

*What would you like to do the MOST with your free time on a long weekend? - TOTAL MENTIONS*

	Total	REGION						AGE			
		BC	AB	SK/MN	ON	QC	Atl	19-24	25-34	35-54	55+
Base: Answering Respondents 19 years of age or older	974	145	97	95	293	247	97	100	186	434	254
Weighted	975	126	88	67	369	246	78	114	210	379	272
Hang out with family and friends	373 38%	50 40%	34 39%	37 55%	145 39%	73 30%	34 43%	38 34%	104 50%	136 36%	95 35%
Do a physical activity (i.e. hiking)	283 29%	43 34%	29 33%	14 21%	82 22%	100 41%	15 19%	40 35%	70 33%	111 29%	62 23%
Have a lazy weekend	149 15%	14 11%	12 13%	12 18%	79 21%	22 9%	10 13%	11 10%	35 17%	56 15%	46 17%
Go camping	148 15%	27 21%	21 24%	5 8%	42 11%	38 15%	16 20%	33 29%	38 18%	57 15%	20 7%
Traveling (car trip, holiday etc.)	119 12%	18 14%	3 4%	4 5%	42 11%	43 18%	9 11%	10 8%	24 12%	46 12%	39 15%
Reading	112 12%	10 8%	5 6%	7 11%	37 10%	47 19%	5 7%	17 14%	13 6%	40 11%	43 16%
Head up to a cottage with friends	84 9%	4 3%	6 7%	6 8%	44 12%	12 5%	11 14%	6 6%	20 10%	35 9%	21 8%
Hobbies/ crafts	81 8%	16 13%	8 9%	8 12%	25 7%	16 7%	8 10%	7 6%	11 5%	33 9%	30 11%
Fishing	74 8%	10 8%	9 10%	6 9%	22 6%	24 10%	2 3%	6 5%	8 4%	37 10%	23 8%
Restaurants/ movies/ events	58 6%	4 3%	2 2%	2 3%	19 5%	30 12%	1 1%	7 6%	13 6%	16 4%	23 8%
Golf	46 5%	4 3%	6 6%	3 5%	20 5%	13 5%	1 1%	0 -	6 3%	22 6%	18 7%
Go the the beach	41 4%	3 3%	3 3%	5 7%	16 4%	10 4%	4 5%	6 5%	11 5%	18 5%	6 2%
Work around the house/ yard	33 3%	3 2%	3 4%	2 3%	15 4%	9 4%	1 1%	3 2%	10 5%	19 5%	1 1%
Other sports activities	33 3%	7 6%	2 2%	1 1%	10 3%	11 4%	3 4%	5 4%	4 2%	13 3%	11 4%
Go to a sporting event (i.e. baseball game)	29 3%	3 2%	1 1%	3 5%	5 1%	14 6%	3 3%	6 6%	4 2%	8 2%	10 4%
Sailing/ boating	26 3%	5 4%	3 4%	2 2%	6 2%	6 3%	4 5%	3 3%	3 1%	14 4%	6 2%
Sleep	23 2%	3 2%	3 3%	1 1%	8 2%	7 3%	2 2%	5 4%	5 2%	9 2%	5 2%
Sit on a patio enjoying a beer	15 1%	3 2%	1 1%	1 2%	6 2%	1 0%	2 3%	4 4%	4 2%	6 2%	0 -
Other	190 19%	16 13%	16 18%	12 18%	76 21%	57 23%	12 15%	29 26%	34 16%	68 18%	58 21%
Nothing else/No others	4 0	0 -	0 -	0 -	0 -	3 1%	1 1%	0 -	1 1%	1 0	2 1%
(DK/NS)	4 0	0 -	0 -	0 -	2 1%	1 0	0 -	0 -	0 -	1 0	3 1%

*What would you like to do the MOST with your free time on a long weekend? - TOTAL MENTIONS*

