

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)	2002	195	272	191	747	413	184	486	364	502	408	437	1565
Base: All Respondents (wtd)	2002	269	212	130	768	481	142	602	402	482	295	435	1567
Top 2 Box (Net)	986	154	103	54	380	243	52	258	183	260	188	284	702
	49%	57%	48%	41%	49%	51%	37%	43%	45%	54%	64%	65%	45%
Very confident	503	73	45	32	203	126	24	108	92	141	117	164	340
	25%	27%	21%	25%	26%	26%	17%	18%	23%	29%	40%	38%	22%
Somewhat confident	483	81	58	21	176	117	29	150	91	119	71	120	363
	24%	30%	27%	16%	23%	24%	20%	25%	23%	25%	24%	28%	23%
Bottom 2 Box (Net)	1016	114	109	77	388	238	90	345	219	222	106	151	864
	51%	43%	52%	59%	51%	49%	63%	57%	55%	46%	36%	35%	55%
Not very confident	369	44	44	28	129	85	38	117	80	87	44	59	310
	18%	17%	21%	22%	17%	18%	27%	19%	20%	18%	15%	14%	20%
Not at all confident	647	70	66	48	258	153	52	227	140	134	62	92	555
	32%	26%	31%	37%	34%	32%	36%	38%	35%	28%	21%	21%	35%
Sigma	2002	269	212	130	768	481	142	602	402	482	295	435	1567
	100%	100%	100%	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/L

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

- Column Means:

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

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	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)	977	106	133	82	375	211	70	182	173	266	252	272	705
Base: Excluding More Than \$10k (wtd)	967	152	98	52	373	241	51	255	180	256	181	279	688
0	19 2%	2 1%	- *	2 4%	1 *	14 6%	- -	9 4%	4 2%	2 1%	- -	6 2%	13 2%
1-100	12 1%	1 1%	1 1%	- *	3 1%	6 3%	- -	7 3%	3 2%	1 1%	* *	3 1%	9 1%
101-200	29 3%	3 2%	5 5%	- *	8 2%	11 4%	2 4%	13 5%	3 2%	8 3%	- -	8 3%	21 3%
201-300	20 2%	5 3%	3 3%	- *	4 1%	7 3%	- -	11 4%	3 1%	1 *	* *	6 2%	14 2%
301-400	12 1%	- *	1 *	2 AD*	3 1%	4 2%	2 3%	6 2%	1 *	4 2%	1 1%	6 2%	7 1%
401-500	53 5%	13 9%	7 7%	2 4%	17 4%	12 5%	2 4%	21 8%	16 9%	8 3%	5 3%	15 5%	38 5%
501-1,000	139 14%	37 24%	10 10%	2 4%	43 12%	45 19%	3 5%	55 22%	28 16%	27 10%	11 6%	41 15%	99 14%
1,001-2,000	239 25%	32 21%	17 17%	15 29%	101 27%	64 27%	11 21%	62 24%	54 30%	63 25%	45 25%	59 21%	180 26%
2,001-3,000	170 18%	23 15%	14 14%	9 16%	74 20%	42 18%	10 19%	38 15%	32 18%	49 19%	41 23%	53 19%	118 17%
3,001-4,000	77 8%	14 9%	13 13%	3 5%	28 7%	12 5%	8 15%	10 4%	9 5%	33 13%	19 10%	24 9%	53 8%
4,001-5,000	106 11%	15 10%	16 17%	10 20%	43 12%	13 5%	8 16%	17 7%	15 8%	30 12%	30 17%	33 12%	73 11%
5,001-10,000	90 9%	7 4%	11 11%	7 14%	48 13%	10 4%	6 13%	7 3%	12 7%	30 12%	27 15%	27 10%	62 9%
Sigma	967 100%	152 100%	98 100%	52 100%	373 100%	241 100%	51 100%	255 100%	180 100%	256 100%	181 100%	279 100%	688 100%
Summary													
Mean (Incl. 0)	2652.6	2318	2970.5	3365	3012	1907.5	3202.2	1770.4	2313	3126.5	3464.7	2779.6	2601
Std. Dev.	2191.65	2076.6	2162.25	2587.51	2347.99	1689.84	2035.55	1562.63	1976.82	2376.37	2231.98	2279.49	2154.49
Std. Err.	70.48	168.23	218.56	359.24	121.6	108.94	283.99	97.84	147.24	148.65	166	136.37	82.17
Mean (Excl. 0)	2705.8	2349	2970.5	3498.2	3023.6	2021.5	3202.2	1834.9	2363.8	3150.8	3464.7	2837.5	2652.3
Std. Dev.	2180.76	2072.92	2162.25	2547.6	2345.03	1671.98	2035.55	1553.16	1968.08	2369.44	2231.98	2267.12	2144.13
Std. Err.	70.83	169.06	218.56	360.63	121.68	110.96	283.99	99	148.19	148.79	166	137.03	82.57
Median	2000	1500	2802.9	2500	2500	1500	3000	1200	2000	2500	3000	2000	2000

