

Detailed Tables

If you are taking a vacation or pleasure trip this December holiday season or over New Year's, where do you expect to go ?

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

* small base

	TOTAL	REGION						AGE			GENDER	
		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	1056	132	100	100	385	239	100	334	447	257	497	559
Weighted Base	1000	132	97*	68*	379	247	77*	293	397	294	483	517
To another province(s)	126 13%	9 7%	15 16% A	15 22% ADE	48 13%	22 9%	17 22% ADE	36 12%	50 13%	37 13%	64 13%	61 12%
Within the province	92 9%	15 11% C	6 6%	1 2%	24 6%	37 15% BCD	8 11% C	25 9%	43 11%	23 8%	44 9%	48 9%
the Caribbean	69 7%	3 2%	3 3%	4 6%	39 10% AB	15 6%	5 7%	26 9%	30 8%	13 4%	35 7%	35 7%
elsewhere in the United States	60 6%	10 7% E	7 7%	6 9% E	26 7% E	7 3%	4 5%	17 6%	25 6%	17 6%	30 6%	31 6%
Europe	36 4%	3 2%	1 1%	1 2%	15 4%	16 6% BF	0 -	17 6%	12 3%	8 3%	19 4%	18 3%
Mexico	34 3%	9 7% E	7 7% E	1 2%	11 3%	5 2%	1 1%	10 3%	14 4%	10 3%	18 4%	16 3%
Florida	30 3%	2 1%	2 3%	2 3%	15 4%	5 2%	3 3%	8 3%	15 4%	6 2%	14 3%	15 3%
Las Vegas	12 1%	4 3% E	2 2% E	1 2% E	5 1%	0 -	0 -	5 2%	5 1%	2 1%	8 2%	4 1%
Asia	9 1%	3 2%	0 -	0 -	5 1%	1 0%	0 -	3 1%	5 1%	0 -	7 1%	2 0%
Hawaii	8 1%	3 2% D	2 2% D	1 2% D	0 -	1 0%	1 1%	1 0%	4 1%	3 1%	2 0%	7 1%
Central or South America	8 1%	0 -	0 -	0 -	5 1%	3 1%	0 -	5 2% I	3 1%	0 -	4 1%	4 1%
Another part of the world	8 1%	1 1%	1 1%	1 1%	2 1%	1 1%	1 2%	5 2%	2 0%	1 0%	5 1%	3 1%
Other	35 4%	7 6%	6 6%	2 3%	15 4%	5 2%	1 1%	8 3%	15 4%	12 4%	17 4%	18 3%

Detailed Tables

If you are taking a vacation or pleasure trip this December holiday season or over New Year's, where do you expect to go ?

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

	TOTAL	REGION						AGE			GENDER	
		BC A	ALB B	SK/MN C	ONT D	QUE E	ATL F	18-34 G	35-54 H	55+ I	Male J	Female K
Not taking a vacation/pleasure trip this holiday season	456	60	44	31	163	122	36	120	167	159	203	253
	46%	46%	46%	45%	43%	49%	47%	41%	42%	54% GH	42%	49% J
Don't know/Refused	19	4	1	1	6	6	0	7	7	4	13	5
	2%	3%	1%	2%	2%	2%	-	2%	2%	1%	3% K	1%

Detailed Tables

If you are taking a vacation or pleasure trip this December holiday season or over New Year's, where do you expect to go ?

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

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1056	827	229	86	254	399	306	249	379	332
Weighted Base	1000	789	211	88*	240	376	285	238	364	306
To another province(s)	126 13%	91 12%	34 16%	15 17%	24 10%	44 12%	40 14%	30 13%	41 11%	45 15%
Within the province	92 9%	67 8%	25 12%	7 8%	17 7%	37 10%	30 11%	21 9%	39 11%	26 8%
the Caribbean	69 7%	62 8%	8 4%	2 2%	19 8%	22 6%	27 9%	10 4%	32 9%	22 7%
elsewhere in the United States	60 6%	49 6%	12 5%	6 6%	9 4%	20 5%	24 9%	10 4%	21 6%	27 9%
Europe	36 4%	33 4%	3 2%	3 4%	4 2%	17 5%	12 4%	9 4%	12 3%	14 5%
Mexico	34 3%	29 4%	5 2%	5 6%	8 3%	12 3%	9 3%	7 3%	11 3%	13 4%
Florida	30 3%	17 2%	13 6%	1 1%	6 3%	13 4%	9 3%	6 2%	15 4%	7 2%
Las Vegas	12 1%	9 1%	3 1%	1 2%	2 1%	5 1%	4 1%	1 1%	6 2%	5 2%
Asia	9 1%	9 1%	0 -	0 -	2 1%	3 1%	4 2%	2 1%	4 1%	3 1%
Hawaii	8 1%	5 1%	3 1%	0 -	3 1%	5 1%	0 -	1 0	3 1%	3 1%
Central or South America	8 1%	7 1%	1 0	0 -	2 1%	3 1%	3 1%	4 1%	2 0	2 1%
Another part of the world	8 1%	7 1%	1 1%	0 -	4 2%	2 0	2 1%	3 1%	1 0	3 1%
Other	35 4%	32 4%	4 2%	2 2%	9 4%	13 4%	11 4%	6 3%	15 4%	12 4%

