

EXIT SURVEY REPORT SERIES: ES2023-49

A PROFILE OF PLEASURE CAMPER PARTIES BY PEI REGION STAYED - RESULTS FROM THE 2023 EXIT SURVEY -

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Prince Edward Island
CANADA
OFFICIAL TRAVEL DESTINATION OF THE NHL®



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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 1st to December 31st, 2023, from only overnight pleasure visitors to PEI, ***focusing on overnight pleasure travel parties who stayed in a campground or trailer park in PEI (PEI camper parties)***.
- For analysis purposes, the data was separated into the following four PEI regions: ***1) Charlottetown and Red Sands Shore; 2) Summerside and North Cape Coastal Drive; 3) Green Gables Shore; and 4) Points East Coastal Drive***.
- The main purpose of this report was to provide a full range of statistics on the volume of overnight pleasure campers in Prince Edward Island 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 overnight pleasure campers.
- ***Note that some camper parties stayed in more than one PEI region, and to distinguish camper parties in a specific region, the region where they stayed the most was classified as their main camping region.***

EXECUTIVE SUMMARY (cont'd)

Samples Used and Margin of Error

- In total, 1,002 samples were used in the study (overnight pleasure camper parties to PEI; 9.72% of total samples).
- In terms of statistical accuracy, a sample of this size has a sampling error of ± 3.07 percent, at a 95 percent confidence level. It is important to note, that the information presented in this report are estimates to provide guidance only. Please exercise caution when interpreting significance of results throughout this report.

Travel Market Overview in 2023

- In total, over 1.61 million people visited PEI during the study period. This includes 119,500 cruise ship passengers (7.4% of total visitors) and 9,700 motor coach tourists (0.6% of total visitors). Of these, approximately 565,400 visitor parties (1,486,300) were estimated to have visited PEI in 2023 by way of the three exit points (excluding cruise travellers and motor coach tourists).
- Approximately 80 percent of these parties (451,400 parties) stayed at least one night in PEI (overnight visitor parties), while the remaining 114,000 parties (20%) visited PEI for a day trip (same-day visitor parties).
- Of these overnight visitor parties, while 91 percent (411,500 parties) primarily visited PEI for pleasure purposes including other purposes, 9 percent (39,900 parties) visited PEI for business purposes.

EXECUTIVE SUMMARY (cont'd)

Total Overnight Stays in Type of Accommodation Used by All Overnight Travel Parties

- A total of 451,400 overnight parties who stayed at least one night in PEI (Figure 4) regardless of their trip purpose (i.e., business, pleasure, or other) generated over 2.0 million overnight stays (nights) in PEI (Figure 5).
- Of these overnight parties, 32 percent of overnight travel parties stayed in a hotel/motel/resort, 20 percent stayed at a home of friends or relatives, 18 percent stayed in a cottage or cabin, **11 percent stayed in a campground or trailer park**, six percent stayed in two or more types of accommodation, six percent stayed in a B&B/tourist home, three percent stayed in an inn, three percent stayed at an owned property, and two percent stayed in other types of accommodation.

Overnight Stays in Type of Accommodation Used by Overnight Pleasure Travel Parties

- As presented in Figures 6 and 7, a total of 411,500 overnight pleasure travel parties generated over 1.9 million overnight stays (nights) in PEI . Of these overnight pleasure travel parties, 28 percent of overnight travel parties stayed in a hotel/motel/resort, making this the most popular type of accommodation. The seasonal nature of many other accommodation types may contribute to this.
- Approximately, 21 percent of overnight pleasure travel parties stayed at a home of friends or relatives, 19 percent stayed in a cottage or cabin, **12 percent stayed in a campground or trailer park**, six percent stayed in a B&B/tourist home, six percent stayed in two or more types of accommodation, three percent stayed in an inn, three percent stayed at an owned property, and two percent stayed in other types of accommodation.



