

Greece as a safe place to visit and a NATO ally have the largest gains in favourability among Canadians over the last 10 years.



Nanos is a Canadian-based research firm which gathers world-class intelligence in Canada, the United States and Europe.

Since 2015, the team has been monitoring and tracking the Hellenic brand in the US and Canada. The purpose of the initiative is to support the Republic and its important work advancing the reputation of Greece as a great place to visit, a dynamic place to invest and as an important NATO security partner.

This project was initiated and is sponsored by Nanos. Together the US and Canada market studies are valued at \$125,000 a wave. There is no expectation other than to share insight on the opportunities to make Greece stronger.



Chief Data Scientist and Founder

HCapt(Navy) Nik Nanos, BA (Hons), MBA, CMC, CAIP, FCRIC



Key Findings

1

OVERALL FAVOURABILITY

Overall favourability of Greece remains consistent with recent waves, with over one in four saying they have a favourable impression of Greece (27%), which remains significantly higher than in 2020 (18%). The Hellenic Republic composite index returns to a score of 68.3 out of 100, which is a decline from the all-time high of 70.2 reached in 2022, but consistent with the score of 68.1 reached in 2021.

2

FAVOURABLE ATTRIBUTES OF GREECE

Canadians continue to give the highest favourability scores to Greece as a place of interesting history (mean of 9.0) and Greece as a place of natural beauty (mean of 8.6). The biggest gains since 2013 are in favourability (score 8-10 out of 10) of Greece as a safe place to visit (30%, from 19% in 2013) and as a NATO ally to Canada (33%, from 23% in 2013).

3

WHAT IS NEEDED TO TRAVEL AGAIN

There is a significant decline in Canadians who say they want a decrease in COVID cases/the end of the pandemic to feel comfortable travelling (three per cent, compared to 21% in 2022). Canadians increasingly say more money and a better financial situation compared to 2022 (24%, six per cent in 2022) and national security, no terrorism or gun violence (24%, five per cent in 2022). The proportion who say nothing and they are already comfortable is on the rise (17%; 11% in 2022 and seven per cent in 2021).

4

REASONS AGAINST TRAVELLING TO GREECE

Greece being too hot and wildfires (21%; six per cent in 2022)* has risen to the top in terms of reasons against going to Greece, while high costs and being unable to afford to go (20%) and instability and safety concerns (18%) remain high. Concerns related to the pandemic have continued to decline (one per cent; seven per cent in 2022 and 20% in 2021).

*of note, this wave was conducted in July/August 2023 during and following a wave of wildfires within Canada.



Overview

CANADA: Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,081 Canadians, 18 years of age or older, between July 30th to August 3rd, 2023, as part of an omnibus survey. The margin of error for a random survey of 1,081 Canadians is ± 3.0 percentage points, 19 times out of 20.

US: Nanos conducted an online non-probability survey of 1,269 Americans, representative of the US population, 18 years of age or older, between August 5th to 10th, 2023. The results were statistically checked and weighted using the latest Census results to be representative of the American population.

The research was commissioned by the Hellenic Republic and was conducted by Nanos Research.

- › **Derived Importance Maps**
- › **Return to International Travel**
- › **Favourability and Visiting Greece**
- › **Drivers of Favourability**

Hellenic Republic Composite Index

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The Hellenic Republic Composite Index returns to a similar score to 2021 with 68.3 out of 100, a decline from the previous all-time high of 70.2 in 2022. Impressions of having a vacation in Greece and seeing Greece as a safe place to visit remain the most likely drivers of a favourable impression of Greece.

”

Composite Index



On a scale of 1 to 10 where 1 is not at all favourable and 10 is very favourable, how would you rate your impression of Greece in the following areas: [ROTATE]

The Hellenic Republic Composite Index below consists of mean scores across 10 measures, including overall favourability of Greece and favourability of various aspects of Greece. The index score has increased 5 points since the 2013 benchmark year, with the biggest gains being in overall favourability, Greece as a safe place to visit and investing in a Greek company. Although overall favourability scores remain higher in the US, there has been a larger increase among Canadians since 2013 than Americans. This is also true for impressions of Greece as a safe place to visit and Greece as a NATO ally. Both Canada and the US have seen a slow and steady increase in overall mean scores related to investing in a Greek company, although impressions have been consistently more favourable in US vs Canada.

Favourability Measure	2023	2022	2021	2020	2019	2018	2015	2013	Change since 2013
Overall impression of Greece	6.4	6.9	6.5	5.9	5.8	6.2	4.4	4.5	+1.9
Greece as a place of interesting history	9.0	9.0	9.0	9.0	9.1	9.1	9.1	9.2	-0.2
Greece as a place of natural beauty	8.6	8.7	8.6	8.7	8.7	8.5	8.6	8.6	-
Greek food products	7.7	8.0	7.8	7.8	7.8	7.9	7.4	7.5	+0.2
The Greeks as a welcoming people	7.6	7.7	7.5	7.7	7.4	7.6	7.2	7.1	+0.5
Having a vacation in Greece	7.1	7.3	7.1	6.7	7.1	7.1	6.0	6.9	+0.2
Greece as a NATO ally to Canada	6.7	7.0	6.6	6.8	6.2	6.4	5.6	6.0	+0.7
Greece as a safe place to visit	6.6	6.8	6.4	6.3	6.4	6.3	5.6	5.4	+1.2
Greek wine	5.4	5.8	5.5	5.6	5.7	5.8	5.4	5.5	-0.1
Investing in a Greek company	3.2	3.0	3.1	2.8	2.9	2.6	2.3	2.4	+0.8
Total Score (out of 100)	68.3	70.2	68.1	67.3	67.1	67.5	61.6	63.1	+5.2

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 3rd, 2023, n=1081 accurate 3.0 percentage points plus or minus, 19 times out of 20.

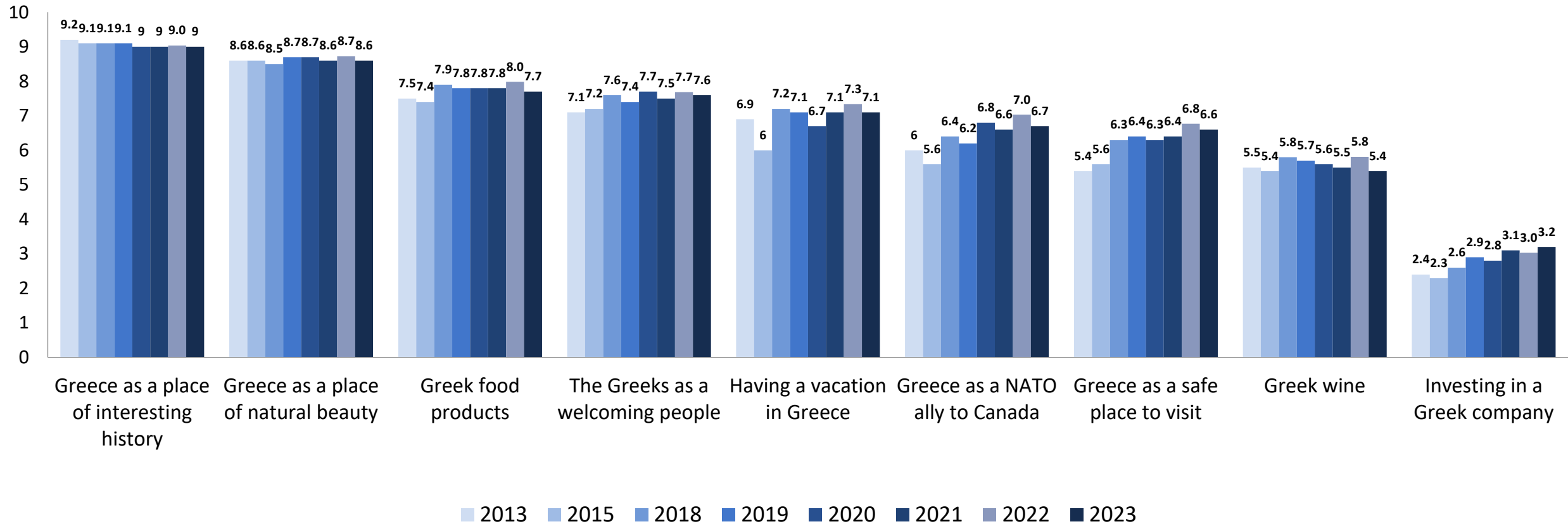


NANOS

Drivers of favourability

Q

On a scale of 1 to 10 where 1 is not at all favourable and 10 is very favourable, how would you rate your impression of Greece in the following areas: [ROTATE]



*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

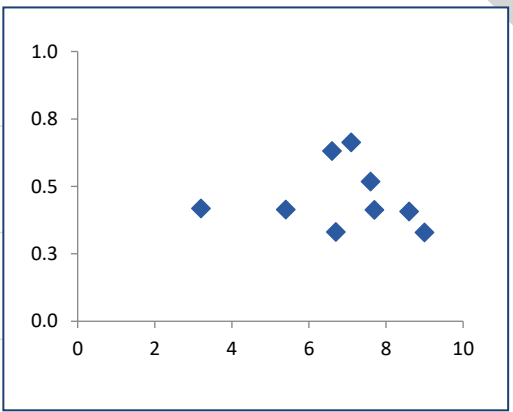
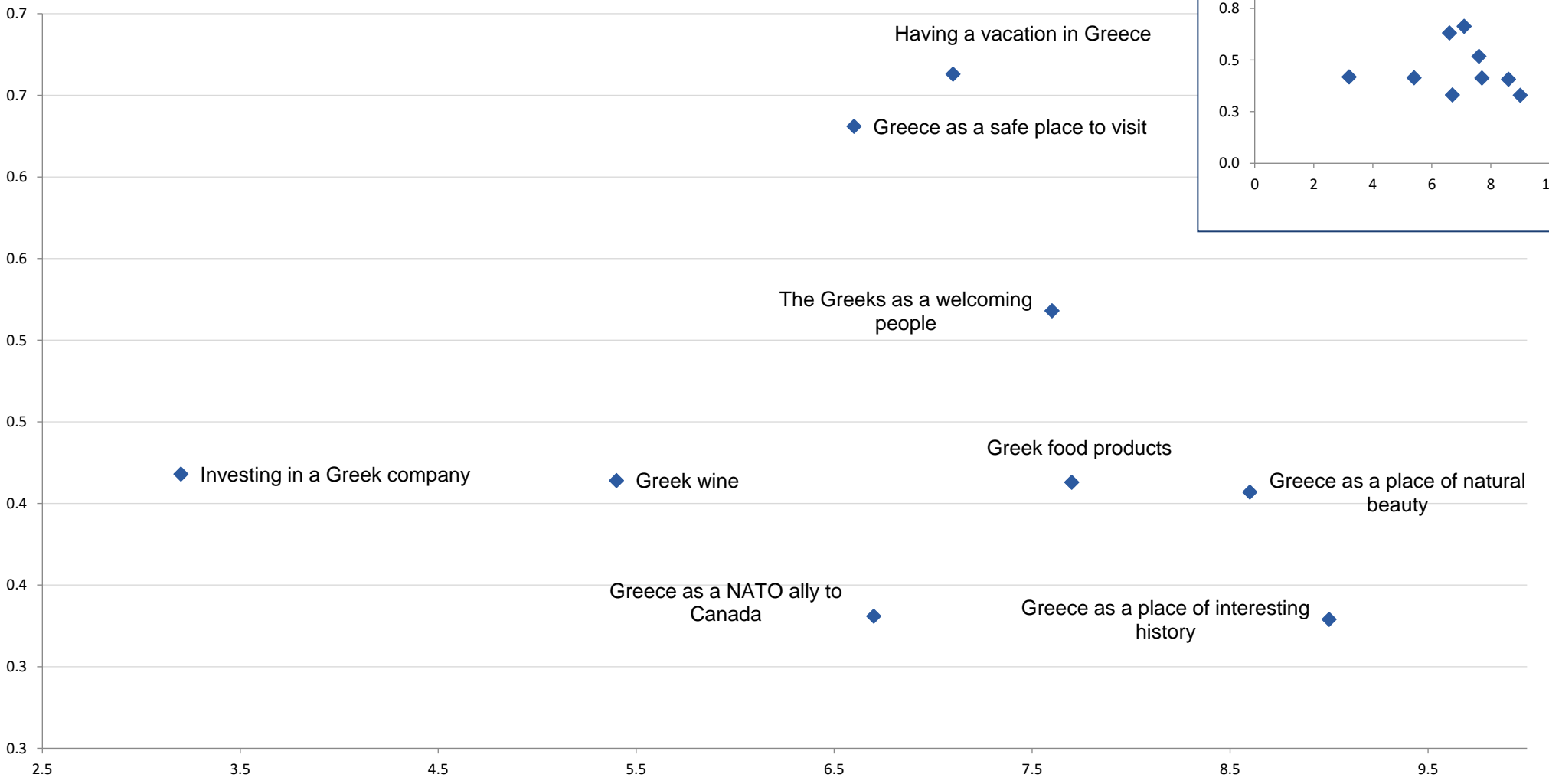
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 3rd, 2023, n=1081 accurate 3.0 percentage points plus or minus, 19 times out of 20.



Hellenic Republic derived importance map

The Pearson Correlation score indicates the relationship between favourable impressions of Greece and stated favourability of Greek variables. A value of +1 is total positive linear correlation, 0 is no linear correlation, and -1 is total negative linear correlation.

While having a vacation in Greece and Greece as a safe place to visit remain the most likely drivers of a favourable impression of Greece, derived importance of Greece as a safe place to visit has gone up (Pearson correlation score of 0.63 compared to 0.57 in 2022).



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 3rd, 2023, n=1081 accurate 3.0 percentage points plus or minus, 19 times out of 20.

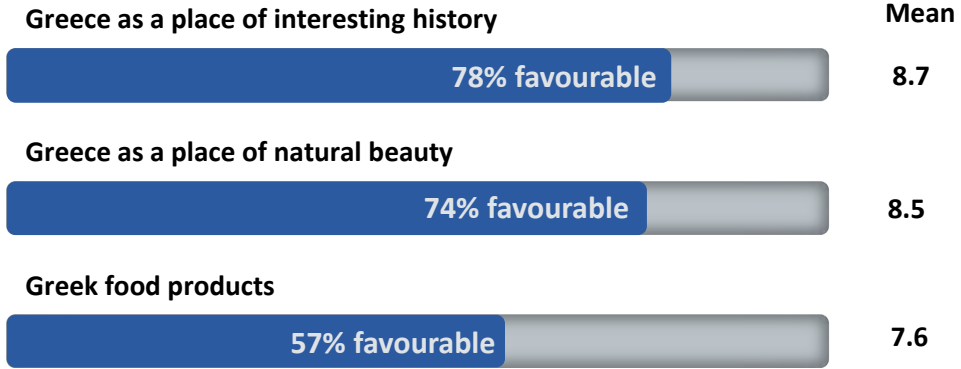


Top Drivers of Favourability

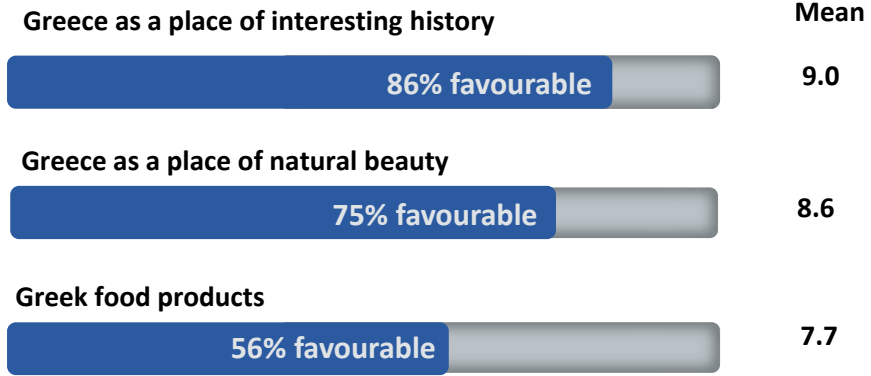


The top drivers of favourability for **both Americans and Canadians** remain Greece as a place of interesting history, Greece as a place of natural beauty and Greek food products.

• **United States of America**



• **Canada**



US Source: Nanos Research, online non-probability representative survey, August 5th to 10th, 2023, n=1,269 Americans

Canada Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 3rd, 2023, n=1,081

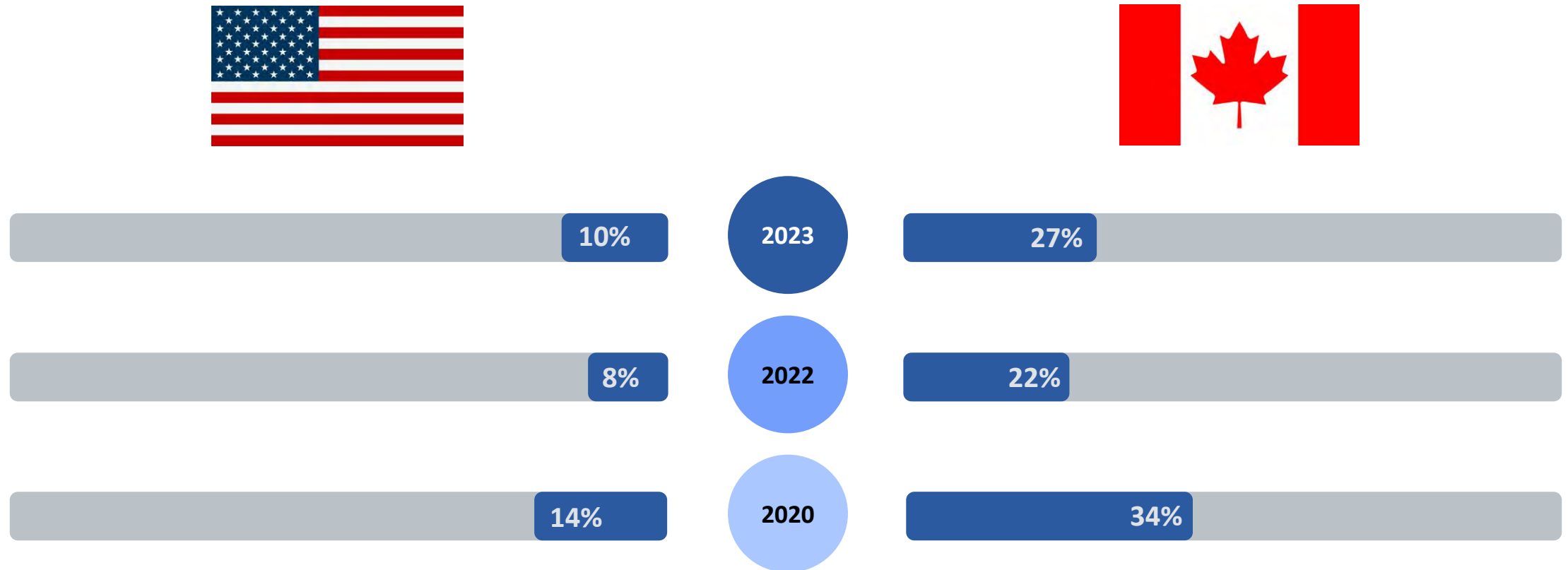
accurate 3.1 percentage points plus or minus, 19 times out of 20.



