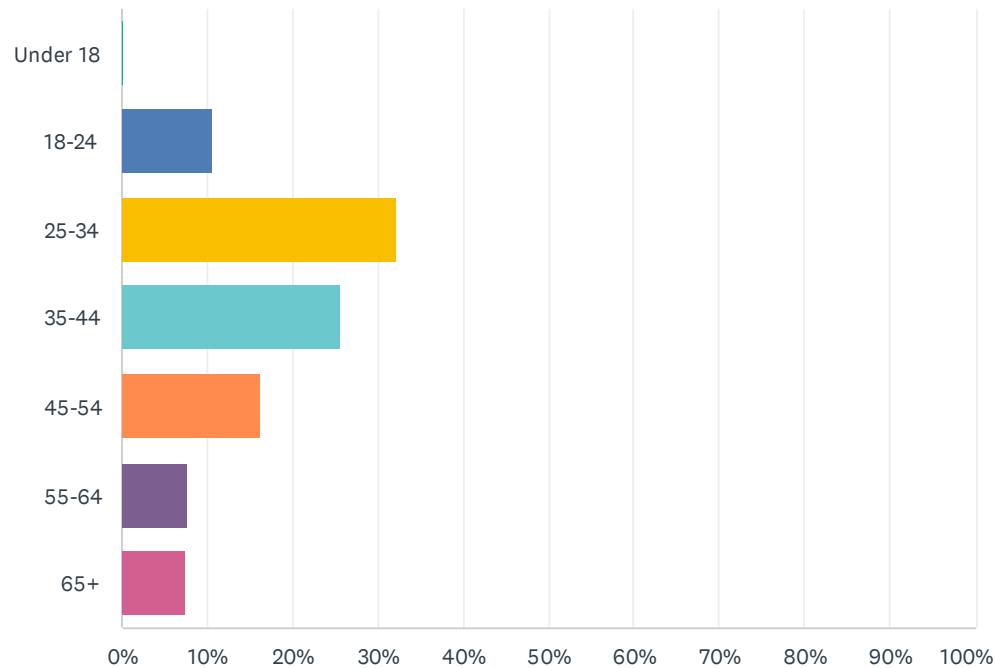


Q1 What is your age group? (Please select one)

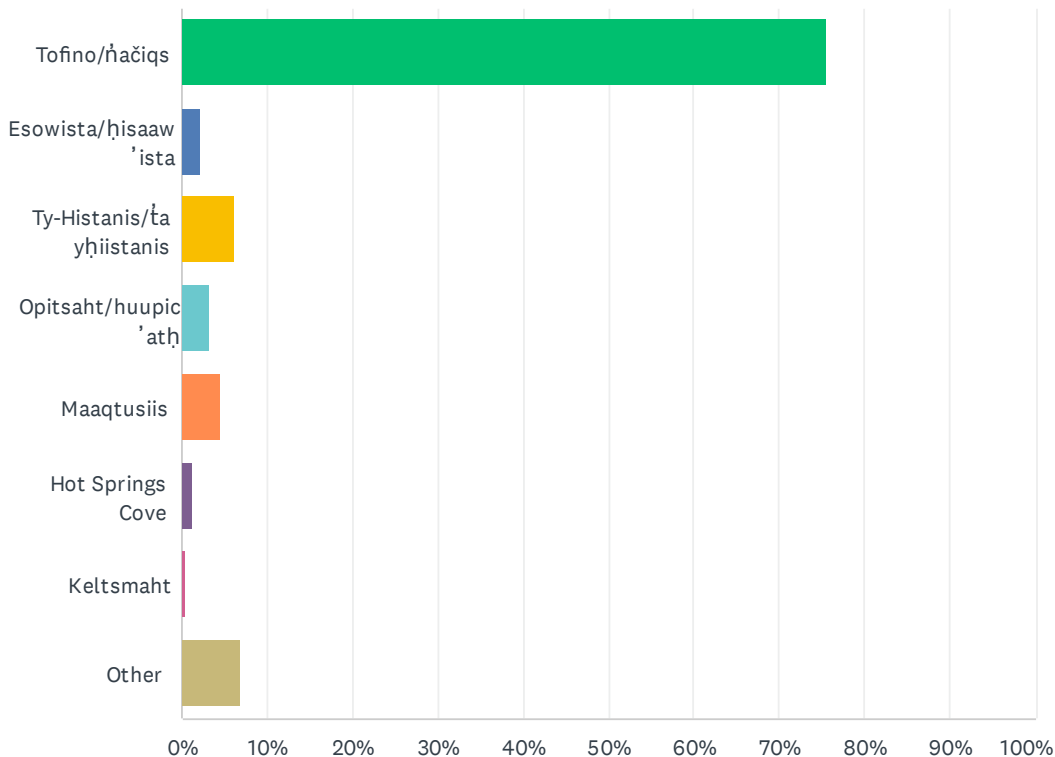
Answered: 469 Skipped: 0



ANSWER CHOICES	RESPONSES	
Under 18	0.21%	1
18-24	10.66%	50
25-34	32.20%	151
35-44	25.59%	120
45-54	16.20%	76
55-64	7.68%	36
65+	7.46%	35
TOTAL		469

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

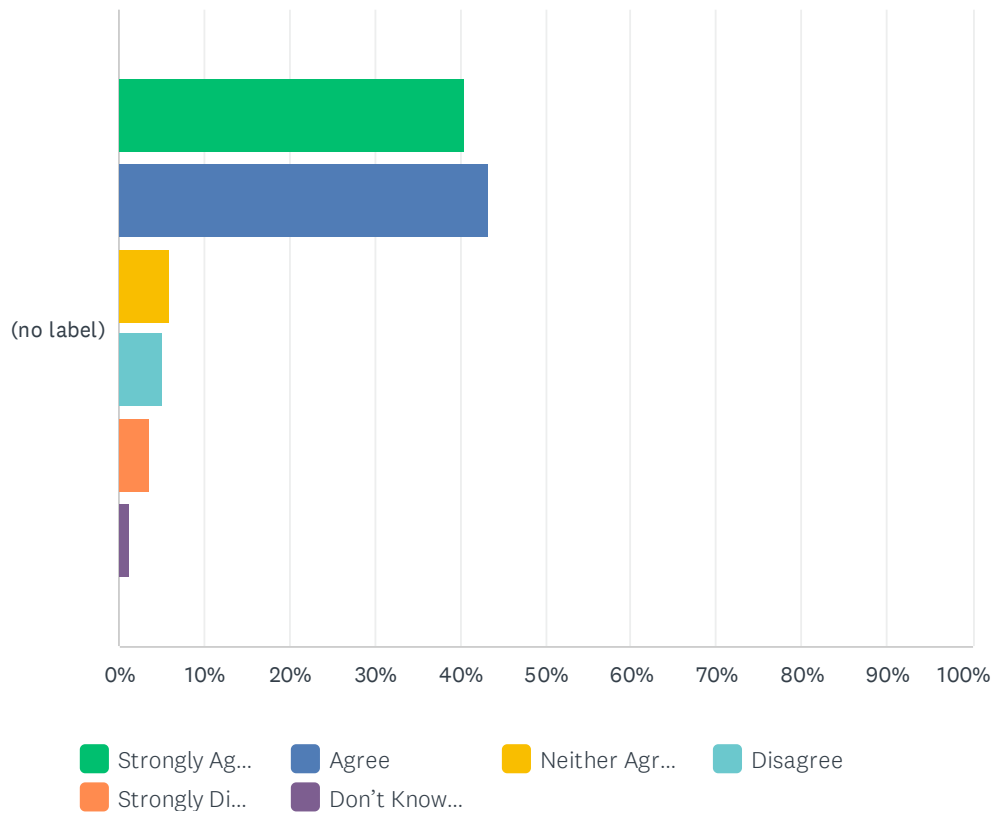
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ANSWER CHOICES	RESPONSES	
Tofino/ḥačiqs	75.48%	354
Esowista/ḥisaaw'ista	2.13%	10
Ty-Histanis/ṭayḥiistanis	6.18%	29
Opitsaht/ḥuupičaḥ	3.20%	15
Maaqtusiis	4.48%	21
Hot Springs Cove	1.28%	6
Keltsmaht	0.43%	2
Other	6.82%	32
TOTAL		469

