



SURVEY NAME

WINTER ATTITUDES

DATE

Tuesday, February 19, 2019

POWERED BY



Demographics

Total responses

1996

Age groups

14 - 17 (1.0%), 18 - 24 (19.04%), 25 - 34 (20.04%),
35 - 44 (20.04%), 45 - 54 (19.84%), > 54 (20.04%)

Country

Canada

Gender

Male (43.89%), Female (56.11%)

Q1

TYPE: OPEN ENDED

What do you hate most about winter?

ANSWERS

A1	I hate the cold the most
A2	The freezing temperatures
A3	Having to shovel the snow
A4	The cold, the damp, the wind, everything
A5	The windchill
A6	Cold
A7	The cold temperatures
A8	Dry lips
A9	The cold temperatures
A10	The ice and cold
A11	Don't hate
A12	The cold
A13	Shovelling snow
A14	THE SNOW
A15	The sun is pretty much non-existent, slippery walkways and shorter days

Q2

TYPE: SINGLE SELECTION

Did you spend your childhood (let's say before high school) in Canada?

#	ANSWERS	PERCENT	COUNT
A1	Yes	82.72%	1,651
A2	No - but it was in a cold country	7.26%	145
A3	No - but it was in a warm weather country	10.02%	200

TOTAL UNIQUE RESPONDENTS 1996

Q3

TYPE: SINGLE SELECTION

What age were you when you came to Canada?

#	ANSWERS	PERCENT	COUNT
A1	So young I don't really remember	8.41%	29
A2	2-5 years old	3.19%	11
A3	6-10 years old	6.38%	22
A4	11-15 years old	9.86%	34
A5	16-20 years old	18.84%	65
A6	21+ years old	53.33%	184

TOTAL UNIQUE RESPONDENTS 345

Q4

TYPE: RANKING

Rank in order (where 1 is the worst, 2 is less worse, etc), the things you dislike most about winter:

#	ANSWERS	1	2	3	4	5	6	7	MEAN
A1	Being cold	254	295	287	277	295	269	319	4.1
A2	Shoveling Snow	282	277	275	284	281	302	295	4.0
A3	Scraping your windshield	284	292	289	317	250	281	283	4.0
A4	Walking on a slushy street	278	286	292	277	306	257	300	4.0
A5	Driving in the winter	321	283	274	288	279	296	255	3.9
A6	Grey skies, lack of sun	270	283	281	295	290	301	276	4.0
A7	Gets dark early	307	280	298	258	295	290	268	3.9

TOTAL UNIQUE RESPONDENTS 1996

Q5

TYPE: SINGLE SELECTION

How do you clear the snow at home?

#	ANSWERS	PERCENT	COUNT
A1	I don't. I live in a rental or condo in the city	17.08%	341
A2	I don't. It's included in my condo fees.	5.76%	115
A3	I have someone that comes to clear my driveway	8.02%	160
A4	I own a snowblower, and someone in my household does it	9.82%	196
A5	We have a blade on a truck, and someone in my household does it	1.70%	34
A6	I shovel	33.77%	674
A7	Others in my household shovel	9.77%	195
A8	It's a family event and more than one of us shovels	14.08%	281

TOTAL UNIQUE RESPONDENTS 1996

Q6

TYPE: SINGLE SELECTION

Do you enjoy outdoor winter activities (skiing, hiking, skating, etc)

#	ANSWERS	PERCENT	COUNT
A1	I love outside winter sports & activities	17.59%	351
A2	It's okay, I'll go along with it for friends/family	27.91%	557
A3	I could take it or leave it	22.49%	449
A4	I'll try and avoid an invitation	7.36%	147
A5	I really don't like outdoor activities in winter	24.65%	492

TOTAL UNIQUE RESPONDENTS 1996

Q7

TYPE: SINGLE SELECTION

What do you think about "snow days" where not only school is cancelled, but other events, work, etc.

