



TOOLKIT

Developing and Designing Research Studies

Examining Resident Perceptions of Tourism
in British Columbia

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1. INTRODUCTION & DEFINITIONS

As part of **Destination BC's 2023-2025 Corporate Strategy**, building a globally competitive tourism ecosystem is an essential lever to achieving the vision of improving the lives of all people living in BC and visitors through tourism. Better understanding the perceptions that British Columbians have about the tourism industry is key to achieving this vision.

2023-2025 CORPORATE STRATEGY AT A GLANCE

VISION / PURPOSE	Improve the lives of all people living in British Columbia and visitors through tourism.		
MISSION / WINNING ASPIRATION	Grow social, cultural, environmental and economic benefits for all people in British Columbia by sharing the transformative power of BC experiences with the world.		
STRATEGIES / LEVERS	<p>Compelling Reasons to Explore BC</p> <ul style="list-style-type: none"> • Build brand perceptions of <i>Super, Natural British Columbia</i> and sub-brands. • Integrate branding, marketing and destination development. • Implement global audience segmentation project. • Nurture development of remarkable and regenerative experiences. 	<p>Globally Competitive Tourism Ecosystem</p> <ul style="list-style-type: none"> • Provide greater access to technology, expertise, skills to businesses/organizations. • Scale up Tourism Data Hub; create greater access for CDMOs and other partners. • Collaborate via complementary roles. • Build industry destination management and regenerative tourism abilities. • Optimize deployment of investment funding. • Build social capital in the industry. 	<p>Respectful Growth of Indigenous Tourism</p> <ul style="list-style-type: none"> • Continue collaborative partnership with Indigenous Tourism BC. • Continue to amplify Indigenous voices, values and presence in our work. • Sincerely develop our engagement with Indigenous Peoples and communities. • Work with Indigenous Peoples and communities that are interested in tourism. • Contribute to community collaboration and Truth & Reconciliation around tourism.
GOALS & MEASURES	<ul style="list-style-type: none"> • Tourism industry revenue • Trip night dispersion (geographic and seasonal) • Visitors recommend BC 	<ul style="list-style-type: none"> • Tourism industry revenue • Industry partner satisfaction with Destination BC programs and services • Resident value of tourism contributions 	<ul style="list-style-type: none"> • Industry partner satisfaction with Destination BC programs and services • Indigenous presence in Destination BC's work • Destination BC employee skills and resources • Resident value of tourism contribution

To help bring this vision to life, Destination BC actively encourages BC communities and regions to measure how residents perceive the tourism industry within their communities. This document outlines a research framework that provides a consistent, credible, and robust measure of resident perceptions of the tourism industry and visitors. This summary also provides an overview of the details to consider when initiating a project, how to determine the most suitable resident sentiment sampling methodology, which survey administrative tools to use, how to develop a survey, and recommended data analysis and reporting.

Destination BC uses the World Tourism Organization's (WTO) definition of tourism:

According to the WTO, tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes. The term usual environment is intended to exclude trips within the area of usual residence, frequent and regular trips between the domicile and the workplace, and other community trips of routine character.



2. PURPOSE OF RESIDENT PERCEPTIONS RESEARCH & TOOLKIT

Using insights gained from past resident perception of tourism studies and research best practice, Destination BC developed a research framework that outlines the most relevant sampling methodologies that communities can use to measure resident perceptions of tourism.

As the tourism industry evolves, the duties of many tourism destination marketing organizations now include destination management. A key group in destination management at local, regional, national, and international levels is the residents who host visitors at destinations around the world. As tourism is an increasingly complex industry that impacts many aspects of residents' lives, having a comprehensive understanding of resident perceptions of these impacts is essential for effectively managing a destination.

Studies on resident perceptions of tourism are called different names in different destinations, including resident sentiment studies, public perceptions of tourism studies, mood of the nation studies, and tourism engagement studies. For this toolkit, the term “resident perceptions of tourism” will be commonly used to describe this type of research. Use the term that resonates most with your community and your mandate. Regardless of name used, the spirit of these studies is to fulfill one or more of the following purposes:

- To demonstrate a mandate/support for tourism.
- To engage with residents to determine their knowledge/understanding of tourism and to inform development strategies to increase this knowledge and understanding.
- To gather statistically sound information on residents' perceptions regarding tourism for measurement and tracking purposes.

Depending on the size and scope of an organization, the mechanics of resident perception of tourism research will look different. Choosing the most suitable methodology and sampling procedure is crucial (described in [Section 5](#)). The key is formulating and executing a plan that is sound in research principles while fulfilling the purpose for your organization.

In summary, there are eight principles to follow when conducting resident perception of tourism research:

1

CONDUCT

Conduct a self-administered resident perceptions survey using one of the sampling methodologies/procedures described ([Tier 1](#) or [2](#)) via online or mail.

2

CONSIDER

Consider using project partners to increase coverage/reach of the survey in the community, share costs, limit respondent burden, strengthen community engagement, and develop ownership of results.

3

CUSTOMIZE

Customize the framework to best fit community characteristics and budget.

4

DEFINE

Define the target population. In most cases this will be individuals residing in a specific community (e.g., people living in the community year-round, or people owning a property but not necessarily living in that community). The geographic boundaries of the community, i.e., study area, need to be determined at the onset and can be defined in many ways, including postal codes or regional districts.

HELPFUL TIP: Include screening questions in the survey to ensure members of the target population are involved. This includes making sure respondents are adults (age 18 and higher).

5

UNDERSTAND

Understanding the target audience is critical as it provides information on survey length and the level of detail to include in the content. Shorter surveys generally improve response rates. Questions with a fixed set of responses take respondents less time to answer. Aim for a survey of about 5-8 minutes. Surveys should not be longer than 10 minutes.

6

ASK

Ask questions and perform analysis that ensure maximum insight is gained from the research. It is recommended that some questions follow the Destination BC formatting, while you should adapt other questions to fit your community's characteristics and needs. Every question should meaningfully contribute to the purpose of your study.

7

DOCUMENT

Thoroughly document the study's methodology; this will enable easier replication of the work in subsequent years. Take notes of what worked well and what did not work as well. Research is a process of constant improvement!

