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Those Who've Actually Done It Are More Likely to Fantasize About It and Vice Versa; 'On the Beach' Top Fantasy (35%) and Actual (20%) Location for Vacation Sex Outside the Room

Public Release Date: Monday, October 1st, 12:00 PM EDT



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Those Who Actually Do It Are More Likely to Fantasize About It and Vice Versa; 'On the Beach' Top Fantasy (35%) and Actual (20%) Location for Vacation Sex

Toronto, ON –A new survey, the first of a four part series conducted by Ipsos Reid on behalf of Tripcentral.ca, reveals that many Canadian women tend to get adventurous with their intimacy habits while on vacation. The study of Canadian women vacation-goers, aged 18 to 60 and who are in relationships, shows that four in ten (43%) Canadian women on vacation say they have had sex outside their hotel room. Six in ten (57%), however, have not had such intimate moments outside their hotel room while on vacation.

Middle-aged women (47%), aged 35-44, are the most likely to have had sex outside their hotel room, compared to younger women (43%), aged 18-34, and older women (40%), aged 45-60. Older women (60%) are most likely to have not had sex outside their hotel room while on vacation, although a majority of younger (56%) and middle-aged (53%) have not done it either.

When it comes to fantasizing about vacation sex outside the hotel room, the roles seem reversed. A majority (54%) have fantasized or dreamed about having sex outside their hotel room, while a minority (46%) say they have not had such fantasies during vacation.

Fantasizing about vacation sex in different locations seems more prevalent in Canadians women the younger they are.

Two-thirds (67%) of younger women say they've fantasized about having sex outside their hotel room while on vacation, compared to six in ten (57%) of middle-aged women and four in ten (41%) of older women who feel the same way. Only a majority (59%) of older women say they have not fantasized about having sex outside their hotel room while on vacation, compared to a minority of younger (33%) and middle-aged (43%) who share this sentiment.

Dreaming and Fulfilling the Fantasy

Among those who have had sex outside of their room while on vacation, seven in ten (71%) fantasized about it (or continue to) compared to three in ten (29%) who have not fantasized about it. Among those who haven't had sex outside their room, four in ten (41%) fantasize about doing it, while six in ten (59%) do not.

Six in ten (57%) Canadian women who have fantasized about having sex outside of their room have actually done it, while four in ten (43%) are left fantasizing about it. Only three in ten (27%) who have not fantasized about it have actually done it, while most (73%) of those not fantasizing about it also aren't doing it.

The Hot Spots

When asked where, specifically, they've had sex outside their hotel room, a full one in five (20%) say they've done it 'on the beach', making it the top location for vacation sex outside the hotel room. Another one in five (15%) have had sex 'in the ocean', while 14% have done it 'on the balcony', 'in the pool, or 'in the hot tub'.

The locations where Canadian women have had sex outside their rooms most while on vacation also seem to be the most fantasized about locations as well. Similarly to where they've actually done, it 'on the beach' (35%) is the most fantasized place for sex outside the hotel room. One-quarter (25%) fantasize about doing it in the ocean, while two in ten say they've fantasized about doing it 'on a boat' (21%), 'on the balcony' (19%), 'in the pool' (19%), and 'in the hot tub'. The table below outlines the full list of where Canadian women on vacation have had sex outside their room and where they've also fantasized about doing it:

| <u>Location</u> | <u>Have Had Sex</u> | <u>Have Fantasized About Sex</u> |
|----------------------|---------------------|----------------------------------|
| On the beach | 20% | 35% |
| In the ocean | 15% | 25% |
| In the pool | 14% | 19% |
| On the balcony | 14% | 19% |
| In the hot tub | 14% | 18% |
| On a boat | 10% | 21% |
| On a lounge chair | 9% | 13% |
| In a public bathroom | 6% | 7% |
| In a hammock | 4% | 13% |



| | | |
|---------------------|-----|-----|
| In the sauna | 3% | 12% |
| In the fitness room | 1% | 7% |
| On a dance floor | 1% | 7% |
| None of the above | 57% | 46% |

These are some of the findings of an Ipsos Reid poll conducted between August 17th to 24th, 2012, on behalf of Tripcentral.ca. For this survey, a sample of 1,013 females, aged 18-60, who were in a relationship and had taken a vacation, by plane, outside of Canada in the last 3 years from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/- 3.1 percentage points, 19 times out of 20, of what the results would have been had the entire population of Canadian females, aged 18-60, who had been in a relationship and had taken a vacation, by plane, outside of Canada in the last 3 years been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.



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