

1. How do you plan on spending March break with your children?

|   | Total | Gender |        | AGE   |       |      | EDUCATION |      |          |           | SET A BUDGET |      | INFLUENCES MARCH BREAK SPENDING DECISIONS |                              |                                     |   |  |             |  |                                 |                            |       |
|---|-------|--------|--------|-------|-------|------|-----------|------|----------|-----------|--------------|------|---|------------------------------|-------------------------------------|---|--|-------------|--|---------------------------------|----------------------------|-------|
|   |       | Male   | Female | 18-34 | 35-54 | 55+  | <HS       | HS   | Post Sec | Univ Grad | Yes          | No   | We decide as a family                     | What my spouse/partner wants | Family traditions or past vacations | Social media - Facebook, Twitter, Instagram | Peer pressure from other kids or parents | Advertising | My inability to afford additional expenses right now | How much money we've have saved | What my child(ren) want(s) | Other |
|   |       | A      | B      | C     | D     | E    | F         | G    | H        | I         | J            | K    | L   | M                            | N                                   | O   | P  | Q           | R  | S                               | T                          | U     |
| Base: All Respondents (unwtd)               | 1002  | 305    | 697    | 353   | 609   | 40   | 38        | 147  | 427      | 390       | 309          | 482  | 483                                       | 218                          | 178                                 | 64  | 30                                       | 58          | 159  | 254                             | 361                        | 33    |
| Base: All Respondents (wtd)                 | 1002  | 310    | 692    | 345   | 616   | 42   | 37        | 144  | 426      | 395       | 311          | 483  | 484                                       | 220                          | 182                                 | 63  | 33                                       | 57          | 157  | 254                             | 366                        | 34    |
| Family vacation                             | 232   | 86     | 146    | 77    | 149   | 6    | 8         | 27   | 86       | 111       | 136          | 94   | 147                                       | 65                           | 83                                  | 17  | 8  | 21          | 23   | 93                              | 87                         | 9     |
|   | 23%   | 28%    | 21%    | 22%   | 24%   | 16%  | 21%       | 18%  | 20%      | 28%       | 44%          | 20%  | 30%                                       | 30%                          | 46%                                 | 27%   | 25%                                      | 37%         | 15%  | 36%                             | 24%                        | 27%   |
| Paid local attractions/events               | 221   | 77     | 144    | 79    | 134   | 7    | 6         | 35   | 100      | 80        | 100          | 120  | 142                                       | 83                           | 63                                  | 28  | 13                                       | 26          | 43   | 78                              | 126                        | 8     |
|   | 22%   | 25%    | 21%    | 23%   | 22%   | 18%  | 16%       | 25%  | 23%      | 20%       | 32%          | 25%  | 29%                                       | 38%                          | 35%                                 | 45%   | 40%                                      | 46%         | 27%  | 31%                             | 34%                        | 23%   |
| Free local/social activities                | 352   | 101    | 250    | 140   | 208   | 4    | 11        | 54   | 143      | 144       | 133          | 193  | 214                                       | 93                           | 82                                  | 39  | 15                                       | 32          | 82   | 113                             | 166                        | 14    |
|   | 35%   | 33%    | 36%    | 41%   | 34%   | 9%   | 29%       | 37%  | 34%      | 36%       | 43%          | 40%  | 44%                                       | 42%                          | 45%                                 | 62%   | 46%                                      | 56%         | 52%  | 44%                             | 45%                        | 40%   |
| Children will attend day camp or child care | 108   | 27     | 81     | 40    | 67    | 1    | 4         | 3    | 48       | 53        | 53           | 43   | 55  | 27                           | 24                                  | 12  | 6  | 9           | 22   | 33                              | 46                         | 4     |
|   | 11%   | 9%     | 12%    | 12%   | 11%   | 2%   | 10%       | 2%   | 11%      | 13%       | 17%          | 9%   | 11%                                       | 12%                          | 13%                                 | 19%   | 19%                                      | 15%         | 14%  | 13%                             | 13%                        | 11%   |
| Other                                       | 63    | 18     | 45     | 20    | 39    | 5    | 2         | 11   | 28       | 22        | 18           | 33   | 27  | 16                           | 9                                   | 5   | 4  | 5           | 12   | 21                              | 32                         | 5     |
|   | 6%    | 6%     | 7%     | 6%    | 6%    | 12%  | 6%        | 8%   | 7%       | 6%        | 6%           | 7%   | 6%  | 7%                           | 5%                                  | 9%  | 11%                                      | 9%          | 8%   | 8%                              | 9%                         | 15%   |
| We do nothing special                       | 310   | 93     | 218    | 93    | 192   | 25   | 12        | 51   | 140      | 107       | 17           | 132  | 84  | 36                           | 13                                  | 6   | 3  | 3           | 34   | 34                              | 66                         | 7     |
|   | 31%   | 30%    | 31%    | 27%   | 31%   | 61%  | 34%       | 36%  | 33%      | 27%       | 5%           | 27%  | 17%                                       | 16%                          | 7%                                  | 9%  | 10%                                      | 5%          | 22%  | 13%                             | 18%                        | 21%   |
| Sigma                                       | 1286  | 402    | 884    | 448   | 789   | 49   | 43        | 181  | 545      | 517       | 457          | 614  | 669                                       | 319                          | 274                                 | 107   | 50                                       | 95          | 216  | 371                             | 522                        | 46    |
|   | 128%  | 129%   | 128%   | 130%  | 128%  | 118% | 116%      | 126% | 128%     | 131%      | 147%         | 127% | 138%                                      | 145%                         | 151%                                | 170%  | 152%                                     | 169%        | 138%   | 146%                            | 142%                       | 137%  |

Statistics:  
 Overlap formula used  
 - Column Proportions:  
 Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K, L/M/N/O/P/Q/R/S/T/U  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Means:  
 Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K, L/M/N/O/P/Q/R/S/T/U  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of Contents](#)

2. How much do you plan to spend on March break activities?

|                               | Total   | Gender  |         | AGE    |         |        | EDUCATION |         |          |           | SET A BUDGET |         | INFLUENCES MARCH BREAK SPENDING DECISIONS |                              |                                     |   |  |             |  |                                 |                            |         |
|-------------------------------|---------|---------|---------|--------|---------|--------|-----------|---------|----------|-----------|--------------|---------|---|------------------------------|-------------------------------------|---|--|-------------|--|---------------------------------|----------------------------|---------|
|                               |         | Male    | Female  | 18-34  | 35-54   | 55+    | <HS       | HS      | Post Sec | Univ Grad | Yes          | No      | We decide as a family                     | What my spouse/partner wants | Family traditions or past vacations | Social media - Facebook, Twitter, Instagram | Peer pressure from other kids or parents | Advertising | My inability to afford additional expenses right now | How much money we've have saved | What my child(ren) want(s) | Other   |
|                               |         | A       | B       | C      | D       | E      | F         | G       | H        | I         | J            | K       | L   | M                            | N                                   | O   | P  | Q           | R  | S                               | T                          | U       |
| Base: All Respondents (unwtd) | 1002    | 305     | 697     | 353    | 609     | 40     | 38        | 147     | 427      | 390       | 309          | 482     | 483                                       | 218                          | 178                                 | 64  | 30                                       | 58          | 159  | 254                             | 361                        | 33      |
| Base: All Respondents (wtd)   | 1002    | 310     | 692     | 345    | 616     | 42     | 37        | 144     | 426      | 395       | 311          | 483     | 484                                       | 220                          | 182                                 | 63  | 33                                       | 57          | 157  | 254                             | 366                        | 34      |
| 0                             | 208     | 56      | 152     | 68     | 127     | 12     | 8         | 30      | 104      | 66        | -            | -       | -   | -                            | -                                   | -   | -  | -           | -  | -                               | -                          | -       |
|                               | 21%     | 18%     | 22%     | 20%    | 21%     | 30%    | 20%       | 21%     | 24%      | 17%       | -            | -       | -   | -                            | -                                   | -   | -  | -           | -  | -                               | -                          | -       |
| 1 - 20                        | 12      | 1       | 11      | 9      | 3       | 1      | 2         | -       | 6        | 5         | 4            | 8       | 8   | 3                            | -                                   | 1   | 2  | -           | 4  | 1                               | 5                          | -       |
|                               | 1%      | *       | 2%      | 3%     | *       | 2%     | 5%        | -       | 1%       | 1%        | 1%           | 2%      | 2%  | 1%                           | -                                   | 1%  | 5%                                       | -           | 2%   | *                               | 1%                         | -       |
| 21-50                         | 96      | 28      | 68      | 38     | 55      | 3      | 5         | 18      | 39       | 34        | 18           | 78      | 55  | 19                           | 15                                  | 11  | 2  | 4           | 27   | 25                              | 37                         | 8       |
|                               | 10%     | 9%      | 10%     | 11%    | 9%      | 7%     | 14%       | 13%     | 9%       | 9%        | 6%           | 16%     | 11%                                       | 9%                           | 8%                                  | 17%   | 5%                                       | 7%          | 17%  | 10%                             | 10%                        | 23%     |
| 51-100                        | 184     | 50      | 134     | 72     | 104     | 8      | 11        | 30      | 81       | 62        | 45           | 139     | 107                                       | 50                           | 27                                  | 11  | 5  | 13          | 50   | 50                              | 92                         | 6       |
|                               | 18%     | 16%     | 19%     | 21%    | 17%     | 19%    | 29%       | 21%     | 19%      | 16%       | 14%          | 29%     | 22%                                       | 23%                          | 15%                                 | 18%   | 15%                                      | 23%         | 20%  | 25%                             | 18%                        | LMNQST* |
| 101-200                       | 181     | 62      | 120     | 59     | 118     | 4      | 6         | 34      | 83       | 58        | 66           | 116     | 115                                       | 49                           | 40                                  | 15  | 9  | 14          | 34   | 58                              | 92                         | 8       |
|                               | 18%     | 20%     | 17%     | 17%    | 19%     | 9%     | 15%       | 24%     | 20%      | 15%       | 21%          | 24%     | 24%                                       | 22%                          | 22%                                 | 24%   | 28%                                      | 25%         | 21%  | 23%                             | 25%                        | 23%     |
| 201-300                       | 78      | 25      | 53      | 28     | 48      | 2      | 1         | 10      | 25       | 42        | 31           | 47      | 50  | 24                           | 15                                  | 4   | 4  | 2           | 13   | 33                              | 49                         | 3       |
|                               | 8%      | 8%      | 8%      | 8%     | 8%      | 5%     | 2%        | 7%      | 6%       | 11%       | 10%          | 10%     | 10%                                       | 11%                          | 8%                                  | 6%  | 11%                                      | 3%          | 8%   | 13%                             | 13%                        | 8%      |
| 301-400                       | 26      | 10      | 16      | 9      | 16      | 1      | 1         | 2       | 13       | 10        | 15           | 11      | 14  | 9                            | 10                                  | 2   | 1  | 3           | 6  | 8                               | 9                          | 3       |
|                               | 3%      | 3%      | 2%      | 3%     | 3%      | 2%     | 2%        | 1%      | 3%       | 3%        | 5%           | 2%      | 3%  | 4%                           | 5%                                  | 3%  | 3%                                       | 5%          | 4%   | 3%                              | 2%                         | 8%      |
| 401-500                       | 62      | 16      | 46      | 24     | 37      | -      | 2         | 5       | 26       | 29        | 32           | 30      | 44  | 22                           | 18                                  | 7   | -  | 7           | 8  | 24                              | 24                         | -       |
|                               | 6%      | 5%      | 7%      | 7%     | 6%      | -      | 5%        | 3%      | 6%       | 7%        | 10%          | 6%      | 9%  | 10%                          | 11%                                 | 11%   | -  | 12%         | 5%   | 9%                              | 6%                         | -       |
| 501-1000                      | 59      | 23      | 36      | 14     | 38      | 7      | 2         | 8       | 18       | 30        | 32           | 26      | 36  | 17                           | 19                                  | 4   | 3  | 4           | 7  | 19                              | 24                         | 2       |
|                               | 6%      | 7%      | 5%      | 4%     | 6%      | 17%    | 7%        | 6%      | 4%       | 8%        | 10%          | 5%      | 7%  | 8%                           | 10%                                 | 6%  | 9%                                       | 7%          | 5%   | 8%                              | 6%                         | 4%      |
| 1001-2000                     | 43      | 19      | 24      | 12     | 32      | -      | -         | 2       | 11       | 30        | 29           | 14      | 19  | 14                           | 18                                  | 4   | 4  | 7           | 7  | 18                              | 16                         | 4       |
|                               | 4%      | 6%      | 3%      | 3%     | 5%      | -      | -         | 1%      | 3%       | 8%        | 9%           | 3%      | 4%  | 7%                           | 10%                                 | 6%  | 11%                                      | 12%         | 5%   | 7%                              | 4%                         | 12%     |
| 2001-3000                     | 24      | 13      | 11      | 8      | 14      | 2      | -         | 3       | 8        | 13        | 19           | 5       | 18  | 3                            | 7                                   | 1   | 3  | 1           | 1  | 7                               | 6                          | 1       |
|                               | 2%      | 4%      | 2%      | 2%     | 2%      | 5%     | -         | 2%      | 2%       | 3%        | 6%           | 1%      | 4%  | 1%                           | 4%                                  | 1%  | 9%                                       | 2%          | 1%   | 3%                              | 2%                         | 3%      |
| 3001-4000                     | 9       | 1       | 8       | 2      | 6       | 1      | -         | -       | 5        | 4         | 8            | 2       | 5   | -                            | 5                                   | 3   | -  | 2           | -  | 5                               | 5                          | -       |
|                               | 1%      | *       | 1%      | 1%     | 1%      | 2%     | -         | -       | 1%       | 1%        | 2%           | *       | 1%  | -                            | 3%                                  | 5%  | -  | 3%          | -  | 2%                              | 1%                         | -       |
| 4001-5000                     | 8       | 2       | 6       | 2      | 6       | -      | -         | -       | 4        | 5         | 6            | 2       | 4   | 5                            | 6                                   | -   | -  | -           | 1  | 3                               | 3                          | -       |
|                               | 1%      | 1%      | 1%      | 1%     | 1%      | -      | -         | -       | 1%       | 1%        | 2%           | *       | 1%  | 2%                           | 3%                                  | -   | -  | -           | 1%   | 1%                              | 1%                         | -       |
| more than 5000                | 11      | 5       | 6       | -      | 11      | -      | -         | 2       | 3        | 6         | 6            | 5       | 9   | 4                            | 3                                   | -   | 2  | -           | 3  | 6                               | -                          | -       |
|                               | 1%      | 1%      | 1%      | -      | 2%      | -      | -         | 1%      | 1%       | 2%        | 2%           | 1%      | 2%  | 2%                           | 1%                                  | -   | 5%                                       | -           | 1%   | 2%                              | -                          | -       |
| Sigma                         | 1002    | 310     | 692     | 345    | 616     | 42     | 37        | 144     | 426      | 395       | 311          | 483     | 484                                       | 220                          | 182                                 | 63  | 33                                       | 57          | 157  | 254                             | 366                        | 34      |
|                               | 100%    | 100%    | 100%    | 100%   | 100%    | 100%   | 100%      | 100%    | 100%     | 100%      | 100%         | 100%    | 100%                                      | 100%                         | 100%                                | 100%  | 100%                                     | 100%        | 100%   | 100%                            | 100%                       | 100%    |
| Summary                       |         |         |         |        |         |        |           |         |          |           |              |         |   |                              |                                     |   |  |             |  |                                 |                            |         |
| \$0                           | 208     | 56      | 152     | 68     | 127     | 12     | 8         | 30      | 104      | 66        | -            | -       | -   | -                            | -                                   | -   | -  | -           | -  | -                               | -                          | -       |
|                               | 21%     | 18%     | 22%     | 20%    | 21%     | 30%    | 20%       | 21%     | 24%      | 17%       | -            | -       | -   | -                            | -                                   | -   | -  | -           | -  | -                               | -                          | -       |
| Less than \$100               | 119     | 32      | 87      | 52     | 63      | 4      | 7         | 19      | 49       | 43        | 24           | 95      | 70  | 26                           | 18                                  | 14  | 3  | 4           | 35   | 30                              | 48                         | 8       |
|                               | 12%     | 10%     | 13%     | 15%    | 10%     | 10%    | 19%       | 13%     | 12%      | 11%       | 8%           | 20%     | 14%                                       | 12%                          | 10%                                 | 22%   | 9%                                       | 7%          | 23%  | 12%                             | 13%                        | 23%     |
| \$100 to \$499                | 461     | 145     | 316     | 163    | 283     | 15     | 18        | 76      | 198      | 169       | 155          | 306     | 282                                       | 129                          | 90                                  | 30  | 19                                       | 32          | 98   | 147                             | 236                        | 19      |
|                               | 46%     | 47%     | 46%     | 47%    | 46%     | 36%    | 49%       | 53%     | 46%      | 43%       | 50%          | 63%     | 58%                                       | 59%                          | 49%                                 | 48%   | 57%                                      | 56%         | 63%  | 58%                             | 64%                        | 57%     |
| \$500 to \$999                | 76      | 22      | 54      | 24     | 50      | 2      | 2         | 6       | 30       | 37        | 40           | 36      | 52  | 27                           | 23                                  | 7   | 2  | 9           | 8  | 28                              | 30                         | -       |
|                               | 8%      | 7%      | 8%      | 7%     | 8%      | 4%     | 5%        | 4%      | 7%       | 9%        | 13%          | 8%      | 11%                                       | 12%                          | 13%                                 | 11%   | 6%                                       | 16%         | 5%   | 11%                             | 8%                         | -       |
| \$1000 or more                | 138     | 55      | 83      | 37     | 93      | 8      | 2         | 12      | 45       | 79        | 92           | 46      | 81  | 38                           | 51                                  | 12  | 9  | 12          | 15   | 49                              | 52                         | 7       |
|                               | 14%     | 18%     | 12%     | 11%    | 15%     | 19%    | 7%        | 9%      | 10%      | 20%       | 30%          | 10%     | 17%                                       | 17%                          | 28%                                 | 19%   | 27%                                      | 20%         | 9%   | 19%                             | 14%                        | 20%     |
|                               |         | B       |         |        |         | *      | *         |         |          | FGH       | K            |         | R   | R                            | LMRST                               | R*  | **                                       | R*          |  | RT                              |                            | *       |
| Mean (Incl. 0)                | 473     | 571.2   | 429     | 337.3  | 550.9   | 444.3  | 173.6     | 344.7   | 398      | 628.9     | 907.9        | 397     | 624                                       | 641.3                        | 902.1                               | 540.4                                       | 967                                      | 580.8       | 319.2  | 647.1                           | 553.2                      | 480.6   |
|                               |         |         |         | C      | *       | *      |           |         |          | FGH       | K            |         | R   | R                            | LMORST                              | R*  | **                                       | R*          |  | R                               | R                          | *       |
| Std. Dev.                     | 1101.96 | 1201.84 | 1051.99 | 667.05 | 1289.86 | 854.35 | 254       | 935.94  | 1053.41  | 1232.9    | 1345.41      | 1064.84 | 1322.58                                   | 1284.94                      | 1426.37                             | 886.5                                       | 1624.5                                   | 802.36      | 598.74   | 1136.74                         | 1276.75                    | 731.56  |
| Std. Err.                     | 34.81   | 68.21   | 40      | 35.93  | 51.98   | 132.5  | 41.6      | 78.01   | 51.05    | 62.03     | 76.29        | 48.47   | 60.11                                     | 86.65                        | 105.76                              | 111.73                                      | 284.24                                   | 106.7       | 47.79  | 71.26                           | 66.71                      | 125.57  |
| Mean (Excl. 0)                | 597.2   | 697     | 550.1   | 420.9  | 694.6   | 635.1  | 217.6     | 437     | 526.6    | 756       | 907.9        | 397     | 624                                       | 641.3                        | 902.1                               | 540.4                                       | 967                                      | 580.8       | 319.2  | 647.1                           | 553.2                      | 480.6   |
|                               |         |         |         | C      | **      | **     |           |         |          | GH        | K            |         | R   | R                            | LMORST                              | R*  | **                                       | R*          |  | R                               | R                          | *       |
| Std. Dev.                     | 1207.96 | 1294.57 | 1163.14 | 721.34 | 1413.65 | 963.86 | 267.45    | 1035.33 | 1183.81  | 1315.95   | 1345.41      | 1064.84 | 1322.58                                   | 1284.94                      | 1426.37                             | 886.5                                       | 1624.5                                   | 802.36      | 598.74   | 1136.74                         | 1276.75                    | 731.56  |
| Std. Err.                     | 42.88   | 81.16   | 50.09   | 43.41  | 63.96   | 178.73 | 49.03     | 97.17   | 65.99    | 72.59     | 76.29        | 48.47   | 60.11                                     | 86.65                        | 105.76                              | 111.73                                      | 284.24                                   | 106.7       | 47.79  | 71.26                           | 66.71                      | 125.57  |
| Median                        | 120     | 200     | 100     | 100    | 150     | 100    | 100       | 100     | 100      | 200       | 300          | 150     | 200                                       | 200                          | 300                                 | 200   | 200                                      | 200         | 100  | 200                             | 200                        | 200     |

