

1. Where are you planning to travel this year? For the purpose of this poll, travel is a distance of at least 100 km away from your home for a minimum of two nights.

	Total	Gender		AGE			EDUCATION				No travel plans	1 destination	2+ destinations
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad			
		A	B	C	D	E	F	G	H	I	J	K	
Base: All Respondents (unwtd)	1503	683	820	383	555	565	85	312	642	464	269	796	438
Base: All Respondents (wtd)	1503	729	774	419	556	528	149	533	589	231	309	812	382
Canada (Net)	899	464	436	243	342	314	65	323	361	151	-	559	340
	60%	64%	56%	58%	62%	60%	44%	61%	61%	65%	-	69%	89%
		B					*	F	F	F		J	
Within Canada, but within my home province	621	317	304	172	238	210	53	220	246	102	-	366	254
	41%	43%	39%	41%	43%	40%	35%	41%	42%	44%	-	45%	67%
							*					J	
Within Canada, but outside of my home province	441	235	206	133	155	153	14	153	184	90	-	193	248
	29%	32%	27%	32%	28%	29%	9%	29%	31%	39%	-	24%	65%
		B					*	F	F	FGH		J	
United States	337	173	164	102	123	112	8	108	144	76	-	96	241
	22%	24%	21%	24%	22%	21%	6%	20%	25%	33%	-	12%	63%
							*	F	F	FGH		J	
Europe	121	58	63	47	32	42	6	26	47	42	-	56	65
	8%	8%	8%	11%	6%	8%	4%	5%	8%	18%	-	7%	17%
				D			*			FGH		J	
Britain	32	13	20	5	9	18	1	9	10	12	-	10	22
	2%	2%	3%	1%	2%	3%	1%	2%	2%	5%	-	1%	6%
							*			GH			
Asia	63	36	28	35	19	9	-	17	17	28	-	28	35
	4%	5%	4%	8%	3%	2%	-	3%	3%	12%	-	3%	9%
				DE			*			FGH		J	
Caribbean	97	50	48	23	43	31	7	24	42	24	-	32	66
	6%	7%	6%	6%	8%	6%	5%	4%	7%	10%	-	4%	17%
							*			GH		J	
South America	36	17	20	15	15	6	2	9	15	10	-	18	18
	2%	2%	3%	3%	3%	1%	1%	2%	3%	4%	-	2%	5%
				E			*			G		J	
Africa	18	12	6	11	7	-	2	2	5	8	-	5	13
	1%	2%	1%	3%	1%	-	1%	*	1%	4%	-	1%	3%
				E	E		*			GH			
Australia or New Zealand	16	10	5	9	4	3	-	2	4	10	-	1	15
	1%	1%	1%	2%	1%	1%	-	*	1%	4%	-	*	4%
							*			FGH			
Other	34	14	20	9	10	14	6	13	7	7	-	8	25
	2%	2%	3%	2%	2%	3%	4%	2%	1%	3%	-	1%	7%
							*			H			
I have no travel plans this year	309	132	177	60	120	129	60	125	101	22	309	-	-
	21%	18%	23%	14%	22%	24%	40%	24%	17%	10%	100%	-	-
			A		C	C	GHI*	HI	I		K		
Sigma	2125	1066	1059	622	775	728	160	708	825	431	309	812	1003
	141%	146%	137%	148%	139%	138%	107%	133%	140%	186%	100%	100%	263%
Summary													
1 destination	812	402	410	241	304	268	80	286	339	107	-	812	-
	54%	55%	53%	57%	55%	51%	54%	54%	58%	46%	-	100%	-
							*		I			J	
2 destinations	226	110	116	65	79	81	8	76	90	52	-	-	226
	15%	15%	15%	16%	14%	15%	5%	14%	15%	22%	-	-	59%

							*	F	F	FGH			
3 destinations or more	156	85	71	53	53	49	2	45	59	50	-	-	156
	10%	12%	9%	13%	10%	9%	1%	9%	10%	22%	-	-	41%
							*	F	F	FGH			

2_2. How will you travel to your vacation destination? - Within Canada, but outside of my home province

