

Resident Sentiment by Region 2022

Source: Destination Canada Monthly COVID-19 Resident Sentiment

To what extent do you agree or disagree with each of the following statements? (Strongly agree / Somewhat agree / Neither agree nor disagree / Somewhat disagree / Strongly disagree)

I would welcome visitors travelling to my community...

- from other communities near me
- from other parts of my province
- from other parts of Canada
- from the United States
- from other countries

Leger online panel

[Canadian Resident Sentiment – December 2022](#)

Comparison by Region / Comparaison par région

Level of Welcome Towards Visitors / Opinion envers l'accueil de visiteurs

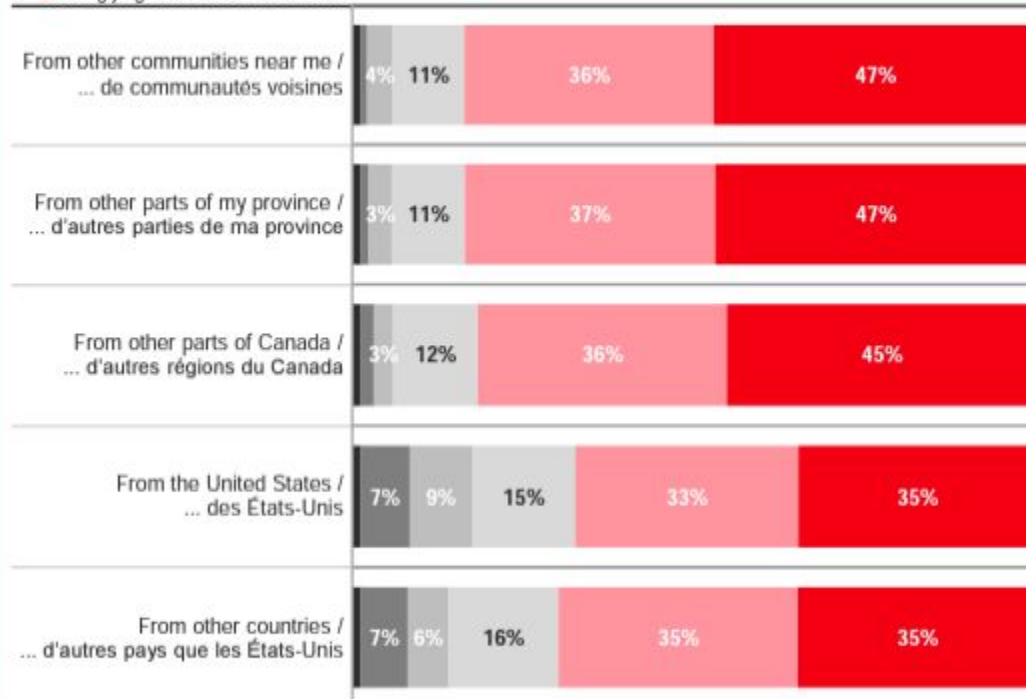
% Somewhat / Strongly Agree % Tout à fait d'accord / Plutôt d'accord	BC/C.-B. (n=200)	AB/Alb. (n=200)	SK/MB Sask.-Man. (n=201)	ON/Ont. (n=601)	QC/Qc (n=401)	ATL (n=330)
From other communities near me / ... de communautés voisines	86%	89%	78%	84%	84%	91%
From other parts of my province / ... d'autres parties de ma province	83%	89%	75%	84%	85%	91%
From other parts of Canada / ... d'autres régions du Canada	77%	89%	70%	82%	83%	83%
From the United States / ... des États-Unis	57%	76%	59%	67%	77%	67%
From other countries / ... d'autres pays que les États-Unis	62%	77%	55%	70%	76%	62%

Ontario

Level of Welcome Towards Visitors / Opinion envers l'accueil de visiteurs

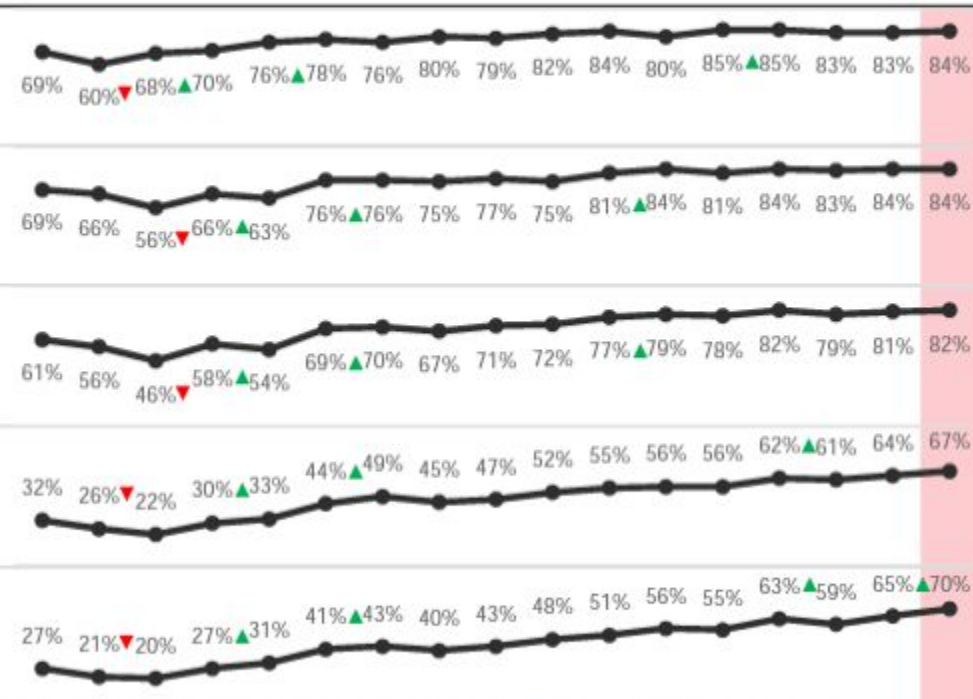
- Don't know / Je ne sais pas
- Strongly disagree / Pas du tout d'accord
- Somewhat disagree / Plutôt en désaccord
- Neither agree nor disagree / Ni d'accord ni en désaccord
- Somewhat agree / Plutôt d'accord
- Strongly agree / Tout à fait d'accord

December / Décembre



Trending / Tendance

% Somewhat / Strongly Agree / % Tout à fait d'accord / Plutôt d'accord



Base: Ontario

To what extent do you agree or disagree with each of the following statements?
"I would welcome visitors travelling to my community..."

