

**Table 1A. Overall Opinion About Current Nature of Tourism on Saltspring Island (Q.7)**

Level of Support	Response* (%)
Strongly supportive	34.4
Somewhat supportive	49.0
Somewhat opposed	9.6
Strongly opposed	2.8
Not sure	2.2
Missing	1.9

\* Sample size = 363

**Table 1B. Overall Opinion About Current Nature of Tourism (Q7) by “Involvement in Tourism” (Q12)**

Involvement in Tourism*	Response (%)**		
	Support Tourism	Opposed to Tourism	Not Sure/ Missing
Not involved in tourism (n=245)	78.4	16.3	5.3
Involved in tourism (n=118)	94.1	4.2	1.7

\* “Involvement in tourism” indicated if a positive response given to Q12: own a tourism business, employed in a tourism business, or volunteer at a tourism event

\*\* “Support tourism” group derived from Q7, where support = somewhat support or strongly support; opposed = somewhat opposed or strongly opposed.

\*\*\* Level of support for tourism is significantly higher for people involved in tourism (chi-squared = 14.255; p = .001)

**Table 1C. Overall Opinion About Current Nature of Tourism (Q7) by “Years Lived on Saltspring” (Q9)**

Years Lived on Saltspring*	Response (%)*		
	Support Tourism	Opposed to Tourism	Not Sure/ Missing
5 years or less (n=71)	95.8	2.8	1.4
More than 5 years (n=292)	80.5	14.7	4.8

\* “Support tourism” group derived from Q7, where support = somewhat support or strongly support; opposed = somewhat opposed or strongly opposed.

\*\*\* Level of support for tourism is significantly higher for people who have lived on Saltspring for 5 years or less (chi-squared = 9.720; p = .008)

**Table 1D. Overall Opinion About Current Nature of Tourism (Q7)  
by “Months Spent Each Year on Saltspring” (Q10)**

Part-time or Full-time Resident	Response (%)*		
	Support Tourism	Opposed to Tourism	Not Sure/ Missing
Part-time resident (under 7 months, n=10)	100.0	0.00	0.0
Full-time resident (7 or more months, n=330)	85.2	12.4	2.4

\* “Support tourism” group derived from Q7, where support = somewhat support or strongly support; opposed = somewhat opposed or strongly opposed.

\*\* No significant difference in opinion about tourism between part-time and full-time residents (chi-squared = 1.735; p = .420)

**Table 1E. Overall Opinion About Current Nature of Tourism (Q7)  
by “Rent or Own” (Q11)**

Rent or Own	Response (%)*		
	Support Tourism	Opposed to Tourism	Not Sure/ Missing
Rent accommodation (n=58)	87.9	5.2	6.9
Own accommodation (n=293)	84.0	13.7	2.4

\* “Support tourism” group derived from Q7, where support = somewhat support or strongly support; opposed = somewhat opposed or strongly opposed.

\*\* People who rent are more supportive of tourism than people who own their own accommodation (chi-squared = 6.071; p = .048)

**Table 1F. Overall Opinion About Current Nature of Tourism (Q7)  
by “Age” (Q13)**

Age	Response (%)*		
	Support Tourism	Opposed to Tourism	Not Sure/ Missing
20 to 54 years (n=200)	88.5	8.0	3.5
55 years or older (n=154)	79.2	18.2	2.6

\* “Support tourism” group derived from Q7, where support = somewhat support or strongly support; opposed = somewhat opposed or strongly opposed.

\*\* People who are under 54 years of age are more supportive of tourism than are people who are 55 years or older (chi-squared = 8.372; p = .015)

**Table 1G. Overall Opinion About Current Nature of Tourism (Q7)  
by “Gender” (Q15)**

Gender	Response (%)*		
	Support Tourism	Opposed to Tourism	Not Sure/ Missing
Male (n=155)	85.2	12.9	1.9
Female (n=197)	84.2	12.2	3.6

\* “Support tourism” group derived from Q7, where support = somewhat support or strongly support; opposed = somewhat opposed or strongly opposed.

\*\* No significant difference in opinion about tourism by gender (chi-squared = 1.037; p = .904)

**Table 1H. Overall Opinion About Current Nature of Tourism (Q7)  
by “Number in Household” (Q14)**

Number in Household	Response (%)*		
	Support Tourism	Opposed to Tourism	Not Sure/ Missing
1 or 2 people (n=230)	84.3	12.6	3.0
3 or 4 people (n=94)	87.2	11.7	1.1
More than 4 people (n=39)	69.2	12.8	17.9

\* “Support tourism” group derived from Q7, where support = somewhat support or strongly support; opposed = somewhat opposed or strongly opposed.

