

# NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

## 2010 Visitor Exit Survey - Tourism Region Tables - Cape Breton Island

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	29	100	0	0	0	39	0	0	0	0	0	44	13	3	51	22	38	51
Quebec	6	0	100	0	0	7	0	0	0	0	0	6	11	3	5	7	2	2
Ontario	28	0	0	100	0	37	0	0	0	0	0	29	31	24	19	27	30	31
Western Canada	13	0	0	0	100	17	0	0	0	0	0	5	19	27	9	14	11	12
All Canada	75	100	100	100	100	100	0	0	0	0	0	84	73	57	84	70	81	96
New England	5	0	0	0	0	0	100	0	0	28	0	6	3	2	1	6	4	3
Mid-Atlantic	3	0	0	0	0	0	0	100	0	15	0	3	3	3	0	4	1	0
Other US	10	0	0	0	0	0	0	0	100	57	0	5	18	16	9	12	5	1
All US	17	0	0	0	0	0	100	100	100	100	0	14	24	21	10	22	9	4
Overseas	8	0	0	0	0	0	0	0	0	0	100	2	2	22	5	8	10	0
TOTAL TRAVEL PARTIES (#)	200,171	57,864	11,157	55,407	25,221	149,649	9,689	5,109	19,596	34,394	16,128	122,611	16,120	61,440	13,241	123,628	59,398	3,903
UNWEIGHTED SAMPLE SIZE (#)	1,476	257	106	481	131	975	165	69	222	456	45	1,098	93	285	75	992	388	21

# NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

## 2010 Visitor Exit Survey - Tourism Region Tables - Cape Breton Island

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	1	2	0	1	1	1	0	0	1	0	2	1	0	2	4	0	3	0
Feb	1	2	0	0	3	1	0	0	0	0	0	1	0	2	6	0	1	13
Mar	2	4	0	1	0	2	1	0	1	1	2	2	0	1	6	1	2	5
Apr	1	1	0	1	0	1	2	0	2	2	2	1	0	2	4	0	2	0
May	3	4	1	3	2	3	3	0	4	3	0	3	0	4	14	1	3	9
Jun	10	6	8	11	12	9	14	14	8	11	13	8	7	12	18	9	8	17
Jul	17	9	28	18	19	15	21	27	18	20	29	14	22	23	8	20	14	7
Aug	29	30	36	31	19	29	24	30	30	28	24	31	34	22	7	32	28	7
Sep	20	23	16	21	22	22	16	16	18	17	18	20	29	19	7	21	22	13
Oct	11	12	2	8	16	11	16	11	16	15	7	13	5	9	11	13	8	18
Nov	4	8	2	2	3	5	3	1	1	2	0	5	2	1	8	1	8	5
Dec	1	0	6	1	4	1	0	0	0	0	2	1	1	2	8	1	1	6
TOTAL TRAVEL PARTIES (#)	200,171	57,864	11,157	55,407	25,221	149,649	9,689	5,109	19,596	34,394	16,128	122,611	16,120	61,440	13,241	123,628	59,398	3,903
UNWEIGHTED SAMPLE SIZE (#)	1,476	257	106	481	131	975	165	69	222	456	45	1,098	93	285	75	992	388	21

# NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

## 2010 Visitor Exit Survey - Tourism Region Tables - Cape Breton Island

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	5	14	2	2	0	6	2	2	2	2	0	8	0	1	16	4	4	16
2	9	22	9	5	2	11	9	6	5	6	0	15	0	1	18	9	8	0
3	11	17	18	10	1	12	12	18	7	10	0	14	12	4	20	11	7	10
4	10	11	14	12	5	10	12	12	12	12	0	11	9	7	9	10	10	6
5	10	13	11	11	7	11	11	12	6	9	2	10	16	8	6	10	10	15
6	9	3	11	12	12	8	10	8	12	11	4	7	11	11	11	9	7	7
7	10	7	8	8	12	9	15	17	14	15	18	9	12	13	5	11	11	5
8	7	2	5	9	12	7	5	7	12	10	4	6	10	9	4	7	7	2
9	4	1	4	5	2	3	8	0	6	6	7	3	3	4	1	5	2	0
10	5	1	6	7	11	5	3	5	7	6	4	4	4	9	2	6	6	0
11 or more	20	8	12	19	37	17	15	12	17	16	60	14	24	33	7	17	28	39
TOTAL TRAVEL PARTIES (#)	200,171	57,864	11,157	55,407	25,221	149,649	9,689	5,109	19,596	34,394	16,128	122,611	16,120	61,440	13,241	123,628	59,398	3,903
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1,476</b>	<b>257</b>	<b>106</b>	<b>481</b>	<b>131</b>	<b>975</b>	<b>165</b>	<b>69</b>	<b>222</b>	<b>456</b>	<b>45</b>	<b>1,098</b>	<b>93</b>	<b>285</b>	<b>75</b>	<b>992</b>	<b>388</b>	<b>21</b>
MEAN # OF NIGHTS	8.2	5.0	6.5	8.1	10.9	7.3	8.6	6.7	7.9	7.9	17.7	6.4	8.7	11.7	4.6	8.1	9.2	9.8

# NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

## 2010 Visitor Exit Survey - Tourism Region Tables - Cape Breton Island

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
Vacation or holiday	56	38	79	58	67	53	67	84	71	72	51	55	87	52	0	91	0	0
Visit friends or relatives, including weddings, or reunions	29	38	13	32	25	32	23	8	15	16	36	31	8	32	0	0	99	0
Business, including meetings, sales, purchasing, etc.	4	9	6	2	0	5	1	0	5	3	0	5	0	4	63	0	0	0
Other leisure travel	4	4	0	2	1	2	7	7	7	7	9	3	5	5	0	6	0	0
Conference, convention or trade show	2	1	0	1	5	2	0	0	1	1	2	1	0	3	25	0	0	0
Other travel	1	2	1	1	2	2	1	0	0	0	0	1	0	2	0	0	1	52
Personal business (medical appointments, to settle a will/estate, etc.)	1	2	0	1	1	1	0	0	0	0	0	1	0	1	0	0	0	48
Other business travel	1	1	0	1	0	1	0	0	0	0	2	1	0	2	12	0	0	0
Conference, convention, or trade show (personal interest, hobbies, etc.)	1	1	1	1	0	1	1	0	1	1	0	1	0	0	0	1	0	0
Shopping	1	2	0	0	0	1	0	0	0	0	0	1	0	0	0	1	0	0
Sporting event/tournament	0	1	1	0	0	0	0	1	0	0	0	1	0	0	0	1	0	0
Music/Entertainment event	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
<b>TOTAL TRAVEL PARTIES (#)</b>	<b>200,171</b>	<b>57,864</b>	<b>11,157</b>	<b>55,407</b>	<b>25,221</b>	<b>149,649</b>	<b>9,689</b>	<b>5,109</b>	<b>19,596</b>	<b>34,394</b>	<b>16,128</b>	<b>122,611</b>	<b>16,120</b>	<b>61,440</b>	<b>13,241</b>	<b>123,628</b>	<b>59,398</b>	<b>3,903</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1,476</b>	<b>257</b>	<b>106</b>	<b>481</b>	<b>131</b>	<b>975</b>	<b>165</b>	<b>69</b>	<b>222</b>	<b>456</b>	<b>45</b>	<b>1,098</b>	<b>93</b>	<b>285</b>	<b>75</b>	<b>992</b>	<b>388</b>	<b>21</b>

# NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

## 2010 Visitor Exit Survey - Tourism Region Tables - Cape Breton Island

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
Pleasure	62	46	80	61	68	58	75	92	79	80	60	60	92	57	0	100	0	0
Visiting Friends and Relatives	30	39	13	32	26	32	23	8	15	16	36	31	8	32	0	0	100	0
Business	7	12	6	4	5	7	1	0	6	4	4	7	0	8	100	0	0	0
Other	2	3	1	2	2	3	1	0	0	0	0	2	0	2	0	0	0	100
TOTAL TRAVEL PARTIES (#)	200,171	57,864	11,157	55,407	25,221	149,649	9,689	5,109	19,596	34,394	16,128	122,611	16,120	61,440	13,241	123,628	59,398	3,903
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1,476</b>	<b>257</b>	<b>106</b>	<b>481</b>	<b>131</b>	<b>975</b>	<b>165</b>	<b>69</b>	<b>222</b>	<b>456</b>	<b>45</b>	<b>1,098</b>	<b>93</b>	<b>285</b>	<b>75</b>	<b>992</b>	<b>388</b>	<b>21</b>

# NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

## 2010 Visitor Exit Survey - Tourism Region Tables - Cape Breton Island

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	29	9	13	31	51	26	9	15	29	21	70	22	33	40	0	29	0	0
To visit a specific area or location of Nova Scotia	18	30	23	20	3	20	29	22	9	16	4	23	15	7	0	18	0	0
Opportunity to visit friends/relatives	11	24	8	11	9	14	5	2	1	2	7	14	3	9	0	11	0	0
Scenery	10	9	13	9	5	9	14	17	20	18	4	10	9	11	0	10	0	0
Never been to Nova Scotia before	9	4	11	9	13	8	11	14	19	16	0	8	12	11	0	9	0	0
Experience Nova Scotia's culture and heritage	6	1	6	8	9	6	7	12	7	8	4	5	8	7	0	6	0	0
My interests and hobbies	3	3	6	1	5	3	5	4	2	3	4	2	6	3	0	3	0	0
Attend festival or public event	3	4	3	2	1	2	7	1	4	4	4	3	3	3	0	3	0	0
To do a specific activity	2	5	1	2	1	3	3	1	2	2	0	3	0	2	0	2	0	0
Visit a specific attraction or museum	2	4	9	2	0	3	1	1	1	1	0	3	3	1	0	2	0	0
Recommended by others	2	4	0	1	2	2	2	4	1	2	4	2	0	2	0	2	0	0
To research family history	0	0	0	1	0	0	1	0	1	1	0	0	1	1	0	0	0	0
Other	3	0	8	5	1	3	5	5	3	4	0	3	6	1	0	3	0	0
None of the above	1	3	0	0	0	1	0	0	1	0	0	1	0	0	0	1	0	0
No answer	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
TOTAL TRAVEL PARTIES (#)	120,647	25,100	8,760	33,202	17,099	84,161	6,985	4,626	15,199	26,810	9,677	70,841	14,887	34,919	0	120,647	0	0
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>965</b>	<b>106</b>	<b>85</b>	<b>295</b>	<b>93</b>	<b>579</b>	<b>119</b>	<b>61</b>	<b>179</b>	<b>359</b>	<b>27</b>	<b>711</b>	<b>87</b>	<b>167</b>	<b>0</b>	<b>965</b>	<b>0</b>	<b>0</b>