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K, L/M/N/O/P/Q/R/S/T/U

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K, L/M/N/O/P/Q/R/S/T/U

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of Contents](#)

3. How will you pay for your March break activities?

|   | Total | Gender |        | AGE   |       |      | EDUCATION |      |          |           | SET A BUDGET |      | INFLUENCES MARCH BREAK SPENDING DECISIONS |                              |                                     |   |  |             |  |                            |                            |       |
|---|-------|--------|--------|-------|-------|------|-----------|------|----------|-----------|--------------|------|---|------------------------------|-------------------------------------|---|--|-------------|--|----------------------------|----------------------------|-------|
|   |       | Male   | Female | 18-34 | 35-54 | 55+  | <HS       | HS   | Post Sec | Univ Grad | Yes          | No   | We decide as a family                     | What my spouse/partner wants | Family traditions or past vacations | Social media - Facebook, Twitter, Instagram | Peer pressure from other kids or parents | Advertising | My inability to afford additional expenses right now | How much money we've saved | What my child(ren) want(s) | Other |
|   |       | A      | B      | C     | D     | E    | F         | G    | H        | I         | J            | K    | L   | M                            | N                                   | O   | P  | Q           | R  | S                          | T                          | U     |
| Base: All Answering (unwtd)   | 791   | 250    | 541    | 280   | 483   | 28   | 30        | 115  | 323      | 323       | 309          | 482  | 483                                       | 218                          | 178                                 | 64  | 30                                       | 58          | 159  | 254                        | 361                        | 33    |
| Base: All Answering (wtd)   | 794   | 254    | 539    | 276   | 488   | 29   | 30        | 114  | 322      | 329       | 311          | 483  | 484                                       | 220                          | 182                                 | 63  | 33                                       | 57          | 157  | 254                        | 366                        | 34    |
| Tapping into a vacation fund or specific pre-existing March break savings | 132   | 49     | 84     | 41    | 85    | 7    | 3         | 11   | 55       | 63        | 94           | 39   | 78  | 43                           | 55                                  | 13  | 6  | 14          | 16   | 71                         | 56                         | 6     |
|   | 17%   | 19%    | 16%    | 15%   | 17%   | 24%  | 9%        | 10%  | 17%      | 19%       | 30%          | 8%   | 16%                                       | 20%                          | 30%                                 | 21%   | 18%                                      | 25%         | 10%  | 28%                        | 15%                        | 18%   |
| Using cash or debit for all purchases                                     | 572   | 167    | 405    | 213   | 340   | 19   | 25        | 93   | 244      | 210       | 198          | 374  | 355                                       | 159                          | 120                                 | 47  | 20                                       | 42          | 124  | 175                        | 277                        | 20    |
|   | 72%   | 66%    | 75%    | 77%   | 70%   | 66%  | 84%       | 82%  | 76%      | 64%       | 64%          | 77%  | 73%                                       | 72%                          | 66%                                 | 75%   | 60%                                      | 74%         | 79%  | 69%                        | 76%                        | 59%   |
| Borrow funds using my credit cards  | 140   | 52     | 87     | 38    | 98    | 4    | -         | 9    | 42       | 88        | 52           | 88   | 82  | 39                           | 35                                  | 10  | 16                                       | 9           | 28   | 39                         | 68                         | 9     |
|   | 18%   | 21%    | 16%    | 14%   | 20%   | 14%  | -         | 8%   | 13%      | 27%       | 17%          | 18%  | 17%                                       | 18%                          | 19%                                 | 16%   | 48%                                      | 16%         | 18%  | 15%                        | 19%                        | 27%   |
| Borrow funds using my line of credit                                      | 27    | 9      | 17     | 10    | 16    | 1    | 1         | 1    | 9        | 16        | 16           | 11   | 15  | 10                           | 10                                  | 7   | 2  | 7           | 7  | 11                         | 8                          | 2     |
|   | 3%    | 4%     | 3%     | 3%    | 3%    | 4%   | 3%        | 1%   | 3%       | 5%        | 5%           | 2%   | 3%  | 4%                           | 5%                                  | 11%   | 6%                                       | 12%         | 4%   | 4%                         | 2%                         | 5%    |
| Taking money out of a TFSA or non-vacation-specific savings               | 26    | 13     | 13     | 9     | 16    | 1    | 1         | 2    | 4        | 19        | 19           | 7    | 16  | 4                            | 14                                  | 5   | 3  | 4           | 5  | 14                         | 9                          | 2     |
|   | 3%    | 5%     | 2%     | 3%    | 3%    | 4%   | 3%        | 2%   | 1%       | 6%        | 6%           | 2%   | 3%  | 2%                           | 8%                                  | 8%  | 9%                                       | 7%          | 3%   | 6%                         | 3%                         | 6%    |
| Other   | 22    | 7      | 15     | 8     | 13    | 1    | 2         | 1    | 6        | 12        | 7            | 15   | 7   | 8                            | 5                                   | 3   | -  | 1           | 7  | 8                          | 13                         | 4     |
|   | 3%    | 3%     | 3%     | 3%    | 3%    | 4%   | 7%        | 1%   | 2%       | 4%        | 2%           | 3%   | 1%  | 3%                           | 3%                                  | 5%  | -  | 1%          | 4%   | 3%                         | 3%                         | 12%   |
| Sigma   | 918   | 297    | 622    | 318   | 567   | 33   | 32        | 117  | 360      | 409       | 385          | 533  | 553                                       | 262                          | 239                                 | 86  | 46                                       | 77          | 188  | 318                        | 431                        | 43    |
|   | 116%  | 117%   | 115%   | 115%  | 116%  | 114% | 106%      | 103% | 112%     | 124%      | 124%         | 110% | 114%                                      | 119%                         | 131%                                | 136%  | 142%                                     | 136%        | 119%   | 125%                       | 118%                       | 127%  |
| Summary   |       |        |        |       |       |      |           |      |          |           |              |      |   |                              |                                     |   |  |             |  |                            |                            |       |
| Borrow  | 162   | 60     | 103    | 47    | 112   | 4    | 1         | 10   | 50       | 101       | 65           | 97   | 95  | 46                           | 42                                  | 15  | 18                                       | 14          | 33   | 50                         | 74                         | 11    |
|   | 20%   | 24%    | 19%    | 17%   | 23%   | 14%  | 3%        | 9%   | 16%      | 31%       | 21%          | 20%  | 20%                                       | 21%                          | 23%                                 | 24%   | 54%                                      | 25%         | 21%  | 20%                        | 20%                        | 32%   |
| Savings   | 148   | 58     | 91     | 46    | 95    | 7    | 4         | 14   | 58       | 73        | 103          | 46   | 88  | 45                           | 60                                  | 15  | 8  | 15          | 17   | 79                         | 59                         | 8     |
|   | 19%   | 23%    | 17%    | 17%   | 19%   | 24%  | 13%       | 12%  | 18%      | 22%       | 33%          | 10%  | 18%                                       | 21%                          | 33%                                 | 24%   | 24%                                      | 27%         | 11%  | 31%                        | 16%                        | 24%   |

