

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Bay of Fundy and Annapolis Valley

TABLE MARKET REGION:

MARKET REGION - Based on questions A3/A4a/A4b

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
Atlantic	45	100	0	0	0	54	0	0	0	0	0	64	16	11	60	36	45	76
Quebec	3	0	100	0	0	4	0	0	0	0	0	3	8	3	3	4	3	2
Ontario	24	0	0	100	0	29	0	0	0	0	0	20	24	32	17	21	30	12
Western Canada	11	0	0	0	100	14	0	0	0	0	0	3	23	25	8	13	12	2
All Canada	84	100	100	100	100	100	0	0	0	0	0	91	71	72	89	74	90	92
New England	3	0	0	0	0	0	100	0	0	24	0	4	4	1	1	4	2	1
Mid-Atlantic	2	0	0	0	0	0	0	100	0	19	0	1	2	3	2	3	1	2
Other US	6	0	0	0	0	0	0	0	100	57	0	4	20	10	5	11	3	3
All US	11	0	0	0	0	0	100	100	100	100	0	8	27	14	8	18	6	6
Overseas	5	0	0	0	0	0	0	0	0	0	100	1	3	14	4	8	4	2
TOTAL TRAVEL PARTIES (#)	385,646	173,074	13,154	93,057	43,600	322,884	10,307	7,929	24,098	42,334	20,428	243,128	13,305	129,213	49,566	151,167	167,528	17,385
UNWEIGHTED SAMPLE SIZE (#)	2,487	852	110	716	218	1,896	172	95	267	534	57	1,838	78	571	272	1,087	1,025	103

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Bay of Fundy and Annapolis Valley

TABLE A7:

On what date did you leave Nova Scotia for the final time on this trip [BY MONTH]?

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
Jan	4	5	7	3	3	4	1	2	1	1	2	4	0	4	6	2	4	8
Feb	7	14	1	2	2	9	1	3	1	1	2	10	0	3	15	5	7	11
Mar	6	10	6	3	1	6	4	1	1	2	0	7	0	3	9	4	5	10
Apr	2	1	4	5	1	2	5	6	1	3	0	1	0	4	4	1	2	4
May	6	7	7	6	4	6	3	3	3	3	4	6	3	5	9	5	6	7
Jun	10	9	3	9	12	9	20	17	10	14	11	10	9	9	15	9	8	12
Jul	14	10	20	16	16	13	17	23	20	20	23	14	15	15	7	18	13	13
Aug	20	17	19	23	20	19	20	24	26	24	25	19	38	20	6	28	18	7
Sep	14	11	16	17	16	14	16	12	18	17	19	11	20	19	6	17	15	12
Oct	9	8	5	8	15	9	10	7	14	12	12	10	8	9	7	9	11	9
Nov	6	7	7	6	4	6	3	3	2	3	4	6	6	5	13	2	7	6
Dec	2	2	6	3	5	3	0	1	2	1	0	2	2	4	3	1	3	3
TOTAL TRAVEL PARTIES (#)	385,646	173,074	13,154	93,057	43,600	322,884	10,307	7,929	24,098	42,334	20,428	243,128	13,305	129,213	49,566	151,167	167,528	17,385
UNWEIGHTED SAMPLE SIZE (#)	2,487	852	110	716	218	1,896	172	95	267	534	57	1,838	78	571	272	1,087	1,025	103

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Bay of Fundy and Annapolis Valley

TABLE D1:

In total, how many nights did you spend in Nova Scotia during this visit?

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
1	14	28	4	3	1	16	6	5	4	5	2	20	1	5	33	11	10	33
2	16	29	7	7	3	18	7	7	9	8	0	23	7	4	22	14	16	21
3	12	15	14	11	1	12	17	18	9	12	4	14	12	7	15	11	11	11
4	9	8	12	12	7	9	14	12	10	12	4	9	9	10	8	9	10	8
5	8	5	16	13	9	8	13	16	10	12	5	7	9	12	7	8	9	2
6	6	3	6	10	10	6	6	6	8	8	5	5	5	8	5	6	7	3
7	8	5	7	9	13	7	12	11	13	12	14	5	9	14	2	11	8	5
8	4	1	8	6	10	4	1	6	10	7	4	3	14	6	1	5	5	3
9	4	1	6	5	6	3	9	5	6	7	5	3	4	5	1	4	4	1
10	3	1	6	5	8	3	3	4	5	4	2	2	5	5	1	4	3	1
11 or more	14	3	13	18	32	12	12	11	15	14	56	8	25	24	5	16	16	11
TOTAL TRAVEL PARTIES (#)	385,646	173,074	13,154	93,057	43,600	322,884	10,307	7,929	24,098	42,334	20,428	243,128	13,305	129,213	49,566	151,167	167,528	17,385
UNWEIGHTED SAMPLE SIZE (#)	2,487	852	110	716	218	1,896	172	95	267	534	57	1,838	78	571	272	1,087	1,025	103
MEAN # OF NIGHTS	6.3	3.4	7.0	7.6	9.6	5.6	8.2	8.6	7.9	8.1	14.4	4.8	8.7	9.0	3.8	7.0	6.5	5.6

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Bay of Fundy and Annapolis Valley

TABLE D3:

What was your MAIN reason for coming to Nova Scotia for this visit?

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
Visit friends or relatives, including weddings, or reunions	43	43	43	53	44	46	30	20	23	24	33	42	9	49	0	0	99	0
Vacation or holiday	33	20	39	32	44	28	58	57	62	60	53	30	81	33	0	83	0	0
Business, including meetings, sales, purchasing, etc.	8	11	11	7	4	9	3	10	6	6	4	9	3	8	64	0	0	0
Conference, convention or trade show	3	4	1	2	5	4	0	2	3	2	4	3	0	4	27	0	0	0
Personal business (medical appointments, to settle a will/estate, etc.)	3	6	1	1	0	4	1	1	1	1	0	4	0	1	0	0	0	70
Other leisure travel	2	3	1	2	1	2	5	6	3	4	4	2	3	2	0	6	0	0
Other travel	2	2	2	2	1	2	1	3	1	1	2	2	0	1	0	0	1	30
Shopping	1	3	0	0	0	1	0	0	0	0	0	2	0	0	0	3	0	0
Conference, convention, or trade show (personal interest, hobbies, etc.)	1	2	1	0	0	1	1	0	0	0	0	2	3	0	0	3	0	0
Sporting event/tournament	1	2	2	0	1	1	0	0	0	0	0	2	0	0	0	3	0	0
Other business travel	1	2	0	1	1	1	1	0	0	0	2	1	0	1	9	0	0	0
Music/Entertainment event	1	1	0	0	1	1	0	0	0	0	0	1	0	0	0	2	0	0
TOTAL TRAVEL PARTIES (#)	385,646	173,074	13,154	93,057	43,600	322,884	10,307	7,929	24,098	42,334	20,428	243,128	13,305	129,213	49,566	151,167	167,528	17,385
UNWEIGHTED SAMPLE SIZE (#)	2,487	852	110	716	218	1,896	172	95	267	534	57	1,838	78	571	272	1,087	1,025	103

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Bay of Fundy and Annapolis Valley

TABLE D3:

What was your MAIN reason for coming to Nova Scotia for this visit? - HIGH LEVEL CATEGORIES

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
Visiting Friends and Relatives	43	44	43	54	44	47	30	20	23	24	33	42	9	49	0	0	100	0
Pleasure	39	31	43	35	46	35	63	63	66	65	56	38	88	36	0	100	0	0
Business	13	17	12	9	9	14	5	13	10	9	9	13	3	13	100	0	0	0
Other	5	8	2	2	1	5	2	4	2	2	2	6	0	2	0	0	0	100
TOTAL TRAVEL PARTIES (#)	385,646	173,074	13,154	93,057	43,600	322,884	10,307	7,929	24,098	42,334	20,428	243,128	13,305	129,213	49,566	151,167	167,528	17,385
UNWEIGHTED SAMPLE SIZE (#)	2,487	852	110	716	218	1,896	172	95	267	534	57	1,838	78	571	272	1,087	1,025	103

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Bay of Fundy and Annapolis Valley

TABLE D8:

[ASK IF CODES 6, 8, 9, OR 92 IN D3b/D3 - LEISURE] What was the MAIN reason you chose Nova Scotia as a vacation destination?

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
Wanted to visit Atlantic Canada	23	2	16	30	46	20	16	19	28	24	44	16	39	31	0	23	0	0
To visit a specific area or location of Nova Scotia	14	21	24	15	1	16	17	19	5	10	6	19	6	6	0	14	0	0
Opportunity to visit friends/relatives	13	20	12	15	15	17	9	6	1	4	9	14	4	15	0	13	0	0
Scenery	10	9	20	10	6	9	16	19	18	18	3	10	9	10	0	10	0	0
Never been to Nova Scotia before	9	1	18	10	12	7	8	16	23	18	6	7	21	10	0	9	0	0
Experience Nova Scotia's culture and heritage	6	3	3	6	9	5	8	12	10	10	3	5	8	7	0	6	0	0
Attend festival or public event	4	7	0	2	1	4	6	0	2	2	3	4	1	3	0	4	0	0
Visit a specific attraction or museum	3	8	0	1	0	4	2	0	0	0	3	5	0	1	0	3	0	0
To do a specific activity	3	5	2	2	2	3	3	0	2	2	0	4	0	2	0	3	0	0
My interests and hobbies	2	2	0	1	4	2	4	3	0	2	6	2	1	3	0	2	0	0
Recommended by others	2	4	2	1	0	2	3	2	1	2	3	3	4	2	0	2	0	0
To research family history	0	0	0	0	1	0	2	0	2	2	0	0	2	0	0	0	0	0
Other	7	10	3	5	2	7	6	4	6	6	13	7	6	7	0	7	0	0
None of the above	2	6	0	1	0	3	2	0	0	0	0	3	0	2	0	2	0	0
No answer	1	1	0	1	0	1	0	0	0	0	0	0	0	1	0	1	0	0
TOTAL TRAVEL PARTIES (#)	138,019	43,285	5,279	31,610	19,352	99,526	6,292	4,898	15,835	27,024	11,469	81,158	11,248	45,614	0	138,019	0	0
UNWEIGHTED SAMPLE SIZE (#)	1,012	205	51	270	105	631	102	62	185	349	32	734	70	208	0	1,012	0	0

Note: Due to the small sample sizes associated with certain subgroups shown in this table, caution should be exercised when interpreting the results for these subgroups.

