

Over the next 12 months how many times do you plan to visit (WASHINGTON STATE INCLUDING SEATTLE)?

Proportions/Mean: Columns Tested (5% risk level) - A/D/E - B/C/D/E - F/G - H/I/J - K/L/M - N/O/P
 * small base

	Total	Region					Gender		Age			Education			Income		
		LM	V/B	SLM	Isl	Int	M	F	18-34	35-54	55+	HS	PSec	Unv	<30	30-60	60+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All respondents	800	500	228	272	111	189	398	402	180	345	267	222	288	286	162	254	299
Weighted	800	446	194	252	145*	209	387	413	269	320	204	222	299	276	174	258	294
WASHINGTON STATE INCLUDING SEATTLE																	
None	452 57%	202 45%	78 40%	124 49%	99 68% ABC	151 72% ABC	196 51%	256 62% F	146 54%	186 58%	116 57%	147 66% M	173 58% M	130 47%	117 67% P	157 61% P	138 47%
1 time	172 22%	103 23%	53 27% E	50 20%	30 21%	39 18%	90 23%	82 20%	62 23%	69 22%	40 20%	40 18%	66 22%	66 24%	35 20%	48 18%	71 24%
2 times	83 10%	57 13%	25 13% E	32 13% E	12 8%	13 6%	49 13% G	33 8%	32 12%	26 8%	24 12%	17 8%	25 8%	40 15% KL	11 7%	26 10%	40 14% N
3 times	22 3%	20 5%	12 6% DE	9 4% E	2 1%	0 -	14 4%	8 2%	7 3%	8 2%	7 4%	3 1%	9 3%	10 4%	1 1%	8 3%	11 4%
4 to 6 times	42 5%	36 8% DE	17 9% DE	19 7% DE	1 0%	6 3%	25 6%	17 4%	13 5%	17 5%	11 5%	11 5%	15 5%	17 6%	3 2%	12 5%	23 8% N
7 to 12 times	18 2%	17 4% DE	6 3%	11 4% DE	0 -	1 1%	7 2%	11 3%	6 2%	8 3%	4 2%	2 1%	7 2%	9 3%	2 1%	5 2%	9 3%
More than 12 times	7 1%	7 2%	1 1%	6 2% E	0 -	0 -	3 1%	4 1%	3 1%	3 1%	1 1%	2 1%	2 1%	3 1%	3 1%	1 0%	2 1%
(DK/NS)	4 0	2 1%	1 0	2 1%	1 1%	0 -	2 1%	1 0	0 -	2 1%	0 -	1 1%	2 1%	1 0	2 1%	1 0	0 -
Summary																	
Mean (Including None)	1.6	2.5 E	2.3 E	2.7 E	0.4	0.5	1.7	1.5	1.3	2.2	1.1	0.9	1.2	2.6	1.0	1.5	2.0
Median (Including None)	0	1.0	1.0	1.0	0	0	0	0	0	0	0	0	0	1.0	0	0	1.0
Mean (Excluding None)	3.7	4.7	3.9	5.4	1.4	1.7	3.5	4.0	2.8	5.4	2.6	2.8	2.9	4.9	3.2	4.0	3.7
Median (Excluding None)	1.0	2.0	2.0	2.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	2.0	1.0	2.0	2.0

Overall how would you rate Washington State including Seattle as a travel destination?

Proportions/Means: Columns Tested (5% risk level) - A/D/E - B/C/D/E - F/G - H/I/J - K/L/M - N/O/P

