

1. Which of the following European dream vacation scenarios do you find most appealing ?

Proportions/Mean: Columns Tested
(5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1002	132	97	69	379	248	77	271	418	290	481	521
Weighted Base	1002	132	97*	68*	380	247	77*	294	393	294	484	518
RELAXING AND SEEING SOME OF THE SIGHTS: leisurely sightseeing, city bus tours, visiting local restaurants or taking in a popular show	402	44	31	34	153	99	41	120	153	121	177	225
	40%	33%	32%	50% AB	40%	40%	53% AB	41%	39%	41%	37%	43% J
IMMERSED IN HISTORIC CULTURE: trying local delicacies, visiting historical sites, national museums, and galleries or exploring little-known corners off the beaten-track	397	65	45	22	152	92	22	93	182	115	188	210
	40%	49% CEF	47% F	32%	40%	37%	28%	32%	46% G	39%	39%	40%
THRILL SEEKING: having your adrenaline pumping from trekking in high altitudes, skiing the slopes or riding white water adventures	103	11	10	7	40	28	6	63	30	7	69	33
	10%	9%	11%	11%	11%	11%	8%	22% HI	8% I	2%	14% K	6%
COSMOPOLITAN: shopping at all the hot spots, eating at the trendiest restaurants and people watching with the hopes of spotting a celebrity	45	7	2	4	13	14	3	14	15	16	20	24
	4%	6%	2%	6%	4%	6%	4%	5%	4%	5%	4%	5%
None of the above	46	5	7	1	18	11	5	3	12	30	22	24
	5%	4%	7%	1%	5%	4%	6%	1%	3%	10% GH	5%	5%
Don't know/Refused	9	0	2	0	3	4	1	0	2	5	7	2
	1%	-	2%	-	1%	1%	1%	-	0	2% G	2%	0

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* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	1002	797	202	101	226	371	300	227	319	347
Weighted Base	1002	799	200	101*	226	371	301	233	316	346
RELAXING AND SEEING SOME OF THE SIGHTS: leisurely sightseeing, city bus tours, visiting local restaurants or taking in a popular show	402	306	95	42	109	156	93	102	126	129
	40%	38%	48% A	41%	48% F	42% F	31%	44%	40%	37%
IMMERSED IN HISTORIC CULTURE: trying local delicacies, visiting historical sites, national museums, and galleries or exploring little-known corners off the beaten-track	397	330	67	36	62	142	156	82	127	154
	40%	41%	34%	35%	27%	38% D	52% CDE	35%	40%	45% G
THRILL SEEKING: having your adrenaline pumping from trekking in high altitudes, skiing the slopes or riding white water adventures	103	83	17	8	24	43	27	16	40	37
	10%	10%	9%	8%	11%	12%	9%	7%	13% G	11%
COSMOPOLITAN: shopping at all the hot spots, eating at the trendiest restaurants and people watching with the hopes of spotting a celebrity	45	40	4	2	14	15	13	13	16	11
	4%	5%	2%	2%	6%	4%	4%	5%	5%	3%
None of the above	46	30	16	12	11	14	9	17	7	13
	5%	4%	8% A	12% DEF	5%	4%	3%	7% H	2%	4%
Don't know/Refused	9	9	0	1	4	1	1	3	2	1
	1%	1%	-	1%	2% E	0	0	1%	1%	0

