

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 - J/K

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1030	141	97	65	394	272	61	397	163	470	200	830
Weighted	1030	136	105*	67*	394	251	76*	388	163	479	217	813
Yes	543 53%	70 52%	62 59%	27 41%	191 48%	152 60%	40 52%	154 40%	83 51%	305 64%	121 56%	421 52%
No	345 34%	48 35%	29 28%	29 43%	149 38%	69 27%	22 29%	160 41%	49 30%	136 28%	66 30%	279 34%
(Dk/Ns)	142 14%	18 13%	14 13%	11 16%	55 14%	31 12%	14 18%	74 19%	30 19%	38 8%	29 13%	113 14%

Vacation 2008

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Not planning a summer vacation in 2008	344	50	27	28	149	72	18	163	48	133	57	287
Weighted	345	48*	29**	29**	149	69*	22**	160	49*	136	66*	279
Gas prices	56 16%	5 11%	2 8%	6 22%	29 19%	9 13%	5 23%	29 18%	6 11%	22 16%	15 23%	41 15%
Just can't afford it this year	111 32%	9 19%	8 27%	10 34%	50 34%	26 38% A	9 40%	61 38% I	15 30%	36 26%	18 28%	93 33%
The uncertain economy	5 1%	1 2%	1 2%	0 -	2 1%	0 -	1 5%	2 1%	0 -	3 2%	0 -	5 2%
Other reason, unrelated to economy or cost (e.g. no time, other plans, etc.)	161 47%	30 63% D	18 62%	13 45%	62 41%	33 48%	6 27%	61 38%	28 56% G	72 53% G	30 45%	131 47%
(Dk/Ns)	12 3%	2 5%	0 -	0 -	7 5%	1 2%	1 5%	7 5%	1 3%	3 2%	2 4%	9 3%

Detailed tables

Vacation 2008

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Planning a summer vacation in 2008 Weighted												
	542	75	57	26	190	163	31	158	84	300	114	428
	543	70*	62*	27**	191	152	40**	154	83*	305	121	421
Driving to a destination (Net)	342	39	39	17	118	101	29	98	64	181	83	260
	63%	55%	63%	63%	62%	66%	73%	63%	76%	59%	68%	62%
Driving to a destination less than 500 kilometres from home	162	21	10	2	57	59	12	38	35	89	35	126
	30%	30%	16%	8%	30%	39% B	30%	24%	42% GI	29%	29%	30%
Driving to a destination more than 500 kilometres from home	181	18	29	15	60	41	17	60	28	92	47	134
	33%	26%	46% AE	55%	32%	27%	42%	39%	34%	30%	39%	32%
Flying to a destination (Net)	150	23	19	10	59	31	8	42	17	90	30	120
	28%	33% E	30%	37%	31% E	20%	19%	28%	21%	29%	25%	28%
Flying to a domestic destination	49	8	8	2	21	6	4	13	10	26	11	38
	9%	12% E	12% E	8%	11% E	4%	10%	9%	12%	9%	9%	9%
Flying to a destination abroad	100	15	11	8	38	25	4	29	8	63	19	82
	18%	21%	18%	29%	20%	16%	9%	19%	9%	21% H	16%	19%
Taking a cruise	19	5	2	0	5	5	2	3	1	15	4	15
	4%	8%	3%	-	3%	3%	5%	2%	1%	5%	3%	4%
(Dk/Ns)	32	3	3	0	10	15	1	11	1	19	5	27
	6%	4%	4%	-	5%	10%	3%	7%	1%	6%	4%	6%

Vacation 2008

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

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

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1030	141	97	65	394	272	61	397	163	470	200	830
Weighted	1030	136	105*	67*	394	251	76*	388	163	479	217	813
Yes	402 39%	42 31%	30 29%	25 38%	170 43%	98 39%	37 48%	182 47%	57 35%	163 34%	74 34%	328 40%
No	586 57%	88 64%	72 69%	37 55%	216 55%	136 54%	37 48%	189 49%	97 60%	299 62%	132 61%	454 56%
(Dk/Ns)	42 4%	6 4%	3 3%	5 7%	9 2%	17 7%	3 4%	17 4%	8 5%	17 4%	10 5%	32 4%

