

2009 Rudeness Poll North America

August 19, 2009

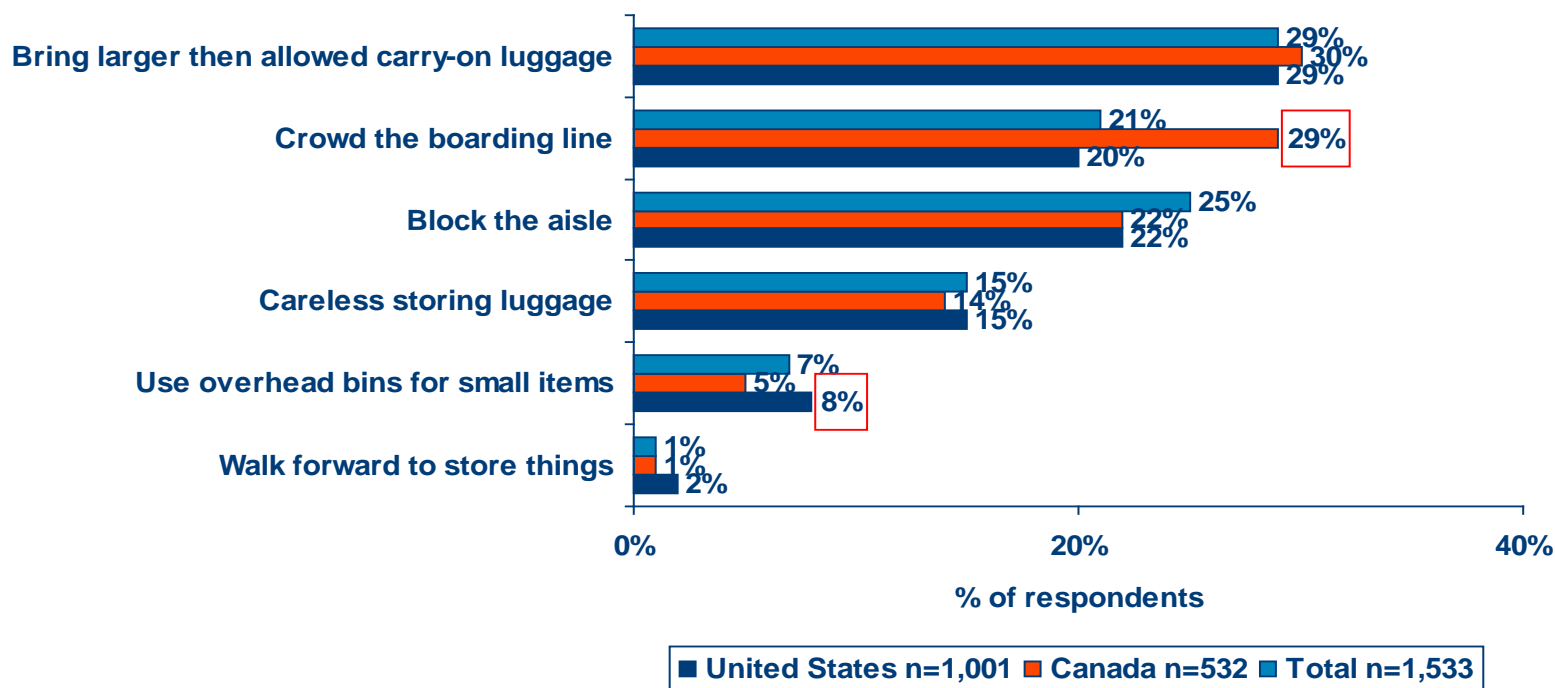
Highlights

- Most North Americans agree on what constitutes rude and inconsiderate behavior. Canadians find crowding the boarding line more annoying while Americans dislike passengers who try to deplane ahead of others.
- Approximately half of all respondents find the following to be most annoying when traveling:
 - Fellow air passengers with poor hygiene
 - Kicking the back of airplane seats
 - Attempting to deplane ahead of others seated in front
- Respondents traveling without children find boisterous / misbehaving kids annoying and are most likely to avoid the situation. These respondents are more likely to find kid-free resorts and pools crucial to the enjoyment of their trip.
- On the other hand, respondents traveling with children have different pet-peeves including topless sunbathers, men in Speedos and unattended kids at the pool.
- Respondents feel that larger passengers should not be penalized and that airlines should accommodate such passengers at no additional cost.
- With the exception of excess eating or drinking, the majority of respondents behave similarly on vacation as they do at home.

When boarding the plane, respondents are most annoyed when passengers bring carry-on luggage that is larger than allowed

- Canadian respondents are significantly more annoyed at passengers crowding the boarding line compared to U.S. respondents.
- U.S. respondents are more likely to be annoyed with using the overhead bins to store small items, presumably due to luggage fees.

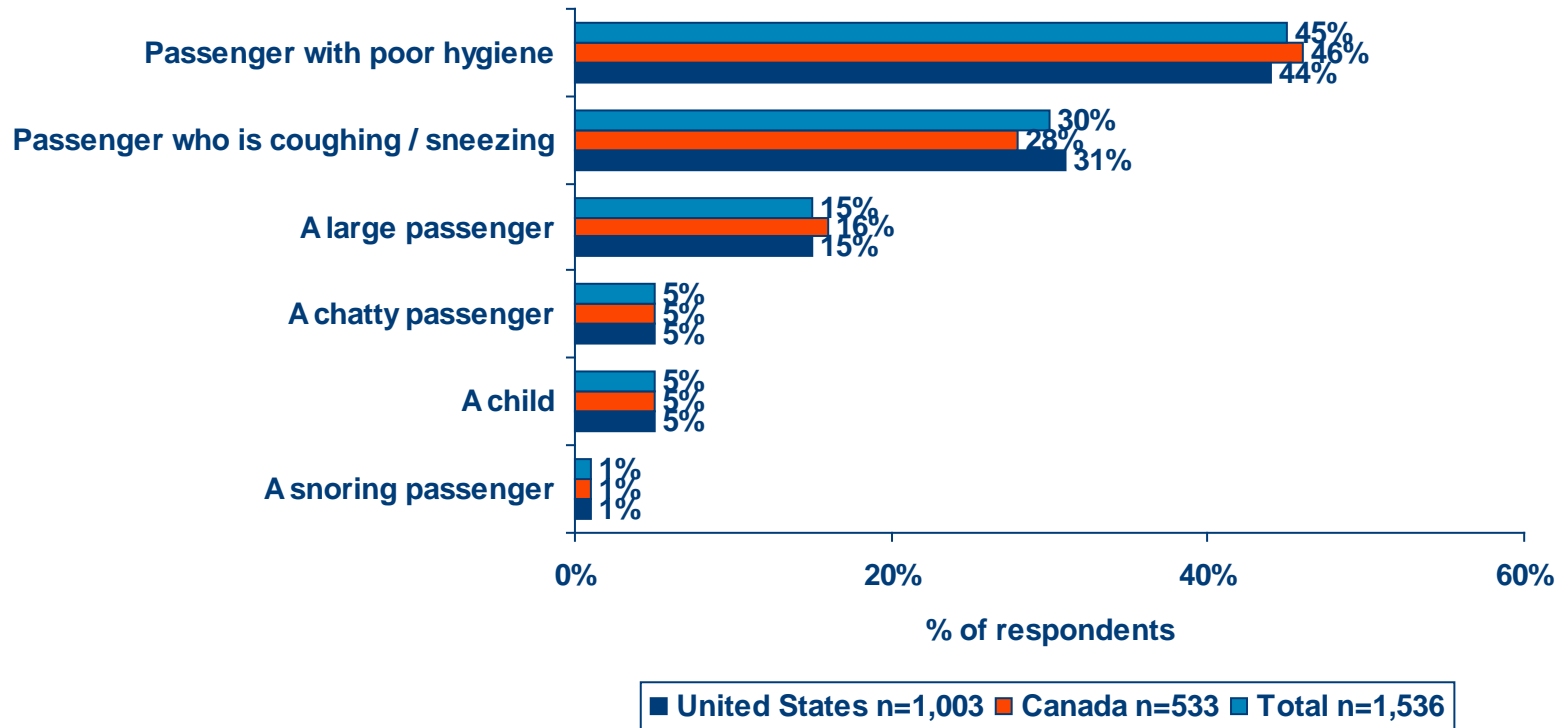
Most annoying thing about passengers when boarding



Question: What do you find most annoying when boarding the plane? Indicates a significant difference.

