

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Halifax Regional Municipality

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	49	100	0	0	0	56	0	0	0	0	0	73	15	15	53	44	45	80
Quebec	5	0	100	0	0	6	0	0	0	0	0	3	10	7	8	5	4	1
Ontario	24	0	0	100	0	27	0	0	0	0	0	15	25	36	22	21	29	11
Western Canada	10	0	0	0	100	11	0	0	0	0	0	2	22	19	8	11	11	2
All Canada	87	100	100	100	100	100	0	0	0	0	0	94	72	78	90	81	89	94
New England	2	0	0	0	0	0	100	0	0	23	0	2	3	1	1	3	2	1
Mid-Atlantic	1	0	0	0	0	0	0	100	0	18	0	1	2	2	1	3	1	1
Other US	5	0	0	0	0	0	0	0	100	59	0	2	19	8	5	8	3	1
All US	8	0	0	0	0	0	100	100	100	100	0	5	24	12	7	13	6	3
Overseas	4	0	0	0	0	0	0	0	0	0	100	0	4	10	3	6	5	3
TOTAL TRAVEL PARTIES (#)	818,326	400,093	39,778	194,877	78,385	713,133	16,102	12,086	40,449	68,637	36,556	472,652	16,998	328,676	185,711	261,475	320,396	50,744
UNWEIGHTED SAMPLE SIZE (#)	4,766	1,941	273	1,290	382	3,886	244	133	401	778	102	3,242	96	1,428	933	1,701	1,849	283

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Halifax Regional Municipality

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	5	5	5	4	5	5	3	2	2	2	6	5	0	5	6	2	6	6
Feb	9	16	4	3	4	11	7	1	1	3	1	13	0	5	14	7	8	14
Mar	7	12	3	3	3	8	6	4	2	3	3	10	0	5	9	8	6	9
Apr	3	2	5	5	2	3	4	4	4	4	1	1	0	5	6	1	3	2
May	6	8	4	6	4	7	5	3	4	4	4	7	5	6	10	5	6	9
Jun	9	9	5	9	9	9	14	16	9	11	13	9	11	9	12	9	8	12
Jul	13	10	20	15	15	12	15	17	17	17	20	12	20	13	6	19	13	9
Aug	16	11	18	21	18	15	17	29	25	24	20	15	30	16	6	23	18	7
Sep	12	9	16	15	16	12	14	13	15	15	20	10	22	15	9	14	13	12
Oct	9	8	9	8	13	9	8	6	15	12	7	9	6	8	10	8	9	9
Nov	7	8	7	6	5	7	3	5	5	4	3	7	4	7	9	3	8	7
Dec	3	2	4	5	5	3	4	1	2	2	4	2	1	6	4	1	5	3
TOTAL TRAVEL PARTIES (#)	818,326	400,093	39,778	194,877	78,385	713,133	16,102	12,086	40,449	68,637	36,556	472,652	16,998	328,676	185,711	261,475	320,396	50,744
UNWEIGHTED SAMPLE SIZE (#)	4,766	1,941	273	1,290	382	3,886	244	133	401	778	102	3,242	96	1,428	933	1,701	1,849	283

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Halifax Regional Municipality

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	20	33	12	7	4	22	10	10	6	8	3	27	2	10	31	18	11	45
2	21	31	15	13	6	23	17	11	8	10	1	27	7	12	26	19	19	20
3	13	14	19	14	7	14	17	15	9	12	6	14	7	12	17	11	13	11
4	10	8	15	14	9	10	10	12	13	12	2	8	7	12	11	9	11	5
5	8	5	10	12	10	7	12	15	12	13	4	6	12	10	6	7	10	4
6	5	1	5	9	11	5	5	6	9	7	5	4	6	7	3	6	6	3
7	6	3	4	7	10	5	7	11	12	11	13	3	11	9	2	8	6	3
8	3	1	4	6	8	3	4	5	9	7	3	2	11	4	1	4	5	2
9	2	1	4	3	4	2	6	3	4	4	6	1	3	4	1	3	3	1
10	3	1	5	4	6	3	2	2	5	4	5	2	9	4	1	3	4	2
11 or more	10	2	9	11	24	8	9	10	14	12	53	6	25	15	3	12	13	5
TOTAL TRAVEL PARTIES (#)	818,326	400,093	39,778	194,877	78,385	713,133	16,102	12,086	40,449	68,637	36,556	472,652	16,998	328,676	185,711	261,475	320,396	50,744
UNWEIGHTED SAMPLE SIZE (#)	4,766	1,941	273	1,290	382	3,886	244	133	401	778	102	3,242	96	1,428	933	1,701	1,849	283
MEAN # OF NIGHTS	5.1	2.9	5.0	6.1	8.3	4.5	6.8	7.7	7.2	7.2	14.6	3.8	8.9	6.8	3.1	5.9	6.0	3.5

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Halifax Regional Municipality

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	39	36	34	48	44	40	37	19	25	27	42	38	11	42	0	0	99	0
Vacation or holiday	24	16	25	25	34	21	37	50	48	46	38	23	76	21	0	74	0	0
Business, including meetings, sales, purchasing, etc.	15	16	27	13	10	15	13	17	15	15	7	12	3	19	64	0	0	0
Conference, convention or trade show	7	8	7	6	7	7	3	3	5	4	3	6	0	8	29	0	0	0
Personal business (medical appointments, to settle a will/estate, etc.)	5	8	1	1	1	5	0	0	0	0	1	7	0	1	0	0	0	73
Other leisure travel	2	3	2	2	1	2	4	5	4	4	3	2	6	2	0	8	0	0
Other travel	2	2	1	2	1	2	3	3	1	2	3	2	1	2	0	0	1	27
Shopping	2	4	1	0	0	2	0	0	0	0	0	3	0	0	0	6	0	0
Sporting event/tournament	2	3	2	0	1	2	0	0	0	0	0	2	2	1	0	5	0	0
Other business travel	2	2	1	2	1	2	0	3	1	1	3	1	1	2	7	0	0	0
Conference, convention, or trade show (personal interest, hobbies, etc.)	1	2	1	0	0	1	2	0	0	1	0	2	0	1	0	4	0	0
Music/Entertainment event	1	2	0	0	0	1	0	0	0	0	0	2	0	0	0	3	0	0
TOTAL TRAVEL PARTIES (#)	818,326	400,093	39,778	194,877	78,385	713,133	16,102	12,086	40,449	68,637	36,556	472,652	16,998	328,676	185,711	261,475	320,396	50,744
UNWEIGHTED SAMPLE SIZE (#)	4,766	1,941	273	1,290	382	3,886	244	133	401	778	102	3,242	96	1,428	933	1,701	1,849	283

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Halifax Regional Municipality

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	39	36	34	48	44	40	37	19	25	27	42	38	11	42	0	0	100	0
Pleasure	32	29	30	28	36	30	44	56	53	51	41	34	85	26	0	100	0	0
Business	23	25	35	21	18	23	16	23	21	20	13	19	3	29	100	0	0	0
Other	6	10	2	3	1	7	3	3	1	2	4	9	1	3	0	0	0	100
TOTAL TRAVEL PARTIES (#)	818,326	400,093	39,778	194,877	78,385	713,133	16,102	12,086	40,449	68,637	36,556	472,652	16,998	328,676	185,711	261,475	320,396	50,744
UNWEIGHTED SAMPLE SIZE (#)	4,766	1,941	273	1,290	382	3,886	244	133	401	778	102	3,242	96	1,428	933	1,701	1,849	283

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Halifax Regional Municipality

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	20	2	18	27	43	17	16	20	27	23	52	15	41	26	0	20	0	0
Opportunity to visit friends/relatives	14	17	11	15	16	16	6	7	4	5	7	14	7	14	0	14	0	0
To visit a specific area or location of Nova Scotia	13	18	19	12	2	14	21	15	7	11	7	17	6	8	0	13	0	0
Never been to Nova Scotia before	8	2	15	9	11	6	17	18	19	19	5	7	18	8	0	8	0	0
Scenery	7	4	14	7	5	6	12	16	18	16	5	7	9	8	0	7	0	0
Attend festival or public event	7	11	3	6	2	8	3	1	2	2	5	7	5	7	0	7	0	0
Experience Nova Scotia's culture and heritage	6	4	5	8	8	6	8	11	9	9	5	5	7	7	0	6	0	0
To do a specific activity	5	11	3	2	3	7	2	0	2	2	0	7	0	3	0	5	0	0
Visit a specific attraction or museum	3	5	0	4	0	4	0	1	1	1	2	4	0	2	0	3	0	0
Recommended by others	2	2	1	2	1	2	3	4	3	3	5	2	0	3	0	2	0	0
My interests and hobbies	2	3	2	1	4	2	0	2	1	1	2	2	2	2	0	2	0	0
To research family history	1	0	0	1	1	0	2	0	2	1	0	0	1	0	0	1	0	0
Other	7	12	7	5	3	8	9	4	5	5	5	8	4	7	0	7	0	0
None of the above	3	6	2	1	0	4	2	0	1	1	0	3	0	3	0	3	0	0
No answer	1	2	1	1	1	1	0	0	0	0	0	1	0	1	0	1	0	0
TOTAL TRAVEL PARTIES (#)	224,886	85,504	10,668	52,478	27,250	175,900	6,546	6,535	20,853	33,934	15,052	131,574	14,091	79,221	0	224,886	0	0
UNWEIGHTED SAMPLE SIZE (#)	1,501	405	92	411	146	1,054	100	78	227	405	42	1,056	83	362	0	1,501	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 - Halifax Regional Municipality

