

Detailed Tables

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/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	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	0 -	1 1%	1 1%	1 0	0 -	0 -	1 0	0 -	1 0	2 0	1 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/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: 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 0	3 0	0 -	1 1%	0 -	1 0	1 0	1 0	0 -	0 -

Detailed Tables

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

	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	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

* 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: 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 51%	401 50%	105 51%	53 55%	98 44%	188 49%	164 56% D	89 38%	163 53% G	196 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 -

Detailed Tables

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/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	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% E	35 52% E	189 50% E	92 37%	33 43%	157 53% I	183 47% I	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/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: 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% B	80 39%	41 43%	112 50%	174 46%	132 45%	113 48%	142 46%	166 48%
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 -

Detailed Tables

If you could create a dream vacation package, which one of the following 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	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
European luxury: A first-class flight to Paris a stay in a luxury hotel and a cruise on the Seine	291	41	23	14	122	74	16	79	111	94	146	144
	29%	31%	24%	21%	32%	30%	21%	27%	29%	32%	30%	28%
Classic Canadiana: A flight to Halifax, scenic road trip on the Cabot Trail with stops at quaint local lodges	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%
Family Fun: A flight to Florida with your family, a stay at the perfect hotel and tickets to Disney World	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
High Roller Vacation: A flight to Vegas, stay at the Bellagio and a luxury sports car for the weekend	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%
Tropical Desires: A Caribbean vacation with secluded beaches	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%
None of the above	32	3	2	4	14	6	3	6	8	12	15	17
	3%	2%	2%	7%	4%	2%	4%	2%	2%	4%	3%	3%
Don't know/Refused	2	1	1	0	1	0	0	0	1	2	2	1
	0	1%	1%	-	0	-	-	-	0	1%	0	0

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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

	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	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%
Family Fun: A flight to Florida with your family, a stay at the perfect hotel and tickets to 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%
Tropical Desires: A Caribbean vacation with secluded 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%
Don't know/Refused	2	2	1	1	1	0	1	1	0	0
	0	0	0	1%	0	-	0	0	-	-

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

	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	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 14%	7 5%	6 6%	9 14% A	45 12% A	67 27% ABCDEF	5 7%	43 14%	62 16%	33 11%	70 14%	70 14%
To another province(s) in Canada	128 13%	24 18% E	15 15% E	14 20% E	53 14% E	8 3%	14 18% E	39 13%	47 12%	39 13%	70 14%	58 11%
To the United States	139 14%	13 10%	15 15%	12 18%	59 15%	25 10%	15 19% E	40 13%	55 14%	42 14%	64 13%	75 14%
To a southern destination other than the U.S.	175 17%	26 19%	17 17%	10 14%	77 20% F	38 15%	8 10%	57 20% I	74 19% I	38 13%	94 19%	81 16%
To another part of the world	117 12%	22 16%	15 15%	4 7%	44 12%	24 10%	7 10%	55 19% HI	34 9%	27 9%	60 12%	58 11%
Not taking a vacation/pleasure trip this holiday season	295 29%	41 31%	27 28%	19 27%	98 26%	84 34% D	26 34%	59 20%	114 29% G	113 38% GH	122 25%	173 33% J
Don't know/Refused	8 1%	0 -	2 2%	0 -	3 1%	1 0	1 2%	2 1%	3 1%	3 1%	4 1%	3 1%

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

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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: 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 14%	111 14%	29 14%	10 11%	27 12%	62 16%	41 14%	32 14%	40 13%	53 15%
To another province(s) in Canada	128 13%	95 12%	33 16%	14 15%	26 12%	44 11%	43 15%	29 13%	40 13%	45 13%
To the United States	139 14%	104 13%	34 17%	14 14%	34 15%	57 15%	33 11%	32 14%	39 13%	58 17%
To a southern destination other than the U.S.	175 17%	148 19%	27 13%	18 19%	41 18%	62 16%	54 18%	41 17%	46 15%	70 20%
To another part of the world	117 12%	105 13% B	12 6%	5 5%	30 13% C	48 13% C	34 11%	33 14%	40 13%	36 10%
Not taking a vacation/pleasure trip this holiday season	295 29%	227 28%	68 33%	34 35%	67 30%	105 28%	87 29%	64 27%	102 33% I	82 24%
Don't know/Refused	8 1%	6 1%	1 1%	1 1%	1 0	3 1%	2 1%	4 2%	1 0	2 1%

Detailed Tables

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

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	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	68	42	17	168	52	30	124	158	86	198	178
	38%	51%	43%	24%	44%	21%	39%	42%	41%	29%	41%	34%
No	623	65	53	51	210	196	48	169	230	207	284	338
	62%	49%	55%	76%	55%	79%	61%	58%	59%	70%	59%	65%
Don't know/Refused	3	0	1	0	2	0	0	0	1	1	2	1
	0	-	1%	-	0	-	-	-	0	0	0	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/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

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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: 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	319	58	15	58	132	170	48	101	190
	38%	40%	28%	16%	26%	35%	58%	20%	33%	55%
No	623	475	147	79	168	246	124	185	206	156
	62%	60%	72%	83%	74%	65%	42%	79%	67%	45%
Don't know/Refused	3	3	0	1	0	2	0	2	0	0
	0	0	-	1%	-	0	-	1%	-	-