



Global @dvisor

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SECTION BF: ONTARIO

BF1. From the following list of activities, please choose the primary type of pleasure trip/vacation that appeals most to you?

		All Countries																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	18611	9761	8850	7873	6214	4524	5574	7446	5352	8484	9620	5431	6279	6900	10580	8030	13173	5436	2249	16360	3818	14793
Base: All Respondents (wtd)	12000	5996	6004	5281	4100	2619	3658	4429	3710	5223	6275	4207	4115	3677	6394	5605	8183	3816	1423	10576	2364	9636
RELAXING AND SEEING SOME OF THE SIGHTS	4156	1998	2158	1611	1339	1205	1236	1575	1283	1826	2223	1418	1451	1286	2261	1894	2881	1274	464	3692	770	3385
	35%	33%	36%	31%	33%	46%	34%	36%	35%	35%	35%	34%	35%	35%	35%	34%	35%	33%	33%	35%	33%	35%
			A				CD															T
OUTDOOR LIVING	2310	1334	976	1023	776	512	682	823	757	931	1284	902	812	596	1286	1024	1569	742	276	2034	439	1871
	19%	22%	16%	19%	19%	20%	19%	19%	20%	18%	20%	21%	20%	16%	20%	18%	19%	19%	19%	19%	19%	19%
		B									I	M	M		O							
STRICTLY KIDS AND FAMILY	2245	1054	1191	970	1028	248	712	856	644	1398	720	910	724	611	1187	1058	1581	664	231	2014	442	1804
	19%	18%	20%	18%	25%	9%	19%	19%	17%	27%	11%	22%	18%	17%	19%	19%	19%	17%	16%	19%	19%	19%
		A	E	CE			H	H		J		LM					Q		R			
IMMERSED IN CULTURE	2079	945	1134	827	694	558	620	775	659	797	1211	532	736	811	1145	934	1439	640	284	1795	466	1613
	17%	16%	19%	16%	17%	21%	17%	17%	18%	15%	19%	13%	18%	22%	18%	17%	18%	17%	20%	17%	20%	17%
			A				CD				I		K	KL					S		U	
THRILL SEEKING	642	419	222	471	134	37	201	213	205	118	483	238	235	168	280	362	367	275	98	543	132	510
	5%	7%	4%	9%	3%	1%	5%	5%	6%	2%	8%	6%	6%	5%	4%	6%	4%	7%	7%	5%	6%	5%
		B			DE	E						I		M			N		P	S		
COSMOPOLITAN	568	246	322	380	129	59	206	188	161	151	355	207	156	205	235	333	347	220	70	498	115	453
	5%	4%	5%	7%	3%	2%	6%	4%	4%	3%	6%	5%	4%	6%	4%	6%	4%	6%	5%	5%	5%	5%
			A	DE				GH				I	L		L		N		P			

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U

Global @dvisor Global @dvisor: Ontario		September 2010																							Detailed Tables	
SECTION BF: ONTARIO																										
BF1. From the following list of activities, please choose the primary type of pleasure trip/vacation that appeals most to you?																										
	Total	Argentina	Australia	Belgium	Brazil	Canada	China	France	Germany	Great Britain	Hungary	India	Indonesia	Italy	Japan	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States	
Base: All Respondents (unwtd)	18611	501	1001	501	1018	1003	1018	1001	1000	1005	1000	1005	510	1011	1001	502	513	501	504	504	504	1000	500	508	1000	
Base: All Respondents (wtd)	12000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500		
RELAXING AND SEEING SOME OF THE SIGHTS	4156	187	186	192	135	184	180	201	223	213	191	176	145	170	189	150	130	164	105	149	167	177	204	148	189	
	35%	37%	37%	38%	27%	37%	36%	40%	45%	43%	38%	35%	29%	34%	38%	30%	26%	33%	21%	30%	33%	35%	41%	30%	38%	
	DPR	DLOPRS	DLOPRSW			DLOPRS	DPRS	OLMOPRSTUV	FJKLMNOPQR	KLMNOPQRS	DLOPRSW	DPR			PR	DLOPRSW	R		R		R	PR	DPR	DLOPRSW	R	DLOPRSW
OUTDOOR LIVING	2310	115	81	76	103	107	135	101	67	48	110	72	80	103	58	99	152	153	95	160	46	80	48	123	98	
	19%	23%	16%	15%	21%	21%	27%	20%	13%	10%	22%	14%	16%	21%	12%	20%	30%	31%	19%	32%	9%	16%	10%	25%	20%	
	BCHIKNTUV	INTV	INTV	HIKNTV	BCHIKNTUV	GHIJKLMNOR	BCHIKNTUV	IT		BCHIKNTUV	IT	IT	CHIKNTUV		HINTV	EGHIJKLMNOF	GHIJKLMNOR	HINTV	EGHIJKLMNORTUVX		INTV		BCHIKLNTUV	CHIKNTV		
STRICTLY KIDS AND FAMILY	2245	80	94	116	146	71	23	64	88	102	100	93	193	68	60	102	120	69	126	80	117	77	91	73	91	
	19%	16%	19%	23%	29%	14%	5%	13%	18%	20%	20%	19%	39%	14%	12%	20%	24%	14%	25%	16%	23%	15%	18%	15%	18%	
	F	EFGMN	FGHMNQSUV	GHIJKMNQOS	F	F	EFGMN	EFGMNQUW	EFGMNQU	EFGMN	HIJKMNOPQ	F	F	EFGMN	FGHMNQSUV	F	FGHKMNQSL	F	FGHMNQSUV	FN	FN	F	EFGMN			
IMMERSED IN CULTURE	2079	74	86	65	52	102	116	98	82	88	83	78	47	115	121	99	67	62	71	55	114	105	101	117	83	
	17%	15%	17%	13%	10%	20%	23%	20%	16%	18%	17%	16%	9%	23%	24%	20%	13%	12%	14%	11%	23%	21%	20%	23%	17%	
	DLS					ACDHJKLPQRS	CDHIJKLPQR	CDLPQRS	DLS	CDLS	DLS	L		ABCDHIJKLPQR	DEGHJKLPQ	CDLPQS					ABCDHIJKLPQR	CDHIJKLPQRS	CDLPQS	CDHIJKLPQRS	DLS	
THRILL SEEKING	642	31	27	21	40	16	23	24	19	31	12	35	13	21	15	29	24	47	41	22	23	30	37	34	25	
	5%	6%	5%	4%	8%	3%	5%	5%	4%	6%	2%	7%	3%	4%	3%	6%	5%	9%	8%	4%	5%	6%	7%	7%	5%	
	EJN	EJN		CEFHJLMN		J	JN		EHJLN		EHJLMN				JN	J	EFHJLMNST	CEFGHJLMNT		J	EHJLN	EHJLN	EJN	EJN		
COSMOPOLITAN	568	12	26	29	24	20	23	12	22	17	3	46	22	23	57	21	6	6	62	34	34	31	19	5	13	
	5%	2%	5%	6%	5%	4%	5%	2%	4%	3%	1%	9%	4%	5%	11%	4%	1%	1%	12%	7%	7%	6%	4%	1%	3%	
	J	AGJPQWX	AGJPQWX	JPQW	GJPQW	GJPQWX	J	GJPQWX	JPW		ABCEFGHIJLMOPQ	JPW	GJPQWX	GHIJLMOPQS	JPQW			ABCEFGHIJLMOPQS	AGJPQWX	AEGJPQWX	AEGJPQWX	JP		J		
Proportions/Mean: Columns Tested (5% risk level) - AB/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X																										

BF1. From the following list of activities, please choose the primary type of pleasure trip/vacation that appeals most to you?

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	18611	2003	2021	7531	5540	7522	3542	1516
Base: All Respondents (wtd)	12000	1000	1500	4500	3500	4000	2000	1500
RELAXING AND SEEING SOME OF THE SIGHTS	4156	373	472	1700	1207	1532	656	403
	35%	37%	31%	38%	34%	38%	33%	27%
		BDF		BDF		BDF		
OUTDOOR LIVING	2310	205	317	786	623	734	461	379
	19%	21%	21%	17%	18%	18%	23%	25%
		CDE	CD				CDE	
STRICTLY KIDS AND FAMILY	2245	162	328	827	649	614	331	279
	19%	16%	22%	18%	19%	15%	17%	19%
			ACDEF	AE	AE			
IMMERSED IN CULTURE	2079	185	225	804	623	750	308	242
	17%	19%	15%	18%	18%	19%	15%	16%
		BF		BF		BF		
THRILL SEEKING	642	41	101	220	183	199	145	96
	5%	4%	7%	5%	5%	5%	7%	6%
			ACE				ACDE	
COSMOPOLITAN	568	33	57	162	215	170	99	101
	5%	3%	4%	4%	6%	4%	5%	7%
					ABCE		AC	

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F

SECTION BF: ONTARIO

BF1. From the following list of activities, please choose the primary type of pleasure trip/vacation that appeals most to you?

