

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.

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1503	185	162	105	558	370	123	405	297	384	245	349	1154
Base: All Respondents (wtd)	1503	202	159	98	576	361	107	470	304	362	191	334	1169
Canada (Net)	899	123	110	65	310	217	75	252	186	259	118	202	697
	60%	61%	69%	67%	54%	60%	70%	54%	61%	71%	62%	61%	60%
			D	D*			D			GHJ			
Within Canada, but within my home province	621	86	60	34	231	168	41	185	123	170	82	147	474
	41%	43%	38%	35%	40%	46%	39%	39%	40%	47%	43%	44%	41%
				*									
Within Canada, but outside of my home province	441	62	77	49	131	74	48	100	90	140	76	96	346
	29%	31%	48%	50%	23%	20%	45%	21%	30%	39%	40%	29%	30%
		E	ADE	ADE*			ADE		G	GH	GH		
United States	337	56	34	28	152	53	14	62	70	101	71	92	245
	22%	28%	22%	29%	26%	15%	13%	13%	23%	28%	37%	27%	21%
		EF		EF*	EF				G	G	GHI	L	
Europe	121	15	8	-	69	28	1	23	26	34	29	31	90
	8%	7%	5%	-	12%	8%	1%	5%	9%	9%	15%	9%	8%
		CF	C	*	BCF	CF				G	GHI		
Britain	32	5	4	1	15	4	3	6	2	13	6	6	26
	2%	2%	2%	1%	3%	1%	3%	1%	1%	4%	3%	2%	2%
				*						GH	H		
Asia	63	11	5	1	36	9	1	14	13	21	13	21	42
	4%	6%	3%	1%	6%	2%	1%	3%	4%	6%	7%	6%	4%
				*	CEF						G		
Caribbean	97	8	12	2	45	25	5	16	17	31	26	26	71
	6%	4%	7%	2%	8%	7%	4%	3%	6%	8%	13%	8%	6%
				*						G	GH		
South America	36	5	3	2	19	7	1	7	6	12	9	9	27
	2%	2%	2%	2%	3%	2%	1%	2%	2%	3%	5%	3%	2%
				*							G		
Africa	18	1	2	-	12	4	-	4	4	7	1	7	11
	1%	*	1%	-	2%	1%	-	1%	1%	2%	1%	2%	1%
				*									
Australia or New Zealand	16	2	3	-	6	5	-	1	4	5	5	5	11
	1%	1%	2%	-	1%	1%	-	*	1%	1%	3%	1%	1%
				*							G		
Other	34	12	3	3	12	3	1	11	2	6	6	9	25
	2%	6%	2%	3%	2%	1%	1%	2%	1%	2%	3%	3%	2%
		DEF		*									
I have no travel plans this year	309	30	29	19	120	89	22	147	52	36	19	57	252
	21%	15%	18%	20%	21%	25%	20%	31%	17%	10%	10%	17%	22%
				*		A		HIJ	IJ				
Sigma	2125	293	239	139	849	469	137	576	410	575	343	504	1621
	141%	145%	150%	142%	147%	130%	129%	123%	135%	159%	180%	151%	139%
Summary													
1 destination	812	114	84	49	293	211	61	250	179	205	88	182	630
	54%	57%	53%	50%	51%	58%	57%	53%	59%	57%	46%	55%	54%
				*		D			J	J			
2 destinations	226	32	23	19	96	36	20	48	48	68	43	46	179
	15%	16%	15%	19%	17%	10%	18%	10%	16%	19%	22%	14%	15%

				E*	E		E		G	G	G		
3 destinations or more	156	25	23	10	68	25	5	25	24	53	41	49	107
	10%	12%	14%	11%	12%	7%	4%	5%	8%	15%	22%	15%	9%
		EF	EF	*	EF					GH	GHI	L	

2_1. How will you travel to your vacation destination? - Within Canada, but within my home province

[illegible]

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

[illegible]

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

[illegible]

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

[illegible]

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

[illegible]

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

[illegible]

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

[illegible]

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

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	927	107	115	73	314	229	89	218	183	279	160	222	705
Base: All Answering (wtd)	899	123	110	65	310	217	75	252	186	259	118	202	697
A national Canadian park	204	21	30	14	78	42	19	47	43	61	34	60	144
	23%	17%	27%	21%	25%	20%	25%	19%	23%	24%	29%	29%	21%
		*	*	*			*				G	L	
A provincial park	218	26	34	15	92	27	24	55	47	66	29	59	159
	24%	21%	31%	23%	30%	12%	32%	22%	25%	26%	25%	29%	23%
		*	E*	E*	E		E*						
British Columbia	228	85	59	14	51	16	3	49	38	83	44	52	176
	25%	69%	54%	21%	17%	7%	4%	19%	20%	32%	37%	26%	25%
		BCDEF*	CDEF*	EF*	EF		*			GH	GH		
Alberta	178	46	58	23	34	8	10	41	33	63	28	37	141
	20%	37%	52%	35%	11%	4%	13%	16%	18%	24%	24%	18%	20%
		DEF*	ACDEF*	DEF*	E		E*			G			
Manitoba or Saskatchewan	82	11	20	31	13	5	1	19	15	27	14	22	60
	9%	9%	18%	48%	4%	2%	2%	8%	8%	10%	12%	11%	9%
		E*	DEF*	ABDEF*			*						
Ontario (outside of Ottawa)	330	20	23	15	203	56	12	79	69	94	50	73	257
	37%	17%	21%	23%	66%	26%	16%	31%	37%	36%	42%	36%	37%
		*	*	*	ABCEF		*				G		
Ottawa, specifically	109	5	2	4	59	36	5	31	22	33	18	33	76
	12%	4%	1%	6%	19%	16%	6%	12%	12%	13%	15%	16%	11%
		*	*	*	ABCF	ABCF	*						
Quebec	234	6	2	3	58	158	7	72	59	65	22	49	185
	26%	5%	1%	5%	19%	73%	10%	28%	32%	25%	19%	24%	26%
		*	*	*	ABC	ABCDF	B*		J				
Atlantic Canada	143	6	8	6	49	24	50	34	29	40	22	28	115
	16%	5%	7%	9%	16%	11%	67%	13%	16%	15%	19%	14%	16%
		*	*	*	AB		ABCDE*						
Yukon, Northwest Territories or Nunavut	20	4	3	1	7	4	-	2	5	8	3	6	13
	2%	3%	3%	2%	2%	2%	-	1%	3%	3%	3%	3%	2%
		*	*	*			*						
Sigma	1745	229	238	126	644	376	132	429	361	541	264	419	1326
	194%	187%	216%	193%	208%	174%	175%	170%	193%	209%	224%	207%	190%
Summary													
1 destination	498	68	49	36	159	141	44	153	105	137	51	104	394
	55%	55%	45%	56%	51%	65%	59%	61%	56%	53%	43%	51%	57%
		*	*	*		BD	*	J	J				
2 destinations	181	27	23	13	70	37	13	55	31	54	29	41	141
	20%	22%	20%	19%	23%	17%	17%	22%	16%	21%	25%	20%	20%
		*	*	*			*						
3 destinations or more	220	28	38	16	81	38	18	44	51	68	38	58	162
	24%	23%	35%	25%	26%	18%	24%	18%	27%	26%	32%	29%	23%
		*	E*	*	E		*		G	G	G		

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

[illegible]

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

[illegible]

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

[illegible]

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

[illegible]

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

[illegible]

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

[illegible]

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

[illegible]

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

[illegible]

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

[illegible]

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

[illegible]

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

[illegible]