

1. Where are you planning to travel in Canada this summer?

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1008	455	553	262	374	372	56	241	419	292
Base: All Respondents (wtd)	1008	489	519	281	373	354	87	370	395	155
Newfoundland and Labrador	13	9	4	3	5	5	-	6	4	2
	1%	2%	1%	1%	1%	1%	-	2%	1%	1%
							*			
Prince Edward Island	20	8	12	7	3	10	-	9	7	4
	2%	2%	2%	2%	1%	3%	-	2%	2%	2%
							*			
Nova Scotia	45	23	21	13	14	17	2	13	21	8
	4%	5%	4%	5%	4%	5%	3%	3%	5%	5%
							*			
New Brunswick	39	21	18	11	14	14	3	15	14	6
	4%	4%	3%	4%	4%	4%	4%	4%	4%	4%
							*			
Quebec	244	124	120	57	112	75	18	87	97	42
	24%	25%	23%	20%	30%	21%	21%	24%	24%	27%
					CE		*			
Ontario	322	145	177	90	111	121	19	115	135	54
	32%	30%	34%	32%	30%	34%	21%	31%	34%	35%
							*			F
Manitoba	33	19	14	6	22	6	1	9	17	6
	3%	4%	3%	2%	6%	2%	2%	2%	4%	4%
					CE		*			
Saskatchewan	34	19	15	8	14	12	1	12	15	6
	3%	4%	3%	3%	4%	4%	1%	3%	4%	4%
							*			
Alberta	113	61	52	41	34	38	9	44	43	17
	11%	12%	10%	15%	9%	11%	10%	12%	11%	11%
				D			*			
British Columbia	121	61	60	45	28	48	8	42	49	22
	12%	12%	12%	16%	8%	14%	9%	11%	13%	14%
				D		D	*			
Nunavut	1	1	-	1	1	-	-	-	-	1
	*	*	-	*	*	-	-	-	-	1%
							*			H
Northwest Territories	2	1	1	1	-	1	-	-	1	1
	*	*	*	*	-	*	-	-	*	1%
							*			
Yukon	6	4	2	4	2	-	-	4	1	1
	1%	1%	*	1%	*	-	-	1%	*	1%

				E			*			
I don't have any Canadian travel plans	191	83	108	65	61	65	31	74	63	23
	19%	17%	21%	23%	16%	18%	35%	20%	16%	15%
				D			GHI*			
Sigma	1183	579	604	351	419	414	92	430	467	195
	117%	118%	116%	125%	112%	117%	106%	116%	118%	125%

Statistics:
Overlap formula used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)

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2. Think of your dream Canadian vacation. Which province or territory would you most like to visit?

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1008	455	553	262	374	372	56	241	419	292
Base: All Respondents (wtd)	1008	489	519	281	373	354	87	370	395	155
Newfoundland and Labrador	77	42	35	12	21	44	8	20	33	15
	8%	9%	7%	4%	6%	12%	9%	6%	8%	10%
						CD	*			G
Prince Edward Island	60	28	32	4	20	36	1	25	27	6
	6%	6%	6%	2%	5%	10%	1%	7%	7%	4%
					C	CD	*			
Nova Scotia	52	24	28	12	18	22	4	19	22	7
	5%	5%	5%	4%	5%	6%	5%	5%	6%	4%
							*			
New Brunswick	26	9	17	8	9	9	6	8	9	3
	3%	2%	3%	3%	2%	3%	7%	2%	2%	2%
							*			
Quebec	98	49	50	29	47	22	11	40	33	14
	10%	10%	10%	10%	13%	6%	13%	11%	8%	9%
					E		*			
Ontario	93	51	42	37	37	19	9	34	31	19
	9%	10%	8%	13%	10%	5%	10%	9%	8%	12%
				E	E		*			H
Manitoba	10	5	6	2	8	-	1	5	3	1
	1%	1%	1%	1%	2%	-	2%	1%	1%	1%
					E		*			
Saskatchewan	12	7	4	3	8	1	3	4	4	-
	1%	2%	1%	1%	2%	*	4%	1%	1%	-
					E		I*			
Alberta	50	28	21	14	14	21	3	26	15	6
	5%	6%	4%	5%	4%	6%	3%	7%	4%	4%
							*			
British Columbia	248	129	119	88	89	70	17	86	102	43
	25%	26%	23%	31%	24%	20%	20%	23%	26%	28%
				E			*			
Nunavut	11	6	4	2	4	4	-	6	3	2
	1%	1%	1%	1%	1%	1%	-	2%	1%	1%
							*			
Northwest Territories	15	9	6	4	2	9	-	5	6	4
	2%	2%	1%	1%	1%	3%	-	1%	2%	3%
						D	*			
Yukon	34	17	17	7	10	17	1	12	15	5
	3%	3%	3%	2%	3%	5%	2%	3%	4%	4%

