

Expedia

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PF1. How long have you been in your current committed relationship?

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1594	218	132	144	495	446	159	314	509	771	455	1139
Weighted	1594	222	153*	106	613	378	121	327	504	763	492	1102
Less than 6 months	46 3%	2 1%	11 7% AD	4 4%	11 2%	17 4% AD	2 1%	25 8% HI	11 2%	10 1%	6 1%	40 4% J
6 months - less than a year	38 2%	4 2%	3 2%	1 1%	13 2%	14 4%	4 3%	14 4% I	11 2%	13 2%	15 3%	24 2%
1 year - less than 5 years	340 21%	49 22%	29 19%	28 26%	131 21%	84 22%	19 16%	117 36% HI	114 23% I	108 14%	102 21%	238 22%
5 years - less than 10 years	264 17%	29 13%	33 22%	12 12%	108 18%	60 16%	21 17%	41 13%	80 16%	144 19% G	117 24% K	147 13%
10 years or more	891 56%	135 61%	77 50%	60 57%	343 56%	200 53%	76 63%	126 38%	278 55% G	487 64% GH	249 51%	642 58% J
I am not currently in a relationship	14 1%	4 2%	0 -	0 -	7 1%	3 1%	0 -	4 1% I	10 2% I	0 -	3 1%	11 1%

PF2. When was the last time you took a vacation with your partner, without kids or any family?

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: In a committed relationship	1584	217	132	144	489	443	159	310	503	771	452	1132
Weighted	1580	219	153*	106	606	375	121	323	494	763	489	1090
Less than 6 months ago	510 32%	72 33%	47 31%	27 26%	188 31%	143 38% CDF	32 27%	81 25%	134 27%	295 39% GH	102 21%	407 37% J
6 months - less than a year ago	226 14%	43 19% EF	16 10%	14 13%	97 16%	45 12%	12 10%	20 6%	79 16% G	127 17% G	47 10%	179 16% J
1 year - less than 5 years ago	364 23%	48 22%	41 27%	21 20%	148 24%	78 21%	28 23%	64 20%	125 25%	175 23%	119 24%	245 22%
5 years - less than 10 years ago	104 7%	9 4%	7 5%	11 11% A	41 7%	23 6%	12 10%	22 7%	37 7%	44 6%	41 8%	62 6%
10 years or more ago	122 8%	18 8%	15 10%	13 12%	40 7%	25 7%	10 9%	27 8%	37 7%	59 8%	62 13% K	60 6%
We have not taken a vacation together as a couple	255 16%	29 13%	27 18%	20 18%	92 15%	61 16%	27 22%	109 34% HI	82 17% I	63 8%	118 24% K	137 13%

PF3. How, do you think, a vacation with your partner would affect your relationship?

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: In a committed relationship Weighted	1584	217	132	144	489	443	159	310	503	771	452	1132
	1580	219	153*	106	606	375	121	323	494	763	489	1090
Our relationship would likely improve significantly	361	39	51	21	127	105	18	100	108	152	139	221
	23%	18%	33% ACDF	20%	21%	28% ADF	15%	31% HI	22%	20%	28% K	20%
Our relationship would likely improve somewhat	528	79	54	39	203	101	52	92	159	277	187	341
	33%	36% E	35%	37% E	33% E	27%	43% E	28%	32%	36% G	38% K	31%
Our relationship would likely worsen somewhat	8	2	1	0	1	3	1	2	3	3	4	4
	0	1%	0	-	0	1%	1%	1%	1%	0	1%	0
Our relationship would likely worsen significantly	3	0	0	1	2	0	0	1	1	1	0	3
	0	-	-	1%	0	-	-	0	0	0	-	0
It would likely have no impact on our relationship	681	98	48	45	274	166	49	128	223	329	159	522
	43%	45% B	31%	42%	45% B	44% B	41%	40%	45%	43%	33%	48% J
Summary												
Top2Box - Improve	889	118	105	60	330	206	70	192	267	429	326	562
	56%	54%	68% ADE	57%	54%	55%	58%	60%	54%	56%	67% K	52%
Low2Box - Worsen	11	2	1	1	3	3	1	3	4	4	4	7
	1%	1%	0	1%	0	1%	1%	1%	1%	1%	1%	1%

PF4. Which of the following types of vacations would you choose to re-connect or re-capture the thrill with your partner?

