

Detailed Tables

Are you planning to take a vacation this summer, that is a planned and extended trip away from your home between June and September ?

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

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1000	135	100	100	335	230	100	289	429	260	461	539
Weighted Base	1000	132	97*	68*	379	247	77*	293	393	294	483	517
Yes	419 42%	55 42%	41 42%	25 36%	163 43%	112 45%	24 31%	124 42%	188 48%	105 36%	214 44%	205 40%
No	558 56%	75 56%	54 56%	40 60%	207 55%	131 53%	51 66%	167 57%	194 50%	180 61%	259 54%	299 58%
Don't know/Refused	22 2%	3 2%	2 2%	3 4%	9 2%	4 2%	2 3%	3 1%	10 3%	9 3%	11 2%	12 2%

Are you planning to take a vacation this summer, that is a planned and extended trip away from your home between June and September ?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Rural	Urban	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1000	786	214	97	264	340	288	231	299	329
Weighted Base	1000	798	202	100*	262	336	292	226	296	337
Yes	419 42%	347 43%	72 36%	22 22%	91 35%	143 43%	159 54%	62 27%	127 43%	186 55%
No	558 56%	435 54%	124 61%	74 74%	166 63%	189 56%	124 42%	158 70%	162 55%	147 44%
Don't know/Refused	22 2%	16 2%	6 3%	4 4%	4 2%	4 1%	9 3%	6 2%	7 2%	4 1%

Detailed Tables

And how long a vacation will you take ?

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

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: Planning to take a vacation this summer												
Unweighted Base	420	57	42	37	145	107	32	121	202	94	204	216
Weighted Base	419	55*	41*	25*	163	112	24*	124	188	105*	214	205
Less than a week	74 18%	8 14%	8 21%	5 19%	31 19%	17 15%	6 24%	29 23%	30 16%	14 14%	34 16%	39 19%
1 week	167 40%	20 36%	17 42%	12 47%	66 41%	42 37%	10 44%	63 51% HI	71 38%	30 29%	81 38%	86 42%
2 weeks	111 27%	15 28%	12 30%	4 17%	52 32%	24 22%	3 12%	24 20%	59 31%	28 27%	60 28%	51 25%
3 weeks	22 5%	5 10%	2 4%	2 7%	6 4%	8 7%	0 -	2 2%	12 6%	8 8%	14 7%	8 4%
More than 3 weeks	43 10%	7 12%	1 3%	2 9%	8 5%	20 18%	5 20% BD	5 4%	15 8%	22 21% GH	24 11%	19 9%
Don't know/Refused	2 1%	0 -	0 -	0 -	0 -	2 2%	0 -	0 -	1 0	1 1%	0 -	2 1%

Detailed Tables

And how long a vacation will you take ?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

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

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Rural	Urban	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: Planning to take a vacation this summer										
Unweighted Base	420	343	77	20	93	147	156	64	130	182
Weighted Base	419	347	72*	22**	91*	143	159	62*	127	186
Less than a week	74 18%	55 16%	19 26% A	1 4%	18 19%	34 24% F	22 14%	10 17%	26 21%	25 13%
1 week	167 40%	143 41%	24 33%	13 59%	36 40%	53 37%	62 39%	26 42%	53 42%	76 41%
2 weeks	111 27%	96 28%	16 22%	7 33%	26 28%	33 23%	44 28%	15 25%	28 22%	56 30%
3 weeks	22 5%	20 6%	2 3%	1 4%	4 5%	7 5%	10 6%	2 4%	4 3%	13 7%
More than 3 weeks	43 10%	31 9%	12 16%	0 -	7 8%	17 12%	19 12%	8 13%	15 12%	16 9%
Don't know/Refused	2 1%	2 1%	0 -	0 -	0 -	0 -	2 1%	0 -	0 -	0 -

Detailed Tables

And, where do you plan on vacationing this summer ? Would It be in...

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: Planning to take a vacation this summer												
Unweighted Base	420	57	42	37	145	107	32	121	202	94	204	216
Weighted Base	419	55*	41*	25*	163	112	24*	124	188	105*	214	205
Canada	334 80%	37 68%	37 91% A	22 88% A	128 78%	90 80%	20 85%	96 78%	152 81%	85 81%	167 78%	168 82%
United States	54 13%	10 19%	4 10%	2 10%	19 12%	15 14%	3 12%	22 18%	20 11%	11 10%	30 14%	24 12%
Europe	24 6%	4 8%	0 -	1 2%	12 7%	7 6%	1 3%	4 3%	11 6%	9 8%	12 5%	12 6%
Elsewhere	20 5%	3 5%	2 5%	0 -	14 E	1 1%	0 -	5 4%	9 5%	5 5%	13 6%	6 3%
Don't know/Refused	3 1%	1 2%	0 -	0 -	0 -	2 2%	0 -	0 -	2 1%	1 1%	2 1%	1 0

And, where do you plan on vacationing this summer ? Would It be in...

