

***A HARGROUP OMNIBUS
SURVEY REPORT***

Vancouver Island Questions

January 2006

Vancouver Island Tourism

Presented by

HarGroup Management Consultants, Inc.

Survey Date January 17th to February 2nd 2006

HARGROUP OMNIBUS REPORT

This report presents the results for the **Vancouver Island Tourism** questions, fielded on the **January 2006 HARGROUP OMNIBUS** (Alberta). The **HARGROUP OMNIBUS** is a monthly telephone survey involving Alberta residents.

THE SAMPLE

This **HARGROUP OMNIBUS** survey consists of 1,200 randomly selected Alberta residents. The interviews were conducted by telephone, from January 17 to February 2, 2006. The sample was controlled for gender, resulting in a 50%/50% male/female distribution. As well, a quota was established for the survey based on respondents' location of residence in Alberta, in order to ensure that all areas of the province were proportionately represented based on the population distribution¹. The quota was determined based on Statistics Canada's definitions of Census Metropolitan Areas (CMA) and Census Divisions for Alberta. The survey sample includes three primary areas, CMA Edmonton, CMA Calgary and Other Alberta, which includes the 19 Census Divisions.

HarGroup applies a random digit dialling process to randomize the survey sample. This approach allows for the inclusion of listed, unlisted and new residential numbers. Our random selection process ensures that each **HARGROUP OMNIBUS** survey consists of fully independent samples.

QUALITY CONTROL

Supervisors were present at all times during the fielding of the survey to ensure that responses to questions were properly recorded. In addition, a minimum of 10% of respondents who have completed an interview were re-contacted by our supervisors to verify they have taken part in the survey.

STATISTICAL RELIABILITY

A sample size of 1,200 yields a margin of error of $\pm 2.8\%$ (within a 95% confidence interval), for the adult population of Alberta. Expressed differently, if the survey were to be conducted within the same population again, in 19 surveys out of 20 the results would likely remain within $\pm 2.8\%$ of the results presented in this report. This estimated margin of error is computed for the entire sample and analyses based on sample subsets will typically not achieve the same level of confidence.

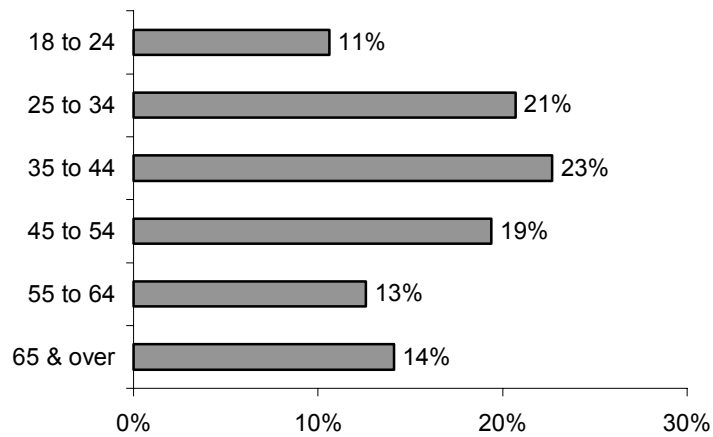
¹ Source: Statistics Canada 2004 Census.

CUSTOMIZE THE SAMPLE

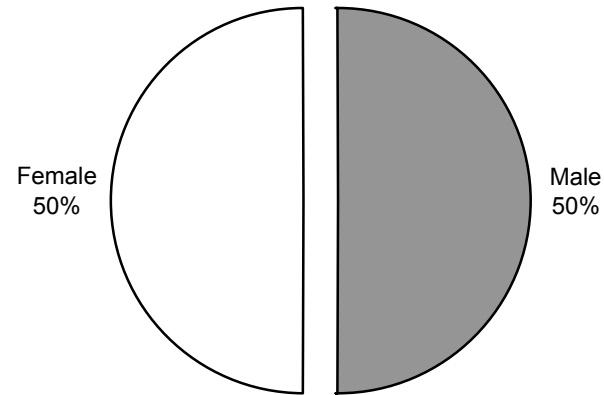
HARGROUP OMNIBUS (Alberta) surveys consist of 800 & 1,200 randomly chosen households within Alberta. Fully representative custom samples based on sample sizes of less than 800 or greater than 1,200 are also available. Pre-specified sub-samples based on location in Alberta or other socio-demographic characteristics can also be designed to meet our clients' needs. In addition, samples can be further customized through the inclusion of additional demographic variables, such as education level, occupation, employment status, etc. **HARGROUP OMNIBUS** surveys are also available for Calgary, and consist of 400 and 800 randomly chosen households within Calgary.

DEMOGRAPHIC PROFILE OF RESPONDENTS

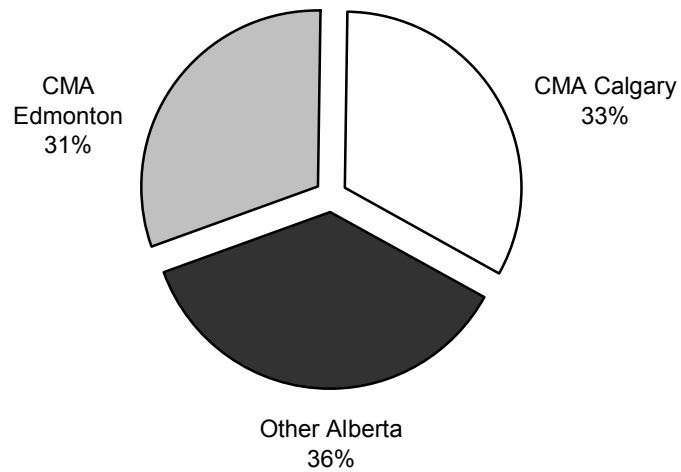
Age



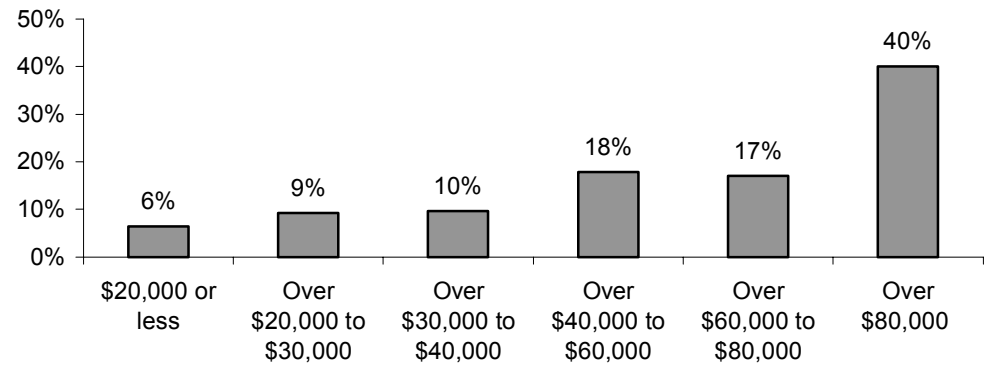
Gender



Residence
(Region of Alberta)



Household Income



READING THE DATA TABLES

For **single response** (only one allowable answer) **frequency** questions, the following definitions apply:

Client Question → **Q10. Which quadrant of the City do you reside in?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Northwest	113	28.3	28.5	28.5
	Northeast	75	18.8	18.9	47.5
	Southwest	134	33.5	33.8	81.3
	Southeast	74	18.5	18.7	100.0
	Total	396	99.0	100.0	
Missing	Refused	4	1.0		
Total		400	100.0		

Frequency
The number of respondents providing an answer.

