

# NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

## 2010 Visitor Exit Survey - Tourism Region Tables - Northumberland 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	43	100	0	0	0	52	0	0	0	0	0	59	26	7	63	31	48	74
Quebec	4	0	100	0	0	5	0	0	0	0	0	5	9	3	6	6	2	1
Ontario	24	0	0	100	0	29	0	0	0	0	0	22	28	28	18	25	26	14
Western Canada	11	0	0	0	100	14	0	0	0	0	0	3	17	30	6	13	12	6
All Canada	83	100	100	100	100	100	0	0	0	0	0	89	80	69	92	76	89	95
New England	3	0	0	0	0	0	100	0	0	28	0	4	4	1	1	4	3	2
Mid-Atlantic	2	0	0	0	0	0	0	100	0	16	0	1	2	3	1	3	1	0
Other US	6	0	0	0	0	0	0	0	100	57	0	4	15	11	5	10	3	1
All US	11	0	0	0	0	0	100	100	100	100	0	9	20	15	6	18	6	3
Overseas	6	0	0	0	0	0	0	0	0	0	100	1	0	17	2	7	5	3
TOTAL TRAVEL PARTIES (#)	298,850	128,921	13,415	71,862	34,155	248,353	9,400	5,366	19,244	34,011	16,486	201,462	16,858	80,530	36,068	140,748	108,816	13,217
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>2,038</b>	<b>643</b>	<b>117</b>	<b>602</b>	<b>173</b>	<b>1,535</b>	<b>162</b>	<b>71</b>	<b>224</b>	<b>457</b>	<b>46</b>	<b>1,589</b>	<b>91</b>	<b>358</b>	<b>200</b>	<b>1,061</b>	<b>696</b>	<b>81</b>

# NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

## 2010 Visitor Exit Survey - Tourism Region Tables - Northumberland 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	3	5	2	1	2	3	1	0	0	0	0	3	0	2	7	1	3	9
Feb	5	9	1	1	3	6	2	0	1	1	0	6	0	2	11	3	4	14
Mar	3	6	1	1	1	4	6	2	1	2	0	5	0	1	7	2	4	6
Apr	1	1	0	3	0	1	2	0	2	2	2	1	0	2	2	0	2	4
May	5	8	2	5	3	6	4	0	3	3	0	6	0	6	14	4	5	6
Jun	9	7	5	10	11	8	11	7	10	10	11	9	6	7	12	9	7	15
Jul	17	11	32	18	19	16	20	22	19	20	26	15	28	20	7	20	16	9
Aug	24	20	29	30	22	24	21	37	25	26	28	22	35	26	4	30	25	7
Sep	17	14	10	19	19	16	18	16	19	18	24	15	20	19	9	18	17	14
Oct	10	10	5	7	14	9	13	13	16	15	7	11	6	8	12	10	8	12
Nov	4	6	7	4	2	5	2	1	2	2	2	5	3	3	10	2	6	4
Dec	2	2	6	2	4	2	1	2	1	1	0	2	1	4	4	1	3	1
TOTAL TRAVEL PARTIES (#)	298,850	128,921	13,415	71,862	34,155	248,353	9,400	5,366	19,244	34,011	16,486	201,462	16,858	80,530	36,068	140,748	108,816	13,217
UNWEIGHTED SAMPLE SIZE (#)	2,038	643	117	602	173	1,535	162	71	224	457	46	1,589	91	358	200	1,061	696	81

# NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

## 2010 Visitor Exit Survey - Tourism Region Tables - Northumberland 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	15	31	1	4	1	17	5	2	5	5	2	21	0	3	32	11	13	38
2	15	26	19	8	4	17	10	8	8	8	0	21	8	4	21	14	14	22
3	12	14	19	11	3	12	16	19	9	12	2	13	15	7	16	11	11	6
4	9	9	10	12	6	9	13	10	13	13	4	9	9	10	11	10	9	5
5	8	6	12	12	7	8	13	16	7	10	2	7	16	10	5	9	9	3
6	6	2	10	9	9	5	6	7	12	10	7	5	7	8	5	7	5	1
7	8	5	8	7	14	7	11	17	11	12	13	6	9	13	3	9	7	9
8	5	2	3	8	9	4	3	3	10	7	2	4	9	5	1	5	5	2
9	3	1	3	5	5	3	7	6	7	7	7	3	2	6	0	4	4	0
10	4	1	9	6	7	4	2	4	4	3	7	3	5	7	2	4	4	2
11 or more	14	4	6	17	34	12	14	7	14	13	54	9	19	27	3	14	18	11
TOTAL TRAVEL PARTIES (#)	298,850	128,921	13,415	71,862	34,155	248,353	9,400	5,366	19,244	34,011	16,486	201,462	16,858	80,530	36,068	140,748	108,816	13,217
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>2,038</b>	<b>643</b>	<b>117</b>	<b>602</b>	<b>173</b>	<b>1,535</b>	<b>162</b>	<b>71</b>	<b>224</b>	<b>457</b>	<b>46</b>	<b>1,589</b>	<b>91</b>	<b>358</b>	<b>200</b>	<b>1,061</b>	<b>696</b>	<b>81</b>
MEAN # OF NIGHTS	6.5	3.5	5.8	7.5	10.3	5.7	8.2	7.0	7.5	7.6	16.9	4.9	7.8	10.2	3.4	7.2	7.0	4.6

# NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

## 2010 Visitor Exit Survey - Tourism Region Tables - Northumberland 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	40	23	60	47	52	36	56	71	68	65	52	36	76	43	0	85	0	0
Visit friends or relatives, including weddings, or reunions	36	41	20	39	37	39	29	16	16	20	35	37	13	39	0	0	100	0
Business, including meetings, sales, purchasing, etc.	7	11	15	5	1	8	2	6	6	5	4	8	1	6	62	0	0	0
Conference, convention or trade show	3	5	1	2	4	4	1	0	3	2	0	4	0	4	29	0	0	0
Other leisure travel	3	4	2	2	1	3	7	7	6	6	7	3	10	3	0	7	0	0
Personal business (medical appointments, to settle a will/estate, etc.)	3	5	0	1	1	3	1	0	0	0	0	4	0	1	0	0	0	61
Other travel	2	2	1	2	2	2	2	0	1	1	2	2	0	1	0	0	0	39
Conference, convention, or trade show (personal interest, hobbies, etc.)	1	2	1	0	0	1	2	0	1	1	0	2	0	0	0	2	0	0
Other business travel	1	1	0	2	1	1	1	0	0	0	0	1	0	1	9	0	0	0
Sporting event/tournament	1	2	2	0	1	1	0	1	0	0	0	1	1	1	0	2	0	0
Music/Entertainment event	1	2	0	0	1	1	0	0	0	0	0	1	0	0	0	2	0	0
Shopping	1	1	0	0	0	1	0	0	0	0	0	1	0	0	0	1	0	0
TOTAL TRAVEL PARTIES (#)	298,850	128,921	13,415	71,862	34,155	248,353	9,400	5,366	19,244	34,011	16,486	201,462	16,858	80,530	36,068	140,748	108,816	13,217
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>2,038</b>	<b>643</b>	<b>117</b>	<b>602</b>	<b>173</b>	<b>1,535</b>	<b>162</b>	<b>71</b>	<b>224</b>	<b>457</b>	<b>46</b>	<b>1,589</b>	<b>91</b>	<b>358</b>	<b>200</b>	<b>1,061</b>	<b>696</b>	<b>81</b>

# NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

## 2010 Visitor Exit Survey - Tourism Region Tables - Northumberland 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	47	34	64	49	54	43	65	79	74	72	59	44	86	47	0	100	0	0
Visiting Friends and Relatives	36	41	20	39	37	39	30	16	16	20	35	37	13	39	0	0	100	0
Business	12	18	15	9	6	13	3	6	9	7	4	13	1	12	100	0	0	0
Other	4	8	1	3	2	5	2	0	1	1	2	6	0	2	0	0	0	100
TOTAL TRAVEL PARTIES (#)	298,850	128,921	13,415	71,862	34,155	248,353	9,400	5,366	19,244	34,011	16,486	201,462	16,858	80,530	36,068	140,748	108,816	13,217
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>2,038</b>	<b>643</b>	<b>117</b>	<b>602</b>	<b>173</b>	<b>1,535</b>	<b>162</b>	<b>71</b>	<b>224</b>	<b>457</b>	<b>46</b>	<b>1,589</b>	<b>91</b>	<b>358</b>	<b>200</b>	<b>1,061</b>	<b>696</b>	<b>81</b>

# NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

## 2010 Visitor Exit Survey - Tourism Region Tables - Northumberland 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	27	6	18	31	47	23	11	13	31	23	67	20	35	38	0	27	0	0
To visit a specific area or location of Nova Scotia	18	31	20	17	4	20	22	22	9	14	4	23	10	9	0	18	0	0
Opportunity to visit friends/relatives	11	17	3	11	13	13	4	2	3	3	11	12	2	11	0	11	0	0
Scenery	10	7	21	11	4	9	15	21	16	17	4	10	11	10	0	10	0	0
Never been to Nova Scotia before	8	3	11	8	8	6	13	14	20	17	0	8	9	7	0	8	0	0
Experience Nova Scotia's culture and heritage	6	3	6	8	8	6	8	13	7	8	7	5	10	8	0	6	0	0
Attend festival or public event	3	6	0	3	1	3	7	2	3	4	0	4	4	2	0	3	0	0
To do a specific activity	3	6	1	2	3	3	2	1	2	2	0	3	0	3	0	3	0	0
Visit a specific attraction or museum	3	6	9	2	0	4	1	1	0	0	0	4	3	1	0	3	0	0
My interests and hobbies	3	3	3	1	5	3	3	3	0	2	4	2	5	4	0	3	0	0
Recommended by others	2	3	1	1	2	2	3	1	1	2	0	2	0	2	0	2	0	0
To research family history	1	0	0	1	1	0	4	0	2	2	0	1	1	1	0	1	0	0
Other	5	6	5	6	3	5	6	5	4	4	4	5	6	5	0	5	0	0
None of the above	1	4	0	0	0	1	1	0	0	0	0	1	3	0	0	1	0	0
No answer	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
TOTAL TRAVEL PARTIES (#)	130,214	35,402	8,232	34,748	18,135	96,517	5,698	4,165	14,157	24,021	9,677	78,859	14,025	37,331	0	130,214	0	0
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>992</b>	<b>168</b>	<b>79</b>	<b>299</b>	<b>96</b>	<b>642</b>	<b>96</b>	<b>55</b>	<b>172</b>	<b>323</b>	<b>27</b>	<b>741</b>	<b>80</b>	<b>171</b>	<b>0</b>	<b>992</b>	<b>0</b>	<b>0</b>

