



# Open Doors: Extending Hospitality to Travelers with Disabilities

## >Abstract

Eric Lipp started the Open Doors Organization (ODO) to help travelers with disabilities. In order to get the attention of the travel and hospitality industries, and to effect changes desired by people with disabilities, ODO undertook a major research project to estimate the expenditures of persons with disabilities and the accommodations that would be necessary to get them to travel more. Harris Interactive was chosen to field the multimethod survey. This case describes the methodology and the effects of the first round of a multiphase study. [www.opendoorsnfp.org](http://www.opendoorsnfp.org)

## >The Scenario

In the last decade, companies have expended training dollars to address numerous social issues, including sexual harassment and diversity. In the hospitality industry, firms have been less than enthusiastic about allocating budgets for training and other initiatives designed to make adults with disabilities feel comfortable or welcomed. Providing the incentive for airlines, hotels, cruise lines, and restaurants to take notice of this underappreciated and often invisible market segment was one of the motivations behind the *Adults with Disabilities: Travel and Hospitality Study*<sup>1</sup> funded and coordinated by Open Doors Organization (ODO),<sup>2</sup> a disability access advocacy organization.

Eric Lipp, executive director of ODO, shares that the population of adults with disabilities is growing. “Assuming incident rates by age remain as they are now<sup>3</sup>, by 2030 nearly 24 percent of the total U.S. population will have a disability (and more than 15 percent will be severely disabled).”<sup>4</sup> Other studies contribute to our understanding of increasing disability incidence as age of a population increases. As the U.S. population ages, more seniors are likely to develop disabilities that limit or restrict movement or pose travel hurdles. Stroke caused by cerebrovascular disease is the leading cause of disability among adults. Incidence of stroke in the United States is estimated at 700,000 new cases per year.<sup>5</sup>

Little research had been done by companies on the disability travel market segment before the ODO study. “We believe that fear [of the sensitivity of the issue],” explains Lipp, “keeps companies from exploring the opportunities. But to get them to hear the opportunity, we’d have to show them the numbers.” Francie Turk, volunteer study consultant and principal with Consumer Connections, Inc., concludes, “The travel industry was interested, but they thought it was politically incorrect to ask. But people, especially those who feel they haven’t been heard, appreciate being asked for their ideas.”<sup>6</sup>

“We wanted to provide evidence that it was a good financial investment to market to adults with disabilities,” explains Lipp. “Only if companies understand the financial implications will they invest in disability initiatives.” The ODO study had four objectives:

- Estimate the economic impact of the disability community on the travel industry.
- Measure the travel behaviors of adults with disabilities, including how often they travel and with whom, how much they spend, and the sources of information on which they rely.
- Determine how well the needs of adults with disabilities are being met by the travel industry (including airlines, cruise lines, restaurants, and hotels).
- Quantify what services and products would encourage adults with disabilities to travel more.

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## > The Research

“We decided to do a dual-modality survey and my responsibility was to find an organization to assist ODO, as well as guide the process,” explains Turk. Using her network of contacts, Turk narrowed the field of suppliers to three, eventually awarding the research contract to Harris Interactive.<sup>7</sup> “While Strategic Marketing, Inc. and Market Facts (now Synovate) are also well-regarded research firms, Harris Interactive had experience surveying adults with disabilities; that tipped the scale.”

To understand the disability community’s travel frustrations and experiences, ODO first turned to adults with disabilities. “Many on the ODO staff have disabilities,” explains Lipp. “From personal experience, we know that those with disabilities often stay home rather than face the obstacles of restaurants, hotel rooms, and airplanes.” But Lipp also knew that while ODO could be the voice for people with disabilities, the organization might not have the full picture. Using the research expertise of volunteer Turk,<sup>8</sup> ODO conducted its own focus groups. Thirteen participants, all with disabilities, were involved in two group sessions held at ODO headquarters. “We needed to flesh out the critical issues,” explains Turk. “But we also needed to be sure we understood the right language to clarify those issues.”

ODO wanted buy-in from those organizations that already address disability issues and those that could benefit from knowing the study’s findings, so it recruited representatives to influence the questionnaire design. Lipp and Turk spoke with numerous executives from airlines, hotels, and travel destinations like Disney to find out what they needed and wanted to know. Then they formed a team to help develop the survey questions; it included Laura Light from Harris Interactive, adults with disabilities, and individuals representing businesses in the hospitality industry.

Through a series of conference calls and meetings, the survey was crafted. “At the beginning we had far too many questions. The survey would have been far too long,” describes Lipp. “Our focus was too broad,” contributes Turk. So they narrowed the focus to primarily airlines and hotels, giving only cursory attention to restaurants and cruises. The resulting edited questionnaire, after the initial draft by Harris Interactive and five revisions, would take 21 minutes to administer.<sup>9</sup> (See [Exhibit ODO-1](#).)

In terms of sampling, ODO narrowed its definition of an adult with a disability. “We wanted the disability to be permanent, and we wanted to cover the full range of physically limiting disabilities,” shares Turk. “But we didn’t want to include those with mental or emotional disorders.” Harris Interactive identified an ‘adult with a disability’ participant by using a variation of the 2000 U.S. Census questions. In the U.S. Census, a *disability* was defined as ‘blindness, deafness, or a condition that substantially limits one or more basic physical activities such as walking, climbing stairs, reaching, lifting, or carrying.’ (see [Exhibit ODO-2](#).)

In total, 1037 surveys were completed between September 23, 2002, and October 9, 2002; 534 were conducted online using the Harris Interactive online database and screening for adults with disabilities, while 503 interviews were conducted by telephone. Some of the telephone participants had previously participated in Harris Interactive studies and agreed to participate in future polls related to disability issues.<sup>10</sup> Harris Interactive regularly uses a hybrid methodology involving phone and online participants. “People with disabilities are not all reachable by phone or online; the nature of their disability will sometimes exclude one method or another. It was important to use both to achieve a representative sample,” shares Laura Light, research director at Harris Interactive on the ODO study.<sup>11</sup> During analysis, Harris Interactive addresses the dual methodologies by weighting the data using a proprietary weighting process. “All Harris Interactive polls are weighted by demographics to ensure the sample is representative. But with online studies, we use propensity weighting as well,” explains Light. Online participants tend to be better-informed, so Harris Interactive uses responses to attitudinal and behavioral questions to weight online participants’ responses compared to those of persons they speak with by phone. Propensity weighting<sup>12</sup> adjusts responses of an individual online participant based on national data about that individual’s likelihood to be online.



## Exhibit ODO-2: Census 2000 Questions on Disability Status

### Census 2000 Questions

16. Does this person have any of the following long-lasting conditions:
  - a. Blindness, deafness, or a severe vision or hearing impairment?
  - b. A condition that substantially limits one or more basic physical activities such as walking, climbing stairs, reaching, lifting, or carrying?
  
17. Because of a physical, mental, or emotional condition lasting 6 months or more, does this person have any difficulty in doing any of the following activities:
  - a. Learning, remembering, or concentrating?
  - b. Dressing, bathing, or getting around inside the home?
  - c. (Answer if this person is 16 YEARS OLD or OVER) Going outside the home alone to shop or visit a doctor's office?
  - d. (Answer if this person is 16 YEARS OLD or OVER) Working at a job or business?

Source: U.S. Census Bureau, Census 2000 questionnaire.

The survey included a variety of question types, but some of the most challenging were paired-comparison exercises. When developing paired-comparison scales, each item is paired against each other item in a list, asking the participant to choose one from the pair on some criterion. In two survey questions, to learn about accommodations made for or desired by those with disabilities, Harris Interactive used its proprietary methodology *COMPASS*. For one question a list of 17 possible disability-targeted accommodations for airlines was considered. Among the possible airline accommodations were “attendants who do not call unnecessary attention to my needs,” “accessible lavatory,” and “Braille safety cards.” (see [Exhibit ODO-3](#) for all 17 accommodations.) To fully address a list of 17 items, the number of comparisons (136) would be daunting, so *COMPASS* uses a computer program to reduce the number of pairs per participant while still assessing all 136 pairs. “Each individual participant is asked to address a portion of the full pair set. [See [Exhibit ODO-4](#).<sup>13</sup>] *COMPASS* allows us to determine a ranking within a very long list without taking extensive time from or wearing out the participant,” shares Light. “Within the entire sample, we have the ability not only to rank the items on the list but also measure the magnitude of difference between the items.” This one exercise required 150 seconds to complete online.

The study confirmed what ODO had been hearing anecdotally, and showed few differences based on type of disability:

- The adults with disabilities travel segment is huge and likely to get much bigger.
- Hotels and airlines making accommodations for the segment could double their revenues.
- The Internet and referrals are powerful information resources for the segment.

