

NEWS RELEASE



FORUM RESEARCH INC.

FOR IMMEDIATE RELEASE

Quebecers Most Likely to Vacation In Europe or Québec In Canada, most likely to visit Ontario or BC

Toronto, July 10th – In a random sampling of public opinion taken by The Forum Poll™ among 801 Québec voters, more than a quarter (27%) say that Québec would be their first choice of vacation spot, statistically tied with Europe (25%) for likeliest destination.

(16%) say they would visit somewhere in Canada, other than Québec, while just over 1 in 10 (12%) say the Caribbean would be their first choice.

Few (7%) would lean toward the United States or Asia (6%), while even fewer would look south to Mexico (3%) or South America.

Respondents most likely to say Québec would be their first choice vacation spot include those 55-64 (34%) or 65+ (37%), the least wealthy (32%), or earning \$20,000-\$40,000 (30%) or \$60,000-\$80,000 (31%), the least educated (36%), supporting the PQ (37%), and living on the North Shore (35%) or ROQ (33%).

Respondents most likely to say Europe would be their first choice include those aged 34 and younger (28%), or aged 45-54 (27%) or 55-64 (27%), earning \$80,000-\$100,000 (38%) or the most wealthy (37%), with a college/university (30%) or a post-graduate degree (31%), and living in Montréal (28%) or Québec City (26%).

Within Canada, for Quebecers, BC or Ontario are first

Half of Quebecers would make BC (26%) or Ontario (23%) their destination if they planned a trip within Canada. New Brunswick (18%) was the third most popular choice.

Prince Edward Island was also selected by just over 1 in 10 (11%).

Few would plan trips to Nova Scotia (7%) or Alberta (6%). Even fewer would visit Newfoundland and Labrador (4%), the territories (3%), or the prairies (2%).

Respondents most likely to plan a trip to BC include respondents earning \$80,000-\$100,000 (40%), with a college or university degree (32%), and supporting the CAQ (34%).

Respondents most likely to visit Ontario include those aged 25-44 (29%), earning \$80,000-\$100,000 (27%) or the most wealthy (29%), and the least educated (26%) or with a post-graduate degree (29%).

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"For the most part Quebecers are united in their desire to travel, to Europe or within Québec as their primary destination," said Dr. Lorne Bozinoff, President of Forum Research. "Outside of Québec, BC and Ontario are surely getting their marketing materials ready to tempt Quebecers, given how many say they'd visit those provinces first."



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Quebecers more likely to visit Ottawa and Valley than the GTA

A third of Quebecers (34%) say they'd make Ottawa and the Ottawa Valley their first choice of destinations in Ontario. The GTA is second, with a quarter (26%) saying the nation's largest metropolitan area would be their destination of choice.

Just over 1 in 10 said they'd like to visit Southwestern Ontario (13%) or Southeastern Ontario (13%). Neither the group of Algonquin, Muskoka, and Parry Sound (7%) nor Northern Ontario (6%) were likely to be the first choice for an Ontario vacation.

1000 Islands is the biggest draw for Quebecers in Southeastern Ontario

Almost a third (31%) say that if visiting Ontario's Southeast, the 1000 Islands would be their first choice. A quarter (23%) say it would be Kingston.

Just over 1 in 10 (13%) said Prince Edward County would be their first choice of destination.

Fewer than 1 in 10 said Cornwall and Counties (8%), Rideau Heritage Route (9%), Bay of Quinte (5%), Land O'Lakes (4%), or Brockville and District (4%).

(2%) said that they do not know which Southeastern Ontario location would be their first choice.

Half would use the internet to research their trip

(50%) say that they internet would be what they rely on to plan their trip within Canada. Almost 2 in 10 (19%) would rely on the advice from friends, family, or colleagues.

1 in 10 (10%) would actually rely on a physical tourism office. Few (7%) would rely on a travel agent or (4%) physical travel magazines.

"For the most part Quebecers are united in their desire to travel, to Europe or within Québec as their primary destination," said Dr. Lorne Bozinoff, President of Forum Research. "Outside of Québec, BC and Ontario are surely getting their marketing materials ready to tempt Quebecers, given how many say they'd visit those provinces first."

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at lbozinoff@forumresearch.com or at (416) 960-9603.



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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 801 randomly selected Québec Voters. The poll was conducted on July 7-9.