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

# NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

## 2010 Visitor Exit Survey - Tourism Region Tables - Northumberland 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	44	38	47	42	53	42	51	60	53	53	57	41	73	45	20	52	42	37
Alone (party of one)	18	21	23	15	14	19	16	14	13	14	20	18	2	23	52	7	23	7
As a family with children	16	19	10	20	10	18	10	10	7	8	9	19	8	11	6	16	18	26
As a family (adults only)	8	7	6	10	9	8	10	3	11	9	9	8	2	10	3	9	9	14
With friend(s)	6	6	9	5	4	6	8	7	4	6	2	6	4	4	5	7	4	7
As two or more couples	3	3	0	3	5	3	4	4	8	6	0	3	7	3	1	5	2	4
Business associate/Colleague	1	2	1	1	1	1	0	2	1	1	0	1	0	1	9	0	0	0
As two or more families with children	1	1	0	2	1	1	0	0	0	0	0	1	3	1	0	2	0	1
As a family with grandparents	1	1	1	1	2	1	1	0	1	1	0	1	0	1	1	1	1	0
With an organized group/tour	1	0	2	0	0	0	0	0	3	1	4	0	2	1	3	1	0	0
Grandparents with grandchildren	1	1	0	1	0	1	0	0	0	0	0	1	0	0	0	0	1	0
Other	1	1	1	0	1	1	1	0	1	1	0	1	0	0	0	1	0	3
<b>TOTAL TRAVEL PARTIES (#)</b>	<b>298,850</b>	<b>128,921</b>	<b>13,415</b>	<b>71,862</b>	<b>34,155</b>	<b>248,353</b>	<b>9,400</b>	<b>5,366</b>	<b>19,244</b>	<b>34,011</b>	<b>16,486</b>	<b>201,462</b>	<b>16,858</b>	<b>80,530</b>	<b>36,068</b>	<b>140,748</b>	<b>108,816</b>	<b>13,217</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>2,038</b>	<b>643</b>	<b>117</b>	<b>602</b>	<b>173</b>	<b>1,535</b>	<b>162</b>	<b>71</b>	<b>224</b>	<b>457</b>	<b>46</b>	<b>1,589</b>	<b>91</b>	<b>358</b>	<b>200</b>	<b>1,061</b>	<b>696</b>	<b>81</b>

# NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

## 2010 Visitor Exit Survey - Tourism Region Tables - Northumberland 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	14	17	6	18	7	15	8	7	4	6	9	16	9	9	5	14	16	12
Aged 15 to 19	6	8	9	8	3	7	5	3	3	4	0	8	3	2	1	8	5	15
Aged 20 to 24	7	10	10	7	5	8	2	2	1	1	2	8	3	5	3	7	8	15
Aged 25 to 34	19	25	29	14	15	21	5	12	5	6	20	21	3	17	25	16	20	26
Aged 35 to 44	22	25	9	25	15	23	14	15	16	15	26	23	10	23	26	20	22	30
Aged 45 to 54	32	31	38	36	37	34	30	25	22	25	28	33	20	35	46	32	28	42
Aged 55 to 64	33	27	37	34	45	32	47	38	40	42	33	32	54	33	21	39	31	30
Aged 65 to 74	15	11	10	14	16	13	33	32	43	39	9	15	31	13	5	18	16	12
Aged 75 and over	4	2	2	5	2	3	11	11	11	11	4	4	5	4	1	5	4	1
TOTAL TRAVEL PARTIES (#)	298,850	128,921	13,415	71,862	34,155	248,353	9,400	5,366	19,244	34,011	16,486	201,462	16,858	80,530	36,068	140,748	108,816	13,217
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>2,038</b>	<b>643</b>	<b>117</b>	<b>602</b>	<b>173</b>	<b>1,535</b>	<b>162</b>	<b>71</b>	<b>224</b>	<b>457</b>	<b>46</b>	<b>1,589</b>	<b>91</b>	<b>358</b>	<b>200</b>	<b>1,061</b>	<b>696</b>	<b>81</b>

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



# NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

## 2010 Visitor Exit Survey - Tourism Region Tables - Northumberland 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	\$358	\$162	\$318	\$388	\$703	\$310	\$457	\$613	\$681	\$608	\$567	\$284	\$73	\$605	\$403	\$517	\$152	\$244
Campgrounds	\$20	\$9	\$39	\$24	\$28	\$17	\$23	\$17	\$41	\$32	\$40	\$9	\$199	\$12	\$0	\$41	\$3	\$2
Meals in restaurants/hotels/bars	\$298	\$153	\$287	\$327	\$588	\$271	\$343	\$401	\$474	\$426	\$442	\$228	\$193	\$495	\$235	\$376	\$231	\$184
Groceries and liquor	\$113	\$63	\$90	\$133	\$226	\$107	\$121	\$103	\$87	\$99	\$226	\$88	\$151	\$166	\$35	\$133	\$118	\$72
Gas, oil and/or auto repair	\$162	\$100	\$176	\$181	\$282	\$153	\$197	\$137	\$191	\$184	\$263	\$139	\$422	\$166	\$91	\$212	\$128	\$106
Car rental fees, including insurance	\$121	\$14	\$62	\$111	\$378	\$95	\$42	\$160	\$173	\$135	\$484	\$34	\$35	\$355	\$89	\$179	\$67	\$32
Local transportation (taxis, limos, etc)	\$5	\$2	\$1	\$7	\$13	\$5	\$1	\$1	\$4	\$3	\$9	\$3	\$3	\$9	\$3	\$6	\$4	\$0
Bridge/Highway/Ferry tolls in Nova Scotia	\$6	\$7	\$5	\$6	\$4	\$6	\$9	\$5	\$5	\$6	\$3	\$7	\$6	\$3	\$6	\$5	\$6	\$7
NS cultural products	\$57	\$22	\$63	\$71	\$121	\$52	\$72	\$59	\$97	\$84	\$70	\$46	\$65	\$82	\$18	\$79	\$45	\$20
Clothing	\$70	\$80	\$46	\$45	\$84	\$69	\$22	\$25	\$54	\$41	\$156	\$67	\$32	\$85	\$51	\$69	\$80	\$61
Major purchases (e.g., commercial, real estate, vehicles)	\$465	\$137	\$0	\$1,122	\$1,089	\$545	\$2	\$0	\$97	\$55	\$93	\$147	\$530	\$1,246	\$1,757	\$323	\$186	\$746
Other shopping	\$88	\$65	\$35	\$61	\$208	\$82	\$27	\$32	\$59	\$46	\$275	\$74	\$63	\$131	\$61	\$95	\$71	\$235
Culture and entertainment	\$59	\$38	\$54	\$72	\$93	\$56	\$51	\$44	\$92	\$73	\$80	\$51	\$74	\$78	\$37	\$84	\$37	\$47
Sport and recreation	\$23	\$14	\$17	\$20	\$53	\$21	\$11	\$35	\$29	\$25	\$52	\$19	\$14	\$36	\$14	\$34	\$14	\$3
Parking	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2
Total Expenditures - including major purchases	\$1,855	\$874	\$1,191	\$2,585	\$3,880	\$1,799	\$1,394	\$1,641	\$2,084	\$1,823	\$2,759	\$1,207	\$1,861	\$3,474	\$2,803	\$2,155	\$1,156	\$1,836
Total Expenditures - excluding major purchases	\$1,390	\$737	\$1,191	\$1,463	\$2,790	\$1,254	\$1,392	\$1,641	\$1,987	\$1,768	\$2,666	\$1,060	\$1,331	\$2,229	\$1,046	\$1,832	\$970	\$1,091
TOTAL TRAVEL PARTIES (#)	298,769	128,921	13,415	71,781	34,155	248,272	9,400	5,366	19,244	34,011	16,486	201,381	16,858	80,530	36,068	140,667	108,816	13,217
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>2,037</b>	<b>643</b>	<b>117</b>	<b>601</b>	<b>173</b>	<b>1,534</b>	<b>162</b>	<b>71</b>	<b>224</b>	<b>457</b>	<b>46</b>	<b>1,588</b>	<b>91</b>	<b>358</b>	<b>200</b>	<b>1,060</b>	<b>696</b>	<b>81</b>

