



Commissioned Research
Conducted for the:
Department of Canadian Heritage

Tourism Benefits

Field dates: September 19 – October 16, 2005



336 MacLaren St
Ottawa, Ontario
K2P 0M6

DEPARTMENT OF CANADIAN HERITAGE

97H. I would now like to ask you a few questions about tourism as it relates to your community. Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements:

a. Tourism provides an opportunity for your community to share its culture and heritage.

	TOTAL	REGION					SUB-REGION						COMMUNITY SIZE							
		Atl.		Prai			Tor.		Mt.l.		Van. Man.		Sask Alb.		Can. Excl		100K 5K-		Less Than	
		Prov	Que.	Ont.	ries	B.C.	Tor.	Mt.l.	Van.	Man.	Sask	Alb.	Que.	1 M+	- 1M	100K	5K	5K	5K	
UNWEIGHTED SAMPLE	2024	251	501	600	452	220	270	218	97	126	125	201	1523	585	518	423	498			
WEIGHTED SAMPLE	2024	157	489	772	343	264	348	212	119	76	66	201	1536	679	503	406	436			
Strongly agree	58	68	52	61	56	57	58	53	59	55	52	58	60	56	60	65	52			
Somewhat agree	35	27	39	32	39	37	37	39	33	40	39	39	34	37	32	32	39			
Somewhat disagree	3	2	3	3	3	2	3	2	3	1	7	2	3	3	3	2	5			
Strongly disagree	2	2	2	2	1	3	1	2	3	1	3	1	2	2	3	1	3			
Neither	*	-	1	*	1	-	*	1	-	1	-	1	*	1	1	-	*			
agree/disagree																				
Depends	*	-	*	-	-	*	-	*	1	-	-	-	*	*	*	-	-			
DK/NA	1	1	2	1	*	-	1	2	-	2	-	-	*	1	1	1	*			

	TOTAL	EMPLOYMENT					HOUSEHOLD INCOME				EDUCATION								
		Full Time	Part Time	Home makr	Unem ploy	Reti red	Less \$20K	20K- \$40K	40K- \$80K	\$80K More	Less H.S.	Comm H.S.	Some Coll	Univ Deg.					
UNWEIGHTED SAMPLE	2024	879	173	100	80	465	250	422	697	458	205	304	609	240	648				
WEIGHTED SAMPLE	2024	893	168	97	80	455	251	414	691	473	191	297	617	236	664				
Strongly agree	58	58	57	62	61	54	58	56	58	59	54	58	57	61	59				
Somewhat agree	35	37	36	30	36	37	35	38	36	34	35	35	37	33	35				
Somewhat disagree	3	2	2	2	*	4	2	3	3	3	4	4	3	3	3				
Strongly disagree	2	1	2	4	3	2	3	2	1	3	4	2	2	2	1				
Neither	*	*	1	-	-	*	-	*	*	*	1	1	1	-	*				
agree/disagree																			
Depends	*	*	-	-	-	1	-	*	*	-	-	1	-	-	*				
DK/NA	1	1	1	2	-	1	1	-	1	1	2	-	1	*	1				

	TOTAL	GENDER		AGE			IMMIGRANT		FED GOV'T SATISFACT		UNION MEMBER			
		Male	Fe- male	18- 29	30- 44	45- 59	60+	Eu- rope	Othr	Sat' fied	Dis sati	Pri- vate	Pub- lic	Hs- hld
UNWEIGHTED SAMPLE	2024	1012	1012	312	549	638	488	152	116	879	1113	83	258	506
WEIGHTED SAMPLE	2024	972	1053	358	601	543	485	165	133	872	1116	79	252	501
Strongly agree	58	54	62	62	58	60	54	58	69	60	56	59	65	62
Somewhat agree	35	39	32	31	36	34	38	34	27	34	36	36	31	33
Somewhat disagree	3	4	2	2	3	3	3	5	1	3	3	4	1	2
Strongly disagree	2	2	2	3	2	2	2	*	1	2	3	-	2	2
Neither	*	1	*	1	1	*	1	1	1	*	*	1	*	1
agree/disagree														
Depends	*	-	*	-	-	-	1	-	-	-	*	-	-	-
DK/NA	1	1	1	2	*	*	1	2	1	*	1	-	*	*

DEPARTMENT OF CANADIAN HERITAGE

97H. I would now like to ask you a few questions about tourism as it relates to your community. Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements:

b. Tourism helps your community keep its cultural places and events such as sports events, festivals and museums.

