

Which of the following describes your access to a vehicle?

[illegible]

This summer, how likely are you to travel by road to the following destinations? - Outside of my city/town

[illegible]

This summer, how likely are you to travel by road to the following destinations? - Outside of my province

[illegible]

This summer, how likely are you to travel by road to the following destinations? - Outside of the country

[illegible]

This summer, how likely are you to travel by road to the following destinations? - Top 2 Box Summary

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	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)	2000	286	216	143	768	431	156	530	349	471	450	426	1574
Base: All Respondents (wtd)	2000	268	226	124	770	478	134	634	369	437	373	421	1579
Outside of my city/town	1535	210	167	99	592	361	107	423	284	350	336	335	1200
	77%	78%	74%	79%	77%	75%	80%	67%	77%	80%	90%	80%	76%
				*					G	G	GHI		
Outside of my province	859	117	108	66	316	186	66	198	155	215	221	221	638
	43%	44%	48%	53%	41%	39%	49%	31%	42%	49%	59%	52%	40%
				DE*					G	G	GHI	L	
Outside of the country	477	79	45	25	213	93	23	109	79	115	133	123	354
	24%	29%	20%	20%	28%	19%	17%	17%	21%	26%	36%	29%	22%
		BEF		*	BEF					G	GHI	L	
None of the above	416	51	54	25	149	109	27	195	72	73	32	69	348
	21%	19%	24%	21%	19%	23%	20%	31%	20%	17%	8%	16%	22%
				*				HIJ	J	J			K

This summer, how likely are you to travel by road to the following destinations? - Bottom 2 Box Summary

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	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)	2000	286	216	143	768	431	156	530	349	471	450	426	1574
Base: All Respondents (wtd)	2000	268	226	124	770	478	134	634	369	437	373	421	1579
Outside of my city/town	403	52	51	23	159	94	24	178	75	82	32	70	333
	20%	19%	23%	18%	21%	20%	18%	28%	20%	19%	9%	17%	21%
				*				HIJ	J	J			
Outside of my province	1056	145	108	55	422	260	65	400	197	212	143	182	874
	53%	54%	48%	45%	55%	54%	49%	63%	53%	48%	38%	43%	55%
				*				HIJ	J	J			K
Outside of the country	1450	178	176	97	530	361	109	497	272	314	231	284	1165
	72%	66%	78%	78%	69%	76%	81%	78%	74%	72%	62%	68%	74%
			AD	A*		AD	AD	IJ	J	J			K

What is the destination of your road trip? If you plan on taking multiple road trips this summer.

[illegible]

Approximately how far from home are you willing to drive for vacation this summer?

[illegible]

Which of the following type of road trip(s) are you planning on taking during the summer?

[illegible]

Are you planning to take more vacation time from work this summer than last year?

[illegible]

How many weeks of vacation are you planning to take this summer?

[illegible]

What experiences did you put off over the past couple of years that you'll be doing this year, if any?