		Argentina																					
	Argentina	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	501	228	273	200	169	132	25	71	405	172	329	143	178	180	264	237	378	123	52	449	80	421	
Base: All Respondents (wtd)	500	245	255	248	154*	97*	32**	94*	374	149*	351	327	119	55	228	272	338	162*	39**	461	57*	443	
RELAXING AND SEEING SOME OF THE SIGHTS	187	82	105	75	56	56	12	44	131	61	126	119	49	19	93	93	125	61	19	167	26	161	
	37%	33%	41%	30%	36%	57%	39%	46%	35%	41%	36%	36%	41%	35%	41%	34%	37%	38%	49%	36%	45%	36%	
						CD																	
OUTDOOR LIVING	115	72	44	65	30	20	9	20	86	28	88	77	23	16	62	53	78	37	6	110	12	103	
	23%	29%	17%	26%	19%	21%	29%	22%	23%	18%	25%	23%	19%	28%	27%	19%	23%	23%	14%	24%	21%	23%	
		B												L									
STRICTLY KIDS AND FAMILY	80	32	48	38	42	0	7	2	71	39	41	58	17	5	32	48	68	12	6	74	5	76	
	16%	13%	19%	15%	27%	0	23%	3%	19%	26%	12%	18%	14%	10%	14%	18%	20%	8%	16%	16%	8%	17%	
				E	CE				G	J							Q						
IMMERSED IN CULTURE	74	34	40	36	22	16	1	18	55	17	57	48	16	10	33	41	53	21	7	67	11	63	
	15%	14%	16%	15%	14%	16%	4%	19%	15%	11%	16%	15%	13%	18%	14%	15%	16%	13%	17%	15%	19%	14%	
THRILL SEEKING	31	21	11	26	4	2	1	5	25	1	30	19	10	3	5	27	8	23	1	31	2	29	
	6%	8%	4%	11%	2%	2%	3%	5%	7%	1%	9%	6%	8%	5%	2%	10%	2%	14%	2%	7%	4%	7%	
				DE							I					N		P					
COSMOPOLITAN	12	4	8	8	1	4	1	5	7	4	8	6	4	2	3	9	5	7	0	12	1	11	
	2%	2%	3%	3%	1%	4%	2%	5%	2%	3%	2%	2%	4%	3%	1%	3%	2%	4%	1%	3%	2%	2%	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SECTION BF: ONTARIO

BF1. From the following list of activities, please choose the primary type of pleasure trip/vacation that appeals most to you?

	India																					
	India	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1005	782	223	616	310	79	262	441	302	657	348	32	51	922	747	258	950	55	261	744	634	371
Base: All Respondents (wtd)	500	258	242	276	162	62*	147	205	147	288	212	17**	42*	442	298	202	438	62*	132	368	296	204
RELAXING AND SEEING SOME OF THE SIGHTS	176	89	87	94	57	25	44	75	57	106	70	3	9	164	110	66	157	19	43	133	99	77
	35%	35%	36%	34%	35%	41%	30%	37%	39%	37%	33%	19%	22%	37%	37%	33%	36%	33%	33%	36%	34%	38%
STRICTLY KIDS AND FAMILY	93	45	48	41	38	14	32	41	20	71	22	3	11	79	59	34	81	12	19	74	59	34
	19%	18%	20%	15%	24%	22%	22%	20%	13%	25%	10%	18%	27%	18%	20%	17%	19%	19%	15%	20%	20%	17%
					C					J												
IMMERSED IN CULTURE	78	34	44	40	27	11	21	29	28	45	33	0	9	68	40	38	64	14	21	56	44	33
	16%	13%	18%	14%	17%	18%	14%	14%	19%	16%	15%	3%	21%	15%	13%	19%	15%	23%	16%	15%	15%	16%
OUTDOOR LIVING	72	42	30	46	19	7	22	31	18	32	40	7	7	57	40	32	64	8	26	46	40	31
	14%	16%	12%	17%	12%	11%	15%	15%	12%	11%	19%	44%	18%	13%	13%	16%	15%	13%	20%	12%	14%	15%
											I								S			
COSMOPOLITAN	46	26	21	32	10	3	17	14	15	20	26	0	3	43	27	20	41	5	11	35	30	17
	9%	10%	9%	12%	6%	6%	12%	7%	10%	7%	12%	2%	8%	10%	9%	10%	9%	8%	8%	10%	10%	8%
THRILL SEEKING	35	22	13	23	10	2	11	14	10	13	22	2	2	31	23	12	32	4	11	24	24	11
	7%	9%	5%	8%	6%	3%	8%	7%	7%	5%	10%	14%	5%	7%	8%	6%	7%	6%	9%	6%	8%	6%
											I											

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SECTION BF: ONTARIO

BF1. From the following list of activities, please choose the primary type of pleasure trip/vacation that appeals most to you?

	Mexico																					
	Mexico	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	249	253	277	173	52	349	137	16	182	320	133	161	208	241	261	352	150	70	432	120	382
Base: All Respondents (wtd)	500	239	261	270	159*	71**	392	100*	9**	195*	305	321	103	76	230	270	319	181*	53*	447	90*	410
RELAXING AND SEEING SOME OF THE SIGHTS	150	66	84	62	60	28	121	27	2	51	100	82	38	30	75	75	104	46	20	130	35	115
	30%	28%	32%	23%	38%	39%	31%	27%	22%	26%	33%	26%	37%	39%	33%	28%	33%	25%	37%	29%	39%	28%
				C									K	K								
STRICTLY KIDS AND FAMILY	102	50	51	54	37	11	82	15	4	59	43	69	22	11	56	45	79	23	12	90	23	79
	20%	21%	20%	20%	23%	15%	21%	15%	50%	30%	14%	21%	22%	14%	24%	17%	25%	13%	22%	20%	25%	19%
										J							Q					
OUTDOOR LIVING	99	55	44	64	23	11	74	25	0	39	60	73	15	10	47	52	65	34	6	93	10	89
	20%	23%	17%	24%	15%	16%	19%	25%	5%	20%	20%	23%	15%	13%	20%	19%	20%	19%	11%	21%	11%	22%
												M										
IMMERSED IN CULTURE	99	38	61	49	30	20	79	19	1	36	63	63	18	18	35	64	50	48	10	88	18	81
	20%	16%	23%	18%	19%	28%	20%	19%	14%	19%	21%	20%	17%	24%	15%	24%	16%	27%	19%	20%	20%	20%
																		P				
THRILL SEEKING	29	20	10	26	2	1	20	9	0	5	25	16	7	6	14	15	16	13	4	25	3	27
	6%	8%	4%	9%	1%	2%	5%	9%	4%	2%	8%	5%	7%	8%	6%	6%	5%	7%	8%	6%	3%	6%
				D																		
COSMOPOLITAN	21	10	11	15	6	0	16	5	0	6	15	17	2	2	3	18	4	17	1	20	2	19
	4%	4%	4%	6%	4%	-	4%	5%	4%	3%	5%	5%	2%	2%	1%	7%	1%	9%	1%	5%	2%	5%
															N		P					

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SECTION BF: ONTARIO

BF1. From the following list of activities, please choose the primary type of pleasure trip/vacation that appeals most to you?