	TOTAL	REGION					SUB-REGION							COMMUNITY SIZE			
		Atl.		Prairies			Tor.	Mt.l.	Van.	Man.	Sask	Alb.	Que.	Can. Excl.	100K - 1M	5K-100K	Less Than 5K
		Prov	Que.	Ont.	ries	B.C.											
UNWEIGHTED SAMPLE	2024	251	501	600	452	220	270	218	97	126	125	201	1523	585	518	423	498
WEIGHTED SAMPLE	2024	157	489	772	343	264	348	212	119	76	66	201	1536	679	503	406	436
Strongly agree	57	60	57	57	54	59	59	56	57	49	60	57	58	56	62	50	
Somewhat agree	35	33	36	35	36	33	35	30	33	43	34	35	33	36	33	40	
Somewhat disagree	4	3	2	4	5	5	1	6	5	4	5	4	4	4	3	5	
Strongly disagree	2	2	1	2	2	2	3	6	3	4	2	3	3	2	1	3	
Neither agree/disagree	*	-	1	1	-	1	-	1	-	-	-	*	1	*	-	1	
Depends	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
DK/NA	1	1	2	1	1	1	2	1	2	1	-	1	2	1	1	1	

	TOTAL	EMPLOYMENT					HOUSEHOLD INCOME				EDUCATION				
		Full Time	Part Time	Home maker	Unem	Reti red	Less \$20K	20K-40K	40K-80K	\$80K More	Less H.S.	Comm H.S.	Some Coll	Univ	Univ Deg.
UNWEIGHTED SAMPLE	2024	879	173	100	80	465	250	422	697	458	205	304	609	240	648
WEIGHTED SAMPLE	2024	893	168	97	80	455	251	414	691	473	191	297	617	236	664
Strongly agree	57	57	55	59	58	54	53	55	58	58	57	53	56	54	60
Somewhat agree	35	36	31	31	37	37	37	40	33	36	29	39	38	37	32
Somewhat disagree	4	4	7	5	-	4	5	2	5	4	6	3	3	4	5
Strongly disagree	2	1	4	2	3	3	3	2	2	2	5	3	1	3	2
Neither agree/disagree	*	*	1	-	1	1	1	*	1	*	1	2	1	-	-
Depends	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/NA	1	1	2	3	-	1	2	*	1	1	2	*	1	1	1

	TOTAL	GENDER		AGE				IMMIGRANT		FED GOV'T SATISFACT		UNION MEMBER		
		Male	Fe-male	18-29	30-44	45-59	60+	Eu-rope	Othr	Sat'fied	Dis-sati	Pri-vate	Pub-lic	Hs-hld
UNWEIGHTED SAMPLE	2024	1012	1012	312	549	638	488	152	116	879	1113	83	258	506
WEIGHTED SAMPLE	2024	972	1053	358	601	543	485	165	133	872	1116	79	252	501
Strongly agree	57	53	60	58	57	59	54	60	75	59	55	50	58	56
Somewhat agree	35	39	32	35	35	34	36	29	22	34	36	41	37	37
Somewhat disagree	4	4	4	4	4	4	4	6	2	4	4	4	3	3
Strongly disagree	2	3	2	2	2	3	3	3	1	2	3	1	2	2
Neither agree/disagree	*	*	1	*	1	*	1	1	-	*	1	1	-	*
Depends	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/NA	1	1	2	1	1	1	2	1	1	1	1	3	*	1

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97H. I would now like to ask you a few questions about tourism as it relates to your community. Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements:

- c. The positive benefits of tourism to the cultural life of your community outweigh any negative impacts it might have such as damage due to overuse of facilities and conflicts between tourists and local residents.

	TOTAL	REGION					SUB-REGION						COMMUNITY SIZE				
		Atl.		Prairies			Can. Excl.		Que.				100K-1M	5K-100K	Less Than 5K		
		Prov	Que.	Ont.	Man.	B.C.	Tor.	Mtl.	Van.	Man.	Sask	Alb.	Que.				
UNWEIGHTED SAMPLE	2024	251	501	600	452	220	270	218	97	126	125	201	1523	585	518	423	498
WEIGHTED SAMPLE	2024	157	489	772	343	264	348	212	119	76	66	201	1536	679	503	406	436
Strongly agree	37	38	38	37	36	36	37	36	33	40	31	35	36	36	40	37	34
Somewhat agree	41	43	42	40	39	39	39	45	35	35	47	39	40	40	39	41	43
Somewhat disagree	12	12	9	13	14	15	14	9	21	12	15	14	14	13	12	12	12
Strongly disagree	6	5	4	7	7	8	7	5	8	6	4	8	7	6	6	7	6
Neither agree/disagree	1	-	1	1	2	*	1	1	1	3	*	2	1	1	1	*	1
Depends	*	-	1	-	*	*	-	1	1	2	-	-	*	*	*	*	*
DK/NA	3	2	4	3	2	1	3	3	1	3	2	1	2	3	2	3	3

