Detailed Tables

1. Are you planning on taking a trip this coming summer, that is the period from Victoria Day in May to Labour Day in September? A trip refers to a getaway other than a visit to the cottage or a stay with a relative.

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: All Respondents												
Unweighted Base	1000	139	96	67	385	237	76	248	445	293	465	535
Weighted Base	1000	139	96*	67*	385	237	76*	294	386	308	490	510
Yes	342	49	39	22	116	94	22	88	138	114	183	159
	34%	35%	40%	34%	30%	40%	29%	30%	36%	37%	37%	31%
						D						K
No	610	81	55	41	254	130	49	188	235	177	282	328
	61%	58%	57%	61%	66%	55%	64%	64%	61%	58%	58%	64%
					E							J
Don't know/Haven't decided yet	48	10	2	3	15	13	5	18	13	17	25	24
	5%	7%	3%	5%	4%	5%	7%	6%	3%	5%	5%	5%

1. Are you planning on taking a trip this coming summer, that is the period from Victoria Day in May to Labour Day in September? A trip refers to a getaway other than a visit to the cottage or a stay with a relative.

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	1000	789	211	96	204	331	350	204	245	380
Weighted Base	1000	789	211	99*	203	329	352	213	245	372
Yes	342	277	65	28	67	97	147	64	73	158
	34%	35%	31%	29%	33%	30%	42%	30%	30%	42%
							CDE			GH
No	610	471	140	64	130	217	185	138	161	198
	61%	60%	66%	65%	64%	66%	53%	65%	66%	53%
				F	F	F		I	I	
Don't know/Haven't decided yet	48	41	7	6	6	15	20	12	11	17
	5%	5%	3%	7%	3%	4%	6%	5%	5%	4%

Detailed Tables

2A. How many trips do you plan on taking?

Proportions/Means: 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 trip this coming summer												
Unweighted Base	345	50	41	23	117	92	22	77	158	108	176	169
Weighted Base	342	49*	39*	22**	116	94*	22**	88*	138	114	183	159
1 trip	188	27	18	9	78	44	11	60	72	55	93	96
	55%	56%	47%	42%	67% BE	47%	52%	68% HI	52%	48%	51%	60%
2 trips	94	16	14	8	24	26	6	16	46	33	61	34
	28%	33%	37% D	36%	21%	27%	29%	18%	33% G	29%	33% K	21%
3 trips	29	1	2	2	8	15	1	3	9	17	15	14
	8%	2%	6%	10%	7%	16% AD	4%	4%	6%	15% GH	8%	9%
4 trips	10	2	1	1	3	2	1	2	3	5	5	5
	3%	5%	2%	4%	2%	2%	6%	3%	2%	5%	3%	3%
5 trips	5	1	1	1	0	2	0	3	1	1	1	4
	1%	2%	2%	5%	-	2%	-	3%	1%	1%	1%	2%
6 trips	2	0	0	0	0	1	1	1	1	0	1	1
	1%	-	-	-	-	1%	5%	1%	1%	-	1%	1%
8 trips	3	0	1	1	0	1	0	1	1	1	1	2
	1%	-	3% D	3%	-	1%	-	2%	0	1%	1%	1%
10+ trips	6	0	0	0	3	3	1	2	5	0	4	3
	2%	-	-	-	2%	3%	5%	2%	3%	-	2%	2%
Don't know/Refused	4	1	1	0	1	1	0	0	2	2	3	1
	1%	2%	2%	-	1%	1%	-	-	1%	2%	2%	1%
STATISTICS												
Mean	1.90	1.60	1.90	2.08	1.74	2.14	2.23	1.82	2.02	1.83	1.88	1.93

2A. How many trips do you plan on taking?