Frequency of vacations in another country declining

Q - Do you consider yourself someone who takes a vacation in another country regularly, occasionally, or never?

Appetite for international travel is slowly increasing but remains lower than the high in 2020 for both Canadians and Americans, with about one in four Canadians (27%) who say they regularly take vacations in another country (22% in 2022; 34% in 2020). Ten per cent of Americans say they regularly take a vacation in another country compared to 8% in 2022 and 14% in 2020.



US Source: Nanos Research, online non-probability representative survey, August 5th to 10th, 2023, n=1,269 Americans

Canada Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 3rd, 2023, n=1,081 accurate 3.1 percentage points plus or minus, 19 times out of 20.



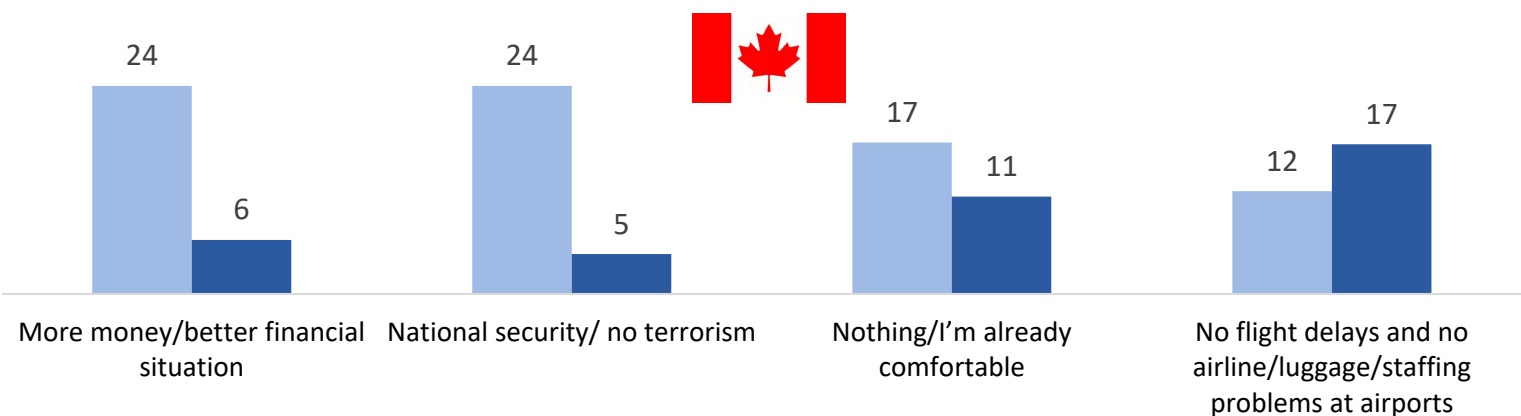
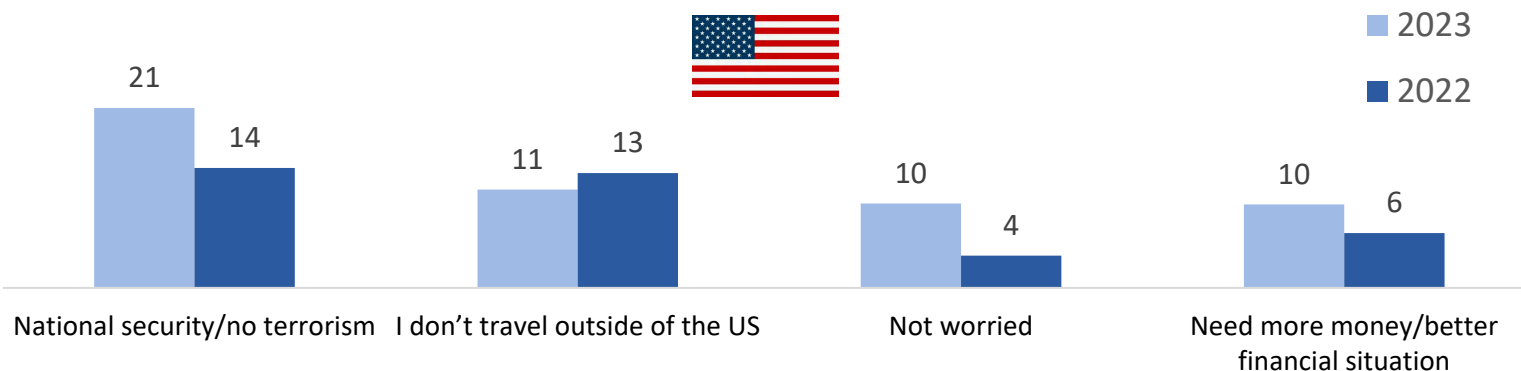


An increase in national security measures

Both Americans and Canadians say national security, no terrorism or gun violence is the factor that would make them comfortable to travel outside their country.

Factors influencing return to international travel

National security, no terrorism or gun violence is the top factor mentioned by both Americans and Canadians when it comes to being comfortable to travel outside of their country again.



US Source: Nanos Research, online non-probability representative survey, August 5th to 10th, 2023, n=1,269 Americans.

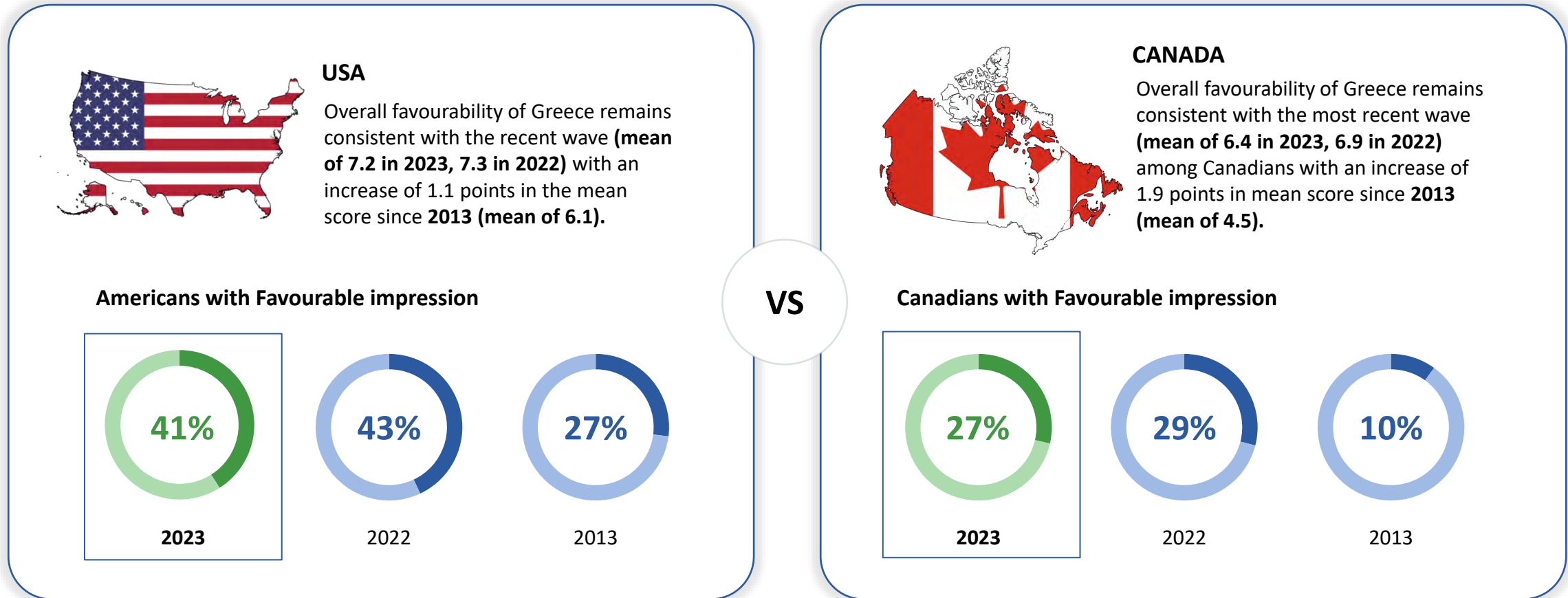
Canada Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 3rd, 2023, n=1,081 accurate 3.1 percentage points plus or minus, 19 times out of 20.



Q - Thinking of your next trip to another country, what needs to happen for you to be comfortable to travel outside of the United States/Canada? [Open-ended]

Overall Favourability

The overall favourability score for Greece overall slightly decreased by two percentage points for **both Americans and Canadians since 2022**, with around four in ten Americans saying they have a [favourable impression](#) (41%) and just under three in ten Canadians saying they have a [favourable impression](#) of Greece (27%), both continue to be **significantly higher than** when tracking began in **2013** (US: 27%, Canada: 10%)



US Source: Nanos Research, online non-probability representative survey, August 5th to 10th, 2023, n=1,269 Americans

Canada Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 3rd, 2023, n=1,081 accurate 3.1 percentage points plus or minus, 19 times out of 20.



Consider visiting Greece – At a Glance

About two in three Americans (65%) and three in five Canadians (59%) say they would consider visiting Greece, consistent with findings from the previous wave. While the proportion of Canadians who would consider visiting Greece has declined since tracking began in 2013, the proportion of Americans who would consider it has steadily increased.

Americans are over three times more likely to consider (65%) travelling to Greece than not consider it (19%).



66%
Would consider
2022

62%
Would consider
2020

58%
Would consider
2013



62%
Would consider
2022

44%
Would consider
2020

66%
Would consider
2013

Around six in ten Canadians say they would consider visiting Greece (59%), similar to the last wave (62% in 2022), which remains higher 2020 results (44%).

US Source: Nanos Research, online non-probability representative survey, August 5th to 10th, 2023, n=1,269 Americans

Canada Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 3rd, 2023, n=1,081 accurate 3.1 percentage points plus or minus, 19 times out of 20.





Reasons for considering visiting Greece

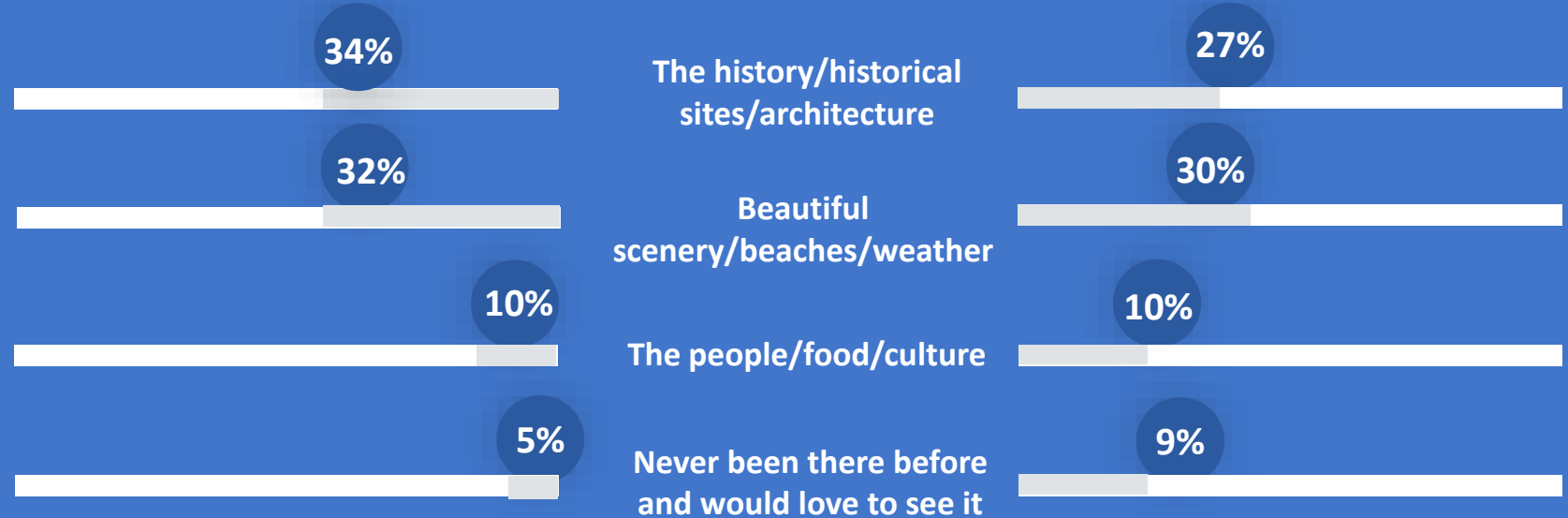
Q - What are the main reasons you WOULD consider taking a vacation in Greece? [Open-ended]



CANADA



USA



US Source: Nanos Research, online non-probability representative survey, August 5th to 10th, 2023, n=1,269 Americans

Canada Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 3rd, 2023, n=1,081 accurate 3.1 percentage points plus or minus, 19 times out of 20.





Reasons for NOT considering visiting Greece

Q - What are the main reasons you WOULD NOT consider taking a vacation in Greece? [Open-ended]



CANADA



USA



US Source: Nanos Research, online non-probability representative survey, August 5th to 10th, 2023, n=1,269 Americans

*wildfires was not mentioned prior to 2022

Canada Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 3rd, 2023, n=1,081 accurate 3.1 percentage points plus or minus, 19 times out of 20.



Travel behaviours of Canadians

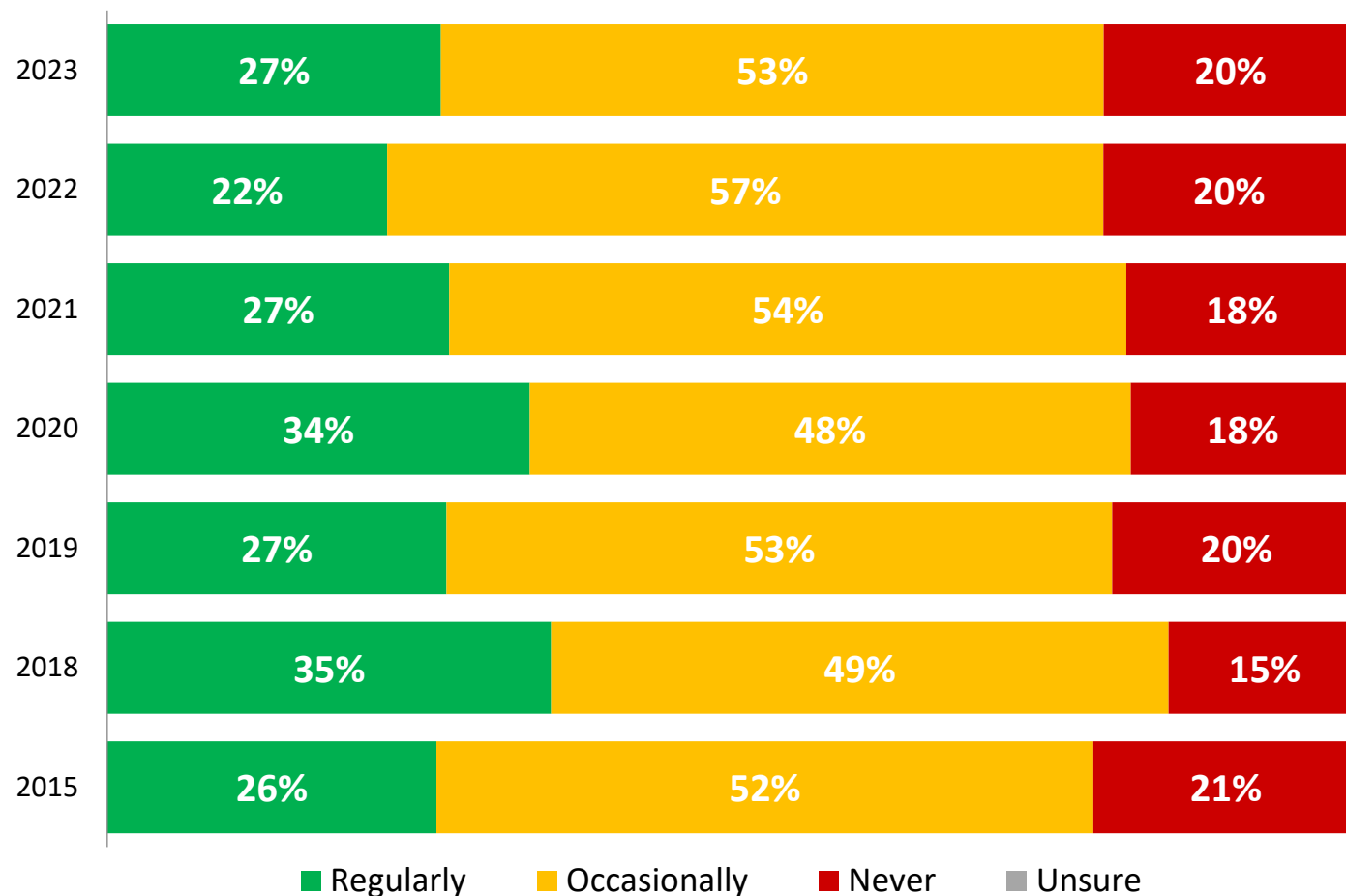
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There is an increase in Canadians who say they regularly vacation outside of Canada, returning to 2021 levels (27%) and the impact of factors related to COVID-19 on their comfort level travelling outside of Canada has significantly declined compared to 2021 and 2022, while the impact of money and their personal financial situation sees a big increase (24% vs 6% in 2022).

