If given the chance, and no one's feelings would be hurt, would you swap the traditional 'home for the holidays' trip for a more exotic vacation?

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

* small base

				REG	SION				AGE		GEN	NDER
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		Α	В	С	D	Е	F	G	Н	I	J	K
Base: All Respondents												
Unweighted Base	1002	132	97	68	381	247	77	305	405	265	474	528
Weighted Base	1002	132	97*	68*	380	247	77*	294	389	294	484	518
Yes	525 52%	78 59%	52 54%	34 50%	190 50%	135 55%	35 45%	176 60% I	227 58% I	111 38%	280 58% K	245 47%
No	475 47%	54 41%	44 45%	33 49%	189 50%	112 45%	43 55%	117 40%	163 42%	182 62% GH	203 42%	272 53% J
Don't know/Refused	3	0	1	1	1	0	0	1	0	1	2	1
	0	-	1%	1%	0	-	-	0	-	0	0	0

If given the chance, and no one's feelings would be hurt, would you swap the traditional 'home for the holidays' trip for a more exotic vacation?

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

		REGIO	N TYPE		EDUC	CATION			INCOME	
	TOTAL	Urban	Rural	<hs< th=""><th>HS</th><th>Post sec</th><th>University</th><th><\$30K</th><th>\$30K-<\$60K</th><th>\$60K +</th></hs<>	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		Α	В	С	D	E	F	G	Н	1
Base: All Respondents										
Unweighted Base	1002	797	205	88	226	384	298	228	306	351
Weighted Base	1002	797	205	96*	226	380	294	234	307	346
Yes	525 52%	436 55% B	88 43%	42 44%	118 52%	206 54%	155 53%	118 51%	165 54%	198 57%
No	475 47%	358 45%	117 57% A	53 55%	107 48%	174 46%	138 47%	115 49%	142 46%	148 43%
Don't know/Refused	3	3	0	1	0	1	1	1	0	0
	0	0	-	1%	-	0	0	0	-	-



Of the following, who in your life would MOST deserve the gift of travel this holiday?

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

* small base

				REG	SION				AGE		GEN	NDER
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		Α	В	С	D	E	F	G	Н	ı	J	K
Base: All Respondents												
Unweighted Base	1002	132	97	68	381	247	77	305	405	265	474	528
Weighted Base	1002	132	97*	68*	380	247	77*	294	389	294	484	518
You and your spouse/partner	506 51%	62 46%	46 48%	39 58%	184 48%	128 52%	47 61%	113 39%	228 59% G	155 53% G	275 57% K	231 45%
Your parents	247 25%	44 33% CEF	32 33% EF	13 20%	93 25%	50 20%	14 18%	155 53% HI	84 22% I	6 2%	116 24%	131 25%
Your boss	8 1%	1 1%	1 1%	0 -	4 1%	3 1%	0 -	2 1%	5 1%	2 1%	4 1%	4 1%
Your kids	192 19%	19 15%	13 13%	12 17%	75 20%	57 23%	16 21%	14 5%	56 14% G	113 38% GH	63 13%	130 25% J
None of the above	48 5%	6 5%	5 5%	4 6%	22 6%	10 4%	1 1%	9 3%	18 5%	19 7% G	27 6%	21 4%
Don't know/Refused	1 0	0 -	0 -	0 -	1 0	0 -	0 -	1 0	0 -	0 -	0 -	1 0

Of the following, who in your life would MOST deserve the gift of travel this holiday ?

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

		REGIO	N TYPE		EDUC	CATION			INCOME	
	TOTAL	Urban	Rural	<hs< th=""><th>HS</th><th>Post sec</th><th>University</th><th><\$30K</th><th>\$30K-<\$60K</th><th>\$60K +</th></hs<>	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		Α	В	С	D	Е	F	G	Н	I
Base: All Respondents										
Unweighted Base	1002	797	205	88	226	384	298	228	306	351
Weighted Base	1002	797	205	96*	226	380	294	234	307	346
You and your spouse/partner	506	401	105	53	98	188	164	89	163	196
	51%	50%	51%	55%	44%	49%	56% D	38%	53% G	57% G
Your parents	247 25%	200 25%	46 22%	8 8%	68 30% C	100 26% C	70 24% C	66 28%	73 24%	92 27%
Your boss	8 1%	5 1%	3 1%	2 2% F	2 1%	4 1%	0 -	3 1%	3 1%	2 1%
Your kids	192 19%	148 19%	45 22%	27 28% F	44 20%	70 18%	50 17%	56 24% I	58 19%	48 14%
None of the above	48 5%	42 5%	6 3%	7 7%	12 6%	18 5%	9 3%	19 8% HI	11 4%	8 2%
Don't know/Refused	1 0	1 0	0 -	0 -	0 -	0 -	1 0	1 0	0 -	0 -



Will the recent strong performance of the Canadian dollar make you more likely to travel outside of Canada this December holiday season or in the new year?

