

Meetings in America IV: The New Road Warrior



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Objectives

Objectives

- Determine changes in business-related travel since events of Sept. 11 and identify reasons for change
- Examine how business travelers are maintaining productivity since Sept. 11 via use of alternative business communications technologies
- Identify future expectations for business travel and use of alternative business communications technologies

Executive Summary

Key Findings

Changes in business-related travel since events of Sept. 11 and reasons for change

- Based on these findings with 323 business travelers (3 or more trips in the past 12 months), these travelers made about six business trips, on average
 - One-quarter took three trips and another quarter took 11 or more trips
- One-quarter have reduced their airline travel since the events of Sept. 11
- One-third of business travelers canceled business trips after Sept. 11
 - On average, two trips were canceled

Executive Summary (cont'd)

Key Findings

Changes in business-related travel since events of Sept. 11 and reasons for change (continued)

- The effect of the worsening economy is perceived as a primary reason for travel reductions. The combined effect of company reductions in allowable air travel and the poor economic outlook influenced two out of five business travelers (40%)
- To a lesser extent, personal safety concerns, reduced airline flights, airport security delays and family concerns also played a part in reducing air travel
- However, 30% of business travelers have been influenced by safety concerns, either for themselves or voiced by their family members
- Travelers in their child-rearing years have reduced their travel more than other age groups, indicating that those with others relying on them are canceling more flights due to safety concerns. These travelers are 35 - 54 years of age, having children at home and living in larger households

Executive Summary (cont'd)

Key Findings

How business travelers are maintaining productivity since Sept. 11 via use of alternative business communications technologies

- Since Sept. 11 two in five travelers (42%) have used audio, web or video conferencing instead of traveling by plane for meetings Audio conferencing has been used most (32%)
 - Web conference users are most likely to use this method to conduct remote training and/or collaboration on a document
 - Presentations to virtual audiences and software demonstrations are secondary uses of web conferencing
- Among those using some form of conferencing, the median number of these meetings was two (2) per respondent

Executive Summary (cont'd)

Key Findings

How business travelers are maintaining productivity since Sept. 11 via use of alternative business communications technologies

- Business travelers who are traveling less as a result of Sept. 11 are significantly more likely to have relied on conferencing technologies than those who did not change travel patterns. (Total “conferencing tools” = 55%* and 37%, respectively)

Conferencing Alternative Used Since Sept 11	Those Traveling Less Since 9-11	No change in Travel
Total Conferencing	55% *	37%
Audio	42% *	29%
Video	32% *	15%
Web	23%	17%

* - significant variation at the 95% level of confidence

Executive Summary (cont'd)

Key Findings

Future expectations for business travel and use of alternative business communications technologies

- The economic outlook for the future is one of cautious hope.
 - The majority of travelers who are concerned about the economy say they are hopeful for economic recovery within the year
 - However, most of those affected by changes in company travel allocations do not expect company travel budget to return to pre-Sept. 11 allocations until later in the year or even longer
- Concerns for personal safety may be decreasing among some travelers. Two in five (44%) of those who did not feel safe to fly after Sept. 11, indicate they will feel less concern about flying within the next three months. However, travelers say that their family's concerns are likely to persist well beyond three months. In fact, one in five say their family will never be comfortable with flying again.
- Regarding logistics of travel, travelers foresee a long recovery period.
 - The majority of travelers expect that airline schedules and airport security delays will take longer than a year to resume to pre-Sept. 11 schedules
- Email is the primary technology that the majority of business travelers plan to use more in the next year to maintain productivity.

Executive Summary (cont'd)

Key Findings

Future expectations for business travel and use of alternative business communications technologies

- Overall, about half (47%) plan to use available conferencing technology to maintain their productivity in 2002 .
- About one-quarter each intend to use audio, video or web conferencing more (not shown).
- Business travelers who are traveling less as a result of Sept. 11 are significantly more likely to use conferencing technologies in the future than those who did not change travel patterns (*Total Conferencing 62% vs. 41%, respectively*).

Conferencing Alternative		Those Traveling Less Since 9-11	No change in Travel
Used Since Sept 11	Total Conferencing	55% *	37%
	Audio	42% *	29%
	Video	32% *	15%
	Web	23%	17%
To be Used in Future	Total Conferencing	62% *	41%
	Audio	36% *	22%
	Video	39% *	17%
	Web	26%	21%

Executive Summary (cont'd)

Key Findings

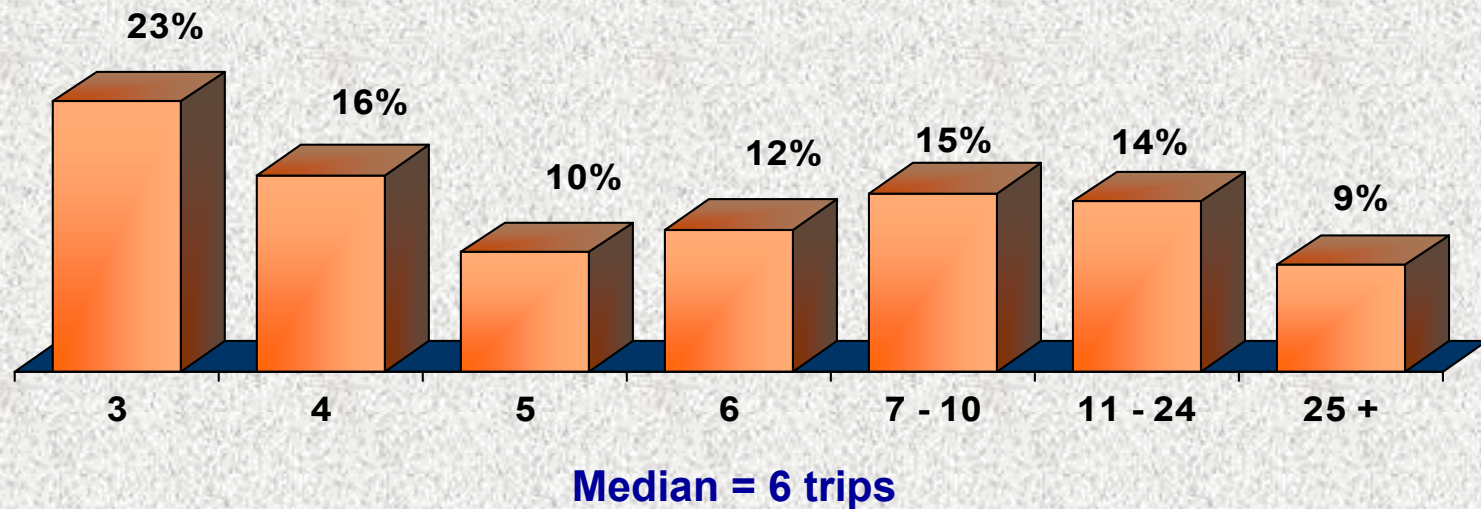
Future expectations for business travel and use of alternative business communications technologies

- Those planning to *increase* their use of conferencing in the future are more likely to have already relied on conferencing since Sept. 11. They are also more likely to have cancelled a business trip and to have replaced a trip with some form of conferencing
- Those who intend to expand their use of conferencing in the future are *more likely* to say that their recent travel plans had been influenced by overall economic issues (54% vs. 40% of total sample) and overall safety issues (40% vs. 30% of total sample).
- This group was specifically more affected by one of the economic-related issues, this being reduced company travel budgets (40% vs. 28% of total sample)

