



COMMUNITY  
TOURISM  
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# Greater Vancouver Regional District Travellers Perceptions of the Sunshine Coast as a Tourism Destination

## Top Line Report

Prepared for  
***Tourism BC***

A report prepared by:  
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## EXECUTIVE SUMMARY

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R.A. Malatest & Associates Ltd. was commissioned by Tourism BC to implement the *Community Tourism Foundations Perceptions/Incidence Study*. The purpose of this survey was to assess the consumer awareness of travel opportunities across British Columbia and in some cases, Alberta. The survey was structured to collect data about the following issues:

- Frequency with which respondents took an overnight leisure trip to the community;
- Familiarity with the community;
- Importance of different factors in choosing a destination for an overnight leisure trip;
- Things that appeal to respondents about overnight getaways or vacations to the community;
- Comparison of community to other similar destinations; and
- Demographic characteristics of the respondent.

The *Community Tourism Foundations Perceptions/Incidence Study Day-Trip and Short Getaway* survey was administered by telephone to the general public residing in the Greater Vancouver Regional District (GVRD). A total of 301 surveys were completed; all of these respondents were asked about the frequency of their visits to and familiarity with the Sunshine Coast. Further, 93 respondents were asked about the Sunshine Coast's appeal as an overnight getaway or vacation destination (based on their frequency of visits to and familiarity with the Sunshine Coast) their perceptions of the Sunshine Coast and how the area compares to similar destinations.

The following report contains top-line results of the survey. Preliminary findings were drawn based on the results derived from overall responses. These findings include:

***Among respondents sampled, more than four in ten (41.9%) either have taken a day leisure trip or an overnight getaway to the Sunshine Coast or are at least somewhat familiar with the Sunshine Coast.***

Close to one-third (32.6%) of all the respondents sampled reported having taken one or more day trips or overnight getaways to the Sunshine Coast for leisure purposes in the past 2 years, with the majority (73.6%-75.6%) having one or two day trips or overnight getaways. Of respondents who did not visit the Sunshine Coast for leisure purposes, 13.9% indicated that they were somewhat familiar, familiar or very familiar with the Sunshine Coast.

***Overall, the Sunshine Coast is seen as a beautiful destination that is affordable, safe and clean, excellent for relaxing and unwinding, with good opportunities for various outdoor activities and family activities.***

When asked about to what community characteristics were associated with the Sunshine Coast, respondents identified safety and cleanness (association rating: 4.0), a place good for relaxing and unwinding (4.1), affordability (3.4), family activities (3.4), and a variety of outdoor activities to do (3.8), for both land-based and water-based outdoor recreation (3.5-3.6), as being most

descriptive of the Sunshine Coast. Consistent with this finding, 10% of respondents or more described beautiful natural scenery (26.5%) of the Sunshine Coast with beaches (10.3%) as the biggest attraction for them. As well, some respondents also cited a ferry experience (5.1%) as appealing to them.

***Compared with similar destinations, the Sunshine Coast is described by visitors as providing a better value for money and having better Aboriginal cultural activities and better water-based outdoor recreation activities. Providing visitors with more activities to do, including heritage tours, and improving local business and entertainment amenities are likely to attract more travellers to the Sunshine Coast.***

Destinations such as Whistler (14.3%), the Gulf Islands (8.2%), Victoria (8.2%) and some other Vancouver Island destinations (10.2%), were reported as similar destinations to the Sunshine Coast by more than one in twelve respondents. Compared with all these similar destinations, the Sunshine Coast was perceived to provide better Aboriginal cultural activities (net difference<sup>1</sup> of 20.0%), better water-based outdoor recreation activities (net difference of 13.3%), and a better value for money (net difference of 6.3%). On the other hand, the Sunshine Coast was perceived to lack arts and culture amenities including opportunities to visit heritage and historical sites (net difference of -54.8% to -43.3%). In addition, the Sunshine Coast was rated lower in terms of providing visitors with many different things to do (net difference of -40.0%), and having good amenities such as excellent shopping, excellent restaurants and fun nightlife and entertainment (net difference of -53.6% to -42.3%).

***Close to one half of respondents (including visitors and non-visitors who are familiar with the Sunshine Coast) are likely to visit the Sunshine Coast for a day trip or an overnight getaway in the next two years.***

Close to half (48.2%) of respondents indicated that they would (21.1%) or definitely would (27.1%) visit the Sunshine Coast either for a day trip or an overnight getaway in the next two years. Many respondents did not come to the Sunshine Coast as often as they would like due to a lack of time (34.2%), ferry expense (24.1%) and the amount of time spent on ferry (19.0%). These respondents are likely to visit the Sunshine Coast in the future at their spare time. On the other hand, 5.1% of respondents mentioned that the Sunshine Coast was not interesting to them, suggesting that the Sunshine Coast was a one-time destination for them and they were unlikely to return in the near future.

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<sup>1</sup> Calculated as the difference between the % of respondents describing the Sunshine Coast as better and the % of respondents describing the similar destination as better in terms of service provided in a certain service area.

## SECTION 1: BACKGROUND AND METHODOLOGY

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### 1.1 *Background*

Tourism British Columbia collects and updates information about prospective visitors to British Columbia from North American origin markets through market studies. Tourism BC collects information about travel patterns, interest in and attitudes toward travel in British Columbia.

In 2005 Tourism British Columbia introduced the Community Tourism Foundations (CTF) Program®, which is designed to assist communities in developing their tourism potential. Facilitators are hired by Industry Development, Tourism British Columbia to work with selected communities to develop multi-year tourism development and marketing plans. Research Services, Tourism British Columbia assists the Facilitators by providing some funding and guidance for research projects to support the CTF program.

A number of Facilitators have requested in-market awareness research for the community or sub-regional destinations that they are working with. The Facilitators need to understand awareness levels of their communities and the unique attributes (as seen by the consumer) of the community that can be used to leverage increased visitation.

As a result, Research Services has undertaken consumer awareness research in the GVRD and in urban areas outside of the GVRD in order to understand awareness of specific CTF communities. The results of the consumer market research will support the refinement of community tourism development strategies.

### 1.2 *Project Objectives*

In 2007, R.A. Malatest & Associates Ltd. was commissioned by Tourism BC to conduct a *Community Tourism Foundations Perceptions/Incidence Study*. The purpose of this survey was to assess the consumer awareness of travel opportunities across the province. Specific project objectives include:

1. To determine Greater Vancouver residents' awareness and perceptions of selected CTF communities as day-trip, getaway and vacation destinations.
2. To determine 'Other BC and Albertan residents' awareness and perceptions of selected CTF communities as getaway and vacation destinations
3. To determine the attributes and appeals associated with selected CTF communities.
4. To determine the likelihood of visiting selected CTF communities.
5. To determine incidence of leisure travel to selected CTF communities.
6. To determine importance of factors when choosing a destination for a day-trip, getaway or vacation.

### **1.3 Survey Instrument Programming and Field Test**

R.A. Malatest & Associates Ltd. utilized a survey provided by Tourism BC. The survey contained questions pertaining to the following issues:

- Frequency with which respondents took an overnight leisure trip to the community;
- Familiarity with the community;
- Importance of different factors in choosing a destination for an overnight leisure trip;
- Things that appeal to respondents about overnight getaways or vacations to the community;
- Comparison of community to other similar destinations;
- Demographic characteristics of the respondent.