Statistics:  
 Overlap formula used  
 - Column Proportions:  
 Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K, L/M/N/O/P/Q/R/S/T/U  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Means:  
 Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K, L/M/N/O/P/Q/R/S/T/U  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
[Table of Contents](#)

4. How many months do you expect it will take you to pay off that debt?

|                             | Total | Gender |        | AGE   |       |      | EDUCATION |      |          |           | SET A BUDGET |      | INFLUENCES MARCH BREAK SPENDING DECISIONS |                              |                                     |   |  |             |  |                                 |                            |       |
|-----------------------------|-------|--------|--------|-------|-------|------|-----------|------|----------|-----------|--------------|------|---|------------------------------|-------------------------------------|---|--|-------------|--|---------------------------------|----------------------------|-------|
|                             |       | Male   | Female | 18-34 | 35-54 | 55+  | <HS       | HS   | Post Sec | Univ Grad | Yes          | No   | We decide as a family                     | What my spouse/partner wants | Family traditions or past vacations | Social media - Facebook, Twitter, Instagram | Peer pressure from other kids or parents | Advertising | My inability to afford additional expenses right now | How much money we've have saved | What my child(ren) want(s) | Other |
|                             |       | A      | B      | C     | D     | E    | F         | G    | H        | I         | J            | K    | L   | M                            | N                                   | O   | P  | Q           | R  | S                               | T                          | U     |
| Base: All Answering (unwtd) | 160   | 59     | 101    | 47    | 109   | 4    | 1         | 10   | 51       | 98        | 64           | 96   | 93  | 46                           | 44                                  | 15  | 16                                       | 14          | 34   | 49                              | 72                         | 10    |
| Base: All Answering (wtd)   | 162   | 60     | 103    | 47    | 112   | 4    | 1         | 10   | 50       | 101       | 65           | 97   | 95  | 46                           | 42                                  | 15  | 18                                       | 14          | 33   | 50                              | 74                         | 11    |
| 0                           | 22    | 10     | 12     | 4     | 17    | 1    | -         | 1    | 5        | 16        | 5            | 16   | 11  | 6                            | 5                                   | -   | 1  | 2           | 1  | 4                               | 11                         | 2     |
|                             | 13%   | 17%    | 11%    | 8%    | 15%   | 26%  | -         | 11%  | 10%      | 16%       | 8%           | 17%  | 11%                                       | 12%                          | 11%                                 | -   | 5%                                       | 14%         | 3%   | 9%                              | 16%                        | 18%   |
|                             |       | *      | *      | *     |       | **   | **        | **   | *        | *         | *            | *    | *   | *                            | *                                   | **  | **                                       | **          | *  | *                               | R*                         | **    |
| 1                           | 76    | 25     | 51     | 26    | 49    | 1    | 1         | 2    | 25       | 48        | 21           | 55   | 46  | 19                           | 15                                  | 8   | 8  | 6           | 16   | 20                              | 33                         | 4     |
|                             | 47%   | 41%    | 50%    | 55%   | 44%   | 26%  | 100%      | 20%  | 50%      | 47%       | 32%          | 57%  | 48%                                       | 40%                          | 35%                                 | 54%   | 45%                                      | 45%         | 49%  | 40%                             | 45%                        | 39%   |
|                             |       | *      | *      | *     |       | **   | **        | **   | *        | *         | J*           | *    | *   | *                            | *                                   | **  | **                                       | **          | *  | *                               | *                          | **    |
| 2                           | 22    | 6      | 16     | 9     | 14    | -    | -         | 2    | 10       | 10        | 10           | 12   | 15  | 9                            | 5                                   | 1   | 4  | 1           | 4  | 6                               | 7                          | -     |
|                             | 14%   | 11%    | 15%    | 18%   | 12%   | -    | -         | 19%  | 20%      | 10%       | 16%          | 12%  | 16%                                       | 19%                          | 12%                                 | 7%  | 20%                                      | 7%          | 11%  | 12%                             | 10%                        | -     |
|                             |       | *      | *      | *     |       | **   | **        | **   | *        | *         | *            | *    | *   | T*                           | *                                   | **  | **                                       | **          | *  | *                               | *                          | **    |
| 3                           | 12    | 4      | 8      | 2     | 10    | -    | -         | 2    | 3        | 7         | 9            | 3    | 8   | 4                            | 4                                   | 1   | 1  | 2           | 3  | 5                               | 8                          | -     |
|                             | 7%    | 7%     | 8%     | 4%    | 9%    | -    | -         | 21%  | 6%       | 7%        | 14%          | 3%   | 9%  | 8%                           | 9%                                  | 7%  | 6%                                       | 13%         | 8%   | 9%                              | 10%                        | -     |
|                             |       | *      | *      | *     |       | **   | **        | **   | *        | *         | K*           | *    | *   | *                            | *                                   | **  | **                                       | **          | *  | *                               | *                          | **    |
| 4                           | 3     | 2      | 1      | -     | 3     | -    | -         | -    | 1        | 2         | -            | 3    | 1   | 2                            | -                                   | -   | -  | -           | -  | 1                               | 2                          | 2     |
|                             | 2%    | 3%     | 1%     | -     | 2%    | -    | -         | -    | 2%       | 1%        | -            | 3%   | 1%  | 3%                           | -                                   | -   | -  | -           | -  | 2%                              | 2%                         | 14%   |
|                             |       | *      | *      | *     |       | **   | **        | **   | *        | *         | *            | *    | *   | *                            | *                                   | **  | **                                       | **          | *  | *                               | *                          | **    |
| 5                           | 7     | 3      | 5      | 3     | 4     | 1    | -         | 1    | 1        | 5         | 5            | 2    | 5   | 1                            | 4                                   | 3   | 1  | 2           | 3  | 3                               | 4                          | -     |
|                             | 4%    | 5%     | 4%     | 5%    | 3%    | 23%  | -         | 11%  | 2%       | 5%        | 8%           | 2%   | 6%  | 2%                           | 9%                                  | 18%   | 5%                                       | 13%         | 8%   | 6%                              | 6%                         | -     |
|                             |       | *      | *      | *     |       | **   | **        | **   | *        | *         | *            | *    | *   | *                            | *                                   | **  | **                                       | **          | *  | *                               | *                          | **    |
| 6                           | 5     | 1      | 4      | 1     | 4     | -    | -         | -    | 2        | 3         | 3            | 2    | -   | 2                            | 2                                   | -   | -  | -           | 3  | 2                               | 3                          | 1     |
|                             | 3%    | 2%     | 4%     | 2%    | 3%    | -    | -         | -    | 4%       | 3%        | 4%           | 2%   | -   | 4%                           | 4%                                  | -   | -  | -           | 9%   | 4%                              | 4%                         | 7%    |
|                             |       | *      | *      | *     |       | **   | **        | **   | *        | *         | *            | *    | *   | L*                           | L*                                  | **  | **                                       | **          | L*   | L*                              | L*                         | **    |
| 10                          | 1     | 1      | -      | -     | 1     | -    | -         | -    | -        | 1         | 1            | -    | -   | 1                            | 1                                   | -   | -  | -           | 1  | 1                               | 1                          | -     |
|                             | 1%    | 2%     | -      | -     | 1%    | -    | -         | -    | -        | 1%        | 2%           | -    | -   | 2%                           | 2%                                  | -   | -  | -           | 3%   | 2%                              | 1%                         | -     |
|                             |       | *      | *      | *     |       | **   | **        | **   | *        | *         | *            | *    | *   | *                            | *                                   | **  | **                                       | **          | *  | *                               | *                          | **    |
| 11 - 12                     | 13    | 7      | 6      | 4     | 8     | 1    | -         | 2    | 4        | 7         | 9            | 3    | 8   | 4                            | 7                                   | 2   | 3  | 1           | 3  | 7                               | 5                          | 1     |
|                             | 8%    | 12%    | 5%     | 8%    | 7%    | 26%  | -         | 19%  | 7%       | 7%        | 14%          | 4%   | 8%  | 9%                           | 18%                                 | 14%   | 18%                                      | 7%          | 9%   | 15%                             | 6%                         | 8%    |
|                             |       | *      | *      | *     |       | **   | **        | **   | *        | *         | K*           | *    | *   | *                            | LT*                                 | **  | **                                       | **          | *  | *                               | *                          | **    |
| 19-24                       | 2     | 1      | 2      | -     | 2     | -    | -         | -    | -        | 2         | 1            | 2    | 1   | -                            | -                                   | -   | -  | -           | -  | 1                               | -                          | 2     |
|                             | 1%    | 1%     | 1%     | -     | 2%    | -    | -         | -    | -        | 2%        | 1%           | 2%   | 1%  | -                            | -                                   | -   | -  | -           | -  | 2%                              | -                          | 14%   |
|                             |       | *      | *      | *     |       | **   | **        | **   | *        | *         | *            | *    | *   | *                            | *                                   | **  | **                                       | **          | *  | *                               | *                          | **    |
| Sigma                       | 162   | 60     | 103    | 47    | 112   | 4    | 1         | 10   | 50       | 101       | 65           | 97   | 95  | 46                           | 42                                  | 15  | 18                                       | 14          | 33   | 50                              | 74                         | 11    |
|                             | 100%  | 100%   | 100%   | 100%  | 100%  | 100% | 100%      | 100% | 100%     | 100%      | 100%         | 100% | 100%                                      | 100%                         | 100%                                | 100%  | 100%                                     | 100%        | 100%   | 100%                            | 100%                       | 100%  |
| Summary                     |       |        |        |       |       |      |           |      |          |           |              |      |   |                              |                                     |   |  |             |  |                                 |                            |       |
| 0                           | 22    | 10     | 12     | 4     | 17    | 1    | -         | 1    | 5        | 16        | 5            | 16   | 11  | 6                            | 5                                   | -   | 1  | 2           | 1  | 4                               | 11                         | 2     |
|                             | 13%   | 17%    | 11%    | 8%    | 15%   | 26%  | -         | 11%  | 10%      | 16%       | 8%           | 17%  | 11%                                       | 12%                          | 11%                                 | -   | 5%                                       | 14%         | 3%   | 9%                              | 16%                        | 18%   |
|                             |       | *      | *      | *     |       | **   | **        | **   | *        | *         | *            | *    | *   | *                            | *                                   | **  | **                                       | **          | *  | *                               | R*                         | **    |
| 1 - 3                       | 110   | 35     | 75     | 36    | 73    | 1    | 1         | 6    | 38       | 66        | 40           | 70   | 69  | 31                           | 24                                  | 10  | 13                                       | 9           | 23   | 30                              | 48                         | 4     |
|                             | 68%   | 59%    | 73%    | 77%   | 65%   | 26%  | 100%      | 60%  | 75%      | 65%       | 62%          | 72%  | 73%                                       | 67%                          | 56%                                 | 68%   | 72%                                      | 65%         | 68%  | 61%                             | 65%                        | 39%   |
|                             |       | *      | *      | *     |       | **   | **        | **   | *        | *         | *            | *    | N*  | *                            | *                                   | **  | **                                       | **          | *  | *                               | *                          | **    |
| 4 - 6                       | 15    | 5      | 9      | 3     | 10    | 1    | -         | 1    | 4        | 9         | 8            | 6    | 6   | 4                            | 6                                   | 3   | 1  | 2           | 6  | 6                               | 9                          | 2     |
|                             | 9%    | 9%     | 9%     | 7%    | 9%    | 23%  | -         | 11%  | 8%       | 9%        | 13%          | 7%   | 7%  | 9%                           | 13%                                 | 18%   | 5%                                       | 13%         | 17%  | 12%                             | 12%                        | 21%   |
|                             |       | *      | *      | *     |       | **   | **        | **   | *        | *         | *            | *    | *   | *                            | *                                   | **  | **                                       | **          | *  | *                               | *                          | **    |
| 7 - 12                      | 14    | 8      | 6      | 4     | 9     | 1    | -         | 2    | 4        | 8         | 10           | 3    | 8   | 5                            | 9                                   | 2   | 3  | 1           | 4  | 9                               | 6                          | 1     |
|                             | 8%    | 13%    | 5%     | 8%    | 8%    | 26%  | -         | 19%  | 7%       | 8%        | 16%          | 4%   | 8%  | 11%                          | 20%                                 | 14%   | 18%                                      | 7%          | 12%  | 17%                             | 8%                         | 8%    |
|                             |       | *      | *      | *     |       | **   | **        | **   | *        | *         | K*           | *    | *   | *                            | LT*                                 | **  | **                                       | **          | *  | L*                              | *                          | **    |
| more than 12                | 2     | 1      | 2      | -     | 2     | -    | -         | -    | -        | 2         | 1            | 2    | 1   | -                            | -                                   | -   | -  | -           | -  | 1                               | -                          | 2     |
|                             | 1%    | 1%     | 1%     | -     | 2%    | -    | -         | -    | -        | 2%        | 1%           | 2%   | 1%  | -                            | -                                   | -   | -  | -           | -  | 2%                              | -                          | 14%   |
|                             |       | *      | *      | *     |       | **   | **        | **   | *        | *         | *            | *    | *   | *                            | *                                   | **  | **                                       | **          | *  | *                               | *                          | **    |
| Mean (Incl. 0)              | 2.7   | 3.2    | 2.4    | 2.3   | 2.8   | 4.5  | 1         | 4    | 2.3      | 2.8       | 3.9          | 2    | 2.6                                       | 2.8                          | 3.9                                 | 3.4   | 3.4                                      | 2.5         | 3.3  | 3.9                             | 2.5                        | 5.1   |
|                             |       | *      | *      | *     |       | **   | **        | **   | *        | *         | K*           | *    | *   | *                            | LT*                                 | **  | **                                       | **          | *  | LT*                             | *                          | **    |
| Std. Dev.                   | 3.9   | 4.51   | 3.48   | 3.07  | 4.15  | 5.51 | -         | 4.31 | 3.01     | 4.25      | 4.48         | 3.25 | 3.69                                      | 3.45                         | 4.29                                | 3.85  | 4.23                                     | 3.19        | 3.57   | 4.81                            | 3.08                       | 7.1   |
| Std. Err.                   | 0.31  | 0.58   | 0.34   | 0.45  | 0.39  | 2.75 | -         | 1.38 | 0.42     | 0.42      | 0.56         | 0.33 | 0.38                                      | 0.51                         | 0.66                                | 0.99  | 1.01                                     | 0.85        | 0.62   | 0.68                            | 0.36                       | 2.14  |
| Mean (Excl. 0)              | 3.1   | 3.8    | 2.8    | 2.5   | 3.3   | 6    | 1         | 4.5  | 2.6      | 3.3       | 4.2          | 2.3  | 2.9                                       | 3.2                          | 4.4                                 | 3.4   | 3.6                                      | 3           | 3.4  | 4.3                             | 2.9                        | 6.3   |
|                             |       | *      | *      | *     | *     | **   | **        | **   | *        | *         | K*           | *    | *   | *                            | LT*                                 | **  | **                                       | **          | *  | LT*                             | *                          | **    |
| Std. Dev.                   | 4.03  | 4.69   | 3.58   | 3.12  | 4.32  | 5.66 | -         | 4.32 | 3.06     | 4.44      | 4.52         | 3.43 | 3.79                                      | 3.51                         | 4.3                                 | 3.85  | 4.26                                     | 3.26        | 3.58   | 4.88                            | 3.15                       | 7.41  |
| Std. Err.                   | 0.34  | 0.67   | 0.38   | 0.48  | 0.44  | 3.27 | -         | 1.46 | 0.45     | 0.48      | 0.59         | 0.38 | 0.41                                      | 0.55                         | 0.7                                 | 0.99  | 1.05                                     | 0.94        | 0.63   | 0.72                            | 0.4                        | 2.46  |
| Median                      | 1     | 1      | 1      | 1     | 1     | 2.9  | 1         | 2.6  | 1        | 1         | 2            | 1    | 1   | 1                            | 2                                   | 1   | 1.4                                      | 1           | 1  | 2                               | 1                          | 1     |