Possibly most surprising among the findings was that the accommodations that travel industry businesses need to make to attract those extra travel dollars aren’t necessarily the most costly options. In the airline segment, the ranking of accommodation activities drawn from the paired-comparison exercise revealed that adults with disabilities wanted (1) more accommodating staff—those who understood their special needs, (2) guaranteed preferred seating for people with disabilities—which most airlines have but don’t prominently promote, and (3) a designated employee at check-in and arrival to handle issues related to disability-caused problems.

The Harris Interactive final report to ODO encompassed a 76-slide PowerPoint-driven oral presentation with a significant number of charts and graphs and a 245-page written report including 131 tables using demographic and lifestyle variables against target variables; these were all indexed in the back of the report by page number.<sup>14</sup>

The next phase of ODO’s *Adults with Disabilities: Travel and Hospitality Study* began in



2004. “We’re changing the focus, somewhat,” shares Turk, “looking much more at restaurants and rental car companies.” ODO will also spend less time on identifying the accommodations needed to attract travelers with disabilities. “We think we understand these issues well,” explains Turk. What heads ODO’s agenda this time? “We want to discover how these adults use the Internet [for travel information and reservations]. This time, we’re more interested in judging whether those firms that enhanced training and made accommodations experienced a boost in customer satisfaction and travel business.”

### Exhibit ODO-3 Accommodations\* Evaluated by Air Travelers with Disabilities

Accommodations	
01	Wheelchair dro-off and pick-up at gate
02	More time to board or exit the plane
03	A “meet and assist” or escort service at the gate
04	Guaranteed preferred seating (for example, bulkhead or aisle seating)
05	One centralized phone number to call to make all of my arrangements
06	A designated airline employee at check-in and arrival who asks how he or she can help me
07	Increased sensitivity to my needs during security checks
08	Attendants who do not call unnecessary attention to my needs
09	Staff who go out of their way to accommodate my special needs
10	Use of airport wheelchair to get to the gate
11	Use of airport transfer chair (narrow chair) to get to my seat
12	Use of onboard wheelchair
13	Accessible lavatory
14	Oxygen available on board
15	Assistive hearing devices
16	Braille safety cards
17	Assistance dogs

\*Accommodations are presented here in random order.

### Exhibit ODO-5 Paired Comparison Exercise with 17 Attributes

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
1																	
2	1																
3	2	17															
4	3	18	32														
5	4	19	33	46													
6	5	20	34	47	59												
7	6	21	35	48	60	71											
8	7	22	36	49	61	72	82										
9	8	23	37	50	62	73	83	92									
10	9	24	38	51	63	74	84	93	101								
11	10	25	39	52	64	75	85	94	102	109							
12	11	26	40	53	65	76	86	95	103	110	116						
13	12	27	41	54	66	77	87	96	104	111	117	122					
14	13	28	42	55	67	78	88	97	105	112	118	123	127				
15	14	29	43	56	68	79	89	98	106	113	119	124	128	131			
16	15	30	44	57	69	80	90	99	107	114	120	125	129	132	134		
17	16	31	45	58	70	81	91	100	108	115	121	126	130	133	135	136	

In a paired comparison, each participant is presented with two options and asked to indicate a preference between the two on some criterion. If each item is compared to every other item, one individual doing a 17-item paired comparison would be presented with 136 comparisons,<sup>1</sup> an overwhelming task for any participant. Harris Interactive’s *COMPASS* uses a computer program to generate all the pairings and then generate several sets, each consisting of some of those pairings. Each participant is asked to address the pairs in only one set.<sup>2</sup> For any participant, the number of pairs in his or her set equals the number of attributes in the list.<sup>3</sup> Also, within the set, the participant will be exposed to each attribute at least twice.<sup>4</sup> *COMPASS* reduces the participant burden of the exercise to a manageable level and significantly reduces the participant’s time doing the exercise. This increases their likely completion of the exercise. Each individual pairing is asked of a subset of the sample of all participants in the study.<sup>5</sup> *COMPASS* generates enough sets so that all possible pairings are completed, while allowing overlap of pairings between participants. For this 17-item *COMPASS* exercise, Harris Interactive would use 9 different sets of paired comparisons with a minimum of 270 participants.

$$^1 P = N! / [(N-2)! \times (2!)]$$

where P = the number of paired-comparisons  
 N = the number of items to be compared  
 Each pair is numbered in the chart, from 1 to 136.

<sup>2</sup> An example of a set is represented by the green-shaded numbered boxes above. The set would comprise the following pairings: 2, 8, 18, 24, 33, 47, 65, 72, 82, 91, 102, 113, 117, 126, 127, 132, and 134.

<sup>3</sup> In our example, as the number of attributes to be compared is 17, the number of pairings any one participant would address would be 17.

<sup>4</sup> Each attribute must appear at least twice in each set (minimum)

Pairing#	2	8	18	24	33	47	65	72	82	91	102	113	117	126	127	132	134
Attribute	1	9	2	10	3	4	5	6	7	7	9	10	11	12	13	14	15
Attribute	3	1	4	2	5	6	12	8	8	17	11	15	13	17	14	16	16

In our example, pairing 18 will expose the participant to attributes 2 and 4, while pairing 24 will expose the participant to attributes 2 and 10. Nowhere else in the set will the participant be exposed to attribute 2. But he or she will see attribute 10 again when presented with pairing 113 and attribute 4 again when presented with pairing 47.

<sup>5</sup> In our example, pairing 102, which forces a choice between attribute 9 and attribute 11, would be asked of several participants, keeping the minimum number of participants above 30.



## >URLs

[www.opendoorsnfp.org](http://www.opendoorsnfp.org); [www.harrisinteractive.com](http://www.harrisinteractive.com)

## >Discussion

1. How did ODO operationalize the definition of an adult with a disability? What arguments could you make that the definition was too inclusive or too narrow?
2. Analyze the research design's various components. Identify any potential problems and explain the ramifications of these design issues. Identify potential strengths of the design.
3. What is a hybrid (dual-modality) methodology? What are the pros and cons of the hybrid methodology used in this study?
4. Francie Turk had no prior experience with researching Americans with disabilities. Assume you have similar background; what would you have done in the exploratory phase of this project to become familiar with the frustrations and hurdles that adults with disabilities face when traveling? Compare your research process with what ODO did. What could ODO have gained from incorporating your methods?
5. Brainstorm lists of potential hotel, restaurant, and rental car accommodations to be evaluated for adults with disabilities and create your own paired-comparison question. During a phone interview, how quickly could you cover this question? What are the advantages and disadvantages to using this measurement scale in the phone survey in comparison to using it in the online survey?
6. What are the management, research, and investigative questions driving the next *Adults with Disabilities: Travel and Hospitality Study*?

## >Notes

- <sup>1</sup> Study was conducted between September 23, 2002, and October 9, 2002.
- <sup>2</sup> The Open Doors Organization (ODO), founded in 2000, is committed to ensuring that all persons with disabilities have the same consumer opportunities as those without disabilities. ODO gives businesses the information and tools it needs to succeed in the disability market. It conducts research, management and employee training, and provides guidance to comply with the Americans with Disabilities Act. "Our Commitment to the disability community," Open Doors Organization, downloaded February 20, 2004 ([http://www.opendoorsnfp.org/\\_wsn/page4.html](http://www.opendoorsnfp.org/_wsn/page4.html)).
- <sup>3</sup> Published by the Census Bureau in 2001 based on 1997 data.
- <sup>4</sup> Eric Lipp, executive director of the Open Doors Organization, interviewed by phone on March 5, 2004.
- <sup>5</sup> "Risk Factors/Epidemiology," Webcasts and Articles, Stroke-TIA.org, downloaded March 5, 2004 (<http://stroke-tia.org/stroke-tia/programs.asp>).
- <sup>6</sup> Francie Turk, principal, Consumer Connections, Inc., interviewed March 11, 2004.
- <sup>7</sup> Harris Interactive is a global market research and consulting firm, best known for *The Harris Poll*.<sup>7</sup> It has conducted the Survey of Americans with Disabilities, sponsored by the National Organization on Disabilities (NOD) for many years. Headquartered in Rochester, New York., Harris Interactive combines proprietary methodologies and technology with expertise in predictive, custom, and strategic research. "About Harris Interactive," downloaded March 10, 2004 (<http://www.harrisinteractive.com/about/>).
- <sup>8</sup> Francie Turk spent eight years in research with Kraft Foods before venturing out on her own. She earned her MBA from Northwestern University.
- <sup>9</sup> *Research Among Adults with Disabilities: Travel and Hospitality*, final report prepared by Harris Interactive for the Open Doors Organization, delivered January 2002.
- <sup>10</sup> "Sample and Methodology," *Research Among Adults with Disabilities: Travel and Hospitality*.
- <sup>11</sup> Laura Light, research director for public policy and public relations, Harris Interactive, interviewed March 10, 2004.
- <sup>12</sup> Propensity weighting is a proprietary methodology developed from Harris Interactive's extensive experience with online polling. It is based on a series of questions that address attitudinal and behavioral issues that demonstrate how online participants are different from those contacted by another means. Harris Interactive, downloaded March 10, 2003 (<http://www.harrisinteractive.com/about/methodology.asp>).
- <sup>13</sup> Steve Struhl, senior vice president with Harris Interactive, detailed the COMPASS methodology and helped construct this exhibit.
- <sup>14</sup> *Research Among Adults with Disabilities: Travel and Hospitality*.