R.A. Malatest & Associates Ltd. made several minor modifications to the survey during survey programming and after field-testing. The final version of the survey instrument is contained in Appendix A.

### **1.4 Methodology**

#### **1.4.1 Sample Frame**

As part of the *Community Tourism Foundations Perceptions/Incidence Study*, a random sample of residents from the GVRD were contacted by telephone and asked to participate in a short telephone survey. Respondents qualified to participate in the survey if they had been on an overnight getaway<sup>2</sup> outside of their community in the 12 months prior to the survey (excluding business travel).

Respondents were asked questions regarding their travels to and familiarity with one or more of the six communities selected for this study. The six communities selected for the *Day-Trip and Short Getaway* survey were Bowen Island, the Sunshine Coast, Squamish, White Rock, West Vancouver and Harrison Hot Springs.

The total sample frame for the *Community Tourism Foundations Perceptions/Incidence Study's Day-Trip and Short Getaway Survey* consisted of 7,500 telephone numbers in the GVRD.

#### **1.4.2 Survey Field Test**

On April 3, 2007, a field test was conducted with five respondents. Based on the field test, a number of minor changes to the survey (such as the order of questions to improve survey flow) were made. Full survey administration began on April 4<sup>th</sup>, 2007.

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<sup>2</sup> A getaway means a trip of a few nights (<4 nights) away from home for leisure purposes (including shopping and dining).

### 1.4.3 Number of Survey Completions

At the end of survey administration on May 17<sup>th</sup>, 2007, a total of 301 survey completions were obtained for the *Community Tourism Foundations Perceptions/Incidence Study's Day-Trip and Short Getaway Survey*. Based on the total sample for the GVRD, the margin of error associated those asked about the Sunshine Coast is  $\pm 5.6\%$ . Excluding cases with not in service telephone numbers and non-qualifiers; the response rate for the survey was 5.9%. A table of survey completions is shown below (Table 1-1).

**Table 1- 1  
Overall Project Completions**

Region	Population Size <sup>3</sup>	Valid Sample Size <sup>4</sup>	Survey Completions	Valid Response Rate (%)
Greater Vancouver Regional District (GVRD)	2,116,581	5,140	301	5.9%

In total, more than four in ten respondents asked about the Sunshine Coast had either travelled there or were familiar with the community (41.9%). Of the 301 respondents contacted in the GVRD, 98 (32.6%) stated that they had taken a day trip or an overnight leisure trip to the Sunshine Coast in the past two years. A further 28 respondents had not gone to the Sunshine Coast but were somewhat or very familiar with the Sunshine Coast, as presented in Table 1-2.

**Table 1-2  
Visits To / Familiarity With the Sunshine Coast**

	Respondents Asked About the Sunshine Coast (n=301)	% of all respondents asked about the Sunshine Coast
Taken a day trip or an overnight leisure trip to the Sunshine Coast in the past 2 years	98	32.6%
No trip taken but somewhat or very familiar with the Sunshine Coast	28	9.3%
<b>Total</b>	<b>126</b>	<b>41.9%</b>

Each respondent was asked about a maximum of two communities. Therefore if a respondent indicated that they had visited or were at least somewhat familiar with more than two of the selected CTF communities, two communities were selected. As a result, not every respondent who had visited or who was familiar with the Sunshine Coast was asked about this community. A total of 93 surveys were completed with a set of community specific questions specific to the Sunshine Coast.

<sup>3</sup> Source: Statistics Canada, 2006 Census

<sup>4</sup> Valid sample = Sample less non-qualifiers or not in service numbers in the sample

The rest of this report presents the findings pertaining to the Sunshine Coast from the *Community Tourism Foundations Perceptions/Incidence Study*.

#### 1.4.4 Limitations

The survey is not indicative of everyone that goes to the Sunshine Coast – only GVRD respondents who had been on an overnight getaway outside of their community for one night or more in the 12 months prior to the survey (excluding business travel), were asked about the Sunshine Coast. As a result, the current report does not report on other visitors to the Sunshine Coast who are located outside of the GVRD, or who took an overnight getaway to the Sunshine Coast earlier than 2 years prior to the survey and were not at least somewhat familiar with the community.

## COMMUNITY SPECIFIC RESULTS

### SECTION 2: TRIP CHARACTERISTICS BY MARKET

#### 2.1 Number of Trips

Of respondents who lived in the GVRD (n=301), close to one-third (32.6%) reported that they had taken at least one day or overnight leisure trip to the Sunshine Coast in the past 2 years, of which 41.8% had travelled to the Sunshine Coast on both day trips and overnight getaways (Table 2-1). The majority (73.6%-75.6%) of the visitors had one or two day trips or getaways to the Sunshine Coast. On average, the visitors took 2.6 day trips and 2.9 overnight getaways to the Sunshine Coast for leisure purposes.

Respondents who had not taken any overnight leisure trip to the Sunshine Coast were asked how familiar they were with the Sunshine Coast. Overall, approximately one in seven (13.9%) indicated that they were somewhat familiar, familiar or very familiar with the Sunshine Coast. In total, 93 respondents who either took an overnight leisure trip to the Sunshine Coast, or who did not but were at least somewhat familiar with the Sunshine Coast, were further asked of the questions regarding their experience and impression about travelling in the Sunshine Coast.

**Table 2- 1**  
**Frequency of Trips**

<b>Question1.</b> <i>In the past 2 years, have you taken a day trip or an overnight leisure trip to the Sunshine Coast?</i>						
<b>Question2.</b> <i>If Yes to Question 1, how many day trips?</i>						
<b>Question3.</b> <i>If Yes to Question 1, how many overnight trips?</i>						
<b>Question4.</b> <i>IF NO to Question 1, on a scale from 1 to 5 where 1 is 'not at all familiar' and 5 is 'very familiar' how familiar are you with the Sunshine Coast?</i>						
	<b>% (n) on a day or overnight trip to the community</b>	<b>% (n) on both day and overnight trips<sup>1</sup></b>	<b>Average # day trips<sup>2</sup></b>	<b>Average # overnight trips<sup>3</sup></b>	<b>% (n) at least somewhat familiar<sup>4</sup></b>	<b>Total # of surveys applicable</b>
<b>Overall</b>	<b>32.6% (98)</b>	<b>41.8% (41)</b>	<b>2.6</b>	<b>2.9</b>	<b>13.9% (28)</b>	<b>93</b>

<sup>1</sup> Of respondents who either took one or more day or overnight leisure trips or to The Sunshine Coast.

<sup>2</sup> Of respondents who took one or more day trips to The Sunshine Coast; excluding Don't know and no response.

<sup>3</sup> Of respondents who took one or more overnight trips to The Sunshine Coast; excluding Don't know and no response.

<sup>4</sup> Of respondents who did not take one or more day or overnight leisure trips to The Sunshine Coast; excluding Don't know and no response.

### SECTION 3: COMMUNITY CHARACTERISTICS

#### 3.1 Appeal of Community

Respondents were asked about the things that appealed to them concerning overnight getaways or vacations to The Sunshine Coast. These community characteristics are grouped into nine categories including outdoor recreation, natural environment, cultural activities, amenities, atmosphere/lifestyle, proximity, getaway, friends/family and affordability. Table 3-1 presents these categories as well as various features associated with each category.

