



Tripcentral - Vacation study (11-046490-01-05)

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| | |
|--------------------|---|
| 1 | AGE. What is your age? |
| 2 | CAPROV1. Which of the following provinces do you live in? |
| 3 | Q1. In the last three years, have you personally travelled outside Canada, by plane, for a vacation? |
| 4 | Q2. What is your current relationship status? |
| 5 | Q3. How did you make your last vacation booking? |
| 6 | Q4. Check all of the following travel websites that you recognize? |
| 7 | Q5. How important is taking an annual vacation to a destination, by plane, to you, personally? |
| 8 | Q6. And how confident are you that you will travel on vacation, by plane, in the next 12 months? |
| 9 | Q7. How much money do you anticipate spending on vacation travel outside of Canada (by plane) in the next 12 months? |
| 10 | Q8. Who do you most prefer to travel on vacation with? |
| 11 | Q9. [SUMMARY - TOP2BOX (STRONGLY/ SOMEWHAT AGREE)] To what extent do you agree or disagree with the following statements: |
| 12 | Q9. [SUMMARY - LOW2BOX (SOMEWHAT/ STRONGLY DISAGREE)] To what extent do you agree or disagree with the following statements: |
| 13 | Q9. [SUMMARY - NETSCORE (T2B-L2B)] To what extent do you agree or disagree with the following statements: |
| 14 | Q9_01. [Being on vacation is a good way to rekindle the spark in a relationship] To what extent do you agree or disagree with the following statements: |
| 15 | Q9_02. [I connect more with my partner while we're on vacation] To what extent do you agree or disagree with the following statements: |
| 16 | Q9_03. [Having more time and less stress while on vacation makes being intimate easier] To what extent do you agree or disagree with the following statements: |
| 17 | Q9_04. [Having sex is an important part of being on vacation] To what extent do you agree or disagree with the following statements: |
| 18 | Q9_05. [We have sex more often while on vacation than when we're at home] To what extent do you agree or disagree with the following statements: |
| 19 | Q9_06. [I'm more in the mood to have sex while on vacation] To what extent do you agree or disagree with the following statements: |
| 20 | Q9_07. [My partner tends to want more sex on vacation than I do] To what extent do you agree or disagree with the following statements: |
| 21 | Q9_08. [Even when on vacation, my partner is more interested in sports or TV than in having sex with me] To what extent do you agree or disagree with the following statements: |
| 22 | Q9_09. [I have to drag my partner to go on vacation with me] To what extent do you agree or disagree with the following statements: |
| 23 | Q9_10. [Sex while on vacation is better than sex at home] To what extent do you agree or disagree with the following statements: |
| 24 | Q10. What is the main reason that sex is better while on vacation than it is at home? |
| 25 | Q11. What is the main reason that sex is NOT better while on vacation than it is at home? |
| 26 | Q12. Do you most often think about or look forward to romantic moments that may happen while on vacation when: |
| 27 | Q13. [SUMMARY - YES] Have you ever done any of the following: |
| 28 | Q13. [SUMMARY - NO] Have you ever done any of the following: |
| 29 | Q13_1. [Had sex with someone I met while on vacation] Have you ever done any of the following: |
| 30 | Q13_2. [Planned a vacation around a menstrual cycle] Have you ever done any of the following: |
| 31 | Q13_3. [Been interrupted by cruise/hotel staff while having sex] Have you ever done any of the following: |
| 32 | Q13_4. [Leave the blinds or curtains open on purpose while being intimate] Have you ever done any of the following: |

| | |
|--------------------|--|
| 33 | Q13_5. [Planned a vacation specifically so you could have more sex] Have you ever done any of the following: |
| 34 | Q13_6. [Had sex with someone other than your partner/spouse while on vacation] Have you ever done any of the following: |
| 35 | 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? |
| 36 | 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: |
| 37 | 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: |
| 38 | Q17_1. [I have had sex while on vacation, outside my room, in the following places] Please check all that apply: |
| 39 | Q17_2. [I have fantasized/dreamed about having sex while on a vacation in the following places] Please check all that apply: |
| 40 | flang. LANGUAGE |

Q1. [SUMMARY - TOP2BOX (STRONGLY/ SOMEWHAT AGREE)] To what extent do you agree or disagree with the following statements:

| | Region | | | | | | | Age | | | Relationship | | | Importance - annual vacation | | Confidence - next vacation | | Language | |
|---|--------|----------|--------|---------|-------|---------|------------------|-------|-------|-------|-----------------|---------------------------|------------------------------|------------------------------|---------------|----------------------------|---------------|----------|--------|
| | Total | Atlantic | Quebec | Ontario | MS/SK | Alberta | British Columbia | 18-34 | 35-44 | 45-60 | Casually dating | In a serious relationship | Married or living common law | Important | Not important | Confident | Not confident | English | French |
| | A | B | C | D | E | F | G | H | J | K | L | M | N | P | Q | R | S | T | U |
| Base: All respondents | 1013 | 70 | 240 | 402 | 70 | 100 | 129 | 342 | 274 | 397 | 74 | 153 | 786 | 742 | 271 | 802 | 211 | 773 | 240 |
| Weighted | 1013 | 71* | 243 | 405 | 71* | 101* | 120 | 324 | 304 | 385 | 74* | 149 | 790 | 742 | 271 | 802 | 211 | 770 | 243 |
| Being on vacation is a good way to rekindle the spark in a relationship | 903 | 66 | 209 | 364 | 63 | 95 | 106 | 298 | 272 | 334 | 57 | 137 | 709 | 678 | 225 | 720 | 183 | 694 | 209 |
| | 89.2% | 93.0% | 86.0% | 89.9% | 88.3% | 93.8% | 88.2% | 91.8% | 89.5% | 86.7% | 77.1% | 92.1% | 89.7% | 91.3% | 83.3% | 89.8% | 86.6% | 90.1% | 86.0% |
| | | | | | | C | | K | | | | L | L | Q | | | | | |
| Having more time and less stress while on vacation makes being intimate easier | 895 | 62 | 216 | 358 | 61 | 91 | 105 | 301 | 270 | 325 | 61 | 140 | 693 | 662 | 233 | 709 | 186 | 679 | 216 |
| | 88.3% | 87.3% | 88.9% | 88.3% | 86.7% | 90.0% | 87.4% | 92.7% | 88.7% | 84.3% | 83.2% | 94.0% | 87.7% | 89.2% | 85.9% | 88.4% | 88.2% | 88.2% | 88.9% |
| | | | | | | | | K | | | | LN | | | | | | | |
| I connect more with my partner while we're on vacation | 744 | 58 | 151 | 304 | 49 | 86 | 95 | 243 | 218 | 282 | 35 | 113 | 596 | 561 | 183 | 597 | 147 | 593 | 151 |
| | 73.4% | 81.6% | 62.0% | 75.1% | 69.7% | 85.1% | 79.1% | 75.1% | 71.9% | 73.3% | 47.2% | 75.6% | 75.5% | 75.6% | 67.4% | 74.4% | 69.7% | 77.1% | 62.0% |
| | | C | | C | | CDE | C | | | | | L | L | Q | | | | U | |
| I'm more in the mood to have sex while on vacation | 673 | 47 | 136 | 279 | 50 | 77 | 84 | 233 | 208 | 232 | 42 | 105 | 526 | 511 | 162 | 539 | 134 | 537 | 136 |
| | 66.5% | 66.2% | 56.1% | 68.8% | 70.2% | 75.9% | 69.8% | 71.9% | 68.6% | 60.2% | 56.6% | 70.7% | 66.6% | 68.9% | 59.7% | 67.2% | 63.6% | 69.7% | 56.1% |
| | | | | C | C | C | C | K | K | | | L | | Q | | | | U | |
| Having sex is an important part of being on vacation | 584 | 47 | 119 | 230 | 45 | 65 | 76 | 223 | 176 | 184 | 40 | 102 | 442 | 451 | 132 | 480 | 103 | 465 | 119 |
| | 57.6% | 66.0% | 48.8% | 56.8% | 62.9% | 64.2% | 63.7% | 68.9% | 57.9% | 47.9% | 53.9% | 68.5% | 55.9% | 60.8% | 48.9% | 59.9% | 49.0% | 60.4% | 48.8% |
| | | C | | C | C | C | C | JK | K | | | LN | | Q | | S | | U | |
| Sex while on vacation is better than sex at home | 539 | 38 | 103 | 227 | 40 | 59 | 72 | 203 | 165 | 171 | 38 | 94 | 408 | 431 | 109 | 441 | 98 | 436 | 103 |
| | 53.2% | 53.4% | 42.2% | 56.0% | 57.1% | 58.0% | 60.5% | 62.7% | 54.3% | 44.3% | 51.0% | 63.0% | 51.6% | 58.0% | 40.1% | 55.0% | 46.4% | 56.7% | 42.2% |
| | | | | C | C | C | C | JK | K | | | N | | Q | | S | | U | |
| We have sex more often while on vacation than when we're at home | 519 | 34 | 110 | 211 | 37 | 62 | 65 | 186 | 155 | 178 | 37 | 87 | 396 | 398 | 121 | 421 | 98 | 409 | 110 |
| | 51.3% | 47.3% | 45.3% | 52.2% | 52.8% | 60.9% | 54.3% | 57.5% | 51.1% | 46.2% | 49.6% | 58.2% | 50.1% | 53.7% | 44.7% | 52.5% | 46.5% | 53.1% | 45.3% |
| | | | | | | C | | K | | | | | | Q | | | | U | |
| My partner tends to want more sex on vacation than I do | 405 | 27 | 98 | 157 | 26 | 43 | 52 | 131 | 123 | 151 | 16 | 61 | 328 | 310 | 95 | 326 | 79 | 307 | 98 |
| | 40.0% | 38.8% | 40.4% | 38.8% | 37.3% | 42.9% | 43.5% | 40.5% | 40.5% | 39.1% | 21.5% | 41.2% | 41.5% | 41.7% | 35.1% | 40.7% | 37.4% | 39.8% | 40.4% |
| | | | | | | | | | | | | L | L | | | | | | |
| I have to drag my partner to go on vacation with me | 159 | 17 | 29 | 66 | 9 | 15 | 22 | 52 | 44 | 63 | 14 | 26 | 119 | 122 | 38 | 125 | 34 | 131 | 29 |
| | 15.7% | 24.1% | 11.7% | 16.3% | 12.7% | 15.0% | 18.7% | 16.1% | 14.5% | 16.3% | 18.3% | 17.7% | 15.1% | 16.4% | 13.9% | 15.6% | 16.1% | 17.0% | 11.7% |
| | | C | | | | | | | | | | | | | | | | | |
| Even when on vacation, my partner is more interested in sports or TV than in having sex with me | 83 | 9 | 19 | 34 | 4 | 8 | 8 | 29 | 27 | 28 | 6 | 10 | 68 | 69 | 15 | 66 | 17 | 64 | 19 |
| | 8.2% | 12.9% | 7.9% | 8.4% | 5.7% | 8.3% | 6.4% | 8.8% | 8.8% | 7.3% | 7.9% | 6.6% | 8.6% | 9.3% | 5.4% | 8.3% | 8.1% | 8.3% | 7.9% |
| | | | | | | | | | | | | | | Q | | | | | |

