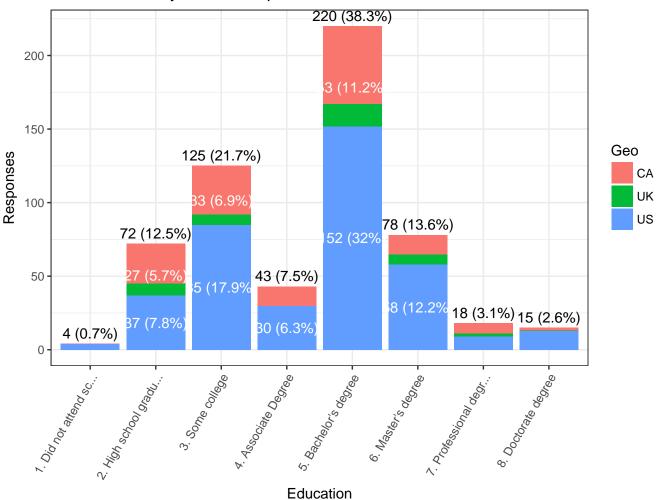
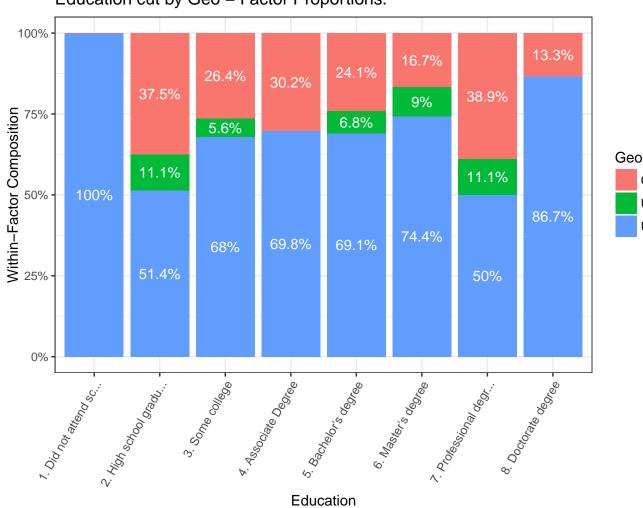
Education cut by Geo – Response Volumes.



Education cut by Geo – Factor Proportions.



CA

UK

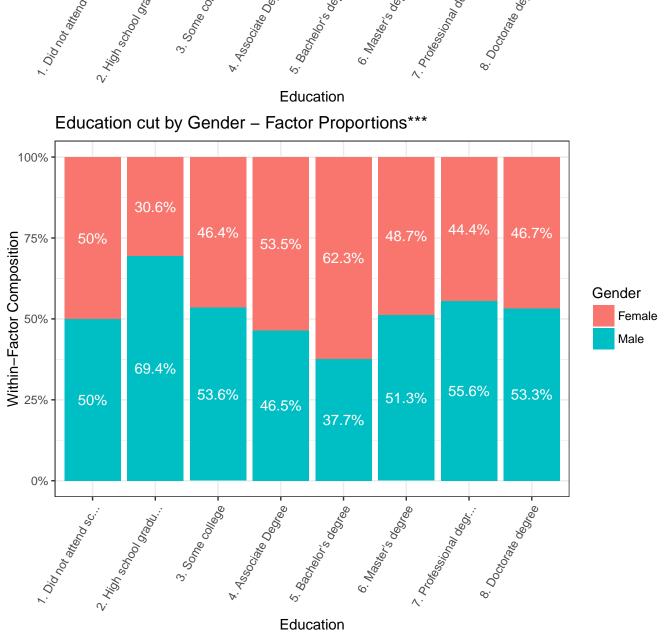
US

Education cut by AgeGender - Response Volumes*** 220 (38.3%) 200 6 (14.3% 150 AgeGender 125 (21.7%) Responses Female 18-29 (15.4% Female 30-44 5 (7.6% 100 Male 18-29 78 (13.6%) Male 30-44 72 (12.5%)23 (5%) 4 (7.4% 9 (<mark>8.4%</mark>43 (7.5%) 27 (5.8% 50 23 (5%) 6 (3.5% 18 (3.1%) 5 (2.6%) 9 (10.6% 8 (6.19 7 (5.8% 4 (0.7%) 0 Education Education cut by AgeGender - Factor Proportions*** 100% 13.3% 20.8% 22.2% 25% 25.6% 28% 75% Within-Factor Composition 9.7% 33.3% 34.6% 22.2% AgeGender 18.4% 25% 27.9% Female 18-29 31.9% 32.3% 6.7% Female 30-44 11.1% 50% Male 18-29 20.5% 14% 31.2% 25% Male 30-44 15.5% 25% 44.4% 46.7% 37.5% 32.6% 30.8% 25% 22.4% 0%

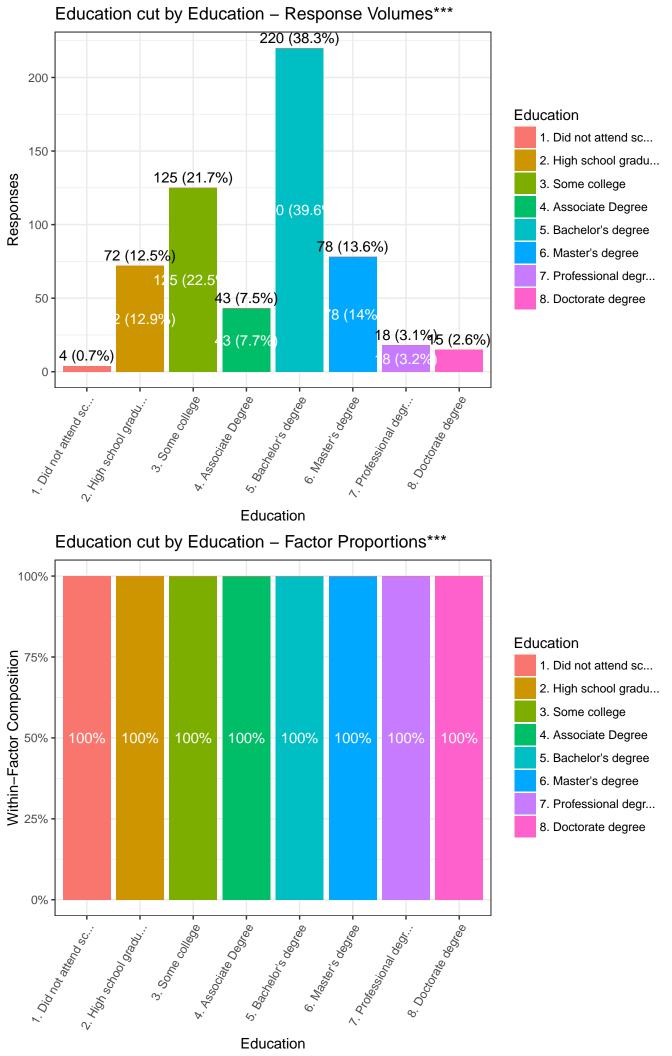
Education

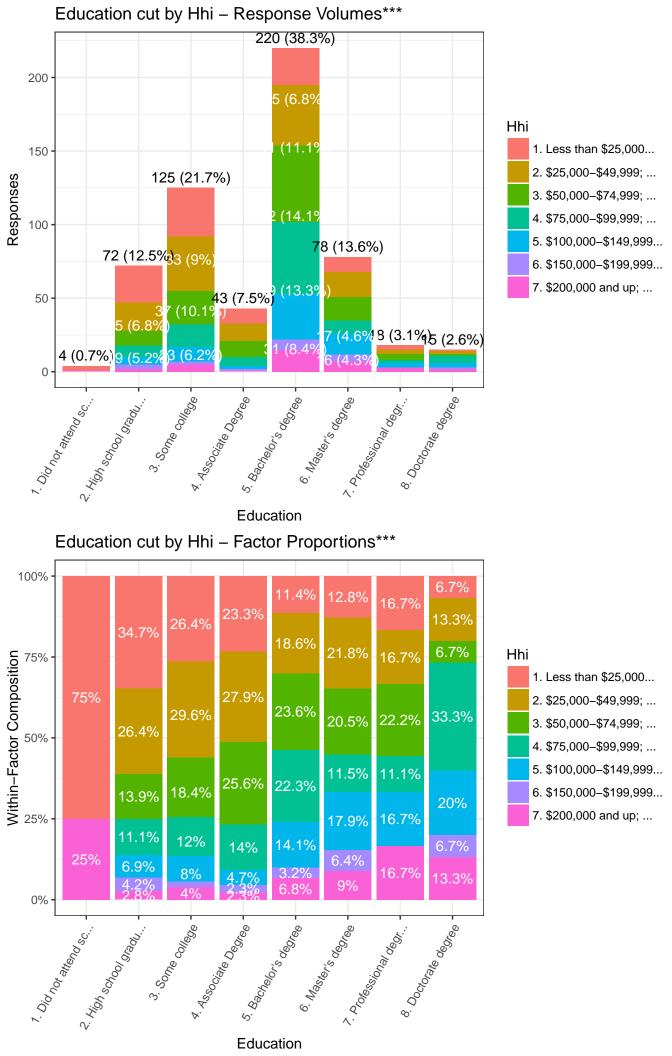
Education cut by Gender - Response Volumes*** 220 (38.3%) 200 37 (25.5% 150 125 (21.7%) Gender Female 100 8 (10.8% Male 78 (13.6%) 72 (12.5%) 22 (4.1% 38 (7.1% 43 (7.5%) 50 3 (15.4% <mark>7 (12.5%</mark>23 (4.3% 18 (3.1%)15 (2.6%) 50 (9.3% 10 (7.4% 4 (0.7%) 20 (3.7% 0 7. Dignor attendsc. Education Education cut by Gender - Factor Proportions*** 30.6% 44.4% 46.4% 46.7% 48.7% 75% 50% 53.5% 62.3% Gender Female 50%

