**8801 SOUTHERN ONTARIO TRAVEL STUDY**

**SOUTHERN ONTARIO ONLY (500n)**

**FROM 4015 - WC**

**v3/feb 15/yellow highlight**

**v4/feb 16/green highlight**

**v5/feb 17/blue highlight**

**v6/feb 21/blue highlight**

**V7 feb 21/blue highlight**

**v8/Feb 22/Yellow highlight.**

**V9- FINAL Feb 23**

**V10 feb 24/GREEN highlight**

**V11/ Feb 27/ Yellow Highlight**

**V12/ Feb 27x2/ GREEN Highlight**

**V13/ Feb 28/ GREEN Highlight**

**V14/Mar15/ Light Purple**

**V15/Mar20/ Light Blue**

**V16/Mar3, 2016 Light Grey**

**[[SECTION: SCREENING CRITERIA]]**

**[[SINGLE CHOICE]]**

Base: ASK ALL

S1 Please select your gender.

1 Female

2 Male

**[[PROGRAMMING INSTRUCTIONS]]**

**50/50**

**Question Title: Gender**

======================================

**[[SINGLE CHOICE]]**

Base: ASK ALL

S2 Please indicate your age?

1 under 18

2 18-24

3 25-34

4 35-44

5 45-54

6 55-64

7 65-74

8 75+

**[[PROGRAMMING INSTRUCTIONS]]**

**Question Title: Age**

**Based on S2, determine which age group respondent is in. Terminate if under 25.**

======================================

**[[drop box]]**

Base: ASK ALL

**S3** Do you work in one the following areas?

Please select one answer.

1 Market Research

2 Media

3 Tourism

4 Healthcare

5 Advertising

6 Hospitality

7 Banking

99 None of the above **[[MUTUALLY EXCLUSIVE]]**

**[[PROGRAMMING INSTRUCTIONS]]**

**Question Title: Industry**

**PLEASE USE DROP BOX, TERMINATE IF Market Research, Media, Toursim or Advertising**

======================================

**[[SINGLE CHOICE]]-** Change cities to below. Drop box. Alphabetically order. (includes GTA areas and golden horseshoe). Screen out ‘none of the above’

Base: ASK ALL

S4 In which of the following Southern Ontario city or town do you reside?

Please select one.

[1] Hamilton

[2] Burlington

[3] Oakville

[4] Milton

[5] Halton Hills

[6] Brampton

[7] Georgetown

[8] Acton

[9] Mississauga

[10] Caledon

[11] City of Toronto

[12] Vaughan

[13] Richmond Hill

[14] Aurora

[15] Newmarket

[16] King

[17] East Gwillimbury

[18] Markham

[19] Whitchurch-Stouffville

[20] Georgina

[21] Brock

[22] Uxbridge

[23] Scugog

[24] Pickering

[25] Ajax

[26] Whitby

[27] Oshawa

[28] Clarington

[29] St. Catherines-Niagara

[30] Etobicoke

[31] Scarborough

[32] City of York

[34] Rest of Southern Ontario

[33] None of the above

**[[PROGRAMMING INSTRUCTIONS]]**

Please note the codes have shifted and that these 3 have to also be added to the quotas.

[30] Etobicoke

[31] Scarborough

[32] City of York

**At s4, if code 30 selected, then close.**

**Question Title: Residence**

**QUESTION: DROP-DOWN LIST**

======================================

**[[SINGLE CHOICE]]**

Base: ASK ALL

S5 In which of the following ranges does your household income fall?

Please select one.

1 Less than $25K

2 $25K - $50K

3 $51K - $75K

4 $76K - $100K

5 More than $100K

**[[PROGRAMMING INSTRUCTIONS]]**

**Question Title: HHI**

**Based on S5, determine which income bracket respondent is in. Terminate if respondent selects 1 2 and allow for up to 120 completes in the code 3 ($51K - $75K), once target reached then start screening out.**

======================================

**QUOTA**

**1. 3 $51K - $75K= QUOTA=120**

**2. 4 $76K - $100K= QUOTA=999**

**5. More than $100K QUOTA=999**

**[[SINGLE CHOICE]]**

Base: ASK ALL

S6 Please indicate if you have visited another region in Ontario in the past year for vacation and/or leisure purposes.