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

Q1. [SUMMARY - LOW2BOX (SOMEWHAT/ STRONGLY DISAGREE)] To what extent do you agree or disagree with the following statements:

| | Region | | | | | | | Age | | | Relationship | | | Importance - annual vacation | | Confidence - next vacation | | Language | |
|---|--------|----------|--------|---------|-------|---------|------------------|-------|-------|-------|-----------------|---------------------------|------------------------------|------------------------------|---------------|----------------------------|---------------|----------|--------|
| | Total | Atlantic | Quebec | Ontario | MS/SK | Alberta | British Columbia | 18-34 | 35-44 | 45-60 | Casually dating | In a serious relationship | Married or living common law | Important | Not important | Confident | Not confident | English | French |
| | A | B | C | D | E | F | G | H | J | K | L | M | N | P | Q | R | S | T | U |
| Base: All respondents | 1013 | 70 | 240 | 402 | 70 | 100 | 129 | 342 | 274 | 397 | 74 | 153 | 786 | 742 | 271 | 802 | 211 | 773 | 240 |
| Weighted | 1013 | 71* | 243 | 405 | 71* | 101* | 120 | 324 | 304 | 385 | 74* | 149 | 790 | 742 | 271 | 802 | 211 | 770 | 243 |
| Even when on vacation, my partner is more interested in sports or TV than in having sex with me | 930 | 62 | 224 | 371 | 67 | 93 | 112 | 296 | 277 | 357 | 68 | 139 | 723 | 674 | 256 | 736 | 194 | 706 | 224 |
| | 91.8% | 87.1% | 92.1% | 91.6% | 94.3% | 91.7% | 93.6% | 91.2% | 91.2% | 92.7% | 92.1% | 93.4% | 91.4% | 90.7% | 94.6% | 91.7% | 91.9% | 91.7% | 92.1% |
| | | | | | | | | | | | | | | | P | | | | |
| I have to drag my partner to go on vacation with me | 854 | 54 | 215 | 339 | 62 | 86 | 97 | 272 | 260 | 322 | 60 | 123 | 671 | 621 | 233 | 677 | 177 | 639 | 215 |
| | 84.3% | 75.9% | 88.3% | 83.7% | 87.3% | 85.0% | 81.3% | 83.9% | 85.5% | 83.7% | 81.7% | 82.3% | 84.9% | 83.6% | 86.1% | 84.4% | 83.9% | 83.0% | 88.3% |
| | | | B | | | | | | | | | | | | | | | | |
| My partner tends to want more sex on vacation than I do | 608 | 43 | 145 | 248 | 44 | 58 | 68 | 193 | 181 | 234 | 58 | 88 | 462 | 432 | 176 | 476 | 132 | 463 | 145 |
| | 60.0% | 61.2% | 59.6% | 61.2% | 62.7% | 57.1% | 56.5% | 59.5% | 59.5% | 60.9% | 78.5% | 58.8% | 58.5% | 58.3% | 64.9% | 59.3% | 62.6% | 60.2% | 59.6% |
| | | | | | | | | | | | MN | | | | | | | | |
| We have sex more often while on vacation than when we're at home | 494 | 37 | 133 | 194 | 34 | 40 | 55 | 138 | 149 | 207 | 37 | 62 | 394 | 344 | 150 | 381 | 113 | 361 | 133 |
| | 48.7% | 52.7% | 54.7% | 47.8% | 47.2% | 39.1% | 45.7% | 42.5% | 48.9% | 53.8% | 50.4% | 41.8% | 49.9% | 46.3% | 55.3% | 47.5% | 53.5% | 46.9% | 54.7% |
| | | | F | | | | | | | H | | | | | P | | | | T |
| Sex while on vacation is better than sex at home | 474 | 33 | 141 | 178 | 30 | 43 | 47 | 121 | 139 | 214 | 36 | 55 | 383 | 312 | 162 | 361 | 113 | 333 | 141 |
| | 46.8% | 46.6% | 57.8% | 44.0% | 42.9% | 42.0% | 39.5% | 37.3% | 45.7% | 55.7% | 49.0% | 37.0% | 48.4% | 42.0% | 59.9% | 45.0% | 53.6% | 43.3% | 57.8% |
| | | | DEFG | | | | | | H | HJ | | | M | | P | | R | | T |
| Having sex is an important part of being on vacation | 429 | 24 | 124 | 175 | 26 | 36 | 43 | 101 | 128 | 201 | 34 | 47 | 348 | 291 | 138 | 322 | 108 | 305 | 124 |
| | 42.4% | 34.0% | 51.2% | 43.2% | 37.1% | 35.8% | 36.3% | 31.1% | 42.1% | 52.1% | 46.1% | 31.5% | 44.1% | 39.2% | 51.1% | 40.1% | 51.0% | 39.6% | 51.2% |
| | | | BDEFG | | | | | | H | HJ | M | | M | | P | | R | | T |
| I'm more in the mood to have sex while on vacation | 340 | 24 | 107 | 126 | 21 | 24 | 36 | 91 | 95 | 153 | 32 | 44 | 264 | 231 | 109 | 263 | 77 | 233 | 107 |
| | 33.5% | 33.8% | 43.9% | 31.2% | 29.8% | 24.1% | 30.2% | 28.1% | 31.4% | 39.8% | 43.4% | 29.3% | 33.4% | 31.1% | 40.3% | 32.8% | 36.4% | 30.3% | 43.9% |
| | | | DEFG | | | | | | | HJ | M | | | | P | | | | T |
| I connect more with my partner while we're on vacation | 269 | 13 | 92 | 101 | 21 | 15 | 25 | 81 | 86 | 103 | 39 | 36 | 194 | 181 | 88 | 205 | 64 | 177 | 92 |
| | 26.6% | 18.4% | 38.0% | 24.9% | 30.3% | 14.9% | 20.9% | 24.9% | 28.1% | 26.7% | 52.8% | 24.4% | 24.5% | 24.4% | 32.6% | 25.6% | 30.3% | 22.9% | 38.0% |
| | | | BDFG | F | F | | | | | | MN | | | | P | | | | T |
| Having more time and less stress while on vacation makes being intimate easier | 118 | 9 | 27 | 48 | 9 | 10 | 15 | 24 | 34 | 60 | 12 | 9 | 97 | 80 | 38 | 93 | 25 | 91 | 27 |
| | 11.7% | 12.7% | 11.1% | 11.7% | 13.3% | 10.0% | 12.6% | 7.3% | 11.3% | 15.7% | 16.8% | 6.0% | 12.3% | 10.8% | 14.1% | 11.6% | 11.8% | 11.8% | 11.1% |
| | | | | | | | | | H | | M | | M | | | | | | |
| Being on vacation is a good way to rekindle the spark in a relationship | 110 | 5 | 34 | 41 | 8 | 6 | 14 | 27 | 32 | 51 | 17 | 12 | 81 | 65 | 45 | 82 | 28 | 76 | 34 |
| | 10.8% | 7.0% | 14.0% | 10.1% | 11.7% | 6.2% | 11.8% | 8.2% | 10.5% | 13.3% | 22.9% | 7.9% | 10.3% | 8.7% | 16.7% | 10.2% | 13.4% | 9.9% | 14.0% |
| | | | F | | | | | | | H | MN | | | | P | | | | |

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

Q1. [SUMMARY - NETSCORE (T2B-L2B)] To what extent do you agree or disagree with the following statements:

| | | Region | | | | | | Age | | | Relationship | | | Importance - annual vacation | | Confidence - next vacation | | Language | |
|---|--------|----------|--------|---------|--------|---------|------------------|--------|--------|--------|-----------------|---------------------------|------------------------------|------------------------------|---------------|----------------------------|---------------|----------|--------|
| | Total | Atlantic | Quebec | Ontario | MS/SK | Alberta | British Columbia | 18-34 | 35-44 | 45-60 | Casually dating | In a serious relationship | Married or living common law | Important | Not important | Confident | Not confident | English | French |
| | A | B | C | D | E | F | G | H | J | K | L | M | N | P | Q | R | S | T | U |
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| Weighted | 1013 | 71* | 243 | 405 | 71* | 101* | 120 | 324 | 304 | 385 | 74* | 149 | 790 | 742 | 271 | 802 | 211 | 770 | 243 |
| Being on vacation is a good way to rekindle the spark in a relationship | 793.2 | 60.9 | 175 | 323 | 54.3 | 88.7 | 91.4 | 270.9 | 239.9 | 282.4 | 40 | 125.5 | 627.7 | 613.1 | 180.1 | 638.5 | 154.7 | 618.2 | 175 |
| | 78.3% | 85.9% | 72.0% | 79.7% | 76.5% | 87.5% | 76.4% | 83.6% | 78.9% | 73.4% | 54.2% | 84.2% | 79.4% | 82.6% | 66.5% | 79.6% | 73.3% | 80.3% | 72.0% |
| | | C | | C | | CG | | K | | | | L | L | Q | | S | | U | |
| Having more time and less stress while on vacation makes being intimate easier | 776.8 | 52.9 | 189.1 | 310.2 | 52.1 | 81.1 | 89.4 | 276.8 | 235.5 | 264.4 | 49 | 131.3 | 596.5 | 582.5 | 194.2 | 615.6 | 161.1 | 587.6 | 189.1 |
| | 76.7% | 74.6% | 77.8% | 76.6% | 73.4% | 80.1% | 74.8% | 85.4% | 77.5% | 68.7% | 66.4% | 88.1% | 75.5% | 78.5% | 71.7% | 76.8% | 76.3% | 76.3% | 77.8% |
| | | | | | | | | JK | K | | | LN | | Q | | | | | |
| I connect more with my partner while we're on vacation | 474.8 | 44.8 | 58.2 | 203.1 | 28 | 71.2 | 69.7 | 162.7 | 132.9 | 179.2 | -4.1 | 76.2 | 402.6 | 380.4 | 94.4 | 391.6 | 83.2 | 416.6 | 58.2 |
| | 46.9% | 63.1% | 23.9% | 50.1% | 39.5% | 70.3% | 58.3% | 50.2% | 43.7% | 46.6% | -5.5% | 51.2% | 51.0% | 51.3% | 34.9% | 48.8% | 39.4% | 54.1% | 23.9% |
| | | CDE | | C | C | CDE | CE | | | | | L | L | Q | | S | | U | |
| I'm more in the mood to have sex while on vacation | 333.3 | 23 | 29.4 | 152.6 | 28.6 | 52.4 | 47.4 | 141.8 | 113 | 78.6 | 9.7 | 61.7 | 261.9 | 280.7 | 52.6 | 276.1 | 57.3 | 303.9 | 29.4 |
| | 32.9% | 32.4% | 12.1% | 37.7% | 40.3% | 51.7% | 39.6% | 43.7% | 37.2% | 20.4% | 13.1% | 41.4% | 33.1% | 37.8% | 19.4% | 34.4% | 27.1% | 39.5% | 12.1% |
| | | C | | C | C | BCD | C | K | K | | | L | L | Q | | S | | U | |
| Having sex is an important part of being on vacation | 154.2 | 22.7 | -5.8 | 55.4 | 18.3 | 28.8 | 32.9 | 122.7 | 47.9 | -16.4 | 5.8 | 55.1 | 93.4 | 160 | -5.8 | 158.4 | -4.2 | 160.1 | -5.8 |
| | 15.2% | 32.0% | -2.4% | 13.7% | 25.8% | 28.4% | 27.5% | 37.8% | 15.8% | -4.3% | 7.8% | 37.0% | 11.8% | 21.6% | -2.1% | 19.8% | -2.0% | 20.8% | -2.4% |
| | | CD | | C | CD | CD | CD | JK | K | | | LN | | Q | | S | | U | |
| Sex while on vacation is better than sex at home | 65.2 | 4.8 | -37.9 | 48.9 | 10 | 16.1 | 25.2 | 82.6 | 26.2 | -43.6 | 1.4 | 38.9 | 24.9 | 118.9 | -53.7 | 80.2 | -15.1 | 103.1 | -37.9 |
| | 6.4% | 6.8% | -15.6% | 12.1% | 14.1% | 15.9% | 21.0% | 25.5% | 8.6% | -11.3% | 1.9% | 26.1% | 3.1% | 16.0% | -19.8% | 10.0% | -7.1% | 13.4% | -15.6% |
| | | | | C | | | BD | JK | | | | LN | | Q | | S | | U | |
| We have sex more often while on vacation than when we're at home | 25.6 | -3.9 | -22.7 | 17.8 | 3.9 | 22.1 | 10.3 | 48.8 | 6.4 | -29.6 | -0.5 | 24.6 | 1.6 | 54.4 | -28.8 | 40.5 | -14.9 | 48.3 | -22.7 |
| | 2.5% | -5.5% | -9.4% | 4.4% | 5.5% | 21.8% | 8.6% | 15.1% | 2.1% | -7.7% | -0.7% | 16.5% | 0.2% | 7.3% | -10.7% | 5.1% | -7.1% | 6.3% | -9.4% |
| | | | | B | B | BDEG | B | JK | | | | LN | L | Q | | S | | U | |
| My partner tends to want more sex on vacation than I do | -203.2 | -15.9 | -46.7 | -90.5 | -18 | -14.4 | -15.6 | -61.4 | -58 | -83.8 | -42 | -26.4 | -134.8 | -122.7 | -80.5 | -149.8 | -53.4 | -156.4 | -46.7 |
| | -20.1% | -22.5% | -19.2% | -22.3% | -25.4% | -14.2% | -13.1% | -18.9% | -19.1% | -21.8% | -57.0% | -17.7% | -17.1% | -16.5% | -29.7% | -18.7% | -25.3% | -20.3% | -19.2% |
| | | | | | | | | | | | | | | | | | | | |
| I have to drag my partner to go on vacation with me | -694.6 | -36.8 | -186.1 | -272.8 | -52.9 | -71 | -74.8 | -220 | -215.5 | -259.1 | -46.8 | -96.4 | -551.4 | -499 | -195.6 | -551.3 | -143.3 | -508.5 | -186.1 |
| | -68.6% | -51.9% | -76.5% | -67.3% | -74.6% | -70.1% | -62.6% | -67.9% | -70.9% | -67.3% | -63.4% | -64.7% | -69.8% | -67.2% | -72.2% | -68.8% | -67.8% | -66.0% | -76.5% |
| | | | | | | | | | | | | | | | | | | | |
| Even when on vacation, my partner is more interested in sports or TV than in having sex with me | -846.4 | -52.6 | -204.9 | -337.1 | -62.9 | -84.5 | -104.4 | -267 | -250.7 | -328.7 | -62.1 | -129.4 | -654.9 | -604.9 | -241.6 | -669.3 | -177.1 | -641.6 | -204.9 |
| | -83.6% | -74.1% | -84.3% | -83.2% | -88.7% | -83.4% | -87.3% | -82.4% | -82.5% | -85.4% | -84.1% | -86.8% | -82.9% | -81.5% | -89.2% | -83.5% | -83.9% | -83.3% | -84.3% |
| | | | | | | | | | | | | | | | | | | | |

