

1. How confident are you that you'll take a winter vacation this year (between and including December and March)? For the purposes of this question, a vacation is defined as a leisure trip of at least one week outside of your home province.

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		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)	2005	251	220	131	754	463	186	512	344	583	357	526	1479
Base: All Respondents (wtd)	2005	269	213	130	769	482	142	618	342	564	274	531	1474
Top 2 Box (Net)	946 47%	109 41%	112 53%	57 44%	359 47%	248 52%	61 43%	214 35%	144 42%	350 62%	163 59%	319 60%	627 43%
Very confident	513 26%	54 20%	62 29%	31 24%	204 27%	134 28%	27 19%	90 15%	66 19%	220 39%	99 36%	181 34%	332 23%
Somewhat confident	434 22%	55 20%	49 23%	26 20%	156 20%	114 24%	34 24%	124 20%	78 23%	130 23%	64 23%	139 26%	295 20%
Bottom 2 Box (Net)	1059 53%	160 59%	101 47%	73 56%	409 53%	234 48%	82 57%	404 65%	198 58%	214 38%	112 41%	212 40%	847 57%
Not very confident	365 18%	56 21%	35 17%	23 18%	149 19%	76 16%	26 18%	103 17%	75 22%	86 15%	55 20%	98 19%	267 18%
Not at all confident	694 35%	104 39%	66 31%	51 39%	261 34%	157 33%	55 39%	301 49%	124 36%	128 23%	57 21%	113 21%	580 39%
Sigma	2005 100%	269 100%	213 100%	130 100%	769 100%	482 100%	142 100%	618 100%	342 100%	564 100%	274 100%	531 100%	1474 100%

2. How much do you anticipate spending on your winter vacation, including travel, accommodations, and entertainment?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		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: Excluding More Than \$10k (unwtd)	967	118	112	63	355	241	78	171	156	346	208	304	663
Base: Excluding More Than \$10k (wtd)	927	109	106	56	351	247	58	208	144	347	154	313	615
0	13 1%	1 1%	- *	2 3% D*	1 *	10 4%	- *	7 3%	2 1%	- *	1 1%	* *	13 2%
1-100	15 2%	2 2%	3 3%	* 1%	6 2%	3 1%	* 1%	7 4%	* *	4 1%	* *	6 2%	8 1%
101-200	16 2%	5 4%	5 4%	- *	3 1%	2 1%	1 1%	6 3%	3 2%	5 2%	1 1%	10 3%	6 1%
201-300	14 2%	- *	1 1%	- *	4 1%	7 3%	2 4%	7 3%	4 3%	1 *	2 1%	8 3%	6 1%
301-400	6 1%	- *	* *	- *	5 1%	- *	- *	3 2%	- *	2 1%	- *	3 1%	2 *
401-500	64 7%	10 9%	14 14%	1 1%	22 6%	16 7%	1 2%	26 13%	5 4%	20 6%	7 4%	22 7%	43 7%
501-1,000	119 13%	14 12%	9 8%	3 6%	48 14%	34 14%	11 19%	39 19%	28 19%	26 7%	14 9%	18 6%	101 16%
1,001-2,000	240 26%	20 18%	24 23%	15 27%	93 27%	76 31%	12 20%	48 23%	48 33%	106 31%	28 19%	92 30%	147 24%
2,001-3,000	205 22%	23 21%	20 18%	8 14%	86 24%	56 23%	13 23%	32 15%	22 15%	100 29%	36 24%	87 28%	118 19%
3,001-4,000	79 8%	10 9%	11 11%	11 19%	28 8%	14 6%	5 8%	15 7%	11 8%	28 8%	18 12%	25 8%	53 9%
4,001-5,000	90 10%	19 17%	10 9%	11 19%	26 7%	20 8%	6 10%	12 6%	16 11%	30 9%	21 14%	21 7%	70 11%
5,001-10,000	67 7%	6 5%	9 8%	6 11%	29 8%	11 4%	7 12%	5 2%	5 4%	24 7%	25 16%	21 7%	47 8%
Sigma	927 100%	109 100%	106 100%	56 100%	351 100%	247 100%	58 100%	208 100%	144 100%	347 100%	154 100%	313 100%	615 100%
Summary													
Mean (Incl. 0)	2536.5	2687.5 E*	2562.7 *	3400.4 ABDE*	2527.9	2201.5	2843.6 E*	1808.1	2279.7 G	2624.1 G	3431.1 GHI	2406.9	2602.4
Std. Dev.	1937.08	1961.07	2086.91	2138.26	1921.27	1714.79	2124.04	1601.84	1714.23	1788.84	2282.07	1711.02	2040.79
Std. Err.	63.61	187.61	202.76	285.34	102.52	109.15	278.55	111.18	142.8	96.07	184.13	96.72	82.32
Mean (Excl. 0)	2572.6	2713.5 *	2562.7 *	3494.8 ABDE*	2534.2	2290.6	2843.6 E*	1870.5	2311.9 G	2624.1 G	3450.9 GHI	2410.7	2656.7
Std. Dev.	1926.84	1952.48	2086.91	2089.35	1919.51	1689.68	2124.04	1592.98	1704.52	1788.84	2273.63	1709.7	2026.69
Std. Err.	63.72	187.69	202.76	282.66	102.56	109.71	278.55	112.45	143	96.07	183.97	96.72	82.6
Median	2000	2448.5	2000	3000	2000	2000	2300	1200	2000	2100	3000	2000	2000

