



DESTINATION
BRITISH COLUMBIA®

Residents' Perceptions of British Columbia's Tourism Industry 2025 Survey

February 2026



Contents



- 03 Objectives & Methodology
- 06 Highlights
- 10 Overall Measures
- 12 Economic Impact
- 15 Commitment to Sustainability
- 18 Welcoming Community
- 22 Equity Deserving Groups
- 25 Appendix

Objectives and Methodology

THOMPSON OKANAGAN
Mount Robson Provincial Park | Megan McLellan

Background & Objectives



Destination British Columbia (Destination BC) has conducted an annual Residents Perceptions of Tourism survey since 2022. This survey tracks and monitors BC residents' perceptions of the tourism industry at both the community and provincial levels. The insights from the study help inform and enable access to the data, systems, knowledge, and capabilities that BC's tourism industry needs to compete globally.

The key research objectives are to:

1. Identify how the tourism industry is perceived when it comes to being a contributor to economic activity in local communities and in British Columbia.
2. Determine how important the tourism industry is perceived to be to the well-being of local communities and British Columbia.

3. Measure perceptions of the economic, social/cultural, and environmental impacts tourism has in local communities and in British Columbia.

4. Gauge resident attitudes toward tourism volume in their communities and in British Columbia during each season.

While the survey represents all the tourism regions in BC, community-level partners have the opportunity to increase regional sample sizes and/or add custom questions to the survey. Survey results for the partners who participated in the 2025 survey are presented under a separate cover.

Methodology



- 5,114 online surveys were conducted with BC residents aged 18 and older using online consumer panels. To qualify for the survey, residents had to be able and willing to identify the region of the province where they live. Also, no more than 10% of the total sample could be employed in the tourism industry (in this 2025 survey, 2% indicated they worked in the tourism industry).
- Data collection took place from October 2 to 30, 2025. The survey took an average of eight minutes to complete.
- A stratified sampling plan was employed by tourism region and sub-region to ensure adequate sample sizes for analyses. The final survey data was then mathematically weighted by tourism region, age, and gender to ensure it is an accurate reflection of the BC resident population aged 18 and older.
- The table to the right shows the final sample sizes achieved by tourism region and the associated margins of error at the 95% level of confidence.
- When comparing 2025 to 2024 findings on the total samples (5,114 in 2025 and 4,872 in 2024) a difference of +/-2 percentage points is required for that difference to be considered statistically significant.
- The results by tourism region can be found in the Appendix to this report, as can the sample sizes for each tourism subregion.

2025 Sample Sizes by Tourism Region & Associated Margins of Error (MOE)

Tourism Region	Surveys Completed	MOE
Vancouver, Coast & Mountains	3,015	±1.8%
Vancouver Island	938	±3.3%
Thompson Okanagan	697	±3.9%
Kootenay Rockies	203	±7.1%
Northern BC	208	±7.4%
Cariboo Chilcotin Coast	53	±16.7%
Total	5,114	±1.4%

Highlights

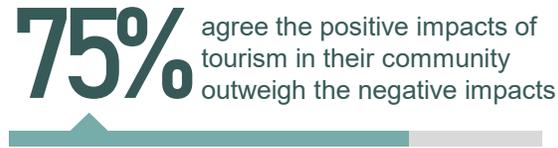
KOOTENAY ROCKIES
Fernie Alpine Resort | Ryan Creary

Highlights



Residents Continue to Highly Value the Impact of Tourism

A strong majority of residents across BC continue to feel that the positive impacts of tourism outweigh the negative impacts and that tourism contributes positively to the quality of life in their community.

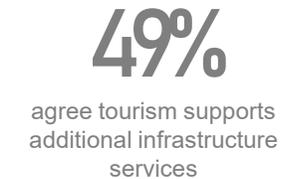


Residents Recognize the Economic Importance of Tourism

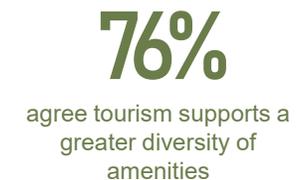
Residents are highly likely to recognize that local businesses in their community benefit from tourism, and that visitors make a valuable contribution to the local economy.



Consistent with 2024, residents do not associate tourism with broader infrastructure improvements, such as enhanced water and sewage systems or upgrades to highways and roads. Targeted, consistent communication about this connection could help shift resident perceptions over time.



Most residents continue to also agree that the tourism industry supports a greater diversity of amenities in the province.



Highlights



Residents Want to Welcome Tourists to Their Community

Residents see tourism as a way to bring visitors from diverse cultures and backgrounds to their community, and they take pride in making these visitors feel welcome.



Residents continue to have more mixed opinions when it comes whether their community has enough infrastructure, services and amenities to serve visitors with disabilities (53%), and whether residents play a role in influencing the planning and development of tourism in their community (46%).

Perceptions of the Tourism Industry's Commitment to Sustainability Continue to be Mixed

The tourism industry is perceived relatively favourably among residents when it comes to using more locally produced goods and services than other industries do (51%), contributing to the protection of local oceans, mountains, rivers, airsheds, parks, and beaches (48%), and contributing to the protection, conservation, and preservation of biodiversity and local landscapes (46%).

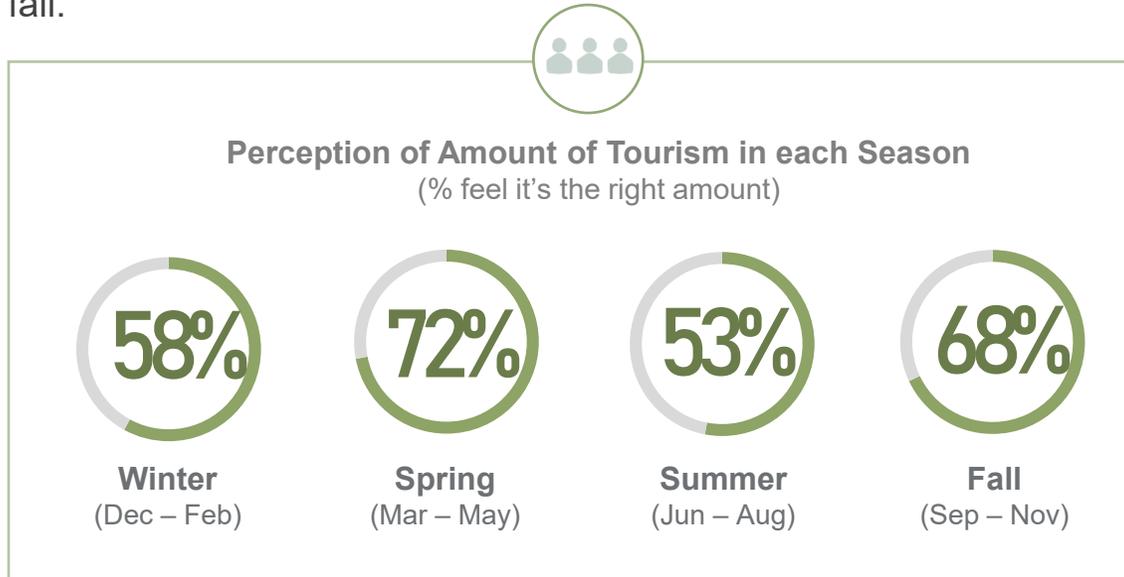
Perceptions remain lowest around the tourism industry's role in reducing local carbon emissions and waste. Only 20% of residents agree that tourism is doing more than other industries in these areas, while nearly twice as many (37%) disagree.

Highlights



Perceptions of Tourism Volume

Unchanged from 2024, strong majorities of residents feel that their communities have just the right number of tourists in the spring and fall.



