

How likely are you to take a summer vacation this year?

[illegible]

Are you able to afford to take a summer vacation this year?

[illegible]

How much do you anticipate spending on your summer vacation this year?

[illegible]

To what extent do you agree or disagree with the following statements? - I'm scaling back my vacation plans this year due to inflation

[illegible]

To what extent do you agree or disagree with the following statements? - I'm scaling back my vacation plans this year due to an uncertain economy

[illegible]

To what extent do you agree or disagree with the following statements? - A summer vacation is a priority for me

[illegible]

To what extent do you agree or disagree with the following statements? - I'm prioritizing other plans instead of saving up for a summer vacation this year

[illegible]

To what extent do you agree or disagree with the following statements? - I really need a summer vacation

[illegible]

To what extent do you agree or disagree with the following statements? - I'm going to splurge on a nice vacation this summer

		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)	1000	98	105	100	363	233	101	237	194	273	223	261	739
Base: All Respondents (wtd)	1000	134	113	62	385	239	67	300	203	234	181	229	771
Top 2 Box (Net)	356	40	30	21	121	119	25	74	82	87	91	96	260
	36%	30%	26%	34%	32%	50%	37%	25%	40%	37%	50%	42%	34%
		*	*	*		ABCD	*		G	G	GI		
Strongly agree	84	11	5	4	34	25	6	14	26	13	27	28	56
	8%	8%	4%	7%	9%	10%	8%	5%	13%	6%	15%	12%	7%
		*	*	*			*		GI		GI		
Somewhat agree	271	29	25	17	87	95	19	60	56	74	64	67	204
	27%	22%	22%	27%	23%	40%	28%	20%	27%	32%	36%	29%	26%
		*	*	*		ABD	*			G	G		
Bottom 2 Box (Net)	644	94	83	41	264	120	42	226	121	147	90	133	511
	64%	70%	74%	66%	68%	50%	63%	75%	60%	63%	50%	58%	66%
		E*	E*	E*	E		*	HIJ		J			
Somewhat disagree	320	43	32	21	126	82	15	97	54	86	48	74	246
	32%	32%	29%	34%	33%	34%	23%	32%	26%	37%	26%	32%	32%
		*	*	*			*			J			
Strongly disagree	324	51	51	20	137	38	27	129	68	61	42	59	265
	32%	38%	45%	32%	36%	16%	41%	43%	33%	26%	23%	26%	34%
		E*	E*	E*	E		E*	IJ					
Sigma	1000	134	113	62	385	239	67	300	203	234	181	229	771
	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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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
I'm scaling back my vacation plans this year due to inflation	671	101	65	28	258	173	45	231	142	148	99	164	507
	67%	76%	58%	45%	67%	72%	68%	77%	70%	63%	55%	72%	66%
		BC*	*	*	C	BC	C*	IJ	J				
I'm scaling back my vacation plans this year due to an uncertain economy	639	94	68	30	236	172	39	218	134	141	95	163	476
	64%	70%	60%	48%	61%	72%	58%	73%	66%	60%	53%	71%	62%
		C*	*	*	C	CDF	*	IJ	J			L	
A summer vacation is a priority for me	526	67	52	24	194	154	34	121	109	139	118	134	392
	53%	50%	46%	39%	50%	64%	51%	40%	54%	59%	65%	59%	51%
		*	*	*		BCD	*		G	G	G		
I'm prioritizing other plans instead of saving up for a summer vacation this year	601	92	71	34	236	133	34	204	131	113	102	146	455
	60%	69%	63%	55%	61%	56%	51%	68%	64%	48%	56%	64%	59%
		F*	*	*			*	IJ	I				
I really need a summer vacation	788	100	82	42	316	194	54	229	166	182	150	200	588
	79%	75%	73%	68%	82%	81%	80%	76%	82%	78%	83%	88%	76%
		*	*	*	C	C	*					L	
I'm going to splurge on a nice vacation this summer	356	40	30	21	121	119	25	74	82	87	91	96	260
	36%	30%	26%	34%	32%	50%	37%	25%	40%	37%	50%	42%	34%
		*	*	*		ABCD	*		G	G	GI		

To what extent do you agree or disagree with the following statements? - 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
I'm scaling back my vacation plans this year due to inflation	329	33	48	34	127	66	22	70	61	86	82	65	264
	33%	24%	42%	55%	33%	28%	32%	23%	30%	37%	45%	28%	34%
		*	AE*	ADEF*			*			G	GH		
I'm scaling back my vacation plans this year due to an uncertain economy	361	40	45	32	149	67	28	82	69	93	85	66	295
	36%	30%	40%	52%	39%	28%	42%	27%	34%	40%	47%	29%	38%
		*	*	ADE*	E		E*			G	GH		K
A summer vacation is a priority for me	474	67	61	38	191	85	33	180	94	95	62	95	380
	47%	50%	54%	61%	50%	36%	49%	60%	46%	41%	35%	41%	49%
		*	E*	E*	E		*	HIJ					
I'm prioritizing other plans instead of saving up for a summer vacation this year	399	42	42	28	149	106	33	97	72	121	79	83	316
	40%	31%	37%	45%	39%	44%	49%	32%	36%	52%	44%	36%	41%
		*	*	*			A*			GH	G		
I really need a summer vacation	212	34	31	20	69	45	13	72	37	52	31	29	183
	21%	25%	27%	32%	18%	19%	20%	24%	18%	22%	17%	12%	24%
		*	*	DE*			*						K
I'm going to splurge on a nice vacation this summer	644	94	83	41	264	120	42	226	121	147	90	133	511
	64%	70%	74%	66%	68%	50%	63%	75%	60%	63%	50%	58%	66%
		E*	E*	E*	E		*	HIJ		J			