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

Q1_01. [Being on vacation is a good way to rekindle the spark in a relationship] To what extent do you agree or disagree with the following statements:

| | | Region | | | | | | Age | | | Relationship | | | Importance - annual vacation | | Confidence - next vacation | | Language | |
|---|-------|----------|--------|---------|-------|---------|------------------|-------|-------|-------|-----------------|---------------------------|------------------------------|------------------------------|---------------|----------------------------|---------------|----------|--------|
| | Total | Atlantic | Quebec | Ontario | MS/SK | Alberta | British Columbia | 18-34 | 35-44 | 45-60 | Casually dating | In a serious relationship | Married or living common law | Important | Not important | Confident | Not confident | English | French |
| | A | B | C | D | E | F | G | H | J | K | L | M | N | P | Q | R | S | T | U |
| Base: All respondents | 1013 | 70 | 240 | 402 | 70 | 100 | 129 | 342 | 274 | 397 | 74 | 153 | 786 | 742 | 271 | 802 | 211 | 773 | 240 |
| Weighted | 1013 | 71* | 243 | 405 | 71* | 101* | 120 | 324 | 304 | 385 | 74* | 149 | 790 | 742 | 271 | 802 | 211 | 770 | 243 |
| Being on vacation is a good way to rekindle the spark in a relationship | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 323 | 21 | 58 | 134 | 25 | 40 | 44 | 126 | 98 | 100 | 17 | 56 | 250 | 252 | 71 | 262 | 61 | 265 | 58 |
| | 31.9% | 29.9% | 23.9% | 33.1% | 35.4% | 39.6% | 37.1% | 38.8% | 32.1% | 25.9% | 22.8% | 37.8% | 31.6% | 34.0% | 26.2% | 32.7% | 28.8% | 34.4% | 23.9% |
| | | | | C | | C | C | K | | | | L | | Q | | | | U | |
| Somewhat agree | 580 | 45 | 151 | 230 | 37 | 55 | 61 | 172 | 174 | 234 | 40 | 81 | 459 | 426 | 154 | 458 | 122 | 429 | 151 |
| | 57.3% | 63.1% | 62.1% | 56.7% | 52.8% | 54.1% | 51.1% | 53.0% | 57.4% | 60.8% | 54.2% | 54.3% | 58.1% | 57.3% | 57.0% | 57.1% | 57.8% | 55.7% | 62.1% |
| | | | G | | | | | H | | | | | | | | | | | |
| Somewhat disagree | 80 | 3 | 26 | 31 | 5 | 4 | 10 | 24 | 20 | 37 | 12 | 11 | 58 | 47 | 33 | 58 | 22 | 54 | 26 |
| | 7.9% | 4.1% | 10.7% | 7.6% | 7.0% | 4.2% | 8.6% | 7.3% | 6.5% | 9.6% | 16.0% | 7.1% | 7.3% | 6.4% | 12.3% | 7.3% | 10.5% | 7.0% | 10.7% |
| | | | | | | | | | | | MN | | | | P | | | | |
| Strongly disagree | 30 | 2 | 8 | 10 | 3 | 2 | 4 | 3 | 12 | 14 | 5 | 1 | 23 | 17 | 12 | 23 | 6 | 22 | 8 |
| | 2.9% | 2.9% | 3.3% | 2.5% | 4.7% | 2.1% | 3.1% | 0.9% | 4.0% | 3.8% | 6.9% | 0.7% | 3.0% | 2.3% | 4.5% | 2.9% | 2.9% | 2.8% | 3.3% |
| | | | | | | | | H | H | | M | | | | | | | | |
| Summary | | | | | | | | | | | | | | | | | | | |
| Top2Box (Strongly/ Somewhat agree) | 903 | 66 | 209 | 364 | 63 | 95 | 106 | 298 | 272 | 334 | 57 | 137 | 709 | 678 | 225 | 720 | 183 | 694 | 209 |
| | 89.2% | 93.0% | 86.0% | 89.9% | 88.3% | 93.8% | 88.2% | 91.8% | 89.5% | 86.7% | 77.1% | 92.1% | 89.7% | 91.3% | 83.3% | 89.8% | 86.6% | 90.1% | 86.0% |
| Low2Box (Somewhat/ Strongly disagree) | | | | | | C | | K | | | | L | L | Q | | | | | |
| | 110 | 5 | 34 | 41 | 8 | 6 | 14 | 27 | 32 | 51 | 17 | 12 | 81 | 65 | 45 | 82 | 28 | 76 | 34 |
| | 10.8% | 7.0% | 14.0% | 10.1% | 11.7% | 6.2% | 11.8% | 8.2% | 10.5% | 13.3% | 22.9% | 7.9% | 10.3% | 8.7% | 16.7% | 10.2% | 13.4% | 9.9% | 14.0% |
| Netscore (T2B-L2B) | | F | | | | | | | | H | MN | | | P | | | | | |
| | 793.2 | 60.9 | 175 | 323 | 54.3 | 88.7 | 91.4 | 270.9 | 239.9 | 282.4 | 40 | 125.5 | 627.7 | 613.1 | 180.1 | 638.5 | 154.7 | 618.2 | 175 |
| | 78.3% | 85.9% | 72.0% | 79.7% | 76.5% | 87.5% | 76.4% | 83.6% | 78.9% | 73.4% | 54.2% | 84.2% | 79.4% | 82.6% | 66.5% | 79.6% | 73.3% | 80.3% | 72.0% |
| | | C | | C | | CG | | K | | | | L | L | Q | | S | | U | |

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

Q1_02. [I connect more with my partner while we're on vacation] To what extent do you agree or disagree with the following statements:

| | Region | | | | | | | Age | | | Relationship | | | Importance - annual vacation | | Confidence - next vacation | | Language | |
|--|--------|----------|--------|---------|-------|---------|------------------|-------|-------|-------|-----------------|---------------------------|------------------------------|------------------------------|---------------|----------------------------|---------------|----------|--------|
| | Total | Atlantic | Quebec | Ontario | MS/SK | Alberta | British Columbia | 18-34 | 35-44 | 45-60 | Casually dating | In a serious relationship | Married or living common law | Important | Not important | Confident | Not confident | English | French |
| | A | B | C | D | E | F | G | H | J | K | L | M | N | P | Q | R | S | T | U |
| Base: All respondents | 1013 | 70 | 240 | 402 | 70 | 100 | 129 | 342 | 274 | 397 | 74 | 153 | 786 | 742 | 271 | 802 | 211 | 773 | 240 |
| Weighted | 1013 | 71* | 243 | 405 | 71* | 101* | 120 | 324 | 304 | 385 | 74* | 149 | 790 | 742 | 271 | 802 | 211 | 770 | 243 |
| I connect more with my partner while we're on vacation | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 237 | 16 | 37 | 103 | 19 | 34 | 29 | 87 | 67 | 83 | 6 | 39 | 192 | 186 | 51 | 200 | 37 | 201 | 37 |
| | 23.4% | 22.8% | 15.1% | 25.3% | 26.9% | 33.8% | 23.9% | 26.9% | 21.9% | 21.6% | 7.8% | 26.1% | 24.4% | 25.1% | 18.8% | 25.0% | 17.6% | 26.1% | 15.1% |
| | | | | C | C | C | C | | | | | L | L | Q | | S | | U | |
| Somewhat agree | 507 | 42 | 114 | 202 | 30 | 52 | 66 | 156 | 152 | 199 | 29 | 74 | 404 | 375 | 132 | 397 | 110 | 393 | 114 |
| | 50.0% | 58.7% | 46.9% | 49.7% | 42.8% | 51.4% | 55.3% | 48.2% | 49.9% | 51.6% | 39.4% | 49.4% | 51.1% | 50.5% | 48.7% | 49.5% | 52.1% | 51.0% | 46.9% |
| | | | | | | | | | | | | | | | | | | | |
| Somewhat disagree | 210 | 11 | 71 | 83 | 14 | 10 | 20 | 68 | 65 | 77 | 30 | 33 | 147 | 142 | 69 | 160 | 51 | 139 | 71 |
| | 20.8% | 15.5% | 29.3% | 20.4% | 20.1% | 9.9% | 17.0% | 21.1% | 21.5% | 19.9% | 40.6% | 22.4% | 18.6% | 19.1% | 25.4% | 19.9% | 24.0% | 18.1% | 29.3% |
| | | | BDFG | F | | | | | | | MN | | | | P | | | | T |
| Strongly disagree | 59 | 2 | 21 | 19 | 7 | 5 | 5 | 12 | 20 | 26 | 9 | 3 | 47 | 39 | 19 | 45 | 13 | 37 | 21 |
| | 5.8% | 2.9% | 8.7% | 4.6% | 10.1% | 4.9% | 3.9% | 3.8% | 6.6% | 6.8% | 12.1% | 2.0% | 5.9% | 5.3% | 7.2% | 5.7% | 6.3% | 4.9% | 8.7% |
| | | | D | | | | | | | | MN | | | | | | | | T |
| Summary | | | | | | | | | | | | | | | | | | | |
| Top2Box (Strongly/ Somewhat agree) | 744 | 58 | 151 | 304 | 49 | 86 | 95 | 243 | 218 | 282 | 35 | 113 | 596 | 561 | 183 | 597 | 147 | 593 | 151 |
| | 73.4% | 81.6% | 62.0% | 75.1% | 69.7% | 85.1% | 79.1% | 75.1% | 71.9% | 73.3% | 47.2% | 75.6% | 75.5% | 75.6% | 67.4% | 74.4% | 69.7% | 77.1% | 62.0% |
| | | C | | C | | CDE | C | | | | | L | L | Q | | | | U | |
| Low2Box (Somewhat/ Strongly disagree) | 269 | 13 | 92 | 101 | 21 | 15 | 25 | 81 | 86 | 103 | 39 | 36 | 194 | 181 | 88 | 205 | 64 | 177 | 92 |
| | 26.6% | 18.4% | 38.0% | 24.9% | 30.3% | 14.9% | 20.9% | 24.9% | 28.1% | 26.7% | 52.8% | 24.4% | 24.5% | 24.4% | 32.6% | 25.6% | 30.3% | 22.9% | 38.0% |
| | | | BDFG | F | F | | | | | | MN | | | | P | | | T | |
| Netscore (T2B-L2B) | 474.8 | 44.8 | 58.2 | 203.1 | 28 | 71.2 | 69.7 | 162.7 | 132.9 | 179.2 | -4.1 | 76.2 | 402.6 | 380.4 | 94.4 | 391.6 | 83.2 | 416.6 | 58.2 |
| | 46.9% | 63.1% | 23.9% | 50.1% | 39.5% | 70.3% | 58.3% | 50.2% | 43.7% | 46.6% | -5.5% | 51.2% | 51.0% | 51.3% | 34.9% | 48.8% | 39.4% | 54.1% | 23.9% |
| | | CDE | | C | C | CDE | CE | | | | | L | L | Q | | S | | U | |

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

Q1_03. [Having more time and less stress while on vacation makes being intimate easier] To what extent do you agree or disagree with the following statements:

| | Region | | | | | | | Age | | | Relationship | | | Importance - annual vacation | | Confidence - next vacation | | Language | |
|--|--------|----------|--------|---------|-------|---------|------------------|-------|-------|-------|-----------------|---------------------------|------------------------------|------------------------------|---------------|----------------------------|---------------|----------|--------|
| | Total | Atlantic | Quebec | Ontario | MS/SK | Alberta | British Columbia | 18-34 | 35-44 | 45-60 | Casually dating | In a serious relationship | Married or living common law | Important | Not important | Confident | Not confident | English | French |
| | A | B | C | D | E | F | G | H | J | K | L | M | N | P | Q | R | S | T | U |
| Base: All respondents | 1013 | 70 | 240 | 402 | 70 | 100 | 129 | 342 | 274 | 397 | 74 | 153 | 786 | 742 | 271 | 802 | 211 | 773 | 240 |
| Weighted | 1013 | 71* | 243 | 405 | 71* | 101* | 120 | 324 | 304 | 385 | 74* | 149 | 790 | 742 | 271 | 802 | 211 | 770 | 243 |
| Having more time and less stress while on vacation makes being intimate easier | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 378 | 28 | 66 | 161 | 30 | 42 | 51 | 152 | 105 | 120 | 25 | 71 | 281 | 296 | 81 | 309 | 69 | 312 | 66 |
| | 37.3% | 40.0% | 27.2% | 39.6% | 41.7% | 41.9% | 42.4% | 47.0% | 34.7% | 31.2% | 34.5% | 47.8% | 35.6% | 39.9% | 30.1% | 38.5% | 32.8% | 40.5% | 27.2% |
| | | C | | C | C | C | C | JK | | | | N | | Q | | | | U | |
| Somewhat agree | 517 | 33 | 150 | 197 | 32 | 49 | 54 | 148 | 164 | 205 | 36 | 69 | 412 | 366 | 151 | 400 | 117 | 367 | 150 |
| | 51.0% | 47.2% | 61.7% | 48.6% | 45.0% | 48.2% | 45.0% | 45.7% | 54.1% | 53.2% | 48.6% | 46.3% | 52.2% | 49.3% | 55.8% | 49.9% | 55.4% | 47.7% | 61.7% |
| | | | BDEFG | | | | | H | H | | | | | | | | | T | |
| Somewhat disagree | 79 | 6 | 17 | 34 | 5 | 6 | 11 | 19 | 19 | 42 | 7 | 9 | 63 | 51 | 28 | 65 | 15 | 62 | 17 |
| | 7.8% | 8.2% | 7.0% | 8.4% | 7.2% | 6.0% | 9.4% | 5.8% | 6.2% | 10.9% | 9.7% | 6.0% | 8.0% | 6.9% | 10.3% | 8.1% | 7.0% | 8.1% | 7.0% |
| | | | | | | | | | HJ | | | | | | | | | | |
| Strongly disagree | 39 | 3 | 10 | 13 | 4 | 4 | 4 | 5 | 15 | 18 | 5 | 0 | 34 | 28 | 10 | 28 | 10 | 29 | 10 |
| | 3.8% | 4.5% | 4.1% | 3.3% | 6.1% | 4.0% | 3.3% | 1.5% | 5.1% | 4.8% | 7.1% | - | 4.2% | 3.8% | 3.8% | 3.5% | 4.9% | 3.7% | 4.1% |
| | | | | | | | | H | H | | M | | M | | | | | | |
| Summary | | | | | | | | | | | | | | | | | | | |
| Top2Box (Strongly/ Somewhat agree) | 895 | 62 | 216 | 358 | 61 | 91 | 105 | 301 | 270 | 325 | 61 | 140 | 693 | 662 | 233 | 709 | 186 | 679 | 216 |
| | 88.3% | 87.3% | 88.9% | 88.3% | 86.7% | 90.0% | 87.4% | 92.7% | 88.7% | 84.3% | 83.2% | 94.0% | 87.7% | 89.2% | 85.9% | 88.4% | 88.2% | 88.2% | 88.9% |
| Low2Box (Somewhat/ Strongly disagree) | | | | | | | | K | | | | LN | | | | | | | |
| | 118 | 9 | 27 | 48 | 9 | 10 | 15 | 24 | 34 | 60 | 12 | 9 | 97 | 80 | 38 | 93 | 25 | 91 | 27 |
| | 11.7% | 12.7% | 11.1% | 11.7% | 13.3% | 10.0% | 12.6% | 7.3% | 11.3% | 15.7% | 16.8% | 6.0% | 12.3% | 10.8% | 14.1% | 11.6% | 11.8% | 11.8% | 11.1% |
| Netscore (T2B-L2B) | | | | | | | | | | | | | | | | | | | |
| | 776.8 | 52.9 | 189.1 | 310.2 | 52.1 | 81.1 | 89.4 | 276.8 | 235.5 | 264.4 | 49 | 131.3 | 596.5 | 582.5 | 194.2 | 615.6 | 161.1 | 587.6 | 189.1 |
| | 76.7% | 74.6% | 77.8% | 76.6% | 73.4% | 80.1% | 74.8% | 85.4% | 77.5% | 68.7% | 66.4% | 88.1% | 75.5% | 78.5% | 71.7% | 76.8% | 76.3% | 76.3% | 77.8% |
| | | | | | | | | JK | K | | | LN | | Q | | | | | |

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

Q1_04. [Having sex is an important part of being on vacation] To what extent do you agree or disagree with the following statements:

| | Region | | | | | | | Age | | | Relationship | | | Importance - annual vacation | | Confidence - next vacation | | Language | |
|--|--------|----------|--------|---------|-------|---------|------------------|-------|-------|-------|-----------------|---------------------------|------------------------------|------------------------------|---------------|----------------------------|---------------|----------|--------|
| | Total | Atlantic | Quebec | Ontario | MS/SK | Alberta | British Columbia | 18-34 | 35-44 | 45-60 | Casually dating | In a serious relationship | Married or living common law | Important | Not important | Confident | Not confident | English | French |
| | A | B | C | D | E | F | G | H | J | K | L | M | N | P | Q | R | S | T | U |
| Base: All respondents | 1013 | 70 | 240 | 402 | 70 | 100 | 129 | 342 | 274 | 397 | 74 | 153 | 786 | 742 | 271 | 802 | 211 | 773 | 240 |
| Weighted | 1013 | 71* | 243 | 405 | 71* | 101* | 120 | 324 | 304 | 385 | 74* | 149 | 790 | 742 | 271 | 802 | 211 | 770 | 243 |
| Having sex is an important part of being on vacation | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 166 | 8 | 26 | 68 | 19 | 15 | 29 | 73 | 48 | 45 | 14 | 34 | 118 | 142 | 24 | 146 | 21 | 140 | 26 |
| | 16.4% | 11.7% | 10.8% | 16.8% | 27.3% | 14.7% | 24.5% | 22.7% | 15.7% | 11.8% | 18.7% | 23.0% | 15.0% | 19.2% | 8.8% | 18.2% | 9.7% | 18.2% | 10.8% |
| Somewhat agree | | | | C | BCDF | | BC | JK | | | | N | | Q | | S | | U | |
| | 417 | 39 | 92 | 162 | 25 | 50 | 47 | 150 | 128 | 139 | 26 | 68 | 323 | 309 | 109 | 334 | 83 | 325 | 92 |
| | 41.2% | 54.3% | 38.0% | 40.0% | 35.6% | 49.5% | 39.2% | 46.3% | 42.2% | 36.1% | 35.2% | 45.5% | 40.9% | 41.6% | 40.1% | 41.7% | 39.3% | 42.2% | 38.0% |
| | | CDEG | | | | | | K | | | | | | | | | | | |
| Somewhat disagree | 326 | 15 | 90 | 140 | 18 | 31 | 31 | 81 | 99 | 146 | 22 | 43 | 261 | 228 | 98 | 252 | 74 | 236 | 90 |
| | 32.2% | 21.4% | 37.0% | 34.7% | 25.6% | 30.8% | 26.2% | 24.9% | 32.6% | 38.0% | 30.2% | 28.9% | 33.0% | 30.8% | 36.1% | 31.4% | 35.3% | 30.7% | 37.0% |
| Strongly disagree | | | BG | B | | | | H | H | | | | | | | | | | |
| | 103 | 9 | 34 | 34 | 8 | 5 | 12 | 20 | 29 | 54 | 12 | 4 | 87 | 63 | 40 | 70 | 33 | 69 | 34 |
| | 10.2% | 12.6% | 14.2% | 8.5% | 11.5% | 5.0% | 10.0% | 6.1% | 9.5% | 14.1% | 15.9% | 2.6% | 11.1% | 8.4% | 14.9% | 8.7% | 15.8% | 8.9% | 14.2% |
| | | | DF | | | | | | | H | M | | M | | P | | R | | T |
| Summary | | | | | | | | | | | | | | | | | | | |
| Top2Box (Strongly/ Somewhat agree) | 584 | 47 | 119 | 230 | 45 | 65 | 76 | 223 | 176 | 184 | 40 | 102 | 442 | 451 | 132 | 480 | 103 | 465 | 119 |
| | 57.6% | 66.0% | 48.8% | 56.8% | 62.9% | 64.2% | 63.7% | 68.9% | 57.9% | 47.9% | 53.9% | 68.5% | 55.9% | 60.8% | 48.9% | 59.9% | 49.0% | 60.4% | 48.8% |
| Low2Box (Somewhat/ Strongly disagree) | | | | C | C | C | C | JK | K | | | LN | | Q | | S | | U | |
| | 429 | 24 | 124 | 175 | 26 | 36 | 43 | 101 | 128 | 201 | 34 | 47 | 348 | 291 | 138 | 322 | 108 | 305 | 124 |
| | 42.4% | 34.0% | 51.2% | 43.2% | 37.1% | 35.8% | 36.3% | 31.1% | 42.1% | 52.1% | 46.1% | 31.5% | 44.1% | 39.2% | 51.1% | 40.1% | 51.0% | 39.6% | 51.2% |
| | | | BDEFG | | | | | H | HJ | | | | M | | P | | R | | T |
| Netscore (T2B-L2B) | 154.2 | 22.7 | -5.8 | 55.4 | 18.3 | 28.8 | 32.9 | 122.7 | 47.9 | -16.4 | 5.8 | 55.1 | 93.4 | 160 | -5.8 | 158.4 | -4.2 | 160.1 | -5.8 |
| | 15.2% | 32.0% | -2.4% | 13.7% | 25.8% | 28.4% | 27.5% | 37.8% | 15.8% | -4.3% | 7.8% | 37.0% | 11.8% | 21.6% | -2.1% | 19.8% | -2.0% | 20.8% | -2.4% |
| | | CD | | C | CD | CD | CD | JK | K | | | LN | | Q | | S | | U | |

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

Q1_05. [We have sex more often while on vacation than when we're at home] To what extent do you agree or disagree with the following statements:

| | Region | | | | | | | Age | | | Relationship | | | Importance - annual vacation | | Confidence - next vacation | | Language | |
|--|--------|----------|--------|---------|-------|---------|------------------|-------|-------|-------|-----------------|---------------------------|------------------------------|------------------------------|---------------|----------------------------|---------------|----------|--------|
| | Total | Atlantic | Quebec | Ontario | MS/SK | Alberta | British Columbia | 18-34 | 35-44 | 45-60 | Casually dating | In a serious relationship | Married or living common law | Important | Not important | Confident | Not confident | English | French |
| | A | B | C | D | E | F | G | H | J | K | L | M | N | P | Q | R | S | T | U |
| Base: All respondents | 1013 | 70 | 240 | 402 | 70 | 100 | 129 | 342 | 274 | 397 | 74 | 153 | 786 | 742 | 271 | 802 | 211 | 773 | 240 |
| Weighted | 1013 | 71* | 243 | 405 | 71* | 101* | 120 | 324 | 304 | 385 | 74* | 149 | 790 | 742 | 271 | 802 | 211 | 770 | 243 |
| We have sex more often while on vacation than when we're at home | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 150 | 10 | 30 | 54 | 16 | 17 | 22 | 62 | 43 | 45 | 10 | 27 | 113 | 119 | 31 | 122 | 28 | 120 | 30 |
| | 14.8% | 14.7% | 12.3% | 13.4% | 23.2% | 17.0% | 18.3% | 19.2% | 14.3% | 11.6% | 13.4% | 18.4% | 14.3% | 16.0% | 11.6% | 15.2% | 13.3% | 15.6% | 12.3% |
| Somewhat agree | | | | | CD | | | K | | | | | | | | | | | |
| | 369 | 23 | 80 | 157 | 21 | 45 | 43 | 124 | 112 | 133 | 27 | 59 | 283 | 280 | 90 | 299 | 70 | 289 | 80 |
| | 36.4% | 32.6% | 33.0% | 38.8% | 29.6% | 43.9% | 36.0% | 38.3% | 36.8% | 34.6% | 36.2% | 39.8% | 35.8% | 37.7% | 33.1% | 37.3% | 33.2% | 37.5% | 33.0% |
| Somewhat disagree | 381 | 28 | 103 | 151 | 17 | 36 | 45 | 119 | 115 | 147 | 24 | 54 | 303 | 268 | 113 | 299 | 82 | 279 | 103 |
| | 37.6% | 39.8% | 42.2% | 37.3% | 24.6% | 35.1% | 38.0% | 36.6% | 38.0% | 38.2% | 32.8% | 36.2% | 38.4% | 36.1% | 41.9% | 37.3% | 38.8% | 36.2% | 42.2% |
| Strongly disagree | | | E | E | | | | | | | | | | | | | | | |
| | 112 | 9 | 30 | 43 | 16 | 4 | 9 | 19 | 33 | 60 | 13 | 8 | 91 | 76 | 36 | 81 | 31 | 82 | 30 |
| | 11.1% | 13.0% | 12.4% | 10.5% | 22.6% | 4.0% | 7.7% | 5.9% | 11.0% | 15.6% | 17.5% | 5.6% | 11.5% | 10.3% | 13.4% | 10.2% | 14.7% | 10.7% | 12.4% |
| Summary | | F | F | F | CDFG | | | | H | H | M | | M | | | | | | |
| Top2Box (Strongly/ Somewhat agree) | 519 | 34 | 110 | 211 | 37 | 62 | 65 | 186 | 155 | 178 | 37 | 87 | 396 | 398 | 121 | 421 | 98 | 409 | 110 |
| | 51.3% | 47.3% | 45.3% | 52.2% | 52.8% | 60.9% | 54.3% | 57.5% | 51.1% | 46.2% | 49.6% | 58.2% | 50.1% | 53.7% | 44.7% | 52.5% | 46.5% | 53.1% | 45.3% |
| Low2Box (Somewhat/ Strongly disagree) | | | | | | C | | K | | | | | | Q | | | | U | |
| | 494 | 37 | 133 | 194 | 34 | 40 | 55 | 138 | 149 | 207 | 37 | 62 | 394 | 344 | 150 | 381 | 113 | 361 | 133 |
| | 48.7% | 52.7% | 54.7% | 47.8% | 47.2% | 39.1% | 45.7% | 42.5% | 48.9% | 53.8% | 50.4% | 41.8% | 49.9% | 46.3% | 55.3% | 47.5% | 53.5% | 46.9% | 54.7% |
| Netscore (T2B-L2B) | | F | | | | | | H | | | | | | P | | | | T | |
| | 25.6 | -3.9 | -22.7 | 17.8 | 3.9 | 22.1 | 10.3 | 48.8 | 6.4 | -29.6 | -0.5 | 24.6 | 1.6 | 54.4 | -28.8 | 40.5 | -14.9 | 48.3 | -22.7 |
| | 2.5% | -5.5% | -9.4% | 4.4% | 5.5% | 21.8% | 8.6% | 15.1% | 2.1% | -7.7% | -0.7% | 16.5% | 0.2% | 7.3% | -10.7% | 5.1% | -7.1% | 6.3% | -9.4% |
| | | B | B | B | B | BDEG | B | JK | | | | LN | L | Q | | S | | U | |

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

Q1_06. [I'm more in the mood to have sex while on vacation] To what extent do you agree or disagree with the following statements:

| | | Region | | | | | | Age | | | Relationship | | | Importance - annual vacation | | Confidence - next vacation | | Language | |
|--|-------|----------|--------|---------|-------|---------|------------------|-------|-------|-------|-----------------|---------------------------|------------------------------|------------------------------|---------------|----------------------------|---------------|----------|--------|
| | Total | Atlantic | Quebec | Ontario | MS/SK | Alberta | British Columbia | 18-34 | 35-44 | 45-60 | Casually dating | In a serious relationship | Married or living common law | Important | Not important | Confident | Not confident | English | French |
| | A | B | C | D | E | F | G | H | J | K | L | M | N | P | Q | R | S | T | U |
| Base: All respondents | 1013 | 70 | 240 | 402 | 70 | 100 | 129 | 342 | 274 | 397 | 74 | 153 | 786 | 742 | 271 | 802 | 211 | 773 | 240 |
| Weighted | 1013 | 71* | 243 | 405 | 71* | 101* | 120 | 324 | 304 | 385 | 74* | 149 | 790 | 742 | 271 | 802 | 211 | 770 | 243 |
| I'm more in the mood to have sex while on vacation | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 163 | 10 | 28 | 70 | 17 | 17 | 19 | 64 | 49 | 49 | 9 | 31 | 123 | 127 | 35 | 131 | 31 | 134 | 28 |
| | 16.1% | 14.7% | 11.7% | 17.3% | 23.9% | 17.3% | 16.2% | 19.9% | 16.1% | 12.8% | 12.3% | 20.8% | 15.5% | 17.1% | 13.1% | 16.4% | 14.8% | 17.4% | 11.7% |
| Somewhat agree | | | | | C | | | K | | | | | | | | | | U | |
| | 510 | 37 | 108 | 209 | 33 | 59 | 64 | 169 | 160 | 182 | 33 | 74 | 403 | 384 | 126 | 407 | 103 | 403 | 108 |
| | 50.4% | 51.5% | 44.4% | 51.5% | 46.2% | 58.6% | 53.6% | 52.0% | 52.5% | 47.4% | 44.3% | 49.9% | 51.1% | 51.8% | 46.6% | 50.8% | 48.8% | 52.3% | 44.4% |
| Somewhat disagree | | | | | | C | | | | | | | | | | | | U | |
| | 253 | 18 | 74 | 99 | 13 | 19 | 29 | 75 | 69 | 109 | 18 | 39 | 196 | 175 | 78 | 200 | 53 | 180 | 74 |
| Strongly disagree | | | | | | | | | | | | | | | | | | | |
| | 25.0% | 25.1% | 30.3% | 24.6% | 18.3% | 19.2% | 24.0% | 23.2% | 22.6% | 28.4% | 24.5% | 26.5% | 24.8% | 23.6% | 28.9% | 25.0% | 25.0% | 23.3% | 30.3% |
| | | | | | F | | | | | | | | | | | | | T | |
| Strongly disagree | 87 | 6 | 33 | 27 | 8 | 5 | 7 | 16 | 27 | 44 | 14 | 4 | 68 | 56 | 31 | 63 | 24 | 53 | 33 |
| | 8.5% | 8.6% | 13.6% | 6.6% | 11.5% | 4.9% | 6.1% | 5.0% | 8.8% | 11.4% | 19.0% | 2.8% | 8.7% | 7.5% | 11.4% | 7.8% | 11.4% | 6.9% | 13.6% |
| Summary | | | | | | | | | | | H | MN | M | | P | | | | T |
| | | | | | | | | | | | | | | | | | | | |
| Top2Box (Strongly/ Somewhat agree) | 673 | 47 | 136 | 279 | 50 | 77 | 84 | 233 | 208 | 232 | 42 | 105 | 526 | 511 | 162 | 539 | 134 | 537 | 136 |
| | 66.5% | 66.2% | 56.1% | 68.8% | 70.2% | 75.9% | 69.8% | 71.9% | 68.6% | 60.2% | 56.6% | 70.7% | 66.6% | 68.9% | 59.7% | 67.2% | 63.6% | 69.7% | 56.1% |
| Low2Box (Somewhat/ Strongly disagree) | | | | | C | C | C | K | K | | | L | | Q | | | | U | |
| | 340 | 24 | 107 | 126 | 21 | 24 | 36 | 91 | 95 | 153 | 32 | 44 | 264 | 231 | 109 | 263 | 77 | 233 | 107 |
| | 33.5% | 33.8% | 43.9% | 31.2% | 29.8% | 24.1% | 30.2% | 28.1% | 31.4% | 39.8% | 43.4% | 29.3% | 33.4% | 31.1% | 40.3% | 32.8% | 36.4% | 30.3% | 43.9% |
| Netscore (T2B-L2B) | | | | | | | | | | | | | | | | | | | |
| | | | DEFG | | | | | | | | HJ | M | | | P | | | T | |
| | 333.3 | 23 | 29.4 | 152.6 | 28.6 | 52.4 | 47.4 | 141.8 | 113 | 78.6 | 9.7 | 61.7 | 261.9 | 280.7 | 52.6 | 276.1 | 57.3 | 303.9 | 29.4 |
| Netscore (T2B-L2B) | 32.9% | 32.4% | 12.1% | 37.7% | 40.3% | 51.7% | 39.6% | 43.7% | 37.2% | 20.4% | 13.1% | 41.4% | 33.1% | 37.8% | 19.4% | 34.4% | 27.1% | 39.5% | 12.1% |
| | | C | | C | C | BCD | C | K | K | | | L | L | Q | | S | | U | |

