

AARP Online Travel Study

What those 50 or older are doing online

Study Conducted October 2013

AARP is a nonprofit, nonpartisan organization, with a membership of more than 37 million, that helps people turn their goals and dreams into real possibilities, strengthens communities and fights for the issues that matter most to families such as healthcare, employment and income security, retirement planning, affordable utilities and protection from financial abuse. We advocate for individuals in the marketplace by selecting products and services of high quality and value to carry the AARP name as well as help our members obtain discounts on a wide range of products, travel, and services. A trusted source for lifestyle tips, news and educational information, AARP produces AARP The Magazine, the world's largest circulation magazine; AARP Bulletin; www.aarp.org; AARP TV & Radio; AARP Books; and AARP en Español, a Spanish-language website addressing the interests and needs of Hispanics. AARP does not endorse candidates for public office or make contributions to political campaigns or candidates. The AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. AARP has staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands. Learn more at www.aarp.org.

Methodology

- Online survey using e-Rewards Opinion Panel.
- A sample of 1,000 travelers age 50 or older (500 AARP members/500 non-AARP members) who have used an online travel site in the past 2 years and a sample of 125 travelers who have never used an online travel site.
- Data was weighted by age to match the US population.
- The margin of error based on total data collected is +/- 3%.
- Data was statistically tested at the 95% confidence interval.

Summary Findings

- Those age 50 or older take about six non-business related overnight trips at least 50 miles from home per year.
- The top two reasons that those 50 or older travel are (1) to spend time connecting with family or friends, and (2) a vacation of 5 or more nights.
- Eight out of 10 persons age 50 or older use websites to plan as well as book their non-business travel.
- Of those 50 or older who do not plan or book non-business travel online, their top reason is that they prefer to call directly to the local area (21% for planning, 25% for booking).
- The top three websites for those 50 or older for both planning and booking non-business related travel are: hotel websites, airline websites, and travel websites (i.e. Expedia, Travelocity, Orbitz).
- Currently those 50 and older use, on average, 4 websites to plan and 3 websites to book their non-business related travel. Almost a quarter would prefer to use fewer websites to plan or book non-business travel. On average, for those preferring fewer, the preference would be about 2 for planning and 1 for booking, half as many as they currently use.

Summary Findings

- The top two reasons those 50 or older use their current number of websites to plan or book non-business travel are: want to get the best deals (68%) and information wanted cannot be found on just one site (61%).
- Currently those 50 and older spend, on average, about 30-36 hours a year planning their non-business related trips (~6 trips x 5-6 hours per trip) online planning. On average, the preference would be about 12-18 hours per year (3 hours less per trip) online planning non-business related travel. Additionally, they spend about 18 hours a year (~6 trips x 3 hours per trip) online booking non-business travel, and would prefer to spend about 12 hours per year (at least an hour less per trip).
- The most used planning sites are airline websites, TripAdvisor, and hotel websites. The most used booking sites are airline and hotel websites. TripAdvisor planning users are the most satisfied (89%) and prefer TripAdvisor for its Reviews/ Recommendations/ Feedback from others.
- Four out of ten of those 50 or older watch travel shows on TV. Of those who watch, they are most likely to select Rick Steves as their favorite host (37%).

Noteworthy Differences

- Differences by Age Groups
 - ✓ Age group 60-69 do significantly more non-business travel to spend time with family and friends (65% vs. 54%), for a vacation of 5 or more nights (51/53% vs. 35%), and to attend occasions such as weddings, birthdays, etc. (32/38% vs. 22%).
 - ✓ Those 80 or older travel significantly less for reasons such as to sight see (31% vs. 43%), a vacation of 3-4 nights 18% vs. 37%), or for a quick get-a-way of 1-2 nights (19% vs. 31%).
 - ✓ Age groups 60-69 and 70-79 use websites significantly more to plan non-business travel (91/84% vs. 77%), the age group 60-69 also uses websites significantly more to book non-business travel (91% vs. 78%).
 - ✓ Age group 50-59 has significantly lower use of airline websites for planning (56% vs. 72%) or booking non-business travel (55% vs. 66%), and significantly lower use of rental care sites to book non-business travel (21% vs. 29%).
 - ✓ Age group 50-59 is the group that would significantly prefer to use fewer websites to plan non-business travel (27% vs. 20%).
 - ✓ Age group 60-69 use significantly more websites to book non-business travel because they want to get the best deal (76% vs. 68%).
 - ✓ Age group 60-69 spend significantly more hours online planning non-business travel (7 hours vs. 5 hours).
 - ✓ Age groups 70-79 and 80+ have a significantly higher use of airline websites for planning non-business travel (21/33% vs. 17%).
- Differences by Income Levels
 - ✓ Income level 150K+ travel significantly more for a vacation of 5 or more nights (63% vs. 44%), sightseeing (46% vs. 35%), a vacation of 3-4 nights (42% vs. 35%), a quick get-a-way of 1-2 nights (40% vs. 31%), to see or do something new and different (41% vs. 26%), and to relax on a beach (33% vs. 24%).
 - ✓ Income level 40-99K have a significantly lower use of websites for planning (79% vs. 90%) and booking (81% vs. 89%) non-business travel.
 - ✓ Income level 150K+ has a significantly higher use of airline websites to plan travel (82% vs. 59%), and a significantly higher use of hotel websites (69% vs. 61%) and rental car websites (38% vs. 29%) to book non-business travel.
 - ✓ Income levels 100-149K and 150K+ use multiple sites to plan and book significantly more because info they want cannot be found on just one site (50% vs. 40%).
 - ✓ Income level 150K+ are spending significantly more hours online planning non-business travel (8 hours vs. 5 hours).
 - ✓ Income levels 100-149K and 150K+ use TripAdvisor significantly more to plan non-business travel (23% vs. 17%).

Noteworthy Differences

- Differences by AARP Members and Non-members
 - ✓ AARP members travel significantly more to spend time with friends and family (64% vs. 57%), and for a vacation of 5 or more nights (57% vs. 39%).
 - ✓ AARP members use websites to book non-business travel significantly more (98% vs. 95%).
 - ✓ AARP members use airline websites significantly more to plan (74% vs. 58%) and book (68% vs. 55%) non-business travel as well as see them as one of their most preferred sites (21% vs. 15% for planning; 37% vs. 23% for booking).
 - ✓ AARP members spend significantly more hours online planning their non-business travel (6 hours vs. 5 hours).
- Differences by Gender
 - ✓ Women travel significantly more to spend time connecting with friends or family (65% vs. 53%), and to attend occasions such as weddings, birthdays, etc. (33% vs. 25%).
 - ✓ Women use hotel websites (56% vs. 63%) and rental car websites (23% vs. 30%) significantly less to book non-business travel.
 - ✓ Women significantly prefer to use fewer websites to plan non-business travel (25% vs. 17%).
 - ✓ Men use multiple sites significantly more because they do not have confidence in just one site (28% vs. 21% for planning; 27% vs. 18% for booking), or information needed cannot be found on just one site (49% vs. 39% for booking).
 - ✓ Women select TripAdvisor significantly more as a preferred site for planning (17% vs. 9%).

Non-Business Related Travel Frequency and Reasons

Non-Business Related Travel Frequency

Those age 50 or older take about six non-business related trips per year. Those age 60-69 tend to travel a little more (7 trips per year). And, those age 80 or older travel significantly less (5 trips per year).

Average Number of Trips Away From Home in the Past Year of Those Age 50 or Older

	Average number of trips 50 to less than 250 miles	Average number of trips more than 250 miles
Total (n=1130)	3.04	3.32
Age 50-59 (n=274)	2.99	3.00
Age 60-69 (n=327)	3.58	3.81
Age 70-79 (n=336)	2.94	3.73
Age 80+ (n=193)*	1.98	2.67

*Statistically significant compared to all other age groups.

Questions: How many non-business related trips of one or more nights away from home have you taken within the U.S. during the past year that were 50 miles to less than 250 miles from your home?; How many non-business related trips of one or more nights away from home have you taken within the U.S. during the past year that were 250 miles or more from your home?

Top 10 reasons for non-business related trips

The top two reasons that those 50 or older travel are (1) to spend time connecting with family or friends, and (2) a vacation of 5 or more nights.

Percents	Total	Age				Income			Membership		Gender	
	Total n=1130	50-59 n=274	60-69 n=327	70-79 n=336	80+ n=193	40- 99K n=757	100- 149K n=227	150K+ n=112	AARP n=503	Non- AARP n=502	M n=662	F n=468
To spend time connecting with family or friends	59.4	54	64.7	65.3	56.7	57.6	61.3	61.6	64	56.5	53	64.8
A vacation of 5 or more nights	43.6	35	50.9	52.7	43.3	40.4	43.6	63.2	56.7	38.7	44.3	43
For sightseeing	32.4	28.1	33.2	43.2	30.6	29.3	35.1	46.4	36.5	33.2	34.3	30.9
A vacation of 3-4 nights	31.6	31.1	34.4	36.8	18.2	29	34.6	41.8	37.2	31.5	30.7	32.3
For a quick getaway of 1-2 nights	29.3	30	31.9	30.6	18.6	26.9	31.2	40.3	33.4	30.2	26.1	32.1
To attend occasions such as weddings, birthdays, christenings, wakes, Bar-Mitzvahs, anniversaries, funerals, graduations, reunions, etc.	29.3	21.8	32.4	37.5	36.7	29.1	27.6	31.5	33.3	28.2	24.9	33
To engage with your child or grandchild	28		31.6	42.4	32.4	26.5	28.9		30.4	28.5	26.2	29.5
To see or do something new and different	24.4	21.4	29.3	26.6	19.7	21.6	26.2	40.5	30.1	24.4	23.3	25.4
To relax on a beach	22.8	26.1	23			21.6	23.7	33.3	25.8	22.1	22	23.4
To enrich your relationship with spouse/partner/children	21.6	21.3			21.1			33.1		24	22.7	
To take some time for yourself		22.8	25.2			22.8						23
To mark personal or family milestones like the birth of a grandchild, a wedding anniversary, birthday, graduation, etc.				28	26			27.6	24.5			
To fulfill family obligation / commitments				23.4								
To create a lasting memory							23.8					

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Question: Please select all the reasons for your non-business related trips in the past year.

Website Use for Planning and Booking Non-Business Related Travel

Use of Websites to Plan or Book Non-Business Travel

Eight out of ten persons age 50 or older use websites to plan as well as book their non-business travel. Those age 60-69 use websites significantly more to plan as well as book non-business travel than those age 50-59. AARP members are significantly more likely to use websites to book travel than non-members.

	% Used Websites to Plan (research, explore options)	% Used Websites to Book (hotels, airfare, rental care)
Total (n=1130)	83	84
Age 50 -59 (n=274)	77	78
Age 60-69 (n=327)	91	91
Age 70-79 (n=336)	84	85
Age 80+ (n=193)	79	85
\$40-99K (n=757)	79	81
\$100-149K (n=227)	90	89
\$150K+ (n=112)	93	95
Male (n=662)	85	86
Female (n=468)	81	83
AARP Member (n=503)	95	98
AARP Non-member (n=502)	94	95

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Questions: Have you ever used a website to Plan (research, explore options, etc.) your non-business travel?; Have you ever used a website to Book (hotel, rental car, airfare, etc.) your non-business travel?

