

**EXIT SURVEY REPORT SERIES: ES2023-02**

# **A PROFILE OF SAME-DAY VISITOR PARTIES TO PEI BY SEASON: RESULTS FROM THE 2023 EXIT SURVEY**

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# TABLE OF CONTENTS

Contents	Page
<b>EXECUTIVE SUMMARY</b>	<b>1</b>
<b>1. INTRODUCTION</b>	<b>13</b>
1-1. Background of the Study	14
1-2. The Study Purpose	15
<b>2. METHODOLOGY OVERVIEW</b>	<b>16</b>
2-1. Sampling Procedure	17
2-2. Sample Summary	19
2-3. Data Processing	21
2-4. Data Weighting	22
<b>3. TREND IN NUMBER OF VISITORS TO PEI</b>	<b>23</b>
3-1. Same-Day vs. Overnight Visitors to PEI	24
3-2. Same-Day vs. Overnight Visitor Parties to PEI	25
<b>4. WHO VISITS PEI</b>	<b>26</b>
4-1. Origin of Same-Day Visitor Parties to PEI	27
4-2. Party Characteristics	29
4-3. Party Composition	31
4-4. Age Composition	33
4-5. Travel Party Size	35
4-6. Gender and Age of Same-Day Visitors to PEI	37
4-7. Type of Visitation	39

Contents	Page
<b>5. WHY VISITORS COME</b>	<b>41</b>
5-1. Primary Reason for the Trip to PEI	42
5-2. Primary Features that Attracted	43
<b>6. HOW VISITORS COME</b>	<b>45</b>
6-1. Entry and Exit Points	46
6-2. Rental Vehicle Usage and Location of the Pick-Up	47
<b>7. WHERE VISITORS STAY</b>	<b>48</b>
7-1. Primary Destination of the Trip	49
7-2. Trip Duration	50
7-3. PEI Regions Visited During the Same-Day Trip	51
<b>8. WHERE VISITORS GO AND SPEND</b>	<b>52</b>
8-1. Activities Participated in While in PEI	53
8-2. Estimated Total Direct Travel Expenditures	55
8-3. Estimated Average Spending per Party per Visit	58
8-4. Estimated Average Spending per Person per Day	59
<b>9. HOW PEI RATES</b>	<b>60</b>
9-1. Rating of Travel Services	61
9-2. Instance of Complaints	62
9-3. Travel Evaluation and Overall Satisfaction	64
9-4. Future Behavioural Intentions	65
<b>10. DEMOGRAPHIC CHARACTERISTICS</b>	<b>66</b>

# EXECUTIVE SUMMARY

## ***Background and Purpose***

- A visitor exit survey is a tool used to profile visitors and estimate their impact on a destination. It can capture visitor demographics and trip characteristics such as travel party size and composition, the purpose of their trip, regions visited, length of stay, type of accommodation used, activities participated in, expenditures, and trip evaluation.
- This report presents data collected via the 2023 PEI Travel Survey of Visitors (Exit Survey), from January 1 to December 31, 2023, from only same-day visitors to PEI.
- For analysis purposes, the data was separated into the following five tourism seasons: 1) winter off-season (January 1 - April 30, 2023); 2) spring shoulder season (May 1-June 30, 2023); 3) summer main season (July 1-August 31, 2023); 4) fall shoulder season (September 1-October 31, 2023); and 5) winter off-season (November 1-December 31, 2023).
- The main purpose of this report was to provide a full range of statistics on the volume of same-day visitors to PEI during the study period (2023) and detailed characteristics of their trips such as purpose of trip, travel party size and party composition, PEI regions visited, activities participated in, travel expenditures, evaluation of trip, and demographic information about the same-day visitors.

# EXECUTIVE SUMMARY

## ***Trend in Number of Visitors to PEI***

- According to the PEI Tourism Volume Model estimation, in 2023, 1.49 million individual travellers visited PEI by way of the three exit and entry points, an increase of 12 percent from the 1.33 million in 2022 and an increase of 0.4 percent from the 1.48 million recorded in 2019. Nonetheless, the number of same-day visitors (292,500) in 2023 increased significantly compared to overnight visitors, increasing 19 percent from the 246,700 same-day visitors in 2022 and 122 percent from the 131,800 same-day visitors recorded in 2019. While the ratio of same-day visitors was approximately 7 percent in 2019, it was approximately 20 percent in 2023.
- Looking at the trend in visitor parties to PEI, it is quite similar to that of individual visitors. It was estimated that a total of 565,400 travel parties visited PEI through the three exit and entry points in 2023, an increase of 10 percent from the 512,500 in 2022 and an increase of 9 percent from the 519,400 in 2019. The number of same-day visitor parties (114,000) in 2023 increased significantly compared to overnight visitors, making up 18 percent more than the 96,800 same-day visitor parties in 2022, and 160 percent of the 43,900 same-day parties in 2019.
- It is necessary to pay attention to whether these results indicate a change in the behaviour of travellers visiting PEI or a temporary phenomenon after the pandemic. Therefore, tourism managers or practitioners should keep monitoring these trends and set strategic marketing directions for the same-day visitor market.

## EXECUTIVE SUMMARY (cont'd)

### ***Who Visits PEI***

- Nearly all (95%) same-day visitor parties were from Canada. The United States accounted for four percent of same-day visitor parties and approximately one percent were from other international markets (i.e. a country outside of Canada and the United States).
- Over half (54%) of same-day visitor parties were from New Brunswick, while 21 percent were from Nova Scotia. Approximately eleven percent of same-day parties were from Ontario, about seven percent were from Quebec, and seven percent were from other places.
- In terms of party characteristics, approximately 31 percent of same-day parties travelled to PEI with their spouse/partner (two people), 25 percent were single travellers, and 17 percent travelled to PEI with their friends.
- Regarding party composition, 84 percent of same-day parties were comprised of only adults and 16 percent consisted of adults with children. Approximately 49 percent of same-day visitor parties were comprised of individuals who were aged 55 and over (senior travellers). Parties between the ages of 35 to 54 (middle aged travellers) made up 18 percent of same-day visitor parties, four percent were between the ages of 18 and 34 (young adult travellers), approximately 14 percent of parties were comprised of adults of varying ages, and 16 percent of parties were families or adults with children.

## EXECUTIVE SUMMARY (cont'd)

### ***Who Visits PEI (cont'd)***

- On average, same-day parties were comprised of 2.23 people. Parties were larger during the July-August Summer Main Season (average of 2.74 people) and parties were smaller during the November-December winter off-season (average of 1.93 people) and the January-April winter off-season (average of 1.94 people).
- Overall, the composition of individuals in same-day visitor parties consisted of more males than females (53% versus 47%). This was consistent across seasons except for a split of males and females during the summer main season.
- Approximately 14 percent of same-day visitor parties were visiting PEI for the first time. Of these first-time same-day visitors, 24 percent visited during the main season.
- Close to half (49.7%) of individual same-day visitors were aged 55 and over, 14 percent were between the ages of 45 and 54, 13 percent were between the ages of 35 and 44, 14 percent were under the age of 18, and two percent were between the ages of 18 and 24.
- Overall, approximately 83 percent of same-day parties were repeaters. Those who visited PEI previously tended to have done so recently. Approximately 42 percent of repeat visitors last visited PEI earlier in the same year in which they were surveyed, 29 percent last visited PEI one year ago, and 21 percent last visited PEI five or more years ago.

## EXECUTIVE SUMMARY (cont'd)

### ***Who Visits PEI (cont'd)***

- Overall, same-day repeat visitor parties had visited PEI an average of 3.68 times in the past five years, suggesting an annual visit for some parties.
- Parties who visited during the May-June Spring Shoulder Season had visited an average of 4.62 times in the past five years. While those who visited in the July-August summer main season and the September-October fall shoulder season had the smallest rate of repeat visitation (2.87 and 2.96 times, respectively).

### ***Why Visitors Come***

- Approximately 67 percent of same-day visitor parties had travelled to PEI for pleasure purposes, 25 percent travelled to PEI for business purposes, and 8 percent visited PEI for other purposes.
- In the January-April winter off-season and the May-June spring shoulder season, a higher percentage of parties visited for business purposes (41.5% and 38.0%, respectively). In the July-August summer main season, a higher percentage of parties visited for pleasure purposes (89.9%).
- Overall, approximately 45 percent of same-day parties indicated “other” features attracted them. Many of the items specified in this category related to work, business, families, or educational reasons.

## EXECUTIVE SUMMARY (cont'd)

### ***Why Visitors Come (cont'd)***

- Approximately 20 percent of same-day visitor parties indicated that natural beauty and pastoral settings attracted them to PEI and nine percent were attracted to PEI by beaches and coastline.
- Other primary features that attracted same-day visitor parties included golf (6%), the World of Anne of Green Gables and Lucy Maud Montgomery attractions (4%), culinary/food-related experiences (4%), and cultural experiences (4%).

### ***How Visitors Come***

- The majority (89%) of same-day visitors used the Confederation Bridge to enter and exit PEI. Approximately eight percent used a combination of Confederation Bridge and the ferry, two percent flew in and out of PEI, one percent used the ferry service in both directions, and 0.3 percent used a combination of air and bridge or ferry.
- Approximately 12 percent of same-day visitor parties used a rental car during their trip to PEI. Approximately 46 percent of parties who rented a car picked up the rental vehicle in New Brunswick. Overall, 22 percent of those who rented a car picked up the vehicle on PEI. This rate increased in the November-December and January-April winter off-seasons (87%).



## EXECUTIVE SUMMARY (cont'd)

### ***How Visitors Come (cont'd)***

- PEI was the primary destination of the trip for approximately 70 percent of same-day visitor parties. In the main season, PEI was the primary destination of the trip for 52 percent of same-day visitor parties. By contrast, PEI was the primary destination of the trip for 85 percent of same-day parties who visited PEI during the January-April winter off-season.
- Though they did not stay overnight on PEI, same-day visitor parties stayed overnight elsewhere during their trip that included a visit to PEI. On average, these parties were away from home for 3.40 nights. On average, they spent 1.47 nights in New Brunswick and 0.98 nights in Nova Scotia.
- The region of PEI that was visited by the greatest percentage of same-day visitor parties was the Greater Charlottetown Area (60% of same-day parties). This was followed by the Red Sands Shore region (31%), the Green Gables Shore region (27%), the Summerside area (26%). Approximately 13 percent visited the North Cape Coastal Drive region and 12 percent of same-day visitor parties visited the Points East Coastal Drive region.
- Note, a "visit" is defined as dining, visiting an attraction, or participating in an activity in the region, and does not include those travelling through the region only.

## EXECUTIVE SUMMARY (cont'd)

### ***What Visitors Do***

- Same-day visitor parties participated in a variety of activities while they were on PEI.
- The activities that the greatest percentage of parties participated in were driving tour (scenic drives/views) (41%), visiting friends and/or relatives (26%), going to a full-service restaurants (23%), going to a beach (23%), shopping for local products, crafts, souvenirs or antiques (22%), sightseeing, appreciating pastoral or rural settings (18%), shopping for general merchandise (16%), visiting historic/heritage sites or cultural attractions (16%), sampling local culinary products (16%), seeing natural wonders (13%), visiting a national or provincial park (11%), attending a live performance/entertainment (9%), going to a museum or art gallery (7%), experiencing night-life activities (bars, nightclubs, etc.) (7%), visiting Anne of Green Gables related attractions (7%), and Taking part in an authentic PEI experience/hands-on (5%).

## EXECUTIVE SUMMARY (cont'd)

### ***What Visitors Spend***

- Total direct expenditures by same-day parties were over \$21.5 million. On average, same-day visitor parties spent \$188.78 per party and \$84.56 per person during their visit to PEI.
- Per party per visit spending was highest among those who visited during the July-August summer main season (\$244.17) and lowest among those who visited PEI during the January-April winter off-season (\$153.62) and the November-December off-season (\$154.24).
- The higher expenditures by parties visiting during the main season were largely the result of higher expenditures on food and beverage at restaurants and bars (37%), shopping (22%), and vehicle operation (20%).

## EXECUTIVE SUMMARY (cont'd)

### ***How PEI Rates***

- Visitors were asked to rank various PEI travel services. Overall, same-day visitor parties were pleased with aspects of their trip to PEI. The ratings for these items were greater than four on a five-point scale from one (very poor) to five (excellent).
- Among the seven items, while quality of customer service received the highest score (96% mentioned positively; mean = 4.64 of 5.00), the prices of goods and services received the lowest score (77%; 4.03).
- Approximately 10 percent of same-day parties indicated that they had a problem or complaint. There was a higher instance of complaints among parties visiting in the July-August summer main season (19% of parties had a complaint).

## EXECUTIVE SUMMARY (cont'd)

### ***How PEI Rates (cont'd)***

- Same-day visitor parties who visited PEI during the summer main season were the most likely to have had a complaint (19%) followed by parties who visited during the fall shoulder season (11%). Same-day parties who visited during the November-December winter off-season were the least likely to have had complaints (0.6%).
- Some respondents provided details of their complaint(s) or problem(s). Many of these were related to the high cost of crossing the Confederation Bridge, specific attractions being closed during the shoulder and/or winter seasons, highway directions and road signs, road condition, expensive prices, service staff, lack of EV charging station, etc.

## EXECUTIVE SUMMARY (cont'd)

### ***How PEI Rates (cont'd)***

- Same-day visitor parties were satisfied with various aspects of their visit to PEI.
- Approximately 89 percent of same-day parties indicated they were satisfied with their trip to PEI and 87 percent of parties agreed that their trip to PEI was a good way to spend their time.
- Approximately 86 percent of same-day parties indicated that PEI was a safe and hygienic destination and 77 percent of same-day parties agreed that their trip was good value for the money spent.
- Approximately 91 percent of same-day parties indicated they would recommend PEI to others and that they would visit PEI again and 92 percent of same-day parties indicated they would visit PEI again.

Contents	Page
<b>1. INTRODUCTION</b>	<b>13</b>
1-1. Background of the Study	14
1-2. The Study Purpose	15

## 1-1. Background of the Study

- A visitor exit survey is a tool used to profile visitors and estimate their impact on a destination. It can capture visitor demographics and trip characteristics such as travel party size and composition, the purpose of their trip, regions visited, length of stay, type of accommodation used, activities participated in, expenditures, and trip evaluation.
- Prince Edward Island ("PEI") has been conducting exit surveys since 1979 with the last study conducted in 2018 and 2019 during the period from July 1, 2018 to June 31, 2019 (the "study period").
- The 2023 PEI Travel Survey of Visitors (Exit Survey) covered full twelve months from January 1 to December 31. Specifically, data presented in this report is for same-day visitors during the study period to profile their travel related behaviours in PEI.
- For analysis purposes, the data was separated into the following five tourism seasons:
  - Winter off-season (January 1 - April 30, 2023);
  - Spring shoulder season (May 1 - June 30, 2023);
  - Summer main season (July 1 - August 31, 2023);
  - Fall shoulder season (September 1 - October 31, 2023); and
  - Winter off-season (November 1 - December 31, 2023).