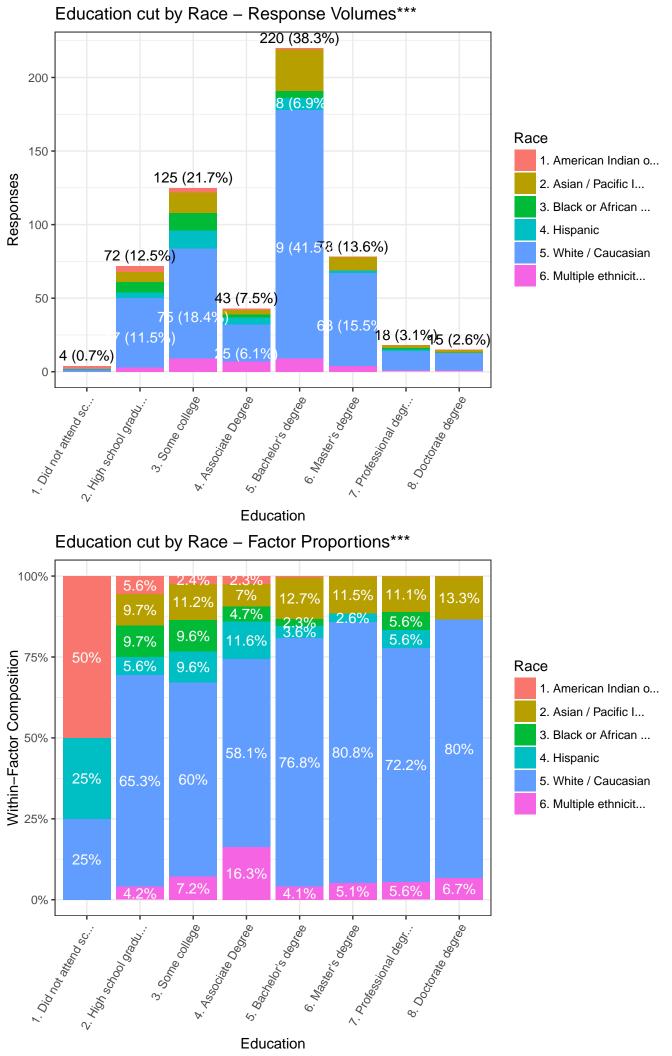
Responses

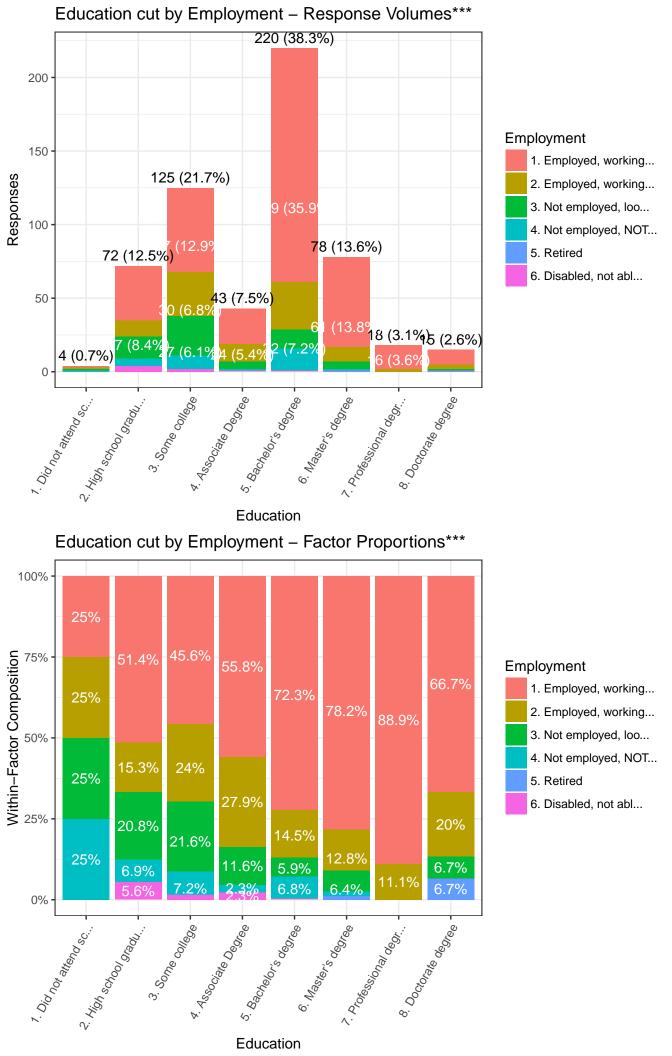


Education cut by Age - Response Volumes** 220 (38.3%) 200 00 (18.6% 150 125 (21.7%) Responses Age 2. 18-29 100 3. 30-44 (13.8% 78 (13.6%) 72 (12.5%) 27 (5%) 20 (22.3% 38 (7.1% 43 (7.5%) 50 7 (3.2% 5<mark>1 (9.5%</mark> 18 (3.1%)₁₅ (2.6%) 51 (9.5% 34 (6.3% 4 (0.7%) 26 (4.8% 0 7. Dignor ettengsc. Education Education cut by Age - Factor Proportions** 100% 20% 34.6% 33.3% 39.5% 45.5% 75% 50% Within-Factor Composition 52.8% 59.2% Age 2. 18-29 50% -3.30-44 80% 66.7% 65.4% 60.5% 54.5% 25% 50% 47.2% 40.8% 0%

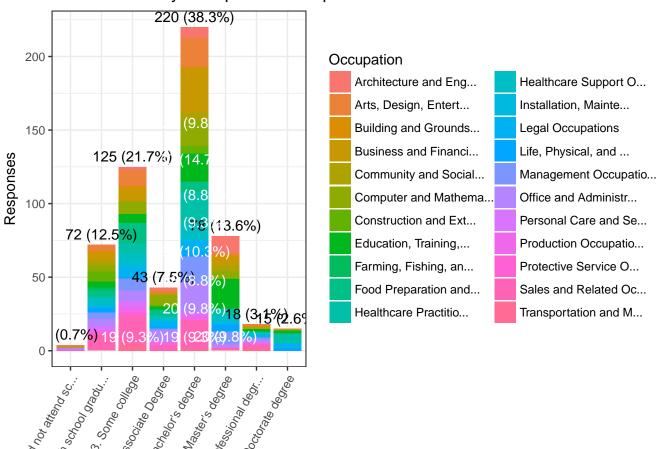








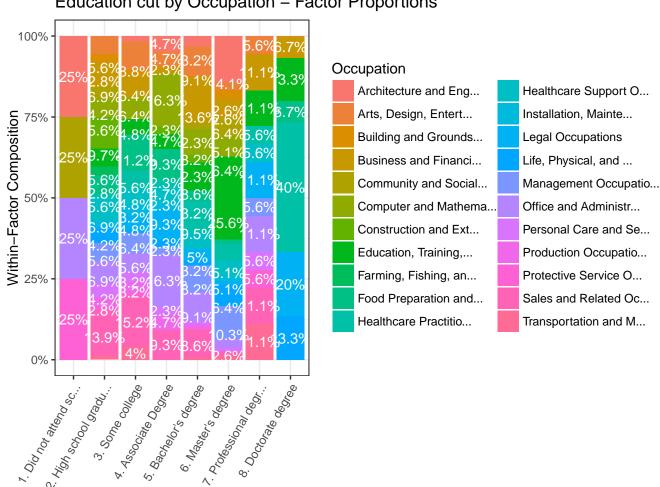
Education cut by Occupation - Response Volumes***

