



Ipsos Reid

TRIPCENRAL

Frisky Vacation Study - 2012

tripcentral.ca



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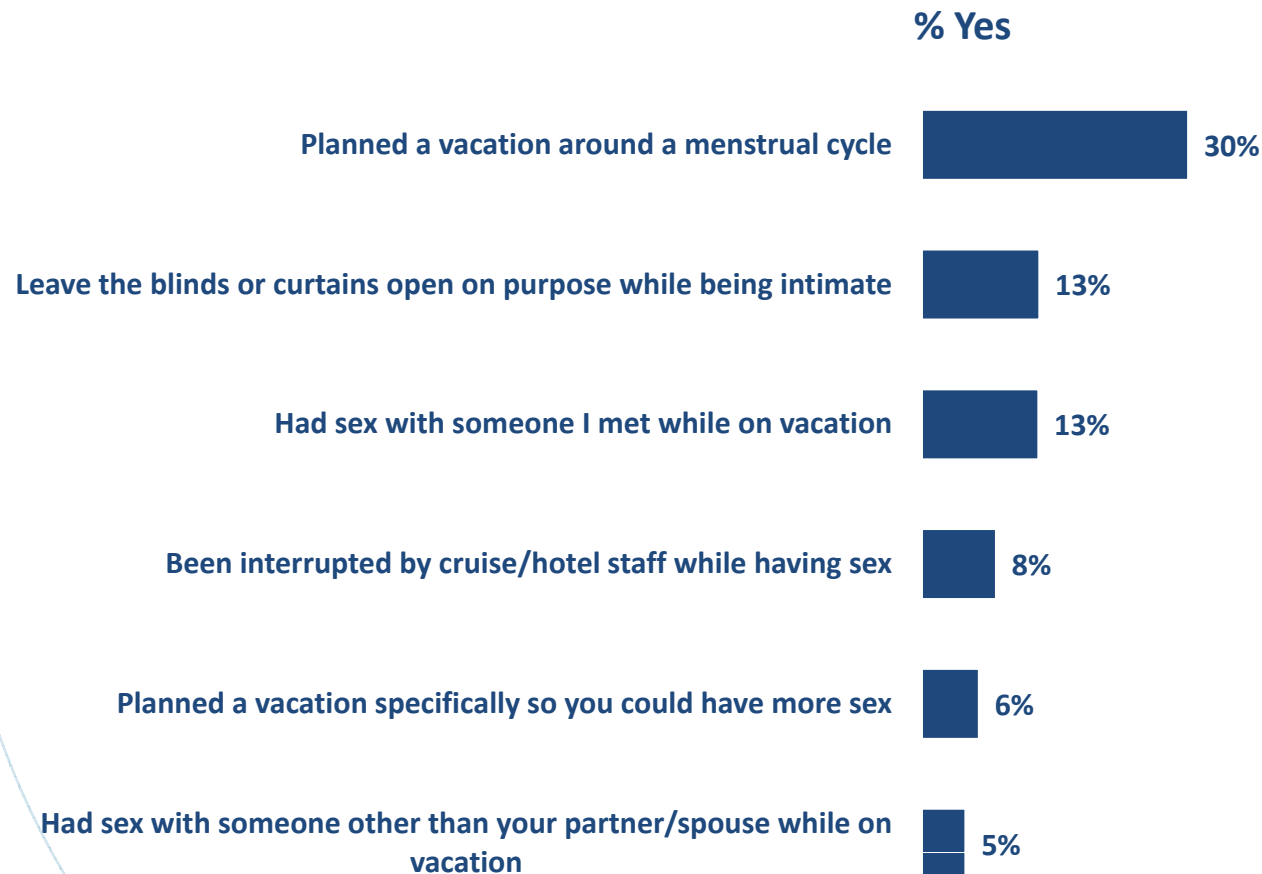
Objectives and Methodology

- Tripcentral.ca commissioned Ipsos Reid to conduct a survey gauging the opinions of female vacationers and their intimate habits while on vacation.
- Methodology:
 - ⇒ This survey was conducted using an online methodology and fieldwork ran from August 17th to 24th, 2012
 - ⇒ An overall 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 was surveyed. Females contacted who were not in a relationship and/or had not taken a vacation, by plane, outside of Canada in the last 3 years were screened and prevented from completing the survey.
 - ⇒ With a sample of this size, the total results are considered accurate to within ± 3.1 percentage points, 19 times out of 20, of what they would have been had the entire Canadian female population, aged 18-60, that was in a relationship and had taken a vacation, by plane, outside of Canada in the last 3 years been polled.
 - ⇒ Data has been weighted by region and age distribution.