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: In a committed relationship Weighted	1584	217	132	144	489	443	159	310	503	771	452	1132
	1580	219	153*	106	606	375	121	323	494	763	489	1090
An all-inclusive vacation to a sunny destination	627	94	65	30	257	129	52	116	197	314	214	412
	40%	43% C	42% C	28%	42% CE	34%	43% C	36%	40%	41%	44%	38%
A sightseeing visit to a major city	140	7	15	14	62	29	13	35	45	60	37	103
	9%	3%	10% A	13% A	10% A	8%	11% A	11%	9%	8%	8%	9%
A romantic escape at a bed & breakfast or an inn in the country	314	37	26	27	95	105	24	77	111	126	114	200
	20%	17%	17%	25% D	16%	28% ABD	20%	24% I	22% I	16%	23% K	18%
A trip to a country to visit several cities	226	36	15	17	95	48	15	32	50	144	49	177
	14%	16%	10%	16%	16%	13%	12%	10%	10%	19% GH	10%	16% J
An extreme or specialized vacation (mountain climbing, fishing, etc.)	76	10	6	5	31	20	3	17	24	35	27	48
	5%	5%	4%	5%	5%	5%	3%	5%	5%	5%	6%	4%
None of the above	198	34	26	15	66	44	14	46	68	84	47	150
	13%	16%	17%	14%	11%	12%	11%	14%	14%	11%	10%	14% J

PF5. Which of the following statements best describes how often you and/or your partner take separate vacations, that is, vacations without one another?

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: In a committed relationship Weighted	1584	217	132	144	489	443	159	310	503	771	452	1132
	1580	219	153*	106	606	375	121	323	494	763	489	1090
We take separate vacations regularly	102	21	7	6	37	16	14	15	24	62	27	75
	6%	10% E	4%	6%	6%	4%	12% DE	5%	5%	8% H	6%	7%
We have taken separate vacations but it is not something that we do regularly	512	97	44	33	189	117	32	97	165	250	149	363
	32%	44% BCDEF	29%	32%	31%	31%	26%	30%	33%	33%	30%	33%
We have never taken separate vacations but it is something that we would consider doing	169	25	6	15	73	45	6	41	57	72	59	110
	11%	11%	4%	14% BF	12% BF	12% BF	5%	13%	11%	9%	12%	10%
We have never taken separate vacations nor would we ever consider doing so	796	76	96	51	308	196	69	170	248	378	254	542
	50%	35%	63% ACD	48% A	51% A	52% A	57% A	53%	50%	50%	52%	50%

PF6. How focused would you say your partner is on spending time with you while on vacation?

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: In a committed relationship	1584	217	132	144	489	443	159	310	503	771	452	1132
Weighted	1580	219	153*	106	606	375	121	323	494	763	489	1090
Very focused	1080 68%	117 54%	115 75% A	69 65%	430 71% A	274 73% AF	76 63%	224 69%	334 68%	522 68%	324 66%	756 69%
Somewhat focused	411 26%	82 37% BDE	31 20%	31 29%	144 24%	86 23%	37 30%	77 24%	132 27%	201 26%	131 27%	280 26%
Not very focused	68 4%	17 8% DE	6 4%	5 5%	22 4%	11 3%	6 5%	13 4%	19 4%	35 5%	24 5%	44 4%
Not at all focused	21 1%	2 1%	1 1%	2 1%	10 2%	5 1%	2 1%	9 3% I	8 2%	4 1%	10 2%	11 1%
Summary												
Top2Box - Focused	1491 94%	199 91%	146 95%	99 94%	574 95%	360 96% A	113 93%	300 93%	467 94%	724 95%	455 93%	1036 95%
Low2Box - Not focused	89 6%	20 9% E	7 5%	7 6%	32 5%	15 4%	8 7%	23 7%	28 6%	39 5%	34 7%	55 5%

PF7. How focused would you say you are on spending time with your partner while on vacation?