## 1-2. The Study Purpose

- The main purpose of this report was to provide a full range of statistics on the volume of same-day visitors to PEI during the study period (2023) and detailed characteristics of their trips such as purpose of trip, travel party size and party composition, PEI regions visited, activities participated in, travel expenditures, evaluation of trip, and demographic information about the same-day visitors.
- The survey pursued seven broad objectives:
  - To update existing historical information on same-day visitors to PEI,
  - To collect critical data to measure the overall importance of tourism in PEI,
  - To gather information regarding same-day visitor behaviours,
  - To identify key market segments of same-day visitors to PEI, and
  - To enhance our knowledge and understanding of tourism (in general, and for PEI).

Contents	Page
<b>2. METHODOLOGY OVERVIEW</b>	<b>16</b>
2-1. Sampling Procedure	17
2-2. Sample Summary	19
2-3. Data Processing	21
2-4. Data Weighting	22

## 2-1. Sampling Procedure

### ***Target Population***

- Mail-back questionnaires were distributed to non-resident visitors on PEI during the study period (January 1<sup>st</sup> to December 31<sup>st</sup>, 2023) as they exited PEI via the Charlottetown Airport, the Confederation Bridge, or the Wood Island's ferry terminal.
- The target population did not include cruise ship passengers and crew members, motor coach tourists, refugees, landed immigrants, or military Canadian residents.

### ***Mail-back Questionnaire***

- A representative of survey staff approached departing non-resident visitors at the Charlottetown Airport and drivers of non-PEI vehicles (based on their motor vehicle inspection sticker) at the Confederation Bridge and the Woods Island ferry terminal, explained the research study, and asked the individual if they would be willing to participate. If they agreed to participate, the individual was provided with a package containing the mail-back questionnaire.
- Responding to the survey was voluntary.

## 2-1. Sampling Procedure (cont'd)

### ***Online Survey***

- The survey package included a web address for the online version of the survey. Individuals who received the survey package had the option of completing the hard-copy questionnaire or the online version. Both versions of the survey were available in English and French.
- Tourism PEI also sent an email invitation to non-residents who requested PEI travel information between November 2022 and October 2023 and took the ferry when visiting PEI in 2023.
- To better capture respondents who took the ferry when visiting PEI, the 2023 customer list provided by the Northumberland Ferries Limited (NFL) was also used to invite participants to take part in the online survey.

## 2-2. Sample Summary

### ***Samples Collected and Used***

- In total, 14,055 surveys were collected. Among these, 10,340 surveys (73.6%) were used to analyze the data for the 2023 exit survey.
- Of these 10,340 surveys, 46 percent were mail-back surveys and 54 percent were online surveys.
- Among these, 733 samples (7.1%) were same-day visitors and used for this study report.

	Surveys Collected		Surveys Used		Use Rate
	<i>N</i>	%	<i>N</i>	%	%
Mail-back Survey	4,794	34.1%	4,760	46.0%	99.3%
Online Survey	9,261	65.9%	5,580	54.0%	60.3%
<b>Total</b>	<b>14,055</b>	<b>100.0%</b>	<b>10,340</b>	<b>100.0%</b>	<b>73.6%</b>

## 2-2. Sample Summary (cont'd)

### ***Sample Size and Margin of Error***

- The margin of error associated with the total sample and the specific sub-groups used (i.e. tourism season) in this report is summarized in the Table below. In terms of statistical accuracy, the actual margin of error for each market will vary slightly due to minor variations in the sample size.
- Overall, a sample of this size for same-day visitors has a sampling error of  $\pm 3.61$  percent at a 95 percent confidence level, though the margins of error for the five sub-groups are higher.
- Please note, this is a guideline only. Caution should be applied when interpreting significance testing throughout this report.

	Same-Day	
	Sample Size	Margin of Error <sup>a)</sup>
2023 Jan-Apr Winter Off-Season	121	$\pm 8.89$
2023 May-Jun Spring Shoulder Season	131	$\pm 8.54$
2023 Jul-Aug Summer Main Season	230	$\pm 6.44$
2023 Sep-Oct Fall Shoulder Season	157	$\pm 7.79$
2023 Nov-Dec Winter Off-Season	94	$\pm 10.07$
<b>Full-Year (12 months)</b>	<b>733</b>	<b><math>\pm 3.61</math></b>

## 2-3. Data Processing

### ***Data Processing and Error Detection***

- All mail-back questionnaires were reviewed manually to determine if they were complete and coherent.
- Data were captured, coded, verified, and then merged with online survey data.
- Electronic verifications were also made to identify any outliers and to correct them.
- Statistical reliability and validity tests, and consistency controls were also conducted during this process.

### ***Data Imputation***

- Some data used in the study were imputed. Data imputation was carried out for all the factors above and for strata that were outside the scope of the questionnaire distribution. For these out-of-scope factors, the characteristics of visitors were estimated using the 2012, 2014 and 2018-2019 PEI exit survey data sets.
- Total imputation was also performed for any in-scope factors that received an insufficient number of surveys for some specific segments (i.e., same-day visitors) to meet minimum requirements (a combination of a minimum number of questionnaires and maximum weight) based on the exit point traffic counts.

## 2-4. Data Weighting

### ***Bias Adjustment***

- For estimation purposes, the responses obtained through the questionnaires must be treated as a simple random sample from the total traffic in each stratum (three exit points, by same-day and overnight visitors, by origin and by month).
- The data may be subject to some degree of "*distribution bias*" since not all categories of visitors are represented in the distribution or to a "*non-response bias*" because the individuals replying may not be representative of the visitor population.

### ***Weighting the Sample***

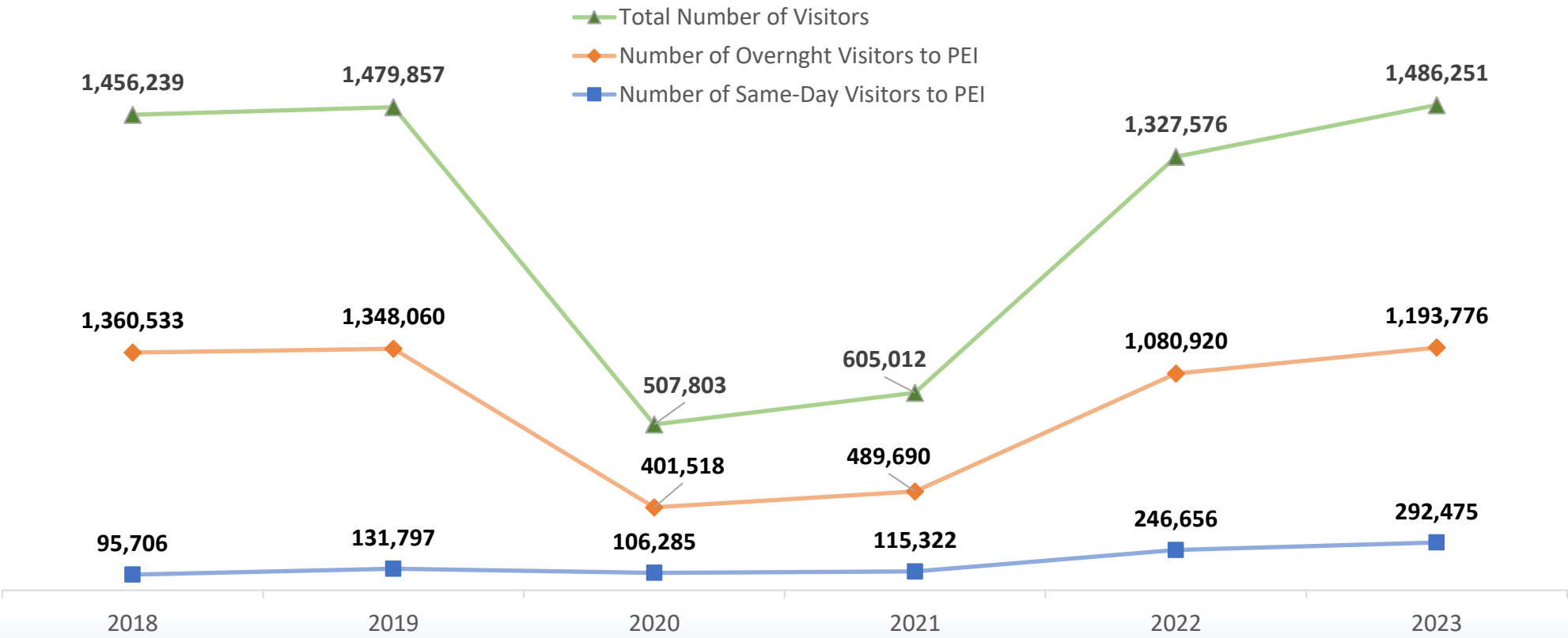
- Weighting techniques used in the estimation process attempt to reduce the effect of biases and were also performed to determine aggregate visitor parties' characteristics.
- The final survey sample was weighted by same-day and overnight visitor parties, three exit points, five tourism seasons, and the 22 origins of visitor parties. This aligns with the total PEI visitor parties within the *PEI Tourism Volume Model*, which utilizes traffic data collected through the three exit points.
- Despite the weighting of the sample to address biases, it is important to note that results may not reflect all actual responses of each party or individuals in the party because the application of the weighting scheme was not based on all survey questions.



Contents	Page
<b>3. TREND IN NUMBER OF VISITORS TO PEI</b>	<b>23</b>
3-1. Same-Day vs. Overnight Visitors to PEI	24
3-2. Same-Day vs. Overnight visitor Parties to PEI	25

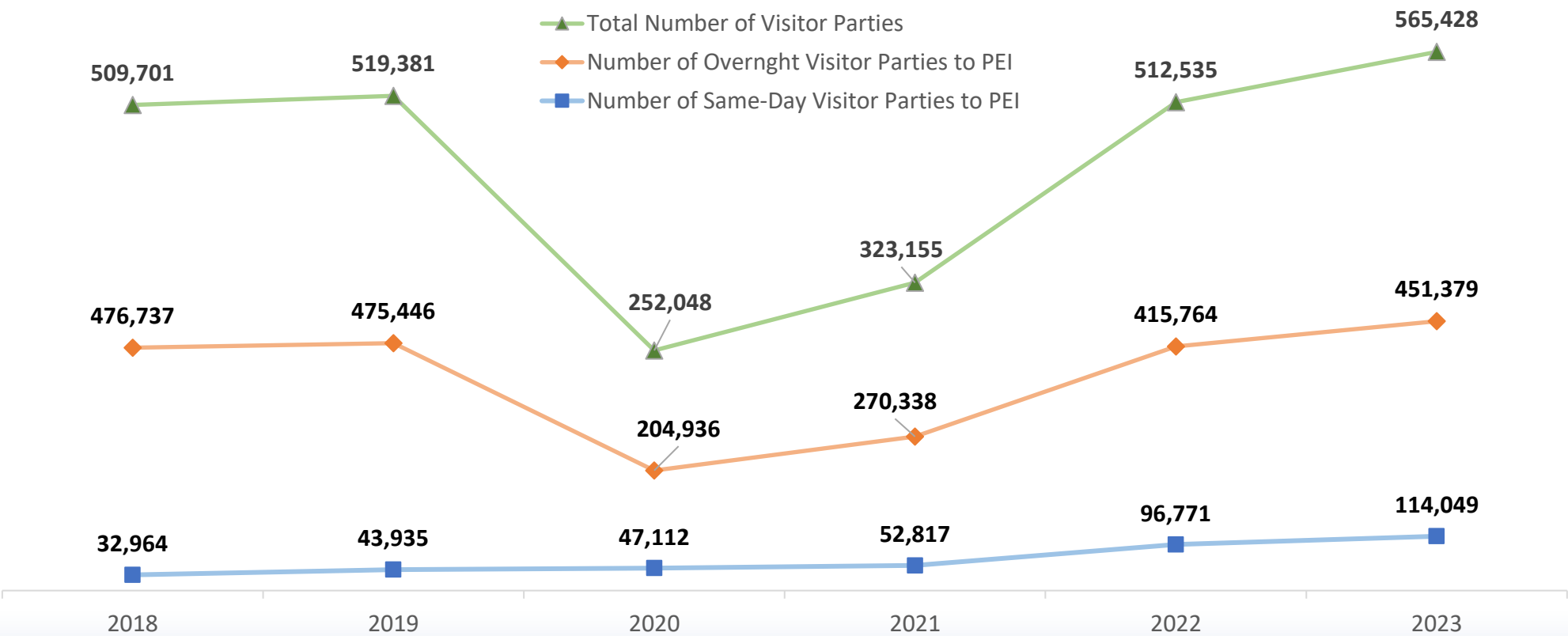
### 3-1. Same-Day vs. Overnight Visitors to PEI (2018 - 2023)

Figure 1: Trend in Same-Day and Overnight Visitors to PEI (2018 - 2023)  
(From the Three Exit Points)



### 3-2. Same-Day vs. Overnight Visitor Parties to PEI (2018 - 2023)

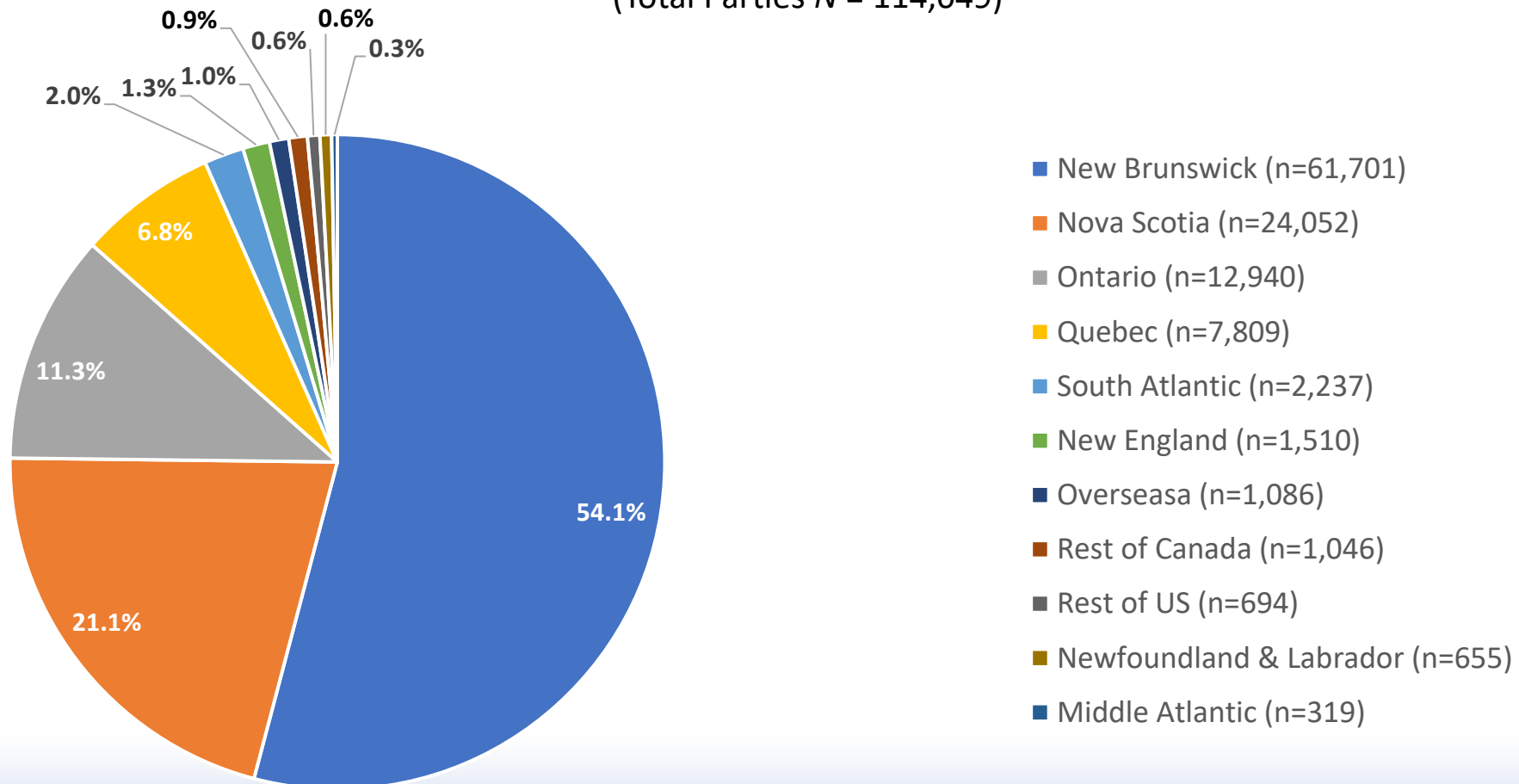
Figure 2: Trend in Same-Day and Overnight Visitor Parties to PEI (2018 - 2023)  
(From the Three Exit Points)