Results based on the total sample are considered accurate +/- 3%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at www.forumresearch.com/samplestim.asp

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Actual results depend on the candidates' ability to get their voters out. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at www.forumresearch.com/polls.asp



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First choice of vacation

If you were to plan a vacation that is within your current budget and actual means, which of the following regions of the world would be your first choice of destination?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	801	147	114	142	195	203	445	345
Within Quebec	27	16	32	22	34	37	24	29
Canada, other than Quebec	16	15	11	20	13	21	14	17
The United States	7	8	9	9	6	4	10	5
Mexico	3	2	2	7	1	5	4	3
The Caribbean	12	14	20	9	10	6	11	13
Europe	25	28	21	27	27	21	25	25
South America	4	6	5	3	5	1	4	4
Asia	6	13	1	5	4	4	8	5

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	801	140	167	179	112	54	56
Within Quebec	27	32	30	22	31	19	20
Canada, other than Quebec	16	14	27	10	13	8	14
The United States	7	7	2	10	8	16	7
Mexico	3	2	4	4	5	4	3
The Caribbean	12	14	7	15	13	2	13
Europe	25	21	16	30	23	38	37
South America	4	2	5	4	3	11	1
Asia	6	8	9	5	4	2	6

Region

%	Total	Montréal	Québec City	ROQ	North Shore	South Shore
Sample	801	384	105	312	146	166
Within Quebec	27	23	22	33	35	32
Canada, other than Quebec	16	15	24	14	14	13
The United States	7	6	9	7	8	7
Mexico	3	4	2	3	4	2
The Caribbean	12	13	6	13	13	12
Europe	25	28	26	22	20	23
South America	4	5	7	3	3	3
Asia	6	6	4	7	3	9



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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	801	161	236	266	138
Within Quebec	27	36	21	24	31
Canada, other than Quebec	16	18	21	10	15
The United States	7	5	8	9	4
Mexico	3	2	4	3	4
The Caribbean	12	12	16	12	4
Europe	25	17	21	30	31
South America	4	3	2	5	6
Asia	6	6	5	7	6

Voter Intention

%	Total	Liberal, or PLQ	Parti Québécois, or PQ	Coalition Avenir Québec, or CAQ	Québec Solidaire, or QS	Other Parties	Undecided
Sample	801	251	175	177	107	44	126
Within Quebec	27	26	37	18	32	16	27
Canada, other than Quebec	16	20	10	13	15	15	17
The United States	7	5	5	10	8	16	3
Mexico	3	4	4	6	1	0	0
The Caribbean	12	12	9	14	8	19	11
Europe	25	23	26	28	28	15	28
South America	4	3	3	6	7	5	6
Asia	6	6	7	6	1	14	7



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Canadian vacation choices

If you were to plan a vacation that is within your current budget and actual means, and chose to do so within Canada, which province, other than your own, would you be most likely to visit?

[All respondents]

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	801	147	114	142	195	203	445	345
Newfoundland and Labrador	4	3	3	5	4	4	4	3
Nova Scotia	7	4	3	10	12	10	9	6
New Brunswick	18	16	20	18	20	17	17	19
Prince Edward Island	11	10	11	9	12	10	7	14
Ontario	23	22	29	22	18	25	23	23
Manitoba or Saskatchewan	2	4	2	2	1	2	1	3
Alberta	6	9	2	9	3	4	7	5
British Columbia	26	28	28	25	27	24	28	25
The Yukon, Nunavut, or Northwest territories	3	4	3	0	3	4	4	2



Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	801	140	167	179	112	54	56
Newfoundland and Labrador	4	4	6	2	3	3	6
Nova Scotia	7	3	6	12	7	9	9
New Brunswick	18	14	23	20	24	5	13
Prince Edward Island	11	12	9	10	8	10	6
Ontario	23	23	25	22	20	27	29
Manitoba or Saskatchewan	2	5	2	2	3	0	0
Alberta	6	10	7	5	3	6	2
British Columbia	26	26	21	23	30	40	31
The Yukon, Nunavut, or Northwest territories	3	4	2	4	2	0	4

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Region

%	Total	Montréal	Québec City	North Shore	South Shore
Sample	801	384	105	146	166
Newfoundland and Labrador	4	4	5	2	3
Nova Scotia	7	9	6	5	7
New Brunswick	18	13	19	28	19
Prince Edward Island	11	12	11	7	11
Ontario	23	21	25	23	25
Manitoba or Saskatchewan	2	4	1	1	2
Alberta	6	8	4	4	5
British Columbia	26	27	26	26	26
The Yukon, Nunavut, or Northwest territories	3	3	3	3	3