Vacation 2008

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 - J/K

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		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Summer plans scaled back due to uncertain economy	417	45	31	25	175	110	31	191	62	164	73	344
Weighted	402	42*	30**	25**	170	98	37**	182	57*	163	74*	328
Stay closer to home	196 49%	15 36%	15 49%	15 61%	88 52%	43 44%	19 53%	83 45%	32 56%	81 50%	35 48%	161 49%
Eat out less/bring your own food	57 14%	7 15%	2 6%	3 14%	27 16%	12 12%	6 17%	32 17%	6 10%	20 12%	9 12%	48 15%
Take a shorter vacation than planned	46 12%	7 16%	4 14%	4 14%	14 8%	14 14%	4 12%	15 8%	8 14%	23 14%	6 9%	40 12%
Choose all-inclusive packages	19 5%	2 4%	0 -	1 4%	5 3%	10 10%	2 5%	8 5%	2 3%	9 6%	4 5%	16 5%
Drive instead of flying	13 3%	1 1%	3 11%	0 -	4 3%	2 2%	2 6%	4 2%	5 8%	4 3%	2 3%	10 3%
Choose less expensive lodging	12 3%	2 5%	3 9%	0 -	5 3%	3 3%	0 -	5 3%	0 -	8 5%	1 2%	11 3%
Other	27 7%	8 18%	2 7%	2 9%	10 6%	5 5%	0 -	15 8%	1 1%	11 7%	8 11%	19 6%
(Dk/Ns)	33 8%	2 4%	1 3%	0 -	16 9%	11 11%	3 7%	21 12%	4 8%	7 4%	8 11%	24 7%

Detailed tables

Vacation 2008

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 - J/K

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents Weighted												
	1030	141	97	65	394	272	61	397	163	470	200	830
	1030	136	105*	67*	394	251	76*	388	163	479	217	813
Attend a festival of food from around the world												
Very likely	181	23	23	14	68	44	10	67	25	88	35	146
	18%	17%	22%	21%	17%	18%	13%	17%	16%	18%	16%	18%
Somewhat likely	377	49	45	30	148	77	28	126	74	177	76	301
	37%	36%	43% E	44% E	37%	31%	37%	32%	45% G	37%	35%	37%
Not very likely	274	41	23	14	103	72	22	110	29	136	62	213
	27%	30%	22%	21%	26%	28%	29%	28% H	18%	28% H	28%	26%
Not at all likely	198	23	14	10	77	59	16	85	35	77	44	154
	19%	17%	13%	14%	19%	23% B	21%	22% I	21%	16%	20%	19%
Summary												
Top2Box - Likely	558	72	68	43	215	121	38	193	99	266	111	447
	54%	53%	65% E	65% E	55%	48%	50%	50%	61% G	55%	51%	55%
Low2Box - Not Likely	472	64	37	24	179	130	38	195	64	213	106	366
	46%	47%	35%	35%	45%	52% BC	50%	50% H	39%	45%	49%	45%

Vacation 2008

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

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1030	141	97	65	394	272	61	397	163	470	200	830
Weighted	1030	136	105*	67*	394	251	76*	388	163	479	217	813
Attend a special art show or exhibit												
Very likely	139 13%	18 13% C	7 7%	2 4%	44 11%	57 23% ABCD	10 13%	55 14%	15 9%	69 14%	16 7%	123 15% J
Somewhat likely	358 35%	45 33%	40 38%	22 33%	119 30%	105 42% D	26 35%	132 34%	55 33%	171 36%	66 31%	292 36%
Not very likely	307 30%	46 34% E	37 35% E	24 36% E	133 34% E	44 18% E	22 29% E	112 29%	55 34%	140 29%	75 34%	232 29%
Not at all likely	226 22%	26 19%	21 20%	18 27%	99 25% E	45 18%	17 23%	88 23%	39 24%	99 21%	60 28% K	166 20%
Summary												
Top2Box - Likely	497 48%	64 47%	48 45%	25 37%	163 41%	162 64% ABCD	37 48%	187 48%	69 42%	240 50%	82 38%	415 51% J
Low2Box - Not Likely	533 52%	72 53% E	58 55% E	42 63% E	232 59% E	90 36%	40 52% E	201 52%	94 58%	239 50%	135 62% K	399 49%

