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**Most Americans Staying Put This Holiday Season,
Latest Ouch Point Study from Opinion Research Corporation Finds**

Financial Worries Prompt Cutback on Travel Plans

PRINCETON, NJ – November 25, 2008 — A majority of Americans (72 percent) plan on staying put this holiday season, according to a new “Ouch Point” survey from Opinion Research Corporation, an *infoGroup* company (NASDAQ:IUSA). While most respondents indicated they hadn’t made holiday travel plans this year to begin with, nearly a quarter changed their existing plans due to current economic conditions.

Not surprisingly, financial concerns are having a more significant impact on the holiday travel plans of lower income households, with only 15 percent in this bracket planning to travel, compared to 44 percent of those whose incomes are over \$75,000. Younger people seem to be the most unsure of their plans, with nearly one-third of 18-24 year olds undecided about making any changes.

“Americans are clearly concerned about their financial well-being in the coming months, and are making cutbacks wherever possible to economize,” said Jeff Resnick, President of Opinion Research Corporation US. “Considering the current economic conditions and general holiday travel hassles, transportation providers must do more to get the customer experience right and convince consumers that travel is a good value for them.”

The study also ranked a list of top holiday travel hassles as follows:

- Delays (74 percent)
- Long lines (74 percent)
- Cancellations (71 percent)
- Rude employees (71 percent)
- Lost luggage (70 percent)
- Unsanitary conditions (68 percent)
- Crowds or seat availability (67 percent)

About Opinion Research Corporation

Opinion Research Corporation, an *infoGroup* company, is a full-service, global market research firm offering action-oriented advice and intelligence to clients worldwide in the areas of Customer Strategies, Corporate Branding and Reputation, Employee Engagement and Market Planning and Development. ORC is also a partner of CNN on the CNN/Opinion Research Corporation poll. To learn more, visit www.opinionresearch.com.

About *infoGroup*

infoGroup (www.infoGroup.com), founded in 1972, is the leading provider of business and consumer databases for sales leads & mailing lists, database marketing services, data processing services and sales and marketing solutions. Content is the essential ingredient in every marketing program, and *infoGroup* has the most comprehensive data in the industry, and is the only company to own 12 proprietary databases under one roof. The *infoUSA* database powers the directory services of the top Internet traffic-generating sites. Nearly 4 million customers use *infoGroup*'s products and services to find new customers, grow their sales, and for other direct marketing, telemarketing,

customer analysis and credit reference purposes. *infoGroup* headquarters are located at 5711 S. 86th Circle, Omaha, NE 68127 and can be contacted at (402) 593-4500. To know more about Sales Leads, click www.infogroup.com. To get a 72-hour free trial and 100 free sales leads, click www.salesgenie.com.

About this survey

These results are based on 1,004 telephone interviews conducted with a representative sample of 1,004 adult Americans between November 13th and 16th, 2008. The margin of error for the total sample is plus or minus three percentage points.

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