”

A little over one in four Canadians consider themselves to be someone who regularly takes a vacation in another country, consistent with 2022 and 2021. This remains lower than the high of 35 per cent in 2018.

Frequency of vacations in another country – Tracking



*Weighted to the true population proportion.

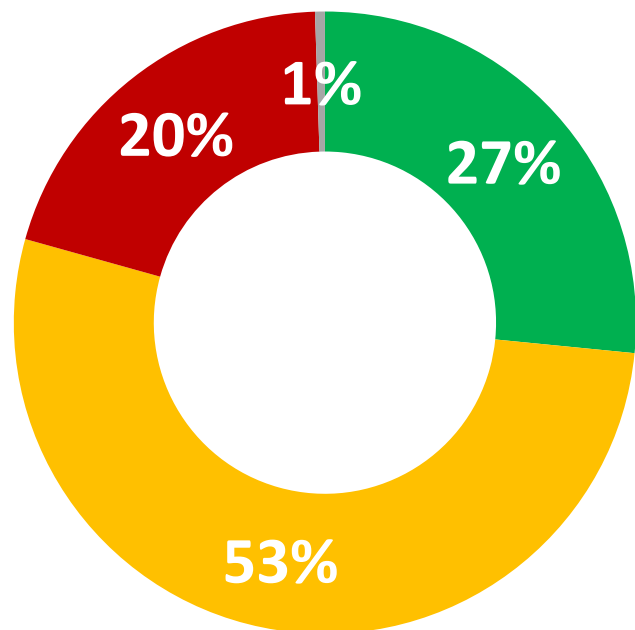
*Charts may not add up to 100 due to rounding.

Q – Do you consider yourself someone who takes a vacation in another country regularly, occasionally or never?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 3rd, 2023, n=1081 accurate 3.0 percentage points plus or minus, 19 times out of 20.



Frequency of vacations in another country



■ Regularly ■ Occasionally ■ Never ■ Unsure

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

	Atlantic (n=116)	Quebec (n=223)	Ontario (n=365)	Prairies (n=223)	BC (n=154)
Regularly	18.7%	19.7%	31.1%	26.3%	29.4%
	Men (n=544)	Women (n=534)	18 to 34 (n=192)	35 to 54 (n=372)	55 plus (n=517)
	26.1%	27.0%	26.0%	25.2%	28.0%
Never	Atlantic (n=116)	Quebec (n=223)	Ontario (n=365)	Prairies (n=223)	BC (n=154)
	21.7%	25.1%	18.3%	17.6%	19.6%
	Men (n=544)	Women (n=534)	18 to 34 (n=192)	35 to 54 (n=372)	55 plus (n=517)
	17.5%	22.8%	19.7%	21.2%	19.6%

Q – Do you consider yourself someone who takes a vacation in another country regularly, occasionally or never?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 3rd, 2023, n=1081 accurate 3.0 percentage points plus or minus, 19 times out of 20.



Factors in comfort travelling outside of Canada

Q Thinking of your next trip to another country, what needs to happen for you to be comfortable to travel outside of Canada? [Open-ended]

“ Canadians increasingly say more money and a better financial situation and national security, no terrorism or gun violence, while there is a significant decline in Canadians who say they want a decrease in COVID cases/the end of the pandemic to feel comfortable travelling. ”

*2021 did not include “no war/no gun violence”

**2021 did not include “testing upon return/get rid of ArrivCan app”

TOP RESPONSES

	2023 Frequency (n=991)	2022 Frequency (n=1038)	2021 Frequency (n=920)	Change (2021 to 2023)
More money/better financial situation	23.5%	6.1%	3.6%	+19.9
National security/no terrorism/no war/no gun violence*	23.5%	4.5%	1.5%	+19.0
Nothing/I'm already comfortable	17.1%	11.1%	6.5%	+10.6
No flight delays and no airline/luggage/staffing problems at airports	11.6%	16.9%	-	+11.6
I don't travel/I don't travel outside of Canada	4.7%	3.7%	6.2%	+0.7
COVID-19 rates decrease/no more COVID cases/pandemic is over	3.1%	20.8%	29.5%	-26.4
Travel medical insurance	2.5%	0.6%	0.6%	+1.9
Safer air travel	1.6%	0.5%	0.9%	+0.7
Change in government/Prime Minister	1.6%	0.8%	-	+1.6
Border/flying restrictions lifted/no quarantine or testing upon return/get rid of ArriveCAN app**	1.4%	18.9%	15.9%	-14.5
Less effects on climate change from travelling	1.2%	0.7%	-	+1.2
Safety precautions (i.e. Masks, social distancing, sanitization)	0.8%	5.5%	3.8%	-3.0
COVID-19 vaccine	0.5%	3.1%	19.7%	-19.2
Other	2.7%	5.0%	6.0%	-3.3
Unsure	0.5%	0.8%	0.8%	-0.3

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 3rd, 2023, n=991 accurate 3.1 percentage points plus or minus, 19 times out of 20.



A map of Greece is shown in the background, with a red pin marking the location of Athens. The word "GREECE" is written in large, spaced-out letters across the top of the map. The map shows various islands and mainland regions, with Athens highlighted in the southeast.

Favourability of Greece

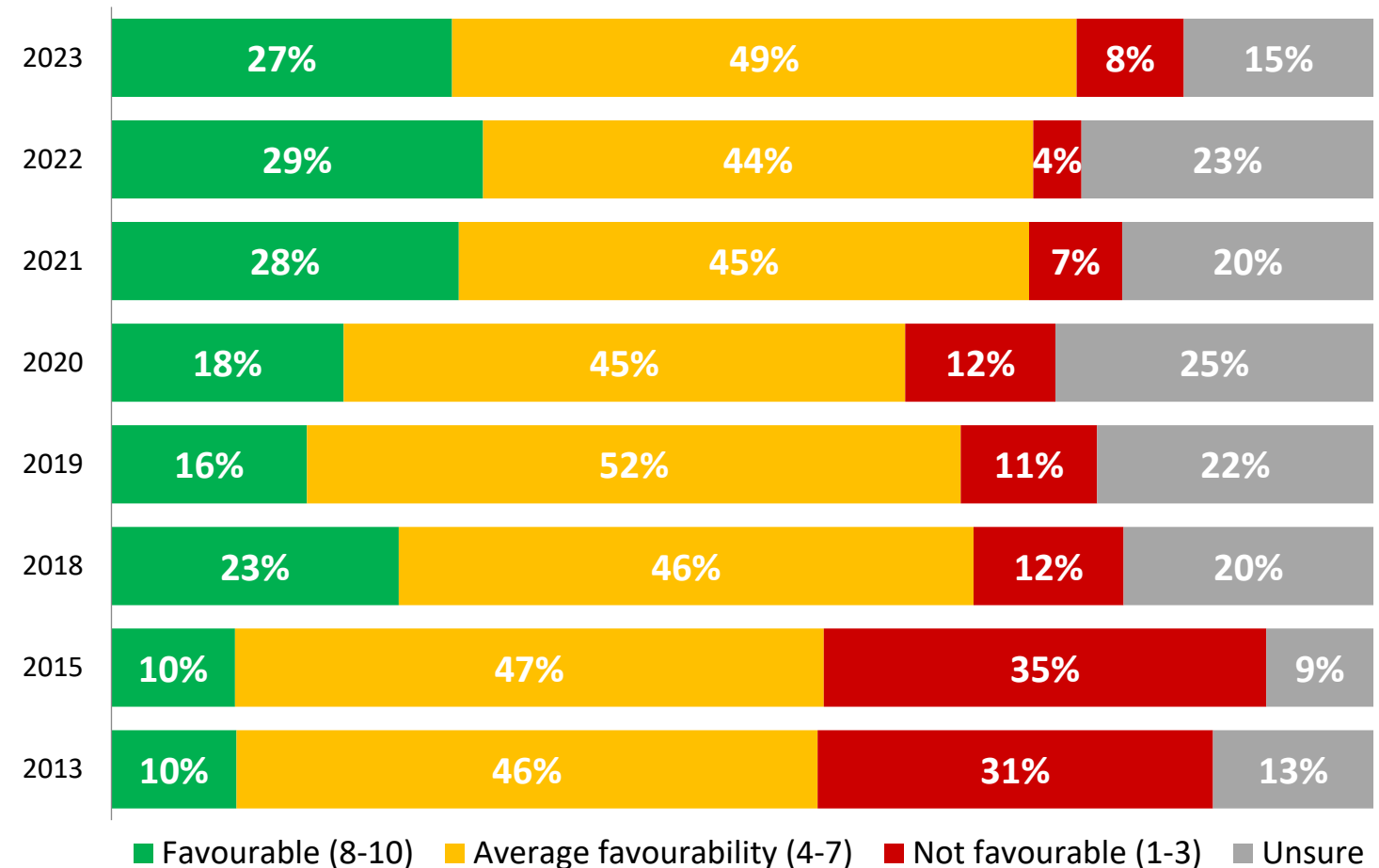
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Overall favourability of Greece (27% favourable) remains consistent with recent waves, as does the proportion of Canadians who would consider visiting Greece (59%). Greece's history and beautiful weather remain top reasons Canadians would consider vacationing there, while mentions of being too hot and wildfires significantly increased as a reason against vacationing in Greece.

”

Greece – Overall favourability – Tracking

Overall favourability of Greece remains consistent with previous waves in 2022 and 2021, and a 17-percentage point increase from the benchmark in 2013.



*Weighted to the true population proportion.

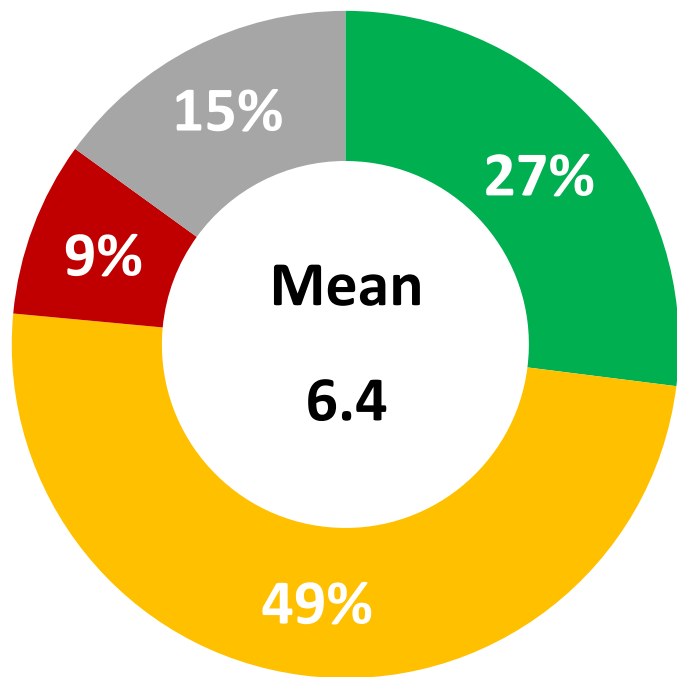
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 3rd, 2023, n=1081 accurate 3.0 percentage points plus or minus, 19 times out of 20.

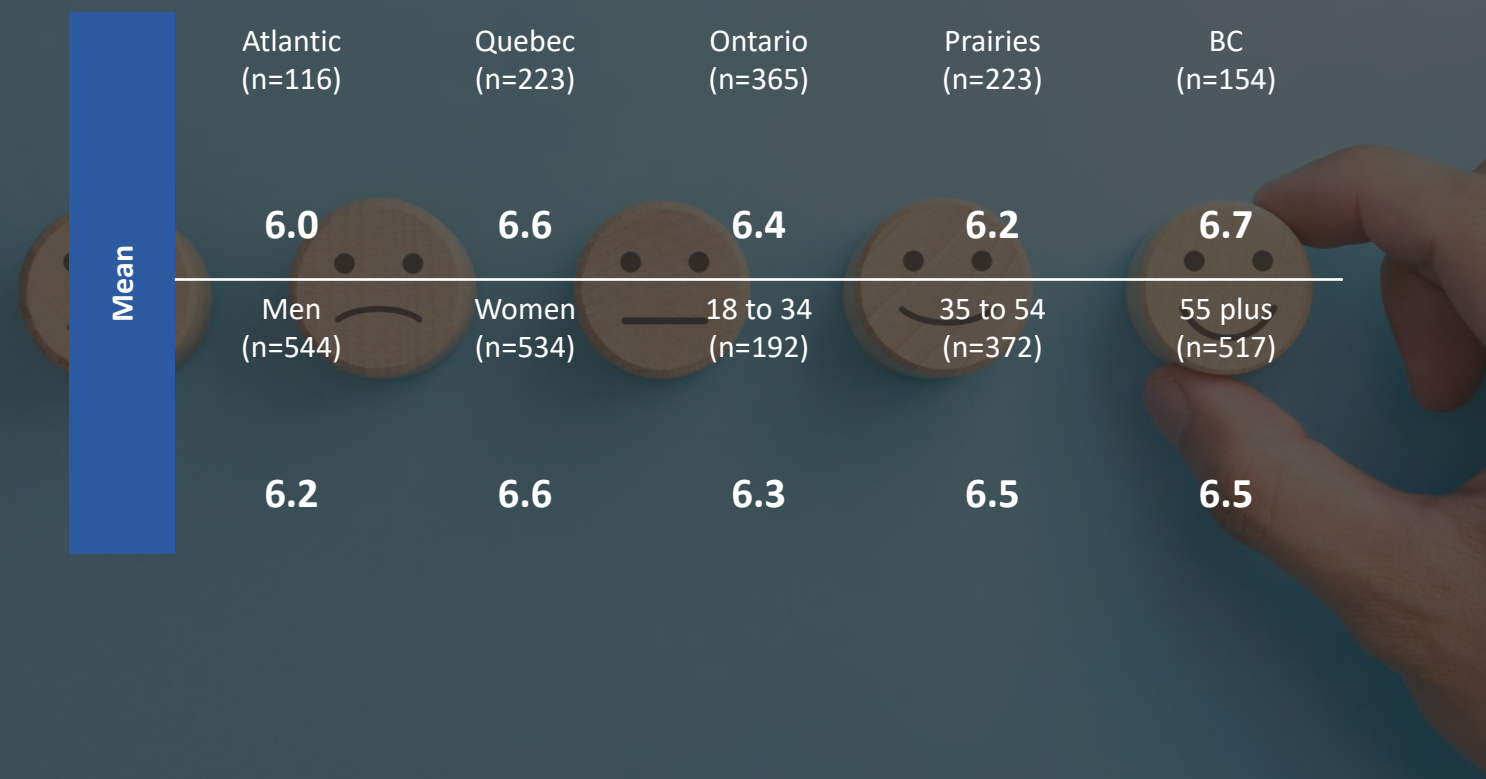


Q – On a scale of 1 to 10, where 1 is not at all favourable and 10 is very favourable, how would you rate your overall impression of Greece?

Greece – Overall favourability



- Favourable (8-10)
- Average Favourability (4-7)
- Not favourable (1-3)
- Unsure



*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

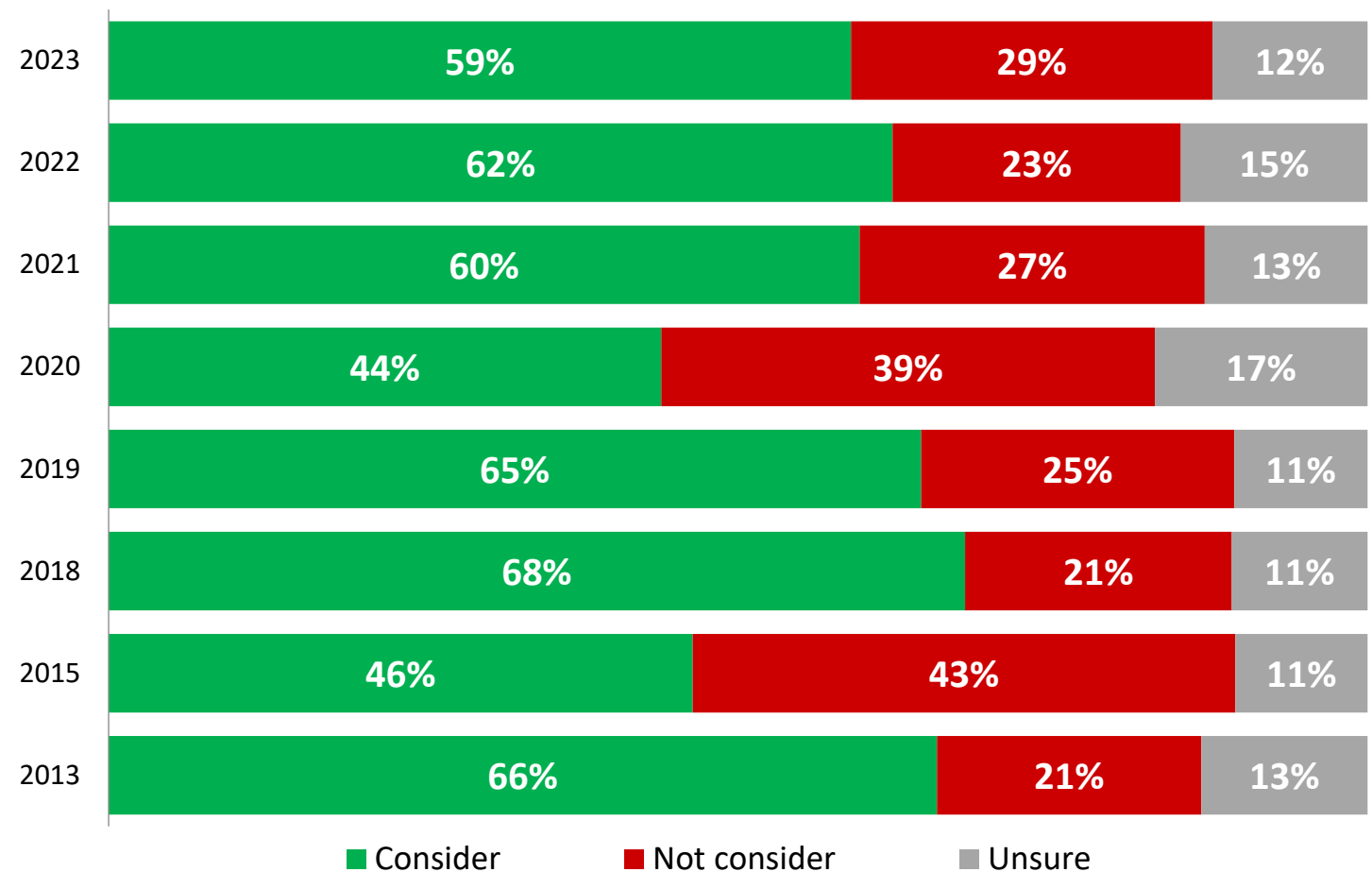
Q – On a scale of 1 to 10, where 1 is not at all favourable and 10 is very favourable, how would you rate your overall impression of Greece?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 3rd, 2023, n=1081 accurate 3.0 percentage points plus or minus, 19 times out of 20.