The most disliked passenger to sit next to on an airplane is one with poor hygiene

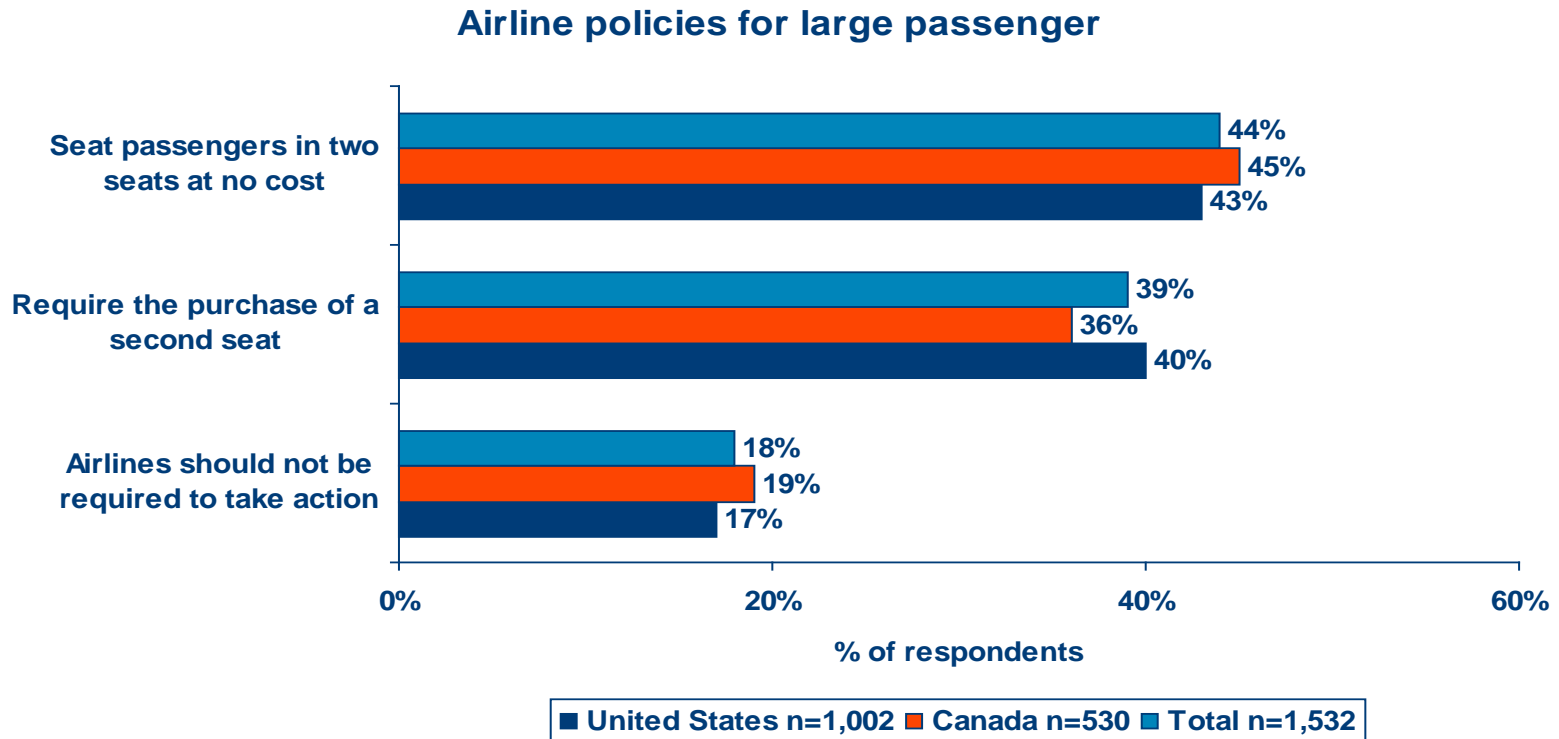
Most disliked passenger



Question: Which airline passenger do you dislike sitting next to most?

The majority of respondents believe airlines should seat large passengers in two adjacent seats at no additional cost

- Just over a third feel that such passengers should be required to purchase a second seat.
- Less than 20% of respondents feel that airlines should not have specific policies with regard to larger passengers.

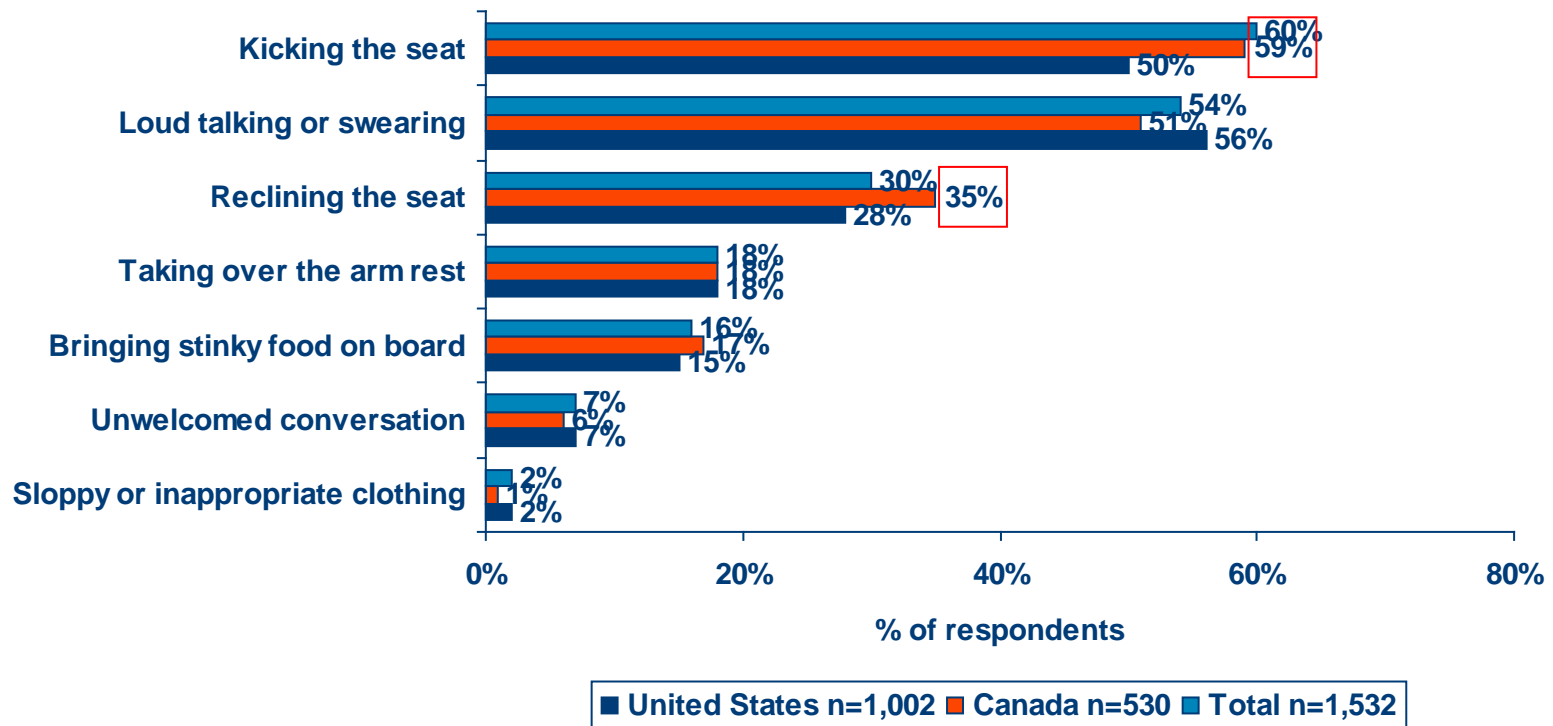


Question: Based on recent news stories, in your opinion, what should airline policies be in regard to large passengers (i.e., passengers who do not have sufficient room in a standard seat)?

Respondents identify kicking the seat and loud talking / swearing as the top 2 rude or inconsiderate behaviors

- Canadian respondents are significantly more likely to report seat kicking and reclining the seat all the way back as top examples of rude behavior.

Top 2 examples of rude / inconsiderate behavior

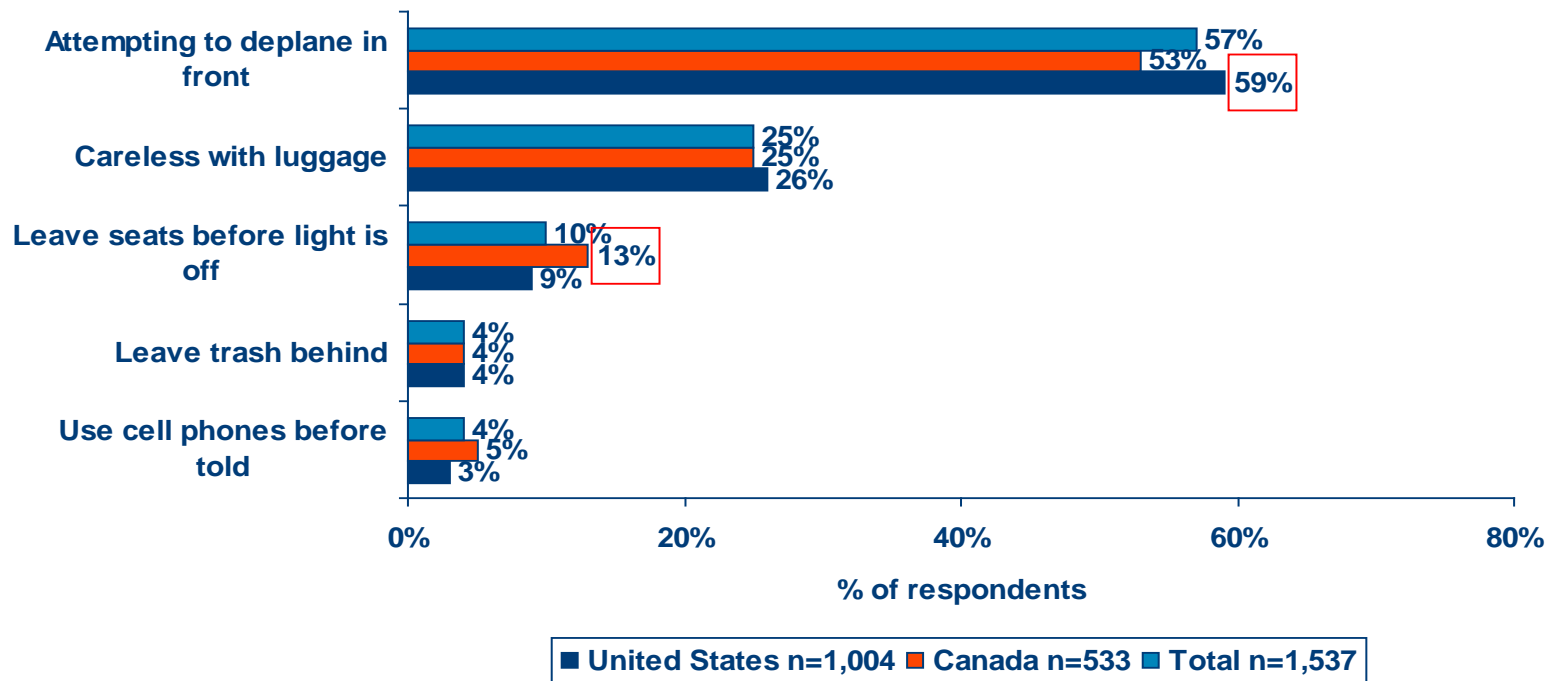


Question: Please select from the following list, what you would consider to be your top 2 examples of rude or inconsiderate behavior? Indicates a significant difference.