## >Source

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**HARRIS INTERACTIVE INC.**  
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**Project Manager: Laura Light**  
**Email:** [REDACTED]  
**Phone:** [REDACTED]

J16972

July 25, 2002

[REDACTED]

**OPEN DOORS**

**Field Period:**

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**SUBJECTS FOR QUESTIONNAIRE**

SECTION 200: SCREENER/DISABILITY QUESTIONS  
SECTION 300: GENERAL TRAVEL  
SECTION 400: AIRLINES  
SECTION 500: CRUISE LINES AND RESTAURANTS  
SECTION 700: HOTELS  
SECTION 100: STANDARD DEMOGRAPHICS

**Proprietary Questions Not To Be Released:** TBD

**Harris Interactive -approved Results Items:** TBD

**Harris Interactive -approved Soft Exit Items:**

**Place Time Stamps:** Beginning of survey, end of survey

**Number of Response Equivalents (REs):**

**Estimated Survey Duration:**

**Template:** HI

[PROGRAMMER NOTE: PLEASE ENSURE THAT ALL MISSING DATA IS REPRESENTED IN SPSS DATA SET AS OUT OF RANGE NEGATIVE NUMBERS]

**SECTION 200: SCREENER/DISABILITY QUESTIONS****BASE: ALL RESPONDENTS**

**Q200** We appreciate you taking the time to complete this survey. The survey has been designed to help us better understand people's travel, entertainment, and hospitality-related behaviors and experiences.

However, we are going to begin with a few questions about disability issues. These answers will help us to ensure that we interview a broad range of people and will be kept completely confidential. Do you have any of the following long-lasting conditions? 4 items x 10 sec. = 40 sec.

[RANDOMIZE]

- 1 Blindness or a serious vision impairment (not correctable by eyeglasses or contact lenses)
- 2 Deafness or a serious hearing impairment
- 3 A condition that substantially limits one or more basic physical activities, such as walking, climbing stairs, reaching, lifting or carrying
- 4 A physical, mental, or emotional condition that increases the difficulty of learning, remembering, or concentrating

[PROGRAMMER NOTE: IF Q200/4, SKIP TO END. OTHERS ASK Q205.]

**BASE: HAS DISABILITY (Q200/1,2,3)**

**Q205** Would you describe your handicap, disability or health problem as slight, moderate, somewhat severe, or very severe? 10 sec.

- 1 Slight
- 2 Moderate
- 3 Somewhat severe
- 4 Very severe



**SECTION 300: GENERAL TRAVEL**

**BASE: HAS DISABILITY (Q200/1,2,3)**

**Q300** Now, we have a series of questions about your general entertainment and travel experiences. How many trips have you taken in the past <I>2</I> years for business and for leisure? 20 sec.

[RANGE: 0-1,000]

- 1 Business                 /      /      /      /      /      /
- 2 Leisure                 /      /      /      /      /      /

[PROGRAMMER NOTE: IF Q300/1 GREATER THAN OR EQUAL TO 1 OR Q300/2 GREATER THAN OR EQUAL TO 1, ASK Q315. OTHERS SKIP TO Q435.]

**BASE: HAS TAKEN A TRIP (Q300/1 GE 1 OR Q300/2 GE 1)**

**Q315** How did you book your last trip? 15 sec.

[RANDOMIZE]

- 1 On the Internet
- 2 On the phone with a travel agent
- 3 On the phone, directly with the airlines or hotels
- 4 In person with a travel agent
- 6 Other [ANCHOR]

**BASE: HAS TAKEN A TRIP (Q300/1 GE 1 OR Q300/2 GE 1)**

**Q320** Again, thinking about your last trip, how many people traveled with you, either children or adults? 15 sec.

[RANDOMIZE]

[RANGE: 0-90]

     /      /

**BASE: HAS TAKEN A TRIP (Q300/1 GE 1 OR Q300/2 GE 1)**

**Q325** On your last trip, how many nights were you away from home? 15 sec.

[RANGE: 1-30]

     /      / Nights

**BASE: HAS TAKEN A TRIP (Q300/1 GE 1 OR Q300/2 GE 1)**

**Q330** Also, on your last trip, approximately how much did you spend on...? 20 sec. X 6 items = 120 sec.

**Q331**

[RANDOMIZE; RANGE FOR EACH: 1-99,999]

- 1 Airfare / / / / / /
- 2 Car (for example, gas, tolls, rental) / / / / / /
- 3 Mass transit / / / / / /
- 4 Food and beverages / / / / / /
- 5 Accommodations (such as hotels, inns or motels) / / / / / /
- 6 Entertainment (for example, theater, concerts, museums, parks) / / / / / /

**BASE: HAS TAKEN A TRIP (Q300/1 GE 1 OR Q300/2 GE 1)**

**Q340** Which of the following statements best reflects how likely you are to share your personal travel experiences with others? 20 sec.

- 1 I primarily share my travel experiences with others when the services and accommodations have been *<I>excellent</I>*.
- 2 I primarily share my travel experiences with others when the services and accommodations have been *<I>poor</I>*.
- 3 Regardless of the situation – excellent or poor, I am likely to share my travel experience with others.
- 4 I rarely or never share my personal travel experience with others.

**BASE: HAS TAKEN A TRIP (Q300/1 GE 1 OR Q300/2 GE 1)**

**Q345** In general, when planning a trip, what are your best sources of information about which companies, services and products are most accessible for people with disabilities? *<I>Please check all that apply.</I>* 20 sec.

[RANDOMIZE]

- 1 Friends and family
- 2 Travel agent
- 3 Travel brochures/magazines/newspapers
- 4 Television
- 5 Disability organizations or other community organizations
- 6 Internet
- 7 Previous experience
- 8 Other [ANCHOR]

**SECTION 400: AIRLINES**

[PROGRAMMER NOTE: IF Q300/1 GREATER THAN OR EQUAL TO 1 OR Q300/2 GREATER THAN OR EQUAL TO 1, ASK Q400. OTHERS SKIP TO Q435.]

**BASE: HAS TAKEN A TRIP (Q300/1 GE 1 OR Q300/2 GE 1)**

**Q400** In the past <I>2</I> years, how many times have you flown on the following airlines? 5 sec x 8 items = 40 sec.

[RANDOMIZE]  
[RANGE: 0-900, 999]

- 01 American
- 02 Continental
- 03 Delta
- 04 Northwest
- 05 Southwest
- 06 United
- 07 USAir
- 96 Another airline not mentioned     [ANCHOR, SPECIFY AT Q405]

**BASE: OTHER AIRLINES FLOWN IN PAST TWO YEARS (Q400/96 GE 1)**

**Q405** You mentioned that you had flown on other airlines besides the ones mentioned in the previous question. Please specify which other airlines you have flown on in the past two years. 30 sec.

[TEXT BOX]

[PROGRAMMER NOTE: IF Q400/1-7 GREATER THAN OR EQUAL TO 1, ASK Q410. IF 400/1-7=0, AND Q400/96 GE 1, ASK Q425. OTHERS SKIP TO Q435.]

**BASE: HAS TRAVELED ON MAJOR US AIRLINE (Q400/1-7 GE 1)**

**Q410** Please rate your experience on each of these airlines on a scale of “1” to “7” with “1” representing “terrible” and “7” representing “excellent” in terms of how well the airline accommodated your needs as a person with a disability. 4 items x 10 sec. = 40 sec.

[PROGRAMMER NOTE: INSERT AIRLINE FROM Q400; DO NOT INCLUDE “OTHER” (Q400/96)]

**BASE: HAS TRAVELED ON AIRLINE (Q400/1-7,96 GE 1)**

**Q425** Which of the following special devices do you need when you travel? <I>Please check all that apply.</I> 20 sec.

[RANDOMIZE]

- 1 Use of airport wheelchair to get to the gate
- 2 Use of airport transfer chair (narrow chair) to get to your seat
- 3 Use of onboard wheelchair
- 4 Accessible lavatory
- 5 Some type of meet and assist or escort service at the gate
- 6 Oxygen
- 7 Assistive hearing devices
- 8 Braille safety cards
- 9 Assistance dogs
- 97 None of these

ANCHOR, E

**BASE: HAS TRAVELED ON AIRLINE (Q400/1-7,96 GE 1)**

**Q430** When you travel, do you bring your own special devices and equipment, rent special devices and equipment, or both? 15 sec.

- 1 I travel with my own special devices and equipment.
- 2 I rent special devices and equipment.
- 3 I both rent and bring my own special devices and equipment.
- 4 I do not need any special devices or equipment for my disability.