**Table 3- 1**  
**Categories of Appealing Community Characteristics**

<b>Characteristics category</b>	<b>Feature</b>
<b><i>Outdoor recreation</i></b>	Water sports/adventures/activities, Fishing, Boating, Golfing, Camping, Hunting, Driving/touring around, Walking/Hiking, Ferry riding, Sightseeing, Downhill skiing, Snowmobiling, Snowshoeing, Cross country skiing/other winter activities
<b><i>Natural environment</i></b>	Beautiful place to visit/beautiful scenery, Provincial park, Wildlife/wilderness, Lake/river/ocean/water/islands, Beaches, Weather/good weather, Clean / Fresh Air, Agricultural attractions - farms stores, tours, Winery/brewery/wine tours
<b><i>Cultural activities</i></b>	Historic/heritage, Cultural sites (including aboriginal), Festivals and events
<b><i>Amenities</i></b>	Art gallery/galleries, Museum/railway museum, Hotel/resorts, Shopping, Spas, Restaurants/pubs, Bingo / Casino, Bigger City (medical facilities, university, military)
<b><i>Atmosphere/lifestyle</i></b>	Relaxation/laid back lifestyle, Neat/quiet, Small town feel/quaint town, Remote / Romantic / Small population, Atmosphere, Different / Unique, Family friendly, The people/friendly people/unique people
<b><i>Proximity</i></b>	Close to various places/sites, En route to various places/passing through, Accessibility/Location, Proximity to home / close
<b><i>Getaway</i></b>	Somewhere new / To Get Away, Grow up / used to live there / cottage
<b><i>Friends/family</i></b>	Friends/family live there
<b><i>Affordability</i></b>	Affordability

Table 3-2 below summarizes the top appealing features (cited by 5% of respondents or more each) of the Sunshine Coast by characteristic categories. As is evident in Table 3-2, over one-tenth of respondents agreed that the beautiful natural environment including natural scenery (26.5%) and beaches (10.3%) of the Sunshine Coast was the biggest attraction to them. More than one in twenty respondents indicated that they were attracted by a neat and quiet atmosphere of the Sunshine Coast (5.1%), and a relaxing and laid-back lifestyle (7.7%). Another one in twenty or more respondents liked the ferry experience while travelling to the Sunshine Coast (5.1%), and/or the fact that their friends and family were living there (11.1%)

**Table 3- 2**  
**Top Appealing Characteristics of the Sunshine Coast**

<b>Question5. What are the things that appeal to you about overnight getaways or vacations to The Sunshine Coast?</b>	
<b>Category/Feature</b>	<b>%</b>
<b>Outdoor recreation</b>	
Ferry	5.1%
<b>Natural environment</b>	
Beautiful place to visit/beautiful scenery	26.5%
Beaches	10.3%
<b>Atmosphere/lifestyle</b>	
Relaxation/laid back lifestyle	7.7%
Neat/quiet	5.1%
<b>Friends/family</b>	
Friends/family live there	11.1%

\* n=117, multiple category responses. Categories/features accounting for 5% or more are presented.

### 3.2 Unique Characteristics of Community

When asked about what made the Sunshine Coast a unique destination, more than one-tenth of respondents identified beautiful natural environment was the main factor, which included beautiful natural scenery (27.6%), good weather (13.8%) with various water features (13.8%) and beaches (10.3%, Table 3-3).<sup>5</sup> More than one in twenty respondents also mentioned that the small and remote-town feel (6.9%) of the Sunshine Coast with neat and quiet surroundings (10.3%), made it a special place to visit.

<sup>5</sup> Caution is needed in generalizing due to the small sample size.

**Table 3- 3**  
**Top 6 Unique Characteristics of the Sunshine Coast**

<b>Question6. What is unique about the Sunshine Coast, what makes it different from the other destinations you just mentioned?</b>	
<b>Community characteristics</b>	<b>% of the responses</b>
Scenery	<b>27.6%</b>
Weather	<b>13.8%</b>
Ocean/Lake/Hot springs	<b>13.8%</b>
Beach	<b>10.3%</b>
Neat/Quiet	<b>10.3%</b>
Remote/Isolated	<b>6.9%</b>

\* n=29. Note that this is an open-ended question; comments are coded into categorical responses. Categories accounting for 5% or more are presented.

### **3.3 Importance of Community Features**

In the survey, respondents were asked about factors important to them in choosing a destination for a trip or short getaway in spring/summer. Importance was assessed on a 5-point scale with 1 being not important at all and 5 being extremely important. Overall, affordability (4.00), safety/cleanness (4.63) and a place good for relaxing and unwinding (4.30) were ranked as most important. Except for a place to golf (1.70) being romantic (2.63) and being close to home (2.89), all the other 14 community features were rated as close to or more than somewhat important by all visitors or those who were somewhat familiar with the Sunshine Coast (Table 3-4).

**Table 3- 4**  
**Importance Rating (1-5) of Community Features**

<b>Question7. If you were choosing a destination for an overnight leisure trip (&gt; 1 night) in the next six months (spring/summer), how important are each of the following factors when making your choice? Where 1 is 'Not important at all' and 5 is 'Extremely important.'</b>	
<b>Category/Feature</b>	<b>Importance rating</b>
<b>Outdoor recreation</b>	
Offers a variety of outdoor activities	<b>3.85</b>
A place to participate in outdoor land-based activities	<b>3.46</b>
A place to participate in outdoor water-based activities	<b>2.92</b>
A place to golf	<b>1.70</b>
<b>Natural environment</b>	
Hot and Sunny	<b>3.78</b>
A place to visit national/provincial parks	<b>3.43</b>
<b>Cultural activities</b>	
Heritage and historical sites	<b>3.19</b>
Offers cultural events such as arts and music	<b>3.05</b>
<b>Amenities</b>	
Unique local cuisine	<b>3.46</b>
Restaurants, shopping and nightlife	<b>3.13</b>
<b>Atmosphere/lifestyle</b>	
Safe and clean	<b>4.63</b>
A place to relax and unwind	<b>4.30</b>
An exciting place to be	<b>3.60</b>
Romantic	<b>2.63</b>
<b>Proximity</b>	
A place that's close to home	<b>2.89</b>
<b>Family-friendly</b>	
Offers wide a range of activities for the entire family	<b>3.33</b>
<b>Affordability</b>	
Affordability	<b>4.00</b>

\* n=92-93, excluding Don't know and no response.

Respondents with different household characteristics were found to have distinct ratings on many community features. For households having a child of 18 years or younger, whether there were activities for the entire family appeared to be a deciding factor for them to choose a destination. These households also liked the destination where there were a variety of outdoor activities to do (Appendix B, Table B-1). Households without children on the other hand, appeared to be more interested in visiting heritage and historical sites.

As shown in Table B-2 (in Appendix B), respondents of different age groups also had divergent views as to what community features were most important to them. Young to mid-age individuals (18 to 44 years) preferred places with plenty opportunities for various outdoor activities, especially water-based outdoor recreation activities. Older respondents (45 years or older) appreciated the opportunities to visit heritage and historical sites more than did younger individuals.

