

**Travel Activities and Motivations Survey 2006 - CAI  
Codebook**

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FOR INFORMATION ONLY

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**Section: Introduction (INT)**

**INT\_BEG** Begin Module

Coverage: *All respondents*

**INT\_R01** **We are conducting a survey in order to study people's recreational activities and travel habits. These data will be used by governments and businesses to better serve Canadians' travel needs. Your answers will be kept strictly confidential and used only for statistical purposes. While participation is voluntary, your cooperation is important to ensure that the information collected in this survey is as accurate and as comprehensive as possible.**

INTERVIEWER: (Read to Non-travellers) Even if you have not travelled recently, we would like to know the activities you do at home and your reasons for not travelling.

**INT\_END** End Module

**Section: Traveller Status (TS)**

**TS\_BEG** Begin Module

Coverage: *All respondents*

**TS\_R01** **We will begin with some general questions about travel.**

**TS\_Q01** **Have you taken any out-of-town trips of one or more nights away from home, for any purpose, in the past 2 years? Include overnight trips to a cottage, cabin or vacation home owned by you or a friend or relative.**

1 Yes

2 No ..... (Go to TS\_END)

DK, RF ..... (Go to TS\_END)

Coverage: *All respondents*

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**TS\_Q02**      **Which of the following destinations did you visit for one or more nights in the past 2 years?**

INTERVIEWER: Read categories to respondent. Mark all that apply.

- 01      Your own province
- 02      Other Canadian provinces/territories
- 03      The United States
- 04      Mexico
- 05      South/Central America
- 06      The Caribbean
- 07      Europe including the U.K.
- 08      Australia/New Zealand
- 09      Asia
- 10      Africa
- 11      Other countries
- DK, RF

*Coverage:*      *Respondents who have travelled in past two years*

**TS\_END**      End Module

**Section:**      **Demographics (DM)**

**DM\_BEG**      Begin Module

*Coverage:*      *All respondents*

**DM\_R01**      **Now for a couple of questions that will be used for statistical purposes to classify your answers.**

**DM\_Q01**      **What is the highest level of education you have successfully completed?**

INTERVIEWER: Check one only.

- 01      No schooling
- 02      Some elementary
- 03      Elementary school diploma
- 04      Some high school
- 05      High school diploma
- 06      Some trade, technical or vocational school or business college
- 07      Some community college, CEGEP or nursing school
- 08      Some university
- 09      Diploma or certificate from trade, technical or vocational school, or business college
- 10      Diploma or certificate from community college, CEGEP or nursing school
- 11      Bachelor or undergraduate degree or teacher's college (B.A., B.Sc., B.Ed., L.L.B)
- 12      Degree in Medicine, Dentistry, Veterinary Medicine, Optometry (M.D., D.D.S., D.V.M)
- 13      Earned doctorate or Masters (PhD, MBA, M.A., M.Sc., M.Ed)
- 14      Some post-graduate work but no degree
- 15      Other
- DK, RF

*Coverage:*      *All respondents*

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**DM\_Q02**      **What is your postal code (for your current residence)?**  
DK, RF

Coverage:      *All respondents*

**DM\_Q03**      **Do you currently work 30 or more hours per week at a job or business?**

- 1              Yes.....(Go to DM\_Q05)
- 2              No  
DK, RF

Coverage:      *All respondents*

**DM\_Q04**      **What is your main activity?**

INTERVIEWER: Read categories to respondent. Check one only.

- 01            Part-time paid work (up to 30 hours per week) .....(Go to DM\_Q06)
- 02            Looking for paid work
- 03            Going to school
- 04            Caring for children (unpaid)
- 05            Household work
- 06            Retired
- 07            Maternity/paternity leave .....(Go to DM\_Q06)
- 08            Long-term illness
- 09            Other  
DK, RF

Default:        (Go to DM\_Q09)

Coverage:      *All respondents*

**DM\_Q05**      **Are you mainly...?**

INTERVIEWER: Read categories to respondent. Check one only.

