

NOVA SCOTIA AUTO EXIT SURVEY, 1971

CONDUCTED BY  
INDUSTRY, TRADE & COMMERCE. CANADIAN  
GOVERNMENT OFFICE OF TOURISM.

THE MINISTRY OF INDUSTRY & TOURISM. TOURISM RESEARCH BRANCH.  
GOVERNMENT OF NOVA SCOTIA.

1971

GOVERNMENT ARCHIVES DIVISION  
HISTORICAL *RESOURCES BRANCH.*  
NATIONAL ARCHIVES DIVISION  
1988

G0000207

TITLE: THE 1971 NOVA SCOTIA<sup>Auto</sup> EXIT SURVEY

GOVERNMENT ARCHIVES DIVISION  
HISTORICAL *HISTORICAL* BRANCH.  
NATIONAL ARCHIVES CANADA  
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PURPOSE OF THE SURVEY:

THE 1971 NOVA SCOTIA <sup>auto</sup> EXIT SURVEY WAS CONDUCTED BY THE MINISTRY OF INDUSTRY AND TOURISM ON BEHALF OF THE NOVA SCOTIA GOVERNMENT IN ORDER TO COLLECT DATA ON INDIVIDUALS EXITING NOVA SCOTIA TRAVELLING BY CAR.

THE SURVEY WAS CONDUCTED THROUGH PERSONAL INTERVIEWS AT BORDER CROSSINGS INTO THE PROVINCE.

DESCRIPTION OF THE SURVEY:

THE SURVEY WAS CONDUCTED IN PERSON AS VISITORS LEFT THE PROVINCE OF NOVA SCOTIA.

THE QUESTIONNAIRE USED TO COLLECT THE DATA WAS DESIGNED TO OBTAIN INFORMATION ON THE FOLLOWING:

- 1) TRIP DESCRIPTION - NUMBER OF PERSONS IN THE GROUP, DURATION OF STAY, TYPE OF ACCOMODATION TYPE USED, REASON FOR VISIT.
- 2) EXPENDITURES - TOTAL EXPENDITURE, EXPENDITURE BY ITEM SUCH AS ACCOMODATION, FOOD, GAS, ETC.
- 3) DEMOGRAPHY - GENERAL CHARACTERICS <sup>di</sup> OF THE INDIVIDUAL VISITORS SUCH AS AGE, INCOME ETC.

**NOTES ON THE USE OF THIS SURVEY:**

AT THE TIME OF THIS ACQUISITION, ONLY A LIMITED AMOUNT OF INFORMATION AND DOCUMENTATION WAS AVAILABLE FOR THIS SURVEY.

THE FINAL TWO CARDS OF DATA, ALTHOUGH RECORDED ON TAPE, HAVE NO DOCUMENTATION AVAILABLE IN ORDER TO INTERPRET THE DATA.

THE RESEARCHER IS THEREFORE LIMITED TO THE FIRST THREE CARDS OF DATA AS DEFINED IN THE CODEBOOK.



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Variable no. N° de la variable	Field position Position de zone	Field type Type de zone	Source reference Source de référence	Variable — Code - Description Variable — Description des codes	Comments Commentaires	
1	1-6	N	Q	Col. 1-5 identifies the questionnaire number (A unique identification number per individual)  Col. 6 identifies the card number = 1		
2	7-12			Exit point, Date, Time		
3	13-17			Province or State, Town or City: 5 digit Zip Code		
4	18			Total number of people in car Valid 1-9		
5	19			Total number of people in group responding Valid 1-9		
6	20			Number of adult males included Valid 1-9		
7	21			Number of adult females included Valid 1-9		
8	22			No. of school age children (6-16 years) included Valid 1-9		



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Variable no. No de la variable	Field position Position de zone	Field type — Type de zone	Source reference Source de référence	Variable — Code - Description Variable — Description des codes		Comments Commentaires
9	23			No. of pre-school age children (5 years old or less) included Valid 1-9		
10	24-27			Date of entry to Nova Scotia Col. 24-25 - month (01-12) Col. 26-27 - day (01-31)		
11	28			Interviewed previously this year at this location?  1 - Yes 2 - No		
12	29			Last trip to Nova Scotia taken:  1 - within past 7 days 2 - past month 3 - earlier in 1971 4 - in 1970 5 - in 1969 6 - in 1968 7 - in 1967 or before 8 - Never		
				See question 6a of questionnaire		