	Total	REGION							HOUSEHOLD INCOME					HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40k	\$40k - <\$50k	\$50k - <\$100k	\$100k+	Kids	No Kids		
		A	B	C	D	E	F	G	H	I	J	K	L		
Base: All Respondents (unwtd)	2000	286	216	143	768	431	156	530	349	471	450	426	1574		
Base: All Respondents (wtd)	2000	268	226	124	770	478	134	634	369	437	373	421	1579		
Visiting family	883	114	105	50	336	212	66	262	159	193	187	201	682		
	44%	42%	47%	40%	44%	44%	49%	41%	43%	44%	50%	48%	43%		
Visiting friends	861	127	96	51	322	204	61	256	152	178	183	178	682		
	43%	47%	42%	41%	42%	43%	46%	40%	41%	41%	49%	42%	43%		
Site-seeing / being a "tourist" (in Canada)	486	56	60	36	192	101	42	126	83	130	113	111	376		
	24%	21%	26%	29%	25%	21%	31%	20%	23%	30%	30%	26%	24%		
Spending time in nature (e.g. hiking, camping)	500	66	55	36	165	138	40	168	91	106	107	121	379		
	25%	25%	24%	29%	21%	29%	30%	27%	25%	24%	29%	29%	24%		
Attending an amusement park	291	31	36	18	133	58	15	88	47	66	68	115	176		
	15%	11%	16%	14%	17%	12%	11%	14%	13%	15%	18%	27%	11%		
Attending conferences and professional events	131	21	25	8	51	18	8	29	16	35	38	30	101		
	7%	8%	11%	6%	7%	4%	6%	5%	4%	8%	10%	7%	6%		
Attending concerts, festivals, and other cultural events	504	73	45	32	203	122	29	130	99	120	105	109	395		
	25%	27%	20%	26%	26%	25%	22%	21%	27%	28%	28%	26%	25%		
Visiting indoor public spaces (i.e. museums, theatres, shopping malls, etc.)	569	72	66	34	231	136	31	143	105	143	136	130	439		
	28%	27%	29%	27%	30%	28%	23%	23%	29%	33%	37%	31%	28%		
Revisiting a favourite destination	440	60	48	26	174	97	34	106	82	111	102	78	362		
	22%	23%	21%	21%	23%	20%	25%	17%	22%	25%	27%	18%	23%		
Driving to the United States	343	71	26	22	147	61	17	68	50	104	96	83	261		
	17%	27%	12%	17%	19%	13%	12%	11%	14%	24%	26%	20%	17%		
Travel outside of North America	294	51	37	20	125	47	12	65	41	79	85	61	233		
	15%	19%	16%	16%	16%	10%	9%	10%	11%	18%	23%	14%	15%		
Hiking/Picnicking	375	49	50	28	121	103	23	112	78	90	73	98	277		
	19%	18%	22%	23%	16%	22%	17%	18%	21%	21%	20%	23%	18%		
Cycling / bike-riding	253	22	31	21	92	75	13	86	45	48	48	67	186		
	13%	8%	14%	17%	12%	16%	10%	14%	12%	11%	13%	16%	12%		
Fishing	241	22	25	17	70	86	21	81	53	52	42	66	175		
	12%	8%	11%	14%	9%	18%	15%	13%	14%	12%	11%	16%	11%		
Camping	412	57	55	35	130	99	37	144	81	81	88	126	287		
	21%	21%	24%	28%	17%	21%	28%	23%	22%	19%	23%	30%	18%		
Barbecuing	408	41	45	41	128	126	27	134	77	77	82	121	286		
	20%	15%	20%	33%	17%	26%	20%	21%	21%	18%	25%	29%	18%		
Golfing	144	13	17	14	53	41	6	19	27	33	53	35	110		
	7%	5%	8%	11%	7%	9%	4%	3%	7%	8%	14%	8%	7%		
On-water activities (e.g. kayaking, canoeing, boating, surfing or sailing)	221	29	23	16	93	54	15	67	45	51	58	62	169		
	12%	11%	10%	13%	12%	11%	11%	11%	12%	12%	15%	15%	11%		
Swimming, diving	285	42	34	23	116	42	29	103	60	55	51	74	211		
	14%	16%	15%	18%	15%	9%	21%	16%	16%	13%	14%	18%	13%		
Sports (e.g. volleyball, soccer etc.)	156	22	16	13	67	31	6	40	19	44	41	55	101		
	8%	8%	7%	10%	9%	6%	5%	6%	5%	10%	11%	13%	6%		
Trying something new	391	57	48	32	159	75	21	135	64	75	75	95	296		
	20%	21%	21%	26%	21%	16%	15%	21%	17%	17%	20%	23%	19%		
Other	63	7	8	5	25	10	7	21	9	16	11	11	51		
	3%	3%	3%	4%	3%	2%	5%	3%	2%	4%	3%	3%	3%		
Don't know/prefer not to say	65	9	13	8	23	9	3	24	18	10	3	8	57		
	3%	4%	6%	7%	3%	2%	2%	4%	5%	2%	1%	2%	4%		
I didn't put anything off	179	31	16	17	68	34	14	81	36	30	19	36	143		
	9%	12%	7%	14%	9%	7%	10%	13%	7%	7%	5%	8%	9%		
None of the above	74	9	14	1	21	24	5	34	8	13	8	10	65		
	4%	3%	6%	1%	3%	5%	3%	5%	2%	3%	2%	2%	4%		
Sigma	8580	1153	995	604	3245	2002	582	2524	1536	1941	1886	2080	6500		
	429%	430%	440%	487%	421%	419%	434%	398%	417%	444%	505%	494%	412%		

What are the vehicle features you care about the most when taking a summer road trip?