Top 5 Sites Used to Plan or Book Non-Business Travel

Top three websites for those 50 or older for both planning and booking non-business related travel are: hotel websites, airline websites, and travel websites (i.e. Expedia, Travelocity, Orbitz). Planning through travel websites is significantly lower for those 70 or older compared to the younger groups. AARP members are significantly more likely to use airline websites to plan and book than are non-members.

Plan (percent)	Total n=1130	50-59 n=274	60-69 n=327	70-79 n=336	80+ n=193	40- 99K n=757	100- 149K n=227	150K+ n=112	AARP n=503	Non- AARP n=502	M n=662	F n=468
Hotel websites	67.9	67.4	70.3	69.2	60.9	66.7	66.5	74.5	69.7	66.4	70.9	65.3
Airline websites	65.7	56.4	71.6	69.2	76.5	64.9	59.1	82.1	74.1	58.2	65.1	66.3
Travel websites (i.e. Expedia, Travelocity, Orbitz, etc.)	59.5	62.2	63.6	53.1	47.3	56.9	64.3	62.7	60.4	58.6	57.1	31.6
Online maps (i.e. Google Maps, MapQuest, etc.)	53.9	50.5	59.1	60	41.2	54.6	56.6		54.1	53.8	56.5	51.6
Google	44.9	48.9	45.6	40		40.9	55.8	48.9	42.6	47	48	42.2
Review sites (TripAdvisor, Yelp, etc.)								46.9				
Rental car websites					38.3							
Book (percent)	Total n=1130	50-59 n=274	60-69 n=327	70-79 n=336	80+ n=193	40- 99K n=757	100- 149K n=227	150K+ n=112	AARP n=503	Non- AARP n=502	M n=662	F n=468
Airline websites	60.8	55.2	65.5	61.1	66.7	59.4	61.3	67.7	67.7	54.5	60.1	61.4
Hotel websites	59.3	59.5	57.7	67.2	52	57.7	61.2	69.3	59.5	59.2	63.1	56.1
Travel websites (i.e. Expedia, Travelocity, Orbitz, etc)	37	42.5	37.5	31.6	24.8	34.6	43.5	37.7	35	38.9	35.7	38.2
Rental car websites	26.6	20.9	29	32.5	30.5	24.7	28.8	37.6	29.5	23.9	30.3	23.3
Online maps (i.e. Google Maps, MapQuest, etc)	10.6	9.4	10.1	11.7	14.2	11.5	11.5	5.4	10.1	11.1	14.8	6.9

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Questions: Which of the following sites do you typically use on a regular basis to plan (research, explore options, etc.) your non-business travel?; Which of the following sites do you typically use on a regular basis to book (hotel, airfare, rental car, etc.) your non-business travel?

Number of Websites Used to Plan or Book Non-business Travel vs. Number of Websites Preferred to Plan or Book Non-business Travel

Currently those 50 and older use, on average, 4 websites to plan and 3 websites to book their non-business related travel. Almost a quarter would prefer to use fewer websites to plan or book non-business travel. On average, for those preferring fewer, the preference would be about 2 for planning and 1 for booking.

Plan	Total n=1130	50-59 n=274	60-69 n=327	70-79 n=336	80+ n=193	40- 99K n=757	100- 149K n=227	150K+ n=112	AARP n=503	Non- AARP n=502	M n=662	F n=468
Use (average)	3.93	3.8	4.28	3.75	3.69	3.82	4.17	4.15	4.03	3.85	4.12	3.77
Prefer to use fewer (percent)	21.1	26.9	19.5	15.9	12.9	21.4	19.2	21.5	19.5	22.6	16.6	25.2
Of those who prefer fewer, prefer how many (average)	1.88	1.73	2.12	1.97	1.8	1.84	2.07	1.64	1.83	1.92	2.01	1.8
Difference of use and prefer	2.05	2.07	2.16	1.78	1.89	1.98	2.1	2.51	2.2	1.93	2.11	1.97
Book	Total n=1130	50-59 n=274	60-69 n=327	70-79 n=336	80+ n=193	40- 99K n=757	100- 149K n=227	150K+ n=112	AARP n=503	Non- AARP n=502	M n=662	F n=468
Use (average)	2.93	2.96	3.03	2.79	2.75	2.96	2.69	3.2	2.93	2.93	3.24	2.66
Prefer to use fewer (percent)	26	27.9	26.5	21.7	25.3	26.4	24.7	29	24.2	27.8	24.2	27.8
Of those who prefer fewer, prefer how many (average)	1.49	1.34	1.59	1.63	1.58	1.49	1.46	1.48	1.54	1.45	1.63	1.38
Difference of use and prefer	1.44	1.62	1.44	1.16	1.17	1.47	1.23	1.72	1.39	1.48	1.61	1.28

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Questions: About how many websites do you usually use to plan (research, explore options, etc.)/book (hotel, airfare, rental car, etc.) a non-business trip?; You said that you use [x] websites to plan (research, explore options, etc.)/ book (hotel, airfare, rental car, etc.) your non-business trips, would you prefer to...; Ideally, how many websites would you prefer to use to plan (research, explore options, etc.)/ book (hotel, airfare, rental car, etc.) your non-business trips?

Reasons for Having to Use the Current Number of Sites to Plan or Book Non-Business Related Travel

Top two reasons those 50 or older use their current number of websites to plan or book non-business travel are: want to get the best deals (68%) and information wanted cannot be found on just one site (61%).

Plan (percent)	Total n=1130	50-59 n=274	60-69 n=327	70-79 n=336	80+ n=193	40- 99K n=757	100- 149K n=227	150K+ n=112	AARP n=503	Non- AARP n=502	M n=662	F n=468
I want to be able to get the best deal	67.5	68.1	67.2	67.5	66.4	69.3	64.9	64.5	69.6	65.7	67	68
Information I want cannot be found on just one site	60.6	57.1	61.6	64.6	64.6	57.6	67.8	69	59.7	61.4	63.3	58.2
I don't have confidence in just one site	24.6	26.6	23.4	24.9	19.9	21.3	25.8	38.7	21.8	27	28.4	21.1
Sites are too generic/not personalized just for me	8.4	6.8	9	11.5	8	8.5	6.7	9.3	8	8.8	8.5	8.3
Book (percent)	Total n=1130	50-59 n=274	60-69 n=327	70-79 n=336	80+ n=193	40- 99K n=757	100- 149K n=227	150K+ n=112	AARP n=503	Non- AARP n=502	M n=662	F n=468
I want to be able to get the best deal	68.9	68.2	75.9	63.2	59.8	71.9	62.6	66.5	67.4	70.4	66.2	71.6
Information I want cannot be found on just one site	43.6	43.4	38.2	48.9	52.3	39.9	49.8	54.2	42.1	45	49	38.5
I don't have confidence in just one site	22.6	23.3	24.9	22	14.3	21.2	23	32.8	19.6	25.5	27.3	18.1
Sites are too generic/not personalized just for me	7.3	6.7	9	7.3	4.4	6.7	8.6	9.6	5.9	8.7	9	5.8

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Questions: Why do you think you currently have to visit [Q10 Response] websites to plan (research, explore options, etc.)/ book (hotel, airfare, rental car, etc.) your non-business travel?

Hours Spent Online to Plan or Book Non-business Travel vs. Preferred Hours Online to Plan or Book Non-business Travel

Currently those 50 and older spend, on average, 5-6 hours online planning their non-business related travel. On average, the preference would be about 3 hours online (2-3 hours less) planning non-business related travel. Additionally, they spend about 3 hours online booking non-business travel, and would prefer to spend at least an hour less. Those age 60-69 spend significantly more hours online planning than the other age groups.

Plan	Total n=1130	50-59 n=274	60-69 n=327	70-79 n=336	80+ n=193	40- 99K n=757	100- 149K n=227	150K+ n=112	AARP n=503	Non- AARP n=502	M n=662	F n=468
Hours spent (average)	5.55	5.03	6.78	5.22	4.27	5.43	5.23	7.54	6.33	4.85	5.3	5.77
Hours preferred (average)	3.23	2.67	3.99	3.4	2.7	3.24	2.92	4.19	3.68	2.83	3.35	3.12
Difference	2.32	2.36	2.79	1.82	1.57	2.19	2.31	3.35	2.65	2.02	1.95	2.65
Book	Total n=1130	50-59 n=274	60-69 n=327	70-79 n=336	80+ n=193	40- 99K n=757	100- 149K n=227	150K+ n=112	AARP n=503	Non- AARP n=502	M n=662	F n=468
Hours spent (average)	3.39	3.06	4.14	2.96	3.07	3.41	3.08	4.28	3.55	3.25	3.15	3.61
Hours preferred (average)	2.08	1.73	2.58	2.05	1.87	2.16	1.91	2.16	2.13	2.03	2.17	1.99
Difference	1.31	1.33	1.56	.91	1.2	1.25	1.17	2.12	1.42	1.22	.98	1.62

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Questions: About how many hours do you usually spend visiting websites to plan (research, explore options, etc.)/ book (hotel, airfare, rental car, etc.) your non-business travel? ; Ideally, how many hours would you prefer to be spending on websites to plan (research, explore options, etc.)/ book (hotel, airfare, rental car, etc.) your non-business travel?

Top 5 Most Preferred Sites for Planning/Booking Non-Business travel

Top planning sites are airline websites, TripAdvisor, and hotel websites. Top booking sites are airline and hotel websites. TripAdvisor planning users are the most satisfied (89%) and prefer TripAdvisor for its Reviews/ Recommendations/ Feedback from others.

Plan (percent)	Total n=1130	50-59 n=274	60-69 n=327	70-79 n=336	80+ n=193	40-99K n=757	100-149K n=227	150K+ n=112	AARP n=503	Non-AARP n=502	M n=662	F n=468	Top reason why preferred	Satisfaction Rating (Top 2 box)
Airline websites	17.5	12.6	16.6	20.5	32.8	16.4	17.6	19.9	20.7	14.6	17.7	17.3	All options available/bundled	68.1
TripAdvisor	13	16.7	11.9	11.6		10.1	16.7	22.5	14.3	11.8	8.5	17	Reviews/ Recommendations/ Feedback from Others	88.5
Hotel websites	11.3	9.7	11.9	13.6	11.7	12.2	8.7	9.4	11.5	11	14.4	8.5	Cost/Look for the lowest fares	82.4
Local/Regional Tourism sites	8	8.3	8.8	6.1	7.2	9	7.7			10.6	6.8	9	Good/Accurate information	68.4
Expedia	7		5.9	7	6.3	7	7.6	7.1	6.8	7.2	6.9	7.1	Best/Reliable Site	72.2
Kayak		8.8						10.6	8.6				All options available/bundled	77.8
Travelocity					5.2		7.6						Best/Reliable Site	68.7
Book (percent)	Total n=1130	50-59 n=274	60-69 n=327	70-79 n=336	80+ n=193	40-99K n=757	100-149K n=227	150K+ n=112	AARP n=503	Non-AARP n=502	M n=662	F n=468	Top reason why preferred	Satisfaction Rating (Top 2 box)
Airline websites	29.5	25.9	33.5	27.2	34.3	28.4	28.8	36.6	36.9	22.9	27.8	31	All options available/bundled	68
Hotel websites	24.4	24.6	21.8	27.5	26.3	26.1	22	19.9	21.6	27	26.1	22.9	Can use a specific company/site	78.3
Expedia	8	10.5	6.5	6.8	5.7	7.7	8.9	7.4	5.6	10.3	8.4	7.7	Best/Reliable Site	79.8
Travelocity	6.4	6.8	7.1	5.4	4.2	6.2	8	4.9	6.3	6.4		8.3	Cost/Look for the lowest fares	67.8
Kayak	3.9		4.1	4.8		3.8			4.1		4.6	3.3	All options available/bundled	76.4
AAA.com					4.8									
Priceline.com							4.7				4.2		Cost/Look for the lowest fares	73.5
Orbitz		4.8						3.8		4.2				

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Questions: What is your Most preferred website for Planning/Booking your non-business travel?; Why is ___ your most preferred website for planning/booking your non-business travel?; Currently, how satisfied are you with ___?