Winter continues to be the season with the highest percentage of residents who feel that there are too few tourists visiting (36%) and summer continues to be the season with the highest percentage of residents who feel that there are too many tourists visiting (37%).

Compared to 2024, residents in the Thompson Okanagan region are less likely to feel that there are too many tourists visiting their community in the summer (43%, down from 48%).

Residents in the Cariboo Chilcotin Coast are more likely to feel that there are just the right amount of tourists visiting their community in the spring (62% vs. 33%).

While some popular areas and attractions may feel busy at times, residents who continue to enjoy visiting these places significantly outnumber those who do not (52% compared to 27%).

Overall Measures

NORTHERN BC
Dune Za Keyih Provincial Park | Taylor Burk

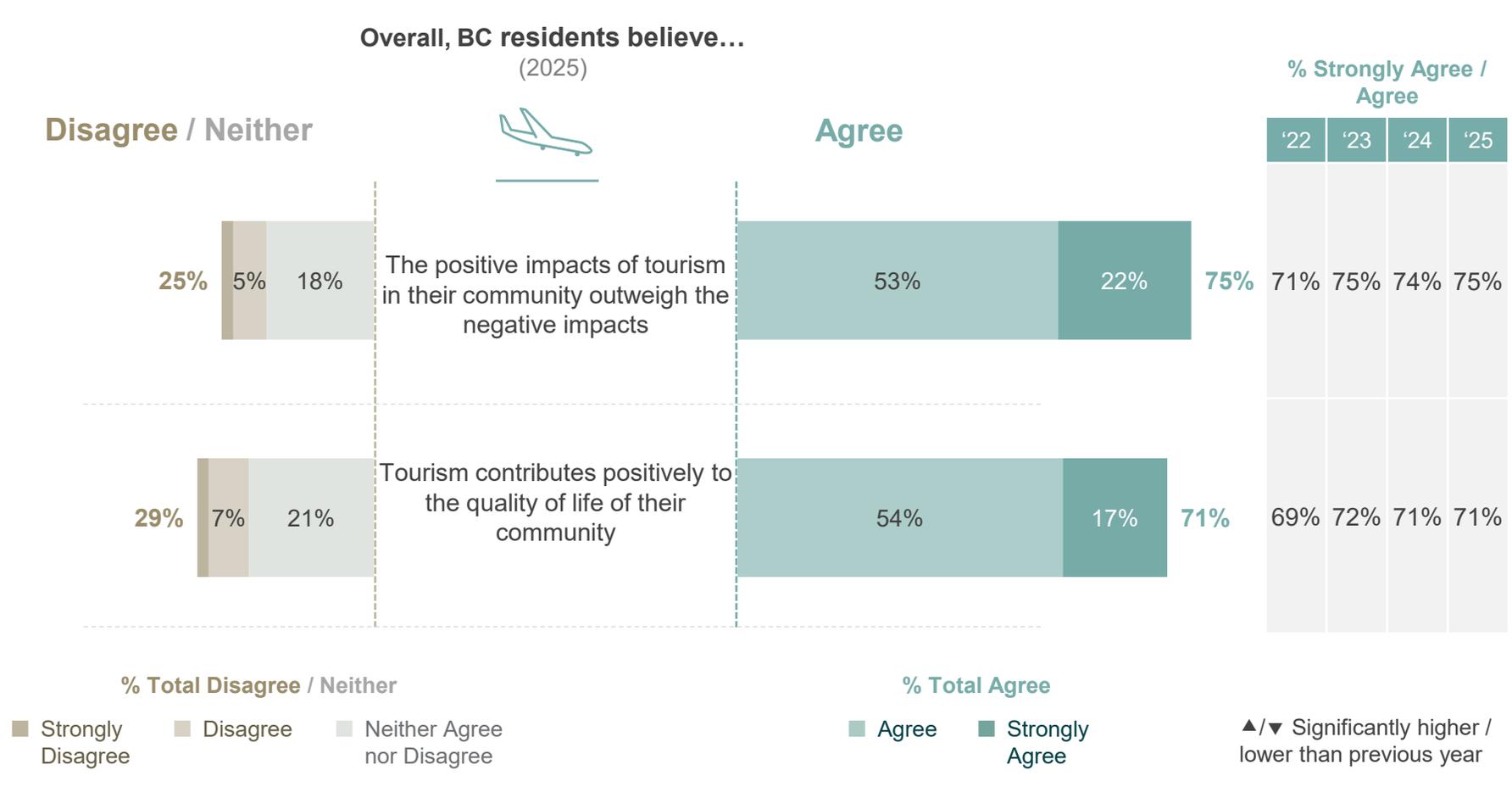


BC TOURISM INDUSTRY Overall Measures



Consistent with past waves, a strong majority of BC residents continue to agree that the positive impacts of tourism outweigh the negative and that tourism contributes positively to the quality of life in their community.

Compared to 2024, Northern BC residents are less likely to agree that the positive impacts of tourism outweigh the negative (67%, down from 77% in 2024).



2025 Sample: 4,987-5,003

S1. 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?

S2. To what extent do you agree or disagree with the following statement:

Economic Impact

VANCOUVER, COAST & MOUNTAINS
Stanley Park Seawall | Grant Harder



BC TOURISM INDUSTRY Economic Impact



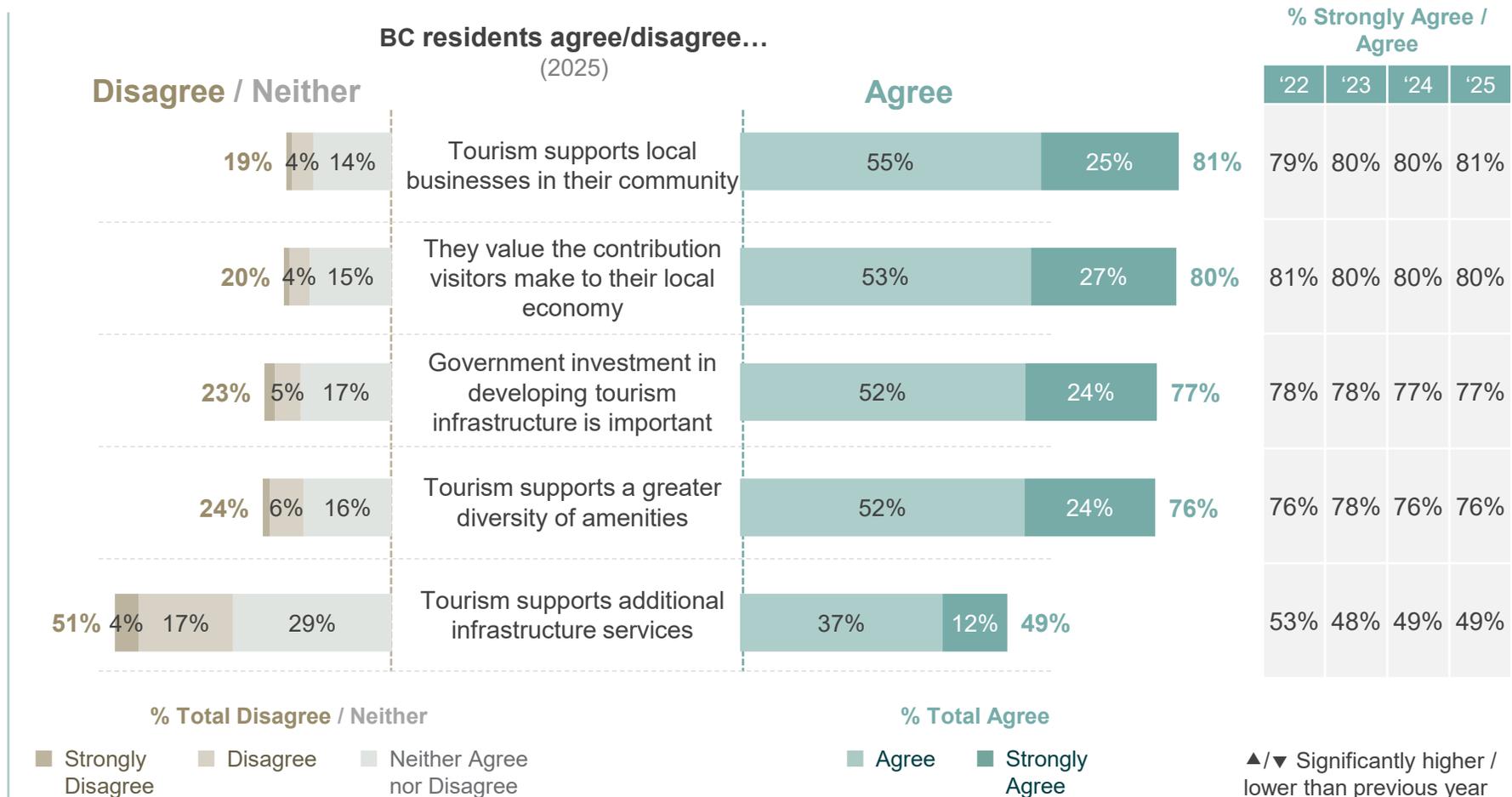
The economic impact of tourism on the province's communities continues to be recognized by BC residents.