	Spain																					
	Spain	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1000	467	533	400	405	195	546	382	72	508	492	585	74	341	503	497	660	340	76	924	98	902
Base: All Respondents (wtd)	500	252	248	205	189	106	266	198	36*	246	254	249	114*	137	251	249	320	180	38*	462	47*	453
RELAXING AND SEEING SOME OF THE SIGHTS	177	88	89	69	62	45	98	64	15	89	88	91	34	52	88	89	118	59	13	164	16	161
	35%	35%	36%	34%	33%	43%	37%	32%	42%	36%	34%	36%	30%	38%	35%	36%	37%	33%	33%	36%	33%	36%
						D																
IMMERSED IN CULTURE	105	46	60	37	37	32	53	46	6	47	58	40	30	36	56	50	69	36	7	99	11	95
	21%	18%	24%	18%	20%	30%	20%	23%	17%	19%	23%	16%	26%	26%	22%	20%	22%	20%	18%	21%	23%	21%
						CD							K	K								
OUTDOOR LIVING	80	43	37	36	27	17	40	35	5	36	44	37	23	20	42	38	49	31	6	74	7	73
	16%	17%	15%	17%	15%	16%	15%	17%	14%	15%	17%	15%	20%	14%	17%	15%	15%	17%	16%	16%	14%	16%
STRICTLY KIDS AND FAMILY	77	43	34	22	48	6	49	25	2	56	21	54	8	15	43	34	53	24	9	68	9	68
	15%	17%	14%	11%	26%	6%	19%	13%	7%	23%	8%	22%	7%	11%	17%	14%	16%	13%	23%	15%	20%	15%
					CE		GH			J		LM										
COSMOPOLITAN	31	12	18	19	8	3	11	15	5	10	21	12	10	8	11	20	18	13	2	29	3	28
	6%	5%	7%	9%	4%	3%	4%	7%	14%	4%	8%	5%	9%	6%	4%	8%	6%	7%	5%	6%	6%	6%
				DE					F		I											
THRILL SEEKING	30	20	10	22	5	3	15	14	2	9	22	15	9	6	12	19	15	16	2	29	2	29
	6%	8%	4%	11%	3%	3%	5%	7%	6%	4%	9%	6%	8%	5%	5%	8%	5%	9%	4%	6%	4%	6%
		B		DE						I							P					

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base

SECTION BF: ONTARIO

BF1. From the following list of activities, please choose the primary type of pleasure trip/vacation that appeals most to you?

		South Africa																					
	South Africa	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	504	225	279	152	219	133	20	102	382	290	214	235	138	131	300	204	445	59	104	400	181	323	
Base: All Respondents (wtd)	500	240	260	287	136	78	31**	115*	353	226	274	244	130*	127*	263	237	417	83*	86*	414	158	342	
OUTDOOR LIVING	160	86	74	80	48	32	12	27	122	74	86	76	47	37	86	75	136	24	35	125	59	101	
	32%	36%	28%	28%	36%	41%	38%	23%	34%	33%	32%	31%	36%	30%	33%	31%	33%	30%	41%	30%	38%	30%	
						C																	
RELAXING AND SEEING SOME OF THE SIGHTS	149	74	76	89	32	29	11	31	107	67	82	72	37	40	77	72	130	20	21	128	47	102	
	30%	31%	29%	31%	23%	37%	35%	27%	30%	30%	30%	30%	28%	32%	29%	31%	31%	24%	24%	31%	30%	30%	
						D																	
STRICTLY KIDS AND FAMILY	80	33	47	46	31	3	4	17	60	61	20	48	14	18	50	30	74	7	11	70	25	55	
	16%	14%	18%	16%	23%	4%	12%	15%	17%	27%	7%	20%	11%	15%	19%	13%	18%	8%	12%	17%	16%	16%	
				E	E					J													
IMMERSED IN CULTURE	55	19	36	26	18	11	1	19	35	20	35	19	17	18	31	24	44	11	9	45	14	41	
	11%	8%	14%	9%	13%	15%	2%	17%	10%	9%	13%	8%	13%	14%	12%	10%	11%	13%	11%	11%	9%	12%	
COSMOPOLITAN	34	18	16	29	4	1	3	16	14	2	32	21	3	10	12	22	23	11	7	27	8	26	
	7%	7%	6%	10%	3%	1%	10%	14%	4%	1%	12%	8%	3%	8%	4%	9%	6%	13%	8%	7%	5%	8%	
				DE				H			I												
THRILL SEEKING	22	10	12	17	3	2	1	5	16	3	18	8	11	3	7	14	11	11	4	18	4	17	
	4%	4%	5%	6%	2%	3%	2%	4%	5%	1%	7%	3%	9%	2%	3%	6%	3%	7%	4%	4%	3%	5%	
											I							P					

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SECTION BF: ONTARIO

BF1. From the following list of activities, please choose the primary type of pleasure trip/vacation that appeals most to you?

	Great Britain																					
	Great Britain	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1005	495	510	372	352	281	218	596	191	507	497	398	313	293	569	436	678	326	79	925	126	879
Base: All Respondents (wtd)	500	246	254	185	177	138	111	294	95	248	252	201	156	143	277	223	334	166	39*	461	61	439
RELAXING AND SEEING SOME OF THE SIGHTS	213	99	114	64	69	80	47	129	37	110	102	98	64	50	116	97	144	69	13	200	21	192
	43%	40%	45%	34%	39%	58%	42%	44%	39%	45%	41%	49%	41%	35%	42%	44%	43%	42%	34%	43%	34%	44%
						CD						LM										T
STRICTLY KIDS AND FAMILY	102	45	58	39	51	12	20	67	16	67	35	46	29	28	58	45	71	32	8	95	12	90
	20%	18%	23%	21%	29%	9%	18%	23%	17%	27%	14%	23%	18%	19%	21%	20%	21%	19%	20%	21%	20%	21%
				E	CE					J												
IMMERSED IN CULTURE	88	47	41	29	26	32	18	47	22	39	49	21	28	39	56	32	59	29	13	74	18	70
	18%	19%	16%	16%	15%	23%	16%	16%	23%	16%	19%	10%	18%	27%	20%	14%	18%	17%	34%	16%	30%	16%
						CD			G				K	KL	O				S		U	
OUTDOOR LIVING	48	31	17	18	19	11	14	26	8	22	26	17	19	12	29	19	32	16	2	46	4	44
	10%	13%	7%	10%	11%	8%	12%	9%	9%	9%	10%	9%	12%	9%	11%	9%	9%	10%	6%	10%	7%	10%
		B																				
THRILL SEEKING	31	21	10	22	7	2	9	14	9	7	25	12	10	9	11	21	20	12	1	30	5	27
	6%	9%	4%	12%	4%	2%	8%	5%	9%	3%	10%	6%	6%	7%	4%	9%	6%	7%	4%	6%	8%	6%
		B		DE					G		I					N						
COSMOPOLITAN	17	4	14	12	4	1	3	11	3	2	15	7	6	4	8	9	9	8	0	17	1	16
	3%	1%	5%	7%	2%	1%	3%	4%	3%	1%	6%	4%	4%	3%	3%	4%	3%	5%	1%	4%	2%	4%
			A	DE							I											

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base

SECTION BF: ONTARIO

BF1. From the following list of activities, please choose the primary type of pleasure trip/vacation that appeals most to you?

		US																					
	US	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	1000	471	529	287	356	357	187	223	590	586	413	433	312	255	525	474	617	382	115	885	149	851	
Base: All Respondents (wtd)	500	247	253	182	158	160	76	110	314	285	215	232	127	141	259	241	311	188	57	443	75	425	
RELAXING AND SEEING SOME OF THE SIGHTS	189	97	92	53	52	84	31	40	118	105	83	90	49	50	98	90	119	70	19	170	25	164	
	38%	39%	36%	29%	33%	52%	41%	37%	37%	37%	39%	39%	39%	36%	38%	38%	38%	37%	33%	38%	33%	39%	
						CD																	
OUTDOOR LIVING	98	54	44	33	31	34	14	24	60	55	43	59	19	20	52	47	62	36	11	87	14	84	
	20%	22%	17%	18%	20%	21%	19%	22%	19%	19%	20%	25%	15%	15%	20%	19%	20%	19%	19%	20%	19%	20%	
												LM											
STRICTLY KIDS AND FAMILY	91	35	56	37	40	14	14	18	59	70	21	43	25	23	42	49	50	41	9	82	12	79	
	18%	14%	22%	20%	26%	9%	18%	17%	19%	25%	10%	19%	20%	16%	16%	20%	16%	22%	17%	18%	16%	19%	
			A	E	E					J								P					
IMMERSED IN CULTURE	83	36	48	35	24	24	11	17	55	41	43	25	26	33	45	38	56	27	14	69	19	65	
	17%	14%	19%	19%	15%	15%	15%	15%	18%	14%	20%	11%	20%	24%	17%	16%	18%	14%	24%	16%	25%	15%	
											I		K	K					S		U		
THRILL SEEKING	25	19	7	17	6	3	4	6	15	9	17	9	5	11	15	10	17	9	4	22	4	21	
	5%	8%	3%	9%	4%	2%	5%	5%	5%	3%	8%	4%	4%	8%	6%	4%	5%	5%	6%	5%	5%	5%	
		B		DE							I			K									
COSMOPOLITAN	13	6	7	8	3	2	1	4	7	5	8	6	3	3	7	6	7	5	1	12	1	12	
	3%	2%	3%	4%	2%	1%	2%	4%	2%	2%	4%	3%	3%	2%	3%	3%	2%	3%	1%	3%	1%	3%	
				E																			

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U

SECTION BF: ONTARIO

BF1. From the following list of activities, please choose the primary type of pleasure trip/vacation that appeals most to you?