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

* small base

				REG	SION				AGE		GEN	NDER
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		Α	В	С	D	E	F	G	Н	I	J	K
Base: All Respondents												
Unweighted Base	1002	132	97	68	381	247	77	305	405	265	474	528
Weighted Base	1002	132	97*	68*	380	247	77*	294	389	294	484	518
Yes	462 46%	60 46%	52 54% F	35 52% F	189 50% F	92 37%	33 43%	157 53%	183 47%	114 39%	226 47%	236 46%
No	537 54%	72 54%	44 45%	33 48%	189 50%	155 63% BCD	44 57%	137 46%	205 53%	179 61% GH	258 53%	279 54%
Don't know/Refused	3 0	0 -	1 1%	0 -	2 0	1 0	0 -	1 0	2 0	1 0	0 -	3 1%

Will the recent strong performance of the Canadian dollar make you more likely to travel outside of Canada this December holiday season or in the new year?

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

		REGIO	N TYPE		EDUC	CATION			INCOME	
	TOTAL	Urban	Rural	<hs< th=""><th>HS</th><th>Post sec</th><th>University</th><th><\$30K</th><th>\$30K-<\$60K</th><th>\$60K +</th></hs<>	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		Α	В	С	D	E	F	G	Н	I
Base: All Respondents										
Unweighted Base	1002	797	205	88	226	384	298	228	306	351
Weighted Base	1002	797	205	96*	226	380	294	234	307	346
Yes	462 46%	381 48%	80 39%	41 43%	112 50%	174 46%	132 45%	113 48%	142 46%	166 48%
		В								
No	537 54%	413 52%	124 61% A	55 57%	113 50%	204 54%	162 55%	121 52%	164 54%	180 52%
Don't know/Refused	3 0	3 0	0 -	0 -	1 0	2 1%	0 -	0 -	1 0	0



If you could create a dream vacation package, which one of the following would it be?

