

***A HARGROUP OMNIBUS
SURVEY REPORT***

Vancouver Island Questions

May 2006

Vancouver Island Tourism

Presented by

HarGroup Management Consultants, Inc.

Survey Date May 25th to June 19th 2006

INTRODUCTION

HARGROUP OMNIBUS REPORT

This report presents the results for the **Vancouver Island Tourism** questions, fielded on the **May 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 May 25th to June 19th, 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.

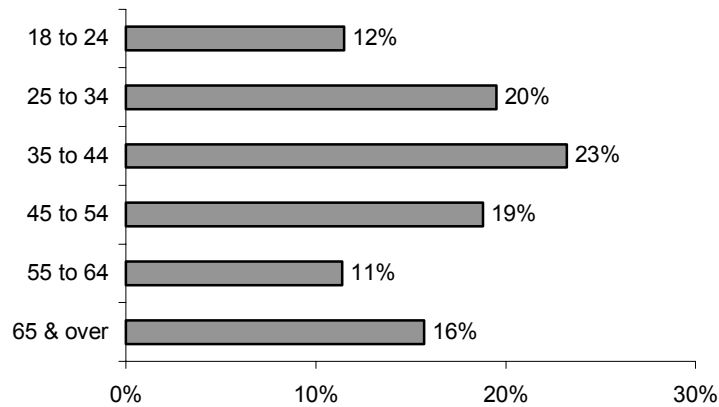
¹ Source: Statistics Canada 2004 Census.

CUSTOMIZE THE SAMPLE

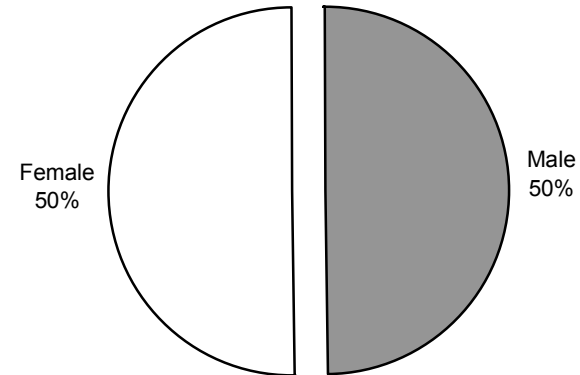
HARGROUP OMNIBUS (Alberta) surveys consist of 800 & 1,200 randomly chosen households within Alberta. Fully representative custom samples based on sample sizes of less than 800 or greater than 1,200 are also available. Pre-specified sub-samples based on location in Alberta or other socio-demographic characteristics 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

