

CANADIAN PRESS / LEGER MARKETING

The Travel Habits of Canadians during their Holidays

Report



1.0 Study Highlights

- The fear of flying is fading.

Question: *Following the events of September 11, are you more afraid to fly?* (Percentages correspond to positive answers)

n=1170 those who will travel for their holidays	September 2001 (shortly after the terrorist attacks in the United States)	April 2002
Canada	48%	20%

- More than one-quarter of Canadians will be flying this summer.

Question: *Will you be flying in the coming summer season?*

n=1170 those who will travel for their holidays	YES	NO	Don't know / Refusal
Canada	28%	66%	5%

- Seven Canadians out of ten who plan on travelling this summer will stay in Canada.

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

n=1170	
... in your province	44%
... to another Canadian province	26%
... to the United States	12%
... to Europe	5%
... elsewhere	7%
Don't know / Refusal	5%

- July and August are the most popular months for holidays.

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

n=1170	
June	11%
July	31%
August	23%
September	9%
Other	13%
Don't know / Refusal	14%

2. Detailed Findings

2.1 The Fear of Flying is Fading

A few days following the tragic events of September 11, 48% of Canadians mentioned being more afraid of flying than before. In the last days of April, this fear had clearly returned to normal proportions since only 20% were still afraid to fly since the terrorist attacks.

Question: *Following the events of September 11, are you more afraid of flying?* (Percentages correspond to positive responses)

n=1170 those who will travel for their holidays	September 2001 (shortly after the terrorist attacks in the United States)	April 2002
Men	39%	16%
Women	56%	25%
Canada	48%	20%

2.2 More than One-Quarter of Canadians Will be Flying this Summer

28% of Canadians who will be travelling this summer will be flying, while 66% will not be. 52% of those who will be boarding a plane will be remaining in Canada, 16% will be flying to the United States, 14% to Europe and 13% to other destinations.

36% of those 18-24 years old, 38% of Allophones, 32% of Ontarians, 36% of those in the upper income brackets, 37% of professionals and 39% of university graduates are more likely to fly while 72% of those 35-44 years old, 79% of Francophones and 78% of Quebeckers will be less likely to fly.

Question: *Will you be flying in the coming summer season?*

n=1170 those who will be travelling for their holidays	YES	NO	Don't know / Refusal
Atlantic provinces	30%	63%	6%
Quebec	19%	78%	4%
Ontario	32%	62%	6%
Prairies	24%	72%	4%
Alberta	28%	66%	6%
British Columbia	34%	58%	8%
Canada	28%	66%	5%

2.3 Seven Canadians out of Ten Who Plan on Travelling During their Holidays Will Remain in Canada

70% of Canadians who will be travelling during their holidays will stay in Canada. 44% will be travelling in their own province and 26% to another Canadian province. Last year, 77% of holiday travellers said they would not leave Canada, 54% planned on staying in their own province and 23% were to visit another province.

65% of Quebecers will be staying in Quebec while 50% of Albertans will visit another Canadian province and 16% of Ontarians will be heading to the United States.

Moreover, 44% of Canadians who will be travelling during their holidays mentioned that the value of the Canadian dollar compared to that of the US dollar is discouraging them from going south, while 54% said the opposite.

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

n=1170 those who will be travelling for their holidays	...in your province	...to another Canadian province	...to the United States	...elsewhere	...to Europe	Don't know / Refusal
Atlantic provinces	42%	43%	5%	7%	0%	2%
Quebec	65%	13%	8%	4%	7%	3%
Ontario	41%	20%	16%	8%	7%	8%
Prairies	33%	39%	11%	9%	0%	7%
Alberta	29%	50%	8%	7%	3%	3%
British Columbia	38%	27%	12%	11%	5%	6%
Canada	44%	26%	12%	7%	5%	5%

2.4 July and August are the Favourite Holiday Months

Canadians will be taking their holidays mostly in July and August. In fact, 31% will be vacationing in July and 23% will be doing so in August, while 11% will be taking their holidays in June and 9% in September.

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

n=1170	June	July	August	September	Other	Don't know / Refusal
Atlantic provinces	10%	34%	24%	7%	16%	9%
Quebec	7%	44%	25%	6%	9%	9%
Ontario	12%	29%	21%	10%	15%	12%
Prairies	9%	28%	19%	11%	12%	21%
Alberta	11%	24%	27%	10%	11%	17%
British Columbia	15%	20%	21%	10%	14%	19%
Canada	11%	31%	23%	9%	13%	14%

On average, vacationers will have two and a half weeks of holiday time. 26% will have one, 34% will have two, 14% will have three and 19% will have more than three.

54% of those who have a one-week holiday will stay in their own province while among those who have more than three weeks, 17% will go to the United States and 9% will head to Europe.

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

n=1170	Total	1 week	2 weeks	3 weeks	More than 3 weeks
... in your province	44%	54%	44%	42%	36%
... to another Canadian province	26%	23%	28%	34%	24%
... to the United States	12%	13%	11%	6%	17%
... to Europe	5%	1%	5%	9%	9%
... elsewhere	7%	6%	7%	7%	10%
Don't know / Refusal	5%	3%	5%	2%	3%

3.0 Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1508 English- or French-speaking Canadians, 18 years of age or older 1170 of which will be travelling during their holidays.

The interviews were conducted from our Montreal and Winnipeg call centres between April 16 and April 21, 2002. 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 1170 respondents is $\pm 2.9\%$, 19 times out of 20.