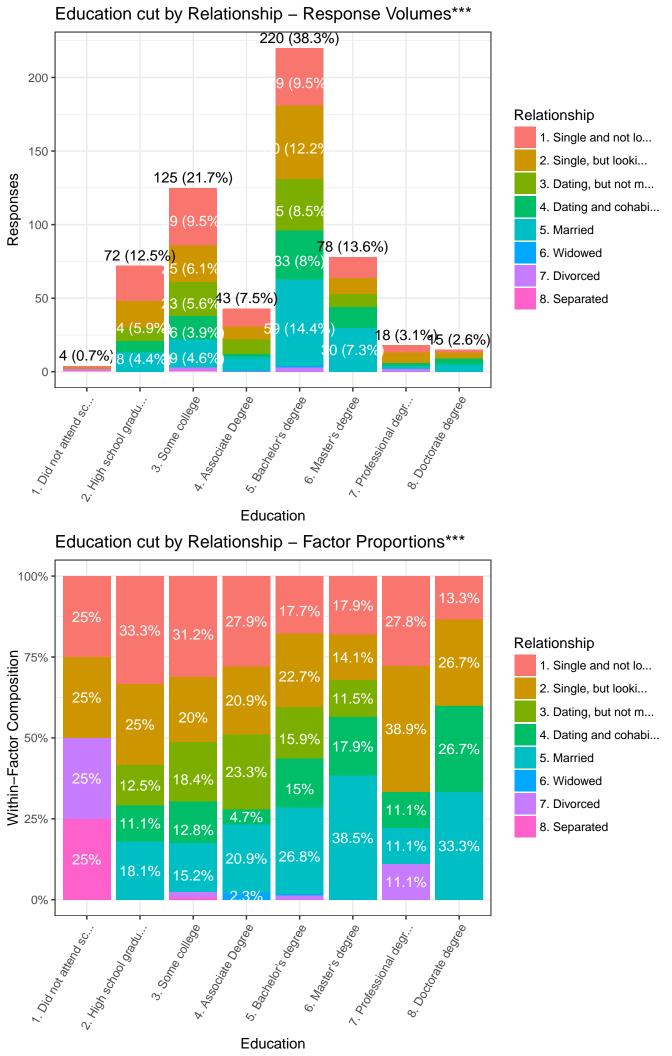


Education

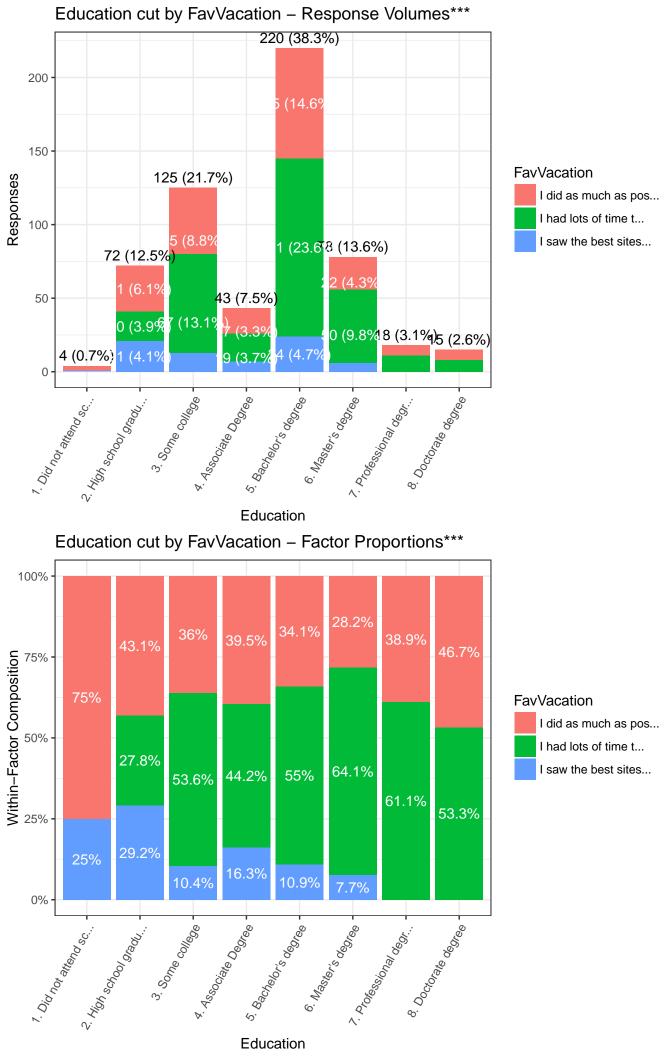
Education

Education cut by Occupation - Factor Proportions***

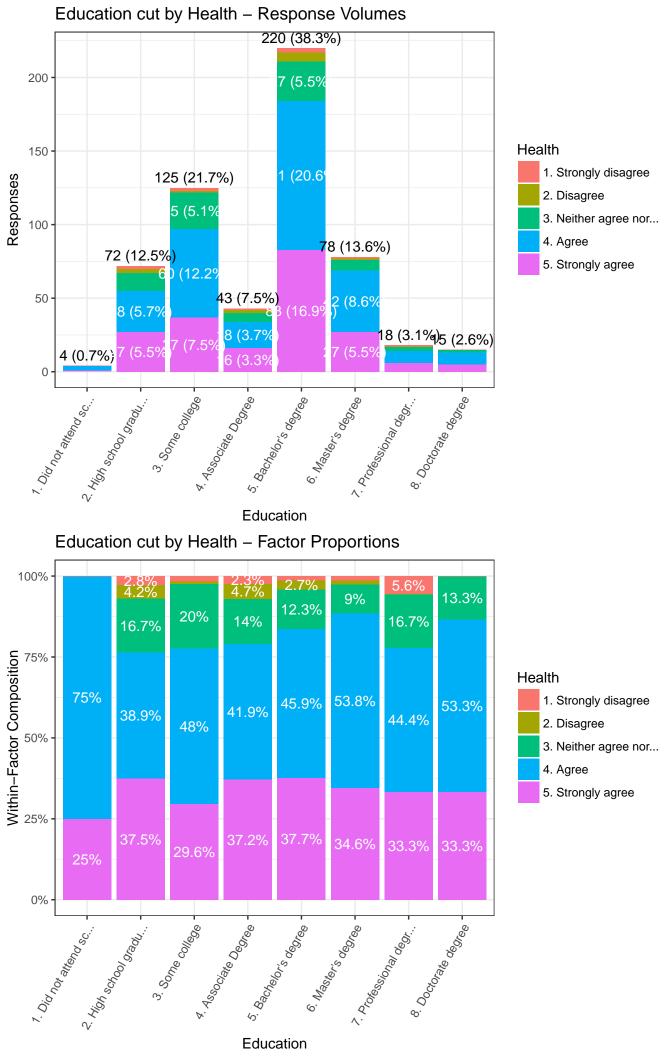


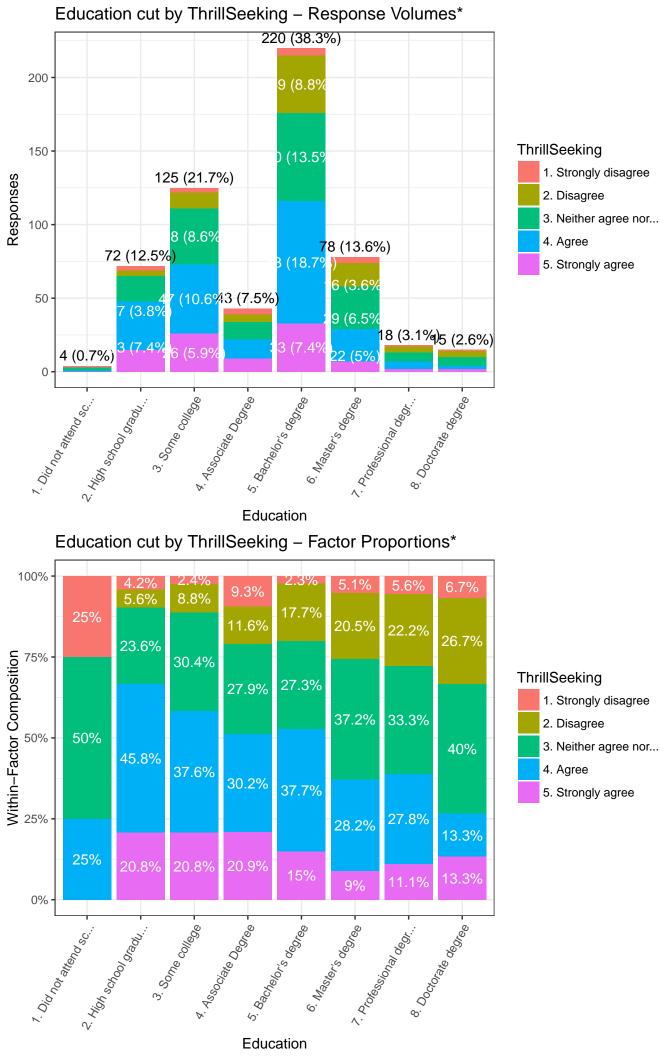


Education cut by PopDensity - Response Volumes 220 (38.3%) 7 (5.7% 200 9 (16.6% 150 **PopDensity** 125 (21.7%) Responses 1. Metropolitan 0 (4.2% 2. Urban 100 3. Suburban 2 (6.7% 78 (13.6%) 4. Rural 72 (12.5% 8 (18.5% 7 (3.6% 9 (10.3%43 (7.5%) 50 1 (4.4% 4 (5.1% 18 (3.1%) 5 (2.6%) 30 (6.3% 26 (5.5% 4 (0.7%) 6 (3.4% 0 Education Education cut by PopDensity - Factor Proportions 100% 12.3% 13.3% 16% 16.3% 20.8% 21.8% 27.8% 75% 50% Within-Factor Composition 25.6% 35.9% 32.6% 26.9% **PopDensity** 33.3% 53.3% 1. Metropolitan 38.9% 2. Urban 50% -3. Suburban 39.2% 25% 4. Rural 37.2% 40% 38.5% 30.6% 25% 20% 27.8% 25% 19.2% 15.3% 14% 12.8% 0%

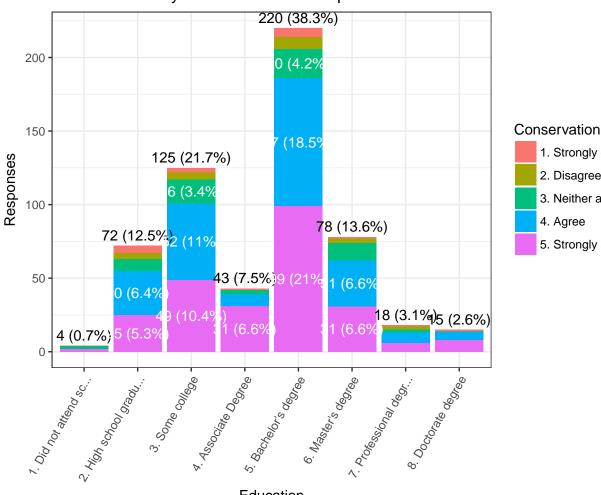


Education cut by Extroversion - Response Volumes 220 (38.3%) 8 (4.1% 200 3 (12.1° Extroversion 150 1. Strongly disagree 125 (21.7%) Responses 3 (10.5% 2. Disagree 3. Neither agree nor... 100 3 (5.3% 4. Agree <mark>7</mark>8 (13.6%) 72 (12.5%<mark>)</mark> 5. Strongly agree (18.39 0 (9.1% Ó (4.6% 43 (7.5%) 50 3 (7.5% 7 (3.9% 18 (3.1%)_{5 (2.6%)} 1 (9.4% 4 (0.7%) 8 (4.19 (5.3% 0 7. Dignor attends Sc. + Education Education cut by Extroversion - Factor Proportions 100% 5.6% 5.6% 6.7% 8.8% 8.2% 12.8% 14% 9.7% 25% 16.7% 20% 18.4% 24.1% 20.9% 75% Within-Factor Composition 25.6% Extroversion 45.8% 1. Strongly disagree 26.7% 38.9% 20.9% 32% 20.9% 2. Disagree 21.8% 50% -50% 3. Neither agree nor... 4. Agree 5. Strongly agree 36.4% 32.6% 22.2% 40% 25% 32.8% 25% 33.3% 25% 16.7% 13.9% 11.6% 10.5% 6.7% 0%



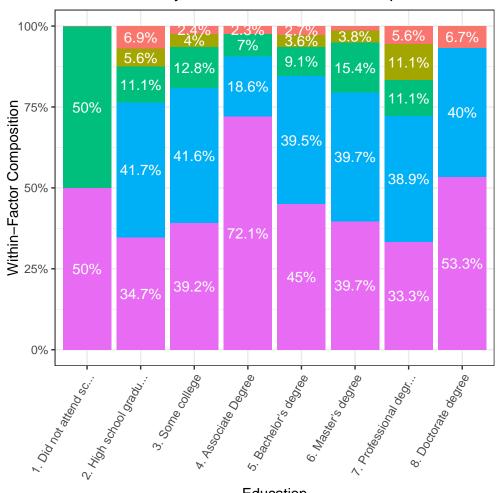


Education cut by Conservation - Response Volumes.



Education

Education cut by Conservation – Factor Proportions.