Q1_07. [My partner tends to want more sex on vacation than I do] To what extent do you agree or disagree with the following statements:

| | | Region | | | | | | Age | | | Relationship | | | Importance - annual vacation | | Confidence - next vacation | | Language | |
|---|--------|----------|--------|---------|--------|---------|------------------|--------|--------|--------|-----------------|---------------------------|------------------------------|------------------------------|---------------|----------------------------|---------------|----------|--------|
| | Total | Atlantic | Quebec | Ontario | MS/SK | Alberta | British Columbia | 18-34 | 35-44 | 45-60 | Casually dating | In a serious relationship | Married or living common law | Important | Not important | Confident | Not confident | English | French |
| | A | B | C | D | E | F | G | H | J | K | L | M | N | P | Q | R | S | T | U |
| Base: All respondents | 1013 | 70 | 240 | 402 | 70 | 100 | 129 | 342 | 274 | 397 | 74 | 153 | 786 | 742 | 271 | 802 | 211 | 773 | 240 |
| Weighted | 1013 | 71* | 243 | 405 | 71* | 101* | 120 | 324 | 304 | 385 | 74* | 149 | 790 | 742 | 271 | 802 | 211 | 770 | 243 |
| My partner tends to want more sex on vacation than I do | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 101 | 7 | 17 | 47 | 9 | 8 | 12 | 37 | 37 | 27 | 5 | 18 | 78 | 75 | 26 | 82 | 19 | 83 | 17 |
| | 9.9% | 10.0% | 7.1% | 11.5% | 13.3% | 7.8% | 10.2% | 11.4% | 12.0% | 7.1% | 6.8% | 11.8% | 9.9% | 10.1% | 9.4% | 10.2% | 8.8% | 10.8% | 7.1% |
| Somewhat agree | | | | | | | | K | K | | | | | | | | | | |
| | 304 | 20 | 81 | 111 | 17 | 36 | 40 | 94 | 86 | 123 | 11 | 44 | 250 | 235 | 70 | 244 | 60 | 223 | 81 |
| | 30.0% | 28.8% | 33.2% | 27.3% | 24.0% | 35.1% | 33.3% | 29.1% | 28.5% | 32.0% | 14.7% | 29.3% | 31.6% | 31.6% | 25.7% | 30.4% | 28.5% | 29.0% | 33.2% |
| Somewhat disagree | | | | | | | | | | | | L | L | | | | | | |
| | 440 | 31 | 109 | 179 | 27 | 44 | 48 | 152 | 126 | 162 | 44 | 67 | 329 | 306 | 134 | 354 | 86 | 331 | 109 |
| | 43.5% | 44.2% | 44.8% | 44.2% | 38.2% | 43.1% | 40.5% | 46.9% | 41.6% | 42.1% | 59.4% | 45.0% | 41.7% | 41.3% | 49.5% | 44.2% | 40.8% | 43.0% | 44.8% |
| Strongly disagree | | | | | | | | | | | MN | | | | P | | | | |
| | 168 | 12 | 36 | 69 | 17 | 14 | 19 | 41 | 55 | 72 | 14 | 21 | 133 | 126 | 42 | 122 | 46 | 132 | 36 |
| | 16.6% | 17.1% | 14.9% | 17.0% | 24.5% | 14.0% | 16.1% | 12.6% | 18.0% | 18.8% | 19.1% | 13.8% | 16.9% | 17.0% | 15.4% | 15.2% | 21.9% | 17.1% | 14.9% |
| Summary | | | | | | | | | | H | | | | | | | R | | |
| | | | | | | | | | | | | | | | | | | | |
| Top2Box (Strongly/ Somewhat agree) | 405 | 27 | 98 | 157 | 26 | 43 | 52 | 131 | 123 | 151 | 16 | 61 | 328 | 310 | 95 | 326 | 79 | 307 | 98 |
| | 40.0% | 38.8% | 40.4% | 38.8% | 37.3% | 42.9% | 43.5% | 40.5% | 40.5% | 39.1% | 21.5% | 41.2% | 41.5% | 41.7% | 35.1% | 40.7% | 37.4% | 39.8% | 40.4% |
| Low2Box (Somewhat/ Strongly disagree) | | | | | | | | | | | | L | L | | | | | | |
| | 608 | 43 | 145 | 248 | 44 | 58 | 68 | 193 | 181 | 234 | 58 | 88 | 462 | 432 | 176 | 476 | 132 | 463 | 145 |
| | 60.0% | 61.2% | 59.6% | 61.2% | 62.7% | 57.1% | 56.5% | 59.5% | 59.5% | 60.9% | 78.5% | 58.8% | 58.5% | 58.3% | 64.9% | 59.3% | 62.6% | 60.2% | 59.6% |
| Netscore (T2B-L2B) | | | | | | | | | | | MN | | | | | | | | |
| | -203.2 | -15.9 | -46.7 | -90.5 | -18 | -14.4 | -15.6 | -61.4 | -58 | -83.8 | -42 | -26.4 | -134.8 | -122.7 | -80.5 | -149.8 | -53.4 | -156.4 | -46.7 |
| | -20.1% | -22.5% | -19.2% | -22.3% | -25.4% | -14.2% | -13.1% | -18.9% | -19.1% | -21.8% | -57.0% | -17.7% | -17.1% | -16.5% | -29.7% | -18.7% | -25.3% | -20.3% | -19.2% |

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

Q1_08. [Even when on vacation, my partner is more interested in sports or TV than in having sex with me] To what extent do you agree or disagree with the following statements:

| | Region | | | | | | | Age | | | Relationship | | | Importance - annual vacation | | Confidence - next vacation | | Language | |
|---|--------|----------|--------|---------|--------|---------|------------------|--------|--------|--------|-----------------|---------------------------|------------------------------|------------------------------|---------------|----------------------------|---------------|----------|--------|
| | Total | Atlantic | Quebec | Ontario | MS/SK | Alberta | British Columbia | 18-34 | 35-44 | 45-60 | Casually dating | In a serious relationship | Married or living common law | Important | Not important | Confident | Not confident | English | French |
| | A | B | C | D | E | F | G | H | J | K | L | M | N | P | Q | R | S | T | U |
| Base: All respondents | 1013 | 70 | 240 | 402 | 70 | 100 | 129 | 342 | 274 | 397 | 74 | 153 | 786 | 742 | 271 | 802 | 211 | 773 | 240 |
| Weighted | 1013 | 71* | 243 | 405 | 71* | 101* | 120 | 324 | 304 | 385 | 74* | 149 | 790 | 742 | 271 | 802 | 211 | 770 | 243 |
| Even when on vacation, my partner is more interested in sports or TV than in having sex with me | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 13 | 1 | 2 | 7 | 0 | 2 | 1 | 8 | 1 | 4 | 1 | 2 | 10 | 10 | 3 | 10 | 3 | 11 | 2 |
| | 1.2% | 1.3% | 0.9% | 1.7% | - | 1.9% | 0.8% | 2.4% | 0.4% | 1.0% | 1.3% | 1.3% | 1.2% | 1.3% | 1.1% | 1.2% | 1.4% | 1.4% | 0.9% |
| | | | | | | | | J | | | | | | | | | | | |
| Somewhat agree | 71 | 8 | 17 | 27 | 4 | 6 | 7 | 21 | 25 | 24 | 5 | 8 | 58 | 59 | 12 | 57 | 14 | 54 | 17 |
| | 7.0% | 11.6% | 7.0% | 6.7% | 5.7% | 6.4% | 5.6% | 6.5% | 8.4% | 6.3% | 6.6% | 5.3% | 7.3% | 7.9% | 4.3% | 7.1% | 6.7% | 7.0% | 7.0% |
| | | | | | | | | | | | | | | Q | | | | | |
| Somewhat disagree | 266 | 12 | 68 | 107 | 18 | 22 | 39 | 77 | 86 | 103 | 26 | 39 | 201 | 196 | 70 | 211 | 56 | 199 | 68 |
| | 26.3% | 17.3% | 27.9% | 26.4% | 25.5% | 22.0% | 32.6% | 23.9% | 28.4% | 26.7% | 35.6% | 26.5% | 25.4% | 26.5% | 25.8% | 26.3% | 26.4% | 25.8% | 27.9% |
| | | | | | | | B | | | | | | | | | | | | |
| Strongly disagree | 663 | 49 | 156 | 264 | 49 | 71 | 73 | 218 | 191 | 254 | 42 | 100 | 522 | 477 | 186 | 525 | 138 | 507 | 156 |
| | 65.5% | 69.8% | 64.2% | 65.2% | 68.8% | 69.7% | 61.1% | 67.3% | 62.8% | 66.0% | 56.5% | 66.9% | 66.0% | 64.3% | 68.8% | 65.5% | 65.6% | 65.9% | 64.2% |
| | | | | | | | | | | | | | | | | | | | |
| Summary | | | | | | | | | | | | | | | | | | | |
| Top2Box (Strongly/ Somewhat agree) | 83 | 9 | 19 | 34 | 4 | 8 | 8 | 29 | 27 | 28 | 6 | 10 | 68 | 69 | 15 | 66 | 17 | 64 | 19 |
| | 8.2% | 12.9% | 7.9% | 8.4% | 5.7% | 8.3% | 6.4% | 8.8% | 8.8% | 7.3% | 7.9% | 6.6% | 8.6% | 9.3% | 5.4% | 8.3% | 8.1% | 8.3% | 7.9% |
| | | | | | | | | | | | | | | Q | | | | | |
| Low2Box (Somewhat/ Strongly disagree) | 930 | 62 | 224 | 371 | 67 | 93 | 112 | 296 | 277 | 357 | 68 | 139 | 723 | 674 | 256 | 736 | 194 | 706 | 224 |
| | 91.8% | 87.1% | 92.1% | 91.6% | 94.3% | 91.7% | 93.6% | 91.2% | 91.2% | 92.7% | 92.1% | 93.4% | 91.4% | 90.7% | 94.6% | 91.7% | 91.9% | 91.7% | 92.1% |
| | | | | | | | | | | | | | | P | | | | | |
| Netscore (T2B-L2B) | -846.4 | -52.6 | -204.9 | -337.1 | -62.9 | -84.5 | -104.4 | -267 | -250.7 | -328.7 | -62.1 | -129.4 | -654.9 | -604.9 | -241.6 | -669.3 | -177.1 | -641.6 | -204.9 |
| | -83.6% | -74.1% | -84.3% | -83.2% | -88.7% | -83.4% | -87.3% | -82.4% | -82.5% | -85.4% | -84.1% | -86.8% | -82.9% | -81.5% | -89.2% | -83.5% | -83.9% | -83.3% | -84.3% |
| | | | | | | | | | | | | | | | | | | | |