### **3.4 Associations with Community**

Respondents were further asked to indicate to what extent they associated community characteristics with the Sunshine Coast, based on their experience or information received. This was assessed on a 5-point scale with 1 being 'does not describe at all', and 5 being 'describes completely'. As indicated in Table 3-5, twelve out of seventeen (70.6%) community characteristics were perceived as being somewhat or completely descriptive of the Sunshine Coast. A place good for relaxing and unwinding (4.13), safety and cleanness (3.96), and a variety of outdoor activities (3.78), both for land-based and water-based outdoor recreation (3.50-3.57), were ranked as the characteristics most associated with the Sunshine Coast. Providing activities for the entire family (3.40) was also ranked high in terms of being associated with the Sunshine Coast. In contrast, characteristics such as a place to golf (2.28), having excellent restaurants, shopping and nightlife (2.28), providing good opportunities for visiting heritage and historical sites (2.54), having unique local cuisine (2.78) and offering cultural events (2.84), were thought as least descriptive of the Sunshine Coast.

**Table 3- 5**  
**Rated Association (1-5) of Characteristics of the Sunshine Coast**

<b>Question8.</b> <i>Based on your experience, or anything you may have read, heard or seen, please rate the extent to which you associate each of the following with the Sunshine Coast. Where 1 is 'Does not describe at all' and 5 is 'Describes completely'.</i>	
<b>Category/Feature</b>	<b>Rated association</b>
<b>Outdoor recreation</b>	
Offers a variety of outdoor activities	<b>3.78</b>
A place to participate in outdoor land-based activities	<b>3.50</b>
A place to participate in outdoor water-based activities	<b>3.57</b>
A place to golf	<b>2.28</b>
<b>Natural environment</b>	
Hot and Sunny	<b>3.27</b>
A place with opportunities to visit State/provincial parks	<b>3.00</b>
<b>Cultural activities</b>	
Heritage and historical sites	<b>2.54</b>
Offers cultural events such as arts and music	<b>2.84</b>
<b>Amenities</b>	
Unique local cuisine	<b>2.78</b>
Restaurants, shopping and nightlife	<b>2.28</b>
<b>Atmosphere/lifestyle</b>	
Safe and clean	<b>3.96</b>
A place to relax and unwind	<b>4.13</b>
An exciting place to be	<b>2.92</b>
Romantic	<b>3.01</b>
<b>Proximity</b>	
A place that's close to home	<b>3.20</b>
<b>Family-friendly</b>	
Offers wide a range of activities for the entire family	<b>3.40</b>
<b>Affordability</b>	
Affordability	<b>3.37</b>

\* n=58-75, excluding Don't know and no response.

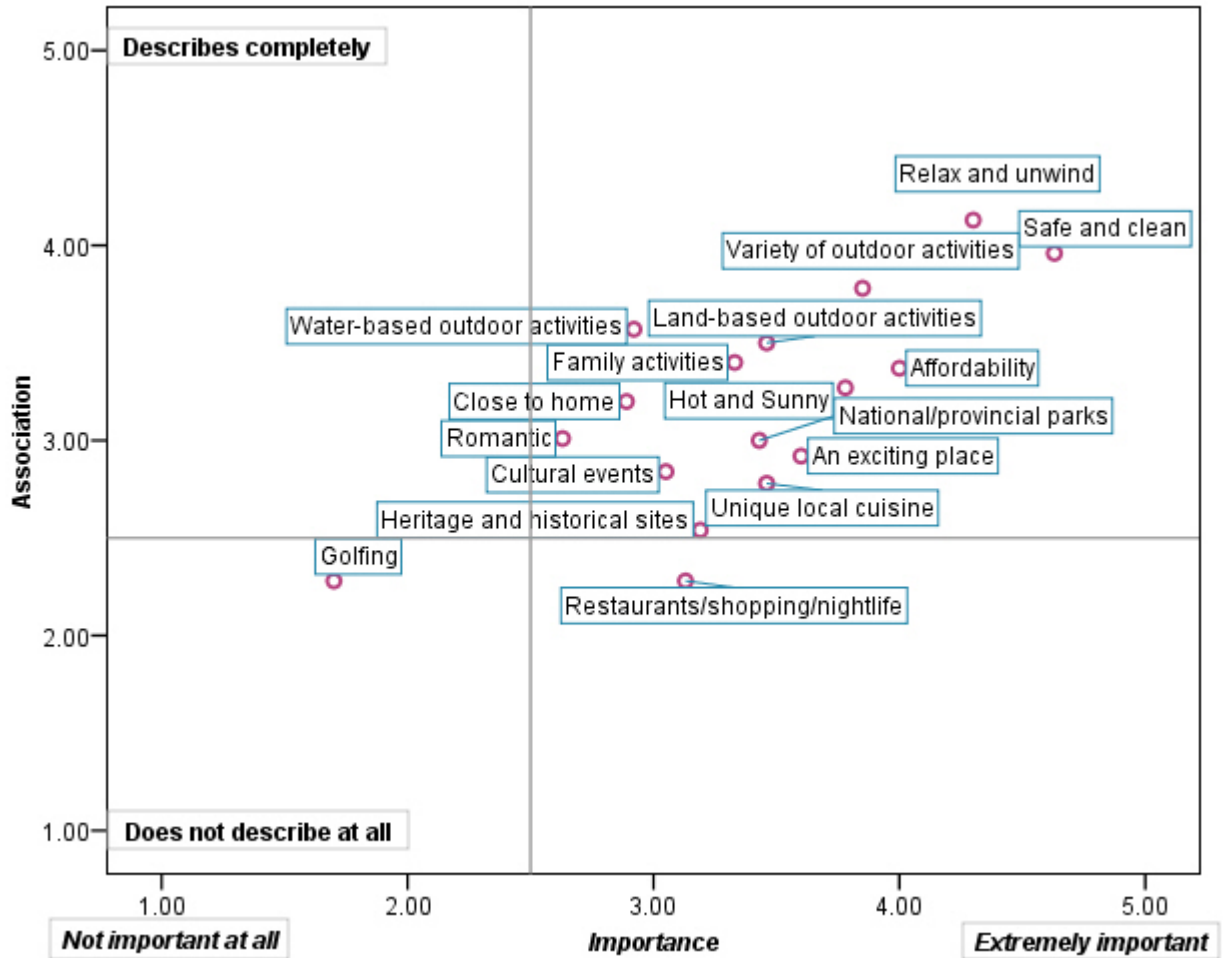
### **3.5 Mapping of Community Characteristics by Importance and Association**

Each community characteristic was graphed on a scatter plot, with importance ratings along the horizontal axis, and association ratings along the vertical axis (Figure 3-1). Characteristics in the upper right corner of the plot (high on both axes) are rated as being most important and most descriptive of the community; these refer to the service areas in which the community has good performance (strengths). Characteristics on the lower left corner of the plot (low on both axes) are viewed as being least important and least descriptive of the community. Those on the lower right corner of the plot (high on importance but low on association) imply the service areas that are highly valued by visitors, but are not associated with the community (weakness). Last, features on the upper left corner of the plot (high on association but low on importance) refer to the unique characteristics of the community which are not an important requirement for visitors.

With respect to the Sunshine Coast, ten out of seventeen (82.4%) community features were found to be both important and associated with the Sunshine Coast. Being a safe and clean place that was good for relaxing and unwinding, was perceived as being most important (importance rating: 4.3-4.6, Table 3-4) and also most descriptive of the Sunshine Coast (association rating: 4.0-4.1, Table 3-5). Providing opportunities for a variety of outdoor activities, especially for land-based outdoor recreation (importance rating: 3.5-3.9; association rating: 3.5-3.8), was also rated high in both importance and association with the Sunshine Coast. In addition, offering good opportunities for water-based outdoor recreation activities and having activities for families were ranked high in association with the Sunshine Coast, although these features were not seen as an important requirement by many respondents (importance rating: 2.9-3.3; association rating: 3.4-3.6).

