



**Tourism
Vancouver
Island**

Awareness & Desirability of the Vancouver Island Region

Table of Contents

Methodology and Logistics	3
Executive Summary Alberta	
<i>A Place for an Overnight Leisure Trip</i>	4
<i>Rating the Desirability</i>	5
<i>Overnight Trips</i>	6
<i>Recommending British Columbia</i>	7
Executive Summary British Columbia	
<i>A Place for an Overnight Leisure Trip</i>	8
<i>Rating the Desirability</i>	9
<i>Overnight Trips</i>	10
<i>Recommending British Columbia</i>	11
Alberta Results by Question	12
British Columbia Results by Question	18

METHODOLOGY

Overview

- This report represents the findings from omnibus telephone surveys of residents of British Columbia and Alberta conducted by Oraclepoll. The results contained in this report are from those questions subscribed to by Tourism Vancouver Island and included in January 2017 monthly omnibus surveys for each province.
- Oraclepoll established baseline data on key indicators in December 2013 for Tourism Vancouver Island and then tracked these results in December 2014 as well as February 2016. This January 2017 poll is the fourth data point for these questions.

Study Sample

- The following is a breakdown of the completed sample by area and the corresponding margin of error for each province.
 - ⇒ British Columbia n=1000 (+/- 3.1%, 19/20 times)
 - ⇒ Alberta n=1000 (+/- 3.1%, 19/20 times)

Survey Method

- All surveys were conducted by telephone using live operators at the Oraclepoll call centre facility.
- The survey was conducted using computer-assisted techniques of telephone interviewing (CATI) and random number selection. The random database was inclusive of new numbers, private numbers and cell phone only households.
- A total of 20% of all interviews were monitored and the management of Oraclepoll Research Limited supervised 100%.
- Interviews were completed between the days of January 9th and January 20th 2017.

Logistics

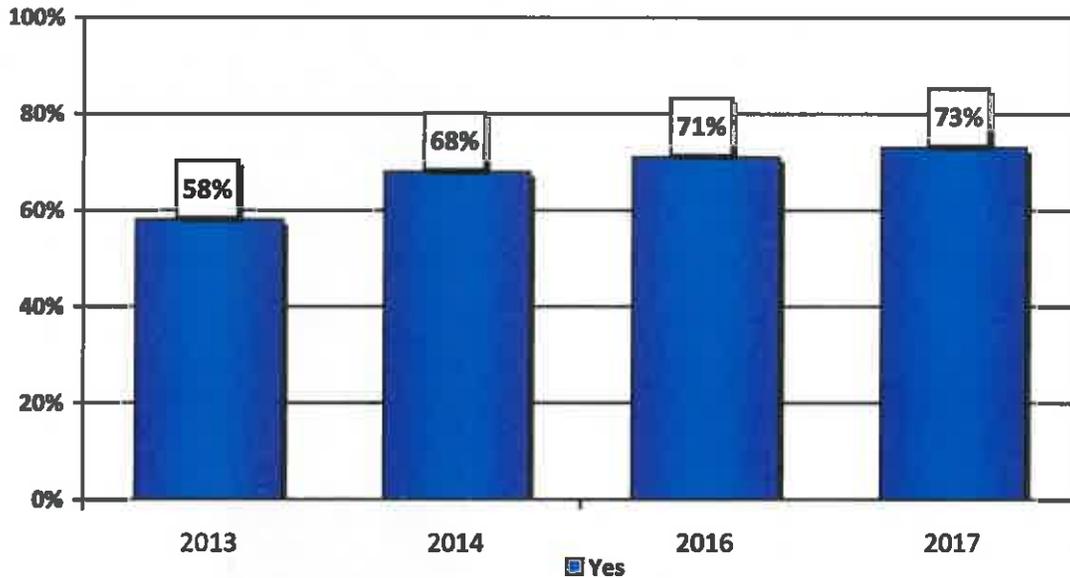
- Initial calls were made between the hours of 5 p.m. and 9 p.m. within each time zone. Subsequent call backs of no-answers and busy numbers were made on a (staggered) daily rotating basis up to 5 times (from 10 a.m. to 9 p.m.) until contact was made. In addition, telephone interview appointments were attempted with those respondents unable to complete the survey at the time of contact.

EXECUTIVE SUMMARY - ALBERTA

A Place for an Overnight Leisure Trip

First asked to respondents to the Tourism Vancouver Island set of indicators was the following perception question.

“Do you think of Vancouver Island in British Columbia as a place to visit for an overnight leisure trip?”