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Bay of Fundy and Annapolis Valley

TABLE D10:

Which of the following best describes your travel party? Are you travelling...

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
As a couple	41	37	41	38	51	39	43	48	50	48	51	41	71	37	15	53	38	34
Alone (party of one)	22	23	28	23	17	22	19	23	18	19	21	18	1	32	49	8	27	18
As a family with children	15	19	11	16	11	17	17	8	7	10	9	19	6	9	6	15	17	28
As a family (adults only)	8	6	7	9	9	7	10	4	10	9	9	7	6	8	3	7	9	7
With friend(s)	7	7	9	7	3	7	4	7	4	4	5	7	5	6	6	9	4	5
As two or more couples	2	1	0	2	3	2	4	8	6	6	0	2	4	2	1	3	1	0
Business associate/Colleague	2	3	2	2	1	2	0	0	0	0	2	2	0	2	14	0	0	0
With an organized group/tour	1	1	0	1	1	1	1	0	2	1	4	1	3	1	4	1	0	1
As a family with grandparents	1	1	2	1	1	1	1	2	0	1	0	1	0	1	0	1	1	3
As two or more families with children	1	1	0	1	1	1	0	0	0	0	0	1	2	1	0	1	1	2
Grandparents with grandchildren	1	1	0	1	0	1	0	0	1	0	0	1	2	0	0	0	1	0
Other	0	0	0	0	1	0	0	1	1	1	0	0	0	0	0	0	0	1
TOTAL TRAVEL PARTIES (#)	385,646	173,074	13,154	93,057	43,600	322,884	10,307	7,929	24,098	42,334	20,428	243,128	13,305	129,213	49,566	151,167	167,528	17,385
UNWEIGHTED SAMPLE SIZE (#)	2,487	852	110	716	218	1,896	172	95	267	534	57	1,838	78	571	272	1,087	1,025	103

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Bay of Fundy and Annapolis Valley

TABLE D11:

[PERCENT] Including yourself, how many in this party were...?

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
Aged 14 and under	13	17	9	14	9	14	14	6	5	8	11	17	8	8	5	14	15	21
Aged 15 to 19	7	8	6	8	2	7	11	3	3	5	5	9	2	4	2	8	6	15
Aged 20 to 24	8	11	10	8	7	9	4	1	1	2	4	9	2	8	5	6	11	10
Aged 25 to 34	19	25	20	16	16	21	9	12	4	7	23	22	3	17	23	16	21	26
Aged 35 to 44	22	24	15	20	19	22	17	15	16	16	26	23	12	20	31	21	19	30
Aged 45 to 54	32	32	39	34	31	33	33	29	30	30	28	32	24	34	43	32	29	38
Aged 55 to 64	33	29	25	32	42	32	34	41	42	40	40	31	51	35	20	37	33	33
Aged 65 to 74	15	10	11	14	17	12	31	33	35	34	11	15	38	12	6	18	15	12
Aged 75 and over	3	2	5	4	3	3	7	9	9	8	2	4	8	3	1	5	3	1
TOTAL TRAVEL PARTIES (#)	385,646	173,074	13,154	93,057	43,600	322,884	10,307	7,929	24,098	42,334	20,428	243,128	13,305	129,213	49,566	151,167	167,528	17,385
UNWEIGHTED SAMPLE SIZE (#)	2,487	852	110	716	218	1,896	172	95	267	534	57	1,838	78	571	272	1,087	1,025	103

This table should be read as, for example, x% of parties had at least one person aged 55 to 64.

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Bay of Fundy and Annapolis Valley

TABLE D22/D24:

While in Nova Scotia, approximately how much did your party spend on the following, including taxes? Please provide your responses in Canadian dollars.

AVERAGE EXPENDITURE, AMONG ALL TRAVEL PARTIES (i.e., \$0 included)

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
Fixed roof accommodations	\$321	\$148	\$292	\$337	\$630	\$273	\$467	\$568	\$645	\$587	\$520	\$250	\$52	\$482	\$394	\$539	\$116	\$187
Campgrounds	\$15	\$7	\$29	\$12	\$24	\$12	\$21	\$15	\$37	\$29	\$35	\$7	\$227	\$7	\$2	\$34	\$2	\$2
Meals in restaurants/hotels/bars	\$278	\$146	\$280	\$294	\$539	\$247	\$350	\$446	\$486	\$445	\$417	\$210	\$226	\$410	\$217	\$384	\$210	\$182
Groceries and liquor	\$104	\$61	\$112	\$121	\$190	\$98	\$114	\$135	\$95	\$107	\$204	\$82	\$183	\$139	\$31	\$132	\$103	\$81
Gas, oil and/or auto repair	\$140	\$93	\$168	\$152	\$216	\$130	\$162	\$120	\$175	\$161	\$252	\$130	\$398	\$132	\$94	\$187	\$113	\$124
Car rental fees, including insurance	\$111	\$16	\$55	\$99	\$353	\$87	\$38	\$199	\$188	\$153	\$403	\$30	\$42	\$271	\$117	\$170	\$64	\$34
Local transportation (taxis, limos, etc)	\$6	\$3	\$2	\$5	\$16	\$5	\$2	\$6	\$6	\$5	\$24	\$3	\$6	\$13	\$9	\$8	\$4	\$3
Bridge/Highway/Ferry tolls in Nova Scotia	\$6	\$6	\$5	\$5	\$4	\$6	\$9	\$3	\$6	\$6	\$4	\$7	\$7	\$3	\$5	\$6	\$5	\$6
NS cultural products	\$56	\$18	\$51	\$67	\$128	\$48	\$67	\$85	\$96	\$87	\$103	\$40	\$53	\$85	\$19	\$82	\$44	\$40
Clothing	\$70	\$79	\$38	\$57	\$73	\$70	\$28	\$37	\$39	\$36	\$136	\$68	\$39	\$76	\$46	\$77	\$70	\$63
Major purchases (e.g., commercial, real estate, vehicles)	\$512	\$68	\$1	\$1,929	\$25	\$596	\$59	\$296	\$6	\$73	\$98	\$272	\$0	\$1,016	\$990	\$32	\$541	\$3,048
Other shopping	\$79	\$63	\$43	\$79	\$91	\$70	\$38	\$54	\$55	\$50	\$280	\$74	\$87	\$89	\$41	\$93	\$71	\$147
Culture and entertainment	\$50	\$34	\$45	\$55	\$80	\$47	\$52	\$49	\$72	\$63	\$63	\$42	\$81	\$60	\$17	\$82	\$32	\$29
Sport and recreation	\$19	\$14	\$15	\$16	\$23	\$16	\$14	\$38	\$25	\$25	\$54	\$18	\$15	\$21	\$3	\$34	\$11	\$6
Parking	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1
Total Expenditures - including major purchases	\$1,774	\$768	\$1,134	\$3,234	\$2,398	\$1,714	\$1,440	\$2,051	\$1,933	\$1,835	\$2,597	\$1,244	\$1,416	\$2,808	\$1,986	\$1,864	\$1,390	\$4,081
Total Expenditures - excluding major purchases	\$1,262	\$701	\$1,134	\$1,304	\$2,374	\$1,118	\$1,381	\$1,755	\$1,927	\$1,762	\$2,499	\$972	\$1,416	\$1,792	\$996	\$1,832	\$850	\$1,034
TOTAL TRAVEL PARTIES (#)	385,595	173,074	13,154	93,057	43,600	322,884	10,257	7,929	24,098	42,283	20,428	243,077	13,305	129,213	49,566	151,116	167,528	17,385
UNWEIGHTED SAMPLE SIZE (#)	2,486	852	110	716	218	1,896	171	95	267	533	57	1,837	78	571	272	1,086	1,025	103

Note: For those with package expenditures, amount spent on package was apportioned to the categories included in this table. Excludes those with 'unknown' values for any expenditure category. Neither of the two total expenditure figures include the cost of travel to/from Nova Scotia (i.e., from questions D21 or D23).

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Bay of Fundy and Annapolis Valley

TABLE D25:

While in Nova Scotia on this trip, how many nights did you spend in each of the following types of accommodations?

AVERAGE PERCENT OF PARTIES SPENDING NIGHTS IN THOSE ACCOMMODATION TYPES

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid- Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
Hotel	40	40	32	33	52	39	38	48	48	46	44	40	3	45	74	51	19	51
Motel	13	8	16	14	17	11	17	17	22	20	21	13	5	12	12	20	7	7
Bed and Breakfast	10	3	10	9	21	7	14	23	28	23	26	7	0	17	4	19	4	4
Staying with friend or relatives	49	49	51	59	50	52	34	29	20	25	44	48	15	54	15	22	84	36
Other fixed roof [NET]	20	11	20	25	27	17	32	33	30	31	32	17	15	26	11	32	11	25
Inn	7	2	8	7	13	5	11	9	14	12	16	5	3	10	5	12	3	5
Resort	3	0	4	4	7	2	6	9	5	6	4	2	2	5	2	5	1	0
Rented cottage, cabin or vacation home	6	3	3	9	7	5	8	7	8	8	12	5	2	7	1	11	3	1
Your own cottage, cabin or vacation home	4	2	1	4	5	3	8	5	3	5	9	3	3	4	1	4	3	10
University	1	0	2	1	1	1	0	2	0	0	0	1	0	1	1	1	0	1
Other (hostel, hunting/fishing lodge, etc)	2	3	4	3	1	3	2	5	3	3	0	2	8	3	3	4	1	8
Campground [NET]	8	5	14	9	9	7	16	12	13	14	12	5	93	4	1	17	3	2
National or provincial park campground	4	2	8	5	3	3	12	8	4	7	9	3	29	3	0	8	2	2
Commercial campground/trailer park	6	4	12	6	8	5	9	5	12	10	9	4	87	2	1	13	1	0
TOTAL TRAVEL PARTIES (#)	385,646	173,074	13,154	93,057	43,600	322,884	10,307	7,929	24,098	42,334	20,428	243,128	13,305	129,213	49,566	151,167	167,528	17,385
UNWEIGHTED SAMPLE SIZE (#)	2,487	852	110	716	218	1,896	172	95	267	534	57	1,838	78	571	272	1,087	1,025	103

Note: Excludes those with "unknown" values for any accommodation type.

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Bay of Fundy and Annapolis Valley

TABLE D25:

While in Nova Scotia on this trip, how many nights did you spend in each of the following types of accommodations?