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: In a committed relationship	1584	217	132	144	489	443	159	310	503	771	452	1132
Weighted	1580	219	153*	106	606	375	121	323	494	763	489	1090
Very focused	1048 66%	121 56%	115 75% ACF	65 61%	416 69%	256 68%	74 61%	232 72%	311 63%	504 66%	310 63%	737 68%
Somewhat focused	479 30%	86 40% BDE	36 24%	37 34%	173 29%	105 28%	41 34%	78 24%	165 33%	235 31%	157 32%	321 29%
Not very focused	38 2%	8 4%	1 0	3 3%	13 2%	10 3%	4 3%	6 2%	14 3%	19 2%	14 3%	24 2%
Not at all focused	15 1%	2 1%	1 1%	2 2%	4 1%	4 1%	2 2%	6 2%	4 1%	5 1%	8 2%	8 1%
Summary												
Top2Box - Focused	1526 97%	208 95%	152 99%	101 96%	589 97%	361 96%	115 96%	311 96%	477 96%	739 97%	468 96%	1059 97%
Low2Box - Not focused	54 3%	11 5%	2 1%	5 4%	17 3%	14 4%	5 4%	12 4%	18 4%	23 3%	22 4%	32 3%

PF8_a.[Me] Do you or your partner bring technological devices such as PDAs, Blackberries, Pocket PCs, webmail, and cell phones on vacation with you?

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: In a committed relationship	1584	217	132	144	489	443	159	310	503	771	452	1132
Weighted	1580	219	153*	106	606	375	121	323	494	763	489	1090
Always	411 26%	65 30%	43 28%	22 21%	164 27%	75 20%	42 35%	75 23%	129 26%	207 27%	135 28%	277 25%
Sometimes	400 25%	58 27%	45 29%	32 30%	143 24%	95 25%	28 23%	81 25%	113 23%	206 27%	132 27%	268 25%
Never	768 49%	95 44%	65 43%	52 49%	300 49%	204 55%	51 42%	167 52%	252 51%	349 46%	222 45%	546 50%
(Dk/Ns)	1 0	0 -	0 -	0 -	0 -	1 0	0 -	0 -	0 -	1 0	1 0	0 -

PF8_b. [My partner] Do you or your partner bring technological devices such as PDAs, Blackberries, Pocket PCs, webmail, and cell phones on vacation with you?

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: In a committed relationship Weighted	1584	217	132	144	489	443	159	310	503	771	452	1132
	1580	219	153*	106	606	375	121	323	494	763	489	1090
Always	349	56	38	16	139	64	35	67	113	170	111	238
	22%	25%	25%	15%	23%	17%	29%	21%	23%	22%	23%	22%
Sometimes	E	E	E	E	E	E	CE					
	355	49	41	24	130	86	25	66	99	190	125	230
	22%	22%	27%	23%	21%	23%	20%	20%	20%	25%	25%	21%
Never	876	114	74	65	337	225	61	190	282	403	254	622
	55%	52%	48%	62%	56%	60%	50%	59%	57%	53%	52%	57%
						B						

PF9_1. (We use vacations as an opportunity to re-kindle the fire in our relationship) And now, thinking about the romance between you and your partner while on vacation, to what extent would you agree or disagree with the following statements?

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: In a committed relationship Weighted												
	1584	217	132	144	489	443	159	310	503	771	452	1132
	1580	219	153*	106	606	375	121	323	494	763	489	1090
We use vacations as an opportunity to re-kindle the fire in our relationship												
Strongly agree	276	30	28	13	98	93	15	56	86	135	98	178
	17%	14%	18%	12%	16%	25% ACDF	12%	17%	17%	18%	20%	16%
Somewhat agree	883	122	87	61	334	204	74	179	270	434	278	605
	56%	56%	57%	57%	55%	54%	62%	55%	55%	57%	57%	55%
Somewhat disagree	286	40	31	19	115	60	20	61	87	137	84	202
	18%	18%	20%	18%	19%	16%	17%	19%	18%	18%	17%	19%
Strongly disagree	135	26	8	13	58	18	12	27	52	56	29	105
	9%	12% E	5%	13% E	10% E	5%	10%	8%	10%	7%	6%	10% J
Summary												
Top2Box - Agree	1159	153	115	73	433	297	89	234	355	570	376	783
	73%	70%	75%	69%	71%	79% ACD	74%	73%	72%	75%	77%	72%
Low2Box - Disagree	420	66	39	33	173	78	32	89	139	193	113	307
	27%	30% E	25%	31% E	29% E	21%	26%	27%	28%	25%	23%	28%

PF9_2. (Vacations are a chance to spend more time together than we usually do) And now, thinking about the romance between you and your partner while on vacation, to what extent would you agree or disagree with the following statements?