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

Q1_09. [I have to drag my partner to go on vacation with me] To what extent do you agree or disagree with the following statements:

| | Region | | | | | | | Age | | | Relationship | | | Importance - annual vacation | | Confidence - next vacation | | Language | |
|---|--------|----------|--------|---------|--------|---------|------------------|--------|--------|--------|-----------------|---------------------------|------------------------------|------------------------------|---------------|----------------------------|---------------|----------|--------|
| | Total | Atlantic | Quebec | Ontario | MS/SK | Alberta | British Columbia | 18-34 | 35-44 | 45-60 | Casually dating | In a serious relationship | Married or living common law | Important | Not important | Confident | Not confident | English | French |
| | A | B | C | D | E | F | G | H | J | K | L | M | N | P | Q | R | S | T | U |
| Base: All respondents | 1013 | 70 | 240 | 402 | 70 | 100 | 129 | 342 | 274 | 397 | 74 | 153 | 786 | 742 | 271 | 802 | 211 | 773 | 240 |
| Weighted | 1013 | 71* | 243 | 405 | 71* | 101* | 120 | 324 | 304 | 385 | 74* | 149 | 790 | 742 | 271 | 802 | 211 | 770 | 243 |
| I have to drag my partner to go on vacation with me | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 43 | 4 | 11 | 19 | 4 | 3 | 2 | 11 | 15 | 18 | 3 | 5 | 36 | 33 | 10 | 31 | 12 | 32 | 11 |
| | 4.3% | 5.7% | 4.6% | 4.8% | 5.9% | 2.9% | 1.5% | 3.5% | 4.8% | 4.6% | 3.9% | 3.4% | 4.5% | 4.5% | 3.8% | 3.9% | 5.7% | 4.2% | 4.6% |
| Somewhat agree | 116 | 13 | 17 | 47 | 5 | 12 | 21 | 41 | 30 | 45 | 11 | 21 | 84 | 88 | 27 | 94 | 22 | 98 | 17 |
| | 11.4% | 18.4% | 7.1% | 11.6% | 6.8% | 12.0% | 17.2% | 12.5% | 9.8% | 11.8% | 14.4% | 14.2% | 10.6% | 11.9% | 10.1% | 11.7% | 10.3% | 12.8% | 7.1% |
| | | CE | | | | | CE | | | | | | | | | | | U | |
| Somewhat disagree | 224 | 8 | 53 | 94 | 19 | 22 | 27 | 74 | 64 | 85 | 24 | 28 | 171 | 162 | 62 | 174 | 50 | 171 | 53 |
| | 22.1% | 11.5% | 21.7% | 23.1% | 26.9% | 22.0% | 22.2% | 22.7% | 21.2% | 22.2% | 32.9% | 18.9% | 21.7% | 21.8% | 22.7% | 21.7% | 23.6% | 22.2% | 21.7% |
| Strongly disagree | | | | B | B | | | | | | MN | | | | | | | | |
| | 630 | 46 | 162 | 245 | 43 | 64 | 71 | 198 | 195 | 237 | 36 | 95 | 500 | 459 | 172 | 503 | 127 | 468 | 162 |
| | 62.2% | 64.5% | 66.6% | 60.6% | 60.4% | 63.0% | 59.1% | 61.2% | 64.3% | 61.5% | 48.8% | 63.5% | 63.2% | 61.8% | 63.4% | 62.7% | 60.4% | 60.8% | 66.6% |
| Summary | | | | | | | | | | | | L | L | | | | | | |
| Top2Box (Strongly/ Somewhat agree) | 159 | 17 | 29 | 66 | 9 | 15 | 22 | 52 | 44 | 63 | 14 | 26 | 119 | 122 | 38 | 125 | 34 | 131 | 29 |
| | 15.7% | 24.1% | 11.7% | 16.3% | 12.7% | 15.0% | 18.7% | 16.1% | 14.5% | 16.3% | 18.3% | 17.7% | 15.1% | 16.4% | 13.9% | 15.6% | 16.1% | 17.0% | 11.7% |
| Low2Box (Somewhat/ Strongly disagree) | | C | | | | | | | | | | | | | | | | | |
| | 854 | 54 | 215 | 339 | 62 | 86 | 97 | 272 | 260 | 322 | 60 | 123 | 671 | 621 | 233 | 677 | 177 | 639 | 215 |
| | 84.3% | 75.9% | 88.3% | 83.7% | 87.3% | 85.0% | 81.3% | 83.9% | 85.5% | 83.7% | 81.7% | 82.3% | 84.9% | 83.6% | 86.1% | 84.4% | 83.9% | 83.0% | 88.3% |
| Netscore (T2B-L2B) | | B | | | | | | | | | | | | | | | | | |
| | -694.6 | -36.8 | -186.1 | -272.8 | -52.9 | -71 | -74.8 | -220 | -215.5 | -259.1 | -46.8 | -96.4 | -551.4 | -499 | -195.6 | -551.3 | -143.3 | -508.5 | -186.1 |
| | -68.6% | -51.9% | -76.5% | -67.3% | -74.6% | -70.1% | -62.6% | -67.9% | -70.9% | -67.3% | -63.4% | -64.7% | -69.8% | -67.2% | -72.2% | -68.8% | -67.8% | -66.0% | -76.5% |

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

Q1_10. [Sex while on vacation is better than sex at home] To what extent do you agree or disagree with the following statements:

| | | Region | | | | | | Age | | | Relationship | | | Importance - annual vacation | | Confidence - next vacation | | Language | |
|--|-------|----------|--------|---------|-------|---------|------------------|-------|-------|--------|-----------------|---------------------------|------------------------------|------------------------------|---------------|----------------------------|---------------|----------|--------|
| | Total | Atlantic | Quebec | Ontario | MS/SK | Alberta | British Columbia | 18-34 | 35-44 | 45-60 | Casually dating | In a serious relationship | Married or living common law | Important | Not important | Confident | Not confident | English | French |
| | A | B | C | D | E | F | G | H | J | K | L | M | N | P | Q | R | S | T | U |
| Base: All respondents | 1013 | 70 | 240 | 402 | 70 | 100 | 129 | 342 | 274 | 397 | 74 | 153 | 786 | 742 | 271 | 802 | 211 | 773 | 240 |
| Weighted | 1013 | 71* | 243 | 405 | 71* | 101* | 120 | 324 | 304 | 385 | 74* | 149 | 790 | 742 | 271 | 802 | 211 | 770 | 243 |
| Sex while on vacation is better than sex at home | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 122 | 7 | 22 | 55 | 9 | 11 | 18 | 47 | 34 | 41 | 8 | 28 | 86 | 96 | 26 | 106 | 17 | 100 | 22 |
| | 12.1% | 10.4% | 9.1% | 13.5% | 13.1% | 10.9% | 14.7% | 14.6% | 11.3% | 10.5% | 11.2% | 18.9% | 10.9% | 13.0% | 9.6% | 13.2% | 7.9% | 13.0% | 9.1% |
| Somewhat agree | | | | | | | | | | | | N | | | | S | | | |
| | 417 | 31 | 80 | 172 | 31 | 48 | 55 | 156 | 131 | 130 | 29 | 66 | 322 | 334 | 82 | 336 | 81 | 336 | 80 |
| | 41.1% | 43.0% | 33.1% | 42.5% | 44.0% | 47.0% | 45.8% | 48.1% | 43.0% | 33.8% | 39.8% | 44.1% | 40.7% | 45.1% | 30.4% | 41.8% | 38.5% | 43.7% | 33.1% |
| | | | | C | | C | C | K | K | | | | | Q | | | | U | |
| Somewhat disagree | 371 | 22 | 111 | 141 | 20 | 36 | 39 | 105 | 113 | 153 | 25 | 52 | 294 | 243 | 128 | 284 | 87 | 260 | 111 |
| | 36.6% | 30.9% | 45.7% | 34.7% | 28.7% | 36.0% | 32.4% | 32.2% | 37.3% | 39.8% | 34.1% | 34.9% | 37.2% | 32.7% | 47.4% | 35.4% | 41.2% | 33.8% | 45.7% |
| Strongly disagree | | | BDEG | | | | | | | H | | | | | P | | | | T |
| | 103 | 11 | 29 | 38 | 10 | 6 | 8 | 16 | 26 | 61 | 11 | 3 | 89 | 69 | 34 | 77 | 26 | 74 | 29 |
| | 10.2% | 15.7% | 12.1% | 9.3% | 14.2% | 6.1% | 7.0% | 5.0% | 8.4% | 15.9% | 14.9% | 2.0% | 11.3% | 9.3% | 12.5% | 9.6% | 12.4% | 9.5% | 12.1% |
| Summary | | F | | | | | | | | HJ | M | | M | | | | | | |
| Top2Box (Strongly/ Somewhat agree) | 539 | 38 | 103 | 227 | 40 | 59 | 72 | 203 | 165 | 171 | 38 | 94 | 408 | 431 | 109 | 441 | 98 | 436 | 103 |
| | 53.2% | 53.4% | 42.2% | 56.0% | 57.1% | 58.0% | 60.5% | 62.7% | 54.3% | 44.3% | 51.0% | 63.0% | 51.6% | 58.0% | 40.1% | 55.0% | 46.4% | 56.7% | 42.2% |
| Low2Box (Somewhat/ Strongly disagree) | | | | C | C | C | C | JK | K | | | N | | Q | | S | | U | |
| | 474 | 33 | 141 | 178 | 30 | 43 | 47 | 121 | 139 | 214 | 36 | 55 | 383 | 312 | 162 | 361 | 113 | 333 | 141 |
| | 46.8% | 46.6% | 57.8% | 44.0% | 42.9% | 42.0% | 39.5% | 37.3% | 45.7% | 55.7% | 49.0% | 37.0% | 48.4% | 42.0% | 59.9% | 45.0% | 53.6% | 43.3% | 57.8% |
| Netscore (T2B-L2B) | | | DEFG | | | | | H | HJ | | | | M | | P | | R | | T |
| | 65.2 | 4.8 | -37.9 | 48.9 | 10 | 16.1 | 25.2 | 82.6 | 26.2 | -43.6 | 1.4 | 38.9 | 24.9 | 118.9 | -53.7 | 80.2 | -15.1 | 103.1 | -37.9 |
| | 6.4% | 6.8% | -15.6% | 12.1% | 14.1% | 15.9% | 21.0% | 25.5% | 8.6% | -11.3% | 1.9% | 26.1% | 3.1% | 16.0% | -19.8% | 10.0% | -7.1% | 13.4% | -15.6% |
| | | | | C | | | BD | JK | | | | LN | | Q | | S | | U | |