***CHANGES IN BUSINESS-
RELATED TRAVEL SINCE
SEPT. 11 AND REASONS FOR
CHANGE***

Number of Business Trips Taken in Past 12 Months

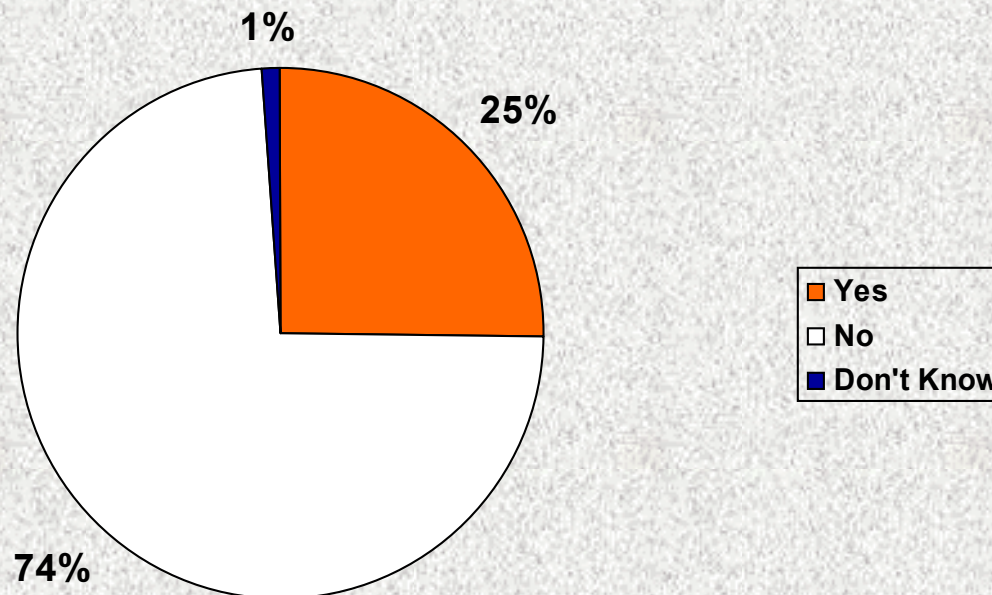
- Among business travelers who take three or more trips, the median number of business trips in the past year is six (6)
- Almost one-quarter took three (3) trips in the past year, and almost one-quarter took 11 or more trips



Q1: How many trips by air have you taken for business purposes in the last 12 months?

Frequency of Airline Travel Since Sept. 11

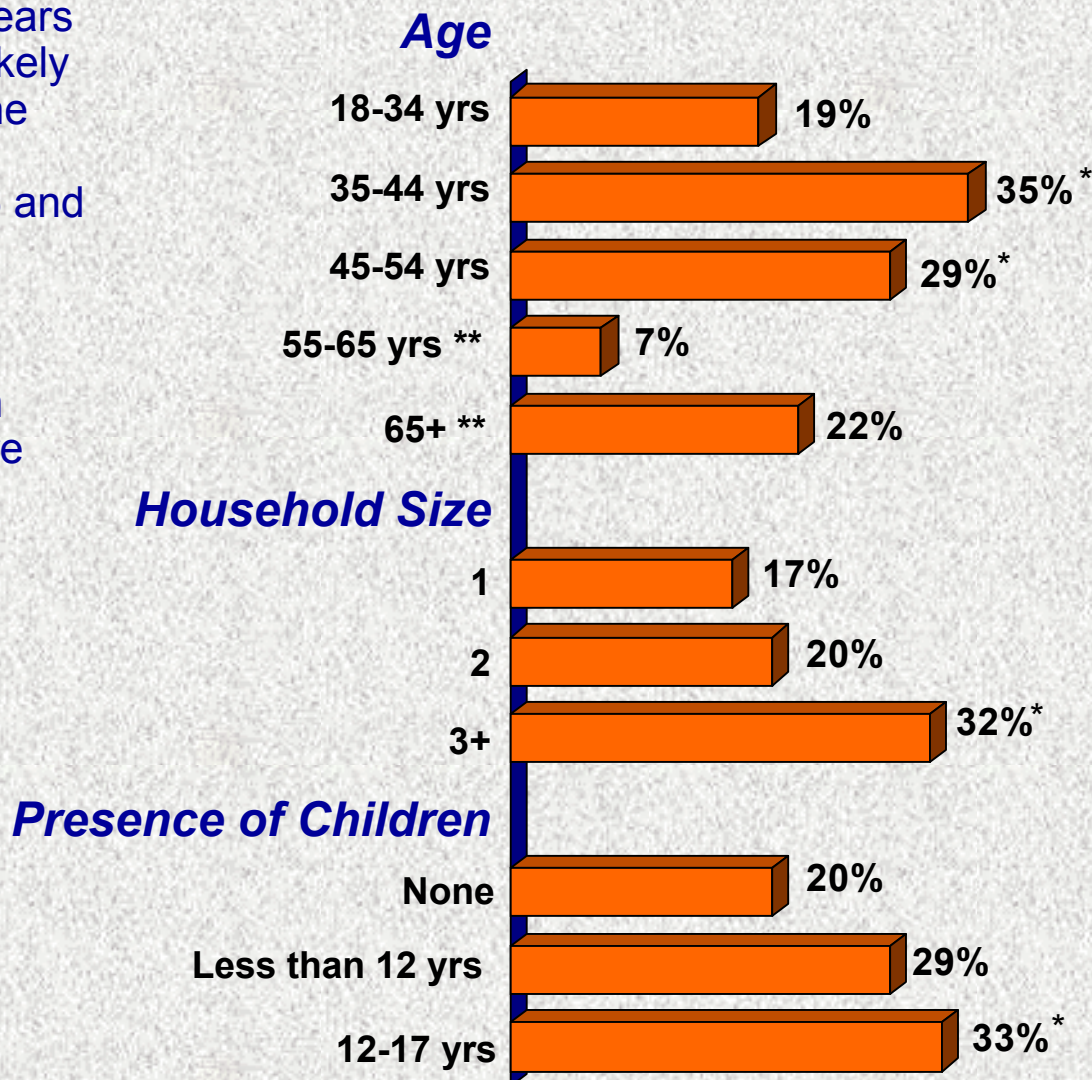
- One-quarter of business travelers have reduced their airline travel since Sept. 11
- Three-quarters of business travelers say they are not flying less since the events of Sept. 11



Q2: Are you flying less than you expected since the events of Sept. 11th?