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 - Cape Breton Island

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	47	37	57	44	52	44	53	54	56	55	58	44	72	46	16	53	42	26
As a family with children	17	26	12	19	12	20	10	12	8	9	7	20	10	12	4	16	22	12
Alone (party of one)	13	17	15	12	4	13	13	10	13	13	18	13	3	17	61	5	18	28
As a family (adults only)	10	7	6	10	13	9	12	10	11	11	11	9	4	12	8	9	10	8
With friend(s)	5	5	7	7	7	6	8	7	3	5	0	6	2	5	1	6	4	11
As two or more couples	4	2	2	3	6	3	3	7	6	5	2	3	4	4	1	4	2	10
As a family with grandparents	1	1	1	2	3	2	1	0	0	1	0	1	1	2	0	1	2	0
With an organized group/tour	1	1	0	1	0	1	0	0	2	1	2	0	1	2	2	1	0	0
As two or more families with children	1	0	0	2	2	1	0	0	1	0	0	1	3	1	0	1	0	0
Business associate/Colleague	0	1	0	0	0	0	0	0	0	0	2	0	0	1	7	0	0	0
Grandparents with grandchildren	0	0	0	1	1	1	0	0	1	0	0	1	0	0	0	0	1	0
Other	1	2	2	0	0	1	0	0	1	0	0	1	0	0	0	1	1	5
TOTAL TRAVEL PARTIES (#)	200,171	57,864	11,157	55,407	25,221	149,649	9,689	5,109	19,596	34,394	16,128	122,611	16,120	61,440	13,241	123,628	59,398	3,903
UNWEIGHTED SAMPLE SIZE (#)	1,476	257	106	481	131	975	165	69	222	456	45	1,098	93	285	75	992	388	21

# NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

## 2010 Visitor Exit Survey - Tourism Region Tables - Cape Breton Island

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	14	22	8	18	7	17	9	7	5	7	7	17	14	9	2	14	18	9
Aged 15 to 19	8	12	8	8	5	9	6	1	3	4	0	10	3	4	2	8	7	9
Aged 20 to 24	5	6	10	5	5	6	3	1	1	1	0	6	3	2	2	4	6	12
Aged 25 to 34	18	24	20	17	15	19	11	16	4	8	22	20	4	17	20	16	20	32
Aged 35 to 44	21	27	12	24	13	22	14	13	14	14	27	22	10	24	26	20	21	36
Aged 45 to 54	33	32	38	35	38	35	25	28	26	26	31	33	27	34	36	34	31	38
Aged 55 to 64	37	30	45	35	47	36	48	44	42	44	36	36	53	36	23	41	34	24
Aged 65 to 74	17	10	11	16	18	14	30	35	41	37	11	17	28	16	9	20	13	16
Aged 75 and over	4	2	2	6	4	4	12	6	9	9	2	4	7	4	2	5	4	0
TOTAL TRAVEL PARTIES (#)	200,171	57,864	11,157	55,407	25,221	149,649	9,689	5,109	19,596	34,394	16,128	122,611	16,120	61,440	13,241	123,628	59,398	3,903
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1,476</b>	<b>257</b>	<b>106</b>	<b>481</b>	<b>131</b>	<b>975</b>	<b>165</b>	<b>69</b>	<b>222</b>	<b>456</b>	<b>45</b>	<b>1,098</b>	<b>93</b>	<b>285</b>	<b>75</b>	<b>992</b>	<b>388</b>	<b>21</b>

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 - Cape Breton Island

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	\$470	\$194	\$333	\$436	\$850	\$405	\$488	\$724	\$762	\$679	\$632	\$374	\$79	\$765	\$563	\$599	\$192	\$309
Campgrounds	\$33	\$13	\$76	\$34	\$42	\$31	\$24	\$39	\$50	\$41	\$43	\$15	\$245	\$14	\$0	\$52	\$5	\$0
Meals in restaurants/hotels/bars	\$369	\$181	\$272	\$373	\$649	\$338	\$363	\$451	\$514	\$462	\$464	\$285	\$215	\$579	\$273	\$423	\$289	\$227
Groceries and liquor	\$136	\$98	\$128	\$144	\$214	\$137	\$122	\$96	\$90	\$100	\$204	\$116	\$197	\$159	\$33	\$141	\$144	\$197
Gas, oil and/or auto repair	\$214	\$151	\$215	\$226	\$331	\$214	\$198	\$163	\$205	\$197	\$247	\$192	\$469	\$190	\$101	\$240	\$186	\$189
Car rental fees, including insurance	\$159	\$20	\$31	\$117	\$437	\$127	\$84	\$180	\$239	\$187	\$398	\$44	\$8	\$428	\$92	\$203	\$89	\$51
Local transportation (taxis, limos, etc)	\$6	\$1	\$3	\$9	\$12	\$6	\$1	\$3	\$7	\$5	\$10	\$3	\$2	\$13	\$17	\$6	\$4	\$7
Bridge/Highway/Ferry tolls in Nova Scotia	\$5	\$6	\$6	\$6	\$4	\$6	\$9	\$5	\$6	\$6	\$3	\$6	\$7	\$3	\$4	\$6	\$6	\$4
NS cultural products	\$73	\$27	\$79	\$81	\$123	\$67	\$81	\$88	\$100	\$93	\$90	\$61	\$84	\$95	\$31	\$91	\$50	\$28
Clothing	\$82	\$131	\$39	\$44	\$92	\$85	\$16	\$39	\$46	\$37	\$147	\$82	\$32	\$93	\$33	\$65	\$130	\$38
Major purchases (e.g., commercial, real estate, vehicles)	\$346	\$454	\$15	\$41	\$1,475	\$441	\$4	\$0	\$91	\$53	\$94	\$182	\$559	\$616	\$66	\$444	\$71	\$2,365
Other shopping	\$86	\$80	\$15	\$50	\$262	\$95	\$26	\$20	\$54	\$41	\$105	\$58	\$61	\$150	\$99	\$69	\$84	\$648
Culture and entertainment	\$74	\$45	\$93	\$85	\$102	\$73	\$55	\$64	\$87	\$75	\$88	\$66	\$85	\$88	\$27	\$91	\$53	\$58
Sport and recreation	\$33	\$26	\$30	\$27	\$53	\$31	\$16	\$46	\$37	\$32	\$52	\$30	\$15	\$44	\$9	\$40	\$24	\$27
Parking	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Expenditures - including major purchases	\$2,093	\$1,428	\$1,334	\$1,689	\$4,644	\$2,060	\$1,501	\$1,926	\$2,289	\$2,013	\$2,577	\$1,523	\$2,058	\$3,240	\$1,349	\$2,470	\$1,341	\$4,147
Total Expenditures - excluding major purchases	\$1,747	\$974	\$1,320	\$1,648	\$3,169	\$1,619	\$1,496	\$1,926	\$2,198	\$1,960	\$2,483	\$1,340	\$1,499	\$2,624	\$1,283	\$2,026	\$1,270	\$1,782
TOTAL TRAVEL PARTIES (#)	200,089	57,864	11,157	55,326	25,221	149,568	9,689	5,109	19,596	34,394	16,128	122,530	16,120	61,440	13,241	123,547	59,398	3,903
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1,475</b>	<b>257</b>	<b>106</b>	<b>480</b>	<b>131</b>	<b>974</b>	<b>165</b>	<b>69</b>	<b>222</b>	<b>456</b>	<b>45</b>	<b>1,097</b>	<b>93</b>	<b>285</b>	<b>75</b>	<b>991</b>	<b>388</b>	<b>21</b>

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 - Cape Breton Island

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	45	38	38	40	63	43	35	45	54	47	64	40	6	66	71	48	35	54
Motel	22	15	26	27	24	22	19	32	22	23	24	25	4	21	15	27	12	31
Bed and Breakfast	15	4	10	12	31	12	17	28	32	27	20	11	1	28	2	22	5	6
Staying with friend or relatives	38	47	19	44	38	42	24	14	12	16	40	40	16	39	12	18	83	51
Other fixed roof [NET]	32	20	25	35	40	29	52	38	36	41	38	31	7	40	20	39	18	41
Inn	11	3	9	12	18	9	13	13	16	14	16	8	0	18	9	14	4	0
Resort	6	1	1	7	10	5	9	12	9	9	11	5	0	10	1	8	3	0
Rented cottage, cabin or vacation home	12	10	11	13	13	11	20	16	11	14	11	14	3	11	5	15	6	18
Your own cottage, cabin or vacation home	4	4	1	4	6	4	11	0	2	4	9	4	1	5	1	3	6	21
University	0	0	0	1	1	0	1	0	0	0	0	0	0	1	1	1	0	0
Other (hostel, hunting/fishing lodge, etc)	3	2	3	4	4	3	4	5	4	4	0	3	3	4	4	5	0	3
Campground [NET]	18	11	39	20	15	17	17	25	19	19	16	12	99	8	0	25	6	0
National or provincial park campground	9	5	25	9	5	8	15	16	7	10	11	6	38	6	0	13	3	0
Commercial campground/trailer park	14	10	30	15	13	14	10	15	17	15	11	9	89	5	0	21	4	0
TOTAL TRAVEL PARTIES (#)	200,171	57,864	11,157	55,407	25,221	149,649	9,689	5,109	19,596	34,394	16,128	122,611	16,120	61,440	13,241	123,628	59,398	3,903
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1,476</b>	<b>257</b>	<b>106</b>	<b>481</b>	<b>131</b>	<b>975</b>	<b>165</b>	<b>69</b>	<b>222</b>	<b>456</b>	<b>45</b>	<b>1,098</b>	<b>93</b>	<b>285</b>	<b>75</b>	<b>992</b>	<b>388</b>	<b>21</b>