Detailed Tables

If you are taking a vacation or pleasure trip this December holiday season or over New Year's, where do you expect to go ?

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

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban A	Rural B	<HS C	HS D	Post sec E	University F	<\$30K G	\$30K-<\$60K H	\$60K + I
Not taking a vacation/pleasure trip this holiday season	456	361	95	43	128	176	103	124	155	120
	46%	46%	45%	49%	53%	47%	36%	52%	43%	39%
Don't know/Refused	19	13	5	3	2	5	8	4	8	5
	2%	2%	2%	3%	1%	1%	3%	2%	2%	2%

Detailed Tables

If you are taking a vacation or pleasure trip this December holiday season or over New Year's, where do you expect to go ?

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

* small base

	TOTAL	REGION						AGE			GENDER	
		A	B	C	D	E	F	G	H	I	J	K
Base: Excludes respondents Not taking a vacation/pleasure trip												
Unweighted Base	491	66	49	48	176	106	46	162	216	108	244	247
Weighted Base	457	65*	49*	32*	172	104*	35*	140	193	119*	232	226
To another province(s)	126 27%	9 13%	15 31%	15 46%	48 28%	22 21%	17 48%	36 25%	50 26%	37 31%	64 28%	61 27%
Within the province	92 20%	15 23%	6 12%	1 4%	24 14%	37 36%	8 23%	25 18%	43 22%	23 19%	44 19%	48 21%
elsewhere in the United States	60 13%	10 15%	7 15%	6 18%	26 15%	7 7%	4 11%	17 12%	25 13%	17 14%	30 13%	31 14%
Europe	36 8%	3 4%	1 2%	1 4%	15 9%	16 15%	0 -	17 12%	12 6%	8 7%	19 8%	18 8%
Mexico	34 7%	9 14%	7 14%	1 4%	11 6%	5 5%	1 2%	10 7%	14 7%	10 9%	18 8%	16 7%
Florida	30 6%	2 3%	2 5%	2 6%	15 9%	5 5%	3 7%	8 6%	15 8%	6 5%	14 6%	15 7%
Las Vegas	12 3%	4 6%	2 4%	1 4%	5 3%	0 -	0 -	5 3%	5 3%	2 2%	8 3%	4 2%
Asia	9 2%	3 4%	0 -	0 -	5 3%	1 1%	0 -	3 2%	5 3%	0 -	7 3%	2 1%
Hawaii	8 2%	3 5%	2 4%	1 4%	0 -	1 1%	1 2%	1 1%	4 2%	3 3%	2 1%	7 3%
Central or South America	8 2%	0 -	0 -	0 -	5 3%	3 3%	0 -	5 4%	3 1%	0 -	4 2%	4 2%
Another part of the world	8 2%	1 1%	1 2%	1 3%	2 1%	1 1%	1 4%	5 3%	2 1%	1 1%	5 2%	3 1%
Other	35 8%	7 11%	6 11%	2 6%	15 9%	5 5%	1 2%	8 6%	15 8%	12 10%	17 8%	18 8%

Detailed Tables

If you are taking a vacation or pleasure trip this December holiday season or over New Year's, where do you expect to go ?