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	801	161	236	266	138
Newfoundland and Labrador	4	5	2	3	6
Nova Scotia	7	8	7	7	8
New Brunswick	18	21	18	19	11
Prince Edward Island	11	5	15	10	12
Ontario	23	26	21	20	29
Manitoba or Saskatchewan	2	2	4	2	1
Alberta	6	8	7	5	3
British Columbia	26	21	24	32	26
The Yukon, Nunavut, or Northwest territories	3	4	3	2	4



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Current Provincial Vote Preference

%	Total	Liberal, or PLQ	Parti Québécois, or PQ	Coalition Avenir Québec, or CAQ	Québec Solidaire, or QS	Other Parties	Undecided
Sample	801	251	175	177	107	44	126
Newfoundland and Labrador	4	3	6	3	3	5	2
Nova Scotia	7	6	6	12	8	4	7
New Brunswick	18	13	24	18	15	11	21
Prince Edward Island	11	10	12	6	12	18	6
Ontario	23	28	21	25	19	15	17
Manitoba or Saskatchewan	2	2	2	3	3	0	6
Alberta	6	7	4	5	3	7	9
British Columbia	26	29	20	25	34	31	30
The Yukon, Nunavut, or Northwest territories	3	1	4	3	4	9	3



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Ontario vacation

If you were planning a vacation within Ontario that is within your current budget and actual means, which of the following regions would be your first choice to visit?

[All respondents]

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	801	147	114	142	195	203	445	345
The Greater Toronto Area	26	39	31	23	18	15	29	23
Southwestern Ontario	13	15	14	7	19	13	14	13
Northern Ontario	6	4	4	8	8	8	7	6
Algonquin, Muskoka, or Parry Sound	7	3	6	14	8	7	8	7
Ottawa and the Ottawa Valley	34	28	28	33	36	44	30	37
Southeastern Ontario (Cornwall and Kingston to Belleville and Bay of Quinte)	13	10	16	15	12	13	12	14



Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	801	140	167	179	112	54	56
The Greater Toronto Area	26	32	30	23	28	26	25
Southwestern Ontario	13	12	11	18	15	8	13
Northern Ontario	6	6	6	7	7	2	6
Algonquin, Muskoka, or Parry Sound	7	3	7	9	13	6	13
Ottawa and the Ottawa Valley	34	38	34	31	24	44	23
Southeastern Ontario (Cornwall and Kingston to Belleville and Bay of Quinte)	13	8	13	11	14	13	20

Region

%	Total	Montréal	Québec City	North Shore	South Shore
Sample	801	384	105	146	166
The Greater Toronto Area	26	27	30	30	20
Southwestern Ontario	13	14	10	10	18
Northern Ontario	6	6	3	9	6
Algonquin, Muskoka, or Parry Sound	7	11	4	4	7
Ottawa and the Ottawa Valley	34	31	37	38	32

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Southeastern Ontario (Cornwall and Kingston to Belleville and Bay of Quinte	13	11	16	10	17
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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	801	161	236	266	138
The Greater Toronto Area	26	32	22	31	16
Southwestern Ontario	13	10	14	14	15
Northern Ontario	6	8	6	5	7
Algonquin, Muskoka, or Parry Sound	7	7	6	6	13
Ottawa and the Ottawa Valley	34	32	39	29	35
Southeastern Ontario (Cornwall and Kingston to Belleville and Bay of Quinte	13	11	13	14	14

Current Provincial Vote Preference

%	Total	Liberal, or PLQ	Parti Québécois, or PQ	Coalition Avenir Québec, or CAQ	Québec Solidaire, or QS	Other Parties	Undecided
Sample	801	251	175	177	107	44	126
The Greater Toronto Area	26	29	21	30	24	29	24
Southwestern Ontario	13	9	12	16	20	15	14
Northern Ontario	6	9	7	3	4	4	10
Algonquin, Muskoka, or Parry Sound	7	6	9	9	8	6	6
Ottawa and the Ottawa Valley	34	34	42	26	30	26	37
Southeastern Ontario (Cornwall and Kingston to Belleville and Bay of Quinte	13	13	10	16	14	20	10



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Southeastern Ontario vacation

Which of the following destinations in southeastern Ontario would be your first choice to visit?