1 Yes

2 No

**[[PROGRAMMING INSTRUCTIONS]]**

**Question Title: Vacation Frequency (12months)**

**Based on S6, terminate if respondent answers No.**

======================================

**[[MULTIPLE CHOICE]]**

Base: ASK ALL

S7 Which of the following areas have you visited within the past year?

Select all that apply.

1 Algonquin Park

2 Almaguin Highlands

14 Hamilton / Halton / Brant

15 Huron County / Grand Bend

3 Parry Sound / Georgian Bay

4 Muskoka

~~5 Toronto~~ **~~(mask if s4=code 11 (Toronto)~~**

6 Niagara and Niagara Peninsula

~~7 Montreal~~

8 Collingwood and Wasaga Beach

~~9 Ottawa and Ottawa Valley~~

10 Peterborough and The Kawarthas

11 Stratford and Mennonite Country

12 Northern Ontario

13 Prince Edward County

99 None of the above **[[MUTUALLY EXCLUSIVE]] [[ANCHOR]]**

**[[PROGRAMMING INSTRUCTIONS]]**

**Determine visitation with the EE region. Respondents must answer Y to either Algonquin Park, Almaguin Highlands, Parry Sound or Muskoka. Minimum quota 25% (up to quota target 50%).**

**all priority is given to EE REGION quota, if they qualify for both**

**Once EE region QF, then switch to other area if qualified.**

**ANSWERS: RANDOMIZE**

**Question Title: EE Visitation Frequency**

======================================

**[[SINGLE CHOICE]]**

Base: ASK ALL

HREG HREG Quota

1. EE REGION
2. OTHER AREA

**[[PROGRAMMING INSTRUCTIONS]]**

**IF S7 = 1,2,3,4 =ASSIGN STATUS 'EE REGION', IF S7 = 5,6,7,8,9,10,11,12,13,14 - ASSIGN STATUS 'OTHER AREA'**

======================================

**[[SECTION: PREVIOUS VISITATION BEHAVIOR]]**

**[[GRID]]**

~~Base~~: ASK ALL

Q1 How many times in the past year have you visited each of the following regions?

**[[SCALES]]**

1 **Once**

2 **Twice**

3 **Three to four**

4 **Five or more**

~~99~~ **~~Never~~**

**[[ANSWERS]]**

1 Algonquin Park

2 Almaguin Highlands

14 Hamilton / Halton / Brant

15 Huron County / Grand Bend

3 Parry Sound / Georgian Bay

4 Muskoka

~~5 Toronto~~ **~~(mask if s4=code 11 (Toronto)~~**

6 Niagara and Niagara Peninsula

~~7 Montreal~~

8 Collingwood and Wasaga Beach

~~9 Ottawa and Ottawa Valley~~

10 Peterborough and The Kawarthas

11 Stratford and Mennonite Country

12 Northern Ontario

13 Prince Edward County

**[[PROGRAMMING INSTRUCTIONS]]**

**QUESTION: AUTO SIZE WIDTH**

**Branch selected answers from S7.**

**\*Skip question if respondents selects 'none of the above' from S7.**

**Question Title: Frequency**

======================================

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 **[[PIVOTED GRID - MULTIPLE CHOICE]]**

Base: ASK ALL

Q3 During what season(s) have you visited each of the following regions?

Please select all that apply.

