

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

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1008	135	112	71	371	245	74	233	139	262	253	248	760
Base: All Respondents (wtd)	1008	135	107	66	386	242	72	266	139	259	218	248	760
Newfoundland and Labrador	13	1	1	-	2	-	9	3	3	3	4	3	9
	1%	1%	1%	-	1%	-	13%	1%	2%	1%	2%	1%	1%
			*	*			ABCDE*						
Prince Edward Island	20	2	-	-	11	1	6	3	4	5	5	5	16
	2%	2%	-	-	3%	1%	9%	1%	3%	2%	2%	2%	2%
			*	*			ABCDE*						
Nova Scotia	45	4	1	-	11	3	26	6	11	9	12	12	33
	4%	3%	1%	-	3%	1%	36%	2%	8%	3%	6%	5%	4%
			*	*			ABCDE*		G				
New Brunswick	39	3	2	-	6	3	26	8	7	9	11	9	30
	4%	2%	2%	-	1%	1%	36%	3%	5%	4%	5%	4%	4%
			*	*			ABCDE*						
Quebec	244	-	2	2	40	195	5	62	32	73	59	80	164
	24%	-	1%	3%	10%	81%	6%	23%	23%	28%	27%	32%	22%
			*	A*	AB	ABCDF	A*					L	
Ontario	322	10	8	6	273	16	9	79	48	84	66	76	246
	32%	7%	8%	9%	71%	7%	13%	30%	35%	32%	30%	31%	32%
			*	*	ABCEF		*						
Manitoba	33	3	2	24	4	-	1	3	8	12	9	13	21
	3%	2%	2%	36%	1%	-	1%	1%	6%	5%	4%	5%	3%
		E	E*	ABDEF*			*		G	G	G		
Saskatchewan	34	8	3	18	3	-	1	5	5	15	8	6	28
	3%	6%	3%	28%	1%	-	1%	2%	4%	6%	4%	3%	4%
		DE	E*	ABDEF*			*			G			
Alberta	113	25	68	7	8	2	3	26	14	28	28	25	88
	11%	19%	64%	10%	2%	1%	5%	10%	10%	11%	13%	10%	12%
		DEF	ACDEF*	DE*			E*						
British Columbia	121	75	27	5	11	2	-	22	15	33	33	31	90
	12%	56%	25%	8%	3%	1%	-	8%	11%	13%	15%	12%	12%
		BCDEF	CDEF*	EF*			*				G		
Nunavut	1	1	-	-	1	-	-	-	-	1	1	-	1
	*	*	-	-	*	-	-	-	-	*	*	-	*
			*	*			*						
Northwest Territories	2	-	-	1	1	-	1	-	1	1	1	-	2
	*	-	-	1%	*	-	1%	-	*	*	*	-	*
			*	*			*						
Yukon	6	4	-	-	2	-	-	1	3	2	-	2	4
	1%	3%	-	-	1%	-	-	*	2%	1%	-	1%	*
		E	*	*			*						
I don't have any Canadian travel plans	191	33	18	16	77	34	12	71	21	34	32	33	158
	19%	25%	17%	25%	20%	14%	17%	27%	15%	13%	15%	13%	21%
		E	*	E*			*	HIJ					K
Sigma	1183	170	133	78	448	257	98	287	172	309	267	295	889
	117%	126%	124%	119%	116%	106%	137%	108%	123%	119%	122%	119%	117%

Statistics:
Overlap formula used
- Column Proportions:

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

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
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?

