

**[[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
- 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

**[[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

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

**[[OPEN END]]**

Base: ASK ALL

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

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**[[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

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**[[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

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**[[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

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**[[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. galleries, museums, etc)
- [9] Incredible nature
- [10] Relaxing environment
- [11] Attractions (i.e.theme parks, amusement parks, etc)
- [12] Great dining & entertaining experiences

Columns will be : Regions

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**[[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 =**exclusive**
- [12] Other. Please specify.

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**[[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

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**[[SINGLE CHOICE]]**

Base: ASK ALL

Q34 What is your employment status?

- 1 Full time student
- 2 Part time employee
- 3 Full time employee
- 4 Self-employed
- 5 Retired
- 6 Unemployed
- 98 Other

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**[[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

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**[[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

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**[[SINGLE CHOICE]]**

Q37A Are you familiar with the Explorers' Edge region?

Yes

No

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**[[OPEN END]]**

**Q37b.**

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

[Open end.]

**[[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=375 respondents / question Q38a 50% of all respondents see this, Q38B50% of all respondents see this**