EXECUTIVE SUMMARY (cont'd)

Overnight Pleasure Market Segment by Type of Accommodation Used

- Figure 8 presents the overnight pleasure traveller segments (by accommodation type) across three dimensions including market size based on the number of estimated overnight pleasure travel parties (relative size of the bubbles), the average length of stay (horizontal axis), and average spend per-person-per-night (vertical axis).
- The high-yield segment (i.e., overnight pleasure travellers with the highest average spending per-person-per-night) includes “inn” (\$232.94), “hotel/motel/resort” (\$193.62), and “B&B and tourist home” (\$188.26). These segments have an average length of stay of 3.02, 3.11, and 3.82 nights, respectively.
- The average-yield segment consists of “cottage/cabin” (\$151.86), “two or more types” (\$147.78), and “other” (\$138.46). These segments have an average length of stay of 5.56, 6.53, and 4.48 nights, respectively.
- “Campground or trailer (RV) park” (\$94.39), “own property” (\$86.61), and “home of friends/relatives” (\$83.61) visitor types are in the low-yield segment and have an average length of stay of 5.69, 9.05, and 4.48 nights, respectively.
- Looking at the relative size of the overnight pleasure traveller segments, **campground/RV park** are one of the top four accommodation types used by overnight pleasure visitors to PEI. While they represent a low-yield segment in terms of average spending per-person-per-night, they do have one of the longest average lengths of stay.

EXECUTIVE SUMMARY (cont'd)

Overnight Pleasure Camper Market Segment by PEI Region Stayed

- Figure 9 presents the overnight pleasure camper segments (by accommodation type) across three dimensions including market size based on the number of estimated overnight pleasure camper parties (relative size of the bubbles), the average length of stay (horizontal axis), and average spend per-person-per-night (vertical axis).
- The high-yield segment (i.e., overnight pleasure campers with the highest average spending per-person-per-night) includes “Points East Coastal Drive” (\$111.34) with an average length of stay of 5.80 nights.
- Other three PEI regions are in the average-yield segment. They consists of “Charlottetown and Red Sands Shore” (\$104.19), “Green Gables Shore” (\$91.81), and “Summerside and North Cape Coastal Drive” (\$90.60). These segments have an average length of stay of 5.34, 5.79, and 6.44 nights, respectively.
- Looking at the relative size of the overnight pleasure camper segments, ***Green Gables Shore (10.0)*** is the biggest region for PEI campers, followed by Charlottetown and Red Sands Shore (2.54), Summerside and North Cape Coastal Drive (2.51), and Points East Coastal Drive (2.08).

EXECUTIVE SUMMARY (cont'd)

Who Visits PEI

- Of all overnight pleasure camper parties, approximately 91 percent of parties were from Canada, 8 percent were from the United States, and 1 percent were from other international markets (i.e. a country other than the United States and Canada).
- The geographic markets that made up the greatest proportion of overnight pleasure camper parties were New Brunswick (30%), Nova Scotia (24%), Quebec (21%), Ontario (13%), and Alberta and British Columbia (3%).
- In terms of characteristics of overnight pleasure camper parties, 53 percent of overnight pleasure camper parties travelled to PEI with their spouse/partner (two people) and 27 percent travelled with their immediate families (including children under 18 and/or over 18).
- Looking at composition of camper parties, the majority of overnight pleasure camper parties were comprised of only adults (71%) while 29 percent considered families which are adult(s) with child(ren).
- Regarding age composition, close to half of camper parties (48%) were senior travellers (55 and over), 12 percent of overnight pleasure camper parties were comprised of travellers of varying age generation, 6 percent were middle aged travellers (35 to 54), and 6 percent young adult travellers (18 to 34).



