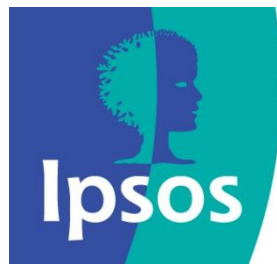


**10% of Vacationing Canadian Women Admit They're Turned
On By Sounds of a Couple Being Intimate in the Next Room,
Although Four in Ten (42%) Find It Annoying
When Sharing a Hotel Room With Others, More Than a Third (35%) Work
Their Schedule So That They Can Have Some 'Alone Time'**

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Ipsos Reid

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10% of Vacationing Canadian Women Admit They're Turned On By Sounds of a Couple Being Intimate in the Next Room, Although Four in Ten (42%) Find It Annoying

*When Sharing a Hotel Room With Others, More Than a Third (35%) Work
Their Schedule So That They Can Have Some 'Alone Time'*

Toronto, ON – One in ten (10%) vacationing Canadian women admit that frequently hearing the couple in the next room while they're being intimate 'turns me on', according to a new Ipsos Reid poll conducted on behalf of Tripcentral.ca, the second of a four part series on Canadian women's intimate habits while on vacation. Four in ten (42%), however, say that hearing the noisy couple next door is 'very annoying, but I just turn up the TV or radio to cover up the noise'. Three in ten (31%) women say that hearing such noise 'doesn't bother me', while 3% believe 'it's disgusting and they confront them or tell the hotel manager about'. Two in ten (15%) say they none of these descriptions describes them when they hear the noisy couple next door.

- Younger women (13%, aged 18-34) are significantly more likely to be turned on by such noise than older women (8%, aged 45-60), while middle-aged women (11%, aged 35-44) are in between
- Older women (34%), however, are significantly more likely to say that hearing the intimate going-on's of the noisy couple next door 'doesn't bother them' compared to younger women (27%). Three in ten (30%) of middle-aged women say this noise 'doesn't bother them'

- Older women (37%) are also significantly less likely to say that these noises are ‘very annoying but they just turn up the TV or radio to cover up the noise’ than younger women (46%), while middle-aged women (42%) fall in between.

When running into the very active and loud couple while leaving their room or down at the pool, majority (51%) of Canadian women on vacation say they just ‘smile at them politely’. One in ten (11%) either ‘mention to them that it sounds like they’re having a nice vacation’ or ‘giggle and laugh’. Another one in ten (8%) ‘avoid eye contact and conversation at all costs’, while 2% ‘give them an angry look to show their annoyance’ and just 1% ‘confront them about their noise and lack of consideration’. Two in ten (17%) would do none of these things if they ran into the noisy couple next door.

What to do when sharing a room...

For many women, finding time for intimacy with their partner while on vacation can be difficult because they have to share a room with other people, friends, or family. More than a third (35%), however, ‘work the schedule so that they have some ‘alone time’’ when sharing a room with others while on vacation. A similar proportion (35%) just ‘wait until they get back home’, while half (46%) ‘have sex when nobody else is in the room’. Two in ten (20%) women say they ‘have sex in the bathroom or shower’, while one in ten ‘find somewhere else to have sex’ (12%), ‘get their own room for the night’ (9%), or don’t do any of these things (10%).

- Younger (60%) and middle-aged (44%) women are significantly more likely to have sex when nobody else is in the room compared to older women (36%), as well as find somewhere else to have sex when sharing a room (21% younger vs. 11% middle-aged vs. 4% older)
- Middle-aged (34%) and older women (28%) are significantly less likely to work the schedule so that they have some ‘alone time’ than younger women (46%) or have sex in the bathroom or shower (18% middle-aged vs. 13% older vs. 31% younger)

- Younger women (25%) are significantly less likely to ‘wait until they get back home’ to have sex with their partner than middle-aged (35%) and older (43%) women
- Younger women (12%) are significantly more likely than older women (7%) to get their own room for the night

Have you ever...?

- Three in ten (30%) Canadian women say they have ‘planned a vacation around a menstrual cycle’. Younger (35%) and middle-aged (33%) are more likely to have done this than older women (22%)
- One in ten (13%) have ‘had sex with someone they met on vacation’ and ‘left the blinds or curtains open on purpose while being intimate’. Younger women are more likely to have done both of these things (17% left blinds/curtains open, 15% had sex with someone they met) than older women (10% left blinds/curtains open, 10% had sex with someone they met)
- Another one in ten (8%) have ‘been interrupted by cruise/hotel staff while having sex’.
- 6% of Canadian women have ‘planned a vacation specifically so they could have more sex’
- 5% have ‘had sex with someone other than their partner/spouse while on vacation’



These are some of the findings of an Ipsos Reid poll conducted between August 17th and 24th, 2012, on behalf of the Tripcentral.ca. For this survey, 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. The precision of Ipsos online polls are measured using a credibility interval. In this case, the poll is accurate to within +/- 3.5 percentage points of what the results would have been had the entire population of the specified sample 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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