* small base

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		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All respondents	800	500	228	272	111	189	398	402	180	345	267	222	288	286	162	254	299
Weighted	800	446	194	252	145*	209	387	413	269	320	204	222	299	276	174	258	294
Very good	161 20%	88 20%	43 22%	45 18%	30 20%	43 20%	77 20%	84 20%	37 14%	71 22% H	52 25% H	43 19%	53 18%	65 24%	37 21%	47 18%	63 21%
Good	476 60%	280 63%	124 64%	156 62%	83 57%	114 54%	235 61%	241 58%	165 61%	190 59%	117 58%	130 58%	181 60%	166 60%	94 54%	161 62%	181 61%
Poor	82 10%	46 10%	15 8%	32 13%	13 9%	23 11%	43 11%	40 10%	29 11%	40 12% J	14 7%	20 9%	33 11%	29 10%	18 10%	21 8%	34 11%
Very Poor	25 3%	12 3%	4 2%	8 3%	6 4%	8 4%	13 3%	12 3%	11 4%	8 2%	7 3%	13 6% M	7 2%	4 2%	8 5%	8 3%	6 2%
(DK/NS)	55 7%	19 4%	9 4%	10 4%	13 9%	23 11% ABC	19 5%	36 9%	28 10% I	12 4%	13 7%	17 7%	26 9%	12 4%	17 10% P	22 8% P	10 4%
Summary																	
Top Box - Good	637 80%	368 83% E	167 86% E	201 80%	113 78%	156 75%	312 81%	325 79%	202 75%	261 82%	169 83% H	172 78%	233 78%	231 84%	132 75%	207 80%	244 83%
Low Box - Poor	108 13%	59 13%	19 10%	40 16% B	19 13%	31 15%	56 14%	52 13%	39 15%	47 15%	21 10%	33 15%	40 13%	33 12%	26 15%	29 11%	40 14%

And, in your opinion, what are the three best things about Washington State including Seattle?

Proportions/Means: Columns Tested (5% risk level) - A/D/E - B/C/D/E - F/G - H/I/J - K/L/M - N/O/P

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	Total	Region					Gender		Age			Education			Income		
		LM	V/B	SLM	Isl	Int	M	F	18-34	35-54	55+	HS	PSec	Unv	<30	30-60	60+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: Plan on travelling to Washington this year	357	271	132	139	32	54	198	159	89	149	117	74	127	155	52	104	163
Weighted	344	241	115	126	45**	59*	189	155	124*	131	88	74*	124	146	55*	100*	156
SHOPPING (NET)	122	96	40	56	11	16	58	65	37	55	29	18	47	56	12	35	62
	36%	40%	34%	45%	24%	27%	31%	42%	30%	42%	33%	24%	38%	39%	21%	35%	40%
				E				F						K			N
- Shopping	79	63	25	39	6	10	32	47	27	32	19	12	28	39	8	22	40
	23%	26%	21%	31%	13%	17%	17%	30%	22%	25%	22%	16%	22%	27%	15%	22%	26%
								F									
- Shopping malls/ markets	13	10	3	7	1	2	6	7	3	7	4	0	7	6	2	3	7
	4%	4%	3%	6%	3%	3%	3%	4%	2%	5%	4%	-	5%	4%	3%	3%	5%
- It's good value, inexpensive	20	13	3	10	4	3	12	7	4	11	5	5	9	6	1	7	9
	6%	5%	2%	8%	9%	5%	7%	5%	3%	8%	6%	6%	7%	4%	2%	7%	6%
				B													
- Cheap gas	3	2	2	1	0	1	1	2	0	3	1	1	0	2	0	2	0
	1%	1%	1%	1%	-	2%	1%	2%	-	2%	1%	1%	-	2%	-	2%	-
- Cheap cigarettes	1	1	1	0	0	0	1	0	1	0	0	0	1	0	0	0	1
	0	0	1%	-	-	-	1%	-	1%	-	-	-	1%	-	-	-	1%
- Cheap liquor	3	3	1	2	0	0	3	0	1	2	0	1	2	0	0	1	2
	1%	1%	1%	1%	-	-	1%	-	1%	1%	-	1%	2%	-	-	1%	1%
- Pike's Place Market	6	5	5	1	0	1	4	3	2	3	1	1	3	2	0	2	4
	2%	2%	4%	1%	-	2%	2%	2%	2%	3%	1%	1%	2%	2%	-	2%	3%
- Good customer service	6	6	4	2	0	0	3	4	2	3	1	0	4	3	2	2	3
	2%	3%	3%	2%	-	-	1%	2%	2%	3%	1%	-	3%	2%	4%	2%	2%
THE PEOPLE/STATE (NET)	72	48	23	25	8	16	37	35	17	34	20	17	25	30	14	23	25
	21%	20%	20%	20%	19%	27%	20%	23%	14%	26%	23%	23%	20%	20%	26%	23%	16%
										H							
- Like the people, friendly	41	26	10	17	6	8	25	16	5	22	12	9	17	15	7	16	14
	12%	11%	8%	13%	13%	14%	13%	10%	4%	17%	13%	12%	14%	10%	12%	16%	9%
										H							
- Have friend, relatives to visit	27	17	10	7	2	7	9	18	10	10	6	7	6	13	7	8	8
	8%	7%	9%	6%	5%	13%	5%	12%	8%	8%	7%	10%	5%	9%	12%	8%	5%
								F									
- Like the state (city): a good place to visit	9	8	3	5	0	1	7	2	4	2	3	1	5	3	2	1	4
	3%	3%	3%	4%	-	1%	4%	1%	3%	2%	3%	2%	4%	2%	4%	1%	3%

BC Reid Express

And, in your opinion, what are the three best things about Washington State including Seattle?

