

2022 PEI RESIDENT PERCEPTIONS OF AND SUPPORT FOR TOURISM

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Introduction

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1-1. Study Background

- Many studies show that residents' expectations or perceptions of tourism regarding economic, socio-cultural, environmental, and psychological aspects can have positive effects on the assessment of tourism impacts.
- Residents receiving higher or positive perceptions of tourism are more natural supporters of tourism (Andereck et al, 2005; Brunt & Courtney, 1999; Bujosa & Rosselló, 2007; Chen, 2000; Haralambopoulos & Pizam, 1996; Kim & Petrick, 2005; Korca, 1996; Lindberg & Johnson, 1997; McGehee & Andereck, 2004; Waitt, 2003).
- Since the COVID-19 pandemic, it has been said that tourism has been going through an evolutionary transformation (e.g., simple growth-based vs. high-level sustainable, etc.).
- Knowing the perception of residents regarding tourism impacts can lead to more adequate public policies, strategies, decisions and actions; more adapted to residents' expectations, involving these stakeholders; and strengthen resident engagement in tourism development.

1-2. Study Purpose

- The relationships between residents' perceived impacts of tourism and their support for tourism development has been significant for new tourism development (Amuquandoh, 2009; Andereck & Nyaupane, 2010; Gursoy et al., 2010; Ramkissoon et al., 2012).
- This study focuses on the perceptions of PEI residents regarding the economic, socio-cultural, environmental/physical, psychological aspects of tourism and overall negative and positive impacts of tourism, thus providing decision-makers with relevant information.
- Specifically, the study aims to describe tourism impacts from the perspective of PEI residents and to characterize the differences in the perception of tourism impacts across different residential groups (urban/suburban vs. rural).

Methodology

Sampling (5)

Survey Statistics (6)

Analysis (7)

Demographics (8)

2-1. Sampling

- Tourism PEI has collected email addresses of **33,078 PEI residents** who participated in a variety of studies from 2003 to present (e.g., festival and event studies such as PEI 2014 Celebrations, etc.).
- Of these 33,078 resident email addresses, 16,484 (49.8%) were used during two studies - “2020 travel survey of PEI residents” and “2021 intra-regional travel market (Atlantic Canada) study”.
- The remaining PEI resident e-mail addresses (16,594) were used for the initial sampling frame of this study. Of these, 3,965 residents were randomly selected and invited to participate in the survey (**3,393 valid e-mail addresses**).
- The online survey was conducted during the period from April 26 to May 18, 2022.
- During this survey period, a total of **946 surveys were collected** (27.9% collection rate of all valid e-mail addresses), 804 were completed (85.0% completion rate of all collected surveys and 23.7% response rate of all invited valid surveys), and **652 were used** (81.1% use rate of all completed surveys and a **sampling error of ±3.83 percent** at a 95 percent confidence level) for the analysis.

2-2. Survey Statistics

	Respondents	Rate (%)
Number of e-mails invited	3,965	
Number of bounced/duplicate e-mails	572	14.4% bounced rate
Number of valid e-mails ^(a)	3,393	85.6% valid rate
Surveys started, collected ^(b)	946	27.9% start/collection rate of all valid emails
Surveys completed	804	23.7% response rate of all invited valid emails
Surveys removed ^(c)	152	18.9% removal rate of all completed surveys
Final surveys used in this report	652	81.1% use rate of all completed surveys
Margin of error ^(d) ±3.83		

Note: ^(a) Number of valid e-mails excludes bounced and duplicate e-mails.

^(b) Surveys started, collected include unfinished surveys.

^(c) Surveys removed for the analysis indicate those who are connected to the tourism industry in PEI (129 respondents; 16.0% of all surveys completed) and those who are not currently living in PEI (23 respondents; 2.9%).

^(d) Margin of error is at the 95% of confidence level based on the final surveys (652) and 2021 all adult population (18 and over; 134,454 people) in PEI .

2-3. Analysis

- To achieve the purposes of the study, several methods of statistical analysis were employed including descriptive data analysis, separate Chi-Square (χ^2) analysis, a series of independent *t*-tests, and linear regression analysis.

Descriptive Statistics: to summarize the characteristics of a data set.

Chi-Square Analysis: to identify the differences between categorical variables with the two resident groups (urban/suburban vs. rural residents).

Independent t-tests: to determine whether continuous variables in the two resident groups differed.

Linear Regression Analysis: to identify significant factors (economic, socio-cultural, environmental/ physical, and psychological aspects of tourism, and overall negative and positive impacts of tourism) affecting support for tourism in three regression models: (1) by urban/suburban residents; (2) rural residents; and (3) total residents.

2-4. Demographics

- A total of 652 respondents were included in this sample. Of these, 64.3 percent of respondents reported that they were living in a rural area while 35.7 percent reported living in a suburban or urban area. Respondents varied widely by tourism region.
- The majority of respondents were female (72.9% overall; 65.7% of urban/suburban respondents and 76.8% of rural respondents). More than half of the respondents (53.5%) were seniors (55 and over), 34.0 percent were middle-aged (35 to 54), 12.4 percent were millennials (18 to 34).
- The vast majority (91.3%) of respondents reported that their mother tongue was English and the majority (76.1%) of respondents were married or living with someone.
- 33.1 percent of the respondents indicated that they graduated from community/ technical college, 26.7 percent graduated from university (undergraduate degree), and 20.6 percent graduated from a post graduate degree/professional designation.
- While just over half (52.1%) of the respondents worked full-time, 34.5 percent were retired.
- While over half (54.7%) of the respondents reported a total household income of less than \$100,000 in 2021, one third (37.6%) earned more than \$100,000. Note, 7.7 percent of respondents did not report their household income.

2-4. Demographics...cont'd



	Urban/Suburban Residents (n=233; 35.7%)	Rural Residents (n=419; 64.3%)	Total (n=652; 100.0%)
Gender			
Male	33.9%	22.9%	26.8%
Female	65.7%	76.8%	72.9%
Other	0.4%	0.2%	0.3%
Age Group (1)			
18 - 24	0.0%	0.5%	0.3%
25 - 34	10.3%	13.1%	12.1%
35 - 44	12.4%	12.2%	12.3%
45 - 54	24.5%	20.3%	21.8%
55 - 64	24.9%	24.6%	24.7%
65 - 74	21.0%	22.7%	22.1%
75 and over	6.9%	6.7%	6.7%
Age Group (2)			
Millennials (18 to 34)	10.3%	13.6%	12.4%
Middle-Aged (35 to 54)	36.9%	32.5%	34.0%
Seniors (55 and over)	52.8%	53.9%	53.5%

Note: **Green Bold Numbers** indicate significantly higher than another group at 95% confidence level, **Red Bold Numbers** indicate significantly lower than another group based on Chi-square analyses.

2-4. Demographics...cont'd

		Urban/Suburban Residents (n=233; 35.7%)	Rural Residents (n=419; 64.3%)	Total (n=652; 100.0%)
Mother Tongue				
English		96.6%	94.0%	94.9%
French		3.0%	4.3%	3.8%
Other		0.4%	1.7%	1.2%
Marital Status				
Single		22.7%	17.4%	19.3%
Married or living common law		71.2%	78.8%	76.1%
Other		6.0%	3.8%	4.6%
Average Number of Children in the Household				
17 years and younger	All respondents	0.39	0.48	0.45
	Those with children	1.70	1.95	1.87
18 years and older	All Respondents	0.30	0.30	0.30
	Those with children	1.47	1.47	1.47

2-4. Demographics...cont'd



	Urban/Suburban Residents (n=233; 35.7%)	Rural Residents (n=419; 64.3%)	Total (n=652; 100.0%)
Level of Education			
Some school	0.0%	0.7%	0.5%
High school diploma	11.2%	7.4%	8.7%
Some post-secondary	7.7%	11.9%	10.4%
Graduated community/technical college	28.3%	35.8%	33.1%
Graduated university (undergraduate degree)	30.9%	24.3%	26.7%
Post graduate degree/professional designation	21.9%	19.8%	20.6%
Employment Status			
Working full-time	54.1%	51.1%	52.1%
Working part-time or seasonally	8.2%	7.2%	7.5%
Unemployed	2.1%	0.7%	1.2%
Retraining or upgrading	0.0%	0.2%	0.2%
Retired	33.9%	34.8%	34.5%
Homemaker	0.9%	2.6%	2.0%
Student	0.0%	0.7%	0.5%
Other	0.9%	2.6%	2.0%