**[[SCALES]]**

1 **Spring**

2 **Summer**

3 **Winter**

4 **Fall**

**[[ANSWERS]]**

1 Algonquin Park

2 Almaguin Highlands

3 Parry Sound / Georgian Bay

4 Muskoka

~~5 Toronto~~ **~~(mask if s4=code 11 (Toronto)~~**

6 Niagara and Niagara Peninsula

~~7 Montreal~~

8 Collingwood and Wasaga Beach

~~9 Ottawa and Ottawa Valley~~

10 Peterborough and The Kawarthas

11 Stratford and Mennonite Country

12 Northern Ontario

13 Prince Edward County

14 Hamilton / Halton / Brant

15 Huron County / Grand Bend

**[[SECTION: EE & COMPETING REGIONS]]**

**[[OPEN END]]**

Base: ASK ALL

Q8 When it comes to going on a vacation in Ontario or nearby, what places come to mind?

 **[[TEXTBOX]]**

**[[PROGRAMMING INSTRUCTIONS]]**

**Question Title: Unaided awareness**

======================================

**[[GRID]]**

Base: ASK ALL

Q9 Which of the following statements best describes your experience with each tourism region.

**[[SCALES]]**

1 **I have visited this region in the last 6 months**

2 **I have visited this region, but not in the last 6 months**

3 **I know about this region, but have never been there**

4 **I have just seen or heard about this region before**

5 **I have never seen or heard of this region before today**

**[[ANSWERS]]**

~~1 Toronto~~ **~~(mask if s4=code 11 (Toronto)~~**

2 Niagara and Niagara Peninsula

~~3 Montreal~~

4 Collingwood and Wasaga Beach

~~5 Ottawa and Ottawa Valley~~

6 Muskoka

7 Parry Sound / Georgian Bay

8 Peterborough and The Kawarthas

9 Algonquin Park

10 Stratford and Mennonite Country

11 Northern Ontario

12 Prince Edward County

13 Almaguin Highlands

14 Hamilton / Halton / Brant

15 Huron County / Grand Bend

**[[PROGRAMMING INSTRUCTIONS]]**

**QUESTION: AUTO SIZE WIDTH**

**Highlight every other row.**

**Question Title: Awareness / familiarity / usage**

**ANSWERS: RANDOMIZE**

======================================

 **[[GRID]]**

Base: ASK ALL

Q9b: "Which of the following regions do you intend to visit in the next 12 months?"

1 Yes

2 No

? DK

~~1 Toronto~~ **~~(mask if s4=code 11 (Toronto)~~**

2 Niagara and Niagara Peninsula

~~3 Montreal~~

4 Collingwood and Wasaga Beach

~~5 Ottawa and Ottawa Valley~~

6 Muskoka

7 Parry Sound / Georgian Bay

8 Peterborough and The Kawarthas

9 Algonquin Park

10 Stratford and Mennonite Country

11 Northern Ontario

12 Prince Edward County

13 Almaguin Highlands

14 Hamilton / Halton / Brant

15 Huron County / Grand Bend

======================================

 **[[GRID]]**

Base: ASK ALL

Q10 Imagine you wanted to go on a vacation / get-away in Ontario or nearby, which statement best describes how you feel about each region?

**[[SCALES]]**

1 **The only choice I would consider**

2 **My preferred choice but I would consider other alternatives**

3 **One of several options I would consider**

4 **I am unlikely to consider this choice**

5 **I would never consider this choice**

**[[ANSWERS]]**

~~1 Toronto~~ **~~(mask if s4=code 11 (Toronto)~~**

2 Niagara and Niagara Peninsula

~~3 Montreal~~

4 Collingwood and Wasaga Beach

~~5 Ottawa and Ottawa Valley~~

6 Muskoka

7 Parry Sound / Georgian Bay

8 Peterborough and The Kawarthas

9 Algonquin Park

10 Stratford and Mennonite Country

11 Northern Ontario

12 Prince Edward County

13 Almaguin Highlands

14 Hamilton / Halton / Brant

15 Huron County / Grand Bend

**[[PROGRAMMING INSTRUCTIONS]]**

**QUESTION: AUTO SIZE WIDTH**

**Highlight every other row.**

**Based on Q9, only include competitors respondents are familiar with [1, 2, 3, 4]**

**Question Title: Consideration / preference**

======================================

**[[GRID]]**

Base: ASK ALL

Q13 Based on everything you’ve seen read or heard, please indicate whether each of the following regions is gaining ground, losing ground, or staying the same in terms of popularity as a tourism destination.