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	35	34	28	33	40	34	34	38	42	39	44	38	68	30	14	49	37	34
Alone (party of one)	30	27	41	32	29	29	28	30	31	30	32	21	2	43	60	8	32	11
As a family with children	13	15	10	13	11	14	16	10	8	10	9	17	14	8	3	17	13	32
As a family (adults only)	7	7	5	8	8	7	8	8	7	8	8	8	4	6	2	8	8	12
With friend(s)	7	8	6	6	5	7	5	6	3	4	3	8	3	5	5	10	5	5
Business associate/Colleague	3	3	6	2	1	3	3	1	2	2	1	2	0	3	12	0	0	0
As two or more couples	2	2	1	1	2	2	2	5	4	4	1	2	4	1	0	4	1	1
With an organized group/tour	1	1	1	1	1	1	0	0	2	1	2	1	2	1	3	1	0	0
As a family with grandparents	1	1	1	1	1	1	1	1	0	1	0	1	0	1	0	1	1	2
As two or more families with children	1	1	0	1	1	1	1	0	0	0	0	1	0	0	0	1	1	1
Grandparents with grandchildren	1	1	0	1	0	1	1	0	0	0	0	1	1	0	0	0	1	0
Other	1	1	0	0	1	1	1	1	1	1	0	1	0	1	1	1	1	1
TOTAL TRAVEL PARTIES (#)	818,326	400,093	39,778	194,877	78,385	713,133	16,102	12,086	40,449	68,637	36,556	472,652	16,998	328,676	185,711	261,475	320,396	50,744
UNWEIGHTED SAMPLE SIZE (#)	4,766	1,941	273	1,290	382	3,886	244	133	401	778	102	3,242	96	1,428	933	1,701	1,849	283

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Halifax Regional Municipality

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	11	13	8	11	8	12	13	6	6	8	9	14	14	6	3	15	12	19
Aged 15 to 19	6	6	6	6	3	6	7	3	3	4	4	7	4	3	1	8	5	11
Aged 20 to 24	8	11	8	7	7	9	5	2	1	2	4	10	4	6	4	8	10	13
Aged 25 to 34	22	25	24	19	20	23	16	18	7	11	18	25	9	18	20	20	23	25
Aged 35 to 44	25	27	21	23	20	25	19	17	19	19	28	26	13	24	34	23	20	28
Aged 45 to 54	32	31	38	34	33	33	36	33	29	31	32	32	27	33	39	34	27	39
Aged 55 to 64	29	26	22	30	35	28	36	33	36	36	34	28	43	29	21	31	31	31
Aged 65 to 74	11	10	7	10	13	10	20	26	29	26	10	12	34	9	4	15	12	14
Aged 75 and over	3	2	4	3	3	3	5	6	6	6	2	3	6	3	1	4	3	3
TOTAL TRAVEL PARTIES (#)	818,326	400,093	39,778	194,877	78,385	713,133	16,102	12,086	40,449	68,637	36,556	472,652	16,998	328,676	185,711	261,475	320,396	50,744
UNWEIGHTED SAMPLE SIZE (#)	4,766	1,941	273	1,290	382	3,886	244	133	401	778	102	3,242	96	1,428	933	1,701	1,849	283

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 - Halifax Regional Municipality

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	\$309	\$179	\$340	\$340	\$544	\$272	\$399	\$531	\$620	\$552	\$568	\$229	\$94	\$434	\$423	\$476	\$119	\$226
Campgrounds	\$8	\$2	\$19	\$8	\$15	\$6	\$7	\$14	\$23	\$18	\$22	\$4	\$215	\$3	\$0	\$23	\$2	\$1
Meals in restaurants/hotels/bars	\$261	\$157	\$276	\$312	\$461	\$239	\$322	\$392	\$430	\$398	\$421	\$199	\$239	\$351	\$241	\$352	\$213	\$167
Groceries and liquor	\$81	\$45	\$73	\$100	\$160	\$74	\$116	\$102	\$85	\$95	\$193	\$64	\$188	\$100	\$26	\$107	\$96	\$53
Gas, oil and/or auto repair	\$100	\$74	\$99	\$107	\$161	\$94	\$131	\$102	\$130	\$125	\$172	\$105	\$393	\$78	\$52	\$146	\$92	\$90
Car rental fees, including insurance	\$86	\$14	\$64	\$87	\$274	\$65	\$50	\$163	\$206	\$162	\$345	\$24	\$37	\$178	\$67	\$146	\$58	\$24
Local transportation (taxis, limos, etc)	\$12	\$5	\$14	\$18	\$24	\$11	\$9	\$11	\$12	\$11	\$23	\$3	\$5	\$25	\$25	\$10	\$6	\$8
Bridge/Highway/Ferry tolls in Nova Scotia	\$5	\$7	\$4	\$4	\$3	\$5	\$6	\$3	\$4	\$5	\$4	\$7	\$5	\$3	\$4	\$6	\$5	\$6
NS cultural products	\$40	\$13	\$39	\$56	\$95	\$35	\$51	\$64	\$76	\$68	\$94	\$28	\$69	\$57	\$15	\$68	\$36	\$19
Clothing	\$80	\$100	\$43	\$51	\$75	\$81	\$24	\$28	\$46	\$38	\$143	\$80	\$46	\$82	\$46	\$92	\$91	\$71
Major purchases (e.g., commercial, real estate, vehicles)	\$622	\$163	\$14	\$756	\$477	\$351	\$21	\$194	\$55	\$71	\$6,954	\$214	\$530	\$1,215	\$356	\$227	\$150	\$6,617
Other shopping	\$78	\$69	\$29	\$65	\$149	\$74	\$46	\$41	\$46	\$45	\$220	\$67	\$125	\$92	\$36	\$95	\$80	\$134
Culture and entertainment	\$45	\$34	\$41	\$51	\$67	\$43	\$55	\$55	\$69	\$63	\$64	\$40	\$94	\$50	\$23	\$85	\$30	\$21
Sport and recreation	\$13	\$9	\$9	\$13	\$26	\$12	\$9	\$24	\$23	\$20	\$17	\$12	\$21	\$15	\$4	\$26	\$9	\$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	\$1,758	\$900	\$1,071	\$1,971	\$2,535	\$1,382	\$1,257	\$1,727	\$1,825	\$1,675	\$9,241	\$1,090	\$2,061	\$2,702	\$1,325	\$1,861	\$991	\$7,650
Total Expenditures - excluding major purchases	\$1,135	\$737	\$1,057	\$1,216	\$2,058	\$1,031	\$1,237	\$1,534	\$1,771	\$1,604	\$2,287	\$876	\$1,530	\$1,487	\$969	\$1,634	\$840	\$1,033
TOTAL TRAVEL PARTIES (#)	818,326	400,093	39,778	194,877	78,385	713,133	16,102	12,086	40,449	68,637	36,556	472,652	16,998	328,676	185,711	261,475	320,396	50,744
UNWEIGHTED SAMPLE SIZE (#)	4,766	1,941	273	1,290	382	3,886	244	133	401	778	102	3,242	96	1,428	933	1,701	1,849	283

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 - Halifax Regional Municipality

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	53	55	55	47	54	53	52	60	58	57	54	52	7	58	86	64	24	60
Motel	7	4	6	10	12	7	9	11	14	12	14	8	5	7	4	14	4	7
Bed and Breakfast	6	2	4	5	15	4	8	15	21	17	17	4	1	9	2	13	3	1
Staying with friend or relatives	42	41	36	51	45	44	33	25	22	25	44	43	17	43	10	20	81	32
Other fixed roof [NET]	13	6	15	16	23	11	22	26	27	26	27	11	14	17	5	24	10	12
Inn	4	2	5	5	10	4	5	6	11	8	9	3	2	6	2	9	2	3
Resort	2	0	2	3	5	2	4	6	4	5	5	1	1	3	1	4	1	0
Rented cottage, cabin or vacation home	3	1	3	5	6	3	5	6	7	6	8	3	3	4	1	7	2	1
Your own cottage, cabin or vacation home	2	1	1	3	5	2	7	4	3	4	9	2	4	3	0	3	3	3
University	1	0	2	1	0	1	1	3	2	2	1	1	0	1	1	1	0	1
Other (hostel, hunting/fishing lodge, etc)	2	2	3	2	2	2	2	4	4	3	0	2	6	2	1	3	1	5
Campground [NET]	4	2	9	5	6	4	8	9	9	9	10	3	91	2	0	11	2	1
National or provincial park campground	2	1	5	3	2	2	5	6	3	4	7	2	31	1	0	5	1	1
Commercial campground/trailer park	3	2	7	4	5	3	4	4	8	7	6	2	79	1	0	9	1	0
TOTAL TRAVEL PARTIES (#)	818,326	400,093	39,778	194,877	78,385	713,133	16,102	12,086	40,449	68,637	36,556	472,652	16,998	328,676	185,711	261,475	320,396	50,744
UNWEIGHTED SAMPLE SIZE (#)	4,766	1,941	273	1,290	382	3,886	244	133	401	778	102	3,242	96	1,428	933	1,701	1,849	283