**BASE: HAS DISABILITY (Q200/1,2,3)**

**Q435** We will now show you a pair of items, and we would like you to tell us which of the two items, if either, would encourage you to fly more often. We would like you to select one of the items, even if you have only a slight preference. However, if you truly do not have a preference between the two items, please select "neither".

Which of the following two items would encourage you to fly more often? [Note to Open Doors: This question will utilize the Compass Method, allowing you to rank the items listed below.] 50 pairs X 3 sec. = 150 sec.

[RANDOMIZE]

- 01 Wheelchair drop off and pick up at gate
- 02 More time to board or exit the plane
- 03 A "meet and assist" or escort service at the gate
- 04 Guaranteed preferred seating (for example, bulkhead or aisle seating)
- 05 One centralized phone number to call to make all of my arrangements
- 06 A designated airline employee at check-in and arrival who asks how he/she can help me
- 07 Increased sensitivity to my needs during security checks
- 08 Attendants who do not call unnecessary attention to my needs
- 09 Staff who go out of their way to accommodate my special needs
- 10 Use of airport wheelchair to get to the gate
- 11 Use of airport transfer chair (narrow chair) to get to my seat
- 12 Use of onboard wheelchair
- 13 Accessible lavatory
- 14 Oxygen available on board
- 15 Assistive hearing devices
- 16 Braille safety cards
- 17 Assistance dogs

**BASE: HAS DISABILITY (Q200/1,2,3)**

**Q440** How many **<b>more</b>** flights do you think you would take in a given year if airlines were able to accommodate all of your primary needs as a person with a disability? 15 sec.

[RANGE: 1-100]

\_\_\_\_/\_\_\_\_/\_\_\_\_/

**SECTION 500: CRUISE LINES AND RESTAURANTS**

**BASE: HAS DISABILITY (Q200/1,2,3)**

**Q500** We would also like to understand your experiences with taking cruises. How many times have you taken a cruise on the following cruise lines in the past <I>5</I> years? <I>Please check all that apply.</I> 5 sec. X 8 items = 40 sec.

[RANGE: 0-900]  
[RANDOMIZE]

- |    |                                   |       |          |
|----|-----------------------------------|-------|----------|
| 01 | Carnival Cruise Lines             | _ _ _ |          |
| 02 | Celebrity Cruises                 | _ _ _ |          |
| 03 | Disney Cruise Lines               | _ _ _ |          |
| 04 | Holland America                   | _ _ _ |          |
| 05 | Norwegian Cruise Lines            | _ _ _ |          |
| 06 | Princess Cruises                  | _ _ _ |          |
| 07 | Royal Carribean                   | _ _ _ |          |
| 96 | Another cruise line not mentioned | _ _ _ | [ANCHOR] |

**BASE: HAS TAKEN CRUISE IN PAST FIVE YEARS (Q500/1-7 GE 1)**

**Q505** Please rate your experience on each of these cruise lines on a scale of “1” to “7” with “1” representing “terrible” and “7” representing “excellent” in terms of how well the cruise line accommodated your needs as a person with a disability. 3 items x 10 sec. = 30 sec.

[PROGRAMMER NOTE: INSERT CRUISE LINE FROM Q500; DO NOT INCLUDE “OTHER” (Q500/96)]

**BASE: HAS TAKEN CRUISE IN PAST FIVE YEARS (Q500/1-7,96 GE 1)**

**Q510** On your last cruise, approximately how much did you spend, not including any added purchases such as gifts or airline tickets to get to the cruise ship? <I>Please type in all nines or “999999” if you have never taken a cruise or are not sure of the answer.</I> 15 sec.

[RANGE: \$0-\$999,000]

\$/ \_\_\_ / \_\_\_ / \_\_\_ / \_\_\_ / \_\_\_ / \_\_\_ / \_\_\_ /

**BASE: HAS DISABILITY (Q200/1,2,3)**

**Q515** The next series of questions focuses on your experiences going out to eat in restaurants, whether at home or on vacation. How often in the past week have you eaten out at the following types of restaurants? 15 sec. X 3 items = 45 sec.

[RANGE: 0-50,99]

- 1 Fast food restaurants like McDonald's, Wendy's, or Taco Bell     /    /
- 2 Quick serve or chain restaurants like Denny's, IHOP, or Bennigan's     /    /
- 3 More formal, sit-down restaurants     /    /

**BASE: HAS DISABILITY (Q200/1,2,3)**

**Q520** Thinking only about the last time you ate in each of the following types of restaurants, approximately how much did you spend? 15 sec. X 3 items = 45 sec.

[RANGE: \$0-\$1000,9999]

- 1 Fast food restaurants like McDonald's, Wendy's, or Taco Bell \$/    /    /    /    /    /
- 2 Quick serve or chain restaurants like Denny's, IHOP, or Bennigan's \$/    /    /    /    /    /
- 3 More formal, sit-down restaurants \$/    /    /    /    /    /

**SECTION 700: HOTELS**

**BASE: HAS DISABILITY (Q200/1,2,3)**

**Q700** We would now like to ask you a few questions about your accommodations while you are on vacation. When you travel, where do you typically stay? 10 sec.

- 1 In a hotel, motel, or inn
- 2 With friends or family
- 3 Other

**BASE: HAS DISABILITY (Q200/1,2,3)**

**Q705** How many times have you stayed at the following hotels, motels, or inns in the past two years? 5 sec x 16 items = 80 sec.

[RANDOMIZE]

[RANGE: 0-900, 999]

- 01 Best Western
- 02 Days Inn
- 03 Doubletree
- 04 Embassy Suites
- 05 Fairfield Inn
- 06 Hilton
- 07 Holiday Inn
- 08 Homewood Suites
- 09 Hyatt
- 10 Marriott
- 11 Marriott Courtyard/Renaissance/Residence
- 12 Microtel
- 13 Motel 6
- 14 Radisson
- 15 Red Roof Inn
- 96 Another hotel not mentioned

ANCHOR, SPECIFY AT Q710

**BASE: OTHER HOTEL IN PAST 2 YEARS (Q705/96 GE 1)**

**Q710** You mentioned that you had stayed in other hotels besides the ones mentioned in the previous question. Please specify which other hotels you have stayed in over the past two years. 30 sec.

[TEXT BOX]

[PROGRAMMER NOTE: IF Q705/1-15 GE 1, ASK Q715. OTHERS SKIP TO 720.]

**BASE: HAS STAYED IN MAJOR HOTEL CHAIN IN PAST TWO YEARS (Q705/01-15 GE 1)**

**Q715** Please rate your experience on each of the following hotels on a scale of “1” to “7” with “1” representing “terrible” and “7” representing “excellent” in terms of how well the hotel accommodated your needs as a person with a disability. 8 items x 10 sec. = 80 sec.

[PROGRAMMER NOTE: INSERT HOTEL CHAIN FROM Q710, NOT INC. Q705/96]



**BASE: HAS DISABILITY (Q200/1,2,3)**

**Q720** We will now show you a pair of items, and we would like you to tell us which of the two items, if either, would encourage you to stay in hotels more often. We would like you to select one of the items, even if you have only a slight preference. However, if you truly do not have a preference between the two items, please select "neither".

Which of the following two items would encourage you to stay in hotels more often? [*Note to Open Doors: This question will utilize the Compass Method, allowing you to rank the items listed below.*] 70 pairs X 3 sec. = 210 sec.

- 01 Non wheelchair accessible room
- 02 Wheelchair accessible room with roll-in shower
- 03 Wheelchair accessible room with bathtub
- 04 Portable tub/shower seat available
- 05 Wall mounted shower seat available
- 06 Room with grab bars only
- 07 Bed on open bed frame
- 08 Double bed room
- 09 Room close to entrance and transportation
- 10 Room close to hotel restaurants or food court
- 11 In room TTY
- 12 Visual alert system for doors, phone, and smoke detector
- 13 Captions on all television channels
- 14 Phone amplifier
- 15 Elevator access
- 16 Internet access in room
- 17 Room service
- 18 Lower shower heads
- 19 Lower closet shelves
- 20 Ramp access to entrances
- 21 Staff who do not call unnecessary attention to my needs
- 22 Staff who go out of their way to accommodate my special needs
- 23 A designated hotel employee at check-in who asks how he/she can help me

**BASE: HAS DISABILITY (Q200/1,2,3)**

**Q725** In a given year, how many **<b>more</b>** times would you stay in a hotel if hotels were able to accommodate all of your primary needs as a person with a disability? 15 sec.