Education

Conservation

1. Strongly disagree

2. Disagree

3. Neither agree nor...

1. Strongly disagree

3. Neither agree nor...

5. Strongly agree

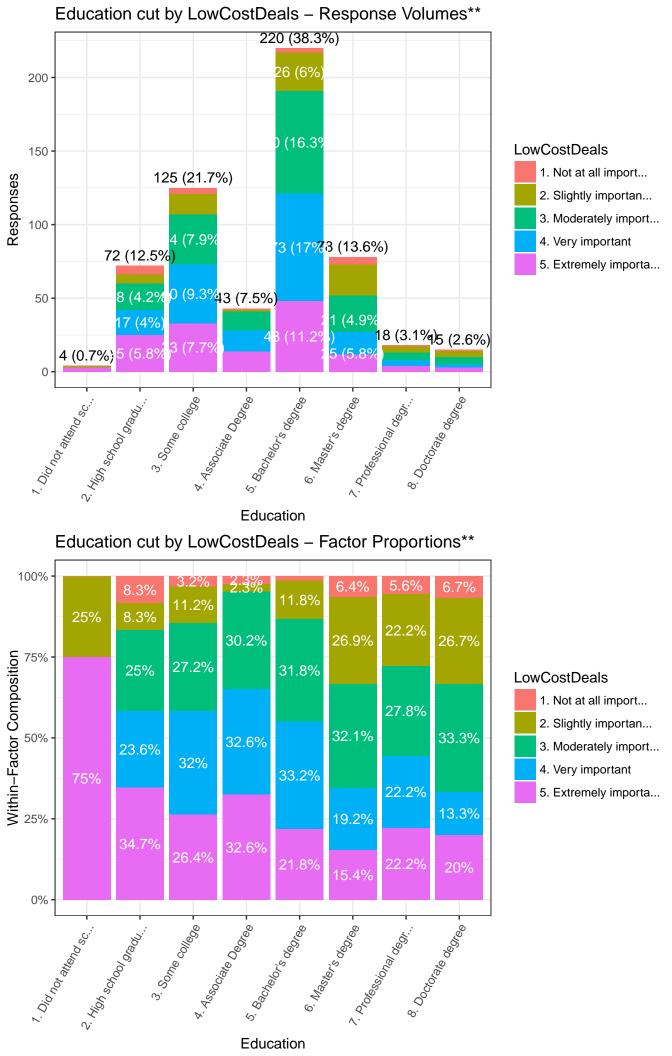
2. Disagree

4. Agree

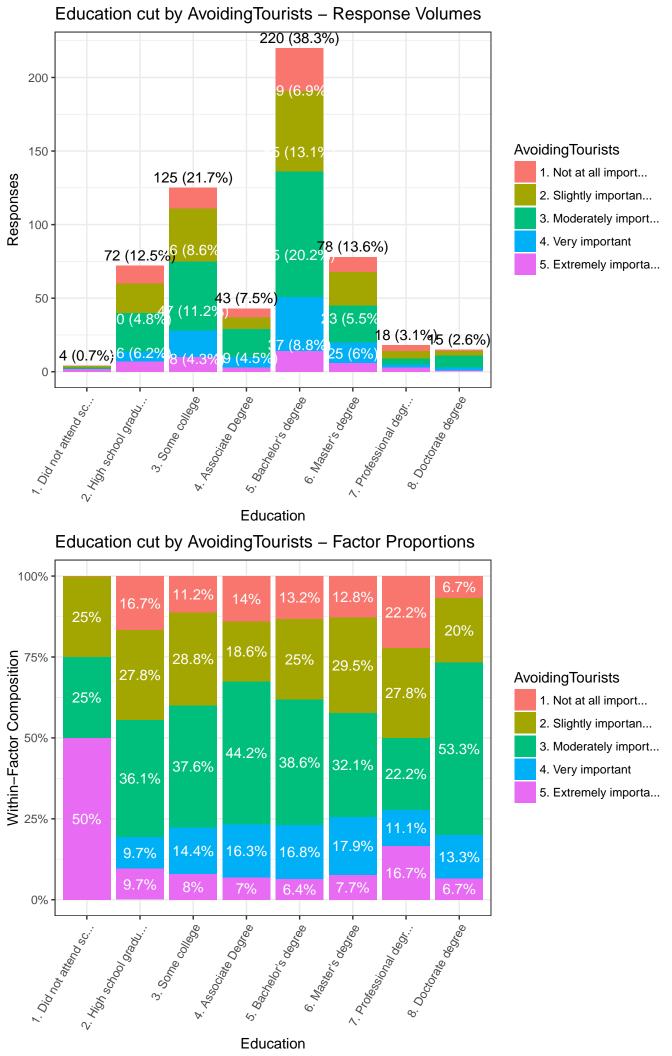
4. Agree

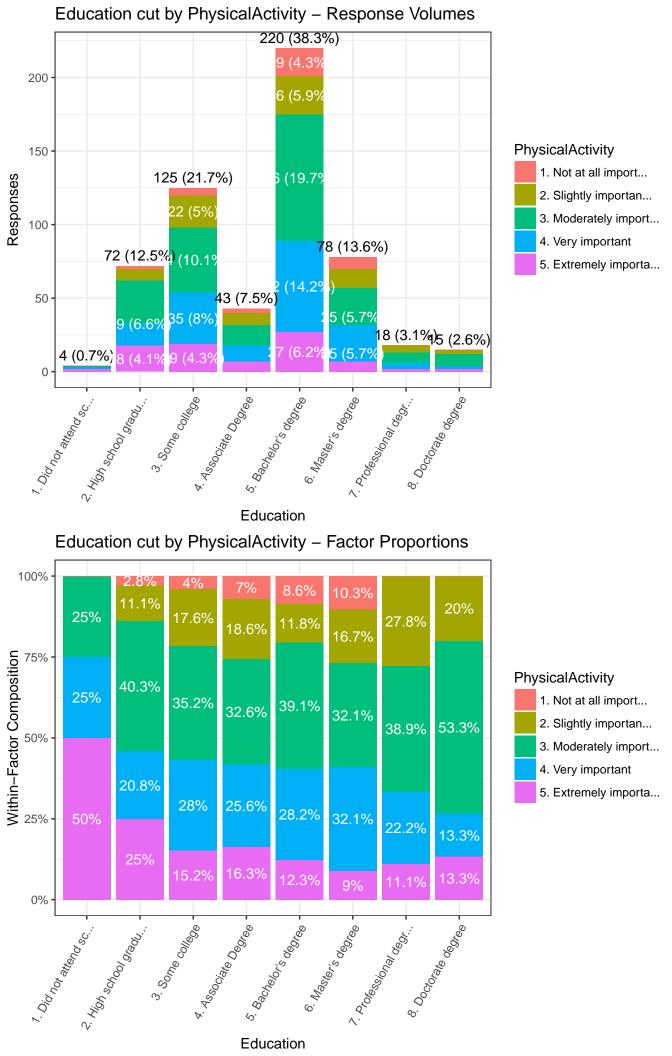
5. Strongly agree

Education cut by LocalCulture - Response Volumes 220 (38.3%) 1 (4.8% 200 (17.79)LocalCulture 150 1. Not at all import... 125 (21.7%) Responses 2. Slightly importan... 3. Moderately import... 100 72 (12.5%<mark>) (9.2%</mark> (16.478 (13.6%) 4. Very important 5. Extremely importa... 3 (5.3% <mark>4 (7.8%</mark>13 (7.5%) 50 2 (5.1% 8 (4.1% 18 (3.1%)5 (2.6%) 5 (10.49 3 (7.6% 4 (0.7%) 0 1. Dig not alternasc. Education Education cut by LocalCulture - Factor Proportions 100% 5.6% 3.8% 5.6% 9.5% 12% 8.3% 16.3% 12.8% 25% 26.7% 33.3% 75% Within-Factor Composition 31.9% 35% 32% 23.3% 28.2% LocalCulture 25% 1. Not at all import... 26.7% 2. Slightly importan... 22.2% 50% 3. Moderately import... 30.2% 25% 27.2% 13.3% 4. Very important 37.2% 32.3% 5. Extremely importa... 25% 50% 27.8% 33.3% 29.2% 27.9% 26.4% 20.5% 11.1% 0%

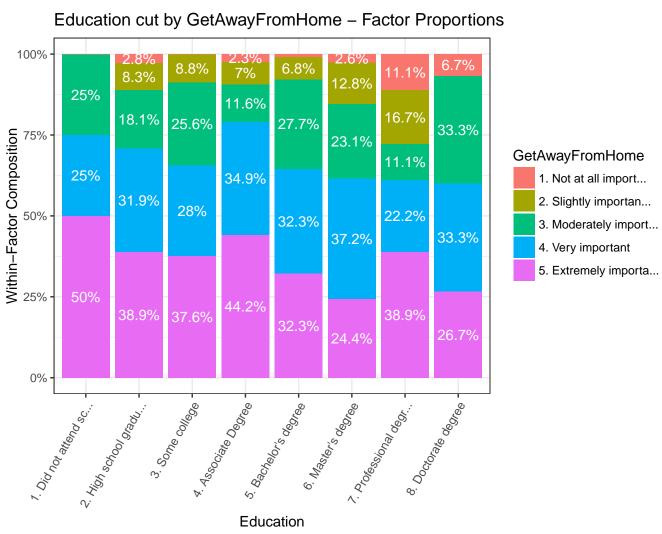


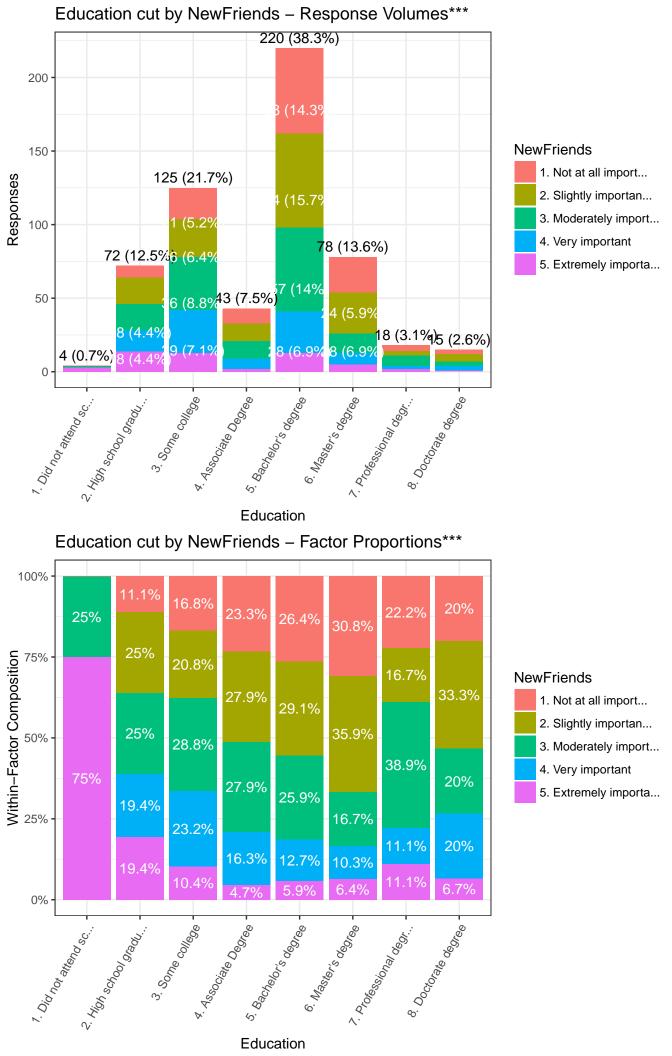
Education cut by Adventures - Response Volumes 220 (38.3%) 20 (4%) 200 7 (9.5% Adventures 150 1. Not at all import... 125 (21.7%) Responses 2. Slightly importan... 9 (17.99 3. Moderately import... 3 (6.7% 100 4. Very important <mark>7</mark>8 (13.6%) 72 (12.5%<mark>)</mark> 5. Extremely importa... 6 (3.2% 7 (9.5% 7 (3.4% 43 (7.5%) 1 (4.2% 50 1 (6.2% 2 (12.5% 4 (4.8%) 8 (3.1%) 5 (2.6%) 4 (0.7%) 0 7. Dignor attends c. + Education Education cut by Adventures - Factor Proportions 100% 2.8% 5.6% 4.8% 5.6% 9.1% 13.3% 20.5% 11.1% 25% 26.4% 23.6% 21.4% 18.6% 75% Within-Factor Composition 26.7% Adventures 26.9% 25% 1. Not at all import... 50% 27.9% 2. Slightly importan... 50% -37.6% 40.5% 43.1% 3. Moderately import... 33.3% 4. Very important 30.8% 5. Extremely importa... 50% 25% 16.7% 28.2% 26.7% 25% 16.7%

