

Vacation 2008

XG3. Are you planning a 2008 summer vacation?

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

* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1030	438	592	208	437	385	81	345	482	122
Weighted	1030	499	531	287	409	334	92*	376	404	159
Yes	543 53%	262 53%	281 53%	153 53%	221 54%	169 51%	37 40%	198 53%	213 53%	95 60%
No	345 34%	176 35%	169 32%	95 33%	130 32%	120 36%	40 44%	126 33%	132 33%	47 30%
(Dk/Ns)	142 14%	61 12%	81 15%	39 14%	58 14%	45 13%	15 16%	52 14%	59 15%	16 10%

Detailed tables

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XG4. Why aren't you taking a summer vacation this year?

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

* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Not planning a summer vacation in 2008	344	156	188	67	136	141	36	115	158	35
Weighted	345	176	169	95*	130	120	40*	126	132	47*
Gas prices	56 16%	28 16%	29 17%	15 16%	17 13%	24 20%	6 14%	31 24% HI	16 12%	4 8%
Just can't afford it this year	111 32%	49 28%	63 37%	32 33%	49 38% E	31 25%	17 42%	37 29%	43 33%	14 30%
The uncertain economy	5 1%	3 2%	1 1%	0 -	2 2%	2 2%	1 3%	0 -	3 2%	0 -
Other reason, unrelated to economy or cost (e.g. no time, other plans, etc.)	161 47%	88 50%	74 43%	46 48%	59 45%	57 47%	15 39%	56 45%	62 47%	28 59%
(Dk/Ns)	12 3%	8 5%	3 2%	2 3%	3 2%	6 5%	1 2%	2 2%	7 6%	1 3%

Detailed tables

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XG5. What best describes your plans for your 2008 vacation?

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

* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Planning a summer vacation in 2008	542	228	314	111	239	192	32	183	253	74
Weighted	543	262	281	153	221	169	37*	198	213	95*
Driving to a destination (Net)	342 63%	164 63%	179 64%	97 63%	142 64%	103 61%	30 80% HI	133 67% I	132 62%	48 50%
Driving to a destination less than 500 kilometres from home	162 30%	81 31%	81 29%	40 26%	73 33%	49 29%	15 41% I	66 33% I	63 30%	17 18%
Driving to a destination more than 500 kilometres from home	181 33%	83 32%	98 35%	57 37%	69 31%	54 32%	15 40%	67 34%	68 32%	30 32%
Flying to a destination (Net)	150 28%	70 27%	80 28%	41 27%	59 27%	49 29%	5 14%	44 22%	64 30%	36 38% FG
Flying to a domestic destination	49 9%	22 8%	27 10%	11 7%	19 9%	20 12%	3 8%	14 7%	23 11%	9 10%
Flying to a destination abroad	100 18%	48 18%	53 19%	31 20%	40 18%	30 18%	2 6%	30 15%	41 19%	27 28% FG
Taking a cruise	19 4%	14 5%	6 2%	2 1%	9 4%	9 5%	0 -	11 6% H	3 1%	5 6%
(Dk/Ns)	32 6%	15 6%	17 6%	13 9%	11 5%	7 4%	2 5%	10 5%	14 7%	6 6%

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XG6. Has the uncertain economy caused you to scale back your summer plans at all?

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

* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1030	438	592	208	437	385	81	345	482	122
Weighted	1030	499	531	287	409	334	92*	376	404	159
Yes	402 39%	184 37%	218 41%	90 31%	172 42%	141 42%	39 42%	150 40%	166 41%	47 29%
No	586 57%	292 59%	294 55%	179 62%	225 55%	182 54%	48 52%	209 56%	224 55%	105 66%
(Dk/Ns)	42 4%	23 5%	20 4%	19 6%	12 3%	11 3%	5 6%	16 4%	14 3%	7 4%

Detailed tables

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XG7. How are you most likely to scale back?

