

# Sitka's Visitor Industry:

## Looking to the Future

A survey of Sitka Residents  
Development and Analysis  
by Sarah Campen  
For use by the Visitor Industry Study Group and the Public  
Summer 2004

## **Survey Purpose:**

To ascertain the level of local interest in creating a long-range visitor industry plan for Sitka, and to provide qualitative and quantitative information regarding local resident's views on the future of Sitka's visitor industry, to use as background information for the Visitor Industry Study Group and the public.

## **Process:**

### **Writing the Survey Questions**

The first step in developing this survey took the form of interviews with community members. I asked each participant to speak about ideas or concerns she/he has about the future of the visitor industry in Sitka. Comments from these interviews were compiled and became survey questions. Following is a list of interviewees:

**Doris Bailey**, Sitka Assembly Member

**Lawrence Blood**, Executive Director Greater Sitka Chamber of Commerce

**Greg Dudgeon**, Superintendent Sitka National Historical Park

**Peter Gorman**, Chair Coalition for Scenic Sitka

**John Litten**, Sitka Tours

**Robert Loiselle**, President and CEO of Shee Atika Incorporated

**Dorik Mechau**, Island Institute

**Mary Beth Nelson**, Sitka Resident

**Fred Reeder**, Mayor, Member Board of Directors of Alaska Raptor Center,  
Member Holland America Local Advisory Board

**Krisanne Rice**, Sitka Resident

**Carolyn Servid**, Island Institute

**Wells Williams**, Planning Director

Revision of survey questions was completed with the help of Matt Goff, Assistant Professor of Mathematics at Sheldon Jackson College, Lunn Sawyer, former engineer with AeroHydro, Inc. of Southwest Harbor, Maine, and a number of Sitkans.

### **Administering the Survey**

#### **Random Sampling:**

Possibly the most important factor in the creation of a survey is that the sample be chosen at random from the population. In this case, the population was Sitka residents over the age of 18. While I could have selected a sample myself, I would have inadvertently tended to select family, friends, or community members I believed likely to take a survey. This would have created bias in the survey and rendered survey results invalid. In order to obtain a truly random sample of adult Sitkans, it was necessary to make use of an entirely objective source: a calculator. I obtained a random sample of Sitka residents through the use of a graphing calculator program. This program generated

four digit numbers, which represented land-line phone numbers of Sitka residences. Sitkans at phone numbers generated through this program were asked to participate in the survey.

As with all sampling methods, this method does create room for a certain degree of error. While the goal of any sampling method is to obtain an accurate cross-section of the population, this is rendered nearly impossible by logistics. For lack of a sampling method that would be both truly random and all inclusive, Sitkans without land-line phones or the ability to answer survey questions via phone were excluded from the study.

**Survey Call-outs:** Phone call-outs were conducted from Monday July 12 to Friday July 16 and Monday July 19 to Friday July 23 from 5:30-8 pm. Phone calls were made by myself and a variety of volunteers: National Honor Society Students, a Vista Volunteer, and Visitor Industry Study Group members.

A list was kept of the numbers of residents who agreed to take the survey, declined taking the survey, or were unreachable. Phone numbers were called three times before residents at that number were labeled “unreachable”.

- **824** total phone calls were made, counting recalls
- **483** residences were called and answered
- **128** completed surveys = 26.5% of total residences called
- **129** non-response (declined taking the survey) = 26.7% of total residences called
- **175** no answer = 36.2% of total residences called
- **35** disconnected = 7.2% of total residences called
- **2** fax = .4% of total residences called
- **14** did not meet criteria to take survey/ were unable to complete survey = 3% of total residences called

### **Sample Size:**

The sample size of a survey is comprised of those who agree to answer survey questions. In this case, the sample size was 128 – Sitkans who were randomly selected, and agreed to participate in the survey.

As a source of sample size comparison, The Gallup Organization, one of the premier polling organizations in the United States, typically uses a sample size of 1000<sup>1</sup> to represent 187 million adult Americans.<sup>2</sup> With this sample size, Gallup polls actually survey  $5.3(10^{-6})$  or .0000053% of the nation’s adults.

According to the 2000 US census, Sitka has a population of 8,835.<sup>3</sup> Of these, 6,449 are over the age of 18.<sup>4</sup> A sample size of 128 corresponds to 1.98% of Sitka’s adult population. At 1.98%, this sample size represents a proportion of the population 373,584.9 times larger than that of the Gallup polls.

### **Margin of Error:**

Any sample selected at random from the population is not ensured to exactly represent that population: meaning that, were I to conduct this survey multiple times, I wouldn’t necessarily end up with the *exact* same results each time. This variability in sampling is accounted for by calculating a margin of error. The margin of error presents a

range within which survey results are likely to fall. With a confidence interval of 95%, results from questions asked of the 128 survey participants have a margin of error of 8.6%.

### “Business Owners” and “Non-Business Owners”:

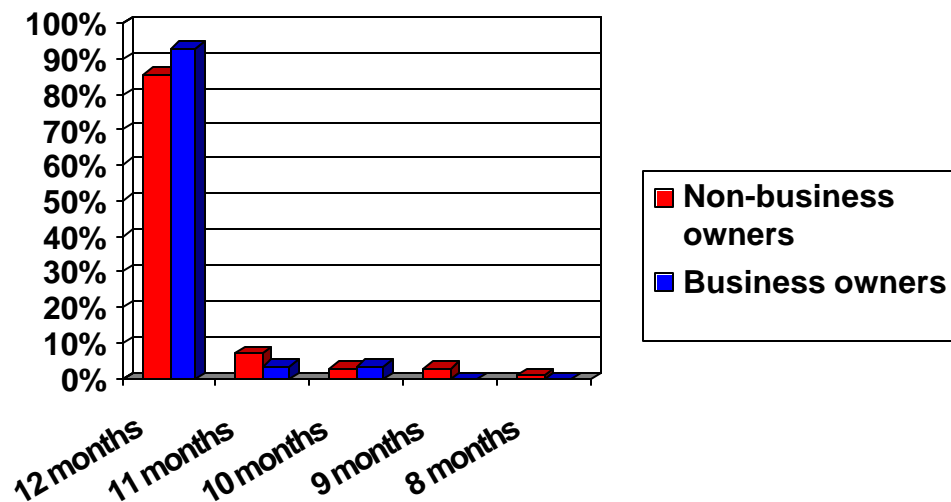
One point of particular interest both to me and to several members of the Visitor Industry Study Group was to ascertain whether there is a general difference in opinion between those who own businesses in Sitka and those who do not own businesses. Therefore, all survey participants were asked to identify themselves as one or the other. Of the 128 survey participants, 29 identified themselves as “business owners”, and 99 identified themselves as “non-business owners” (for lack of a better term).

