



# Excerpt from TNS Omnibus Survey | August 29

## Methodology

The U.S. Travel Association commissioned a survey of American auto travelers on August 21-24, 2013, utilizing TNS' weekly Internet based omnibus study platform that draws from more than 1.2 million pre-recruited households on its Access Panel. TNS secured 1,000 completes for this survey. Sample consisted of general population males and females over the age of 18 and representative of gender, geographic division, income, household size, household designation and market size. The survey has a margin of error of +/-2%.

## Questions and Findings

**Question 1:** Over the past five years, have you taken a auto trip of 100 miles or more roundtrip (or 50 miles each way) over the Labor Day weekend that included at least one overnight stay?

Answer	Number	Percentage
YES	338	33.8%
NO	662	66.2%
<b>TOTAL</b>	<b>1,000</b>	<b>100%</b>

**Question 2:** Thinking back, how would you describe the overall vehicle travel experience (e.g. level of road congestion, travel times etc.) during the Labor Day weekend compared to a "typical day" of auto travel?

Answer	Number	Percentage
Much better	8	6.5%
Somewhat better	13	2.5%
About the same	142	42%
Somewhat worse	123	36.4%
Much worse	51	15.2%
<b>Total mentions</b>	<b>338</b>	<b>100%</b>



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**Question 3:** If major U.S. highways were to experience the same level of auto travel as Labor Day on a “typical day”, how many auto trips of 100 miles or more (round trip) would you avoid each year?

<b>Answer</b>	<b>Number</b>	<b>Percentage</b>
1-2	52	15.5%
3-4	35	10.3%
5 or more	44	13%
I would not take any vehicle trips of 100 miles or more	66	19.5%
I would travel the same	141	41.7%
<b>Total mentions</b>	<b>338</b>	<b>100%</b>