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Variable no. No de la variable	Field position Position de zone	Field type — Type de zone	Source reference Source de référence	Variable — Code - Description Variable — Description des codes		Comments Commentaires
13	30-31			No. of visit to Nova Scotia in past month: Valid numeric		
14	32-33			Main purpose of this trip 1 - Convention 2 - Commuting to/from work 3 - Other Business 4 - Shopping 5 - Visiting Friends and Relatives 6 - Other Personel Affairs 7 - Outdoor Recreation and Sports 8 - Travelling to/from Military or Educational Institute 9 - Sightseeing 10 - Other  See question 7 of questionnaire		
15	34-37			Total expenditure during this trip - Valid dollar amount		



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Variable no. N° de la variable	Field position Position de zone	Field type — Type de zone	Source reference Source de référence	Variable — Code - Description Variable — Description des codes	Comments Commentaires	
16	38-65			Expenditures by item: (in dollars)		
	38-40			Gas and Oil		
	41-43			Auto Repair and Maintenance		
	44-46			Food and Beverages in Stores		
	47-49			Meats and Beverages in Restaurants		
	50-52			Accommodation		
	53-55			Recreation and Entertainment		
	56-58			Handcrafts and Other Merchandise		
	59-61			Other		
	62-65			Major expenditures		
17	66-67			Point of Entry into Nova Scotia:		
				31 - Yarmouth		
				32 - Digby		
				33 - Amherst		
				34 - Tidnish		
				35 - Caribon		
				36 - North Sydney		
				37 - Halifax		
				See question 10 of ques- tionnaire		



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Variable no. No de la variable	Field position Position de zone	Field type — Type de zone	Source reference Source de référence	Variable — Code - Description Variable — Description des codes		Comments Commentaires
18	68-75			Number of nights spent in the following provinces:		
	68-69			Newfoundland		
	70-71			Nova Scotia		
	72-73			Prince Edward Island		
	74-75			New Brunswick		
19	76			Nights spent in Nova Scotia if Col. (70-71) is > 0 includes:		
				1 - This trip only		
				2 - Includes earlier visits in total		
20	77-78			No of nights in Nova Scotia on present trip		
	79-80			Blank		
21	1-6			Questionnaire and Card Number		
	1-5			Questionnaire Number		
	6			Card Number = 2		
22	7-28			Places stayed overnight and no. of nights stayed		
	7-9			Col. 7 - Halifax or Darmouth		
				Col. 8-9 - No. of nights		



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Variable no. No de la variable	Field position Position de zone	Field type — Type de zone	Source reference Source de référence	Variable — Code - Description Variable — Description des codes		Comments Commentaires	
10-12				Col. 10 - Cape Breton			
				Col. 11-12 - No. of nights			
				Col. 13 - Annapolis Valley			
13-15				Col. 14-15 - No. of nights			
16-18				Col. 16 - Northern Nova Scotia			
				Col. 17-18 - No. of nights			
19-21				Col. 19 - South Shore			
				Col. 20-21 - No. of nights			
22-24				Col. 22 - Eastern Shore			
				Col. 23-24 - No. of nights			
25-28				Blank			
29-30				% of total expenditure spent in Halifax-Dartmouth - Valid (00-99)			
23 31-56				Number of nights spent in the following types of accommodation while in N.S.			
				1 - Hotel			
				2 - Motel			
				3 - Cabin			
				4 - Housekeeping Cabin			
				5 - Tourist Guest Home			
				6 - Rented Cottage or Vacation Home			



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Variable no. No de la variable	Field position Position de zone	Field type — Type de zone	Source reference Source de référence	Variable — Code - Description Variable — Description des codes		Comments Commentaires
43-44				7 - Owned-Borrowed Cottage or Vacation Home		
45-46				8 - With friends and/or relatives		
47-48				9 - Federal Government Campgrounds, and Trailor Parks		
49-50				10 - Provincial Government Campgrounds, and Trailor Parks		
51-52				11 - Commercial Campgrounds and Trailor Parks		
53-54				12 - Hunting or Fishing Lodges		
55-56				13 - Other		
24	57			Income group of family's Chief wage earner		
				0- Not stated		
				1- Under \$1,000		
				2- 1,000 to 2,999		
				3- 3,000 to 5,999		
				4- 6,000 to 6,999		
				5- 7,000 to 7,999		
				6- 8,000 to 9,999		
				7- 10,000 to 14,999		
				8- 15,000 to 24,999		
				9- 25,000 and over		