#	ANSWERS	PERCENT	COUNT
A1	I think they're pretty lame for the most part - it's winter in Canada, get over it	20.64%	412
A2	I don't have a strong opinion one way or the other	24.95%	498
A3	It's a good thing for safety, getting people off the roads etc	54.41%	1,086

TOTAL UNIQUE RESPONDENTS 1996

Q8

TYPE: SINGLE SELECTION

On a "snow day", can you work from home?

#	ANSWERS	PERCENT	COUNT
A1	Yes. I can work remotely	47.75%	953
A2	No	52.25%	1,043

TOTAL UNIQUE RESPONDENTS 1996

Q9

TYPE: SINGLE SELECTION

Do you ever think about booking a warm sunny vacation to escape Canadian winter?

#	ANSWERS	PERCENT	COUNT
A1	I plan ahead and book a sunny vacation in advance, pretty much every year	14.38%	287
A2	I tend to leave that to the last minute, maybe booking something, not every single year	10.22%	204
A3	I occasionally have gone away on a sunny & warm vacation	25.60%	511
A4	I rarely have gone away on a sunny & warm vacation	21.94%	438
A5	I've never been away to a sunny and warm destination in the winter	27.86%	556

TOTAL UNIQUE RESPONDENTS 1996

Q10

TYPE: SINGLE SELECTION

If you're experiencing the thing you hate most about winter, do you ever think about being in a warm sunny place instead?

#	ANSWERS	PERCENT	COUNT
A1	I do. I catch myself thinking about a prior trip or what it might be like to be away	53.16%	1,061
A2	I'm not really sure	19.39%	387
A3	No, not really	27.45%	548

TOTAL UNIQUE RESPONDENTS 1996

Q11

TYPE: SINGLE SELECTION

If you are "snowed in", do you ever start browsing on travel sites for warm sunny vacations?

#	ANSWERS	PERCENT	COUNT
A1	Not really, because I'm usually booked in advance anyway	19.84%	396
A2	Not really, because I'm not interested in warm sunny vacations	29.81%	595
A3	Not really, because someone else does this for me	12.42%	248
A4	Yes, I've found myself on travel sites looking for warm sunny vacations on snow days	37.93%	757

TOTAL UNIQUE RESPONDENTS 1996

Q12

TYPE: MULTIPLE SELECTION

It's a cold snowy day and you see a billboard for sunny vacations. What would grab your attention?
Check as many as you like

#	ANSWERS	PERCENT (RESPONDENTS)	PERCENT (ANSWERS)	COUNT
A1	Sunny, blue sky	62.53%	23.95%	1,248
A2	Palm trees	44.84%	17.18%	895
A3	Beach, blue ocean	69.04%	26.44%	1,378
A4	Pool Lounge Chair	28.31%	10.84%	565
A5	Attractive male in a vacation setting	7.62%	2.92%	152
A6	Attractive female in a vacation setting	16.23%	6.22%	324
A7	Attractive couple in a vacation setting	13.58%	5.20%	271
A8	Family, kids in a vacation setting	18.94%	7.25%	378

TOTAL UNIQUE RESPONDENTS 1996

Q13

TYPE: SINGLE SELECTION

When you think of a warm sunny vacation, what destination or style first comes to mind?

#	ANSWERS	PERCENT	COUNT
A1	Caribbean Cruise	12.78%	255
A2	Mexico	15.38%	307
A3	Jamaica	9.57%	191
A4	Cuba	11.72%	234
A5	Dominican Republic	7.82%	156
A6	Other Caribbean Island	11.87%	237
A7	Florida or somewhere warmer in the US	19.49%	389
A8	Other	11.37%	227

TOTAL UNIQUE RESPONDENTS 1996

Q14

TYPE: SINGLE SELECTION

Have you ever skipped taking a warm sunny vacation because our winter was milder than normal?