	Total	GENDER		INCOME			EDUCATION			
		Male	Female	<\$30K	\$30K-\$59K	\$60K+	<HS	HS	Post Sec	Univ Grad
Base: Answering Respondents 19 years of age or older	974	486	488	237	348	323	120	197	371	284
Weighted	975	475	499	243	345	318	120	194	373	286
Hang out with family and friends	373	169	204	104	132	115	37	69	159	109
	38%	35%	41%	43%	38%	36%	31%	36%	43%	38%
Do a physical activity (i.e. hiking)	283	151	132	62	97	112	27	45	114	98
	29%	32%	26%	25%	28%	35%	22%	23%	30%	34%
Have a lazy weekend	149	54	95	39	52	41	24	35	51	40
	15%	11%	19%	16%	15%	13%	20%	18%	14%	14%
Go camping	148	61	88	36	57	50	20	28	64	37
	15%	13%	18%	15%	17%	16%	17%	15%	17%	13%
Traveling (car trip, holiday etc.)	119	52	67	32	42	35	11	23	45	40
	12%	11%	13%	13%	12%	11%	9%	12%	12%	14%
Reading	112	38	74	34	38	34	11	20	36	45
	12%	8%	15%	14%	11%	11%	9%	10%	10%	16%
Head up to a cottage with friends	84	38	46	19	20	40	9	13	23	39
	9%	8%	9%	8%	6%	13%	7%	7%	6%	14%
Hobbies/ crafts	81	29	53	19	29	27	14	12	28	28
	8%	6%	11%	8%	8%	8%	12%	6%	7%	10%
Fishing	74	53	21	25	20	26	11	18	29	15
	8%	11%	4%	10%	6%	8%	9%	9%	8%	5%
Restaurants/ movies/ events	58	21	37	12	24	19	6	11	20	22
	6%	4%	8%	5%	7%	6%	5%	6%	5%	8%
Golf	46	29	17	5	14	24	4	8	14	20
	5%	6%	3%	2%	4%	7%	3%	4%	4%	7%
Go the the beach	41	17	24	5	28	6	2	9	15	14
	4%	4%	5%	2%	8%	2%	2%	5%	4%	5%
Work around the house/ yard	33	17	16	6	10	15	3	8	14	9
	3%	4%	3%	2%	3%	5%	2%	4%	4%	3%
Other sports activities	33	25	8	6	15	9	6	7	13	7
	3%	5%	2%	2%	4%	3%	5%	3%	3%	3%
Go to a sporting event (i.e. baseball game)	29	19	9	7	12	8	4	6	9	10
	3%	4%	2%	3%	4%	2%	3%	3%	2%	4%
Sailing/ boating	26	17	9	3	9	10	2	6	8	10
	3%	4%	2%	1%	3%	3%	1%	3%	2%	3%
Sleep	23	10	14	8	5	9	3	6	9	5
	2%	2%	3%	3%	1%	3%	2%	3%	3%	2%
Sit on a patio enjoying a beer	15	13	1	4	5	6	1	2	7	4
	1%	3%	0	1%	2%	2%	1%	1%	2%	1%
Other	190	105	85	68	60	53	29	48	65	48
	19%	22%	17%	28%	17%	17%	24%	25%	18%	17%
Nothing else/No others	4	3	1	1	1	1	1	0	2	0
	0	1%	0	0	0	0	1%	-	1%	-
(DK/NS)	4	2	1	1	0	0	2	0	0	0
	0	1%	0	1%	-	-	2%	-	-	-

# CANADIAN ANGUS REID EXPRESS: JULY 24 - JULY 26, 2001 (11-3220-26)

# detailed tables

And, what famous person, who is still ALIVE, would you MOST like to share your time with on a long weekend? Is there anyone else? TOTAL MENTIONS