Cumulative Percent
The running (cumulative) percentage total.

Percent
The percentage equivalent to the frequency, derived using the total sample size as the base, including respondents who did not answer.

Valid Percent
The percentage equivalent to the frequency, derived using only respondents providing an allowable answer.

Statistics

Quadrant		
N	Valid	396
	Missing	4
Mean		2.43
Median		3.00
Mode		3

Descriptive Statistics

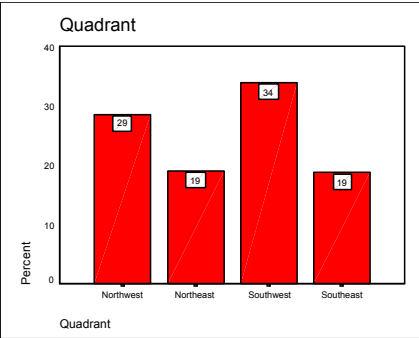
Valid – The number of respondents providing an allowable answer.

Missing – Respondents who did not answer a question because they were not eligible to do so, due to a line of questioning, or because of unclear or invalid responses.

Descriptive Statistics

- Mean** – The sum of all values, divided by the number of values.
- Median** – Half of all responses are greater than this value, and half are less than this value.
- Mode** – The value with the greatest frequency.

Figure
Graphical presentation of question results



Quadrant	Percent
Northwest	29
Northeast	19
Southwest	34
Southeast	19

For **multiple response** (more than one allowable answer) **frequency** questions, the following definitions apply:

Client Question → **Q7. What is the most important issue facing Calgarians?**

% of respondents ←

	Cases	Col Response %
Community Growth	42	65.6%
Crime	13	20.3%
Budget	11	17.2%
Deficit/Debt	6	9.4%
Community Facilities	3	4.7%
Community Spirit	3	4.7%
Culture	1	1.6%
Total	64	123.4%

% of Respondents
 The denominator for calculating percentages in the "Col Response %" column is the number of respondents (e.g. Community Growth: 42 / 65 = 65.6%). Because respondents are able to provide more than one answer, the total is > or = 100%.

% of responses →

	Responses	Col Response %
Community Growth	42	53.2%
Crime	13	16.5%
Budget	11	13.9%
Deficit/Debt	6	7.6%
Community Facilities	3	3.8%
Community Spirit	3	3.8%
Culture	1	1.3%
Total	79	100.0%

% of Responses
 The denominator for calculating percentages in the "Col Response %" column is the number of responses for all individuals (e.g. Community Growth: 42 / 79 = 53.2%). For this reason, the total = 100%.

Total
 The total number of respondents that answered the question.

Total
 The total number of responses for the question.

Cross tabulation tables are presented between client questions and demographic questions. The following definitions apply for cross tabulation tables:

Client Question → **Q5. Which of the following most closely represents your family's life stage?**

by rows

Demographic Question

Age

		Family life stage								Total	
		Younger adults		Adults w/ children		Adults w/ youth		Older adults			
		Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Age	18 to 24	18	31.0%	10	17.2%	28	48.3%	2	3.4%	58	100.0%
	25 to 34	39	54.2%	24	33.3%			9	12.5%	72	100.0%
	35 to 44	16	21.6%	28	37.8%	21	28.4%	9	12.2%	74	100.0%
	45 to 54	6	8.3%	14	19.4%	26	36.1%	26	36.1%	72	100.0%
	55 to 64	3	7.1%	4	9.5%	4	9.5%	31	73.8%	42	100.0%
	65 & over	1	1.4%	3	4.3%	4	5.8%	61	88.4%	69	100.0%
	Total	83	21.4%	83	21.4%	83	21.4%	138	35.7%	387	100.0%

Client Question

Family life stage

Row Percent
Percentages calculated across the table using the total number of valid responses for the labels in the left-hand column as the base. The percentages should be read horizontally, across the rows.

by columns

Column Percent
Percentages calculated down each column in the table using the total number of valid responses for each column heading as the base. The percentages should be read vertically, down the columns.

		Family life stage								Total	
		Younger adults		Adults w/ children		Adults w/ youth		Older adults			
		Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Age	18 to 24	18	21.7%	10	12.0%	28	33.7%	2	1.4%	58	15.0%
	25 to 34	39	47.0%	24	28.9%			9	6.5%	72	18.6%
	35 to 44	16	19.3%	28	33.7%	21	25.3%	9	6.5%	74	19.1%
	45 to 54	6	7.2%	14	16.9%	26	31.3%	26	18.8%	72	18.6%
	55 to 64	3	3.6%	4	4.8%	4	4.8%	31	22.5%	42	10.9%
	65 & over	1	1.2%	3	3.6%	4	4.8%	61	44.2%	69	17.8%
	Total	83	100.0%	83	100.0%	83	100.0%	138	100.0%	387	100.0%

The next set of questions is about travel to British Columbia.

1a. Have you visited any areas in British Columbia for vacation or a short getaway in the past five years?

1. Yes
2. No → SKIP TO Q2

1b. Which areas, cities or towns in British Columbia did you visit in the past five years?

PROBE FOR SPECIFIC LOCATIONS – RECORD FIRST THREE ANSWERS

#1: _____
#2: _____
#3: _____

2. Using a scale of 1 being not at all aware to 5 being very aware, please indicate to what extent you are aware of Vancouver Island, in British Columbia, as a potential vacation destination?

NUMERICAL SCALE – MUST RESPOND WITH A NUMBER

1. Not at all aware
- 2.
- 3.
- 4.
5. Very aware
6. Unsure

SKIP: IF 'NO' TO Q1A SKIP TO Q4

3. In the past 3 years, have you taken a vacation or a short getaway trip to Vancouver Island?

1. Yes
2. No

4. What is the likelihood that you will take a vacation or a short getaway trip to Vancouver Island in 2006. Would you say...

READ

- 1. Very unlikely
- 2. Somewhat unlikely
- 3. Somewhat likely
- 4. Very likely
- 5. (DO NOT READ) Unsure

5. Compared to other vacation destinations, what is it that makes Vancouver Island stand out to you as a potential vacation destination?