To summarize, the Sunshine Coast was in general recognized as a clean and safe place that was excellent for relaxing and unwinding; these features satisfied some of the most important needs of the visitors. The Sunshine Coast was also seen as a place providing good opportunities for various outdoor activities, including activities for families. This feature catered to the interests of most respondents.

**Figure 3-1**  
**Association of Characteristics of the Sunshine Coast by Importance**



\* n=58-93; excluding Don't know and no response.

### 3.6 Similar Destinations

Respondents were asked about up to three destinations that they felt were similar to the Sunshine Coast. Presented in Table 3-6 are the top seven similar destinations (accounting for 5% of responses or more each). The largest percentage of respondents selected Whistler (14.3%), the Gulf Islands (8.2%), Victoria (8.2%) and some other Vancouver Island destinations (10.2%), as most similar to the Sunshine Coast.

**Table 3- 6**  
**Top 7 Destinations Similar to the Sunshine Coast**

<b>Question9. If you were thinking about taking a day or short getaway trip to the Sunshine Coast, what other destinations or areas would you consider for a similar kind of trip?</b>	
<b>Destination mentioned</b>	<b>% of the responses</b>
Whistler	<b>14.3%</b>
Other Vancouver Island	<b>10.2%</b>
Gulf Islands	<b>8.2%</b>
Victoria	<b>8.2%</b>
Squamish	<b>6.1%</b>
Other Thompson Okanagan	<b>6.1%</b>
Campbell River, Courtenay, Comox	<b>6.1%</b>

\* n=49; multiple category responses. Categories accounting for 5% or more are presented.

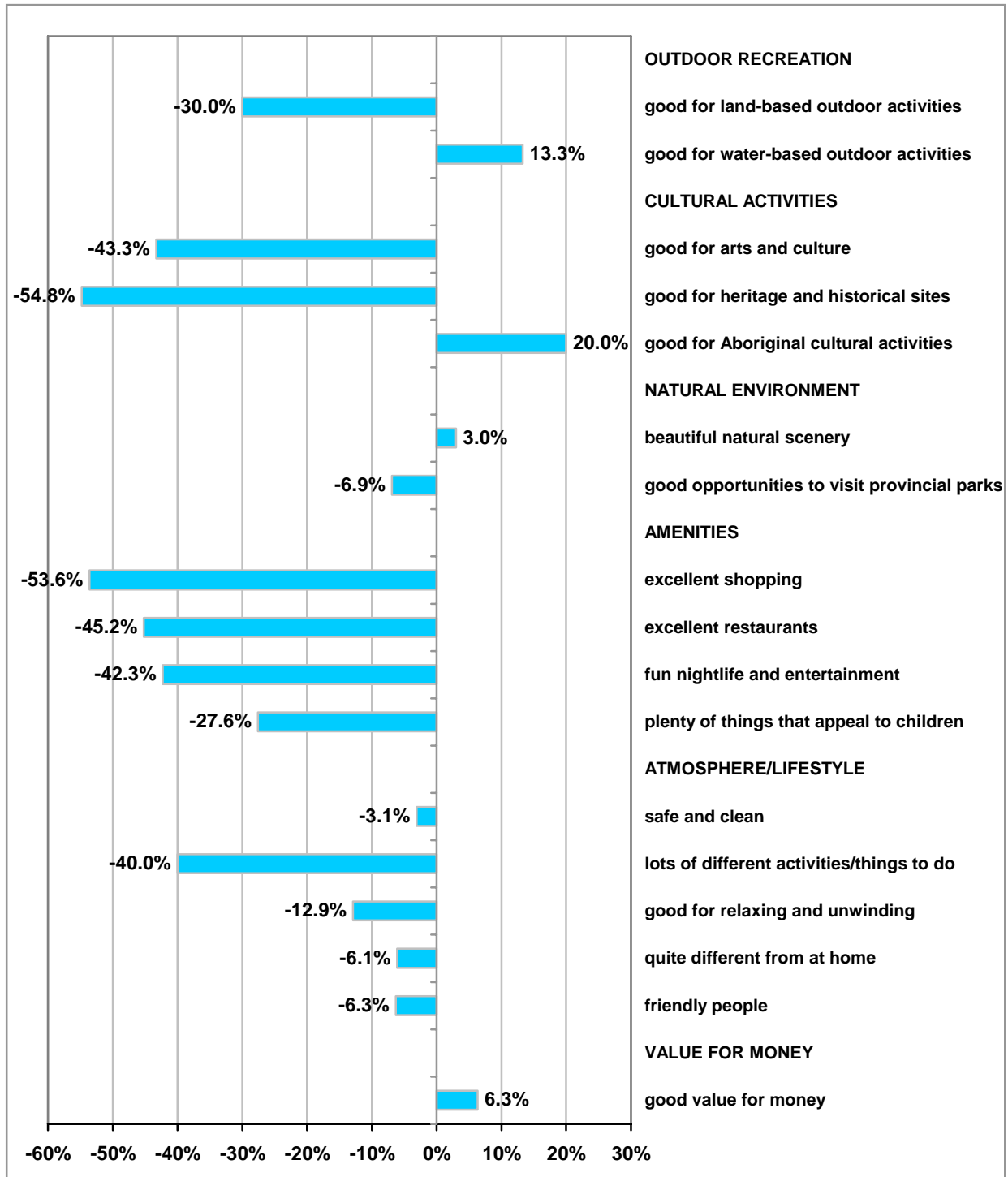
### **3.7 Community Comparison**

Figure 3-2 presents a list of service areas that were measured as part of the study. Respondents were asked whether the Sunshine Coast had better, worse or similar performance in these service areas as compared to all the similar destinations. In this analysis, the net difference in the percentage of respondents describing the Sunshine Coast as better and those describing similar destinations as better, is used as an indicator to assess the overall performance of the Sunshine Coast in relation to similar destinations.

As indicated in Figure 3-2, respondents felt that the Sunshine Coast had better performance in four out of seventeen (23.5%) service areas as compared with all the similar destinations.<sup>6</sup> In general, the Sunshine Coast was thought to have better Aboriginal cultural activities (net difference of 20.0%), and activities for water-based outdoor recreation (net difference of 13.3%). The Sunshine Coast was regarded as slightly better in providing a good value for money (net difference of 6.3%), and similar to other destinations in terms of having beautiful natural scenery (net difference of 3.0%). On the other hand, the Sunshine Coast was perceived to lack good arts and culture amenities (net difference of -43.3%), including opportunities to visit heritage and historical sites (net difference of -54.8%). As well, the Sunshine Coast was rated lower in terms of having good amenities such as excellent shopping (net difference of -53.6%), excellent restaurants (net difference of -45.2%) and fun nightlife and entertainment (net difference of -42.3%). Some respondents also felt that there were not as many different things to do in the Sunshine Coast as in other similar destinations (net difference of -40.0%).

<sup>6</sup> Cautions are needed to make generalization of the results due to a small sample size of the total responses (26-33 responses) for all the destinations mentioned that were similar to the Sunshine Coast.