Compared to 2024, Northern BC residents are less likely to agree that tourism supports a greater diversity of amenities in their community (65%, down from 74% in 2024). Cariboo Chilcotin Coast residents are more likely to agree that tourism supports a greater diversity of amenities in their community (78%, up from 58% in 2024).

Compared to 2024, Kootenay Rockies residents are less likely to agree that tourism supports additional infrastructure services in their community (35%, down from 45% in 2024).

This year, 46% of residents aged 55 and older agree that tourism supports additional infrastructure services in their community, up from 40% last year.

continued onto the next slide...





BC TOURISM INDUSTRY Economic Impact cont'd



Residents continue to see limited career growth opportunities and wage potential in the tourism industry.

The percentage of residents who agree that the tourism industry offers greater career growth opportunities than most industries declined slightly relative to 2024.

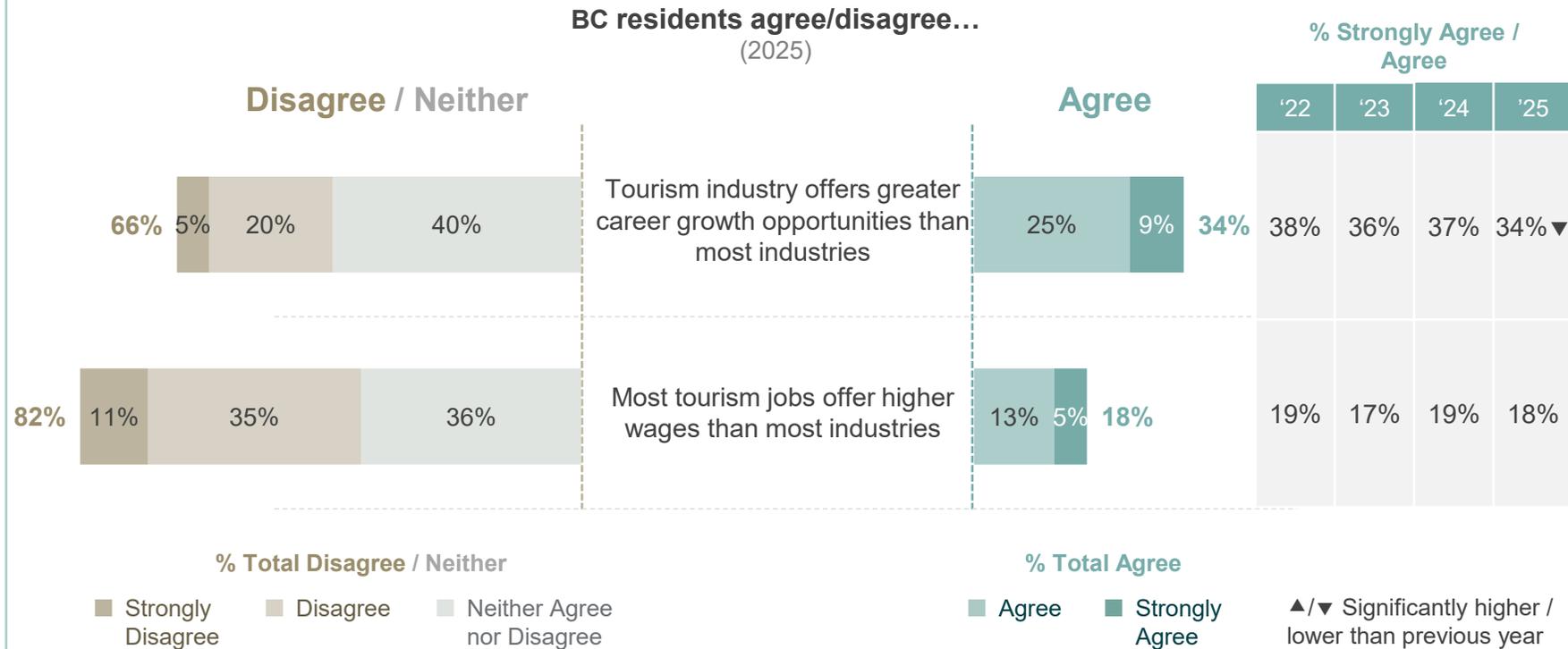
The following tourism regions experienced softer perceptions:

- Cariboo Chilcotin Coast (12%, down from 40%)
- Thompson Okanagan (30%, down from 35%)
- Kootenay Rockies (27%, down from 35%)

Perceptions also decreased among the following age groups:

- BC residents aged 25 to 34 (38%, down from 47%)
- BC residents aged 35 to 44 (33%, down from 39%)

The percentage of Cariboo Chilcotin Coast residents who agree that most tourism jobs offer higher wages than most industries also declined relative to last year (6%, down from 27%).



Commitment to Sustainability

CARIBOO CHILCOTIN COAST
Cariboo Mountain Range | Michael Bednar



Commitment to Sustainability



Resident views on the tourism industry's commitment to sustainability remain mixed and highly similar to past trends.

Currently, about half of residents think the tourism industry uses more locally produced goods and services than most other industries and half also agree that the tourism industry contributes to the protection of local oceans, mountains, rivers, etc.

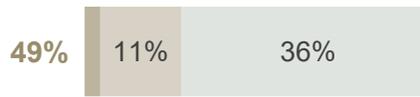
Slightly fewer (46%) agree that the tourism industry contributes to the protection of biodiversity and local landscapes.

continued onto the next slide...

BC residents think the tourism industry... (2025)



Disagree / Neither



Uses more locally produced goods, services, etc. than most other industries

Agree



Contributes to the protection of local oceans, mountains, rivers, etc.