	TOTAL	EMPLOYMENT					HOUSEHOLD INCOME				EDUCATION				
		Full Time	Part Time	Home mkr	Unem	Reti	Less \$20K	20K-40K	40K-80K	\$80K More	Less H.S.	Comm H.S.	Some Coll	Univ	Univ Deg.
UNWEIGHTED SAMPLE	2024	879	173	100	80	465	250	422	697	458	205	304	609	240	648
WEIGHTED SAMPLE	2024	893	168	97	80	455	251	414	691	473	191	297	617	236	664
Strongly agree	37	37	31	34	34	36	35	33	35	42	36	31	35	37	41
Somewhat agree	41	42	44	39	46	39	38	45	43	36	34	45	44	43	36
Somewhat disagree	12	13	14	16	13	10	12	13	12	13	11	13	11	12	14
Strongly disagree	6	5	9	5	4	8	7	5	7	6	8	6	6	5	7
Neither agree/disagree	1	*	1	2	-	2	1	1	1	*	2	2	1	*	*
Depends	*	*	*	-	-	1	1	*	*	*	*	-	*	-	*
DK/NA	3	2	1	5	3	4	5	2	2	2	9	2	2	2	1

	TOTAL	GENDER		AGE				IMMIGRANT		FED GOV'T SATISFACT		UNION MEMBER		
		Male	Female	18-29	30-44	45-59	60+	Eu-rope	Othr	Sat'fied	Dis-sati	Pri-vate	Pub-lic	Hs-hld
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WEIGHTED SAMPLE	2024	972	1053	358	601	543	485	165	133	872	1116	79	252	501
Strongly agree	37	37	37	36	35	40	37	33	38	38	36	40	40	39
Somewhat agree	41	41	40	46	41	38	39	38	40	41	41	40	38	41
Somewhat disagree	12	12	13	9	17	12	11	16	12	12	13	14	16	14
Strongly disagree	6	7	5	5	6	7	7	6	6	6	7	2	4	4
Neither agree/disagree	1	1	1	1	1	1	2	1	1	1	1	1	-	1
Depends	*	*	*	*	*	*	1	1	-	*	*	-	1	*
DK/NA	3	2	3	3	2	2	4	5	2	2	3	2	1	2

DEPARTMENT OF CANADIAN HERITAGE

98H. Many provinces and municipalities have introduced a "hotel room tax", which is a small surcharge that is added to the cost of all paid accommodations. The revenue from this tax is in some cases used to support the marketing of local area tourism. Do you approve or disapprove of using a portion of this hotel room tax to support cultural activities in your community, such as sports events, festivals and museums?

	TOTAL	REGION					SUB-REGION							COMMUNITY SIZE			
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		Prov	Que.	Ont.	ries	B.C.											
UNWEIGHTED SAMPLE	2024	251	501	600	452	220	270	218	97	126	125	201	1523	585	518	423	498
WEIGHTED SAMPLE	2024	157	489	772	343	264	348	212	119	76	66	201	1536	679	503	406	436
Approve	76	76	70	77	77	82	78	74	82	83	75	75	78	78	74	78	74
Disapprove	22	22	24	22	21	17	20	22	17	15	25	22	21	20	24	20	24
Depends	1	*	2	1	1	*	1	1	1	1	-	1	1	1	1	*	*
DK/NA	1	1	4	*	1	1	*	3	-	-	1	1	1	1	1	2	2

	TOTAL	EMPLOYMENT					HOUSEHOLD INCOME				EDUCATION				
		Full Time	Part Time	Home makr	Unem ploy	Reti red	Less \$20K	20K- \$40K	40K- \$80K	\$80K More	Less H.S.	Comm H.S.	Some Coll	Univ	Univ Deg.
		UNWEIGHTED SAMPLE	2024	879	173	100	80	465	250	422	697	458	205	304	609
WEIGHTED SAMPLE	2024	893	168	97	80	455	251	414	691	473	191	297	617	236	664
Approve	76	78	79	70	71	71	77	76	78	77	69	73	76	80	79
Disapprove	22	20	18	27	27	27	21	22	20	21	28	25	22	19	19
Depends	1	1	1	*	1	*	1	*	1	1	1	-	1	1	1
DK/NA	1	1	2	3	1	2	2	1	1	1	2	2	1	1	1

	TOTAL	GENDER		AGE				IMMIGRANT		FED GOV'T SATISFACT		UNION MEMBER		
		Male	Fe- male	18- 29	30- 44	45- 59	60+	Eu- rope	Othr	Sat' fied	Dis sati	Pri- vate	Pub- lic	Hs- hld
		UNWEIGHTED SAMPLE	2024	1012	1012	312	549	638	488	152	116	879	1113	83
WEIGHTED SAMPLE	2024	972	1053	358	601	543	485	165	133	872	1116	79	252	501
Approve	76	74	78	84	79	72	71	75	81	81	73	74	81	78
Disapprove	22	24	20	15	18	26	27	22	16	17	25	25	18	20
Depends	1	1	1	1	1	1	*	*	-	1	1	1	1	1
DK/NA	1	1	1	1	2	*	2	2	3	1	1	-	-	1

Methodology

The results are based on omnibus questions placed on an Environics' FOCUS CANADA survey, conducted with a representative sample of adult Canadians between September 19 and October 16, 2005.