**Figure 3- 2**  
**Comparison between the Sunshine Coast and Similar Destinations**  
**“Sunshine Coast Better” Minus “Similar Destinations Better”**

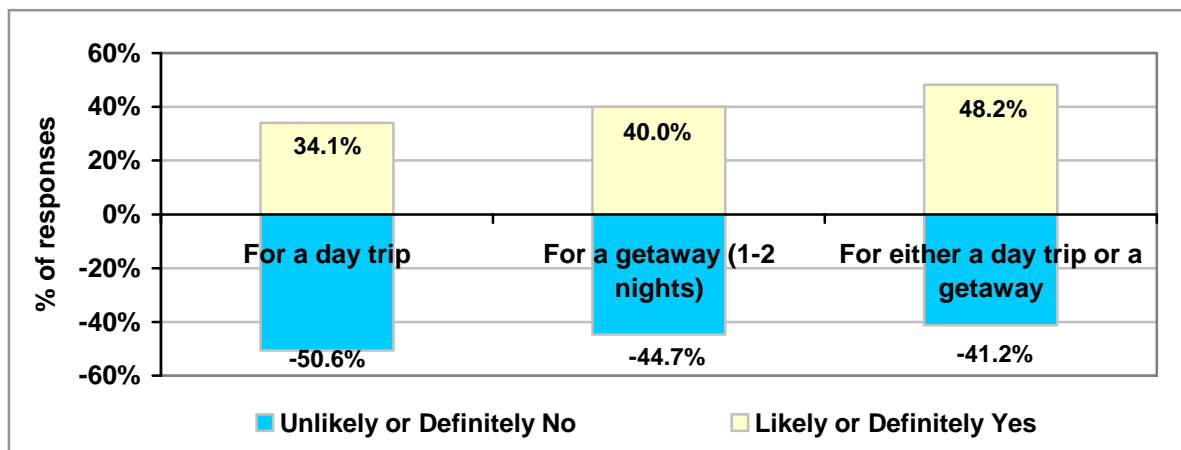


\* n=26~33, excluding Don't know and no response.

### 3.8 Likelihood of Future Visit(s) to Community

Among decided respondents, close to a half (48.2%) of respondents were positive that they would visit the Sunshine Coast either for a day trip or an overnight getaway in the next two years, including 27.1% who stated they would definitely do so (Figure 3-3).<sup>7</sup> Approximately one in four (41.2%) of respondents indicated that they had no such intention.

Figure 3-3  
Likelihood to Visit the Sunshine Coast in the Next Two Years



\* n=85, excluding Don't know and no response (8.6%).

### 3.9 Reasons for Not Frequently Visiting Community

Respondents were asked to comment on the factors that had hindered them from visiting the Sunshine Coast more often. Table 3-9 presents the top six reasons (accounting for 5% of responses or more each). Overall, more than one-third (34.2%) of respondents indicated that they did not visit the Sunshine Coast as often as they would like to, due to a lack of time for travelling. More than one in five respondents attributed the reason to the amount of time (19.0%) and money needed on ferry travel (24.1%). Slightly over one in twenty respondents mentioned that they found the Sunshine Coast was not interesting to them (5.1%), suggesting that the Sunshine Coast appeared to be a one-time destination to these respondents, and they were unlikely to visit the Sunshine Coast in the near future.

<sup>7</sup> Likelihood of return (likelihood scale) was rated on a 5-point scale with 1 being Definitely Not, 5 being Definitely Yes and the mid-point 3 being neutral.

**Table 3- 7**  
**Top 6 Known Reasons for Not Frequently Visiting the Sunshine Coast**

<b>Question10. What prevents you from visiting the Sunshine Coast more frequently?</b>	
<b>Reason</b>	<b>% of the responses</b>
Lack of time	<b>34.2%</b>
Expense of ferry	<b>24.1%</b>
Time to travel on ferry	<b>19.0%</b>
Too far away/too much driving	<b>7.6%</b>
It's expensive/lack of funds/my budget	<b>5.1%</b>
Not much there / no reason to go	<b>5.1%</b>

\* n=79, multiple category responses. Categories accounting for 5% or more are presented.  
'Nothing in particular' (3.8%) is not presented in the above table.

## SECTION 4: DEMOGRAPHIC SUMMARY

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### 4.1 *Summary of Respondents by Trip Activity to Community*

Visitors to the Sunshine Coast (i.e., those who had an overnight leisure trip to the Sunshine Coast) and non-visitors were found to be similar<sup>8</sup> in terms of the age distribution of the respondents, their total household incomes, and whether there were children of 18 years or younger in their households. In both samples, less than four in ten respondents had children of 18 years or younger in their households (36.3%), and/or had total household incomes of more than \$100,000 (38.4%, Table 4-1). As well, over two-thirds of respondents were between 35 to 64 years (67.9%). Visitors and non-visitors differed in the percentage of respondents by their gender distribution and educating levels. As compared to non-visitors, visitors to the Sunshine Coast contained a larger proportion of male respondents (49.0%)<sup>9</sup>, and/or individuals having a University or above education (58.5%).

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<sup>8</sup> Group differences are not significant at 95% level.

<sup>9</sup> Note that this could be because a larger percentage of male respondents of the visitor group answered the survey than did male respondents of the non-visitor group.

**Table 4- 1**  
**Respondent Profile by Having Taken a Trip and Not**

	<b>% of Total Responses</b> (n=182-301)	<b>% of Took a Trip</b> (n=70-98)	<b>% of Didn't Take a Trip</b> (n=112-203)
<b>Household characteristics</b>			
<b>Child(ren) of 18 or younger in the household</b>			
Yes	<b>36.3%</b>	35.1%	36.9%
No	<b>63.7%</b>	64.9%	63.1%
<b>Income<sup>1</sup></b>			
Less than \$65,000	<b>31.9%</b>	27.1%	34.8%
\$65,000 to less than \$100,000	<b>29.7%</b>	25.7%	32.1%
\$100,000 to less than \$150,000	<b>22.5%</b>	30.0%	17.9%
\$150,000 or more	<b>15.9%</b>	17.1%	15.2%
<b>Respondent characteristics</b>			
<b>Gender<sup>2</sup></b>			
Male	<b>37.9%</b>	49.0%	32.5%
Female	<b>62.1%</b>	51.0%	67.5%
<b>Age<sup>1</sup></b>			
18 to 34	<b>14.7%</b>	12.4%	15.8%
35 to 44	<b>21.5%</b>	20.6%	21.9%
45 to 54	<b>21.8%</b>	22.7%	21.4%
55 to 64	<b>24.6%</b>	26.8%	23.5%
65 or older	<b>17.4%</b>	17.5%	17.3%
<b>Education<sup>1,2</sup></b>			
High school or lower	<b>18.6%</b>	9.6%	23.0%
College	<b>32.4%</b>	31.9%	32.7%
University or above	<b>49.0%</b>	58.5%	44.4%

\* Excluding Don't know and no response

<sup>1</sup> The category is collapsed to increase the subtotal sample size.

<sup>2</sup> Group differences are significant at 95% level.

#### **4.2 Summary of Respondents by Likelihood of Future Visit(s) to Community**

When comparing respondents who planned to visit the Sunshine Coast in the next 2 years, (rating of 3, 4 and 5 on the likelihood scale, see footnote 8) and those who had no such intention (rating of 1 and 2 on the likelihood scale), no difference was found between the two groups in the demographic characteristics compared (Table 4-2). To generalize, individuals who intended to visit

the Sunshine Coast had similar demographic profiles as those who did not plan to visit the Sunshine Coast in the next two years.

