

**BAHAMIAN RESIDENTS'
GENERAL PUBLIC SURVEY**

2008

GENERAL OBJECTIVES

- This survey was designed to gather information from Bahamian residents on various issues and aspects of tourism and media habits. The focus of the survey is concentrated on the following major areas:
 - Attitudes
 - General Media
 - Domestic Tourism
 - Demographics

SPECIFIC OBJECTIVES

- 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.

HOW STUDY WAS DONE

- Personal interviews at household dwellings were conducted in New Providence, Grand Bahama and five Family Islands (Abaco, Eleuthera, Exuma,, Andros and Bimini). Bahamian residents between the ages of 15 and over were interviewed.
- The sampling plan involved the selection of persons based on **Stratified Quota Convenience Sample**. The sex and age quota were based on frequency distributions from the 2000 Population Census.

SAMPLING ERROR

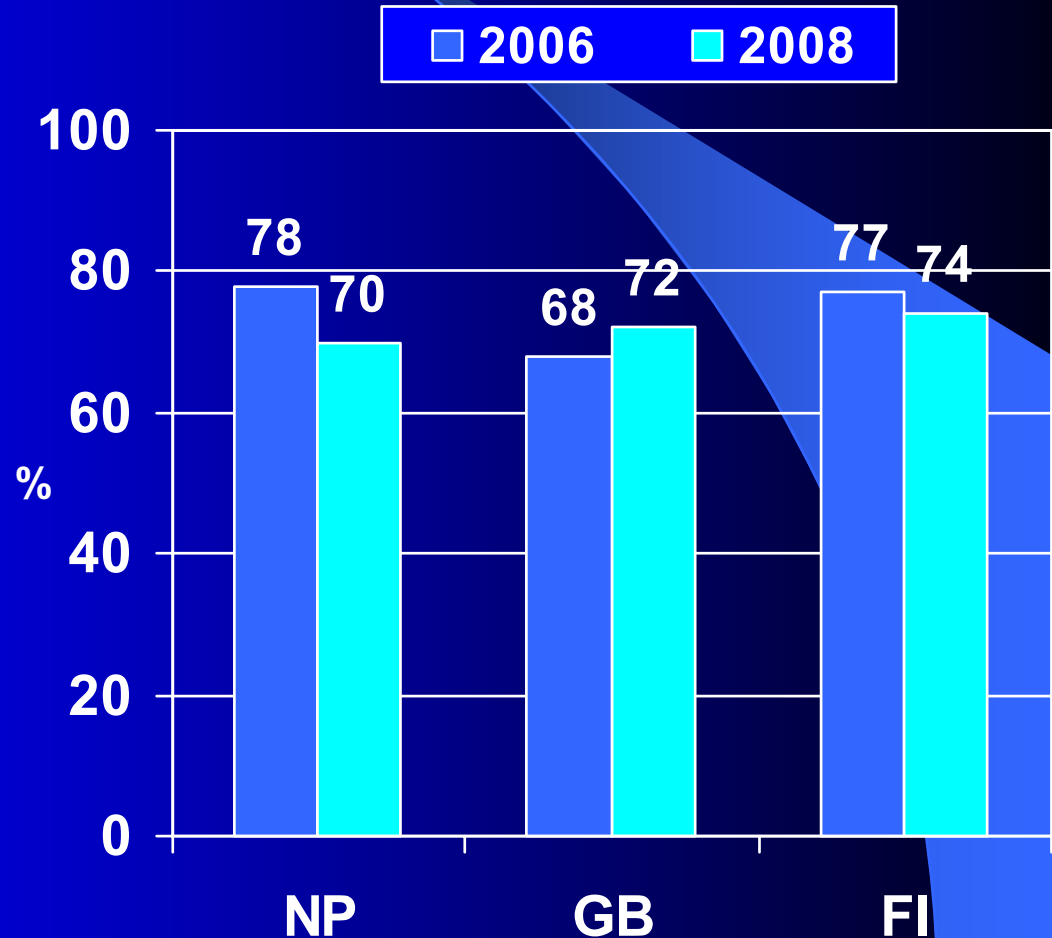
- At the 95% confidence interval, the sampling errors were $\pm 5.7\%$ for New Providence, $\pm 5.7\%$ for Grand Bahama and $\pm 4.9\%$ for the Family Islands.

THE RESULTS

Whether Would Work In Tourism Industry If Had A Choice

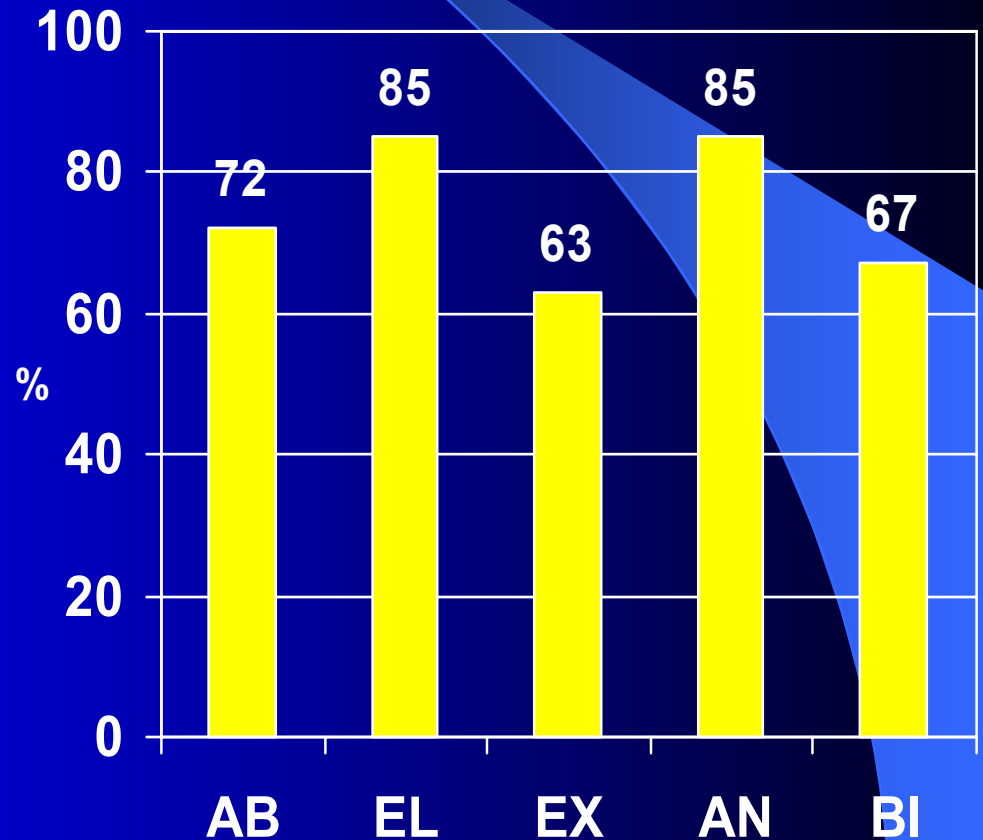
- About three-quarters of respondents said they **would** work in the tourism industry:

- **NP**: 70%
- **GB**: 72%
- **FI**: 74%



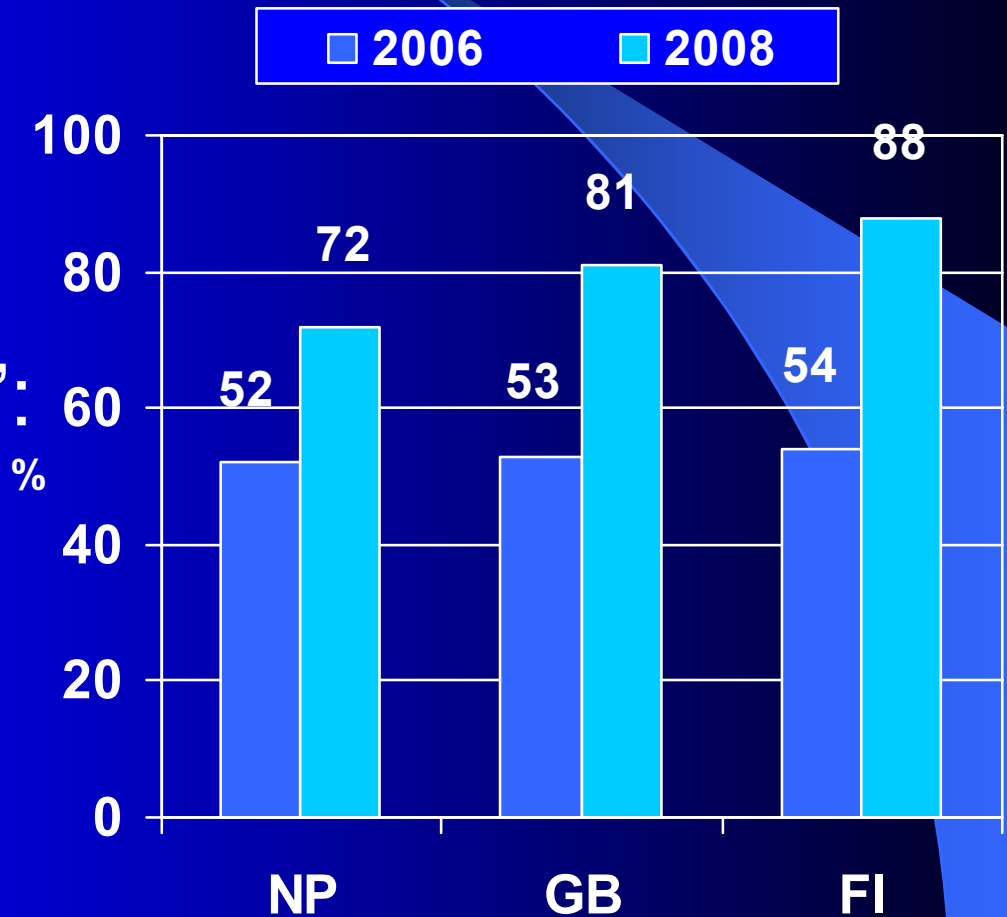
Whether Would Work In Tourism Industry If Had A Choice (FAMILY ISLANDS)

- The islands of **Eleuthera** and **Andros** (85%) had the **largest** proportion of residents stating that they would choose to work in the tourism industry, while **Exuma** had the **smallest** (63%).



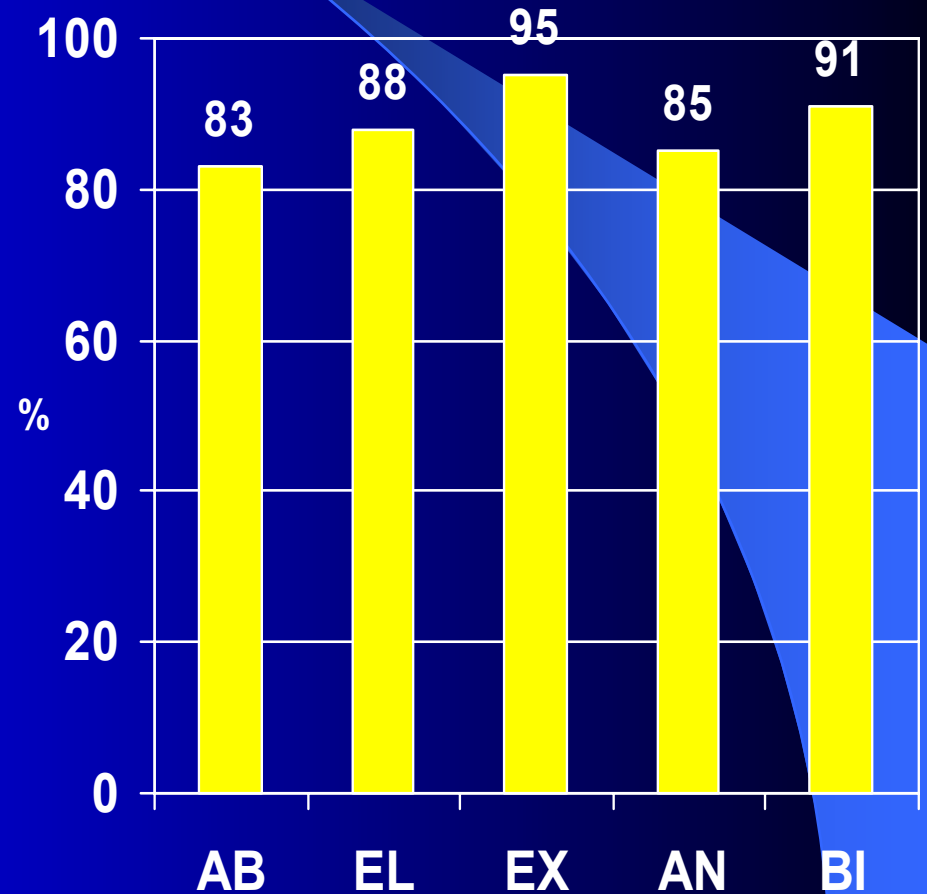
Reasons For Choosing To Work In The Tourism Sector

- The top reason for choosing to work in tourism was “**enjoy meeting people**”:
 - **NP**: 72%
 - **GB**: 81%
 - **FI**: 88%.



Reasons For Choosing To Work In The Tourism Sector (FAMILY ISLANDS)

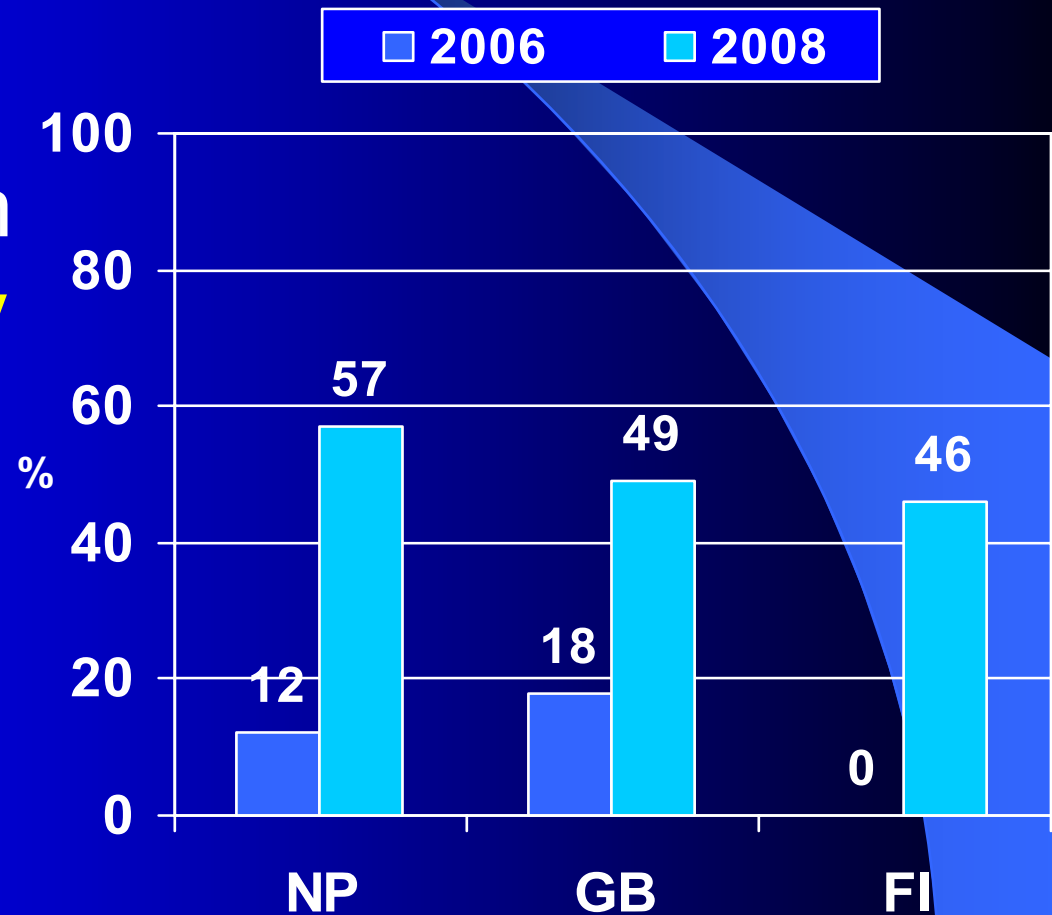
- The proportion of **Exumians** (95%) that gave the reason “enjoy meeting people” was 12 percentage points higher than for the **Abaconians** (83%).



Reasons For *Not* Choosing To Work In The Tourism Sector

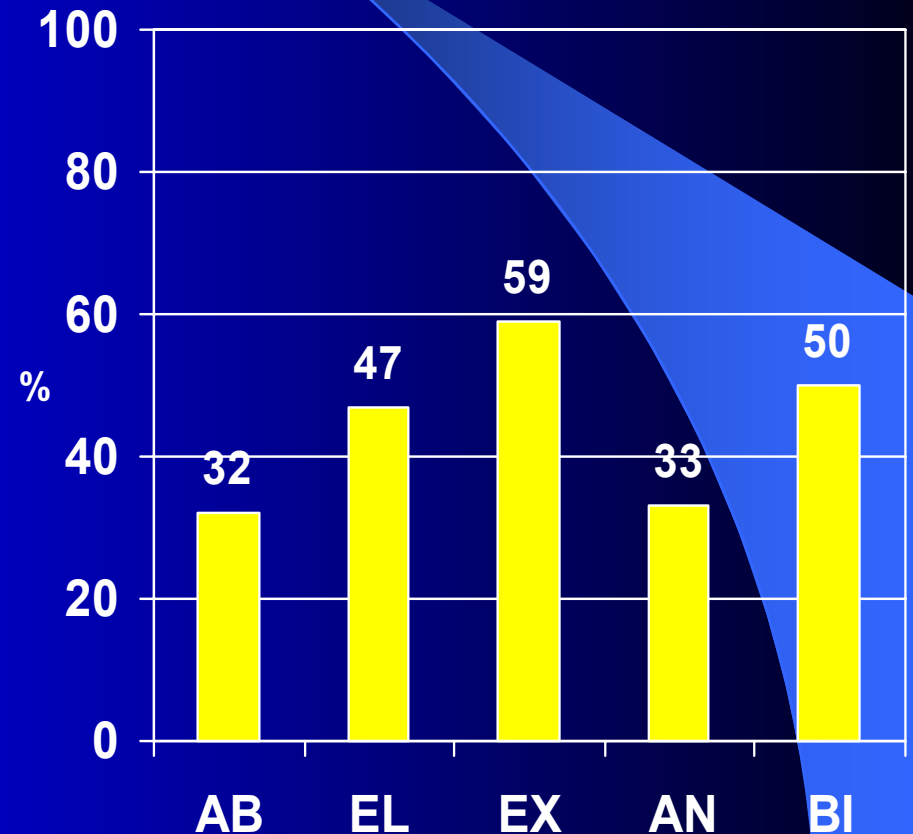
- The top reason for choosing *not* to work in tourism was the **volatility of the tourism industry**:

- **NP**: 57%
- **GB**: 49%
- **F.I.**: 46%.



Reasons For *Not* Choosing To Work In The Tourism Sector (FAMILY ISLANDS)

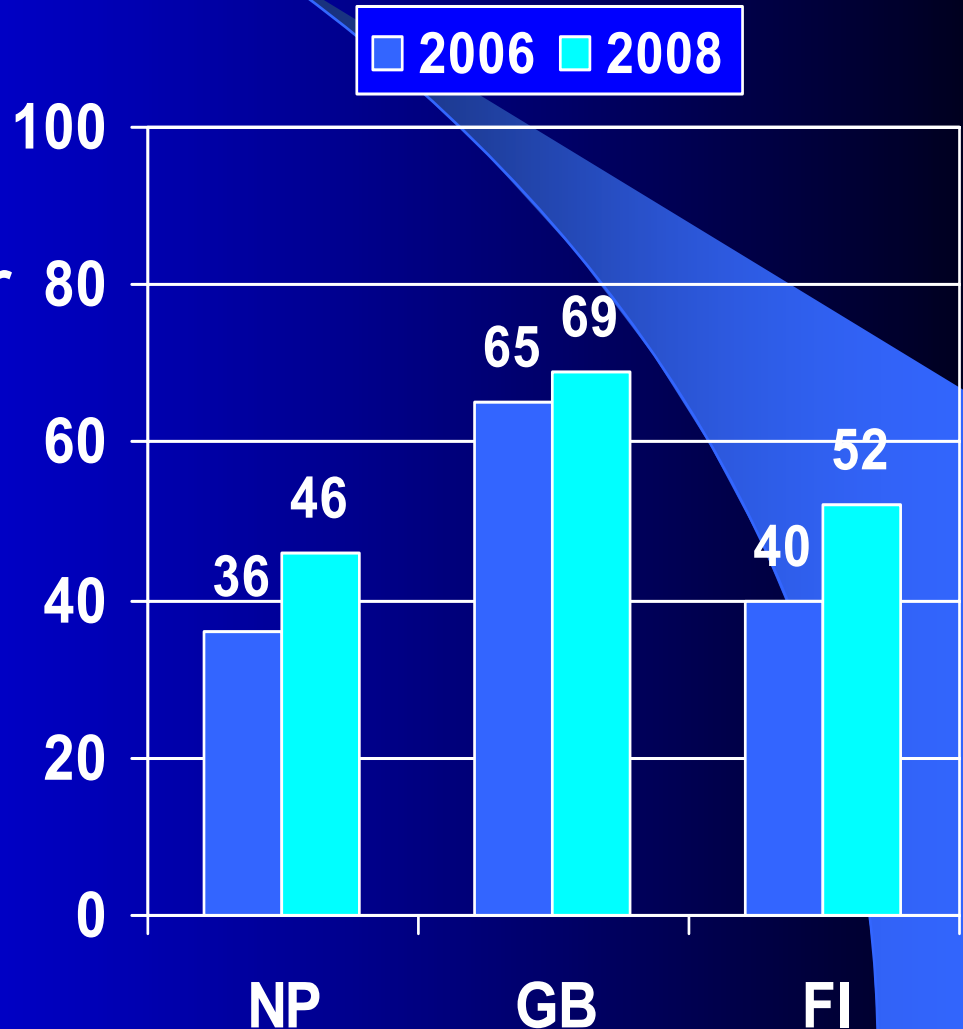
- The proportion that gave the reason the **volatility of the tourism industry** ranged from 59% (**Exuma**) to 32% (**Abaco**).



Whether Tourism Is *Not* First Choice For High School And College Graduates

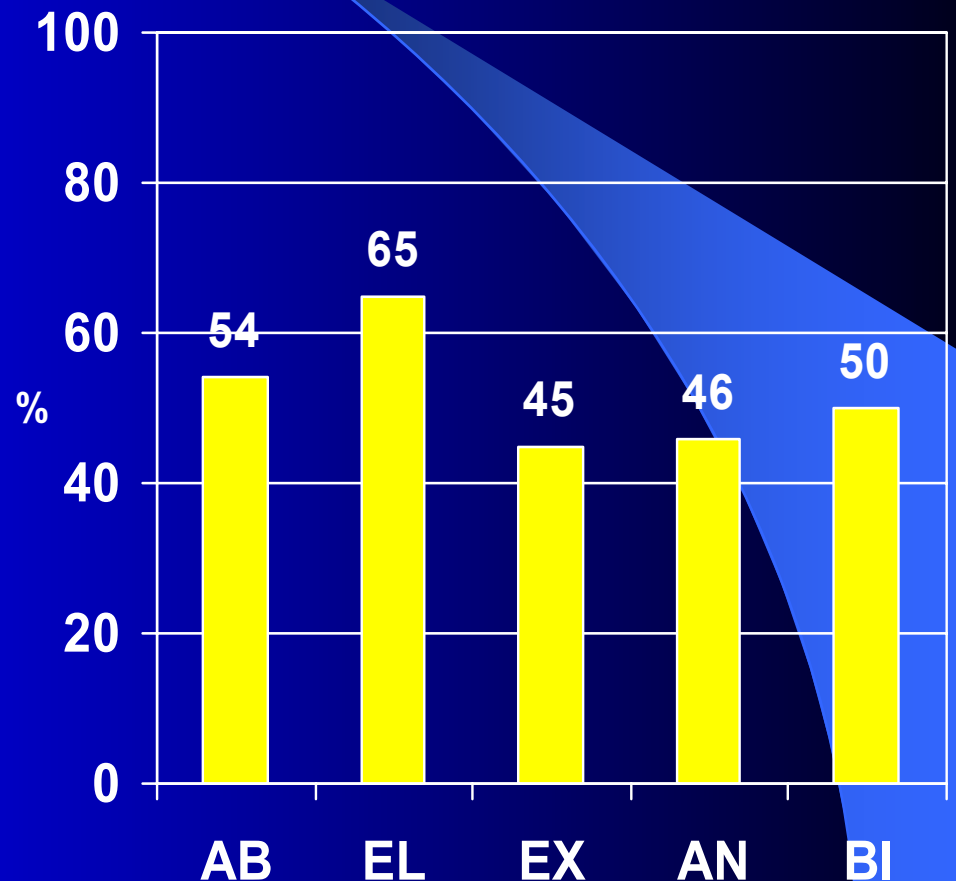
- The proportion that said tourism was *not* a first choice for high school and college graduates: %

- **NP:** 46%
- **GB:** 69%
- **FI:** 52%.



Whether Tourism Is *Not* First Choice For High School And College Graduates (FAMILY ISLANDS)

- The proportion that said tourism was *not* a first choice for high school and college graduates ranged from 65% (**Eleuthera**) to 45% (**Exuma**).



Reasons Why Tourism Is *Not* First Choice For High School And College Graduates

- The top reason given why tourism is not a first choice for high school and college graduates:
 - In New Providence: industry has “little job security” (45%).
 - In Grand Bahama: “low salaries” in tourism industry (48%).
 - In Family Islands: graduates are “interested in another industry” (51%)

Reasons Why Tourism Is *Not* First Choice For High School And College Graduates (FAMILY ISLANDS)

- The top reason given why tourism is **not** a first choice for high school and college graduates:
 - In **Abaco**: “**Low salaries**” in tourism industry (31%).
 - In **Eleuthera** (52%), **Exuma** (62%), **Andros** (59%) and **Bimini** (60%): graduates “**interested in another industry**”.