AVERAGE NUMBER OF NIGHTS, AMONG ONLY THOSE WHO SPENT NIGHTS IN THOSE ACCOMMODATION TYPES (i.e., 0s excluded)

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
Hotel	2.7	1.9	3.1	3.3	3.8	2.6	2.4	2.8	3.2	3.0	3.4	2.4	4.9	3.2	2.9	2.9	2.1	1.9
Motel	2.5	1.6	2.9	2.5	2.9	2.3	2.5	2.0	2.6	2.5	4.4	2.3	1.7	2.9	1.7	2.6	2.5	3.2
Bed and breakfast	3.3	1.4	2.0	2.8	3.4	2.7	3.2	2.5	4.0	3.6	5.1	2.4	.	3.9	2.4	3.5	2.5	2.3
Staying with friend or relatives	6.0	3.7	7.2	7.1	8.5	5.6	6.7	12.6	7.9	8.6	11.1	4.7	6.0	8.2	3.9	5.2	6.3	6.4
Other fixed roof [NET]	6.2	4.4	4.0	5.3	5.5	5.0	10.5	7.0	6.0	7.3	14.0	5.6	4.3	6.9	6.3	6.5	4.6	7.9
Inn	2.2	1.7	2.3	2.1	2.4	2.1	2.7	1.9	2.1	2.2	2.6	1.9	2.0	2.4	3.0	2.2	1.6	2.7
Resort	2.1	1.5	1.8	2.2	1.7	1.9	2.5	2.7	2.5	2.5	2.0	2.2	1.0	2.0	2.6	2.1	1.9	.
Rented cottage, cabin or vacation home	5.0	4.2	7.8	5.2	4.7	4.9	6.4	8.0	4.4	5.5	4.7	4.7	2.0	5.3	2.3	5.1	4.4	14.0
Your own cottage, cabin or vacation home	16.6	10.8	8.0	11.2	12.5	11.3	22.0	23.1	27.1	24.3	38.4	14.6	14.0	20.1	35.7	25.4	7.7	10.0
University	6.9	2.3	3.0	12.6	6.0	7.3	.	3.0	1.0	2.4	.	2.7	.	13.1	2.4	4.2	2.4	34.0
Other (hostel, hunting/fishing lodge, etc)	3.4	2.0	3.6	3.2	2.7	2.5	29.5	4.4	3.8	8.4	.	2.3	1.4	5.7	3.8	3.1	4.2	3.3
Campground [NET]	6.0	3.7	6.1	4.6	8.3	5.0	4.8	3.5	9.7	7.3	11.0	4.1	7.4	7.3	4.7	6.5	3.5	1.3
National or provincial park campground	3.4	2.1	3.0	3.2	4.0	3.0	3.1	3.5	4.5	3.7	6.0	2.6	3.8	4.5	.	3.7	2.6	1.0
Commercial campground/trailer park	5.7	3.8	5.2	4.2	7.9	4.9	4.2	2.4	8.9	7.2	9.4	3.9	6.6	7.3	4.7	5.9	3.8	3.0

Note: Excludes those with 'unknown' values for any accommodation type. Sample sizes for this table vary depending on accommodation type. Due to the small sample sizes associated with certain subgroups and accommodation types shown in this table, caution should be exercised when interpreting the results for these subgroups and accommodation types.

TABLE N1:

During your recent trip, did you participate in any outdoor activities?

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
Yes	48	34	51	57	61	45	63	64	64	64	67	44	56	54	22	59	48	31
No	52	66	49	43	39	55	37	36	36	36	33	56	44	46	78	41	52	69
TOTAL TRAVEL PARTIES (#)	385,646	173,074	13,154	93,057	43,600	322,884	10,307	7,929	24,098	42,334	20,428	243,128	13,305	129,213	49,566	151,167	167,528	17,385
UNWEIGHTED SAMPLE SIZE (#)	2,487	852	110	716	218	1,896	172	95	267	534	57	1,838	78	571	272	1,087	1,025	103

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Bay of Fundy and Annapolis Valley

TABLE N2: SUMMARY

[TOTAL SAMPLE] On this trip to Nova Scotia, did you or anyone in your party participate in any of the following nature, outdoor or sporting activities?

% Yes

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
Coastal sightseeing	23	10	25	29	39	20	36	44	45	43	35	20	35	29	7	35	19	13
Hiking (in wooded or coastal areas)	22	10	26	25	28	18	35	41	45	42	40	19	33	25	7	31	18	10
Beach exploring	21	10	26	30	35	20	33	39	29	32	25	19	26	26	3	28	22	8
Outdoor swimming/sunbathing - MAR-NOV	14	10	16	19	19	14	17	15	9	12	18	13	20	17	2	18	15	7
Nature observing	17	10	19	18	21	14	25	33	36	33	26	14	25	20	5	23	15	9
Other outdoor activities	8	9	4	6	7	8	13	3	5	6	7	8	2	7	6	7	9	9
Whale watching	7	1	7	11	7	5	6	8	17	13	28	5	10	11	3	14	3	2
Outdoor sporting event	5	4	9	5	7	5	4	10	6	6	4	5	5	5	1	7	5	2
Sail/Boat tour (other than whale watching)	4	1	2	5	11	4	8	5	8	7	2	3	5	6	2	6	3	1
Golfing (not mini-golf) - MAR-NOV	5	2	4	8	8	5	2	6	4	4	4	4	5	6	3	5	5	1
Kayaking	3	1	4	3	2	2	5	8	5	5	11	2	0	4	0	4	3	0
Canoeing - MAR-NOV	3	3	1	3	3	3	1	2	3	2	15	3	1	4	1	4	4	0
Hunting/Fishing	2	1	1	3	3	2	0	5	2	2	5	2	0	3	0	2	2	3
Cycling	2	1	4	2	3	2	4	6	3	4	2	2	7	3	0	3	2	2
Cross-country skiing - JAN-APR	3	3	0	3	0	3	0	0	5	2	0	3	0	1	0	5	3	5
Snowboard/Downhill skiing - JAN-APR	3	3	0	0	0	2	0	0	0	0	50	3	0	2	0	4	2	7
Adventure sports (river rafting, climbing)	2	1	1	2	4	1	0	2	3	2	2	1	1	2	0	3	1	0
ATV/Off-roading	1	1	1	1	1	1	0	1	0	0	2	1	0	1	0	0	2	1
Indoor sporting event/tournament	1	1	4	1	0	1	0	0	1	1	0	1	0	0	0	0	1	0
Geocaching	1	1	1	1	3	1	0	0	2	1	0	1	3	1	0	1	1	0
Snowmobiling - JAN-APR	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Surfing	1	0	1	1	2	1	1	0	1	0	0	1	0	1	0	1	1	0
Mountain biking	0	0	1	0	1	0	1	1	1	1	2	0	0	1	0	1	0	0
Did not participate in any of these activities	52	66	49	43	39	55	37	36	36	36	33	56	44	46	78	41	52	69
TOTAL TRAVEL PARTIES (#)	385,646	173,074	13,154	93,057	43,600	322,884	10,307	7,929	24,098	42,334	20,428	243,128	13,305	129,213	49,566	151,167	167,528	17,385
UNWEIGHTED SAMPLE SIZE (#)	2,487	852	110	716	218	1,896	172	95	267	534	57	1,838	78	571	272	1,087	1,025	103

Note: The sample size shown in this table is for all parties who completed the survey. For some activities, asked only in during certain time periods (e.g., snowmobiling), the sample size will be lower.

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Bay of Fundy and Annapolis Valley

TABLE N3: SUMMARY

On this trip to Nova Scotia, did you or anyone in your party visit any of the following places or events?

% Yes

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
Halifax waterfront	44	27	55	51	69	41	43	54	64	57	60	36	62	57	31	56	37	37
Craft shops/studios	36	22	47	41	57	33	37	48	51	47	56	30	40	47	17	48	32	20
Nightclubs/Lounges/Pubs	25	20	32	24	42	25	25	23	22	23	28	21	22	32	24	28	23	16
Museums/Historic sites	33	13	49	38	62	29	42	53	63	56	49	26	63	43	17	49	24	17
Visit local farms and/or local food producers	22	16	27	24	35	21	24	22	32	28	28	18	28	29	11	24	25	13
Live music performances	14	10	12	15	20	13	19	16	24	21	21	12	13	19	5	20	13	4
Visit a nature park or fossil/geology site	20	8	22	22	29	15	38	39	45	42	51	15	34	28	6	33	14	10
Casino	9	9	7	9	9	9	6	8	10	9	2	9	16	8	7	12	6	9
Art galleries/Fine art studios	12	4	14	14	22	10	16	19	28	24	32	8	18	20	6	18	9	5
Attend a festival/outdoor event/community fair	12	8	10	15	19	11	16	13	18	17	11	10	14	15	2	16	12	4
Attend the Tim Hortons Brier - MAR1-APR	6	9	0	1	0	6	0	0	0	0	0	7	0	4	5	15	2	0
Guided tours (not including boat tours)	8	3	7	10	18	7	13	13	16	15	5	6	13	11	3	14	4	5
Visit a winery	10	3	12	14	21	9	14	16	21	18	16	7	20	16	4	16	9	0
Attend Buskers Festival - AUG5-SEP	5	5	0	5	7	5	4	2	6	5	4	6	0	4	0	6	4	0
Live theatre performances	4	2	2	3	6	3	4	2	8	6	9	3	1	5	2	5	3	3
Researching family history	4	1	3	7	12	4	8	5	6	6	2	4	4	6	2	5	5	3
Attend an indoor sporting event	2	3	3	2	1	2	1	2	1	2	0	3	1	1	1	1	3	5
Visit an archive	3	1	4	4	8	3	6	2	4	4	7	2	7	5	1	5	3	1
Attend Celtic Colours International Festival - OCT15-NOV	1	1	0	0	6	1	16	0	2	5	0	1	8	1	2	4	0	0
Attend the ECMAs in Sydney - MAR4-APR	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Motorcycle events	1	1	0	1	0	1	0	1	0	0	0	1	0	0	0	1	1	0
Attend the International Tattoo - JUL1-AUG	0	0	0	0	0	0	0	0	2	1	0	0	3	0	0	0	0	0
TOTAL TRAVEL PARTIES (#)	385,646	173,074	13,154	93,057	43,600	322,884	10,307	7,929	24,098	42,334	20,428	243,128	13,305	129,213	49,566	151,167	167,528	17,385
UNWEIGHTED SAMPLE SIZE (#)	2,487	852	110	716	218	1,896	172	95	267	534	57	1,838	78	571	272	1,087	1,025	103

Note: The sample size shown in this table is for all parties who completed the survey. For some events, asked only in during certain time periods (e.g., Buskers Festival), the sample size will be lower.