Contributes to the protection, etc. of biodiversity and local landscapes



% Total Disagree / Neither



% Total Agree



% Strongly Agree / Agree

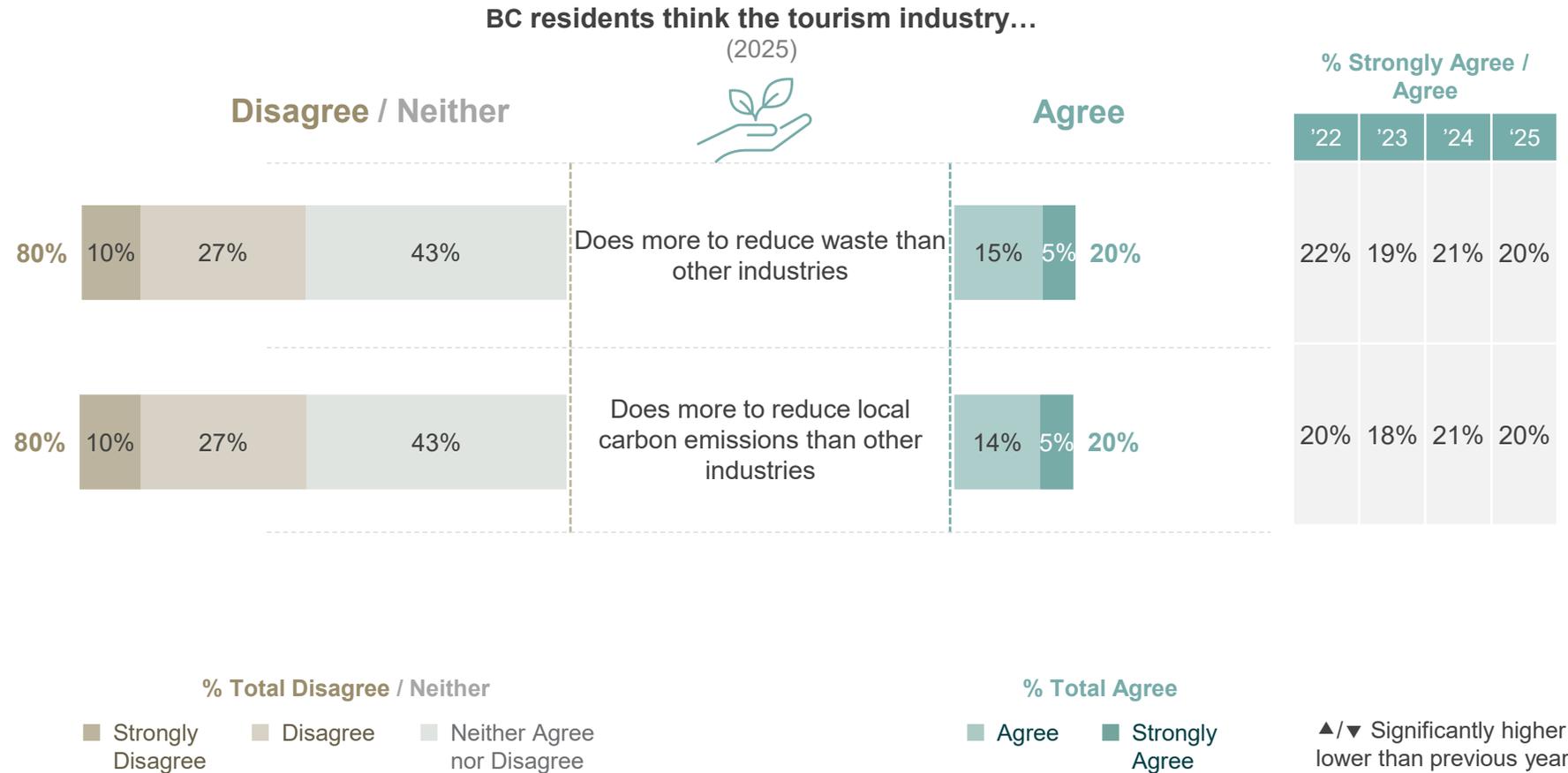
	'22	'23	'24	'25
Uses more locally produced goods, services, etc. than most other industries	54%	51%	50%	51%
Contributes to the protection of local oceans, mountains, rivers, etc.	45%	44%	47%	48%
Contributes to the protection, etc. of biodiversity and local landscapes	45%	43%	46%	46%

▲/▼ Significantly higher / lower than previous year



Only 20% of residents agree that the tourism industry does more to reduce waste and carbon emissions than other industries. With both metrics, the remaining 80% tend to be unsure (43%) or disagree (37%) that the tourism industry performs better than other industries in these areas.

In the Kootenay Rockies, fewer residents agree that the tourism industry does more to reduce waste than other industries (14%, down from 24% last year). Agreement also declined on the tourism industry's efforts to reduce local carbon emissions (14%, down from 22%).



Welcoming Community

VANCOUVER ISLAND
Cox Bay Beach | Brian Caissie



BC TOURISM INDUSTRY Welcoming Community

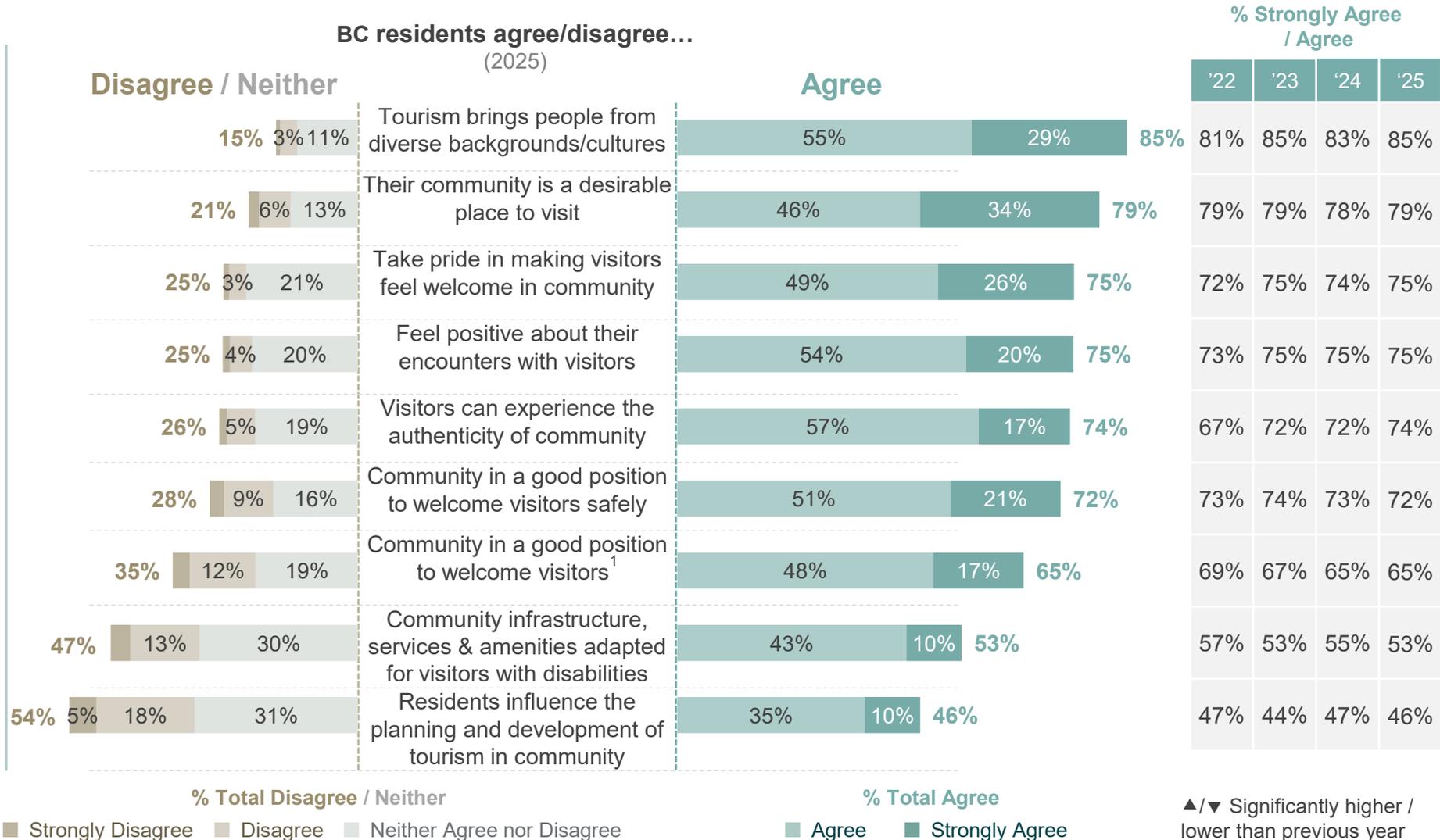


Resident perceptions of what tourism brings to their community, and what their community offers visitors, remain highly positive and consistent with historical trends.