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: In a committed relationship	1584	217	132	144	489	443	159	310	503	771	452	1132
Weighted	1580	219	153*	106	606	375	121	323	494	763	489	1090
Vacations are a chance to spend more time together than we usually do												
Strongly agree	654 41%	56 25%	79 51%	40 38%	269 44%	159 43%	52 43%	134 41%	189 38%	331 43%	236 48%	418 38%
Somewhat agree	677 43%	127 58%	51 33%	48 45%	240 40%	161 43%	51 42%	134 42%	213 43%	331 43%	209 43%	468 43%
Somewhat disagree	170 11%	23 11%	17 11%	13 12%	65 11%	40 11%	12 10%	34 11%	58 12%	78 10%	30 6%	140 13%
Strongly disagree	78 5%	13 6%	7 5%	6 5%	32 5%	15 4%	6 5%	21 6%	34 7%	23 3%	14 3%	64 6%
Summary								I	I		J	J
Top2Box - Agree	1332 84%	182 83%	130 85%	88 83%	509 84%	320 85%	103 85%	268 83%	402 81%	662 87%	445 91%	886 81%
Low2Box - Disagree	248 16%	36 17%	24 15%	18 17%	97 16%	55 15%	18 15%	55 17%	92 19%	101 13%	44 9%	204 19%

PF9_3. (Vacations remind me of the qualities that I like best in my partner) And now, thinking about the romance between you and your partner while on vacation, to what extent would you agree or disagree with the following statements?

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: In a committed relationship	1584	217	132	144	489	443	159	310	503	771	452	1132
Weighted	1580	219	153*	106	606	375	121	323	494	763	489	1090
Vacations remind me of the qualities that I like best in my partner												
Strongly agree	458 29%	49 23%	54 35% A	25 24%	186 31%	115 31%	27 23%	116 36% HI	129 26%	212 28%	148 30%	309 28%
Somewhat agree	838 53%	122 56%	72 47%	65 61%	314 52%	191 51%	74 61%	153 48%	273 55%	412 54%	258 53%	580 53%
Somewhat disagree	213 14%	33 15%	22 15%	10 9%	78 13%	57 15%	14 12%	41 13%	60 12%	113 15%	64 13%	150 14%
Strongly disagree	71 4%	14 6%	4 3%	6 6%	29 5%	12 3%	5 4%	13 4%	32 6% I	26 3%	19 4%	52 5%
Summary												
Top2Box - Agree	1296 82%	172 79%	127 83%	90 85%	500 82%	306 82%	101 84%	270 83%	402 81%	624 82%	407 83%	889 82%
Low2Box - Disagree	284 18%	47 21%	27 17%	16 15%	106 18%	69 18%	19 16%	53 17%	92 19%	139 18%	83 17%	201 18%

PF9_4. (We have taken or plan to take a 'creation vacation', using our holiday as an opportunity to conceive a child) And now, thinking about the romance between you and your partner while on vacation, to what extent would you agree or disagree with the following statements?