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

Q2. What is the main reason that sex is better while on vacation than it is at home?

| | | Region | | | | | | Age | | | Relationship | | | Importance - annual vacation | | Confidence - next vacation | | Language | |
|--|-------|----------|--------|---------|----------------|---------|------------------|-------|------------|-------|-----------------|---------------------------|------------------------------|------------------------------|---------------|----------------------------|---------------|----------|--------|
| | Total | Atlantic | Quebec | Ontario | MS/SK | Alberta | British Columbia | 18-34 | 35-44 | 45-60 | Casually dating | In a serious relationship | Married or living common law | Important | Not important | Confident | Not confident | English | French |
| | A | B | C | D | E | F | G | H | J | K | L | M | N | P | Q | R | S | T | U |
| Base: Sex while on vacation is better than sex at home | 540 | 37 | 101 | 226 | 40 | 58 | 78 | 215 | 149 | 176 | 38 | 97 | 405 | 431 | 109 | 442 | 98 | 439 | 101 |
| Weighted | 539 | 38* | 103 | 227 | 40* | 59* | 72* | 203 | 165 | 171 | 38* | 94* | 408 | 431 | 109 | 441 | 98* | 436 | 103 |
| Don't have to worry about changing the linens yourself | 2 | 0 | 0 | 2 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 2 | 2 | 0 | 2 | 0 | 2 | 0 |
| | 0.4% | - | - | 0.8% | - | - | - | 0.9% | - | - | - | - | 0.5% | 0.4% | - | 0.4% | - | 0.4% | - |
| More time | 84 | 6 | 20 | 31 | 8 | 8 | 11 | 37 | 26 | 20 | 6 | 13 | 65 | 71 | 13 | 72 | 12 | 64 | 20 |
| | 15.5% | 16.2% | 19.2% | 13.5% | 20.2% | 13.4% | 15.6% | 18.2% | 16.0% | 11.9% | 16.2% | 13.9% | 15.9% | 16.5% | 11.6% | 16.4% | 11.8% | 14.7% | 19.2% |
| More relaxing | 148 | 14 | 18 | 68 | 10 | 21 | 17 | 49 | 43 | 55 | 11 | 21 | 116 | 125 | 23 | 127 | 21 | 129 | 18 |
| | 27.4% | 36.6% | 18.0% | 29.8% | 24.2% | 36.5% | 23.1% | 24.2% | 26.2% | 32.5% | 29.0% | 22.6% | 28.4% | 29.1% | 21.1% | 28.8% | 21.5% | 29.7% | 18.0% |
| Less stress | 154 | 8 | 33 | 67 | 11 | 19 | 15 | 53 | 50 | 51 | 10 | 23 | 120 | 111 | 42 | 119 | 35 | 121 | 33 |
| | 28.5% | 22.3% | 32.3% | 29.3% | 27.3% | 33.2% | 20.7% | 26.1% | 30.2% | 29.7% | 26.4% | 25.0% | 29.5% | 25.9% | 38.9% | 27.0% | 35.3% | 27.6% | 32.3% |
| Romantic setting | 86 | 8 | 18 | 36 | 1 | 4 | 19 | 39 | 21 | 27 | 7 | 24 | 56 | 72 | 15 | 71 | 16 | 68 | 18 |
| | 16.0% | 21.9% | 17.6% | 15.8% | 2.7% | 6.7% | 26.6% | 19.0% | 12.7% | 15.7% | 17.9% | 25.5% | 13.7% | 16.7% | 13.4% | 16.0% | 16.0% | 15.7% | 17.6% |
| No kids | 25 | 1 | 4 | 9 | 7 | 1 | 2 | 4 | 15 | 6 | 0 | 2 | 23 | 15 | 11 | 18 | 7 | 21 | 4 |
| | 4.7% | 2.9% | 4.1% | 4.1% | 18.1% BCDFG | 1.9% | 2.9% | 1.9% | 9.4% HK | 3.4% | - | 2.1% | 5.7% | 3.4% | 9.7% P | 4.0% | 7.6% | 4.8% | 4.1% |
| More alcohol | 11 | 0 | 4 | 3 | 0 | 3 | 1 | 5 | 1 | 5 | 0 | 2 | 9 | 11 | 0 | 10 | 1 | 7 | 4 |
| | 2.0% | - | 3.8% | 1.3% | - | 5.1% | 1.2% | 2.3% | 0.7% | 2.9% | - | 2.0% | 2.2% | 2.5% | - | 2.2% | 0.9% | 1.6% | 3.8% |
| Less uptight about being heard or seen | 18 | 0 | 3 | 6 | 3 | 1 | 5 | 9 | 2 | 7 | 2 | 7 | 10 | 15 | 3 | 15 | 3 | 15 | 3 |
| | 3.4% | - | 2.8% | 2.6% | 7.5% | 1.6% | 7.5% | 4.6% | 1.3% | 3.8% | 5.1% | 7.0% | 2.4% | 3.6% | 2.5% | 3.5% | 2.8% | 3.5% | 2.8% |
| Nobody knows who you are | 4 | 0 | 1 | 2 | 0 | 1 | 0 | 1 | 3 | 0 | 0 | 0 | 4 | 3 | 1 | 2 | 2 | 3 | 1 |
| | 0.8% | - | 1.1% | 1.0% | - | 1.6% | - | 0.5% | 2.0% | - | - | - | 1.1% | 0.7% | 1.0% | 0.5% | 2.3% | 0.7% | 1.1% |
| None of the above | 7 | 0 | 1 | 4 | 0 | 0 | 2 | 5 | 2 | 0 | 2 | 2 | 3 | 5 | 2 | 5 | 2 | 6 | 1 |
| | 1.3% | - | 1.1% | 1.8% | - | - | 2.4% | 2.3% | 1.4% | - | 5.5% | 2.0% | 0.7% | 1.2% | 1.7% | 1.1% | 1.9% | 1.3% | 1.1% |
| | | | | | | | | K | | | N | | | | | | | | |

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

Q3. What is the main reason that sex is NOT better while on vacation than it is at home?

| | Region | | | | | | | Age | | | Relationship | | | Importance - annual vacation | | Confidence - next vacation | | Language | |
|--|--------|----------|--------|---------|-------|---------|------------------|-------|-------|-------|-----------------|---------------------------|------------------------------|------------------------------|---------------|----------------------------|---------------|----------|--------|
| | Total | Atlantic | Quebec | Ontario | MS/SK | Alberta | British Columbia | 18-34 | 35-44 | 45-60 | Casualty dating | In a serious relationship | Married or living common law | Important | Not important | Confident | Not confident | English | French |
| | A | B | C | D | E | F | G | H | J | K | L | M | N | P | Q | R | S | T | U |
| Base: Sex while on vacation is not better than sex at home | 473 | 33 | 139 | 176 | 30 | 42 | 51 | 127 | 125 | 221 | 36 | 56 | 381 | 311 | 162 | 360 | 113 | 334 | 139 |
| Weighted | 474 | 33* | 141 | 178 | 30** | 43* | 47* | 121 | 139 | 214 | 36* | 55* | 383 | 312 | 162 | 361 | 113 | 333 | 141 |
| Too many other things to see and do | 136 | 17 | 34 | 57 | 10 | 9 | 9 | 39 | 31 | 66 | 13 | 19 | 105 | 95 | 41 | 111 | 26 | 103 | 34 |
| | 28.8% | 51.3% | 24.0% | 32.3% | 33.3% | 21.4% | 19.1% | 32.3% | 22.5% | 30.8% | 35.9% | 33.8% | 27.4% | 30.5% | 25.6% | 30.7% | 22.6% | 30.8% | 24.0% |
| | | CDFG | | | | | | | | | | | | | | | | | |
| Sharing rooms with other family members or friends | 82 | 4 | 25 | 28 | 5 | 13 | 7 | 15 | 41 | 25 | 4 | 3 | 75 | 52 | 29 | 62 | 20 | 57 | 25 |
| | 17.2% | 12.1% | 17.9% | 15.7% | 17.3% | 29.7% | 14.3% | 12.7% | 29.6% | 11.8% | 11.0% | 5.2% | 19.5% | 16.8% | 18.1% | 17.1% | 17.8% | 17.0% | 17.9% |
| | | | | | | D | | | HK | | | | M | | | | | | |
| It's more comfortable in my own home | 80 | 7 | 17 | 35 | 4 | 7 | 9 | 20 | 18 | 43 | 2 | 12 | 67 | 59 | 22 | 58 | 22 | 63 | 17 |
| | 16.9% | 21.4% | 12.1% | 19.7% | 13.7% | 16.1% | 19.4% | 16.5% | 12.7% | 19.9% | 5.1% | 21.5% | 17.4% | 18.8% | 13.4% | 16.1% | 19.8% | 19.0% | 12.1% |
| | | | | | | | | | | | | | | | | | | | |
| We argue a lot while on vacation | 6 | 1 | 2 | 1 | 1 | 1 | 0 | 1 | 3 | 2 | 0 | 1 | 5 | 3 | 3 | 2 | 4 | 4 | 2 |
| | 1.3% | 3.0% | 1.5% | 0.6% | 3.6% | 2.3% | - | 0.8% | 2.4% | 0.9% | - | 1.8% | 1.4% | 1.0% | 2.0% | 0.6% | 3.7% | 1.3% | 1.5% |
| | | | | | | | | | | | | | | | | | R | | |
| I don't want other people in the next room or hallway to hear us | 21 | 0 | 6 | 11 | 0 | 0 | 4 | 7 | 9 | 6 | 2 | 3 | 16 | 10 | 11 | 14 | 7 | 15 | 6 |
| | 4.5% | - | 4.6% | 6.2% | - | - | 8.0% | 5.5% | 6.4% | 2.6% | 5.7% | 5.3% | 4.2% | 3.3% | 6.8% | 3.9% | 6.3% | 4.4% | 4.6% |
| | | | | | | | | | | | | | | | | | | | |
| Other | 148 | 4 | 56 | 46 | 10 | 13 | 19 | 39 | 37 | 73 | 15 | 18 | 115 | 93 | 55 | 114 | 34 | 92 | 56 |
| | 31.2% | 12.2% | 39.9% | 25.6% | 32.1% | 30.6% | 39.3% | 32.2% | 26.3% | 33.9% | 42.2% | 32.5% | 30.0% | 29.7% | 34.2% | 31.7% | 29.9% | 27.6% | 39.9% |
| | | | BD | | | | B | | | | | | | | | | | T | |

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