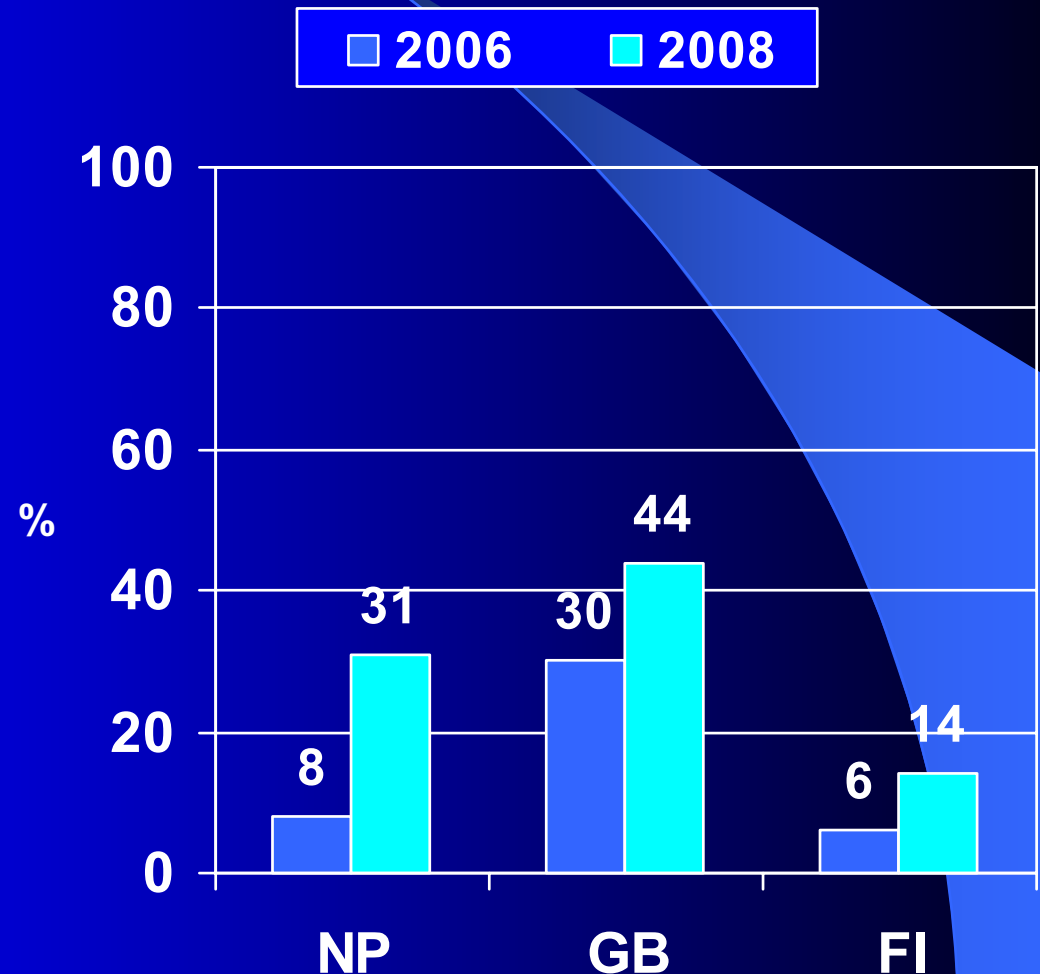
Whether Any Thing Positive was Happening in Tourism

- The proportion of residents that said that **NOTHING POSITIVE** was happening in tourism:

– **NP**: 31%

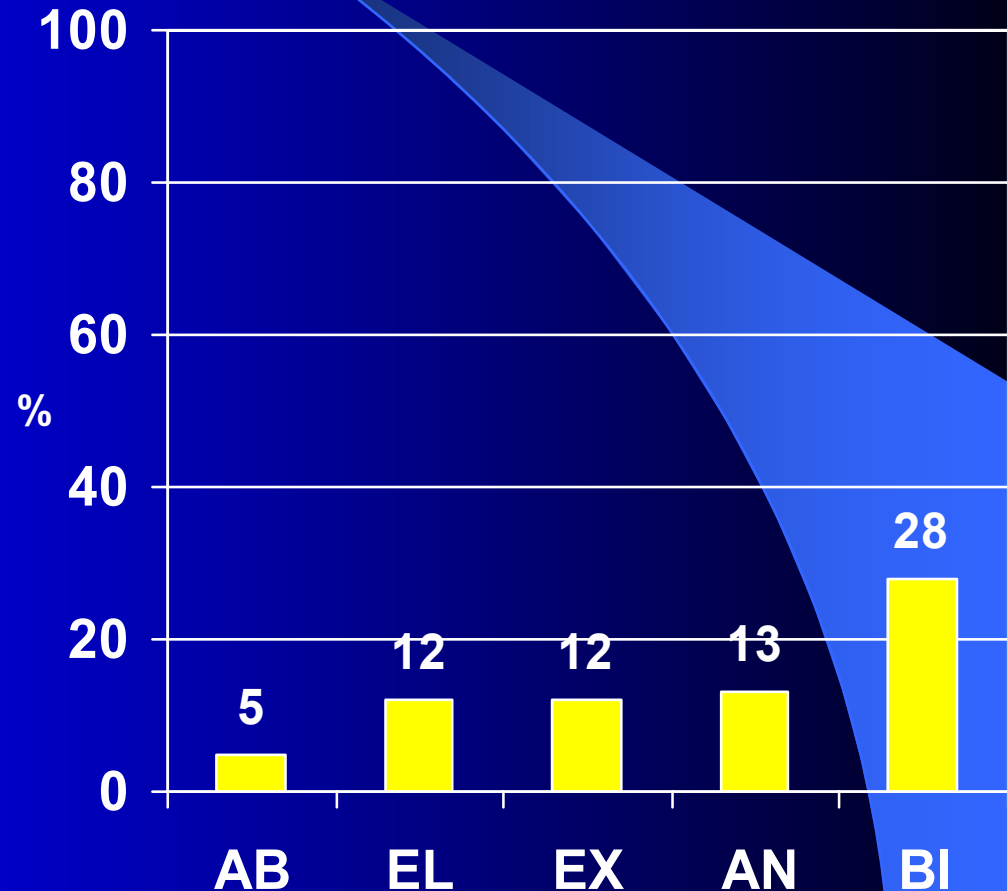
– **GB**: 44%

– **FI**: 14%



Whether Any Thing Positive was Happening in Tourism (FAMILY ISLANDS)

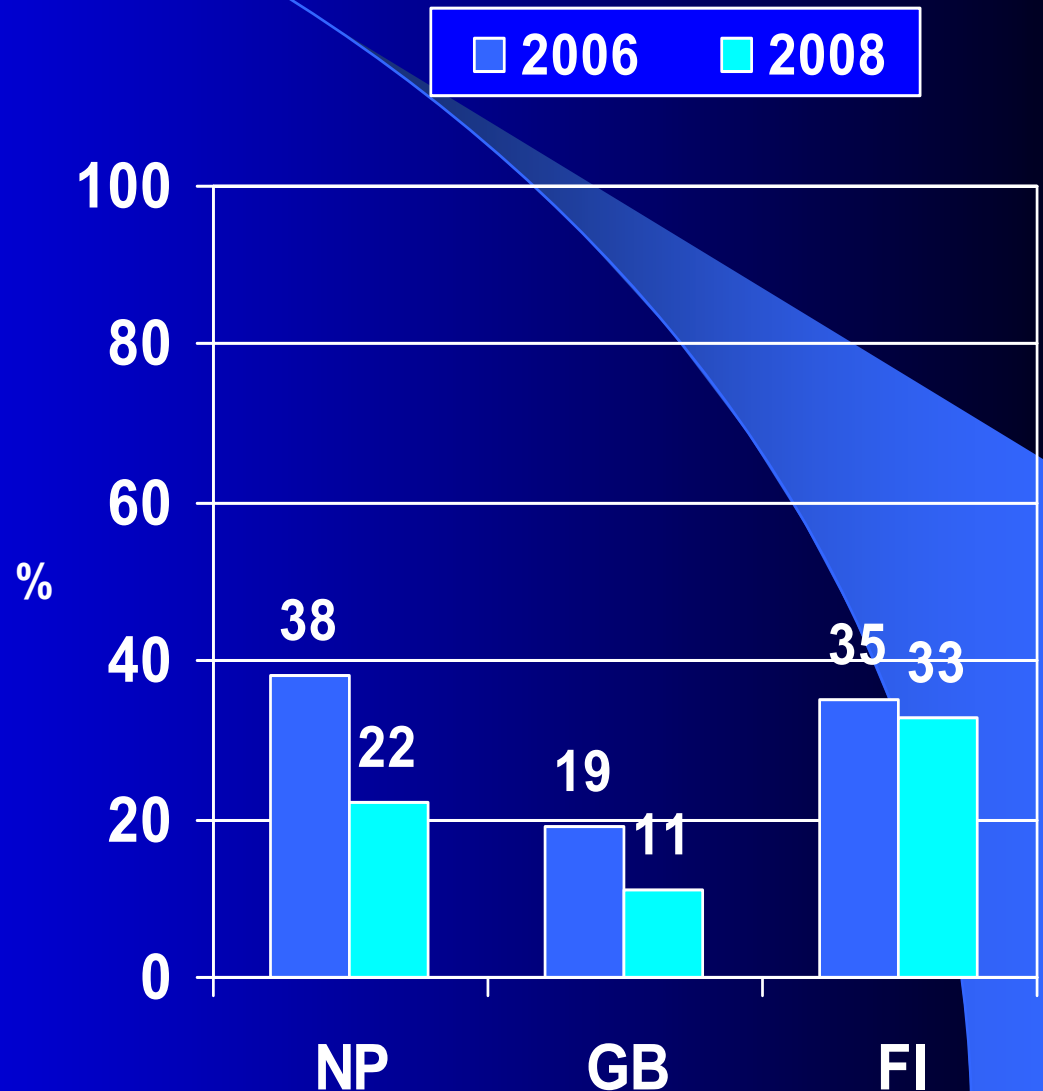
- The proportion of Family Islanders that said that **NOTHING POSITIVE** was happening in tourism ranged from 5% (**Abaco**) to 28% (**Bimini**).



Positive Things Happening in Tourism

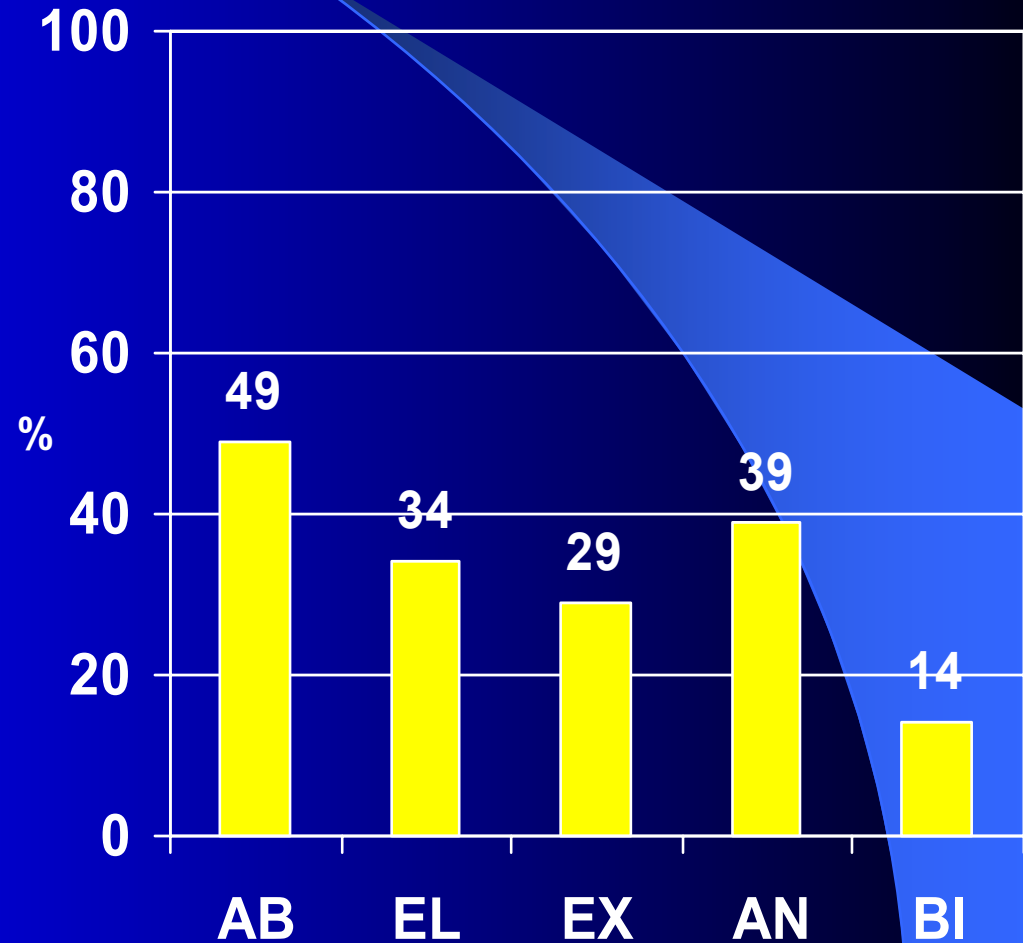
- The proportion that felt that **JOB CREATION** was a positive effect of tourism:

- **NP:** 22%
- **GB:** 11%
- **FI:** 33%.



Positive Things Happening in Tourism (FAMILY ISLANDS)

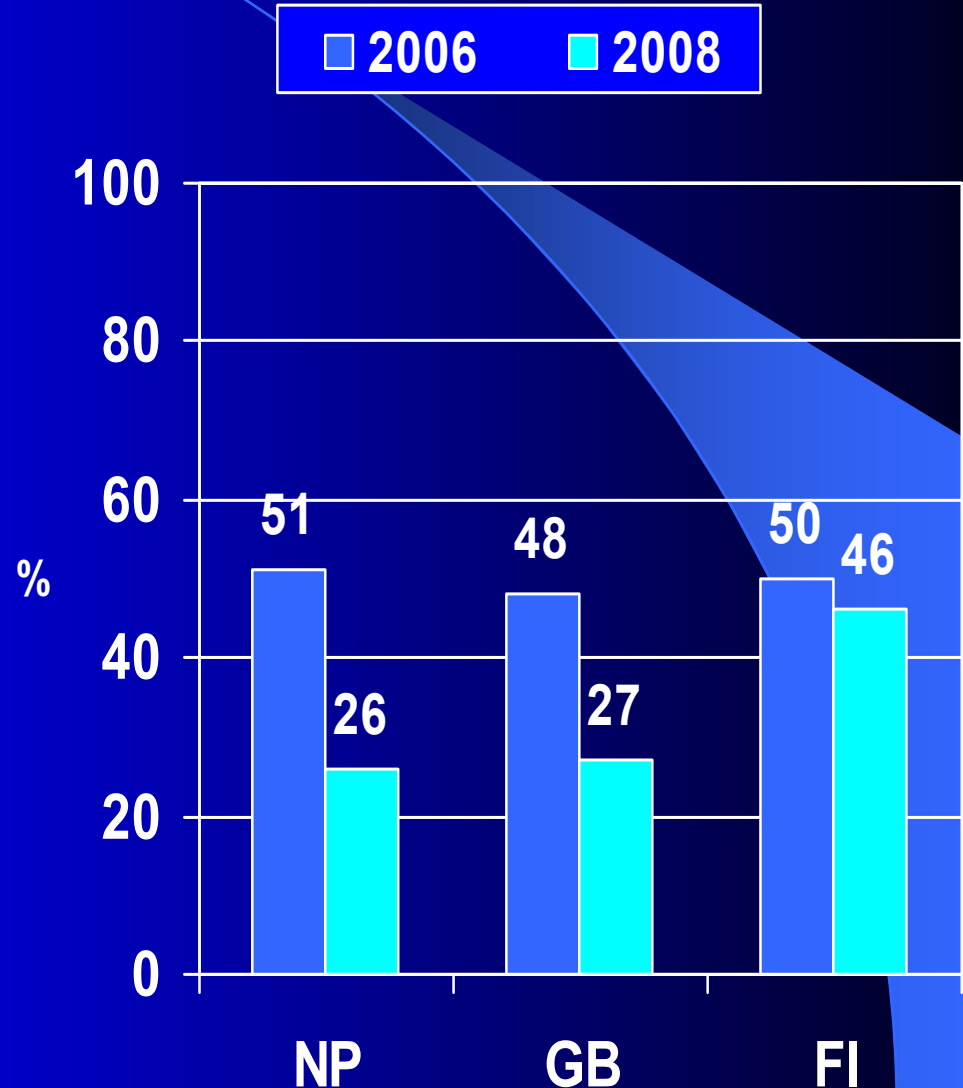
- Only 14% of the **Biminities** felt that **job creation** was a positive effect of tourism, compared with the 49% of **Abaconians**.



Whether Any Thing Negative Was Happening in Tourism

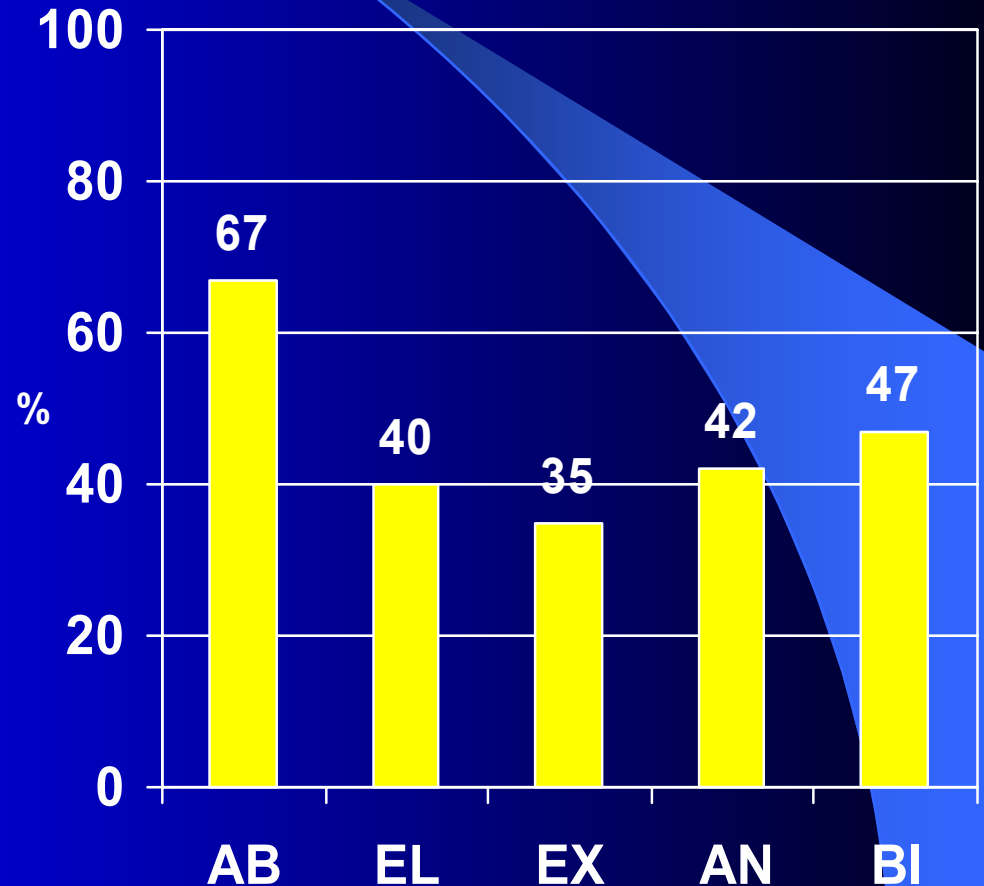
- The proportion that said that **NOTHING NEGATIVE** was happening in tourism:

- **NP:** 26%
- **GB:** 27%
- **FI:** 46%



Whether Any Thing Negative Was Happening in Tourism (FAMILY ISLANDS)

- Two-thirds (67%) of the **Abaconians** felt that **nothing negative** was happening in tourism, but only one-third (35%) of **Exumians** felt the same way.

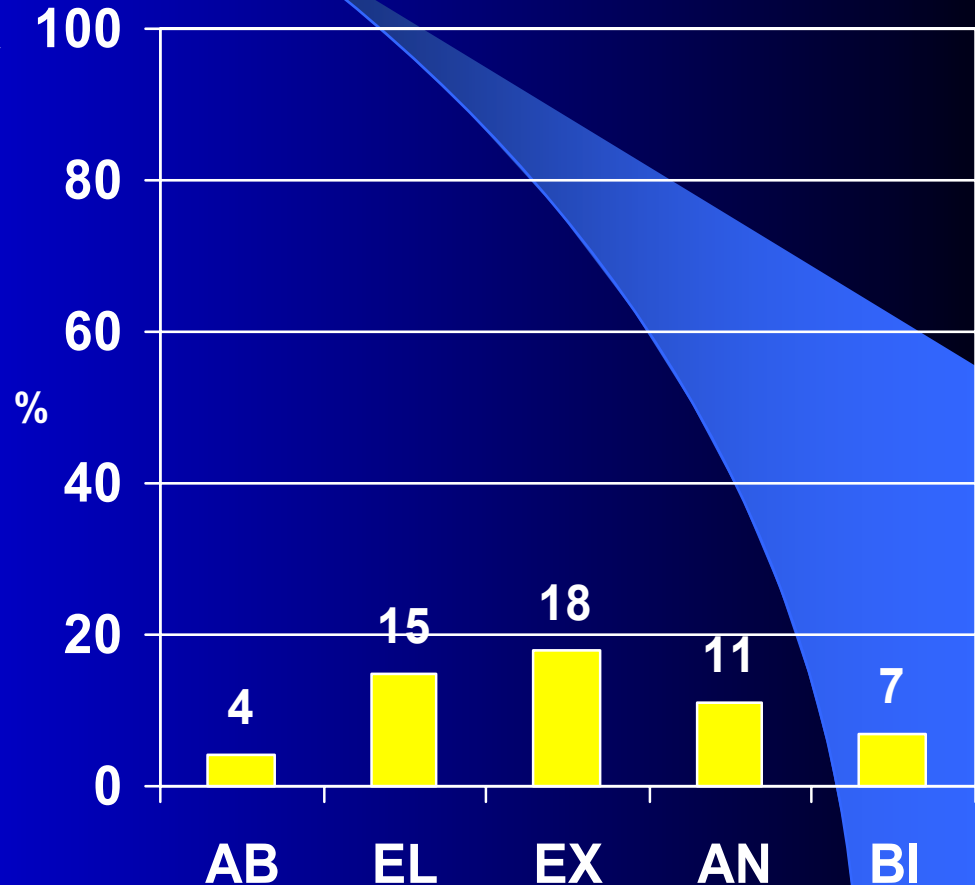


Negative Things Happening in Tourism

- Top Negative Thing Happening in Tourism:
 - In New Providence: CRIME (29%).
 - In Grand Bahama: ECONOMY DECLINING (20%).
 - In Family Islands: CRIME (11%).

Negative Things Happening in Tourism (FAMILY ISLANDS)

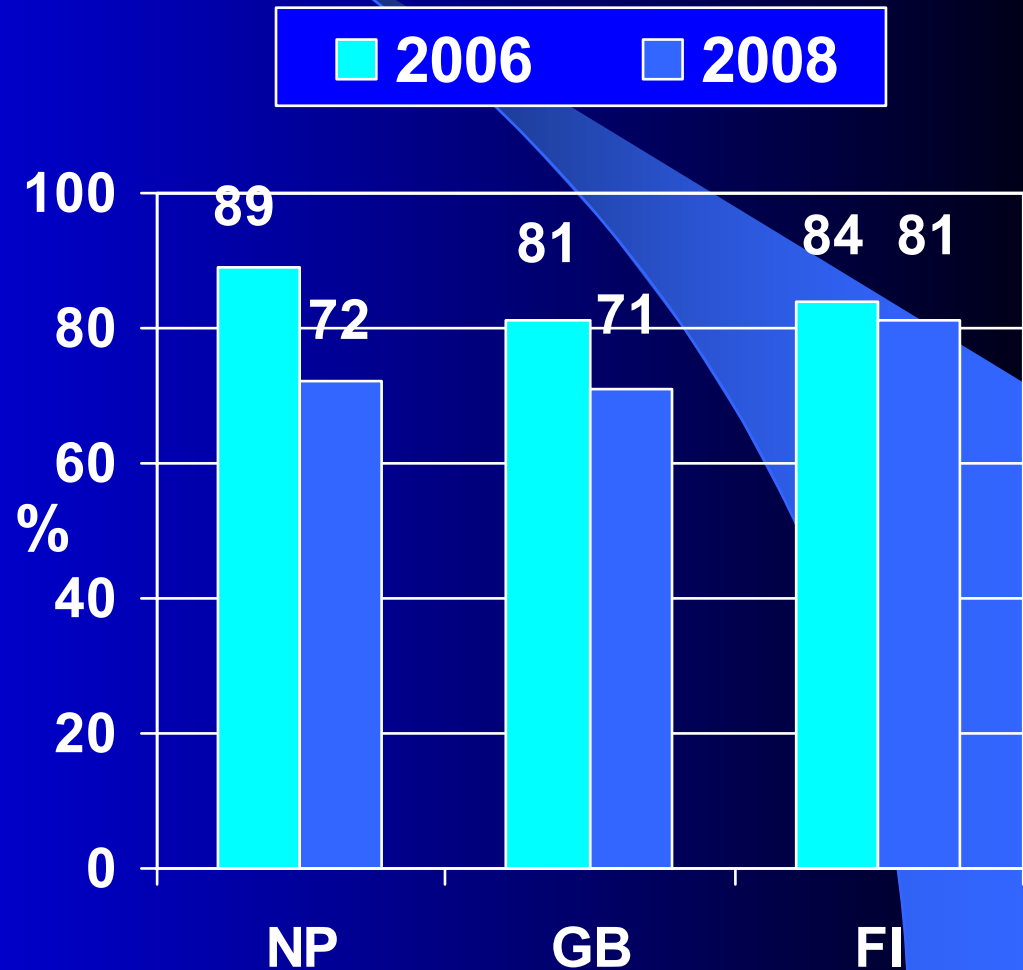
- In all the five Family Islands surveyed, top negative thing that was mentioned was “**crime**”. The proportions ranged from 4% (**Abaco**) to 18% (**Exuma**).



Whether Bahamians Are Developing Negative Attitude Toward Large Number Of Tourists

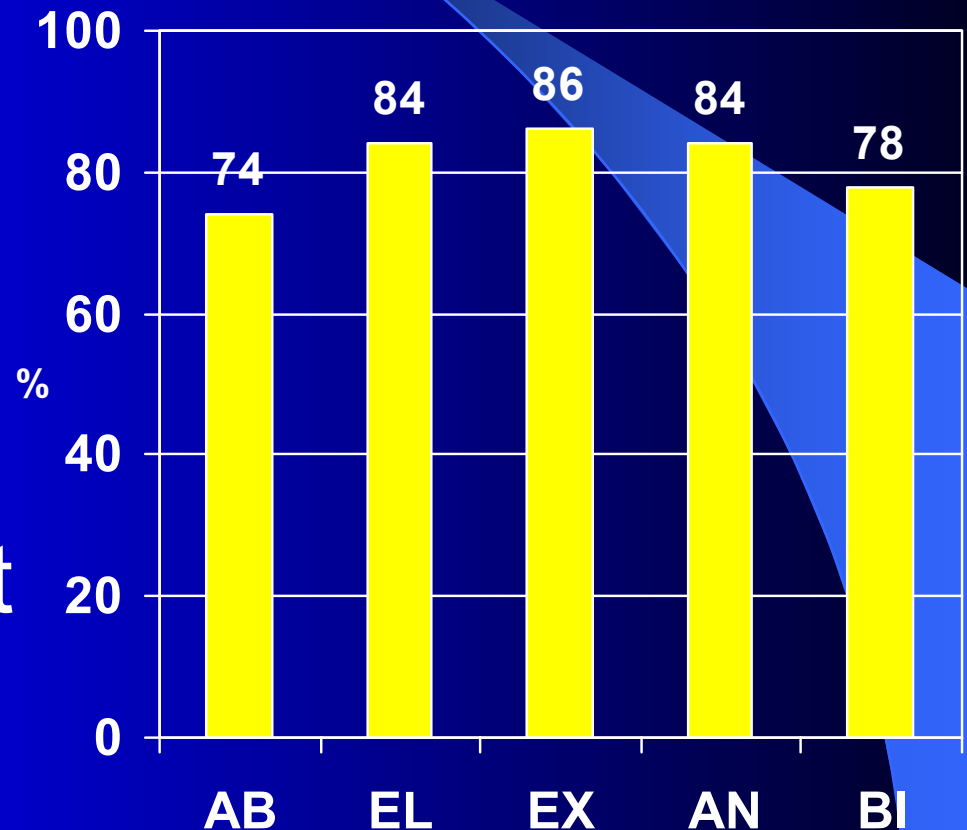
- The majority of the residents did **NOT** feel that Bahamians are developing a negative attitude toward the large number of visitors:

- **NP:** 72%
- **GB:** 71%
- **FI:** 81%.



