

1_1. [On a rainy day]

How difficult do you find it to keep your family entertained in the summer months during the following situations?

| | REGION | | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD CHILDREN'S AGE | | |
|--|--------|-----|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|--------------------------|--------|-----|
| | Total | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <40k | 40k - <60K | 60k - <100k | 100k+ | 4 and under | 5 to 9 | 10+ |
| | | A | B | C | D | E | F | G | H | I | J | K | L | M |
| Base: All Respondents | 1024 | 131 | 99 | 57 | 422 | 250 | 65 | 182 | 162 | 302 | 277 | 485 | 538 | 440 |
| Weighted | 1024 | 137 | 109 | 67 | 393 | 246 | 73 | 286 | 169 | 286 | 184 | 477 | 534 | 446 |
| On a rainy day | | | | | | | | | | | | | | |
| Very difficult | 104 | 16 | 7 | 4 | 42 | 24 | 12 | 32 | 19 | 33 | 6 | 59 | 47 | 38 |
| | 10% | 11% | 7% | 6% | 11% | 10% | 16% | 11% | 11% | 12% | 3% | 12% | 9% | 9% |
| | | * | * | * | | | * | J | J | J | | | | |
| Somewhat difficult | 436 | 61 | 43 | 23 | 174 | 99 | 35 | 131 | 79 | 113 | 75 | 209 | 234 | 179 |
| | 43% | 44% | 40% | 34% | 44% | 40% | 48% | 46% | 47% | 39% | 41% | 44% | 44% | 40% |
| | | * | * | * | | | * | | | | | | | |
| Not very difficult | 353 | 50 | 48 | 25 | 127 | 86 | 17 | 76 | 56 | 107 | 82 | 150 | 191 | 164 |
| | 34% | 36% | 44% | 37% | 32% | 35% | 24% | 27% | 33% | 38% | 45% | 31% | 36% | 37% |
| | | * | F* | * | | | * | | | | G | | | |
| Not at all difficult | 131 | 11 | 10 | 15 | 50 | 37 | 8 | 46 | 16 | 32 | 21 | 59 | 61 | 64 |
| | 13% | 8% | 9% | 22% | 13% | 15% | 11% | 16% | 9% | 11% | 11% | 12% | 12% | 14% |
| | | * | * | A* | | | * | | | | | | | |
| Summary | | | | | | | | | | | | | | |
| Top2Box (Very/ Somewhat difficult) | 540 | 76 | 50 | 27 | 216 | 123 | 47 | 163 | 97 | 146 | 81 | 268 | 281 | 218 |
| | 53% | 56% | 46% | 40% | 55% | 50% | 65% | 57% | 58% | 51% | 44% | 56% | 53% | 49% |
| | | * | * | * | | | C* | J | J | | | | | |
| Low2Box (Not very/ Not at all difficult) | 484 | 61 | 58 | 40 | 176 | 123 | 26 | 122 | 71 | 140 | 103 | 209 | 253 | 228 |
| | 47% | 44% | 54% | 60% | 45% | 50% | 35% | 43% | 42% | 49% | 56% | 44% | 47% | 51% |
| | | * | * | F* | | | * | | | | GH | | | |

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L/M
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L/M
Minimum Base: 30 (**), Small Base: 100 (*)

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1_2. [After a long day outside]

How difficult do you find it to keep your family entertained in the summer months during the following situations?

