

## **APPENDICES**

**APPENDIX A- TELEPHONE SURVEY**

*(SCRIPT COPY)*

A COMPARATIVE ANALYSIS OF THE  
TRAVEL BEHAVIOR OF BLACK AND WHITE TRAVELERS

SURVEY

**Co-Funded by**

**VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY  
AND  
MARRIOTT FOUNDATION**

A. Hello my name is \_\_\_\_\_ and I'm calling from New South Research in Birmingham, AL. We are doing a study on Leisure/Vacation Travel behavior. I would like to ask you some questions which will only take a few minutes. I think you will find it interesting. Our sampling design requires that we speak with an adult in the household. Would that be you?

{GO TO Q1} YES 1

NO 2

B. May I speak with an adult of the household?

{REPEAT FIRST FOUR SENTENCES OF A:GO TO Q1}

YES 1

NO 2

C. When may I call back to speak with (him/her)? \_\_\_\_\_

D. Whom shall I ask for? \_\_\_\_\_

**{REPEAT BACK FOR CLARITY AND PRONUNCIATION THEN TERMINATE CALL}.**

Q1. My first question is: Have you taken a pleasure trip at least 2 nights away from home during the last year?

{GO TO Q2} YES 1

NO 2

**{IF NO, TERMINATE CALL}**

Q2. Our survey design requires that we ask, only for the purpose of this study, is this a black or white household?

{GO TO Q3} YES 1

NO 2

**{IF NO, TERMINATE CALL}**

Q3{START}... There are various types of trips you can take for leisure or vacation travel. **Please think about your most recent trip.** What type of trip did you take? Was it a city trip, touring vacation, cruise, resort vacation, theme park trip, outdoors vacation, eco-tourism vacation or visiting friends and relatives trip?

**{AS THEY TELL YOU THE TYPE OF TRIP, ASK THEM:}**

How long did you stay on this trip?

<u><b>Type of Trip</b></u>	<u><b>Length of Stay</b></u>
A. City Trip	_____
B. Touring Vacation	_____
C. Cruise	_____
D. Resort Vacation	_____
E. Theme Park	_____
F. Outdoors Vacation	_____
G. Eco-tourism	_____
H. Visiting Friends and Relatives	_____

**3a. Trip Definitions**

**\*{ONLY READ IF NECESSARY, IF THE RESPONDENT ASK YOU WHAT A PARTICULAR TYPE OF TRIP IS}.**

**City Trip** - A trip to a city where you may shop, enjoy entertainment, dine, visit museums, attend theater, and/or just enjoy the city.

**Touring Vacation** - A vacation by car, bus, or train through scenic areas.

**Cruise** - A trip on a cruise ship where you enjoy all on-board activities and the planned stops at points of interests.

**Resort Vacation** - A trip to a resort or resort area where a wide variety of activities such as beaches, skiing, tennis, golfing, etc. are available either on the premises or close by.

**Theme Park** - A Vacation taken primarily for the purpose of visiting a major theme park.

**Outdoors Vacation** - A vacation in a natural area where you may engage in activities such as camping, hunting, hiking, rafting, and fishing, etc.

**Eco-tourism** - A vacation which involves participation in the environment, as well as cultural/heritage tourism.

**Visiting Friends and Relatives** - A vacation which involves visiting family members and friends in another city.

\*\*All above definitions except Eco-tourism and visiting family and friends were adapted from the 1995 U.S. Pleasure Travel Market in Canada Survey.

**Q4.** Now I'm going to read some information sources that you may have used in planning your trip. Please tell me the sources you used. Did you use

- General magazines \_\_\_\_\_
- Books \_\_\_\_\_
- Television \_\_\_\_\_
- Radio \_\_\_\_\_
- Brochures/Travel Guides \_\_\_\_\_
- Documentary Travel Film \_\_\_\_\_
- Tourism Office \_\_\_\_\_
- Travel Agent \_\_\_\_\_
- Friends and relatives \_\_\_\_\_
- or the Internet \_\_\_\_\_

**Q5.** Now I am going to read a list of things people often do on their vacation. During your last pleasure trip did you...

