

Your Results Report

Vacation Sample Survey

Performed for: SampleClient

Survey Dates: April 1, 2008 – April 30, 2008

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This analysis provided by

SimplyCount.com
a service of HCF Enhancement, LLC
Nashville, Tennessee | 615.383.8500

Notes

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About Your Results Report

This survey was conducted between the dates of April 1, 2008 and April 30, 2008. One hundred respondents were solicited for responses using both email and post card solicitations. Thirty respondents completed the survey.*

The data presented in this report are based selected analyses chosen by the client. Further analyses may be conducted by you or SimplyCount by using the same data used to compile this report. Additionally, the raw results data can be useful to answer many questions that may not have been covered in this report. A copy of this data, is available for inspection and use, upon request (depending on your choice of client feature plan, additional fees may apply).

Questions pertaining to this report may be addressed to SimplyCount.com via phone or email.

Phone 615.383.8500

Email clientsupport@simplycount.com

* This is a demo report. Solicitation figures cited on this page are fictitious and provided for example purposes only.

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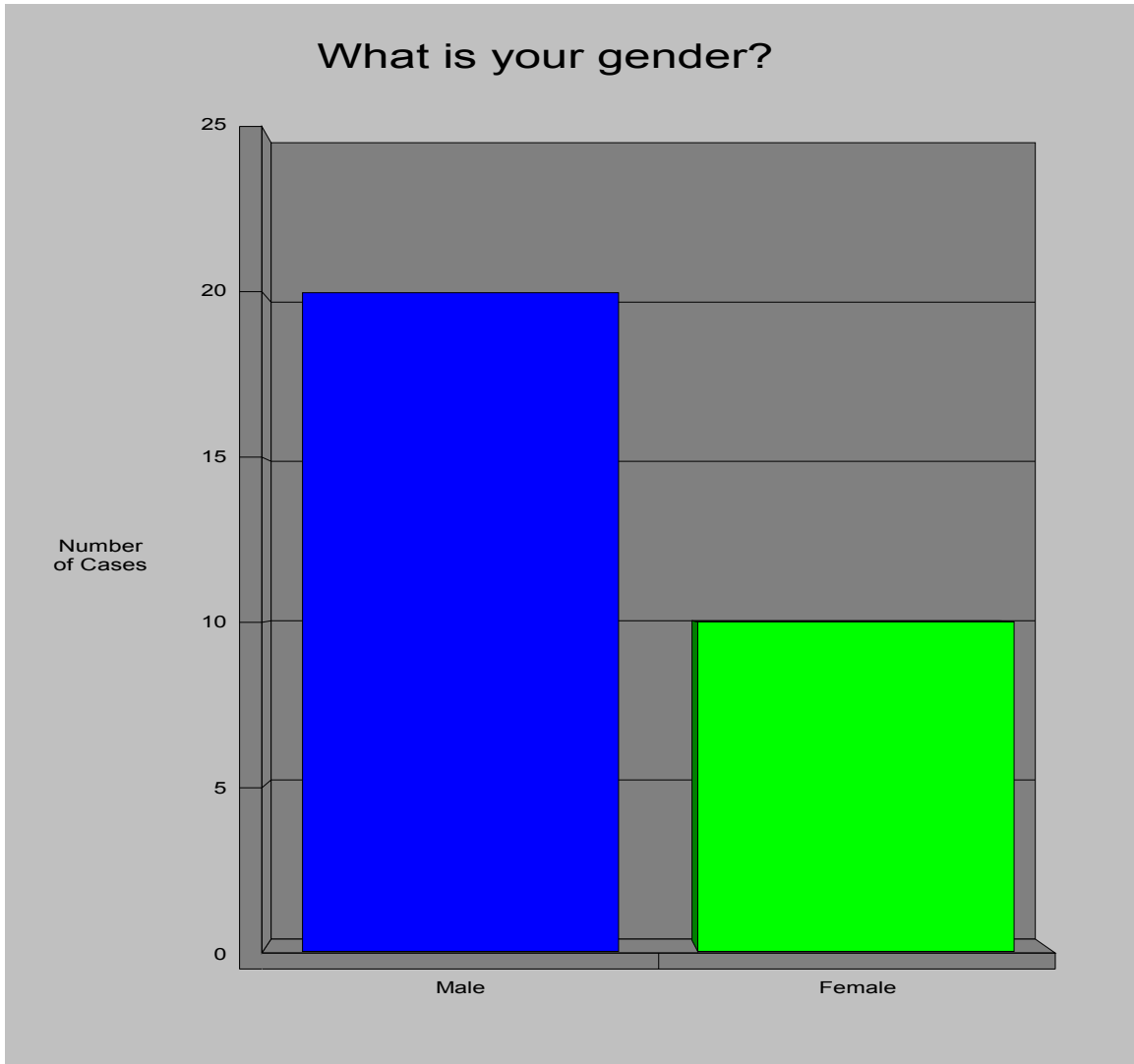
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Vacation Sample Survey Results