Statistics:  
 Overlap formula used  
 - Column Proportions:  
 Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K, L/M/N/O/P/Q/R/S/T/U  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Means:  
 Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K, L/M/N/O/P/Q/R/S/T/U  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
[Table of Contents](#)

5. Have you set a budget for March break spending?

|                             | Gender |      | AGE    |       |       | EDUCATION |      |      |          | SET A BUDGET |      | INFLUENCES MARCH BREAK SPENDING DECISIONS |                       |                              |                                     |   |  |             |  |                                 |                            |       |
|-----------------------------|--------|------|--------|-------|-------|-----------|------|------|----------|--------------|------|---|-----------------------|------------------------------|-------------------------------------|---|--|-------------|--|---------------------------------|----------------------------|-------|
|                             | Total  | Male | Female | 18-34 | 35-54 | 55+       | <HS  | HS   | Post Sec | Univ Grad    | Yes  | No  | We decide as a family | What my spouse/partner wants | Family traditions or past vacations | Social media - Facebook, Twitter, Instagram | Peer pressure from other kids or parents | Advertising | My inability to afford additional expenses right now | How much money we've have saved | What my child(ren) want(s) | Other |
|                             | A      | B    | C      | D     | E     | F         | G    | H    | I        | J            | K    | L   | M                     | N                            | O                                   | P   | Q  | R           | S  | T                               | U                          |       |
| Base: All Answering (unwtd) | 791    | 250  | 541    | 280   | 483   | 28        | 30   | 115  | 323      | 323          | 309  | 482                                       | 483                   | 218                          | 178                                 | 64  | 30                                       | 58          | 159  | 254                             | 361                        | 33    |
| Base: All Answering (wtd)   | 794    | 254  | 539    | 276   | 488   | 29        | 30   | 114  | 322      | 329          | 311  | 483                                       | 484                   | 220                          | 182                                 | 63  | 33                                       | 57          | 157  | 254                             | 366                        | 34    |
| Yes                         | 311    | 96   | 215    | 109   | 193   | 9         | 13   | 43   | 121      | 134          | 311  | -   | 186                   | 84                           | 97                                  | 31  | 13                                       | 32          | 50   | 133                             | 137                        | 4     |
|                             | 39%    | 38%  | 40%    | 40%   | 40%   | 29%       | 42%  | 38%  | 38%      | 41%          | 100% | -   | 38%                   | 38%                          | 54%                                 | 50%   | 41%                                      | 56%         | 32%  | 52%                             | 37%                        | 13%   |
|                             |        |      |        |       |       | **        | **   |      |          |              | K    |   | U                     | U                            | LMRTU                               | RTU*  | **                                       | LMRTU*      | U  | LMRTU                           | U                          | *     |
| No                          | 483    | 159  | 324    | 167   | 295   | 21        | 17   | 70   | 200      | 195          | -    | 483                                       | 298                   | 135                          | 84                                  | 32  | 19                                       | 25          | 107  | 121                             | 229                        | 30    |
|                             | 61%    | 62%  | 60%    | 60%   | 60%   | 71%       | 58%  | 62%  | 62%      | 59%          | -    | 100%                                      | 62%                   | 62%                          | 46%                                 | 50%   | 59%                                      | 44%         | 68%  | 48%                             | 63%                        | 87%   |
|                             |        |      |        |       |       | **        | **   |      |          |              | J    |   | NQS                   | NQS                          | *                                   | **  | *  | NOQS        | NOQS   | NOQS                            | LMNOQRST*                  |       |
| Sigma                       | 794    | 254  | 539    | 276   | 488   | 29        | 30   | 114  | 322      | 329          | 311  | 483                                       | 484                   | 220                          | 182                                 | 63  | 33                                       | 57          | 157  | 254                             | 366                        | 34    |
|                             | 100%   | 100% | 100%   | 100%  | 100%  | 100%      | 100% | 100% | 100%     | 100%         | 100% | 100%                                      | 100%                  | 100%                         | 100%                                | 100%  | 100%                                     | 100%        | 100%   | 100%                            | 100%                       | 100%  |

Statistics:  
 Overlap formula used  
 - Column Proportions:  
 Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K, L/M/N/O/P/Q/R/S/T/U  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Means:  
 Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K, L/M/N/O/P/Q/R/S/T/U  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of Contents](#)

6. Which of the following influences your March break spending decisions?

|  | Total | Gender |        | AGE   |       |      | EDUCATION |      |          |           | SET A BUDGET |      | INFLUENCES MARCH BREAK SPENDING DECISIONS |                              |                                     |   |  |             |  |                                 |                            |           |
|--|-------|--------|--------|-------|-------|------|-----------|------|----------|-----------|--------------|------|---|------------------------------|-------------------------------------|---|--|-------------|--|---------------------------------|----------------------------|-----------|
|  |       | Male   | Female | 18-34 | 35-54 | 55+  | <HS       | HS   | Post Sec | Univ Grad | Yes          | No   | We decide as a family                     | What my spouse/partner wants | Family traditions or past vacations | Social media - Facebook, Twitter, Instagram | Peer pressure from other kids or parents | Advertising | My inability to afford additional expenses right now | How much money we've have saved | What my child(ren) want(s) | Other     |
|  |       | A      | B      | C     | D     | E    | F         | G    | H        | I         | J            | K    | L   | M                            | N                                   | O   | P  | Q           | R  | S                               | T                          | U         |
| Base: All Answering (unwtd)                          | 791   | 250    | 541    | 280   | 483   | 28   | 30        | 115  | 323      | 323       | 309          | 482  | 483                                       | 218                          | 178                                 | 64  | 30                                       | 58          | 159  | 254                             | 361                        | 33        |
| Base: All Answering (wtd)                            | 794   | 254    | 539    | 276   | 488   | 29   | 30        | 114  | 322      | 329       | 311          | 483  | 484                                       | 220                          | 182                                 | 63  | 33                                       | 57          | 157  | 254                             | 366                        | 34        |
| We decide as a family                                | 484   | 159    | 325    | 172   | 296   | 16   | 16        | 72   | 195      | 201       | 186          | 298  | 484                                       | 141                          | 112                                 | 36  | 16                                       | 36          | 77   | 140                             | 226                        | 6         |
|  | 61%   | 63%    | 60%    | 62%   | 61%   | 54%  | 54%       | 64%  | 61%      | 61%       | 60%          | 62%  | 100%                                      | 64%                          | 62%                                 | 57%   | 48%                                      | 64%         | 49%  | 55%                             | 62%                        | 18%       |
|  |       |        |        |       |       | **   | **        |      |          |           |              |      | MNOQRSTU                                  | RSU                          | RU                                  | U*  | **                                       | U*          | U  | U                               | RSU                        | *         |
| What my spouse/partner wants                         | 220   | 85     | 134    | 81    | 130   | 8    | 3         | 28   | 85       | 104       | 84           | 135  | 141                                       | 220                          | 76                                  | 24  | 12                                       | 25          | 52   | 89                              | 144                        | 2         |
|  | 28%   | 34%    | 25%    | 30%   | 27%   | 27%  | 9%        | 25%  | 26%      | 32%       | 27%          | 28%  | 29%                                       | 100%                         | 42%                                 | 38%   | 38%                                      | 44%         | 33%  | 35%                             | 39%                        | 4%        |
|  |       |        |        |       |       | **   | **        |      |          |           |              |      | U   | LNOQRSTU                     | LU                                  | U*  | **                                       | LU*         | U  | LU                              | LU                         | *         |
| Family traditions or past vacations                  | 182   | 62     | 120    | 57    | 115   | 10   | 4         | 19   | 63       | 95        | 97           | 84   | 112                                       | 76                           | 182                                 | 30  | 9  | 21          | 33   | 78                              | 102                        | 4         |
|  | 23%   | 24%    | 22%    | 21%   | 24%   | 35%  | 13%       | 17%  | 20%      | 29%       | 31%          | 17%  | 23%                                       | 34%                          | 100%                                | 48%   | 26%                                      | 37%         | 21%  | 31%                             | 28%                        | 13%       |
|  |       |        |        |       |       | **   | **        |      |          | GH        | K            |      | LRTU                                      | LMOQRSTU                     | LMRSTU*                             | **  | LRU*                                     | LRU         | LRU  | L                               | L                          | *         |
| Social media - Facebook, Twitter, Instagram          | 63    | 14     | 49     | 36    | 24    | 3    | 5         | 7    | 28       | 24        | 31           | 32   | 36  | 24                           | 30                                  | 63  | 4  | 22          | 16   | 24                              | 38                         | 3         |
|  | 8%    | 5%     | 9%     | 13%   | 5%    | 10%  | 16%       | 6%   | 9%       | 7%        | 10%          | 7%   | 7%  | 11%                          | 17%                                 | 100%  | 11%                                      | 40%         | 10%  | 9%                              | 10%                        | 7%        |
|  |       |        |        |       |       | **   | **        |      |          |           |              |      |   |                              | LMST                                | LMNQRSTU*                                   | **                                       | LMNRSTU*    |  |                                 | L                          | *         |
| Peer pressure from other kids or parents             | 33    | 11     | 22     | 5     | 26    | 2    | 2         | 4    | 7        | 20        | 13           | 19   | 16  | 12                           | 9                                   | 4   | 33                                       | 3           | 10   | 11                              | 21                         | -         |
|  | 4%    | 4%     | 4%     | 2%    | 5%    | 6%   | 7%        | 3%   | 2%       | 6%        | 4%           | 4%   | 3%  | 6%                           | 5%                                  | 6%  | 100%                                     | 5%          | 7%   | 4%                              | 6%                         | -         |
|  |       |        |        |       |       | **   | **        |      |          | H         |              |      |   |                              | *                                   | **  | *  | *           | L  | L                               | L                          | *         |
| Advertising  | 57    | 17     | 39     | 27    | 27    | 2    | 2         | 7    | 25       | 23        | 32           | 25   | 36  | 25                           | 21                                  | 22  | 3  | 57          | 10   | 23                              | 34                         | 2         |
|  | 7%    | 7%     | 7%     | 10%   | 6%    | 7%   | 7%        | 6%   | 8%       | 7%        | 10%          | 5%   | 7%  | 11%                          | 11%                                 | 36%   | 9%                                       | 100%        | 6%   | 9%                              | 9%                         | 4%        |
|  |       |        |        |       |       | **   | **        |      |          |           | K            |      |   | LR                           |                                     | LMNRSTU*                                    | **                                       | LMNRSTU*    |  |                                 |                            | *         |
| My inability to afford additional expenses right now | 157   | 38     | 119    | 63    | 88    | 6    | 6         | 25   | 65       | 62        | 50           | 107  | 77  | 52                           | 33                                  | 16  | 10                                       | 10          | 157  | 56                              | 82                         | 3         |
|  | 20%   | 15%    | 22%    | 23%   | 18%   | 21%  | 19%       | 22%  | 20%      | 19%       | 16%          | 22%  | 16%                                       | 24%                          | 18%                                 | 26%   | 31%                                      | 17%         | 100%   | 22%                             | 22%                        | 10%       |
|  |       |        |        |       |       | **   | **        |      |          |           | J            |      |   | L                            | L*                                  | **  | *  | LMNOQSTU    | L  | L                               | L                          | *         |
| How much money we've have saved                      | 254   | 75     | 179    | 96    | 151   | 7    | 8         | 38   | 101      | 108       | 133          | 121  | 140                                       | 89                           | 78                                  | 24  | 11                                       | 23          | 56   | 254                             | 130                        | 6         |
|  | 32%   | 29%    | 33%    | 35%   | 31%   | 25%  | 27%       | 33%  | 31%      | 33%       | 43%          | 25%  | 29%                                       | 40%                          | 43%                                 | 38%   | 33%                                      | 42%         | 35%  | 100%                            | 35%                        | 16%       |
|  |       |        |        |       |       | **   | **        |      |          |           | K            |      |   | LU                           | LTU                                 | U*  | **                                       | LU*         | U  | LMNOQRTU                        | LU                         | *         |
| What my child(ren) want(s)                           | 366   | 95     | 272    | 119   | 229   | 19   | 12        | 48   | 143      | 164       | 137          | 229  | 226                                       | 144                          | 102                                 | 38  | 21                                       | 34          | 82   | 130                             | 366                        | 4         |
|  | 46%   | 37%    | 50%    | 43%   | 47%   | 65%  | 40%       | 42%  | 44%      | 50%       | 44%          | 48%  | 47%                                       | 65%                          | 56%                                 | 61%   | 64%                                      | 60%         | 52%  | 51%                             | 100%                       | 13%       |
|  |       |        |        |       |       | **   | **        |      |          |           | U            |      | LNRSU                                     | LU                           | LU*                                 | **  | LU*                                      | U           | U  | LMNOQRSU                        | *                          | *         |
| Other  | 34    | 11     | 23     | 10    | 24    | -    | 2         | 1    | 15       | 16        | 4            | 30   | 6   | 2                            | 4                                   | 3   | -  | 2           | 3  | 6                               | 4                          | 34        |
|  | 4%    | 4%     | 4%     | 3%    | 5%    | -    | 6%        | 1%   | 5%       | 5%        | 1%           | 6%   | 1%  | 1%                           | 2%                                  | 4%  | -  | 3%          | 2%   | 2%                              | 1%                         | 100%      |
|  |       |        |        |       |       | **   | **        |      |          |           | J            |      |   |                              |                                     | M*  | **                                       | *           |  |                                 |                            | LMNOQRST* |
| Sigma  | 1850  | 567    | 1283   | 665   | 1112  | 73   | 59        | 248  | 727      | 816       | 768          | 1082 | 1275                                      | 785                          | 647                                 | 260   | 118                                      | 232         | 497  | 811                             | 1147                       | 63        |
|  | 233%  | 223%   | 238%   | 241%  | 228%  | 251% | 198%      | 219% | 226%     | 248%      | 247%         | 224% | 263%                                      | 357%                         | 356%                                | 413%  | 361%                                     | 410%        | 317%   | 319%                            | 313%                       | 186%      |

