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Mon – Fri, 8:00 AM to 11:00 PM EST
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Shaping the Future with Your Opinions

**135260
(A1323)**

Dear NFO MySurvey Member,

Please give this questionnaire to the person in your household whose age and gender are indicated above (this may be you). Thank you!

TO THE HOUSEHOLD MEMBER HELPING WITH THIS STUDY:

My questionnaire, which I think you will find interesting, is about **travel and recreation**.

Although this survey appears long, almost all of my questions can be QUICKLY and EASILY answered by simply placing a "✓" in the appropriate box or boxes. Some lists are long but not all activities will pertain to you, so the survey can be answered quickly. In the questions where I have asked you to write in your answers, please be as specific as possible.

As a thank-you for your time, please accept the \$1.00 enclosed with this survey. Once we received your completed questionnaire we will also send you an additional \$5.00. When you have completed the questionnaire, please return it to me in the enclosed postage-paid envelope.

Thank you for your continued cooperation.

Sincerely,

A handwritten signature in black ink that reads "Carol".

Carol Adams

MARKING INSTRUCTIONS

This questionnaire, once completed, will be read by computer. Therefore, it is important that you:

- Record your answers using either a pencil, a black pen or a blue pen;
- Put a dark check mark inside the boxes (i.e.,);
- Make no stray marks on the questionnaire;
- If you need to change your answer, please erase or whiteout the incorrect answer and check the correct box. If you do not have whiteout, check the correct box and mark it clearly by circling it and our staff will correct the response (i.e.,).
- Record any numbers you are asked to provide as clearly and legibly as possible.

TRAVEL AND RECREATION SURVEY

INTRODUCTION

This survey concerns people's recreational activities and travel habits. The findings will be used by governments and businesses to better serve the public's travel needs. Your cooperation is important to ensure that the information collected in this survey is as accurate and as comprehensive as possible.

First some general questions about travel.

A. Have you taken any out-of-town trips of one or more nights away from home, for any purpose, in the past 2 years? (This would include overnight trips to a cottage, cabin or vacation home owned by you or a friend or relative.)

Yes → **Skip to Question C**
No.....

*If you have **NOT** traveled in the past 2 years, please answer Question B, then skip to Question 28 (on page 23). If you **HAVE** traveled, skip to Question C below.*

B. Why have you not taken an out-of-town trip of one or more nights away from home in the past 2 years? (Please check all that apply.)

- No particular reason.....
- No interest/nothing to see or do that appeals to me
- Too expensive/I would rather spend money on something else ..
- Financial reasons (not enough money, unemployed, etc.)
- Recently made a major purchase (bought house, car, etc)
- Not enough time to travel.....
- No out-of-town family/friends to visit
- Nobody to travel with
- Language difficulties/don't speak the language.....
- Too much hassle to travel (passports, border crossings, etc).....
- Sick/infirm/disabled.....
- Too old to travel
- Worried about health issues at the destination.....
- Worried about terrorism
- Young children.....
- I am done traveling
- Some other reason
- Don't know.....

*After answering question B, remember to skip to Question 28 (on page 23) if you have **NOT** traveled in the past two years.*

C. Were any of the overnight trips you have taken in the past 2 years for pleasure or vacation?

Yes
No.....

*

*

Travel Activities and Motivation Survey

Please refer to the maps below to assist you in answering questions related to Canada and Northern and Southern Ontario.



*

*

TRAVEL BEHAVIOR

The following questions are about all the out-of-town trip(s) on which you spent one or more nights away from home.

- 1-a) Please put a ✓ in column A all the destinations you visited during the past 2 years while on an out-of-town trip, for any purpose, of one or more nights. Please put a ✓ in column B all the destinations you visited during the past 10 years while on an out-of-town trip of one or more nights. (Check all that apply.)

	<u>A</u>		<u>B</u>
	<u>Past</u>		<u>Past</u>
	<u>2 Years</u>		<u>10 Years</u>
The United States:			
Within Your Own State.....	<input type="checkbox"/>	<input type="checkbox"/>
Anywhere Else In The United States.....	<input type="checkbox"/>	<input type="checkbox"/>
Canada:			
Newfoundland and Labrador.....	<input type="checkbox"/>	<input type="checkbox"/>
Prince Edward Island.....	<input type="checkbox"/>	<input type="checkbox"/>
New Brunswick.....	<input type="checkbox"/>	<input type="checkbox"/>
Nova Scotia.....	<input type="checkbox"/>	<input type="checkbox"/>
Quebec.....	<input type="checkbox"/>	<input type="checkbox"/>
Ontario.....	<input type="checkbox"/>	<input type="checkbox"/>
Manitoba.....	<input type="checkbox"/>	<input type="checkbox"/>
Saskatchewan.....	<input type="checkbox"/>	<input type="checkbox"/>
Alberta.....	<input type="checkbox"/>	<input type="checkbox"/>
British Columbia.....	<input type="checkbox"/>	<input type="checkbox"/>
Yukon.....	<input type="checkbox"/>	<input type="checkbox"/>
Northwest Territories.....	<input type="checkbox"/>	<input type="checkbox"/>
Nunavut.....	<input type="checkbox"/>	<input type="checkbox"/>
Other Countries/Regions:			
Mexico.....	<input type="checkbox"/>	<input type="checkbox"/>
South/Central America.....	<input type="checkbox"/>	<input type="checkbox"/>
The Caribbean.....	<input type="checkbox"/>	<input type="checkbox"/>
Europe (including the UK & Russia).....	<input type="checkbox"/>	<input type="checkbox"/>
Australia/New Zealand.....	<input type="checkbox"/>	<input type="checkbox"/>
Asia.....	<input type="checkbox"/>	<input type="checkbox"/>
Africa.....	<input type="checkbox"/>	<input type="checkbox"/>
Some Other Destination.....	<input type="checkbox"/>	<input type="checkbox"/>

- 1-b) If you have taken a trip of one or more nights to Ontario, please indicate below which part of the province you visited:

Please refer to the map we have provided on Page 4 before answering.

	<u>A</u>		<u>B</u>
	<u>Past</u>		<u>Past</u>
	<u>2 Years</u>		<u>10 Years</u>
Southern Ontario.....	<input type="checkbox"/>	<input type="checkbox"/>
Northern Ontario.....	<input type="checkbox"/>	<input type="checkbox"/>

Be sure to read both parts of Question 2 before answering.

2. During the past 2 years have you participated in any of the following activities while on an out-of-town trip of one or more nights? (Check all that apply under A.)

Sometimes the main reason people take a trip is to participate in a specific activity. For each activity you check under **A**, also check the box beside it (under **B**) if that activity was the **main** reason for taking **any** of your trips in the **past 2 years**.

(Note that shading is used to help you find the appropriate boxes to check.)

