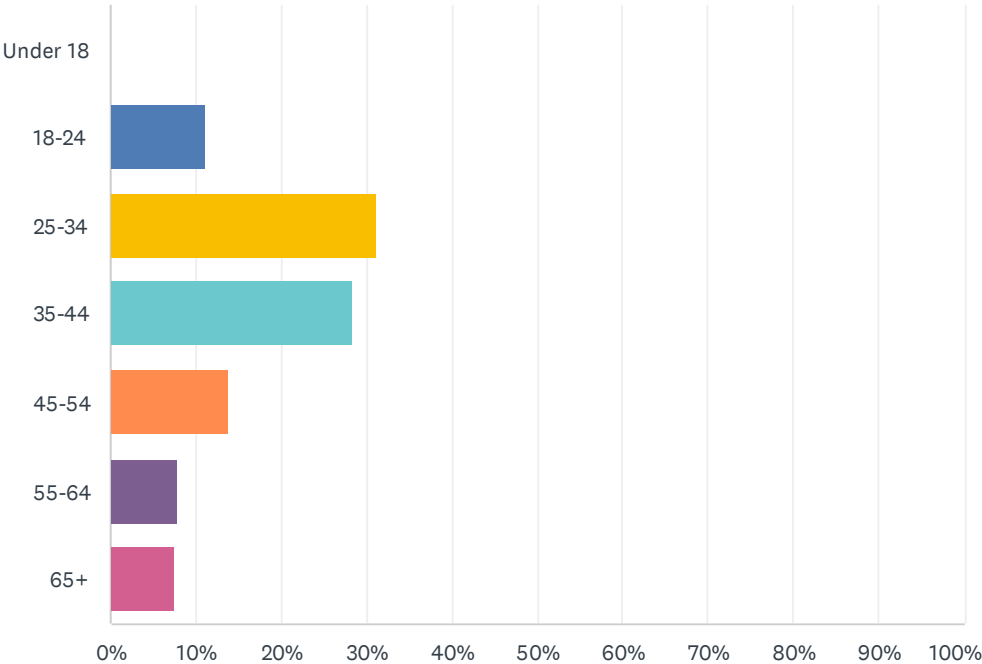


### Q1 What is your age group? (Please select one)

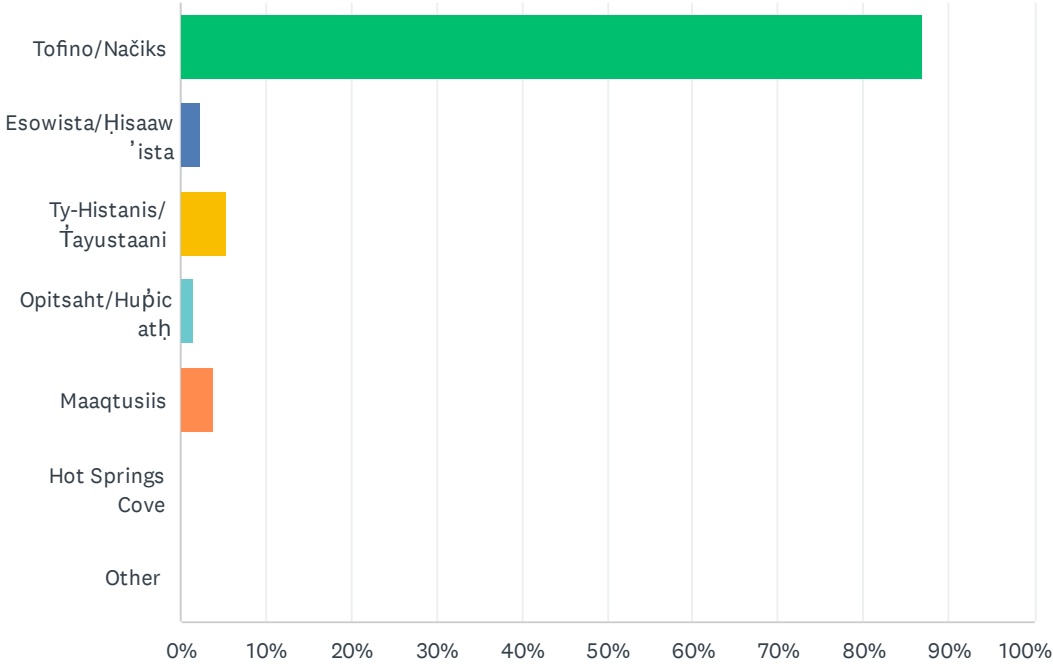
Answered: 452 Skipped: 0



ANSWER CHOICES	RESPONSES	
Under 18	0.00%	0
18-24	11.06%	50
25-34	31.19%	141
35-44	28.32%	128
45-54	13.94%	63
55-64	7.96%	36
65+	7.52%	34
TOTAL		452

## Q2 Are you a resident of one of the following communities, and if so please select which one.

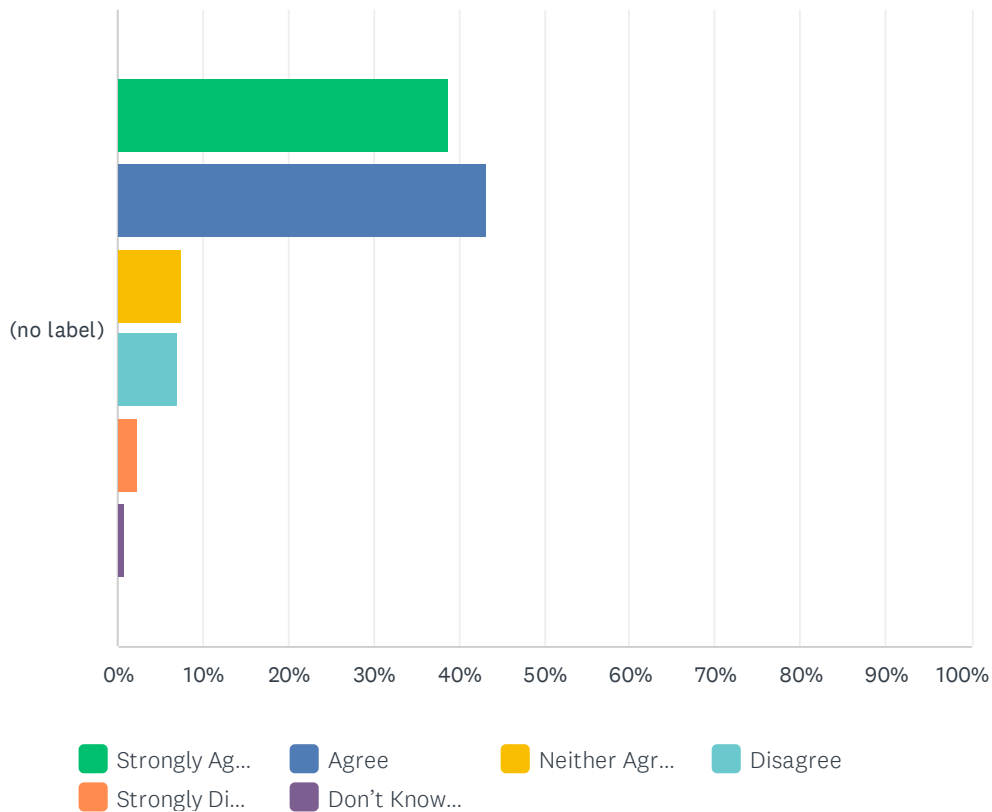
Answered: 452 Skipped: 0



ANSWER CHOICES	RESPONSES	
Tofino/Načiks	86.95%	393
Esowista/Hisaaw'ista	2.43%	11
Ty-Histanis/ᑕayustaani	5.31%	24
Opitsaht/Huᑖicath	1.55%	7
Maaqtusiis	3.76%	17
Hot Springs Cove	0.00%	0
Other	0.00%	0
<b>TOTAL</b>		<b>452</b>

### Q3 Tourism supports a greater diversity of amenities (such as restaurants, attractions, recreation facilities and events) than would otherwise exist in my community.

