

Do you have a permit:

(Bus only)

	Yes	No	Don't Know	Tot	no resp
Facia Signs	5	27	15	47	28
	10.6%	57.4%	31.9%	100.0%	
Free standing (at your location)	3	30	11	44	31
	6.8%	68.2%	25.0%	100.0%	
Roadside Signs	3	26	7	36	39
	8.3%	72.2%	19.4%	100.0%	

Experience in gaining permits:

(Bus only) (1-5 rating)

Overall rated experience in getting permits: **2.22** (23 responses)

Scenic Beauty

Rating the importance of the scenic beauty of the Bay between Residents or Tourists:

People were asked to rate the importance, on a scale of 1 to 10, more important to residents or more important to tourists. The point of the question was to see if people could understand that tourism is a vital resource for our entire community and that the well-being and health of our community is really based on the success of the tourism industry. The more successful tourism is, the more successful our community is as a whole.

(Combined)

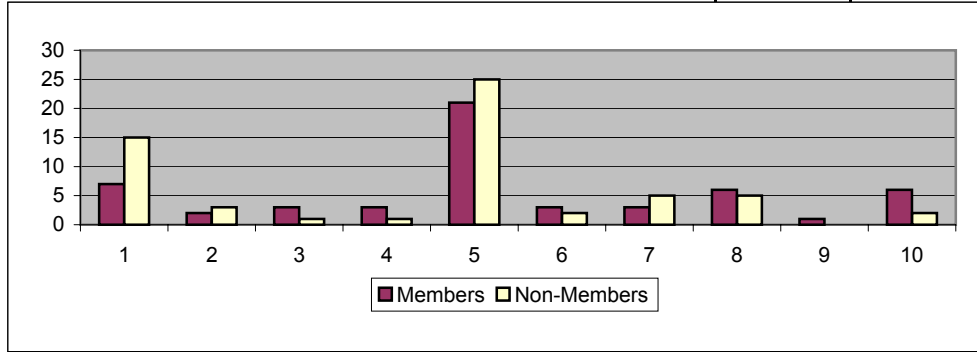
(more imp to res)

(more imp to tourists)

<1-----5-----10>

(1-10 rating)

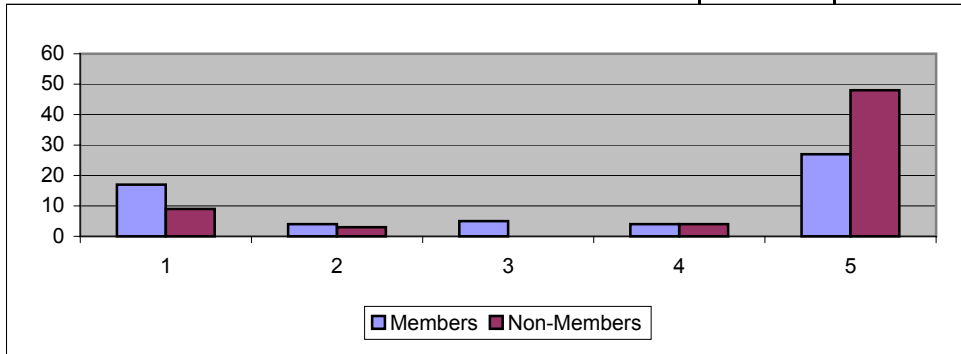
	Avg	# Resp
Businesses	5.27	73
Residents	4.10	41
Combined	4.85	114



How important is the scenic beauty of the Bay to you or your business:

(Combined) (1-5 rating)

	Avg	# Resp
Businesses	3.21	75
Residents	4.80	46
Combined	3.82	121

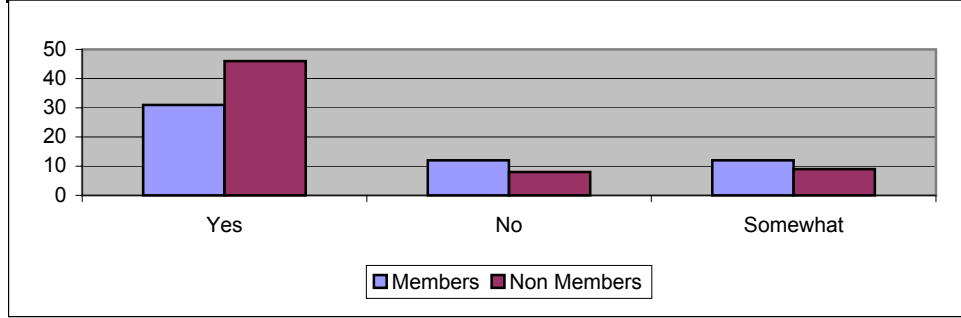


Does the current state of signage in the Bay detract from its scenic beauty:

(Combined)

Over **83.0%** feel it does to some degree
(**78%** of members)

	Yes		No		Somewhat		Total	No Response
Bus	43	59.7%	15	20.8%	14	19.4%	72	3
Res	34	73.9%	5	10.9%	7	15.2%	46	0
Total	77	65.3%	20	16.9%	21	17.8%	118	3