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: In a committed relationship	1584	217	132	144	489	443	159	310	503	771	452	1132
Weighted	1580	219	153*	106	606	375	121	323	494	763	489	1090
We have taken or plan to take a 'creation vacation', using our holiday as an opportunity to conceive a child												
Strongly agree	28 2%	0 -	2 1%	1 1%	13 2%	11 3% A	1 1%	8 2%	8 2%	12 2%	9 2%	19 2%
Somewhat agree	116 7%	8 4%	11 7%	10 10% F	48 8%	35 9% AF	3 3%	35 11% I	35 7%	47 6%	54 11% K	63 6%
Somewhat disagree	218 14%	21 9%	21 14%	12 11%	72 12%	73 19% ACD	20 17%	52 16% I	85 17% I	81 11%	79 16%	139 13%
Strongly disagree	1218 77%	189 87% DE	119 78%	84 79% E	473 78% E	257 69%	96 80% E	228 71%	367 74%	623 82% GH	347 71%	870 80% J
Summary												
Top2Box - Agree	144 9%	8 4%	13 9%	11 10% A	61 10% AF	45 12% AF	5 4%	42 13% I	43 9%	59 8%	63 13% K	81 7%
Low2Box - Disagree	1436 91%	210 96% CDE	140 91%	95 90%	545 90%	329 88%	116 96% DE	280 87%	452 91%	704 92% G	427 87%	1009 93% J

PF9_5. (We have taken or plan to take a 'baby moon', using our holidays as a last getaway before the baby comes) And now, thinking about the romance between you and your partner while on vacation, to what extent would you agree or disagree with the following statements?

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: In a committed relationship	1584	217	132	144	489	443	159	310	503	771	452	1132
Weighted	1580	219	153*	106	606	375	121	323	494	763	489	1090
We have taken or plan to take a 'baby moon', using our holidays as a last getaway before the baby comes												
Strongly agree	47 3%	2 1%	3 2%	6 6% AF	19 3%	16 4%	1 1%	10 3%	13 3%	24 3%	25 5% K	22 2%
Somewhat agree	135 9%	9 4%	8 5%	14 13% AF	68 11% AF	33 9% F	3 2%	23 7%	47 10%	64 8%	74 15% K	61 6%
Somewhat disagree	185 12%	17 8%	16 11%	6 6%	62 10%	62 17% ACD	21 18% ACD	49 15% I	67 14% I	70 9%	72 15% K	114 10%
Strongly disagree	1212 77%	190 87% CDE	126 82% E	79 75%	458 76%	264 71%	96 79%	241 75%	367 74%	605 79%	318 65%	894 82% J
Summary												
Top2Box - Agree	182 12%	12 5%	11 7%	20 19% ABF	87 14% AF	48 13% AF	4 3%	33 10%	61 12%	89 12%	100 20% K	83 8%
Low2Box - Disagree	1398 88%	207 95% CDE	142 93% C	86 81%	519 86%	327 87%	117 97% CDE	290 90%	433 88%	674 88%	390 80%	1008 92% J

PF9_6. (My partner and I have sex more often while on vacation) And now, thinking about the romance between you and your partner while on vacation, to what extent would you agree or disagree with the following statements?

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: In a committed relationship Weighted												
	1584	217	132	144	489	443	159	310	503	771	452	1132
	1580	219	153*	106	606	375	121	323	494	763	489	1090
My partner and I have sex more often while on vacation												
Strongly agree	236	42	21	14	85	59	15	55	59	122	96	140
	15%	19%	14%	13%	14%	16%	12%	17%	12%	16%	20% K	13%
Somewhat agree	640	81	64	47	248	158	42	117	208	315	206	434
	41%	37%	41%	44%	41%	42%	35%	36%	42%	41%	42%	40%
Somewhat disagree	401	51	39	22	151	99	39	84	125	192	125	276
	25%	23%	26%	21%	25%	26%	32%	26%	25%	25%	26%	25%
Strongly disagree	303	44	29	23	122	59	25	67	102	134	62	241
	19%	20%	19%	22%	20%	16%	21%	21%	21%	18%	13%	22% J
Summary												
Top2Box - Agree	876	123	85	61	333	217	57	172	268	436	302	574
	55%	56%	55%	58%	55%	58% F	47%	53%	54%	57%	62% K	53%
Low2Box - Disagree	704	95	69	45	273	158	64	151	227	326	187	517
	45%	44%	45%	42%	45%	42%	53% E	47%	46%	43%	38%	47% J

PF9_7. (Nothing changes for us - it's the same old story) And now, thinking about the romance between you and your partner while on vacation, to what extent would you agree or disagree with the following statements?

