

# NEW PROVIDENCE ISLAND

## BAHAMIAN RESIDENTS' GENERAL PUBLIC SURVEY

MARCH 1 – 22, 2005



ATTITUDES OF BAHAMIANS TOWARD TOURISM AND  
THE EDUCATIONAL MEDIA USED TO INFORM  
BAHAMIANS ABOUT THE TOURISM INDUSTRY

## **ACKNOWLEDGEMENTS**

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## **EXECUTIVE SUMMARY**

- ❖ In the 2005 Bahamian Residents Public survey, 300 persons were interviewed in New Providence. The constituencies surveyed were: Montagu, Farm Road, Carmichael and Mount Moriah. The sample size had a  $\pm 5.7\%$  precision (error) at the 95% confidence level.
- ❖ Almost three-quarters of persons interviewed claimed that they would choose to work in the tourism industry because they “enjoy meeting people/ interacting/ serving” or because the “pay is good/ can make money/ good living”.
- ❖ Those who would not choose to work in tourism industry gave “don't like meeting/ dealing with people/ not people's person” and “low pay/ no money” as the main reasons for their answer.
- ❖ “Not enough money/ low salaries” was the main reason why tourism was not the first choice for high school and college graduates.
- ❖ The best and the brightest could be attracted to tourism by higher salaries.
- ❖ The most popular answer for positive things happening in tourism was “more jobs created”. However, there was an 8 percentage points increase in the proportion of respondents that offered the comments “economy booming / economic development/ stable economy/ prosperity” (19 percent versus 11 percent in 2003). There was a 14 percentage point advance in the amount of persons who stated “higher standard of living/ pleasant/ more money/ better life”.
- ❖ In 2005, there were more specific suggestions of how to convince someone to come to The Bahamas. Forty-six percent said to talk about the people and one-fifth suggested talking about the culture.
- ❖ The majority (89 percent) did NOT feel that Bahamians were developing a negative attitude toward the large number of tourists coming to The Bahamas. However, 10 percent disagreed with them and said, “Yes” Bahamians are developing a negative attitude.
- ❖ Seventy percent felt that the Government was NOT doing sufficient to ensure Bahamians are trained for positions held by foreigners in tourism industry.
- ❖ Sixty-two percent of the interviewees felt that the tourism industry does NOT use enough Bahamian food, music and other products or services.

- ❖ The desired Bahamian languages are: “English and Spanish” (75 percent) or “English and French” (45 percent).
- ❖ There was an upturn in the trend of the ratio of those who felt most tourists were satisfied with their Bahamas experience.
- ❖ The proportion of respondents who strongly disagreed or disagreed with the statement, “The only jobs Tourism has created for Bahamians are jobs at the bottom of the ladder” had decreased steadily from 71 percent in 1996 to 54 percent in 2005.
- ❖ In 2005, the proportion of the interviewees that felt that their job was related to tourism was 7 percentage points higher than in 1998.
- ❖ In 2005, percentage of the respondents that stated that they would like their child to work in the tourism industry was at a record low of 43 percent.
- ❖ Since 1996 the proportion of New Providence residents that felt that tourists are given their money's worth while visiting the Islands of The Bahamas had increased by 21 percentage points, from 53 percent to 74 percent in 2005.
- ❖ Between 2003 and 2005, there was a significant advance in the proportion of interviewees that felt that when tourists come to the Islands of The Bahamas they generally DO find what they were led to expect by our advertising and promotions.
- ❖ More than one-third (36 percent) of the respondents felt that the jobs in tourism are not considered prestigious enough. This is much lower than the 48 percent observed in 2003.
- ❖ In 2005, 71 percent of the individuals questioned declared that the quality of the tourism needed great improvement. This is much lower than the 2003 figure (81 percent).

## **RESEARCH OBJECTIVES**

This survey was designed to gather information for Bahamian residents on various issues and aspects of tourism and media habits. The Ministry of Tourism wants to know how much Bahamians knew about tourism and how they felt about the tourism industry as a whole. The focus of the survey is concentrated on the following major areas:

- Attitudes
- General Media
- Demographics

### **The Special Objectives of This Research Study are as follows:**

- To examine the media habits of the Bahamian public in order to better channel educational information on tourism through media where it has a better chance of being viewed.
- To examine the attitudes of Bahamians on tourism
- To make relevant distinctions between attitudes of residents based on demographic criteria such as age, sex, annual income and education.

## **Definitions**

In order to better understand all of the terms to be used in this Study, a list of important definitions is provided below.

- **Attitude** An attitude can be defined as a predisposition or state of mind that causes an individual to behave, react or respond to certain ideas, objects, people and situations in a manner that is favourable or unfavourable. (1)
- **Perception** This is a process through which individuals select, organize and interpret stimuli so that it is meaningful and coherent to them. (2)
- **Stratified Convenience Sample** This is a conveniently selected sample that allows for some stratification of the respondents based on demographic criteria such as age, sex. (3)
- **Questionnaire** This is the measuring tool used to collect relevant data and provides a frame of reference on which to build the analysis. (4)
- **Attitude Scale** This is the working set of definitions that have been developed in order to measure the construct “attitude”. (5)
- **Likert Scale** This is a scale in which the respondents are asked to indicate the degree of agreement or disagreement with each of a series of statements and the response of each interviewee is scored and summarized. (5)



- Current Working Definition of Workers Directly employed in the Tourism Industry**

This categorization refers to all those persons who are directly involved in the Tourism industry. For example, taxi drivers, tour operators, straw vendors, hair braiders, surrey drivers, hotel employees, jitney drivers, restaurateurs, jet ski operators, etc. Persons in this category may or may not have direct “contact” with the tourists but receive their weekly or monthly salaries as a direct result of tourist activity. For example, some persons within the Ministry of Tourism, Promotion Boards, or Hotel Corporation do not have contact with tourists on a daily basis but receive their salaries as a direct result of tourist activities in our country. (6)
- Current Working Definition of Workers not directly employed in the Tourism Industry**

This refers to those workers who are not directly working in the Tourism industry but may have contact with tourists. For example, bank employees, medical centers/ hospitals, students – 15+ years, government (except staff at MOT & Hotel Corporation), food stores, construction workers, etc. (7)

Footnotes 1 – 7 derived from “Attitudes of Bahamians Toward Tourist & Tourism” by Pamela Stubbs July 1988

## **METHODOLOGY**

This research project was divided into two phases:

### **PHASE 1: Development of Hypotheses and Questionnaire**

#### **Formulation of Null Hypotheses**

##### **Null Hypotheses**

1. Bahamians who are directly employed or not directly employed in the tourism industry do not differ significantly in their attitudes towards tourists and tourism in general.
2. Bahamians in various age groups do not differ significantly in their attitudes towards tourists and tourism in general.
3. Bahamians of different sex do not differ significantly in their attitudes towards tourists and tourism in general.

#### **The Questionnaire**

This survey was designed to learn more about the attitudes of the Bahamian public with regards to the tourism industry. Through the questions used in this questionnaire, the Ministry of Tourism sought to illuminate what the Bahamian public thought were the positive and negative aspects of tourism in the Bahamian community. Eleven questions asked: whether Bahamians would choose to work in the tourism industry; why jobs in tourism were not the first choice for High School and College graduates (The Counsellors 1998 Study); what should be done to attract the best and brightest to work in the tourism industry; what positive things they thought were happening as a result of tourism; what negative things they thought were happening as a result of tourism; what they would say (other than telling about our beaches and climate) to convince someone to visit The Bahamas; whether they felt that Bahamians are developing a negative attitude toward the large number of tourists; whether the Government is doing sufficient to ensure that Bahamians are trained to take positions held by foreigners in the tourism industry; whether they thought that the tourism industry uses enough of Bahamian food, music and other products or services; what two languages should all Bahamians speak; and if they thought that black visitors are treated differently than white visitors. The Ministry felt that this would better assist them in the understanding the attitudes of the Bahamian public towards the tourists who came to our shores.

The main part of the questionnaire was designed to examine the attitudes of the Bahamian public with regard to tourism. Included in this section of the questionnaire were 23 statements designed using the Likert scale of agreement/

disagreement (i.e. strongly agree, agree, neither agree nor disagree, disagree, strongly disagree, don't know).

Furthermore, the questions posed in this section were designed to elicit from the Bahamian public valuable information on:

- Whether or not they felt that most tourists who came to our shores were satisfied with their Bahamian experience
- Whether or not Bahamians generally felt they were doing the tourists a big favour when serving or helping them
- Did Bahamians believe that tourism only created lower end jobs for Bahamians at large
- Did each Bahamian say my job is related to tourism
- Whether or not they would object to their children working in the tourism industry
- Did the Bahamians interviewed believe that tourists are given their money's worth while visiting the Islands of The Bahamas
- Did many of the people interviewed believe that tourism did not affect them personally
- Whether they felt that only Bahamian art, Bahamian straw and Bahamian craft goods should be sold to tourists
- Did the Bahamians interviewed feel that Bahamians should be willing to go the extra mile to please tourists
- Whether or not Bahamians felt that the 15% gratuity should be eliminated
- Did the Islands of The Bahamas' advertisements make them feel good about their country
- Whether or not Bahamians felt that the tourists who came to the Islands of The Bahamas generally did not find what they were led to expect by the Ministry's advertising and promotions
- Did Bahamians feel that there were enough jobs in the tourism sector
- Did Bahamians consider jobs in tourism to be prestigious

- Whether or not Bahamians felt that many parents do not think it is a good idea for their children to have a career in tourism
- Did Bahamians feel that the salaries and benefits in the tourism sector were not on par with similar positions in the private sector
- Whether or not it was felt that there is little job security in the tourism sector
- Whether it was felt that tourism had all our best beaches and land
- Did Bahamians feel that the quality of the tourism product needed great improvement
- Whether or not it was felt that Bahamians gave other Bahamians good service or value for money
- Whether or not Bahamians felt that the standard of service in the Islands of The Bahamas needed improvement
- Did Bahamians feel that the costs such as wages, electricity, telephone and so on were higher in the Bahamas than in most parts of the region including the U.S.A. and Canada
- Whether it was generally felt that by the Bahamians interviewed that tourism would be the main industry in the Islands of The Bahamas for at least the next thirty years

### **Demographics**

In order to better understand the results of this survey, demographic criteria had to be established. Therefore, questions were posed that would set a demographic framework for the persons interviewed that would facilitate the analysis of the data collected. It was important to know the sex, age group, educational and income levels of the interviewees in order to better analyze the data obtained.

### **PHASE 2: Quantitative Research**

Personal interviews at 300 household dwellings were conducted in New Providence. Bahamian residents between the ages of 15 and over were interviewed. The constituencies surveyed were: Montagu, Farm Road, Carmichael and Mount Moriah. The sample size had a  $\pm 5.7\%$  precision (error) at the 95% confidence level.

The sampling plan involved the selection of persons based on **Quota and Convenience sampling**. The sex and age quota were based on frequency distributions from the 2000 Population Census.

## RESULTS AND ANALYSIS

### GENERAL ATTITUDE QUESTIONS

#### IF YOU HAD A CHOICE, WOULD YOU CHOOSE TO WORK IN THE TOURISM INDUSTRY?

The proportion of residents that said they would choose to work in the tourism industry decreased slightly to 72 percent in 2005 from 73 percent in 2003. Eighty-two percent of the persons employed in tourism declared that given a choice they would choose to work in tourism. Although the proportion of those in the non-tourism industries that felt the same way had increased in 2005 (62 percent) over 2003 (60 percent) it was still much lower than that of the tourism industry.

In 2005, the top 10 reasons why respondents would choose to work in the tourism industry, if they had a choice, are shown in the table below. Forty-five percent of the interviewees gave “enjoy meeting people/ interacting/ serving”; 20 percent declared that the “pay is good/ can make money/ good living” and 16 percent stated to “meet interesting people/ nice people” as the reasons why they would choose to work in the tourism industry.

#### TOP TEN REASONS WHY WOULD CHOOSE TO WORK IN TOURISM INDUSTRY

REASONS	2005	2003
Enjoy Meeting People/ Interacting/ Serving	45%	41%
Pay Is Good/ Can Make Money/ Good Living	20%	12%
Meet Interesting People/ Nice People	16%	12%
Like My Job/ Fun/ Good Job	11%	6%
Industry Exciting / Prestigious/ Challenging	6%	4%
Becoming An Ambassador For Your Country	4%	6%
People's Person/ Friendly Person	3%	3%
Main Industry/ Important To Economy	2%	4%
More Opportunities	2%	4%
Good Benefits	2%	-

Table 2 in the Detailed Tables shows that many different reasons for wanting to choose to work in the tourism industry were given by respondents and a review of Table 2 is recommended for qualitative reasons and to glean further insight.

The top 10 reasons why 28 percent of the respondents would not choose to work in the tourism industry are shown in the following table.

**TOP TEN REASONS WHY WOULD NOT CHOOSE TO WORK IN TOURISM INDUSTRY**

<b>REASONS</b>	<b>2005</b>	<b>2003</b>
Don't Like Meeting/ Dealing With People/ Not People's Person	18%	16%
Low Pay/ No Money	14%	6%
Unstable/ Volatile/ Too Many Variables/ Seasonal	13%	13%
Like My Job/ Good Job/ Love Job	12%	11%
Have To Work Too Hard For Pay/ Too Taxing / Too Hectic/ Stressful	12%	4%
Like Having My Own Business	10%	2%
Not Interested/ Not My Field / Don't Like It	7%	13%
Don't Like Tourism Industry	7%	1%
Hours/ Long Hours	6%	4%
Prefer Another Industry	4%	9%

The main reasons given were they “don’t like meeting/ dealing with people/ not people’s person” (18 percent); “low pay/ no money” (14 percent); and the industry was “unstable/volatile/ too many variables/ seasonal” (13 percent). Table 3 in the Detailed Tables shows that many different reasons for not choosing to work in the tourism industry were given by respondents and a review of Table 3 is recommended for qualitative reasons and to glean further insight.

**WHY TOURISM IS NOT FIRST CHOICE OF HIGH SCHOOL AND COLLEGE GRADUATES**

In 2005, slightly more than one-third (35 percent) of the persons questioned stated that they felt that tourism was not the first choice of high school and college graduates. That proportion is 9 percentage points higher than in 2003.

**TOP TWELVE REASONS WHY TOURISM IS NOT 1ST. CHOICE FOR  
HIGH SCHOOL & COLLEGE GRADUATES**

<b>REASONS</b>	<b>2005</b>	<b>2003</b>
Not Enough Money/ Low Salaries	33%	9%
Interested In Another Industry	17%	10%
Not Considered Prestigious/ Bottom Jobs/ Not Important Enough	16%	21%
Little Job Security/ Unstable	9%	6%
Lack Of Knowledge/ Exposure	6%	21%
Work Too Hard/ Difficult Job	5%	3%
Not Mature Enough	4%	-
Prefer Office Type Jobs	3%	6%
Create More Job Opportunities	2%	-
Many Other Jobs To Choose From	2%	9%
No Career In Tourism	2%	-
Not Sure/ Don't Know	2%	3%

When the individuals who said that they felt that tourism was not the first choice of high school and college graduates were asked why they felt that way, they gave a whole variety of reasons. The top 12 reasons are outlined in the table above. One-third of the respondents stated “not enough money/ low salaries”; 17 percent felt that the graduates were “interested in another industry”; and 16 percent felt the tourism jobs were “not considerable prestigious/ bottom jobs/ not important enough”. Table 5 in the Detailed Tables shows the many different reasons given by the respondents. A review of Table 5 is recommended for qualitative reasons and to glean further insight.