When exiting a plane, respondents find passengers attempting to deplane ahead of others most annoying

- U.S. respondents are significantly more likely to be annoyed by this compared to Canadians.
- Canadian respondents on the other hand find passengers vacating their seats prematurely more annoying than American respondents.

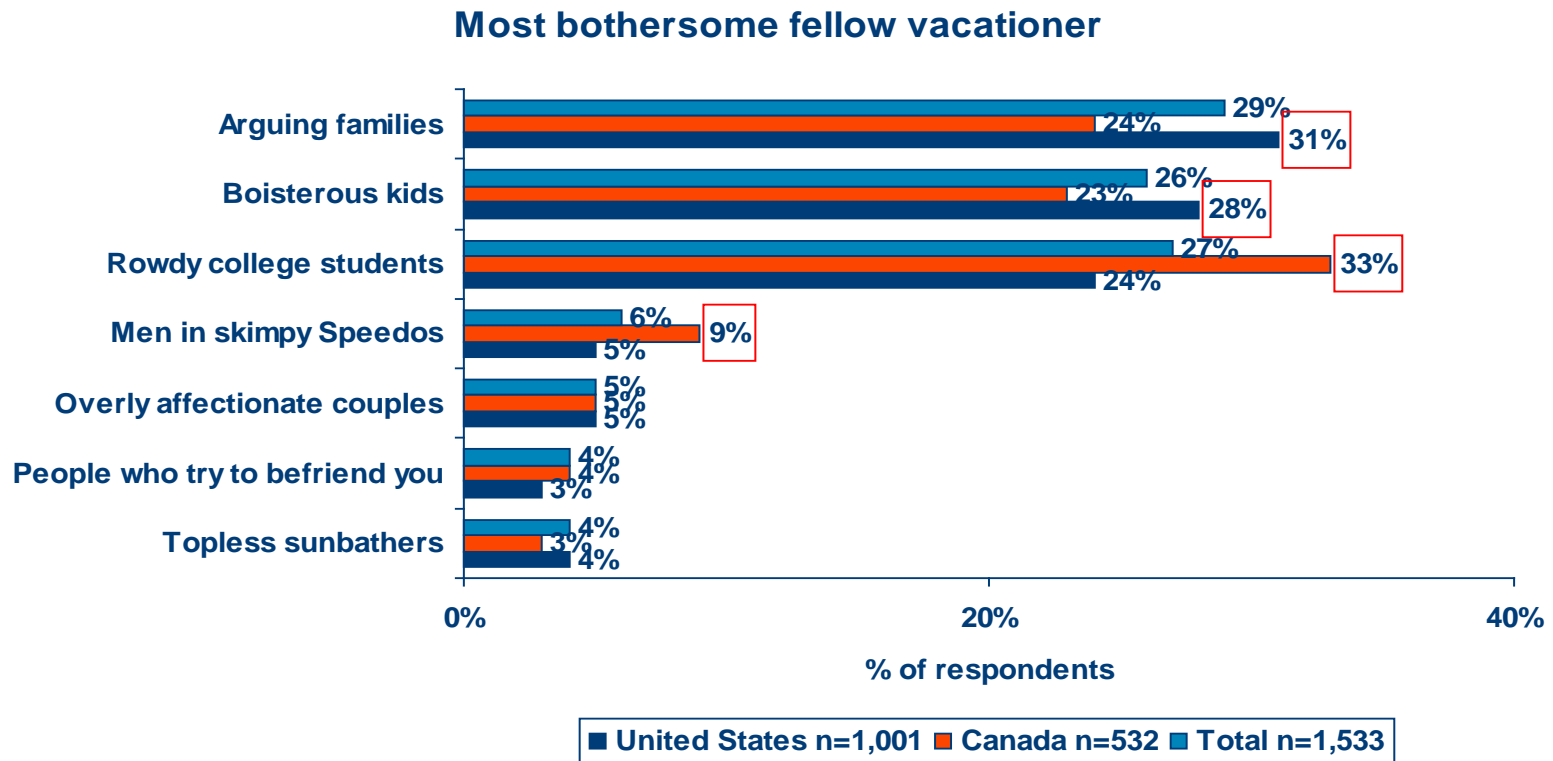
Most annoying thing about passengers when exiting



Question: What do you find most annoying when exiting the plane? Indicates a significant difference.

Respondents find the most bothersome fellow vacationers to be arguing families and boisterous kids

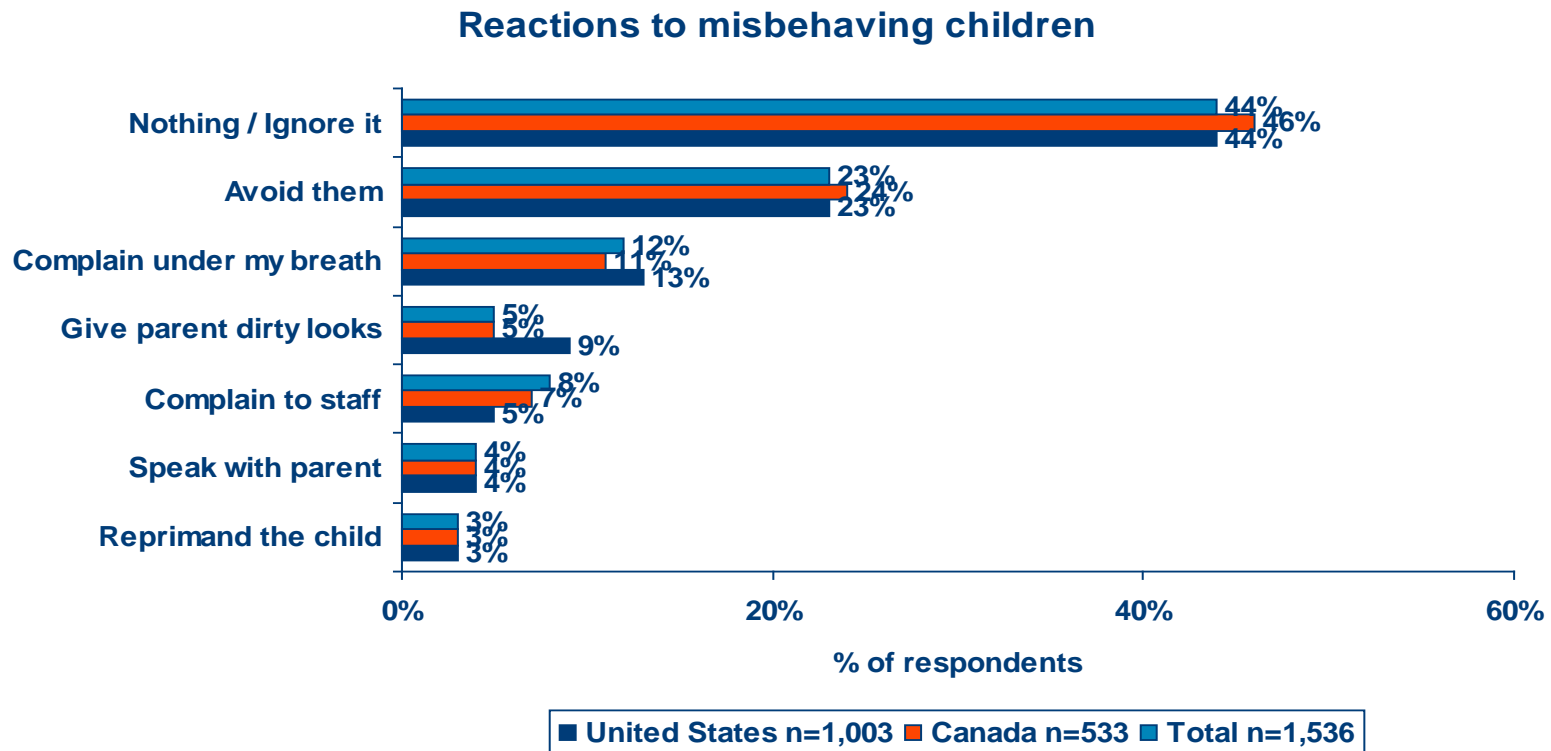
- Respondents traveling without children find these fellow vacationers significantly more bothersome. (See slide 19 for specific details)
- Canadians are also more likely to be bothered by rowdy college students as well as men in skimpy Speedos.



Question: While on vacation, which kind of fellow vacationer do you find most bothersome? Indicates a significant difference.

The majority of respondents do nothing and simply try to ignore misbehaving children while traveling

- Respondents traveling without children are significantly more likely try to avoid children altogether. (See slide 20 for specific details)
- However, about 1 in every 5 respondents are likely to take a more active approach to misbehaving children.