Proportions/Mean: Columns Tested (5% risk level) - A/D/E - B/C/D/E - F/G - H/I/J - K/L/M - N/O/P
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Detailed tables

	Total	Region					Gender			Age			Education			Income		
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		A	B	C	D	E	F	G		H	I	J	K	L	M	N	O	P
SEATTLE (NET)	35 10%	17 7%	6 6%	11 9%	8 17%	10 17% AB	23 12%	12 8%		19 15% I	9 7%	7 8%	7 9%	11 9%	17 12%	6 10%	10 10%	17 11%
- Seattle: like the city	17 5%	6 2%	4 3%	2 2%	6 14%	5 9% AC	13 7%	5 3%		9 8%	5 4%	3 3%	1 1%	4 3%	13 9% K	2 4%	8 8%	6 4%
- Like the harbor/ marina	3 1%	2 1%	0 -	2 1%	0 -	1 2%	2 1%	1 1%		0 -	0 -	3 3% I	1 1%	1 1%	1 1%	1 2%	2 2%	0 -
- The Space Needle	12 3%	7 3%	3 2%	5 4%	0 -	4 8%	8 4%	4 2%		7 5%	2 2%	3 3%	6 8% M	3 2%	3 2%	3 5%	2 2%	7 4%
- The zoo	5 1%	4 1%	0 -	4 3%	1 3%	0 -	1 1%	4 2%		3 2%	1 1%	1 1%	0 -	4 3%	1 1%	1 1%	0 -	4 3%
SPORTS (NET)	48 14%	29 12%	10 9%	19 15%	6 14%	13 22% B	42 22% G	6 4%		24 19% J	17 13%	8 9%	14 19%	13 11%	21 15%	4 8%	9 9%	34 22% NO
- Seattle Mariners (baseball, baseball games)	17 5%	7 3%	5 4%	3 2%	5 10%	6 9% AC	14 7% G	3 2%		9 7%	5 4%	3 4%	5 7%	6 5%	6 4%	3 5%	4 4%	10 6%
- Seattle Sea Hawks (football, football games)	8 2%	4 2%	2 2%	2 2%	1 3%	2 4%	8 4% G	0 -		4 3%	2 2%	2 2%	2 2%	3 3%	2 2%	1 1%	4 4%	2 1%
- Seattle Supersonics (basketball, basketball games)	1 0	1 1%	0 -	1 1%	0 -	0 -	1 1%	0 -		1 1%	0 -	0 -	0 -	1 1%	0 -	0 -	1 1%	0 -
- Sports	19 5%	11 5%	2 2%	9 7% B	2 4%	6 10% B	17 9% G	2 1%		10 8%	6 4%	3 3%	5 7%	5 4%	9 6%	2 3%	2 2%	15 10% O
- Skiing	6 2%	6 2%	4 3%	2 2%	0 -	0 -	5 2%	1 1%		4 3%	2 1%	1 1%	2 3%	0 -	4 3%	0 -	1 1%	5 3%
- Golf	4 1%	4 2%	0 -	4 3%	0 -	0 -	4 2%	0 -		0 -	4 3%	0 -	0 -	2 1%	2 2%	0 -	0 -	4 2%
THE OUTDOORS (NET)	115 33%	85 35%	38 33%	47 37%	15 33%	15 26%	59 31%	56 36%		35 28%	45 34%	34 38%	21 28%	36 29%	59 40%	19 35%	32 32%	50 32%
- Scenery	71 21%	50 21%	18 16%	32 25%	9 20%	12 21%	34 18%	37 24%		24 20%	24 18%	22 25%	13 18%	21 17%	36 25%	13 23%	22 22%	29 19%
- Parks: national, state	14 4%	13 5%	7 6%	6 4%	1 3%	0 -	8 4%	6 4%		5 4%	4 3%	5 5%	3 5%	3 3%	7 5%	4 8%	2 2%	6 4%
- Coastline/ ocean	10 3%	6 2%	2 2%	4 3%	3 8%	1 2%	5 3%	5 4%		0 -	4 3%	5 6% H	2 3%	3 2%	6 4%	1 1%	4 4%	4 3%
- Beaches	3 1%	2 1%	1 1%	1 1%	0 -	1 2%	2 1%	1 1%		0 -	3 2%	1 1%	0 -	1 1%	3 2%	0 -	1 1%	1 0

BC Reid Express

And, in your opinion, what are the three best things about Washington State including Seattle?