	Total	REGION						AGE			
		BC	AB	SK/MN	ON	QC	Atl	19-24	25-34	35-54	55+
Base: Answering Respondents 19 years of age or older	974	145	97	95	293	247	97	100	186	434	254
Weighted	975	126	88	67	369	246	78	114	210	379	272
Family member (spouse, parent)	47	4	1	1	13	24	3	1	10	21	15
	5%	3%	1%	1%	3%	10%	4%	1%	5%	5%	6%
Jean Chretien/Prime Minister	41	5	2	1	18	13	2	4	3	16	18
	4%	4%	2%	2%	5%	5%	2%	3%	2%	4%	7%
Wayne Gretzky	29	4	2	5	14	3	1	5	11	10	3
	3%	3%	2%	7%	4%	1%	2%	4%	5%	3%	1%
Celine Dion	28	0	3	0	9	15	1	6	4	10	7
	3%	-	3%	-	3%	6%	1%	6%	2%	3%	3%
Mel Gibson	21	3	5	2	7	2	3	1	6	9	4
	2%	2%	6%	2%	2%	1%	4%	1%	3%	2%	2%
Julia Roberts	21	3	2	1	12	2	0	8	5	3	4
	2%	3%	3%	2%	3%	1%	-	7%	3%	1%	1%
Bill Clinton	20	1	1	1	11	6	1	3	1	7	8
	2%	1%	1%	1%	3%	2%	1%	3%	1%	2%	3%
Brad Pitt	15	4	1	1	4	6	0	1	5	8	1
	2%	3%	1%	1%	1%	2%	-	1%	2%	2%	0
Tom Cruise	15	4	0	2	4	4	2	1	11	4	0
	2%	3%	-	2%	1%	2%	3%	1%	5%	1%	-
Nelson Mandela	15	1	2	0	5	5	2	3	1	5	7
	2%	1%	2%	-	1%	2%	2%	2%	0	1%	2%
Oprah	15	1	2	1	8	2	2	3	4	7	2
	2%	1%	2%	1%	2%	1%	2%	2%	2%	2%	1%
Tiger Woods	13	3	1	2	1	4	2	0	5	3	4
	1%	2%	1%	3%	0	2%	2%	-	3%	1%	2%
Madonna	9	1	1	0	5	1	0	4	4	1	0
	1%	1%	1%	-	1%	0	-	3%	2%	0	-
Pamela Anderson	7	1	1	1	5	0	0	1	3	3	0
	1%	1%	1%	1%	1%	-	-	1%	1%	1%	-
Barbra Streisand	7	1	1	0	4	1	0	0	0	2	5
	1%	1%	1%	-	1%	0	-	-	-	1%	2%
Rosie O'Donnell	4	0	0	0	3	0	1	0	0	4	0
	0	-	-	-	1%	-	1%	-	-	1%	-
Michael Jordan	3	1	0	1	1	0	0	1	1	1	0
	0	1%	-	1%	0	-	-	1%	1%	0	-
Demi Moore	2	0	0	1	0	2	0	0	0	2	0
	0	-	-	1%	-	1%	-	-	-	1%	-
Cindy Crawford	2	0	0	0	0	1	1	0	0	2	0
	0	-	-	-	-	0	1%	-	-	0	-
Other	604	69	58	42	224	164	46	77	129	241	156
	62%	55%	66%	63%	61%	67%	59%	67%	61%	64%	57%
No one else/No others	160	29	11	14	60	36	10	12	27	58	64
	16%	23%	12%	20%	16%	15%	13%	11%	13%	15%	23%
(DK/NS)	78	8	7	6	37	10	9	7	14	34	23
	8%	7%	8%	9%	10%	4%	12%	6%	7%	9%	8%