	Saudi Arabia																					
	Saudi Arabia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	504	380	124	375	126	3	114	85	200	0	0	151	143	210	274	230	359	145	122	382	163	341
Base: All Respondents (wtd)	500	284	216*	302	189*	9**	108*	90*	184	.*	.*	155*	132*	213	243	257	325	175*	107*	393	155	345
STRICTLY KIDS AND FAMILY	126	90	36	66	57	3	32	23	52	0	0	42	34	50	80	46	89	37	18	108	31	95
	25%	32%	17%	22%	30%	33%	30%	26%	28%	-	-	27%	26%	24%	33%	18%	27%	21%	17%	27%	20%	27%
		B													O							
RELAXING AND SEEING SOME OF THE SIGHTS	105	60	46	58	48	0	20	17	35	0	0	32	20	53	49	56	74	32	22	83	30	75
	21%	21%	21%	19%	25%	-	19%	19%	19%	-	-	21%	15%	25%	20%	22%	23%	18%	21%	21%	20%	22%
OUTDOOR LIVING	95	52	44	58	31	6	14	17	36	0	0	33	21	42	42	53	54	41	21	74	32	63
	19%	18%	20%	19%	16%	67%	13%	19%	20%	-	-	21%	16%	20%	17%	21%	17%	23%	20%	19%	21%	18%
IMMERSED IN CULTURE	71	30	40	45	26	0	13	21	29	0	0	17	17	37	32	39	51	20	14	56	19	51
	14%	11%	19%	15%	14%	-	12%	23%	16%	-	-	11%	13%	17%	13%	15%	16%	11%	13%	14%	12%	15%
COSMOPOLITAN	62	29	33	41	21	0	24	6	21	0	0	18	21	22	28	34	39	23	21	41	27	35
	12%	10%	15%	14%	11%	-	22%	7%	11%	-	-	12%	16%	10%	12%	13%	12%	13%	19%	10%	18%	10%
							GH												S			
THRILL SEEKING	41	23	17	35	6	0	5	6	12	0	0	14	19	9	13	28	18	23	10	30	15	26
	8%	8%	8%	12%	3%	-	5%	7%	6%	-	-	9%	14%	4%	5%	11%	6%	13%	10%	8%	9%	8%
				D									M					P				

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SECTION BF: ONTARIO

BF1. From the following list of activities, please choose the primary type of pleasure trip/vacation that appeals most to you?

	Canada																					
	Canada	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1003	475	528	284	389	330	225	417	361	466	537	357	500	146	538	465	695	308	107	896	151	852
Base: All Respondents (wtd)	500	247	253	178	176	147	113	206	181	224	276	186	224	90	265	235	345	155	53	447	75	425
RELAXING AND SEEING SOME OF THE SIGHTS	184	86	98	60	57	67	34	77	73	88	96	67	79	38	98	86	124	60	17	167	23	161
	37%	35%	39%	34%	33%	45%	30%	38%	40%	39%	35%	36%	35%	42%	37%	36%	36%	39%	33%	37%	31%	38%
						CD			F													
OUTDOOR LIVING	107	65	42	38	41	29	31	48	28	46	62	53	45	9	60	47	72	35	11	96	17	91
	21%	26%	17%	21%	23%	20%	28%	23%	16%	20%	22%	28%	20%	10%	23%	20%	21%	23%	21%	22%	22%	21%
		B					H	H				LM	M									
IMMERSED IN CULTURE	102	48	54	32	33	36	23	39	40	40	62	22	53	27	57	45	73	29	13	88	19	83
	20%	19%	21%	18%	19%	25%	20%	19%	22%	18%	22%	12%	24%	30%	22%	19%	21%	19%	25%	20%	25%	20%
													K	K								
STRICTLY KIDS AND FAMILY	71	30	42	27	35	9	16	34	21	41	30	29	33	9	30	41	52	20	7	64	12	59
	14%	12%	16%	15%	20%	6%	14%	16%	12%	18%	11%	16%	15%	10%	11%	17%	15%	13%	14%	14%	16%	14%
				E	E					J						N						
COSMOPOLITAN	20	9	11	10	7	3	6	3	11	6	14	7	8	6	8	11	13	7	2	18	3	17
	4%	4%	4%	6%	4%	2%	5%	2%	6%	3%	5%	4%	3%	6%	3%	5%	4%	5%	4%	4%	4%	4%
				E			G		G													
THRILL SEEKING	16	10	6	10	3	3	3	5	7	3	13	9	5	2	11	5	12	4	2	14	2	14
	3%	4%	2%	6%	2%	2%	3%	3%	4%	1%	5%	5%	2%	2%	4%	2%	4%	2%	3%	3%	3%	3%
				DE						I												

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U

SECTION BF: ONTARIO

BF1. From the following list of activities, please choose the primary type of pleasure trip/vacation that appeals most to you?

	France																					
	France	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1001	485	516	394	337	270	368	484	149	197	804	356	346	299	686	315	706	295	54	947	84	917
Base: All Respondents (wtd)	500	247	253	191	168	142	185	240	75	104	396	168	208	124	338	162	349	151	26*	474	40*	460
RELAXING AND SEEING SOME OF THE SIGHTS	201	95	106	67	68	66	68	97	36	47	154	64	93	44	134	66	143	58	12	189	14	187
	40%	38%	42%	35%	40%	47%	37%	40%	47%	45%	39%	38%	44%	36%	40%	41%	41%	38%	45%	40%	34%	41%
						C			F				M									
OUTDOOR LIVING	101	56	45	39	34	27	41	43	17	23	78	40	36	24	66	34	70	31	4	97	9	92
	20%	23%	18%	21%	21%	19%	22%	18%	23%	22%	20%	24%	17%	20%	20%	21%	20%	20%	16%	20%	22%	20%
												L										
IMMERSED IN CULTURE	98	49	49	37	31	30	33	49	15	16	82	21	38	39	74	24	70	27	5	93	9	89
	20%	20%	19%	20%	18%	21%	18%	20%	21%	15%	21%	12%	18%	31%	22%	15%	20%	18%	19%	20%	23%	19%
												K	KL	O								
STRICTLY KIDS AND FAMILY	64	26	39	22	27	16	26	34	4	16	48	29	28	8	40	25	42	22	1	63	4	60
	13%	10%	15%	12%	16%	11%	14%	14%	5%	16%	12%	17%	13%	6%	12%	15%	12%	14%	4%	13%	10%	13%
			A				H	H				M	M							R		
THRILL SEEKING	24	17	7	17	5	2	10	13	2	2	23	9	10	5	16	8	16	9	3	22	3	22
	5%	7%	3%	9%	3%	1%	5%	5%	2%	2%	6%	5%	5%	4%	5%	5%	5%	6%	10%	5%	7%	5%
		B		DE							I											
COSMOPOLITAN	12	5	7	8	3	1	6	5	1	0	11	5	4	3	7	5	7	5	2	10	1	11
	2%	2%	3%	4%	2%	1%	3%	2%	2%	0	3%	3%	2%	3%	2%	3%	2%	3%	7%	2%	3%	2%
				E							I								S			

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base

SECTION BF: ONTARIO

BF1. From the following list of activities, please choose the primary type of pleasure trip/vacation that appeals most to you?