	REGION							HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	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: Have access to a vehicle (unwtd)	1747	250	195	132	663	374	133	391	315	437	438	395	1352
Base: Have access to a vehicle (wtd)	1660	228	189	110	630	394	108	439	321	395	362	376	1284
Vehicle safety features	518	83	59	33	206	97	39	129	99	121	111	107	411
	31%	36%	31%	30%	33%	25%	36%	29%	31%	31%	31%	29%	32%
Good fuel efficiency / mileage	957	128	130	68	359	197	74	255	207	220	196	200	757
	58%	56%	69%	62%	57%	50%	69%	58%	64%	56%	54%	53%	59%
Great speakers and sound system	202	35	22	13	78	43	12	61	29	41	48	47	155
	12%	15%	12%	12%	12%	11%	11%	14%	9%	10%	13%	13%	12%
The latest in connected technology	66	9	7	7	35	7	2	13	14	17	18	15	51
	4%	4%	4%	6%	5%	2%	2%	3%	4%	4%	5%	4%	4%
Navigation system	271	33	28	25	116	54	15	56	55	64	66	58	213
	16%	15%	15%	22%	18%	14%	14%	13%	17%	16%	18%	15%	17%
Spacious/roomy for passengers	486	59	60	39	208	93	28	93	90	134	134	122	365
	29%	26%	32%	36%	33%	24%	25%	21%	28%	34%	37%	32%	28%
Number of seats	207	27	35	10	94	29	12	65	32	53	43	96	111
	12%	12%	18%	9%	15%	7%	11%	15%	10%	13%	12%	26%	9%
Lots of cargo space	567	81	66	33	209	141	36	117	108	148	153	145	422
	34%	36%	35%	30%	33%	36%	33%	27%	34%	37%	42%	38%	33%
Fun to drive	422	53	37	23	116	162	31	127	66	100	90	86	335
	25%	23%	19%	21%	18%	41%	29%	29%	21%	25%	25%	23%	26%
Environmentally friendly	160	21	17	9	66	36	11	43	33	35	38	34	126
	10%	9%	9%	8%	10%	9%	10%	10%	10%	9%	10%	9%	10%
In-vehicle entertainment	92	14	6	8	43	18	3	25	23	26	15	26	66
	6%	6%	3%	7%	7%	5%	3%	6%	7%	6%	4%	7%	5%
Multiple USB ports for charging devices	114	7	10	10	52	32	3	29	30	29	27	33	82
	7%	3%	5%	9%	8%	8%	3%	7%	9%	7%	7%	9%	6%
Rugged / off-road capability	132	14	20	11	41	34	11	42	19	31	30	31	101
	8%	6%	11%	10%	6%	9%	10%	10%	6%	8%	8%	8%	8%
Some other feature	86	18	9	3	29	22	5	32	17	16	12	9	77
	5%	8%	5%	3%	5%	5%	4%	7%	5%	4%	3%	2%	6%
Sigma	4280	582	507	293	1651	964	283	1087	822	1034	980	1009	3271
	258%	255%	268%	266%	262%	244%	262%	247%	256%	261%	271%	268%	255%

What additional precautions do you and your friends / family plan on taking while on your road trip?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	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: Likely to take any kind of road trip this summer (unwtd)	1640	236	174	118	633	349	130	386	286	396	412	372	1268
Base: Likely to take any kind of road trip this summer (wtd)	1584	217	172	99	621	369	107	438	296	364	342	353	1231
Extra care to clean/disinfect surfaces inside the car	376	58	51	16	136	80	35	108	75	76	73	79	298
	24%	27%	30%	16%	22%	22%	32%	25%	25%	21%	21%	22%	24%
			C	*			CDE*						
Limiting my contact with people outside my immediate circle	580	77	69	37	212	129	57	152	113	138	119	115	465
	37%	35%	40%	37%	34%	35%	53%	35%	38%	38%	35%	33%	38%
				*			ACDE*						
Limiting the amount of time spent among crowds	710	110	73	41	294	133	60	188	138	160	157	143	567
	45%	50%	43%	41%	47%	36%	56%	43%	47%	44%	46%	41%	46%
		E		*	E		E*						
Wearing masks while out in public	759	101	65	37	310	180	66	193	157	169	165	135	624
	48%	47%	38%	38%	50%	49%	62%	44%	53%	46%	48%	38%	51%
				*	BC	B	ABCDE*						K
Self-catering/bringing own food to avoid restaurants	350	50	33	20	153	67	28	114	68	75	62	70	280
	22%	23%	19%	20%	25%	18%	26%	26%	23%	21%	18%	20%	23%
				*			*	J					
Bringing extra cleaning products	453	62	41	22	194	95	39	117	85	104	97	110	343
	29%	28%	24%	22%	31%	26%	36%	27%	29%	29%	28%	31%	28%
				*			B*						
Self-isolating after arriving at my destination	113	22	14	9	35	22	12	42	20	18	18	34	79
	7%	10%	8%	9%	6%	6%	12%	9%	7%	5%	5%	10%	6%
				*			D*	I					
Self-isolating after arriving back home	158	20	21	13	76	19	9	56	27	24	34	26	132
	10%	9%	12%	13%	12%	5%	9%	13%	9%	7%	10%	7%	11%
			E	E*	E		*	I					
Avoiding rideshare options and public transit	378	54	44	14	161	70	35	81	73	93	93	84	294
	24%	25%	26%	15%	26%	19%	33%	18%	25%	26%	27%	24%	24%
				*	CE		CE*			G	G		
Some other precaution	88	11	19	3	23	23	9	29	14	17	22	16	72
	6%	5%	11%	3%	4%	6%	9%	7%	5%	5%	6%	5%	6%
			D	*			D*						
None of the above	328	39	37	33	120	82	16	93	54	76	70	75	253
	21%	18%	21%	34%	19%	22%	15%	21%	18%	21%	20%	21%	21%
				ABDEF*			*						
Sigma	4294	601	466	245	1715	901	366	1172	826	950	910	887	3407
	271%	277%	271%	249%	276%	244%	344%	267%	279%	261%	266%	251%	277%

