

CONFIDENTIAL when completed

TOURISM ATTITUDE AND MOTIVATION STUDY

Canada, 1970 - 71	-72, Chapter 15.
	3 0 9 8 3
Docket No.	Survey Date
5 HRD page line No.	6 Household Size
	Docket No.

AT THE TIME OF LABOUR FORCE SURVEY

INTRODUCTION: ... has been randomly selected from your household as a respondent for a survey concerning peoples' attitudes and motivation to travel. The questionnaire must be completed in a personal interview for which I need to arrange an appointment.

INTERVIEWER INSTRUCTION

IN TELEPHONE AND PERSONAL INTERVIEW ASSIGNMENTS:

• Arrange the appointment with the selected respondent whenever it is appropriate; otherwise, ask for a convenient time to telephone when the selected respondent would to at home.

	Telephone No.	Date/Time for Call-Back (if a quired)
I	Call-back	
	•	

• (In personal interview assignments, avoid completing this questionnaire during the LFS interview unless this is the only alternative to a non-response.)

APPOINTMENT (OR PERSONAL INTERVIEW						
Date	Time					
Call-back						
Call-back						
Address	Telephone No.					

INTRODUCTION AT TIME OF THE INTERVIEW FOR THE TOURISM ATTITUDE AND MOTIVATION STUDY

As I mentioned to you earlier, this survey concerns your attitudes and motivation to travel. The questions are intended to determine Canadians' preferences and dislikes about vacation and pleasure travel as well as the reasons they may or may not travel. The responses provided to this survey will be used by both the government and private firms to plan facilities and attractions in the future.



1. IN THE PAST THREE YEARS, HAVE YO AT LEAST ONE NIGHT?	U TAKEN ANY BI	JSINESS TRIPS WHERE	YOU WERE AWAY FROM HOME, FO	OR
	Yes ¹ O	No ² O	.•	
2. IN THE PAST THREE YEARS, HAVE YOU SUCH AS, FAMILY EMERGENCIES, ILLNE	TAKEN ANY TRII SS, FUNERALS, E	PS OF AT LEAST ONE N	NIGHT JUST FOR PERSONAL MATTE	RS;
	Yes ¹ O	No ² O		
3. IN THE PAST THREE YEARS, HAVE YOU CLUDING TRIPS TO VISIT FRIENDS AND	J TAKEN ANY VA RELATIVES?	CATION OR PLEASUR	E TRIPS, OF AT LEAST ONE NIGHT,	IN-
	Yes ¹ O Go t	o 5		
	No ² O		,	
4. HAVE YOU EVER TAKEN ANY VACATI VISIT FRIENDS AND RELATIVES?			ST ONE NIGHT, INCLUDING TRIPS	то
	$ \begin{array}{c} \text{Yes} \ ^{1}\bigcirc \\ \text{No} \ ^{2}\bigcirc \end{array} $	Sa. 44		
	No ² O	o to 11		
5. WERE ANY OF THESE VACATION OR PLE			.N. D.??	
	Yes ¹ O	No ² O		
6. WERE ANY OF THESE VACATION OR PLE		DEST'N, TIONS IN TH	E U.S.A.?	
	Yes ¹ O			
	No ² O Go	0.7		
7 IN WHAT PART (2) OF THE CASE		<i>y</i>		
7. IN WHICH PART(S) OF THE U.S.A. WAS/W North 1				
North O	South 3	² O Both ³ (
8. WERE ANY OF THESE VACATION OR PLE	EASURE TRIPS TO	COUNTRIES OTHER T	HAN CANADA OR THE U.S.A.?	
	Yes ¹ O	No ² O		
9. WHICH OF THE FOLLOWING THINGS DID Visiting friends or relatives			0.7	'O
			0.00	O ²
Sightseeing/scenery				_
Shopping			••	0
Walking	25.0	Nightlife/recreation .		,0
Swimming/sunbathing				0
Camping	06	Other	Specify 12	.0
10. FOR VACATION/PLEASURE TRIPS, DO Y ING PLACE OF YOUR OWN?			ION HOME, MOBILE HOME OR A CAN	1P-
	Yes ¹ O	No ²		
TURN THE PAGE AND READ QUE	STION 11 AND TH	EN HAND QUESTIONN	AIRE TO THE RESPONDENT.	
			•	

11. HERE ARE SOME STATEMENTS CONCERNING HOW PEOPLE FEEL ABOUT VACATION PLEASURE TRAVEL. FOR EACH STATEMENT LISTED BELOW, PLEASE PUT AN "X" IN THE CIRCLE WHICH BEST INDICATES HOW MUCH YOU AGREE OR DISAGREE.