What is your gender?	Number	Percent
Male	20	66.7 %
Female	10	33.3 %
Total	30	100.0 %

Missing Cases = 0
Response Percent = 100.0 %

This analysis was performed for SampleClient



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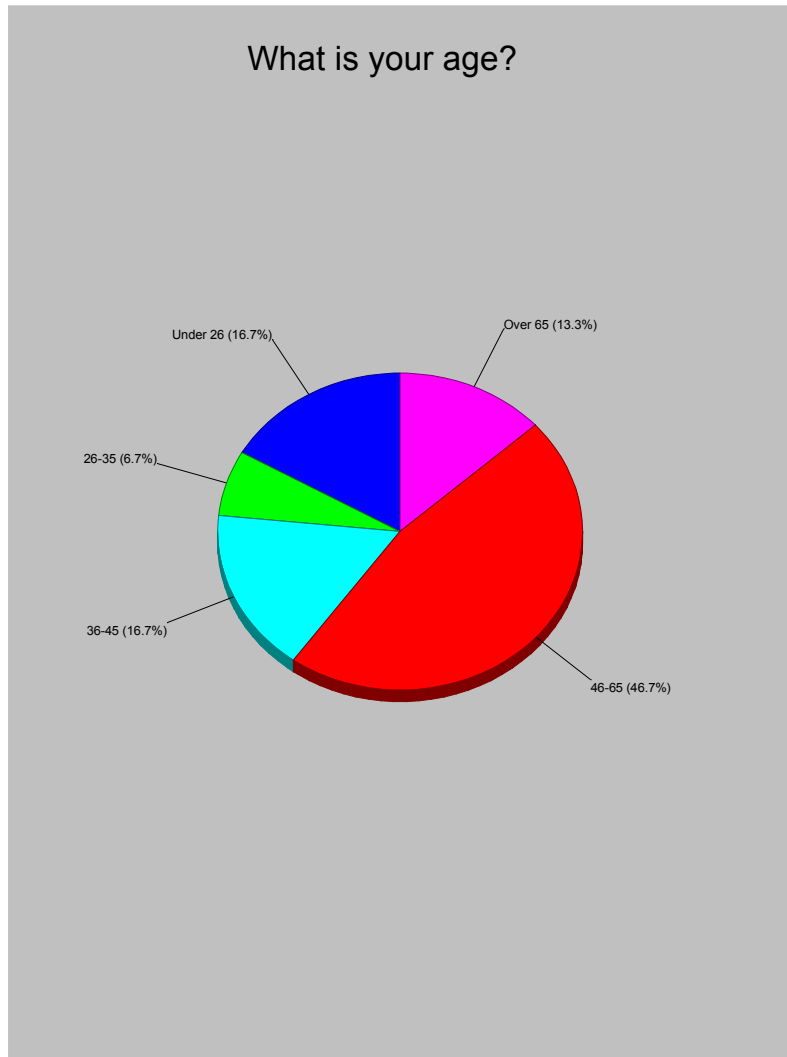
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Vacation Sample Survey Results

What is your age?	Number	Percent
Under 26	5	16.7 %
26-35	2	6.7 %
36-45	5	16.7 %
46-65	14	46.7 %
Over 65	4	13.3 %
Total	30	100.0 %

Missing Cases = 0
Response Percent = 100.0 %

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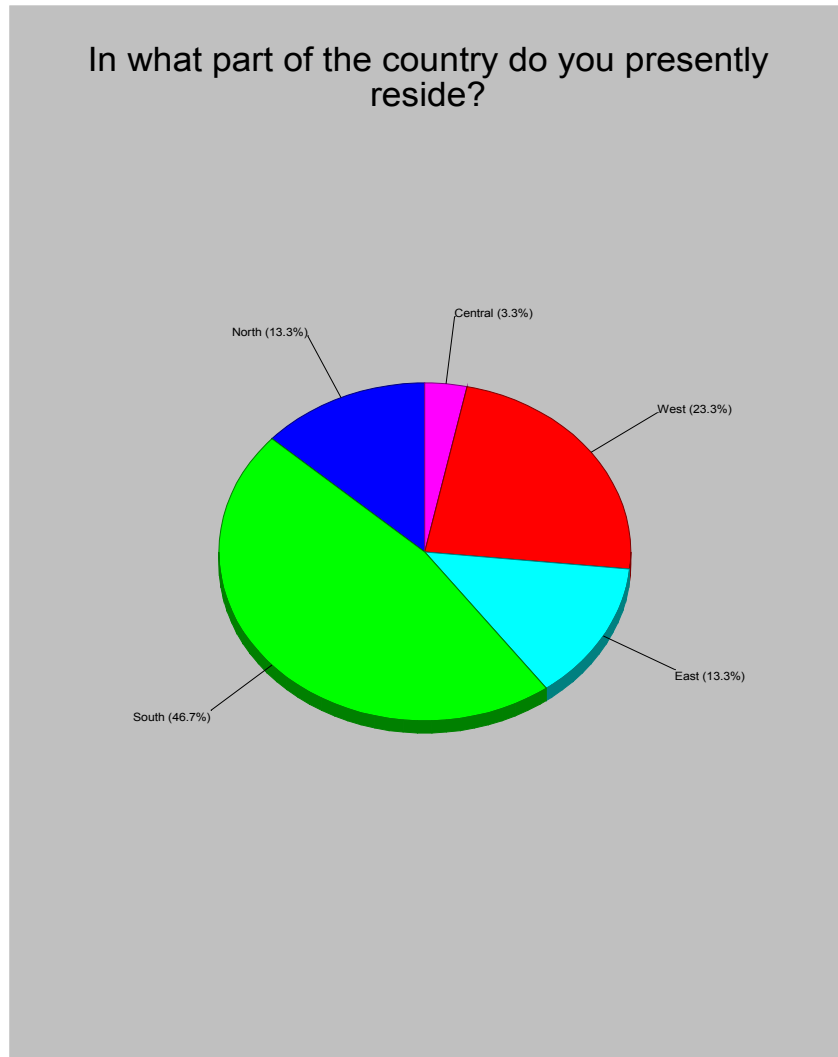
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Vacation Sample Survey Results