Whether Bahamians Are Developing Negative Attitude Toward Large Number Of Tourists (FAMILY ISLANDS)

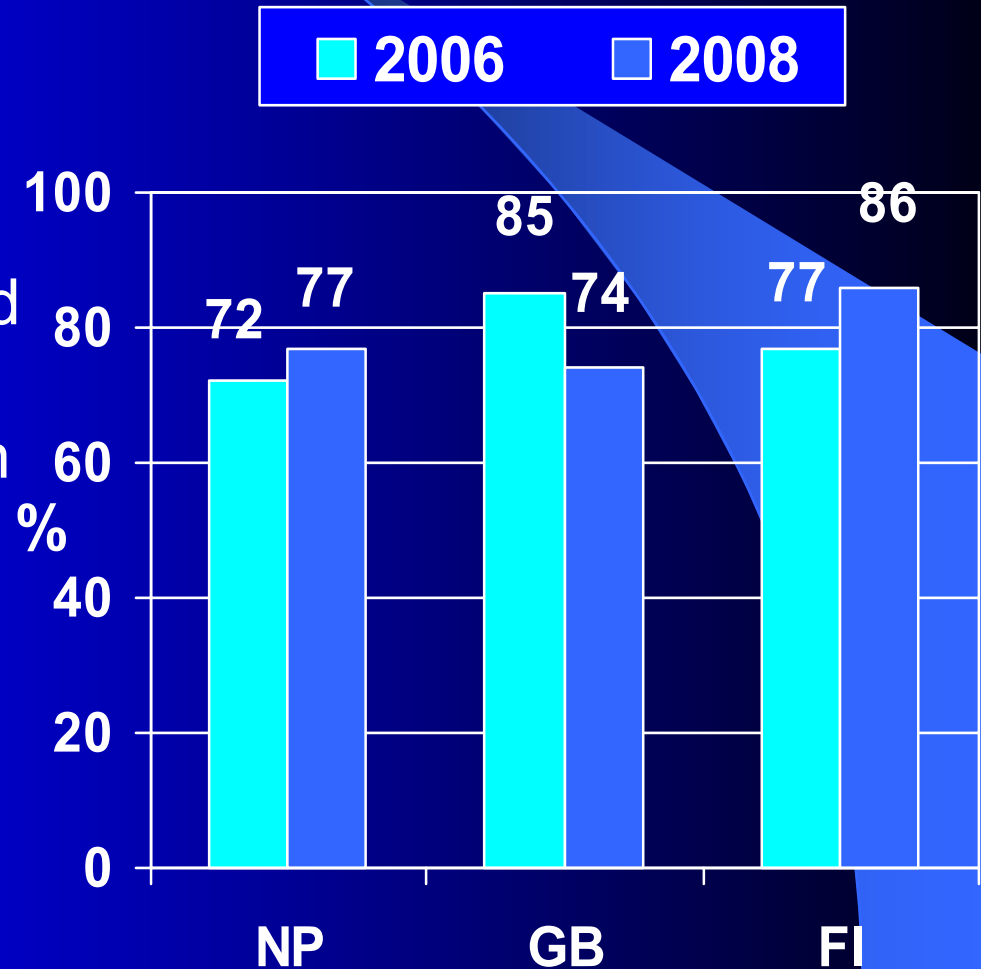
- While 86% of **Exumians** said “**NO**” to this question, only 74% of **Abaconians** felt the same way.



Whether Government is doing sufficient to ensure Bahamians are trained for positions held by foreigners in tourism

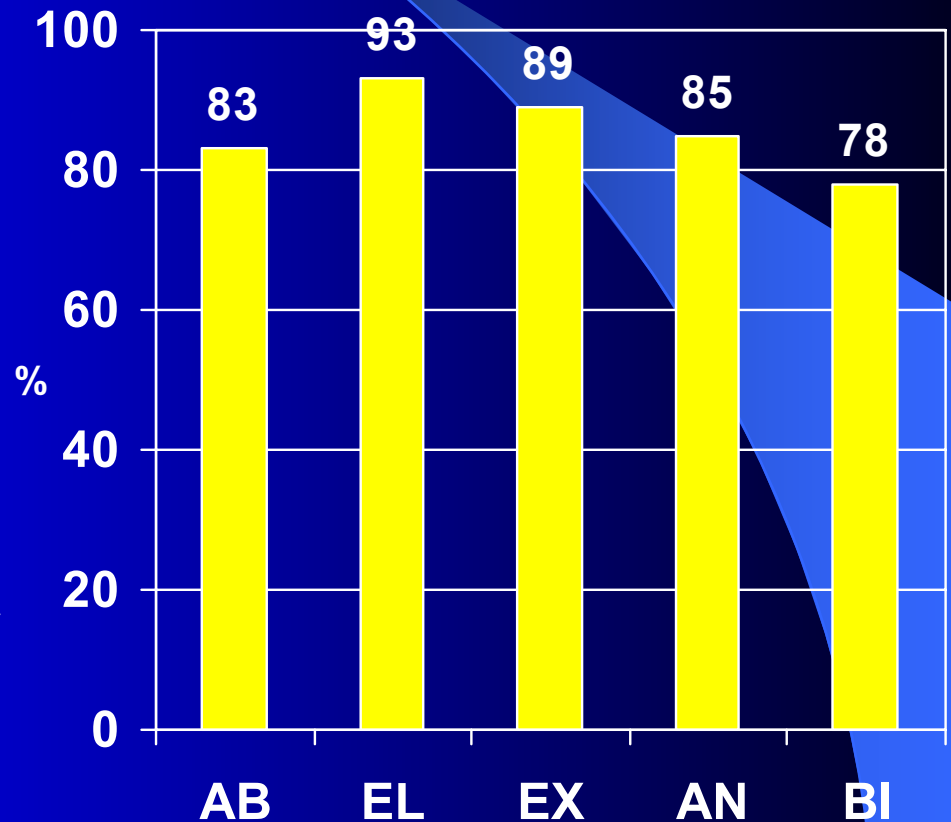
- The majority of the residents felt that the Government was **NOT** doing sufficient to ensure that Bahamians are trained to take positions held by foreigners or expatriates in the tourism industry:

- **NP:** 77%
- **GB:** 74%
- **FI:** 86%



Whether Government is doing sufficient to ensure Bahamians are trained for positions held by foreigners in tourism (FAMILY ISLANDS)

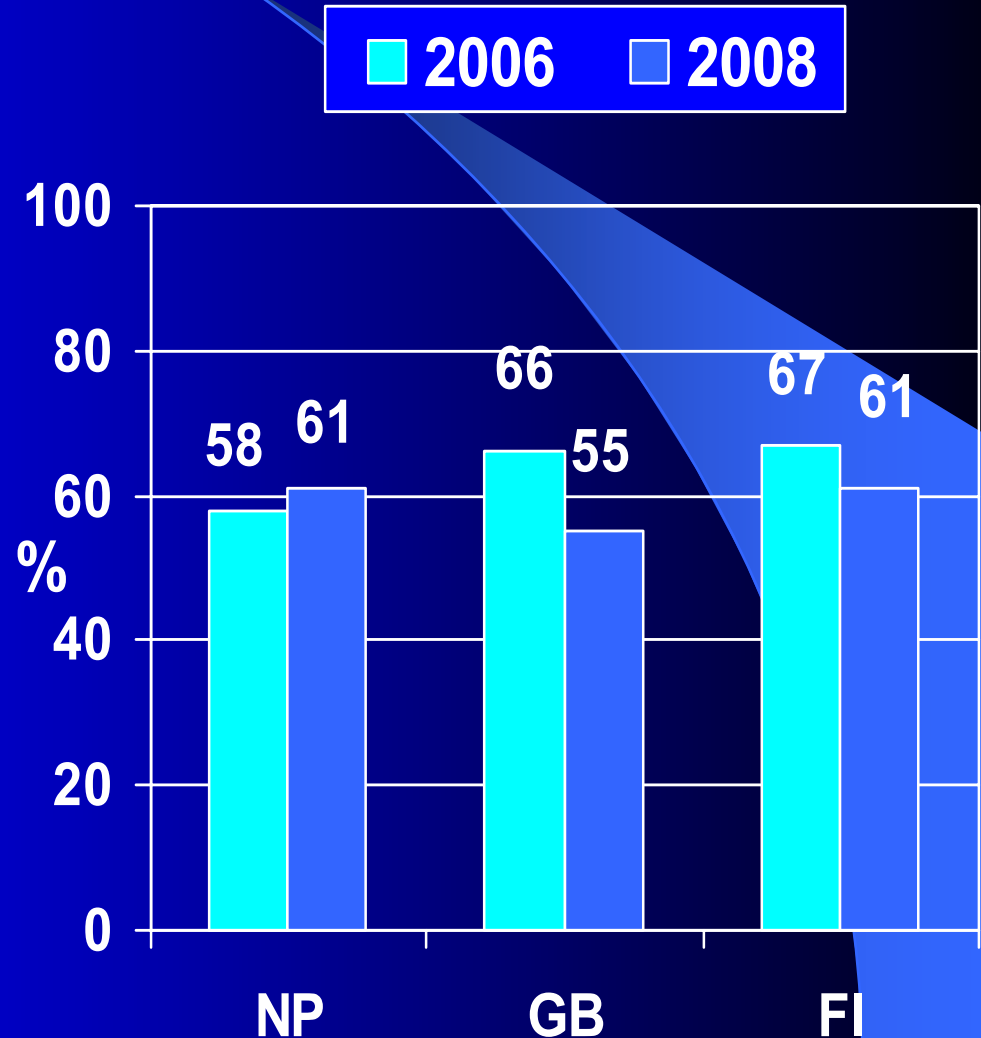
- Almost all (93%) of the **Eleuthera** residents questioned said **“NO”** to this question, but only 78% **Biminities** did.



Whether Tourism Industry Uses Enough Bahamian Food, Music and other products

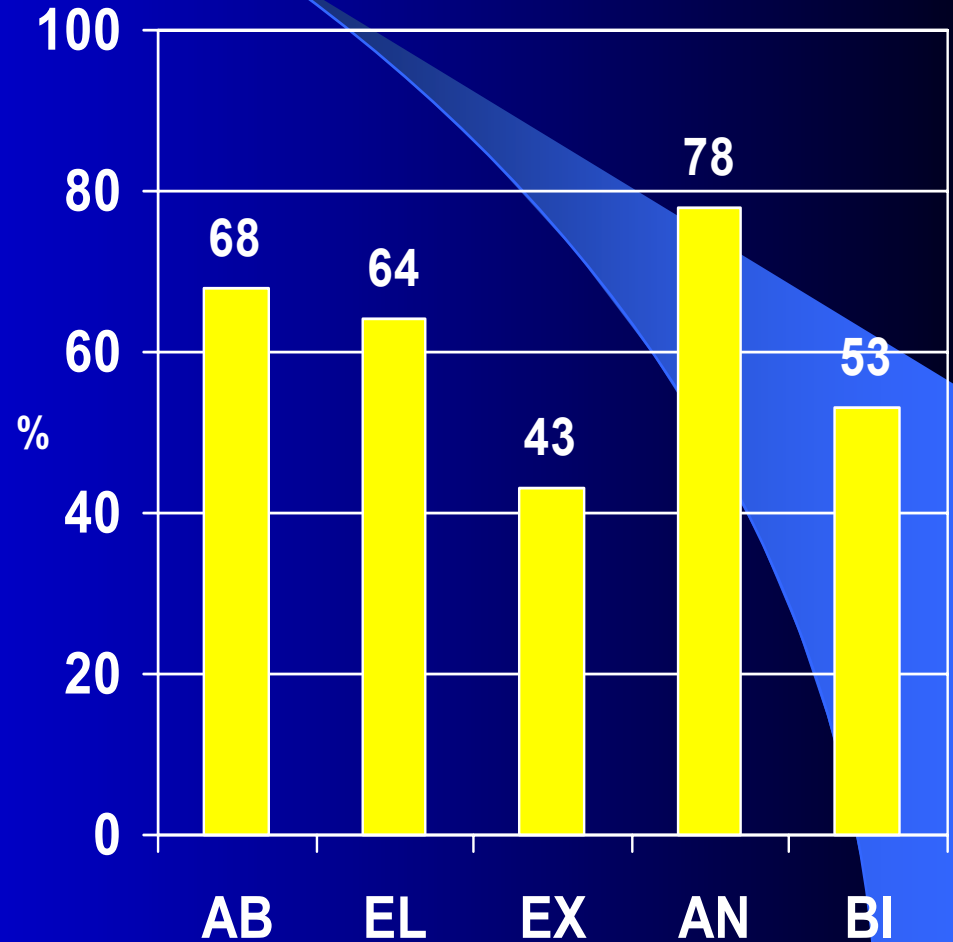
- The majority of the residents felt that the tourism industry does **NOT** use enough Bahamian food, music and other products or services:

- **NP:** 61%
- **GB:** 55%
- **FI:** 61%



Whether Tourism Industry Uses Enough Bahamian Food, Music and other products (FAMILY ISLANDS)

- The proportion of **Andros** residents (78%) answered “**NO**” to this question was more than twice that for the **Exumians** (43%).

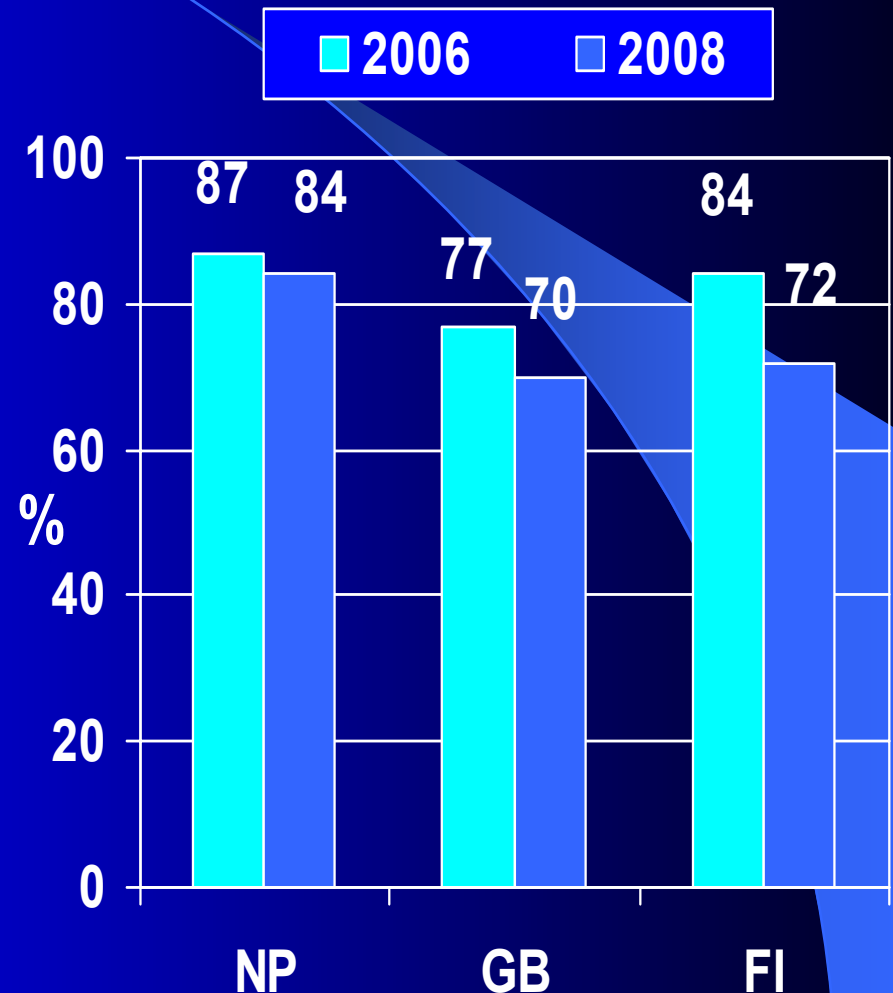


Which two languages all Bahamians should speak

- Most residents stated that, in order to assist the tourism industry, all Bahamians speak the two languages

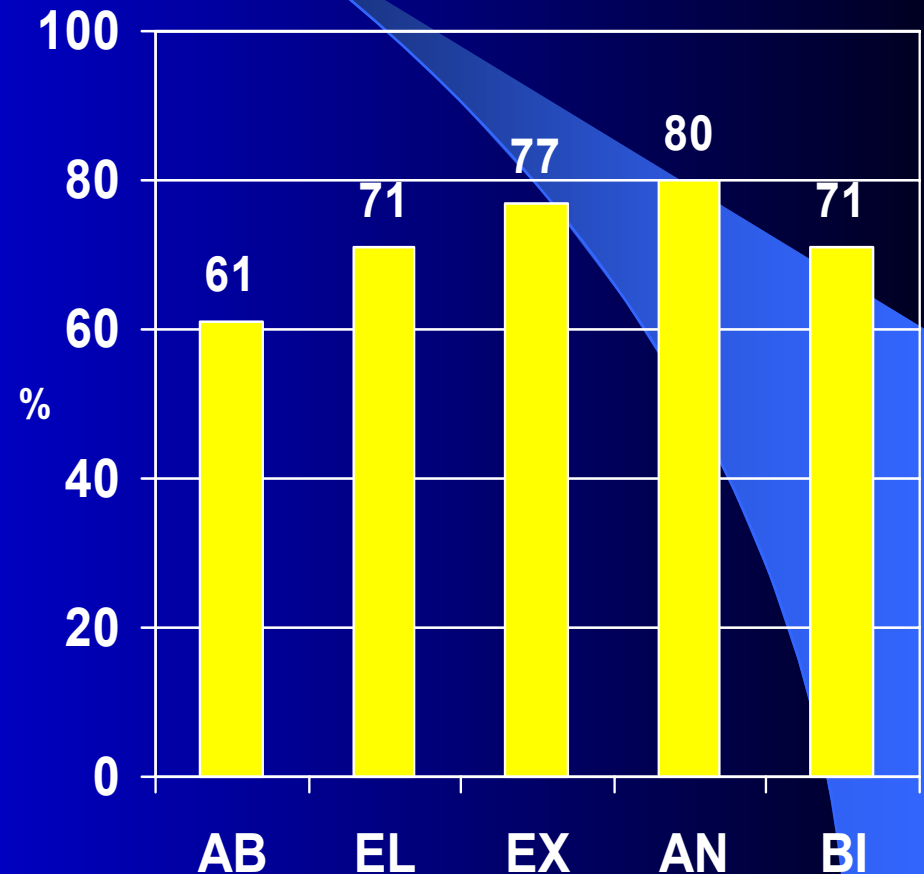
“English and Spanish”:

- **NP**: 84%
- **GB**: 70%
- **FI**: 72%



Which two languages all Bahamians should speak (FAMILY ISLANDS)

- The proportion that stated “**English and Spanish**” ranged from 61% (**Abaco**) to 80% (**Andros**).



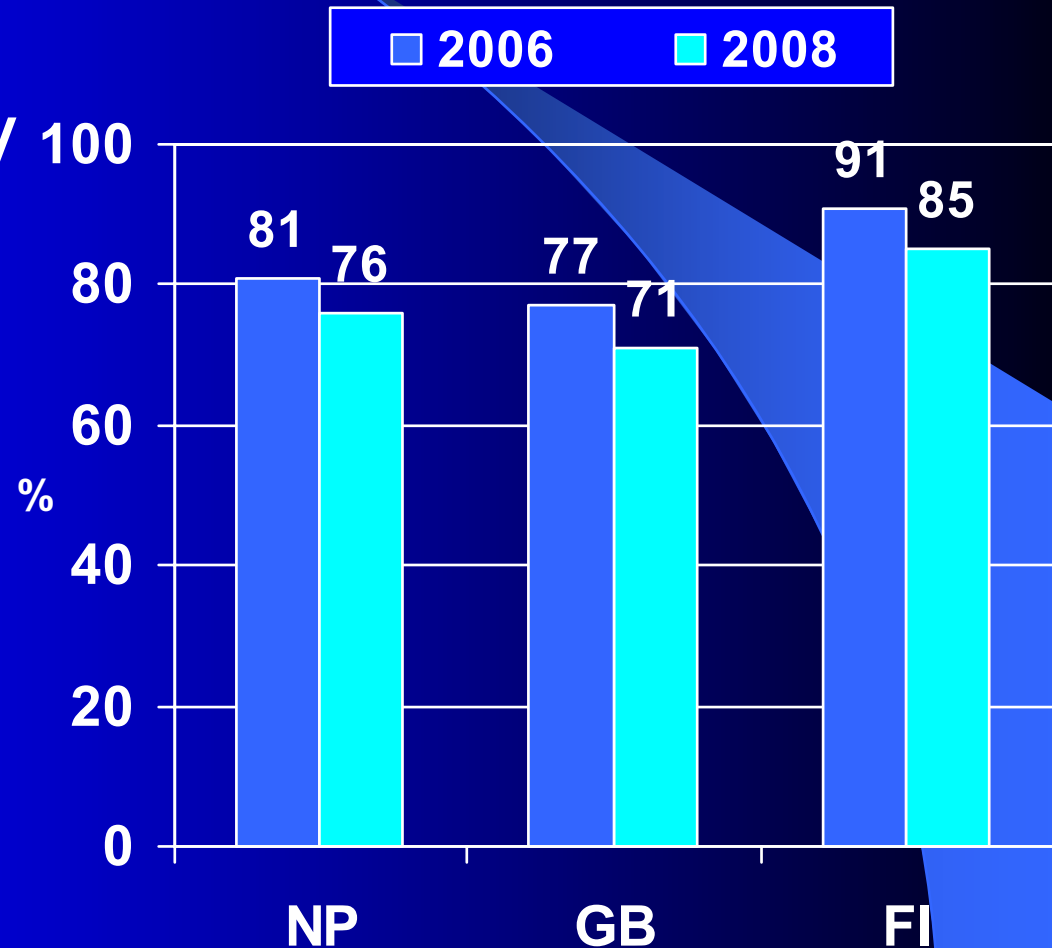
Most tourists are satisfied with their Bahamas experiences.

- Most residents agreed/ strongly agreed:

– **N.P.**: 76%

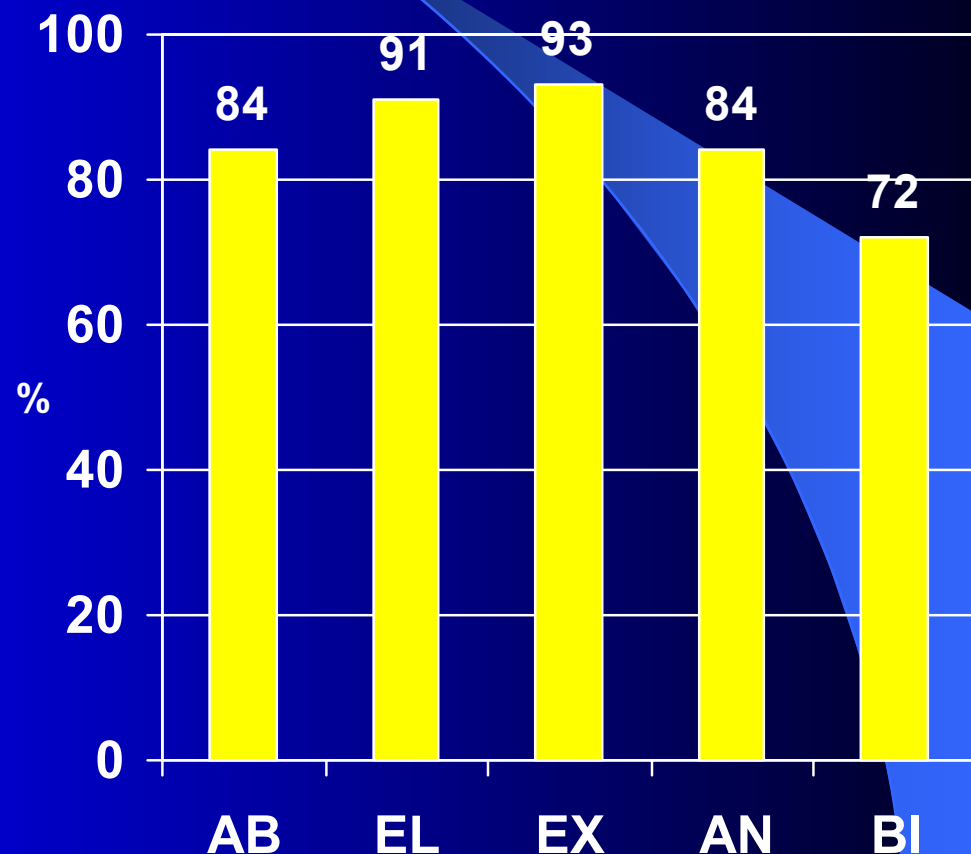
– **G.B.**: 71%

– **F.I.**: 85%



Most tourists are satisfied with their Bahamas experiences. (FAMILY ISLANDS)

- Only 72% of the **Biminities** agreed with this statement, compared with 93% of the **Exuma** residents.



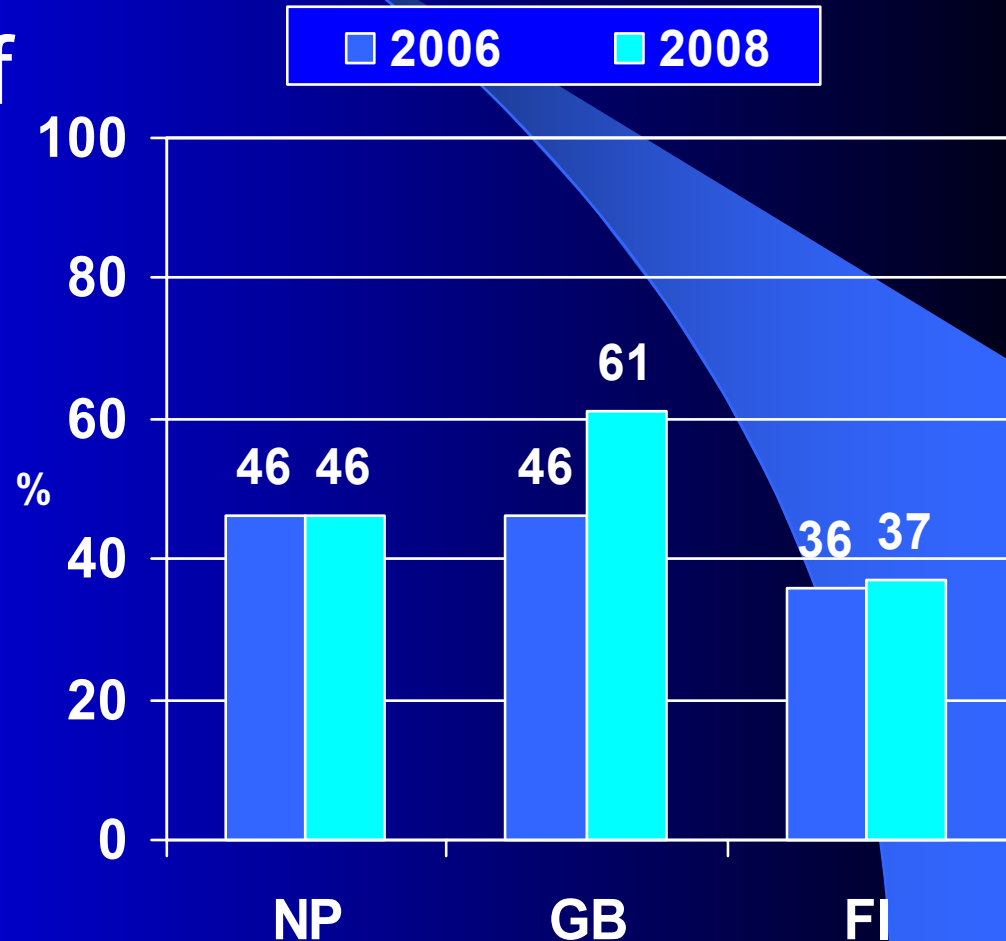
Most Bahamians make the tourist feel like they are doing the tourist a big favour when serving or helping the tourists.