DISAGREE,					
	Strongly agree	Agrèe	Neither agree or disagree	Disagree	Strongly disagree
(a) I like to make all my arrangements before I start out on vacation	01	02	03	04	05
(b) I take short pleasure trips whenever I have the opportunity	06	07	080	09 🔾	10 🔿
(c) Making arrangements for major trips can be such a bother that I end up not travelling		120	13 🔾	14 ()	150
(d) I usually choose vacation places where I have been before	16	17	18	190	20
(e) For me, money spent on travel is money well spent	210	22	-0	24 🔾	25 🔾
(f) I would just as soon spend my money on things other than vacation travel		210	28	29 🔾	30 🔾
(g) I think it's worth paying more to get luxuries and extras on a vacation trip		320	33 🔾	34 🔾	35
(h) I don't have to travel to enjoy a vacation	36	37 🔿	38	³⁹ 🔾	40 🔾
(i) I don't have to spend a lot of money to enjoy a vacation	41 (42 🔾	⁴³ O	44 🔾	45
(j) I like to go to a different place on each new vacation trip	46	47 🔾	48	49	50
(k) I often choose vacation places that I have heard about from friends who have been there	51	52	53 🔾	54	55
(I) In any one year I would rather take a number of short vacation trips instead of one long vacation trip	56	⁵⁷ ()	58 🔾	⁵⁹	60
(m) It is important that the people I encounter on a vacation trip speak my language	61 (62	⁶³ (64	65
(n) There are many different places in Canada I would like to visit	⁶⁶	67	68	₆₉ (⁷⁰
(o) I like to make my arrangements as I go along on a vacation	71	⁷² ()	⁷³ ()	74 ()	⁷⁵
(p) I sometimes use a travel agent to help me select a vacation destination	⁷⁶	⁷⁷ O	78	⁷⁹	80
(q) I really have not travelled much in Canada	81	82	83 🔾	84	85

12. INTERVIEWER CHECK ITEM									
If 'No' in Q. 3									
Otherwise									
			• •						
13. DURING THE PAST 12 MONTHS HAVE Y	OU TAKEN ANY VA	ACATION OR PLEAS	URE TRIPS OF AT L	EAST ONE NIGHT,					
INCLUDING TRIPS TO VISIT FRIENDS AN		_							
	Yes ¹								
	No Go to 7	4							
14. I WOULD LIKE TO KNOW HOW IMPORTAL	NT EACH OF THESE	FACTORS WERE IN Y	YOUR DECISION TO	TAKE YOUR MOST					
14. I WOULD LIKE TO KNOW HOW IMPORTANT EACH OF THESE FACTORS WERE IN YOUR DECISION TO TAKE YOUR MOST RECENT VACATION OR PLEASURE TRIP. PLEASE READ OVER THIS LIST OF STATEMENTS AND MARK HOW IMPOR-									
TANT EACH WAS TO YOU. (GO TO PAGE	6, HAND QUESTION	NAIRE TO RESPOND	ENT TO COMPLETE	ITEMS 34 AND 35.)					
	А	В	С	D					
	July,	April,	January,	October.					
	August,	May,	February,	November,					
	September 1983	June 1983	March 1983	December 1982					
15. WERE ANY OF THESE TRIPS TAKEN	Yes No	Yes No	Yes Mo	Yes No					
DURING THE MONTHS OF	10 20	3 40	50 50	⁷ O ⁸ O					
FOR EACH 'YES' ASK Q. 16, 17 AND 18.									
16. HOW MANY NIGHTS WERE YOU AWAY	No. of Nights	No. of Nights	No. of Nights	No. of Nights					
ON THE TRIP OF THE LONGEST DURA- TION IN (MONTHS)?									
TION IN (NON 1713)?									
	Enter code for month	Enter codi	Enter code for month	Enter code for month					
17. IN WHICH MONTH DID YOU START			Tor monen						
THIS TRIP?									
	City or town:	City or lown:	City or town:	City or town:					
	Draw or state	D		n					
	Prov. or state	Prov. or state	Prov. or state	Prov. or state					
18. WHAT WAS YOUR DESTINATION ON THIS TRIP? (FURTHEST POINT AWAY	Councy.	Country:	Country:	Country:					
FROM HOME.)	Count	Country.	Country.	Country.					
	For office use only	For office use only	For office use only	For office use only					
	1 of diffee disc only	Tot office use only	Tor office die only	To office use only					
19. INTERVIEWER CHECK ITEM	10	20	3 🔾	4.0					
MARK TRIP SELECTED / POM "Q" CARD	10	20	, ,,	40					
	<u> </u>	ļ	<u> </u>	<u> </u>					
20. THE NEXT FEW OF ESTIONS PERTAIN TO	YOUR TRIP TO			WHICH STARTED IN					
y	0TCD 50D	(Locatio	n)						
AND LA	No. of r	nights)							
21. HOW LONG BEFORE YOU STARTED THIS				_					
During the trip		4 weeks	*	_					
Same day as departure		5 to 7 weeks							
1 to 3 days		2 to 3 months							
4 to 6 days		4 to 6 months		0					
1 week		7 to 11 months		0					
2 weeks		12 or more month	ns	0					
3 weeks	07								
22. BEFORE YOU STARTED THIS TRIP DID	YOU TRY TO ORTAIN	I ANY INFORMATIO	N ABOUT THE DEST	INATION?					
	Yes ¹ O								
	No ² O Go to 2	5							