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

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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	2.6	1.9	2.9	2.9	3.5	2.4	2.6	3.0	3.5	3.2	4.5	2.1	3.8	3.1	2.6	2.7	2.3	2.3
Motel	2.5	1.6	2.2	2.6	2.8	2.3	2.4	2.5	2.8	2.7	4.6	2.3	2.0	2.9	2.4	2.6	2.4	2.4
Bed and breakfast	3.1	1.4	1.9	2.6	3.2	2.5	3.6	2.2	4.0	3.7	4.8	2.3	1.0	3.7	2.3	3.3	2.7	2.5
Staying with friend or relatives	5.5	3.4	6.2	6.5	7.8	5.0	6.9	10.8	7.2	7.7	12.5	4.2	7.1	7.4	4.1	4.9	5.8	4.2
Other fixed roof [NET]	6.1	3.6	3.0	4.7	7.2	4.8	11.0	8.4	5.4	7.1	15.7	5.0	6.1	7.2	4.1	7.2	5.0	4.9
Inn	2.1	2.0	2.1	2.0	2.1	2.0	2.7	2.5	2.1	2.2	2.6	2.0	2.0	2.2	2.1	2.2	2.0	1.9
Resort	2.3	2.1	2.3	2.4	2.3	2.3	2.2	2.0	2.4	2.3	2.0	2.3	1.0	2.3	2.9	2.2	2.2	.
Rented cottage, cabin or vacation home	5.0	7.0	3.9	4.7	5.8	5.4	5.4	5.2	4.4	4.7	3.5	5.0	5.0	5.0	13.3	4.8	3.9	9.9
Your own cottage, cabin or vacation home	17.5	6.3	2.7	10.4	18.2	11.0	21.5	30.7	19.0	22.0	41.3	13.6	14.3	20.8	7.4	29.2	9.0	9.5
University	4.0	2.2	2.9	4.7	6.0	3.8	2.8	3.3	4.8	4.0	7.0	2.3	.	5.6	3.9	4.7	3.1	2.0
Other (hostel, hunting/fishing lodge, etc)	3.3	2.4	3.5	3.1	3.4	2.7	20.8	3.8	3.8	6.6	.	2.8	2.1	4.5	3.3	3.4	3.5	2.7
Campground [NET]	5.8	3.7	6.4	4.6	7.7	5.1	3.5	4.1	8.8	6.8	9.4	3.9	7.1	7.2	6.0	6.3	3.2	1.2
National or provincial park campground	3.6	1.9	4.2	2.8	4.1	3.0	3.1	3.8	4.3	3.7	6.4	2.4	4.1	5.1	.	3.9	2.9	1.0
Commercial campground/trailer park	5.5	3.9	5.0	4.6	7.4	5.0	2.5	3.4	8.1	6.7	8.2	4.0	6.5	6.5	6.0	5.8	3.2	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	37	24	43	48	52	34	51	59	51	53	53	33	60	41	15	49	43	17
No	63	76	57	52	48	66	49	41	49	47	47	67	40	59	85	51	57	83
TOTAL TRAVEL PARTIES (#)	818,326	400,093	39,778	194,877	78,385	713,133	16,102	12,086	40,449	68,637	36,556	472,652	16,998	328,676	185,711	261,475	320,396	50,744
UNWEIGHTED SAMPLE SIZE (#)	4,766	1,941	273	1,290	382	3,886	244	133	401	778	102	3,242	96	1,428	933	1,701	1,849	283

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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	17	6	20	23	28	14	29	41	34	34	33	13	35	21	5	27	17	6
Hiking (in wooded or coastal areas)	14	5	18	19	21	12	29	34	34	33	34	11	29	18	4	23	15	5
Beach exploring	14	5	19	23	26	13	23	26	21	22	25	11	29	17	2	20	18	2
Outdoor swimming/sunbathing - MAR-NOV	11	5	10	16	16	10	19	12	10	12	19	9	18	13	2	14	14	4
Nature observing	10	5	11	12	14	8	19	24	25	23	20	8	26	11	2	16	10	4
Other outdoor activities	7	8	7	7	8	7	10	7	4	6	8	7	4	7	5	8	9	6
Whale watching	5	0	3	8	7	3	4	9	11	9	23	3	9	7	1	10	2	2
Outdoor sporting event	4	3	7	5	6	4	3	7	5	5	4	4	7	5	1	5	6	1
Sail/Boat tour (other than whale watching)	4	1	3	6	7	3	10	8	7	8	5	3	4	5	1	7	4	1
Golfing (not mini-golf) - MAR-NOV	3	1	3	5	7	3	2	4	3	3	2	2	6	4	1	3	4	2
Kayaking	2	1	2	3	2	1	4	8	4	5	4	2	3	2	0	3	2	0
Canoeing - MAR-NOV	2	1	1	2	2	2	2	3	2	2	12	2	1	3	0	3	3	0
Hunting/Fishing	1	0	1	3	2	1	2	4	1	2	2	1	3	2	0	2	2	1
Cycling	1	1	2	2	2	1	4	4	2	3	2	1	9	1	0	3	1	1
Cross-country skiing - JAN-APR	1	1	0	1	2	1	0	0	1	1	0	1	0	1	0	1	1	1
Snowboard/Downhill skiing - JAN-APR	0	0	0	0	0	0	0	0	0	0	9	0	0	1	0	0	1	1
Adventure sports (river rafting, climbing)	1	0	0	1	2	1	1	2	3	2	1	1	1	1	0	2	1	0
ATV/Off-roading	1	0	0	1	1	1	0	0	1	0	2	1	0	1	0	0	1	0
Indoor sporting event/tournament	1	0	2	1	1	1	0	1	1	1	0	1	0	1	0	0	1	0
Geocaching	1	0	0	0	1	1	0	0	1	1	0	1	2	0	0	1	1	0
Snowmobiling - JAN-APR	0	0	0	0	0	0	0	0	0	0	9	0	0	1	0	0	1	0
Surfing	0	0	1	1	1	0	0	1	0	0	0	0	1	1	0	1	1	0
Mountain biking	0	0	1	0	0	0	2	0	1	1	1	0	0	0	0	0	0	0
Did not participate in any of these activities	63	76	57	52	48	66	49	41	49	47	47	67	40	59	85	51	57	83
TOTAL TRAVEL PARTIES (#)	818,326	400,093	39,778	194,877	78,385	713,133	16,102	12,086	40,449	68,637	36,556	472,652	16,998	328,676	185,711	261,475	320,396	50,744
UNWEIGHTED SAMPLE SIZE (#)	4,766	1,941	273	1,290	382	3,886	244	133	401	778	102	3,242	96	1,428	933	1,701	1,849	283

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.

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2010 Visitor Exit Survey - Tourism Region Tables - Halifax Regional Municipality

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	52	37	63	65	70	50	65	75	70	70	71	46	73	61	45	66	48	34
Craft shops/studios	29	16	31	38	48	26	37	38	45	42	54	23	42	36	16	41	29	14
Nightclubs/Lounges/Pubs	29	25	29	33	41	29	32	22	29	28	30	25	20	36	34	31	28	13
Museums/Historic sites	26	9	33	35	52	22	41	50	55	51	51	20	62	33	14	44	21	9
Visit local farms and/or local food producers	13	8	13	15	24	12	18	16	20	19	24	11	30	16	5	17	17	6
Live music performances	14	10	9	16	19	13	18	14	21	19	21	12	12	16	8	21	12	4
Visit a nature park or fossil/geology site	13	5	15	18	21	10	23	25	35	30	34	10	37	17	4	24	12	4
Casino	12	14	8	11	11	13	9	11	10	10	6	13	19	11	13	16	9	9
Art galleries/Fine art studios	11	3	11	14	21	9	16	13	23	19	29	7	19	15	6	15	10	5
Attend a festival/outdoor event/community fair	9	5	8	12	15	8	14	16	15	15	12	8	16	11	2	15	9	4
Attend the Tim Hortons Brier - MAR1-APR	8	10	0	2	7	8	3	0	0	1	25	10	0	4	3	21	3	3
Guided tours (not including boat tours)	7	2	6	10	15	6	13	13	12	12	10	5	13	9	3	12	4	5
Visit a winery	5	1	4	7	13	4	5	11	12	11	10	3	18	7	2	8	5	0
Attend Buskers Festival - AUG5-SEP	5	3	2	6	7	5	8	1	6	6	5	5	3	4	1	7	4	2
Live theatre performances	4	2	2	5	6	3	4	1	7	6	8	3	2	5	1	5	4	3
Researching family history	3	1	2	6	9	3	6	1	5	4	1	2	7	4	1	5	3	2
Attend an indoor sporting event	3	4	4	2	3	3	2	2	2	2	2	3	1	3	1	4	4	2
Visit an archive	2	1	3	4	6	2	5	5	4	4	3	2	6	3	1	4	2	0
Attend Celtic Colours International Festival - OCT15-NOV	1	0	0	2	3	1	0	0	3	2	0	1	0	1	1	4	0	0
Attend the ECMAs in Sydney - MAR4-APR	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Motorcycle events	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0
Attend the International Tattoo - JUL1-AUG	0	0	0	0	0	0	0	0	1	1	0	0	2	0	0	0	0	0
TOTAL TRAVEL PARTIES (#)	818,326	400,093	39,778	194,877	78,385	713,133	16,102	12,086	40,449	68,637	36,556	472,652	16,998	328,676	185,711	261,475	320,396	50,744
UNWEIGHTED SAMPLE SIZE (#)	4,766	1,941	273	1,290	382	3,886	244	133	401	778	102	3,242	96	1,428	933	1,701	1,849	283