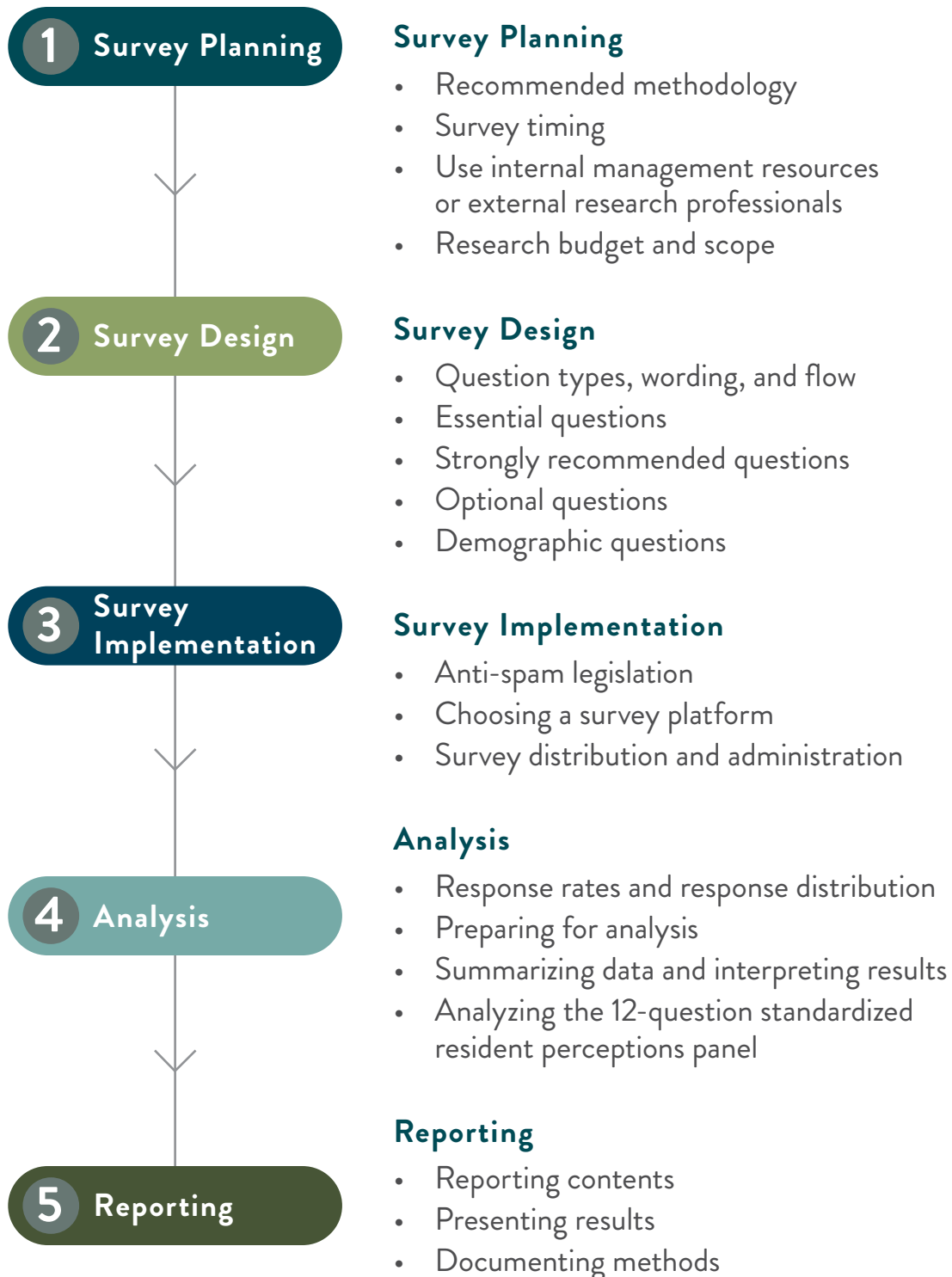
8

REPEAT

Most studies are done on an annual or bi-annual basis. The recommendation is to do a study on an annual basis, if possible.



The purpose of this toolkit is to provide practical assistance and advice to destination management organizations (DMOs), municipalities, businesses, and organizations that need to conduct resident perception of tourism research. The toolkit also provides sample survey questions that are research best practices in this area. The toolkit is organized around the following resident perception of tourism survey implementation steps:



3. SURVEY PLANNING

Careful project planning takes considerable time and effort, but results in optimal project outcomes. During the initial stages of project planning, consider the methodology, resources used to conduct the survey, the timing of survey implementation, and the definition of “resident” for your research purpose.

Research design and survey planning are crucial to obtaining good data to make good decisions. A common saying in the research community is: “*Garbage in, garbage out*”. This means that poorly designed and/or poorly executed research leads to poor data and poor decision making. Proper planning is essential. Determine clear objectives that are feasible given your project budget and community characteristics.

3.1 Recommended Methodology

An online survey distributed via email is the recommended methodology for resident perception of tourism research speed and level of control over survey distribution. If there is a low initial response to the survey, follow up emails may be necessary to encourage resident survey responses.

3.2 Survey Timing

If conducting the survey with internal resources, the designated recipient should plan about eight to 10 weeks from project start to finish. This process includes project planning, survey implementation, analysis, and reporting. When considering timing of the annual resident perception of tourism survey, it is essential to consider that to achieve a good response, avoid conducting the survey during peak tourism season (summer, or in some cases, winter). It is recommended that most designated recipients initiate resident perception surveys in the fall or spring annually.

3.3 Using Internal Resources versus External Research Professionals

First, consider if the resident perception of tourism research will be conducted with existing staffing resources, or if it will be contracted to a research professional. This decision depends on budget, availability of internal resources, and existing relationships with partners.

Recognizing that tourism organizations do not always have the budget to hire research professionals, this toolkit was developed both for those who want more knowledge in this area as they reach out to external research professionals as well as those who choose to conduct the resident perception of tourism survey using internal resources.

If you decide to hire an external research professional, you can find listings of available professionals from various sources.

- The Canadian Research Insights Council (CRIC) directory of marketing research professionals, [available here](#).
- Your local college or university's tourism or business program.
- Contact Destination BC for advice on finding tourism research specialists. The Research & Analytics team can be reached through this [intake form](#).

3.4 Research Budget and Scope

The project **budget** and **scope** are linked, and both must be considered upon project initiation. The **budget** often determines the scope of the project, as well as the sampling methodology used. The **scope** of the project includes defining the time period, study area, and target population. This should include research objectives that are clear, concise statements focused on data collection efforts.

After finalizing your budget and scope, the next step is to identify how the residents of the community (called the “target population”) will be reached. That is: *What is the sampling methodology/procedure?* Residents can be reached by:



Online samples



Email



Telephone

(cellphones and landlines)



Social Media Channels

(A link to the survey could be posted on a Destination Management Organization (DMO) or municipality [Facebook](#) page, [X](#) (formerly Twitter) accounts, and/or [LinkedIn](#), for example)



Mail

Partnering with utility companies/municipalities/towns so that a hard copy of the survey could be mailed (such as with property tax or utility bills)

These sampling methodologies are described in detail in the following section. It is important to note that these methodologies have different strengths and weaknesses. In most cases, there is a trade-off between cost and quality. For example, it may be inexpensive and easy to administer surveys using social media channels, but results will not be representative of the community. This methodology results in poor quality data that may result in poor decision making. Since project cost/budget may be the decisive factor in many communities, it is crucial to be aware of the potential weaknesses related to inexpensive methodologies. Sampling methodologies are grouped as [Tier 1](#) (research best practice), where respondent results are representative of the target population, or [Tier 2](#), where results are not necessarily reflective of the target population.

Destination BC does not recommend using any Tier 2 methodologies in conducting resident perception of tourism research for which results will be used for public distribution or decision making.

3.5 Tier 1 Methodologies

The methodologies in Tier 1 rely on a **random** and **representative** sample of the target population (adult residents of the community). Survey results from respondents using these methodologies can be generalized to represent the general adult resident population in the community/communities from which the sample resides. These methodologies, however, often come with a substantial cost attached to them.

3.5.1 Panel Survey using a Professional Research Company

Approach	Customized study, usually with online panel sampling from a research company's panel database, reaching respondents via email. Small samples can be supplemented with Computer Assisted Telephone Interviewing (CATI), but this will drive up costs further
Tools	Online via email (self-administered survey)
Works best for	Larger communities/cities and/or when detailed information is required
Sampling Approach	Probability sampling (random selection, allowing for statistical inferences from sample to target population)
Study Population	Known: Adult residents in community
Partners	Research company, partnerships with other DMOs/communities, municipalities

3.5.2 Omnibus Survey Using a Professional Research Company

Approach: Online panels, reaching respondents via email. Omnibus surveys combine questions from multiple clients and then collect responses for all questions from the same group of respondents (shared-cost survey).

Depending on circumstances, the number of questions may be limited.

Tools Online via email (self-administered survey)

Works best for Small number of questions and/or smaller budgets; larger communities

Sampling Approach Probability sampling (random selection, allowing for statistical inferences from sample to target population)

Study Population Known: Adult residents in community

Partners Research company

3.5.3 Other Survey Distribution Partnership(s)

Approach Online via email or mail

Tools Online via email, or mail (self-administered survey)

Works best for Smaller budgets and/or hard to reach samples

Sampling Approach Probability sampling (random selection, allowing for statistical inferences from sample to target population); can use a greater variety of approaches such as using municipality/utility company email or mail lists or engagement panels and selecting random residents for survey invitation. Another option in this section includes survey questions on resident sentiment being part of a bigger municipality resident study

Study Population Known: Adult residents in community. However, it's important to note that depending on the partner, this could result in survey distribution being limited to homeowners/residents responsible for paying bills only (such as in the case of using utility company lists)

Partners Widely varies. Could include municipalities/towns/ local governments, research companies who could be used to administrate the survey

3.6 Tier 2 Methodologies

The methodologies in Tier 2 are generally inexpensive to execute, but results are not necessarily reflective of the broader community, since participation relies on respondents selecting themselves, instead of being randomly selected.

Self-selection leads to weaknesses in the study, including self-selection bias, sampling bias, and difficulty in describing the population. Self-selection bias arises when people select themselves to participate in a survey, causing a biased sample, that is, where the sentiment from respondents does not reflect that of the community. This relates to non-response bias, where the group of respondents responding to a survey is different to those not responding (i.e., self-selected respondents may feel strong about the topic, but their responses are not representative of all residents in the community).

Sampling bias occurs when responses are collected in a way that some people have a higher or lower probability to be included in the survey. In addition, since the population of these type of surveys cannot be described, findings from these surveys cannot be generalized from the sample to the population and could be misleading.

