
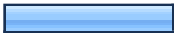













1. Compared to last year, spring/summer 2012 was:

		Response Percent	Response Count
Busier		40.0%	24
About the same		25.0%	15
Not as busy		31.7%	19
Not sure/don't know		3.3%	2
answered question			60
skipped question			1





2. Compared to last year, do you expect fall 2012 will be:

		Response Percent	Response Count
Busier		23.7%	14
About the same		42.4%	25
Not as busy		27.1%	16
Not sure/don't know		6.8%	4
answered question			59
skipped question			2





3. If you are open for the winter, compared to last year do you expect winter 2012/13 will be:

		Response Percent	Response Count
Busier		16.9%	10
About the same		30.5%	18
Not as busy		10.2%	6
Not sure/don't know		6.8%	4
Not open for the winter season		35.6%	21
answered question			59
skipped question			2





4. Compared to last year, has your 2012 REPEAT business:

		Response Percent	Response Count
Increased		25.4%	15
Remained about the same		47.5%	28
Decreased		22.0%	13
Not sure/don't know		5.1%	3
answered question			59
skipped question			2

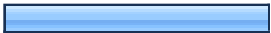



5. Compared to last year, has your 2012 NEW business:

		Response Percent	Response Count
Increased		55.0%	33
Remained about the same		20.0%	12
Decreased		21.7%	13
Not sure/don't know		3.3%	2
answered question			60
skipped question			1



6. Looking ahead, do you think next year (2013) will be:

		Response Percent	Response Count
Busier		35.0%	21
About the same		41.7%	25
Not as busy		6.7%	4
Not sure/don't know		16.7%	10
answered question			60
skipped question			1

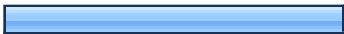



7. Where is your business/attraction located? Is it principally within (municipality within):

		Response Percent	Response Count
Bruce		39.7%	23
Grey		29.3%	17
Simcoe		27.6%	16
Multiple locations		3.4%	2
answered question			58
skipped question			3








8. Does your business/attraction operate:

		Response Percent	Response Count
Seasonally (less than 12 months/year)		37.9%	22
Year round		62.1%	36
answered question			58
skipped question			3

9. At peak season, how many part- and full-time people has/will your business/attraction employ in 2012:

		Response Percent	Response Count
1 to 4		50.9%	28
5 to 100		43.6%	24
101 to 250		1.8%	1
>250		3.6%	2
answered question			55
skipped question			6

10. Which sector BEST describes your business/attraction (select one):

		Response Percent	Response Count
Accommodation/resort		48.3%	28
Culture/heritage		6.9%	4
Festival/event		3.4%	2
Food & beverage/culinary		6.9%	4
Recreation/entertainment		13.8%	8
Transportation/travel service		1.7%	1
Other		19.0%	11
answered question			58
skipped question			3

11. Thank you for your participation. Do you have any comments or suggestions?

	Response Count
	17
answered question	17
skipped question	44