

How confident are you that you'll take a winter vacation this year (between and including December 2024 and March 2025)

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	2001	248	201	205	719
Base: All Respondents (wtd)	2001	268	226	124	770
Top 2 Box (Net)	699	81	62	32	253
	35%	30%	27%	26%	33%
					F
Very confident	343	36	28	17	119
	17%	13%	12%	14%	15%
Somewhat confident	356	45	33	16	134
	18%	17%	15%	13%	17%
Bottom 2 Box (Net)	1302	188	165	92	517
	65%	70%	73%	74%	67%
		E	E	E	E
Not very confident	375	38	43	25	154
	19%	14%	19%	20%	20%
Not at all confident	927	149	121	66	364
	46%	56%	54%	53%	47%
		E	E	E	E
Sigma	2001	268	226	124	770
	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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		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
427	201	430	303	511	573	541	1460
478	134	565	317	480	450	488	1513
240	31	141	110	167	229	198	500
50%	23%	25%	35%	35%	51%	41%	33%
ABCDF			G	G	GHI	L	
128	15	53	52	85	118	92	251
27%	11%	9%	16%	18%	26%	19%	17%
ABCDF			G	G	GHI		
112	16	88	58	82	110	106	249
23%	12%	16%	18%	17%	25%	22%	16%
BCDF					GI	L	
239	103	424	207	313	221	290	1012
50%	77%	75%	65%	65%	49%	59%	67%
	DE	HIJ	J	J			K
84	30	108	46	94	90	108	267
18%	23%	19%	15%	20%	20%	22%	18%
154	72	316	161	219	131	183	745
32%	54%	56%	51%	46%	29%	37%	49%
	E	IJ	J	J			K
478	134	565	317	480	450	488	1513
100%	100%	100%	100%	100%	100%	100%	100%