For example, conducting a survey on social media is likely to exclude many older residents who are less likely to use social media. In addition, social media surveys suffer from self-selection bias whereby people with polarized views (strongly negative or strongly positive) are more likely to choose to complete the survey. This would create results that are not generalizable to the entire community, as older people and those with moderate views are more likely to be excluded.

3.6.1 Social Media Platforms

Approach	In-house, online via social media channels such as Facebook, X (formerly Twitter), Instagram, LinkedIn (and other platforms if available). Could also include channels of partners
Tools	Survey link posted on social media channel(s) (self-administered survey)
Works best for	Non-existent budgets; very hard to reach areas
Sampling Approach	Non-probability sampling (subjective, non-random selection of respondents)
Study Population	Unknown
Partners	None, could involve partner channels

3.6.2 Internal Email Lists, Visitor Centres, Community Event Lists

Approach	In-house, online using internal list(s)
Tools	Generally online via email - survey link emailed to list of potential respondents (self-administered survey)
Works best for	Very small budgets, need for convenience
Sampling Approach	Non-probability sampling (subjective, non-random selection of respondents)
Study Population	People who signed up for email list, unverifiable as to whether they meet study criteria (i.e., do they actually live in your community)
Partners	None

To help evaluate sampling procedures, each is described in more detail, while the resources required, strengths and weaknesses, and estimated costs are also summarized in the table below:

	TIER 1			TIER 2	
	PANEL SURVEY (customized research study)	OMNIBUS SURVEY	PARTNERSHIPS	SOCIAL MEDIA PLATFORMS (including partnerships)	INTERNAL EMAIL LISTS, VISITOR CENTRES, COMMUNITY EVENT LISTS
NUMBER	5.1.1	5.1.2	5.1.3	5.2.1	5.2.2
DESCRIPTION (sampling source)	Survey distributed via research company's online panel (web-based)	Survey distributed via research company's online panel; survey includes questions from multiple clients (web-based)	Add visitor resident sentiment questions to existing survey of a partner (e.g., municipal resident survey) Survey distributed using partner's mail or email lists (e.g., mail/email survey with monthly bill/tax assessment)	Survey link distributed via social media platforms	Survey link distributed via email
INTERNAL RESOURCES REQUIRED	· Minimal internal resources required	· Minimal internal resources required	<u>If mail survey chosen:</u> · Printed surveys · Business reply envelopes · Data entry and analysis software · Human Resources to format paper survey, photocopy, perform data entry, and manage/coordinate mail-out <u>If email survey chosen:</u> · Online survey software · Analysis applications · Human Resources to program and manage online survey software	· Online survey software, usually includes analysis applications · Human Resources to program and manage online survey software	· Online survey software, usually includes analysis applications · Human Resources to program and manage online survey software
STRENGTHS	· Representative · Highest research standard	· Representative · Highest research standard · Less expensive (shared cost)	· Representative · Builds partnerships <u>If mail survey chosen:</u> · Requires multiple mail-out reminders · Not reliant on technology <u>If email survey chosen:</u> · Less expensive, no paper waste · More survey customizability · Easier data input · Can send reminders · Data collection is fast	· High engagement from some segments (younger people), easier to reach sample · Less expensive, no paper waste · More survey customizability · Can send reminders · Data collection is fast	· Less expensive, no paper waste · More survey customizability · Can send reminders · Data collection is fast

	TIER 1			TIER 2	
	PANEL SURVEY (customized research study)	OMNIBUS SURVEY	PARTNERSHIPS	SOCIAL MEDIA PLATFORMS (including partnerships)	INTERNAL EMAIL LISTS, VISITOR CENTRES, COMMUNITY EVENT LISTS
NUMBER	5.1.1	5.1.2	5.1.3	5.2.1	5.2.2
WEAKNESSES	<ul style="list-style-type: none"> · Expensive · Potential for small sample sizes in rural areas/small communities · Very expensive if telephone supplement is added 	<ul style="list-style-type: none"> · Fewer questions (part of larger survey with questions from multiple clients) · Potential for small sample sizes in rural areas/small communities 	<ul style="list-style-type: none"> · Dependent on partner(s) · Some residents may be excluded (e.g., renters) if only homeowner lists are used · Similar to Omnibus, fewer questions included since part of a bigger study <u>If mail survey chosen:</u> <ul style="list-style-type: none"> · Mail-out and business envelopes are expensive · Could result in wasted paper · Less customizability in survey structure · Harder to accurately interpret responses · Long time horizon <u>If email survey chosen:</u> <ul style="list-style-type: none"> · People may be overwhelmed with research and marketing emails, leading to low response rates · Reliant on technology and partners 	<ul style="list-style-type: none"> · Residents not randomly selected, therefore results are not representative of resident population · Heavy biases (response/sampling) · Public engagement management needed · Reliant on technology – issues may disrupt study and cause reputational damage 	<ul style="list-style-type: none"> · Residents not randomly selected, therefore results are not representative of resident population · Heavy biases (response/sampling) · People may be overwhelmed with research and marketing emails, leading to low response rates · Reliant on technology · Likely results in small sample sizes because of lower survey complete rates
Comparative cost	\$\$\$	\$\$	\$\$	\$	\$
SUMMARY	<ul style="list-style-type: none"> · Expensive, but representative 	<ul style="list-style-type: none"> · Cheaper than online panel, representative, but likely fewer questions 	<ul style="list-style-type: none"> · Representative, builds relationships, pool resources, trade-off of resources/number of questions, potentially long time horizon 	<ul style="list-style-type: none"> · Cheap, fast, and usually high number of completed surveys, but not representative 	<ul style="list-style-type: none"> · Cheap and fast, but not representative

4. SURVEY DESIGN

Below is a summary of recommendations that will guide survey development to best measure and understand resident perceptions of tourism. To maximize insight gained from a resident perception of tourism survey, designated recipients should consider asking questions that could assist in tourism destination planning, management, and evaluation. Sections 4.2 to 4.5 offer examples of best practice questions in resident perception of tourism research.

- Destination BC considers the 12-question set in [Section 4.2](#) to be *essential*
- Destination BC *strongly recommends* using the questions in [Section 4.3](#)
- [Section 4.4](#) contains questions that are optional based on your needs
- [Section 4.5](#) contains demographic questions that you may consider asking

There may be other questions not listed that may be applicable to you. Consider your research objectives in adding additional questions.

Destination BC also advises that all uses of these questions within British Columbia contain the exact wording as described. The wording presented in this toolkit is research best practice and allows for more standardized comparisons with results from Destination BC and other local and regional partners using this toolkit.

4.1 Question Types, Wording, and Flow

A significant body of research has been conducted to investigate survey wording, flow, and formatting, aiming to encourage unambiguous questions and achieve good response rates. In general, surveys are composed of closed and open-ended questions. Typically, most survey questions will be closed with a few open-ended questions that collect opinions or follow up on a closed question.

Wording of survey best practices are:

- Ask about one concept at a time.
- Develop short and concise questions so they are easily and quickly understood.
- Provide clear, concise instructions (if needed).
- Respect the respondent's time by not asking unnecessary questions.
- Use neutrally worded questions to reduce bias or leading respondents to answer in a way they may not have on their own.
- Use a consistent set of response categories and/or scales throughout each question and the survey.
- Include "Don't Know," "None," "Other" as response options, as appropriate.
- Always have a colleague review survey questions to ensure they are easily understood, clear, and concise.

Consider the following to create a survey with a consistent, logical flow:

- Create groups of questions that are organized by topic.
- Within each topic, organize questions from general to specific.
- Place the most important questions near the beginning, without disrupting flow.
- Include demographic questions near the end.
- Conclude the survey with a space where residents can provide other comments on their perceptions of tourism.



NOTE: At the beginning of the survey, you may include the following optional screening question to determine if a respondent qualifies to complete the survey as a resident of your community:

Please provide your six-digit* postal code: _____

[Open-ended response option]

* Asking for the first three digits of a respondent's postal code can also be used depending on the geographic area covered by the survey.

4.2 Essential Questions: Short-Form Resident Perception of Tourism Question Set

Destination BC has developed a 12-question set that measures resident perception of tourism impacts in five different areas: Socio-Cultural Impacts, Economic Impacts, Community Impacts, Job/Career Impacts, and Indigenous Impacts.