2. Which one of the following European regions would be your ultimate European dream vacation destination ?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1002	132	97	69	379	248	77	271	418	290	481	521
Weighted Base	1002	132	97*	68*	380	247	77*	294	393	294	484	518
United Kingdom or Ireland	181 18%	22 17%	23 23%	17 25%	80 21%	14 6%	26 33%	48 16%	67 17%	65 22%	106 22%	75 15%
France	99 10%	12 9%	3 3%	7 11%	30 8%	45 18%	3 4%	25 9%	31 8%	39 13%	46 9%	53 10%
Greece or the Greek Isles	143 14%	24 18%	25 26%	10 14%	44 12%	30 12%	10 13%	42 14%	68 17%	30 10%	60 12%	83 16%
Italy	150 15%	18 14%	9 9%	5 7%	61 16%	50 20%	7 9%	42 14%	72 18%	33 11%	64 13%	86 17%
Spain or Portugal	80 8%	14 11%	2 2%	2 3%	27 7%	28 11%	6 8%	22 7%	29 7%	27 9%	36 8%	43 8%
Scandinavian countries such as Denmark, Norway, Finland, Sweden	73 7%	8 6%	8 8%	5 7%	27 7%	20 8%	6 7%	26 9%	25 6%	20 7%	37 8%	37 7%
Western European countries such as Austria, Switzerland, Germany Netherlands	186 19%	19 14%	18 18%	14 21%	78 21%	42 17%	15 20%	67 23%	74 19%	43 15%	87 18%	100 19%
Central and Eastern European countries such as the Czech Republic, Hungary, Poland	41 4%	11 9%	2 2%	5 8%	12 3%	10 4%	1 1%	15 5%	16 4%	9 3%	21 4%	20 4%
None of the above	40 4%	4 3%	7 7%	2 4%	19 5%	7 3%	1 1%	6 2%	8 2%	26 9%	20 4%	20 4%
Don't know/Refused	8 1%	0 -	1 1%	0 -	2 0	1 1%	3 4%	2 1%	3 1%	3 1%	8 2%	0 -

2. Which one of the following European regions would be your ultimate European dream vacation destination ?

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	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
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Base: All respondents										
Unweighted Base	1002	797	202	101	226	371	300	227	319	347
Weighted Base	1002	799	200	101*	226	371	301	233	316	346
United Kingdom or Ireland	181 18%	149 19%	32 16%	18 18%	47 21%	70 19%	46 15%	34 14%	63 20%	66 19%
France	99 10%	76 10%	23 12%	6 6%	24 11%	37 10%	31 10%	25 11%	26 8%	35 10%
Greece or the Greek Isles	143 14%	112 14%	31 15%	10 9%	31 14%	51 14%	51 17%	26 11%	36 12%	61 18% GH
Italy	150 15%	127 16%	23 11%	9 9%	28 12%	62 17%	51 17%	29 12%	50 16%	63 18%
Spain or Portugal	80 8%	67 8%	13 6%	8 7%	22 10%	22 6%	28 9%	19 8%	29 9%	26 8%
Scandinavian countries such as Denmark, Norway, Finland, Sweden	73 7%	55 7%	18 9%	6 6%	14 6%	35 9%	19 6%	23 10% I	25 8%	17 5%
Western European countries such as Austria, Switzerland, Germany Netherlands	186 19%	149 19%	36 18%	25 25%	42 18%	65 17%	54 18%	48 20%	60 19%	61 18%
Central and Eastern European countries such as the Czech Republic, Hungary, Poland	41 4%	34 4%	7 4%	3 3%	7 3%	13 3%	19 6%	9 4%	17 5%	10 3%
None of the above	40 4%	25 3%	15 8% A	17 17% DEF	9 4% F	13 4% F	1 0	18 8% HI	8 3%	6 2%
Don't know/Refused	8 1%	5 1%	3 1%	0 -	3 1%	2 1%	1 0	3 1%	1 0	2 1%

3. With whom would you want to share your ultimate European dream vacation ?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1002	132	97	69	379	248	77	271	418	290	481	521
Weighted Base	1002	132	97*	68*	380	247	77*	294	393	294	484	518
Your immediate family, that is, your spouse, partner, children, and/or parents	796	101	80	48	308	198	62	220	329	229	385	410
	79%	76%	83%	71%	81%	80%	79%	75%	84% G	78%	80%	79%
Your best friend or closest friends	143	25	10	16	48	33	11	54	49	37	66	77
	14%	19%	10%	24% BDE	13%	13%	14%	18% H	12%	13%	14%	15%
No one, you'd prefer to go alone	56	7	7	4	20	15	4	20	13	22	28	28
	6%	5%	7%	5%	5%	6%	6%	7% H	3%	8% H	6%	5%
Don't know/Refused	7	0	0	0	4	2	1	0	2	5	5	2
	1%	-	-	-	1%	1%	1%	-	1%	2% G	1%	0

