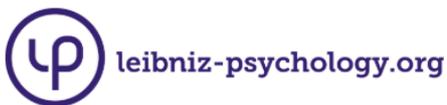


Dear Survey Participant

The purpose of this survey is to understand how you felt about your shopping experience during your most recent leisure travel trip and the extent to which the shopping experience played a role on your personal happiness. We would appreciate it very much if you would take a few minutes to complete this brief survey.

Be assured that all your responses will be used only for scientific purposes; that is, confidentiality and anonymity are assured.

Thank you for participating in this important survey!



Have you taken a leisure travel trip during the last six months?

(It could be a business trip in which you took time out for leisure too.)

Yes

No



What is your gender?

---

Female

Male

What is your year of birth?

---

Please select



Please describe your occupation.

---

Chronically unemployed, "day" labors, unskilled; on welfare

Steadily employed but in marginal, semiskilled jobs

Assembly-line workers, bus/truck drivers, police/fighters, carpenters

Skilled craftsmen, small contractors, factory foremen, office workers

Owners of very small firms, technicians, salespeople, civil servants

Middle managers, teachers, social workers, lesser professionals

Top corporate executives, leaders in the professional world, owners of big firms

Other

If you had leisure travel trips more than once in the past few months, please refer to your most recent trip when answering the questions.

Which country did you visit on your last leisure travel trip?

Please select

Please name the destination (city/region) below.

When did you have your most recent leisure travel trip?

- Less than a month ago
- One to two months ago
- Two to three months ago
- Three to four months ago
- Four to five months ago
- Five to six months ago

What type was the travel trip?

- Packaged (guided) trip
- Self-guided trip

How many people were traveling with you?

(part of your own group such as family or friends)









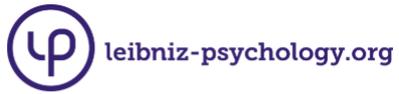












THANK YOU FOR YOUR SUPPORT IN COMPLETING THIS SURVEY.