Rest, loaf around or enjoy T.V. radio and or other media? \_\_\_\_\_

Did you play sports such as bowling, baseball, basketball, or soccer? \_\_\_\_\_

Do Exercise such as running, aerobics, or weightlifting? \_\_\_\_\_

Participate in woodworking, remodeling, sewing, gardening, and cooking? \_\_\_\_\_

Did you attend dances and parties, visit friends and relatives, church activities, club activities, or participate in voluntary organizations? \_\_\_\_\_

Did you participate in individual outdoor activities such as swimming bicycling, or sailing? \_\_\_\_\_

Did you hunt or fish? \_\_\_\_\_

Did you play games such as cards, go gambling, play board and other games? \_\_\_\_\_

Did you attend or participate in fine art such as dance, ballet and painting? \_\_\_\_\_

Did you camp or hike? \_\_\_\_\_

Participate in activities such as motorcycling, traveling, or sightseeing?

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Did you golf?

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Did you snow ski, rock climb, or sky dive?

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Go Boating or Skiing?

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**GENERAL INFORMATION**

**SECTION II**

Now, I would like to get some information about you.

**Q1.** What year were you born?\_\_\_\_\_

19\_\_\_\_\_

A/REF/DK

**Q2.** Do you consider yourself

- BLACK 1
- WHITE 2
- OTHER 3

**Q3.** Are You currently married, single, divorced, separated or widowed

- MARRIED 1
- SINGLE 2
- DIVORCED 3
- SEPARATED 4
- WIDOWED 5

**Q4.** What is the highest level of education you have completed?

- GRADE SCHOOL 1
- SOME HIGH SCHOOL 2
- HIGH SCHOOL GRAD(GED) 3
- TRADE/VOC SCHOOL AFTER HS 4
- SOME COLLEGE 5
- COMMUNITY COLLEGE GRADUATE 6
- 4 YR. COLLEGE GRADUATE 7
- SOME GRADUATE SCHOOL/PROFESSIONAL 8
- GRADUATE OF GRADUATE/PROFESSIONAL SCHOOL 9
- REF/DK 10

**Q5.** What is your job title?\_\_\_\_\_

**Q6** Was your estimated household income this past year before taxes less than \$50,000 or more than \$50,000?

- {GO TO Q6a}** LESS THAN \$50,000  
1
- {GO TO Q6b}** \$50,000 OR MORE  
2
- {GO TO 7}** A/REF/DK  
3

**6a.** I am going to read several income ranges to you. Please stop me when I get to the range that includes your estimate of household income before taxes in 1997.

- {GO TO Q7}** less than \$20,000  
1
- {GO TO Q7}** between \$20,000 and less than \$30,000  
2
- {GO TO Q7}** between \$30,000 and less than \$40,000  
3
- {GO TO Q7}** between \$40,000 and less than \$50,000  
4

**Q6.** I am going to read several income ranges to you. Please stop me when I get to the range that includes your estimate of household income before taxes in 1997.

- between \$50,000 and less than \$60,000 1
- between \$60,000 and less than \$75,000 2
- between \$75,000 and less than \$100,000 3
- More than \$100,000 4

**Q7.** Now I would like to ask you a few questions about your religion. Do you consider yourself to be Protestant, Catholic, Jewish, Moslem/Muslim or something else?

**NOTE:** Protestant denominations include Baptist, Church of Christ, Church of God, Christian Church, Church of the Brethren, Episcopalian, Lutheran, Methodist, Presbyterian, Seventh Day Adventist and others.

- PROTESTANT  
1
- CATHOLIC  
2
- JEWISH  
3
- MOSLIM/MUSLIM 4
- OTHER/SPECIFY \_\_\_\_\_ 5
- NONE ATHEIST/AGNOSTIC {GO TO Q7a} 6
- NA/REF/DK  
7

**Q7a.** Do you attend worship/religious services? {GO TO Q7b) YES 1  
NO2

**Q7b.** In the past 12 months about how often did you attend religious services? Would you say

- several times a week 1
- every week  
2
- 2-3 times a month  
3
- about once per month 4
- about once every 3 months 5
- about 5-10 times a year 6
- about once or twice a year 7
- special high and holy days 8
- never 9
- NA/REF/DK 10