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I
* small base; ** very small base (under 30) ineligible for sig testing

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Rural	Urban	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: Planning to take a vacation this summer										
Unweighted Base	420	343	77	20	93	147	156	64	130	182
Weighted Base	419	347	72*	22**	91*	143	159	62*	127	186
Canada	334 80%	271 78%	64 88% A	20 92%	79 87% F	113 79%	118 74%	49 78%	103 81%	144 77%
United States	54 13%	47 14%	7 9%	0 -	7 8%	20 14%	26 16%	9 14%	15 12%	25 13%
Europe	24 6%	22 6%	2 3%	1 4%	2 2%	9 6%	12 8%	2 3%	6 5%	14 8%
Elsewhere	20 5%	19 5%	1 1%	0 -	4 4%	6 4%	9 6%	2 4%	4 3%	11 6%
Don't know/Refused	3 1%	3 1%	0 -	1 4%	0 -	0 -	2 1%	1 1%	1 1%	0 -

Detailed Tables

MEAN SUMMARY TABLE (Mean/Median - Including NONE) How much you think you'll spend on each of these aspects of your summer vacation ?

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

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: Planning to take a vacation this summer												
Unweighted Base	420	57	42	37	145	107	32	121	202	94	204	216
Weighted Base	419	55*	41*	25*	163	112	24*	124	188	105*	214	205
1) Transportation costs, which could include airline, train, car rental, etc.	700.47	474.83	561.82	562.11	951.17	559.64	474.61	540.49	827.33	675.87	871.38	522.18
Median	259.49	253.26	279.51	293.44	290.89	173.11	351.39	244.17	191.67	417.38	263.33	256.48
2) Accommodations	461.81	332.42	380.25	698.18	462.00	525.77	349.88	324.77	509.97	544.50	532.03	388.79
Median	210.09	174.63	229.03	40.45	197.15	276.94	180.00	90.99	279.19	266.21	276.88	156.85
3) Restaurants	295.65	226.27	197.06	293.45	304.14	361.28	259.84	228.63	308.29	358.81	308.91	281.94
Median	176.90	132.25	156.50	161.01	185.41	234.53	154.23	131.16	185.11	199.58	184.25	169.95
4) Food purchase (i.e. grocery store)	199.45	227.86	218.93	197.60	173.83	235.99	110.06	150.51	230.16	205.22	211.87	186.48
Median	130.83	165.70	138.71	86.36	98.50	145.14	85.51	96.46	152.64	96.19	101.82	130.89
5) Souvenirs	81.76	47.87	64.22	109.56	83.60	100.60	60.46	90.65	81.25	73.79	84.53	78.90
Median	42.46	28.84	28.26	34.08	41.13	47.65	26.93	42.81	37.08	27.47	42.37	42.54
6) Clothing	106.81	74.59	68.28	74.87	139.46	100.10	84.82	125.29	105.62	88.28	119.34	93.97
Median	41.12	42.21	5.78	14.43	47.39	40.91	0	43.72	40.59	25.42	33.85	42.85
7) Attractions & events, such as amusement parks, museums, etc.	136.96	92.52	128.59	203.19	143.84	138.14	135.12	153.51	155.96	84.31	148.34	124.97
Median	84.47	80.81	46.92	55.16	81.40	87.27	76.29	87.91	88.63	45.27	83.53	81.17

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MEAN SUMMARY TABLE (Mean/Median - Including NONE) How much you think you'll spend on each of these aspects of your summer vacation ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I
 * small base; ** very small base (under 30) ineligible for sig testing