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

# NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

## 2010 Visitor Exit Survey - Tourism Region Tables - Northumberland 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	43	40	43	39	56	42	38	49	52	48	57	42	8	55	77	49	23	57
Motel	16	9	18	21	22	15	20	22	21	21	30	16	5	18	8	24	9	15
Bed and Breakfast	11	3	8	10	26	8	13	27	28	24	26	7	1	22	4	18	5	4
Staying with friend or relatives	41	44	22	48	45	44	31	22	15	20	41	42	20	44	13	20	80	32
Other fixed roof [NET]	24	12	29	31	33	22	35	34	31	32	35	20	11	34	14	33	15	22
Inn	8	2	7	9	16	6	7	9	16	12	15	6	0	14	6	12	3	4
Resort	4	1	2	7	9	4	7	9	7	8	9	3	1	10	3	7	2	0
Rented cottage, cabin or vacation home	7	3	6	10	10	7	13	10	6	9	9	7	4	7	2	11	4	5
Your own cottage, cabin or vacation home	4	3	2	4	5	4	8	4	2	4	9	4	1	6	0	4	5	7
University	1	1	7	2	0	1	0	0	2	1	0	1	0	1	2	1	1	2
Other (hostel, hunting/fishing lodge, etc)	2	2	5	2	1	2	3	4	2	3	0	2	7	2	2	4	0	4
Campground [NET]	12	8	28	13	11	11	17	19	16	17	13	7	91	6	0	22	4	3
National or provincial park campground	6	3	17	6	4	5	14	15	6	10	9	4	34	5	0	11	2	3
Commercial campground/trailer park	9	6	20	10	8	8	11	10	15	13	11	5	85	3	0	17	2	0
TOTAL TRAVEL PARTIES (#)	298,850	128,921	13,415	71,862	34,155	248,353	9,400	5,366	19,244	34,011	16,486	201,462	16,858	80,530	36,068	140,748	108,816	13,217
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>2,038</b>	<b>643</b>	<b>117</b>	<b>602</b>	<b>173</b>	<b>1,535</b>	<b>162</b>	<b>71</b>	<b>224</b>	<b>457</b>	<b>46</b>	<b>1,589</b>	<b>91</b>	<b>358</b>	<b>200</b>	<b>1,061</b>	<b>696</b>	<b>81</b>

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

# NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

## 2010 Visitor Exit Survey - Tourism Region Tables - Northumberland 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	2.6	1.9	2.7	2.7	3.6	2.5	2.3	3.1	3.2	3.0	3.6	2.4	3.2	3.1	2.6	2.9	2.1	2.2
Motel	2.5	1.6	2.5	2.5	2.6	2.2	2.7	2.1	2.7	2.6	4.4	2.3	2.3	3.1	2.7	2.5	2.3	3.0
Bed and breakfast	3.0	1.3	1.3	2.3	3.3	2.5	3.3	2.7	4.1	3.7	4.3	2.3	1.0	3.7	3.2	3.1	2.8	1.3
Staying with friend or relatives	6.0	3.8	7.6	7.2	8.5	5.6	5.6	5.8	7.5	6.5	11.6	4.8	4.8	8.9	2.5	5.2	6.6	3.3
Other fixed roof [NET]	6.5	4.6	3.7	5.0	6.7	5.1	10.8	7.6	5.1	7.2	17.4	5.6	2.7	8.0	5.4	6.9	5.3	7.9
Inn	2.2	2.0	1.7	2.2	2.4	2.2	2.0	2.6	2.2	2.2	2.1	2.0	.	2.4	2.5	2.1	2.0	2.9
Resort	2.3	1.5	1.6	2.7	2.4	2.4	2.3	1.9	2.2	2.2	2.0	2.1	1.0	2.5	3.2	2.3	2.3	.
Rented cottage, cabin or vacation home	5.0	6.7	6.6	4.3	5.2	5.3	5.8	4.4	4.1	4.9	2.0	5.2	3.7	4.7	16.4	4.4	3.8	11.9
Your own cottage, cabin or vacation home	19.6	6.9	3.3	14.5	21.1	12.0	22.0	36.5	26.8	25.9	62.0	14.2	2.0	27.9	7.6	30.8	9.5	11.4
University	3.0	2.4	3.2	2.9	.	2.9	.	.	3.9	3.9	.	2.7	.	3.6	2.8	2.9	3.4	2.0
Other (hostel, hunting/fishing lodge, etc)	3.9	2.2	3.4	2.6	1.6	2.4	30.8	4.1	4.8	12.7	.	3.1	2.1	7.1	4.9	3.6	5.7	5.0
Campground [NET]	5.5	3.4	4.8	5.2	7.6	4.8	4.8	2.6	9.0	6.7	11.7	3.7	6.8	6.8	.	5.9	2.8	1.0
National or provincial park campground	3.0	1.8	3.1	2.9	3.6	2.6	3.1	1.4	3.9	2.9	7.0	2.4	3.0	4.5	.	3.2	2.4	1.0
Commercial campground/trailer park	5.2	3.4	3.9	5.2	7.8	4.7	3.5	2.8	8.0	6.4	8.4	3.7	6.1	6.4	.	5.5	2.8	.

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	53	39	63	65	61	51	69	82	61	66	57	48	63	63	21	63	54	26
No	47	61	37	35	39	49	31	18	39	34	43	52	37	37	79	37	46	74
TOTAL TRAVEL PARTIES (#)	298,850	128,921	13,415	71,862	34,155	248,353	9,400	5,366	19,244	34,011	16,486	201,462	16,858	80,530	36,068	140,748	108,816	13,217
UNWEIGHTED SAMPLE SIZE (#)	2,038	643	117	602	173	1,535	162	71	224	457	46	1,589	91	358	200	1,061	696	81

# NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

## 2010 Visitor Exit Survey - Tourism Region Tables - Northumberland 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	29	15	27	37	40	26	42	53	44	45	43	23	43	39	7	39	25	12
Hiking (in wooded or coastal areas)	24	12	29	29	29	20	45	59	42	46	41	20	33	33	6	33	21	7
Beach exploring	27	14	42	39	33	25	38	50	29	35	33	23	41	34	2	33	30	5
Outdoor swimming/sunbathing - MAR-NOV	18	13	24	25	20	18	17	14	11	13	17	15	27	22	1	20	20	6
Nature observing	18	9	24	23	21	16	29	43	33	33	22	14	37	23	3	24	17	2
Other outdoor activities	7	10	5	6	6	8	6	2	4	4	7	9	4	5	7	6	9	9
Whale watching	9	2	11	16	11	7	6	12	17	14	28	6	10	17	2	15	5	4
Outdoor sporting event	6	5	10	5	7	6	7	10	6	7	7	6	4	7	1	7	7	1
Sail/Boat tour (other than whale watching)	6	3	5	8	12	6	6	8	9	8	11	5	4	11	2	9	6	1
Golfing (not mini-golf) - MAR-NOV	5	3	4	8	9	5	2	1	5	3	2	4	5	7	3	5	6	2
Kayaking	3	1	2	4	4	2	7	8	3	5	7	3	1	4	0	4	2	0
Canoeing - MAR-NOV	3	2	1	2	0	2	2	4	3	3	13	2	1	4	0	2	4	0
Hunting/Fishing	2	2	4	3	2	2	5	3	2	3	4	2	2	3	1	3	2	4
Cycling	2	2	3	3	2	2	3	6	2	3	0	2	9	2	0	3	1	3
Cross-country skiing - JAN-APR	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Snowboard/Downhill skiing - JAN-APR	1	1	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	4
Adventure sports (river rafting, climbing)	1	0	1	2	1	1	2	2	3	3	4	1	1	2	0	3	1	0
ATV/Off-roading	1	1	1	2	0	1	1	1	2	1	4	1	0	1	1	0	3	0
Indoor sporting event/tournament	1	1	2	0	0	1	1	2	1	1	0	1	0	0	0	0	2	0
Geocaching	1	1	1	1	2	1	1	0	2	2	0	1	2	1	0	2	2	0
Snowmobiling - JAN-APR	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Surfing	1	0	2	0	2	1	0	0	0	0	0	0	1	1	0	1	1	0
Mountain biking	0	0	3	0	0	0	2	1	0	1	2	0	0	1	1	1	0	0
Did not participate in any of these activities	47	61	37	35	39	49	31	18	39	34	43	52	37	37	79	37	46	74
TOTAL TRAVEL PARTIES (#)	298,850	128,921	13,415	71,862	34,155	248,353	9,400	5,366	19,244	34,011	16,486	201,462	16,858	80,530	36,068	140,748	108,816	13,217
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>2,038</b>	<b>643</b>	<b>117</b>	<b>602</b>	<b>173</b>	<b>1,535</b>	<b>162</b>	<b>71</b>	<b>224</b>	<b>457</b>	<b>46</b>	<b>1,589</b>	<b>91</b>	<b>358</b>	<b>200</b>	<b>1,061</b>	<b>696</b>	<b>81</b>

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

# NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

## 2010 Visitor Exit Survey - Tourism Region Tables - Northumberland 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	45	29	48	51	67	42	37	48	61	52	70	37	47	63	36	53	37	33
Craft shops/studios	40	25	42	46	62	37	52	47	56	53	59	35	47	52	17	51	37	21
Nightclubs/Lounges/Pubs	24	18	27	24	42	23	29	15	22	23	28	20	12	34	21	25	23	15
Museums/Historic sites	36	14	52	46	63	32	43	52	62	55	57	29	60	50	16	52	26	12
Visit local farms and/or local food producers	18	13	13	22	29	18	23	23	26	25	17	16	25	24	5	22	20	10
Live music performances	17	11	17	17	25	15	23	15	27	24	26	14	18	23	8	21	16	4
Visit a nature park or fossil/geology site	22	10	25	26	30	18	28	46	43	39	46	17	34	31	6	34	13	11
Casino	9	9	4	12	8	10	6	6	8	7	7	9	13	9	11	10	7	10
Art galleries/Fine art studios	13	5	17	16	22	11	19	8	27	22	26	10	14	21	5	17	12	3
Attend a festival/outdoor event/community fair	12	8	13	14	21	12	18	12	17	17	15	10	20	16	3	14	13	9
Attend the Tim Hortons Brier - MAR1-APR	4	4	0	3	27	5	0	0	0	0	0	5	0	0	6	10	1	0
Guided tours (not including boat tours)	9	3	8	15	19	9	12	16	14	14	11	7	12	15	3	15	5	4
Visit a winery	8	3	6	10	18	7	10	13	16	14	9	6	18	12	3	11	6	0
Attend Buskers Festival - AUG5-SEP	5	5	0	5	8	5	6	0	2	3	9	5	0	7	0	6	4	0
Live theatre performances	4	3	5	4	7	4	2	1	7	5	7	3	4	6	3	5	4	2
Researching family history	6	2	7	10	12	6	10	1	8	8	0	4	9	8	2	6	7	3
Attend an indoor sporting event	2	4	2	1	1	3	2	2	1	2	0	3	1	1	2	1	3	4
Visit an archive	4	1	6	6	11	4	6	3	6	5	0	3	9	6	2	6	3	1
Attend Celtic Colours International Festival - OCT15-NOV	5	2	0	11	3	4	40	14	8	18	0	5	19	3	3	13	2	0
Attend the ECMAs in Sydney - MAR4-APR	3	4	0	3	0	4	0	0	0	0	0	4	0	0	0	19	0	0
Motorcycle events	1	1	0	1	0	1	0	0	0	0	0	1	0	0	0	1	1	0
Attend the International Tattoo - JUL1-AUG	0	0	0	0	0	0	0	0	2	1	0	0	2	0	0	0	0	0
TOTAL TRAVEL PARTIES (#)	298,850	128,921	13,415	71,862	34,155	248,353	9,400	5,366	19,244	34,011	16,486	201,462	16,858	80,530	36,068	140,748	108,816	13,217
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>2,038</b>	<b>643</b>	<b>117</b>	<b>602</b>	<b>173</b>	<b>1,535</b>	<b>162</b>	<b>71</b>	<b>224</b>	<b>457</b>	<b>46</b>	<b>1,589</b>	<b>91</b>	<b>358</b>	<b>200</b>	<b>1,061</b>	<b>696</b>	<b>81</b>