	Germany																					
	Germany	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1000	499	501	352	383	265	327	331	342	395	605	220	614	166	614	386	725	275	86	914	160	840
Base: All Respondents (wtd)	500	253	247	172	195	133	162	164	173	195	305	113	285	101	307	193	362	138	44*	456	81	419
RELAXING AND SEEING SOME OF THE SIGHTS	223	110	113	66	86	71	70	78	74	87	136	54	126	43	144	79	169	54	20	202	35	188
	45%	44%	45%	39%	44%	53%	43%	48%	43%	45%	44%	47%	44%	42%	47%	41%	47%	44%	46%	44%	43%	45%
						CD											Q					
STRICTLY KIDS AND FAMILY	88	32	56	25	47	16	26	27	35	56	33	24	47	17	45	43	62	26	3	85	12	77
	18%	13%	23%	15%	24%	12%	16%	17%	20%	28%	11%	21%	16%	17%	15%	22%	17%	19%	7%	19%	14%	18%
			A		CE					J						N				R		
IMMERSED IN CULTURE	82	41	41	25	30	26	24	29	29	26	56	11	48	23	55	27	61	20	10	71	19	63
	16%	16%	17%	15%	15%	20%	15%	17%	17%	13%	18%	10%	17%	23%	18%	14%	17%	15%	24%	16%	23%	15%
										I			K	K							U	
OUTDOOR LIVING	67	43	24	27	24	16	23	22	22	20	47	17	38	12	41	26	45	21	6	61	8	59
	13%	17%	10%	16%	12%	12%	14%	13%	12%	10%	15%	15%	13%	12%	13%	13%	12%	16%	13%	13%	9%	14%
		B									I											
COSMOPOLITAN	22	12	10	14	6	2	10	4	8	3	18	5	12	4	12	10	11	10	2	20	3	19
	4%	5%	4%	8%	3%	2%	6%	2%	5%	2%	6%	5%	4%	4%	4%	5%	3%	8%	4%	4%	4%	4%
				DE			G				I							P				
THRILL SEEKING	19	15	4	15	3	1	8	5	6	3	16	2	14	3	10	9	13	6	3	17	6	14
	4%	6%	2%	9%	2%	1%	5%	3%	4%	2%	5%	2%	5%	3%	3%	5%	4%	4%	6%	4%	7%	3%
		B		DE						I			K								U	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base

SECTION BF: ONTARIO

BF1. From the following list of activities, please choose the primary type of pleasure trip/vacation that appeals most to you?

		Australia																					
	Australia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	1001	511	490	259	240	502	289	522	190	514	487	393	318	290	572	429	609	392	128	873	157	844	
Base: All Respondents (wtd)	500	252	248	197	144	160	138	255	108	234	266	131	294	74	268	232	322	178	58*	442	80*	420	
RELAXING AND SEEING SOME OF THE SIGHTS	186	96	90	57	49	81	56	91	38	93	93	51	108	27	99	87	116	70	19	167	25	161	
	37%	38%	36%	29%	34%	51%	41%	36%	35%	40%	35%	39%	37%	36%	37%	38%	36%	40%	33%	38%	31%	38%	
						CD																	
STRICTLY KIDS AND FAMILY	94	41	53	49	34	11	22	54	18	61	33	22	62	10	45	49	62	32	12	82	13	81	
	19%	16%	22%	25%	24%	7%	16%	21%	17%	26%	12%	17%	21%	14%	17%	21%	19%	18%	20%	19%	16%	19%	
				E	E					J													
IMMERSED IN CULTURE	86	35	51	25	23	38	20	39	27	41	45	16	50	20	46	41	58	29	13	73	19	67	
	17%	14%	21%	13%	16%	24%	15%	15%	25%	18%	17%	12%	17%	27%	17%	18%	18%	16%	23%	16%	24%	16%	
			A			C			FG					KL									
OUTDOOR LIVING	81	46	35	25	31	25	23	46	12	30	51	25	47	9	53	28	53	28	7	73	13	68	
	16%	18%	14%	13%	21%	15%	16%	18%	11%	13%	19%	19%	16%	12%	20%	12%	17%	16%	13%	17%	16%	16%	
					C						I				O								
THRILL SEEKING	27	21	6	20	5	1	5	16	6	3	24	9	14	5	12	15	20	7	4	23	7	21	
	5%	8%	2%	10%	4%	1%	4%	6%	6%	1%	9%	6%	5%	6%	5%	6%	6%	4%	7%	5%	8%	5%	
		B		DE	E						I												
COSMOPOLITAN	26	14	12	21	1	4	11	9	6	6	20	10	13	3	13	13	15	12	3	23	3	23	
	5%	5%	5%	11%	1%	2%	8%	4%	6%	2%	8%	7%	5%	4%	5%	5%	5%	6%	5%	5%	4%	5%	
				DE			G				I												

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base

SECTION BF: ONTARIO

BF1. From the following list of activities, please choose the primary type of pleasure trip/vacation that appeals most to you?

	Japan																					
	Japan	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1001	505	496	403	341	257	598	331	72	517	484	348	212	441	470	531	627	374	89	912	118	883
Base: All Respondents (wtd)	500	251	249	186	172	143	296	167	37*	275	225	170	109	221	241	259	322	178	47*	453	62	438
RELAXING AND SEEING SOME OF THE SIGHTS	189	89	100	61	64	64	115	61	13	104	85	66	46	78	90	99	126	63	18	171	24	165
	38%	36%	40%	33%	37%	45%	39%	37%	34%	38%	38%	39%	42%	35%	37%	38%	39%	35%	38%	38%	38%	38%
						C																
IMMERSED IN CULTURE	121	58	62	36	38	47	63	45	13	63	58	33	26	61	57	64	76	44	13	108	17	103
	24%	23%	25%	19%	22%	33%	21%	27%	34%	23%	26%	19%	24%	28%	24%	25%	24%	25%	28%	24%	28%	24%
						CD			F					K								
STRICTLY KIDS AND FAMILY	60	25	35	23	31	7	36	23	2	51	9	22	13	25	26	34	37	23	3	57	5	55
	12%	10%	14%	12%	18%	5%	12%	14%	4%	19%	4%	13%	12%	11%	11%	13%	12%	13%	7%	13%	9%	12%
				E	CE		H	H		J												
OUTDOOR LIVING	58	40	18	25	20	13	34	20	3	30	28	22	11	25	35	23	36	21	8	50	10	48
	12%	16%	7%	14%	11%	9%	12%	12%	8%	11%	12%	13%	10%	11%	15%	9%	11%	12%	17%	11%	15%	11%
		B													O							
COSMOPOLITAN	57	27	31	34	14	10	40	12	6	21	37	22	10	26	23	35	35	22	3	55	3	55
	11%	11%	12%	18%	8%	7%	13%	7%	16%	8%	16%	13%	9%	12%	9%	13%	11%	13%	6%	12%	5%	12%
				DE			G		G		I					N						T
THRILL SEEKING	15	11	4	7	5	3	7	6	2	7	9	5	3	7	10	5	11	4	2	13	3	12
	3%	4%	2%	4%	3%	2%	2%	4%	4%	2%	4%	3%	3%	3%	4%	2%	3%	2%	5%	3%	5%	3%
		B																				

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base

SECTION BF: ONTARIO

BF1. From the following list of activities, please choose the primary type of pleasure trip/vacation that appeals most to you?

	South Korea																					
	South Korea	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	504	279	225	214	174	116	74	214	216	290	214	20	164	320	271	233	343	161	68	436	115	389
Base: All Respondents (wtd)	500	252	248	210	182	108	76*	212	212	286	214	20**	163	317	261	239	336	164	66*	434	111	389
RELAXING AND SEEING SOME OF THE SIGHTS	167	81	86	75	49	44	18	78	70	86	81	6	54	107	79	87	112	55	22	144	39	128
	33%	32%	35%	35%	27%	40%	24%	37%	33%	30%	38%	29%	33%	34%	30%	37%	33%	34%	34%	33%	35%	33%
						D		F														
STRICTLY KIDS AND FAMILY	117	58	59	40	61	15	17	54	45	87	30	7	37	73	61	55	82	35	7	110	21	95
	23%	23%	24%	19%	34%	14%	22%	26%	21%	30%	14%	32%	23%	23%	23%	23%	24%	21%	10%	25%	19%	25%
					CE					J										R		
IMMERSED IN CULTURE	114	59	54	43	39	32	19	43	51	63	51	3	35	75	71	43	78	36	23	91	29	85
	23%	23%	22%	20%	21%	30%	25%	20%	24%	22%	24%	15%	22%	24%	27%	18%	23%	22%	35%	21%	26%	22%
															O				S			
OUTDOOR LIVING	46	28	18	20	19	7	9	21	16	25	21	0	15	31	27	19	31	15	7	39	12	34
	9%	11%	7%	10%	10%	7%	11%	10%	8%	9%	10%	-	9%	10%	10%	8%	9%	9%	11%	9%	11%	9%
COSMOPOLITAN	34	11	23	15	12	7	7	9	18	18	16	3	9	22	14	20	23	11	3	31	5	29
	7%	4%	9%	7%	7%	6%	9%	4%	9%	6%	7%	16%	5%	7%	5%	8%	7%	6%	5%	7%	5%	7%
			A																			
THRILL SEEKING	23	15	8	17	3	3	6	6	11	8	15	2	12	9	8	14	11	12	3	20	5	18
	5%	6%	3%	8%	2%	3%	8%	3%	5%	3%	7%	9%	8%	3%	3%	6%	3%	8%	4%	5%	4%	5%
				DE						I			M				P					

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SECTION BF: ONTARIO

BF1. From the following list of activities, please choose the primary type of pleasure trip/vacation that appeals most to you?