Non-Website Travelers

Main Reason Have Not Used a Website to Plan/Book non-business travel

Of those 50 or older who do not plan or book non-business travel online, their top reason is that they prefer to call directly to the local area (21% planning, 25% booking).

percent	Plan (n=188)	Book (n=188)
I prefer to call directly (e.g. 800# to a local tourism bureau)	20.8	24.8
I use recommendations from friends	11	6.8
Online sites want too much personal information	10.7	1
I'm not comfortable interacting on the net/computer	7.9	12.3
I use a travel agency	7.1	5.9
No trusted site out there	.7	1.2
Too risky to use my credit card online		6.3

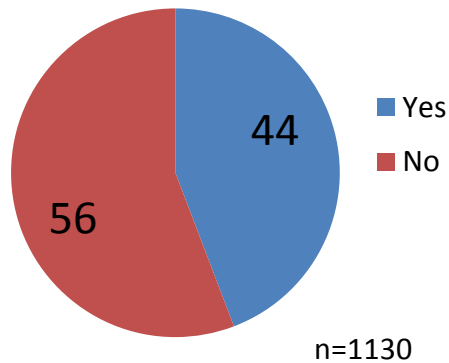
Questions: What is the main reason you have not used a website to plan (research, explore options, etc.)/book (hotel, airfare, rental car, etc.) your non-business travel?

Travel Shows

How Many Watch Travel Shows and Who is the Favorite Host

Four out of ten of those 50 or older watch travel shows on TV. Of those who watch, they are most likely to select Rick Steves as their favorite host.

Percent who watch travel shows

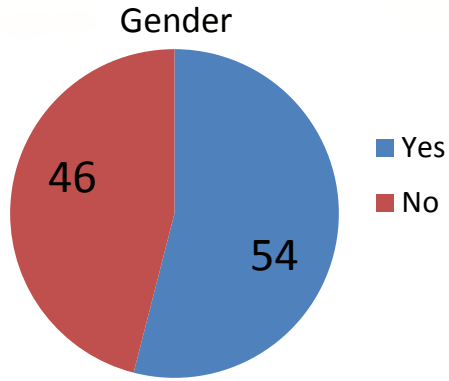


Favorite Travel Host	Total (n=500)
Rick Steves	36.7
Anthony Bourdan	22.3
Samantha Brown	20
Marcus Sakey	1
Bert Kreischer	.9
Other	19.1

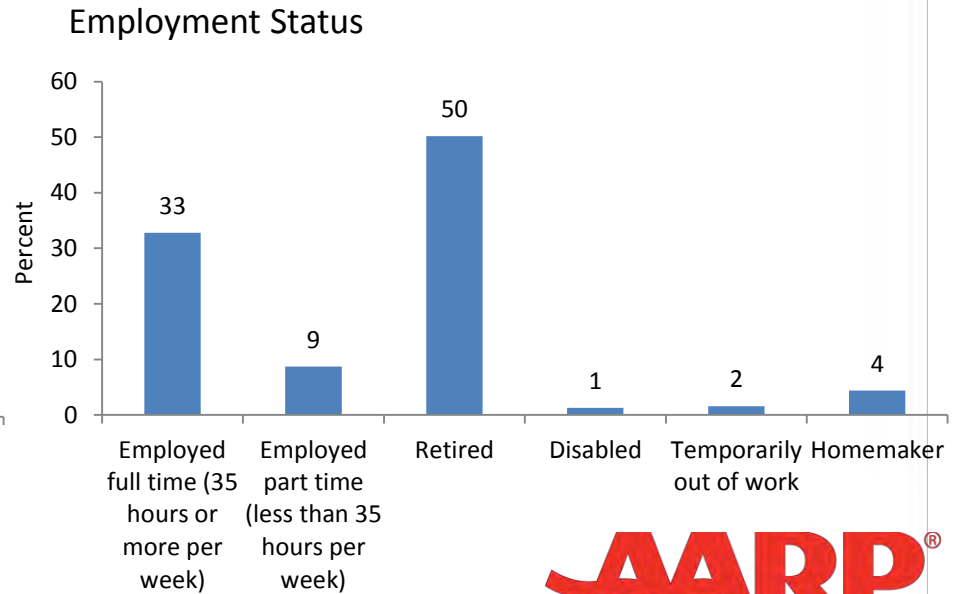
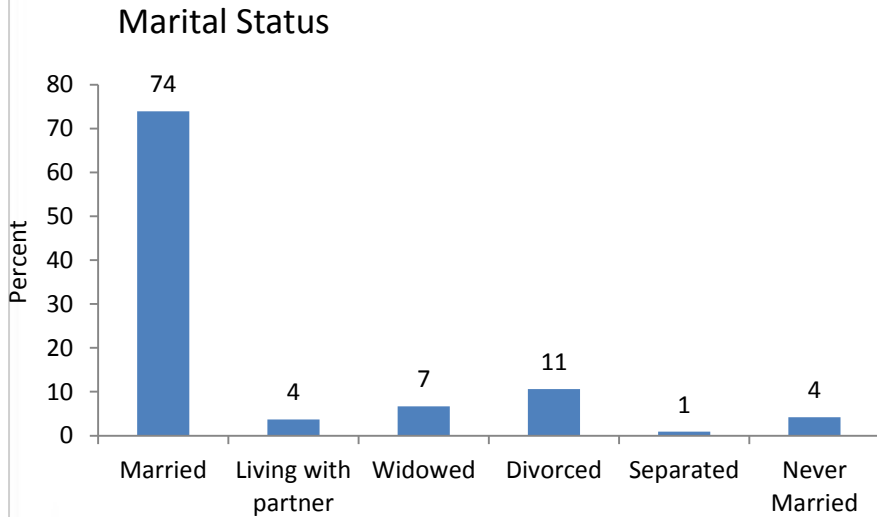
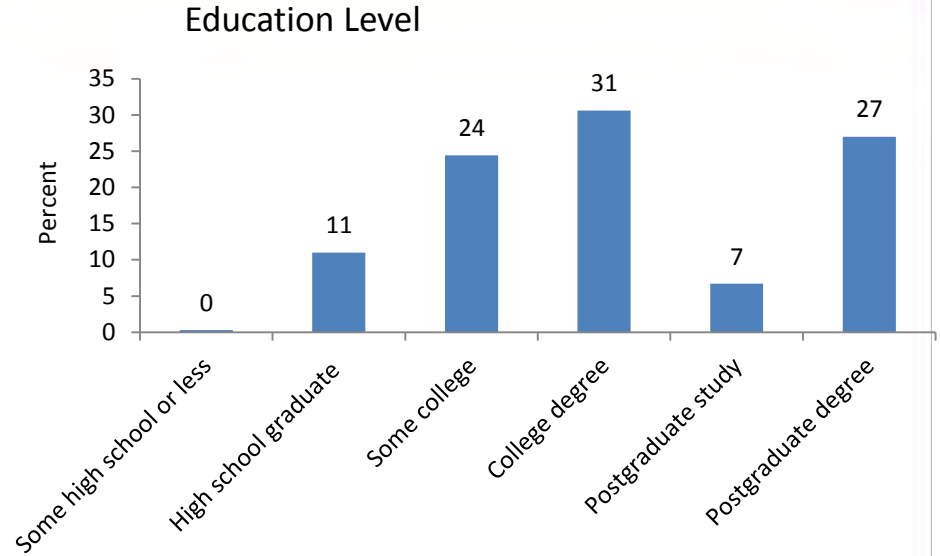
Questions: Do you watch travel shows on TV or on the web?; Who is your favorite travel host or expert?

Demographics

Demographics



Base = 1130



Annotated Questionnaire

Are you, or an immediate family member, currently employed in any of the following industries?

	Count	Percent
Base - Total Weighted	1130	
None of the above	1130	100
Total	1130	100

What is your age?

	Count	Percent
Base - Total Weighted	1130	
50-54	254	22.5
55-59	224	19.8
60-64	192	17
65-69	142	12.6
70-74	106	9.4
75-79	83	7.3
80-84	66	5.8
85+	63	5.6
Total	1130	100
Mean	63.8	

What was your household's total 2012 annual income, from all sources, including work, investment income, retirement/ pension, social security etc, before taxes and other deductions?

	Count	Percent
Base - Total Weighted	1130	
\$40,000 to \$49,999	172	15.2
\$50,000 to \$74,999	312	27.6
\$75,000 to \$99,999	273	24.2
\$100,000 to \$124,999	140	12.4
\$125,000 to \$149,999	85	7.5
\$150,000 or more	111	9.8
Prefer not to answer	37	3.3
Don't know	0	0
Total	1130	100

How familiar and involved are you with: AAA

	Count	Percent
Base - Total Weighted	1130	
Am currently a member	562	49.7
Have been a member in the past, but not currently a member	227	20.1
Familiar with it but have never been a member	323	28.6
Not familiar with the organization	18	1.6
Total	1130	100

How familiar and involved are you with: AARP

	Count	Percent
Base - Total Weighted	1130	
Am currently a member	519	45.9
Have been a member in the past, but not currently a member	249	22.1
Familiar with it but have never been a member	347	30.7
Not familiar with the organization	15	1.3
Total	1130	100

How familiar and involved are you with: Costco

	Count	Percent
Base - Total Weighted	1130	
Am currently a member	372	32.9
Have been a member in the past, but not currently a member	139	12.3
Familiar with it but have never been a member	564	49.9
Not familiar with the organization	55	4.9
Total	1130	100

How familiar and involved are you with: USAA

	Count	Percent
Base - Total Weighted	1130	
Am currently a member	129	11.4
Have been a member in the past, but not currently a member	9	0.8
Familiar with it but have never been a member	520	46
Not familiar with the organization	472	41.8
Total	1130	100

How many non-business related trips of one or more nights away from home have you taken within the U.S. during the past year that were 50 miles to less than 250 miles from your home?

	Count	Percent
Base - Total Weighted	1130	
0	347	30.7
1	192	17
2	172	15.3
3	95	8.4
4	91	8.1
5	70	6.2
6 to 9	73	6.5
10+	88	7.8
Total	1130	100
Mean	3.04	

How many non-business related trips of one or more nights away from home have you taken within the U.S. during the past year that were 250 miles or more from your home?

	Count	Percent
Base - Total Weighted	1130	
0	160	14.1
1	268	23.7
2	231	20.5
3	136	12.1
4	104	9.2
5	67	5.9
6 to 9	92	8.2
10+	72	6.4
Total	1130	100
Mean	3.32	

Please select all the reasons for your non-business related trips in the past year.