Contents	Page
<b>4. WHO VISITS PEI</b>	<b>26</b>
4-1. Origin of Same-Day Visitor Parties to PEI	27
4-2. Party Characteristics	29
4-3. Party Composition	31
4-4. Age Composition	33
4-5. Travel Party Size	35
4-6. Gender and Age of Individual Same-Day Visitors to PEI	37
4-7. Type of Visitation	39

## 4-1. Origin of Same-Day Visitor Parties to PEI

Figure 3: Origin of Same-Day Visitor Parties to PEI  
(Total Parties N = 114,049)



## 4-1. Origin of Same-Day Visitor Parties to PEI (cont'd)

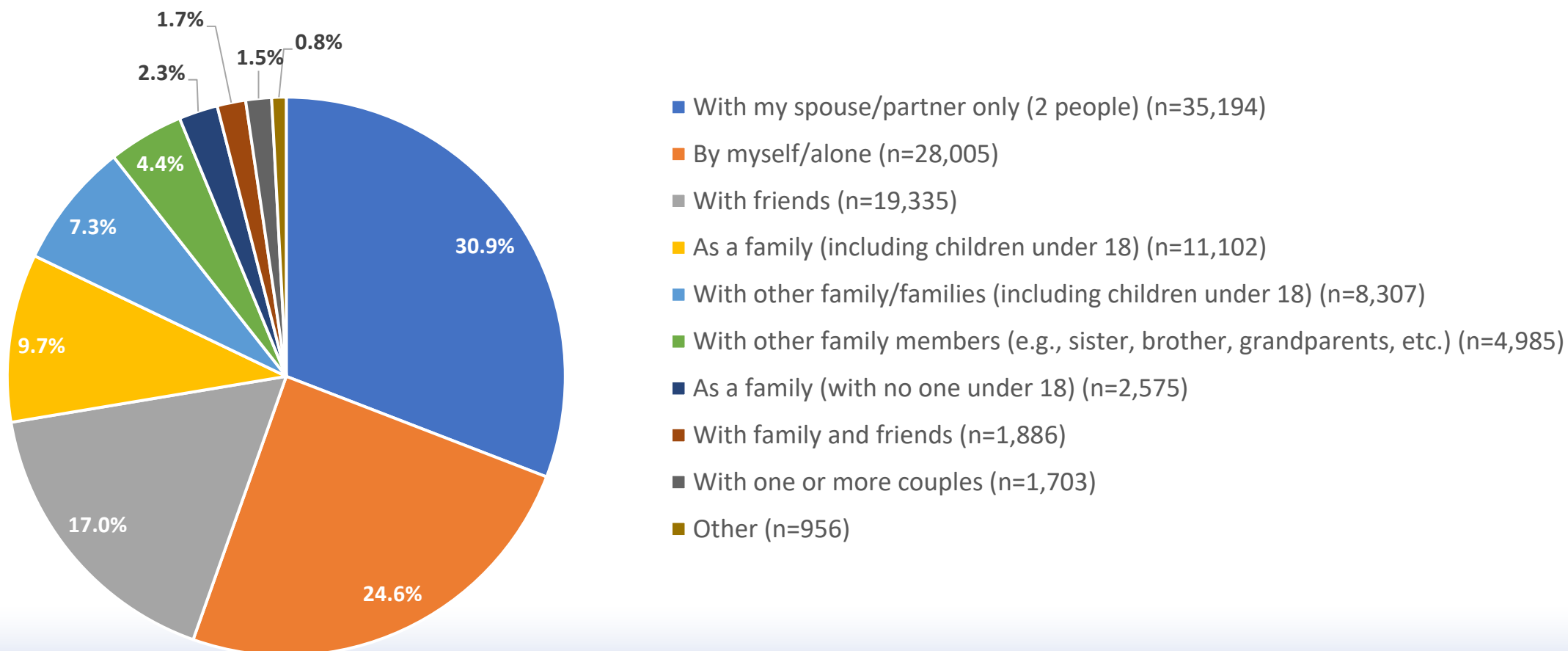
	2023 Jan-Apr Winter Off-Season	2023 May-Jun Spring Shoulder Season	2023 Jul-Aug Summer Main Season	2023 Sep-Oct Fall Shoulder Season	2023 Nov-Dec Winter Off-Season	Total Full-Year
Parties N (%)	23,290 (20.4%)	21,549 (18.9%)	35,515 (31.1%)	22,023 (19.3%)	11,672 (10.2%)	114,049 (100.0%)
<b>Canada</b>	<b>95.9%</b>	<b>93.1%</b>	<b>93.8%</b>	<b>96.0%</b>	<b>97.2%</b>	<b>94.9%</b>
New Brunswick	<b>59.2%</b>	<b>52.3%</b>	<b>47.9%</b>	<b>55.6%</b>	<b>63.3%</b>	<b>54.1%</b>
Nova Scotia	22.1%	22.3%	19.9%	21.6%	19.4%	<b>21.1%</b>
Newfoundland & Labrador	0.4%	0.5%	0.6%	0.8%	0.8%	<b>0.6%</b>
Quebec	<b>3.8%</b>	<b>5.1%</b>	<b>11.4%</b>	<b>5.6%</b>	<b>4.5%</b>	<b>6.8%</b>
Ontario	<b>9.8%</b>	<b>11.8%</b>	<b>13.0%</b>	<b>11.4%</b>	<b>8.4%</b>	<b>11.3%</b>
Manitoba & Saskatchewan	0.2%	0.3%	0.2%	0.3%	0.2%	<b>0.2%</b>
Alberta & British Columbia	0.4%	0.7%	0.8%	0.8%	0.7%	<b>0.7%</b>
Nunavut, Northwest Territories & Yukon	0.0%	0.0%	0.0%	0.0%	0.0%	<b>0.0%</b>
<b>United States</b>	<b>3.4%</b>	<b>5.9%</b>	<b>5.0%</b>	<b>3.0%</b>	<b>2.0%</b>	<b>4.2%</b>
New England	0.9%	1.1%	1.6%	1.6%	1.3%	<b>1.3%</b>
Middle Atlantic	0.1%	0.3%	0.4%	0.3%	0.1%	<b>0.3%</b>
South Atlantic	<b>1.9%</b>	<b>3.9%</b>	<b>2.4%</b>	<b>0.3%</b>	<b>0.2%</b>	<b>2.0%</b>
Rest of US	0.5%	0.7%	0.6%	0.8%	0.5%	<b>0.6%</b>
<b>International</b>	<b>0.7%</b>	<b>1.0%</b>	<b>1.1%</b>	<b>1.0%</b>	<b>0.8%</b>	<b>1.0%</b>

Source: 2023 PEI Tourism Volume Model

Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

## 4-2. Party Characteristics

Figure 4: Characteristics of Same-Day Visitor Parties to PEI  
(Total Parties N = 114,049)



## 4-2. Party Characteristics (cont'd)

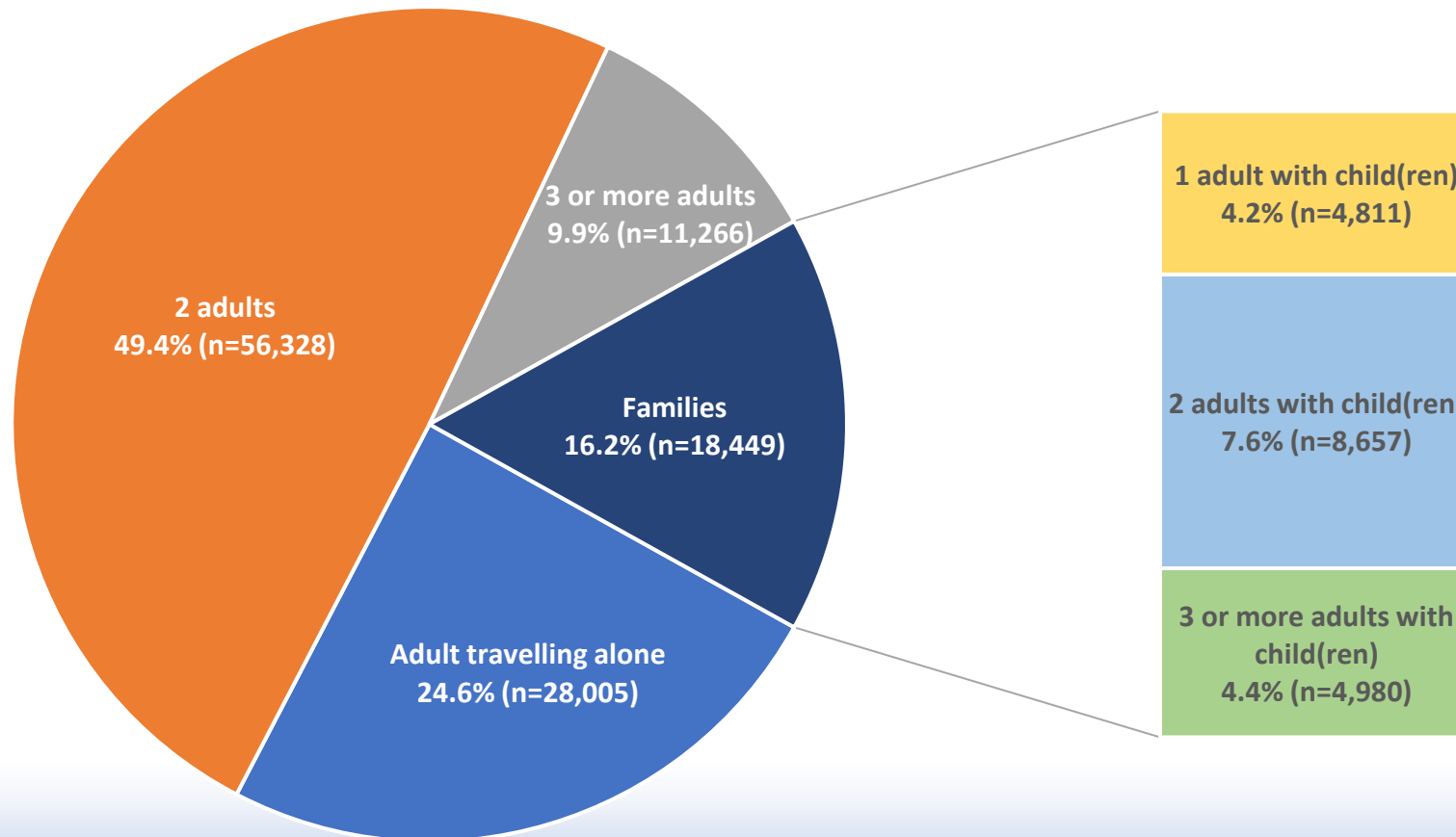
	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
Parties <i>N</i> (%)	23,290 (20.4%)	21,549 (18.9%)	35,515 (31.1%)	22,023 (19.3%)	11,672 (10.2%)	114,049 (100.0%)
With my spouse/partner only (2 people)	29.7%	28.1%	32.1%	43.2%	11.2%	30.9%
By myself/alone	39.4%	35.6%	7.8%	20.0%	34.2%	24.6%
With friends	10.8%	15.1%	19.4%	15.8%	27.5%	17.0%
As a family (including children under 18)	4.4%	6.4%	19.9%	5.3%	3.8%	9.7%
With other family/families (including children under 18)	3.2%	5.6%	10.7%	6.7%	9.4%	7.3%
With other family members (e.g., sister, brother, grandparents)	6.1%	3.6%	2.4%	4.4%	8.5%	4.4%
As a family (with no one under 18)	3.4%	3.4%	1.0%	3.2%	0.0%	2.3%
With family and friends	0.3%	0.0%	4.2%	1.4%	0.2%	1.7%
With one or more couples	1.5%	2.3%	2.4%	0.1%	0.0%	1.5%
Other	1.2%	0.1%	0.1%	0.0%	5.3%	0.8%

Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.



