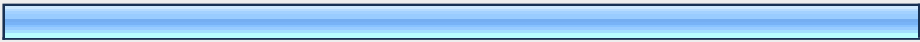
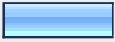
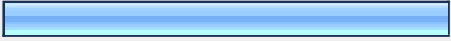




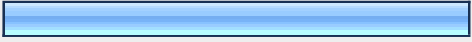
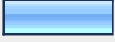


Single Parent Travel Survey

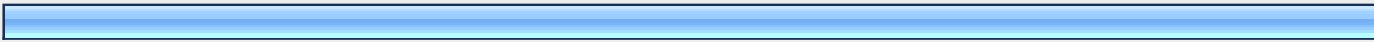
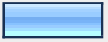


1. Where are you from? City, State and Zip are required. Email is optional but if you want to enter the random drawing, it is required.			
		Response Percent	Response Count
City/Town:		100.0%	815
State:		96.7%	788
ZIP:		100.0%	815
Country:		94.7%	772
Email Address:		94.7%	772
Phone Number:		63.6%	518
		<i>answered question</i>	815
		<i>skipped question</i>	2

2. What is your single parent status?

		Response Percent	Response Count
Divorced		61.1%	494
Widowed/widower		7.1%	57
Single by choice		29.7%	240
Other (grandparents, foster parents, etc)		2.1%	17
		answered question	808
		skipped question	9


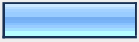
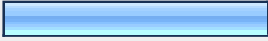
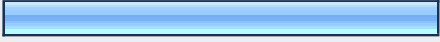
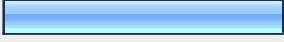
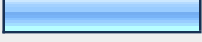


3. How many kid(s) do you have?

		Response Percent	Response Count
1		59.1%	480
2		31.0%	252
3		7.1%	58
4		2.5%	20
I am an Angelina Jolie-Pitt wannabe		0.2%	2
		answered question	812
		skipped question	5




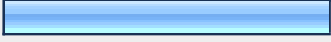
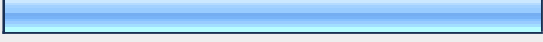
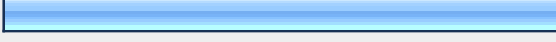
4. Are you a...			Response Percent	Response Count
Single mom			91.9%	694
Single dad			6.4%	48
Single grandparent			0.9%	7
A really cool aunt			0.0%	0
Other			0.8%	6
answered question				755
skipped question				62

5. How old are your children?							
	Under 3	3-5	6-9	10-12	13-17	18+	Response Count
Child 1	6.3% (51)	12.1% (98)	25.2% (204)	25.0% (202)	23.0% (186)	9.1% (74)	809
Child 2	5.5% (18)	6.1% (20)	23.3% (76)	25.5% (83)	28.8% (94)	10.7% (35)	326
Child 3	2.5% (2)	5.0% (4)	13.8% (11)	26.3% (21)	36.3% (29)	17.5% (14)	80
Child 4	5.3% (1)	5.3% (1)	5.3% (1)	42.1% (8)	21.1% (4)	21.1% (4)	19
Child 5	50.0% (2)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	50.0% (2)	4
answered question							812
skipped question							5

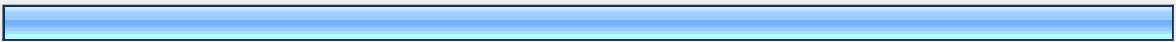
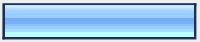
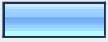

6. Which of the following ranges includes your annual household income?

		Response Percent	Response Count
Under \$25,000		5.3%	41
\$25,000 - \$34,999		8.7%	67
\$35,000 - \$49,999		17.5%	135
\$50,000 - \$74,999		29.0%	224
\$75,000 - \$99,999		18.5%	143
\$100,000 - \$149,999		13.1%	101
\$150,000 - \$199,999		3.2%	25
\$200,000 or more		4.7%	36
		<i>answered question</i>	772
		<i>skipped question</i>	45

