

More Americans Would Share a Vacation Rental Home with Kelly Ripa Than Would with the Obamas, the Jolie-Pitts, or Oprah Winfrey

When on Vacation, Americans Are Most Likely to Want Rachel Ray to Be the Celebrity Chef in the Kitchen



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New York, NY – More Americans would choose to share a vacation rental home with talk show host Kelly Ripa (26%) than would with the Obamas (19%), the Jolie-Pitt family (16%), Oprah Winfrey (16%), Jon Stewart (13%) or Stephen Colbert (10%), according to a new survey conducted by Ipsos Public Affairs on behalf of Home Away.

- Men are most likely to select Kelly Ripa (30%), while women are more split between vacationing with Kelly Ripa (22%) and Oprah Winfrey (22%).
- Adults 55 and older are more likely than younger adults to prefer to share a vacation home with the Obamas (24%), while adults under 35 are more likely than those who are older to prefer late night comedians Jon Stewart (17%) and Stephen Colbert (14%).

These are some of the findings of an Ipsos poll conducted April 30 – May 4, 2009. For the survey, a national sample of 1,003 adults aged 18 and older from Ipsos' U.S. online panel were interviewed online. Quota sampling and weighting were employed to balance demographics and ensure that the sample's composition reflects that of the actual U.S. adult population according to U.S. Census data and to provide results that are intended to approximate a probability sample. An unweighted probability sample of 1,003 respondents, with a 100% response rate, would have an estimated margin of error of +/-3.1 percentage points, 19 times out of 20.

When dining on vacation, Americans are most likely to choose Rachel Ray (32%) to be their celebrity chef, followed closely by Paula Deen (27%). Fewer would like to have Wolfgang Puck (15%), Gordon Ramsay (13%), Masaharu Morimoto (6%) or Tom Colicchio (6%) cook for them.

- Men are more likely than are women to choose Rachel Ray (36% vs. 28%) or Gordon Ramsay (16% vs. 10%) as their celebrity chef, while women show a preference for Paula Deen (32% vs. 23%).
- Midwesterners (33%) and Southerners (32%) are also more likely than those in other regions to say that they would want Paula Deen preparing their meals while on vacation, along with adults 35 and older (31%).

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For more information on this news release, please contact:

***Nicolas Boyon
Senior Vice President
Ipsos Public Affairs
646.364.7583***

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