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

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban A	Rural B	<HS C	HS D	Post sec E	University F	<\$30K G	\$30K-<\$60K H	\$60K + I
Base: Excludes respondents Not taking a vacation/pleasure trip										
Unweighted Base	491	376	115	41	100	187	159	106	179	174
Weighted Base	457	354	103	41*	91*	174	148	99*	168	161
To another province(s)	126 27%	91 26%	34 33%	15 38%	24 27%	44 25%	40 27%	30 31%	41 24%	45 28%
Within the province	92 20%	67 19%	25 25%	7 17%	17 19%	37 21%	30 21%	21 21%	39 23%	26 16%
elsewhere in the United States	60 13%	49 14%	12 11%	6 14%	9 10%	20 11%	24 16%	10 10%	21 12%	27 17%
Europe	36 8%	33 9%	3 3%	3 9%	4 5%	17 10%	12 8%	9 9%	12 7%	14 9%
Mexico	34 7%	29 8%	5 4%	5 13%	8 9%	12 7%	9 6%	7 7%	11 6%	13 8%
Florida	30 6%	17 5%	13 12%	1 2%	6 7%	13 8%	9 6%	6 6%	15 9%	7 4%
Las Vegas	12 3%	9 3%	3 3%	1 3%	2 2%	5 3%	4 3%	1 1%	6 3%	5 3%
Asia	9 2%	9 2%	0 -	0 -	2 2%	3 2%	4 3%	2 2%	4 3%	3 2%
Hawaii	8 2%	5 1%	3 3%	0 -	3 4%	5 3%	0 -	1 1%	3 2%	3 2%
Central or South America	8 2%	7 2%	1 1%	0 -	2 2%	3 2%	3 2%	4 4%	2 1%	2 1%
Another part of the world	8 2%	7 2%	1 1%	0 -	4 5%	2 1%	2 1%	3 3%	1 1%	3 2%
Other	35 8%	32 9%	4 4%	2 4%	9 10%	13 8%	11 8%	6 7%	15 9%	12 7%

Detailed Tables

If you are planning a vacation or pleasure trip anytime in the New Year, that is, in January, February, or March 2004, where do you expect to go ?

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

* small base

	TOTAL	REGION						AGE			GENDER	
		BC A	ALB B	SK/MN C	ONT D	QUE E	ATL F	18-34 G	35-54 H	55+ I	Male J	Female K
Base: All Respondents												
Unweighted Base	1056	132	100	100	385	239	100	334	447	257	497	559
Weighted Base	1000	132	97*	68*	379	247	77*	293	397	294	483	517
To another province(s)	115 11%	14 10%	20 20% ADE	15 22% ADE	33 9%	13 5%	21 28% ADE	32 11%	43 11%	36 12%	54 11%	61 12%
the Caribbean	101 10%	5 4%	2 2%	4 6%	53 14% ABC	31 13% AB	7 9% B	27 9%	56 14% GI	18 6%	43 9%	58 11%
Europe	73 7%	16 12% CDF	5 5%	1 1%	24 6% C	26 11% CF	1 2%	29 10% H	22 6% H	21 7%	39 8%	34 7%
elsewhere in the United States	68 7%	11 8% E	8 8% E	7 10% E	32 8% E	7 3%	4 5%	19 6%	25 6%	24 8%	33 7%	35 7%
Within the province	67 7%	9 7%	7 8%	2 3%	20 5%	27 11% CDF	1 1%	23 8%	25 6%	19 6%	35 7%	31 6%
Florida	58 6%	2 1%	2 2%	3 4%	32 8% AB	13 5%	7 9% A	18 6%	20 5%	20 7%	30 6%	28 5%
Mexico	35 4%	12 9% DEF	3 3%	2 4%	11 3%	6 2%	0 -	11 4%	15 4%	9 3%	17 4%	18 4%
Another part of the world	16 2%	2 1%	3 3%	0 -	5 1%	6 2%	1 1%	9 3% H	3 1%	4 1%	11 2%	5 1%
Central or South America	16 2%	1 1%	1 1%	0 -	6 2%	7 3%	0 -	8 3%	4 1%	4 1%	9 2%	7 1%
Hawaii	14 1%	4 3% E	3 3% E	1 2% E	5 1%	0 -	1 1%	3 1%	5 1%	6 2%	3 1%	11 2% J
Las Vegas	7 1%	1 1%	2 2%	1 1%	3 1%	1 0	0 -	0 -	5 1%	3 1%	5 1%	3 1%
Asia	5 0	0 -	0 -	1 1%	4 1%	1 0	0 -	3 1%	2 0	0 -	4 1%	1 0

Detailed Tables

If you are planning a vacation or pleasure trip anytime in the New Year, that is, in January, February, or March 2004, where do you expect to go ?

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

* small base

	TOTAL	REGION						AGE			GENDER	
		BC A	ALB B	SK/MN C	ONT D	QUE E	ATL F	18-34 G	35-54 H	55+ I	Male J	Female K
Other	33 3%	2 2%	4 4%	1 1%	12 3%	14 6%	0 -	10 3%	13 3%	10 3%	12 3%	20 4%
Not taking a vacation/pleasure trip in Winter 2004	377 38%	49 37%	36 37%	31 46%	138 36%	90 36%	33 43%	98 34%	150 38%	119 41%	181 38%	195 38%
Don't know/Refused	15 1%	4 3%	2 2%	0 -	3 1%	5 2%	1 2%	5 2%	7 2%	2 1%	6 1%	9 2%

Detailed Tables

If you are planning a vacation or pleasure trip anytime in the New Year, that is, in January, February, or March 2004, where do you expect to go ?