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Rural	Urban	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: Planning to take a vacation this summer										
Unweighted Base	420	343	77	20	93	147	156	64	130	182
Weighted Base	419	347	72*	22**	91*	143	159	62*	127	186
1) Transportation costs, which could include airline, train, car rental, etc.	700.47	731.73	551.46	378.29	495.02	689.54	873.25	862.33	468.48	819.79
Median	259.49	266.20	191.84	73.54	162.22	278.26	321.51	168.67	187.16	357.58
2) Accommodations	461.81	430.76	609.90	138.14	458.97	417.38	547.99	211.96	314.51	632.00
Median	210.09	193.23	283.56	0	200.00	193.39	384.41	11.91	132.81 G	371.28 GH
3) Restaurants	295.65	277.56	380.32 A	113.25	272.36	278.01	350.45	209.53	201.49	397.99
Median	176.90	172.97	191.16 A	62.43	155.79	176.63	223.70	80.14	115.92	269.22 GH
4) Food purchase (i.e. grocery store)	199.45	203.61	179.32	107.02	195.54	188.17	225.70	155.02	181.52	237.50
Median	130.83	124.96	97.87 A	73.83	99.76 EF	120.62	127.78	96.76 I	135.52 I	142.78
5) Souvenirs	81.76	82.02	80.51	55.02	79.39	78.96	91.00	82.83	59.92	99.54
Median	42.46	42.81	30.83 A	25.51	40.90 EF	37.91	42.44	21.81	41.19	43.60 H
6) Clothing	106.81	108.33	99.63	54.71	94.89	117.85	110.95	151.04	79.68	117.46
Median	41.12	40.24	47.17 A	0	10.03	69.61 DF	31.88	0	24.86 G	76.86 GH
7) Attractions & events, such as amusement parks, museums, etc.	136.96	130.16	168.90	82.05	132.01	141.10	143.15	125.33	94.92	177.10
Median	84.47	82.77	88.14 A	4.17	65.83 EF	82.77	82.92	53.20 HI	49.96	92.05 H

Detailed Tables

Now, I'm going to read you a list containing every province and Territory in Canada. If you could choose only one of these destinations for a PRICELESS Canadian summer vacation, which one would you choose ?

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

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		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
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Base: All Respondents												
Unweighted Base	1000	135	100	100	335	230	100	289	429	260	461	539
Weighted Base	1000	132	97*	68*	379	247	77*	293	393	294	483	517
British Columbia	333 33%	51 38% EF	40 41% EF	20 29%	144 38% EF	59 24%	19 25%	110 38% I	135 34%	80 27%	168 35%	165 32%
Prince Edward Island	104 10%	15 11%	9 9%	8 12%	34 9%	30 12%	8 10%	27 9%	42 11%	33 11%	35 7%	69 13% J
Quebec	85 8%	4 3%	3 3%	4 5%	14 4%	58 24% ABCDEF	2 2%	22 7%	30 8%	32 11%	37 8%	48 9%
Ontario	81 8%	13 10% E	10 10% E	3 4%	48 13% CE	2 1%	5 7% E	29 10%	25 6%	24 8%	44 9%	37 7%
Alberta	76 8%	3 2%	9 9% A	8 12% AE	34 9% A	12 5%	10 13% AE	25 8%	27 7%	23 8%	32 7%	45 9%
Nova Scotia	72 7%	14 11% E	6 6%	5 7%	32 8%	12 5%	5 6%	14 5%	39 10% G	18 6%	30 6%	42 8%
New Brunswick	67 7%	4 3%	2 2%	3 4%	9 2%	45 18% ABCDEF	5 6%	26 9%	23 6%	17 6%	29 6%	38 7%
Newfoundland	61 6%	7 5% E	8 8% E	4 5% E	25 7% E	2 1%	16 21% ABCDE	17 6%	26 7%	17 6%	35 7%	25 5%
The Yukon	42 4%	9 7% E	6 7% E	5 7% E	13 3%	5 2%	4 6%	6 2%	16 4%	21 7% G	28 6% K	13 3%
Northwest Territories	32 3%	4 3%	1 1%	2 3%	13 3%	10 4%	2 2%	6 2%	13 3%	13 4%	18 4%	14 3%
Manitoba	12 1%	3 2%	1 1%	3 5% DE	1 0%	2 1%	1 1%	5 2% H	1 0%	5 2% H	5 1%	7 1%
Nunavut	11 1%	4 3%	0 -	1 1%	3 1%	2 1%	1 1%	2 1%	7 2%	2 1%	7 1%	4 1%

Detailed Tables

Now, I'm going to read you a list containing every province and Territory in Canada. If you could choose only one of these destinations for a PRICELESS Canadian summer vacation, which one would you choose ?