**HOW TO ATTRACT THE BEST AND BRIGHTEST TO TOURISM**

The persons surveyed were asked to suggest what could be done to attract the best and brightest to tourism. “Train/ educate in schools/ workshops/ seminars” (32 percent) and “pay high salaries/ more money” (22 percent) were the two top answers given. Table 6 in the Detailed Tables shows that respondents gave many different suggestions. A review of Table 6 is recommended for qualitative reasons and to glean further insight.



**TOP TEN SUGGESTIONS TO ATTRACT THE BEST  
& BRIGHTEST TO WORK IN TOURISM INDUSTRY**

<b>SUGGESTIONS</b>	<b>2005</b>	<b>2003</b>
Train/ Educate In Schools/ Workshops/ Seminars	32%	31%
Pay High Salaries/ More Money	22%	27%
More Interesting Benefits/ Incentives/Make Jobs/Industry More Attractive/ Exciting	15%	10%
More Promotions/ More Information/ More Radio/ TV programs	12%	7%
Advertise Market Properly	8%	5%
More Opportunities/ Better Jobs/ Higher Positions	8%	7%
Don't Know/ Not Sure	2%	-
Not Stated	2%	6%
Show More Respect To Bahamians	1%	1%
Offer More Scholarships	1%	5%

**POSITIVE THINGS HAPPENING THAT ARE A RESULT OF TOURISM**

When asked to cite positive things that were happening as a result of tourism, the respondents gave a variety of answers. The most popular answers were “more jobs created” (40 percent) and the “economy booming/ economic development/ stable economy/ prosperity” (19 percent). Table 7 in the Detailed Tables outlines the vast array of answers given by the respondents. A review of Table 7 is recommended for qualitative reasons and to glean further insight.

**TOP TEN POSITIVE THINGS AS A RESULT OF TOURISM**

<b>ITEMS MENTIONED</b>	<b>2005</b>	<b>2003</b>
More Jobs Created	40%	41%
Economy Booming / Economic Development/ Stable Economy/ Prosperity	19%	11%
Higher Standard Of Living/ Pleasant/ More Money/ Better Life	17%	3%
None	12%	11%
More Investment/ Foreign Investment	8%	6%
More Hotels/ Hotels Upgraded/ Better Rooms/ Hotels Renovated	6%	7%
Bringing More Tourists To Country/ Returning Tourists / More repeat visitors	3%	3%
Foreign Exchange/ Enhanced Finances	3%	15%
Cultural Exchange/ Exposure To Other Cultures	3%	1%
Improved Attitudes	2%	1%

## NEGATIVE THINGS HAPPENING THAT ARE A RESULT OF TOURISM

The respondents were further asked to list negative things that they felt were happening as a result of tourism. Thirty-eight percent of the persons questioned said that they could not think of any negative thing happening as a result of tourism. However, about 3 out of 10 persons (29 percent) listed “crime” and 7 percent stated, “bad attitude/ attitude change” as negative things that they felt were a result of tourism. Table 8 in the Detailed Tables shows that respondents cited many different negative things happening. A review of Table 8 is recommended for qualitative reasons and to glean further insight.

### TOP TEN NEGATIVE THINGS AS A RESULT OF TOURISM

ITEMS MENTIONED	2005	2003
None/ Nothing	38%	43%
Crime	29%	18%
Bad Attitude/ Attitude Change	7%	4%
Drugs	6%	9%
Bahamians Too Americanized/ Losing Culture/ Identity	4%	1%
Gay Cruises/ Gays More Visible/ Too Many Gay People	4%	0%
Hassling Of Tourists	2%	3%
Sickness/ Disease	2%	5%
People No Longer Learning Trade/ No Other Industries Being Developed	2%	-
Taking Advantage Of Bahamians/ Persons In Low Position	1%	-

## THINGS WOULD SAY TO CONVINCe SOMEONE TO VISIT THE BAHAMAS

The residents interviewed were requested to reveal what they would say to convince someone to visit the islands of The Bahamas, other than telling them about beaches and climate. A wide range of responses were enumerated, however, the top 10 are listed in the table below. Forty-six percent said that they would tell the potential tourist about the “people/ friendly people/ warm people/ hospitality/ beautiful women”. One-fifth stated that they would brag about “culture (food)/ native food/ drinks”.

**TOP TEN THINGS THAT WOULD SAY TO CONVINC  
SOMEONE TO VISIT THE BAHAMAS**

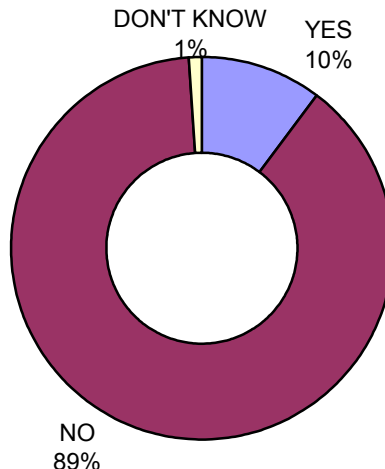
ITEMS MENTIONED	2005	2003
People/ Friendly People/ Warm People/ Hospitality/ Beautiful Women	46%	49%
Culture (Food)/ Native Food/ Drinks	20%	-
Culture (Undefined)	15%	-
Culture (Junkanoo)/ Festivals	15%	13%
Atlantis/ Beautiful Hotels/ Nice Hotels/ Great Accommodation	10%	6%
Family Islands/ Diverse/ Tropical Islands/ 700 Islands	7%	9%
Beautiful Place/ Best Place/ Taste Of Paradise/ Better In The Bahamas	7%	5%
Historical Sites/ Attractions/ Points Of Interest	7%	-
Duty Free Shopping/ Good Shopping	5%	-
Very Good Dive Sites/ Fishing/ Marine Life/ Our Blue Holes/Sportfishing/ Coral Reefs	4%	-

Table 36 in the Detailed Tables outlines the respondents many different answers to this question. A review of Table 36 is recommended for qualitative reasons and to glean further insight.

**WHETHER BAHAMIANS ARE DEVELOPING NEGATIVE ATTITUDE  
TOWARD THE LARGE NUMBER OF VISITORS**

The majority (89 percent) of the individuals interviewed did NOT feel that Bahamians are developing a negative attitude to the large number of visitors to our shores.

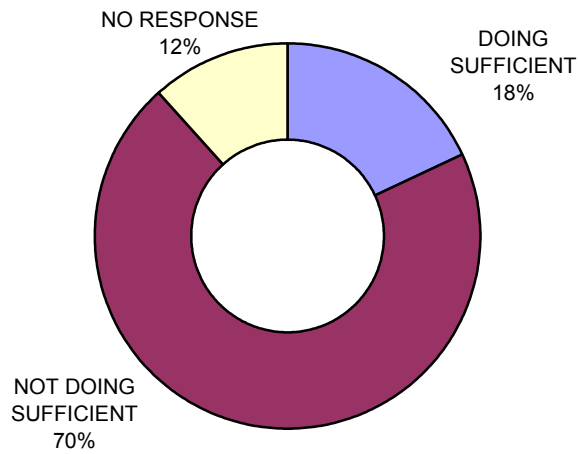
**WHETHER BAHAMIANS DEVELOPING NEGATIVE ATTITUDE  
TOWARD THE LARGE NUMBER OF TOURISTS**



**WHETHER GOVERNMENT DOING SUFFICIENT TO ENSURE BAHAMIANS TRAINED FOR POSITIONS HELD BY FOREIGNERS IN TOURISM INDUSTRY**

Seventy percent of the New Providence residents questioned felt that the Government was NOT doing sufficient to ensure that Bahamians are trained to take positions held by foreigners or expatriates in the tourism industry.

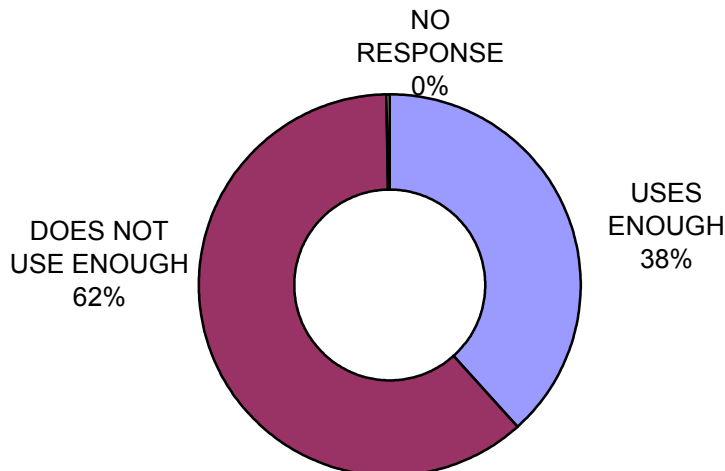
**WHETHER GOVERNMENT DOING SUFFICIENT TO ENSURE BAHAMIANS TRAINED FOR POSITIONS HELD BY FOREIGNERS IN TOURISM INDUSTRY**



**WHETHER TOURISM USES ENOUGH BAHAMIAN FOOD, MUSIC AND OTHER PRODUCTS OR SERVICES**

Sixty-two percent of the interviewees felt that the tourism industry does NOT use enough Bahamian food, music and other products or services.

**WHETHER TOURISM USES ENOUGH BAHAMIAN FOOD, MUSIC AND OTHER PRODUCTS AND SERVICES**



## LANGUAGES THAT SHOULD BE SPOKEN BY BAHAMIANS

The respondents were further asked to state two languages all Bahamians should speak in order to assist the tourism industry. Three-quarters said “English and Spanish” and 41 percent stated “English and French”.

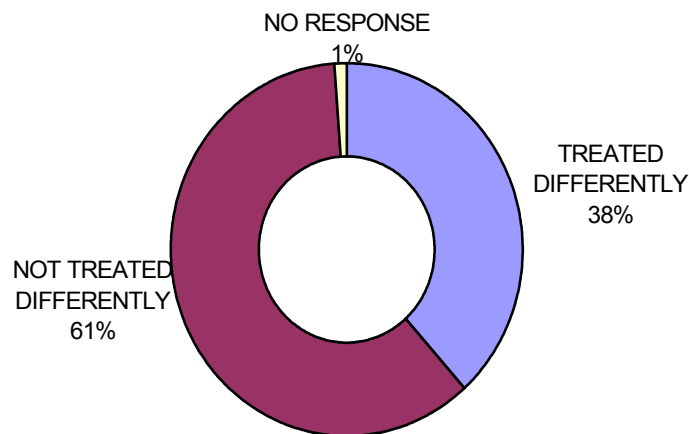
### LANGUAGES ALL BAHAMIANS SHOULD SPEAK

LANGUAGES	2005	2003
English And Spanish	75%	78%
English And French	41%	52%
English And Creole	9%	6%
English And German	2%	3%
English And Japanese	1%	1%
English And Chinese	1%	2%
English And Italian	1%	1%

## TREATMENT OF WHITE VISITORS VERSUS BLACK VISITORS

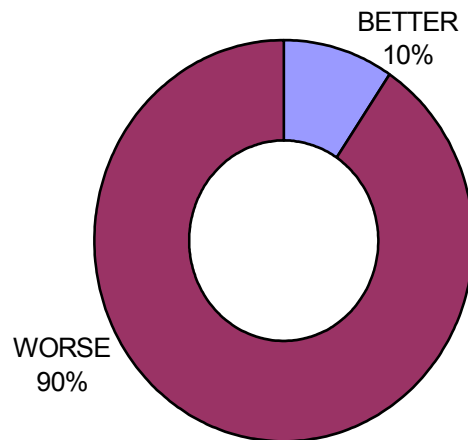
Sixty-one percent of the New Providence residents interviewed did NOT think that black visitors are treated differently than white visitors. A greater proportion of the non-tourism employees (43 percent) than the tourism employees (34 percent) shared these sentiments.

### WHETHER BLACK VISITORS TREATED DIFFERENTLY THAN WHITE VISITORS



Of the respondents that thought that black visitors are treated differently, the overwhelming majority (90 percent) said that black visitors were treated WORSE than white visitors.

#### HOW BLACK VISITORS ARE TREATED DIFFERENTLY



Only 11 respondents felt that black visitors were treated better than white visitors. More than one-quarter (27 percent) of these interviewees gave the reason for this answer as “can relate to black tourists better/ bond better with blacks”.

#### REASONS WHY WOULD BLACK VISITORS ARE TREATED BETTER THAN WHITE VISITORS

REASONS	2005	2003
Can Relate To Black Tourists Better/ Bond Better With Blacks	27%	-
Just Because They Are Black	18%	0%
They Spend More Money	18%	-
Because Of Their Colour	9%	-
Because Feel That Whites Have Fake Personality	9%	-
Don't Know	9%	0%

The top ten reasons given why black visitors are treated WORSE than white visitors are shown below. Twenty-one percent of these respondents listed “blacks don’t spend at all/ as much as white/ whites tip more” as the reason black visitors are treated worse.

**TOP TEN REASONS WHY WOULD BLACK VISITORS ARE TREATED WORSE THAN WHITE VISITORS**

REASONS	2005	2003
Blacks Don't Spend At All/ As Much As White/ Whites Tip More	21%	48%
Slave Mentality/ Feel As If Should Treat White Better/ Feel	16%	0%
Just Because They Are Black	13%	9%
They Spend More Money	13%	16%
Blacks Come Across As Negative To Bahamians (Bad Attitude)	10%	9%
They Have A Chip On Shoulder/ Have An Attitude/ Rude/ Complain More/ Different Attitude	10%	3%
Think That The Blacks Are Other Bahamians	7%	0%
Blacks Inferior/ Feel That Whites Are Better	4%	0%
Just What I Observed/ Experienced	3%	2%

Table 44 in the Detailed Tables outlines the respondents many different answers to this question. A review of Table 44 is recommended for qualitative reasons and to glean further insight.