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

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban A	Rural B	<HS C	HS D	Post sec E	University F	<\$30K G	\$30K-<\$60K H	\$60K + I
Base: All Respondents										
Unweighted Base	1056	827	229	86	254	399	306	249	379	332
Weighted Base	1000	789	211	88*	240	376	285	238	364	306
To another province(s)	115 11%	91 11%	24 11%	15 17%	24 10%	43 11%	33 11%	33 14%	41 11%	29 9%
the Caribbean	101 10%	86 11%	15 7%	4 4%	22 9%	37 10%	38 13% C	11 5%	37 10% G	45 15% G
Europe	73 7%	62 8%	11 5%	3 3%	12 5%	34 9%	23 8%	18 7%	30 8%	20 7%
elsewhere in the United States	68 7%	53 7%	16 7%	8 9%	17 7%	18 5%	25 9% E	11 5%	26 7%	24 8%
Within the province	67 7%	49 6%	18 9%	7 8%	12 5%	24 6%	22 8%	15 6%	28 8%	17 5%
Florida	58 6%	40 5%	18 9%	3 3%	15 6%	25 7%	13 5%	9 4%	19 5%	18 6%
Mexico	35 4%	33 4% B	3 1%	2 3%	7 3%	14 4%	12 4%	2 1%	12 3% G	20 6% G
Another part of the world	16 2%	13 2%	3 1%	0 -	6 3%	6 2%	4 1%	4 2%	5 1%	6 2%
Central or South America	16 2%	14 2%	2 1%	0 -	3 1%	7 2%	6 2%	5 2%	5 1%	6 2%
Hawaii	14 1%	12 2%	2 1%	2 2%	6 2%	5 1%	2 1%	3 1%	6 2%	4 1%
Las Vegas	7 1%	5 1%	2 1%	1 2% F	5 2% EF	1 0	0 -	1 1%	3 1%	3 1%
Asia	5 0	4 1%	1 0	0 -	1 0	3 1%	2 1%	2 1%	3 1%	1 0
Other	33 3%	30 4%	3 1%	4 4%	11 5%	11 3%	7 3%	13 5%	11 3%	8 3%

Detailed Tables

If you are planning a vacation or pleasure trip anytime in the New Year, that is, in January, February, or March 2004, where do you expect to go ?

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

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban A	Rural B	<HS C	HS D	Post sec E	University F	<\$30K G	\$30K-<\$60K H	\$60K + I
Not taking a vacation/pleasure trip in Winter 2004	377 38%	290 37%	87 41%	37 42%	97 41%	142 38%	95 33%	105 44%	132 36%	103 34%
Don't know/Refused	15 1%	8 1%	7 3% A	3 3%	2 1%	6 2%	4 1%	6 2%	5 1%	3 1%

Detailed Tables

If you are planning a vacation or pleasure trip anytime in the New Year, that is, in January, February, or March 2004, where do you expect to go ?

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

* small base

	TOTAL	REGION						AGE			GENDER	
		BC A	ALB B	SK/MN C	ONT D	QUE E	ATL F	18-34 G	35-54 H	55+ I	Male J	Female K
Base: Excludes respondents Not planning a vacation/pleasure trip												
Unweighted Base	532	73	57	49	190	117	46	183	205	137	257	275
Weighted Base	507	74*	58*	33*	186	120	36*	163	183	155	252	255
To another province(s)	115 23%	14 19%	20 34% ADE	15 44% ADE	33 18%	13 11%	21 59% ABDE	32 20%	43 24%	36 23%	54 21%	61 24%
Europe	73 14%	16 21% CF	5 8%	1 3%	24 13% C	26 22% BCDF	1 3%	29 17%	22 12%	21 14%	39 15%	34 13%
elsewhere in the United States	68 13%	11 15% E	8 14%	7 21% E	32 17% E	7 6%	4 11%	19 11%	25 14%	24 15%	33 13%	35 14%
Within the province	67 13%	9 12%	7 13%	2 7%	20 11%	27 22% CDF	1 3%	23 14%	25 14%	19 12%	35 14%	31 12%
Florida	58 11%	2 3%	2 4%	3 8%	32 17% AB	13 11% A	7 19% AB	18 11%	20 11%	20 13%	30 12%	28 11%
Mexico	35 7%	12 17% BDEF	3 5%	2 8%	11 6%	6 5%	0 -	11 7%	15 8%	9 6%	17 7%	18 7%
Another part of the world	16 3%	2 2%	3 6%	0 -	5 2%	6 5%	1 2%	9 5%	3 2%	4 2%	11 4%	5 2%
Central or South America	16 3%	1 2%	1 2%	0 -	6 3%	7 6%	0 -	8 5%	4 2%	4 3%	9 4%	7 3%
Hawaii	14 3%	4 5% E	3 5% E	1 4% E	5 3%	0 -	1 3%	3 2%	5 3%	6 4%	3 1%	11 4% J
Las Vegas	7 1%	1 1%	2 3%	1 2%	3 1%	1 1%	0 -	0 -	5 2% G	3 2%	5 2%	3 1%
Asia	5 1%	0 -	0 -	1 2%	4 2%	1 1%	0 -	3 2%	2 1%	0 -	4 1%	1 1%
Other	33 6%	2 3%	4 7%	1 2%	12 6%	14 12% AF	0 -	10 6%	13 7%	10 6%	12 5%	20 8%