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

* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Summer plans scaled back due to uncertain economy	417	168	249	66	184	167	35	143	201	38
Weighted	402	184	218	90*	172	141	39*	150	166	47*
Stay closer to home	196 49%	91 50%	105 48%	26 29%	79 46% C	91 65% CD	24 61%	80 53%	71 43%	21 45%
Eat out less/bring your own food	57 14%	25 14%	31 14%	19 21% E	29 17% E	9 7%	5 14%	18 12%	22 13%	11 24%
Take a shorter vacation than planned	46 12%	25 13%	22 10%	7 8%	26 15%	13 9%	2 6%	18 12%	21 13%	4 9%
Choose all-inclusive packages	19 5%	11 6%	9 4%	3 4%	9 6%	7 5%	0 -	5 3%	13 8%	1 3%
Drive instead of flying	13 3%	4 2%	8 4%	3 3%	3 2%	6 5%	1 3%	7 4%	5 3%	0 -
Choose less expensive lodging	12 3%	5 3%	7 3%	8 9% DE	1 1%	3 2%	1 4%	3 2%	5 3%	3 7%
Other	27 7%	6 3%	20 9% A	13 14% DE	8 5%	6 4%	2 6%	9 6%	13 8%	2 5%
(Dk/Ns)	33 8%	16 9%	17 8%	11 12% E	16 9%	6 4%	3 7%	10 7%	16 10%	3 7%

Detailed tables

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Detailed tables

XG8_1. (Attend a festival of food from around the world) And thinking about the kinds of activities that might interest you either in your own town or city, or in another urban centre, how likely would you be to participate in the following activities:

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

* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1030	438	592	208	437	385	81	345	482	122
Weighted	1030	499	531	287	409	334	92*	376	404	159
Attend a festival of food from around the world										
Very likely	181 18%	89 18%	92 17%	73 25% DE	69 17% E	39 12%	11 12%	46 12%	78 19% G	46 29% FGH
Somewhat likely	377 37%	186 37%	191 36%	109 38%	158 39%	109 33%	28 31%	133 35%	154 38%	62 39%
Not very likely	274 27%	127 25%	147 28%	65 22%	111 27%	99 30%	24 26%	116 31% I	104 26%	31 20%
Not at all likely	198 19%	97 19%	101 19%	41 14%	71 17%	86 26% CD	29 31% HI	81 21% I	68 17%	20 13%
Summary										
Top2Box - Likely	558 54%	274 55%	283 53%	182 63% E	227 55% E	149 45%	39 42%	179 48%	232 57% FG	108 68% FGH
Low2Box - Not Likely	472 46%	224 45%	248 47%	105 37%	182 45%	185 55% CD	53 58% HI	196 52% HI	172 43% I	51 32%

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Detailed tables

XG8_2. (Attend a special art show or exhibit) And thinking about the kinds of activities that might interest you either in your own town or city, or in another urban centre, how likely would you be to participate in the following activities:

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

* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1030	438	592	208	437	385	81	345	482	122
Weighted	1030	499	531	287	409	334	92*	376	404	159
Attend a special art show or exhibit										
Very likely	139 13%	55 11%	84 16% A	40 14%	50 12%	49 15%	5 6%	40 11%	63 16% FG	31 20% FG
Somewhat likely	358 35%	173 35%	185 35%	96 33%	141 34%	121 36%	29 32%	120 32%	137 34%	72 46% GH
Not very likely	307 30%	156 31%	151 28%	99 34% E	122 30%	86 26%	22 24%	117 31% I	137 34% I	31 19%
Not at all likely	226 22%	115 23%	111 21%	52 18%	96 23%	78 23%	36 39% GHI	99 26% HI	67 17%	24 15%
Summary										
Top2Box - Likely	497 48%	227 46%	269 51%	136 47%	191 47%	170 51%	34 37%	159 42%	200 49% F	103 65% FGH
Low2Box - Not Likely	533 52%	271 54%	262 49%	151 53%	218 53%	164 49%	58 63% HI	216 58% I	204 51% I	55 35%