- Q8.** Now about where you live. Do you live in a:
- |                               |   |
|-------------------------------|---|
| Mostly all white neighborhood | 1 |
| Mostly all black neighborhood | 2 |
| Mixed neighborhood            | 3 |

**IF YOU CAN'T TELL THE GENDER OF THE RESPONDENT, SAY:**

- Q9.** Just one more question: Our survey design requires that I ask if you are male or female.
- |        |   |
|--------|---|
| MALE   | 1 |
| FEMALE | 2 |

This concludes our survey. Thank you for your time and help in this project.  
Have a good evening/afternoon

**\*\*The format of this survey was derived from the "QUALITY OF LIFE IN VIRGINIA" survey done by the Center For Survey Research at Virginia Polytechnic Institute and State University in Blacksburg, VA. I would like to thank Dr. Alan Bayer, Professor and Director of the Center for Survey Research at Virginia Polytechnic Institute and State University for his assistance and input in the development of this survey.**

**APPENDIX B-DIALING SHEET**

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**Dialing Sheet  
MARITZ MARKETING RESEARCH, INC**

**Study**-6 State Survey      **Client**-New South Research Study # **Page**3 of 17

Area    6 State Area    Date 30 Mar 98      **Sample**#003908      **Rep** 1 of 18

Interviewer      1<sup>st</sup> Attempt      2<sup>nd</sup> Attempt      3<sup>rd</sup> Attempt      4<sup>th</sup> Attempt

Time Zone and Phone Date Time Code Date Time Code    Date Time Code    Date Time Code

- 1) C                    4/1    NA
- 2) C                    4/1    DS
- 3) C                    4/1    NA
- 4) C                    4/1    DS
- 5) C                    4/1    CM
- 6) C                    4/1    NA
- 7) C                    4/1    CM
- 8) C                    4/1    CM
- 9) C                    4/1    RF
- 10) C                   4/1    RF
- 11) C                   4/1    DS
- 12) C                   4/1    NA
- 13) C                   4/1    RF
- 14) C                   4/1    DS
- 15) C                   4/1    DS
- 16) C                   4/1    NA
- 17) C                   4/1    NA
- 18) C                   4/1    RF
- 19) C                   4/1    CM
- 20) C                   4/1    RF
- 21) C                   4/1    BZ
- 22) C                   4/1    CM
- 23) C                   4/1    CM
- 24) C                   4/1    BZ

CM-Completed    NA-No Answer    BZ-Busy Signal    DS-Disconnected         CB-Call Back RF-Refusal  
Respondent must be informed that call may be monitored or recorded.

## **APPENDIX C-NEW SOUTH RESEARCH REPORT**

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### **New South Research Report**

“All interviewing was conducted from a central telephone facility in Birmingham, Alabama. Prior to the beginning of interviewing, the interviewers were thoroughly briefed on the purposes of the survey and each question was reviewed in detail with the interviewing staff to ensure they clearly understood the question being asked and the possible answers they might receive.

While interviewing were being conducted, a supervisor was present at all times to answer questions or resolve problems that might arise. During the course of this study, no problems were encountered which would affect the quality of the data or the research results.

As surveys were completed, each interview was carefully checked by the supervisor for completeness and consistency .

### **CONFIDENCE LIMITS**

Based on a total sample of this size (500), it is expected that the results obtained from this research will be within  $\pm 5.7$  percent of that which would have been obtained if all households in the area had been interviewed. Further, it is expected that will occur 95 times out of 100.

### **LIMITATIONS OF THE STUDY**

All research is subject to certain limitations. In this case, since a telephone survey was conducted, the results do not include opinions for certain populations.

Included among these populations are persons who do not have a telephone in their home, those living in institutional quarters and those living with someone else such as parents living with their children.

New listings and persons with unlisted numbers included in the research and were reached by random digit “1-plus dialing. That is, “1” was added to each working number to reach these sub-segments of the population. While the attitudes of those persons excluded from the survey may or may not be different from those who were included in the research, the omission of these segments is not expected to have a significant effect on the survey results because of the small size of the segment.