	A	B
	On out-of-town trips of one or more nights in past 2 years	Main reason for taking any of these trips
Water-Based Outdoor Activities (participated in):		
Fishing — fresh water.....	<input type="checkbox"/>	<input type="checkbox"/>
Fishing — salt water.....	<input type="checkbox"/>	<input type="checkbox"/>
Fishing — trophy fishing.....	<input type="checkbox"/>	<input type="checkbox"/>
Kayaking or canoeing — freshwater.....	<input type="checkbox"/>	<input type="checkbox"/>
Kayaking or canoeing — ocean.....	<input type="checkbox"/>	<input type="checkbox"/>
Kite surfing.....	<input type="checkbox"/>	<input type="checkbox"/>
Motor boating.....	<input type="checkbox"/>	<input type="checkbox"/>
Parasailing.....	<input type="checkbox"/>	<input type="checkbox"/>
Sailing.....	<input type="checkbox"/>	<input type="checkbox"/>
Scuba diving in lakes/ivers.....	<input type="checkbox"/>	<input type="checkbox"/>
Scuba diving in sea/ocean.....	<input type="checkbox"/>	<input type="checkbox"/>
Snorkeling in lakes or rivers.....	<input type="checkbox"/>	<input type="checkbox"/>
Snorkeling in sea/ocean.....	<input type="checkbox"/>	<input type="checkbox"/>
Sunbathing or sitting on a beach.....	<input type="checkbox"/>	<input type="checkbox"/>
Swimming in lakes.....	<input type="checkbox"/>	<input type="checkbox"/>
Swimming in oceans.....	<input type="checkbox"/>	<input type="checkbox"/>
Water skiing.....	<input type="checkbox"/>	<input type="checkbox"/>
White water rafting.....	<input type="checkbox"/>	<input type="checkbox"/>
Wind surfing.....	<input type="checkbox"/>	<input type="checkbox"/>
Winter Outdoor Activities (participated in):		
Dog sledding.....	<input type="checkbox"/>	<input type="checkbox"/>
Fishing — ice fishing.....	<input type="checkbox"/>	<input type="checkbox"/>
Ice-skating.....	<input type="checkbox"/>	<input type="checkbox"/>
Skiing — Cross country.....	<input type="checkbox"/>	<input type="checkbox"/>
Skiing — Cross country or back country as an overnight touring trip.....	<input type="checkbox"/>	<input type="checkbox"/>
Skiing — Downhill.....	<input type="checkbox"/>	<input type="checkbox"/>
Skiing — Heli-skiing.....	<input type="checkbox"/>	<input type="checkbox"/>
Skiing — Ski Jouring.....	<input type="checkbox"/>	<input type="checkbox"/>
Snowboarding.....	<input type="checkbox"/>	<input type="checkbox"/>
Snowmobiling — Day use on organized trail.....	<input type="checkbox"/>	<input type="checkbox"/>
Snowmobiling — As an overnight touring trip.....	<input type="checkbox"/>	<input type="checkbox"/>
Snowshoeing.....	<input type="checkbox"/>	<input type="checkbox"/>

2. (Continued)

	A	B
	On out-of-town trips of one or more nights in past 2 years	Main reason for taking any of these trips
Land-Based Activities (participated in):		
All terrain vehicle (ATV) — Used one as part of a same day excursion while on a trip of one or more nights	<input type="checkbox"/>	<input type="checkbox"/>
All terrain vehicle (ATV) — Used one as part of an overnight touring trip	<input type="checkbox"/>	<input type="checkbox"/>
Bungee jumping	<input type="checkbox"/>	<input type="checkbox"/>
Climbing — Ice climbing	<input type="checkbox"/>	<input type="checkbox"/>
Climbing — Rock climbing	<input type="checkbox"/>	<input type="checkbox"/>
Climbing — Mountain climbing/trekking	<input type="checkbox"/>	<input type="checkbox"/>
Cycling — Recreational cycling, same day excursion	<input type="checkbox"/>	<input type="checkbox"/>
Cycling — Mountain biking	<input type="checkbox"/>	<input type="checkbox"/>
Cycling — as an overnight touring trip	<input type="checkbox"/>	<input type="checkbox"/>
Fitness — Working out in a fitness center	<input type="checkbox"/>	<input type="checkbox"/>
Fitness — Jogging or exercising outdoors	<input type="checkbox"/>	<input type="checkbox"/>
Golfing — played an occasional game while on a trip	<input type="checkbox"/>	<input type="checkbox"/>
Golfing —played during a stay at a golf resort for one or more nights.....	<input type="checkbox"/>	<input type="checkbox"/>
Golfing — took a package golf tour to play on various courses....	<input type="checkbox"/>	<input type="checkbox"/>
Hiking — same day excursion while on a trip of one or more nights.....	<input type="checkbox"/>	<input type="checkbox"/>
Hiking/Backpacking in wilderness settings with overnight camping or lodging	<input type="checkbox"/>	<input type="checkbox"/>
Horseback riding — same day horseback riding excursion while on a trip of one or more nights	<input type="checkbox"/>	<input type="checkbox"/>
Horseback riding — traveled by horse with an overnight stop along the way	<input type="checkbox"/>	<input type="checkbox"/>
Hunting — Big game	<input type="checkbox"/>	<input type="checkbox"/>
Hunting — Small game	<input type="checkbox"/>	<input type="checkbox"/>
Hunting — Birds	<input type="checkbox"/>	<input type="checkbox"/>
In-line/roller blading	<input type="checkbox"/>	<input type="checkbox"/>
Mini-golf.....	<input type="checkbox"/>	<input type="checkbox"/>
Motorcycling — day excursion while on a trip of one or more nights.....	<input type="checkbox"/>	<input type="checkbox"/>
Motorcycling — as an overnight touring trip.....	<input type="checkbox"/>	<input type="checkbox"/>
Nature park — visited national, provincial/state park	<input type="checkbox"/>	<input type="checkbox"/>
Skateboarding	<input type="checkbox"/>	<input type="checkbox"/>
Viewing northern lights	<input type="checkbox"/>	<input type="checkbox"/>
Wildflowers/flora viewing	<input type="checkbox"/>	<input type="checkbox"/>
Wildlife viewing — Bird watching	<input type="checkbox"/>	<input type="checkbox"/>
Wildlife viewing — Whale watching and other marine life	<input type="checkbox"/>	<input type="checkbox"/>
Wildlife viewing — Land based animals.....	<input type="checkbox"/>	<input type="checkbox"/>

2. (Continued)