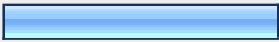

7. What is the highest level of education that you have had the opportunity to complete?

		Response Percent	Response Count
Some high school		0.2%	2
High school graduate		3.1%	25
Technical school/apprenticeship		2.2%	18
Some college		21.6%	175
College graduate		35.8%	290
Post graduate study		37.0%	300
		answered question	810
		skipped question	7


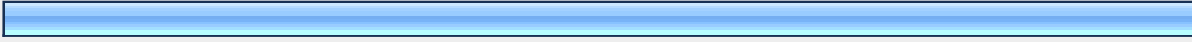
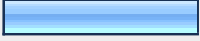

8. Which of the following best describes your employment status?

		Response Percent	Response Count
Employed full-time		78.1%	633
Employed part-time		12.6%	102
Not employed		6.7%	54
Retired		2.6%	21
		answered question	810
		skipped question	7

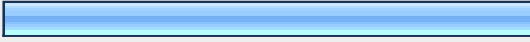


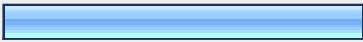

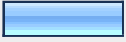
9. What is your preferred duration of a family vacation?

		Response Percent	Response Count
3-4 days		18.1%	143
5-7 days		65.1%	513
more than 7 days		16.9%	133
		<i>answered question</i>	788
		<i>skipped question</i>	29

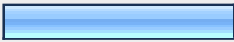
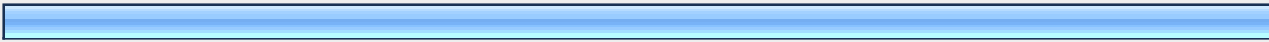

10. What mode of travel do you prefer when taking a vacation?

		Response Percent	Response Count
Drive to destination		40.0%	312
Fly to destination		79.5%	620
Train to destination		12.8%	100
Other		4.0%	31
		<i>answered question</i>	780
		<i>skipped question</i>	37

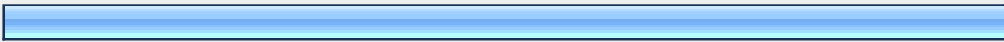
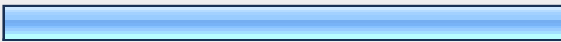
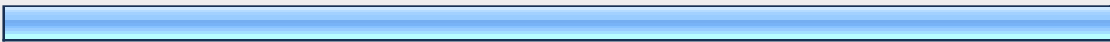
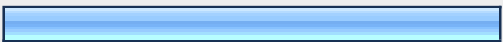
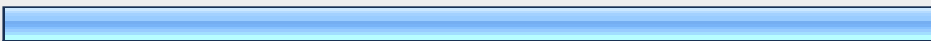
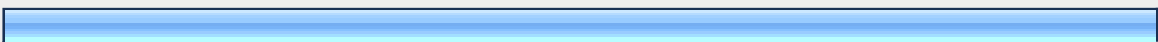
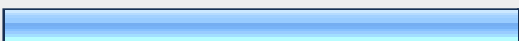
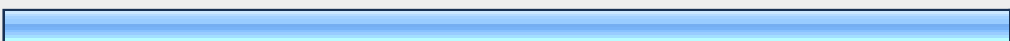
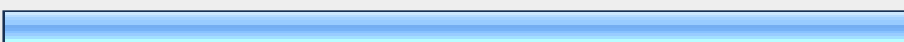
11. What is your trip "style"?