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 - Cape Breton Island

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	3.1	2.1	3.0	3.2	3.7	2.9	2.0	3.0	3.4	3.1	4.7	2.8	3.5	3.6	4.4	3.3	2.1	2.5
Motel	2.5	2.1	2.2	2.5	2.5	2.4	3.0	2.3	2.8	2.7	3.6	2.4	2.0	2.9	3.1	2.6	2.2	2.3
Bed and breakfast	3.4	1.1	2.0	2.7	3.6	2.8	3.2	2.3	4.6	4.0	4.8	2.4	1.0	4.2	3.3	3.4	3.2	1.0
Staying with friend or relatives	7.1	5.5	7.1	7.2	8.8	6.7	5.5	10.4	5.8	6.3	12.1	6.1	3.8	9.5	2.9	5.0	8.3	5.3
Other fixed roof [NET]	6.2	4.0	3.8	4.7	6.0	4.8	8.9	4.1	4.2	5.9	16.9	4.9	5.9	8.1	2.7	6.4	5.3	12.3
Inn	2.0	1.4	1.9	2.0	1.9	1.9	2.1	2.4	2.3	2.3	2.3	1.8	.	2.2	1.4	2.2	1.4	.
Resort	2.2	1.0	3.0	2.6	2.1	2.3	2.7	2.1	2.2	2.3	2.0	2.4	.	2.1	1.5	2.3	2.0	.
Rented cottage, cabin or vacation home	4.0	3.6	4.8	3.5	5.1	3.9	5.6	4.9	4.3	4.9	2.8	4.1	4.5	4.0	1.3	4.1	2.9	11.9
Your own cottage, cabin or vacation home	22.1	8.9	4.0	17.1	17.0	13.7	18.2	.	14.1	17.0	62.0	13.7	15.0	36.7	10.0	34.2	10.7	11.9
University	3.7	.	.	3.0	6.0	4.0	2.0	.	1.0	1.5	.	2.6	.	4.5	5.0	3.5	.	.
Other (hostel, hunting/fishing lodge, etc)	4.3	1.1	6.1	2.6	3.7	2.7	22.7	4.3	4.2	9.4	.	3.4	3.4	5.7	6.0	4.0	2.0	19.0
Campground [NET]	6.1	4.0	5.8	5.2	8.1	5.4	4.9	3.8	9.1	7.0	10.7	4.1	7.5	7.7	.	6.5	2.7	.
National or provincial park campground	3.6	1.8	3.9	3.3	3.2	3.1	3.4	2.8	4.1	3.5	6.6	2.6	3.9	5.1	.	3.7	2.1	.
Commercial campground/trailer park	5.4	3.5	4.4	5.1	7.5	4.9	3.3	3.4	8.3	6.6	8.4	3.7	6.6	6.5	.	5.7	2.6	.

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	62	49	62	68	69	60	73	79	64	69	64	59	57	70	28	68	60	36
No	38	51	38	32	31	40	27	21	36	31	36	41	43	30	72	32	40	64
TOTAL TRAVEL PARTIES (#)	200,171	57,864	11,157	55,407	25,221	149,649	9,689	5,109	19,596	34,394	16,128	122,611	16,120	61,440	13,241	123,628	59,398	3,903
UNWEIGHTED SAMPLE SIZE (#)	1,476	257	106	481	131	975	165	69	222	456	45	1,098	93	285	75	992	388	21

# NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

## 2010 Visitor Exit Survey - Tourism Region Tables - Cape Breton Island

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	38	23	29	44	43	35	43	60	49	49	44	33	44	47	10	44	33	17
Hiking (in wooded or coastal areas)	34	19	35	34	39	29	53	59	50	52	47	31	36	41	10	40	29	14
Beach exploring	33	23	36	42	33	33	37	50	30	35	36	32	39	35	4	37	35	7
Outdoor swimming/sunbathing - MAR-NOV	21	20	24	28	18	23	18	16	9	13	19	20	24	21	4	21	25	4
Nature observing	23	14	21	24	25	20	35	34	37	36	24	21	34	26	6	27	20	6
Other outdoor activities	5	4	5	6	6	5	6	1	2	3	11	5	1	6	9	4	7	6
Whale watching	14	2	13	20	14	12	9	16	21	17	31	10	12	22	0	18	9	4
Outdoor sporting event	7	7	11	7	8	8	7	13	6	7	7	7	4	9	4	6	11	2
Sail/Boat tour (other than whale watching)	8	4	3	8	12	7	7	9	12	10	11	6	5	12	2	8	9	6
Golfing (not mini-golf) - MAR-NOV	6	5	6	9	9	7	3	5	4	4	2	6	3	7	2	6	8	11
Kayaking	4	1	2	5	5	3	6	6	4	5	9	4	0	6	0	4	5	0
Canoeing - MAR-NOV	3	4	2	1	1	2	2	1	3	2	9	2	1	4	0	3	4	0
Hunting/Fishing	3	3	7	4	2	4	8	3	2	4	2	4	1	2	0	3	4	5
Cycling	3	3	4	4	3	3	5	8	2	3	0	3	5	2	0	5	1	0
Cross-country skiing - JAN-APR	2	4	0	0	0	2	0	0	0	0	0	3	0	0	0	0	4	0
Snowboard/Downhill skiing - JAN-APR	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Adventure sports (river rafting, climbing)	2	1	2	2	1	1	0	3	4	3	4	2	1	3	0	3	1	0
ATV/Off-roading	2	1	2	3	2	2	1	2	1	1	7	2	0	3	2	1	5	0
Indoor sporting event/tournament	0	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0	1	0
Geocaching	2	3	1	1	3	2	0	2	2	1	0	2	3	1	0	2	2	0
Snowmobiling - JAN-APR	4	0	0	0	0	0	0	0	0	0	33	0	0	8	0	0	8	0
Surfing	1	1	3	1	1	1	0	0	0	0	0	1	1	0	0	1	1	0
Mountain biking	1	0	4	1	0	1	3	0	0	1	0	1	0	0	2	0	1	0
Did not participate in any of these activities	38	51	38	32	31	40	27	21	36	31	36	41	43	30	72	32	40	64
TOTAL TRAVEL PARTIES (#)	200,171	57,864	11,157	55,407	25,221	149,649	9,689	5,109	19,596	34,394	16,128	122,611	16,120	61,440	13,241	123,628	59,398	3,903
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1,476</b>	<b>257</b>	<b>106</b>	<b>481</b>	<b>131</b>	<b>975</b>	<b>165</b>	<b>69</b>	<b>222</b>	<b>456</b>	<b>45</b>	<b>1,098</b>	<b>93</b>	<b>285</b>	<b>75</b>	<b>992</b>	<b>388</b>	<b>21</b>

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 - Cape Breton Island

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	46	23	39	49	74	42	30	55	58	49	73	34	46	70	34	51	39	25
Craft shops/studios	49	35	39	49	66	46	53	52	58	55	64	43	50	60	17	54	46	34
Nightclubs/Lounges/Pubs	25	17	16	25	41	24	26	20	23	24	36	20	14	37	24	24	26	22
Museums/Historic sites	50	23	63	53	74	46	45	66	68	61	67	40	69	65	27	60	36	35
Visit local farms and/or local food producers	19	14	9	18	33	18	20	28	22	22	22	16	25	24	5	21	20	12
Live music performances	22	13	12	22	30	19	28	23	33	30	29	20	16	27	8	24	22	12
Visit a nature park or fossil/geology site	28	9	35	28	34	22	31	52	47	43	49	23	33	36	8	37	14	12
Casino	10	11	6	13	9	11	5	6	8	7	7	10	13	9	9	9	12	22
Art galleries/Fine art studios	17	8	14	15	23	13	19	12	30	24	31	12	16	25	10	19	14	13
Attend a festival/outdoor event/community fair	14	5	12	15	24	13	13	11	18	16	18	11	15	18	3	14	14	13
Attend the Tim Hortons Brier - MAR1-APR	7	0	0	0	0	0	0	0	0	0	50	0	0	16	0	0	16	0
Guided tours (not including boat tours)	13	6	9	16	23	13	11	20	16	15	9	10	13	20	11	15	9	16
Visit a winery	9	3	9	9	18	8	10	11	14	12	7	6	19	12	2	12	5	0
Attend Buskers Festival - AUG5-SEP	6	6	4	4	8	5	5	0	6	5	11	5	2	9	0	6	6	0
Live theatre performances	5	2	3	5	12	5	4	2	9	6	4	4	5	8	2	6	4	6
Researching family history	7	3	1	11	11	7	13	1	7	8	2	5	8	9	3	7	7	2
Attend an indoor sporting event	1	3	0	0	2	2	1	0	1	1	0	2	1	0	2	0	3	0
Visit an archive	5	0	5	7	10	5	5	7	6	6	2	3	8	7	4	6	3	0
Attend Celtic Colours International Festival - OCT15-NOV	13	9	0	19	3	10	38	19	29	32	0	13	28	10	8	24	4	0
Attend the ECMAs in Sydney - MAR4-APR	14	27	0	5	0	19	0	0	0	0	0	23	0	0	0	41	5	0
Motorcycle events	1	2	0	2	0	1	0	0	0	0	0	1	1	0	0	1	2	0
Attend the International Tattoo - JUL1-AUG	0	0	0	0	0	0	0	0	2	1	0	0	2	0	0	0	0	0
<b>TOTAL TRAVEL PARTIES (#)</b>	<b>200,171</b>	<b>57,864</b>	<b>11,157</b>	<b>55,407</b>	<b>25,221</b>	<b>149,649</b>	<b>9,689</b>	<b>5,109</b>	<b>19,596</b>	<b>34,394</b>	<b>16,128</b>	<b>122,611</b>	<b>16,120</b>	<b>61,440</b>	<b>13,241</b>	<b>123,628</b>	<b>59,398</b>	<b>3,903</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1,476</b>	<b>257</b>	<b>106</b>	<b>481</b>	<b>131</b>	<b>975</b>	<b>165</b>	<b>69</b>	<b>222</b>	<b>456</b>	<b>45</b>	<b>1,098</b>	<b>93</b>	<b>285</b>	<b>75</b>	<b>992</b>	<b>388</b>	<b>21</b>

