



BC TIA Public Knowledge and Attitudes Survey



Final Topline Results

*Presented by:
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May 24, 2000*

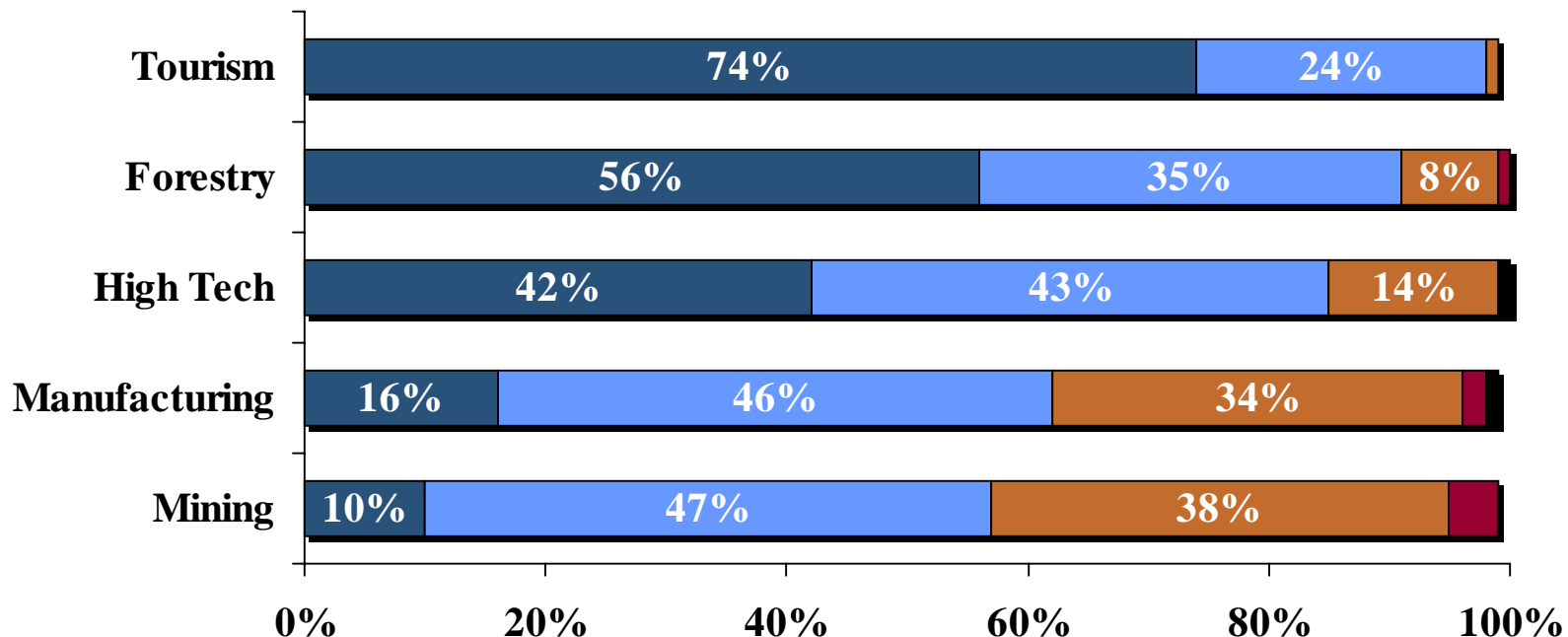
Methodology

- **BC Angus Reid Omnibus Survey used for the fieldwork:**
 - ➔ **General population, persons 18 years of age or older;**
 - ➔ **Next birthday randomization;**
 - ➔ **Weighting to reflect actual age and gender of the population and balanced by region;**
 - ➔ **600 interviews throughout the province; and,**
 - ➔ **Fieldwork conducted May 9 to 15, 2000.**

Contributions of Sectors to Overall Well Being of Provincial Economy – Current

“How would you rate the following industry sectors in terms of their contribution to the overall well being of the provincial economy? Would you say ... is a major contributor, a moderate contributor, a minor contributor or not a contributor at all to the overall well being of the BC economy?”