There are only two areas where perceptions are less positive: the extent to which communities have infrastructure, services, and amenities that are accessible to visitors with disabilities, and the degree to which residents feel involved in tourism planning and development in their community.

Compared to 2024, Indigenous residents are less likely to agree that they feel positive about their encounters with visitors (67%, down from 77%) as are residents with disabilities (67%, down from 73%)

Residents with disabilities are less likely to agree that their community is in a good position to welcome visitors in terms of infrastructure and accessibility (55%, down from 61%)



2025 Sample: 4,675-5,078 / ¹infrastructure, accessibility, etc.

S1. 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?



Perceptions of the Amount of Tourism



Seasonality continues to be the factor that determines how residents feel about the amount of tourism in their community.

Spring and fall remain the seasons when the highest percentage of residents feel their community has just the right number of tourists.

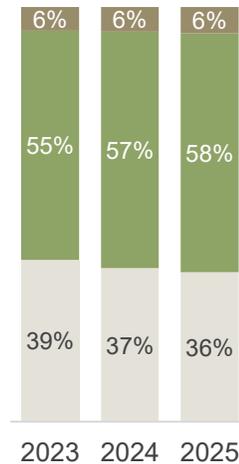
Winter is the season with the highest percentage of residents who feel that there are too few tourists in their community.

Summer opinions are more mixed. While most residents say there are just the right number of tourists, 37% feel there are too many.

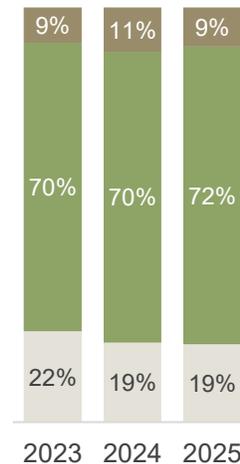
Compared to 2024, residents in the Thompson Okanagan region are less likely to feel that there are too many tourists in their community in the summer (43%, down from 48%). Residents in the Cariboo Chilcotin Coast region are more likely to feel that they have just the right amount of tourists in their community in the spring (62%, up from 33%).

BC residents believe the amount of tourism in their community each season is....

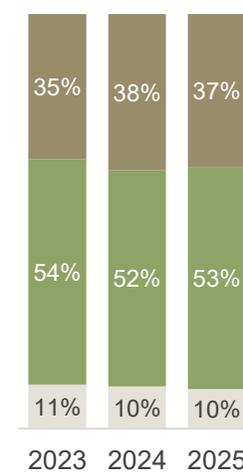
Winter
(Dec – Feb)



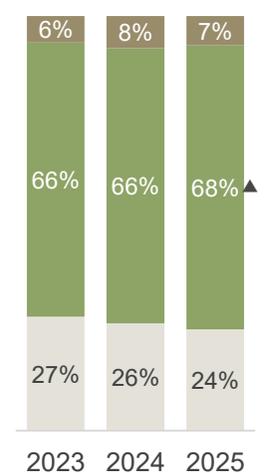
Spring
(Mar – May)



Summer
(Jun – Aug)



Fall
(Sep – Nov)



■ Too many ■ Just the right amount ■ Too few ▲/▼ Significantly higher / lower than previous year



Perceptions of the Amount of Tourism

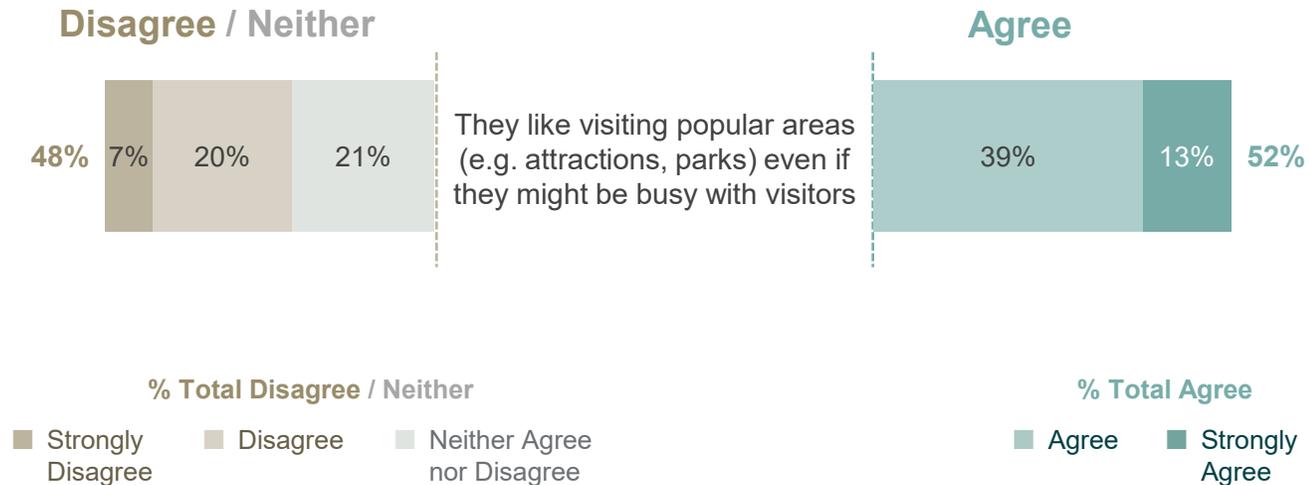


Just over half of BC residents still enjoy visiting popular areas and attractions, even if they're busy with tourists.

Twice as many residents say they still enjoy visiting popular areas and attractions, even when they're busy with tourists, compared to those who say they don't.

Compared to 2024, Northern BC residents are less likely to agree that they like visiting popular areas and attractions even if they might be busy with visitors (48%, down from 59%).

BC residents agree/disagree... (2025)



They like visiting popular areas (e.g. attractions, parks) even if they might be busy with visitors

% Strongly Agree / Agree		
2023	2024	2025
52%	55%	52% ▼

▲/▼ Significantly higher / lower than previous year

Equity Deserving Groups

THOMPSON OKANAGAN
Myra Canyon | Grant Harder

BC TOURISM INDUSTRY Equity Deserving Groups



The tables below illustrate the areas where perceptions among equity deserving groups differ from the Total BC population.

2025 Perception Differences By Equity Deserving Groups

% Strongly Agree / Agree	Sample	Total 2025	Racialized People	
		2025	2024	
		4,302-4,808	649-718	595-667
Aware of Indigenous tourism experiences and/or businesses in BC		65%	59%	57%
Community infrastructure, services & amenities are designed/adapted for visitors with disabilities		53%	58%	60%
Tourism supports additional infrastructure services		49%	57%	54%
Tourism industry uses more locally produced goods, services, etc. than most industries		51%	55%▲	47%
Residents influence the planning and development of tourism in community		46%	49%	52%
Tourism industry offers greater career growth opportunities than most industries		34%	40%	44%
Most tourism jobs offer higher wages than most industries		18%	25%	26%
Tourism industry does more to reduce local carbon emissions than other industries		20%	23%	23%

% Strongly Agree / Agree	Sample	Total 2025	Indigenous People	
		2025	2024	
		4,302-5,078	189-216	194-223
Aware of Indigenous tourism experiences and/or businesses in BC		65%	79%	74%
They value the contribution visitors make to their local economy		80%	74%	72%
Their community is a desirable place to visit		79%	73%	77%
Feel positive about their encounters with visitors in their community		75%	67%▼	77%
Tourism supports additional infrastructure services		49%	57%	62%
Tourism industry contributes to the protection, etc. of biodiversity and local landscapes		46%	53%	60%
Tourism industry offers greater career growth opportunities than most industries		34%	50%	51%
Most tourism jobs offer higher wages than most industries		18%	36%	35%
Tourism industry does more to reduce waste than other industries		20%	34%	33%
Tourism industry does more to reduce local carbon emissions than other industries		20%	30%	30%

■/■ Significantly higher / lower than total
▲/▼ Significantly higher / lower than previous year

S1. 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? /
S2. To what extent do you agree or disagree with the following statement:

Equity Deserving Groups cont'd



The charts below illustrate the areas where perceptions among equity deserving groups differ from the Total BC population.

