



TNS Vibe Travel Intentions Study

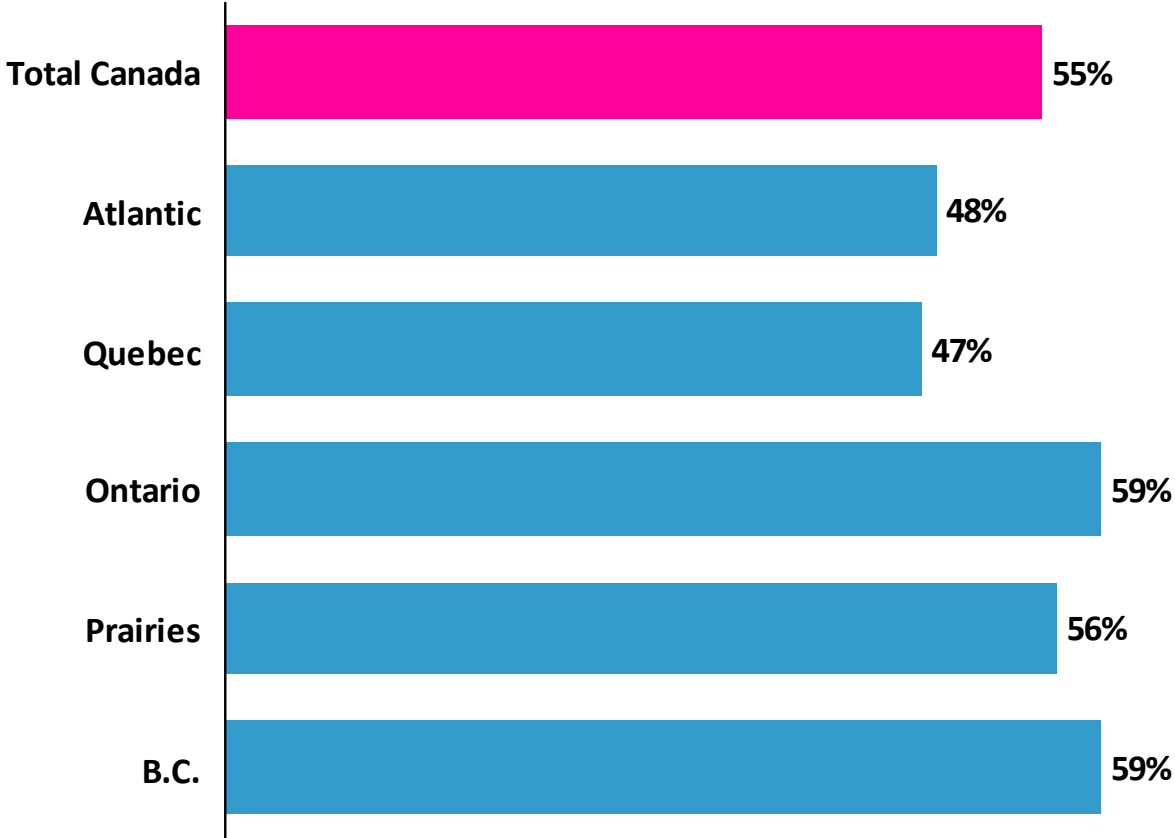
June 12, 2009



TNS Vibe Travel Intentions Study

- *TNS Vibe* is a quarterly study that tracks Canadians' attitudes about the economy and consumer behaviour. In addition to high-level measures of the economy, the *TNS Vibe* survey incorporates modules reporting detailed consumer expenditures in areas such as grocery shopping, restaurants, alcoholic beverages, telecom, financial institutions and travel
- Respondents were randomly selected from the TNS Canadian Facts Internet research consumer panel
- Online questionnaires were completed between March 5 and 16, 2009 by 1,455 Canadians aged 18 and older
- Survey data were weighted to reflect the demographic composition of the general adult population