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1008	135	112	71	371	245	74	233	139	262	253	248	760
Base: All Respondents (wtd)	1008	135	107	66	386	242	72	266	139	259	218	248	760
Newfoundland and Labrador	77	17	9	5	31	5	11	23	14	13	21	10	67
	8%	12%	8%	7%	8%	2%	15%	9%	10%	5%	10%	4%	9%
		E	E*	E*	E		E*						K
Prince Edward Island	60	12	4	2	22	15	4	14	6	14	18	15	45
	6%	9%	4%	3%	6%	6%	6%	5%	4%	5%	8%	6%	6%
			*	*			*						
Nova Scotia	52	10	4	3	23	6	6	13	7	18	6	12	40
	5%	8%	3%	4%	6%	3%	8%	5%	5%	7%	3%	5%	5%
		E	*	*			*			J			
New Brunswick	26	2	1	-	5	12	6	13	7	1	3	7	19
	3%	1%	1%	-	1%	5%	8%	5%	5%	1%	1%	3%	3%
			*	*		D	ABCD*	I	I				
Quebec	98	6	4	*	13	75	*	29	11	27	23	33	65
	10%	5%	4%	1%	3%	31%	1%	11%	8%	10%	11%	13%	9%
			*	*		ABCD F	*					L	
Ontario	93	7	8	1	61	9	7	23	17	19	18	30	63
	9%	5%	8%	2%	16%	4%	9%	9%	12%	7%	8%	12%	8%
			*	*	ACE		*						
Manitoba	10	-	-	9	-	2	-	1	2	4	1	1	10
	1%	-	-	13%	-	1%	-	1%	2%	2%	*	*	1%
			*	ABDEF*			*						
Saskatchewan	12	-	2	5	2	3	-	3	5	1	2	5	7
	1%	-	1%	7%	1%	1%	-	1%	4%	1%	1%	2%	1%
			*	ADEF*			*		I				
Alberta	50	3	17	2	16	5	7	11	6	17	7	10	39
	5%	2%	16%	3%	4%	2%	9%	4%	4%	7%	3%	4%	5%
			ACDE*	*			AE*						
British Columbia	248	22	27	20	111	55	13	68	24	70	56	58	190
	25%	16%	26%	31%	29%	23%	18%	25%	17%	27%	26%	23%	25%
			*	A*	A		*			H			
Nunavut	11	4	-	1	1	4	-	2	5	2	1	1	10
	1%	3%	-	2%	*	2%	-	1%	3%	1%	*	*	1%
		D	*	*			*		J				
Northwest Territories	15	3	-	1	8	2	*	2	1	1	8	1	14
	2%	2%	-	2%	2%	1%	1%	1%	1%	1%	4%	1%	2%
			*	*			*				GI		
Yukon	34	7	3	2	14	3	4	7	7	8	9	6	28
	3%	5%	3%	3%	4%	1%	6%	3%	5%	3%	4%	2%	4%
		E	*	*			E*						
Road trip across Canada from coast to coast	222	40	28	15	79	46	13	58	27	62	45	59	163
	22%	30%	26%	22%	20%	19%	19%	22%	20%	24%	21%	24%	21%
		DE	*	*			*						
Sigma	1008	135	107	66	386	242	72	266	139	259	218	248	760
	100%	100%	100%	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/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:

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

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?

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1008	135	112	71	371	245	74	233	139	262	253	248	760
Base: All Respondents (wtd)	1008	135	107	66	386	242	72	266	139	259	218	248	760
Canada, I wouldn't even leave my province	121	13	8	4	28	59	8	57	18	28	13	26	95
	12%	9%	8%	7%	7%	25%	12%	21%	13%	11%	6%	11%	12%
			*	*		ABCDF	*	IJ	J				
Canada, but beyond my provincial borders	310	48	36	18	134	48	25	91	50	75	47	64	246
	31%	36%	34%	27%	35%	20%	35%	34%	36%	29%	22%	26%	32%
		E	E*	*	E		E*	J	J				
United States	262	46	28	18	73	82	16	57	35	68	71	78	185
	26%	34%	26%	27%	19%	34%	22%	22%	25%	26%	33%	31%	24%
		D	*	*		D	*				G	L	
Depends on the season: summers in Canada and winters in the U.S.	315	29	35	26	151	53	22	61	36	88	87	80	235
	31%	21%	33%	39%	39%	22%	31%	23%	26%	34%	40%	32%	31%
			E*	AE*	AE		*			G	GH		
Sigma	1008	135	107	66	386	242	72	266	139	259	218	248	760
	100%	100%	100%	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/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
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)?