	Russia																					
	Russia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	209	292	260	193	48	14	48	439	243	258	31	148	322	298	203	421	80	40	461	89	412
Base: All Respondents (wtd)	500	240*	260	211*	211*	78**	25**	58**	417	209*	291*	146**	266	88	284	216*	369	131*	31**	469	61*	439
RELAXING AND SEEING SOME OF THE SIGHTS	164	57	107	49	71	44	8	21	136	71	93	41	89	34	95	69	133	31	14	150	21	143
	33%	24%	41%	23%	34%	56%	30%	36%	33%	34%	32%	28%	34%	38%	33%	32%	36%	24%	44%	32%	34%	33%
			A																			
OUTDOOR LIVING	153	91	62	60	68	25	6	18	129	65	88	50	84	19	93	60	107	46	3	150	8	144
	31%	38%	24%	28%	32%	32%	22%	31%	31%	31%	30%	34%	31%	21%	33%	28%	29%	35%	9%	32%	14%	33%
			B										M									T
STRICTLY KIDS AND FAMILY	69	33	36	37	31	1	6	15	48	40	29	27	29	12	36	33	42	27	2	66	7	61
	14%	14%	14%	17%	15%	1%	23%	26%	11%	19%	10%	19%	11%	13%	13%	15%	11%	20%	7%	14%	12%	14%
IMMERSED IN CULTURE	62	24	38	33	23	6	0	1	61	20	42	12	32	17	32	30	50	12	6	56	15	47
	12%	10%	14%	15%	11%	7%	1%	1%	15%	10%	14%	8%	12%	20%	11%	14%	14%	9%	18%	12%	25%	11%
													L								U	
THRILL SEEKING	47	33	14	27	17	3	6	1	39	10	36	12	29	6	25	22	32	15	7	40	9	38
	9%	14%	5%	13%	8%	3%	25%	2%	9%	5%	13%	8%	11%	7%	9%	10%	9%	11%	23%	8%	15%	9%
COSMOPOLITAN	6	2	3	5	0	0	0	2	3	3	3	3	2	1	3	3	5	1	0	6	0	6
	1%	1%	1%	2%	-	1%	-	4%	1%	1%	1%	2%	1%	1%	1%	1%	1%	0	-	1%	-	1%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SECTION BF: ONTARIO

BF1. From the following list of activities, please choose the primary type of pleasure trip/vacation that appeals most to you?

	Sweden																					
	Sweden	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	236	264	146	171	183	223	236	41	153	347	338	88	74	344	156	311	189	55	445	70	430
Base: All Respondents (wtd)	500	253	247	185*	158*	156*	195*	248	58**	156*	344	105	263*	132*	337	163*	337	163*	76**	424	89*	411
RELAXING AND SEEING SOME OF THE SIGHTS	204	96	108	74	57	73	73	108	23	58	146	47	102	55	144	60	126	78	24	180	36	168
	41%	38%	44%	40%	36%	47%	37%	44%	40%	37%	42%	45%	39%	41%	43%	37%	37%	48%	31%	43%	41%	41%
IMMERSED IN CULTURE	101	57	44	21	33	48	46	44	11	26	74	13	57	31	73	28	70	31	19	81	22	79
	20%	23%	18%	11%	21%	31%	24%	18%	18%	17%	22%	13%	22%	23%	22%	17%	21%	19%	26%	19%	25%	19%
						C								K								
STRICTLY KIDS AND FAMILY	91	42	49	34	47	10	36	47	8	51	40	19	47	24	56	34	70	21	15	76	16	75
	18%	16%	20%	18%	30%	6%	19%	19%	14%	32%	12%	18%	18%	18%	17%	21%	21%	13%	19%	18%	18%	18%
				E	E					J												
OUTDOOR LIVING	48	24	24	17	8	23	15	19	14	17	32	15	26	7	29	19	36	12	8	41	11	37
	10%	10%	10%	9%	5%	15%	8%	8%	25%	11%	9%	14%	10%	6%	9%	12%	11%	7%	10%	10%	12%	9%
						D						M										
THRILL SEEKING	37	29	8	26	11	0	20	15	2	1	36	8	21	8	25	12	20	17	11	26	4	33
	7%	11%	3%	14%	7%	0	10%	6%	3%	0	11%	8%	8%	6%	7%	7%	6%	11%	14%	6%	5%	8%
		B		E	E					I												
COSMOPOLITAN	19	6	14	15	2	2	4	15	0	4	16	3	9	8	10	10	15	4	0	19	0	19
	4%	2%	6%	8%	2%	1%	2%	6%	1%	2%	5%	3%	3%	6%	3%	6%	4%	3%	-	5%	-	5%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SECTION BF: ONTARIO

BF1. From the following list of activities, please choose the primary type of pleasure trip/vacation that appeals most to you?

	Indonesia																					
	Indonesia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	510	352	158	396	108	6	86	281	143	223	287	168	48	294	238	272	431	79	92	418	161	349
Base: All Respondents (wtd)	500	250	250*	282	177*	42**	68*	243	189*	254*	246	164*	47**	289*	226*	274	407	93*	93**	407	187*	313
STRICTLY KIDS AND FAMILY	193	97	96	80	107	5	13	89	91	153	40	62	19	112	104	89	165	28	30	163	79	114
	39%	39%	38%	29%	61%	13%	19%	37%	48%	60%	16%	38%	40%	39%	46%	32%	41%	30%	32%	40%	43%	36%
					C			F	F	J												
RELAXING AND SEEING SOME OF THE SIGHTS	145	65	79	90	35	20	17	78	50	54	91	50	7	88	65	80	123	22	36	109	57	88
	29%	26%	32%	32%	20%	48%	25%	32%	26%	21%	37%	30%	14%	30%	29%	29%	30%	24%	38%	27%	30%	28%
											I											
OUTDOOR LIVING	80	57	23	50	19	11	14	37	28	34	45	26	11	42	30	50	62	18	16	64	25	55
	16%	23%	9%	18%	11%	26%	21%	15%	15%	14%	18%	16%	24%	15%	13%	18%	15%	19%	17%	16%	13%	18%
		B																				
IMMERSED IN CULTURE	47	17	30	30	12	5	12	27	8	10	37	10	6	31	18	29	39	8	6	41	18	29
	9%	7%	12%	11%	7%	13%	18%	11%	4%	4%	15%	6%	13%	11%	8%	10%	9%	9%	6%	10%	9%	9%
							H				I											
COSMOPOLITAN	22	6	16	20	2	0	7	6	10	3	19	13	2	7	3	19	11	11	1	21	3	19
	4%	2%	7%	7%	1%	-	10%	3%	5%	1%	8%	8%	5%	3%	1%	7%	3%	12%	2%	5%	2%	6%
							G				I							P				
THRILL SEEKING	13	8	5	12	1	0	6	5	2	0	13	3	2	8	6	7	7	6	4	9	5	8
	3%	3%	2%	4%	1%	-	8%	2%	1%	0	5%	2%	4%	3%	3%	3%	2%	6%	4%	2%	3%	3%
							GH				I											

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SECTION BF: ONTARIO

BF1. From the following list of activities, please choose the primary type of pleasure trip/vacation that appeals most to you?