Subgroups that have Reduced Air Travel

- Travelers in their middle years (35 - 54 years) are more likely to have reduced their airline travel since Sept. 11 than young adults and those 55 and older
- Business travelers with children and those living in larger households are more likely to have reduced air travel since Sept. 11



* Significantly higher than others subgroups in category (95% level of confidence)

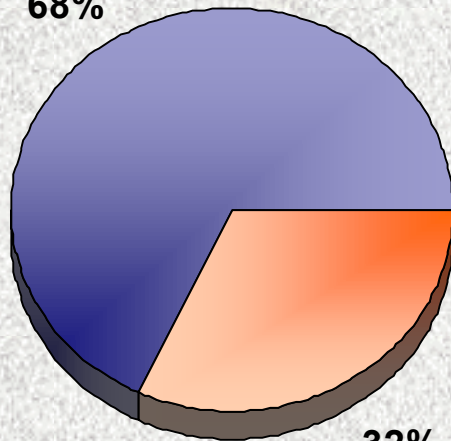
** Caution: Sample size is 30 or less

Business Trips Canceled Since Sept. 11

- One-third of business travelers canceled business trips after Sept. 11, while two-thirds did not change any travel plans
- Among those canceling trips, the average number canceled was two trips
- Those who cancelled flights generally take more trips than those who have not (average of 12 trips vs. 9.5 on average)

Did not cancel trips

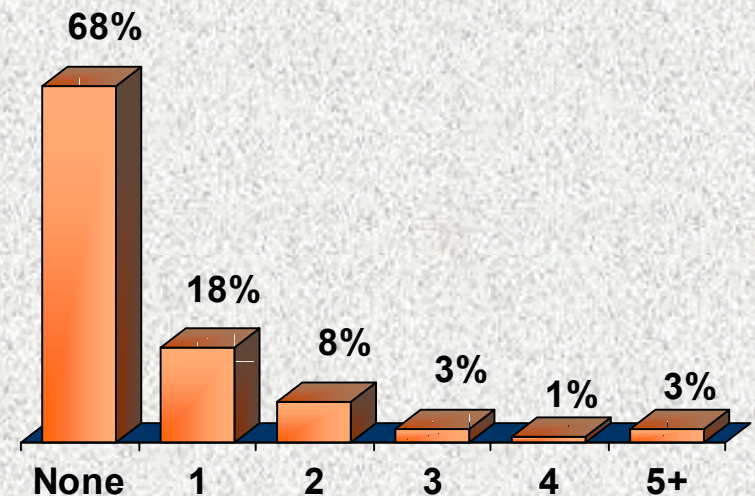
68%



32%
Canceled Trips

Number of Canceling Trips

Mean canceled trips = 1.97

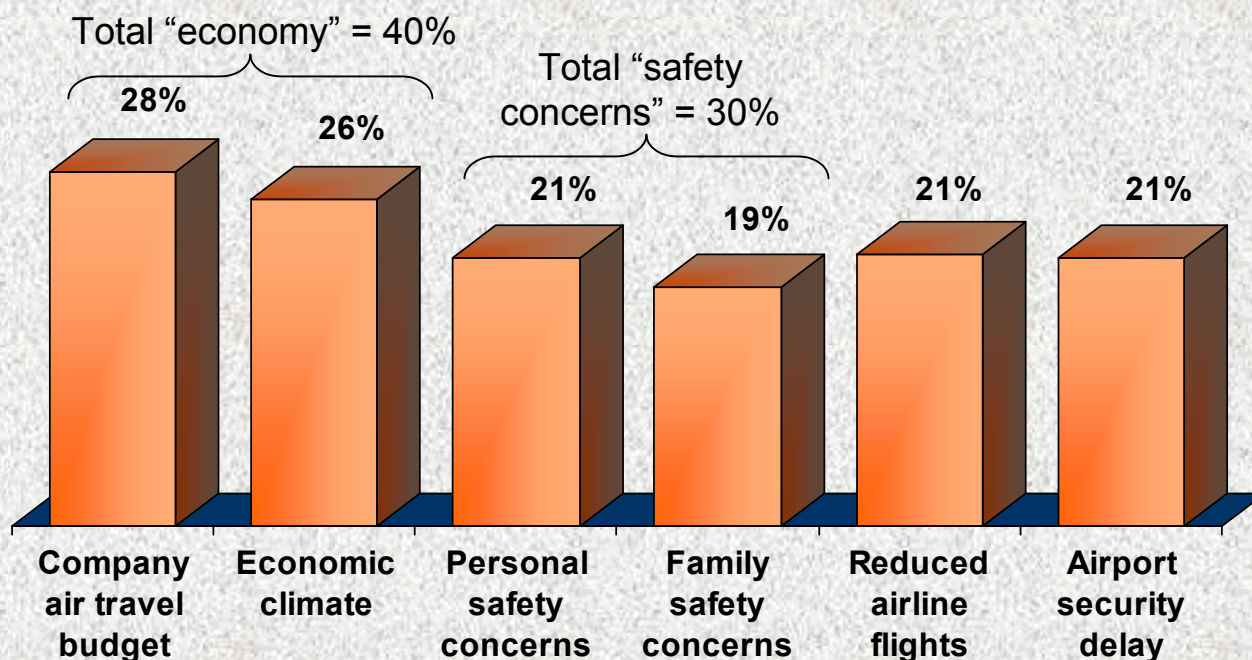


Q7: How many post-Sept. 11th business trips did you cancel for the reasons that we discussed above?

Factors Affecting Recent Travel Plans

- Company reductions in air travel and the general downturn in the economy are the primary reasons that influence business travel plans of late, as mentioned by more than one-quarter of business travelers
- Personal and family safety concerns, reduced airline flights, and airport security delays each have influenced around one in five business travelers.
- 30% of business travelers have been influenced by safety concerns, either for themselves or voiced by their family members.

Percent Saying Factor has Influence

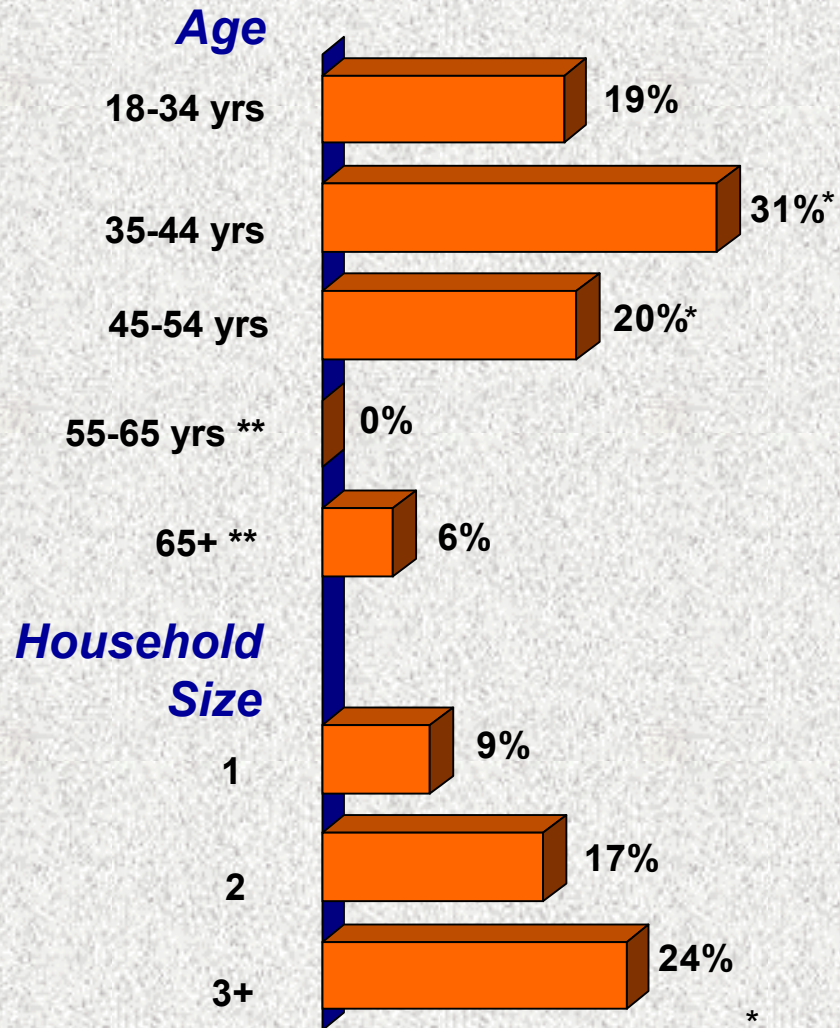


Q3: Have any of the following factors had an influence on your traveling plans of late?
(Multiple responses)