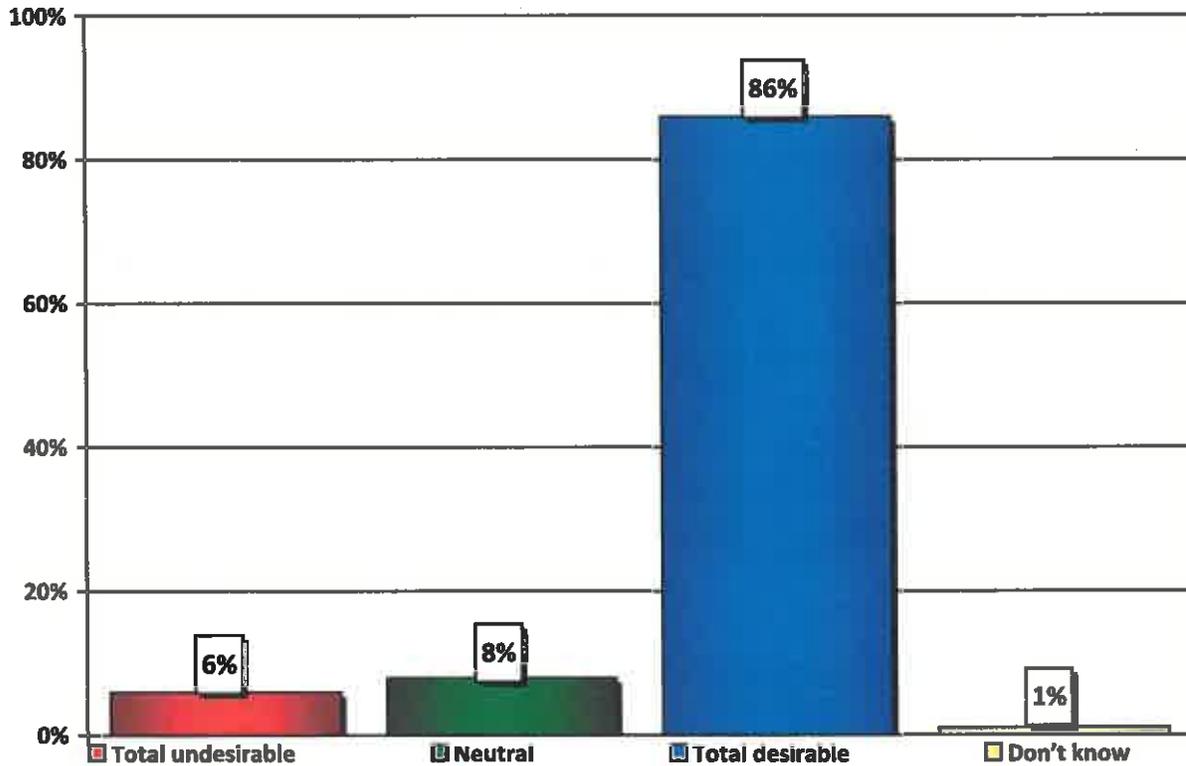
In total, 73% (+2% compared to 2016) of Albertans interviewed said that they think of Vancouver Island in British Columbia as an overnight leisure destination, continuing an upward trend in perception over the past three survey touch points. Those most likely to consider the area as a destination were higher income earners in the over \$75,000 cohort (77%), older residents 55+ (81%) and slightly more females (75%) compared to males (71%).

The n=270 or 27% that said that they do not consider the Vancouver Island North Region as a place for an overnight leisure trip or did not know, skipped to the demographic questions and were terminated from the survey.

Rating the Desirability of the Region

The 73% (n=730) of respondents that said they consider Vancouver Island as a place for an overnight leisure trip were asked to rate the area in terms of desirability for an overnight voyage.

“Using a scale from 1 being not at all desirable to 5 being very desirable please rate how desirable you consider Vancouver Island in British Columbia to be as a place for an overnight leisure trip.”

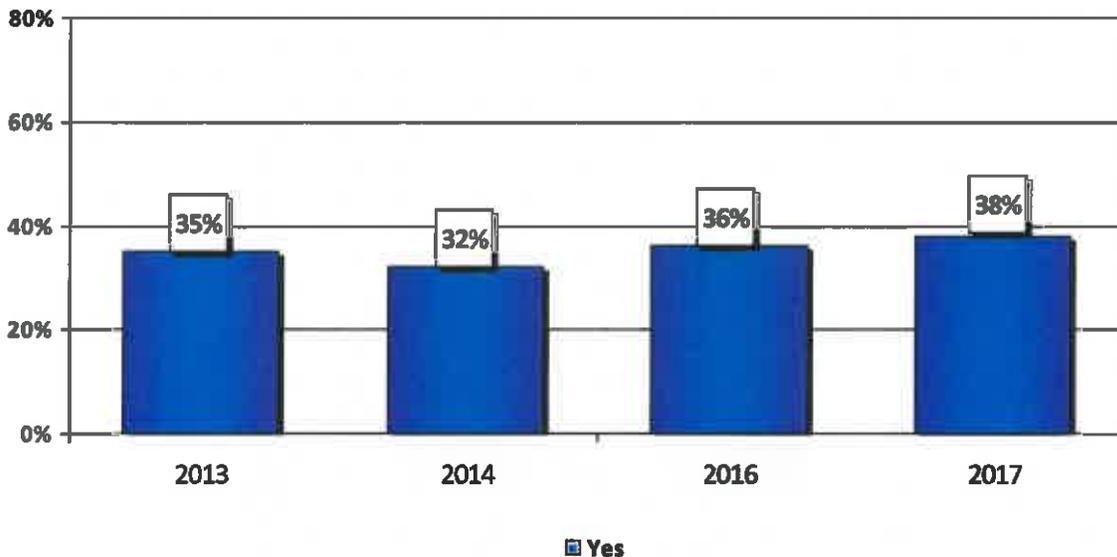


Those considering Vancouver Island as a place to visit for an overnight trip rate it high in terms of desirability and more so than in previous survey years. A total of 86% of Albertans feel that the area is a desirable location (4 & 5 rating) for an overnight stay, up from 81% in 2016, and 80% in both 2014 and 2013. Only 6% consider the Island as undesirable (1 & 2 rating), while 8% had a neutral rating (neither desirable nor undesirable) and 1% were unsure.