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: In a committed relationship Weighted												
	1584	217	132	144	489	443	159	310	503	771	452	1132
	1580	219	153*	106	606	375	121	323	494	763	489	1090
Nothing changes for us - it's the same old story												
Strongly agree	142	28	15	7	50	25	17	40	55	47	31	111
	9%	13%	10%	6%	8%	7%	14%	12%	11%	6%	6%	10%
Somewhat agree	355	52	28	34	137	83	21	66	119	170	103	252
	22%	24%	18%	32%	23%	22%	17%	20%	24%	22%	21%	23%
Somewhat disagree	655	90	63	39	264	156	44	121	197	336	209	446
	41%	41%	41%	37%	44%	42%	36%	38%	40%	44%	43%	41%
Strongly disagree	428	48	48	26	156	111	39	96	123	209	146	281
	27%	22%	31%	25%	26%	30%	32%	30%	25%	27%	30%	26%
Summary												
Top2Box - Agree	497	80	43	41	186	108	39	106	174	217	134	363
	31%	37%	28%	39%	31%	29%	32%	33%	35%	28%	27%	33%
Low2Box - Disagree	1083	139	110	65	420	267	82	217	320	545	355	727
	69%	63%	72%	61%	69%	71%	68%	67%	65%	72%	73%	67%

PF9_8. (We tend to argue and bicker more while on vacation) And now, thinking about the romance between you and your partner while on vacation, to what extent would you agree or disagree with the following statements?

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: In a committed relationship	1584	217	132	144	489	443	159	310	503	771	452	1132
Weighted	1580	219	153*	106	606	375	121	323	494	763	489	1090
We tend to argue and bicker more while on vacation												
Strongly agree	23 1%	0 -	0 -	1 1%	11 2%	9 2%	2 2%	6 2%	9 2%	8 1%	8 2%	15 1%
Somewhat agree	123 8%	22 10%	12 8%	15 14% DE	39 7%	27 7%	9 7%	35 11% I	43 9%	45 6%	47 10%	77 7%
Somewhat disagree	461 29%	75 34%	50 33%	28 27%	167 28%	109 29%	31 25%	90 28%	158 32%	213 28%	157 32%	304 28%
Strongly disagree	973 62%	122 56%	91 60%	62 58%	389 64%	230 61%	79 65%	192 59%	284 57%	497 65% H	278 57%	695 64% J
Summary												
Top2Box - Agree	146 9%	22 10%	12 8%	16 15% D	51 8%	35 9%	11 9%	42 13% I	52 11% I	53 7%	55 11%	91 8%
Low2Box - Disagree	1433 91%	197 90%	142 92%	90 85%	556 92% C	339 91%	110 91%	281 87%	442 89%	710 93% GH	434 89%	999 92%

PF9_9. (My partner's technological device(s) receive more attention than I receive from my partner while on vacation) And now, thinking about the romance between you and your partner while on vacation, to what extent would you agree or disagree with the following statements?

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: In a committed relationship	664	82	70	54	209	175	74	115	200	349	226	438
Weighted	704	104*	79*	41*	269	150	60*	133*	212	359	235	468
My partner's technological device(s) receive more attention than I receive from my partner while on vacation												
Strongly agree	5 1%	0 -	0 -	0 -	3 1%	1 1%	1 2%	4 3% I	2 1%	0 -	3 1%	2 1%
Somewhat agree	48 7%	8 8%	2 3%	5 12%	14 5%	14 10%	4 7%	13 10%	18 8%	17 5%	18 7%	30 6%
Somewhat disagree	140 20%	17 16%	22 28%	11 28%	43 16%	35 23%	12 20%	21 16%	56 26% I	63 18%	51 22%	89 19%
Strongly disagree	511 73%	80 76%	55 69%	24 59%	209 78% CE	100 67%	42 71%	95 72%	137 65%	279 78% H	164 70%	347 74%
Summary												
Top2Box - Agree	53 8%	8 8%	2 3%	5 12%	17 6%	15 10%	5 9%	17 13% I	19 9%	17 5%	21 9%	33 7%
Low2Box - Disagree	651 92%	96 92%	77 97%	36 88%	252 94%	135 90%	55 91%	116 87%	192 91%	342 95% G	215 91%	436 93%

PF9_10. (I give my technological device(s) more attention than I give my partner while on vacation) And now, thinking about the romance between you and your partner while on vacation, to what extent would you agree or disagree with the following statements?