2025 Perception Differences By Equity Deserving Groups

% Strongly Agree / Agree	Sample	Total 2025	Persons with disabilities	
		2025	2025	2024
	4,302-5,085		516-620	545-657
Their community is a desirable place to visit		79%	76%	72%
They value the contribution visitors make to their local economy		80%	75%	78%
Government investment in developing tourism infrastructure is important		77%	72%	74%
Tourism supports a greater diversity of amenities		76%	71%▼	77%
Overall, they believe the positive impacts of tourism in their community outweigh the negative impacts		75%	68%	70%
Their community is in a good position to welcome visitors safely		72%	67%	67%
Feel positive about their encounters with visitors in their community		75%	67%▼	73%
Overall, tourism contributes positively to the quality of life of their community		71%	65%	66%
Their community is in a good position to welcome visitors (infrastructure, accessibility, etc.)		65%	55%▼	61%
They like visiting popular areas (e.g. attractions, parks) even if they might be busy with visitors		52%	46%	51%
Tourism industry uses more locally produced goods, services, etc. than most other industries		51%	46%	50%
Community infrastructure, services & amenities are designed/adapted for visitors with disabilities		53%	42%	46%
Residents influence the planning and development of tourism in community		46%	40%▼	48%
Tourism industry does more to reduce waste than other industries		20%	16%	18%
Tourism industry does more to reduce local carbon emissions than other industries		20%	13%▼	19%

% Strongly Agree / Agree	Sample	Total 2025	LGBTQIP2SAA Community	
		2025	2025	2024
	4,573-4,987		349-400	383-406
Overall, they believe the positive impacts of tourism in their community outweigh the negative impacts		75%	69%	68%
Community infrastructure, services & amenities are designed/adapted for visitors with disabilities		53%	41%	48%
Tourism industry contributes to the protection, etc. of biodiversity and local landscapes		46%	40%	42%
Tourism industry offers greater career growth opportunities than most industries		34%	27%▼	37%

■ / ■ Significantly higher / lower than total
▲ / ▼ Significantly higher / lower than previous year

S1. 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? /
S2. To what extent do you agree or disagree with the following statement:

Appendix

CARIBOO CHILCOTIN COAST | NORTHERN BC | VANCOUVER ISLAND
Great Bear Rainforest | Ted Hesser

Regional Results



	Total 2025	Tourism Region					
		Vancouver, Coast & Mountains	Vancouver Island	Thompson Okanagan	Kootenay Rockies	Northern BC	Cariboo Chilcotin Coast
Perceptions of BC Tourism Industry (% Strongly Agree / Agree)							
Tourism brings people from diverse backgrounds and cultures into my community	85%	85%	86%	87%	83%	74%	85%
The tourism industry supports local businesses in my community	81%	78%	85%	86%	86%	74%	86%
I value the contribution visitors make to my local economy	80%	80%	81%	82%	82%	78%	79%
I believe my community is a desirable place to visit	79%	78%	86%	84%	86%	61%	67%
The prov. government's investment in developing tourism infrastructure is an important investment in BC's communities	77%	78%	76%	77%	72%	70%	70%
Tourism supports a greater diversity of amenities than would otherwise exist in my community	76%	76%	78%	80%	78%	65%	78%
Overall, I believe the positive impacts of tourism in my community outweigh the negative impacts	75%	75%	76%	78%	71%	67%	83%
I take pride in making visitors feel welcome in my community	75%	75%	77%	73%	72%	72%	83%
I feel positive about my encounters with visitors in my community	75%	75%	76%	72%	71%	72%	73%
Visitors are able to experience the authenticity of my community when they visit	74%	73%	77%	76%	73%	70%	80%
My community is in a good position to welcome visitors safely	72%	72%	73%	73%	76%	61%	67%
Overall, tourism contributes positively to the quality of life of my community	71%	70%	73%	76%	71%	63%	71%
My community is in a good position to welcome visitors (infrastructure, accessibility, etc.)	65%	65%	68%	68%	62%	57%	67%
I am aware of Indigenous tourism experiences and/or businesses in BC	65%	64%	71%	67%	63%	61%	65%
Infrastructure, services and amenities in my community are designed and/or adapted to serve visitors with disabilities, including permanent, temporary, visible or invisible disabilities	53%	57%	51%	49%	39%	41%	53%
I like visiting popular areas even if they might be busy with visitors	52%	54%	52%	49%	37%	48%	56%
The tourism industry uses more locally produced goods, services and agricultural products than most industries	51%	51%	48%	56%	50%	45%	59%
Tourism supports additional infrastructure services than would otherwise exist in my community	49%	51%	46%	48%	35%	45%	54%
The tourism industry contributes to the protection of local oceans, mountains, rivers, airsheds, parks, and beaches	48%	49%	45%	43%	46%	50%	58%
The tourism industry contributes to the protection, conservation and/or preservation of biodiversity and local landscapes	46%	48%	43%	38%	45%	50%	49%
Residents are involved and play a role in influencing the planning and development of tourism in my community	46%	46%	45%	45%	48%	42%	59%
The tourism industry offers greater career growth opportunities than most other industries	34%	37%	30%	30%	27%	26%	12%
The tourism industry does more to reduce waste than other industries	20%	22%	15%	16%	14%	21%	20%
The tourism industry does more to reduce local carbon emissions than other industries.	20%	23%	14%	13%	14%	17%	5%
Most jobs in the tourism industry offer higher wages than most other industries.	18%	22%	12%	14%	11%	16%	6%

S1. 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?

S2. To what extent do you agree or disagree with the following statement:

■ / ■ Significantly higher / lower than other regions

Regional Results



	Total 2025	Tourism Region					
		Vancouver, Coast & Mountains	Vancouver Island	Thompson Okanagan	Kootenay Rockies	Northern BC	Cariboo Chilcotin Coast
Perceptions on Amount of Tourism in Community							
Winter (Dec – Feb)							
Too many	6%	6%	6%	7%	14%	1%	3%
Just the right amount	58%	61%	51%	55%	59%	44%	33%
Too few	36%	33%	42%	39%	27%	56%	64%
Spring (Mar - May)							
Too many	9%	11%	9%	6%	9%	2%	3%
Just the right amount	72%	73%	74%	69%	56%	59%	62%
Too few	19%	16%	17%	25%	35%	39%	35%
Summer (Jun - Aug)							
Too many	37%	36%	41%	43%	37%	18%	15%
Just the right amount	53%	55%	52%	48%	51%	55%	64%
Too few	10%	9%	7%	10%	12%	26%	22%
Fall (Sep - Nov)							
Too many	7%	7%	8%	5%	5%	7%	7%
Just the right amount	68%	70%	69%	69%	63%	55%	55%
Too few	24%	23%	23%	26%	32%	39%	38%