	A	B
	On out-of-town trips of one or more nights in past 2 years	Main reason for taking any of these trips
Team Sports, Tournaments & Games (participated in as player):		
Badminton	<input type="checkbox"/>	<input type="checkbox"/>
Baseball or softball	<input type="checkbox"/>	<input type="checkbox"/>
Basketball.....	<input type="checkbox"/>	<input type="checkbox"/>
Beach volleyball.....	<input type="checkbox"/>	<input type="checkbox"/>
Board games	<input type="checkbox"/>	<input type="checkbox"/>
Bowling.....	<input type="checkbox"/>	<input type="checkbox"/>
Curling.....	<input type="checkbox"/>	<input type="checkbox"/>
Football	<input type="checkbox"/>	<input type="checkbox"/>
Ice hockey	<input type="checkbox"/>	<input type="checkbox"/>
Paintball	<input type="checkbox"/>	<input type="checkbox"/>
Soccer	<input type="checkbox"/>	<input type="checkbox"/>
Squash.....	<input type="checkbox"/>	<input type="checkbox"/>
Tennis	<input type="checkbox"/>	<input type="checkbox"/>
Volleyball.....	<input type="checkbox"/>	<input type="checkbox"/>
Native American/Aboriginal Experiences & Activities (visited or attended):		
Aboriginal cultural experiences in a remote or rural setting where you stayed for one or more nights	<input type="checkbox"/>	<input type="checkbox"/>
Aboriginal heritage attractions (e.g., museums, interpretive centers)	<input type="checkbox"/>	<input type="checkbox"/>
Aboriginal festivals and events (e.g., Pow Wows).....	<input type="checkbox"/>	<input type="checkbox"/>
Aboriginal cuisine (tasted or sampled)	<input type="checkbox"/>	<input type="checkbox"/>
Aboriginal arts and crafts shows	<input type="checkbox"/>	<input type="checkbox"/>
Aboriginal outdoor adventure and/or sports	<input type="checkbox"/>	<input type="checkbox"/>
Performing Arts (attended):		
Ballet or other dance performances	<input type="checkbox"/>	<input type="checkbox"/>
Classical or symphony concert	<input type="checkbox"/>	<input type="checkbox"/>
Country/western music concerts.....	<input type="checkbox"/>	<input type="checkbox"/>
Free outdoor performances (e.g., theatre, concerts) in a park setting.....	<input type="checkbox"/>	<input type="checkbox"/>
Jazz concert	<input type="checkbox"/>	<input type="checkbox"/>
Live Theatre	<input type="checkbox"/>	<input type="checkbox"/>
Live theatre with dinner.....	<input type="checkbox"/>	<input type="checkbox"/>
Opera	<input type="checkbox"/>	<input type="checkbox"/>
Rock & roll / popular concert.....	<input type="checkbox"/>	<input type="checkbox"/>
Stand-up comedy clubs and other variety shows	<input type="checkbox"/>	<input type="checkbox"/>
Circus	<input type="checkbox"/>	<input type="checkbox"/>

2. (Continued)

	A	B
	On out-of-town trips of one or more nights in past 2 years	Main reason for taking any of these trips
Festivals And Events (attended):		
Carnivals	<input type="checkbox"/>	<input type="checkbox"/>
International film festivals	<input type="checkbox"/>	<input type="checkbox"/>
Literary festivals or events	<input type="checkbox"/>	<input type="checkbox"/>
Music festivals	<input type="checkbox"/>	<input type="checkbox"/>
Theatre festivals	<input type="checkbox"/>	<input type="checkbox"/>
Farmers' markets or country fairs	<input type="checkbox"/>	<input type="checkbox"/>
Exhibitions or fairs	<input type="checkbox"/>	<input type="checkbox"/>
Religious festivals	<input type="checkbox"/>	<input type="checkbox"/>
Food/drink festivals	<input type="checkbox"/>	<input type="checkbox"/>
Ethnic festivals	<input type="checkbox"/>	<input type="checkbox"/>
Western theme events, such as rodeos	<input type="checkbox"/>	<input type="checkbox"/>
Gay Pride parades	<input type="checkbox"/>	<input type="checkbox"/>
Firework displays	<input type="checkbox"/>	<input type="checkbox"/>
Hot air balloon festivals	<input type="checkbox"/>	<input type="checkbox"/>
Comedy festivals	<input type="checkbox"/>	<input type="checkbox"/>
Theme And Amusement Parks (visited):		
Amusement park	<input type="checkbox"/>	<input type="checkbox"/>
Aquariums	<input type="checkbox"/>	<input type="checkbox"/>
Botanical gardens	<input type="checkbox"/>	<input type="checkbox"/>
Garden theme park	<input type="checkbox"/>	<input type="checkbox"/>
Musical attractions	<input type="checkbox"/>	<input type="checkbox"/>
Movie theme park	<input type="checkbox"/>	<input type="checkbox"/>
Planetarium	<input type="checkbox"/>	<input type="checkbox"/>
Science & technology theme park	<input type="checkbox"/>	<input type="checkbox"/>
Water theme park	<input type="checkbox"/>	<input type="checkbox"/>
Wax museums	<input type="checkbox"/>	<input type="checkbox"/>
Zoos	<input type="checkbox"/>	<input type="checkbox"/>
Entertainment farms (e.g. corn maze, petting barnyard)	<input type="checkbox"/>	<input type="checkbox"/>
Exhibits, Architecture, Historic Sites/Buildings & Museums (visited):		
Art galleries	<input type="checkbox"/>	<input type="checkbox"/>
Historical replicas of cities or towns with historic re-enactments	<input type="checkbox"/>	<input type="checkbox"/>
Museum — Children's museums	<input type="checkbox"/>	<input type="checkbox"/>
Museum — General history or heritage museums	<input type="checkbox"/>	<input type="checkbox"/>
Museum — Science or technology museums	<input type="checkbox"/>	<input type="checkbox"/>
Museum — Military/war museums	<input type="checkbox"/>	<input type="checkbox"/>
Paleontological/archaeological sites	<input type="checkbox"/>	<input type="checkbox"/>
Strolling around a city to observe its buildings and architecture ...	<input type="checkbox"/>	<input type="checkbox"/>
Well known historic sites or buildings	<input type="checkbox"/>	<input type="checkbox"/>
Other historic sites, monuments and buildings	<input type="checkbox"/>	<input type="checkbox"/>
Well known natural "wonders"	<input type="checkbox"/>	<input type="checkbox"/>

2. (Continued)