Consider visiting Greece – Tracking

Close to three in five Canadians say they would consider visiting Greece, consistent with 2022 and 2021, although this remains lower than the benchmark from 2013.



*Weighted to the true population proportion.

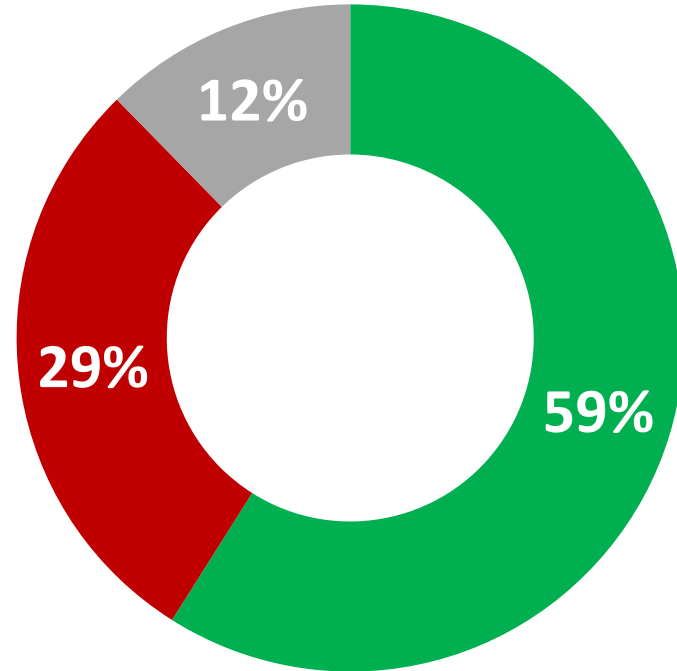
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 3rd, 2023, n=1081 accurate 3.0 percentage points plus or minus, 19 times out of 20.



Consider visiting Greece

Q | Would you consider or not consider visiting Greece?



■ Consider ■ Not consider ■ Unsure

“

Close to six in ten Canadians say they would consider visiting Greece (59%). Younger Canadians (18-34 and 35-54) are more likely to say they would consider visiting (64% each) than those 55 plus (52%).

”

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 3rd, 2023, n=1081 accurate 3.0 percentage points plus or minus, 19 times out of 20.



Visiting Greece by demographics

Q Would you consider or not consider visiting Greece?

Consider

Atlantic (n=116)	Quebec (n=223)	Ontario (n=365)	Prairies (n=223)	BC (n=154)
59.0%	52.5%	56.6%	67.1%	66.0%
Men (n=544)	Women (n=534)	18 to 34 (n=192)	35 to 54 (n=372)	55 plus (n=517)
62.6%	55.7%	64.3%	63.6%	51.8%

Not consider

Atlantic (n=116)	Quebec (n=223)	Ontario (n=365)	Prairies (n=223)	BC (n=154)
26.6%	36.1%	29.9%	22.0%	22.6%
Men (n=544)	Women (n=534)	18 to 34 (n=192)	35 to 54 (n=372)	55 plus (n=517)
27.4%	29.7%	26.6%	23.3%	34.3%

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 3rd, 2023, n=1081 accurate 3.0 percentage points plus or minus, 19 times out of 20.



Reasons for taking a vacation in Greece

Q

What are the main reasons you WOULD consider taking a vacation in Greece? [Open-ended]

“

Canadians continue to say the history and architecture and the beautiful scenery, beaches and weather are the main reasons they would consider vacationing in Greece.

”

TOP RESPONSES

	2023 Frequency (n=981)	2022 Frequency (n=889)	Change
The history/historical sites/architecture	33.9%	31.2%	+2.7
Beautiful scenery/beaches/weather	32.1%	33.6%	-1.5
The people/food/culture	10.1%	10.4%	-0.3
I've been there before and loved it	5.0%	5.2%	-0.2
Never been before and would love to see it	4.6%	4.2%	+0.4
I wouldn't go/have no interest	4.5%	4.5%	-
None	3.1%	2.7%	+0.4
Lower cost right now/good value	2.3%	2.4%	-0.1
To visit friends/family	1.2%	1.3%	-0.1
Other responses	3.0%	3.4%	-0.4
Unsure	0.3%	1.1%	-0.8

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 3rd, 2023, n=981 accurate 3.1 percentage points plus or minus, 19 times out of 20.



Reasons against taking a vacation in Greece

Q

What are the main reasons AGAINST taking a vacation in Greece? [Open-ended]

	2023 Frequency (n=999)	2022 Frequency (n=895)	Change
Too hot/wildfires*	20.5%	5.9%	+14.6
High cost/can't afford to go	20.2%	17.8%	+2.4
Instability/Safety concerns	17.5%	17.3%	+0.2
No reason against going	8.6%	14.8%	-6.2
Not interested/other places I'd rather visit	7.4%	8.6%	-1.2
Too far to travel	5.3%	6.0%	-0.7
I do not travel by plane because of the environment/safety/fear	2.5%	2.0%	+0.5
Health/personal issues	2.4%	1.7%	+0.7
Too many tourists/too crowded	2.4%	1.7%	+0.7
I've already been before	1.7%	2.0%	-0.3
Culture/language barrier	1.7%	1.8%	-0.1
I do not like to travel/ I don't travel	1.4%	2.7%	-1.3
Social issue (LGBT, socialism)	1.4%	1.3%	+0.1
The Refugee/Migrant crisis	1.3%	0.6%	+0.7
COVID-19 pandemic	0.9%	6.7%	-5.8
Other responses	3.3%	7.7%	-4.4
Unsure	1.4%	1.4%	-


TOP RESPONSES

There is a significant increase in Canadians mentioning Greece being too hot and having wildfires compared to 2022 and it is now a top reason Canadians would not want to vacation in Greece, followed by high cost and not being able to afford it. Mentions of the COVID-19 pandemic see a 5.8 percentage point decrease compared to 2022.

*wildfires was not mentioned prior to 2022

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 3rd, 2023, n=999 accurate 3.1 percentage points plus or minus, 19 times out of 20.





Impressions of Greece as a NATO ally to Canada

“

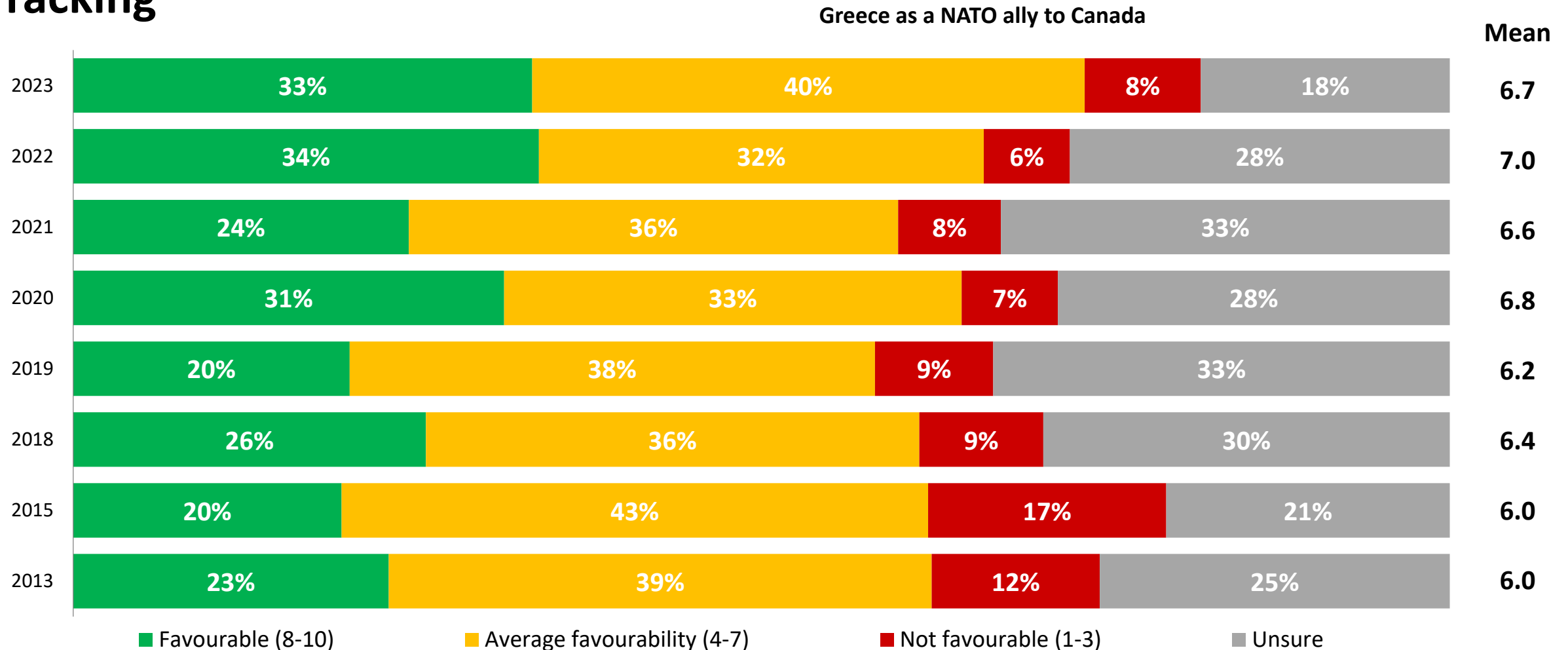
Views on Greece as a NATO ally remain consistent with 2022, with 33% who have a favourable impression of this. This remains 10 points higher compared to 2013, when tracking began.

”

Greece as a NATO ally to Canada – Tracking

Q

On a scale of 1 to 10 where 1 is not at all favourable and 10 is very favourable, how would you rate your impression of Greece in the following areas: [ROTATE]



*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 3rd, 2023, n=1081 accurate 3.0 percentage points plus or minus, 19 times out of 20.

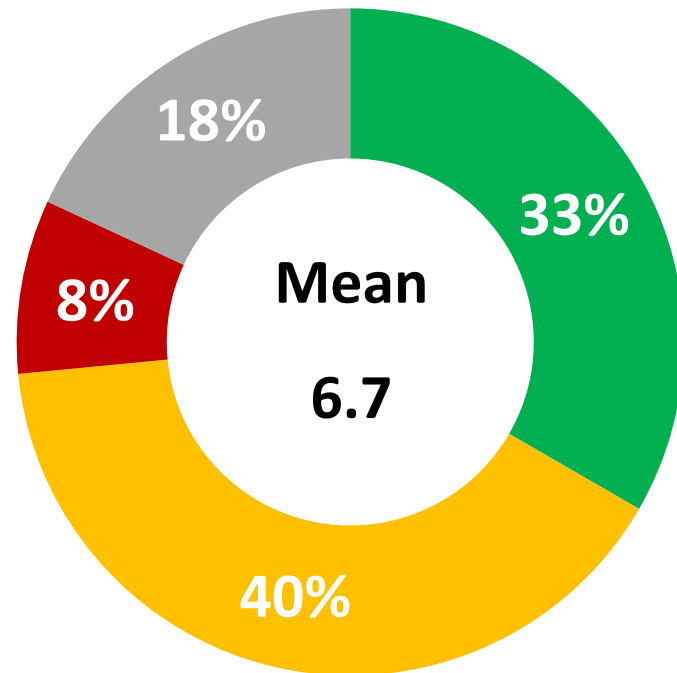


Greece as a NATO ally to Canada

Q

On a scale of 1 to 10 where 1 is not at all favourable and 10 is very favourable, how would you rate your impression of Greece in the following areas: [ROTATE]

Greece as a NATO ally to Canada



- Favourable (8-10)
- Average Favourability (4-7)
- Not favourable (1-3)
- Unsure

	Atlantic (n=116)	Quebec (n=223)	Ontario (n=365)	Prairies (n=223)	BC (n=154)
Mean	6.6	7.0	6.6	6.7	6.7
	Men (n=544)	Women (n=534)	18 to 34 (n=192)	35 to 54 (n=372)	55 plus (n=517)
	6.4	7.1	6.6	6.7	6.8

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 3rd, 2023, n=1081 accurate 3.0 percentage points plus or minus, 19 times out of 20.



A woman with blonde hair, wearing a blue tank top and a necklace, is smiling and sitting at a table in a restaurant. The table is set with several plates of Greek food, including what appears to be a gyro, a salad, and some bread. There are also glasses of water on the table. The background shows other diners and the interior of the restaurant, which has a bright, airy feel.

Impressions of Greek food products

“

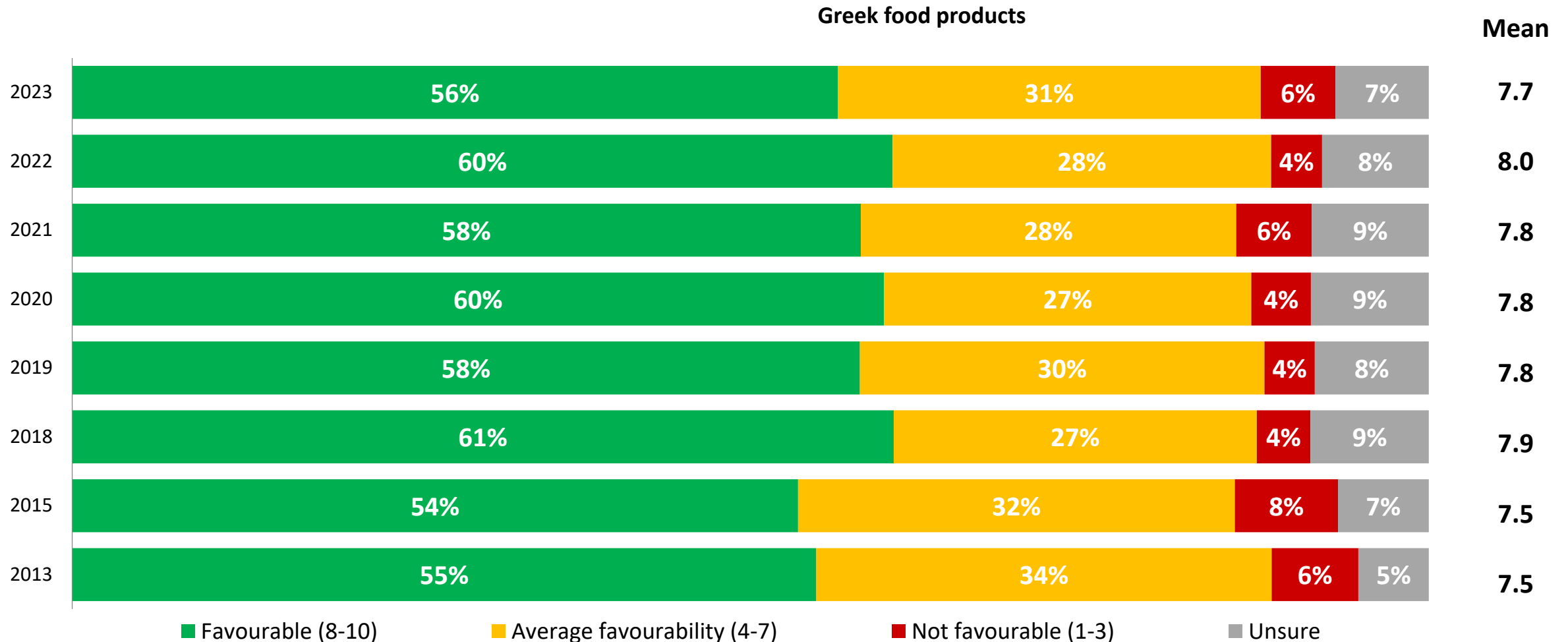
Close to three in five Canadians continue to have a favourable impression of Greek food products, which has remained consistent since tracking began.

”

Greek food products – Tracking

Q

On a scale of 1 to 10 where 1 is not at all favourable and 10 is very favourable, how would you rate your impression of Greece in the following areas: [ROTATE]



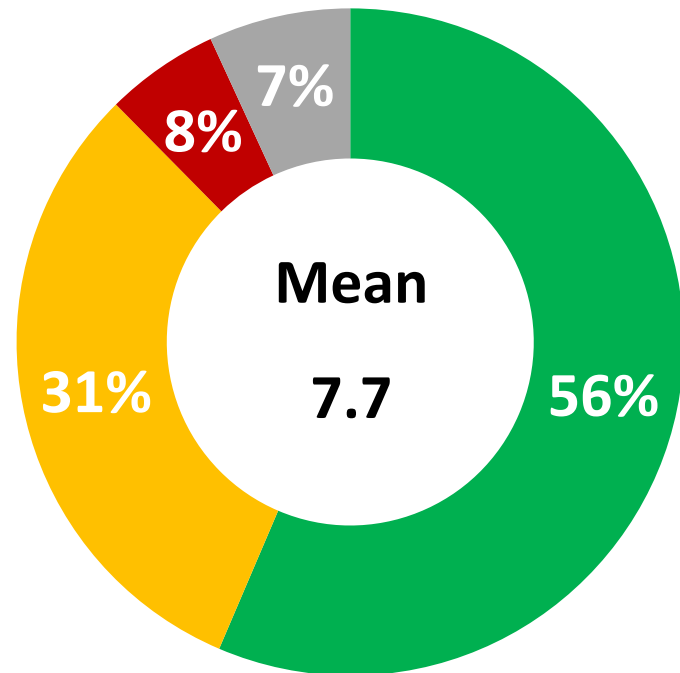
*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 3rd, 2023, n=1081 accurate 3.0 percentage points plus or minus, 19 times out of 20.