| | REGION | | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD CHILDREN'S AGE | | |
|--|--------|------|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|--------------------------|--------|-----|
| | Total | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <40k | 40k - <60K | 60k - <100k | 100k+ | 4 and under | 5 to 9 | 10+ |
| | | A | B | C | D | E | F | G | H | I | J | K | L | M |
| Base: All Respondents | 1024 | 131 | 99 | 57 | 422 | 250 | 65 | 182 | 162 | 302 | 277 | 485 | 538 | 440 |
| Weighted | 1024 | 137 | 109 | 67 | 393 | 246 | 73 | 286 | 169 | 286 | 184 | 477 | 534 | 446 |
| After a long day outside | | | | | | | | | | | | | | |
| Very difficult | 43 | 3 | 4 | - | 28 | 5 | 3 | 22 | 5 | 6 | 6 | 27 | 25 | 21 |
| | 4% | 2% | 3% | - | 7% | 2% | 4% | 8% | 3% | 2% | 3% | 6% | 5% | 5% |
| | | * | * | * | E | | * | I | | | | | | |
| Somewhat difficult | 232 | 21 | 29 | 9 | 104 | 45 | 23 | 71 | 45 | 67 | 31 | 102 | 129 | 98 |
| | 23% | 15% | 27% | 14% | 27% | 18% | 32% | 25% | 26% | 23% | 17% | 21% | 24% | 22% |
| | | * | * | * | A | | A* | | | | | | | |
| Not very difficult | 521 | 91 | 58 | 42 | 177 | 120 | 33 | 134 | 77 | 159 | 96 | 242 | 267 | 223 |
| | 51% | 66% | 54% | 64% | 45% | 49% | 45% | 47% | 46% | 56% | 52% | 51% | 50% | 50% |
| | | DEF* | * | D* | | | * | | | | | | | |
| Not at all difficult | 229 | 23 | 18 | 15 | 84 | 75 | 14 | 59 | 42 | 54 | 52 | 106 | 113 | 104 |
| | 22% | 17% | 16% | 23% | 21% | 30% | 19% | 21% | 25% | 19% | 28% | 22% | 21% | 23% |
| | | * | * | * | | ABD | * | | | | I | | | |
| Summary | | | | | | | | | | | | | | |
| Top2Box (Very/ Somewhat difficult) | 274 | 23 | 33 | 9 | 132 | 51 | 26 | 93 | 50 | 73 | 37 | 129 | 154 | 119 |
| | 27% | 17% | 30% | 14% | 34% | 21% | 36% | 32% | 29% | 26% | 20% | 27% | 29% | 27% |
| | | * | * | * | ACE | | ACE* | J | | | | | | |
| Low2Box (Not very/ Not at all difficult) | 750 | 114 | 76 | 58 | 261 | 195 | 47 | 193 | 119 | 213 | 148 | 348 | 380 | 327 |
| | 73% | 83% | 70% | 86% | 66% | 79% | 64% | 68% | 71% | 74% | 80% | 73% | 71% | 73% |
| | | DF* | * | DF* | | DF | * | | | | G | | | |

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L/M
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L/M
Minimum Base: 30 (**), Small Base: 100 (*)

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1_3. [When it is too hot outside]

How difficult do you find it to keep your family entertained in the summer months during the following situations?

| | REGION | | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD CHILDREN'S AGE | | |
|--|--------|-----|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|--------------------------|--------|-----|
| | Total | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <40k | 40k - <60K | 60k - <100k | 100k+ | 4 and under | 5 to 9 | 10+ |
| | | A | B | C | D | E | F | G | H | I | J | K | L | M |
| Base: All Respondents | 1024 | 131 | 99 | 57 | 422 | 250 | 65 | 182 | 162 | 302 | 277 | 485 | 538 | 440 |
| Weighted | 1024 | 137 | 109 | 67 | 393 | 246 | 73 | 286 | 169 | 286 | 184 | 477 | 534 | 446 |
| When it is too hot outside | | | | | | | | | | | | | | |
| Very difficult | 85 | 17 | 9 | 5 | 34 | 14 | 6 | 32 | 16 | 22 | 7 | 38 | 41 | 34 |
| | 8% | 12% | 8% | 7% | 9% | 6% | 9% | 11% | 10% | 8% | 4% | 8% | 8% | 8% |
| | | * | * | * | | | * | J | | | | | | |
| Somewhat difficult | 376 | 57 | 37 | 22 | 154 | 73 | 33 | 113 | 69 | 100 | 55 | 188 | 202 | 158 |
| | 37% | 41% | 34% | 33% | 39% | 30% | 45% | 40% | 41% | 35% | 30% | 39% | 38% | 35% |
| | | * | * | * | | | * | | | | | | | |
| Not very difficult | 385 | 44 | 48 | 25 | 142 | 101 | 25 | 91 | 53 | 120 | 86 | 163 | 207 | 175 |
| | 38% | 32% | 44% | 37% | 36% | 41% | 34% | 32% | 32% | 42% | 47% | 34% | 39% | 39% |
| | | * | * | * | | | * | | | | GH | | | |
| Not at all difficult | 179 | 19 | 15 | 15 | 63 | 57 | 9 | 49 | 30 | 45 | 36 | 88 | 84 | 78 |
| | 17% | 14% | 14% | 23% | 16% | 23% | 12% | 17% | 18% | 16% | 20% | 18% | 16% | 18% |
| | | * | * | * | | | * | | | | | | | |
| Summary | | | | | | | | | | | | | | |
| Top2Box (Very/ Somewhat difficult) | 460 | 74 | 46 | 27 | 188 | 88 | 39 | 146 | 86 | 122 | 62 | 226 | 243 | 192 |
| | 45% | 54% | 42% | 40% | 48% | 36% | 53% | 51% | 51% | 43% | 34% | 47% | 46% | 43% |
| | | E* | * | * | E | | E* | J | J | | | | | |
| Low2Box (Not very/ Not at all difficult) | 564 | 64 | 63 | 40 | 205 | 158 | 34 | 140 | 83 | 164 | 122 | 251 | 291 | 253 |
| | 55% | 46% | 58% | 60% | 52% | 64% | 47% | 49% | 49% | 57% | 66% | 53% | 54% | 57% |
| | | * | * | * | | ADF | * | | | | GH | | | |