	Count	Percent
Base - Total Weighted	1130	
To spend time connecting with family or friends	671	59.4
A vacation of 5 or more nights	493	43.6
For sightseeing	367	32.4
A vacation of 3-4 nights	357	31.6
For a quick getaway of 1-2 nights	331	29.3
To attend occasions such as weddings, birthdays, christenings, wakes, Bar-Mitzvahs, anniversaries, funerals, graduations, reunions, etc.	331	29.3
To engage with your child or grandchild	316	28
To see or do something new and different	276	24.4
To relax on a beach	257	22.8
To enrich your relationship with spouse/partner/children	244	21.6
To take some time for yourself	239	21.1
To mark personal or family milestones like the birth of a grandchild, a wedding anniversary, birthday, graduation, etc.	230	20.3
To fulfill family obligation / commitments	222	19.6
To see exhibits, architecture, historic sites/buildings and museums	199	17.6
To create a lasting memory	191	16.9
To engage in recreational activities (e.g., gambling) or hobbies (photography)	185	16.3
Holiday travel	179	15.9
To shop	151	13.4
For dining and other food-related activities	130	11.5
To use or redeem miles from frequent flyer/mileage/ reward programs	115	10.2
To engage in activities for a particular accommodation like wilderness, water or ski resort, campground, farm, etc.	110	9.7
To attend (as spectator) sporting or competitive events like tennis, football, baseball, etc.	107	9.5
To attend performing arts events like concerts, plays, cultural shows, etc.	105	9.3
To stimulate your mind/be intellectually challenged	89	7.8
Caregiving of a family member or friend	84	7.5
To attend festivals or events like food/drink, movie, music festivals, country fairs (e.g., Mardi Gras)	84	7.4
To go to theme or amusement parks	77	6.8
To participate in sports like golf, tennis, skiing, etc.	76	6.8
To be pampered	62	5.5
To seek solitude and isolation	52	4.6
To be physically challenged / feel physically energized	36	3.1
To visit where your ancestors came from	34	3
To stimulate spiritual growth	29	2.5
To experience hands-on learning activities (e.g., cooking, wine tasting)	28	2.5
To take a college tour	27	2.4
To volunteer/ give back	20	1.7
To visit a place your parent(s) always wanted to go but never did	17	1.5
Other	88	7.8

When it comes to making decisions about non-business travel, would you say that you...?

	Count	Percent
Base - Total Weighted	1130	
Make all the decisions yourself	313	27.7
Share the decision making with someone else	817	72.3
Total	1130	100

Have you ever used a website to Plan (research, explore options, etc.) your non-business travel?

	Count	Percent
Base - Total Weighted	1130	
Yes	934	82.6
No	196	17.4
Total	1130	100

Have you ever used a website to Book (hotel, rental car, airfare, etc.) your non-business travel?

	Count	Percent
Base - Total Weighted	1130	
Yes	951	84.1
No	179	15.9
Total	1130	100

Which of the following sites do you typically use on a regular basis to plan (research, explore options, etc.) your non-business travel?

	Count	Percent
Base - Ever Used Website To Plan - Weighted	934	
Hotel websites	634	67.9
Airline websites	614	65.7
Travel websites (i.e. Expedia, Travelocity, Orbitz, etc)	556	59.5
Online maps (i.e., Google Maps, MapQuest, etc)	503	53.9
Google	420	44.9
Weather websites	320	34.2
Review sites (TripAdvisor, Yelp, etc.)	316	33.8
Rental car websites	293	31.3
Local/Regional Tourism sites	276	29.5
AAA.com	198	21.2
National Parks website	142	15.2
Chamber of Commerce websites	120	12.9
AARP.org	75	8
Train website	69	7.4
Wikipedia	48	5.2
Greyhound/bus website	14	1.5
Other	64	6.9

About how many websites do you usually use to plan (research, explore options, etc.) a non-business trip?

	Count	Percent
Base - Ever Used Website To Plan - Weighted	934	
0	3	0.3
1	38	4.1
2	213	22.8
3	287	30.7
4	142	15.2
5	117	12.6
6 to 9	81	8.7
10+	52	5.6
Total	934	100
Mean	3.93	

You said that you use [Q10 Response] websites to plan (research, explore options, etc.) your non-business trips, would you prefer to...

	Count	Percent
Base - Use >1 Websites To Plan - Weighted	893	
Use fewer websites	189	21.1
Use more websites	46	5.2
Use the current amount of websites	658	73.7
Total	893	100

Ideally, how many websites would you prefer to use to plan (research, explore options, etc.) your non-business trips?

	Count	Percent
Base - Prefer To Use Fewer Websites To Plan - Weighted	189	
0	2	0.9
1	88	46.4
2	60	31.6
3	23	12.1
4	7	3.6
5	9	4.8
6 to 9	1	0.6
10+	0	0
Total	189	100
Mean	1.88	

Why do you think you currently have to visit [Q10 Response] websites to plan (research, explore options, etc.) your non-business travel?

	Count	Percent
Base - Use >1 Websites To Plan - Weighted	893	
I want to be able to get the best deal	603	67.5
Information I want cannot be found on just one site	541	60.6
I don't have confidence in just one site	219	24.6
Sites are too generic/not personalized just for me	75	8.4
Other	38	4.3

About how many hours do you usually spend visiting websites to plan (research, explore options, etc.) your non-business travel?

	Count	Percent
Base - Ever Used Website To Plan - Weighted	934	
0	2	0.2
1	189	20.3
2	216	23.1
3	124	13.3
4	85	9.1
5	92	9.9
6 to 9	76	8.1
10 to 19	90	9.6
20+	60	6.4
Total	934	100
Mean	5.55	

Ideally, how many hours would you prefer to be spending on websites to plan (research, explore options, etc.) your non-business travel?

	Count	Percent
Base - Ever Used Website To Plan - Weighted	934	
0	16	1.7
1	396	42.4
2	232	24.9
3	66	7.1
4	53	5.6
5	67	7.1
6 to 9	33	3.5
10 to 19	52	5.6
20+	19	2
Total	934	100
Mean	3.23	

What is your Most preferred site for Planning (researching, exploring options, etc.) your non-business travel?

	Count	Percent
Base - Ever Used Website To Plan - Weighted	934	
Airline Websites	163	17.5
TripAdvisor	121	13
Hotel Websites	105	11.3
Local/Regional Tourism sites	74	8
Expedia	65	7
Kayak	62	6.6
Travelocity	52	5.6
Google Maps	40	4.3
MapQuest	39	4.2
AAA.com	31	3.3
Orbitz	22	2.4
Priceline.com	22	2.4
Chamber of commerce website	21	2.2
Hotwire	18	1.9
AARP Travel powered by Expedia	9	1
Cheap Tickets	9	0.9
Weather websites	8	0.9
Rental car websites	7	0.7
Train websites	3	0.3
Yahoo! Maps	2	0.2
Other	49	5.2
None/DK	11	1.2
Total	934	100

Why is Airline Websites your most preferred website for planning (researching, exploring options, etc.) your non-business travel?

	Count	Percent
Base - Most Preferred Site For Planning - Weighted	163	
All Options Available/Bundled (NET)	66	40.3
Flights/Hotels/Cars (Subnet)	45	27.4
Book Air, Car, And Hotel In One Place	9	5.5
Ability To Bundle/Package Deals	6	3.4
Availability/Has What I Need	5	2.9
Lots Of Options/Variety	4	2.6
Has Access To Most Airlines/Many Options For Carriers	2	1.5
All Inclusive/All Options Available	2	1.3
Flexibility/Can Change/Cancel My Plans Easily	1	0.8
Use A Specific Company/Site (NET)	53	32.2
Only Use That Airline/Have A Preferred Airline	23	14.4
Can Earn/Use My Frequent Flier Miles	17	10.5
Prefer/Use The Airline's Site	11	6.8
Member Of A Rewards Program/Can Earn/Use Points	4	2.8
Have A Preferred Company/Use A Specific Site	3	1.9
Prefer To Book Direct/No Middleman	3	1.8
Cost/Look For The Lowest Fares (NET)	52	31.6
Cost Information/Gives Prices	17	10.3
Cheaper Flights/Airfare Costs Less	12	7.1
Discounts/Best Deals/Look For The Best Offers	11	6.5
Want To Get The Best Rate/Cheapest Fares/Competitive Prices	8	4.6
Good Prices/Affordable/Reasonable	3	1.9
Lower Priced Hotels/Best Rates For Rooms	2	1.2
Compare Prices/Cost Options	1	0.4
Good/Accurate Information (NET)	32	19.4
Specific/Tourism Information/Weather/Directions (Subnet)	20	12.5
Gives Me Good/The Most Information	5	3.3
Search By My Destination/Know Where I'm Going To Stay	5	2.9
Accurate/Up To Date Information	1	0.7
Trip Information/Information Specific To My Destination	1	0.4
Links To Other Sites/Has Information From Other Sites	0	0.3
Best/Reliable Site (NET)	11	7
Good Place To Start/Usually Start There	4	2.5
Easy To Use/Navigate	3	1.8
Efficient/Quick	2	0.9
It Works/Effective/Useful	1	0.6
I Trust Them/Reliable	1	0.5
Familiar/Comfortable Using Them/Habit	1	0.4
I Like It/It Is The Best Overall/I Prefer It	0	0.3
Misc. Mentions (NET)	17	10.4
It Is The Most Expensive Part/Takes Up Most Of My Travel Budget	12	7.3
All Other Mentions	6	3.4
Don't Know	3	1.9

Why is TripAdvisor your most preferred website for planning (researching, exploring options, etc.) your non-business travel?

	Count	Percent
Base - Most Preferred Site For Planning - Weighted	121*	
Best/Reliable Site (NET)	105	86.8
Good Reviews/Recommendations/Feedback From Others	95	78.3
I Trust Them/Reliable	8	6.9
Easy To Use/Navigate	5	4.4
It Works/Effective/Useful	4	3.3
Good Experience/Success In The Past	2	1.5
Good Service/Customer Service	2	1.5
I Like It/It Is The Best Overall/I Prefer It	1	1.2
Good/Accurate Information (NET)	60	49.3
Specific/Tourism Information/Weather/Directions (Subnet)	30	24.9
Gives Me Good/The Most Information	23	19
Trip Information/Information Specific To My Destination	12	10.1
Links To Other Sites/Has Information From Other Sites	6	5.2
Information Is Not Biased/Paid For	6	5
Accurate/Up To Date Information	4	3.5
Comparisons/Can Compare The Services	2	1.8
Search By My Destination/Know Where I'm Going To Stay	1	0.6
All Options Available/Bundled (NET)	23	18.6
Flights/Hotels/Cars (Subnet)	17	13.8
All Inclusive/All Options Available	3	2.8
Lots Of Options/Variety	2	2
Cost/Look For The Lowest Fares (NET)	5	4.1
Cost Information/Gives Prices	4	3.1
Compare Prices/Cost Options	1	1
Discounts/Best Deals/Look For The Best Offers	0	0.4
Misc. Mentions (NET)	8	6.8
Use Many Sites/More Than One/Prefer To Double Check Other Sites	2	1.8
All Other Mentions	6	5
None	2	1.8

Why is Hotel Websites your most preferred website for planning (researching, exploring options, etc.) your non-business travel?