Statistics:  
 Overlap formula used  
 - Column Proportions:  
 Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K, L/M/N/O/P/Q/R/S/T/U  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Means:  
 Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K, L/M/N/O/P/Q/R/S/T/U  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of Contents](#)

7\_1. To what extent do you agree or disagree with the following statements: - I'll spend what it takes to keep my kids occupied and entertained during March Break

|                               | Total | Gender |        | AGE   |       |      | EDUCATION |      |          |           | SET A BUDGET |      | INFLUENCES MARCH BREAK SPENDING DECISIONS |                              |                                     |   |  |             |  |                                 |                            |       |
|-------------------------------|-------|--------|--------|-------|-------|------|-----------|------|----------|-----------|--------------|------|---|------------------------------|-------------------------------------|---|--|-------------|--|---------------------------------|----------------------------|-------|
|                               |       | Male   | Female | 18-34 | 35-54 | 55+  | <HS       | HS   | Post Sec | Univ Grad | Yes          | No   | We decide as a family                     | What my spouse/partner wants | Family traditions or past vacations | Social media - Facebook, Twitter, Instagram | Peer pressure from other kids or parents | Advertising | My inability to afford additional expenses right now | How much money we've have saved | What my child(ren) want(s) | Other |
|                               |       | A      | B      | C     | D     | E    | F         | G    | H        | I         | J            | K    | L   | M                            | N                                   | O   | P  | Q           | R  | S                               | T                          | U     |
| Base: All Respondents (unwtd) | 1002  | 305    | 697    | 353   | 609   | 40   | 38        | 147  | 427      | 390       | 309          | 482  | 483                                       | 218                          | 178                                 | 64  | 30                                       | 58          | 159  | 254                             | 361                        | 33    |
| Base: All Respondents (wtd)   | 1002  | 310    | 692    | 345   | 616   | 42   | 37        | 144  | 426      | 395       | 311          | 483  | 484                                       | 220                          | 182                                 | 63  | 33                                       | 57          | 157  | 254                             | 366                        | 34    |
| Top 2 Box (Net)               | 495   | 179    | 317    | 179   | 297   | 20   | 19        | 71   | 199      | 205       | 197          | 244  | 265                                       | 118                          | 105                                 | 40  | 23                                       | 41          | 65   | 127                             | 208                        | 13    |
|                               | 49%   | 58%    | 46%    | 52%   | 48%   | 48%  | 52%       | 50%  | 47%      | 52%       | 63%          | 51%  | 55%                                       | 54%                          | 58%                                 | 63%   | 71%                                      | 72%         | 41%  | 50%                             | 57%                        | 39%   |
|                               |       | B      |        |       |       | *    | *         |      |          |           | K            |      | R   | R                            | RU                                  | RU*   | **                                       | LMNRSTU*    |  | R                               | RSU                        | *     |
| Strongly agree                | 109   | 30     | 78     | 46    | 59    | 4    | 8         | 20   | 40       | 40        | 68           | 32   | 58  | 23                           | 32                                  | 15  | 5  | 17          | 15   | 31                              | 49                         | 3     |
|                               | 11%   | 10%    | 11%    | 13%   | 10%   | 9%   | 23%       | 14%  | 9%       | 10%       | 22%          | 7%   | 12%                                       | 10%                          | 17%                                 | 24%   | 14%                                      | 30%         | 9%   | 12%                             | 13%                        | 8%    |
|                               |       |        |        |       |       | *    | HI*       |      |          |           | K            |      |   |                              | LMR                                 | LMRST*                                      | **                                       | LMNRSTU*    |  |                                 |                            | *     |
| Somewhat agree                | 387   | 149    | 238    | 133   | 238   | 16   | 11        | 51   | 160      | 165       | 129          | 213  | 207                                       | 95                           | 73                                  | 24  | 19                                       | 24          | 50   | 97                              | 160                        | 10    |
|                               | 39%   | 48%    | 34%    | 39%   | 39%   | 39%  | 29%       | 36%  | 37%      | 42%       | 42%          | 44%  | 43%                                       | 43%                          | 40%                                 | 38%   | 57%                                      | 42%         | 32%  | 38%                             | 44%                        | 30%   |
|                               |       | B      |        |       |       | *    | *         |      |          |           | R            |      | R   |                              | *                                   | **  | *  |             |  |                                 | R                          | *     |
| Bottom 2 Box (Net)            | 507   | 132    | 375    | 166   | 319   | 22   | 18        | 73   | 226      | 190       | 114          | 238  | 219                                       | 102                          | 77                                  | 23  | 9  | 16          | 92   | 127                             | 158                        | 21    |
|                               | 51%   | 42%    | 54%    | 48%   | 52%   | 52%  | 48%       | 50%  | 53%      | 48%       | 37%          | 49%  | 45%                                       | 46%                          | 42%                                 | 37%   | 29%                                      | 28%         | 50%  | 50%                             | 43%                        | 61%   |
|                               |       | A      |        |       |       | *    | *         |      |          |           | J            |      | Q   | Q                            | Q                                   | *   | **                                       | *           | LMNOQST  | QT                              | Q                          | NOQT* |
| Somewhat disagree             | 258   | 68     | 190    | 86    | 158   | 15   | 6         | 31   | 115      | 105       | 70           | 131  | 126                                       | 65                           | 45                                  | 13  | 6  | 8           | 49   | 69                              | 90                         | 12    |
|                               | 26%   | 22%    | 28%    | 25%   | 26%   | 36%  | 17%       | 22%  | 27%      | 27%       | 23%          | 27%  | 26%                                       | 29%                          | 25%                                 | 21%   | 19%                                      | 14%         | 31%  | 27%                             | 25%                        | 35%   |
|                               |       |        |        |       |       | *    | *         |      |          |           | Q            |      | Q   |                              | *                                   | **  | *  |             | Q  | Q                               |                            | Q*    |
| Strongly disagree             | 248   | 64     | 185    | 81    | 161   | 7    | 12        | 41   | 111      | 85        | 44           | 107  | 94  | 37                           | 32                                  | 10  | 3  | 8           | 44   | 58                              | 68                         | 9     |
|                               | 25%   | 20%    | 27%    | 23%   | 26%   | 16%  | 31%       | 29%  | 26%      | 21%       | 14%          | 22%  | 19%                                       | 17%                          | 18%                                 | 16%   | 9%                                       | 14%         | 28%  | 23%                             | 18%                        | 27%   |
|                               |       | A      |        |       |       | *    | *         |      |          |           | J            |      |   |                              | *                                   | **  | *  |             | LMNOQT   |                                 |                            | *     |
| Sigma                         | 1002  | 310    | 692    | 345   | 616   | 42   | 37        | 144  | 426      | 395       | 311          | 483  | 484                                       | 220                          | 182                                 | 63  | 33                                       | 57          | 157  | 254                             | 366                        | 34    |
|                               | 100%  | 100%   | 100%   | 100%  | 100%  | 100% | 100%      | 100% | 100%     | 100%      | 100%         | 100% | 100%                                      | 100%                         | 100%                                | 100%  | 100%                                     | 100%        | 100%   | 100%                            | 100%                       | 100%  |

Statistics:  
 Overlap formula used  
 - Column Proportions:  
 Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K, L/M/N/O/P/Q/R/S/T/U  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Means:  
 Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K, L/M/N/O/P/Q/R/S/T/U  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
[Table of Contents](#)

7\_2. To what extent do you agree or disagree with the following statements: - I usually spend more than I want to over March Break

|                               | Total | Gender |        | AGE   |       |      | EDUCATION |      |          |           | SET A BUDGET |      | INFLUENCES MARCH BREAK SPENDING DECISIONS |                              |                                     |   |  |             |  |                                 |                            |           |
|-------------------------------|-------|--------|--------|-------|-------|------|-----------|------|----------|-----------|--------------|------|---|------------------------------|-------------------------------------|---|--|-------------|--|---------------------------------|----------------------------|-----------|
|                               |       | Male   | Female | 18-34 | 35-54 | 55+  | <HS       | HS   | Post Sec | Univ Grad | Yes          | No   | We decide as a family                     | What my spouse/partner wants | Family traditions or past vacations | Social media - Facebook, Twitter, Instagram | Peer pressure from other kids or parents | Advertising | My inability to afford additional expenses right now | How much money we've have saved | What my child(ren) want(s) | Other     |
|                               |       | A      | B      | C     | D     | E    | F         | G    | H        | I         | J            | K    | L   | M                            | N                                   | O   | P  | Q           | R  | S                               | T                          | U         |
| Base: All Respondents (unwtd) | 1002  | 305    | 697    | 353   | 609   | 40   | 38        | 147  | 427      | 390       | 309          | 482  | 483                                       | 218                          | 178                                 | 64  | 30                                       | 58          | 159  | 254                             | 361                        | 33        |
| Base: All Respondents (wtd)   | 1002  | 310    | 692    | 345   | 616   | 42   | 37        | 144  | 426      | 395       | 311          | 483  | 484                                       | 220                          | 182                                 | 63  | 33                                       | 57          | 157  | 254                             | 366                        | 34        |
| Top 2 Box (Net)               | 326   | 112    | 214    | 106   | 205   | 15   | 16        | 42   | 132      | 136       | 159          | 144  | 163                                       | 87                           | 80                                  | 33  | 22                                       | 29          | 81   | 109                             | 133                        | 6         |
|                               | 33%   | 36%    | 31%    | 31%   | 33%   | 36%  | 42%       | 29%  | 31%      | 34%       | 51%          | 30%  | 34%                                       | 39%                          | 44%                                 | 53%   | 67%                                      | 52%         | 43%  | 36%                             | 16%                        |           |
| Strongly agree                | 74    | 26     | 48     | 26    | 43    | 5    | 8         | 16   | 28       | 22        | 44           | 25   | 32  | 16                           | 21                                  | 8   | 8  | 12          | 20   | 23                              | 31                         | 1         |
|                               | 7%    | 9%     | 7%     | 8%    | 7%    | 12%  | 21%       | 11%  | 7%       | 6%        | 14%          | 5%   | 7%  | 7%                           | 12%                                 | 12%   | 25%                                      | 21%         | 12%  | 9%                              | 8%                         | 3%        |
|                               |       |        |        |       |       | *    | HI*       | I    |          |           | K            |      | U   | U                            | LTU                                 | LMTU*                                       | **                                       | LTU*        | LMSTU  | LTU                             | U                          | *         |
| Somewhat agree                | 252   | 85     | 166    | 80    | 162   | 10   | 8         | 26   | 104      | 113       | 115          | 119  | 131                                       | 71                           | 59                                  | 26  | 14                                       | 17          | 61   | 86                              | 102                        | 5         |
|                               | 25%   | 27%    | 24%    | 23%   | 26%   | 24%  | 21%       | 18%  | 25%      | 29%       | 37%          | 25%  | 27%                                       | 32%                          | 32%                                 | 41%   | 42%                                      | 31%         | 39%  | 34%                             | 28%                        | 13%       |
|                               |       |        |        |       |       | *    | *         |      |          | G         | K            |      |   | U                            | U                                   | LTU*  | **                                       | *           | LTU  | LTU                             |                            | *         |
| Bottom 2 Box (Net)            | 676   | 199    | 477    | 239   | 411   | 27   | 22        | 102  | 293      | 259       | 152          | 338  | 321                                       | 133                          | 102                                 | 30  | 11                                       | 27          | 76   | 145                             | 233                        | 28        |
|                               | 67%   | 64%    | 69%    | 69%   | 67%   | 64%  | 58%       | 71%  | 69%      | 66%       | 49%          | 70%  | 66%                                       | 61%                          | 56%                                 | 47%   | 33%                                      | 48%         | 57%  | 64%                             | 84%                        |           |
|                               |       |        |        |       |       | *    | *         |      |          |           | J            |      | NOQRS                                     | OR                           | *                                   | **  | *  |             | R  | NOQRS                           | LMNOQRST*                  |           |
| Somewhat disagree             | 322   | 115    | 208    | 104   | 203   | 15   | 7         | 50   | 133      | 132       | 85           | 182  | 174                                       | 77                           | 63                                  | 17  | 6  | 18          | 42   | 81                              | 125                        | 12        |
|                               | 32%   | 37%    | 30%    | 30%   | 33%   | 37%  | 20%       | 35%  | 31%      | 33%       | 27%          | 38%  | 36%                                       | 35%                          | 35%                                 | 28%   | 18%                                      | 32%         | 27%  | 32%                             | 34%                        | 35%       |
|                               |       | B      |        |       |       | *    | *         |      |          |           | J            |      | R   |                              | *                                   | **  | *  |             |  |                                 |                            | *         |
| Strongly disagree             | 354   | 84     | 270    | 135   | 208   | 11   | 14        | 52   | 161      | 128       | 67           | 157  | 148                                       | 56                           | 39                                  | 12  | 5  | 9           | 34   | 65                              | 108                        | 17        |
|                               | 35%   | 27%    | 39%    | 39%   | 34%   | 27%  | 38%       | 36%  | 38%      | 32%       | 22%          | 32%  | 31%                                       | 26%                          | 21%                                 | 19%   | 15%                                      | 16%         | 21%  | 25%                             | 29%                        | 49%       |
|                               |       | A      |        |       |       | *    | *         |      |          |           | J            |      | NOQR                                      |                              | *                                   | **  | *  |             |  |                                 | NQR                        | LMNOQRST* |
| Sigma                         | 1002  | 310    | 692    | 345   | 616   | 42   | 37        | 144  | 426      | 395       | 311          | 483  | 484                                       | 220                          | 182                                 | 63  | 33                                       | 57          | 157  | 254                             | 366                        | 34        |
|                               | 100%  | 100%   | 100%   | 100%  | 100%  | 100% | 100%      | 100% | 100%     | 100%      | 100%         | 100% | 100%                                      | 100%                         | 100%                                | 100%  | 100%                                     | 100%        | 100%   | 100%                            | 100%                       | 100%      |