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 - Cape Breton Island

TABLE O1:

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	0	0	0	0	0	0	1	0	2	0	0	1	0	0	0	0
2	0	0	0	0	0	0	0	2	0	0	0	0	1	0	0	0	0	0
3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	1	1	0	0	0	1	0	3	1	1	0	1	1	1	0	1	0	0
6	1	1	1	0	1	1	1	3	1	1	0	1	1	0	5	1	0	0
7	2	0	5	2	1	1	2	4	5	4	11	2	4	4	4	3	1	0
8	13	15	12	10	7	12	8	7	15	11	29	11	21	14	20	15	8	7
9	14	17	20	14	13	16	10	9	11	11	9	15	12	13	19	14	15	6
10 Definitely would recommend	68	65	62	73	78	69	79	71	67	71	49	70	60	67	52	66	75	87
TOTAL OVERNIGHT VISITORS (#)	404,274	131,084	24,529	113,573	42,835	312,020	21,200	10,151	36,711	68,062	24,191	273,748	38,366	92,160	25,686	251,932	119,075	7,581
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1,476</b>	<b>257</b>	<b>106</b>	<b>481</b>	<b>131</b>	<b>975</b>	<b>165</b>	<b>69</b>	<b>222</b>	<b>456</b>	<b>45</b>	<b>1,098</b>	<b>93</b>	<b>285</b>	<b>75</b>	<b>992</b>	<b>388</b>	<b>21</b>
Promoters (% 9,10)	83	82	83	87	91	85	89	81	78	82	58	85	72	80	71	81	89	93
Neutral (% 7,8)	15	15	17	12	7	13	10	11	19	15	40	13	25	18	24	17	10	7
Detractors (% 1-6)	2	3	1	1	1	2	1	8	3	3	2	2	3	2	5	2	1	0
MEAN	9.4	9.4	9.4	9.5	9.7	9.5	9.6	9.2	9.3	9.4	8.8	9.5	9.2	9.4	9.1	9.4	9.6	9.8

# NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

## 2010 Visitor Exit Survey - Tourism Region Tables - Cape Breton Island

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	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	1	0	1	1	0	0	1	0	0	0	0	0
3	0	0	1	0	0	0	1	2	0	1	0	0	1	0	0	0	0	0
4	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
5	1	1	1	1	0	1	1	1	2	2	0	1	1	1	0	1	1	0
6	1	1	0	1	2	1	0	2	2	1	0	1	3	0	0	1	1	0
7	3	2	5	3	5	3	4	6	5	4	0	3	4	3	6	4	2	3
8	17	19	13	14	13	16	10	12	15	13	38	16	23	18	23	20	9	7
9	24	25	25	24	26	25	18	19	25	22	29	24	25	26	26	25	22	15
10 Completely satisfied	53	52	55	56	52	54	66	58	50	56	33	55	42	51	45	47	64	75
TOTAL OVERNIGHT VISITORS (#)	404,274	131,084	24,529	113,573	42,835	312,020	21,200	10,151	36,711	68,062	24,191	273,748	38,366	92,160	25,686	251,932	119,075	7,581
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1,476</b>	<b>257</b>	<b>106</b>	<b>481</b>	<b>131</b>	<b>975</b>	<b>165</b>	<b>69</b>	<b>222</b>	<b>456</b>	<b>45</b>	<b>1,098</b>	<b>93</b>	<b>285</b>	<b>75</b>	<b>992</b>	<b>388</b>	<b>21</b>
TOP 3 BOX (% 8,9,10)	94	95	94	94	92	94	93	89	90	91	100	94	90	95	94	93	96	97
MEAN	9.2	9.2	9.2	9.2	9.2	9.2	9.3	9.1	9.0	9.1	9.0	9.2	8.9	9.2	9.1	9.1	9.4	9.6

# NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

## 2010 Visitor Exit Survey - Tourism Region Tables - Cape Breton Island

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	1	3	2	0	2	3	5	2	3	0	2	1	1	0	1	2	10
2	2	1	2	1	1	1	4	0	3	3	5	1	1	3	16	2	0	0
3	1	0	1	1	1	1	6	3	2	4	0	1	0	1	0	1	1	0
4	3	1	4	1	4	2	4	5	7	6	5	2	4	4	5	3	2	4
5	9	7	7	7	11	8	16	15	14	15	12	8	9	11	10	9	10	24
6	9	9	7	8	3	8	8	11	14	12	12	9	12	7	4	9	10	4
7	15	14	18	15	16	15	11	10	10	10	23	13	23	16	14	17	10	0
8	21	19	27	22	26	22	16	18	16	16	23	20	20	25	27	22	20	12
9	12	15	6	14	11	13	5	10	9	8	2	13	11	9	8	12	11	0
10 Completely satisfied	18	19	11	23	20	20	19	15	11	14	14	20	9	17	5	16	23	32
Don't Know / Not applicable	9	13	12	6	7	9	8	9	10	9	5	10	9	5	11	8	11	14
TOTAL OVERNIGHT VISITORS (#)	384,559	116,729	23,585	112,128	42,485	294,926	21,007	10,151	35,358	66,516	23,116	258,573	38,366	87,620	8,836	251,932	119,075	4,717
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1,423</b>	<b>224</b>	<b>102</b>	<b>476</b>	<b>130</b>	<b>932</b>	<b>164</b>	<b>69</b>	<b>215</b>	<b>448</b>	<b>43</b>	<b>1,060</b>	<b>93</b>	<b>270</b>	<b>27</b>	<b>992</b>	<b>388</b>	<b>16</b>
TOP 3 BOX (% 8,9,10)	51	53	45	59	57	55	40	42	36	38	40	53	40	52	40	51	54	43
MEAN	7.5	7.7	7.1	7.8	7.7	7.7	6.6	6.8	6.6	6.6	7.0	7.6	7.1	7.3	6.3	7.4	7.7	6.8
GAP %	10	11	9	12	9	11	8	3	7	6	13	11	8	10	5	10	12	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 - Cape Breton Island

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	1	4	3	0	2	3	1	2	2	0	2	3	1	2	1	2	14
2	0	0	0	1	0	0	1	0	2	2	0	0	1	1	0	0	0	0
3	3	4	3	2	2	3	5	2	2	3	2	3	1	4	0	3	3	7
4	2	3	1	2	4	2	3	1	3	3	0	3	3	1	2	2	2	4
5	6	5	6	5	8	6	9	2	6	6	9	6	5	7	4	6	6	7
6	8	5	6	9	10	7	11	8	5	7	12	7	14	8	12	7	9	0
7	11	10	9	11	12	11	8	6	14	11	14	11	5	13	27	11	10	7
8	19	15	18	22	21	19	13	26	19	18	23	17	22	23	24	20	16	9
9	15	16	24	16	8	15	11	16	16	14	16	15	18	14	4	16	14	0
10 Completely satisfied	29	33	25	27	30	30	33	35	27	30	19	31	25	26	14	30	29	39
Don't Know / Not applicable	5	9	3	4	5	6	4	2	4	4	5	6	5	4	9	4	8	12
TOTAL OVERNIGHT VISITORS (#)	384,559	116,729	23,585	112,128	42,485	294,926	21,007	10,151	35,358	66,516	23,116	258,573	38,366	87,620	8,836	251,932	119,075	4,717
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1,423</b>	<b>224</b>	<b>102</b>	<b>476</b>	<b>130</b>	<b>932</b>	<b>164</b>	<b>69</b>	<b>215</b>	<b>448</b>	<b>43</b>	<b>1,060</b>	<b>93</b>	<b>270</b>	<b>27</b>	<b>992</b>	<b>388</b>	<b>16</b>
TOP 3 BOX (% 8,9,10)	63	63	67	65	59	64	56	76	62	62	58	63	65	63	43	66	59	48
MEAN	7.9	8.1	7.8	7.9	7.9	8.0	7.5	8.3	7.8	7.8	7.8	8.0	7.8	7.8	7.4	8.0	7.8	6.8
GAP %	8	9	8	10	3	8	7	7	6	7	5	8	8	6	3	8	9	5