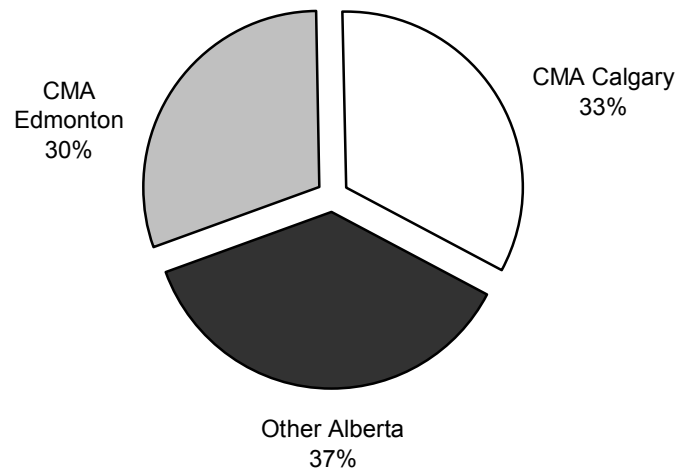
Age



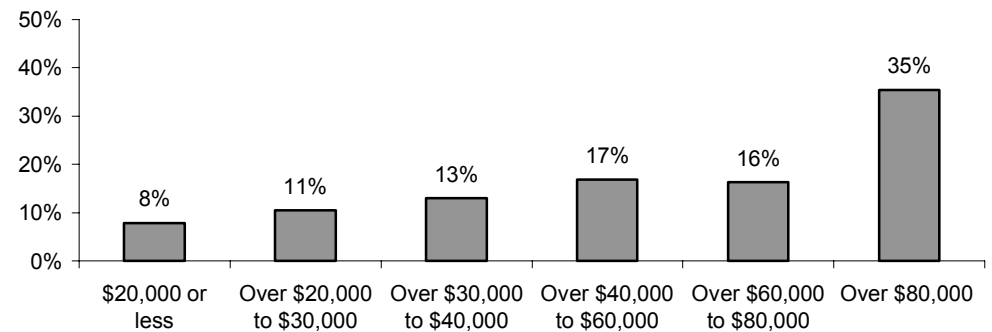
Gender



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

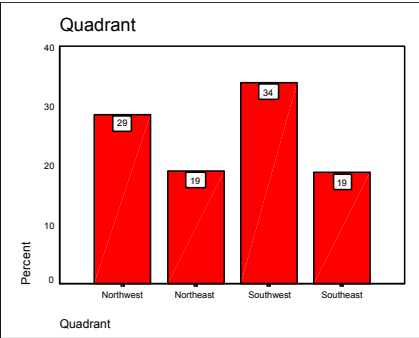
Descriptive Statistics

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



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.

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%.

Total
The total number of respondents that answered the question.

% 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%

Total
The total number of responses for the question.

% 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%.

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%

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

Age

		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%

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.

Count
The frequency of responses applicable to the cells in the table.

Questions

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

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

NUMERICAL SCALE – MUST RESPOND WITH A NUMBER

1. Not at all
 - 2.
 - 3.
 - 4.
 5. Very Much
 6. Unsure
2. What is the likelihood that you will take a vacation or a short getaway trip to Vancouver Island in the next 12 months. Would you say....READ?
 1. Very Unlikely
 2. Somewhat Unlikely
 3. Somewhat Likely
 4. Very Likely
 5. (DO NOT READ) Unsure
3. In the Past five months, have you seen or heard any advertising promoting Vancouver Island as a vacation destination?
 1. Yes
 2. No
 3. Don't Know/Unsure
4. (IF YES to Q3.) Using a scale of 1 being not at all to 5 being very much, please indicate the extent to which you were influenced by the advertising to travel to Vancouver Island for a vacation or short break getaway trip?
 1. Not at all
 - 2.
 - 3.
 - 4.
 5. Very Much
 6. Unsure

Frecuencias

Q1. Please indicate to what extent you consider Vancouver Island, as a potential vacation destination?

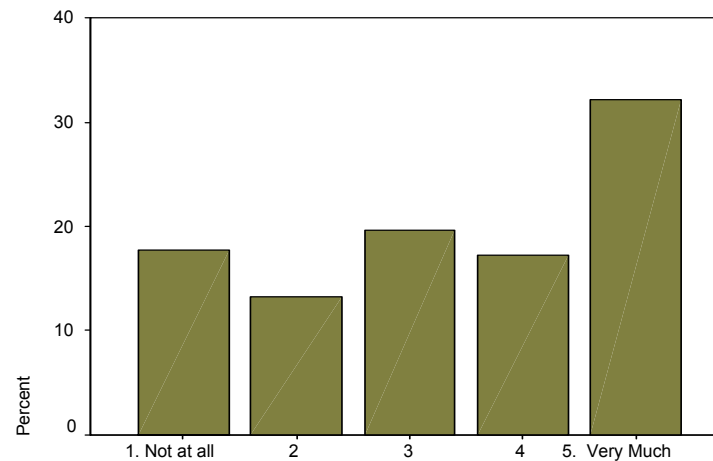
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Not at all	210	17.5	17.8	17.8
	2	156	13.0	13.2	30.9
	3	233	19.4	19.7	50.6
	4	204	17.0	17.2	67.9
	5. Very Much	380	31.7	32.1	100.0
Total		1183	98.6	100.0	
Missing	Unsure	17	1.4		
Total		1200	100.0		

Statistics

Q1. Please indicate to what extent you consider Vancouver Island, as a potential vacation destination?

N	Valid	1183
	Missing	17
Mean		3.33
Median		3.00
Mode		5

Q1. Please indicate to what extent you consider Vancouver Island, in British Columbia, as a potential vacation destination?



Q2. What is the likelihood that you will take a vacation or a short getaway trip to Vancouver Island in the next 12 Months. Would you say...