	Count	Percent
Base - Most Preferred Site For Planning - Weighted	105*	
Cost/Look For The Lowest Fares (NET)	42	39.7
Want To Get The Best Rate/Cheapest Fares/Competitive Prices	12	11.7
Discounts/Best Deals/Look For The Best Offers	12	11.2
Cost Information/Gives Prices	10	9.9
Lower Priced Hotels/Best Rates For Rooms	7	6.3
Compare Prices/Cost Options	2	2.3
Good Prices/Affordable/Reasonable	1	0.6
All Options Available/Bundled (NET)	37	35.2
Flights/Hotels/Cars (Subnet)	35	32.8
Availability/Has What I Need	2	1.5
Lots Of Options/Variety	1	0.9
Good/Accurate Information (NET)	32	30.1
Search By My Destination/Know Where I'm Going To Stay	15	14.5
Specific/Tourism Information/Weather/Directions (Subnet)	13	12
Gives Me Good/The Most Information	7	7.1
Trip Information/Information Specific To My Destination	2	2
Use A Specific Company/Site (NET)	23	21.8
Member Of A Rewards Program/Can Earn/Use Points	8	7.8
Prefer/Go To The Hotel's Site	8	7.5
Only Stay At Certain Hotels/Have Preferred Hotels	7	6.4
Prefer/Use The Airline's Site	3	2.8
Prefer To Use The Rental Car Company's Website/Use A Specific Car Rental Agency	2	1.5
Only Use That Airline/Have A Preferred Airline	2	1.5
Have A Preferred Company/Use A Specific Site	1	1.3
Prefer To Book Direct/No Middleman	0	0.5
Best/Reliable Site (NET)	11	10.4
Easy To Use/Navigate	5	4.4
I Trust Them/Reliable	2	2.1
Good Place To Start/Usually Start There	2	2
Familiar/Comfortable Using Them/Habit	1	1.1
Efficient/Quick	1	1.1
Good Reviews/Recommendations/Feedback From Others	1	0.8
Misc. Mentions (NET)	12	11.8
Prefer To Travel By Car/Drive To Our Destination	5	4.8
Use Many Sites/More Than One/Prefer To Double Check Other Sites	3	2.5
It Is The Most Expensive Part/Takes Up Most Of My Travel Budget	1	1
All Other Mentions	4	3.5
None	2	2.3
Don't Know	1	0.5

Why is Local/Regional Tourism sites your most preferred website for planning (researching, exploring options, etc.) your non-business travel?

	Count	Percent
Base - Most Preferred Site For Planning - Weighted	74*	
Good/Accurate Information (NET)	61	82.1
Trip Information/Information Specific To My Destination	25	33.6
Gives Me Good/The Most Information	20	27.1
Specific/Tourism Information/Weather/Directions (Subnet)	16	22.1
Accurate/Up To Date Information	11	15.3
Information Is Not Biased/Paid For	4	5.7
Links To Other Sites/Has Information From Other Sites	2	2.9
Search By My Destination/Know Where I'm Going To Stay	1	0.9
Use A Specific Company/Site (NET)	14	19
Prefer Local/Regional Sites	11	14.6
Have A Preferred Company/Use A Specific Site	2	3
Can Earn/Use My Frequent Flier Miles	1	1.5
All Options Available/Bundled (NET)	12	16.7
Lots Of Options/Variety	4	5.1
Flights/Hotels/Cars (Subnet)	3	4.3
Availability/Has What I Need	3	4.2
All Inclusive/All Options Available	2	3.1
Best/Reliable Site (NET)	5	6.2
Good Place To Start/Usually Start There	2	2.2
It Works/Effective/Useful	1	1.6
Easy To Use/Navigate	1	0.9
I Like It/It Is The Best Overall/I Prefer It	1	0.9
Good Experience/Success In The Past	0	0.7
Cost/Look For The Lowest Fares (NET)	0	0.6
Discounts/Best Deals/Look For The Best Offers	0	0.6
Misc. Mentions (NET)	2	2.2
Have A Timeshare/Use A Timeshare Exchange	1	1.5
All Other Mentions	1	0.7

Why is Expedia your most preferred website for planning (researching, exploring options, etc.) your non-business travel?

	Count	Percent
Base - Most Preferred Site For Planning - Weighted	65*	
Best/Reliable Site (NET)	31	46.9
Easy To Use/Navigate	10	14.9
Good Experience/Success In The Past	9	13.7
Familiar/Comfortable Using Them/Habit	8	11.9
I Like It/It Is The Best Overall/I Prefer It	3	5.3
I Trust Them/Reliable	3	4.4
Good Place To Start/Usually Start There	2	3.5
Efficient/Quick	1	1.9
It Works/Effective/Useful	1	1.1
All Options Available/Bundled (NET)	25	38.5
Flights/Hotels/Cars (Subnet)	9	14
Lots Of Options/Variety	9	13.5
Ability To Bundle/Package Deals	4	5.8
All Inclusive/All Options Available	3	3.9
Has Access To Most Airlines/Many Options For Carriers	1	2
Book Air, Car, And Hotel In One Place	1	1.4
Cost/Look For The Lowest Fares (NET)	12	19.1
Discounts/Best Deals/Look For The Best Offers	5	7.3
Compare Prices/Cost Options	4	6.9
Cost Information/Gives Prices	3	5
Good/Accurate Information (NET)	11	16.9
Gives Me Good/The Most Information	6	9.5
Comparisons/Can Compare The Services	2	2.9
Trip Information/Information Specific To My Destination	2	2.8
Links To Other Sites/Has Information From Other Sites	1	1.7
Misc. Mentions (NET)	5	7.6
Use Many Sites/More Than One/Prefer To Double Check Other Sites	2	2.8
All Other Mentions	3	4.8
None	3	4.4

Currently, how satisfied are you with Airline Websites?

	Count	Percent
Base - Most Preferred Site For Planning - Weighted	163	
5 - Extremely Satisfied	19	11.6
4 - Very Satisfied	92	56.6
3 - Neither Satisfied nor Dissatisfied	50	30.6
2 - Very Unsatisfied	1	0.4
1 - Extremely Unsatisfied	1	0.8
Total	163	100

Currently, how satisfied are you with TripAdvisor?

	Count	Percent
Base - Most Preferred Site For Planning - Weighted	121*	
5 - Extremely Satisfied	30	24.6
4 - Very Satisfied	78	63.8
3 - Neither Satisfied nor Dissatisfied	14	11.5
2 - Very Unsatisfied	0	0
1 - Extremely Unsatisfied	0	0
Total	121	100

Currently, how satisfied are you with Hotel Websites?

	Count	Percent
Base - Most Preferred Site For Planning - Weighted	105*	
5 - Extremely Satisfied	13	12.4
4 - Very Satisfied	74	70.1
3 - Neither Satisfied nor Dissatisfied	18	17.1
2 - Very Unsatisfied	0	0.4
1 - Extremely Unsatisfied	0	0
Total	105	100

Currently, how satisfied are you with Local/Regional Tourism sites?

	Count	Percent
Base - Most Preferred Site For Planning - Weighted	74*	
5 - Extremely Satisfied	2	3.1
4 - Very Satisfied	49	65.3
3 - Neither Satisfied nor Dissatisfied	24	31.6
2 - Very Unsatisfied	0	0
1 - Extremely Unsatisfied	0	0
Total	74	100

Currently, how satisfied are you with Expedia?

	Count	Percent
Base - Most Preferred Site For Planning - Weighted	65*	
5 - Extremely Satisfied	6	8.6
4 - Very Satisfied	41	63.6
3 - Neither Satisfied nor Dissatisfied	18	27.8
2 - Very Unsatisfied	0	0
1 - Extremely Unsatisfied	0	0
Total	65	100

What is your Least preferred website for Planning (researching, exploring options, etc.) your non-business travel?

	Count	Percent
Base - Ever Used Website To Plan - Weighted	934	
Bus websites	167	17.9
AARP Travel powered by Expedia	75	8.1
Priceline.com	75	8
Chamber of commerce website	73	7.8
Rental car websites	69	7.4
Train websites	55	5.8
Airline Websites	43	4.6
Cheap Tickets	42	4.5
Weather websites	38	4
Hotwire	32	3.5
Kayak	32	3.4
AAA.com	26	2.8
Local/Regional Tourism sites	25	2.7
Yahoo! Maps	22	2.4
Hotel Websites	19	2
Orbitz	19	2
MapQuest	17	1.8
Travelocity	15	1.6
Google Maps	14	1.5
Expedia	13	1.4
TripAdvisor	4	0.5
Other	1	0.1
None/DK	57	6.2
Total	934	100

Why is Bus websites your least preferred website for planning (researching, exploring options, etc.) your non-business travel?

	Count	Percent
Base - Least Preferred Site For Planning - Weighted	167	
Don't Travel That Way (NET)	131	78.3
Don't Use A Bus/Never Use A Bus For Travel	123	73.8
Don't Travel That Way/Don't Use That Mode Of Transportation/Prefer A Different Mode Of Transportation	8	4.9
Drive My Own Car/Prefer To Drive	4	2.6
Experience/Don't Know Them (NET)	18	10.8
Don't Use/No Interest (Nonspecific)	9	5.3
Never Used It/No Experience	4	2.3
Never Heard Of It/Don't Know What It Is	3	1.9
Bad Experience/Didn't Work For Me	2	1.2
Don't Like/Need It (NET)	14	8.5
No Need For It/I Would Not Use It	12	7.1
Others Are Better/Have Other Sites I Prefer	2	0.9
Don't Like It/Not Good	1	0.4
Poor/Outdated Information/Not Enough Detail (NET)	5	2.9
Information Is Not Useful/Irrelevant Information	4	2.6
Doesn't Have Enough Information/No Details	0	0.3
Not Enough Options/Won't Let Me Choose (NET)	1	0.5
Doesn't Give Me A Choice/Not Enough Options	1	0.5
Misc. Mentions (NET)	8	4.9
Don't Have A Least Preferred Site	2	1.5
All Other Mentions	6	3.4
None	1	0.8
Don't Know	2	0.9

Why is AARP Travel powered by Expedia your least preferred website for planning (researching, exploring options, etc.) your non-business travel?

	Count	Percent
Base - Least Preferred Site For Planning - Weighted	75*	
Don't Like/Need It (NET)	38	50.7
Don't Like/Use AARP	28	37.3
Don't Like It/Not Good	5	7
No Need For It/I Would Not Use It	3	3.5
Difficult To Use/Navigate/Don't Like The Format	2	2.9
Biased/Poor Affiliations (NET)	26	34.3
Don't Agree With Their Policies/Political Affiliations/Left-Leaning Site	10	13.9
Don't Like AARP's Political Affiliation/They Are Too Political/Liberal	9	12.4
Don't Trust The Company/Least Dependable	7	8.7
Paid To Use That Information/Gets Royalties/Too Commercial	2	3.3
Biased/Information Is Not Objective/Makes It Seem Better Than It Is	1	1.2
Experience/Don't Know Them (NET)	9	12
Never Heard Of It/Don't Know What It Is	7	9
Not A Member/Have To Be A Member To Use Them	1	1.2
Bad Experience/Didn't Work For Me	1	1.2
Never Used It/No Experience	0	0.6
Don't Like The Prices/More Expensive/Poor Deals (NET)	6	7.7
High Price/More Expensive Than Others/Rip-Off	2	2.9
Not Many Offers/Poor Deals	2	2.7
Doesn't Have The Best Price/Prices Are Not Good	2	2
Poor/Outdated Information/Not Enough Detail (NET)	5	6.6
Information Is Not Useful/Irrelevant Information	3	4.4
Doesn't Have Enough Information/No Details	1	1.3
Information Is Not Reliable/Accurate	1	0.9
Misc. Mentions (NET)	1	0.9
Because/That's The Way I Feel	1	0.9
None	3	3.8

Why is Priceline.com your least preferred website for planning (researching, exploring options, etc.) your non-business travel?