**APPENDICES D1-D10-13**  
**LOG LINEAR RESULTS**

## APPENDIX D1

Race By Length of Stay By Income: Log Linear Results

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### Maximum Likelihood Analysis of Variance Table

Source	DF	Chi-Square	Probability
Race	1	8.83	.00
Income	3	172.58	.00
Race by Income	3	25.55	.00
Lgth. of Stay (LOS)	2	38.72	.00
Stay by Income	6	10.77	.09
Likelihood Ratio	7	9.74	.20

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## APPENDIX D2

Race By Length of Stay By Educational Level: Log Linear Results

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### Maximum Likelihood Analysis of Variance Table

Source	DF	Chi-Square	Probability
Race	1	13.97	.00
Educational Level	3	114.99	.00
Race by Educational Lv.	3	18.09	.00
Length of Stay	2	95.08	.00
Likelihood Ratio	14	13.79	.46

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### APPENDIX D3

#### Race By Length of Stay By Occupation: Log Linear Results

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##### Maximum Likelihood Analysis of Variance Table

Source	DF	Chi-Square	Probability
Race		1	.34 .55
Occupation	4	60.80	.00
Race by Occupation	4	11.87	.01
Lgth. of Stay (LOS)	2	42.97	.00
LOS by Occupation	8	18.09	.02
Likelihood Ratio	9	6.80	.65

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### APPENDIX D4

#### Race By Length of Stay By Residence: Log Linear Results

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##### Maximum Likelihood Analysis of Variance Table

Source	DF	Chi-Square	Probability
Race	1	1.72	.18
Residence	2	26.15	.00
Race by Residence	2	130.02	.00
Lgth. of Stay (LOS)	2	92.91	.00
LOS by Residence	4	6.91	.14
Likelihood Ratio	6	8.36	.21

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### APPENDIX D5

#### Race By Type of Trip By Income: Log Linear Results

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##### Maximum Likelihood Analysis of Variance Table

Source	DF	Chi-Square	Probability
Race	1	9.79	.00
Income	3	159.17	.00
Race by Income	3	20.29	.00
Type of Trip	5	56.63	.00
Type of Trip by Income	15	24.47	.05
Race by Trip	5	20.83	.00
Likelihood Ratio	14	17.52	.22

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### APPENDIX D6

#### Race By Type of Trip By Education: Log Linear Results

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##### Maximum Likelihood Analysis of Variance Table

Source	DF	Chi-Square	Probability
Race	1	17.19	.00
Education Level	3	111.61	.00
Race by Education Level	3	16.95	.00
Type of Trip	5	151.47	.00
Race by Type of Trip	5	20.25	.00
Likelihood Ratio	28	34.49	.18

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### APPENDIX D7

Race By Type of Trip By Occupation: Log Linear Results

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#### Maximum Likelihood Analysis of Variance Table

Source	DF	Chi-Square	Probability
Type of Trip	5	98.50	.00
Occupation	4	69.87	.00
Type of Trip by Occup.	20	36.69	.01
Race.	1	12.54	.00
Race by Type of Trip	5	18.16	.00
Likelihood Ratio	19	16.40	.63

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### APPENDIX D8

Race By Type of Trip By Residence: Log Linear Results

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#### Maximum Likelihood Analysis of Variance Table

Source	DF	Chi-Square	Probability
Race	1	6.84	.22
Residence	2	28.25	.00
Type of Trip	4	67.56	.74
Type of Trip by Res.	8	19.67	.00
Race by Residence	2	98.54	.00
Likelihood Ratio	12	16.72	.09

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**APPENDIX D9-1**

**Race By Activity By Income: Log Linear Results**

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**Maximum Likelihood Analysis of Variance Table**

<b>Source</b>	<b>DF</b>	<b>Chi-Square</b>	<b>Probability</b>
Race	1	9.92	.0016
Income	3	185.90	.0000
Race by Income	3	20.83	.0001
Immobile Activity	1	81.21	.0000
Race by Im. Act.	3	6.27	.0993
Likelihood Ratio	3	2.30	.5130