	Turkey																					
	Turkey	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	508	381	127	408	90	10	60	243	205	215	293	158	94	256	268	240	360	148	61	447	157	351
Base: All Respondents (wtd)	500	252	248*	263	194*	43**	48*	239*	214*	238*	262	173*	77*	250*	255*	245	341	159*	81**	419	161*	339
RELAXING AND SEEING SOME OF THE SIGHTS	148	71	77	77	59	12	11	66	71	71	77	50	23	75	66	82	107	41	18	130	40	108
	30%	28%	31%	29%	30%	29%	24%	28%	33%	30%	30%	29%	30%	30%	26%	33%	31%	26%	22%	31%	25%	32%
OUTDOOR LIVING	123	61	63	58	53	12	9	76	39	57	67	42	22	59	79	44	83	41	31	93	41	82
	25%	24%	25%	22%	27%	29%	18%	32%	18%	24%	25%	24%	28%	24%	31%	18%	24%	26%	38%	22%	25%	24%
								H							O							
IMMERSED IN CULTURE	117	48	69	59	45	12	12	56	48	35	82	38	14	64	52	65	72	44	18	98	44	72
	23%	19%	28%	23%	23%	29%	26%	23%	23%	15%	31%	22%	18%	26%	20%	26%	21%	28%	22%	23%	27%	21%
										I												
STRICTLY KIDS AND FAMILY	73	45	28	38	28	6	7	32	33	64	9	28	14	30	41	31	59	14	9	64	26	47
	15%	18%	11%	15%	15%	14%	15%	13%	16%	27%	3%	16%	19%	12%	16%	13%	17%	8%	11%	15%	16%	14%
										J												
THRILL SEEKING	34	26	8	26	8	0	8	8	18	11	23	14	3	17	13	21	16	17	5	29	8	26
	7%	10%	3%	10%	4%	-	16%	4%	8%	5%	9%	8%	4%	7%	5%	8%	5%	11%	6%	7%	5%	8%
		B					G															
COSMOPOLITAN	5	2	4	5	0	0	0	1	4	1	4	0	1	4	3	2	3	2	0	5	3	2
	1%	1%	2%	2%	-	-	-	0	2%	0	2%	0	1%	2%	1%	1%	1%	1%	0	1%	2%	1%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SECTION BF: ONTARIO

BF1. From the following list of activities, please choose the primary type of pleasure trip/vacation that appeals most to you?

		Hungary																					
	Hungary	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	1000	423	577	307	256	437	481	379	6	491	509	287	441	272	590	410	533	467	84	916	77	923	
Base: All Respondents (wtd)	500	244	256	202	132	167	240	171	2**	227	273	130	294	77	274	226	263	237	36*	464	33*	467	
RELAXING AND SEEING SOME OF THE SIGHTS	191	90	101	58	43	90	94	67	1	89	103	52	113	26	111	80	92	100	15	177	13	179	
	38%	37%	40%	29%	32%	54%	39%	39%	44%	39%	38%	40%	39%	34%	41%	36%	35%	42%	40%	38%	39%	38%	
						CD												P					
OUTDOOR LIVING	110	69	41	50	26	35	48	41	1	43	67	28	61	21	61	49	57	54	5	105	5	105	
	22%	28%	16%	25%	20%	21%	20%	24%	56%	19%	25%	22%	21%	27%	22%	22%	22%	23%	14%	23%	16%	22%	
STRICTLY KIDS AND FAMILY		B																					
	100	48	53	45	38	18	60	27	0	61	39	30	60	11	51	50	56	44	8	93	6	94	
	20%	20%	21%	22%	29%	11%	25%	16%	-	27%	14%	23%	20%	14%	18%	22%	21%	19%	21%	20%	19%	20%	
IMMERSED IN CULTURE				E	E		G			J		M											
	83	31	52	37	22	24	35	31	0	30	53	14	51	17	45	37	52	31	8	75	7	75	
	17%	13%	20%	18%	17%	14%	15%	18%	-	13%	19%	11%	17%	22%	17%	17%	20%	13%	22%	16%	23%	16%	
THRILL SEEKING			A								I		K	K			Q						
	12	6	6	10	2	0	3	4	0	3	9	4	7	1	5	7	6	6	1	11	1	11	
	2%	2%	2%	5%	1%	0	1%	2%	-	1%	3%	3%	2%	2%	2%	3%	2%	3%	2%	2%	2%	2%	
COSMOPOLITAN				DE																			
	3	0	3	3	0	0	1	0	0	0	3	2	1	0	0	3	1	2	0	3	0	3	
	1%	-	1%	1%	0	-	0	-	-	0	1%	1%	0	0	-	1%	0	1%	-	1%	-	1%	
			A													N							

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SECTION BF: ONTARIO

BF1. From the following list of activities, please choose the primary type of pleasure trip/vacation that appeals most to you?

	Poland																					
	Poland	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	513	197	316	139	196	178	386	108	19	283	230	37	336	140	335	178	318	195	62	451	88	425
Base: All Respondents (wtd)	500	248	252	215*	151	134	405	82*	14**	258	242	104*	327	69	303	197	287	213	49*	451	69*	431
OUTDOOR LIVING	152	88	65	42	51	59	126	22	5	78	74	18	116	18	101	51	92	60	14	138	21	131
	30%	35%	26%	20%	34%	44%	31%	26%	38%	30%	31%	18%	36%	26%	33%	26%	32%	28%	29%	31%	30%	31%
				C	C								K									
RELAXING AND SEEING SOME OF THE SIGHTS	130	63	67	48	44	38	106	22	3	63	68	26	81	24	75	56	74	57	11	119	19	112
	26%	25%	27%	22%	29%	29%	26%	27%	19%	24%	28%	25%	25%	34%	25%	28%	26%	27%	23%	26%	27%	26%
STRICTLY KIDS AND FAMILY	120	46	74	70	31	19	91	26	3	89	31	38	74	8	81	38	67	53	7	113	10	110
	24%	18%	29%	33%	20%	14%	22%	31%	25%	34%	13%	37%	23%	11%	27%	19%	23%	25%	13%	25%	15%	25%
			A	DE						J		M	M									
IMMERSED IN CULTURE	67	40	27	29	22	16	55	9	2	23	44	8	42	17	38	29	45	22	10	57	13	54
	13%	16%	11%	14%	15%	12%	14%	12%	18%	9%	18%	8%	13%	25%	13%	15%	16%	10%	21%	13%	18%	13%
										I			KL									
THRILL SEEKING	24	8	16	21	2	1	21	3	0	1	23	13	9	3	5	19	7	17	2	22	2	22
	5%	3%	6%	10%	1%	1%	5%	4%	-	0	10%	12%	3%	4%	2%	10%	2%	8%	5%	5%	4%	5%
				DE							I	L				N		P				
COSMOPOLITAN	6	3	3	4	1	0	6	0	0	3	2	0	5	0	2	4	3	3	4	2	4	2
	1%	1%	1%	2%	1%	-	1%	-	-	1%	1%	-	2%	1%	1%	2%	1%	1%	8%	0	6%	0
																			S		U	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SECTION BF: ONTARIO

BF1. From the following list of activities, please choose the primary type of pleasure trip/vacation that appeals most to you?

	China																					
	China	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1018	563	455	487	393	138	134	391	493	699	319	129	285	604	718	300	909	109	141	877	350	668
Base: All Respondents (wtd)	500	249	251	201	212	87	66	194	240	348	152	73	146	281	341	159	438	62	65	435	164	336
RELAXING AND SEEING SOME OF THE SIGHTS	180	89	92	61	79	41	22	66	93	136	45	30	51	100	120	60	158	23	21	160	54	126
	36%	36%	37%	30%	37%	47%	33%	34%	39%	39%	29%	40%	35%	35%	35%	38%	36%	36%	32%	37%	33%	38%
				C		CD				J												
OUTDOOR LIVING	135	74	60	62	54	18	21	57	56	91	44	23	43	69	88	47	114	21	19	116	45	90
	27%	30%	24%	31%	26%	21%	32%	29%	23%	26%	29%	31%	29%	25%	26%	29%	26%	33%	29%	27%	27%	27%
		B		E				H														
IMMERSED IN CULTURE	116	55	61	40	53	22	12	42	62	81	34	11	35	70	87	29	105	10	16	100	42	73
	23%	22%	24%	20%	25%	26%	18%	21%	26%	23%	23%	15%	24%	25%	25%	18%	24%	16%	24%	23%	26%	22%
														K	O							
STRICTLY KIDS AND FAMILY	23	10	13	7	14	2	2	14	8	20	4	3	7	13	16	8	23	1	4	20	7	16
	5%	4%	5%	4%	7%	2%	3%	7%	3%	6%	2%	4%	5%	5%	5%	5%	5%	1%	5%	5%	4%	5%
					CE			H		J							Q					
COSMOPOLITAN	23	10	13	15	5	3	4	8	11	10	13	5	3	16	16	7	18	5	3	20	7	16
	5%	4%	5%	8%	2%	4%	7%	4%	4%	3%	9%	6%	2%	6%	5%	4%	4%	8%	5%	5%	4%	5%
				D							I	L		L				P				
THRILL SEEKING	23	11	12	15	7	1	5	8	10	10	13	2	7	13	14	9	20	3	4	19	8	14
	5%	5%	5%	8%	3%	1%	8%	4%	4%	3%	8%	3%	5%	5%	4%	6%	5%	5%	5%	4%	5%	4%
				DE							I											

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U

SECTION BF: ONTARIO

BF1. From the following list of activities, please choose the primary type of pleasure trip/vacation that appeals most to you?

