



Are you planning on vacationing this spring / March Break?

	Age				Generation					Gender		Region					Income			
	Total	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers II	Boomers I+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
BASE: All Respondents	1518	340	526	652	91	390	447	279	311	746	772	190	152	104	593	368	111	460	474	378
BASE: WEIGHTED	1518	434	525	559	115*	462	437	239	266	742	776	199	170	101*	572	365	111*	512	448	353
Yes, I'm planning a spring vacation	353	184	97	73	70	147	76	30	29	186	167	54	32	18	136	96	16	87	106	125
	23%	42%	18%	13%	61%	32%	17%	13%	11%	25%	22%	27%	19%	18%	24%	26%	15%	17%	24%	35%
Maybe - I usually travel in the spring		CD	D		FGHI	GHI	I					Q				Q			R	RS
	256	88	99	69	18	96	79	38	24	130	126	41	36	17	95	51	15	61	80	76
	17%	20%	19%	12%	15%	21%	18%	16%	9%	18%	16%	21%	21%	17%	17%	14%	14%	12%	18%	22%
No, I don't have plans to vacation this spring		D	D		I	I	I												R	R
	909	163	329	417	27	219	281	170	212	426	483	103	103	65	341	218	79	364	263	152
	60%	37%	63%	75%	23%	47%	64%	71%	80%	57%	62%	52%	60%	65%	60%	60%	71%	71%	59%	43%
			B	BC		E	EF	EF	EF								LO	ST		T

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I - J/K - L/M/N/O/P/Q - R/S/T - U/V - W/X/Y

Overlap formulae used. * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni January 11th 2023

Maru/Blue

January 12th 2023

12 Jan 2023

Where are you traveling to?

	Age				Generation					Gender		Region						Income		
	Total	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers II	Boomers I+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
BASE: Selected "Yes" At SB Pass1	355	156	106	93	58	132	89	38	38	183	172	57	32	23	144	78	21	72	113	138
BASE: WEIGHTED	353	184	97*	73*	70*	147	76*	30*	29*	186	167	54*	32**	18**	136	96*	16**	87*	106*	125
I am traveling within my province	93	64	19	10	24	47	15	2	6	44	49	13	4	5	36	28	8	23	29	37
	26%	35%	19%	14%	34%	32%	20%	5%	19%	24%	29%	23%	12%	28%	27%	29%	47%	26%	27%	29%
		CD			H	H														
I am traveling outside my province, but within Canada	58	33	16	9	8	33	8	5	4	39	18	9	11	6	20	10	1	16	16	24
	16%	18%	17%	12%	11%	23%	11%	16%	13%	21%	11%	17%	34%	31%	15%	11%	9%	18%	16%	19%
					G					K										
I am traveling outside of Canada (e.g. United States, Caribbean, or other international destination)	186	79	56	51	33	61	49	24	19	94	92	32	15	7	74	52	6	44	58	58
	53%	43%	58%	70%	47%	42%	65%	79%	63%	51%	55%	59%	46%	41%	55%	54%	39%	51%	55%	46%
			B	B		F	EF	F												
I am not sure yet	16	7	5	3	6	5	3	0	1	8	7	1	3	0	5	6	1	4	3	6
	4%	4%	5%	4%	8%	4%	4%	-	5%	4%	4%	2%	8%	-	4%	6%	5%	4%	3%	5%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I - J/K - L/M/N/O/P/Q - R/S/T - U/V - W/X/Y

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How do you plan to pay for your vacation?

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	Total	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers II	Boomers I+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
BASE: Selected "Yes" At SB Pass1	355	156	106	93	58	132	89	38	38	183	172	57	32	23	144	78	21	72	113	138
BASE: WEIGHTED	353	184	97*	73*	70*	147	76*	30*	29*	186	167	54*	32**	18**	136	96*	16**	87*	106*	125
Using a credit card	143	68	50	24	31	56	37	4	14	78	65	19	14	5	60	41	3	34	47	46
	40%	37%	52%	33%	44%	38%	49%	14%	47%	42%	39%	36%	43%	27%	44%	43%	20%	39%	45%	37%
			BD		H	H	H		H											
Using another borrowing product (e.g., a line of credit)	20	19	1	1	7	12	0	1	0	9	12	4	2	2	6	6	1	7	4	8
	6%	10%	1%	1%	10%	8%	-	3%	-	5%	7%	7%	6%	11%	4%	6%	3%	8%	4%	7%
			CD		G	G														
Dipping into savings put aside specifically for vacations	123	56	30	38	17	46	27	20	12	70	53	22	10	7	40	36	8	33	32	45
	35%	30%	31%	52%	25%	32%	36%	67%	40%	37%	32%	41%	30%	36%	30%	38%	47%	38%	30%	36%
			BC				EFGI													
Redeeming loyalty travel points/rewards	38	25	5	8	7	21	4	2	4	22	15	5	4	3	15	9	3	5	15	15
	11%	14%	5%	10%	10%	14%	5%	8%	13%	12%	9%	9%	11%	..	11%	9%	20%	6%	14%	12%
			C																	
Using a travel credit I have	19	11	7	0	6	7	5	0	0	7	12	3	0	1	10	3	2	6	5	6
	5%	6%	7%	1%	9%	5%	7%	1%	-	4%	7%	5%	-	5%	8%	3%	9%	7%	4%	5%
			D																	
Other	11	4	4	2	2	4	3	2	0	1	9	2	3	1	4	0	0	2	3	4
	3%	2%	5%	3%	2%	3%	4%	7%	-	1%	6%	3%	10%	6%	3%	0	-	3%	3%	4%
										J										

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What features and benefits of your credit card do you typically take advantage of when planning / booking a vacation?

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	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
BASE: Selected "Using a credit card" At SB Pass6	145	60	52	33	26	53	42	7	17	77	68	21	15	7	62	35	5	27	50	55
BASE: WEIGHTED	143	68*	50*	24**	31**	56*	37*	4**	14**	78*	65*	19**	14**	5**	60*	41**	3**	34**	47*	46*
I redeem my points on my credit card towards the cost of the trip	64	36	17	10	18	26	14	1	6	29	35	10	4	1	26	20	2	16	23	21
	45%	53%	35%	43%	58%	46%	37%	16%	45%	37%	54%	54%	31%	25%	43%	49%	64%	47%	48%	46%
I use the travel insurance benefits on my credit card for added peace of mind	62	29	27	6	13	25	21	1	2	36	27	8	6	2	26	18	2	12	20	26
	44%	43%	53%	27%	41%	44%	57%	34%	16%	46%	41%	41%	47%	35%	43%	44%	64%	34%	43%	57%
No foreign exchange fees	20	11	7	2	5	10	3	1	1	15	4	4	2	0	9	5	0	2	11	2
	14%	15%	15%	6%	16%	18%	8%	13%	7%	20%	7%	19%	11%	-	16%	12%	-	7%	22%	5%
																				T
Airport Lounge access	14	11	2	1	3	9	1	0	1	13	1	1	0	0	7	5	1	2	5	5
	10%	15%	4%	6%	10%	16%	2%	-	10%	17%	1%	7%	-	9%	11%	12%	20%	6%	10%	10%
										K										
Other feature	20	5	7	8	2	5	6	2	5	13	7	3	3	2	7	4	1	5	9	4
	14%	7%	15%	32%	5%	9%	15%	53%	36%	17%	11%	14%	24%	40%	12%	9%	16%	15%	18%	10%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I - J/K - L/M/N/O/P/Q - R/S/T - UV - W/XY

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