_____

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

	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: Planning on taking a trip this coming summer										
Unweighted Base	345	279	66	27	66	101	148	60	76	164
Weighted Base	342	277	65*	28**	67*	97*	147	64*	73*	158
1 trip	188 55%	157 57%	31 48%	12 44%	46 68% E	49 50%	80 55%	38 59%	42 57%	84 53%
2 trips	94 28%	74 27%	20 31%	3 12%	13 19%	34 35% D	44 30%	12 19%	17 23%	54 34% G
3 trips	29 8%	24 9%	5 7%	6 23%	4 6%	6 7%	12 8%	5 8%	6 8%	10 6%
4 trips	10 3%	8 3%	2 4%	1 3%	1 2%	5 5%	3 2%	3 5%	2 2%	4 3%
5 trips	5 1%	3 1%	2 3%	0 -	2 3%	1 1%	2 1%	1 2%	2 3%	2 1%
6 trips	2 1%	1 0	1 2%	0 -	0 -	1 1%	1 1%	1 2%	1 1%	0 -
8 trips	3 1%	3 1%	0 -	1 4%	0 -	0 -	2 1%	1 2%	1 1%	1 1%
10+ trips	6 2%	3 1%	4 6% A	2 7%	1 1%	1 1%	2 1%	1 2%	2 3%	3 2%
Don't know/Refused	4 1%	4 1%	0 -	2 7%	0 -	0 -	2 1%	2 3% I	1 1%	0 -
STATISTICS										
Mean	1.90	1.76	2.48 A	2.67	1.61	1.83	1.82	1.93	1.95	1.81

2B. And, where do you plan to travel to?
_____

Proportions/Means: 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

		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
ALL MENTIONS												
Base: Planning on taking a trip this coming summer												
Unweighted Base	345	50	41	23	117	92	22	77	158	108	176	169
Weighted Base	342	49*	39*	22**	116	94*	22**	88*	138	114	183	159
CANADA (NET)	230 67%	34 70%	23 59%	14 64%	68 59%	75 79% BD	16 72%	54 61%	88 64%	87 76% GH	120 66%	110 69%
- Another Canadian province(s)	125 37%	19 38%	20 52% DE	10 47%	38 33%	25 27%	12 55%	29 33%	49 36%	46 41%	67 37%	58 37%
- In province	114 33%	17 35% B	3 9%	4 17%	32 28%	51 54% B	6 28% ABD	28 31%	41 30%	45 39%	57 31%	56 35%
OTHER & EUROPE (NET)	69 20%	11 23%	9 24%	3 13%	28 24%	14 15%	3 14%	18 20%	29 21%	21 18%	38 21%	31 20%
OTHER (NET)	51 15%	8 17%	9 24%	3 13%	19 16%	10 10%	2 10%	13 15%	20 15%	17 15%	30 17%	21 13%
+ Mexico	8 2%	1 3%	2 4%	0 -	3 3%	2 2%	0 -	5 5%	2 2%	1 1%	4 2%	4 3%
+ South America	2 1%	0 -	0 -	0 -	2 2%	0 -	0 -	1 2%	0 -	1 1%	2 1%	0 -
+ Australia/ New Zealand	2 1%	0 -	0 -	2 9%	0 -	0 -	0 -	2 2%	0 -	0 -	0 -	2 1%
+ Asia	2 1%	0 -	1 2%	0 -	0 -	1 1%	0 -	0 -	2 1%	0 -	2 1%	0 -
+ Other	37 11%	7 14%	7 17%	1 4%	13 11%	7 8%	2 10%	5 6%	16 12%	15 13%	22 12%	15 9%
EUROPE (NET)	19 6%	3 6%	0 -	0 -	9 8%	6 6%	1 4%	6 7%	9 6%	4 3%	8 5%	10 7%
+ Europe	13 4%	3 6%	0 -	0 -	8 7% E	1 1%	1 4%	4 5%	7 5%	2 2%	7 4%	7 4%
+ France	6 2%	0 -	0 -	0 -	1 1%	5 5%	0 -	2 2%	2 1%	2 2%	2 1%	4 2%

2B. And, where do you plan to travel to?