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 - Cape Breton Island

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	1	1	1	2	0	1	2	1	0	1	0	1	0	0	0	1	1	0
2	0	1	0	1	0	1	0	0	1	0	0	0	0	1	2	0	1	7
3	1	0	0	1	3	1	0	0	1	1	0	0	3	0	2	1	1	0
4	1	1	1	1	0	1	0	0	2	1	0	1	1	1	0	1	0	0
5	5	5	2	4	7	5	7	4	5	6	7	5	5	7	4	4	7	2
6	6	5	5	6	10	6	9	7	7	8	5	6	8	7	14	5	7	0
7	10	10	8	11	8	10	7	15	9	9	19	9	9	13	8	11	10	4
8	19	20	23	16	27	20	16	11	17	16	23	19	20	20	10	20	18	21
9	15	15	15	14	11	14	11	26	16	16	14	15	15	14	12	17	10	0
10 Completely satisfied	25	23	30	29	20	25	38	27	28	31	14	26	18	26	26	25	26	36
Don't Know / Not applicable	16	21	15	16	13	17	9	8	14	12	19	17	21	12	21	15	18	28
TOTAL OVERNIGHT VISITORS (#)	384,559	116,729	23,585	112,128	42,485	294,926	21,007	10,151	35,358	66,516	23,116	258,573	38,366	87,620	8,836	251,932	119,075	4,717
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1,423</b>	<b>224</b>	<b>102</b>	<b>476</b>	<b>130</b>	<b>932</b>	<b>164</b>	<b>69</b>	<b>215</b>	<b>448</b>	<b>43</b>	<b>1,060</b>	<b>93</b>	<b>270</b>	<b>27</b>	<b>992</b>	<b>388</b>	<b>16</b>
TOP 3 BOX (% 8,9,10)	59	58	68	59	58	59	65	64	61	63	51	60	53	59	48	62	54	58
MEAN	8.1	8.2	8.5	8.2	7.9	8.1	8.3	8.3	8.2	8.2	7.9	8.2	7.9	8.0	7.9	8.2	8.0	8.2
GAP %	8	9	10	5	9	7	12	7	6	8	11	8	10	6	0	8	8	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 - Cape Breton Island

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	6	3	14	6	2	5	13	17	11	12	7	7	6	5	4	9	0	0
2	1	0	0	1	0	1	1	0	1	1	0	1	0	1	0	1	0	0
3	1	1	0	0	2	1	1	2	1	1	2	1	1	2	4	1	0	2
4	1	2	0	0	2	1	1	0	0	0	0	1	1	1	0	1	0	7
5	2	4	0	2	2	2	1	4	1	1	2	3	1	1	0	2	2	16
6	1	0	2	2	2	1	2	4	0	1	0	1	2	1	0	1	0	0
7	4	5	1	4	5	4	1	2	0	1	5	4	0	4	14	4	3	0
8	4	4	5	6	5	5	5	1	1	2	2	4	10	4	4	6	2	0
9	7	10	3	7	6	8	5	0	4	4	5	8	3	7	6	5	12	0
10 Completely satisfied	39	46	23	44	37	42	31	20	19	23	47	40	18	45	26	22	77	32
Don't Know / Not applicable	34	26	53	27	36	30	39	50	62	53	30	32	57	29	41	48	4	42
TOTAL OVERNIGHT VISITORS (#)	384,559	116,729	23,585	112,128	42,485	294,926	21,007	10,151	35,358	66,516	23,116	258,573	38,366	87,620	8,836	251,932	119,075	4,717
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1,423</b>	<b>224</b>	<b>102</b>	<b>476</b>	<b>130</b>	<b>932</b>	<b>164</b>	<b>69</b>	<b>215</b>	<b>448</b>	<b>43</b>	<b>1,060</b>	<b>93</b>	<b>270</b>	<b>27</b>	<b>992</b>	<b>388</b>	<b>16</b>
TOP 3 BOX (% 8,9,10)	50	60	31	58	49	55	42	21	24	29	53	51	31	56	37	32	91	32
MEAN	8.3	8.7	6.8	8.4	8.5	8.5	7.3	5.8	6.6	6.8	8.4	8.2	7.4	8.5	7.9	7.1	9.6	7.6
GAP %	4	5	2	3	1	4	6	2	0	3	3	5	5	1	0	3	4	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 - Cape Breton Island

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	1	2	1	0	1	3	0	0	1	0	1	1	0	0	1	1	0
2	0	0	0	1	0	0	1	0	1	1	0	0	1	0	2	0	1	0
3	1	0	1	1	0	1	1	1	1	1	0	0	1	1	0	1	1	2
4	1	1	2	1	2	1	1	0	0	0	0	1	1	0	0	1	1	0
5	5	6	2	3	7	5	7	1	3	4	9	5	5	5	0	4	8	4
6	6	6	7	6	5	6	9	4	9	8	9	6	6	8	11	6	8	9
7	9	10	12	9	8	10	5	8	8	7	12	10	6	9	10	10	7	7
8	17	14	14	20	20	17	17	19	20	19	14	17	20	19	10	19	14	0
9	18	16	20	18	19	18	14	22	16	16	26	17	22	18	17	19	15	4
10 Completely satisfied	28	22	28	32	29	28	36	44	34	36	16	28	21	33	32	28	28	40
Don't Know / Not applicable	13	22	12	10	9	15	7	1	8	7	14	15	16	7	18	11	17	33
TOTAL OVERNIGHT VISITORS (#)	384,559	116,729	23,585	112,128	42,485	294,926	21,007	10,151	35,358	66,516	23,116	258,573	38,366	87,620	8,836	251,932	119,075	4,717
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1,423</b>	<b>224</b>	<b>102</b>	<b>476</b>	<b>130</b>	<b>932</b>	<b>164</b>	<b>69</b>	<b>215</b>	<b>448</b>	<b>43</b>	<b>1,060</b>	<b>93</b>	<b>270</b>	<b>27</b>	<b>992</b>	<b>388</b>	<b>16</b>
TOP 3 BOX (% 8,9,10)	63	53	62	70	69	62	67	84	69	71	56	62	63	70	59	67	57	44
MEAN	8.3	8.1	8.2	8.4	8.3	8.3	8.1	8.8	8.4	8.4	8.0	8.3	8.1	8.4	8.4	8.3	8.1	8.5
GAP %	8	7	8	9	8	8	7	7	10	9	11	8	9	8	0	9	7	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 - Cape Breton Island

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	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
3	0	1	1	0	0	0	1	1	1	1	0	1	1	0	0	0	1	2
4	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	4	7	3	2	4	4	4	5	3	4	7	5	2	4	4	4	6	0
6	5	6	3	5	6	5	5	4	6	5	7	5	8	5	0	6	5	0
7	8	10	11	8	7	9	4	5	4	4	14	9	7	8	9	7	10	18
8	18	17	25	17	18	18	15	16	17	17	26	17	26	19	17	21	12	8
9	17	14	19	19	18	17	11	19	18	16	23	17	18	18	22	19	13	17
10 Completely satisfied	34	24	30	40	40	33	51	47	43	46	23	33	29	40	25	32	42	26
Don't Know / Not applicable	11	22	6	8	7	13	6	3	8	7	0	14	10	4	23	10	12	28
TOTAL OVERNIGHT VISITORS (#)	384,559	116,729	23,585	112,128	42,485	294,926	21,007	10,151	35,358	66,516	23,116	258,573	38,366	87,620	8,836	251,932	119,075	4,717
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1,423</b>	<b>224</b>	<b>102</b>	<b>476</b>	<b>130</b>	<b>932</b>	<b>164</b>	<b>69</b>	<b>215</b>	<b>448</b>	<b>43</b>	<b>1,060</b>	<b>93</b>	<b>270</b>	<b>27</b>	<b>992</b>	<b>388</b>	<b>16</b>
TOP 3 BOX (% 8,9,10)	70	55	75	76	77	68	78	82	78	79	72	67	73	78	65	72	66	51
MEAN	8.5	8.2	8.5	8.7	8.7	8.5	8.8	8.8	8.8	8.8	8.2	8.5	8.5	8.7	8.7	8.5	8.6	8.5
GAP %	7	10	4	7	6	8	7	2	4	5	10	8	7	3	6	8	5	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 - Cape Breton Island

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	1	1	0	1	0	1	1	0	0	0	0	1	0	0	0	1	0	2
2	1	2	0	0	0	1	0	0	1	0	2	1	0	1	0	1	1	0
3	1	1	1	1	0	1	0	2	1	1	2	1	1	0	0	1	1	0
4	1	2	1	1	0	1	0	0	1	0	0	1	0	2	0	1	1	9
5	5	7	3	4	4	5	5	3	5	4	5	5	6	3	4	4	6	7
6	6	7	6	4	5	6	6	4	5	5	5	6	4	4	0	4	8	4
7	9	11	4	10	10	10	6	13	9	8	9	9	13	8	11	10	9	0
8	18	15	25	18	18	17	18	24	15	17	28	16	21	23	21	20	15	7
9	16	11	23	19	19	16	11	18	17	15	19	15	23	18	16	19	11	16
10 Completely satisfied	28	17	27	33	40	27	43	31	36	37	14	27	22	32	19	28	28	30
Don't Know / Not applicable	15	27	10	11	4	16	10	6	11	10	16	18	10	9	28	12	19	23
TOTAL OVERNIGHT VISITORS (#)	384,559	116,729	23,585	112,128	42,485	294,926	21,007	10,151	35,358	66,516	23,116	258,573	38,366	87,620	8,836	251,932	119,075	4,717
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1,423</b>	<b>224</b>	<b>102</b>	<b>476</b>	<b>130</b>	<b>932</b>	<b>164</b>	<b>69</b>	<b>215</b>	<b>448</b>	<b>43</b>	<b>1,060</b>	<b>93</b>	<b>270</b>	<b>27</b>	<b>992</b>	<b>388</b>	<b>16</b>
TOP 3 BOX (% 8,9,10)	62	43	75	69	77	61	72	72	68	70	60	58	66	73	57	66	54	53
MEAN	8.2	7.6	8.4	8.5	8.7	8.2	8.6	8.4	8.5	8.5	7.9	8.2	8.3	8.4	8.4	8.3	8.1	7.9
GAP %	7	8	8	7	2	6	3	7	7	6	14	7	6	7	7	7	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 - Cape Breton Island