■ Major contributor ■ Moderate contributor ■ Minor contributor ■ Not a contributor at all ■ DK/NS

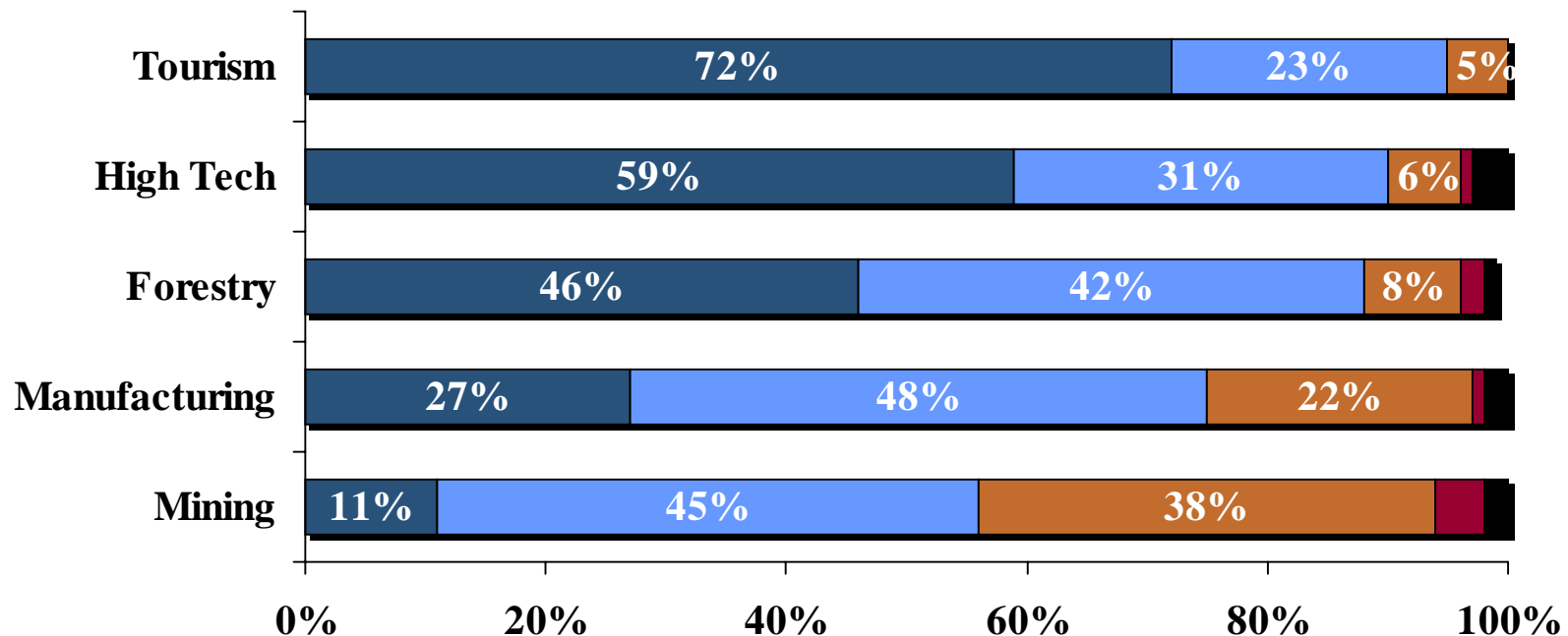


Current (n=244)

Contributions of Sectors to Overall Well Being of Provincial Economy – Future

“How would you rate the following industry sectors in terms of their contribution to the future overall well being of the provincial economy? Would you say ... is a major contributor, a moderate contributor, a minor contributor or not a contributor at all to the future overall well being of the BC economy?”