Overnight Trips

The 73% (n=730) of respondents that consider the Island as a place for an overnight leisure stay were questioned about their recent past trips to the area.

“Have you taken an overnight leisure trip on Vancouver Island in British Columbia in the past two years?”



A total of 38% (n=280) of those Alberta residents asked claimed that they have taken an overnight trip to Vancouver Island within the past 24 months, higher than in previous survey years including 2016 (36%), 2014 (32%) and 2013 (35%). Respondents 55+ (42%) and 35 to 54 (40%) were more likely to have visited than those 18 to 34 (32%). In addition, those earning more than \$75,000 per annum (42%) and \$50,000-\$75,000 (37%) were more likely to have visited in relation to lower earners in the under \$50,000 bracket (21%).

When overnight visitors (n=280) were asked to rate their level of satisfaction with the experience and services provided during their most recent leisure trip, a very high 92% provided a satisfied or very satisfied (4 & 5) rating, similar but slightly more than in 2016 (89%) and 2014 (91%). A total of 5% accorded a neutral rating (3- neither satisfied nor dissatisfied) and only 3% a not satisfied or not at all satisfied score (1 & 2).

The 73% (n=730) of respondents that consider the area a place for an overnight leisure stay were questioned about their **future travel plans to the Island in the next two years**. Fewer Albertans plan to travel than in previous years, as 46% said that they do not plan a trip, compared to 41% in 2016 and 36% in 2014, while an additional 7% were unsure (8% in 2016). There are 42% that plan one or two trips (44% in 2016), 3% three to five (4% in 2016) and 2% more than five vacations (2% in 2016).

Recommending Vancouver Island British Columbia

In a question first asked in 2016, the 73% (n=730) of respondents that consider Vancouver Island as a place for an overnight leisure trip were asked about their likelihood to recommend the area as a travel destination.

‘How likely are you to recommend Vancouver Island British Columbia as a travel destination to a friend, family member or colleague? Please respond using a scale from “0” being not at all likely to “10” “extremely likely.”

	Frequency	Percent
0-Not at all likely	5	1%
1	4	1%
2	11	2%
3	10	1%
4	14	2%
5	24	3%
6	21	3%
7	33	5%
8	132	18%
9	256	35%
10-Extremely likely	220	30%
Total	730	100%

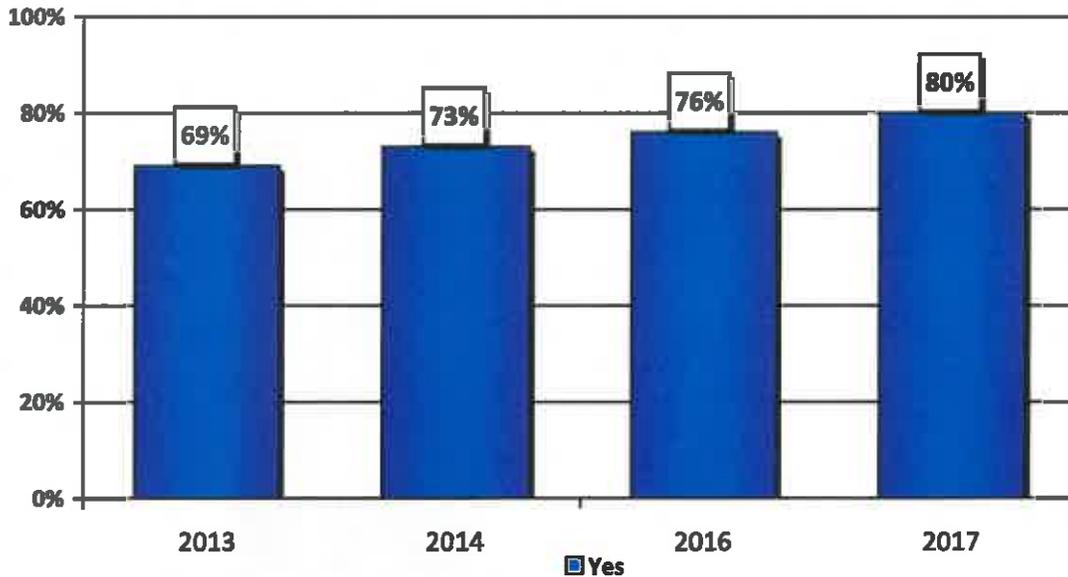
When combining the results, 83% provided a very likely rating of 8-10 and 8% a score from 6-7. A lesser 6% accorded an unlikely rating from 3-5 and 4% a very unlikely mark for 0-2. This compares to 2016 when 80% provided rating of 8-10, 8% a 6-7 score, 8% one from 3-5 and 4% a 0-2 evaluation.