Detailed Tables

If you are planning a vacation or pleasure trip anytime in the New Year, that is, in January, February, or March 2004, where do you expect to go ?

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

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: Excludes respondents Not planning a vacation/pleasure trip										
Unweighted Base	532	422	110	43	127	198	160	121	197	166
Weighted Base	507	405	102	45*	118	191	149	116	190	155
To another province(s)	115 23%	91 22%	24 24%	15 34%	24 20%	43 22%	33 22%	33 29%	41 22%	29 19%
Europe	73 14%	62 15%	11 11%	3 6%	12 10%	34 18%	23 16%	18 15%	30 16%	20 13%
elsewhere in the United States	68 13%	53 13%	16 15%	8 17%	17 14%	18 9%	25 17% E	11 10%	26 14%	24 15%
Within the province	67 13%	49 12%	18 18%	7 16%	12 10%	24 13%	22 15%	15 13%	28 15%	17 11%
Florida	58 11%	40 10%	18 18% A	3 7%	15 13%	25 13%	13 9%	9 8%	19 10%	18 11%
Mexico	35 7%	33 8%	3 3%	2 5%	7 6%	14 7%	12 8%	2 2%	12 7%	20 13% G
Another part of the world	16 3%	13 3%	3 3%	0 -	6 5%	6 3%	4 3%	4 3%	5 3%	6 4%
Central or South America	16 3%	14 3%	2 2%	0 -	3 2%	7 4%	6 4%	5 4%	5 3%	6 4%
Hawaii	14 3%	12 3%	2 2%	2 4%	6 5%	5 2%	2 1%	3 2%	6 3%	4 2%
Las Vegas	7 1%	5 1%	2 2%	1 3% F	5 4% EF	1 1%	0 -	1 1%	3 2%	3 2%
Asia	5 1%	4 1%	1 1%	0 -	1 1%	3 1%	2 1%	2 1%	3 1%	1 0
Other	33 6%	30 7%	3 3%	4 8%	11 9%	11 6%	7 5%	13 11%	11 6%	8 5%

Detailed Tables

In the past two years have you ever used the Internet to: 1) Get information or conduct research about destinations for pleasure or vacation trips ?

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

* small base

	TOTAL	REGION						AGE			GENDER	
		BC A	ALB B	SK/MN C	ONT D	QUE E	ATL F	18-34 G	35-54 H	55+ I	Male J	Female K
Base: All Respondents												
Unweighted Base	1056	132	100	100	385	239	100	334	447	257	497	559
Weighted Base	1000	132	97*	68*	379	247	77*	293	397	294	483	517
Yes	597 60%	86 65% CEF	60 62%	34 50%	246 65% CEF	132 54%	38 49%	207 70% I	254 64% I	130 44%	298 62%	299 58%
No	402 40%	46 35%	37 38%	34 50% AD	132 35%	113 46% AD	40 51% AD	87 30%	143 36%	164 56% GH	184 38%	218 42%
Don't know/Refused	1 0	0 -	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -	1 0	0 -

In the past two years have you ever used the Internet to: 1) Get information or conduct research about destinations for pleasure or vacation trips ?

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

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban A	Rural B	<HS C	HS D	Post sec E	University F	<\$30K G	\$30K-<\$60K H	\$60K + I
Base: All Respondents										
Unweighted Base	1056	827	229	86	254	399	306	249	379	332
Weighted Base	1000	789	211	88*	240	376	285	238	364	306
Yes	597 60%	498 63% B	99 47%	21 24%	117 49% C	230 61% CD	225 79% CDE	90 38%	220 61% G	237 78% GH
No	402 40%	291 37%	111 53% A	68 76% DEF	123 51% EF	146 39% F	60 21%	147 62% HI	143 39% I	69 22%
Don't know/Refused	1 0	0 -	1 1% A	0 -	0 -	0 -	0 -	0 -	0 -	0 -

Detailed Tables

In the past two years have you ever used the Internet to: 2) Book or pay for vacation packages, travel arrangements, or hotel accommodations ?