- 1              A paid worker
- 2              Self-employed.....(Go to DM\_Q09)
- 3              An unpaid family worker .....(Go to DM\_Q09)  
DK, RF

Coverage:      *All respondents*

**DM\_Q06**      **How many days of paid vacation did your employer give you in 2005?**

\_\_\_\_(3 spaces)      [Min: 0 Max: 365]

DK, RF .....(Go to DM\_Q09)

Coverage:      *Respondents who are employed*

**DM\_C07**      If DM\_Q06 <1, DK, RF go to DM\_Q09

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**DM\_Q07**      **How many paid vacation days did you take in 2005?**

\_\_\_\_(3 spaces)      [Min: 0 Max: 365]  
DK, RF

*Coverage:*      *Respondents who are employed*

**DM\_C08**      If (TS\_Q01=2, DK, RF) or (DM\_Q07 <1, DK, RF) go to DM\_Q09

**DM\_Q08**      **How many of these paid vacation days that you took in 2005, did you spend on out-of-town pleasure or vacation trips of one or more nights?**

\_\_\_\_(3 spaces)      [Min: 0 Max: 365]  
DK, RF

*Coverage:*      *Respondents who are employed and who have travelled*

**DM\_Q09**      **In what country were you born?**

DK, RF

*Note:*      Use the Countries\_LookUpList.xls for Other-Search - Alpha-Triagram (Alpha default) with an other-specify.

*Coverage:*      *All respondents*

**DM\_C09A**      If DM\_Q09 = 'Other-specify' then go to DM\_S09  
Else if DM\_Q09 = 'Canada' then go to DM\_Q11  
Else go to DM\_Q10

**DM\_S09**      **Could you please tell me in what country you were born?**

INTERVIEWER: Specify

\_\_\_\_(80 spaces)

*Note:*      DK, RF not allowed

*Coverage:*      *All respondents whose country of birth does not appear on the Countries\_LookUpList*

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**DM\_Q10 In what year did you first come to Canada to live permanently?**

INTERVIEWER: For respondents who first came to Canada as landed immigrants, report the year they obtained landed immigrant status.

For respondents who lived in Canada as foreign students, foreign workers or refugee claimants prior to obtaining landed immigrant status or had a visitor's permit, report the year they first came to Canada to live permanently.

If respondent was born outside of Canada to Canadian parents and was registered as Canadian at birth, report as Canadian citizen by birth.

\_\_\_\_(4 spaces) [Min: 1900 Max: 2006]  
DK, RF

Coverage: Respondents who were not born in Canada

**DM\_Q11 In what country was your mother born?**

INTERVIEWER: Refers to biological mother only.  
DK, RF

Note: Use the Countries\_LookUpList.xls for Other-Search - Alpha/Trigram (Alpha default) with an other - specify.

Coverage: All respondents

**DM\_S11 Could you please tell me in what country your mother was born?**

INTERVIEWER: Specify

\_\_\_\_(80 spaces)

Note: DK, RF not allowed

Coverage: All respondents

**DM\_Q12 In what country was your father born?**

INTERVIEWER: Refers to biological father only.  
DK, RF

Note: Use the Countries\_LookUpList.xls for Other-Search - Alpha/Trigram (Alpha default) with an other - specify.

Coverage: All respondents

**DM\_S12 Could you please tell me in what country your father was born?**

INTERVIEWER: Specify

\_\_\_\_(80 spaces)

Note: DK, RF not allowed

Coverage: All respondents

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**DM\_END** End Module

**Section: Respondent Selection Parameters (RSP)**

**RSP\_BEG** Begin Module

*Coverage: All respondents*

**RSP\_R01** I need to ask you a few questions about the telephone numbers that you have in your household, in order to evaluate the way households were selected for this survey.