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

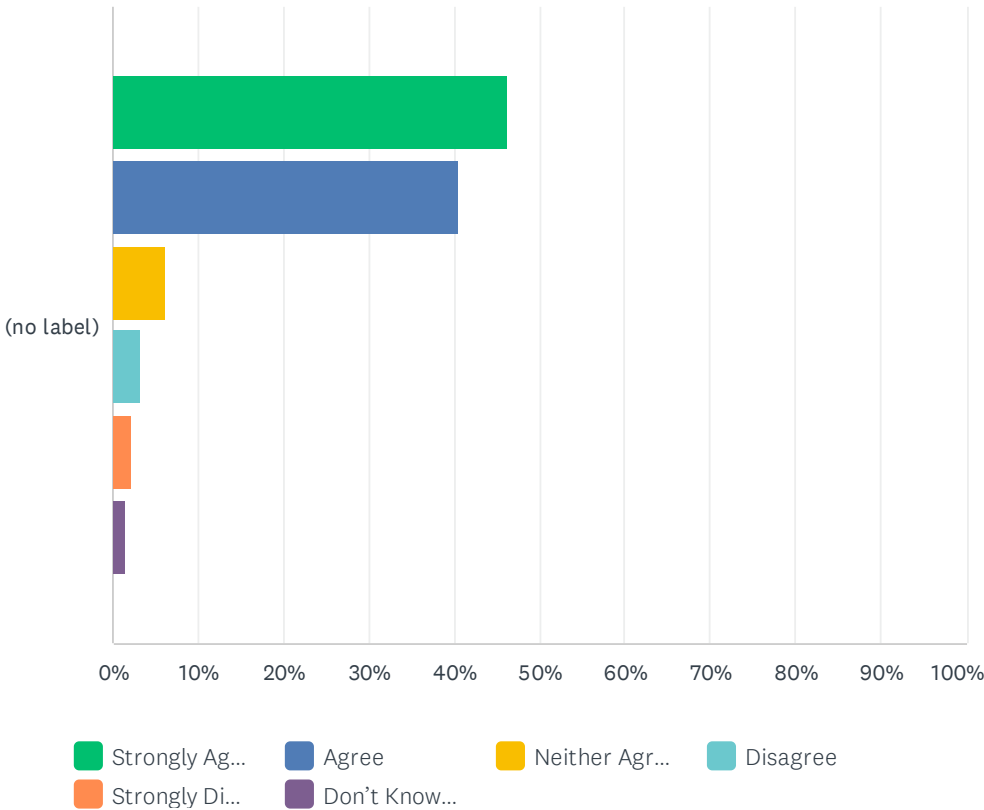
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	STRONGLY AGREE	AGREE	NEITHER AGREE OR DISAGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW/NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	40.59% 164	43.32% 175	5.94% 24	5.20% 21	3.71% 15	1.24% 5	404	1.92

Q4 The tourism industry supports local businesses in my community.

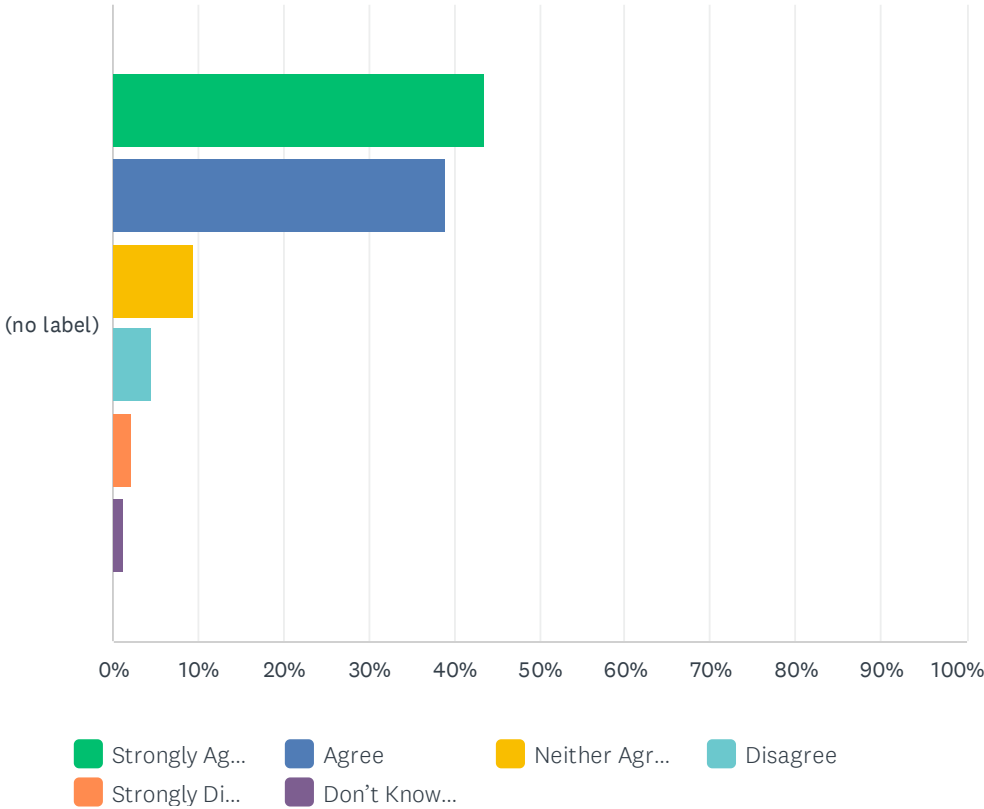
Answered: 404 Skipped: 65



	STRONGLY AGREE	AGREE	NEITHER AGREE OR DISAGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW/NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	46.29% 187	40.59% 164	6.19% 25	3.22% 13	2.23% 9	1.49% 6	404	1.79

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

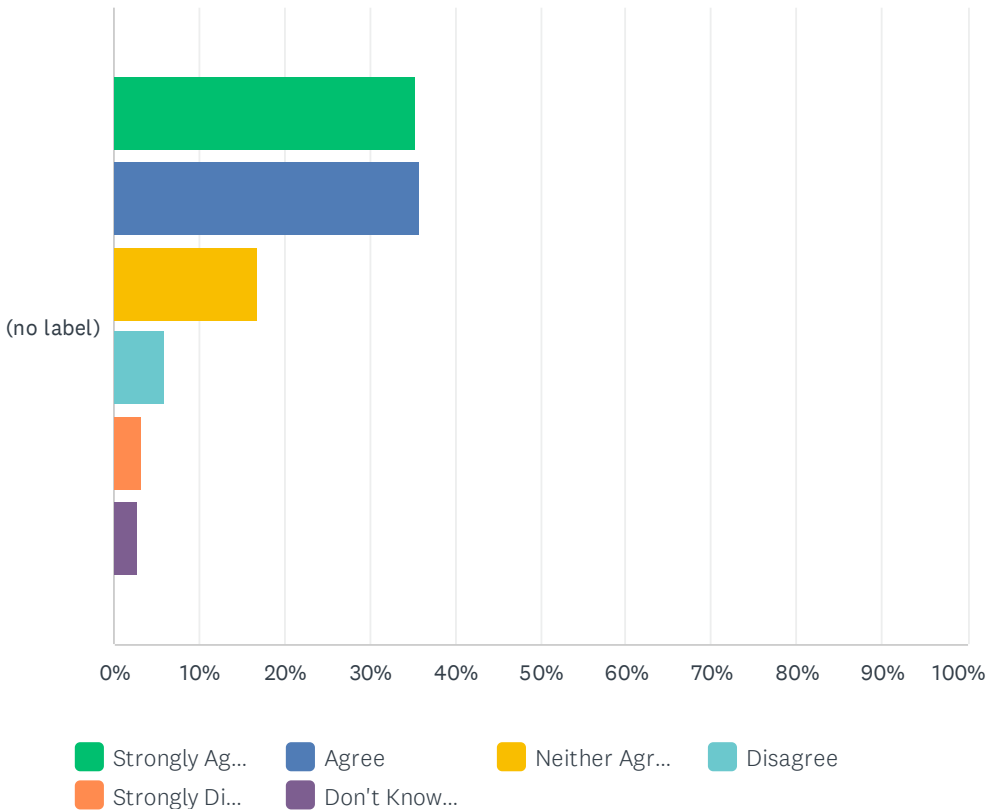
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	STRONGLY AGREE	AGREE	NEITHER AGREE OR DISAGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW/NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	43.56% 176	39.11% 158	9.41% 38	4.46% 18	2.23% 9	1.24% 5	404	1.86

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

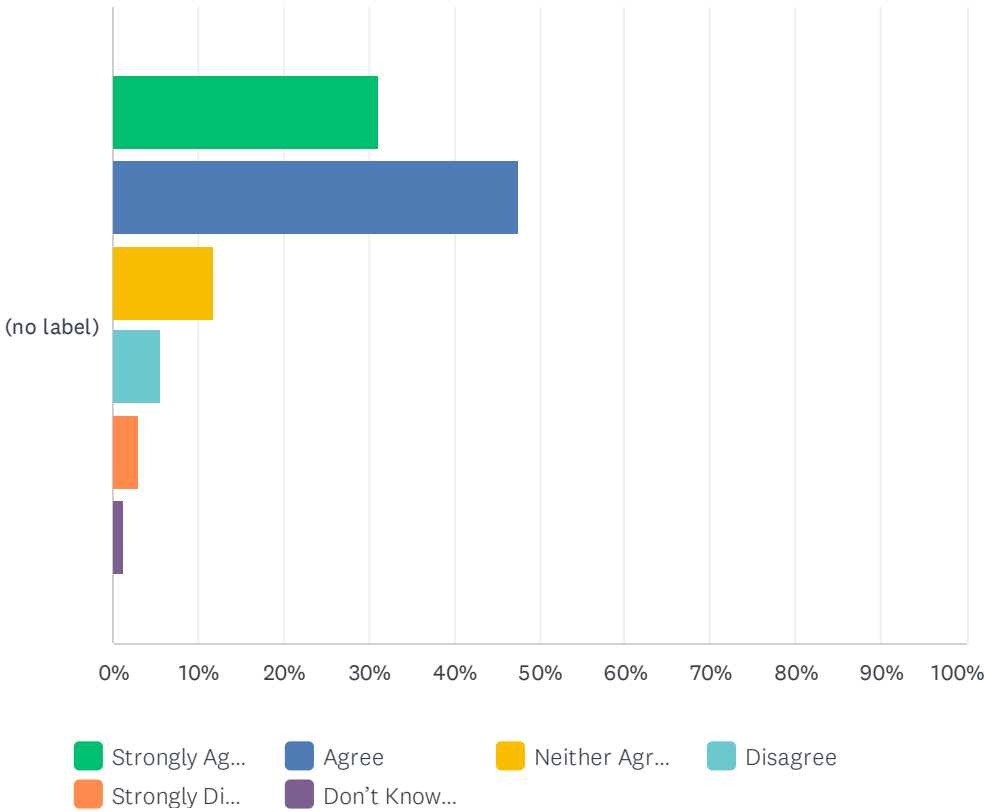
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	STRONGLY AGREE	AGREE	NEITHER AGREE OR DISAGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW/NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	35.40% 143	35.89% 145	16.83% 68	5.94% 24	3.22% 13	2.72% 11	404	2.14