<u>In what part of the country do you presently reside?</u>	<u>Number</u>	<u>Percent</u>
North	4	13.3 %
South	14	46.7 %
East	4	13.3 %
West	7	23.3 %
Central	1	3.3 %
Total	30	100.0 %

Missing Cases = 0
Response Percent = 100.0 %

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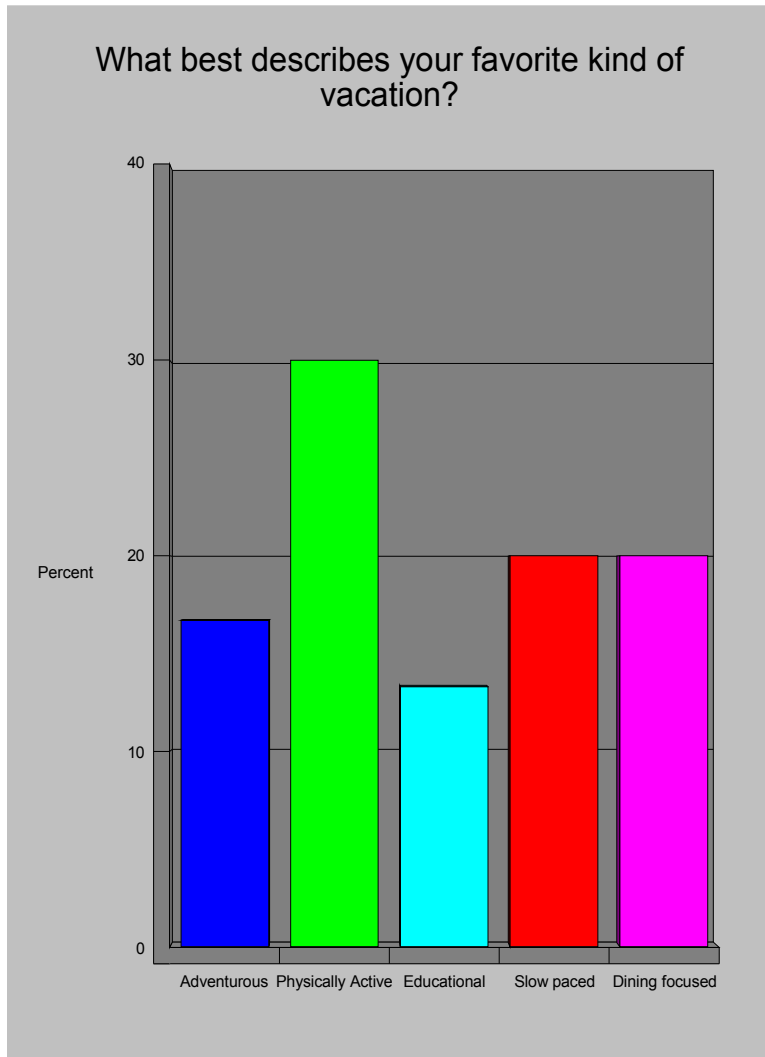
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Vacation Sample Survey Results

What best describes your favorite kind of vacation?	Number	Percent
Adventurous	5	16.7 %
Physically Active	9	30.0 %
Educational	4	13.3 %
Slow paced	6	20.0 %
Dining focused	6	20.0 %
Total	30	100.0 %