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Bay of Fundy and Annapolis Valley

TABLE 01:

How likely would you be to recommend Nova Scotia to your friends and family as a place to visit? Please use a scale of 1 to 10, where 1 is definitely would not recommend and 10 is definitely would recommend.

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
1 Definitely would not recommend	0	0	1	1	0	0	0	0	1	0	2	0	0	1	0	0	1	1
2	0	0	0	0	0	0	1	0	0	0	2	0	0	0	0	0	0	0
3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
4	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1
5	1	1	0	1	1	1	3	2	1	2	2	1	1	1	2	1	1	0
6	1	1	0	1	1	1	0	3	1	1	2	1	6	1	1	1	0	
7	3	3	4	2	2	3	2	2	3	3	7	3	1	3	6	3	2	
8	12	13	11	10	7	11	9	8	12	11	21	12	16	12	14	14	9	
9	16	17	16	15	15	16	10	12	16	13	5	17	6	14	19	15	14	
10 Definitely would recommend	67	64	67	71	73	67	74	73	66	70	60	67	68	68	56	65	73	
TOTAL OVERNIGHT VISITORS (#)	770,744	384,406	26,445	176,292	71,309	658,452	22,839	14,660	44,151	81,649	30,643	545,524	31,401	193,819	98,770	305,821	329,094	
UNWEIGHTED SAMPLE SIZE (#)	2,487	852	110	716	218	1,896	172	95	267	534	57	1,838	78	571	272	1,087	1,025	
Promoters (% 9,10)	83	81	83	86	89	84	84	85	82	83	65	84	75	82	75	81	87	
Neutral (% 7,8)	15	16	15	12	9	14	12	9	16	13	28	14	17	15	21	17	14	
Detractors (% 1-6)	3	3	1	2	2	2	4	6	2	4	7	2	8	4	4	3	2	
MEAN	9.4	9.3	9.4	9.5	9.5	9.4	9.4	9.4	9.4	9.4	8.9	9.4	9.2	9.3	9.1	9.4	9.5	

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Bay of Fundy and Annapolis Valley

TABLE O2:

On a scale of 1 to 10, where 1 is completely dissatisfied and 10 is completely satisfied, how satisfied were you overall with your recent trip to Nova Scotia?

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
1 Completely dissatisfied	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	1	0	0	1	0	0	1	0	0	0	0	0
3	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
4	0	0	0	0	1	0	1	0	1	1	0	0	2	0	1	0	0	0
5	1	1	0	0	1	1	2	1	1	1	2	1	5	1	1	1	1	0
6	1	1	0	1	1	1	0	1	2	1	4	1	2	1	3	1	1	1
7	3	3	1	3	5	3	5	6	3	4	2	4	5	3	5	4	3	3
8	15	15	16	14	13	15	14	14	17	16	30	14	21	17	20	18	11	16
9	23	25	22	22	22	24	19	29	22	23	23	25	18	21	26	26	20	24
10 Completely satisfied	55	54	60	58	58	56	58	49	53	54	40	55	46	57	43	49	64	55
TOTAL OVERNIGHT VISITORS (#)	770,744	384,406	26,445	176,292	71,309	658,452	22,839	14,660	44,151	81,649	30,643	545,524	31,401	193,819	98,770	305,821	329,094	37,058
UNWEIGHTED SAMPLE SIZE (#)	2,487	852	110	716	218	1,896	172	95	267	534	57	1,838	78	571	272	1,087	1,025	103
TOP 3 BOX (% 8,9,10)	94	94	98	95	93	94	92	92	92	92	93	94	85	95	90	93	96	95
MEAN	9.2	9.2	9.4	9.3	9.2	9.2	9.2	9.2	9.1	9.1	8.9	9.2	8.7	9.3	8.9	9.1	9.4	9.3

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Bay of Fundy and Annapolis Valley

TABLE O4a:

[DO NOT ASK IF D5=NO] On a scale of 1 to 10, where 1 is completely dissatisfied and 10 is completely satisfied, how satisfied were you with the following aspects of your trip to Nova Scotia?

Value for money

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
1 Completely dissatisfied	2	2	5	1	0	2	4	3	2	3	2	2	4	1	2	1	2	6
2	1	0	1	1	2	1	3	2	4	3	7	1	2	3	3	2	1	1
3	1	1	2	1	2	1	6	2	2	3	4	1	0	2	0	2	1	1
4	3	2	2	2	4	2	5	6	7	6	6	3	5	3	2	4	3	2
5	8	6	5	8	11	7	17	12	11	13	11	7	11	10	12	7	9	8
6	8	7	11	9	6	8	9	6	13	10	7	7	15	9	6	9	7	6
7	12	11	12	14	15	12	14	8	9	10	20	11	15	15	17	13	11	5
8	21	22	18	21	19	21	11	15	22	17	19	21	24	20	16	23	19	21
9	11	12	10	12	14	12	8	13	7	8	4	12	7	9	6	13	10	14
10 Completely satisfied	20	21	23	21	22	21	15	21	12	15	15	21	10	18	20	18	22	27
Don't Know / Not applicable	12	16	13	10	5	13	8	12	11	11	6	14	6	10	17	9	15	10
TOTAL OVERNIGHT VISITORS (#)	684,822	316,375	24,953	168,535	68,691	578,554	21,714	13,964	41,560	77,238	29,030	475,603	30,359	178,860	28,860	305,821	329,094	21,047
UNWEIGHTED SAMPLE SIZE (#)	2,264	696	104	693	211	1,704	163	91	252	506	54	1,662	76	526	90	1,087	1,025	62
TOP 3 BOX (% 8,9,10)	52	54	51	54	55	54	34	49	41	41	37	54	42	48	41	54	51	61
MEAN	7.5	7.7	7.4	7.7	7.6	7.7	6.5	7.2	6.8	6.8	6.6	7.7	6.8	7.3	7.3	7.5	7.6	7.6
GAP %	9	10	6	11	7	10	7	4	10	8	8	10	1	8	8	12	7	8

Note: Gap scores include only those visitors who offered valid responses to both the importance and satisfaction questions. For calculation of the gap, ratings of 9-10 were used to define 'importance' and 'satisfaction'.

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Bay of Fundy and Annapolis Valley

TABLE O4b:

[DO NOT ASK IF D5=NO] On a scale of 1 to 10, where 1 is completely dissatisfied and 10 is completely satisfied, how satisfied were you with the following aspects of your trip to Nova Scotia?

Weather

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
1 Completely dissatisfied	2	2	3	2	0	2	2	0	1	1	0	2	2	1	1	1	2	12
2	1	1	1	2	2	1	1	1	1	1	0	1	2	2	3	1	1	2
3	2	2	3	2	3	2	2	7	2	3	0	2	0	3	2	2	2	4
4	2	1	1	3	3	2	3	2	3	3	6	2	4	2	2	2	2	2
5	7	6	8	7	9	7	5	4	6	5	9	6	3	9	13	4	8	7
6	8	7	11	8	8	7	8	6	9	8	11	7	14	8	10	9	7	5
7	9	8	13	10	12	9	9	8	15	12	9	9	13	9	8	12	8	0
8	16	16	19	16	18	16	16	21	17	17	17	16	19	16	20	17	16	10
9	14	14	9	15	15	14	14	12	12	12	17	14	11	14	9	16	13	22
10 Completely satisfied	30	32	30	29	26	30	37	34	30	33	24	32	29	28	23	31	31	28
Don't Know / Not applicable	8	11	2	7	3	8	4	5	6	5	7	9	2	7	11	6	9	8
TOTAL OVERNIGHT VISITORS (#)	684,822	316,375	24,953	168,535	68,691	578,554	21,714	13,964	41,560	77,238	29,030	475,603	30,359	178,860	28,860	305,821	329,094	21,047
UNWEIGHTED SAMPLE SIZE (#)	2,264	696	104	693	211	1,704	163	91	252	506	54	1,662	76	526	90	1,087	1,025	62
TOP 3 BOX (% 8,9,10)	61	62	58	60	59	61	66	67	58	62	57	62	59	58	51	63	60	60
MEAN	7.9	8.1	7.7	7.8	7.7	7.9	8.1	8.0	7.9	8.0	7.8	8.0	7.7	7.7	7.5	8.1	7.9	7.2
GAP %	6	6	9	6	3	6	5	10	8	7	8	6	8	6	1	7	6	4

Note: Gap scores include only those visitors who offered valid responses to both the importance and satisfaction questions. For calculation of the gap, ratings of 9-10 were used to define 'importance' and 'satisfaction'.

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Bay of Fundy and Annapolis Valley

TABLE O4c:

[DO NOT ASK IF D5=NO] On a scale of 1 to 10, where 1 is completely dissatisfied and 10 is completely satisfied, how satisfied were you with the following aspects of your trip to Nova Scotia?

Your interests and hobbies

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
1 Completely dissatisfied	2	2	0	2	0	2	2	1	3	3	2	2	1	1	2	1	2	11
2	1	1	0	0	1	1	1	1	0	1	0	1	0	1	1	1	1	0
3	1	0	0	2	3	1	1	0	0	0	4	0	3	2	0	1	1	0
4	1	1	0	1	2	1	0	1	1	1	6	1	0	2	0	1	1	2
5	6	5	7	7	7	6	6	6	6	6	6	5	9	6	10	5	6	5
6	7	6	9	6	11	7	9	4	7	7	6	5	14	10	8	6	8	2
7	9	8	6	8	10	8	10	8	7	8	13	8	7	9	12	10	7	11
8	17	15	18	18	19	17	14	16	19	17	20	16	28	17	15	18	16	12
9	12	12	10	13	11	12	12	21	15	15	13	13	16	12	7	16	10	4
10 Completely satisfied	27	29	38	23	26	27	30	30	25	28	17	29	7	25	27	26	27	30
Don't Know / Not applicable	18	21	12	19	11	19	13	12	15	14	15	19	14	15	20	14	21	22
TOTAL OVERNIGHT VISITORS (#)	684,822	316,375	24,953	168,535	68,691	578,554	21,714	13,964	41,560	77,238	29,030	475,603	30,359	178,860	28,860	305,821	329,094	21,047
UNWEIGHTED SAMPLE SIZE (#)	2,264	696	104	693	211	1,704	163	91	252	506	54	1,662	76	526	90	1,087	1,025	62
TOP 3 BOX (% 8,9,10)	56	56	66	55	56	56	57	67	60	60	50	58	51	54	49	61	54	47
MEAN	8.0	8.1	8.5	7.9	7.8	8.0	8.0	8.4	7.9	8.0	7.4	8.1	7.3	7.9	7.9	8.1	8.0	7.4
GAP %	8	9	9	7	7	8	10	5	7	7	15	8	21	6	3	9	7	21

Note: Gap scores include only those visitors who offered valid responses to both the importance and satisfaction questions. For calculation of the gap, ratings of 9-10 were used to define 'importance' and 'satisfaction'.