Note: **Green Bold Numbers** indicate significantly higher than another group, while **Red Bold Numbers** indicate significantly lower than another group, at 95% confidence level

2-4. Demographics...cont'd



	Urban/Suburban Residents (n=233; 35.7%)	Rural Residents (n=419; 64.3%)	Total (n=652; 100.0%)
Total Household Income 2020			
Under \$40,000	9.0%	10.7%	10.1%
\$40,000 to \$59,999	12.9%	15.3%	14.4%
\$60,000 to \$79,999	12.0%	15.8%	14.4%
\$80,000 to \$99,999	15.9%	15.8%	15.8%
\$100,000 to \$124,999	17.6%	14.3%	15.5%
\$125,000 to \$149,999	11.6%	7.9%	9.2%
\$150,000 to \$174,999	7.7%	5.3%	6.1%
\$175,000 to \$199,999	4.7%	2.9%	3.5%
\$200,000 or more	2.1%	3.8%	3.2%
Not Stated	6.4%	8.4%	7.7%
PEI Region of Current Living Place			
Greater Charlottetown Area	42.5%	4.5%	18.1%
Summerside Area	44.2%	3.3%	17.9%
North Cape Coastal Drive	1.7%	18.6%	12.6%
Green Gables Shore	6.0%	25.5%	18.6%
Red Sands Shore	0.9%	21.5%	14.1%
Points East Coastal Drive	4.7%	26.5%	18.7%

Note: **Green Bold Numbers** indicate significantly higher than another group, while **Red Bold Numbers** indicate significantly lower than another group, at 95% confidence level

Perceptions of and Support for Tourism

Summary (14)

Importance of Leisure Travel (20)

Perceptions of Tourism in PEI (21)

Negative Impacts of Tourism in PEI (29)

Positive Impacts of Tourism in PEI (31)

Support for Tourism in PEI (33)

Overall Comparison (35)

3-1. Summary

Importance of Leisure Travel

- Approximately 40 percent of all PEI residents feel that leisure, pleasure or vacation travel is **very (always) important** to them, while 52 percent say that it is **somewhat important**. Together, 86 percent consider leisure, pleasure or vacation travel to be at least somewhat important to them.
- Urban/suburban residents perceive that **leisure, pleasure or vacation travel is more important for them** than rural residents in PEI (mean values of 4.24 and 4.12, respectively).

Economic Aspects of Tourism

- At least 85 percent of all respondents somewhat or strongly agreed with each of the five items of economic aspects of tourism in PEI, indicating that economic aspects of tourism were positively perceived by all PEI residents (between 85% and 95% agreed).
- There are no significant differences in economic aspects of tourism in PEI between the two resident groups (urban/suburban vs. rural).

3-1. Summary...cont'd

Socio-cultural Aspects of Tourism

- At least 75 percent of all respondents somewhat or strongly agreed with each of the six items of socio-cultural aspects of tourism in PEI (between 76% and 93% agreed)
- Interestingly, urban/suburban residents are more likely to perceive that **travel and tourism increases local cultural identity** than rural residents (4.13 and 3.97, respectively).

Environmental/Physical Aspects of Tourism

- Over half of all respondents somewhat or strongly agreed with the following statements:
 - ✓ Strengthens arts, culture, and heritage platforms in PEI (89%); encourages more public development in PEI (77%); encourages the restoration of historical buildings in PEI (73%); improves the physical appearance in PEI (69%); and encourages the conservation of natural resources in PEI (53%).
- Urban/suburban residents were more likely to perceive that **travel and tourism improves the physical appearance in PEI** than rural residents (74% and 66%; 3.95 and 3.77, respectively).

3-1. Summary...cont'd

Psychological Aspects of Tourism

- Overall, at least 63 percent of all respondents somewhat or strongly agreed with the following statements:
 - ✓ I consider Prince Edward Island as a tourist destination (94%);
 - ✓ Makes me want to tell others about what we have to offer (77%);
 - ✓ Makes me proud to be a resident of Prince Edward Island (71%);
 - ✓ Reminds me that I have a unique culture to share with visitors (64%); and
 - ✓ I feel special because people travel to see my community's unique features (63%).
- Rural residents (65%) were more likely to perceive that they **feel special because people travel to see my community's unique features** than urban/suburban residents (60%).

3-1. Summary...cont'd

Negative Impacts of Tourism

- PEI residents were most likely to worry about the following negative impacts of tourism:
 - ✓ Because of travel and tourism, there are more traffic issues in PEI (79%);
 - ✓ Travel and tourism increases litter and pollution in PEI (59%); and
 - ✓ Travel and tourism results in an increase of the cost of living in PEI (58%).

Positive Impacts of Tourism

- Over half of the respondents believe that travel and tourism will generate incremental positive impacts in PEI (between 51% and 76% agreed).
- Urban/suburban residents were more likely to perceive that ***travel and tourism brings more liveness in their communities (74% vs. 64%), improves the standard of living in PEI (60% vs. 51%), improves the quality of life in PEI (55% vs. 48%), and leads to balanced local community development (45% vs. 40%)*** than rural residents.
- Nonetheless, only 41 percent of PEI residents believe that travel and tourism leads to balanced local community development.

3-1. Summary...cont'd

Support for Tourism

- Results show that at least 77 percent of all PEI residents are likely to support tourism in PEI (between 77% and 90% agreed).
 - ✓ The tourism sector will continue to play a major role in the Prince Edward Island economy (90%);
 - ✓ I support tourism and want to see it remain important to Prince Edward Island (88%);
 - ✓ Prince Edward Island should support the promotion of tourism (86%);
 - ✓ I believe tourism should be actively encouraged in Prince Edward Island (86%);
 - ✓ Prince Edward Island should remain a tourist destination (85%);
 - ✓ In general, the positive benefits of tourism outweigh negative impacts in Prince Edward Island (80%); and
 - ✓ I support new tourism facilities that will attract new visitors to Prince Edward Island (77%).
- Urban/suburban residents (85%) were more likely to perceive that the positive benefits of tourism outweigh negative impacts in PEI than rural residents (77%).

