

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - South Shore

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	23	100	0	0	0	30	0	0	0	0	0	41	11	6	35	17	28	28
Quebec	6	0	100	0	0	7	0	0	0	0	0	6	11	5	6	6	6	5
Ontario	32	0	0	100	0	41	0	0	0	0	0	32	25	32	25	30	35	30
Western Canada	17	0	0	0	100	22	0	0	0	0	0	6	26	28	15	18	17	8
All Canada	78	100	100	100	100	100	0	0	0	0	0	85	73	71	81	71	85	71
New England	3	0	0	0	0	0	100	0	0	21	0	5	3	1	1	4	3	3
Mid-Atlantic	3	0	0	0	0	0	0	100	0	18	0	2	2	3	3	4	1	5
Other US	9	0	0	0	0	0	0	0	100	60	0	5	20	11	9	12	5	4
All US	15	0	0	0	0	0	100	100	100	100	0	13	25	15	13	20	9	12
Overseas	7	0	0	0	0	0	0	0	0	0	100	2	3	14	6	9	6	17
TOTAL TRAVEL PARTIES (#)	282,493	66,249	16,431	89,306	48,206	220,192	8,793	7,664	25,057	41,514	20,787	137,442	13,991	131,061	24,442	134,354	115,195	8,503
UNWEIGHTED SAMPLE SIZE (#)	1,920	312	133	679	238	1,362	144	91	265	500	58	1,246	81	593	131	1,006	729	54

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - South Shore

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	2	3	1	2	2	3	1	0	1	1	2	2	0	3	5	1	3	2
Feb	2	8	1	0	1	3	0	2	0	0	0	3	0	1	6	1	2	4
Mar	3	6	3	1	2	3	4	2	0	1	3	3	0	2	6	1	3	3
Apr	2	1	3	2	1	2	3	5	1	2	3	1	0	3	4	1	2	10
May	5	7	3	5	4	5	8	3	4	4	3	5	3	5	12	3	6	3
Jun	10	10	5	9	11	9	17	12	10	12	16	11	7	10	18	11	7	15
Jul	18	15	21	19	17	17	14	17	18	17	21	18	16	17	2	22	16	15
Aug	25	22	35	28	19	25	22	35	26	27	24	24	41	24	8	29	24	20
Sep	17	13	13	18	20	17	19	16	18	18	19	16	20	18	14	19	16	22
Oct	10	10	5	9	15	10	8	5	17	13	5	11	8	10	13	11	10	5
Nov	3	5	7	3	3	4	2	2	2	2	0	4	4	3	6	2	5	2
Dec	2	0	3	3	5	2	2	1	4	3	3	0	2	5	5	1	4	1
TOTAL TRAVEL PARTIES (#)	282,493	66,249	16,431	89,306	48,206	220,192	8,793	7,664	25,057	41,514	20,787	137,442	13,991	131,061	24,442	134,354	115,195	8,503
UNWEIGHTED SAMPLE SIZE (#)	1,920	312	133	679	238	1,362	144	91	265	500	58	1,246	81	593	131	1,006	729	54

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - South Shore

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	3	9	2	2	0	4	1	4	1	2	0	5	0	1	10	2	3	3
2	11	29	13	6	4	13	5	3	6	5	0	18	4	4	15	11	10	15
3	13	21	16	14	2	13	17	20	8	12	5	16	11	10	24	10	14	10
4	10	11	13	11	8	11	12	10	12	11	3	12	7	9	9	11	10	4
5	10	8	13	14	10	11	11	16	11	12	0	9	9	11	12	10	11	9
6	8	3	6	10	12	8	9	3	11	9	9	8	7	9	9	8	9	4
7	10	7	6	9	14	9	12	12	13	13	16	7	8	14	8	13	8	14
8	6	1	8	8	10	6	4	6	10	8	3	6	14	6	1	7	7	8
9	5	2	4	5	5	4	9	5	5	6	9	4	4	5	2	5	5	5
10	5	3	6	6	6	5	4	3	6	5	7	3	7	7	0	5	6	9
11 or more	18	5	12	15	29	15	14	17	18	17	48	13	28	22	10	19	18	19
TOTAL TRAVEL PARTIES (#)	282,493	66,249	16,431	89,306	48,206	220,192	8,793	7,664	25,057	41,514	20,787	137,442	13,991	131,061	24,442	134,354	115,195	8,503
UNWEIGHTED SAMPLE SIZE (#)	1,920	312	133	679	238	1,362	144	91	265	500	58	1,246	81	593	131	1,006	729	54
MEAN # OF NIGHTS	7.8	4.8	6.5	7.3	9.4	7.0	9.4	10.3	8.3	8.9	14.6	6.5	9.3	9.0	5.6	8.2	7.8	9.6

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - South Shore

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	44	29	46	42	49	40	54	62	61	59	50	45	94	37	0	92	0	0
Visit friends or relatives, including weddings, or reunions	41	49	39	45	40	44	34	16	25	25	31	41	4	44	0	0	99	0
Business, including meetings, sales, purchasing, etc.	5	8	8	4	1	5	2	3	5	4	2	4	2	6	55	0	0	0
Conference, convention or trade show	3	3	1	2	6	3	1	2	4	3	3	2	0	5	37	0	0	0
Other leisure travel	2	2	1	2	0	1	5	7	4	5	5	1	1	3	0	5	0	0
Other travel	2	1	3	2	0	2	2	5	1	2	7	2	0	2	0	0	1	58
Personal business (medical appointments, to settle a will/estate, etc.)	1	3	1	1	1	1	2	1	1	1	0	1	0	1	0	0	0	42
Other business travel	1	1	0	0	0	1	0	4	0	1	2	1	0	1	8	0	0	0
Sporting event/tournament	1	1	0	1	1	1	0	0	1	0	0	1	0	1	0	1	0	0
Shopping	1	2	0	0	0	1	0	0	0	0	0	1	0	0	0	1	0	0
Conference, convention, or trade show (personal interest, hobbies, etc.)	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0
Music/Entertainment event	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL TRAVEL PARTIES (#)	282,493	66,249	16,431	89,306	48,206	220,192	8,793	7,664	25,057	41,514	20,787	137,442	13,991	131,061	24,442	134,354	115,195	8,503
UNWEIGHTED SAMPLE SIZE (#)	1,920	312	133	679	238	1,362	144	91	265	500	58	1,246	81	593	131	1,006	729	54

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - South Shore

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	48	35	48	45	51	44	60	68	65	65	55	49	95	41	0	100	0	0
Visiting Friends and Relatives	41	49	41	45	40	45	35	16	25	25	31	41	4	44	0	0	100	0
Business	9	13	9	7	8	9	2	10	9	8	7	7	2	11	100	0	0	0
Other	3	4	2	3	1	3	3	6	1	3	7	3	0	3	0	0	0	100
TOTAL TRAVEL PARTIES (#)	282,493	66,249	16,431	89,306	48,206	220,192	8,793	7,664	25,057	41,514	20,787	137,442	13,991	131,061	24,442	134,354	115,195	8,503
UNWEIGHTED SAMPLE SIZE (#)	1,920	312	133	679	238	1,362	144	91	265	500	58	1,246	81	593	131	1,006	729	54

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - South Shore

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	3	15	31	46	27	16	19	28	24	59	24	38	34	0	29	0	0
To visit a specific area or location of Nova Scotia	13	31	17	15	2	16	21	13	5	10	3	20	7	7	0	13	0	0
Never been to Nova Scotia before	11	3	17	10	13	10	10	18	21	18	3	10	17	11	0	11	0	0
Scenery	10	7	19	9	5	8	19	21	17	18	6	11	9	10	0	10	0	0
Opportunity to visit friends/relatives	10	20	16	9	11	13	6	7	3	4	3	11	7	9	0	10	0	0
Experience Nova Scotia's culture and heritage	8	8	3	8	10	8	8	12	10	10	0	9	7	7	0	8	0	0
Attend festival or public event	4	9	4	5	2	5	1	0	2	1	6	3	4	6	0	4	0	0
Recommended by others	3	5	1	1	0	2	5	5	3	4	6	3	3	2	0	3	0	0
To do a specific activity	2	4	0	2	2	2	4	0	2	2	0	2	0	3	0	2	0	0
Visit a specific attraction or museum	2	4	0	3	0	2	0	0	0	0	3	2	0	2	0	2	0	0
My interests and hobbies	2	0	0	1	4	2	2	3	1	2	3	1	0	3	0	2	0	0
To research family history	0	0	0	1	0	0	1	0	1	1	0	0	1	0	0	0	0	0
Other	4	4	6	4	3	4	6	2	5	4	6	4	6	4	0	4	0	0
None of the above	0	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0
No answer	1	1	1	1	1	1	0	0	0	0	0	1	0	1	0	1	0	0
TOTAL TRAVEL PARTIES (#)	130,638	22,024	7,710	39,426	23,751	92,910	4,942	5,121	16,197	26,259	11,469	64,874	13,277	52,487	0	130,638	0	0
UNWEIGHTED SAMPLE SIZE (#)	979	105	71	324	126	626	76	63	182	321	32	657	78	244	0	979	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 - South Shore