## 4-3. Party Composition

Figure 5: Composition of Same-Day Visitor Parties to PEI  
(Total Parties N = 114,049)



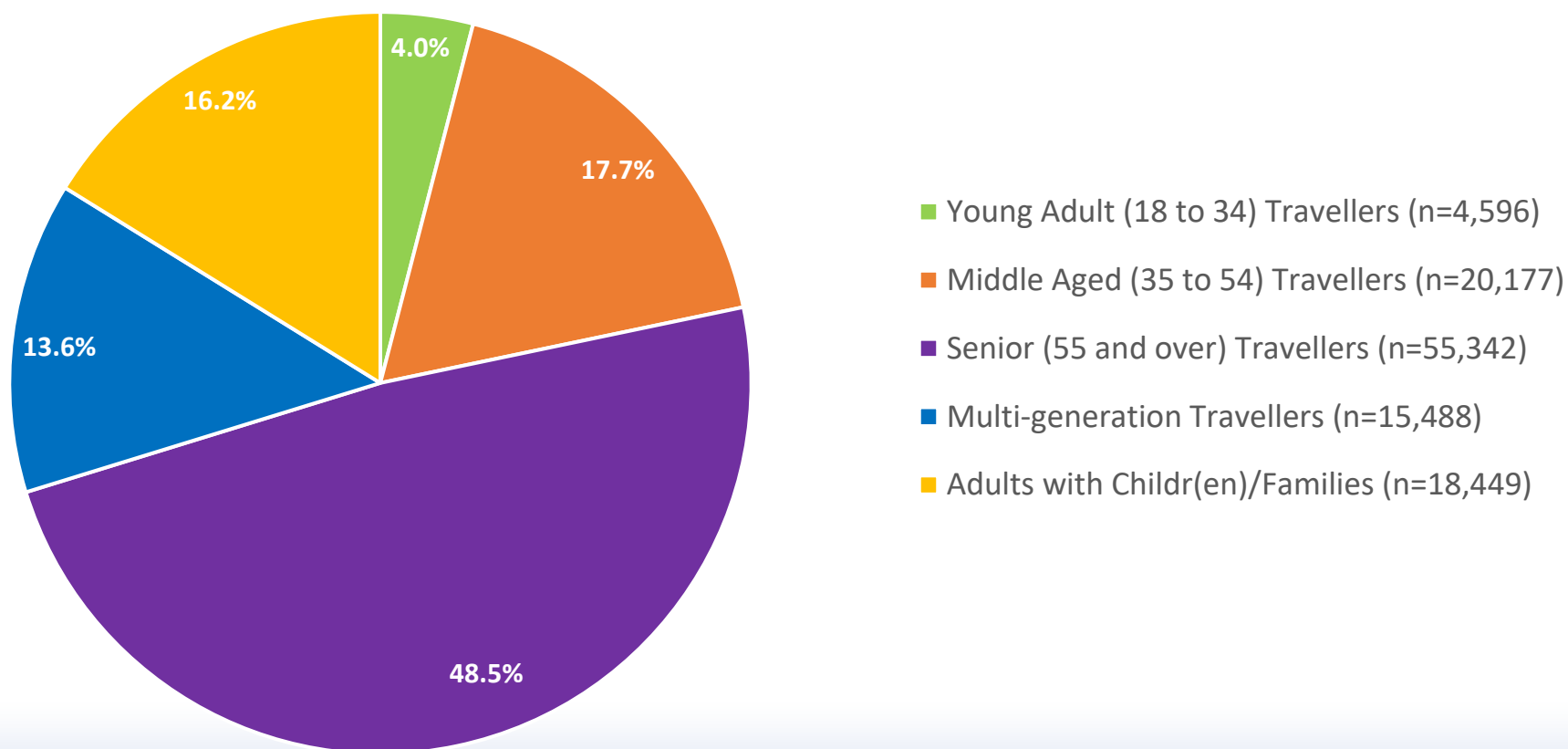
## 4-3. Party Composition (cont'd)

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties <i>N</i> (%)	23,290 (20.4%)	21,549 (18.9%)	35,515 (31.1%)	22,023 (19.3%)	11,672 (10.2%)	114,049 (100.0%)
Adult travelling alone	<b>39.4%</b>	<b>35.6%</b>	<b>7.8%</b>	<b>20.0%</b>	<b>34.2%</b>	<b>24.6%</b>
2 adults	<b>40.6%</b>	<b>46.1%</b>	<b>50.3%</b>	<b>64.6%</b>	<b>41.4%</b>	<b>49.4%</b>
3 or more adults	<b>13.9%</b>	<b>6.3%</b>	<b>10.0%</b>	<b>6.9%</b>	<b>13.7%</b>	<b>9.9%</b>
Families*	<b>6.1%</b>	<b>12.0%</b>	<b>31.9%</b>	<b>8.5%</b>	<b>10.6%</b>	<b>16.2%</b>
1 adult with child(ren)	<b>1.5%</b>	<b>4.0%</b>	<b>8.0%</b>	<b>0.0%</b>	<b>6.4%</b>	<b>4.2%</b>
2 adults with child(ren)	<b>3.2%</b>	<b>5.2%</b>	<b>13.5%</b>	<b>7.0%</b>	<b>4.0%</b>	<b>7.6%</b>
3 or more adults with child(ren)	<b>1.5%</b>	<b>2.8%</b>	<b>10.4%</b>	<b>1.4%</b>	<b>0.2%</b>	<b>4.4%</b>

Note: \* One, two, three or more adults travelling with child(ren) indicate family travel parties in this result. **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

## 4-4. Age Composition

Figure 6: Composition of Age in the Same-Day Visitor Parties to PEI  
(Total Parties N = 114,049)



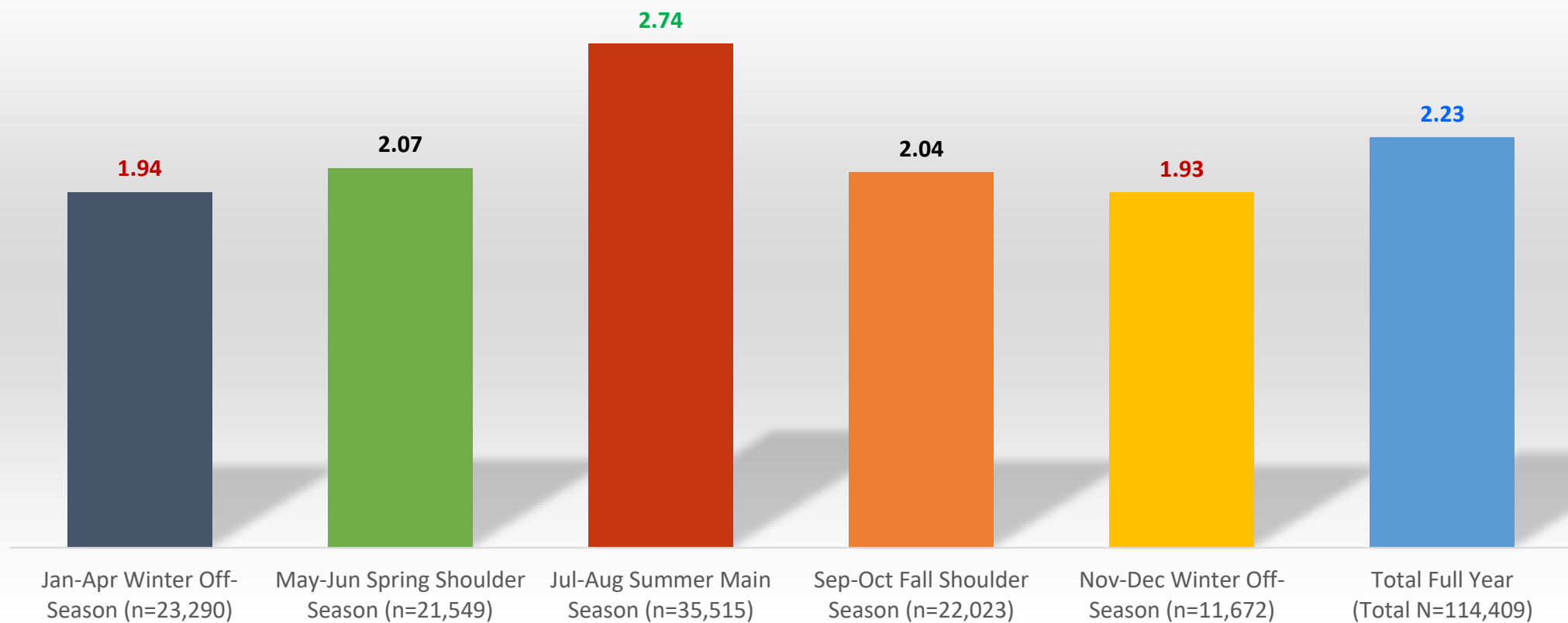
## 4-4. Age Composition (cont'd)

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties <i>N</i> (%)	23,290 (20.4%)	21,549 (18.9%)	35,515 (31.1%)	22,023 (19.3%)	11,672 (10.2%)	114,049 (100.0%)
Young Adult (18 to 34) Travellers	2.7%	6.1%	3.4%	6.3%	0.6%	4.0%
Middle Aged (35 to 54) Travellers	26.0%	24.1%	8.9%	18.6%	14.4%	17.7%
Senior (55 and over) Travellers	48.8%	43.0%	45.0%	55.0%	56.7%	48.5%
Multi-generation Travellers	16.3%	14.8%	10.9%	11.6%	17.8%	13.6%
Adults with Child(ren) / Families	6.1%	12.0%	31.9%	8.5%	10.6%	16.2%

Note: \* One, two, three or more adults travelling with child(ren) indicate family travel parties in this result. **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

## 4-5. Travel Party Size

Figure 7: Average Travel Party Size for Same-Day Visitor Parties by Season



Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

## 4-5. Travel Party Size (cont'd)

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties <i>N</i> (%)	23,290 (20.4%)	21,549 (18.9%)	35,515 (31.1%)	22,023 (19.3%)	11,672 (10.2%)	114,049 (100.0%)
Average Travel Party Size	<b>1.94</b>	<b>2.07</b>	<b>2.74</b>	<b>2.04</b>	<b>1.93</b>	<b>2.23</b>
Average Number of Male Travellers	<b>1.12</b>	<b>1.12</b>	<b>1.27</b>	<b>1.28</b>	<b>1.05</b>	<b>1.19</b>
Average Number of Female Travellers	<b>0.81</b>	<b>0.95</b>	<b>1.47</b>	<b>0.76</b>	<b>0.88</b>	<b>1.04</b>
Average Number of Children Travellers	<b>0.09</b>	<b>0.34</b>	<b>0.62</b>	<b>0.11</b>	<b>0.14</b>	<b>0.31</b>
Average Number of Adult Travellers	<b>1.85</b>	<b>1.72</b>	<b>2.13</b>	<b>1.94</b>	<b>1.79</b>	<b>1.92</b>

Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

## 4-6. Gender and Age of Same-Day Visitors to PEI

Figure 8: Gender of Individual Same-Day Visitors to PEI  
(Total Visitors N = 292,475)

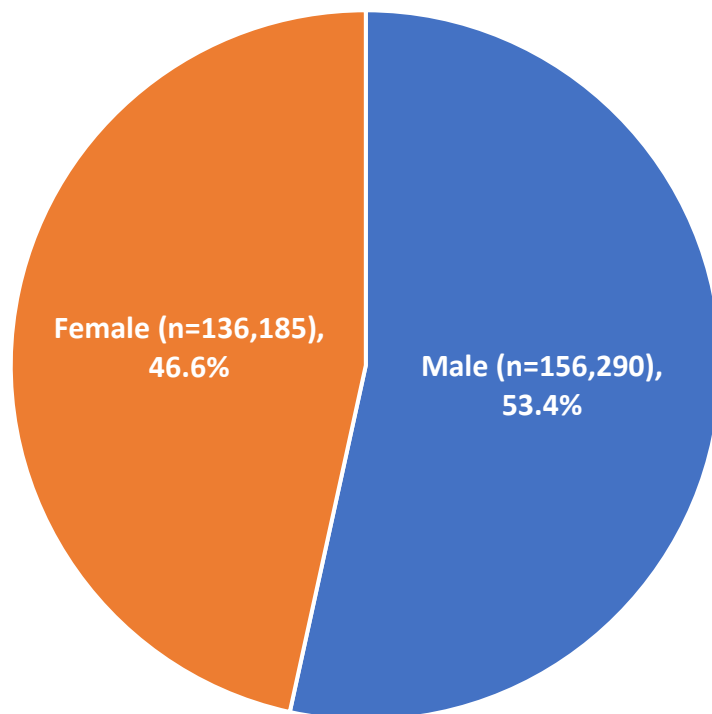
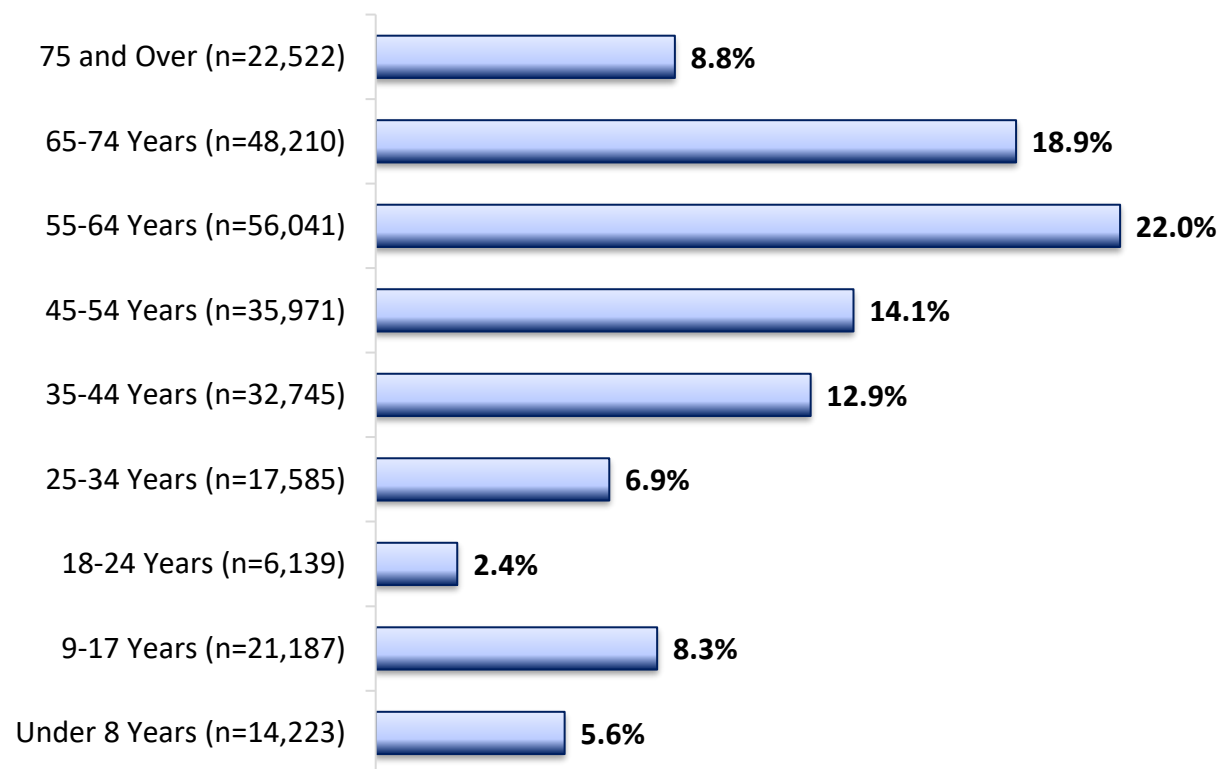


Figure 9: Age of Individual Same-Day Visitors to PEI  
(Total Visitors N = 292,475)