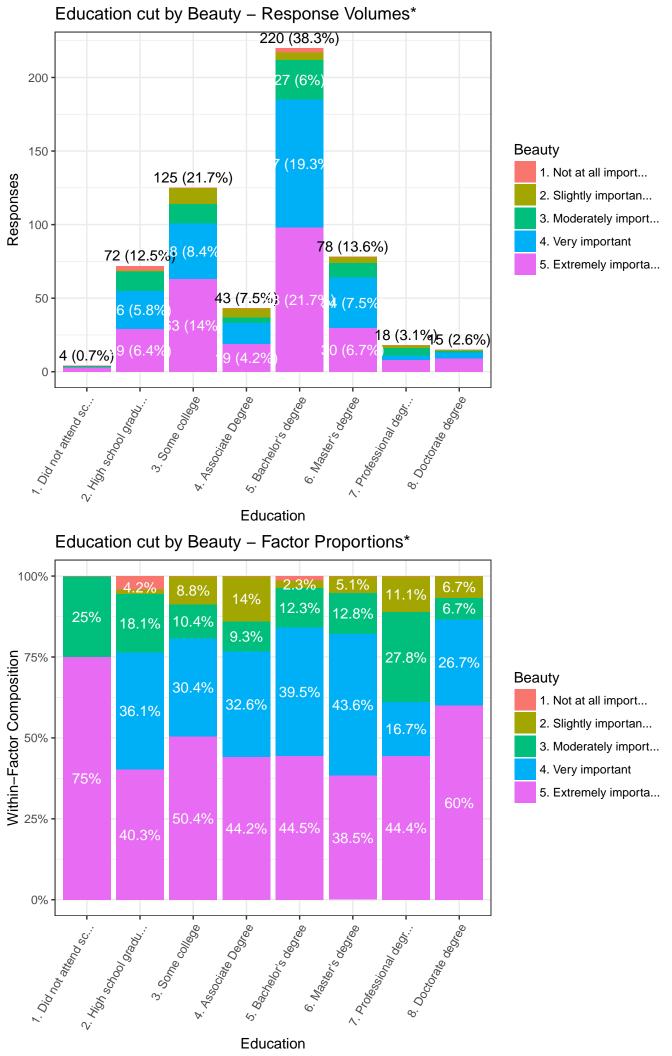


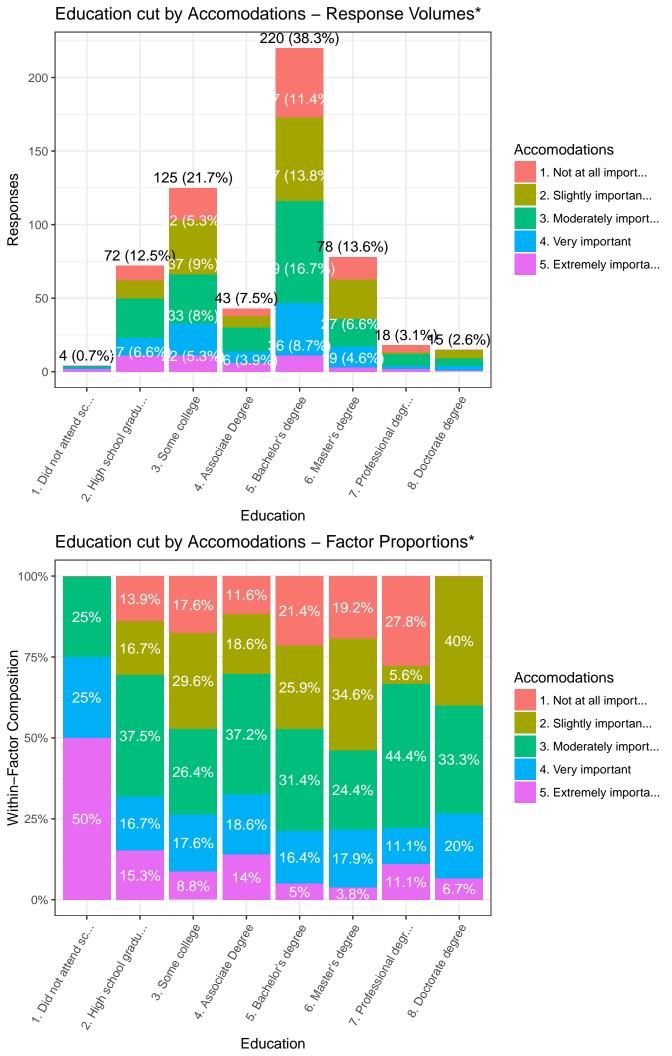


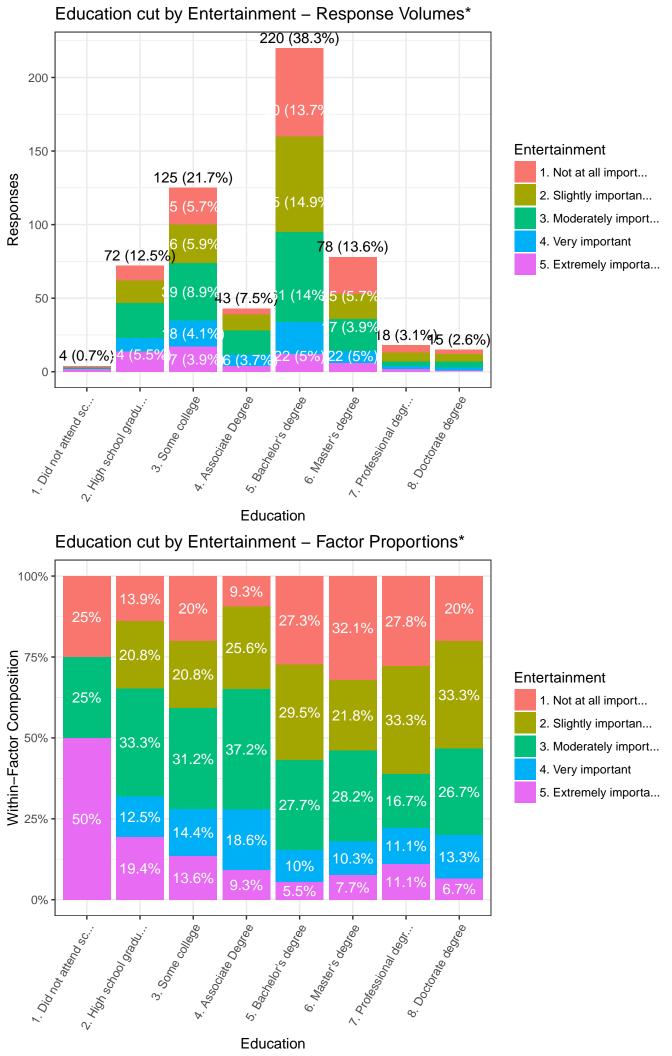
Education cut by GetAwayFromHome - Response Volumes 220 (38.3%) 200 (13.5% GetAwayFromHome 150 1. Not at all import... 125 (21.7%) Responses 2. Slightly importan... (15.79 3. Moderately import... 100 2 (7.1% 4. Very important **7**8 (13.6%) 72 (12.5%<mark>)</mark> 5. Extremely importa... 5 (7.7% 18 (4% 43 (7.5%) 50 3 (5.1% (15.7%) (6.4%) 18 (3.1%)_{5 (2.6%)} (10.4% 4 (0.7%) $(4.2^{\circ}$ 0 7. Dignor attendsc. Education Education cut by GetAwayFromHome - Factor Proportions 100% 6.7% 8.8% 6.8% 11.1% 8.3% 12.8% 25% 11.6% 16.7% 18.1% 25.6% 27.7% 33.3% 75% 23.1% GetAwayFromHome 11.1% 25% 34.9% 1. Not at all import...

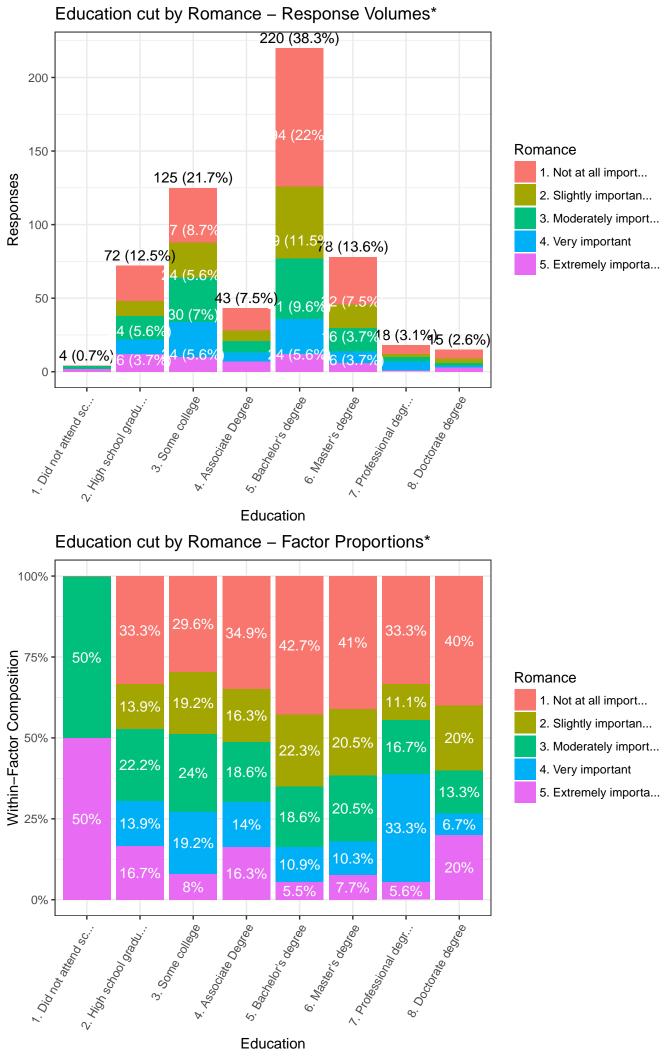




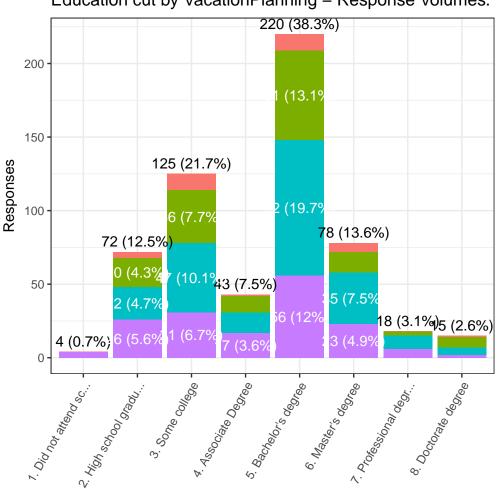






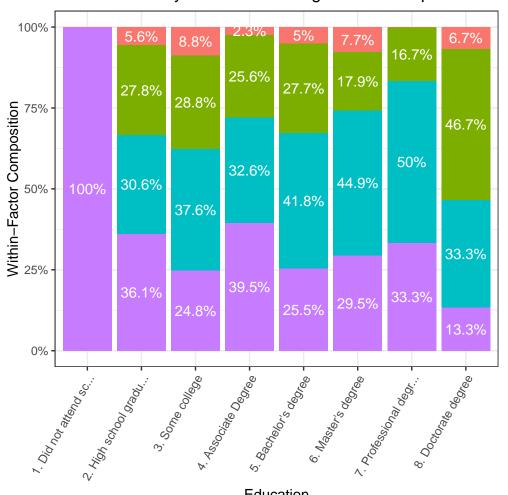


Education cut by VacationPlanning - Response Volumes. 220 (38.3%)



Education

Education cut by VacationPlanning - Factor Proportions.



Education

VacationPlanning

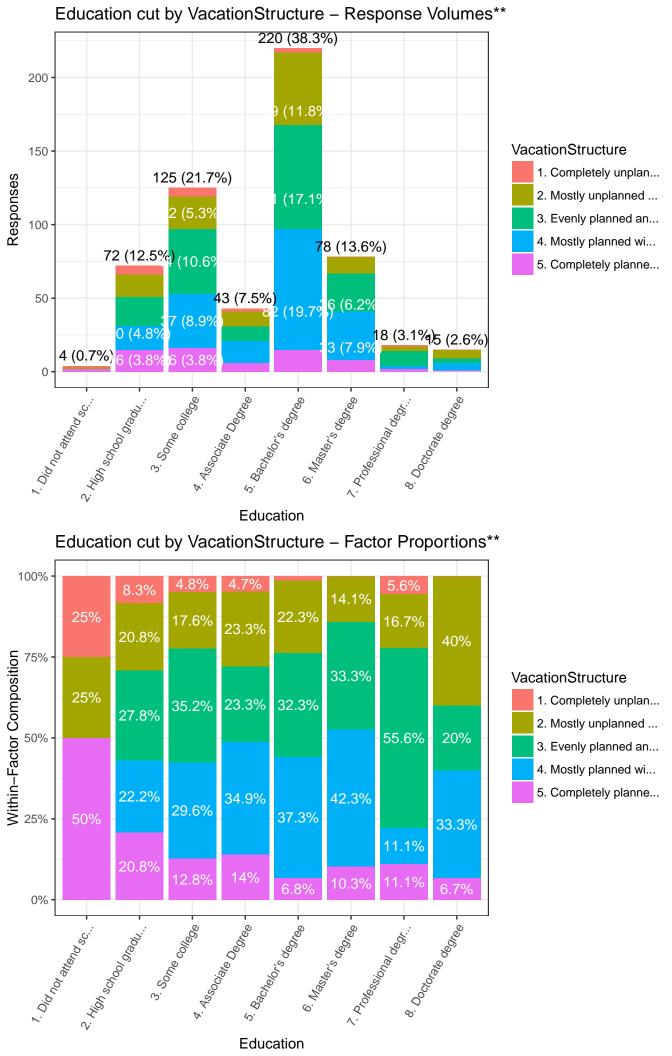
VacationPlanning

1. I usually defer t... 2. I have a general ...

3. I like to plan mo...

4. I like planning e...

- 1. I usually defer t...
- 2. I have a general ...
- 3. I like to plan mo...
- 4. I like planning e...



Education cut by Partying - Response Volumes. 220 (38.3%) 200 6 (27.6 Partying 150 Not at all import... 125 (21.7%) Responses 2. Somewhat importan... 3. Moderately import... 100 78 (13.6%) 0 (9.5%) 4. Very important 72 (12.5%<mark>) (11.9</mark>% 5. Extremely importa... 43 (7.5%) 50 9 (9.3%)7 (8.8% 6 (8.6% 3 (5.5% 18 (3.1%)5 (2.6%) 4 (0.7%)21 (5% 0 Education Education cut by Partying - Factor Proportions. 100% 30.2% 31.9% 40% 46.7% 75% Within-Factor Composition 50% 52.7% 55.6% Partying 1. Not at all import... 23.3% 20.8% 2. Somewhat importan... 50% 3. Moderately import... 28.8% 4. Very important 26.9% 18.2% 11.1% 33.3% 29.2% 5. Extremely importa... 27.9% 25% 50% 16.7% 16.8% 9% 17.7% 5.6% 13.3% 12.5% 14% 8% 12.8% 7.7% 0%

Education cut by Relaxing - Response Volumes 220 (38.3%) 0 (4.6% 200 3 (7.5% Relaxing 150 7 (13% Not at all import... 125 (21.7%) Responses 2. Somewhat importan... 3. Moderately import... 3 (5.3% 100 (15.1%) (15.1%) 4. Very important 72 (12.5%) (6.6% 5. Extremely importa... <mark>43 (7.5%) 7 (8.4%</mark> 50 0 (4.6% 4 (5.5% 8 (3.1%)5 (2.6%) 0 (4.6% 4 (0.7%) 0 1. Diana attenasc. Education Education cut by Relaxing - Factor Proportions 100% 6.9% 6.7% 9.6% 9.3% 11.1% 4.7% 25% 13.9% 16.7% 15% 18.4% 16.7% 75% Within-Factor Composition 27.9% Relaxing 27.8% 25% 25.9% 23.2% 30.8% 22.2% 1. Not at all import... 2. Somewhat importan... 40% 50% -3. Moderately import... 32.6% 4. Very important 25% 27.8% 27.8% 30% 29.6% 5. Extremely importa... 30.8% 25% 20% 25.6% 25% 23.6% 22.2% 19.2% 20% 13.3% 0%