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: In a committed relationship	783	111	78	69	241	200	84	143	239	401	247	536
Weighted	811	123*	88*	54*	306	170	70*	156	242	413	267	544
I give my technological device(s) more attention than I give my partner while on vacation												
Strongly agree	6 1%	0 -	0 -	0 -	3 1%	2 1%	2 3%	3 2%	1 0	3 1%	2 1%	4 1%
Somewhat agree	37 5%	7 6%	0 -	3 6% B	14 5%	9 5%	4 6%	7 5%	13 5%	17 4%	13 5%	24 4%
Somewhat disagree	137 17%	20 17%	19 22%	13 23%	39 13%	35 20% D	11 16%	30 19% I	59 24% I	47 11%	48 18%	89 16%
Strongly disagree	631 78%	96 78%	69 78%	38 70%	251 82% E	125 74%	53 76%	116 74%	169 70%	346 84% GH	204 76%	428 79%
Summary												
Top2Box - Agree	43 5%	7 6%	0 -	3 6% B	17 6%	10 6%	6 8% B	10 6%	14 6%	19 5%	16 6%	28 5%
Low2Box - Disagree	768 95%	116 94%	88 100% CF	51 94%	289 94%	160 94%	64 92%	146 94%	228 94%	394 95%	251 94%	517 95%

PF9. (Top2box - Agree Summary) And now, thinking about the romance between you and your partner while on vacation, to what extent would you agree or disagree with the following statements?

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
We use vacations as an opportunity to re-kindle the fire in our relationship	1159	153	115	73	433	297	89	234	355	570	376	783
	73%	70%	75%	69%	71%	79% ACD	74%	73%	72%	75%	77%	72%
Vacations are a chance to spend more time together than we usually do	1332	182	130	88	509	320	103	268	402	662	445	886
	84%	83%	85%	83%	84%	85%	85%	83%	81%	87% H	91% K	81%
Vacations remind me of the qualities that I like best in my partner	1296	172	127	90	500	306	101	270	402	624	407	889
	82%	79%	83%	85%	82%	82%	84%	83%	81%	82%	83%	82%
We have taken or plan to take a 'creation vacation', using our holiday as an opportunity to conceive a child.	144	8	13	11	61	45	5	42	43	59	63	81
	9%	4%	9%	10% A	10% AF	12% AF	4%	13% I	9%	8%	13% K	7%
We have taken or plan to take a 'baby moon', using our holidays as a last getaway before the baby comes.	182	12	11	20	87	48	4	33	61	89	100	83
	12%	5%	7%	19% ABF	14% AF	13% AF	3%	10%	12%	12%	20% K	8%
My partner and I have sex more often while on vacation	876	123	85	61	333	217	57	172	268	436	302	574
	55%	56%	55%	58%	55%	58% F	47%	53%	54%	57%	62% K	53%
Nothing changes for us - it's the same old story	497	80	43	41	186	108	39	106	174	217	134	363
	31%	37%	28%	39% E	31%	29%	32%	33%	35% I	28%	27%	33% J
We tend to argue and bicker more while on vacation	146	22	12	16	51	35	11	42	52	53	55	91
	9%	10%	8%	15% D	8%	9%	9%	13% I	11% I	7%	11%	8%
My partner's technological device(s) receive more attention than I receive from my partner while on vacation	53	8	2	5	17	15	5	17	19	17	21	33
	8%	8%	3%	12%	6%	10%	9%	13% I	9%	5%	9%	7%
I give my technological device(s) more attention than I give my partner while on vacation	43	7	0	3	17	10	6	10	14	19	16	28
	5%	6%	-	6% B	6%	6%	8% B	6%	6%	5%	6%	5%

PF9. (Low2box - Disagree Summary) And now, thinking about the romance between you and your partner while on vacation, to what extent would you agree or disagree with the following statements?

