

Tourism Vancouver Island

Awareness & Desirability of the Vancouver Island North Region - Survey Report



February 4th 2014

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METHODOLOGY & LOGISTICS

Overview

- This report represents the research findings from an omnibus online survey panel of residents of British Columbia conducted by Oraclepoll for Tourism Vancouver Island. The results contained in this report are from the questions subscribed to by Tourism Vancouver Island only.

Study Sample

- BC panellists were recruited randomly by telephone to participate in the study and recruits were obtained in a two part process. In the course of our commercial polling we obtain through a routine question at the end of each survey the names of those willing to participate in an online panel. In addition, we also used a process whereby we randomly call respondents to top up or fill our quota if our bank of potential panellists was not sufficient.

Survey Method

- The survey was conducted using computer-assisted techniques of web interviewing (CAWI).
- Surveys were conducted between the days of January 20th and January 30th 2014.

Logistics

- Email addresses were obtained from respondents and they were sent a link to the survey site with a permissive password. If a participant had not completed the survey after 48 hours a reminder email was sent. If after 72 hours there was no response we followed up with a telephone reminder. After 7 days we topped up the non-respondents with a fresh or new recruit and this process continued until the quota was met.
- As an incentive participants were advised that 10 prize draws were to be held for those completing the surveys.

Confidence

- The margin of error for this 400-person survey report is +/- 4.9%, 19/20 times.

EXECUTIVE SUMMARY

A map of the Vancouver Island North Region was displayed to online survey participants. They were then asked a series of questions starting with if they consider the area to be a place for an overnight leisure trip.

<i>“Do you think of the Vancouver Island North Region, which is shaded in on the map, as a place for...?”</i>	Yes	No
An overnight leisure trip	78%	22%
Nature based tourism such as hiking or kayaking	76%	24%
Cultural tourism experiences such as cultural centers or cultural performances	75%	25%
Wildlife viewing experiences such as bear watching or whale watching	73%	27%

A total of 78% of online survey respondents think of the Vancouver North Region as a place for an overnight leisure trip. Those most likely to say so were respondents 55 or older (76%), with incomes in the \$75,000 or higher range (77%) and more males (75%) compared to females (70%).

Those that consider the Region as a place for nature based tourism (76%) tended to be in younger age categories such as the 18-34 (92%) and 35-54 cohorts (80%) in relation to the oldest category of 55+ (66%).

On the other hand, respondents that think of the area as a place for cultural tourism (75%) were more likely older (55+ – 83%), with higher incomes (over \$75,000 – 78%) and male (78%).

Among the 73% that said the Vancouver North Region is a place for wildlife viewing, most were 55+ (81%), male (76%) and with incomes of under \$50,000 (82%) and under \$75,000 (83%).

Respondents claiming that the Vancouver North Region is a place for overnight trips were then asked to rate the desirability of the area.

