



iTravel Survey

SUMMARY REPORT [\[DOWNLOAD AS EXCEL\]](#)

TOTAL RESPONSES: 5700
FIRST RESPONSE: 28 Jan 2005 16:24
LAST RESPONSE: 22 Jun 2005 12:09

Figures displayed show percentage of each question's responses (nett)

SOURCES *(Email invitations sent: 8)*

[None] 0.42% (24)
 email 75.09% (4280)
 newsletter 24.49% (1396)

About this survey

This survey illustrates using Demographix to measure holiday plans amongst actual or prospective customers of a travel company.

Included are matrix and conditional questions.

It is also an example of how Demographix powerful customisation tool lets you change the appearance of a survey to match your company logo or livery.

Travelling to Australia

How likely is it that you will plan to travel to Australia in the next 12 months?

Very likely 12.51% (699)
 Possible 37.72% (2108)
 Unlikely 49.77% (2781)

If you travelled to Australia how interested would you be in visiting the following cities?

Question shown when answer to question 'How likely is it that you will plan to travel to Australia in the next 12 months?' is 'Very likely' or 'Possible'

Melbourne

Very interested 55.99% (1561)
 Somewhat interested 34.22% (954)
 Could be tempted 6.21% (173)
 Not interested 3.59% (100)

Perth

Very interested 56.4% (1573)
 Somewhat interested 38.87% (1084)
 Could be tempted 2.98% (83)
 Not interested 1.76% (49)

Sydney

Very interested 60.99% (1690)
 Somewhat interested 35.01% (970)
 Could be tempted 2.02% (56)
 Not interested 1.98% (55)

Have you visited Australia before?

Question shown when answer to question 'How likely is it that you will plan to travel to Australia in the next 12 months?' is 'Very likely' or 'Possible'

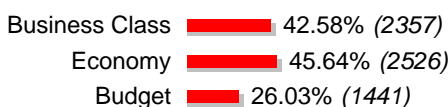


How you travel

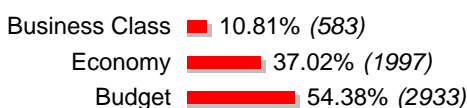
Please think back to the travel by air you have done in the past twelve months.

What type of air tickets have you purchased? (please check all that apply)

Work

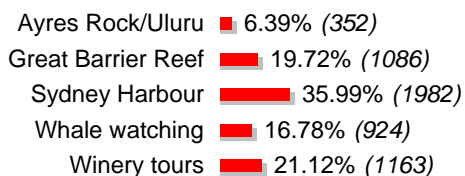


Pleasure

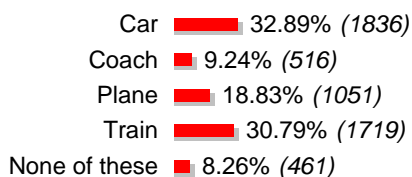


Things to do in Australia

Which of the following attractions in Australia has most sparked your interest?



If you were to visit more than one city how would you prefer to travel between them?



Your details

Please be aware that as this is a public demonstration survey, details you enter on this page may be visible to other visitors to our site so you should enter sample data only.

When you click Submit Answers/Next your responses will be saved and you will be shown the Poll results.


iTravel Survey
CROSS TAB REPORT
RESPONSES: 5700
FIRST RESPONSE: 11 Feb 2005 08:20 GMT
LAST RESPONSE: 21 Jun 2005 15:17 GMT
Figures displayed show percentage of each question's responses (nett)

If you travelled to Australia how interested would you be in visiting the following cities? Melbourne		How likely is it that you will plan to travel to Australia in the next 12 months?		
		Very likely	Possible	Unlikely
	TOTAL (2788)	24.8% (692)	74.9% (2089)	0.3% (7)
Very interested	56.0% (1561)	62.6% (433)	53.9% (1125)	42.9% (3)
Somewhat interested	34.2% (954)	28.9% (200)	35.9% (750)	57.1% (4)
Could be tempted	6.2% (173)	3.3% (23)	7.2% (150)	0.0% (0)
Not interested	3.6% (100)	5.2% (36)	3.1% (64)	0.0% (0)

If you travelled to Australia how interested would you be in visiting the following cities? Perth		How likely is it that you will plan to travel to Australia in the next 12 months?		
		Very likely	Possible	Unlikely
	TOTAL (2789)	24.7% (690)	75.0% (2092)	0.3% (7)
Very interested	56.4% (1573)	53.2% (367)	57.4% (1201)	71.4% (5)
Somewhat interested	38.9% (1084)	43.0% (297)	37.5% (785)	28.6% (2)
Could be tempted	3.0% (83)	1.6% (11)	3.4% (72)	0.0% (0)
Not interested	1.8% (49)	2.2% (15)	1.6% (34)	0.0% (0)

If you travelled to Australia how interested would you be in visiting the following cities? Sydney		How likely is it that you will plan to travel to Australia in the next 12 months?		
		Very likely	Possible	Unlikely
	TOTAL (2771)	24.8% (686)	75.0% (2078)	0.3% (7)
Very interested	61.0% (1690)	58.5% (401)	61.8% (1284)	71.4% (5)
Somewhat interested	35.0% (970)	37.9% (260)	34.1% (708)	28.6% (2)
Could be tempted	2.0% (56)	0.9% (6)	2.4% (50)	0.0% (0)
Not interested	2.0% (55)	2.8% (19)	1.7% (36)	0.0% (0)

Which of the following attractions in Australia has most sparked your interest?		How likely is it that you will plan to travel to Australia in the next 12 months?		
		Very likely	Possible	Unlikely
	TOTAL (5484)	12.4% (682)	37.7% (2070)	49.8% (2732)
Ayres Rock/Uluru	6.4% (351)	5.4% (37)	6.2% (128)	6.8% (186)
Great Barrier Reef	19.7% (1083)	13.5% (92)	19.7% (407)	21.4% (584)
Sydney Harbour		34.0% (232)	36.9% (763)	35.7% (975)

35.9% (1970)

Whale watching	16.8% (921)	17.6% (120)	16.7% (346)	16.7% (455)
Winery tours	21.1% (1159)	29.5% (201)	20.6% (426)	19.5% (532)

How likely is it that you will plan to travel to Australia in the next 12 months?

If you were to visit more than one city how would you prefer to travel between them?

		Very likely	Possible	Unlikely
	TOTAL (5560)	12.5% (696)	37.7% (2095)	49.8% (2769)
Car	32.8% (1826)	30.2% (210)	33.5% (701)	33.0% (915)
Coach	9.3% (515)	14.7% (102)	9.7% (203)	7.6% (210)
Plane	18.8% (1047)	19.7% (137)	20.3% (426)	17.5% (484)
Train	30.8% (1714)	27.7% (193)	30.4% (636)	32.0% (885)
None of these	8.2% (458)	7.8% (54)	6.2% (129)	9.9% (275)

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