	Total	Gender		AGE			EDUCATION				No travel plans	1 destination	2+ destinations
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad			
		A	B	C	D	E	F	G	H	I	J	K	
Base: All Answering (unwtd)	486	236	250	123	179	184	9	89	203	185	-	195	291
Base: All Answering (wtd)	441	235	206	133	155	153	14	153	184	90	-	193	248
By plane	143	70	73	45	50	48	5	45	54	39	-	59	83
	32%	30%	36%	34%	32%	31%	35%	29%	29%	43%	-	31%	34%
				*			**	*		GH			
By car	261	140	120	72	88	100	9	91	119	41	-	117	144
	59%	60%	58%	54%	57%	66%	65%	60%	65%	45%	-	61%	58%
				*			**	I*	I				
By cruise ship	2	1	1	2	-	-	-	-	1	1	-	2	-
	*	*	1%	1%	-	-	-	-	1%	1%	-	1%	-
				*			**	*					
By train	27	18	8	10	13	4	-	12	7	7	-	10	17
	6%	8%	4%	8%	8%	2%	-	8%	4%	8%	-	5%	7%
				*	E		**	*					
By bus	10	6	3	4	5	1	-	4	3	2	-	5	4
	2%	3%	2%	3%	3%	1%	-	3%	2%	3%	-	3%	2%
				*			**	*					
Sigma	441	235	206	133	155	153	14	153	184	90	-	193	248
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%

3_1. To what extent did the following influence your decision to travel within Canada this year? - Unfavourable foreign-currency exchange rates

	Total	Gender		AGE			EDUCATION				No travel plans	1 destination	2+ destinations
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad			
		A	B	C	D	E	F	G	H	I	J	K	
Base: All Answering (unwtd)	927	439	488	223	355	349	37	188	396	306	-	540	387
Base: All Answering (wtd)	899	464	436	243	342	314	65	323	361	151	-	559	340
Top 2 Box (Net)	422	223	199	98	163	161	30	142	172	77	-	250	171
	47%	48%	46%	40%	48%	51%	47%	44%	48%	51%	-	45%	50%
						C	*						
A lot	220	105	116	48	85	87	17	76	93	34	-	134	87
	24%	23%	27%	20%	25%	28%	26%	24%	26%	22%	-	24%	25%
							*						
Some	202	119	83	49	78	74	13	66	79	44	-	117	85
	22%	26%	19%	20%	23%	23%	20%	21%	22%	29%	-	21%	25%
		B					*			GH			
Bottom 2 Box (Net)	478	241	237	145	179	153	35	180	189	73	-	309	169
	53%	52%	54%	60%	52%	49%	53%	56%	52%	49%	-	55%	50%
				E			*						
A little	149	75	73	41	64	44	6	65	54	24	-	88	61
	17%	16%	17%	17%	19%	14%	9%	20%	15%	16%	-	16%	18%
							*						
Not at all	329	166	163	105	115	109	29	115	135	50	-	221	108
	37%	36%	38%	43%	34%	35%	45%	36%	37%	33%	-	40%	32%
				D			*						
Sigma	899	464	436	243	342	314	65	323	361	151	-	559	340
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%

3_2. To what extent did the following influence your decision to travel within Canada this year? - Concern about travel to other countries

	Total	Gender		AGE			EDUCATION				No travel plans	1 destination	2+ destinations
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad			
		A	B	C	D	E	F	G	H	I	J	K	
Base: All Answering (unwtd)	927	439	488	223	355	349	37	188	396	306	-	540	387
Base: All Answering (wtd)	899	464	436	243	342	314	65	323	361	151	-	559	340
Top 2 Box (Net)	317	157	161	90	122	106	21	127	117	52	-	201	116
	35%	34%	37%	37%	36%	34%	32%	39%	33%	35%	-	36%	34%
							*						
A lot	146	72	74	33	62	51	15	56	54	21	-	100	46
	16%	15%	17%	13%	18%	16%	23%	18%	15%	14%	-	18%	14%
							*						
Some	171	85	86	57	60	55	5	71	64	32	-	102	70
	19%	18%	20%	23%	17%	18%	8%	22%	18%	21%	-	18%	21%
							*						
Bottom 2 Box (Net)	582	307	275	154	221	208	45	195	244	98	-	358	224
	65%	66%	63%	63%	64%	66%	68%	61%	67%	65%	-	64%	66%
							*						
A little	184	103	81	43	75	67	9	65	80	30	-	113	71
	20%	22%	19%	18%	22%	21%	13%	20%	22%	20%	-	20%	21%
							*						
Not at all	398	204	194	111	146	141	36	131	164	68	-	245	153
	44%	44%	45%	46%	43%	45%	55%	41%	45%	45%	-	44%	45%
							*						
Sigma	899	464	436	243	342	314	65	323	361	151	-	559	340
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%

3_3. To what extent did the following influence your decision to travel within Canada this year? - You desire to discover Canada