**RSP\_Q02** Excluding cellular phones, is this your household's only telephone number?

- 1 Yes.....(Go to END\_BLOCK)
- 2 No
- DK.....(Go to END\_BLOCK)
- RF

*Coverage: All respondents*

**RSP\_Q03** Excluding cellular phones, how many different telephone numbers are there?

- \_\_\_\_(2 spaces) [Min: 2 Max: 9]
- DK.....(Go to END\_BLOCK)
- RF

*Coverage: Respondents who have more than one telephone number*

**RSP\_Q04** Are any of these numbers for computer, fax or business use only?

- 1 Yes
- 2 No.....(Go to END\_BLOCK)
- DK.....(Go to END\_BLOCK)
- RF

*Coverage: Respondents who have more than one telephone number*

**RSP\_Q05** How many of these numbers are for computer, fax or business use only?

- \_\_\_\_(2 spaces) [Min: 2 Max: 9]
- DK.....(Go to END\_BLOCK)
- RF

*Coverage: Respondents who use telephone number for computer, fax or business*

**RSP\_END** End Module

**Section: Traveller (TR)**

**TR\_BEG** Begin Module

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**TR\_C01** If TS\_Q01= 1, go to TR\_R01  
Otherwise, go to TR\_END

Coverage: Respondents who have travelled in past two years

**TR\_R01** **We need to ask you some additional questions about your activities when you are travelling, but we don't want to take up your time on the phone. Instead, we will send you a questionnaire through the mail. What is your mailing address?**

**TR\_B01** Call the standard address block.

Coverage: Respondents who have travelled in past two years

**TR\_C02** If TR\_B01=DK, R go to TR\_END

**TR\_Q01** **Would you prefer to receive the questionnaire in English or in French?**

INTERVIEWER: Check one only

- 1 English..... (Go to TR\_R02)
  - 2 French..... (Go to TR\_R02)
- DK, RF

Note: DK, RF not allowed

Coverage: Respondents who have travelled in past two years

**TR\_R02** **Thank you very much for your cooperation. You should receive the questionnaire in the mail within a week.**

**TR\_END** End Module

**Section: Non-Traveler Reasons (NTR)**

**NTR\_BEG** Begin Module

**NTR\_C01** If TC\_Q01= 2 go to NTR\_Q01  
Otherwise, go to NTR\_END

Coverage: Respondents who have not travelled in past two years



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**NTR\_Q01**      **Why did you not take an out-of-town trip of one or more nights in the last 2 years?**

INTERVIEWER: Mark all that apply.

- 01      No particular reason
- 02      No interest/nothing to see or do that appeals to me
- 03      Too expensive/I would rather spend money on something else
- 04      Financial reasons (not enough money, unemployed, etc)
- 05      Recently made a major purchase (bought house, car, etc)
- 06      Not enough time to travel
- 07      No family/friends to visit somewhere else
- 08      Nobody to travel with
- 09      Language difficulties/don't speak the language
- 10      Too much hassle to travel (passports, border crossings, etc)
- 11      Sick/infirm/disabled
- 12      Too old to travel
- 13      Worried about health issues at the destination
- 14      Worried about terrorism
- 15      Young children
- 16      I am done travelling
- 17      Some other reason
- DK, RF

*Coverage:*      *Respondents who have not travelled in past two years*

**NTR\_END**      End Module

**Section:**      **ACTIVITIES (AC)**

**AC\_BEG**      Begin Module

**AC\_C01**      If TS\_Q01= 2 go to AC\_R01  
                  Otherwise, go to AC\_END

*Coverage:*      *Respondents who have not travelled in past two years*

**AC\_R01**      **Now, we would like to get an idea of the things you do for recreation and entertainment when you are not travelling. In a typical year, how often do you participate in each of the following activities when not travelling, that is, while you are not travelling out-of-town? For seasonal activities, just consider those times of the year when the activity is 'in season'. For each item, please tell me if you participate frequently, occasionally, rarely, or did not participate at all.**

*Coverage:*      *Respondents who have not travelled in past two years*

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**AC\_Q01** In a typical year, how often do you go