These questions have been rigorously tested and represent a concise, standardized way for the tourism industry in BC to get comprehensive information on resident perceptions of tourism. Destination BC considers this 12-question set to be essential.

Destination BC has also developed an analysis tool that not only provides scores for each of these five factors, but also includes a resident segmentation tool that provides a more comprehensive understanding of public perceptions of tourism. Please contact the Research & Analytics team at Destination BC for this analysis.

The 12 questions in the set all follow the same five-point scale with the following options:

5–Strongly Agree | **4**–Agree | **3**–Neutral | **2**–Disagree | **1**–Strongly Disagree | Don't Know

In addition, the 12 questions are also asked on a survey in the same way, using the question:

To what degree do you agree or disagree with the following statements about the tourism industry in [your community]?

The 12 questions are grouped by impact area and are listed below. A visual representation can be found in [Appendix A](#).

Socio-Cultural Impacts

1. *Tourism supports a greater diversity of amenities (such as restaurants, attractions, recreation facilities and events) than would otherwise exist in my community.*
2. *The tourism industry supports local businesses in my community.*
3. *Tourism brings people from diverse backgrounds and cultures into my community.*

Economic Impacts

4. *The provincial government's investment in developing tourism infrastructure is an important investment in British Columbia's communities.*
5. *I value the contribution visitors make to my local economy.*
6. *Overall, I believe the positive impacts of tourism in my community outweigh the negative impacts.*

Environmental Impacts

7. *The tourism industry does more to reduce local carbon emissions than other industries.*
8. *The tourism industry does more to reduce waste than other industries.*
9. *The tourism industry contributes to the protection of local oceans, mountains, rivers, airsheds, parks, and beaches.*

Job/Career Impacts

10. *Most jobs in the tourism industry offer higher wages than most other industries.*
11. *The tourism industry offers greater career growth opportunities than most other industries.*

Indigenous Impacts

12. *I am aware of Indigenous tourism experiences and/or businesses in British Columbia.*

4.3 Strongly Recommended Performance Measurement Questions

Destination BC strongly recommends the following three questions as the summative performance metrics of resident perceptions of tourism:

*To what extent do you agree or disagree with each of the following statements?
(Please select one response per item)*

1. *Overall, tourism contributes positively to the quality of life of my community.*

Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't Know /Not Sure
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. *I value the contribution visitors make to my local community.*

Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't Know /Not Sure
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



NOTE: For these questions the percentage of negative responses can be deducted from the percentage of positive responses to develop a resident sentiment score. Otherwise, calculating the mean response can provide the benchmark for your destination/region. For an example of how reporting could look, please see [Appendix C](#).

3. *Do you think your [community/destination] has too few, too many, or just the right amount of tourism throughout the year? (Please select one response per item)*

	Too many	Just the right amount	Too few	Don't know / not sure
Winter (Dec-Feb)				
Spring (Mar-May)				
Summer (Jun-Aug)				
Fall (Sep-Nov)				



4.4 Optional Questions

The following section outlines specific topics within resident perception of tourism research. Be aware that survey length must remain reasonable. As such, including all questions may not be feasible. Select the questions most important to your community. Destination BC strongly recommends that if these questions are used in your survey that they are used with the exact same wording and exact same scales (answer choice options) presented in this toolkit.

4.4.1 Visitor Tolerance & Community Sentiment

Use the following scale for all Visitor Tolerance & Community Sentiment questions below:

To what extent do you agree or disagree with each of the following statements?

Please select one response per item.

Strongly Agree	Somewhat Agree	Neither Agree Nor Disagree	Somewhat Disagree	Strongly Disagree	Don't Know /Not Sure
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

1. I take pride in making visitors feel welcome in my community.
2. I appreciate visitors for the contribution they make to the local economy.
3. I feel positive about my encounters with visitors in my community.
4. I like visiting popular areas (e.g. attractions, parks) even if they might be busy with visitors.
5. I believe my community is a desirable place to visit.
6. My community is in a good position to welcome visitors safely.
7. My community is in a good position to welcome visitors (infrastructure, accessibility, etc.).
8. Visitors are able to experience the authenticity of my community when they visit.

9. Infrastructure, services and amenities in my community are designed and/or adapted to serve visitors with disabilities, including permanent, temporary, visible, or invisible disabilities.
10. Tourism supports additional infrastructure services (such as water, sewage, highways, and roadways) than would otherwise exist in my community.
11. Residents are involved and play a role in influencing the planning and development of tourism in my community.

4.4.2 Resident Knowledge & Perception of the Tourism Industry

In your opinion, how important is the tourism industry to British Columbia's economy and your community's economy? (Please select one response per item)

Very
Important

Somewhat
Important

Neither
Important nor
Unimportant

Not Very
Important

Not At All
Important

1. British Columbia

2. Your Community

Scale for measuring both ‘British Columbia’ and ‘Your Community’:

When you think of businesses and things in and around the community, which do you generally associate with tourism? (select all that apply)

- Hotels
- Car rental
- Taxis/ride sharing
- Museums & art galleries
- Restaurants
- Convention centres
- Recreation centres & arenas
- Outdoor parks & natural areas
- Shopping malls
- Theatres
- Bars/lounges
- Local attractions (amusement parks, zoos, science centres, etc.)
- Walking paths & hiking trails
- Camping
- Airports

The following represent a list of industries which contribute to British Columbia’s economy. In your opinion, which one industry is the largest contributor of new jobs and economic activity in British Columbia and your community? (Please select one response per item)

[Note: You may choose to only ask this question on a community level]

1. British Columbia

2. Your Community

- Agriculture/Fisheries/Aquaculture
- Construction
- Educational services
- Film
- Finances, insurance, real estate, rental and leasing
- Forestry
- Health care and social assistance
- High Technology
- Manufacturing
- Mining
- Oil & Gas
- Public administration
- Tourism
- Transportation and warehousing
- Utilities
- Other
- Don’t know/not sure

4.4.3 Openness to Travellers due to Unforeseen Scenarios



NOTE: This section contains questions related to the COVID-19 pandemic and its impact on tourism. These questions may be adapted during times of natural disaster (wildfires, flooding, etc.) or other unforeseen scenarios to assess the impact of a disaster on tourism intention and receptiveness.

1. To what extent do you agree or disagree with each of the following statements?

I feel safe to travel to:	Strongly Disagree	Disagree	Niether Agree nor Disagree	Agree	Strongly Agree	Don't Know/ Not Sure
Communities near me						
Communities in my province						
Other provinces or territories in Canada						
The United States						
Internationally						

I would welcome visitors travelling to my community from:	Strongly Disagree	Disagree	Niether Agree nor Disagree	Agree	Strongly Agree	Don't Know/ Not Sure
Communities near me						
Communities in my province						
Other provinces or territories in Canada						
The United States						
Internationally						

4.5 Demographic Questions

These questions reveal demographics about respondents, that you may consider asking.

1. What is the highest level of education that you have completed? (Please select one)
 - High school or less
 - Post-secondary school (university/college)
 - Graduate school (Master's/Doctorate)
 - Other
 - Prefer not to answer

2. Before taxes, what is your approximate annual household income? (Please select one)
 - Under \$50,000 per year
 - \$50,000 to under \$75,000
 - \$75,000 to under \$100,000
 - \$100,000 to under \$150,000
 - \$150,000 to under \$250,000
 - \$250,000 or more
 - Prefer not to answer

3. How long have you lived in British Columbia? (Please select one)
 - Less than 1 year
 - 1-5 years
 - 6-10 years
 - 11-15 years
 - More than 15 years
 - Prefer not to answer

4. How long have you lived in [Name of community/region]? (Please select one)
- Less than 1 year
 - 1-5 years
 - 6-10 years
 - 11-15 years
 - More than 15 years
 - Prefer not to answer
5. What industry are you currently employed in? (Please select one)
- Agriculture/Fisheries/Aquaculture
 - Construction
 - Educational services
 - Film
 - Finances, insurance, real estate, rental and leasing
 - Forestry
 - Health care and social assistance
 - High Technology
 - Manufacturing
 - Mining
 - Oil & Gas
 - Public administration
 - Transportation and warehousing
 - Utilities
 - Other
 - I'm not employed (retired, homemaker, student)



NOTE: You may consider separating the options for 'not employed' into the three options mentioned above. This will help you identify potential differences among residents of your community who are not employed for different reasons.