**[[SCALES]]**

1 **Losing ground**

2 **Staying the same**

3 **Gaining ground**

**[[ANSWERS]]**

~~1 Toronto~~

2 Niagara and Niagara Peninsula

~~3 Montreal~~

4 Collingwood and Wasaga Beach

~~5 Ottawa and Ottawa Valley~~

6 Muskoka

7 Parry Sound / Georgian Bay

8 Peterborough and The Kawarthas

9 Algonquin Park

10 Stratford and Mennonite Country

11 Northern Ontario

12 Prince Edward County

13 Almaguin Highlands

14 Hamilton / Halton / Brant

15 Huron County / Grand Bend

**[[PROGRAMMING INSTRUCTIONS]]**

**QUESTION: AUTO SIZE WIDTH**

Highlight every other row.

**Question Title: Momentum**

======================================

**[[MULTIPLE CHOICE]]**

Base: ASK ALL

Q17 When planning a vacation, please indicate which actions you typically do.  Please select all that apply.

1 Search for information on sites like Google, Yahoo! or MSN

2 Read online blogs/reviews posted by people

3 Read online blogs/reviews posted by travel experts

4 Visit the regions website

5 Browse online advertisements

6 Visit travel sites like expedia, travelocity, etc

7 Talk to friends

8 Talk to family members

9 Look for videos on youtube

10 Look on facebook

11 Read twitter posts

12 Browse tourism brochures, pamplets, etc

13 Talk to a tourism representative

14 Plan in advance

15 Book last minute

16 Travel without booking first

17 Turn a daytrip into an overnight trip

18 Look for travel packages

19 Look for discounted prices only

20 Travel to attend a special event

98 Other"

**[[PROGRAMMING INSTRUCTIONS]]**

**ANSWERS: RANDOMIZE**

**Question Title: Active Evaluation**

======================================

NEW

Q21-16 How important are each of the following to your choice of travel destination?

Please answer on a scale of 1-7, with 7 being the highest

**[[SCALES]]**

1 **1**

2 **2**

3 **3**

4 **4**

5 **5**

6 **6**

7 **7**

**Rows**

a.       Where to Stay

b.      Things to Do

c.       Where to Eat

======================================

 **[[3D GRID open ends]]**

Base: ASK ALL

Q21 How well do you think each of the following tourism regions would perform on each criteria? Please answer on a scale of 1-7, with 7 being the highest

**[[SCALES]]**

 *‘with 7 being the highest’.*

1 **1**

2 **2**

3 **3**

4 **4**

5 **5**

6 **6**

7 **7**

**Rows**

[1] Close proximity to home

[2] Has large variety of outdoor activities

[3] Best location for favorite activity

[4] Top rated accommodations

[5] Accessible transportation (i.e.buses, shuttles, etc)

[6] Family friendly

[7] Offers exclusive packaged deals

[8] Cultural activities (i.e. art galleries, museums, etc)

[9] Incredible nature

[10] Relaxing environment

[11] Attractions (i.e.theme parks, amusement parks, etc)

[12] Great dining ~~& entertaining experiences~~

[13] Road Network/ Traffic Congestion

Columns will be : Regions

**[[PROGRAMMING INSTRUCTIONS]]**

**QUESTION: AUTO SIZE WIDTH**

**Question Title: Performance on drivers of preference**

======================================

NEW

Q\_\_ How likely are each of the following to motivate you to select a particular travel destination?