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

# NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

## 2010 Visitor Exit Survey - Tourism Region Tables - Northumberland 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	0	0	1	0	2	0	0	1	1	0	0	0
2	0	0	0	0	0	0	0	2	0	0	0	0	1	0	0	0	0	0
3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
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	3	1	2	0	1	2	0	2	1	0	0
6	1	2	3	0	1	1	1	2	1	1	0	1	7	0	3	1	0	0
7	3	2	5	1	2	2	2	4	6	4	7	2	2	3	6	3	1	2
8	14	16	11	11	4	13	8	5	16	12	28	13	23	14	20	14	10	14
9	15	17	19	12	14	16	10	7	13	11	9	16	11	13	14	14	17	17
10 Definitely would recommend	66	61	59	74	78	66	77	77	62	69	54	67	54	70	52	67	70	67
TOTAL OVERNIGHT VISITORS (#)	610,885	290,852	27,837	143,358	56,462	518,509	20,968	10,414	36,265	67,647	24,729	449,842	40,249	120,795	73,411	288,237	220,798	28,439
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>2,038</b>	<b>643</b>	<b>117</b>	<b>602</b>	<b>173</b>	<b>1,535</b>	<b>162</b>	<b>71</b>	<b>224</b>	<b>457</b>	<b>46</b>	<b>1,589</b>	<b>91</b>	<b>358</b>	<b>200</b>	<b>1,061</b>	<b>696</b>	<b>81</b>
Promoters (% 9,10)	81	78	79	86	93	82	87	84	75	80	63	82	65	82	67	80	87	84
Neutral (% 7,8)	16	18	16	13	6	15	10	9	21	16	35	15	25	16	27	17	12	16
Detractors (% 1-6)	3	3	6	1	1	3	3	7	3	4	2	2	10	2	7	3	1	0
MEAN	9.4	9.3	9.1	9.6	9.7	9.4	9.5	9.3	9.2	9.3	9.0	9.4	8.9	9.4	8.9	9.4	9.5	9.5

# NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

## 2010 Visitor Exit Survey - Tourism Region Tables - Northumberland 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	0	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	2	0	1	1	0	0	1	0	0	0	0	0
3	0	0	1	0	0	0	0	2	0	0	0	0	1	0	0	0	0	0
4	0	0	1	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0
5	1	1	2	1	0	1	3	3	2	3	0	1	7	1	2	1	0	0
6	1	1	2	1	2	1	0	0	2	1	0	1	4	1	2	1	1	0
7	4	3	6	4	5	3	3	8	6	6	0	3	5	3	6	4	2	3
8	17	19	17	14	13	17	13	9	18	15	37	17	21	18	24	20	12	19
9	24	25	24	22	24	24	17	20	24	21	28	23	26	27	25	24	23	20
10 Completely satisfied	52	51	47	57	56	53	63	58	47	53	35	55	35	50	40	49	61	58
TOTAL OVERNIGHT VISITORS (#)	610,885	290,852	27,837	143,358	56,462	518,509	20,968	10,414	36,265	67,647	24,729	449,842	40,249	120,795	73,411	288,237	220,798	28,439
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>2,038</b>	<b>643</b>	<b>117</b>	<b>602</b>	<b>173</b>	<b>1,535</b>	<b>162</b>	<b>71</b>	<b>224</b>	<b>457</b>	<b>46</b>	<b>1,589</b>	<b>91</b>	<b>358</b>	<b>200</b>	<b>1,061</b>	<b>696</b>	<b>81</b>
TOP 3 BOX (% 8,9,10)	94	95	88	94	93	94	92	87	88	89	100	94	82	95	89	92	96	97
MEAN	9.2	9.2	8.9	9.3	9.3	9.2	9.2	9.1	8.9	9.0	9.0	9.2	8.6	9.2	8.8	9.1	9.4	9.3

# NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

## 2010 Visitor Exit Survey - Tourism Region Tables - Northumberland 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	2	5	2	0	2	6	5	2	4	0	2	5	1	2	2	2	1
2	2	1	2	1	2	1	4	0	5	4	5	1	2	3	6	2	1	1
3	1	1	2	1	2	1	5	5	1	3	2	1	0	2	0	1	1	0
4	3	2	4	1	4	2	4	2	8	6	5	2	4	4	1	3	3	2
5	9	6	7	9	10	7	17	9	14	14	18	8	11	12	4	9	8	15
6	9	9	11	8	7	8	9	14	11	11	16	9	12	10	10	10	8	4
7	14	13	10	14	16	14	11	6	11	10	25	12	24	18	18	15	12	8
8	21	20	29	24	21	22	11	19	19	16	23	21	23	22	23	23	18	23
9	10	9	10	12	12	11	5	14	8	8	2	10	9	10	8	11	9	6
10 Completely satisfied	19	21	13	21	20	20	19	16	12	15	5	22	5	14	15	17	23	19
Don't Know / Not applicable	11	15	7	8	7	12	9	10	10	10	0	12	6	7	14	7	14	20
TOTAL OVERNIGHT VISITORS (#)	550,838	242,891	25,296	137,756	55,914	461,857	20,542	9,911	34,874	65,327	23,654	398,171	39,728	112,939	23,470	288,237	220,798	18,333
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1,883</b>	<b>534</b>	<b>108</b>	<b>583</b>	<b>171</b>	<b>1,396</b>	<b>159</b>	<b>68</b>	<b>216</b>	<b>443</b>	<b>44</b>	<b>1,459</b>	<b>90</b>	<b>334</b>	<b>70</b>	<b>1,061</b>	<b>696</b>	<b>56</b>
TOP 3 BOX (% 8,9,10)	50	51	51	57	53	53	35	48	39	39	30	53	37	45	46	51	50	49
MEAN	7.4	7.7	7.0	7.7	7.6	7.6	6.5	7.1	6.7	6.7	6.4	7.6	6.7	7.2	7.2	7.3	7.6	7.5
GAP %	11	12	7	13	9	12	9	7	6	7	14	12	7	12	10	11	11	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 - Northumberland Shore

TABLE O4b:

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

**Weather**

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
1 Completely dissatisfied	2	2	3	2	0	2	2	1	2	2	0	2	2	0	2	1	2	4
2	1	1	0	1	1	1	0	0	1	1	2	0	0	2	0	0	1	2
3	2	2	3	2	1	2	2	3	3	2	2	2	1	3	2	2	2	3
4	2	1	2	2	3	1	3	2	4	3	0	2	3	1	2	2	1	2
5	7	6	10	6	7	6	7	2	7	6	14	6	6	8	7	6	7	14
6	7	7	7	8	7	7	10	3	6	7	7	7	11	5	7	8	7	2
7	11	10	8	11	11	10	12	9	15	13	16	10	10	12	10	12	10	2
8	17	16	15	19	20	17	15	20	14	15	23	16	15	21	23	17	17	13
9	15	16	24	15	13	16	8	16	13	12	16	15	21	13	10	17	13	15
10 Completely satisfied	30	31	28	29	31	30	36	40	30	33	16	31	25	29	26	31	30	23
Don't Know / Not applicable	7	10	2	5	5	7	5	4	6	5	5	8	5	6	12	4	10	18
TOTAL OVERNIGHT VISITORS (#)	550,838	242,891	25,296	137,756	55,914	461,857	20,542	9,911	34,874	65,327	23,654	398,171	39,728	112,939	23,470	288,237	220,798	18,333
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1,883</b>	<b>534</b>	<b>108</b>	<b>583</b>	<b>171</b>	<b>1,396</b>	<b>159</b>	<b>68</b>	<b>216</b>	<b>443</b>	<b>44</b>	<b>1,459</b>	<b>90</b>	<b>334</b>	<b>70</b>	<b>1,061</b>	<b>696</b>	<b>56</b>
TOP 3 BOX (% 8,9,10)	62	63	66	63	64	63	60	76	57	61	55	62	61	63	58	65	60	51
MEAN	8.0	8.1	7.8	7.9	8.0	8.0	8.0	8.5	7.8	7.9	7.5	8.0	7.9	7.9	7.8	8.0	7.9	7.3
GAP %	7	8	7	8	3	7	7	11	6	7	5	7	5	6	5	7	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 - Northumberland 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	1	2	0	1	0	1	2	1	2	2	0	2	0	0	2	1	2	2
2	1	1	3	0	1	1	1	2	1	1	0	1	1	1	1	1	1	0
3	1	0	1	2	3	1	1	0	1	1	0	1	4	1	1	1	0	
4	1	1	0	1	2	1	0	1	2	1	2	1	1	2	0	1	1	2
5	5	3	5	6	7	5	6	4	5	5	11	5	6	7	5	4	7	2
6	7	5	9	7	10	6	10	8	10	10	7	5	12	10	9	7	7	0
7	10	10	9	10	8	10	10	11	9	10	18	9	10	12	10	11	8	19
8	18	17	22	17	22	18	17	11	18	17	20	18	24	16	15	21	14	17
9	13	13	15	12	12	13	11	25	13	14	16	13	16	14	6	15	13	6
10 Completely satisfied	25	27	22	26	24	26	32	28	26	28	9	27	12	25	29	25	25	25
Don't Know / Not applicable	17	20	15	17	12	18	11	9	14	12	16	19	14	13	23	14	21	27
TOTAL OVERNIGHT VISITORS (#)	550,838	242,891	25,296	137,756	55,914	461,857	20,542	9,911	34,874	65,327	23,654	398,171	39,728	112,939	23,470	288,237	220,798	18,333
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1,883</b>	<b>534</b>	<b>108</b>	<b>583</b>	<b>171</b>	<b>1,396</b>	<b>159</b>	<b>68</b>	<b>216</b>	<b>443</b>	<b>44</b>	<b>1,459</b>	<b>90</b>	<b>334</b>	<b>70</b>	<b>1,061</b>	<b>696</b>	<b>56</b>
TOP 3 BOX (% 8,9,10)	56	57	58	55	57	56	61	64	57	59	45	57	51	54	50	61	52	48
MEAN	8.0	8.1	7.9	8.0	7.8	8.0	8.1	8.2	7.9	8.0	7.5	8.1	7.5	7.9	8.0	8.1	7.8	8.1
GAP %	8	9	16	6	5	8	13	5	5	8	14	8	16	5	8	9	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 - Northumberland 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	5	3	19	4	3	4	12	16	12	13	7	5	10	4	4	9	0	5
2	1	0	0	2	0	1	1	2	1	1	0	1	1	1	0	1	0	0
3	1	0	0	1	2	1	2	2	1	1	2	0	1	1	3	1	0	1
4	1	1	0	0	1	1	1	0	0	0	0	0	2	0	0	1	0	0
5	2	3	1	2	2	2	1	3	2	2	5	2	4	1	2	4	0	8
6	2	2	3	2	1	2	1	4	1	1	0	2	3	1	4	3	0	0
7	2	2	2	3	4	3	1	2	0	1	5	2	0	4	5	3	1	2
8	6	7	3	6	6	6	6	1	2	3	7	6	9	6	15	7	4	5
9	7	8	5	9	4	8	5	2	5	4	5	7	9	7	6	6	9	5
10 Completely satisfied	48	55	29	50	50	52	33	25	17	24	45	50	18	50	27	24	82	33
Don't Know / Not applicable	26	20	39	22	27	22	37	43	58	49	25	24	43	23	34	41	3	41
TOTAL OVERNIGHT VISITORS (#)	550,838	242,891	25,296	137,756	55,914	461,857	20,542	9,911	34,874	65,327	23,654	398,171	39,728	112,939	23,470	288,237	220,798	18,333
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1,883</b>	<b>534</b>	<b>108</b>	<b>583</b>	<b>171</b>	<b>1,396</b>	<b>159</b>	<b>68</b>	<b>216</b>	<b>443</b>	<b>44</b>	<b>1,459</b>	<b>90</b>	<b>334</b>	<b>70</b>	<b>1,061</b>	<b>696</b>	<b>56</b>
TOP 3 BOX (% 8,9,10)	61	69	37	66	60	65	45	28	24	31	57	63	35	63	48	37	95	43
MEAN	8.6	9.0	6.7	8.7	8.8	8.8	7.4	6.2	6.4	6.7	8.2	8.7	6.8	8.7	8.0	7.2	9.7	8.1
GAP %	4	4	4	3	2	4	4	2	2	2	6	4	3	2	7	4	3	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 - Northumberland 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	2	1	0	1	4	0	0	1	0	2	1	0	0	1	2	2
2	1	1	2	1	0	1	0	1	1	1	0	0	3	0	1	0	1	2
3	1	1	1	1	1	1	4	1	2	3	0	1	1	2	0	1	1	1
4	1	1	2	0	2	1	2	1	1	1	2	1	1	0	0	1	1	0
5	5	3	8	4	4	4	5	3	5	5	16	4	8	7	1	5	5	0
6	6	6	11	6	6	6	6	3	7	6	11	6	11	8	11	6	6	8
7	9	8	14	8	11	9	8	5	11	9	7	9	7	9	5	9	8	16
8	20	19	13	22	20	20	21	21	20	20	18	19	24	23	17	22	19	8
9	16	14	14	18	17	16	16	14	13	14	20	15	23	15	14	17	15	15
10 Completely satisfied	26	24	25	27	30	26	28	47	30	32	9	27	12	26	28	27	25	18
Don't Know / Not applicable	15	20	9	11	9	16	9	3	9	8	16	16	9	10	23	11	18	30
TOTAL OVERNIGHT VISITORS (#)	550,838	242,891	25,296	137,756	55,914	461,857	20,542	9,911	34,874	65,327	23,654	398,171	39,728	112,939	23,470	288,237	220,798	18,333
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1,883</b>	<b>534</b>	<b>108</b>	<b>583</b>	<b>171</b>	<b>1,396</b>	<b>159</b>	<b>68</b>	<b>216</b>	<b>443</b>	<b>44</b>	<b>1,459</b>	<b>90</b>	<b>334</b>	<b>70</b>	<b>1,061</b>	<b>696</b>	<b>56</b>
TOP 3 BOX (% 8,9,10)	62	58	52	68	67	62	64	82	63	66	48	61	59	63	59	65	59	42
MEAN	8.1	8.1	7.7	8.3	8.3	8.2	7.8	8.7	8.1	8.1	7.4	8.2	7.6	8.1	8.4	8.2	8.1	7.8
GAP %	8	7	8	9	7	8	8	6	11	9	16	8	10	10	11	9	7	13

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 - Northumberland 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	1	0	0	1	1	1	0	0	0	0	1	0	0	2	0	1	0
2	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0
3	1	1	0	0	0	1	1	1	1	1	0	1	1	0	0	1	0	1
4	1	1	0	1	1	1	1	0	1	0	0	0	1	2	2	1	1	0
5	4	5	4	3	3	4	5	4	3	4	9	4	4	5	4	4	4	3
6	6	6	8	5	5	6	4	5	5	5	9	6	8	5	2	7	5	3
7	9	9	7	8	6	8	6	8	6	6	18	9	9	6	4	9	9	5
8	17	17	20	20	15	18	14	9	18	15	20	16	30	19	17	21	13	19
9	15	13	20	18	17	15	18	14	15	16	18	15	15	17	19	17	13	12
10 Completely satisfied	33	25	36	37	44	32	46	54	43	46	25	32	25	39	30	31	36	21
Don't Know / Not applicable	13	21	5	8	8	15	5	5	8	7	0	16	7	6	20	9	15	35
TOTAL OVERNIGHT VISITORS (#)	550,838	242,891	25,296	137,756	55,914	461,857	20,542	9,911	34,874	65,327	23,654	398,171	39,728	112,939	23,470	288,237	220,798	18,333
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1,883</b>	<b>534</b>	<b>108</b>	<b>583</b>	<b>171</b>	<b>1,396</b>	<b>159</b>	<b>68</b>	<b>216</b>	<b>443</b>	<b>44</b>	<b>1,459</b>	<b>90</b>	<b>334</b>	<b>70</b>	<b>1,061</b>	<b>696</b>	<b>56</b>
TOP 3 BOX (% 8,9,10)	66	55	76	75	76	64	78	78	75	77	64	63	70	75	66	69	62	53
MEAN	8.4	8.1	8.6	8.6	8.8	8.4	8.8	8.9	8.7	8.8	8.0	8.4	8.2	8.6	8.5	8.4	8.4	8.5
GAP %	8	10	6	8	7	9	4	2	5	4	9	8	10	8	10	9	7	0