#	ANSWERS	PERCENT	COUNT
A1	No, I pretty much go every year - winter is still winter, it's nice to get away	20.44%	408
A2	Yes, I have put it off and then figured, spring's around the corner anyway	23.50%	469
A3	I don't normally go on sunny vacations in the winter	56.06%	1,119

TOTAL UNIQUE RESPONDENTS 1996

Q15

TYPE: SINGLE SELECTION

What was the reason you put it off?

#	ANSWERS	PERCENT	COUNT
A1	Price was too high	24.52%	115
A2	Didn't have the money	23.45%	110
A3	Family situation	11.73%	55
A4	Health situation	7.89%	37
A5	Couldn't get the time off work	16.84%	79
A6	No one to travel with	4.90%	23
A7	It just wasn't as important because of the milder weather	10.66%	50

TOTAL UNIQUE RESPONDENTS 469

Q16

TYPE: SINGLE SELECTION

How do you feel when you return to a Canadian winter from a warm sunny vacation?

#	ANSWERS	PERCENT	COUNT
A1	Rejuvenated, ready to face whatever's left of our winter	37.63%	330
A2	Like I never left Canada, wishing I was back in the warm sunny weather	37.63%	330
A3	No strong feelings about that - just satisfied	24.74%	217

TOTAL UNIQUE RESPONDENTS 877

Q17

TYPE: MULTIPLE SELECTION

How do you feel seeing friends and family social media posts while they are on vacation during the winter?

#	ANSWERS	PERCENT (RESPONDENTS)	PERCENT (ANSWERS)	COUNT
A1	I like it. It reminds me of past trips I have taken	15.83%	10.45%	316
A2	I like it. It makes me want to book a vacation myself	16.18%	10.68%	323
A3	I like it. I enjoy seeing my friends and family happy	31.71%	20.93%	633
A4	I like it. I especially like warm sunny pictures during the winter - brightens things up	19.04%	12.56%	380
A5	I feel a bit jealous. Wish I were away too.	28.11%	18.55%	561
A6	It's like they are bragging a bit.	14.38%	9.49%	287
A7	It reminds me that I am not going away	15.78%	10.41%	315
A8	I'm not on social media	10.52%	6.94%	210

TOTAL UNIQUE RESPONDENTS 1996

Q18

TYPE: SINGLE SELECTION

Have you been away to a warm sunny place since December 2018?

#	ANSWERS	PERCENT	COUNT
A1	No, I haven't been anywhere in a while	52.86%	1,055
A2	No, I, but I was away in the last year	12.98%	259
A3	No, but I am booked to go before Easter	5.46%	109
A4	No, but I'm looking around	14.43%	288
A5	Yes - I have been away at a warm sunny destination since December 2019	8.67%	173
A6	Yes - and I'm planning to go away again before winter ends	5.61%	112

TOTAL UNIQUE RESPONDENTS 1996

Q19

TYPE: SINGLE SELECTION

How long would you say you shop around for a warm sunny vacation before you book?

#	ANSWERS	PERCENT	COUNT
A1	For months before booking - I'm looking around all the time	31.71%	633
A2	Weeks before booking	23.30%	465
A3	I look for about a week and then book	8.42%	168
A4	I look around for a few days and then book	5.91%	118
A5	When I start looking, I pretty much book the same day or right away.	2.61%	52
A6	I don't book vacations	28.06%	560

TOTAL UNIQUE RESPONDENTS 1996

Q20

TYPE: SINGLE SELECTION

Would you ever consider travelling alone to a warm sunny destination?

#	ANSWERS	PERCENT	COUNT
A1	No - I'll only travel as a couple	24.55%	490
A2	No - I'll only travel with my family	24.45%	488
A3	No - I'll only travel with one or more friends	16.13%	322
A4	Yes - I've done it, and like it	18.19%	363
A5	Yes - I would, but it was too expensive because of the single supplement	16.68%	333

TOTAL UNIQUE RESPONDENTS 1996