Personal Safety Concerns among Subgroups

Base = 68 saying personal safety has influenced their travel plans

- Travelers in their middle years (35 - 54 years) are more likely to have concerns for their personal safety than young adults and those 55 and older
- Business travelers living in larger households are more likely to express concerns for their own safety than those living alone



* Significantly higher than others subgroups in category (95% level of confidence)

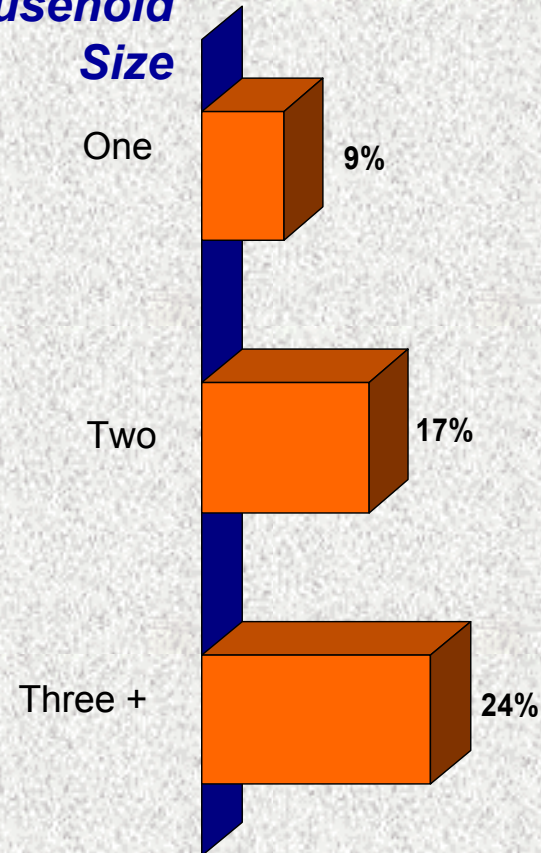
** Caution: Sample size is 30 or less

Family Concerns for Travelers among Subgroups

Base = 61 saying family member concerns for their safety has influence on their travel plans

- Business travelers living in larger households are more likely to express concerns for their own safety than those living alone

Household Size

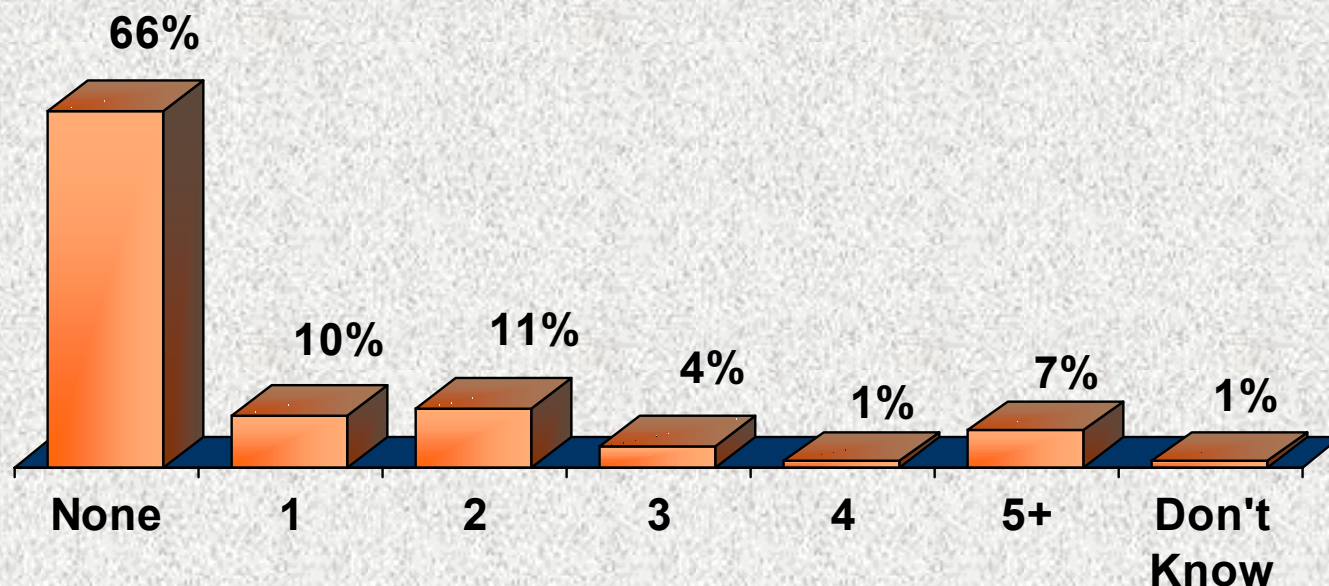


* Significantly higher than others subgroups in category (95% level of confidence)

***HOW BUSINESS TRAVELERS ARE
MAINTAINING PRODUCTIVITY
SINCE SEPT. 11***

Use of Conferencing Instead of Traveling

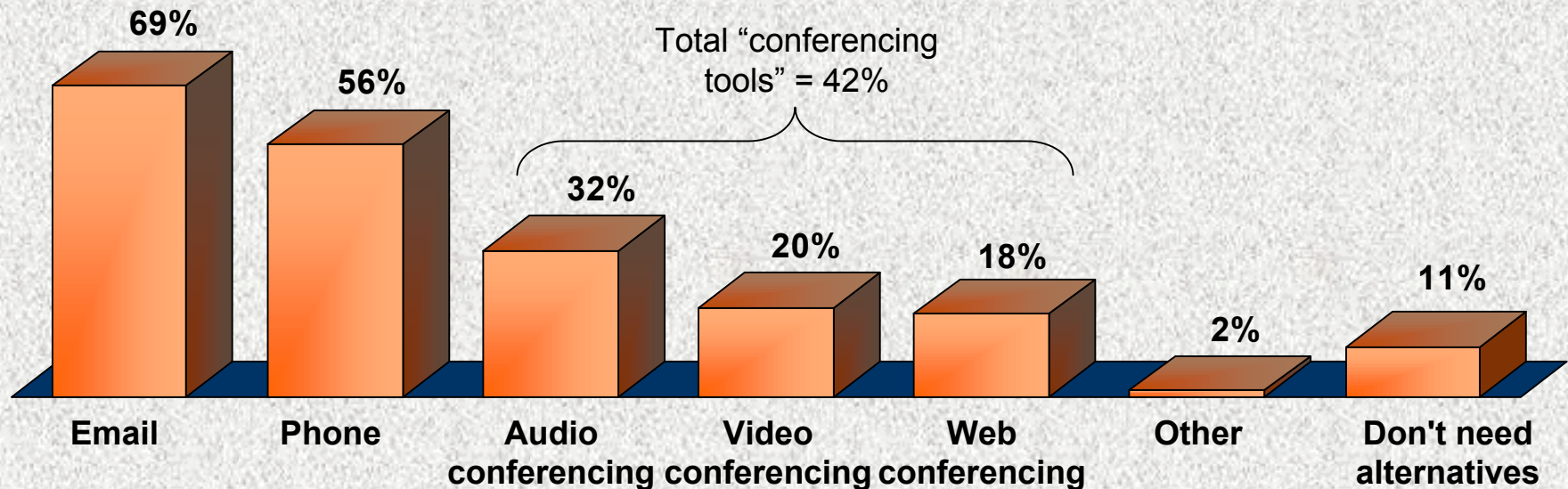
- Since Sept. 11 one-third of travelers have used audio, web or video conferencing instead of flying by plane for meetings.
- Among those using conferencing, the median number of these meetings was two (2) per respondent



Q7: How many meetings have you held post-Sept. 11th via audio, web or video conferencing that you otherwise would have traveled to by plane?

