

Canadians and Holidays



Report



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1. Study Highlights

- More than half of Canadians (58%) choose to travel in Canada during their holidays.

Question: During your summer holidays, will you be travelling...?

N=1500	...in your province	...in another Canadian province	...in the United States	...in Europe	...elsewhere	Does not travel	Doesn't take vacation	DNK / Refusal
Canada	38%	20%	7%	2%	2%	24%	4%	3%

- Most Canadians say they are not influenced by the value of the Canadian dollar when it comes to choosing their vacation destination.

Question: Is the value of the Canadian dollar this year preventing you from leaving Canada for your holidays?

N=1090	Yes	No	Don't know / Refusal
Canada	17%	82%	1%

- The automobile is the preferred means of transportation for Canadians during their holiday travels.

Question: What means of transportation will you be using this summer?

N=1090	Car	Plane	Train	Other	None	DNK/Refusal
Canada	81%	24%	6%	10%	0%	1%

- The majority of Canadians will go on vacation in the months of July or August.

Question: Will you be taking your holidays in JUNE, JULY, AUGUST or SEPTEMBER?

N=1090	June	July	August	September	Other	DNK/Refusal
Canada	13%	50%	41%	8%	4%	9%

- Most Canadians will take either one or two weeks off for their summer holidays.

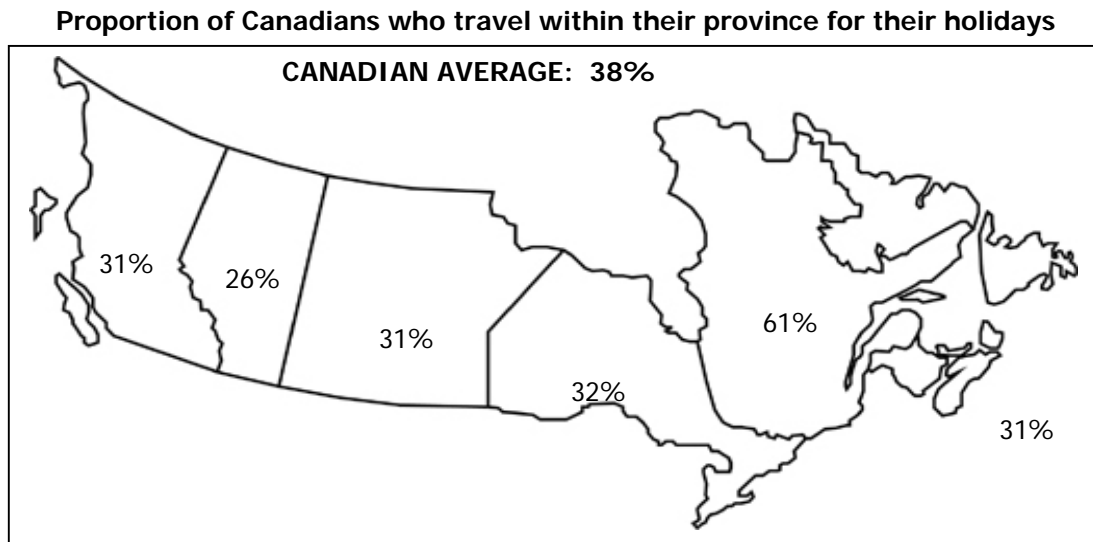
Question: Will your holidays last 1 WEEK, 2 WEEKS, 3 WEEKS or MORE THAN 3 WEEKS?

N=1090	1 week	2 weeks	3 weeks	More than 3 weeks	DNK/Refusal
Canada	34%	33%	12%	15%	6%

2. Results

2.1 Nearly three out of five Canadians (58%) choose Canada for their holidays

Close to two out of five Canadians (38%) travel within their province for their holidays, Quebecers (61%) being twice as likely than inhabitants of the other provinces to choose to visit their own province.



For their part, residents from Alberta (34%) are more likely than others to travel to other provinces rather than their own, while Ontarians (10%) are proportionately more likely to travel to the United States.

It is worth noting that close to one Canadian out of four (24%) does not travel during their holidays; these Canadians mainly consist of people 65 years old or older, those with a household income below \$40,000, and retirees. Ontarians (28%) are more likely not to travel during their holidays.

Question: During your summer holidays, will you be travelling...?