_____

Proportions/Means: 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

		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
UNITED STATES (NET)	**55** **16%**	**5** **10%**	**8** **20%**	**5** **24%**	**21** **18%**	**13** **14%**	**4** **19%**	**11** **13%**	**31** **22%** **I**	**13** **12%**	**30** **17%**	**25** **16%**
- United States	49 14%	5 10%	8 20%	5 24%	15 13%	13 14%	3 14%	7 8%	30 22% GI	11 10%	27 15%	22 14%
- Florida	7 2%	0 -	0 -	0 -	6 5% E	0 -	1 5%	4 4%	1 1%	2 2%	3 2%	3 2%
Don't know/Refused	15 4%	3 7%	2 6%	1 7%	5 4%	2 2%	1 4%	10 11% HI	5 4% I	0 -	11 6%	4 3%

2B. And, where do you plan to travel to?

_____

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

	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
ALL MENTIONS										
Base: Planning on taking a trip this coming summer										
Unweighted Base	345	279	66	27	66	101	148	60	76	164
Weighted Base	342	277	65*	28**	67*	97*	147	64*	73*	158
CANADA (NET)	**230** **67%**	**175** **63%**	**55** **85%** **A**	**26** **93%**	**41** **61%**	**75** **77%** **DF**	**87** **59%**	**51** **80%** **I**	**51** **69%**	**99** **63%**
- Another Canadian province(s)	125 37%	92 33%	33 51% A	10 36%	22 33%	37 38%	54 37%	25 39%	22 30%	61 39%
- In province	114 33%	88 32%	25 39%	16 57%	20 30%	41 42% F	36 25%	29 45% I	28 39%	42 27%
OTHER & EUROPE (NET)	**69** **20%**	**63** **23%** **B**	**6** **9%**	**1** **4%**	**15** **22%**	**15** **15%**	**37** **25%**	**7** **11%**	**11** **15%**	**38** **24%** **G**
OTHER (NET)	**51** **15%**	**46** **17%**	**5** **7%**	**1** **4%**	**9** **14%**	**11** **11%**	**29** **20%**	**4** **6%**	**8** **12%**	**28** **18%** **G**
+ Mexico	8 2%	8 3%	0 -	0 -	2 2%	2 3%	4 3%	1 1%	1 1%	6 4%
+ South America	2 1%	2 1%	0 -	0 -	1 2%	0 -	1 1%	0 -	0 -	1 1%
+ Australia/ New Zealand	2 1%	2 1%	0 -	0 -	0 -	0 -	2 1%	0 -	0 -	0 -
+ Asia	2 1%	2 1%	0 -	0 -	0 -	0 -	2 1%	0 -	0 -	2 1%
+ Other	37 11%	32 12%	5 7%	1 4%	6 9%	8 9%	20 14%	3 5%	8 10%	19 12%
EUROPE (NET)	**19** **6%**	**18** **6%**	**1** **1%**	**0** **-**	**7** **10%**	**4** **4%**	**8** **5%**	**4** **7%**	**3** **4%**	**10** **6%**
+ Europe	13 4%	12 4%	1 1%	0 -	6 8% E	1 1%	6 4%	2 4%	2 2%	7 5%
+ France	6 2%	6 2%	0 -	0 -	1 2%	3 3%	2 1%	2 3%	1 1%	3 2%

2B. And, where do you plan to travel to?

_____

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	Urban	Rural	<HS	HS	Post sec	University	<$30K	$30K-<$60K	$60K +
		A	B	C	D	E	F	G	H	I
UNITED STATES (NET)	**55** **16%**	**48** **17%**	**8** **12%**	**2** **6%**	**12** **17%**	**15** **15%**	**27** **18%**	**5** **7%**	**15** **20%** **G**	**31** **20%** **G**
- United States	49 14%	41 15%	8 12%	2 6%	12 17%	12 12%	24 16%	5 7%	13 17%	26 17%
- Florida	7 2%	7 2%	0 -	0 -	0 -	3 3%	3 2%	0 -	2 3%	5 3%
Don't know/Refused	15 4%	15 5%	0 -	0 -	4 6%	2 2%	9 6%	3 5%	2 3%	7 5%

3. Which of the following statements best describes your travel plans for summer 2006? Again, a trip refers to a getaway other than a visit to the cottage or a stay with a relative.