[RANGE: 1-365]

\_\_\_\_/\_\_\_\_/\_\_\_\_/\_\_\_\_/\_\_\_\_

**SECTION 100: DEMOGRAPHICS****BASE: ALL RESPONDENTS****Q103** Are you...?

- 1 Male
- 2 Female

**BASE: ALL RESPONDENTS****Q106** In what year were you born? *<I>Please enter as a four-digit number, e.g., 1963.</I>*

[RANGE: 1900-1988]

|\_|\_|\_|\_|

**BASE: ALL RESPONDENTS****Q113** Excluding email, how many hours a week do you spend on the Internet or World Wide Web?

[RANGE: 0-168]

|\_|\_|\_|

**BASE: ALL RESPONDENTS****Q135** What is your marital status?

- 1 Married
- 2 Single, never married
- 3 Divorced
- 4 Separated
- 5 Widowed
- 6 Living with partner

**BASE: ALL RESPONDENTS****Q138** Including you, how many adults (age 18 or over) live in your household?

[RANGE: 1-50]

|\_|\_|

**BASE: ALL RESPONDENTS****Q141** How many children under the age of 18 live in your household?

[RANGE: 0-15]

|\_|\_|

**BASE: ALL RESPONDENTS**

**Q146** What is the highest level of education you have completed or the highest degree you have received?

- 01 Less than high school
- 02 Completed some high school
- 03 High school graduate or equivalent (e.g., GED)
- 04 Completed some college, but no degree
- 05 Associate’s degree
- 06 College graduate (e.g., B.A., A.B., B.S.)
- 07 Completed some graduate school, but no degree
- 08 Completed graduate school (e.g., M.S., M.D., Ph.D.)

**BASE: ALL RESPONDENTS**

**Q149** Which one of the following best describes your employment status?

[SINGLE RESPONSE]

[DO NOT ROTATE]

[PROGRAMMER NOTE: DISPLAY IN TWO COLUMNS, GOING DOWN.]

- 1 Employed full time
- 2 Employed part time
- 3 Self-employed
- 4 Not employed, but looking for work
- 5 Not employed and not looking for work
- 6 Retired
- 8 Student
- 9 Homemaker

**BASE: ALL RESPONDENTS**

**Q157** Which of the following income categories best describes your total 2001 <U>household</U> income before taxes?

[RIGHT JUSTIFY THE FOLLOWING: <P><font color=blue size=-1>Why do we ask this question? <a ref=insert link 1 here>Click here</a>.</font> ]

- 01 Less than \$15,000
- 02 \$15,000 to \$24,999
- 03 \$25,000 to \$34,999
- 04 \$35,000 to \$49,999
- 05 \$50,000 to \$74,999
- 06 \$75,000 to \$99,999
- 07 \$100,000 to \$124,999
- 08 \$125,000 to \$149,999
- 09 \$150,000 to \$199,999
- 10 \$200,000 to \$249,999
- 11 \$250,000 or more
- 99 Decline to answer

**BASE: ALL RESPONDENTS**

**Q160** In what state or territory do you currently reside?

[DROP DOWN MENU WITH CHOICES LISTED—SEE STANDARD RESPONSES]

**BASE: ALL RESPONDENTS**

**Q163** What is your zip code? <I>Please enter only the first five digits.</I>

[PROGRAMMER NOTE: ALLOW ONLY 5 DIGIT, NUMERIC CODE.]

\_|\_|\_|\_|\_|

**BASE: ALL RESPONDENTS**

**Q164** U.S. Region-Harris Interactive Definition (Does not appear on screen)

[PROGRAMMER NOTE: COMPUTE THE U.S. REGION FOR THE STATES USING THE HARRIS INTERACTIVE DEFINITION.]

- 1 East
- 2 Midwest
- 3 South
- 4 West
- 5 Non-U.S. State

**BASE: ALL RESPONDENTS**

**Q175** Are you of Hispanic origin, such as Latin American, Mexican, Puerto Rican, or Cuban?

[RIGHT JUSTIFY THE FOLLOWING: <P><font color=blue size=1>Why do we ask these questions? <a ref=insert link 4 here>Click here</a>.</font> ]

- 1 Yes, of Hispanic origin
- 2 No, not of Hispanic origin
- 9 Decline to answer

**BASE: ALL RESPONDENTS**

**Q178** Do you consider yourself...?

[PROGRAMMER NOTE: DISPLAY IN TWO COLUMNS, GOING DOWN.]

- |    |                                   |                             |
|----|-----------------------------------|-----------------------------|
| 01 | White                             | JUMP TO SWEEPSTAKES SECTION |
| 02 | Black                             | JUMP TO SWEEPSTAKES SECTION |
| 03 | African American                  | JUMP TO SWEEPSTAKES SECTION |
| 04 | Asian or Pacific Islander         | JUMP TO SWEEPSTAKES SECTION |
| 05 | Native American or Alaskan native | JUMP TO SWEEPSTAKES SECTION |
| 06 | Mixed racial background           | JUMP TO Q180                |
| 96 | Other race [SPECIFY AT Q179]      | ASK Q179                    |
| 99 | Decline to answer                 | JUMP TO SWEEPSTAKES SECTION |

**BASE: OTHER RACE (Q178/96)**

**Q179** Please specify what race you consider yourself.

[TEXT BOX]

**BASE: MIXED RACIAL BACKGROUND RESPONDENTS (Q178/06)**

**Q180** You indicated that you consider yourself of a mixed racial background. With which of the following racial groups do you most closely identify? <I>Please check all that apply.</I>

[MULTIPLE RESPONSE]

- 01 White
- 02 Black
- 03 African American
- 04 Asian or Pacific Islander
- 05 Native American or Alaskan native
- 96 Other race
- 99 Decline to answer E

**BASE: ALL RESPONDENTS**

**Q99** Thank you page, sweepstakes and count of qualified complete

**HARRIS INTERACTIVE INC.**  
111 Fifth Avenue  
New York, New York 10003

**Project Manager: Laura Light**  
**Email:** [REDACTED]  
**Phone:** [REDACTED]

**J16972**

**August 29, 2002**

[REDACTED]

**OPEN DOORS**

**Field Period:**

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**SUBJECTS FOR QUESTIONNAIRE**

SECTION 400: SCREENER/DISABILITY QUESTIONS  
SECTION 500: GENERAL TRAVEL  
SECTION 600: AIRLINES  
SECTION 700: CRUISE LINES AND RESTAURANTS  
SECTION 800: HOTELS  
SECTION 100: STANDARD DEMOGRAPHICS

[PROGRAMMER NOTE: PLEASE ENSURE THAT ALL MISSING DATA IS REPRESENTED IN SPSS DATA SET AS OUT OF RANGE NEGATIVE NUMBERS]

**SECTION 400: SCREENER/DISABILITY QUESTIONS**

**BASE: ALL RESPONDENTS**

**Q400** Hello, I'm \_\_\_\_\_ from The Harris Poll, a nationally known public opinion research firm. We are conducting an important short survey on the topic of travel and entertainment experiences. It will only take about 20 minutes of your time, and we think you will find it interesting. Let me assure you that we are not trying to sell you anything. At no time will any of your answers be attributed to you or your family in any way. May I continue?

- 1 Yes
- 2 No

**BASE: ALL RESPONDENTS**

**Q405** We are going to begin with a few questions about disability issues. These answers will help us to ensure that we interview a broad range of people and will be kept completely confidential. Do you or does anyone aged 18 or older in your household have any of the following long-lasting conditions? (INT: READ EACH ITEM. IF YES, ASK "IS THAT YOU OR SOMEONE ELSE")

[RANDOMIZE]

	1	2	3	8	9
<b>Q406</b>	<u>You</u>	<u>Someone else</u>	<u>You and someone else</u>	<u>Not sure</u>	<u>Decline to answer</u>
1	Blindness or a serious vision impairment (that is not correctable by eyeglasses or contact lenses) (CONTINUE TO Q410)				
2	Deafness or a serious hearing impairment (CONTINUE TO Q410)				
3	A condition that substantially limits one or more basic physical activities, such as walking, climbing stairs, reaching, lifting or carrying (CONTINUE TO Q410)				
4	A physical, mental, or emotional condition that increases the difficulty of learning, remembering, or concentrating (THANK AND TERMINATE)				
9	Decline to answer (VOL) (THANK AND TERMINATE)				

[PROGRAMMER NOTE: IF Q405/1-3 AND 406/1,3 CONTINUE. IF Q405/1-3 AND Q406/2, ASK Q407. OTHERS THANK AND TERMINATE.]

**BASE: ALL RESPONDENTS**

**Q407** May I please speak to the person in your household who has [PROGRAMMER NOTE: INSERT ITEM FROM Q405/1-3 AND 406/2]?