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1008	135	112	71	371	245	74	233	139	262	253	248	760
Base: All Respondents (wtd)	1008	135	107	66	386	242	72	266	139	259	218	248	760
Newfoundland and Labrador	126	12	8	2	58	14	33	20	13	33	46	18	109
	13%	9%	8%	2%	15%	6%	45%	7%	9%	13%	21%	7%	14%
			*	*	CE		ABCDE*				GHI		K
Prince Edward Island	268	16	16	5	119	60	52	47	35	78	78	57	211
	27%	12%	15%	8%	31%	25%	73%	18%	25%	30%	36%	23%	28%
			*	*	ABC	AC	ABCDE*			G	GH		
Nova Scotia	325	32	21	10	150	54	58	57	46	83	101	58	267
	32%	24%	20%	16%	39%	22%	81%	21%	33%	32%	46%	23%	35%
			*	*	ABCE		ABCDE*		G	G	GHI		K
New Brunswick	343	23	25	8	135	92	60	59	43	105	98	66	277
	34%	17%	23%	13%	35%	38%	83%	22%	31%	40%	45%	27%	36%
			*	*	ABC	ABC	ABCDE*			G	GH		K
Quebec	640	52	32	17	264	226	47	142	82	180	162	147	493
	63%	38%	30%	26%	68%	93%	66%	53%	59%	70%	74%	59%	65%
			*	*	ABC	ABCDF	ABC*			G	GH		
Ontario	769	77	64	45	368	162	54	172	108	219	175	186	583
	76%	57%	60%	69%	95%	67%	75%	65%	78%	85%	80%	75%	77%
			*	*	ABCEF		AB*		G	G	G		
Manitoba	291	53	42	52	112	18	15	53	33	86	80	54	237
	29%	39%	39%	79%	29%	7%	21%	20%	24%	33%	37%	22%	31%
		DEF	EF*	ABDEF*	E		E*			G	GH		K
Saskatchewan	298	68	67	50	83	17	14	53	38	81	88	62	236
	30%	50%	62%	76%	21%	7%	20%	20%	27%	31%	40%	25%	31%
		DEF	DEF*	ADEF*	E		E*			G	GHI		
Alberta	465	107	96	48	155	38	21	89	54	124	129	91	374
	46%	79%	90%	73%	40%	16%	29%	33%	39%	48%	59%	37%	49%
		DEF	ACDEF*	DEF*	E		E*			G	GHI		K
British Columbia	500	128	85	45	171	46	24	105	60	129	138	108	392
	50%	95%	80%	69%	44%	19%	34%	39%	43%	50%	63%	44%	51%
		BCDEF	DEF*	DEF*	E		E*			G	GHI		
Nunavut	13	1	1	-	6	4	1	1	1	5	5	1	12
	1%	1%	1%	-	2%	1%	2%	*	1%	2%	2%	*	2%
			*	*			*						
Northwest Territories	50	17	9	3	16	2	2	4	6	16	15	11	39
	5%	12%	9%	5%	4%	1%	3%	1%	5%	6%	7%	5%	5%
		DEF	E*	E*	E		*			G	G		
Yukon	55	20	9	3	19	3	1	8	4	18	19	12	43
	5%	15%	9%	5%	5%	1%	1%	3%	3%	7%	9%	5%	6%
		DEF	EF*	E*	E		*				GH		
Sigma	4143	604	476	289	1656	735	383	808	524	1157	1136	871	3273
	411%	447%	445%	441%	429%	303%	534%	304%	376%	447%	521%	352%	430%

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

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

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1008	135	112	71	371	245	74	233	139	262	253	248	760
Base: All Respondents (wtd)	1008	135	107	66	386	242	72	266	139	259	218	248	760
1	205	33	16	15	73	50	18	72	29	49	29	49	156
	20%	25%	15%	22%	19%	20%	25%	27%	21%	19%	14%	20%	20%
			*	*			*	IJ					
2	164	19	20	14	58	42	11	38	20	59	28	54	110
	16%	14%	19%	21%	15%	17%	16%	14%	14%	23%	13%	22%	14%
			*	*			*			GJ		L	
3	104	9	15	8	44	22	7	12	25	24	27	30	74
	10%	6%	14%	12%	11%	9%	9%	4%	18%	9%	12%	12%	10%
			*	*			*		GI	G	G		
4	67	10	3	3	26	17	8	14	12	16	20	15	52
	7%	7%	3%	5%	7%	7%	11%	5%	8%	6%	9%	6%	7%
			*	*			*						
5	59	9	8	4	21	16	1	11	9	17	16	16	43
	6%	7%	8%	7%	5%	7%	1%	4%	6%	7%	7%	7%	6%
			*	*			*						
6	27	8	4	2	8	1	3	4	5	10	8	5	22
	3%	6%	4%	3%	2%	*	5%	2%	3%	4%	4%	2%	3%
		DE	E*	*			E*						
7	28	3	3	6	13	3	-	4	3	7	10	9	19
	3%	2%	3%	9%	3%	1%	-	2%	2%	3%	4%	4%	2%
			*	AEF*			*						
8	32	3	4	1	18	5	-	5	3	11	7	6	26
	3%	2%	4%	2%	5%	2%	-	2%	2%	4%	3%	2%	3%
			*	*			*						
9	5	-	*	-	2	2	-	1	2	1	2	1	4
	*	-	*	-	*	1%	-	*	1%	*	1%	*	1%
			*	*			*						
10	43	6	1	1	24	8	4	11	3	14	10	9	34
	4%	4%	1%	1%	6%	3%	5%	4%	2%	5%	4%	4%	5%
			*	*			*						
11	10	4	2	-	4	1	-	1	2	4	1	1	9
	1%	3%	1%	-	1%	*	-	*	1%	1%	*	*	1%
			*	*			*						
12	27	2	2	2	9	11	1	2	1	10	8	6	21
	3%	2%	2%	3%	2%	4%	1%	1%	1%	4%	4%	2%	3%
			*	*			*			G	G		
13	8	2	-	-	3	4	-	2	1	1	5	1	7
	1%	1%	-	-	1%	2%	-	1%	*	*	2%	1%	1%
			*	*			*				I		
14	5	-	1	-	1	1	2	-	-	-	4	1	4
	1%	-	1%	-	*	*	3%	-	-	-	2%	1%	1%
			*	*			ADE*				GI		
15	19	3	1	-	9	6	1	4	1	5	7	2	17
	2%	2%	*	-	2%	2%	1%	1%	1%	2%	3%	1%	2%
			*	*			*						
16	1	*	-	-	1	-	-	-	-	1	-	*	1
	*	*	-	-	*	-	-	-	-	1%	-	*	*
			*	*			*						
17	2	-	-	-	2	-	-	-	1	-	2	1	2
	*	-	-	-	1%	-	-	-	*	-	1%	*	*
			*	*			*						

