

# EXPEDIA: WINTER TRAVEL

3. If you are planning a vacation or pleasure trip anytime in the New Year, that is, in January, February or March of 2008, 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	213 21%	27 21%	27 27% E	13 20%	94 25% E	35 14%	17 22%	49 17%	75 20%	89 27% GH	106 22%	108 21%
To another part of the world	178 18%	34 26% BCF	14 14%	7 11%	65 17%	52 21% F	6 8%	55 20%	63 17%	55 17%	94 19%	83 16%
To a southern destination other than the U.S.	174 17%	13 10%	9 9%	12 19%	80 21% AB	47 19% AB	12 17%	61 22% I	66 17%	46 14%	85 17%	89 17%
To another province(s) in Canada	84 8%	13 10%	16 16% DE	11 17% DE	22 6%	14 6%	9 12%	24 8%	39 10%	20 6%	34 7%	50 10%
Within the province	82 8%	10 7%	8 8%	3 4%	15 4%	38 15% ACD	8 11% D	26 9%	35 9%	19 6%	45 9%	37 7%
Not taking a vacation/pleasure trip in Winter 2008	215 21%	28 21%	21 21%	11 16%	83 22%	57 23%	16 22%	47 17%	88 23%	77 24%	91 19%	124 24%
I plan to make a decision about winter travel closer to the new year	27 3%	4 3%	4 4% E	3 4% E	12 3% E	1 0 E	3 4% E	10 3%	9 2%	9 3%	13 3%	15 3%
Don't know/Refused	27 3%	4 3%	3 3%	5 7% E	11 3%	1 0 E	3 5% E	8 3%	7 2%	10 3%	17 3%	10 2%

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4. As you may know, some Canadian provinces offer a Family Day or other mid-winter holiday Monday in February. Which of the following are you most likely to do over the Family Day Holiday in February?

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	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
Stay home and relax	595 59%	79 60%	66 65%	45 70%	255 67%	107 44%	42 57%	137 49%	225 59%	225 70%	282 58%	312 61%
Take a short getaway over the long weekend	319	40	32	14	97	117	19	112	138	66	158	161
	32%	30%	31%	21%	25%	48% ABCD	26%	40% I	36% I	20%	33%	31%
Take a major trip away from home	71	11	2	6	25	17	11	27	17	25	32	38
	7%	8%	2%	9% B	6%	7%	15% BD	10% H	5%	8%	7%	7%
Don't know/Refused	16	3	2	0	6	3	2	3	2	7	11	4
	2%	2%	2%	-	2%	1%	2%	1%	1%	2%	2%	1%