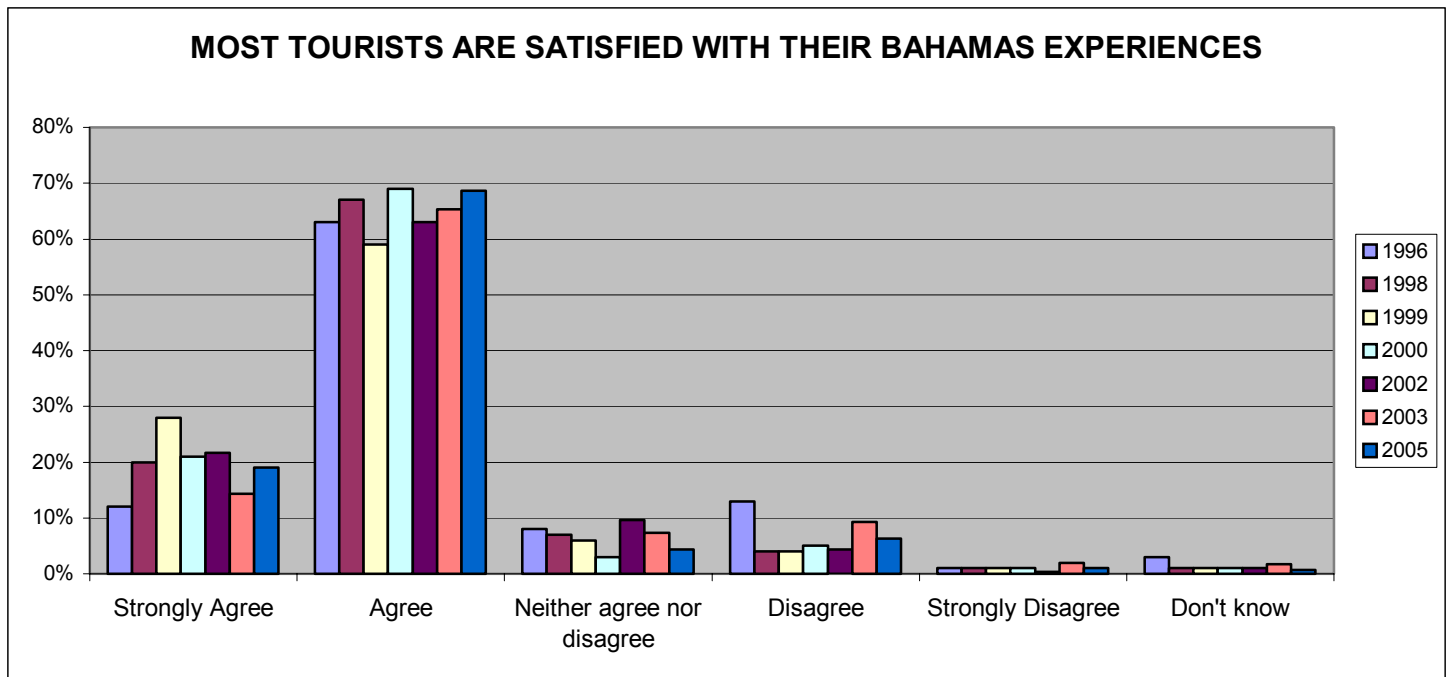
## ATTITUDE RATINGS

### ATTITUDE STATEMENT

<b>MOST TOURISTS ARE SATISFIED WITH THEIR BAHAMAS EXPERIENCE</b>							
	1996	1998	1999	2000	2002	2003	2005
Strongly Agree	12%	20%	28%	21%	22%	14%	19%
Agree	63%	67%	59%	69%	63%	65%	69%
Neither agree nor disagree	8%	7%	6%	3%	10%	7%	4%
Disagree	13%	4%	4%	5%	4%	9%	6%
Strongly Disagree	1%	1%	1%	1%	0%	2%	1%
Don't know	3%	1%	1%	1%	1%	2%	1%

In 2005, 88 percent of the interviewees felt that most tourists were satisfied with their Bahamas experience, which is an increase from the 2003 figure (79 percent). This represents an upturn in the trend of this percentage. The proportion of respondents that strongly agreed or agreed with this statement had risen from 75 percent in 1996 to a peak of 90 percent in 2000. Afterwards, there had been a decline to 80 percent in 2003.

### ATTITUDE STATEMENT – GRAPH





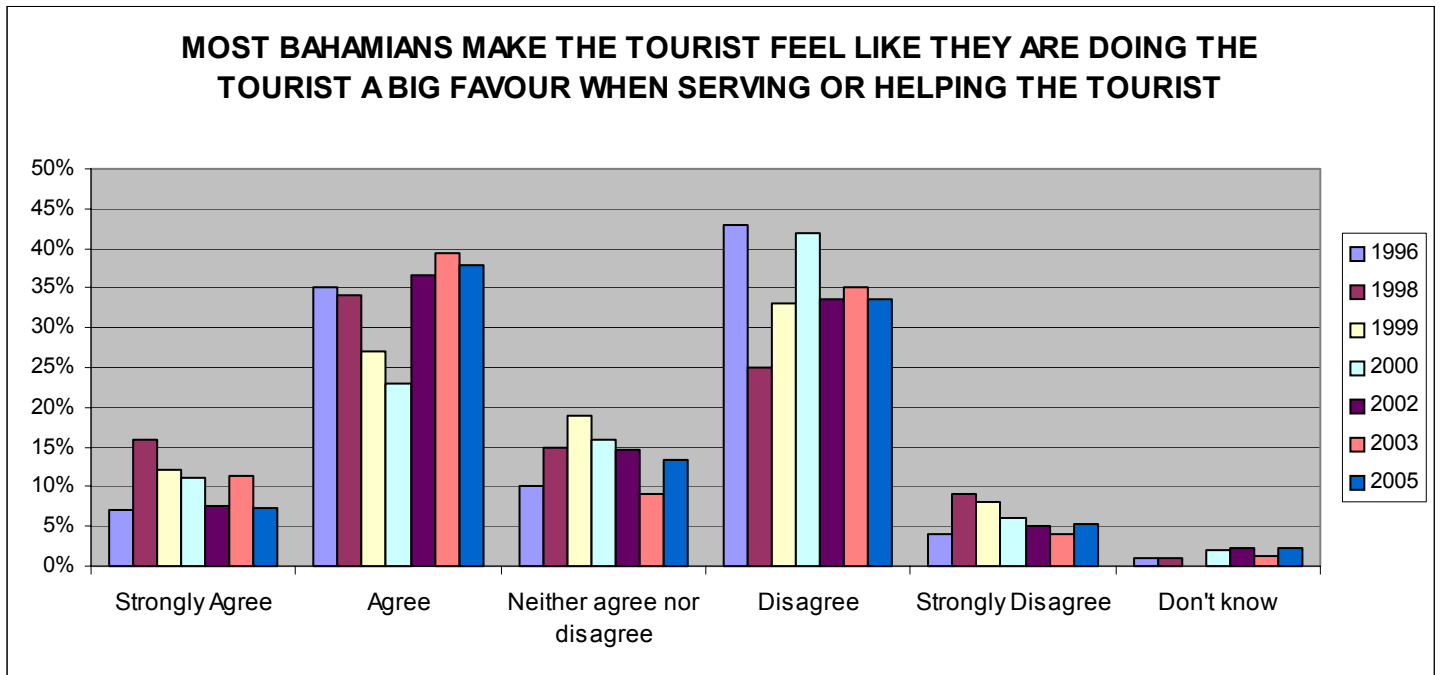
## ATTITUDE STATEMENT

**MOST BAHAMIANS MAKE THE TOURIST FEEL LIKE  
THEY ARE DOING THE TOURIST A BIG FAVOUR  
WHEN SERVING OR HELPING THE TOURIST.**

	1996	1998	1999	2000	2002	2003	2005
Strongly Agree	7%	16%	12%	11%	8%	11%	7%
Agree	35%	34%	27%	23%	37%	39%	38%
Neither agree nor disagree	10%	15%	19%	16%	15%	9%	13%
Disagree	43%	25%	33%	42%	34%	35%	34%
Strongly Disagree	4%	9%	8%	6%	5%	4%	5%
Don't know	1%	1%	0%	2%	2%	1%	2%

In 2005, the proportion of the interviewees strongly agreed or agreed (45 percent) decreased from the 50 percent in 2003. However, this is still higher than in 2000 when only 34 percent felt the same way.

## ATTITUDE STATEMENT – GRAPH



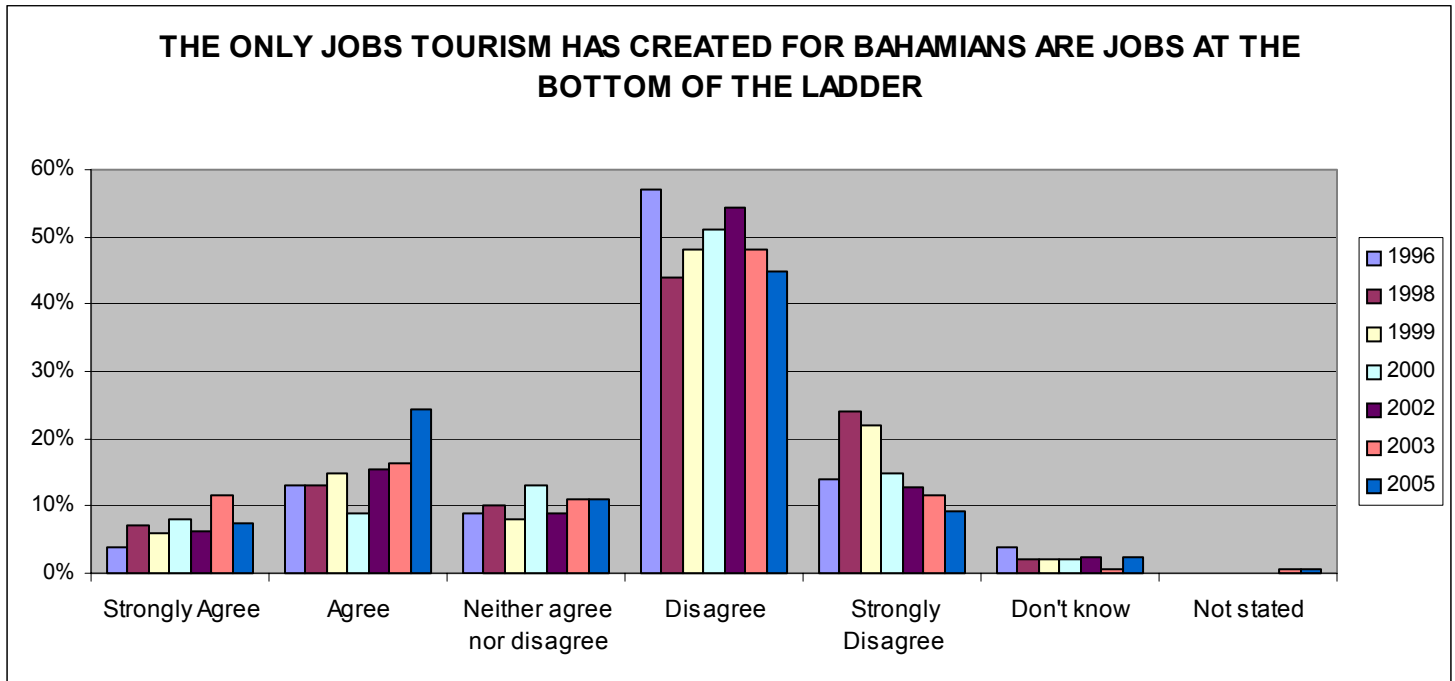
## ATTITUDE STATEMENT

**THE ONLY JOBS TOURISM HAS CREATED FOR BAHAMIANS  
ARE JOBS AT THE BOTTOM OF THE LADDER.**

	1996	1998	1999	2000	2002	2003	2005
Strongly Agree	4%	7%	6%	8%	6%	12%	7%
Agree	13%	13%	15%	9%	15%	16%	24%
Neither agree nor disagree	9%	10%	8%	13%	9%	11%	11%
Disagree	57%	44%	48%	51%	54%	48%	45%
Strongly Disagree	14%	24%	22%	15%	13%	12%	9%
Don't know	4%	2%	2%	2%	2%	1%	2%
Not stated	0%	0%	0%	0%	0%	1%	1%

In 1996, 71 percent strongly disagreed or disagreed with this statement. However, that figure has decreased steadily until now in 2005 it is at an all-time low (54 percent).

## ATTITUDE STATEMENT – GRAPH

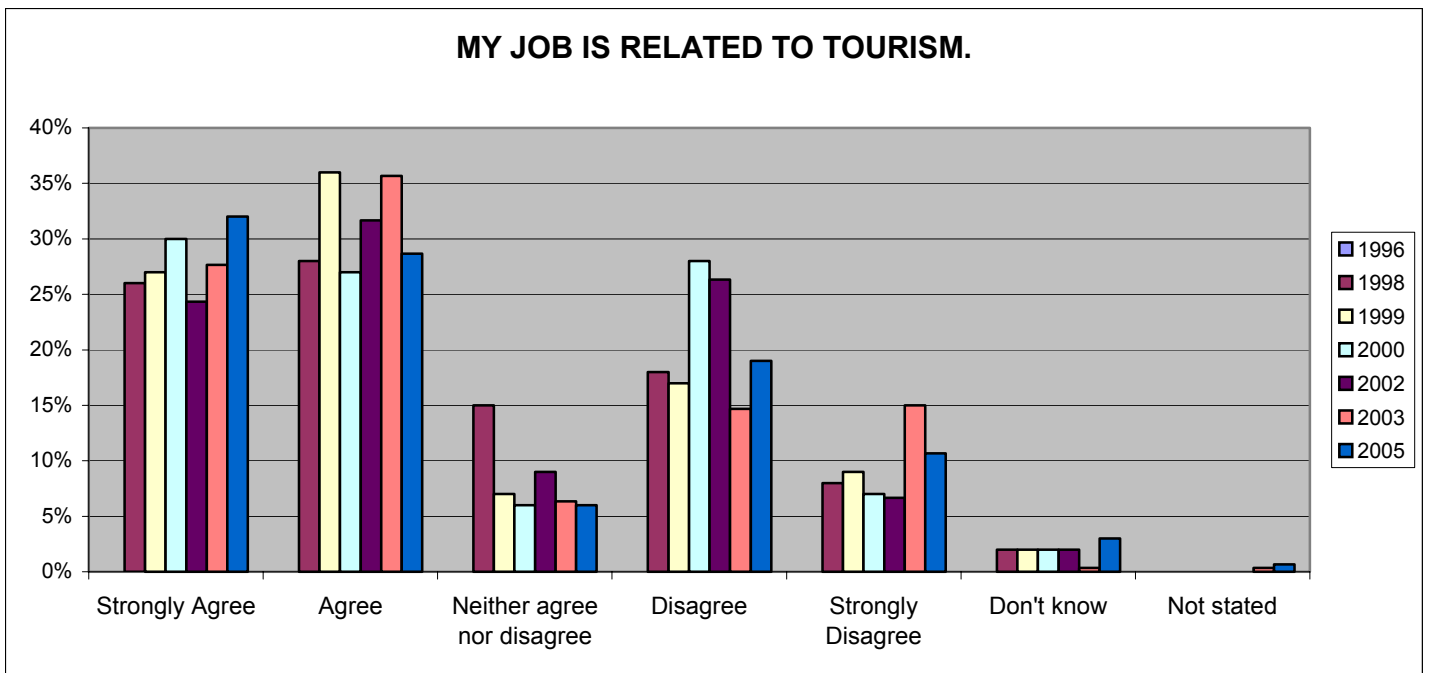


## ATTITUDE STATEMENT

<b>MY JOB IS RELATED TO TOURISM.</b>							
	<b>1996</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2002</b>	<b>2003</b>	<b>2005</b>
Strongly Agree	0%	26%	27%	30%	24%	28%	32%
Agree	0%	28%	36%	27%	32%	36%	29%
Neither agree nor disagree	0%	15%	7%	6%	9%	6%	6%
Disagree	0%	18%	17%	28%	26%	15%	19%
Strongly Disagree	0%	8%	9%	7%	7%	15%	11%
Don't know	0%	2%	2%	2%	2%	0%	3%
Not stated	0%	0%	0%	0%	0%	0%	1%

In 2005, 61 percent of the interviewees strongly agreed or agreed – a slight decrease from the 2003 figure (63 percent). However, this was 7 percentage points higher than in 1998.