18	2	1	-	-	1	-	-	-	-	-	1	2	-
	*	1%	-	-	*	-	-	-	-	-	*	1%	-
			*	*			*					L	
19	2	1	-	-	1	-	-	-	-	1	-	-	2
	*	1%	-	-	*	-	-	-	-	1%	-	-	*
			*	*			*						
20	21	5	-	2	10	4	2	3	1	7	9	4	17
	2%	3%	-	2%	2%	2%	2%	1%	1%	3%	4%	2%	2%
			*	*			*				G		
21	3	2	1	-	*	-	-	2	-	*	1	2	1
	*	1%	1%	-	*	-	-	1%	-	*	*	1%	*
			*	*			*						
22	1	-	-	-	1	-	-	-	-	1	-	-	1
	*	-	-	-	*	-	-	-	-	*	-	-	*
			*	*			*						
23	1	-	-	-	1	-	-	-	-	1	-	-	1
	*	-	-	-	*	-	-	-	-	*	-	-	*
			*	*			*						
24	2	1	-	-	1	-	-	1	-	-	1	1	1
	*	1%	-	-	*	-	-	*	-	-	1%	*	*
			*	*			*						
25	3	-	-	-	2	1	-	1	-	-	2	-	3
	*	-	-	-	1%	*	-	*	-	-	1%	-	*
			*	*			*						
27	2	-	-	-	1	*	-	-	-	-	2	-	2
	*	-	-	-	*	*	-	-	-	-	1%	-	*
			*	*			*						
28	1	-	-	-	1	-	-	-	-	1	-	-	1
	*	-	-	-	*	-	-	-	-	*	-	-	*
			*	*			*						
29	1	1	-	-	-	-	-	-	-	-	1	1	-
	*	*	-	-	-	-	-	-	-	-	*	*	-
			*	*			*						
30	7	2	-	-	2	2	-	1	1	4	-	1	6
	1%	2%	-	-	1%	1%	-	*	1%	2%	-	*	1%
			*	*			*						
31	*	-	-	-	-	*	-	-	-	-	*	-	*
	*	-	-	-	-	*	-	-	-	-	*	-	*
			*	*			*						
34	1	-	-	-	-	1	-	-	-	-	-	1	-
	*	-	-	-	-	*	-	-	-	-	-	*	-
			*	*			*						
35	2	-	-	-	-	*	1	-	-	-	1	-	2
	*	-	-	-	-	*	2%	-	-	-	1%	-	*
			*	*			D*						
38	1	-	1	-	1	-	-	-	-	-	1	-	1
	*	-	1%	-	*	-	-	-	-	-	*	-	*
			*	*			*						
40	4	1	-	-	2	1	-	-	-	1	2	1	3
	*	1%	-	-	*	*	-	-	-	*	1%	*	*
			*	*			*						
42	*	-	*	-	-	-	-	-	-	*	-	-	*
	*	-	*	-	-	-	-	-	-	*	-	-	*
			*	*			*						
44	1	1	-	-	-	-	-	-	-	-	1	1	-
	*	*	-	-	-	-	-	-	-	-	*	*	-
			*	*			*						
52	1	-	-	-	1	-	-	-	-	-	-	1	-
	*	-	-	-	*	-	-	-	-	-	-	*	-
			*	*			*						