51

Niveau de référence : Ontario

Dans quelle mesure êtes-vous d'accord avec chacun des énoncés suivants?
« Les visiteurs provenant ... sont les bienvenus dans ma communauté. »

▲ indicates significantly higher than previous period @ 95% confidence / indique un résultat considérablement plus élevé que la période précédente (confiance à 95 %)

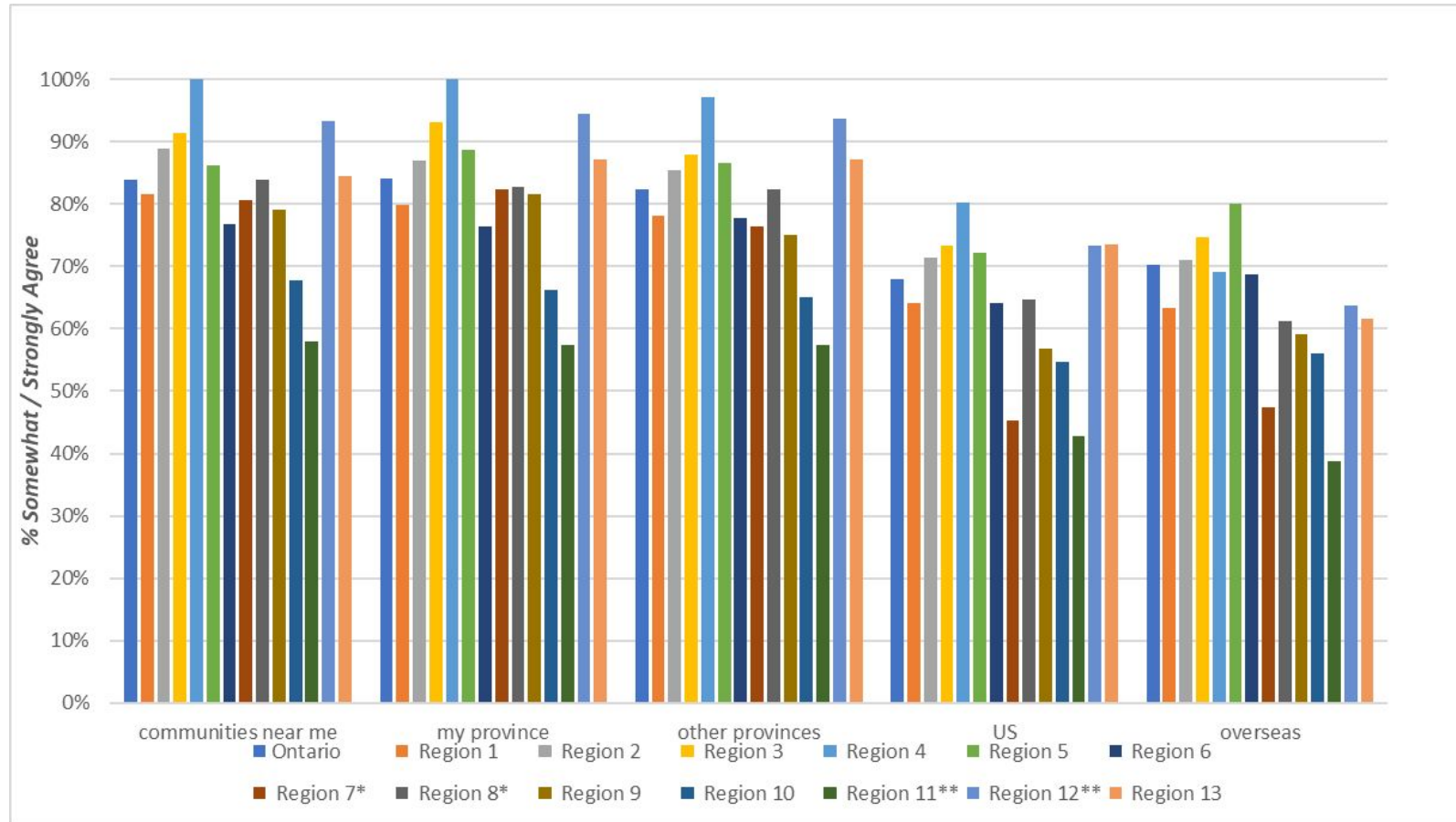
▼ indicates significantly lower than previous period @ 95% confidence / indique un résultat considérablement moins élevé que la période précédente (confiance à 95 %)