## ATTITUDE STATEMENT – GRAPH



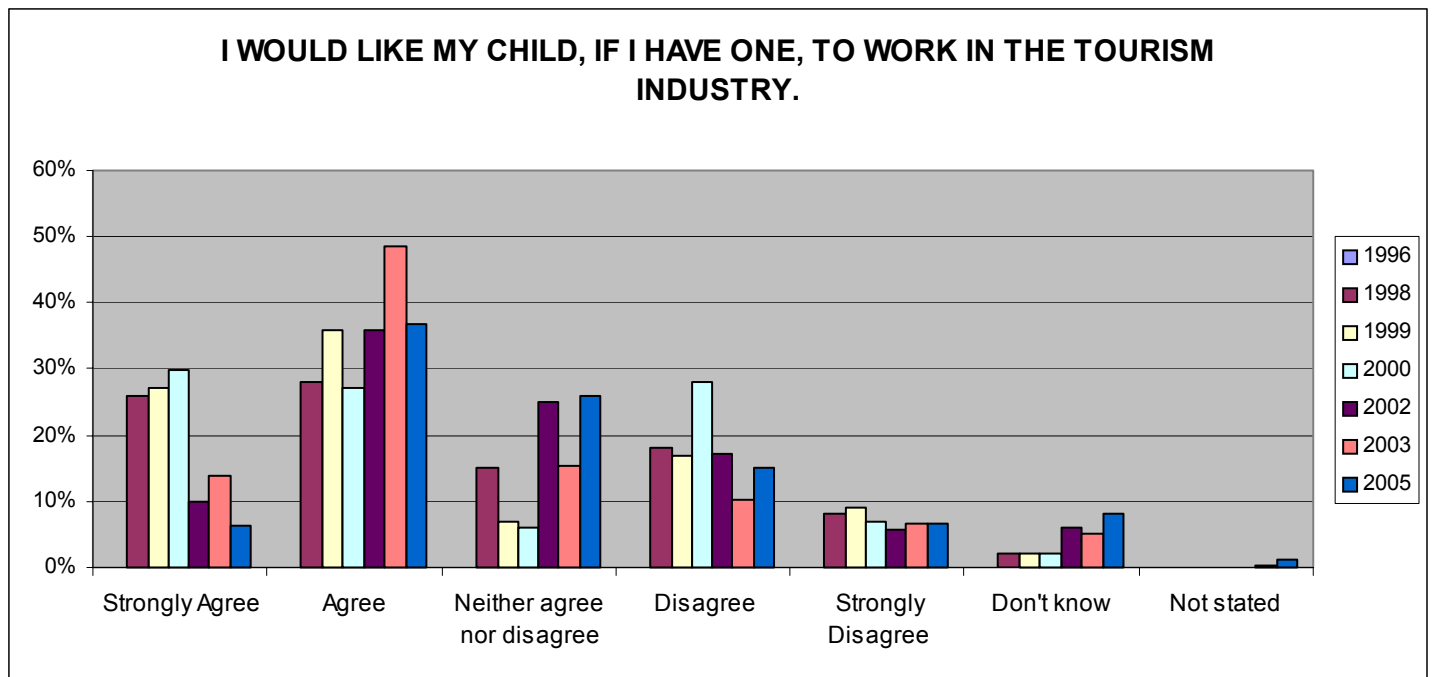
## ATTITUDE STATEMENT

**I WOULD LIKE MY CHILD, IF I HAVE ONE, TO WORK IN THE TOURISM INDUSTRY.**

	1996	1998	1999	2000	2002	2003	2005
Strongly Agree	0%	26%	27%	30%	10%	14%	6%
Agree	0%	28%	36%	27%	36%	49%	37%
Neither agree nor disagree	0%	15%	7%	6%	25%	15%	26%
Disagree	0%	18%	17%	28%	17%	10%	15%
Strongly Disagree	0%	8%	9%	7%	6%	7%	7%
Don't know	0%	2%	2%	2%	6%	5%	8%
Not stated	0%	0%	0%	0%	0%	0%	1%

In 2005, percentage of the respondents that strongly agreed or agreed plummeted from 63 percent in 2003 to a record low of 43 percent.

## ATTITUDE STATEMENT – GRAPH

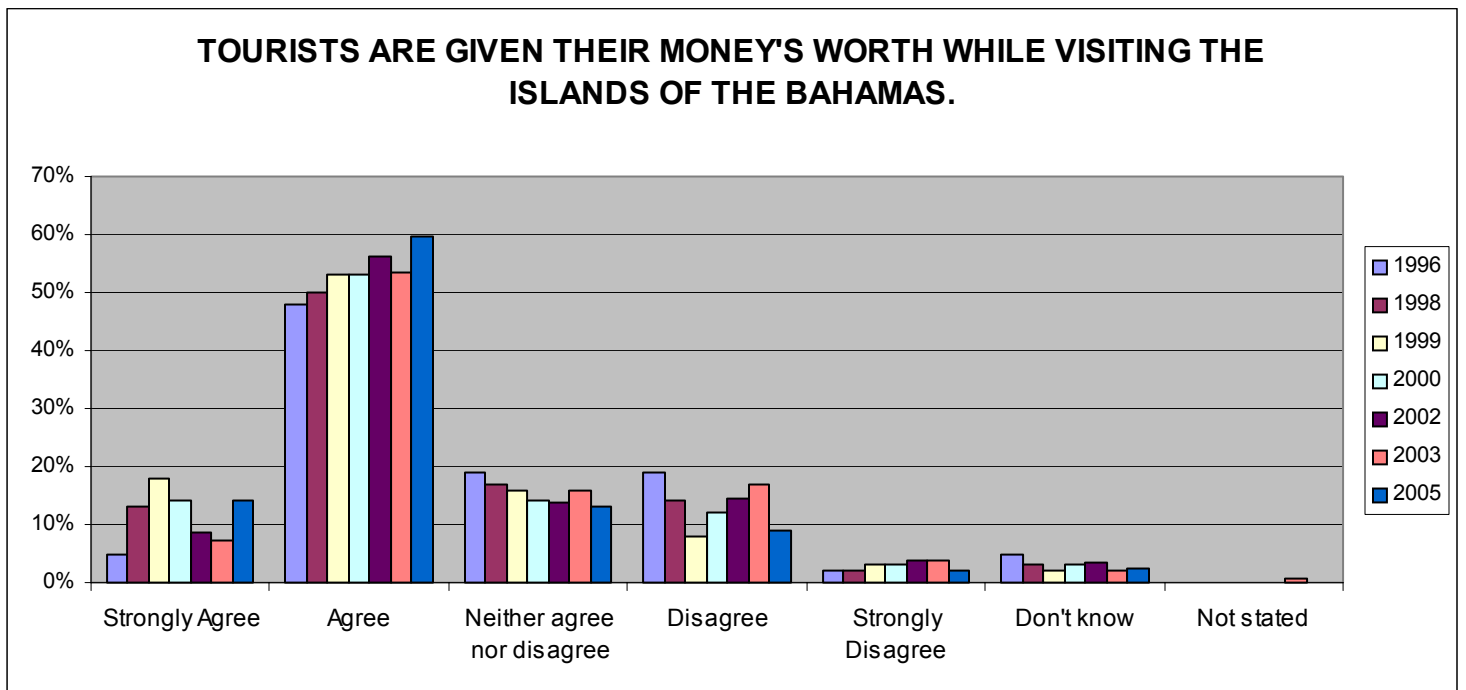


## ATTITUDE STATEMENT

<b>TOURISTS ARE GIVEN THEIR MONEY'S WORTH WHILE VISITING THE ISLANDS OF THE BAHAMAS.</b>							
	<b>1996</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2002</b>	<b>2003</b>	<b>2005</b>
Strongly Agree	5%	13%	18%	14%	9%	7%	14%
Agree	48%	50%	53%	53%	56%	53%	60%
Neither agree nor disagree	19%	17%	16%	14%	14%	16%	13%
Disagree	19%	14%	8%	12%	14%	17%	9%
Strongly Disagree	2%	2%	3%	3%	4%	4%	2%
Don't know	5%	3%	2%	3%	3%	2%	2%
Not stated	0%	0%	0%	0%	0%	1%	0%

In 2005, three-quarters (74 percent) of the interviewees strongly agreed or agreed "tourists are given their money's worth while visiting the Islands of The Bahamas". That is a huge increase since 2003 (60 percent). Even more noteworthy is that since 1996 this proportion has increased by 21 percentage points.

## ATTITUDE STATEMENT – GRAPH

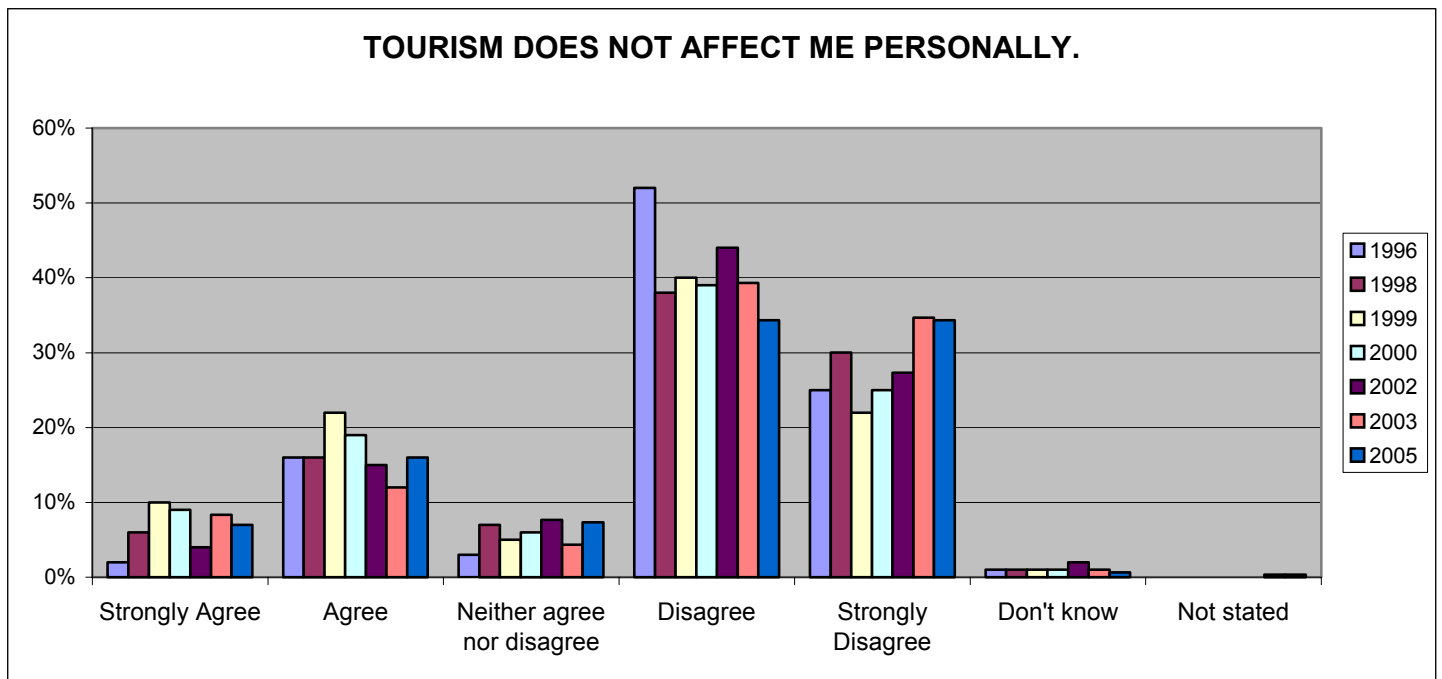


## ATTITUDE STATEMENT

<b>TOURISM DOES NOT AFFECT ME PERSONALLY.</b>							
	<b>1996</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2002</b>	<b>2003</b>	<b>2005</b>
Strongly Agree	2%	6%	10%	9%	4%	8%	7%
Agree	16%	16%	22%	19%	15%	12%	16%
Neither agree nor disagree	3%	7%	5%	6%	8%	4%	7%
Disagree	52%	38%	40%	39%	44%	39%	34%
Strongly Disagree	25%	30%	22%	25%	27%	35%	34%
Don't know	1%	1%	1%	1%	2%	1%	1%
Not stated	0%	0%	0%	0%	0%	0%	0%

In 2005, more than two-thirds (68 percent) of the interviewees either strongly disagreed or disagreed with the statement “tourism does not affect me personally”. This was lower than the 2003 figure (74 percent) and lower still than the 1996 figure (77 percent).

## ATTITUDE STATEMENT – GRAPH



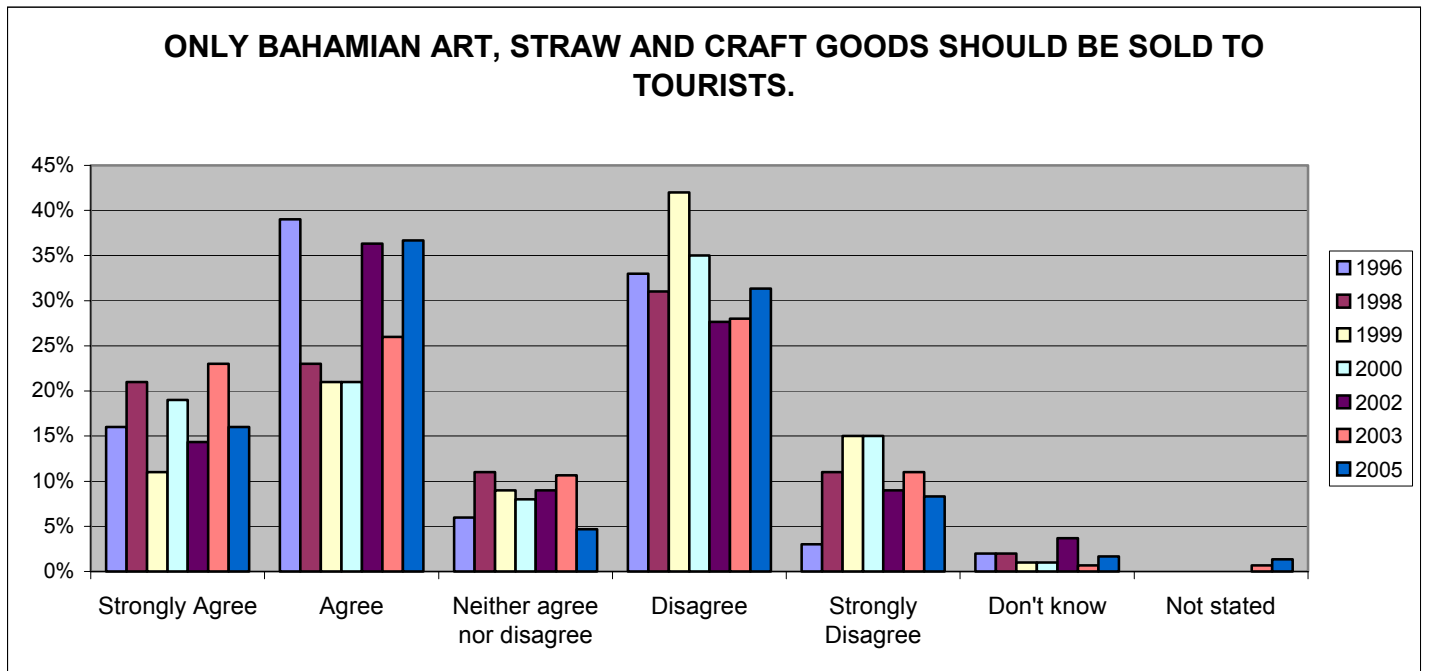
## ATTITUDE STATEMENT

**ONLY BAHAMIAN ART, STRAW AND CRAFT GOODS SHOULD BE SOLD TO TOURISTS.**

	1996	1998	1999	2000	2002	2003	2005
Strongly Agree	16%	21%	11%	19%	14%	23%	16%
Agree	39%	23%	21%	21%	36%	26%	37%
Neither agree nor disagree	6%	11%	9%	8%	9%	11%	5%
Disagree	33%	31%	42%	35%	28%	28%	31%
Strongly Disagree	3%	11%	15%	15%	9%	11%	8%
Don't know	2%	2%	1%	1%	4%	1%	2%
Not stated	0%	0%	0%	0%	0%	1%	1%

The proportion of respondents that either strongly agreed or agreed advanced from 49 percent in 2003 to 53 percent in 2005, which was just slightly lower than the record high in 1996 (55 percent).