N=1500	...in your province	...in another Canadian province	in the United States	...in Europe	...elsewhere	Does not travel	Doesn't take vacation	DNK/Refusal
Atlantic Provinces	31%	27%	4%	1%	3%	29%	5%	0%
Quebec	61%	13%	3%	2%	2%	14%	4%	1%
Ontario	32%	19%	10%	3%	2%	28%	3%	3%
Prairies	31%	25%	8%	0%	3%	26%	4%	4%
Alberta	26%	34%	5%	1%	2%	24%	4%	3%
British Columbia	31%	18%	10%	4%	3%	28%	3%	4%
Canada	38%	20%	7%	2%	2%	24%	4%	3%

We also observe that young people under 25 years of age are more numerous than others to travel elsewhere than Canada, the United States or Europe for their holidays.

2.2 For a majority of Canadians, the value of the Canadian dollar has not had an impact on their travelling habits.

Only 17% of Canadians who plan on going away during their vacation claim that the value of the Canadian dollar forced them not to leave Canada for their holidays. This proportion is much higher among Prairie residents (26%).

Question: Is the value of the Canadian dollar this year preventing you from leaving Canada for your holidays?

N=1090	Yes	No	Don't know / Refusal
Atlantic Provinces	13%	87%	0%
Quebec	18%	80%	1%
Ontario	15%	84%	1%
Prairies	26%	74%	0%
Alberta	17%	80%	3%
British Columbia	17%	83%	0%
Canada	17%	82%	1%

Thus, most of those interviewed (82%) admit that the value of the Canadian dollar has not influenced their travel destination. This trend is strongest among men (85%), those with a university degree (87%) as well as people with a household income of \$80,000 and over (89%).

2.3 The preferred method of travel for Canadians during their holidays is the automobile

Canadians prefer the automobile (81%) to travel, this proportion is even higher when it comes to travelling in their own province (90%). People from the Prairies (89%) use their car to go on vacation proportionately more often.

The plane is used more often by Canadians between 18 and 24 years of age (35%), Anglophones (27%), Ontarians (29%), and inhabitants from British Columbia (36%), students (44%) as well as those with a university education (32%).

As for the train, used by 6% of respondents during their holidays, it is mainly used by Canadians who go to Europe (25%) as a way of travelling in tandem with the airplane.

We note that 13% of Quebeckers use other forms of transportation other than the car, the plane or the train, a higher proportion than in other provinces, which many include, among others, taking the bus.

Question: What means of transportation will you be using this summer?

N=1090	Car	Plane	Train	Other	None	DNK/Refusal
Atlantic Provinces	80%	23%	3%	12%	0%	3%
Quebec	82%	14%	7%	13%	1%	2%
Ontario	81%	29%	8%	6%	0%	1%
Prairies	89%	16%	3%	8%	0%	0%
Alberta	82%	27%	1%	8%	0%	2%
British Columbia	72%	36%	6%	14%	0%	0%
Canada	81%	24%	6%	10%	0%	1%

* Total may exceed 100% as respondents could give more than one answer.

2.4 The majority of Canadians take their summer vacation in July or August

Half of the Canadians interviewed intend to take their vacation in July, while 41% have planned them for the month of August.

Question: Will you be taking your holidays in JUNE, JULY, AUGUST or SEPTEMBER?

N=1090	June	July	August	September	Other	DNK/Refusal
Atlantic Provinces	16%	48%	49%	10%	3%	6%
Quebec	12%	51%	40%	7%	5%	4%
Ontario	12%	50%	46%	10%	3%	9%
Prairies	17%	52%	22%	9%	5%	15%
Alberta	10%	49%	41%	8%	6%	13%
British Columbia	15%	51%	39%	8%	3%	12%
Canada	13%	50%	41%	8%	4%	9%

Among respondents who might travel during their holidays, 34% plan on taking a week of holidays, while 33% plan on taking two weeks. We observe that people who travel within their own province are more likely to take a week vacation, while those who visit another Canadian province are proportionately more likely to take two weeks vacation.

Only 12% of the Canadians interviewed, claim they will have a three-week summer holiday, this proportion is higher among inhabitants of the Atlantic Provinces (24%). It also mainly includes people travelling to Europe or destinations other than the US or Canada.

Question: Will your holidays last 1 WEEK, 2 WEEKS, 3 WEEKS or MORE THAN 3 WEEKS?

N=1090	1 week	2 weeks	3 weeks	More than 3 weeks	DNK/Refusal
Atlantic Provinces	23%	32%	24%	14%	6%
Quebec	28%	36%	14%	18%	3%
Ontario	37%	35%	9%	13%	5%
Prairies	38%	25%	11%	20%	7%
Alberta	38%	33%	9%	12%	7%
British Columbia	37%	27%	11%	16%	9%
Canada	34%	33%	12%	15%	6%

3. Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1500 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between June 2 and June 8, 2004. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1500 respondents is of ± 2.6 , 19 times out of 20.