**... canoeing or kayaking?**

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

*Coverage: Respondents who have not travelled in past two years*

**AC\_Q02** In a typical year, how often do you go

**... camping?**

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

*Coverage: Respondents who have not travelled in past two years*

**AC\_Q03** In a typical year, how often do you go

**... cycling?**

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

*Coverage: Respondents who have not travelled in past two years*

**AC\_Q04** In a typical year, how often do you go

**... cross-country skiing?**

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

*Coverage: Respondents who have not travelled in past two years*

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**AC\_Q05** In a typical year, how often do you go

**... downhill skiing?**

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

Coverage: Respondents who have not travelled in past two years

**AC\_Q06** In a typical year, how often do you go

**... for a day-outing to a park?**

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

Coverage: Respondents who have not travelled in past two years

**AC\_Q07** In a typical year, how often do you go

**... fishing?**

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

Coverage: Respondents who have not travelled in past two years

**AC\_Q08** In a typical year, how often do you go

**... golfing?**

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

Coverage: Respondents who have not travelled in past two years

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**AC\_Q09** In a typical year, how often do you go

**... hiking?**

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

Coverage: Respondents who have not travelled in past two years

**AC\_Q10** In a typical year, how often do you go

**... horseback riding?**

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

Coverage: Respondents who have not travelled in past two years

**AC\_Q11** In a typical year, how often do you go

**... hunting?**

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

Coverage: Respondents who have not travelled in past two years

**AC\_Q12** In a typical year, how often do you go

**... ice-skating?**

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

Coverage: Respondents who have not travelled in past two years

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**AC\_Q13** In a typical year, how often do you go

... **jogging?**

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

Coverage: Respondents who have not travelled in past two years

**AC\_Q14** In a typical year, how often do you go

... **on a picnic?**

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

Coverage: Respondents who have not travelled in past two years

**AC\_Q15** In a typical year, how often do you go

... **rollerblading?**

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

Coverage: Respondents who have not travelled in past two years

**AC\_Q16** In a typical year, how often do you go

... **sailing or other boating?**

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

Coverage: Respondents who have not travelled in past two years

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**AC\_Q17** In a typical year, how often do you go

**... skateboarding?**

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

*Coverage: Respondents who have not travelled in past two years*

**AC\_Q18** In a typical year, how often do you go

**... snowboarding?**

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

*Coverage: Respondents who have not travelled in past two years*

**AC\_Q19** In a typical year, how often do you go

**... snowmobiling?**

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

*Coverage: Respondents who have not travelled in past two years*

**AC\_Q20** In a typical year, how often do you go

**... swimming?**

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

*Coverage: Respondents who have not travelled in past two years*

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**AC\_Q21**      **In a typical year, how often do you**  
**... play racquet sports such as tennis or badminton?**

- 1      Frequently
- 2      Occasionally
- 3      Rarely
- 4      Not at all
- 5      Not available where I live  
DK, RF

*Coverage:*      *Respondents who have not travelled in past two years*

**AC\_Q22**      **In a typical year, how often do you**  
**... play team sports?**

- 1      Frequently
- 2      Occasionally
- 3      Rarely
- 4      Not at all
- 5      Not available where I live  
DK, RF

*Coverage:*      *Respondents who have not travelled in past two years*

**AC\_Q23**      **In a typical year, how often do you**  
**... exercise at home or at a fitness club?**

- 1      Frequently
- 2      Occasionally
- 3      Rarely
- 4      Not at all
- 5      Not available where I live  
DK, RF

*Coverage:*      *Respondents who have not travelled in past two years*

**AC\_Q24**      **In a typical year, how often do you participate in**  
**... gardening?**

- 1      Frequently
- 2      Occasionally
- 3      Rarely
- 4      Not at all
- 5      Not available where I live  
DK, RF

*Coverage:*      *Respondents who have not travelled in past two years*

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**AC\_Q25** In a typical year, how often do you participate in  
**... riding an all terrain vehicle (ATV)?**