EXECUTIVE SUMMARY – BRITISH COLUMBIA

A Place for an Overnight Leisure Trip

All respondents from British Columbia were first asked the following.

“Do you think of Vancouver Island in British Columbia as a place to visit for an overnight leisure trip?”



Eight in ten British Columbia residents surveyed or 80% were of the opinion that Vancouver Island is a place to visit for an overnight trip, up +4% compared to the previous 2016-survey period.

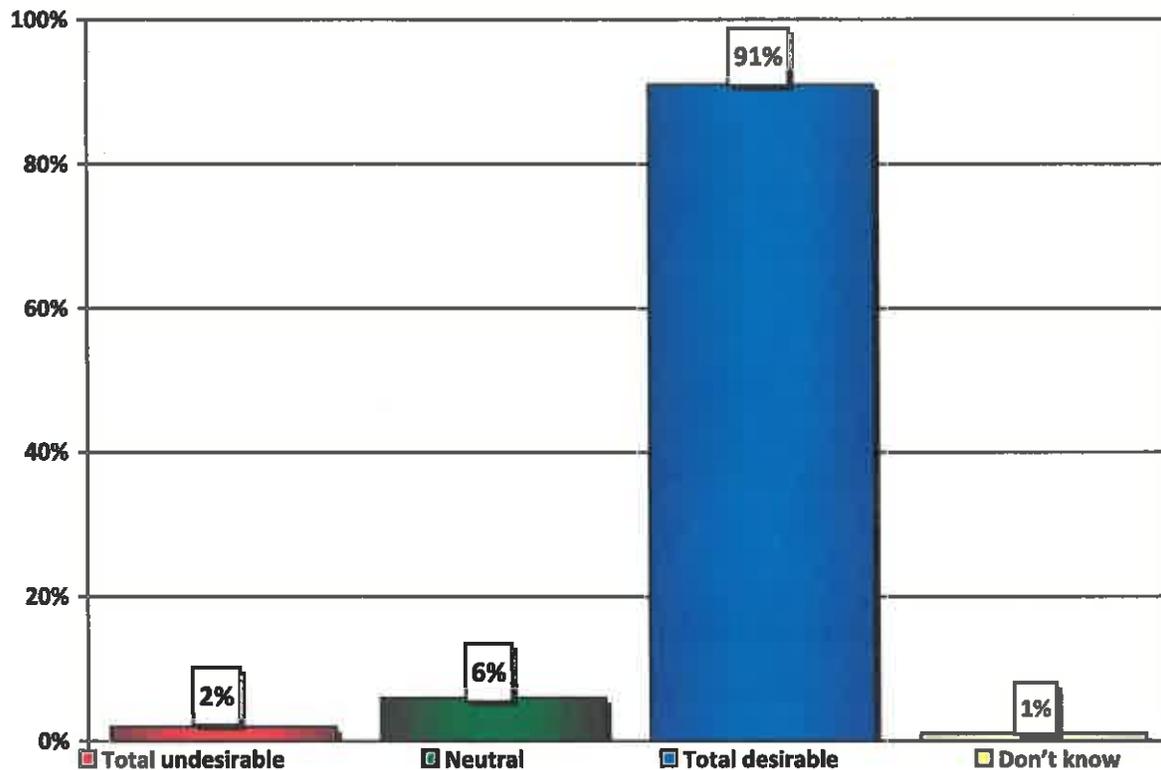
Vancouver Island residents were most inclined to hold this opinion (98%), followed by those residing in Greater Vancouver (80%) and then the rest of BC (71%). Older and higher income residents also tended to feel that the area is an overnight destination. A total of 85% of those 55+ consider it an overnight spot for tourists, followed by 82% of those aged 35-54 and then 73% of 18-34 year olds. In addition, 86% of income earners in the over \$75,000 range said the same, next by 83% of respondents in the \$50,000 - \$75,000 cohort and 69% in the under \$50,000 bracket.

The n=201 or 20% that said that they do not consider the Vancouver Island North Region as a place for an overnight leisure trip or did not know, skipped to the demographic questions and were terminated from the survey.

Rating the Desirability of the Region

The 80% (n=799) of respondents that said they consider Vancouver Island as a place for an overnight leisure trip were asked to rate the area as being desirable for an overnight stay.

“Using a scale from 1 being not at all desirable to 5 being very desirable please rate how desirable you consider Vancouver Island in British Columbia to be as a place for an overnight leisure trip.”