60	1	-	-	-	-	1	-	-	-	1	-	-	1
	*	-	-	-	-	1%	-	-	-	1%	-	-	*
			*	*			*						
63	1	-	1	-	-	-	-	-	-	-	1	-	1
	*	-	*	-	-	-	-	-	-	-	*	-	*
			*	*			*						
75	1	-	-	-	1	-	-	-	-	-	1	-	1
	*	-	-	-	*	-	-	-	-	-	*	-	*
			*	*			*						
I've never left Canada	146	11	23	9	46	44	13	78	22	14	12	29	117
	15%	8%	22%	14%	12%	18%	19%	29%	16%	6%	6%	12%	15%
			AD*	*		AD	A*	HIJ	IJ				
Sigma	1008	135	107	66	386	242	72	266	139	259	218	248	760
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Visited 1 Country	205	33	16	15	73	50	18	72	29	49	29	49	156
	20%	25%	15%	22%	19%	20%	25%	27%	21%	19%	14%	20%	20%
			*	*			*	IJ					
Visited 2-5	393	46	47	29	149	96	26	75	66	116	91	115	278
	39%	34%	43%	44%	39%	40%	37%	28%	47%	45%	42%	46%	37%
			*	*			*		G	G	G	L	
Visited 6-9	92	14	12	9	41	11	3	14	13	28	27	21	71
	9%	10%	11%	14%	11%	5%	5%	5%	9%	11%	12%	8%	9%
			E*	E*	E		*			G	G		
Visited 10+	173	31	9	4	78	41	10	27	10	51	59	33	139
	17%	23%	8%	6%	20%	17%	15%	10%	7%	20%	27%	14%	18%
		BC	*	*	BC	BC	*			GH	GH		
Mean (Incl. 0)	5	6	3.8	3.4	5.5	4.8	4	2.9	3.4	5.6	7.3	4.5	5.1
		BCF		*	BC		*			GH	GHI		
Std. Dev.	7.1	7.6	6.5	3.8	7.2	7.5	6.2	4.6	4.2	7.5	8.8	6.5	7.2
Std. Err.	0.2	0.7	0.6	0.5	0.4	0.5	0.7	0.3	0.4	0.5	0.6	0.4	0.3
Mean (Excl. 0)	5.8	6.5	4.8	3.9	6.2	5.8	4.9	4.2	4.1	6	7.8	5.1	6
		C	*	*	C		*			GH	GHI		
Std. Dev.	7.3	7.7	7.1	3.8	7.4	8	6.5	5	4.3	7.6	8.9	6.7	7.5
Std. Err.	0.2	0.7	0.8	0.5	0.4	0.6	0.9	0.4	0.4	0.5	0.6	0.5	0.3

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1008	135	112	71	371	245	74	233	139	262	253	248	760
Base: All Respondents (wtd)	1008	135	107	66	386	242	72	266	139	259	218	248	760
Top 2 Box (Net)	291	48	34	18	125	55	10	67	48	68	66	79	211
	29%	36%	32%	27%	32%	23%	15%	25%	35%	26%	30%	32%	28%
		EF	F*	*	EF		*						
Strongly agree (4)	86	14	9	3	37	21	3	26	17	17	18	33	53
	9%	10%	8%	4%	9%	9%	5%	10%	12%	7%	8%	13%	7%
			*	*			*					L	
Somewhat agree (3)	204	34	25	15	88	35	7	41	32	51	48	46	158
	20%	26%	23%	23%	23%	14%	10%	15%	23%	20%	22%	19%	21%
		EF	F*	*	EF		*						
Bottom 2 Box (Net)	717	87	73	48	262	187	61	199	91	191	152	168	549
	71%	64%	68%	73%	68%	77%	85%	75%	65%	74%	70%	68%	72%
			*	*		AD	ABD*						
Somewhat disagree (2)	244	36	22	14	97	56	19	56	31	77	50	61	183
	24%	27%	20%	21%	25%	23%	26%	21%	22%	30%	23%	24%	24%
			*	*			*			G			
Strongly disagree (1)	474	51	51	34	165	130	43	143	60	114	102	108	366
	47%	38%	48%	52%	43%	54%	60%	54%	43%	44%	47%	44%	48%
			*	*		AD	AD*	I					
Sigma	1008	135	107	66	386	242	72	266	139	259	218	248	760
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	1.9	2.1	1.9	1.8	2	1.8	1.6	1.8	2	1.9	1.9	2	1.9
		EF	F*	*	EF		*						
Std. Dev.	1	1.02	1.03	0.94	1.02	0.99	0.85	1.02	1.07	0.94	1.01	1.08	0.98
Std. Err.	0.03	0.09	0.1	0.12	0.05	0.06	0.1	0.06	0.09	0.06	0.07	0.07	0.04