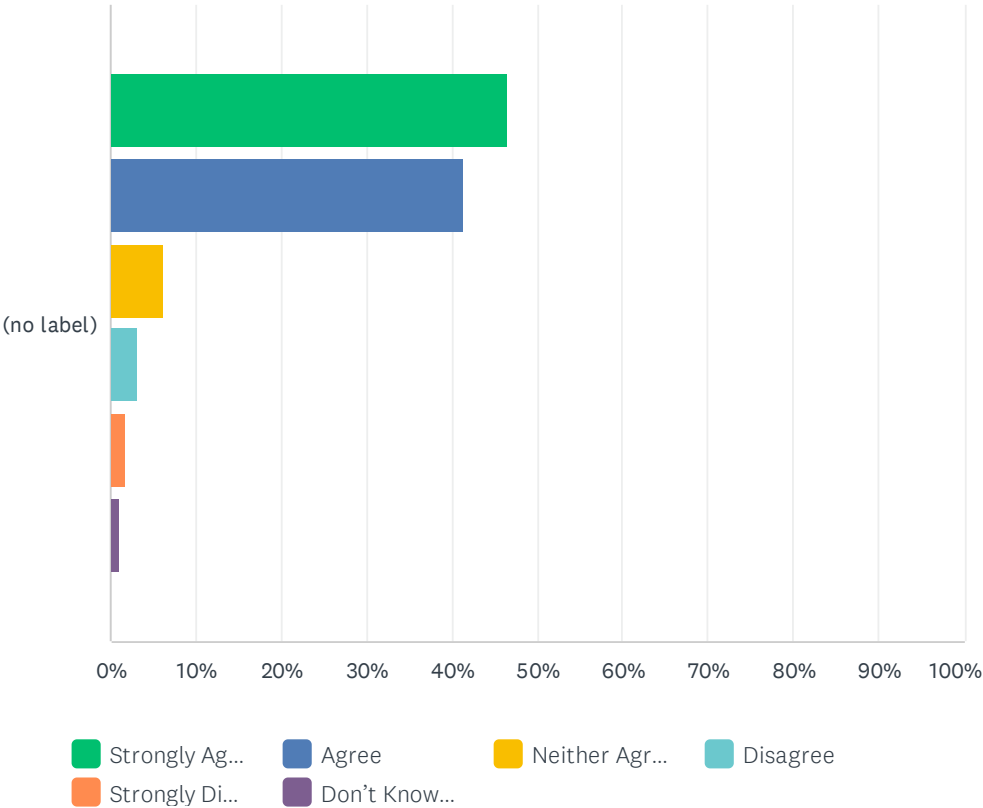
Answered: 452 Skipped: 0



	STRONGLY AGREE	AGREE	NEITHER AGREE OR DISAGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW/NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	38.72% 175	43.36% 196	7.52% 34	7.08% 32	2.43% 11	0.88% 4	452	1.94

### Q4 The tourism industry supports local businesses in my community.

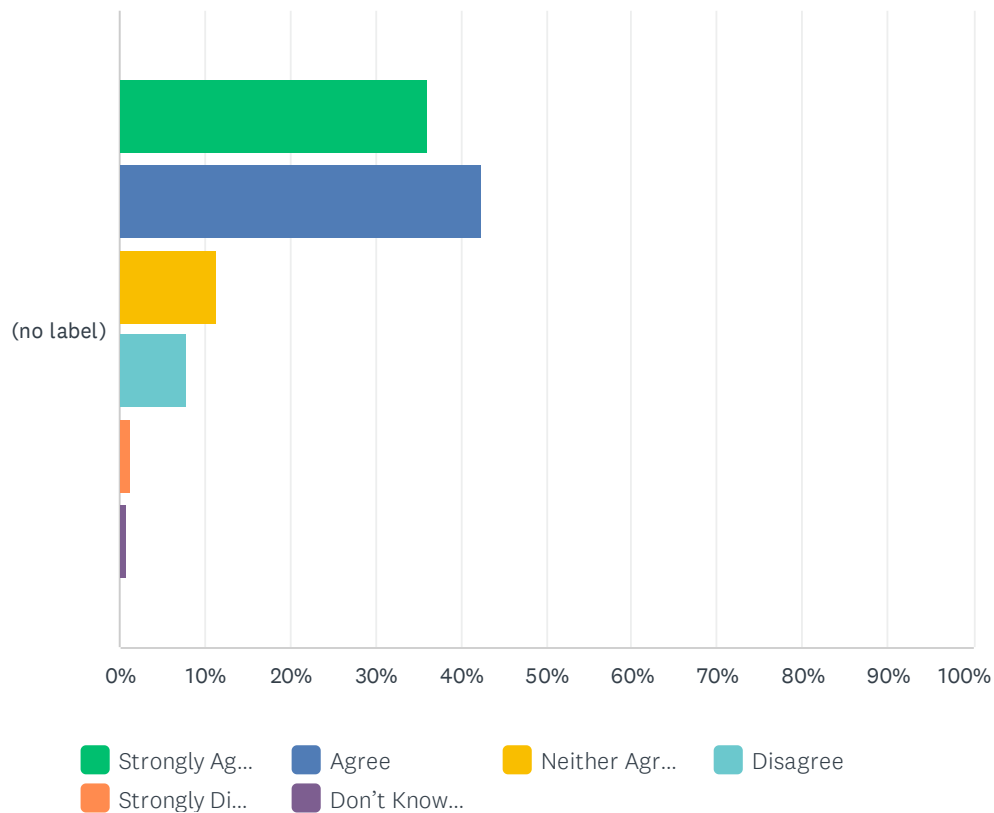
Answered: 452 Skipped: 0



	STRONGLY AGREE	AGREE	NEITHER AGREE OR DISAGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW/NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	46.46% 210	41.37% 187	6.19% 28	3.10% 14	1.77% 8	1.11% 5	452	1.76

## Q5 Tourism brings people from diverse backgrounds and cultures into my community.

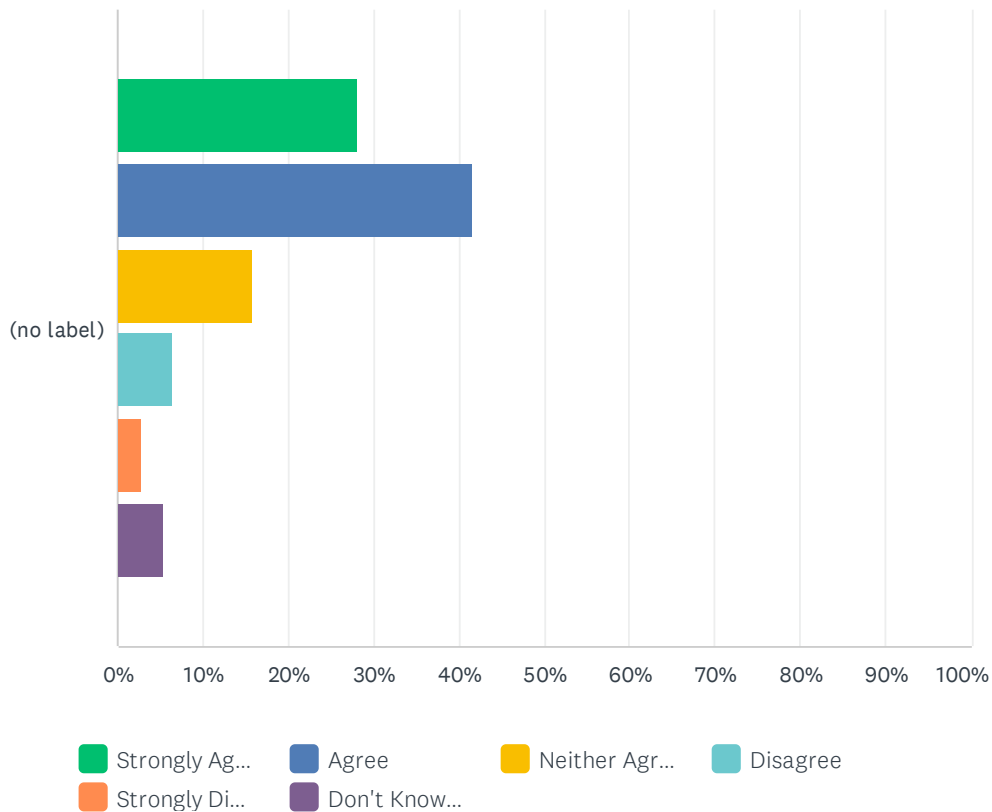
Answered: 452 Skipped: 0



	STRONGLY AGREE	AGREE	NEITHER AGREE OR DISAGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW/NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	36.06% 163	42.48% 192	11.28% 51	7.96% 36	1.33% 6	0.88% 4	452	1.99

### Q6 The provincial government's investment in developing tourism infrastructure is an important investment in British Columbia's communities.