- 1 Yes, will connect ASK Q400
- 2 Yes, call back SET UP CALL BACK
- 3 No THANK AND TERMINATE

**BASE: HAS DISABILITY (Q405/1,2,3)**

**Q410** Would you describe your handicap, disability or health problem as: (INT: READ LIST)

- 1 Slight
- 2 Moderate
- 3 Somewhat severe
- 4 Very severe
- 8 Not sure (VOL)
- 9 Decline to answer (VOL)

**SECTION 500: GENERAL TRAVEL**

**BASE: HAS DISABILITY (Q405/1,2,3)**

**Q500** Now, we have a series of questions about your general travel experiences. How many trips have you taken in the past 2 years for business? (INT: RECORD WHOLE NUMBER FROM 0 TO 1000. DO NOT ACCEPT RANGE. RECORD 9998 FOR NOT SURE AND 9999 FOR DECLINE TO ANSWER)

[RANGE: 1-1000, 9998, 9999]

[TEXT BOX] (IF GREATER OR EQUAL TO ONE CONTINUE TO Q515)

**BASE: HAS DISABILITY (Q405/1,2,3)**

**Q505** And how many trips have you taken in the past 2 years for leisure? (INT: RECORD WHOLE NUMBER FROM 0 TO 100. DO NOT ACCEPT RANGE. RECORD 998 FOR NOT SURE AND 999 FOR DECLINE TO ANSWER)

[RANGE: 1-100, 998, 999]

[TEXT BOX] (IF GREATER OR EQUAL TO ONE CONTINUE TO Q515)

[INTERVIEWER NOTE: IF EQUAL TO ZERO IN Q500 AND Q505 SKIP TO Q635.]

**BASE: HAS TAKEN A TRIP (Q500 GE 1 OR Q505 GE 1)**

**Q515** How did you book your last trip. Was it: (INT: READ LIST)

[RANDOMIZE]

- 1 On the Internet
- 2 On the phone with a travel agent
- 3 On the phone, directly with the airlines or hotels
- 4 In person with a travel agent
- 6 Other (VOL) [ANCHOR]
- 8 Not sure (VOL) [ANCHOR]
- 9 Decline to answer (VOL) [ANCHOR]

**BASE: HAS TAKEN A TRIP (Q500 GE 1 OR Q505 GE 1)**

**Q520** Again, thinking about your last trip, how many people traveled with you, either children or adults? (INT: RECORD WHOLE NUMBER BETWEEN 0 AND 90. DO NOT ACCEPT RANGE. RECORD 98 FOR NOT SURE AND 99 DECLINE TO ANSWER)

[RANGE: 0-90, 98, 99]

[TEXT BOX]

**BASE: HAS TAKEN A TRIP (Q500/1 GE 1 OR Q500/2 GE 1)**

**Q525** On your last trip, how many nights were you away fromhome? (INT: RECORD WHOLE NUMBER BETWEEN 1 AND 30. DO NOT ACCEPT RANGE. RECORD 98 FOR NOT SURE AND 99 FOR DECLINE TO ANSWER)

[RANGE: 1-30, 98, 99]

[TEXT BOX]



**BASE: HAS TAKEN A TRIP (Q500/1 GE 1 OR Q500/2 GE 1)**

**Q530** Also, on your last trip, approximately how much did you spend on...? (INT: READ EACH ITEM. RECORD WHOLE NUMBER FOR EACH. DO NOT ACCEPT RANGE. RECORD 99,998 FOR NOT SURE AND 99,999 FOR DECLINE TO ANSWER)

**Q531**

[RANDOMIZE; RANGE FOR EACH: 1-99997, 99998, 99999]

- 1 Airfare [TEXT BOX]
- 2 Car (for example, gas, tolls, rental) [TEXT BOX]
- 3 Mass transit [TEXT BOX]
- 4 Food and beverages [TEXT BOX]
- 5 Accommodations (such as hotels, inns or motels) [TEXT BOX]
- 6 Entertainment (for example, theater, concerts, museums, parks) [TEXT BOX]

**BASE: HAS TAKEN A TRIP (Q500 GE 1 OR Q505 GE 1)**

**Q540** Which of the following statements best reflects how likely you are to share your personal travel experiences with others? (INT: READ LIST.)

- 1 You primarily share your travel experiences with others when the services and accommodations have been *excellent*.
- 2 You primarily share your travel experiences with others when the services and accommodations have been *poor*.
- 3 Regardless of the situation – excellent or poor, you are likely to share your travel experience with others.
- 4 You rarely or never share your personal travel experience with others.
- 7 None of these (VOL)
- 8 Not sure (VOL)
- 9 Decline to answer (VOL)

**BASE: HAS TAKEN A TRIP (Q500/1 GE 1 OR Q500/2 GE 1)**

**Q545** In general, when planning a trip, what are your best sources of information about which companies, services and products are most accessible for people with disabilities? (INT: READ LIST)

[RANDOMIZE]

[MULTIPLE RESPONSE]

- 01 Friends and family
- 02 Travel agent
- 03 Travel brochures, magazines or newspapers
- 04 Television
- 05 Disability organizations or other community organizations
- 06 Internet
- 07 Previous experience
- 96 Other (VOL) [ANCHOR]
- 97 None of these (VOL) [ANCHOR], E
- 98 Not sure (VOL) [ANCHOR], E
- 99 Decline to answer (VOL) [ANCHOR], E

**SECTION 600: AIRLINES**

[PROGRAMMER NOTE: IF Q500 IS GREATER THAN OR EQUAL TO 1 OR Q505 IS GREATER THAN OR EQUAL TO 1 ASK Q600. ALL OTHERS SKIP TO Q635.]

**BASE: HAS TAKEN A TRIP (Q500/1 GE 1 OR Q500/2 GE 1)**

**Q600** In the past 2 years, how many times have you flown on the following airlines? (INT: READ EACH ITEM. RECORD WHOLE NUMBER BETWEEN 0 AND 900 FOR EACH. DO NOT ACCEPT RANGE. RECORD 998 FOR NOT SURE AND 999 FOR DECLINE TO ANSWER)

[RANDOMIZE]

[RANGE: 0-900, 998, 999]

- |    |                               |            |                    |
|----|-------------------------------|------------|--------------------|
| 01 | American                      | [TEXT BOX] | (SKIP TO Q610)     |
| 02 | Continental                   | [TEXT BOX] | (SKIP TO Q610)     |
| 03 | Delta                         | [TEXT BOX] | (SKIP TO Q610)     |
| 04 | Northwest                     | [TEXT BOX] | (SKIP TO Q610)     |
| 05 | Southwest                     | [TEXT BOX] | (SKIP TO Q610)     |
| 06 | United                        | [TEXT BOX] | (SKIP TO Q610)     |
| 07 | USAir                         | [TEXT BOX] | (SKIP TO Q610)     |
| 96 | Another airline not mentioned | [TEXT BOX] | (CONTINUE TO Q605) |
- [ANCHOR]

[PROGRAMMER NOTE: IF Q600/01,02,03,04,05,06 OR 07 ARE GREATER THAN OR EQUAL TO 1, ASK Q610. ANOTHER AIRLINE NOT MENTIONED (Q600/96) GE 1, CONTINUE TO Q605. OTHERS SKIP TO 635.]

**BASE: MENTIONED OTHER AIRLINES FLOWN IN THE PAST 2 YEARS (Q600/96 GE 1)**

**Q605** You mentioned that you had flown on other airlines besides the ones mentioned in the previous question. Which other airlines have you flown on in the past two years?

[TEXT BOX]

[PROGRAMMER NOTE: IF Q600/01,02,03,04,05,06 OR 07 ARE GREATER THAN OR EQUAL TO 1, ASK Q610. OTHERS SKIP TO 635.]

**BASE: HAS TRAVELED ON MAJOR US AIRLINE (Q600/01-07 GE 1)**

**Q610** Please rate your experience on each of these airlines on a scale of “1” to “7” with “1” representing “terrible” and “7” representing “excellent” in terms of how well the airline accommodated your needs as a person with a disability.

[INTERVIEWER NOTE: FOR EACH AIRLINE RATED (GAVE A NUMBER GREATER THAN 0) (Q600/01-07 NE 0) ASK Q610. INSERT AIRLINE FROM Q600; DO NOT INCLUDE “OTHER” (Q600/96), NOT SURE (Q600/998), OR DECLINE TO ANSWER (Q600/999)]

**BASE: HAS TRAVELED BY PLANE (Q600/01-07, 96 GE 1)**

**Q625** Which of the following special devices do you need when you travel? (INT: READ LIST)

[RANDOMIZE]

[MULTIPLE RESPONSE]

- |    |  |             |
|----|--|-------------|
| 01 | Use of airport wheelchair to get to the gate                     |             |
| 02 | Use of airport transfer chair (narrow chair) to get to your seat |             |
| 03 | Use of onboard wheelchair  |             |
| 04 | Accessible lavatory  |             |
| 05 | Some type of meet and assist or escort service at the gate       |             |
| 06 | Oxygen   |             |
| 07 | Assistive hearing devices  |             |
| 08 | Braille safety cards   |             |
| 09 | Assistance dogs  |             |
| 97 | None of these (VOL)  | [ANCHOR], E |
| 98 | Not sure (VOL)   | [ANCHOR], E |
| 99 | Decline to answer (VOL)  | [ANCHOR], E |

**BASE: HAS TRAVELED BY PLANE (Q610/01-07, 96 GE 1)**

**Q630** When you travel, do you bring your own special devices and equipment, rent special devices and equipment, or both? (INT: READ LIST.)