## ATTITUDE STATEMENT – GRAPH



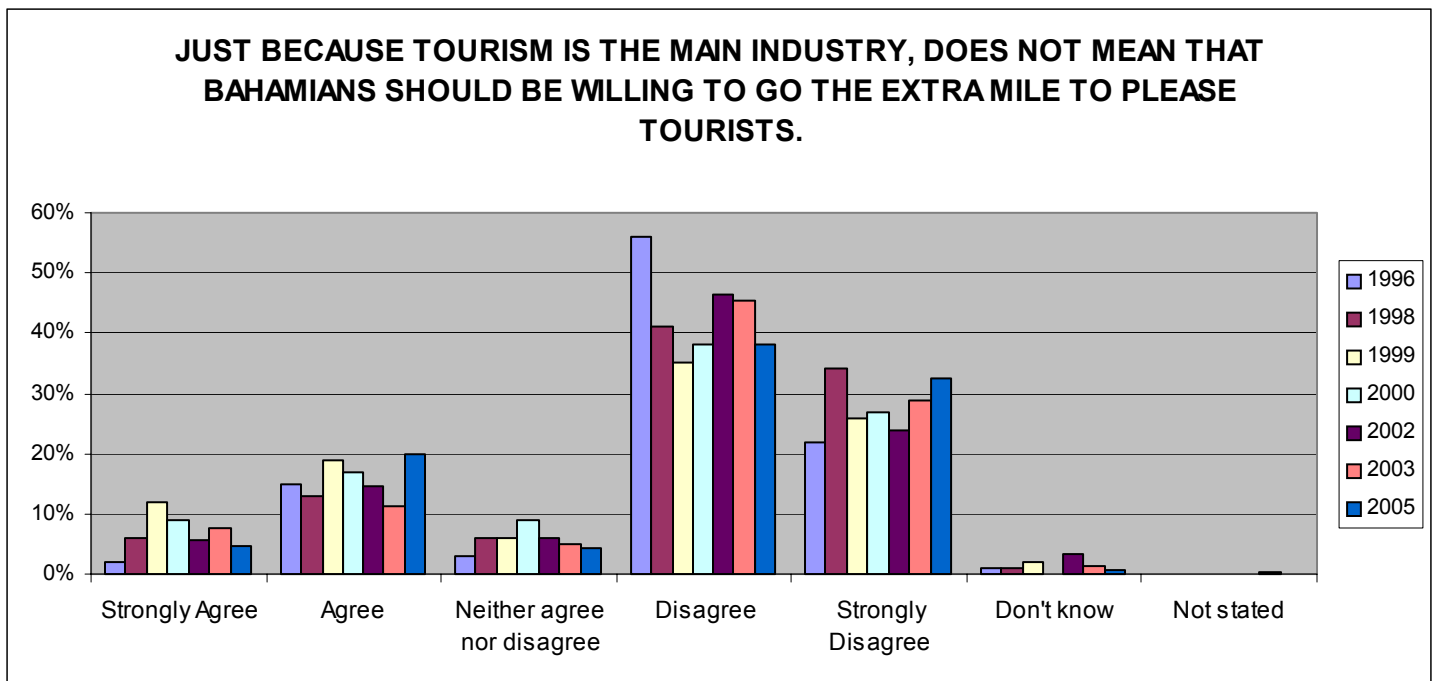
## ATTITUDE STATEMENT

**JUST BECAUSE TOURISM IS THE MAIN INDUSTRY, DOES NOT MEAN THAT BAHAMIANS SHOULD BE WILLING TO GO THE EXTRA MILE TO PLEASE TOURISTS.**

	1996	1998	1999	2000	2002	2003	2005
Strongly Agree	2%	6%	12%	9%	6%	8%	5%
Agree	15%	13%	19%	17%	15%	11%	20%
Neither agree nor disagree	3%	6%	6%	9%	6%	5%	4%
Disagree	56%	41%	35%	38%	46%	45%	38%
Strongly Disagree	22%	34%	26%	27%	24%	29%	32%
Don't know	1%	1%	2%	0%	3%	1%	1%
Not stated	0%	0%	0%	0%	0%	0%	0%

In 2005, seventy percent of the interviewees either strongly disagreed or disagreed with this statement. In 1996, the proportion of respondents that expressed the same sentiments was recorded at 78 percent. This percentage declined to a record low in 1999 (61 percent) but after that increased to 74 percent in 2003.

## ATTITUDE STATEMENT – GRAPH





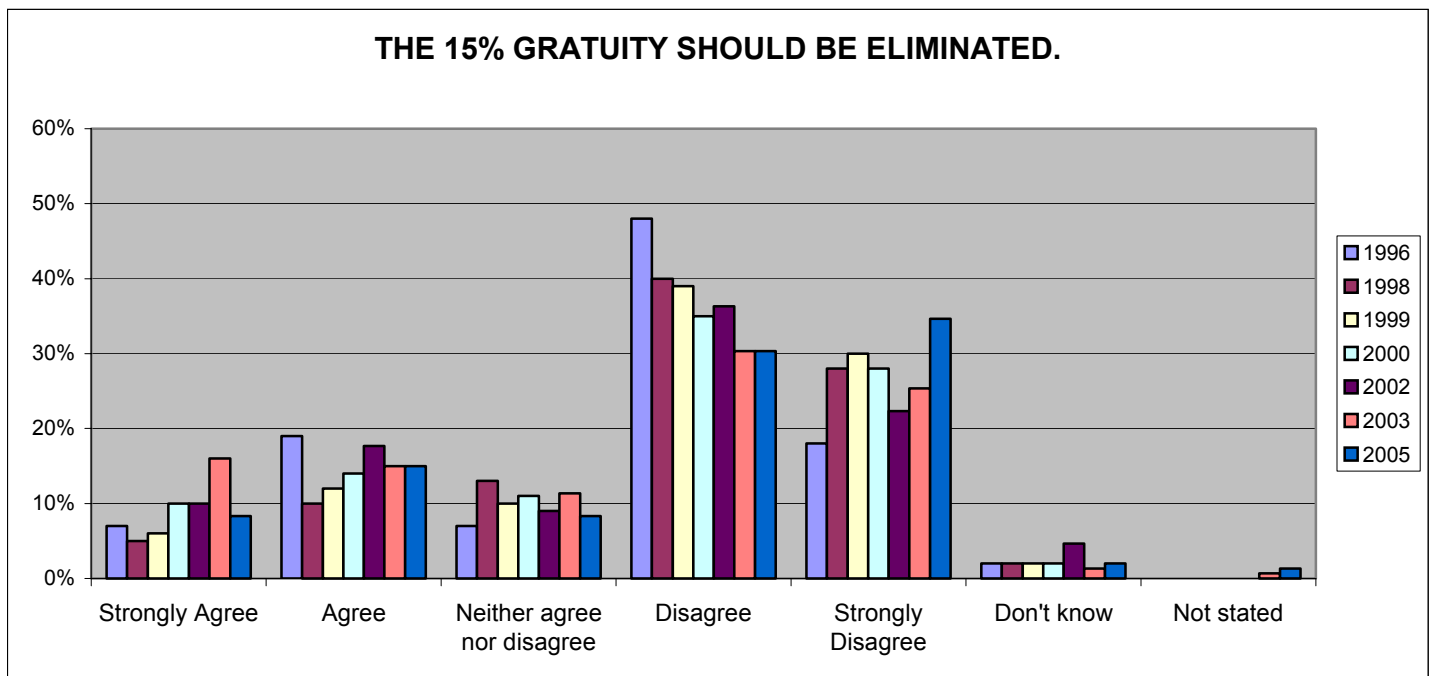
## ATTITUDE STATEMENT

**THE 15% GRATUITY SHOULD BE ELIMINATED.**

	1996	1998	1999	2000	2002	2003	2005
Strongly Agree	7%	5%	6%	10%	10%	16%	8%
Agree	19%	10%	12%	14%	18%	15%	15%
Neither agree nor disagree	7%	13%	10%	11%	9%	11%	8%
Disagree	48%	40%	39%	35%	36%	30%	30%
Strongly Disagree	18%	28%	30%	28%	22%	25%	35%
Don't know	2%	2%	2%	2%	5%	1%	2%
Not stated	0%	0%	0%	0%	0%	1%	1%

In 2005, 65 percent of the interviewees either strongly disagreed or disagreed that “the 15% gratuity should be eliminated”. This is the highest this figure has been since 1999 when 69 percent of the persons questioned either strongly disagreed or disagreed with that statement.

## ATTITUDE STATEMENT – GRAPH

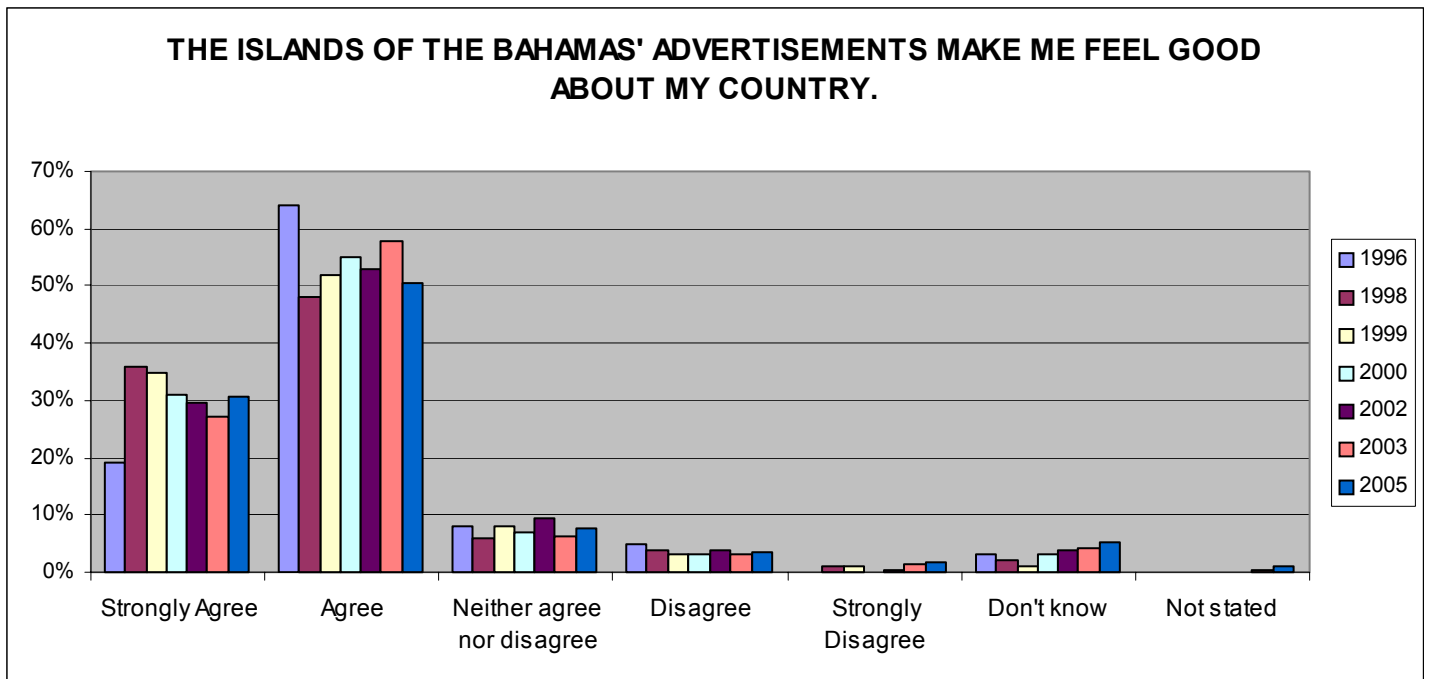


## ATTITUDE STATEMENT

<b>THE ISLANDS OF THE BAHAMAS' ADVERTISEMENTS MAKE ME FEEL GOOD ABOUT MY COUNTRY.</b>							
	<b>1996</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2002</b>	<b>2003</b>	<b>2005</b>
Strongly Agree	19%	36%	35%	31%	30%	27%	31%
Agree	64%	48%	52%	55%	53%	58%	50%
Neither agree nor disagree	8%	6%	8%	7%	9%	6%	8%
Disagree	5%	4%	3%	3%	4%	3%	3%
Strongly Disagree	0%	1%	1%	0%	0%	1%	2%
Don't know	3%	2%	1%	3%	4%	4%	5%
Not stated	0%	0%	0%	0%	0%	0%	1%

In 2005, 81 percent of the interviewees either strongly agreed or agreed with this statement. Since 1996, the proportion of respondents that had the identical opinions has ranged from 81 – 87 percent.