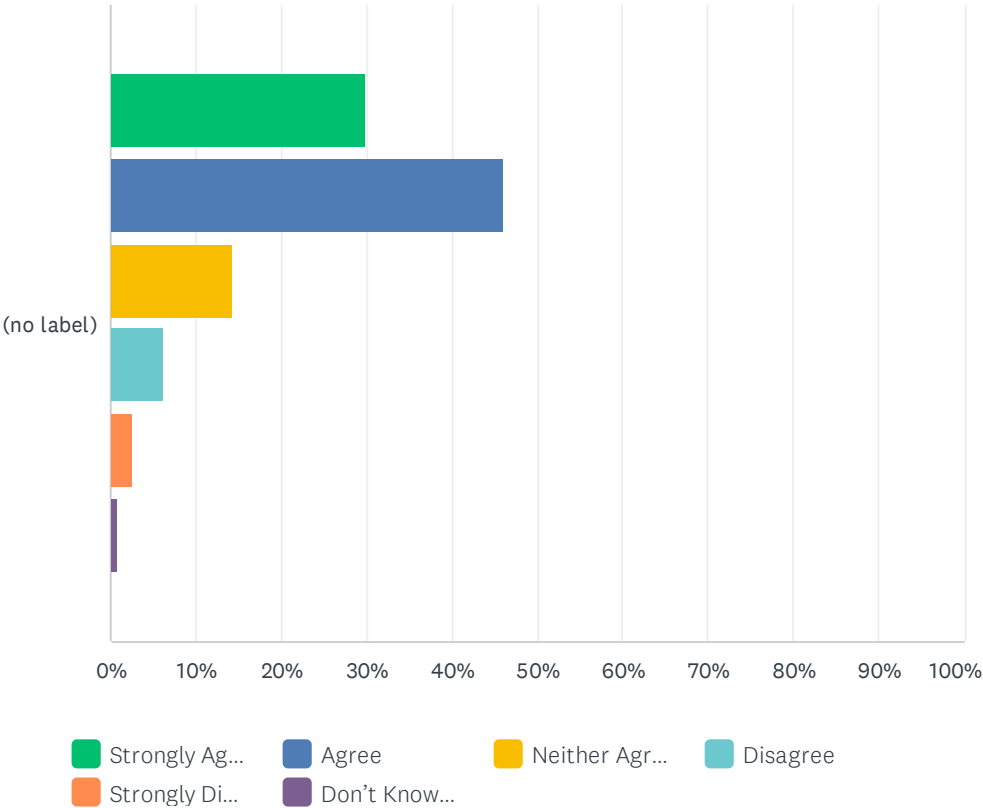
Answered: 452 Skipped: 0



	STRONGLY AGREE	AGREE	NEITHER AGREE OR DISAGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW/NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	28.10% 127	41.59% 188	15.71% 71	6.42% 29	2.88% 13	5.31% 24	452	2.30

Q7 I value the contribution visitors make to my local economy.

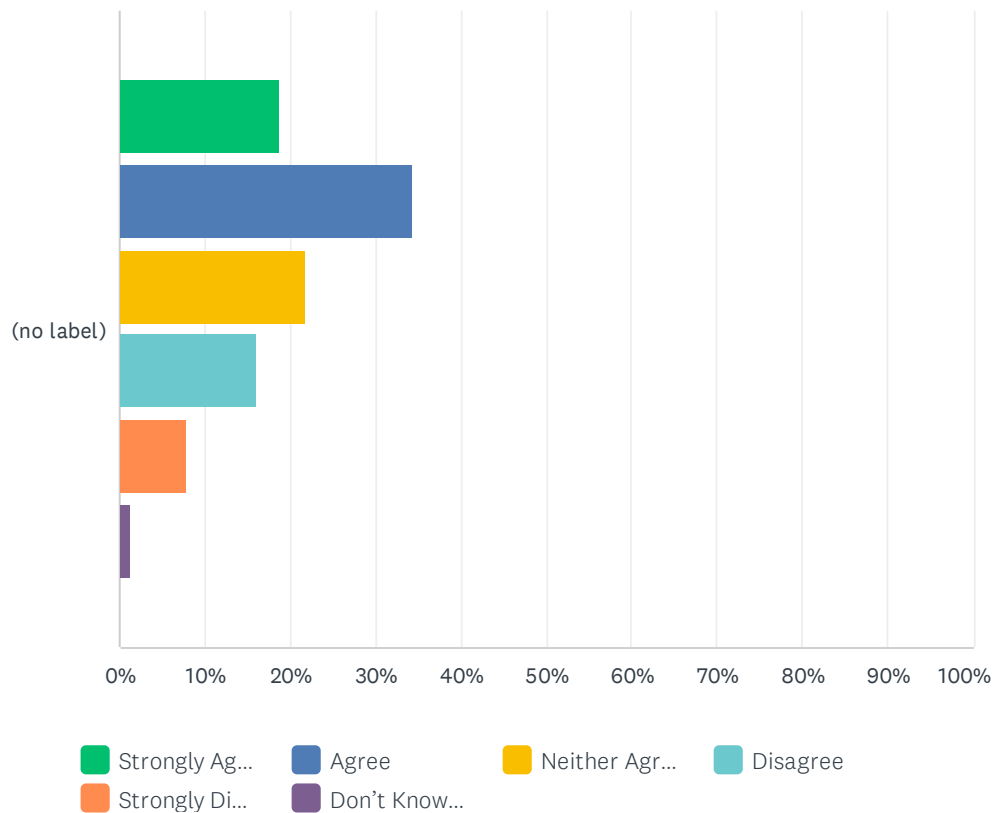
Answered: 452 Skipped: 0



	STRONGLY AGREE	AGREE	NEITHER AGREE OR DISAGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW/NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	29.87% 135	46.02% 208	14.38% 65	6.19% 28	2.65% 12	0.88% 4	452	2.08

## Q8 Overall, I believe the positive impacts of tourism in my community outweigh the negative impacts.

Answered: 452 Skipped: 0

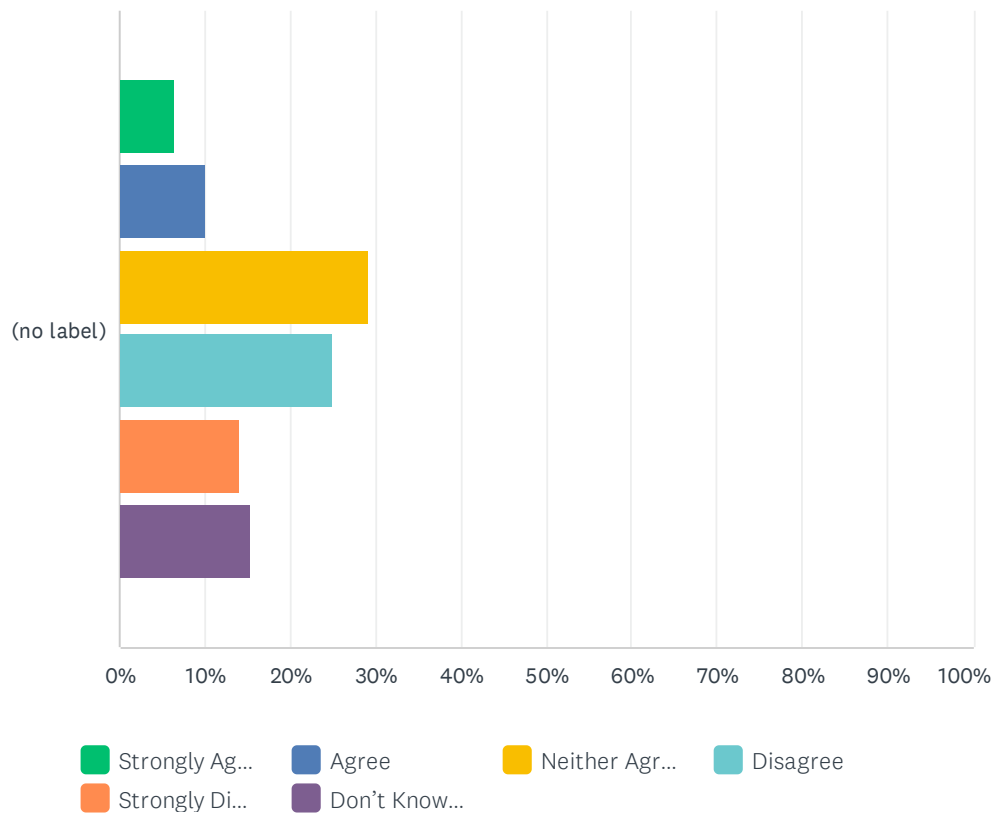


	STRONGLY AGREE	AGREE	NEITHER AGREE OR DISAGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW/NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	18.81% 85	34.29% 155	21.68% 98	15.93% 72	7.96% 36	1.33% 6	452	2.64