Please answer on a scale of 1-7, with 7 being the highest

**[[SCALES]]**

1 **1**

2 **2**

3 **3**

4 **4**

5 **5**

6 **6**

7 **7**

Randomize

* An outdoor art gallery that features replica murals of Group of Seven paintings
* An outfitter that offers canoe, kayak or paddling rentals and lessons
* A park that offers interpretive or educational programs and events
* A museum or heritage site such as a pioneer village
* An artist’s studio
* Local food movement – trying craft brews and wines, locally grown produce, as well as dishes by innovative chefs
* A sporting event such as a half-marathon or cycling tour
* A fishing spot for a particular species of fish
* A resort with a waterpark
* A resort with multiple activities available, such as paddling, nature trails, cycling, campfires, dogsledding, skiing, snowshoeing
* A championship golf course
* On and off road cycling
* A managed ATV trail
* Trails for a variety of activities, from hiking to biking, from skiing to snowshoeing
* An outdoor rink on a lake or an ice trail for skating

======================================

**[[MULTIPLE CHOICE]]**

Base: ASK ALL

q23. What do you believe has prevented you in the past from visiting each of the following regions? Please select up to 3 in each region.

    [1] Decided to stay in town

    [2] Unable to take time off work

    [3] Too expensive

    [4] No transportation

    [5] Read a poor review online

    [6] Did not offer preferred activity

    [7] Poor weather condition

    [8] Travel partner unable to go

    [9] Too far

 [10] Not of interest

    [11] Never thought of it

    [12] Other. Please specify.

======================================

**[[SINGLE CHOICE]]**

Base: ASK ALL

Q33 What is the highest level of education you have completed?

1 Less than high school

2 High school graduate or equivalent

3 Completed some college or trade school

4 Associate’s degree

5 Bachelor’s degree

6 Completed a graduate degree

**[[PROGRAMMING INSTRUCTIONS]]**

**Question Title: Education**

======================================

**[[SINGLE CHOICE]]**

Base: ASK ALL

Q34 What is your employment status?

1 Full time student

2 Part time employee

3 Full time employee

4 Executive

5 Farmer

6 Self-employed

7 Full Time Homemaker/Parent

8 Retired

9 Unemployed

98 Other

**[[PROGRAMMING INSTRUCTIONS]]**

**Question Title: Employment**

======================================

**[[SINGLE CHOICE]]**

Base: ASK ALL

Q35 Please indicate your ethnicity.

1 Caucasian / White

2 Black / African American

3 Hispanic / Latino

4 Asian

5 Aboriginal / Native American

98 Other

**[[PROGRAMMING INSTRUCTIONS]]**

**Question Title: Ethnicity**

======================================

**[[SINGLE CHOICE]]**

Base: ASK ALL

Q36 What is your household’s main source of transportation?

1 Own a vehicle

2 Ride with friends or family members

3 Vehicle you borrow from friends or family

4 Member of car share program

5 Lease or rent a vehicle

6 Walk or bike

7 Bus, train or subway

8 Taxi

**[[PROGRAMMING INSTRUCTIONS]]**

**Question Title: Transportation**

======================================

**[[SINGLE CHOICE]]**

Q37A Are you familiar with the Explorers’ Edge region?

Yes

No

 **[[PROGRAMMING INSTRUCTIONS]]**

**ASK ALL**

======================================

**[[OPEN END]]**

**Q37b.**

If so, in a few words please explain what the Explorers’ Edge region means to you?

[Open end.]

**[[PROGRAMMING INSTRUCTIONS]]**

**ASK IF Q37A=YES**

**1 BIG BOX**

**[[SINGLE CHOICE]]**

Q38a. Explorers' Edge is a region in Ontario consisting of Muskoka, Algonquin Park, Parry Sound / Georgian Bay and Almaguin Highlands that offers several incredible outdoor activities. On a scale of 1 to 10, with 10 being the highest, how interested are you in visiting this region in the future?

Scale 1 - 10.

**OR**

Q38b. Muskoka, Algonquin Park, Parry Sound / Georgian Bay and Almaguin Highlands are regions in Ontario that offer several incredible outdoor activities. On a scale of 1 to 10, with 10 being the highest, how interested are you in visiting these regions in the future.

Scale 1 - 10.

**[[PROGRAMMING INSTRUCTIONS]]**

**Ask half of all respondents, q38a and the other half using Q38b.**

**Ensuring an even split- use least filled**

**Quota for each option N=600 respondents / question Q38a 50% of all respondents see this, Q38B50% of all respondents see this**