Vacation 2008

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 - J/K

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents Weighted												
	1030	141	97	65	394	272	61	397	163	470	200	830
	1030	136	105*	67*	394	251	76*	388	163	479	217	813
Attend a music festival, such as jazz, blues or rock												
Very likely	214	32	22	11	81	52	15	77	30	107	39	174
	21%	24%	21%	17%	21%	21%	19%	20%	18%	22%	18%	21%
Somewhat likely	363	46	33	25	141	91	28	122	57	184	75	288
	35%	34%	31%	38%	36%	36%	37%	31%	35%	38% G	35%	35%
Not very likely	251	35	34	16	89	59	18	96	35	120	54	197
	24%	25%	32%	24%	22%	23%	24%	25%	22%	25%	25%	24%
Not at all likely	202	24	16	14	84	49	15	93	41	68	48	154
	20%	17%	16%	21%	21%	20%	19%	24% I	25% I	14%	22%	19%
Summary												
Top2Box - Likely	577	78	55	37	222	143	43	199	87	291	114	463
	56%	57%	52%	55%	56%	57%	56%	51%	53%	61% G	53%	57%
Low2Box - Not Likely	453	58	50	30	172	108	33	189	76	188	102	351
	44%	43%	48%	45%	44%	43%	44%	49% I	47%	39%	47%	43%

Vacation 2008

Detailed tables

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 - J/K

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1030	141	97	65	394	272	61	397	163	470	200	830
Weighted	1030	136	105*	67*	394	251	76*	388	163	479	217	813
Attend a street or buskers festival												
Very likely	145 14%	14 11%	20 19% D	7 11%	43 11%	47 19% AD	14 19%	57 15%	17 10%	71 15%	26 12%	119 15%
Somewhat likely	379 37%	43 32%	37 35%	29 44%	155 39%	87 35%	28 37%	139 36%	53 33%	187 39%	80 37%	299 37%
Not very likely	287 28%	44 32%	25 24%	15 22%	118 30%	66 26%	19 26%	93 24%	55 34% G	138 29%	69 32%	218 27%
Not at all likely	219 21%	35 26%	24 22%	16 23%	79 20%	52 21%	14 19%	98 25% I	38 23%	83 17%	42 19%	178 22%
Summary												
Top2Box - Likely	524 51%	57 42%	57 54%	37 55%	197 50%	134 53% A	42 56%	196 51%	70 43%	258 54% H	106 49%	418 51%
Low2Box - Not Likely	506 49%	79 58% E	49 46%	30 45%	197 50%	117 47%	34 44%	192 49%	93 57% I	221 46%	110 51%	395 49%

Vacation 2008

Detailed tables

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 - J/K

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1030	141	97	65	394	272	61	397	163	470	200	830
Weighted	1030	136	105*	67*	394	251	76*	388	163	479	217	813
Attend a beer festival												
Very likely	110 11%	14 10%	13 12%	5 7%	42 11%	30 12%	6 8%	39 10%	16 10%	55 12%	26 12%	84 10%
Somewhat likely	205 20%	21 16%	26 25%	22 32% ADE	80 20%	41 16%	16 21%	61 16%	31 19%	114 24% G	37 17%	169 21%
Not very likely	310 30%	45 33%	34 33%	21 31%	112 28%	80 32%	18 24%	110 28%	47 29%	153 32%	68 31%	242 30%
Not at all likely	405 39%	56 41%	32 30%	20 30%	161 41%	100 40%	36 47% B	178 46% I	70 43% I	157 33%	86 40%	319 39%
Summary												
Top2Box - Likely	315 31%	35 26%	39 37%	26 39%	121 31%	71 28%	22 29%	100 26%	47 29%	169 35% G	63 29%	253 31%
Low2Box - Not Likely	715 69%	101 74%	66 63%	41 61%	273 69%	180 72%	54 71%	288 74% I	117 71%	310 65%	154 71%	561 69%