### Q9 The tourism industry does more to reduce local carbon emissions than other industries.

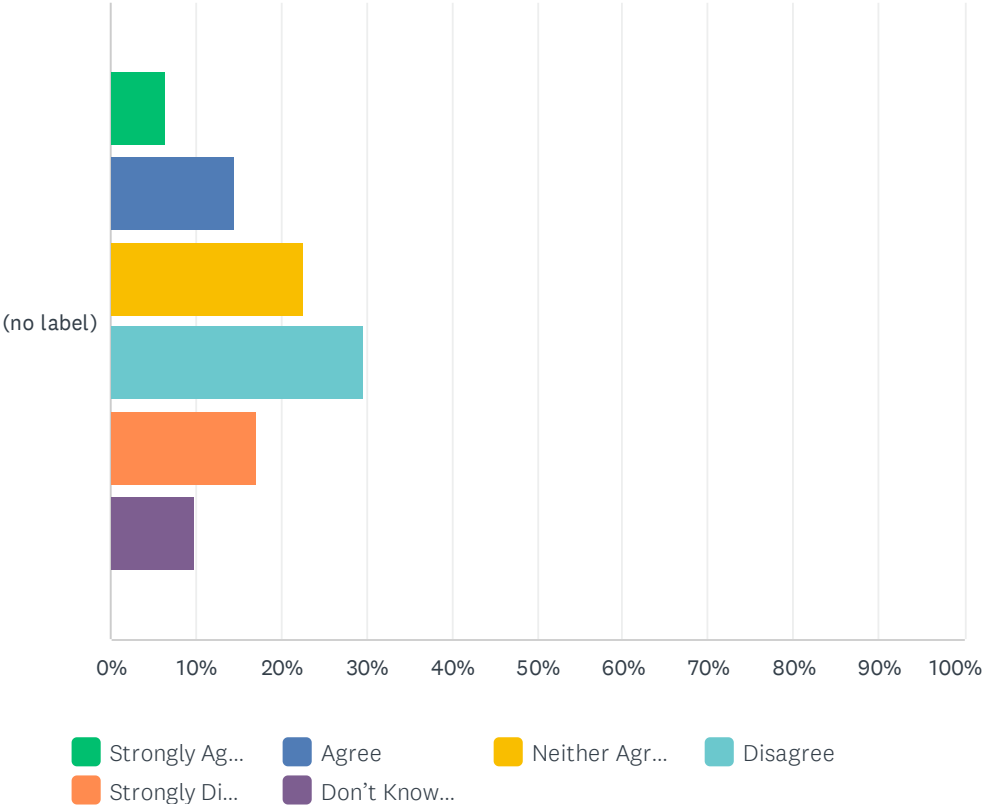
Answered: 452 Skipped: 0



	STRONGLY AGREE	AGREE	NEITHER AGREE OR DISAGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW/NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	6.42% 29	9.96% 45	29.20% 132	25.00% 113	14.16% 64	15.27% 69	452	3.76

### Q10 The tourism industry does more to reduce waste than other industries.

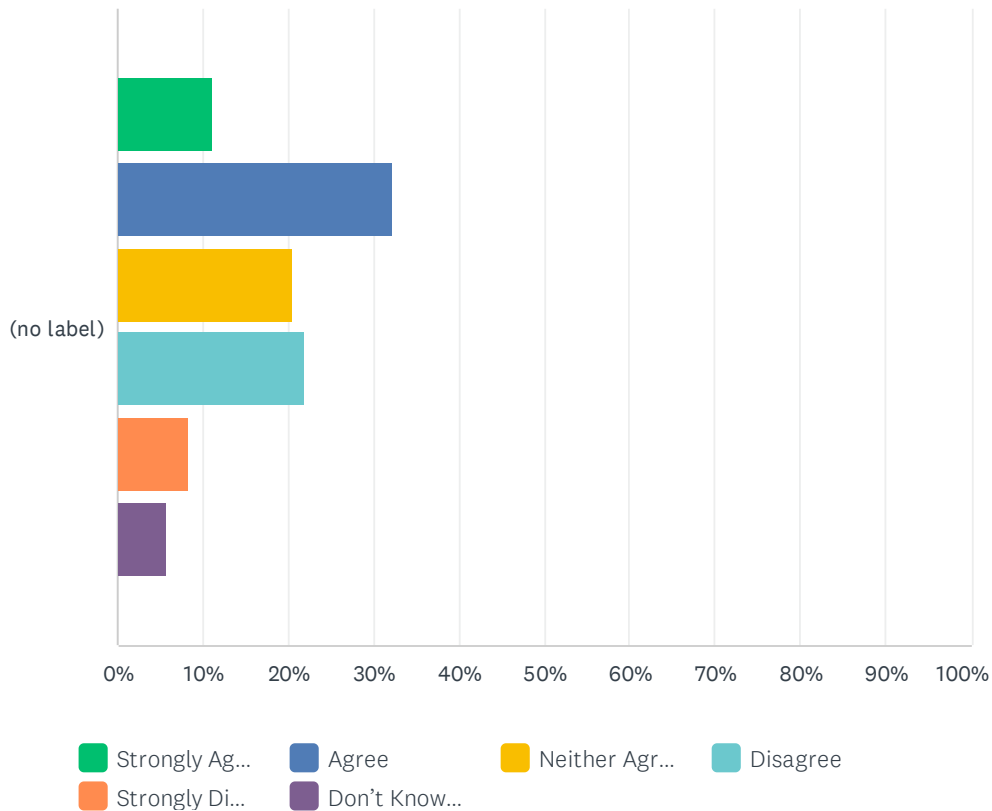
Answered: 452 Skipped: 0



	STRONGLY AGREE	AGREE	NEITHER AGREE OR DISAGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW/NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	6.42% 29	14.60% 66	22.57% 102	29.65% 134	17.04% 77	9.73% 44	452	3.65

### Q11 The tourism industry contributes to the protection of local oceans, mountains, rivers, airsheds, parks, and beaches.

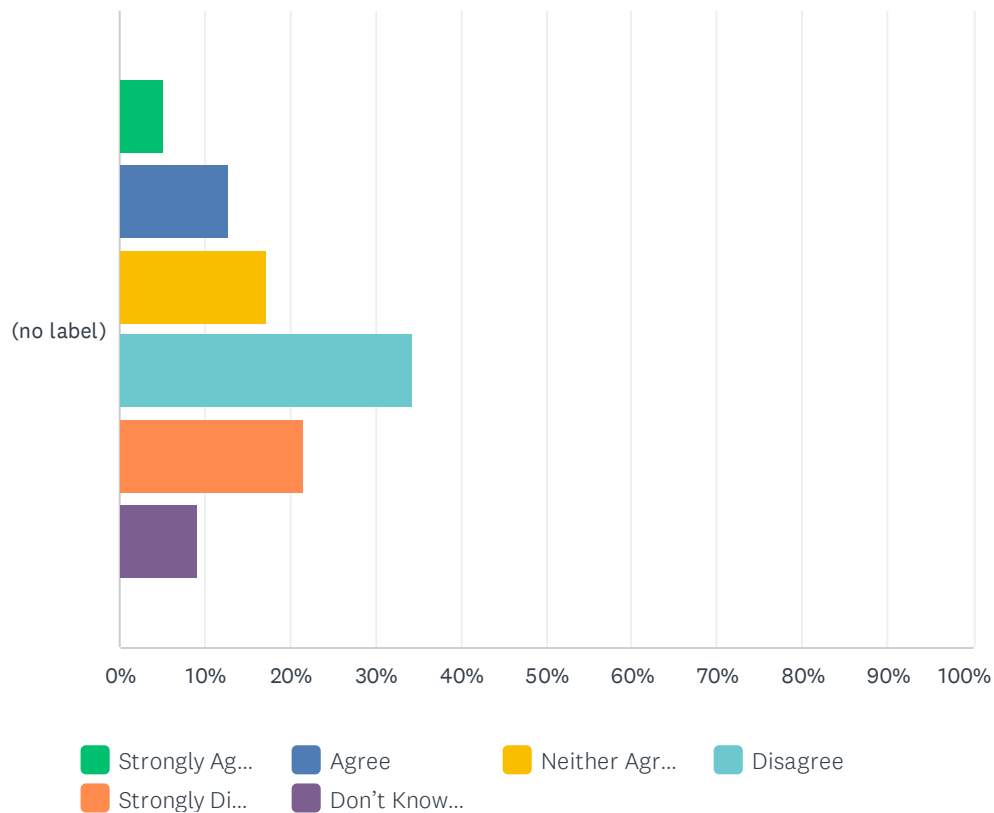
Answered: 452 Skipped: 0



	STRONGLY AGREE	AGREE	NEITHER AGREE OR DISAGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW/NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	11.06% 50	32.30% 146	20.58% 93	21.90% 99	8.41% 38	5.75% 26	452	3.02