There is actually an over-representation of business owners in this study. According to the City and Borough of Sitka, 1,461 Sitkans own businesses.<sup>5</sup> This is equal to 16.53% of Sitka’s population, meaning that there are 16.53 business owners to every 100 Sitkans who do not own businesses.

Much of the following analysis separates “business owners” and “non-business owners”. In all graphs, business owners are represented by the color blue and non-business owners are represented by the color red.

**The rest of this report is comprised of analysis of responses to survey questions.**

#### How many months of the year do you spend in Sitka?



#### Non-Business Owners:

Number of Months	Number of responses	Percentage
12	85	85.9%
11	7	7.1%
10	3	3%
9	3	3%

8	1	1%
<b>Total</b>	<b>99</b>	<b>100%</b>

**Business Owners:**

Number of Months	Number of responses	Percentage
12	27	93.1%
11	1	3.4%
10	1	3.4%
<b>Total</b>	<b>29</b>	<b>100%</b>

**Total Sample (Business Owners and Non-Business Owners)**

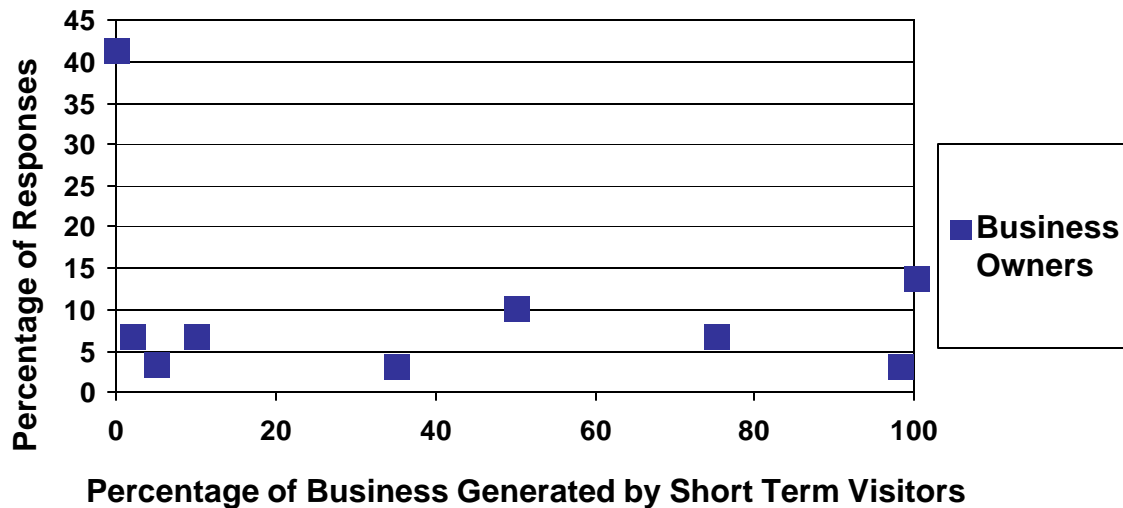
Number of Months	Number of Responses	Percentage
12	112	87.5%
11	8	6.3%
10	4	3.1%
9	3	2.3%
8	1	.8%
<b>Total</b>	<b>128</b>	<b>100%</b>

The next three questions were asked only of those who identified themselves as business owners.

**During which months of the year is your business in operation?**

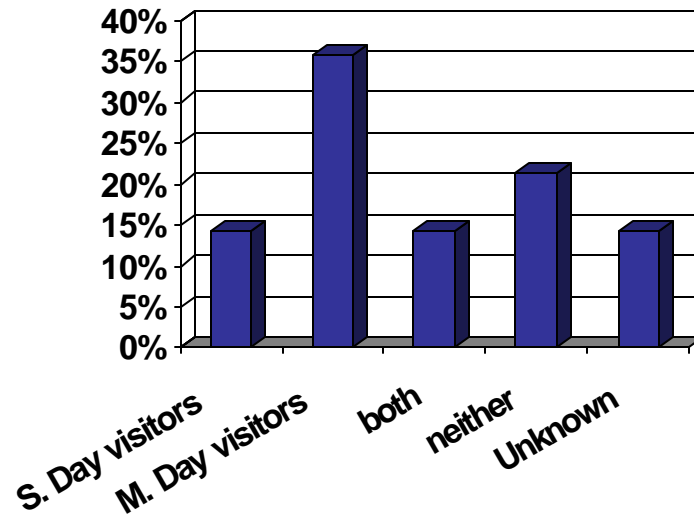
Months in Operation	Number of Responses	Percentage of Responses
10-12 months	24	82.8%
Summer months	3	10.3%
Winter months	2	6.9%
<b>Total</b>	<b>29</b>	<b>100%</b>

**To the best of your estimation, what percentage of your business is generated by short term (less than one month) visitors?**



**What type of visitor impacts your business most?**

**(Responses to this question came ONLY from business owners who stated that they generate business from visitors)**



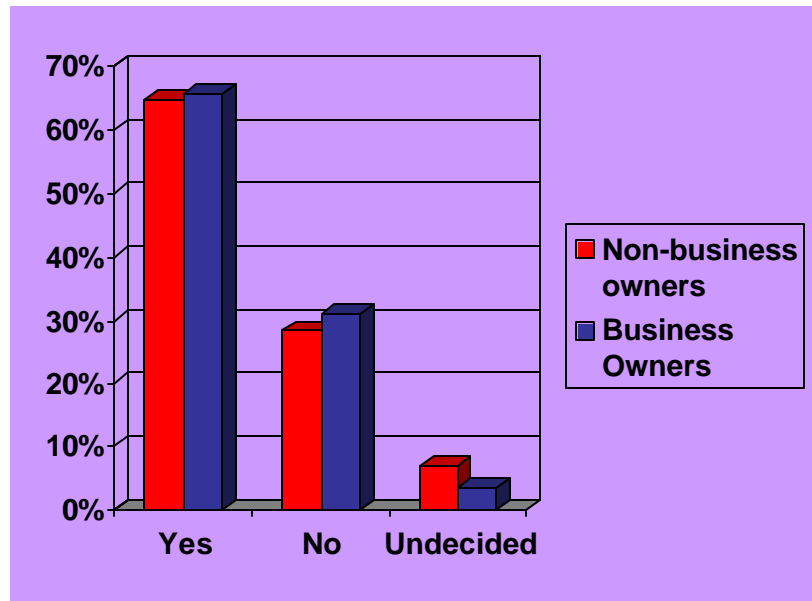
Response	Number of Responses	Percentage of Responses
Single day visitors	2	14.3%
Multiple day visitors	5	35.7%
Both	2	14.3%
Neither	3	21.4%
Unknown	2	14.3%
<b>Total</b>	<b>14</b>	<b>100%</b>

**All following questions were asked of both business owners and non-business owners.**

## Sitka's Infrastructure

The purpose of these questions was to collect residents' opinions about the state of Sitka's infrastructure with regard to the visitor industry.