Have You Ever...?

•Three in ten (30%) have planned a vacation around a menstrual cycle. 13% say they 'leave the blinds or curtains open on purpose while being intimate' or they've 'had sex with someone they met while on vacation'. 6% have planned a vacation specifically so they could have more sex, while 5% have had sex with someone other than their partner while on vacation.



Q13. Have you ever done any of the following:
Base: All respondents (n=1013)



Have You Ever...? – Demographics

- 18-34 yr. olds are significantly more likely to have planned around a menstrual cycle (35%), leave blinds or curtains open on purpose (17%), or have sex with someone they met while on vacation (15%), compared to 45-60 yr olds. Those who are casually dating someone are much more likely to done the actions on the list below compared to those who are married or living common law.

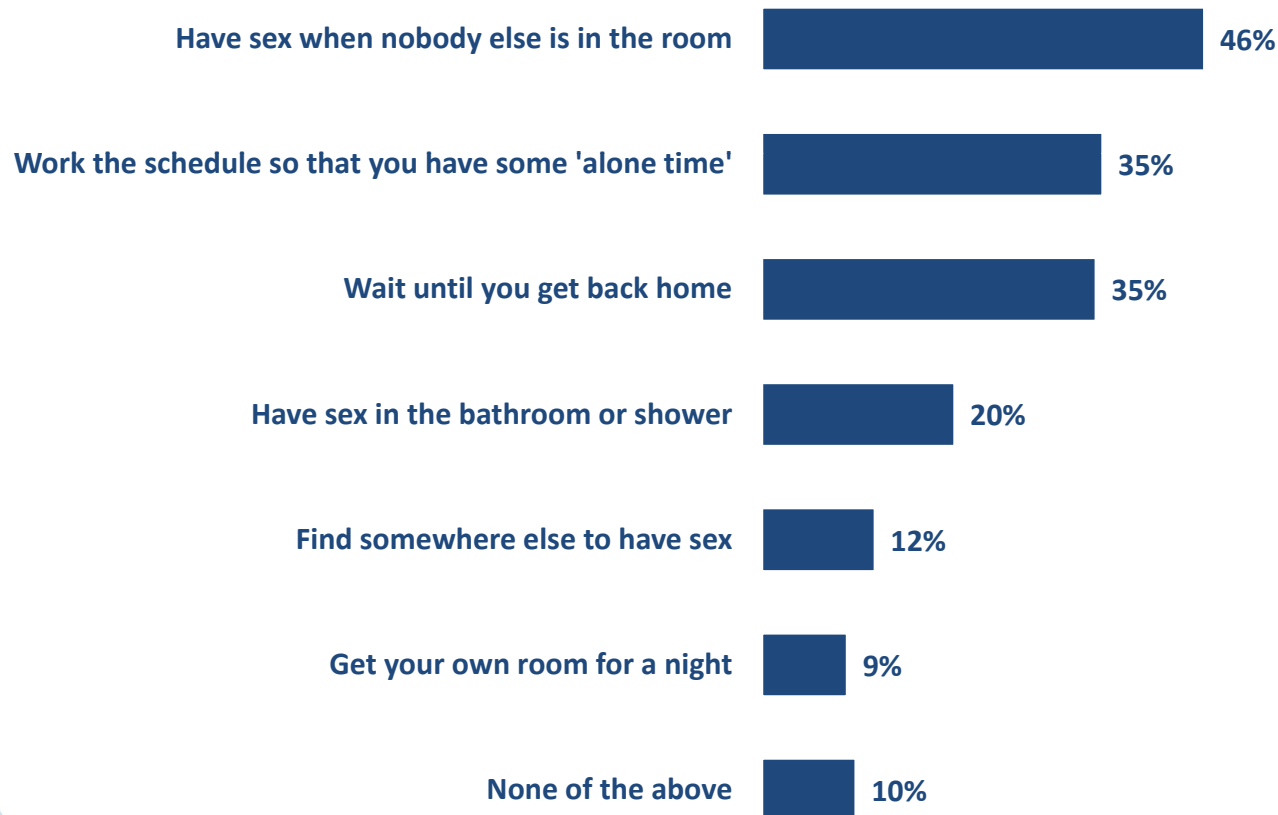
% Yes	Total	Age			Relationship			Language	
		18-34	35-44	45-60	Casually dating	In a serious relationship	Married or living common law	English	French
	(A)	(H)	(J)	(K)	(L)	(M)	(N)	(T)	(U)
	(n=1013)	(n=342)	(n=274)	(n=397)	(n=74)	(n=153)	(n=786)	(n=773)	(n=240)
Planned a vacation around a menstrual cycle	30%	35%	33%	22%	39%	35%	28%	30%	27%
Leave the blinds or curtains open on purpose while being intimate	13%	17%	13%	10%	20%	21%	11%	14%	11%
Had sex with someone I met while on vacation	13%	15%	14%	10%	30%	22%	10%	12%	16%
Been interrupted by cruise/hotel staff while having sex	8%	10%	6%	8%	14%	11%	7%	9%	7%
Planned a vacation specifically so you could have more sex	6%	8%	6%	5%	7%	9%	6%	7%	5%
Had sex with someone other than your partner/spouse while on vacation	5%	5%	6%	4%	13%	7%	4%	4%	7%