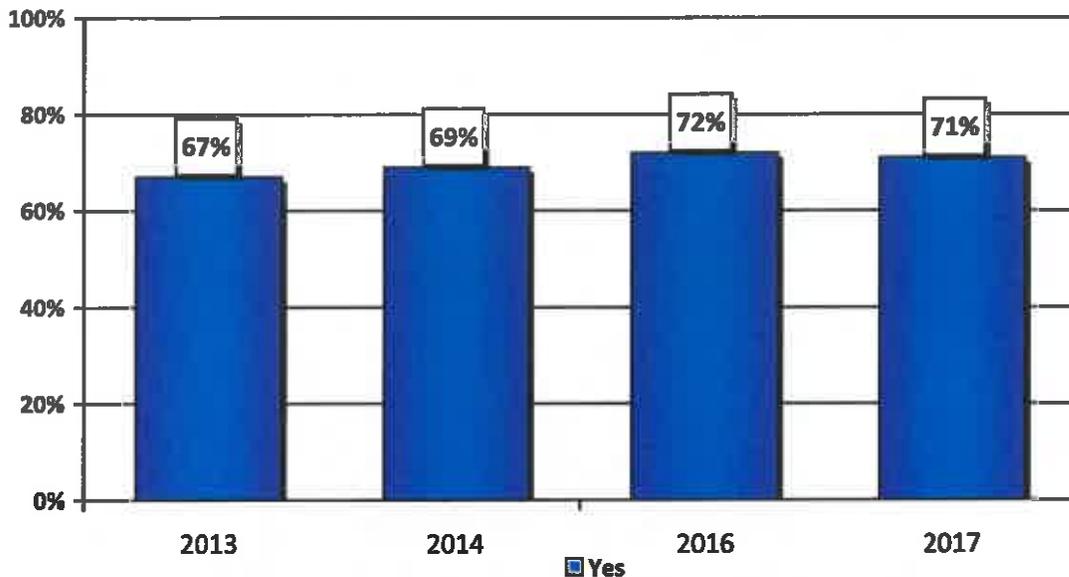


BC residents that consider Vancouver Island as a place to visit for an overnight trip, continue to rate it very high in terms of desirability. More than nine in ten or 91% of those surveyed said that the area is a desirable location (responses of 4 & 5) for an overnight trip, up slightly from the 90% in 2016 and the 90% in both of 2013 and 2014. Only 2% stated that it is undesirable (1 & 2), while 6% had a neutral opinion (3) and 1% did not know or were unsure.

Overnight Trips

The 80% (n=799) of respondents were then asked about any recent trips that they have taken to the area in the last two years.

“Have you taken an overnight leisure trip on Vancouver Island in British Columbia in the past two years?”



A total of 71% (n=570) of those interviewed claimed that they have taken an overnight trip to Vancouver Island in the past two years, similar findings in relation to 2016 (72%).

Visitors most tended to be residents of Vancouver Island (85%) and Greater Vancouver (73%) compared to other regions in BC (58%). In addition, those most likely to have visited were 55 and older (75%) and 35 to 54 (73%), compared to younger respondents 18 to 34 (65%). As well, higher earners in the over \$75,000 cohort (78%), followed by the \$50,000 - \$75,000 range (67%) were more likely to have visited in relation to those in the under \$50,000 bracket (59%).

The n=570 of overnight visitors were then asked to rate their level of satisfaction with the experience and services provided during their most recent leisure trip. A strong 94% majority provided a satisfied or very satisfied rating (4 & 5), comparable to the 93% score in 2016 and the same as in 2014 (94%). Only 1% accorded a not at all satisfied or not satisfied rating (1 & 2), while 5% gave a neutral rating (3).

The 80% (n=799) of respondents that consider Vancouver Island as a place for an overnight leisure voyage were questioned about their future travel plans to the area over the course of the next two years. In total, 40% claimed that they will travel to the area one or two times (38% in 2016), 24% three to five times (23% in 2016) and 15% more than five times (14% in 2016). A total of 15% do not plan to visit, lower than the 18% in 2014 and 6% were unsure (7% in 2016).

Recommending Vancouver Island British Columbia

The 80% (n=799) of respondents that consider Vancouver Island as a place for an overnight leisure trip were then asked about their likelihood to recommend the area as a travel destination.

‘How likely are you to recommend Vancouver Island British Columbia as a travel destination to a friend, family member or colleague? Please respond using a scale from “0” being not at all likely to “10” “extremely likely.”

	Frequency	Valid Percent
0-Not at all likely	2	<1%
1	5	1%
2	6	1%
3	8	1%
4	11	1%
5	9	1%
6	6	1%
7	14	2%
8	50	6%
9	210	26%
10-Extremely likely	478	60%
Total	799	100%

In total, 92% of BC residents provided a combined likely rating of 8-10 (90% in 2016) for recommending Vancouver Island as a travel destination. There were 3% that gave a 6-7 score (3% in 2016), 3% a 3-5 rating (4% in 2016) and only 2% an unlikely mark of 0-2 (4% in 2016).

ALBERTA RESULTS BY QUESTION

Q1. Do you think of Vancouver Island in British Columbia as a place to visit for an overnight leisure trip?

	Frequency	Percent
Yes	730	73.0
No	260	26.0
Don't know	10	1.0

IF YES ASK Q2 / IF NO OR DON'T KNOW SKIP TO DEMOGRAPHICS

		Q1. Do you think of Vancouver Island in British Columbia as a place to visit for an overnight leisure trip? CROSSTABULATION		
		Yes	No	Don't know
AGE	18-34	69.6%	29.4%	1.0%
	35-54	69.2%	29.2%	1.6%
	55 and over	80.9%	18.8%	0.3%

		Q1. CROSSTABULATION		
		Yes	No	Don't know
INCOME	Under \$50,000	61.5%	36.6%	1.9%
	Under \$75,000	69.6%	28.8%	1.7%
	Over \$75,000	76.6%	22.9%	0.5%

		Q1. Do you think of Vancouver Island in British Columbia as a place to visit for an overnight leisure trip? CROSSTABULATION		
		Yes	No	Don't know
GENDER	Male	70.8%	28.6%	0.6%
	Female	75.1%	23.5%	1.4%

Q2. Using a scale from 1 being not at all desirable to 5 being very desirable please rate how desirable you consider Vancouver Island in British Columbia to be as a place for an overnight leisure trip.

