

# International Travel Survey of Canadian Residents

## 2013 Versus 2007 Questionnaire Comparison

(Compiled by: U.S. Department of Commerce, National Travel and Tourism Office)

### Summary:

The Statistics Canada *International Travel Survey of Canadian Residents* new survey questionnaire will be launched in January 2013. The table below compares the questions between the new and the current questionnaire used since 2007. In general, the new questionnaire contains substantial changes and places greater emphasis on activity participation and transportation modes, especially to and from the United States.

### What's New?:

The list of activities in the activity participation is greatly enhanced, keeping all of the 2007 activities and adding the following items:

Attend an aboriginal event (pow wow, performance, other)  
For medical or dental appointment or other health reasons  
Go to the movies  
Go to restaurant, bar or club (Mark's comment: adds *restaurant*)  
Go wildlife viewing or bird watching  
Participate in sports or outdoor activities  
Play individual or team sports  
Use all-terrain vehicle (ATV, quad, 4 x 4)  
Go to a beach  
Go cycling  
Go snowmobiling  
Go cross-country skiing or snowshoeing

Several new questions are added that provide details on the ports, travel modes, and country/ U.S. state used for departure and entry. Included in this list is the specific question that addresses the issue of Canadian residents driving across the U.S. border and flying out of a U.S. airport. This question will directly

answer the many questions regarding this activity, including the following:

- How many travelers (and proportion) do this activity?
- How many travelers (and proportion) continue their travel on to foreign destinations from U.S. ports?
- Where do they go, both international travelers and those going to other U.S. destinations?
- What is the economic impact of this activity?
- Who are the economic winners and losers?

Cruise ship is added as an accommodations option in the question on destinations, stay lengths and accommodations.

Use of rewards points or use of incentive travel program to pay any part of the trip was added.

### What's Enhanced/Changed?:

The new questionnaire is more aesthetically pleasing and inviting. This change could enhance respondent survey response rate.

Several questions have been reworded or reorganized. Data users noticing changes in trending may want to check if the trending shifts occurred for revised questions, which may produce one-time artificial shifts.

### What's Gone?:

Old Q7. 3-point rating scale for 5 trip elements;  
Old Q13. Did trip include a cruise; a Eurail pass;  
Old Q18. Percentage of spending paid by self/business/govt.

New Versus Old Questionnaire. Administered to returning Canada residents.

| 2013 QUESTIONNAIRE  | 2007 QUESTIONNAIRE  |
|---|---|
| Q01. City/town and province of residence  | Q01. Similar  |
| Q02. Border crossing or airport name used to <u>leave</u> Canada, and date  | Q02. Same   |
| Q03. Border crossing or airport name used to <u>enter</u> Canada, and date  | Q02. Same.  |
| Q04. Travel party size, including self.   | Q03. Same   |
| Q05. Age and gender for each party member   | Q04. Same   |
| Q06. Travel party's MAIN trip reason. Grouped by 8 PERSONAL REASONS and 6 BUSINESS OR WORK RELATED REASONS  | Q05. Travel party's MAIN trip reason. Grouped by 3 BUSINESS reasons; 4 PLEASURE reasons; and 4 OTHER reasons (includes shopping)          |
| Q07. For same day trips to the U.S., total spending and main U.S. state visited.  | Q06.  |
| Q08. Transport mode used to <u>leave</u> Canada.  | Q09. Same.  |
| Q09. If commercial transport, name of company and flight number (if plane travel)   | Q10. Similar. City/country of leaving, city/country of destinations, carrier name, one way/round trip/package tour, total fares, currency |
| Q10. <b>NEW!</b> Country first visited after leaving Canada, not counting airport stopovers. If USA, which state.   |   |
| Q11. <b>NEW!</b> When leaving Canada, did you travel by car or bus and then take a flight to U.S. or overseas destination. If yes, why (less expensive, more convenient, other) |   |
| Q12. Transport mode used to <u>return</u> to Canada   | Q09. Same.  |
| Q13. If commercial transport, name of company and flight number (if plane travel)   | Q10. Similar.   |
| Q14. <b>NEW!</b> Upon returning to Canada, country departed from, excluding airport stopovers. If USA, which state.   |   |
| Q15. Upon returning, travel from USA only, directly from another country, another country via the USA   | Q08. Upon leaving; upon returning to.   |
| Q16. IF PACKAGE, a) use of one of five trip package types; b) package elements included; c) nights covered; d) total package cost \$CN  | Q12. Similar. Package yes/no, package elements.   |
| Q17. If commercial transport used to leave and return, total fares: a) round trip; b) one way; c) type of fare (class)  | Q10. Similar. Fare type. Q11. Fare class.   |
| Q18. <b>NEW!</b> Was trip to the USA only   |   |
| Q19. IF NO, use of commercial transport between foreign countries—carrier names, transport type, total fares  | Q10. Similar.   |
| Q20. For total spending outside Canada, number of persons covered by spending   | Q14. Total spending outside Canada, currency, number of persons covered.  |
| Q21. For total spending outside Canada, total spending by six spending categories, \$CN. Total spending outside Canada  | Q14. Total spending outside Canada, currency, number of persons covered.<br>Q16. Spending by 5 spending categories. \$CN or %s.           |
| Q22. For each country/state visited, total spent within, number of nights (including 0), use of any of 7 accommodations types   | Q15. Similar. Only 6 accommodations types. Plus currency reported.  |
| Q23. <b>NEW!</b> Use of rewards points, use of incentive travel program to pay any part of trip   |   |
| Q24. Does anyone in travel party own any of the accommodations used on trip.  | Q17. Same.  |

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|---|--|
| Q25. Participation incidence for 18 general category activities and 15 sports or outdoor activities | Q06. Participation incidence for 13 various activities, and 6 sports or outdoor activities |
| Comments: open-ended.   | Comments: open-ended. Same.  |
| DELETED.  | Q07. 3-point rating scale for 5 trip elements  |
| DELETED.  | Q13. Did trip include a cruise; a Eurail pass  |
| DELETED.  | Q18. Percentage of spending paid by self/business/govt.                                    |
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