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

TOTAL											NDER
	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
	Α	В	С	D	E	F	G	Н	I	J	K
1002	132	97	68	381	247	77	305	405	265	474	528
1002	132	97*	68*	380	247	77*	294	389	294	484	518
291	41	23	14	122	74	16	79	111	94	146	144
29%	31%	24%	21%	32%	30%	21%	27%	29%	32%	30%	28%
150	21	12	12	69	28	8	37	47	62	61	89
15%	16%	13%	18%	18% E	11%	11%	12%	12%	21% GH	13%	17%
184	21	17	15	49	59	23	56	87	37	73	111
18%	16%	17%	22% D	13%	24% D	30% AD	19% I	22% I	13%	15%	21% J
74	6	4	4	34	22	5	28	21	25	45	30
7%	5%	4%	5%	9%	9%	7%	10% H	5%	9%	9% K	6%
268	40	39	19	90	59	21	87	114	61	142	126
27%	30%	40% DE	27%	24%	24%	28%	30% I	29% I	21%	29%	24%
32 3%	3 2%	2 2%	4 7%	14 4%	6 2%	3 4%	6 2%	8 2%	12 4%	15 3%	17 3%
2	1	1	0	1	0	0	0	1	2	2	1 0
	1002 291 29% 150 15% 184 18% 74 76 268 27% 32 3%	1002 132 291 41 29% 31% 150 21 15% 16% 184 21 18% 16% 74 6 7% 5% 268 40 27% 30% 32 3 3% 2% 2 1	1002 132 97* 291 41 23 29% 31% 24% 150 21 12 15% 16% 13% 184 21 17 18% 16% 17% 74 6 4 7% 5% 4% 268 40 39 27% 30% 40% DE 32 3 2 3% 2% 2% 2 1 1	1002 132 97* 68* 291 41 23 14 29% 31% 24% 21% 150 21 12 12 15% 16% 13% 18% 184 21 17 15 18% 16% 17% 22% D D 4 4 7% 5% 4% 5% 268 40 39 19 27% 30% 40% 27% DE 32 3 2 4 3% 2% 2% 7%	1002 132 97* 68* 380 291 41 23 14 122 29% 31% 24% 21% 32% 150 21 12 12 69 15% 16% 13% 18% 18% E 184 21 17 15 49 18% 16% 17% 22% 13% D 74 6 4 4 34 34 7% 5% 4% 5% 9% 9% 268 40 39 19 90 27% 24% 32 3 2 4 14 34 34 3% 2% 2% 7% 4%	1002 132 97* 68* 380 247 291 41 23 14 122 74 29% 31% 24% 21% 32% 30% 150 21 12 12 69 28 15% 16% 13% 18% 18% 11% E 184 21 17 15 49 59 18% 16% 17% 22% 13% 24% D D D D D 74 6 4 4 34 22 7% 5% 4% 5% 9% 9% 268 40 39 19 90 59 27% 30% 40% 27% 24% 24% 32 3 2 4 14 6 3% 2% 2% 7% 4% 2%	1002 132 97* 68* 380 247 77* 291 41 23 14 122 74 16 29% 31% 24% 21% 32% 30% 21% 150 21 12 12 69 28 8 15% 16% 13% 18% 18% 11% 11% 184 21 17 15 49 59 23 18% 16% 17% 22% 13% 24% 30% 74 6 4 4 34 22 5 7% 5% 4% 5% 9% 9% 7% 268 40 39 19 90 59 21 27% 30% 40% 27% 24% 24% 28% 32 3 2 4 14 6 3 3% 2% 2% 7% 4% </td <td>1002 132 97* 68* 380 247 77* 294 291 41 23 14 122 74 16 79 29% 31% 24% 21% 32% 30% 21% 27% 150 21 12 12 69 28 8 37 15% 16% 13% 18% 18% 11% 11% 12% 184 21 17 15 49 59 23 56 18% 16% 17% 22% 13% 24% 30% 19% 74 6 4 4 34 22 5 28 7% 5% 4% 5% 9% 9% 7% 10% 268 40 39 19 90 59 21 87 27% 30% 40% 27% 24% 24% 28% 30% B</td> <td>1002 132 97* 68* 380 247 77* 294 389 291 41 23 14 122 74 16 79 111 29% 31% 24% 21% 32% 30% 21% 27% 29% 150 21 12 12 69 28 8 37 47 15% 16% 13% 18% 18% 11% 11% 12% 12% 184 21 17 15 49 59 23 56 87 18% 16% 17% 22% 13% 24% 30% 19% 22% 1 74 6 4 4 34 22 5 28 21 7% 5% 4% 5% 9% 9% 7% 10% 5% 268 40 39 19 90 59 21 87 114 <</td> <td>1002 132 97* 68* 380 247 77* 294 389 294 291 41 23 14 122 74 16 79 111 94 29% 31% 24% 21% 32% 30% 21% 27% 29% 32% 150 21 12 12 69 28 8 37 47 62 15% 16% 13% 18% 18% 11% 11% 12% 12% 21% 184 21 17 15 49 59 23 56 87 37 18% 16% 17% 22% 13% 24% 30% 19% 22% 13% 18% 16% 17% 22% 13% 24% 30% 19% 22% 13% 74 6 4 4 34 22 5 28 21 25 7</td> <td>1002 132 97* 68* 380 247 77* 294 389 294 484 291 41 23 14 122 74 16 79 111 94 146 29% 31% 24% 21% 32% 30% 21% 27% 29% 32% 30% 150 21 12 12 69 28 8 37 47 62 61 15% 16% 13% 18% 18% 11% 11% 12% 12% 21% 13% 184 21 17 15 49 59 23 56 87 37 73 18% 16% 17% 22% 13% 24% 30% 19% 22% 13% 15% 74 6 4 4 34 22 5 28 21 25 45 7% 5% 4% 5%</td>	1002 132 97* 68* 380 247 77* 294 291 41 23 14 122 74 16 79 29% 31% 24% 21% 32% 30% 21% 27% 150 21 12 12 69 28 8 37 15% 16% 13% 18% 18% 11% 11% 12% 184 21 17 15 49 59 23 56 18% 16% 17% 22% 13% 24% 30% 19% 74 6 4 4 34 22 5 28 7% 5% 4% 5% 9% 9% 7% 10% 268 40 39 19 90 59 21 87 27% 30% 40% 27% 24% 24% 28% 30% B	1002 132 97* 68* 380 247 77* 294 389 291 41 23 14 122 74 16 79 111 29% 31% 24% 21% 32% 30% 21% 27% 29% 150 21 12 12 69 28 8 37 47 15% 16% 13% 18% 18% 11% 11% 12% 12% 184 21 17 15 49 59 23 56 87 18% 16% 17% 22% 13% 24% 30% 19% 22% 1 74 6 4 4 34 22 5 28 21 7% 5% 4% 5% 9% 9% 7% 10% 5% 268 40 39 19 90 59 21 87 114 <	1002 132 97* 68* 380 247 77* 294 389 294 291 41 23 14 122 74 16 79 111 94 29% 31% 24% 21% 32% 30% 21% 27% 29% 32% 150 21 12 12 69 28 8 37 47 62 15% 16% 13% 18% 18% 11% 11% 12% 12% 21% 184 21 17 15 49 59 23 56 87 37 18% 16% 17% 22% 13% 24% 30% 19% 22% 13% 18% 16% 17% 22% 13% 24% 30% 19% 22% 13% 74 6 4 4 34 22 5 28 21 25 7	1002 132 97* 68* 380 247 77* 294 389 294 484 291 41 23 14 122 74 16 79 111 94 146 29% 31% 24% 21% 32% 30% 21% 27% 29% 32% 30% 150 21 12 12 69 28 8 37 47 62 61 15% 16% 13% 18% 18% 11% 11% 12% 12% 21% 13% 184 21 17 15 49 59 23 56 87 37 73 18% 16% 17% 22% 13% 24% 30% 19% 22% 13% 15% 74 6 4 4 34 22 5 28 21 25 45 7% 5% 4% 5%