Missing Cases = 0
Response Percent = 100.0 %

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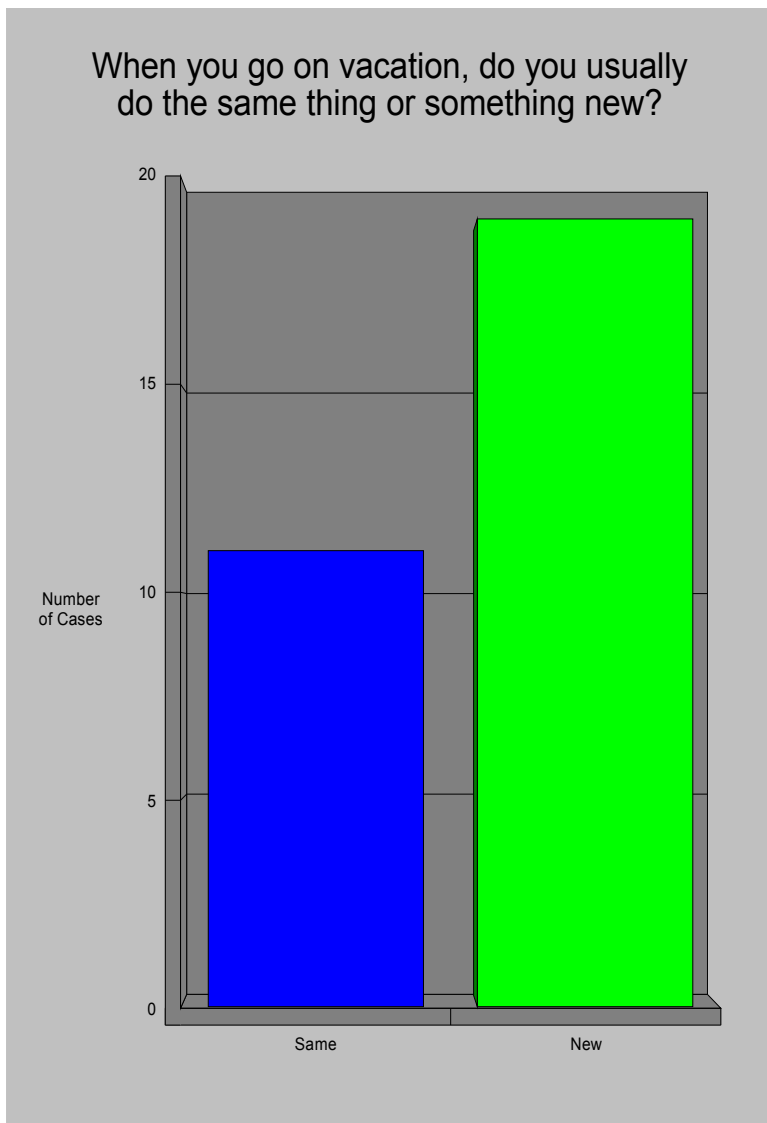
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Vacation Sample Survey Results

When you go on vacation, do you usually do the same thing or something new?	Number	Percent
Same	11	36.7 %
New	19	63.3 %
Total	30	100.0 %

Missing Cases = 0
Response Percent = 100.0 %

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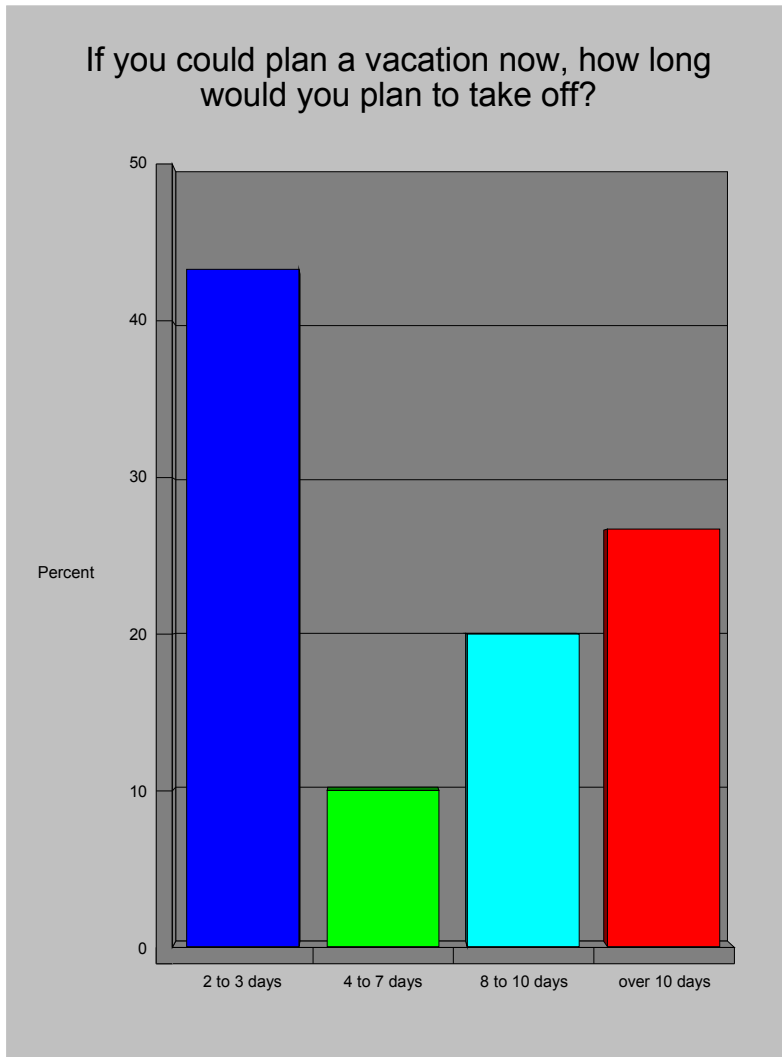
Vacation Sample Survey Results