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Weighted	975	475	499	243	345	318	120	194	373	286
Family member (spouse, parent)	47	28	19	14	16	14	10	9	14	14
	5%	6%	4%	6%	5%	4%	9%	5%	4%	5%
Jean Chretien/Prime Minister	41	24	17	10	15	16	5	6	15	14
	4%	5%	3%	4%	4%	5%	4%	3%	4%	5%
Wayne Gretzky	29	22	7	2	8	19	2	6	9	12
	3%	5%	1%	1%	2%	6%	2%	3%	2%	4%
Celine Dion	28	5	22	9	12	6	5	10	7	5
	3%	1%	4%	4%	3%	2%	4%	5%	2%	2%
Mel Gibson	21	2	19	8	5	7	5	4	10	2
	2%	0	4%	3%	2%	2%	4%	2%	3%	1%
Julia Roberts	21	8	13	5	3	10	3	2	11	5
	2%	2%	3%	2%	1%	3%	2%	1%	3%	2%
Bill Clinton	20	16	4	2	5	13	0	1	10	10
	2%	3%	1%	1%	1%	4%	-	1%	3%	3%
Brad Pitt	15	0	15	6	1	6	0	3	9	3
	2%	-	3%	3%	0	2%	-	2%	3%	1%
Tom Cruise	15	2	14	4	6	4	0	3	9	3
	2%	0	3%	2%	2%	1%	-	1%	3%	1%
Nelson Mandela	15	7	8	1	5	8	0	1	5	9
	2%	2%	2%	1%	1%	2%	-	1%	1%	3%
Oprah	15	3	12	1	6	8	1	2	7	6
	2%	1%	2%	0	2%	2%	1%	1%	2%	2%
Tiger Woods	13	7	6	2	4	5	1	1	4	6
	1%	1%	1%	1%	1%	2%	1%	0	1%	2%
Madonna	9	2	6	1	5	2	1	1	2	4
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Pamela Anderson	7	6	1	3	2	3	1	1	3	3
	1%	1%	0	1%	0	1%	1%	1%	1%	1%
Barbra Streisand	7	2	5	1	4	1	0	2	5	0
	1%	0	1%	1%	1%	0	-	1%	1%	-
Rosie O'Donnell	4	1	3	0	2	1	1	1	0	1
	0	0	1%	-	1%	0	1%	1%	-	0
Michael Jordan	3	1	2	1	1	1	1	1	0	1
	0	0	0	1%	0	0	1%	0	-	0
Demi Moore	2	2	0	0	2	1	1	0	1	1
	0	0	-	-	0	0	1%	-	0	0
Cindy Crawford	2	2	0	0	0	1	0	2	0	0
	0	0	-	-	-	0	-	1%	-	-
Other	604	310	293	147	215	210	59	124	233	187
	62%	65%	59%	61%	62%	66%	49%	64%	62%	66%
No one else/No others	160	71	89	41	60	41	28	32	56	43
	16%	15%	18%	17%	18%	13%	23%	16%	15%	15%
(DK/NS)	78	32	46	19	26	22	9	14	34	20
	8%	7%	9%	8%	8%	7%	8%	7%	9%	7%

*What beverage do you MOST enjoy in your free time on a long weekend? Is there anything else? TOTAL MENTIONS*

		REGION						AGE			
	Total	BC	AB	SK/MN	ON	QC	Atl	19-24	25-34	35-54	55+
Base: Answering Respondents 19 years of age or older	974	145	97	95	293	247	97	100	186	434	254
Weighted	975	126	88	67	369	246	78	114	210	379	272
Beer	330 34%	37 29%	34 38%	22 33%	126 34%	93 38%	19 24%	46 40%	90 43%	132 35%	63 23%
Water	240 25%	32 26%	18 21%	19 28%	90 24%	62 25%	18 23%	31 27%	59 28%	89 23%	62 23%
Wine	187 19%	20 16%	9 10%	9 14%	53 14%	83 34%	13 17%	5 4%	30 14%	85 23%	67 25%
Juice/ lemonade	139 14%	20 16%	12 14%	4 6%	43 12%	51 21%	8 11%	28 25%	26 12%	47 12%	38 14%
Coke	138 14%	21 17%	14 16%	13 19%	49 13%	30 12%	11 14%	19 17%	31 15%	57 15%	31 11%
Liquor - all mentions	125 13%	11 9%	12 13%	5 7%	50 14%	37 15%	10 13%	19 16%	20 10%	46 12%	40 15%
Coffee	118 12%	20 16%	14 16%	12 18%	39 10%	24 10%	10 12%	3 2%	16 8%	49 13%	50 18%
Tea	83 9%	13 11%	9 11%	5 7%	33 9%	13 5%	10 12%	3 3%	6 3%	29 8%	45 17%
Iced tea	81 8%	15 12%	10 12%	9 14%	37 10%	6 2%	3 4%	14 12%	24 11%	25 7%	18 7%
Other soft drink mentions	72 7%	9 7%	4 4%	6 10%	26 7%	20 8%	7 9%	9 8%	18 8%	28 7%	17 6%
Pepsi	58 6%	2 1%	7 8%	6 8%	20 5%	21 9%	4 5%	8 7%	14 6%	26 7%	11 4%
Diet Coke	37 4%	5 4%	4 4%	1 1%	19 5%	4 2%	6 8%	1 1%	1 1%	20 5%	15 6%
Coolers	28 3%	3 2%	4 5%	3 4%	14 4%	3 1%	1 1%	3 3%	9 4%	13 3%	3 1%
Diet Pepsi	22 2%	1 1%	2 2%	1 2%	10 3%	6 2%	2 2%	1 1%	7 3%	8 2%	6 2%
Other	67 7%	10 8%	8 9%	4 6%	25 7%	16 7%	4 5%	11 9%	23 11%	22 6%	12 4%
Nothing else/No others	23 2%	1 1%	1 1%	1 1%	6 2%	13 5%	1 1%	2 2%	4 2%	8 2%	9 3%
(DK/NS)	3 0	1 1%	0 -	1 1%	0 -	1 0	0 -	0 -	1 1%	0 -	2 1%

