

Thinking about the next 12 months, how much of an impact has the declining Canadian dollar had on your travel plans?

	Canadian Leisure Travellers														
	Total	Province						Gender		Age			Annual Household Income		
		AB	BC	SK	ON	QC	Rest of Canada	Male	Female	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000+
NET: Significant/Medium impact	61%	64%	63%	59%	60%	55%	59%	58%	63%	67%	59%	57%	58%	63%	54%
NET: Significant/Medium/Minor impact	82%	85%	85%	80%	81%	75%	79%	79%	84%	85%	79%	81%	79%	84%	77%
Significant impact	27%	34%	30%	27%	25%	19%	24%	26%	27%	28%	25%	27%	29%	26%	23%
Medium impact	34%	30%	33%	32%	35%	36%	34%	31%	36%	39%	34%	30%	29%	37%	31%
Minor impact	21%	21%	22%	22%	21%	20%	20%	21%	21%	18%	20%	24%	21%	21%	24%
No impact at all	18%	15%	15%	20%	19%	25%	21%	21%	16%	15%	21%	19%	21%	16%	23%

How much do you agree or disagree with the following?

	Canadian Leisure Travellers														
	Total	Province						Gender		Age			Annual Household Income		
		AB	BC	SK	ON	QC	Rest of Canada	Male	Female	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000+
I'm more likely to vacation in my home province/territory	58%	58%	65%	49%	56%	50%	63%	54%	62%	59%	61%	55%	60%	60%	53%
I plan to make fewer trips to the U.S. than I normally would	58%	55%	65%	50%	55%	63%	56%	56%	59%	60%	59%	55%	55%	59%	59%
I will vacation in other areas of Canada instead of visiting the U.S.	57%	61%	61%	61%	49%	54%	71%	55%	58%	58%	59%	52%	56%	58%	55%
I'm more likely to visit and stay with friends/family than stay in a hotel	46%	48%	47%	46%	44%	37%	50%	40%	51%	54%	44%	41%	55%	52%	30%
I plan to make fewer trips outside North America than I normally would	40%	47%	38%	35%	40%	36%	38%	38%	41%	43%	39%	38%	39%	42%	38%
I cancelled a trip I was planning to make to the U.S.	20%	25%	23%	17%	19%	23%	14%	21%	20%	24%	19%	18%	22%	20%	23%
I cancelled all my travel plans this year	11%	14%	11%	8%	10%	16%	7%	10%	12%	13%	9%	11%	17%	10%	10%

Base: Travel impacted by declining Canadian dollar (significant/medium/minor impact)

Some areas of Canada are experiencing an economic downturn that is resulting in layoffs or cutbacks in work hours. Have you or any family members living in your household been personally impacted by the current economic downturn?

	Canadian Leisure Travellers														
	Total	Province						Gender		Age			Annual Household Income		
		AB	BC	SK	ON	QC	Rest of Canada	Male	Female	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000+
Yes	22%	42%	21%	24%	19%	19%	17%	23%	21%	23%	26%	17%	22%	23%	19%
No	78%	58%	79%	76%	81%	81%	83%	77%	79%	77%	74%	83%	78%	77%	81%

How much of an impact has the economic downturn had on your travel plans this year?

	Canadian Leisure Travellers														
	Total	Province						Gender		Age			Annual Household Income		
		AB	BC	SK	ON	QC	Rest of Canada	Male	Female	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000+
NET: Significant/Medium impact	74%	78%	69%	66%	75%	76%	68%	70%	79%	72%	79%	69%	88%	72%	64%
NET: Significant/Medium/Minor impact	93%	93%	89%	96%	93%	87%	96%	91%	95%	93%	96%	88%	95%	92%	92%
Significant impact	33%	33%	34%	32%	29%	44%	36%	36%	30%	31%	38%	27%	51%	36%	22%
Medium impact	42%	45%	35%	34%	47%	31%	32%	34%	49%	41%	41%	42%	36%	36%	42%
Minor impact	18%	15%	20%	31%	18%	11%	28%	21%	16%	20%	17%	19%	7%	20%	28%
No impact at all	7%	7%	11%	4%	7%	13%	4%	9%	5%	7%	4%	12%	5%	8%	8%

Base: Personally impacted by economic downturn

You indicated the economic downturn has had an impact on your travel plans. How have your travel plans been affected this year? (Select all that apply)

	Canadian Leisure Travellers														
	Total	Province						Gender		Age			Annual Household Income		
		AB	BC	SK	ON	QC	Rest of Canada	Male	Female	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000+
I am still going where I originally planned to go, but plan to spend less	34%	25%	28%	23%	45%	18%	32%	33%	35%	29%	33%	40%	25%	39%	27%
I have changed where I am going and I plan to spend less	30%	33%	35%	23%	26%	50%	23%	29%	32%	26%	33%	32%	32%	30%	36%
I have cancelled some of my travel plans	28%	29%	30%	23%	23%	19%	48%	30%	26%	33%	26%	25%	38%	28%	25%
I plan to stay with family and friends instead of paid accommodations	25%	24%	30%	11%	29%	18%	13%	22%	28%	25%	23%	28%	33%	20%	19%
I have changed where I am going for some or all of my trips	24%	31%	28%	15%	18%	18%	32%	25%	23%	22%	26%	23%	25%	21%	35%
My travel plans have not changed this year	11%	14%	7%	30%	8%	18%	10%	13%	8%	11%	12%	8%	10%	11%	9%
I have cancelled all of my travel plans	8%	6%	7%	21%	9%	14%	4%	8%	8%	8%	8%	8%	16%	9%	3%

Base: Travel impacted by economic downturn (significant/medium/minor impact)