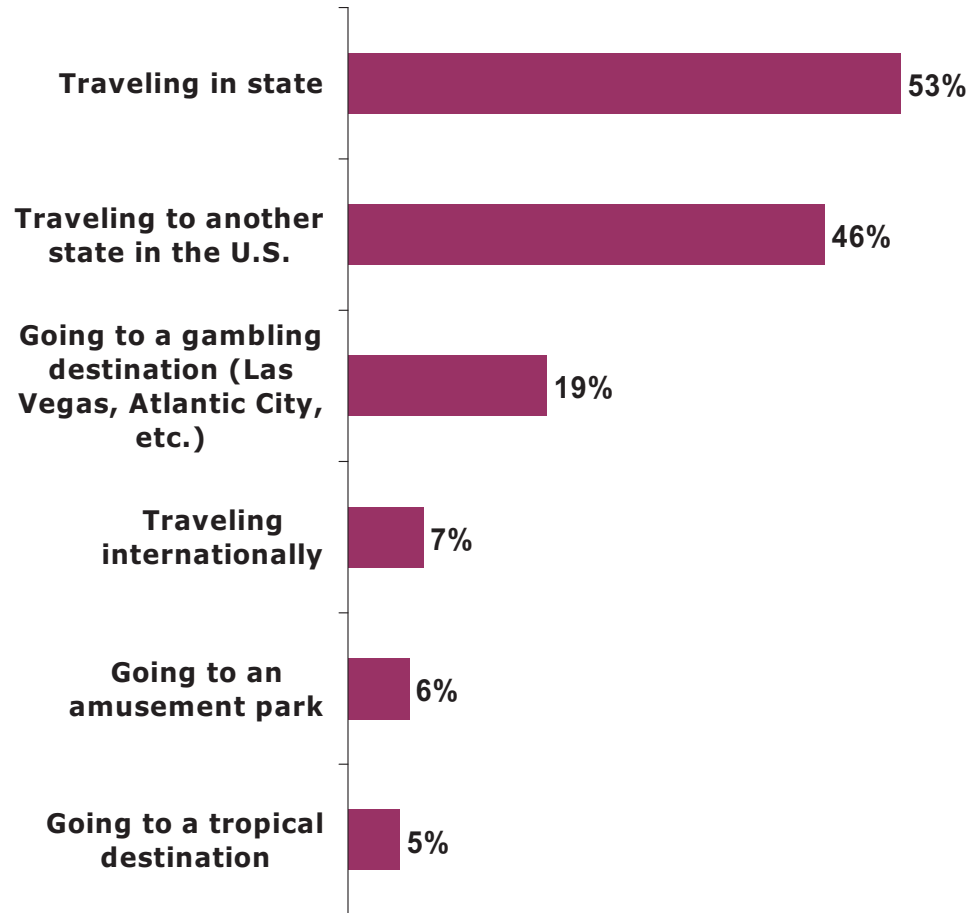


More than Half of Those Taking a Trip Will Be Traveling In State

- Nearly as many Southern Californians (46%) will be traveling to another U.S. state.



n=291

Q19: "To where are you planning to travel during the 2009 holiday season? (Select all that apply)."

Base: Households in Southern California taking at least one leisure trip during the 2009 holiday season.