Statistics:

Overlap formulae used

- Column Proportions:

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- Column Means:

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

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

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How important is an annual vacation to you?

	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)	2002	195	272	191	747	413	184	486	364	502	408	437	1565
Base: All Respondents (wtd)	2002	269	212	130	768	481	142	602	402	482	295	435	1567
Top 2 Box (Net)	1431	217	149	85	558	336	87	378	281	362	255	366	1066
	72%	81%	70%	65%	73%	70%	61%	63%	70%	75%	86%	84%	68%
Very important	757	118	82	43	295	173	47	166	141	212	159	231	526
	38%	44%	39%	33%	38%	36%	33%	28%	35%	44%	54%	53%	34%
Somewhat important	674	99	67	42	263	163	40	212	140	150	95	134	540
	34%	37%	32%	32%	34%	34%	28%	35%	35%	31%	32%	31%	34%
Bottom 2 Box (Net)	571	51	63	45	210	145	55	224	122	120	40	70	501
	28%	19%	30%	35%	27%	30%	39%	37%	30%	25%	14%	16%	32%
Not very important	370	33	48	29	130	92	38	139	73	86	29	53	317
	18%	12%	23%	22%	17%	19%	27%	23%	18%	18%	10%	12%	20%
Not at all important	200	19	15	16	80	53	17	85	48	34	12	17	184
	10%	7%	7%	12%	10%	11%	12%	14%	12%	7%	4%	4%	12%
Sigma	2002	269	212	130	768	481	142	602	402	482	295	435	1567
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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What is the main reason for not taking a vacation?

	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 Answering (unwtd)	500	33	64	62	188	97	56	189	98	101	48	76	424
Base: All Answering (wtd)	557	52	58	45	218	132	52	227	123	104	38	80	477
I don't have enough money for a vacation	367	34	32	33	146	88	34	169	72	61	22	60	307
	66%	65%	55%	74%	67%	67%	66%	74%	58%	58%	57%	75%	64%
	**	*	*	*	*	*	*	HU	*	*	*	*	*
Do not have the time because of too much work	30	5	5	1	17	2	-	7	9	7	4	8	21
	5%	10%	9%	1%	8%	1%	-	3%	8%	7%	11%	11%	4%
	**	EF*	*	*	*	*	*	*	*	*	*	*	*
Do not have the time because of too many family responsibilities	37	7	3	3	13	7	3	12	12	9	1	4	33
	7%	14%	5%	7%	6%	5%	7%	5%	10%	8%	2%	5%	7%
	**	*	*	*	*	*	*	*	*	*	*	*	*
Concerned about possible economic downturn	15	1	3	*	3	7	*	4	3	3	2	*	15
	3%	1%	6%	1%	2%	5%	1%	2%	3%	3%	5%	1%	3%
	**	*	*	*	*	*	*	*	*	*	*	*	*
I just don't want to go on a vacation	73	5	9	3	22	24	11	24	20	14	5	7	66
	13%	9%	15%	7%	10%	18%	21%	11%	16%	13%	13%	9%	14%
	**	*	*	*	*	*	*	*	*	*	*	*	*
Other	36	-	6	5	17	5	3	10	7	11	5	-	36
	6%	-	10%	11%	8%	4%	6%	5%	6%	11%	12%	-	7%
	**	*	*	*	*	*	*	*	*	*	*	*	K
Sigma	557	52	58	45	218	132	52	227	123	104	38	80	477
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

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