PROBE FOR MOTIVATING FACTORS THAT MAKE VANCOUVER ISLAND DISTINCT - DO NOT READ - SELECT ALL THAT APPLY

- 1. Easy place to get to
- 2. Friendliness of people
- 3. Good value for money
- 4. Number of attractions
- 5. Outdoor recreation opportunities
- 6. Overall atmosphere
- 7. Quality accommodation
- 8. Quality of restaurants
- 9. Safety
- 10. Scenic beauty
- 11. Shopping opportunities
- 12. Suitable weather
- 13. Variety of amenities
- 14. Other: specify _____
- 15. Unsure
- 16. Nothing

6. What barriers or concerns would cause you to choose a destination other than Vancouver Island for a vacation or a short getaway trip?

PROBE FOR SPECIFIC RESPONSES – RECORD FIRST THREE ANSWERS

- #1: _____
- #2: _____
- #3: _____

7. When you think of the activities that you could do on Vancouver Island, what, if anything, comes to mind?

DO NOT READ – SELECT FIRST 3 RESPONSES

1. Bird watching
2. Caving
3. Climbing
4. Cycling or mountain biking
5. Downhill skiing
6. Fresh water fishing
7. Golfing
8. Hiking
9. Horseback riding
10. Kayaking or canoeing
11. Sailing
12. Salt water fishing
13. Scuba Diving
14. Snowboarding
15. Surfing
16. Whale watching
17. Wildlife viewing
18. Other: specify _____
19. Nothing

q1a. Have you visited any areas in British Columbia for vacation or a short getaway in the past five years

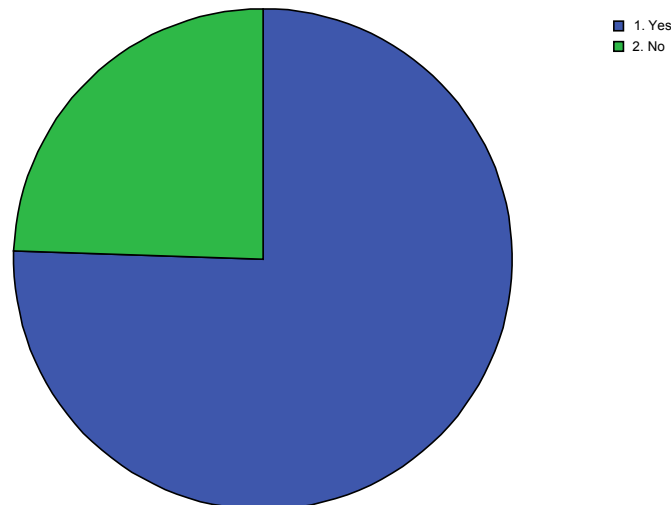
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Yes	906	75.5	75.5	75.5
	2. No	294	24.5	24.5	100.0
	Total	1200	100.0	100.0	

Statistics

q1a. Have you visited any areas in British Columbia for vacation or a short getaway in the past five years

N	Valid	1200
	Missing	0
Mean		1.25
Median		1.00
Mode		1

q1a. Have you visited any areas in British Columbia for vacation or a short getaway in the past five years



q1b. Which areas, cities or towns in British Columbia did you visit in the past five years

% of Respondents

	Cases	Col Response %
Vancouver	333	36.8%
Victoria	210	23.2%
Kelowna	199	22.0%
Kamloops	84	9.3%
Penticton	70	7.7%
Vancouver Island	69	7.6%
Vernon	64	7.1%
Okanagan	50	5.5%
Invermere	42	4.6%
Radium	41	4.5%
Cranbrook	40	4.4%
Fairmont	37	4.1%
Golden	35	3.9%
Fernie	34	3.8%
Abbotsford	33	3.6%
Osoyos	33	3.6%
Nanaimo	32	3.5%
Nelson	32	3.5%
Shushwap Lake	27	3.0%
Salmon Arm	25	2.8%
Revelstoke	25	2.8%
Kimberly	24	2.6%
Whistler	19	2.1%
Courtenay	18	2.0%
Unsure	18	2.0%
Chilliwack	17	1.9%
Sicamoose	15	1.7%
Tofino	15	1.7%
Creston	15	1.7%
Surrey	14	1.5%

q1b. Which areas, cities or towns in British Columbia did you visit in the past five years, continued...

% of Respondents

	Cases	Col Response %
White Rock	13	1.4%
Dawson's Creek	13	1.4%
Osoyos	12	1.3%
Parksville	10	1.1%
Saint Leon	9	1.0%
Prince Rupert	9	1.0%
Windermere	8	.9%
Christina Lake	8	.9%
Langley	8	.9%
Rossland	7	.8%
Campbell River	6	.7%
William Lake	6	.7%
Richmond	5	.6%
Burnaby	5	.6%
Sparwood	5	.6%
Summerland	4	.4%
McBride	4	.4%
Salt Spring Island	4	.4%
Mabel Lake	4	.4%
Powell River	4	.4%
Kokanee Springs	3	.3%
Grand Forks	3	.3%
Sydney	3	.3%
Ladysmith	3	.3%
Queen Charlotte Islands	3	.3%
Crowsnest Pass	2	.2%
Duncan	2	.2%
Balfour	2	.2%
Mirror Lake	2	.2%
Castlegar	2	.2%
Mission	2	.2%

q1b. Which areas, cities or towns in British Columbia did you visit in the past five years, continued...

% of Respondents

	Cases	Col Response %
Watson Island	1	.1%
Emerald Lake	1	.1%
Gabriola	1	.1%
Gibson's Landing	1	.1%
Gulf Islands	1	.1%
Quesnel	1	.1%
Clearwater	1	.1%
West Coast Trail	1	.1%
Delta	1	.1%
Comox	1	.1%
Fort Saint John	1	.1%
Total	906	204.4%

q1b. Which areas, cities or towns in British Columbia did you visit in the past five years

% of Responses

	Responses	Col Response %
Vancouver	333	18.0%
Victoria	210	11.3%
Kelowna	199	10.7%
Kamloops	84	4.5%
Penticton	70	3.8%
Vancouver Island	69	3.7%
Vernon	64	3.5%
Okanagan	50	2.7%
Invermere	42	2.3%
Radium	41	2.2%
Cranbrook	40	2.2%
Fairmont	37	2.0%
Golden	35	1.9%
Fernie	34	1.8%
Abbotsford	33	1.8%
Osoyoos	33	1.8%
Nanaimo	32	1.7%
Nelson	32	1.7%
Shushwap Lake	27	1.5%
Salmon Arm	25	1.3%
Revelstoke	25	1.3%
Kimberly	24	1.3%
Whistler	19	1.0%
Courtenay	18	1.0%
Unsure	18	1.0%
Chilliwack	17	.9%
Sicamoose	15	.8%
Tofino	15	.8%
Creston	15	.8%
Surrey	14	.8%

q1b. Which areas, cities or towns in British Columbia did you visit in the past five years, continued...