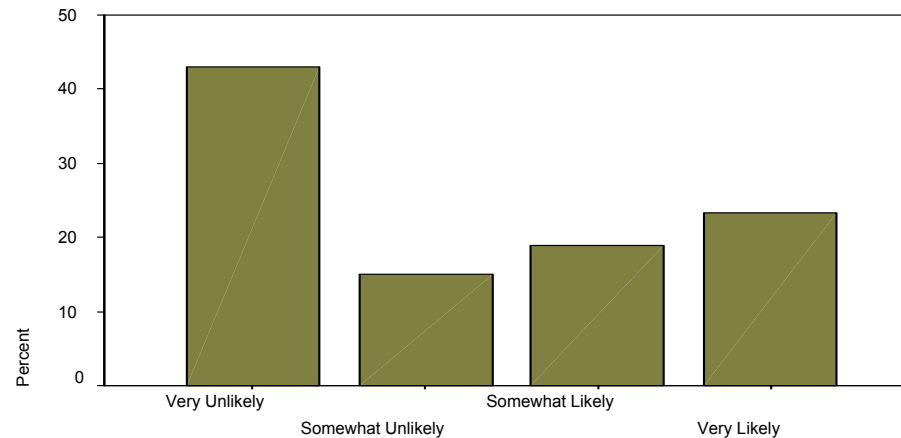
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Unlikely	512	42.7	42.9	42.9
	Somewhat Unlikely	178	14.8	14.9	57.8
	Somewhat Likely	225	18.8	18.9	76.7
	Very Likely	278	23.2	23.3	100.0
	Total	1193	99.4	100.0	
Missing	Unsure	7	.6		
Total		1200	100.0		

Statistics

Q2. What is the likelihood that you will take a vacation or a short getaway trip to Vancouver Island in the next 12 Months. Would you say...

N	Valid	1193
	Missing	7
Mean		2.23
Median		2.00
Mode		1

Q2. What is the likelihood that you will take a vacation or a short getaway trip to Vancouver Island in the Next 12 months. Would you say...



Q3. In the past five months, have you seen or heard any advertising promoting Vancouver Island as a vacation destination?

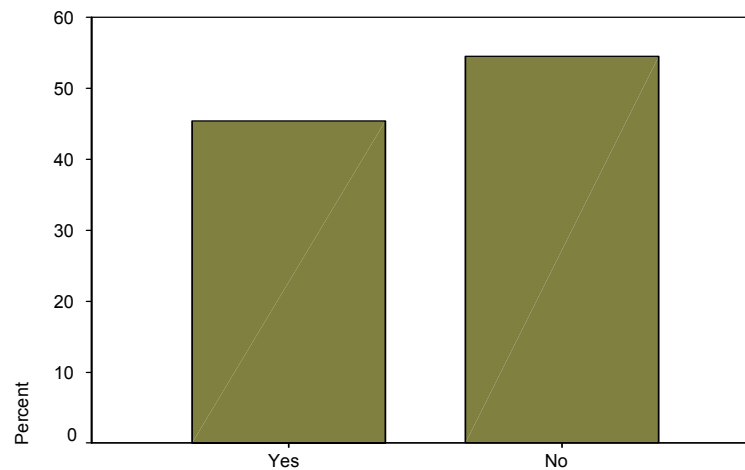
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	533	44.4	45.5	45.5
	No	639	53.3	54.5	100.0
	Total	1172	97.7	100.0	
Missing	Don't Know/Unsure	28	2.3		
Total		1200	100.0		

Statistics

Q3. In the past five months, have you seen or heard any advertising promoting Vancouver Island as a vacation destination?

N	Valid	1172
	Missing	28
Mean		1.55
Median		2.00
Mode		2

Q3. In the past five months, have you seen or heard any advertising promoting Vancouver Island as a vacation destination?



Q4. Please indicate the extent to which you were influenced by the advertising to travel to Vancouver Island for a vacation or short break getaway trip?

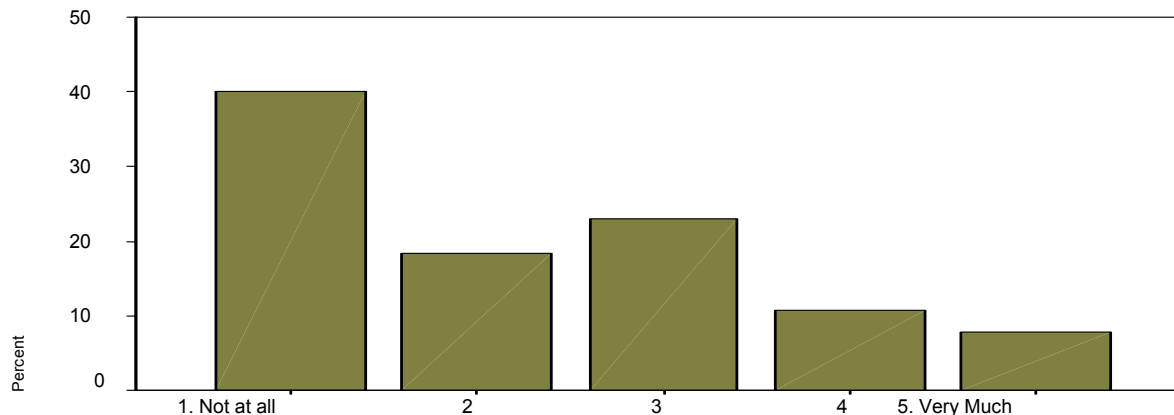
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Not at all	212	17.7	40.1	40.1
	2	97	8.1	18.3	58.4
	3	122	10.2	23.1	81.5
	4	57	4.8	10.8	92.2
	5. Very Much	41	3.4	7.8	100.0
	Total	529	44.1	100.0	
Missing	Unsure	4	.3		
	System	667	55.6		
	Total	671	55.9		
Total		1200	100.0		

