

Q17. In one word, how would you describe your travel personality?

		Gender		Region						Age				
	Total	Male	Female	BC	Alberta	Manitoba/Saskatchewan	Ontario	Quebec	Atlantic	18-34	35-44	45-54	55-64	65+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents	1505	746	759	200	200	203	420	280	202	415	191	364	251	284
Base: All Respondents (wtd)	1505	730	775	202	160	98	577	361	107	419	203	354	251	278
Budget	455	232	223	63	41	32	184	102	33	92	70	111	90	93
	30%	32%	29%	31%	25%	33%	32%	28%	31%	22%	34%	31%	36%	33%
											I	I	I	I
Planner	429	204	225	65	54	29	163	89	28	96	56	106	77	94
	28%	28%	29%	32%	34%	30%	28%	25%	26%	23%	28%	30%	31%	34%
					G							I	I	I
Explorer	273	124	149	28	25	12	106	80	22	110	35	60	37	32
	18%	17%	19%	14%	16%	12%	18%	22%	20%	26%	17%	17%	15%	11%
								CE	E	JKLM				
Spontaneous	166	102	64	19	22	12	54	45	14	48	18	42	29	29
	11%	14%	8%	9%	14%	12%	9%	12%	13%	11%	9%	12%	12%	10%
		B												
Worrier	101	34	67	16	8	7	37	25	8	33	15	21	15	18
	7%	5%	9%	8%	5%	7%	6%	7%	7%	8%	7%	6%	6%	6%
			A											
Luxury	81	35	47	10	10	6	32	21	3	40	9	15	4	13
	5%	5%	6%	5%	6%	6%	5%	6%	2%	10%	5%	4%	1%	5%
										JKLM				L
Sigma	1505	730	775	202	160	98	577	361	107	419	203	354	251	278
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

- Column Proportions:
Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P/Q
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P/Q
Minimum Base: 30 (**), Small Base: 100 (*)