-
\$75,000 to \$99,999	-	284 29% A	-	42 30% C	-	19 28% E	-	29 36% G	-	21 33% I	-	22 34% K	-	32 32% M	-	57 25% P	-	19 28% R	-	23 24% T	-	21 33% V
\$100K OR MORE (NET)	-	684 71% A	-	96 70% C	-	48 72% E	-	50 64% G	-	42 67% I	-	44 66% K	-	66 68% M	-	173 75% O	-	47 72% Q	-	74 76% S	-	44 67% U
\$100,000 to \$124,999	-	293 30% A	-	45 33% C	-	18 27% E	-	22 28% G	-	16 26% I	-	19 29% K	-	27 28% M	-	85 37% O	-	21 31% Q	-	24 25% S	-	15 24% U
\$125,000 to \$149,999	-	169 17% A	-	21 15% C	-	11 16% E	-	11 14% G	-	7 11% I	-	9 13% K	-	14 14% M	-	50 22% O	-	13 20% Q	-	24 25% S	-	10 16% U
\$150,000 to \$199,999	-	126 13% A	-	18 13% C	-	11 17% E	-	6 7% G	-	12 19% I	-	11 17% K	-	13 13% M	-	27 12% O	-	7 11% Q	-	12 13% S	-	8 12% U
\$200,000 to \$249,999	-	50 5% A	-	9 6% C	-	3 5% E	-	4 5% G	-	5 9% I	-	2 3% K	-	3 3% M	-	8 3% O	-	1 2% Q	-	10 10% S	-	5 8% U
\$250,000 or more	-	45 5% A	-	3 2% C	-	5 7% E	-	8 10% G	-	2 3% I	-	3 4% K	-	9 9% M	-	3 1% O	-	5 8% Q	-	3 3% S	-	5 7% U
Sigma	1208 100%	967 100%	214 100%	137 100%	56 100%	67 100%	105 100%	79 100%	104 100%	63 100%	90 100%	66 100%	144 100%	98 100%	282 100%	231 100%	64 100%	65 100%	55 100%	96 100%	94 100%	65 100%

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

Q485. Race/Ethnicity

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1314	874	135	80	104	112	156	68	134	87	157	73	133	85	107	105	140	78	105	111	143	75
Weighted Base	1208	967	214*	137*	56*	67*	105*	79*	104*	63*	90*	66*	144*	98*	282*	231*	64*	65*	55*	96*	94*	65*
White	663 55%	698 72% DFA	110 51%	76 56%	32 57%	42 63%	59 56%	58 74% G	48 46%	46 73%	47 52%	54 82% DFK	78 54%	73 75% DM	147 52%	156 68%	49 77% ACEGKMOSU	62 94% BDFHJLNPTG	34 61%	68 70%	59 63% I	63 97% BDFHJLNPTU
Hispanic	238 20% KQSUB	140 14% LRV	57 27% KQSU	42 30% BHLNRTV	10 19% KU	13 19% LRV	23 22% KSU	10 12% LR	27 26% KQSU	11 18% LRV	3 3% I	1 2% DFK	28 20% KU	13 14% LRV	74 26% KQSU	38 17% LRV	7 12% KR	-	5 8%	11 11% LR	4 4% I	1 2% BDFHJLNPTU
BLACK/AFRICAN AMERICAN (NET)	212 18% CQB	57 6% F	11 5% F	11 8% F	5 9% F	-	19 18% CH	2 3% CEQJ	26 25% CEQJ	3 5% ACEGMOQL	33 37% FV	6 9% CQN	31 22% CQN	4 4% F	41 15% F	21 9% F	5 9% F	2 2% CEQT	13 23% CEQT	8 9% FV	26 28% ACEOQV	-
Black	212 18% CQB	57 6% F	11 5% F	11 8% F	5 9% F	-	19 18% CH	2 3% CEQJ	26 25% CEQJ	3 5% ACEGMOQL	33 37% FV	6 9% CQN	31 22% CQN	4 4% F	41 15% F	21 9% F	5 9% F	2 2% CEQT	13 23% CEQT	8 9% FV	26 28% ACEOQV	-
Asian or Pacific Islander	45 4%	52 5%	19 9% AU	8 6%	5 10% AIKMQU	11 16% BDJLNPRTV	3 3%	6 7%	2 2%	* 2%	2 2%	2 3%	3 2%	3 3%	8 3%	15 6%	1 1%	2 2%	1 2%	6 6%	1 1%	-
Native American or Alaskan Native	7 1%	3 *	2 1%	-	1 2%	-	* *	* 1%	-	* 2%	* 1%	1 2%	-	-	3 1%	-	-	-	* *	1 1%	-	-
Some other race	15 1%	6 1%	8 4%	-	2 3% O	1 1%	-	1 1%	* *	1 2%	* *	-	1 1%	1 1%	-	1 1%	1 1%	-	1 1%	1 1%	2 2%	-
Decline to Answer	29 2%	13 1%	8 4%	1 *	* 1%	1 1%	-	2 2%	1 1%	1 2%	4 5% G	2 4% P	2 2%	3 3%	8 3%	-	* *	1 1%	3 5% G	2 2%	1 1%	* 1%
Sigma	1208 100%	967 100%	214 100%	137 100%	56 100%	67 100%	105 100%	79 100%	104 100%	63 100%	90 100%	66 100%	144 100%	98 100%	282 100%	231 100%	64 100%	65 100%	55 100%	96 100%	94 100%	65 100%