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L/M
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L/M
Minimum Base: 30 (**), Small Base: 100 (*)

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1_4. [On a road trip in the car]

How difficult do you find it to keep your family entertained in the summer months during the following situations?

| | REGION | | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD CHILDREN'S AGE | | |
|--|--------|-----|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|--------------------------|--------|-----|
| | Total | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <40k | 40k - <60K | 60k - <100k | 100k+ | 4 and under | 5 to 9 | 10+ |
| | | A | B | C | D | E | F | G | H | I | J | K | L | M |
| Base: All Respondents | 1024 | 131 | 99 | 57 | 422 | 250 | 65 | 182 | 162 | 302 | 277 | 485 | 538 | 440 |
| Weighted | 1024 | 137 | 109 | 67 | 393 | 246 | 73 | 286 | 169 | 286 | 184 | 477 | 534 | 446 |
| On a road trip in the car | | | | | | | | | | | | | | |
| Very difficult | 93 | 9 | 16 | 1 | 41 | 22 | 3 | 31 | 18 | 24 | 11 | 59 | 53 | 25 |
| | 9% | 7% | 15% | 2% | 10% | 9% | 4% | 11% | 11% | 9% | 6% | 12% | 10% | 6% |
| | | * | * | * | | | * | | | | | M | | |
| Somewhat difficult | 372 | 56 | 50 | 27 | 139 | 61 | 39 | 85 | 67 | 120 | 71 | 173 | 192 | 164 |
| | 36% | 41% | 46% | 40% | 36% | 25% | 53% | 30% | 40% | 42% | 39% | 36% | 36% | 37% |
| | | E* | E* | * | E | | DE* | | | G | | | | |
| Not very difficult | 412 | 61 | 34 | 26 | 155 | 115 | 22 | 119 | 59 | 103 | 84 | 187 | 220 | 183 |
| | 40% | 45% | 31% | 39% | 39% | 47% | 30% | 42% | 35% | 36% | 46% | 39% | 41% | 41% |
| | | * | * | * | | B | * | | | | | | | |
| Not at all difficult | 147 | 11 | 9 | 13 | 58 | 48 | 9 | 50 | 24 | 39 | 18 | 58 | 69 | 74 |
| | 14% | 8% | 8% | 19% | 15% | 20% | 13% | 17% | 14% | 14% | 10% | 12% | 13% | 17% |
| | | * | * | * | | A | * | | | | | | | |
| Summary | | | | | | | | | | | | | | |
| Top2Box (Very/ Somewhat difficult) | 465 | 65 | 66 | 28 | 180 | 83 | 42 | 117 | 85 | 144 | 82 | 232 | 245 | 189 |
| | 45% | 48% | 60% | 42% | 46% | 34% | 58% | 41% | 51% | 50% | 45% | 49% | 46% | 42% |
| | | E* | DE* | * | E | | E* | | | | | | | |
| Low2Box (Not very/ Not at all difficult) | 559 | 72 | 43 | 38 | 212 | 163 | 31 | 169 | 84 | 142 | 102 | 245 | 289 | 256 |
| | 55% | 52% | 40% | 58% | 54% | 66% | 42% | 59% | 49% | 50% | 55% | 51% | 54% | 58% |
| | | * | * | * | B | ABDF | * | | | | | | | |