							*			
Road trip across Canada from coast to coast	222	85	137	57	85	79	21	79	92	30
	22%	17%	26%	20%	23%	22%	24%	21%	23%	19%
			A				*			
Sigma	1008	489	519	281	373	354	87	370	395	155
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Overlap formula used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)

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3. If currency exchange was not a factor, would you rather vacation in Canada or the US?

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1008	455	553	262	374	372	56	241	419	292
Base: All Respondents (wtd)	1008	489	519	281	373	354	87	370	395	155
Canada, I wouldn't even leave my province	121	59	62	28	60	32	20	56	34	11
	12%	12%	12%	10%	16%	9%	22%	15%	9%	7%
					CE		HI*	HI		
Canada, but beyond my provincial borders	310	165	145	79	115	116	28	114	120	47
	31%	34%	28%	28%	31%	33%	32%	31%	30%	30%
							*			
United States	262	117	146	107	78	77	14	101	103	45
	26%	24%	28%	38%	21%	22%	16%	27%	26%	29%
				DE			*			F
Depends on the season: summers in Canada and winters in the U.S.	315	148	167	68	119	128	26	100	138	52
	31%	30%	32%	24%	32%	36%	29%	27%	35%	34%
					C	C	*		G	
Sigma	1008	489	519	281	373	354	87	370	395	155
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Overlap formula used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)

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4. Please indicate which of the following provinces and territories you've visited, including those where you have lived (including your current province)?

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1008	455	553	262	374	372	56	241	419	292
Base: All Respondents (wtd)	1008	489	519	281	373	354	87	370	395	155
Newfoundland and Labrador	126	84	42	19	33	74	3	40	58	26
	13%	17%	8%	7%	9%	21%	3%	11%	15%	17%
		B				CD	*		F	FG
Prince Edward Island	268	137	131	43	73	152	13	78	123	54
	27%	28%	25%	15%	20%	43%	15%	21%	31%	35%
						CD	*		FG	FG
Nova Scotia	325	178	148	51	97	178	20	94	150	61
	32%	36%	28%	18%	26%	50%	23%	25%	38%	40%
		B			C	CD	*		FG	FG
New Brunswick	343	179	164	48	117	178	16	109	155	63
	34%	37%	32%	17%	31%	50%	19%	29%	39%	40%
					C	CD	*		FG	FG
Quebec	640	321	319	147	226	267	34	208	284	114
	63%	66%	61%	52%	61%	75%	39%	56%	72%	73%
						CD	*	F	FG	FG
Ontario	769	382	388	190	280	299	48	269	322	130
	76%	78%	75%	68%	75%	84%	55%	73%	81%	84%
						CD	*	F	FG	FG
Manitoba	291	169	122	47	88	155	18	102	121	50
	29%	35%	23%	17%	24%	44%	20%	28%	31%	32%
		B				CD	*			
Saskatchewan	298	163	135	62	98	139	31	92	125	51
	30%	33%	26%	22%	26%	39%	35%	25%	32%	33%
		B				CD	*			G
Alberta	465	232	233	115	141	209	34	153	193	84
	46%	47%	45%	41%	38%	59%	39%	41%	49%	54%
						CD	*			FG
British Columbia	500	240	260	122	152	226	36	164	210	90
	50%	49%	50%	43%	41%	64%	41%	44%	53%	58%
						CD	*		G	FG
Nunavut	13	10	3	1	3	8	-	4	7	1
	1%	2%	1%	*	1%	2%	-	1%	2%	1%
							*			
Northwest Territories	50	38	12	5	17	28	4	19	22	5
	5%	8%	2%	2%	5%	8%	5%	5%	6%	3%
		B				C	*			
Yukon	55	33	22	11	11	33	3	11	30	12
	5%	7%	4%	4%	3%	9%	3%	3%	8%	8%

						CD	*		G	G
Sigma	4143	2165	1979	860	1337	1946	260	1342	1800	741
	411%	443%	381%	306%	359%	550%	298%	363%	456%	477%

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

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5. How many countries in the world, besides Canada, have you visited or lived in?