Issues

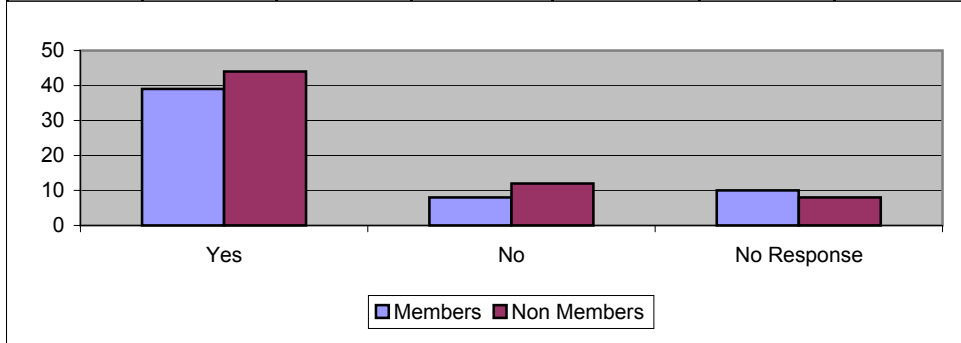
Bus - Would you be willing to convert your signs to 'Common' look and feel:

Res - Would you support 'Common' look & feel:

(Combined)

Over **68%** would support a 'Common' look and feel.
(**68%** of members)

	Yes		No		No Response		Total
Bus	45	60.0%	12	16.0%	18	24.0%	75
Res	38	82.6%	8	17.4%	0	0.0%	46
Total	83	68.6%	20	16.5%	18	14.9%	121

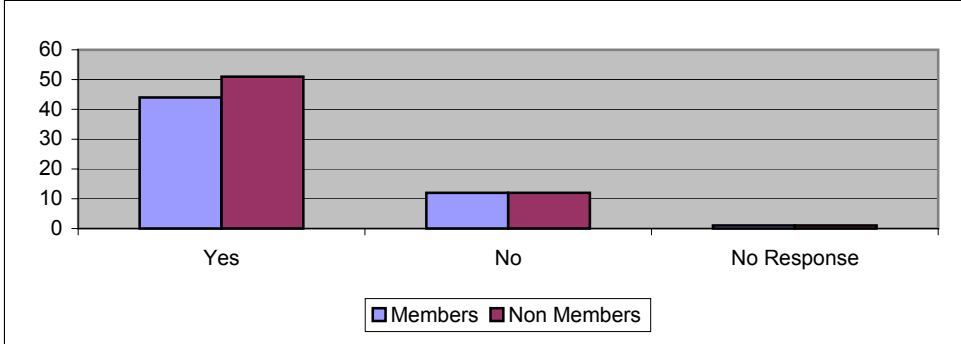


Would you support designated locations for Roadside Signage:

(Combined)

Over **78%** would support a designated locations
(**77%** of members)

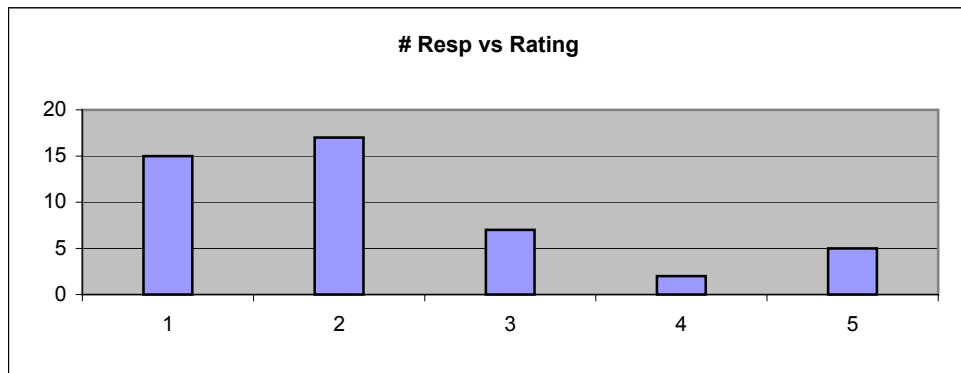
	Yes		No		No Response		Total
Bus	57	76.0%	17	22.7%	1	1.3%	75
Res	38	82.6%	7	15.2%	1	2.2%	46
Total	95	78.5%	24	19.8%	2	1.7%	121



Do roadside signs influence whose services you use and where you shop, dine, etc:
(ie do you receive 'value' from them)

(Res only) (1-5 rating)

2.24 (46 responses)



Do you employ alternative to Roadside signs:

(Bus only)

39 of 75 (52%) respondents employ alternatives

(ranked by # resp) Local Advertising

Web Pages & Internet ads

Mailouts

Storefront signs

Email / Networking / Brochures

Tourism Mats & VICs / TV / Radio / Yellow Pages / Welcom Wagon / Vehicles signs / Community bulletin boards

If business could not utilize roadside signage, or were more limited in its use, what suggestions or alternative methods of promotion might they use?

(Combined)

Beyond those methods already used (see above)

Suggestions include:

- 1 Collateral advertising in all businesses.
- 2 Kiosks looked after by local business associations. Fees could go toward alternative free methods.
- 3 Local published business directory (w/o residential numbers) for all business
- 4 Community website with roadside signage to advertise it.
- 5 "Encourage businesses to use location-based advertising with Google ad links for computers and smart phones. That is the way of the future."
- 6 Build upon local contacts (word of mouth / networking)
- 7 Specific locations for signs (HPR, PCR & Hubbards Rd)