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

*Coverage: Respondents who have not travelled in past two years*

**AC\_END** End Module

**Section: Entertainment (ET)**

**ET\_BEG** Begin Module

**ET\_C01** If TS\_Q01= 2 go to ET\_R01  
Otherwise, go to ET\_END

*Coverage: Respondents who have not travelled in past two years*

**ET\_R01** **Still thinking of the things you do for recreation and entertainment while you are not travelling out-of-town, how often do you participate in each of the following during a typical year? For each activity, please tell me if you participate frequently, occasionally, rarely or not at all.**

**ET\_Q01** In a typical year, how often do you go  
**... to amateur sports events?**

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

*Coverage: Respondents who have not travelled in past two years*

**ET\_Q02** In a typical year, how often do you go  
**... to art galleries or art shows?**

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

*Coverage: Respondents who have not travelled in past two years*



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**ET\_Q03** In a typical year, how often do you go

**... to the ballet?**

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

*Coverage: Respondents who have not travelled in past two years*

**ET\_Q04** In a typical year, how often do you go

**... to bars with live pop and/or rock bands?**

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

*Coverage: Respondents who have not travelled in past two years*

**ET\_Q05** In a typical year, how often do you go

**... to botanical gardens?**

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

*Coverage: Respondents who have not travelled in past two years*

**ET\_Q06** In a typical year, how often do you go

**... to classical music concerts?**

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

*Coverage: Respondents who have not travelled in past two years*

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**ET\_Q07** In a typical year, how often do you go

**... dancing?**

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

*Coverage: Respondents who have not travelled in past two years*

**ET\_Q08** In a typical year, how often do you go

**... to day spas?**

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

*Coverage: Respondents who have not travelled in past two years*

**ET\_Q09** In a typical year, how often do you go

**... out to eat in restaurants**

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

*Coverage: Respondents who have not travelled in past two years*

**ET\_Q10** In a typical year, how often do you go

**... to festivals or fairs?**

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

*Coverage: Respondents who have not travelled in past two years*

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**ET\_Q11** In a typical year, how often do you go

**... to gamble in casinos?**

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

*Coverage: Respondents who have not travelled in past two years*

**ET\_Q12** In a typical year, how often do you go

**... to historic sites or heritage buildings?**

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

*Coverage: Respondents who have not travelled in past two years*

**ET\_Q13** In a typical year, how often do you go

**... to jazz clubs?**

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

*Coverage: Respondents who have not travelled in past two years*

**ET\_Q14** In a typical year, how often do you go

**... to live theater?**

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

*Coverage: Respondents who have not travelled in past two years*

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**ET\_Q15** In a typical year, how often do you go

**... to museums?**

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

*Coverage: Respondents who have not travelled in past two years*

**ET\_Q16** In a typical year, how often do you go

**... to operas?**

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

*Coverage: Respondents who have not travelled in past two years*

**ET\_Q17** In a typical year, how often do you go

**... to a pick-your-own farm or farmer's market?**

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

*Coverage: Respondents who have not travelled in past two years*

**ET\_Q18** In a typical year, how often do you go

**... to professional sports events?**

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

*Coverage: Respondents who have not travelled in past two years*

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**ET\_Q19** In a typical year, how often do you go  
... to rock music concerts?

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

Coverage: Respondents who have not travelled in past two years

**ET\_Q20** In a typical year, how often do you go  
... to rodeos?

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

Coverage: Respondents who have not travelled in past two years

**ET\_Q21** In a typical year, how often do you go  
... to amusement or theme parks?

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

Coverage: Respondents who have not travelled in past two years

**ET\_Q22** In a typical year, how often do you go  
... to zoos or aquariums?

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Not at all
- 5 Not available where I live  
DK, RF

Coverage: Respondents who have not travelled in past two years

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**ET\_Q23**      **In a typical year, how often do you**  
  