Communications Technologies Used to Maintain Productivity Since Sept. 11

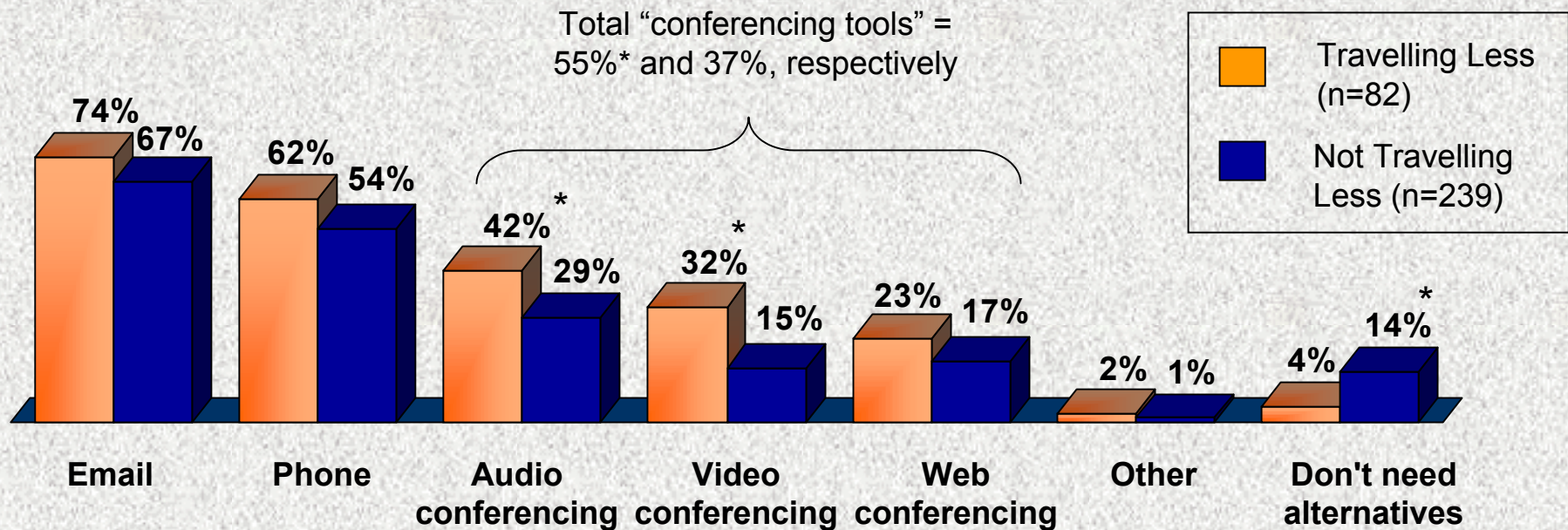
- The majority of business travelers have relied on email as the primary means of maintaining productivity since Sept. 11
- Conferencing tools -- audio, video and web conferencing -- as a whole, are important to two in five business travelers (42%). Audio conferencing has been used most with 32%



Q4: Which, if any, of the following technologies have you relied on to maintain your productivity level since Sept. 11th? (Multiple responses)

Communications Technologies Used to Maintain Productivity by Frequency of Travel

- Business travelers who are traveling less as a result of Sept. 11 are significantly more likely to have relied on conferencing technologies than those who did not change travel patterns.

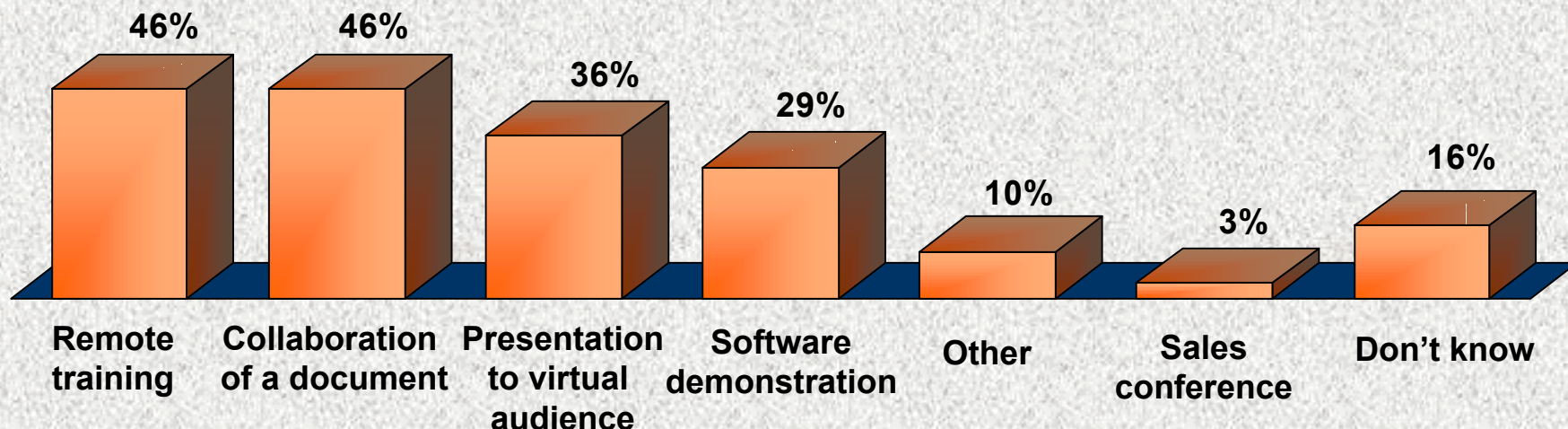


* - significant variation at the 95% level of confidence

Q4: Which, if any, of the following technologies have you relied on to maintain your productivity level since Sept. 11th? (Multiple responses)

Web Conferences Hosted/Attended in Past 3 Months

- Among those relying on web conferencing to maintain productivity, remote training and collaboration on a document are the primary types of web conferences hosted or attended by business travelers in the past three months
- More than one-third have hosted or attended presentations to a virtual audience
- More than one-fifth use web conferences for software demonstrations