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1008	455	553	262	374	372	56	241	419	292
Base: All Respondents (wtd)	1008	489	519	281	373	354	87	370	395	155
1	205	103	101	54	86	64	21	94	74	15
	20%	21%	20%	19%	23%	18%	24%	25%	19%	10%
							I*	I	I	
2	164	72	92	50	65	49	18	57	67	22
	16%	15%	18%	18%	17%	14%	21%	15%	17%	14%
							*			
3	104	49	55	36	36	32	5	40	43	16
	10%	10%	11%	13%	10%	9%	6%	11%	11%	10%
							*			
4	67	26	41	18	26	23	8	20	23	16
	7%	5%	8%	6%	7%	6%	10%	5%	6%	10%
							*			GH
5	59	32	26	20	27	12	2	15	32	11
	6%	7%	5%	7%	7%	3%	2%	4%	8%	7%
					E		*		G	
6	27	16	12	9	8	10	-	6	14	7
	3%	3%	2%	3%	2%	3%	-	2%	4%	4%
							*			G
7	28	11	17	5	14	9	-	8	12	8
	3%	2%	3%	2%	4%	2%	-	2%	3%	5%
							*			
8	32	14	17	9	6	17	1	10	13	7
	3%	3%	3%	3%	2%	5%	2%	3%	3%	5%
						D	*			
9	5	4	1	1	1	3	-	-	3	2
	*	1%	*	*	*	1%	-	-	1%	1%
							*			G
10	43	25	18	6	8	28	3	15	18	7
	4%	5%	4%	2%	2%	8%	4%	4%	4%	5%
						CD	*			
11	10	4	6	4	1	5	-	3	6	2
	1%	1%	1%	2%	*	1%	-	1%	1%	1%
							*			
12	27	17	10	4	8	15	-	8	10	8
	3%	3%	2%	1%	2%	4%	-	2%	3%	5%
							*			
13	8	3	6	1	5	2	-	-	6	3
	1%	1%	1%	*	1%	1%	-	-	1%	2%

							*		G	G
14	5	4	1	-	2	3	-	1	2	2
	1%	1%	*	-	1%	1%	-	*	*	1%
							*			
15	19	8	11	3	5	11	-	3	11	5
	2%	2%	2%	1%	1%	3%	-	1%	3%	3%
							*			G
16	1	1	-	-	-	1	-	-	1	*
	*	*	-	-	-	*	-	-	*	*
							*			
17	2	1	1	1	-	1	-	-	1	1
	*	*	*	*	-	*	-	-	*	1%
							*			
18	2	1	1	-	-	2	-	-	2	-
	*	*	*	-	-	*	-	-	*	-
							*			
19	2	1	1	-	-	2	-	1	1	-
	*	*	*	-	-	1%	-	*	*	-
							*			
20	21	12	9	2	8	11	1	3	10	7
	2%	2%	2%	1%	2%	3%	2%	1%	3%	4%
							*			G
21	3	1	2	2	-	*	-	2	-	1
	*	*	*	1%	-	*	-	*	-	1%
							*			H
22	1	1	-	-	-	1	-	-	-	1
	*	*	-	-	-	*	-	-	-	*
							*			
23	1	-	1	1	-	*	-	-	-	1
	*	-	*	*	-	*	-	-	-	1%
							*			H
24	2	1	1	1	1	1	-	-	1	1
	*	*	*	*	*	*	-	-	*	1%
							*			
25	3	1	2	1	1	2	-	-	1	3
	*	*	*	*	*	1%	-	-	*	2%
							*			GH
27	2	2	-	-	-	2	-	-	1	1
	*	*	-	-	-	1%	-	-	*	1%
							*			
28	1	1	-	-	-	1	-	-	-	1
	*	*	-	-	-	*	-	-	-	*
							*			
29	1	1	-	-	1	-	-	-	-	1
	*	*	-	-	*	-	-	-	-	*
							*			