- The proportion of residents that agreed/ strongly agreed:

– **N.P**: 46%

– **G.B**: 61%

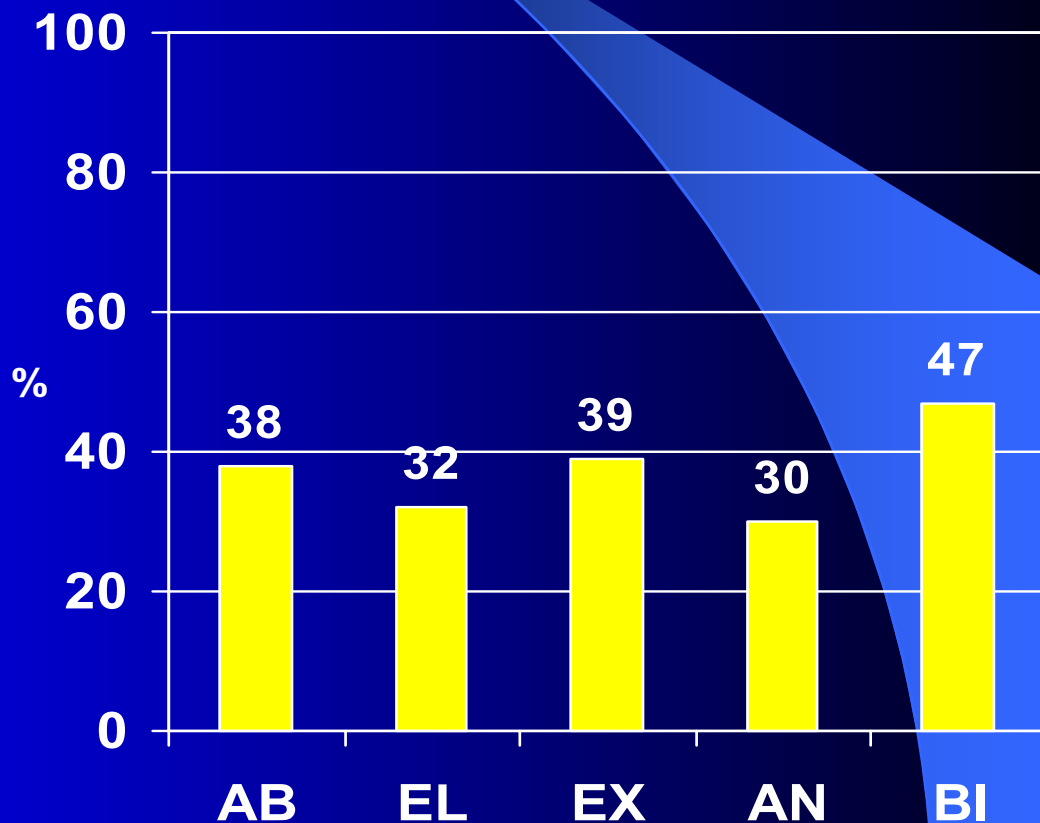
– **F.I**: 37%



Most Bahamians make the tourist feel like they are doing the tourist a big favour when serving or helping the tourists.

(FAMILY ISLANDS)

- Although, almost half of the **Bimini** residents (47%) agreed with this statement, only 30% of the **Androsians** felt the same way.



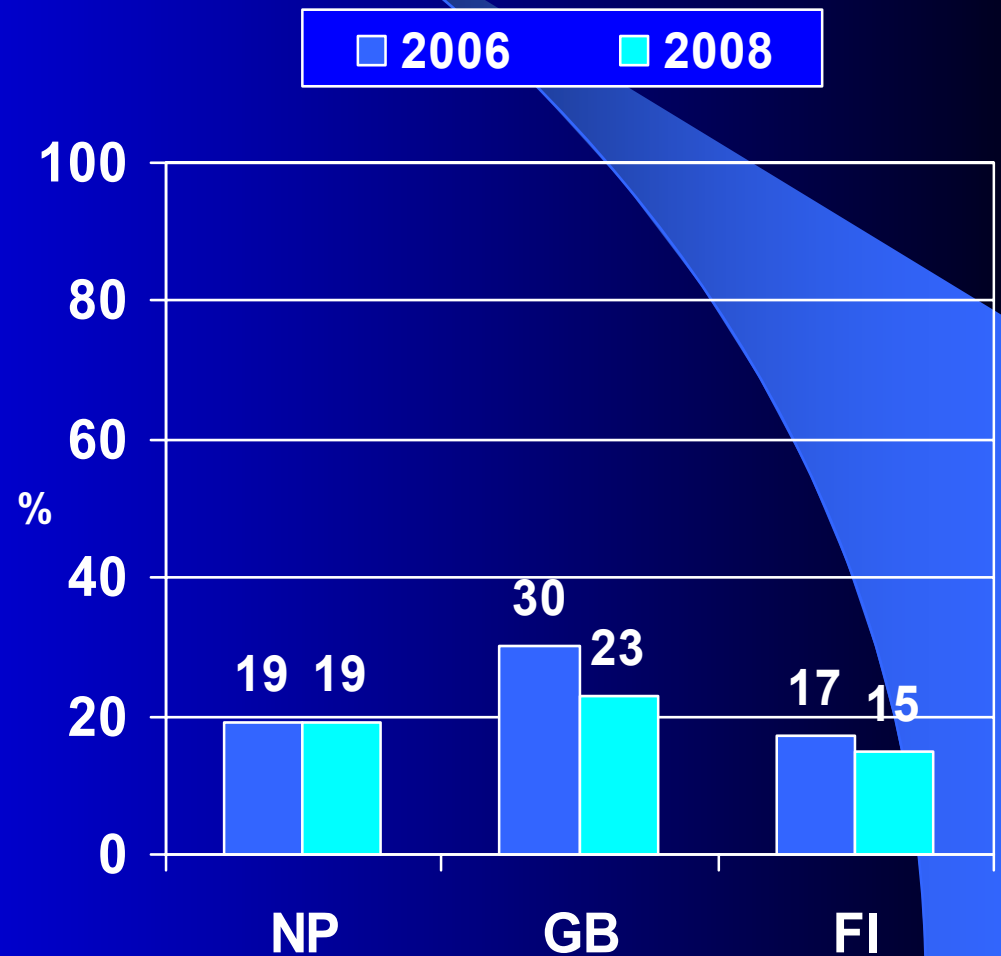
The only jobs tourism has created for Bahamians are jobs at the bottom of the ladder.

- A minority of residents agreed/ strongly agreed:

– **N.P.**: 19%

– **G.B.**: 23%

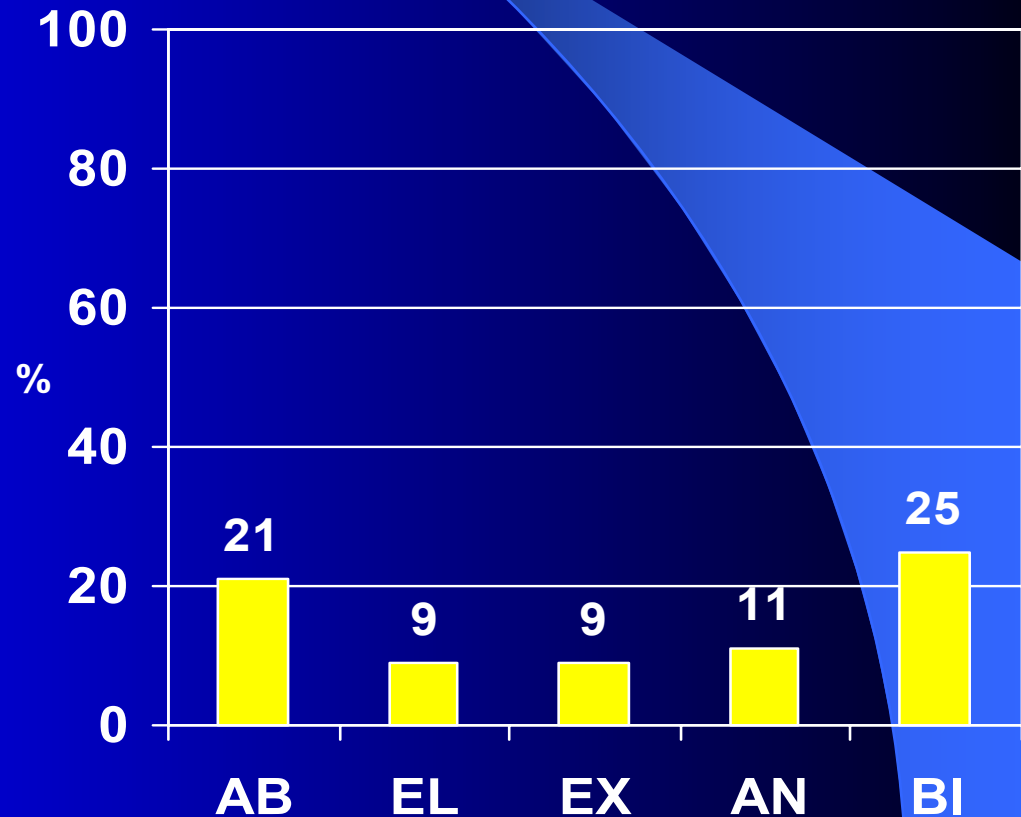
– **F.I.**: 15%



The only jobs tourism has created for Bahamians are jobs at the bottom of the ladder.

(FAMILY ISLANDS)

- One quarter of **Bimini** residents had this opinion, compared with 9% of the **Eleuthera** and **Exuma** residents.



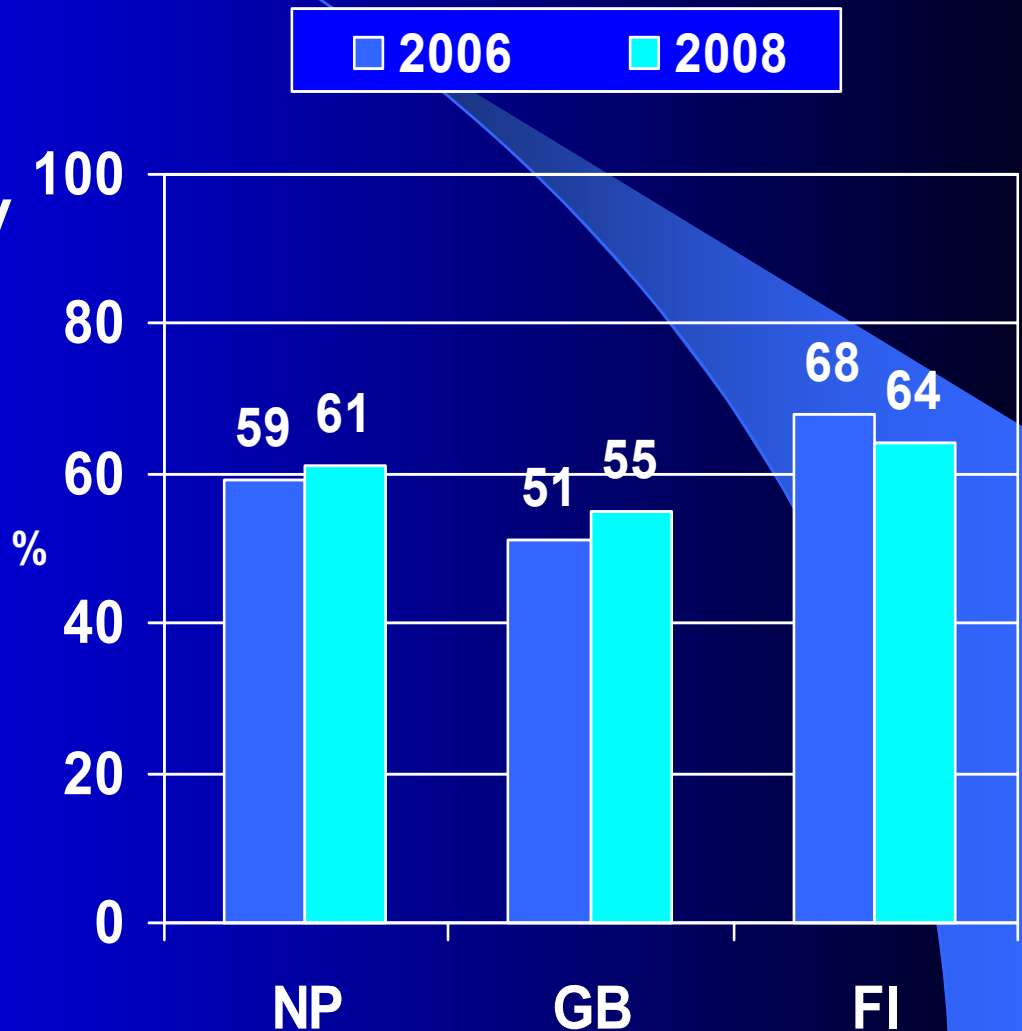
My job is related to tourism.

- Most residents agreed/ strongly agreed:

– **N.P.**: 61%

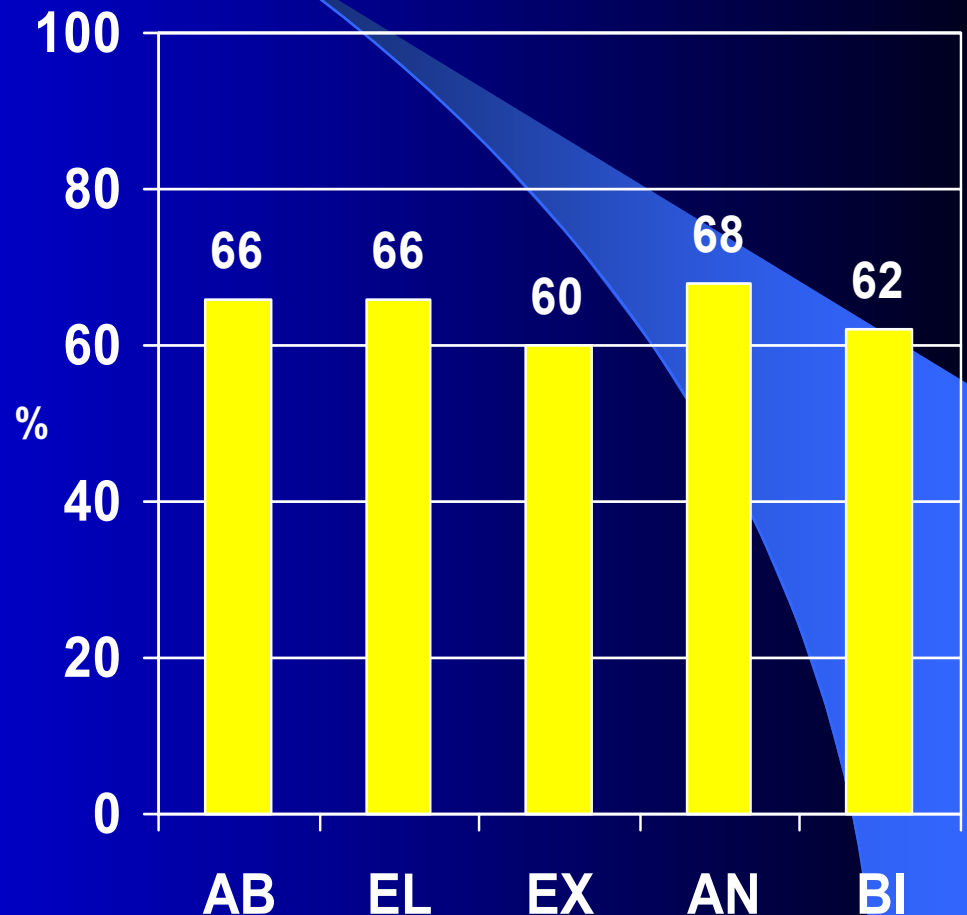
– **G.B.**: 55%

– **F.I.**: 64%



My job is related to tourism. (FAMILY ISLANDS)

- Sixty-eight percent (68%) of the **Andros** residents and 66% of **Abaco** and **Eleuthera** residents stated that their job was tourism related.



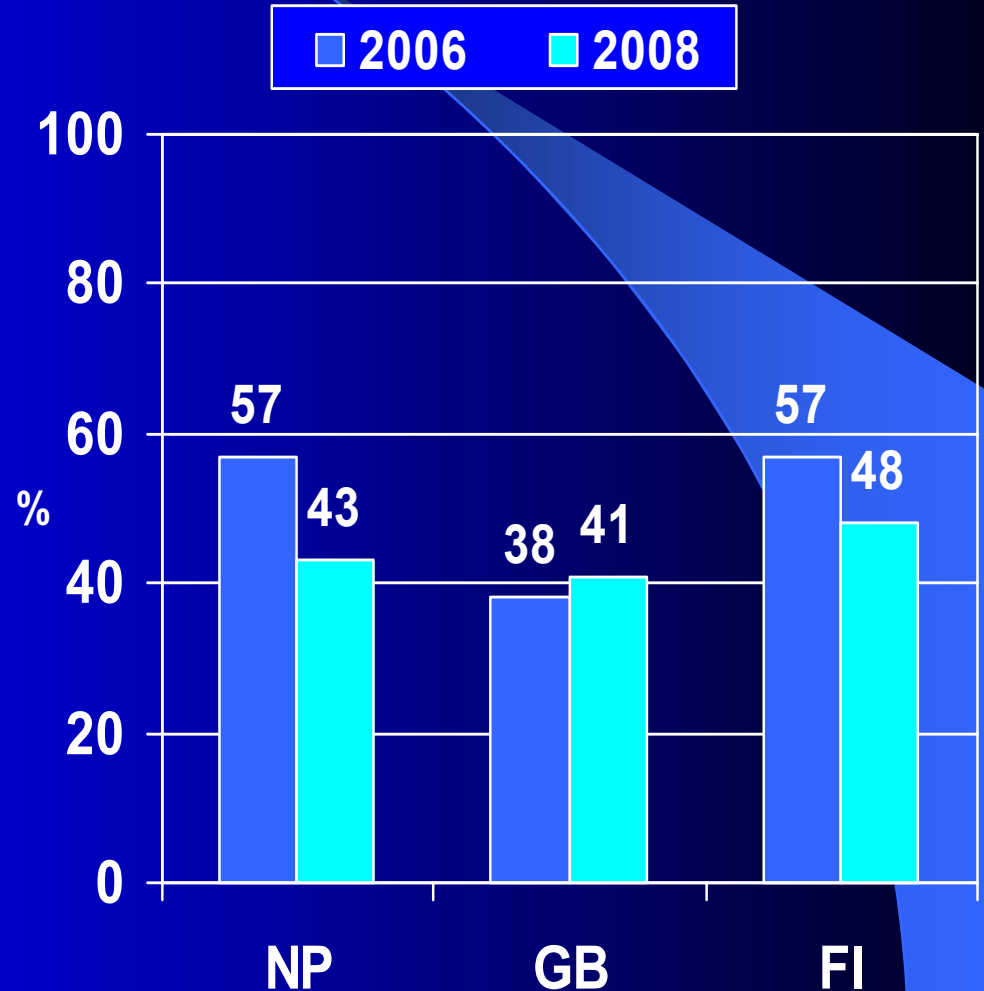
I would like my child, if I have one, to work in the tourism industry.

- Almost half of the residents agreed/ strongly agreed:

– **N.P.**: 43%

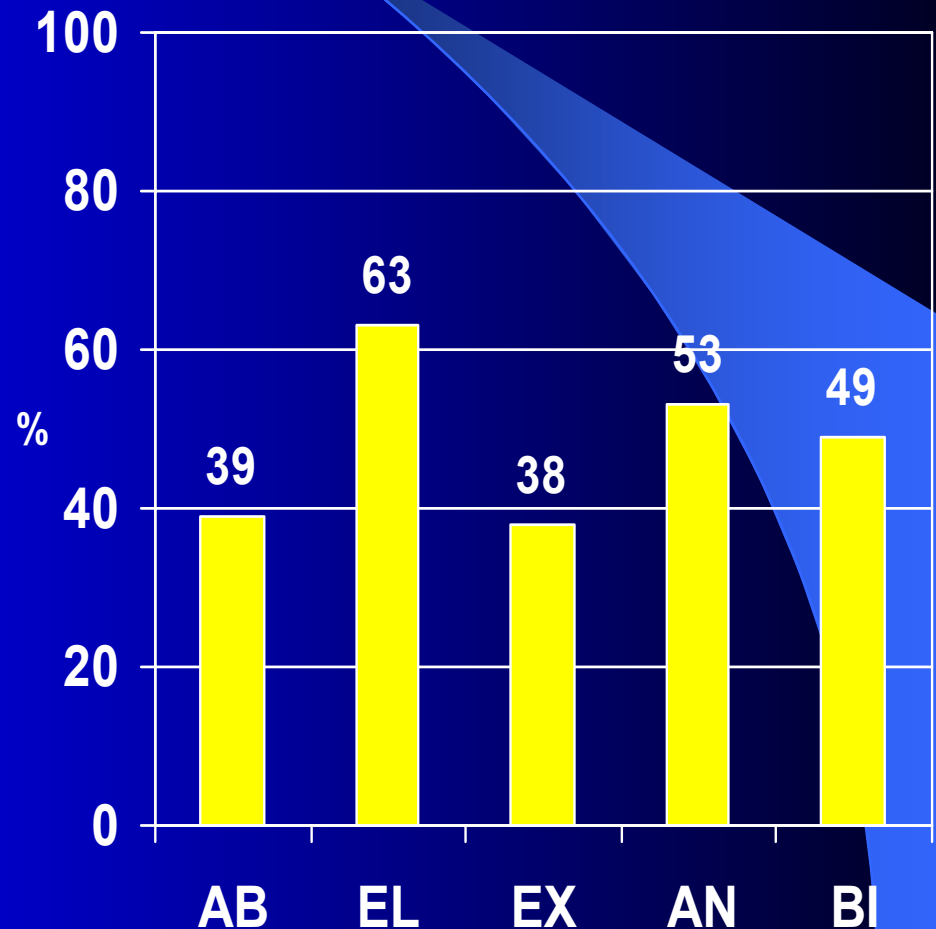
– **G.B.**: 41%

– **F.I.**: 48%



I would like my child, if I have one, to work in the tourism industry. (FAMILY ISLANDS)

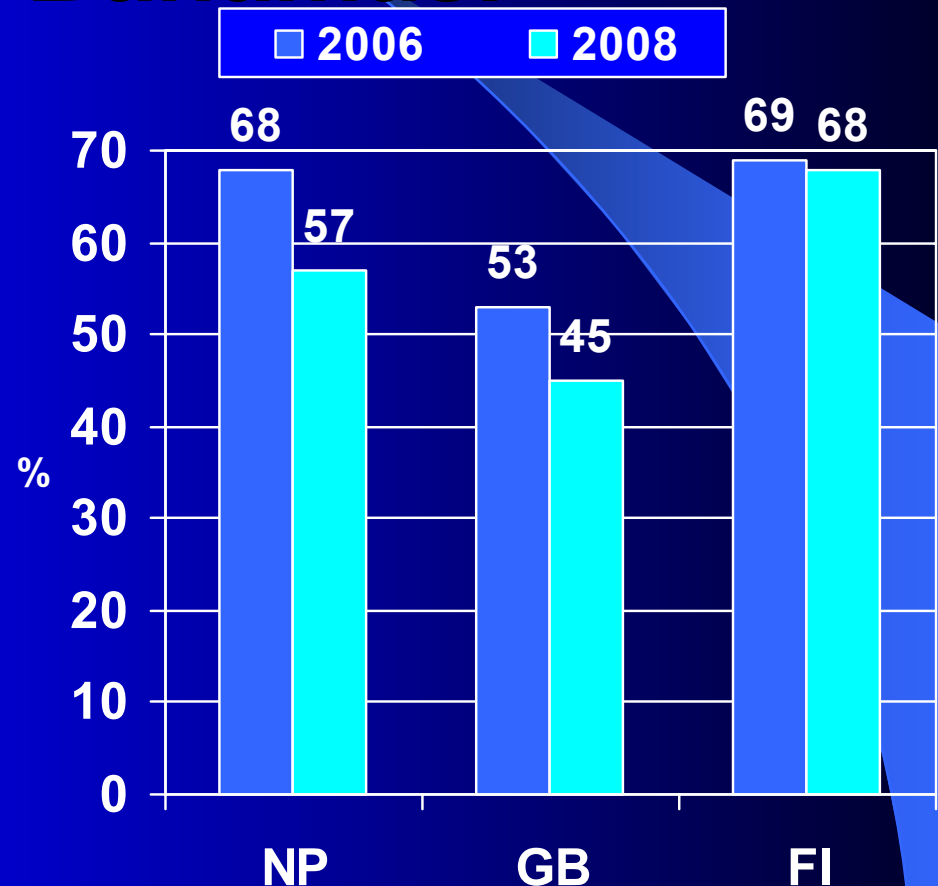
- The **Exuma** residents (38%) were less willing to have their child work in the tourism industry than the respondents in **Eleuthera** (63%).



Tourists are given their money's worth while visiting the Islands of the Bahamas.

