

Survey Summary Report for Project: Demo_Vacation_32812_11

Records from 4/1/2012 to 7/1/2013

Number n = 23 (Incomplete Records Not Included)

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001 Vacation plans

Question 001 Do you have any vacation plans for the next twelve months?

Choices	N	%	0	4	8	12	16	20	
Yes	16	69.57 %							
No	7	30.43 %							
Total N	23	100.00%							

002 Preferred season

Question 002 Which season do you prefer for your main annual vacation?

Choices	N	%	0	2	4	6	8	10		
Winter	6	37.50 %								
Spring	7	43.75 %								
Summer	2	12.50 %								
Fall	1	6.25 %								
Total N	16	100.00%								

003 Preferred region

Question 003 Where would you like to spend your next vacation?

Choices	N	%	0	2	4	6	8	10		
Africa	1	6.25 %								
Asia	0	0.00 %								
Australia / New Zealand	0	0.00 %								
Europe	7	43.75 %								
North America	8	50.00 %								
South America	0	0.00 %								
Total N	16	100.00%								

004 Type of activities

Question 004 Which activities do you plan for your <Preferred season> vacation?

Choices	N	%	0	2	4	6	8	10	
Water-based activities	9	40.91 %							
Land-based activities	7	31.82 %							
Other	4	18.18 %							
Total N	22	100.00%							

005 Other activities

Question 005 What other activities are you planning for your next vacation?

No Open Text information was collected for this question

006 Image

Question 006 Which one of the pictures below best matches your image of a perfect vacation?

Choices	N	%	0	2	4	6	8	10	
Beach	1	6.25 %							
Desert	0	0.00 %							
Lake	0	0.00 %							
Cruise ship	4	25.00 %							
Ranch	5	31.25 %							
Snow Mountains	6	37.50 %							
Total N	16	100.00%							

007 Why vacations

Question 007 Please rate the importance of going on vacation.

Row 1 Text To relax and rest

Column Choices	N	%	0	2	4	6	8	10	
Not at all important	2	16.67 %							
Slightly important	0	0.00 %							
Moderately important	2	16.67 %							
Very important	8	66.67 %							
Extremely important	0	0.00 %							
Total N	12	100.00 %							

Row 2 Text To revitalize body and brain

Column Choices	N	%	0	2	4	6	8	10	
Not at all important	2	16.67 %							
Slightly important	0	0.00 %							
Moderately important	4	33.33 %							
Very important	5	41.67 %							
Extremely important	1	8.33 %							
Total N	12	100.00 %							

Row 3 Text To escape the usual surroundings

Column Choices	N	%	0	2	4	6	8	10	
Not at all important	2	15.38 %							
Slightly important	2	15.38 %							
Moderately important	3	23.08 %							
Very important	5	38.46 %							
Extremely important	1	7.69 %							
Total N	13	100.00 %							

Row 4 Text To draw inspiration from new experiences

Column Choices	N	%	0	2	4	6	8	10	
Not at all important	3	23.08 %							
Slightly important	2	15.38 %							
Moderately important	1	7.69 %							
Very important	5	38.46 %							
Extremely important	1	7.69 %							
Total N	12	92.31 %							

008 Pick date

Question 008 Please pick the ideal start date for your next vacation.

16 Text Elements were collected for this question. See Page 3

009 Gender

Question 009 Are you...?

Choices	N	%	0	4	8	12	16	20	
Male	13	56.52 %							
Female	6	26.09 %							
Prefer not to say	4	17.39 %							
Total N	23	100.00%							

010 Age

Question 010 Please select your age group.

Choices	N	%	0	2	4	6	8	10	
Less than 18	1	4.35 %							
18 - 29	1	4.35 %							
30 - 39	0	0.00 %							
40 - 49	5	21.74 %							
50 - 59	2	8.70 %							
60 - 69	7	30.43 %							
70 - 79	1	4.35 %							
80 and over	4	17.39 %							
Prefer not to say	2	8.70 %							
Total N	23	100.00%							

011 Participate in drawing

Question 011 Would you like to participate in our drawing for a weekend vacation for two at a resort in Scottsdale, Arizona?

Choices	N	%	0	2	4	6	8	10	
Yes	8	50.00 %							
No	8	50.00 %							
Total N	16	100.00%							

012 Personal information

Question 012 Please enter your personal information for your chance to win in our drawing.

8 Text Elements were collected for this question. See Page 3

Open Text for Question 008 Pick date

3 x 4/16/2012 1 x 4/19/2012 2 x 5/1/2012 1 x 6/1/2012 1 x 6/15/2012 1 x 6/30/2012

Open Text for Question 012 Personal information

001 Hallo;Master;123 2345 123;bic@gmail.com;;;;;;;;;
 002 -Alex;MAYER;392 239 2219;alex123@gmail.com;;;;;;;;;

003 jim;miller;292 223 1212;jim@miller.com;;;;;;;;;
004
005
006 jimmy;dolittle;2321123456;jimmy.dolittle@gmail.com;;;;;;;;;
007 Sarah;Taylor;430 332 3434;saraht2@gmail.com;;;;;;;;;
008
.....