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**APPENDIX D 9-2**

**Race By Activity By Income: Log Linear Results**

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**Maximum Likelihood Analysis of Variance Table**

<b>Source</b>	<b>DF</b>	<b>Chi-Square</b>	<b>Probability</b>
Race	1	6.59	.0102
Income	3	231.25	.0000
Race by Income	3	21.63	.0001
Sporting Activity	1	208.96	.0000
Likelihood Ratio	7	3.19	.8671

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**APPENDIX D 9-3**

**Race By Activity By Income: Log Linear Results**

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**Maximum Likelihood Analysis of Variance Table**

<b>Source</b>	<b>DF</b>	<b>Chi-Square</b>	<b>Probability</b>
Race	1	9.51	.0020
Income	3	231.25	.0000
Race by Income	3	21.63	.0001
Exercise Health	1	169.63	.0000
Race by Ex/Hlth.	1	3.04	.0812
Likelihood Ratio	6	7.56	.2723

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**APPENDIX D 9-4**

**Race By Activity By Income: Log Linear Results**

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**Maximum Likelihood Analysis of Variance Table**

<b>Source</b>	<b>DF</b>	<b>Chi-Square</b>	<b>Probability</b>
Race	1	9.51	.0020
Income	3	231.25	.0000
Race by Income	3	21.63	.0001
Popular Art	1	169.63	.0000
Race by Pop. Art	1	3.04	.0812
Likelihood Ratio	6	7.56	.2723

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**APPENDIX D 9-5**

**Race By Activity By Income: Log Linear Results**

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**Maximum Likelihood Analysis of Variance Table**

<b>Source</b>	<b>DF</b>	<b>Chi-Square</b>	<b>Probability</b>
Race	1	6.59	.0102
Income	3	229.24	.0000
Race by Income	3	21.63	.0001
Association/Soc.	1	4.35	.0369
Race by Assoc./Soc.	3	6.69	.0823
Likelihood Ratio	4	3.24	.5192

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**APPENDIX D 9-6**

**Race By Activity By Income: Log Linear Results**

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**Maximum Likelihood Analysis of Variance Table**

<b>Source</b>	<b>DF</b>	<b>Chi-Square</b>	<b>Probability</b>
Race	1	6.59	.0102
Income	3	208.74	.0000
Race by Income	3	21.63	.0001
Outdoor Activities	1	34.89	.0000
Outdr. Act. By Income	3	6.69	.0823
Likelihood Ratio	4	2.68	.6121

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**APPENDIX D 9-7**

**Race By Activity By Income: Log Linear Results**

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**Maximum Likelihood Analysis of Variance Table**

<b>Source</b>	<b>DF</b>	<b>Chi-Square</b>	<b>Probability</b>
Race	1	6.59	.0102
Income	3	103.94	.0000
Race by Income	3	21.63	.0001
Hunting/Fishing	1	101.37	.0000
Hnt/Fhg. By Income	3	22.16	.0001
Likelihood Ratio	4	3.12	.5382

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**APPENDIX D 9-8**

**Race By Activity By Income: Log Linear Results**

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**Maximum Likelihood Analysis of Variance Table**

<b>Source</b>	<b>DF</b>	<b>Chi-Square</b>	<b>Probability</b>
Race	1	5.25	.0219
Income	3	231.25	.0000
Race by Income	3	21.63	.0001
Games	1	18.84	.0000
Race by Games	1	2.96	.0852
Likelihood Ratio	6	2.45	.8743

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**APPENDIX D 9-9**

**Race By Activity By Income: Log Linear Results**

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### Maximum Likelihood Analysis of Variance Table

<b>Source</b>	<b>DF</b>	<b>Chi-Square</b>	<b>Probability</b>
Race	1	6.59	.0102
Income	3	109.81	.0000
Race by Income	3	21.63	.0001
Fine Art	1	119.94	.0000
Fine Art By Income	3	15.10	.0017
Likelihood Ratio	4	1.76	.7799

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### APPENDIX D 9-10

#### Race By Activity By Income: Log Linear Results

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### Maximum Likelihood Analysis of Variance Table