                  **... stay one or more nights in an hotel or bed and breakfast in your own city**  
                  **or town?**

- 1              Frequently
- 2              Occasionally
- 3              Rarely
- 4              Not at all
- 5              Not available where I live
- DK, RF

*Coverage:*              Respondents who have not travelled in past two years

**ET\_END**              End Module

**Section:**              **Recreation (RE)**

**RE\_BEG**              Begin Module

**RE\_C01**              If TS\_Q01= 2 go to RE\_R01  
                            Otherwise, go to RE\_END

*Coverage:*              Respondents who have not travelled in past two years

**RE\_R01**              **Now for these final questions about things you do for recreation and**  
                            **entertainment when you are not travelling.**

**RE\_Q01**              **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.)**

- 1              Yes
- 2              No .....(Go to RE\_Q03)
- DK, RF .....(Go to RE\_Q03)

*Coverage:*              Respondents who have not travelled in past two years

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**RE\_Q02      Where is this cottage, cabin or vacation home located?**

INTERVIEWER: Mark all that apply.

- 01      Newfoundland and Labrador
- 02      Prince Edward Island
- 03      Nova Scotia
- 04      New Brunswick
- 05      Quebec
- 06      Ontario
- 07      Manitoba
- 08      Saskatchewan
- 09      Alberta
- 10      British Columbia
- 11      Yukon
- 12      Northwest Territories
- 13      Nunavut
- 14      United States
- 15      Mexico
- 16      Caribbean
- 17      Some other place  
DK, RF

*Coverage:*      Respondents who have not travelled in past two years and who have access to a cottage

**RE\_Q03      Do you, or someone else in your household, own...**

INTERVIEWER: Read categories to respondent. Mark all that apply.

- 01      A motor home, camper or RV?
- 02      A snowmobile?
- 03      An all terrain vehicle (ATV)?
- 04      A motor boat?
- 05      A sail boat?
- 06      A canoe or kayak?
- 07      None of the above  
DK, RF

*Coverage:*      Respondents who have not travelled in past two years

**RE\_END**      End module

**Section:**      **Media (ME)**

**ME\_BEG**      Begin Module

**ME\_C01**      If TS\_Q01= 2 go to ME\_R01  
Otherwise, go to ME\_END

*Coverage:*      Respondents who have not travelled in past two years

**ME\_R01**      **Now for some questions on your reading and viewing habits.**

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**ME\_Q01**      **Which of the following types of newspapers do you normally read in a typical week?**

INTERVIEWER: Read categories to respondent. Mark all that apply.

- 1            Daily newspaper
- 2            Weekend edition of a newspaper
- 3            Local neighbourhood or community newspapers
- 4            Other newspaper
- 5            Don't read the newspaper ..... (Go to ME\_Q04)
- DK, RF ..... (Go to ME\_Q04)

*Coverage:*            Respondents who have not travelled in past two years

**ME\_C02**      If (ME\_Q01=1) or (ME\_Q01=1 and at least one other answer (ME\_Q01=2, 3, 4)) then go to ME\_Q02 else go to ME\_C03.

**ME\_Q02**      **How often do you read the travel section of a daily newspaper?**

INTERVIEWER: Read categories to respondent. Check one only.

- 1            Frequently
- 2            Occasionally
- 3            Rarely
- 4            Never
- DK, RF

*Coverage:*            Respondents who have not travelled in past two years and who read daily newspapers

**ME\_C03**      If (ME\_Q01=2) or (ME\_Q01=2 and at least one other answer (ME\_Q01= 1, 3, 4)) then go to ME\_Q03 else go to ME\_Q04.

**ME\_Q03**      **How often do you read the travel section of a weekend edition of a newspaper?**

INTERVIEWER: Read categories to respondent. Check one only.

- 1            Frequently
- 2            Occasionally
- 3            Rarely
- 4            Never
- DK, RF

*Coverage:*            Respondents who have not travelled in past two years and who read weekend newspapers



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**ME\_Q04**      **Which of the following types of magazines do you read in a typical month?**

INTERVIEWER: Read categories to respondent. Mark all that apply.