If you could create a dream vacation package, which one of the following would it be?

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

		REGIO	N TYPE		EDU	CATION			INCOME	
	TOTAL	Urban	Rural	<hs< th=""><th>HS</th><th>Post sec</th><th>University</th><th><\$30K</th><th>\$30K-<\$60K</th><th>\$60K +</th></hs<>	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		Α	В	С	D	E	F	G	Н	I
Base: All Respondents										
Unweighted Base	1002	797	205	88	226	384	298	228	306	351
Weighted Base	1002	797	205	96*	226	380	294	234	307	346
European luxury: A first-class flight to Paris a stay in a luxury hotel and a cruise on the Seine	291	249	41	21	41	104	121	50	84	120
	29%	31% B	20%	22%	18%	27% D	41% CDE	21%	27%	35% G
Classic Canadiana: A flight to Halifax, scenic road trip on the Cabot Trail with stops at quaint local lodges	150	114	36	11	37	50	51	36	54	36
	15%	14%	18%	11%	16%	13%	17%	16%	18% I	10%
amily Fun: A flight to Florida with your mily, a stay at the perfect hotel and tickets Disney World	184	129	55	23	49	72	38	58	61	53
	18%	16%	27% A	24% F	22% F	19% F	13%	25% I	20%	15%
High Roller Vacation: A flight to Vegas, stay at the Bellagio and a luxury sports car for the weekend	74	63	12	8	24	25	17	18	23	26
	7%	8%	6%	9%	11% F	6%	6%	8%	8%	8%
ropical Desires: A Caribbean vacation with ecluded beaches	268	217	52	25	64	120	58	61	78	103
	27%	27%	25%	26%	29% F	32% F	20%	26%	25%	30%
None of the above	32	24	8	6	8	9	8	10	6	8
	3%	3%	4%	7% E	4%	2%	3%	4%	2%	2%
Oon't know/Refused	2	2	1	1	1	0	1	1	0	0
	0	0	0	1%	0	-	0	0	-	-