■ Major contributor ■ Moderate contributor ■ Minor contributor ■ Not a contributor at all ■ DK/NS



Future (n=356)

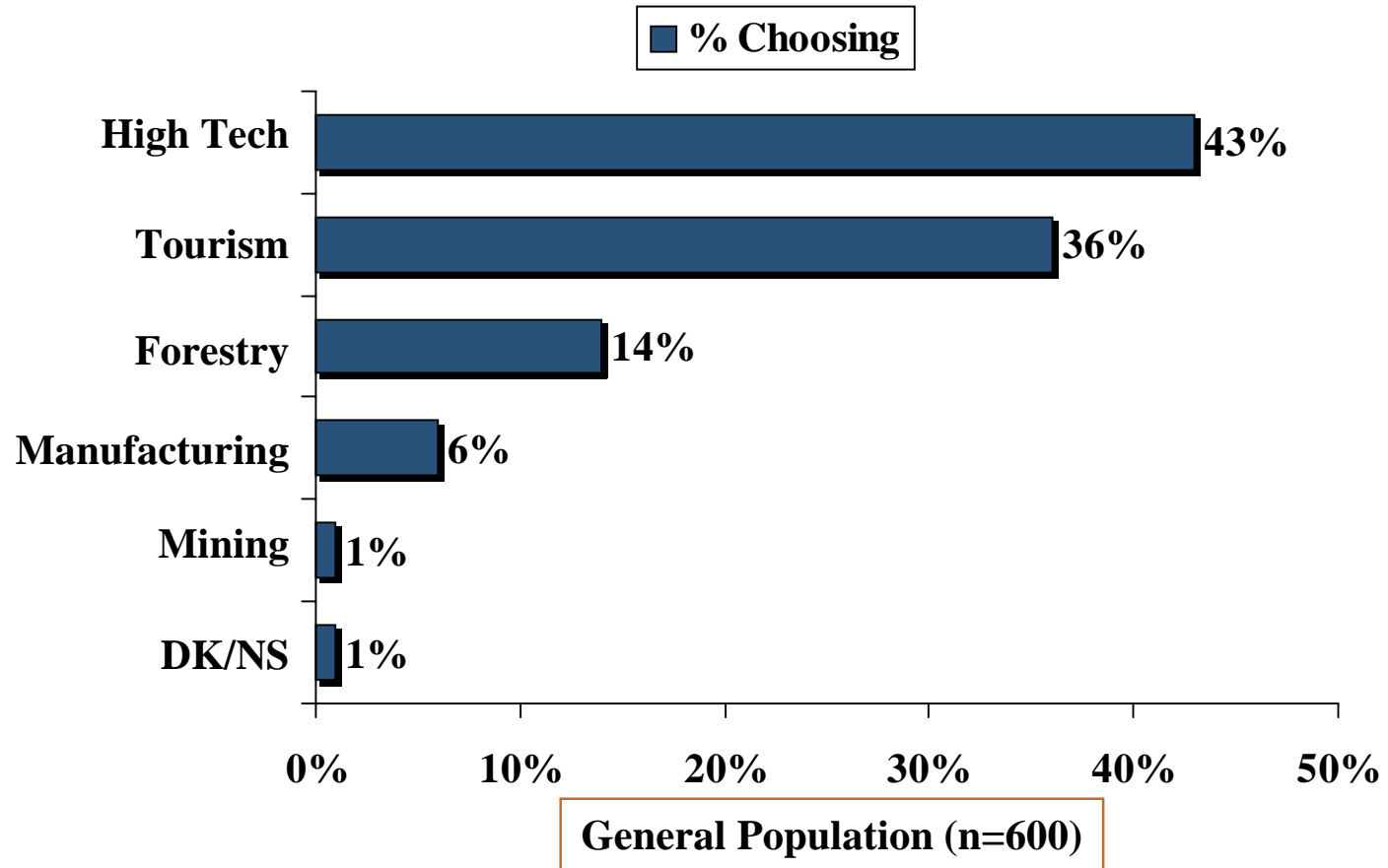
Biggest Future Contributors to the BC Economy

“Which of these sectors do you believe will contribute the most economic activity and jobs to the BC economy in the future?”