Greek food products



- Favourable (8-10)
- Average Favourability (4-7)
- Not favourable (1-3)
- Unsure

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 3rd, 2023, n=1081 accurate 3.0 percentage points plus or minus, 19 times out of 20.

Q

On a scale of 1 to 10 where 1 is not at all favourable and 10 is very favourable, how would you rate your impression of Greece in the following areas: [ROTATE]

Greek food products

	Atlantic (n=116)	Quebec (n=223)	Ontario (n=365)	Prairies (n=223)	BC (n=154)
Mean	7.0	8.0	7.4	7.8	8.2
	Men (n=544)	Women (n=534)	18 to 34 (n=192)	35 to 54 (n=372)	55 plus (n=517)
	7.4	8.0	7.8	7.9	7.5





Impressions of having a vacation in Greece

“

Consistent with previous waves, about one in two Canadians have a favourable impression of taking a vacation in Greece.

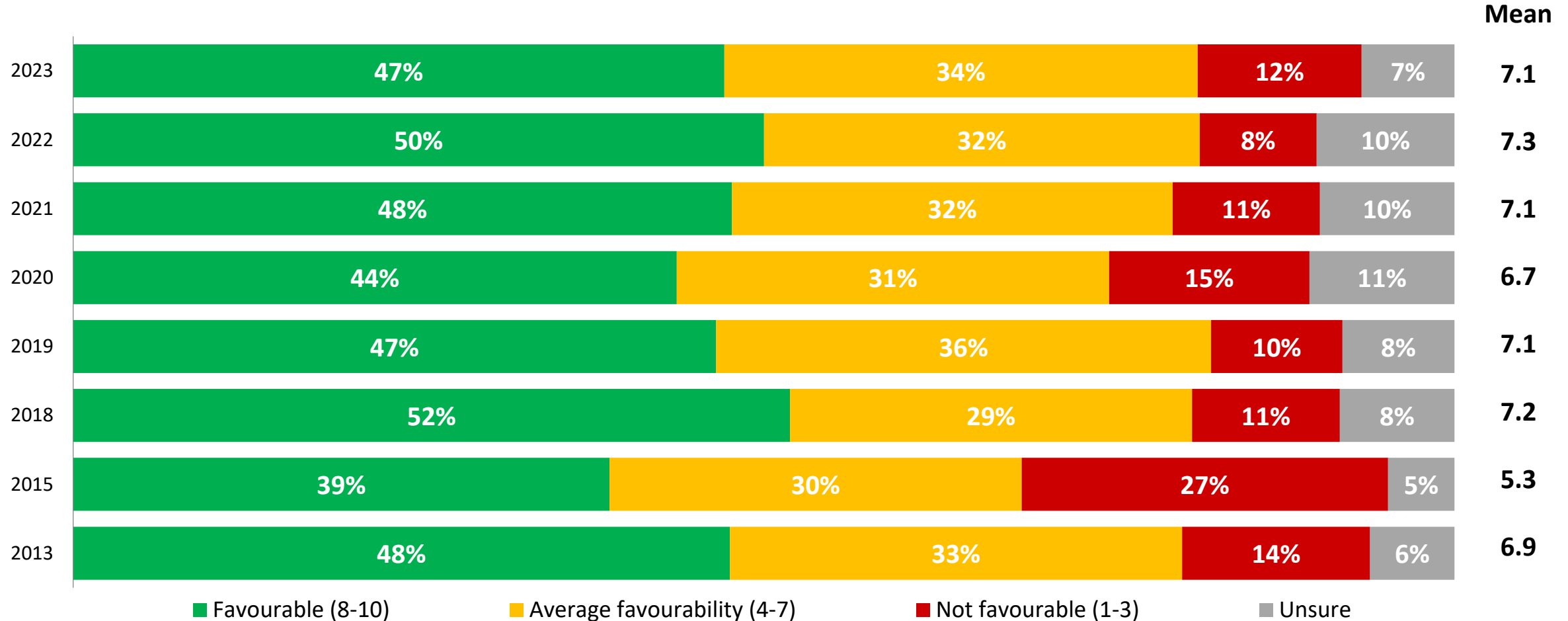
”

Having a vacation in Greece – Tracking

Q

On a scale of 1 to 10 where 1 is not at all favourable and 10 is very favourable, how would you rate your impression of Greece in the following areas: [ROTATE]

Having a vacation in Greece



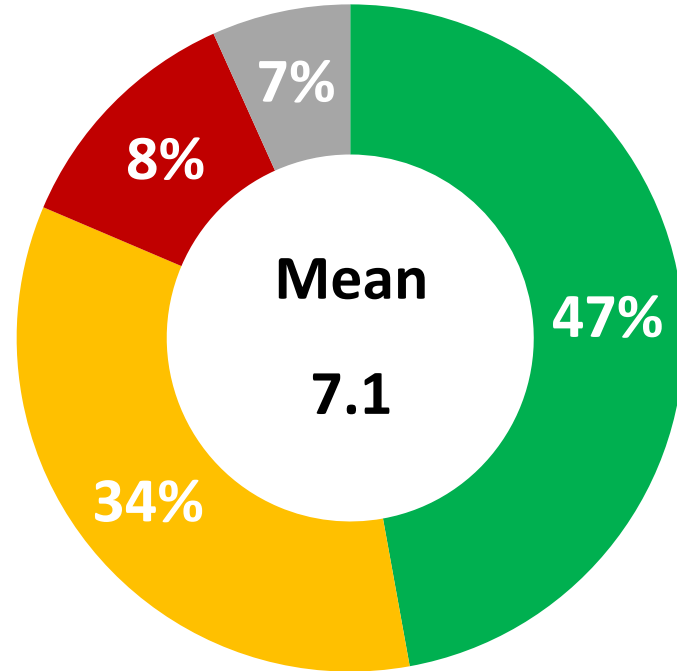
*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 3rd, 2023, n=1081 accurate 3.0 percentage points plus or minus, 19 times out of 20.



Having a vacation in Greece



- Favourable (8-10)
- Average Favourability (4-7)
- Not favourable (1-3)
- Unsure

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 3rd, 2023, n=1081 accurate 3.0 percentage points plus or minus, 19 times out of 20.

Q

On a scale of 1 to 10 where 1 is not at all favourable and 10 is very favourable, how would you rate your impression of Greece in the following areas: [ROTATE]

Having a vacation in Greece

	Atlantic (n=116)	Quebec (n=223)	Ontario (n=365)	Prairies (n=223)	BC (n=154)
Mean	6.8	7.3	6.9	7.0	7.4
	Men (n=544)	Women (n=534)	18 to 34 (n=192)	35 to 54 (n=372)	55 plus (n=517)
	7.0	7.2	7.3	7.2	6.8



Impressions of Greece as a safe place to visit

“

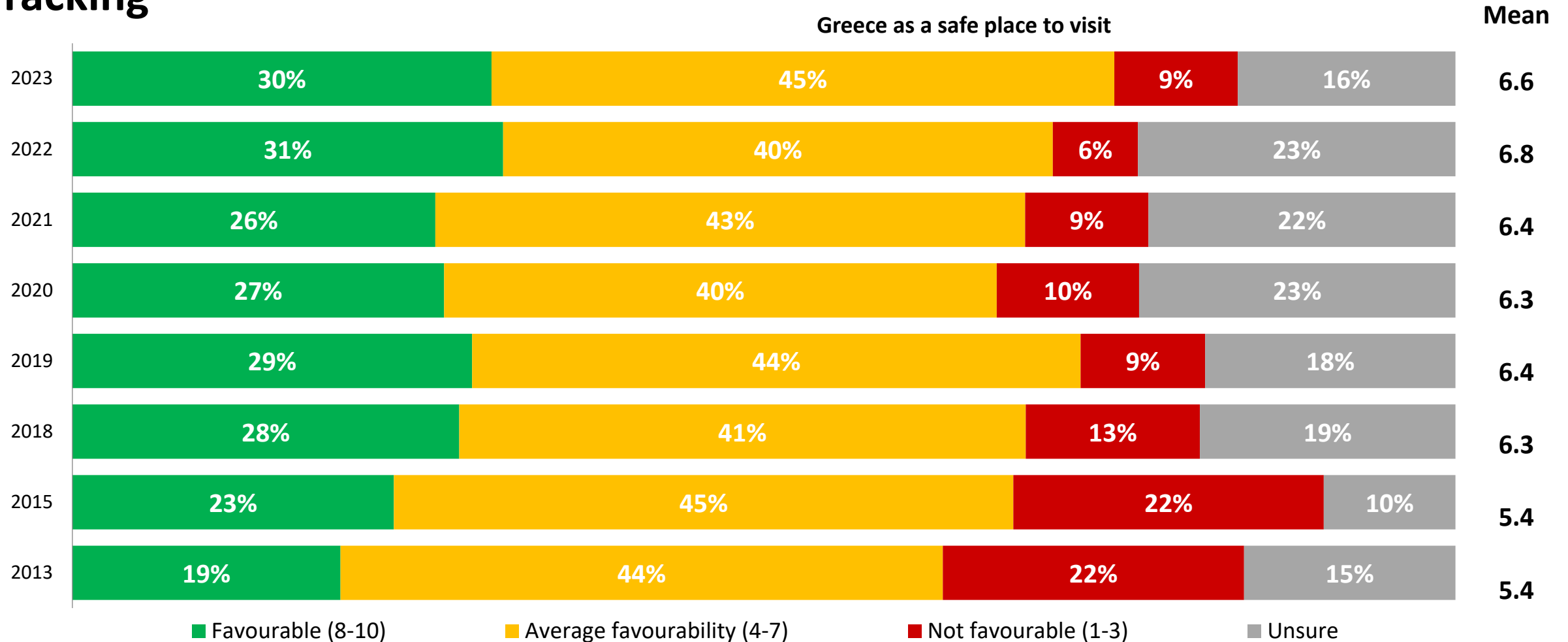
Favourable impressions of Greece as a safe place to visit remains consistent with recent waves with close to one in three who say their impression is favourable. This remains higher than the benchmark wave in 2013 (19%).

”

Greece as a safe place to visit – Tracking

Q

On a scale of 1 to 10 where 1 is not at all favourable and 10 is very favourable, how would you rate your impression of Greece in the following areas: [ROTATE]



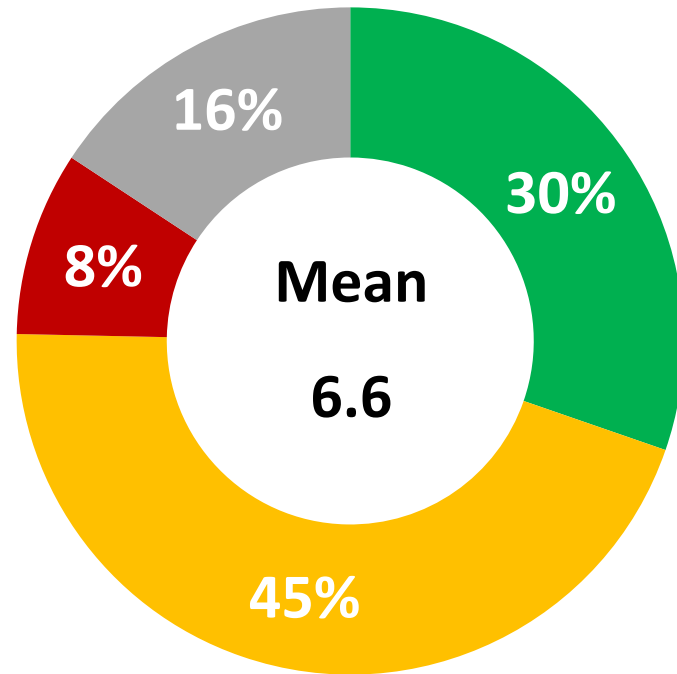
*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 3rd, 2023, n=1081 accurate 3.0 percentage points plus or minus, 19 times out of 20.



Greece as a safe place to visit



- Favourable (8-10)
- Average Favourability (4-7)
- Not favourable (1-3)
- Unsure

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 3rd, 2023, n=1081 accurate 3.0 percentage points plus or minus, 19 times out of 20.

Q

On a scale of 1 to 10 where 1 is not at all favourable and 10 is very favourable, how would you rate your impression of Greece in the following areas: [ROTATE]

Greece as a safe place to visit

	Atlantic (n=116)	Quebec (n=223)	Ontario (n=365)	Prairies (n=223)	BC (n=154)
Mean	6.3	6.8	6.5	6.3	6.8
	Men (n=544)	Women (n=534)	18 to 34 (n=192)	35 to 54 (n=372)	55 plus (n=517)
	6.6	6.6	6.4	6.7	6.6



Impressions of investing in a Greek company

“

Canadians continue to be more likely to have an unfavourable impression of investing in Greek companies (44%) rather than favourable (three per cent), which has been consistent since 2021. Of note, unfavourable impressions remain significantly lower than 2013 (64%) and 2015 (70%).

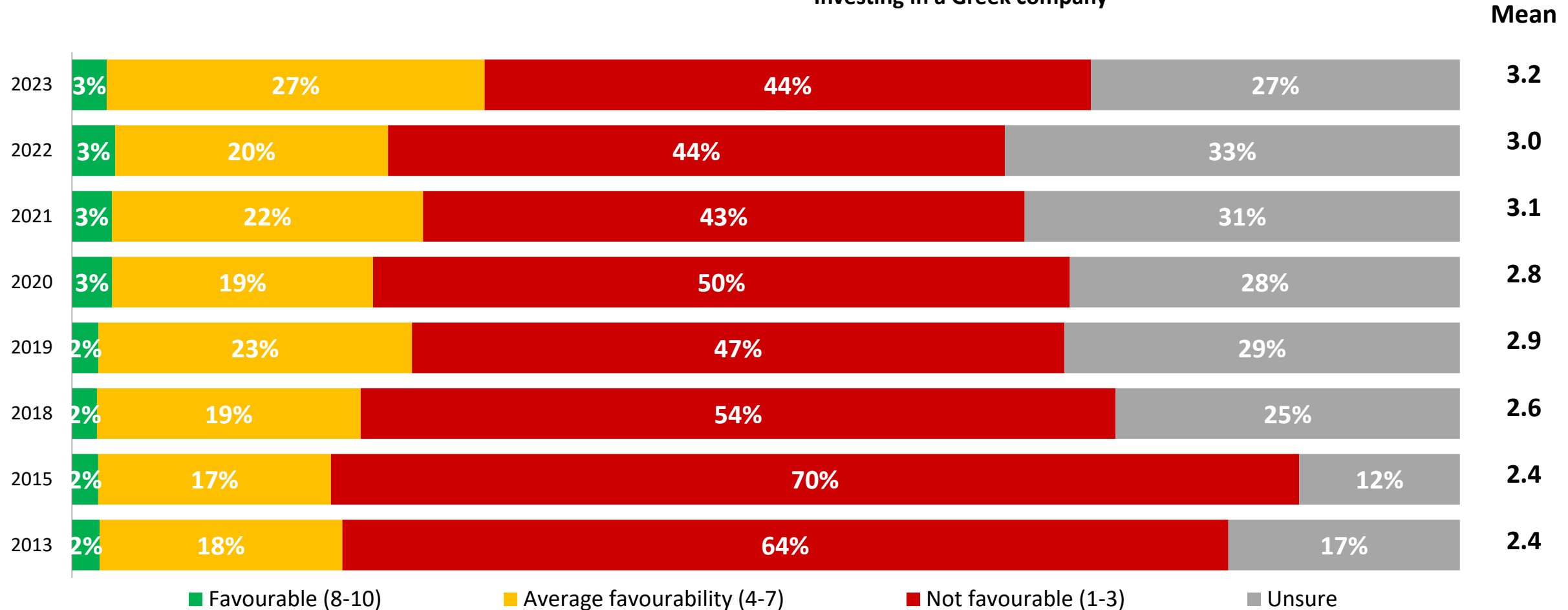
”

Investing in a Greek company – Tracking

Q

On a scale of 1 to 10 where 1 is not at all favourable and 10 is very favourable, how would you rate your impression of Greece in the following areas: [ROTATE]

Investing in a Greek company



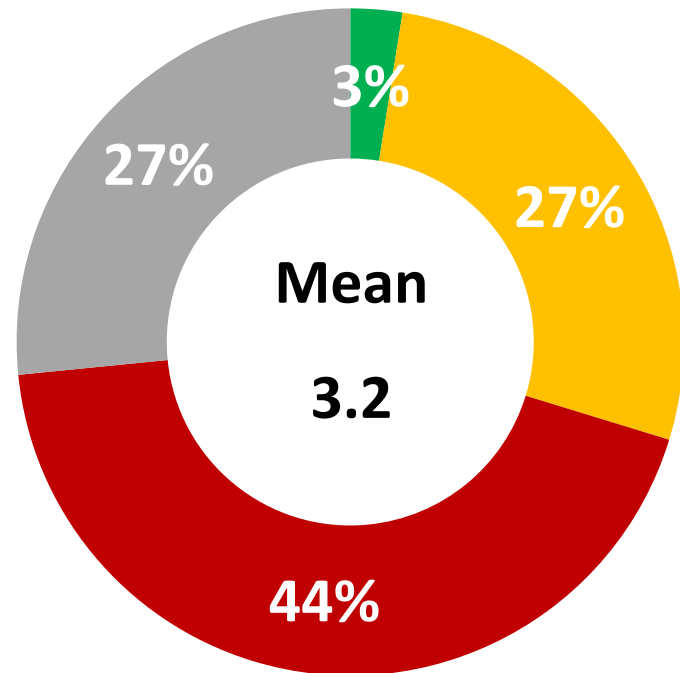
*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 3rd, 2023, n=1081 accurate 3.0 percentage points plus or minus, 19 times out of 20.



Investing in a Greek company



- Favourable (8-10)
- Average Favourability (4-7)
- Not favourable (1-3)
- Unsure

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 3rd, 2023, n=1081 accurate 3.0 percentage points plus or minus, 19 times out of 20.

