

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	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
<b>Base: All Respondents (unwtd)</b>	<b>2002</b>	<b>834</b>	<b>1168</b>	<b>462</b>	<b>717</b>	<b>823</b>	<b>63</b>	<b>380</b>	<b>847</b>	<b>712</b>
<b>Base: All Respondents (wtd)</b>	<b>2002</b>	<b>971</b>	<b>1031</b>	<b>559</b>	<b>741</b>	<b>703</b>	<b>136</b>	<b>773</b>	<b>785</b>	<b>308</b>
Top 2 Box (Net)	986	516	470	324	364	298	48	360	401	178
	49%	53%	46%	58%	49%	42%	35%	47%	51%	58%
		B		DE	E		*		F	FGH
Very confident	503	269	234	160	194	149	21	157	211	113
	25%	28%	23%	29%	26%	21%	16%	20%	27%	37%
		B		E			*		G	FGH
Somewhat confident	483	246	237	164	171	148	26	202	190	65
	24%	25%	23%	29%	23%	21%	19%	26%	24%	21%
				DE			*			
Bottom 2 Box (Net)	1016	455	561	235	377	405	88	413	384	131
	51%	47%	54%	42%	51%	58%	65%	53%	49%	42%
			A		C	CD	HI*	I	I	
Not very confident	369	172	197	108	132	128	38	135	137	60
	18%	18%	19%	19%	18%	18%	28%	17%	17%	19%
							*			
Not at all confident	647	283	364	127	244	276	51	279	247	71
	32%	29%	35%	23%	33%	39%	37%	36%	31%	23%
			A		C	CD	I*	I	I	
Sigma	2002	971	1031	559	741	703	136	773	785	308
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K

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

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

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
<b>Base: Excluding More Than \$10k (unwtd)</b>	<b>977</b>	<b>430</b>	<b>547</b>	<b>265</b>	<b>364</b>	<b>348</b>	<b>20</b>	<b>165</b>	<b>399</b>	<b>393</b>
<b>Base: Excluding More Than \$10k (wtd)</b>	<b>967</b>	<b>502</b>	<b>465</b>	<b>321</b>	<b>358</b>	<b>288</b>	<b>48</b>	<b>356</b>	<b>389</b>	<b>175</b>
0	19	9	10	8	7	4	-	11	8	*
	2%	2%	2%	2%	2%	2%	**	I	2%	*
1-100	12	5	6	*	8	4	-	8	2	1
	1%	1%	1%	*	2%	1%	-	2%	1%	1%
							**			
101-200	29	15	14	21	7	1	2	12	14	*
	3%	3%	3%	7%	2%	*	5%	3%	4%	*
				DE			**	I	I	
201-300	20	13	7	11	7	2	5	7	7	2
	2%	3%	2%	3%	2%	1%	11%	2%	2%	1%
							**			
301-400	12	4	8	10	2	-	-	6	5	1
	1%	1%	2%	3%	1%	-	-	2%	1%	*
				DE			**			
401-500	53	30	23	32	16	5	-	30	15	7
	5%	6%	5%	10%	5%	2%	-	9%	4%	4%
				DE			**			
501-1,000	139	74	66	55	53	31	2	59	54	24
	14%	15%	14%	17%	15%	11%	4%	17%	14%	14%
							**			
1,001-2,000	239	122	117	74	97	68	5	81	108	46
	25%	24%	25%	23%	27%	24%	10%	23%	28%	27%
							**			
2,001-3,000	170	96	74	44	67	60	13	58	64	35
	18%	19%	16%	14%	19%	21%	28%	16%	16%	20%
							**			
3,001-4,000	77	41	36	23	27	27	8	24	28	17
	8%	8%	8%	7%	8%	9%	17%	7%	7%	10%
							**			
4,001-5,000	106	42	64	23	43	40	7	37	40	22
	11%	8%	14%	7%	12%	14%	15%	10%	10%	12%
			A			C	**			
5,001-10,000	90	51	39	19	24	46	5	22	45	18
	9%	10%	8%	6%	7%	16%	10%	6%	12%	10%
						CD	**			
Sigma	967	502	465	321	358	288	48	356	389	175
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Summary</b>										
Mean (Incl. 0)	2652.6	2634.5	2672.2	2150.4	2522.9	3373.4	3298.6	2297.6	2747	2988.5
						CD	**		G	G
Std. Dev.	2191.65	2216.52	2166.69	2080.14	1949.73	2405.67	2369.74	1978.45	2296.02	2220.49
Std. Err.	70.48	98.93	100.48	116.06	103.12	141.71	343.07	104.92	116.44	167.94
Mean (Excl. 0)	2705.8	2682.1	2731.4	2205.3	2569.8	3426.5	3298.6	2370.5	2801.6	2996.8
						CD	**		G	G
Std. Dev.	2180.76	2207.72	2153.29	2077.58	1936.87	2386.62	2369.74	1966.1	2285.49	2217.94
Std. Err.	70.83	99.43	100.96	117.39	103.38	141.69	343.07	105.91	117.05	167.98
Median	2000	2000	2000	1500	2000	3000	3000	2000	2000	2500