**Do you feel that Sitka has adequate infrastructure to accommodate current levels of summer-time visitation?**



### **Non-Business Owners**

Response	Number of responses	Percentage
Yes	64	64.6%
No	28	28.3%
Undecided	7	7.1%
<b>Total</b>	<b>99</b>	<b>100%</b>

### **Business Owners**

Response	Number of Responses	Percentage
Yes	19	65.5%
No	9	31%
Undecided	1	3.5%
<b>Total</b>	<b>29</b>	<b>100%</b>

### **Total Sample**

Response	Number of Responses	Percentage
Yes	83	64.8%
No	37	28.9%
Undecided	8	6.3%

Total	128	100%
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**What changes do you feel would need to occur in order to improve Sitka's current ability to accommodate visitors?**

(Responses are only from those who feel that Sitka does NOT currently have adequate infrastructure)

**Responses to this question were voluntary. They were NOT multiple choice.**

- **Alleviate Downtown Congestion (62%)**

**Pedestrian Traffic**

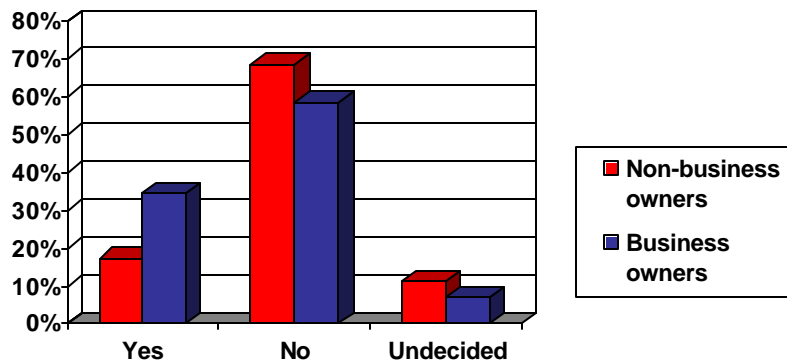
- Crossing Guards
- Stop Light
- Closing Lincoln Street to motor vehicle traffic (during summer months or peak visitor days)
- Development of tourist activities that are not centered downtown

**Motor Vehicle Traffic**

- More parking space
- Better public transportation

- Increase number of public restrooms
- Increase amount of available housing for visitors: hotels, B & B's, hostels, etc.
- Improve advertising/ direction as to what Sitka has to offer
  - Better signage
  - A Visitor Information Center
  - More access to information about Sitka: city maps, etc.

**Do you feel that Sitka has adequate infrastructure to accommodate an increase in the number of summer-time visitors?**



**Non-Business Owners**

Response	Number of Responses	Percentage of Responses
Yes	17	17.2%
No	68	68.7%
Undecided	14	14.1%
<b>Total</b>	<b>99</b>	<b>100%</b>

**Business Owners**

Response	Number of Responses	Percentage
Yes	10	34.5%
No	17	58.6%
Undecided	2	6.9%
<b>Total</b>	<b>29</b>	<b>100%</b>

**Total Sample**

Response	Number of Responses	Percentage
Yes	27	21.1%
No	85	66.4%
Undecided	16	12.5%
<b>Total</b>	<b>128</b>	<b>100%</b>

**What changes do you feel would need to occur in order to improve Sitka's ability to accommodate an increase in the number of summer-time visitors?**

(Responses are only from those who feel Sitka does NOT have adequate infrastructure to accommodate an increase in the number of summer-time visitors)

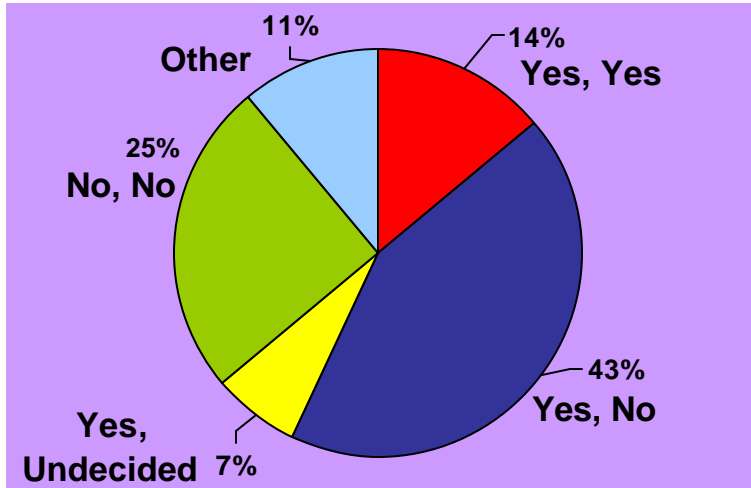
**Responses to this question were voluntary. They were NOT multiple choice.**

- **Alleviate Downtown Congestion (50%)**  
- suggestions were consistent with those made above
- **More Housing for Visitors (14.5%)**
- **Sitka Should Not Accommodate More Visitors (13%)**

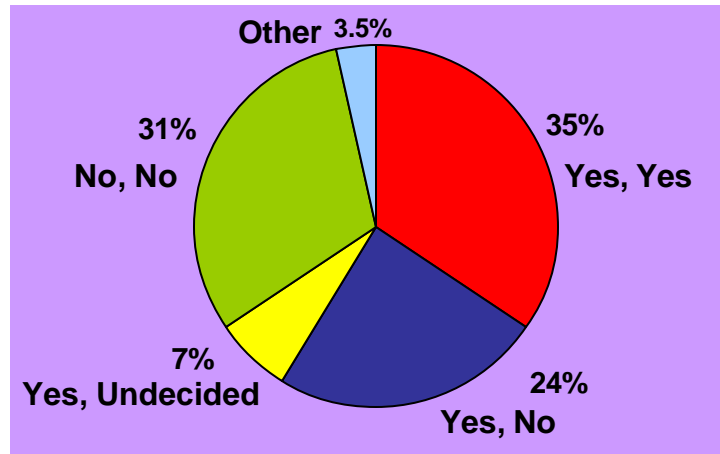
**Current and Future Breakdown:**

The following pie charts detail comparisons of participant responses to infrastructure questions. Answers to the question regarding Sitka's current ability to accommodate visitors are placed before the comma. Answers to the question regarding Sitka's ability to accommodate a future increase in the number of summer-time visitors are placed after the comma.