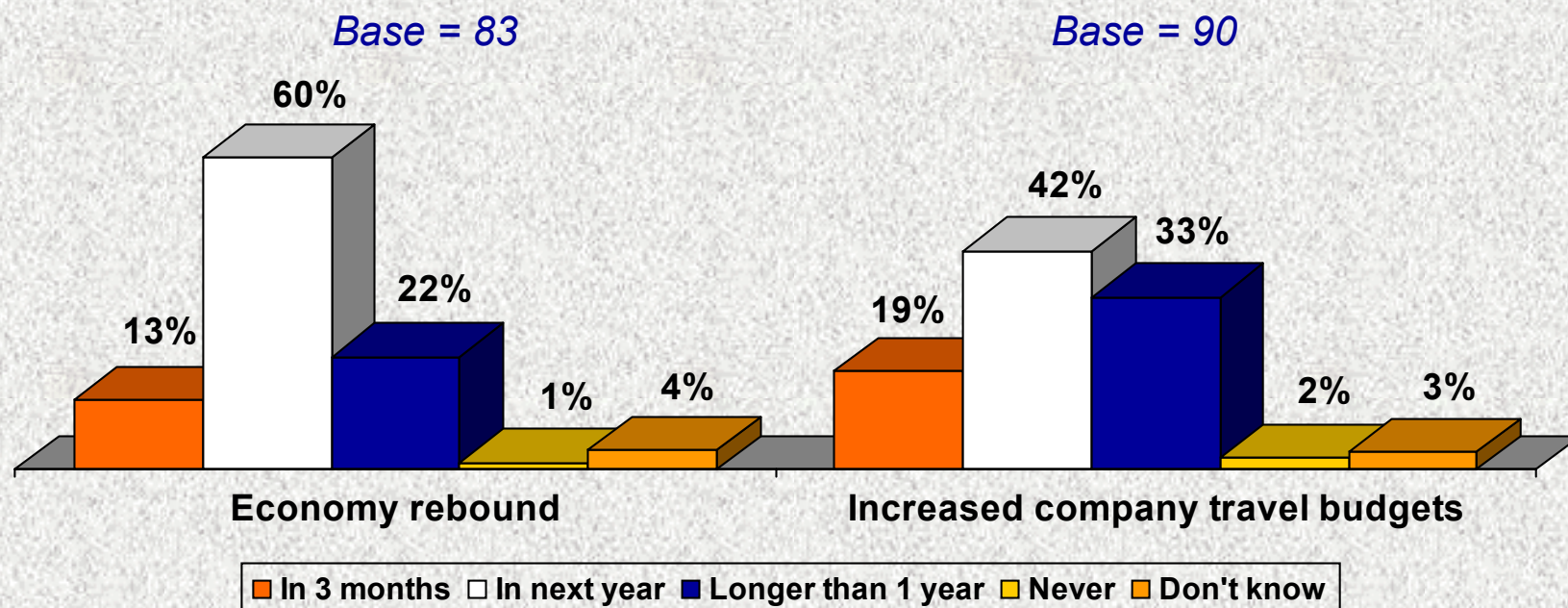
Base = 59 respondents who rely on web conferencing

Q5: What types of Web conferences have you hosted or attended in the last three months?

***FUTURE EXPECTATIONS FOR
BUSINESS TRAVEL AND USE OF
ALTERNATIVE BUSINESS
COMMUNICATIONS
TECHNOLOGIES***

Future Outlook - Business Economy

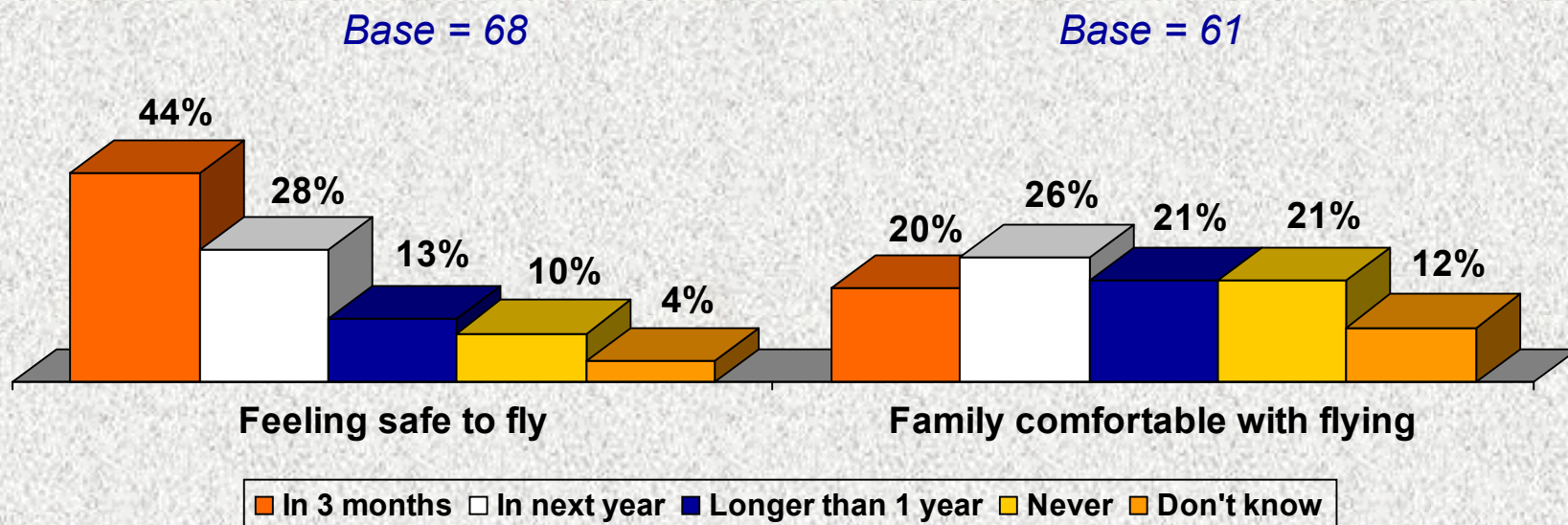
- Travelers are hopeful about economic recovery. Among those who say the economy influenced their travel plans, the majority expect improved economic conditions within the next year
- Three-quarters of those whose travel was affected by changes in company budgets don't expect company travel budgets to increase until later in the year or even longer



Q3a: When do you expect...: The economy to rebound? Company travel budgets to return to their pre-Sept. 11 allocations?