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I, J/K

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

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How important is an annual vacation to you?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
<b>Base: All Respondents (unwtd)</b>	<b>2002</b>	<b>834</b>	<b>1168</b>	<b>462</b>	<b>717</b>	<b>823</b>	<b>63</b>	<b>380</b>	<b>847</b>	<b>712</b>
<b>Base: All Respondents (wtd)</b>	<b>2002</b>	<b>971</b>	<b>1031</b>	<b>559</b>	<b>741</b>	<b>703</b>	<b>136</b>	<b>773</b>	<b>785</b>	<b>308</b>
Top 2 Box (Net)	1431	670	762	415	553	464	75	492	600	264
	72%	69%	74%	74%	75%	66%	55%	64%	76%	86%
			A	E	E		*		FG	FGH
Very important	757	369	388	210	315	232	29	258	319	151
	38%	38%	38%	38%	43%	33%	21%	33%	41%	49%
					E		*		FG	FGH
Somewhat important	674	301	374	205	238	232	47	234	281	113
	34%	31%	36%	37%	32%	33%	34%	30%	36%	37%
			A				*			G
Bottom 2 Box (Net)	571	301	269	143	188	239	61	281	185	44
	28%	31%	26%	26%	25%	34%	45%	36%	24%	14%
		B				CD	HI*	HI	I	
Not very important	370	190	180	108	113	149	37	187	113	32
	18%	20%	17%	19%	15%	21%	28%	24%	14%	10%
						D	HI*	HI	I	
Not at all important	200	111	89	35	75	90	23	94	71	12
	10%	11%	9%	6%	10%	13%	17%	12%	9%	4%
						C	I*	I	I	
Sigma	2002	971	1031	559	741	703	136	773	785	308
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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- Column Means:

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

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What is the main reason for not taking a vacation?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
<b>Base: All Answering (unwtd)</b>	<b>500</b>	<b>192</b>	<b>308</b>	<b>92</b>	<b>169</b>	<b>239</b>	<b>29</b>	<b>136</b>	<b>218</b>	<b>117</b>
<b>Base: All Answering (wtd)</b>	<b>557</b>	<b>249</b>	<b>308</b>	<b>127</b>	<b>191</b>	<b>239</b>	<b>60</b>	<b>260</b>	<b>190</b>	<b>47</b>
I don't have enough money for a vacation	367	143	224	95	139	133	49	164	131	23
	66%	57%	73%	75%	73%	55%	81%	63%	69%	48%
		A	B	E*	E		**	I	I	
Do not have the time because of too much work	30	15	15	12	13	5	-	17	6	6
	5%	6%	5%	9%	7%	2%	-	7%	3%	13%
				E*	E		**			H
Do not have the time because of too many family responsibilities	37	20	16	1	13	23	2	21	10	4
	7%	8%	5%	1%	7%	10%	3%	8%	5%	8%
				*		C	**			
Concerned about possible economic downturn	15	8	7	1	7	7	1	4	8	2
	3%	3%	2%	1%	4%	3%	2%	2%	4%	4%
				*			**			
I just don't want to go on a vacation	73	47	26	14	12	47	5	40	22	6
	13%	19%	9%	11%	6%	20%	9%	15%	12%	13%
		B		*		D	**			
Other	36	16	20	3	7	26	3	13	13	7
	6%	6%	6%	2%	4%	11%	5%	5%	7%	14%
				*		CD	**			GH
Sigma	557	249	308	127	191	239	60	260	190	47
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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