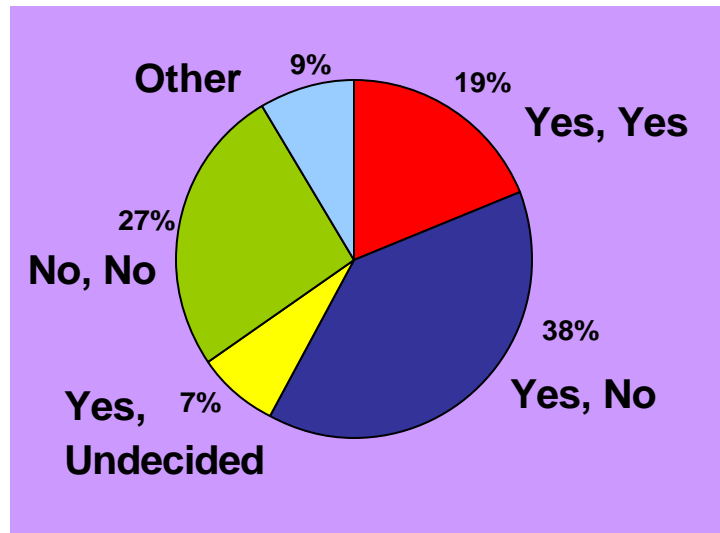
**Non-Business Owners:**



**Business Owners:**



**Total Sample (combined)**



**Visitor Attraction:**

The purpose of these questions was to discover residents’ perspectives as to which aspects of Sitka are most valuable as a source of visitor attraction.

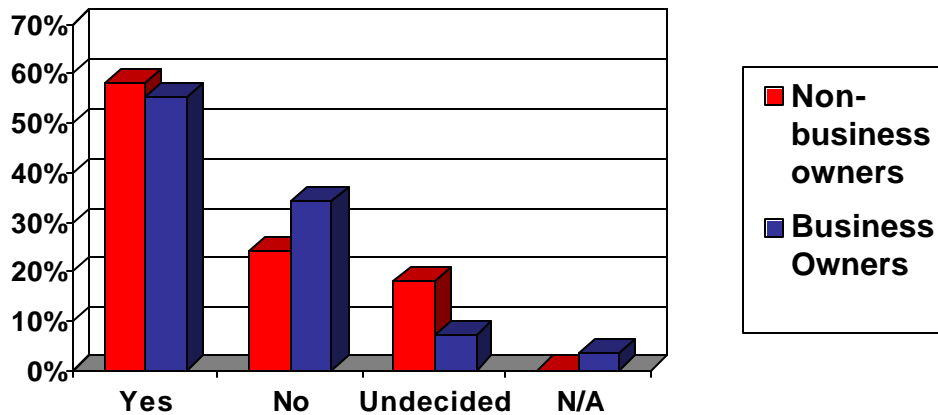
**In your opinion, what aspects of Sitka make it a visitor destination?**

**Responses to this question were voluntary. They were NOT multiple choice.**

**Three most popular responses:**

- **Scenic Beauty (58%)**
- **History (36%)**
- **Atmosphere of the Sitka community (33%)**

**Do you feel that there is untapped potential for development of Sitka’s visitor industry?**



**Non-Business Owners**

Response	Number of responses	Percentage
Yes	57	57.6%
No	24	24.2%
Undecided	18	18.2%

**Business Owners**

Response	Number of Responses	Percentage
Yes	16	55.2%
No	10	34.5%
Undecided	2	6.9%
No Answer	1	3.4%
<b>Total</b>	<b>29</b>	<b>100</b>

**Total Sample**

<b>Response</b>	<b>Number of Responses</b>	<b>Percentage</b>
Yes	73	57%
No	34	26.6%
Undecided	20	15.6%
No Answer	1	.8%
<b>Total</b>	<b>128</b>	<b>100%</b>

Participants who feel that there IS untapped potential for development of Sitka's visitor industry were asked what form that development should take.

**If so: what?**

**Responses to this question were voluntary. They were NOT multiple choice.**

Overwhelmingly, survey participants' suggestions fell into the category of "Development of outdoor activities".

**Development of outdoor activities (34.2%)**

- Kayaking
- Trails/ Nature Walks
- Wildlife Viewing
- Bike Tours
- Tours of inter-tidal zone
- Multiple day wildlife viewing tours
- Winter scuba diving

**Quality of Life:**

The purpose of these questions was to ascertain which aspects of Sitka residents hold most dear.

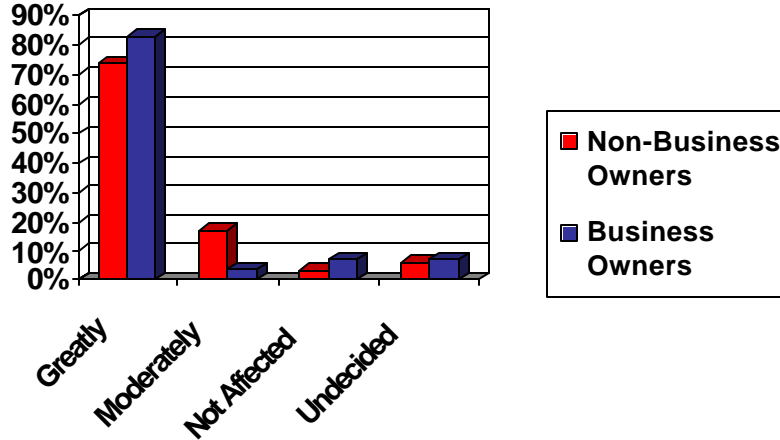
**What aspects of Sitka have made it a permanent destination for you?**

**Responses to this question were voluntary. They were NOT multiple choice.**

**Most popular responses:**

- Small town feel (34%)
- Scenic Beauty (30%)
- Sitka's People (28%)
- Work (20%)
- Access to Outdoors (17%)

**To what extent is your quality of life affected by these aspects of Sitka?**



**Non-Business Owners**

Response	Number of responses	Percentage
Greatly affected	73	73.7%
Moderately affected	17	17.2%
Not affected	3	3%
No Answer	6	6.1%
<b>Total</b>	<b>99</b>	<b>100%</b>

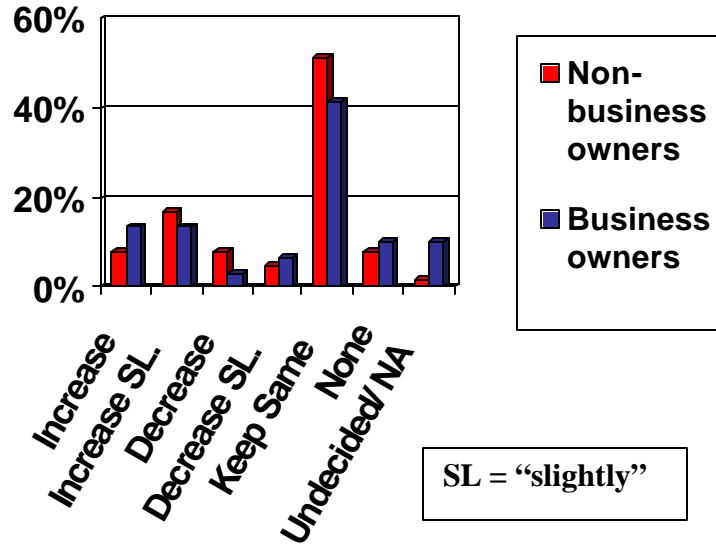
**Business Owners**

Response	Number of Responses	Percentage
Greatly affected	24	82.8%
Moderately affected	1	3.4%
Not affected	2	6.9%
No answer	2	6.9%
<b>Total</b>	<b>29</b>	<b>100%</b>

**Total Sample**

Response	Number of Responses	Percentage
Greatly affected	97	75.8%
Moderately affected	18	14.1%
Not affected	5	3.9%
No answer	8	6.2%
<b>Total</b>	<b>128</b>	<b>100%</b>

In order to maintain your current quality of life or gain your desired quality of life, which option would you choose with regard to the number of single day visitors that pass through Sitka?