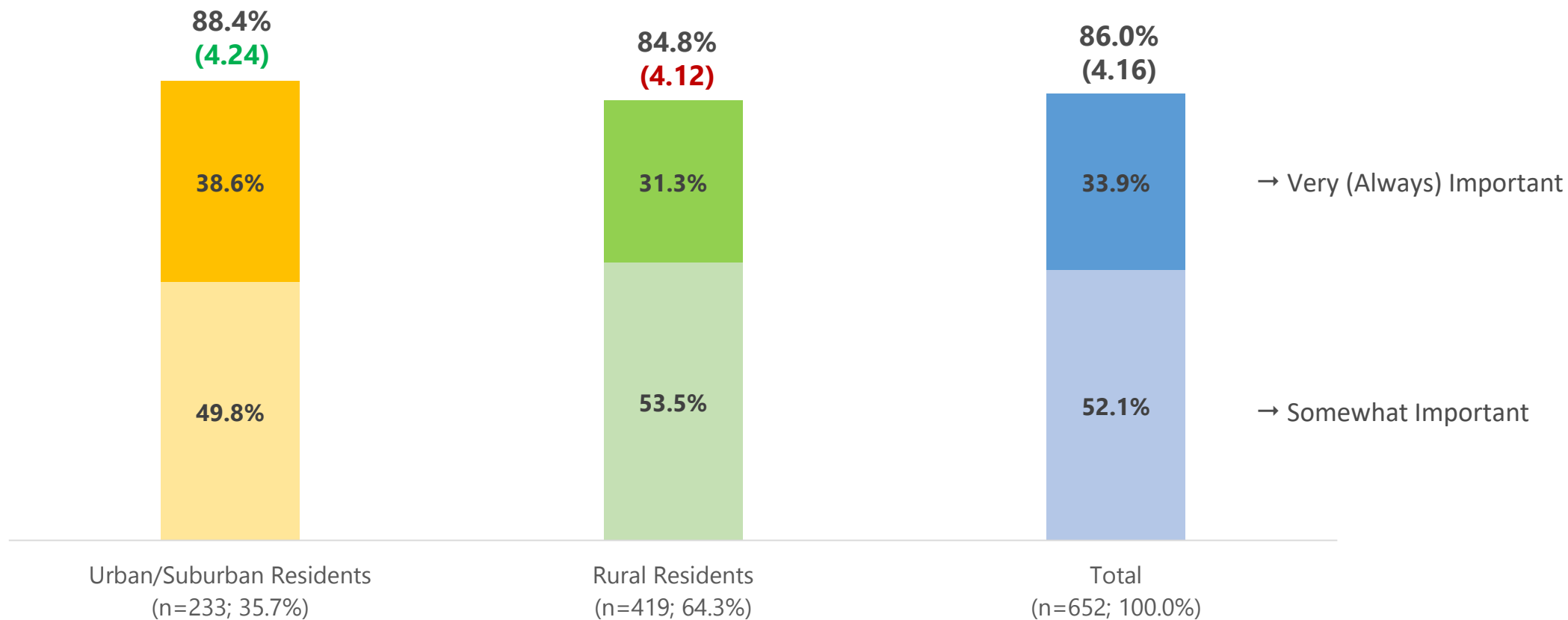
3-1. Summary...cont'd

Overall Comparison

- Regarding the comparison of all study constructs, all PEI residents perceived ***“economic issues”*** as **the most important aspect of tourism (4.53)**, followed by “socio-cultural (4.15),” “psychological (4.04),” “environmental/physical (3.89),” “positive impacts (3.57),” and “negative impacts (3.37)”.
- Urban/suburban residents were more likely to positively perceive environmental/physical aspects of tourism (3.96) and positive impacts of tourism (3.69) than rural residents (3.85 and 3.50, respectively).
- Not surprisingly but encouragingly, the level of **support for tourism** in PEI by all residents was found to be very positive and high (4.31).

3-2. Importance of Leisure Travel

Q8. Generally speaking, how important would you say that leisure/pleasure/vacation travel is for you?;

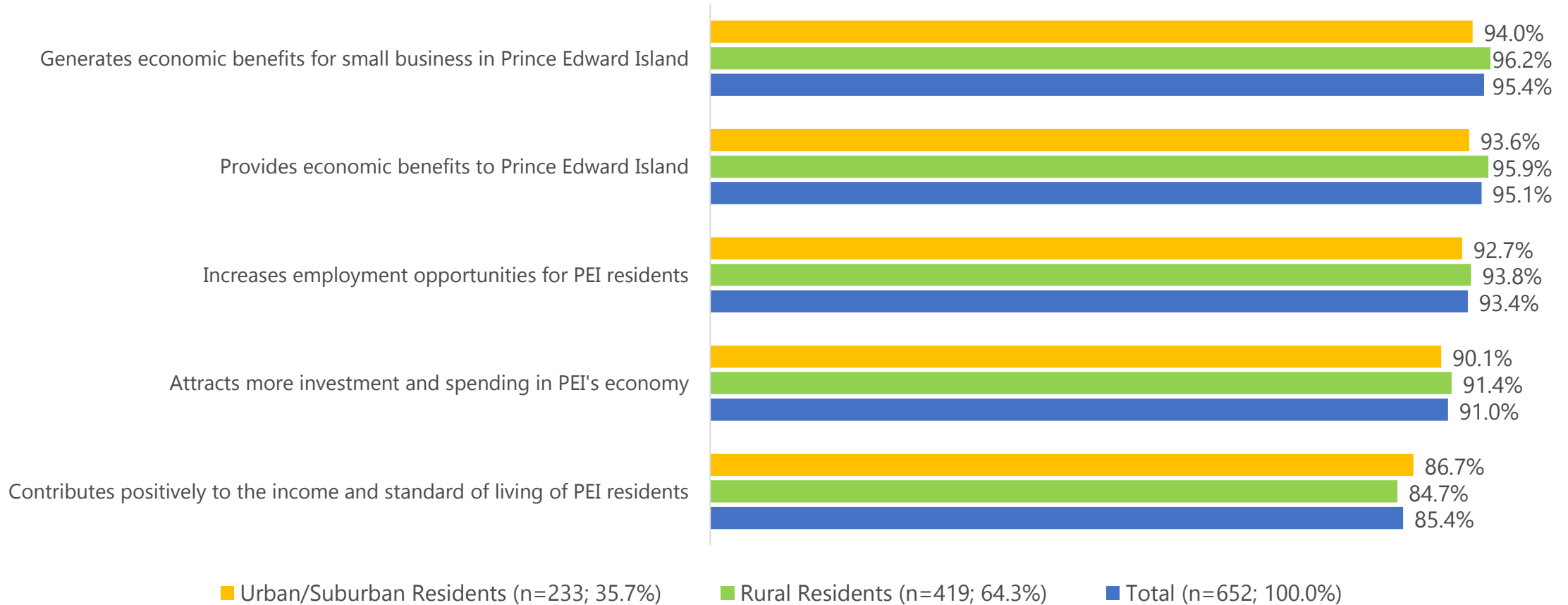


Note: Results (%) were based on those who rated "important" or "very (always) important" and numbers in parentheses indicate mean values on a five-point importance Likert type scale. **Green Bold Number** indicates significantly higher than another group at 95% confidence level, **Red Bold Number** indicates significantly lower than another group based on an independent *t*-test.

3-2. Perceptions of Economic Aspects of Tourism



Q9. To what extent do you agree or disagree with each of the following statements?



Note: Results (%) were based on those who rated "agree" or "strongly agree" on a five-point Likert type scale.

3-2. Perceptions of Economic Aspects of Tourism

Q9. To what extent do you agree or disagree with each of the following statements?

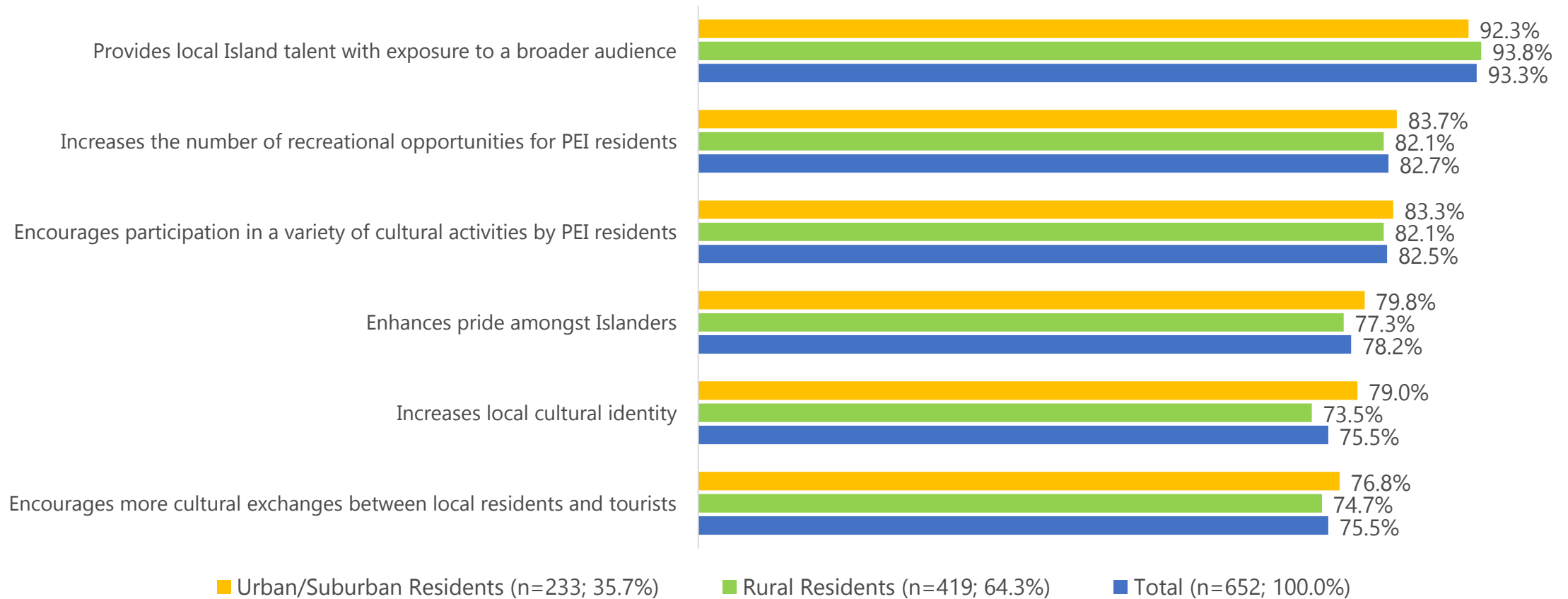
Perceptions of Economic Aspects of Tourism	Urban/Suburban Residents (n=233; 35.7%)	Rural Residents (n=419; 64.3%)	Total (n=652; 100.0%)
Travel and tourism provides economic benefits to Prince Edward Island	4.70	4.69	4.69
Travel and tourism generates economic benefits for small business in PEI	4.63	4.60	4.61
Travel and tourism increases employment opportunities for PEI residents	4.57	4.57	4.57
Travel and tourism attracts more investment and spending in PEI's economy	4.49	4.47	4.48
Travel and tourism contributes positively to the income and standard of living of PEI residents	4.32	4.29	4.30