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Detailed tables

XG8_3. (Attend a music festival, such as jazz, blues or rock) And thinking about the kinds of activities that might interest you either in your own town or city, or in another urban centre, how likely would you be to participate in the following activities:

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

* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1030	438	592	208	437	385	81	345	482	122
Weighted	1030	499	531	287	409	334	92*	376	404	159
Attend a music festival, such as jazz, blues or rock										
Very likely	214 21%	95 19%	119 22%	72 25% E	88 22% E	53 16%	12 13%	63 17%	96 24% FG	43 27% FG
Somewhat likely	363 35%	196 39% B	168 32%	102 36%	157 38% E	104 31%	37 40%	123 33%	138 34%	65 41%
Not very likely	251 24%	110 22%	140 26%	74 26%	88 21%	90 27%	14 16%	105 28% F	102 25%	30 19%
Not at all likely	202 20%	98 20%	104 20%	39 14%	76 19%	87 26% CD	29 31% HI	85 23% HI	68 17%	20 13%
Summary										
Top2Box - Likely	577 56%	290 58%	287 54%	175 61% E	245 60% E	157 47%	49 53%	186 50%	234 58% G	108 68% FGH
Low2Box - Not Likely	453 44%	208 42%	245 46%	113 39%	164 40%	177 53% CD	43 47% I	189 50% HI	170 42% I	51 32%

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XG8_4. (Attend a street or buskers festival) And thinking about the kinds of activities that might interest you either in your own town or city, or in another urban centre, how likely would you be to participate in the following activities:

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

* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1030	438	592	208	437	385	81	345	482	122
Weighted	1030	499	531	287	409	334	92*	376	404	159
Attend a street or buskers festival										
Very likely	145 14%	55 11%	90 17% A	63 22% DE	48 12%	33 10%	8 8%	44 12%	67 17%	26 16%
Somewhat likely	379 37%	179 36%	200 38%	103 36%	172 42% E	104 31%	37 40%	145 39%	143 35%	54 34%
Not very likely	287 28%	157 31% B	130 24%	87 30%	101 25%	99 30%	21 23%	102 27%	119 30%	44 28%
Not at all likely	219 21%	107 21%	112 21%	34 12%	87 21% C	98 29% CD	26 28%	84 22%	75 19%	34 22%
Summary										
Top2Box - Likely	524 51%	234 47%	290 55% A	167 58% E	220 54% E	137 41%	45 49%	189 50%	210 52%	80 51%
Low2Box - Not Likely	506 49%	264 53% B	242 45%	121 42%	189 46%	196 59% CD	47 51%	186 50%	194 48%	78 49%

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XG8_5. (Attend a beer festival) And thinking about the kinds of activities that might interest you either in your own town or city, or in another urban centre, how likely would you be to participate in the following activities:

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

* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1030	438	592	208	437	385	81	345	482	122
Weighted	1030	499	531	287	409	334	92*	376	404	159
Attend a beer festival										
Very likely	110 11%	62 12%	48 9%	57 20% DE	34 8%	19 6%	10 11%	25 7%	58 14% G	17 11%
Somewhat likely	205 20%	105 21%	101 19%	64 22% E	94 23% E	47 14%	13 14%	86 23%	79 20%	26 17%
Not very likely	310 30%	150 30%	159 30%	80 28%	125 30%	105 31%	24 26%	117 31%	114 28%	55 35%
Not at all likely	405 39%	182 37%	223 42%	87 30%	156 38%	163 49% CD	45 49%	148 39%	153 38%	60 38%
Summary										
Top2Box - Likely	315 31%	166 33%	149 28%	121 42% DE	128 31% E	66 20%	23 25%	111 30%	138 34%	44 28%
Low2Box - Not Likely	715 69%	332 67%	383 72%	167 58%	280 69% C	267 80% CD	69 75%	264 70%	266 66%	115 72%