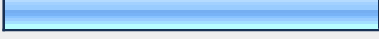
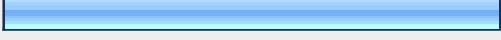
		Response Percent	Response Count
Completely independent. Individual selection of destination, hotel, activities and a minimal itinerary. Think of a two week exploration of Europe.		35.1%	276
Packaged vacation. Usually includes transportation and a resort in a vacation "hot spot". You plan your activities on your own. Think of the Cancun packages.		55.5%	436
Escorted tours. Pretty much inclusive along with a tour guide to point out the sights along the way. Often includes a lot of motor-coach travel.		15.0%	118
Cruising.		23.9%	188
All-Inclusive Resorts.		44.3%	348
Other		7.9%	62
		<i>answered question</i>	786
		<i>skipped question</i>	31

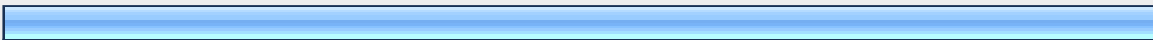

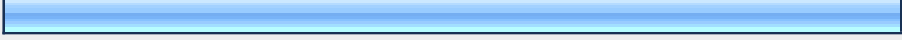
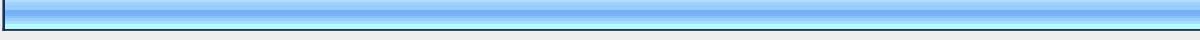
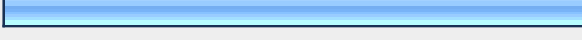
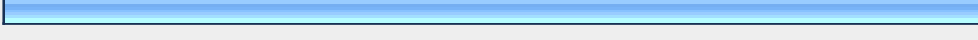
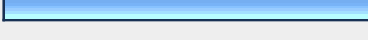
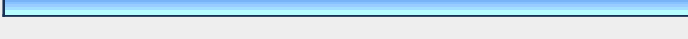
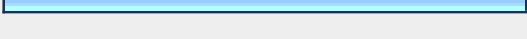
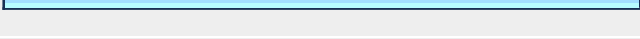
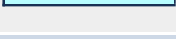
12. How active are you on your family vacations?

		Response Percent	Response Count
Go go go. Let's explore all there is!		15.2%	120
A good mix of go go go and some quality down time.		84.8%	667
What activity? Hey, I am on vacation here!		5.3%	42
		<i>answered question</i>	787
		<i>skipped question</i>	30

13. What types of activities interest you on a family vacation?

		Response Percent	Response Count
Culture and history		67.0%	529
Arts		37.3%	295
Water based activities		74.1%	585
Camping		33.2%	262
Theme parks		62.0%	490
Islands		77.1%	609
Spas		34.3%	271
National Parks		67.2%	531
Cities		60.4%	477

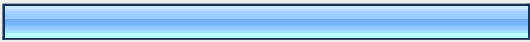

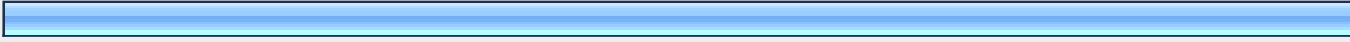
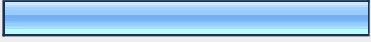
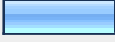


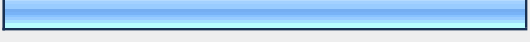
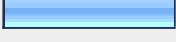
Rural destinations		27.2%	215
Other		12.9%	102
Skiing		24.9%	197
Biking		33.2%	262
		answered question	790
		skipped question	27

14. What destinations interest you?			
		Response Percent	Response Count
Continental US		76.9%	606
Alaska		51.5%	406
Hawaii		60.0%	473
Caribbean/Central America		80.1%	631
South America		38.7%	305
Europe		65.2%	514
Asia		24.2%	191
Canada		45.7%	360
Africa		34.9%	275
Australia		42.5%	335
Other		11.3%	89
		answered question	788

15. How long would you ideally like to travel to your destination?

		Response Percent	Response Count
Less than a day's drive		40.1%	313
More than a day's drive		8.1%	63
Less than 3 hours of flying		45.5%	355
More than 3 hours of flying		29.4%	229
That's a trick question, flying stinks no matter how long it takes!		32.7%	255
		answered question	780
		skipped question	37

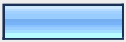



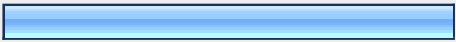
16. As opposed to the destinations that INTEREST you; where have you actually been on a family vacation?