Note: Results (mean values) were based on a five-point importance Likert type scale.

3-2. Perceptions of Socio-Cultural Aspects of Tourism



Q9. To what extent do you agree or disagree with each of the following statements?



Note: Results (%) were based on those who rated "agree" or "strongly agree" on a five-point Likert type scale.

3-2. Perceptions of Socio-Cultural Aspects of Tourism

Q9. To what extent do you agree or disagree with each of the following statements?

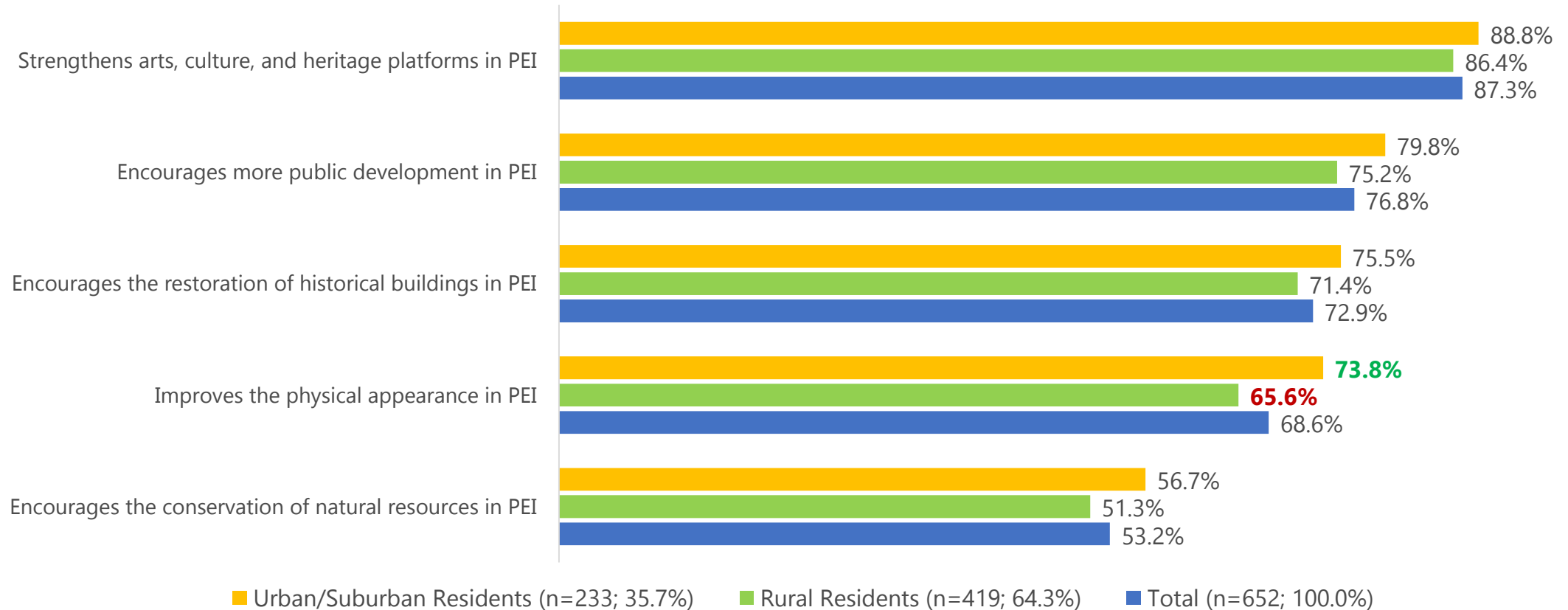
Perceptions of Socio-cultural Aspects of Tourism	Urban/Suburban Residents (n=233; 35.7%)	Rural Residents (n=419; 64.3%)	Total (n=652; 100.0%)
Travel and tourism provides local Island talent with exposure to a broader audience	4.51	4.52	4.51
Travel and tourism increases the number of recreational opportunities for PEI residents	4.26	4.14	4.19
Travel and tourism encourages participation in a variety of cultural activities by PEI residents	4.18	4.08	4.12
Travel and tourism enhances pride amongst Islanders	4.14	4.10	4.11
Travel and tourism increases local cultural identity	4.13	3.97	4.02
Travel and tourism encourages more cultural exchanges between residents and tourists	3.98	3.95	3.96

Note: Results (mean values) were based on a five-point importance Likert type scale. **Green Bold Number** indicates significantly higher than another group at 95% confidence level, **Red Bold Number** indicates significantly lower than another group based on an independent *t*-test.

3-2. Perceptions of Environmental/Physical Aspects of Tourism



Q9. To what extent do you agree or disagree with each of the following statements?



Note: Results (%) were based on those who rated "agree" or "strongly agree" on a five-point Likert type scale. **Green Bold Number** indicates significantly higher than another group at 95% confidence level, **Red Bold Number** indicates significantly lower than another group based on Chi-square analysis.