	A	B
	On out-of-town trips of one or more nights in past 2 years	Main reason for taking any of these trips
Hands-On Learning Activities (participated in):		
Archaeological digs	<input type="checkbox"/>	<input type="checkbox"/>
Cooking/wine tasting courses	<input type="checkbox"/>	<input type="checkbox"/>
Courses to learn another language.....	<input type="checkbox"/>	<input type="checkbox"/>
Curatorial tours.....	<input type="checkbox"/>	<input type="checkbox"/>
Harvesting and/or other farm operations.....	<input type="checkbox"/>	<input type="checkbox"/>
Historical re-enactments (as an actor)	<input type="checkbox"/>	<input type="checkbox"/>
Interpretive program at a historic site or national/provincial park..	<input type="checkbox"/>	<input type="checkbox"/>
Wilderness skills courses.....	<input type="checkbox"/>	<input type="checkbox"/>
Spectator Sports/Competitions (attended as spectator):		
Amateur sports tournaments and competitions.....	<input type="checkbox"/>	<input type="checkbox"/>
Amateur tournaments and competitions other than sports-related.....	<input type="checkbox"/>	<input type="checkbox"/>
Auto races	<input type="checkbox"/>	<input type="checkbox"/>
Professional baseball games.....	<input type="checkbox"/>	<input type="checkbox"/>
Professional basketball games	<input type="checkbox"/>	<input type="checkbox"/>
Professional figure skating.....	<input type="checkbox"/>	<input type="checkbox"/>
Professional football games.....	<input type="checkbox"/>	<input type="checkbox"/>
Professional golf tournaments	<input type="checkbox"/>	<input type="checkbox"/>
Professional ice hockey games	<input type="checkbox"/>	<input type="checkbox"/>
Professional soccer games.....	<input type="checkbox"/>	<input type="checkbox"/>
Horse races.....	<input type="checkbox"/>	<input type="checkbox"/>
Equine (horse) competitions	<input type="checkbox"/>	<input type="checkbox"/>
Curling bonspiel.....	<input type="checkbox"/>	<input type="checkbox"/>
National/international sporting events such as the Olympics Games.....	<input type="checkbox"/>	<input type="checkbox"/>
Air-Based Activities (participated in):		
Hang gliding	<input type="checkbox"/>	<input type="checkbox"/>
Hot air ballooning.....	<input type="checkbox"/>	<input type="checkbox"/>
Parachuting	<input type="checkbox"/>	<input type="checkbox"/>
Other Recreational Activities (participated in):		
Day visit to a health and wellness spa while on a trip of one or more nights.....	<input type="checkbox"/>	<input type="checkbox"/>
Photography.....	<input type="checkbox"/>	<input type="checkbox"/>
Recreational dancing.....	<input type="checkbox"/>	<input type="checkbox"/>
Went to casino(s).....	<input type="checkbox"/>	<input type="checkbox"/>
Went to the movies/cinema	<input type="checkbox"/>	<input type="checkbox"/>
Went to IMAX movie theatres	<input type="checkbox"/>	<input type="checkbox"/>

2. (Continued)

	A	B
	On out-of-town trips of one or more nights in past 2 years	Main reason for taking any of these trips
Shopping, Dining & Food-Related Activities (participated in):		
Dining — restaurants offering local ingredients and recipes	<input type="checkbox"/>	<input type="checkbox"/>
Dining — high-end restaurants of an international reputation	<input type="checkbox"/>	<input type="checkbox"/>
Dining — other high-end restaurants.....	<input type="checkbox"/>	<input type="checkbox"/>
Dining at a farm	<input type="checkbox"/>	<input type="checkbox"/>
Shop or browse — bookstores or music stores.....	<input type="checkbox"/>	<input type="checkbox"/>
Shop or browse — antiques	<input type="checkbox"/>	<input type="checkbox"/>
Shop or browse — gourmet foods in retail stores	<input type="checkbox"/>	<input type="checkbox"/>
Shop or browse — local arts & crafts studios or exhibitions.....	<input type="checkbox"/>	<input type="checkbox"/>
Shop or browse — clothing, shoes and jewelry	<input type="checkbox"/>	<input type="checkbox"/>
Shop or browse — greenhouse or garden center	<input type="checkbox"/>	<input type="checkbox"/>
Went to local outdoor cafes	<input type="checkbox"/>	<input type="checkbox"/>
Went to wineries for day visits and tasting	<input type="checkbox"/>	<input type="checkbox"/>
Went to breweries for day visits and tasting.....	<input type="checkbox"/>	<input type="checkbox"/>
Went fruit picking at farms or open fields	<input type="checkbox"/>	<input type="checkbox"/>
Visited food processing plants such as a cheese factory	<input type="checkbox"/>	<input type="checkbox"/>
Accommodation-Related Activities (stayed at):		
Lakeside/riverside resort.....	<input type="checkbox"/>	<input type="checkbox"/>
Ski resort or mountain resort	<input type="checkbox"/>	<input type="checkbox"/>
Seaside resort	<input type="checkbox"/>	<input type="checkbox"/>
Remote or fly-in wilderness lodge.....	<input type="checkbox"/>	<input type="checkbox"/>
Remote or fly-in wilderness outpost.....	<input type="checkbox"/>	<input type="checkbox"/>
Wilderness lodge you can drive to by car	<input type="checkbox"/>	<input type="checkbox"/>
Cooking school.....	<input type="checkbox"/>	<input type="checkbox"/>
Wine tasting school	<input type="checkbox"/>	<input type="checkbox"/>
Country inn or resort because it had a gourmet restaurant on the premises.....	<input type="checkbox"/>	<input type="checkbox"/>
Health spa	<input type="checkbox"/>	<input type="checkbox"/>
Farm or guest ranch	<input type="checkbox"/>	<input type="checkbox"/>
On a houseboat.....	<input type="checkbox"/>	<input type="checkbox"/>
A public campground in a national, state, provincial or municipal park	<input type="checkbox"/>	<input type="checkbox"/>
A private campground	<input type="checkbox"/>	<input type="checkbox"/>
A camp site in a wilderness setting (not a campground)	<input type="checkbox"/>	<input type="checkbox"/>
A motor home or RV while traveling or touring (not a camping trip)	<input type="checkbox"/>	<input type="checkbox"/>

3. If you went camping in the **past 2 years**, what type of shelter did you use **most often** on these camping trips? (Check one box only.)

Tent.....	<input type="checkbox"/>	Travel trailer/fifth wheel	<input type="checkbox"/>
Tent trailer	<input type="checkbox"/>	Motor home or RV.....	<input type="checkbox"/>
Truck camper or van.....	<input type="checkbox"/>	Did not go camping	<input type="checkbox"/>

TOURS AND CRUISES DURING THE PAST TWO YEARS

4. **Have you taken any of the following types of tours during the past 2 years while on an out-of-town trip of one or more nights?** (Check all that apply.)

- An organized or guided **group** tour where you stayed for **one or more nights** at **different locations**.....
- An organized or guided **group** tour where you stayed for **one or more nights** at a **single location** (for example, casino, spa, etc.)....
- An organized or guided **group** tour excursion of **less than one day's** duration (a **SAME-DAY** tour) while on a trip of one or more nights.... *
- A self-guided **SAME-DAY** tour excursion that **was not** part of an organized or guided group while on a trip of one or more nights *
- A self-guided tour that **was not** part of an organized or guided group on which you stayed in different places for one or more nights
- None of the above

If you **DID NOT** take either type of **SAME-DAY** tour (indicated with *) in Question 4, skip to Question 6.