- |   |   |
|---|---|
| 1 | You travel with your own special devices and equipment.               |
| 2 | You rent special devices and equipment.                               |
| 3 | You both rent and bring your own special devices and equipment.       |
| 4 | You do not need any special devices or equipment for your disability. |
| 8 | Not sure (VOL)  |
| 9 | Decline to answer (VOL)   |

**BASE: HAS A DISABILITY (Q405/1,2,3)**

**Q635** I am now going to read to you a pair of items, and I would like you to tell me which of the two items would encourage you to fly more often. I would like you to select one of the items, even if you have only a slight preference. However, if you truly do not have a preference between the two items, please say neither. Between these two items, which would encourage you to fly more often, [ITEM] OR [ITEM]?... How about [ITEM] OR [ITEM]...?

[PROGRAMMER NOTE: RANDOMIZE THE PAIRS THAT APPEAR TOGETHER]

[RANDOMIZE]

**Q636**

- 01 Wheelchair drop off and pick up at gate
- 02 More time to board or exit the plane
- 03 A "meet and assist" or escort service at the gate
- 04 Guaranteed preferred seating (for example, bulkhead or aisle seating)
- 05 One centralized phone number to call to make all of your arrangements
- 06 A designated airline employee at check-in and arrival who asks how he/she can help you
- 07 Increased sensitivity to your needs during security checks
- 08 Attendants who do not call unnecessary attention to your needs
- 09 Staff who go out of their way to accommodate your special needs
- 10 Use of airport wheelchair to get to the gate
- 11 Use of airport transfer chair (narrow chair) to get to your seat
- 12 Use of onboard wheelchair
- 13 Accessible lavatory
- 14 Oxygen available on board
- 15 Assistive hearing devices
- 16 Braille safety cards
- 17 Assistance dogs

[PROGRAMMER NOTE: EXAMPLE OF ARRANGEMENT]

**Q637** Between these two items, which would encourage you to fly more often, [ITEM] OR [ITEM].

- 1 Oxygen available on board
- 2 Braille safety cards
- 3 Either (VOL)
- 8 Not sure (VOL)
- 9 Decline to answer (VOL)

**BASE: HAS A DISABILITY (Q405/1,2,3)**

**Q645** How many **more** flights do you think you would take in a given year if airlines were able to accommodate all of your primary needs as a person with a disability? (INT: RECORD WHOLE NUMBER BETWEEN 1 AND 100. DO NOT ACCEPT RANGE. RECORD 998 FOR NOT SURE AND 999 FOR DECLINE TO ANSWER)

[RANGE: 1-100, 998, 999]

[TEXT BOX]

<b>SECTION 700: CRUISE LINES AND RESTAURANTS</b>
--

**BASE: HAS A DISABILITY (Q405/1,2,3)**

**Q700** We would also like to understand your experiences with taking cruises. How many times have you taken a cruise on the following cruise lines in the past 5 years? (INT: READ LIST. RECORD WHOLE NUMBER BETWEEN 0 AND 900 FOR EACH. DO NOT ACCEPT RANGE. RECORD 998 FOR NOT SURE AND 999 FOR DECLINE TO ANSWER.)

- |    |                                   |            |          |
|----|-----------------------------------|------------|----------|
| 01 | Carnival Cruise Lines             | [TEXT BOX] |          |
| 02 | Celebrity Cruises                 | [TEXT BOX] |          |
| 03 | Disney Cruise Lines               | [TEXT BOX] |          |
| 04 | Holland America                   | [TEXT BOX] |          |
| 05 | Norwegian Cruise Lines            | [TEXT BOX] |          |
| 06 | Princess Cruises                  | [TEXT BOX] |          |
| 07 | Royal Caribbean                   | [TEXT BOX] |          |
| 08 | Another cruise line not mentioned | [TEXT BOX] | [ANCHOR] |

**BASE: HAS TRAVELED ON MAJOR CRUISE LINE IN PAST FIVE YEARS (Q700/01-07 GE 1)**

**Q705** Please rate your experience on each of these cruise lines on a scale of "1" to "7" with "1" representing "terrible" and "7" representing "excellent" in terms of how well the cruise line accommodated your needs as a person with a disability.

[TEXT BOX]

[INTERVIEWER NOTE: FOR EACH CRUISE LINE TRAVELED ON (GAVE NUMBER GREATER THAN 0) (Q700/01-07 GE 1) ASK 705. INSERT CRUISE LINE FROM Q700; DO NOT INCLUDE ANOTHER CRUISE LINE (Q700/96), NOT SURE (Q700/998), OR DECLINE TO ANSWER (Q700/999)]

**BASE: HAS TAKEN A CRUISE IN THE PAST 5 YEARS (Q500/01-07 GE 1)**

**Q710** On your last cruise, approximately how much did you spend, not including any added purchases such as gifts or airline tickets to get to the cruise ship? (INT: RECORD WHOLE NUMBER BETWEEN \$0 AND \$999,000, DO NOT ACCEPT RANGE. RECORD 999998 FOR NOT SURE AND 999999 FOR DECLINE TO ANSWER)

[RANGE: \$0 - \$999,000, 999998, 999999]

[TEXT BOX]

**BASE: HAS A DISABILITY (Q405/1,2,3)**

**Q715** The next series of questions focuses on your experiences going out to eat in restaurants, whether at home or on vacation. How often in the past week have you eaten out at the following types of restaurants? (INT: READ LIST. RECORD WHOLE NUMBER BETWEEN 0 AND 50 FOR EACH RESPONSE, DO NOT ACCEPT RANGE. RECORD 98 FOR NOT SURE AND 99 FOR DECLINE TO ANSWER).

[RANGE: 0-50, 98, 99]

- |   |  |            |
|---|--|------------|
| 1 | Fast food restaurants like McDonald's, Wendy's, or Taco Bell       | [TEXT BOX] |
| 2 | Quick serve or chain restaurants like Denny's, IHOP, or Bennigan's | [TEXT BOX] |
| 3 | More formal, sit-down restaurants                                  | [TEXT BOX] |

**BASE: HAS A DISABILITY (Q405/1,2,3)**

**Q720** Thinking only about the last time you ate in each of the following types of restaurants, approximately how much did you spend? (INT: READ LIST. RECORD WHOLE NUMBER BETWEEN \$0 AND \$1,000 FOR EACH RESPONSE, DO NOT ACCEPT RANGE. RECORD 9998 FOR NOT SURE AND 9999 FOR DECLINE TO ANSWER).

[RANGE: \$0-\$1,000, 9998, 9999]

- 1 Fast food restaurants like McDonald's, Wendy's, or Taco Bell [TEXT BOX]
- 2 Quick serve or chain restaurants like Denny's, IHOP, or Bennigan's [TEXT BOX]
- 3 More formal, sit-down restaurants [TEXT BOX]

<b>SECTION 800: HOTELS</b>
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**BASE: HAS DISABILITY (Q405/1,2,3)**

**Q800** We would now like to ask you a few questions about your accommodations while you are on vacation. When you travel, where do you typically stay? (INT: READ LIST. RECORD ONLY ONE RESPONSE)

- 1 In a hotel, motel, or inn (CONTINUE TO Q805)
- 2 With friends or family (SKIP TO Q840)
- 6 Other (SKIP TO Q840)
- 8 Not sure (VOL) (SKIP TO Q840)
- 9 Decline to answer (VOL) (SKIP TO Q840)

**BASE: HAS DISABILITY (Q405/1,2,3)**

**Q805** How many times have you stayed at the following hotels, motels, or inns in the past two years? (INT: READ LIST. RECORD WHOLE NUMBER FOR EACH. RECORD 998 FOR NOT SURE AND 999 FOR DECLINE TO ANSWER.)

[RANDOMIZE]

[RANGE: 0-900, 998, 999]

- |    |  |                                       |
|----|--|---------------------------------------|
| 01 | Best Western                             | [TEXT BOX]                            |
| 02 | Days Inn                                 | [TEXT BOX]                            |
| 03 | Doubletree                               | [TEXT BOX]                            |
| 04 | Embassy Suites                           | [TEXT BOX]                            |
| 05 | Fairfield Inn                            | [TEXT BOX]                            |
| 06 | Hilton                                   | [TEXT BOX]                            |
| 07 | Holiday Inn                              | [TEXT BOX]                            |
| 08 | Homewood Suites                          | [TEXT BOX]                            |
| 09 | Hyatt                                    | [TEXT BOX]                            |
| 10 | Marriott                                 | [TEXT BOX]                            |
| 11 | Marriott Courtyard/Renaissance/Residence | [TEXT BOX]                            |
| 12 | Microtel                                 | [TEXT BOX]                            |
| 13 | Motel 6                                  | [TEXT BOX]                            |
| 14 | Radisson                                 | [TEXT BOX]                            |
| 15 | Red Roof Inn                             | [TEXT BOX]                            |
| 96 | Another hotel not mentioned              | [TEXT BOX] [ANCHOR] (SPECIFY AT Q810) |

[PROGRAMMER NOTE: IF Q 805/01-15 GE 1 ASK Q815. IF Q805/96 ASK Q810. ALL OTHERS SKIP TO Q820.]