3-2. Perceptions of Environmental/Physical Aspects of Tourism

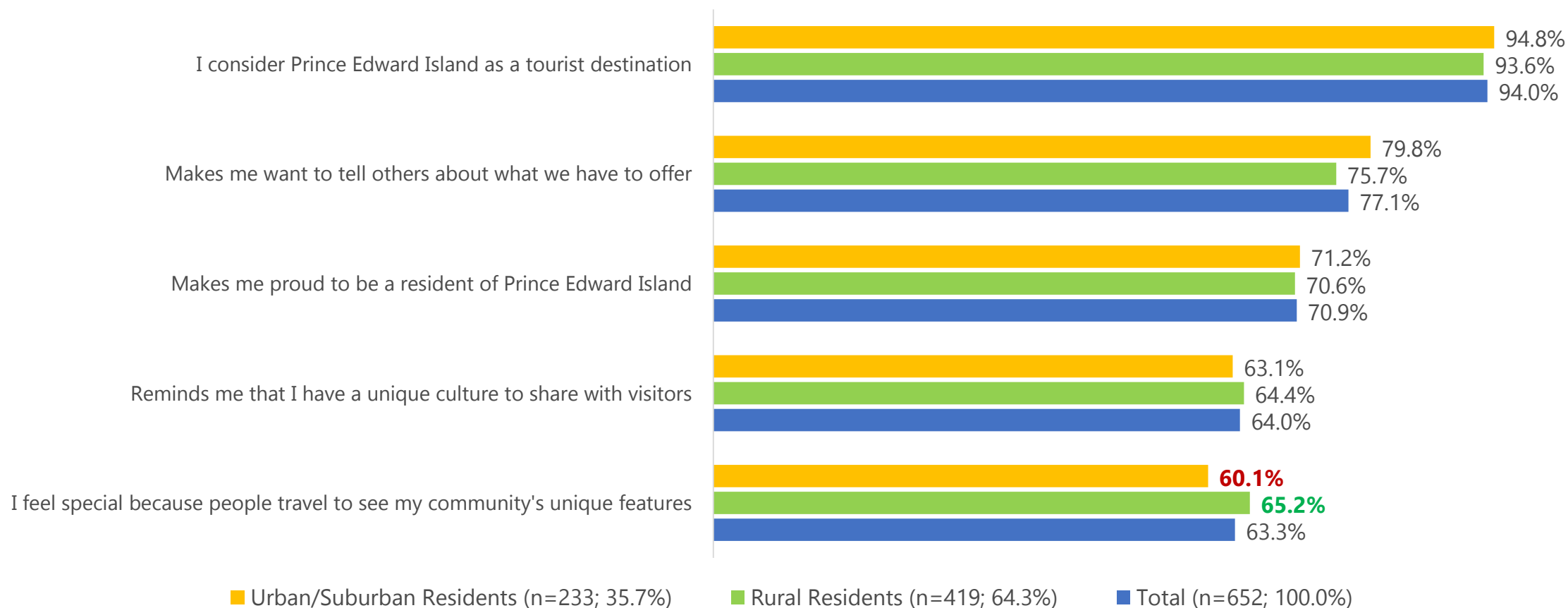
Q9. To what extent do you agree or disagree with each of the following statements?

Perceptions of Environmental/Physical Aspects of Tourism	Urban/Suburban Residents (n=233; 35.7%)	Rural Residents (n=419; 64.3%)	Total (n=652; 100.0%)
Travel and tourism strengthens arts, culture, and heritage platforms in PEI	4.31	4.24	4.27
Travel and tourism encourages more public development in PEI	4.06	3.97	4.00
Travel and tourism encourages the restoration of historical buildings in PEI	3.94	3.88	3.90
Travel and tourism improves the physical appearance in PEI	3.95	3.77	3.83
Travel and tourism encourages the conservation of natural resources in PEI	3.55	3.38	3.44

Note: Results (mean values) were based on a five-point importance Likert type scale. **Green Bold Number** indicates significantly higher than another group at 95% confidence level, **Red Bold Number** indicates significantly lower than another group based on an independent *t*-test.

3-2. Perceptions of Psychological Aspects of Tourism

Q9. To what extent do you agree or disagree with each of the following statements?



Note: Results (%) were based on those who rated "agree" or "strongly agree" on a five-point Likert type scale. **Green Bold Number** indicates significantly higher than another group at 95% confidence level, **Red Bold Number** indicates significantly lower than another group based on Chi-square analysis.

3-2. Perceptions of Environmental/Physical Aspects of Tourism



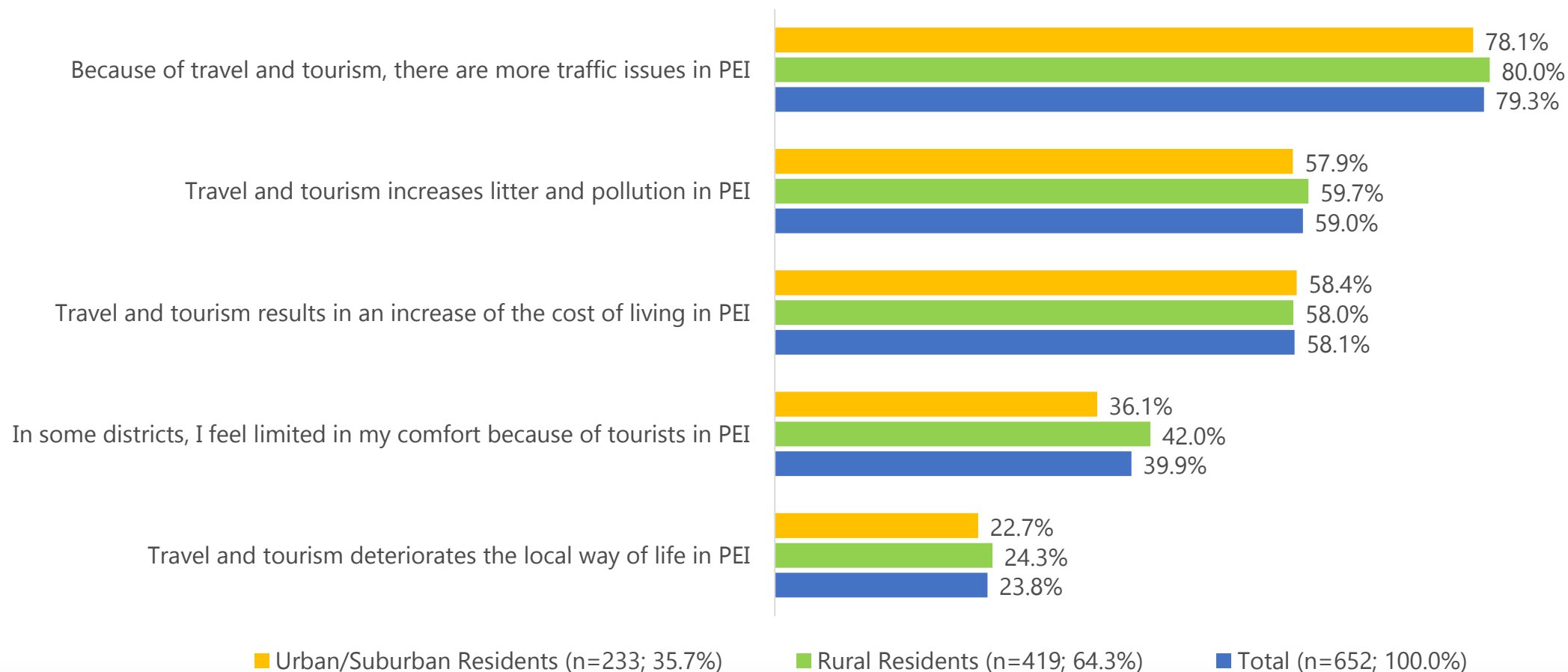
Q9. To what extent do you agree or disagree with each of the following statements?

Perceptions of Psychological Aspects of Tourism	Urban/Suburban Residents (n=233; 35.7%)	Rural Residents (n=419; 64.3%)	Total (n=652; 100.0%)
I consider Prince Edward Island as a tourist destination	4.64	4.58	4.60
Travel and tourism makes me want to tell others about what we have to offer	4.15	4.09	4.12
Travel and tourism makes me proud to be a resident of Prince Edward Island	4.00	3.97	3.98
Travel and tourism reminds me that I have a unique culture to share with visitors	3.79	3.77	3.77
I feel special because people travel to see my community's unique features	3.73	3.76	3.75

Note: Results (mean values) were based on a five-point importance Likert type scale.

3-3. Negative Impacts of Tourism

Q10. Please indicate your level of agreement with the statements below:



Note: Results (%) were based on those who rated "agree" or "strongly agree" on a five-point Likert type scale.