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

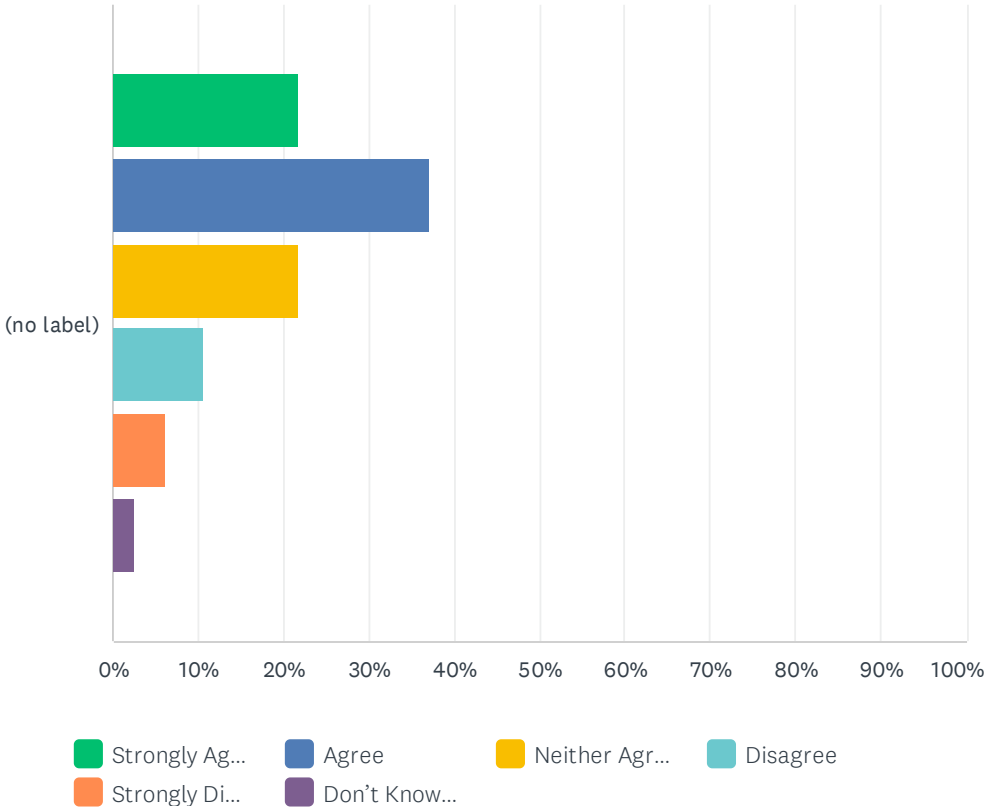
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	STRONGLY AGREE	AGREE	NEITHER AGREE OR DISAGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW/NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	31.19% 126	47.52% 192	11.63% 47	5.45% 22	2.97% 12	1.24% 5	404	2.05

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

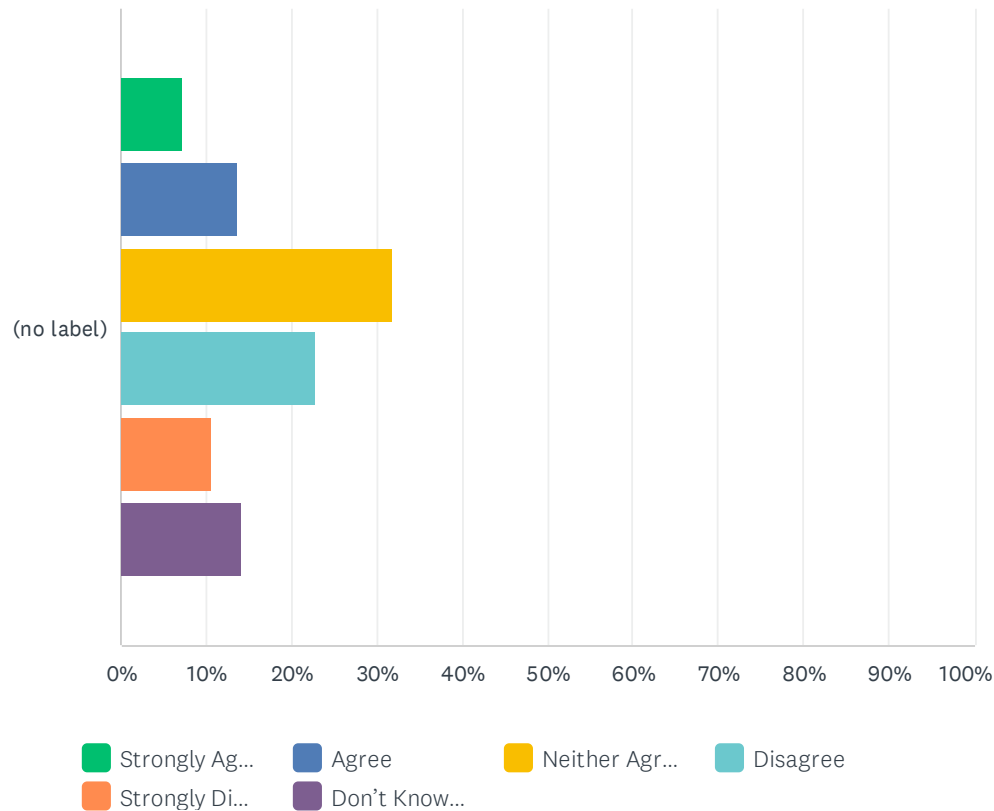
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	STRONGLY AGREE	AGREE	NEITHER AGREE OR DISAGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW/NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	21.78% 88	37.13% 150	21.78% 88	10.64% 43	6.19% 25	2.48% 10	404	2.50

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

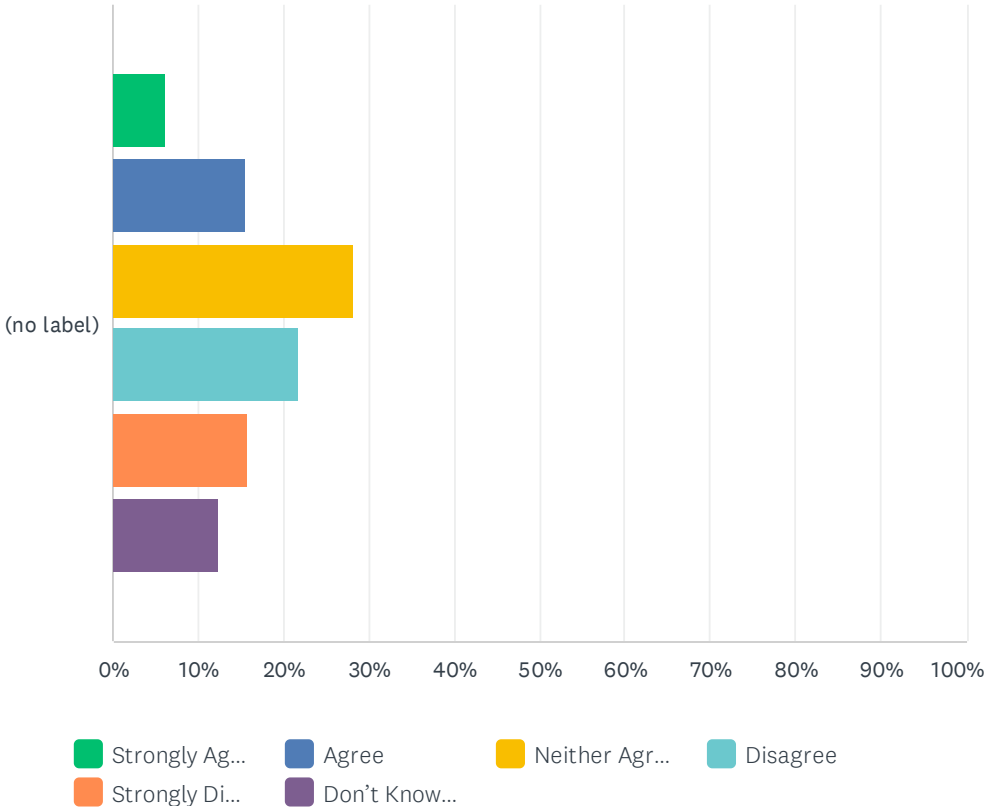
Answered: 404 Skipped: 65



	STRONGLY AGREE	AGREE	NEITHER AGREE OR DISAGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW/NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	7.18% 29	13.61% 55	31.68% 128	22.77% 92	10.64% 43	14.11% 57	404	3.58