Statistics

Q4. Please indicate the extent to which you were influenced by the advertising to travel to Vancouver Island for a vacation or short break getaway trip?

N	Valid	529
	Missing	671
Mean		2.28
Median		2.00
Mode		1

Q4. Please indicate the extent to which you were influenced by the advertising to travel to Vancouver Island for a vacation or short break getaway trip?



Cross Tabulations

Q1. Please indicate to what extent you consider Vancouver Island, as a potential vacation destination?

By Rows

		Q1. Please indicate to what extent you consider Vancouver Island, a potential vacation destination?										Total	
		1. Not at all		2		3		4		5. Very Much		Count	Row %
		Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %		
Age	18 to 24	16	12.3%	20	15.4%	33	25.4%	29	22.3%	32	24.6%	130	100.0%
	25 to 34	35	15.8%	30	13.5%	57	25.7%	29	13.1%	71	32.0%	222	100.0%
	35 to 44	50	18.9%	28	10.6%	50	18.9%	47	17.7%	90	34.0%	265	100.0%
	45 to 54	35	16.3%	31	14.4%	40	18.6%	43	20.0%	66	30.7%	215	100.0%
	55 to 64	22	16.7%	21	15.9%	20	15.2%	17	12.9%	52	39.4%	132	100.0%
	65 or Over	42	23.9%	23	13.1%	28	15.9%	31	17.6%	52	29.5%	176	100.0%
Total		200	17.5%	153	13.4%	228	20.0%	196	17.2%	363	31.8%	1140	100.0%
Household Income	\$20,000 or Less	13	19.7%	9	13.6%	14	21.2%	15	22.7%	15	22.7%	66	100.0%
	Over \$20,000 to \$30,000	16	17.6%	8	8.8%	21	23.1%	13	14.3%	33	36.3%	91	100.0%
	Over \$30,000 to \$40,000	26	23.0%	10	8.8%	26	23.0%	18	15.9%	33	29.2%	113	100.0%
	Over \$40,000 to \$60,000	22	14.9%	22	14.9%	29	19.6%	25	16.9%	50	33.8%	148	100.0%
	Over \$60,000 to \$80,000	18	12.4%	21	14.5%	39	26.9%	26	17.9%	41	28.3%	145	100.0%
	Over \$80,000	50	16.0%	41	13.1%	55	17.6%	56	17.9%	110	35.3%	312	100.0%
Total		145	16.6%	111	12.7%	184	21.0%	153	17.5%	282	32.2%	875	100.0%
Region	CMA Edmonton	53	14.6%	37	10.2%	75	20.7%	72	19.8%	126	34.7%	363	100.0%
	CMA Calgary	56	14.4%	58	14.9%	78	20.1%	70	18.0%	127	32.6%	389	100.0%
	Other Alberta	101	23.4%	61	14.2%	80	18.6%	62	14.4%	127	29.5%	431	100.0%
Total		210	17.8%	156	13.2%	233	19.7%	204	17.2%	380	32.1%	1183	100.0%
Gender	Male	112	19.0%	81	13.8%	133	22.6%	109	18.5%	153	26.0%	588	100.0%
	Female	98	16.5%	75	12.6%	100	16.8%	95	16.0%	227	38.2%	595	100.0%
Total		210	17.8%	156	13.2%	233	19.7%	204	17.2%	380	32.1%	1183	100.0%

Q1. Please indicate to what extent you consider Vancouver Island, as a potential vacation destination?