What do you enjoy most about a road trip?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	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: Likely to take any kind of road trip this summer (unwtd)	1640	236	174	118	633	349	130	386	286	396	412	372	1268
Base: Likely to take any kind of road trip this summer (wtd)	1584	217	172	99	621	369	107	438	296	364	342	353	1231
Listening to music in my vehicle	561	85	60	40	200	141	34	177	103	134	102	140	421
	35%	39%	35%	40%	32%	38%	32%	40%	35%	37%	30%	40%	34%
Listening to an audiobook or podcast				*			*	J					
	99	15	10	3	42	17	12	33	16	13	30	28	71
	6%	7%	6%	3%	7%	4%	11%	8%	6%	4%	9%	8%	6%
Visiting attractions along the way (e.g. tourist spots or places with a great view)				*			E*	I			I		
	627	87	79	46	241	128	46	137	121	164	156	140	487
	40%	40%	46%	46%	39%	35%	44%	31%	41%	45%	46%	40%	40%
Trying new restaurants			E	*			*		G	G	G		
	459	54	32	35	182	129	26	113	82	106	120	102	357
	29%	25%	19%	36%	29%	35%	24%	26%	28%	29%	35%	29%	29%
Admiring the scenery along the way				B*	B	AB	*				G		
	965	138	109	65	342	237	73	268	182	218	212	182	783
	61%	63%	64%	66%	55%	64%	69%	61%	62%	60%	62%	52%	64%
Driving my vehicle				*		D	D*						K
	454	78	53	21	154	125	24	122	87	107	108	103	351
	29%	36%	31%	22%	25%	34%	22%	28%	29%	29%	32%	29%	29%
Having fun and chatting with friends/family in the car along the way		CDF		*		CDF	*						
	578	68	65	39	265	94	47	168	101	136	130	143	435
	37%	31%	38%	39%	43%	25%	45%	38%	34%	38%	38%	41%	35%
I don't like the road trip, I just like arriving at my destination			E	E*	AE		AE*						
	101	9	13	4	53	19	4	29	18	23	16	20	81
	6%	4%	7%	4%	8%	5%	4%	7%	6%	6%	5%	6%	7%
Sigma				*			*						
	3844	535	421	253	1479	890	266	1047	711	901	874	858	2986
	243%	246%	245%	257%	238%	241%	250%	239%	240%	248%	256%	243%	243%

To what extent do you agree or disagree with the following statements? - I'd feel better about going on a road trip in a hybrid electric or plug-in hybrid electric vehicle because of the environmental benefits.

[illegible]

To what extent do you agree or disagree with the following statements? - I'd feel better about going on a road trip in a hybrid electric or plug-in hybrid electric vehicle because of the fuel efficiency, mileage and cost savings.

[illegible]

To what extent do you agree or disagree with the following statements? - Top 2 Box Summary

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	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)	2000	286	216	143	768	431	156	530	349	471	450	426	1574
Base: All Respondents (wtd)	2000	268	226	124	770	478	134	634	369	437	373	421	1579
I'd feel better about going on a road trip in a hybrid electric or plug-in hybrid electric vehicle because of the environmental benefits.	934	131	83	54	400	204	62	311	167	206	192	219	716
	47%	49%	37%	43%	52%	43%	46%	49%	45%	47%	51%	52%	45%
		B		*	BE							L	
I'd feel better about going on a road trip in a hybrid electric or plug-in hybrid electric vehicle because of the fuel efficiency, mileage and cost savings.	1084	163	96	65	432	253	75	344	193	242	234	244	840
	54%	61%	43%	52%	56%	53%	56%	54%	52%	56%	63%	58%	53%
		B		*	B	B	B				GHI		

Have increased gas prices affected your road trip plans for this summer?

[illegible]

How do you plan to save on gas during your road trip?

[illegible]

[illegible]