Incidence Of Planning An Out-Of-Town Trip In Next 12 Months

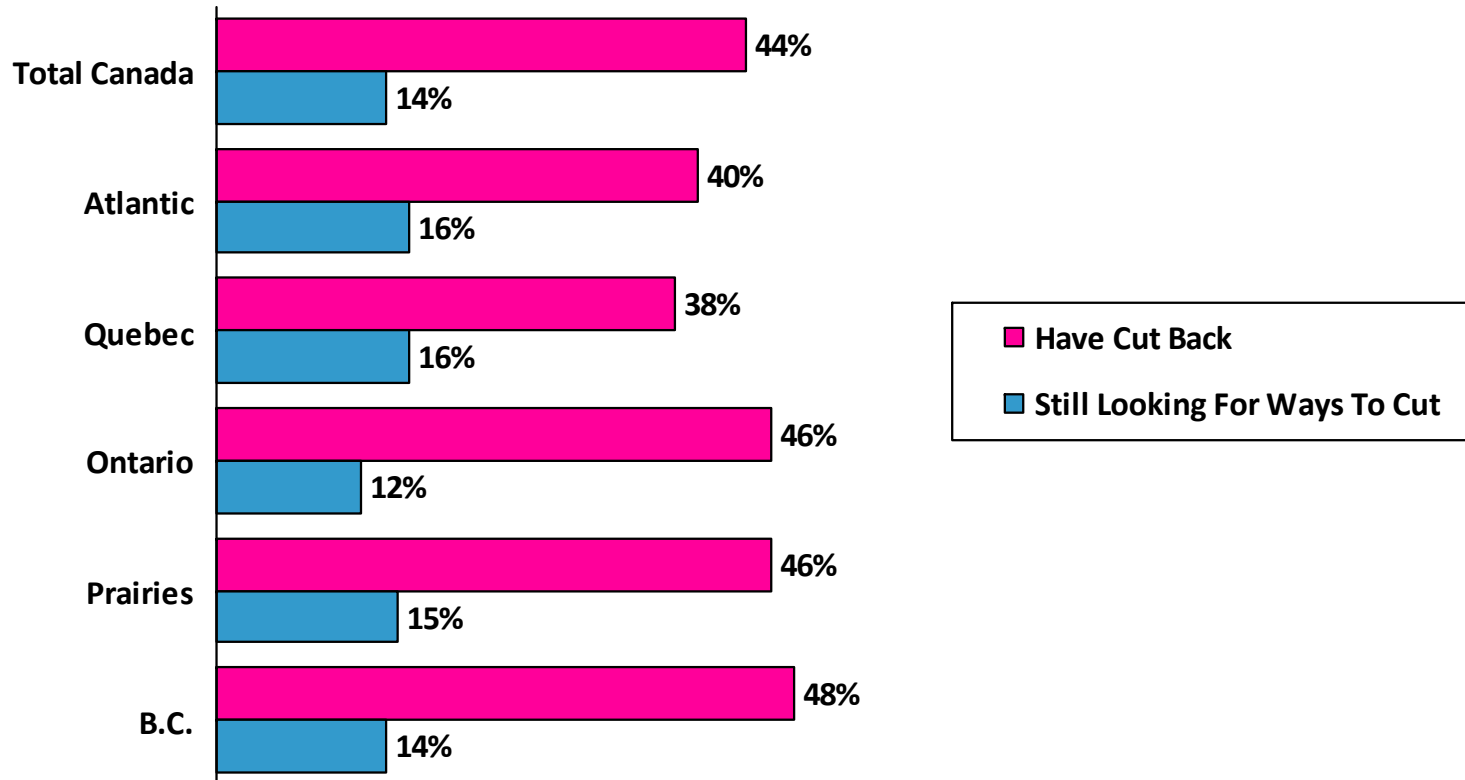


Among those planning to travel, 3 such trips are planned, on average.