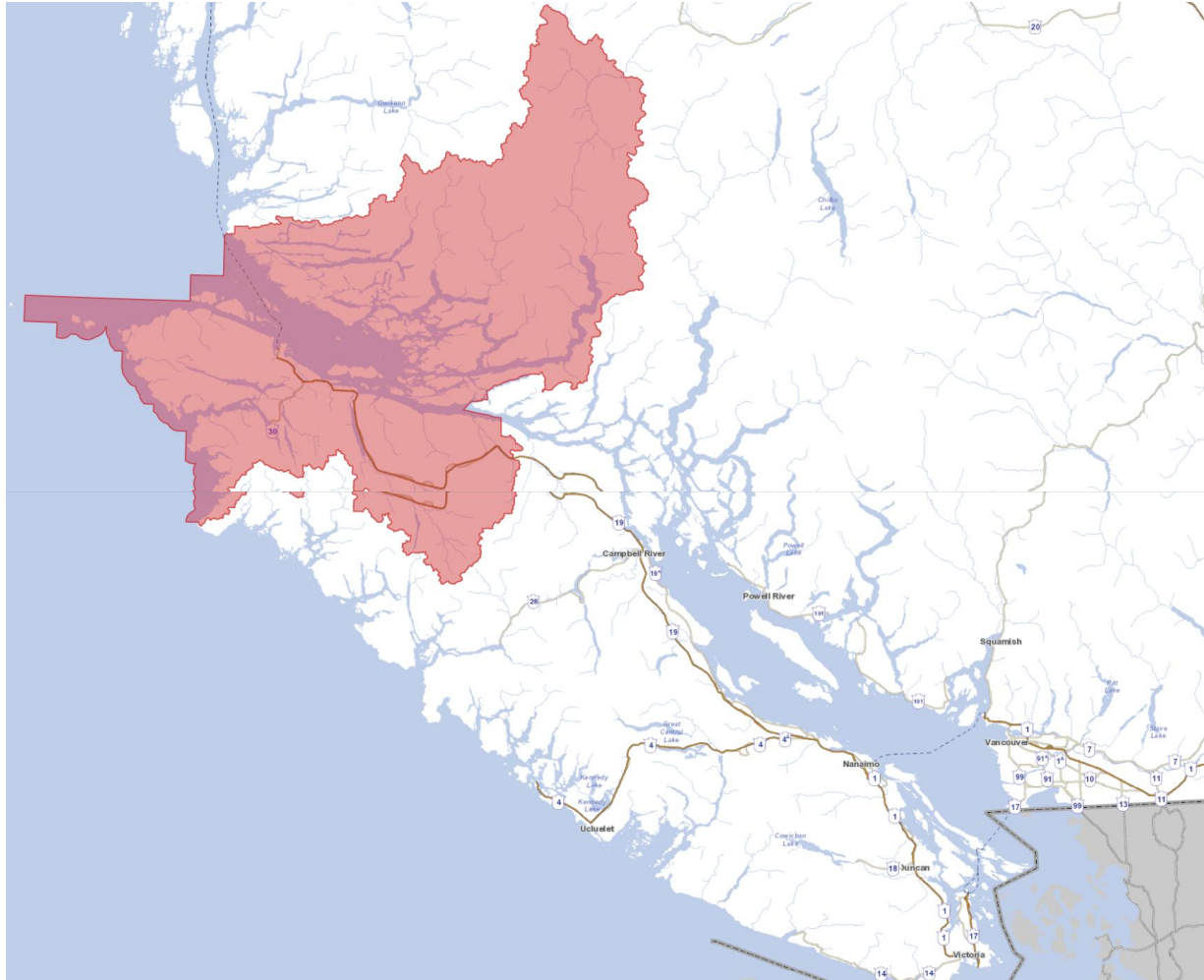
<p><i>“Using a scale from 1 being not at all desirable to 5 being very desirable please rate how desirable you consider the Vancouver Island North Region, which is shaded in on the map to be as a place for”</i></p>	<p>Total undesirable</p>	<p>Neutral</p>	<p>Total desirable</p>	<p>Don't know</p>
<p>An overnight leisure trip</p>	<p>9%</p>	<p>8%</p>	<p>83%</p>	<p>-</p>
<p>Cultural tourism experience such as cultural centers or cultural performances</p>	<p>10%</p>	<p>11%</p>	<p>74%</p>	<p>5%</p>
<p>Nature based tourism such as hiking or kayaking</p>	<p>9%</p>	<p>14%</p>	<p>73%</p>	<p>4%</p>
<p>Wildlife viewing experiences such as bear watching or whale watching</p>	<p>12%</p>	<p>12%</p>	<p>72%</p>	<p>4%</p>

The highest rated category in terms of desirability was for overnight leisure trips. Undesirable ratings were low across all categories but neutral and do not know responses were higher for the areas of cultural, nature based and wildlife tourism.

Older respondents in the 55 and higher age bracket were most likely to rate the Region as desirable for an overnight stay (91%), cultural (79%) and wildlife tourism (77%). Younger survey participants in the 18-34 age range scored the area highest for nature based tourism (84%),

RESULTS

The following map was displayed to survey participants prior to being questioned.



Q1a. Do you think of the Vancouver Island North Region, which is shaded in on the map, as a place for an overnight leisure trip?

IF YES ASK Q1B / IF NO TERMINATE QUESTIONING

Q1a. An overnight leisure trip?

	Percent
Yes	77.5
No	22.5
Total	100.0

	Q1a. An overnight leisure trip?	
	Yes	No
18-34	62.2%	37.8%
35-54	73.8%	26.3%
55 and over	76.3%	23.7%

	Q1a. An overnight leisure trip?	
	Yes	No
Under \$50,000	57.7%	42.3%
INCOME Under \$75,000	73.9%	26.1%
Over \$75,000	77.0%	23.0%

	Q1a. An overnight leisure trip?		
	Yes	No	
GENDER	Male	74.7%	25.3%
	Female	70.3%	29.7%

Q1b. Do you think of the Vancouver Island North Region, which is shaded in on the map, as a place for nature based tourism such as hiking or kayaking?