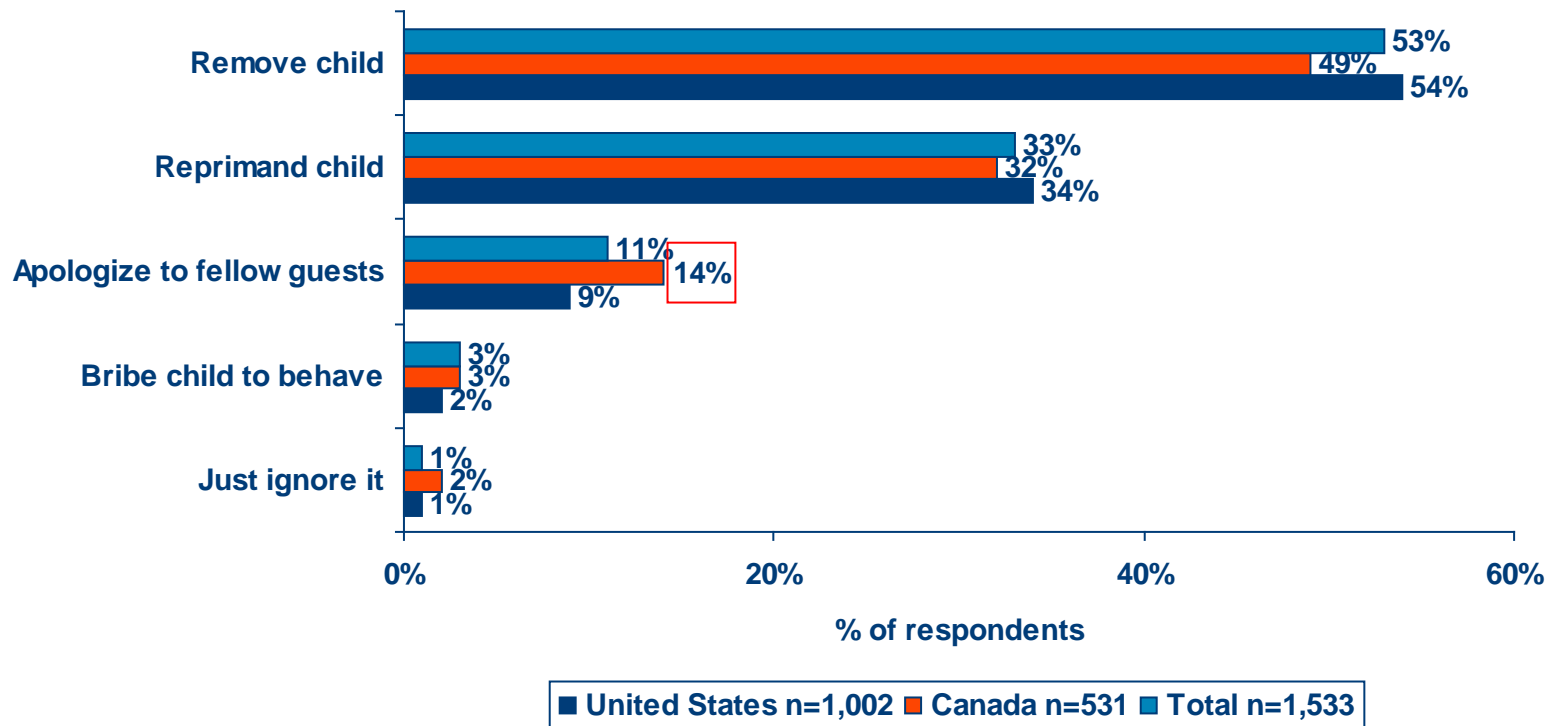


Question: As a fellow guest, how do you generally react to misbehaving child travelers?

Most respondents feel misbehaving children should be removed from the area by their parents

- A significant third feel that such children should be reprimanded.
- Significantly more Canadian respondents feel parents should also apologize to fellow guests for their children's misbehavior.

How parents should deal with misbehaving children

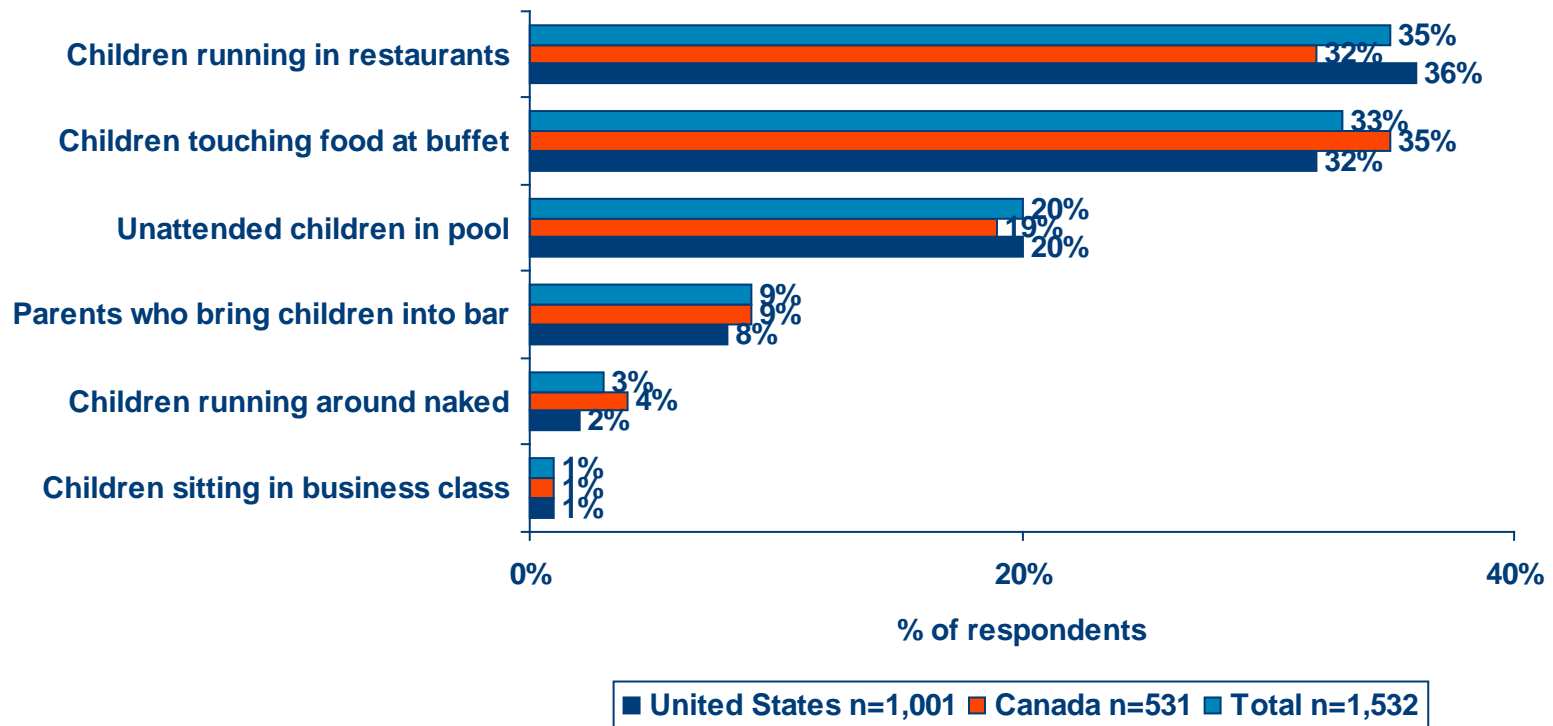


Question: In your opinion, how should parents deal with misbehaving child travelers? Indicates a significant difference.

Children running in restaurants and touching food at a buffet are the biggest pet-peeves to respondents

- Those traveling without children are significantly more annoyed by children running around in restaurants. (See page 21 for specific details)