6. Do you identify as... (Please select one)
- Female/Woman/Feminine
 - Genderqueer/Genderfluid/Non-binary
 - Male/Man/Masculine
 - Two-Spirit
 - My gender identify is not listed, please specify _____
 - Prefer not to answer
7. Do you identify yourself to be a member of any of the following groups? (Please select all that apply)
- **Indigenous** (First Nations, Metis or Inuit, including those with or without treaty status)
 - **LGBTQIP2SAA** (Lesbian, Gay, Bisexual, Transgender, Questioning, Queer, Intersex, Pansexual, Two-Spirit, Androgynous and Asexual and the countless affirmative ways in which people choose to self-identify)
 - **Persons with Disabilities** (persons who have a long-term or recurring physical, mental, sensory, psychiatric or learning impairment)
 - **Racialized People or People of Colour** (non-Caucasian in race or non-white in colour, other than Indigenous people)
 - None of the above
 - Don't know
 - Prefer not to answer
8. What year were you born?



NOTE: This could be used with a dropdown list of birth years or an open-ended question that asks for a four-digit year to be provided by the respondent.

5. SURVEY IMPLEMENTATION

5.1 Canadian Anti-Spam Legislation

On July 1, 2014, the new Canadian Anti-Spam Legislation (CASL) came into effect to help protect Canadians from receiving unwanted electronic messages while ensuring that businesses can continue to compete in the global marketplace. This legislation directly impacts any commercial electronic messages (CEM). Legitimate email invitations for research purposes are not considered CEMs and therefore do not fall under CASL. Email invitations inviting respondents to participate in survey research that do not include solicitation (i.e., the offer to purchase something) are not affected by CASL.

Initially, it was unclear if CASL applies to research-related emails that offer an incentive for survey responses. In 2016, the Canadian Radio-television and Telecommunications Commission (CRTC) pronounced that incentives are a legitimate practice in research. It also confirmed that incentives are permissible if the sole purpose is to encourage participation in a specific survey.

5.2 Choosing an Online Survey Platform

There are numerous online tools that can be used for resident perception of tourism surveys. The [Business Development Bank of Canada](#) has compiled a list of online survey platforms that vary in price from free to several thousand dollars per year. The cost is dependent on the available features:

- Style and type of survey questions that you can ask.
- Ease of programming.
- Analysis features.
- Formats of data that can be exported to match with your planned analysis tool.
- Cost per response (the cost of some software tools is based on the number of responses per year).
- Client support features.
- Survey customization, including the survey branding, adding logos, and personalizing URLs.

- Where the data is stored. Online survey platforms that store data on servers in the United States are subject to US Patriot Act policies. This means that if the United States government has reason to do so, it has the ability to obtain access to data collected by resident perception of tourism surveys. **Some local governments have a strong preference to have data storage facilities located in Canada. Therefore, it is worthwhile to check if this is a requirement in your local area or jurisdiction.** Be aware that this requirement may add expense(s) to the software budget.

5.3 Survey Distribution and Administration

5.3.1 Preparing to Distribute by Email

A few key steps are required before the survey can be distributed.

1. **Plan when to distribute your survey.** This includes when you send the first survey invitation as well as reminder emails.
 - Research on the best time to send a survey is not conclusive, but the general rule is to send the survey invitation when people have time to read and respond to the survey. Usually, this is in the mid-morning and early in the workweek (Monday, Tuesday, or Wednesdays).
 - One online survey platform found that most (75%+) of survey responses will be submitted within the first 24 hours and the remaining responses will be submitted within a week to 10 days. Therefore, the deadline to complete the survey should be 10 days to two weeks after the initial email.
 - Two or three email reminders should be scheduled for those that have not yet fully completed the survey. Exploration into the effectiveness of survey reminders determined that an increase of about three percent in the response rate can be expected for each reminder. Although, four or more reminders are not effective and can cause frustration.
 - Most online survey platforms ensure that reminders are only sent to those who have not yet fully completed the survey. This means that partial survey respondents will receive an email reminder. The first email reminder should be sent 72–96 hours after the initial email invitation. The last email reminder should be sent two days before the survey due date.

2. Develop the email survey invitation message that accompanies the online survey. The email invitation should contain language that is friendly, clear, professional, and not too complex. The invitation should include the following information:

- A concise email subject line that describes the survey.
- The purpose of the survey, or why the recipient is getting this email. This should include a brief explanation of the purpose of the research.
- The sponsor of the survey (in this case it is the designated recipient) and who is conducting the survey (if there is a hired research professional).
- Describe the designated recipient (i.e. municipality, regional district, or eligible entity). Also, identify the contracted agency (if applicable—such as a DMO).
- The length of time (in minutes) it takes to complete the survey.
- The deadline.
- Assurance of confidentiality and anonymity of responses.
- A link to the survey (available from the online survey software).
- Online survey navigation features.
- Who to contact if there are questions or software problems. Similar, slightly altered messaging can be used when sending out reminder emails. An example of a resident perception of tourism introductory email is available in [Appendix B](#).

3. Program the questions into the online survey platform.

- Some online survey platforms will import a questionnaire from popular word processing programs. If not, it will be necessary to copy and paste or re-type your draft survey.
- Design the appearance of the survey to assist with the flow of questions and instructions and, as much as possible, make it interesting and pleasant to complete. Remember to use colours that are easy to read and include designated recipient organizational branding.

- Pay close attention to the survey authentication and security settings available in the online survey platform. For optimal control on who responds, residents should only be able to access the survey from the email invitation and complete the survey once.
- Ensure the survey programming is suitable for both mobile devices and desktop computers.
- Test the survey to ensure accurate programming and to understand how long it could take a resident to complete the survey.

4. Import the email distribution list into the online survey software platform and send the email invitation.

5.3.2 Administration

After the email survey invitation has been sent, it is important to:

- Monitor the number of responses received. When the number of responses starts to decline, it is time to send a reminder email.
- Monitor the email bounce/mail return rates to ensure there are no substantial errors in resident contact information. It will be necessary to correct and re-send the survey invitation email to incorrect email addresses.
- Promptly respond to any resident questions or requests.
- If survey programming errors become apparent, ensure they are fixed as soon as possible.

6. ANALYSIS

The first step of data analysis is to evaluate the survey results by calculating response rates and understanding response distribution. Next, it is necessary to prepare data for analysis. Finally, it is time to summarize and interpret the results. Thorough documentation of each step will ensure that similar methods can be used in subsequent years and enable accurate year-over-year analysis.

6.1 Response Rates and Survey Response Distribution

It is valuable to understand how the data collected represents the resident population by reviewing the survey response distribution and calculating response rates.

First, review the survey responses to delete substantially incomplete or duplicate survey responses. Then, to calculate the survey response rate, divide the total number of responses (those who responded to the survey) by the total number asked to complete the survey (those who received the survey). To understand the response distribution, review the number of responses received and response rates by resident type.

6.2 Preparing Data for Analysis

The next steps for analysis are data cleaning and coding. Data cleaning means reviewing each row of responses to ensure they are sensible; there are no errors or false information. Data is checked for consistency in responses, missing, and outlier responses. For example, a respondent who answers that they were born in '19975' is clearly a mistake. Likewise, a respondent that answers '1' to every question on the survey is problematic as is one who answers less than half of the questions on the survey.

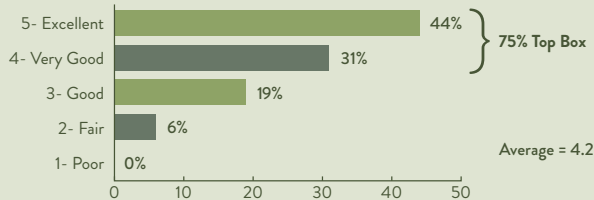
For closed-ended questions, “don't know” responses are noted and removed from forthcoming analysis. Open-ended (textual) question responses are coded into similar categorical groups. Coding is the process of assigning a numeric value to the textual responses that represents key response themes. Once each open-ended response is assigned a numeric value, the frequency of comments in that category can be summarized.

6.3 Summarizing Data and Interpreting Results

Complex statistical analysis is not needed. The most common measures used to summarize survey responses are percentage(s), mean, median, and mode. Top box scores and year-over-year percent change calculations are also a frequently used analysis tool for closed-ended, scaled questions (see examples below). Please note that top box scores can be used for any questions for which there is a scale (such as a question where the answer options are “Strongly Disagree” to “Strongly Agree”). In the case of a “Strongly Disagree” to “Strongly Agree” scale (such as those in Section 4.3 or Section 4.4.1), the top box score is the total percent of respondents who responded “Strongly Agree” and “Agree” after removing those who did not answer the question and those who answered “Don’t know/Not sure.”