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	45	40	40	43	52	44	48	44	52	50	50	46	70	41	21	54	41	35
Alone (party of one)	18	21	27	17	13	18	15	17	18	17	17	12	1	26	46	6	25	22
As a family with children	14	18	15	15	11	15	16	13	8	11	9	18	13	10	3	15	14	16
As a family (adults only)	8	6	7	9	10	8	9	6	8	8	9	9	4	8	3	8	9	8
With friend(s)	6	7	6	7	6	7	4	9	3	4	7	6	4	7	5	8	5	8
As two or more couples	3	2	1	3	4	2	4	9	6	6	2	2	5	3	1	5	1	1
Business associate/Colleague	1	3	0	1	0	1	1	2	1	1	2	1	0	2	15	0	0	0
With an organized group/tour	1	1	0	1	1	1	0	0	2	1	3	0	1	2	5	1	0	0
As a family with grandparents	1	1	1	1	1	1	2	0	0	1	0	1	0	1	0	1	2	2
As two or more families with children	1	1	1	1	1	1	1	0	1	1	0	1	0	1	0	1	1	0
Grandparents with grandchildren	1	1	2	1	1	1	1	0	0	0	0	1	2	0	1	1	1	1
Other	1	1	1	1	0	1	0	1	2	1	2	1	0	1	0	0	1	7
TOTAL TRAVEL PARTIES (#)	282,493	66,249	16,431	89,306	48,206	220,192	8,793	7,664	25,057	41,514	20,787	137,442	13,991	131,061	24,442	134,354	115,195	8,503
UNWEIGHTED SAMPLE SIZE (#)	1,920	312	133	679	238	1,362	144	91	265	500	58	1,246	81	593	131	1,006	729	54

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - South Shore

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	12	16	11	14	9	13	13	7	6	8	7	16	13	8	2	13	13	10
Aged 15 to 19	6	9	7	7	3	7	11	2	4	5	2	9	5	3	2	7	5	6
Aged 20 to 24	7	9	13	7	4	7	4	1	2	2	5	8	0	5	3	5	9	8
Aged 25 to 34	17	22	23	15	17	18	11	19	4	8	21	19	7	15	17	15	18	17
Aged 35 to 44	19	22	15	22	16	20	16	14	12	13	24	20	13	20	25	19	19	18
Aged 45 to 54	35	35	38	38	36	37	31	26	29	29	28	36	26	34	37	35	34	39
Aged 55 to 64	35	30	29	34	42	34	40	39	40	40	41	35	44	36	33	38	32	36
Aged 65 to 74	15	9	9	13	16	12	25	31	35	32	12	16	33	12	7	17	14	21
Aged 75 and over	5	2	7	5	5	4	6	3	9	7	3	4	5	5	0	5	5	0
TOTAL TRAVEL PARTIES (#)	282,493	66,249	16,431	89,306	48,206	220,192	8,793	7,664	25,057	41,514	20,787	137,442	13,991	131,061	24,442	134,354	115,195	8,503
UNWEIGHTED SAMPLE SIZE (#)	1,920	312	133	679	238	1,362	144	91	265	500	58	1,246	81	593	131	1,006	729	54

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 - South Shore

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	\$455	\$199	\$309	\$439	\$664	\$406	\$535	\$624	\$677	\$637	\$603	\$371	\$82	\$582	\$626	\$668	\$168	\$481
Campgrounds	\$18	\$10	\$40	\$15	\$24	\$18	\$9	\$16	\$33	\$24	\$16	\$11	\$231	\$4	\$3	\$36	\$3	\$3
Meals in restaurants/hotels/bars	\$375	\$212	\$297	\$355	\$534	\$347	\$410	\$463	\$507	\$478	\$467	\$303	\$249	\$464	\$406	\$462	\$275	\$277
Groceries and liquor	\$127	\$81	\$121	\$120	\$169	\$119	\$153	\$137	\$105	\$121	\$216	\$113	\$196	\$133	\$47	\$144	\$123	\$125
Gas, oil and/or auto repair	\$160	\$115	\$159	\$151	\$222	\$156	\$176	\$140	\$164	\$162	\$203	\$170	\$465	\$117	\$95	\$206	\$123	\$127
Car rental fees, including insurance	\$164	\$43	\$65	\$114	\$361	\$143	\$46	\$159	\$227	\$176	\$354	\$54	\$42	\$292	\$192	\$227	\$84	\$159
Local transportation (taxi, limos, etc)	\$11	\$4	\$5	\$12	\$19	\$10	\$2	\$5	\$8	\$6	\$24	\$4	\$6	\$19	\$29	\$10	\$7	\$24
Bridge/Highway/Ferry tolls in Nova Scotia	\$5	\$7	\$6	\$5	\$4	\$5	\$8	\$4	\$5	\$5	\$3	\$7	\$5	\$3	\$4	\$6	\$5	\$5
NS cultural products	\$81	\$27	\$73	\$88	\$129	\$77	\$75	\$74	\$95	\$87	\$102	\$67	\$78	\$96	\$45	\$107	\$61	\$35
Clothing	\$85	\$135	\$44	\$63	\$87	\$89	\$28	\$39	\$47	\$42	\$128	\$88	\$57	\$84	\$75	\$86	\$86	\$70
Major purchases (e.g., commercial, real estate, vehicles)	\$977	\$13	\$5	\$178	\$32	\$83	\$1	\$306	\$76	\$103	\$12,186	\$136	\$5	\$1,962	\$0	\$36	\$159	\$29,717
Other shopping	\$97	\$65	\$26	\$82	\$149	\$87	\$80	\$55	\$52	\$59	\$279	\$83	\$84	\$113	\$34	\$103	\$84	\$359
Culture and entertainment	\$66	\$50	\$76	\$66	\$84	\$66	\$57	\$52	\$73	\$66	\$66	\$61	\$99	\$68	\$37	\$96	\$39	\$30
Sport and recreation	\$18	\$13	\$15	\$16	\$21	\$16	\$12	\$40	\$30	\$28	\$23	\$17	\$15	\$20	\$3	\$27	\$12	\$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	\$2,647	\$1,003	\$1,241	\$1,707	\$2,500	\$1,634	\$1,606	\$2,119	\$2,105	\$2,002	\$14,673	\$1,500	\$1,615	\$3,960	\$1,596	\$2,217	\$1,231	\$31,654
Total Expenditures - excluding major purchases	\$1,671	\$989	\$1,236	\$1,529	\$2,468	\$1,550	\$1,606	\$1,813	\$2,029	\$1,899	\$2,487	\$1,364	\$1,610	\$1,998	\$1,596	\$2,180	\$1,072	\$1,937
TOTAL TRAVEL PARTIES (#)	282,493	66,249	16,431	89,306	48,206	220,192	8,793	7,664	25,057	41,514	20,787	137,442	13,991	131,061	24,442	134,354	115,195	8,503
UNWEIGHTED SAMPLE SIZE (#)	1,920	312	133	679	238	1,362	144	91	265	500	58	1,246	81	593	131	1,006	729	54

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 - South Shore

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	44	36	37	42	54	42	38	50	51	48	50	40	5	52	75	55	25	48
Motel	14	8	11	16	19	14	14	18	17	16	16	17	5	12	7	20	8	21
Bed and Breakfast	14	5	8	9	24	11	15	21	28	24	24	11	2	18	12	23	5	6
Staying with friend or relatives	43	48	45	49	44	47	33	20	23	24	36	44	21	45	10	17	81	48
Other fixed roof [NET]	27	16	27	27	29	24	37	33	31	33	41	24	9	31	18	39	15	12
Inn	9	3	9	9	13	8	9	7	14	11	14	7	3	11	7	14	4	1
Resort	6	2	5	6	8	5	7	8	6	7	9	4	2	8	4	8	4	0
Rented cottage, cabin or vacation home	7	4	8	8	9	7	11	8	9	9	12	8	2	8	2	12	4	5
Your own cottage, cabin or vacation home	5	3	0	4	5	4	11	9	4	7	12	4	2	5	1	6	5	4
University	1	0	2	2	0	1	0	2	1	1	2	1	0	1	3	2	0	0
Other (hostel, hunting/fishing lodge, etc)	3	3	5	2	2	3	2	4	2	3	0	2	3	3	2	4	1	3
Campground [NET]	10	7	16	10	9	9	11	11	13	12	12	7	94	4	3	18	2	6
National or provincial park campground	5	2	8	5	4	4	8	6	4	5	9	3	29	3	1	8	2	6
Commercial campground/trailer park	8	6	13	7	8	7	6	6	12	10	7	5	88	2	2	15	1	0
TOTAL TRAVEL PARTIES (#)	282,493	66,249	16,431	89,306	48,206	220,192	8,793	7,664	25,057	41,514	20,787	137,442	13,991	131,061	24,442	134,354	115,195	8,503
UNWEIGHTED SAMPLE SIZE (#)	1,920	312	133	679	238	1,362	144	91	265	500	58	1,246	81	593	131	1,006	729	54