	Brazil																					
	Brazil	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1018	490	528	559	326	133	199	773	46	347	671	149	541	328	409	609	764	254	125	892	225	793
Base: All Respondents (wtd)	500	244	256	271	162*	67*	170*	318	13**	161*	339	363	107	29	158*	342	312	188*	53**	447	81*	419
STRICTLY KIDS AND FAMILY	146	68	78	71	61	15	54	88	5	79	67	112	29	5	46	100	91	55	25	121	32	114
	29%	28%	31%	26%	38%	22%	32%	28%	37%	49%	20%	31%	27%	17%	29%	29%	29%	29%	47%	27%	40%	27%
										J		M	M									
RELAXING AND SEEING SOME OF THE SIGHTS	135	72	62	74	42	19	43	88	4	41	94	82	40	13	50	85	97	38	16	119	23	112
	27%	30%	24%	27%	26%	28%	25%	28%	29%	25%	28%	23%	37%	44%	31%	25%	31%	20%	30%	27%	28%	27%
													K	KL								
OUTDOOR LIVING	103	52	51	48	37	18	31	71	1	25	78	81	18	4	31	72	64	39	9	94	17	85
	21%	21%	20%	18%	23%	26%	18%	22%	5%	15%	23%	22%	17%	13%	19%	21%	20%	21%	17%	21%	21%	20%
												M										
IMMERSED IN CULTURE	52	17	35	23	16	13	20	29	2	9	44	36	11	5	19	33	29	23	1	51	3	49
	10%	7%	14%	9%	10%	19%	12%	9%	20%	5%	13%	10%	10%	19%	12%	10%	9%	12%	3%	11%	4%	12%
														KL								
THRILL SEEKING	40	21	19	35	5	0	12	27	1	2	38	32	7	1	4	36	14	27	1	39	4	36
	8%	9%	7%	13%	3%	0	7%	9%	7%	1%	11%	9%	7%	4%	2%	11%	4%	14%	2%	9%	5%	9%
				DE							I					N		P				
COSMOPOLITAN	24	14	10	20	1	3	10	14	0	6	18	20	3	1	9	15	17	7	1	23	2	22
	5%	6%	4%	7%	1%	5%	6%	4%	2%	4%	5%	5%	3%	4%	6%	4%	5%	4%	2%	5%	2%	5%
				D																		

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SECTION BF: ONTARIO

BF1. From the following list of activities, please choose the primary type of pleasure trip/vacation that appeals most to you?

	Italy																					
	Italy	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1011	620	391	421	330	260	213	441	357	324	687	162	566	283	561	450	682	329	160	851	230	781
Base: All Respondents (wtd)	500	250	250	181	172	147	131	221	149	202	298	244	198	58	245	255	289	211	75*	425	92	408
RELAXING AND SEEING SOME OF THE SIGHTS	170	88	82	67	50	53	49	70	50	65	105	82	70	18	78	91	99	70	23	146	31	138
	34%	35%	33%	37%	29%	36%	38%	32%	34%	32%	35%	34%	35%	31%	32%	36%	34%	33%	31%	34%	34%	34%
IMMERSED IN CULTURE	115	55	60	36	43	36	25	49	40	44	72	38	56	21	63	53	75	40	24	91	30	85
	23%	22%	24%	20%	25%	25%	19%	22%	27%	22%	24%	16%	28%	37%	26%	21%	26%	19%	32%	21%	33%	21%
OUTDOOR LIVING	103	59	44	33	35	35	20	52	31	36	67	56	36	11	57	47	60	43	11	92	14	89
	21%	24%	18%	18%	20%	24%	15%	24%	21%	18%	23%	23%	18%	19%	23%	18%	21%	21%	15%	22%	16%	22%
STRICTLY KIDS AND FAMILY	68	30	38	17	33	18	24	28	16	48	21	44	21	4	34	35	33	35	4	64	7	61
	14%	12%	15%	10%	19%	12%	18%	13%	11%	24%	7%	18%	11%	6%	14%	14%	11%	17%	5%	15%	8%	15%
COSMOPOLITAN	23	6	17	14	6	3	7	12	4	6	17	12	9	2	5	18	10	13	2	21	3	20
	5%	2%	7%	8%	4%	2%	5%	5%	3%	3%	6%	5%	4%	4%	2%	7%	3%	6%	3%	5%	3%	5%
THRILL SEEKING	21	13	8	13	5	2	5	9	7	3	17	11	7	2	8	12	12	9	9	11	6	15
	4%	5%	3%	7%	3%	2%	4%	4%	4%	2%	6%	5%	4%	3%	3%	5%	4%	4%	13%	3%	6%	4%
				E						I									S			

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base

SECTION BF: ONTARIO

BF1. From the following list of activities, please choose the primary type of pleasure trip/vacation that appeals most to you?

		Belgium																									
	Belgium	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		Region			Language	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	North	Center	South	French	Flemish
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	501	239	262	165	177	159	176	210	115	225	275	168	208	125	245	256	300	201	18	483	35	466	224	113	164	234	267
Base: All Respondents (wtd)	500	251	249	184	172	144	178	207	116	215	284	172	186	142	242	258	300	200	18**	482	37*	463	218	115	167	237	263
RELAXING AND SEEING SOME OF THE SIGHTS	192	95	97	65	51	76	67	79	46	84	108	63	69	61	106	86	115	78	8	184	18	174	76	43	72	99	93
	38%	38%	39%	35%	30%	53%	38%	38%	40%	39%	38%	36%	37%	43%	44%	34%	38%	39%	44%	38%	49%	38%	35%	38%	43%	42%	36%
STRICTLY KIDS AND FAMILY						CD									O												
	116	50	65	41	57	18	36	56	24	61	54	51	44	21	54	62	73	43	3	113	7	109	50	29	38	55	61
	23%	20%	26%	22%	33%	12%	20%	27%	21%	29%	19%	29%	24%	15%	22%	24%	24%	22%	15%	23%	20%	23%	23%	25%	22%	23%	23%
OUTDOOR LIVING				E	CE					J		M															
	76	49	28	29	26	21	33	24	19	27	50	26	30	21	37	39	46	30	4	72	4	72	37	17	22	31	45
	15%	19%	11%	16%	15%	15%	19%	12%	16%	12%	17%	15%	16%	14%	15%	15%	15%	15%	22%	15%	11%	16%	17%	15%	13%	13%	17%
IMMERSED IN CULTURE		B																									
	65	27	38	23	21	21	20	27	18	26	38	12	22	31	31	34	38	27	1	64	5	60	28	16	21	34	31
	13%	11%	15%	13%	12%	15%	11%	13%	15%	12%	13%	7%	12%	22%	13%	13%	13%	13%	6%	13%	13%	13%	13%	14%	13%	14%	12%
COSMOPOLITAN														KL													
	29	12	18	14	9	7	12	12	5	11	18	10	11	8	6	23	13	16	1	28	1	28	17	5	8	11	19
	6%	5%	7%	7%	5%	5%	7%	6%	4%	5%	6%	6%	6%	5%	3%	9%	4%	8%	7%	6%	3%	6%	8%	4%	5%	4%	7%
THRILL SEEKING															N												
	21	18	3	13	8	1	10	8	3	5	17	10	10	1	9	13	15	7	1	20	1	20	10	5	6	7	14
	4%	7%	1%	7%	5%	1%	6%	4%	3%	2%	6%	6%	5%	1%	4%	5%	5%	3%	7%	4%	3%	4%	5%	4%	4%	3%	5%
		B		E	E							M	M														

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U - V/W/X - Y/Z * small base; ** very small base (under 30) ineligible for sig testing