Industry Sector	General Population (n=600)	Vancouver/ Burnaby (n=159)	Other Lower Mainland (n=169)	Vancouver Island (n=118)	Rest of BC (n=154)
High Tech	43%	53%	48%	37%	33%
Tourism	36%	34%	36%	47%	29%
Forestry	14%	9%	5%	14%	28%
Manufacturing	6%	3%	9%	2%	8%
Mining	1%	0%	1%	0%	1%
DK/NS	1%	2%	1%	0%	1%

Biggest Future Contributors to the BC Economy

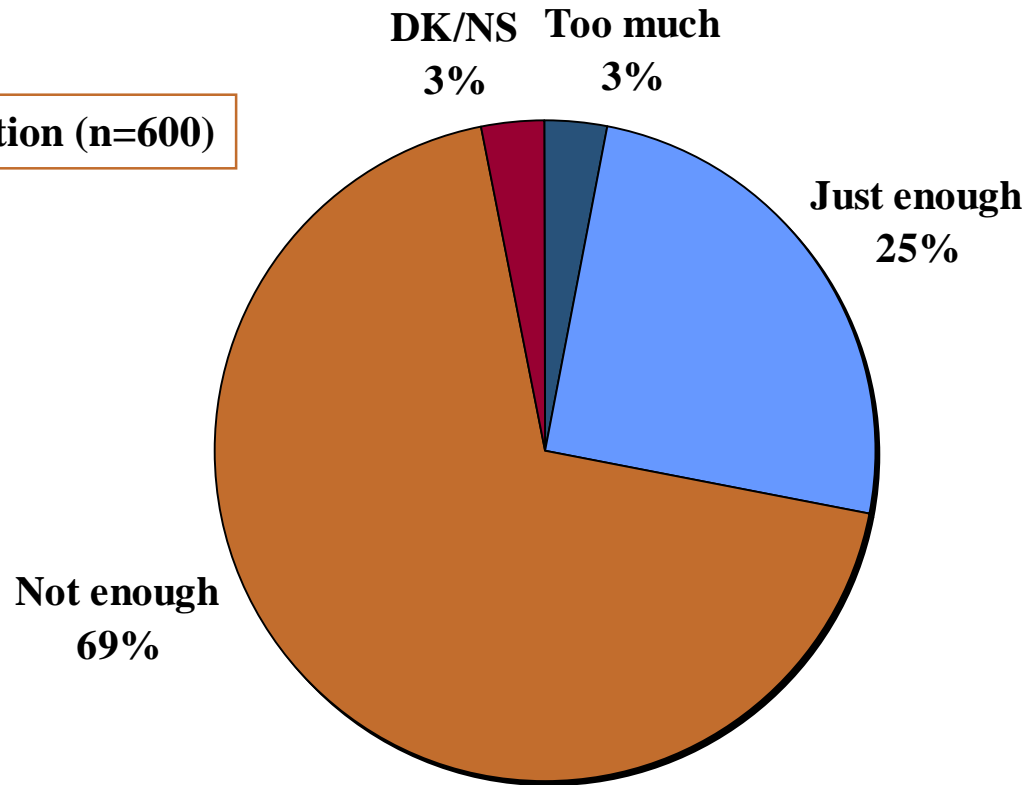
"Which of these sectors do you believe will contribute the most economic activity and jobs to the BC economy in the future?"