	Frequency	Percent
1-not at all desirable	21	2.9
2	20	2.7
3	56	7.7
4	269	36.8
5-Very desirable	356	48.8
Don't know	8	1.1
Total	730	100.0

		Q2. CROSSTABULATION					
		1-not at all desirable	2	3	4	5-Very desirable	Don't know
AGE	18-34	3.8%	1.9%	4.7%	37.4%	51.2%	0.9%
	35-54	3.0%	1.5%	6.8%	38.9%	48.7%	1.1%
	55 and over	2.0%	4.7%	11.0%	34.3%	46.9%	1.2%

		Q2. CROSSTABULATION					
		1-not at all desirable	2	3	4	5-Very desirable	Don't know
INCOME	Under \$50,000	3.1%	2.3%	12.2%	38.9%	42.7%	0.8%
	Under \$75,000	3.6%	3.6%	3.6%	43.7%	44.3%	1.2%
	Over \$75,000	3.5%	0.9%	8.5%	34.9%	51.6%	0.6%

		Q2. CROSSTABULATION					
		1-not at all desirable	2	3	4	5-Very desirable	Don't know
GENDER	Male	3.5%	1.4%	7.2%	44.8%	41.9%	1.2%
	Female	2.3%	3.9%	8.1%	29.7%	54.9%	1.0%

Q3. Have you taken an overnight leisure trip on Vancouver Island in British Columbia in the past two years?

	Frequency	Percent
Yes	280	38.4
No	450	61.6
Total	730	100.0

IF YES ASK Q3b / IF NO SKIP TO Q4

		Q3. CROSSTABULATION	
		Yes	No
AGE	18-34	32.2%	67.8%
	35-54	40.0%	60.0%
	55 and over	41.7%	58.3%

		Q3. CROSSTABULATION	
		Yes	No
INCOME	Under \$50,000	20.6%	79.4%
	Under \$75,000	37.1%	62.9%
	Over \$75,000	41.5%	58.5%

		Q3. CROSSTABULATION	
		Yes	No
GENDER	Male	37.0%	63.0%
	Female	39.6%	60.4%

Q3b. Using a scale of 1 being not at all satisfied and 5 being very satisfied, please rate your overall level of satisfaction with the experience and services provided during your most recent overnight leisure trip on Vancouver Island.

	Frequency	Percent
1-Not at all satisfied	4	1.4
2	5	1.8
3	14	5.0
4	118	42.1
5-Very satisfied	139	49.6
Total	280	100.0

		Q3b. CROSSTABULATION				
		1-Not at all satisfied	2	3	4	5-Very satisfied
AGE	18-34	1.5%	2.9%	4.4%	39.7%	51.5%
	35-54	0.9%	0.9%	2.8%	45.3%	50.0%
	55 and over	1.9%	1.9%	7.5%	40.6%	48.1%

		Q3b. CROSSTABULATION				
		1-Not at all satisfied	2	3	4	5-Very satisfied
INCOME	Under \$50,000	3.7%	3.7%	3.7%	40.7%	48.1%
	Under \$75,000	1.6%	1.6%	3.2%	46.8%	46.8%
	Over \$75,000	0.8%	2.3%	6.1%	40.9%	50.0%

		Q3b. CROSSTABULATION				
		1-Not at all satisfied	2	3	4	5-Very satisfied
GENDER	Male	3.1%	2.3%	5.5%	48.4%	40.6%
	Female		1.3%	4.6%	36.8%	57.2%

Q4. How many overnight leisure trips do you anticipate taking on Vancouver Island over the next two years?

	Frequency	Percent
None	334	45.8
One or two	309	42.3
Three to five	24	3.3
More than five	14	1.9
Don't know	49	6.7
Total	730	100.0

		Q4. CROSSTABULATION				
		None	One or two	Three to five	More than five	Don't know
AGE	18-34	45.0%	44.5%	2.4%	2.4%	5.7%
	35-54	50.2%	41.1%	2.6%	1.5%	4.5%
	55 and over	41.7%	41.7%	4.7%	2.0%	9.8%

		Q4. CROSSTABULATION				
		None	One or two	Three to five	More than five	Don't know
INCOME	Under \$50,000	51.9%	29.0%	3.1%	1.5%	14.5%
	Under \$75,000	46.1%	40.1%	5.4%	1.8%	6.6%
	Over \$75,000	44.7%	46.5%	2.8%	1.9%	4.1%

		Q4. CROSSTABULATION				
		None	One or two	Three to five	More than five	Don't know
GENDER	Male	43.9%	44.5%	4.0%	2.3%	5.2%
	Female	47.4%	40.4%	2.6%	1.6%	8.1%

Q5. How likely are you to recommend Vancouver Island British Columbia as a travel destination to a friend, family member or colleague? Please respond using a scale from "0" being not at all likely to "10" "extremely likely".