Significantly Greater Significantly Less



Sharing a Hotel Room

• Nearly half (46%) say they have sex when nobody else in the room if they are sharing the room with others. 35% work a schedule so that they have some 'alone time' or they just wait until they get back home. One in ten (9%) get their own room for the night, while another one in ten (10%) don't do any of the actions listed.



Q14. Let's say you and your partner are sharing a hotel room with another person, such as your kids, another family member or friend. When it comes to sex, what do you typically do?
Base: All respondents (n=1013)



Sharing a Hotel Room – Demographics

- Younger respondents (18-34) and those in a serious relationship are significantly more likely to fit vacation sex into their schedule, not matter how, than older respondents (45-60) or those who are married or living common law.

	Total	Age			Relationship		
		18-34	35-44	45-60	Casually dating	In a serious relationship	Married or living common law
	(A) (n=1013)	(H) (n=342)	(J) (n=274)	(K) (n=397)	(L) (n=74)	(M) (n=153)	(N) (n=786)
Have sex when nobody else is in the room	46%	60%	44%	36%	51%	61%	43%
Work the schedule so that you have some 'alone time'	35%	46%	34%	28%	38%	48%	33%
Wait until you get back home	35%	25%	35%	43%	20%	27%	38%
Have sex in the bathroom or shower	20%	31%	18%	13%	27%	29%	18%
Find somewhere else to have sex	12%	21%	11%	4%	28%	20%	9%
Get your own room for a night	9%	12%	8%	7%	6%	16%	8%
None of the above	10%	9%	10%	10%	18%	8%	9%

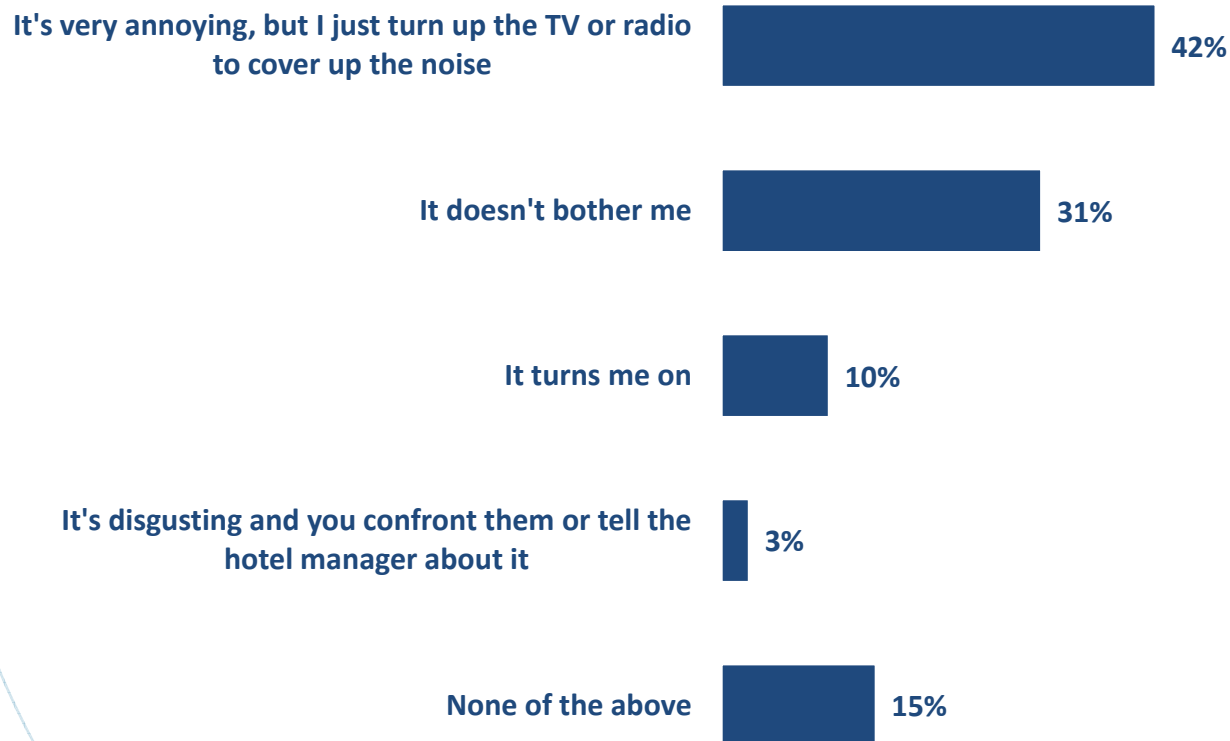
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Q14. Let's say you and your partner are sharing a hotel room with another person, such as your kids, another family member or friend. When it comes to sex, what do you typically do?
Base: All respondents (n=1013)



