

1. Which of the following would you never leave home without if you were to go on a vacation?

	Total	Gender		AGE			EDUCATION				TRAVELER					Travel To Destination For Vacation Within		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	The Timid Trekker	The Risk-Taking Rover	The Scheduled Sightseer	The Armchair Adventurer	The Play-it-by-ear Pilgrim	Within Canada	US	International
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
Base: Have Traveled	1003	451	552	236	399	368	41	161	405	396	171	118	163	122	429	806	693	532
Weighted	1003	486	517	280	371	352	91	364	393	154	181	112	135	132	443	809	673	483
Passport	754	362	392	217	248	289	58	253	313	132	128	80	109	97	341	579	558	419
	75%	74%	76%	78%	67%	82%	63%	69%	80%	85%	71%	71%	81%	73%	77%	72%	83%	87%
Electronics (Net)				D		D	*		FG	FGH		*		*			O	O
	536	258	278	193	218	125	50	214	198	73	90	72	65	78	231	455	337	226
	53%	53%	54%	69%	59%	36%	55%	59%	50%	47%	50%	64%	48%	59%	52%	56%	50%	47%
				DE	E		*	I				JL*		*		Q		
Cell phone	438	206	232	168	180	90	45	186	151	56	74	56	51	62	195	380	266	170
	44%	42%	45%	60%	49%	26%	50%	51%	38%	37%	41%	50%	38%	47%	44%	47%	39%	35%
Electronic devices like an iPad or laptop (not including cell phone or music player)				DE	E		*	HI				*		*		PQ		
	129	76	52	44	44	40	11	42	54	20	18	21	17	23	49	111	89	58
	13%	16%	10%	16%	12%	11%	12%	12%	14%	13%	10%	19%	13%	18%	11%	14%	13%	12%
		B					*					*		*				
iPod/MP3 music player	74	32	43	37	27	10	9	33	26	6	10	17	9	11	27	57	45	34
	7%	7%	8%	13%	7%	3%	10%	9%	7%	4%	6%	15%	7%	8%	6%	7%	7%	7%
				DE	E		*	I				JN*		*				
Medication	487	224	264	106	165	216	47	178	195	67	85	43	66	70	223	385	310	225
	49%	46%	51%	38%	45%	61%	52%	49%	49%	43%	47%	38%	49%	53%	50%	48%	46%	47%
						CD	*					*		*				
Travel insurance	455	222	233	72	156	226	42	135	195	82	89	47	68	42	209	345	324	226
	45%	46%	45%	26%	42%	64%	46%	37%	50%	53%	49%	42%	50%	32%	47%	43%	48%	47%
				C		CD	*			G	G	M	*	M	*			
Travel materials (Net)	159	78	81	34	66	60	7	58	63	31	28	17	32	18	64	132	105	65
	16%	16%	16%	12%	18%	17%	8%	16%	16%	20%	16%	15%	24%	14%	14%	16%	16%	14%
							*			F		*	N	*				
Travel itinerary	91	37	53	22	36	33	5	37	32	17	12	13	23	12	30	74	56	38
	9%	8%	10%	8%	10%	9%	5%	10%	8%	11%	7%	12%	17%	9%	7%	9%	8%	8%
							*					*	JN	*				
Map or guidebook of location	78	48	30	15	32	31	5	26	33	15	16	4	11	6	41	65	55	28
	8%	10%	6%	5%	9%	9%	5%	7%	8%	10%	9%	3%	8%	5%	9%	8%	8%	6%
							*					*		*				
Beach items (Net)	148	53	95	50	65	33	16	53	55	23	27	16	18	20	67	122	96	83
	15%	11%	18%	18%	17%	9%	18%	15%	14%	15%	15%	14%	13%	15%	15%	15%	14%	17%
			A	E			*					*		*				
Sunscreen	77	25	52	27	34	15	12	26	28	12	19	8	12	12	25	65	54	43
	8%	5%	10%	10%	9%	4%	13%	7%	7%	8%	11%	7%	9%	9%	6%	8%	8%	9%
			A	E			*					*		*				
A swim suit	77	28	49	24	35	18	4	27	32	13	8	10	6	8	44	62	47	44
	8%	6%	10%	9%	9%	5%	5%	8%	8%	8%	5%	9%	4%	6%	10%	8%	7%	9%
							*					*		*				
A good book to read	108	43	64	35	40	33	11	32	42	23	15	9	19	9	55	88	71	43
	11%	9%	12%	12%	11%	9%	12%	9%	11%	15%	8%	8%	14%	7%	12%	11%	11%	9%
							*			G		*		*				
Pet	45	22	23	11	23	11	9	23	11	2	12	4	1	8	20	41	21	16
	4%	5%	4%	4%	6%	3%	10%	6%	3%	2%	7%	4%	1%	6%	4%	5%	3%	3%
							HI*	I			L	*		*				

- 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 (*)
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2. Which of the following types of traveler best describes you?