_____

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	1000	139	96	67	385	237	76	248	445	293	465	535
Weighted Base	1000	139	96*	67*	385	237	76*	294	386	308	490	510
I plan to take more trips this summer than I took last summer	247 25%	33 24%	26 27%	16 24%	100 26%	54 23%	18 24%	96 33% HI	91 24%	58 19%	127 26%	120 24%
I plan to take less trips this summer than I took last summer	451 45%	57 41%	41 43%	31 46%	173 45%	110 46%	38 50%	137 47%	185 48%	125 40%	219 45%	232 45%
I plan to take about the same amount of trips this summer as I took last summer	260 26%	40 29%	27 28%	19 28%	98 25%	58 24%	19 25%	48 16%	102 26% G	105 34% GH	129 26%	131 26%
Don't know/Refused	42 4%	9 6%	2 2%	1 2%	14 4%	16 7%	1 1%	13 4%	8 2%	20 6% H	15 3%	27 5%

Detailed Tables

3. Which of the following statements best describes your travel plans for summer 2006? Again, a trip refers to a getaway other than a visit to the cottage or a stay with a relative.

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	1000	789	211	96	204	331	350	204	245	380
Weighted Base	1000	789	211	99*	203	329	352	213	245	372
I plan to take more trips this summer than I took last summer	247	196	51	17	37	88	103	44	70	100
	25%	25%	24%	18%	18%	27% D	29% CD	21%	28%	27%
I plan to take less trips this summer than I took last summer	451	349	102	53	101	154	138	109	113	165
	45%	44%	48%	53% F	50% F	47%	39%	51%	46%	44%
I plan to take about the same amount of trips this summer as I took last summer	260	208	53	20	57	75	100	44	55	101
	26%	26%	25%	21%	28%	23%	29%	21%	23%	27%
Don't know/Refused	42	36	5	9	8	12	11	16	8	6
	4%	5%	3%	9% EF	4%	4%	3%	7% HI	3%	2%

3. Which of the following statements best describes your travel plans for summer 2006? Again, a trip refers to a getaway other than a visit to the cottage or a stay with a relative.

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

	TOTAL	PLANNING A SUMMER TRIP	
		Yes	No/Haven't decided yet
		A	B
Unweighted Base	1000	345	655
Weighted Base	1000	342	658
I plan to take more trips this summer than I took last summer	247	141	106
	25%	41% B	16%
I plan to take less trips this summer than I took last summer	451	76	374
	45%	22%	57% A
I plan to take about the same amount of trips this summer as I took last summer	260	122	138
	26%	36% B	21%
Don't know/Refused	42	2	40
	4%	1%	6% A

4. The average tax refund Canadians received in 2005 was $1,100. Now, I'd like you to imagine that you were to receive a refund of $1,100. How likely would you be to put all or some of this money towards a vacation or weekend getaway this summer?

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: All Respondents												
Unweighted Base	1000	139	96	67	385	237	76	248	445	293	465	535
Weighted Base	1000	139	96*	67*	385	237	76*	294	386	308	490	510
Very likely	174	17	15	14	69	43	16	42	67	63	95	79
	17%	12%	16%	21%	18%	18%	21%	14%	17%	20%	19%	16%
Somewhat likely	195	33	17	14	71	44	16	74	66	54	93	102
	20%	24%	18%	21%	18%	19%	21%	25% HI	17%	18%	19%	20%
Not very likely	193	29	18	17	78	35	16	63	64	63	93	100
	19%	21%	19%	25%	20%	15%	21%	22%	17%	20%	19%	20%
Not at all likely	430	60	46	22	163	111	28	114	185	124	206	224
	43%	43%	48%	33%	42%	47%	37%	39%	48% GI	40%	42%	44%
Don't know/Refused	8	1	0	0	4	3	0	1	3	4	3	5
	1%	1%	-	-	1%	1%	-	0	1%	1%	1%	1%
TOPBOX & LOWBOX SUMMARY												
Likely (Top2Box)	369	50	32	28	139	88	32	116	134	117	188	182
	37%	36%	34%	41%	36%	37%	43%	39%	35%	38%	38%	36%
Not likely (Low2Box)	622	88	64	39	242	146	44	177	249	187	299	324
	62%	63%	66%	59%	63%	62%	57%	60%	65%	61%	61%	63%

Detailed Tables

4. The average tax refund Canadians received in 2005 was $1,100. Now, I'd like you to imagine that you were to receive a refund of $1,100. How likely would you be to put all or some of this money towards a vacation or weekend getaway this summer?