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Detailed tables

	Total	Region					Gender			Age			Education			Income		
		LM	V/B	SLM	Isl	Int	M	F		18-34	35-54	55+	HS	PSec	Unv	<30	30-60	60+
		A	B	C	D	E	F	G		H	I	J	K	L	M	N	O	P
- Close to the mountains	10 3%	4 2%	3 3%	2 1%	4 10%	1 2%	6 3%	4 3%		3 2%	6 4%	1 2%	0 -	2 1%	8 6% K	1 1%	4 4%	3 2%
- Forests, woodlands	7 2%	6 3%	4 3%	2 2%	1 3%	0 -	3 1%	5 3%		2 2%	2 2%	2 3%	1 1%	4 3%	3 2%	2 3%	3 3%	2 1%
- The islands	3 1%	3 1%	2 1%	2 1%	0 -	0 -	2 1%	2 1%		0 -	2 2%	1 1%	0 -	2 1%	2 1%	1 2%	1 1%	2 1%
- The weather, climate	18 5%	15 6%	9 8%	5 4%	1 3%	2 4%	10 5%	8 5%		8 7%	6 4%	4 4%	3 4%	7 6%	8 5%	3 6%	4 4%	9 5%
- Olympic Peninsula	3 1%	3 1%	3 2%	1 1%	0 -	0 -	3 2%	0 -		1 1%	1 1%	1 2%	1 1%	2 2%	1 0	1 1%	0 -	3 2%
ACCOMODATIONS (NET)	13 4%	11 4%	4 4%	6 5%	0 -	2 4%	6 3%	7 4%		1 1%	6 4%	6 7% H	4 5%	5 4%	4 3%	1 2%	4 4%	5 3%
- Good hotels, motels	4 1%	3 1%	2 2%	1 1%	0 -	1 1%	2 1%	2 1%		0 -	2 1%	2 2%	2 3%	1 1%	1 1%	1 2%	0 -	2 1%
- Good campgrounds, camping	9 3%	7 3%	2 2%	6 4%	0 -	2 3%	4 2%	5 3%		1 1%	4 3%	4 4%	2 2%	4 3%	3 2%	0 -	4 4%	4 2%
ATTRACTIONS (NET)	101 29%	66 27%	31 27%	35 27%	15 33%	20 35%	54 28%	47 30%		39 32%	39 29%	23 26%	25 33%	37 30%	39 27%	12 21%	31 31%	52 33%
- Tourist attractions	20 6%	13 6%	6 5%	7 6%	3 6%	4 6%	10 5%	10 6%		6 5%	8 6%	5 6%	6 9%	6 5%	7 5%	1 2%	8 8%	10 6%
- Restaurants, food	29 8%	19 8%	8 7%	11 9%	4 9%	6 11%	12 7%	17 11%		11 9%	11 9%	7 8%	8 10%	10 8%	11 8%	3 5%	6 6%	19 12%
- Theatre, music	12 3%	6 2%	4 4%	2 1%	2 4%	4 7% C	8 4%	4 2%		5 4%	4 3%	3 3%	3 5%	3 3%	5 4%	2 4%	4 4%	3 2%
- The arts	8 2%	8 3%	6 6% C	1 1%	0 -	0 -	4 2%	4 3%		5 4%	2 1%	1 1%	1 2%	3 2%	3 2%	1 2%	2 2%	4 2%
- Variety of things to do / see	8 2%	5 2%	1 1%	4 3%	1 2%	2 3%	5 3%	3 2%		3 2%	3 2%	2 3%	1 1%	4 3%	3 2%	2 4%	1 1%	5 3%
- Events	6 2%	3 1%	1 1%	2 1%	0 -	3 6% A	5 3%	1 1%		4 3%	2 1%	1 1%	3 3%	0 -	4 3%	0 -	1 1%	5 4%
- Museums	4 1%	4 2%	2 2%	2 2%	0 -	0 -	1 1%	3 2%		3 2%	0 -	1 1%	2 2%	1 1%	2 1%	1 2%	1 1%	2 1%
- History: old towns, landmarks	2 1%	1 0	1 1%	0 -	1 3%	0 -	2 1%	0 -		1 1%	0 -	1 1%	0 -	2 2%	0 -	0 -	1 1%	1 0
- Night life, entertainment	12 4%	6 2%	2 2%	4 3%	3 6%	4 6%	7 4%	6 4%		5 4%	5 4%	2 2%	4 5%	5 4%	3 2%	3 6%	2 2%	6 4%
- Festivals	4 1%	4 2%	2 2%	3 2%	0 -	0 -	1 1%	3 2%		2 2%	1 1%	1 1%	0 -	3 3%	1 1%	0 -	4 4% P	0 -
- Wine/ wineries	3 1%	3 1%	3 2%	0 -	0 -	0 -	2 1%	1 1%		1 1%	2 1%	0 -	0 -	0 -	3 2%	0 -	0 -	3 2%
- Recreational activities / facilities	9 3%	7 3%	3 2%	5 4%	0 -	2 3%	5 3%	4 2%		4 3%	3 3%	2 2%	3 4%	2 2%	4 3%	2 3%	2 2%	5 3%
- Gambling	3 1%	1 0	0 -	1 1%	1 3%	1 2%	0 -	3 2%		0 -	0 -	3 3% I	1 1%	2 2%	0 -	0 -	2 2%	1 1%