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

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1008	135	112	71	371	245	74	233	139	262	253	248	760
Base: All Respondents (wtd)	1008	135	107	66	386	242	72	266	139	259	218	248	760
Top 2 Box (Net)	332	44	31	24	125	91	17	83	46	100	66	105	228
	33%	33%	29%	36%	32%	38%	24%	31%	33%	39%	30%	42%	30%
			*	*		F	*					L	
Strongly agree (4)	88	10	8	3	34	26	6	25	11	28	16	36	52
	9%	8%	8%	4%	9%	11%	9%	9%	8%	11%	7%	15%	7%
			*	*			*					L	
Somewhat agree (3)	245	34	23	21	91	66	11	58	35	72	50	68	176
	24%	25%	22%	32%	23%	27%	15%	22%	25%	28%	23%	28%	23%
			*	F*			*						
Bottom 2 Box (Net)	676	91	76	42	261	151	54	183	94	159	152	143	533
	67%	67%	71%	64%	68%	62%	76%	69%	67%	61%	70%	58%	70%
			*	*			E*						K
Somewhat disagree (2)	383	54	39	24	142	92	31	95	44	94	94	88	295
	38%	40%	37%	36%	37%	38%	44%	36%	32%	36%	43%	36%	39%
			*	*			*				H		
Strongly disagree (1)	293	37	36	18	119	59	23	89	49	64	58	55	238
	29%	28%	34%	28%	31%	24%	32%	33%	35%	25%	27%	22%	31%
			*	*			*		I				K
Sigma	1008	135	107	66	386	242	72	266	139	259	218	248	760
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	2.1	2.1	2	2.1	2.1	2.2	2	2.1	2.1	2.2	2.1	2.3	2.1
			*	*			*					L	
Std. Dev.	0.93	0.91	0.93	0.87	0.94	0.94	0.92	0.96	0.96	0.95	0.88	0.98	0.9
Std. Err.	0.03	0.08	0.09	0.11	0.05	0.06	0.11	0.06	0.08	0.06	0.06	0.06	0.03

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

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1008	135	112	71	371	245	74	233	139	262	253	248	760
Base: All Respondents (wtd)	1008	135	107	66	386	242	72	266	139	259	218	248	760
Top 2 Box (Net)	407	54	38	16	158	110	31	93	59	118	95	122	285
	40%	40%	36%	24%	41%	46%	43%	35%	42%	45%	44%	49%	37%
		C	*	*	C	C	C*			G		L	
Strongly agree (4)	136	27	13	4	46	33	13	29	16	44	31	35	101
	14%	20%	13%	5%	12%	14%	18%	11%	11%	17%	14%	14%	13%
		CD	*	*			C*						
Somewhat agree (3)	271	27	25	13	111	77	18	64	43	73	64	88	183
	27%	20%	23%	19%	29%	32%	25%	24%	31%	28%	29%	35%	24%
			*	*		A	*					L	
Bottom 2 Box (Net)	601	81	69	50	229	132	41	173	80	141	123	125	476
	60%	60%	64%	76%	59%	54%	57%	65%	58%	55%	56%	51%	63%
			*	ADEF*			*	I					K
Somewhat disagree (2)	359	54	37	31	132	79	26	82	48	94	85	76	283
	36%	40%	34%	48%	34%	33%	37%	31%	35%	36%	39%	31%	37%
			*	DE*			*						
Strongly disagree (1)	242	27	32	18	97	53	15	91	32	48	38	49	193
	24%	20%	30%	28%	25%	22%	20%	34%	23%	18%	18%	20%	25%
			*	*			*	HIJ					
Sigma	1008	135	107	66	386	242	72	266	139	259	218	248	760
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	2.3	2.4	2.2	2	2.3	2.4	2.4	2.1	2.3	2.4	2.4	2.4	2.3
		C	*	*		C	C*			G	G	L	
Std. Dev.	0.98	1.02	1.01	0.83	0.97	0.97	1.01	1	0.95	0.98	0.94	0.96	0.98
Std. Err.	0.03	0.09	0.1	0.1	0.05	0.06	0.12	0.06	0.08	0.06	0.06	0.06	0.04

