

1. Have you ever travelled to Europe for vacation?

		REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	West	Ontario	Quebec	Atlantic	<40K	40K - <60K	60K - <100K	100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents	2231	233	172	162	567	602	559	503	566	408	583	391	574	1657
Weighted	2231	299	237	145	681	855	536	159	660	416	546	324	558	1673
Yes	1017	166	97	58	321	463	185	48	224	169	281	204	224	793
	46%	56%	41%	40%	47%	54%	34%	30%	34%	41%	51%	63%	40%	47%
		BCFG	G		FG	BCDFG					HI	HIJ		L
No, but I would like to travel to Europe someday	1214	133	140	87	360	393	351	111	436	247	265	121	335	880
	54%	44%	59%	60%	53%	46%	66%	70%	66%	59%	49%	37%	60%	53%
			AE	AE	E		ADE	ABDE	JK	JK	K		M	

- 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 (*)

[Table of Contents](#)

2. Which of the following apply to you:

		REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	West	Ontario	Quebec	Atlantic	<40K	40K - <60K	60K - <100K	100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents	2231	233	172	162	567	602	559	503	566	408	583	391	574	1657
Weighted	2231	299	237	145	681	855	536	159	660	416	546	324	558	1673
I would like to travel to Europe for vacation within the next three years.	1303	174	149	80	402	495	303	102	369	229	332	221	312	991
	58%	58%	63%	55%	59%	58%	57%	65%	56%	55%	61%	68%	56%	59%
								F				HI		
I am considering booking a European vacation for this summer.	190	15	14	6	35	95	48	11	53	29	54	30	55	134
	8%	5%	6%	4%	5%	11%	9%	7%	8%	7%	10%	9%	10%	8%
						ACDG	D							
I have already booked a European vacation for this summer.	85	22	-	5	27	42	13	2	17	17	28	14	23	61
	4%	7%	-	3%	4%	5%	2%	1%	3%	4%	5%	4%	4%	4%
		BFG		B	BG	BFG								
None of the above	707	92	74	60	226	255	180	47	239	147	151	68	179	528
	32%	31%	31%	41%	33%	30%	33%	30%	36%	35%	28%	21%	32%	32%
				EG					JK	JK				

- 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 (*)

[Table of Contents](#)

3. Which of the following cities of Europe would you like to visit on vacation?

		REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	West	Ontario	Quebec	Atlantic	<40K	40K - <60K	60K - <100K	100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents	2231	233	172	162	567	602	559	503	566	408	583	391	574	1657
Weighted	2231	299	237	145	681	855	536	159	660	416	546	324	558	1673
Paris, France	1237	157	106	77	341	471	339	86	371	234	283	190	356	880
	55%	53%	45%	53%	50%	55%	63%	54%	56%	56%	52%	59%	64%	53%
						B	ABDEG						M	
Rome, Italy	1185	157	115	70	342	467	287	88	341	219	299	177	324	861
	53%	52%	49%	48%	50%	55%	54%	56%	52%	53%	55%	55%	58%	51%
													M	
London, United-Kingdom	1130	154	109	83	346	502	192	90	318	212	288	165	295	835
	51%	52%	46%	57%	51%	59%	36%	57%	48%	51%	53%	51%	53%	50%
		F	F	F	F	BDF		BF						
Athens, Greece	908	132	94	62	287	328	223	70	259	174	224	134	258	650
	41%	44%	40%	43%	42%	38%	42%	44%	39%	42%	41%	41%	46%	39%
													M	
Barcelona, Spain	818	120	88	57	265	318	179	56	198	165	221	140	226	592
	37%	40%	37%	39%	39%	37%	33%	36%	30%	40%	41%	43%	41%	35%
										H	H	H		
Brussels, Belgium	445	65	37	35	138	171	104	32	114	73	100	89	123	322
	20%	22%	16%	24%	20%	20%	19%	20%	17%	18%	18%	28%	22%	19%
												HIJ		
Lisbon, Portugal	431	62	35	28	125	167	110	29	98	77	123	85	94	337
	19%	21%	15%	19%	18%	19%	21%	19%	15%	19%	22%	26%	17%	20%
											H	HI		
Prague, Czech Republic	393	67	43	28	138	151	77	27	81	62	116	89	90	303
	18%	22%	18%	19%	20%	18%	14%	17%	12%	15%	21%	27%	16%	18%
		F			F						HI	HI		
Budapest, Hungary	362	64	31	18	113	170	56	24	95	52	90	84	97	265
	16%	21%	13%	12%	17%	20%	10%	15%	14%	13%	16%	26%	17%	16%
		F			F	F		F				HIJ		
Other	465	91	54	24	168	195	73	28	136	87	102	56	99	366
	21%	30%	23%	16%	25%	23%	14%	18%	21%	21%	19%	17%	18%	22%
		CFG	F		FG	F								