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	2	2	2	1	1	2	3	3	2	2	0	2	1	1	0	2	1	0
2	0	1	0	0	0	0	0	0	1	1	0	0	1	0	2	1	0	0
3	1	0	3	1	0	1	3	0	1	1	0	1	0	1	0	1	0	7
4	2	3	1	1	3	2	3	0	2	2	5	2	3	3	0	1	4	24
5	7	4	11	6	8	6	9	6	10	9	14	6	9	9	13	7	6	10
6	10	9	6	10	8	9	11	1	9	8	21	9	11	11	4	9	12	4
7	11	12	11	12	7	11	6	11	9	8	16	11	8	12	11	12	9	10
8	15	11	13	16	20	14	18	30	15	18	14	13	21	17	16	17	11	0
9	10	7	14	12	13	10	6	8	11	9	7	9	12	11	12	11	7	0
10 Completely satisfied	19	14	17	23	29	20	24	24	20	22	12	19	12	23	9	18	24	12
Don't Know / Not applicable	23	36	24	18	12	25	17	16	22	19	12	27	23	11	32	22	25	33
TOTAL OVERNIGHT VISITORS (#)	384,559	116,729	23,585	112,128	42,485	294,926	21,007	10,151	35,358	66,516	23,116	258,573	38,366	87,620	8,836	251,932	119,075	4,717
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1,423</b>	<b>224</b>	<b>102</b>	<b>476</b>	<b>130</b>	<b>932</b>	<b>164</b>	<b>69</b>	<b>215</b>	<b>448</b>	<b>43</b>	<b>1,060</b>	<b>93</b>	<b>270</b>	<b>27</b>	<b>992</b>	<b>388</b>	<b>16</b>
TOP 3 BOX (% 8,9,10)	44	32	43	51	61	44	48	62	45	49	33	42	45	51	38	46	43	12
MEAN	7.6	7.3	7.5	7.9	8.1	7.7	7.4	8.0	7.5	7.6	7.0	7.6	7.5	7.6	7.4	7.6	7.7	5.6
GAP %	5	4	6	5	4	5	4	7	7	6	11	5	3	6	0	6	5	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 - Cape Breton Island

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	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	1	0	0	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	0	2	0	0	0	0	0	0	0	0	0	0
5	2	5	2	1	1	3	1	0	1	1	0	3	1	1	0	1	5	0
6	3	6	2	3	3	4	2	3	2	2	0	4	5	2	0	3	3	16
7	5	7	1	5	8	6	2	5	2	3	5	5	3	6	6	4	7	11
8	13	14	10	11	13	12	13	6	14	13	28	12	12	17	29	14	12	4
9	20	18	20	23	19	20	15	23	20	19	28	18	35	21	19	23	15	0
10 Completely satisfied	48	33	59	54	54	46	64	60	58	60	40	48	38	52	23	50	47	48
Don't Know / Not applicable	7	17	5	3	2	9	2	1	2	2	0	9	5	2	23	5	9	21
TOTAL OVERNIGHT VISITORS (#)	384,559	116,729	23,585	112,128	42,485	294,926	21,007	10,151	35,358	66,516	23,116	258,573	38,366	87,620	8,836	251,932	119,075	4,717
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1,423</b>	<b>224</b>	<b>102</b>	<b>476</b>	<b>130</b>	<b>932</b>	<b>164</b>	<b>69</b>	<b>215</b>	<b>448</b>	<b>43</b>	<b>1,060</b>	<b>93</b>	<b>270</b>	<b>27</b>	<b>992</b>	<b>388</b>	<b>16</b>
TOP 3 BOX (% 8,9,10)	82	65	89	87	86	79	92	89	92	91	95	79	86	89	71	86	74	52
MEAN	9.0	8.6	9.3	9.1	9.1	9.0	9.3	9.3	9.3	9.3	9.0	9.0	9.0	9.1	8.8	9.1	8.8	8.7
GAP %	7	7	5	7	5	7	6	7	7	7	16	7	7	8	8	8	6	5

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 - Cape Breton Island

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	1	1	2	1	1	1	2	2	1	1	0	2	0	1	0	1	1	0
2	0	0	1	0	0	0	1	1	1	1	0	0	1	0	2	0	0	0
3	1	1	3	2	0	1	2	2	1	2	0	2	0	0	0	1	1	0
4	1	0	3	2	1	1	2	2	3	2	0	1	2	2	0	2	1	4
5	6	7	6	6	3	6	12	2	4	7	7	7	7	4	0	6	7	19
6	7	6	6	7	7	6	10	7	13	11	2	6	12	7	8	8	6	7
7	10	14	7	7	8	10	6	9	8	8	23	10	10	12	0	11	9	18
8	19	15	16	19	24	18	15	21	19	18	35	16	25	25	19	20	18	7
9	13	13	23	14	15	14	6	13	13	11	7	14	10	13	18	14	11	0
10 Completely satisfied	22	19	17	26	28	23	24	25	19	22	16	22	10	26	13	19	29	16
Don't Know / Not applicable	19	25	17	16	14	19	19	15	18	18	9	21	24	10	39	18	17	28
TOTAL OVERNIGHT VISITORS (#)	384,559	116,729	23,585	112,128	42,485	294,926	21,007	10,151	35,358	66,516	23,116	258,573	38,366	87,620	8,836	251,932	119,075	4,717
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1,423</b>	<b>224</b>	<b>102</b>	<b>476</b>	<b>130</b>	<b>932</b>	<b>164</b>	<b>69</b>	<b>215</b>	<b>448</b>	<b>43</b>	<b>1,060</b>	<b>93</b>	<b>270</b>	<b>27</b>	<b>992</b>	<b>388</b>	<b>16</b>
TOP 3 BOX (% 8,9,10)	55	47	56	59	67	55	45	59	50	50	58	52	46	64	50	54	58	22
MEAN	7.9	7.9	7.7	8.0	8.4	8.0	7.4	7.9	7.7	7.6	7.9	7.9	7.5	8.2	8.2	7.8	8.2	6.9
GAP %	6	5	9	5	5	5	3	4	9	6	13	5	9	8	8	7	5	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 - Cape Breton Island

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	10	12	14	8	7	10	14	10	9	11	7	10	12	9	2	9	11	21
2	2	1	1	2	3	2	3	0	2	2	5	2	1	2	0	2	1	13
3	4	3	6	3	5	3	4	2	2	3	9	3	2	5	4	4	2	0
4	2	3	1	2	2	2	3	7	2	3	0	2	4	2	2	2	3	0
5	5	3	5	4	9	4	8	6	7	7	5	4	7	6	4	5	4	12
6	5	3	8	7	7	6	4	1	6	5	5	5	6	7	6	5	5	0
7	5	4	2	5	3	4	4	6	4	4	9	5	3	5	4	5	4	0
8	6	1	11	7	9	5	6	6	8	7	12	4	8	10	4	6	4	7
9	5	6	5	5	3	5	3	3	5	4	0	5	2	5	6	4	5	4
10 Completely satisfied	7	6	3	10	9	8	7	8	4	6	2	7	4	8	13	7	7	7
Don't Know / Not applicable	50	57	44	49	43	51	44	52	51	49	47	53	52	41	54	50	51	35
TOTAL OVERNIGHT VISITORS (#)	384,559	116,729	23,585	112,128	42,485	294,926	21,007	10,151	35,358	66,516	23,116	258,573	38,366	87,620	8,836	251,932	119,075	4,717
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1,423</b>	<b>224</b>	<b>102</b>	<b>476</b>	<b>130</b>	<b>932</b>	<b>164</b>	<b>69</b>	<b>215</b>	<b>448</b>	<b>43</b>	<b>1,060</b>	<b>93</b>	<b>270</b>	<b>27</b>	<b>992</b>	<b>388</b>	<b>16</b>
TOP 3 BOX (% 8,9,10)	18	13	19	22	21	18	16	16	17	16	14	16	14	23	23	18	17	19
MEAN	5.7	5.2	5.2	6.3	6.0	5.8	5.0	5.7	5.6	5.4	5.2	5.6	5.1	5.9	7.1	5.7	5.6	4.3
GAP %	1	0	2	0	0	0	2	0	1	1	0	1	0	0	0	1	1	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 - Cape Breton Island

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	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
3	0	0	0	0	0	0	0	0	1	0	0	0	1	1	0	0	0	0
4	1	2	3	0	0	1	0	0	0	0	0	1	0	0	0	1	1	4
5	1	3	0	1	0	1	2	0	0	1	0	2	0	0	5	1	3	0
6	2	3	1	2	0	2	1	2	1	1	0	2	1	0	0	2	2	0
7	4	5	3	2	3	3	3	5	5	4	5	4	2	4	10	3	5	0
8	10	9	13	11	8	10	11	10	10	10	19	10	10	12	6	10	11	12
9	19	20	15	19	18	19	11	20	16	15	33	18	20	22	19	20	18	17
10 Completely satisfied	53	35	60	62	66	52	69	63	62	65	42	50	60	59	33	57	48	39
Don't Know / Not applicable	9	23	5	3	3	11	3	0	3	3	2	12	6	2	27	7	12	28
TOTAL OVERNIGHT VISITORS (#)	384,559	116,729	23,585	112,128	42,485	294,926	21,007	10,151	35,358	66,516	23,116	258,573	38,366	87,620	8,836	251,932	119,075	4,717
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1,423</b>	<b>224</b>	<b>102</b>	<b>476</b>	<b>130</b>	<b>932</b>	<b>164</b>	<b>69</b>	<b>215</b>	<b>448</b>	<b>43</b>	<b>1,060</b>	<b>93</b>	<b>270</b>	<b>27</b>	<b>992</b>	<b>388</b>	<b>16</b>
TOP 3 BOX (% 8,9,10)	83	65	89	91	93	81	91	93	88	90	93	79	91	92	58	87	77	67
MEAN	9.2	8.8	9.3	9.4	9.5	9.2	9.4	9.4	9.3	9.3	9.1	9.1	9.4	9.3	8.8	9.3	9.1	9.1
GAP %	6	7	11	6	3	6	7	13	7	8	5	7	6	5	6	6	7	22