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

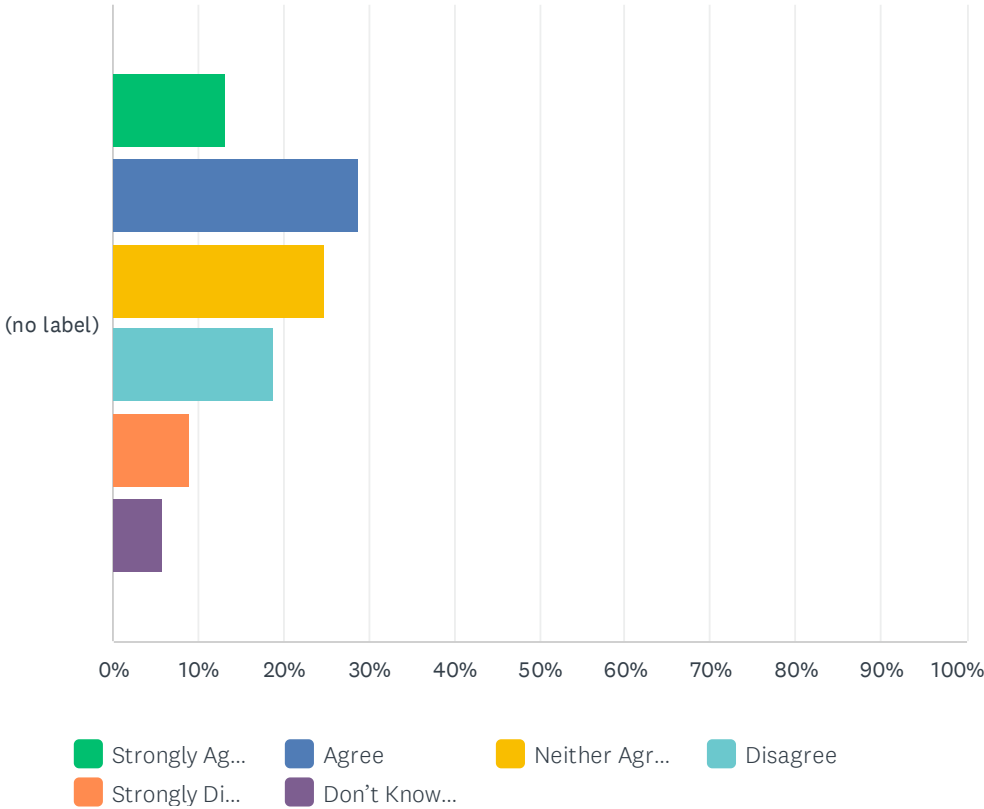
Answered: 404 Skipped: 65



	STRONGLY AGREE	AGREE	NEITHER AGREE OR DISAGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW/NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	6.19% 25	15.59% 63	28.22% 114	21.78% 88	15.84% 64	12.38% 50	404	3.63

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

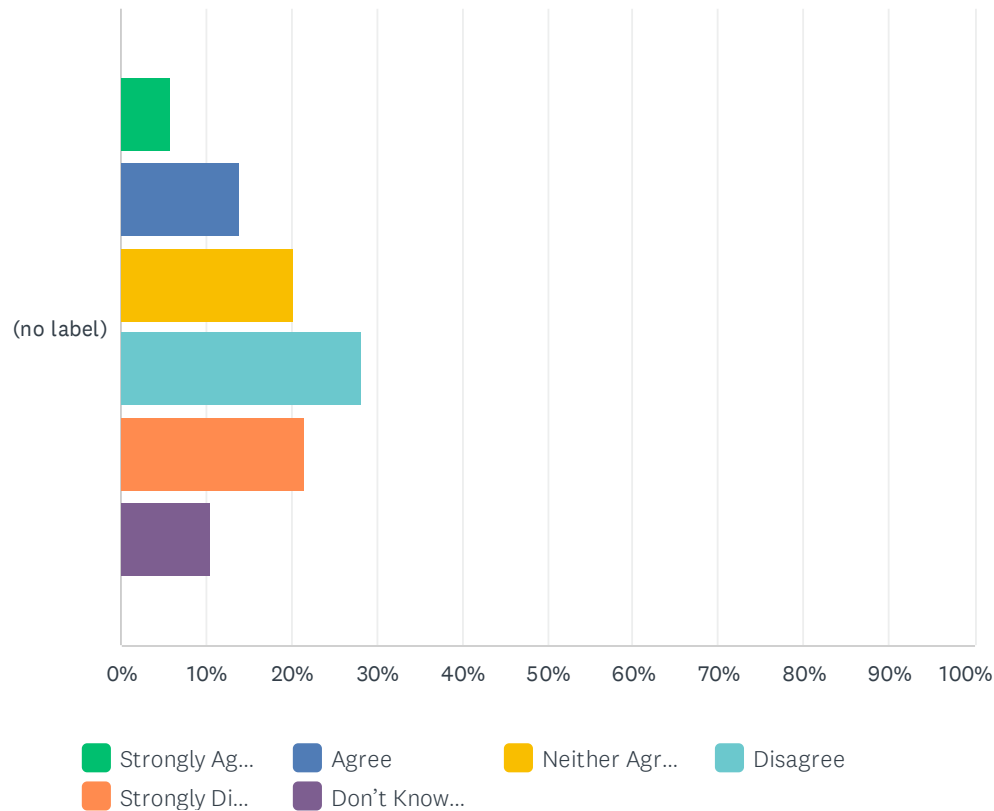
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	STRONGLY AGREE	AGREE	NEITHER AGREE OR DISAGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW/NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	13.12% 53	28.71% 116	24.75% 100	18.81% 76	8.91% 36	5.69% 23	404	2.99

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

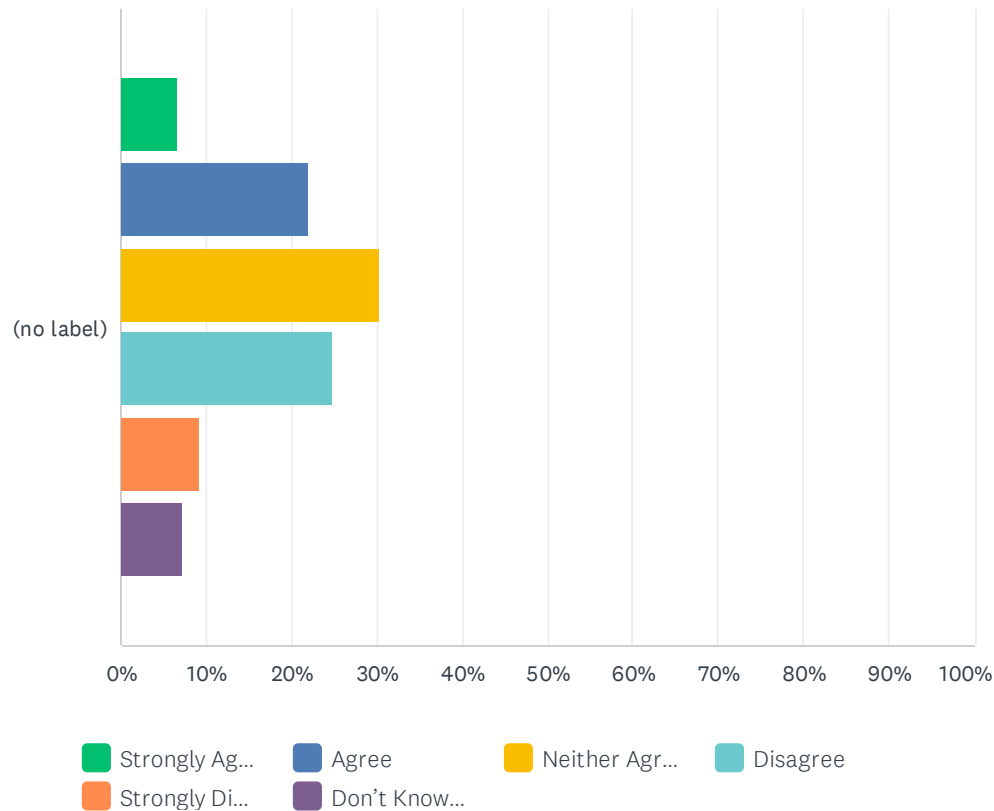
Answered: 404 Skipped: 65



	STRONGLY AGREE	AGREE	NEITHER AGREE OR DISAGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW/NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	5.69% 23	13.86% 56	20.30% 82	28.22% 114	21.53% 87	10.40% 42	404	3.77