**Table 4- 2**  
**Respondent Profile by Intention of Future Visit(s) to the Sunshine Coast**

	<b>% of Total Responses</b>	<b>% of Will Visit (3+ on the likelihood scale)</b>	<b>% of Won't Visit (1-2 on the likelihood scale)</b>
	<b>(n=83-84)</b>	<b>(n=48-49)</b>	<b>(n=35)</b>
<b>Household characteristics</b>			
<b>Child(ren) of 18 or younger in the household</b>			
Yes	26.2%	24.5%	28.6%
No	73.8%	75.5%	71.4%
<b>Income<sup>1</sup></b>			
Less than \$65,000	34.6%	42.4%	21.1%
\$65,000 to less than \$100,000	26.9%	27.3%	26.3%
\$100,000 to less than \$150,000	21.2%	21.2%	21.1%
\$150,000 or more	17.3%	9.1%	31.6%
<b>Respondent characteristics</b>			
<b>Gender</b>			
Male	37.6%	42.0%	31.4%
Female	62.4%	58.0%	68.6%
<b>Age<sup>1</sup></b>			
18 to 34	15.3%	16.0%	14.3%
35 to 44	24.7%	30.0%	17.1%
45 to 54	16.5%	10.0%	25.7%
55 to 64	22.4%	20.0%	25.7%
65 or older	21.2%	24.0%	17.1%
<b>Education<sup>1</sup></b>			
High school or lower	19.3%	18.8%	20.0%
College	33.7%	31.3%	37.1%
University or above	47.0%	50.0%	42.9%

\* Excluding Don't know and no response

<sup>1</sup> The category is collapsed to increase the subtotal sample size.

**APPENDIX A: SURVEY INSTRUMENT**

**GVRD Day-Trip and Short Getaway Questionnaire**  
**Tourism British Columbia**  
Final Version

**INTRODUCTION**

Hello, my name is \_\_\_\_\_ from Malatest & Associates, I am calling on behalf of Tourism British Columbia and we are conducting a short survey about your recent travel. May I speak with an adult in your household who is a least 18 years of age?

This survey is about leisure day trips and short getaways. A day trip means somewhere you go outside of your usual day to day environment for leisure purposes for one day (not overnight). By a getaway, I mean a trip of a few nights (< 4 nights) away from home for leisure purposes (including shopping and dining). Please do not include any business travel.

1. How many day trips have you taken in the past 12 months?  
\_\_\_\_\_ of day trips – enter 0 or more  
8. Don't Know/No Response
  
2. Where have you been on day trips? [*Surveyor note: List First 3 mentioned*]
  1. \_\_\_\_\_
  8. Don't Know/No Response
  
  2. \_\_\_\_\_
  3. \_\_\_\_\_
  
3. Now longer breaks, how many getaways have you taken in the past 12 months?  
\_\_\_\_\_ of getaways – if greater than zero (Continue)
  1. None (0) (Confirm, exit – code as Non-Qualifier)
  8. Don't Know/ No Response (Confirm, exit – code as Refusal)
  
- 4a. In the past 2 years have you been on a leisure day trip or overnight getaway that took you to the following locations? [See table below]
  1. Yes (Continue to Q4b)
  2. No (Go to next community – Q5 if no more communities listed)
  8. Don't Know/ No Response (Go to next community –Q5 if no more communities listed)
  
- 4b. How many day trips?  
\_\_\_\_\_
  
- 4c. How many overnight getaway trips?  
\_\_\_\_\_

	Been on a day or overnight getaway trip?		Number of:	
	NO	YES →	Day Trips	Overnight Getaways
Bowen Island			<input type="checkbox"/>	<input type="checkbox"/>
Sunshine Coast				
Squamish				
White Rock				
West Vancouver				
Harrison Hot Springs				

5. **IF NO IN Q4a:** You mentioned that you have not been on a leisure day trip or overnight getaway to the following communities in the last 2 years. On a scale from 1 to 5 where 1 is 'not at all familiar' and 5 is 'very familiar' how familiar are you with any of these specific communities?

	Not at all Familiar				Very Familiar	DK / Refused
	1	2	3	4	5	
Bowen Island	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sunshine Coast						
Squamish						
White Rock						
West Vancouver						
Harrison Hot Springs						

6. **IF NO IN Q4a for all communities listed:** Where have you been on a short getaway (a few nights from home)? This includes trips both within and outside of British Columbia. [Surveyor note: List First 3 mentioned]

**IF YES IN Q4a for any communities listed:** Have you been on a short getaway (a few nights from home) to any other locations, either within, or outside of British Columbia in the last 2 years? [Surveyor note: List First 3 mentioned]

1. \_\_\_\_\_  
 No where
8. Don't Know/ No Response
2. \_\_\_\_\_
3. \_\_\_\_\_

7. Suppose you were choosing a destination for a day trip or short getaway in the next six months (spring/summer), how important are each of the following factors when making your choice? Where 1 = Not important at all and 5 = Extremely important.

	Not at all Important 1	2	3	4	Extremely Important 5	DK / Refused
Romantic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offers cultural events such as arts and music	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A place to golf	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A place to participate in outdoor water-based activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A place to participate in outdoor land-based activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offers a variety of outdoor activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A place to relax and unwind						
Heritage and historical sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A place with opportunities to visit national and provincial or state parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offers wide range of activities for the entire family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hot and Sunny	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An exciting place to be	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Affordability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A place that's close to home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safe and clean	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Unique local cuisine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurants, shopping and nightlife	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (Please specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[Surveyor note: Once you hit 'next question' you can no longer go backwards!!!]

**I am now going to ask you some questions regarding <COMMUNITY>.**

[Surveyor note: This community has been selected because the respondent has indicated that they have either visited the community on a day trip or getaway in the last 2 years or is at least somewhat familiar with the community. Respondent will be asked about 2 communities]  
[Quota of 50 responses per community]

8. What are the things that appeal to you about day trips or overnight getaways to <COMMUNITY>?  
[Surveyor note: Multiple response, collect up to 5 items, probe for specific items – more than just 'it's close']

1. AGRICULTURAL ATTRACTIONS – FARMS STORES, TOURS

2. ART GALLERY/GALLERIES
3. BEACHES
4. BEAUTIFUL PLACE TO VISIT/BEAUTIFUL COUNTRY/SURROUNDINGS/SCENERY
5. BOATING
6. CAMPING
7. CLOSE TO VARIOUS PLACES/SITES
8. CROSS COUNTRY SKIING
9. CULTURAL SITES (INCLUDING ABORIGINAL)
10. DOWNHILL SKIING
11. DRIVING/TOURING AROUND
12. ENROUTE TO VARIOUS PLACES/PASSING THROUGH
13. FERRY
14. FESTIVALS AND EVENTS
15. FISHING
16. FRIENDS/FAMILY LIVE THERE
17. GOLF
18. HIKING
19. HISTORIC/HERITAGE
20. HOTEL/RESORTS
21. LAKE/RIVER/OCEAN/WATER/ISLANDS
22. MUSEUM/RAILWAY MUSEUM
23. NEAT/QUIET
24. OTHER WINTER ACTIVITIES
25. PROVINCIAL PARK
26. RELAXATION/LAID BACK LIFESTYLE
27. RESTAURANTS/PUB
28. SHOPPING
29. SIGHTSEEING
30. SMALL TOWN FEEL/QUAINT TOWN
31. SNOWMOBILING
32. SNOWSHOEING
33. SPA'S
34. THE PEOPLE/FRIENDLY PEOPLE/UNIQUE PEOPLE
35. WALKING/WALKING AROUND
36. WATER SPORTS/ADVENTURES/ACTIVITIES
37. WEATHER/GOOD WEATHER
38. WILDLIFE/WILDERNESS
39. WINERY/BREWERY/WINE TOURS
40. NOTHING
41. DON'T KNOW/REFUSED
42. OTHER \_\_\_\_\_