23. DID YOU RECE	IVE ALL, SOME OR NONE All ¹ O	OF THE INFORM Some ²		EQUESTED?	Go to 25
24. WERE YOU SAT	TISFIED WITH THE INFOR	MATION YOU RE	CEIVED?	,	
25. WAS THIS TRIP	A PACKAGE DEAL, COVE	ERING BOTH TRA No ² O	NSPORTATION.	AND ACCOM	MODATION?
26. DID A TRAVEI THIS TRIP?	L AGENT BOOK THE TRA	ANSPORTATION A	AND/OR ACCO	MMODATION	OR SOME OTHER ACTIVITY OF
	Yes ¹ O	No ² O			
27. WHAT TYPE(S)	OF TRANSPORTATION D	ID YOU USE TO G	SET TO	(ropost dost	
AND RETURN?	(MARK ALL THAT APPLY	()		(repeat dest	ination of selected trip)
		•	10]		
			2 28.	. Did vou rent a	a ar on this trip?
Bus			20 (Yes ⁰¹ (No ⁰² O
Cruise Ship	· · · · · · · · · · · · · · · · · · ·		40		
Car/Truck/Van/f	۲.V		5 🔾		Y
Motorcycle/Bicy	cle		e 🔾		
Ferry			70		
Other			80) ×	
29 WHAT TYPE(S)	OF ACCOMMODATION DI	D VOLLUSE ON T	UC TOIL / (MAD)	ADDLVI
	riends/relatives	10 (⁵ O
	tel/Resort Lodge				6
	ome/Guest house				⁷ O
	al cottage/Cabin		_		8O
	D YOU TRAVEL ON THIS				
<u> </u>		<u> </u>		ico ONDENI)	
Alone		10	Go to 32		
Family (i) other fam	ncluding s; ou e/partner, ch	ildren,	Both family an	d friends	40
Friends .		3О			5
31. OF THE PEOPL	E YOUTRAVELLED WITH	, WERE ANY IN T	HE FOLLOWING	G AGE GROUP	PS?
•	6 years and under		18 years - 64 y	ears	40
	7 years - 12 years		65 and over		50
	13 years - 17 years	³O			
32. ON THIS TRIP,	WHAT WAS LACKING OR	NOT AS GOOD AS	YOU HAD EXP	ECTED IT TO	BE?
	Nothing	¹○	Food		60
	Weather		Recreation		70
	Accommodation		Entertainment		_
	Transportation		Other (specify)		90
	Service	50			
20 CTU L TALV	O A DOUGLOUS TO THE				
33. STILL TALKING	G ABOUT YOUR TRIP TO			tination of sele	cted trip)
I WOULD LIKE	TO KNOW HOW IMPORTAL	NT FACH OF THE			DECISION TO TAKE THIS TRIP

PLEASE READ OVER THIS LIST OF STATEMENTS AND MARK HOW IMPORTANT EACH WAS TO YOU (HAND QUESTION-

NAIRE TO RESPONDENT TO COMPLETE ITEMS 34 AND 35.)