		Gender		AGE			EDUCATION				TRAVELER					Travel To Destination For Vacation Within		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	The Timid Trekker	The Risk-Taking Rover	The Scheduled Sightseer	The Armchair Adventurer	The Play-it-by-ear Pilgrim	Within Canada	US	International
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
Base: Have Traveled	1003	451	552	236	399	368	41	161	405	396	171	118	163	122	429	806	693	532
Weighted	1003	486	517	280	371	352	91	364	393	154	181	112	135	132	443	809	673	483
'The Timid Trekker' - You don't like to stray too far from your comfort zone when on vacation, opting for similar restaurants and activities	181	98	82	56	69	55	20	64	72	24	181	-	-	-	-	138	116	84
	18%	20%	16%	20%	19%	16%	22%	18%	18%	16%	100%	-	-	-	-	17%	17%	17%
							*				KLMN	*		*				
'The Risk-Taking Rover' - You seek adventure at every turn, the last thing you want to do on your vacation is be bored	112	51	61	39	35	38	14	26	54	19	-	112	-	-	-	93	76	66
	11%	11%	12%	14%	10%	11%	15%	7%	14%	12%	-	100%	-	-	-	12%	11%	14%
							*		G			JLMN*		*				
'The Scheduled Sightseer' - Every minute of your vacation is planned out and fits within a tightly-packed schedule	135	54	81	47	46	43	13	40	47	35	-	-	135	-	-	113	99	74
	13%	11%	16%	17%	12%	12%	14%	11%	12%	23%	-	-	100%	-	-	14%	15%	15%
							*			GH		*	JKMN	*				
'The Armchair Adventurer' - You like to sit back and relax, letting others go off on adventures if they want, you're just glad to be out of the house	132	62	70	39	49	43	15	56	43	18	-	-	-	132	-	114	80	59
	13%	13%	14%	14%	13%	12%	16%	15%	11%	12%	-	-	-	100%	-	14%	12%	12%
							*					*		JKLN*				
'The Play-it-by-ear Pilgrim' - The only plan on your travels is where you're going, after that you just see where the journey takes you	443	221	222	100	171	172	29	178	178	58	-	-	-	-	443	350	302	200
	44%	45%	43%	36%	46%	49%	32%	49%	45%	38%	-	-	-	-	100%	43%	45%	41%
					C	C	*	I	I			*		*	JKLM			

- 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 (*)

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Minimum Base: 30 (**), Small Base: 100 (*)

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3. Which of the following scenarios have you happened to find yourself in while on a vacation?

		Gender		AGE			EDUCATION				TRAVELER					Travel To Destination For Vacation Within		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	The Timid Trekker	The Risk-Taking Rover	The Scheduled Sightseer	The Armchair Adventurer	The Play-it-by-ear Pilgrim	Within Canada	US	International
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
Base: Have Traveled	1003	451	552	236	399	368	41	161	405	396	171	118	163	122	429	806	693	532
Weighted	1003	486	517	280	371	352	91	364	393	154	181	112	135	132	443	809	673	483
In the 'Lost Luggage' office since baggage handlers sent your belongings somewhere else	162	76	86	55	37	70	10	41	77	34	28	22	16	20	76	134	124	109
	16%	16%	17%	20%	10%	20%	10%	11%	20%	22%	15%	20%	12%	15%	17%	17%	18%	23%
At a local doctor's office/hospital with you or a family member/friend being treated for illness				D		D	*		G	G		*		*				O
	150	68	82	53	47	50	22	44	55	29	26	15	26	24	59	122	106	80
	15%	14%	16%	19%	13%	14%	24%	12%	14%	19%	14%	13%	19%	18%	13%	15%	16%	17%
Needing cash and having a difficult time finding a bank or bank machine that takes your cards							*			G		*		*				
	117	63	54	42	43	32	12	36	51	18	26	14	12	12	52	100	81	61
	12%	13%	10%	15%	12%	9%	13%	10%	13%	12%	15%	13%	9%	9%	12%	12%	12%	13%
In a dark alley on the bad side of town, having made a wrong turn							*					*		*				
	99	50	49	32	44	24	2	31	49	17	12	14	14	8	50	82	72	62
	10%	10%	9%	11%	12%	7%	2%	8%	12%	11%	7%	12%	11%	6%	11%	10%	11%	13%
Lost with no gas, cell phone service, or directions					E		*		F	F		*		*				
	40	18	22	16	15	10	4	19	12	6	6	5	6	5	18	38	28	21
	4%	4%	4%	6%	4%	3%	5%	5%	3%	4%	3%	4%	4%	4%	4%	5%	4%	4%
At your local consulate office, having lost all your identification							*					*		*				
	22	16	6	10	8	4	-	7	10	4	6	3	2	3	8	20	17	19
	2%	3%	1%	4%	2%	1%	*	2%	3%	3%	3%	3%	1%	2%	2%	3%	2%	4%
I have never been in any of these situations before							*					*		*				
	574	279	295	137	217	220	49	226	219	80	100	60	79	82	253	446	368	241
	57%	57%	57%	49%	58%	63%	54%	62%	56%	52%	56%	53%	59%	62%	57%	55%	55%	50%
						C	*	I				*		*				

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Columns Tested (5%): A/B,C/D/E,F/G/H/I,,J/K/L/M/N,O/P/Q
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