Q

On a scale of 1 to 10 where 1 is not at all favourable and 10 is very favourable, how would you rate your impression of Greece in the following areas: [ROTATE]

Investing in a Greek company

	Atlantic (n=116)	Quebec (n=223)	Ontario (n=365)	Prairies (n=223)	BC (n=154)
Mean	3.3	3.6	2.9	3.2	3.2
	Men (n=544)	Women (n=534)	18 to 34 (n=192)	35 to 54 (n=372)	55 plus (n=517)
	3.0	3.3	3.2	3.3	3.0





Impressions of Greece as a place of natural beauty

“

A majority of Canadians have a favourable impression of Greece as a place of natural beauty (75%), which is consistent with previous waves.

”

Greece as a place of natural beauty

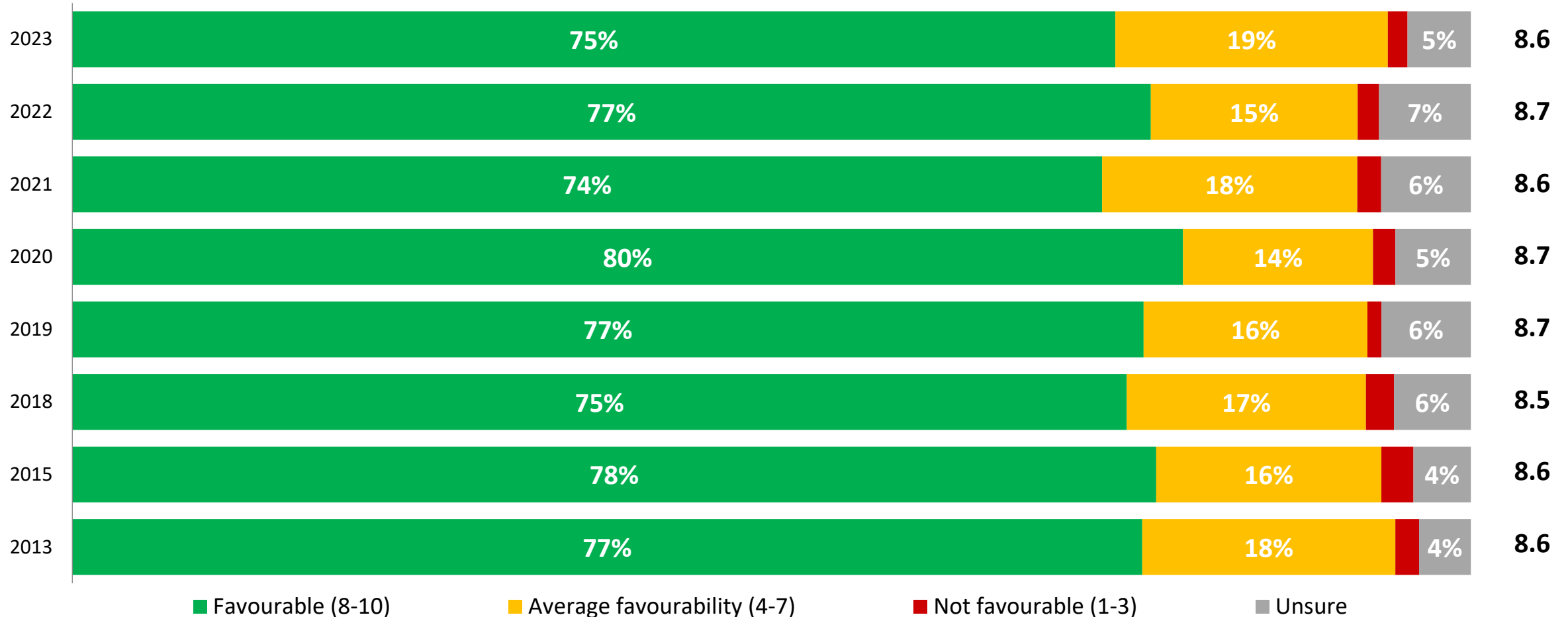
– Tracking

Q

On a scale of 1 to 10 where 1 is not at all favourable and 10 is very favourable, how would you rate your impression of Greece in the following areas: [ROTATE]

Greece as a place of natural beauty

Mean



*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 3rd, 2023, n=1081 accurate 3.0 percentage points plus or minus, 19 times out of 20.

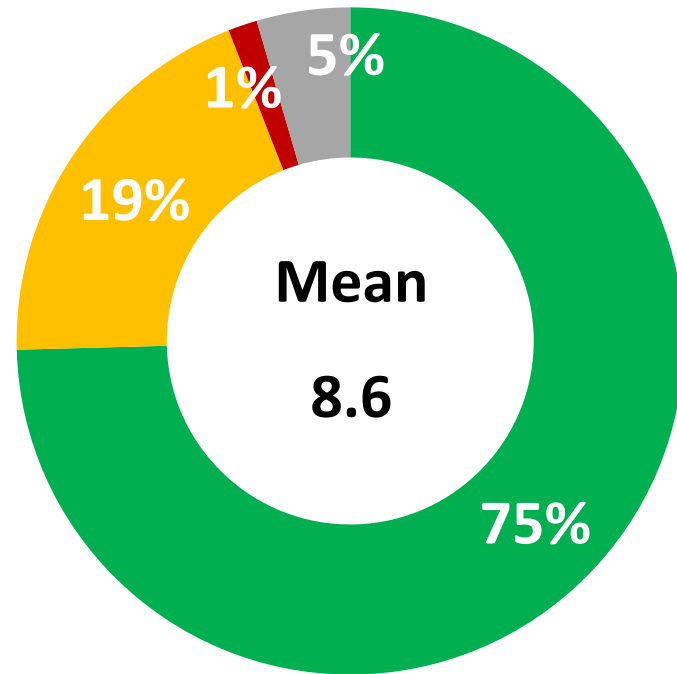


Greece as a place of natural beauty

Q

On a scale of 1 to 10 where 1 is not at all favourable and 10 is very favourable, how would you rate your impression of Greece in the following areas: [ROTATE]

Greece as a place of natural beauty



- Favourable (8-10)
- Average Favourability (4-7)
- Not favourable (1-3)
- Unsure

	Atlantic (n=116)	Quebec (n=223)	Ontario (n=365)	Prairies (n=223)	BC (n=154)
Mean	8.6	8.9	8.4	8.6	8.7
	Men (n=544)	Women (n=534)	18 to 34 (n=192)	35 to 54 (n=372)	55 plus (n=517)
	8.4	8.7	8.8	8.5	8.5

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 3rd, 2023, n=1081 accurate 3.0 percentage points plus or minus, 19 times out of 20.





Impressions of Greece as a place with interesting history

“

Consistent with previous waves of research, more than eight in ten Canadians have a favourable impression of Greece as a place with interesting history.

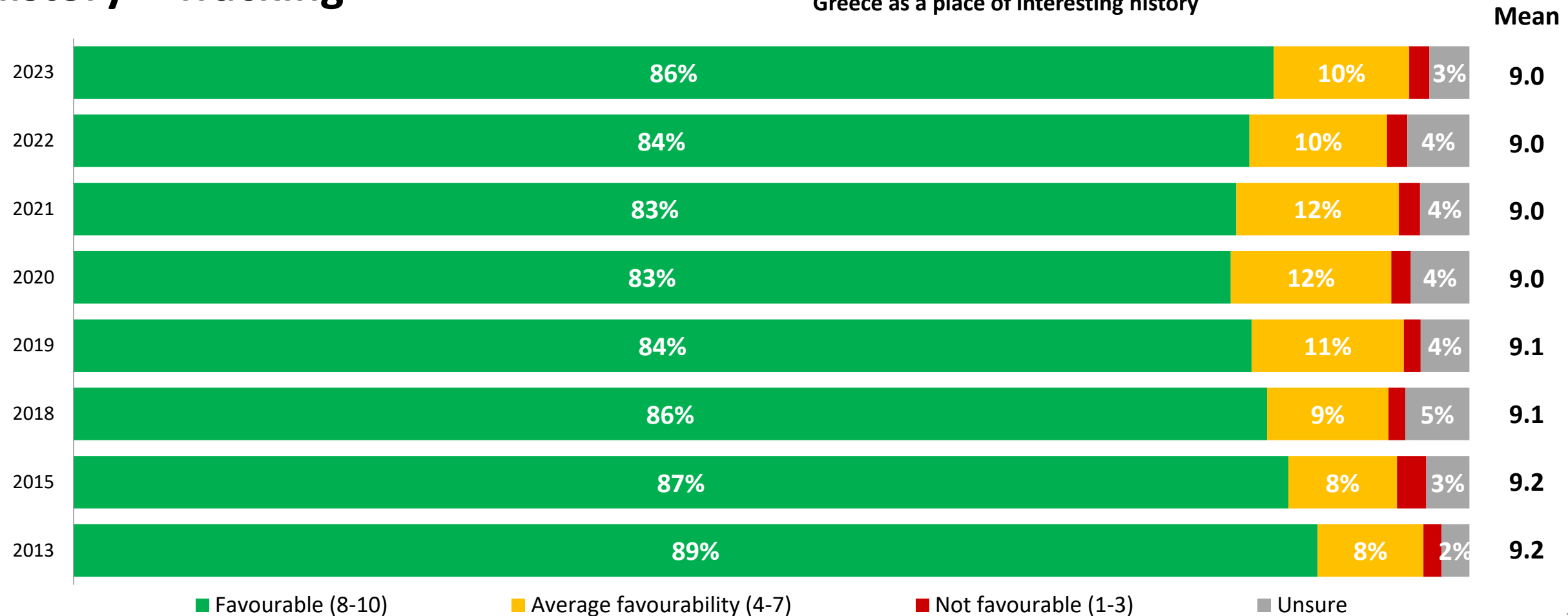
”

Greece as a place of interesting history – Tracking

Q

On a scale of 1 to 10 where 1 is not at all favourable and 10 is very favourable, how would you rate your impression of Greece in the following areas: [ROTATE]

Greece as a place of interesting history



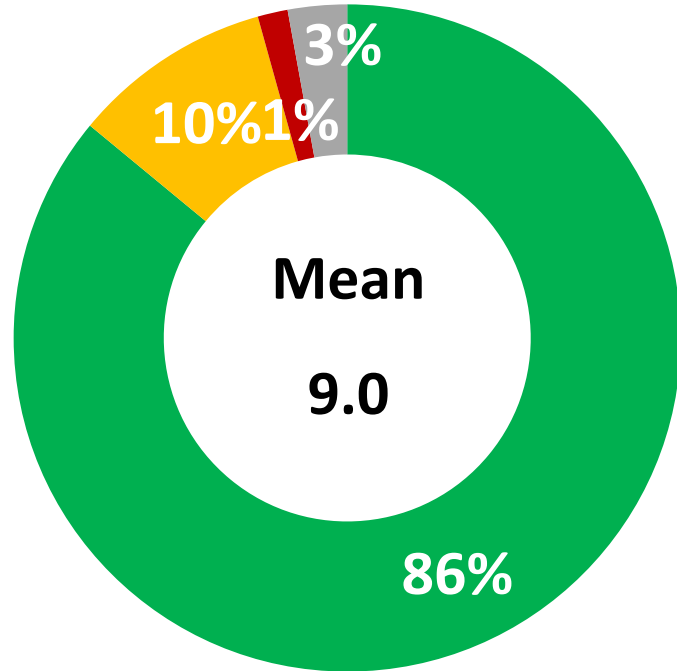
*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 3rd, 2023, n=1081 accurate 3.0 percentage points plus or minus, 19 times out of 20.



Greece as a place of interesting history



- Favourable (8-10)
- Average Favourability (4-7)
- Not favourable (1-3)
- Unsure

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 3rd, 2023, n=1081 accurate 3.0 percentage points plus or minus, 19 times out of 20.

Q

On a scale of 1 to 10 where 1 is not at all favourable and 10 is very favourable, how would you rate your impression of Greece in the following areas: [ROTATE]

Greece as a place of interesting history

	Atlantic (n=116)	Quebec (n=223)	Ontario (n=365)	Prairies (n=223)	BC (n=154)
Mean	8.8	9.1	9.0	9.0	9.2
	Men (n=544)	Women (n=534)	18 to 34 (n=192)	35 to 54 (n=372)	55 plus (n=517)
	9.0	9.1	9.1	9.0	9.0



A dimly lit outdoor cafe at night. People are seated at tables with checkered tablecloths. A man in the foreground is playing a guitar. The scene is illuminated by warm lights, and there are trees and buildings in the background.

Impressions of Greeks as welcoming people

“

Around four in five Canadians have a favourable impression of Greeks as a welcoming people, which has remained consistent since tracking began in 2013.

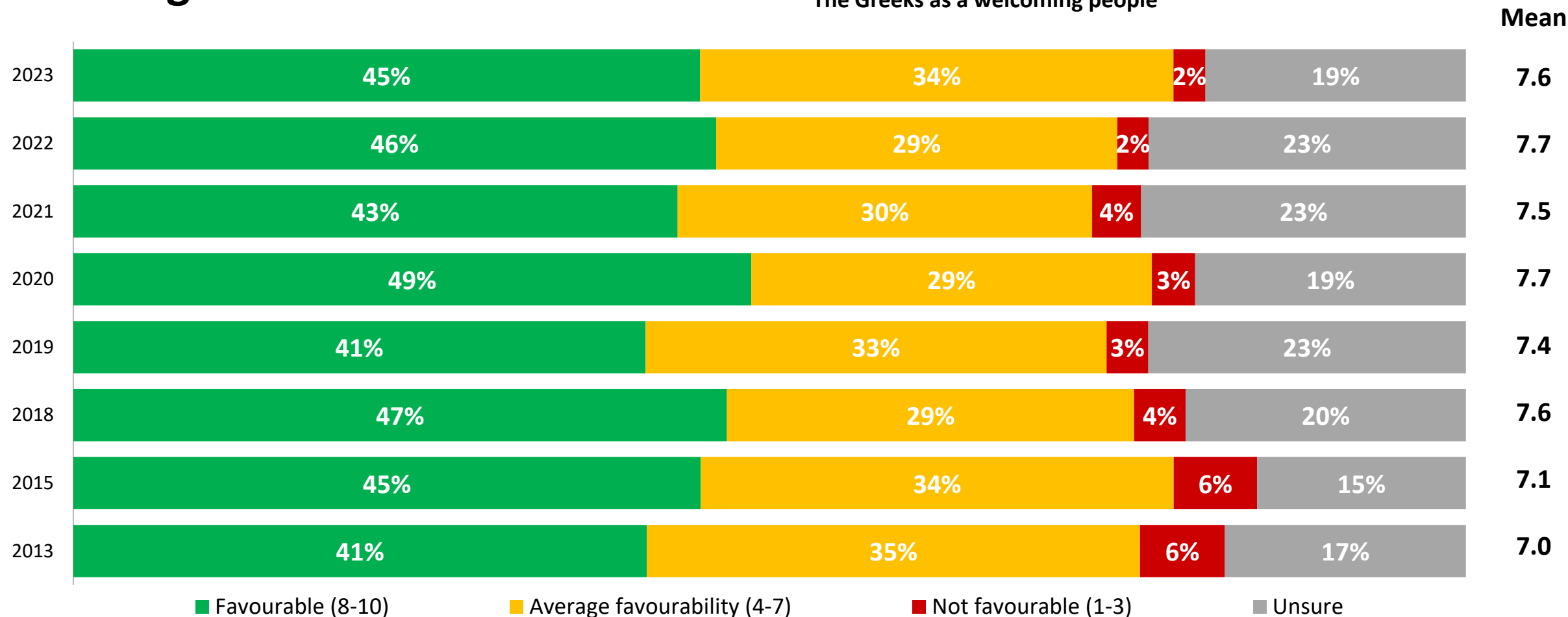
”

The Greeks as a welcoming people – Tracking

Q

On a scale of 1 to 10 where 1 is not at all favourable and 10 is very favourable, how would you rate your impression of Greece in the following areas: [ROTATE]

The Greeks as a welcoming people



*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 3rd, 2023, n=1081 accurate 3.0 percentage points plus or minus, 19 times out of 20.

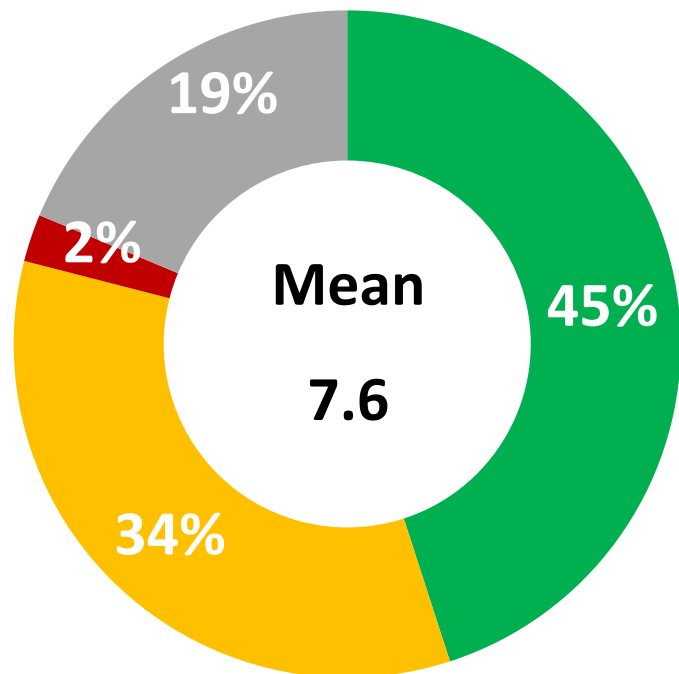


The Greeks as a welcoming people

Q

On a scale of 1 to 10 where 1 is not at all favourable and 10 is very favourable, how would you rate your impression of Greece in the following areas: [ROTATE]

The Greeks as a welcoming people



■ Favourable (8-10) ■ Average Favourability (4-7)
■ Not favourable (1-3) ■ Unsure

Mean	Atlantic (n=116)	Quebec (n=223)	Ontario (n=365)	Prairies (n=223)	BC (n=154)
	7.2	7.9	7.6	7.2	7.5
	Men (n=544)	Women (n=534)	18 to 34 (n=192)	35 to 54 (n=372)	55 plus (n=517)
7.4	7.7	7.4	7.5	7.7	

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 3rd, 2023, n=1081 accurate 3.0 percentage points plus or minus, 19 times out of 20.