	Total	Gender		AGE			EDUCATION				No travel plans	1 destination	2+ destinations
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad			
		A	B	C	D	E	F	G	H	I	J	K	
Base: All Answering (unwtd)	927	439	488	223	355	349	37	188	396	306	-	540	387
Base: All Answering (wtd)	899	464	436	243	342	314	65	323	361	151	-	559	340
Top 2 Box (Net)	560	298	263	176	207	177	34	203	229	95	-	322	239
	62%	64%	60%	72%	61%	56%	52%	63%	63%	63%	-	58%	70%
				DE			*						
A lot	282	138	144	97	102	84	25	91	120	47	-	165	117
	31%	30%	33%	40%	30%	27%	38%	28%	33%	31%	-	30%	34%
				DE			*						
Some	278	159	119	79	106	93	9	112	109	48	-	156	122
	31%	34%	27%	33%	31%	30%	14%	35%	30%	32%	-	28%	36%
		B					*	F	F	F			
Bottom 2 Box (Net)	339	166	173	67	135	137	31	120	132	56	-	237	102
	38%	36%	40%	28%	39%	44%	48%	37%	37%	37%	-	42%	30%
				C	C	C	*						
A little	171	84	87	39	73	59	16	55	66	34	-	113	58
	19%	18%	20%	16%	21%	19%	25%	17%	18%	23%	-	20%	17%
							*						
Not at all	168	82	86	28	62	78	15	65	67	22	-	124	44
	19%	18%	20%	12%	18%	25%	23%	20%	18%	15%	-	22%	13%
						CD	*						
Sigma	899	464	436	243	342	314	65	323	361	151	-	559	340
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%

3_4. To what extent did the following influence your decision to travel within Canada this year? - Your budget

	Total	Gender		AGE			EDUCATION				No travel plans	1 destination	2+ destinations
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad			
		A	B	C	D	E	F	G	H	I	J	K	
Base: All Answering (unwtd)	927	439	488	223	355	349	37	188	396	306	-	540	387
Base: All Answering (wtd)	899	464	436	243	342	314	65	323	361	151	-	559	340
Top 2 Box (Net)	613	304	310	176	247	190	34	220	257	103	-	382	231
	68%	65%	71%	72%	72%	61%	52%	68%	71%	68%	-	68%	68%
				E	E		*		F				
A lot	362	169	193	109	153	100	25	137	145	54	-	243	119
	40%	36%	44%	45%	45%	32%	38%	43%	40%	36%	-	43%	35%
			A	E	E		*						
Some	251	135	117	67	94	90	9	82	112	48	-	140	112
	28%	29%	27%	28%	28%	29%	14%	26%	31%	32%	-	25%	33%
							*		F	F			
Bottom 2 Box (Net)	286	160	126	67	95	124	31	103	104	48	-	177	109
	32%	35%	29%	28%	28%	39%	48%	32%	29%	32%	-	32%	32%
						CD	H*						
A little	157	89	68	34	66	57	16	54	58	29	-	97	60
	17%	19%	16%	14%	19%	18%	25%	17%	16%	19%	-	17%	18%
							*						
Not at all	129	71	58	34	29	67	15	48	46	20	-	80	49
	14%	15%	13%	14%	8%	21%	23%	15%	13%	13%	-	14%	14%
						CD	*						
Sigma	899	464	436	243	342	314	65	323	361	151	-	559	340
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%

3_5. To what extent did the following influence your decision to travel within Canada this year? - Your desire to visit family or friends

	Total	Gender		AGE			EDUCATION				No travel plans	1 destination	2+ destinations
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad			
		A	B	C	D	E	F	G	H	I	J	K	
Base: All Answering (unwtd)	927	439	488	223	355	349	37	188	396	306	-	540	387
Base: All Answering (wtd)	899	464	436	243	342	314	65	323	361	151	-	559	340
Top 2 Box (Net)	604	306	298	156	223	225	43	219	244	98	-	363	241
	67%	66%	68%	64%	65%	72%	66%	68%	68%	65%	-	65%	71%
							*						
A lot	429	192	237	106	159	164	29	160	172	68	-	254	174
	48%	41%	54%	44%	46%	52%	44%	50%	48%	45%	-	46%	51%
			A				*						
Some	175	113	62	49	65	61	14	59	72	30	-	109	66
	19%	24%	14%	20%	19%	19%	22%	18%	20%	20%	-	19%	19%
			B				*						
Bottom 2 Box (Net)	296	158	137	87	119	89	22	104	117	52	-	196	100
	33%	34%	32%	36%	35%	28%	34%	32%	32%	35%	-	35%	29%
							*						
A little	118	69	49	35	47	36	10	47	44	17	-	77	41
	13%	15%	11%	14%	14%	11%	15%	15%	12%	11%	-	14%	12%
							*						
Not at all	178	90	88	52	72	53	13	56	73	35	-	119	58
	20%	19%	20%	21%	21%	17%	20%	17%	20%	23%	-	21%	17%
							*						
Sigma	899	464	436	243	342	314	65	323	361	151	-	559	340
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%