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 - Halifax Regional Municipality

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	1	0	0	1	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0	1	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	2	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
5	1	1	0	1	1	1	3	3	1	2	1	1	2	1	2	1	1	0
6	1	1	3	1	2	1	1	2	1	1	3	1	4	2	3	1	1	0
7	4	4	5	3	3	3	4	5	4	4	10	3	5	5	6	3	3	6
8	14	16	15	10	8	13	12	13	14	13	23	14	21	13	17	15	11	14
9	17	19	17	14	14	17	11	13	14	13	10	18	6	14	18	17	16	17
10 Definitely would recommend	63	58	59	71	72	63	68	62	65	65	52	61	62	65	53	63	68	62
TOTAL OVERNIGHT VISITORS (#)	1,596,251	874,682	72,271	344,957	125,650	1,417,559	33,066	21,234	69,558	123,858	54,834	1063297	39,941	493,014	346,471	524,080	617,331	108,369
UNWEIGHTED SAMPLE SIZE (#)	4,766	1,941	273	1,290	382	3,886	244	133	401	778	102	3,242	96	1,428	933	1,701	1,849	283
Promoters (% 9,10)	79	77	75	85	87	80	79	75	79	78	62	80	68	79	71	80	84	80
Neutral (% 7,8)	17	19	19	12	11	17	16	18	18	18	32	17	26	17	23	18	14	19
Detractors (% 1-6)	3	3	5	2	3	3	5	7	3	4	6	3	6	4	6	3	3	1
MEAN	9.3	9.2	9.1	9.5	9.5	9.3	9.3	9.1	9.3	9.3	8.8	9.3	9.1	9.3	9.0	9.3	9.4	9.3

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Halifax Regional Municipality

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	0	1	0	0	0	0	0	0	0	0	0	0
3	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
4	0	0	1	0	1	0	0	1	0	0	0	0	1	0	0	0	0	0
5	1	1	0	1	1	1	3	1	1	2	1	1	2	1	1	1	1	0
6	1	1	2	1	2	1	1	2	2	2	4	1	3	2	2	1	1	1
7	4	5	4	4	4	4	4	7	4	4	3	4	10	4	6	4	4	3
8	17	18	19	14	13	16	16	17	17	17	27	17	25	16	23	18	12	19
9	24	26	24	21	23	24	20	24	20	21	24	25	15	22	25	26	22	25
10 Completely satisfied	52	49	50	59	56	52	55	49	55	54	40	51	44	54	42	49	60	52
TOTAL OVERNIGHT VISITORS (#)	1,596,251	874,682	72,271	344,957	125,650	1,417,559	33,066	21,234	69,558	123,858	54,834	1063297	39,941	493,014	346,471	524,080	617,331	108,369
UNWEIGHTED SAMPLE SIZE (#)	4,766	1,941	273	1,290	382	3,886	244	133	401	778	102	3,242	96	1,428	933	1,701	1,849	283
TOP 3 BOX (% 8,9,10)	93	93	93	93	92	93	92	90	92	91	91	93	85	92	90	93	94	96
MEAN	9.2	9.1	9.1	9.3	9.2	9.2	9.1	9.0	9.1	9.1	8.9	9.2	8.8	9.2	8.9	9.1	9.3	9.2

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

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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	3	3	1	0	2	4	5	2	3	3	3	5	1	0	2	2	5
2	1	1	0	0	2	1	5	1	3	3	3	1	1	2	1	1	1	0
3	1	1	1	1	3	1	6	3	2	3	2	1	3	2	1	2	2	1
4	3	2	3	2	4	2	6	6	8	7	2	2	6	3	2	3	3	2
5	8	7	7	8	10	8	15	12	11	12	12	8	8	9	7	7	9	9
6	8	8	9	8	8	8	11	12	13	12	15	8	12	10	11	9	8	5
7	12	11	16	13	15	12	7	9	9	8	20	11	20	14	13	15	10	7
8	20	20	20	21	19	20	12	14	19	16	23	20	18	20	20	22	19	20
9	11	11	10	11	12	11	8	13	8	9	2	12	5	9	10	13	10	7
10 Completely satisfied	19	20	16	22	19	20	15	13	17	16	11	20	16	18	18	18	20	28
Don't Know / Not applicable	14	17	13	11	8	15	10	12	10	10	5	15	6	12	17	10	17	16
TOTAL OVERNIGHT VISITORS (#)	1,286,582	662,271	55,210	298,160	113,044	1,128,686	29,198	18,800	60,977	108,975	48,921	865,471	38,664	382,446	87,354	524,080	617,331	57,816
UNWEIGHTED SAMPLE SIZE (#)	3,963	1,461	219	1,151	346	3,177	219	120	356	695	91	2,758	93	1,112	252	1,701	1,849	161
TOP 3 BOX (% 8,9,10)	50	51	47	55	50	52	35	40	44	41	36	52	39	48	48	52	48	56
MEAN	7.5	7.6	7.4	7.7	7.4	7.6	6.3	6.7	6.9	6.7	6.7	7.6	6.8	7.4	7.6	7.5	7.5	7.7
GAP %	9	10	6	11	8	9	8	6	7	7	13	10	6	9	8	11	8	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'.

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2010 Visitor Exit Survey - Tourism Region Tables - Halifax Regional Municipality

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	3	3	3	2	1	3	4	2	2	2	2	3	2	2	2	2	3	6
2	1	1	0	1	2	1	2	1	2	2	1	1	2	2	1	1	1	1
3	2	2	3	2	3	2	3	3	1	2	1	2	1	2	3	2	2	
4	3	2	3	2	3	2	3	1	2	2	4	3	3	4	2	3	3	
5	7	7	10	7	8	7	8	6	6	7	11	7	5	8	9	6	8	
6	7	7	10	9	7	7	9	5	7	7	8	7	13	8	12	8	7	
7	10	9	9	10	12	9	9	7	12	10	12	9	12	10	10	11	9	
8	15	14	15	16	20	15	12	23	14	15	21	15	19	17	17	15	11	
9	13	13	17	14	13	13	14	16	12	13	13	13	15	13	9	16	13	
10 Completely satisfied	28	28	24	28	27	28	30	30	36	33	23	29	24	27	18	29	28	
Don't Know / Not applicable	11	14	7	8	4	11	6	7	5	6	3	12	5	8	15	8	15	
TOTAL OVERNIGHT VISITORS (#)	1,286,582	662,271	55,210	298,160	113,044	1,128,686	29,198	18,800	60,977	108,975	48,921	865,471	38,664	382,446	87,354	524,080	617,331	
UNWEIGHTED SAMPLE SIZE (#)	3,963	1,461	219	1,151	346	3,177	219	120	356	695	91	2,758	93	1,112	252	1,701	1,849	
TOP 3 BOX (% 8,9,10)	57	55	56	59	60	56	56	69	62	62	57	57	58	57	44	61	54	
MEAN	7.7	7.8	7.6	7.8	7.7	7.7	7.6	8.0	8.0	7.9	7.5	7.8	7.7	7.7	7.2	7.9	7.5	
GAP %	6	6	6	6	4	6	6	9	6	7	13	6	9	6	3	7	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 - Halifax Regional Municipality