Resident Demographic Profile



	Total 2022	Total 2023	Total 2024	Total 2025	Tourism Region (2025)					
					Vancouver, Coast & Mountains	Vancouver Island	Thompson Okanagan	Kootenay Rockies	Northern BC	Cariboo Chilcotin Coast
Sample	3,806	4,684	4,872	5,114	3,015	938	697	203	208	53
Age										
18-24	6%	6%	8%	6%	7%	5%	5%	4%	8%	2%
25-34	19%	21%	19%	21%	22%	17%	19%	17%	22%	20%
35-44	17%	16%	16%	16%	17%	16%	15%	14%	20%	22%
45-54	18%	15%	16%	16%	17%	13%	14%	17%	13%	9%
55-64	14%	14%	13%	13%	13%	11%	13%	15%	12%	23%
65 and over	26%	26%	27%	28%	24%	37%	34%	32%	25%	24%
Prefer not to answer	n/a	<1%	<1%	<1%	<1%	<1%	<1%	0%	0%	0%
Region										
Vancouver, Coast & Mountains	56%	64%	63%	64%	100%	-	-	-	-	-
Vancouver Island	17%	18%	18%	18%	-	100%	-	-	-	-
Thompson Okanagan	18%	10%	10%	10%	-	-	100%	-	-	-
Kootenay Rockies	4%	3%	3%	3%	-	-	-	100%	-	-
Northern BC	5%	4%	4%	4%	-	-	-	-	100%	-
Cariboo Chilcotin Coast	1%	1%	1%	1%	-	-	-	-	-	100%
Gender										
Female	51%	50%	51%	51%	51%	51%	51%	50%	49%	50%
Male	48%	48%	48%	48%	48%	47%	47%	49%	50%	50%
Genderqueer/Genderfluid/Non-binary	1%	1%	1%	1%	1%	1%	<1%	1%	<1%	0%
Two-Spirit	n/a	<1%	<1%	<1%	<1%	<1%	<1%	0%	0%	0%
Other	n/a	<1%	<1%	<1%	<1%	0%	0%	0%	1%	0%
Prefer not to answer	n/a	1%	<1%	<1%	<1%	<1%	1%	0%	<1%	0%
Member of Equity-Deserving Group										
Racialized People or People of Colour	n/a	16%	16%	17%	23%	6%	5%	2%	6%	3%
Persons with Disabilities		12%	13%	12%	10%	16%	14%	20%	11%	12%
LGBTQIP2SAA		9%	9%	9%	10%	8%	7%	8%	4%	1%
Indigenous		3%	5%	5%	3%	7%	7%	3%	11%	10%
None of the Above		64%	62%	62%	58%	67%	68%	71%	69%	79%
Prefer not to answer		2%	2%	2%	2%	2%	2%	1%	2%	0%

Resident Demographic Profile



	Total 2022	Total 2023	Total 2024	Total 2025	Tourism Region (2025)					
					Vancouver, Coast & Mountains	Vancouver Island	Thompson Okanagan	Kootenay Rockies	Northern BC	Cariboo Chilcotin Coast
Sample	3,806	4,684	4,872	5,114	3,015	938	697	203	208	53
Years lived in British Columbia										
Less than 1 year	1%	2%	2%	1%	1%	<1%	<1%	1%	0%	1%
1-5 years	7%	7%	8%	6%	6%	4%	6%	6%	7%	3%
6-10 years	7%	7%	7%	6%	6%	5%	7%	7%	2%	1%
11-15 years	6%	5%	5%	5%	5%	5%	5%	6%	4%	1%
More than 15 years	78%	79%	78%	82%	81%	85%	82%	79%	87%	93%
Prefer not to answer	<1%	<1%	<1%	<1%	1%	<1%	0%	1%	<1%	0%
Highest Level of Education										
High school or less	18%	19%	20%	17%	15%	22%	23%	20%	25%	30%
Post-secondary school (University / College)	61%	61%	59%	62%	62%	61%	61%	65%	54%	52%
Graduate School	18%	17%	18%	18%	20%	15%	12%	12%	15%	13%
Other	n/a	3%	2%	2%	2%	2%	3%	3%	2%	4%
Prefer not to answer	n/a	1%	1%	1%	1%	1%	1%	1%	4%	0%
Annual Household Income										
Under \$50,000 per year	23%	19%	20%	17%	15%	18%	21%	25%	25%	23%
\$50,000 to under \$75,000	18%	17%	18%	16%	16%	17%	18%	15%	15%	10%
\$75,000 to under \$100,000	18%	17%	17%	17%	17%	18%	17%	18%	17%	15%
\$100,000 to under \$150,000	20%	20%	19%	21%	22%	21%	22%	18%	19%	26%
\$150,000 to under \$250,000	12%	11%	11%	13%	13%	12%	11%	10%	9%	11%
\$250,000 or more		3%	4%	4%	5%	2%	3%	2%	5%	0%
Prefer not to answer	10%	12%	10%	12%	12%	11%	9%	12%	10%	14%

Resident Demographic Profile



	Total 2022	Total 2023	Total 2024	Total 2025	Tourism Region (2025)					
					Vancouver, Coast & Mountains	Vancouver Island	Thompson Okanagan	Kootenay Rockies	Northern BC	Cariboo Chilcotin Coast
Sample	3,806	4,684	4,872	5,114	3,015	938	697	203	208	53
Industry of Employment										
I'm not employed (retired, homemaker, student, other reasons)	38%	36%	37%	36%	32%	45%	44%	47%	36%	32%
Health care and social assistance	8%	8%	8%	8%	9%	8%	8%	5%	9%	6%
Educational services	8%	6%	6%	6%	7%	4%	5%	4%	7%	8%
Public administration	3%	4%	3%	5%	5%	7%	4%	2%	4%	0%
Construction	3%	4%	5%	4%	4%	5%	6%	3%	3%	7%
Finances, insurance, real estate, rental and leasing	6%	5%	5%	4%	5%	4%	3%	2%	4%	0%
High Technology	4%	4%	4%	4%	5%	2%	3%	1%	4%	0%
Transportation and warehousing	3%	3%	3%	3%	3%	2%	2%	3%	1%	0%
Manufacturing / Aerospace	2%	2%	2%	2%	2%	1%	2%	0%	3%	0%
Tourism	2%	2%	2%	2%	2%	1%	2%	3%	1%	3%
Film / Animation / Design	1%	2%	1%	1%	1%	1%	1%	<1%	1%	0%
Utilities	0%	1%	1%	1%	1%	<1%	1%	1%	1%	2%
Mining	1%	1%	<1%	1%	1%	<1%	1%	3%	1%	11%
Agriculture / Fisheries / Aquaculture / Viticulture	1%	1%	1%	1%	<1%	1%	1%	2%	3%	0%
Forestry	1%	1%	1%	1%	<1%	1%	<1%	1%	3%	3%
Oil & Gas	0%	1%	<1%	<1%	<1%	<1%	1%	1%	3%	0%
Other	20%	19%	19%	19%	20%	17%	15%	22%	18%	28%
Prefer not to answer	n/a	1%	1%	1%	1%	1%	1%	1%	1%	0%