34. FOR EACH STATEMENT ON THIS PAGE, MARK THE CIRCLE THAT BEST DESCRIBES HOW IMPORTANT THAT REASON WAS TO YOU WHEN YOU WERE PLANNING YOUR TRIP.

	Very important	Somewhat important	Not very important	Not at all important
(a) Getting away from the demands at home	01	02	03 🔾	04 🔾
(b) Reliving past good times	05	06	07 🔾	080
(c) Experiencing new and different lifestyles	09 O	100	11 ()	12 🔾
(d) Trying new foods	130	14 🔾	15	16
(e) Visiting places that are important in history	. 170	18 🔾	19	20 🔾
(f) Being free to act the way 1 feel	210	22	23	24
(g) Finding thrills and excitement	. 25 (26 🔾	270	28 🔾
(h) Experiencing a simpler lifestyle	. ²⁹ O	30 (³¹ O	32
(i) Being together as a family	. 330	34 ()	35	36 🔾
(j) Meeting people with similar interests	. 370	30 (39	40 🔾
(k) Feeling at home away from home	. 40	420	43	44 🔾
(I) Going places my friends haven't been	. 450	46 🔾	47 🔾	⁴⁸ O
(m) Talking about the trip after I return home	. 490	50	51 (52
(n) Participating in sports	. 530	54 🔾	55 (56 🔾
(o) Watching sports events	. 570	58	⁵⁹ O	60
(p) Travelling to places where I fee, which secure	. 610	62	63	64 🔾
(q) Having fun, being entertained	. 65	66 🔾	67 🔾	68 🔾
(r) Seeing as much a possible in the time available	. ⁶⁹ O	70 🔾	⁷¹ O	⁷² ()
(s) Rediscovering myself	. 730	74 🔾	⁷⁵	⁷⁶ ()
(t) Visiting friends and relatives	. 770	⁷⁸ (⁷⁹ (80 🔾
(u) Visiting places my family came from	. 81 🔾	82 🔾	83	84
(v) Being physically active	. 85 🔾	86 🔾	87	88
(w) Getting a change from a busy job	. 89 🔾	90 🔾	⁹¹ O	92
(x) Being daring and adventuresome	. 93	94	95	96 🔾
(y) Doing nothing at all	. 097	098	099	100
(z) Taking advantage of reduced fares	. 101 🔾	102	103	104

35. THE FOLLOWING IS A LIST OF ITEMS THAT ATTRACT PEOPLE TO CHOOSE A PARTICULAR VACATION. PLEASE CONTINUE AS BEFORE AND MARK THE CIRCLE THAT BEST DESCRIBES HOW IMPORTANT EACH ITEM WAS TO YOU.