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	3	3	1	1	2	4	1	3	3	2	3	1	1	1	1	3	5
2	1	1	1	1	1	1	0	1	0	0	0	0	1	1	0	0	1	1
3	1	1	0	1	2	1	0	1	1	1	1	1	3	1	0	1	1	1
4	1	1	1	1	2	1	0	2	1	1	3	1	0	2	0	1	1	1
5	6	5	4	7	7	6	8	5	4	5	9	5	7	7	9	5	6	5
6	6	5	10	6	8	6	7	5	9	8	7	5	11	8	6	6	7	2
7	9	9	7	8	11	9	11	10	8	9	19	9	9	10	10	10	8	11
8	16	14	23	16	19	16	15	13	16	15	19	16	26	15	15	18	15	11
9	12	12	11	13	12	12	11	14	14	13	12	12	14	12	9	16	11	6
10 Completely satisfied	25	25	23	26	23	25	29	33	29	29	14	26	11	23	26	26	24	27
Don't Know / Not applicable	21	25	16	21	14	22	15	16	15	15	14	22	16	20	22	16	24	31
TOTAL OVERNIGHT VISITORS (#)	1,286,582	662,271	55,210	298,160	113,044	1,128,686	29,198	18,800	60,977	108,975	48,921	865,471	38,664	382,446	87,354	524,080	617,331	57,816
UNWEIGHTED SAMPLE SIZE (#)	3,963	1,461	219	1,151	346	3,177	219	120	356	695	91	2,758	93	1,112	252	1,701	1,849	161
TOP 3 BOX (% 8,9,10)	53	52	57	55	54	53	54	59	58	57	45	54	51	50	51	59	49	44
MEAN	8.0	8.0	7.8	8.0	7.7	8.0	7.9	8.3	8.0	8.0	7.4	8.1	7.4	7.8	8.1	8.1	7.8	7.8
GAP %	7	8	10	6	6	7	7	8	5	6	9	7	17	6	6	9	6	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 - Halifax Regional Municipality

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	3	7	3	3	3	6	17	11	11	4	4	11	3	4	8	0	5
2	1	1	1	1	0	1	0	2	1	1	0	1	1	1	1	1	0	1
3	1	1	0	0	2	1	1	2	1	1	2	1	1	1	1	1	0	1
4	1	1	0	0	2	1	0	0	0	0	0	1	1	0	0	1	0	1
5	2	3	3	1	2	2	1	2	2	2	2	2	2	1	3	3	1	6
6	2	1	2	2	2	2	2	2	2	2	1	1	2	2	3	3	0	1
7	3	3	2	2	2	3	2	0	1	1	4	3	0	2	4	4	2	2
8	5	6	5	5	4	5	4	2	2	3	8	6	6	5	11	6	4	6
9	8	9	9	8	6	8	5	3	4	4	10	8	7	8	11	6	9	7
10 Completely satisfied	54	55	44	60	55	56	45	36	32	36	51	53	24	58	29	28	80	43
Don't Know / Not applicable	21	19	26	18	21	19	32	35	44	40	18	21	43	19	32	39	4	28
TOTAL OVERNIGHT VISITORS (#)	1,286,582	662,271	55,210	298,160	113,044	1,128,686	29,198	18,800	60,977	108,975	48,921	865,471	38,664	382,446	87,354	524,080	617,331	57,816
UNWEIGHTED SAMPLE SIZE (#)	3,963	1,461	219	1,151	346	3,177	219	120	356	695	91	2,758	93	1,112	252	1,701	1,849	161
TOP 3 BOX (% 8,9,10)	67	69	58	74	66	69	55	41	38	43	68	67	37	71	51	41	93	56
MEAN	8.9	8.9	8.3	9.1	8.9	9.0	8.5	6.9	7.5	7.7	8.7	8.8	7.0	9.0	8.1	7.6	9.7	8.3
GAP %	4	4	4	4	3	4	5	1	1	2	7	4	0	4	5	3	4	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 - Halifax Regional Municipality

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	2	3	0	1	1	2	2	1	1	1	1	2	1	1	1	1	2	5
2	0	0	2	0	0	0	1	1	0	1	1	0	1	1	0	0	1	1
3	1	0	0	1	2	1	2	1	1	1	1	1	1	1	0	1	1	0
4	1	1	3	1	2	1	3	2	1	1	3	1	1	1	0	1	1	0
5	5	5	7	5	5	5	7	4	3	4	9	5	7	6	5	5	5	3
6	6	5	10	6	8	6	5	5	8	7	11	5	7	8	7	6	7	6
7	9	8	10	9	9	9	7	6	8	8	13	8	11	9	11	9	8	9
8	17	17	16	18	19	17	18	14	18	17	18	17	20	17	18	19	17	9
9	15	13	14	17	18	15	12	19	15	15	13	14	18	14	16	17	12	10
10 Completely satisfied	25	24	24	26	25	25	30	37	36	34	18	26	18	24	21	27	24	27
Don't Know / Not applicable	19	24	14	17	11	20	13	12	9	10	12	20	15	17	22	14	21	30
TOTAL OVERNIGHT VISITORS (#)	1,286,582	662,271	55,210	298,160	113,044	1,128,686	29,198	18,800	60,977	108,975	48,921	865,471	38,664	382,446	87,354	524,080	617,331	57,816
UNWEIGHTED SAMPLE SIZE (#)	3,963	1,461	219	1,151	346	3,177	219	120	356	695	91	2,758	93	1,112	252	1,701	1,849	161
TOP 3 BOX (% 8,9,10)	57	54	53	61	62	56	59	70	68	66	48	58	56	55	55	63	53	45
MEAN	8.1	8.0	7.8	8.2	8.1	8.1	7.8	8.5	8.4	8.3	7.5	8.1	7.8	8.0	8.1	8.2	7.9	7.8
GAP %	8	9	7	7	6	8	11	8	8	9	10	9	7	7	10	10	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 - Halifax Regional Municipality

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	0	0	1	1	1	0	0	0	0	2	3	0	1	1	1	3
2	0	1	1	0	0	0	0	1	0	0	0	0	0	0	0	0	1	1
3	1	1	0	1	1	1	1	0	0	0	2	1	1	1	0	1	1	1
4	1	1	1	1	1	1	0	0	1	1	0	1	1	1	0	1	1	1
5	5	5	5	3	5	5	7	4	2	4	7	5	4	4	5	4	5	4
6	5	6	5	4	5	5	7	5	5	6	7	5	11	5	4	6	5	2
7	9	10	11	7	8	9	6	10	7	7	14	9	7	8	10	9	9	6
8	16	16	16	17	17	16	14	13	17	15	20	16	19	18	18	18	15	16
9	14	12	15	16	18	14	12	13	15	14	21	14	14	16	18	16	12	10
10 Completely satisfied	28	20	34	38	35	27	43	43	45	44	29	26	30	35	24	28	30	28
Don't Know / Not applicable	19	27	13	12	9	21	8	11	7	8	1	22	11	12	19	17	20	29
TOTAL OVERNIGHT VISITORS (#)	1,286,582	662,271	55,210	298,160	113,044	1,128,686	29,198	18,800	60,977	108,975	48,921	865,471	38,664	382,446	87,354	524,080	617,331	57,816
UNWEIGHTED SAMPLE SIZE (#)	3,963	1,461	219	1,151	346	3,177	219	120	356	695	91	2,758	93	1,112	252	1,701	1,849	161
TOP 3 BOX (% 8,9,10)	59	48	64	71	71	57	69	70	77	74	69	55	63	68	61	62	57	53
MEAN	8.2	7.8	8.4	8.6	8.5	8.2	8.5	8.7	8.8	8.7	8.2	8.1	8.1	8.5	8.3	8.3	8.2	8.1
GAP %	7	8	6	7	6	7	7	4	4	5	8	7	5	7	6	7	7	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 - Halifax Regional Municipality

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	1	1	1	2	2	0	0	1	1	3	3	1	0	1	3	4
2	1	1	0	0	0	1	0	0	1	0	1	1	0	1	0	1	1	2
3	1	2	0	1	1	1	1	2	1	1	1	1	1	1	1	1	1	1
4	2	2	3	2	2	2	2	1	1	1	0	2	1	2	1	2	2	4
5	6	6	6	4	6	6	6	2	5	5	10	6	6	5	5	4	7	5
6	6	6	7	5	5	6	4	6	6	5	3	6	1	6	7	6	6	4
7	9	9	10	9	10	9	9	10	8	8	19	9	11	10	12	10	9	7
8	14	12	17	16	16	14	16	22	14	16	21	13	22	15	16	17	12	9
9	12	8	13	16	16	11	14	14	17	16	15	10	18	15	10	14	10	8
10 Completely satisfied	22	15	27	29	32	21	33	28	38	35	15	21	24	25	17	23	21	23
Don't Know / Not applicable	26	36	16	17	11	28	15	15	10	12	13	29	13	19	30	21	29	34
TOTAL OVERNIGHT VISITORS (#)	1,286,582	662,271	55,210	298,160	113,044	1,128,686	29,198	18,800	60,977	108,975	48,921	865,471	38,664	382,446	87,354	524,080	617,331	57,816
UNWEIGHTED SAMPLE SIZE (#)	3,963	1,461	219	1,151	346	3,177	219	120	356	695	91	2,758	93	1,112	252	1,701	1,849	161
TOP 3 BOX (% 8,9,10)	48	35	57	61	64	46	62	64	70	67	52	44	64	55	44	54	43	40
MEAN	7.8	7.3	8.0	8.3	8.3	7.7	8.2	8.3	8.5	8.4	7.7	7.7	8.1	8.0	7.9	8.0	7.6	7.6
GAP %	6	6	8	6	5	6	5	8	5	5	12	6	4	6	6	6	6	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 - Halifax Regional Municipality