## ATTITUDE STATEMENT – GRAPH



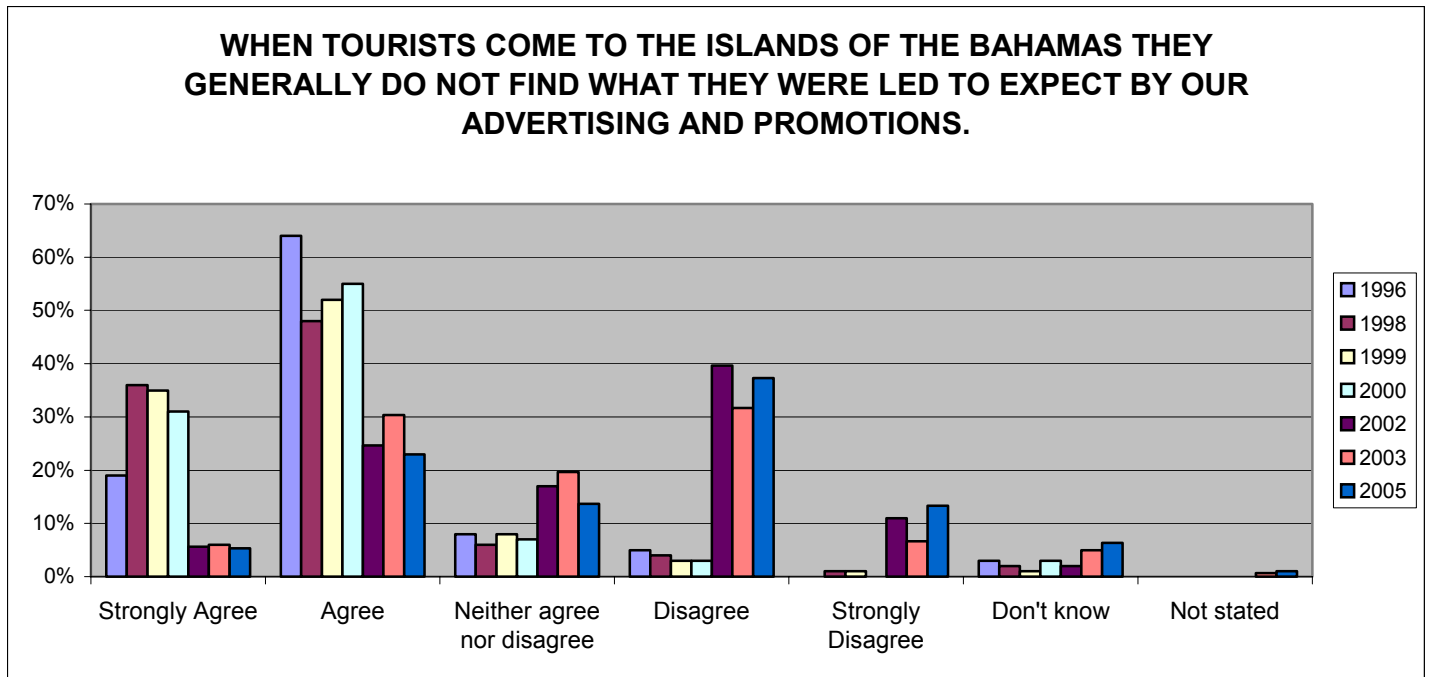
## ATTITUDE STATEMENT

**WHEN TOURISTS COME TO THE ISLANDS OF THE BAHAMAS THEY GENERALLY DO NOT FIND WHAT THEY WERE LED TO EXPECT BY OUR ADVERTISING AND PROMOTIONS.**

	1996	1998	1999	2000	2002	2003	2005
Strongly Agree	19%	36%	35%	31%	6%	6%	5%
Agree	64%	48%	52%	55%	25%	30%	23%
Neither agree nor disagree	8%	6%	8%	7%	17%	20%	14%
Disagree	5%	4%	3%	3%	40%	32%	37%
Strongly Disagree	0%	1%	1%	0%	11%	7%	13%
Don't know	3%	2%	1%	3%	2%	5%	6%
Not stated	0%	0%	0%	0%	0%	1%	1%

Between 2003 and 2005, there was a significant advance in the proportion of interviewees that either strongly disagreed or disagreed with this statement--- from 39 percent to 51 percent. Between 1996 and 2000, this figure ranged from 3 – 5 percent. It had galloped to 51 percent in 2002.

## ATTITUDE STATEMENT – GRAPH

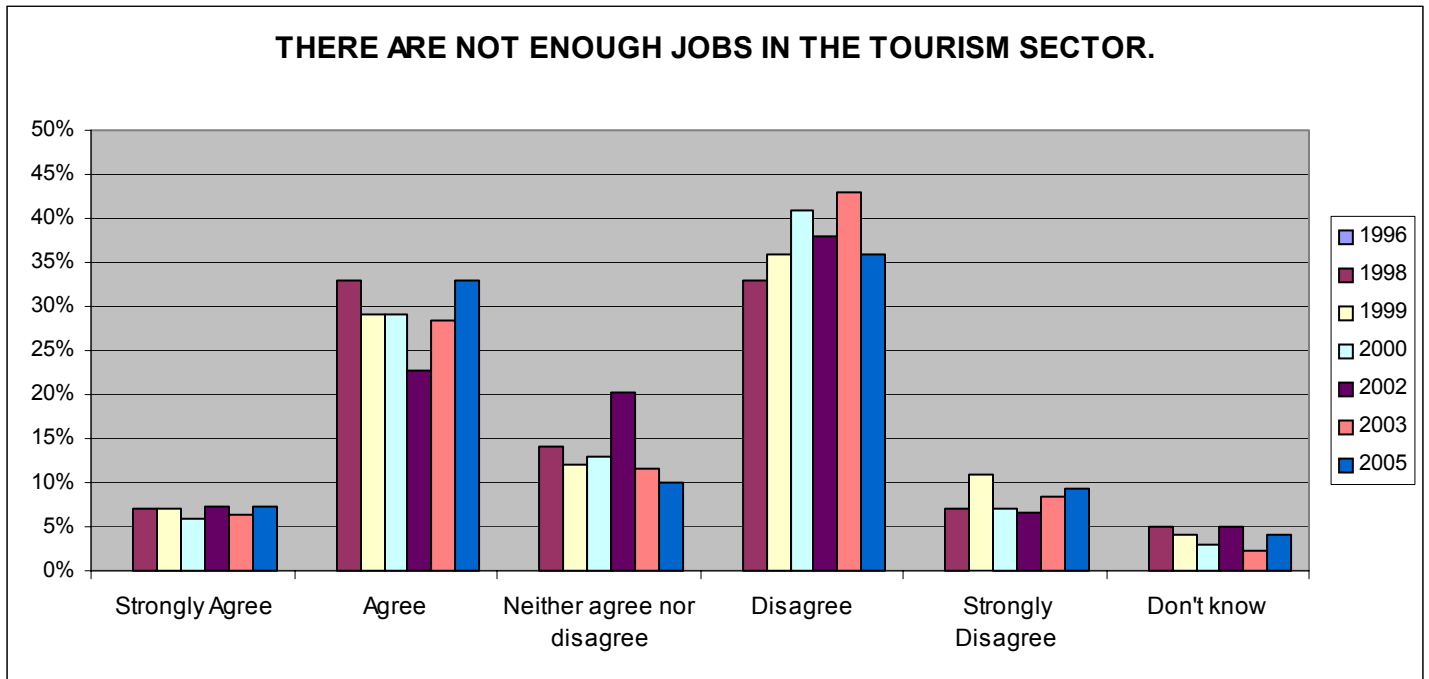


## ATTITUDE STATEMENT

<b>THERE ARE NOT ENOUGH JOBS IN THE TOURISM SECTOR.</b>							
	<b>1996</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2002</b>	<b>2003</b>	<b>2005</b>
Strongly Agree	0%	7%	7%	6%	7%	6%	7%
Agree	0%	33%	29%	29%	23%	28%	33%
Neither agree nor disagree	0%	14%	12%	13%	20%	12%	10%
Disagree	0%	33%	36%	41%	38%	43%	36%
Strongly Disagree	0%	7%	11%	7%	7%	8%	9%
Don't know	0%	5%	4%	3%	5%	2%	4%
Not stated	0%	0%	0%	0%	0%	0%	0%

In 2005, the proportion of the interviewees that either strongly disagreed or disagreed decreased from the record high in 2003 of 51 percent to 45 percent. However, this was not as low as 40 percent recorded in 1998.

## ATTITUDE STATEMENT – GRAPH



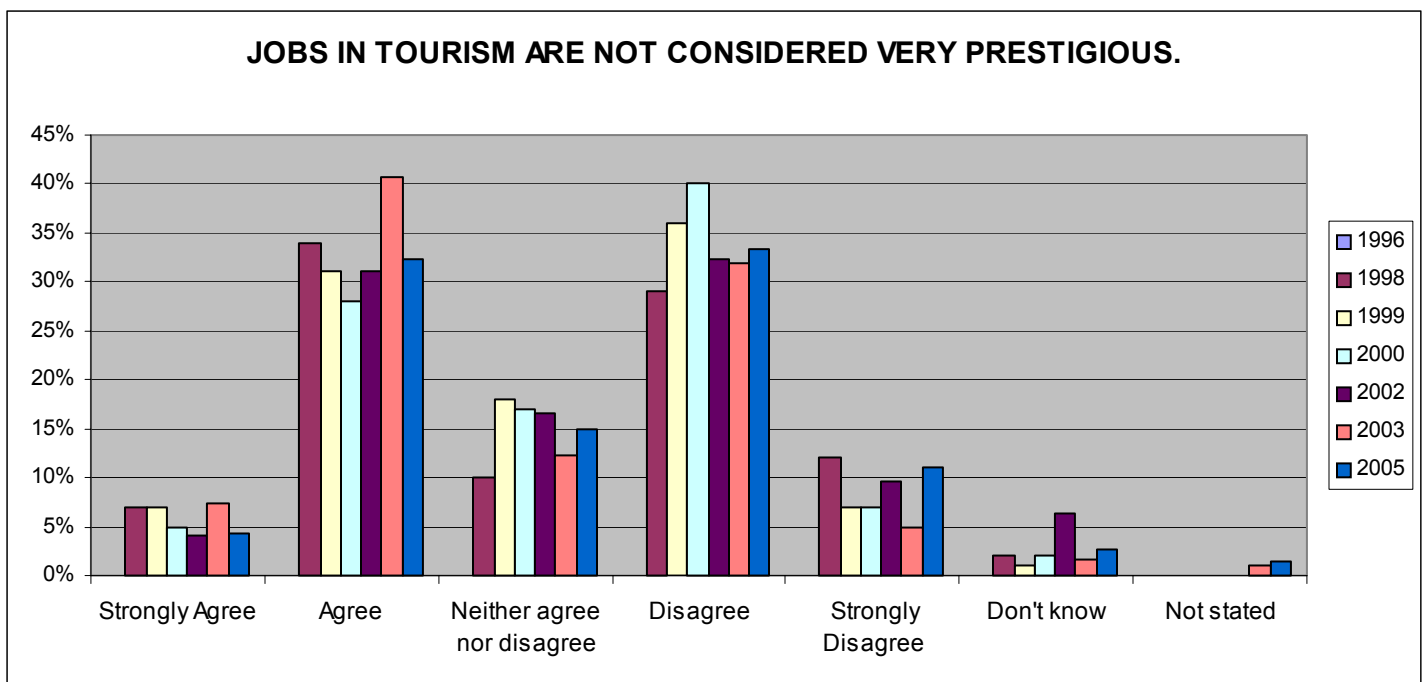
## ATTITUDE STATEMENT

**JOBS IN TOURISM ARE NOT CONSIDERED VERY PRESTIGIOUS.**

	1996	1998	1999	2000	2002	2003	2005
Strongly Agree	0%	7%	7%	5%	4%	7%	4%
Agree	0%	34%	31%	28%	31%	41%	32%
Neither agree nor disagree	0%	10%	18%	17%	17%	12%	15%
Disagree	0%	29%	36%	40%	32%	32%	33%
Strongly Disagree	0%	12%	7%	7%	10%	5%	11%
Don't know	0%	2%	1%	2%	6%	2%	3%
Not stated	0%	0%	0%	0%	0%	1%	1%

More than one-third (36 percent) of the respondents either strongly agreed or agreed. This is much lower than the 48 percent observed in 2003. However, it was in 2000 when this figure was at the lowest level of 33 percent.

## ATTITUDE STATEMENT – GRAPH

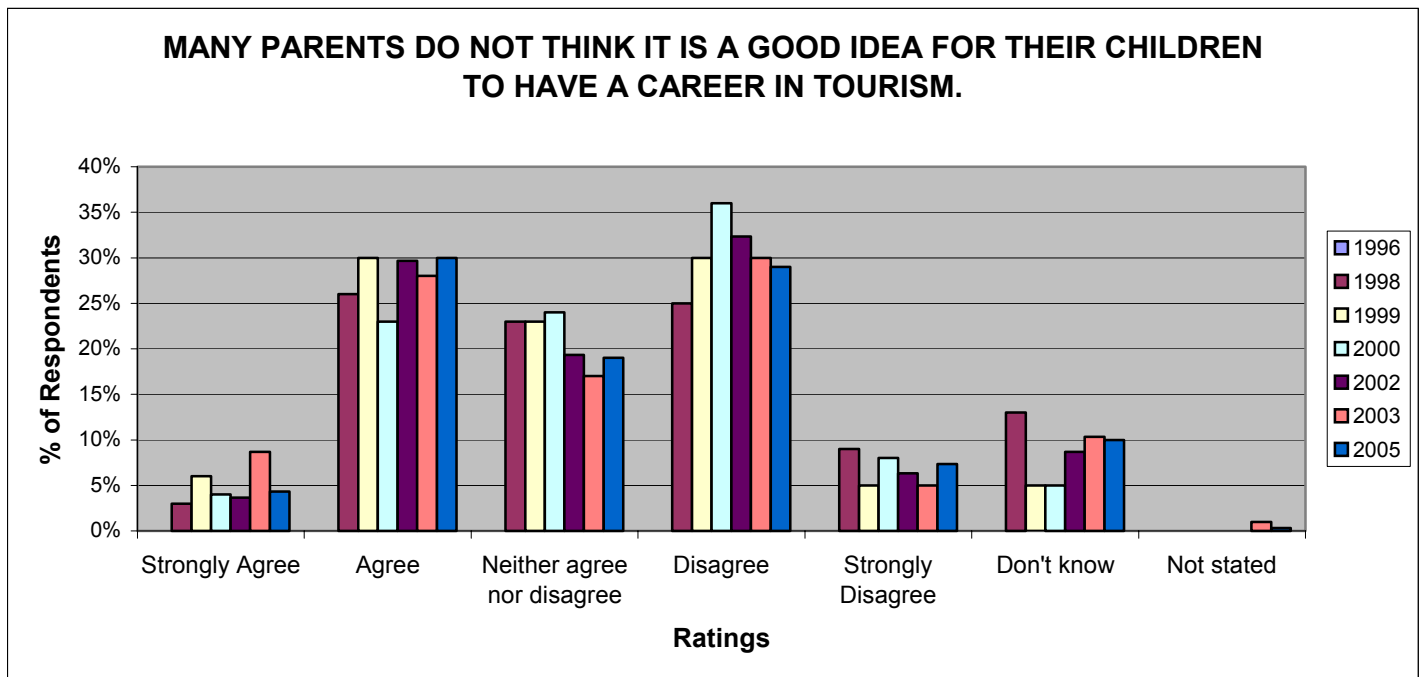


## ATTITUDE STATEMENT

<b>MANY PARENTS DO NOT THINK IT IS A GOOD IDEA FOR THEIR CHILDREN TO HAVE A CAREER IN TOURISM.</b>							
	<b>1996</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2002</b>	<b>2003</b>	<b>2005</b>
Strongly Agree	0%	3%	6%	4%	4%	9%	4%
Agree	0%	26%	30%	23%	30%	28%	30%
Neither agree nor disagree	0%	23%	23%	24%	19%	17%	19%
Disagree	0%	25%	30%	36%	32%	30%	29%
Strongly Disagree	0%	9%	5%	8%	6%	5%	7%
Don't know	0%	13%	5%	5%	9%	10%	10%
Not stated	0%	0%	0%	0%	0%	1%	0%

Slightly more than one-third (34 percent) of the interviewees either strongly agreed or agreed with this statement. This was slightly less than the figure recorded in 2003 (37 percent) but not as low as in 2000 (27 percent).