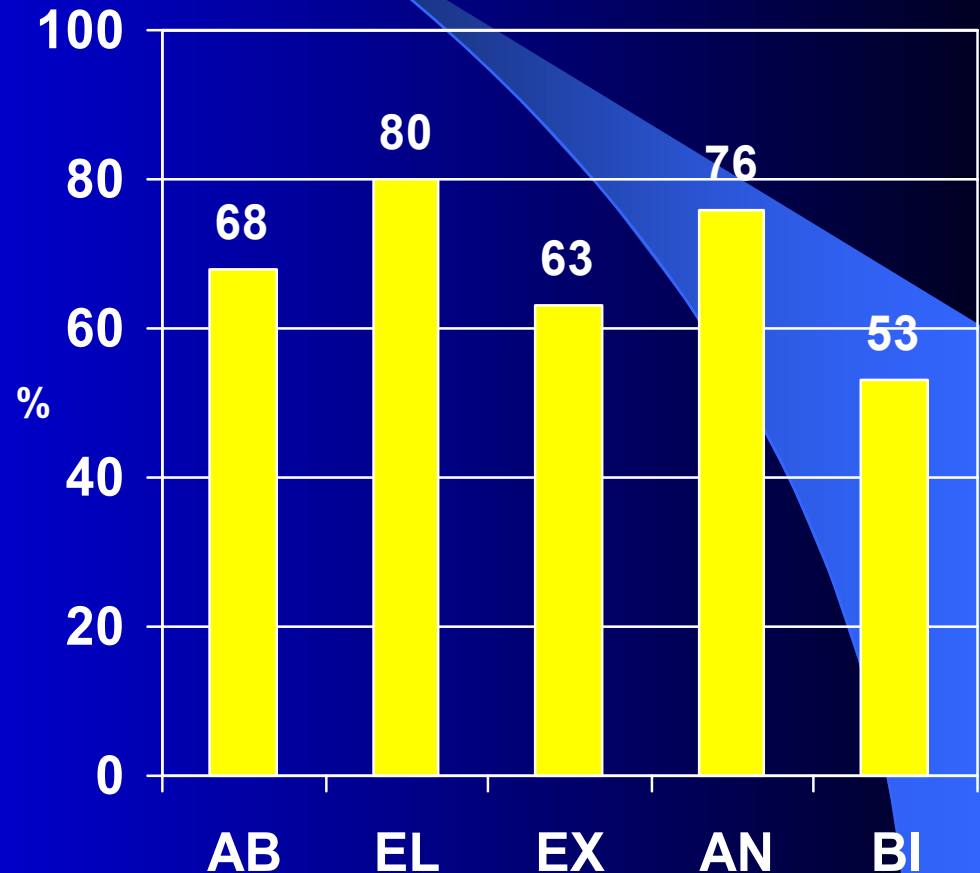
- The proportion of residents that agreed/strongly agreed:

- **NP**: 57%
- **GB**: 45%
- **FI**: 68%



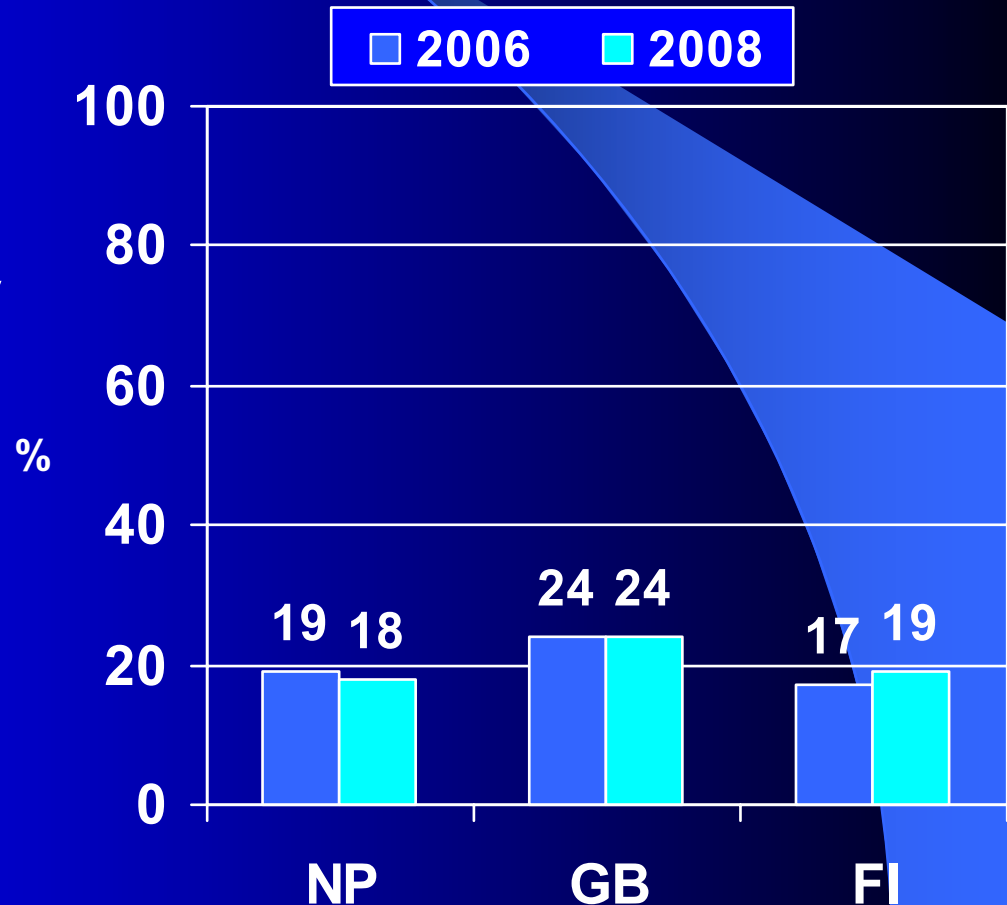
Tourists are given their money's worth while visiting the Islands of the Bahamas. (FAMILY ISLANDS)

- Eighty percent (80%) of **Eleutherians** agreed with this statement, which is 27 percentage points higher than in **Bimini** (53%).



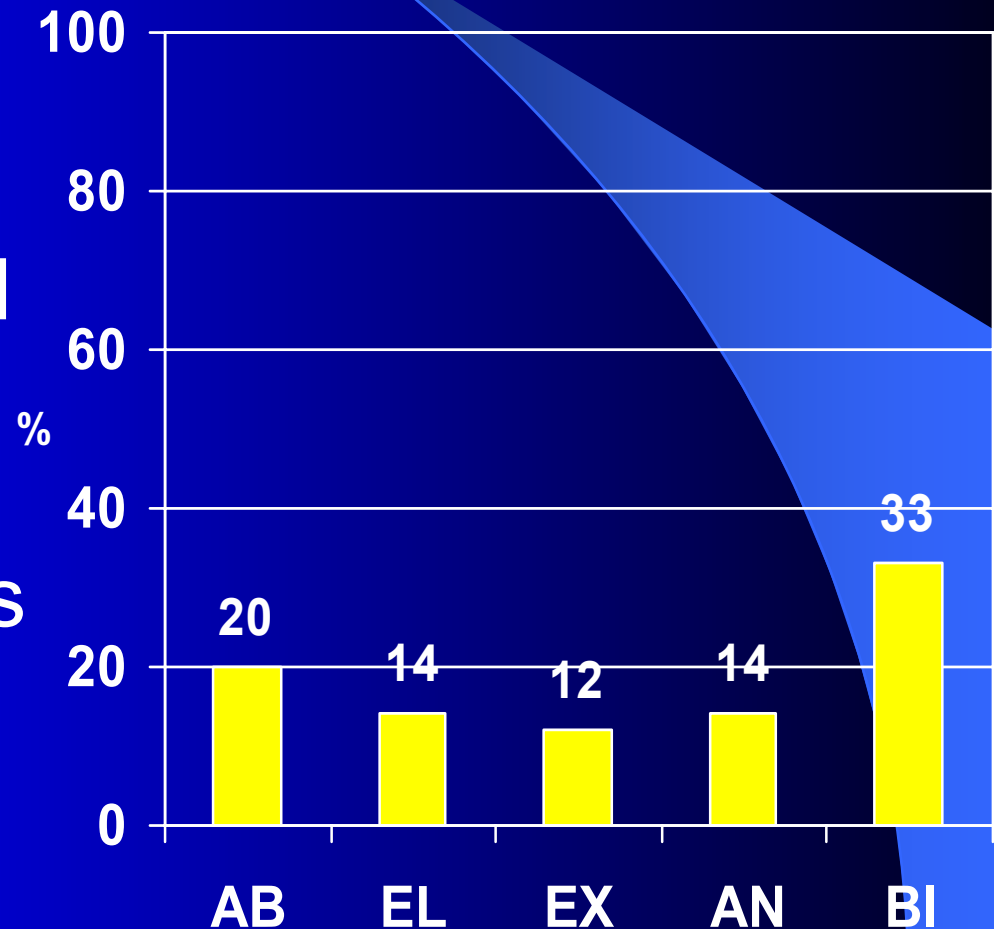
Tourism does not affect me personally.

- A minority of residents agreed/ strongly agreed:
 - **NP**: 18%
 - **GB**: 24%
 - **FI**: 19%



Tourism does not affect me personally. (FAMILY ISLANDS)

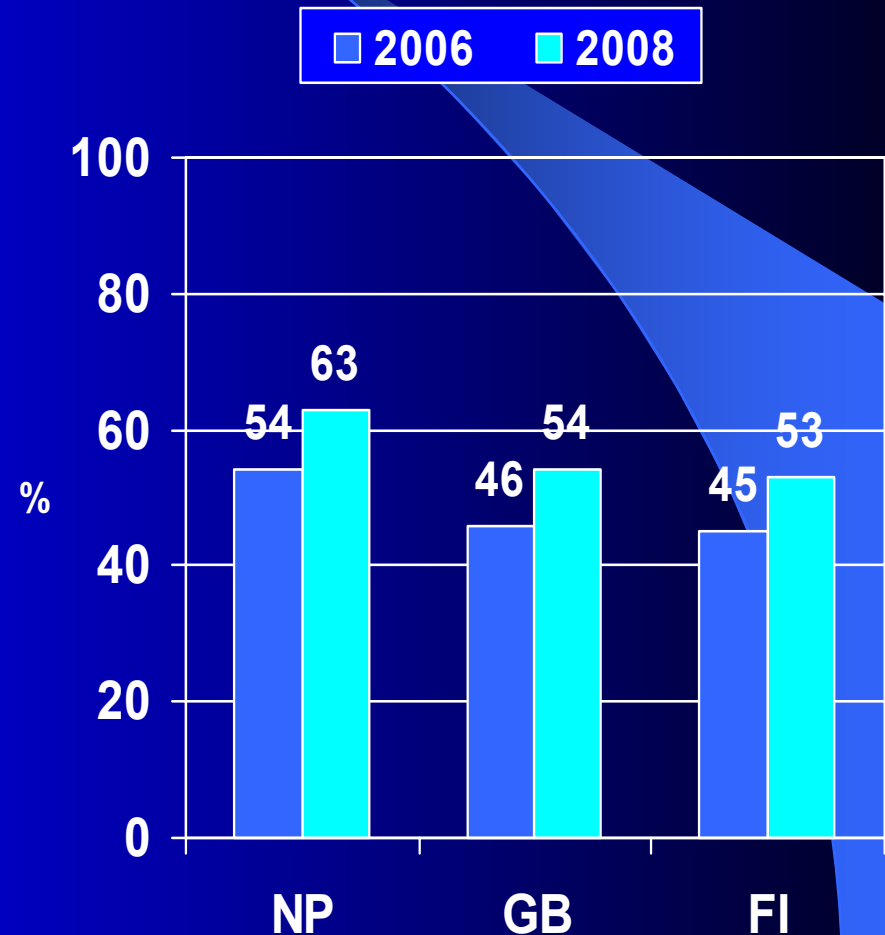
- The proportion of **Bimini** residents (33%) that agreed with this statement was almost three times that of the **Exumians** (12%).



Only Bahamian art, straw and craft goods should be sold to tourists.

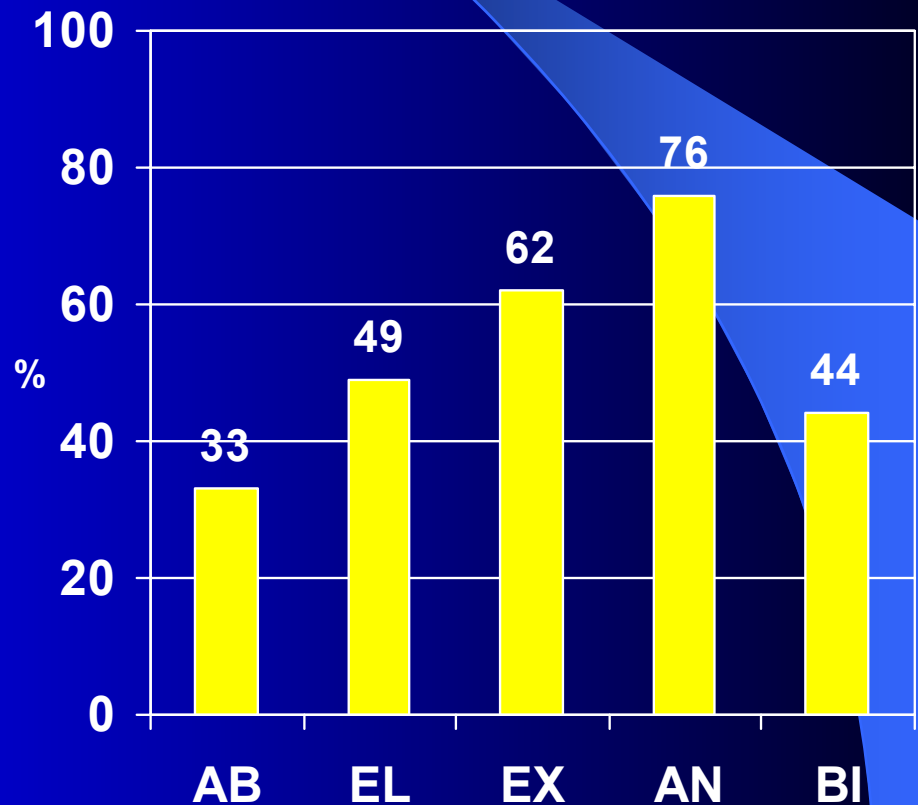
- More than half of the residents agreed/ strongly agreed:

- **NP**: 63%
- **GB**: 54%
- **FI**: 53%



Only Bahamian art, straw and craft goods should be sold to tourists. (FAMILY ISLANDS)

- More than twice as many **Androsians** (76%) as **Abaconians** (33%) agreed with this statement.



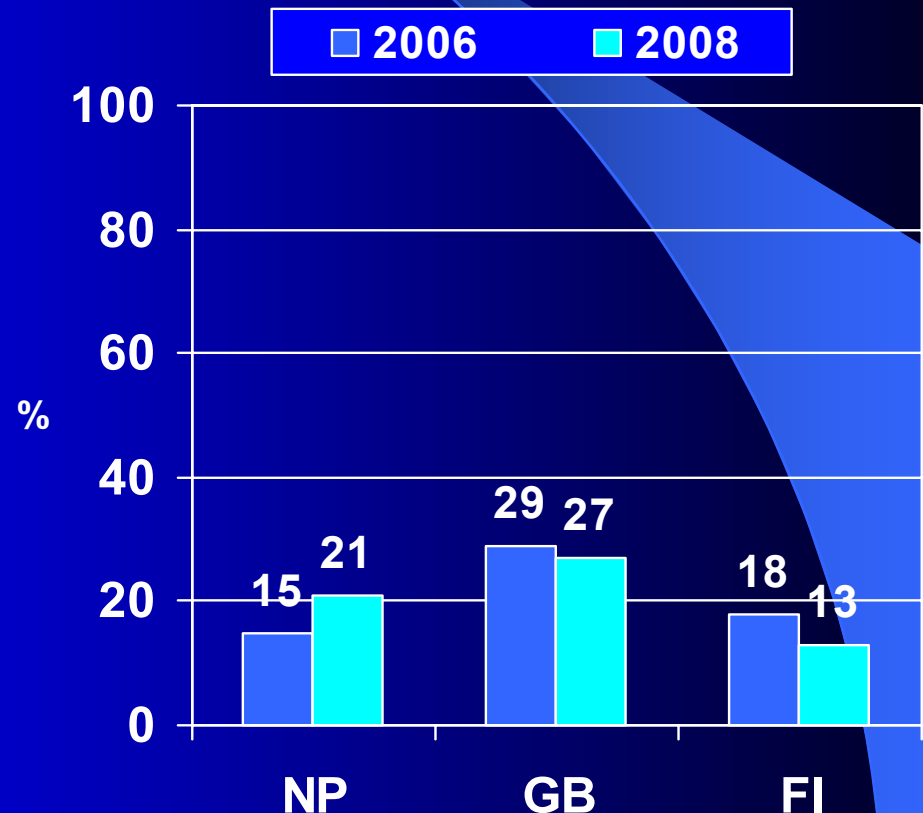
Just because tourism is the main industry, does not mean that Bahamians must be willing to go the extra mile to please tourists.

- A minority of residents agreed/strongly agreed:

– **NP**: 21%

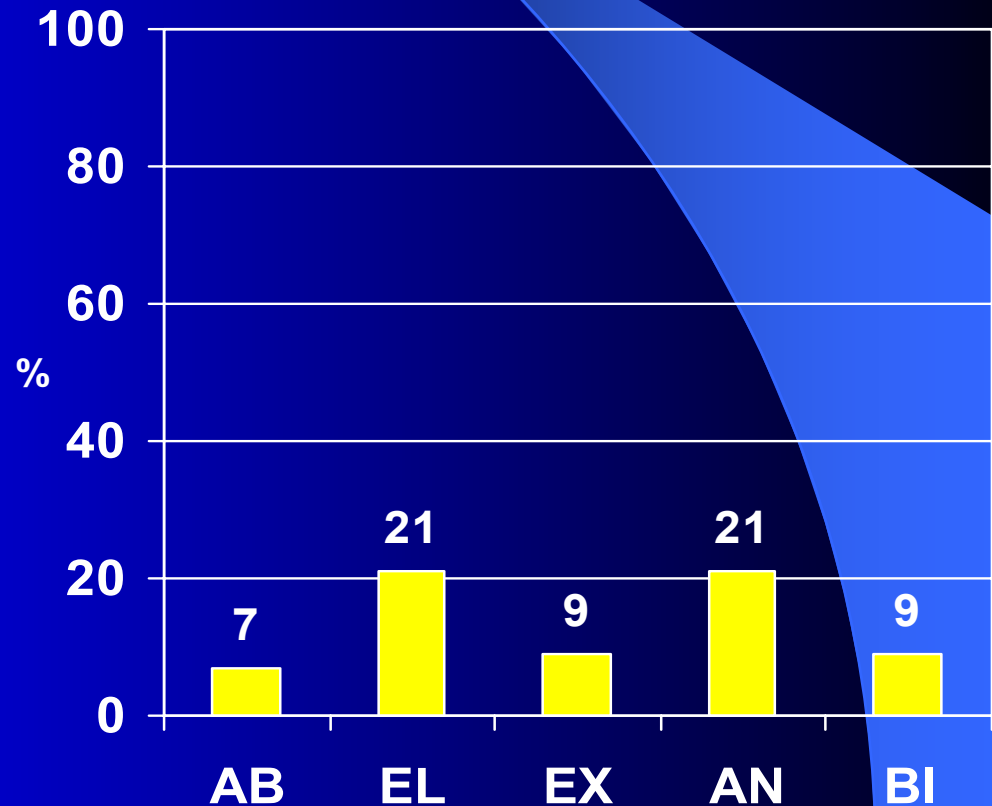
– **GB**: 27%

– **FI**: 13%



**Just because tourism is the main industry, does not mean that Bahamians must be willing to go the extra mile to please tourists.
(FAMILY ISLANDS)**

- Three times as many **Eleuthera** and **Andros** residents (21%) as **Abaconians** (7%) agreed with this statement.



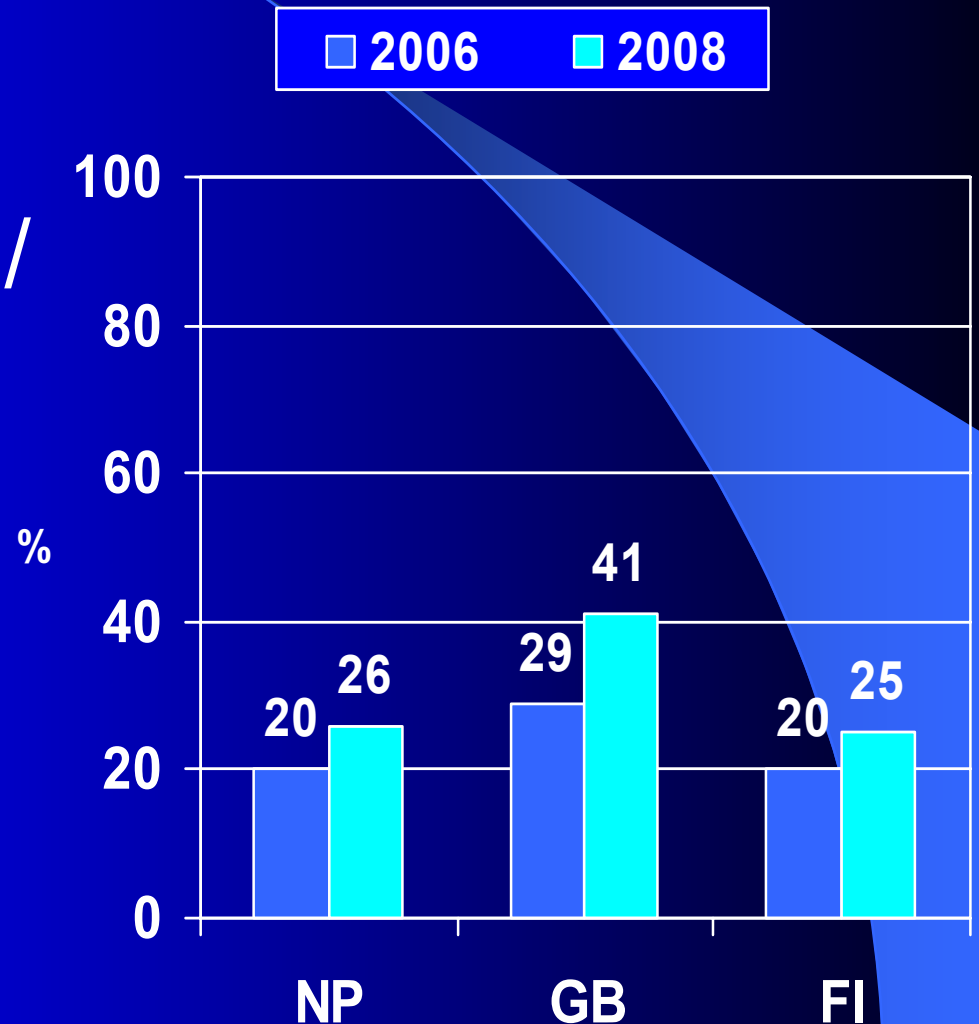
The 15% gratuity should be eliminated.

- A minority of residents agreed/strongly agreed:

– **NP**: 26%

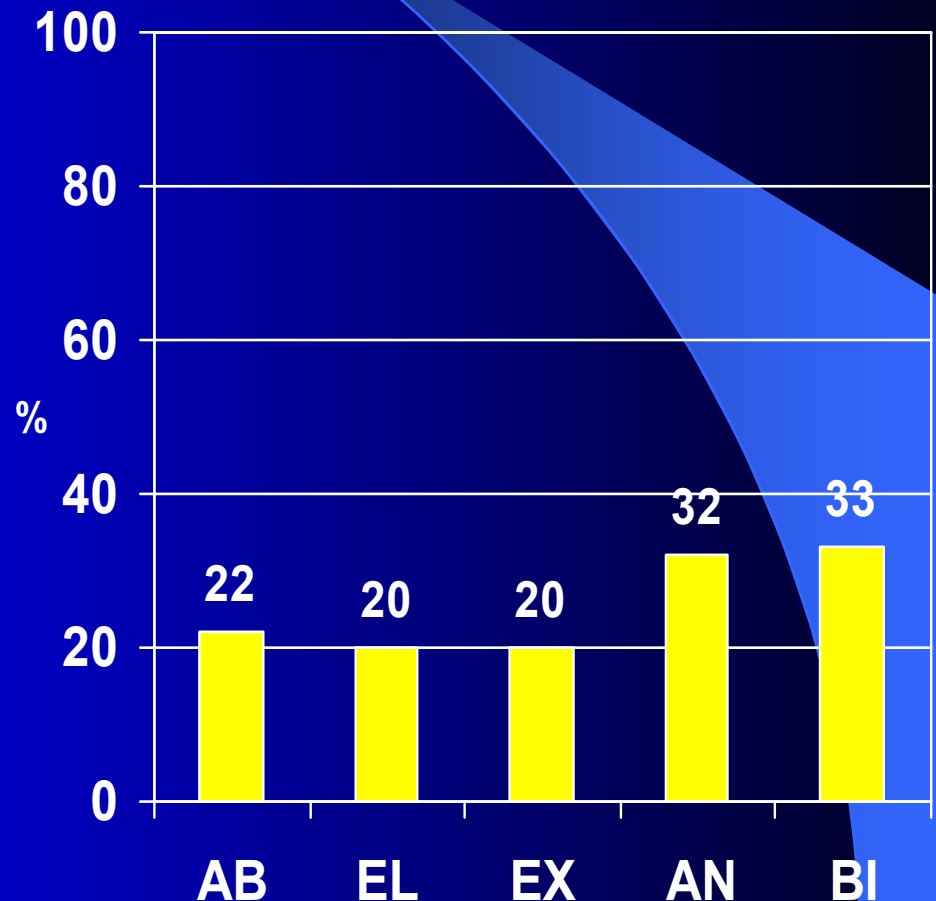
– **GB**: 41%

– **FI**: 25%



The 15% gratuity should be eliminated. (FAMILY ISLANDS)

- One out of three (33%) **Biminities** agreed with this statement, but only 20% of the **Eleuthera** and **Exuma** residents.



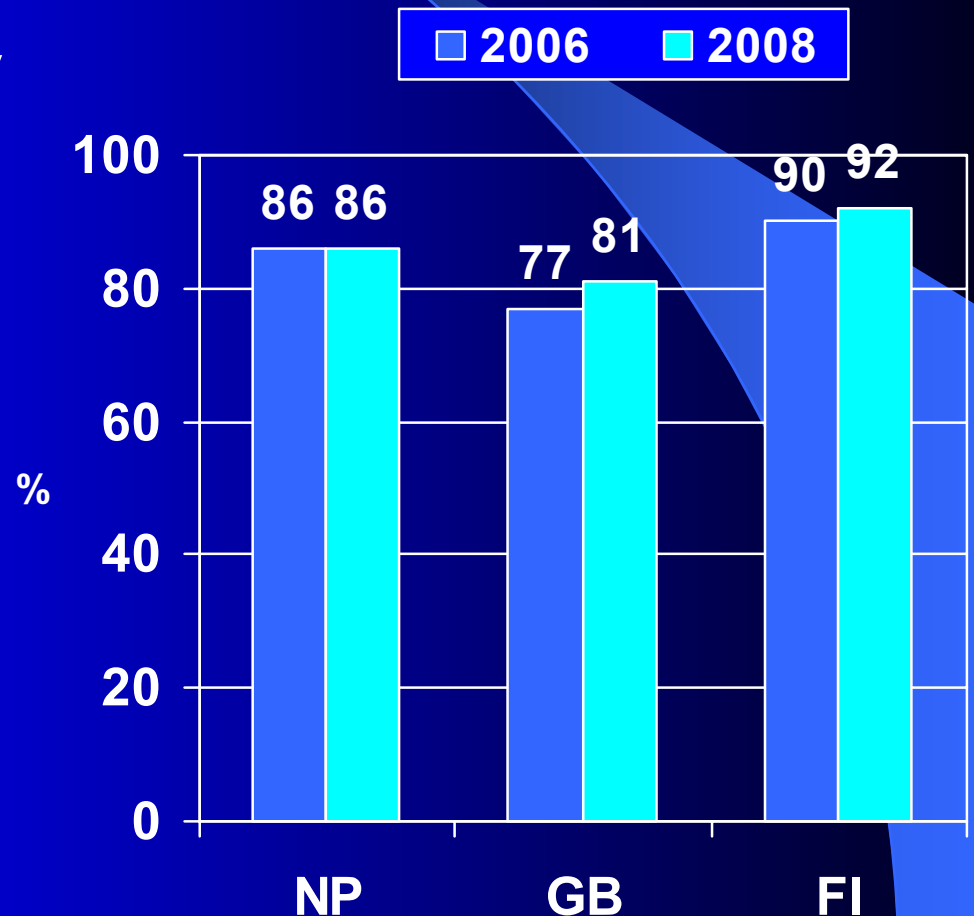
The Islands of The Bahamas' Advertisements make me feel good about my country.

