

Table 1 shows the composition of the focus groups.

**Table 1**  
**Focus Group Composition**

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