

## Detailed Tables

**Are you planning on taking a vacation or pleasure trip this summer that is between Victoria Day, May 24th, 2004, and Labour Day, September 1st, 2004 ?**

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	1001	132	97	68	379	248	77	272	403	304	462	539
Weighted Base	1001	132	97*	68*	379	247	77*	294	394	294	484	517
Yes, I am taking a vacation or pleasure trip over the summer season	481	70	45	29	171	135	30	128	217	126	246	235
	48%	53% F	47%	43%	45%	55% DF	38%	44%	55% GI	43%	51%	45%
No, I'm not taking a vacation or pleasure trip over the summer season	465	58	49	37	187	92	41	157	152	147	209	256
	46%	44%	51% E	54% E	49% E	37%	54% E	53% H	39% H	50% H	43% J	50% J
I never take vacation/pleasure trips	44	4	1	1	18	16	5	4	21	18	23	21
	4%	3%	1%	1%	5%	6% B	6% B	1%	5% G	6% G	5% G	4%
Don't know/Refused	11	0	2	1	3	4	1	5	3	3	6	5
	1%	-	2%	1%	1%	1%	2%	2%	1%	1%	1%	1%

**Are you planning on taking a vacation or pleasure trip this summer that is between Victoria Day, May 24th, 2004, and Labour Day, September 1st, 2004 ?**

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

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	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	1001	778	223	125	216	344	311	226	304	337
Weighted Base	1001	781	220	127	214	345	309	227	306	338
Yes, I am taking a vacation or pleasure trip over the summer season	481	398	83	44	96	156	184	69	144	210
	48%	51% B	38%	35%	45%	45% C	59% CDE	30%	47% G	62% GH
No, I'm not taking a vacation or pleasure trip over the summer season	465	351	114	67	104	178	114	136	149	120
	46%	45%	52%	53% F	48% F	51% F	37%	60% HI	49% I	36% I
I never take vacation/pleasure trips	44	24	20	14	12	8	10	20	11	7
	4%	3% A	9% A	11% EF	6% E	2% E	3%	9% HI	3% HI	2% HI
Don't know/Refused	11	7	4	2	3	4	2	3	3	1
	1%	1%	2%	2%	1%	1%	0	1%	1%	0

## Detailed Tables

### Where do you plan on travelling ?

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

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

	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: Planning on taking a vacation or pleasure trip this summer												
Unweighted Base	483	69	46	30	174	135	29	121	222	129	233	250
Weighted Base	481	70*	45*	29**	171	135	30**	128	217	126	246	235
Within the province	167 35%	29 42%	11 24%	13 43%	60 35%	46 34%	8 25%	37 29%	91 42% GI	35 28%	89 36%	78 33%
To another province(s)	127 26%	13 18%	22 48% ADE	12 40%	37 22%	28 21%	15 50%	31 24%	50 23%	43 34% H	63 26%	64 27%
To elsewhere in the United States	65 14%	15 22% E	3 8%	3 11%	27 16%	14 10%	3 10%	17 13%	30 14%	17 13%	31 12%	35 15%
To Europe	38 8%	4 6%	5 11%	0 -	18 11%	8 6%	2 7%	12 9%	11 5%	14 11% H	19 8%	19 8%
To the Caribbean	8 2%	1 2%	0 -	0 -	6 3%	1 1%	0 -	6 5% HI	2 1%	0 -	6 2%	3 1%
To Florida	6 1%	0 -	0 -	0 -	3 2%	3 2%	0 -	3 3%	2 1%	1 1%	3 1%	3 1%
To Las Vegas	2 0	1 2%	1 2% D	0 -	0 -	0 -	0 -	0 -	2 1%	0 -	1 0	1 0
To Asia	2 0	1 1%	0 -	0 -	1 0	1 1%	0 -	1 1%	1 0	1 1%	1 0	2 1%
To Central or South America	2 0	0 -	1 2%	0 -	0 -	1 1%	0 -	1 1%	0 -	1 1%	1 0	1 0
To Mexico	2 0	0 -	0 -	0 -	1 1%	1 1%	0 -	1 1%	0 -	1 1%	1 0	1 0
To another part of the world	14 3%	2 3%	1 2%	0 -	3 2%	8 6%	0 -	3 3%	8 4%	3 2%	7 3%	7 3%
Don't know/Refused	47 10%	3 5%	2 3%	2 6%	15 9%	23 17% ABD	2 7%	14 11%	20 9%	11 9%	24 10%	22 10%