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

* small base

	TOTAL	REGION						AGE			GENDER	
		BC A	ALB B	SK/MN C	ONT D	QUE E	ATL F	18-34 G	35-54 H	55+ I	Male J	Female K
Base: All Respondents												
Unweighted Base	1056	132	100	100	385	239	100	334	447	257	497	559
Weighted Base	1000	132	97*	68*	379	247	77*	293	397	294	483	517
Yes	327 33%	44 33%	42 44% EF	22 32%	141 37%	61 25%	17 22%	100 34%	148 37%	76 26%	163 34%	164 32%
No	672 67%	88 67%	55 56%	46 68%	238 63%	185 75%	60 78%	193 66%	249 63%	218 74% GH	319 66%	353 68%
Don't know/Refused	1 0	0 -	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -	1 0	0 -

In the past two years have you ever used the Internet to: 2) Book or pay for vacation packages, travel arrangements, or hotel accommodations ?

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

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban A	Rural B	<HS C	HS D	Post sec E	University F	<\$30K G	\$30K-<\$60K H	\$60K + I
Base: All Respondents										
Unweighted Base	1056	827	229	86	254	399	306	249	379	332
Weighted Base	1000	789	211	88*	240	376	285	238	364	306
Yes	327 33%	269 34%	58 27%	12 14%	49 21%	122 33% CD	141 49% CDE	40 17%	115 32% G	155 50% GH
No	672 67%	520 66%	152 72%	76 86% EF	191 79% EF	254 67% F	144 51%	198 83% HI	249 68% I	152 50%
Don't know/Refused	1 0	0 -	1 1% A	0 -	0 -	0 -	0 -	0 -	0 -	0 -

Detailed Tables

When you are planning a vacation trip, do you tend to know where and when you want to go, or are you usually open and flexible to where and when so long as it fits your general vacation needs ?

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

* small base

	TOTAL	REGION						AGE			GENDER	
		BC A	ALB B	SK/MN C	ONT D	QUE E	ATL F	18-34 G	35-54 H	55+ I	Male J	Female K
Base: All Respondents												
Unweighted Base	1056	132	100	100	385	239	100	334	447	257	497	559
Weighted Base	1000	132	97*	68*	379	247	77*	293	397	294	483	517
Know where and when you want to go	510	76	49	32	182	130	41	127	205	169	213	296
	51%	57%	51%	47%	48%	53%	53%	43%	52% G	58% G	44%	57% J
Open and flexible to where and when so long as it fits your general vacation needs	481	55	46	36	194	113	37	164	188	121	265	216
	48%	42%	47%	52%	51%	46%	47%	56% HI	47%	41%	55% K	42%
Don't know/Refused	9	1	2	1	3	3	0	2	3	3	5	5
	1%	1%	2%	1%	1%	1%	-	1%	1%	1%	1%	1%

When you are planning a vacation trip, do you tend to know where and when you want to go, or are you usually open and flexible to where and when so long as it fits your general vacation needs ?

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

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban A	Rural B	<HS C	HS D	Post sec E	University F	<\$30K G	\$30K-<\$60K H	\$60K + I
Base: All Respondents										
Unweighted Base	1056	827	229	86	254	399	306	249	379	332
Weighted Base	1000	789	211	88*	240	376	285	238	364	306
Know where and when you want to go	510	403	106	38	116	189	162	119	176	165
	51%	51%	50%	43%	48%	50%	57% CD	50%	48%	54%
Open and flexible to where and when so long as it fits your general vacation needs	481	379	102	46	121	186	123	116	184	142
	48%	48%	48%	52%	50%	49%	43%	49%	51%	46%
Don't know/Refused	9	7	3	4	3	1	0	4	4	0
	1%	1%	1%	4% EF	1% F	0	-	1% I	1%	-

Detailed Tables

Of the following, what kind of trip would you most like to take ?

