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Survey Says Only 50% of Parents Prepare for Messy Holiday Travel

***20% of Parents Just Hope No One With a Camera
Will Meet Them When They Reach Their Destination***

Emeryville, Calif., (November 17, 2004) – Starting with Thanksgiving week, travel jumps as much as 104 percent. For parents traveling with young children, merry can easily turn into messy in a matter of seconds. So much so that, in a recent survey fielded by Greenfield Online, 20 percent of parents said they hope no one with a camera meets them when they reach their destination.

More than half (53 percent) of all parents lug extra clothes for their children because they believe spills are inevitable while traveling, according to the survey commissioned by Nano-Tex, a leading provider of fabric-enhancing treatments to popular apparel companies.

The survey of more than 1000 parents also found that 20 percent of them travel with extra clothes for themselves in anticipation of spills en route. One in 20 parents dress their kids—and themselves—in spill-resistant clothing to eliminate the weight of carrying extra clothes and the hassle of changing messy children in cramped lavatories or dirty gas station restrooms.

While some parents try to prepare for spills by only wearing dark or patterned clothes that won't show spills, or only packing snacks that don't stain, more than 30 percent don't bother worrying because they don't believe it is possible to prevent the inevitable messes that result from traveling with kids. One mother has a particularly carefree approach: "They spill it – they wear it," she wrote into the survey.

Extra Gear for Worry-Free Air Travel

The "ounce of prevention" rule seems to ring true for parents when preparing to fly with children. The top five items parents bring when flying with children are:

- 1) Toys and books (81 percent)
- 2) Extra snacks (67 percent)
- 3) An extra pile of wipes (46 percent)

- 4) An extra set of clean clothes in case they get spilled on (45 percent)
- 5) Covered cup to avoid spilling (43 percent)

Particularly savvy parents who went the further step to wear stain-resistant clothing when they travel with their children have learned from experience: Eighteen percent of them have previously been spilled on by their fidgety kids during a flight.

Car Travelers Prepare for Messes

For Joni Martin, a mother of two from Ben Lomond, Calif., Nano-Tex™ spill-resistant clothing from Old Navy and Gap are also perfect for long car trips.

“When traveling by car, you don’t want to take a lot of stuff with you. On a recent road trip, we made a conscious effort to dress the kids in spill-resistant clothing,” said Joni. “That way, they showed up at our destination looking good and I didn’t have to worry about laundry during the trip.”

More than 90 percent of people use their cars for holiday travel, and they know that endless lines of traffic, snow-covered freeways and other delays are par for the course.

Despite these inevitable delays, nearly 60 percent of parents surveyed said they would rather prolong their trips even more by stopping to eat instead of risking spills and messes from eating in the car.

On the other end of the spectrum, 23 percent of the surveyed parents said they don’t care about spills because their cars are so dirty already.

Holiday Travel Stats

According to the U.S. Department of Transportation, car travel during Thanksgiving increases 104 percent and air travel jumps 34 percent compared to the annual average. The combined air and car travel during Christmas increases by 23 percent.

About the Survey

The survey was conducted by Greenfield Online in November 2004. The research firm collected data from 1038 parents, ages 18 and older, with a 50/50 female/male split from across the country. All of the respondents have children ages newborn to 10. Greenfield is based in Wilton, Conn.

About Nano-Tex

Nano-Tex is headquartered in Emeryville, Calif., with operations in Greensboro, NC; Milan; Istanbul; New Delhi; Hong Kong; and Osaka and Seoul. Nano-Tex develops and markets a family of nanotechnology-based textile treatments that dramatically improve the performance of everyday fabrics. To date, more than 50 textile mills worldwide are utilizing Nano-Tex treatments in products sold by more than 40 leading apparel and interior furnishings brands, including Gap, Old Navy, Lee, Nike, Champion, Levi, Marks & Spencer and Simmons. Products with Nano-Tex enhancements are sold throughout North America, India, Japan and Europe.

www.nano-tex.com

(Charts, graphs and cartoon sketches available upon request.)

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