Biggest pet-peeve concerning parents with children

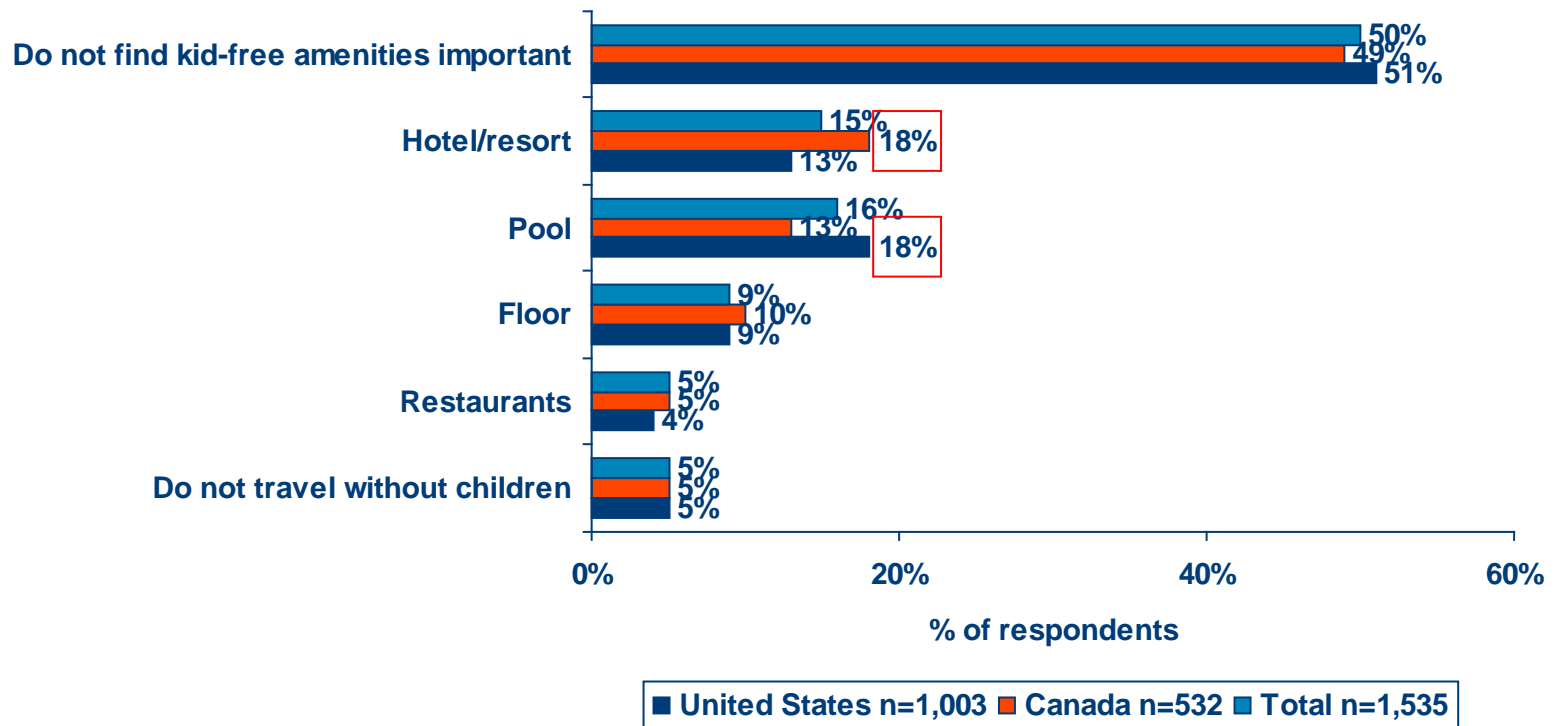


Question: What is your biggest pet-peeve concerning parents traveling with their children?

The majority of respondents do not feel kid-free amenities are crucial to the enjoyment of their trip

- However, respondents traveling without children value a kid-free hotel and pool significantly more. (See page 22 for more details)

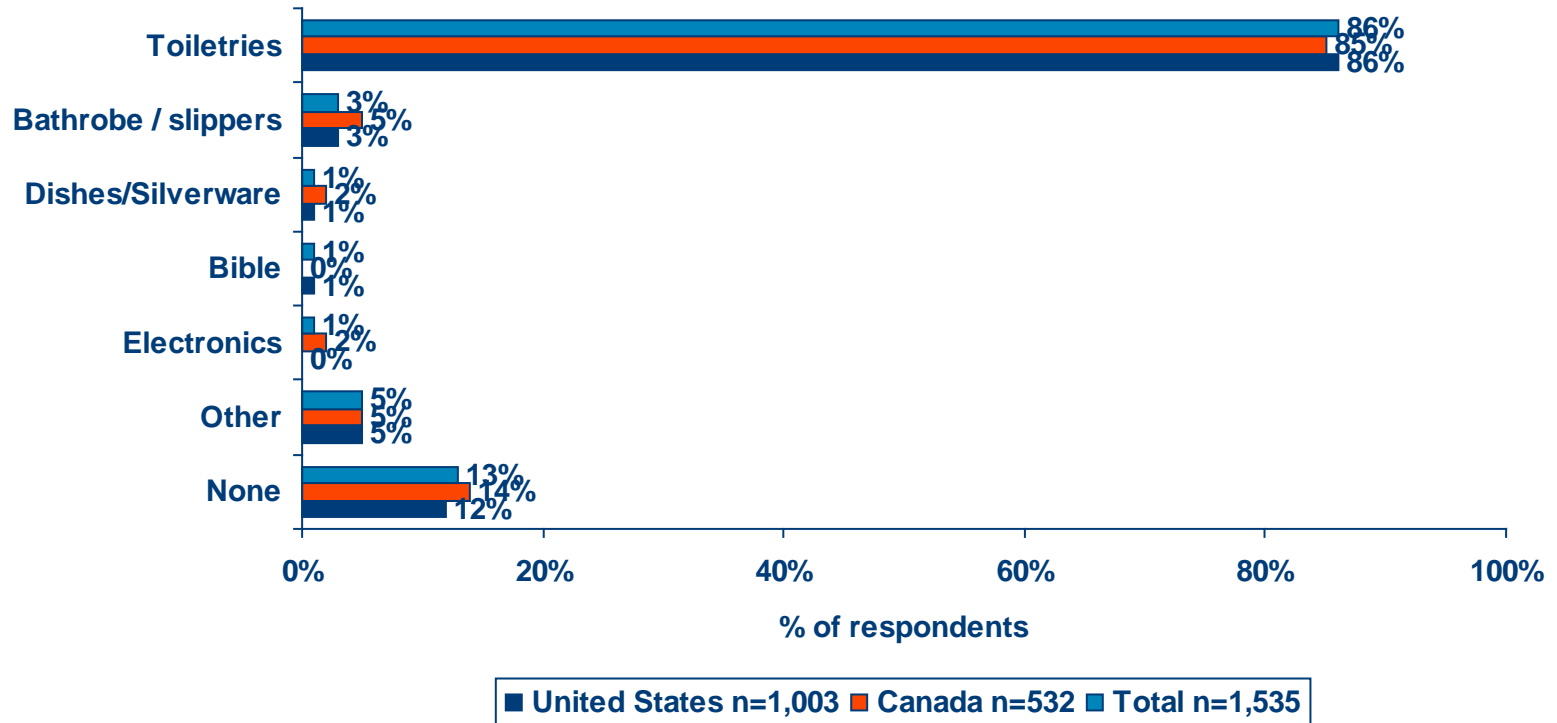
Most crucial kid-free amenity



Question: When traveling without children, which of the following kid-free amenities do you find most crucial to the enjoyment of your trip? Indicates a significant difference.

The large majority of respondents have taken nothing more than toiletries from a hotel

Items taken for a hotel

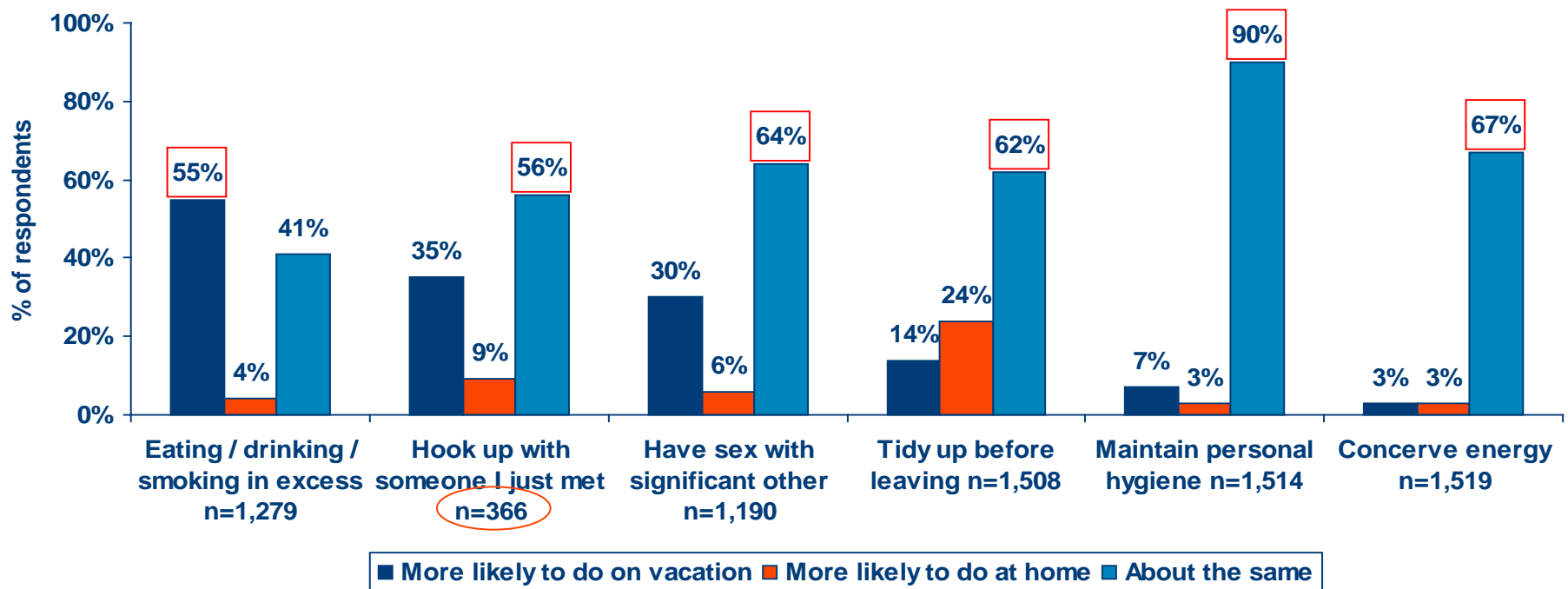


Question: Which, if any, of the following have you taken from a hotel (Please select all that apply)?

Overall, respondents behave similarly while traveling as at home, however some admit to being more indulgent while on vacation 

- There are no significant differences between U.S. and Canada respondents.
- Note that a significant number of respondents refused to answer questions related to their sexual behavior.