% of Responses

	Responses	Col Response %
White Rock	13	.7%
Dawson's Creek	13	.7%
Osoyos	12	.6%
Parksville	10	.5%
Saint Leon	9	.5%
Prince Rupert	9	.5%
Windermere	8	.4%
Christina Lake	8	.4%
Langley	8	.4%
Rossland	7	.4%
Campbell River	6	.3%
William Lake	6	.3%
Richmond	5	.3%
Burnaby	5	.3%
Sparwood	5	.3%
Summerland	4	.2%
McBride	4	.2%
Salt Spring Island	4	.2%
Mabel Lake	4	.2%
Powell River	4	.2%
Kokanee Springs	3	.2%
Grand Forks	3	.2%
Sydney	3	.2%
Ladysmith	3	.2%
Queen Charlotte Islands	3	.2%
Crowsnest Pass	2	.1%
Duncan	2	.1%
Balfour	2	.1%
Mirror Lake	2	.1%
Castlegar	2	.1%
Mission	2	.1%

q1b. Which areas, cities or towns in British Columbia did you visit in the past five years, continued...

% of Responses

	Responses	Col Response %
Watson Island	1	.1%
Emerald Lake	1	.1%
Gabriola	1	.1%
Gibson's Landing	1	.1%
Gulf Islands	1	.1%
Quesnel	1	.1%
Clearwater	1	.1%
West Coast Trail	1	.1%
Delta	1	.1%
Comox	1	.1%
Fort Saint John	1	.1%
Total	1852	100.0%

q2. How aware are you of Vancouver Island as a potential vacation destination

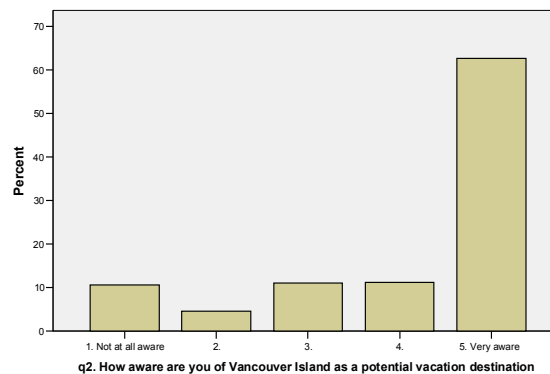
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Not at all aware	125	10.4	10.6	10.6
	2.	54	4.5	4.6	15.1
	3.	130	10.8	11.0	26.1
	4.	132	11.0	11.1	37.2
	5. Very aware	743	61.9	62.8	100.0
	Total	1184	98.7	100.0	
Missing	6. Unsure	16	1.3		
Total		1200	100.0		

Statistics

q2. How aware are you of Vancouver Island as a potential vacation destination

N	Valid	1184
	Missing	16
Mean		4.11
Median		5.00
Mode		5

q2. How aware are you of Vancouver Island as a potential vacation destination



q3. In the past 3 years, have you taken a vacation or a short getaway trip to Vancouver Island

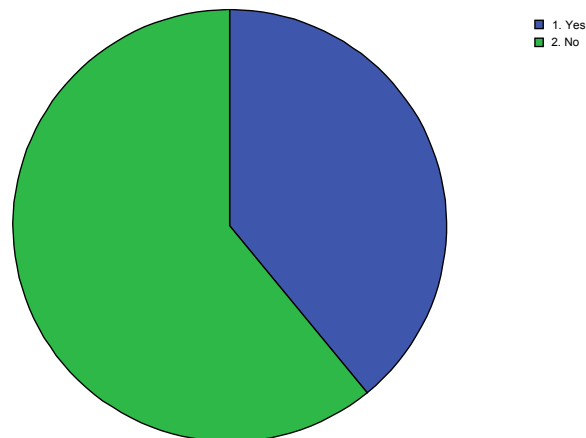
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Yes	354	29.5	39.1	39.1
	2. No	552	46.0	60.9	100.0
	Total	906	75.5	100.0	
Missing	System	294	24.5		
Total		1200	100.0		

Statistics

q3. In the past 3 years, have you taken a vacation or a short getaway trip to Vancouver Island

N	Valid	906
	Missing	294
Mean		1.61
Median		2.00
Mode		2

q3. In the past 3 years, have you taken a vacation or a short getaway trip to Vancouver Island



q4. What is the likelihood that you will take a vacation or a short getaway trip to Vancouver Island in 2006

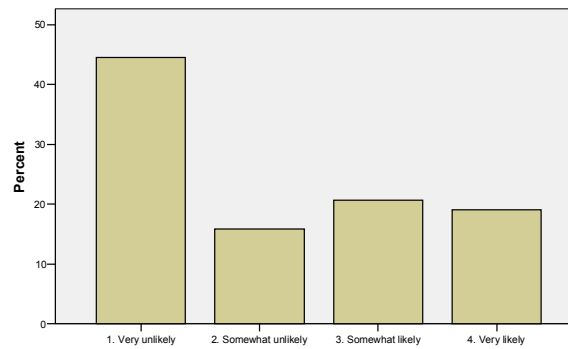
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Very unlikely	529	44.1	44.5	44.5
	2. Somewhat unlikely	188	15.7	15.8	60.3
	3. Somewhat likely	246	20.5	20.7	80.9
	4. Very likely	227	18.9	19.1	100.0
	Total	1190	99.2	100.0	
Missing	5. Unsure	10	.8		
Total		1200	100.0		

Statistics

q4. What is the likelihood that you will take a vacation or a short getaway trip to Vancouver Island in 2006

N	Valid	1190
	Missing	10
Mean		2.14
Median		2.00
Mode		1

q4. What is the likelihood that you will take a vacation or a short getaway trip to Vancouver Island in 2006



q4. What is the likelihood that you will take a vacation or a short getaway trip to Vancouver Island in 2006

q5. Compared to other vacation destinations, what is it that makes Vancouver Island stand out to you as a potential vacation destination
% of Respondents

	Cases	Col Response %
Scenic beauty	604	50.3%
Suitable weather	274	22.8%
Family and friends live there	164	13.7%
Nothing	142	11.8%
The ocean and water activities	137	11.4%
Overall atmosphere	119	9.9%
Number of attractions	116	9.7%
Easy place to get to	103	8.6%
Friendliness of people	100	8.3%
Outdoor recreation opportunities	93	7.8%
Unsure	78	6.5%
Variety of amenities	30	2.5%
Fishing	28	2.3%
Coastal environment	27	2.3%
Shopping opportunities	24	2.0%
Good value for money	19	1.6%
Quality of restaurants	14	1.2%
Quality accommodation	11	.9%
Not too crowded	9	.8%
Golfing	7	.6%
Camping	6	.5%
Whale watching	6	.5%
Used to live there	5	.4%
Boating, ferries	4	.3%
Safety	3	.3%
Gaming, gambling	3	.3%
Entertainment	3	.3%
Have accommodations to stay at	2	.2%
Hiking	2	.2%
Heard good things about it	2	.2%
Curiosity, some place new	1	.1%
Running	1	.1%
Multi-culturalism	1	.1%
Total	1200	178.2%

q5. Compared to other vacation destinations, what is it that makes Vancouver Island stand out to you as a potential vacation destination
% of Responses