<b>Source</b>	<b>DF</b>	<b>Chi-Square</b>	<b>Probability</b>
Race	1	1.47	.0007
Income	3	73.63	.0000
Race by Income	3	7.42	.0597
Camping/Hiking	1	97.99	.0000
Race by C/H	1	3.68	.0552
C/H by Income	3	11.28	.0103
Race by C/H By Income	3	10.11	.0177
Likelihood Ratio	0		

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**APPENDIX D 9-11**

**Race By Activity By Income: Log Linear Results**

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**Maximum Likelihood Analysis of Variance Table**

<b>Source</b>	<b>DF</b>	<b>Chi-Square</b>	<b>Probability</b>
Race	1	6.59	.0102
Income	3	225.28	.0000
Race by Income	3	21.63	.0001
Mobile Activities	1	9.39	.0022
M/A By Income	3	16.07	.0011
Likelihood Ratio	4	2.96	.5649

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**APPENDIX D 9-12**

**Race By Activity By Income: Log Linear Results**

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**Maximum Likelihood Analysis of Variance Table**

<b>Source</b>	<b>DF</b>	<b>Chi-Square</b>	<b>Probability</b>
Race	1	6.59	.0102
Income	3	88.27	.0000
Race by Income	3	21.63	.0001
Golf	1	109.46	.0000
Golf By Income	3	7.88	.0485
Likelihood Ratio	4	0.27	.9915

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**APPENDIX D 9-13**

**Race By Activity By Income: Log Linear Results**

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**Maximum Likelihood Analysis of Variance Table**

<b>Source</b>	<b>DF</b>	<b>Chi-Square</b>	<b>Probability</b>
Race	1	12.64	.0004
Income	3	120.88	.0000
Race by Income	3	18.95	.0003
Boating/W. Skiing	1	116.42	.0000
B/WS By Income	3	9.67	.0216
Race by B/WS	1	6.73	.0095
Likelihood Ratio	3	1.19	.7554

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**Note:** Due to low participation in risk skill activities, the study did not control in this activity.

**APPENDIX D 10-1**

**Race By Activity By Income: Log Linear Results**

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**Maximum Likelihood Analysis of Variance Table**

<b>Source</b>	<b>DF</b>	<b>Chi-Square</b>	<b>Probability</b>
Race	1	18.10	.0000
Educational Level	3	114.99	.0000
Race by Ed Level	3	18.09	.0004
Immobile Activities	1	132.42	.0000
Race by I/A	1	4.44	.0351
Likelihood Ratio	6	2.62	.8549

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**APPENDIX D 10-2**

**Race By Activity By Income: Log Linear Results**

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**Maximum Likelihood Analysis of Variance Table**

<b>Source</b>	<b>DF</b>	<b>Chi-Square</b>	<b>Probability</b>
Race	1	13.97	.0002
Educational Level	3	114.99	.0000
Race by Ed Level	3	18.09	.0004
Sporting Act.	1	209.60	.0000
Likelihood Ratio	7	12.27	.0922

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**APPENDIX D 10-3**

**Race By Activity By Income: Log Linear Results**

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**Maximum Likelihood Analysis of Variance Table**

<b>Source</b>	<b>DF</b>	<b>Chi-Square</b>	<b>Probability</b>
Race	1	13.97	.0002
Educational Level	3	55.31	.0000
Race by Ed Level	3	18.09	.0004
Exercise/Health	1	125.30	.0000
E/H by Ed. Level	3	7.92	.0477
Likelihood Ratio	4	3.11	.5398

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**APPENDIX D 10-4**

**Race By Activity By Income: Log Linear Results**

**Maximum Likelihood Analysis of Variance Table**

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<b>Source</b>	<b>DF</b>	<b>Chi-Square</b>	<b>Probability</b>
Race	1	17.41	.0000
Educational Level	3	114.99	.0000
Race by Ed Level	3	18.09	.0004
Popular Art	1	169.33	.0000
Race by Pop. Art	1	4.07	.0436
Likelihood Ratio	6	.67	.9952