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

* small base

	TOTAL	REGION						AGE			GENDER	
		BC A	ALB B	SK/MN C	ONT D	QUE E	ATL F	18-34 G	35-54 H	55+ I	Male J	Female K
Base: All Respondents												
Unweighted Base	1056	132	100	100	385	239	100	334	447	257	497	559
Weighted Base	1000	132	97*	68*	379	247	77*	293	397	294	483	517
Warm and sunny vacation	273 27%	37 28%	23 24%	20 29%	112 30%	60 24%	20 26%	87 30%	109 27%	74 25%	132 27%	141 27%
European holiday	244 24%	22 17%	19 19%	12 18%	88 23%	90 37%	13 17%	82 28%	84 21%	76 26%	109 23%	135 26%
Domestic holiday in Canada	203 20%	30 23%	20 20%	21 31%	77 20%	37 15%	19 24%	38 13%	88 22%	72 25%	109 22%	95 18%
Family destination trip such as Disney World	145 14%	25 19%	15 16%	4 7%	58 15%	27 11%	15 19%	47 16%	67 17%	29 10%	64 13%	80 16%
Romantic holiday	63 6%	5 3%	8 9%	3 4%	25 7%	16 7%	5 7%	20 7%	33 8%	7 2%	29 6%	34 7%
Casino holiday	33 3%	7 6%	5 5%	3 5%	12 3%	3 1%	2 2%	12 4%	9 2%	11 4%	21 4%	12 2%
Other	18 2%	3 2%	4 4%	2 3%	3 1%	5 2%	0 -	2 1%	2 1%	12 4%	6 1%	12 2%
None of these	21 2%	2 2%	2 2%	2 3%	4 1%	7 3%	4 5%	5 2%	4 1%	11 4%	12 3%	9 2%
Don't know/Refused	2 0	1 1%	0 -	0 -	0 -	1 0	0 -	0 -	2 1%	0 -	2 0	0 -

Detailed Tables

Of the following, what kind of trip would you most like to take ?

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

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1056	827	229	86	254	399	306	249	379	332
Weighted Base	1000	789	211	88*	240	376	285	238	364	306
Warm and sunny vacation	273 27%	221 28%	52 25%	19 22%	67 28%	109 29%	76 27%	62 26%	91 25%	97 32%
European holiday	244 24%	205 26%	39 18%	15 17%	43 18%	94 25%	91 32%	59 25%	82 22%	79 26%
Domestic holiday in Canada	203 20%	153 19%	50 24%	16 18%	49 20%	79 21%	59 21%	45 19%	92 25%	48 16%
Family destination trip such as Disney World	145 14%	112 14%	32 15%	18 20%	38 16%	48 13%	39 14%	33 14%	53 14%	49 16%
Romantic holiday	63 6%	42 5%	20 10%	6 7%	24 10%	21 6%	10 3%	15 6%	21 6%	18 6%
Casino holiday	33 3%	25 3%	7 3%	3 4%	9 4%	13 3%	6 2%	9 4%	11 3%	10 3%
Other	18 2%	17 2%	1 0	4 5%	3 1%	6 2%	4 1%	5 2%	6 2%	4 1%
None of these	21 2%	13 2%	8 4%	5 6%	8 3%	6 2%	0 -	9 4%	9 3%	0 -
Don't know/Refused	2 0	1 0	1 1%	2 2%	0 -	0 -	0 -	1 0	0 -	1 0

Detailed Tables

If you could have one travel-related present this holiday season, what would it be ?

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

* small base

	TOTAL	REGION						AGE			GENDER	
		BC A	ALB B	SK/MN C	ONT D	QUE E	ATL F	18-34 G	35-54 H	55+ I	Male J	Female K
Base: All Respondents												
Unweighted Base	1056	132	100	100	385	239	100	334	447	257	497	559
Weighted Base	1000	132	97*	68*	379	247	77*	293	397	294	483	517
A hotel upgrade from a standard hotel room to a suite	275	38	24	21	121	49	22	101	122	51	126	149
	28%	29%	25%	31% E	32% E	20%	28%	34% I	31% I	17%	26%	29%
A personal guide or assistant for exotic locations or sight seeing	258	31	27	13	75	93	19	77	99	76	119	139
	26%	23%	28%	19%	20%	38% ACDF	24%	26%	25%	26%	25%	27%
A Free dinner at the best or most-exclusive restaurant while on holiday	222	24	20	18	83	57	20	56	95	67	121	101
	22%	18%	20%	27%	22%	23%	26%	19%	24%	23%	25% K	20%
An air ticket upgrade from coach to first class	194	28	21	13	90	28	14	54	68	70	94	100
	19%	21% E	22% E	18%	24% E	11%	18%	18%	17%	24% H	19%	19%
Other	6	0	1	0	0	5	0	2	1	1	3	3
	1%	-	1% D	-	-	2% D	-	1%	0	0	1%	1%
None	42	9	3	3	10	14	3	4	9	28	19	23
	4%	7% D	3% D	4%	3%	6%	4%	1%	2%	9% GH	4%	4%
Don't know/Refused	4	2	1	0	0	1	0	0	3	0	2	2
	0	1% D	1% D	-	-	0	-	-	1%	-	0	0

Detailed Tables

If you could have one travel-related present this holiday season, what would it be ?