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		A	B	C	D	E	F	G		H	I	J	K	L	M	N	O	P
THE TRIP (NET)	78 23%	59 25%	35 30% E	25 20%	12 26%	7 12%	38 20%	40 26%		29 23%	31 23%	19 22%	13 18%	24 19%	41 28%	9 16%	21 21%	42 27%
- Close by - easy to get to	58 17%	42 17%	27 24% C	15 12%	9 20%	7 12%	29 15%	29 19%		22 18%	22 17%	14 15%	11 15%	21 17%	26 18%	7 13%	15 15%	30 19%
- Good highways, roads	17 5%	14 6%	7 6%	7 5%	3 6%	0 -	7 4%	10 6%		5 4%	7 6%	5 5%	2 2%	3 3%	12 8%	2 3%	7 7%	9 6%
- Easy to fly in to, cheap, good airports	4 1%	3 1%	1 1%	2 2%	1 3%	0 -	2 1%	2 1%		1 1%	1 1%	2 2%	1 2%	1 1%	2 1%	1 1%	0 -	2 1%
- Destination: vacation, trip, a place to go/ see	4 1%	4 2%	1 1%	3 3%	0 -	0 -	3 2%	1 1%		0 -	4 3%	0 -	1 1%	2 1%	2 1%	0 -	1 1%	3 2%
Improved exchange rate (value of the Canadian dollar, etc)	8 2%	6 2%	5 5% C	1 1%	0 -	2 4%	5 2%	3 2%		5 4%	1 1%	2 3%	1 2%	6 5%	1 1%	2 4%	2 2%	3 2%
Clean	2 1%	2 1%	1 1%	2 1%	0 -	0 -	2 1%	1 1%		0 -	1 1%	2 2%	0 -	2 1%	1 0	0 -	2 2%	1 1%
Feels similar to BC - feels like home	18 5%	10 4%	4 3%	6 5%	3 7%	5 8%	12 6%	6 4%		8 6%	6 4%	5 5%	4 6%	7 6%	6 4%	4 8%	6 6%	7 5%
It's a different country - it's the U.S.	4 1%	3 1%	1 1%	2 1%	1 3%	0 -	1 0	3 2%		1 1%	1 1%	2 2%	2 3% M	1 1%	0 -	3 6% P	1 1%	0 -
Diversity - different culture, way of life	19 5%	13 6%	7 6%	6 5%	1 1%	5 8%	13 7%	6 4%		5 4%	8 6%	6 7%	1 2%	8 7%	9 6%	1 2%	5 5%	11 7%
Good towns other than Seattle	7 2%	6 3%	1 1%	5 4%	0 -	1 2%	0 -	7 5% F		4 4%	3 2%	0 -	3 3%	3 3%	1 1%	2 3%	5 5% P	1 1%
Other	38 11%	26 11%	11 10%	15 12%	6 12%	7 11%	22 11%	17 11%		12 10%	15 12%	10 11%	7 10%	18 14%	14 9%	10 18%	7 7%	18 11%
Nothing	6 2%	4 2%	2 2%	3 2%	0 -	1 2%	2 1%	4 2%		2 1%	2 1%	2 2%	3 4%	1 1%	2 1%	0 -	1 1%	4 3%
(DK/NS)	31 9%	19 8%	10 9%	9 7%	6 13%	6 11%	15 8%	16 11%		14 12%	9 7%	8 9%	8 11%	13 11%	10 7%	12 22% OP	8 8%	10 7%

