



3. Purpose of Trips Taken Abroad

When asked about the general purpose of their travel abroad over the last five years, in line with the results of the 2008 survey, most (80% vs. 78% in 2008) mention that their trips were primarily taken for pleasure or leisure. Among these respondents, one-in-ten (10%) were visiting their country of heritage, while fewer (4%) were travelling to their country of nationality for which they have dual citizenship.

One-in-ten respondents (11%) mentioned that they typically travel for business, which is comparable to what was found in 2008 (9%), and a small percentage (6%) say that their travel combines both business and pleasure. Those whose travel in the last five years has primarily been related to volunteer work or studying abroad (2%) did not make up a significant proportion of the final sample.

PURPOSE OF TRAVEL ABROAD IN THE LAST 5 YEARS

(Single Mention)

	TOTAL 2007	TOTAL 2008	TOTAL 2018	Male	Female	Age 18-34	Age 35-54	Age 55+	English	French
	760	709	842	423	419	232	292	318	666	180
	%	%	%	%	%	%	%	%	%	%
BUSINESS	11	9	11	16	6	8	18	7	12	9
NET - PLEASURE/LEISURE	75	78	80	73	86	79	72	87	81	74
Pleasure / Leisure	-	-	65	60	71	70	57	69	68	55
Visiting your country of heritage for which you are not a dual citizen	-	-	10	8	12	6	12	10	9	11
Travelling to your other country of nationality for which you are a dual citizen	-	-	4	6	3	3	3	7	3	8
Family/Visiting family	-	-	<1	<1	<1	<1	-	1	<1	1
NET - VOLUNTEER/STUDYING ABROAD	-	-	2	2	1	4	1	-	2	2
Volunteer work abroad	-	-	1	1	<1	1	1	-	1	1
Studying abroad	-	-	1	2	<1	3	<1	-	1	2
BUSINESS AND PERSONAL	13	11	6	8	5	6	8	5	5	13
Don't Know / No Answer	-	2	1	<1	2	3	<1	1	1	1

Q2. And, has the purpose of these trips been mostly related to ...? (Q4 in 2007/2008) And when you travel abroad, is it generally for business, or generally for personal reasons?

Across demographic groups and regions, we note some variability in terms of the purpose of travel abroad:

- Not surprisingly, older respondents, aged 55 and over (87%) are most likely to have been travelling for pleasure in contrast to those aged 35 to 54 (18%) who are most likely to report travelling primarily for business.
- Women (86%) are more likely to say their travel abroad has been primarily for pleasure, compared to men (73%). The flip side of this is that men (16%) are more likely to have been travelling on business versus women (6%).
- By region, respondents residing in the Prairies (89%) and in British Columbia/Northern Canada (84%) are more likely to have partaken in leisure travel. Ontarians (15%) are among those who are more likely to say their travel over the last five years has been primarily for business purposes.