		Response Percent	Response Count
Mexico/Central America		35.0%	271
Caribbean		51.6%	399
Continental US		90.2%	698
Europe		24.3%	188
Asia		7.2%	56
Africa		3.5%	27
South America		5.7%	44
Canada		34.9%	270
Other		11.2%	87
		answered question	774
		skipped question	43

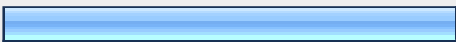
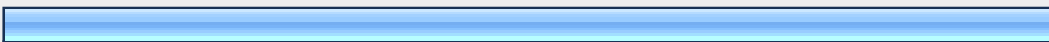
17. How much do you typically spend annually for family vacations?

		Response Percent	Response Count
Less than \$1000		10.8%	83
\$1000 - \$1499		15.3%	117
\$1500 - \$1999		16.2%	124
\$2000 - \$2499		14.5%	111
\$2500 - \$2999		11.6%	89
\$3000 - \$3999		11.7%	90
\$4000 - \$4999		7.7%	59
\$5000 - \$7499		8.9%	68
\$7500 - \$9999		1.3%	10
\$10,000 +		2.2%	17
		answered question	767
		skipped question	50

18. How likely are you to consider a trip with Single Parent Travel?

		Response Percent	Response Count
Been there done that--loved it!		7.9%	62
Been there done that--hated it!		0.1%	1
Probably not		3.3%	26
Somewhat likely		58.8%	463
Very likely		30.0%	236
		<i>answered question</i>	787
		<i>skipped question</i>	30

19. Are you aware that Single Parent Travel can handle your travel needs outside of our SPT group programs?

		Response Percent	Response Count
Yes		30.1%	236
No		70.0%	549
		<i>answered question</i>	784
		<i>skipped question</i>	33

20. Was there something that we did not cover? Something that needs a bit more explaining? Want to elaborate on an "other" response? Please feel free to offer any comments, suggestions, explanations, thoughts, rants, raves, etc.

		Response Count
		209
<i>answered question</i>		209
<i>skipped question</i>		608

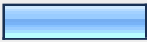

21. What color are your eyes?

		Response Percent	Response Count
Blue		25.4%	195
Green		23.3%	179
Brown		41.9%	322
Bloodshot		2.6%	20
Other		6.8%	52
<i>answered question</i>			768
<i>skipped question</i>			49

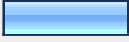
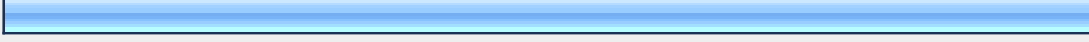
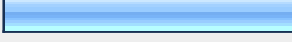
22. What color hair do you have?			Response Percent	Response Count
Blonde			23.1%	176
Red			5.8%	44
Brunette			56.5%	430
Black			7.0%	53
Grey			5.1%	39
Bald			0.5%	4
None--I have kids...remember?			2.0%	15
			answered question	761
			skipped question	56

23. Can you roll your tongue?			Response Percent	Response Count
Yes			62.8%	477
No			37.2%	283
			answered question	760
			skipped question	57

24. Can you touch the tip of your nose with your tongue?

		Response Percent	Response Count
Yes		9.3%	71
No		90.7%	690
<i>answered question</i>			761
<i>skipped question</i>			56

25. Can you lick your elbow?

		Response Percent	Response Count
Yes		8.2%	62
No		72.6%	550
Not me but my kid can		19.3%	146
<i>answered question</i>			758
<i>skipped question</i>			59

26. What pets do you have?

		Response Percent	Response Count
Dog		55.1%	310
Cat		51.2%	288
Bird		3.0%	17
Hamster, Gerbil or other rodent		11.7%	66
Snake, Lizard or other reptile		8.2%	46
Horse		2.0%	11
Monkey		0.2%	1
Tarantula		0.0%	0
Fish		21.8%	123
		answered question	563
		skipped question	254