Top Box

[Current Year] Overall Performance of [Designated Recipient]



Question: Taking everything into account, how would you rate the overall performance [Designated Recipient]?
n = 80. One “don’t know” response was removed from analysis.

Year-Over-Year Percent Change

$$\text{Year-Over-Year Growth (\%)} = \frac{(\text{Current Year} - \text{Previous Year})}{\text{Previous Year}}$$

Example: There was a 75% top box score for overall performance in [Current Year]. The [Previous Year], saw a 68% top box score for overall performance. How much did top box scores grow in [Current Year] compared to [Previous Year]?

$$= \frac{75\% - 68\%}{68\%} = 10\%$$

Interpretation: [Current Year] saw 10% growth in top box scores for overall performance compared to [Previous Year].

To use resident perception of tourism responses (or a specific measurement of resident sentiment) to inform management actions and decision-making, analysis of the data can be conducted in five broad categories:

- **Summarize** the measure, e.g., the proportion of residents that have a positive sentiment towards visitors and those that feel more negatively towards visitors.

- **Explore** characteristics of residents in terms of their sentiment towards visitors. Various factors impact resident sentiment, such as employment in the tourism industry, knowledge of the tourism industry, whether residents engage in tourism themselves, as well as demographics and how long they have lived in the community. Deeper exploration may find, for instance, that residents who are employed in the tourism industry, as well as those having knowledge of the industry foster a more positive sentiment towards visitors.
- **Summarize the “Why”.** Any information that will assist in understanding resident sentiment should be summarized.
- **Summarize Findings Over Time.** If possible, resident sentiment should be tracked over time. To allow for year-over-year comparisons, care should be taken to ensure that a similar research methodology and wording of questions are used in each study.
- **Provide the “So what”.** Describe the take-away message from this research. Why is this important for the community? What does it mean? What should various stakeholders (i.e., local government, tourism businesses, residents) do because of this research?

When summarizing resident perceptions data, it’s important to keep in mind:

- Ensure the confidentiality of resident responses is protected. Do not report results or details that could reveal a resident’s identity.
- A minimum of 10 responses should be in each analysis group. If groups have fewer responses, it will be necessary to combine responses in multiple groups.
- Ensure open-ended comments do not include a person’s name or other identifying features. Slight editing of open-ended responses can ensure confidentiality.
- Calculation of standard error and confidence interval estimates are only applicable if a sample of residents was used. Since most designated recipients will be conducting a census of their residents, such measures are not applicable.
- Include the survey question and the number of responses per question.

6.4 Analyzing the 12-Question Standardized Resident Perception of Tourism Panel

The 12-question Resident Perception of Tourism set described in [Section 6.1](#) is designed as a standardized measure for resident perceptions of tourism at the local, regional, and provincial level in British Columbia. Destination BC has developed an analysis tool that can predict the resident segment of each respondent to your survey and the overall scores for the five tourism impact types described in [Section 4.1](#). For more information or additional questions, please contact the Research and Analytics team through our [intake form](#). An example of the type of report Destination BC will provide can be found in Appendix C.

7. REPORTING

Complete and thorough project reporting will ensure success and allow accurate reporting over time. There are different options available for sharing the results for the study, ranging from a presentation to a written report.

The objectives of reporting are to: document the research results, ensure the research will be properly understood, and communicate the usefulness of the research to the end-users.

The key to effective reporting is to provide compelling storytelling about the data and the research.

Presentations usually have the following sections:

- Introduction including study objectives, acknowledgements of project partners
- Research methodology, with a brief overview of the research process, survey procedure, and analytical methods
- Key findings, presented as a story with brief summary bullet points, tables, and/or graphs
- Results can be compared to previous years only if data is available and if study methodology is comparable
- Conclusions and recommendations

Written Reports usually have the following sections:

- Executive summary with report highlights
- Introduction including study objectives and acknowledgements of project partners
- Research methodology, with a brief overview of the research process, survey procedure, and analytical methods
- Key findings, presented with written text, tables, and graphs

- Results can be compared to previous years only if data is available and if study methodology is comparable
- Conclusions and recommendations
- Appendices (i.e., Technical Appendix, Survey, Qualitative Comments)

Given the importance of a consistent research methodology over time, a technical appendix can include sufficient detail about the methodology so that the study can be replicated, and end results compared from year to year. This appendix may be provided as part of reporting or kept internally as a guide for future research needs. The technical appendix could include:

- Month, date, day-of-week, and time of initial survey administration
- How long the survey was available
- Copies (with date/day-of-week/time details) of any reminders sent for survey participation
- Software platforms used for survey administration
- Target audience details, including considerations made during the design process
- How sampling was conducted to ensure representative sample
- Response rate
- Biases confronted during research process and any notes on overcoming those now and in the future
- Any notes on data cleaning (including missing values/skipped questions)
- How data coding was completed
- What analysis techniques and procedures were used

For more information or additional questions, please contact Research and Analytics through our [intake form](#).

APPENDIX A

SAMPLE SURVEY FOR RESIDENT PERCEPTIONS RESEARCH

Today, we'd like to ask for your opinions about the economy in British Columbia. The answers from all survey participants will be grouped together. Your specific answers will be kept completely confidential. We are grateful for your input.

A. Please enter the first three digits of your primary residence postal code.

- i. _____ ii. Prefer not to answer --> **[Terminate]**

B. What year were you born? (Please select one)

- i. ii. **[Terminate if under 18]**

----- PAGE BREAK -----

1. What industry are you currently employed in? (Please select one)

- Agriculture/Fisheries/
Aquaculture/Viticulture
- Mining
- Construction
- Oil & Gas
- Educational services
- Public administration
- Film/Animation/Design
- Tourism
- Finances, insurance, real estate,
rental and leasing
- Transportation and warehousing
- Utilities
- Forestry
- Other [ANCHOR]
- Health care and social assistance
- I'm not employed (retired,
homemaker, student, other
reasons) [ANCHOR]
- High Technology
- Manufacturing/Aerospace

----- PAGE BREAK -----

Throughout the remaining components of this survey, we will ask for your perspectives about different aspects of visitors and tourism in your community and in British Columbia. For the purpose of this survey, please refer to the following definitions:

- **YOUR COMMUNITY** refers to the community/town/city where you currently live.
- **VISITORS** are individuals or groups who are travelling to a destination outside their usual environment for personal (e.g., vacation, general leisure, or recreation) or business (e.g., conferences or work meetings) purposes.
- **TOURISM** is the activity or practice of touring or visiting an area outside one's usual environment. Tourism also refers to the business or industry of providing information, accommodations, transportation, experiences, and other services to visitors. Tourism also includes the promotion of tourist travel.

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2. To what degree do you agree or disagree with the following statements about the tourism industry in British Columbia as a whole and in your community? (Please select one response per item)

TIP: Show respondents one list, with statements randomized. You may choose to split these into two or three pages on the survey. The scale at the bottom of this question list should be presented for each question in this list, preferably in a grid format with each question in the left-most column and the six answers in order in columns to the right. See Questions 3 and 4 below for a visual representation.

- Tourism supports a greater diversity of amenities (such as restaurants, attractions, recreation facilities, and events) than would otherwise exist in my community.
- The tourism industry supports local businesses in my community.

- Tourism brings people from diverse backgrounds and cultures into my community.
- The provincial government's investment in developing tourism infrastructure is an important investment in British Columbia's communities.
- I value the contribution visitors make to my local economy.
- Overall, I believe the positive impacts of tourism in my community outweigh the negative impacts.
- The tourism industry does more to reduce local carbon emissions than other industries.
- The tourism industry does more to reduce waste than other industries.
- The tourism industry contributes to the protection of local oceans, mountains, rivers, airsheds, parks, and beaches.
- Most jobs in the tourism industry offer higher wages than most other industries.
- The tourism industry offers greater career growth opportunities than most other industries.
- I am aware of Indigenous tourism experiences and/or businesses in British Columbia.
- The tourism industry contributes to the protection, conservation and/or preservation of biodiversity and local landscapes.
- I feel positive about my encounters with visitors in my community.
- Tourism supports additional infrastructure services (such as water, sewage, highways, and roadways) than would otherwise exist in my community.
- Residents are involved and play a role in influenced the planning and development of tourism in my community.