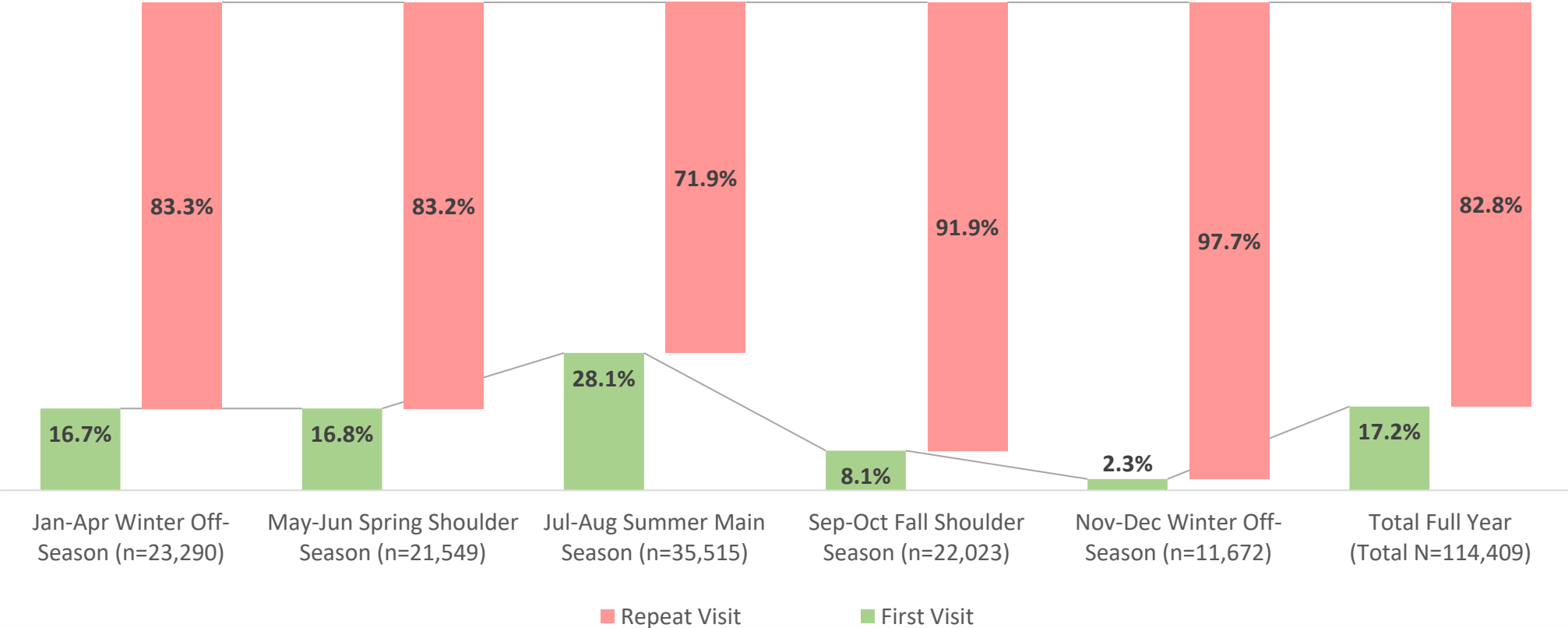
## 4-6. Gender and Age of Individual Same-Day Visitors to PEI (cont'd)

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
<b>Individual Visitors <i>N</i> (%)</b>	<b>47,921 (16.4%)</b>	<b>54,022 (18.5%)</b>	<b>114,555 (39.2%)</b>	<b>51,899 (17.7%)</b>	<b>24,078 (8.2%)</b>	<b>292,475 (100.0%)</b>
<b>Gender</b>						
Male	58.0%	54.1%	46.4%	62.8%	54.5%	<b>53.4%</b>
Female	42.0%	45.9%	53.6%	37.2%	45.5%	<b>46.6%</b>
<b>Age</b>						
Under 8 Years	3.1%	1.3%	10.4%	4.6%	0.5%	<b>5.6%</b>
9-17 Years	1.6%	15.4%	12.0%	0.6%	7.0%	<b>8.3%</b>
18-24 Years	1.8%	1.8%	2.8%	2.6%	2.8%	<b>2.4%</b>
25-34 Years	7.7%	4.5%	6.5%	12.1%	1.4%	<b>6.9%</b>
35-44 Years	11.9%	17.3%	15.5%	6.8%	6.7%	<b>12.9%</b>
45-54 Years	17.5%	9.4%	11.3%	15.5%	26.2%	<b>14.1%</b>
55-64 Years	22.1%	23.2%	19.9%	21.8%	28.9%	<b>22.0%</b>
65-74 Years	24.0%	16.8%	13.2%	24.8%	26.0%	<b>18.9%</b>
75 and Over	10.2%	10.3%	8.4%	11.2%	0.7%	<b>8.8%</b>



# 4-7. Type of Visitation

Figure 10: Type of Visitation for Same-Day Visitor Parties by Season



## 4-7. Type of Visitation (cont'd)

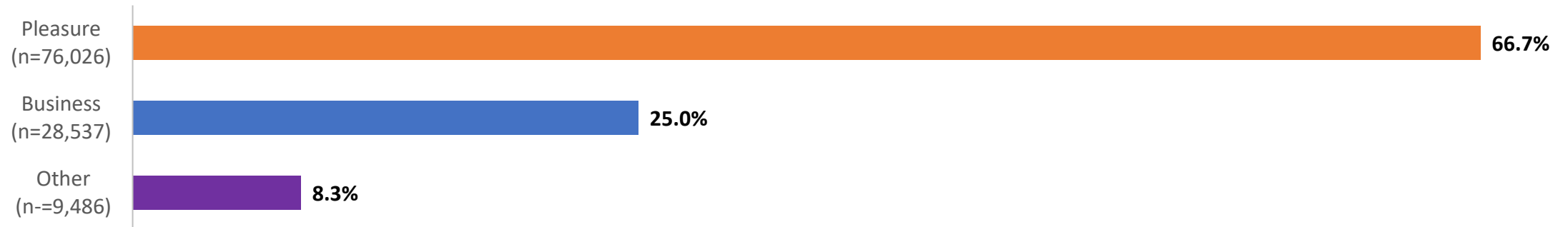
	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
Parties <i>N</i> (%)	23,290 (20.4%)	21,549 (18.9%)	35,515 (31.1%)	22,023 (19.3%)	11,672 (10.2%)	114,049 (100.0%)
<b>Type of Visitation</b>						
First-timers	16.7%	16.8%	28.1%	8.1%	2.3%	17.2%
Repeaters	83.3%	83.2%	71.9%	91.9%	97.7%	82.8%
<b>Return Visit Pattern</b>						
This year (2023)	57.9%	31.4%	17.4%	39.2%	87.4%	41.5%
One year ago (2022)	20.5%	42.2%	45.2%	19.7%	0.5%	28.7%
Two years ago (2021)	0.0%	3.5%	0.9%	0.0%	0.1%	0.9%
Three years ago (2020)	3.0%	6.9%	4.4%	2.3%	0.0%	3.6%
Four years ago (2019)	1.8%	0.0%	0.1%	13.5%	6.6%	4.1%
Five or more years ago (2018 & earlier)	16.8%	16.0%	32.1%	25.3%	5.5%	21.2%
<b>Average Number of Times visited PEI in the Past Five Years (Grouped Median)</b>	4.27 (3.48)	4.62 (2.71)	2.87 (2.27)	2.96 (2.60)	4.31 (4.44)	3.68 (2.82)

Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

Contents	Page
<b>5. WHY VISITORS COME</b>	<b>41</b>
5-1. Primary Reason for the Trip to PEI	42
5-2. Primary Features that Attracted	43

## 5-1. Primary Reason for the Trip

Figure 11: Primary Reason for the Trip to PEI by Same-Day Visitor Parties  
(Total Parties N = 114,049)

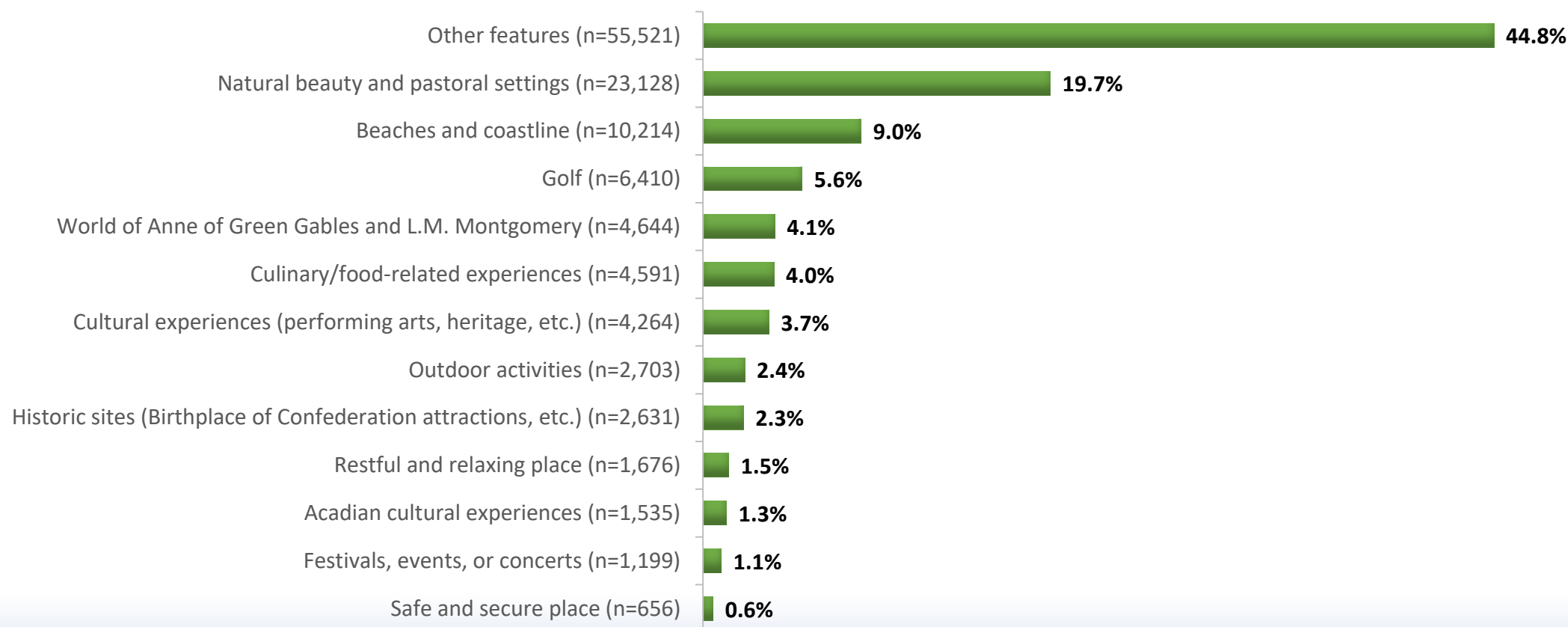


	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties N (%)	23,290 (20.4%)	21,549 (18.9%)	35,515 (31.1%)	22,023 (19.3%)	11,672 (10.2%)	114,049 (100.0%)
Pleasure	<b>52.6%</b>	<b>50.4%</b>	<b>89.9%</b>	<b>69.3%</b>	<b>49.2%</b>	<b>66.7%</b>
Business	<b>41.5%</b>	<b>38.0%</b>	<b>3.1%</b>	<b>26.4%</b>	<b>32.2%</b>	<b>25.0%</b>
Other	<b>5.9%</b>	<b>11.7%</b>	<b>7.0%</b>	<b>4.2%</b>	<b>18.6%</b>	<b>8.3%</b>

Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

## 5-2. Primary Features that Attracted

Figure 12: Primary Features that Attracted Same-Day Visitor Parties to PEI  
(Total Parties N = 114,049)



## 5-2. Primary Features that Attracted (cont'd)

	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
Parties <i>N</i> (%)	23,290 (20.4%)	21,549 (18.9%)	35,515 (31.1%)	22,023 (19.3%)	11,672 (10.2%)	114,049 (100.0%)
Other features	<b>59.5%</b>	<b>38.6%</b>	<b>33.1%</b>	<b>54.5%</b>	<b>43.9%</b>	<b>44.8%</b>
Natural beauty and pastoral settings	<b>19.2%</b>	<b>18.3%</b>	<b>16.3%</b>	<b>17.8%</b>	<b>36.8%</b>	<b>19.7%</b>
Beaches and coastline	<b>4.3%</b>	<b>12.5%</b>	<b>11.7%</b>	<b>6.1%</b>	<b>8.6%</b>	<b>9.0%</b>
Golf	<b>0.0%</b>	<b>17.1%</b>	<b>4.4%</b>	<b>5.2%</b>	<b>0.0%</b>	<b>5.6%</b>
World of Anne of Green Gables and L.M. Montgomery	<b>0.1%</b>	<b>5.0%</b>	<b>4.2%</b>	<b>6.9%</b>	<b>4.4%</b>	<b>4.1%</b>
Culinary/food-related experiences	<b>4.5%</b>	<b>0.1%</b>	<b>8.6%</b>	<b>2.2%</b>	<b>0.1%</b>	<b>4.0%</b>
Cultural experiences	<b>1.9%</b>	<b>0.0%</b>	<b>6.2%</b>	<b>6.9%</b>	<b>0.6%</b>	<b>3.7%</b>
Outdoor activities	<b>1.5%</b>	<b>5.5%</b>	<b>3.2%</b>	<b>0.1%</b>	<b>0.0%</b>	<b>2.4%</b>
Historic sites	<b>0.1%</b>	<b>0.1%</b>	<b>7.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.3%</b>
Restful and relaxing place	<b>3.0%</b>	<b>2.7%</b>	<b>1.0%</b>	<b>0.1%</b>	<b>0.2%</b>	<b>1.5%</b>
Acadian cultural experiences	<b>1.5%</b>	<b>0.0%</b>	<b>3.4%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.3%</b>
Festivals, events, or concerts	<b>2.4%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>5.3%</b>	<b>1.1%</b>
Safe and secure place	<b>1.9%</b>	<b>0.0%</b>	<b>0.5%</b>	<b>0.1%</b>	<b>0.0%</b>	<b>0.6%</b>

Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

Contents	Page
<b>6. HOW VISITORS COME</b>	<b>45</b>
6-1. Entry and Exit Points	46
6-2. Rental Vehicle Usage and Location of the Vehicle Pick-Up	47

## 6-1. Entry and Exit Points

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties <i>N</i> (%)	23,290 (20.4%)	21,549 (18.9%)	35,515 (31.1%)	22,023 (19.3%)	11,672 (10.2%)	114,049 (100.0%)
<b>Entry Point</b>						
Charlottetown Airport	<b>0.3%</b>	<b>0.6%</b>	<b>0.9%</b>	<b>0.5%</b>	<b>0.6%</b>	<b>0.6%</b>
Confederation Bridge	<b>99.7%</b>	<b>91.3%</b>	<b>79.5%</b>	<b>95.1%</b>	<b>97.7%</b>	<b>90.8%</b>
Wood Islands Ferry Terminal	<b>0.0%</b>	<b>8.1%</b>	<b>19.6%</b>	<b>4.4%</b>	<b>1.7%</b>	<b>8.7%</b>
<b>Exit Point</b>						
Charlottetown Airport	0.3%	0.6%	0.5%	0.6%	0.6%	<b>0.5%</b>
Confederation Bridge	99.7%	98.6%	98.2%	98.4%	98.9%	<b>98.7%</b>
Wood Islands Ferry Terminal	0.0%	0.8%	1.3%	1.0%	0.5%	<b>0.8%</b>
<b>Mix of Entry and Exit Points</b>						
Air only	<b>0.8%</b>	<b>1.0%</b>	<b>1.0%</b>	<b>0.5%</b>	<b>6.9%</b>	<b>1.5%</b>
Bridge only	<b>99.1%</b>	<b>90.4%</b>	<b>78.6%</b>	<b>93.8%</b>	<b>91.1%</b>	<b>89.2%</b>
Ferry only	<b>0.0%</b>	<b>1.5%</b>	<b>0.6%</b>	<b>1.0%</b>	<b>1.5%</b>	<b>0.8%</b>
Bridge and Ferry Mix	<b>0.0%</b>	<b>7.1%</b>	<b>19.4%</b>	<b>3.7%</b>	<b>0.4%</b>	<b>8.1%</b>
Air and Bridge or Ferry Mix	<b>0.0%</b>	<b>0.1%</b>	<b>0.4%</b>	<b>1.0%</b>	<b>0.1%</b>	<b>0.3%</b>

Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.