**Non-Business Owners**

Response	Number of Responses	Percentage
Increase number of single day visitors	8	8.1%
Increase number of single day visitors slightly	17	17.2%
Decrease number of single day visitors	8	8.1%
Decrease number of single day visitors slightly	5	5%
Keep the number of single day visitors the same	51	51.5%
None of the above	8	8.1%
Undecided/ No Answer	2	2%
<b>Total</b>	<b>99</b>	<b>100%</b>

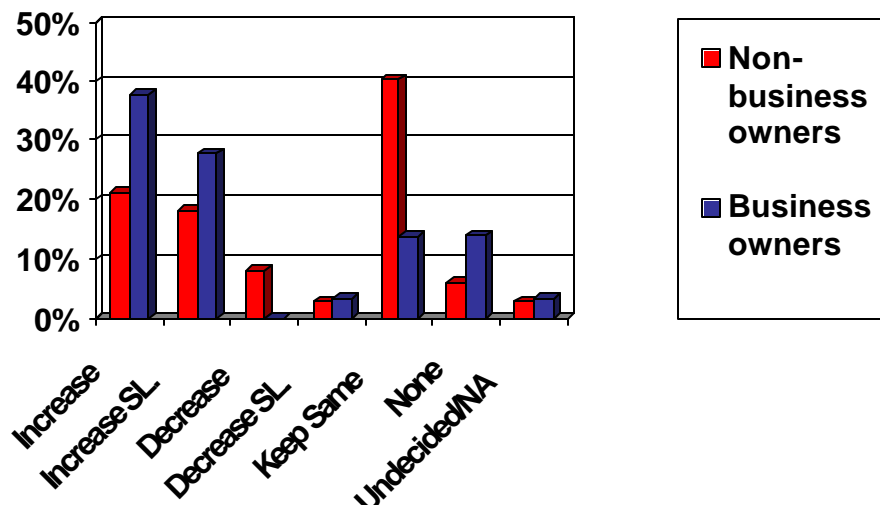
**Business Owners**

Response	Number of Responses	Percentage
Increase the number of single day visitors	4	13.8%
Increase the number of single day visitors slightly	4	13.8%
Decrease the number of single day visitors	1	3.5%
Decrease the number of single day visitors slightly	2	6.9%
Keep the number of single day visitors the same	12	41.4%
None of the above	3	10.3%
Undecided	3	10.3%
<b>Total</b>	<b>29</b>	<b>100</b>

**Total Sample**

Response	Number of Responses	Percentage
Increase the number of single day visitors	12	9.4%
Increase the number of single day visitors slightly	21	16.4%
Decrease the number of single day visitors	9	7.0%
Decrease the number of single day visitors slightly	7	5.5%
Keep the number of single day visitors the same	63	49.2%
None of the above	11	8.6%
Undecided	5	3.9%
<b>Total</b>	<b>128</b>	<b>100%</b>

**In order to maintain your current quality of life or gain your desired quality of life, which options would you choose with regard to the number of multiple day visitors that pass through Sitka?**



**Non-Business Owners**

<b>Response</b>	<b>Number of Responses</b>	<b>Percentage</b>
Increase the number of multiple day visitors	21	21.2%
Increase the number of multiple day visitors slightly	18	18.2%
Decrease the number of multiple day visitors	8	8.1%
Decrease the number of multiple day visitors slightly	3	3%
Keep the number of multiple day visitors the same	40	40.4%
None of the above	6	6.1%
Undecided	3	3%
<b>Total</b>	<b>99</b>	<b>100%</b>

**Business Owners**

<b>Response</b>	<b>Number of Responses</b>	<b>Percentage</b>
Increase number of multiple day visitors	11	37.9%
Increase number of multiple day visitors slightly	8	27.6%
Decrease the number of multiple day visitors	0	0
Decrease the number of multiple day visitors slightly	1	3.5%
Keep the number of multiple day visitors the same	4	13.8%
None of the above	4	13.8%
Undecided	1	3.5%
<b>Total</b>	<b>29</b>	<b>100</b>

**Total Sample**

<b>Response</b>	<b>Number of Responses</b>	<b>Percentage</b>
Increase the number of multiple day visitors	32	25.0%
Increase the number of multiple day visitors slightly	26	20.3%

Decrease the number of multiple day visitors	8	6.3%
Decrease the number of multiple day visitors slightly	4	3.1%
Keep the number of multiple day visitors the same	44	34.4%
None of the above	10	7.8%
Undecided	4	3.1%
<b>Total</b>	<b>128</b>	<b>100%</b>

**Sitka Character:**

The purpose of these questions was much like that of the “Quality of Life” questions: to learn which aspects of Sitka’s character residents value most.

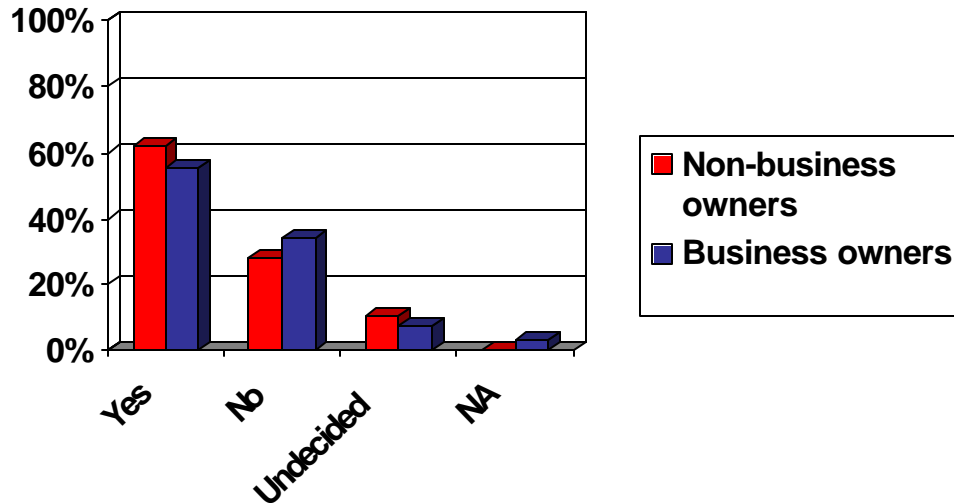
**In your opinion, what aspects of Sitka contribute most to a sense of community character?**