- The vast majority agreed/ strongly agreed:

– **NP**: 86%

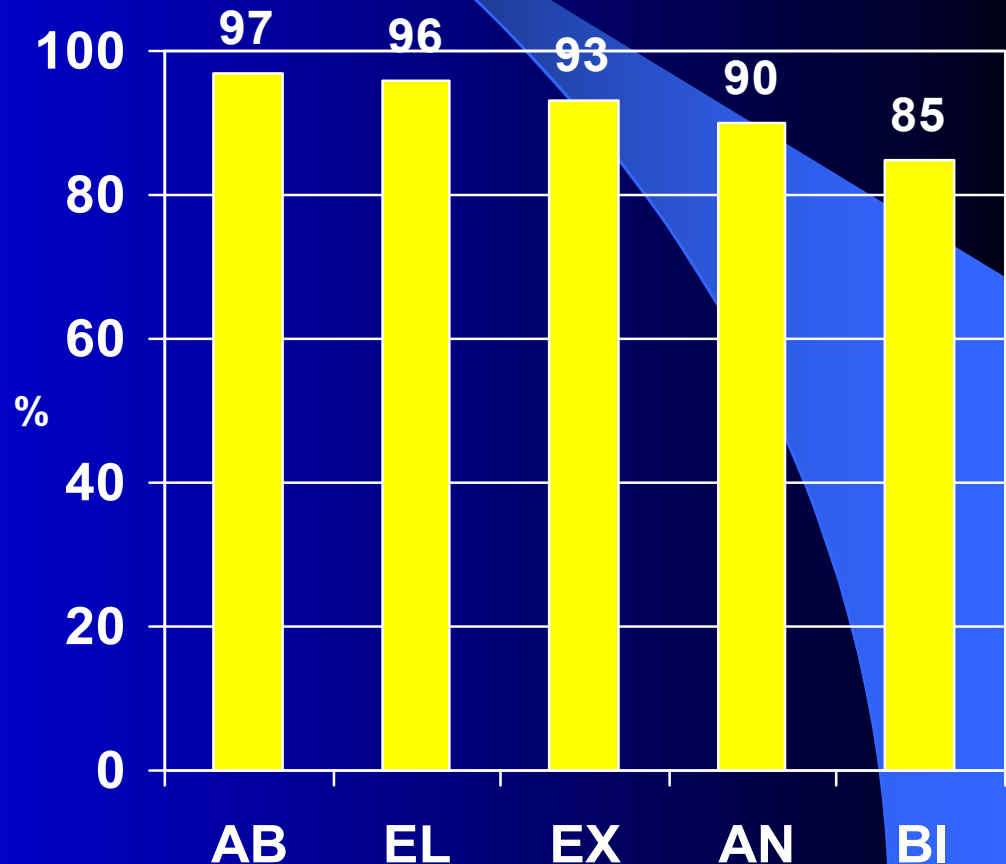
– **GB**: 81%

– **FI**: 92%



The Islands of The Bahamas' Advertisements make me feel good about my country. (FAMILY ISLANDS)

- Almost all (97%) of the **Abaco** respondents had that feeling, as opposed to 85% of the **Bimini** residents.



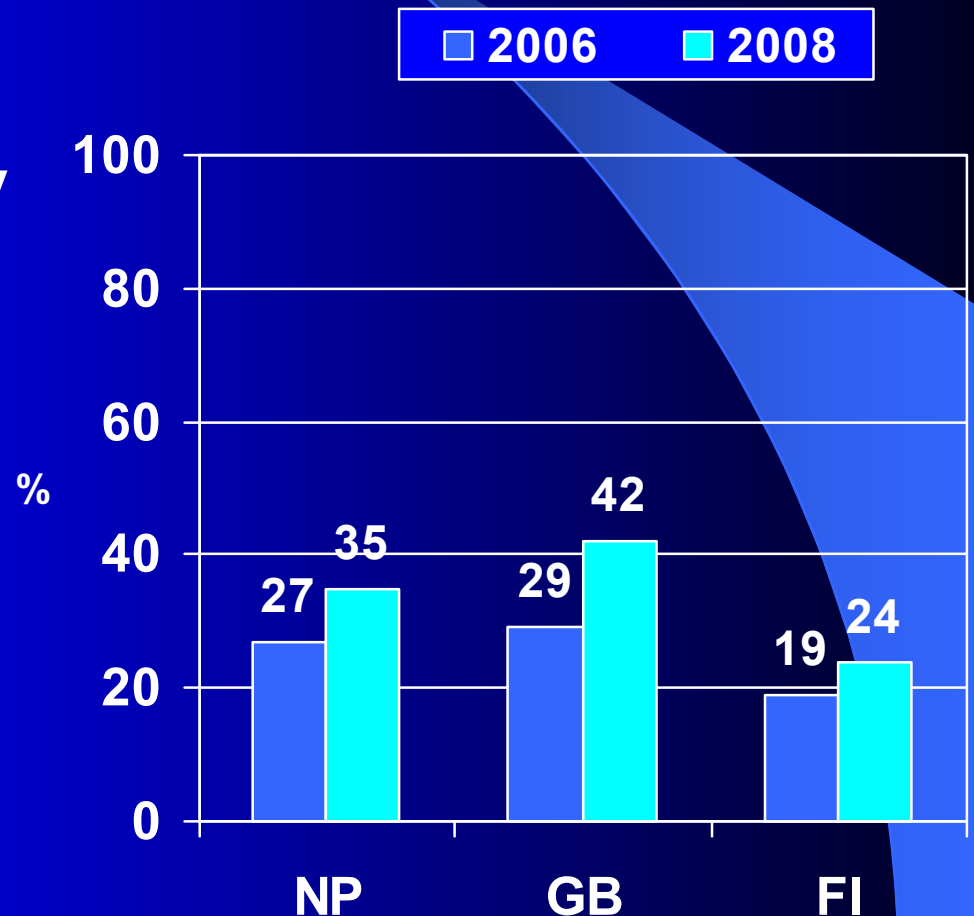
When tourists come to the Islands of The Bahamas they generally do not find what they were led to expect by our advertising and promotions.

- A minority agreed/ strongly agreed:

– **NP**: 35%

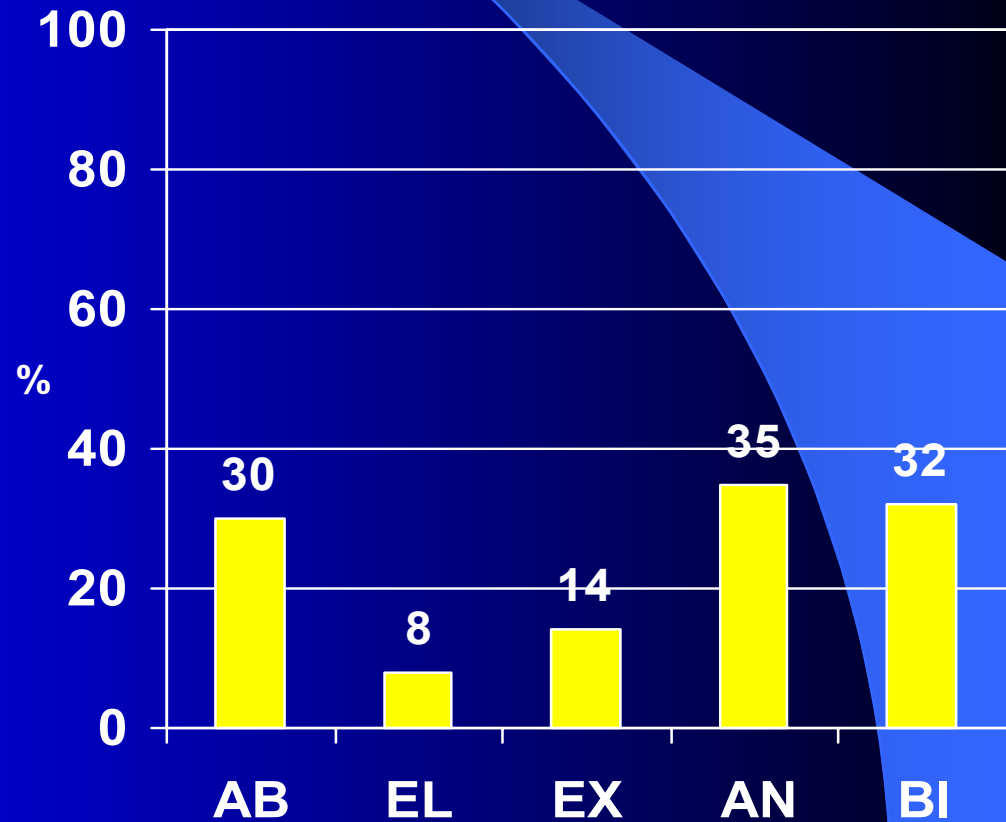
– **GB**: 42%

– **FI**: 24%



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. (FAMILY ISLANDS)

- More than four times as many **Androsians** (35%) as **Eleuthera** residents (8%) revealed that they felt this way.



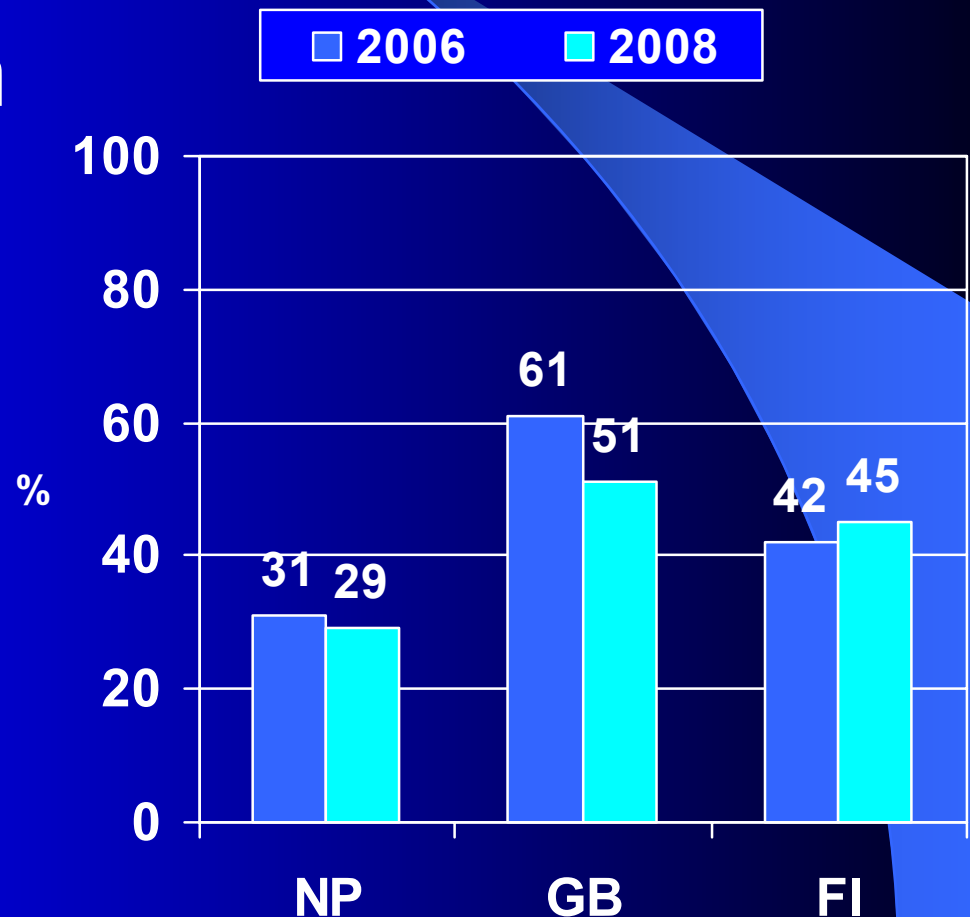
There are not enough jobs in the tourism sector.

- The proportion that agreed/strongly agreed:

– **NP**: 29%

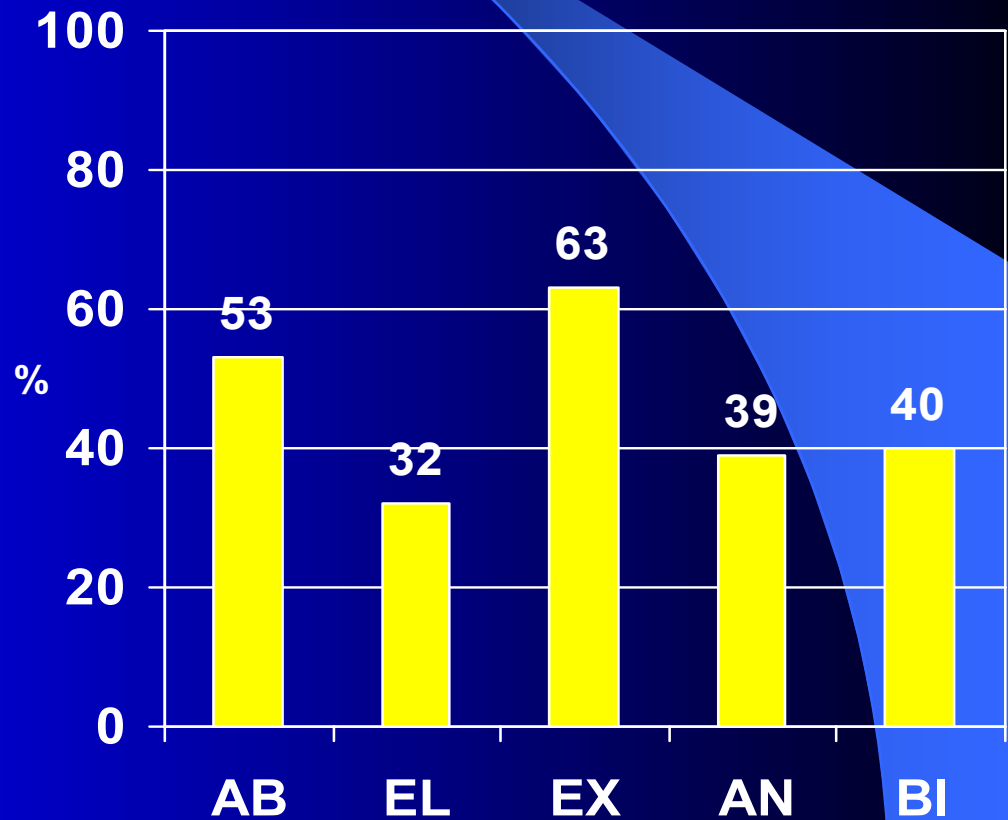
– **GB**: 51%

– **FI**: 45%



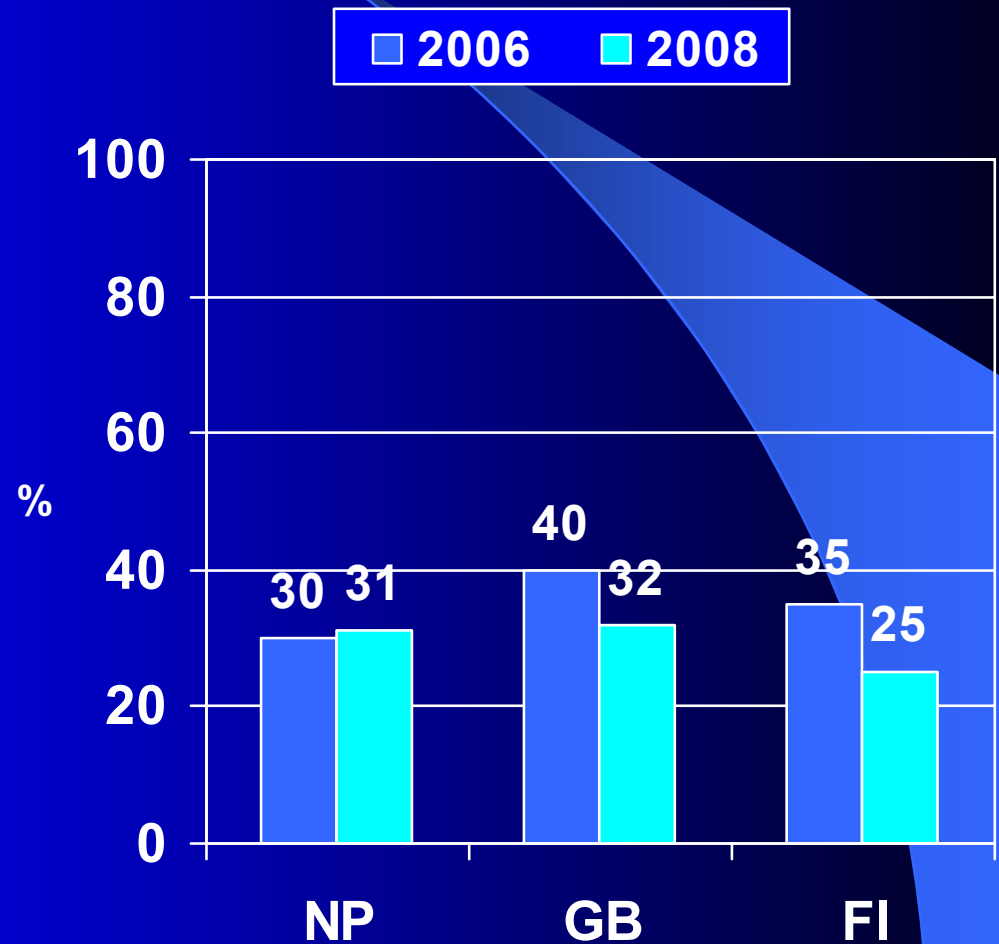
There are not enough jobs in the tourism sector. (FAMILY ISLANDS)

- Nearly twice as many **Exumians** (63%) as **Eleuthera** respondents (32%) had this opinion.



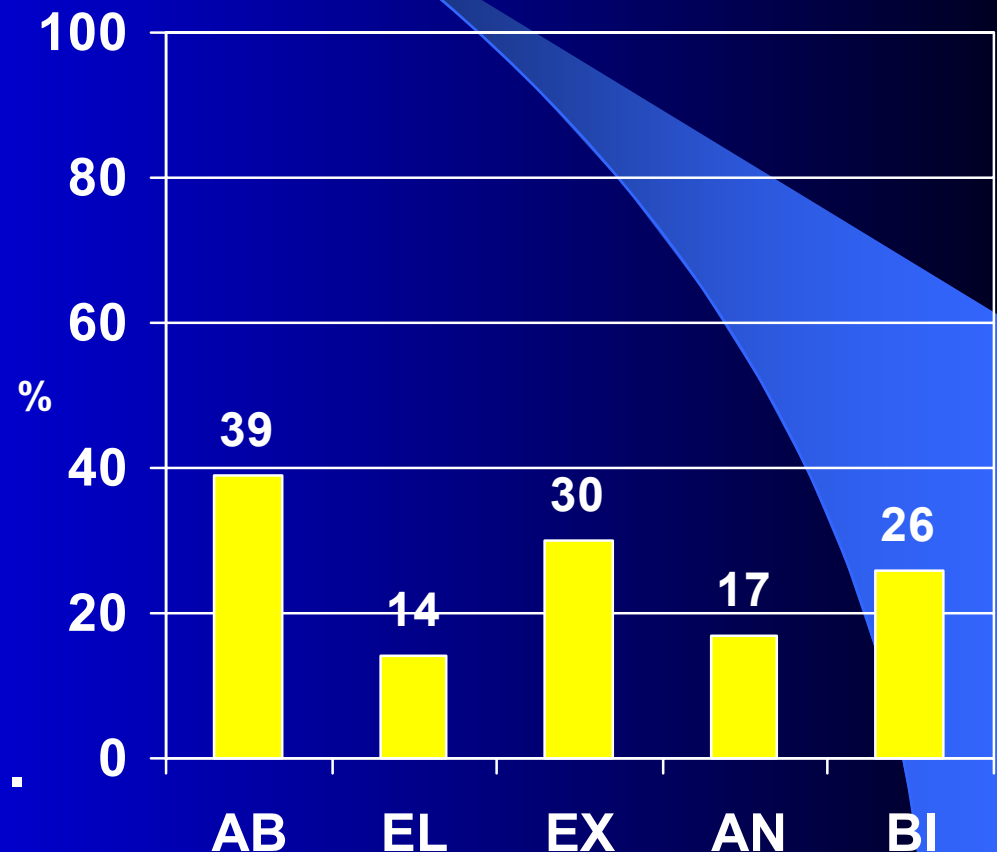
Jobs in tourism are not considered very prestigious.

- A minority agreed/strongly agreed:
 - **NP**: 31%
 - **GB**: 32%
 - **FI**: 25%



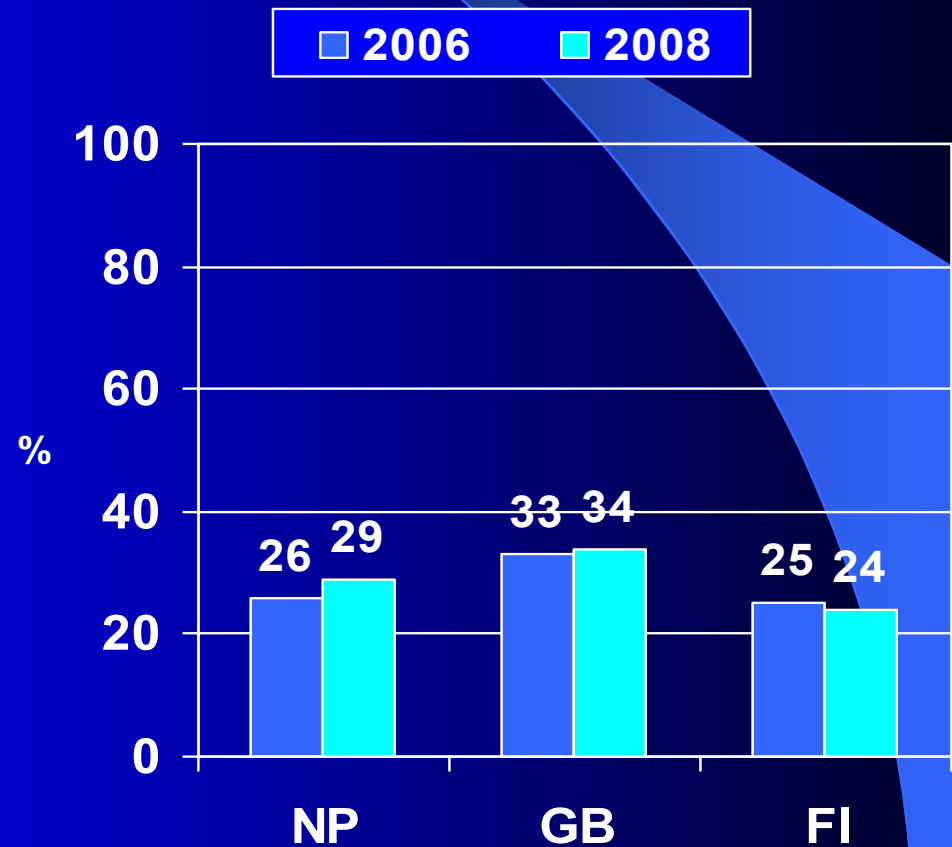
Jobs in tourism are not considered very prestigious. (FAMILY ISLANDS)

- Nearly three times as many **Abaconians** (39%) cited this opinion compared with the **Eleuthera** residents (14%).



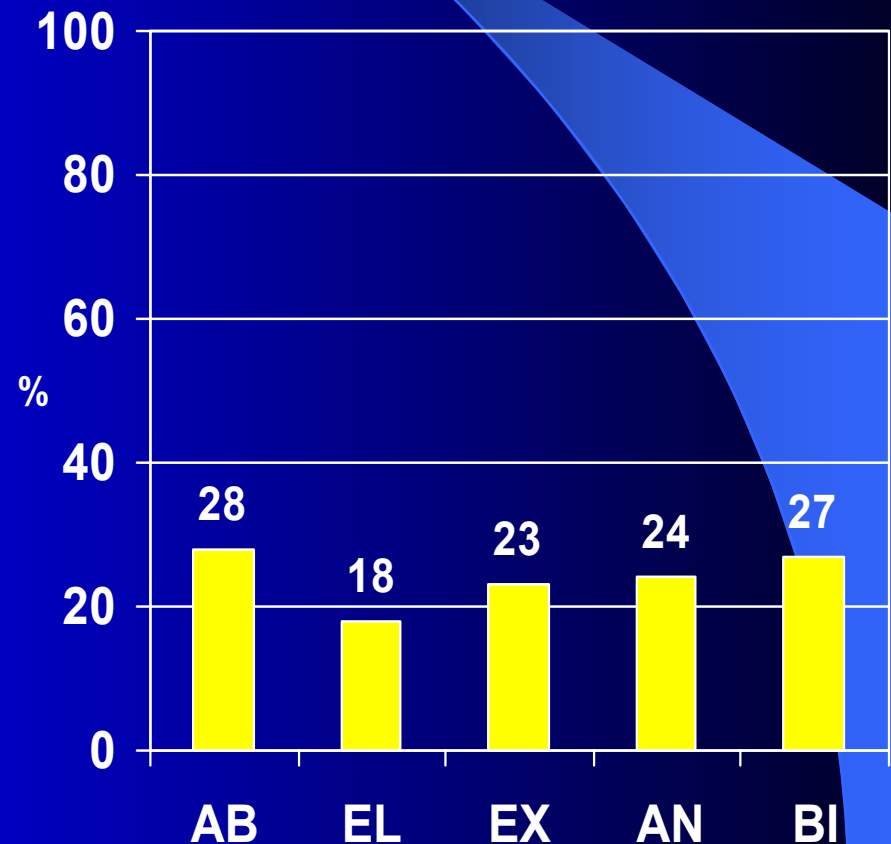
Many parents do not think it is a good idea for their children to have a career in tourism.

- A minority agreed/strongly agreed:
 - **NP**: 29%
 - **GB**: 34%
 - **FI**: 24%.



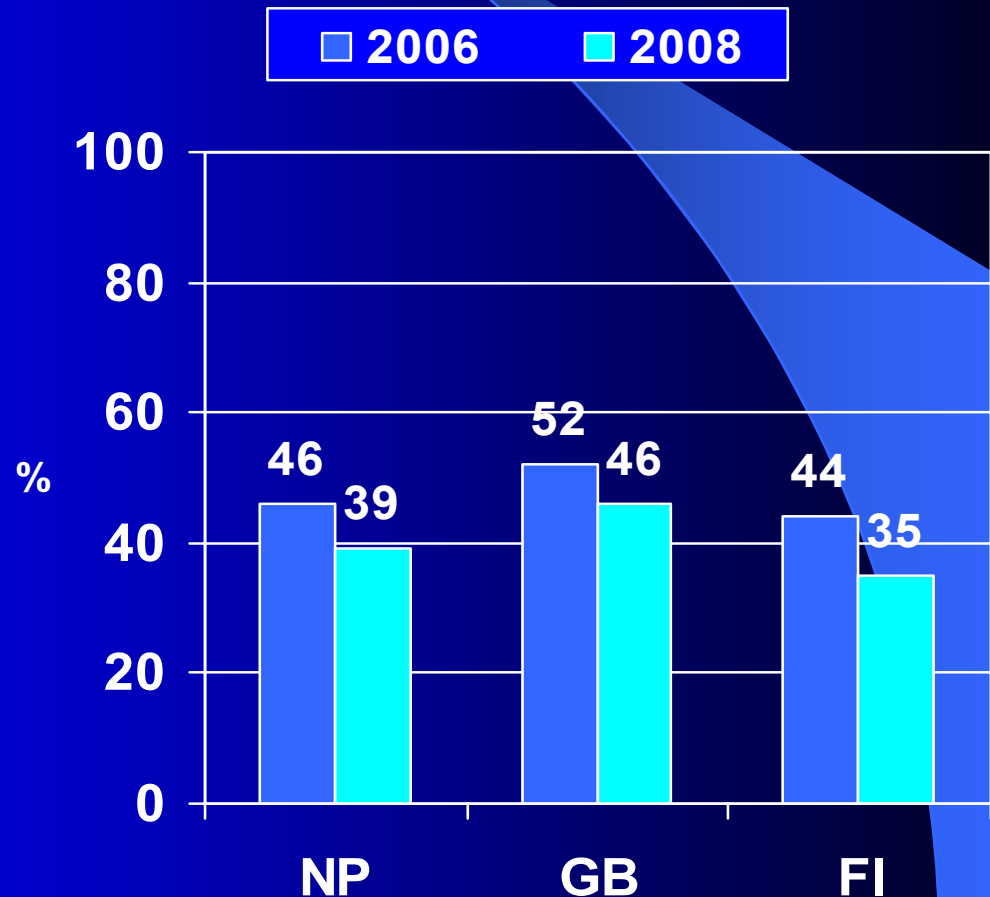
Many parents do not think it is a good idea for their children to have a career in tourism. (FAMILY ISLANDS)

- More than one quarter of **Abaconians** (28%) and **Biminities** (27%) shared that they had this attitude.