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XG8_6. (Attend a theme park, carnival or exhibition) And thinking about the kinds of activities that might interest you either in your own town or city, or in another urban centre, how likely would you be to participate in the following activities:

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

* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1030	438	592	208	437	385	81	345	482	122
Weighted	1030	499	531	287	409	334	92*	376	404	159
Attend a theme park, carnival or exhibition										
Very likely	208 20%	90 18%	118 22%	107 37% DE	72 18% E	29 9%	14 15%	86 23%	82 20%	26 16%
Somewhat likely	384 37%	179 36%	204 38%	128 45% E	159 39% E	96 29%	37 40%	140 37%	146 36%	61 38%
Not very likely	242 23%	130 26%	113 21%	30 11%	100 25% C	111 33% CD	19 20%	87 23%	104 26%	33 21%
Not at all likely	196 19%	99 20%	97 18%	22 8%	77 19% C	97 29% CD	23 25%	63 17%	71 18%	40 25%
Summary										
Top2Box - Likely	592 57%	270 54%	322 61% A	235 82% DE	231 57% E	126 38%	51 55%	226 60%	229 57%	86 55%
Low2Box - Not Likely	438 43%	229 46% B	209 39%	53 18%	178 43% C	208 62% CD	41 45%	150 40%	175 43%	72 45%

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Detailed tables

XG8. (Top2Box - Likely Summary) And thinking about the kinds of activities that might interest you either in your own town or city, or in another urban centre, how likely would you be to participate in the following activities:

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

* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1030	438	592	208	437	385	81	345	482	122
Weighted	1030	499	531	287	409	334	92*	376	404	159
Attend a festival of food from around the world	558	274	283	182	227	149	39	179	232	108
	54%	55%	53%	63% E	55% E	45%	42%	48%	57% FG	68% FGH
Attend a special art show or exhibit	497	227	269	136	191	170	34	159	200	103
	48%	46%	51%	47%	47%	51%	37%	42%	49% F	65% FGH
Attend a music festival, such as jazz, blues or rock	577	290	287	175	245	157	49	186	234	108
	56%	58%	54%	61% E	60% E	47%	53%	50%	58% G	68% FGH
Attend a street or buskers festival	524	234	290	167	220	137	45	189	210	80
	51%	47%	55% A	58% E	54% E	41%	49%	50%	52%	51%
Attend a beer festival	315	166	149	121	128	66	23	111	138	44
	31%	33%	28%	42% DE	31% E	20%	25%	30%	34%	28%
Attend a theme park, carnival or exhibition	592	270	322	235	231	126	51	226	229	86
	57%	54%	61% A	82% DE	57% E	38%	55%	60%	57%	55%

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XG8. (Low2Box - Not Likely Summary) And thinking about the kinds of activities that might interest you either in your own town or city, or in another urban centre, how likely would you be to participate in the following activities:

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

* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1030	438	592	208	437	385	81	345	482	122
Weighted	1030	499	531	287	409	334	92*	376	404	159
Attend a festival of food from around the world	472	224	248	105	182	185	53	196	172	51
	46%	45%	47%	37%	45%	55%	58% HI	52% HI	43% I	32%
Attend a special art show or exhibit	533	271	262	151	218	164	58	216	204	55
	52%	54%	49%	53%	53%	49%	63% HI	58% I	51% I	35%
Attend a music festival, such as jazz, blues or rock	453	208	245	113	164	177	43	189	170	51
	44%	42%	46%	39%	40%	53% CD	47% I	50% HI	42% I	32%
Attend a street or buskers festival	506	264	242	121	189	196	47	186	194	78
	49%	53% B	45%	42%	46%	59% CD	51%	50%	48%	49%
Attend a beer festival	715	332	383	167	280	267	69	264	266	115
	69%	67%	72%	58%	69% C	80% CD	75%	70%	66%	72%
Attend a theme park, carnival or exhibition	438	229	209	53	178	208	41	150	175	72
	43%	46% B	39%	18%	43% C	62% CD	45%	40%	43%	45%