The Noisy Couple Next Door

•When it comes to hearing intimate actions from the couple in the next room, 42% find it very annoying, but just turn up the TV/radio to cover up the noise. Almost one-third (31%), however, say noisy neighbours don't bother them. One in ten (10%) find it a turn on, while 3% find it disgusting and confront the couple or tell hotel management.



Q15. Let's say you're staying in a resort or on a cruise ship, and you can frequently hear the couple in the next room while they're being intimate. Which of the following best describes how you would feel in that situation:
Base: All respondents (n=1013)



The Noisy Couple Next Door

- Younger respondents are significantly more likely to say that hearing the couple in the next room being intimate ‘turns them on’ (13%) or that it’s very annoying, but they turn up the TV or radio to cover up the noise (46%), compared to older respondents. Older respondents, however, are more likely to say that the noisy couple next door doesn’t bother them or they don’t feel any of the choices listed (18%).

	Total	Age			Relationship		
		18-34	35-44	45-60	Casually dating	In a serious relationship	Married or living common law
	(A) (n=1013)	(H) (n=342)	(J) (n=274)	(K) (n=397)	(L) (n=74)	(M) (n=153)	(N) (n=786)
It turns me on	10%	13%	11%	8%	12%	11%	10%
It doesn't bother me	31%	27%	30%	34%	28%	33%	31%
It's very annoying, but I just turn up the TV or radio to cover up the noise	42%	46%	42%	37%	46%	39%	42%
It's disgusting and you confront them or tell the hotel manager about it	3%	3%	3%	2%	1%	1%	3%
None of the above	15%	12%	14%	18%	12%	16%	15%