4. Which of the following destinations will you travel to this year?

	Total	Gender		AGE			EDUCATION				No travel plans	1 destination	2+ destinations
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad			
		A	B	C	D	E	F	G	H	I	J	K	
Base: All Answering (unwtd)	927	439	488	223	355	349	37	188	396	306	-	540	387
Base: All Answering (wtd)	899	464	436	243	342	314	65	323	361	151	-	559	340
A national Canadian park	204	102	102	76	70	58	3	57	95	48	-	78	126
	23%	22%	23%	31%	20%	19%	5%	18%	26%	32%	-	14%	37%
				DE			*		FG	FG			
A provincial park	218	111	107	73	86	59	9	59	101	49	-	83	134
	24%	24%	25%	30%	25%	19%	14%	18%	28%	32%	-	15%	39%
				E			*		G	FG			
British Columbia	228	112	116	70	79	79	13	71	100	44	-	108	120
	25%	24%	27%	29%	23%	25%	20%	22%	28%	29%	-	19%	35%
							*						
Alberta	178	101	77	62	61	55	12	66	66	34	-	73	105
	20%	22%	18%	25%	18%	18%	19%	21%	18%	23%	-	13%	31%
				E			*						
Manitoba or Saskatchewan	82	51	31	19	31	31	4	20	43	15	-	27	55
	9%	11%	7%	8%	9%	10%	6%	6%	12%	10%	-	5%	16%
							*		G				
Ontario (outside of Ottawa)	330	172	158	107	109	114	13	126	124	67	-	158	172
	37%	37%	36%	44%	32%	36%	21%	39%	34%	44%	-	28%	51%
				D			*	F		FH			
Ottawa, specifically	109	63	46	25	43	41	4	36	40	29	-	43	66
	12%	13%	11%	10%	13%	13%	6%	11%	11%	19%	-	8%	19%
							*			FGH			
Quebec	234	126	108	59	95	80	21	70	97	46	-	150	83
	26%	27%	25%	24%	28%	25%	32%	22%	27%	30%	-	27%	25%
							*			G			
Atlantic Canada	143	76	67	34	52	57	4	48	59	33	-	70	73
	16%	16%	15%	14%	15%	18%	6%	15%	16%	22%	-	13%	21%
							*			FG			
Yukon, Northwest Territories or Nunavut	20	14	6	6	9	4	-	2	8	10	-	3	17
	2%	3%	1%	2%	3%	1%	-	1%	2%	6%	-	*	5%
							*			GH			
Sigma	1745	926	819	532	636	577	83	555	734	374	-	794	951
	194%	200%	188%	219%	186%	184%	127%	172%	203%	248%	-	142%	280%
Summary													
1 destination	498	255	243	119	200	179	52	202	182	62	-	406	91
	55%	55%	56%	49%	58%	57%	80%	63%	50%	41%	-	73%	27%
							GHI*	HI	I				
2 destinations	181	98	84	47	67	68	10	54	86	32	-	93	88
	20%	21%	19%	19%	20%	22%	15%	17%	24%	21%	-	17%	26%
							*						
3 destinations or more	220	112	108	77	75	68	3	67	93	57	-	59	161
	24%	24%	25%	32%	22%	21%	5%	21%	26%	38%	-	11%	47%
				DE			*	F	F	FGH			

5. Which of the following would you never leave home without before embarking on a great Canadian road trip?

	Total	Gender		AGE			EDUCATION				No travel plans	1 destination	2+ destinations
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad			
		A	B	C	D	E	F	G	H	I	J	K	
Base: All Answering (unwtd)	1502	683	819	383	554	565	85	312	641	464	268	796	438
Base: All Answering (wtd)	1502	729	773	419	555	528	149	533	588	231	308	812	382
Cell phone	1131	522	609	344	418	369	96	392	455	188	197	605	329
	75%	72%	79%	82%	75%	70%	64%	73%	77%	81%	64%	74%	86%
			A	DE			*		F	FG		J	
Electronic device such as an iPad	615	284	332	187	232	196	52	208	239	116	93	315	207
	41%	39%	43%	45%	42%	37%	35%	39%	41%	50%	30%	39%	54%
				E			*			FGH		J	
Vehicle tune up	771	353	417	159	302	309	62	298	306	106	165	389	217
	51%	48%	54%	38%	54%	59%	41%	56%	52%	46%	53%	48%	57%
					C	C	*	FI	I				
Road maps	654	313	340	166	225	263	76	213	260	104	153	314	186
	44%	43%	44%	40%	41%	50%	51%	40%	44%	45%	50%	39%	49%
						CD	*				K		
Travel Insurance	607	272	335	143	201	264	52	210	242	102	138	285	185
	40%	37%	43%	34%	36%	50%	35%	39%	41%	44%	45%	35%	48%
			A			CD	*				K		
Secure your home/property	924	410	514	212	351	360	78	329	366	151	178	471	275
	61%	56%	66%	51%	63%	68%	52%	62%	62%	65%	58%	58%	72%
			A		C	C	*			F			
Pet	256	131	125	68	109	79	42	89	95	30	41	153	62
	17%	18%	16%	16%	20%	15%	28%	17%	16%	13%	13%	19%	16%
							GHI*						
Download music playlist	429	192	238	221	154	54	37	154	168	70	73	208	148
	29%	26%	31%	53%	28%	10%	25%	29%	29%	30%	24%	26%	39%
				DE	E		*						
Sigma	5387	2478	2909	1500	1993	1893	495	1893	2131	868	1038	2740	1608
	359%	340%	376%	358%	359%	359%	332%	355%	362%	375%	337%	337%	421%