Detailed tables

BC Reid Express

Compared to one year ago would you say you are more or less likely to visit the United States? Is that much/somewhat more/less likely?

Proportions/Means: Columns Tested (5% risk level) - A/D/E - B/C/D/E - F/G - H/I/J - K/L/M - N/O/P

* small base

	Total	Region					Gender		Age			Education			Income		
		LM	V/B	SLM	Isl	Int	M	F	18-34	35-54	55+	HS	PSec	Unv	<30	30-60	60+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All respondents	800	500	228	272	111	189	398	402	180	345	267	222	288	286	162	254	299
Weighted	800	446	194	252	145*	209	387	413	269	320	204	222	299	276	174	258	294
Much more likely	67 8%	37 8%	20 10%	18 7%	12 8%	18 8%	40 10%	27 7%	32 12% J	22 7%	12 6%	18 8%	17 6%	32 12% L	16 9%	19 7%	28 10%
Somewhat more likely	161 20%	96 22%	41 21%	55 22%	31 21%	35 17%	82 21%	80 19%	59 22%	64 20%	38 19%	36 16%	70 23%	55 20%	24 14%	59 23% N	66 22% N
Somewhat less likely	170 21%	106 24%	43 22%	63 25% D	22 15%	43 20%	80 21%	90 22%	58 21%	70 22%	41 20%	47 21%	62 21%	62 22%	33 19%	60 23%	62 21%
Much less likely	224 28%	112 25%	44 23%	68 27%	48 33%	63 30%	95 24%	129 31% F	63 23%	95 30%	66 32%	70 31%	81 27%	71 26%	58 33%	70 27%	72 24%
No change	175 22%	92 21%	44 23%	49 19%	32 22%	50 24%	89 23%	86 21%	57 21%	67 21%	46 23%	51 23%	67 23%	56 20%	43 25%	50 19%	66 22%
(DK/NS)	2 0	2 0	2 1%	0 -	0 -	1 0	1 0	2 0	0 -	2 1%	1 0	0 -	2 1%	0 -	0 -	1 0	0 -
Summary																	
Top Box - More likely	229 29%	133 30%	61 32%	72 29%	43 30%	52 25%	122 32%	106 26%	91 34%	86 27%	51 25%	55 25%	87 29%	87 32%	40 23%	78 30%	94 32%
Low Box - Less likely	394 49%	218 49%	87 45%	131 52%	70 48%	106 51%	175 45%	219 53% F	121 45%	165 52%	107 52%	117 53%	142 48%	133 48%	91 52%	130 50%	134 45%

Why are you more likely to visit the United States?

Proportions/Mean: Columns Tested (5% risk level) - A/D/E - B/C/D/E - F/G - H/I/J - K/L/M - N/O/P