\*\* People living in households with more than 4 people are less supportive of tourism (chi-squared =21.997; p = .0.000)

**Table 2A. Perceived Benefits of Tourism on Saltspring Island (Q4)**

Possible Benefit	Response (5)			
	DISAGREE	AGREE	NOT SURE	MISSING
A. Tourism provides employment opportunities for residents of Saltspring Island. ....	4.1	93.9	1.9	0.0
B. Tourism has resulted in more shops and restaurants on Saltspring...	8.3	83.7	7.7	0.3
C. Tourism has resulted in many recreational services, such as marina facilities, kayaking and hiking.....	13.8	77.7	7.2	1.4
D. Revenues from tourism help pay for many services on Saltspring	32.2	44.9	22.9	0.0
E. Tourism provides the community with a sense of pride and recognition.....	26.2	58.4	14.0	1.4
F. Tourism has increased the standard of living on Saltspring.....	32.8	47.9	17.9	1.4
G. Tourism provides recognition and marketing opportunities for local artists and craftspeople.....	3.6	91.2	3.6	1.7
H. Tourism contributes directly and indirectly to the healthy economy of the community.....	7.4	83.2	7.7	1.7
I. Overall, tourism improves the quality of life in the community.....	27.0	54.3	17.6	1.1

**Table 3A. Perceived Concerns About Tourism on Saltspring Island (Q5)**

Possible Concern	Response (%)			
	DISAGREE	AGREE	NOT SURE	MISSING
A. Tourism creates problems with car traffic.....	5.0	93.1	0.8	1.1
B. Tourism creates problems with parking .....	5.2	93.4	0.3	1.1
C. Tourism creates problems with crowding in town .....	19.0	75.2	4.4	1.4
D. Tourism creates problems with crowding on roads outside of Ganges and Fulford.....	36.6	55.4	5.8	2.2
E. Tourism creates problems with crowding in parks and natural areas	55.6	30.6	10.2	3.6
F. Tourism reduces privacy in the community.....	54.0	34.7	10.2	1.1
G. Tourism results in more litter and garbage.....	28.4	61.2	8.8	1.7
H. Tourism contributes to other environmental problems such as air pollution and water consumption.....	16.5	74.1	7.2	2.2

**Table 4. Awareness of Tourism on Saltspring Island (Q1, Q2, Q8)**

<b>Awareness Item</b>	<b>Response</b>	<b>Percent</b>
Q.1 Do you normally notice tourists on Saltspring.	No	3.3
	Yes	96.1
	No Response	0.6
Q.2 Opinion about tourism growth	Increased	73.3
	Decreased	6.9
	Remained the same	12.4
	Not sure	7.2
	No response	0.3
Q.8 Opinion about need for a tourism management plan	Yes	65.0
	No	20.1
	Not sure	12.7
	No response	2.2

**Table 5. Involvement in Tourism on Saltspring Island (Q12)**

<b>Involvement Item</b>	<b>Response</b>	<b>Percent</b>
Q.12A As an owner of a tourism business	Yes	10.2
	No	85.4
	Not Sure	0.6
	No response	3.9
Q.12B As an employee of a tourism related business	Yes	19.6
	No	75.5
	Not Sure	1.1
	No response	3.9
Q.12C As a volunteer for a tourism related committee or event	Yes	12.9
	No	82.4
	Not sure	0.8
	No response	3.9

**Table 6. Demographic Characteristics of Sample (Q9, Q10, Q11, Q13, Q14, Q15)**

<b>Demographic Characteristic</b>	<b>Response</b>	<b>Percent</b>
Q.9 Years lived on Saltspring Island	5 years or less	20.2
	6 – 10 years	19.1
	11 – 15 years	15.3
	16 – 20 years	14.9
	21 – 25 years	9.8
	26 – 30 years	6.4
	31 – 35 years	5.3
	Over 35 years	7.4
	No response	3.0
Q.10 Months per year living on Saltspring Island	1 – 3 months	1.1
	4 – 6 months	1.7
	7 – 9 months	2.3
	10 – 12 months	88.4
	No response	6.3
Q.11 Rent or own your residence	Yes	16.0
	No	80.7
	No response	3.3
Q.13 Age	20 – 24 years	15.4
	25 – 34 years	47.9
	35 – 44 years	13.5
	45 – 54 years	12.4
	55 – 64 years	3.9
	65 – 74 years	1.4
	75 years or older	1.1
	No response	4.3
Q.14 Number living in household	1 person	15.4
	2 persons	47.9
	3 persons	14.0
	4 persons	12.9
	More than 4 persons	7.3
	No response	3.6
Q.15 Gender	Male	44.0
	Female	56.0