Significantly Greater Significantly Less

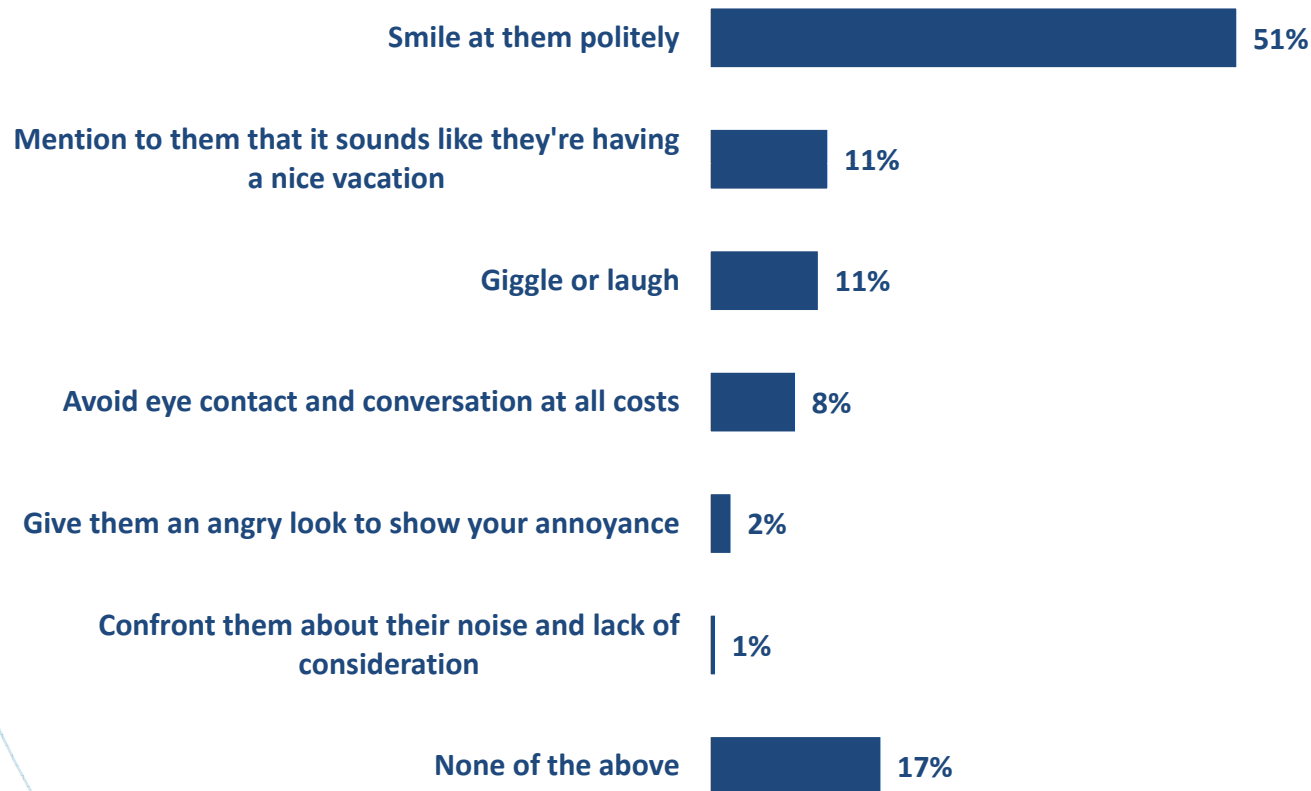
Q15. Let's say you're staying in a resort or on a cruise ship, and you can frequently hear the couple in the next room while they're being intimate. Which of the following best describes how you would feel in that situation:

Base: All respondents (n=1013)



Running into the Noisy Couple Next Door

• Majority (51%) say they would smile politely at the noisy couple next door if they were to run into them. One in ten (11%) would either mention to them that it sounds like they're having a nice vacation or just giggle/laugh. Only 1% would confront them about their noise and lack of consideration.



Q16. And let's say that you run into this very active and loud couple while they are leaving their room, or down at the pool. Which of the following best describes how you react in this situation:
Base: All respondents (n=1013)



Running into the Noisy Couple Next Door – Demographics

•If they were to run into the noisy couple next door, younger and middle-aged respondents are much more likely to avoid eye contact or giggle, while older respondents are more likely to smile politely or do none of the action listed. Respondents in a serious relationship are more likely to confront the couple or giggle/laugh than those married or common law, while casual daters and those in a serious relationship are more to mention that it sounds like they're having a nice vacation than those married or common law.

	Total	Age			Relationship		
		18-34	35-44	45-60	Casually dating	In a serious relationship	Married or living common law
	(A) (n=1013)	(H) (n=342)	(J) (n=274)	(K) (n=397)	(L) (n=74)	(M) (n=153)	(N) (n=786)
Avoid eye contact and conversation at all costs	8%	11%	10%	4%	7%	6%	9%
Smile at them politely	51%	47%	49%	55%	43%	47%	52%
Give them an angry look to show your annoyance	2%	2%	3%	2%	4%	2%	2%
Confront them about their noise and lack of consideration	1%	2%	-	0%	-	2%	0%
Giggle or laugh	11%	16%	11%	5%	9%	17%	9%
Mention to them that it sounds like they're having a nice vacation	11%	14%	11%	10%	20%	16%	10%
None of the above	17%	8%	15%	24%	18%	10%	18%

Significantly Greater Significantly Less

Q16. And let's say that you run into this very active and loud couple while they are leaving their room, or down at the pool. Which of the following best describes how you react in this situation:
Base: All respondents (n=1013)