

	AUSTRALIA	CANADA	CHINA	FRANCE	GERMANY	INDIA	ITALY
AGE & LIFESTAGE	Segment 1: 25 - 40 yrs	25 - 65 yrs: No children under 18 yrs staying at home	25 - 65 yrs: No children under 18 yrs staying at home	Segment 1: 25 - 40 yrs; No Children	Segment 1: 25 - 40 yrs; No Children	25 - 65 yrs; 50% of sample must have children of any age living at home	25 - 65 yrs; No children under 18 yrs staying at home
	Segment 2: 41 and Older			Segment 2: 41 and Older; no children	Segment 2: 41 and Older;		
	Segment 3: 25-65 yrs			Segment3: 25 - 65	Segment3: 25 - 65		
INCOME	Segment 1: Gross HH income p.a. Of atleast AUD\$ 50 000	Gross HH income p.a. Of grater than CAN\$ 65000	Segment 1: Gross HH income p.a. Of atleast CNY 250,000	Segment 1: Gross HH income AFTER social taxes p.a. of atleast EUR 36 000	Segment 1: Gross HH income p.a. of atleast EUR 38 500	Segment C: Gross HH income p.a. of atleast INR 4 000 000	Gross HH income p.a. Of grater than EUR 36 000
	Segment 2: Gross HH income p.a. Of atleast AUD\$ 60 000		Segment 1: Gross HH income p.a. Of atleast CNY 250,000	Segment 1: Gross HH income AFTER social taxes p.a. of atleast EUR 40 000	Segment F: Gross HH income p.a. of atleast EUR 45 000	Segment F: Gross HH income p.a. of atleast INR > 1 600 000	
	Segment 2: Gross HH income p.a. Of atleast AUD\$ 41600			Segment 1: Gross HH income AFTER social taxes p.a. of atleast EUR 30 000	Segment I: Gross HH income p.a. of atleast EUR 38 500	Segment I: Gross HH income p.a. of atleast INR 4 000 000	
TRAVEL HISTORY	Segment 1: In past 5 years must have traveled to Europe (Incl. Mediterranean) and either N. America or Africa or S. America	In the past 5 years must have travelled outside USA, Mexico, Carabbean - must have visited Europe or the Mediterranean and either /Asia/Africa/Australia/South America	China: Travelled outside Asia on Leisure	Segment 1: In the past 5 years must have travelled outside Europe, North America, any Medeterenian country in North Africa or Middle East - must have visited either Asia / South Africa / Australia		Segment C + F + I: Have travelled to leats one exotic destination , in addition to traditional destination, over the past 24 month	In the past 5 years must have travelled to at least Western Europe or Eastern Europe or North africa AND to North America including Mexico and the Carribbean
	Segment 2: In past 5 years must have traveled to Europe (Incl. Mediterranean) and either N. America or Africa or S. America			Segment 2: In the past 5 years must have travelled outside Europe, North America, any Medeterenian country in North Africa or Middle East - must have visited either Asia / South Africa / Australia		Exotic destinations - Eastern Europe, Africa, South America or East Central Asia Traditiona Destinations North America, Western Europe or Australia and New Zealand Have travelled to leats one exotic destination , in addition to traditional destination, over the past 24 month	
	Segment 3: In past 5 years must have traveled to Europe (Incl. Mediterranean) and either N. America or Africa or S. America			Segment 3: In the past 5 years must have travelled to atleast Western Europe or Eastern Europe or North Africa and North to North America including Mexico and the Caribbean.	Segment 3: In the past 5 years must have travelled to atleast Western Europe or Eastern Europe or North Africa and North to North America including Mexico and the Caribbean.		
AREA OF RESIDENCE	Greater Sydney, Perth, Greater Brisbane and Greater Melbourne	Greater Toronto, Montreal and Vancouver	Greater Beijing, Shangai, Guangzhou and Shenzen and Hong Kong	Segment1: 60% of sample to come from Ile de France; Segment2: 50% of sample must come from Ile de France;Segment3: 40% of sample must come from Ile de France	Berlin, Bavaria, Baden-Wurttewmborg, Hesse, Lower Saxony, North Rhine Westphalia and hamburg	Greater Mumbai, Delhi, Bangalore, Hyderabad and Chennai	Northen regions - no region south of Rome
COUNTRY OF BIRTH	Citizen of Australia and have had Australia as their primary residence for at least the past 5 years	Citizens of the country who reside in the country	Citizens of the country who reside in the country	Citizens of the country who reside in the country	Citizens of the countrry who reside in the country	Citizens of the countrry who reside in the country	Citizens of the country who reside in the country

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Switzerland	Ghana	Tanzania	Uganda
25 - 65 years old. No children under 18yrs living at home	25 - 65 years old. No children under 18yrs living at home	25 - 65 years old. No children under 18yrs living at home	25 - 65 years old. No children under 18yrs living at home
Must have traveled outside Europe, any Mediterranean Country in Africa or Middle East and must have visited Asia or Africa or Australia or Latin America in the last 5 years Must have traveled to at least one country in Europe and one country outside Europe in the last 5 years			
Must be a citizen of Switzerland and must stay in Switzerland for more than 10 months in an year Must be a citizen of Ghana and must stay in Ghana for more than 10 months in an year Must be a citizen of Tanzania and must stay in Tanzania for more than 10 months in an year Must be a citizen of Uganda and must stay in Uganda for more than 10 months in an year			
Citizens of the country who reside in the country	Citizens of the country who reside in the country	Citizens of the country who reside in the country	Citizens of the country who reside in the country