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

# NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

## 2010 Visitor Exit Survey - Tourism Region Tables - Northumberland 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	1	1	2	1	0	0	0	0	2	0	0	0	1	2	3
2	1	2	0	0	0	1	0	0	1	1	2	1	0	1	2	1	2	0
3	1	1	1	1	0	1	1	3	1	1	2	1	1	0	0	1	1	0
4	2	3	2	1	0	2	1	0	1	1	0	2	1	1	2	1	1	10
5	5	6	6	4	5	5	3	1	4	4	9	5	12	5	4	5	6	4
6	6	8	6	5	6	7	5	3	6	5	5	7	1	6	6	5	9	4
7	9	7	5	11	7	8	8	11	9	9	18	8	12	9	4	10	8	7
8	17	15	22	18	16	16	18	22	16	17	25	15	23	21	18	19	15	11
9	14	10	22	18	15	13	17	18	18	17	14	12	23	15	9	18	10	8
10 Completely satisfied	26	18	28	30	42	25	37	34	34	35	11	25	21	29	24	26	26	17
Don't Know / Not applicable	18	28	7	10	7	19	9	9	10	10	14	21	6	12	30	13	22	37
TOTAL OVERNIGHT VISITORS (#)	550,838	242,891	25,296	137,756	55,914	461,857	20,542	9,911	34,874	65,327	23,654	398,171	39,728	112,939	23,470	288,237	220,798	18,333
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1,883</b>	<b>534</b>	<b>108</b>	<b>583</b>	<b>171</b>	<b>1,396</b>	<b>159</b>	<b>68</b>	<b>216</b>	<b>443</b>	<b>44</b>	<b>1,459</b>	<b>90</b>	<b>334</b>	<b>70</b>	<b>1,061</b>	<b>696</b>	<b>56</b>
TOP 3 BOX (% 8,9,10)	56	43	72	66	73	55	72	73	67	70	50	53	66	65	52	63	50	35
MEAN	8.0	7.4	8.3	8.3	8.6	8.0	8.5	8.5	8.4	8.5	7.5	7.9	8.1	8.2	8.1	8.2	7.8	7.3
GAP %	7	6	9	7	3	6	4	10	6	6	16	7	5	7	5	6	8	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 - Northumberland 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	2	1	2	1	2	2	4	2	2	0	2	1	1	2	1	2	2
2	1	1	0	1	1	1	1	0	2	1	0	1	1	1	1	1	1	0
3	1	1	2	0	0	1	2	1	0	1	0	1	0	1	0	1	1	0
4	2	2	1	1	2	2	4	0	2	2	5	2	3	2	0	1	2	5
5	8	6	12	7	8	7	8	5	11	9	23	7	11	10	7	8	8	8
6	9	9	8	11	6	9	10	3	10	9	14	8	15	10	14	8	10	9
7	11	10	15	12	7	10	6	9	10	9	18	11	10	11	9	12	8	13
8	15	13	14	17	19	15	19	18	15	17	11	14	24	17	19	17	13	7
9	9	7	14	11	15	10	7	13	8	8	7	9	12	10	4	12	7	5
10 Completely satisfied	19	16	17	20	27	19	20	29	20	21	7	20	7	19	17	17	21	15
Don't Know / Not applicable	24	32	17	19	15	25	21	18	20	20	16	26	18	19	27	21	27	37
TOTAL OVERNIGHT VISITORS (#)	550,838	242,891	25,296	137,756	55,914	461,857	20,542	9,911	34,874	65,327	23,654	398,171	39,728	112,939	23,470	288,237	220,798	18,333
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1,883</b>	<b>534</b>	<b>108</b>	<b>583</b>	<b>171</b>	<b>1,396</b>	<b>159</b>	<b>68</b>	<b>216</b>	<b>443</b>	<b>44</b>	<b>1,459</b>	<b>90</b>	<b>334</b>	<b>70</b>	<b>1,061</b>	<b>696</b>	<b>56</b>
TOP 3 BOX (% 8,9,10)	43	37	44	48	61	44	47	59	43	47	25	42	42	46	40	46	41	27
MEAN	7.6	7.4	7.5	7.7	8.1	7.6	7.4	8.1	7.4	7.5	6.7	7.6	7.2	7.6	7.5	7.6	7.5	7.2
GAP %	5	4	7	4	5	4	9	5	6	7	11	4	5	8	8	5	5	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 - Northumberland 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	1	1	0	1	0	1	1	1	0	0	0	1	0	0	0	0	1	4
2	1	1	0	0	0	1	0	0	1	0	0	1	0	0	0	0	1	0
3	0	1	0	0	1	0	1	0	0	0	0	0	0	0	0	0	1	0
4	1	1	0	1	0	1	1	0	0	0	2	0	1	1	1	1	1	0
5	2	3	1	2	2	2	0	0	2	1	0	2	2	2	2	2	2	6
6	5	8	2	2	4	5	4	3	4	4	0	5	7	3	4	5	4	12
7	6	8	1	6	6	7	6	4	4	5	2	6	6	6	6	6	7	6
8	16	17	13	14	15	15	16	9	15	14	30	15	21	17	22	15	17	9
9	17	13	22	20	18	16	14	17	18	17	30	14	32	20	17	20	13	3
10 Completely satisfied	41	30	58	50	51	40	52	62	53	54	36	42	28	46	28	45	40	32
Don't Know / Not applicable	11	19	4	5	4	12	5	3	4	4	0	13	4	5	20	7	14	27
<b>TOTAL OVERNIGHT VISITORS (#)</b>	<b>550,838</b>	<b>242,891</b>	<b>25,296</b>	<b>137,756</b>	<b>55,914</b>	<b>461,857</b>	<b>20,542</b>	<b>9,911</b>	<b>34,874</b>	<b>65,327</b>	<b>23,654</b>	<b>398,171</b>	<b>39,728</b>	<b>112,939</b>	<b>23,470</b>	<b>288,237</b>	<b>220,798</b>	<b>18,333</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1,883</b>	<b>534</b>	<b>108</b>	<b>583</b>	<b>171</b>	<b>1,396</b>	<b>159</b>	<b>68</b>	<b>216</b>	<b>443</b>	<b>44</b>	<b>1,459</b>	<b>90</b>	<b>334</b>	<b>70</b>	<b>1,061</b>	<b>696</b>	<b>56</b>
TOP 3 BOX (% 8,9,10)	74	59	93	84	84	71	82	88	86	85	95	71	81	82	67	79	70	45
MEAN	8.7	8.3	9.3	9.0	9.0	8.7	9.0	9.3	9.1	9.1	8.9	8.7	8.6	8.9	8.6	8.9	8.6	7.9
GAP %	7	7	6	8	4	7	12	7	8	9	18	7	10	8	4	8	7	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 - Northumberland 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	1	1	1	1	1	1	1	1	0	1	0	1	2	1	1	2
2	0	0	1	0	0	0	2	0	1	1	0	1	1	0	1	0	1	0
3	1	1	2	1	1	1	1	1	2	1	0	1	1	0	1	1	1	0
4	1	1	2	1	1	1	2	2	2	2	0	1	2	1	0	1	1	0
5	6	5	4	7	4	5	10	6	5	7	11	6	9	6	2	6	6	5
6	6	6	8	6	4	6	11	7	12	11	2	6	12	6	4	8	5	3
7	10	11	6	10	8	10	7	8	9	8	25	10	15	11	5	12	8	18
8	18	16	18	18	22	17	14	19	18	17	27	16	25	21	21	20	15	11
9	13	12	24	14	17	14	10	11	12	11	11	13	7	16	14	14	14	5
10 Completely satisfied	25	23	21	27	31	25	26	29	21	24	16	25	9	27	23	21	30	18
Don't Know / Not applicable	18	23	13	15	11	18	17	15	18	17	7	20	19	11	27	16	17	37
<b>TOTAL OVERNIGHT VISITORS (#)</b>	<b>550,838</b>	<b>242,891</b>	<b>25,296</b>	<b>137,756</b>	<b>55,914</b>	<b>461,857</b>	<b>20,542</b>	<b>9,911</b>	<b>34,874</b>	<b>65,327</b>	<b>23,654</b>	<b>398,171</b>	<b>39,728</b>	<b>112,939</b>	<b>23,470</b>	<b>288,237</b>	<b>220,798</b>	<b>18,333</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1,883</b>	<b>534</b>	<b>108</b>	<b>583</b>	<b>171</b>	<b>1,396</b>	<b>159</b>	<b>68</b>	<b>216</b>	<b>443</b>	<b>44</b>	<b>1,459</b>	<b>90</b>	<b>334</b>	<b>70</b>	<b>1,061</b>	<b>696</b>	<b>56</b>
TOP 3 BOX (% 8,9,10)	56	51	63	59	70	56	50	59	51	52	55	55	41	64	58	54	59	34
MEAN	8.0	8.0	8.0	8.0	8.4	8.1	7.7	8.1	7.7	7.8	7.8	8.0	7.3	8.2	8.3	7.9	8.2	7.8
GAP %	6	6	10	6	5	6	3	4	9	6	10	6	10	6	3	7	5	2

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 - Northumberland 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	9	10	8	8	9	15	11	9	11	9	9	13	7	3	9	9	12
2	2	2	1	3	3	2	1	3	1	1	5	2	1	3	1	2	3	3
3	4	3	9	3	5	4	2	4	3	3	9	3	6	5	4	5	3	2
4	3	2	1	2	2	2	5	4	5	4	5	2	3	3	3	2	3	3
5	5	4	9	6	5	5	6	6	6	6	2	5	5	5	9	5	4	8
6	5	5	6	6	5	5	7	1	4	5	2	5	9	5	4	5	5	0
7	5	5	1	6	5	5	3	4	5	4	7	5	4	5	4	5	5	6
8	6	5	6	7	7	6	5	7	10	8	11	5	10	9	7	6	7	4
9	4	4	6	4	4	4	3	5	3	4	2	4	2	4	6	4	4	1
10 Completely satisfied	8	8	4	10	10	9	6	8	7	7	0	8	2	8	12	7	9	2
Don't Know / Not applicable	49	54	47	45	45	50	47	47	48	48	48	51	44	46	47	50	48	57
TOTAL OVERNIGHT VISITORS (#)	550,838	242,891	25,296	137,756	55,914	461,857	20,542	9,911	34,874	65,327	23,654	398,171	39,728	112,939	23,470	288,237	220,798	18,333
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1,883</b>	<b>534</b>	<b>108</b>	<b>583</b>	<b>171</b>	<b>1,396</b>	<b>159</b>	<b>68</b>	<b>216</b>	<b>443</b>	<b>44</b>	<b>1,459</b>	<b>90</b>	<b>334</b>	<b>70</b>	<b>1,061</b>	<b>696</b>	<b>56</b>
TOP 3 BOX (% 8,9,10)	18	16	16	21	21	18	14	20	20	18	14	17	14	21	24	17	20	8
MEAN	5.7	5.6	5.1	6.0	5.9	5.8	5.0	5.5	5.7	5.5	4.7	5.7	4.9	5.9	6.6	5.5	5.9	4.4
GAP %	1	3	1	0	0	1	2	0	1	1	0	1	0	2	0	1	2	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 - Northumberland 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	1	1	0	0	0	1	1	1	0	1	0	1	0	0	2	1	1	2
2	0	1	0	0	0	0	1	0	1	0	0	0	0	0	0	0	1	0
3	0	1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	1	0
4	1	1	2	0	0	1	0	0	0	0	2	1	0	0	1	1	1	
5	2	3	0	1	0	2	1	0	1	1	0	2	0	1	0	1	2	5
6	3	5	1	2	1	3	2	0	2	2	2	3	7	1	5	3	3	7
7	5	7	4	3	4	5	7	4	6	6	7	5	11	4	6	5	6	7
8	12	12	10	12	12	12	8	11	10	9	23	11	14	14	16	12	13	10
9	16	14	13	17	17	15	13	18	15	15	23	15	19	18	9	17	15	8
10 Completely satisfied	48	33	66	60	62	46	63	64	62	62	39	46	48	56	37	53	45	23
Don't Know / Not applicable	12	22	4	4	4	14	4	2	3	3	5	15	0	6	25	8	14	37
TOTAL OVERNIGHT VISITORS (#)	550,838	242,891	25,296	137,756	55,914	461,857	20,542	9,911	34,874	65,327	23,654	398,171	39,728	112,939	23,470	288,237	220,798	18,333
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1,883</b>	<b>534</b>	<b>108</b>	<b>583</b>	<b>171</b>	<b>1,396</b>	<b>159</b>	<b>68</b>	<b>216</b>	<b>443</b>	<b>44</b>	<b>1,459</b>	<b>90</b>	<b>334</b>	<b>70</b>	<b>1,061</b>	<b>696</b>	<b>56</b>
TOP 3 BOX (% 8,9,10)	76	60	89	89	91	74	84	93	86	87	84	72	81	88	63	82	72	40
MEAN	8.9	8.4	9.3	9.3	9.4	8.9	9.2	9.4	9.2	9.2	8.8	8.9	8.9	9.2	8.7	9.1	8.8	8.0
GAP %	7	7	9	6	4	6	7	10	7	7	10	7	6	7	9	6	7	2