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	2	1	2	3	3	4	2	3	1	3	5	1	1	2	3	4
2	1	1	0	1	1	1	0	0	1	0	0	1	3	1	0	1	1	1
3	1	1	0	1	1	1	2	0	1	1	3	1	1	1	1	1	1	1
4	2	2	1	1	3	2	3	1	1	2	4	2	1	3	1	2	2	2
5	7	7	10	6	10	7	8	9	8	8	13	7	11	9	7	8	7	6
6	8	7	10	8	7	8	11	4	8	8	13	7	10	9	8	8	8	6
7	10	10	12	11	8	10	6	7	10	8	18	10	6	11	14	10	10	5
8	13	11	15	15	16	13	13	20	17	16	15	13	15	15	16	15	12	11
9	9	8	8	11	13	10	8	10	10	9	5	9	12	10	7	11	8	8
10 Completely satisfied	17	13	18	21	23	16	23	21	25	24	10	16	13	18	13	17	17	22
Don't Know / Not applicable	29	36	24	24	17	30	24	25	18	21	16	32	22	23	31	26	31	35
TOTAL OVERNIGHT VISITORS (#)	1,286,582	662,271	55,210	298,160	113,044	1,128,686	29,198	18,800	60,977	108,975	48,921	865,471	38,664	382,446	87,354	524,080	617,331	57,816
UNWEIGHTED SAMPLE SIZE (#)	3,963	1,461	219	1,151	346	3,177	219	120	356	695	91	2,758	93	1,112	252	1,701	1,849	161
TOP 3 BOX (% 8,9,10)	39	33	41	47	52	39	43	51	52	49	31	38	40	42	37	43	37	40
MEAN	7.4	7.2	7.5	7.8	7.7	7.4	7.4	7.8	7.8	7.7	6.8	7.4	6.9	7.5	7.5	7.5	7.3	7.5
GAP %	5	5	6	4	4	4	3	2	5	4	8	4	5	5	6	5	4	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 - Halifax Regional Municipality

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	2	3	0	1	1	2	1	1	0	1	0	2	0	1	1	1	2	5
2	1	1	1	0	0	1	0	0	0	0	0	1	0	0	0	0	1	1
3	0	1	0	0	1	1	1	0	0	0	0	0	0	1	0	1	1	1
4	1	1	1	1	1	1	1	2	0	1	1	1	1	1	1	1	1	1
5	4	6	3	2	3	4	3	3	2	2	1	5	2	3	6	3	4	4
6	5	5	6	4	4	5	4	2	4	4	4	4	5	5	5	4	5	7
7	8	9	4	5	7	8	9	6	6	7	9	8	7	7	9	8	8	5
8	14	13	14	13	19	14	12	9	13	12	22	13	17	15	18	13	14	11
9	15	12	22	19	16	15	17	21	18	18	25	14	22	17	12	18	14	8
10 Completely satisfied	31	20	41	42	42	29	43	48	52	49	34	29	39	36	21	33	31	29
Don't Know / Not applicable	20	29	9	13	7	22	9	8	5	7	3	23	8	14	25	17	20	28
TOTAL OVERNIGHT VISITORS (#)	1,286,582	662,271	55,210	298,160	113,044	1,128,686	29,198	18,800	60,977	108,975	48,921	865,471	38,664	382,446	87,354	524,080	617,331	57,816
UNWEIGHTED SAMPLE SIZE (#)	3,963	1,461	219	1,151	346	3,177	219	120	356	695	91	2,758	93	1,112	252	1,701	1,849	161
TOP 3 BOX (% 8,9,10)	60	45	77	73	77	58	72	79	82	79	81	56	78	67	51	65	59	48
MEAN	8.3	7.8	8.8	8.8	8.7	8.2	8.7	8.9	9.0	8.9	8.7	8.2	8.8	8.5	8.0	8.5	8.3	7.8
GAP %	7	6	3	7	6	6	9	9	9	9	16	6	9	7	6	7	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 - Halifax Regional Municipality

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	1	1	2	2	2	1	2	2	1	2	1	2	0	1	3	4
2	0	1	1	0	0	0	1	2	1	1	1	0	1	0	0	0	0	2
3	1	1	0	1	1	1	1	0	1	1	0	1	1	0	1	1	0	0
4	1	1	1	1	1	1	1	1	1	1	0	1	0	1	1	1	1	1
5	5	5	5	5	5	5	9	5	3	5	10	5	9	5	6	5	6	4
6	5	5	7	4	5	5	10	10	11	11	7	5	10	6	6	6	5	4
7	10	9	7	9	9	9	8	7	10	9	19	9	18	10	6	11	9	9
8	17	15	20	17	21	16	14	16	16	15	26	16	24	17	22	19	14	11
9	13	11	15	14	14	13	10	16	13	13	11	13	10	13	11	14	12	11
10 Completely satisfied	25	22	28	30	29	25	30	29	28	29	18	25	16	27	19	24	28	26
Don't Know / Not applicable	21	27	14	17	12	22	14	13	14	14	8	23	9	17	29	18	21	29
TOTAL OVERNIGHT VISITORS (#)	1,286,582	662,271	55,210	298,160	113,044	1,128,686	29,198	18,800	60,977	108,975	48,921	865,471	38,664	382,446	87,354	524,080	617,331	57,816
UNWEIGHTED SAMPLE SIZE (#)	3,963	1,461	219	1,151	346	3,177	219	120	356	695	91	2,758	93	1,112	252	1,701	1,849	161
TOP 3 BOX (% 8,9,10)	55	49	63	61	64	54	54	62	57	57	55	54	51	57	52	56	54	47
MEAN	8.0	7.9	8.2	8.3	8.1	8.1	7.8	8.2	8.0	8.0	7.7	8.0	7.5	8.1	8.1	8.0	8.0	7.9
GAP %	7	7	7	7	6	7	3	4	9	7	7	7	12	6	7	9	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 - Halifax Regional Municipality

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	10	9	8	9	9	13	10	8	10	10	9	16	8	5	9	10	14
2	2	2	1	2	2	2	1	2	2	2	3	2	1	2	1	3	2	1
3	3	2	4	3	5	3	2	2	3	3	3	2	2	3	3	3	2	2
4	3	3	3	2	2	2	1	7	3	3	3	3	4	2	3	2	3	2
5	6	6	9	5	6	6	9	7	6	7	8	6	7	7	8	6	5	8
6	5	4	6	6	5	5	5	4	5	5	7	4	6	6	5	5	5	2
7	5	5	5	5	6	5	2	5	5	4	9	5	2	6	4	5	6	3
8	5	4	9	6	7	5	7	5	8	7	11	5	6	7	6	5	6	5
9	4	4	6	6	4	4	2	5	5	4	3	4	4	5	4	5	4	6
10 Completely satisfied	8	8	6	11	12	9	9	6	6	7	4	8	3	10	8	7	10	9
Don't Know / Not applicable	49	53	43	47	42	50	48	49	49	49	38	51	48	45	53	50	48	49
TOTAL OVERNIGHT VISITORS (#)	1,286,582	662,271	55,210	298,160	113,044	1,128,686	29,198	18,800	60,977	108,975	48,921	865,471	38,664	382,446	87,354	524,080	617,331	57,816
UNWEIGHTED SAMPLE SIZE (#)	3,963	1,461	219	1,151	346	3,177	219	120	356	695	91	2,758	93	1,112	252	1,701	1,849	161
TOP 3 BOX (% 8,9,10)	18	16	21	22	23	18	18	15	20	18	19	17	14	21	18	17	19	20
MEAN	5.8	5.6	5.8	6.2	6.0	5.8	5.5	5.4	5.8	5.7	5.5	5.7	4.7	6.1	6.2	5.7	5.9	5.6
GAP %	2	2	2	1	1	2	3	2	1	1	0	2	3	1	1	1	2	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 - Halifax Regional Municipality

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	2	3	0	1	0	2	2	1	0	1	0	2	0	1	0	1	2	5
2	0	1	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	1
3	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1
4	1	1	0	0	0	1	1	0	0	0	1	1	0	1	0	1	1	0
5	3	5	3	2	2	3	2	2	2	2	2	4	1	3	4	3	3	5
6	3	4	1	2	2	3	2	3	2	2	1	4	2	2	5	3	3	4
7	6	7	6	4	5	6	5	5	4	4	8	7	7	5	8	6	6	4
8	13	12	13	12	14	12	11	10	11	11	23	12	12	14	19	12	12	8
9	14	11	17	16	16	13	15	19	14	15	19	13	12	15	11	15	13	4
10 Completely satisfied	39	25	52	54	55	37	54	55	62	59	40	35	57	47	32	41	39	37
Don't Know / Not applicable	19	30	8	11	5	21	8	7	4	5	7	23	7	12	20	17	20	31
TOTAL OVERNIGHT VISITORS (#)	1,286,582	662,271	55,210	298,160	113,044	1,128,686	29,198	18,800	60,977	108,975	48,921	865,471	38,664	382,446	87,354	524,080	617,331	57,816
UNWEIGHTED SAMPLE SIZE (#)	3,963	1,461	219	1,151	346	3,177	219	120	356	695	91	2,758	93	1,112	252	1,701	1,849	161
TOP 3 BOX (% 8,9,10)	65	49	82	81	85	63	80	83	87	85	81	60	80	76	62	68	65	49
MEAN	8.6	8.0	9.1	9.2	9.1	8.5	8.9	9.2	9.3	9.2	8.8	8.4	9.0	8.9	8.6	8.7	8.6	8.1
GAP %	6	6	7	6	6	6	5	10	6	7	9	6	5	7	9	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 - Halifax Regional Municipality