	Responses	Col Response %
Scenic beauty	604	28.3%
Suitable weather	274	12.8%
Family and friends live there	164	7.7%
Nothing	142	6.6%
The ocean and water activities	137	6.4%
Overall atmosphere	119	5.6%
Number of attractions	116	5.4%
Easy place to get to	103	4.8%
Friendliness of people	100	4.7%
Outdoor recreation opportunities	93	4.3%
Unsure	78	3.6%
Variety of amenities	30	1.4%
Fishing	28	1.3%
Coastal environment	27	1.3%
Shopping opportunities	24	1.1%
Good value for money	19	.9%
Quality of restaurants	14	.7%
Quality accommodation	11	.5%
Not too crowded	9	.4%
Golfing	7	.3%
Camping	6	.3%
Whale watching	6	.3%
Used to live there	5	.2%
Boating, ferries	4	.2%
Safety	3	.1%
Gaming, gambling	3	.1%
Entertainment	3	.1%
Have accommodations to stay at	2	.1%
Hiking	2	.1%
Heard good things about it	2	.1%
Curiosity, some place new	1	.0%
Running	1	.0%
Multi-culturalism	1	.0%
Total	2138	100.0%

q6. What barriers or concerns would cause you to choose a destination other than Vancouver Island for a vacation or a short getaway trip

% of Respondents

	Cases	Col Response %
No barriers	264	22.0%
Vancouver Island is too expensive, costly to visit	200	16.7%
The distance - too far to travel; other places closer	163	13.6%
Ferries are a barrier - cost and time	130	10.8%
Prefer to travel where family/friends live	126	10.5%
Prefer somewhere with warmer/tropical weather	114	9.5%
Prefer to travel to new/different places/like variety	91	7.6%
Prefer to travel to other places	82	6.8%
Don't like the weather on the Island	82	6.8%
Time constraints - takes too long to travel to the Island	54	4.5%
Health problems, age	34	2.8%
Accommodations are too expensive on the Island	19	1.6%
Don't know enough about the Island to visit it	14	1.2%
The Island is too crowded, too many tourists	14	1.2%
Concerned for safety on the Island	9	.8%
Concerned about natural disasters (earth quakes, tsunamis)	9	.8%
Lack of tourism attractions/activities	8	.7%
Other	7	.6%
BC highways are unsafe/concerned about travelling on highways	5	.4%
Don't like having to pay PST	5	.4%
Concerned about racism on Island	2	.2%
Trouble finding accommodations on the Island	2	.2%
Too close to the US border	2	.2%
Total	1200	119.7%

q6. What barriers or concerns would cause you to choose a destination other than Vancouver Island for a vacation or a short getaway trip

% of Responses

	Responses	Col Response %
No barriers	264	18.4%
Vancouver Island is too expensive, costly to visit	200	13.9%
The distance - too far to travel; other places closer	163	11.4%
Ferries are a barrier - cost and time	130	9.1%
Prefer to travel where family/friends live	126	8.8%
Prefer somewhere with warmer/tropical weather	114	7.9%
Prefer to travel to new/different places/like variety	91	6.3%
Prefer to travel to other places	82	5.7%
Don't like the weather on the Island	82	5.7%
Time constraints - takes too long to travel to the Island	54	3.8%
Health problems, age	34	2.4%
Accommodations are too expensive on the Island	19	1.3%
Don't know enough about the Island to visit it	14	1.0%
The Island is too crowded, too many tourists	14	1.0%
Concerned for safety on the Island	9	.6%
Concerned about natural disasters (earth quakes, tsunamis)	9	.6%
Lack of tourism attractions/activities	8	.6%
Other	7	.5%
BC highways are unsafe/concerned about travelling on highway	5	.3%
Don't like having to pay PST	5	.3%
Concerned about racism on Island	2	.1%
Trouble finding accommodations on the Island	2	.1%
Too close to the US border	2	.1%
Total	1436	100.0%

q7. When you think of the activities that you could do on Vancouver Island, what, if anything, comes to mind

% of Respondents

	Cases	Col Response %
Sightseeing	298	24.8%
Hiking/walking	269	22.4%
Salt water fishing	201	16.8%
Nothing	192	16.0%
Whale watching	153	12.8%
Fresh water fishing	150	12.5%
Golfing	138	11.5%
Sailing	134	11.2%
Wildlife viewing	91	7.6%
Visiting beaches	88	7.3%
Kayaking or canoeing	82	6.8%
Camping	61	5.1%
Swimming	51	4.3%
Surfing	43	3.6%
Cycling or mountain biking	41	3.4%
Downhill skiing	36	3.0%
Scuba Diving	31	2.6%
Shopping	31	2.6%
Bird watching	23	1.9%
Water activities	20	1.7%
Boat riding	17	1.4%
Climbing	12	1.0%
Horseback riding	11	.9%
Gardening	11	.9%
Night-clubing	11	.9%
Snowboarding	7	.6%
Caving	5	.4%
Skidoing	5	.4%
Hunting	3	.3%

q7. When you think of the activities that you could do on Vancouver Island, what, if anything, comes to mind, continued...

% of Respondents

	Cases	Col Response %
Gaming/gambling	2	.2%
Running	2	.2%
Photography	2	.2%
Other	2	.2%
Tennis	1	.1%
Shows	1	.1%
Bungy jumping	1	.1%
Painting	1	.1%
Frisbee	1	.1%
Car racing	1	.1%
Squash	1	.1%
Baseball	1	.1%
Digging for clams and oysters	1	.1%
Skating	1	.1%
Total	1200	186.1%

q7. When you think of the activities that you could do on Vancouver Island, what, if anything, comes to mind

% of Responses

	Responses	Col Response %
Sightseeing	298	13.3%
Hiking/walking	269	12.0%
Salt water fishing	201	9.0%
Nothing	192	8.6%
Whale watching	153	6.9%
Fresh water fishing	150	6.7%
Golfing	138	6.2%
Sailing	134	6.0%
Wildlife viewing	91	4.1%
Visiting beaches	88	3.9%
Kayaking or canoeing	82	3.7%
Camping	61	2.7%
Swimming	51	2.3%
Surfing	43	1.9%
Cycling or mountain biking	41	1.8%
Downhill skiing	36	1.6%
Scuba Diving	31	1.4%
Shopping	31	1.4%
Bird watching	23	1.0%
Water activities	20	.9%
Boat riding	17	.8%
Climbing	12	.5%
Horseback riding	11	.5%
Gardening	11	.5%
Night-clubing	11	.5%
Snowboarding	7	.3%
Caving	5	.2%
Skidooing	5	.2%
Hunting	3	.1%

q7. When you think of the activities that you could do on Vancouver Island, what, if anything, comes to mind, continued...