**Responses to this question were voluntary. They were NOT multiple choice.**

**Most popular responses:**

- **Sitka’s People (34%)**
- **Small Size (26%)**
- **Location (17%)**

**Do you feel that there is a connection between the numbers of visitors (day and multiple day) that pass through Sitka in the summer and Sitka’s community character?**



**Non-Business Owners**

<b>Response</b>	<b>Number of responses</b>	<b>Percentage</b>
Yes	55	55.6%
No	34	34.3%
Undecided	7	7.1%
No Answer	3	3%
<b>Total</b>	<b>99</b>	<b>100%</b>

**Business Owners**

<b>Response</b>	<b>Number of Responses</b>	<b>Percentage</b>
Yes	18	62.1%
No	8	27.6%
Undecided	3	10.3%
<b>Total</b>	<b>29</b>	<b>100</b>

**Total Sample**

<b>Response</b>	<b>Number of Responses</b>	<b>Percentage</b>
Yes	73	57.0%
No	42	32.8%
Undecided	10	7.8%
No Answer	3	2.3%
<b>Total</b>	<b>128</b>	<b>100%</b>

**Survey participants who feel that there is a connection between the numbers of visitors that pass through Sitka in the summer and Sitka's community character were asked to explain that connection.**

**If so: what?**

**Responses to this question were voluntary. They were NOT multiple choice.**

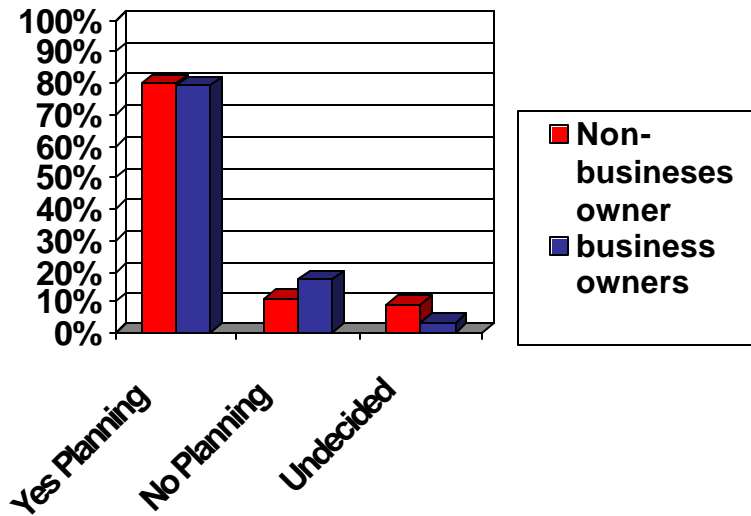
**Most popular responses:**

- **Sitka's character draws visitors (19%)**
- **An increase in the number of visitors would detract from Sitka's sense of community character (25%)**

**Planning:**

The purpose of these questions was to discover whether Sitkans feel there is a need to develop a long-range visitor industry plan for Sitka.

**Do you feel that there is a need for Sitka to develop a long-range visitor industry plan?**



**Non-Business Owners**

Response	Number of responses	Percentage
Yes	79	79.8%
No	11	11.1%
Undecided	9	9.1%
<b>Total</b>	<b>99</b>	<b>100%</b>

**Business Owners**

Response	Number of Responses	Percentage
Yes	23	79.3%
No	5	17.2%
Undecided	1	3.5%
<b>Total</b>	<b>29</b>	<b>100%</b>

**Total Sample**

Response	Number of Responses	Percentage
Yes	102	79.7%
No	16	12.5%
Undecided	10	7.8%
<b>Total</b>	<b>128</b>	<b>100%</b>

Survey participants who answered either YES or NO to the previous question were asked the following question.

**What are (up to) three reasons that you believe such a plan should/should not exist?**

**Most popular responses from those who feel a plan SHOULD be developed:**

- **Safeguard those aspects about Sitka which residents value, and to protect Sitka's quality of life (26.5%)**
  - **reduce impact of visitors on residents**
  - **Make Sitka a better place to live**
  - **Maintain local character**
  - **Not compromise small- town feel**
  - **Not jeopardize natural beauty**
- **“Smart Growth” and “Smart Development” of visitor industry (20.6%)**
  - **Create goals and plans for growth**
  - **Anticipate growth rate**
  - **Create a competitive marketing strategy for Sitka- efficiently advertise**
  - **Not develop without thinking ahead**
  - **Gain as much money from the visitor industry as possible**
- **Efficiently handle visitors while they are in Sitka (16.7%)**
  - **Plan for Sitka's future infrastructure**
  - **Alleviate downtown congestions**
  - **Organize dispersal of visitor activities across town**
  - **Organize visitor flow so visitors do not conflict with residents**
  - **Not waste resources**
- **Allow community control of development of visitor industry (11.8%)**
  - **Allow community to decide what the town can/ can't handle**
  - **Community consent, regulation, and control**
  - **Develop visitor industry that benefits community first**
- **Stabilize Visitor Industry (10.8%)**
  - **Cope with potential problems/ changes in the visitor industry**
  - **Improve/ stabilize economy**
  - **Design visitor industry to keep young people in town**
  - **Encourage local businesses**
- **It's good to plan (8.8%)**
  - **Any business needs a plan**
  - **Planning is a beneficial process**
- **Provide a forum for discussion of issues surrounding the visitor industry (6.7%)**

**Most popular responses from those who feel a plan SHOULD NOT be developed:**

- **Don't want growth of visitor industry (18.8%)**
- **Economy should be allowed to drive industry (12.5%)**
- **Planning would be a waste of time and resources (12.5%)**
- **The visitor industry is fine now (12.5%)**
- **There is potential for a decrease in the number of visitors to Sitka (6.3%)**

**Survey participants who feel there IS a need to develop a long-range visitor industry plan for Sitka were asked to detail how urgent they feel the need for such a plan is.**