220 (38.3%) 4 (5.6% 200 9 (9.2% ConservationVisit 150 Not at all import... 125 (21.7%) Responses (16.29 2. Somewhat importan... 3 (5.4% 3. Moderately import... 100 4. Very important **7**8 (13.6%) 72 (12.5%<mark>) (9.6%</mark> 5. Extremely importa... (14.3%) 43 (7.5%) 50 9 (6.8% 2 (5.2% 17 (4% 8 (3.1%) (2.6%) 4 (0.7%) 3 (5.4%) 0 Education Education cut by ConservationVisit - Factor Proportions 100% 4.8% 9% 10.9% 14% 13.9% 25% 26.7% 18.4% 17.7% 14% 28.2% 75% Within-Factor Composition 23.6% 33.3% ConservationVisit 1. Not at all import... 32.8% 30.2% 31.4% 17.9% 2. Somewhat importan... 46.7% 50% -50% 31.9% 3. Moderately import... 4. Very important 33.3% 23.2% 5. Extremely importa... 32.1% 30.2% 27.7% 25% 6.7% 16.7% 16.7% 25% 20.8% 20% 13.9% 12.3% 12.8% 11.6%

Education

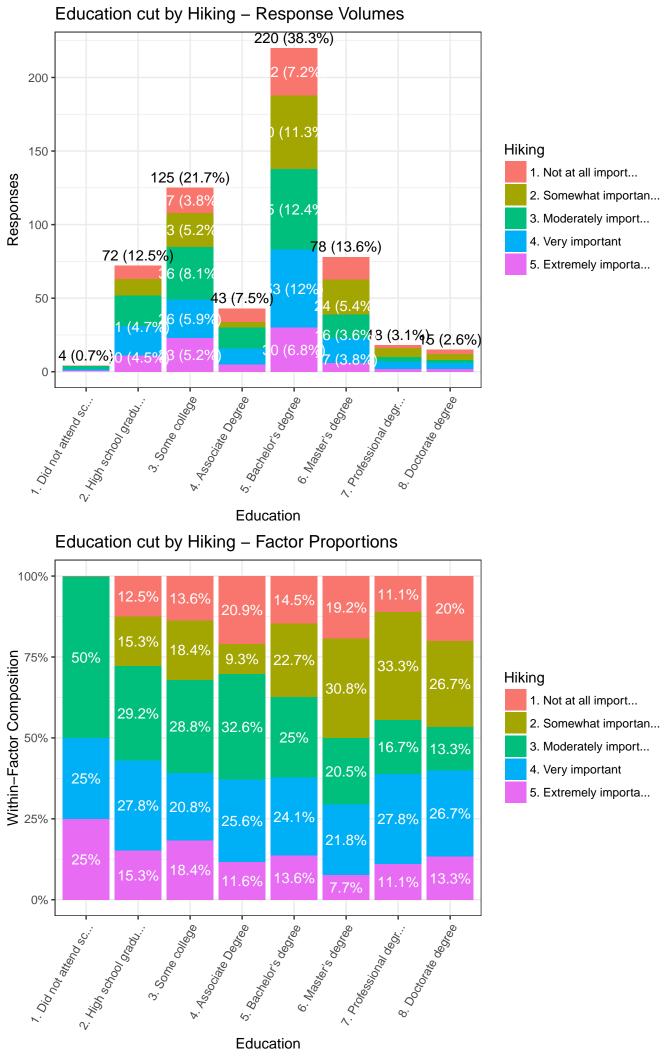
Education cut by ConservationVisit - Response Volumes

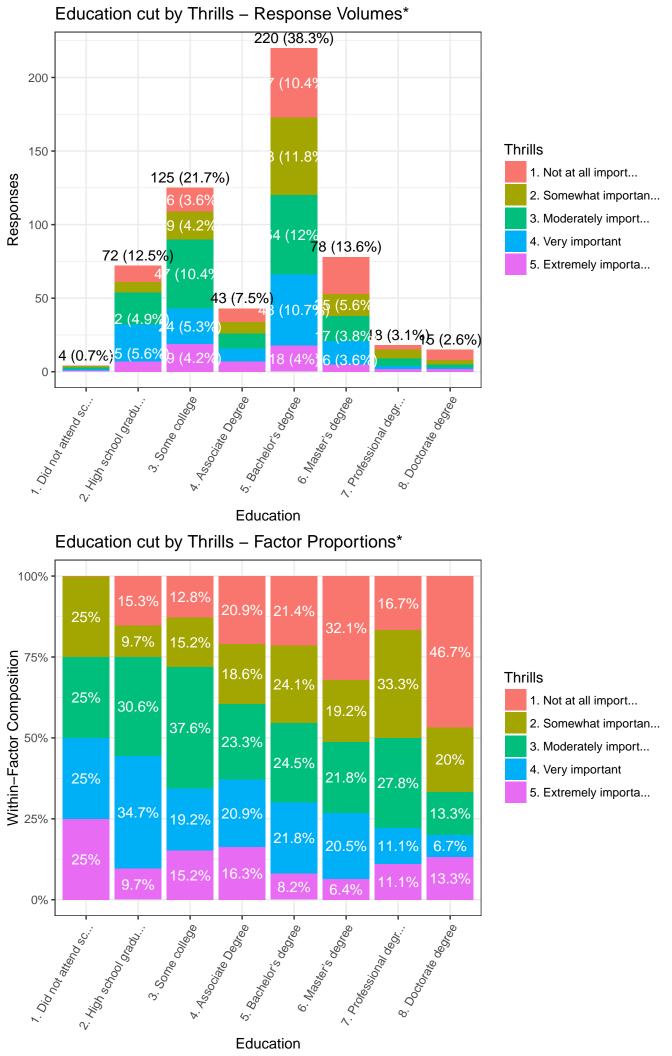
Education cut by Shopping - Response Volumes. 220 (38.3%) 200 3 (10.2° Shopping 150 9 (14.79 Not at all import... 125 (21.7%) Responses 2. Somewhat importan... 3. Moderately import... 100 6 (5.5% 4. Very important 72 (12.5%<mark>)</mark> 0 (6.4% <mark>7</mark>8 (13.6%) (12.19)5. Extremely importa... 6 (5.5% 43 (7.5%) 50 6 (3.4% 33 (7% 0 (6.4%) (4.5%) 8 (3.1%)5 (2.6%) 0 (4.3% 4 (0.7%) 19 (49 0 7. Dignor attendsc. Education Education cut by Shopping - Factor Proportions. 100% 11.1% 20.8% 20.9% 21.8% 25% 26.7% 33.3% 38.9% 22.2% 75% Within-Factor Composition 18.6% Shopping 24% 25% 31.4% 1. Not at all import... 2. Somewhat importan... 26.9% 40% 27.8% 16.7% 50% 3. Moderately import... 26.4% 37.2% 4. Very important 16.7% 25.9% 5. Extremely importa... 25.6% 26.4% 50% 25% 18.4% 26.7% 22.2% 16.3% 13.6% 7.7% 12.5% 10.4% 6.4%

Education cut by Festivals - Response Volumes. 220 (38.3%) 200 6 (8.7% **Festivals** 150 (10.99) Not at all import... 125 (21.7%) Responses 2. Somewhat importan... 3. Moderately import... 100 4 (8.2% 4. Very important (19.6%) (13.6%) 72 (12.5%) 5. Extremely importa... 6 (8.7% 0 (4.8% 43 (7.5%) 50 0 (4.8% 5 (6.1% 8 (3.1%)5 (2.6%) (10.99 4 (0.7%)²⁹ (7% 0 7. Dignot estenosco. Education Education cut by Festivals - Factor Proportions. 100% 9.6% 9.7% 11.6% 16.4% 16.7% 20% 25% 25.6% 16.7% 27.2% 75% 16.7% Within-Factor Composition 30.2% 20.5% **Festivals** 25.6% 1. Not at all import... 40% 40.3% 2. Somewhat importan... 50% -50% 33.3% 28.8% 20.9% 3. Moderately import... 36.8% 4. Very important 30.8% 5. Extremely importa... 20% 23.3% 25% 20% 19.4% 27.8% 6.7% 20.5% 25% 11.5% 14% 13.9% 14.4% 13.3% 0%

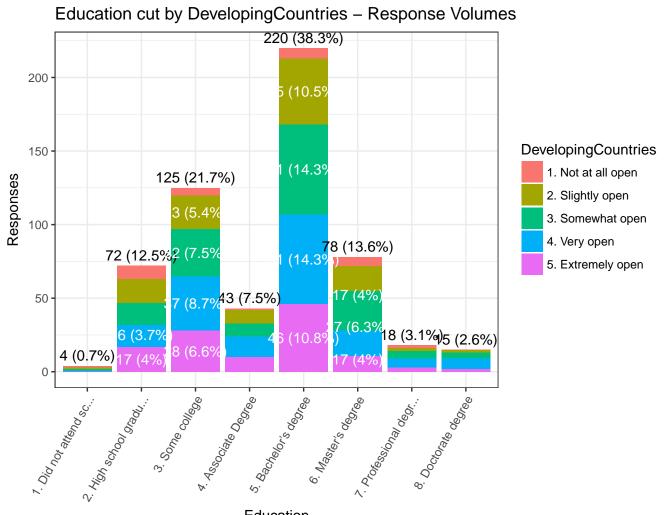
Education

Education cut by Sports - Response Volumes 220 (38.3%) 200) (11.19 **Sports** 150 3 (9.6% Not at all import... 125 (21.7%) Responses 2. Somewhat importan... 5 (5.6% 3. Moderately import... 100 (15.4% **7**8 (13.6%) 72 (12.5%<mark>)</mark> 4. Very important 5. Extremely importa... 9 (8.7% 43 (7.5%) 50 2 (4.9% 9 (8.7% 7 (3.8% 8 (3.1%)5 (2.6%) 6 (5.8% 4 (0.7%)18 (4% 0 7. Dignor attendsc. Education Education cut by Sports - Factor Proportions 100% 12.5% 13.3% 18.6% 20% 22.7% 25% 28.2% 27.8% 18.1% 75% Within-Factor Composition 18.6% 19.2% **Sports** 19.5% 40% 1. Not at all import... 21.8% 2. Somewhat importan... 38.9% 36.1% 23.3% 50% 50% -3. Moderately import... 31.2% 31.4% 4. Very important 26.9% 20% 5. Extremely importa... 23.3% 25% 16.7% 15.2% 25% 17.7% 20% 14.1% 25% 16.7% 16.3% 14.4% 8.3% 8.6% Education