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

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2010 Visitor Exit Survey - Tourism Region Tables - South Shore

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	3.4	2.6	3.1	3.4	3.6	3.2	2.8	3.8	3.5	3.5	4.2	3.0	3.7	3.6	4.0	3.5	2.3	4.8
Motel	2.7	1.8	2.0	2.5	3.0	2.5	3.1	2.5	2.9	2.8	4.6	2.7	1.7	2.8	1.7	2.7	2.8	3.4
Bed and breakfast	3.3	1.8	2.0	2.5	3.3	2.7	3.9	2.4	4.2	3.9	4.8	2.6	1.0	3.7	2.8	3.4	2.9	2.6
Staying with friend or relatives	7.2	5.5	6.5	7.1	8.2	6.8	7.9	16.2	7.9	9.2	10.4	6.3	7.0	8.2	7.1	6.0	7.4	11.1
Other fixed roof [NET]	6.7	4.5	3.7	5.0	6.0	5.1	11.7	11.2	6.0	8.3	14.5	6.2	7.0	7.2	6.8	7.2	5.2	9.1
Inn	2.2	2.1	2.1	2.0	1.9	2.0	2.8	2.2	2.3	2.4	2.8	2.2	2.0	2.2	1.4	2.3	1.8	5.0
Resort	2.3	2.4	2.2	2.4	2.0	2.3	2.7	3.0	2.1	2.4	2.0	2.5	1.0	2.2	2.5	2.3	2.1	.
Rented cottage, cabin or vacation home	5.0	3.5	4.2	5.0	5.7	4.9	5.7	9.9	4.8	5.8	4.6	5.1	8.0	4.9	2.4	5.3	3.6	14.0
Your own cottage, cabin or vacation home	20.1	10.6	.	13.9	14.6	13.2	22.1	25.0	21.2	22.5	39.7	16.6	24.0	23.1	55.6	25.8	10.8	5.6
University	4.6	4.0	3.0	4.1	6.0	4.2	.	5.0	4.4	4.6	7.0	3.0	.	5.5	6.6	4.3	2.0	.
Other (hostel, hunting/fishing lodge, etc)	4.6	2.8	6.1	3.3	3.8	3.6	36.9	4.9	4.5	10.3	.	3.4	1.5	6.3	7.3	4.3	4.9	6.8
Campground [NET]	5.9	3.8	7.0	4.7	7.5	5.4	3.4	3.9	9.1	7.2	7.1	4.1	7.4	5.2	4.9	6.4	3.0	1.0
National or provincial park campground	3.7	1.7	5.0	3.3	3.5	3.3	2.8	3.7	4.4	3.8	6.0	2.6	4.3	4.5	3.0	4.1	2.5	1.0
Commercial campground/trailer park	5.5	3.8	5.5	4.4	7.3	5.1	2.2	3.0	8.4	6.9	5.0	4.1	6.5	3.7	6.0	5.6	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	57	44	63	62	58	56	69	71	64	66	59	56	59	59	31	65	55	45
No	43	56	37	38	42	44	31	29	36	34	41	44	41	41	69	35	45	55
TOTAL TRAVEL PARTIES (#)	282,493	66,249	16,431	89,306	48,206	220,192	8,793	7,664	25,057	41,514	20,787	137,442	13,991	131,061	24,442	134,354	115,195	8,503
UNWEIGHTED SAMPLE SIZE (#)	1,920	312	133	679	238	1,362	144	91	265	500	58	1,246	81	593	131	1,006	729	54

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2010 Visitor Exit Survey - Tourism Region Tables - South Shore

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	35	22	35	38	37	33	44	46	43	44	38	32	37	37	15	43	30	28
Hiking (in wooded or coastal areas)	29	14	31	31	26	25	40	44	42	42	43	26	32	31	12	37	23	19
Beach exploring	28	15	35	33	32	27	42	37	30	34	31	29	27	28	5	34	28	13
Outdoor swimming/sunbathing - MAR-NOV	19	14	18	23	19	19	25	20	10	15	27	18	20	20	4	20	21	18
Nature observing	19	11	16	18	18	16	24	28	32	30	24	18	28	19	5	24	15	15
Other outdoor activities	7	8	4	7	5	6	12	6	5	7	7	7	2	6	4	6	8	14
Whale watching	11	2	7	13	10	9	5	9	17	13	26	8	8	13	6	16	5	10
Outdoor sporting event	6	7	10	5	6	7	5	8	6	6	5	6	9	7	3	6	7	7
Sail/Boat tour (other than whale watching)	7	3	5	8	8	6	14	10	10	11	5	6	4	8	3	9	5	4
Golfing (not mini-golf) - MAR-NOV	4	2	5	6	6	5	3	6	3	4	0	4	4	4	3	4	4	2
Kayaking	4	3	3	4	3	3	6	14	5	7	5	4	4	4	1	5	4	3
Canoeing - MAR-NOV	4	4	2	2	3	3	2	3	3	3	16	3	1	5	1	4	5	0
Hunting/Fishing	2	2	1	3	3	3	1	6	2	3	0	2	4	3	1	2	3	4
Cycling	3	3	3	3	2	3	6	7	3	4	2	3	8	2	0	4	2	4
Cross-country skiing - JAN-APR	1	0	0	2	7	1	0	0	11	3	0	1	0	2	0	0	2	5
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	1	1	2	1	2	3	4	3	2	1	1	2	1	3	1	0
ATV/Off-roading	1	2	0	1	0	1	0	1	0	0	2	1	0	1	0	0	2	0
Indoor sporting event/tournament	1	2	2	1	0	1	0	0	2	1	0	2	0	1	1	0	2	0
Geocaching	1	1	1	0	2	1	0	0	1	1	0	1	2	1	0	1	1	0
Snowmobiling - JAN-APR	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Surfing	1	1	1	1	2	1	1	1	1	1	0	1	0	1	0	1	1	0
Mountain biking	0	0	1	0	0	0	1	1	1	1	0	1	0	0	1	1	0	1
Did not participate in any of these activities	43	56	37	38	42	44	31	29	36	34	41	44	41	41	69	35	45	55
TOTAL TRAVEL PARTIES (#)	282,493	66,249	16,431	89,306	48,206	220,192	8,793	7,664	25,057	41,514	20,787	137,442	13,991	131,061	24,442	134,354	115,195	8,503
UNWEIGHTED SAMPLE SIZE (#)	1,920	312	133	679	238	1,362	144	91	265	500	58	1,246	81	593	131	1,006	729	54

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 - South Shore

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	64	40	64	72	75	63	56	66	70	66	74	57	75	70	54	74	55	61
Craft shops/studios	52	37	46	54	59	50	55	45	57	55	67	47	49	57	31	60	48	41
Nightclubs/Lounges/Pubs	27	17	21	29	40	27	32	19	25	25	33	21	17	35	32	29	25	22
Museums/Historic sites	50	24	48	50	66	46	54	59	71	65	64	44	68	54	33	66	35	35
Visit local farms and/or local food producers	22	14	21	21	28	21	26	20	26	25	28	19	31	24	14	25	19	22
Live music performances	18	11	12	19	22	17	25	16	24	22	26	15	16	22	8	23	15	15
Visit a nature park or fossil/geology site	26	8	26	27	28	22	32	32	43	39	45	22	40	29	9	36	18	17
Casino	10	11	7	11	9	10	7	10	9	9	7	9	16	10	11	12	8	3
Art galleries/Fine art studios	20	7	20	22	24	18	23	18	32	28	31	16	19	24	12	23	18	18
Attend a festival/outdoor event/community fair	16	10	14	17	18	15	21	15	18	18	17	13	16	18	3	19	14	24
Attend the Tim Hortons Brier - MAR1-APR	5	8	0	0	17	6	0	0	0	0	0	0	0	9	14	9	0	0
Guided tours (not including boat tours)	13	5	9	15	19	12	16	17	15	16	16	10	14	16	12	19	7	14
Visit a winery	11	3	7	11	19	10	9	11	17	14	10	8	21	13	4	15	8	0
Attend Buskers Festival - AUG5-SEP	6	3	3	7	6	6	8	0	8	6	4	6	3	6	2	6	5	7
Live theatre performances	6	4	3	4	8	5	5	3	9	7	9	5	3	6	4	5	6	12
Researching family history	6	2	4	9	11	7	8	2	5	5	2	5	7	7	3	7	6	6
Attend an indoor sporting event	2	3	4	1	2	2	2	1	1	1	2	2	1	2	1	1	3	0
Visit an archive	5	1	4	6	8	5	6	5	4	5	3	4	7	5	3	6	4	1
Attend Celtic Colours International Festival - OCT15-NOV	2	0	0	3	6	2	0	0	2	2	0	1	0	4	0	6	0	0
Attend the ECMAs in Sydney - MAR4-APR	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Motorcycle events	1	1	1	1	0	1	0	1	0	0	0	1	0	0	0	1	0	0
Attend the International Tattoo - JUL1-AUG	0	1	0	0	0	0	0	0	2	1	0	0	2	0	0	0	0	0
TOTAL TRAVEL PARTIES (#)	282,493	66,249	16,431	89,306	48,206	220,192	8,793	7,664	25,057	41,514	20,787	137,442	13,991	131,061	24,442	134,354	115,195	8,503
UNWEIGHTED SAMPLE SIZE (#)	1,920	312	133	679	238	1,362	144	91	265	500	58	1,246	81	593	131	1,006	729	54

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.