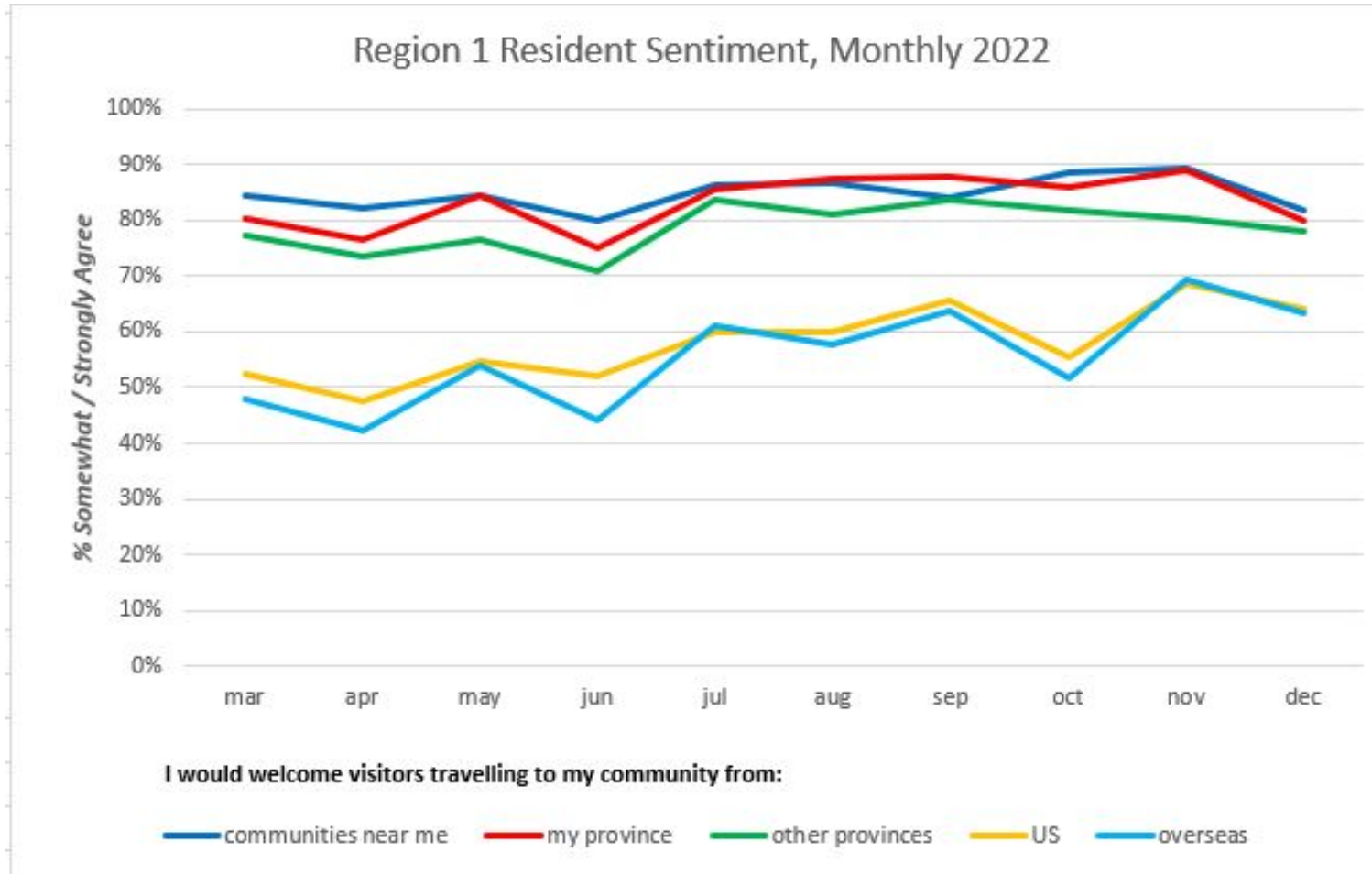


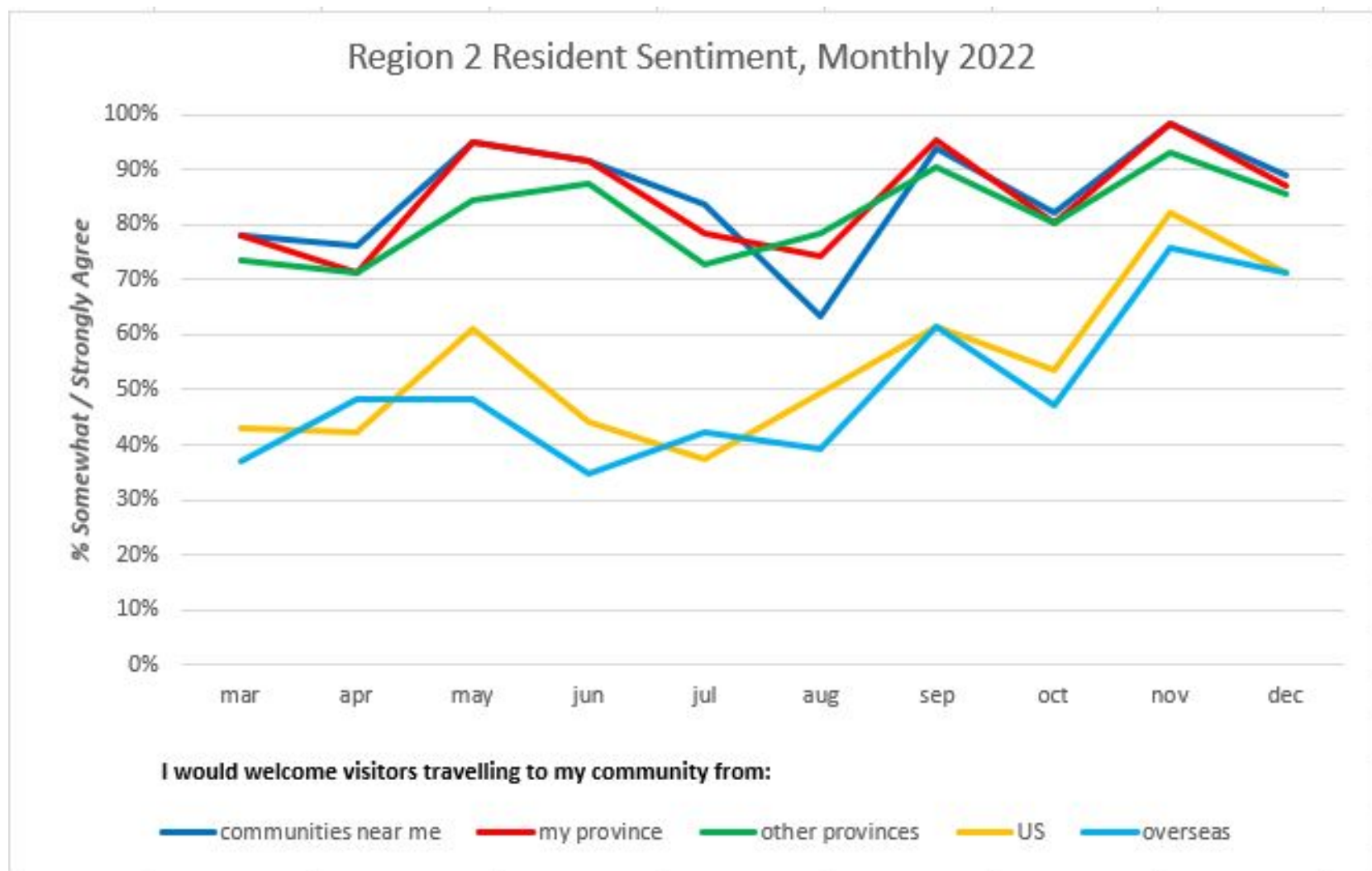
Resident Sentiment by Region, December 2022