5. **Where did you go on these same-day tour(s) taken in the past 2 years?** (Check all that apply.)

- Around the countryside — scenic drives
- Around the city.....
- In the air as pilot or passenger of an airplane or helicopter
- On the water (sightseeing cruise).....
- To a winery/wineries
- To a factory/factories
- To a casino
- Wilderness/outdoor tour.....
- Some other type of tour

6. **During the past 2 years, while on an out-of-town trip, have you taken any of the following types of cruises where you stayed on board 1 or more nights?** (Check all that apply or last box for “no”.)

- Ocean cruise – Alaska
- Ocean cruise – Caribbean
- Ocean cruise – Other.....
- Great Lakes cruise.....
- Cruise on the St. Lawrence River.....
- Cruise on another lake or river.....
- Submarine cruise.....
- Some other type of cruise
- Did not take a cruise

BUSINESS OR JOB-RELATED TRAVEL IN THE PAST TWO YEARS

7. **In the past 2 years, have you taken an out-of-town trip of one or more nights for any of the following reasons related to business or your job?** (Check all that apply or last box for “no”.)

- Business meetings.....
- Trade shows
- Business conventions
- Conferences or seminars.....
- Employer-paid training
- Some other business reason
- I have not taken any out-of-town **job-related** trips of one or more nights in the past two years.....

PLEASURE OR VACATION TRAVEL DURING THE PAST TWO YEARS

These next questions ask about the out-of-town **pleasure or vacation** trips you have taken in the **past 2 years** on which you spent one or more nights away from home.

Out-Of-Town Pleasure or Vacation Trips:

These include short get-away trips, longer vacation trips, trips to a cottage or country home and out-of-town trips to visit family or friends.

8. **How many out-of-town pleasure or vacation trips of one or more nights have you taken in the past 2 years?** (Check one only.)

- None..... → Skip to Question 23
- One.....
- Two.....
- Three.....
- Four.....
- Five or more.....

Be sure to read all parts of Question 9-a) before answering.

9-a) **Where have you traveled on these pleasure or vacation trips?**

In **column A**, check all the destinations that you visited in the **past 2 years** while on an out-of-town pleasure or vacation trip of one or more nights.

Then, for each destination you have visited (checked under column A), please check under **column B** the **number** of pleasure or vacation trips of one or more nights that you took to that destination in the past 2 years.

A	B				
Pleasure/Vacation Trip Taken In Past 2 Years	Number of trips taken				
	1	2	3	4	5+
	↓	↓	↓	↓	↓
United States:					
<input type="checkbox"/> Alabama.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Alaska.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Arizona.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Arkansas.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> California.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Colorado.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Connecticut.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Delaware.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Florida.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Georgia.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Hawaii.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Idaho.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Illinois.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Indiana.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Iowa.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Kansas.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9-a) (Continued)

A		B				
Pleasure/Vacation Trip Taken In Past 2 Years		Number of trips taken				
		1	2	3	4	5+
		↓	↓	↓	↓	↓
United States: (Cont'd)						
<input type="checkbox"/>	Kentucky	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Louisiana.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Maine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Maryland	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Massachusetts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Michigan.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Minnesota	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Mississippi.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Missouri.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Montana	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Nebraska.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Nevada.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	New Hampshire.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	New Jersey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	New Mexico.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	New York State	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	North Carolina	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	North Dakota	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Ohio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Oklahoma.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Oregon.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Pennsylvania.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Rhode Island.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	South Carolina	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	South Dakota	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Tennessee	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Texas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Utah	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Vermont	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Virginia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Washington DC.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Washington State.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	West Virginia.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Wisconsin.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Wyoming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9-a) (Continued)

A		B				
Pleasure/Vacation Trip Taken In Past 2 Years		Number of trips taken				
		1	2	3	4	5+
		↓	↓	↓	↓	↓
Canada:						
<input type="checkbox"/> Newfoundland and Labrador.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Prince Edward Island	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> New Brunswick.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Nova Scotia.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Quebec.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Ontario	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Manitoba	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Saskatchewan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Alberta.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> British Columbia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Yukon.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Northwest Territories	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Nunavut.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Countries/Regions:						
<input type="checkbox"/> Mexico.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> South/Central America.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> The Caribbean.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Europe (including the UK & Russia).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Australia/New Zealand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Asia.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Africa.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9-b) If you have taken a pleasure or vacation trip of one or more nights to Ontario, please indicate below which part of the province you visited:

Please refer to the map on Page 4 for more information.

A		B				
Pleasure/Vacation Trip Taken In Past 2 Years		Number of trips taken				
		1	2	3	4	5+
		↓	↓	↓	↓	↓
<input type="checkbox"/> Southern Ontario ..	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Northern Ontario ...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PLEASURE OR VACATION TRAVEL PLANNING DURING THE PAST TWO YEARS

This next set of questions is about the way in which pleasure or vacation trips have been planned and travel decisions made in the **past 2 years**.

10. Have you been involved with the planning of any of the out-of-town pleasure or vacation trips of one or more nights you took in the past 2 years?

- All of them.....
- Most of them.....
- Some of them
- None of them → **Skip to Question 14**

11. In general, who would you say is the main person responsible for planning your out-of-town pleasure or vacation trips of one or more nights? (Check one only.)

- Yourself
- Your spouse or partner
- Someone else in your household.....
- Shared responsibility involving yourself and another household member
- Shared responsibility involving other members of your household, but not yourself.....
- Someone else outside your household

12. What information sources have you used to plan your pleasure or vacation trips during the past 2 years? (Check all that apply.)

- A travel agent.....
- An Internet website
- An electronic newsletter or magazine received by e-mail.....
- An auto club such as the AAA.....
- Articles in newspapers/magazines
- Advertisements in newspapers/magazines
- Visitor information centers.....
- Travel guide books such as Fodor’s or Michelin.....
- Advice of friends or relatives/word-of-mouth
- Visits to trade, travel or sportsmen’s shows
- Programs on television
- Advertisements on television
- Travel information received in the mail.....
- Past experience/been there before
- Maps.....
- Official travel guides or brochures from state / provincial / national organizations
- None of the above

If you **DID NOT** use an Internet website in Question 12, skip to Question 16

13. Which specific websites have you used in the past 2 years to plan your pleasure or vacation trips? If you used a search engine such as Google, please consider the website to which you were ultimately directed rather than the search engine itself.
(Check all that apply.)

- A travel planning/booking website (e.g., Expedia, Travelocity).....
- An airline's website
- The website of a country/state/province/or city tourism authority.....
- The website of a hotel or resort.....
- A motorcoach website.....
- A cruise line website
- The website of an attraction (museum, theatre, amusement park, etc.).....
- Some other website
- Did not use website.....