	Very important	Somewhat important	Not very important	Not at all important
(i) Big cities	. 010	02	₀₃ O	04
(ii) Smaller towns and villages	. ⁰⁵ O	06	070	O ⁸⁰
(iii) Rural areas	O ^{e0} .	100	110	¹² O
(iv) Wilderness/undisturbed nature	. 130	14 🔿	15 (¹⁶ O
(v) Mountains	, ¹⁷ O	18	¹⁹ O	20 🔾
(vi) Oceanside	. 210	²² O	23	24
(vii) Lakes and streams	. 25	26	270	28 🔾
(viii) National/provincial parks	. ²⁹ O	³⁰ O	31 ()	32
(ix) Beaches for swimming and sunning	. 330		35	36
(x) Warm climate	. 370	38	39	40
(xi) Predictable weather	. 410	420	⁴³ O	44
(xii) Resort areas	. '5	46	47	48
(xiii) High quality restaurants	. ^{,9} O	50 🔾	51 (⁵² O
(xiv) Inexpensive meals	. ⁵³ O	54	55	⁵⁶
(xv) First class hotels	⁵⁷ O	⁵⁸ O	⁵⁹	60 🔾
(xvi) Budget accommodation	. 610	⁶²	_{e3} O	64 🔾
(xvii) Shopping	. 65	66	67	68
(xviii) Nightlife and enter ain nent	. ⁶⁹ O	⁷⁰ O	⁷¹ O	⁷² O
(xix) Gambling	. 730	⁷⁴ O	⁷⁵ O	⁷⁶ O
(xx) Live theatre a. d musicals	. 770	⁷⁸	⁷⁹ O	80
(xxi) Local festivals and events	. ⁸¹ O	82	83	84
(xxii) Museums, art galleries	. 85	86	87	88
(xxiii) Historic sites/historic parks	. 89	90	91	92
(xxiv) Amusement/theme parks	. ⁹³ O	94	95	96
(xxv) Local crafts	. 097	098	099	100
(xxvi) Cultural activities	. 101 🔾	102	103	104
(xxvii) Outdoor recreation	. 105	106	107	108
(xxviii) Indoor sports	109	110	1110	112
(xxix) Other indoor activities i.e., cards, reading, etc	113	114	115	116
				W + 74 W

36. ARE YOU NEXT 3 Y	LIKELY TO TAKE EARS?	A VACATION	OR PLEASURE	TRIP OF AT L	EAST ONE NIGHT	AWAY FROM	HOME IN THE
	Yes ¹O					. *	
	No ² O	Go to 38					
37. WHAT AR	E YOUR MOST LIKE	LY DESTINAT	IONS?				For office use only
	City or town		Prov. or Sta	te	Country		use only
1							
2.				··			
3.						·	
38. COMPARE TRIPS OF	ED WITH THE PAST AT LEAST ONE NIG	FEW YEARS, HT IN THE NE	WILL YOU TA	.KE FEWER, TH S?	HE SAME OR MOR	E VACATION	OR PLEASURE
	Fewer ¹ O		М	ore	3 (
	Same ²		Н	ave taken no trip	s ⁴ O Go to	9 40	
39. COMPARE	ED WITH THE PAST I FEW YEARS?	FEW YEARS, W	ILLYOU SPEN	D LESS, THE SA	WIL CR MORE MO	NEY ON VACA	TION TRIPS IN
	Less ¹ O		Same ²		More	³ O	
40. WHAT INI ARE TH	DOOR AND OUTDO	OR HOBBIES, S	SPORTS, LFÍSU	PE AND RECR	EATIONAL INTER	RESTS DO YOU	MOST ENJOY?
	Sports (swimming, t	ennis, jogging, e	tc.)			10	
	Hobbies (gardening,	cooking, handiv	vork et,}			²O	
	Popular pastimes (w	atching T. 🗘 rea	adıng, etc.)			3O	
•	Social pastimes (visi	ting thend. 2nd	relatives, eating o	out, etc.)		40	
	Cultural pastimes U	stenin _s to music	c, reading, etc.) .			5	
	Family pastions (12)	cing a drive, sho	pping, etc.)			бО	
	Self-improvement p	astimes (volunte	er work, night sc	hool, etc.)		70	
	Other (specify)					8 〇	
41. FOR THE TAXES A AND REN	YEAR 1982, IN W ND DEDUCTIONS? TS, ETC.	HICH OF THE	FOLLOWING DME FROM WA	RANGES WAS GES, SALARIE	YOUR TOTAL HOS, TIPS, COMMISS	OUSEHOLD INC SIONS, PENSIO	COME BEFORE NS, INTEREST
	Less than \$9,000	10	\$20,000 to \$2	24,999 4	\$35,000 to	\$39,999 7	
	\$ 9,000 to \$14,999	2	\$25,000 to \$2	29,999 5	\$40,000 to	\$44,999 ⁸	
	\$15,000 to \$19,999	³ ()	\$30,000 to \$3	34,999 ⁶	\$45,000 an	id over ⁹ O	
	Not stated	°O					
42. HOW MAN	NY PEOPLE CONTRI	BUTED TO THI	S HOUSEHOLD	INCOME?			
·	One ¹ O	Two	² O	Three ³ O	Four or r	more ⁴ O	