Impressions of Greek wine

“

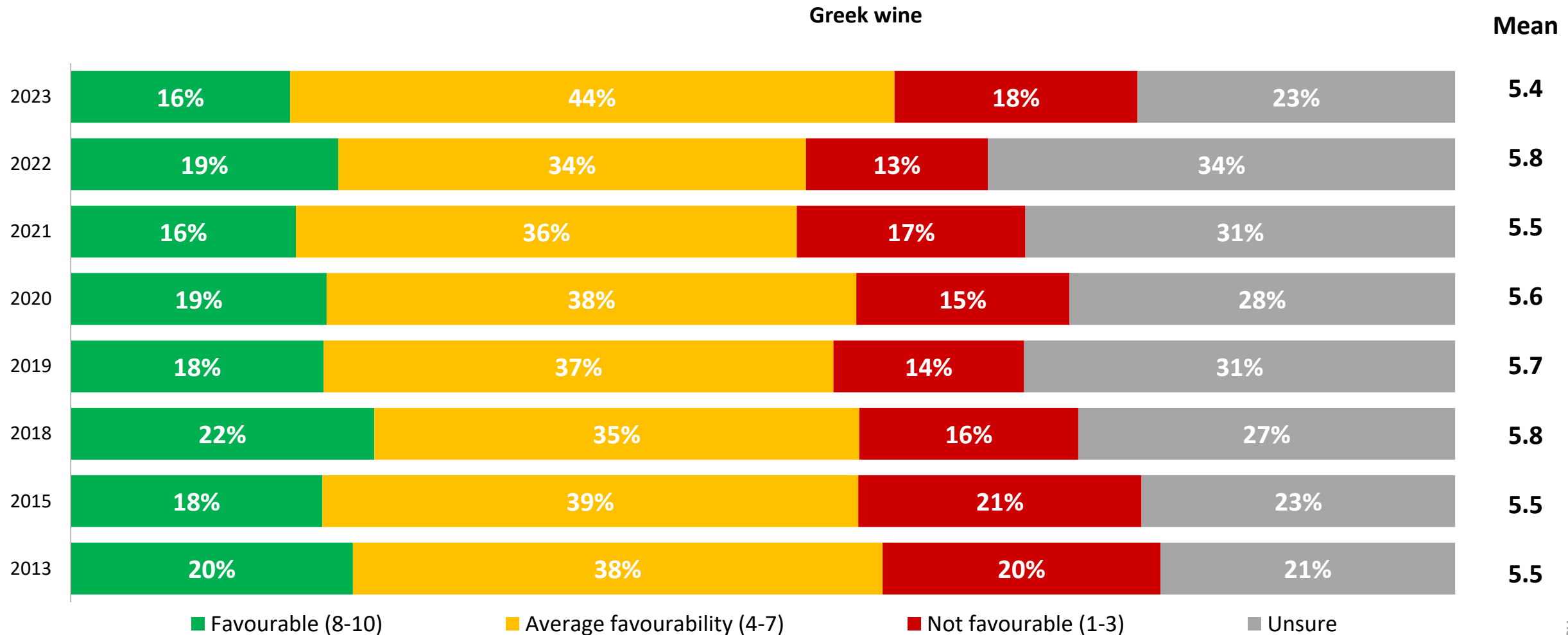
About one in five Canadians say they have a favourable impression of Greek wine, which is consistent with previous waves.

”

Greek wine – Tracking

Q

On a scale of 1 to 10 where 1 is not at all favourable and 10 is very favourable, how would you rate your impression of Greece in the following areas: [ROTATE]



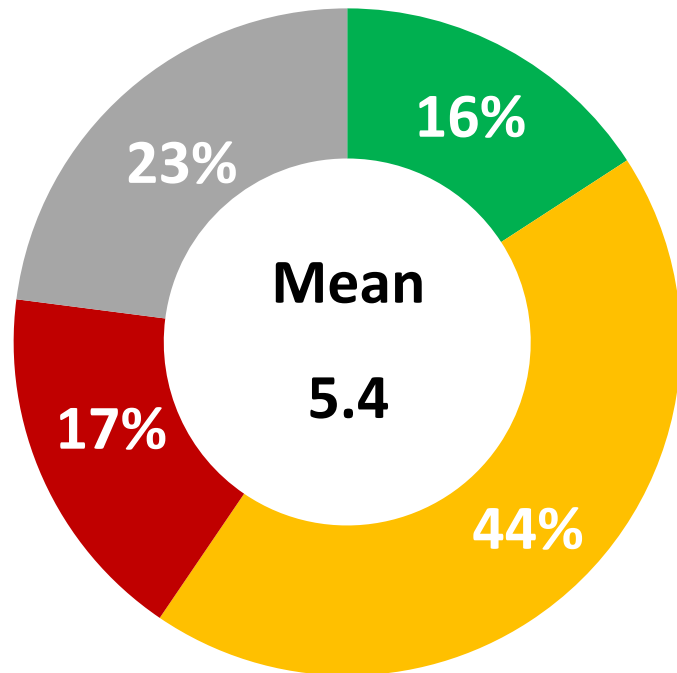
*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 3rd, 2023, n=1081
 accurate 3.0 percentage points plus or minus, 19 times out of 20.



Greek wine



- Favourable (8-10)
- Average Favourability (4-7)
- Not favourable (1-3)
- Unsure

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 3rd, 2023, n=1081
accurate 3.0 percentage points plus or minus, 19 times out of 20.

Q

On a scale of 1 to 10 where 1 is not at all favourable and 10 is very favourable, how would you rate your impression of Greece in the following areas: [ROTATE]

Greek wine

	Atlantic (n=116)	Quebec (n=223)	Ontario (n=365)	Prairies (n=223)	BC (n=154)
Mean	5.2	5.7	5.1	5.5	5.6
	Men (n=544)	Women (n=534)	18 to 34 (n=192)	35 to 54 (n=372)	55 plus (n=517)
	5.2	5.6	5.2	5.6	5.4



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,081 Canadians, 18 years of age or older, between July 30th to August 3rd, 2023 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,081 Canadians is ± 3.0 percentage points, 19 times out of 20.

The research was commissioned by the Hellenic Republic and was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.



Element	Description	Element	Description
Research sponsor	Hellenic Republic	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Population and Final Sample Size	1,081 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Source of Sample	Nanos Hybrid Probability Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Margin of Error	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	10 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the tabulations reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, travel and summer vacations, amount of news Canadians consume daily through social media, big businesses in Canada and travel.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	July 30 th to August 3 rd , 2023.		
Language of Survey	The survey was conducted in both English and French.		
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/		



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TABULATIONS





2023-2425 – Hellenic Republic – Canada - July Omni Tracking – STAT SHEET

			Region					Gender			Age			
			Canada 2023-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Do you consider yourself someone who takes a vacation in another country regularly, occasionally or never?	Total	Unwgt N	1081	116	223	365	223	154	544	534	3	192	372	517
		Wgt N	1003	67	232	389	176	139	490	510	3	268	324	411
	Regularly	%	26.6	18.7	19.7	31.1	26.3	29.4	26.1	27.0		26.0	25.2	28.0
	Occasionally	%	52.8	58.9	54.3	50.5	54.7	51.0	56.0	49.6		53.1	53.2	52.2
	Never	%	20.2	21.7	25.1	18.3	17.6	19.6	17.5	22.8		19.7	21.2	19.6
	Unsure	%	0.5	0.7	0.9	0.0	1.4	0.0	0.4	0.6		1.2	0.4	0.2

			Region					Gender			Age			
			Canada 2023-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Think of your next trip to another country. What needs to happen for you to be comfortable to travel outside of Canada?	Total	Unwgt N	991	103	206	332	208	142	496	492	3	163	337	491
		Wgt N	905	60	211	343	162	128	443	459	3	224	292	389
	Covid rates decrease/no more covid cases/pandemic is over	%	3.1	3.0	2.0	3.3	1.8	6.3	1.4	4.8		5.4	0.9	3.5
	Covid vaccine	%	0.5	0.0	0.0	1.1	0.7	0.0	0.2	0.8		0.0	0.9	0.6
	Nothing/I'm already comfortable	%	17.1	18.9	15.4	18.4	14.1	19.6	19.6	14.6		17.6	23.4	12.2
	More money/ better financial situation	%	23.5	18.3	29.2	23.2	23.2	17.9	25.5	21.6		32.4	24.2	17.9
	Safety precautions (ie. Masks, social distancing, sanitization, testing)	%	0.8	0.0	0.4	1.6	0.0	0.5	0.3	1.2		0.0	1.7	0.5
	I don't travel/I don't travel outside Canada	%	4.7	2.1	5.5	5.1	4.9	3.3	4.7	4.7		3.4	3.9	6.0
	National security/ no terrorism/ no war/ no gun violence	%	23.5	27.4	30.2	20.7	20.6	21.6	22.3	24.5		18.7	20.3	28.6
	Border/ flying restrictions lifted/no quarantine or testing upon return/get rid of ArriveCAN app	%	1.4	5.0	0.5	0.6	2.9	1.3	0.8	2.0		1.6	1.7	1.1
	Safer air/car/cruise ship travel	%	1.6	4.7	1.0	1.7	1.0	1.9	1.4	1.8		1.6	1.6	1.6
	Travel/medical insurance	%	2.5	1.0	1.7	2.4	4.1	3.0	2.7	2.4		4.1	1.6	2.3
	Clear information/rules	%	0.4	0.0	0.0	0.5	0.5	0.9	0.6	0.2		0.0	0.6	0.5
	Acquiring passport/better passport services	%	0.7	0.0	1.0	0.3	0.7	1.7	1.3	0.2		0.6	1.3	0.4
	Better personal health situation	%	2.5	0.0	2.0	2.7	2.7	3.5	2.4	2.5		0.9	1.9	3.8
	No flight delays and no airline/luggage/staffing problems at airports	%	11.6	14.3	4.1	12.5	18.0	12.2	11.0	12.2		9.7	10.3	13.6
	Less effects on climate change from travelling	%	1.2	0.0	0.8	1.7	0.4	2.2	0.8	1.7		0.0	0.8	2.3

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		Region						Gender			Age		
		Canada 2023-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Change in government/Prime Minister	%	1.6	2.6	1.3	2.3	0.5	1.1	1.7	1.5		0.9	1.7	1.9
Other	%	2.7	1.0	5.0	1.4	3.3	2.5	3.0	2.4		2.9	2.7	2.6
Unsure	%	0.5	1.5	0.0	0.6	0.4	0.6	0.1	0.9		0.0	0.6	0.7

			Region						Gender			Age		
			Canada 2023-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - On a scale of 1 to 10 where 1 is not all favourable and 10 is very favourable, how would you rate your overall impression of Greece?	Total	Unwgt N	1081	116	223	365	223	154	544	534	3	192	372	517
		Wgt N	1003	67	232	389	176	139	490	510	3	268	324	411
		Mean	6.4	6.0	6.6	6.4	6.2	6.7	6.2	6.6		6.3	6.5	6.5
		Median	7.0	6.0	7.0	7.0	6.0	7.0	6.0	7.0		6.0	7.0	7.0
	Not all favourable (1)	%	2.5	2.8	3.2	2.2	2.4	2.1	3.3	1.7		3.6	1.1	2.8
	2	%	1.6	0.9	2.4	1.7	1.2	1.2	1.4	1.9		0.5	1.4	2.5
	3	%	4.4	5.3	2.1	6.3	4.5	2.0	5.4	3.3		6.6	4.1	3.0
	4	%	4.8	7.2	3.1	4.5	5.9	6.3	6.8	2.9		4.8	6.5	3.6
	5	%	15.4	20.4	12.5	14.6	20.7	13.3	15.7	15.1		16.4	13.0	16.7
	6	%	12.1	13.3	11.7	12.4	12.5	10.6	13.2	10.9		11.5	13.8	11.1
	7	%	17.1	9.7	20.0	18.0	16.1	14.9	16.2	18.1		17.8	18.2	15.9
	8	%	13.8	12.5	16.0	13.6	11.0	14.6	13.9	13.5		13.2	14.5	13.6
	9	%	5.0	5.4	5.5	4.3	4.0	6.7	5.2	4.7		2.6	5.5	6.1
Very favourable (10)	%	8.3	5.0	8.1	8.6	6.7	11.0	6.8	9.7		9.3	6.7	8.8	
Unsure	%	15.0	17.4	15.3	13.6	14.9	17.4	11.9	18.1		13.8	15.1	15.8	

			Region						Gender			Age		
			Canada 2023-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Would you consider or not consider visiting Greece?	Total	Unwgt N	1081	116	223	365	223	154	544	534	3	192	372	517
		Wgt N	1003	67	232	389	176	139	490	510	3	268	324	411
	Consider	%	59.0	59.0	52.5	56.6	67.1	66.0	62.6	55.7		64.3	63.6	51.8
	Not consider	%	28.7	26.6	36.1	29.9	22.0	22.6	27.4	29.7		26.6	23.3	34.3
Unsure	%	12.3	14.4	11.4	13.5	10.9	11.4	10.0	14.7		9.0	13.1	13.9	

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		Region							Gender			Age		
		Canada 2023-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question - What are the main reasons you WOULD consider taking a vacation in Greece?	Total	Unwgt N	981	105	208	327	209	132	493	485	3	171	341	469
		Wgt N	907	61	215	346	163	122	441	463	3	237	297	372
		%	33.9	22.4	28.5	39.2	36.7	30.1	37.4	30.7		32.7	38.8	30.7
		%	32.1	36.3	36.9	27.0	28.9	40.3	28.5	35.5		44.2	28.4	27.3
		%	10.1	9.1	9.7	11.1	9.9	8.7	12.4	8.1		8.7	12.1	9.4
		%	4.5	10.3	3.4	4.7	3.8	3.5	3.8	4.9		3.9	4.4	4.9
		%	5.0	7.7	1.5	5.8	7.1	4.6	4.3	5.7		2.0	2.6	8.8
		%	2.3	2.6	3.5	1.6	2.7	1.7	3.4	1.3		1.1	1.9	3.4
		%	4.6	5.2	4.1	3.7	5.2	7.0	3.4	5.7		2.7	4.4	5.9
		%	1.2	0.0	1.3	1.3	1.3	1.4	0.9	1.3		1.6	1.7	0.6
		%	3.1	1.1	5.7	2.8	2.1	1.7	3.4	2.9		0.5	2.4	5.3
		%	0.8	2.9	0.0	0.9	0.6	1.0	1.0	0.5		0.2	1.1	0.9
		%	1.0	0.0	2.4	0.7	1.1	0.0	1.2	0.9		1.2	0.6	1.3
		%	0.2	0.0	0.5	0.2	0.0	0.0	0.0	0.4		0.5	0.0	0.2
		%	1.0	2.0	2.5	0.4	0.5	0.0	0.2	1.7		0.8	1.0	1.0
		%	0.3	0.5	0.0	0.6	0.0	0.0	0.1	0.4		0.0	0.6	0.2

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Question - What are the main reasons AGAINST taking a vacation in Greece?	Total	Unwgt N	Region						Gender			Age		
			Canada 2023-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
		Wgt N	925	62	218	356	163	126	450	472	3	243	294	387
		%	17.5	25.4	15.5	17.8	21.3	11.6	18.3	16.7		21.8	15.9	16.2
	Instability/Safety concerns	%	20.2	26.2	20.4	16.3	26.9	19.8	20.7	19.9		25.7	23.4	14.4
	High cost/can't afford to go	%	8.6	8.5	10.9	8.8	5.0	8.9	8.3	9.0		7.6	9.1	8.8
	No reason against going	%	7.4	6.0	6.2	8.8	6.4	7.8	6.8	7.9		9.5	5.7	7.5
	Not interested/other places I'd rather visit	%	5.3	2.9	4.1	3.2	4.6	15.0	5.9	4.7		2.4	8.0	4.9
	Too far to travel	%	2.4	0.0	1.9	2.9	3.6	1.1	1.7	3.0		1.4	1.0	4.0
	Health/personal issues	%	1.3	0.5	0.8	0.6	3.1	2.1	2.1	0.5		0.7	2.1	1.1
	The Refugee/Migrant crisis	%	1.7	2.6	1.6	1.5	1.6	2.4	1.4	2.1		0.3	1.1	3.1
	I've already been before	%	1.7	0.8	1.6	2.1	1.4	1.4	1.6	1.8		1.6	2.1	1.4
	Culture/language barrier	%	20.5	16.9	20.8	25.9	12.7	17.0	20.5	20.7		20.8	18.0	22.3
	Too hot / wildfires	%	0.8	0.0	0.4	0.9	0.5	1.7	1.6	0.0		0.9	0.7	0.8
	Dirty / Pollution/ Bad impression of Greece	%	1.4	0.0	2.8	1.1	1.2	1.1	2.3	0.6		2.1	0.7	1.6
	Social issue (LGBT, socialism)	%	1.4	1.3	2.6	1.4	0.2	1.1	1.1	1.8		0.8	1.1	2.1
	I do not like to travel/ I don't travel	%	2.5	0.0	3.4	2.6	2.5	1.7	1.7	3.3		0.3	2.8	3.7
	I do not travel by plane because of the environment/safety/fear	%	0.9	1.0	0.8	0.2	1.3	2.4	0.0	1.7		1.2	0.7	0.8
	COVID-19 pandemic	%	2.4	3.1	2.5	2.3	1.5	3.1	2.8	1.9		0.8	3.5	2.4
	Too many tourists/too crowded	%	0.3	0.0	0.0	0.3	0.2	1.2	0.5	0.2		0.3	0.0	0.6
	Border/ flying restrictions/ quarantine or testing upon return/ ArriveCAN app	%	0.3	0.0	0.0	0.4	0.8	0.0	0.3	0.3		0.0	0.7	0.2
	Flight delays and airline/luggage/staffing problems at airports	%	1.9	1.8	3.7	1.5	1.4	0.6	1.2	2.4		0.7	1.3	3.1
	Other	%	1.4	3.1	0.0	1.4	3.7	0.0	1.2	1.7		1.0	2.3	0.9
	Unsure	%												