Statistics:  
 Overlap formula used  
 - Column Proportions:  
 Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K, L/M/N/O/P/Q/R/S/T/U  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Means:  
 Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K, L/M/N/O/P/Q/R/S/T/U  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
[Table of Contents](#)

7\_3. To what extent do you agree or disagree with the following statements: - March Break is usually more expensive than Christmas for our family

|                               | Total | Gender |        | AGE   |       |      | EDUCATION |      |          |           | SET A BUDGET |      | INFLUENCES MARCH BREAK SPENDING DECISIONS |                              |                                     |   |  |             |  |                                 |                            |           |
|-------------------------------|-------|--------|--------|-------|-------|------|-----------|------|----------|-----------|--------------|------|---|------------------------------|-------------------------------------|---|--|-------------|--|---------------------------------|----------------------------|-----------|
|                               |       | Male   | Female | 18-34 | 35-54 | 55+  | <HS       | HS   | Post Sec | Univ Grad | Yes          | No   | We decide as a family                     | What my spouse/partner wants | Family traditions or past vacations | Social media - Facebook, Twitter, Instagram | Peer pressure from other kids or parents | Advertising | My inability to afford additional expenses right now | How much money we've have saved | What my child(ren) want(s) | Other     |
|                               |       | A      | B      | C     | D     | E    | F         | G    | H        | I         | J            | K    | L   | M                            | N                                   | O   | P  | Q           | R  | S                               | T                          | U         |
| Base: All Respondents (unwtd) | 1002  | 305    | 697    | 353   | 609   | 40   | 38        | 147  | 427      | 390       | 309          | 482  | 483                                       | 218                          | 178                                 | 64  | 30                                       | 58          | 159  | 254                             | 361                        | 33        |
| Base: All Respondents (wtd)   | 1002  | 310    | 692    | 345   | 616   | 42   | 37        | 144  | 426      | 395       | 311          | 483  | 484                                       | 220                          | 182                                 | 63  | 33                                       | 57          | 157  | 254                             | 366                        | 34        |
| Top 2 Box (Net)               | 148   | 68     | 80     | 44    | 96    | 8    | 3         | 18   | 54       | 74        | 92           | 43   | 70  | 38                           | 49                                  | 11  | 11                                       | 13          | 24   | 47                              | 44                         | -         |
|                               | 15%   | 22%    | 12%    | 13%   | 16%   | 19%  | 8%        | 12%  | 13%      | 19%       | 30%          | 9%   | 15%                                       | 17%                          | 27%                                 | 17%   | 34%                                      | 22%         | 15%  | 18%                             | 12%                        | -         |
|                               |       | B      |        |       |       | *    |           |      | H        |           | K            |      | U   | TU                           | LMRSTU                              | U*  | **                                       | TU*         | U  | TU                              | U                          | *         |
| Strongly agree                | 47    | 21     | 26     | 13    | 30    | 3    | 1         | 7    | 15       | 25        | 34           | 10   | 19  | 15                           | 19                                  | 3   | 5  | 5           | 13   | 15                              | 19                         | -         |
|                               | 5%    | 7%     | 4%     | 4%    | 5%    | 7%   | 3%        | 5%   | 3%       | 6%        | 11%          | 2%   | 4%  | 7%                           | 11%                                 | 5%  | 15%                                      | 9%          | 8%   | 6%                              | 5%                         | -         |
|                               |       | B      |        |       |       | *    |           |      |          |           | K            |      | L   | LST                          | *                                   | **  | *  |             | L  |                                 |                            | *         |
| Somewhat agree                | 102   | 47     | 55     | 31    | 66    | 5    | 2         | 11   | 39       | 49        | 59           | 33   | 52  | 23                           | 29                                  | 8   | 6  | 8           | 11   | 32                              | 25                         | -         |
|                               | 10%   | 15%    | 8%     | 9%    | 11%   | 12%  | 5%        | 8%   | 9%       | 12%       | 19%          | 7%   | 11%                                       | 10%                          | 16%                                 | 12%   | 19%                                      | 14%         | 7%   | 13%                             | 7%                         | -         |
|                               |       | B      |        |       |       | *    |           |      |          |           | K            |      | T   | T                            | LMRTU                               | U*  | **                                       | TU*         |  | RTU                             |                            | *         |
| Bottom 2 Box (Net)            | 854   | 243    | 611    | 301   | 519   | 34   | 34        | 126  | 372      | 321       | 219          | 440  | 414                                       | 182                          | 133                                 | 52  | 22                                       | 44          | 133  | 207                             | 322                        | 34        |
|                               | 85%   | 78%    | 88%    | 87%   | 84%   | 81%  | 92%       | 88%  | 87%      | 81%       | 70%          | 91%  | 85%                                       | 83%                          | 73%                                 | 83%   | 66%                                      | 78%         | 85%  | 82%                             | 88%                        | 100%      |
|                               |       | A      |        |       |       | *    |           |      | I        |           | J            |      | N   | N                            | *                                   | **  | *  |             | N  | N                               | MNQS                       | LMNOQRST* |
| Somewhat disagree             | 249   | 90     | 159    | 71    | 163   | 16   | 9         | 32   | 96       | 112       | 91           | 123  | 128                                       | 57                           | 49                                  | 15  | 7  | 16          | 31   | 67                              | 105                        | 12        |
|                               | 25%   | 29%    | 23%    | 20%   | 26%   | 38%  | 25%       | 22%  | 22%      | 28%       | 29%          | 26%  | 26%                                       | 26%                          | 27%                                 | 24%   | 22%                                      | 29%         | 20%  | 26%                             | 29%                        | 35%       |
|                               |       | B      |        |       | C     | C*   |           |      |          |           |              |      |   |                              | *                                   | **  | *  |             |  |                                 | R                          | *         |
| Strongly disagree             | 605   | 152    | 453    | 230   | 357   | 18   | 25        | 94   | 276      | 209       | 128          | 317  | 286                                       | 125                          | 84                                  | 37  | 14                                       | 28          | 102  | 140                             | 217                        | 22        |
|                               | 60%   | 49%    | 65%    | 67%   | 58%   | 43%  | 67%       | 65%  | 65%      | 53%       | 41%          | 66%  | 59%                                       | 57%                          | 46%                                 | 59%   | 44%                                      | 49%         | 65%  | 55%                             | 59%                        | 65%       |
|                               |       | A      |        | DE    |       | *    |           | I    | I        |           | J            |      | N   | N                            | N*                                  | **  | *  |             | NQS  | N                               | N                          | *         |
| Sigma                         | 1002  | 310    | 692    | 345   | 616   | 42   | 37        | 144  | 426      | 395       | 311          | 483  | 484                                       | 220                          | 182                                 | 63  | 33                                       | 57          | 157  | 254                             | 366                        | 34        |
|                               | 100%  | 100%   | 100%   | 100%  | 100%  | 100% | 100%      | 100% | 100%     | 100%      | 100%         | 100% | 100%                                      | 100%                         | 100%                                | 100%  | 100%                                     | 100%        | 100%   | 100%                            | 100%                       | 100%      |

Statistics:  
 Overlap formula used  
 - Column Proportions:  
 Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K, L/M/N/O/P/Q/R/S/T/U  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Means:  
 Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K, L/M/N/O/P/Q/R/S/T/U  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
[Table of Contents](#)

7\_4. To what extent do you agree or disagree with the following statements: - I've gone into debt in the past as a result of March Break activities

|                               | Total | Gender |        | AGE   |       |      | EDUCATION |      |          |           | SET A BUDGET |      | INFLUENCES MARCH BREAK SPENDING DECISIONS |                              |                                     |   |  |             |  |                                 |                            |       |
|-------------------------------|-------|--------|--------|-------|-------|------|-----------|------|----------|-----------|--------------|------|---|------------------------------|-------------------------------------|---|--|-------------|--|---------------------------------|----------------------------|-------|
|                               |       | Male   | Female | 18-34 | 35-54 | 55+  | <HS       | HS   | Post Sec | Univ Grad | Yes          | No   | We decide as a family                     | What my spouse/partner wants | Family traditions or past vacations | Social media - Facebook, Twitter, Instagram | Peer pressure from other kids or parents | Advertising | My inability to afford additional expenses right now | How much money we've have saved | What my child(ren) want(s) | Other |
|                               |       | A      | B      | C     | D     | E    | F         | G    | H        | I         | J            | K    | L   | M                            | N                                   | O   | P  | Q           | R  | S                               | T                          | U     |
| Base: All Respondents (unwtd) | 1002  | 305    | 697    | 353   | 609   | 40   | 38        | 147  | 427      | 390       | 309          | 482  | 483                                       | 218                          | 178                                 | 64  | 30                                       | 58          | 159  | 254                             | 361                        | 33    |
| Base: All Respondents (wtd)   | 1002  | 310    | 692    | 345   | 616   | 42   | 37        | 144  | 426      | 395       | 311          | 483  | 484                                       | 220                          | 182                                 | 63  | 33                                       | 57          | 157  | 254                             | 366                        | 34    |
| Top 2 Box (Net)               | 196   | 80     | 115    | 61    | 124   | 10   | 6         | 31   | 82       | 77        | 102          | 82   | 92  | 50                           | 54                                  | 19  | 15                                       | 22          | 44   | 67                              | 74                         | 3     |
|                               | 20%   | 26%    | 17%    | 18%   | 20%   | 24%  | 16%       | 21%  | 19%      | 20%       | 33%          | 17%  | 19%                                       | 23%                          | 30%                                 | 46%   | 39%                                      | 28%         | 26%  | 20%                             | 8%                         |       |
| Strongly agree                | 57    | 23     | 34     | 16    | 38    | 3    | 5         | 7    | 24       | 21        | 32           | 20   | 21  | 20                           | 22                                  | 5   | 7  | 7           | 24   | 17                              | 25                         | 2     |
|                               | 6%    | 7%     | 5%     | 5%    | 6%    | 7%   | 13%       | 5%   | 6%       | 5%        | 10%          | 4%   | 4%  | 9%                           | 12%                                 | 8%  | 20%                                      | 12%         | 15%  | 7%                              | 7%                         | 5%    |
|                               |       | B      |        |       |       | *    | *         |      |          |           | K            |      |   |                              | LMTU                                | LU*   | **                                       | LMSTU*      | LTU  | LTU                             |                            | *     |
|                               |       |        |        |       |       | *    | *         |      |          |           | K            |      |   |                              | L                                   | *   | **                                       | L*          | LMST   | L                               |                            | *     |
| Somewhat agree                | 139   | 57     | 81     | 45    | 87    | 7    | 1         | 23   | 58       | 57        | 70           | 61   | 70  | 30                           | 32                                  | 14  | 8  | 15          | 20   | 49                              | 49                         | 1     |
|                               | 14%   | 18%    | 12%    | 13%   | 14%   | 17%  | 3%        | 16%  | 14%      | 14%       | 23%          | 13%  | 15%                                       | 14%                          | 18%                                 | 22%   | 25%                                      | 27%         | 13%  | 19%                             | 13%                        | 3%    |
|                               |       | B      |        |       |       | *    | *         | F    |          | F         | K            |      |   |                              | U                                   | TU*   | **                                       | LMRTU*      | LMRTU  |                                 |                            | *     |
| Bottom 2 Box (Net)            | 806   | 230    | 576    | 283   | 491   | 32   | 32        | 113  | 344      | 318       | 209          | 401  | 392                                       | 170                          | 128                                 | 44  | 18                                       | 34          | 113  | 188                             | 292                        | 31    |
|                               | 80%   | 74%    | 83%    | 82%   | 80%   | 76%  | 84%       | 79%  | 81%      | 80%       | 67%          | 83%  | 81%                                       | 77%                          | 70%                                 | 70%   | 54%                                      | 61%         | 72%  | 74%                             | 80%                        | 92%   |
|                               |       | A      |        |       |       | *    | *         |      |          |           | J            |      | NOQRS                                     | NQ                           | *                                   | **  | *  | Q           | NQRS   | NQRS*                           |                            |       |
| Somewhat disagree             | 189   | 69     | 121    | 54    | 129   | 6    | 11        | 23   | 72       | 83        | 65           | 99   | 87  | 48                           | 37                                  | 10  | 7  | 9           | 34   | 47                              | 70                         | 12    |
|                               | 19%   | 22%    | 17%    | 16%   | 21%   | 16%  | 28%       | 16%  | 17%      | 21%       | 21%          | 21%  | 18%                                       | 22%                          | 20%                                 | 16%   | 21%                                      | 15%         | 21%  | 18%                             | 19%                        | 35%   |
|                               |       | C      |        |       |       | *    | *         |      |          |           |              |      |   |                              | *                                   | **  | *  |             |  |                                 | LOQST*                     |       |
| Strongly disagree             | 617   | 161    | 456    | 230   | 362   | 25   | 21        | 90   | 271      | 234       | 144          | 301  | 305                                       | 122                          | 91                                  | 34  | 11                                       | 26          | 80   | 141                             | 222                        | 20    |
|                               | 62%   | 52%    | 66%    | 67%   | 59%   | 60%  | 56%       | 63%  | 64%      | 59%       | 46%          | 62%  | 63%                                       | 55%                          | 50%                                 | 54%   | 33%                                      | 46%         | 51%  | 55%                             | 61%                        | 58%   |
|                               |       | A      |        |       |       | *    | *         |      |          |           | J            |      | MNQRS                                     |                              | *                                   | **  | *  |             |  |                                 | NQR                        | *     |
| Sigma                         | 1002  | 310    | 692    | 345   | 616   | 42   | 37        | 144  | 426      | 395       | 311          | 483  | 484                                       | 220                          | 182                                 | 63  | 33                                       | 57          | 157  | 254                             | 366                        | 34    |
|                               | 100%  | 100%   | 100%   | 100%  | 100%  | 100% | 100%      | 100% | 100%     | 100%      | 100%         | 100% | 100%                                      | 100%                         | 100%                                | 100%  | 100%                                     | 100%        | 100%   | 100%                            | 100%                       | 100%  |