6_1. How likely are you to do any of the following when on vacation in Canada? - Go Camping

	Total	Gender		AGE			EDUCATION				No travel plans	1 destination	2+ destinations
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad			
		A	B	C	D	E	F	G	H	I	J	K	
Base: All Answering (unwtd)	1234	578	656	334	457	443	50	237	528	419	-	796	438
Base: All Answering (wtd)	1194	597	597	359	436	398	89	407	488	209	-	812	382
Top 2 Box (Net)	612	313	298	242	245	124	64	202	251	95	-	404	207
	51%	52%	50%	67%	56%	31%	71%	50%	52%	45%	-	50%	54%
				DE	E		GHI*						
Very likely	295	141	154	108	128	59	36	102	116	41	-	188	107
	25%	24%	26%	30%	29%	15%	40%	25%	24%	20%	-	23%	28%
				E	E		GHI*						
Somewhat likely	317	172	144	134	118	65	28	99	136	54	-	216	100
	27%	29%	24%	37%	27%	16%	32%	24%	28%	26%	-	27%	26%
				DE	E		*						
Bottom 2 Box (Net)	582	284	299	117	191	274	25	206	236	115	-	408	174
	49%	48%	50%	33%	44%	69%	29%	50%	48%	55%	-	50%	46%
				C	CD		*	F	F	F			
Not very likely	246	129	117	64	95	87	9	78	105	54	-	180	66
	21%	22%	20%	18%	22%	22%	10%	19%	21%	26%	-	22%	17%
							*			FG			
Not at all likely	337	155	182	53	96	187	17	128	132	60	-	228	109
	28%	26%	30%	15%	22%	47%	19%	31%	27%	29%	-	28%	28%
				C	CD		*						
Sigma	1194	597	597	359	436	398	89	407	488	209	-	812	382
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%

6_2. How likely are you to do any of the following when on vacation in Canada? - Participate in an 'extreme activity' like bungee jumping, rock climbing, white water rafting

	Total	Gender		AGE			EDUCATION				No travel plans	1 destination	2+ destinations
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad			
		A	B	C	D	E	F	G	H	I	J	K	
Base: All Answering (unwtd)	1234	578	656	334	457	443	50	237	528	419	-	796	438
Base: All Answering (wtd)	1194	597	597	359	436	398	89	407	488	209	-	812	382
Top 2 Box (Net)	295	158	137	172	101	21	26	90	120	59	-	190	105
	25%	26%	23%	48%	23%	5%	29%	22%	25%	28%	-	23%	27%
				DE	E		*						
Very likely	112	60	52	75	30	7	14	34	45	19	-	69	43
	9%	10%	9%	21%	7%	2%	16%	8%	9%	9%	-	8%	11%
				DE	E		*						
Somewhat likely	183	98	85	98	71	14	12	56	74	40	-	121	62
	15%	16%	14%	27%	16%	4%	14%	14%	15%	19%	-	15%	16%
				DE	E		*						
Bottom 2 Box (Net)	899	439	460	187	335	377	63	318	368	150	-	622	277
	75%	74%	77%	52%	77%	95%	71%	78%	75%	72%	-	77%	73%
				C	CD		*						
Not very likely	317	180	137	106	128	84	22	97	140	58	-	206	111
	27%	30%	23%	29%	29%	21%	25%	24%	29%	28%	-	25%	29%
		B		E	E		*						
Not at all likely	582	259	323	82	207	293	41	221	228	92	-	416	166
	49%	43%	54%	23%	47%	74%	46%	54%	47%	44%	-	51%	43%
		A		C	CD		*	I					
Sigma	1194	597	597	359	436	398	89	407	488	209	-	812	382
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%

6_3. How likely are you to do any of the following when on vacation in Canada? - Take an adventure like whale watching, ocean kayaking