## 6-2. Rental Vehicle Usage and Location of the Vehicle Pick-Up

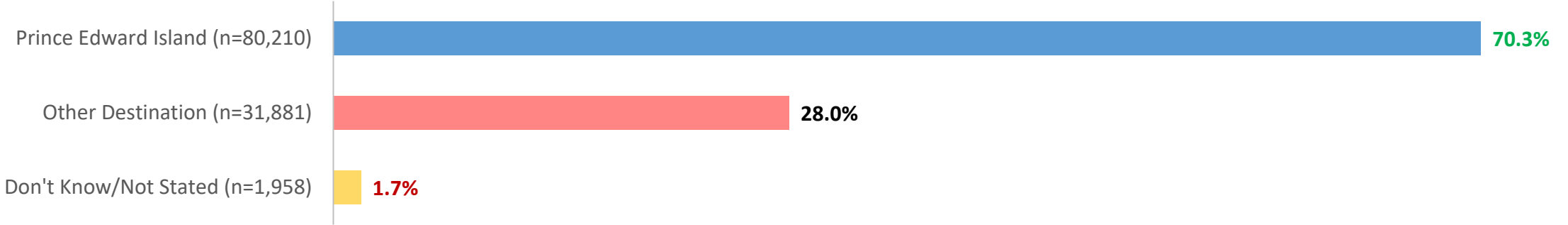
	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
<b>Parties N (%)</b>	<b>23,290 (20.4%)</b>	<b>21,549 (18.9%)</b>	<b>35,515 (31.1%)</b>	<b>22,023 (19.3%)</b>	<b>11,672 (10.2%)</b>	<b>114,049 (100.0%)</b>
<b>Rental Vehicle Usage</b>						
Yes	<b>11.0%</b>	<b>4.8%</b>	<b>9.5%</b>	<b>22.3%</b>	<b>10.0%</b>	<b>11.5%</b>
No	<b>89.0%</b>	<b>95.2%</b>	<b>90.5%</b>	<b>77.7%</b>	<b>90.0%</b>	<b>88.5%</b>
<b>Location of the Vehicle Pick-Up</b>	<b>2,554 (19.5%)</b>	<b>1,044 (8.0%)</b>	<b>3,391 (26.0%)</b>	<b>4,902 (37.5%)</b>	<b>1,173 (9.0%)</b>	<b>13,064 (100.0%)</b>
Prince Edward Island	<b>6.7%</b>	<b>11.0%</b>	<b>11.3%</b>	<b>23.4%</b>	<b>86.5%</b>	<b>21.7%</b>
New Brunswick	<b>14.7%</b>	<b>60.2%</b>	<b>63.4%</b>	<b>57.3%</b>	<b>2.3%</b>	<b>45.9%</b>
Nova Scotia	<b>69.2%</b>	<b>2.5%</b>	<b>6.0%</b>	<b>5.8%</b>	<b>3.8%</b>	<b>17.8%</b>
Quebec	<b>6.4%</b>	<b>9.2%</b>	<b>10.7%</b>	<b>4.0%</b>	<b>6.9%</b>	<b>6.9%</b>
Ontario	<b>0.0%</b>	<b>0.0%</b>	<b>5.3%</b>	<b>8.9%</b>	<b>0.0%</b>	<b>4.7%</b>
Other Canadian provinces	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.2%</b>	<b>0.0%</b>	<b>0.1%</b>
New England states	<b>3.0%</b>	<b>7.9%</b>	<b>2.5%</b>	<b>0.3%</b>	<b>0.3%</b>	<b>2.0%</b>
Other US states	<b>0.0%</b>	<b>9.2%</b>	<b>0.8%</b>	<b>0.0%</b>	<b>0.1%</b>	<b>0.9%</b>

Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level; '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

Contents	Page
<b>7. WHERE VISITORS STAY</b>	<b>48</b>
7-1. Primary Destination of the Trip	49
7-2. Trip Duration	50
7-3. PEI Regions Visited During the Same-Day Trip	51

# 7-1. Primary Destination of the Trip

Figure 13: Primary Destination of the Trip by Same-Day Visitor Parties  
(Total Parties N = 114,049)



	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties N (%)	23,290 (20.4%)	21,549 (18.9%)	35,515 (31.1%)	22,023 (19.3%)	11,672 (10.2%)	114,049 (100.0%)
Prince Edward Island	84.6%	70.7%	52.4%	79.5%	78.4%	70.3%
Other Destination	13.6%	23.4%	47.1%	20.1%	21.6%	28.0%
Don't Know/Not Stated	1.7%	5.8%	0.6%	0.4%	0.0%	1.7%

Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

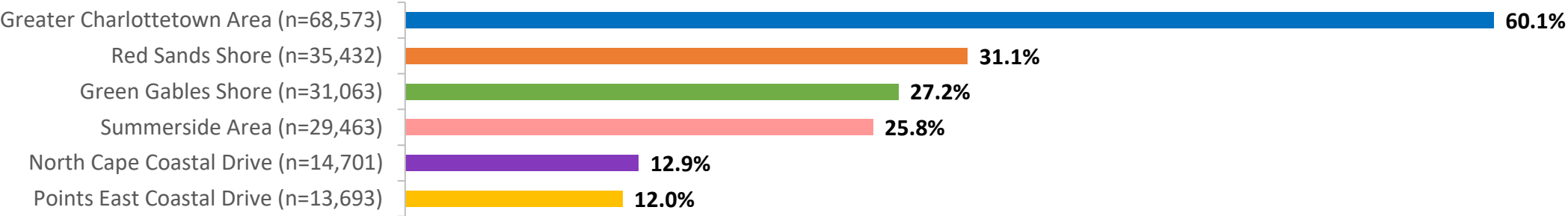
## 7-2. Trip Duration

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder Season		Jul-Aug Summer Main Season		Sep-Oct Fall Shoulder Season		Nov-Dec Winter Off-Season		Total Full-Year	
Parties <i>N</i> (%)	23,290 (20.4%)		21,549 (18.9%)		35,515 (31.1%)		22,023 (19.3%)		11,672 (10.2%)		114,049 (100.0%)	
Average Trip Duration	Nights	%	Nights	%	Nights	%	Nights	%	Nights	%	Nights	%
Total Nights of the Trip	<b>2.00</b>	100.0%	<b>4.33</b>	100.0%	<b>4.96</b>	100.0%	<b>2.31</b>	100.0%	<b>1.81</b>	100.0%	<b>3.40</b>	100.0%
Nights stayed in Prince Edward Island	<b>0.00</b>	0.0%	<b>0.00</b>	0.0%	<b>0.00</b>	0.0%	<b>0.00</b>	0.0%	<b>0.00</b>	0.0%	<b>0.00</b>	0.0%
Nights stayed in New Brunswick	<b>0.27</b>	13.5%	<b>1.22</b>	28.2%	<b>2.80</b>	56.4%	<b>1.01</b>	43.6%	<b>1.19</b>	65.4%	<b>1.47</b>	43.3%
Nights stayed in Nova Scotia	<b>1.49</b>	74.4%	<b>0.98</b>	22.6%	<b>1.10</b>	22.3%	<b>0.62</b>	26.9%	<b>0.23</b>	12.7%	<b>0.98</b>	28.7%
Nights stayed in Newfoundland and Labrador	<b>0.03</b>	1.7%	<b>0.19</b>	4.4%	<b>0.13</b>	2.6%	<b>0.02</b>	0.8%	<b>0.04</b>	2.0%	<b>0.09</b>	2.7%
Nights stayed in Magdalen Islands	<b>0.00</b>	0.0%	<b>0.18</b>	4.1%	<b>0.24</b>	4.7%	<b>0.27</b>	11.9%	<b>0.22</b>	12.2%	<b>0.18</b>	5.4%
Nights stayed elsewhere	<b>0.21</b>	10.5%	<b>1.76</b>	40.7%	<b>0.69</b>	14.0%	<b>0.39</b>	16.8%	<b>0.14</b>	7.7%	<b>0.68</b>	20.0%

Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level; '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

# 7-3. PEI Regions Visited During the Same-Day Trip

Figure 14: PEI Regions Visited by Same-Day Visitor Parties  
(Total Parties N = 114,049)



	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
<b>Parties N (%)</b>	<b>23,290 (20.4%)</b>	<b>21,549 (18.9%)</b>	<b>35,515 (31.1%)</b>	<b>22,023 (19.3%)</b>	<b>11,672 (10.2%)</b>	<b>114,049 (100.0%)</b>
Greater Charlottetown Area	<b>57.8%</b>	<b>57.1%</b>	<b>65.3%</b>	<b>68.3%</b>	<b>39.2%</b>	<b>60.1%</b>
Red Sands Shore	<b>23.9%</b>	<b>26.5%</b>	<b>39.3%</b>	<b>34.5%</b>	<b>22.3%</b>	<b>31.1%</b>
Green Gables Shore	<b>10.7%</b>	<b>25.1%</b>	<b>43.1%</b>	<b>34.5%</b>	<b>1.9%</b>	<b>27.2%</b>
Summerside Area	<b>30.2%</b>	<b>36.3%</b>	<b>20.1%</b>	<b>21.6%</b>	<b>23.1%</b>	<b>25.8%</b>
North Cape Coastal Drive	<b>7.7%</b>	<b>23.7%</b>	<b>9.1%</b>	<b>11.9%</b>	<b>16.8%</b>	<b>12.9%</b>
Points East Coastal Drive	<b>8.9%</b>	<b>16.9%</b>	<b>14.0%</b>	<b>10.7%</b>	<b>5.7%</b>	<b>12.0%</b>

Note: Results were based on multiple responses. A "visit" was defined as dining, visiting an attraction, or participating in an activity in the region, and not travelling through the region only; **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

Contents	Page
<b>8. WHERE VISITORS GO AND SPEND</b>	<b>52</b>
8-1. Activities Participated in While in PEI	53
8-2. Estimated Total Direct Travel Expenditures	55
8-3. Estimated Average Spending per Party per Visit	58
8-4. Estimated Average Spending per Person per Day	59

## 8-1. Activities Participated in While in PEI

	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
Parties <i>N</i> (%)	23,290 (20.4%)	21,549 (18.9%)	35,515 (31.1%)	22,023 (19.3%)	11,672 (10.2%)	114,049 (100.0%)
Driving tour (scenic drives/views)	<b>24.9%</b>	42.1%	<b>51.6%</b>	36.1%	46.1%	<b>40.8%</b>
Visiting friends and/or relatives	<b>24.2%</b>	26.4%	<b>21.7%</b>	25.9%	<b>39.8%</b>	<b>25.7%</b>
Going to a full-service restaurant	<b>13.1%</b>	21.1%	<b>32.5%</b>	<b>28.4%</b>	<b>5.2%</b>	<b>22.8%</b>
Going to a beach	<b>11.4%</b>	<b>22.7%</b>	<b>31.8%</b>	<b>28.8%</b>	<b>6.2%</b>	<b>22.7%</b>
Shopping for local products	<b>9.8%</b>	21.5%	<b>39.0%</b>	19.1%	<b>1.1%</b>	<b>22.0%</b>
Sightseeing, appreciating pastoral or rural settings	<b>5.1%</b>	<b>29.4%</b>	22.6%	19.0%	<b>5.7%</b>	<b>17.9%</b>
Shopping for general merchandise	<b>9.7%</b>	17.1%	<b>22.1%</b>	16.7%	<b>10.0%</b>	<b>16.3%</b>
Visiting historic/heritage sites, or cultural attractions	<b>5.0%</b>	<b>26.5%</b>	<b>28.4%</b>	6.8%	<b>1.2%</b>	<b>16.3%</b>
Sampling local culinary products	<b>4.7%</b>	14.5%	<b>26.4%</b>	16.1%	<b>5.2%</b>	<b>15.6%</b>
Seeing natural wonders	<b>7.7%</b>	<b>15.3%</b>	<b>17.0%</b>	<b>16.7%</b>	<b>1.1%</b>	<b>13.1%</b>
Visiting a national or provincial park	<b>2.4%</b>	13.1%	<b>15.9%</b>	12.7%	<b>5.7%</b>	<b>11.0%</b>
Attending a live performance/entertainment	<b>0.7%</b>	5.7%	11.3%	<b>18.6%</b>	5.3%	<b>8.9%</b>
Going to a museum or art gallery	<b>0.1%</b>	<b>12.8%</b>	<b>12.6%</b>	3.5%	<b>0.0%</b>	<b>7.0%</b>
Experiencing night-life activities (bars, nightclubs, etc.)	<b>1.7%</b>	8.5%	<b>11.7%</b>	6.6%	<b>1.0%</b>	<b>7.0%</b>
Visiting Anne of Green Gables related attractions	<b>0.9%</b>	<b>11.7%</b>	<b>11.4%</b>	4.4%	<b>0.4%</b>	<b>6.8%</b>

Note: Results were based on multiple responses; **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