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

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1008	135	112	71	371	245	74	233	139	262	253	248	760
Base: All Respondents (wtd)	1008	135	107	66	386	242	72	266	139	259	218	248	760
Top 2 Box (Net)	688	84	82	40	268	162	52	195	109	159	135	169	519
	68%	62%	77%	62%	69%	67%	73%	74%	78%	62%	62%	68%	68%
			AC*	*			*	IJ	IJ				
Strongly agree (4)	234	30	29	10	97	47	20	88	48	47	32	50	184
	23%	22%	28%	16%	25%	19%	28%	33%	34%	18%	15%	20%	24%
			*	*			*	IJ	IJ				
Somewhat agree (3)	454	54	53	30	171	115	32	108	61	112	103	119	335
	45%	40%	49%	46%	44%	47%	45%	41%	44%	43%	47%	48%	44%
			*	*			*						
Bottom 2 Box (Net)	320	52	25	25	118	80	19	70	30	100	83	79	241
	32%	38%	23%	38%	31%	33%	27%	26%	22%	38%	38%	32%	32%
		B	*	B*			*			GH	GH		
Somewhat disagree (2)	251	39	17	19	105	56	16	60	20	78	62	68	183
	25%	29%	16%	29%	27%	23%	22%	23%	14%	30%	28%	27%	24%
		B	*	B*	B		*			H	H		
Strongly disagree (1)	69	13	8	6	14	25	3	10	11	21	21	11	58
	7%	10%	8%	9%	3%	10%	5%	4%	8%	8%	10%	4%	8%
		D	*	*		D	*				G		
Sigma	1008	135	107	66	386	242	72	266	139	259	218	248	760
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	2.8	2.7	3	2.7	2.9	2.8	3	3	3	2.7	2.7	2.8	2.8
			C*	*	CE		*	IJ	IJ				
Std. Dev.	0.86	0.91	0.86	0.85	0.81	0.88	0.84	0.85	0.89	0.86	0.84	0.79	0.88
Std. Err.	0.03	0.08	0.08	0.11	0.04	0.06	0.1	0.05	0.08	0.05	0.06	0.05	0.03

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

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1008	135	112	71	371	245	74	233	139	262	253	248	760
Base: All Respondents (wtd)	1008	135	107	66	386	242	72	266	139	259	218	248	760
Top 2 Box (Net)	695	88	84	46	276	142	58	197	105	175	141	169	526
	69%	65%	79%	71%	71%	59%	81%	74%	76%	68%	65%	68%	69%
			AE*	*	E		AE*	J	J				
Strongly agree (4)	191	25	21	8	86	42	10	71	34	44	28	48	144
	19%	19%	20%	12%	22%	17%	13%	27%	25%	17%	13%	19%	19%
			*	*			*	IJ	J				
Somewhat agree (3)	503	63	63	39	190	100	48	126	71	132	113	121	382
	50%	46%	59%	59%	49%	41%	68%	48%	51%	51%	52%	49%	50%
			E*	E*			ADE*						
Bottom 2 Box (Net)	313	47	23	19	110	100	13	68	34	84	77	78	235
	31%	35%	21%	29%	29%	41%	19%	26%	24%	32%	35%	32%	31%
		BF	*	*		BDF	*				GH		
Somewhat disagree (2)	242	38	15	16	95	68	10	47	27	68	58	63	179
	24%	28%	14%	24%	25%	28%	14%	18%	19%	26%	27%	25%	24%
		BF	*	*	B	BF	*			G	G		
Strongly disagree (1)	71	9	7	4	15	32	4	21	7	16	19	15	55
	7%	7%	7%	5%	4%	13%	5%	8%	5%	6%	9%	6%	7%
			*	*		D	*						
Sigma	1008	135	107	66	386	242	72	266	139	259	218	248	760
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	2.8	2.8	2.9	2.8	2.9	2.6	2.9	2.9	3	2.8	2.7	2.8	2.8
			E*	*	E		E*	J	J				
Std. Dev.	0.82	0.83	0.78	0.73	0.78	0.92	0.68	0.87	0.8	0.8	0.8	0.82	0.82
Std. Err.	0.03	0.07	0.08	0.09	0.04	0.06	0.08	0.05	0.07	0.05	0.05	0.05	0.03

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

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1008	135	112	71	371	245	74	233	139	262	253	248	760
Base: All Respondents (wtd)	1008	135	107	66	386	242	72	266	139	259	218	248	760
Top 2 Box (Net)	395	50	42	24	164	90	25	132	66	93	60	107	289
	39%	37%	39%	36%	42%	37%	35%	49%	47%	36%	28%	43%	38%
			*	*			*	IJ	IJ				
Strongly agree (4)	132	21	17	5	56	25	8	57	28	12	20	35	98
	13%	15%	16%	7%	15%	10%	12%	21%	20%	5%	9%	14%	13%
			*	*			*	IJ	IJ				
Somewhat agree (3)	263	29	25	19	108	65	17	74	37	81	40	72	191
	26%	22%	23%	29%	28%	27%	24%	28%	27%	31%	18%	29%	25%
			*	*			*	J		J			
Bottom 2 Box (Net)	613	85	65	42	222	152	46	134	74	166	158	141	472
	61%	63%	61%	64%	58%	63%	65%	51%	53%	64%	72%	57%	62%
			*	*			*			GH	GH		
Somewhat disagree (2)	349	54	37	19	130	90	19	65	44	97	96	82	267
	35%	40%	35%	29%	34%	37%	26%	24%	31%	38%	44%	33%	35%
			*	*			*			G	GH		
Strongly disagree (1)	264	31	28	23	93	62	27	69	30	69	62	59	205
	26%	23%	26%	35%	24%	26%	38%	26%	21%	26%	28%	24%	27%
			*	*			AD*						
Sigma	1008	135	107	66	386	242	72	266	139	259	218	248	760
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	2.3	2.3	2.3	2.1	2.3	2.2	2.1	2.4	2.5	2.1	2.1	2.3	2.2
			*	*			*	IJ	IJ				
Std. Dev.	0.99	0.99	1.03	0.97	1	0.95	1.05	1.1	1.05	0.87	0.91	0.99	0.99
Std. Err.	0.03	0.09	0.1	0.12	0.05	0.06	0.12	0.07	0.09	0.05	0.06	0.06	0.04