By Columns

		Q1. Please indicate to what extent you consider Vancouver Island, a potential vacation destination?										Total	
		1. Not at all		2		3		4		5. Very Much		Count	Col %
		Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %		
Age	18 to 24	16	8.0%	20	13.1%	33	14.5%	29	14.8%	32	8.8%	130	11.4%
	25 to 34	35	17.5%	30	19.6%	57	25.0%	29	14.8%	71	19.6%	222	19.5%
	35 to 44	50	25.0%	28	18.3%	50	21.9%	47	24.0%	90	24.8%	265	23.2%
	45 to 54	35	17.5%	31	20.3%	40	17.5%	43	21.9%	66	18.2%	215	18.9%
	55 to 64	22	11.0%	21	13.7%	20	8.8%	17	8.7%	52	14.3%	132	11.6%
	65 or Over	42	21.0%	23	15.0%	28	12.3%	31	15.8%	52	14.3%	176	15.4%
Total		200	100.0%	153	100.0%	228	100.0%	196	100.0%	363	100.0%	1140	100.0%
Household Income	\$20,000 or Less	13	9.0%	9	8.1%	14	7.6%	15	9.8%	15	5.3%	66	7.5%
	Over \$20,000 to \$30,	16	11.0%	8	7.2%	21	11.4%	13	8.5%	33	11.7%	91	10.4%
	Over \$30,000 to \$40,	26	17.9%	10	9.0%	26	14.1%	18	11.8%	33	11.7%	113	12.9%
	Over \$40,000 to \$60,	22	15.2%	22	19.8%	29	15.8%	25	16.3%	50	17.7%	148	16.9%
	Over \$60,000 to \$80,	18	12.4%	21	18.9%	39	21.2%	26	17.0%	41	14.5%	145	16.6%
	Over \$80,000	50	34.5%	41	36.9%	55	29.9%	56	36.6%	110	39.0%	312	35.7%
Total		145	100.0%	111	100.0%	184	100.0%	153	100.0%	282	100.0%	875	100.0%
Region	CMA Edmonton	53	25.2%	37	23.7%	75	32.2%	72	35.3%	126	33.2%	363	30.7%
	CMA Calgary	56	26.7%	58	37.2%	78	33.5%	70	34.3%	127	33.4%	389	32.9%
	Other Alberta	101	48.1%	61	39.1%	80	34.3%	62	30.4%	127	33.4%	431	36.4%
Total		210	100.0%	156	100.0%	233	100.0%	204	100.0%	380	100.0%	1183	100.0%
Gender	Male	112	53.3%	81	51.9%	133	57.1%	109	53.4%	153	40.3%	588	49.7%
	Female	98	46.7%	75	48.1%	100	42.9%	95	46.6%	227	59.7%	595	50.3%
Total		210	100.0%	156	100.0%	233	100.0%	204	100.0%	380	100.0%	1183	100.0%

Q2. What is the likelihood that you will take a vacation or a short getaway trip to Vancouver Island in the next 12 months. Would you say....

By Rows

		Q2. Likelihood you will take a vacation or a short getaway trip to Vancouver Island in the next 12 Months.								Total	
		Very Unlikely		Somewhat Unlikely		Somewhat Likely		Very Likely		Count	Row %
		Count	Row %	Count	Row %	Count	Row %	Count	Row %		
Age	18 to 24	47	35.6%	21	15.9%	31	23.5%	33	25.0%	132	100.0%
	25 to 34	100	44.4%	37	16.4%	44	19.6%	44	19.6%	225	100.0%
	35 to 44	106	40.0%	44	16.6%	56	21.1%	59	22.3%	265	100.0%
	45 to 54	84	38.7%	30	13.8%	40	18.4%	63	29.0%	217	100.0%
	55 to 64	51	38.6%	21	15.9%	21	15.9%	39	29.5%	132	100.0%
	65 or Over	102	56.4%	22	12.2%	30	16.6%	27	14.9%	181	100.0%
Total		490	42.5%	175	15.2%	222	19.3%	265	23.0%	1152	100.0%
Household Income	\$20,000 or Less	36	52.2%	8	11.6%	12	17.4%	13	18.8%	69	100.0%
	Over \$20,000 to \$30,000	45	48.9%	13	14.1%	11	12.0%	23	25.0%	92	100.0%
	Over \$30,000 to \$40,000	52	45.2%	13	11.3%	23	20.0%	27	23.5%	115	100.0%
	Over \$40,000 to \$60,000	55	36.9%	33	22.1%	29	19.5%	32	21.5%	149	100.0%
	Over \$60,000 to \$80,000	63	43.4%	24	16.6%	29	20.0%	29	20.0%	145	100.0%
	Over \$80,000	109	34.7%	43	13.7%	71	22.6%	91	29.0%	314	100.0%
Total		360	40.7%	134	15.2%	175	19.8%	215	24.3%	884	100.0%
Region	CMA Edmonton	142	39.2%	63	17.4%	71	19.6%	86	23.8%	362	100.0%
	CMA Calgary	143	36.4%	52	13.2%	87	22.1%	111	28.2%	393	100.0%
	Other Alberta	227	51.8%	63	14.4%	67	15.3%	81	18.5%	438	100.0%
Total		512	42.9%	178	14.9%	225	18.9%	278	23.3%	1193	100.0%
Gender	Male	261	43.9%	101	17.0%	111	18.7%	121	20.4%	594	100.0%
	Female	251	41.9%	77	12.9%	114	19.0%	157	26.2%	599	100.0%
Total		512	42.9%	178	14.9%	225	18.9%	278	23.3%	1193	100.0%