## Detailed Tables

### Where do you plan on travelling ?

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

\* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: Planning on taking a vacation or pleasure trip this summer										
Unweighted Base	483	398	85	42	96	157	186	68	143	211
	481	398	83*	44*	96*	156	184	69*	144	210
Within the province	167	124	43	13	37	69	48	22	58	69
	35%	31%	51% A	30%	39% F	44% F	26%	32%	41%	33%
To another province(s)	127	107	20	12	26	33	55	22	34	64
	26%	27%	24%	28%	27%	21%	30%	32%	24%	30%
To elsewhere in the United States	65	58	7	5	14	15	31	7	17	32
	14%	15%	8%	10%	15%	10%	17%	10%	12%	15%
To Europe	38	35	3	2	4	9	23	3	9	16
	8%	9%	4%	5%	4%	5%	12% DE	5%	6%	8%
To the Carribean	8	8	0	0	3	4	2	1	3	3
	2%	2%	-	-	3%	2%	1%	2%	2%	2%
To Florida	6	6	0	0	1	1	4	0	2	3
	1%	2%	-	-	1%	1%	2%	-	2%	2%
To Las Vegas	2	2	0	0	1	1	0	0	0	0
	0	1%	-	-	1%	1%	-	-	-	-
To Asia	2	2	0	0	0	1	2	0	1	2
	0	1%	-	-	-	0	1%	-	1%	1%
To Central or South America	2	2	0	0	1	1	0	2	0	0
	0	1%	-	-	1%	1%	-	3% HI	-	-
To Mexico	2	2	0	0	0	0	2	0	0	2
	0	1%	-	-	-	-	1%	-	-	1%
To another part of the world	14	11	4	1	2	5	7	1	1	7
	3%	3%	4%	2%	2%	3%	4%	1%	1%	3%
Don't know/Refused	47	40	7	11	7	19	10	10	19	12
	10%	10%	9%	25% DEF	7%	12% F	5%	15% I	13% I	6%

## Detailed Tables

*When visiting a foreign country, which of the following would most embarrass you ?*

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: Excludes respondents who never take vacation/pleasure trips												
Unweighted Base	945	128	94	66	357	229	71	263	378	283	434	511
Weighted Base	946	129	94*	66*	358	227	71*	285	369	273	455	491
Accidentally disrespecting a local custom	469	74	48	32	193	84	37	156	216	93	221	248
	50%	58%	51%	49%	54%	37%	52%	55%	58%	34%	49%	50%
Trying to communicate in a language you're unfamiliar with	241	15	25	15	79	84	23	72	77	86	120	121
	25%	12%	27%	22%	22%	37%	32%	25%	21%	31%	26%	25%
Dressing inappropriately	65	10	6	4	23	20	2	19	26	19	26	39
	7%	8%	6%	6%	7%	9%	3%	7%	7%	7%	6%	8%
Using hand-signals to communicate that you need to find a washroom	124	22	10	15	46	24	8	32	39	51	56	68
	13%	17%	11%	22%	13%	10%	11%	11%	11%	19%	12%	14%
Don't know/Refused	47	7	5	1	16	16	2	6	11	24	31	15
	5%	6%	5%	1%	5%	7%	2%	2%	3%	9%	7%	3%

*When visiting a foreign country, which of the following would most embarrass you ?*

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

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: Excludes respondents who never take vacation/pleasure trips										
Unweighted Base	945	746	199	110	200	332	298	203	290	329
Weighted Base	946	750	196	111	199	333	297	204	293	330
Accidentally disrespecting a local custom	469	382	87	26	82	184	174	78	153	177
	50%	51%	44%	23%	41%	55%	58%	38%	52%	54%
Trying to communicate in a language you're unfamiliar with	241	182	59	40	73	75	52	66	86	63
	25%	24%	30%	36%	37%	23%	17%	32%	29%	19%
Dressing inappropriately	65	51	15	11	11	16	26	15	12	32
	7%	7%	7%	10%	6%	5%	9%	7%	4%	10%
Using hand-signals to communicate that you need to find a washroom	124	100	24	25	24	48	27	31	35	41
	13%	13%	12%	22%	12%	14%	9%	15%	12%	12%
Don't know/Refused	47	35	11	10	9	10	18	14	6	16
	5%	5%	6%	9%	4%	3%	6%	7%	2%	5%

## Detailed Tables

Which of the following international delicacies would you most likely dare to try while on vacation ?