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

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1008	135	112	71	371	245	74	233	139	262	253	248	760
Base: All Respondents (wtd)	1008	135	107	66	386	242	72	266	139	259	218	248	760
I vacation in Canada because I want to learn more about my country.	695	88	84	46	276	142	58	197	105	175	141	169	526
	69%	65%	79%	71%	71%	59%	81%	74%	76%	68%	65%	68%	69%
			AE*	*	E		AE*	J	J				
Canada has something for everyone, so why go anywhere else.	688	84	82	40	268	162	52	195	109	159	135	169	519
	68%	62%	77%	62%	69%	67%	73%	74%	78%	62%	62%	68%	68%
			AC*	*			*	IJ	IJ				
I find it's cheaper to go outside of Canada for my vacation than to travel within our borders.	407	54	38	16	158	110	31	93	59	118	95	122	285
	40%	40%	36%	24%	41%	46%	43%	35%	42%	45%	44%	49%	37%
		C	*	*	C	C	C*			G		L	
I travel to the U.S. less often than I used to specifically because I don't feel safe there anymore	395	50	42	24	164	90	25	132	66	93	60	107	289
	39%	37%	39%	36%	42%	37%	35%	49%	47%	36%	28%	43%	38%
			*	*			*	IJ	IJ				
Canada is a nice place to live, but not that interesting for a holiday – I'd rather go elsewhere.	332	44	31	24	125	91	17	83	46	100	66	105	228
	33%	33%	29%	36%	32%	38%	24%	31%	33%	39%	30%	42%	30%
			*	*		F	*					L	
I have friends and family who live around the world, and I often spend my vacation visiting people outside of Canada.	291	48	34	18	125	55	10	67	48	68	66	79	211
	29%	36%	32%	27%	32%	23%	15%	25%	35%	26%	30%	32%	28%
		EF	F*	*	EF		*						

Statistics:

Overlap formula used

- Column Proportions:

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

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

- Column Means:

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

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1008	135	112	71	371	245	74	233	139	262	253	248	760
Base: All Respondents (wtd)	1008	135	107	66	386	242	72	266	139	259	218	248	760
I have friends and family who live around the world, and I often spend my vacation visiting people outside of Canada.	717	87	73	48	262	187	61	199	91	191	152	168	549
	71%	64%	68%	73%	68%	77%	85%	75%	65%	74%	70%	68%	72%
			*	*		AD	ABD*						
Canada is a nice place to live, but not that interesting for a holiday – I'd rather go elsewhere.	676	91	76	42	261	151	54	183	94	159	152	143	533
	67%	67%	71%	64%	68%	62%	76%	69%	67%	61%	70%	58%	70%
			*	*			E*						K
I travel to the U.S. less often than I used to specifically because I don't feel safe there anymore	613	85	65	42	222	152	46	134	74	166	158	141	472
	61%	63%	61%	64%	58%	63%	65%	51%	53%	64%	72%	57%	62%
			*	*			*			GH	GH		
I find it's cheaper to go outside of Canada for my vacation than to travel within our borders.	601	81	69	50	229	132	41	173	80	141	123	125	476
	60%	60%	64%	76%	59%	54%	57%	65%	58%	55%	56%	51%	63%
			*	ADEF*			*	I					K
Canada has something for everyone, so why go anywhere else.	320	52	25	25	118	80	19	70	30	100	83	79	241
	32%	38%	23%	38%	31%	33%	27%	26%	22%	38%	38%	32%	32%
		B	*	B*			*			GH	GH		
I vacation in Canada because I want to learn more about my country.	313	47	23	19	110	100	13	68	34	84	77	78	235
	31%	35%	21%	29%	29%	41%	19%	26%	24%	32%	35%	32%	31%
		BF	*	*		BDF	*				GH		

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

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