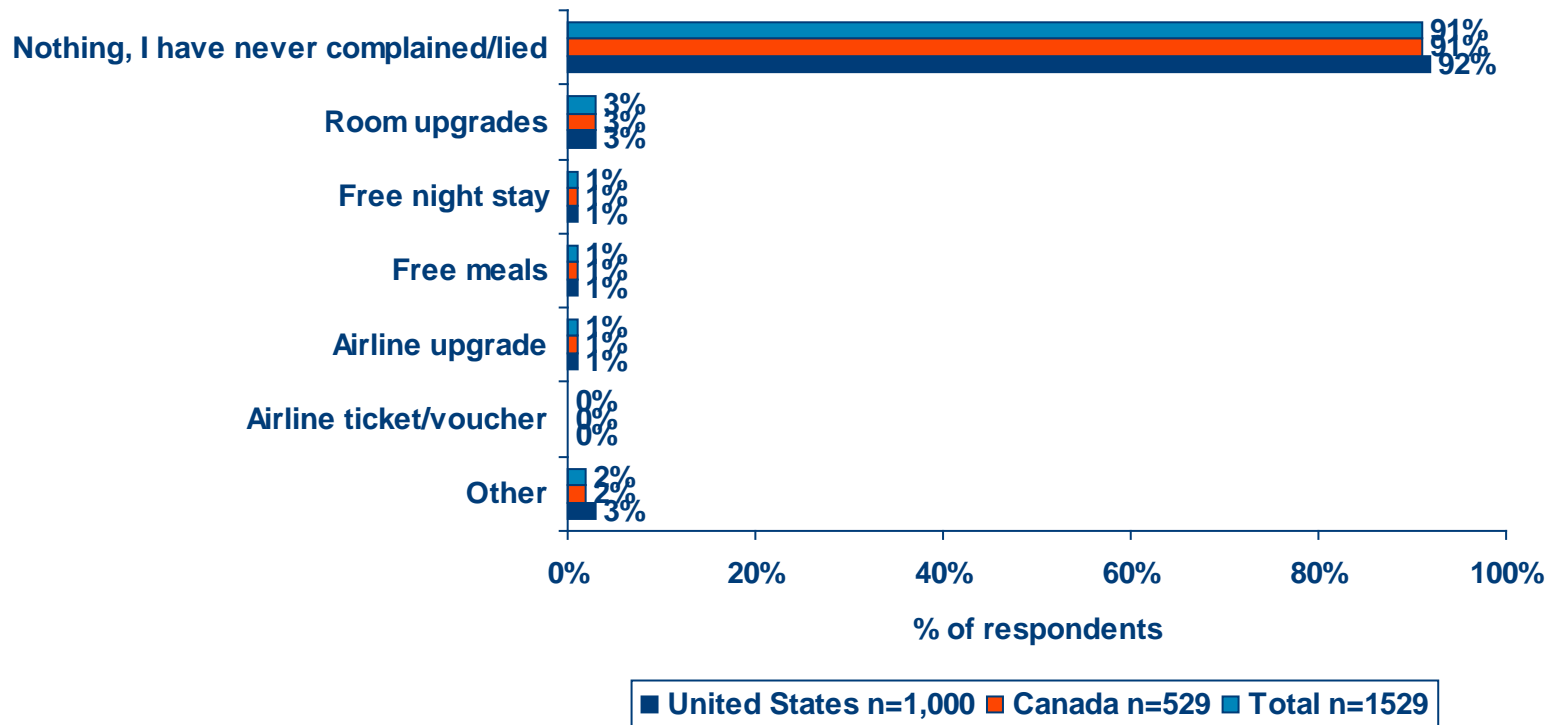
Behavior on vacation compared to behavior at home



Question: How does your behavior on vacation compare to your behavior at home? Please indicate whether you are more likely to do the following while on vacation, at home, or about the same at both. Indicates a significant difference.

Less than 10% of respondents have ever lied in order to be compensated with freebies or upgrades

Lied / complained for compensation



Question: When traveling in the past, have you lied in order to be compensated with any of the following? (Please select all that apply)

Appendix

Methodology

Detailed findings

Demographics

Methodology:

- Data collection period: U.S.: July 29 – 31, 2009
Canada: August 5 – 10, 2009
- Data collection method: Online Survey
- Sample requirements: U.S.: Travelocity members who receive the Real Deals Promotional email.

Canada: Travelocity members who receive the Experience Summer Promotional email.
- Response statistics:

	U.S.	Canada
– Email invitations sent:	Apx 8M	496,227
– Responses received:	1,059	533
– Response rate:	<1%	<1%
– Margin of error:	(+/-3.01%)	(+/-4.24%)

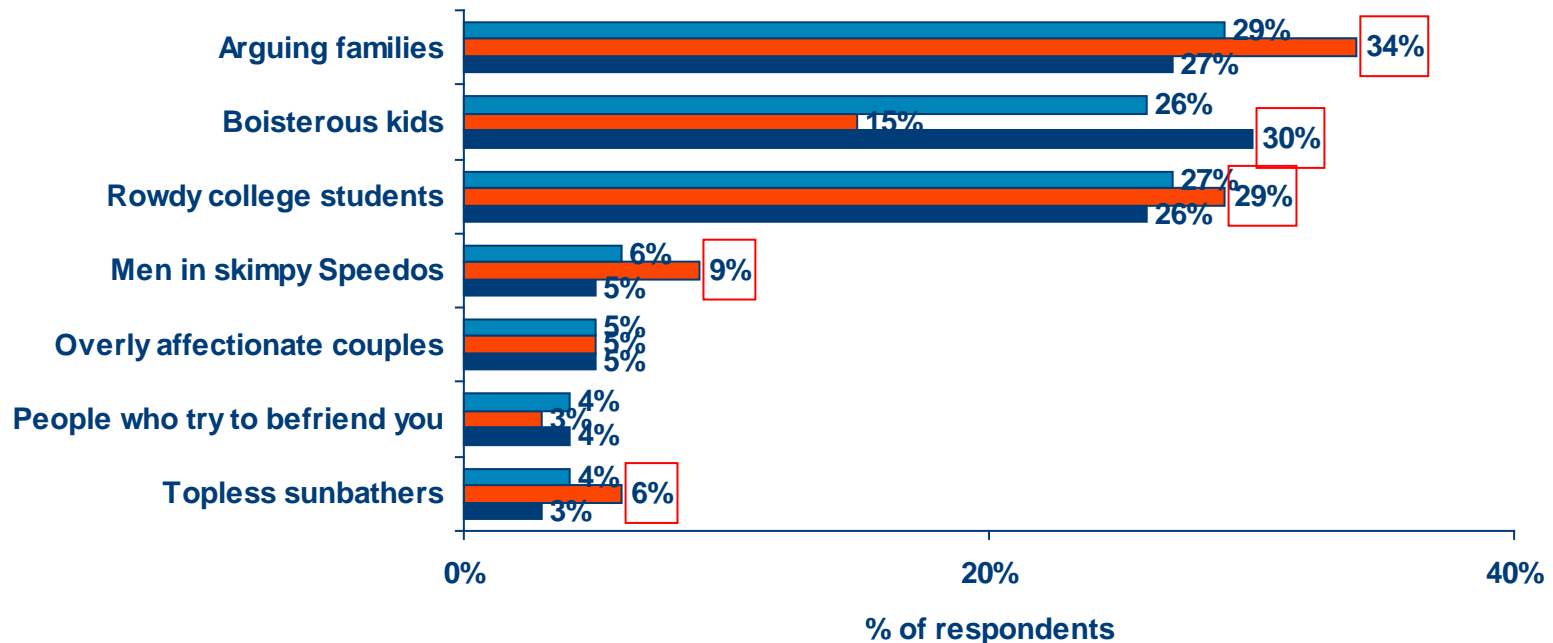
Detailed Findings

(Respondents traveling with children v. without children)

Respondents traveling without children are more likely to find boisterous kids bothersome

- Those traveling with children are more likely to be bothered by arguing families, men in skimpy Speedos or topless sunbathers.