	Frequency	Percent
0-Not at all likely	5	.7
1	4	.5
2	11	1.5
3	10	1.4
4	14	1.9
5	24	3.3
6	21	2.9
7	33	4.5
8	132	18.1
9	256	35.1
10-Extremely likely	220	30.1
Total	730	100.0

		Q5. CROSSTABULATION			
		0-2	3-5	6-7	8-10
AGE	18-34	2.8%	6.2%	8.1%	82.9%
	35-54	2.3%	6.8%	5.3%	85.7%
	55 and over	3.1%	6.7%	9.1%	81.1%

		Q5. CROSSTABULATION			
		0-2	3-5	6-7	8-10
INCOME	Under \$50,000	1.5%	5.3%	4.6%	88.5%
	Under \$75,000	4.2%	4.8%	6.0%	85.0%
	Over \$75,000	2.5%	5.3%	9.7%	82.4%

		Q5. CROSSTABULATION			
		0-2	3-5	6-7	8-10
GENDER	Male	3.2%	5.5%	8.4%	82.9%
	Female	2.3%	7.6%	6.5%	83.6%

BRITISH COLUMBIA RESULTS BY QUESTION

Q1. Do you think of Vancouver Island in British Columbia as a place to visit for an overnight leisure trip?

	Frequency	Valid Percent
Yes	799	79.9
No	190	19.0
Don't know	11	1.1
Total	1000	100.0

IF YES ASK Q2 / IF NO OR DON'T KNOW SKIP TO DEMOGRAPHICS

		Q1. CROSSTABULATION		
		Yes	No	Don't know
REGION	Vancouver Island	97.5%	1.9%	0.6%
	Greater Vancouver	80.1%	18.4%	1.5%
	Rest of BC	70.6%	28.8%	0.6%

		Q1. CROSSTABULATION		
		Yes	No	Don't know
AGE	18-34	72.6%	26.2%	1.3%
	35-54	81.6%	17.3%	1.1%
	55 and over	85.2%	13.9%	0.9%

		Q1. CROSSTABULATION		
		Yes	No	Don't know
INCOME	Under \$50,000	69.2%	29.1%	1.6%
	Under \$75,000	82.8%	16.8%	0.4%
	Over \$75,000	86.2%	13.2%	0.6%

		Q1. CROSSTABULATION		
		Yes	No	Don't know
GENDER	Male	81.1%	17.4%	1.5%
	Female	78.8%	20.5%	0.8%

Q2. Using a scale from 1 being not at all desirable to 5 being very desirable please rate how desirable you consider Vancouver Island in British Columbia to be as a place for an overnight leisure trip.

	Frequency	Percent
1-not at all desirable	5	.6
2	11	1.4
3	50	6.3
4	263	32.9
5-Very desirable	464	58.1
Don't know	6	.8
Total	799	100.0

		Q2. CROSSTABULATION					
		1-not at all desirable	2	3	4	5-Very desirable	Don't know
REGION	Vancouver Island			5.1%	21.0%	73.9%	
	Greater Vancouver	1.0%	1.9%	7.4%	33.2%	55.6%	1.0%
	Rest of BC	0.4%	1.3%	4.9%	40.8%	51.6%	0.9%

		Q2. CROSSTABULATION					
		1-not at all desirable	2	3	4	5-Very desirable	Don't know
AGE	18-34	0.4%	1.7%	10.4%	29.1%	57.4%	0.9%
	35-54	1.0%	0.7%	3.4%	36.2%	58.4%	0.3%
	55 and over	0.4%	1.8%	5.8%	32.6%	58.3%	1.1%

		Q2. CROSSTABULATION					
		1-not at all desirable	2	3	4	5-Very desirable	Don't know
INCOME	Under \$50,000	0.6%	0.6%	2.9%	45.6%	49.7%	0.6%
	Under \$75,000	0.9%	1.8%	11.5%	28.1%	55.8%	1.8%
	Over \$75,000	0.7%	2.1%	6.9%	31.6%	58.3%	0.3%

		Q2. CROSSTABULATION					
		1-not at all desirable	2	3	4	5-Very desirable	Don't know
GENDER	Male	0.8%	1.8%	3.3%	35.5%	57.5%	1.0%
	Female	0.5%	1.0%	9.1%	30.4%	58.6%	0.5%

**Q3. Have you taken an overnight leisure trip
on Vancouver Island in British Columbia in
the past two years?**

	Frequency	Percent
Yes	570	71.3
No	229	28.7
Total	799	100.0

IF YES ASK Q3b / IF NO SKIP TO Q4

		Q3. CROSSTABULATION	
		Yes	No
REGION	Vancouver Island	85.4%	14.6%
	Greater Vancouver	73.0%	27.0%
	Rest of BC	58.3%	41.7%

		Q3. CROSSTABULATION	
		Yes	No
AGE	18-34	64.8%	35.2%
	35-54	73.4%	26.6%
	55 and over	74.6%	25.4%

		Q3. CROSSTABULATION	
		Yes	No
INCOME	Under \$50,000	59.1%	40.9%
	Under \$75,000	67.3%	32.7%
	Over \$75,000	78.1%	21.9%

		Q3. CROSSTABULATION	
		Yes	No
GENDER	Male	72.6%	27.4%
	Female	70.1%	29.9%

Q3b. Using a scale of 1 being not at all satisfied and 5 being very satisfied, please rate your overall level of satisfaction with the experience and services provided during your most recent overnight leisure trip on Vancouver Island.