**Strongly
Agree**

Agree

**Neither
Agree Nor
Disagree**

Disagree

**Strongly
Disagree**

**Don't Know
/Not Sure**

----- PAGE BREAK -----

3. In your opinion, how important is the tourism industry to British Columbia's economy and your community's economy? (Please select one)

	Strongly Agree	Somewhat Agree	Neither Agree Nor Disagree	Somewhat Disagree	Strongly Disagree	Don't Know /Not Sure
British Columbia						
Your Community						

4. To what extent do you agree or disagree with the following statement? (Please select one response per item)

	Strongly Agree	Somewhat Agree	Neither Agree Nor Disagree	Somewhat Disagree	Strongly Disagree	Don't Know /Not Sure
I value the contribution visitors make to my local community						
Overall, tourism contributes positively to the quality of life of my community						

----- PAGE BREAK -----



5. Do you think your community has too few, too many, or just the right amount of tourism throughout the year? (Please select one response per item)

	Too Many	Just the right amount	Too few	Don't know/not sure
Winter (Dec–Feb)				
Spring (Mar–May)				
Summer (Jun–Aug)				
Fall (Sep–Nov)				

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These next questions are simply to ensure we collect responses from a broad range of British Columbians. Please be assured all your answers will be combined with others to ensure your anonymity.

6. Do you identify as... (Please select all that apply).

- Female/Woman/Feminine
- Genderqueer/Genderfluid/Non-binary
- Male/Man/Masculine
- Two-Spirit
- My gender identify is not listed, please specify -----
- Prefer not to answer

7. What is the highest level of education that you have completed? (Please select one)

- High school or less
- Post-secondary school (university/college)
- Graduate school (Master's/Doctorate)
- Other
- Prefer not to answer



8. Before taxes, what is your approximate annual household income?
(Please select one)

- Under \$50,000 per year
- \$50,000 to under \$75,000
- \$75,000 to under \$100,000
- \$100,000 to under \$150,000
- \$150,000 to under \$250,000
- \$250,000 or more
- Prefer not to answer

9. How long have you lived in British Columbia? (Please select one)

- Less than 1 year
- 1–5 years
- 6–10 years
- 11–15 years
- More than 15 years
- Prefer not to answer

10. What are the ethnic origins of your ancestors? Please list as many as you'd like. An ancestor is usually more distant than a grandparent. (OPEN ENDED)

For example: Cree, Dutch, Franco-Columbians, Filipino, German, Greek, Inuit, Irish, Iranian, Italian, Jamaican, Korean, Lebanese, Métis, Mexican, Mi'kmaq, Pakistani, Polish, Portuguese, Scottish, Somali, Colombian, Taiwanese, Ukrainian, Vietnamese

Prefer Not To Answer

11. For classification purposes only, can you please enter the last three digits of your postal code? (Please record your response)

A. ____ ____ ____

B. Prefer not to answer -->

APPENDIX B

[Your Logo]

[Subject:] Your Voice – Resident Perception of Tourism Survey

Hello [Name],

[Name of your organization] is pleased to invite you to participate in the Your Voice Resident Perception of Tourism Survey. Through this survey, you will have the opportunity to share your thoughts on how you feel that tourism impacts you and your community. This information will help [name of organization] and our partners better understand how residents feel about tourism and what we can do moving forward to better our community.

Participation in this survey is voluntary yet wholeheartedly encouraged! This survey is completely anonymous and your survey responses are kept strictly confidential.

This survey will take approximately 15 minutes to complete depending on your responses.

To begin the survey, please click on the link below. **[Insert unique URL]**

If you have any questions about this survey or concerns with the administration, please contact **[contact person for this research at your organization: Name, Title, Organization, Email, Phone Number]**.

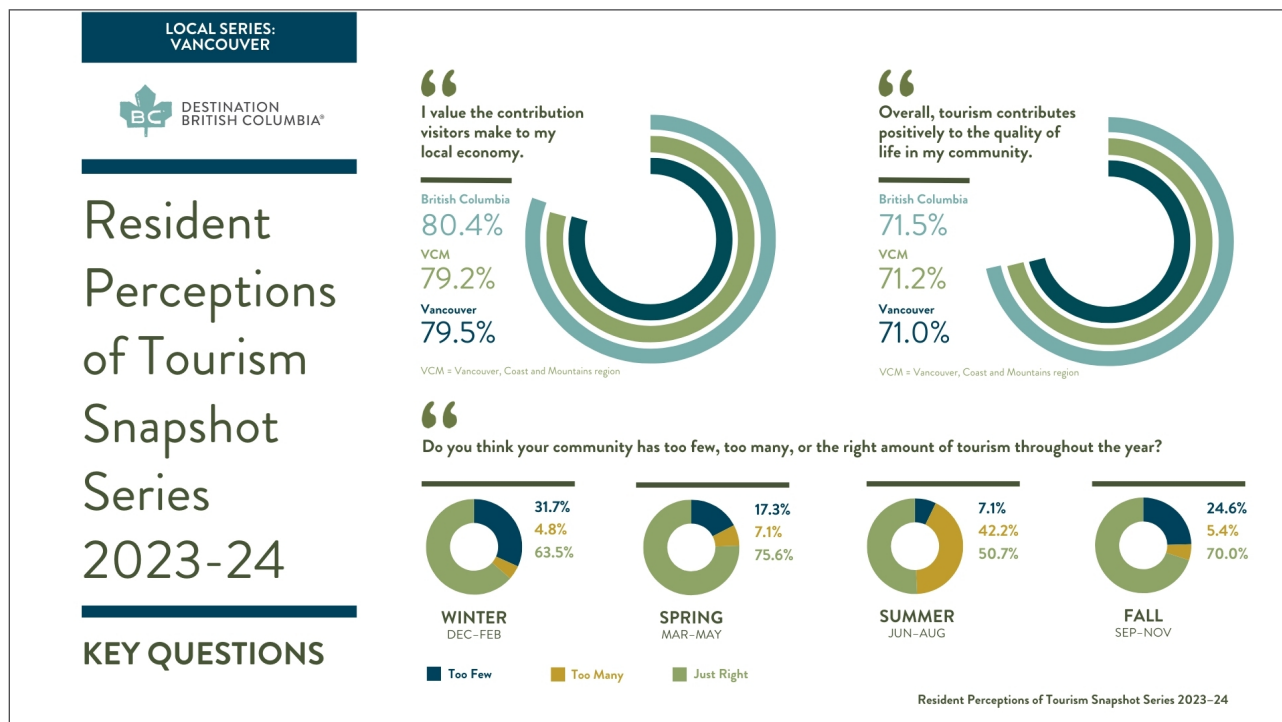
Thank you in advance for taking the time to participate.

[Your organization]