[All respondents]

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	801	147	114	142	195	203	445	345
Rideau Heritage Route	9	8	7	8	13	9	9	9
Prince Edward County	13	12	18	11	17	10	10	15
Bay of Quinte	5	3	6	9	5	3	8	2
Land O'Lakes	4	8	1	7	0	2	4	5
Kingston	23	30	27	22	9	23	24	22
1000 Islands	31	17	32	33	43	39	29	34
Brockville and district	4	5	4	4	2	5	5	3
Cornwall and Counties	8	14	4	5	10	7	9	8
Don't know	2	3	1	1	1	2	1	3



Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	801	140	167	179	112	54	56
Rideau Heritage Route	9	12	9	6	8	13	10
Prince Edward County	13	13	14	12	6	14	22
Bay of Quinte	5	3	5	7	8	6	4
Land O'Lakes	4	6	5	3	5	4	3
Kingston	23	26	24	23	22	18	11
1000 Islands	31	25	28	34	39	39	34

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Brockville and district	4	2	5	3	6	3	4
Cornwall and Counties	8	12	9	10	3	5	4
Don't know	2	2	1	2	1	0	9

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Region

%	Total	Montréal	Québec City	North Shore	South Shore
Sample	801	384	105	146	166
Rideau Heritage Route	9	12	8	10	4
Prince Edward County	13	13	6	14	15
Bay of Quinte	5	3	11	3	7
Land O'Lakes	4	4	2	4	5
Kingston	23	19	32	29	20
1000 Islands	31	35	32	22	31
Brockville and district	4	3	3	7	5
Cornwall and Counties	8	8	4	10	11
Don't know	2	3	1	0	2

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	801	161	236	266	138
Rideau Heritage Route	9	5	12	6	15
Prince Edward County	13	14	11	12	17
Bay of Quinte	5	5	4	8	3
Land O'Lakes	4	4	3	4	7
Kingston	23	26	24	22	18
1000 Islands	31	30	28	36	28
Brockville and district	4	7	2	4	4
Cornwall and Counties	8	9	14	5	6
Don't know	2	0	1	4	2



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Current Provincial Vote Preference

%	Total	Liberal, or PLQ	Parti Québécois, or PQ	Coalition Avenir Québec, or CAQ	Québec Solidaire, or QS	Other Parties	Undecided
Sample	801	251	175	177	107	44	126
Rideau Heritage Route	9	10	9	9	6	5	6
Prince Edward County	13	14	13	13	15	15	15
Bay of Quinte	5	4	4	7	7	7	3
Land O'Lakes	4	7	5	2	1	5	3
Kingston	23	26	24	21	22	17	27
1000 Islands	31	29	30	32	34	33	33
Brockville and district	4	4	3	5	4	4	5
Cornwall and Counties	8	5	11	11	6	15	8
Don't know	2	2	2	0	6	0	1



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Canadian travel research

Which of the following destinations in southeastern Ontario would be your first choice to visit?

[All respondents]

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	801	147	114	142	195	203	445	345
The internet	50	56	55	52	51	36	57	44
Physical Travel Magazines	4	3	5	4	3	4	3	4
Travel Agent	7	7	6	6	8	10	6	8
Physical tourism office	10	7	6	11	13	17	10	11
Advice from friends, family, or colleagues	19	22	22	18	17	17	15	23
Unsure	9	5	7	10	9	16	8	11



Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	801	140	167	179	112	54	56
The internet	50	46	44	48	60	62	69
Physical Travel Magazines	4	7	2	5	2	0	3
Travel Agent	7	7	10	10	5	5	1
Physical tourism office	10	9	12	9	14	8	7
Advice from friends, family, or colleagues	19	22	19	20	16	18	12
Unsure	9	11	13	9	3	7	7

Region

%	Total	Montréal	Québec City	North Shore	South Shore
Sample	801	384	105	146	166
The internet	50	52	54	48	46
Physical Travel Magazines	4	4	5	3	3
Travel Agent	7	8	6	13	4
Physical tourism office	10	9	10	11	12

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Advice from friends, family, or colleagues	19	18	20	16	22
Unsure	9	8	5	8	14

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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	801	161	236	266	138
The internet	50	32	45	64	57
Physical Travel Magazines	4	7	4	2	3
Travel Agent	7	10	10	4	4
Physical tourism office	10	12	12	6	14
Advice from friends, family, or colleagues	19	25	17	19	14
Unsure	9	13	12	5	8



Voter intention

%	Total	Liberal, or PLQ	Parti Québécois, or PQ	Coalition Avenir Québec, or CAQ	Québec Solidaire, or QS	Other Parties	Undecided
Sample	801	251	175	177	107	44	126
The internet	50	46	50	50	56	71	39
Physical Travel Magazines	4	3	8	1	5	2	1
Travel Agent	7	11	7	6	5	2	6
Physical tourism office	10	13	9	10	8	8	12
Advice from friends, family, or colleagues	19	19	14	22	17	16	32
Unsure	9	7	12	11	9	1	9

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