**BASE: OTHER HOTEL IN PAST 2 YEARS (Q805/96 GE 1)**

**Q810** You mentioned you had stayed in other hotels besides the ones mentioned in the previous question. Please specify which other hotels you have stayed in over the past two years.

[TEXT BOX]

[PROGRAMMER NOTE: IF Q800/01-15 GE 1, ASK Q815. OTHERS SKIP TO 820.]

**BASE: HAS STAYED IN HOTEL CHAIN (Q805/01-15 GE 1)**

**Q815** Please rate your experience on each of the following hotels on a scale of "1" to "7" with "1" representing "terrible" and "7" representing "excellent" in terms of how well the hotel accommodated your needs as a person with a disability.

[INTERVIEWER NOTE: INSERT HOTEL CHAIN FROM Q805, NOT INCLUDING Q805/96]. FOR EACH HOTEL RATED (GAVE A NUMBER GREATER THAN 0) (Q800/01-13 GE 1) ASK Q710. DO NOT INCLUDE NOT SURE (Q805/998), OR DECLINE TO ANSWER (Q805/999)]

**BASE: HAS A DISABILITY (Q405/1,2,3)**

**Q820** Now I would like to read to you a pair of items, and I would like you to tell me, if you were guaranteed to receive one of the items listed, which item would encourage you to stay in hotels more often. I would like you to select one of the items, even if you have only a slight preference. However, if you truly do not have a preference between the two items, please say neither. Choosing between [ITEM] OR [ITEM], which would encourage you to stay in hotels more often?...How about [ITEM] OR [ITEM]...?

[PROGRAMMER NOTE: RANDOMIZE THE PAIRS THAT APPEAR TOGETHER]

[RANDOMIZE]

**Q825**

- 01 Non wheelchair accessible room
- 02 Wheelchair accessible room with roll-in shower
- 03 Wheelchair accessible room with bathtub
- 04 Portable tub/shower seat available
- 05 Wall mounted shower seat available
- 06 Room with grab bars only
- 07 Bed on open bed frame
- 08 Double bed room
- 09 Room close to entrance and transportation
- 10 Room close to hotel restaurants or food court
- 11 In room TTY
- 12 Visual alert system for doors, phone, and smoke detector
- 13 Captions on all television channels
- 14 Phone amplifier
- 15 Elevator access
- 16 Internet access in room
- 17 Room service
- 18 Lower shower heads
- 19 Lower closet shelves
- 20 Ramp access to entrances
- 21 Staff who do not call unnecessary attention to your needs
- 22 Staff who go out of their way to accommodate your special needs
- 23 A designated hotel employee at check-in who asks how he/she can help you

[PROGRAMMER NOTE: EXAMPLE OF HOW QUESTIONS CAN BE PAIRED FOR INTERVIEWER TO READ]

**Q837**

- 1 Ramp access to entrance
- 2 Staff who do not call unnecessary attention to my needs
- 3 Either (VOL)
- 8 Not sure (VOL)
- 9 Decline to answer (VOL)



**BASE: HAS DISABILITY (Q405/1,2,3)**

**Q840** In a given year, how many **more** times would you stay in a hotel if hotels were able to accommodate all of your primary needs as a person with a disability? (INT: RECORD WHOLE NUMBER BETWEEN 1 AND 365. DO NOT ACCEPT RANGE. RECORD 998 FOR NOT SURE AND 999 FOR DECLINE TO ANSWER)

[RANGE: 1-365, 998, 999]

[TEXT BOX]

**SECTION 100: DEMOGRAPHICS****BASE: ALL RESPONDENTS****Q100** Record gender (INT: DO NOT ASK)

- 1 Male
- 2 Female

**BASE: ALL RESPONDENTS****Q105** Now I have a few questions for classification purposes. We don't mean to pry, but we need to know some things about you in order to compare your opinions with others. In what year were you born? (INT: RECORD FOUR-DIGIT YEAR. RECORD YEAR FROM 1900-1986. RECORD 999 FOR DECLINE TO ANSWER.)

[TEXT BOX]

**BASE: ALL RESPONDENTS****Q110** What is your marital status? Are you: (INT: READ LIST. RECORD ONLY ONE RESPONSE)

- 01 Married
- 02 Single, never married
- 03 Divorced
- 04 Separated
- 05 Widowed
- 06 Living with partner
- 09 Decline to answer (VOL)

**BASE: ALL RESPONDENTS****Q115** Including you, how many adults (age 18 or over) live in your household? (INT: RECORD WHOLD NUMBER FROM 1 TO 50. DO NOT ACCEPT RANGE. RECORD 99 FOR DECLINE TO ANSWER.)

[RANGE 1-50, 99]

[TEXT BOX]

**BASE: ALL RESPONDENTS****Q120** How many children under the age of 18 live in your household? (INT: RECORD WHOLD NUMBER FROM 0 TO 15. DO NOT ACCEPT RANGE. RECORD 99 FOR DECLINE TO ANSWER.)

[RANGE 0-15, 99]

[TEXT BOX]

**BASE: ALL RESPONDENTS**

**Q125** What is the highest level of education you have completed or the highest degree you have received?  
(INT: READ LIST. RECORD ONE RESPONSE ONLY)

- 01 Less than high school
- 02 Completed some high school
- 03 High school graduate or equivalent (e.g., GED)
- 04 Completed some college, but no degree
- 05 Associate's degree
- 06 College graduate (e.g., B.A., A.B., B.S.)
- 07 Completed some graduate school, but no degree
- 08 Completed graduate school (e.g., M.S., M.D., Ph.D.)
- 99 Decline to answer (VOL)

**BASE: ALL RESPONDENTS**

**Q130** Which of the following best describes your employment status? (INT: READ LIST.)

- 01 Employed full time
- 02 Employed part time
- 03 Self-employed
- 04 Not employed, but looking for work
- 05 Not employed and not looking for work
- 06 Retired
- 07 Student
- 08 Homemaker
- 99 Decline to answer (VOL)

**BASE: ALL RESPONDENTS**

**Q135** Which of the following income categories best describes your total 2001 household income before taxes?: (INT: READ LIST. RECORD ONLY ONE RESPONSE)

- 01 Less than \$15,000
- 02 \$15,000 to less than \$24,999
- 03 \$25,000 to less than \$34,999
- 04 \$35,000 to less than \$49,999
- 05 \$50,000 to less than \$74,999
- 06 \$75,000 to less than \$99,999
- 07 \$100,000 to less than \$124,999
- 08 \$125,000 to less than \$149,999
- 09 \$150,000 to less than \$199,999
- 10 \$200,000 to less than \$249,999
- 11 \$250,000 or more
- 99 Decline to answer (VOL)

**BASE: ALL RESPONDENTS**

**Q140** (INT: DO NOT READ) Record region from sample using the Harris Interactive definition.

[PROGRAMMER NOTE: COMPUTE THE U.S. REGION FOR THE STATES USING THE HARRIS INTERACTIVE DEFINITION]

- 1 East
- 2 Midwest
- 3 South
- 4 West
- 5 NON-U.S. STATE

[PROGRAMMER NOTE: COLLECT ZIP CODE AND STATE DATA FROM SAMPLE PROFILE]

**BASE: ALL RESPONDENTS**

**Q145** Are you of Hispanic origin, such as Latin American, Mexican, Puerto Rican, or Cuban?

- 1 Yes, of Hispanic origin
- 2 No, not of Hispanic origin
- 9 Decline to answer (VOL)

**BASE: ALL RESPONDENTS**

**Q150** Do you consider yourself: (INT: READ LIST)

- 01 White
- 02 Black
- 03 African American
- 04 Asian or Pacific Islander
- 05 Native American or Alaskan native
- 06 Mixed racial background (VOL) [SKIP TO Q160]
- 96 Other race (VOL) [SKIP TO Q155]
- 99 Decline to answer (VOL)

**BASE: OTHER RACE (Q150/6)**

**Q155** What race do you consider yourself?

[TEXT BOX]

**BASE: MIXED RACIAL BACKGROUND RESPONDENTS (Q150/06)**

**Q160** You indicated that you consider yourself of a mixed racial background. With which of the following racial groups do you most closely identify?

[MULTIPLE RESPONSE]

- 01 White
- 02 Black
- 03 African American
- 04 Asian or Pacific Islander
- 05 Native American or Alaskan native
- 96 Other race (VOL)
- 99 Decline to answer (VOL)

**BASE: ALL RESPONDENTS**

**Q99** That concludes the survey. Thank you for your perspective and for participating in this Harris Poll.  
Your opinion really counts!