

Yahoo! Poll Shows Four in Five Adults Agree You Can't Put a Price on Going Home for the Holidays

Yahoo! is Giving Away 10 Pairs of Airline Tickets a Day for Five Weeks So You Can Fulfill Your Holiday Travel Dreams

Sunnyvale, CA – November 8, 2007 – If spending time with family during the holiday season is your idea of the perfect gift, you're not alone. About four in five adults (83%) agree that you can't put a price on going home for the holidays, and more than half (56%) of adults say their dream holiday experience is spending time with their family wherever they may be, according to a new survey commissioned by Yahoo! and conducted by Harris Interactive®.

As part of its holiday celebration, Yahoo! commissioned a nationwide survey measuring sentiment among the general adult population to get a sense of what people love and dread most when it comes to spending time with family and traveling during the holiday season. Additional survey results include:

- **Over The River and Through the Roof:** Only about two in five U.S. adults (38%) plan to travel during the holiday season this year. Among the nearly half (48%) of adults who know they won't be traveling during the holiday season this year, the primary barrier is cost (26%).
- **I'm Dreaming of a White (Sand) Christmas:** Those who would travel during the holiday season would most commonly choose a tropical or beach vacation (33%), followed by a visit home to be with their family (29%).
- **Home for the Holidays:** About two in three adults (68%) say spending quality time with their relatives is what they love most about being with family for the holidays.
- **(Wishing For a) Silent Night:** About 1 in 4 adults who celebrate the holidays (24%) say telling family about what's going in their personal life is what they dread most about being with family for the holidays.
- **We Wish You Happy Holidays (And That We Were Somewhere Else):** Of course, not everyone is excited about their current plans. A third of adults who celebrate the holidays (33%) say that they would rather be doing something other than their current holiday plans this year.

Jet Set Your Way Home This Holiday Season

As part of its commitment to being the online starting point for Internet users, and in keeping in the spirit of the holidays, Yahoo! is celebrating with its Home for the Holidays promotion by giving away ten pairs of plane tickets good for domestic air travel, every day for five weeks. You may not need to worry about costly flights this season, just enter for your chance to win.

To enter Yahoo!'s Home for the Holidays promotion, go to Yahoo! and search 'Home for the Holidays' or visit: <http://promotions.yahoo.com/holidayjetsetter/> to complete a Registration Entry form and set your browser's home page to www.yahoo.com. In addition, you may receive up to five additional entries in each day's sweepstakes drawing by conducting up to five searches using any Yahoo! search box around the Yahoo! network.

About Yahoo!

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About the survey

This Holiday Travel study was conducted online within the United States on behalf of Yahoo! between October 23 and October 25, 2007 among 2,692 U.S. adults ages 18+. Results were weighted as needed for age, sex, race/ethnicity, education, region, and household income. Propensity score weighting was also used to adjust for respondents' propensity to be online.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words "margin of error" as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys. The data have been weighted to reflect the composition of the U.S. adult population. Because the sample is based on those who agreed to be invited to participate in the Harris Interactive online research panel, no estimates of theoretical sampling error can be calculated.

About the Sweepstakes

No purchase necessary to enter or win; void where prohibited. Open to legal residents of the 50 U.S. & D.C., 18 or older as of time of entry. Each prize consists of two \$500 airline gift cards redeemable for domestic airline travel only. Selection of airline is at sponsor's sole discretion. Available flights are subject to airline's normal timetables; not all destinations may be available, and blackout dates may apply. Airline gift cards are subject to the additional terms and conditions of the issuer, which will be provided at time of prize fulfillment. Please see the [Official Rules](#) at <http://promotions.yahoo.com/jetsetter/> for full details.