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

Q364. Marital Status

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1314	874	135	80	104	112	156	68	134	87	157	73	133	85	107	105	140	78	105	111	143	75
Weighted Base	1208	967	214*	137*	56*	67*	105*	79*	104*	63*	90*	66*	144*	98*	282*	231*	64*	65*	55*	96*	94*	65*
Never married	487 40% B	180 19%	85 40% D	19 14%	25 44% F	15 22%	33 31%	15 19%	33 32%	11 17%	34 38%	16 25%	58 40% N	16 17%	131 46% GP	52 23%	28 44% R	10 16%	22 39% T	16 17%	39 41% V	9 14%
Married or civil union	403 33%	662 68% FA	65 31%	97 70% FC	17 31%	33 49% E	46 44% AOS	55 70% FG	42 40% O	43 68% FI	39 44% OS	46 70% FK	51 35%	67 69% FM	71 25% FO	163 71%	25 39%	44 68% FQ	13 24%	65 68% FS	35 37%	48 74% FU
Divorced	143 12% KB	52 5%	22 10%	10 7%	7 13%	6 9% L	11 11%	3 4%	18 18% K	6 9% L	4 4%	* 1%	11 8%	4 4%	49 17% KP	9 4%	4 7%	6 9% L	8 15% K	7 7%	8 8%	1 2%
Separated	30 2% B	5	4 2%	-	* 1%	1 1%	3 2%	-	3 3%	* 3%	2 3%	-	5 4%	1 1%	7 2%	-	1 2%	1 1%	2 3%	* 3%	3 3%	1 2%
Widow/Widower	77 6% B	8 1%	22 10%	3 2%	2 4%	1 1%	5 4%	1 1%	4 4%	-	5 6%	1 1%	7 5%	-	19 7%	3 1%	3 4%	-	5 10% T	1 1%	6 6%	* *
Living with partner	67 6%	61 6%	16 8%	9 7%	4 7%	12 18% BDHJLPR	8 7%	5 6%	4 4%	4 6%	5 5%	2 3%	12 8%	9 9% P	6 2%	4 2%	3 4%	4 6%	6 10% O	7 8% P	4 5%	5 8% P
Sigma	1208 100%	967 100%	214 100%	137 100%	56 100%	67 100%	105 100%	79 100%	104 100%	63 100%	90 100%	66 100%	144 100%	98 100%	282 100%	231 100%	64 100%	65 100%	55 100%	96 100%	94 100%	65 100%

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

Q368. How many people age 18 or older live in your household?