Vacation 2008

Detailed tables

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

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1030	141	97	65	394	272	61	397	163	470	200	830
Weighted	1030	136	105*	67*	394	251	76*	388	163	479	217	813
Attend a theme park, carnival or exhibition												
Very likely	208 20%	19 14%	29 27% A	16 25%	79 20%	50 20%	14 19%	68 18%	28 17%	113 24% G	76 35% K	132 16%
Somewhat likely	384 37%	50 37%	45 43% F	25 38%	156 40% F	89 35%	20 26%	147 38%	67 41%	170 36%	87 40%	297 36%
Not very likely	242 23%	36 27%	18 17%	17 25%	83 21%	66 26%	22 28%	87 22%	38 23%	117 24%	29 14%	213 26% J
Not at all likely	196 19%	31 23%	13 12%	9 13%	77 19%	46 18%	21 27% B	86 22% I	31 19%	79 17%	24 11%	172 21% J
Summary												
Top2Box - Likely	592 57%	69 51%	74 70% AEF	42 62%	235 60% F	139 55%	34 45%	215 55%	94 58%	283 59%	163 75% K	429 53%
Low2Box - Not Likely	438 43%	67 49% B	31 30%	25 38%	160 40%	112 45% B	42 55% BD	173 45%	69 42%	196 41%	53 25%	385 47% J

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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 - J/K

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1030	141	97	65	394	272	61	397	163	470	200	830
Weighted	1030	136	105*	67*	394	251	76*	388	163	479	217	813
Attend a festival of food from around the world	558	72	68	43	215	121	38	193	99	266	111	447
	54%	53%	65% E	65% E	55%	48%	50%	50%	61% G	55%	51%	55%
Attend a special art show or exhibit	497	64	48	25	163	162	37	187	69	240	82	415
	48%	47%	45%	37%	41%	64% ABCDF	48%	48%	42%	50%	38% J	51%
Attend a music festival, such as jazz, blues or rock	577	78	55	37	222	143	43	199	87	291	114	463
	56%	57%	52%	55%	56%	57%	56%	51%	53%	61% G	53%	57%
Attend a street or buskers festival	524	57	57	37	197	134	42	196	70	258	106	418
	51%	42%	54%	55%	50%	53% A	56%	51%	43%	54% H	49%	51%
Attend a beer festival	315	35	39	26	121	71	22	100	47	169	63	253
	31%	26%	37%	39%	31%	28%	29%	26%	29%	35% G	29%	31%
Attend a theme park, carnival or exhibition	592	69	74	42	235	139	34	215	94	283	163	429
	57%	51%	70% AEF	62%	60% F	55%	45%	55%	58%	59%	75% K	53%

Vacation 2008

Detailed tables

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 - J/K

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1030	141	97	65	394	272	61	397	163	470	200	830
Weighted	1030	136	105*	67*	394	251	76*	388	163	479	217	813
Attend a festival of food from around the world	472	64	37	24	179	130	38	195	64	213	106	366
	46%	47%	35%	35%	45%	52% BC	50%	50% H	39%	45%	49%	45%
Attend a special art show or exhibit	533	72	58	42	232	90	40	201	94	239	135	399
	52%	53% E	55% E	63% E	59% E	36%	52% E	52%	58%	50%	62% K	49%
Attend a music festival, such as jazz, blues or rock	453	58	50	30	172	108	33	189	76	188	102	351
	44%	43%	48%	45%	44%	43%	44%	49% I	47%	39%	47%	43%
Attend a street or buskers festival	506	79	49	30	197	117	34	192	93	221	110	395
	49%	58% E	46%	45%	50%	47%	44%	49%	57% I	46%	51%	49%
Attend a beer festival	715	101	66	41	273	180	54	288	117	310	154	561
	69%	74%	63%	61%	69%	72%	71%	74% I	71%	65%	71%	69%
Attend a theme park, carnival or exhibition	438	67	31	25	160	112	42	173	69	196	53	385
	43%	49% B	30%	38%	40%	45% B	55% BD	45%	42%	41%	25%	47% J