- 01      Automobiles and cycles (Car & Driver, Motor Trend, etc.)
- 02      Business, finance and investing (Report on Business Magazine, Forbes, Canadian Business, The Economist, etc.)
- 03      Computers, electronics and technology
- 04      Crafts, antiques and collectibles
- 05      Entertainment and music (People, TV Guide, etc.)
- 06      Family and parenting (Today's Parent, etc.)
- 07      Fashion and beauty (Chatelaine, Vogue, Elle, etc.)
- 08      Food and cooking (Food and Drink, etc.)
- 09      General interest (Canadian Living, Harper's, New Yorker, Western Living, Reader's Digest, etc.)
- 10      Health, fitness and well living
- 11      Home and garden
- 12      Magazines about your city (Toronto Life, Vancouver Magazine, etc.)
- 13      News magazine (MacLean's, Time, Newsweek, etc.)
- 14      Outdoor activities/sports (Backpacker, Sail Magazine, Golf, Outdoor Canada, etc.)
- 15      Photography and video
- 16      Professional sports (Sports Illustrated, etc.)
- 17      Regional magazines (Leisureways, Saltscapes, Westworld, etc.)
- 18      Science and geography (National Geographic, Canadian Geographic, Scientific American, etc.)
- 19      Travel (Conde Nast, Travel & Leisure, etc.)
- 20      Other magazines
- 21      Don't read magazines during a typical month  
DK, RF

*Coverage:*      *Respondents who have not travelled in past two years*

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**ME\_Q05**      **Which of the following types of television programs do you normally watch?**

INTERVIEWER: Read categories to respondent. Mark all that apply.

- 01      Biography
- 02      Cooking shows
- 03      Dramas (Law and Order, The West Wing, The OC, etc.)
- 04      History
- 05      Home & garden shows
- 06      Late night talk shows (The Tonight Show, Late Night, etc.)
- 07      Movies on TV
- 08      Music/music video shows/channels
- 09      News/current affairs (newscasts, 60 Minutes, The Fifth Estate, etc.)
- 10      'Reality' shows (Canadian Idol, The Apprentice, etc.)
- 11      Science & nature shows
- 12      Science fiction/fantasy shows
- 13      Shopping channels
- 14      Situation comedies (Corner Gas, Friends, etc.)
- 15      Soap opera/daytime dramas
- 16      Sports/sports shows
- 17      Travel shows
- 18      Other television shows
- 19      Don't normally watch TV
- DK, RF

*Coverage:*      *Respondents who have not travelled in past two years*

**ME\_Q06**      **Which of the following radio programs do you normally listen to?**

INTERVIEWER: Read categories to respondent. Mark all that apply.

- 01      Sports
- 02      Classical music
- 03      Country music
- 04      Jazz/big band
- 05      Modern rock/alternative rock
- 06      Multicultural
- 07      News/talk/information
- 08      Oldies (50s, 60s, 70s, 80s)
- 09      Soft music/adult contemporary
- 10      Top 40/current hits
- 11      Some other program
- 12      Don't normally listen to the radio ..... (Go to ME\_Q08)
- DK, RF ..... (Go to ME\_Q08)

*Coverage:*      *Respondents who have not travelled in past two years*

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**ME\_Q07 Which of the following types of radio stations do you normally listen to?**

INTERVIEWER: Read categories to respondent. Mark all that apply.

- 1 Public stations (CBC, NPR, etc.)
- 2 Commercial stations
- DK, RF

*Coverage: Respondents who have not travelled in past two years and who listen to the radio*

**ME\_Q08 Do you use the Internet as a source of information for personal use?**

- 1 Yes
- 2 No ..... (Go to ME\_Q10)
- DK, RF ..... (Go to ME\_Q10)

*Coverage: Respondents who have not travelled in past two years*

**ME\_Q09 What types of websites do you normally visit?**

INTERVIEWER: Read categories to respondent. Mark all that apply.