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	3	1	4	3	1	2	5	2	1	2	3	6
2	1	1	0	0	0	1	1	0	0	0	2	1	0	1	0	0	1	1
3	1	1	0	1	1	1	2	0	2	2	2	1	3	1	2	1	1	1
4	1	1	1	1	2	1	1	1	2	1	1	1	1	1	1	1	1	1
5	5	5	7	4	8	5	11	5	5	7	7	5	9	5	5	5	5	5
6	5	5	8	5	7	5	4	4	6	5	5	5	11	5	8	5	6	4
7	9	9	9	7	13	9	8	8	5	6	11	8	6	10	13	9	8	6
8	15	15	14	17	13	15	11	14	15	14	18	15	17	15	12	16	15	10
9	12	12	11	12	12	12	9	16	14	13	11	12	6	12	15	14	11	8
10 Completely satisfied	28	25	26	34	27	27	33	35	32	33	20	27	15	29	21	27	29	26
Don't Know / Not applicable	21	24	22	16	16	21	18	15	15	15	22	22	25	18	22	20	21	32
TOTAL OVERNIGHT VISITORS (#)	1,286,582	662,271	55,210	298,160	113,044	1,128,686	29,198	18,800	60,977	108,975	48,921	865,471	38,664	382,446	87,354	524,080	617,331	57,816
UNWEIGHTED SAMPLE SIZE (#)	3,963	1,461	219	1,151	346	3,177	219	120	356	695	91	2,758	93	1,112	252	1,701	1,849	161
TOP 3 BOX (% 8,9,10)	55	52	51	63	52	55	53	65	61	60	48	55	39	57	47	57	55	44
MEAN	8.0	7.9	8.0	8.3	7.9	8.0	7.8	8.5	8.0	8.0	7.6	8.1	7.0	8.1	7.8	8.1	8.0	7.6
GAP %	6	7	5	6	6	6	7	8	6	7	7	7	5	6	3	8	5	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 - Halifax Regional Municipality

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	2	1	1	2	3	3	2	3	2	3	5	1	0	3	2	3
2	1	1	3	0	0	1	1	1	1	1	3	1	1	1	0	1	1	0
3	1	1	1	1	2	1	2	2	1	1	1	1	0	1	1	1	1	0
4	2	2	1	1	2	2	3	0	1	1	2	2	1	1	1	1	2	2
5	5	5	8	3	5	5	7	6	6	6	4	5	6	4	5	6	4	6
6	5	6	7	4	4	5	5	10	9	8	8	5	9	5	5	6	5	4
7	9	9	7	8	8	8	11	8	8	9	19	8	13	10	10	9	8	7
8	17	16	19	18	19	17	12	16	12	13	26	17	19	18	20	18	16	13
9	14	12	14	17	15	14	8	14	15	13	13	14	9	14	14	15	12	10
10 Completely satisfied	27	20	27	36	36	26	33	31	34	33	15	25	25	31	23	25	28	31
Don't Know / Not applicable	18	25	12	12	7	19	13	9	11	11	5	20	12	13	18	15	20	24
TOTAL OVERNIGHT VISITORS (#)	1,286,582	662,271	55,210	298,160	113,044	1,128,686	29,198	18,800	60,977	108,975	48,921	865,471	38,664	382,446	87,354	524,080	617,331	57,816
UNWEIGHTED SAMPLE SIZE (#)	3,963	1,461	219	1,151	346	3,177	219	120	356	695	91	2,758	93	1,112	252	1,701	1,849	161
TOP 3 BOX (% 8,9,10)	57	49	60	70	70	57	53	61	62	59	55	55	53	63	58	58	57	54
MEAN	8.0	7.7	7.8	8.5	8.3	8.0	7.7	7.9	8.1	8.0	7.4	7.9	7.6	8.2	8.1	7.9	8.1	8.1
GAP %	17	17	14	17	17	17	11	16	14	13	22	16	21	17	13	18	17	12

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 - Halifax Regional Municipality

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	7.6	7.4	7.7	7.4	7.6	6.3	6.7	6.9	6.7	6.7	7.6	6.8	7.4	7.6	7.5	7.5	7.7
Weather	7.7	7.8	7.6	7.8	7.7	7.7	7.6	8.0	8.0	7.9	7.5	7.8	7.7	7.7	7.2	7.9	7.7	7.5
Your interests and hobbies	8.0	8.0	7.8	8.0	7.7	8.0	7.9	8.3	8.0	8.0	7.4	8.1	7.4	7.8	8.1	8.1	7.8	7.8
The opportunity to visit friends and family	8.9	8.9	8.3	9.1	8.9	9.0	8.5	6.9	7.5	7.7	8.7	8.8	7.0	9.0	8.1	7.6	9.7	8.3
The chance to do interesting activities	8.1	8.0	7.8	8.2	8.1	8.1	7.8	8.5	8.4	8.3	7.5	8.1	7.8	8.0	8.1	8.2	7.9	7.8
The culture and people	8.2	7.8	8.4	8.6	8.5	8.2	8.5	8.7	8.8	8.7	8.2	8.1	8.1	8.5	8.3	8.3	8.2	8.1
The heritage and history	7.8	7.3	8.0	8.3	8.3	7.7	8.2	8.3	8.5	8.4	7.7	7.7	8.1	8.0	7.9	8.0	7.6	7.6
The mix of traditional and contemporary	7.4	7.2	7.5	7.8	7.7	7.4	7.4	7.8	7.8	7.7	6.8	7.4	6.9	7.5	7.5	7.5	7.3	7.5
The natural landscape and wildlife	8.3	7.8	8.8	8.8	8.7	8.2	8.7	8.9	9.0	8.9	8.7	8.2	8.8	8.5	8.0	8.5	8.3	7.8
Both city and country experiences within easy reach	8.0	7.9	8.2	8.3	8.1	8.1	7.8	8.2	8.0	8.0	7.7	8.0	7.5	8.1	8.1	8.0	8.0	7.9
The local Nova Scotian wine	5.8	5.6	5.8	6.2	6.0	5.8	5.5	5.4	5.8	5.7	5.5	5.7	4.7	6.1	6.2	5.7	5.9	5.6
The seacoast	8.6	8.0	9.1	9.2	9.1	8.5	8.9	9.2	9.3	9.2	8.8	8.4	9.0	8.9	8.6	8.7	8.6	8.1
The opportunity to rejuvenate	8.0	7.9	8.0	8.3	7.9	8.0	7.8	8.5	8.0	8.0	7.6	8.1	7.0	8.1	7.8	8.1	8.0	7.6
The local Nova Scotian food	8.0	7.7	7.8	8.5	8.3	8.0	7.7	7.9	8.1	8.0	7.4	7.9	7.6	8.2	8.1	7.9	8.1	8.1
TOTAL OVERNIGHT VISITORS (#)	1,286,582	662,271	55,210	298,160	113,044	1,128,686	29,198	18,800	60,977	108,975	48,921	865,471	38,664	382,446	87,354	524,080	617,331	57,816
UNWEIGHTED SAMPLE SIZE (#)	3,963	1,461	219	1,151	346	3,177	219	120	356	695	91	2,758	93	1,112	252	1,701	1,849	161

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Halifax Regional Municipality

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	50	51	47	55	50	52	35	40	44	41	36	52	39	48	48	52	48	56
Weather	57	55	56	59	60	56	56	69	62	62	57	57	58	57	44	61	56	54
Your interests and hobbies	53	52	57	55	54	53	54	59	58	57	45	54	51	50	51	59	49	44
The opportunity to visit friends and family	67	69	58	74	66	69	55	41	38	43	68	67	37	71	51	41	93	56
The chance to do interesting activities	57	54	53	61	62	56	59	70	68	66	48	58	56	55	55	63	53	45
The culture and people	59	48	64	71	71	57	69	70	77	74	69	55	63	68	61	62	57	53
The heritage and history	48	35	57	61	64	46	62	64	70	67	52	44	64	55	44	54	43	40
The mix of traditional and contemporary	39	33	41	47	52	39	43	51	52	49	31	38	40	42	37	43	37	40
The natural landscape and wildlife	60	45	77	73	77	58	72	79	82	79	81	56	78	67	51	65	59	48
Both city and country experiences within easy reach	55	49	63	61	64	54	54	62	57	57	55	54	51	57	52	56	54	47
The local Nova Scotian wine	18	16	21	22	23	18	18	15	20	18	19	17	14	21	18	17	19	20
The seacoast	65	49	82	81	85	63	80	83	87	85	81	60	80	76	62	68	65	49
The opportunity to rejuvenate	55	52	51	63	52	55	53	65	61	60	48	55	39	57	47	57	55	44
The local Nova Scotian food	57	49	60	70	70	57	53	61	62	59	55	55	53	63	58	58	57	54
TOTAL OVERNIGHT VISITORS (#)	1,286,582	662,271	55,210	298,160	113,044	1,128,686	29,198	18,800	60,977	108,975	48,921	865,471	38,664	382,446	87,354	524,080	617,331	57,816
UNWEIGHTED SAMPLE SIZE (#)	3,963	1,461	219	1,151	346	3,177	219	120	356	695	91	2,758	93	1,112	252	1,701	1,849	161