If you could plan a vacation now, how long would you plan to take off?

plan to take off?	Number	Percent
2 to 3 days	13	43.3 %
4 to 7 days	3	10.0 %
8 to 10 days	6	20.0 %
over 10 days	8	26.7 %
Total	30	100.0 %

Missing Cases = 0
Response Percent = 100.0 %

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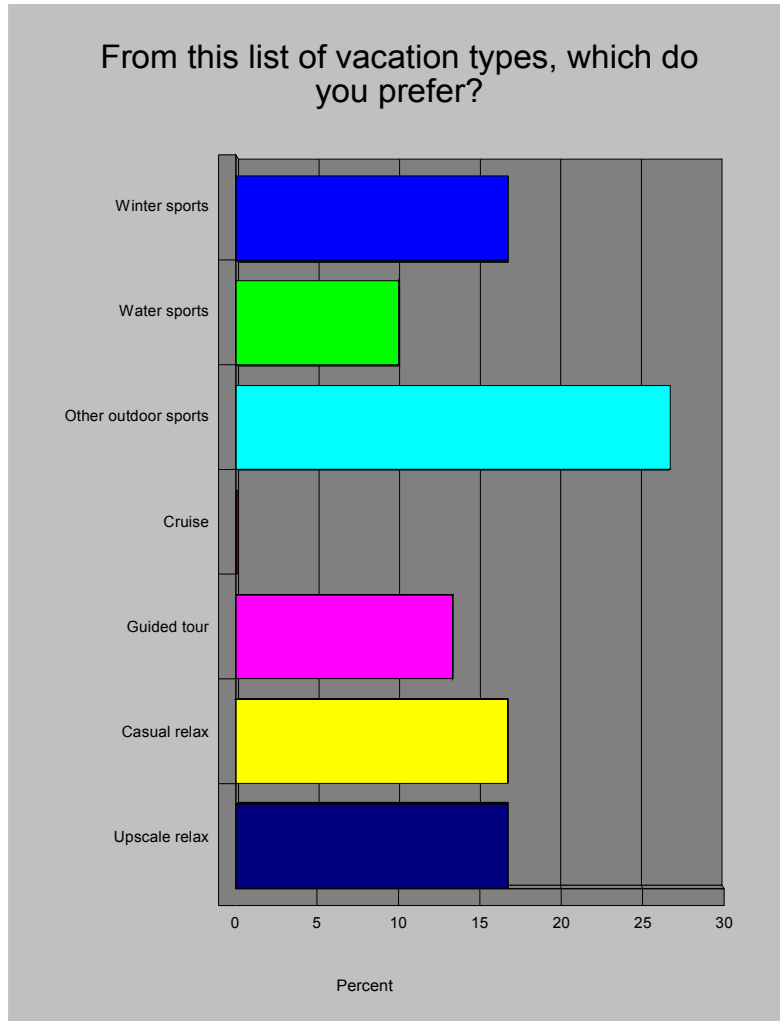
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Vacation Sample Survey Results

<u>From this list of vacation types, which do you prefer?</u>	<u>Number</u>	<u>Percent</u>
Winter sports	5	16.7 %
Water sports	3	10.0 %
Other outdoor sports	8	26.7 %
Cruise	0	0.0 %
Guided tour	4	13.3 %
Casual relax	5	16.7 %
Upscale relax	5	16.7 %
Total	30	100.0 %

