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- **TWO IN FIVE (40%) CITE “VALUE OF CANADIAN DOLLAR” AS REASON FOR VACATIONING DOMESTICALLY -**
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This Angus Reid Group/CTV/Globe and Mail Poll was conducted by telephone between June 15<sup>th</sup> and 22<sup>nd</sup>, 1998 among a representative cross-section of 1,515 Canadians.

These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 1996 Census data.

With a Canada-wide sample of 1,504, one can say with 95 percent certainty that the results are within +/-2.5 percentage points of what they would have been had the entire adult Canadian population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population.

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This latest Angus Reid Group/CTV/Globe and Mail poll asked Canadians about their summer vacation plans. The survey's highlights include:

- The value of the Canadian dollar tops the list of factors influencing Canadians' decisions to vacation domestically this summer (40%).
- Fewer Canadians are vacationing this summer than in 1994. Half (54%) of adult Canadians have taken or will take a vacation this summer compared to almost two-thirds (60%) four years ago.
- Canadian destinations continue to be the most popular vacation spots among Canadian travellers (80% indicate that their summer travels will be in Canada).

### ***Likelihood of travel is down across all regional and socio-demographic categories***

Canadians, regardless of age, income or region are less likely to travel this summer (54%) than they were in 1994 (60%). The greatest change has occurred among residents of British Columbia, Manitoba/ Saskatchewan, and in the Atlantic provinces where at least a 10 percent drop has occurred. The least fluctuation has occurred in Quebec where only a two percent gap exists between those travelling this summer and in 1994.

### ***Sagging dollar keeps Canadian travellers within Canada***

In 1994, one-quarter (27%) of those travelling within the country cited the “value of the Canadian dollar” among a cluster of factors that influenced their decision to travel domestically. Today, the value of the Canadian dollar stands alone at the top of a list of factors influencing one's decision to stay in Canada for a summer vacation. Respondents who are vacationing within Canada this summer were asked if there were any reasons for spending their summer vacation within Canada (multiple answers were accepted). Two in five (40%) Canadians indicate that the dollar has kept them here this summer. All other reasons lag behind. Twenty-two percent cite “financial matters”, 19 percent indicate that they are “interested in seeing Canada” and 14 percent indicate they are visiting family and friends as the reasons for travelling within Canada.

With the exception of Saskatchewan/Manitoba, the “value of the dollar” is the most often mentioned factor influencing one’s decision to travel domestically across the country. Residents of Saskatchewan/Manitoba are more likely to indicate that they will be “visiting family and friends” in Canada than other reason. The dollar’s effect on decisions to visit Canada this summer is most prevalent among Quebecers (47%) and British Columbians (41%) and least prevalent among Atlantic Canadians (31%).

***Canadian travellers hit Canadian destinations***

Similar to the 1994 findings, four in five (80%) Canadian travellers indicate that their primary summer vacation will take them to a Canadian destination. Nine percent are bound for the United States and seven percent will be travelling outside Canada and the US.

Although Canadian destinations are the most popular travel destinations across all regions, British Columbians (69%) and Ontarians (73%) are the least likely to travel within Canada. Atlantic Canadians (89%), Albertans (88%) and Quebecers (87%) are the most likely to travel domestically.

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