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2010 Visitor Exit Survey - Tourism Region Tables - South Shore

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	1	0	0	0	1	0	0	0	2	0	0	1	0	0	0	0
2	0	0	1	0	0	0	0	0	0	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	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	1	1	0	1	0	1	2	2	1	1	0	1	1	1	2	1	1	0
6	1	1	4	1	1	1	1	2	2	2	2	1	5	1	3	1	1	0
7	2	2	2	2	2	2	6	2	2	3	7	2	4	2	6	2	2	1
8	10	11	14	9	4	9	8	14	13	12	26	9	17	11	17	12	7	10
9	15	20	17	14	13	16	11	9	13	12	12	17	7	14	17	15	16	12
10 Definitely would recommend	69	64	60	74	79	70	72	70	69	70	52	69	67	70	55	69	72	78
TOTAL OVERNIGHT VISITORS (#)	534,950	145,318	32,720	168,620	78,798	425,457	19,232	14,155	44,926	78,313	31,180	305,313	33,045	196,592	43,143	261,128	215,100	15,579
UNWEIGHTED SAMPLE SIZE (#)	1,920	312	133	679	238	1,362	144	91	265	500	58	1,246	81	593	131	1,006	729	54
Promoters (% 9,10)	84	84	77	88	92	86	83	79	82	82	64	86	73	84	72	83	88	90
Neutral (% 7,8)	13	14	16	10	6	11	14	17	15	15	33	12	20	13	23	14	10	10
Detractors (% 1-6)	3	2	7	2	2	2	3	4	3	3	3	2	6	3	5	3	2	0
MEAN	9.4	9.4	9.1	9.5	9.6	9.5	9.4	9.4	9.4	9.4	8.9	9.5	9.2	9.4	9.1	9.4	9.5	9.7

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2010 Visitor Exit Survey - Tourism Region Tables - South Shore

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	1	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
4	0	0	0	0	1	0	1	0	0	0	0	0	2	0	0	0	0	0
5	1	1	1	1	0	1	3	0	1	1	0	1	1	0	3	1	1	0
6	1	2	2	1	1	1	1	3	2	2	2	1	3	1	5	1	1	0
7	4	2	5	4	5	4	6	8	3	5	3	3	9	4	4	5	3	2
8	16	16	20	15	12	15	12	14	16	15	34	16	21	16	23	18	12	24
9	22	25	23	20	22	22	24	21	23	23	22	24	17	22	19	24	21	21
10 Completely satisfied	55	52	50	59	59	56	53	55	53	54	38	54	47	56	45	50	62	53
TOTAL OVERNIGHT VISITORS (#)	534,950	145,318	32,720	168,620	78,798	425,457	19,232	14,155	44,926	78,313	31,180	305,313	33,045	196,592	43,143	261,128	215,100	15,579
UNWEIGHTED SAMPLE SIZE (#)	1,920	312	133	679	238	1,362	144	91	265	500	58	1,246	81	593	131	1,006	729	54
TOP 3 BOX (% 8,9,10)	93	94	92	94	92	94	90	90	93	91	95	94	85	94	87	93	95	98
MEAN	9.2	9.2	9.1	9.3	9.3	9.2	9.1	9.2	9.2	9.1	8.9	9.2	8.9	9.2	8.8	9.1	9.4	9.2

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2010 Visitor Exit Survey - Tourism Region Tables - South Shore

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	4	1	0	1	5	6	3	4	2	2	5	1	1	2	1	3
2	1	0	1	1	1	1	5	1	3	3	7	1	1	2	4	2	1	2
3	2	1	2	1	1	1	7	3	3	4	4	1	0	2	2	2	1	1
4	3	2	3	2	4	3	4	5	6	6	2	3	5	2	3	3	3	6
5	10	9	7	8	13	9	14	8	12	12	13	9	12	10	6	10	10	9
6	9	8	9	9	7	9	10	13	14	13	11	8	11	10	12	10	9	6
7	13	14	15	12	17	14	9	10	8	8	18	12	13	15	18	14	12	12
8	22	25	25	24	19	23	14	17	20	18	22	22	21	23	17	24	21	23
9	11	10	9	13	12	12	12	16	8	10	4	12	5	11	8	11	11	13
10 Completely satisfied	19	18	15	23	20	20	15	15	14	14	16	20	20	18	20	19	19	20
Don't Know / Not applicable	8	10	11	7	5	8	5	6	9	7	2	9	6	6	10	5	11	6
TOTAL OVERNIGHT VISITORS (#)	508,495	131,260	31,077	163,330	77,578	403,245	18,767	13,768	43,148	75,683	29,567	290,257	32,524	185,714	19,349	261,128	215,100	12,918
UNWEIGHTED SAMPLE SIZE (#)	1,844	280	127	663	235	1,305	140	89	255	484	55	1,204	80	560	65	1,006	729	44
TOP 3 BOX (% 8,9,10)	52	53	49	59	52	55	41	48	42	43	42	54	46	52	45	54	51	56
MEAN	7.4	7.6	7.3	7.8	7.5	7.6	6.5	7.0	6.7	6.7	6.7	7.5	7.1	7.4	7.3	7.4	7.5	7.4
GAP %	9	11	7	10	8	10	6	5	7	7	8	10	3	9	1	10	9	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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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	1	2	2	1	1	2	2	0	1	1	0	2	0	1	1	1	2	9
2	1	1	0	1	2	1	1	1	1	1	0	1	2	1	0	1	1	0
3	2	2	2	3	3	2	3	2	2	2	0	3	2	2	1	2	3	0
4	2	1	0	1	3	2	3	3	2	2	2	2	2	2	2	2	2	0
5	7	8	11	5	8	7	8	1	6	6	7	7	4	7	12	6	8	3
6	8	6	9	8	8	8	7	3	8	7	9	7	16	8	15	8	7	3
7	10	9	11	9	11	9	10	9	14	12	9	10	11	10	8	11	9	10
8	18	17	18	17	20	17	13	25	16	17	22	17	16	19	24	17	17	13
9	16	16	15	17	14	16	14	17	12	13	16	16	14	15	12	18	13	24
10 Completely satisfied	31	30	27	33	28	31	35	34	33	34	33	32	30	30	18	32	32	31
Don't Know / Not applicable	5	7	4	4	2	5	4	4	5	5	2	5	1	4	9	3	6	7
TOTAL OVERNIGHT VISITORS (#)	508,495	131,260	31,077	163,330	77,578	403,245	18,767	13,768	43,148	75,683	29,567	290,257	32,524	185,714	19,349	261,128	215,100	12,918
UNWEIGHTED SAMPLE SIZE (#)	1,844	280	127	663	235	1,305	140	89	255	484	55	1,204	80	560	65	1,006	729	44
TOP 3 BOX (% 8,9,10)	65	63	60	67	61	64	62	76	61	64	71	65	61	65	53	67	63	67
MEAN	8.0	8.0	7.8	8.1	7.7	7.9	7.9	8.4	8.0	8.0	8.3	8.0	7.9	8.0	7.5	8.1	7.9	8.0
GAP %	6	7	8	6	4	6	5	5	7	6	9	7	4	7	2	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 - South Shore

TABLE O4c:

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

Your interests and hobbies

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
1 Completely dissatisfied	2	2	3	1	1	2	3	0	3	2	0	2	1	1	0	1	2	8
2	1	0	3	0	1	1	1	1	1	1	0	1	2	1	1	1	0	0
3	1	0	1	1	3	1	0	0	1	1	0	0	2	1	1	1	0	0
4	1	0	1	1	2	1	1	2	1	1	4	1	0	2	2	1	1	0
5	6	5	6	7	6	6	8	2	7	6	9	6	9	6	7	6	7	4
6	7	7	8	6	8	7	7	4	7	7	9	6	13	7	9	6	8	0
7	10	13	6	9	10	10	13	7	6	8	20	11	6	10	11	11	9	14
8	18	17	22	17	23	18	18	20	16	17	18	17	27	18	17	21	15	18
9	14	16	11	13	12	14	12	20	15	15	9	13	14	14	11	15	12	11
10 Completely satisfied	25	23	26	28	23	25	26	28	28	27	22	27	11	26	24	25	26	31
Don't Know / Not applicable	15	16	14	18	12	16	12	16	15	15	9	16	14	14	17	12	19	14
TOTAL OVERNIGHT VISITORS (#)	508,495	131,260	31,077	163,330	77,578	403,245	18,767	13,768	43,148	75,683	29,567	290,257	32,524	185,714	19,349	261,128	215,100	12,918
UNWEIGHTED SAMPLE SIZE (#)	1,844	280	127	663	235	1,305	140	89	255	484	55	1,204	80	560	65	1,006	729	44
TOP 3 BOX (% 8,9,10)	57	56	59	58	57	57	55	68	59	59	49	57	53	58	52	61	52	61
MEAN	8.0	8.0	7.8	8.2	7.7	8.0	7.8	8.5	8.0	8.0	7.7	8.0	7.4	8.0	7.9	8.0	7.9	7.9
GAP %	8	10	11	7	7	8	6	7	6	6	8	8	16	6	0	10	6	15

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 - South Shore

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	12	4	4	4	8	17	14	13	5	6	11	4	5	10	0	5
2	1	0	0	1	0	1	1	3	1	1	2	1	2	1	3	1	0	0
3	1	0	0	0	1	0	1	2	0	1	4	0	2	1	0	1	0	4
4	0	0	0	0	2	1	1	0	0	0	0	0	2	0	0	1	0	0
5	2	2	2	1	2	2	1	1	1	1	2	2	2	1	0	2	1	8
6	2	1	0	3	2	2	1	2	1	1	2	1	3	3	10	2	1	0
7	3	7	1	2	3	4	1	0	1	1	2	4	0	2	6	4	3	0
8	5	5	4	5	4	5	2	1	2	2	11	4	9	5	3	7	3	9
9	7	9	7	8	5	8	4	5	4	4	5	7	6	7	14	6	9	6
10 Completely satisfied	49	58	49	52	49	53	44	32	28	33	44	50	24	53	21	25	82	47
Don't Know / Not applicable	24	15	26	23	26	21	35	38	47	42	24	24	41	22	38	42	2	20
TOTAL OVERNIGHT VISITORS (#)	508,495	131,260	31,077	163,330	77,578	403,245	18,767	13,768	43,148	75,683	29,567	290,257	32,524	185,714	19,349	261,128	215,100	12,918
UNWEIGHTED SAMPLE SIZE (#)	1,844	280	127	663	235	1,305	140	89	255	484	55	1,204	80	560	65	1,006	729	44
TOP 3 BOX (% 8,9,10)	62	72	59	66	59	66	51	37	35	39	60	62	38	65	38	38	93	62
MEAN	8.6	9.0	8.2	8.9	8.6	8.8	8.2	6.6	7.0	7.3	8.2	8.6	7.0	8.8	7.6	7.3	9.7	8.2
GAP %	4	5	2	3	4	4	1	1	1	1	5	4	0	4	4	2	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 - South Shore

TABLE O4e:

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

The chance to do interesting activities

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
1 Completely dissatisfied	1	2	0	0	0	1	2	0	0	1	0	1	0	0	0	1	1	3
2	0	0	2	0	0	0	0	1	0	0	0	0	2	0	1	0	0	
3	1	0	1	1	3	1	2	0	0	1	4	1	1	2	3	1	1	0
4	1	0	1	1	2	1	2	1	1	1	4	1	2	1	1	1	1	1
5	6	6	9	4	6	6	6	0	4	4	9	4	12	6	2	5	7	4
6	6	3	6	5	7	5	7	6	8	7	16	4	6	8	8	5	6	8
7	10	11	12	9	10	10	14	7	8	9	11	11	5	10	11	10	10	12
8	18	18	16	20	19	19	21	13	19	19	15	19	22	18	11	20	18	5
9	17	17	11	19	19	18	11	25	15	16	15	17	19	17	20	20	14	16
10 Completely satisfied	28	24	30	29	28	27	26	38	36	34	20	28	23	28	30	29	26	33
Don't Know / Not applicable	12	19	12	11	7	13	9	8	7	8	7	13	9	10	13	8	16	18
TOTAL OVERNIGHT VISITORS (#)	508,495	131,260	31,077	163,330	77,578	403,245	18,767	13,768	43,148	75,683	29,567	290,257	32,524	185,714	19,349	261,128	215,100	12,918
UNWEIGHTED SAMPLE SIZE (#)	1,844	280	127	663	235	1,305	140	89	255	484	55	1,204	80	560	65	1,006	729	44
TOP 3 BOX (% 8,9,10)	64	59	57	68	65	64	58	77	71	69	49	64	63	63	62	69	58	54
MEAN	8.2	8.2	8.0	8.4	8.1	8.2	7.8	8.8	8.5	8.4	7.5	8.3	7.9	8.1	8.3	8.3	8.1	8.2
GAP %	8	7	6	7	6	7	13	6	9	9	10	8	7	7	5	9	6	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 - South Shore

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	3	1	0	0	1	0	0	0	0	2	2	3	0	0	1	1	3
2	0	0	0	0	0	0	0	0	0	0	2	0	0	1	3	0	0	0
3	1	0	1	0	1	1	1	0	0	0	2	0	0	1	0	0	1	1
4	1	1	1	1	1	1	0	0	0	0	0	1	1	1	0	1	1	0
5	4	6	3	3	5	4	6	2	2	3	2	4	5	4	2	3	6	4
6	5	5	5	4	4	5	4	2	7	5	7	5	11	4	4	6	4	4
7	9	13	12	7	6	9	7	10	6	7	15	11	6	6	12	9	9	4
8	17	15	18	18	16	17	12	19	19	17	20	16	18	18	16	19	14	15
9	18	15	18	18	22	18	14	20	16	16	22	16	13	22	29	20	15	16
10 Completely satisfied	35	25	34	40	39	34	47	41	42	43	29	34	37	37	30	34	36	42
Don't Know / Not applicable	9	18	8	8	5	11	9	6	7	7	0	12	6	7	4	7	13	11
TOTAL OVERNIGHT VISITORS (#)	508,495	131,260	31,077	163,330	77,578	403,245	18,767	13,768	43,148	75,683	29,567	290,257	32,524	185,714	19,349	261,128	215,100	12,918
UNWEIGHTED SAMPLE SIZE (#)	1,844	280	127	663	235	1,305	140	89	255	484	55	1,204	80	560	65	1,006	729	44
TOP 3 BOX (% 8,9,10)	70	54	70	76	77	69	73	80	77	77	71	66	68	77	75	73	65	73
MEAN	8.5	8.0	8.5	8.7	8.6	8.4	8.8	8.9	8.7	8.8	8.1	8.4	8.2	8.6	8.5	8.5	8.4	8.5
GAP %	6	5	4	6	6	6	5	6	4	4	5	6	5	5	2	7	4	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 - South Shore

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	2	0	0	1	1	1	0	0	0	0	1	3	0	0	1	1	4
2	1	1	1	0	0	1	0	0	1	1	2	1	0	1	3	1	0	0
3	1	1	1	1	1	1	1	1	1	1	2	1	1	2	2	1	1	0
4	1	1	4	1	2	1	1	0	1	1	0	1	2	2	0	1	2	0
5	6	8	4	4	6	6	6	2	5	5	11	6	6	6	4	4	8	7
6	5	6	7	5	4	5	2	4	5	4	4	5	2	5	6	5	5	6
7	10	11	7	11	9	10	7	8	8	8	18	11	8	9	10	10	11	10
8	17	15	23	17	15	17	18	27	17	19	22	16	24	18	14	21	13	9
9	16	11	16	19	18	16	15	22	17	18	15	14	19	18	22	18	12	18
10 Completely satisfied	29	20	25	31	39	28	38	25	36	35	18	28	27	30	29	30	27	30
Don't Know / Not applicable	13	24	13	11	5	14	11	11	9	10	9	16	8	10	9	8	19	16
TOTAL OVERNIGHT VISITORS (#)	508,495	131,260	31,077	163,330	77,578	403,245	18,767	13,768	43,148	75,683	29,567	290,257	32,524	185,714	19,349	261,128	215,100	12,918
UNWEIGHTED SAMPLE SIZE (#)	1,844	280	127	663	235	1,305	140	89	255	484	55	1,204	80	560	65	1,006	729	44
TOP 3 BOX (% 8,9,10)	62	46	65	67	72	61	71	74	71	71	55	59	71	66	65	69	53	58
MEAN	8.2	7.6	8.1	8.4	8.4	8.2	8.5	8.5	8.5	8.5	7.7	8.1	8.1	8.2	8.2	8.3	8.0	8.1
GAP %	6	6	6	6	4	5	2	7	5	5	10	6	3	6	6	6	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 - South Shore