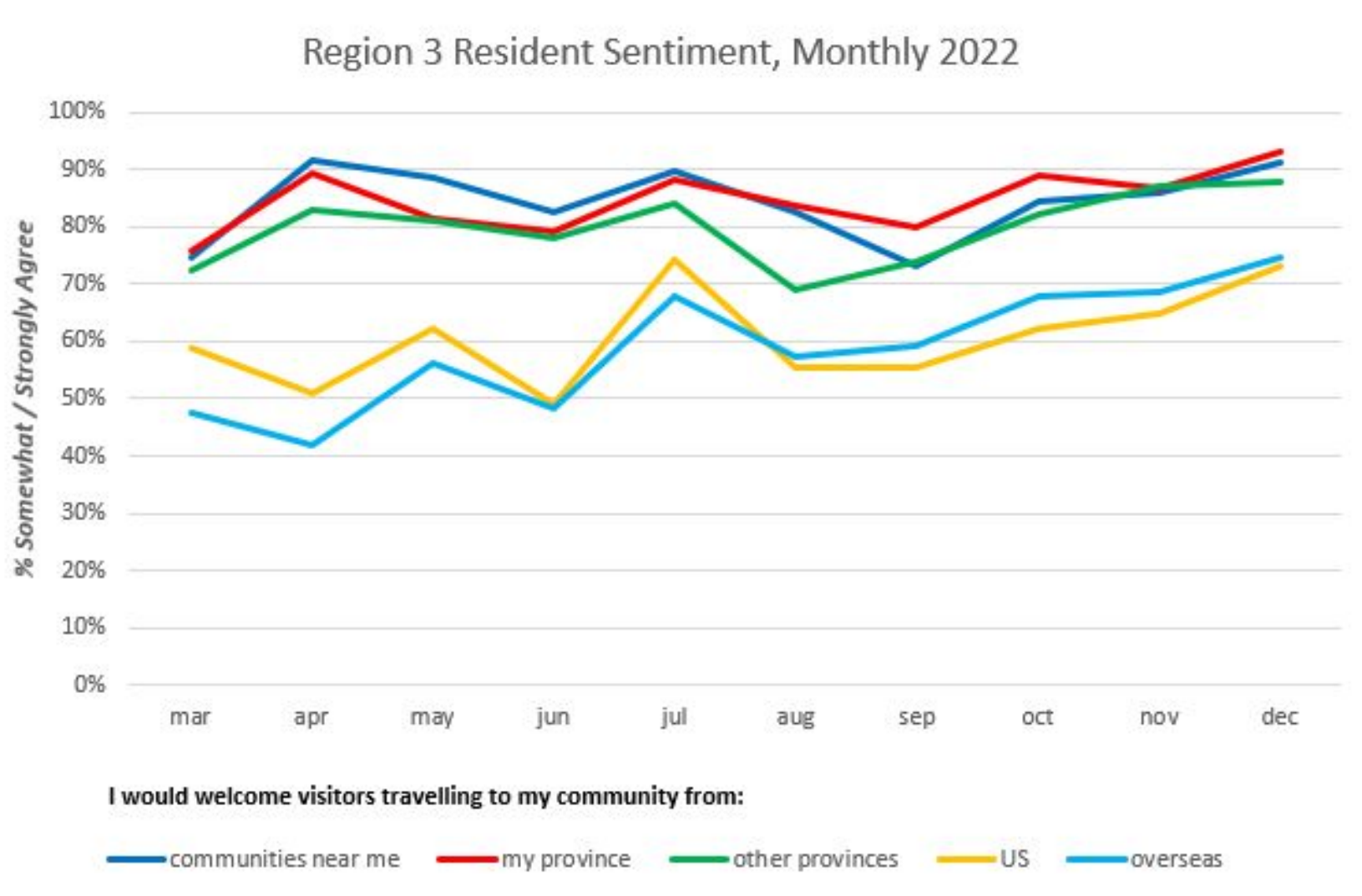
Home of resident	Origin of Visitor				
	communities near me	my province	other provinces	US	overseas
Ontario	84%	84%	82%	68%	70%
Region 1	82%	80%	78%	64%	63%
Region 2	89%	87%	85%	71%	71%
Region 3	91%	93%	88%	73%	75%
Region 4	100%	100%	97%	80%	69%
Region 5	86%	89%	87%	72%	80%
Region 6	77%	76%	78%	64%	69%
Region 7*	81%	82%	76%	45%	47%
Region 8*	84%	83%	82%	65%	61%
Region 9	79%	82%	75%	57%	59%
Region 10	68%	66%	65%	55%	56%
Region 11**	58%	57%	57%	43%	39%
Region 12**	93%	94%	94%	73%	64%
Region 13	84%	87%	87%	73%	62%
<i>I would welcome visitors travelling to my community from ... % Somewhat / Strongly Agree</i>					
*includes Jul-Dec					
**includes Mar-Dec					