**In your opinion, development for a plan should begin...**

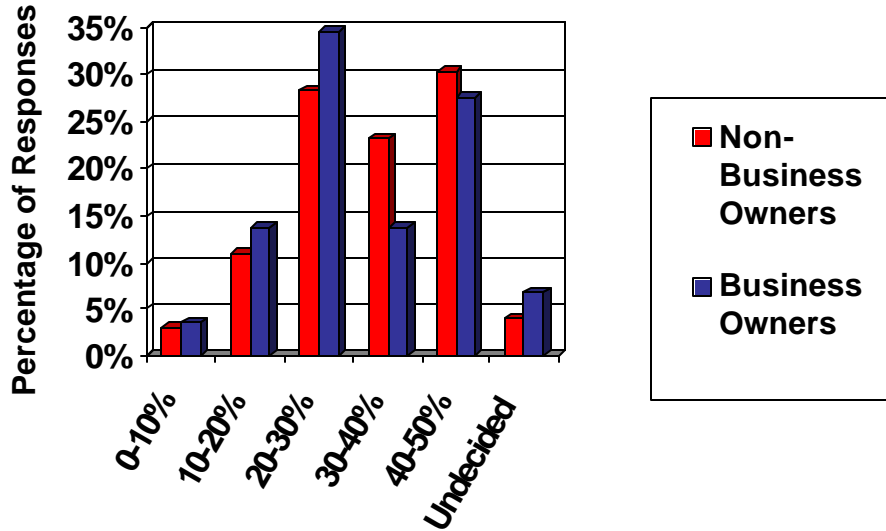
<b>Response</b>	<b>Non-business owners</b>	<b>Business Owners</b>	<b>Average</b>
<b>Immediately</b>	<b>66%</b> <b>(52 responses)</b>	<b>58%</b> <b>(14 responses)</b>	<b>64%</b> <b>(66 responses)</b>
<b>Within next 5 years</b>	<b>28%</b> <b>(22 responses)</b>	<b>21%</b> <b>(5 responses)</b>	<b>26%</b> <b>(27 responses)</b>
<b>Within next 10 years</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Within next 20 years</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Other</b>	<b>6%</b> <b>(5 responses)</b>	<b>21%</b> <b>(5 responses)</b>	<b>10%</b> <b>(10 responses)</b>

**Education:**

This section was added in response to comments from several of those interviewed prior to the creation of survey questions. A concern was expressed that average Sitkans would not know enough about the visitor industry to make educated answers to survey questions. Because including information about the visitor industry in survey questions would have rendered results invalid (any information I could have offered would have excluded other, equally valid information, thereby creating bias in responses), I could not give participants any information. However, recognizing the concern of these interviewees, I decided to quiz survey participants on their knowledge of

basic facts surrounding Sitka’s visitor industry. From the results to these questions it can be determined whether Sitkans are adequately educated regarding the visitor industry. *ALL OF THESE QUESTIONS WERE ASKED AT THE END OF THE SURVEY.*

**To the best of your estimation, what percentage of Sitka’s economy is based around the visitor industry (day and multiple day visitors combined)?**



**Non-Business Owners**

Response	Number of Responses	Percentage
0-10%	3	3%
10-20%	11	11.1%
20-30%	28	28.4%
30-40%	23	23.2%
40-50%	30	30.3%
Undecided	4	4%
<b>Total</b>	<b>99</b>	<b>100%</b>

**Business Owners**

Response	Number of Responses	Percentage
0-10%	1	3.5%
10-20%	4	13.8%
20-30%	10	34.5%
30-40%	4	13.8%
40-50%	8	27.6%
Undecided	2	6.9%
<b>Total</b>	<b>29</b>	<b>100</b>

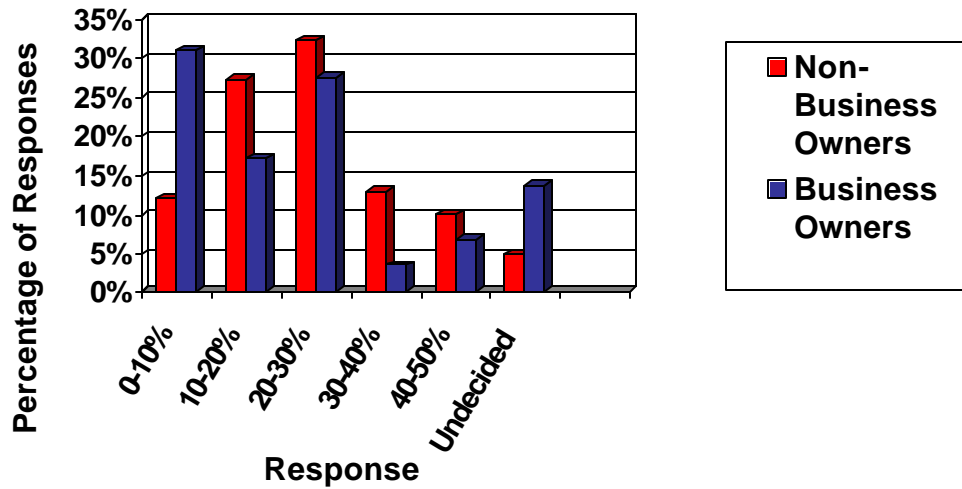
### Total Sample

Response	Number of Responses	Percentage
0-10%	4	3.1%
10-20%	15	11.7%
20-30%	38	29.7%
30-40%	27	21.1%
40-50%	38	29.7%
Undecided	6	4.7%
<b>Total</b>	<b>128</b>	<b>100%</b>

### Correct Answer:

Unfortunately, the correct answer to this question can not be determined. This was an error on my part. Prior to administering the survey I was under the impression that I had access to the correct answer. After the survey was conducted, this turned out not to be the case. While it is possible to determine the simple monetary value gained from visitors, the trickle down effect of these monies is so complicated that the actual impact it has on Sitka's economy is nearly impossible to calculate.

**To the best of your estimation, what percentage of Sitka's year-round workforce is employed in the visitor industry?**



**Non-Business Owners**

Response	Number of Responses	Percentage
0-10%	12	12.1%
10-20%	27	27.4%
20-30%	32	32.3%
30-40%	13	13.1%
40-50%	10	10.1%
Other	3	3%
Undecided	2	2%
<b>Total</b>	<b>99</b>	<b>100%</b>

**Business Owners**

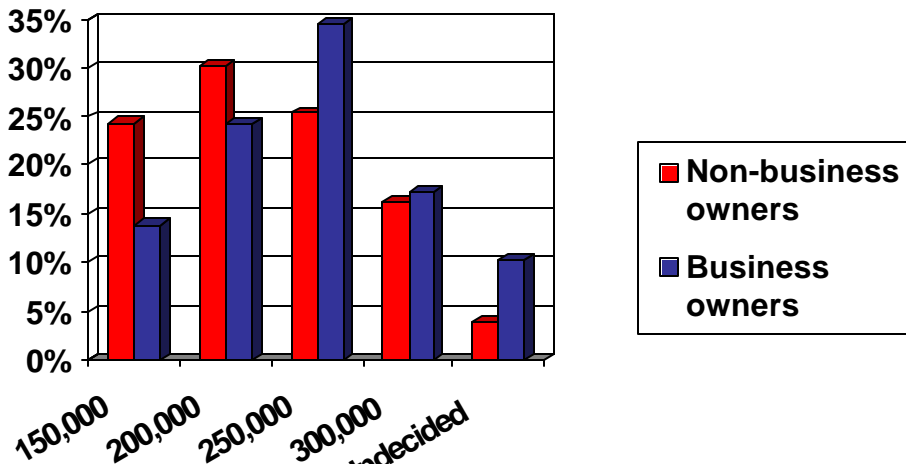
Response	Number of Responses	Percentage
0-10%	9	31.0%
10-20%	5	17.2%
20-30%	8	27.6%
30-40%	1	3.5%
40-50%	2	6.9%
Undecided	4	13.8%
<b>Total</b>	<b>29</b>	<b>100%</b>

**Total**

Response	Number of Responses	Percentage
0-10%	21	16.4%
10-20%	32	25.0%
20-30%	40	31.3%
30-40%	14	10.9%
40-50%	12	9.4%
Other	3	2.3%
Undecided	6	4.7%
<b>Total</b>	<b>128</b>	<b>100%</b>

Correct Answer: Correct Answer: 21% (9% cruise passengers, 12% independent travelers) \* Source: SEDA website<sup>6</sup>

What is the number of day visitors scheduled to pass through Sitka this summer?