	Total	Gender		AGE			EDUCATION				No travel plans	1 destination	2+ destinations
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad			
		A	B	C	D	E	F	G	H	I	J	K	
Base: All Answering (unwtd)	1234	578	656	334	457	443	50	237	528	419	-	796	438
Base: All Answering (wtd)	1194	597	597	359	436	398	89	407	488	209	-	812	382
Top 2 Box (Net)	613	293	320	233	233	146	44	187	256	125	-	386	226
	51%	49%	54%	65%	54%	37%	50%	46%	52%	60%	-	48%	59%
				DE	E		*			GH			
Very likely	254	114	141	120	81	54	21	91	95	47	-	159	96
	21%	19%	24%	33%	18%	14%	24%	22%	19%	22%	-	20%	25%
				DE			*						
Somewhat likely	358	179	179	113	153	92	23	96	161	78	-	228	131
	30%	30%	30%	31%	35%	23%	26%	24%	33%	37%	-	28%	34%
				E	E		*		G	G			
Bottom 2 Box (Net)	581	305	277	126	203	252	45	220	232	84	-	426	155
	49%	51%	46%	35%	46%	63%	50%	54%	48%	40%	-	52%	41%
					C	CD	*	I	I				
Not very likely	307	163	144	83	116	108	22	114	122	49	-	219	88
	26%	27%	24%	23%	27%	27%	24%	28%	25%	23%	-	27%	23%
							*						
Not at all likely	274	141	133	44	87	144	23	106	110	35	-	207	67
	23%	24%	22%	12%	20%	36%	26%	26%	22%	17%	-	25%	18%
					C	CD	*	I	I				
Sigma	1194	597	597	359	436	398	89	407	488	209	-	812	382
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%

6_4. How likely are you to do any of the following when on vacation in Canada? - Take in local cultural events, like going to the theatre or a sporting event

	Total	Gender		AGE			EDUCATION				No travel plans	1 destination	2+ destinations
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad			
		A	B	C	D	E	F	G	H	I	J	K	
Base: All Answering (unwtd)	1234	578	656	334	457	443	50	237	528	419	-	796	438
Base: All Answering (wtd)	1194	597	597	359	436	398	89	407	488	209	-	812	382
Top 2 Box (Net)	845	416	429	261	308	275	55	269	361	160	-	550	295
	71%	70%	72%	73%	71%	69%	61%	66%	74%	76%	-	68%	77%
							*		G	FG			
Very likely	341	160	181	123	126	91	23	99	147	72	-	213	128
	29%	27%	30%	34%	29%	23%	26%	24%	30%	34%	-	26%	33%
				E			*			G			
Somewhat likely	504	256	248	138	182	185	32	171	215	88	-	338	167
	42%	43%	42%	38%	42%	46%	35%	42%	44%	42%	-	42%	44%
						C	*						
Bottom 2 Box (Net)	349	181	168	98	128	123	34	138	127	50	-	262	87
	29%	30%	28%	27%	29%	31%	39%	34%	26%	24%	-	32%	23%
							I*	HI					
Not very likely	228	117	111	66	83	78	18	84	88	38	-	163	65
	19%	20%	19%	18%	19%	20%	20%	21%	18%	18%	-	20%	17%
							*						
Not at all likely	121	64	57	32	45	45	17	55	38	12	-	99	22
	10%	11%	10%	9%	10%	11%	19%	13%	8%	6%	-	12%	6%
							HI*	HI					
Sigma	1194	597	597	359	436	398	89	407	488	209	-	812	382
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%

6_5. How likely are you to do any of the following when on vacation in Canada? - Visit a local museum or art gallery/exhibit

	Total	Gender		AGE			EDUCATION				No travel plans	1 destination	2+ destinations
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad			
		A	B	C	D	E	F	G	H	I	J	K	
Base: All Answering (unwtd)	1234	578	656	334	457	443	50	237	528	419	-	796	438
Base: All Answering (wtd)	1194	597	597	359	436	398	89	407	488	209	-	812	382
Top 2 Box (Net)	840	414	426	258	306	276	52	278	348	161	-	550	290
	70%	69%	71%	72%	70%	69%	58%	68%	71%	77%	-	68%	76%
							*			FG			
Very likely	331	146	185	116	116	99	18	98	137	79	-	201	131
	28%	25%	31%	32%	27%	25%	21%	24%	28%	38%	-	25%	34%
			A	E			*			FGH			
Somewhat likely	508	267	241	142	189	177	33	181	211	83	-	349	160
	43%	45%	40%	40%	43%	44%	37%	44%	43%	40%	-	43%	42%
							*						
Bottom 2 Box (Net)	354	184	171	101	130	123	38	129	139	48	-	263	91
	30%	31%	29%	28%	30%	31%	42%	32%	29%	23%	-	32%	24%
							I*	I					
Not very likely	219	108	111	61	83	75	20	82	81	36	-	153	65
	18%	18%	19%	17%	19%	19%	23%	20%	17%	17%	-	19%	17%
							*						
Not at all likely	135	75	60	40	47	48	18	47	59	12	-	109	26
	11%	13%	10%	11%	11%	12%	20%	12%	12%	6%	-	13%	7%
							I*	I	I				
Sigma	1194	597	597	359	436	398	89	407	488	209	-	812	382
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%