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 - Northumberland 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	3	0	2	2	2	1	2	3	2	0	2	1	2	1	1	3	3
2	1	1	1	0	1	1	0	0	1	0	2	1	0	0	3	0	1	0
3	1	1	2	1	0	1	1	0	2	1	0	1	2	0	1	1	1	5
4	1	1	2	1	0	1	1	2	2	2	2	1	0	1	0	1	1	1
5	4	2	5	4	10	4	7	3	4	5	5	3	8	5	6	4	3	3
6	6	6	6	6	6	6	3	4	10	7	7	5	15	5	5	6	6	5
7	8	8	7	7	11	8	9	7	8	8	9	8	7	11	14	9	8	5
8	17	19	12	18	15	18	11	16	14	13	11	18	9	17	14	18	17	16
9	12	12	11	14	10	12	13	18	11	13	11	12	16	14	11	14	11	11
10 Completely satisfied	30	28	26	34	30	30	42	43	28	35	25	31	17	29	23	30	32	14
Don't Know / Not applicable	17	20	28	12	15	17	12	7	17	14	27	17	25	16	22	16	17	36
TOTAL OVERNIGHT VISITORS (#)	550,838	242,891	25,296	137,756	55,914	461,857	20,542	9,911	34,874	65,327	23,654	398,171	39,728	112,939	23,470	288,237	220,798	18,333
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1,883</b>	<b>534</b>	<b>108</b>	<b>583</b>	<b>171</b>	<b>1,396</b>	<b>159</b>	<b>68</b>	<b>216</b>	<b>443</b>	<b>44</b>	<b>1,459</b>	<b>90</b>	<b>334</b>	<b>70</b>	<b>1,061</b>	<b>696</b>	<b>56</b>
TOP 3 BOX (% 8,9,10)	60	58	49	67	55	60	66	76	53	61	48	61	42	60	48	61	60	42
MEAN	8.2	8.1	8.1	8.3	8.0	8.2	8.5	8.7	7.8	8.2	8.0	8.2	7.7	8.2	7.8	8.2	8.2	7.5
GAP %	8	9	4	8	7	8	5	9	8	7	6	9	4	7	9	10	6	4

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

# NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

## 2010 Visitor Exit Survey - Tourism Region Tables - Northumberland 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	2	2	1	1	2	2	4	3	3	2	2	2	1	0	2	2	2
2	1	1	4	0	0	1	1	2	2	2	2	1	1	1	0	1	1	0
3	1	1	2	0	2	1	4	2	1	2	0	1	0	1	0	1	1	1
4	2	2	2	1	1	2	7	0	1	3	5	2	1	1	3	2	1	7
5	5	7	7	3	4	5	6	2	6	5	7	6	7	4	3	6	4	8
6	6	6	6	6	5	6	8	9	10	9	9	7	10	5	5	8	6	0
7	9	9	8	10	5	9	10	7	9	9	23	8	15	11	9	10	8	12
8	18	17	18	17	21	17	18	16	14	15	25	16	23	19	23	18	16	11
9	14	12	18	17	18	15	9	13	16	13	7	14	14	17	14	15	14	5
10 Completely satisfied	27	21	25	36	37	28	26	31	27	27	18	27	14	34	24	24	31	24
Don't Know / Not applicable	14	22	8	9	6	16	12	12	11	12	2	17	14	7	18	12	15	30
TOTAL OVERNIGHT VISITORS (#)	550,838	242,891	25,296	137,756	55,914	461,857	20,542	9,911	34,874	65,327	23,654	398,171	39,728	112,939	23,470	288,237	220,798	18,333
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1,883</b>	<b>534</b>	<b>108</b>	<b>583</b>	<b>171</b>	<b>1,396</b>	<b>159</b>	<b>68</b>	<b>216</b>	<b>443</b>	<b>44</b>	<b>1,459</b>	<b>90</b>	<b>334</b>	<b>70</b>	<b>1,061</b>	<b>696</b>	<b>56</b>
TOP 3 BOX (% 8,9,10)	59	50	62	70	77	60	52	61	56	56	50	57	52	69	61	58	61	40
MEAN	8.0	7.7	7.8	8.5	8.5	8.1	7.5	7.9	7.8	7.7	7.3	7.9	7.6	8.3	8.3	7.8	8.2	7.6
GAP %	18	21	13	15	17	18	14	16	16	16	28	17	27	17	12	18	19	13

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 - Northumberland 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	7.7	7.0	7.7	7.6	7.6	6.5	7.1	6.7	6.7	6.4	7.6	6.7	7.2	7.2	7.3	7.6	7.5
Weather	8.0	8.1	7.8	7.9	8.0	8.0	8.0	8.5	7.8	7.9	7.5	8.0	7.9	7.9	7.8	8.0	7.9	7.3
Your interests and hobbies	8.0	8.1	7.9	8.0	7.8	8.0	8.1	8.2	7.9	8.0	7.5	8.1	7.5	7.9	8.0	8.1	7.8	8.1
The opportunity to visit friends and family	8.6	9.0	6.7	8.7	8.8	8.8	7.4	6.2	6.4	6.7	8.2	8.7	6.8	8.7	8.0	7.2	9.7	8.1
The chance to do interesting activities	8.1	8.1	7.7	8.3	8.3	8.2	7.8	8.7	8.1	8.1	7.4	8.2	7.6	8.1	8.4	8.2	8.1	7.8
The culture and people	8.4	8.1	8.6	8.6	8.8	8.4	8.8	8.9	8.7	8.8	8.0	8.4	8.2	8.6	8.5	8.4	8.4	8.5
The heritage and history	8.0	7.4	8.3	8.3	8.6	8.0	8.5	8.5	8.4	8.5	7.5	7.9	8.1	8.2	8.1	8.2	7.8	7.3
The mix of traditional and contemporary	7.6	7.4	7.5	7.7	8.1	7.6	7.4	8.1	7.4	7.5	6.7	7.6	7.2	7.6	7.5	7.6	7.5	7.2
The natural landscape and wildlife	8.7	8.3	9.3	9.0	9.0	8.7	9.0	9.3	9.1	9.1	8.9	8.7	8.6	8.9	8.6	8.9	8.6	7.9
Both city and country experiences within easy reach	8.0	8.0	8.0	8.0	8.4	8.1	7.7	8.1	7.7	7.8	7.8	8.0	7.3	8.2	8.3	7.9	8.2	7.8
The local Nova Scotian wine	5.7	5.6	5.1	6.0	5.9	5.8	5.0	5.5	5.7	5.5	4.7	5.7	4.9	5.9	6.6	5.5	5.9	4.4
The seacoast	8.9	8.4	9.3	9.3	9.4	8.9	9.2	9.4	9.2	9.2	8.8	8.9	8.9	9.2	8.7	9.1	8.8	8.0
The opportunity to rejuvenate	8.2	8.1	8.1	8.3	8.0	8.2	8.5	8.7	7.8	8.2	8.0	8.2	7.7	8.2	7.8	8.2	8.2	7.5
The local Nova Scotian food	8.0	7.7	7.8	8.5	8.5	8.1	7.5	7.9	7.8	7.7	7.3	7.9	7.6	8.3	8.3	7.8	8.2	7.6
TOTAL OVERNIGHT VISITORS (#)	550,838	242,891	25,296	137,756	55,914	461,857	20,542	9,911	34,874	65,327	23,654	398,171	39,728	112,939	23,470	288,237	220,798	18,333
UNWEIGHTED SAMPLE SIZE (#)	1,883	534	108	583	171	1,396	159	68	216	443	44	1,459	90	334	70	1,061	696	56

# NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

## 2010 Visitor Exit Survey - Tourism Region Tables - Northumberland 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	50	51	51	57	53	53	35	48	39	39	30	53	37	45	46	51	50	49
Weather	62	63	66	63	64	63	60	76	57	61	55	62	61	63	58	65	60	51
Your interests and hobbies	56	57	58	55	57	56	61	64	57	59	45	57	51	54	50	61	52	48
The opportunity to visit friends and family	61	69	37	66	60	65	45	28	24	31	57	63	35	63	48	37	95	43
The chance to do interesting activities	62	58	52	68	67	62	64	82	63	66	48	61	59	63	59	65	59	42
The culture and people	66	55	76	75	76	64	78	78	75	77	64	63	70	75	66	69	62	53
The heritage and history	56	43	72	66	73	55	72	73	67	70	50	53	66	65	52	63	50	35
The mix of traditional and contemporary	43	37	44	48	61	44	47	59	43	47	25	42	42	46	40	46	41	27
The natural landscape and wildlife	74	59	93	84	84	71	82	88	86	85	95	71	81	82	67	79	70	45
Both city and country experiences within easy reach	56	51	63	59	70	56	50	59	51	52	55	55	41	64	58	54	59	34
The local Nova Scotian wine	18	16	16	21	21	18	14	20	20	18	14	17	14	21	24	17	20	8
The seacoast	76	60	89	89	91	74	84	93	86	87	84	72	81	88	63	82	72	40
The opportunity to rejuvenate	60	58	49	67	55	60	66	76	53	61	48	61	42	60	48	61	60	42
The local Nova Scotian food	59	50	62	70	77	60	52	61	56	56	50	57	52	69	61	58	61	40
TOTAL OVERNIGHT VISITORS (#)	550,838	242,891	25,296	137,756	55,914	461,857	20,542	9,911	34,874	65,327	23,654	398,171	39,728	112,939	23,470	288,237	220,798	18,333
UNWEIGHTED SAMPLE SIZE (#)	1,883	534	108	583	171	1,396	159	68	216	443	44	1,459	90	334	70	1,061	696	56

# NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

## 2010 Visitor Exit Survey - Tourism Region Tables - Northumberland 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	0	3	1	1	1	3	2	4	4	0	1	7	1	0	2	0	0
Met your expectations about Nova Scotia as a destination?	62	71	62	51	52	63	47	47	51	49	67	63	56	58	77	56	63	73
Exceeded your expectations about Nova Scotia as a destination?	37	28	35	48	47	36	50	51	45	47	33	36	37	41	23	42	37	27
TOTAL OVERNIGHT VISITORS (#)	610,885	290,852	27,837	143,358	56,462	518,509	20,968	10,414	36,265	67,647	24,729	449,842	40,249	120,795	73,411	288,237	220,798	28,439
UNWEIGHTED SAMPLE SIZE (#)	2,038	643	117	602	173	1,535	162	71	224	457	46	1,589	91	358	200	1,061	696	81

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?	28	11	46	39	34	24	50	50	51	51	39	25	64	27	7	44	15	15
While travelling throughout the province?	30	10	40	38	49	25	46	50	49	49	65	23	55	42	12	47	17	13
At any point during your trip to NS (T9a and/or T9b)?	41	17	56	54	56	35	64	69	66	66	70	35	74	49	16	61	25	22
TOTAL TRAVEL PARTIES (#)	298850	128921	13415	71862	34155	248353	9400	5366	19244	34011	16486	201462	16858	80530	36068	140748	108816	13217
UNWEIGHTED SAMPLE SIZE (#)	2038	643	117	602	173	1535	162	71	224	457	46	1589	91	358	200	1061	696	81



# NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

## 2010 Visitor Exit Survey - Tourism Region Tables - Northumberland 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	26	54	20	30	16	30	19	31	12	17	17	33	12	22	45	20	41	57
2	28	29	36	30	27	30	23	28	33	30	13	29	29	26	32	28	26	5
3	16	7	13	15	22	15	23	26	12	17	17	14	23	15	17	16	14	24
4	11	5	12	10	17	11	11	5	16	13	7	9	18	11	5	11	9	14
5 or more visits	20	4	19	15	19	14	23	10	26	23	47	15	18	27	0	24	10	0
TOTAL TRAVEL PARTIES (#)	89,492	13,064	5,348	27,057	16,756	62,224	4,356	2,686	9,474	16,516	10,752	46,048	9,273	34,171	4,246	65,590	17,986	1,671
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>664</b>	<b>55</b>	<b>53</b>	<b>228</b>	<b>85</b>	<b>421</b>	<b>68</b>	<b>32</b>	<b>113</b>	<b>213</b>	<b>30</b>	<b>459</b>	<b>54</b>	<b>151</b>	<b>26</b>	<b>501</b>	<b>130</b>	<b>7</b>
MEAN # OF VISITS	3.1	1.8	3.0	2.7	3.3	2.7	3.1	3.1	3.5	3.3	4.8	2.6	3.3	3.6	1.8	3.4	2.3	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	94	94	42	99	99	93	100	99	99	99	91	94	90	95	94	91	97	92
French	5	5	57	1	1	6	0	0	0	0	2	6	10	3	6	8	2	6
German	0	0	0	0	0	0	0	0	0	0	7	0	0	2	0	1	0	0
English and/or French	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	2
Other	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0
TOTAL OVERNIGHT VISITORS (#)	610,885	290,852	27,837	143,358	56,462	518,509	20,968	10,414	36,265	67,647	24,729	449,842	40,249	120,795	73,411	288,237	220,798	28,439
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>2,038</b>	<b>643</b>	<b>117</b>	<b>602</b>	<b>173</b>	<b>1,535</b>	<b>162</b>	<b>71</b>	<b>224</b>	<b>457</b>	<b>46</b>	<b>1,589</b>	<b>91</b>	<b>358</b>	<b>200</b>	<b>1,061</b>	<b>696</b>	<b>81</b>

# NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

## 2010 Visitor Exit Survey - Tourism Region Tables - Northumberland Shore

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	81	98	56	78	61	86	71	40	36	48	57	85	69	69	92	66	94	95
No	19	2	44	22	39	14	29	60	64	52	43	15	31	31	8	34	6	5
TOTAL OVERNIGHT VISITORS (#)	610,885	290,852	27,837	143,358	56,462	518,509	20,968	10,414	36,265	67,647	24,729	449,842	40,249	120,795	73,411	288,237	220,798	28,439
UNWEIGHTED SAMPLE SIZE (#)	2,038	643	117	602	173	1,535	162	71	224	457	46	1,589	91	358	200	1,061	696	81

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	17	6	33	29	44	16	27	30	40	33	27	13	47	28	11	30	9	4
2006	3	1	6	4	5	3	6	3	8	6	8	2	6	4	1	3	3	3
2007	4	3	7	6	9	4	4	11	4	5	12	4	11	6	1	5	5	2
2008	6	4	9	8	8	6	12	10	15	13	0	6	1	8	5	5	8	2
2009	31	32	26	33	17	31	28	31	22	26	35	32	17	31	28	29	32	43
2010	39	54	19	19	17	41	24	16	12	18	19	44	18	23	53	28	43	46
TOTAL OVERNIGHT VISITORS (#)	493,845	285,423	15,618	112,082	34,546	447,668	14,812	4,183	13,205	32,199	13,977	382,515	27,838	83,492	67,509	191,378	207,917	27,041
UNWEIGHTED SAMPLE SIZE (#)	1,512	632	61	466	102	1,261	114	30	81	225	26	1,218	55	239	177	611	649	75

# NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

## 2010 Visitor Exit Survey - Tourism Region Tables - Northumberland Shore

**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	2	0	1	1	1	0	0	0	0	1	0	0	1	1	0	2
20 to 24	4	5	1	3	2	4	2	2	0	1	2	4	3	3	2	3	5	2
25 to 34	15	20	23	11	13	17	3	9	2	4	13	17	3	13	20	13	16	20
35 to 44	17	19	6	19	11	17	11	9	12	11	22	17	8	18	20	16	17	19
45 to 54	25	25	33	28	27	26	20	23	15	18	24	25	14	30	35	24	24	26
55 to 64	26	22	23	27	36	25	40	30	29	33	30	24	48	26	17	29	26	22
65 to 74	10	7	10	9	10	8	19	20	35	28	7	10	21	7	4	12	11	8
75 and over	2	1	1	2	1	1	4	5	5	4	2	1	4	2	1	2	2	0
Prefer not to answer	0	0	1	0	0	0	1	0	1	1	0	0	0	0	1	0	0	0
TOTAL OVERNIGHT VISITORS (#)	610,885	290,852	27,837	143,358	56,462	518,509	20,968	10,414	36,265	67,647	24,729	449,842	40,249	120,795	73,411	288,237	220,798	28,439
UNWEIGHTED SAMPLE SIZE (#)	2,038	643	117	602	173	1,535	162	71	224	457	46	1,589	91	358	200	1,061	696	81

**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	2	1	1	0	0	0	2	1	6	1	1	1	2	0
High school complete	8	8	7	8	8	8	9	4	4	6	7	8	7	5	6	7	9	10
Some technical school/college	7	8	7	7	10	8	6	13	5	7	2	8	9	5	5	9	7	6
Technical school/college complete	22	24	20	22	25	24	9	5	12	10	11	23	20	18	19	20	23	25
Some university	9	10	6	9	9	9	6	8	4	5	2	9	8	6	11	8	9	5
University complete	51	46	54	50	44	47	68	69	73	71	70	48	48	62	59	52	48	43
Prefer not to answer	3	3	3	3	2	3	1	0	1	1	7	3	3	2	1	3	2	10
TOTAL OVERNIGHT VISITORS (#)	610,885	290,852	27,837	143,358	56,462	518,509	20,968	10,414	36,265	67,647	24,729	449,842	40,249	120,795	73,411	288,237	220,798	28,439
UNWEIGHTED SAMPLE SIZE (#)	2,038	643	117	602	173	1,535	162	71	224	457	46	1,589	91	358	200	1,061	696	81

# NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

## 2010 Visitor Exit Survey - Tourism Region Tables - Northumberland Shore

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	18	18	14	8	16	17	15	8	12	22	17	15	11	7	15	19	18
\$40,001 to \$80,000	37	38	39	34	39	37	35	31	33	33	39	38	42	32	37	36	37	46
Greater than \$80,000	47	44	43	52	53	47	48	55	58	55	39	45	43	56	56	49	44	37
TOTAL OVERNIGHT VISITORS (#)	610,885	290,852	27,837	143,358	56,462	518,509	20,968	10,414	36,265	67,647	24,729	449,842	40,249	120,795	73,411	288,237	220,798	28,439
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>2,038</b>	<b>643</b>	<b>117</b>	<b>602</b>	<b>173</b>	<b>1,535</b>	<b>162</b>	<b>71</b>	<b>224</b>	<b>457</b>	<b>46</b>	<b>1,589</b>	<b>91</b>	<b>358</b>	<b>200</b>	<b>1,061</b>	<b>696</b>	<b>81</b>