Q2. What is the likelihood that you will take a vacation or a short getaway trip to Vancouver Island in the next 12 months. Would you say....

By Columns

		Q2. Likelihood you will take a vacation or a short getaway trip to Vancouver Island in the next 12 Months.								Total	
		Very Unlikely		Somewhat Unlikely		Somewhat Likely		Very Likely		Count	Col %
		Count	Col %	Count	Col %	Count	Col %	Count	Col %		
Age	18 to 24	47	9.6%	21	12.0%	31	14.0%	33	12.5%	132	11.5%
	25 to 34	100	20.4%	37	21.1%	44	19.8%	44	16.6%	225	19.5%
	35 to 44	106	21.6%	44	25.1%	56	25.2%	59	22.3%	265	23.0%
	45 to 54	84	17.1%	30	17.1%	40	18.0%	63	23.8%	217	18.8%
	55 to 64	51	10.4%	21	12.0%	21	9.5%	39	14.7%	132	11.5%
	65 or Over	102	20.8%	22	12.6%	30	13.5%	27	10.2%	181	15.7%
Total		490	100.0%	175	100.0%	222	100.0%	265	100.0%	1152	100.0%
Household Income	\$20,000 or Less	36	10.0%	8	6.0%	12	6.9%	13	6.0%	69	7.8%
	Over \$20,000 to \$30,00	45	12.5%	13	9.7%	11	6.3%	23	10.7%	92	10.4%
	Over \$30,000 to \$40,00	52	14.4%	13	9.7%	23	13.1%	27	12.6%	115	13.0%
	Over \$40,000 to \$60,00	55	15.3%	33	24.6%	29	16.6%	32	14.9%	149	16.9%
	Over \$60,000 to \$80,00	63	17.5%	24	17.9%	29	16.6%	29	13.5%	145	16.4%
	Over \$80,000	109	30.3%	43	32.1%	71	40.6%	91	42.3%	314	35.5%
Total		360	100.0%	134	100.0%	175	100.0%	215	100.0%	884	100.0%
Region	CMA Edmonton	142	27.7%	63	35.4%	71	31.6%	86	30.9%	362	30.3%
	CMA Calgary	143	27.9%	52	29.2%	87	38.7%	111	39.9%	393	32.9%
	Other Alberta	227	44.3%	63	35.4%	67	29.8%	81	29.1%	438	36.7%
Total		512	100.0%	178	100.0%	225	100.0%	278	100.0%	1193	100.0%
Gender	Male	261	51.0%	101	56.7%	111	49.3%	121	43.5%	594	49.8%
	Female	251	49.0%	77	43.3%	114	50.7%	157	56.5%	599	50.2%
Total		512	100.0%	178	100.0%	225	100.0%	278	100.0%	1193	100.0%

Q3. In the past five months, have you seen or heard any advertising promoting Vancouver Island as a vacation destination?