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On a scale of 1 to 10 where 1 is not at all favourable and 10 is very favourable, how would you rate your impression of Greece in the following areas: [RANDOMIZE]

			Region					Gender			Age				
			Canada 2023-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question - Greece as a NATO ally to Canada	Total	Unwgt N	1081	116	223	365	223	154	544	534	3	192	372	517	
		Wgt N	1003	67	232	389	176	139	490	510	3	268	324	411	
		Mean	6.7	6.6	7.0	6.6	6.7	6.7	6.4	7.1		6.6	6.7	6.8	
		Median	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0		7.0	7.0	7.0	
		Not at all favourable (1)	%	4.0	5.1	3.5	3.0	3.9	7.2	4.7	3.3		7.4	3.3	2.3
		2	%	1.8	1.8	1.1	2.6	1.1	1.6	2.7	1.0		0.3	1.5	3.0
		3	%	2.6	1.0	2.2	3.6	2.5	1.5	3.7	1.6		1.0	2.7	3.7
		4	%	3.1	2.3	3.6	3.2	2.8	2.5	4.8	1.4		3.6	2.9	2.8
		5	%	14.2	17.3	12.2	14.8	13.4	15.5	16.9	11.8		13.5	15.3	13.9
		6	%	10.3	13.3	8.7	12.3	9.3	7.5	10.8	9.4		11.1	10.7	9.6
		7	%	12.5	9.0	12.4	11.5	15.3	13.5	13.0	12.1		11.0	14.7	11.7
		8	%	12.0	13.3	11.7	11.4	14.6	10.5	11.7	12.4		11.9	13.6	10.9
		9	%	7.6	9.3	9.9	6.8	5.0	8.3	5.8	9.4		3.4	8.4	9.6
		Very favourable (10)	%	13.7	11.2	15.2	12.9	12.6	16.4	13.4	14.2		15.4	11.3	14.6
		Unsure	%	18.1	16.4	19.3	17.9	19.5	15.5	12.5	23.6		21.5	15.5	17.9

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On a scale of 1 to 10 where 1 is not at all favourable and 10 is very favourable, how would you rate your impression of Greece in the following areas: [RANDOMIZE]

			Region					Gender			Age				
			Canada 2023-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question - Greek food products	Total	Unwgt N	1081	116	223	365	223	154	544	534	3	192	372	517	
		Wgt N	1003	67	232	389	176	139	490	510	3	268	324	411	
		Mean	7.7	7.0	8.0	7.4	7.8	8.2	7.4	8.0		7.8	7.9	7.5	
		Median	8.0	7.0	8.0	8.0	8.0	9.0	8.0	8.0		8.0	8.0	8.0	
		Not at all favourable (1)	%	1.5	2.1	0.3	2.9	0.7	0.0	1.8	1.2		1.2	0.7	2.2
		2	%	1.3	3.3	0.3	1.6	1.7	0.5	1.7	0.9		1.0	1.7	1.2
		3	%	2.7	1.5	2.2	4.4	1.1	1.7	2.9	2.6		4.4	1.4	2.7
		4	%	2.8	10.2	0.9	3.1	0.6	4.0	3.9	1.5		3.0	2.0	3.2
		5	%	5.9	7.9	4.7	6.2	7.2	4.2	7.4	4.4		2.7	4.4	9.0
		6	%	6.1	4.2	9.5	4.5	6.5	5.4	6.0	6.3		5.7	5.2	7.1
		7	%	16.5	17.2	15.8	17.3	19.9	10.6	18.4	14.5		17.7	18.8	13.8
		8	%	18.2	19.3	16.7	18.0	20.4	17.7	18.7	17.7		17.7	23.0	14.7
		9	%	14.5	11.4	18.7	12.8	13.2	15.5	12.9	16.1		13.7	13.1	16.1
		Very favourable (10)	%	23.8	14.1	26.4	21.7	23.4	30.2	19.2	28.1		26.9	25.1	20.6
		Unsure	%	6.9	8.9	4.6	7.5	5.2	10.1	7.1	6.6		6.1	4.5	9.3

On a scale of 1 to 10 where 1 is not at all favourable and 10 is very favourable, how would you rate your impression of Greece in the following areas: [RANDOMIZE]

			Region					Gender			Age				
			Canada 2023-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question - Having a vacation in Greece	Total	Unwgt N	1081	116	223	365	223	154	544	534	3	192	372	517	
		Wgt N	1003	67	232	389	176	139	490	510	3	268	324	411	
		Mean	7.1	6.8	7.3	6.9	7.0	7.4	7.0	7.2		7.3	7.2	6.8	
		Median	8.0	7.0	8.0	7.0	7.0	8.0	7.0	8.0		8.0	8.0	7.0	
		Not at all favourable (1)	%	5.3	9.1	4.5	6.0	5.1	3.4	5.2	5.5		4.2	3.8	7.3
		2	%	3.6	0.9	4.5	3.9	2.6	4.2	3.1	4.2		4.3	3.0	3.7
		3	%	2.9	4.1	1.0	3.7	3.9	2.0	4.8	1.1		2.4	3.3	2.8
		4	%	3.1	4.9	3.1	2.5	4.0	2.4	2.7	3.2		2.8	3.5	2.8
		5	%	8.6	8.3	10.1	8.3	8.1	7.8	8.1	9.2		7.4	6.5	11.1
		6	%	7.2	7.9	7.8	7.3	7.9	4.6	8.3	6.3		5.4	6.3	9.1
		7	%	15.4	12.3	8.8	17.6	21.4	13.7	17.4	13.5		15.7	19.8	11.6
		8	%	13.5	14.5	15.7	10.4	12.6	19.3	13.4	13.7		15.5	13.8	12.0
		9	%	11.3	13.6	15.3	9.2	8.4	12.9	11.9	10.8		9.9	12.9	10.9
		Very favourable (10)	%	22.4	17.0	23.5	22.8	20.6	23.9	19.4	25.1		25.6	21.4	20.9
		Unsure	%	6.7	7.4	5.8	8.2	5.2	5.7	5.8	7.5		6.9	5.5	7.6

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On a scale of 1 to 10 where 1 is not at all favourable and 10 is very favourable, how would you rate your impression of Greece in the following areas: [RANDOMIZE]

			Region					Gender			Age				
			Canada 2023-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question - Greece as a safe place to visit	Total	Unwgt N	1081	116	223	365	223	154	544	534	3	192	372	517	
		Wgt N	1003	67	232	389	176	139	490	510	3	268	324	411	
		Mean	6.6	6.3	6.8	6.5	6.3	6.8	6.6	6.6		6.4	6.7	6.6	
		Median	7.0	7.0	7.0	7.0	6.0	7.0	7.0	7.0		7.0	7.0	7.0	
		Not at all favourable (1)	%	2.5	6.8	2.2	2.5	2.6	1.0	1.9	3.2		4.3	1.1	2.5
		2	%	1.9	0.9	1.9	1.4	3.0	2.7	2.4	1.5		3.3	0.7	2.0
		3	%	4.5	4.7	2.4	5.7	4.0	5.2	4.8	4.2		4.3	4.6	4.5
		4	%	5.5	4.0	6.0	5.1	7.0	4.6	4.7	6.1		6.7	4.7	5.3
		5	%	10.7	12.6	7.7	9.7	15.7	11.4	11.7	9.8		8.9	9.3	13.0
		6	%	11.6	7.8	11.6	13.4	12.2	7.5	13.8	9.5		12.3	13.8	9.3
		7	%	17.3	18.8	20.1	18.9	13.3	12.1	17.3	17.3		16.5	21.0	14.8
		8	%	14.3	13.9	15.7	14.2	11.8	15.6	15.7	13.1		13.3	16.1	13.6
		9	%	7.1	10.0	9.4	5.1	6.2	8.7	7.2	7.1		4.1	6.2	9.8
		Very favourable (10)	%	8.9	6.4	7.5	8.4	9.6	12.8	8.1	9.5		11.8	7.5	8.1
		Unsure	%	15.7	14.2	15.6	15.6	14.6	18.6	12.4	18.8		14.5	15.1	17.1

On a scale of 1 to 10 where 1 is not at all favourable and 10 is very favourable, how would you rate your impression of Greece in the following areas: [RANDOMIZE]

			Region					Gender			Age				
			Canada 2023-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question - Investing in a Greek company	Total	Unwgt N	1081	116	223	365	223	154	544	534	3	192	372	517	
		Wgt N	1003	67	232	389	176	139	490	510	3	268	324	411	
		Mean	3.2	3.3	3.6	2.9	3.2	3.2	3.0	3.3		3.2	3.3	3.0	
		Median	3.0	3.0	3.0	2.0	3.0	3.0	3.0	3.0		3.0	3.0	3.0	
		Not at all favourable (1)	%	23.8	22.0	21.5	26.2	22.9	23.0	25.4	22.4		24.9	18.3	27.4
		2	%	10.1	8.8	4.5	13.2	11.0	10.1	12.9	7.4		11.0	13.1	7.1
		3	%	9.8	13.6	14.2	7.8	8.4	8.3	11.2	8.4		8.8	10.5	10.0
		4	%	8.6	4.1	9.5	9.8	9.9	4.3	9.6	7.7		7.9	12.9	5.8
		5	%	11.5	12.6	13.4	9.1	12.1	13.9	10.6	12.5		11.3	10.0	12.9
		6	%	5.0	4.0	6.4	4.1	3.7	7.0	4.1	5.7		6.0	5.6	3.8
		7	%	2.1	3.8	3.5	1.1	2.2	1.5	2.1	2.1		2.9	1.6	2.0
		8	%	1.5	2.8	1.9	1.4	0.3	1.8	1.5	1.5		1.8	1.6	1.2
		9	%	0.2	0.0	0.0	0.3	0.2	0.5	0.3	0.1		0.0	0.0	0.5
		Very favourable (10)	%	0.8	0.7	1.6	0.3	1.6	0.0	0.5	1.1		1.5	0.7	0.4
		Unsure	%	26.6	27.6	23.4	26.7	27.6	29.6	21.9	31.0		24.1	25.7	28.9

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On a scale of 1 to 10 where 1 is not at all favourable and 10 is very favourable, how would you rate your impression of Greece in the following areas: [RANDOMIZE]

			Region					Gender			Age				
			Canada 2023-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question - Greece as a place of natural beauty	Total	Unwgt N	1081	116	223	365	223	154	544	534	3	192	372	517	
		Wgt N	1003	67	232	389	176	139	490	510	3	268	324	411	
		Mean	8.6	8.6	8.9	8.4	8.6	8.7	8.4	8.7		8.8	8.5	8.5	
		Median	9.0	9.0	9.0	9.0	9.0	9.0	9.0	9.0		9.0	9.0	9.0	
		Not at all favourable (1)	%	0.5	2.4	0.3	0.7	0.2	0.0	0.6	0.5		0.5	0.5	0.5
		2	%	0.4	0.0	0.0	1.1	0.0	0.0	0.8			1.3	0.0	0.2
		3	%	0.5	0.0	0.0	0.5	0.5	1.5	0.6	0.4		0.0	0.0	1.2
		4	%	0.8	0.0	0.4	1.3	0.7	0.6	0.8	0.7		1.2	0.0	1.1
		5	%	2.4	3.6	1.1	2.3	3.6	2.5	2.2	2.5		0.2	3.6	2.8
		6	%	3.8	1.4	3.1	4.9	3.3	3.4	4.1	3.3		2.3	4.9	3.8
		7	%	12.6	10.6	6.8	15.2	15.7	11.9	15.8	9.6		13.4	12.3	12.2
		8	%	18.0	19.2	18.7	19.1	16.1	15.2	20.2	15.9		12.6	23.8	16.9
		9	%	18.3	21.0	22.4	16.2	17.3	17.6	20.2	16.6		18.4	16.1	20.0
		Very favourable (10)	%	38.3	36.6	43.6	34.3	37.8	41.9	30.4	45.7		46.3	35.4	35.4
		Unsure	%	4.5	5.2	3.6	4.5	4.8	5.5	5.1	4.0		3.8	3.3	5.9

On a scale of 1 to 10 where 1 is not at all favourable and 10 is very favourable, how would you rate your impression of Greece in the following areas: [RANDOMIZE]

			Region					Gender			Age				
			Canada 2023-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question - Greece as a place of interesting history	Total	Unwgt N	1081	116	223	365	223	154	544	534	3	192	372	517	
		Wgt N	1003	67	232	389	176	139	490	510	3	268	324	411	
		Mean	9.0	8.8	9.1	9.0	9.0	9.2	9.0	9.1		9.1	9.0	9.0	
		Median	10.0	9.0	10.0	10.0	9.0	10.0	10.0	10.0		10.0	9.0	10.0	
		Not at all favourable (1)	%	0.5	1.2	0.3	0.9	0.0	0.0	0.7	0.3		0.7	0.6	0.3
		2	%	0.6	0.0	0.4	1.1	0.0	0.9	0.4	0.8		1.3	0.4	0.4
		3	%	0.3	0.0	0.3	0.3	0.2	0.5	0.6	0.0		0.5	0.2	0.3
		4	%	0.2	0.0	0.0	0.3	0.2	0.6	0.5	0.0		0.3	0.0	0.3
		5	%	1.3	1.2	1.1	1.1	1.7	1.5	0.8	1.7		1.1	1.2	1.4
		6	%	1.9	3.4	0.7	1.8	2.8	2.0	1.9	1.8		0.0	1.2	3.6
		7	%	6.4	11.8	6.1	6.2	7.7	3.0	7.4	5.4		5.6	7.2	6.2
		8	%	14.8	13.9	16.9	13.7	15.1	14.1	15.5	14.0		14.0	17.7	13.0
		9	%	18.9	21.9	18.0	19.0	22.8	14.0	18.2	19.8		16.3	20.8	19.2
		Very favourable (10)	%	52.3	43.7	53.8	52.6	47.2	59.2	50.9	53.5		56.6	48.8	52.2
		Unsure	%	2.9	2.8	2.2	3.1	2.2	4.2	3.2	2.6		3.5	1.9	3.2

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On a scale of 1 to 10 where 1 is not at all favourable and 10 is very favourable, how would you rate your impression of Greece in the following areas: [RANDOMIZE]

			Region					Gender			Age			
			Canada 2023-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - The Greeks as a welcoming people	Total	Unwgt N	1081	116	223	365	223	154	544	534	3	192	372	517
		Wgt N	1003	67	232	389	176	139	490	510	3	268	324	411
		Mean	7.6	7.2	7.9	7.6	7.2	7.5	7.4	7.7		7.4	7.5	7.7
		Median	8.0	8.0	8.0	8.0	8.0	8.0	8.0	8.0		8.0	8.0	8.0
	Not at all favourable (1)	%	0.8	3.1	0.3	0.8	0.9	0.5	1.0	0.7		1.3	0.5	0.8
	2	%	0.5	0.5	0.0	0.4	1.4	0.7	0.8	0.3		0.6	0.7	0.4
	3	%	0.9	0.5	0.8	1.0	0.9	1.0	1.0	0.9		1.4	0.9	0.6
	4	%	2.1	0.9	0.4	2.2	4.8	2.0	2.8	1.5		3.1	1.2	2.3
	5	%	8.5	13.7	7.6	7.5	10.0	8.0	9.1	7.9		8.4	8.8	8.2
	6	%	8.6	6.5	8.0	9.2	8.9	8.6	9.1	8.1		9.7	10.5	6.4
	7	%	14.8	11.9	16.1	15.4	12.8	14.8	15.5	14.3		11.1	16.1	16.2
	8	%	18.1	22.2	17.3	16.1	21.8	18.1	18.7	17.6		16.0	21.9	16.3
	9	%	10.5	11.8	12.6	10.9	9.4	6.2	11.5	9.3		8.8	10.4	11.6
	Very favourable (10)	%	16.5	10.9	20.2	17.3	12.0	16.5	14.0	18.8		17.3	13.6	18.3
	Unsure	%	18.7	17.9	16.7	19.0	17.2	23.5	16.6	20.6		22.2	15.4	19.0

On a scale of 1 to 10 where 1 is not at all favourable and 10 is very favourable, how would you rate your impression of Greece in the following areas: [RANDOMIZE]

			Region					Gender			Age			
			Canada 2023-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Greek wine	Total	Unwgt N	1081	116	223	365	223	154	544	534	3	192	372	517
		Wgt N	1003	67	232	389	176	139	490	510	3	268	324	411
		Mean	5.4	5.2	5.7	5.1	5.5	5.6	5.2	5.6		5.2	5.6	5.4
		Median	5.0	5.0	6.0	5.0	5.0	6.0	5.0	5.0		5.0	6.0	5.0
	Not at all favourable (1)	%	8.4	11.5	6.3	8.6	9.0	9.1	9.5	7.2		11.1	6.3	8.3
	2	%	3.5	2.4	4.8	3.3	2.8	3.6	3.3	3.7		3.6	3.7	3.3
	3	%	5.6	6.4	3.6	7.0	5.4	5.1	6.9	4.4		4.2	5.8	6.3
	4	%	6.6	7.7	4.5	8.6	5.6	5.2	5.7	7.5		10.0	5.6	5.2
	5	%	16.6	11.2	15.6	17.8	17.5	16.3	16.1	17.2		20.2	14.8	15.6
	6	%	10.9	7.7	12.4	10.2	10.5	12.1	11.6	10.2		8.4	13.0	10.8
	7	%	9.6	9.2	10.0	8.5	9.6	12.4	11.0	8.2		7.7	12.3	8.7
	8	%	6.8	1.9	9.7	5.5	8.3	6.0	6.6	7.0		8.9	4.9	6.9
	9	%	3.5	4.7	5.0	1.9	3.5	4.6	3.2	3.8		1.4	4.4	4.1
	Very favourable (10)	%	5.6	7.0	5.2	4.1	6.6	8.5	3.2	7.7		6.8	5.6	4.8
	Unsure	%	23.0	30.1	22.9	24.6	21.2	17.2	22.9	23.1		17.7	23.6	25.9

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