Contributions of the Current BC Government

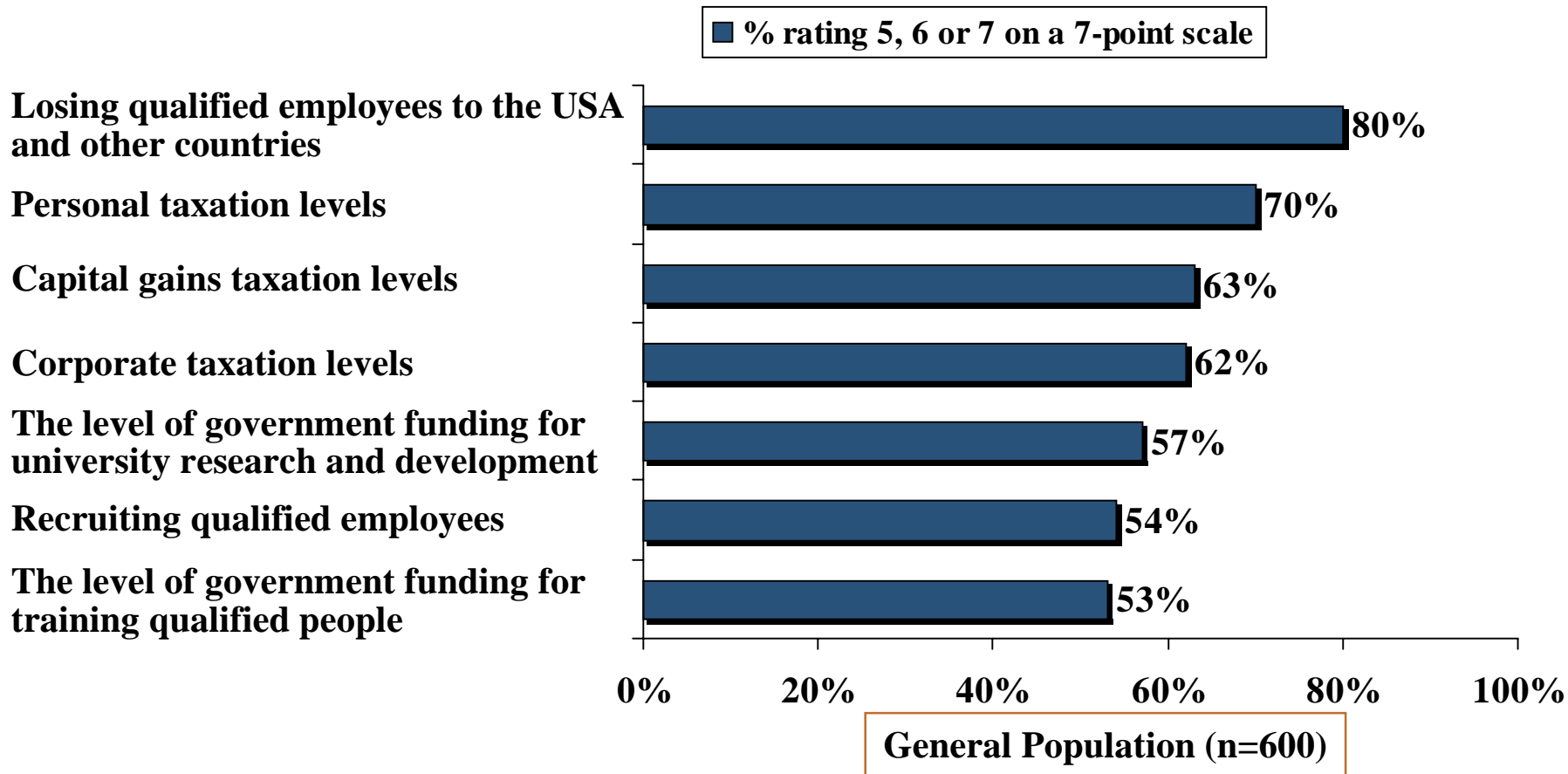
"In your view, is the current BC government doing enough or not enough to help the high technology sector in BC?"