Statistics:  
 Overlap formula used  
 - Column Proportions:  
 Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K, L/M/N/O/P/Q/R/S/T/U  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Means:  
 Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K, L/M/N/O/P/Q/R/S/T/U  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
[Table of Contents](#)

7\_5. To what extent do you agree or disagree with the following statements: - I plan to spend less this year during March Break

|                               | Total | Gender |        | AGE   |       |      | EDUCATION |      |          |           | SET A BUDGET |      | INFLUENCES MARCH BREAK SPENDING DECISIONS |                              |                                     |   |  |             |  |                                 |                            |       |
|-------------------------------|-------|--------|--------|-------|-------|------|-----------|------|----------|-----------|--------------|------|---|------------------------------|-------------------------------------|---|--|-------------|--|---------------------------------|----------------------------|-------|
|                               |       | Male   | Female | 18-34 | 35-54 | 55+  | <HS       | HS   | Post Sec | Univ Grad | Yes          | No   | We decide as a family                     | What my spouse/partner wants | Family traditions or past vacations | Social media - Facebook, Twitter, Instagram | Peer pressure from other kids or parents | Advertising | My inability to afford additional expenses right now | How much money we've have saved | What my child(ren) want(s) | Other |
|                               |       | A      | B      | C     | D     | E    | F         | G    | H        | I         | J            | K    | L   | M                            | N                                   | O   | P  | Q           | R  | S                               | T                          | U     |
| Base: All Respondents (unwtd) | 1002  | 305    | 697    | 353   | 609   | 40   | 38        | 147  | 427      | 390       | 309          | 482  | 483                                       | 218                          | 178                                 | 64  | 30                                       | 58          | 159  | 254                             | 361                        | 33    |
| Base: All Respondents (wtd)   | 1002  | 310    | 692    | 345   | 616   | 42   | 37        | 144  | 426      | 395       | 311          | 483  | 484                                       | 220                          | 182                                 | 63  | 33                                       | 57          | 157  | 254                             | 366                        | 34    |
| Top 2 Box (Net)               | 538   | 167    | 372    | 194   | 317   | 27   | 25        | 81   | 233      | 199       | 187          | 247  | 254                                       | 121                          | 93                                  | 33  | 20                                       | 27          | 117  | 147                             | 188                        | 9     |
|                               | 54%   | 54%    | 54%    | 56%   | 52%   | 66%  | 66%       | 57%  | 55%      | 50%       | 60%          | 51%  | 52%                                       | 55%                          | 51%                                 | 52%   | 60%                                      | 47%         | 58%  | 51%                             | 26%                        |       |
| Strongly agree                | 173   | 44     | 129    | 71    | 93    | 9    | 9         | 32   | 80       | 52        | 61           | 60   | 64  | 36                           | 29                                  | 14  | 7  | 9           | 47   | 38                              | 55                         | 4     |
|                               | 17%   | 14%    | 19%    | 20%   | 15%   | 22%  | 23%       | 22%  | 19%      | 13%       | 19%          | 12%  | 13%                                       | 16%                          | 16%                                 | 22%   | 21%                                      | 15%         | 15%  | 15%                             | 11%                        |       |
| Somewhat agree                | 366   | 123    | 243    | 123   | 224   | 18   | 16        | 49   | 153      | 148       | 127          | 187  | 191                                       | 85                           | 64                                  | 19  | 13                                       | 18          | 70   | 109                             | 133                        | 5     |
|                               | 36%   | 39%    | 35%    | 36%   | 36%   | 44%  | 43%       | 34%  | 36%      | 37%       | 41%          | 39%  | 39%                                       | 39%                          | 35%                                 | 30%   | 39%                                      | 32%         | 44%  | 43%                             | 36%                        | 16%   |
| Bottom 2 Box (Net)            | 464   | 144    | 320    | 151   | 299   | 14   | 13        | 62   | 193      | 196       | 124          | 236  | 230                                       | 99                           | 89                                  | 30  | 13                                       | 30          | 40   | 108                             | 178                        | 25    |
|                               | 46%   | 46%    | 46%    | 44%   | 48%   | 34%  | 34%       | 43%  | 45%      | 50%       | 40%          | 49%  | 48%                                       | 45%                          | 49%                                 | 48%   | 40%                                      | 53%         | 42%  | 49%                             | 74%                        |       |
| Somewhat disagree             | 319   | 104    | 215    | 100   | 207   | 12   | 6         | 41   | 131      | 141       | 100          | 174  | 177                                       | 72                           | 74                                  | 18  | 9  | 19          | 36   | 87                              | 136                        | 14    |
|                               | 32%   | 33%    | 31%    | 29%   | 34%   | 29%  | 17%       | 29%  | 31%      | 36%       | 32%          | 36%  | 37%                                       | 33%                          | 41%                                 | 29%   | 27%                                      | 34%         | 23%  | 34%                             | 37%                        | 41%   |
| Strongly disagree             | 144   | 40     | 104    | 51    | 92    | 2    | 6         | 21   | 62       | 55        | 24           | 62   | 53  | 27                           | 15                                  | 12  | 4  | 10          | 4  | 21                              | 42                         | 11    |
|                               | 14%   | 13%    | 15%    | 15%   | 15%   | 5%   | 17%       | 15%  | 15%      | 14%       | 8%           | 13%  | 11%                                       | 12%                          | 8%                                  | 19%   | 12%                                      | 18%         | 8%   | 12%                             | 33%                        |       |
| Sigma                         | 1002  | 310    | 692    | 345   | 616   | 42   | 37        | 144  | 426      | 395       | 311          | 483  | 484                                       | 220                          | 182                                 | 63  | 33                                       | 57          | 157  | 254                             | 366                        | 34    |
|                               | 100%  | 100%   | 100%   | 100%  | 100%  | 100% | 100%      | 100% | 100%     | 100%      | 100%         | 100% | 100%                                      | 100%                         | 100%                                | 100%  | 100%                                     | 100%        | 100%   | 100%                            | 100%                       | 100%  |

Statistics:  
 Overlap formula used  
 - Column Proportions:  
 Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K, L/M/N/O/P/Q/R/S/T/U  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Means:  
 Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K, L/M/N/O/P/Q/R/S/T/U  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
[Table of Contents](#)

7\_6. To what extent do you agree or disagree with the following statements: - I always feel obligated to spend money during March Break

|                               | Total | Gender |        | AGE   |       |      | EDUCATION |      |          |           | SET A BUDGET |      | INFLUENCES MARCH BREAK SPENDING DECISIONS |                              |                                     |   |  |             |  |                                 |                            |        |
|-------------------------------|-------|--------|--------|-------|-------|------|-----------|------|----------|-----------|--------------|------|---|------------------------------|-------------------------------------|---|--|-------------|--|---------------------------------|----------------------------|--------|
|                               |       | Male   | Female | 18-34 | 35-54 | 55+  | <HS       | HS   | Post Sec | Univ Grad | Yes          | No   | We decide as a family                     | What my spouse/partner wants | Family traditions or past vacations | Social media - Facebook, Twitter, Instagram | Peer pressure from other kids or parents | Advertising | My inability to afford additional expenses right now | How much money we've have saved | What my child(ren) want(s) | Other  |
|                               |       | A      | B      | C     | D     | E    | F         | G    | H        | I         | J            | K    | L   | M                            | N                                   | O   | P  | Q           | R  | S                               | T                          | U      |
| Base: All Respondents (unwtd) | 1002  | 305    | 697    | 353   | 609   | 40   | 38        | 147  | 427      | 390       | 309          | 482  | 483                                       | 218                          | 178                                 | 64  | 30                                       | 58          | 159  | 254                             | 361                        | 33     |
| Base: All Respondents (wtd)   | 1002  | 310    | 692    | 345   | 616   | 42   | 37        | 144  | 426      | 395       | 311          | 483  | 484                                       | 220                          | 182                                 | 63  | 33                                       | 57          | 157  | 254                             | 366                        | 34     |
| Top 2 Box (Net)               | 299   | 102    | 197    | 102   | 179   | 18   | 11        | 37   | 126      | 124       | 148          | 130  | 153                                       | 84                           | 78                                  | 29  | 25                                       | 27          | 63   | 87                              | 125                        | 6      |
|                               | 30%   | 33%    | 28%    | 30%   | 29%   | 44%  | 31%       | 26%  | 30%      | 31%       | 48%          | 27%  | 32%                                       | 38%                          | 43%                                 | 46%   | 76%                                      | 47%         | 40%  | 34%                             | 34%                        | 19%    |
|                               |       |        |        |       |       | D*   | *         |      |          |           | K            |      |   | LU                           | LSTU                                | LTU*  | **                                       | LSTU*       | LU   |                                 |                            | *      |
| Strongly agree                | 73    | 24     | 49     | 23    | 45    | 5    | 5         | 14   | 29       | 25        | 47           | 20   | 36  | 17                           | 17                                  | 13  | 7  | 11          | 14   | 20                              | 34                         | 3      |
|                               | 7%    | 8%     | 7%     | 7%    | 7%    | 12%  | 13%       | 9%   | 7%       | 6%        | 15%          | 4%   | 7%  | 8%                           | 9%                                  | 20%   | 21%                                      | 19%         | 9%   | 8%                              | 9%                         | 8%     |
|                               |       |        |        |       |       | *    | *         |      |          |           | K            |      |   |                              |                                     | LMNRST*                                     | **                                       | LMNRST*     |  |                                 |                            | *      |
| Somewhat agree                | 227   | 79     | 148    | 79    | 134   | 13   | 6         | 24   | 97       | 100       | 101          | 111  | 118                                       | 66                           | 61                                  | 16  | 18                                       | 16          | 49   | 67                              | 90                         | 4      |
|                               | 23%   | 25%    | 21%    | 23%   | 22%   | 32%  | 17%       | 16%  | 23%      | 25%       | 33%          | 23%  | 24%                                       | 30%                          | 34%                                 | 26%   | 55%                                      | 29%         | 31%  | 26%                             | 25%                        | 11%    |
|                               |       |        |        |       |       | *    | *         |      |          | G         | K            |      |   | LTU                          | LTU                                 | *   | **                                       | *           | U  |                                 |                            | *      |
| Bottom 2 Box (Net)            | 703   | 208    | 495    | 243   | 437   | 23   | 26        | 107  | 300      | 271       | 163          | 352  | 331                                       | 136                          | 104                                 | 34  | 8  | 30          | 94   | 168                             | 242                        | 27     |
|                               | 70%   | 67%    | 72%    | 70%   | 71%   | 56%  | 69%       | 74%  | 70%      | 69%       | 52%          | 73%  | 68%                                       | 62%                          | 57%                                 | 54%   | 24%                                      | 53%         | 60%  | 66%                             | 66%                        | 81%    |
|                               |       |        |        |       |       | E    | *         |      |          |           | J            |      | MNOQR                                     |                              |                                     | *   | **                                       | *           | NQ   | NOQ                             | NOQ                        | MNOQR* |
| Somewhat disagree             | 304   | 107    | 197    | 99    | 192   | 12   | 11        | 47   | 120      | 126       | 89           | 169  | 159                                       | 71                           | 56                                  | 21  | 6  | 17          | 50   | 81                              | 124                        | 10     |
|                               | 30%   | 34%    | 28%    | 29%   | 31%   | 29%  | 28%       | 33%  | 28%      | 32%       | 28%          | 35%  | 33%                                       | 32%                          | 31%                                 | 33%   | 17%                                      | 30%         | 32%  | 32%                             | 34%                        | 30%    |
|                               |       |        |        |       |       | *    | *         |      |          |           |              |      |   |                              | *                                   | **  | *  |             |  |                                 |                            | *      |
| Strongly disagree             | 399   | 101    | 298    | 143   | 244   | 11   | 15        | 60   | 180      | 144       | 74           | 183  | 172                                       | 65                           | 48                                  | 13  | 2  | 13          | 44   | 87                              | 118                        | 17     |
|                               | 40%   | 33%    | 43%    | 42%   | 40%   | 26%  | 41%       | 41%  | 42%      | 37%       | 24%          | 38%  | 36%                                       | 30%                          | 26%                                 | 21%   | 7%                                       | 22%         | 28%  | 34%                             | 32%                        | 51%    |
|                               |       |        | A      |       |       | *    | *         |      |          |           | J            |      | MNOQR                                     |                              |                                     | *   | **                                       | *           | NO   | O                               | MNOQR*                     |        |
| Sigma                         | 1002  | 310    | 692    | 345   | 616   | 42   | 37        | 144  | 426      | 395       | 311          | 483  | 484                                       | 220                          | 182                                 | 63  | 33                                       | 57          | 157  | 254                             | 366                        | 34     |
|                               | 100%  | 100%   | 100%   | 100%  | 100%  | 100% | 100%      | 100% | 100%     | 100%      | 100%         | 100% | 100%                                      | 100%                         | 100%                                | 100%  | 100%                                     | 100%        | 100%   | 100%                            | 100%                       | 100%   |

