

How often do you think about taking a trip to your ultimate dream destination ?

|                                      | 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                      | 2003       | 265             | 195              | 136              | 759             | 494        | 154              | 476              | 831             | 653              | 965             | 1038            |
| Weighted Base                        | 2003       | 265             | 194              | 136              | 759             | 494        | 155              | 587              | 787             | 588              | 968             | 1035            |
| Every day                            | 179<br>9%  | 18<br>7%        | 25<br>13%<br>ACF | 6<br>5%          | 77<br>10%<br>C  | 46<br>9%   | 8<br>5%          | 93<br>16%<br>HI  | 63<br>8%<br>I   | 21<br>4%         | 74<br>8%        | 106<br>10%<br>J |
| At least once a week                 | 260<br>13% | 35<br>13%       | 32<br>17%<br>F   | 21<br>16%<br>F   | 91<br>12%<br>F  | 69<br>14%  | 12<br>8%         | 121<br>21%<br>HI | 90<br>11%<br>I  | 48<br>8%         | 123<br>13%      | 138<br>13%      |
| At least once a month                | 328<br>16% | 53<br>20%<br>EF | 30<br>16%        | 23<br>17%        | 133<br>18%<br>C | 70<br>14%  | 19<br>12%        | 106<br>18%<br>I  | 147<br>19%<br>I | 68<br>12%        | 180<br>19%<br>K | 148<br>14%      |
| At least once every couple of months | 247<br>12% | 32<br>12%       | 23<br>12%        | 10<br>7%         | 108<br>14%<br>C | 55<br>11%  | 19<br>13%        | 90<br>15%<br>I   | 98<br>12%       | 56<br>10%        | 130<br>13%      | 116<br>11%      |
| Once a year or so or every winter    | 477<br>24% | 60<br>23%       | 43<br>22%        | 32<br>24%        | 164<br>22%<br>D | 135<br>27% | 42<br>27%        | 85<br>15%<br>D   | 198<br>25%<br>G | 183<br>31%<br>GH | 213<br>22%      | 263<br>25%      |
| Rarely                               | 326<br>16% | 46<br>17%       | 29<br>15%        | 35<br>26%<br>BDE | 115<br>15%      | 62<br>13%  | 38<br>25%<br>BDE | 69<br>12%        | 141<br>18%<br>G | 107<br>18%<br>G  | 166<br>17%      | 160<br>15%      |
| Never                                | 183<br>9%  | 22<br>8%        | 11<br>6%         | 9<br>6%          | 69<br>9%<br>B   | 56<br>11%  | 16<br>10%        | 23<br>4%<br>B    | 49<br>6%<br>G   | 103<br>18%<br>GH | 81<br>8%        | 103<br>10%      |
| Don't know/Refused                   | 3<br>0     | 0<br>-          | 0<br>-           | 0<br>-           | 2<br>0          | 1<br>0     | 0<br>-           | 0<br>-           | 2<br>0          | 1<br>0           | 2<br>0          | 1<br>0          |

Many people collect points from credit cards, loyalty programs or frequent flyer programs. If you were a member of a points program and were given enough points from the program to be able to do any of the following, which would you choose...

|  | 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  | 2003       | 265       | 195       | 136       | 759        | 494        | 154       | 476        | 831        | 653        | 965        | 1038       |
| Weighted Base  | 2003       | 265       | 194       | 136       | 759        | 494        | 155       | 587        | 787        | 588        | 968        | 1035       |
| Go lie on the beach somewhere warm                         | 320<br>16% | 41<br>16% | 29<br>15% | 23<br>17% | 123<br>16% | 71<br>14%  | 32<br>21% | 83<br>14%  | 162<br>21% | 73<br>12%  | 155<br>16% | 165<br>16% |
| Go sightseeing in Europe                                   | 533<br>27% | 67<br>25% | 43<br>22% | 34<br>25% | 201<br>26% | 159<br>32% | 29<br>19% | 158<br>27% | 184<br>23% | 183<br>31% | 276<br>29% | 257<br>25% |
| Go on an adventure holiday in South America or Africa      | 283<br>14% | 47<br>18% | 33<br>17% | 21<br>15% | 113<br>15% | 60<br>12%  | 8<br>5%   | 121<br>21% | 97<br>12%  | 58<br>10%  | 139<br>14% | 143<br>14% |
| Go on a Caribbean cruise                                   | 322<br>16% | 43<br>16% | 35<br>18% | 21<br>15% | 102<br>13% | 80<br>16%  | 41<br>26% | 93<br>16%  | 138<br>18% | 85<br>14%  | 146<br>15% | 176<br>17% |
| Go to a seaside villa in Europe                            | 222<br>11% | 32<br>12% | 23<br>12% | 13<br>10% | 87<br>11%  | 56<br>11%  | 11<br>7%  | 71<br>12%  | 91<br>12%  | 57<br>10%  | 89<br>9%   | 133<br>13% |
| Go to restaurants and the theatre in a major world capital | 88<br>4%   | 10<br>4%  | 7<br>3%   | 5<br>4%   | 37<br>5%   | 22<br>4%   | 8<br>5%   | 22<br>4%   | 41<br>5%   | 23<br>4%   | 32<br>3%   | 56<br>5%   |
| Go on a golf holiday in Hawaii                             | 140<br>7%  | 12<br>4%  | 12<br>6%  | 11<br>8%  | 61<br>8%   | 30<br>6%   | 14<br>9%  | 35<br>6%   | 56<br>7%   | 46<br>8%   | 87<br>9%   | 53<br>5%   |
| Don't know/Refused   | 96<br>5%   | 13<br>5%  | 13<br>7%  | 8<br>6%   | 35<br>5%   | 15<br>3%   | 12<br>7%  | 4<br>1%    | 19<br>2%   | 63<br>11%  | 44<br>5%   | 52<br>5%   |