	Frequency	Percent
1-Not at all satisfied	3	.5
2	5	.9
3	27	4.7
4	117	20.5
5-Very satisfied	418	73.3
Total	570	100.0

		Q3b. CROSSTABULATION				
		1-Not at all satisfied	2	3	4	5-Very satisfied
REGION	Vancouver Island			0.7%	9.7%	89.6%
	Greater Vancouver	0.3%	1.3%	7.5%	20.3%	70.6%
	Rest of BC	1.5%	0.8%	2.3%	32.3%	63.1%

		Q3b. CROSSTABULATION				
		1-Not at all satisfied	2	3	4	5-Very satisfied
AGE	18-34	0.7%	1.3%	4.7%	24.8%	68.5%
	35-54	0.5%	0.9%	5.6%	18.1%	74.9%
	55 and over	0.5%	0.5%	3.9%	19.9%	75.2%

		Q3b. CROSSTABULATION				
		1-Not at all satisfied	2	3	4	5-Very satisfied
INCOME	Under \$50,000	1.0%	2.0%	9.9%	19.8%	67.3%
	Under \$75,000	0.7%	0.7%	3.4%	20.5%	74.7%
	Over \$75,000	0.4%	0.4%	5.3%	27.1%	66.7%

		Q3b. CROSSTABULATION				
		1-Not at all satisfied	2	3	4	5-Very satisfied
GENDER	Male	0.4%	1.1%	3.9%	20.8%	73.9%
	Female	0.7%	0.7%	5.6%	20.3%	72.7%

Q4. How many overnight leisure trips do you anticipate taking on Vancouver Island over the next two years?

	Frequency	Percent
None	127	15.9
One or two	320	40.1
Three to five	190	23.8
More than five	117	14.6
Don't know	45	5.6
Total	799	100.0

		Q4. CROSSTABULATION				
		None	One or two	Three to five	More than five	Don't know
REGION	Vancouver Island	7.6%	33.1%	25.5%	28.7%	5.1%
	Greater Vancouver	13.1%	42.2%	24.1%	13.6%	6.9%
	Rest of BC	26.9%	40.8%	22.0%	6.7%	3.6%

		Q4. CROSSTABULATION				
		None	One or two	Three to five	More than five	Don't know
AGE	18-34	17.8%	47.8%	18.3%	9.1%	7.0%
	35-54	15.4%	42.0%	22.2%	15.4%	5.1%
	55 and over	14.9%	31.5%	30.1%	18.5%	5.1%

		Q4. CROSSTABULATION				
		None	One or two	Three to five	More than five	Don't know
INCOME	Under \$50,000	12.9%	36.3%	28.1%	11.1%	11.7%
	Under \$75,000	18.9%	38.2%	27.2%	12.0%	3.7%
	Over \$75,000	12.5%	47.9%	20.5%	15.3%	3.8%

		Q4. CROSSTABULATION				
		None	One or two	Three to five	More than five	Don't know
GENDER	Male	15.6%	36.3%	25.3%	17.6%	5.1%
	Female	16.2%	43.6%	22.3%	11.8%	6.1%

Q5. How likely are you to recommend Vancouver Island British Columbia as a travel destination to a friend, family member or colleague? Please respond using a scale from "0" being not at all likely to "10" "extremely likely".

	Frequency	Valid Percent
0-Not at all likely	2	.3
1	5	.6
2	6	.8
3	8	1.0
4	11	1.4
5	9	1.1
6	6	.8
7	14	1.8
8	50	6.3
9	210	26.3
10-Extremely likely	478	59.8
Total	799	100.0

		Q5. CROSSTABULATION			
		0-2	3-5	6-7	8-10
REGION	Vancouver Island			0.6%	99.4%
	Greater Vancouver	1.2%	4.8%	3.1%	90.9%
	Rest of BC	3.6%	3.6%	2.7%	90.1%

		Q5. CROSSTABULATION			
		0-2	3-5	6-7	8-10
AGE	18-34	2.6%	6.5%	3.9%	87.0%
	35-54	1.0%	2.0%	1.7%	95.2%
	55 and over	1.4%	2.5%	2.2%	93.8%

		Q5.			
		0-2	3-5	6-7	8-10
INCOME	Under \$50,000	1.2%	4.1%	3.5%	91.2%
	Under \$75,000	2.3%	4.6%	3.7%	89.4%
	Over \$75,000	2.1%	3.5%	2.1%	92.4%

		Q5.			
		0-2	3-5	6-7	8-10
GENDER	Male	0.8%	4.1%	1.8%	93.4%
	Female	2.5%	2.9%	3.2%	91.4%