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	1000	789	211	96	204	331	350	204	245	380
Weighted Base	1000	789	211	99*	203	329	352	213	245	372
Very likely	174	135	39	19	37	53	61	49	39	57
	17%	17%	19%	19%	18%	16%	17%	23% I	16%	15%
Somewhat likely	195	158	38	21	35	67	73	44	37	78
	20%	20%	18%	21%	17%	20%	21%	21%	15%	21%
Not very likely	193	150	42	18	42	53	76	35	53	75
	19%	19%	20%	18%	21%	16%	22%	17%	21%	20%
Not at all likely	430	339	91	40	86	154	141	82	114	160
	43%	43%	43%	41%	42%	47%	40%	39%	47%	43%
Don't know/Refused	8	7	1	1	4	2	2	1	2	2
	1%	1%	0	1%	2%	1%	1%	1%	1%	1%
TOPBOX & LOWBOX SUMMARY										
Likely (Top2Box)	369	292	77	40	71	120	133	94	77	135
	37%	37%	36%	40%	35%	36%	38%	44% H	31%	36%
Not likely (Low2Box)	622	489	134	58	128	207	217	118	167	235
	62%	62%	63%	59%	63%	63%	62%	55%	68% G	63%

4. The average tax refund Canadians received in 2005 was $1,100. Now, I'd like you to imagine that you were to receive a refund of $1,100. How likely would you be to put all or some of this money towards a vacation or weekend getaway this summer?

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

	TOTAL	PLANNING A SUMMER TRIP	
		Yes	No/Haven't decided yet
		A	B
Unweighted Base	1000	345	655
Weighted Base	1000	342	658
Very likely	174 17%	105 31% B	68 10%
Somewhat likely	195 20%	82 24% B	114 17%
Not very likely	193 19%	65 19%	128 19%
Not at all likely	430 43%	84 25%	345 52% A
Don't know/Refused	8 1%	5 2%	3 0
Likely (Top2Box)	369 37%	187 55% B	182 28%
Not likely (Low2Box)	622 62%	149 44%	473 72% A

5. How appealing would you find a 3-4 day 'City Break' to a major city like Chicago or Vancouver as a vacation option?
_____

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: All Respondents												
Unweighted Base	1000	139	96	67	385	237	76	248	445	293	465	535
Weighted Base	1000	139	96*	67*	385	237	76*	294	386	308	490	510
Very appealing	212	28	15	15	71	56	28	64	77	65	107	104
	21%	20%	15%	22%	18%	24%	37%	22%	20%	21%	22%	20%
							ABDE					
Somewhat appealing	294	38	33	23	125	56	18	104	115	72	140	154
	29%	27%	35%	35%	33%	24%	23%	35%	30%	23%	29%	30%
					E			I	I			
Not very appealing	162	27	12	11	69	31	10	61	60	40	77	85
	16%	20%	13%	17%	18%	13%	14%	21%	16%	13%	16%	17%
								I				
Not at all appealing	327	45	36	17	119	91	19	62	131	129	164	163
	33%	32%	37%	26%	31%	38%	25%	21%	34%	42%	34%	32%
						F			G	GH		
Don't know/Refused	6	2	0	0	1	2	1	3	2	1	1	4
	1%	1%	-	-	0	1%	1%	1%	0	0	0	1%
TOPBOX & LOWBOX SUMMARY												
Appealing (Top2Box)	505	65	48	38	197	112	45	168	193	137	247	258
	51%	47%	50%	57%	51%	47%	60%	57%	50%	44%	50%	51%
								I				
Not appealing (Low2Box)	489	73	48	29	187	123	29	123	191	170	241	248
	49%	52%	50%	43%	49%	52%	39%	42%	50%	55%	49%	49%
										G		