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	3	1	1	1	2	2	3	2	2	2	3	2	1	0	2	2	3
2	1	1	0	1	0	1	1	0	1	1	0	0	3	1	2	1	0	0
3	1	0	1	1	1	1	2	0	1	1	5	0	1	2	3	1	1	0
4	2	2	1	1	4	2	2	0	2	2	4	2	2	2	0	1	3	1
5	8	7	12	7	11	8	8	4	8	7	13	7	11	9	5	8	9	7
6	9	7	10	10	8	9	9	1	8	7	15	8	11	10	10	10	8	7
7	12	14	13	12	8	12	6	7	9	8	16	12	8	12	16	12	11	15
8	16	15	14	16	16	16	14	26	18	19	16	16	16	17	16	18	14	9
9	11	11	9	10	14	11	10	14	10	11	5	11	12	11	15	12	8	15
10 Completely satisfied	20	14	14	23	25	20	25	23	23	24	7	20	18	19	22	20	19	23
Don't Know / Not applicable	20	26	24	18	11	20	20	22	18	20	16	22	17	17	11	15	26	19
TOTAL OVERNIGHT VISITORS (#)	508,495	131,260	31,077	163,330	77,578	403,245	18,767	13,768	43,148	75,683	29,567	290,257	32,524	185,714	19,349	261,128	215,100	12,918
UNWEIGHTED SAMPLE SIZE (#)	1,844	280	127	663	235	1,305	140	89	255	484	55	1,204	80	560	65	1,006	729	44
TOP 3 BOX (% 8,9,10)	47	40	37	50	55	47	49	63	52	53	29	46	46	47	53	50	41	48
MEAN	7.6	7.4	7.3	7.8	7.7	7.6	7.6	8.2	7.7	7.8	6.6	7.6	7.3	7.6	7.8	7.6	7.5	7.8
GAP %	4	4	6	3	4	4	4	2	6	5	7	3	6	6	0	5	4	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 - South Shore

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	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	7
2	0	0	0	0	0	0	0	0	0	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	1	1	0	0	1	0	2	1	0	1	2	1	1	0	1	1	0	1
5	3	6	1	2	3	4	1	1	2	2	0	3	5	2	4	2	4	2
6	3	4	4	3	3	4	2	1	4	3	2	3	5	4	5	3	4	8
7	6	9	2	4	6	6	10	6	4	6	7	7	4	6	8	6	7	3
8	16	17	18	13	19	16	12	10	12	12	25	15	13	18	27	15	15	18
9	19	19	25	22	15	20	14	17	18	17	20	20	26	18	12	22	17	7
10 Completely satisfied	45	31	44	49	50	43	55	57	56	56	42	45	43	45	37	47	42	46
Don't Know / Not applicable	6	12	5	6	3	7	4	6	3	4	2	7	3	6	5	3	10	8
TOTAL OVERNIGHT VISITORS (#)	508,495	131,260	31,077	163,330	77,578	403,245	18,767	13,768	43,148	75,683	29,567	290,257	32,524	185,714	19,349	261,128	215,100	12,918
UNWEIGHTED SAMPLE SIZE (#)	1,844	280	127	663	235	1,305	140	89	255	484	55	1,204	80	560	65	1,006	729	44
TOP 3 BOX (% 8,9,10)	80	67	87	84	84	79	80	85	87	85	87	79	82	81	76	85	74	71
MEAN	8.9	8.4	9.0	9.1	8.9	8.8	9.0	9.2	9.1	9.1	8.9	8.8	8.8	8.9	8.5	9.0	8.8	8.3
GAP %	7	7	3	6	7	6	10	10	7	8	13	6	4	9	12	8	6	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 - South Shore

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	2	2	1	1	1	1	1	2	1	0	2	1	1	0	1	1	3
2	0	0	0	0	0	0	3	2	0	1	2	0	1	0	4	0	0	
3	1	0	0	1	2	1	2	0	2	1	0	1	1	0	1	1	1	
4	1	1	2	1	1	1	1	0	1	1	0	1	0	1	0	1	0	
5	5	6	4	4	4	5	11	1	5	6	9	6	9	4	1	5	4	
6	6	6	5	5	5	5	9	9	11	10	5	6	11	6	7	6	5	
7	10	10	8	11	9	10	9	8	9	9	16	10	13	10	10	11	15	
8	19	17	23	16	25	18	12	19	17	16	25	16	23	21	22	21	10	
9	16	18	14	17	14	16	11	20	13	14	13	17	12	14	21	16	14	
10 Completely satisfied	28	23	27	33	30	29	30	27	27	28	22	28	20	30	28	27	32	
Don't Know / Not applicable	12	16	13	11	8	12	12	14	13	13	7	13	9	11	7	9	16	
TOTAL OVERNIGHT VISITORS (#)	508,495	131,260	31,077	163,330	77,578	403,245	18,767	13,768	43,148	75,683	29,567	290,257	32,524	185,714	19,349	261,128	215,100	12,918
UNWEIGHTED SAMPLE SIZE (#)	1,844	280	127	663	235	1,305	140	89	255	484	55	1,204	80	560	65	1,006	729	44
TOP 3 BOX (% 8,9,10)	63	58	65	66	69	64	53	65	57	58	60	62	55	66	71	65	56	
MEAN	8.2	8.0	8.2	8.4	8.2	8.2	7.8	8.3	7.9	7.9	7.9	8.2	7.7	8.2	8.2	8.1	8.2	
GAP %	7	7	6	7	6	6	3	4	11	8	8	6	11	6	2	7	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 - South Shore

TABLE O4k:

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

The local Nova Scotian wine

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
1 Completely dissatisfied	9	11	12	7	9	9	12	13	9	10	9	10	14	7	11	10	8	13
2	2	2	1	2	2	2	2	3	2	2	5	3	2	2	4	3	1	0
3	3	1	5	4	5	3	3	3	3	3	4	3	2	4	1	4	3	0
4	2	3	1	1	2	2	1	8	2	3	5	2	5	2	2	2	3	4
5	6	5	8	5	6	6	9	6	6	7	2	5	10	6	4	6	6	2
6	5	3	4	6	5	5	5	5	5	5	5	4	6	6	8	5	5	0
7	7	8	7	6	6	7	4	6	6	5	9	7	1	7	8	6	7	4
8	6	2	8	6	7	5	5	3	9	7	15	4	5	8	5	6	6	7
9	5	7	1	6	4	6	1	4	5	4	2	5	5	5	6	4	6	11
10 Completely satisfied	9	9	5	11	12	10	8	8	4	6	5	9	3	11	11	8	11	3
Don't Know / Not applicable	46	49	48	45	41	46	49	43	48	47	38	48	47	42	40	46	45	56
TOTAL OVERNIGHT VISITORS (#)	508,495	131,260	31,077	163,330	77,578	403,245	18,767	13,768	43,148	75,683	29,567	290,257	32,524	185,714	19,349	261,128	215,100	12,918
UNWEIGHTED SAMPLE SIZE (#)	1,844	280	127	663	235	1,305	140	89	255	484	55	1,204	80	560	65	1,006	729	44
TOP 3 BOX (% 8,9,10)	20	18	15	23	23	21	13	15	19	17	22	18	13	25	22	18	23	21
MEAN	5.9	5.9	5.2	6.3	6.0	6.0	5.1	5.1	5.8	5.5	5.6	5.8	4.8	6.3	6.0	5.6	6.3	5.7
GAP %	1	1	3	0	0	1	3	2	1	2	0	1	0	1	0	1	0	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 - South Shore

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	1	0	0	0	1	1	0	0	0	0	1	0	0	0	0	0	7
2	0	1	0	0	0	0	0	0	0	0	0	0	3	0	0	1	0	0
3	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
4	0	0	1	0	0	0	2	0	0	0	2	0	0	0	0	0	0	0
5	1	1	0	1	1	1	1	0	1	1	2	1	0	1	0	1	2	4
6	2	3	0	2	1	2	2	1	2	2	0	2	2	1	3	2	1	3
7	5	7	4	3	4	5	5	5	3	4	5	5	5	3	6	4	5	4
8	11	11	16	9	11	11	8	8	11	10	18	10	9	13	23	11	10	4
9	18	24	16	17	16	19	15	15	15	15	22	20	12	17	16	19	19	12
10 Completely satisfied	56	39	59	63	65	55	61	67	64	64	47	53	68	59	48	59	53	53
Don't Know / Not applicable	6	11	3	5	2	6	4	3	3	3	4	7	1	5	5	3	8	13
TOTAL OVERNIGHT VISITORS (#)	508,495	131,260	31,077	163,330	77,578	403,245	18,767	13,768	43,148	75,683	29,567	290,257	32,524	185,714	19,349	261,128	215,100	12,918
UNWEIGHTED SAMPLE SIZE (#)	1,844	280	127	663	235	1,305	140	89	255	484	55	1,204	80	560	65	1,006	729	44
TOP 3 BOX (% 8,9,10)	86	74	91	89	92	85	85	90	90	89	87	83	89	89	86	89	82	69
MEAN	9.2	8.8	9.3	9.4	9.4	9.2	9.2	9.5	9.3	9.3	9.0	9.1	9.2	9.3	9.1	9.2	9.2	8.6
GAP %	6	5	8	5	6	6	4	8	6	6	4	5	4	6	11	6	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 - South Shore