By Rows

		Q3. In the past five months, have you seen or heard any advertising promoting Vancouver Island as a vacation destination?				Total	
		Yes		No		Count	Row %
		Count	Row %	Count	Row %		
Age	18 to 24	47	35.6%	85	64.4%	132	100.0%
	25 to 34	74	33.3%	148	66.7%	222	100.0%
	35 to 44	110	42.1%	151	57.9%	261	100.0%
	45 to 54	111	53.9%	95	46.1%	206	100.0%
	55 to 64	71	55.0%	58	45.0%	129	100.0%
	65 or Over	104	58.4%	74	41.6%	178	100.0%
Total		517	45.8%	611	54.2%	1128	100.0%
Household Income	\$20,000 or Less	33	47.1%	37	52.9%	70	100.0%
	Over \$20,000 to \$30,000	40	43.0%	53	57.0%	93	100.0%
	Over \$30,000 to \$40,000	44	39.3%	68	60.7%	112	100.0%
	Over \$40,000 to \$60,000	61	42.7%	82	57.3%	143	100.0%
	Over \$60,000 to \$80,000	66	46.8%	75	53.2%	141	100.0%
	Over \$80,000	148	48.1%	160	51.9%	308	100.0%
Total		392	45.2%	475	54.8%	867	100.0%
Region	CMA Edmonton	186	52.2%	170	47.8%	356	100.0%
	CMA Calgary	171	44.8%	211	55.2%	382	100.0%
	Other Alberta	176	40.6%	258	59.4%	434	100.0%
Total		533	45.5%	639	54.5%	1172	100.0%
Gender	Male	248	42.8%	331	57.2%	579	100.0%
	Female	285	48.1%	308	51.9%	593	100.0%
Total		533	45.5%	639	54.5%	1172	100.0%

Q3. In the past five months, have you seen or heard any advertising promoting Vancouver Island as a vacation destination?

By Columns

		Q3. In the past five months, have you seen or heard any advertising promoting Vancouver Island as a vacation destination?				Total	
		Yes		No		Count	Col %
		Count	Col %	Count	Col %		
Age	18 to 24	47	9.1%	85	13.9%	132	11.7%
	25 to 34	74	14.3%	148	24.2%	222	19.7%
	35 to 44	110	21.3%	151	24.7%	261	23.1%
	45 to 54	111	21.5%	95	15.5%	206	18.3%
	55 to 64	71	13.7%	58	9.5%	129	11.4%
	65 or Over	104	20.1%	74	12.1%	178	15.8%
Total		517	100.0%	611	100.0%	1128	100.0%
Household Income	\$20,000 or Less	33	8.4%	37	7.8%	70	8.1%
	Over \$20,000 to \$30,000	40	10.2%	53	11.2%	93	10.7%
	Over \$30,000 to \$40,000	44	11.2%	68	14.3%	112	12.9%
	Over \$40,000 to \$60,000	61	15.6%	82	17.3%	143	16.5%
	Over \$60,000 to \$80,000	66	16.8%	75	15.8%	141	16.3%
	Over \$80,000	148	37.8%	160	33.7%	308	35.5%
Total		392	100.0%	475	100.0%	867	100.0%
Region	CMA Edmonton	186	34.9%	170	26.6%	356	30.4%
	CMA Calgary	171	32.1%	211	33.0%	382	32.6%
	Other Alberta	176	33.0%	258	40.4%	434	37.0%
Total		533	100.0%	639	100.0%	1172	100.0%
Gender	Male	248	46.5%	331	51.8%	579	49.4%
	Female	285	53.5%	308	48.2%	593	50.6%
Total		533	100.0%	639	100.0%	1172	100.0%

4. Using a scale of 1 being not at all to 5 being very much, please indicate the extent to which you were influenced by the advertising to travel to Vancouver Island for a vacation or short break getaway trip?