Base: Total Canadians (n=1,455)



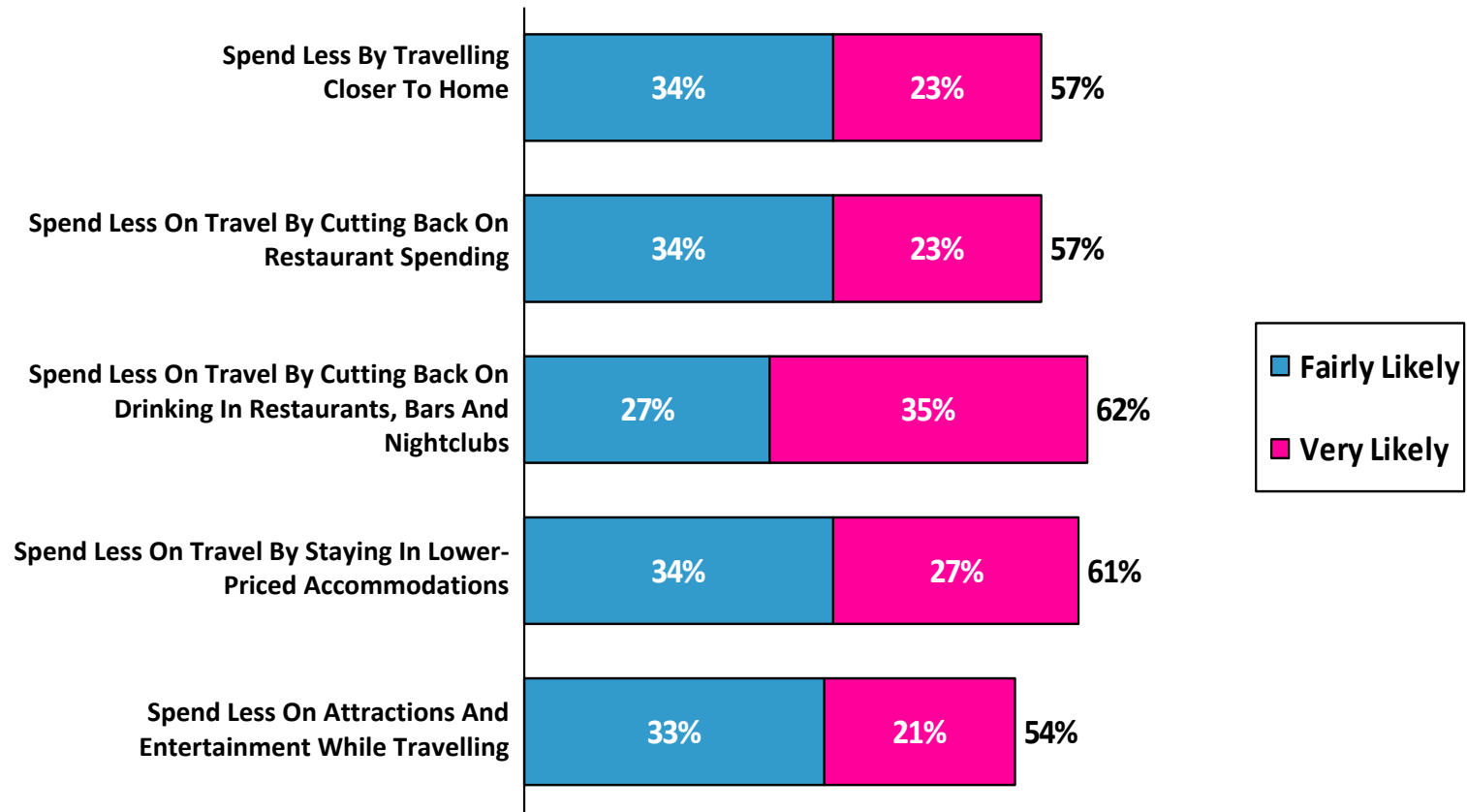
Incidences Of Having Already* Cut Back On Travel And Still Looking* For Ways To Cut Travel



Base: Canadian Travellers (n=1,159)

*Note: These are mutually exclusive answer choices.

Likelihood Of Changing Travel Behaviour In Next Several Months



Base: Canadian Travellers (n=1,002)

For More Information...

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