3-3. Negative Impacts of Tourism

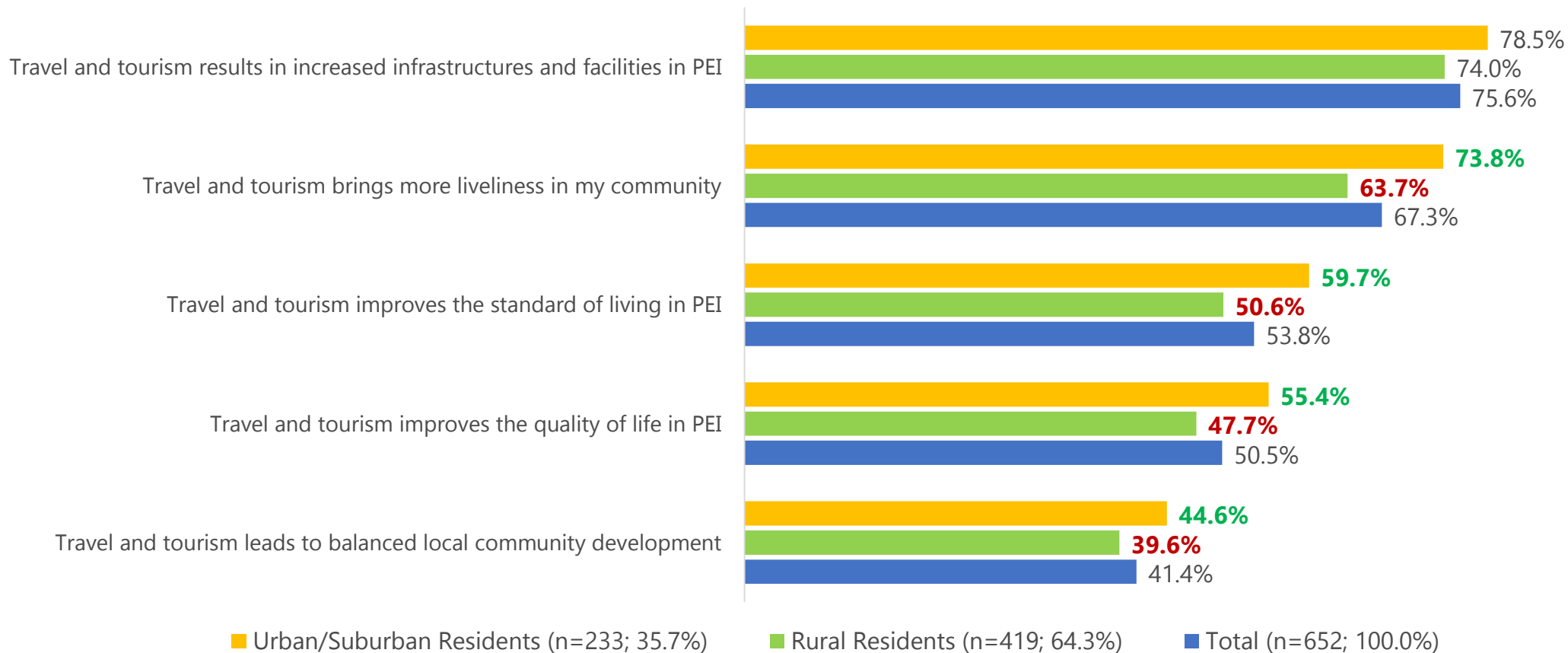
Q10. Please indicate your level of agreement with the statements below:

Overall Negative Impacts of Tourism	Urban/Suburban Residents (n=233; 35.7%)	Rural Residents (n=419; 64.3%)	Total (n=652; 100.0%)
Because of travel and tourism, there are more traffic issues in PEI	4.07	4.05	4.06
Travel and tourism results in an increase of the cost of living in PEI	3.66	3.63	3.64
Travel and tourism increases litter and pollution in PEI	3.58	3.63	3.61
In some districts, I feel limited in my comfort because of tourists in PEI	2.92	3.02	2.98
Travel and tourism deteriorates the local way of life in PEI	2.50	2.59	2.56

Note: Results (mean values) were based on a five-point Likert type scale.

3-4. Positive Impacts of Tourism

Q11. Please indicate your level of agreement with the statements below:



Note: Results (%) were based on those who rated "agree" or "strongly agree" on a five-point Likert type scale. **Green Bold Numbers** indicate significantly higher than another group at 95% confidence level, **Red Bold Numbers** indicate significantly lower than another group based on Chi-square analyses.

3-4. Positive Impacts of Tourism

Q11. Please indicate your level of agreement with the statements below:

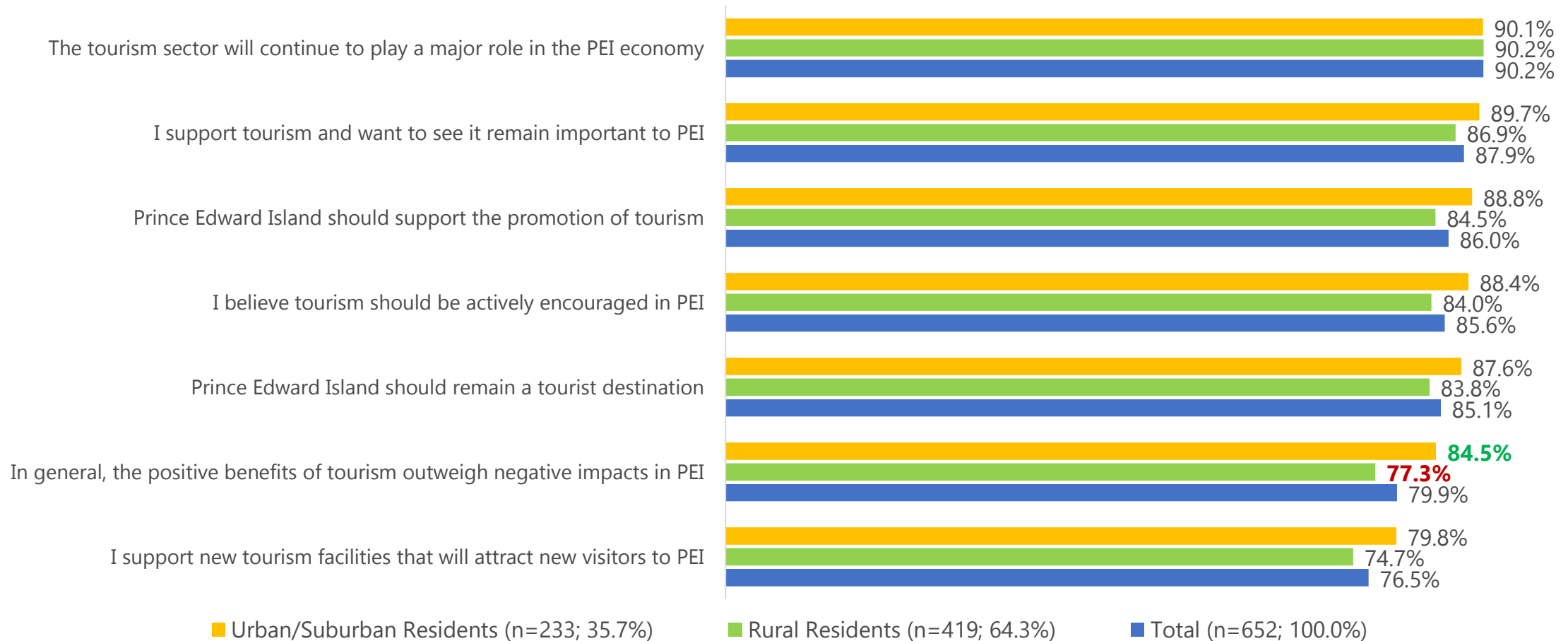
Overall Positive Impacts of Tourism	Urban/Suburban Residents (n=233; 35.7%)	Rural Residents (n=419; 64.3%)	Total (n=652; 100.0%)
Travel and tourism results in increased infrastructures and facilities in PEI	3.95	3.87	3.90
Travel and tourism brings more liveliness in my community	3.93	3.68	3.77
Travel and tourism improves the standard of living in PEI	3.63	3.40	3.48
Travel and tourism improves the quality of life in PEI	3.52	3.30	3.38
Travel and tourism leads to balanced local community development	3.43	3.26	3.32

Note: Results (mean values) were based on a five-point importance Likert type scale. **Green Bold Numbers** indicate significantly higher than another group at 95% confidence level, **Red Bold Numbers** indicate significantly lower than another group based on independent *t*-tests.