## 8-1. Activities Participated in While in PEI (cont'd)

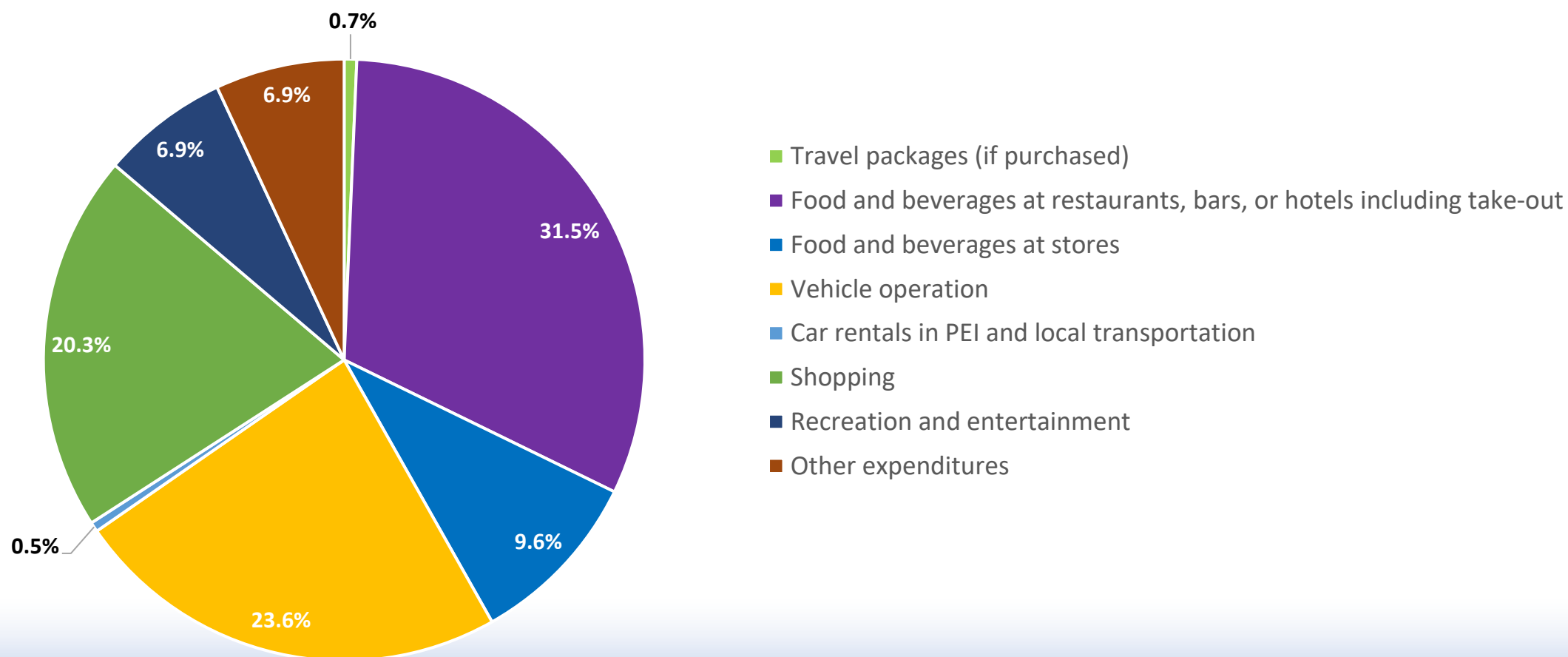
	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
Parties <i>N</i> (%)	23,290 (20.4%)	21,549 (18.9%)	35,515 (31.1%)	22,023 (19.3%)	11,672 (10.2%)	114,049 (100.0%)
Taking part in an authentic PEI experience/hands-on learning activity (clam digging, pottery, etc.)	0.0%	8.6%	3.4%	12.4%	0.0%	5.1%
Using the Confederation Trail or other trails	1.6%	3.1%	0.2%	18.5%	0.0%	4.5%
Attending a festival, event, or concert	1.0%	3.0%	9.5%	2.3%	0.4%	4.2%
Visiting a theme, fun or amusement park	1.5%	1.3%	3.2%	3.1%	0.0%	2.1%
Going to a casino/racino	0.0%	0.1%	1.3%	8.5%	0.0%	2.1%
Attending a sports event or tournament	2.4%	0.0%	0.0%	2.9%	8.5%	1.9%
Participating in recreational fishing or hunting	0.0%	2.9%	3.6%	0.0%	0.0%	1.7%
Participating in nature-based outdoor activities	0.1%	2.3%	3.6%	0.2%	0.4%	1.6%
Participating in cold-weather activities	5.1%	0.0%	0.0%	0.0%	5.6%	1.6%
Participating in water-based activities	0.0%	3.0%	2.9%	0.0%	0.0%	1.5%
Playing golf (not miniature)	0.0%	0.1%	0.3%	2.1%	0.0%	0.5%
Health and wellness activities	0.5%	0.0%	0.0%	0.0%	2.0%	0.3%
Participating in recreational motorized activities	0.0%	0.0%	0.4%	0.0%	0.0%	0.1%
Other	16.0%	5.8%	4.4%	5.2%	0.1%	6.8%

Note: Results were based on multiple responses; '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments; **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.



## 8-2. Estimated Total Direct Expenditures

Figure 15: Breakdown of Tourism Expenditures by Same-Day Visitor Parties to PEI  
(Total Parties  $N = 114,049$  or Total Visitors  $N = 254,623$ )



## 8-2. Estimated Total Direct Expenditures (cont'd)

	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
Parties <i>N</i> (%)	23,290 (20.4%)	21,549 (18.9%)	35,515 (31.1%)	22,023 (19.3%)	11,672 (10.2%)	114,049 (100.0%)
<b>Estimated Total Direct Expenditures (\$)</b>	<b>\$3,577,681</b>	<b>\$3,624,532</b>	<b>\$8,671,536</b>	<b>\$3,856,214</b>	<b>\$1,800,302</b>	<b>\$21,530,264</b>
Travel packages (if purchased)	\$0	\$0	\$1,503	\$125,824	\$17,861	<b>\$145,188</b>
Food and beverages at restaurants, bars, or hotels	\$951,631	\$1,122,301	\$3,168,432	\$1,056,175	\$493,932	<b>\$6,792,472</b>
Food and beverages at stores	\$642,783	\$218,005	\$842,182	\$342,912	\$19,442	<b>\$2,065,324</b>
Vehicle operation	\$1,044,162	\$842,703	\$1,695,751	\$1,003,697	\$484,616	<b>\$5,070,928</b>
Car rentals in PEI and local transportation	\$24,944	\$1,118	\$48,879	\$827	\$36,542	<b>\$112,310</b>
Shopping	\$627,307	\$867,982	\$1,928,109	\$585,549	\$365,100	<b>\$4,374,047</b>
Recreation and entertainment	\$26,159	\$242,800	\$791,853	\$154,258	\$260,246	<b>\$1,475,316</b>
Other expenditures	\$260,694	\$329,622	\$194,827	\$586,972	\$122,564	<b>\$1,494,679</b>

Note: Total expenditures in each season were calculated as follows: Number of parties × average spending per party per visit *or* Number of same-day visitors × average spending per person per day.

## 8-2. Estimated Total Direct Expenditures (cont'd)

	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
Parties <i>N</i> (%)	23,290 (20.4%)	21,549 (18.9%)	35,515 (31.1%)	22,023 (19.3%)	11,672 (10.2%)	114,049 (100.0%)
% of Estimated Total Direct Expenditures	(16.6%)	(16.6%)	(40.3%)	(17.9%)	(8.4%)	(100.0%)
Travel packages (if purchased)	0.0%	0.0%	0.02%	3.3%	1.0%	0.7%
Food and beverages at restaurants, bars, or hotels	26.6%	31.0%	36.5%	27.4%	27.4%	31.5%
Food and beverages at stores	18.0%	6.0%	9.7%	8.9%	1.1%	9.6%
Vehicle operation	29.2%	23.2%	19.6%	26.0%	26.9%	23.6%
Car rentals in PEI and local transportation	0.7%	0.0%	0.6%	0.0%	2.0%	0.5%
Shopping	17.5%	23.9%	22.2%	15.2%	20.3%	20.3%
Recreation and entertainment	0.7%	6.7%	9.1%	4.0%	14.5%	6.9%
Other expenditures	7.3%	9.1%	2.2%	15.2%	6.8%	6.9%

## 8-3. Average Spending per Party per Visit

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties <i>N</i> (%)	23,290 (20.4%)	21,549 (18.9%)	35,515 (31.1%)	22,023 (19.3%)	11,672 (10.2%)	114,049 (100.0%)
<b>Average Spending per Party per Visit (\$)</b>	<b>\$153.62</b>	<b>\$168.20</b>	<b>\$244.17</b>	<b>\$175.10</b>	<b>\$154.24</b>	<b>\$188.78</b>
Travel packages (if purchased)	\$0.00	\$0.00	\$0.04	\$5.71	\$1.53	\$1.27
Food and beverages at restaurants, bars, or hotels	\$40.86	\$52.08	\$89.21	\$47.96	\$42.32	\$59.56
Food and beverages at stores	\$27.60	\$10.12	\$23.71	\$15.57	\$1.67	\$18.11
Vehicle operation	\$44.83	\$39.11	\$47.75	\$45.57	\$41.52	\$44.46
Car rentals in PEI and local transportation	\$1.07	\$0.05	\$1.38	\$0.04	\$3.13	\$0.98
Shopping	\$26.93	\$40.28	\$54.29	\$26.59	\$31.28	\$38.35
Recreation and entertainment	\$1.12	\$11.27	\$22.30	\$7.00	\$22.30	\$12.94
Other expenditures	\$11.19	\$15.30	\$5.49	\$26.65	\$10.50	\$13.11
<b>Average Party Size</b>	<b>1.94</b>	<b>2.07</b>	<b>2.74</b>	<b>2.04</b>	<b>1.93</b>	<b>2.23</b>
<b>Estimated Number of Same-Day Visitors</b>	<b>45,084</b>	<b>44,540</b>	<b>97,422</b>	<b>45,000</b>	<b>22,577</b>	<b>254,623</b>

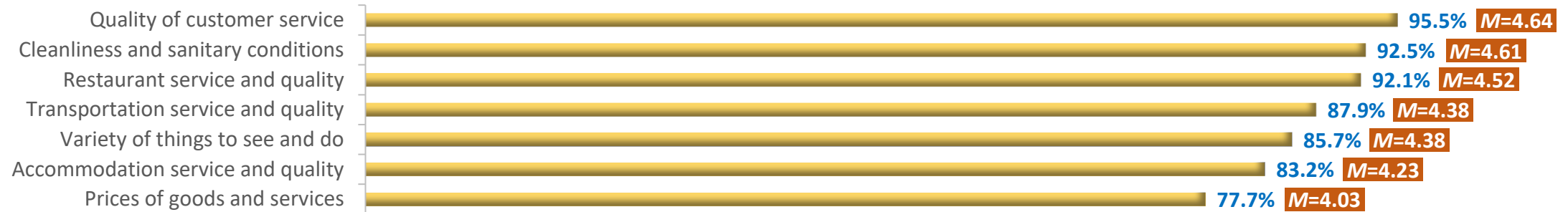
## 8-4. Average Spending per Person per Day

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties <i>N</i> (%)	23,290 (20.4%)	21,549 (18.9%)	35,515 (31.1%)	22,023 (19.3%)	11,672 (10.2%)	114,049 (100.0%)
<b>Average Spending per Person per Visit (\$)</b>	<b>\$79.36</b>	<b>\$81.38</b>	<b>\$89.01</b>	<b>\$85.69</b>	<b>\$79.74</b>	<b>\$84.56</b>
Travel packages (if purchased)	\$0.00	\$0.00	\$0.02	\$2.80	\$0.79	\$0.57
Food and beverages at restaurants, bars, or hotels	\$21.11	\$25.20	\$32.52	\$23.47	\$21.88	\$26.68
Food and beverages at stores	\$14.26	\$4.89	\$8.64	\$7.62	\$0.86	\$8.11
Vehicle operation	\$23.16	\$18.92	\$17.41	\$22.30	\$21.47	\$19.92
Car rentals in PEI and local transportation	\$0.55	\$0.03	\$0.50	\$0.02	\$1.62	\$0.44
Shopping	\$13.91	\$19.49	\$19.79	\$13.01	\$16.17	\$17.18
Recreation and entertainment	\$0.58	\$5.45	\$8.13	\$3.43	\$11.53	\$5.79
Other expenditures	\$5.78	\$7.40	\$2.00	\$13.04	\$5.43	\$5.87
<b>Average Party Size</b>	<b>1.94</b>	<b>2.07</b>	<b>2.74</b>	<b>2.04</b>	<b>1.93</b>	<b>2.23</b>
<b>Estimated Number of Same-Day Visitors</b>	<b>45,084</b>	<b>44,540</b>	<b>97,422</b>	<b>45,000</b>	<b>22,577</b>	<b>254,623</b>

Contents	Page
<b>9. HOW PEI RATES</b>	<b>60</b>
9-1. Rating of Travel Services	61
9-2. Instance of Complaints	62
9-3. Travel Evaluation and Overall Satisfaction	64
9-4. Future Behavioural Intentions	65

## 9-1. Rating of Travel Services

Figure 16: Rating of Travel Services by Same-Day Visitor Parties  
(Total Parties N = 114,049)

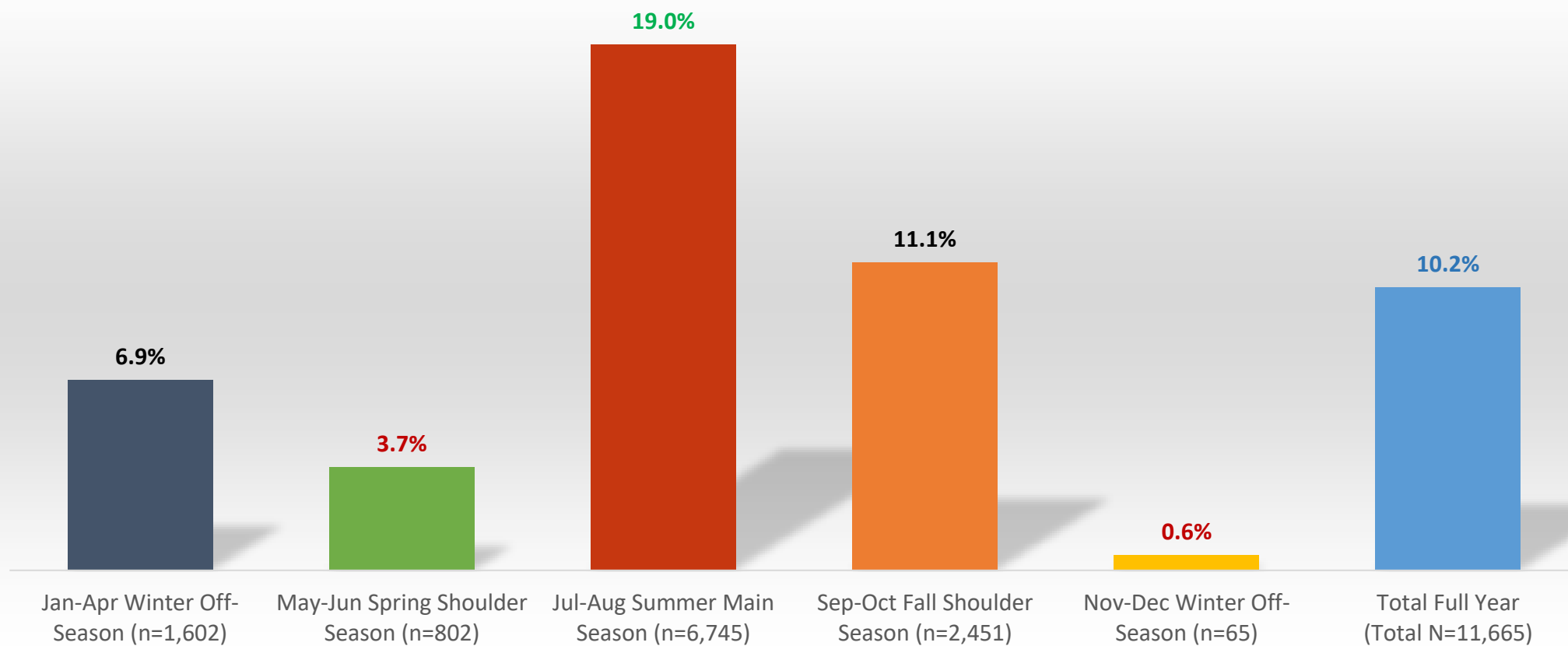


	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
Parties N (%)	23,290 (20.4%)	21,549 (18.9%)	35,515 (31.1%)	22,023 (19.3%)	11,672 (10.2%)	114,049 (100.0%)
Quality of customer service	97.1%	95.6%	96.3%	97.9%	88.0%	95.5%
Cleanliness and sanitary conditions	96.4%	99.3%	97.3%	86.1%	48.1%	92.5%
Restaurant service and quality	96.7%	99.6%	95.2%	77.8%	84.6%	92.1%
Transportation service and quality	94.6%	79.1%	94.1%	79.4%	83.6%	87.9%
Variety of things to see and do	83.4%	95.1%	83.9%	85.9%	77.2%	85.7%
Accommodation service and quality	84.2%	68.5%	89.2%	95.7%	73.2%	83.2%
Prices of goods and services	82.4%	86.7%	76.2%	67.3%	76.6%	77.7%

Note: Results were based on those who rated each of the items; while percent (%) indicates the percentage of respondents who rated the item 4 or 5 based on a 5-point Likert-type scale, *M* indicates mean values; **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

## 9-2. Instance of Complaints

Figure 17: Instance of Complaints by Season



Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.