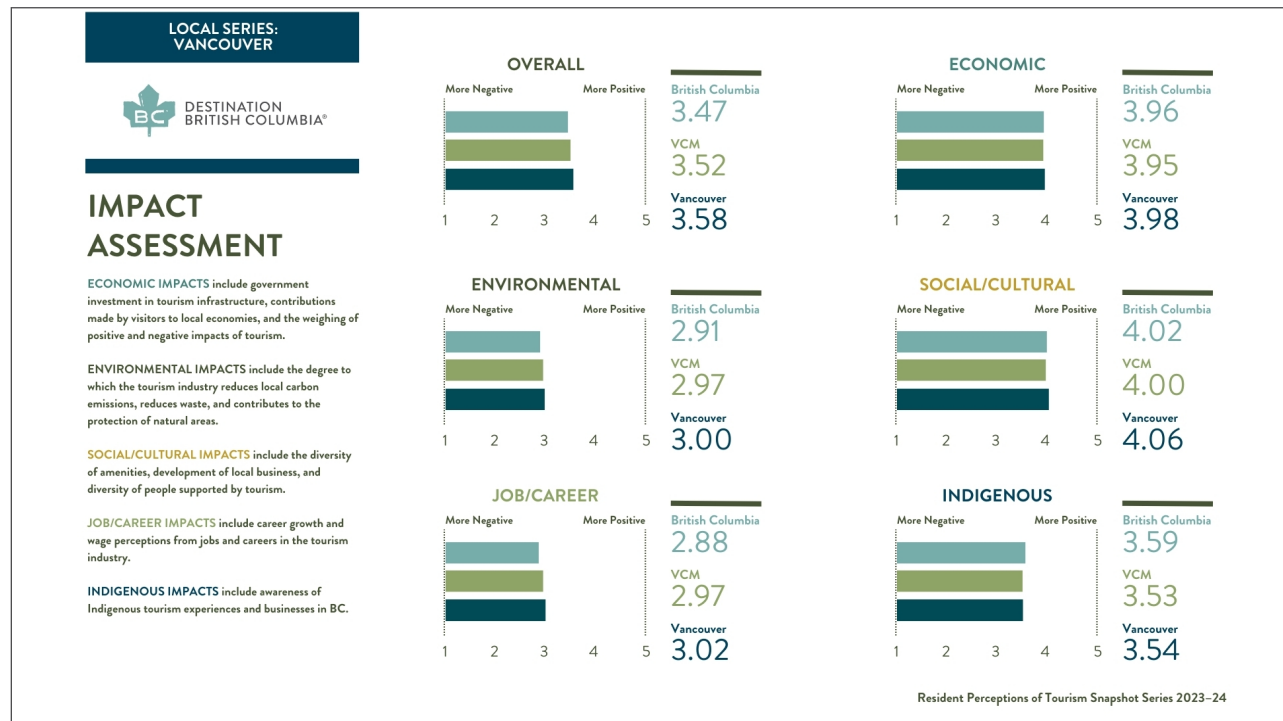
APPENDIX C

RESIDENT PERCEPTIONS OF TOURISM SNAPSHOT SERIES

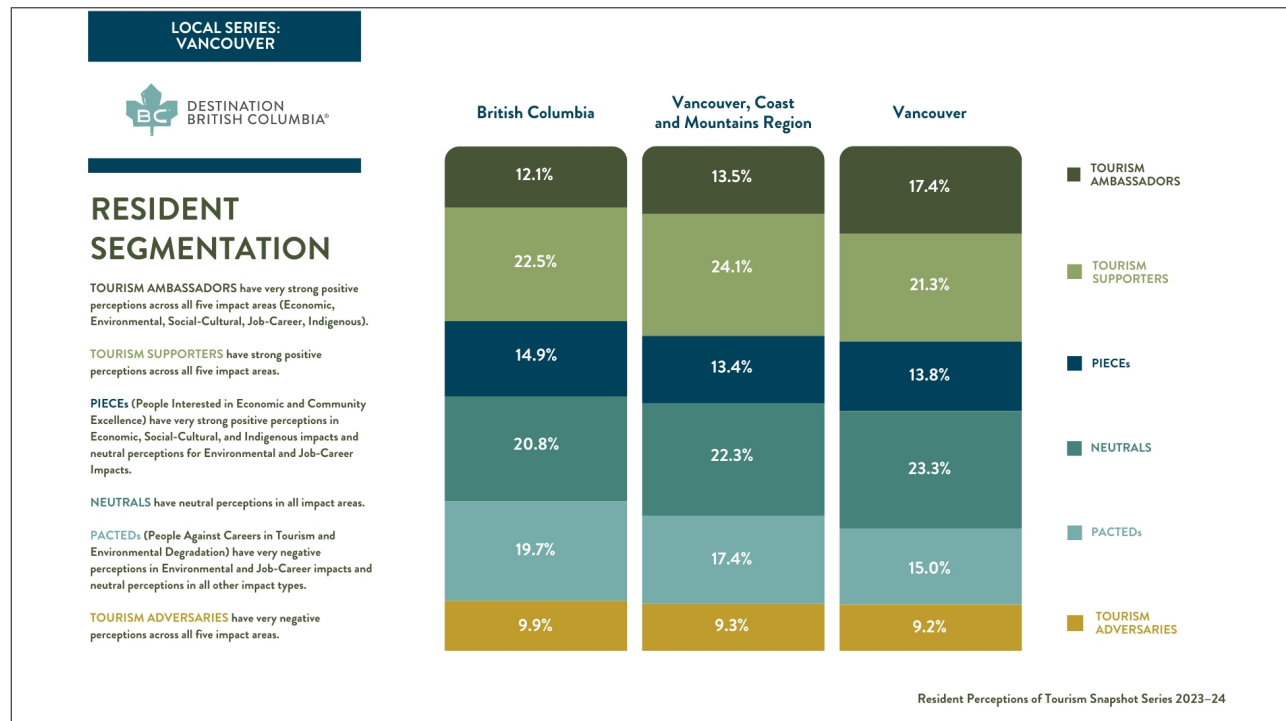
The Snapshot Series report provides key information on resident perceptions of tourism within a specific geographic area. Comparisons at a provincial and/or regional level are provided as appropriate. Instructions on survey questions necessary for Destination BC to create a similar report can be found in [Section 4](#) of the Toolkit. The final page of the report provides key information on the research project, including sample size, data collection information, and Forward Sortation Area (FSA) information. If you have any questions about this template or other content in this toolkit, please direct them to the Research & Analytics team via our [intake form](#).



RESIDENT PERCEPTIONS OF TOURISM SNAPSHOT SERIES



RESIDENT PERCEPTIONS OF TOURISM SNAPSHOT SERIES



RESIDENT PERCEPTIONS OF TOURISM SNAPSHOT SERIES

LOCAL SERIES: VANCOUVER



DESTINATION
BRITISH COLUMBIA®

RESEARCH INFORMATION & METHODOLOGY



More information, including Local Series, Regional Series, and Provincial-level reporting can be found at destinationbc.ca/research-insights/type/resident-research/.

- Online surveys were completed by BC residents using online panels via Sentsis Research
- The online survey was fielded in November 2023
- Total sample size used in this report are as follows:
 - British Columbia: n=4684
 - Vancouver, Coast and Mountains Region: n=2685
 - Vancouver: n=617
- Results are weighted by tourism region, age, and gender to be representative of BC's overall population
- Most questions asked in a five-point agreement scale: Strongly Agree (5), Agree (4), Neither Agree nor Disagree (3), Disagree (2), Strongly Disagree (1)
- On page 1, top two questions reported as percentage of respondents who answered Strongly Agree (5) and Agree (4). The remaining respondents not included in the reported percentage answered Neither Agree nor Disagree (3), Disagree (2), or Strongly Disagree (1)
- Generally, respondents who responded 'Don't Know / Not Sure' were excluded from the results of that question
- Regional and local level results are separated by municipality border using Forward Sortation Areas (FSAs). For this report, sortation areas used were as follows:
 - Vancouver: V5K-V5Z, V6A-V6T, V6Z, V7X, V7Y
 - Other areas within Vancouver, Coast and Mountains Region:
 - Abbotsford/Mission/Chilliwack: V2P, V2R, V2S, V2T, V2V, V3G, V4S, V4X, V4Z
 - Burnaby/New Westminster: V3L, V3M, V3N, V5A, V5B, V5C, V5E, V5G, V5H, V5J
 - Delta/Surrey/White Rock: V3R, V3S, V3T, V3V, V3W, V3X, V3Z, V4A, V4B, V4C, V4E, V4G, V4K, V4L, V4M, V4N, V4P
 - Maple Ridge/Pitt Meadows/Coquitlam/Port Coquitlam/Port Moody/Langley: V1M, V2W, V2X, V2Y, V2Z, V3A, V3B, V3C, V3E, V3H, V3J, V3K, V3Y, V4R, V4W
 - North Vancouver/West Vancouver: V7G, V7H, V7J, V7K, V7L, V7M, V7N, V7P, V7R, V7S, V7T, V7V, V7W
 - Richmond: V6V, V6W, V6X, V6Y, V7A, V7B, V7C, V7E
 - Other: VCM FSAs: V7Z, V8A, V8B, V8E, V0M
 - Note: Rural FSAs spanning multiple regions were also separated and are also included as relevant in the data

Destination British Columbia acknowledges with gratitude the x̣ṃəθḳʷəỵəm (Musqueam Indian Band), Ṣḳẉəẉ7mesh Ūx̣ẉuṃix̣w (Squamish Nation), and səlḷḷẉəṭəṭ (Tsiḷḷ-̣Wauṭuth Nation) on whose shared territories we operate our main office. We respectfully recognize that we carry out our work on the territories of Indigenous Peoples throughout BC. We honour our ongoing and developing relationships with First Nations (status and non-status), Inuit, and Métis Peoples. We are on a path of learning and are committed to working together.

Resident Perceptions of Tourism Snapshot Series 2023–24