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
We use vacations as an opportunity to re-kindle the fire in our relationship	420	66	39	33	173	78	32	89	139	193	113	307
	27%	30% E	25%	31% E	29% E	21%	26%	27%	28%	25%	23%	28%
Vacations are a chance to spend more time together than we usually do	248	36	24	18	97	55	18	55	92	101	44	204
	16%	17%	15%	17%	16%	15%	15%	17%	19% I	13%	9%	19% J
Vacations remind me of the qualities that I like best in my partner	284	47	27	16	106	69	19	53	92	139	83	201
	18%	21%	17%	15%	18%	18%	16%	17%	19%	18%	17%	18%
We have taken or plan to take a 'creation vacation', using our holiday as an opportunity to conceive a child.	1436	210	140	95	545	329	116	280	452	704	427	1009
	91%	96% CDE	91%	90%	90%	88%	96% DE	87%	91%	92% G	87%	93% J
We have taken or plan to take a 'baby moon', using our holidays as a last getaway before the baby comes.	1398	207	142	86	519	327	117	290	433	674	390	1008
	88%	95% CDE	93% C	81%	86%	87%	97% CDE	90%	88%	88%	80%	92% J
My partner and I have sex more often while on vacation	704	95	69	45	273	158	64	151	227	326	187	517
	45%	44%	45%	42%	45%	42%	53% E	47%	46%	43%	38%	47% J
Nothing changes for us - it's the same old story	1083	139	110	65	420	267	82	217	320	545	355	727
	69%	63%	72%	61%	69%	71% C	68%	67%	65%	72% H	73% K	67%
We tend to argue and bicker more while on vacation	1433	197	142	90	556	339	110	281	442	710	434	999
	91%	90%	92%	85%	92% C	91%	91%	87%	89%	93% GH	89%	92%
My partner's technological device(s) receive more attention than I receive from my partner while on vacation	651	96	77	36	252	135	55	116	192	342	215	436
	92%	92%	97%	88%	94%	90%	91%	87%	91%	95% G	91%	93%
I give my technological device(s) more attention than I give my partner while on vacation	768	116	88	51	289	160	64	146	228	394	251	517
	95%	94%	100% CF	94%	94%	94%	92%	94%	94%	95%	94%	95%

PF10. Who in your relationship is most likely to plan the vacation?

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: In a committed relationship Weighted	1584	217	132	144	489	443	159	310	503	771	452	1132
	1580	219	153*	106	606	375	121	323	494	763	489	1090
You	421	67	36	30	166	93	29	72	117	232	143	277
	27%	31%	23%	29%	27%	25%	24%	22%	24%	30% GH	29%	25%
Your partner	160	25	9	13	62	36	15	32	50	77	67	93
	10%	12%	6%	12%	10%	10%	12%	10%	10%	10%	14% K	9%
It's a collaborative effort, we book and research our vacations together	999	126	108	63	378	246	77	219	327	453	279	720
	63%	58%	71% A	59%	62%	66%	64%	68% I	66% I	59%	57%	66% J

PF11. And how do you and your partner typically plan your trips together?

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Vacation planning is a collaborative effort	1011	136	89	86	306	291	103	214	332	465	260	751
Weighted	999	126*	108*	63*	378	246	77*	219	327	453	279	720
We plan the trip on the internet, but book through a travel agent	182	27	14	7	81	39	14	43	51	89	48	135
	18%	21%	13%	11%	21%	16%	18%	20%	15%	20%	17%	19%
We plan and book the trip using the internet	391	52	53	22	151	81	32	88	116	187	124	267
	39%	41%	49% E	35%	40%	33%	41%	40%	36%	41%	45%	37%
We have a travel agent do the planning and the booking	68	3	5	6	27	21	6	15	22	31	13	55
	7%	3%	5%	10%	7%	8%	8%	7%	7%	7%	5%	8%
We generally use brochures, and then book through a travel agent	206	27	25	15	70	52	17	39	75	92	55	152
	21%	21%	23%	24%	18%	21%	22%	18%	23%	20%	20%	21%
We generally use brochures, and then book online	151	17	10	13	49	54	9	34	63	54	40	111
	15%	13%	9%	20%	13%	22% BD	12%	15%	19% I	12%	14%	15%