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**APPENDIX D 10-5**

**Race By Activity By Income: Log Linear Results**

**Maximum Likelihood Analysis of Variance Table**

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<b>Source</b>	<b>DF</b>	<b>Chi-Square</b>	<b>Probability</b>
Race	1	15.11	.0001
Educational Level	3	114.99	.0000
Race by Ed Level	3	18.09	.0004
Association/Soc.	1	9.04	.0026
Race by A/S	1	2.72	.0994
Likelihood Ratio	6	5.96	.4280

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**APPENDIX D 10-6**

**Race By Activity By Income: Log Linear Results**

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**Maximum Likelihood Analysis of Variance Table**

<b>Source</b>	<b>DF</b>	<b>Chi-Square</b>	<b>Probability</b>
Race	1	17.04	.0000
Educational Level	3	114.99	.0000
Race by Ed Level	3	18.09	.0004
Outdoor Activities	1	76.99	.0000
Race by O/A	1	3.46	.0630
Likelihood Ratio	6	8.29	.2173

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**APPENDIX D 10-7**

**Race By Activity By Income: Log Linear Results**

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**Maximum Likelihood Analysis of Variance Table**

<b>Source</b>	<b>DF</b>	<b>Chi-Square</b>	<b>Probability</b>
Race	1	9.36	.0022
Educational Level	3	37.05	.0000
Race by Ed Level	3	15.87	.0012
Hunting/Fishing	1	97.16	.0000
Race by H/F	1	1.68	.1945
H/F by Ed Level	3	4.65	.1995
Race by H/F by Ed Lev	3	9.64	.0219
Likelihood Ratio	0		

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**APPENDIX D 10-8**

**Race By Activity By Income: Log Linear Results**

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**Maximum Likelihood Analysis of Variance Table**

<b>Source</b>	<b>DF</b>	<b>Chi-Square</b>	<b>Probability</b>
Race	1	11.23	.0008
Educational Level	3	105.23	.0000
Race by Ed Level	3	19.06	.0003
Games	1	12.64	.0004
Games by Ed Level	3	5.76	.1237
Race by Ed Level	1	4.34	.0372
Likelihood Ratio	3	5.67	.1289

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**APPENDIX D 10-9**

**Race By Activity By Income: Log Linear Results**

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**Maximum Likelihood Analysis of Variance Table**

<b>Source</b>	<b>DF</b>	<b>Chi-Square</b>	<b>Probability</b>
Race	1	13.97	.0002
Educational Level	3	28.98	.0000
Race by Ed Level	3	18.09	.0004
Fine Art	1	158.02	.0000
Fine Art by Ed Level	3	14.08	.0028
Likelihood Ratio	4	2.17	.7053

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**APPENDIX D 10-10**

**Race By Activity By Income: Log Linear Results**

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**Maximum Likelihood Analysis of Variance Table**

<b>Source</b>	<b>DF</b>	<b>Chi-Square</b>	<b>Probability</b>
Race	1	19.45	.0000
Educational Level	3	36.33	.0000
Race by Ed Level	3	5.26	.1536
Camping/Hiking	1	111.93	.0000
Race by C/H	1	8.01	.0047
C/H by Ed Level	3	4.78	.1890
Race by C/H by Ed Lev	3	9.20	.0267
Likelihood Ratio	0		

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**APPENDIX D 10-11**

**Race By Activity By Income: Log Linear Results**

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**Maximum Likelihood Analysis of Variance Table**

<b>Source</b>	<b>DF</b>	<b>Chi-Square</b>	<b>Probability</b>
Race	1	19.45	.0000
Educational Level	3	36.33	.0000
Race by Ed Level	3	5.26	.1536
Mobile Activities	1	111.93	.0000
Race by M/A	1	8.01	.0047
M/A by Ed Level	3	4.78	.1890
Race by M/A by Ed Lev	3	9.20	.0267
Likelihood Ratio	0		

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**APPENDIX D 10-12**

**Race By Activity By Income: Log Linear Results**

**Maximum Likelihood Analysis of Variance Table**

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<b>Source</b>	<b>DF</b>	<b>Chi-Square</b>	<b>Probability</b>
Race	1	13.97	.0002
Educational Level	3	18.50	.0003
Race by Ed Level	3	18.09	.0004
Golf		1	178.42 .0000
Golf by Ed. Level	3	14.47	.0023
Likelihood Ratio	4	1.78	.7756