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

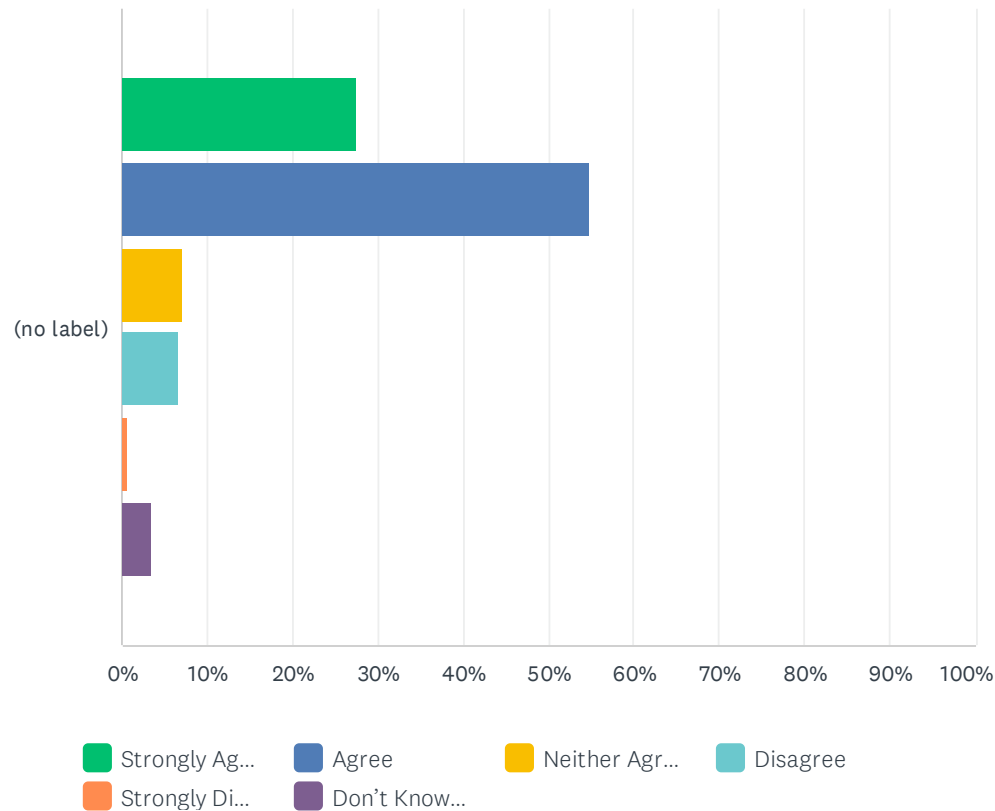
Answered: 404 Skipped: 65



	STRONGLY AGREE	AGREE	NEITHER AGREE OR DISAGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW/NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	6.68% 27	22.03% 89	30.20% 122	24.75% 100	9.16% 37	7.18% 29	404	3.29

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

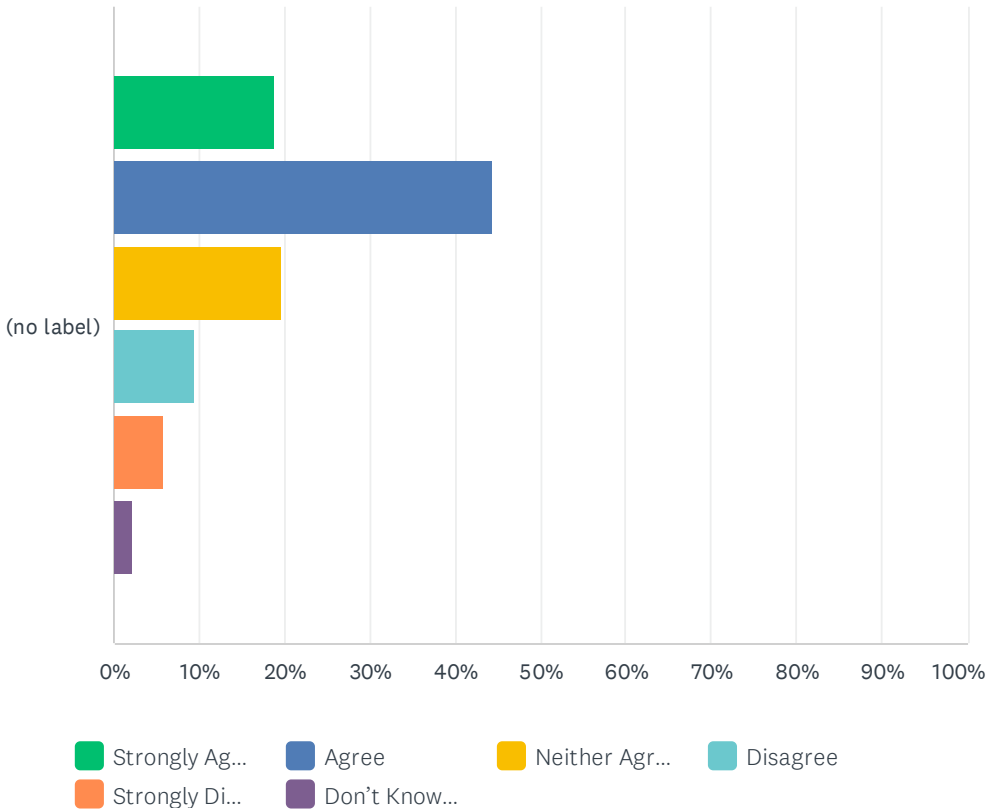
Answered: 404 Skipped: 65



	STRONGLY AGREE	AGREE	NEITHER AGREE OR DISAGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW/NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	27.48% 111	54.70% 221	6.93% 28	6.68% 27	0.74% 3	3.47% 14	404	2.09

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

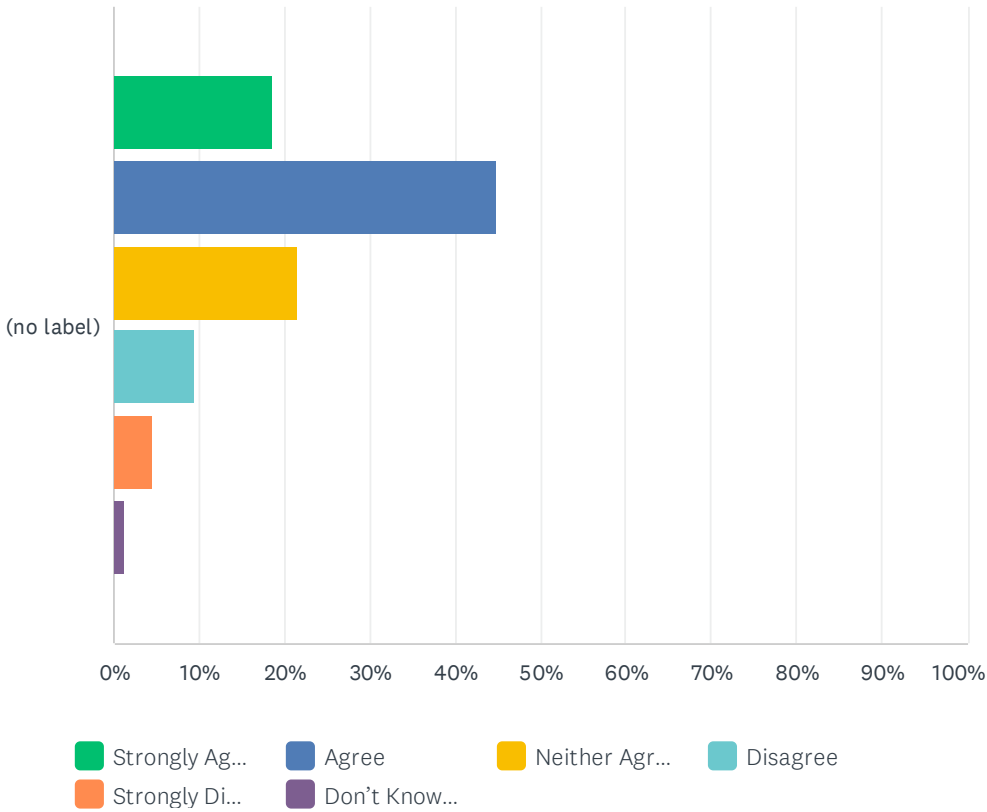
Answered: 404 Skipped: 65



	STRONGLY AGREE	AGREE	NEITHER AGREE OR DISAGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW/NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	18.81% 76	44.31% 179	19.55% 79	9.41% 38	5.69% 23	2.23% 9	404	2.46