Resident Demographic Profile



	Total 2022	Total 2023	Total 2024	Total 2025	Tourism Region (2025) ¹					
					VCM	VI	TO	KR	NBC	CCC
Sample	3,806	4,684	4,872	5,114	3,015	938	697	203	208	53
Ethnic Origin of Ancestors										
American	1%	1%	<1%	1%	1%	1%	1%	1%	1%	0%
British	8%	8%	8%	9%	7%	11%	10%	12%	11%	22%
Canadian	9%	5%	5%	6%	5%	8%	6%	7%	8%	5%
Chinese	11%	10%	10%	11%	16%	2%	2%	0%	<1%	2%
Danish	1%	1%	1%	1%	1%	2%	1%	1%	<1%	6%
Dutch	4%	3%	4%	4%	4%	4%	5%	4%	7%	5%
English	18%	17%	16%	16%	13%	26%	19%	24%	16%	18%
European	4%	8%	8%	8%	8%	10%	8%	10%	8%	19%
Filipino	1%	2%	2%	2%	2%	1%	<1%	0%	1%	1%
Finnish	1%	1%	1%	1%	<1%	1%	<1%	1%	0%	0%
French	7%	5%	6%	6%	5%	9%	8%	8%	8%	6%
German	10%	10%	10%	10%	9%	9%	17%	11%	14%	25%
Hungarian	1%	1%	1%	1%	1%	1%	2%	<1%	1%	0%
Indian	2%	3%	4%	3%	3%	1%	1%	0%	2%	0%
Indigenous	3%	3%	4%	4%	3%	6%	7%	3%	11%	9%
Irish	14%	12%	11%	12%	10%	15%	15%	17%	15%	11%

	Total 2022	Total 2023	Total 2024	Total 2025	Tourism Region (2025) ¹					
					VCM	VI	TO	KR	NBC	CCC
Sample	3,806	4,684	4,872	5,114	3,015	938	697	203	208	53
Ethnic Origin of Ancestors										
Italian	3%	3%	3%	3%	3%	2%	4%	6%	1%	0%
Japanese	1%	1%	1%	1%	2%	1%	1%	<1%	<1%	0%
Norwegian	2%	2%	2%	2%	2%	2%	3%	2%	5%	3%
Polish	3%	3%	3%	2%	2%	2%	3%	3%	4%	3%
Russian	2%	2%	2%	2%	1%	1%	3%	3%	4%	4%
Scottish	17%	15%	14%	15%	12%	22%	19%	17%	22%	24%
South Asian	1%	1%	<1%	1%	1%	<1%	<1%	0%	1%	0%
Swedish	2%	1%	1%	1%	1%	2%	1%	2%	2%	3%
UK	1%	1%	1%	1%	<1%	1%	<1%	<1%	1%	3%
Ukrainian	5%	5%	5%	5%	4%	7%	6%	9%	5%	7%
Welsh	2%	2%	2%	2%	2%	2%	2%	2%	1%	3%
White	2%	1%	1%	1%	1%	1%	1%	1%	2%	2%
Other	10%	11%	11%	10%	13%	6%	6%	7%	8%	2%
Don't Know	16%	<1%	<1%	<1%	<1%	<1%	<1%	0%	<1%	0%
Prefer not to answer	n/a	14%	14%	14%	15%	13%	13%	17%	18%	9%

¹VCM: Vancouver, Coast & Mountains, VI: Vancouver Island, TO: Thompson Okanagan, KR: Kootenay Rockies, NBC: Northern BC, CCC: Cariboo Chilcotin Coast
D4. 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.

Resident Demographic Profile



	Total 2022	Total 2023	Total 2024	Total 2025	Tourism Region (2025) ¹					
					VCM	VI	TO	KR	NBC	CCC
Sample	3,806	4,684	4,872	5,114	3,015	938	697	203	208	53
Ethnic Identity										
American	1%	<1%	<1%	<1%	<1%	<1%	1%	1%	<1%	11%
British	4%	3%	4%	4%	3%	5%	4%	4%	1%	7%
Canadian	47%	34%	33%	35%	30%	45%	42%	44%	40%	38%
Chinese	12%	9%	9%	9%	14%	2%	2%	0%	<1%	2%
Danish	1%	<1%	<1%	<1%	<1%	<1%	<1%	1%	0%	0%
Dutch	2%	2%	2%	2%	2%	2%	3%	2%	3%	2%
English	8%	8%	7%	7%	5%	11%	8%	12%	7%	8%
European	2%	4%	4%	4%	3%	4%	4%	5%	4%	4%
Filipino	2%	2%	2%	2%	2%	1%	0%	0%	1%	1%
Finnish	0%	<1%	<1%	<1%	<1%	1%	<1%	0%	0%	0%
French	3%	2%	2%	2%	2%	3%	3%	1%	4%	1%
German	4%	3%	4%	4%	4%	3%	7%	2%	4%	9%
Hungarian	<1%	<1%	<1%	<1%	<1%	1%	1%	0%	<1%	0%
Indian	2%	2%	3%	2%	3%	1%	1%	0%	1%	0%
Indigenous	3%	2%	3%	3%	2%	5%	6%	2%	7%	9%
Irish	5%	5%	4%	4%	4%	5%	6%	5%	6%	3%

	Total 2022	Total 2023	Total 2024	Total 2025	Tourism Region (2025) ¹					
					VCM	VI	TO	KR	NBC	CCC
Sample	3,806	4,684	4,872	5,114	3,015	938	697	203	208	53
Ethnic Identity										
Italian	2%	2%	2%	2%	2%	1%	2%	4%	<1%	0%
Japanese	1%	1%	1%	1%	2%	<1%	1%	<1%	<1%	0%
Norwegian	1%	1%	1%	1%	1%	1%	1%	1%	3%	0%
Polish	1%	1%	1%	1%	1%	1%	1%	0%	2%	0%
Russian	1%	1%	1%	1%	<1%	<1%	1%	2%	2%	0%
Scottish	7%	7%	6%	6%	5%	9%	5%	4%	7%	5%
South Asian	1%	1%	<1%	1%	1%	<1%	<1%	0%	1%	0%
Swedish	1%	1%	<1%	<1%	<1%	1%	<1%	1%	1%	3%
UK	<1%	<1%	<1%	<1%	<1%	<1%	<1%	0%	<1%	0%
Ukrainian	3%	3%	2%	2%	2%	3%	3%	5%	1%	0%
Welsh	1%	1%	1%	1%	<1%	1%	1%	0%	0%	1%
White	7%	3%	4%	4%	4%	5%	4%	2%	5%	6%
Other	9%	8%	9%	8%	10%	4%	4%	4%	8%	1%
Don't Know	1%	<1%	<1%	<1%	0%	<1%	0%	0%	0%	0%
Prefer not to answer	n/a	15%	15%	16%	16%	14%	15%	19%	21%	9%

¹VCM: Vancouver, Coast & Mountains, VI: Vancouver Island, TO: Thompson Okanagan, KR: Kootenay Rockies, NBC: Northern BC, CCC: Cariboo Chilcotin Coast
D5. Which ethnicity do you identify with today?

Resident Demographic Profile



Region	2025 Sample Sizes
Vancouver, Coast & Mountains	3,015
Abbotsford	100
Chilliwack	102
Mission	49
Burnaby	404
New Westminster	107
Delta	102
Surrey	383
White Rock	23
Maple Ridge/Pitt Meadows	104
Coquitlam/Port Coquitlam/Port Moody	210
Langley	138
North Vancouver	203
West Vancouver	46
Richmond	241
Vancouver (Downtown)	202
Vancouver (East)	244
Vancouver (West)	300
Other Vancouver, Coast & Mountains	57
Vancouver Island	938
Capital Region	373
Central Island [Cowichan Valley, Alberni-Clayoquot]	134
Central Island [Nanaimo only]	168
Central Island [Parksville & Qualicum Beach only]	134
North Island [Mount Waddington, Strathcona, Comox Valley]	129

Region	2025 Sample Sizes
Thompson Okanagan	697
Thompson-Nicola [Kamloops only]	136
Other Thompson-Nicola	41
Northern Okanagan	126
Central Okanagan [Kelowna only]	208
Other Central Okanagan	79
Okanagan-Similkameen	107
Kootenay Rockies	203
Northern BC	208
Prince George	107
Other Northern BC	101
Cariboo Chilcotin Coast	53
Total BC	5,114