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Halifax Regional Municipality

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	2	3	3	3	1	1	5	1	1	1	0	1
Met your expectations about Nova Scotia as a destination?	67	76	62	56	58	69	59	51	50	52	57	70	57	61	77	61	66	72
Exceeded your expectations about Nova Scotia as a destination?	32	24	36	42	42	31	39	46	48	45	42	29	38	38	23	37	34	28
TOTAL OVERNIGHT VISITORS (#)	1,596,251	874,682	72,271	344,957	125,650	1,417,559	33,066	21,234	69,558	123,858	54,834	1063297	39,941	493,014	346,471	524,080	617,331	108,369
UNWEIGHTED SAMPLE SIZE (#)	4,766	1,941	273	1,290	382	3,886	244	133	401	778	102	3,242	96	1,428	933	1,701	1,849	283

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?	15	5	25	21	22	12	34	27	34	33	31	13	57	15	6	29	9	9
While travelling throughout the province?	15	4	15	21	32	12	28	35	35	33	43	12	56	19	5	32	9	8
At any point during your trip to NS (T9a and/or T9b)?	23	8	29	32	39	19	45	42	48	47	52	19	73	26	10	42	16	13
TOTAL TRAVEL PARTIES (#)	818326	400093	39778	194877	78385	713133	16102	12086	40449	68637	36556	472652	16998	328676	185711	261475	320396	50744
UNWEIGHTED SAMPLE SIZE (#)	4766	1941	273	1290	382	3886	244	133	401	778	102	3242	96	1428	933	1701	1849	283

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

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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	33	64	29	38	27	39	26	19	21	22	16	39	16	30	59	24	48	56
2	27	24	31	28	23	26	35	35	32	33	25	28	29	26	29	27	28	20
3	16	8	10	14	21	15	13	28	12	15	23	14	18	17	8	17	13	18
4	9	3	14	7	11	8	8	9	18	14	5	8	18	8	4	10	6	6
5 or more visits	16	1	16	13	19	13	18	9	17	16	32	12	19	18	0	21	6	0
TOTAL TRAVEL PARTIES (#)	126,432	16,409	6,062	40,199	25,100	87,771	4,521	4,264	14,106	22,892	15,769	54,734	9,449	62,249	8,879	84,026	29,625	3,902
UNWEIGHTED SAMPLE SIZE (#)	864	74	56	302	126	558	62	48	152	262	44	523	57	284	48	601	198	17
MEAN # OF VISITS	2.8	1.5	2.9	2.5	3.0	2.5	2.7	3.0	3.0	2.9	4.1	2.4	3.2	3.0	1.6	3.2	2.0	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	94	94	62	99	99	94	100	100	99	100	92	93	92	96	92	92	97	93
French	5	6	36	1	1	6	0	0	0	0	1	6	8	3	7	7	3	6
German	0	0	0	0	0	0	0	0	0	0	6	0	0	1	0	1	0	0
English and/or French	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
TOTAL OVERNIGHT VISITORS (#)	1,596,251	874,682	72,271	344,957	125,650	1,417,559	33,066	21,234	69,558	123,858	54,834	106,3297	39,941	493,014	346,471	524,080	617,331	108,369
UNWEIGHTED SAMPLE SIZE (#)	4,766	1,941	273	1,290	382	3,886	244	133	401	778	102	3,242	96	1,428	933	1,701	1,849	283

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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	86	98	71	81	66	90	70	42	45	51	59	91	56	77	90	73	93	93
No	14	2	29	19	34	10	30	58	55	49	41	9	44	23	10	27	7	7
TOTAL OVERNIGHT VISITORS (#)	1,596,251	874,682	72,271	344,957	125,650	1,417,559	33,066	21,234	69,558	123,858	54,834	1063297	39,941	493,014	346,471	524,080	617,331	108,369
UNWEIGHTED SAMPLE SIZE (#)	4,766	1,941	273	1,290	382	3,886	244	133	401	778	102	3,242	96	1,428	933	1,701	1,849	283

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	12	6	22	23	30	12	22	17	24	23	17	9	48	18	10	23	7	8
2006	2	1	3	3	4	2	5	0	6	5	5	2	0	3	2	3	2	1
2007	3	2	3	5	8	3	1	1	5	3	5	2	12	4	2	4	3	0
2008	7	5	11	9	11	6	8	9	13	11	5	6	1	9	7	7	6	5
2009	35	37	26	35	27	35	36	43	29	34	42	36	23	35	34	34	36	42
2010	41	50	35	26	20	42	27	29	23	25	27	45	16	31	45	30	45	44
TOTAL OVERNIGHT VISITORS (#)	1,366,389	856,416	51,214	279,334	83,475	1,270,440	23,278	8,853	31,563	63,695	32,255	962,726	22,547	381,116	311,955	382,778	571,355	100,301
UNWEIGHTED SAMPLE SIZE (#)	3,835	1,901	188	1,032	247	3,368	173	55	179	407	60	2,720	46	1,069	809	1,090	1,681	255

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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	1	1	1	0	0	0	1	1	0	1	0	1	1	1
20 to 24	5	7	5	4	3	6	2	1	1	1	2	6	3	4	2	4	8	3
25 to 34	17	20	19	15	16	18	12	15	5	9	13	19	6	15	16	17	19	17
35 to 44	20	22	16	18	15	20	14	13	15	14	24	20	7	20	28	19	16	19
45 to 54	26	24	33	29	27	26	27	28	22	24	25	25	20	29	32	26	22	27
55 to 64	22	20	17	24	26	21	31	23	28	28	28	21	35	24	18	22	24	22
65 to 74	8	6	6	7	11	7	12	16	25	20	6	8	22	7	2	10	8	8
75 and over	1	1	2	2	2	1	1	3	3	3	1	1	5	2	0	1	2	1
Prefer not to answer	0	0	0	0	1	0	1	2	1	1	0	0	1	1	0	1	0	1
TOTAL OVERNIGHT VISITORS (#)	1,596,251	874,682	72,271	344,957	125,650	1,417,559	33,066	21,234	69,558	123,858	54,834	1063297	39,941	493,014	346,471	524,080	617,331	108,369
UNWEIGHTED SAMPLE SIZE (#)	4,766	1,941	273	1,290	382	3,886	244	133	401	778	102	3,242	96	1,428	933	1,701	1,849	283

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	2	1	1	1	1	1	0	0	1	1	3	1	0	1	1	2
High school complete	7	8	6	7	6	7	3	1	4	3	5	8	6	5	4	7	7	13
Some technical school/college	5	5	7	5	7	5	8	9	6	7	1	5	11	5	4	6	6	6
Technical school/college complete	20	24	17	19	22	22	7	6	6	6	7	22	21	16	17	21	22	23
Some university	9	10	13	9	9	10	5	4	4	4	4	10	12	8	10	10	9	8
University complete	54	49	53	57	53	52	74	79	78	77	76	51	43	63	64	53	53	44
Prefer not to answer	3	3	2	2	2	3	2	0	1	1	6	3	5	2	2	3	2	4
TOTAL OVERNIGHT VISITORS (#)	1,596,251	874,682	72,271	344,957	125,650	1,417,559	33,066	21,234	69,558	123,858	54,834	1063297	39,941	493,014	346,471	524,080	617,331	108,369
UNWEIGHTED SAMPLE SIZE (#)	4,766	1,941	273	1,290	382	3,886	244	133	401	778	102	3,242	96	1,428	933	1,701	1,849	283

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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	18	15	12	12	16	10	11	8	9	19	17	14	12	6	14	20	21
\$40,001 to \$80,000	34	37	37	30	34	35	29	22	26	26	34	37	48	27	27	35	36	37
Greater than \$80,000	51	46	48	59	54	50	61	67	66	65	47	47	39	61	67	50	44	42
TOTAL OVERNIGHT VISITORS (#)	1,596,251	874,682	72,271	344,957	125,650	1,417,559	33,066	21,234	69,558	123,858	54,834	1063297	39,941	493,014	346,471	524,080	617,331	108,369
UNWEIGHTED SAMPLE SIZE (#)	4,766	1,941	273	1,290	382	3,886	244	133	401	778	102	3,242	96	1,428	933	1,701	1,849	283