	Count	Percent
Base - Least Preferred Site For Planning - Weighted	75*	
Not Enough Options/Won't Let Me Choose (NET)	30	40.7
Don't Want To Commit Before Knowing What I'm Getting	14	19.2
Don't Know The Name Of The Carrier/Doesn't Tell Me The Hotel At Which I'm Staying	9	12.6
Prefer Knowing/Choosing My Itinerary	4	4.8
Doesn't Have What I Need/Want	2	2.1
Inconvenient Flight Times/Layovers/Hard To Get A Direct Flight	2	2.1
Doesn't Give Me A Choice/Not Enough Options	1	0.9
Don't Like The Prices/More Expensive/Poor Deals (NET)	26	34.2
Don't Like To Bid/Don't Like To Name My Own Price	10	14.1
Doesn't Tell Me The Price/Prices Change Too Often/Deals Are Only A Limited Time	6	8.1
High Price/More Expensive Than Others/Rip-Off	4	4.8
Doesn't Have The Best Price/Prices Are Not Good	3	3.7
Fees/Extra/Add-On Costs	2	3.2
Not Many Offers/Poor Deals	2	3.2
Don't Like/Need It (NET)	19	26.1
Complicated/Confusing/Don't Understand How It Works	7	9.3
Difficult To Use/Navigate/Don't Like The Format	4	5
Too Many Ads/Pop-Ups	3	4.5
Don't Like It/Not Good	3	3.6
No Need For It/I Would Not Use It	2	2.4
Others Are Better/Have Other Sites I Prefer	2	2.2
Slow/Too Time Consuming	2	2.1
Experience/Don't Know Them (NET)	6	8.5
Never Used It/No Experience	3	4.4
Bad Experience/Didn't Work For Me	3	4.1
Poor/Outdated Information/Not Enough Detail (NET)	6	7.4
Information Is Not Reliable/Accurate	2	2.7
Doesn't Have Enough Information/No Details	2	2.2
Too Much Information/Too Many Options	1	1.8
Information Is Not Useful/Irrelevant Information	1	0.7
Biased/Poor Affiliations (NET)	1	1.9
Don't Trust The Company/Least Dependable	1	1.3
Biased/Information Is Not Objective/Makes It Seem Better Than It Is	0	0.6
Misc. Mentions (NET)	5	6.2
All Other Mentions	5	6.2
None	2	2.9

Why is Chamber of commerce website your least preferred website for planning (researching, exploring options, etc.) your non-business travel?

	Count	Percent
Base - Least Preferred Site For Planning - Weighted	73*	
Poor/Outdated Information/Not Enough Detail (NET)	26	35.3
Doesn't Have Enough Information/No Details	15	20.6
Information Is Not Useful/Irrelevant Information	7	9.7
Information Is Too Specific/Only Does One Thing	3	4.3
Outdated Information/Nothing New	3	3.8
Biased/Poor Affiliations (NET)	19	26.8
Biased/Information Is Not Objective/Makes It Seem Better Than It Is	14	19
Paid To Use That Information/Gets Royalties/Too Commercial	4	5.6
Only Offers Service From Affiliates/Certain Companies/Their Own Company	3	3.8
Don't Agree With Their Policies/Political Affiliations/Left-Leaning Site	2	2.8
Don't Trust The Company/Least Dependable	2	2.2
Don't Like/Need It (NET)	9	12
No Need For It/I Would Not Use It	5	6.5
Difficult To Use/Navigate/Don't Like The Format	2	3.4
Don't Like It/Not Good	2	2.1
Experience/Don't Know Them (NET)	5	7.1
Never Used It/No Experience	3	4.8
Don't Use/No Interest (Nonspecific)	1	0.9
Bad Experience/Didn't Work For Me	1	0.7
Never Heard Of It/Don't Know What It Is	1	0.7
Not Enough Options/Won't Let Me Choose (NET)	4	4.9
Doesn't Give Me A Choice/Not Enough Options	2	3.3
Doesn't Have What I Need/Want	1	1.6
Don't Like The Prices/More Expensive/Poor Deals (NET)	3	4.3
Doesn't Tell Me The Price/Prices Change Too Often/Deals Are Only A Limited Time	3	4.3
Don't Travel That Way (NET)	1	1.3
Don't Travel That Way/Don't Use That Mode Of Transportation/Prefer A Different Mode Of Transportation	1	1.3
Misc. Mentions (NET)	9	12.1
Poor Service/Customer Service/Won't Help Me	1	0.7
All Other Mentions	8	11.4
None	1	1.6
Don't Know	2	2.1

Why is Rental car websites your least preferred website for planning (researching, exploring options, etc.) your non-business travel?

	Count	Percent
Base - Least Preferred Site For Planning - Weighted	69*	
Don't Travel That Way (NET)	22	31.6
Don't Rent Cars/No Need To Rent A Car	18	26
Drive My Own Car/Prefer To Drive	5	6.9
Don't Travel That Way/Don't Use That Mode Of Transportation/Prefer A Different Mode Of Transportation	1	1.3
Don't Fly To Travel/Don't Fly Anymore	1	0.9
Poor/Outdated Information/Not Enough Detail (NET)	17	24.1
Doesn't Have Enough Information/No Details	10	14.7
Too Much Information/Too Many Options	4	5.1
Information Is Too Specific/Only Does One Thing	2	2.6
Difficult To Compare/Can't Comparison Shop	1	1
Information Is Not Reliable/Accurate	0	0.7
Don't Like/Need It (NET)	15	21.6
No Need For It/I Would Not Use It	9	12.8
Difficult To Use/Navigate/Don't Like The Format	3	4.5
Complicated/Confusing/Don't Understand How It Works	2	2.6
Others Are Better/Have Other Sites I Prefer	1	1.9
Prefer To Call/Talk To Someone On The Phone/In Person	1	1.7
Slow/Too Time Consuming	1	1
Don't Like The Prices/More Expensive/Poor Deals (NET)	8	12
High Price/More Expensive Than Others/Rip-Off	3	4.8
Not Many Offers/Poor Deals	2	3.2
Fees/Extra/Add-On Costs	2	2.6
Doesn't Tell Me The Price/Prices Change Too Often/Deals Are Only A Limited Time	1	1.4
Experience/Don't Know Them (NET)	3	4.1
Don't Use/No Interest (Nonspecific)	3	4.1
Biased/Poor Affiliations (NET)	2	3.3
Only Offers Service From Affiliates/Certain Companies/Their Own Company	2	2.6
Don't Trust The Company/Least Dependable	0	0.7
Misc. Mentions (NET)	4	5.3
Because/That's The Way I Feel	0	0.7
All Other Mentions	3	4.6
None	2	2.6
Don't Know	2	2.6

Which of the following sites do you typically use on a regular basis to book (hotel, airfare, rental car, etc.) your non-business travel?

	Count	Percent
Base - Ever Used Website To Book - Weighted	951	
Airline websites	578	60.8
Hotel websites	564	59.3
Travel websites (i.e. Expedia, Travelocity, Orbitz, etc)	352	37
Rental car websites	253	26.6
Online maps (i.e., Google Maps, MapQuest, etc)	101	10.6
AAA.com	70	7.4
AARP.org	27	2.8
Train website	22	2.3
Greyhound/bus website	4	0.4
Other	98	10.3

About how many websites do you usually use to book (hotel, airfare, rental car, etc.) a non-business trip?

	Count	Percent
Base - Ever Used Website To Book - Weighted	951	
0	10	1.1
1	181	19
2	292	30.7
3	274	28.8
4	87	9.2
5	48	5.1
6 to 9	40	4.2
10+	19	2
Total	951	100
Mean	2.93	

You said that you use [Q20 response] websites to book (hotel, airfare, rental car, etc.) your non-business trips, would you prefer to...

	Count	Percent
Base - Use >1 Websites To Book - Weighted	760	
Use fewer websites	198	26
Use more websites	19	2.5
Use the current amount of websites	542	71.4
Total	760	100

Ideally, how many websites would you prefer to use to book (hotel, airfare, rental car, etc.) your non-business trips?

	Count	Percent
Base - Would Prefer To Use Fewer Websites - Weighted	198	
0	0	0
1	139	70.1
2	33	16.7
3	19	9.6
4	2	1.2
5	4	2.2
6+	0	0.2
Total	198	100
Mean	1.49	

Why do you think you have to visit [Q22 Response] websites to book (hotel, airfare, rental car, etc.) your non-business travel?

	Count	Percent
Base - Use >1 Websites To Book - Weighted	760	
Information I want cannot be found on just one site	331	43.6
Sites are too generic/not personalized just for me	56	7.3
I want to be able to get the best deal	524	68.9
I don't have confidence in just one site	172	22.6
Other	28	3.7

About how many hours do you usually spend visiting websites to book (hotel, airfare, rental car, etc.) your non-business travel?

	Count	Percent
Base - Ever Used Website To Book – Weighted	951	
0	12	1.3
1	332	35
2	263	27.6
3	111	11.6
4	62	6.5
5	46	4.8
6 to 9	45	4.7
10 to 19	58	6.1
20+	22	2.3
Total	951	100
Mean	3.39	

Ideally, how many hours would you prefer to be spending on websites to book (hotel, airfare, rental car, etc.) your non-business travel?

	Count	Percent
Base - Ever Used Website To Book - Weighted	951	
0	19	2
1	573	60.3
2	194	20.4
3	52	5.5
4	31	3.3
5	38	4
6 to 9	12	1.3
10 to 19	26	2.7
20+	4	0.4
Total	951	100
Mean	2.08	

What is your Most preferred website for Booking (hotel, airfare, rental car, etc.) your non-business travel?

	Count	Percent
Base - Ever Used Website To Book - Weighted	951	
Airline Websites	281	29.5
Hotel Websites	232	24.4
Expedia	76	8
Travelocity	60	6.4
Kayak	37	3.9
Priceline.com	31	3.3
Orbitz	29	3.1
AAA.com	25	2.6
TripAdvisor	23	2.4
Hotwire	20	2.1
Rental car websites	11	1.2
Cheap Tickets	10	1
AARP Travel powered by Expedia	8	0.9
Google Maps	6	0.6
MapQuest	6	0.6
Yahoo! Maps	5	0.5
Bus websites	2	0.2
Other	66	7
None/DK	22	2.3
Total	951	100

Why is Airline Websites your most preferred website for booking (hotel, airfare, rental car, etc.) your non-business travel?

