



**Winnipeg  
Free Press**

P R  B E  
RESEARCH INC.

# Winnipeg Free Press

## Effects of Trump Presidency on U.S. Travel

### December 2016

This province-wide Omnibus survey was designed and conducted by Probe Research via telephone interviews taken between Nov. 29, 2016 and Dec. 11, 2016 among a random and representative sampling of 1,000 adults residing in Manitoba.

With a sample of 1,000 one can say with 95 percent certainty that the results are within  $\pm 3.1$  percentage points of what they would have been if the entire adult population of Manitoba had been interviewed. The margin of error is higher within each of the survey's population sub-groups.

Modified random digit dialing covering both landline and wireless numbers was used to ensure that all Manitoba adults would have an equal opportunity to participate in this Probe Research Inc. survey. Minor statistical weighting has been applied to this sample to ensure that age and gender characteristics properly reflect known attributes of the province's population. All data analysis was performed using SPSS statistical analysis software.

For more information on this research project, please contact:

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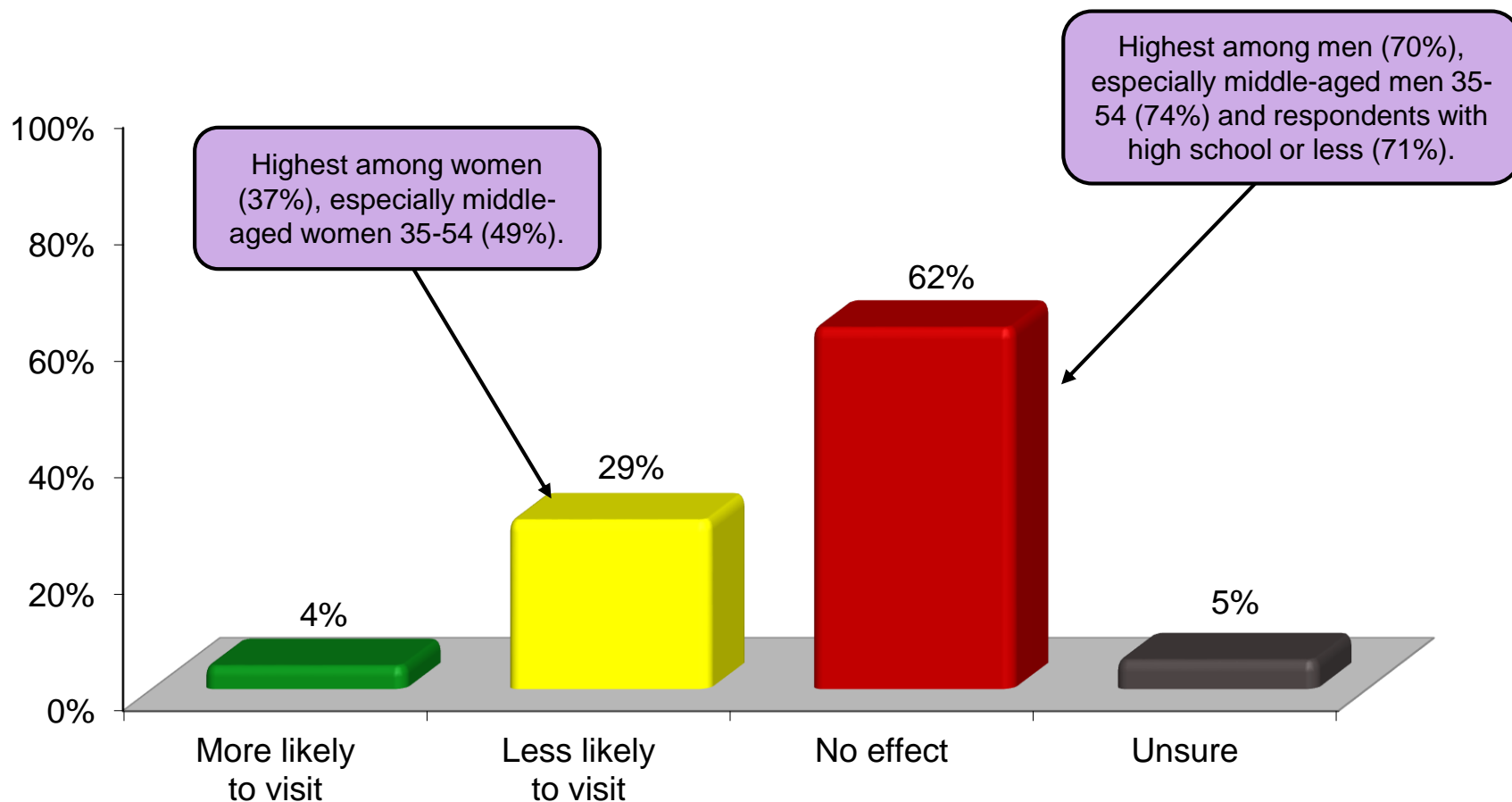
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# Change in Inclination to Visit the U.S. During the Trump Presidency