- 01 Entertainment
- 02 Games
- 03 Health
- 04 House and home
- 05 Magazine sites
- 06 Network news sites (CBC, CNN, etc.)
- 07 Newspaper sites
- 08 Shopping (all types)
- 09 Sites for specific activities or interests (fishing, dog breeds, etc.)
- 10 Sports
- 11 Travel
- 12 Weather
- 13 Other
- DK, RF

*Coverage: Respondents who have not travelled in past two years and who use the Internet as a source of information*

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**ME\_Q10**      **Are you a member of any of the following organizations or programs?**

INTERVIEWER: Read categories to respondent. Mark all that apply.

- 01      Automobile club like CAA or AAA
- 02      Sports club, such as a tennis club, golf club or fitness centre
- 03      Book/reading club
- 04      Community service club
- 05      Nature/environmental club or group
- 06      Travel club
- 07      Hobby club
- 08      Frequent flyer program
- 09      Hotel or car rental loyalty program
- 10      Other
- 11      None of the above
- DK, RF

*Coverage:*      Respondents who have not travelled in past two years

**ME\_END**      End Module

**Section:**      **Relationship and Income (RI)**

**RI\_BEG**      Begin Module

**RI\_C01**      If TS\_Q01= 2 go to RI\_R01  
                Otherwise, go to RI\_END

**RI\_R01**      **These final few questions ask about general demographic information.**

**RI\_Q01**      **Thinking about all of the people who live in your household, please indicate all of the following that apply to you. Do you live:**

INTERVIEWER: Read categories to respondent. Mark all that apply.

- 01      Alone (if 'None' then do not continue reading list)
- 02      With your spouse/partner
- 03      With you, birth/step/adopted children 18 years and over
- 04      With your birth/step/adopted children 17 years and younger
- 05      With your son-in-law or daughter-in-law
- 06      With your grandchildren
- 07      With your mother/step mother
- 08      With your father/step father
- 09      With your siblings
- 10      With your brother-in-law or sister-in-law
- 11      With your grandfather or grandmother
- 12      With a relative other than the ones listed above
- 13      With a lodger or boarder
- 14      With roommates (other than those listed above)
- DK, RF

*Coverage:*      Respondents who have not travelled in past two years

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**RI\_C02** If RI\_Q01 includes 02 then go to RI\_Q02 else go to RI\_C03.

**RI\_Q02** **Does your spouse/partner currently work at a paid job or business?**

- 1 Yes
- 2 No
- DK, RF

*Coverage:* Respondents who have not travelled in past two years and who live with their spouse

**RI\_C03** If RI\_Q01=01 then go to RI\_Q03 else go to RI\_Q04.

**RI\_Q03** **What is your best estimate of the total personal income, before taxes and deductions for the year 2005? Was it:**

INTERVIEWER: Read categories to respondent. Mark one only.

- 01 Less than \$20,000
- 02 Between \$20,000 - \$39,999
- 03 Between \$40,000 - \$59,999
- 04 Between \$60,000 - \$79,999
- 05 Between \$80,000 - \$99,999
- 06 Between \$100,000 - \$149,999
- 07 Between \$150,000 - \$249,999
- 08 \$250,000 or more
- DK, RF

**Default:** (Go to D05)

*Coverage:* Respondents who have not travelled in past two years

**RI\_Q04** **What is your best estimate of the total income, before taxes and deductions, of all household members from all sources for the year 2005? Was the total household income:**

INTERVIEWER: Read categories to respondent. Mark one only.

- 01 Less than \$20,000
- 02 Between \$20,000 - \$39,999
- 03 Between \$40,000 - \$59,999
- 04 Between \$60,000 - \$79,999
- 05 Between \$80,000 - \$99,999
- 06 Between \$100,000 - \$149,999
- 07 Between \$150,000 - \$249,999
- 08 \$250,000 or more
- DK, RF

*Coverage:* Respondents who have not travelled in past two years

**RI\_END** End Module

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