

Trip Harbour

Detailed tables

1.1. (I am planning to take a vacation within the next 12 months) Please indicate which of the following apply to you:

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * 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	1043	148	111	59	362	276	87	244	312	487	269	774
	1043	138	106*	68*	399	254	77*	238	309	496	281	762
Yes	725 69%	101 74%	85 80%	53 78%	266 67%	167 66%	52 67%	115 48%	213 69%	397 80%	193 69%	532 70%
			DE						G	GH		
No	318 31%	36 26%	22 20%	15 22%	133 33%	87 34%	25 33%	123 52%	96 31%	99 20%	88 31%	230 30%
					B	B		HI	I			

Trip Harbour

Detailed tables

1. 2. (I am planning to travel outside of Canada on vacation within the next 12 months) Please indicate which of the following apply to you:

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * 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	1043	148	111	59	362	276	87	244	312	487	269	774
Weighted	1043	138	106*	68*	399	254	77*	238	309	496	281	762
Yes	512 49%	76 56%	58 54%	33 49%	203 51%	110 43%	32 42%	72 30%	143 46%	297 60%	113 40%	399 52%
No	531 51%	61 44%	49 46%	35 51%	197 49%	144 57%	45 58%	166 70%	165 54%	199 40%	167 60%	363 48%
		E				A		HI	G	GH	J	

Trip Harbour

Detailed tables

1. 3. (I would consider taking a cruise for my next vacation) Please indicate which of the following apply to you:

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * 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	1043	148	111	59	362	276	87	244	312	487	269	774
Weighted	1043	138	106*	68*	399	254	77*	238	309	496	281	762
Yes	349 33%	56 41%	47 44%	17 25%	158 40%	44 17%	26 34%	59 25%	85 27%	205 41%	90 32%	259 34%
No	694 67%	81 59%	59 56%	51 75%	241 60%	210 83%	51 66%	179 75%	224 73%	291 59%	190 68%	503 66%
				ABD		ABDF		I	I			

Trip Harbour

Detailed tables

1. 4. (I have taken a cruise vacation in the past) Please indicate which of the following apply to you:

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * 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	1043	148	111	59	362	276	87	244	312	487	269	774
	1043	138	106*	68*	399	254	77*	238	309	496	281	762
Yes	214	36	23	7	92	47	10	20	60	134	36	178
	21%	26%	21%	10%	23%	18%	12%	8%	19%	27%	13%	23%
No	829	102	84	61	307	208	68	218	249	362	245	584
	79%	74%	79%	90%	77%	82%	88%	92%	81%	73%	87%	77%
				AD			AD	HI	I		K	