Future Outlook - Safety concerns

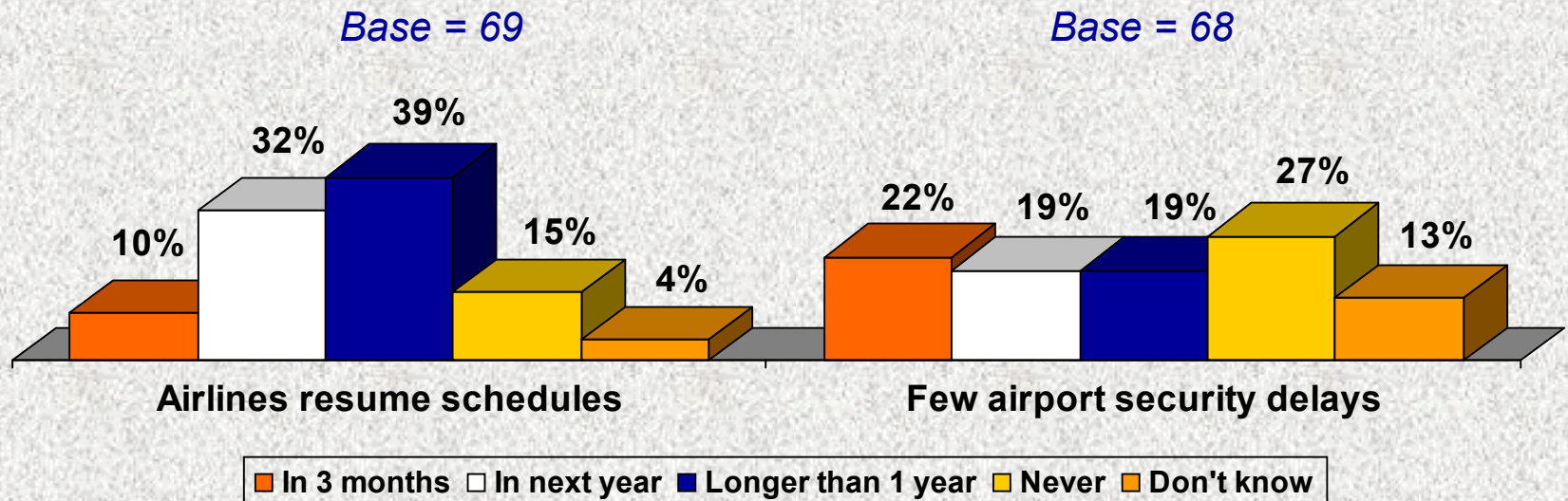
- Among travelers who interrupted travel because of personal safety concern, many are now somewhat optimistic about their safety. About two in five expect their personal safety concerns will lessen in the next three months and they will feel safe again to fly
- Among those with families expressing concerns about their travel, travelers say that their family's concerns are likely to persist well beyond three months. In fact, one in five say their family will never be comfortable with them flying again



Q3a: When do you expect...: The economy to rebound? Company travel budgets to return to their pre-Sept. 11 allocations? To feel safe again to fly?

Future Outlook - Airline Flights and Airport Delays

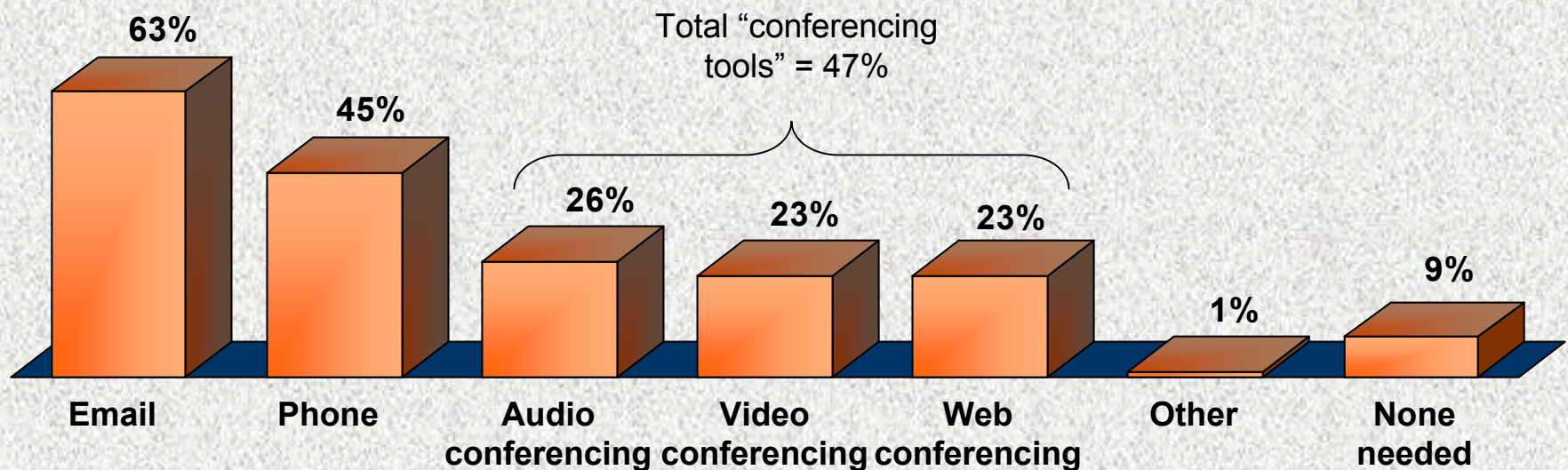
- Travelers who have been influenced by travel schedules foresee the worst outlook for airlines; the majority say it will take longer than a year or never for airlines to resume their pre-Sept. 11 schedules
- Airport security delays are likely to be a way of life. Indeed, one-quarter of those impacted by delays say fewer security delays will never happen



Q3a: When do you...: Expect airlines to get to the point where they resume their pre-Sept. 11 schedules? Expect airport security delays will get to the point where they won't stop you from resuming your air travel plans?

Technologies Planned to Use More in Next Year

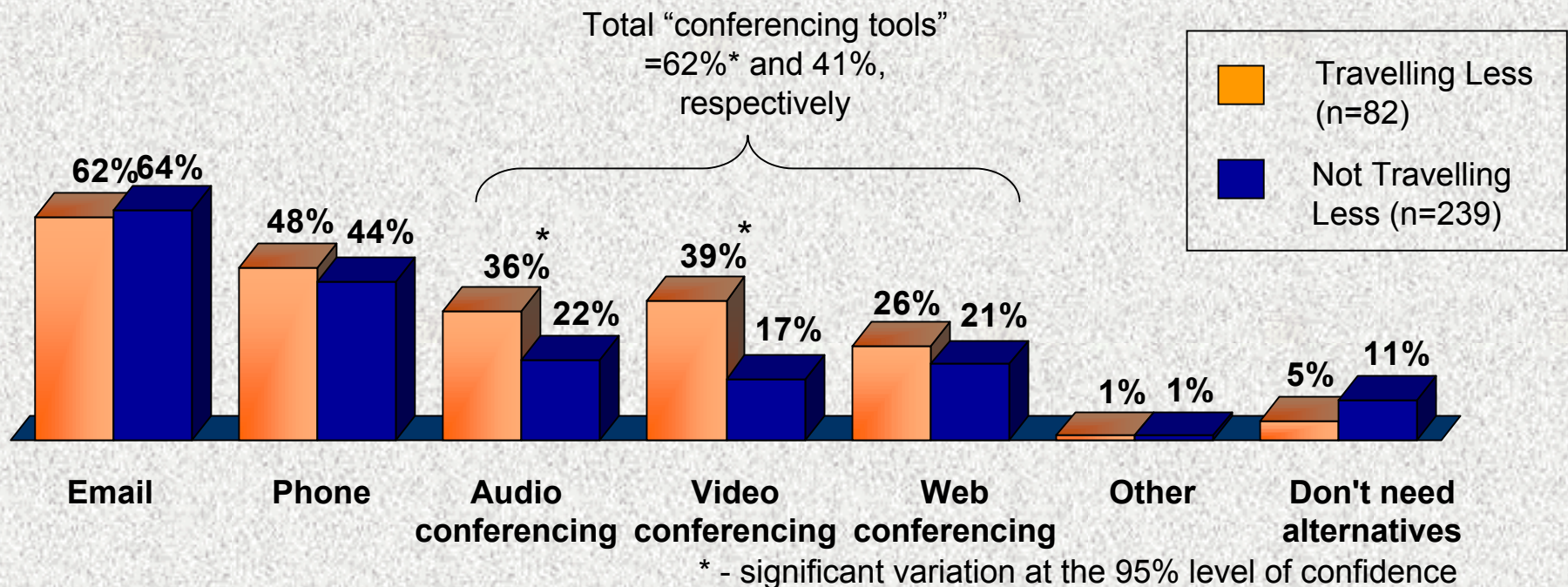
- When asked which technologies they plan to use more in the next year to maintain productivity, email is the primary technology named by nearly two-thirds of respondents
- About half (47%) plan to use conferencing technology to maintain their productivity.