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

[Table of Contents](#)

4. Which of the following would you be likely to do on a European vacation?

		REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	West	Ontario	Quebec	Atlantic	<40K	40K - <60K	60K - <100K	100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents	2231	233	172	162	567	602	559	503	566	408	583	391	574	1657
Weighted	2231	299	237	145	681	855	536	159	660	416	546	324	558	1673
See historical sites / monuments	1661	239	146	111	496	652	389	123	484	281	423	261	408	1253
	74%	80%	62%	77%	73%	76%	73%	78%	73%	68%	77%	80%	73%	75%
		B		B	B	B	B	B			I	HI		
Try local cuisine	1516	200	156	88	444	591	377	103	403	284	383	250	380	1136
	68%	67%	66%	61%	65%	69%	70%	65%	61%	68%	70%	77%	68%	68%
							C				H	HI		
See museums and other cultural institutions	1363	188	128	90	407	534	326	96	395	228	354	218	337	1026
	61%	63%	54%	62%	60%	62%	61%	61%	60%	55%	65%	67%	60%	61%
											I	I		
Visit villages or towns outside of the major cities	1335	195	125	84	404	508	327	96	374	234	345	214	324	1012
	60%	65%	53%	58%	59%	59%	61%	60%	57%	56%	63%	66%	58%	60%
		B										HI		
Go shopping	1041	145	122	62	328	404	225	84	329	176	237	154	301	740
	47%	48%	51%	42%	48%	47%	42%	53%	50%	42%	43%	48%	54%	44%
								CF					M	
Relax on a beach	827	118	93	52	262	297	204	64	266	160	194	113	279	549
	37%	39%	39%	36%	39%	35%	38%	40%	40%	38%	36%	35%	50%	33%
													M	
Go on an escorted tour (a multi-day coach tour for example)	818	112	70	81	262	336	141	79	248	142	215	117	199	619
	37%	37%	29%	55%	38%	39%	26%	50%	38%	34%	39%	36%	36%	37%
		F		ABDEF	F	BF		ABDEF						
Agrotourism (vineyards, cheese, olive oil, etc.)	720	81	77	48	207	256	202	55	191	117	193	116	208	511
	32%	27%	33%	33%	30%	30%	38%	34%	29%	28%	35%	36%	37%	31%
							ADE						M	
Take a multi-day cruise	598	88	53	47	188	237	128	46	168	103	157	102	160	438
	27%	29%	22%	32%	28%	28%	24%	29%	25%	25%	29%	31%	29%	26%
Attend concerts, festivals, or theatre	509	78	64	33	175	201	88	46	168	102	85	74	132	377
	23%	26%	27%	23%	26%	24%	16%	29%	25%	25%	16%	23%	24%	23%
		F	F		F	F		F	J	J		J		
Visit friends and family	474	87	50	22	159	224	72	18	130	96	100	73	124	350
	21%	29%	21%	15%	23%	26%	13%	11%	20%	23%	18%	23%	22%	21%
		CFG	FG		FG	CFG								
Other	130	27	12	9	48	42	30	10	50	15	24	10	23	107
	6%	9%	5%	6%	7%	5%	6%	7%	8%	4%	4%	3%	4%	6%
									IK					

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

[Table of Contents](#)

5_1. Please review the following pairings. For each, please indicate which would be your preference when travelling to Europe for vacation:

		REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	West	Ontario	Quebec	Atlantic	<40K	40K - <60K	60K - <100K	100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents	2231	233	172	162	567	602	559	503	566	408	583	391	574	1657
Weighted	2231	299	237	145	681	855	536	159	660	416	546	324	558	1673
Finding hidden gems	1323	213	159	94	465	546	213	99	399	229	333	190	282	1041
	59%	71%	67%	64%	68%	64%	40%	63%	60%	55%	61%	59%	51%	62%
		FG	F	F	F	F	F	F						L
Hitting all the major hot-spots	908	87	78	52	216	310	323	59	261	188	214	135	276	632
	41%	29%	33%	36%	32%	36%	60%	37%	40%	45%	39%	41%	49%	38%
							ABCDEG	A					M	

- 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 (*)

[Table of Contents](#)