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Bay of Fundy and Annapolis Valley

TABLE O4d:

[DO NOT ASK IF D5=NO] On a scale of 1 to 10, where 1 is completely dissatisfied and 10 is completely satisfied, how satisfied were you with the following aspects of your trip to Nova Scotia?

The opportunity to visit friends and family

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
1 Completely dissatisfied	4	2	11	4	3	3	10	17	12	12	4	4	11	3	4	8	0	11
2	1	0	1	1	0	0	1	1	1	1	2	0	2	1	3	1	0	0
3	1	1	0	0	2	1	1	0	0	1	2	1	2	1	4	1	0	0
4	1	1	0	0	2	1	1	0	0	0	2	1	5	1	0	2	0	0
5	2	2	0	1	1	2	1	2	1	1	2	2	1	1	1	2	1	6
6	1	1	1	2	2	1	2	1	0	1	0	1	1	1	2	2	0	0
7	3	3	1	2	3	3	2	0	1	1	4	3	0	2	7	4	1	2
8	6	6	2	7	4	6	5	1	2	3	6	5	14	4	10	7	4	5
9	7	9	3	7	5	8	3	4	4	4	9	7	10	7	13	6	8	9
10 Completely satisfied	56	61	58	58	56	60	39	36	26	32	46	57	18	60	26	30	84	41
Don't Know / Not applicable	20	13	23	17	23	16	36	37	53	45	24	19	37	19	30	37	2	26
TOTAL OVERNIGHT VISITORS (#)	684,822	316,375	24,953	168,535	68,691	578,554	21,714	13,964	41,560	77,238	29,030	475,603	30,359	178,860	28,860	305,821	329,094	21,047
UNWEIGHTED SAMPLE SIZE (#)	2,264	696	104	693	211	1,704	163	91	252	506	54	1,662	76	526	90	1,087	1,025	62
TOP 3 BOX (% 8,9,10)	69	76	62	73	65	73	47	42	31	38	61	70	42	71	49	42	96	54
MEAN	8.9	9.1	8.4	9.0	8.9	9.0	7.8	7.1	7.2	7.4	8.5	8.9	6.8	9.0	7.8	7.6	9.8	7.9
GAP %	3	2	1	4	3	3	4	0	1	2	5	3	3	3	5	2	3	0

Note: Gap scores include only those visitors who offered valid responses to both the importance and satisfaction questions. For calculation of the gap, ratings of 9-10 were used to define 'importance' and 'satisfaction'.

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Bay of Fundy and Annapolis Valley

TABLE O4e:

[DO NOT ASK IF D5=NO] On a scale of 1 to 10, where 1 is completely dissatisfied and 10 is completely satisfied, how satisfied were you with the following aspects of your trip to Nova Scotia?

The chance to do interesting activities

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
1 Completely dissatisfied	1	2	0	1	0	1	3	0	1	1	2	2	1	1	0	1	2	5
2	0	0	3	1	0	1	0	1	0	0	0	0	2	0	2	0	0	3
3	1	1	1	0	2	1	3	1	2	2	2	1	2	1	2	1	1	0
4	1	1	2	1	1	1	2	1	0	1	4	1	2	1	0	1	1	1
5	5	5	6	5	6	5	5	5	4	5	9	4	16	6	2	5	6	2
6	6	5	7	6	7	6	5	5	7	6	7	5	4	9	6	6	6	7
7	9	7	8	9	11	8	8	6	9	8	15	8	6	10	11	9	8	8
8	19	18	14	22	17	19	20	14	20	19	19	18	23	21	21	19	19	13
9	15	13	11	16	19	15	14	21	16	16	13	15	18	14	13	18	12	17
10 Completely satisfied	27	27	39	24	31	27	28	40	34	33	17	28	17	25	24	28	27	26
Don't Know / Not applicable	16	21	9	14	6	17	13	8	7	9	13	17	10	11	20	12	18	19
TOTAL OVERNIGHT VISITORS (#)	684,822	316,375	24,953	168,535	68,691	578,554	21,714	13,964	41,560	77,238	29,030	475,603	30,359	178,860	28,860	305,821	329,094	21,047
UNWEIGHTED SAMPLE SIZE (#)	2,264	696	104	693	211	1,704	163	91	252	506	54	1,662	76	526	90	1,087	1,025	62
TOP 3 BOX (% 8,9,10)	61	58	64	62	67	60	61	74	71	69	48	61	59	60	57	65	58	55
MEAN	8.1	8.1	8.2	8.1	8.2	8.1	8.0	8.6	8.3	8.3	7.4	8.2	7.6	8.0	8.1	8.2	8.0	7.8
GAP %	8	7	6	8	6	7	11	5	11	10	15	8	5	8	6	9	7	10

Note: Gap scores include only those visitors who offered valid responses to both the importance and satisfaction questions. For calculation of the gap, ratings of 9-10 were used to define 'importance' and 'satisfaction'.

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Bay of Fundy and Annapolis Valley

TABLE O4f:

[DO NOT ASK IF D5=NO] On a scale of 1 to 10, where 1 is completely dissatisfied and 10 is completely satisfied, how satisfied were you with the following aspects of your trip to Nova Scotia?

The culture and people

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
1 Completely dissatisfied	1	2	1	1	1	1	1	0	0	0	0	2	0	0	2	1	2	4
2	0	0	0	0	0	0	0	0	0	0	2	0	0	0	2	0	0	0
3	1	1	0	0	1	1	1	1	1	1	2	1	1	1	0	0	1	1
4	1	1	1	1	2	1	1	0	0	0	1	1	1	2	0	1	1	0
5	4	5	2	4	4	4	6	4	3	4	6	4	7	4	3	5	4	5
6	6	6	4	5	4	5	3	3	7	5	9	6	12	5	4	6	5	7
7	8	8	7	8	7	8	5	5	6	6	19	8	5	8	7	9	8	7
8	16	15	16	17	15	16	12	14	18	15	19	15	17	16	15	18	14	11
9	16	14	17	18	18	16	18	21	19	19	17	16	14	17	21	19	13	13
10 Completely satisfied	32	25	48	35	43	31	47	44	39	42	24	30	32	38	31	28	35	29
Don't Know / Not applicable	15	23	5	11	6	17	8	9	8	8	4	18	11	8	15	13	16	24
TOTAL OVERNIGHT VISITORS (#)	684,822	316,375	24,953	168,535	68,691	578,554	21,714	13,964	41,560	77,238	29,030	475,603	30,359	178,860	28,860	305,821	329,094	21,047
UNWEIGHTED SAMPLE SIZE (#)	2,264	696	104	693	211	1,704	163	91	252	506	54	1,662	76	526	90	1,087	1,025	62
TOP 3 BOX (% 8,9,10)	64	54	80	70	75	62	76	79	75	76	59	61	63	72	67	65	62	53
MEAN	8.4	8.1	8.8	8.5	8.6	8.3	8.8	8.9	8.6	8.7	7.9	8.3	8.2	8.5	8.4	8.4	8.4	8.1
GAP %	7	10	5	6	5	8	4	4	3	4	8	8	9	4	7	8	6	7

Note: Gap scores include only those visitors who offered valid responses to both the importance and satisfaction questions. For calculation of the gap, ratings of 9-10 were used to define 'importance' and 'satisfaction'.

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Bay of Fundy and Annapolis Valley

TABLE O4g:

[DO NOT ASK IF D5=NO] On a scale of 1 to 10, where 1 is completely dissatisfied and 10 is completely satisfied, how satisfied were you with the following aspects of your trip to Nova Scotia?

The heritage and history

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
1 Completely dissatisfied	2	3	0	1	1	2	1	0	0	1	2	3	0	1	0	1	3	7
2	1	1	0	0	0	1	0	0	1	1	2	1	0	1	3	1	0	0
3	1	1	0	1	1	1	0	3	0	1	2	1	0	1	0	1	1	0
4	1	1	2	2	2	1	2	0	0	1	0	1	2	2	0	1	1	3
5	6	6	4	5	7	6	6	3	5	5	11	5	14	7	4	5	7	4
6	6	7	8	4	5	6	4	4	5	4	2	6	0	6	10	5	6	5
7	9	8	10	9	8	8	6	8	8	8	19	9	8	9	10	11	7	8
8	16	13	20	19	15	15	13	25	17	17	24	14	23	18	15	17	14	12
9	13	9	10	16	15	12	18	17	20	19	7	12	14	14	15	16	10	4
10 Completely satisfied	25	18	36	27	40	24	37	27	33	33	17	24	27	28	22	25	25	30
Don't Know / Not applicable	21	32	10	15	7	23	13	13	9	11	15	24	12	14	21	17	25	27
TOTAL OVERNIGHT VISITORS (#)	684,822	316,375	24,953	168,535	68,691	578,554	21,714	13,964	41,560	77,238	29,030	475,603	30,359	178,860	28,860	305,821	329,094	21,047
UNWEIGHTED SAMPLE SIZE (#)	2,264	696	104	693	211	1,704	163	91	252	506	54	1,662	76	526	90	1,087	1,025	62
TOP 3 BOX (% 8,9,10)	53	40	66	62	70	51	68	69	71	70	48	50	64	60	52	58	50	46
MEAN	8.0	7.5	8.4	8.2	8.4	7.9	8.5	8.3	8.5	8.5	7.4	7.9	8.1	8.1	7.9	8.1	7.9	7.7
GAP %	7	7	9	7	4	7	4	9	5	6	11	7	3	7	7	6	7	14

Note: Gap scores include only those visitors who offered valid responses to both the importance and satisfaction questions. For calculation of the gap, ratings of 9-10 were used to define 'importance' and 'satisfaction'.

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Bay of Fundy and Annapolis Valley

TABLE O4h:

[DO NOT ASK IF D5=NO] On a scale of 1 to 10, where 1 is completely dissatisfied and 10 is completely satisfied, how satisfied were you with the following aspects of your trip to Nova Scotia?

