

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	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	725 69%	101 74%	85 80% DE	53 78%	266 67%	167 66%	52 67%	115 48%	213 69% G	397 80% GH	193 69%	532 70%
No	318 31%	36 26%	22 20%	15 22%	133 33% B	87 34% B	25 33%	123 52% HI	96 31% I	99 20%	88 31%	230 30%

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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 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	512	76	58	33	203	110	32	72	143	297	113	399
	49%	56%	54%	49%	51%	43%	42%	30%	46%	60%	40%	52%
No	531	E							G	GH	J	
	51%	61	49	35	197	144	45	166	165	199	167	363
		44%	46%	51%	49%	57%	58%	70%	54%	40%	60%	48%
						A		HI	I		K	

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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	56	47	17	158	44	26	59	85	205	90	259
	33%	41%	44%	25%	40%	17%	34%	25%	27%	41%	32%	34%
No		CE	CE		CE		E			GH		
	694	81	59	51	241	210	51	179	224	291	190	503
	67%	59%	56%	75% ABD	60%	83% ABDF	66%	75% I	73% I	59%	68%	66%

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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
Weighted	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	