Most bothersome fellow vacationer

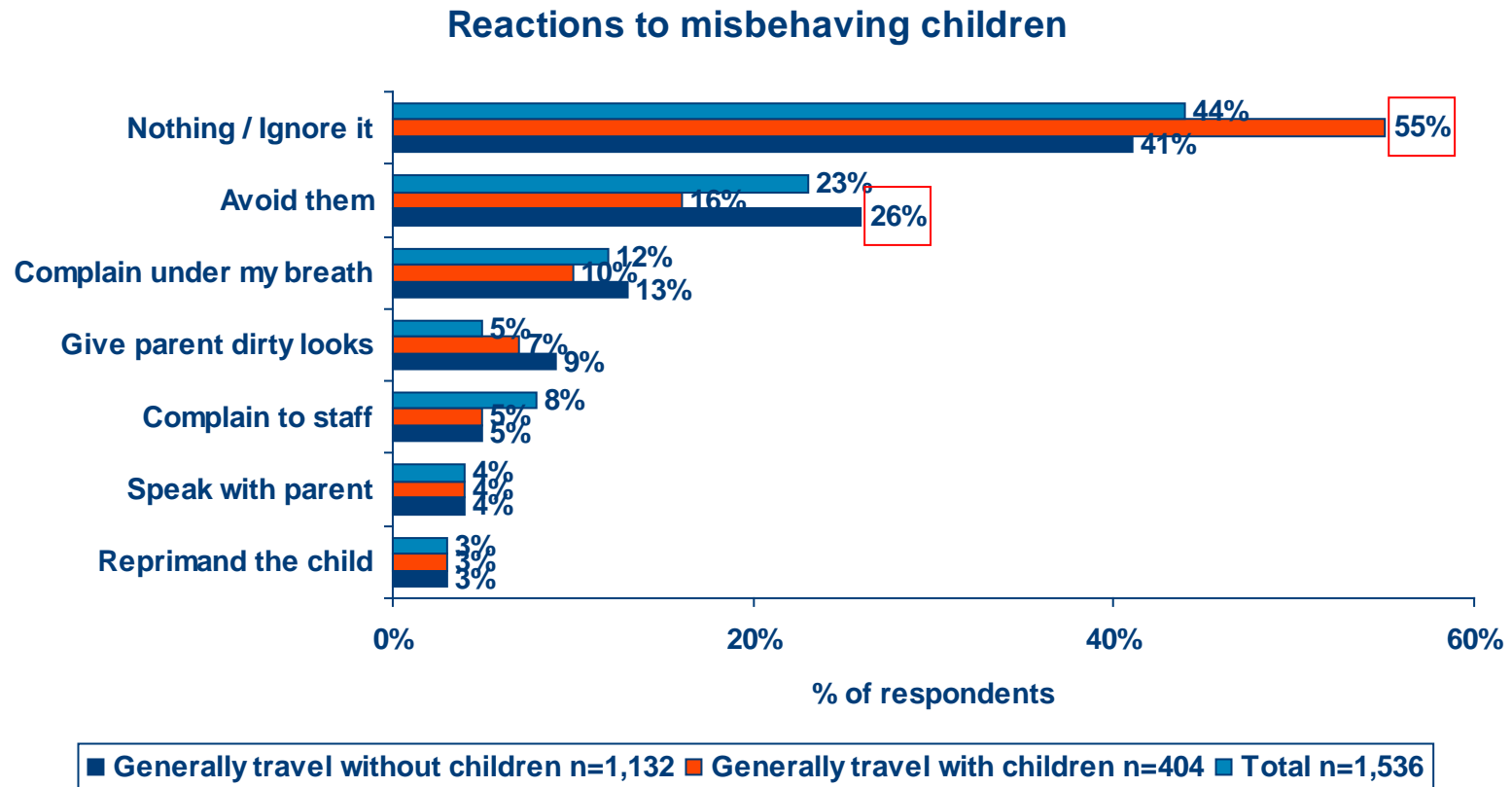


■ Generally travel without children n=1,130 ■ Generally travel with children n=403 ■ Total n=1,533

Question: While on vacation, which kind of fellow vacationer do you find most bothersome? □ Indicates a significant difference.

Respondents traveling without children are more likely to avoid misbehaving kids

- Those traveling with children are more likely to do nothing or try to ignore the behavior.

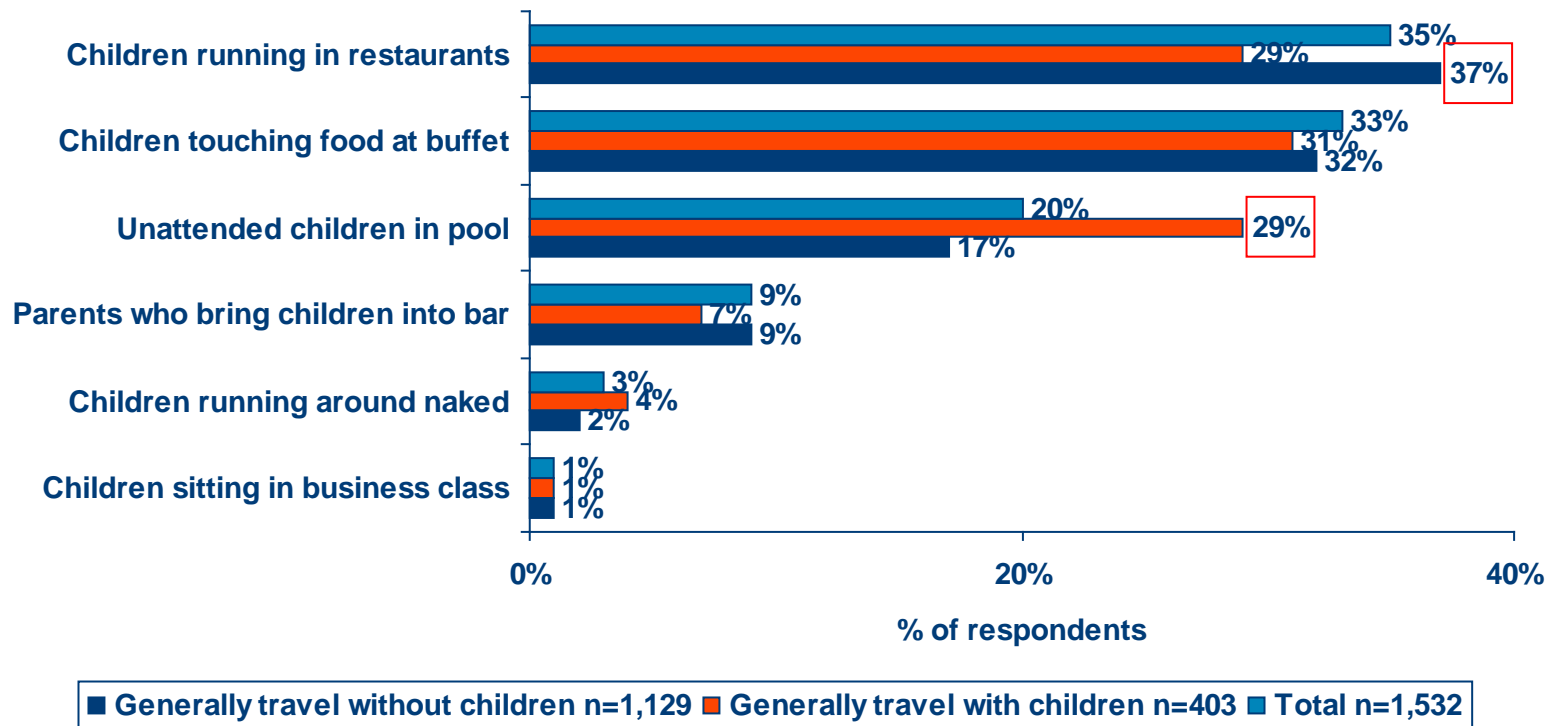


Question: As a fellow guest, how do you generally react to misbehaving child travelers? Indicates a significant difference.

Respondents traveling without children are significantly more annoyed by kids running around in restaurants

- Those traveling with children are more bothered when kids are in the pool unattended.

Biggest pet-peeve concerning parents with children

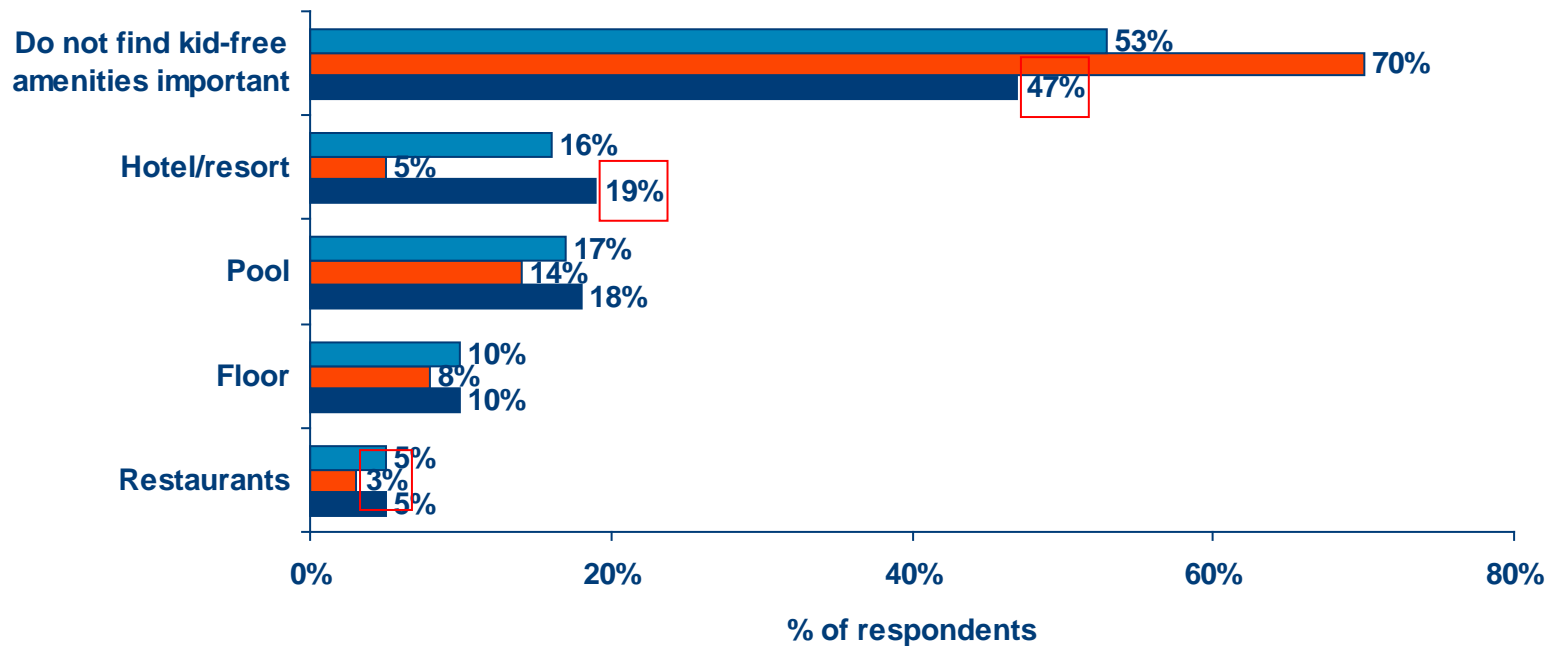


Question: What is your biggest pet-peeve concerning parents traveling with their children ? Indicates a significant difference.