## Q12 Most jobs in the tourism industry offer higher wages than most other industries.

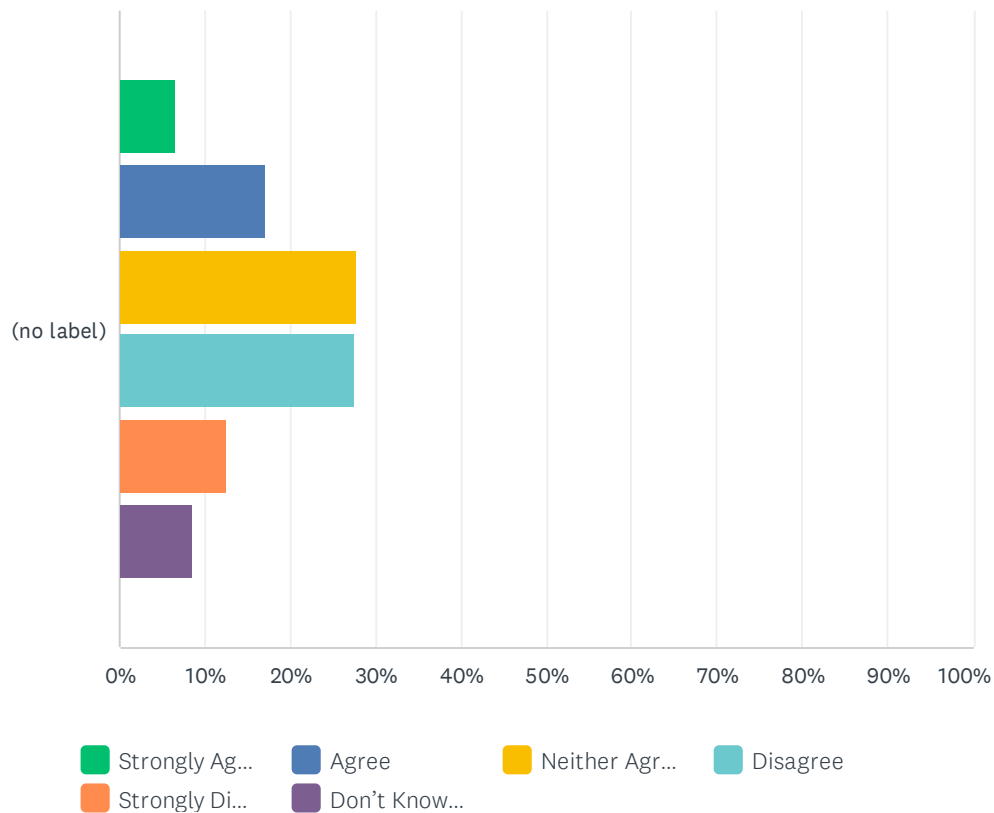
Answered: 452 Skipped: 0



	STRONGLY AGREE	AGREE	NEITHER AGREE OR DISAGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW/NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	5.09% 23	12.83% 58	17.26% 78	34.29% 155	21.46% 97	9.07% 41	452	3.81

### Q13 The tourism industry offers greater career growth opportunities than most other industries.

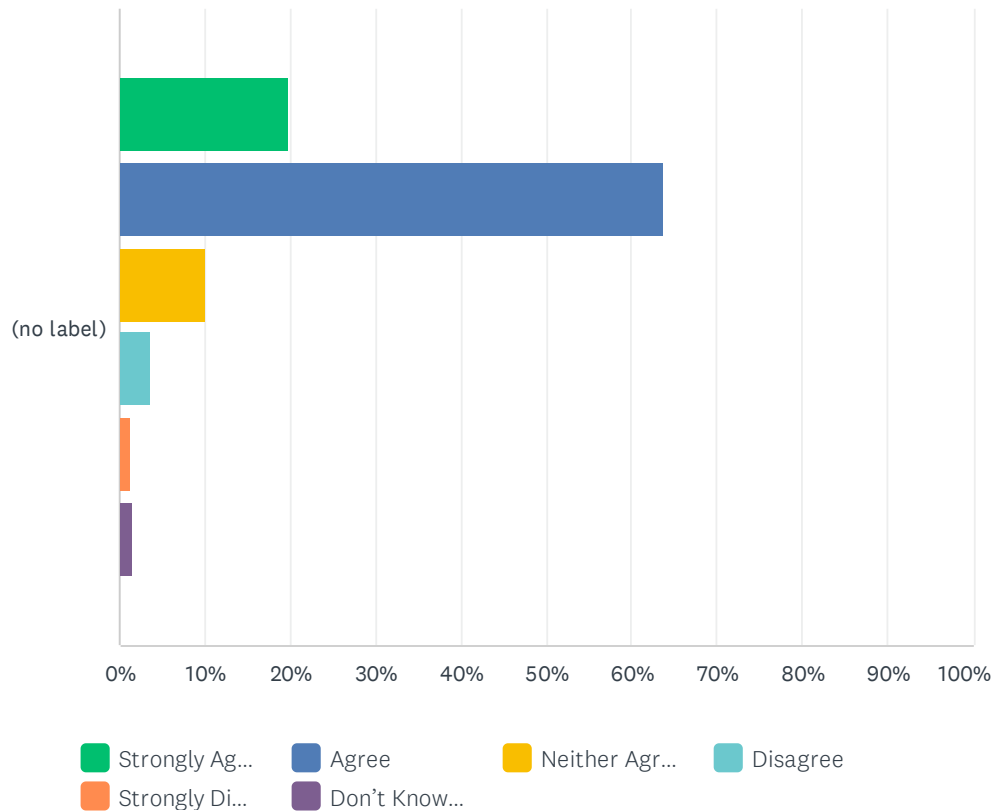
Answered: 452 Skipped: 0



	STRONGLY AGREE	AGREE	NEITHER AGREE OR DISAGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW/NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	6.64% 30	17.04% 77	27.65% 125	27.43% 124	12.61% 57	8.63% 39	452	3.48

### Q14 I am aware of Indigenous tourism experiences and/or businesses in British Columbia.

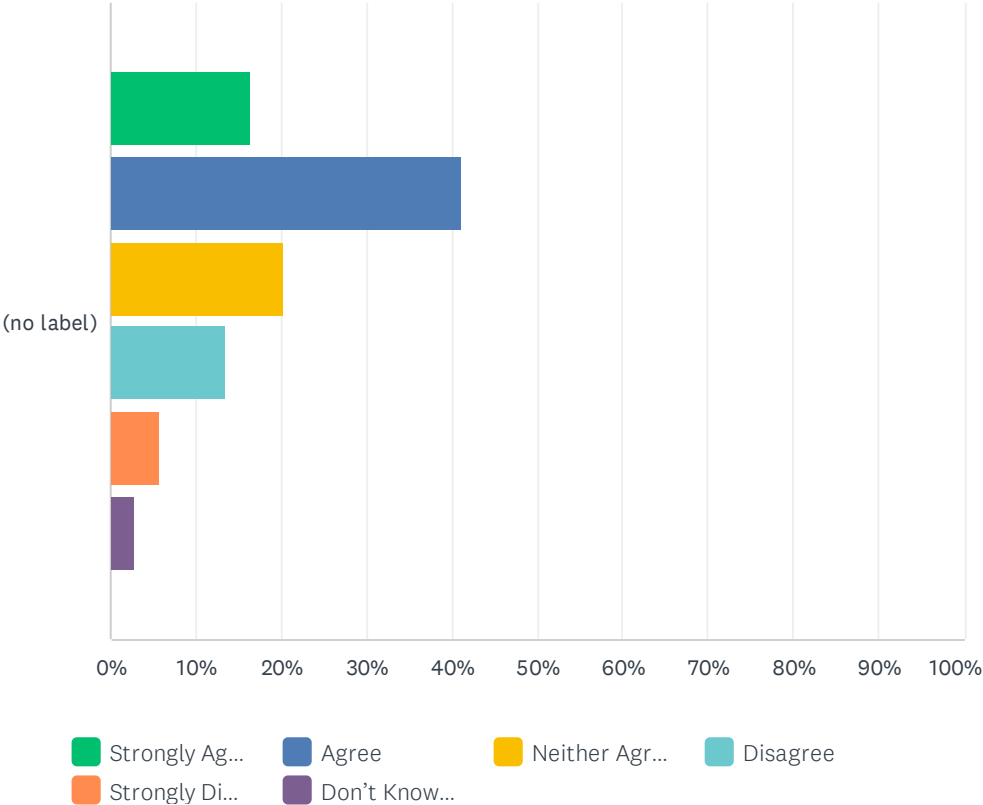
Answered: 452 Skipped: 0



	STRONGLY AGREE	AGREE	NEITHER AGREE OR DISAGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW/NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	19.91% 90	63.72% 288	9.96% 45	3.54% 16	1.33% 6	1.55% 7	452	2.07

