

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Have Traveled	1003	124	91	66	377	238	107	203	177	284	224	235	768
Weighted	1003	135	106	65	385	241	71	271	192	259	165	228	775
Passport	754	109	89	42	299	169	47	182	139	201	142	150	604
	75%	81%	84%	64%	78%	70%	66%	67%	72%	78%	87%	66%	78%
		CF*	CEF*	*	CF		*			G	GHI		K
Electronics (Net)	536	80	61	37	200	119	39	168	92	140	73	149	387
	53%	60%	57%	57%	52%	49%	55%	62%	48%	54%	45%	65%	50%
		*	*	*			*	HJ				L	
Cell phone	438	63	54	33	161	93	34	138	72	117	55	128	311
	44%	47%	51%	51%	42%	38%	48%	51%	38%	45%	34%	56%	40%
		*	*	*			*	HJ		J		L	
Electronic devices like an iPad or laptop (not including cell phone or music player)	129	20	14	10	41	29	13	37	18	35	24	32	97
	13%	15%	14%	16%	11%	12%	19%	14%	9%	13%	15%	14%	12%
		*	*	*			*						
iPod/MP3 music player	74	7	7	7	33	17	3	23	24	20	8	20	54
	7%	5%	7%	11%	8%	7%	4%	8%	12%	8%	5%	9%	7%
		*	*	*			*		J				
Medication	487	71	35	38	197	107	39	127	95	121	75	95	393
	49%	53%	33%	58%	51%	45%	55%	47%	49%	47%	46%	41%	51%
		B*	*	B*	B		B*						K
Travel insurance	455	72	40	22	192	98	31	104	92	115	84	76	378
	45%	53%	38%	34%	50%	41%	44%	39%	48%	44%	51%	33%	49%
		C*	*	*	C		*				G		K
Travel materials (Net)	159	16	24	7	59	48	6	42	37	44	20	39	120
	16%	12%	22%	11%	15%	20%	8%	15%	19%	17%	12%	17%	16%
		*	F*	*		F	*						
Travel itinerary	91	9	18	5	29	26	3	17	20	30	11	26	65
	9%	7%	17%	8%	8%	11%	5%	6%	10%	12%	7%	11%	8%
		*	DF*	*			*						
Map or guidebook of location	78	7	8	4	34	21	3	25	22	14	11	16	62
	8%	5%	8%	6%	9%	9%	4%	9%	12%	6%	7%	7%	8%
		*	*	*			*						
Beach items (Net)	148	9	19	11	49	52	7	35	29	38	26	43	104
	15%	7%	18%	16%	13%	22%	10%	13%	15%	15%	16%	19%	13%
		*	A*	*		ADF	*						
Sunscreen	77	3	13	3	21	32	5	18	14	19	14	23	54
	8%	2%	12%	5%	6%	13%	7%	7%	7%	7%	8%	10%	7%
		*	A*	*		AD	*						
A swim suit	77	6	6	9	31	22	3	17	14	22	15	24	53
	8%	4%	6%	14%	8%	9%	4%	6%	8%	8%	9%	11%	7%
		*	*	*			*						
A good book to read	108	11	14	6	43	23	11	33	20	25	16	36	72
	11%	8%	13%	9%	11%	10%	16%	12%	10%	10%	9%	16%	9%
		*	*	*			*					L	
Pet	45	5	3	2	15	18	1	16	9	11	6	11	34
	4%	4%	3%	3%	4%	7%	2%	6%	5%	4%	3%	5%	4%
		*	*	*			*						

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

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
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2. Which of the following types of traveler best describes you?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Have Traveled	1003	124	91	66	377	238	107	203	177	284	224	235	768
Weighted	1003	135	106	65	385	241	71	271	192	259	165	228	775
'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	15	21	11	66	58	9	62	27	38	25	47	134
	18%	11%	20%	17%	17%	24%	13%	23%	14%	15%	15%	21%	17%
		*	*	*		A	*						
'The Risk-Taking Rover' - You seek adventure at every turn, the last thing you want to do on your vacation is be bored	112	10	9	4	54	28	7	33	22	31	17	30	82
	11%	7%	8%	7%	14%	12%	10%	12%	11%	12%	11%	13%	11%
		*	*	*			*						
'The Scheduled Sightseer' - Every minute of your vacation is planned out and fits within a tightly-packed schedule	135	27	10	10	40	38	10	39	16	35	25	35	100
	13%	20%	10%	15%	10%	16%	14%	14%	8%	13%	15%	15%	13%
		D*	*	*			*						
'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	132	11	18	4	64	26	8	33	30	33	27	25	107
	13%	8%	17%	7%	17%	11%	11%	12%	16%	13%	16%	11%	14%
		*	*	*			*						
'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	72	48	36	160	90	37	104	97	122	70	92	352
	44%	54%	45%	55%	42%	37%	51%	38%	51%	47%	42%	40%	45%
		E*	*	E*			E*		G				

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Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
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3. Which of the following scenarios have you happened to find yourself in while on a vacation?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Have Traveled	1003	124	91	66	377	238	107	203	177	284	224	235	768
Weighted	1003	135	106	65	385	241	71	271	192	259	165	228	775
In the 'Lost Luggage' office since baggage handlers sent your belongings somewhere else	162	22	27	7	71	29	6	25	27	48	35	33	129
	16%	16%	25%	10%	18%	12%	9%	9%	14%	19%	22%	15%	17%
		*	EF*	*			*			G	G		
At a local doctor's office/hospital with you or a family member/friend being treated for illness	150	21	22	11	62	29	5	43	25	39	27	38	111
	15%	16%	21%	16%	16%	12%	7%	16%	13%	15%	17%	17%	14%
		*	F*	*			*						
Needing cash and having a difficult time finding a bank or bank machine that takes your cards	117	22	14	9	46	15	10	41	21	32	18	23	94
	12%	17%	13%	14%	12%	6%	14%	15%	11%	12%	11%	10%	12%
		E*	*	*			E*						
In a dark alley on the bad side of town, having made a wrong turn	99	18	8	12	34	23	5	22	23	31	16	26	73
	10%	13%	7%	18%	9%	10%	6%	8%	12%	12%	10%	11%	9%
		*	*	*			*						
Lost with no gas, cell phone service, or directions	40	10	2	3	13	9	3	16	4	12	7	10	30
	4%	7%	2%	5%	3%	4%	4%	6%	2%	5%	4%	4%	4%
		*	*	*			*						
At your local consulate office, having lost all your identification	22	2	2	2	8	6	1	9	5	5	2	4	18
	2%	2%	2%	2%	2%	3%	1%	3%	3%	2%	1%	2%	2%
		*	*	*			*						
I have never been in any of these situations before	574	74	48	31	219	154	48	156	114	142	87	123	451
	57%	55%	45%	47%	57%	64%	67%	58%	59%	55%	53%	54%	58%
		*	*	*		BC	BC*						

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