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	2	2	2	2	2	1	4	3	2	2	2	2	1	2	2	8
2	0	0	1	0	0	0	0	0	1	1	2	1	0	1	0	0	0	
3	1	0	1	1	1	1	1	0	1	1	2	1	3	0	1	0	4	
4	1	1	1	1	2	1	1	1	2	1	2	1	2	1	3	1	0	
5	5	4	7	4	10	5	11	1	5	6	2	5	12	4	4	5	7	
6	6	6	9	6	7	6	3	3	6	5	7	6	9	6	8	6	4	
7	9	10	7	7	13	9	6	7	7	7	9	9	5	9	15	9	7	
8	14	15	15	15	10	14	10	13	16	14	18	14	18	15	10	15	9	
9	14	16	10	15	12	14	12	18	15	15	9	15	8	13	18	16	11	
10 Completely satisfied	32	29	27	38	29	32	39	38	30	34	24	32	19	34	23	31	31	
Don't Know / Not applicable	15	17	22	12	15	15	16	17	13	15	24	15	22	14	16	15	19	
TOTAL OVERNIGHT VISITORS (#)	508,495	131,260	31,077	163,330	77,578	403,245	18,767	13,768	43,148	75,683	29,567	290,257	32,524	185,714	19,349	261,128	215,100	12,918
UNWEIGHTED SAMPLE SIZE (#)	1,844	280	127	663	235	1,305	140	89	255	484	55	1,204	80	560	65	1,006	729	44
TOP 3 BOX (% 8,9,10)	60	59	51	68	51	61	61	69	60	62	51	61	45	62	52	61	50	
MEAN	8.2	8.2	7.9	8.4	7.8	8.2	8.3	8.8	7.9	8.2	7.8	8.2	7.3	8.2	7.9	8.2	7.5	
GAP %	6	7	5	6	5	6	8	5	7	7	5	6	10	6	2	9	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 - South Shore

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	0	1	3	3	2	2	4	2	4	1	3	2	2	1
2	1	2	2	0	0	1	1	1	1	1	2	1	0	1	0	1	1	0
3	1	0	1	0	2	1	2	4	1	2	2	1	0	1	0	1	1	0
4	2	4	1	1	2	2	2	0	2	2	4	3	1	2	0	2	2	0
5	5	5	9	4	3	4	7	4	6	6	7	5	7	4	3	5	4	9
6	5	5	7	4	5	5	6	10	9	8	2	5	10	4	9	6	4	8
7	9	11	7	7	8	8	11	9	8	9	20	9	7	10	7	9	9	15
8	18	17	20	18	18	18	12	18	14	14	29	16	24	20	13	20	16	10
9	17	16	13	20	16	17	11	17	16	15	13	17	10	18	23	16	16	27
10 Completely satisfied	31	23	24	38	40	32	29	29	33	31	16	30	30	33	33	30	33	21
Don't Know / Not applicable	10	16	13	7	5	10	15	7	10	11	2	12	6	7	9	8	12	10
TOTAL OVERNIGHT VISITORS (#)	508,495	131,260	31,077	163,330	77,578	403,245	18,767	13,768	43,148	75,683	29,567	290,257	32,524	185,714	19,349	261,128	215,100	12,918
UNWEIGHTED SAMPLE SIZE (#)	1,844	280	127	663	235	1,305	140	89	255	484	55	1,204	80	560	65	1,006	729	44
TOP 3 BOX (% 8,9,10)	66	55	58	76	74	67	53	63	63	60	58	63	64	71	69	66	65	58
MEAN	8.2	7.8	7.7	8.6	8.5	8.3	7.7	7.9	8.1	8.0	7.4	8.1	7.8	8.3	8.4	8.1	8.3	8.1
GAP %	17	16	18	17	17	17	13	15	17	16	19	15	19	18	10	17	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 - South Shore

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	7.4	7.6	7.3	7.8	7.5	7.6	6.5	7.0	6.7	6.7	6.7	7.5	7.1	7.4	7.3	7.4	7.5	7.4
Weather	8.0	8.0	7.8	8.1	7.7	7.9	7.9	8.4	8.0	8.0	8.3	8.0	7.9	8.0	7.5	8.1	7.9	8.0
Your interests and hobbies	8.0	8.0	7.8	8.2	7.7	8.0	7.8	8.5	8.0	8.0	7.7	8.0	7.4	8.0	7.9	8.0	7.9	7.9
The opportunity to visit friends and family	8.6	9.0	8.2	8.9	8.6	8.8	8.2	6.6	7.0	7.3	8.2	8.6	7.0	8.8	7.6	7.3	9.7	8.2
The chance to do interesting activities	8.2	8.2	8.0	8.4	8.1	8.2	7.8	8.8	8.5	8.4	7.5	8.3	7.9	8.1	8.3	8.3	8.1	8.2
The culture and people	8.5	8.0	8.5	8.7	8.6	8.4	8.8	8.9	8.7	8.8	8.1	8.4	8.2	8.6	8.5	8.5	8.4	8.5
The heritage and history	8.2	7.6	8.1	8.4	8.4	8.2	8.5	8.5	8.5	8.5	7.7	8.1	8.1	8.2	8.2	8.3	8.0	8.1
The mix of traditional and contemporary	7.6	7.4	7.3	7.8	7.7	7.6	7.6	8.2	7.7	7.8	6.6	7.6	7.3	7.6	7.8	7.6	7.5	7.8
The natural landscape and wildlife	8.9	8.4	9.0	9.1	8.9	8.8	9.0	9.2	9.1	9.1	8.9	8.8	8.8	8.9	8.5	9.0	8.8	8.3
Both city and country experiences within easy reach	8.2	8.0	8.2	8.4	8.2	8.2	7.8	8.3	7.9	7.9	7.9	8.2	7.7	8.2	8.2	8.1	8.2	8.2
The local Nova Scotian wine	5.9	5.9	5.2	6.3	6.0	6.0	5.1	5.1	5.8	5.5	5.6	5.8	4.8	6.3	6.0	5.6	6.3	5.7
The seacoast	9.2	8.8	9.3	9.4	9.4	9.2	9.2	9.5	9.3	9.3	9.0	9.1	9.2	9.3	9.1	9.2	9.2	8.6
The opportunity to rejuvenate	8.2	8.2	7.9	8.4	7.8	8.2	8.3	8.8	7.9	8.2	7.8	8.2	7.3	8.2	7.9	8.2	8.2	7.5
The local Nova Scotian food	8.2	7.8	7.7	8.6	8.5	8.3	7.7	7.9	8.1	8.0	7.4	8.1	7.8	8.3	8.4	8.1	8.3	8.1
TOTAL OVERNIGHT VISITORS (#)	508,495	131,260	31,077	163,330	77,578	403,245	18,767	13,768	43,148	75,683	29,567	290,257	32,524	185,714	19,349	261,128	215,100	12,918
UNWEIGHTED SAMPLE SIZE (#)	1,844	280	127	663	235	1,305	140	89	255	484	55	1,204	80	560	65	1,006	729	44

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - South Shore

TABLE O4:

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

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

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
Value for money	52	53	49	59	52	55	41	48	42	43	42	54	46	52	45	54	51	56
Weather	65	63	60	67	61	64	62	76	61	64	71	65	61	65	53	67	63	67
Your interests and hobbies	57	56	59	58	57	57	55	68	59	59	49	57	53	58	52	61	52	61
The opportunity to visit friends and family	62	72	59	66	59	66	51	37	35	39	60	62	38	65	38	38	93	62
The chance to do interesting activities	64	59	57	68	65	64	58	77	71	69	49	64	63	63	62	69	58	54
The culture and people	70	54	70	76	77	69	73	80	77	77	71	66	68	77	75	73	65	73
The heritage and history	62	46	65	67	72	61	71	74	71	71	55	59	71	66	65	69	53	58
The mix of traditional and contemporary	47	40	37	50	55	47	49	63	52	53	29	46	46	47	53	50	41	48
The natural landscape and wildlife	80	67	87	84	84	79	80	85	87	85	87	79	82	81	76	85	74	71
Both city and country experiences within easy reach	63	58	65	66	69	64	53	65	57	58	60	62	55	66	71	65	59	56
The local Nova Scotian wine	20	18	15	23	23	21	13	15	19	17	22	18	13	25	22	18	23	21
The seacoast	86	74	91	89	92	85	85	90	90	89	87	83	89	89	86	89	82	69
The opportunity to rejuvenate	60	59	51	68	51	61	61	69	60	62	51	61	45	62	52	61	60	50
The local Nova Scotian food	66	55	58	76	74	67	53	63	63	60	58	63	64	71	69	66	65	58
TOTAL OVERNIGHT VISITORS (#)	508,495	131,260	31,077	163,330	77,578	403,245	18,767	13,768	43,148	75,683	29,567	290,257	32,524	185,714	19,349	261,128	215,100	12,918
UNWEIGHTED SAMPLE SIZE (#)	1,844	280	127	663	235	1,305	140	89	255	484	55	1,204	80	560	65	1,006	729	44