14. Were any parts of the pleasure or vacation trips of one or more nights you took during the past 2 years actually booked or purchased over the Internet (rather than just researched), either by you or by someone else in your travel party or household?

- Yes
- No..... → Skip to
Question 16
- Don't know/not sure →

15. What parts of these trips were booked or purchased over the Internet?
(Check all that apply.)

- Air tickets
- Tickets for rail, bus or boat/ship fares
- Accommodation
- Tickets or fees for specific activities or attractions (theaters, museums, art galleries, amusement parks, etc.)
- Car rental.....
- A package containing at least two of the above items.....
- Other

16. When planning a pleasure or vacation trip, some people purchase a package combining transportation, accommodation and/or other travel services.

Were any of the pleasure or vacation trips you took in the past 2 years purchased as a travel package? (Check one only.)

- Yes, most or all of them
- Yes, one, or some of them
- None of them
- Don't know/not sure

17. If you were to purchase a travel package, what types of services would you like to have included? (Check all that apply.)

- Transportation to the destination.....
- Transportation while at the destination.....
- Accommodation
- Food and beverages.....
- Tickets or fees for specific activities or attractions (theaters, museums, art galleries, amusement parks, etc.)
- Some other service(s).....

The next few questions are about how decisions were made for some specific pleasure or vacation trips that you took.

18. During the **past 2 years**, have you taken an out-of-town pleasure or vacation trip of one or more nights during the **summer**?

- Yes
- No..... → Skip to Question 20

19. Please think about the most recent **summer** pleasure or vacation trip.

Apart from any cost or budgetary considerations, what did you consider first when planning this summer trip? (Check one only.)

- Started with a desired destination in mind.....
- Started by considering certain specific activities that you wanted to do (shop, hike, golf, visit amusement park, etc.).....
- Started with the idea of a certain type of vacation experience (family vacation, romance, socializing with friends, etc.)
- Looked for packaged deals without considering specific destinations, activities or travel experiences
- Considered something else first.....
- Don't know/not sure
- Someone else planned the trip

20. During the **past 2 years**, have you taken an out-of-town pleasure or vacation trip of one or more nights during the **winter**?

- Yes
- No..... → Skip to Question 22

21. Please think about the most recent **winter** pleasure or vacation trip.

Apart from any cost or budgetary considerations, what did you consider first when planning this winter trip? (Check one only.)

- Started with a desired destination in mind.....
- Started by considering certain specific activities that you wanted to do (shop, ski, golf, visit amusement park, etc.).....
- Started with the idea of a certain type of vacation experience (family vacation, romance, socializing with friends, etc.)
- Looked for packaged deals without considering specific destinations, activities or travel experiences
- Considered something else first.....
- Don't know/not sure
- Someone else planned the trip

22. There are occasions when an employer does all the planning and pays for a pleasure trip to reward employees.

In the past 2 years has your employer provided you with a fully paid vacation during which you spent one or more nights away from home?

- Yes
- No
- Don't have an employer...

YOUR GENERAL ATTITUDES TOWARD PLEASURE OR VACATION TRAVEL

The questions in this section are about your general attitudes toward pleasure or vacation travel.

23. What benefits do you seek from pleasure or vacation travel?

Please indicate whether each of the following items is of no importance, somewhat important or highly important to you when considering pleasure or vacation travel in general. (Check one box beside each item.)

	Of no importance	Somewhat important	Highly important
To see or do something new and different.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To seek solitude and isolation.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To gain knowledge of history, other cultures or other places	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To enrich your perspective on life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To get a break from your day-to-day environment.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To stimulate your mind/be intellectually challenged	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To relax and relieve stress.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To have a life with no fixed schedule (to do what you want, when you want)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To keep family ties alive.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To renew personal connections with people (other than family).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To have stories to share back at home or something interesting to talk about.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To enrich your relationship with your spouse/partner/children	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To create lasting memories.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To be challenged physically/ to feel physically energized.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To be pampered	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

24. For some people, the decision about which destination to choose for a pleasure or vacation trip is extremely important — as important as deciding how much to spend on a house or car. For others, the decision is not important at all.

How important is the choice of destination to you? (Check one only.)

Extremely important.....	<input type="checkbox"/>
Very important	<input type="checkbox"/>
Moderately important	<input type="checkbox"/>
Slightly important	<input type="checkbox"/>
Not at all important.....	<input type="checkbox"/>

25. How important are each of the following conditions when choosing a destination for an out-of-town pleasure or vacation trip of one or more nights?

Please indicate whether each of the conditions listed below is of no importance, somewhat important, or highly important to you personally. (Check one box beside each condition.)

	<u>Of no importance</u>		<u>Somewhat important</u>		<u>Highly important</u>
General:					
No health concerns at the destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Feeling safe at the destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Being familiar with the culture and language of the destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Being at a place that is very different, culturally, than yours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Having friends or relatives living there	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Low cost package deals available for the destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Destination is disabled-person-friendly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lots of things for children to see and do	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lots of things for adults to see and do	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information about the destination available on the Internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Great shopping opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accommodation:					
Availability of luxury accommodation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of mid-range accommodation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of budget accommodation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of camping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access/Transportation:					
Convenient access by car	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Direct access by air	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Convenient access by train/bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

YOUR IMPRESSIONS OF SPECIFIC DESTINATIONS

We would like to get your overall impressions of some specific travel destinations. Please provide an answer for each destination listed below, even if you have never been there. Your overall impressions of each destination are very important to us.

26. Please rate each of the destinations listed below on a scale from 1 to 10, where “1” means it is a very unappealing destination for pleasure travel and “10” means it is a very appealing destination. (Check one box beside each destination.)

	Very Unappealing					Very Appealing					No impression/ can't rate
	1	2	3	4	5	6	7	8	9	10	
Newfoundland and Labrador..	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nova Scotia.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New Brunswick.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Prince Edward Island.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quebec.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ontario	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Manitoba	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saskatchewan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alberta.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
British Columbia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yukon.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Northwest Territories	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New York State	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colorado.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Florida	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
California.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hawaii	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Arizona.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

27. Which one of these three statements best describes how you feel about taking a pleasure or vacation trip to each destination listed below? *(Check one box beside each destination.)*

	There are NO good reasons to travel to this destination	There are SOME good reasons to travel to this destination	There are MANY good reasons to travel to this destination
Newfoundland and Labrador	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nova Scotia.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New Brunswick	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Prince Edward Island	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quebec	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ontario.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Manitoba	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saskatchewan.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alberta	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
British Columbia.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yukon.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Northwest Territories.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New York State	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colorado	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Florida.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
California.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hawaii	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Arizona.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

GENERAL RECREATION AND ENTERTAINMENT

These next questions ask about your participation in recreation and entertainment activities *when you are not traveling*.

28. In a typical year, how often do you participate in each of the following activities when not traveling, that is, while you are not traveling out-of-town? For seasonal activities, just consider those times of the year when the activity is “in season”.