Statistics:  
 Overlap formula used  
 - Column Proportions:  
 Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K, L/M/N/O/P/Q/R/S/T/U  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Means:  
 Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K, L/M/N/O/P/Q/R/S/T/U  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
[Table of Contents](#)

7. To what extent do you agree or disagree with the following statements: - Top 2 Box Summary

|  | Total | Gender |        | AGE   |       |     | EDUCATION |     |          |           | SET A BUDGET |     | INFLUENCES MARCH BREAK SPENDING DECISIONS |                              |                                     |   |  |             |  |                            |                            |       |
|--|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|--------------|-----|---|------------------------------|-------------------------------------|---|--|-------------|--|----------------------------|----------------------------|-------|
|  |       | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad | Yes          | No  | We decide as a family                     | What my spouse/partner wants | Family traditions or past vacations | Social media - Facebook, Twitter, Instagram | Peer pressure from other kids or parents | Advertising | My inability to afford additional expenses right now | How much money we've saved | What my child(ren) want(s) | Other |
|  |       | A      | B      | C     | D     | E   | F         | G   | H        | I         | J            | K   | L   | M                            | N                                   | O   | P  | Q           | R  | S                          | T                          | U     |
| Base: All Respondents (unwtd)  | 1002  | 305    | 697    | 353   | 609   | 40  | 38        | 147 | 427      | 390       | 309          | 482 | 483                                       | 218                          | 178                                 | 64  | 30                                       | 58          | 159  | 254                        | 361                        | 33    |
| Base: All Respondents (wtd)  | 1002  | 310    | 692    | 345   | 616   | 42  | 37        | 144 | 426      | 395       | 311          | 483 | 484                                       | 220                          | 182                                 | 63  | 33                                       | 57          | 157  | 254                        | 366                        | 34    |
| I plan to spend less this year during March Break                                    | 538   | 167    | 372    | 194   | 317   | 27  | 25        | 81  | 233      | 199       | 187          | 247 | 254                                       | 121                          | 93                                  | 33  | 20                                       | 27          | 117  | 147                        | 188                        | 9     |
|  | 54%   | 54%    | 54%    | 56%   | 52%   | 66% | 66%       | 57% | 55%      | 50%       | 60%          | 51% | 52%                                       | 55%                          | 51%                                 | 52%   | 60%                                      | 47%         | 58%  | 51%                        | 26%                        |       |
|  |       |        |        |       |       | *   | *         |     |          |           | K            | U   | U   | U                            | U                                   | U*  | **                                       | *           | LMNOQSTU   | TU                         | U                          | *     |
| I'll spend what it takes to keep my kids occupied and entertained during March Break | 495   | 179    | 317    | 179   | 297   | 20  | 19        | 71  | 199      | 205       | 197          | 244 | 265                                       | 118                          | 105                                 | 40  | 23                                       | 41          | 65   | 127                        | 208                        | 13    |
|  | 49%   | 58%    | 46%    | 52%   | 48%   | 48% | 52%       | 50% | 47%      | 52%       | 63%          | 51% | 55%                                       | 54%                          | 58%                                 | 63%   | 71%                                      | 72%         | 41%  | 50%                        | 57%                        | 39%   |
|  |       | B      |        |       |       | *   | *         |     |          |           | K            | R   | R   | R                            | RU                                  | RU*   | **                                       | LMNRSTU*    | R  | RSU                        | *                          |       |
| I usually spend more than I want to over March Break                                 | 326   | 112    | 214    | 106   | 205   | 15  | 16        | 42  | 132      | 136       | 159          | 144 | 163                                       | 87                           | 80                                  | 33  | 22                                       | 29          | 81   | 109                        | 133                        | 6     |
|  | 33%   | 36%    | 31%    | 31%   | 33%   | 36% | 42%       | 29% | 31%      | 34%       | 51%          | 30% | 34%                                       | 39%                          | 44%                                 | 53%   | 67%                                      | 52%         | 43%  | 36%                        | 16%                        |       |
|  |       |        |        |       |       | *   | *         |     |          |           | K            | U   | U   | U                            | LTU                                 | LMTU*                                       | **                                       | LTU*        | LMSTU  | LTU                        | U                          | *     |
| I always feel obligated to spend money during March Break                            | 299   | 102    | 197    | 102   | 179   | 18  | 11        | 37  | 126      | 124       | 148          | 130 | 153                                       | 84                           | 78                                  | 29  | 25                                       | 27          | 63   | 87                         | 125                        | 6     |
|  | 30%   | 33%    | 28%    | 30%   | 29%   | 44% | 31%       | 26% | 30%      | 31%       | 48%          | 27% | 32%                                       | 38%                          | 43%                                 | 46%   | 76%                                      | 47%         | 40%  | 34%                        | 34%                        | 19%   |
|  |       |        |        |       |       | D*  | *         |     |          |           | K            | U   | U   | LU                           | LSTU                                | LTU*  | **                                       | LSTU*       | LU   |                            |                            | *     |
| I've gone into debt in the past as a result of March Break activities                | 196   | 80     | 115    | 61    | 124   | 10  | 6         | 31  | 82       | 77        | 102          | 82  | 92  | 50                           | 54                                  | 19  | 15                                       | 22          | 44   | 67                         | 74                         | 3     |
|  | 20%   | 26%    | 17%    | 18%   | 20%   | 24% | 16%       | 21% | 19%      | 20%       | 33%          | 17% | 19%                                       | 23%                          | 30%                                 | 30%   | 46%                                      | 39%         | 28%  | 26%                        | 20%                        | 8%    |
|  |       | B      |        |       |       | *   | *         |     |          |           | K            | U   | U   | LU                           | LSTU                                | LTU*  | **                                       | LMSTU*      | LTU  | LTU                        | U                          | *     |
| March Break is usually more expensive than Christmas for our family                  | 148   | 68     | 80     | 44    | 96    | 8   | 3         | 18  | 54       | 74        | 92           | 43  | 70  | 38                           | 49                                  | 11  | 11                                       | 13          | 24   | 47                         | 44                         | -     |
|  | 15%   | 22%    | 12%    | 13%   | 16%   | 19% | 8%        | 12% | 13%      | 19%       | 30%          | 9%  | 15%                                       | 17%                          | 27%                                 | 17%   | 34%                                      | 22%         | 15%  | 18%                        | 12%                        | -     |
|  |       | B      |        |       |       | *   | *         |     |          | H         | K            | U   | U   | TU                           | LMRSTU                              | U*  | **                                       | TU*         | U  | TU                         | U                          | *     |

Statistics:  
 Overlap formula used  
 - Column Proportions:  
 Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K, L/M/N/O/P/Q/R/S/T/U  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Means:  
 Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K, L/M/N/O/P/Q/R/S/T/U  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
[Table of Contents](#)

7. To what extent do you agree or disagree with the following statements: - Bottom 2 Box Summary

|  | Total | Gender |        | AGE   |       |     | EDUCATION |     |          |           | SET A BUDGET |     | INFLUENCES MARCH BREAK SPENDING DECISIONS |                              |                                     |   |  |             |  |                                 |                            |       |
|--|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|--------------|-----|---|------------------------------|-------------------------------------|---|--|-------------|--|---------------------------------|----------------------------|-------|
|  |       | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad | Yes          | No  | We decide as a family                     | What my spouse/partner wants | Family traditions or past vacations | Social media - Facebook, Twitter, Instagram | Peer pressure from other kids or parents | Advertising | My inability to afford additional expenses right now | How much money we've have saved | What my child(ren) want(s) | Other |
|  |       | A      | B      | C     | D     | E   | F         | G   | H        | I         | J            | K   | L   | M                            | N                                   | O   | P  | Q           | R  | S                               | T                          | U     |
| Base: All Respondents (unwtd)  | 1002  | 305    | 697    | 353   | 609   | 40  | 38        | 147 | 427      | 390       | 309          | 482 | 483                                       | 218                          | 178                                 | 64  | 30                                       | 58          | 159  | 254                             | 361                        | 33    |
| Base: All Respondents (wtd)  | 1002  | 310    | 692    | 345   | 616   | 42  | 37        | 144 | 426      | 395       | 311          | 483 | 484                                       | 220                          | 182                                 | 63  | 33                                       | 57          | 157  | 254                             | 366                        | 34    |
| March Break is usually more expensive than Christmas for our family                  | 854   | 243    | 611    | 301   | 519   | 34  | 34        | 126 | 372      | 321       | 219          | 440 | 414                                       | 182                          | 133                                 | 52  | 22                                       | 44          | 133  | 207                             | 322                        | 34    |
|  | 85%   | 78%    | 88%    | 87%   | 84%   | 81% | 92%       | 88% | 87%      | 81%       | 70%          | 91% | 85%                                       | 83%                          | 73%                                 | 83%   | 66%                                      | 78%         | 85%  | 82%                             | 88%                        | 100%  |
| I've gone into debt in the past as a result of March Break activities                | 806   | 230    | 576    | 283   | 491   | 32  | 32        | 113 | 344      | 318       | 209          | 401 | 392                                       | 170                          | 128                                 | 44  | 18                                       | 34          | 113  | 188                             | 292                        | 31    |
|  | 80%   | 74%    | 83%    | 82%   | 80%   | 76% | 84%       | 79% | 81%      | 80%       | 67%          | 83% | 81%                                       | 77%                          | 70%                                 | 70%   | 54%                                      | 61%         | 72%  | 74%                             | 80%                        | 92%   |
| I always feel obligated to spend money during March Break                            | 703   | 208    | 495    | 243   | 437   | 23  | 26        | 107 | 300      | 271       | 163          | 352 | 331                                       | 136                          | 104                                 | 34  | 8  | 30          | 94   | 168                             | 242                        | 27    |
|  | 70%   | 67%    | 72%    | 70%   | 71%   | 56% | 69%       | 74% | 70%      | 69%       | 52%          | 73% | 68%                                       | 62%                          | 57%                                 | 54%   | 24%                                      | 53%         | 60%  | 66%                             | 66%                        | 81%   |
| I usually spend more than I want to over March Break                                 | 676   | 199    | 477    | 239   | 411   | 27  | 22        | 102 | 293      | 259       | 152          | 338 | 321                                       | 133                          | 102                                 | 30  | 11                                       | 27          | 76   | 145                             | 233                        | 28    |
|  | 67%   | 64%    | 69%    | 69%   | 67%   | 64% | 58%       | 71% | 69%      | 66%       | 49%          | 70% | 66%                                       | 61%                          | 56%                                 | 47%   | 33%                                      | 48%         | 48%  | 57%                             | 64%                        | 84%   |
| I'll spend what it takes to keep my kids occupied and entertained during March Break | 507   | 132    | 375    | 166   | 319   | 22  | 18        | 73  | 226      | 190       | 114          | 238 | 219                                       | 102                          | 77                                  | 23  | 9  | 16          | 92   | 127                             | 158                        | 21    |
|  | 51%   | 42%    | 54%    | 48%   | 52%   | 52% | 48%       | 50% | 53%      | 48%       | 37%          | 49% | 45%                                       | 46%                          | 42%                                 | 37%   | 29%                                      | 28%         | 59%  | 50%                             | 43%                        | 61%   |
| I plan to spend less this year during March Break                                    | 464   | 144    | 320    | 151   | 299   | 14  | 13        | 62  | 193      | 196       | 124          | 236 | 230                                       | 99                           | 89                                  | 30  | 13                                       | 30          | 40   | 108                             | 178                        | 25    |
|  | 46%   | 46%    | 46%    | 44%   | 48%   | 34% | 34%       | 43% | 45%      | 50%       | 40%          | 49% | 48%                                       | 45%                          | 49%                                 | 48%   | 40%                                      | 53%         | 25%  | 42%                             | 49%                        | 74%   |
|  |       |        |        |       |       | *   | *         |     |          |           |              | J   | R   | R                            | R                                   | R*  | **                                       | R*          | R  | RS                              | LMNORST*                   |       |

Statistics:  
 Overlap formula used  
 - Column Proportions:  
 Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K, L/M/N/O/P/Q/R/S/T/U  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Means:  
 Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K, L/M/N/O/P/Q/R/S/T/U  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
[Table of Contents](#)