

EXPEDIA: WINTER TRAVEL

1. If you are planning a vacation or pleasure trip this 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	1000	131	104	65	380	250	70	232	409	347	491	509
Weighted Base	1000	132	102*	65*	383	244	74*	279	383	324	484	516
To the United States	187 19%	26 20%	17 17%	10 15%	89 23% E	35 14%	10 14%	57 20%	60 16%	69 21%	96 20%	91 18%
Within the province	147 15%	14 10%	19 18% C	3 4%	46 12%	52 21% ACD	14 19% C	48 17%	59 15%	38 12%	72 15%	74 14%
To a southern destination other than the U.S.	132 13%	11 8%	8 8%	10 16%	53 14%	46 19% ABF	4 5%	52 18% I	53 14% I	27 8%	61 13%	71 14%
To another part of the world	128 13%	25 19% F	14 13%	6 9%	48 12%	32 13%	4 5%	39 14%	50 13%	37 11%	76 16% K	52 10%
To another province(s) in Canada	109 11%	20 15% DE	16 15% DE	16 24% DE	24 6%	16 7%	18 24% DE	24 9%	45 12%	35 11%	47 10%	62 12%
Not taking a vacation / pleasure trip this holiday season	281 28%	35 26%	28 27%	17 26%	120 31%	59 24%	23 31%	54 19%	113 30% G	109 34% G	120 25%	161 31%
Don't know/Refused	17 2%	1 1%	0 0	4 6% BD	4 1%	5 2%	2 3%	6 2%	3 1%	8 2%	11 2%	5 1%

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5. Do you currently have a passport?

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	1000	131	104	65	380	250	70	232	409	347	491	509
Weighted Base	1000	132	102*	65*	383	244	74*	279	383	324	484	516
Yes	569 57%	77 58%	68 67% CEF	29 45%	244 64% CEF	115 47%	36 49%	145 52%	213 56%	200 62% G	291 60%	278 54%
No	427 43%	54 41%	33 32%	36 55% BD	138 36%	129 53% ABD	38 51% BD	134 48% I	168 44%	123 38%	191 40%	236 46%
Don't know/Refused	4 0	2 1%	1 1%	0 -	1 0	0 -	0 -	0 -	1 0	1 0	2 0	2 0

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6. As you may know, in 2007 it became mandatory that Canadians flying into the United States had to present a passport for Identification. With this in mind, which of the following statements best describes your intention to obtain a passport?

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: Currently don't have a passport												
Unweighted Base	367	43	34	31	113	113	33	96	150	119	166	201
Weighted Base	427	54*	33**	36**	138*	129*	38**	134*	168	123	191	236
PLAN TO OBTAIN A PASSPORT (NET)	176 41%	22 42%	18 54%	15 43%	68 49% E	45 35%	8 21%	62 47%	68 41%	44 36%	89 47%	87 37%
I plan to obtain a passport for myself in order to travel this winter	162 38%	19 35%	17 52%	12 33%	63 46%	43 34%	7 19%	57 43%	62 37%	42 34%	85 44% K	77 33%
I plan to obtain a passport for a member of my family in order to travel this winter	14 3%	4 7%	0 1%	4 10%	5 3%	1 1%	0 1%	5 4%	6 4%	3 2%	4 2%	10 4%
DON'T PLAN OBTAIN A PASSPORT (NET)	224 52%	30 56%	14 41%	15 41%	65 47%	72 56%	28 75%	67 50%	86 51%	69 57%	90 47%	134 57%
I don't plan to obtain a passport in the immediate future, but I still plan on taking a vacation	112 26%	18 34%	9 27%	6 18%	30 22%	35 27%	13 34%	42 31%	46 27%	24 20%	39 20%	73 31% J
I don't plan to obtain a passport at all	112 26%	12 22%	5 14%	8 23%	35 25%	38 29%	15 41%	25 18%	40 24%	45 37% GH	51 27%	61 26%
I'm not able to obtain a passport	20 5%	0 -	0 1%	3 8%	5 4%	11 9%	0 -	5 4%	9 5%	6 5%	9 5%	10 4%
Don't know/Refused	8 2%	2 3%	1 4%	3 8%	0 -	0 0	2 4%	0 -	5 3%	3 2%	3 2%	5 2%

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7. As you may know, the Canadian Dollar has been strengthening and it is now worth more than the US Dollar. 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, that is, between January and March 2008?

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	1000	131	104	65	380	250	70	232	409	347	491	509
Weighted Base	1000	132	102*	65*	383	244	74*	279	383	324	484	516
Much more likely	198 20%	32 24% E	26 25% CE	7 11%	90 24% CE	23 9%	19 26% E	70 25% I	75 20%	53 16%	97 20%	101 20%
Somewhat more likely	186 19%	21 16%	17 17%	12 18%	85 22% F	43 18%	7 10%	62 22% I	79 21% I	45 14%	92 19%	94 18%
No difference	611 61%	79 60%	59 58%	44 68% D	205 53%	177 72% ABD	47 64%	147 53%	226 59%	224 69% GH	292 60%	319 62%
Don't know/Refused	5 1%	0 -	0 -	1 2%	3 1%	1 0	0 -	0 -	3 1%	2 1%	4 1%	1 0

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8. Still thinking of the strong performance of the dollar, which of the following types of trips outside of Canada would be most appealing to you?

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	1000	131	104	65	380	250	70	232	409	347	491	509
Weighted Base	1000	132	102*	65*	383	244	74*	279	383	324	484	516
A fun in the sun trip to somewhere tropical	395 39%	49 37%	50 49% C	20 30%	158 41%	92 38%	26 35%	121 43%	158 41%	114 35%	213 44% K	182 35%
A sightseeing trip, traveling across Europe	270 27%	29 22%	17 17%	21 32% B	96 25%	94 38% ABDF	13 18%	74 26%	105 27%	85 26%	111 23% J	159 31%
A trip to New York to take advantage of cheaper shopping and lower sales tax across the border	137 14%	19 14%	14 14%	9 14%	71 18% E	17 7%	7 9%	50 18% I	57 15% I	29 9%	64 13%	74 14%
A trip to Vegas to see some shows and gamble	108 11%	19 14%	8 8%	6 9%	37 10%	30 12%	8 10%	28 10%	32 8%	46 14% H	54 11%	54 10%
None	88 9%	15 12% DE	12 12% DE	9 14% DE	21 5%	10 4%	20 27% ABDE	6 2%	30 8% G	50 15% GH	41 8%	48 9%
Don't know/Refused	2 0	2 1%	0 0	0 -	0 0	0 -	0 -	0 0	0 0	0 -	2 0	0 -