By Rows

		Q4. Extent to which you were influenced by the advertising to travel to Vancouver Island for a vacation or short break getaway trip?										Total	
		1. Not at all		2		3		4		5. Very Much		Count	Row %
		Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %		
Age	18 to 24	12	26.1%	11	23.9%	14	30.4%	5	10.9%	4	8.7%	46	100.0%
	25 to 34	32	43.2%	18	24.3%	11	14.9%	10	13.5%	3	4.1%	74	100.0%
	35 to 44	38	34.9%	22	20.2%	26	23.9%	16	14.7%	7	6.4%	109	100.0%
	45 to 54	42	37.8%	22	19.8%	29	26.1%	9	8.1%	9	8.1%	111	100.0%
	55 to 64	32	45.1%	11	15.5%	18	25.4%	6	8.5%	4	5.6%	71	100.0%
	65 or Over	48	46.6%	11	10.7%	22	21.4%	11	10.7%	11	10.7%	103	100.0%
Total		204	39.7%	95	18.5%	120	23.3%	57	11.1%	38	7.4%	514	100.0%
Household Income	\$20,000 or Less	15	46.9%	2	6.3%	6	18.8%	4	12.5%	5	15.6%	32	100.0%
	Over \$20,000 to \$30,000	15	37.5%	3	7.5%	13	32.5%	6	15.0%	3	7.5%	40	100.0%
	Over \$30,000 to \$40,000	15	34.1%	4	9.1%	9	20.5%	8	18.2%	8	18.2%	44	100.0%
	Over \$40,000 to \$60,000	18	29.5%	15	24.6%	17	27.9%	9	14.8%	2	3.3%	61	100.0%
	Over \$60,000 to \$80,000	28	42.4%	17	25.8%	11	16.7%	4	6.1%	6	9.1%	66	100.0%
	Over \$80,000	58	39.5%	32	21.8%	37	25.2%	14	9.5%	6	4.1%	147	100.0%
Total		149	38.2%	73	18.7%	93	23.8%	45	11.5%	30	7.7%	390	100.0%
Region	CMA Edmonton	74	40.7%	34	18.7%	39	21.4%	19	10.4%	16	8.8%	182	100.0%
	CMA Calgary	75	43.9%	30	17.5%	41	24.0%	17	9.9%	8	4.7%	171	100.0%
	Other Alberta	63	35.8%	33	18.8%	42	23.9%	21	11.9%	17	9.7%	176	100.0%
Total		212	40.1%	97	18.3%	122	23.1%	57	10.8%	41	7.8%	529	100.0%
Gender	Male	104	42.3%	42	17.1%	60	24.4%	25	10.2%	15	6.1%	246	100.0%
	Female	108	38.2%	55	19.4%	62	21.9%	32	11.3%	26	9.2%	283	100.0%
Total		212	40.1%	97	18.3%	122	23.1%	57	10.8%	41	7.8%	529	100.0%

4. Using a scale of 1 being not at all to 5 being very much, please indicate the extent to which you were influenced by the advertising to travel to Vancouver Island for a vacation or short break getaway trip?

By Columns

		Q4. Extent to which you were influenced by the advertising to travel to Vancouver Island for a vacation or short break getaway trip?										Total	
		1. Not at all		2		3		4		5. Very Much		Count	Col %
		Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %		
Age	18 to 24	12	5.9%	11	11.6%	14	11.7%	5	8.8%	4	10.5%	46	8.9%
	25 to 34	32	15.7%	18	18.9%	11	9.2%	10	17.5%	3	7.9%	74	14.4%
	35 to 44	38	18.6%	22	23.2%	26	21.7%	16	28.1%	7	18.4%	109	21.2%
	45 to 54	42	20.6%	22	23.2%	29	24.2%	9	15.8%	9	23.7%	111	21.6%
	55 to 64	32	15.7%	11	11.6%	18	15.0%	6	10.5%	4	10.5%	71	13.8%
	65 or Over	48	23.5%	11	11.6%	22	18.3%	11	19.3%	11	28.9%	103	20.0%
Total		204	100.0%	95	100.0%	120	100.0%	57	100.0%	38	100.0%	514	100.0%
Household Income	\$20,000 or Less	15	10.1%	2	2.7%	6	6.5%	4	8.9%	5	16.7%	32	8.2%
	Over \$20,000 to \$30	15	10.1%	3	4.1%	13	14.0%	6	13.3%	3	10.0%	40	10.3%
	Over \$30,000 to \$40	15	10.1%	4	5.5%	9	9.7%	8	17.8%	8	26.7%	44	11.3%
	Over \$40,000 to \$60	18	12.1%	15	20.5%	17	18.3%	9	20.0%	2	6.7%	61	15.6%
	Over \$60,000 to \$80	28	18.8%	17	23.3%	11	11.8%	4	8.9%	6	20.0%	66	16.9%
	Over \$80,000	58	38.9%	32	43.8%	37	39.8%	14	31.1%	6	20.0%	147	37.7%
Total		149	100.0%	73	100.0%	93	100.0%	45	100.0%	30	100.0%	390	100.0%
Region	CMA Edmonton	74	34.9%	34	35.1%	39	32.0%	19	33.3%	16	39.0%	182	34.4%
	CMA Calgary	75	35.4%	30	30.9%	41	33.6%	17	29.8%	8	19.5%	171	32.3%
	Other Alberta	63	29.7%	33	34.0%	42	34.4%	21	36.8%	17	41.5%	176	33.3%
Total		212	100.0%	97	100.0%	122	100.0%	57	100.0%	41	100.0%	529	100.0%
Gender	Male	104	49.1%	42	43.3%	60	49.2%	25	43.9%	15	36.6%	246	46.5%
	Female	108	50.9%	55	56.7%	62	50.8%	32	56.1%	26	63.4%	283	53.5%
Total		212	100.0%	97	100.0%	122	100.0%	57	100.0%	41	100.0%	529	100.0%