## ATTITUDE STATEMENT – GRAPH



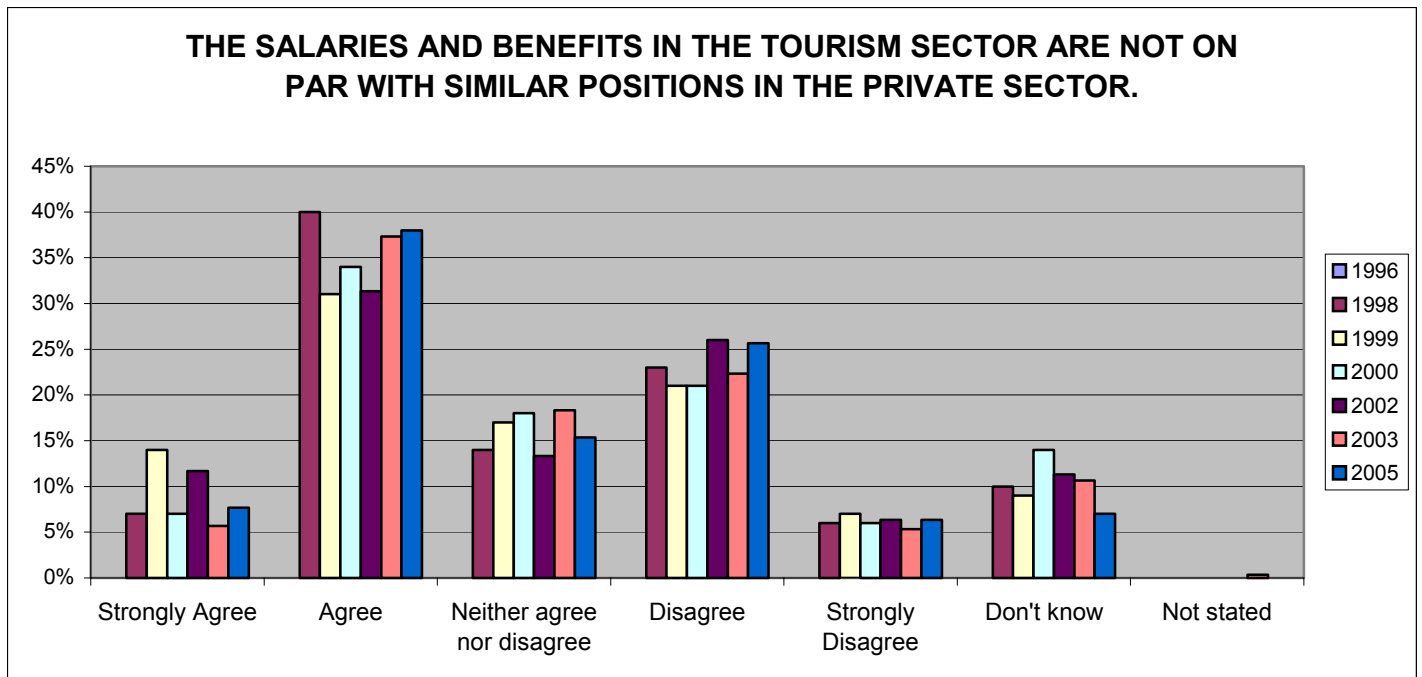
## ATTITUDE STATEMENT

**THE SALARIES AND BENEFITS IN THE TOURISM SECTOR ARE NOT ON PAR WITH SIMILAR POSITIONS IN THE PRIVATE SECTOR.**

	1996	1998	1999	2000	2002	2003	2005
Strongly Agree	0%	7%	14%	7%	12%	6%	8%
Agree	0%	40%	31%	34%	31%	37%	38%
Neither agree nor disagree	0%	14%	17%	18%	13%	18%	15%
Disagree	0%	23%	21%	21%	26%	22%	26%
Strongly Disagree	0%	6%	7%	6%	6%	5%	6%
Don't know	0%	10%	9%	14%	11%	11%	7%
Not stated	0%	0%	0%	0%	0%	0%	0%

In 2005, 46 percent of the interviewees either strongly agreed or agreed with this statement. Since 1998, this figure has remained between 41 and 47 percent.

## ATTITUDE STATEMENT – GRAPH

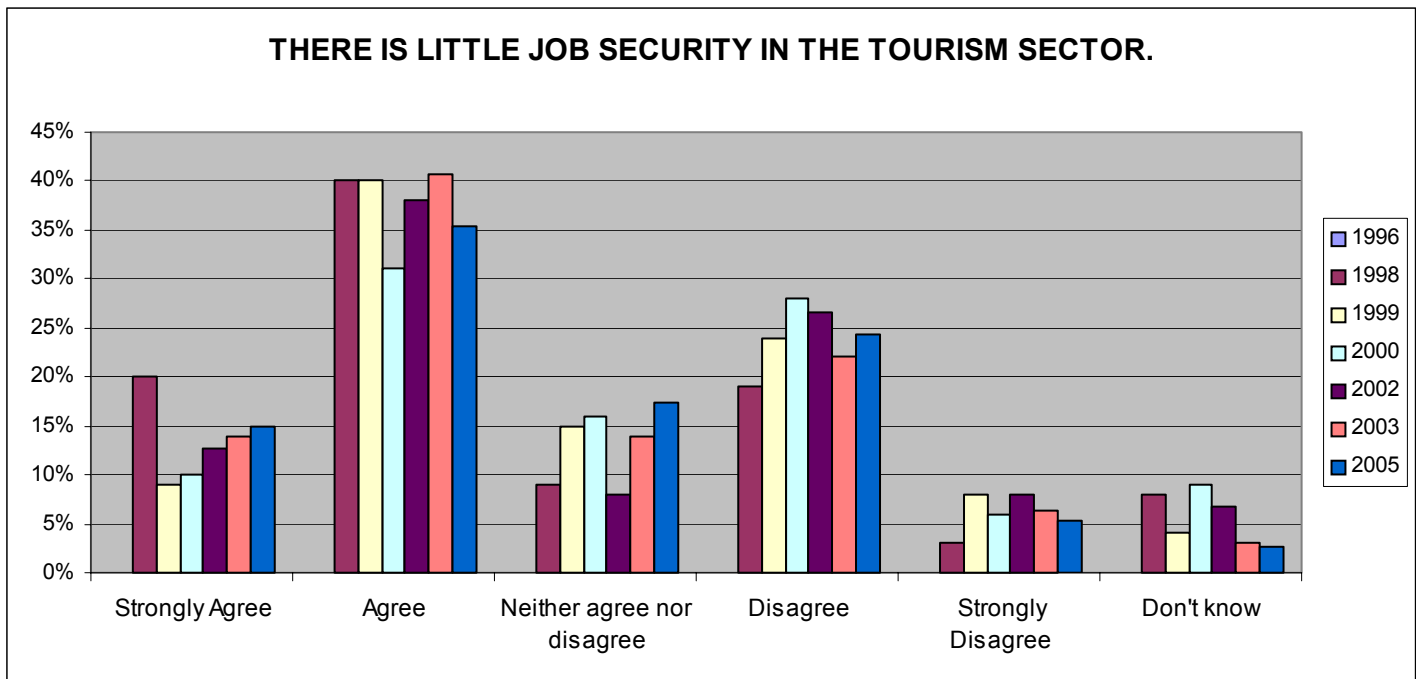


## ATTITUDE STATEMENT

<b>THERE IS LITTLE JOB SECURITY IN THE TOURISM SECTOR.</b>							
	<b>1996</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2002</b>	<b>2003</b>	<b>2005</b>
Strongly Agree	0%	20%	9%	10%	13%	14%	15%
Agree	0%	40%	40%	31%	38%	41%	35%
Neither agree nor disagree	0%	9%	15%	16%	8%	14%	17%
Disagree	0%	19%	24%	28%	27%	22%	24%
Strongly Disagree	0%	3%	8%	6%	8%	6%	5%
Don't know	0%	8%	4%	9%	7%	3%	3%

In 2005, 50 percent of the interviewees either strongly agreed or agreed that “there is little job security in the tourism sector”. This was lower than the 2003 figure (55 percent), much lower than 1998 (60 percent) but higher than the 2000 figure (41 percent).

## ATTITUDE STATEMENT – GRAPH



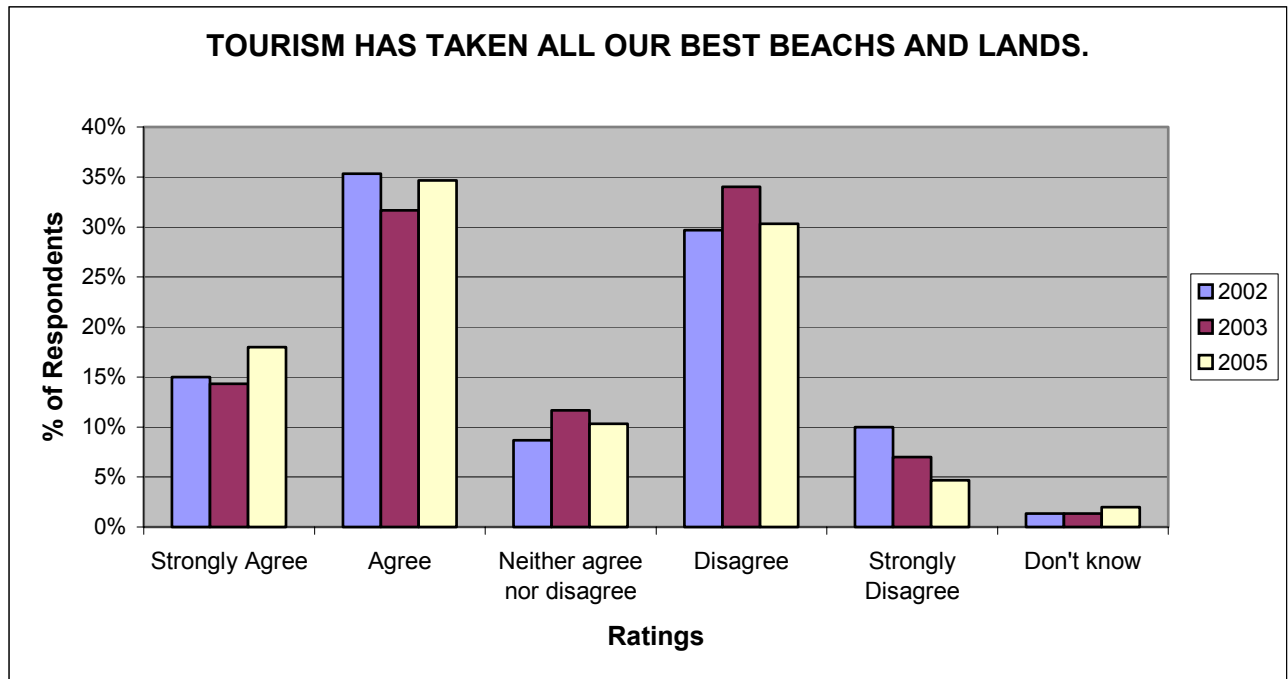


## ATTITUDE STATEMENT

<b>TOURISM HAS TAKEN ALL OUR BEST BEACHES AND LAND</b>			
	<b>2002</b>	<b>2003</b>	<b>2005</b>
Strongly Agree	15%	14%	18%
Agree	35%	32%	35%
Neither agree nor disagree	9%	12%	10%
Disagree	30%	34%	30%
Strongly Disagree	10%	7%	5%
Don't know	1%	1%	2%

In 2005, 53 percent of the interviewees either strongly agreed or agreed – an increase from the 2003 figure (46 percent).

## ATTITUDE STATEMENT – GRAPH

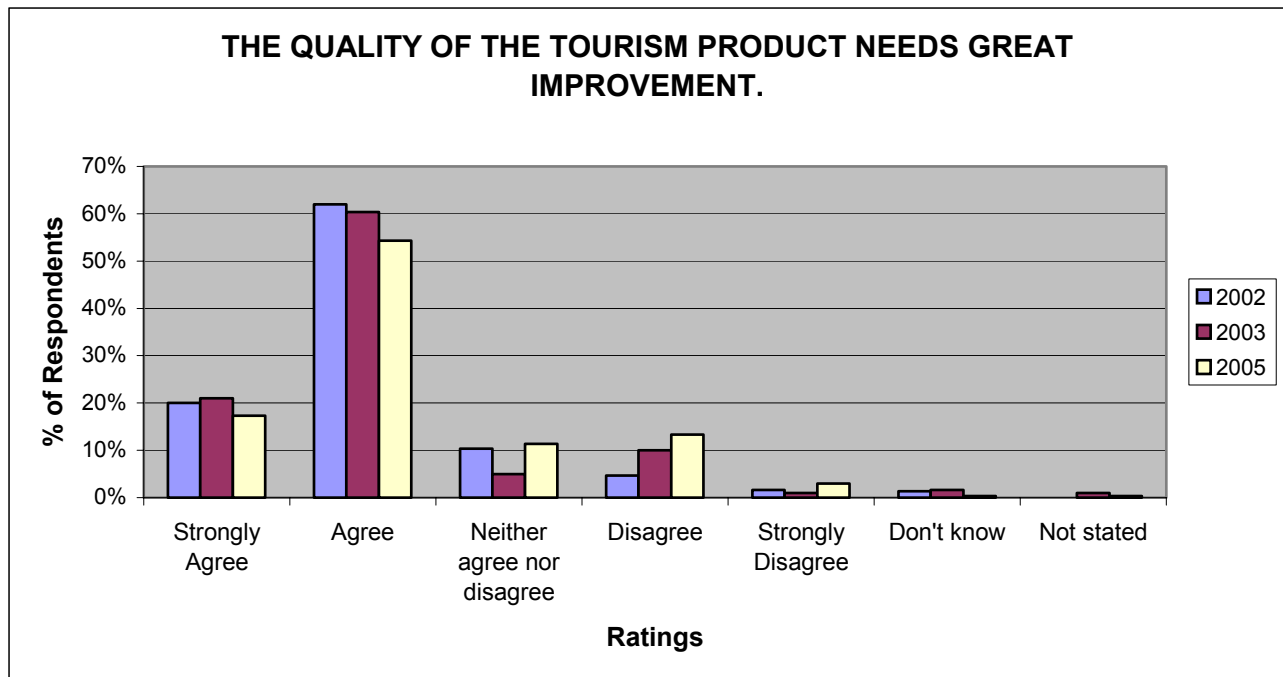


## ATTITUDE STATEMENT

<b>THE QUALITY OF THE TOURISM PRODUCT NEEDS GREAT IMPROVEMENT.</b>			
	<b>2002</b>	<b>2003</b>	<b>2005</b>
Strongly Agree	20%	21%	17%
Agree	62%	60%	54%
Neither agree nor disagree	10%	5%	11%
Disagree	5%	10%	13%
Strongly Disagree	2%	1%	3%
Don't know	1%	2%	0%
Not stated	0%	1%	0%

In 2005, 71 percent of the individuals questioned either strongly agreed or agreed – much lower than the 2003 figure (81 percent).