6_6. How likely are you to do any of the following when on vacation in Canada? - Do something you normally wouldn't do at home

	Total	Gender		AGE			EDUCATION				No travel plans	1 destination	2+ destinations
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad			
		A	B	C	D	E	F	G	H	I	J	K	
Base: All Answering (unwtd)	1234	578	656	334	457	443	50	237	528	419	-	796	438
Base: All Answering (wtd)	1194	597	597	359	436	398	89	407	488	209	-	812	382
Top 2 Box (Net)	1005	480	524	308	381	316	69	344	410	181	-	663	341
	84%	80%	88%	86%	87%	79%	77%	85%	84%	86%	-	82%	89%
			A	E	E		*						
Very likely	445	198	247	171	164	110	33	138	195	78	-	286	160
	37%	33%	41%	48%	38%	28%	37%	34%	40%	37%	-	35%	42%
			A	DE	E		*						
Somewhat likely	559	282	277	137	216	206	36	206	215	103	-	378	182
	47%	47%	46%	38%	50%	52%	40%	51%	44%	49%	-	47%	48%
					C	C	*						
Bottom 2 Box (Net)	189	117	73	51	56	82	20	63	78	28	-	149	40
	16%	20%	12%	14%	13%	21%	23%	15%	16%	14%	-	18%	11%
		B				CD	*						
Not very likely	122	76	46	31	42	49	12	40	48	22	-	94	28
	10%	13%	8%	9%	10%	12%	14%	10%	10%	10%	-	12%	7%
		B					*						
Not at all likely	67	41	26	20	14	33	8	23	29	7	-	55	12
	6%	7%	4%	6%	3%	8%	9%	6%	6%	3%	-	7%	3%
						D	*						
Sigma	1194	597	597	359	436	398	89	407	488	209	-	812	382
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%

7. How likely are you purchase travel insurance for a trip within Canada, outside of your home province?

	Total	Gender		AGE			EDUCATION				No travel plans	1 destination	2+ destinations
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad			
		A	B	C	D	E	F	G	H	I	J	K	
Base: All Answering (unwtd)	486	236	250	123	179	184	9	89	203	185	-	195	291
Base: All Answering (wtd)	441	235	206	133	155	153	14	153	184	90	-	193	248
Top 2 Box (Net)	209	120	90	65	78	66	8	75	83	43	-	84	126
	47%	51%	43%	49%	50%	43%	57%	49%	45%	48%	-	43%	51%
				*			**	*					
Very likely	93	48	45	28	37	29	-	32	38	24	-	31	63
	21%	20%	22%	21%	24%	19%	-	21%	20%	26%	-	16%	25%
				*			**	*					
Somewhat likely	116	72	44	37	41	38	8	43	46	19	-	53	63
	26%	30%	21%	28%	27%	25%	57%	28%	25%	21%	-	27%	25%
		B		*			**	*					
Bottom 2 Box (Net)	232	115	116	68	77	87	6	77	101	47	-	109	123
	53%	49%	57%	51%	50%	57%	43%	51%	55%	52%	-	57%	49%
				*			**	*					
Not very likely	124	60	64	38	35	50	3	46	51	24	-	64	60
	28%	26%	31%	29%	23%	33%	24%	30%	28%	27%	-	33%	24%
				*			**	*					
Not at all likely	108	55	53	30	42	37	3	32	50	23	-	46	62
	24%	23%	26%	22%	27%	24%	19%	21%	27%	26%	-	24%	25%
				*			**	*					
Sigma	441	235	206	133	155	153	14	153	184	90	-	193	248
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%

8. Why are you not likely to purchase travel insurance for you trip to another province?

	Total	Gender		AGE			EDUCATION				No travel plans	1 destination	2+ destinations
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad			
		A	B	C	D	E	F	G	H	I	J	K	
Base: All Answering (unwtd)	263	121	142	60	96	107	4	46	112	101	-	120	143
Base: All Answering (wtd)	232	115	116	68	77	87	6	77	101	47	-	109	123
Don't need it - will be covered by my provincial health care plan	107	55	52	30	33	44	3	31	51	22	-	44	63
	46%	47%	45%	44%	43%	50%	44%	40%	51%	46%	-	40%	51%
		*		*	*	*	**	*		*			
Already have travel insurance through my credit card or group benefits plan.	90	41	49	14	36	39	1	23	41	24	-	40	49
	39%	36%	42%	21%	47%	45%	22%	29%	41%	51%	-	37%	40%
		*		*	C*	C*	**	*		G*			
Too expensive	30	17	13	16	10	4	-	14	13	3	-	16	14
	13%	15%	11%	24%	13%	4%	-	19%	13%	6%	-	14%	11%
		*		E*	E*	*	**	I*		*			
Not worth it	43	34	9	19	16	8	-	18	17	7	-	19	24
	18%	29%	8%	28%	21%	9%	-	24%	17%	15%	-	18%	19%
		B*		E*	E*	*	**	*		*			
Willing to take my chances that everything will go smoothly	29	14	16	15	9	5	2	8	14	5	-	13	17
	13%	12%	13%	22%	12%	5%	33%	11%	14%	11%	-	12%	14%
		*		E*	*	*	**	*		*			
Other	9	3	6	5	1	3	-	6	3	-	-	4	5
	4%	3%	5%	7%	1%	4%	-	8%	3%	-	-	4%	4%
		*		*	*	*	**	I*		*			
Sigma	307	163	144	100	105	102	6	101	139	61	-	136	172
	133%	141%	124%	146%	137%	118%	100%	131%	138%	129%	-	124%	140%