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L/M
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L/M
Minimum Base: 30 (**), Small Base: 100 (*)

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1_5. [While on vacation]

How difficult do you find it to keep your family entertained in the summer months during the following situations?

| | | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD CHILDREN'S AGE | | |
|--|-------|--------|-------|-------|---------|--------|----------|------------------|------------|-------------|-------|--------------------------|--------|-----|
| | Total | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <40k | 40k - <60K | 60k - <100k | 100k+ | 4 and under | 5 to 9 | 10+ |
| | | A | B | C | D | E | F | G | H | I | J | K | L | M |
| Base: All Respondents | 1024 | 131 | 99 | 57 | 422 | 250 | 65 | 182 | 162 | 302 | 277 | 485 | 538 | 440 |
| Weighted | 1024 | 137 | 109 | 67 | 393 | 246 | 73 | 286 | 169 | 286 | 184 | 477 | 534 | 446 |
| While on vacation | | | | | | | | | | | | | | |
| Very difficult | 24 | 10 | 1 | - | 6 | 6 | 1 | 9 | 4 | 9 | 1 | 7 | 10 | 12 |
| | 2% | 7% | 1% | - | 1% | 3% | 1% | 3% | 3% | 3% | * | 1% | 2% | 3% |
| | | D* | * | * | | | * | | | | | | | |
| Somewhat difficult | 132 | 26 | 13 | 9 | 49 | 23 | 12 | 52 | 22 | 39 | 14 | 73 | 68 | 50 |
| | 13% | 19% | 12% | 13% | 12% | 9% | 17% | 18% | 13% | 14% | 8% | 15% | 13% | 11% |
| | | E* | * | * | | | * | J | | | | | | |
| Not very difficult | 463 | 58 | 66 | 35 | 171 | 106 | 27 | 109 | 81 | 135 | 91 | 221 | 256 | 196 |
| | 45% | 42% | 61% | 52% | 43% | 43% | 37% | 38% | 48% | 47% | 49% | 46% | 48% | 44% |
| | | * | ADEF* | * | | | * | | | | | | | |
| Not at all difficult | 405 | 43 | 28 | 23 | 167 | 111 | 32 | 115 | 61 | 103 | 79 | 176 | 200 | 187 |
| | 40% | 31% | 26% | 35% | 43% | 45% | 44% | 40% | 36% | 36% | 43% | 37% | 37% | 42% |
| | | * | * | * | B | AB | * | | | | | | | |
| Summary | | | | | | | | | | | | | | |
| Top2Box (Very/ Somewhat difficult) | 156 | 36 | 14 | 9 | 54 | 29 | 13 | 61 | 26 | 48 | 15 | 80 | 78 | 62 |
| | 15% | 27% | 13% | 13% | 14% | 12% | 18% | 21% | 15% | 17% | 8% | 17% | 15% | 14% |
| | | DE* | * | * | | | * | J | | J | | | | |
| Low2Box (Not very/ Not at all difficult) | 868 | 101 | 94 | 58 | 338 | 217 | 59 | 224 | 143 | 238 | 170 | 397 | 456 | 383 |
| | 85% | 73% | 87% | 87% | 86% | 88% | 82% | 79% | 85% | 83% | 92% | 83% | 85% | 86% |
| | | * | * | * | A | A | * | | | | GI | | | |

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L/M
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L/M
Minimum Base: 30 (**), Small Base: 100 (*)

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1_6. [On a day when most stores are closed (national holiday, Sunday, etc)]

How difficult do you find it to keep your family entertained in the summer months during the following situations?