% of Responses

	Responses	Col Response %
Gaming/gambling	2	.1%
Running	2	.1%
Photography	2	.1%
Other	2	.1%
Tennis	1	.0%
Shows	1	.0%
Bungy jumping	1	.0%
Painting	1	.0%
Frisbee	1	.0%
Car racing	1	.0%
Squash	1	.0%
Baseball	1	.0%
Digging for clams and oysters	1	.0%
Skating	1	.0%
Total	2233	100.0%

q1a. Have you visited any areas in British Columbia for vacation or a short getaway in the past five years

By Rows

		q1a. Have you visited any areas in British Columbia for vacation or a short getaway in the past five years				Total	
		1. Yes		2. No		Count	Row %
		Count	Row %	Count	Row %		
d1. Age	1. 18 to 24	88	72.1%	34	27.9%	122	100.0%
	2. 25 to 34	184	77.3%	54	22.7%	238	100.0%
	3. 35 to 44	202	77.4%	59	22.6%	261	100.0%
	4. 45 to 54	166	74.1%	58	25.9%	224	100.0%
	5. 55 to 64	117	80.7%	28	19.3%	145	100.0%
	6. 65 & over	117	72.2%	45	27.8%	162	100.0%
Total		874	75.9%	278	24.1%	1152	100.0%
d2.							
Household	1. \$20,000 or less	28	47.5%	31	52.5%	59	100.0%
income	2. Over \$20,000 to \$30,000	62	73.8%	22	26.2%	84	100.0%
	3. Over \$30,000 to \$40,000	60	68.2%	28	31.8%	88	100.0%
	4. Over \$40,000 to \$60,000	118	72.4%	45	27.6%	163	100.0%
	5. Over \$60,000 to \$80,000	123	78.8%	33	21.2%	156	100.0%
	6. Over \$80,000	321	87.5%	46	12.5%	367	100.0%
Total		712	77.6%	205	22.4%	917	100.0%
d3. Region	Edmonton	279	75.8%	89	24.2%	368	100.0%
	Calgary	309	78.6%	84	21.4%	393	100.0%
	Other Alberta	318	72.4%	121	27.6%	439	100.0%
Total		906	75.5%	294	24.5%	1200	100.0%
d4. Gender	1. Male	453	75.5%	147	24.5%	600	100.0%
	2. Female	453	75.5%	147	24.5%	600	100.0%
Total		906	75.5%	294	24.5%	1200	100.0%

q1a. Have you visited any areas in British Columbia for vacation or a short getaway in the past five years

By Columns

		q1a. Have you visited any areas in British Columbia for vacation or a short getaway in the past five years				Total	
		1. Yes		2. No		Count	Col %
		Count	Col %	Count	Col %		
d1. Age	1. 18 to 24	88	10.1%	34	12.2%	122	10.6%
	2. 25 to 34	184	21.1%	54	19.4%	238	20.7%
	3. 35 to 44	202	23.1%	59	21.2%	261	22.7%
	4. 45 to 54	166	19.0%	58	20.9%	224	19.4%
	5. 55 to 64	117	13.4%	28	10.1%	145	12.6%
	6. 65 & over	117	13.4%	45	16.2%	162	14.1%
Total		874	100.0%	278	100.0%	1152	100.0%
d2.							
Household income	1. \$20,000 or less	28	3.9%	31	15.1%	59	6.4%
	2. Over \$20,000 to \$30,000	62	8.7%	22	10.7%	84	9.2%
	3. Over \$30,000 to \$40,000	60	8.4%	28	13.7%	88	9.6%
	4. Over \$40,000 to \$60,000	118	16.6%	45	22.0%	163	17.8%
	5. Over \$60,000 to \$80,000	123	17.3%	33	16.1%	156	17.0%
	6. Over \$80,000	321	45.1%	46	22.4%	367	40.0%
Total		712	100.0%	205	100.0%	917	100.0%
d3. Region							
	Edmonton	279	30.8%	89	30.3%	368	30.7%
	Calgary	309	34.1%	84	28.6%	393	32.8%
	Other Alberta	318	35.1%	121	41.2%	439	36.6%
Total		906	100.0%	294	100.0%	1200	100.0%
d4. Gender							
	1. Male	453	50.0%	147	50.0%	600	50.0%
	2. Female	453	50.0%	147	50.0%	600	50.0%
Total		906	100.0%	294	100.0%	1200	100.0%

q2. How aware are you of Vancouver Island as a potential vacation destination

By Rows

		q2. How aware are you of Vancouver Island as a potential vacation destination										Total	
		1. Not at all aware		2.		3.		4.		5. Very aware		Count	Row %
		Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %		
d1. Age	1. 18 to 24	17	13.9%	12	9.8%	28	23.0%	16	13.1%	49	40.2%	122	100.0%
	2. 25 to 34	23	9.7%	10	4.2%	37	15.7%	25	10.6%	141	59.7%	236	100.0%
	3. 35 to 44	31	12.0%	9	3.5%	24	9.3%	30	11.6%	165	63.7%	259	100.0%
	4. 45 to 54	21	9.5%	8	3.6%	17	7.7%	22	9.9%	154	69.4%	222	100.0%
	5. 55 to 64	7	4.8%	8	5.5%	8	5.5%	19	13.1%	103	71.0%	145	100.0%
	6. 65 & over	21	13.4%	7	4.5%	11	7.0%	15	9.6%	103	65.6%	157	100.0%
Total		120	10.5%	54	4.7%	125	11.0%	127	11.1%	715	62.7%	1141	100.0%
d2.	1. \$20,000 or less	13	22.0%	9	15.3%	9	15.3%	5	8.5%	23	39.0%	59	100.0%
Household income	2. Over \$20,000 to \$30,000	11	13.4%	3	3.7%	13	15.9%	9	11.0%	46	56.1%	82	100.0%
	3. Over \$30,000 to \$40,000	14	16.1%	5	5.7%	5	5.7%	14	16.1%	49	56.3%	87	100.0%
	4. Over \$40,000 to \$60,000	15	9.2%	6	3.7%	21	12.9%	11	6.7%	110	67.5%	163	100.0%
	5. Over \$60,000 to \$80,000	7	4.5%	8	5.1%	24	15.4%	26	16.7%	91	58.3%	156	100.0%
	6. Over \$80,000	29	7.9%	11	3.0%	39	10.7%	38	10.4%	249	68.0%	366	100.0%
Total		89	9.7%	42	4.6%	111	12.2%	103	11.3%	568	62.2%	913	100.0%
d3. Region	Edmonton	24	6.6%	17	4.7%	42	11.6%	35	9.6%	245	67.5%	363	100.0%
	Calgary	41	10.6%	15	3.9%	41	10.6%	49	12.7%	239	62.1%	385	100.0%
	Other Alberta	60	13.8%	22	5.0%	47	10.8%	48	11.0%	259	59.4%	436	100.0%
Total		125	10.6%	54	4.6%	130	11.0%	132	11.1%	743	62.8%	1184	100.0%
d4. Gender	1. Male	64	10.8%	25	4.2%	84	14.2%	71	12.0%	347	58.7%	591	100.0%
	2. Female	61	10.3%	29	4.9%	46	7.8%	61	10.3%	396	66.8%	593	100.0%
Total		125	10.6%	54	4.6%	130	11.0%	132	11.1%	743	62.8%	1184	100.0%

