Table 1 shows the composition of the focus groups.

Silver And Property of the Party of the Part

N

Table 1 Focus Group Composition

Location	12:00 n m	6:00 p.m.	8:00 p.m.
	12:00 p.m.		
Montreal	- travel agents	- age 30 to 55	- age 30 to 55
		- 50/50	- 50/50
		male/female	male/female
		- families with	- families with
		children	children
		- traveled to the	- traveled outside
		United States	North America
		within the past 12	within the past 12
		months	months
Toronto	- owners/managers	- age 18 to 29	- age 56 plus
-	of travel agencies	- 50/50	- 50/50
		male/female	male/female
		- single	- travel as a
		- traveled outside	couple or with a
	·	North America	group
		within the past 12	- six retirees
		months	- traveled to the
	'	,	United States
			within the past 12
			months
Vancouver	- no group	- age 18 to 29	- age 56 plus
Vancouver	no group	- 50/50	- 50/50
		male/female	male/female
		- travel as a	- travel as a
		couple	couple or with a
		- traveled outside	group
		North America	- six retirees
	·	within the past 12	- traveled to the
		months	United States
		1110111111	within the past 12
1	,		months
			monus