

Table 1B

***CANADIANS' SUMMER VACATION PLANS AND DETERMINANTS
– July 1994 and July 1998 –***

	AGE						INCOME					
	18-34		35-54		55+		<\$30K		\$30-59K		\$60K+	
(Weighted Bases)	'94 (%)	'98 (%)	'94 (%)	'98 (%)	'94 (%)	'98 (%)	'94 (%)	'98 (%)	'94 (%)	'98 (%)	'94 (%)	'98 (%)
INCIDENCE OF SUMMER VACATIONS:												
Have taken/will be taking a vacation	60	56	62	56	55	49	43	42	63	52	76	68
(Base: Have taken/will be taking a vacation)	(334) (%)	(287) (%)	(336) (%)	(327) (%)	(228) (%)	(201) (%)	(184) (%)	(150) (%)	(336) (%)	(295) (%)	(308) (%)	(313) (%)
PRIMARY SUMMER VACATION DESTINATION:												
Within Canada	80	73	81	85	73	81	84	85	81	84	76	75
United States	12	13	13	7	15	7	9	8	13	8	15	10
Outside Canada or U.S.	7	13	5	8	11	12	5	7	6	8	9	14
(Base: Vacationing in Canada)	(269) (%)	(209) (%)	(271) (%)	(279) (%)	(166) (%)	(163) (%)	(154) (%)	(128) (%)	(272) (%)	(247) (%)	(233) (%)	(234) (%)
TOP REASONS FOR VACATIONING IN CANADA*:												
Value of Canadian dollar	17	31	35	44	29	44	20	27	24	44	34	43
Financial/Couldn't afford to go elsewhere	36	27	27	22	22	16	41	33	32	23	18	16
Want to/prefer to see Canada	22	21	18	18	26	19	19	21	18	20	23	19
Visiting family/friends in Canada	11	13	12	13	17	18	11	16	13	17	13	11
* Figures represent "Total Mentions" as more than one response was accepted from each respondent.												