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1311	873	134	80	103	112	155	68	134	87	157	72	133	85	107	105	140	78	105	111	143	75
Weighted Base	1200	967	209*	137*	55*	67*	102*	79*	104*	63*	90*	66*	144*	98*	282*	231*	64*	65*	55*	96*	94*	65*
1	351 29% KB	114 12%	47 23%	16 11%	19 34% KF	10 15%	23 22% H	7 9%	35 34% KJ	9 14%	15 17%	4 7%	42 29% N	10 11%	102 36% KP	29 12%	14 22%	9 14% ACGKQT	23 42% V	16 17% KV	30 32% KV	3 5%
2	493 41%	563 58% A	74 36%	85 62% C	18 32%	44 66% E	56 54% ACEOS	44 56%	41 39%	37 58% I	39 43%	39 60%	71 49% E	51 52%	99 35%	126 55% O	37 58% ACEIOS	36 55%	19 33%	61 64% S	40 43%	39 60%
3	222 19% M	154 16%	47 23% M	23 17%	14 25% M	9 13%	20 19%	17 22%	24 23% M	11 17%	22 25% M	13 20%	15 11%	20 21%	46 16%	27 12%	10 16%	10 16%	7 13%	10 10%	17 18%	14 21%
4	90 7% GI	110 11% FA	29 14% AGIQ	12 8%	4 7%	2 3%	1 1%	7 9% G	1 1%	7 11% I	10 11% GI	7 11%	10 7% F	14 14% F	22 8% F	41 18% F	2 3%	9 13% FQ	5 8% GI	6 7%	5 5%	6 9%
5+	44 4%	26 3%	11 5%	2 1%	1 2%	2 3%	3 3%	2 3%	3 3%	1 1%	3 3%	2 3%	5 4%	2 2%	13 5%	8 4%	1 1%	1 2%	2 4%	3 3%	2 2%	3 4%
MEAN	2.2	2.4 A	2.4 AIMQSU	2.3	2.1	2.4	2.1	2.4	2.0	2.3	2.4 AIMQSU	2.5	2.1	2.5 TM	2.1	2.5	2.0	2.3 Q	2.0	2.1	2.0	2.5 TU
STD. DEV.	1.11	1.32	1.14	0.87	1.06	3.53	0.99	0.90	1.14	0.87	1.07	0.95	1.03	1.19	1.22	1.08	0.80	0.96	1.20	0.88	0.96	0.90
STD. ERR.	0.03	0.04	0.10	0.10	0.10	0.33	0.08	0.11	0.10	0.09	0.09	0.11	0.09	0.13	0.12	0.11	0.07	0.11	0.12	0.08	0.08	0.10
Sigma	1200 100%	967 100%	209 100%	137 100%	55 100%	67 100%	102 100%	79 100%	104 100%	63 100%	90 100%	66 100%	144 100%	98 100%	282 100%	231 100%	64 100%	65 100%	55 100%	96 100%	94 100%	65 100%

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

Q372. How many people under the age of 18 live in your household?

Base: Qualified Respondents

	Total		Los Angeles		San Francisco		Dallas-FW		Houston		Atlanta		Chicago		NYC		Boston		DC		Philadelphia	
	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+	Less than \$75K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1310	869	135	79	104	111	156	68	132	86	157	72	132	84	107	105	140	78	104	111	143	75
Weighted Base	1203	961	214*	136*	56*	67*	105*	79*	101*	62*	90*	64*	144*	97*	282*	231*	64*	65*	55*	96*	94*	65*
0	851 71% K	695 72%	141 66%	97 72%	45 80% K	50 76%	74 71% K	53 68%	68 68%	45 72%	50 56%	40 63%	100 69%	75 77%	210 74% K	167 73%	49 77% K	45 69%	44 80% K	78 81% L	70 75% K	44 68%
1	172 14% E	135 14%	25 12%	21 15%	3 5%	7 11%	13 12%	11 14%	11 11%	7 11%	22 25% ACEGISU	11 17%	24 17% E	8 8%	49 17%	36 16%	9 14%	12 18%	4 8%	12 12%	11 12%	11 17%
2	107 9%	93 10% T	36 17% AOS	12 9%	6 11%	9 13% T	9 8%	12 16% T	9 9%	5 8%	9 10%	8 13% T	12 8%	6 6%	11 4%	23 10%	4 6%	6 9%	2 5%	3 3%	9 10%	8 13% T
3	49 4%	28 3%	7 3%	5 4%	2 4%	-	6 5%	2 3%	6 6%	4 7% F	6 6%	4 6%	6 4%	3 3%	12 4%	4 2%	2 3%	3 5%	1 1%	2 2%	2 3%	1 2%
4	16 1%	9 1%	4 2%	-	-	-	1 1%	-	3 3% O	1 2%	3 3% O	1 2%	1 1%	5 5% BP	-	-	-	-	3 6% AGMOQU	2 2%	* *	-
5+	8 1%	1 *	-	-	-	-	2 2%	-	4 4% ACO	-	-	-	1 1%	1 1%	-	-	-	-	-	-	1 1%	-
MEAN	0.5	0.5	0.6	0.5	0.4	0.4	0.6	0.5	0.8 AOQ	0.5	0.8 AEOQ	0.7 T	0.5	0.6	0.4	0.4	0.4	0.5	0.5	0.3	0.5	0.5
STD. DEV.	1.01	0.90	1.01	0.81	0.84	0.71	1.35	0.85	1.34	1.02	1.07	1.03	0.94	1.43	0.75	0.73	0.75	0.85	1.09	0.78	0.95	0.81
STD. ERR.	0.03	0.03	0.09	0.09	0.08	0.07	0.11	0.10	0.12	0.11	0.09	0.12	0.08	0.16	0.07	0.07	0.06	0.10	0.11	0.07	0.08	0.09
Sigma	1203 100%	961 100%	214 100%	136 100%	56 100%	67 100%	105 100%	79 100%	101 100%	62 100%	90 100%	64 100%	144 100%	97 100%	282 100%	231 100%	64 100%	65 100%	55 100%	96 100%	94 100%	65 100%