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

Answered: 404 Skipped: 65

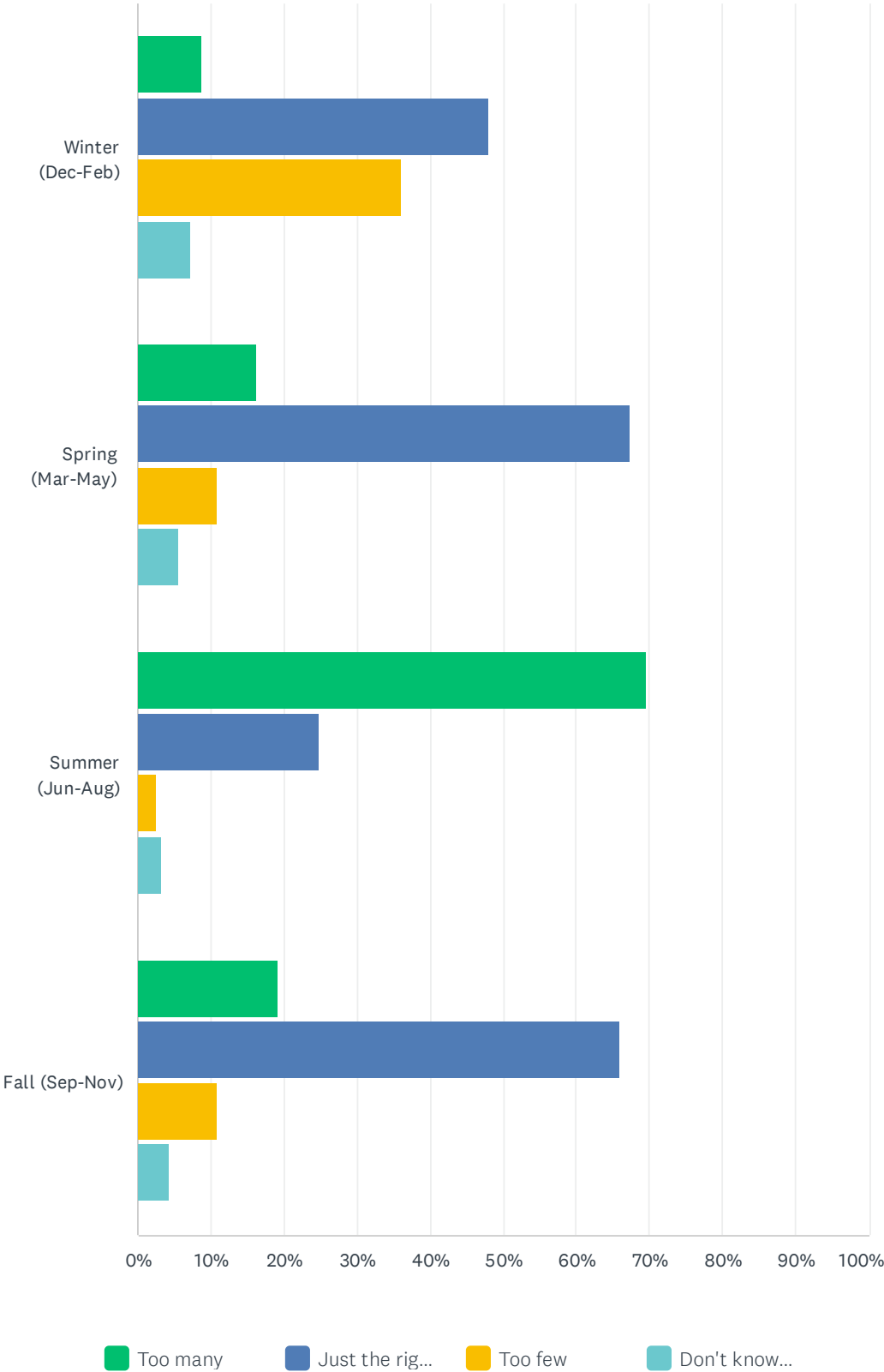


	STRONGLY AGREE	AGREE	NEITHER AGREE OR DISAGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW/NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	18.56% 75	44.80% 181	21.53% 87	9.41% 38	4.46% 18	1.24% 5	404	2.40

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: 399 Skipped: 70

2025 Resident Perception of Tourism Survey

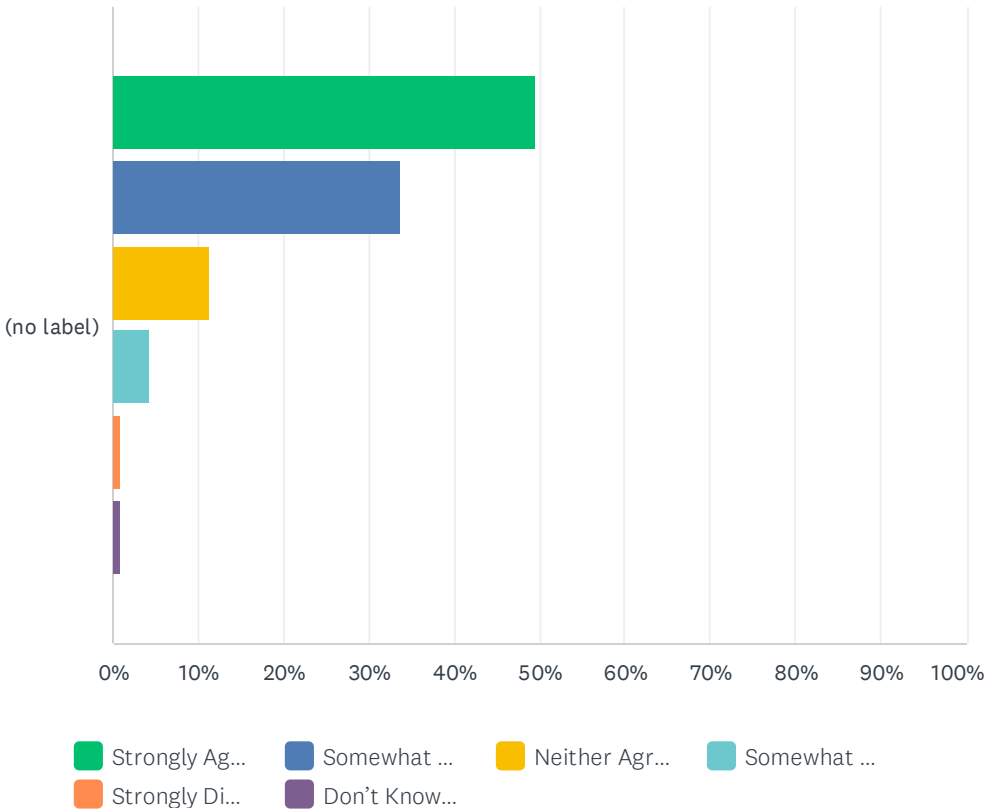


2025 Resident Perception of Tourism Survey

	TOO MANY	JUST THE RIGHT AMOUNT	TOO FEW	DON'T KNOW/ NOT SURE	TOTAL
Winter (Dec-Feb)	8.77% 35	47.87% 191	36.09% 144	7.27% 29	399
Spring (Mar-May)	16.16% 64	67.42% 267	10.86% 43	5.56% 22	396
Summer (Jun-Aug)	69.42% 277	24.81% 99	2.51% 10	3.26% 13	399
Fall (Sep-Nov)	19.10% 76	65.83% 262	10.80% 43	4.27% 17	398

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

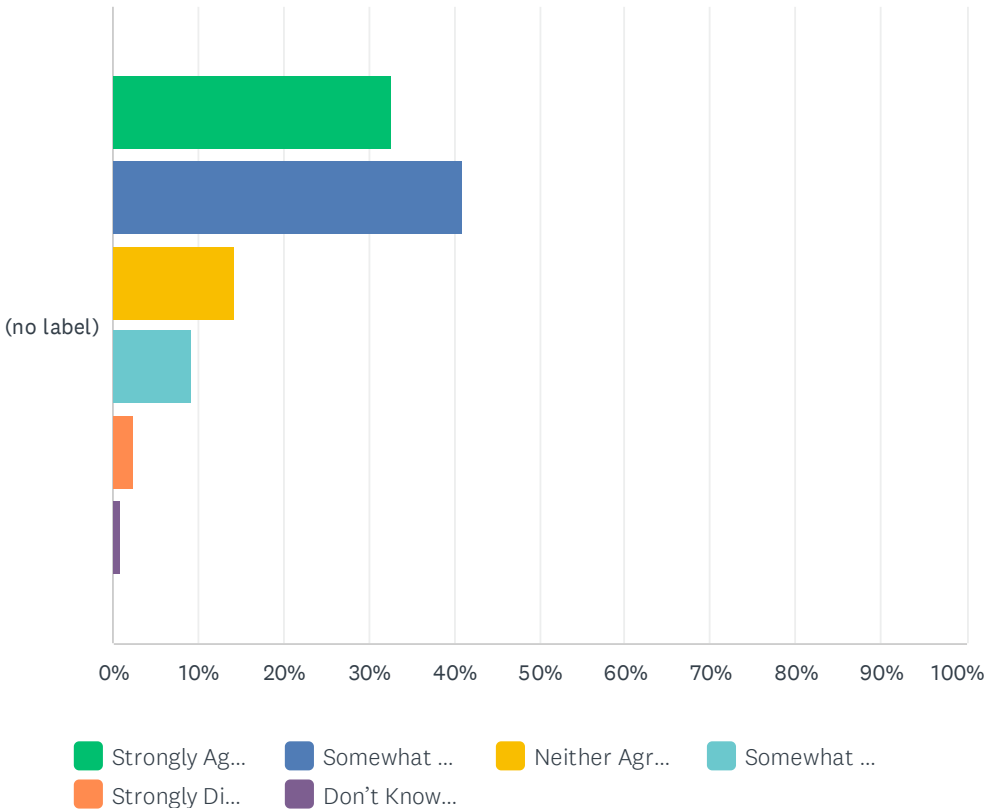
Answered: 384 Skipped: 85



	STRONGLY AGREE	SOMEWHAT AGREE	NEITHER AGREE OR DISAGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	DON'T KNOW/NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	49.48% 190	33.59% 129	11.20% 43	4.17% 16	0.78% 3	0.78% 3	384	1.76