	Count	Percent
Base - Most Preferred Site For Booking - Weighted	281	
All Options Available/Bundled (NET)	110	39.2
Flights/Hotels/Cars (Subnet)	66	23.3
Book Air, Car, And Hotel In One Place	11	4
All Inclusive/All Options Available	11	4
Ability To Bundle/Package Deals	11	3.9
Availability/Has What I Need	9	3.3
Lots Of Options/Variety	7	2.3
Flexibility/Can Change/Cancel My Plans Easily	3	0.9
Has Access To Most Airlines/Many Options For Carriers	2	0.6
Use A Specific Company/Site (NET)	103	36.6
Prefer/Use The Airline's Site	35	12.5
Can Earn/Use My Frequent Flier Miles	27	9.7
Member Of A Rewards Program/Can Earn/Use Points	14	4.8
Prefer To Book Direct/No Middleman	12	4.4
Prefer/Go To The Hotel's Site	8	2.7
Prefer To Use The Rental Car Company's Website/Use A Specific Car Rental Agency	5	1.6
Have A Preferred Company/Use A Specific Site	3	1.1
Only Stay At Certain Hotels/Have Preferred Hotels	2	0.6
Cost/Look For The Lowest Fares (NET)	88	31.3
Discounts/Best Deals/Look For The Best Offers	43	15.3
Want To Get The Best Rate/Cheapest Fares/Competitive Prices	20	7.1
Cheaper Flights/Airfare Costs Less	14	4.8
Cost Information/Gives Prices	13	4.6
Compare Prices/Cost Options	2	0.6
Good Prices/Affordable/Reasonable	2	0.6
Lower Priced Hotels/Best Rates For Rooms	1	0.3
Best/Reliable Site (NET)	47	16.7
Easy To Use/Navigate	17	5.9
I Like It/It Is The Best Overall/I Prefer It	7	2.5
Good Place To Start/Usually Start There	6	2.3
I Trust Them/Reliable	6	2
Good Service/Customer Service	4	1.6
Efficient/Quick	4	1.5
Familiar/Comfortable Using Them/Habit	3	1.1
It Works/Effective/Useful	2	0.7
Good Reviews/Recommendations/Feedback From Others	2	0.6
Good Experience/Success In The Past	1	0.2
Good/Accurate Information (NET)	47	16.6
Specific/Tourism Information/Weather/Directions (Subnet)	28	10
Search By My Destination/Know Where I'm Going To Stay	7	2.3
Gives Me Good/The Most Information	5	1.8
Accurate/Up To Date Information	3	1.1
Comparisons/Can Compare The Services	3	1
Links To Other Sites/Has Information From Other Sites	2	0.7
Trip Information/Information Specific To My Destination	1	0.3
Misc. Mentions (NET)	32	11.3
It Is The Most Expensive Part/Takes Up Most Of My Travel Budget	13	4.7
Use Many Sites/More Than One/Prefer To Double Check Other Sites	5	1.6
Have A Timeshare/Use A Timeshare Exchange	2	0.6
Prefer To Call/Book In Person With An Agent	1	0.5
Prefer To Travel By Car/Drive To Our Destination	1	0.3
All Other Mentions	10	3.7
None	1	0.4
Don't Know	4	1.5

Why is Hotel Websites your most preferred website for booking (hotel, airfare, rental car, etc.) your non-business travel?

	Count	Percent
Base - Most Preferred Site For Booking - Weighted	232	
Use A Specific Company/Site (NET)	77	33.4
Member Of A Rewards Program/Can Earn/Use Points	30	12.9
Prefer/Go To The Hotel's Site	29	12.4
Only Stay At Certain Hotels/Have Preferred Hotels	19	8.3
Prefer To Book Direct/No Middleman	11	4.7
Prefer/Use The Airline's Site	3	1.1
Have A Preferred Company/Use A Specific Site	1	0.4
Prefer To Use The Rental Car Company's Website/Use A Specific Car Rental Agency	1	0.3
All Options Available/Bundled (NET)	66	28.6
Flights/Hotels/Cars (Subnet)	56	24.1
Availability/Has What I Need	7	3.2
Lots Of Options/Variety	2	0.9
All Inclusive/All Options Available	2	0.7
Book Air, Car, And Hotel In One Place	2	0.7
Flexibility/Can Change/Cancel My Plans Easily	1	0.4
Ability To Bundle/Package Deals	0	0.2
Cost/Look For The Lowest Fares (NET)	66	28.3
Discounts/Best Deals/Look For The Best Offers	29	12.6
Want To Get The Best Rate/Cheapest Fares/Competitive Prices	23	9.9
Cost Information/Gives Prices	8	3.6
Compare Prices/Cost Options	3	1.4
Lower Priced Hotels/Best Rates For Rooms	2	1.1
Good Prices/Affordable/Reasonable	2	0.7
Best/Reliable Site (NET)	43	18.7
Easy To Use/Navigate	23	9.9
Familiar/Comfortable Using Them/Habit	8	3.6
Efficient/Quick	3	1.4
I Trust Them/Reliable	3	1.4
I Like It/It Is The Best Overall/I Prefer It	3	1.1
It Works/Effective/Useful	2	0.8
Good Place To Start/Usually Start There	2	0.7
Good Reviews/Recommendations/Feedback From Others	2	0.7
Good Experience/Success In The Past	1	0.3
Good Service/Customer Service	1	0.2
Good/Accurate Information (NET)	32	14
Gives Me Good/The Most Information	13	5.6
Search By My Destination/Know Where I'm Going To Stay	3	1.4
Trip Information/Information Specific To My Destination	3	1.4
Accurate/Up To Date Information	2	1
Comparisons/Can Compare The Services	1	0.3
Misc. Mentions (NET)	28	12
All Other Mentions	11	4.7
Don't Know	7	3.2

Why is Expedia your most preferred website for booking (hotel, airfare, rental car, etc.) your non-business travel?

	Count	Percent
Base - Most Preferred Site For Booking - Weighted	76*	
Best/Reliable Site (NET)	37	48.7
Familiar/Comfortable Using Them/Habit	12	15.1
Easy To Use/Navigate	10	13.7
Good Experience/Success In The Past	10	13.5
I Trust Them/Reliable	6	7.4
I Like It/It Is The Best Overall/I Prefer It	4	5.6
Efficient/Quick	1	0.7
All Options Available/Bundled (NET)	20	25.7
All Inclusive/All Options Available	8	10.7
Lots Of Options/Variety	7	9.3
Flights/Hotels/Cars (Subnet)	2	3
Availability/Has What I Need	2	2.6
Cost/Look For The Lowest Fares (NET)	15	20.2
Want To Get The Best Rate/Cheapest Fares/Competitive Prices	6	8.3
Discounts/Best Deals/Look For The Best Offers	3	4.2
Good Prices/Affordable/Reasonable	2	3.3
Compare Prices/Cost Options	2	2.4
Cost Information/Gives Prices	2	2.1
Good/Accurate Information (NET)	10	12.6
Gives Me Good/The Most Information	8	9.9
Accurate/Up To Date Information	2	2
Comparisons/Can Compare The Services	0	0.6
Use A Specific Company/Site (NET)	3	3.3
Member Of A Rewards Program/Can Earn/Use Points	3	3.3
Misc. Mentions (NET)	11	14.7
Use Many Sites/More Than One/Prefer To Double Check Other Sites	2	2.1
All Other Mentions	10	12.6
None	2	2.6

Why is Travelocity your most preferred website for booking (hotel, airfare, rental car, etc.) your non-business travel?

	Count	Percent
Base - Most Preferred Site For Booking - Weighted	60*	
Cost/Look For The Lowest Fares (NET)	26	43.7
Discounts/Best Deals/Look For The Best Offers	12	19.7
Want To Get The Best Rate/Cheapest Fares/Competitive Prices	8	13.7
Cost Information/Gives Prices	4	6.2
Good Prices/Affordable/Reasonable	3	5.3
Cheaper Flights/Airfare Costs Less	2	2.5
Best/Reliable Site (NET)	17	28.4
Easy To Use/Navigate	9	14.9
Familiar/Comfortable Using Them/Habit	4	6
I Trust Them/Reliable	3	5.3
I Like It/It Is The Best Overall/I Prefer It	2	4
Good Experience/Success In The Past	1	1.6
Good Service/Customer Service	1	1.5
Good/Accurate Information (NET)	11	17.7
Gives Me Good/The Most Information	6	10.2
Comparisons/Can Compare The Services	6	9.2
Accurate/Up To Date Information	1	0.9
All Options Available/Bundled (NET)	10	17.3
All Inclusive/All Options Available	5	8.5
Book Air, Car, And Hotel In One Place	2	4
Availability/Has What I Need	2	3.7
Ability To Bundle/Package Deals	1	1.1
Use A Specific Company/Site (NET)	3	4.7
Prefer/Go To The Hotel's Site	2	3.6
Prefer/Use The Airline's Site	2	3.6
Can Earn/Use My Frequent Flier Miles	1	1.1
Misc. Mentions (NET)	2	3
All Other Mentions	2	3
None	3	5.5
Don't Know	1	1.1

Why is Kayak your most preferred website for booking (hotel, airfare, rental car, etc.) your non-business travel?

	Count	Percent
Base - Most Preferred Site For Booking - Weighted	37*	
All Options Available/Bundled (NET)	15	41.1
Lots Of Options/Variety	6	16.9
All Inclusive/All Options Available	5	14.1
Has Access To Most Airlines/Many Options For Carriers	2	6.7
Availability/Has What I Need	1	2.4
Ability To Bundle/Package Deals	0	1.3
Good/Accurate Information (NET)	11	30.3
Links To Other Sites/Has Information From Other Sites	5	12.3
Gives Me Good/The Most Information	4	11.3
Comparisons/Can Compare The Services	3	8.2
Cost/Look For The Lowest Fares (NET)	11	29.4
Want To Get The Best Rate/Cheapest Fares/Competitive Prices	7	19.4
Compare Prices/Cost Options	3	8.8
Cost Information/Gives Prices	0	1.3
Best/Reliable Site (NET)	7	18.7
Easy To Use/Navigate	4	11.2
Efficient/Quick	1	3.3
I Like It/It Is The Best Overall/I Prefer It	1	3
I Trust Them/Reliable	0	1.3
Use A Specific Company/Site (NET)	1	3.2
Prefer/Go To The Hotel's Site	1	1.9
Prefer/Use The Airline's Site	1	1.9
Prefer To Book Direct/No Middleman	0	1.3
Misc. Mentions (NET)	1	2.4
All Other Mentions	1	2.4

Currently, how satisfied are you with Airline Websites?

	Count	Percent
Base - Most Preferred Site For Booking - Weighted	281	
5 - Extremely Satisfied	41	14.7
4 - Very Satisfied	150	53.3
3 - Neither Satisfied nor Dissatisfied	85	30.3
2 - Very Unsatisfied	3	1
1 - Extremely Unsatisfied	2	0.6
Total	281	100

Currently, how satisfied are you with Hotel Websites?

	Count	Percent
Base - Most Preferred Site For Booking - Weighted	232	
5 - Extremely Satisfied	47	20.5
4 - Very Satisfied	134	57.8
3 - Neither Satisfied nor Dissatisfied	48	20.7
2 - Very Unsatisfied	1	0.2
1 - Extremely Unsatisfied	2	0.8
Total	232	100

Currently, how satisfied are you with Expedia?

	Count	Percent
Base - Most Preferred Site For Booking - Weighted	76*	
5 - Extremely Satisfied	6	8.5
4 - Very Satisfied	55	71.3
3 - Neither Satisfied nor Dissatisfied	15	19.1
2 - Very Unsatisfied	1	1.2
1 - Extremely Unsatisfied	0	0
Total	76	100

Currently, how satisfied are you with Travelocity?

	Count	Percent
Base - Most Preferred Site For Booking - Weighted	60*	
5 - Extremely Satisfied	5	8.6
4 - Very Satisfied	36	59.2
3 - Neither Satisfied nor Dissatisfied	19	32.2
2 - Very Unsatisfied	0	0
1 - Extremely Unsatisfied	0	0
Total	60	100

Currently, how satisfied are you with Kayak?