9. How likely are you to purchase travel insurance for your trip outside of Canada?

	Total	Gender		AGE			EDUCATION				No travel plans	1 destination	2+ destinations
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad			
		A	B	C	D	E	F	G	H	I	J	K	
Base: All Answering (unwtd)	622	289	333	193	224	205	15	102	245	260	-	256	366
Base: All Answering (wtd)	570	274	296	199	195	176	28	177	234	133	-	253	317
Top 2 Box (Net)	427	203	224	148	142	138	22	133	177	96	-	190	237
	75%	74%	76%	74%	73%	78%	78%	75%	76%	73%	-	75%	75%
							**	*					
Very likely	301	136	165	85	91	126	16	99	119	67	-	124	178
	53%	50%	56%	43%	46%	72%	56%	56%	51%	50%	-	49%	56%
						CD	**	*					
Somewhat likely	126	67	59	63	51	12	6	33	57	29	-	66	60
	22%	24%	20%	32%	26%	7%	22%	19%	24%	22%	-	26%	19%
				E	E		**	*					
Bottom 2 Box (Net)	143	71	72	51	54	38	6	44	57	36	-	63	80
	25%	26%	24%	26%	27%	22%	22%	25%	24%	27%	-	25%	25%
							**	*					
Not very likely	88	44	44	36	32	21	4	27	36	21	-	44	44
	15%	16%	15%	18%	16%	12%	15%	15%	15%	16%	-	17%	14%
							**	*					
Not at all likely	55	27	28	16	22	17	2	17	21	15	-	19	36
	10%	10%	9%	8%	11%	10%	7%	9%	9%	11%	-	8%	11%
							**	*					
Sigma	570	274	296	199	195	176	28	177	234	133	-	253	317
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%

10. Why are you not likely to purchase travel insurance for your trip outside of Canada?

	Total	Gender		AGE			EDUCATION				No travel plans	1 destination	2+ destinations
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad			
		A	B	C	D	E	F	G	H	I	J	K	
Base: All Answering (unwtd)	159	73	86	47	66	46	3	25	59	72	-	64	95
Base: All Answering (wtd)	143	71	72	51	54	38	6	44	57	36	-	63	80
Don't need it - will be covered by my provincial health care plan	23	12	11	11	9	3	-	7	11	5	-	8	15
	16%	17%	15%	22%	17%	7%	-	16%	19%	14%	-	13%	18%
		*	*	*	*	*	**	**	*	*			
Already have travel insurance through my credit card or group benefits plan.	88	36	51	18	40	30	4	24	31	28	-	38	50
	61%	51%	72%	34%	75%	79%	63%	56%	55%	78%	-	60%	62%
		*	A*	*	C*	C*	**	**	*	H*			
Too expensive	20	10	9	11	6	3	-	6	12	2	-	8	11
	14%	15%	13%	21%	12%	7%	-	13%	21%	6%	-	13%	14%
		*	*	*	*	*	**	**	I*	*			
Not worth it	18	10	8	9	9	*	-	2	10	6	-	8	10
	13%	14%	11%	17%	16%	1%	-	5%	17%	16%	-	12%	13%
		*	*	E*	E*	*	**	**	*	*			
Willing to take my chances that everything will go smoothly	21	14	7	11	6	4	2	4	11	3	-	9	12
	15%	19%	10%	22%	11%	10%	37%	10%	20%	9%	-	15%	15%
		*	*	*	*	*	**	**	*	*			
Other	5	5	-	2	2	1	-	4	1	-	-	3	2
	3%	7%	-	4%	3%	2%	-	9%	2%	-	-	4%	3%
		B*	*	*	*	*	**	**	*	*			
Sigma	174	88	87	62	72	40	6	48	76	45	-	74	100
	122%	123%	121%	121%	134%	106%	100%	109%	133%	123%	-	117%	126%