30	7	4	4	1	1	4	1	1	4	1
	1%	1%	1%	*	*	1%	2%	*	1%	*
							*			
31	*	-	*	-	-	*	-	-	-	*
	*	-	*	-	-	*	-	-	-	*
							*			
34	1	-	1	-	1	-	-	-	-	1
	*	-	*	-	*	-	-	-	-	*
							*			
35	2	1	*	-	-	2	-	1	-	*
	*	*	*	-	-	1%	-	*	-	*
							*			
38	1	-	1	1	-	1	-	-	1	1
	*	-	*	*	-	*	-	-	*	*
							*			
40	4	3	1	-	-	4	-	-	4	-
	*	1%	*	-	-	1%	-	-	1%	-
							*			
42	*	-	*	-	-	*	-	-	-	*
	*	-	*	-	-	*	-	-	-	*
							*			
44	1	-	1	1	-	-	-	-	-	1
	*	-	*	*	-	-	-	-	-	*
							*			
52	1	1	-	-	-	1	-	-	1	-
	*	*	-	-	-	*	-	-	*	-
							*			
60	1	1	-	-	-	1	-	1	-	-
	*	*	-	-	-	*	-	*	-	-
							*			
63	1	-	1	1	-	-	-	-	-	1
	*	-	*	*	-	-	-	-	-	*
							*			
75	1	1	-	-	-	1	-	-	-	1
	*	*	-	-	-	*	-	-	-	*
							*			
I've never left Canada	146	68	78	51	63	32	25	80	36	5
	15%	14%	15%	18%	17%	9%	29%	22%	9%	3%
				E	E		HI*	HI	I	
Sigma	1008	489	519	281	373	354	87	370	395	155
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary										
Visited 1 Country	205	103	101	54	86	64	21	94	74	15
	20%	21%	20%	19%	23%	18%	24%	25%	19%	10%
							I*	I	I	

Visited 2-5	393	178	215	124	154	116	33	132	164	63
	39%	36%	41%	44%	41%	33%	38%	36%	42%	41%
				E	E		*			
Visited 6-9	92	45	47	24	29	39	1	24	42	24
	9%	9%	9%	8%	8%	11%	2%	6%	11%	15%
							*		F	FG
Visited 10+	173	94	79	29	41	103	6	40	78	48
	17%	19%	15%	10%	11%	29%	7%	11%	20%	31%
						CD	*		FG	FGH
Mean (Incl. 0)	5	5.4	4.6	3.9	3.7	7.2	2.7	3.5	5.5	8.3
						CD	*		FG	FGH
Std. Dev.	7.1	7.8	6.4	5.7	4.8	9.2	4.9	5.8	7	9.3
Std. Err.	0.2	0.4	0.3	0.3	0.2	0.5	0.5	0.3	0.4	0.7
Mean (Excl. 0)	5.8	6.2	5.4	4.7	4.5	7.9	3.8	4.4	6.1	8.5
						CD	*		FG	FGH
Std. Dev.	7.3	8	6.6	6	5	9.4	5.4	6.3	7.1	9.3
Std. Err.	0.2	0.4	0.3	0.4	0.3	0.5	0.7	0.4	0.4	0.8

Statistics:
Overlap formula used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)

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6_1. To what extent do you agree or disagree with following statements: - I have friends and family who live around the world, and I often spend my vacation visiting people outside of Canada.

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1008	455	553	262	374	372	56	241	419	292
Base: All Respondents (wtd)	1008	489	519	281	373	354	87	370	395	155
Top 2 Box (Net)	291	142	148	114	92	84	31	87	112	60
	29%	29%	29%	41%	25%	24%	36%	24%	28%	39%
				DE			*			GH
Strongly agree (4)	86	36	51	38	21	27	10	27	35	15
	9%	7%	10%	14%	6%	8%	11%	7%	9%	9%
				DE			*			
Somewhat agree (3)	204	107	98	76	70	58	21	60	78	45
	20%	22%	19%	27%	19%	16%	24%	16%	20%	29%
				DE			*			GH
Bottom 2 Box (Net)	717	347	371	167	281	269	56	283	283	95
	71%	71%	71%	59%	75%	76%	64%	76%	72%	61%
					C	C	*	I	I	
Somewhat disagree (2)	244	127	116	66	104	74	9	84	107	44
	24%	26%	22%	23%	28%	21%	10%	23%	27%	28%
					E		*	F	F	F
Strongly disagree (1)	474	219	255	101	178	195	47	199	175	52
	47%	45%	49%	36%	48%	55%	54%	54%	44%	33%
					C	C	I*	HI	I	
Sigma	1008	489	519	281	373	354	87	370	395	155
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary										
Mean	1.9	1.9	1.9	2.2	1.8	1.8	1.9	1.8	1.9	2.1
				DE			*		G	GH
Std. Dev.	1	0.98	1.03	1.07	0.93	0.98	1.11	0.97	0.99	0.99
Std. Err.	0.03	0.04	0.05	0.06	0.05	0.05	0.12	0.05	0.05	0.08