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**APPENDIX D 10-13**

**Race By Activity By Income: Log Linear Results**

**Maximum Likelihood Analysis of Variance Table**

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<b>Source</b>	<b>DF</b>	<b>Chi-Square</b>	<b>Probability</b>
Race	1	14.33	.0002
Educational Level	3	30.74	.0000
Race by Ed Level	3	5.12	.1632
Boating/W. Skiing	1	131.73	.0000
Race by B/WSkiing	1	3.43	.0641
B/WS by Ed Level	3	3.77	.2869
Race by B/WS by Ed Lev	3	7.12	.0680
Likelihood Ratio	0		

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**Note:** Due to low participation in risk skill activities, the study did not control for this activity.

**APPENDIX E - NON-RESPONSE BIAS TABLE**

	Non-Respondents N=25	Respondents N=500	X <sup>2</sup>	prob.
<b>Race</b>			2.77	.09
Black	9		225	
White	16		275	
<b>Age (mean)</b>	45.62		46.98	
				t-value -1.36 -2
<b>Income</b>			11.09	.26
• \$20,000	7		100	
\$20,000-50k	14	283		
\$50,001-75k	3	79		
\$75,001 >	1		35	
<b>Education</b>			11.09	.26
High School	12	213		
Some College	8		154	
4 Year Degree	4	84		
Post Grad.	1	49		
<b>Residence</b>			6.59	.15
Mostly All White	13	202		
Mostly All Black	5	136		
Mixed	7	162		
<b>Gender</b>			2.77	.09
Male	8	181		
Female	17	319		

## APPENDIX F- TRIP DEFINITIONS

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### Trip Definitions

**City Trip** - A trip to a city where you may shop, enjoy entertainment, dine, visit museums, attend theater, and/or just enjoy the city.

**Touring Vacation** - A vacation by car, bus, or train through scenic areas.

**Cruise** - A trip on a cruise ship where you enjoy all on-board activities and the planned stops at points of interests.

**Resort Vacation** - A trip to a resort or resort area where a wide variety of activities such as beaches, skiing, tennis, golfing, etc. are available either on the premises or close by.

**Theme Park** - A Vacation taken primarily for the purpose of visiting a major theme park.

**Outdoors Vacation** - A vacation in a natural area where you may engage in activities such as camping, hunting, hiking, rafting, and fishing, etc.

**Eco-tourism** - A vacation which involves participation in the environment, as well as cultural/heritage tourism.

**Visiting Family and Relatives** - A vacation which involves visiting family members and friends in another city.

**Note:** All above definitions except Eco-tourism and visiting family and friends were adapted from the 1995 U.S. Pleasure Travel Market in Canada Survey.

## APPENDIX G- ACTIVITIES PARTICIPATED IN

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### Activities Participated In During Leisure Travel

**Immobile Activities**---Rest, loaf around or enjoy T.V. radio and or other media

**Sporting Activities**---Did you play sports such as bowling, baseball, basketball, or soccer?

**Exercise Activities**---Did you do Exercise such as running, aerobics, or weightlifting?

**Popular Art**---Did you participate in woodworking, remodeling, sewing, gardening, and cooking?

**Association-Sociability**---Did you participate in dances and parties, visit friends and relatives or visit church activities, club activities, or participate in voluntary organizations?

**Outdoor Activities**---Did you participate in individual outdoor activities such as swimming bicycling, or sailing?

**Hunting and Fishing**---Did you hunt or fish?

**Games**---Did you play games such as cards, go gambling, play board and other games?

**Fine Art**---Did you attend or participate in fine art such as dance, ballet and painting?

**Camping or Hiking**---Did you camp or hike?

**Mobile Activities**---Participate in activities such as motorcycling, traveling, or sightseeing?

**Golf**---Did you golf?

**Risk Skill Activities**---Did you snow ski, rock climb, or sky dive?

**Boating and Water Skiing**---Go Boating or Skiing?

**Note:** Based on Kaplan's Taxonomy, 1960 and factor analysis updates by Noe, 1974 and McLoughlin and Noe, 1988.