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Base: Answering Respondents 19 years of age or older Weighted	974	486	488	237	348	323	120	197	371	284
	975	475	499	243	345	318	120	194	373	286
Beer	330	241	89	73	113	130	36	66	130	98
	34%	51%	18%	30%	33%	41%	30%	34%	35%	34%
Water	240	99	141	57	102	65	28	49	99	64
	25%	21%	28%	23%	30%	20%	24%	25%	27%	22%
Wine	187	77	111	40	53	82	19	23	68	77
	19%	16%	22%	16%	15%	26%	16%	12%	18%	27%
Juice/ lemonade	139	62	77	35	45	46	20	18	59	41
	14%	13%	15%	15%	13%	15%	17%	9%	16%	14%
Coke	138	86	52	29	55	44	18	25	56	38
	14%	18%	10%	12%	16%	14%	15%	13%	15%	13%
Liquor - all mentions	125	70	55	32	39	47	20	29	40	36
	13%	15%	11%	13%	11%	15%	17%	15%	11%	12%
Coffee	118	49	70	37	40	28	20	31	36	31
	12%	10%	14%	15%	12%	9%	17%	16%	10%	11%
Tea	83	18	65	27	30	16	14	20	29	21
	9%	4%	13%	11%	9%	5%	11%	10%	8%	7%
Iced tea	81	21	60	23	25	31	7	14	35	25
	8%	4%	12%	10%	7%	10%	6%	7%	9%	9%
Other soft drink mentions	72	29	44	22	25	22	9	14	31	18
	7%	6%	9%	9%	7%	7%	8%	7%	8%	6%
Pepsi	58	22	36	21	26	10	13	16	24	5
	6%	5%	7%	9%	8%	3%	11%	8%	7%	2%
Diet Coke	37	9	28	7	16	13	3	7	15	12
	4%	2%	6%	3%	5%	4%	3%	4%	4%	4%
Coolers	28	7	21	7	10	11	1	5	15	7
	3%	2%	4%	3%	3%	3%	1%	3%	4%	2%
Diet Pepsi	22	11	11	4	6	10	5	4	10	3
	2%	2%	2%	2%	2%	3%	4%	2%	3%	1%
Other	67	29	39	19	21	18	3	13	27	23
	7%	6%	8%	8%	6%	6%	3%	7%	7%	8%
Nothing else/No others	23	14	9	7	6	7	7	3	5	8
	2%	3%	2%	3%	2%	2%	6%	2%	1%	3%
(DK/NS)	3	1	2	2	0	0	1	0	0	1
	0	0	0	1%	-	-	1%	-	-	0