Statistics:
Overlap formula used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)
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6_2. To what extent do you agree or disagree with following statements: - Canada is a nice place to live, but not that interesting for a holiday – I'd rather go elsewhere.

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1008	455	553	262	374	372	56	241	419	292
Base: All Respondents (wtd)	1008	489	519	281	373	354	87	370	395	155
Top 2 Box (Net)	332	170	162	136	121	76	26	132	112	62
	33%	35%	31%	48%	32%	21%	30%	36%	28%	40%
				DE	E		*			H
Strongly agree (4)	88	46	42	39	33	16	7	39	28	14
	9%	9%	8%	14%	9%	5%	8%	11%	7%	9%
				E	E		*			
Somewhat agree (3)	245	124	120	97	88	60	19	93	84	48
	24%	25%	23%	34%	24%	17%	22%	25%	21%	31%
				DE	E		*			H
Bottom 2 Box (Net)	676	319	357	146	252	278	61	238	283	93
	67%	65%	69%	52%	68%	79%	70%	64%	72%	60%
					C	CD	*		I	
Somewhat disagree (2)	383	182	201	111	135	137	39	112	170	62
	38%	37%	39%	39%	36%	39%	45%	30%	43%	40%
							G*		G	G
Strongly disagree (1)	293	137	156	35	117	141	22	126	113	31
	29%	28%	30%	12%	31%	40%	25%	34%	29%	20%
					C	CD	*	I	I	
Sigma	1008	489	519	281	373	354	87	370	395	155
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary										
Mean	2.1	2.2	2.1	2.5	2.1	1.9	2.1	2.1	2.1	2.3
				DE	E		*			H
Std. Dev.	0.93	0.94	0.92	0.88	0.95	0.86	0.88	1	0.88	0.89
Std. Err.	0.03	0.04	0.04	0.05	0.05	0.05	0.09	0.05	0.04	0.07

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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6_3. To what extent do you agree or disagree with following statements: - I find it's cheaper to go outside of Canada for my vacation than to travel within our borders.

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1008	455	553	262	374	372	56	241	419	292
Base: All Respondents (wtd)	1008	489	519	281	373	354	87	370	395	155
Top 2 Box (Net)	407	197	210	128	157	122	26	146	164	72
	40%	40%	40%	46%	42%	35%	30%	39%	41%	46%
				E			*			F
Strongly agree (4)	136	67	69	51	42	42	11	55	49	21
	14%	14%	13%	18%	11%	12%	13%	15%	12%	13%
				DE			*			
Somewhat agree (3)	271	130	141	77	114	80	15	91	114	51
	27%	27%	27%	27%	31%	23%	17%	25%	29%	33%
				E			*			FG
Bottom 2 Box (Net)	601	292	309	153	216	232	61	224	232	83
	60%	60%	60%	54%	58%	65%	70%	61%	59%	54%
						C	I*			
Somewhat disagree (2)	359	172	187	95	131	133	30	122	150	57
	36%	35%	36%	34%	35%	38%	35%	33%	38%	37%
							*			
Strongly disagree (1)	242	120	122	58	85	98	31	102	82	26
	24%	25%	23%	21%	23%	28%	36%	28%	21%	17%
							HI*	HI		
Sigma	1008	489	519	281	373	354	87	370	395	155
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary										
Mean	2.3	2.3	2.3	2.4	2.3	2.2	2.1	2.3	2.3	2.4
				E			*			F
Std. Dev.	0.98	0.99	0.97	1.01	0.95	0.97	1.02	1.02	0.94	0.93
Std. Err.	0.03	0.04	0.04	0.06	0.05	0.05	0.11	0.05	0.05	0.07

Statistics:
Overlap formula used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)

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6_4. To what extent do you agree or disagree with following statements: - Canada has something for everyone, so why go anywhere else.