(Check one box beside each activity.)

	Fre- quently	Occa- sionally	Rarely	Not at all	Not available where I live
Canoeing or Kayaking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Camping.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cycling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cross-country skiing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Downhill skiing.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Day outing to a park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fishing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Golfing.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hiking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Horseback riding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hunting.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ice-skating.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jogging.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Picnicking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rollerblading	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sailing or other boating.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Skateboarding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Snowboarding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Snowmobiling.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Swimming.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Playing racquet sports such as tennis or badminton	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Playing team sports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exercising at home or at a fitness club	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gardening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Riding an all-terrain vehicle (ATV) ..	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

29. **And how often do you participate in each of these activities during a typical year when not traveling?** (Check one box beside each activity.)

	Fre- quently	Occa- sionally	Rarely	Not at all	Not available where I live
Going to amateur sports events.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Going to art galleries or art shows ..	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Going to the ballet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Going to bars with live pop or rock bands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Going to botanical gardens.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Going to classical music concerts...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Going dancing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Going to day spas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Going out to eat in restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Going to festivals or fairs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Going to gamble in casinos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Going to historic sites or heritage buildings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Going to jazz clubs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Going to live theater	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Going to museums	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Going to operas.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Going to pick-your-own farms or farmers' markets.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Going to professional sports events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Going to rock music concerts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Going to rodeos.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Going to amusement or theme parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Going to zoos or aquariums.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staying one or more nights in a hotel or bed and breakfast in your own city or town.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

30. **Do you have access to a private cottage, cabin or vacation home on a regular basis?**
(This refers to a cottage or vacation home owned by you, a friend or family member that you can use on a regular basis for free).

Yes

No



Skip to Question 32

31. Where is this cottage, cabin or vacation home located? *(Check all that apply if you have access to more than one.)*

Your Own State

Anywhere Else in the United States

Canada:

Newfoundland and Labrador

Prince Edward Island

Nova Scotia

New Brunswick

Quebec

Ontario

Manitoba

Saskatchewan

Alberta

British Columbia

Yukon

Northwest Territories

Nunavut

Other Country:

Mexico

Caribbean

Some other place

32. Do you, or does someone else in your household, own...? *(Check all that apply.)*

A motor home, camper or RV

A snowmobile

An all-terrain vehicle (ATV)

A motor boat

A sailboat

A canoe or kayak

None of the above

YOUR MEDIA BEHAVIOR

33. Which of the following types of newspapers do you normally read in a typical week?
(Check all that apply.)

- Daily* newspaper (weekday edition)
- Weekend* edition of a newspaper
- Local neighborhood or community newspapers
- Other newspapers
- Don't read the newspaper → **Skip to Question 36**

34. How often do you read the travel section of a daily newspaper?

- Frequently
- Occasionally
- Rarely
- Never

35. How often do you read the travel section of a weekend edition of a newspaper?

- Frequently
- Occasionally
- Rarely
- Never

36. Which of the following types of magazines do you read in a typical month?
(Check all that apply, or last box for "none".)

- Automobile and cycle magazines (Car & Driver, Motor Trend, etc.)
- Business, finance and investing (Business Week, Forbes, etc.)
- Computers, electronics and technology
- Crafts, antiques and collectibles
- Entertainment and music (People, TV Guide, etc.)
- Family and parenting (Today's Parent, etc.)
- Fashion and beauty (Vogue, Elle, etc.)
- Food and cooking (Gourmet, Bon Appetit, etc.)
- General interest (Harper's, New Yorker, Reader's Digest, etc.)
- Health, fitness and well living
- Home and garden
- Magazines about your city (Chicago Magazine, Los Angeles Confidential, etc.) ...
- News magazine (Time, Newsweek, etc.)
- Outdoor activities/sports (Backpacker, Sail Magazine, Golf, Outdoor Life, etc.)
- Photography and video
- Professional sports (Sports Illustrated, etc.)
- Regional magazines
- Science and geography (National Geographic, Scientific American, etc.)
- Travel (Conde Nast, Travel & Leisure, etc.)
- Other magazines
- Don't read magazines during a typical month

37. Which of the following types of television programs do you normally watch? *(Check all that apply.)*

- Biography
- Cooking shows
- Dramas (Law and Order, The West Wing, The OC, etc.)
- History
- Home & garden shows.....
- Late night talk shows (The Tonight Show, Late Night, etc.).
- Movies on TV.....
- Music/music video shows/channels
- News/current affairs (newscasts, 60 Minutes, etc.)
- “Reality” shows (American Idol, The Apprentice, etc.).....
- Science & nature shows
- Science fiction/fantasy shows
- Shopping channels
- Situation comedies (Friends, Will & Grace, etc.)
- Soap opera/daytime dramas
- Sports/sports shows.....
- Travel shows.....
- Other television shows.....
- Don't normally watch TV

38. Which of the following radio programs do you normally listen to? *(Check all that apply.)*

- All sports.....
- Classical music
- Country music.....
- Jazz/big band.....
- Modern rock/alternative rock.....
- Multicultural.....
- News/talk/information.....
- Oldies (50s, 60s, 70s, 80s)
- Soft music/adult contemporary.....
- Top 40/current hits.....
- Some other program
- Don't normally listen to the radio

<input type="checkbox"/> → Skip to Question 40

39. Which of the following types of radio stations do you listen to? *(Check all that apply.)*

- Public stations (e.g. NPR).....
- Commercial stations

40. Do you use the Internet as a source of information for personal use?

Yes

No.....

→ *Skip to Question 42*

41. What types of websites do you normally visit for personal use? (Check all that apply.)

- Entertainment
- Games
- Health
- House and home
- Magazine sites.....
- Network news sites (MSNBC, CNN, etc.).....
- Newspaper sites
- Shopping (all types)
- Sites for specific activities or interests (fishing, dog breeds, etc.).....
- Sports
- Travel
- Weather
- Other

42. Are you a member of any of the following organizations or programs? (Check all that apply.)

- An automobile club like AAA
- A sports club, such as a tennis club, golf club or fitness center
- A book/reading club
- A community service club
- A nature/environmental club or group
- A travel club
- A hobby club
- A frequent flyer program
- A hotel or car rental loyalty program
- Other
- None of the above

BASIC INFORMATION ABOUT YOU

43. Thinking about all of the people who live in your household, please check ALL the boxes that apply to you. Do you live:

- Alone
- With your spouse/partner
- With your birth/step/adopted children 18 years and over.....
- With your birth/step/adopted children 17 years and younger....
- With your son-in-law or daughter-in-law
- With your grandchildren
- With your mother/step-mother.....
- With your father/step-father.....
- With your siblings.....
- With your brother-in-law or sister-in-law
- With your grandfather or grandmother
- With a relative other than the ones listed above
- With a lodger or boarder
- With roommates (other than those listed above)

If you have a spouse/partner, please answer Question 44, otherwise skip to Question 45.