	Count	Percent
Base - Most Preferred Site For Booking - Weighted	37*	
5 - Extremely Satisfied	6	17.4
4 - Very Satisfied	22	59
3 - Neither Satisfied nor Dissatisfied	8	22.4
2 - Very Unsatisfied	0	1.3
1 - Extremely Unsatisfied	0	0
Total	37	100

What is your Least preferred website for Booking (hotel, airfare, rental car, etc.) your non-business travel?

	Count	Percent
Base - Ever Used Website To Book - Weighted	951	
Bus websites	140	14.7
Priceline.com	95	10
AARP Travel powered by Expedia	77	8.1
Chamber of commerce website	72	7.6
Weather websites	56	5.9
Train websites	50	5.3
Rental car websites	49	5.2
Hotwire	45	4.7
Kayak	39	4.1
Cheap Tickets	35	3.7
Local/Regional Tourism sites	35	3.6
Airline Websites	28	3
Orbitz	23	2.4
Expedia	21	2.2
Hotel Websites	20	2.1
Yahoo! Maps	20	2.1
MapQuest	17	1.8
AAA.com	13	1.4
Travelocity	13	1.4
TripAdvisor	13	1.4
Google Maps	12	1.2
Other	8	0.9
None/DK	68	7.2
Total	951	100

Why is Bus websites your least preferred website for booking (hotel, airfare, rental car, etc.) your non-business travel?

	Count	Percent
Base - Least Preferred Site For Booking - Weighted	140	
Don't Travel That Way (NET)	102	72.6
Don't Use A Bus/Never Use A Bus For Travel	99	70.4
Don't Travel That Way/Don't Use That Mode Of Transportation/Prefer A Different Mode Of Transportation	3	2.1
Don't Use Trains/Never Use A Train For Travel	1	1
Drive My Own Car/Prefer To Drive	0	0.3
Experience/Don't Know Them (NET)	15	10.6
Don't Use/No Interest (Nonspecific)	10	6.8
Never Used It/No Experience	3	2.3
Bad Experience/Didn't Work For Me	1	0.8
Never Heard Of It/Don't Know What It Is	1	0.6
Don't Like/Need It (NET)	13	9.2
No Need For It/I Would Not Use It	10	6.8
Don't Like It/Not Good	3	1.9
Complicated/Confusing/Don't Understand How It Works	1	0.5
Not Enough Options/Won't Let Me Choose (NET)	4	2.6
Doesn't Have What I Need/Want	3	2.1
Can't Book Travel On That Website/Not The Kind Of Site Typically Thought Of For Booking	1	0.5
Poor/Outdated Information/Not Enough Detail (NET)	2	1.3
Information Is Not Useful/Irrelevant Information	1	0.5
Information Is Too Specific/Only Does One Thing	1	0.5
Doesn't Have Enough Information/No Details	0	0.3
Misc. Mentions (NET)	5	3.2
All Other Mentions	5	3.2
None	3	1.9
Don't Know	1	0.6

Why is AARP Travel powered by Expedia your least preferred website for booking (hotel, airfare, rental car, etc.) your non-business travel?

	Count	Percent
Base - Least Preferred Site For Booking - Weighted	77*	
Don't Like/Need It (NET)	42	54.6
Don't Like/Use AARP	36	46.8
Don't Like It/Not Good	4	5
No Need For It/I Would Not Use It	2	2.7
Biased/Poor Affiliations (NET)	23	30.3
Don't Agree With Their Policies/Political Affiliations/Left-Leaning Site	9	12.2
Don't Trust The Company/Least Dependable	7	9.2
Don't Like AARP's Political Affiliation/They Are Too Political/Liberal	4	5.3
Paid To Use That Information/Gets Royalties/Too Commercial	2	3
Only Offers Service From Affiliates/Certain Companies/Their Own Company	0	0.6
Biased/Information Is Not Objective/Makes It Seem Better Than It Is	0	0.6
Experience/Don't Know Them (NET)	17	21.8
Not A Member/Have To Be A Member To Use Them	6	7.8
Never Heard Of It/Don't Know What It Is	5	7.1
Never Used It/No Experience	3	4.1
Don't Use/No Interest (Nonspecific)	2	2.9
Bad Experience/Didn't Work For Me	2	2.1
Don't Like The Prices/More Expensive/Poor Deals (NET)	5	6.9
Doesn't Have The Best Price/Prices Are Not Good	2	2.7
High Price/More Expensive Than Others/Rip-Off	2	2.4
Not Many Offers/Poor Deals	1	1.9
Poor/Outdated Information/Not Enough Detail (NET)	2	3.1
Information Is Not Reliable/Accurate	1	1.3
Too Much Information/Too Many Options	1	1.1
Doesn't Have Enough Information/No Details	1	0.7
Not Enough Options/Won't Let Me Choose (NET)	1	0.8
Doesn't Give Me A Choice/Not Enough Options	1	0.8

Why is Chamber of commerce website your least preferred website for booking (hotel, airfare, rental car, etc.) your non-business travel?

	Count	Percent
Base - Least Preferred Site For Booking - Weighted	72*	
Not Enough Options/Won't Let Me Choose (NET)	18	25
Can't Book Travel On That Website/Not The Kind Of Site Typically Thought Of For Booking	9	12.4
Doesn't Give Me A Choice/Not Enough Options	7	10.1
Doesn't Have What I Need/Want	2	2.5
Poor/Outdated Information/Not Enough Detail (NET)	16	22.9
Doesn't Have Enough Information/No Details	11	14.7
Information Is Not Useful/Irrelevant Information	6	8.2
Outdated Information/Nothing New	2	2.2
Information Is Too Specific/Only Does One Thing	1	1.2
Don't Like/Need It (NET)	11	14.7
No Need For It/I Would Not Use It	7	9.5
Difficult To Use/Navigate/Don't Like The Format	2	2.8
Don't Like It/Not Good	1	1.6
Too Many Ads/Pop-Ups	1	0.9
Experience/Don't Know Them (NET)	10	13.9
Never Used It/No Experience	6	8.8
Don't Use/No Interest (Nonspecific)	3	3.8
Not A Member/Have To Be A Member To Use Them	1	1.2
Biased/Poor Affiliations (NET)	9	13
Biased/Information Is Not Objective/Makes It Seem Better Than It Is	8	11.5
Only Offers Service From Affiliates/Certain Companies/Their Own Company	2	2.5
Paid To Use That Information/Gets Royalties/Too Commercial	0	0.6
Don't Like The Prices/More Expensive/Poor Deals (NET)	7	9.2
High Price/More Expensive Than Others/Rip-Off	2	3.5
Not Many Offers/Poor Deals	2	3.1
Doesn't Tell Me The Price/Prices Change Too Often/Deals Are Only A Limited Time	1	2
Doesn't Have The Best Price/Prices Are Not Good	0	0.7
Misc. Mentions (NET)	6	9
All Other Mentions	6	9
None	1	1.6

Why is Weather websites your least preferred website for booking (hotel, airfare, rental car, etc.) your non-business travel?

	Count	Percent
Base - Least Preferred Site For Booking - Weighted	56*	
Don't Like/Need It (NET)	17	31.1
Don't Need Weather Information/Weather Is Not A Factor When Booking	11	20.2
No Need For It/I Would Not Use It	5	9.7
Difficult To Use/Navigate/Don't Like The Format	1	1.3
Not Enough Options/Won't Let Me Choose (NET)	17	30.9
Can't Book Travel On That Website/Not The Kind Of Site Typically Thought Of For Booking	16	29.2
Doesn't Give Me A Choice/Not Enough Options	0	0.9
Doesn't Have What I Need/Want	0	0.9
Poor/Outdated Information/Not Enough Detail (NET)	7	12.7
Information Is Too Specific/Only Does One Thing	5	8.1
Doesn't Have Enough Information/No Details	3	4.7
Information Is Not Useful/Irrelevant Information	2	3.2
Information Is Not Reliable/Accurate	0	0.8
Experience/Don't Know Them (NET)	2	3.2
Never Used It/No Experience	2	3.2
Don't Like The Prices/More Expensive/Poor Deals (NET)	0	0.9
Not Many Offers/Poor Deals	0	0.9
Misc. Mentions (NET)	5	9.1
Poor Service/Customer Service/Won't Help Me	2	3.2
All Other Mentions	3	6
None	3	4.8
Don't Know	4	7.3

What is the main reason you have not used a website to plan (research, explore options, etc.) your non-business travel?

	Count	Percent
Base - Not Used Website To Plan - Weighted	196	
I prefer to call directly (e.g. 800# to a local tourism bureau)	41	20.8
I use recommendations of friends	22	11
Online sites want too much personal information	21	10.7
I'm not comfortable interacting on the net/computer	16	7.9
I use a travel agent	14	7.1
No trusted site out there	1	0.7
Other	82	41.7
Total	196	100

What is the main reason you have not used a website to book (hotel, airfare, rental car, etc.) your non-business travel?

	Count	Percent
Base - Not Used Website To Book - Weighted	179	
I prefer to call directly (e.g. 800# to a local tourism bureau)	45	24.8
I'm not comfortable interacting on the net/computer	22	12.3
I use recommendations of friends	12	6.8
Too risky to use my credit card online	11	6.3
I use a travel agent	11	5.9
No trusted site out there	2	1.2
Online sites want too much personal information	2	1
Other	75	41.7
Total	179	100

Do you watch travel shows on TV or on the web?

	Count	Percent
Base - Total Unweighted	1130	
Base - Total Weighted	1130	
Yes	500	44.2
No	630	55.8
Total	1130	100

Who is your favorite travel host or expert?

	Count	Percent
Base - Watch Travel Shows - Weighted	500	
Rick Steves	183	36.7
Anthony Bourdan	111	22.3
Samantha Brown	100	20
Marcus Sakey	5	1
Bert Kreischer	4	0.9
Other	96	19.1
Total	500	100

Gender

	Count	Percent
Base - Total Weighted	1130	
Female	610	54
Male	520	46
Total	1130	100

What is your current marital status?

	Count	Percent
Base - Total Weighted	1130	
Married	835	73.9
Living with partner	42	3.7
Widowed	76	6.7
Divorced	119	10.6
Separated	10	0.9
Never Married	47	4.2
Total	1130	100

What is the highest level of education you have attained?

	Count	Percent
Base - Total Weighted	1130	
Some high school or less	3	0.3
High school graduate	124	11
Some college	276	24.4
College degree	346	30.6
Postgraduate study	76	6.7
Postgraduate degree	305	27
Total	1130	100

What is your current employment status?

	Count	Percent
Base - Total Weighted	1130	
Employed full time (35 hours or more per week)	370	32.8
Employed part time (less than 35 hours per week)	99	8.7
Retired	567	50.2
Disabled	14	1.3
Temporarily out of work	19	1.6
Homemaker	49	4.4
Other	12	1.1
Total	1130	100

Are you Spanish, Latino, or Hispanic?

	Count	Percent
Base - Total Weighted	1130	
Yes	8	0.7
No	1122	99.3
Total	1130	100

What is your race?

	Count	Percent
Base - Total Weighted	1130	
Caucasian/ White	1090	96.4
Asian	18	1.6
African American/ Black	8	0.7
Native Hawaiian or other Pacific Islander	3	0.2
American Indian or Alaskan Native	2	0.2
Other	10	0.9
Total	1130	100