Missing Cases = 0
Response Percent = 100.0 %

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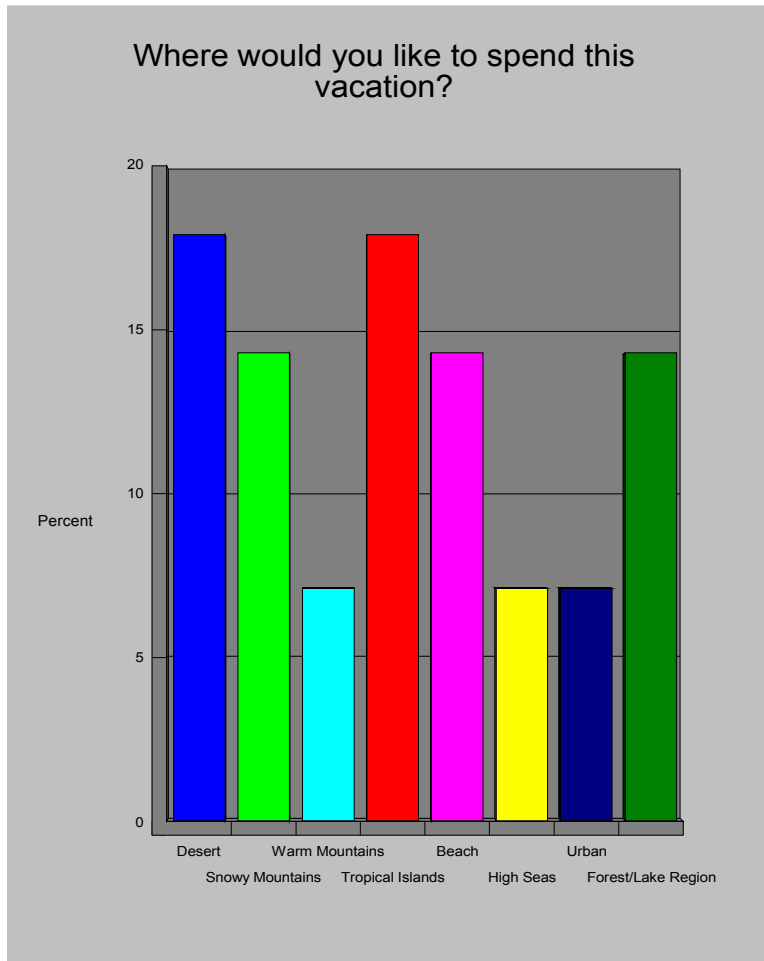
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Vacation Sample Survey Results

Where would you like to spend this vacation?	Number	Percent
Desert	5	17.9 %
Snowy Mountains	4	14.3 %
Warm Mountains	2	7.1 %
Tropical Islands	5	17.9 %
Beach	4	14.3 %
High Seas	2	7.1 %
Urban	2	7.1 %
Forest/Lake Region	4	14.3 %
Total	28	100.0 %

Missing Cases = 2
Response Percent = 93.3 %

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Vacation Sample Survey Results

N=30

	Total	How much would you be willing to spend on this vacation?			
		Less than \$500	More than \$500 but less than \$1000	More than \$1000 but less than...	More than \$2000
Total	30 100.0%	10 33.3%	5 16.7%	6 20.0%	9 30.0%
<u>Where would you like to spend this vacation?</u>					
Desert	5 17.9%	3 30.0%	---	---	2 25.0%
Snowy Mountains	4 14.3%	2 20.0%	---	2 40.0%	---
Warm Mountains	2 7.1%	---	---	1 20.0%	1 12.5%
Tropical Islands	5 17.9%	2 20.0%	---	1 20.0%	2 25.0%
Beach	4 14.3%	---	4 80.0%	---	---
High Seas	2 7.1%	---	1 20.0%	1 20.0%	---
Urban	2 7.1%	---	---	---	2 25.0%
Forest/Lake Region	4 14.3%	3 30.0%	---	---	1 12.5%
Mean					
SD					

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Vacation Sample Survey Results

Crosstabs: Where would you like to spend this vacation? - By - How much would you be willing to spend on this vacation?

Number Row % Col % Total %	How much would you be willing to spend on this vacation?				Totals
	Less than \$500	More than \$500 but less than \$1000	More than \$1000 but less than \$2000	More than \$2000	
	1	2	3	4	
1=Desert	3 60.0% 30.0% 10.7%	0 0.0% 0.0% 0.0%	0 0.0% 0.0% 0.0%	2 40.0% 25.0% 7.1%	5 17.9%
2=Snowy Mountains	2 50.0% 20.0% 7.1%	0 0.0% 0.0% 0.0%	2 50.0% 40.0% 7.1%	0 0.0% 0.0% 0.0%	4 14.3%
3=Warm Mountains	0 0.0% 0.0% 0.0%	0 0.0% 0.0% 0.0%	1 50.0% 20.0% 3.6%	1 50.0% 12.5% 3.6%	2 7.1%
4=Tropical Islands	2 40.0% 20.0% 7.1%	0 0.0% 0.0% 0.0%	1 20.0% 20.0% 3.6%	2 40.0% 25.0% 7.1%	5 17.9%
5=Beach	0 0.0% 0.0% 0.0%	4 100.0% 80.0% 14.3%	0 0.0% 0.0% 0.0%	0 0.0% 0.0% 0.0%	4 14.3%
6=High Seas	0 0.0% 0.0% 0.0%	1 50.0% 20.0% 3.6%	1 50.0% 20.0% 3.6%	0 0.0% 0.0% 0.0%	2 7.1%
7=Urban	0 0.0% 0.0% 0.0%	0 0.0% 0.0% 0.0%	0 0.0% 0.0% 0.0%	2 100.0% 25.0% 7.1%	2 7.1%

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Vacation Sample Survey Results

Crosstabs: Where would you like to spend this vacation? - By - How much would you be willing to spend on this vacation?