Q6: Which, if any, of the following technologies do you plan on using **more** in the next year to maintain your productivity? (Multiple responses)

Technologies Planned to Use More in Next Year by Frequency of Travel

- Business travelers who are traveling less as a result of Sept. 11 are significantly more likely to use conferencing technologies in the future than those who did not change travel patterns.

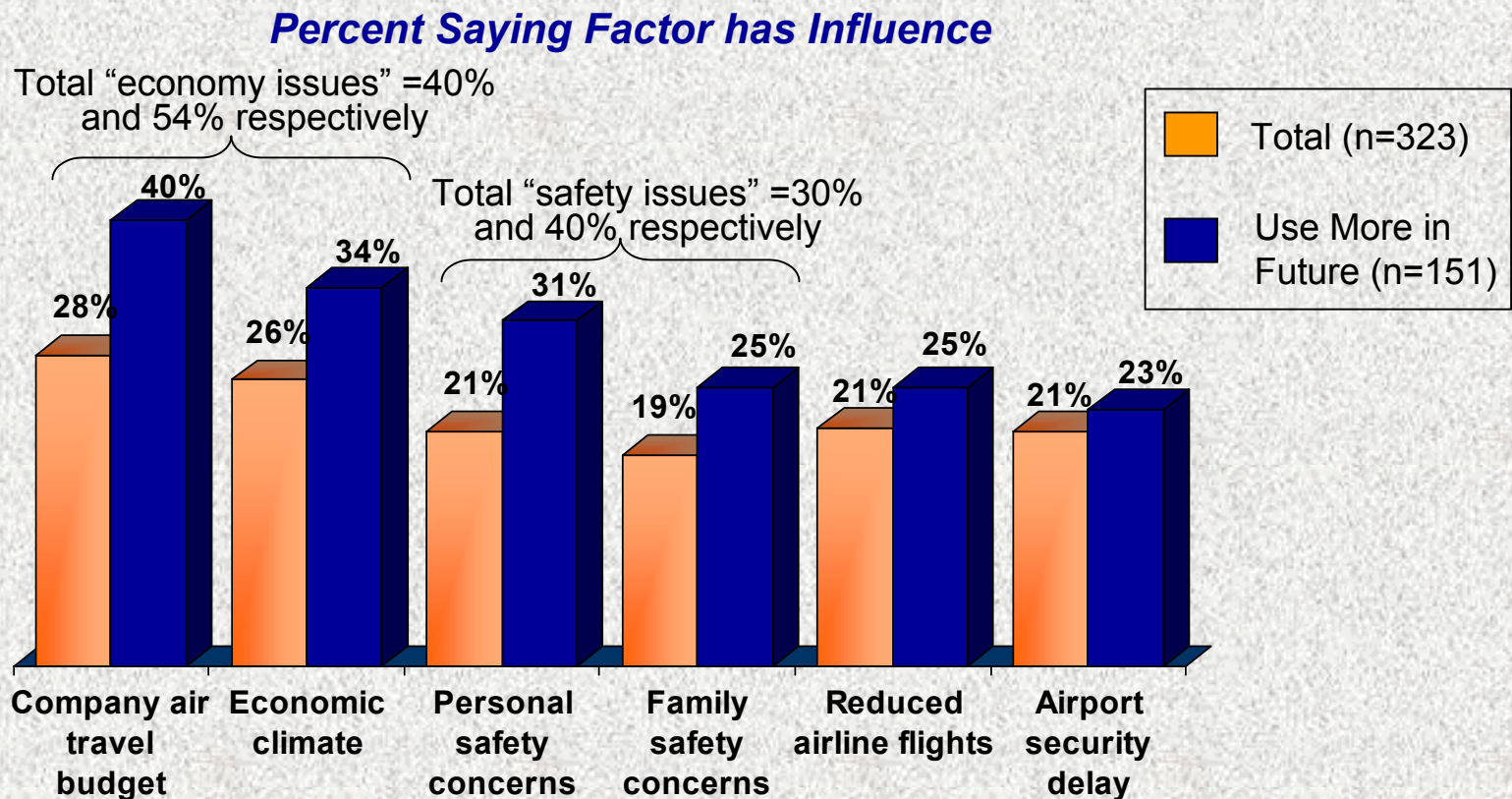


Q6: Which, if any, of the following technologies do you plan on using **more** in the next year to maintain your productivity? (Multiple responses)

***THOSE PLANNING TO USE
CONFERENCING MORE IN
FUTURE***

Those Planning to Use Conferencing More in Future

- Those planning to use conferencing more in the future are more likely to have already relied on conferencing since Sept. 11. They are also more likely to have cancelled a business trip and to have replaced a trip with conferencing since Sept. 11.
- This groups' travel plans were more likely to have been influenced by overall economic issues (54% vs. 40% of total) and overall safety issues (40% vs. 30% of total). This group was also more affected than total by reduced company travel budgets (40% vs. 28% of total).



Q3: Have any of the following factors had an influence on your traveling plans of late?

Methodology

Research Design

- Telephone interviews conducted mid December 2001 - early January 2002
- Interviewing via TNSI *Express* - a nationally representative sample of US households
- 323 completed interviews

Respondent Qualifications

- Individuals who have taken three (3) or more trips by air for business purposes (meetings, sales calls, conferences, etc.) in the last 12 months
- Incidence = 8% of adult household population

Methodology (cont'd)

Notes on Reading this Report

- Margin of error is +/- 5.54% at the 95% level of confidence when data results are approximately 50%
- Significance testing has been performed at the 95% confidence level. Statistically significant differences for subgroups are noted on each table
- All percentages reported in this document have been rounded to the nearest whole number. In some instances, the total adds to less than or more than 100% due to rounding or more than one answer allowed for the question
- This research includes respondents from TNSI *Express*, a weekly telephone survey of 1000 households, selected to be 50% male and 50% female. The survey is representative of US households in the contiguous 48 states. All respondents in this research are individuals who have traveled by air for business at least 3 times in the past 12 months. They may not be representative of all US businesses

RESPONDENT DEMOGRAPHICS

Respondent Demographics

- Males are more prominent than females among these business travelers
- Most respondents are younger (less than 45 years) and married, although the majority of respondents do not have children living at home

(Base = 323 *)

Gender

Male	71%
Female	29%

Employment

Full time	81%
Part time	6%
Other	11%

Region

Northeast	18%
Midwest	20%
South	34%
West	28%

Ethnicity

White	77%
Black	7%
Other	13%

Education

HS or less	12%
Some College +	88%

Household Income

Less than \$50,000	35%
\$50,000 - \$99,999	13%
\$100,000 +	30%

Age

18 - 34 yrs	28%
35-44 yrs	30%
45-54 yrs	25%
55-64 yrs	9%
65+	6%

Marital Status

Married	64%
Not married	35%

Household Size

1	18%
2	34%
3+	48%

Presence of Children

None in home	57%
Less than 12 yrs	30%
12-17 years	20%
(Multiple responses)	

* Numbers may not add to 100% due to refusals