| | REGION | | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD CHILDREN'S AGE | | |
|--|--------|-----|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|--------------------------|--------|-----|
| | Total | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <40k | 40k - <60K | 60k - <100k | 100k+ | 4 and under | 5 to 9 | 10+ |
| | | A | B | C | D | E | F | G | H | I | J | K | L | M |
| Base: All Respondents | 1024 | 131 | 99 | 57 | 422 | 250 | 65 | 182 | 162 | 302 | 277 | 485 | 538 | 440 |
| Weighted | 1024 | 137 | 109 | 67 | 393 | 246 | 73 | 286 | 169 | 286 | 184 | 477 | 534 | 446 |
| On a day when most stores are closed (national holiday, Sunday, etc) | | | | | | | | | | | | | | |
| Very difficult | 56 | 7 | 8 | 1 | 25 | 9 | 6 | 21 | 7 | 17 | 5 | 29 | 17 | 30 |
| | 5% | 5% | 7% | 1% | 6% | 4% | 9% | 7% | 4% | 6% | 3% | 6% | 3% | 7% |
| | | * | * | * | | | * | | | | | | | |
| Somewhat difficult | 222 | 29 | 20 | 12 | 104 | 43 | 14 | 82 | 38 | 61 | 27 | 101 | 113 | 90 |
| | 22% | 21% | 18% | 18% | 27% | 17% | 20% | 29% | 23% | 21% | 15% | 21% | 21% | 20% |
| | | * | * | * | E | | * | J | | | | | | |
| Not very difficult | 487 | 72 | 60 | 30 | 173 | 121 | 31 | 106 | 83 | 139 | 104 | 210 | 274 | 216 |
| | 48% | 53% | 55% | 45% | 44% | 49% | 43% | 37% | 49% | 49% | 56% | 44% | 51% | 48% |
| | | * | * | * | | | * | | | G | G | | | |
| Not at all difficult | 259 | 30 | 22 | 24 | 91 | 73 | 21 | 77 | 40 | 69 | 48 | 137 | 130 | 110 |
| | 25% | 22% | 20% | 36% | 23% | 30% | 29% | 27% | 24% | 24% | 26% | 29% | 24% | 25% |
| | | * | * | * | | | * | | | | | | | |
| Summary | | | | | | | | | | | | | | |
| Top2Box (Very/ Somewhat difficult) | 278 | 35 | 27 | 13 | 129 | 52 | 21 | 103 | 45 | 78 | 32 | 130 | 130 | 120 |
| | 27% | 26% | 25% | 19% | 33% | 21% | 28% | 36% | 27% | 27% | 17% | 27% | 24% | 27% |
| | | * | * | * | E | | * | J | | J | | | | |
| Low2Box (Not very/ Not at all difficult) | 746 | 102 | 81 | 54 | 263 | 194 | 52 | 182 | 123 | 209 | 152 | 347 | 404 | 326 |
| | 73% | 74% | 75% | 81% | 67% | 79% | 72% | 64% | 73% | 73% | 83% | 73% | 76% | 73% |
| | | * | * | * | | D | * | | | | GI | | | |

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L/M
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L/M
Minimum Base: 30 (**), Small Base: 100 (*)

1. [SUMMARY - TOP2BOX (VERY/ SOMEWHAT DIFFICULT)]

How difficult do you find it to keep your family entertained in the summer months during the following situations?

| | | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD CHILDREN'S AGE | | |
|---|-------|--------|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|--------------------------|--------|-----|
| | Total | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <40k | 40k - <60K | 60k - <100k | 100k+ | 4 and under | 5 to 9 | 10+ |
| | | A | B | C | D | E | F | G | H | I | J | K | L | M |
| | | | | | | | | | | | | | | |
| Base: All Respondents | 1024 | 131 | 99 | 57 | 422 | 250 | 65 | 182 | 162 | 302 | 277 | 485 | 538 | 440 |
| Weighted | 1024 | 137 | 109 | 67 | 393 | 246 | 73 | 286 | 169 | 286 | 184 | 477 | 534 | 446 |
| On a rainy day | 540 | 76 | 50 | 27 | 216 | 123 | 47 | 163 | 97 | 146 | 81 | 268 | 281 | 218 |
| | 53% | 56% | 46% | 40% | 55% | 50% | 65% | 57% | 58% | 51% | 44% | 56% | 53% | 49% |
| | | * | * | * | | | C* | J | J | | | | | |
| On a road trip in the car | 465 | 65 | 66 | 28 | 180 | 83 | 42 | 117 | 85 | 144 | 82 | 232 | 245 | 189 |
| | 45% | 48% | 60% | 42% | 46% | 34% | 58% | 41% | 51% | 50% | 45% | 49% | 46% | 42% |
| | | E* | DE* | * | E | | E* | | | | | | | |
| When it is too hot outside | 460 | 74 | 46 | 27 | 188 | 88 | 39 | 146 | 86 | 122 | 62 | 226 | 243 | 192 |
| | 45% | 54% | 42% | 40% | 48% | 36% | 53% | 51% | 51% | 43% | 34% | 47% | 46% | 43% |
| | | E* | * | * | E | | E* | J | J | | | | | |
| On a day when most stores are closed (national holiday, Sunday, etc) | 278 | 35 | 27 | 13 | 129 | 52 | 21 | 103 | 45 | 78 | 32 | 130 | 130 | 120 |
| | 27% | 26% | 25% | 19% | 33% | 21% | 28% | 36% | 27% | 27% | 17% | 27% | 24% | 27% |
| | | * | * | * | E | | * | J | | J | | | | |
| After a long day outside | 274 | 23 | 33 | 9 | 132 | 51 | 26 | 93 | 50 | 73 | 37 | 129 | 154 | 119 |
| | 27% | 17% | 30% | 14% | 34% | 21% | 36% | 32% | 29% | 26% | 20% | 27% | 29% | 27% |
| | | * | * | * | ACE | | ACE* | J | | | | | | |
| While on vacation | 156 | 36 | 14 | 9 | 54 | 29 | 13 | 61 | 26 | 48 | 15 | 80 | 78 | 62 |
| | 15% | 27% | 13% | 13% | 14% | 12% | 18% | 21% | 15% | 17% | 8% | 17% | 15% | 14% |
| | | DE* | * | * | | | * | J | | J | | | | |

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L/M
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L/M
Minimum Base: 30 (**), Small Base: 100 (*)

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1. [SUMMARY - LOW2BOX (NOT VERY/ NOT AT ALL DIFFICULT)]

How difficult do you find it to keep your family entertained in the summer months during the following situations?

| | | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD CHILDREN'S AGE | | |
|---|-------|--------|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|--------------------------|--------|-----|
| | Total | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <40k | 40k - <60K | 60k - <100k | 100k+ | 4 and under | 5 to 9 | 10+ |
| | | A | B | C | D | E | F | G | H | I | J | K | L | M |
| | | | | | | | | | | | | | | |
| Base: All Respondents | 1024 | 131 | 99 | 57 | 422 | 250 | 65 | 182 | 162 | 302 | 277 | 485 | 538 | 440 |
| Weighted | 1024 | 137 | 109 | 67 | 393 | 246 | 73 | 286 | 169 | 286 | 184 | 477 | 534 | 446 |
| While on vacation | 868 | 101 | 94 | 58 | 338 | 217 | 59 | 224 | 143 | 238 | 170 | 397 | 456 | 383 |
| | 85% | 73% | 87% | 87% | 86% | 88% | 82% | 79% | 85% | 83% | 92% | 83% | 85% | 86% |
| | | * | * | * | A | A | * | | | | GI | | | |
| After a long day outside | 750 | 114 | 76 | 58 | 261 | 195 | 47 | 193 | 119 | 213 | 148 | 348 | 380 | 327 |
| | 73% | 83% | 70% | 86% | 66% | 79% | 64% | 68% | 71% | 74% | 80% | 73% | 71% | 73% |
| | | DF* | * | DF* | | DF | * | | | | G | | | |
| On a day when most stores are closed (national holiday, Sunday, etc) | 746 | 102 | 81 | 54 | 263 | 194 | 52 | 182 | 123 | 209 | 152 | 347 | 404 | 326 |
| | 73% | 74% | 75% | 81% | 67% | 79% | 72% | 64% | 73% | 73% | 83% | 73% | 76% | 73% |
| | | * | * | * | | D | * | | | | GI | | | |
| When it is too hot outside | 564 | 64 | 63 | 40 | 205 | 158 | 34 | 140 | 83 | 164 | 122 | 251 | 291 | 253 |
| | 55% | 46% | 58% | 60% | 52% | 64% | 47% | 49% | 49% | 57% | 66% | 53% | 54% | 57% |
| | | * | * | * | | ADF | * | | | | GH | | | |
| On a road trip in the car | 559 | 72 | 43 | 38 | 212 | 163 | 31 | 169 | 84 | 142 | 102 | 245 | 289 | 256 |
| | 55% | 52% | 40% | 58% | 54% | 66% | 42% | 59% | 49% | 50% | 55% | 51% | 54% | 58% |
| | | * | * | * | B | ABDF | * | | | | | | | |
| On a rainy day | 484 | 61 | 58 | 40 | 176 | 123 | 26 | 122 | 71 | 140 | 103 | 209 | 253 | 228 |
| | 47% | 44% | 54% | 60% | 45% | 50% | 35% | 43% | 42% | 49% | 56% | 44% | 47% | 51% |
| | | * | * | F* | | | * | | | | GH | | | |