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Variable no. No de la variable	Field position Position de zone	Field type — Type de zone	Source reference Source de référence	Variable — Code - Description Variable — Description des codes		Comments Commentaires
25	58-59			Occupation group of family's chief salary earner		
26	60			Location of accommodation preference during maritimes trip  1 - Cities and towns 2 - near but not in cities and towns 3 - Rural Setting 4 - Urban and Rural 5 - Other		
27	61			Accommodation type preference  1 - Hotel \$14-24./day 2 - Resort Hotel \$20-40./day 3 - Motel \$12-24. for 2/day 4 - Cabin \$12-24. for 2/day 5 - Campgrounds \$2-5. per tent trailer/day 6 - Friends and Relatives no charge 7 - Other		



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Variable no. No de la variable	Field position Position de zone	Field type — Type de zone	Source reference Source de référence	Variable — Code - Description Variable — Description des codes		Comments Commentaires	
28	62			Did you contact Federal or Provincial Government Travel offices for information before the start of this trip			
				1 - Yes			
				2 - No			
						See question 18a of questionnaire	
29	63-69			Which offices did you contact:			
	63			1 - Canadian Government Travel Office			
	64			1 - Newfoundland Travel Office			
	65			1 - Nova Scotia Travel Office			
	66			1 - PEI Travel Office			
	67			1 - New Brunswick Travel Office			
	68			1 - Local Travel Office			
	69			1 - Other			
30	70			Have you obtained information from Travel bureaus since starting this trip			
				1 - Yes			
				2 - No			
						See question 19a of questionnaire	



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Variable no. No de la variable	Field position Position de zone	Field type — Type de zone	Source reference Source de référence	Variable — Code - Description Variable — Description des codes		Comments Commentaires
31	71-77			Which travel bureaus have you visited		
				1 - indicates visit		
				2 - indicates not visited		
	71			Canadian Government Reception Centre		
	72			Newfoundland Travel Bureaus		
	73			Nova Scotia Travel Bureaus		
	74			PEI Travel Bureaus		
	75			New Brunswick Travel Bureau		
	76			Local Travel Bureaus		
	77			Other		
	78-80			BLANK		
32	1-6			Questionnaire and Card Number		
				Col. 1-5 questionnaire number		
				Col. 6- identifies card number 3		
33	7-48			Which activities did you participate in while in this province.		
				1 - indicates participated		
				Which activities did you expect to participate in but did not.		
				1 - indicates did not participate		



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Variable no. No de la variable	Field position Position de zone	Field type — Type de zone	Source reference Source de référence	Variable — Code - Description Variable — Description des codes		Comments Commentaires	
7-8				Going to the Beach	Col.	Did 7	Did Not 8
9-10				Swimming	Col.	9	10
11-12				Fresh Water Fishing	Col.	11	12
13-14				Salt Water Fishing	Col.	13	14
15-16				Sailing	Col.	15	16
17-18				Canoing	Col.	17	18
19-20				Other boating	Col.	19	20
21-22				Golfing	Col.	21	22
23-24				Hiking	Col.	23	24
25-26				Hunting	Col.	25	26
27-28				Picniking	Col.	27	28
29-30				Playing Tennis	Col.	29	30
31-32				Attending Spectator Sports	Col.	31	32
33-34				Attending Social Events	Col.	33	34
35-36				Attending live Theatre	Col.	35	36
37-38				Visiting Museums, historic sites	Col.	37	38
39-40				Visiting Wildlife Parks	Col.	39	40
41-42				Visiting National Parks	Col.	41	42



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Variable no. No de la variable	Field position Position de zone	Field type — Type de zone	Source reference Source de référence	Variable — Code - Description Variable — Description des codes		Comments Commentaires	
43-44				Shopping	Col.	43	44
45-46				Sightseeing cities/ towns	Col.	45	46
47-48				Sightseeing outside cities towns	Col.	47	48
34				Which of these provinces or territories were visited on this trip and how many nights were spent in each:			
49-51				Col. 49 - 1 - Quebec			
				Col. 50-51 - no. of nights			
52-54				Col. 52 - 2 - Ontario			
				Col. 53-54 - no. of nights			
55-57				Col. 55 - 3 - Manitoba			
				Col. 56-57 - no. of nights			
58-60				Col. 58 - 4 - Saskatchewan			
				Col. 59-60 - no. of nights			
61-63				Col. 61 - 5 - Alberta			
				Col. 62-63 - no. of nights			
64-66				Col. 64 - 6 - British Columbia			
				Col. 65-66 - no. of nights			
67-69				Col. 67 - 7 - Yukon			
				Col. 68-69 - no. of nights			



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	70-72			Col. 70 - 8 - Northwest Territories Col. 71-72 - no. of nights	
35	73-74			Main Destination in Canada. Valid area codes	
	75-80			BLANK	