q2. How aware are you of Vancouver Island as a potential vacation destination

By Columns

		q2. How aware are you of Vancouver Island as a potential vacation destination										Total	
		1. Not at all aware		2.		3.		4.		5. Very aware		Count	Col %
		Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %		
d1. Age	1. 18 to 24	17	14.2%	12	22.2%	28	22.4%	16	12.6%	49	6.9%	122	10.7%
	2. 25 to 34	23	19.2%	10	18.5%	37	29.6%	25	19.7%	141	19.7%	236	20.7%
	3. 35 to 44	31	25.8%	9	16.7%	24	19.2%	30	23.6%	165	23.1%	259	22.7%
	4. 45 to 54	21	17.5%	8	14.8%	17	13.6%	22	17.3%	154	21.5%	222	19.5%
	5. 55 to 64	7	5.8%	8	14.8%	8	6.4%	19	15.0%	103	14.4%	145	12.7%
	6. 65 & over	21	17.5%	7	13.0%	11	8.8%	15	11.8%	103	14.4%	157	13.8%
Total		120	100.0%	54	100.0%	125	100.0%	127	100.0%	715	100.0%	1141	100.0%
d2.	1. \$20,000 or less	13	14.6%	9	21.4%	9	8.1%	5	4.9%	23	4.0%	59	6.5%
Household income	2. Over \$20,000 to \$30,000	11	12.4%	3	7.1%	13	11.7%	9	8.7%	46	8.1%	82	9.0%
	3. Over \$30,000 to \$40,000	14	15.7%	5	11.9%	5	4.5%	14	13.6%	49	8.6%	87	9.5%
	4. Over \$40,000 to \$60,000	15	16.9%	6	14.3%	21	18.9%	11	10.7%	110	19.4%	163	17.9%
	5. Over \$60,000 to \$80,000	7	7.9%	8	19.0%	24	21.6%	26	25.2%	91	16.0%	156	17.1%
	6. Over \$80,000	29	32.6%	11	26.2%	39	35.1%	38	36.9%	249	43.8%	366	40.1%
Total		89	100.0%	42	100.0%	111	100.0%	103	100.0%	568	100.0%	913	100.0%
d3. Region	Edmonton	24	19.2%	17	31.5%	42	32.3%	35	26.5%	245	33.0%	363	30.7%
	Calgary	41	32.8%	15	27.8%	41	31.5%	49	37.1%	239	32.2%	385	32.5%
	Other Alberta	60	48.0%	22	40.7%	47	36.2%	48	36.4%	259	34.9%	436	36.8%
Total		125	100.0%	54	100.0%	130	100.0%	132	100.0%	743	100.0%	1184	100.0%
d4. Gender	1. Male	64	51.2%	25	46.3%	84	64.6%	71	53.8%	347	46.7%	591	49.9%
	2. Female	61	48.8%	29	53.7%	46	35.4%	61	46.2%	396	53.3%	593	50.1%
Total		125	100.0%	54	100.0%	130	100.0%	132	100.0%	743	100.0%	1184	100.0%

q3. In the past 3 years, have you taken a vacation or a short getaway trip to Vancouver Island

By Rows

		q3. In the past 3 years, have you taken a vacation or a short getaway trip to Vancouver Island				Total	
		1. Yes		2. No		Count	Row %
		Count	Row %	Count	Row %		
d1. Age	1. 18 to 24	29	33.0%	59	67.0%	88	100.0%
	2. 25 to 34	62	33.7%	122	66.3%	184	100.0%
	3. 35 to 44	74	36.6%	128	63.4%	202	100.0%
	4. 45 to 54	76	45.8%	90	54.2%	166	100.0%
	5. 55 to 64	50	42.7%	67	57.3%	117	100.0%
	6. 65 & over	53	45.3%	64	54.7%	117	100.0%
Total		344	39.4%	530	60.6%	874	100.0%
d2.	1. \$20,000 or less	6	21.4%	22	78.6%	28	100.0%
Household income	2. Over \$20,000 to \$30,000	15	24.2%	47	75.8%	62	100.0%
	3. Over \$30,000 to \$40,000	22	36.7%	38	63.3%	60	100.0%
	4. Over \$40,000 to \$60,000	43	36.4%	75	63.6%	118	100.0%
	5. Over \$60,000 to \$80,000	49	39.8%	74	60.2%	123	100.0%
	6. Over \$80,000	135	42.1%	186	57.9%	321	100.0%
Total		270	37.9%	442	62.1%	712	100.0%
d3. Region	Edmonton	100	35.8%	179	64.2%	279	100.0%
	Calgary	138	44.7%	171	55.3%	309	100.0%
	Other Alberta	116	36.5%	202	63.5%	318	100.0%
Total		354	39.1%	552	60.9%	906	100.0%
d4. Gender	1. Male	166	36.6%	287	63.4%	453	100.0%
	2. Female	188	41.5%	265	58.5%	453	100.0%
Total		354	39.1%	552	60.9%	906	100.0%

q3. In the past 3 years, have you taken a vacation or a short getaway trip to Vancouver Island