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

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban A	Rural B	<HS C	HS D	Post sec E	University F	<\$30K G	\$30K-<\$60K H	\$60K + I
Base: All Respondents										
Unweighted Base	1056	827	229	86	254	399	306	249	379	332
Weighted Base	1000	789	211	88*	240	376	285	238	364	306
A hotel upgrade from a standard hotel room to a suite	275	215	61	19	73	106	77	63	92	99
	28%	27%	29%	21%	30%	28%	27%	27%	25%	32% H
A personal guide or assistant for exotic locations or sight seeing	258	202	57	27	64	96	68	57	112	64
	26%	26%	27%	31%	27%	26%	24%	24%	31% I	21%
A Free dinner at the best or most-exclusive restaurant while on holiday	222	173	48	17	55	77	70	52	82	70
	22%	22%	23%	19%	23%	21%	25%	22%	23%	23%
An air ticket upgrade from coach to first class	194	159	34	10	39	77	65	45	64	63
	19%	20%	16%	12%	16%	20%	23% C	19%	18%	21%
Other	6	5	1	0	0	3	3	2	1	3
	1%	1%	0	-	-	1%	1%	1%	0	1%
None	42	33	9	15	8	15	2	18	11	7
	4%	4%	4%	18% DEF	3% F	4% F	1%	7% HI	3%	2%
Don't know/Refused	4	2	2	0	1	1	1	1	2	0
	0	0	1%	-	0	0	0	1%	0	-

Detailed Tables

Of the following, what is the craziest thing you would do on a holiday ?

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

* small base

	TOTAL	REGION						AGE			GENDER	
		BC A	ALB B	SK/MN C	ONT D	QUE E	ATL F	18-34 G	35-54 H	55+ I	Male J	Female K
Base: All Respondents												
Unweighted Base	1056	132	100	100	385	239	100	334	447	257	497	559
Weighted Base	1000	132	97*	68*	379	247	77*	293	397	294	483	517
Parasail behind a boat	278 28%	38 29%	33 34%	18 26%	109 29%	58 23%	23 30%	108 37% HI	117 30% I	49 17%	139 29%	139 27%
Go skinny dipping in a place no one knew you	186 19%	22 17%	16 16%	15 22%	74 19%	43 18%	16 20%	66 23% I	86 22% I	34 12%	99 20%	87 17%
Tear up your return ticket and stay	166 17%	20 15%	17 17%	9 13%	48 13%	60 24% ACD	13 16%	55 19% I	73 18% I	36 12%	86 18%	80 15%
Pretend to be someone else	75 7%	11 8%	4 4%	5 7%	35 9%	16 6%	5 6%	27 9%	26 7%	20 7%	29 6%	46 9%
Fake an injury to get a seat upgrade on your flight	29 3%	4 3%	2 2%	3 4%	15 4%	5 2%	1 1%	10 3%	11 3%	9 3%	19 4%	11 2%
None	250 25%	31 24%	26 27%	18 26%	94 25%	60 24%	20 26%	23 8%	79 20% G	138 47% GH	100 21%	150 29% J
Don't know/Refused	16 2%	5 4%	0 -	1 2%	4 1%	5 2%	0 -	5 2%	5 1%	7 2%	12 3% K	4 1%

Detailed Tables

Of the following, what is the craziest thing you would do on a holiday ?

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

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1056	827	229	86	254	399	306	249	379	332
Weighted Base	1000	789	211	88*	240	376	285	238	364	306
Parasail behind a boat	278 28%	227 29%	51 24%	21 24%	63 26%	115 31%	77 27%	61 26%	88 24%	109 35% GH
Go skinny dipping in a place no one knew you	186 19%	145 18%	41 20%	12 14%	50 21%	69 18%	55 19%	47 20%	67 18%	63 21%
Tear up your return ticket and stay	166 17%	133 17%	33 15%	12 14%	37 15%	64 17%	52 18%	39 16%	79 22%	44 14%
Pretend to be someone else	75 7%	56 7%	19 9%	11 12% E	19 8%	22 6%	23 8%	23 10% I	29 8% I	13 4%
Fake an injury to get a seat upgrade on your flight	29 3%	25 3%	5 2%	4 5%	9 4%	10 3%	7 2%	6 3%	11 3%	10 3%
None	250 25%	191 24%	59 28%	24 28%	61 26%	88 23%	68 24%	57 24%	87 24%	64 21%
Don't know/Refused	16 2%	13 2%	3 2%	3 4%	2 1%	8 2%	4 1%	5 2%	3 1%	3 1%