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

				REC	SION				AGE		GEI	NDER
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		Α	В	С	D	E	F	G	Н	I	J	K
Base: All Respondents												
Unweighted Base	1002	132	97	68	381	247	77	305	405	265	474	528
Weighted Base	1002	132	97*	68*	380	247	77*	294	389	294	484	518
Within the province	140	7	6	9	45	67	5	43	62	33	70	70
·	14%	5%	6%	14% A	12% A	27% ABCDF	7%	14%	16%	11%	14%	14%
To another province(s) in Canada	128	24	15	14	53	8	14	39	47	39	70	58
	13%	18% E	15% E	20% F	14% E	3%	18% E	13%	12%	13%	14%	11%
To the United States	139	13	15	12	59	25	15	40	55	42	64	75
	14%	10%	15%	18%	15%	10%	19% E	13%	14%	14%	13%	14%
To a southern destination other than the U.S.	175	26	17	10	77	38	8	57	74	38	94	81
	17%	19%	17%	14%	20% F	15%	10%	20% I	19% 	13%	19%	16%
To another part of the world	117	22	15	4	44	24	7	55	34	27	60	58
	12%	16%	15%	7%	12%	10%	10%	19% HI	9%	9%	12%	11%
Not taking a vacation/pleasure trip this holiday season	295	41	27	19	98	84	26	59	114	113	122	173
•	29%	31%	28%	27%	26%	34% D	34%	20%	29% G	38% GH	25%	33% J
Don't know/Refused	8	0	2	0	3	1	1	2	3	3	4	3
	1%	-	2%	-	1%	0	2%	1%	1%	1%	1%	1%



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

		REGIO	N TYPE		EDUC	CATION			INCOME	
	TOTAL	Urban	Rural	<hs< th=""><th>HS</th><th>Post sec</th><th>University</th><th><\$30K</th><th>\$30K-<\$60K</th><th>\$60K +</th></hs<>	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		Α	В	С	D	E	F	G	Н	I
Base: All Respondents										
Unweighted Base	1002	797	205	88	226	384	298	228	306	351
Weighted Base	1002	797	205	96*	226	380	294	234	307	346
Within the province	140	111	29	10	27	62	41	32	40	53
	14%	14%	14%	11%	12%	16%	14%	14%	13%	15%
To another province(s) in Canada	128	95	33	14	26	44	43	29	40	45
	13%	12%	16%	15%	12%	11%	15%	13%	13%	13%
To the United States	139	104	34	14	34	57	33	32	39	58
	14%	13%	17%	14%	15%	15%	11%	14%	13%	17%
To a southern destination other than the U.S.	175	148	27	18	41	62	54	41	46	70
0.5.	17%	19%	13%	19%	18%	16%	18%	17%	15%	20%
To another part of the world	117	105	12	5	30	48	34	33	40	36
	12%	13% B	6%	5%	13% C	13% C	11%	14%	13%	10%
Not taking a vacation/pleasure trip this noliday season	295	227	68	34	67	105	87	64	102	82
,	29%	28%	33%	35%	30%	28%	29%	27%	33%	24%
Don't know/Refused	8	6	1	1	1	3	2	4	1	2
	1%	1%	1%	1%	0	1%	1%	2%	0	1%



In the past two years have you ever used the Internet To: 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

				REG	ION				AGE		GEN	NDER
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		Α	В	С	D	Е	F	G	Н	I	J	K
Base: All Respondents												
Unweighted Base	1002	132	97	68	381	247	77	305	405	265	474	528
Weighted Base	1002	132	97*	68*	380	247	77*	294	389	294	484	518
Yes	376 38%	68 51%	42 43%	17 24%	168 44%	52 21%	30 39%	124 42%	158 41%	86 29%	198 41%	178 34%
No	623 62%	CE 65 49%	CE 53 55%	51 76% ABD	CE 210 55%	196 79% ABDF	E 48 61%	169 58%	230 59%	207 70% GH	284 59%	338 65% J
Don't know/Refused	3 0	0 -	1 1%	0 -	2 0	0 -	0 -	0 -	1 0	1 0	2	1 0

In the past two years have you ever used the Internet To: 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

		REGION	N TYPE		EDUC	CATION		INCOME			
	TOTAL	Urban	Rural	<hs< th=""><th>HS</th><th>Post sec</th><th>University</th><th><\$30K</th><th>\$30K-<\$60K</th><th>\$60K +</th></hs<>	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +	
		A	В	С	D	Е	F	G	Н	I	
Base: All Respondents											
Unweighted Base	1002	797	205	88	226	384	298	228	306	351	
Weighted Base	1002	797	205	96*	226	380	294	234	307	346	
Yes	376 38%	319 40% B	58 28%	15 16%	58 26%	132 35% CD	170 58% CDE	48 20%	101 33% G	190 55% GH	
No	623 62%	475 60%	147 72% A	79 83% EF	168 74% EF	246 65% F	124 42%	185 79% HI	206 67% I	156 45%	
Don't know/Refused	3 0	3 0	0 -	1 1%	0 -	2 0	0 -	2 1%	0 -	0 -	