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 - Cape Breton Island

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	2	1	2	2	2	3	2	2	2	0	2	0	3	0	1	3	10
2	1	1	1	0	0	0	0	0	1	0	2	1	0	0	2	1	0	0
3	1	1	2	0	0	1	0	0	3	1	0	1	1	0	0	1	0	9
4	1	0	2	1	0	1	0	0	1	1	2	1	0	2	0	1	0	0
5	6	5	8	3	14	6	8	2	5	5	5	6	9	5	13	6	5	13
6	6	4	6	5	8	5	4	4	10	7	5	5	8	5	9	5	7	0
7	8	9	4	8	9	8	8	13	6	8	9	8	4	11	14	8	7	11
8	16	22	17	15	12	17	11	16	13	13	19	18	12	15	12	16	18	0
9	14	15	12	17	9	15	10	19	17	15	9	14	19	13	8	16	12	7
10 Completely satisfied	29	23	24	34	28	28	47	40	28	36	21	30	18	31	13	29	32	10
Don't Know / Not applicable	17	19	24	12	18	17	10	5	15	12	28	16	29	15	28	16	16	40
TOTAL OVERNIGHT VISITORS (#)	384,559	116,729	23,585	112,128	42,485	294,926	21,007	10,151	35,358	66,516	23,116	258,573	38,366	87,620	8,836	251,932	119,075	4,717
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1,423</b>	<b>224</b>	<b>102</b>	<b>476</b>	<b>130</b>	<b>932</b>	<b>164</b>	<b>69</b>	<b>215</b>	<b>448</b>	<b>43</b>	<b>1,060</b>	<b>93</b>	<b>270</b>	<b>27</b>	<b>992</b>	<b>388</b>	<b>16</b>
TOP 3 BOX (% 8,9,10)	60	60	52	66	49	60	68	75	57	63	49	62	49	59	33	61	62	17
MEAN	8.2	8.1	7.9	8.4	7.8	8.1	8.5	8.7	8.0	8.3	7.9	8.2	8.0	8.1	7.3	8.2	8.2	5.7
GAP %	8	10	6	7	7	8	6	11	5	6	10	8	5	7	17	8	7	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 - Cape Breton Island

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	1	3	1	0	1	4	3	3	3	2	2	2	1	0	2	1	0
2	1	1	3	0	0	1	2	1	3	2	2	1	1	1	0	1	1	0
3	1	1	1	1	1	1	5	4	1	3	0	1	0	1	0	1	1	2
4	2	3	3	1	1	2	6	0	1	2	2	3	0	1	7	2	3	0
5	5	7	4	3	3	5	8	3	6	6	7	6	2	4	0	6	4	4
6	6	4	9	6	5	5	9	7	9	9	9	6	9	5	2	6	6	4
7	10	10	11	9	7	9	7	9	8	8	26	9	10	11	11	10	11	0
8	19	19	22	17	25	19	18	19	15	16	21	18	22	21	31	20	16	19
9	15	13	17	20	15	16	8	12	16	12	5	15	15	14	19	16	13	0
10 Completely satisfied	27	17	17	35	38	27	25	30	26	26	26	25	20	35	17	25	30	49
Don't Know / Not applicable	13	24	11	8	6	14	10	12	13	12	0	15	18	5	12	12	15	22
TOTAL OVERNIGHT VISITORS (#)	384,559	116,729	23,585	112,128	42,485	294,926	21,007	10,151	35,358	66,516	23,116	258,573	38,366	87,620	8,836	251,932	119,075	4,717
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1,423</b>	<b>224</b>	<b>102</b>	<b>476</b>	<b>130</b>	<b>932</b>	<b>164</b>	<b>69</b>	<b>215</b>	<b>448</b>	<b>43</b>	<b>1,060</b>	<b>93</b>	<b>270</b>	<b>27</b>	<b>992</b>	<b>388</b>	<b>16</b>
TOP 3 BOX (% 8,9,10)	60	49	55	71	78	62	50	61	56	55	51	57	57	71	67	61	59	68
MEAN	8.0	7.7	7.5	8.5	8.6	8.1	7.2	7.9	7.7	7.6	7.5	7.9	8.0	8.3	8.1	7.9	8.1	8.8
GAP %	18	24	17	15	18	19	13	17	14	14	21	18	22	18	5	17	22	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 - Cape Breton Island

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	7.1	7.8	7.7	7.7	6.6	6.8	6.6	6.6	7.0	7.6	7.1	7.3	6.3	7.4	7.7	6.8
Weather	7.9	8.1	7.8	7.9	7.9	8.0	7.5	8.3	7.8	7.8	7.8	8.0	7.8	7.8	7.4	8.0	7.8	6.8
Your interests and hobbies	8.1	8.2	8.5	8.2	7.9	8.1	8.3	8.3	8.2	8.2	7.9	8.2	7.9	8.0	7.9	8.2	8.0	8.2
The opportunity to visit friends and family	8.3	8.7	6.8	8.4	8.5	8.5	7.3	5.8	6.6	6.8	8.4	8.2	7.4	8.5	7.9	7.1	9.6	7.6
The chance to do interesting activities	8.3	8.1	8.2	8.4	8.3	8.3	8.1	8.8	8.4	8.4	8.0	8.3	8.1	8.4	8.4	8.3	8.1	8.5
The culture and people	8.5	8.2	8.5	8.7	8.7	8.5	8.8	8.8	8.8	8.8	8.2	8.5	8.5	8.7	8.7	8.5	8.6	8.5
The heritage and history	8.2	7.6	8.4	8.5	8.7	8.2	8.6	8.4	8.5	8.5	7.9	8.2	8.3	8.4	8.4	8.3	8.1	7.9
The mix of traditional and contemporary	7.6	7.3	7.5	7.9	8.1	7.7	7.4	8.0	7.5	7.6	7.0	7.6	7.5	7.6	7.4	7.6	7.7	5.6
The natural landscape and wildlife	9.0	8.6	9.3	9.1	9.1	9.0	9.3	9.3	9.3	9.3	9.0	9.0	9.0	9.1	8.8	9.1	8.8	8.7
Both city and country experiences within easy reach	7.9	7.9	7.7	8.0	8.4	8.0	7.4	7.9	7.7	7.6	7.9	7.9	7.5	8.2	8.2	7.8	8.2	6.9
The local Nova Scotian wine	5.7	5.2	5.2	6.3	6.0	5.8	5.0	5.7	5.6	5.4	5.2	5.6	5.1	5.9	7.1	5.7	5.6	4.3
The seacoast	9.2	8.8	9.3	9.4	9.5	9.2	9.4	9.4	9.3	9.3	9.1	9.1	9.4	9.3	8.8	9.3	9.1	9.1
The opportunity to rejuvenate	8.2	8.1	7.9	8.4	7.8	8.1	8.5	8.7	8.0	8.3	7.9	8.2	8.0	8.1	7.3	8.2	8.2	5.7
The local Nova Scotian food	8.0	7.7	7.5	8.5	8.6	8.1	7.2	7.9	7.7	7.6	7.5	7.9	8.0	8.3	8.1	7.9	8.1	8.8
TOTAL OVERNIGHT VISITORS (#)	384,559	116,729	23,585	112,128	42,485	294,926	21,007	10,151	35,358	66,516	23,116	258,573	38,366	87,620	8,836	251,932	119,075	4,717
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1,423</b>	<b>224</b>	<b>102</b>	<b>476</b>	<b>130</b>	<b>932</b>	<b>164</b>	<b>69</b>	<b>215</b>	<b>448</b>	<b>43</b>	<b>1,060</b>	<b>93</b>	<b>270</b>	<b>27</b>	<b>992</b>	<b>388</b>	<b>16</b>

# NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

## 2010 Visitor Exit Survey - Tourism Region Tables - Cape Breton Island

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	51	53	45	59	57	55	40	42	36	38	40	53	40	52	40	51	54	43
Weather	63	63	67	65	59	64	56	76	62	62	58	63	65	63	43	66	59	48
Your interests and hobbies	59	58	68	59	58	59	65	64	61	63	51	60	53	59	48	62	54	58
The opportunity to visit friends and family	50	60	31	58	49	55	42	21	24	29	53	51	31	56	37	32	91	32
The chance to do interesting activities	63	53	62	70	69	62	67	84	69	71	56	62	63	70	59	67	57	44
The culture and people	70	55	75	76	77	68	78	82	78	79	72	67	73	78	65	72	66	51
The heritage and history	62	43	75	69	77	61	72	72	68	70	60	58	66	73	57	66	54	53
The mix of traditional and contemporary	44	32	43	51	61	44	48	62	45	49	33	42	45	51	38	46	43	12
The natural landscape and wildlife	82	65	89	87	86	79	92	89	92	91	95	79	86	89	71	86	74	52
Both city and country experiences within easy reach	55	47	56	59	67	55	45	59	50	50	58	52	46	64	50	54	58	22
The local Nova Scotian wine	18	13	19	22	21	18	16	16	17	16	14	16	14	23	23	18	17	19
The seacoast	83	65	89	91	93	81	91	93	88	90	93	79	91	92	58	87	77	67
The opportunity to rejuvenate	60	60	52	66	49	60	68	75	57	63	49	62	49	59	33	61	62	17
The local Nova Scotian food	60	49	55	71	78	62	50	61	56	55	51	57	57	71	67	61	59	68
TOTAL OVERNIGHT VISITORS (#)	384,559	116,729	23,585	112,128	42,485	294,926	21,007	10,151	35,358	66,516	23,116	258,573	38,366	87,620	8,836	251,932	119,075	4,717
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1,423</b>	<b>224</b>	<b>102</b>	<b>476</b>	<b>130</b>	<b>932</b>	<b>164</b>	<b>69</b>	<b>215</b>	<b>448</b>	<b>43</b>	<b>1,060</b>	<b>93</b>	<b>270</b>	<b>27</b>	<b>992</b>	<b>388</b>	<b>16</b>

# NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

## 2010 Visitor Exit Survey - Tourism Region Tables - Cape Breton Island

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	2	1	1	1	1	4	3	3	0	1	3	1	0	1	0	0
Met your expectations about Nova Scotia as a destination?	57	68	60	52	51	59	54	43	45	48	58	58	57	54	77	54	61	32
Exceeded your expectations about Nova Scotia as a destination?	42	32	37	47	48	40	44	52	52	49	42	41	40	45	23	44	39	68
TOTAL OVERNIGHT VISITORS (#)	404,274	131,084	24,529	113,573	42,835	312,020	21,200	10,151	36,711	68,062	24,191	273,748	38,366	92,160	25,686	251,932	119,075	7,581
UNWEIGHTED SAMPLE SIZE (#)	1,476	257	106	481	131	975	165	69	222	456	45	1,098	93	285	75	992	388	21

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?	35	12	67	40	41	32	51	49	50	50	40	33	61	33	9	48	17	7
While travelling throughout the province?	43	17	53	44	65	38	50	47	55	52	67	35	59	53	15	55	24	32
At any point during your trip to NS (T9a and/or T9b)?	53	23	76	58	69	48	67	68	68	68	73	47	73	60	21	67	33	33
TOTAL TRAVEL PARTIES (#)	200171	57864	11157	55407	25221	149649	9689	5109	19596	34394	16128	122611	16120	61440	13241	123628	59398	3903
UNWEIGHTED SAMPLE SIZE (#)	1476	257	106	481	131	975	165	69	222	456	45	1098	93	285	75	992	388	21



# NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

## 2010 Visitor Exit Survey - Tourism Region Tables - Cape Breton Island

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	25	59	18	27	17	28	24	29	18	21	10	32	12	19	43	18	47	77
2	26	16	39	31	22	27	25	21	28	27	23	26	32	25	28	27	23	0
3	17	12	10	16	24	17	20	33	15	19	13	16	23	17	9	19	11	4
4	12	8	15	12	15	12	10	5	19	15	7	11	20	12	21	12	10	19
5 or more visits	20	5	18	15	22	15	20	12	20	19	47	16	14	27	0	24	8	0
TOTAL TRAVEL PARTIES (#)	85,315	9,912	5,868	24,401	16,355	56,537	4,800	2,417	10,809	18,026	10,752	42,921	9,527	32,867	2,000	67,539	14,544	1,231
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>655</b>	<b>42</b>	<b>56</b>	<b>210</b>	<b>84</b>	<b>392</b>	<b>79</b>	<b>31</b>	<b>123</b>	<b>233</b>	<b>30</b>	<b>448</b>	<b>57</b>	<b>150</b>	<b>13</b>	<b>530</b>	<b>107</b>	<b>5</b>
MEAN # OF VISITS	3.2	1.9	2.9	2.8	3.4	2.8	2.9	3.4	3.2	3.2	4.8	2.7	3.1	3.7	2.1	3.4	2.2	1.7

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	93	95	37	99	97	92	99	100	98	99	87	93	91	94	96	91	96	94
French	6	5	61	1	2	7	0	0	1	0	4	6	9	3	4	7	3	6
German	1	0	0	0	0	0	0	0	0	0	7	0	0	2	0	1	0	0
English and/or French	0	0	2	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	1	1	2	0	0	1	0	1	0	0
TOTAL OVERNIGHT VISITORS (#)	404,274	131,084	24,529	113,573	42,835	312,020	21,200	10,151	36,711	68,062	24,191	273,748	38,366	92,160	25,686	251,932	119,075	7,581
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1,476</b>	<b>257</b>	<b>106</b>	<b>481</b>	<b>131</b>	<b>975</b>	<b>165</b>	<b>69</b>	<b>222</b>	<b>456</b>	<b>45</b>	<b>1,098</b>	<b>93</b>	<b>285</b>	<b>75</b>	<b>992</b>	<b>388</b>	<b>21</b>

# NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

## 2010 Visitor Exit Survey - Tourism Region Tables - Cape Breton Island

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	71	97	54	75	50	79	69	28	34	44	47	77	60	58	86	60	90	87
No	29	3	46	25	50	21	31	72	66	56	53	23	40	42	14	40	10	13
TOTAL OVERNIGHT VISITORS (#)	404,274	131,084	24,529	113,573	42,835	312,020	21,200	10,151	36,711	68,062	24,191	273,748	38,366	92,160	25,686	251,932	119,075	7,581
UNWEIGHTED SAMPLE SIZE (#)	1,476	257	106	481	131	975	165	69	222	456	45	1,098	93	285	75	992	388	21

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	24	7	42	34	47	22	36	56	39	39	33	19	47	33	6	36	12	11
2006	3	1	5	4	4	3	3	4	8	5	5	2	8	4	0	4	2	0
2007	5	3	7	4	6	4	5	11	3	5	19	4	12	6	1	5	6	0
2008	8	7	10	10	7	8	7	12	13	10	5	9	1	9	9	7	11	5
2009	30	34	23	30	25	31	32	12	25	27	24	31	17	33	26	27	36	35
2010	29	47	12	17	11	32	17	4	11	13	14	34	15	16	59	22	33	48
TOTAL OVERNIGHT VISITORS (#)	287,789	126,841	13,261	85,262	21,287	246,652	14,540	2,830	12,477	29,848	11,289	211,180	23,199	53,409	22,110	151,447	107,664	6,567
UNWEIGHTED SAMPLE SIZE (#)	960	251	56	359	62	728	113	22	76	211	21	752	49	159	62	534	347	17

# NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

## 2010 Visitor Exit Survey - Tourism Region Tables - Cape Breton Island

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	0	2	1	1	1	1	0	0	0	0	0	0	1	0	1	0	5
20 to 24	3	4	2	3	3	3	2	0	0	1	0	3	1	2	1	2	5	6
25 to 34	14	18	17	14	10	15	7	13	2	5	16	15	3	13	18	12	15	23
35 to 44	15	18	10	18	10	16	10	6	10	9	22	15	8	19	24	15	15	10
45 to 54	26	29	29	27	25	28	21	21	18	19	22	27	19	27	27	25	28	27
55 to 64	29	25	31	26	36	27	39	38	31	35	29	27	43	27	22	30	28	17
65 to 74	11	5	8	10	13	8	18	18	33	26	9	10	21	10	8	13	8	12
75 and over	1	0	0	2	1	1	2	5	4	4	2	1	5	2	0	2	1	0
Prefer not to answer	0	0	1	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0
TOTAL OVERNIGHT VISITORS (#)	404,274	131,084	24,529	113,573	42,835	312,020	21,200	10,151	36,711	68,062	24,191	273,748	38,366	92,160	25,686	251,932	119,075	7,581
UNWEIGHTED SAMPLE SIZE (#)	1,476	257	106	481	131	975	165	69	222	456	45	1,098	93	285	75	992	388	21

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	2	2	1	2	2	0	0	0	0	2	1	4	1	2	1	2	5
High school complete	8	7	8	9	9	8	9	5	5	6	7	8	10	7	6	8	8	7
Some technical school/college	7	8	5	6	11	8	6	9	6	6	2	8	9	4	5	7	8	2
Technical school/college complete	20	26	20	22	21	23	7	10	9	8	11	22	17	15	21	19	22	37
Some university	8	10	7	8	10	9	7	5	5	5	4	9	11	4	5	8	10	3
University complete	52	42	56	50	45	46	70	70	75	73	67	48	45	67	60	54	48	20
Prefer not to answer	3	5	2	3	3	4	1	1	1	1	7	4	3	2	2	3	3	27
TOTAL OVERNIGHT VISITORS (#)	404,274	131,084	24,529	113,573	42,835	312,020	21,200	10,151	36,711	68,062	24,191	273,748	38,366	92,160	25,686	251,932	119,075	7,581
UNWEIGHTED SAMPLE SIZE (#)	1,476	257	106	481	131	975	165	69	222	456	45	1,098	93	285	75	992	388	21

# NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

## 2010 Visitor Exit Survey - Tourism Region Tables - Cape Breton Island

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	15	19	15	14	9	15	14	15	10	12	22	17	15	10	10	15	17	18
\$40,001 to \$80,000	35	35	40	35	37	36	31	34	33	32	38	36	41	31	33	35	35	49
Greater than \$80,000	50	46	45	52	53	49	55	51	57	56	40	47	44	59	57	50	48	33
TOTAL OVERNIGHT VISITORS (#)	404,274	131,084	24,529	113,573	42,835	312,020	21,200	10,151	36,711	68,062	24,191	273,748	38,366	92,160	25,686	251,932	119,075	7,581
UNWEIGHTED SAMPLE SIZE (#)	1,476	257	106	481	131	975	165	69	222	456	45	1,098	93	285	75	992	388	21