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1008	455	553	262	374	372	56	241	419	292
Base: All Respondents (wtd)	1008	489	519	281	373	354	87	370	395	155
Top 2 Box (Net)	688	328	360	181	273	235	65	262	276	85
	68%	67%	69%	64%	73%	66%	74%	71%	70%	55%
					C		I*	I	I	
Strongly agree (4)	234	122	112	54	96	84	25	95	94	20
	23%	25%	22%	19%	26%	24%	29%	26%	24%	13%
							I*	I	I	
Somewhat agree (3)	454	206	248	127	177	151	40	167	182	66
	45%	42%	48%	45%	47%	43%	46%	45%	46%	42%
							*			
Bottom 2 Box (Net)	320	161	159	101	100	119	22	108	119	70
	32%	33%	31%	36%	27%	34%	26%	29%	30%	45%
				D			*			FGH
Somewhat disagree (2)	251	123	128	78	82	90	16	86	93	56
	25%	25%	25%	28%	22%	26%	18%	23%	24%	36%
							*			FGH
Strongly disagree (1)	69	38	31	22	18	28	6	22	26	14
	7%	8%	6%	8%	5%	8%	7%	6%	7%	9%
							*			
Sigma	1008	489	519	281	373	354	87	370	395	155
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary										
Mean	2.8	2.8	2.8	2.8	2.9	2.8	3	2.9	2.9	2.6
					C		I*	I	I	
Std. Dev.	0.86	0.89	0.83	0.85	0.82	0.89	0.88	0.85	0.85	0.83
Std. Err.	0.03	0.04	0.04	0.05	0.04	0.05	0.09	0.04	0.04	0.07

Statistics:
Overlap formula used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)

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6_5. To what extent do you agree or disagree with following statements: - I vacation in Canada because I want to learn more about my country.

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1008	455	553	262	374	372	56	241	419	292
Base: All Respondents (wtd)	1008	489	519	281	373	354	87	370	395	155
Top 2 Box (Net)	695	342	352	188	255	252	60	249	277	109
	69%	70%	68%	67%	68%	71%	69%	67%	70%	70%
Strongly agree (4)	191	96	95	55	61	75	17	74	73	27
	19%	20%	18%	19%	16%	21%	20%	20%	19%	17%
Somewhat agree (3)	503	246	257	133	193	177	43	175	203	82
	50%	50%	50%	47%	52%	50%	49%	47%	51%	53%
Bottom 2 Box (Net)	313	146	167	94	118	101	27	121	119	47
	31%	30%	32%	33%	32%	29%	31%	33%	30%	30%
Somewhat disagree (2)	242	112	130	68	100	74	21	96	90	36
	24%	23%	25%	24%	27%	21%	24%	26%	23%	23%
Strongly disagree (1)	71	34	37	25	18	28	6	25	29	10
	7%	7%	7%	9%	5%	8%	7%	7%	7%	7%
Sigma	1008	489	519	281	373	354	87	370	395	155
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary										
Mean	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8
Std. Dev.	0.82	0.82	0.82	0.86	0.77	0.84	0.84	0.83	0.82	0.8
Std. Err.	0.03	0.04	0.04	0.05	0.04	0.04	0.09	0.04	0.04	0.06

Statistics:
Overlap formula used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)

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6_6. To what extent do you agree or disagree with following statements: - I travel to the U.S. less often than I used to specifically because I don't feel safe there anymore