44. Does your spouse/partner work at a paid job or business?

- Yes
- No.....

45. What is your best estimate of the total income, before taxes and deductions, of all household members from all sources for the year 2005? (Check one only.)

- Under \$20,000
- \$20,000 to \$39,999.....
- \$40,000 to \$59,999.....
- \$60,000 to \$79,999.....
- \$80,000 to \$99,999.....
- \$100,000 to \$149,999..
- \$150,000 to \$249,999..
- \$250,000 or more
- Don't know

46-a) Are you currently a paid employee in either a full-time or part-time job or business?

Yes	<input type="checkbox"/>	→	Skip to Question 47-a)
No.....	<input type="checkbox"/>	→	Continue with Question 46-b)

46-b) Are you currently on maternity or parental leave?

Yes	<input type="checkbox"/>	→	Continue with Question 47-a)
No.....	<input type="checkbox"/>	→	Skip to Question 48

47-a) How many days of paid vacation did your employer give you in 2005?

_____ Days
(Specify Number)

47-b) How many paid vacation days did you take in 2005?

_____ Days
(Specify Number)

47-c) How many of these paid vacation days that you took in 2005 were spent on out-of-town vacation trips of one or more nights?

_____ Days
(Specify Number)

48. Which of the following categories best describes your current occupation? (If more than one applies, just check the one that describes your main activity.)

- Work 30 or more hours per week as a paid employee at a job or business.....
- Work part-time (less than 30 hours per week) as a paid employee at a job or business.....
- Self-employed.....
- An unpaid worker at a family business.....
- Looking for paid work.....
- Going to school.....
- Caring for children (unpaid).....
- Household work.....
- Retired.....
- Maternity/parental leave.....
- Long-term illness or disability.....
- Other.....

49. In what country were you born? (Check one only.)

- | | | | |
|------------------------------------|--------------------------|--------------------|--------------------------|
| Australia..... | <input type="checkbox"/> | Italy | <input type="checkbox"/> |
| Barbados | <input type="checkbox"/> | Ireland | <input type="checkbox"/> |
| Belgium..... | <input type="checkbox"/> | Jamaica..... | <input type="checkbox"/> |
| Canada | <input type="checkbox"/> | Mexico..... | <input type="checkbox"/> |
| China/Hong Kong | <input type="checkbox"/> | Philippines..... | <input type="checkbox"/> |
| Cuba | <input type="checkbox"/> | Poland..... | <input type="checkbox"/> |
| Dominican Republic | <input type="checkbox"/> | Portugal..... | <input type="checkbox"/> |
| El Salvador | <input type="checkbox"/> | Russia | <input type="checkbox"/> |
| Ethiopia..... | <input type="checkbox"/> | Serbia..... | <input type="checkbox"/> |
| France | <input type="checkbox"/> | South Korea | <input type="checkbox"/> |
| Germany..... | <input type="checkbox"/> | Sri Lanka | <input type="checkbox"/> |
| Great Britain/United Kingdom | <input type="checkbox"/> | Switzerland..... | <input type="checkbox"/> |
| Greece..... | <input type="checkbox"/> | Ukraine..... | <input type="checkbox"/> |
| Holland/The Netherlands | <input type="checkbox"/> | United States..... | <input type="checkbox"/> |
| India..... | <input type="checkbox"/> | Vietnam..... | <input type="checkbox"/> |
| | | Other | <input type="checkbox"/> |

*Skip to Question 51 if you were **born in the United States**.*

50. In what year did you first come to the United States to live permanently?

Year.....

51. In what country or countries were your parents born? (Check up to two countries.)

- | | | | |
|------------------------------------|--------------------------|--------------------|--------------------------|
| Australia..... | <input type="checkbox"/> | Italy | <input type="checkbox"/> |
| Barbados | <input type="checkbox"/> | Ireland | <input type="checkbox"/> |
| Belgium..... | <input type="checkbox"/> | Jamaica..... | <input type="checkbox"/> |
| Canada | <input type="checkbox"/> | Mexico..... | <input type="checkbox"/> |
| China/Hong Kong | <input type="checkbox"/> | Philippines..... | <input type="checkbox"/> |
| Cuba | <input type="checkbox"/> | Poland..... | <input type="checkbox"/> |
| Dominican Republic | <input type="checkbox"/> | Portugal..... | <input type="checkbox"/> |
| El Salvador | <input type="checkbox"/> | Russia | <input type="checkbox"/> |
| Ethiopia..... | <input type="checkbox"/> | Serbia..... | <input type="checkbox"/> |
| France | <input type="checkbox"/> | South Korea | <input type="checkbox"/> |
| Germany..... | <input type="checkbox"/> | Sri Lanka | <input type="checkbox"/> |
| Great Britain/United Kingdom | <input type="checkbox"/> | Switzerland..... | <input type="checkbox"/> |
| Greece..... | <input type="checkbox"/> | Ukraine..... | <input type="checkbox"/> |
| Holland/The Netherlands | <input type="checkbox"/> | United States..... | <input type="checkbox"/> |
| India..... | <input type="checkbox"/> | Vietnam..... | <input type="checkbox"/> |
| | | Other | <input type="checkbox"/> |

52. What is the highest level of education you have successfully completed?

- No schooling
- Some elementary.....
- Completed elementary school.....
- Some high school
- High school diploma.....
- Some trade, technical or vocational school or community, business or nursing college.....
- Some university/state college
- Diploma or certificate from trade, technical or vocational school or community, business or nursing college.....
- Bachelor or undergraduate degree or teacher’s college (B.A., B.Sc., B.Ed.)
- Degree in Medicine, Dentistry, Veterinary Medicine, Optometry (M.D., D.D.S., D.V.M.).....
- Earned doctorate or Masters (PhD, MBA, M.A., M.Sc., M.Ed.) ...
- Some post-graduate work but no degree
- Other

53. This question is about your general attitudes. Check one box beside each statement to indicate the extent to which you feel the statement applies to you. The higher the score, the more you feel the statement applies.

	<u>Applies very little</u>			<u>Applies very much</u>	
	↓ 1	2	3	4	↓ 5
I prefer to visit “undiscovered” places, before too many hotels and restaurants are built.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am actively involved in a regular, rigorous fitness program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I believe chance has little to do with success in life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have much more energy than most people my age	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often buy new products before they come down in price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I make decisions quickly and easily	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

54. Please confirm your age and gender in the spaces provided below.

Age (write in)..... _____ **Years**

Gender..... Male Female

If you have any questions after having filled out the questionnaire, you can call this toll-free number:
 1 (800) 537-4097.

Please mail the questionnaire back in the postage-paid envelope provided. Rest assured that your responses will be kept completely confidential.

Thank you very much for your co-operation.