## ATTITUDE STATEMENT – GRAPH

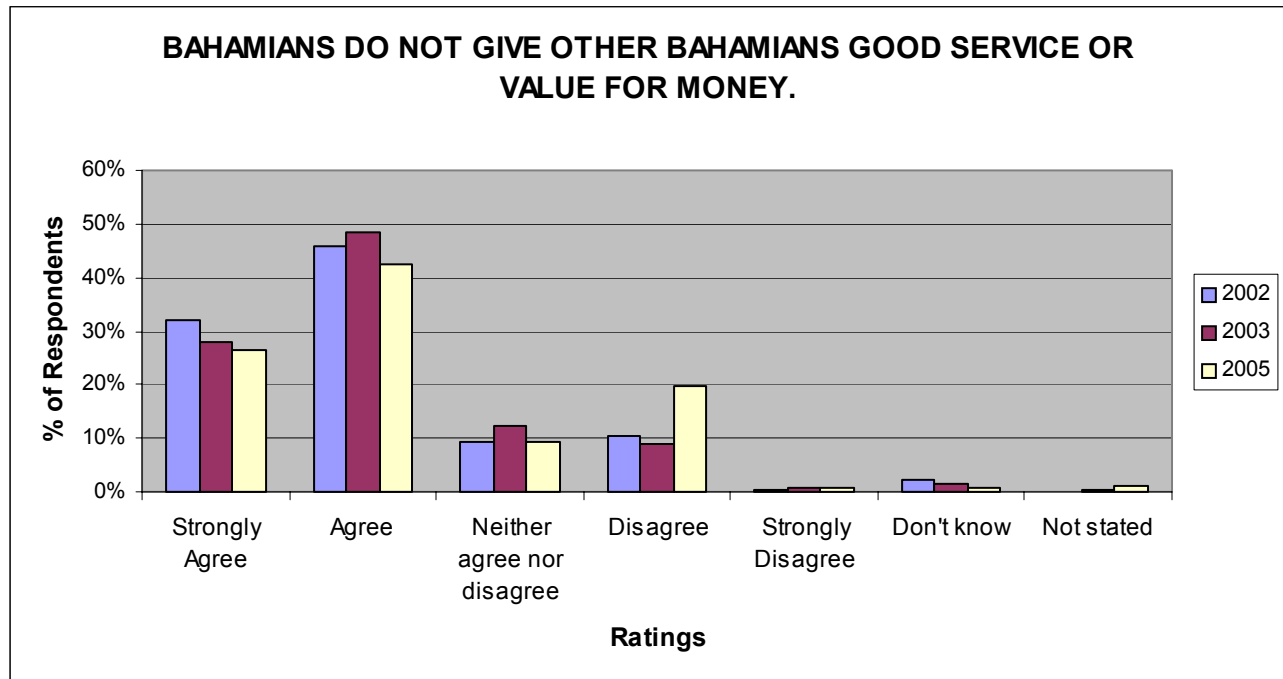


## ATTITUDE STATEMENT

<b>BAHAMIANS DO NOT GIVE OTHER BAHAMIANS GOOD SERVICE OR VALUE FOR MONEY.</b>			
	<b>2002</b>	<b>2003</b>	<b>2005</b>
Strongly Agree	32%	28%	26%
Agree	46%	48%	42%
Neither agree nor disagree	9%	12%	9%
Disagree	10%	9%	20%
Strongly Disagree	0%	1%	1%
Don't know	2%	1%	1%
Not stated	0%	0%	1%

In 2005, more than two-thirds (68 percent) of the interviewees either strongly agreed or agreed, which was smaller than the 2003 figure (76 percent).

## ATTITUDE STATEMENT – GRAPH

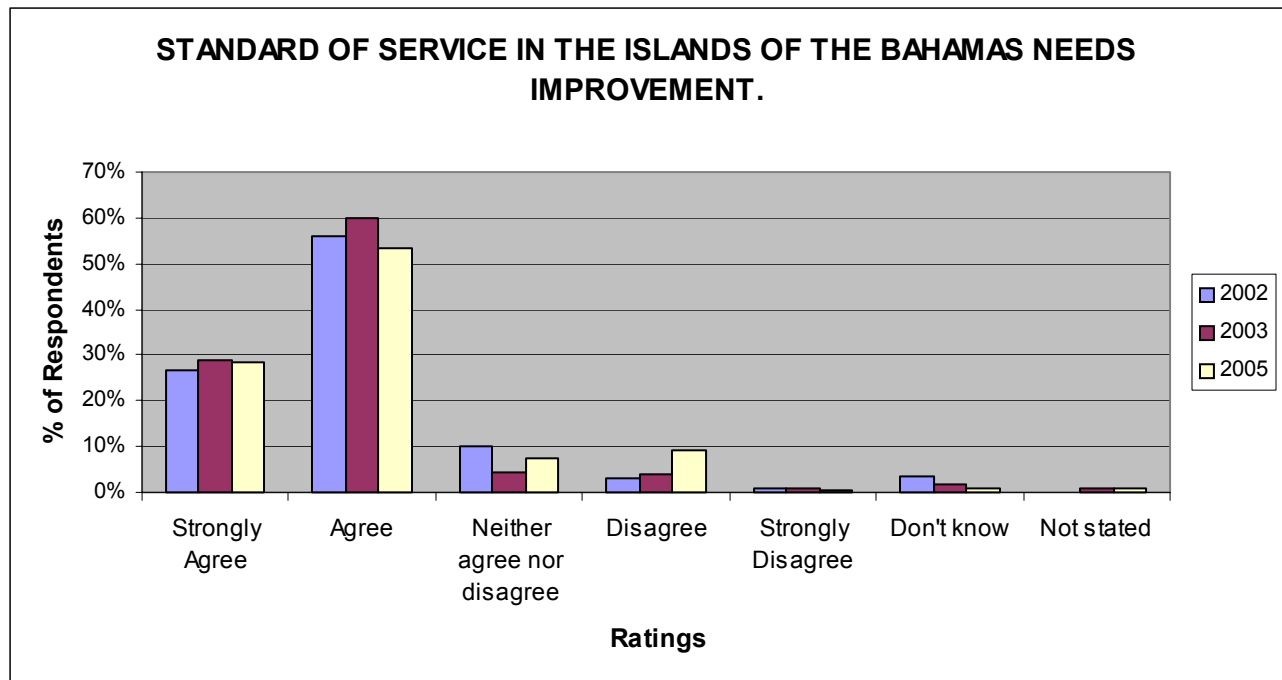


## ATTITUDE STATEMENT

<b>STANDARD OF SERVICE IN THE ISLANDS OF THE BAHAMAS NEEDS IMPROVEMENT.</b>			
	<b>2002</b>	<b>2003</b>	<b>2005</b>
Strongly Agree	27%	29%	28%
Agree	56%	60%	53%
Neither agree nor disagree	10%	4%	7%
Disagree	3%	4%	9%
Strongly Disagree	1%	1%	0%
Don't know	3%	2%	1%
Not stated	0%	1%	1%

In 2005, 81 percent of the interviewees either strongly agreed or agreed – a decline from the 2003 figure (89 percent).

## ATTITUDE STATEMENT – GRAPH



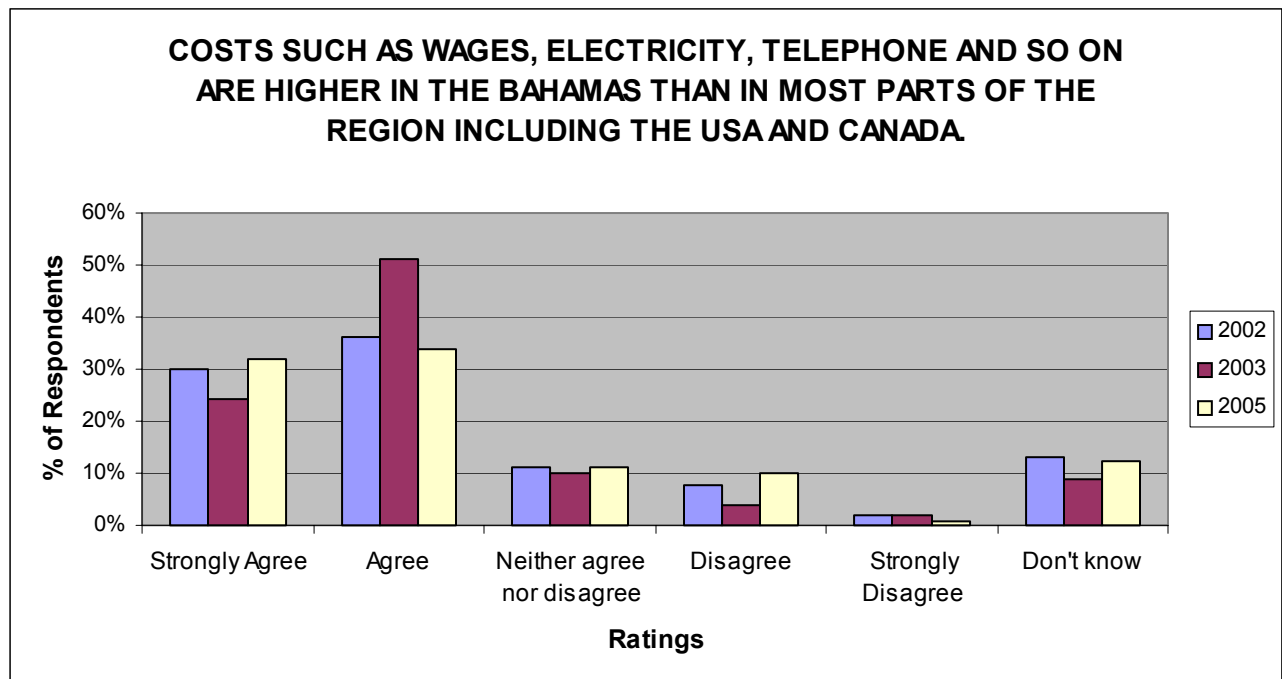
## ATTITUDE STATEMENT

**COSTS SUCH AS WAGES, ELECTRICITY, TELEPHONE AND SO ON ARE HIGHER IN THE BAHAMAS THAN IN MOST PARTS OF THE REGION INCLUDING THE USA AND CANADA.**

	2002	2003	2005
Strongly Agree	30%	24%	32%
Agree	36%	51%	34%
Neither agree nor disagree	11%	10%	11%
Disagree	8%	4%	10%
Strongly Disagree	2%	2%	1%
Don't know	13%	9%	12%

In 2005, two thirds of the New Providence residents either strongly agreed or agreed – a decrease from the 2003 figure (75 percent).

## ATTITUDE STATEMENT – GRAPH



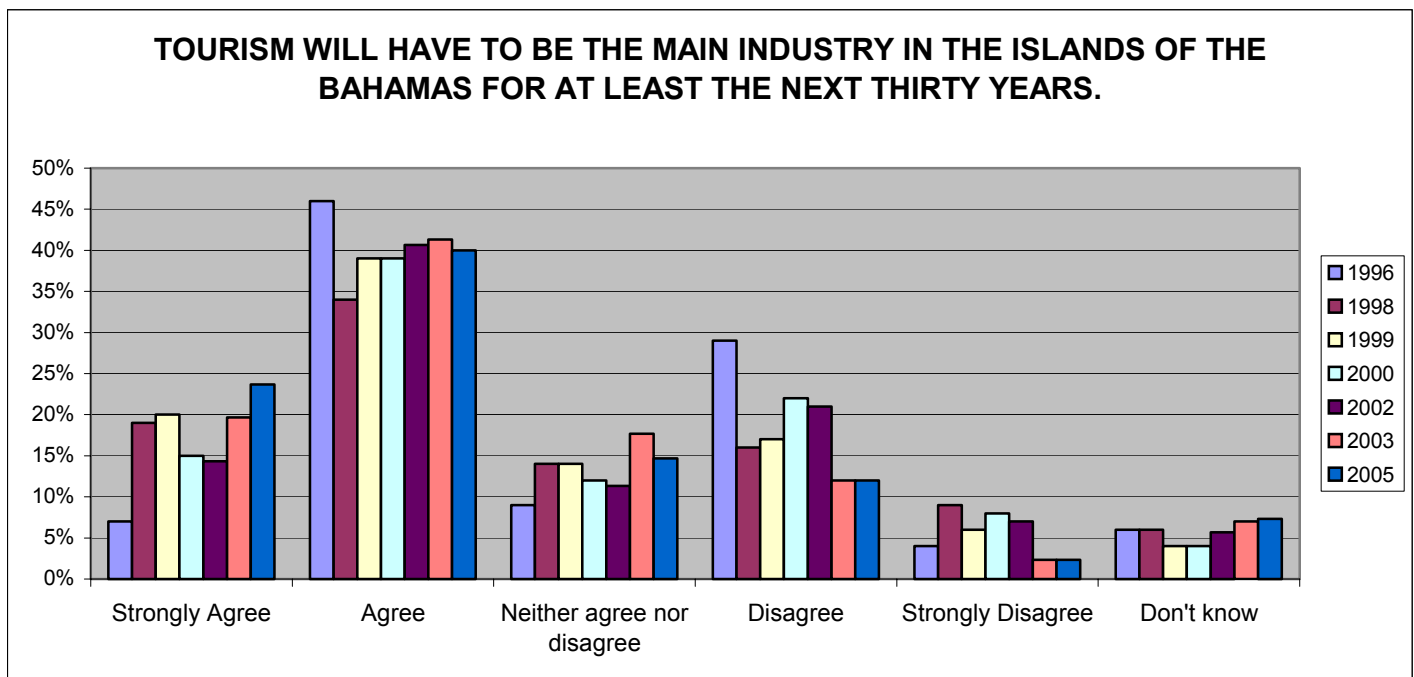
## ATTITUDE STATEMENT

**TOURISM WILL HAVE TO BE THE MAIN INDUSTRY IN THE ISLANDS OF THE BAHAMAS FOR AT LEAST THE NEXT THIRTY YEARS.**

	1996	1998	1999	2000	2002	2003	2005
Strongly Agree	7%	19%	20%	15%	14%	20%	24%
Agree	46%	34%	39%	39%	41%	41%	40%
Neither agree nor disagree	9%	14%	14%	12%	11%	18%	15%
Disagree	29%	16%	17%	22%	21%	12%	12%
Strongly Disagree	4%	9%	6%	8%	7%	2%	2%
Don't know	6%	6%	4%	4%	6%	7%	7%

In 2005, 64 percent of the interviewees either strongly agreed or agreed “tourism will have to be the main industry in the Islands of The Bahamas for at least the next thirty years”. Although, this is only 3 percentage points higher than the 2003 figure, this is the highest percentage ever recorded of New Providence residents who had these views.

## ATTITUDE STATEMENT – GRAPH



## MEDIA USAGE

<b>TOP TEN LOCAL AND INTERNATIONAL TELEVISION STATIONS WATCHED</b>		
	<b>2003</b>	<b>2005</b>
ZNS (NEWS)	66%	60%
LIFETIME	33%	30%
CNN	20%	19%
TNT	17%	16%
TBN	12%	14%
FOX	11%	14%
CBS	10%	13%
USA	10%	12%
ABC	10%	11%
ZNS (OTHER PROGRAMMING)	9%	8%

<b>TOP 10 LOCAL AND INTERNATIONAL RADIO STATIONS LISTENED TO</b>		
	<b>2003</b>	<b>2005</b>
100 JAMZ	49%	42%
104.5 FM	34%	40%
101.9FM (JOY FM)	23%	29%
LOVE 97	22%	18%
ZNS 1240 AM	18%	17%
ZNS 1540 AM	13%	15%
MORE 94.9 FM	9%	11%
NONE	8%	6%
102.9	3%	1%
560	3%	1%

<b>TOP 5 LOCAL AND INTERNATIONAL NEWSPAPERS READ</b>		
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	<b>2003</b>	<b>2005</b>
GUARDIAN	70%	65%
TRIBUNE	51%	50%
THE PUNCH	42%	38%
MIAMI HERALD	23%	22%
SOURCE	18%	8%

<b>TOP 10 LOCAL AND INTERNATIONAL MAGAZINES READ</b>		
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	<b>2003</b>	<b>2005</b>
NONE	61%	60%
EBONY	9%	13%
JET	8%	8%
OPRAH	5%	5%
TIME	4%	4%
PEOPLE	3%	3%
SPORTS ILLUSTRATED	3%	2%
COSMOPOLITAN	2%	2%
AUTOTRADER	2%	2%
HOME & GARDEN	2%	2%