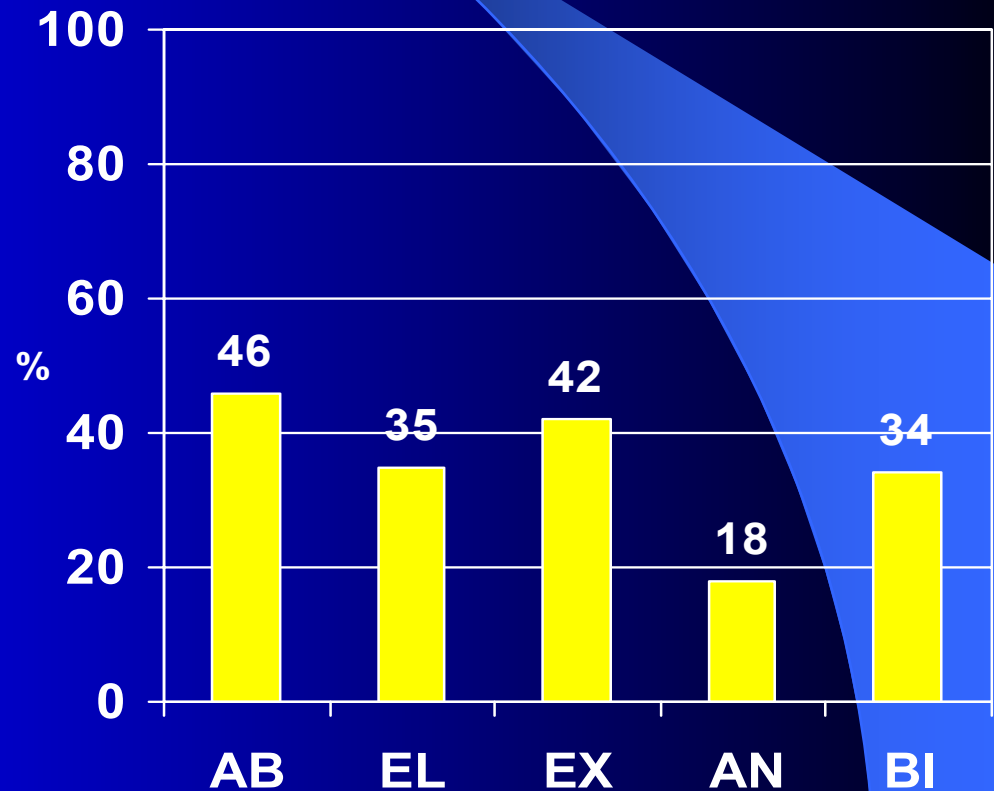
The salaries and benefits in tourism industry are not on par with the private sector.

- A minority agreed/strongly agreed:
 - **NP**: 39%
 - **GB**: 46%
 - **FI**: 35%.



The salaries and benefits in tourism industry are not on par with the private sector. (FAMILY ISLANDS)

- Nearly three times as many **Abaco** respondents (46%) as **Androsians** (18%) agreed with this statement.



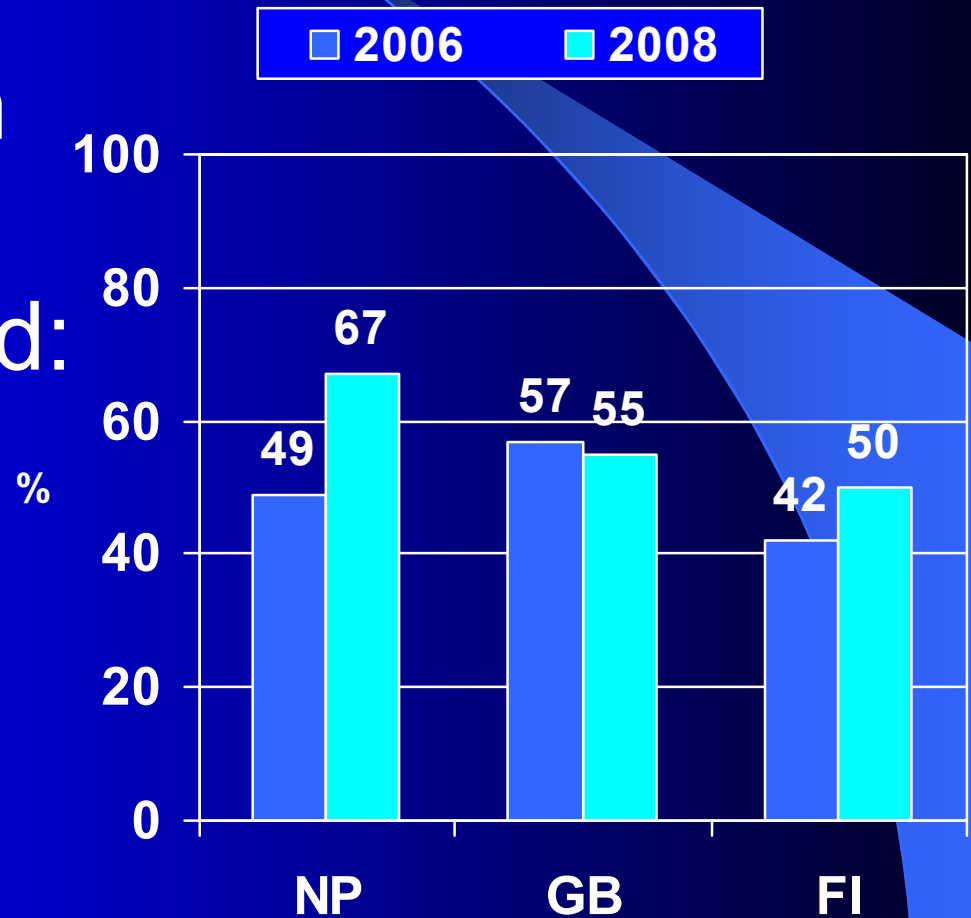
There is little job security in the tourism sector.

- The proportion that agreed/strongly agreed:

– **NP**: 67%

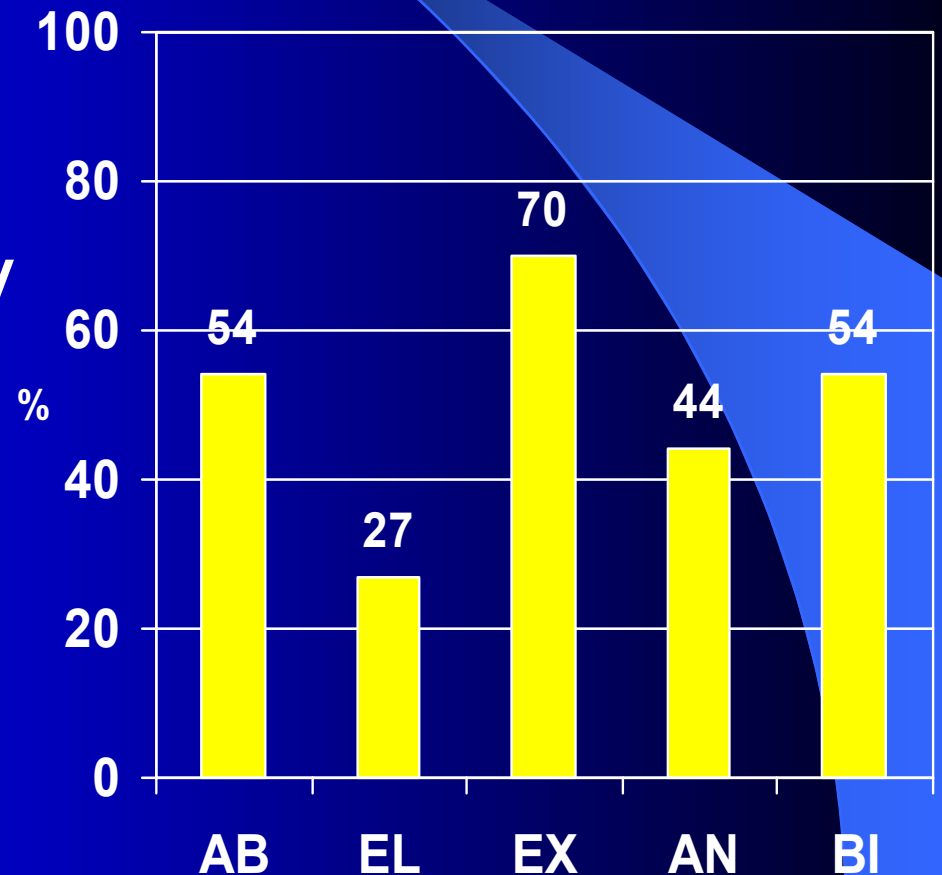
– **GB**: 55%

– **FI**: 50%



There is little job security in the tourism sector. (FAMILY ISLANDS)

- Seventy percent (70%) of **Exumians** revealed that they felt this way, which is much more than the **Eleutherians** (27%).



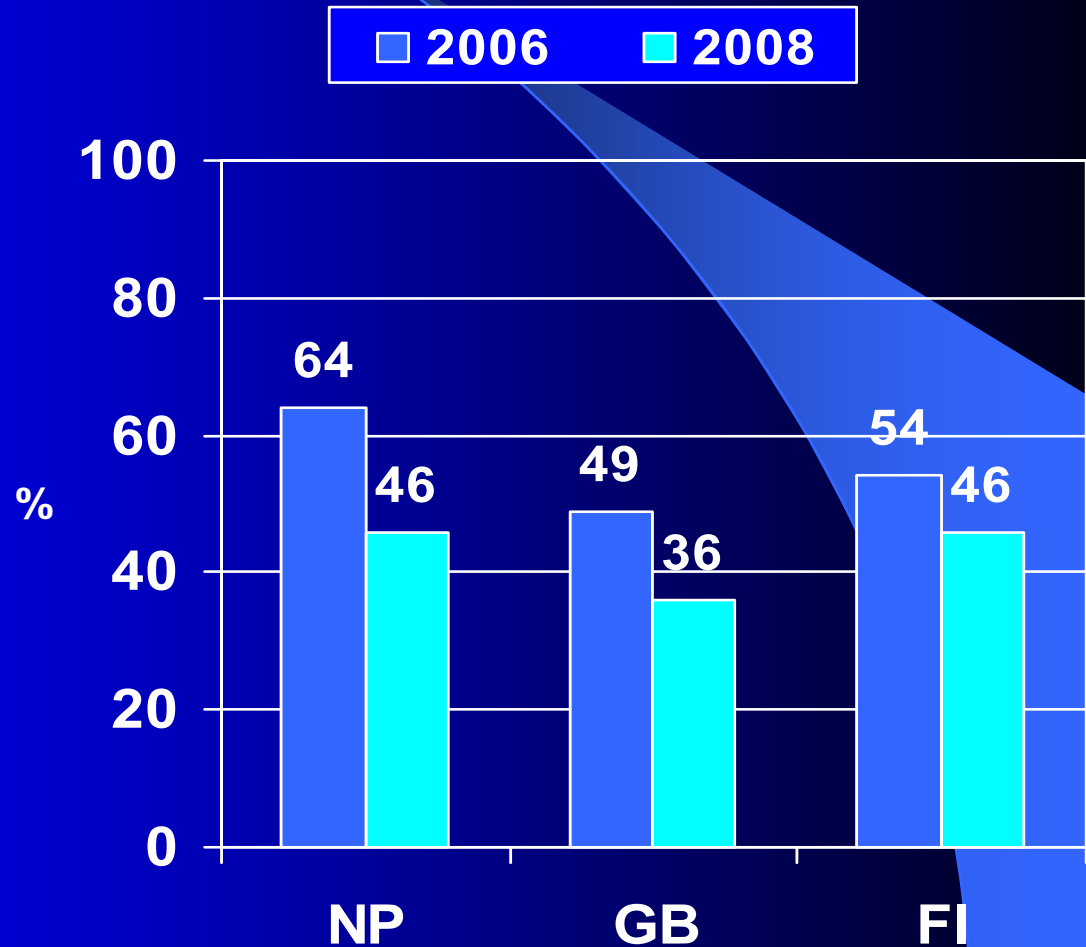
Tourism has taken all our best beaches and land.

- A minority agreed/strongly agreed:

– **NP**: 46%

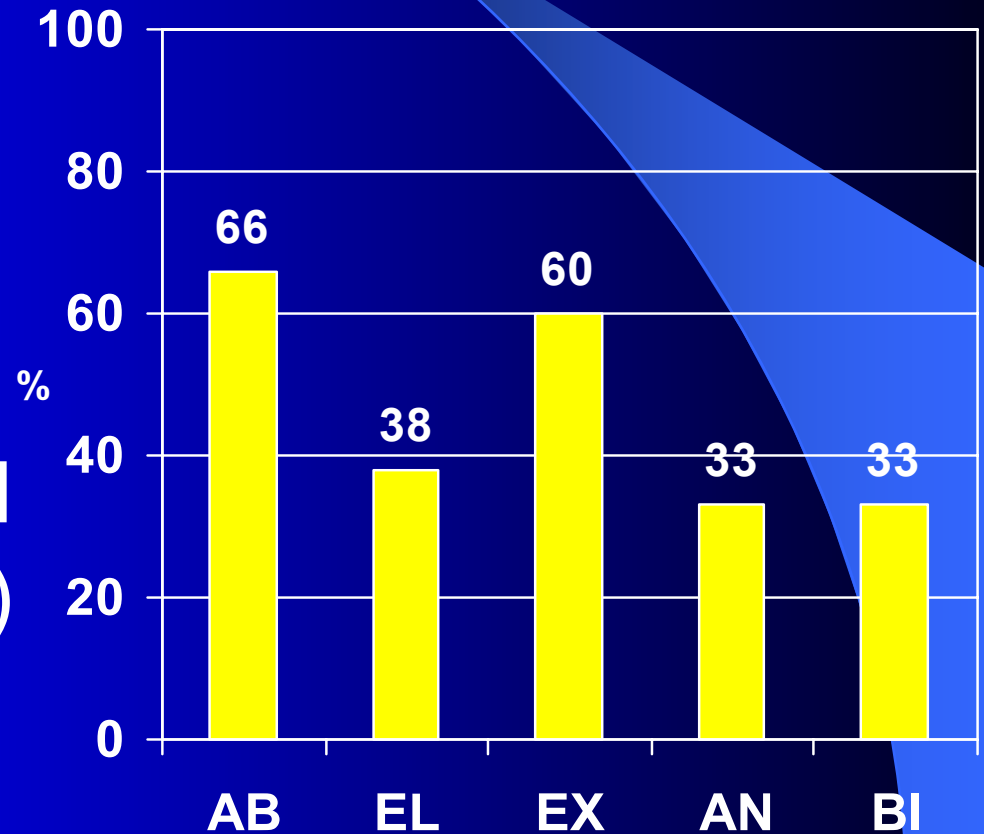
– **GB**: 36%

– **FI**: 46%



Tourism has taken all our best beaches and land. (FAMILY ISLANDS)

- Twice as many **Abaconians** (66%) and **Exumians** (60%) as **Androsians** and **Biminities** (33%) felt this way.



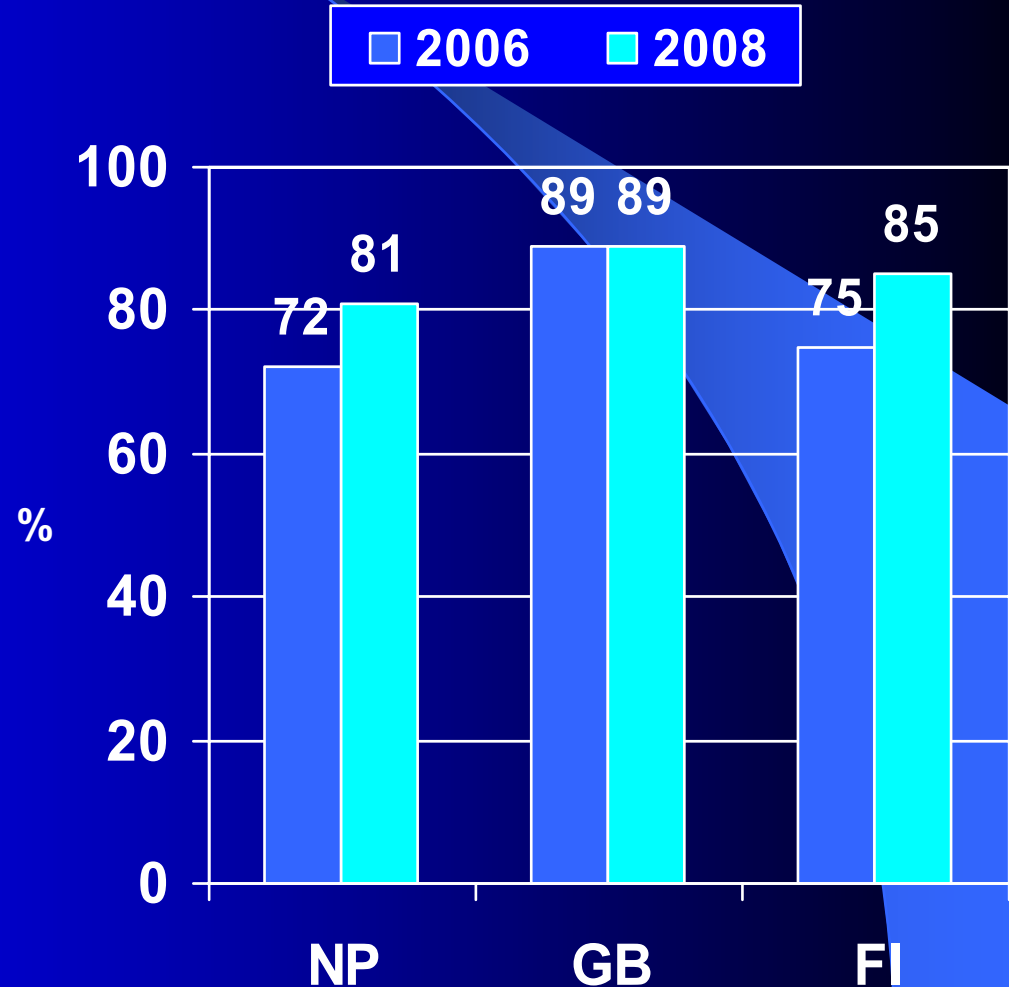
The Quality of the Tourism product needs great improvement.

- A vast majority agreed/strongly agreed:

– **NP**: 81%

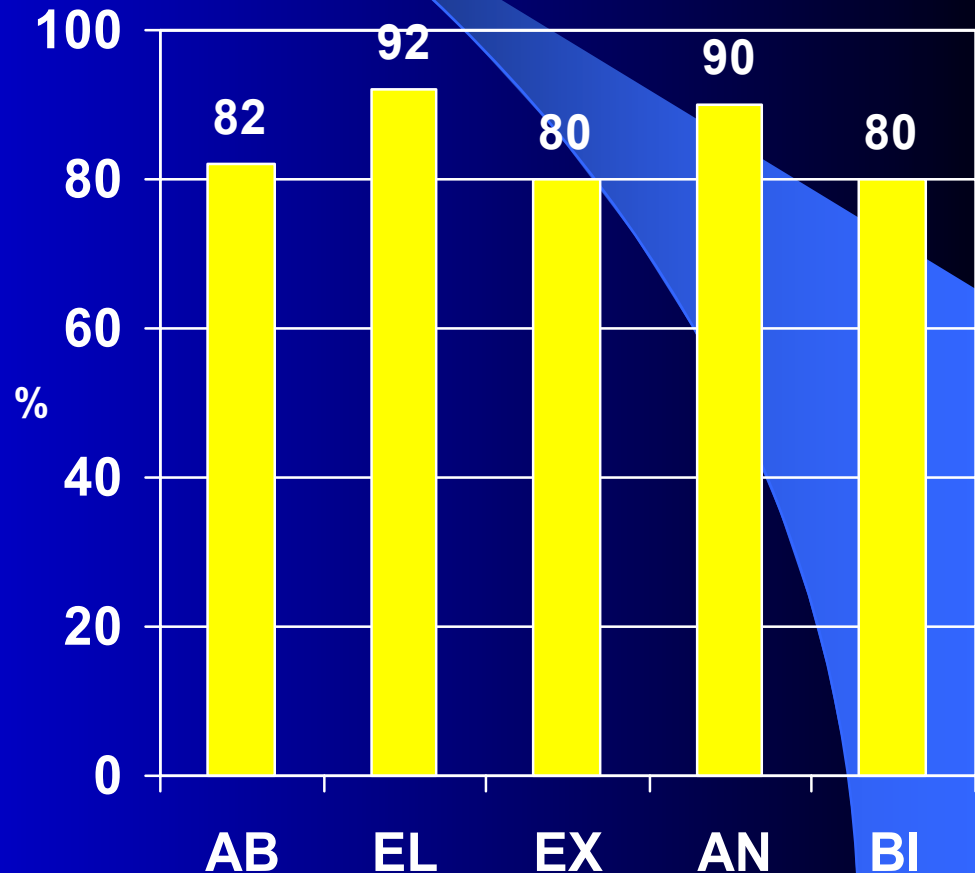
– **GB**: 89%

– **FI**: 85%



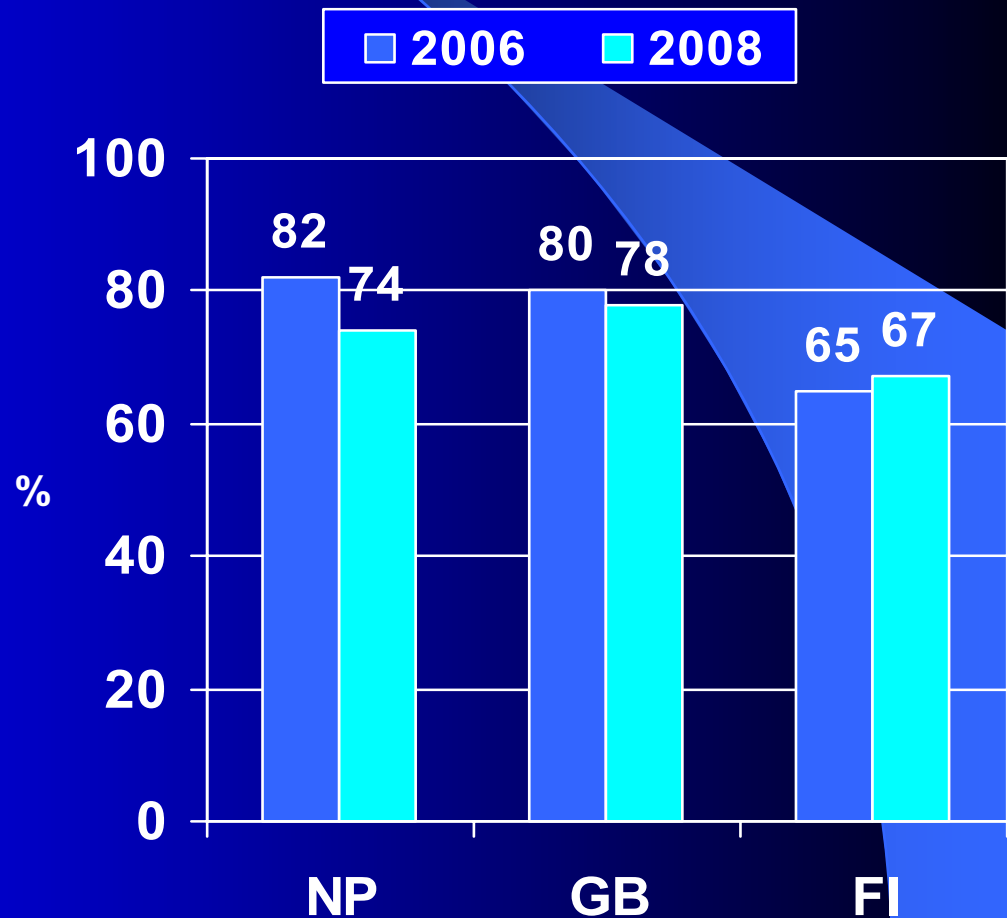
The Quality of the Tourism product needs great improvement. (FAMILY ISLANDS)

- Almost all of the **Eleuthera** (92%) and **Andros** (90%) respondents expressed these sentiments, which was much higher than for the **Bimini** and **Exuma** residents (80%).



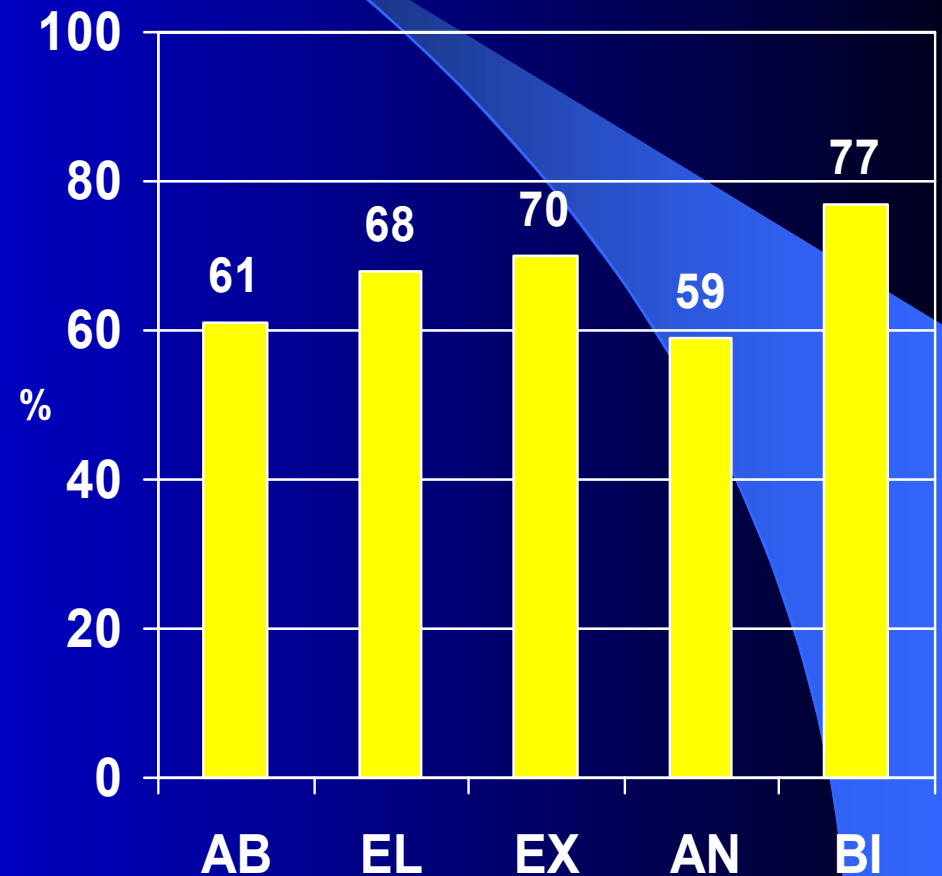
Bahamians do not give other Bahamians good service or value for money.