Respondents traveling without children are significantly more likely to find a kid-free hotel and pool important.

- Understandably, kid-free amenities are significantly less important to respondents traveling with children.

Most crucial kid-free amenity



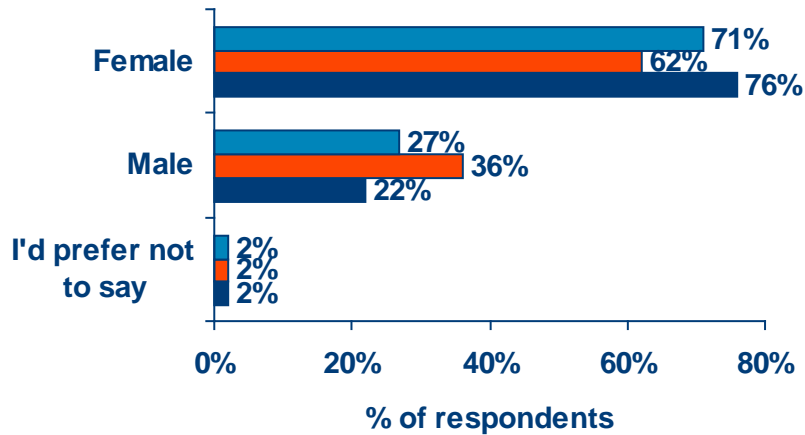
■ Generally travel without children n=1,089 ■ Generally travel with children n=368 ■ Total n=1,457

Question: When traveling without children, which of the following kid-free amenities do you find most crucial to the enjoyment of your trip? Indicates a significant difference.

Demographics

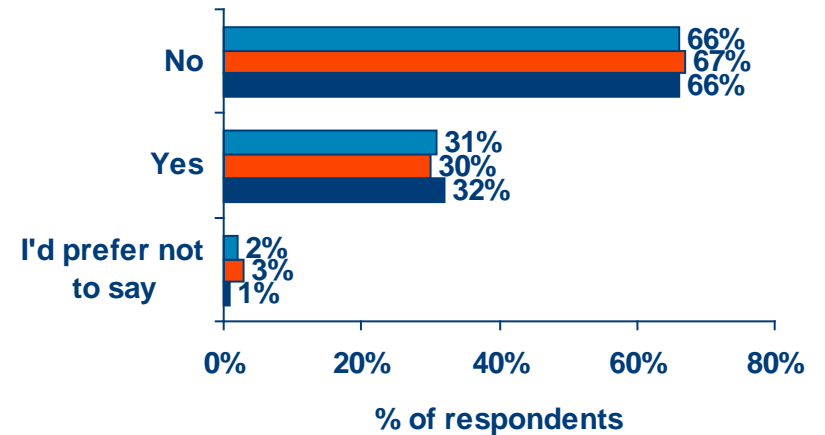
Demographics

Gender



■ United States n=1,001 ■ Canada n=526 ■ Total n=1,527

Children under 18 in household

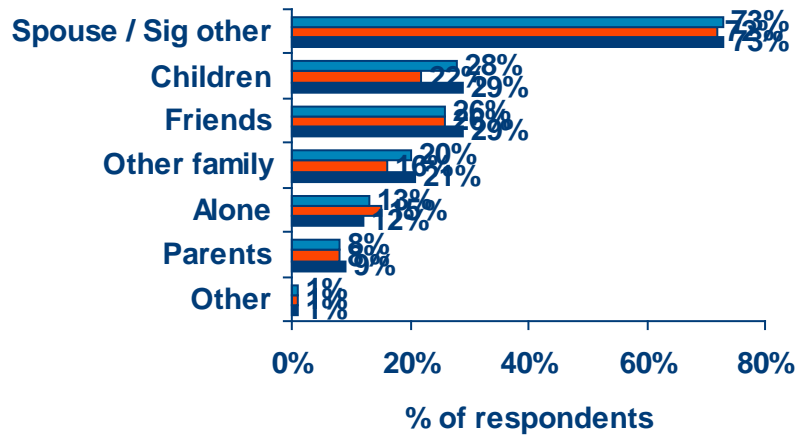


■ United States n=1,000 ■ Canada n=527 ■ Total n=1,527

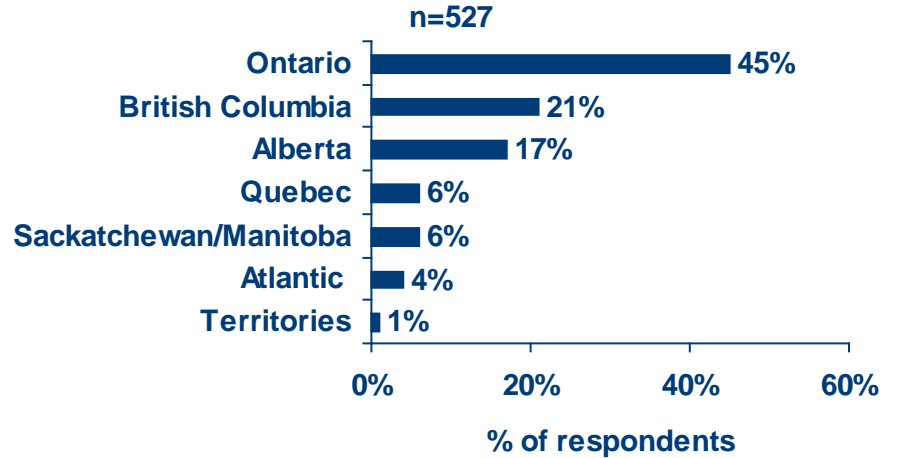
Question: What is your gender?; Are there any children (younger than 18 years old) living in your household?

Demographics

Travel companions



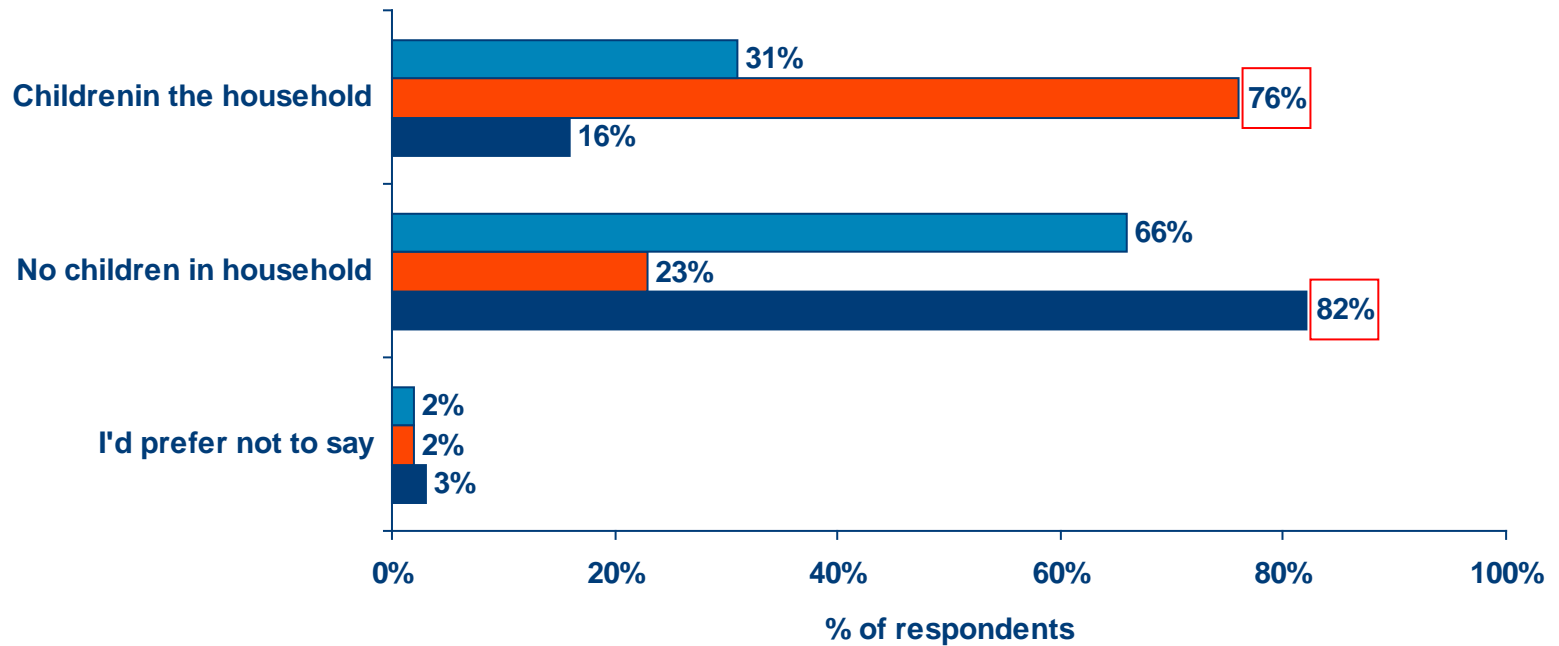
Region of residence(Canada Only)



■ United States n=1,001 ■ Canada n=526 ■ Total n=1,527

Question: Generally speaking, who do you tend to travel with for leisure? (Please select all that apply.); What region of Canada do you currently reside?

Children in the household by traveling with children



■ Generally travel without children n=1,127
 ■ Generally travel with children n=400
 ■ Total n=1,527

Question: Are there any children (younger than 18 years old) living in your household?; Generally speaking, who do you tend to travel with for leisure? (Please select all that apply) Indicates a significant difference.