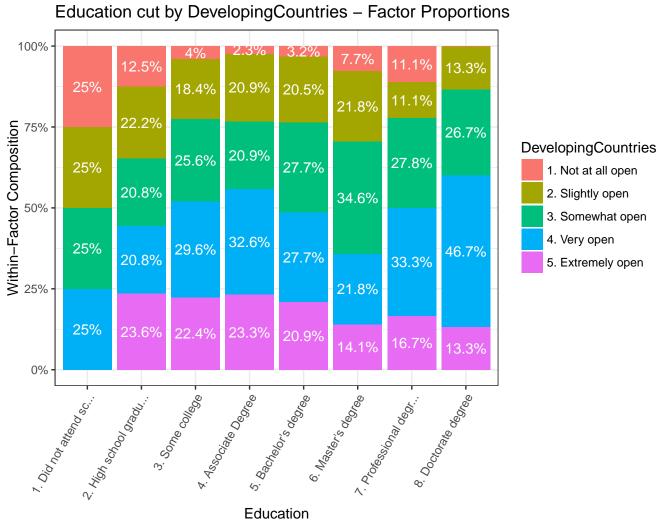


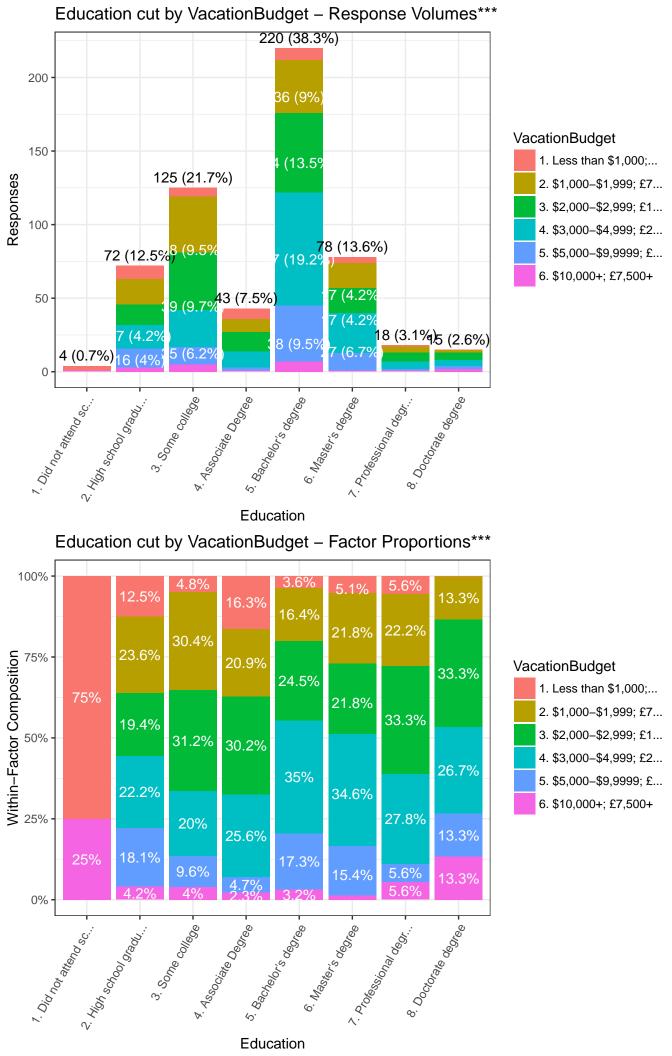


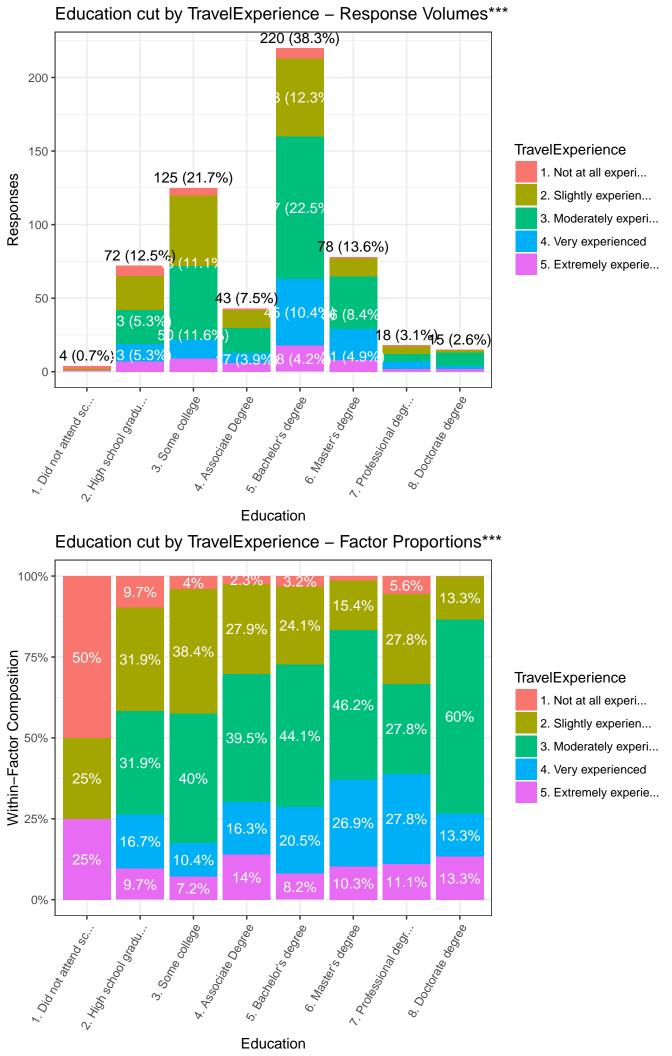
Education cut by LocalScenes - Response Volumes 220 (38.3%) 0 (4.3% 200 0 (13% LocalScenes 150 Not at all import... 125 (21.7%) Responses 2. Somewhat importan... (3.7% 3. Moderately import... 100 (17.19 **7**8 (13.6%) 4 (5.2% 4. Very important 72 (12.5%) 5. Extremely importa... (8.9% 43 (7.5%) 0 (4.3% 50 2 (4.8% 18 (3.1%)₅ (2.6%) 4 (0.7%) 0 7. Dignor attendsc. Education Education cut by LocalScenes - Factor Proportions 100% 5.6% 6.9% 7% 14.1% 9.1% 5.6% 13.6% 25% 14% 26.7% 16.7% 75% Within-Factor Composition 27.3% 25.6% 19.2% 30.6% 16.3% LocalScenes 1. Not at all import... 26.7% 38.9% 2. Somewhat importan... 50% 50% 30.2% 32.8% 3. Moderately import... 35.9% 34.6% 30.6% 4. Very important 20% 5. Extremely importa... 25% 27.8% 32.6% 26.4% 25.6% 26.7% 25% 24.5% 0%











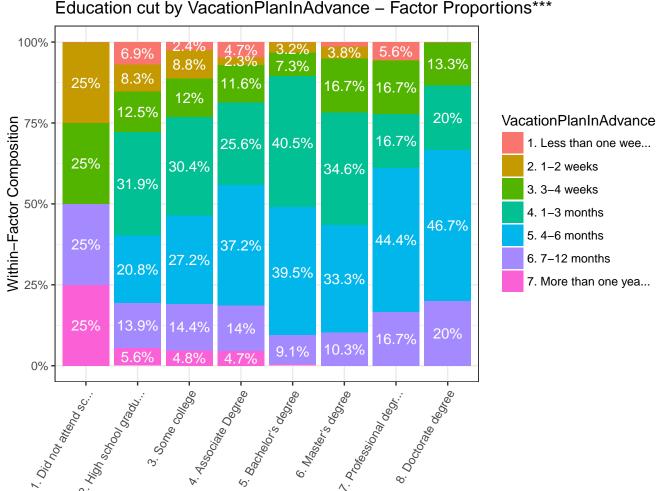
Education cut by VacationPlanInAdvance - Response Volumes*** 220 (38.3%) 6 (4.1% 200 VacationPlanInAdvance (22.69)1. Less than one wee... 150 2. 1-2 weeks 125 (21.7%) 3. 3-4 weeks 4. 1-3 months 100 72 (12.5%<mark>)</mark> 8 (9.6% 5. 4-6 months <mark>7</mark>8 (13.6%) 6. 7-12 months (22.19 7. More than one yea... **4**3 (7.5%) 50 7 (6.9% 4 (8.6% 8 (3.1%)5 (2.6%) გ (6.6º

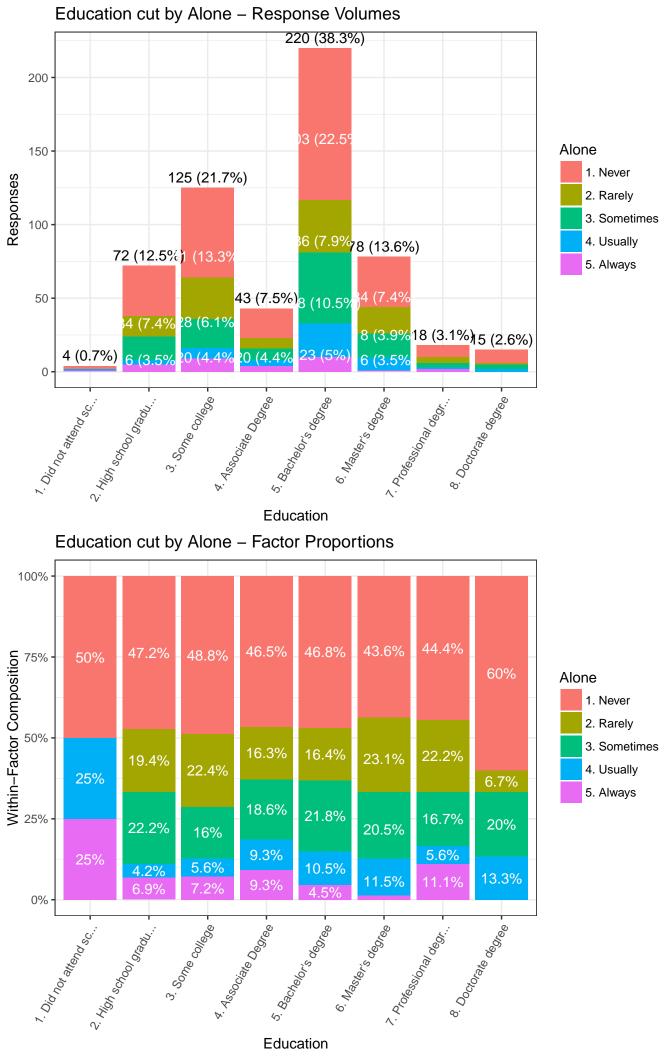
Responses

0

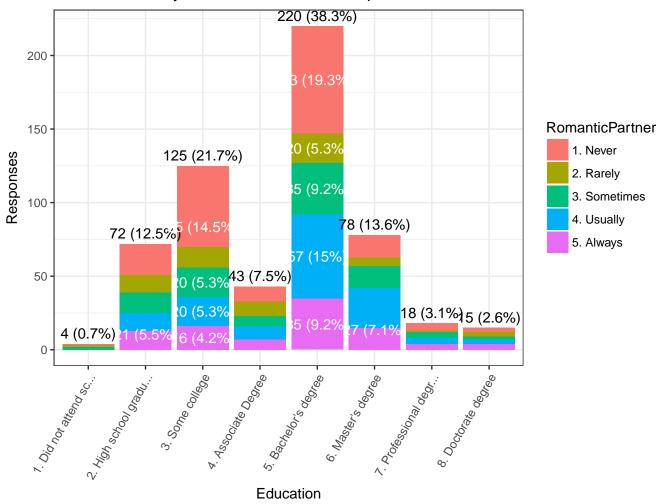
Education cut by VacationPlanInAdvance - Factor Proportions***

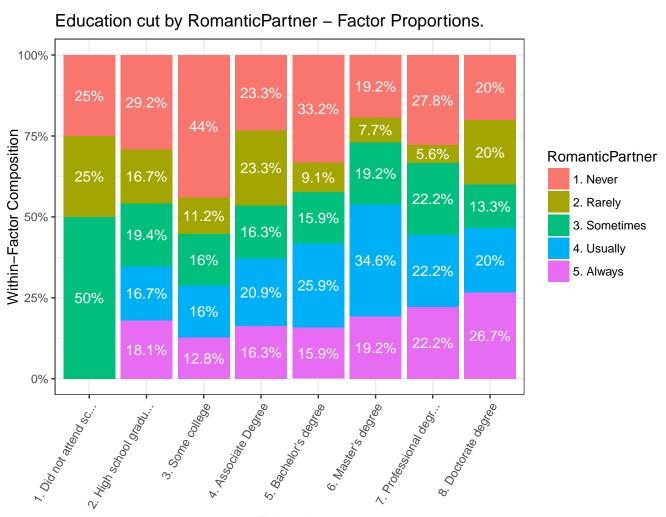
Education





Education cut by RomanticPartner – Response Volumes.