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L/M
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L/M
Minimum Base: 30 (**), Small Base: 100 (*)

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2. [I wish it were easier to come up with things to do with my family in the summer months]

To what extent do you agree or disagree with the following statement:

| | REGION | | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD CHILDREN'S AGE | | |
|--|--------|-----|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|--------------------------|--------|-----|
| | Total | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <40k | 40k - <60K | 60k - <100k | 100k+ | 4 and under | 5 to 9 | 10+ |
| | | A | B | C | D | E | F | G | H | I | J | K | L | M |
| Base: All Respondents | 1024 | 131 | 99 | 57 | 422 | 250 | 65 | 182 | 162 | 302 | 277 | 485 | 538 | 440 |
| Weighted | 1024 | 137 | 109 | 67 | 393 | 246 | 73 | 286 | 169 | 286 | 184 | 477 | 534 | 446 |
| I wish it were easier to come up with things to do with my family in the summer months | | | | | | | | | | | | | | |
| Strongly agree | 151 | 17 | 13 | 7 | 65 | 39 | 10 | 60 | 28 | 40 | 13 | 62 | 82 | 82 |
| | 15% | 12% | 12% | 11% | 17% | 16% | 13% | 21% | 16% | 14% | 7% | 13% | 15% | 18% |
| | | * | * | * | | | * | J | J | J | | | | |
| Somewhat agree | 402 | 61 | 50 | 19 | 137 | 109 | 26 | 106 | 75 | 115 | 68 | 189 | 219 | 152 |
| | 39% | 44% | 46% | 28% | 35% | 44% | 36% | 37% | 44% | 40% | 37% | 40% | 41% | 34% |
| | | * | * | * | | | * | | | | | | | |
| Somewhat disagree | 292 | 37 | 29 | 22 | 110 | 67 | 27 | 62 | 41 | 90 | 66 | 136 | 140 | 137 |
| | 29% | 27% | 27% | 32% | 28% | 27% | 38% | 22% | 24% | 32% | 36% | 28% | 26% | 31% |
| | | * | * | * | | | * | | | | G | | | |
| Strongly disagree | 179 | 22 | 16 | 19 | 80 | 31 | 9 | 58 | 26 | 41 | 38 | 90 | 93 | 75 |
| | 17% | 16% | 15% | 29% | 20% | 13% | 13% | 20% | 15% | 14% | 21% | 19% | 17% | 17% |
| | | * | * | E* | | | * | | | | | | | |
| Summary | | | | | | | | | | | | | | |
| Top2Box (Strongly/ Somewhat agree) | 553 | 78 | 63 | 26 | 203 | 148 | 36 | 165 | 102 | 155 | 81 | 252 | 301 | 234 |
| | 54% | 57% | 58% | 39% | 52% | 60% | 49% | 58% | 60% | 54% | 44% | 53% | 56% | 52% |
| | | * | * | * | | C | * | J | J | | | | | |
| Low2Box (Strongly/ Somewhat disagree) | 471 | 59 | 46 | 41 | 190 | 98 | 37 | 120 | 67 | 131 | 104 | 226 | 233 | 212 |
| | 46% | 43% | 42% | 61% | 48% | 40% | 51% | 42% | 40% | 46% | 56% | 47% | 44% | 48% |
| | | * | * | E* | | | * | | | | GH | | | |

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L/M
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L/M
Minimum Base: 30 (**), Small Base: 100 (*)

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