# Q15 Overall, tourism contributes positively to the quality of life of my community.

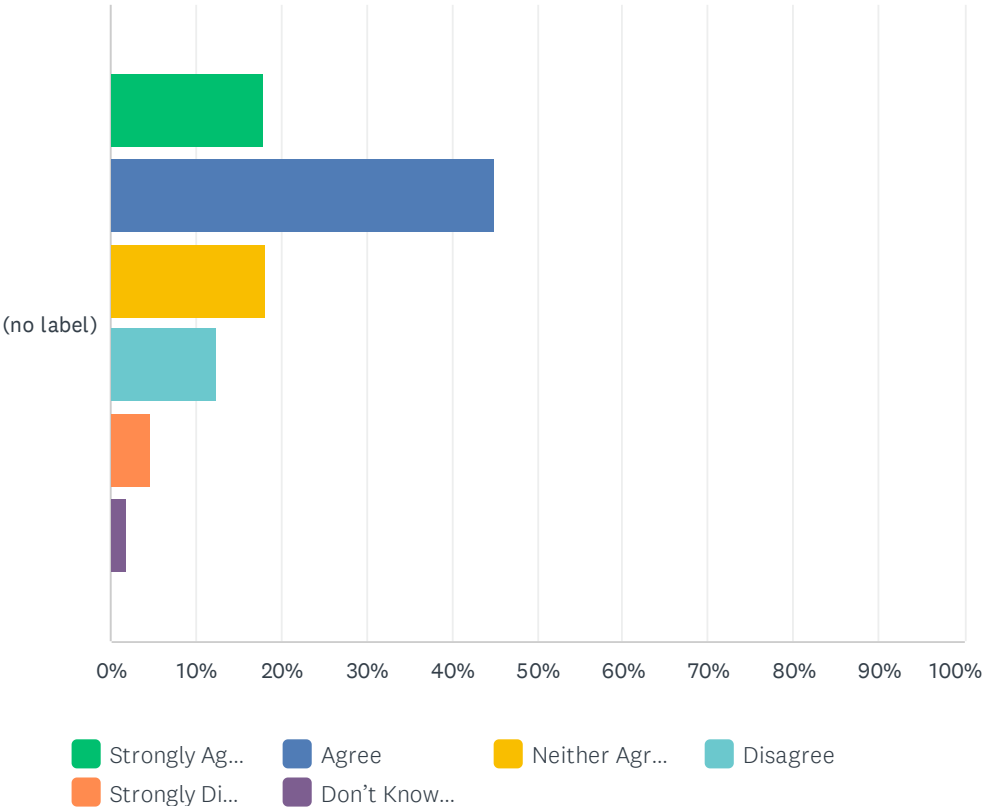
Answered: 452 Skipped: 0



	STRONGLY AGREE	AGREE	NEITHER AGREE OR DISAGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW/NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	16.37% 74	41.15% 186	20.35% 92	13.50% 61	5.75% 26	2.88% 13	452	2.60

Q16 I value the contribution visitors make to my local community.

Answered: 452 Skipped: 0



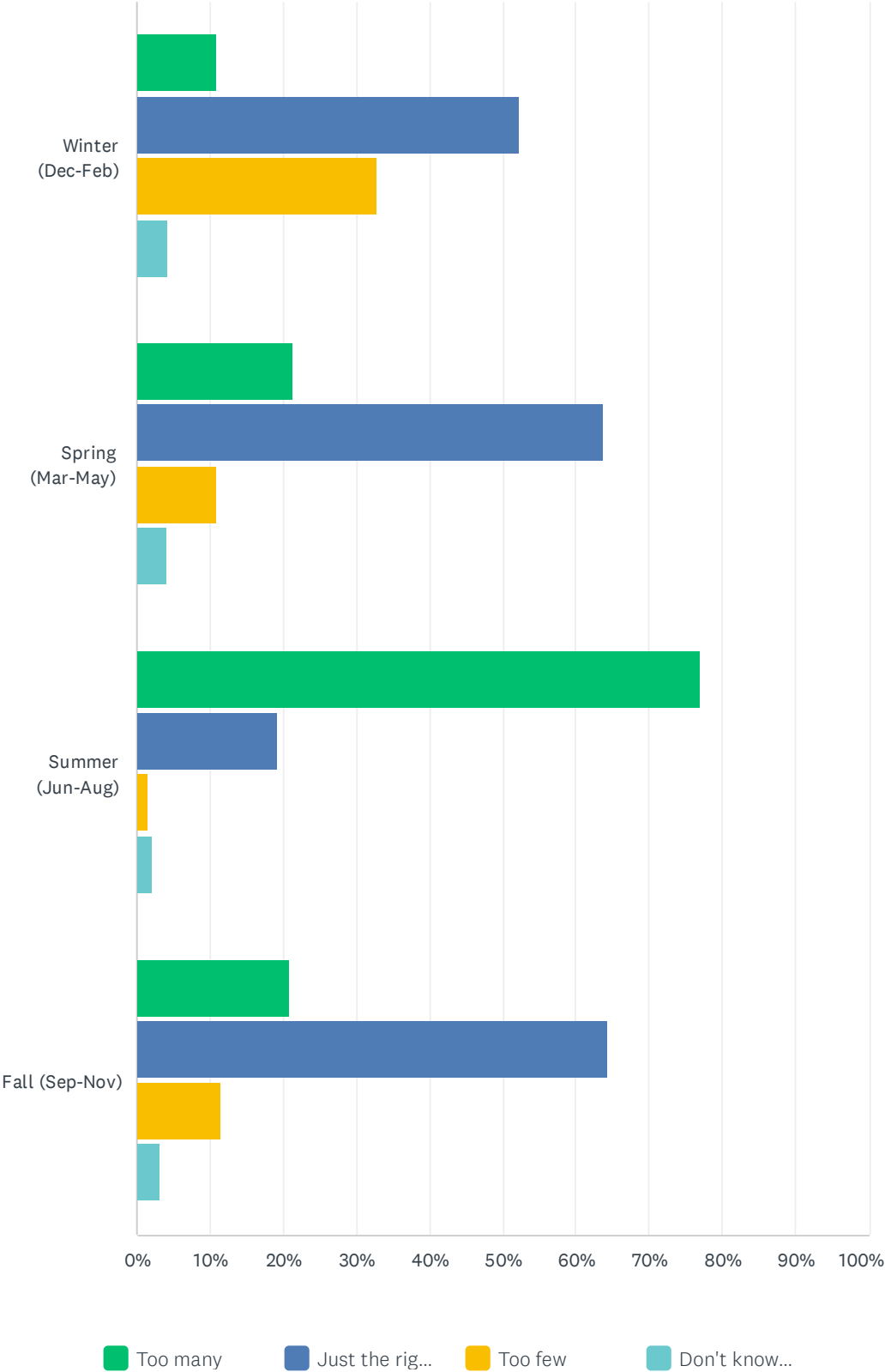
	STRONGLY AGREE	AGREE	NEITHER AGREE OR DISAGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW/NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	17.92% 81	44.91% 203	18.14% 82	12.39% 56	4.65% 21	1.99% 9	452	2.47



Q17 Do you think Tofino has too few, too many, or just the right amount of tourism throughout the year? (Please select one response per item)

Answered: 452 Skipped: 0

# Resident Perception of Tourism Survey

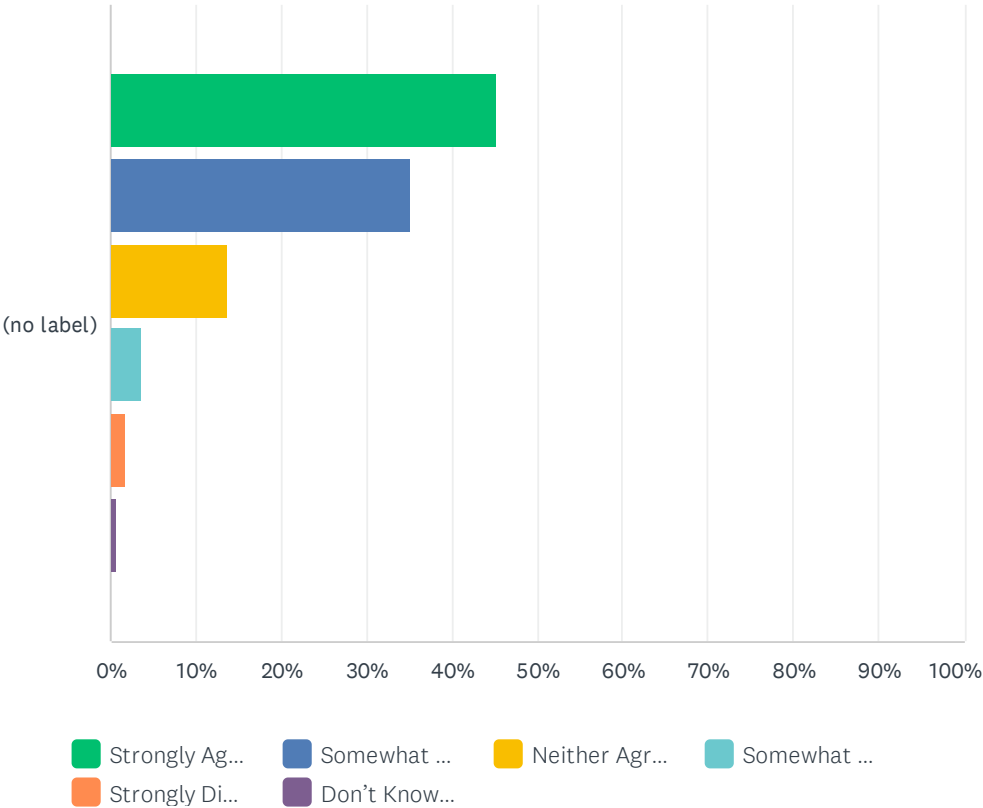


## Resident Perception of Tourism Survey

	TOO MANY	JUST THE RIGHT AMOUNT	TOO FEW	DON'T KNOW/ NOT SURE	TOTAL
Winter (Dec-Feb)	10.84% 49	52.21% 236	32.74% 148	4.20% 19	452
Spring (Mar-May)	21.38% 96	63.70% 286	10.91% 49	4.01% 18	449
Summer (Jun-Aug)	76.99% 348	19.25% 87	1.55% 7	2.21% 10	452
Fall (Sep-Nov)	20.89% 94	64.44% 290	11.56% 52	3.11% 14	450

Q18 I take pride in making visitors feel welcome in my community.