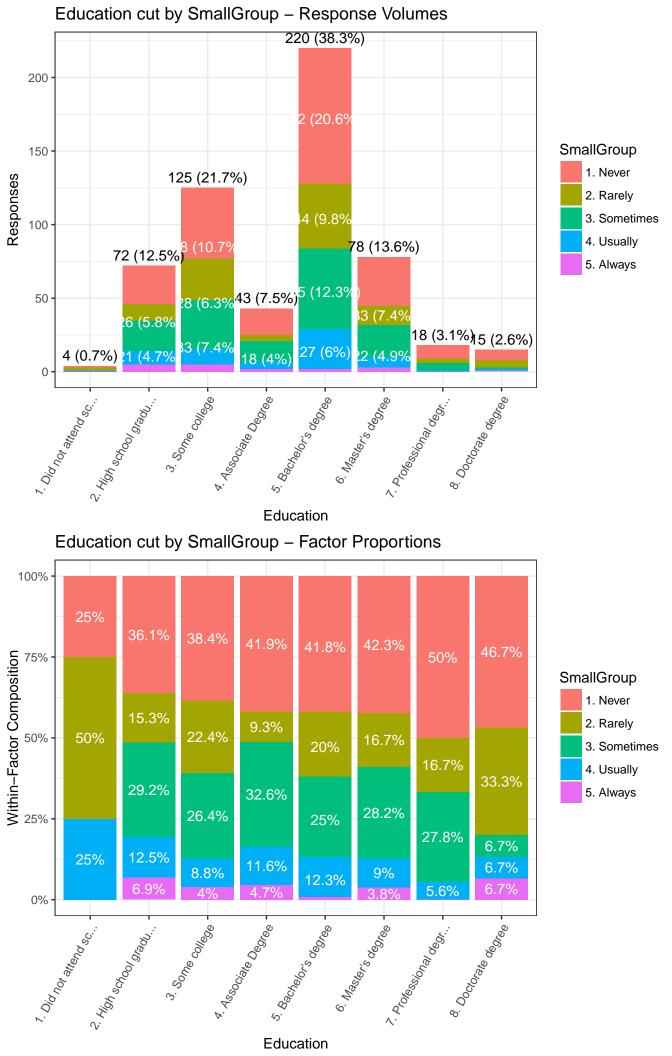


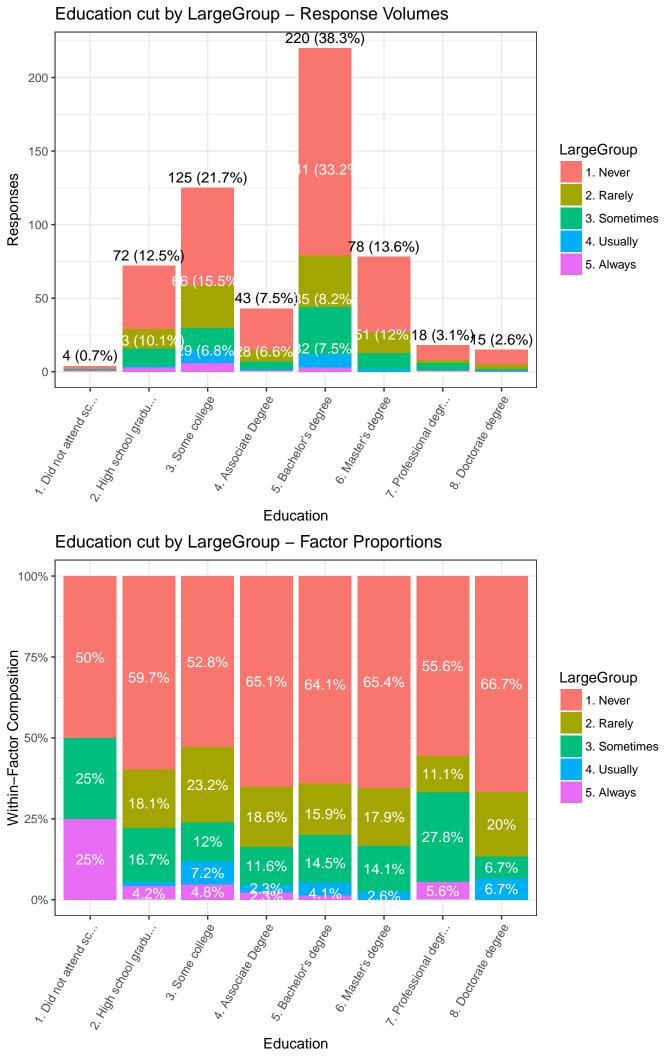


Education

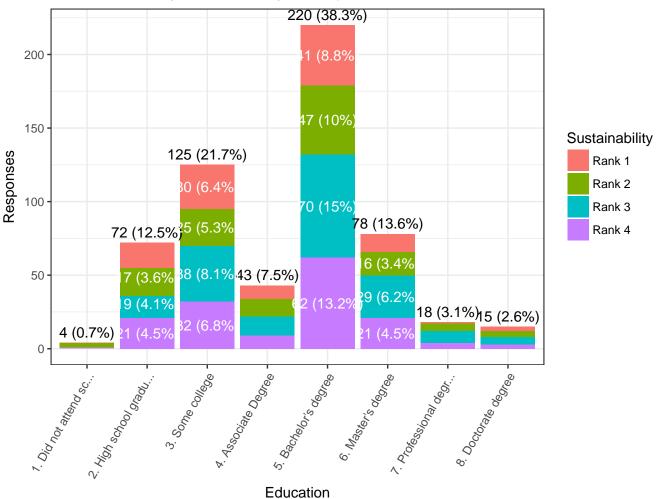
Education cut by Friend - Response Volumes 220 (38.3%) 200 5 (15.3% Friend 150 1. Never 125 (21.7%) Responses 5 (10.6% 2. Rarely 3. Sometimes 100 4. Usually 38 (9%) 78 (13.6%) 72 (12.5%) 68 (16% 5. Always 3<mark>0 (7.1%</mark>43 (7.5%) 50 26 (6.1% 2 (5.2% 18 (3.1%) 5 (2.6%) 38 (9%) 38 (9%) 28 (6.6% 4 (0.7%) 26 (6.1% 0 1. Dianot attendsc... Education Education cut by Friend - Factor Proportions 100% 22.2% 23.3% 25% 30.6% 30.4% 29.5% 33.3% 33.3% 75% Within-Factor Composition Friend 22.2% 25% 27.9% 1. Never 13.3% 20.5% 16.7% 24% 2. Rarely 50% 3. Sometimes 4. Usually 38.9% 25% 38.9% 25.6% 33.3% 40% 30.9% 5. Always 30.4% 25% 12.5% 20.9% 25% 10.4% 14.1% 17.3% 16.7% 13.3% 6.9% 0%

Education cut by Family - Response Volumes* 220 (38.3%) 34 (7.9% 200 3 (7.7% Family 150 1. Never 125 (21.7%) Responses 0 (13.9% 2. Rarely 6 (3.7% 3. Sometimes 100 20 (4.6% 4. Usually 72 (12.5%) 4 (7.9%) **7**8 (13.6%) 5. Always 43 (7.5%)⁶ (17.6% 50 2 (5.1% 8 (8.8% 18 (3.1%) 5 (2.6%) 0 (4.6% 8 (6.5% 4 (0.7%) 0 1. Diana attenasc. Education Education cut by Family - Factor Proportions* 100% 9.3% 12.8% 15.5% 16.7% 20% 20.8% 25% 16.3% 16% 22.2% 15% Within-Factor Composition 75% 28.2% Family 25% 1. Never 27.2% 34.9% 27.3% 22.2% 27.8% 2. Rarely 20% 50% -3. Sometimes 4. Usually 35.9% 5. Always 22.2% 30.4% 33.3% 27.9% 25% 50% 34.5% 33.3% 15.4% 0%

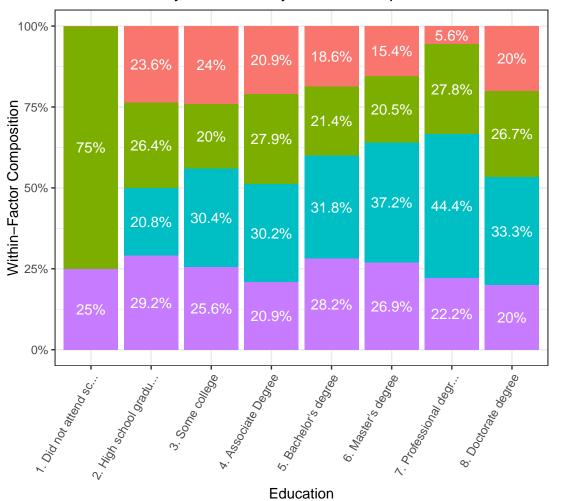




Education cut by Sustainability – Response Volumes



Education cut by Sustainability – Factor Proportions



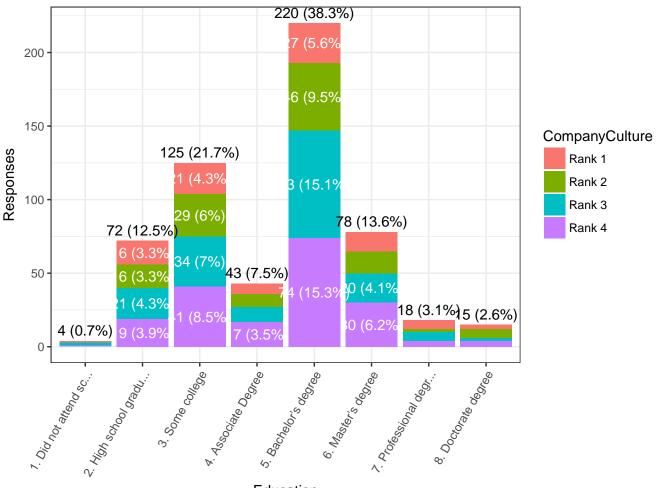
Sustainability

Rank 1 Rank 2

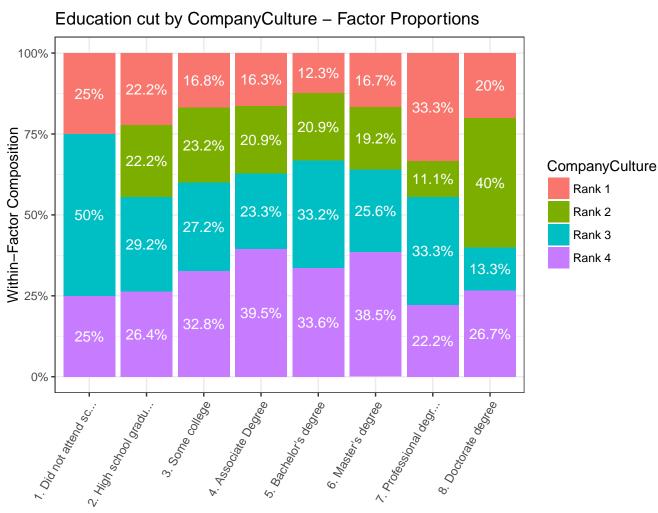
Rank 3

Rank 4

Education cut by CompanyCulture – Response Volumes



Education



Education

Education cut by TourCost - Response Volumes 220 (38.3%) 200 6 (19.5% 150 **TourCost** 125 (21.7%) Responses Rank 1 Rank 2 6 (10.4% 40 (9.1% 100 Rank 3 78 (13.6%) Rank 4 72 (12.5%) 38 (8.6% 36 (8.2% 43 (7.5%) 50 9 (4.3% 33 (7.5% 24 (5.4% 18 (3.1%)₁₅ (2.6%) 30 (6.8% 4 (0.7%) 20 (4.5% 0 Education Education cut by TourCost - Factor Proportions 100% 25% 32% 33.3% 34.9% 33.3% 33.3% 39.1% 42.3% Within-Factor Composition 75% **TourCost** 25% 13.3% Rank 1 22.2% 28.8% 27.8% Rank 2 20.9% 50% -34.9% 24.4% Rank 3 5.6% 26.7% Rank 4 15.2% 17.3% 18.1% 7% 15.4% 25% 50% 38.9% 26.7% 24% 23.3% 22.7% 20.8% 0%

Education

Education cut by InnovativeItineraries - Response Volumes 220 (38.3%) 200 6 (13.6% 150 Innovativeltineraries 125 (21.7%) Rank 1 (16.7% Rank 2 34 (7%) 100 Rank 3 **7**8 (13.6%) 72 (12.5%) Rank 4 (7.2% 43 (7.5%<mark>)9 (8.1%</mark> 0 (4.1% 50 7 (3.5% 34 (7%) <mark>8 (5.8%</mark>18 (3.1%)₅ (2.6%) 3 (4.8% 34 (7% 4 (0.7%) 0 Education Education cut by InnovativeItineraries - Factor Proportions

Responses

