



- Once
- 2-3 times
- 4-5 times
- More than 5 times

11. When you travel, is the purpose of your travel mostly for ... ENSURE A MIX OF DIFFERENT TYPES OF TRAVELLERS, WITH SLIGHT SKEW TO THOSE TRAVELLING FOR PLEASURE.

- Business
- Volunteering
- Pleasure - Vacation
- Pleasure - Visiting friends or family
- Combination of the above (RECORD)
- Other Purpose (RECORD)

12. Which continents, regions or countries have you travelled to (or do you intend to travel to)? ENSURE THAT NO MORE THAN 2 PARTICIPANTS PER GROUP HAVE TRAVELLED TO/INTEND TO TRAVEL TO THE U.S./SUN DESTINATIONS (I.E., CARIBBEAN). ENSURE THAT NO MORE THAN 1 PARTICIPANT HAS TRAVELLED TO/INTENDS TO TRAVEL TO EUROPE. REMAINING PARTICIPANTS SHOULD BE A GOOD CROSS-SECTION WITH FOCUS ON ASIA, AFRICA AND MIDDLE EAST.

- a. U.S.
- b. Europe
- c. Asia
- d. Central America
- e. Caribbean
- f. South America
- g. Middle East
- h. Africa
- i. Oceania

13. Approximately how much do you spend in a year on travel outside of Canada, including plane tickets, accommodation and activities? ENSURE GOOD MIX ACROSS EXPENDITURE BUCKETS.

- Under \$1000
- \$1000-just under \$3000
- \$3000-just under \$5000
- \$5000-just under \$10000
- \$10,000-just under \$15,000
- \$15,000-just under \$20,000
- \$20,000 or more

14. Which of the following age categories do you fall into? (IN EACH CENTRE, ENSURE THAT ONE GROUP IS COMPOSED OF PEOPLE BETWEEN THE AGES OF 18-34, AND THE OTHER GROUP SHOULD BE COMPOSED OF PEOPLE 35+. WITHIN THESE TWO GROUPS, ENSURE PROPER MIX OF AGES, AS NOTED BELOW.)

Under 18 – THANK AND TERMINATE

ELIGIBLE FOR FIRST GROUP IN EACH LOCATION. ENSURE 4 PARTICIPANTS AGED 18-24 AND 4 PARTICIPANTS AGED 25-34.

- 18-24
- 25-34

ELIGIBLE FOR SECOND GROUP IN EACH LOCATION. ENSURE APPROX. 1/3 OF EACH GROUP FROM EACH OF THE 3 AGE CATEGORIES.