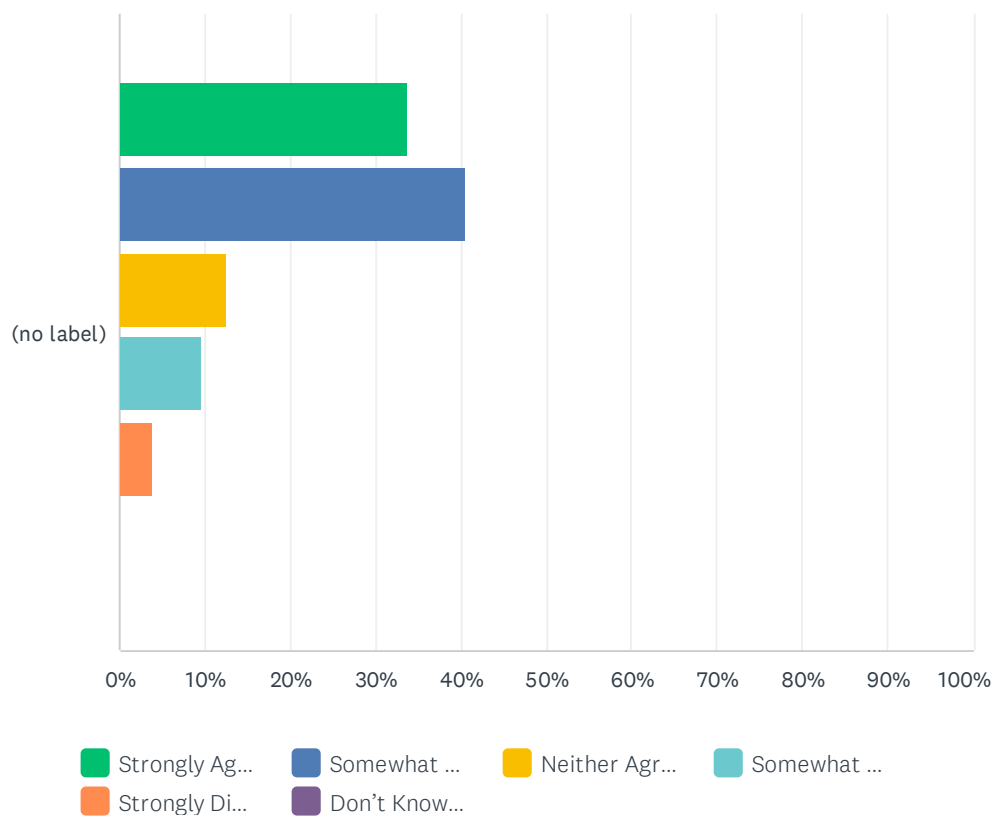
Answered: 452 Skipped: 0



	STRONGLY AGREE	SOMEWHAT AGREE	NEITHER AGREE OR DISAGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	DON'T KNOW/NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	45.13% 204	35.18% 159	13.72% 62	3.54% 16	1.77% 8	0.66% 3	452	1.84

### Q19 I feel positive about my encounters with visitors in my community.

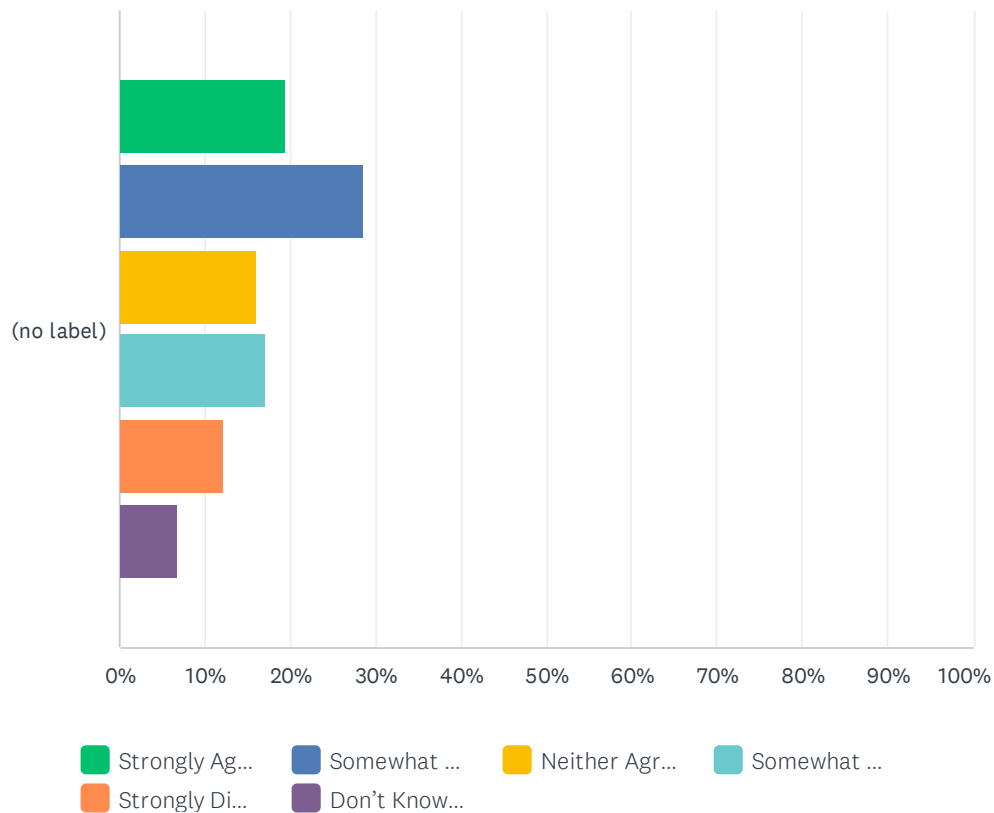
Answered: 452 Skipped: 0



	STRONGLY AGREE	SOMEWHAT AGREE	NEITHER AGREE OR DISAGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	DON'T KNOW/NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	33.63% 152	40.49% 183	12.61% 57	9.51% 43	3.76% 17	0.00% 0	452	2.09

## Q20 Residents are involved and play a role in influencing the planning and development of tourism in my community.

Answered: 452 Skipped: 0



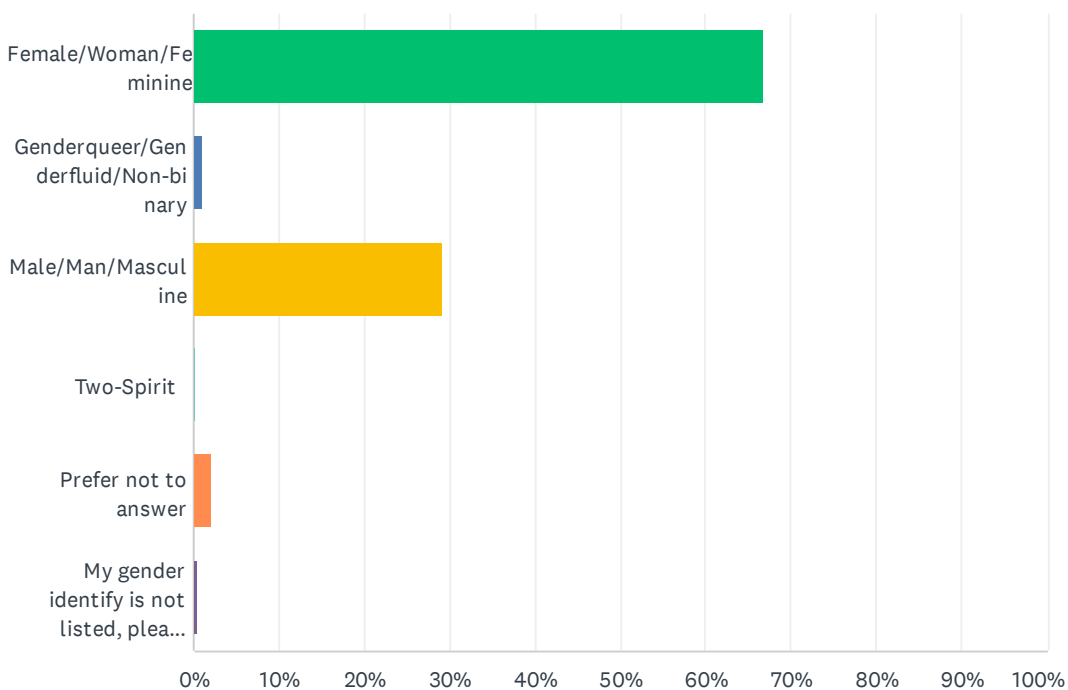
	STRONGLY AGREE	SOMEWHAT AGREE	NEITHER AGREE OR DISAGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	DON'T KNOW/NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	19.47% 88	28.54% 129	15.93% 72	17.04% 77	12.17% 55	6.86% 31	452	2.94