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	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: Excludes respondents who never take vacation/pleasure trips												
Unweighted Base	945	128	94	66	357	229	71	263	378	283	434	511
Weighted Base	946	129	94*	66*	358	227	71*	285	369	273	455	491
Haggis in Scotland	145 15%	24 19%	23 24%	3 5%	62 17%	18 8%	14 19%	42 15%	44 12%	57 21%	85 19%	60 12%
Sheep's brains in Morocco	58 6%	6 5%	7 8%	1 1%	19 5%	22 10%	3 5%	16 6%	28 8%	14 5%	39 9%	19 4%
Turtle fritters in the Cayman Islands	99 10%	18 14%	10 10%	7 10%	31 9%	28 12%	5 8%	24 8%	44 12%	30 11%	41 9%	58 12%
Alligator jambalaya in New Orleans	241 25%	45 35%	22 23%	16 25%	98 27%	44 19%	16 23%	92 32%	113 31%	31 11%	125 27%	116 24%
I wouldn't try any - get me to the nearest fast food restaurant	391 41%	35 27%	32 34%	38 57%	147 41%	109 48%	31 44%	111 39%	137 37%	134 49%	161 35%	231 47%
Don't know/Refused	12 1%	1 1%	1 1%	2 3%	2 1%	5 2%	1 2%	0 -	4 1%	7 3%	5 1%	8 2%

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

	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 who never take vacation/pleasure trips										
Unweighted Base	945	746	199	110	200	332	298	203	290	329
Weighted Base	946	750	196	111	199	333	297	204	293	330
Haggis in Scotland	145 15%	120 16%	25 12%	12 11%	16 8%	61 18%	54 18%	21 10%	46 16%	53 16%
Sheep's brains in Morocco	58 6%	51 7%	7 4%	3 3%	11 6%	21 6%	22 7%	14 7%	15 5%	24 7%
Turtle fritters in the Cayman Islands	99 10%	81 11%	18 9%	4 3%	31 15%	37 11%	27 9%	23 11%	35 12%	35 11%
Alligator jambalaya in New Orleans	241 25%	201 27%	40 20%	13 12%	37 19%	88 27%	101 34%	38 19%	72 25%	112 34%
I wouldn't try any - get me to the nearest fast food restaurant	391 41%	289 39%	102 52%	75 68%	102 51%	122 37%	90 30%	103 50%	121 41%	104 32%
Don't know/Refused	12 1%	8 1%	4 2%	3 3%	2 1%	3 1%	4 1%	5 2%	3 1%	2 1%

## Detailed Tables

*In the past two years, have you ever used or visited the Internet or a website to: 1) Get information about or research 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

		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: Excludes respondents who never take vacation/pleasure trips												
Unweighted Base	945	128	94	66	357	229	71	263	378	283	434	511
Weighted Base	946	129	94*	66*	358	227	71*	285	369	273	455	491
Yes	539 57%	77 60% C	62 66% CF	27 40%	216 60% CF	125 55% C	33 47%	189 66% I	237 64% I	105 39%	263 58%	276 56%
No	407 43%	52 40%	32 34%	39 60% ABDE	143 40%	103 45%	38 53% BD	96 34%	133 36%	167 61% GH	192 42%	215 44%

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		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: Excludes respondents who never take vacation/pleasure trips										
Unweighted Base	945	746	199	110	200	332	298	203	290	329
Weighted Base	946	750	196	111	199	333	297	204	293	330
Yes	539 57%	460 61% B	79 40%	25 22%	78 39% C	199 60% CD	237 80% CDE	63 31%	158 54% G	251 76% GH
No	407 43%	289 39%	117 60% A	86 78% DEF	122 61% EF	134 40% F	61 20%	141 69% HI	134 46% I	79 24%

## Detailed Tables

*In the past two years, have you ever used or visited the Internet or a website to: 2) Book or pay for vacation travel, flights, accommodations, packages, etc. ?*

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: Excludes respondents who never take vacation/pleasure trips												
Unweighted Base	945	128	94	66	357	229	71	263	378	283	434	511
Weighted Base	946	129	94*	66*	358	227	71*	285	369	273	455	491
Yes	322	50	43	12	130	69	18	109	147	63	162	160
	34%	39%	46%	19%	36%	30%	25%	38%	40%	23%	36%	33%
No	624	78	51	54	228	159	53	176	223	210	293	331
	66%	61%	54%	81%	64%	70%	75%	62%	60%	77%	64%	67%
				ABD		B	AB			GH		

*In the past two years, have you ever used or visited the Internet or a website to: 2) Book or pay for vacation travel, flights, accommodations, packages, etc. ?*

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

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: Excludes respondents who never take vacation/pleasure trips										
Unweighted Base	945	746	199	110	200	332	298	203	290	329
Weighted Base	946	750	196	111	199	333	297	204	293	330
Yes	322	282	41	11	36	105	169	33	77	177
	34%	38%	21%	10%	18%	32%	57%	16%	26%	53%
No	624	468	156	100	164	228	128	172	216	154
	66%	62%	79%	90%	82%	68%	43%	84%	74%	47%
			A	EF	EF	F		HI	I	