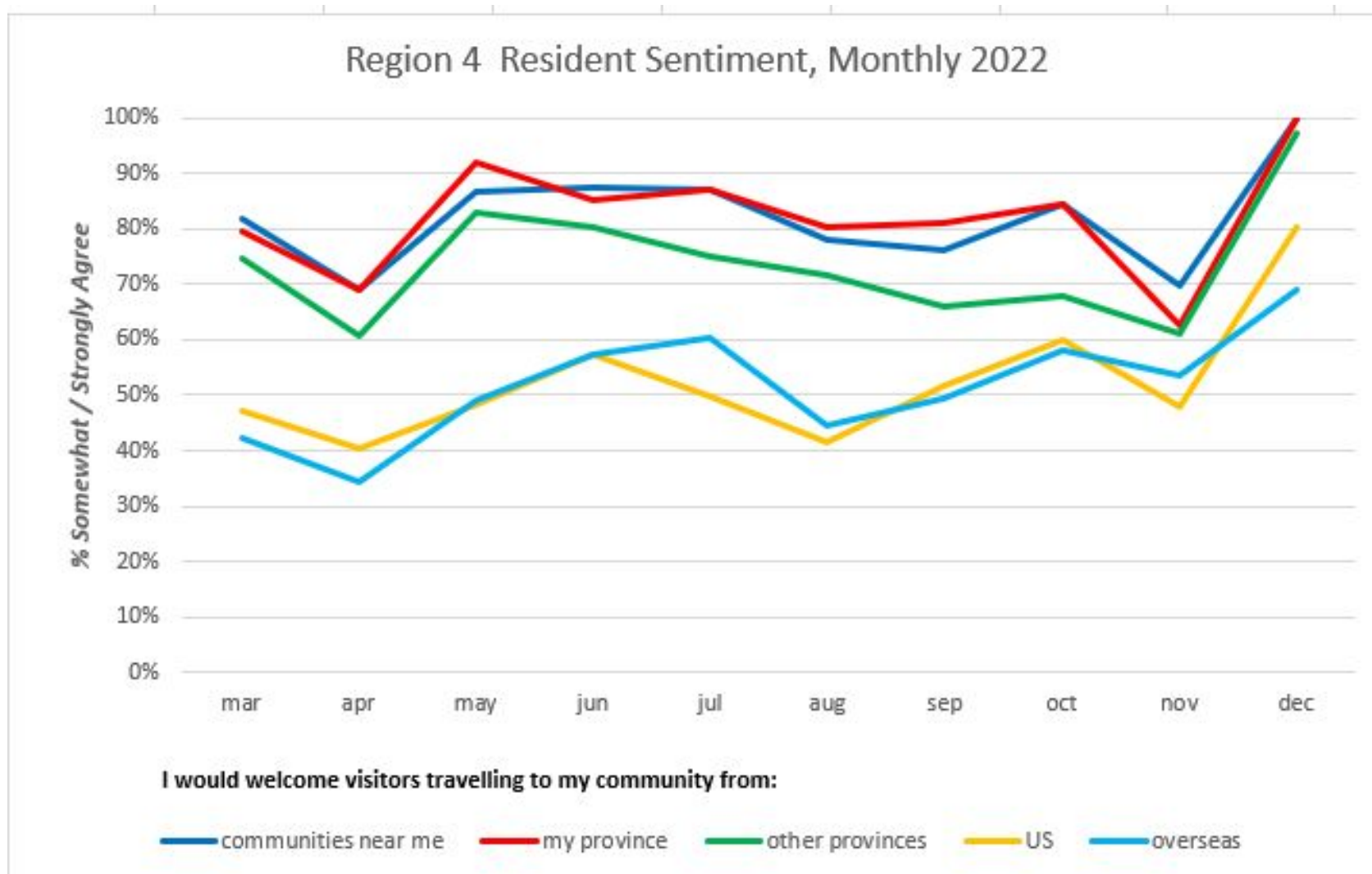
Resident Sentiment by Region, December 2022