5_2. Please review the following pairings. For each, please indicate which would be your preference when travelling to Europe for vacation:

		REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	West	Ontario	Quebec	Atlantic	<40K	40K - <60K	60K - <100K	100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents	2231	233	172	162	567	602	559	503	566	408	583	391	574	1657
Weighted	2231	299	237	145	681	855	536	159	660	416	546	324	558	1673
Exploring the big cities	1155	148	110	61	319	450	318	69	332	208	290	182	316	840
	52%	50%	46%	42%	47%	53%	59%	43%	50%	50%	53%	56%	57%	50%
						CG	ABCDEG						M	
Spending time in the countryside	1076	151	127	84	362	405	218	90	328	209	256	143	242	833
	48%	50%	54%	58%	53%	47%	41%	57%	50%	50%	47%	44%	43%	50%
		F	F	EF	F	F		EF						L

- 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 (*)

[Table of Contents](#)

5_3. Please review the following pairings. For each, please indicate which would be your preference when travelling to Europe for vacation:

		REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	West	Ontario	Quebec	Atlantic	<40K	40K - <60K	60K - <100K	100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents	2231	233	172	162	567	602	559	503	566	408	583	391	574	1657
Weighted	2231	299	237	145	681	855	536	159	660	416	546	324	558	1673
Traveling with children	395	33	42	34	109	160	104	21	127	69	94	69	269	125
	18%	11%	18%	24%	16%	19%	19%	13%	19%	17%	17%	21%	48%	7%
				AG		AG	AG						M	
Traveling without children	1836	266	195	111	572	695	432	137	533	348	453	256	289	1547
	82%	89%	82%	76%	84%	81%	81%	87%	81%	83%	83%	79%	52%	93%
		CEF						CEF						L

- 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 (*)

[Table of Contents](#)

5_4. Please review the following pairings. For each, please indicate which would be your preference when travelling to Europe for vacation:

		REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	West	Ontario	Quebec	Atlantic	<40K	40K - <60K	60K - <100K	100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents	2231	233	172	162	567	602	559	503	566	408	583	391	574	1657
Weighted	2231	299	237	145	681	855	536	159	660	416	546	324	558	1673
Following a pre-arranged itinerary (a cruise or coach tour)	988	128	88	81	297	390	227	75	295	163	259	144	229	759
	44%	43%	37%	56%	44%	46%	42%	47%	45%	39%	47%	44%	41%	45%
				ABDEF							I			
Deciding what to do 'on the fly'	1243	172	149	64	385	466	309	84	365	254	288	181	329	914
	56%	57%	63%	44%	56%	54%	58%	53%	55%	61%	53%	56%	59%	55%
		C	C		C	C	C			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 (*)

[Table of Contents](#)

5_5. Please review the following pairings. For each, please indicate which would be your preference when travelling to Europe for vacation:

		REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	West	Ontario	Quebec	Atlantic	<40K	40K - <60K	60K - <100K	100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents	2231	233	172	162	567	602	559	503	566	408	583	391	574	1657
Weighted	2231	299	237	145	681	855	536	159	660	416	546	324	558	1673
Staying in one city	330	33	34	13	80	122	113	16	128	52	72	34	97	234
	15%	11%	14%	9%	12%	14%	21%	10%	19%	12%	13%	10%	17%	14%
							ACDEG		IJK					
Traveling around to different places	1901	266	203	132	601	734	423	143	532	365	475	291	461	1439
	85%	89%	86%	91%	88%	86%	79%	90%	81%	88%	87%	90%	83%	86%
		F		F	F	F		F		H	H	H		

- 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 (*)

[Table of Contents](#)

6_1. [Traveling to Europe is a dream vacation.]

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

	REGION								HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	West	Ontario	Quebec	Atlantic	<40K	40K - <60K	60K - <100K	100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents	2231	233	172	162	567	602	559	503	566	408	583	391	574	1657
Weighted	2231	299	237	145	681	855	536	159	660	416	546	324	558	1673
Traveling to Europe is a dream vacation.														
Strongly agree	917	113	95	64	272	329	246	71	312	171	221	100	247	670
	41%	38%	40%	44%	40%	38%	46%	45%	47%	41%	40%	31%	44%	40%
							E		K	K	K			
Somewhat agree	1028	134	110	63	307	415	234	72	290	199	239	169	249	778
	46%	45%	47%	43%	45%	48%	44%	46%	44%	48%	44%	52%	45%	47%
												J		
Somewhat disagree	232	41	25	15	81	93	43	14	44	36	71	47	55	177
	10%	14%	10%	11%	12%	11%	8%	9%	7%	9%	13%	14%	10%	11%
		F									H	HI		
Strongly disagree	55	12	6	3	21	19	13	1	13	10	16	8	7	48
	2%	4%	3%	2%	3%	2%	3%	1%	2%	2%	3%	3%	1%	3%
		G			G									
Summary														
Top2Box (Agree)	1945	247	206	127	579	743	479	143	603	371	459	269	496	1448
	87%	82%	87%	87%	85%	87%	89%	90%	91%	89%	84%	83%	89%	87%
							A	AD	JK	K				
Low2Box (Disagree)	286	53	31	19	102	112	57	15	57	46	87	55	62	225
	13%	18%	13%	13%	15%	13%	11%	10%	9%	11%	16%	17%	11%	13%
		FG			G						H	HI		