- Most residents agreed/strongly agreed:
 - **NP**: 74%
 - **GB**: 78%
 - **FI**: 67%



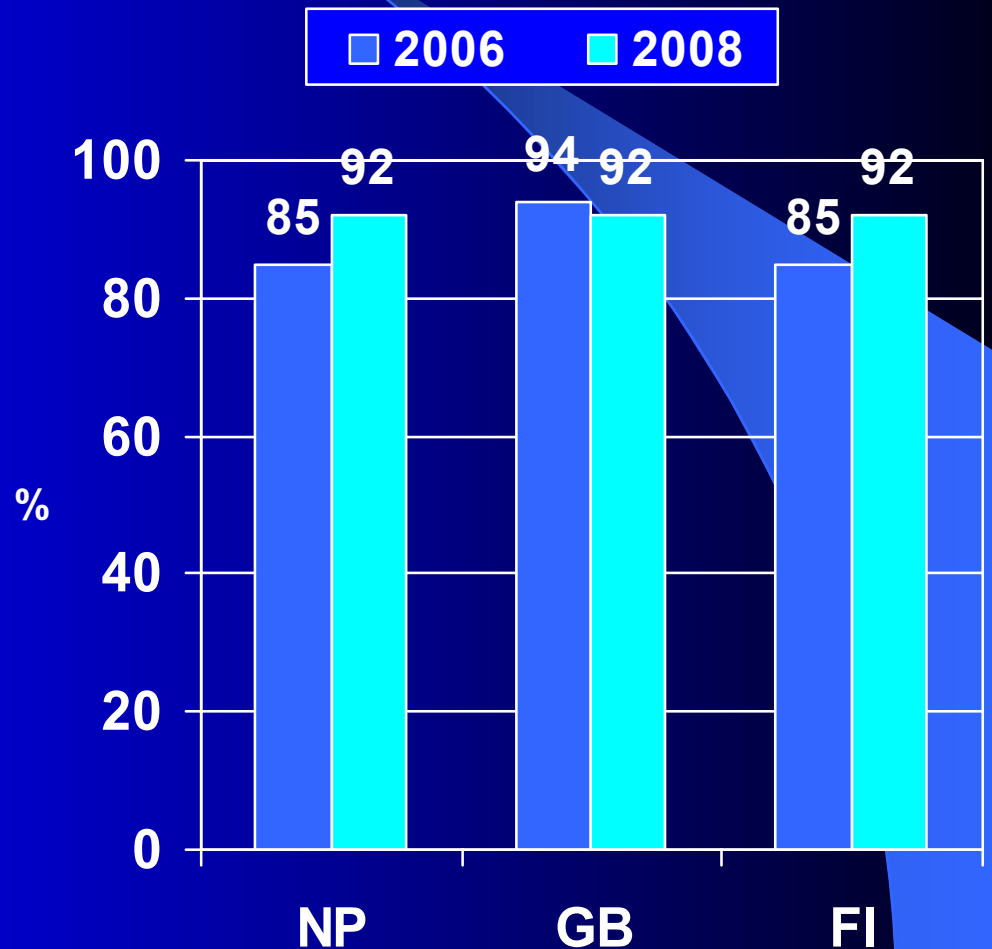
Bahamians do not give other Bahamians good service or value for money. (FAMILY ISLANDS)

- The proportion of **Bimini** residents (77%) that shared this sentiment was 18 percentage points higher than that of the **Androsians** (59%).



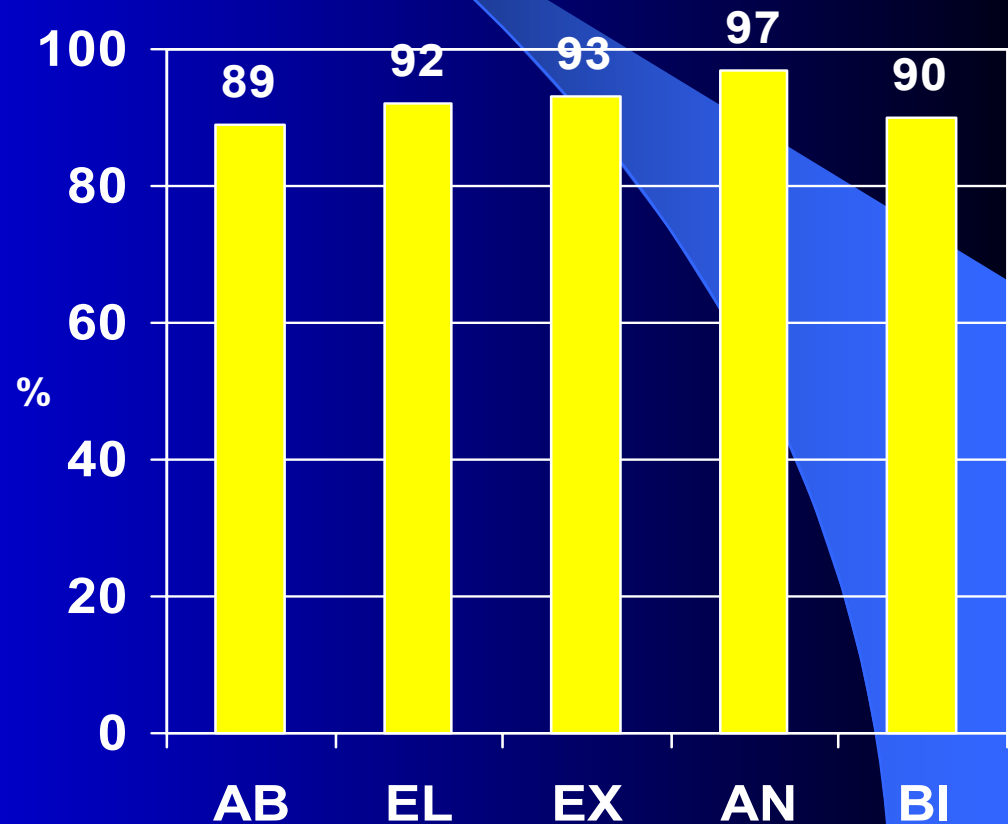
Standard of service in the Islands of The Bahamas needs improvement.

- Almost all residents agreed/ strongly agreed:
 - **NP**: 92%
 - **GB**: 92%
 - **FI**: 92%



Standard of service in the Islands of The Bahamas needs improvement. (FAMILY ISLANDS)

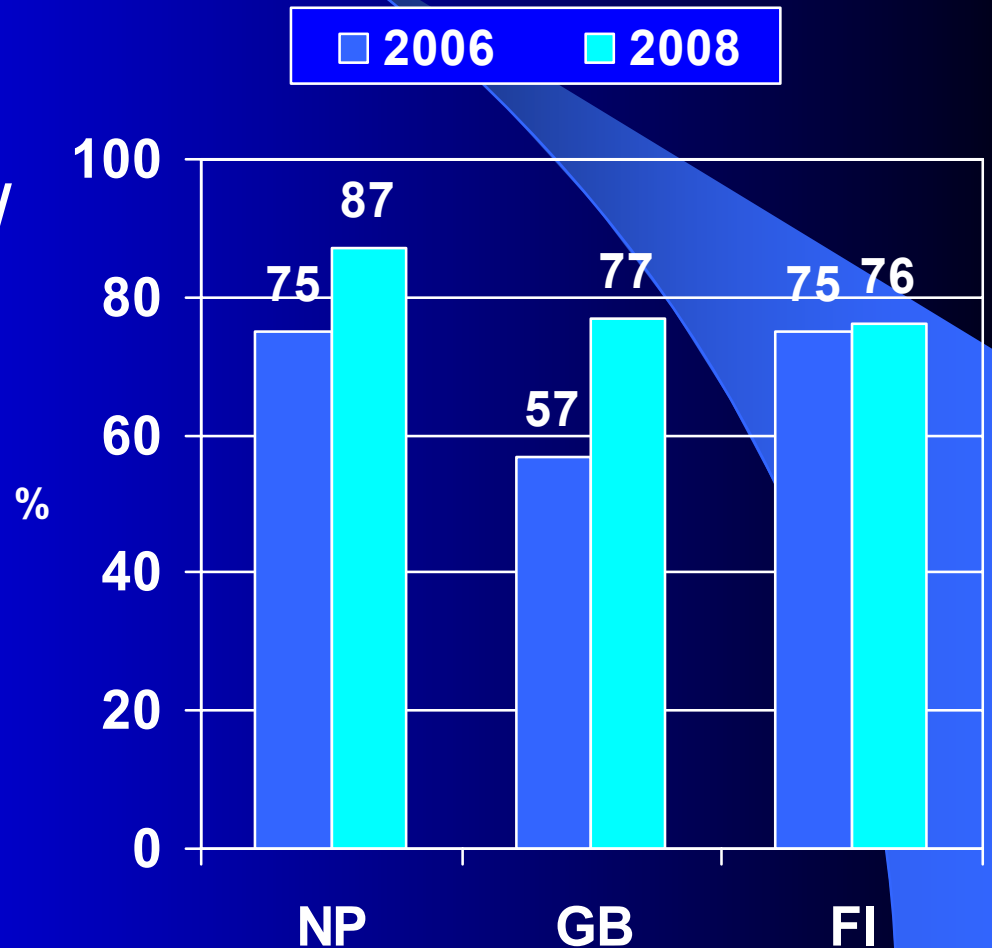
- Almost all (97%) of the residents on **Andros Island** agreed with this statement, which was 8 percentage points higher than in **Abaco** (89%).



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.

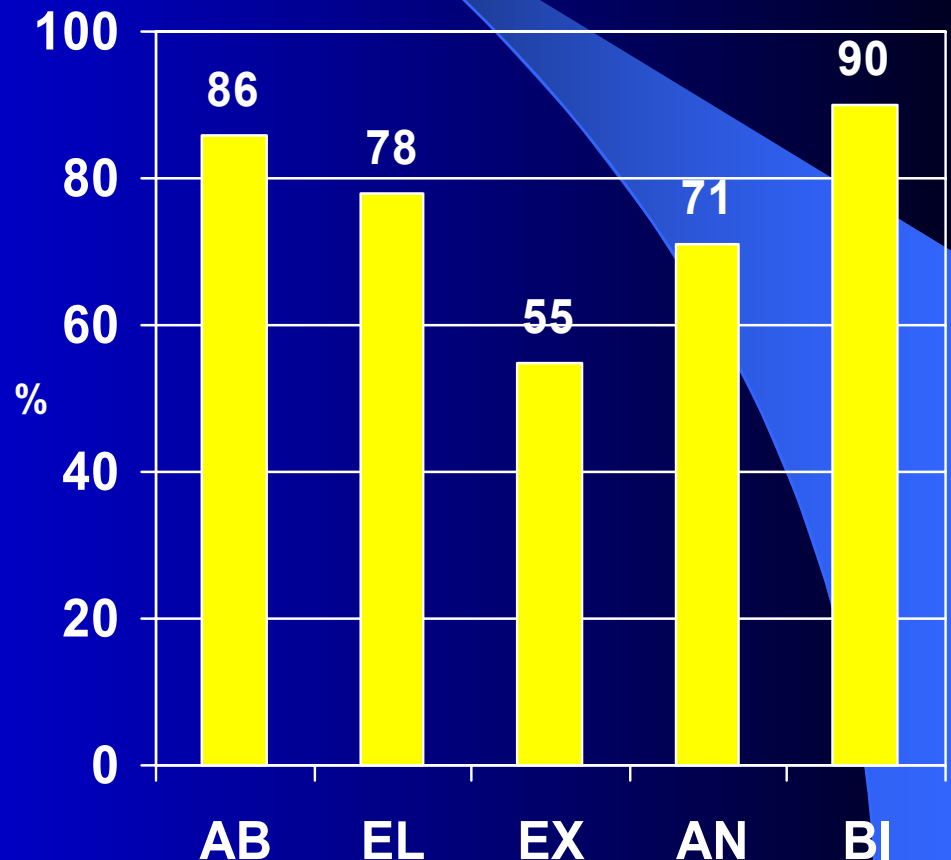
● The majority of residents agreed/strongly agreed:

- **NP**: 87%
- **GB**: 77%
- **FI**: 76%



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. (FAMILY ISLANDS)

- Nine out of ten **Biminities** (90%) agreed with this statement, which was nearly twice the number of **Exumians** (55%).



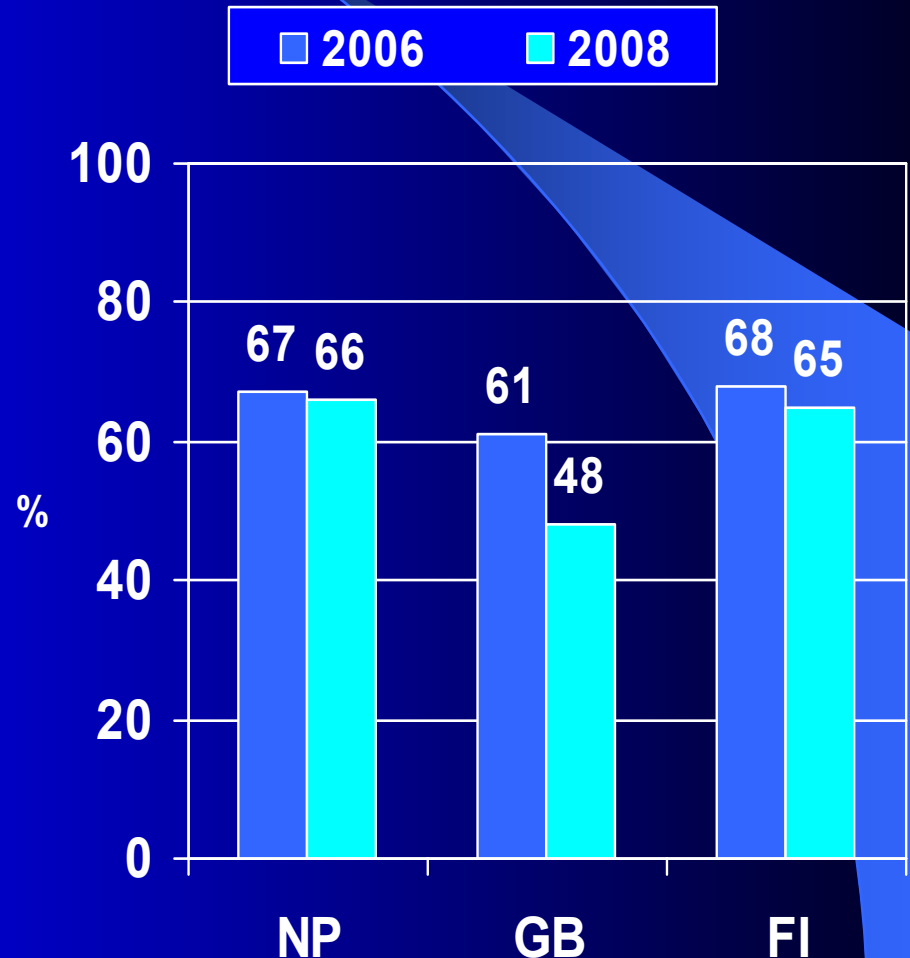
Tourism will have to be the main industry for at least the next thirty years.

- The proportion of residents that agreed/ strongly agreed:

– **NP**: 66%

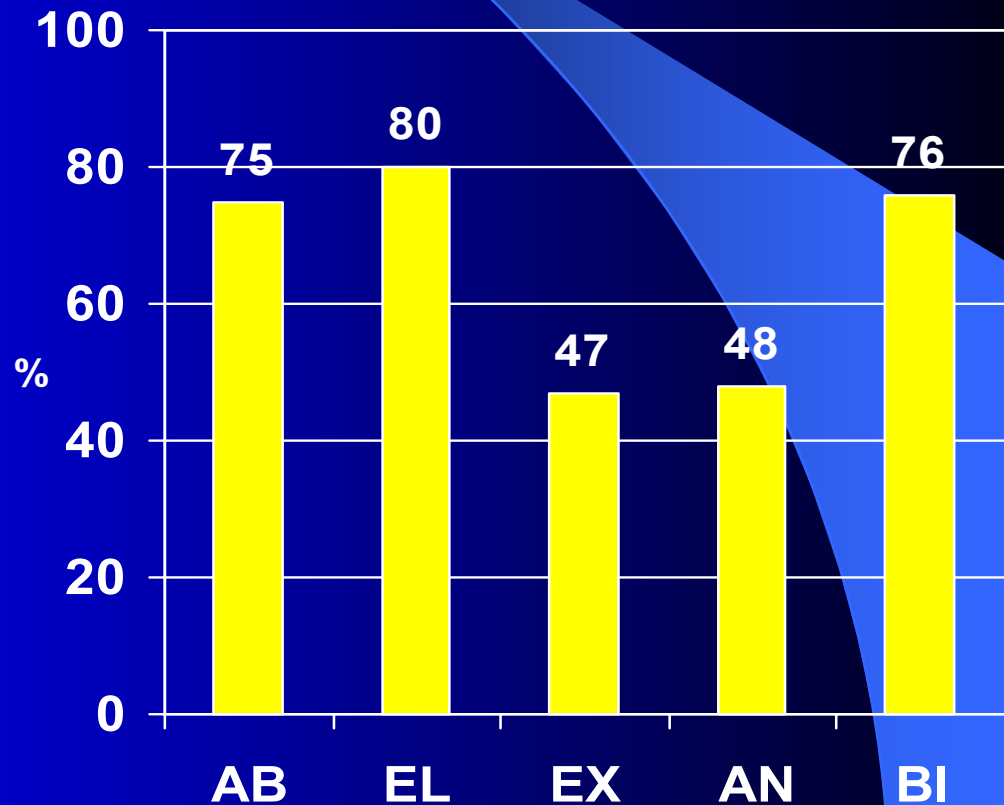
– **GB**: 48%

– **FI**: 65%



Tourism will have to be the main industry for at least the next thirty years. (FAMILY ISLANDS)

- Eight out of ten **Eleuthera** residents (80%) has this opinion, which was almost twice as many as the **Exumians** (47%).



FACTOR ANALYSIS (Names of Groups) NEW PROVIDENCE

- **New Providence:**

- Tourism Critics
- Tourism Advocates
- Tourism Job Supporters
- Authentic Tourism Owners
- Support of Non-tourism Workers

FACTOR ANALYSIS (Names of Groups) GRAND BAHAMA

- **Grand Bahama:**
 - Tourism Critics
 - Tourism Advocates
 - Tourism Job Supporters
 - Tourism Employment & Service Opponents
 - Satisfied With National Situation

FACTOR ANALYSIS (Names of Groups) FAMILY ISLANDS

- **Family Islands:**
 - Tourism Employment Opponents
 - Tourism Advocates
 - Tourism Service Critics
 - General Tourism Opponents
 - Non-tourism Supporters

DOMESTIC TOURISM AVERAGE EXPENDITURE DISTRIBUTION

AVERAGE PER TRIP: TYPE OF EXPENDITURE	NEW PROVIDENCE	GRAND BAHAMA	FAMILY ISLANDS
Transportation (\$)	318	418	332
Lodging (\$)	214	108	163
Food (\$)	107	110	126
Recreation and Entertainment (\$)	51	63	74
Shopping (\$)	77	69	358
Total Expenditure (\$)	788	768	1,058

DOMESTIC TOURISM AVERAGE EXPENDITURE DISTRIBUTION (FAMILY ISLANDS)

AVERAGE PER TRIP: TYPE OF EXPENDITURE	Abaco	Eleuthera	Exuma	Andros	Bimini
Transportation (\$)	323	310	387	327	312
Lodging (\$)	226	164	195	138	124
Food (\$)	124	153	167	108	104
Recreation and Entertainment (\$)	105	86	43	82	61
Shopping (\$)	222	232	552	497	207
Total Expenditure (\$)	1,000	948	1,363	1,151	808

TOP TELEVISION STATIONS WATCHED

NEW PROVIDENCE	GRAND BAHAMA	FAMILY ISLANDS
ZNS (NEWS)	ZNS (NEWS)	ZNS (NEWS)
CNN	CNN	CNN
LIFETIME	FOX	ALL CABLE
FOX	TBN	LIFETIME
TNT	CBS	ZNS 13

TOP TELEVISION STATIONS WATCHED (FAMILY ISLANDS)

ABACO	ELEUTHERA	EXUMA	ANDROS	BIMINI
ZNS (NEWS)	ZNS (NEWS)	ZNS (NEWS)	ZNS (NEWS)	ZNS (NEWS)
CNN	CNN	CNN	CNN	ALL CABLE
LIFETIME	ZNS 13	ALL CABLE	ZNS (OTHER)	CNN
FOX	ALL CABLE	TBN	LIFETIME	ZNS 13
ZNS 13	LIFETIME	TNT	ZNS 13	ZNS (OTHER)

TOP RADIO STATIONS LISTENED TO

NEW PROVIDENCE	GRAND BAHAMA	FAMILY ISLANDS
100 JAMZ	100 JAMZ	ZNS 1540 AM
104.5 FM	810 AM	ZNS 1240 AM
101.9 JOY FM	COOL 96	RADIO ABACO
LOVE 97	LOVE 97	100 JAMZ
MORE 94.9	102.1 FM	104.5 FM

TOP RADIO STATIONS LISTENED TO (FAMILY ISLANDS)

ABACO	ELEUTHERA	EXUMA	ANDROS	BIMINI
RADIO ABACO	ZNS 1540 AM	BREEZE (98.3)	ZNS 1540 AM	NONE
ZNS 1540 AM	ZNS 1240 AM	ZNS 1540 AM	ZNS 1240 AM	ZNS 1540 AM
ZNS 1240 AM	104.5 FM	JOY 101.9	JOY 101.9	100 JAMZ
810 AM	100 JAMZ	ZNS 1240 AM	104.5 FM	105 FM
100 JAMZ	LOVE 97	LOVE 97	100 JAMZ	LOVE 97

TOP NEWSPAPERS READ

NEW PROVIDENCE	GRAND BAHAMA	FAMILY ISLANDS
Tribune	Freeport News	The Punch
Guardian	Tribune	Tribune
The Punch	The Punch	Guardian
Miami Herald	Guardian	Miami Herald
Bahama Journal	Miami Herald	Abaconian

TOP NEWSPAPERS READ (FAMILY ISLANDS)

ABACO	ELEUTHERA	EXUMA	ANDROS	BIMINI
Tribune	Punch	Punch	Guardian	Punch
Punch	Tribune	Guardian	Punch	Guardian
Abaconian	Guardian	Tribune	Tribune	Tribune
Guardian	Eleutherian	Miami Herald	Miami Herald	None
Miami Herald	Miami Herald	None	Bahama Journal	Miami Herald

TOP MAGAZINES READ

NEW PROVIDENCE	GRAND BAHAMA	FAMILY ISLANDS
None	None	None
Ebony	Oprah	Ebony
Oprah	Ebony	Oprah
People	Jet	Jet
Time	Sports Illustrated	Time

TOP MAGAZINES READ (FAMILY ISLANDS)

ABACO	ELEUTHERA	EXUMA	ANDROS	BIMINI
None	None	None	None	None
Jet	Ebony	Ebony	Ebony	Ebony
Auto Trader	Oprah	Oprah	Oprah	Jet
Time	People	People	Jet	Oprah
Home & Garden	Jet	Jet	Newsweek	Time

CONCLUSIONS (New Providence)

- **NEW PROVIDENCE** residents were more likely than other Bahamian residents to agree that:
 - Only Bahamian art, straw and craft goods should be allowed to be sold to tourists.
 - There is little job security in the tourism sector.
 - Costs such as wages, electricity, telephone and so on are higher in The Bahamas than in most parts of the region including the U.S.A. and Canada.
 - Tourism will have to be the main industry in the Islands of The Bahamas for at least the next thirty years.

CONCLUSIONS (Grand Bahama)

- **GRAND BAHAMA** residents were more likely than other Bahamian residents to agree that:
 - Most Bahamians make the tourist feel like they are doing the tourist a big favour when serving or helping the tourist.
 - The only jobs tourism has created for Bahamians are jobs at the bottom of the ladder.
 - Just because tourism is the main industry, does not mean that Bahamians are willing to go the extra mile to please tourists.
 - The 15% gratuity should be eliminated.

CONCLUSIONS (Grand Bahama) cont'd

- **GRAND BAHAMA** residents were more likely than other Bahamian residents to agree that:
 - 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.
 - There are not enough jobs in the tourism sector.
 - Many parents do not think it is a good idea for their children to have a career in tourism.

CONCLUSIONS (Grand Bahama) cont'd

- **GRAND BAHAMA** residents were more likely than other Bahamian residents to agree that:
 - The salaries and benefits in the tourism sector are not on par with similar positions in the private sector.
 - The quality of the tourism product needs great improvement,
 - Bahamians do not give other Bahamians good service or value for money.

CONCLUSIONS (Abaco)

- **ABACO** residents were more likely than other Family Islanders to agree that:
 - The Islands of the Bahamas' advertisements make them feel good about their country.
 - Jobs in tourism are not considered very prestigious.
 - The salaries and benefits in the tourism sector are not on par with similar positions in the private sector.
 - Tourism has taken all our best beaches and land.

CONCLUSIONS (Eleuthera)

- **ELEUTHERA** residents were more likely than other Family Islanders to agree that:
 - They would like their child, if they have one, to work in the tourism industry.
 - Tourists are given their money's worth while visiting the Islands of The Bahamas.
 - Just because tourism is the main industry, does not mean that Bahamians are willing to go the extra mile to please tourists.
 - The quality of the tourism product needs great improvement,
 - Tourism will have to be the main industry in the Islands of The Bahamas for at least the next thirty years.

CONCLUSIONS (Exuma)

- **EXUMA** residents were more likely than other Family Islanders to agree that:
 - There are not enough jobs in the tourism sector.
 - There is little job security in the tourism sector.

CONCLUSIONS (Andros)

- **ANDROS** residents were more likely than other Family Islanders to agree that:
 - Their job is related to tourism.
 - Only Bahamian art, straw and craft goods should be allowed to be sold to tourists.
 - Just because tourism is the main industry, does not mean that Bahamians are willing to go the extra mile to please tourists.
 - 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.
 - Standard of service in the Islands of The Bahamas needs improvement.

CONCLUSIONS (Bimini)

- **BIMINI** residents were more likely than other Family Islanders to agree that:
 - The only jobs tourism has created for Bahamians are jobs at the bottom of the ladder.
 - Tourism does not affect them personally.
 - The 15% gratuity should be eliminated.
 - Bahamians do not give other Bahamians good service or value for money.
 - Costs such as wages, electricity, telephone and so on are higher in The Bahamas than in most parts of the region including the U.S.A. and Canada.

**THANK YOU VERY
MUCH!!!**