* small base; ** very small base (under 30) ineligible for sig testing

	Total	Region					Gender			Age			Education			Income		
		LM	V/B	SLM	Isl	Int	M	F		18-34	35-54	55+	HS	PSec	Unv	<30	30-60	60+
		A	B	C	D	E	F	G		H	I	J	K	L	M	N	O	P
Base: More likely to visit the United States Weighted	226	149	70	79	31	46	124	102		63	94	68	53	80	93	34	77	95
	229	133	61*	72*	43**	52*	122	106*		91*	86*	51*	55*	87*	87*	40**	78*	94*
Improve exchange rate (value of the Canadian dollar, etc)	71	45	24	21	14	12	42	29		26	28	16	16	29	26	9	15	42
	31%	34%	40%	29%	32%	24%	34%	28%		29%	32%	32%	29%	34%	30%	23%	19%	45% O
To visit friends	19	9	2	7	2	8	11	8		7	7	6	6	8	6	3	8	8
	8%	7%	4%	9%	4%	16% B	9%	8%		7%	8%	12%	11%	9%	6%	8%	10%	8%
To visit relatives	32	23	6	17	5	4	17	14		8	17	7	6	10	15	5	10	15
	14%	17%	10%	24% BE	11%	8%	14%	13%		9%	20%	13%	11%	12%	18%	12%	12%	16%
In a relationship with someone who works/ lives in the U.S.	6	3	3	0	3	0	5	1		4	1	1	0	3	3	1	3	1
	2%	2%	5%	-	6%	-	4%	1%		4%	1%	2%	-	3%	4%	3%	4%	1%
Products cost less in the U.S.	6	4	2	2	3	0	3	3		1	3	2	3	2	2	1	1	5
	3%	3%	4%	2%	6%	-	2%	3%		2%	4%	4%	5%	2%	2%	3%	1%	5%
To travel, get away, vacation, haven't been there for a while	30	16	5	10	5	10	16	14		9	13	8	10	12	8	3	15	9
	13%	12%	9%	14%	11%	19%	14%	13%		10%	15%	15%	19%	13%	10%	7%	19%	9%
Have more time to travel, retired, etc.	21	9	8	1	7	5	7	14		11	3	7	2	10	10	4	7	8
	9%	7%	13% C	1%	17%	9% C	6%	13%		12%	4%	14% I	3%	11%	11%	10%	9%	8%
To go to Disneyland	5	2	0	2	3	1	0	5		2	4	0	1	1	3	0	1	4
	2%	1%	-	2%	6%	2%	-	5% F		2%	4%	-	2%	2%	3%	-	2%	4%
Less tension	10	9	5	4	1	0	4	6		7	3	1	4	3	4	5	3	3
	5%	7%	7%	6%	3%	-	3%	6%		7%	4%	1%	7%	3%	5%	11%	4%	3%
For business reasons, work	25	13	8	5	1	11	17	8		13	9	3	6	10	10	6	8	10
	11%	10%	14%	7%	1%	22% C	14%	7%		14%	11%	6%	11%	11%	11%	15%	10%	11%
Like the U.S., it's people	19	9	2	7	4	6	5	14		8	5	6	6	6	7	7	6	4
	8%	7%	3%	10%	9%	12%	4%	13% F		9%	6%	13%	12%	7%	8%	16%	8%	4%
Easier to get into the U.S.	8	6	3	3	1	0	4	4		5	2	1	3	2	3	2	2	3
	3%	5%	6%	4%	3%	-	3%	3%		6%	2%	1%	5%	3%	3%	4%	2%	3%
Children are older	3	1	1	0	3	0	0	3		0	3	0	0	1	2	0	0	3
	2%	1%	1%	-	6%	-	-	3%		-	4%	-	-	2%	2%	-	-	4%
Have more money	6	1	0	1	4	1	1	5		4	1	1	1	5	0	3	3	1
	3%	1%	-	1%	10%	2%	1%	4%		5%	1%	2%	2%	6% M	-	7%	3%	1%
Better shopping	3	3	2	1	0	0	2	1		2	1	0	0	1	2	0	3	0
	1%	2%	3%	2%	-	-	2%	1%		3%	1%	-	-	1%	2%	-	4%	-
Live close to border	2	1	0	1	0	2	1	2		0	0	2	1	0	2	2	1	0
	1%	0	-	1%	-	3%	1%	2%		-	-	5% HI	1%	-	2%	4%	1%	-
Personal reasons	2	2	1	1	0	0	2	1		0	2	1	1	0	1	1	1	0
	1%	2%	1%	2%	-	-	1%	1%		-	2%	1%	3%	-	1%	2%	1%	-
Other	11	7	5	2	2	1	9	2		6	2	3	3	3	5	3	4	2
	5%	5%	9%	3%	5%	3%	7%	2%		6%	2%	6%	5%	3%	6%	8%	5%	3%
None	3	1	0	1	0	2	1	2		0	2	1	0	1	2	0	2	1
	1%	1%	-	1%	-	4%	1%	2%		-	2%	2%	-	1%	2%	-	3%	1%
(DK/NS)	1	1	0	1	0	0	1	0		1	0	0	0	1	0	0	1	0
	1%	1%	-	2%	-	-	1%	-		1%	-	-	-	1%	-	-	2%	-