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

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Saskatchewan	8 1%	0 -	1 1%	4 5% ADEF	3 1%	0 -	0 -	1 0	3 1%	4 1%	4 1%	4 1%
Don't know/Refused	16 2%	2 2%	1 1%	1 1%	5 1%	7 3%	0 -	4 1%	6 1%	5 2%	10 2%	6 1%

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Weighted Base	1000	798	202	100*	262	336	292	226	296	337
British Columbia	333 33%	280 35% B	53 26%	23 23%	88 34%	121 36% C	97 33%	66 29%	102 34%	124 37%
Prince Edward Island	104 10%	84 11%	20 10%	6 6%	25 10%	44 13%	29 10%	21 9%	38 13%	32 9%
Quebec	85 8%	70 9%	15 7%	14 14% E	25 9%	19 6%	26 9%	32 14% HI	25 8%	17 5%
Ontario	81 8%	68 9%	14 7%	7 7%	25 10%	20 6%	26 9%	13 6%	24 8%	27 8%
Alberta	76 8%	53 7%	23 11% A	13 13% F	27 10% F	23 7%	13 4%	20 9%	22 7%	28 8%
Nova Scotia	72 7%	58 7%	15 7%	7 7%	16 6%	29 9%	20 7%	17 7%	20 7%	20 6%
New Brunswick	67 7%	55 7%	13 6%	7 7%	17 6%	25 8%	18 6%	21 9%	17 6%	22 7%
Newfoundland	61 6%	46 6%	14 7%	5 4%	12 4%	24 7%	20 7%	7 3%	21 7%	22 7%
The Yukon	42 4%	28 3%	14 7% A	8 8%	11 4%	12 4%	11 4%	6 3%	11 4%	18 5%
Northwest Territories	32 3%	24 3%	8 4%	3 3%	5 2%	6 2%	17 6% DE	10 4%	6 2%	12 3%
Manitoba	12 1%	6 1%	6 3% A	1 1%	3 1%	4 1%	3 1%	3 1%	1 0	5 2%
Nunavut	11 1%	10 1%	1 1%	1 1%	2 1%	2 1%	6 2%	1 1%	4 1%	5 1%

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Now, I'm going to read you a list containing every province and Territory in Canada. If you could choose only one of these destinations for a PRICELESS Canadian summer vacation, which one would you choose ?

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		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Rural	Urban	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Saskatchewan	8 1%	3 0	5 2% A	2 2%	1 0	3 1%	2 1%	3 1%	2 1%	3 1%
Don't know/Refused	16 2%	14 2%	3 1%	4 4% E	5 2%	2 1%	5 2%	6 2%	5 2%	2 1%

Detailed Tables

In your opinion, if you could choose the most PRICELESS Canadian summer vacation activity that you could have what would it be ?

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

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1000	135	100	100	335	230	100	289	429	260	461	539
Weighted Base	1000	132	97*	68*	379	247	77*	293	393	294	483	517
Camping	142 14%	24 18% E	17 17%	9 13%	51 14%	26 10%	15 19% E	61 21% HI	53 13% I	23 8%	69 14%	72 14%
Specified Canadian destinations	94 9%	13 10%	15 15% CE	3 4%	40 10% E	12 5%	12 15% CE	30 10%	41 11%	22 8%	48 10%	46 9%
Sports-all mentions	63 6%	3 2%	1 1%	4 5%	14 4%	40 16% ABCDEF	2 3%	20 7%	21 5%	21 7%	34 7%	30 6%
Sightseeing	61 6%	5 4%	6 6%	2 3%	21 6%	23 9%	4 5%	12 4%	24 6%	23 8%	20 4%	41 8% J
Beach	61 6%	7 5%	8 8%	4 6%	27 7%	11 4%	4 5%	24 8%	23 6%	13 5%	24 5%	37 7%
Cottage	61 6%	3 2%	4 4%	4 5%	39 10% AE	8 3%	5 6%	10 3%	32 8% G	19 6%	24 5%	37 7%
Fishing	53 5%	11 9%	4 4%	6 8%	16 4%	13 5%	3 4%	11 4%	25 6%	17 6%	46 9% K	7 1%
Boating/ sailing	44 4%	3 3%	4 4%	2 3%	15 4%	18 7%	2 3%	10 3%	25 6%	9 3%	24 5%	20 4%
Hiking	35 4%	6 5% F	3 3%	2 3%	15 4%	9 4%	0 -	7 2%	11 3%	16 5%	17 3%	19 4%
Road trip	35 4%	6 4%	5 5% E	4 7% E	14 4%	3 1%	3 4%	9 3%	11 3%	15 5%	19 4%	17 3%
Golf	31 3%	4 3%	2 2%	1 2%	10 3%	11 5%	3 4%	3 1%	18 5% G	11 4% G	22 5% K	10 2%
Stay at home/ relax	25 3%	5 4%	0 -	2 4% B	12 3%	2 1%	3 4% BE	3 1%	9 2%	11 4% G	13 3%	12 2%
Swimming	24 2%	5 4%	1 1%	1 1%	11 3%	5 2%	1 1%	9 3%	6 2%	9 3%	10 2%	15 3%
Spend time with family/ friends	23 2%	5 4%	1 1%	2 3%	11 3%	2 1%	1 2%	6 2%	9 2%	7 3%	8 2%	15 3%

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In your opinion, if you could choose the most PRICELESS Canadian summer vacation activity that you could have what would it be ?