Question design

The questions were designed by Environics senior researchers in conjunction with representatives from Environment Canada. The questions were pre-tested as part of the overall survey, prior to being finalized.

Sample selection

The sampling method was designed to complete approximately 2,020 interviews within households randomly selected across Canada. The sample is drawn in such a way that it represents the Canadian population with the exception of those Canadians living in the Yukon, Northwest Territories or Nunavut, or in institutions (armed forces barracks, hospitals, prisons).

The sampling model relies on the stratification of the population by ten regions (Atlantic Canada, Metropolitan Montreal, the rest of Quebec, the Greater Toronto Area, the rest of Ontario, Manitoba, Saskatchewan, Alberta, the Greater Vancouver Regional District and the rest of British Columbia) and by four community sizes (1,000,000 inhabitants or more, 100,000 to 1,000,000 inhabitants, 5,000 to 100,000 inhabitants, and under 5,000 inhabitants). The final sample was distributed as follows.

Sample distribution

	2001 Census* %	Weighted N=2,024	Unweighted N=2,024	Margin of Error
CANADA	100	2,024	2,024	+/- 2.2%
Atlantic Canada	8	157	251	+/- 6.2%
Quebec	24	489	501	+/- 4.4%
Ontario	38	772	600	+/- 4.0%
Manitoba	4	76	126	+/- 8.7%
Saskatchewan	3	66	125	+/- 8.8%
Alberta	10	201	201	+/- 7.0%
British Columbia	13	264	220	+/- 6.6%

* Canadians aged 18 years or over in 2001, excluding those in Nunavut, the Northwest Territories and the Yukon

Environics uses a sampling method in which sample is generated using the RDD (random digit dialling) technique. Samples are generated using a database of active phone ranges. These ranges are made up of a series of contiguous blocks of 100 contiguous phone numbers and are revised three to four times per year after a thorough analysis of the most recent edition of an electronic phonebook. Each number generated is put through an appropriate series of validation procedures before it is retained as part of a sample. Each number generated is looked up in a recent electronic phonebook database to retrieve geographic location, business indicator and “do not call” status. The postal code for listed numbers is verified for accuracy and compared against a list of valid codes for the sample stratum. Non-listed numbers are assigned a “most probable” postal code based on the data available for all listed numbers in the phone exchange. This sample selection technique ensures both unlisted numbers and numbers listed after the directory publication are included in the sample.

Telephone interviewing

Interviewing for this survey was conducted at Environics’ central facilities in Toronto and Montreal. Field supervisors were present at all times to ensure accurate interviewing and recording of responses. Ten percent of each interviewer’s work was unobtrusively monitored for quality control in accordance with the standards set out by the Canadian Association of Marketing Research Organizations – CAMRO (now the Marketing Research and Intelligence Association – MRIA). A minimum of five calls were made to a household before classifying it as a “no answer.”

From within each household contacted, respondents 18 years of age and older were screened for random selection using the “most recent birthday” method. The use of this technique produces results that are as valid and effective as enumerating all persons within a household and selecting one randomly.

Completion results

A total of 2,024 interviews were completed between September 19 and October 16, 2005. A sample of this size will produce a sampling error of plus or minus 2.2 percentage points, 19 times out of 20. The margin of error is greater for results pertaining to regional or socio-demographic subgroups of the total sample.

The effective response rate is six percent: the number of completed interviews (2,024) divided by the total dialled sample (47,473) minus the non-valid/non-residential numbers, the numbers not in service, and ineligible households as well as those that presented a language barrier (11,953). The actual completion rate is 10 percent: the number of completed interviews (2,024) divided by the number of qualified respondents contacted directly (19,622). The following table presents the detailed completion results.

Completion results		
	N	%
A. Total sample dialled	47,473	100
Household not eligible	0	0
Non-residential/not in service	10,679	23
Language barrier	1,274	3
B. Subtotal	11,953	25
C. New base (A – B)	35,520	100
D. No answer/line busy/not available	15,898	45
Refusals	17,325	49
Mid-interview refusals	273	1
E. Subtotal	33,496	94
F. Net completions (C – E)	2,024	6
Completion rate (F / [C – D])		10

Note: totals may not sum to 100 due to rounding.