**Q.1** “As you know, Donald Trump was just elected president of the United States. How, if at all, will this affect your vacation plans for the next few years? Will having Donald Trump as the American president make you more likely to consider a visit to the United States, less likely to consider a visit to the United States, or will this not affect whether or not you will consider a visit to the United States in the coming years?” (n=1,000)



# Views Across Demographic Sub-Groups

**Q.1** “As you know, Donald Trump was just elected president of the United States. How, if at all, will this affect your vacation plans for the next few years? Will having Donald Trump as the American president make you more likely to consider a visit to the United States, less likely to consider a visit to the United States, or will this not affect whether or not you will consider a visit to the United States in the coming years?” (n=1,000)

|             | TOTAL           | GENDER                 |                          | AGE                     |                         |                       | REGION                     |                         |
|-------------|-----------------|------------------------|--------------------------|-------------------------|-------------------------|-----------------------|----------------------------|-------------------------|
|             | (n=1000)<br>(%) | Male<br>(n=484)<br>(%) | Female<br>(n=516)<br>(%) | 18-34<br>(n=321)<br>(%) | 35-54<br>(n=362)<br>(%) | 55+<br>(n=287)<br>(%) | Winnipeg<br>(n=600)<br>(%) | Rural<br>(n=400)<br>(%) |
| More Likely | 4               | 4                      | 4                        | 7                       | 2                       | 3                     | 4                          | 5                       |
| Less Likely | 29              | 21                     | 37                       | 26                      | 35                      | 26                    | 32                         | 24                      |
| No Effect   | 62              | 70                     | 54                       | 61                      | 58                      | 66                    | 60                         | 65                      |
| Unsure      | 5               | 5                      | 6                        | 5                       | 4                       | 5                     | 5                          | 6                       |

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|             | TOTAL           | INCOME                   |                               |                               |                           |
|-------------|-----------------|--------------------------|-------------------------------|-------------------------------|---------------------------|
|             | (n=1000)<br>(%) | <\$30K<br>(n=103)<br>(%) | \$30K-\$59K<br>(n=217)<br>(%) | \$60K-\$99K<br>(n=322)<br>(%) | \$100K+<br>(n=240)<br>(%) |
| More Likely | 4               | 6                        | 4                             | 3                             | 6                         |
| Less Likely | 29              | 22                       | 29                            | 31                            | 31                        |
| No Effect   | 62              | 64                       | 63                            | 61                            | 61                        |
| Unsure      | 5               | 8                        | 5                             | 4                             | 2                         |

|             | TOTAL           | EDUCATION                    |                           |                           | PROVINCIAL VOTING INTENTIONS |            |                |
|-------------|-----------------|------------------------------|---------------------------|---------------------------|------------------------------|------------|----------------|
|             | (n=1000)<br>(%) | HS or Less<br>(n=257)<br>(%) | Some PS<br>(n=177)<br>(%) | PS Grad<br>(n=552)<br>(%) | PC<br>(%)                    | NDP<br>(%) | Liberal<br>(%) |
| More Likely | 4               | 5                            | 9                         | 2                         | 7                            | 1          | 3              |
| Less Likely | 29              | 17                           | 33                        | 34                        | 17                           | 49         | 36             |
| No Effect   | 62              | 71                           | 54                        | 59                        | 73                           | 44         | 54             |
| Unsure      | 5               | 7                            | 4                         | 4                         | 3                            | 5          | 7              |