**Q1b. Nature based tourism
such as hiking or kayaking**

	Percent
Yes	76.1
No	23.9
Total	100.0

		Q1b. Nature based tourism such as hiking or kayaking	
		Yes	No
AGE	18-34	91.8%	8.2%
	35-54	80.0%	20.0%
	55 and over	66.3%	33.7%

		Q1b. Nature based tourism such as hiking or kayaking	
		Yes	No
INCOME	Under \$50,000	78.6%	21.4%
	Under \$75,000	76.8%	23.2%
	Over \$75,000	78.5%	21.5%

		Q1b. Nature based tourism such as hiking or kayaking	
		Yes	No
GENDER	Male	74.4%	25.6%
	Female	77.6%	22.4%

Q1c Do you think of the Vancouver Island North Region, which is shaded in on the map, as a place for Wildlife viewing experiences such as bear watching or whale watching?

Q1c. Wildlife viewing experiences such as bear watching or whale watching

	Percent
Yes	73.4
No	26.6
Total	100.0

	Q1c. Wildlife viewing experiences such as bear watching or whale watching	
	Yes	No
18-34	57.1%	42.9%
35-54	72.2%	27.8%
55 and over	80.8%	19.2%

	Q1c. Wildlife viewing experiences such as bear watching or whale watching	
	Yes	No
Under \$50,000	82.1%	17.9%
INCOME Under \$75,000	82.9%	17.1%
Over \$75,000	67.3%	32.7%

	Q1c. Wildlife viewing experiences such as bear watching or whale watching	
	Yes	No
GENDER Male	75.9%	24.1%
Female	71.2%	28.8%

Q1d Do you think of the Vancouver Island North Region, which is shaded in on the map, as a place for Cultural tourism experiences such as cultural centers or cultural performances?

Q1d. Cultural tourism experiences such as cultural centers or cultural performances

	Percent
Yes	75.4
No	24.6
Total	100.0

		Q1d. Cultural tourism experiences such as cultural centers or cultural performances	
		Yes	No
AGE	18-34	55.1%	44.9%
	35-54	75.7%	24.3%
	55 and over	82.7%	17.3%

		Q1d. Cultural tourism experiences such as cultural centers or cultural performances	
		Yes	No
INCOME	Under \$50,000	62.5%	37.5%
	Under \$75,000	73.2%	26.8%
	Over \$75,000	78.5%	21.5%

		Q1d. Cultural tourism experiences such as cultural centers or cultural performances	
		Yes	No
GENDER	Male	78.2%	21.8%
	Female	73.1%	26.9%

Q2a. Using a scale from 1 being not at all desirable to 5 being very desirable please rate how desirable you consider the Vancouver Island North Region, which is shaded in on the map, to be as a place for an overnight leisure trip?

Q2a. An overnight leisure trip?

	Percent
1-not at all desirable	3.5
2	5.5
3	8.0
4	31.5
5-Very desirable	51.6
Total	100.0

		Q2a. An overnight leisure trip?				
		1-not at all desirable	2	3	4	5-Very desirable
AGE	18-34	8.2%	6.1%	8.2%	30.6%	46.9%
	35-54	4.3%	10.4%	8.7%	28.7%	47.8%
	55 and over	1.0%	1.0%	6.7%	34.6%	56.7%

		Q2a. An overnight leisure trip?				
		1-not at all desirable	2	3	4	5-Very desirable
INCOME	Under \$50,000	1.8%	1.8%	7.1%	42.9%	46.4%
	Under \$75,000	2.4%	1.2%	7.3%	30.5%	58.5%
	Over \$75,000	3.7%	11.2%	7.5%	30.8%	46.7%

		Q2a. An overnight leisure trip?				
		1-not at all desirable	2	3	4	5-Very desirable
GENDER	Male	2.3%	7.5%	6.0%	24.8%	59.4%
	Female	4.5%	3.8%	9.6%	37.2%	44.9%

Q2b. Using a scale from 1 being not at all desirable to 5 being very desirable please rate how desirable you consider the Vancouver Island North Region, which is shaded in on the map, to be as a place for nature based tourism such as hiking or kayaking?