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1008	455	553	262	374	372	56	241	419	292
Base: All Respondents (wtd)	1008	489	519	281	373	354	87	370	395	155
Top 2 Box (Net)	395	199	196	112	154	130	35	155	152	54
	39%	41%	38%	40%	41%	37%	40%	42%	38%	35%
							*			
Strongly agree (4)	132	69	63	32	48	52	11	59	48	14
	13%	14%	12%	11%	13%	15%	13%	16%	12%	9%
							*	I		
Somewhat agree (3)	263	130	133	80	105	77	24	96	104	40
	26%	27%	26%	29%	28%	22%	27%	26%	26%	26%
							*			
Bottom 2 Box (Net)	613	290	323	169	219	224	53	215	243	101
	61%	59%	62%	60%	59%	63%	60%	58%	62%	65%
							*			
Somewhat disagree (2)	349	162	186	88	135	125	26	110	147	67
	35%	33%	36%	31%	36%	35%	29%	30%	37%	43%
							*			G
Strongly disagree (1)	264	127	136	81	84	99	27	105	97	35
	26%	26%	26%	29%	23%	28%	31%	28%	24%	22%
							*			
Sigma	1008	489	519	281	373	354	87	370	395	155
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary										
Mean	2.3	2.3	2.2	2.2	2.3	2.2	2.2	2.3	2.3	2.2
							*			
Std. Dev.	0.99	1	0.98	0.99	0.96	1.02	1.02	1.05	0.96	0.9
Std. Err.	0.03	0.05	0.04	0.06	0.05	0.05	0.11	0.05	0.05	0.07

Statistics:
Overlap formula used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)

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6. To what extent do you agree or disagree with following statements: - Top 2 Box Summary

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1008	455	553	262	374	372	56	241	419	292
Base: All Respondents (wtd)	1008	489	519	281	373	354	87	370	395	155
I vacation in Canada because I want to learn more about my country.	695	342	352	188	255	252	60	249	277	109
	69%	70%	68%	67%	68%	71%	69%	67%	70%	70%
							*			
Canada has something for everyone, so why go anywhere else.	688	328	360	181	273	235	65	262	276	85
	68%	67%	69%	64%	73%	66%	74%	71%	70%	55%
					C		I*	I	I	
I find it's cheaper to go outside of Canada for my vacation than to travel within our borders.	407	197	210	128	157	122	26	146	164	72
	40%	40%	40%	46%	42%	35%	30%	39%	41%	46%
				E			*			F
I travel to the U.S. less often than I used to specifically because I don't feel safe there anymore	395	199	196	112	154	130	35	155	152	54
	39%	41%	38%	40%	41%	37%	40%	42%	38%	35%
							*			
Canada is a nice place to live, but not that interesting for a holiday – I'd rather go elsewhere.	332	170	162	136	121	76	26	132	112	62
	33%	35%	31%	48%	32%	21%	30%	36%	28%	40%
				DE	E		*			H
I have friends and family who live around the world, and I often spend my vacation visiting people outside of Canada.	291	142	148	114	92	84	31	87	112	60
	29%	29%	29%	41%	25%	24%	36%	24%	28%	39%
				DE			*			GH

Statistics:
Overlap formula used
- Column Proportions:
 Columns Tested (5%): A/B,C/D/E,F/G/H/I
 Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
 Columns Tested (5%): A/B,C/D/E,F/G/H/I
 Minimum Base: 30 (**), Small Base: 100 (*)

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6. To what extent do you agree or disagree with following statements: - Bottom 2 Box Summary

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1008	455	553	262	374	372	56	241	419	292
Base: All Respondents (wtd)	1008	489	519	281	373	354	87	370	395	155
I have friends and family who live around the world, and I often spend my vacation visiting people outside of Canada.	717	347	371	167	281	269	56	283	283	95
	71%	71%	71%	59%	75%	76%	64%	76%	72%	61%
					C	C	*	I	I	
Canada is a nice place to live, but not that interesting for a holiday – I'd rather go elsewhere.	676	319	357	146	252	278	61	238	283	93
	67%	65%	69%	52%	68%	79%	70%	64%	72%	60%
					C	CD	*		I	
I travel to the U.S. less often than I used to specifically because I don't feel safe there anymore	613	290	323	169	219	224	53	215	243	101
	61%	59%	62%	60%	59%	63%	60%	58%	62%	65%
							*			
I find it's cheaper to go outside of Canada for my vacation than to travel within our borders.	601	292	309	153	216	232	61	224	232	83
	60%	60%	60%	54%	58%	65%	70%	61%	59%	54%
						C	I*			
Canada has something for everyone, so why go anywhere else.	320	161	159	101	100	119	22	108	119	70
	32%	33%	31%	36%	27%	34%	26%	29%	30%	45%
				D			*			FGH
I vacation in Canada because I want to learn more about my country.	313	146	167	94	118	101	27	121	119	47
	31%	30%	32%	33%	32%	29%	31%	33%	30%	30%
							*			

Statistics:
Overlap formula used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)

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