3-5. Support for Tourism



Q12. Please indicate your level of agreement with the statements below:



Note: Results (%) were based on those who rated "agree" or "strongly agree" on a five-point Likert type scale. **Green Bold Numbers** indicate significantly higher than another group at 95% confidence level, **Red Bold Numbers** indicate significantly lower than another group based on Chi-square analyses.

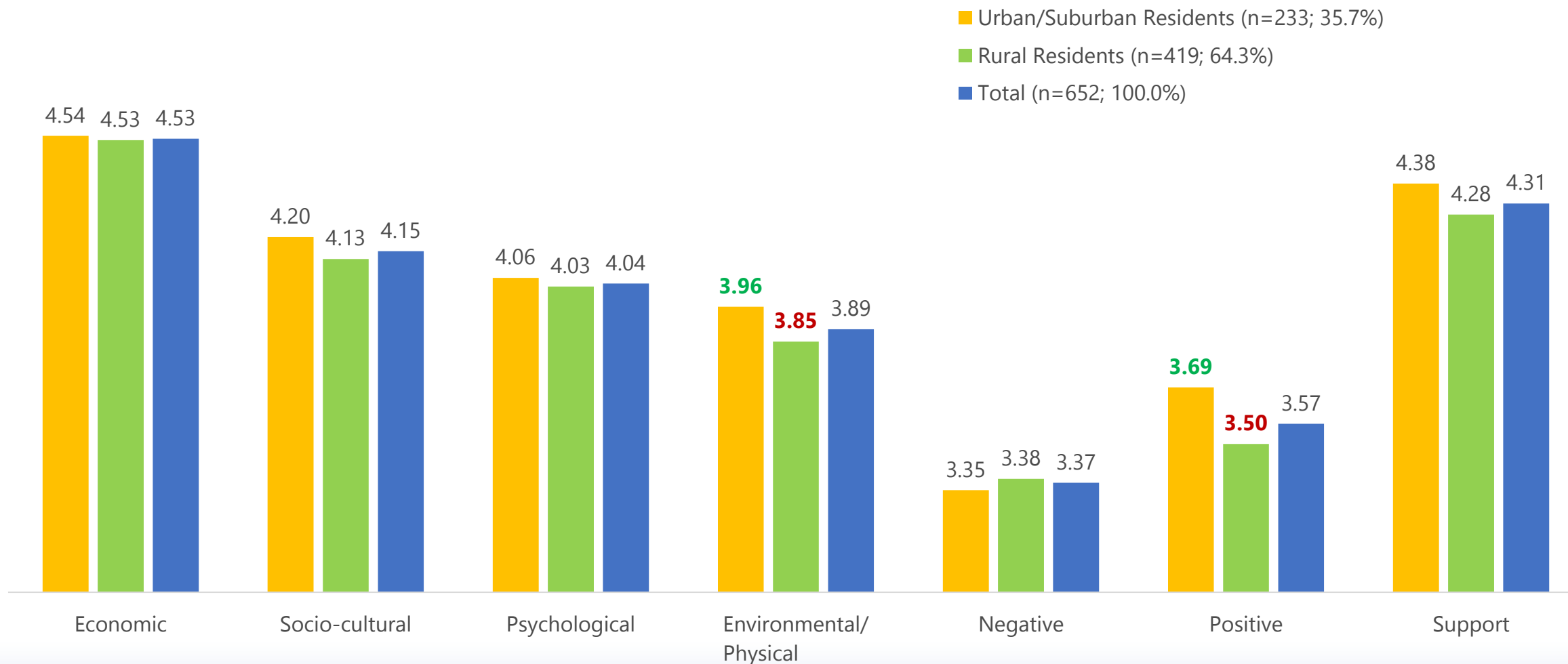
3-5. Support for Tourism



Q12. Please indicate your level of agreement with the statements below:

Support for Tourism	Urban/Suburban Residents (n=233; 35.7%)	Rural Residents (n=419; 64.3%)	Total (n=652; 100.0%)
The tourism sector will continue to play a major role in the Prince Edward Island economy	4.48	4.46	4.47
I support tourism and want to see it remain important to Prince Edward Island	4.44	4.37	4.39
Prince Edward Island should remain a tourist destination	4.47	4.34	4.39
Prince Edward Island should support the promotion of tourism	4.43	4.30	4.34
I believe tourism should be actively encouraged in Prince Edward Island	4.42	4.30	4.34
In general, the positive benefits of tourism outweigh negative impacts in Prince Edward Island	4.26	4.13	4.18
I support new tourism facilities that will attract new visitors to Prince Edward island	4.15	4.04	4.08

3-6. Overall Comparison



Note: Results indicate composite mean values from multiple items of each construct. **Green Bold Numbers** indicate significantly higher than another group at 95% confidence level, **Red Bold Numbers** indicate significantly lower than another group based on a series of independent *t*-tests.

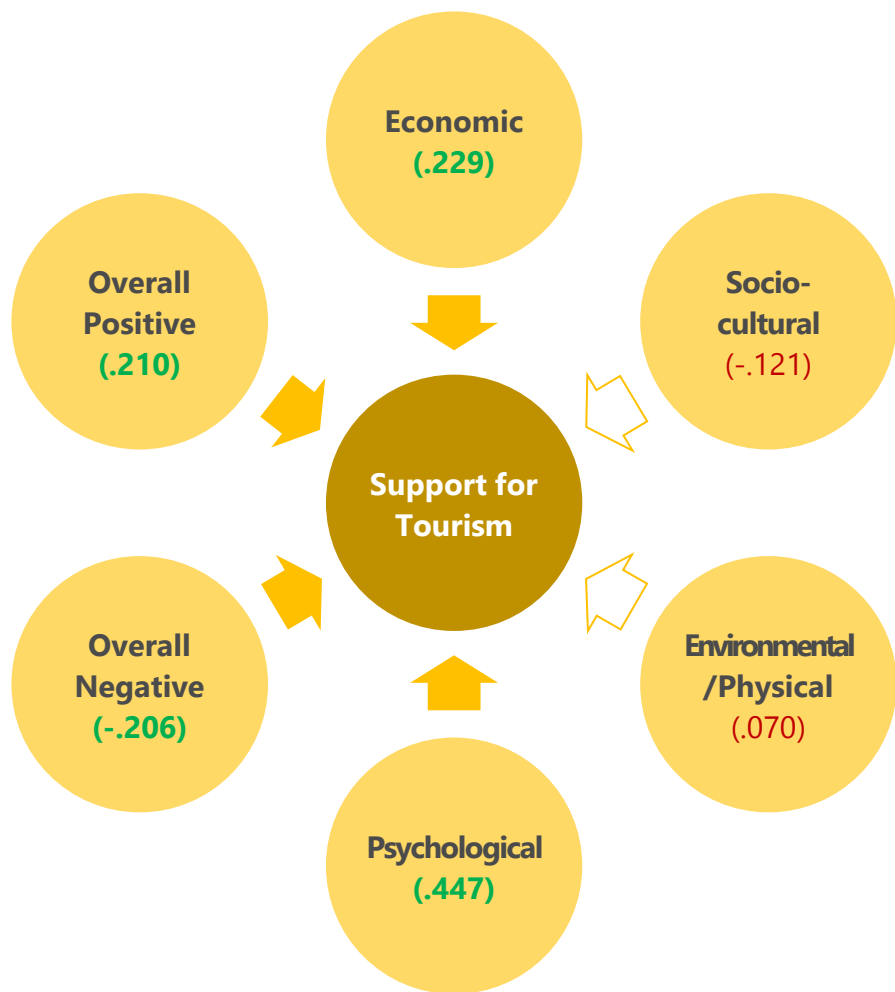
Factors Affecting Support for Tourism

By Urban/Suburban (37)

By Rural Residents (38)

By Total Respondents (39)