## 9-2. Instance of Complaints (cont'd)

Figure 17: Related Keywords Associated with Complaints  
by Same-Day Visitor Parties



## 9-3. Travel Evaluation and Overall Satisfaction

Figure 19: Travel Evaluation and Overall Satisfaction by Same-Day Visitor Parties  
(Total Parties N = 114,049)



	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties N (%)	23,290 (20.4%)	21,549 (18.9%)	35,515 (31.1%)	22,023 (19.3%)	11,672 (10.2%)	114,049 (100.0%)
I was satisfied with my trip to PEI	<b>93.6%</b>	<b>90.2%</b>	<b>82.6%</b>	<b>96.0%</b>	<b>88.3%</b>	<b>89.3%</b>
My trip to PEI was a good way to spend my time	<b>89.6%</b>	<b>88.6%</b>	<b>91.4%</b>	<b>77.1%</b>	<b>88.2%</b>	<b>87.4%</b>
PEI was a safe and hygienic destination	<b>96.8%</b>	<b>99.7%</b>	<b>84.3%</b>	<b>68.6%</b>	<b>68.6%</b>	<b>86.4%</b>
My trip to PEI was good value for money spent	<b>76.6%</b>	<b>81.9%</b>	<b>75.8%</b>	<b>77.2%</b>	<b>72.8%</b>	<b>77.0%</b>

Note: Results were based on those who rated each of the items; while percent (%) indicates the percentage of respondents who rated the item 4 or 5 based on a 5-point Likert-type scale, *M* indicates mean values; **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

# 9-4. Future Behavioural Intentions

Figure 20: Likelihood of Recommending PEI as a Travel Destination to Others by Season

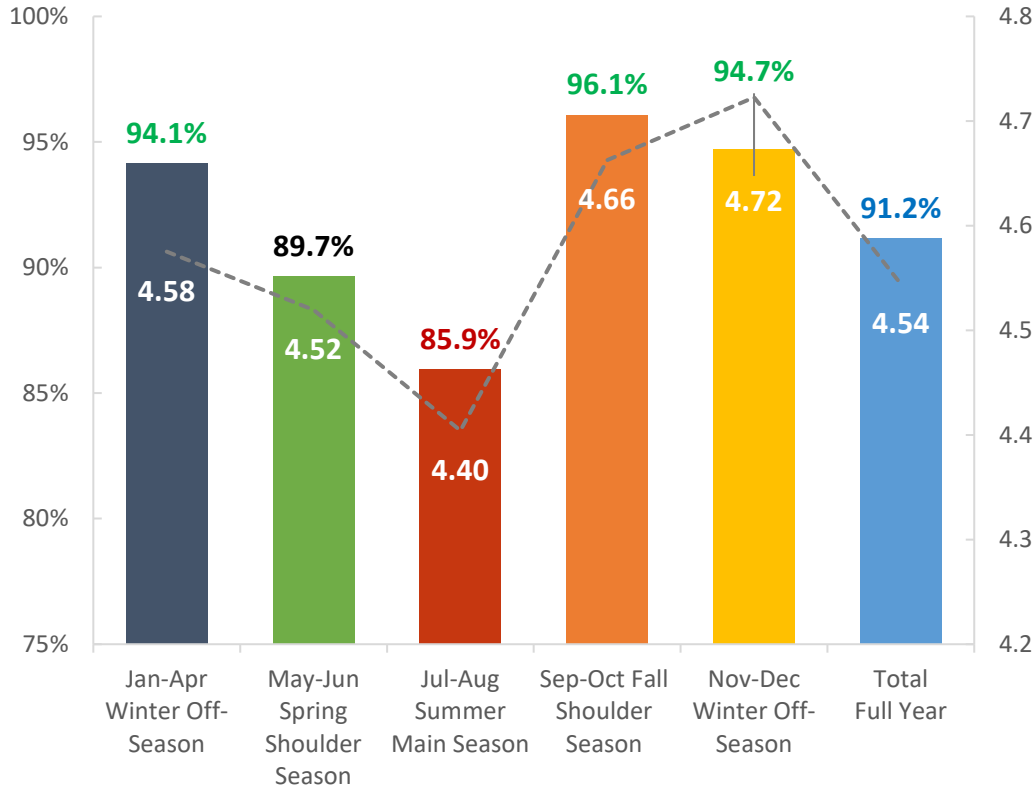
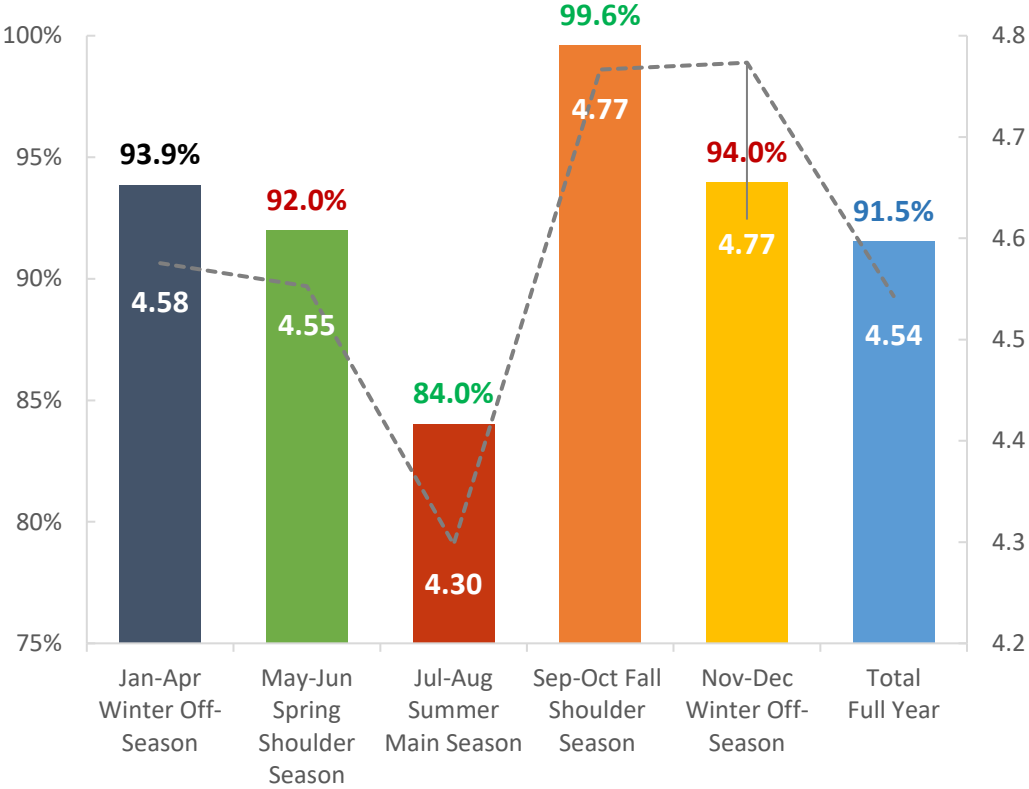


Figure 21: Likelihood of Visiting PEI Again by Season



Note: Results were based on those who rated each of the items; while percent (%) indicates the percentage of respondents who rated the item 4 or 5 based on a 5-point Likert-type scale, numbers inside of each column indicate mean values; **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

Contents	Page
10. DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENTS	66

## 10. Demographic Characteristics of Respondents

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties <i>N</i> (%)	23,290 (20.4%)	21,549 (18.9%)	35,515 (31.1%)	22,023 (19.3%)	11,672 (10.2%)	114,049 (100.0%)
<b>Gender</b>						
Male	60.0%	49.5%	37.3%	65.6%	63.2%	52.4%
Female	40.0%	50.5%	57.1%	34.4%	36.8%	45.9%
Other	0.0%	0.0%	5.6%	0.0%	0.0%	1.7%
<b>Age</b>						
18 to 24	0.3%	3.1%	1.9%	2.7%	5.3%	2.3%
25 to 34	5.7%	5.9%	8.6%	12.4%	2.3%	7.6%
35 to 44	13.3%	24.9%	24.0%	8.0%	0.1%	16.4%
45 to 54	22.8%	15.8%	10.6%	20.6%	26.6%	17.6%
55 to 64	28.3%	13.3%	28.9%	22.0%	30.8%	24.7%
65 to 74	22.2%	25.0%	10.5%	18.8%	28.8%	19.1%
75 and over	7.4%	11.9%	15.5%	15.6%	6.2%	12.2%
<b>Mother Tongue</b>						
English	75.5%	82.2%	64.7%	61.3%	85.9%	71.7%
French	19.8%	15.7%	23.1%	36.6%	13.0%	22.6%
Other	4.7%	2.2%	12.2%	2.0%	1.1%	5.7%

Note: '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

## 10. Demographic Characteristics of Respondents (cont'd)

		Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
<b>Parties N (%)</b>		<b>23,290 (20.4%)</b>	<b>21,549 (18.9%)</b>	<b>35,515 (31.1%)</b>	<b>22,023 (19.3%)</b>	<b>11,672 (10.2%)</b>	<b>114,049 (100.0%)</b>
<b>Marital Status</b>							
Single		8.2%	16.4%	20.7%	15.0%	6.5%	<b>14.8%</b>
Married/living common law		86.1%	72.6%	72.2%	65.5%	88.2%	<b>75.5%</b>
Other		4.7%	10.9%	7.2%	7.1%	5.3%	<b>7.2%</b>
Not Stated		1.0%	0.1%	0.0%	12.3%	0.0%	<b>2.6%</b>
<b>Average Number of Children Living in the Household *</b>							
Children 17 years and younger	Valid N	4,892	6,859	8,659	1,383	1,816	<b>23,610</b>
	(Valid %)	(21.0%)	(31.8%)	(24.4%)	(6.3%)	(15.6%)	<b>(20.7%)</b>
	Avg. #	1.80	2.03	1.86	1.19	1.23	<b>1.81</b>
Children 18 years and older	Valid N	5,782	2,827	2,446	3,774	2,866	<b>17,695</b>
	(Valid %)	(24.8%)	(13.1%)	(6.9%)	(17.1%)	(24.6%)	<b>(15.5%)</b>
	Avg. #	1.58	1.02	1.18	1.13	1.23	<b>1.28</b>

Note: '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments; \* Results were based on respondents who reported the number of children and had at least one child living in the household. The average number of children living in the household was based on the valid number of respondents, excluding '0'.

## 10. Demographic Characteristics of Respondents (cont'd)

	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
Parties <i>N</i> (%)	23,290 (20.4%)	21,549 (18.9%)	35,515 (31.1%)	22,023 (19.3%)	11,672 (10.2%)	114,049 (100.0%)
<b>Education</b>						
Some school	1.5%	0.0%	0.0%	0.1%	0.0%	0.3%
High school diploma	20.9%	17.2%	12.9%	31.9%	16.0%	19.3%
Some post-secondary	7.8%	24.9%	10.3%	0.4%	13.8%	11.0%
Graduated community/technical college	32.6%	20.7%	17.0%	13.1%	6.4%	19.0%
Graduated university (undergraduate)	24.7%	22.9%	31.8%	22.6%	33.7%	27.1%
Post graduate degree/Professional designation	12.3%	14.2%	27.9%	19.6%	30.1%	20.8%
Not Stated	0.1%	0.1%	0.0%	12.4%	0.1%	2.4%
<b>Employment Status</b>						
Working full time	53.7%	50.6%	44.4%	45.7%	33.9%	46.6%
Working part time or seasonally	8.9%	5.5%	7.5%	2.3%	33.3%	9.0%
Unemployed	0.0%	2.8%	4.1%	6.2%	0.0%	3.0%
Retraining or upgrading	1.0%	0.0%	0.0%	0.1%	0.0%	0.2%
Retired	33.1%	38.1%	37.2%	32.5%	32.7%	35.2%
Homemaker	0.0%	2.8%	3.9%	0.0%	0.0%	1.8%
Student	0.3%	0.1%	1.9%	0.9%	0.0%	0.8%
Other	3.0%	0.1%	0.9%	0.0%	0.0%	0.9%
Not Stated	0.1%	0.1%	0.0%	12.4%	0.1%	2.4%

Note: '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

## 10. Demographic Characteristics of Respondents (cont'd)

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
<b>Parties N (%)</b>	<b>23,290 (20.4%)</b>	<b>21,549 (18.9%)</b>	<b>35,515 (31.1%)</b>	<b>22,023 (19.3%)</b>	<b>11,672 (10.2%)</b>	<b>114,049 (100.0%)</b>
<b>Annual Household Income</b>						
Under \$40,000	10.0%	8.0%	14.6%	0.2%	0.1%	<b>8.2%</b>
\$40,000 to \$59,999	12.4%	19.6%	9.6%	18.8%	16.5%	<b>14.5%</b>
\$60,000 to \$79,999	8.3%	12.0%	16.3%	13.9%	11.0%	<b>12.9%</b>
\$80,000 to \$99,999	16.7%	7.6%	10.5%	8.7%	5.7%	<b>10.4%</b>
\$100,000 to \$124,999	19.0%	17.1%	10.9%	9.6%	16.0%	<b>14.0%</b>
\$125,000 to \$149,999	8.0%	12.3%	7.6%	4.3%	21.3%	<b>9.3%</b>
\$150,000 to \$174,999	2.5%	8.3%	1.8%	3.7%	14.0%	<b>4.8%</b>
\$175,000 to \$199,999	5.9%	0.0%	4.8%	4.9%	5.3%	<b>4.2%</b>
\$200,000 or more	1.6%	1.2%	10.3%	0.8%	8.5%	<b>4.8%</b>
Not Stated	15.5%	13.7%	13.7%	35.1%	1.8%	<b>17.0%</b>

Note: '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.