The mix of traditional and contemporary

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
1 Completely dissatisfied	3	4	1	2	1	3	1	2	1	2	2	3	3	1	2	2	3	7
2	1	1	0	1	1	1	1	0	1	1	2	1	1	1	1	1	0	1
3	1	0	1	0	0	0	3	1	1	2	6	1	1	2	1	1	0	
4	1	1	0	1	2	1	1	1	1	1	2	1	2	2	0	1	2	3
5	7	6	8	7	11	7	10	5	8	8	7	6	15	9	8	7	8	4
6	8	7	8	9	9	8	7	2	8	7	9	7	8	10	9	9	7	5
7	11	11	15	12	8	11	6	9	11	9	19	11	6	12	16	12	10	7
8	14	11	19	17	16	14	16	23	17	17	15	13	20	16	12	15	13	16
9	9	8	8	11	12	10	8	8	11	9	4	10	15	8	8	12	7	8
10 Completely satisfied	19	16	24	18	28	19	22	26	21	22	9	19	11	19	19	17	20	21
Don't Know / Not applicable	26	33	17	23	13	27	25	23	20	22	26	29	19	22	24	23	29	27
TOTAL OVERNIGHT VISITORS (#)	684,822	316,375	24,953	168,535	68,691	578,554	21,714	13,964	41,560	77,238	29,030	475,603	30,359	178,860	28,860	305,821	329,094	21,047
UNWEIGHTED SAMPLE SIZE (#)	2,264	696	104	693	211	1,704	163	91	252	506	54	1,662	76	526	90	1,087	1,025	62
TOP 3 BOX (% 8,9,10)	42	36	51	46	56	42	45	57	48	49	28	42	46	43	39	44	41	45
MEAN	7.6	7.4	7.9	7.7	7.9	7.6	7.6	8.1	7.7	7.7	6.7	7.6	7.2	7.5	7.5	7.6	7.5	7.4
GAP %	5	4	8	4	4	5	7	6	7	7	5	4	11	6	2	6	4	9

Note: Gap scores include only those visitors who offered valid responses to both the importance and satisfaction questions. For calculation of the gap, ratings of 9-10 were used to define 'importance' and 'satisfaction'.

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Bay of Fundy and Annapolis Valley

TABLE O4i:
[DO NOT ASK IF D5=NO] On a scale of 1 to 10, where 1 is completely dissatisfied and 10 is completely satisfied, how satisfied were you with the following aspects of your trip to Nova Scotia?

The natural landscape and wildlife

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
1 Completely dissatisfied	1	2	0	1	0	1	1	0	0	0	0	1	0	0	0	1	1	8
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
3	0	1	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	
4	1	1	0	1	1	1	2	0	0	0	2	1	1	2	1	1	1	
5	3	4	1	2	3	3	1	1	3	2	0	3	6	2	2	2	4	
6	4	5	5	3	5	5	3	1	3	3	4	4	5	5	3	5	4	
7	8	9	2	7	6	8	7	6	4	5	6	8	3	7	11	7	8	
8	14	15	14	14	14	15	14	8	12	12	15	14	18	13	19	15	14	
9	16	12	18	19	15	15	11	19	21	18	26	15	21	18	14	20	12	
10 Completely satisfied	40	30	55	45	53	38	56	59	53	55	44	39	40	45	30	41	41	
Don't Know / Not applicable	13	20	5	9	3	14	5	5	3	4	4	14	6	9	17	9	15	
TOTAL OVERNIGHT VISITORS (#)	684,822	316,375	24,953	168,535	68,691	578,554	21,714	13,964	41,560	77,238	29,030	475,603	30,359	178,860	28,860	305,821	329,094	21,047
UNWEIGHTED SAMPLE SIZE (#)	2,264	696	104	693	211	1,704	163	91	252	506	54	1,662	76	526	90	1,087	1,025	62
TOP 3 BOX (% 8,9,10)	70	58	87	78	83	68	81	86	87	85	85	68	79	76	63	76	67	
MEAN	8.7	8.2	9.2	8.9	9.0	8.6	9.0	9.3	9.1	9.1	9.0	8.6	8.7	8.9	8.4	8.8	8.6	
GAP %	7	6	5	8	5	6	7	6	9	8	10	7	8	7	11	7	6	

Note: Gap scores include only those visitors who offered valid responses to both the importance and satisfaction questions. For calculation of the gap, ratings of 9-10 were used to define 'importance' and 'satisfaction'.

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Bay of Fundy and Annapolis Valley

TABLE O4j:
[DO NOT ASK IF D5=NO] On a scale of 1 to 10, where 1 is completely dissatisfied and 10 is completely satisfied, how satisfied were you with the following aspects of your trip to Nova Scotia?
Both city and country experiences within easy reach

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
1 Completely dissatisfied	2	2	2	2	1	2	1	2	1	1	2	2	0	1	2	1	2	6
2	0	0	0	0	0	0	2	1	1	1	4	0	2	1	3	1	0	0
3	1	1	0	1	1	1	2	0	2	1	0	1	1	0	1	1	1	1
4	1	0	0	1	1	1	2	0	1	1	2	1	0	1	0	1	1	0
5	5	4	4	5	4	5	11	5	4	6	7	5	12	4	1	4	6	7
6	6	6	4	6	8	6	10	6	12	10	2	6	10	7	5	7	6	7
7	9	9	7	10	8	9	6	10	10	9	19	9	13	10	7	12	7	9
8	18	17	18	19	18	18	16	19	15	16	24	17	24	19	24	20	16	8
9	13	12	18	12	18	13	8	15	12	11	13	12	14	15	16	14	13	8
10 Completely satisfied	27	26	41	28	33	28	28	30	23	26	17	28	16	29	24	24	31	30
Don't Know / Not applicable	17	22	8	16	8	18	16	14	18	16	11	19	10	13	20	16	18	24
TOTAL OVERNIGHT VISITORS (#)	684,822	316,375	24,953	168,535	68,691	578,554	21,714	13,964	41,560	77,238	29,030	475,603	30,359	178,860	28,860	305,821	329,094	21,047
UNWEIGHTED SAMPLE SIZE (#)	2,264	696	104	693	211	1,704	163	91	252	506	54	1,662	76	526	90	1,087	1,025	62
TOP 3 BOX (% 8,9,10)	58	56	76	59	69	59	51	63	51	53	54	57	53	63	63	57	59	46
MEAN	8.1	8.1	8.7	8.1	8.4	8.2	7.7	8.2	7.8	7.8	7.5	8.1	7.6	8.2	8.2	8.0	8.2	7.7
GAP %	6	5	11	7	4	6	1	2	10	6	9	6	10	5	7	7	5	3

Note: Gap scores include only those visitors who offered valid responses to both the importance and satisfaction questions. For calculation of the gap, ratings of 9-10 were used to define 'importance' and 'satisfaction'.

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Bay of Fundy and Annapolis Valley

TABLE O4k:

[DO NOT ASK IF D5=NO] On a scale of 1 to 10, where 1 is completely dissatisfied and 10 is completely satisfied, how satisfied were you with the following aspects of your trip to Nova Scotia?

The local Nova Scotian wine

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
1 Completely dissatisfied	9	11	8	6	7	9	12	10	8	10	11	10	13	7	8	8	9	21
2	2	2	2	2	2	2	2	2	2	2	2	3	3	2	1	3	2	4
3	3	2	5	3	4	3	3	2	3	3	4	2	6	4	3	3	2	0
4	2	2	0	1	3	2	1	6	3	3	6	2	5	2	3	2	3	3
5	6	5	6	7	8	6	7	7	6	6	9	5	12	8	6	6	6	6
6	5	3	9	6	6	5	6	3	5	5	7	4	8	7	5	6	4	2
7	5	5	4	6	5	5	2	6	5	4	9	5	3	6	6	6	5	4
8	7	6	7	8	6	7	9	6	8	8	9	6	7	8	8	6	8	4
9	4	4	5	5	4	4	1	2	4	3	2	4	5	4	7	4	4	4
10 Completely satisfied	10	10	13	10	15	11	10	10	8	9	4	10	2	12	11	9	12	5
Don't Know / Not applicable	47	51	40	45	40	47	47	48	48	48	37	50	36	41	40	48	47	46
TOTAL OVERNIGHT VISITORS (#)	684,822	316,375	24,953	168,535	68,691	578,554	21,714	13,964	41,560	77,238	29,030	475,603	30,359	178,860	28,860	305,821	329,094	21,047
UNWEIGHTED SAMPLE SIZE (#)	2,264	696	104	693	211	1,704	163	91	252	506	54	1,662	76	526	90	1,087	1,025	62
TOP 3 BOX (% 8,9,10)	21	19	25	23	25	21	20	17	21	20	15	20	15	24	27	18	23	13
MEAN	6.0	5.7	6.3	6.4	6.3	6.0	5.6	5.6	6.0	5.8	5.3	5.9	4.9	6.3	6.4	5.8	6.2	4.3
GAP %	2	2	4	2	1	2	4	0	1	2	0	2	3	2	5	1	3	0

Note: Gap scores include only those visitors who offered valid responses to both the importance and satisfaction questions. For calculation of the gap, ratings of 9-10 were used to define 'importance' and 'satisfaction'.

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Bay of Fundy and Annapolis Valley

TABLE O4I:
[DO NOT ASK IF D5=NO] On a scale of 1 to 10, where 1 is completely dissatisfied and 10 is completely satisfied, how satisfied were you with the following aspects of your trip to Nova Scotia?

The seacoast

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
1 Completely dissatisfied	1	2	0	0	0	1	0	0	0	0	0	2	0	0	2	0	2	8
2	0	1	0	0	0	0	0	0	0	0	0	0	3	0	0	1	0	0
3	0	0	0	0	1	0	1	0	1	0	2	0	1	1	0	0	0	0
4	1	1	0	0	0	1	1	0	0	0	2	1	0	0	1	0	0	0
5	2	3	0	2	1	2	3	2	1	2	4	2	0	3	5	2	3	1
6	2	3	2	2	1	2	2	0	2	2	2	3	6	1	2	3	2	7
7	6	8	3	4	6	6	6	4	4	5	4	6	6	5	10	6	5	3
8	12	12	7	12	11	12	11	9	7	9	13	12	11	12	14	12	12	6
9	14	13	14	16	15	14	15	13	19	17	20	14	15	16	18	16	13	5
10 Completely satisfied	46	32	70	55	63	44	58	65	61	61	46	42	55	55	32	48	46	43
Don't Know / Not applicable	15	25	5	8	1	16	5	7	3	4	7	18	4	8	17	11	17	27
TOTAL OVERNIGHT VISITORS (#)	684,822	316,375	24,953	168,535	68,691	578,554	21,714	13,964	41,560	77,238	29,030	475,603	30,359	178,860	28,860	305,821	329,094	21,047
UNWEIGHTED SAMPLE SIZE (#)	2,264	696	104	693	211	1,704	163	91	252	506	54	1,662	76	526	90	1,087	1,025	62
TOP 3 BOX (% 8,9,10)	72	57	91	83	90	70	84	87	87	86	80	68	81	82	64	75	71	54
MEAN	8.9	8.4	9.6	9.2	9.3	8.8	9.2	9.4	9.3	9.3	8.8	8.8	8.9	9.1	8.5	8.9	8.9	8.2
GAP %	5	5	4	6	3	5	6	7	6	6	0	6	9	4	1	7	4	0

Note: Gap scores include only those visitors who offered valid responses to both the importance and satisfaction questions. For calculation of the gap, ratings of 9-10 were used to define 'importance' and 'satisfaction'.

