

Over the past two years, how often have you visited Granville Island?



	Metro Vancouver	GENDER		AGE			MUNICIPALITY			
		Male	Female	18-34	35-54	55+	Vancouver	Surrey	Burnaby	Rest of Metro Vancouver
6 times or more	18%	20%	13%	21%	14%	12%	22%	20%	15%	10%
2 to 5 times	42%	42%	41%	47%	42%	28%	46%	33%	37%	39%
Only once	23%	22%	26%	22%	23%	27%	21%	20%	29%	26%
Never	18%	16%	21%	11%	20%	33%	11%	26%	19%	26%

How did you get to Granville Island on your last visit?



	Visited Granville Island	GENDER		AGE			MUNICIPALITY			
		Male	Female	18-34	35-54	55+	Vancouver	Surrey	Burnaby	Rest of Metro Vancouver
Drove your own vehicle	45%	46%	43%	42%	50%	50%	38%	55%	56%	52%
Took public transit	35%	36%	33%	38%	31%	27%	38%	24%	31%	33%
Walked	8%	7%	12%	7%	9%	13%	10%	6%	2%	7%
Used a car share service (e.g. Car2Go or Evo)	7%	7%	7%	9%	6%	4%	8%	8%	7%	4%
Biked	3%	3%	2%	3%	2%	2%	3%	4%	1%	2%
Other	2%	2%	3%	1%	2%	5%	2%	3%	2%	2%

What was your main reason for your last visit to Granville Island?



	Visited Granville Island	GENDER		AGE			MUNICIPALITY			
		Male	Female	18-34	35-54	55+	Vancouver	Surrey	Burnaby	Rest of Metro Vancouver
Went shopping at the Public Market	36%	34%	40%	35%	43%	30%	35%	39%	41%	36%
Went sightseeing	20%	19%	22%	19%	16%	28%	17%	31%	28%	19%
Went for a meal or snack	19%	22%	11%	20%	17%	15%	21%	9%	13%	20%
Went shopping (but not at the Public Market)	13%	15%	10%	15%	13%	6%	17%	12%	2%	9%
Went to an Arts and Culture performance	9%	7%	12%	8%	9%	10%	8%	6%	8%	11%
Other	4%	3%	5%	2%	2%	11%	3%	3%	8%	5%

As you may know, Granville Island has eliminated free parking from 11:00 am to 6:00 pm. Does this make you more likely, just as likely or less likely to visit Granville Island in the future?



	Metro Vancouver	GENDER			AGE			MUNICIPALITY			
		Male	Female		18-34	35-54	55+	Vancouver	Surrey	Burnaby	Rest of Metro Vancouver
More likely to visit Granville Island	19%	22%	12%		25%	17%	5%	22%	19%	11%	16%
Just as likely to visit Granville Island	42%	43%	39%		43%	38%	42%	45%	34%	43%	37%
Less likely to visit Granville Island	33%	29%	41%		28%	38%	43%	29%	40%	39%	37%
Not sure	6%	6%	7%		4%	7%	10%	4%	7%	7%	10%

	Metro Vancouver	MODE OF TRANSPORTATION TO GET TO GRANVILLE ISLAND				
		Drove your own vehicle	Used a car share service (e.g. Car2Go or Evo)	Took public transit	Biked	Walked
More likely to visit Granville Island	19%	24%	26%	21%	13%	14%
Just as likely to visit Granville Island	42%	34%	56%	55%	48%	51%
Less likely to visit Granville Island	33%	40%	16%	20%	40%	29%
Not sure	6%	1%	2%	5%	0%	6%