4-1. By Urban/Suburban



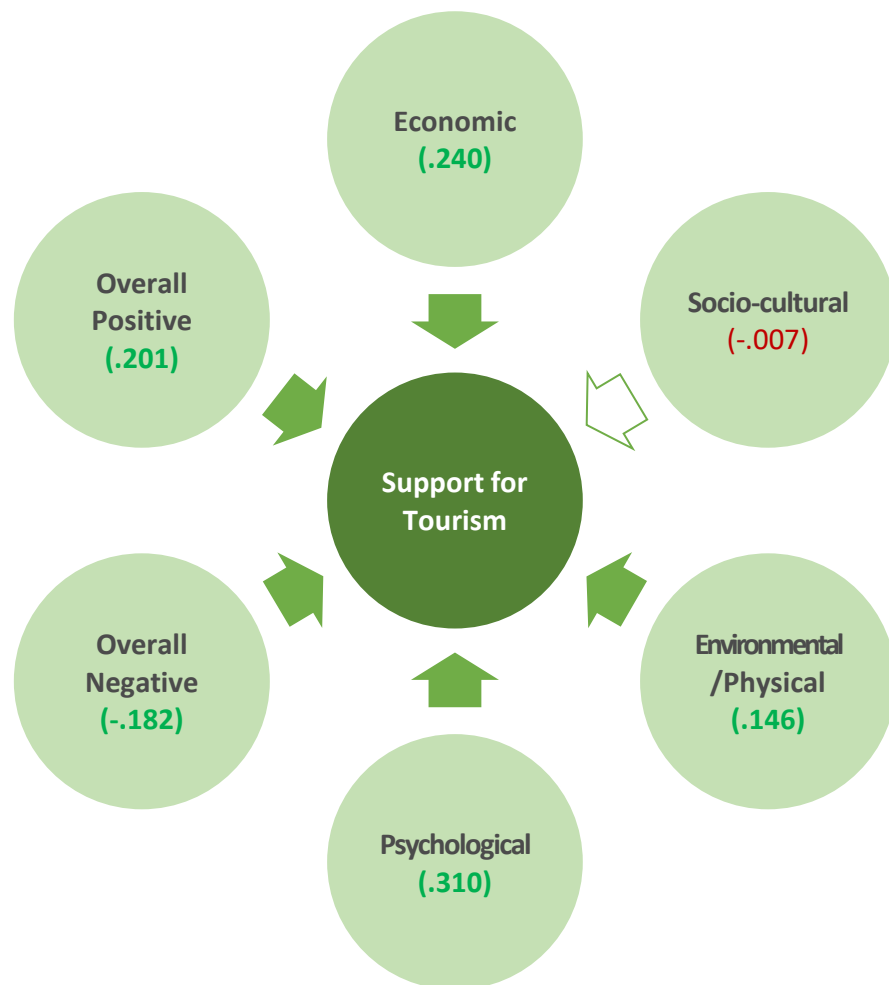
- The result of the linear regression analysis for urban/suburban PEI residents shows that the model fits the data well (highly significant) based on goodness-of-fit measures.
- Of the six factors, four aspects of tourism were significant for support of tourism by urban/suburban residents.
- The study found that *psychological (.447) and economic (.229) aspects* were the most important factors for support of tourism in PEI by urban/suburban residents.
- **This indicates that the more positively urban/suburban PEI residents perceived the psychological, economic, and overall positive aspect of tourism, and the lower they perceived the overall negative impacts of tourism, the higher their support for tourism in PEI in general.**

Base: Total urban/suburban resident samples ($n=233$)

Note: **Green (significant)** and **red (not significant)** numbers in parentheses indicate 'standardized coefficient beta'

Model summary: $R = .822$; $R\text{-Square} = .676$; Adjusted $R\text{-Square} = .667$ ($F=78.622$; $p < .0001$) 0

4-2. By Rural Residents



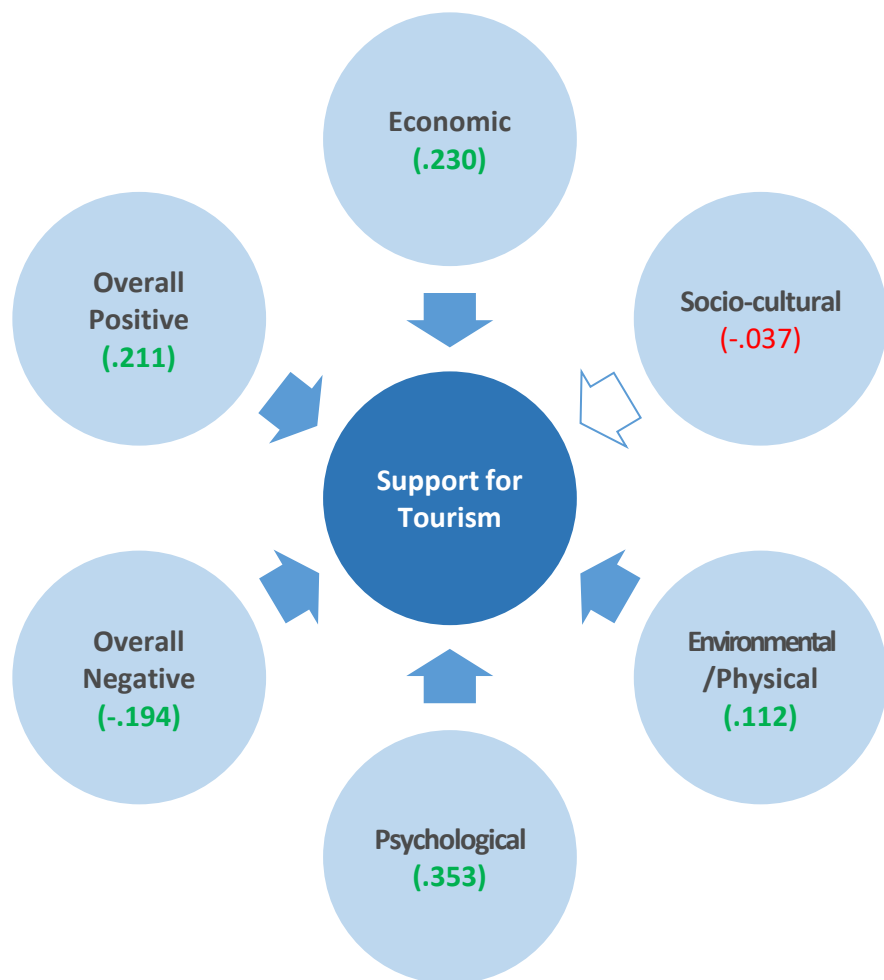
Base: Total rural resident samples ($n=419$)

Note: **Green (significant)** and **red (not significant)** numbers in parentheses indicate 'standardized coefficient beta'

Model summary: $R = .841$; $R\text{-Square} = .707$; Adjusted $R\text{-Square} = .703$ ($F=165.801$; $p < .0001$)

- The linear regression analysis for rural PEI residents identifies that the model fits the data well (highly significant) based on goodness-of-fit measures.
- Of the six factors, five aspects of tourism were significant for support of tourism by rural residents.
- The study found that **psychological (.310) and economic (.240) aspects** were the most important factors for support of tourism in PEI by rural residents.
- **This indicates that the more positively rural PEI residents perceived the psychological, economic, environmental/ physical and overall positive aspect of tourism, and the lower they perceived the overall negative impacts of tourism, the higher their support for tourism in PEI in general.**

4-3. By Total Respondents



- The linear regression analysis for total respondents demonstrates that the model fits the data well (highly significant) based on goodness-of-fit measures.
- Of the six factors, five aspects of tourism were significant for support of tourism by PEI residents.
- The study found that *psychological (.353) and economic (.230) aspects* were the most important factors for support of tourism in PEI by residents.
- **This indicates that the more positively PEI residents perceived the psychological, economic, environmental/physical and overall positive aspect of tourism, and the lower they evaluate the overall negative impacts of tourism, the higher their support for tourism in PEI in general.**

Base: Total rural resident samples (n=652)

Note: **Green (singificant)** and **red (not significant)** numbers in parentheses indicate 'standardized coefficient beta'

Model summary: $R = .832$; $R\text{-Square} = .693$; $\text{Adjusted } R\text{-Square} = .690$ ($F=242.507$; $p < .0001$)