Number Row % Col % Total %	How much would you be willing to spend on this vacation?				Totals
	Less than \$500	More than \$500 but less than \$1000	More than \$1000 but less than \$2000	More than \$2000	
	1	2	3	4	
8=Forest/Lake Regi...	3 75.0% 30.0% 10.7%	0 0.0% 0.0% 0.0%	0 0.0% 0.0% 0.0%	1 25.0% 12.5% 3.6%	4 14.3%
Totals	10 35.7%	5 17.9%	5 17.9%	8 28.6%	28 100.0%

Chi-Square = 41.13
 Caution: 32 cells (100%) E<5
 Probability (df=21) = 0.005

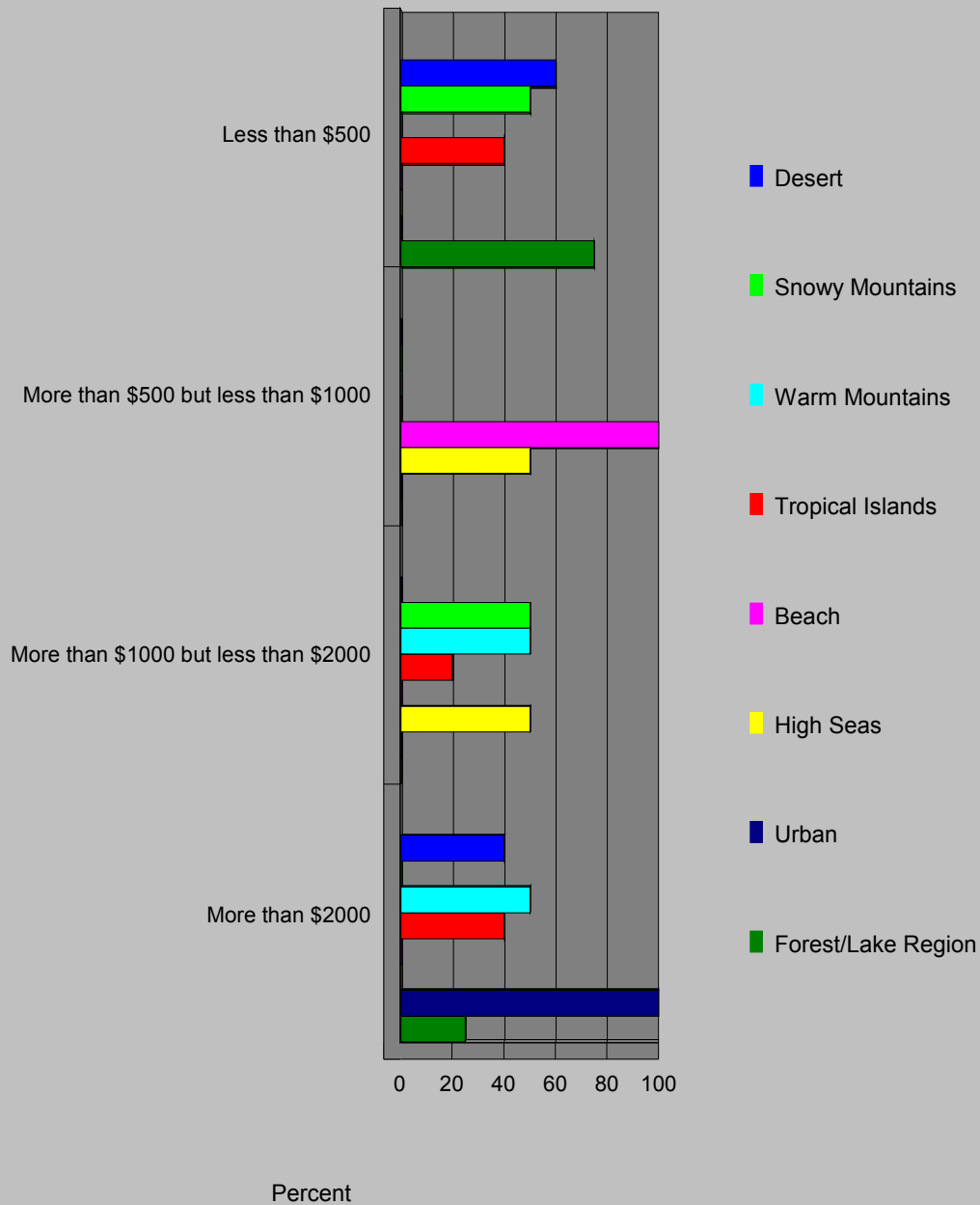
Valid Cases = 28
 Missing Cases = 2
 Response Rate = 93.3%

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How much would you be willing to spend on this vacation? - By - Where would you



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Vacation Sample Survey Results

Crosstabs: What is your gender? - By - Where would you like to spend this vacation?