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

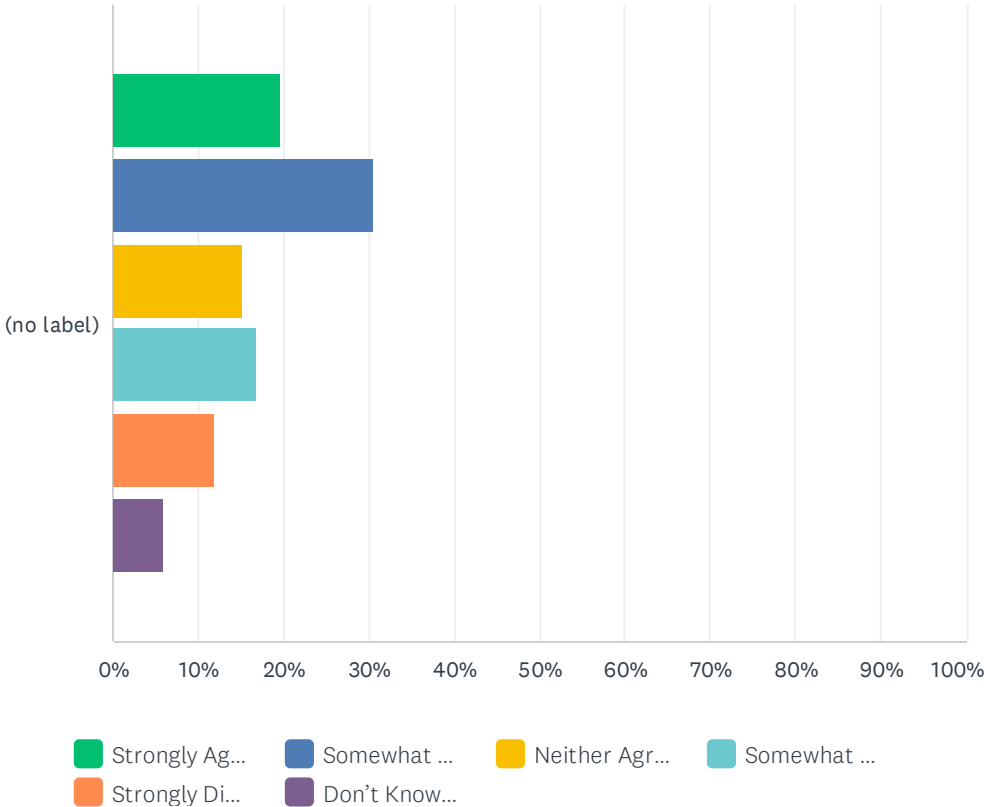
Answered: 384 Skipped: 85



	STRONGLY AGREE	SOMEWHAT AGREE	NEITHER AGREE OR DISAGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	DON'T KNOW/NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	32.55% 125	40.89% 157	14.32% 55	9.11% 35	2.34% 9	0.78% 3	384	2.10

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

Answered: 384 Skipped: 85



	STRONGLY AGREE	SOMEWHAT AGREE	NEITHER AGREE OR DISAGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	DON'T KNOW/NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	19.53% 75	30.47% 117	15.10% 58	16.93% 65	11.98% 46	5.99% 23	384	2.89

Q21 What are the top three ways tourism benefits your community?

Answered: 305 Skipped: 164

ANSWER CHOICES	RESPONSES	
1.	100.00%	305
2.	91.15%	278
3.	78.36%	239

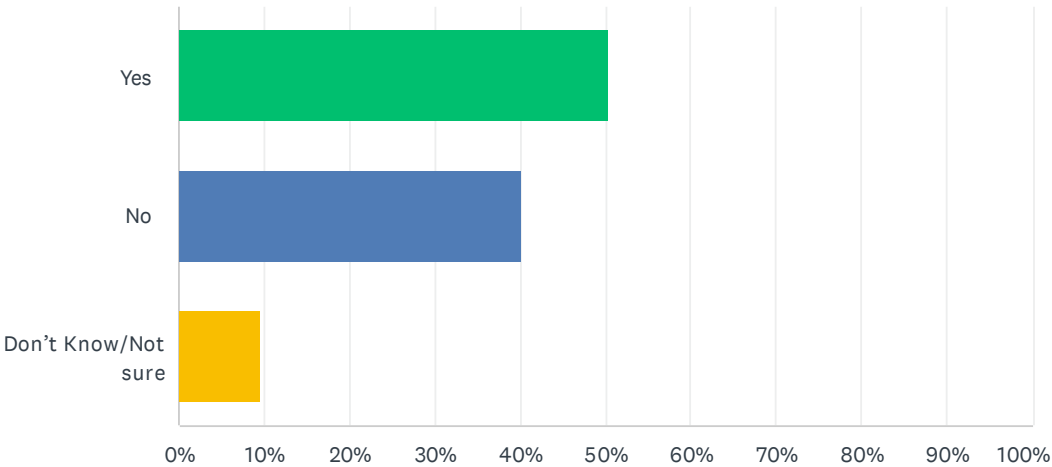
Q22 What are the top three challenges caused by tourism in your community?

Answered: 320 Skipped: 149

ANSWER CHOICES	RESPONSES	
1.	100.00%	320
2.	95.31%	305
3.	88.75%	284

Q23 Prior to this survey, were you aware of the Municipal & Regional District Tax (MRDT)?

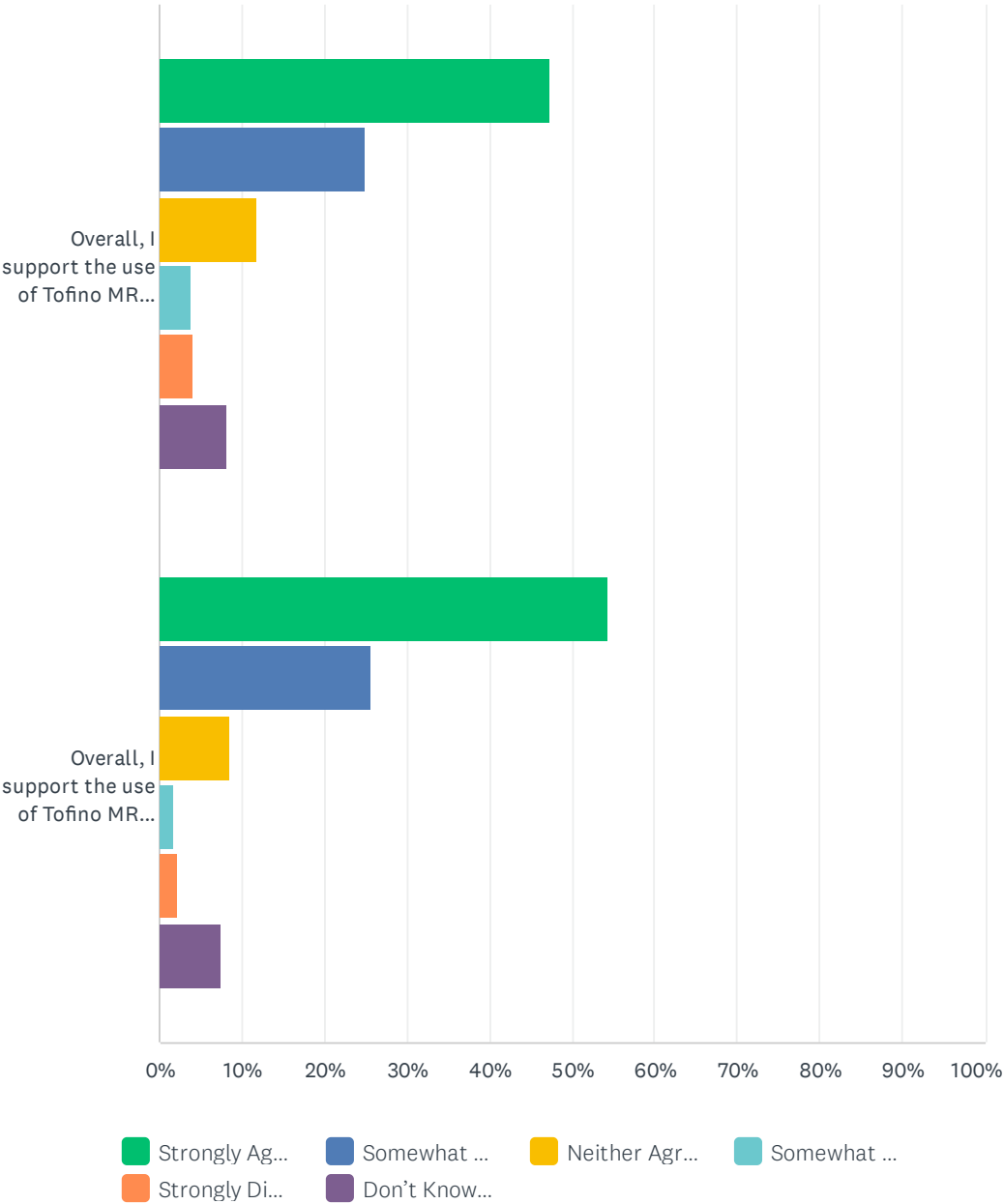
Answered: 372 Skipped: 97



ANSWER CHOICES		RESPONSES	
Yes		50.27%	187
No		40.05%	149
Don't Know/Not sure		9.68%	36
TOTAL			372

Q24 How much do you agree with the following statements about the use of Tofino MRDT funds for these other initiatives.