**Non-Business Owners**

Response	Number of Responses	Percentage
150,000	24	24.2%
200,000	30	30.3%
250,000	25	25.3%
300,000	16	16.2%
Undecided	4	4%
<b>Total</b>	<b>99</b>	<b>100%</b>

**Business Owners**

Response	Number of Responses	Percentage
<b>150,000</b>	<b>4</b>	<b>13.8%</b>
<b>200,000</b>	<b>7</b>	<b>24.1%</b>
<b>250,000</b>	<b>10</b>	<b>34.5%</b>
<b>300,000</b>	<b>5</b>	<b>17.2%</b>
<b>Undecided</b>	<b>3</b>	<b>10.3%</b>
<b>Total</b>	<b>29</b>	<b>100%</b>

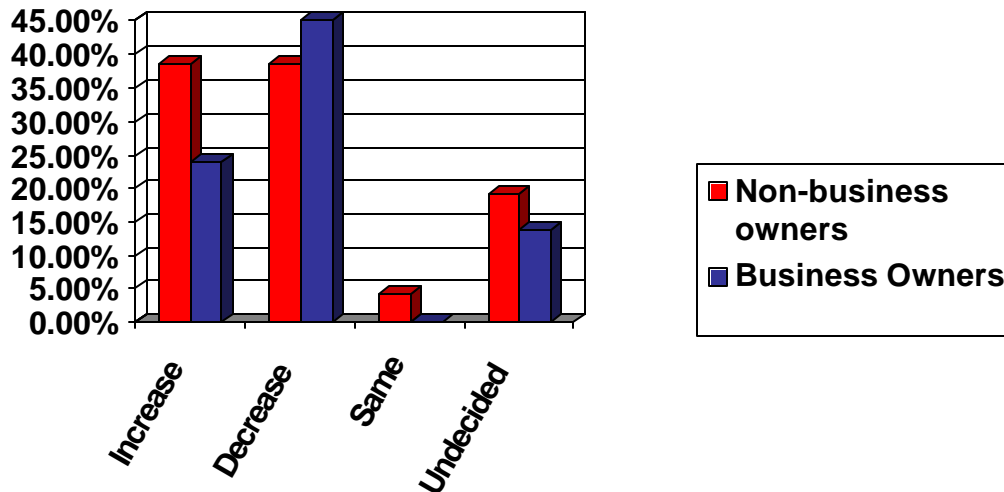
**Total Sample**

Response	Number of Responses	Percentage
150,000	28	21.9%
200,000	37	28.9%
250,000	35	27.3%
300,000	21	16.4%
Undecided	7	5.5%
<b>Total</b>	<b>128</b>	<b>100%</b>

**Correct Answer: about 250,000**

Source: SEDA website

**Is this number an increase or decrease from last summer?**



**Non-Business Owners**

Response	Number of Responses	Percentage
Increase	38	38.4%
Decrease	38	38.4%
(Same)	4	4%
Undecided	19	19.2%
<b>Total</b>	<b>99</b>	<b>100</b>

**Business Owners**

Response	Number of Responses	Percentage
Increase	7	24.1%
Decrease	18	62.0%
Undecided	4	13.8%
<b>Total</b>	<b>29</b>	<b>100%</b>

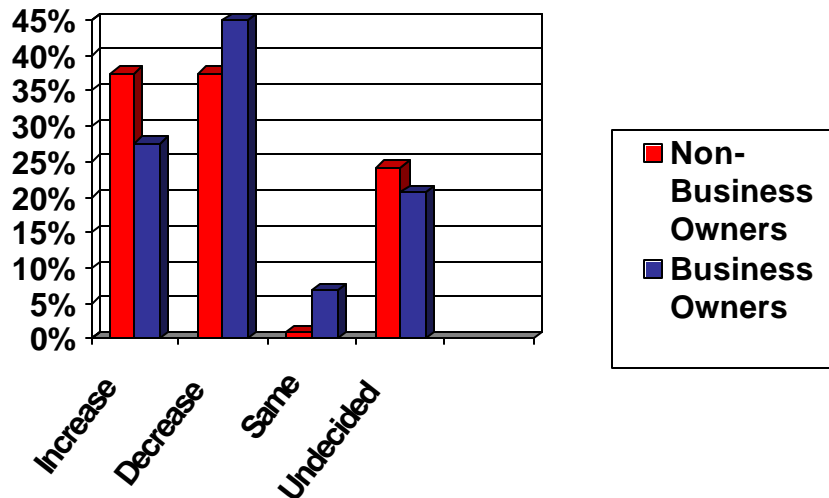
**Total Sample**

Response	Number of Responses	Percentage
Increase	45	35.2%
Decrease	56	43.8%
(Same)	4	3%
Undecided	23	18.0%
<b>Total</b>	<b>128</b>	<b>100%</b>

**Correct Answer: Decrease**

**Source: SEDA website**

**Is this number an increase of decrease from two summers ago?**



**Non-Business Owners**

Response	Number of Responses	Percentage
Increase	37	37.4%
Decrease	37	37.4%
Undecided	24	24.2%
(Same)	1	1%
<b>Total</b>	<b>99</b>	<b>100%</b>

**Business Owners**

Response	Number of Responses	Percentage
Increase	8	27.6%
Decrease	13	44.8%
Undecided	8	27.6%
<b>Total</b>	<b>29</b>	<b>100%</b>

**Total Sample**

Response	Number of Responses	Percentage
Increase	45	35.2%
Decrease	50	39.1%
(Same)	1	.8%
Undecided	32	25.0%
<b>Total</b>	<b>128</b>	<b>100%</b>

**Correct Answer: Increase****Source: SEDA website**


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<sup>1</sup> <http://www.gallup.com/help/FAQs/poll1.asp>

<sup>2</sup> <http://www.gallup.com>

<sup>3</sup> Sitka Economic Development Association Website: <http://www.sitka.net/index.shtml>

<sup>4</sup> Sitka Economic Development Association Website: <http://www.sitka.net/index.shtml>

<sup>5</sup> City and Borough of Sitka Sales Tax Accounts: Doing Business As

<sup>6</sup> Sitka Economic Development Association Website: <http://www.sitka.net/index.shtml>