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - South Shore

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	1	1	2	1	1	1	1	3	2	0	1	6	1	1	2	0	2
Met your expectations about Nova Scotia as a destination?	56	68	59	51	49	57	58	46	48	50	55	59	51	52	56	53	60	54
Exceeded your expectations about Nova Scotia as a destination?	43	31	40	47	50	42	40	53	49	48	45	40	44	47	43	45	40	44
TOTAL OVERNIGHT VISITORS (#)	534,950	145,318	32,720	168,620	78,798	425,457	19,232	14,155	44,926	78,313	31,180	305,313	33,045	196,592	43,143	261,128	215,100	15,579
UNWEIGHTED SAMPLE SIZE (#)	1,920	312	133	679	238	1,362	144	91	265	500	58	1,246	81	593	131	1,006	729	54

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?	30	14	40	31	31	27	48	36	43	43	41	32	71	23	16	46	15	24
While travelling throughout the province?	35	14	28	36	45	31	38	49	47	46	57	31	63	36	22	50	20	33
At any point during your trip to NS (T9a and/or T9b)?	47	23	47	49	53	42	62	58	62	61	66	46	85	43	32	65	28	39
TOTAL TRAVEL PARTIES (#)	282493	66249	16431	89306	48206	220192	8793	7664	25057	41514	20787	137442	13991	131061	24442	134354	115195	8503
UNWEIGHTED SAMPLE SIZE (#)	1920	312	133	679	238	1362	144	91	265	500	58	1246	81	593	131	1006	729	54

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - South Shore

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	27	67	15	31	22	32	15	22	20	19	9	31	13	25	57	19	42	40
2	27	17	39	32	19	26	38	30	30	31	24	30	30	24	29	26	29	24
3	18	8	11	16	24	17	17	29	12	17	27	15	21	20	8	20	15	27
4	11	8	12	8	13	10	11	8	19	15	9	10	18	11	7	12	8	8
5 or more visits	17	0	23	14	21	15	20	10	19	17	30	14	19	20	0	23	7	0
TOTAL TRAVEL PARTIES (#)	98,415	9,155	4,629	32,094	21,764	67,642	3,298	3,793	11,855	18,946	11,827	42,818	8,874	46,724	5,277	67,691	22,642	2,805
UNWEIGHTED SAMPLE SIZE (#)	701	42	46	250	108	446	48	43	131	222	33	433	55	213	31	507	149	14
MEAN # OF VISITS	3.0	1.6	3.4	2.6	3.3	2.7	3.0	3.1	3.1	3.1	4.2	2.7	3.2	3.2	1.6	3.4	2.2	2.0

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

TABLE T11:

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

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
English	96	98	57	99	99	95	100	100	100	100	91	96	91	97	98	94	97	99
French	3	2	42	1	0	4	0	0	0	0	2	4	9	2	2	5	2	1
German	0	0	0	0	0	0	0	0	0	0	5	0	0	1	0	1	0	0
English and/or French	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0
TOTAL OVERNIGHT VISITORS (#)	534,950	145,318	32,720	168,620	78,798	425,457	19,232	14,155	44,926	78,313	31,180	305,313	33,045	196,592	43,143	261,128	215,100	15,579
UNWEIGHTED SAMPLE SIZE (#)	1,920	312	133	679	238	1,362	144	91	265	500	58	1,246	81	593	131	1,006	729	54

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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	72	97	66	73	58	78	69	38	38	46	55	77	56	66	78	57	87	83
No	28	3	34	27	42	22	31	62	62	54	45	23	44	34	22	43	13	17
TOTAL OVERNIGHT VISITORS (#)	534,950	145,318	32,720	168,620	78,798	425,457	19,232	14,155	44,926	78,313	31,180	305,313	33,045	196,592	43,143	261,128	215,100	15,579
UNWEIGHTED SAMPLE SIZE (#)	1,920	312	133	679	238	1,362	144	91	265	500	58	1,246	81	593	131	1,006	729	54

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	23	9	32	30	36	22	26	10	35	28	25	18	54	26	14	39	12	13
2006	4	2	3	3	5	3	6	0	8	6	9	3	0	5	4	5	3	2
2007	5	3	8	7	7	5	3	0	3	3	6	5	7	5	6	5	5	0
2008	8	6	12	10	10	8	10	9	13	11	3	9	1	9	8	8	9	11
2009	28	28	17	30	23	28	33	41	23	29	34	29	17	28	24	22	33	31
2010	32	51	28	21	18	34	22	41	17	23	22	36	20	26	44	21	38	44
TOTAL OVERNIGHT VISITORS (#)	383,730	140,793	21,554	122,972	45,492	330,812	13,278	5,335	17,103	35,716	17,203	235,450	18,428	129,852	33,520	149,180	188,089	12,941
UNWEIGHTED SAMPLE SIZE (#)	1,278	302	85	493	131	1,011	100	35	100	235	32	860	38	380	95	514	625	44

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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	0	1	0	1	1	0	0	0	0	1	0	0	2	0	1	0
20 to 24	4	6	7	3	2	4	1	1	0	1	2	4	2	3	2	3	5	3
25 to 34	13	19	18	11	13	15	9	15	3	7	14	15	6	13	17	12	14	17
35 to 44	14	17	13	17	10	15	11	11	8	9	17	15	5	15	20	14	15	9
45 to 54	27	26	33	30	28	28	23	22	22	22	22	27	17	29	27	27	27	37
55 to 64	27	24	18	26	30	26	36	30	30	31	36	25	36	28	27	29	25	23
65 to 74	11	6	9	9	12	9	17	18	30	25	7	11	27	8	5	13	10	12
75 and over	2	0	3	2	3	2	2	2	5	4	2	1	5	3	0	2	3	0
Prefer not to answer	1	1	0	0	1	1	1	2	0	1	0	1	2	0	0	1	1	1
TOTAL OVERNIGHT VISITORS (#)	534,950	145,318	32,720	168,620	78,798	425,457	19,232	14,155	44,926	78,313	31,180	305,313	33,045	196,592	43,143	261,128	215,100	15,579
UNWEIGHTED SAMPLE SIZE (#)	1,920	312	133	679	238	1,362	144	91	265	500	58	1,246	81	593	131	1,006	729	54

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	4	1	1	2	1	1	0	0	0	1	7	0	1	2	1	0
High school complete	8	9	8	9	7	8	4	3	3	3	5	8	8	7	6	8	8	9
Some technical school/college	6	7	5	5	8	6	10	10	7	8	2	6	11	5	4	7	6	2
Technical school/college complete	18	20	15	21	21	20	9	7	8	8	7	19	16	15	16	17	18	18
Some university	9	13	10	7	11	10	4	3	3	3	3	10	13	6	12	8	9	13
University complete	56	45	57	54	49	50	71	76	78	76	79	52	39	64	60	55	55	56
Prefer not to answer	3	4	1	3	4	4	2	0	1	1	3	3	6	3	2	4	3	1
TOTAL OVERNIGHT VISITORS (#)	534,950	145,318	32,720	168,620	78,798	425,457	19,232	14,155	44,926	78,313	31,180	305,313	33,045	196,592	43,143	261,128	215,100	15,579
UNWEIGHTED SAMPLE SIZE (#)	1,920	312	133	679	238	1,362	144	91	265	500	58	1,246	81	593	131	1,006	729	54

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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	16	25	21	12	11	17	10	15	9	10	19	18	14	14	9	14	19	33
\$40,001 to \$80,000	35	35	46	32	39	35	31	27	28	28	40	36	46	31	28	35	36	27
Greater than \$80,000	49	40	34	56	50	48	59	59	63	61	41	46	40	56	62	52	44	41
TOTAL OVERNIGHT VISITORS (#)	534,950	145,318	32,720	168,620	78,798	425,457	19,232	14,155	44,926	78,313	31,180	305,313	33,045	196,592	43,143	261,128	215,100	15,579
UNWEIGHTED SAMPLE SIZE (#)	1,920	312	133	679	238	1,362	144	91	265	500	58	1,246	81	593	131	1,006	729	54