**Q21 Please share any additional comments or thoughts you have about the impact of tourism on our community.**

Answered: 154 Skipped: 298

## Q22 Do you identify as... (Please select one)

Answered: 452 Skipped: 0

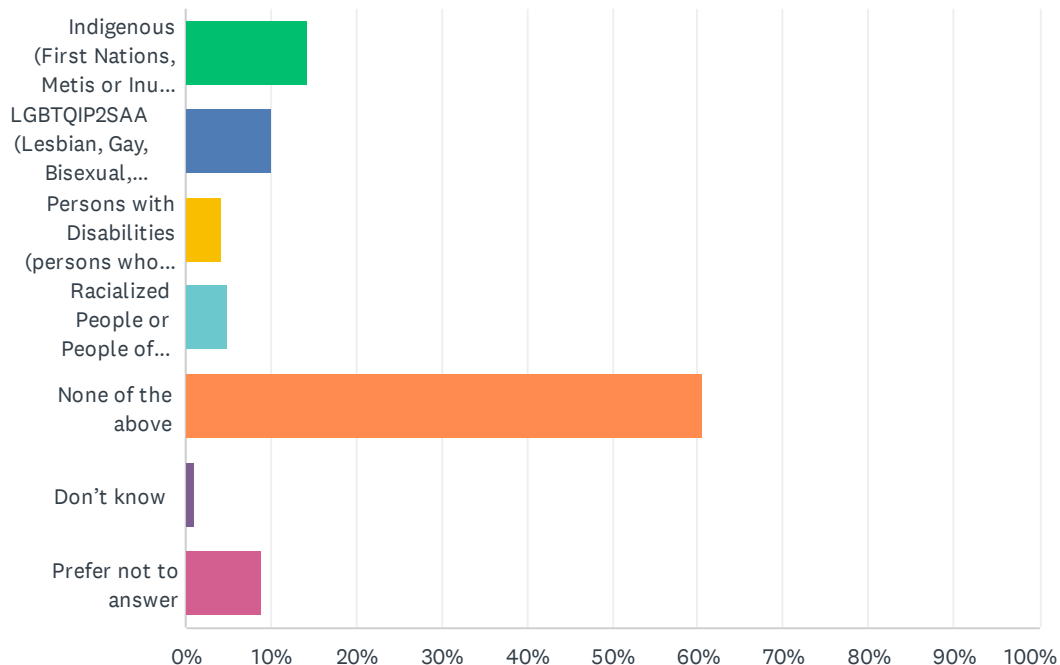


ANSWER CHOICES	RESPONSES	
Female/Woman/Feminine	66.81%	302
Genderqueer/Genderfluid/Non-binary	1.11%	5
Male/Man/Masculine	29.20%	132
Two-Spirit	0.22%	1
Prefer not to answer	2.21%	10
My gender identify is not listed, please specify ____	0.44%	2
<b>TOTAL</b>		<b>452</b>



## Q23 Do you identify yourself to be a member of any of the following groups?(Please select all that apply)

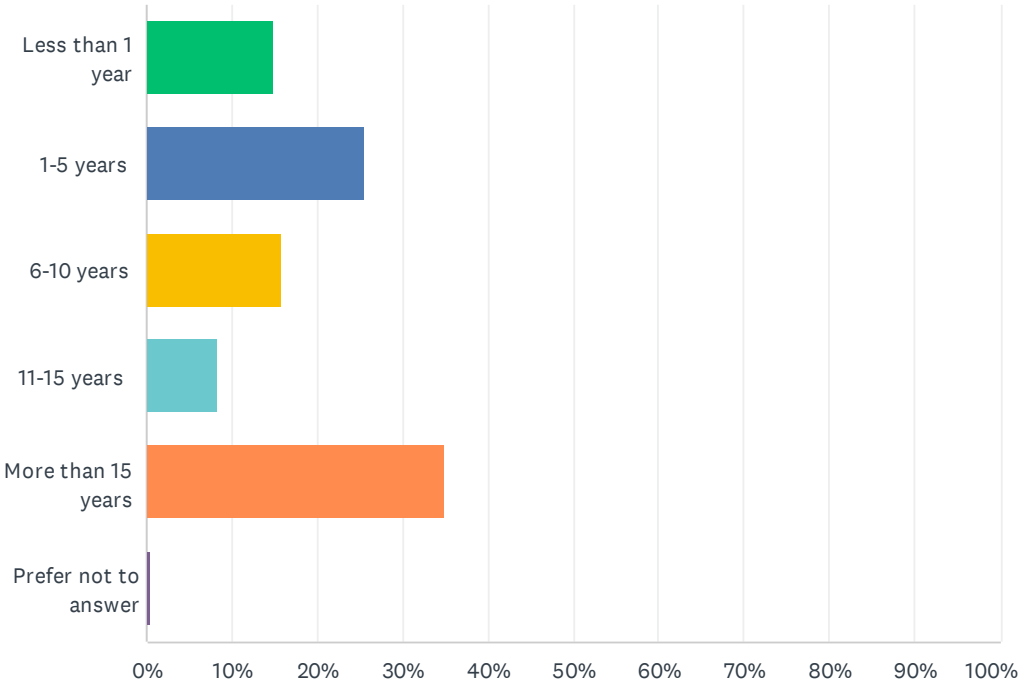
Answered: 452 Skipped: 0



ANSWER CHOICES	RESPONSES	
Indigenous (First Nations, Metis or Inuit, including those with or without treaty status)	14.38%	65
LGBTQIP2SAA (Lesbian, Gay, Bisexual, Transgender, Questioning, Queer, Intersex, Pansexual, Two-Spirit, Androgynous and Asexual and the countless affirmative ways in which people choose to self-identify)	9.96%	45
Persons with Disabilities (persons who have a long-term or recurring physical, mental, sensory, psychiatric or learning impairment)	4.20%	19
Racialized People or People of Colour (non-Caucasian in race or nonwhite in colour, other than Indigenous people)	4.87%	22
None of the above	60.62%	274
Don't know	1.11%	5
Prefer not to answer	8.85%	40
Total Respondents: 452		

### Q24 How long have you lived in Tofino or the surrounding area?

Answered: 452 Skipped: 0



ANSWER CHOICES	RESPONSES	
Less than 1 year	14.82%	67
1-5 years	25.66%	116
6-10 years	15.71%	71
11-15 years	8.41%	38
More than 15 years	34.96%	158
Prefer not to answer	0.44%	2
<b>TOTAL</b>		<b>452</b>

**Q25 Are you interested in participating in upcoming focus groups and engagement activities related to tourism in our community? If so, please enter your email address below.**

Answered: 124 Skipped: 328

ANSWER CHOICES	RESPONSES	
Email address	100.00%	124

**Q26 Would you like to sign up for Tourism Tofino's Community Tourism Newsletter? If so please enter your email below.**

Answered: 96 Skipped: 356

ANSWER CHOICES	RESPONSES	
Email address	100.00%	96

Q27 Thank you for participating in our survey. If you are interested, please provide your name, email address and phone number to enter to win a \$500 gift certificate to the Tofino Co-Op. Any personal information entered below will not be stored.

Answered: 412 Skipped: 40

ANSWER CHOICES	RESPONSES	
Name	99.76%	411
Company	0.00%	0
Address	0.00%	0
Address 2	0.00%	0
City/Town	0.00%	0
State/Province	0.00%	0
ZIP/Postal Code	0.00%	0
Country	0.00%	0
Email Address	99.03%	408
Phone Number	94.42%	389