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

Page Table Title

1	1	Q264. Country
2	2	Q268. Gender
3	3	Q280. Age.
4	4	Q410. Employment Status
5	5	Q620. DMA
6	6	Q700. How many trips (i.e., traveling to a destination away from home for one night or more) do you plan to take for personal reasons over the upcoming holiday season? Please think of the holiday season as beginning around Thanksgiving (mid- to late-November) and ending right after the new year.
7	7	Q705. Which of the following methods of transportation will you be using for your holiday season travel plans?
8	8	Q710. How far will you be traveling for your holiday season travel plans?
9	9	Q716. This holiday season, are your plans for each of the following more or less compared to your holiday season travel last year? SUMMARY TABLE OF MORE
10	10	Q716. This holiday season, are your plans for each of the following more or less compared to your holiday season travel last year? SUMMARY TABLE OF LESS
11	11	Q716. This holiday season, are your plans for each of the following more or less compared to your holiday season travel last year? SUMMARY TABLE OF THE SAME
12	12	Q716_1. This holiday season, are your plans for each of the following more or less compared to your holiday season travel last year? 1. The number of trips I plan to take
13	13	Q716_2. This holiday season, are your plans for each of the following more or less compared to your holiday season travel last year? 2. The distance I plan to travel
14	14	Q716_3. This holiday season, are your plans for each of the following more or less compared to your holiday season travel last year? 3. The total number of days I plan to be traveling
15	15	Q720. Which of the following are reasons you will be traveling this holiday season?
16	16	Q725. Which of the following are reasons you will not be traveling this holiday season?
17	17	Q800. Other than company holidays, do you plan to take vacation time from work over the holiday season?
18	18	Q805. Do you plan to work at all during your time off over the holiday season?
19	19	Q810. To what extent do you plan to work during your time off over the holiday season?
20	20	Q815. Which of the following are reasons you will be working during your time off over the holiday season?
21	21	Q900. Thinking specifically of Thanksgiving dinner, which of the following do you prefer?
22	22	Q905. And, which of the following do you usually do for Thanksgiving dinner?
23	23	Q910. What kind of food do you usually have from a restaurant or store for Thanksgiving dinner?
24	24	Q1001. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season? SUMMARY TABLE OF MEAN INCLUDING 0
25	25	Q1001. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season? SUMMARY TABLE OF MEAN EXCLUDING 0
26	26	Q1001_1. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season? 1. Actual travel (e.g., plane tickets, gas for car)
27	27	Q1001_2. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season? 2. Living accommodations (e.g., hotel, rental house)
28	28	Q1001_3. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season? 3. Incidentals (e.g., food, entertainment)
29	29	Q1001_4. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season? 4. Total Budget
30	30	Q1001. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season? SUMMARY TABLE OF MEAN INCLUDING 0
31	31	Q1001. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season? SUMMARY TABLE OF MEAN EXCLUDING 0
32	32	Q1001_1. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season? 1. Actual travel (e.g., plane tickets, gas for car)
33	33	Q1001_2. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season? 2. Living accommodations (e.g., hotel, rental house)
34	34	Q1001_3. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season? 3. Incidentals (e.g., food, entertainment)
35	35	Q1001_4. How much are you planning to spend on each of the following for your/your family's trip(s) during this holiday season? 4. Total Budget
36	36	Q1005. How does this amount compare to what you spent in total on your trip(s) during the holiday season last year?
37	37	Q1010. Which of the following best describes how your budget influences your holiday season travel plans?
38	38	Q1015. Thinking about your overall budget for 2013, how will you plan for any trip(s) you/your family will take for personal reasons next year?
39	39	Q1020. Still thinking about the upcoming year, how much are you planning to spend on your/your family's trip(s) you will take for personal reasons during 2013?

Page Table Title

40	40	Q1025. Do you plan to take a vacation (i.e., traveling for leisure to a destination away from home for one night or more) in 2013 specifically in order to recuperate from the upcoming holiday season?
41	41	Q320. U.S. Region
42	42	Q437. Highest Level of Education Achieved
43	43	Q462. Household Income
44	44	Q485. Race/Ethnicity
45	45	Q364. Marital Status
46	46	Q368. How many people age 18 or older live in your household?
47	47	Q372. How many people under the age of 18 live in your household?