General Population (n=600)



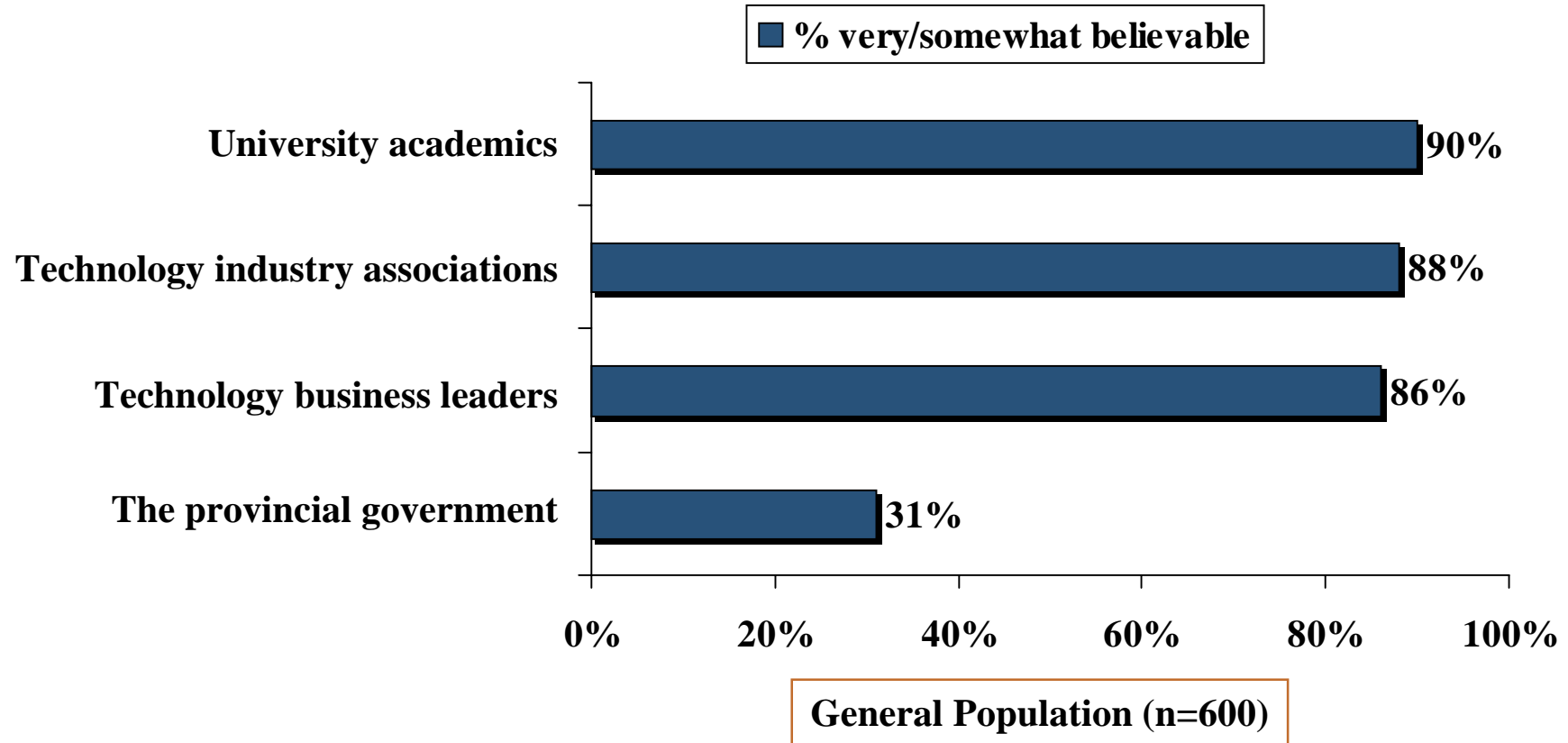
Barriers to Doing Business in the High Tech Sector

"I'm going to read you a list of issues related to doing business in the high tech industry in BC. Please tell me what degree you think each one is a barrier to doing business in the high tech industry, using a 7-point scale where 1 means it is not a barrier at all and 7 means it is a very significant barrier."



Believability of Stakeholders

“Do you feel that the following stakeholders are believable or not believable when they make statements about BC’s high tech sector, and how best to encourage its growth in ways that benefit the province? Would you say they are very believable, somewhat believable, not very believable or not at all believable?”



Awareness of the BC TIA

“Before today, had you ever heard of the BC Technology Industries Association, an association representing the BC technology industry?”

General Population (n=600)