Detailed Tables

5. How appealing would you find a 3-4 day 'City Break' to a major city like Chicago or Vancouver as a vacation option?

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	1000	789	211	96	204	331	350	204	245	380
Weighted Base	1000	789	211	99*	203	329	352	213	245	372
Very appealing	212 / 21%	170 / 22%	42 / 20%	16 / 16%	40 / 19%	77 / 23%	73 / 21%	45 / 21%	51 / 21%	80 / 22%
Somewhat appealing	294 / 29%	249 / 32% B	45 / 21%	18 / 18%	56 / 28%	89 / 27%	126 / 36% CE	52 / 25%	69 / 28%	126 / 34% G
Not very appealing	162 / 16%	127 / 16%	34 / 16%	13 / 13%	33 / 16%	53 / 16%	61 / 17%	28 / 13%	38 / 16%	66 / 18%
Not at all appealing	327 / 33%	238 / 30%	89 / 42% A	50 / 51% DEF	74 / 37% F	108 / 33% F	89 / 25%	85 / 40% I	87 / 35% I	99 / 27%
Don't know/Refused	6 / 1%	4 / 1%	1 / 1%	2 / 2%	0 / -	1 / 0	2 / 1%	3 / 1% I	0 / -	0 / -
TOPBOX & LOWBOX SUMMARY										
Appealing (Top2Box)	505 / 51%	419 / 53% B	87 / 41%	34 / 35%	96 / 47% C	165 / 50% C	199 / 57% CD	97 / 45%	120 / 49%	206 / 55% G
Not appealing (Low2Box)	489 / 49%	365 / 46%	123 / 58% A	63 / 63% EF	107 / 53% F	162 / 49%	150 / 43%	113 / 53%	125 / 51%	166 / 45%

5. How appealing would you find a 3-4 day 'City Break' to a major city like Chicago or Vancouver as a vacation option?

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

	TOTAL	PLANNING A SUMMER TRIP	
		Yes	No/Haven't decided yet
		A	B
Unweighted Base	1000	345	655
Weighted Base	1000	342	658
Very appealing	212 21%	89 26% B	123 19%
Somewhat appealing	294 29%	111 33%	183 28%
Not very appealing	162 16%	59 17%	103 16%
Not at all appealing	327 33%	82 24%	245 37% A
Don't know/Refused	6 1%	0 -	6 1%
Appealing (Top2Box)	505 51%	200 59% B	305 46%
Not appealing (Low2Box)	489 49%	141 41%	347 53% A

6. Did you take a City Break to a major city last summer?

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: All Respondents												
Unweighted Base	1000	139	96	67	385	237	76	248	445	293	465	535
Weighted Base	1000	139	96*	67*	385	237	76*	294	386	308	490	510
Yes	310 31%	41 29%	27 28%	27 41% D	103 27%	87 37% D	25 33%	89 30%	118 30%	102 33%	169 35% K	141 28%
No	689 69%	98 70%	69 72%	39 59%	282 73% CE	151 63%	51 67%	205 70%	268 70%	205 67%	320 65%	369 72% J
Don't know/Refused	1 0	1 1%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 0	1 0	0 -

6. Did you take a City Break to a major city last summer?

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	1000	789	211	96	204	331	350	204	245	380
Weighted Base	1000	789	211	99*	203	329	352	213	245	372
Yes	310	252	57	26	49	86	147	55	64	151
	31%	32%	27%	26%	24%	26%	42%	26%	26%	41%
							CDE			GH
No	689	535	154	73	153	241	205	157	181	221
	69%	68%	73%	74%	76%	73%	58%	74%	74%	59%
				F	F	F		I	I	
Don't know/Refused	1	1	0	0	0	1	0	1	0	0
	0	0	-	-	-	0	-	0	-	-

6. Did you take a City Break to a major city last summer?

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

		PLANNING A SUMMER TRIP	
	TOTAL	Yes	No/Haven't decided yet
		A	B
Unweighted Base	1000	345	655
Weighted Base	1000	342	658
Yes	310	154	155
	31%	45%	24%
		B	
No	689	187	502
	69%	55%	76%
			A
Don't know/Refused	1	0	1
	0	-	0