- 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 (*)

[Table of Contents](#)

6_2. [On a direct flight, European cities are not that far from Canada.]

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

		REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	West	Ontario	Quebec	Atlantic	<40K	40K - <60K	60K - <100K	100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents	2231	233	172	162	567	602	559	503	566	408	583	391	574	1657
Weighted	2231	299	237	145	681	855	536	159	660	416	546	324	558	1673
On a direct flight, European cities are not that far from Canada.														
Strongly agree	462	50	47	25	122	188	123	28	139	94	108	68	115	347
	21%	17%	20%	18%	18%	22%	23%	18%	21%	23%	20%	21%	21%	21%
Somewhat agree	1094	130	109	61	299	426	280	89	319	193	280	160	276	819
	49%	43%	46%	42%	44%	50%	52%	56%	48%	46%	51%	49%	49%	49%
							ACD	ACD						
Somewhat disagree	562	103	69	42	214	205	111	33	169	98	131	88	145	418
	25%	34%	29%	29%	31%	24%	21%	21%	26%	24%	24%	27%	26%	25%
		EFG			EFG									
Strongly disagree	112	17	13	17	46	36	21	9	32	30	26	9	23	89
	5%	6%	5%	12%	7%	4%	4%	6%	5%	7%	5%	3%	4%	5%
				EFG						K				
Summary														
Top2Box (Agree)	1556	180	155	86	421	614	404	117	459	288	389	228	390	1166
	70%	60%	66%	59%	62%	72%	75%	74%	70%	69%	71%	70%	70%	70%
						ACD	ABCD	ACD						
Low2Box (Disagree)	675	119	81	59	260	241	132	42	201	129	158	97	168	507
	30%	40%	34%	41%	38%	28%	25%	26%	30%	31%	29%	30%	30%	30%
		EFG	F	EFG	EFG									

- Column Proportions:
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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 (*)

[Table of Contents](#)

6_3. [I see traveling to Europe as a big investment of time and/or money.]

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

	REGION								HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	West	Ontario	Quebec	Atlantic	<40K	40K - <60K	60K - <100K	100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents	2231	233	172	162	567	602	559	503	566	408	583	391	574	1657
Weighted	2231	299	237	145	681	855	536	159	660	416	546	324	558	1673
I see traveling to Europe as a big investment of time and/or money.														
Strongly agree	967	107	107	65	280	380	241	66	295	200	240	110	277	689
	43%	36%	45%	45%	41%	44%	45%	42%	45%	48%	44%	34%	50%	41%
							A		K	K	K		M	
Somewhat agree	987	137	96	62	296	377	241	73	270	171	252	170	226	761
	44%	46%	41%	43%	43%	44%	45%	46%	41%	41%	46%	52%	41%	45%
												HI		
Somewhat disagree	217	43	25	14	82	70	47	18	69	36	43	39	43	173
	10%	14%	10%	10%	12%	8%	9%	11%	10%	9%	8%	12%	8%	10%
		EF												
Strongly disagree	61	11	8	3	23	29	7	2	26	9	12	5	12	49
	3%	4%	4%	2%	3%	3%	1%	1%	4%	2%	2%	2%	2%	3%
					F	F								
Summary														
Top2Box (Agree)	1954	245	204	127	576	756	483	139	565	371	492	280	503	1450
	88%	82%	86%	88%	85%	88%	90%	87%	86%	89%	90%	86%	90%	87%
						A	AD							
Low2Box (Disagree)	277	55	33	18	105	99	53	20	95	45	55	45	55	223
	12%	18%	14%	12%	15%	12%	10%	13%	14%	11%	10%	14%	10%	13%
		EF			F									

- 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 (*)

[Table of Contents](#)