		Where would you like to spend this vacation?							
Number Row % Col % Total %	Desert	Snowy Mountains	Warm Mountains	Tropical Islands	Beach	High Seas	Urban	Forest/ Lake Region	Totals
	1	2	3	4	5	6	7	8	
F=Female	2 20.0% 40.0% 7.1%	2 20.0% 50.0% 7.1%	0 0.0% 0.0% 0.0%	2 20.0% 40.0% 7.1%	2 20.0% 50.0% 7.1%	0 0.0% 0.0% 0.0%	1 10.0% 50.0% 3.6%	1 10.0% 25.0% 3.6%	10 35.7%
M=Male	3 16.7% 60.0% 10.7%	2 11.1% 50.0% 7.1%	2 11.1% 100.0% 7.1%	3 16.7% 60.0% 10.7%	2 11.1% 50.0% 7.1%	2 11.1% 100.0% 7.1%	1 5.6% 50.0% 3.6%	3 16.7% 75.0% 10.7%	18 64.3%
Totals	5 17.9%	4 14.3%	2 7.1%	5 17.9%	4 14.3%	2 7.1%	2 7.1%	4 14.3%	28 100.0%

Chi-Square = 3.39
 Caution: 16 cells (100%) E<5
 Probability (df=7) = 0.847

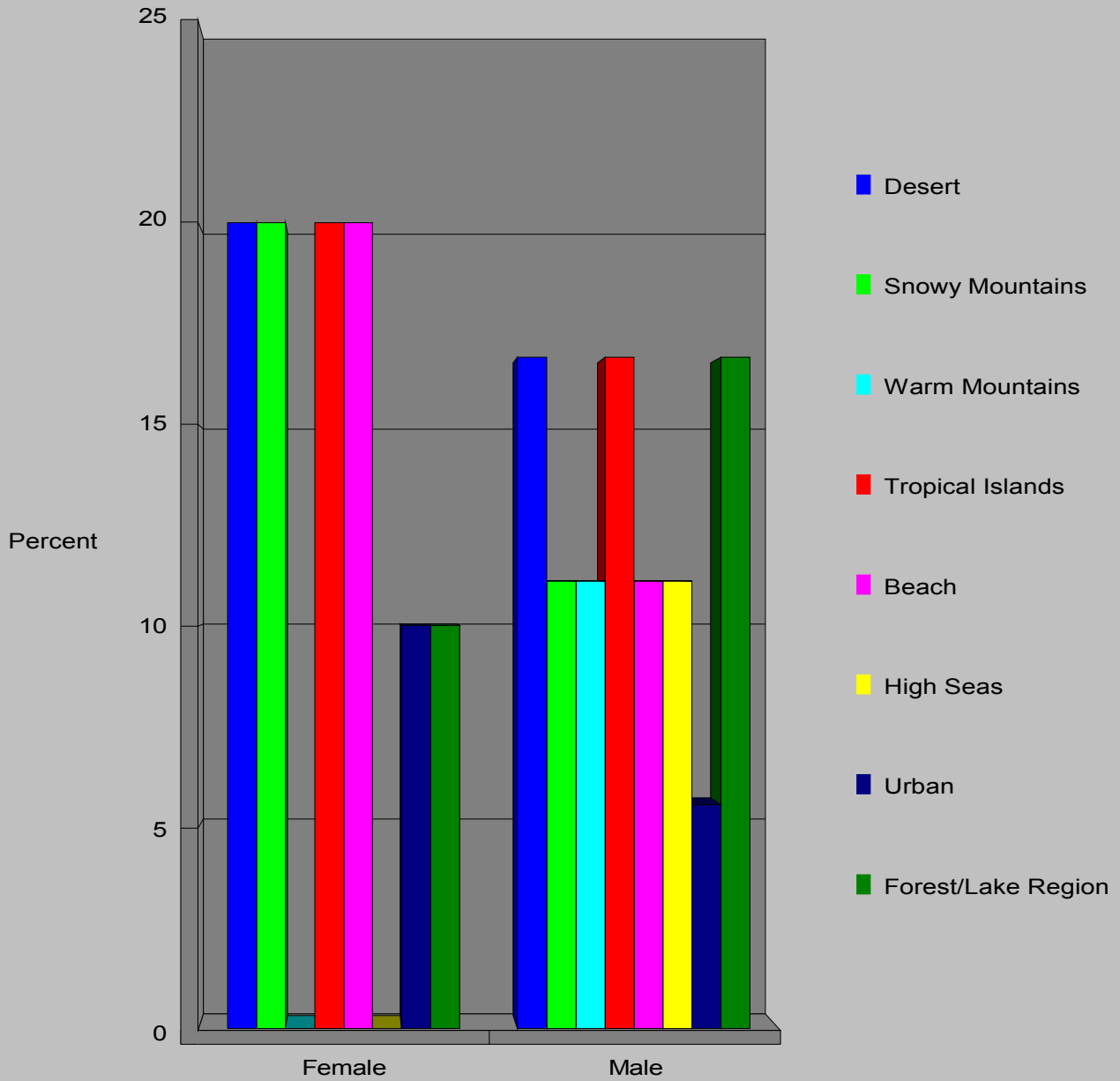
Valid Cases = 28
 Missing Cases = 2
 Response Rate = 93.3%

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What is your gender? - By - Where would you like to spend this vacation?



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