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		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
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Base: All respondents										
Unweighted Base	1002	797	202	101	226	371	300	227	319	347
Weighted Base	1002	799	200	101*	226	371	301	233	316	346
Your immediate family, that is, your spouse, partner, children, and/or parents	796	632	162	72	177	304	240	155	256	304
	79%	79%	81%	71%	78%	82% C	80%	67%	81% G	88% GH
Your best friend or closest friends	143	118	24	15	38	45	44	44	50	29
	14%	15%	12%	15%	17%	12%	15%	19% I	16% I	8%
No one, you'd prefer to go alone	56	44	12	13	9	18	16	31	9	11
	6%	5%	6%	13% DEF	4%	5%	5%	13% HI	3%	3%
Don't know/Refused	7	6	1	1	1	4	1	3	1	2
	1%	1%	1%	1%	1%	1%	0	1%	0	1%

4. Which of the following celebrities would you most like to take your ultimate European dream vacation with ?

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		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
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Unweighted Base	1002	132	97	69	379	248	77	271	418	290	481	521
Weighted Base	1002	132	97*	68*	380	247	77*	294	393	294	484	518
Pierce Brosnan	81 8%	13 10%	8 8%	3 5%	32 9%	19 8%	5 7%	13 4%	34 9%	33 11%	20 4%	61 12%
Brad Pitt	94 9%	15 12%	11 11%	8 12%	38 10%	13 5%	9 11%	42 14%	37 9%	13 4%	10 2%	83 16%
Tom Cruise	125 12%	8 6%	12 12%	15 22%	41 11%	35 14%	14 19%	34 12%	48 12%	42 14%	24 5%	101 19%
Catherine Zeta Jones	71 7%	15 12%	5 5%	4 6%	24 6%	20 8%	3 4%	18 6%	31 8%	21 7%	66 14%	5 1%
Jennifer Anniston	87 9%	11 9%	9 9%	9 13%	38 10%	10 4%	9 11%	37 13%	34 9%	15 5%	59 12%	27 5%
Angelina Jolie	157 16%	18 14%	16 16%	10 15%	67 18%	31 13%	14 18%	75 25%	68 17%	12 4%	126 26%	31 6%
Roy Dupuis	42 4%	1 1%	1 1%	0 -	4 1%	35 14%	1 1%	11 4%	21 5%	8 3%	14 3%	28 5%
Caroline Noron	31 3%	0 -	1 1%	0 -	1 0	28 11%	2 2%	8 3%	12 3%	11 4%	20 4%	11 2%
None of the above	294 29%	51 38%	29 30%	19 27%	126 33%	52 21%	18 23%	52 18%	100 25%	132 45%	134 28%	160 31%
Don't know/Refused	20 2%	0 -	5 5%	0 -	9 2%	4 1%	3 4%	3 1%	8 2%	8 3%	10 2%	10 2%

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Brad Pitt	94 9%	74 9%	19 10%	9 9%	20 9%	34 9%	31 10%	25 11%	28 9%	33 9%
Tom Cruise	125 12%	97 12%	28 14%	19 18% F	39 17% F	47 13% F	20 7%	36 16% I	50 16% I	28 8%
Catherine Zeta Jones	71 7%	60 7%	10 5%	8 8%	20 9%	21 6%	23 8%	17 7%	27 8%	24 7%
Jennifer Anniston	87 9%	74 9%	12 6%	5 5%	15 7%	33 9%	33 11%	18 8%	26 8%	35 10%
Angelina Jolie	157 16%	133 17%	23 11%	15 15%	37 16%	61 16%	43 14%	32 14%	47 15%	70 20% G
Roy Dupuis	42 4%	32 4%	10 5%	5 5%	13 6% F	19 5% F	5 2%	13 6%	16 5%	12 3%
Caroline Monaghan	31 3%	20 2%	12 6% A	5 5%	11 5% E	6 2%	9 3%	12 5% I	14 4% I	3 1%
None of the above	294 29%	232 29%	62 31%	29 28%	48 21%	104 28%	110 37% DE	57 25%	80 25%	105 30%
Don't know/Refused	20 2%	13 2%	7 4%	1 1%	10 5% EF	6 2%	3 1%	6 3%	3 1%	7 2%