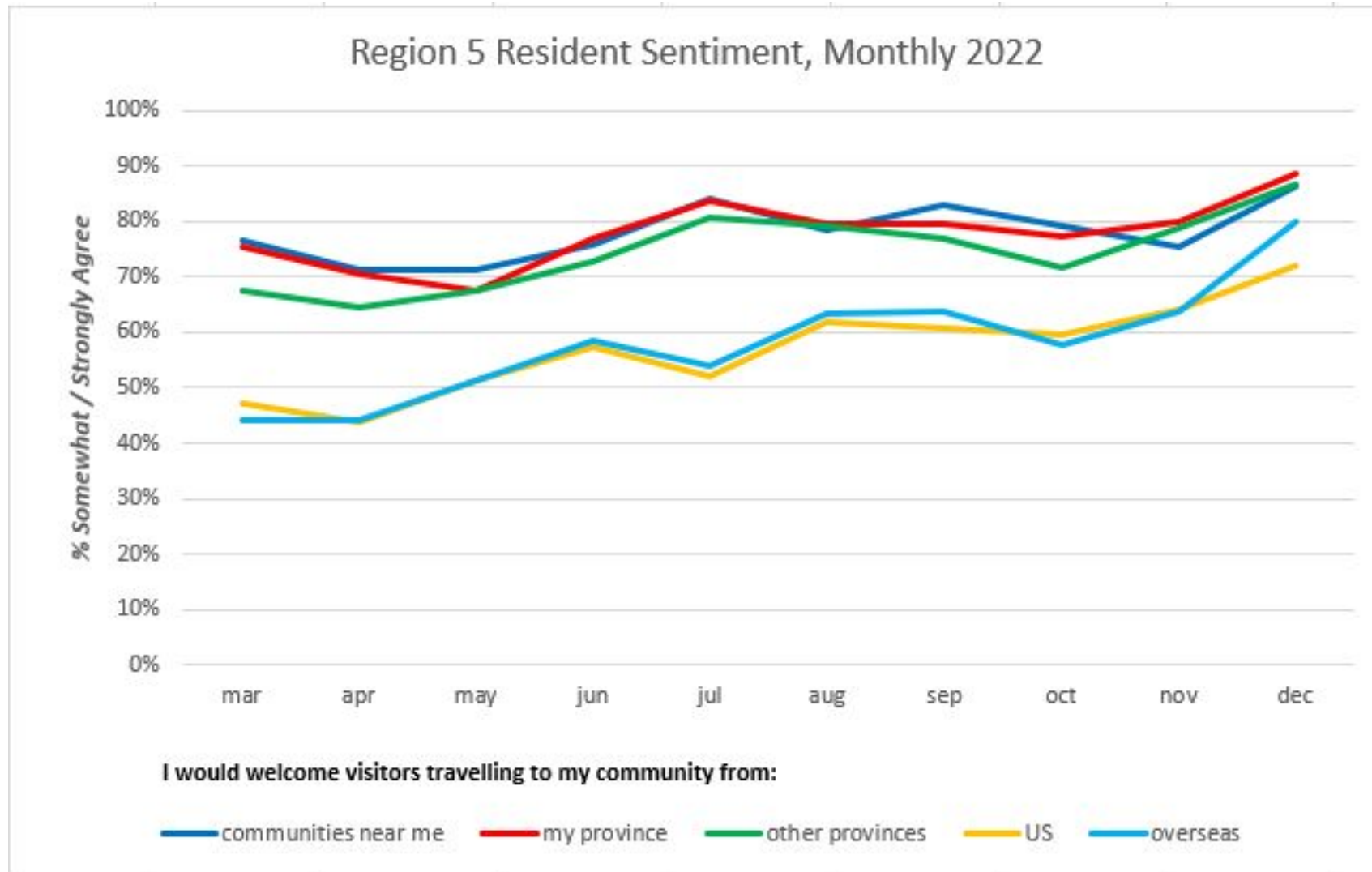


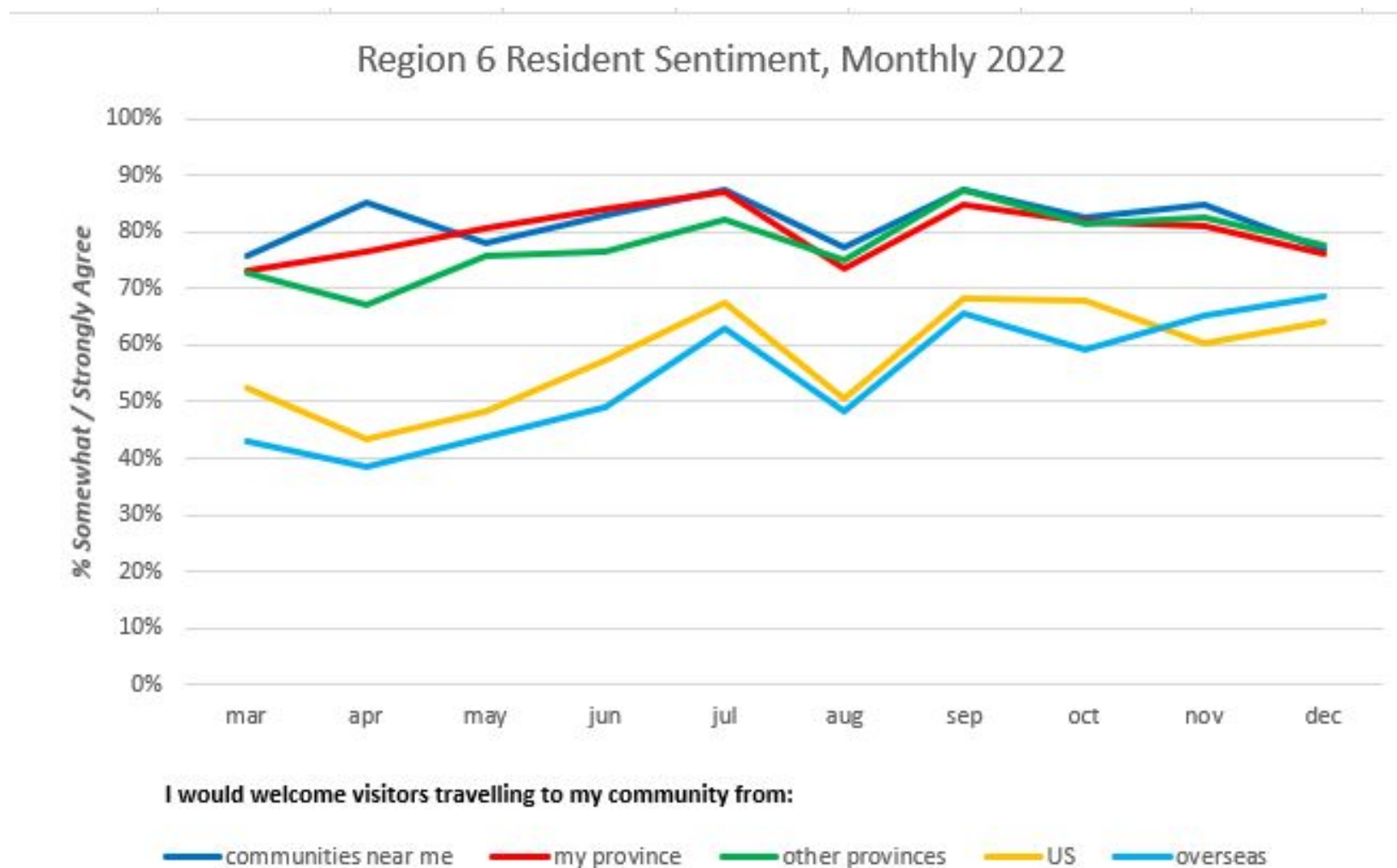


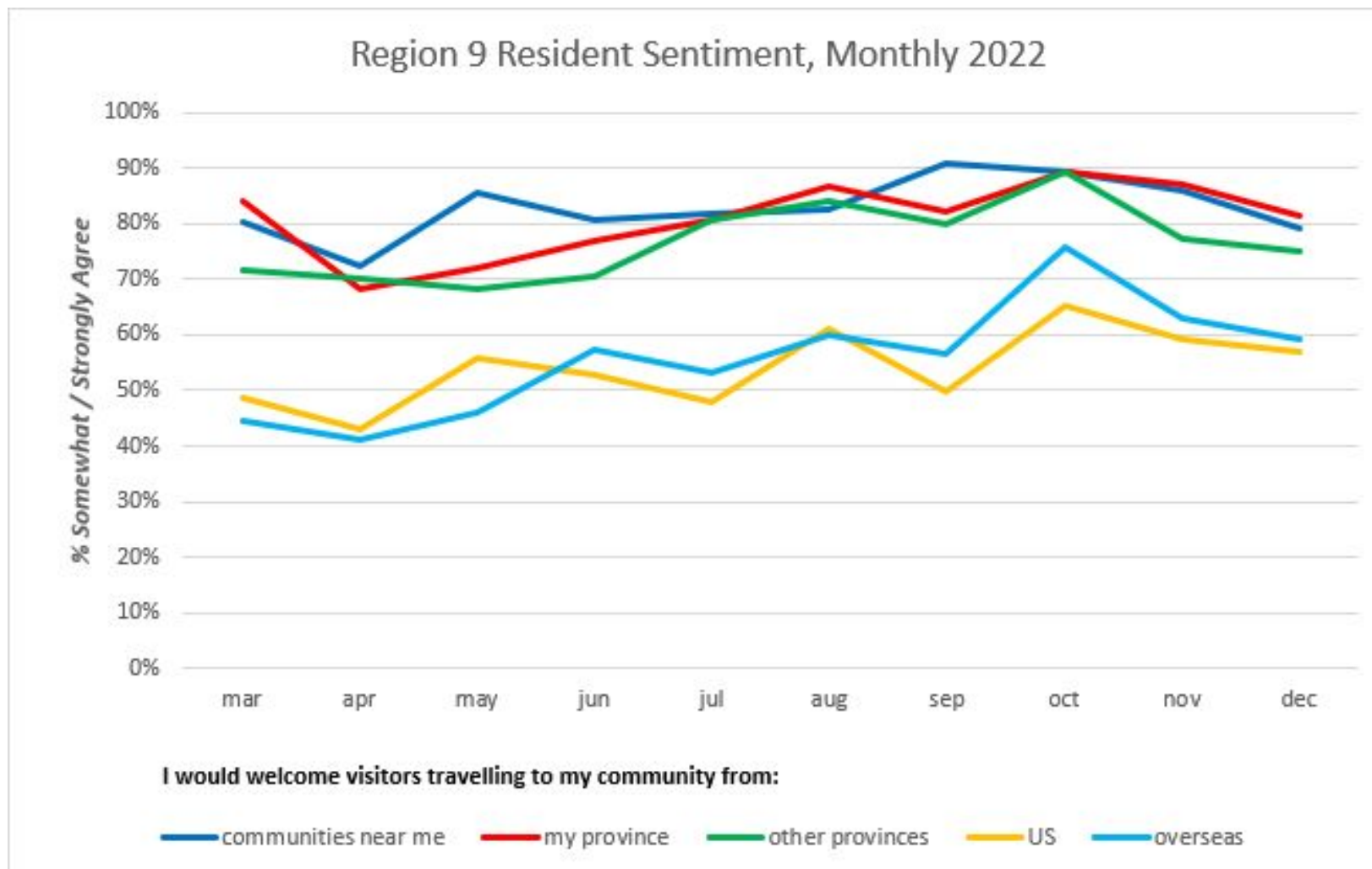


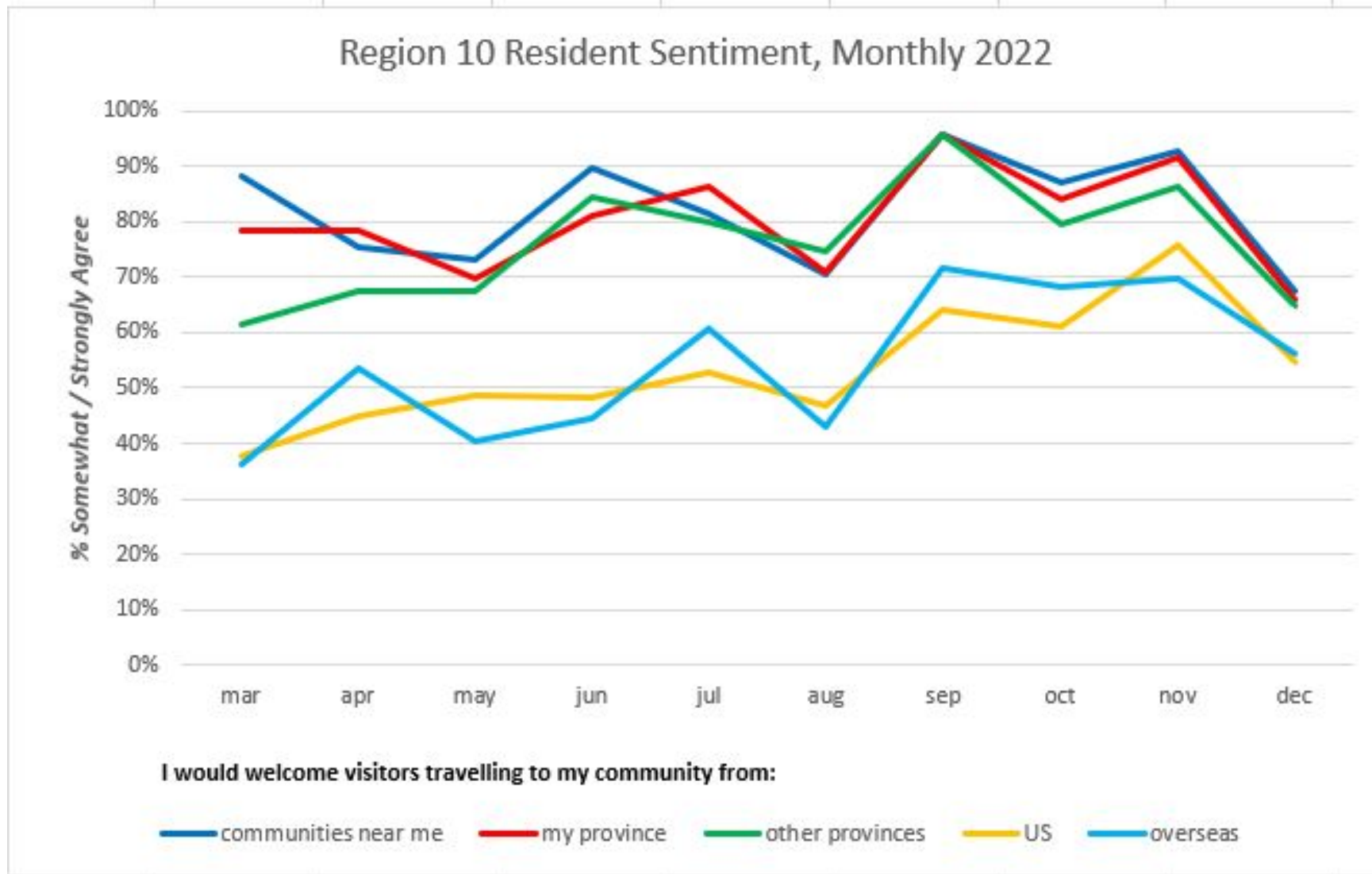


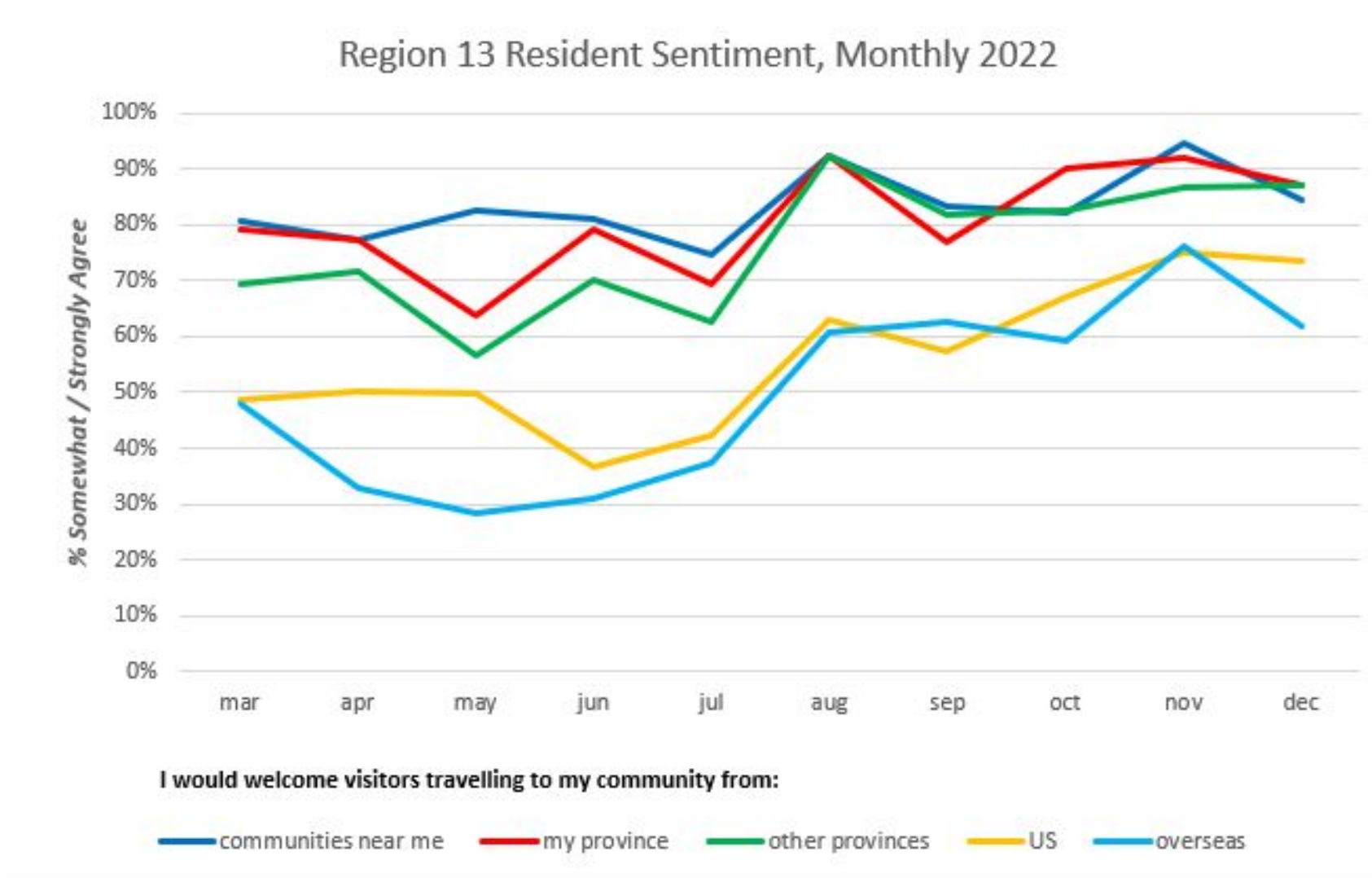












In 2023 Destination Canada is participating in the ‘Rove’ Resident Sentiment Index

According to their website:

The global standard for measuring residents’ sentiment towards tourism

Resident Sentiment Index measures residents’ attitude and support towards tourism across 30 essential categories with in-depth insights bench-marked against your competitors and global norms.

Destination Canada has not shared any results yet

May be partnership opportunities in future