9. What prevents you from visiting <COMMUNITY> more frequently? [Surveyor note: Probe for other responses than 'time' related]
  1. ALL OTHER FAMILY MENTIONS
  2. DO NOT DRIVE/DON'T TRAVEL MUCH

3. DON'T KNOW ANYTHING ABOUT THE PLACE/LACK OF INFORMATION
4. EXPENSE OF FERRY
5. HAVE OTHER PLACES TO VISIT/ALREADY BEEN THERE
6. HEALTH PROBLEMS
7. I LIVE/LIVED THERE
8. IT'S EXPENSIVE/LACK OF FUNDS/MY BUDGET
9. LACK OF TIME
10. NO FAMILY OR FRIENDS THERE
11. NO ONE TO TRAVEL WITH
12. NOT ENOUGH ATTRACTIONS/ACTIVITIES/THINGS TO DO
13. NOT INTERESTED/NO PLANS TO GO
14. NOTHING FUN/INTERESTING THERE
15. PREFER HOT/SUNNY PLACES
16. PREFER TO GO TO BEACHES
17. PREFER TO GO TO THE LAKES
18. PREFER TO GO TO THE MOUNTAINS
19. TIME TO TRAVEL ON FERRY
20. TOO FAR AWAY/TOO MUCH DRIVING
21. UNABLE TO TRAVEL BY CAR/NO CAR
22. VACATION PROPERTY SOMEWHERE ELSE
23. YOUNG KIDS/CHILDREN/CAN'T TRAVEL WITH KIDS
24. NOTHING
25. DON'T KNOW/NO RESPONSE
26. DID NOT LIKE IT LAST TIME.....IF THIS RESPONSE ASK WHY NOT? \_\_\_\_\_
27. OTHER \_\_\_\_\_



11. On a scale of 1 to 5, where 1 is definitely not and 5 is definitely will, how likely do you think you are to take 1. a day trip and 2. an overnight getaway to <COMMUNITY> in the next two years?

	Definitely Not 1	2	3	4	Definitely Will 5	DK / Refused
A day trip	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A getaway (1-2 nights)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. If you were thinking about taking a day or short getaway trip to <COMMUNITY>, what other destinations or areas would you consider for a similar kind of trip? [Surveyor note: Record up to three (3) destinations]

1. \_\_\_\_\_
8. Don't Know/No Response [Surveyor note: probe for at least 1 destination!]
2. \_\_\_\_\_
3. \_\_\_\_\_

13. What is unique about <COMMUNITY>, what makes it different from the other destinations you just mentioned? [Surveyor note: Probe for unique responses – more than just 'it's close']

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- Nothing [Surveyor note: Confirm with respondent that nothing is unique about <community>]
- 8. Don't Know/No Response

14. Now I would like you to compare a day trip or short getaway trip in <COMMUNITY> with one in <1<sup>st</sup> Mentioned in Q12>. Please indicate if you feel <COMMUNITY> would be better; <1<sup>st</sup> Mentioned in Q12> would be better; they would be equal, or neither for each of the following:

1. GOOD VALUE FOR MONEY
2. GOOD PLACE FOR OUTDOOR RECREATION ACTIVITIES
3. GOOD PLACE TO RELAX AND UNWIND
4. GOOD PLACE FOR ARTS AND CULTURE
5. GOOD PLACE FOR HERITAGE AND HISTORICAL SITES
6. FRIENDLY PEOPLE
7. GOOD OPPORTUNITIES TO VISIT PROVINCIAL PARKS
8. PLENTY OF THINGS THAT APPEAL TO CHILDREN
9. SAFE AND CLEAN
10. BEAUTIFUL NATURAL SCENERY

11. EXCELLENT SHOPPING
12. EXCELLENT RESTAURANTS
13. OFFERS LOTS OF SPECIAL DEALS AND PROMOTIONS
14. FEELS QUITE DIFFERENT FROM AT HOME
15. AN EXCITING PLACE TO BE
16. LOTS OF DIFFERENT ACTIVITIES AND THINGS TO DO

COMMUNITY BETTER      OTHER BETTER      EQUAL      NEITHER

*[IF RESPONDENT INDICATED THAT THEY HAVE EITHER VISITED (ON A DAY TRIP OR GETAWAY IN THE LAST 2 YEARS) OR IS AT LEAST SOMEWHAT FAMILIAR WITH 2 OR MORE COMMUNITIES – SURVEY WILL RETURN AND ASK QUESTION 8 – 14 FOR ANOTHER COMMUNITY.]*

**And now, just a few quick questions for statistical purposes.....**

15. What is the highest level of education that you have completed? *READ AS NECESSARY*

1. GRADE SCHOOL OR LESS
2. HIGH SCHOOL INCOMPLETE
3. HIGH SCHOOL COMPLETE
4. SOME COLLEGE/UNIVERSITY
5. COLLEGE CERTIFICATE/DIPLOMA
6. UNIVERSITY (BACHELOR'S DEGREE)
7. GRADUATE DEGREE
9. REFUSED

16. Are there any children 18 years old or younger living in your household?

1. YES
2. NO
9. DON'T KNOW/REFUSED

17. Into which of the following age categories do you fall?

1. 18 TO 24
2. 25 TO 34
3. 35 TO 44
4. 45 TO 54
5. 55 TO 64
6. 65 OR OLDER
9. REFUSED

18. Into which of the following categories does your total household income fall, before taxes?

1. UNDER \$40,000 PER YEAR
2. \$40,000 TO LESS THAN \$65,000
3. \$65,000 TO LESS THAN \$100,000
4. \$100,000 TO LESS THAN \$150,000
5. \$150,000 OR MORE
9. DON'T KNOW/REFUSED

19. Gender *RECORD*

1. MALE
2. FEMALE

***That completes the survey, thank you very much for taking the time to participate!***

**APPENDIX B: TABLES BY DEMOGRAPHIC CHARACTERISTICS**

**Table B- 1**  
**Importance Rating of Community Features\* by Household Having a Child or Not**

<b>Community feature</b>	<b>Yes</b>	<b>No</b>	<b>Overall</b>
Variety of outdoor activities	4.36	3.67	<b>3.84</b>
Heritage and historical sites	2.68	3.36	<b>3.20</b>
Family activities	4.41	3.03	<b>3.36</b>

\* Only showing the results where differences between respondent groups are significant at 95% level.

**Table B- 2**  
**Importance Rating of Community Features\* by Age Group**

<b>Community feature</b>	<b>18 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>55 - 64</b>	<b>65 +</b>	<b>Overall</b>
Variety of outdoor activities	4.15	4.32	3.24	3.91	3.58	<b>3.85</b>
Water-based outdoor activities	3.92	3.09	3.18	2.41	2.42	<b>2.92</b>
Heritage and historical sites	3.00	2.45	3.59	3.59	3.37	<b>3.19</b>

\* Only showing the results where differences between respondent groups are significant at 95% level.