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Bay of Fundy and Annapolis Valley

TABLE O4m:

[DO NOT ASK IF D5=NO] On a scale of 1 to 10, where 1 is completely dissatisfied and 10 is completely satisfied, how satisfied were you with the following aspects of your trip to Nova Scotia?

The opportunity to rejuvenate

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
1 Completely dissatisfied	2	3	1	2	2	2	2	0	4	3	2	2	4	2	1	1	3	9
2	1	1	0	1	1	1	0	0	0	0	2	1	0	0	2	1	1	1
3	1	1	0	1	0	1	1	0	3	2	2	1	4	1	3	1	1	2
4	1	1	1	1	3	1	1	1	2	1	2	1	2	1	2	1	1	1
5	5	3	5	4	9	4	11	3	6	7	9	4	7	6	8	5	4	4
6	5	4	9	5	7	5	3	2	7	5	6	4	14	5	5	6	4	5
7	8	8	5	7	11	8	7	8	7	7	7	8	3	8	15	9	7	5
8	16	17	14	17	12	16	10	13	13	12	13	16	20	15	14	17	15	13
9	13	12	10	14	11	13	13	19	14	15	6	13	8	12	13	15	11	1
10 Completely satisfied	31	30	40	34	28	31	38	39	32	35	22	32	15	32	23	29	34	31
Don't Know / Not applicable	18	20	17	14	17	18	15	16	13	14	30	18	24	17	14	17	18	29
TOTAL OVERNIGHT VISITORS (#)	684,822	316,375	24,953	168,535	68,691	578,554	21,714	13,964	41,560	77,238	29,030	475,603	30,359	178,860	28,860	305,821	329,094	21,047
UNWEIGHTED SAMPLE SIZE (#)	2,264	696	104	693	211	1,704	163	91	252	506	54	1,662	76	526	90	1,087	1,025	62
TOP 3 BOX (% 8,9,10)	60	59	63	66	51	60	61	70	59	62	41	61	43	59	50	61	61	44
MEAN	8.2	8.2	8.5	8.3	7.9	8.2	8.3	8.8	7.9	8.2	7.5	8.2	7.1	8.1	7.6	8.2	8.2	7.4
GAP %	7	7	5	7	6	7	4	7	4	5	5	7	6	6	3	8	5	11

Note: Gap scores include only those visitors who offered valid responses to both the importance and satisfaction questions. For calculation of the gap, ratings of 9-10 were used to define 'importance' and 'satisfaction'.

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Bay of Fundy and Annapolis Valley

TABLE O4n:

[DO NOT ASK IF D5=NO] On a scale of 1 to 10, where 1 is completely dissatisfied and 10 is completely satisfied, how satisfied were you with the following aspects of your trip to Nova Scotia?

The local Nova Scotian food

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
1 Completely dissatisfied	2	3	0	1	1	2	3	2	2	2	4	2	1	1	2	2	2	5
2	1	1	1	0	0	1	2	0	1	1	4	1	0	1	0	1	1	0
3	1	1	0	0	1	1	4	4	1	3	0	1	0	1	0	1	1	0
4	1	1	0	1	2	1	3	0	1	1	4	2	1	1	4	2	1	0
5	4	4	9	4	3	4	5	4	5	5	2	4	8	3	4	5	4	6
6	5	4	8	5	6	5	7	6	9	8	7	5	11	4	2	6	5	2
7	9	10	10	7	7	9	6	8	9	8	19	9	12	10	10	11	8	7
8	18	19	15	17	19	18	18	17	12	15	31	17	24	19	17	21	16	10
9	14	11	12	18	16	14	8	11	17	14	9	13	12	15	22	16	11	13
10 Completely satisfied	30	24	33	36	41	30	31	37	31	32	13	28	24	34	24	25	34	30
Don't Know / Not applicable	15	21	12	11	4	16	11	9	12	11	7	17	7	10	16	12	16	26
TOTAL OVERNIGHT VISITORS (#)	684,822	316,375	24,953	168,535	68,691	578,554	21,714	13,964	41,560	77,238	29,030	475,603	30,359	178,860	28,860	305,821	329,094	21,047
UNWEIGHTED SAMPLE SIZE (#)	2,264	696	104	693	211	1,704	163	91	252	506	54	1,662	76	526	90	1,087	1,025	62
TOP 3 BOX (% 8,9,10)	61	54	60	70	77	62	58	66	60	61	54	59	60	68	62	61	62	54
MEAN	8.1	7.9	8.2	8.5	8.5	8.2	7.7	8.2	8.1	8.0	7.3	8.1	7.9	8.3	8.2	8.0	8.2	8.2
GAP %	17	19	13	16	15	17	12	13	13	13	16	17	22	15	10	18	16	11

Note: Gap scores include only those visitors who offered valid responses to both the importance and satisfaction questions. For calculation of the gap, ratings of 9-10 were used to define 'importance' and 'satisfaction'.

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Bay of Fundy and Annapolis Valley

TABLE O4:

[DO NOT ASK IF D5=NO] On a scale of 1 to 10, where 1 is completely dissatisfied and 10 is completely satisfied, how satisfied were you with the following aspects of your trip to Nova Scotia?

MEAN SCORE (excluding 'don't know' responses)

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
Value for money	7.5	7.7	7.4	7.7	7.6	7.7	6.5	7.2	6.8	6.8	6.6	7.7	6.8	7.3	7.3	7.5	7.6	7.6
Weather	7.9	8.1	7.7	7.8	7.7	7.9	8.1	8.0	7.9	8.0	7.8	8.0	7.7	7.7	7.5	8.1	7.9	7.2
Your interests and hobbies	8.0	8.1	8.5	7.9	7.8	8.0	8.0	8.4	7.9	8.0	7.4	8.1	7.3	7.9	7.9	8.1	8.0	7.4
The opportunity to visit friends and family	8.9	9.1	8.4	9.0	8.9	9.0	7.8	7.1	7.2	7.4	8.5	8.9	6.8	9.0	7.8	7.6	9.8	7.9
The chance to do interesting activities	8.1	8.1	8.2	8.1	8.2	8.1	8.0	8.6	8.3	8.3	7.4	8.2	7.6	8.0	8.1	8.2	8.0	7.8
The culture and people	8.4	8.1	8.8	8.5	8.6	8.3	8.8	8.9	8.6	8.7	7.9	8.3	8.2	8.5	8.4	8.4	8.4	8.1
The heritage and history	8.0	7.5	8.4	8.2	8.4	7.9	8.5	8.3	8.5	8.5	7.4	7.9	8.1	8.1	7.9	8.1	7.9	7.7
The mix of traditional and contemporary	7.6	7.4	7.9	7.7	7.9	7.6	7.6	8.1	7.7	7.7	6.7	7.6	7.2	7.5	7.5	7.6	7.5	7.4
The natural landscape and wildlife	8.7	8.2	9.2	8.9	9.0	8.6	9.0	9.3	9.1	9.1	9.0	8.6	8.7	8.9	8.4	8.8	8.6	8.0
Both city and country experiences within easy reach	8.1	8.1	8.7	8.1	8.4	8.2	7.7	8.2	7.8	7.8	7.5	8.1	7.6	8.2	8.2	8.0	8.2	7.7
The local Nova Scotian wine	6.0	5.7	6.3	6.4	6.3	6.0	5.6	5.6	6.0	5.8	5.3	5.9	4.9	6.3	6.4	5.8	6.2	4.3
The seacoast	8.9	8.4	9.6	9.2	9.3	8.8	9.2	9.4	9.3	9.3	8.8	8.8	8.9	9.1	8.5	8.9	8.9	8.2
The opportunity to rejuvenate	8.2	8.2	8.5	8.3	7.9	8.2	8.3	8.8	7.9	8.2	7.5	8.2	7.1	8.1	7.6	8.2	8.2	7.4
The local Nova Scotian food	8.1	7.9	8.2	8.5	8.5	8.2	7.7	8.2	8.1	8.0	7.3	8.1	7.9	8.3	8.2	8.0	8.2	8.2
TOTAL OVERNIGHT VISITORS (#)	684,822	316,375	24,953	168,535	68,691	578,554	21,714	13,964	41,560	77,238	29,030	475,603	30,359	178,860	28,860	305,821	329,094	21,047
UNWEIGHTED SAMPLE SIZE (#)	2,264	696	104	693	211	1,704	163	91	252	506	54	1,662	76	526	90	1,087	1,025	62

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Bay of Fundy and Annapolis Valley

TABLE O4:

[DO NOT ASK IF D5=NO] On a scale of 1 to 10, where 1 is completely dissatisfied and 10 is completely satisfied, how satisfied were you with the following aspects of your trip to Nova Scotia?