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

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Travel across Canada	20 2%	3 2%	3 3%	1 2%	5 1%	5 2%	3 4%	5 2%	8 2%	7 2%	6 1%	14 3%
Backpacking	9 1%	2 1%	1 1%	0 -	1 0	4 2%	1 1%	5 2% H	1 0	3 1%	4 1%	5 1%
Nothing	11 1%	1 1%	0 -	1 1%	2 0	6 3% D	1 1%	3 1%	1 0	6 2% H	5 1%	5 1%
Other	88 9%	14 11%	14 14% DE	10 15% DE	28 7%	13 5%	10 12% E	37 13% H	28 7%	22 7%	38 8%	50 10%
Don't know/Refused	120 12%	11 9%	9 10%	11 15% F	48 13%	37 15% F	5 6%	29 10%	48 12%	40 14%	53 11%	67 13%

Detailed Tables

In your opinion, if you could choose the most PRICELESS Canadian summer vacation activity that you could have what would it be ?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Rural	Urban	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1000	786	214	97	264	340	288	231	299	329
Weighted Base	1000	798	202	100*	262	336	292	226	296	337
Camping	142 14%	114 14%	28 14%	12 12%	35 14%	50 15%	42 15%	33 15%	44 15%	50 15%
Specified Canadian destinations	94 9%	78 10%	17 8%	8 8%	22 8%	35 11%	29 10%	18 8%	29 10%	40 12%
Sports-all mentions	63 6%	47 6%	17 8%	9 9%	17 6%	16 5%	20 7%	21 9%	20 7%	15 5%
Sightseeing	61 6%	49 6%	12 6%	3 3%	12 5%	25 8%	21 7%	7 3%	21 7%	22 6%
Beach	61 6%	54 7%	7 4%	9 9%	20 8%	22 6%	11 4%	10 4%	20 7%	20 6%
Cottage	61 6%	49 6%	12 6%	4 4%	13 5%	20 6%	24 8%	11 5%	13 4%	27 8%
Fishing	53 5%	39 5%	14 7%	11 11% DEF	11 4%	17 5%	12 4%	10 4%	20 7%	20 6%
Boating/ sailing	44 4%	38 5%	6 3%	3 3%	9 3%	10 3%	21 7% E	8 3%	9 3%	20 6%
Hiking	35 4%	26 3%	9 5%	3 3%	10 4%	11 3%	11 4%	9 4%	11 4%	13 4%
Road trip	35 4%	28 4%	7 4%	2 2%	11 4%	12 3%	11 4%	9 4%	8 3%	16 5%
Golf	31 3%	26 3%	5 3%	0 -	11 4% C	10 3%	10 3%	3 1%	10 3%	14 4%
Stay at home/ relax	25 3%	18 2%	7 3%	4 4%	6 2%	8 2%	5 2%	5 2%	9 3%	6 2%
Swimming	24 2%	21 3%	3 1%	0 -	8 3%	11 3%	4 1%	9 4% I	7 2%	3 1%
Spend time with family/ friends	23 2%	19 2%	4 2%	3 3%	8 3%	6 2%	5 2%	8 4%	6 2%	5 2%

Detailed Tables

In your opinion, if you could choose the most PRICELESS Canadian summer vacation activity that you could have what would it be ?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I
* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Rural	Urban	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Travel across Canada	20 2%	17 2%	3 2%	0 -	3 1%	10 3%	7 2%	3 1%	5 2%	8 2%
Backpacking	9 1%	8 1%	1 0	0 -	2 1%	4 1%	3 1%	1 1%	3 1%	4 1%
Nothing	11 1%	7 1%	4 2%	4 4% EF	3 1%	3 1%	1 0	6 2% H	0 -	3 1%
Other	88 9%	66 8%	22 11%	10 10%	22 8%	30 9%	25 9%	21 9%	30 10%	20 6%
Don't know/Refused	120 12%	94 12%	26 13%	15 15%	38 15%	37 11%	29 10%	36 16% I	31 10%	33 10%