Answered: 372 Skipped: 97

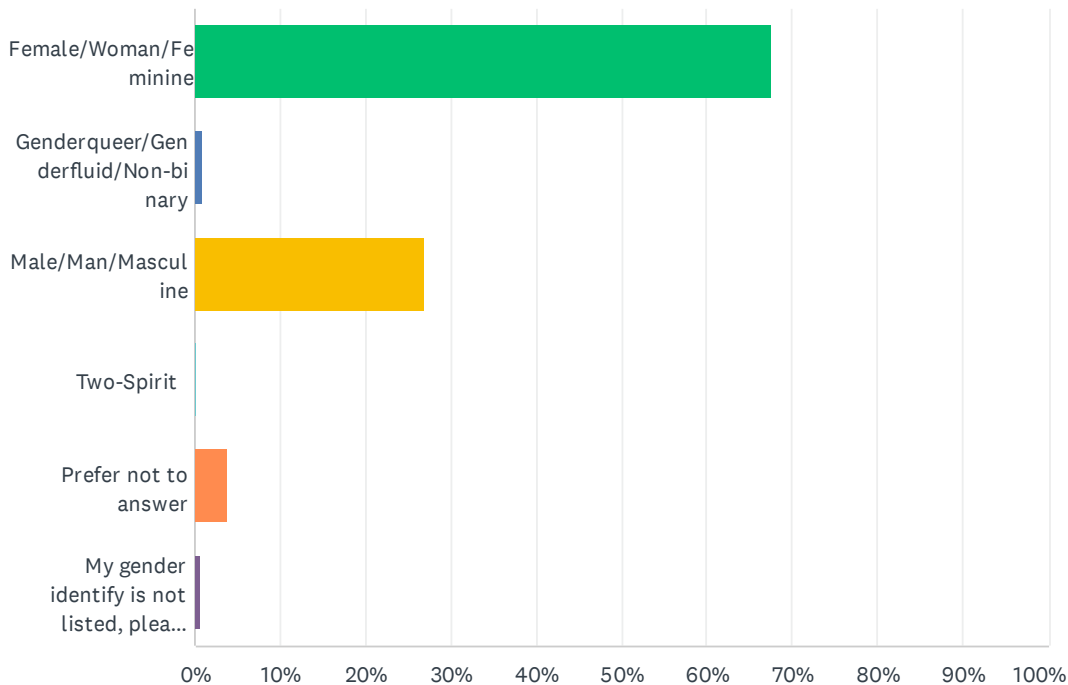


2025 Resident Perception of Tourism Survey

	STRONGLY AGREE	SOMEWHAT AGREE	NEITHER AGREE OR DISAGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	DON'T KNOW/NOT SURE	TOTAL	WEIGHTED AVERAGE
Overall, I support the use of Tofino MRDT revenues for affordable housing initiatives.	47.31% 176	25.00% 93	11.83% 44	3.76% 14	4.03% 15	8.06% 30	372	2.16
Overall, I support the use of Tofino MRDT revenues for the wastewater treatment plant.	54.45% 202	25.61% 95	8.63% 32	1.62% 6	2.16% 8	7.55% 28	371	1.94

Q25 Do you identify as... (Please select one)

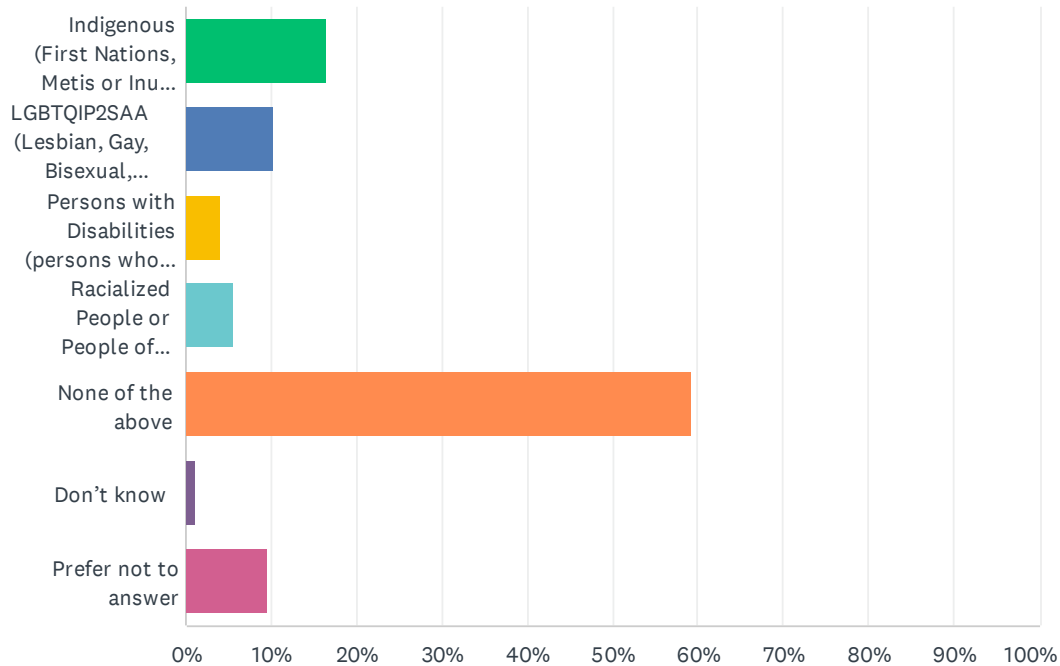
Answered: 364 Skipped: 105



ANSWER CHOICES	RESPONSES	
Female/Woman/Feminine	67.58%	246
Genderqueer/Genderfluid/Non-binary	0.82%	3
Male/Man/Masculine	26.92%	98
Two-Spirit	0.27%	1
Prefer not to answer	3.85%	14
My gender identify is not listed, please specify _____	0.55%	2
TOTAL		364

Q26 Do you identify yourself to be a member of any of the following groups?(Please select all that apply)

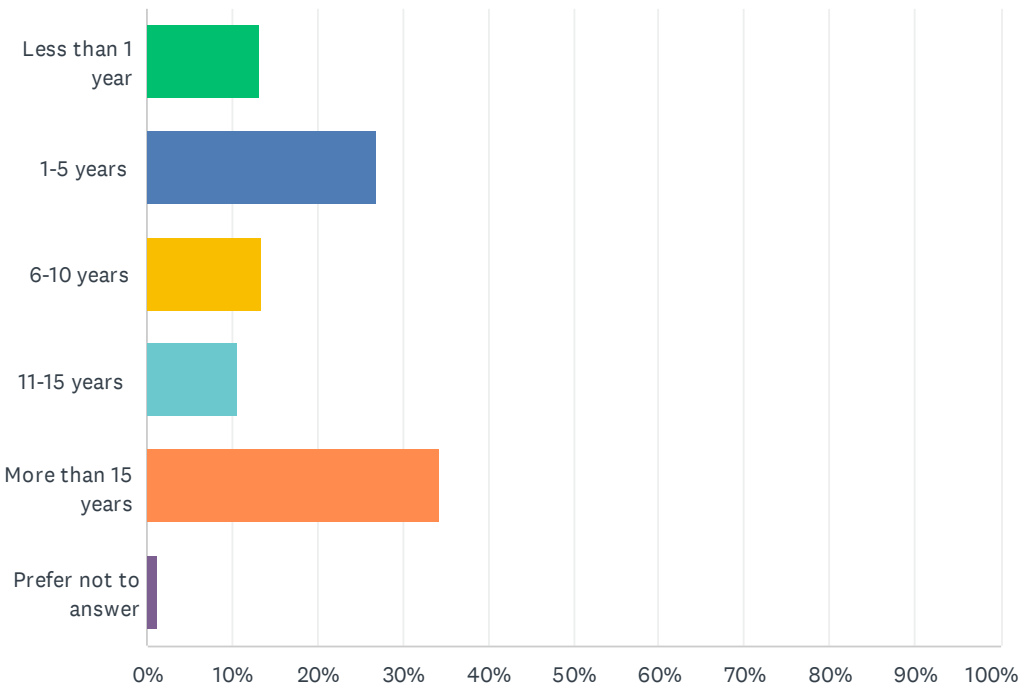
Answered: 364 Skipped: 105



ANSWER CHOICES	RESPONSES	
Indigenous (First Nations, Metis or Inuit, including those with or without treaty status)	16.48%	60
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)	10.16%	37
Persons with Disabilities (persons who have a long-term or recurring physical, mental, sensory, psychiatric or learning impairment)	4.12%	15
Racialized People or People of Colour (non-Caucasian in race or nonwhite in colour, other than Indigenous people)	5.49%	20
None of the above	59.34%	216
Don't know	1.10%	4
Prefer not to answer	9.62%	35
Total Respondents: 364		

Q27 How long have you lived in Tofino or the surrounding area?

Answered: 364 Skipped: 105



ANSWER CHOICES	RESPONSES	
Less than 1 year	13.19%	48
1-5 years	26.92%	98
6-10 years	13.46%	49
11-15 years	10.71%	39
More than 15 years	34.34%	125
Prefer not to answer	1.37%	5
TOTAL		364