TOP 3 BOX (% rating 8, 9 or 10, including 'don't know' responses)

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
Value for money	52	54	51	54	55	54	34	49	41	41	37	54	42	48	41	54	51	61
Weather	61	62	58	60	59	61	66	67	58	62	57	62	59	58	51	63	60	60
Your interests and hobbies	56	56	66	55	56	56	57	67	60	60	50	58	51	54	49	61	54	47
The opportunity to visit friends and family	69	76	62	73	65	73	47	42	31	38	61	70	42	71	49	42	96	54
The chance to do interesting activities	61	58	64	62	67	60	61	74	71	69	48	61	59	60	57	65	58	55
The culture and people	64	54	80	70	75	62	76	79	75	76	59	61	63	72	67	65	62	53
The heritage and history	53	40	66	62	70	51	68	69	71	70	48	50	64	60	52	58	50	46
The mix of traditional and contemporary	42	36	51	46	56	42	45	57	48	49	28	42	46	43	39	44	41	45
The natural landscape and wildlife	70	58	87	78	83	68	81	86	87	85	85	68	79	76	63	76	67	60
Both city and country experiences within easy reach	58	56	76	59	69	59	51	63	51	53	54	57	53	63	63	57	59	46
The local Nova Scotian wine	21	19	25	23	25	21	20	17	21	20	15	20	15	24	27	18	23	13
The seacoast	72	57	91	83	90	70	84	87	87	86	80	68	81	82	64	75	71	54
The opportunity to rejuvenate	60	59	63	66	51	60	61	70	59	62	41	61	43	59	50	61	61	44
The local Nova Scotian food	61	54	60	70	77	62	58	66	60	61	54	59	60	68	62	61	62	54
TOTAL OVERNIGHT VISITORS (#)	684,822	316,375	24,953	168,535	68,691	578,554	21,714	13,964	41,560	77,238	29,030	475,603	30,359	178,860	28,860	305,821	329,094	21,047
UNWEIGHTED SAMPLE SIZE (#)	2,264	696	104	693	211	1,704	163	91	252	506	54	1,662	76	526	90	1,087	1,025	62

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Bay of Fundy and Annapolis Valley

TABLE O5:

Overall, would you say that your experience on this trip . . .

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
Failed to meet your expectations about Nova Scotia as a destination?	1	0	1	1	1	1	1	1	3	2	2	0	7	1	0	2	0	0
Met your expectations about Nova Scotia as a destination?	64	73	58	57	52	66	62	46	47	51	61	67	55	57	74	59	65	72
Exceeded your expectations about Nova Scotia as a destination?	35	27	41	42	46	34	37	53	50	47	37	33	38	41	25	39	35	28
TOTAL OVERNIGHT VISITORS (#)	770,744	384,406	26,445	176,292	71,309	658,452	22,839	14,660	44,151	81,649	30,643	545,524	31,401	193,819	98,770	305,821	329,094	37,058
UNWEIGHTED SAMPLE SIZE (#)	2,487	852	110	716	218	1,896	172	95	267	534	57	1,838	78	571	272	1,087	1,025	103

TABLE T9:

Did you or anyone in your party visit a Visitor Information Centre or Tourist Bureau to get information about Nova Scotia....

% YES

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
When you first entered Nova Scotia?	22	9	37	28	28	18	48	31	46	44	28	21	63	19	8	39	11	13
While travelling throughout the province?	24	7	25	28	45	19	38	44	46	44	58	17	56	32	9	41	13	12
At any point during your trip to NS (T9a and/or T9b)?	34	14	44	41	52	28	60	55	63	61	61	28	78	39	15	56	21	20
TOTAL TRAVEL PARTIES (#)	385646	173074	13154	93057	43600	322884	10307	7929	24098	42334	20428	243128	13305	129213	49566	151167	167528	17385
UNWEIGHTED SAMPLE SIZE (#)	2487	852	110	716	218	1896	172	95	267	534	57	1838	78	571	272	1087	1025	103

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Bay of Fundy and Annapolis Valley

TABLE T9ct:

[IF VISITED VICs WHILE TRAVELLING THROUGHOUT THE PROVINCE] Number of times visited VICs while travelling throughout the province?

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
1	29	61	10	33	25	34	16	26	18	19	15	33	19	26	49	21	45	46
2	25	25	47	26	18	24	28	28	29	28	24	28	24	23	36	23	28	23
3	15	8	13	15	20	15	20	27	11	16	15	14	19	16	7	17	12	20
4	12	6	12	10	13	11	15	9	20	17	9	11	17	12	8	13	8	11
5 or more visits	19	0	18	15	24	15	21	11	21	19	36	14	21	24	0	25	7	0
TOTAL TRAVEL PARTIES (#)	91,437	11,454	3,297	26,481	19,792	61,024	3,884	3,503	11,199	18,586	11,827	42,199	7,506	41,732	4,568	62,486	22,297	2,086
UNWEIGHTED SAMPLE SIZE (#)	663	51	32	219	98	400	62	41	127	230	33	428	47	188	26	476	151	10
MEAN # OF VISITS	3.0	1.6	3.1	2.7	3.3	2.7	3.1	3.1	3.3	3.2	4.6	2.6	3.1	3.5	1.7	3.5	2.1	2.0

Note: Due to the small sample sizes associated with certain subgroups shown in this table, caution should be exercised when interpreting the results for these subgroups.

TABLE T11:

When travelling in Nova Scotia, what language do you most prefer to be served in?

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
English	95	95	55	99	99	95	100	99	100	100	91	95	93	97	94	94	97	95
French	4	4	43	1	1	4	0	0	0	0	2	4	7	2	6	5	2	5
German	0	0	0	0	0	0	0	0	0	0	5	0	0	1	0	1	0	0
English and/or French	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0
TOTAL OVERNIGHT VISITORS (#)	770,744	384,406	26,445	176,292	71,309	658,452	22,839	14,660	44,151	81,649	30,643	545,524	31,401	193,819	98,770	305,821	329,094	37,058
UNWEIGHTED SAMPLE SIZE (#)	2,487	852	110	716	218	1,896	172	95	267	534	57	1,838	78	571	272	1,087	1,025	103

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Bay of Fundy and Annapolis Valley

TABLE T12:

Apart from this trip, have you visited Nova Scotia before?

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
Yes	83	98	67	81	64	88	72	50	37	49	67	88	55	74	91	69	94	93
No	17	2	33	19	36	12	28	50	63	51	33	12	45	26	9	31	6	7
TOTAL OVERNIGHT VISITORS (#)	770,744	384,406	26,445	176,292	71,309	658,452	22,839	14,660	44,151	81,649	30,643	545,524	31,401	193,819	98,770	305,821	329,094	37,058
UNWEIGHTED SAMPLE SIZE (#)	2,487	852	110	716	218	1,896	172	95	267	534	57	1,838	78	571	272	1,087	1,025	103

TABLE T13:

[IF YES IN T12] In what year was your most recent visit?

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
2005 or earlier	14	5	21	22	32	12	29	22	33	29	26	11	44	18	10	26	8	3
2006	3	2	4	3	5	2	8	0	7	6	5	2	1	4	2	3	2	3
2007	3	1	4	5	10	3	3	8	2	4	13	2	8	6	2	4	3	1
2008	7	5	23	9	10	7	8	8	9	8	8	7	1	9	7	7	8	4
2009	33	33	16	37	22	33	29	39	29	31	32	33	24	34	31	29	36	30
2010	41	53	32	25	21	43	22	23	20	21	16	45	22	29	48	31	43	59
TOTAL OVERNIGHT VISITORS (#)	642,633	375,237	17,681	143,351	45,644	581,914	16,456	7,306	16,528	40,290	20,428	482,682	17,254	142,696	89,390	209,555	309,334	34,354
UNWEIGHTED SAMPLE SIZE (#)	1,934	833	74	583	135	1,625	122	48	101	271	38	1,493	37	404	239	650	951	94

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Bay of Fundy and Annapolis Valley

TABLE V2:

Into which of the following categories does your age fall?

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
18 to 19	1	1	1	1	0	1	1	0	0	0	0	1	0	1	1	0	1	1
20 to 24	5	6	4	4	3	5	3	1	0	1	2	5	2	4	2	3	8	1
25 to 34	16	21	18	12	13	17	7	9	2	5	14	18	2	13	18	14	16	20
35 to 44	17	19	10	17	14	17	13	13	12	12	21	18	7	17	25	17	15	22
45 to 54	26	25	37	28	23	26	25	24	21	23	21	25	15	28	34	25	24	28
55 to 64	25	21	18	27	31	24	29	27	30	29	37	23	42	28	15	28	26	20
65 to 74	10	6	11	9	13	8	21	22	30	26	5	10	25	7	4	12	10	6
75 and over	1	1	1	2	1	1	2	3	4	3	0	1	6	2	1	2	1	0
Prefer not to answer	1	0	0	0	1	0	0	1	1	1	0	0	2	1	1	0	0	3
TOTAL OVERNIGHT VISITORS (#)	770,744	384,406	26,445	176,292	71,309	658,452	22,839	14,660	44,151	81,649	30,643	545,524	31,401	193,819	98,770	305,821	329,094	37,058
UNWEIGHTED SAMPLE SIZE (#)	2,487	852	110	716	218	1,896	172	95	267	534	57	1,838	78	571	272	1,087	1,025	103

TABLE V4:

Please indicate which of the following best describes the highest level of education attained within your household.

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
High school incomplete	1	1	3	2	1	1	1	1	0	0	0	1	4	1	1	1	2	0
High school complete	8	9	12	8	8	9	7	3	5	5	7	9	7	7	6	7	9	14
Some technical school/college	7	6	8	7	7	6	7	11	8	9	4	7	9	5	6	8	5	7
Technical school/college complete	22	26	17	20	25	24	8	4	9	8	12	23	23	18	20	20	24	24
Some university	9	11	11	8	9	10	6	4	4	4	4	10	11	7	11	8	10	7
University complete	50	44	47	53	46	47	69	77	73	73	68	48	42	58	54	53	48	38
Prefer not to answer	3	3	2	2	3	3	1	0	1	1	5	2	3	3	1	3	2	11
TOTAL OVERNIGHT VISITORS (#)	770,744	384,406	26,445	176,292	71,309	658,452	22,839	14,660	44,151	81,649	30,643	545,524	31,401	193,819	98,770	305,821	329,094	37,058
UNWEIGHTED SAMPLE SIZE (#)	2,487	852	110	716	218	1,896	172	95	267	534	57	1,838	78	571	272	1,087	1,025	103

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Bay of Fundy and Annapolis Valley

TABLE V5/V6:

Is your total annual household income (before taxes)...

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
\$40,000 or less	17	21	22	14	12	18	13	15	10	12	14	19	21	12	9	15	21	22
\$40,001 to \$80,000	38	41	46	35	39	39	32	28	29	29	42	40	45	33	32	39	39	44
Greater than \$80,000	44	38	31	52	49	43	55	57	62	59	44	41	34	54	59	46	40	34
TOTAL OVERNIGHT VISITORS (#)	770,744	384,406	26,445	176,292	71,309	658,452	22,839	14,660	44,151	81,649	30,643	545,524	31,401	193,819	98,770	305,821	329,094	37,058
UNWEIGHTED SAMPLE SIZE (#)	2,487	852	110	716	218	1,896	172	95	267	534	57	1,838	78	571	272	1,087	1,025	103