By Columns

		q3. In the past 3 years, have you taken a vacation or a short getaway trip to Vancouver Island				Total	
		1. Yes		2. No		Count	Col %
		Count	Col %	Count	Col %		
d1. Age	1. 18 to 24	29	8.4%	59	11.1%	88	10.1%
	2. 25 to 34	62	18.0%	122	23.0%	184	21.1%
	3. 35 to 44	74	21.5%	128	24.2%	202	23.1%
	4. 45 to 54	76	22.1%	90	17.0%	166	19.0%
	5. 55 to 64	50	14.5%	67	12.6%	117	13.4%
	6. 65 & over	53	15.4%	64	12.1%	117	13.4%
Total		344	100.0%	530	100.0%	874	100.0%
d2.	1. \$20,000 or less	6	2.2%	22	5.0%	28	3.9%
Household income	2. Over \$20,000 to \$30,000	15	5.6%	47	10.6%	62	8.7%
	3. Over \$30,000 to \$40,000	22	8.1%	38	8.6%	60	8.4%
	4. Over \$40,000 to \$60,000	43	15.9%	75	17.0%	118	16.6%
	5. Over \$60,000 to \$80,000	49	18.1%	74	16.7%	123	17.3%
	6. Over \$80,000	135	50.0%	186	42.1%	321	45.1%
Total		270	100.0%	442	100.0%	712	100.0%
d3. Region	Edmonton	100	28.2%	179	32.4%	279	30.8%
	Calgary	138	39.0%	171	31.0%	309	34.1%
	Other Alberta	116	32.8%	202	36.6%	318	35.1%
Total		354	100.0%	552	100.0%	906	100.0%
d4. Gender	1. Male	166	46.9%	287	52.0%	453	50.0%
	2. Female	188	53.1%	265	48.0%	453	50.0%
Total		354	100.0%	552	100.0%	906	100.0%

q4. What is the likelihood that you will take a vacation or a short getaway trip to Vancouver Island in 2006

By Rows

		q4. What is the likelihood that you will take a vacation or a short getaway trip to Vancouver Island in 2006								Total	
		1. Very unlikely		2. Somewhat unlikely		3. Somewhat likely		4. Very likely		Count	Row %
		Count	Row %	Count	Row %	Count	Row %	Count	Row %		
d1. Age	1. 18 to 24	56	46.3%	23	19.0%	25	20.7%	17	14.0%	121	100.0%
	2. 25 to 34	99	41.8%	42	17.7%	54	22.8%	42	17.7%	237	100.0%
	3. 35 to 44	119	45.6%	32	12.3%	53	20.3%	57	21.8%	261	100.0%
	4. 45 to 54	91	41.0%	35	15.8%	41	18.5%	55	24.8%	222	100.0%
	5. 55 to 64	55	38.5%	32	22.4%	31	21.7%	25	17.5%	143	100.0%
	6. 65 & over	85	53.8%	18	11.4%	28	17.7%	27	17.1%	158	100.0%
Total		505	44.2%	182	15.9%	232	20.3%	223	19.5%	1142	100.0%
d2. Household income	1. \$20,000 or less	37	62.7%	7	11.9%	12	20.3%	3	5.1%	59	100.0%
	2. Over \$20,000 to \$30,000	36	43.4%	17	20.5%	16	19.3%	14	16.9%	83	100.0%
	3. Over \$30,000 to \$40,000	37	43.0%	14	16.3%	13	15.1%	22	25.6%	86	100.0%
	4. Over \$40,000 to \$60,000	73	45.6%	27	16.9%	33	20.6%	27	16.9%	160	100.0%
	5. Over \$60,000 to \$80,000	64	41.0%	25	16.0%	36	23.1%	31	19.9%	156	100.0%
	6. Over \$80,000	139	38.1%	57	15.6%	79	21.6%	90	24.7%	365	100.0%
Total		386	42.5%	147	16.2%	189	20.8%	187	20.6%	909	100.0%
d3. Region	Edmonton	167	45.6%	65	17.8%	65	17.8%	69	18.9%	366	100.0%
	Calgary	155	40.1%	60	15.5%	89	23.0%	83	21.4%	387	100.0%
	Other Alberta	207	47.4%	63	14.4%	92	21.1%	75	17.2%	437	100.0%
Total		529	44.5%	188	15.8%	246	20.7%	227	19.1%	1190	100.0%
d4. Gender	1. Male	268	45.0%	91	15.3%	124	20.8%	112	18.8%	595	100.0%
	2. Female	261	43.9%	97	16.3%	122	20.5%	115	19.3%	595	100.0%
Total		529	44.5%	188	15.8%	246	20.7%	227	19.1%	1190	100.0%

q4. What is the likelihood that you will take a vacation or a short getaway trip to Vancouver Island in 2006

By Columns

		q4. What is the likelihood that you will take a vacation or a short getaway trip to Vancouver Island in 2006								Total	
		1. Very unlikely		2. Somewhat unlikely		3. Somewhat likely		4. Very likely		Count	Col %
		Count	Col %	Count	Col %	Count	Col %	Count	Col %		
d1. Age	1. 18 to 24	56	11.1%	23	12.6%	25	10.8%	17	7.6%	121	10.6%
	2. 25 to 34	99	19.6%	42	23.1%	54	23.3%	42	18.8%	237	20.8%
	3. 35 to 44	119	23.6%	32	17.6%	53	22.8%	57	25.6%	261	22.9%
	4. 45 to 54	91	18.0%	35	19.2%	41	17.7%	55	24.7%	222	19.4%
	5. 55 to 64	55	10.9%	32	17.6%	31	13.4%	25	11.2%	143	12.5%
	6. 65 & over	85	16.8%	18	9.9%	28	12.1%	27	12.1%	158	13.8%
Total		505	100.0%	182	100.0%	232	100.0%	223	100.0%	1142	100.0%
d2.											
Household income	1. \$20,000 or less	37	9.6%	7	4.8%	12	6.3%	3	1.6%	59	6.5%
	2. Over \$20,000 to \$30,000	36	9.3%	17	11.6%	16	8.5%	14	7.5%	83	9.1%
	3. Over \$30,000 to \$40,000	37	9.6%	14	9.5%	13	6.9%	22	11.8%	86	9.5%
	4. Over \$40,000 to \$60,000	73	18.9%	27	18.4%	33	17.5%	27	14.4%	160	17.6%
	5. Over \$60,000 to \$80,000	64	16.6%	25	17.0%	36	19.0%	31	16.6%	156	17.2%
	6. Over \$80,000	139	36.0%	57	38.8%	79	41.8%	90	48.1%	365	40.2%
Total		386	100.0%	147	100.0%	189	100.0%	187	100.0%	909	100.0%
d3. Region											
	Edmonton	167	31.6%	65	34.6%	65	26.4%	69	30.4%	366	30.8%
	Calgary	155	29.3%	60	31.9%	89	36.2%	83	36.6%	387	32.5%
	Other Alberta	207	39.1%	63	33.5%	92	37.4%	75	33.0%	437	36.7%
Total		529	100.0%	188	100.0%	246	100.0%	227	100.0%	1190	100.0%
d4. Gender											
	1. Male	268	50.7%	91	48.4%	124	50.4%	112	49.3%	595	50.0%
	2. Female	261	49.3%	97	51.6%	122	49.6%	115	50.7%	595	50.0%
Total		529	100.0%	188	100.0%	246	100.0%	227	100.0%	1190	100.0%