Q2b. Nature based tourism such as hiking or kayaking

	Percent
1-not at all desirable	2.8
2	6.2
3	13.8
4	33.6
5-Very desirable	39.4
Don't know	4.2
Total	100.0

	Q2b. Nature based tourism such as hiking or kayaking					
	1-not at all desirable	2	3	4	5-Very desirable	Don't know
AGE 18-34	4.1%	6.1%	2.0%	36.7%	46.9%	4.1%
AGE 35-54	3.5%	9.6%	13.0%	32.2%	39.1%	2.6%
AGE 55 and over	1.9%	2.9%	17.3%	34.6%	37.5%	5.8%

	Q2b. Nature based tourism such as hiking or kayaking					
	1-not at all desirable	2	3	4	5-Very desirable	Don't know
INCOME Under \$50,000	1.8%	3.6%	12.5%	50.0%	30.4%	1.8%
INCOME Under \$75,000	2.4%	2.4%	17.1%	26.8%	47.6%	3.7%
INCOME Over \$75,000	1.9%	11.2%	11.2%	36.4%	35.5%	3.7%

	Q2b. Nature based tourism such as hiking or kayaking					
	1-not at all desirable	2	3	4	5-Very desirable	Don't know
GENDER Male	2.3%	7.5%	11.3%	30.1%	45.9%	3.0%
GENDER Female	3.2%	5.1%	16.0%	36.5%	34.0%	5.1%

Q2c. Using a scale from 1 being not at all desirable to 5 being very desirable please rate how desirable you consider the Vancouver Island North Region, which is shaded in on the map, to be as a place for wildlife viewing experiences such as bear or whale watching?

Q2c. Wildlife viewing experiences such as bear watching or whale watching

	Percent
1-not at all desirable	3.5
2	8.3
3	12.1
4	32.2
5-Very desirable	40.1
Don't know	3.8
Total	100.0

	Q2c. Wildlife viewing experiences such as bear watching or whale watching					
	1-not at all desirable	2	3	4	5-Very desirable	Don't know
AGE 18-34	8.2%	10.2%	4.1%	34.7%	34.7%	8.2%
AGE 35-54	4.3%	13.9%	13.9%	30.4%	34.8%	2.6%
AGE 55 and over	1.0%	2.9%	15.4%	31.7%	45.2%	3.8%

	Q2c. Wildlife viewing experiences such as bear watching or whale watching					
	1-not at all desirable	2	3	4	5-Very desirable	Don't know
INCOME Under \$50,000	1.8%	5.4%	14.3%	37.5%	39.3%	1.8%
INCOME Under \$75,000	3.7%	1.2%	13.4%	29.3%	48.8%	3.7%
INCOME Over \$75,000	3.7%	15.9%	12.1%	33.6%	32.7%	1.9%

	Q2c. Wildlife viewing experiences such as bear watching or whale watching					
	1-not at all desirable	2	3	4	5-Very desirable	Don't know
GENDER Male	2.3%	11.3%	8.3%	27.8%	48.9%	1.5%
GENDER Female	4.5%	5.8%	15.4%	35.9%	32.7%	5.8%

Q2d. Using a scale from 1 being not at all desirable to 5 being very desirable please rate how desirable you consider the Vancouver Island North Region, which is shaded in on the map, to be as a place for cultural tourism experiences such as cultural centers or cultural performances?

Q2d. Cultural tourism experiences such as cultural centers or cultural performances

	Percent
1-not at all desirable	3.5
2	6.9
3	11.4
4	30.1
5-Very desirable	43.6
Don't know	4.5
Total	100.0

	Q2d. Cultural tourism experiences such as cultural centers or cultural performances					
	1-not at all desirable	2	3	4	5-Very desirable	Don't know
AGE 18-34	8.2%	6.1%	2.0%	26.5%	46.9%	10.2%
AGE 35-54	4.3%	10.4%	13.9%	27.0%	42.6%	1.7%
AGE 55 and over	1.0%	4.8%	10.6%	35.6%	43.3%	4.8%

	Q2d. Cultural tourism experiences such as cultural centers or cultural performances					
	1-not at all desirable	2	3	4	5-Very desirable	Don't know
INCOME Under \$50,000	3.6%	7.1%	10.7%	42.9%	33.9%	1.8%
INCOME Under \$75,000	2.4%	1.2%	13.4%	28.0%	51.2%	3.7%
INCOME Over \$75,000	3.7%	11.2%	9.3%	30.8%	42.1%	2.8%

	Q2d. Cultural tourism experiences such as cultural centers or cultural performances					
	1-not at all desirable	2	3	4	5-Very desirable	Don't know
GENDER Male	2.3%	10.5%	7.5%	24.1%	52.6%	3.0%
GENDER Female	4.5%	3.8%	14.7%	35.3%	35.9%	5.8%