EXECUTIVE SUMMARY (cont'd)

Who Visits PEI (cont'd)

- The average party size for overnight pleasure camper parties was 3.10 people. While the average party size was highest in the Green Gables Shore region at 3.36 people, the average party size was lowest in the Charlottetown and Red Sands Shore region at 2.59 people.
- Looking at individual overnight pleasure campers to PEI, they were comprised of a bit more females than males (50.3 versus 49.7%).
- Approximately 21 percent were aged between 65 and 74, 20 percent were aged between 55 and 64, 12 percent were aged between 35 and 44, and 12 percent were aged between 45 and 54.
- Overall, approximately 74 percent of overnight pleasure camper parties had previously visited PEI. The majority of these parties had last visited PEI recently; 20 percent had last visited earlier in the same year of the trip in which they were surveyed, and 36 percent had last visited one year ago.
- On average, repeat overnight pleasure campers had visited PEI approximately 3.7 times in the past five years.



EXECUTIVE SUMMARY (cont'd)

Why Campers Come

- The majority of overnight pleasure camper parties (75%) indicated that they travelled to PEI for holiday or vacation, 12 percent travelled for short getaway, and 6 percent travelled to PEI for attending events, festivals, or attractions.
- Approximately 33 percent of overnight pleasure camper parties indicated they were primarily attracted to PEI by “beaches and coastline” and 20 percent were attracted by “natural beauty and pastoral settings” features, and 12 percent were attracted by “restful and relaxing places.”

How Visitors Come

- Approximately 84 percent of overnight pleasure camper parties entered and exited PEI via the Confederation Bridge, 12 percent used a combination of bridge and ferry, three percent used the ferry service between PEI and Nova Scotia to enter and exit the province. Less than one percent flew in and out of PEI.
- Approximately two percent of overnight pleasure camper parties used a rental car while travelling to PEI. Approximately 31 percent picked up the vehicle in Nova Scotia and six percent picked it up in New Brunswick while 20 percent of those who used a rental car picked up the vehicle on PEI.

EXECUTIVE SUMMARY (cont'd)

Where Campers Stay

- The vast majority of overnight pleasure camper parties (81%) indicated that PEI was the primary destination of their pleasure trip.
- Overall, overnight pleasure camper parties to PEI stayed on average 5.82 nights (average 6.33 nights in the Summerside and North Cape Coastal Drive, average 5.80 nights in the Points East Coastal Drive region, average 5.79 nights in the Green Gables Shore region, and average 5.34 nights in the Charlottetown and Red Sands Shore region).
- Overnight pleasure camper parties also spent overnight in other PEI regions, and they spent overnight in other types of accommodation while on PEI.
- The Green Gables Shore region was the most popular region for visitation among all overnight pleasure camper parties (84% of overnight pleasure camper parties visited this region), followed by the Greater Charlottetown Area (59%), Summerside Area (42%), the Points East Coastal Drive region (39%), the Red Sands Shore region (36%), and the North Cape Coastal Drive region (30%).



EXECUTIVE SUMMARY (cont'd)

What Campers Do

- Overnight pleasure camper parties took part in a variety of activities while travelling in PEI. Going to a beach was the most popular activity (77%).
- Other popular activities participated in by overnight pleasure camper parties included driving tour for scenic drives/views (69%), visiting a national or provincial park (63%), going to a full-service restaurant (56%), shopping for local products (55%), sightseeing, appreciating pastoral or rural settings (52%), shopping for general merchandise (51%), seeing natural wonders (48%), sampling local culinary products (46%), using the Confederation Trail or other trails (32%), visiting historic/heritage sites or cultural attractions (32%), visiting Anne of Green Gables and related attractions (25%), visiting friends and/or relatives (23%), participating in nature-based outdoor activities (20%), and participated in water-based activities (18%).



EXECUTIVE SUMMARY (cont'd)

What Campers Spend

- Total direct expenditures by overnight pleasure camper parties were estimated at more than **\$91 million** based on 52,769 parties or 163,832 individual campers.
- The items that accounted for the greatest proportion of total expenditures were accommodations (33%), food and beverage at restaurants, bars, etc. (17%), vehicle operation (16%), food and beverage at stores (12%), shopping (11%), recreation and entertainment (8%), other (3%), car rental and local transportation (0.5%), and travel package (0.3%).
- Overnight pleasure camper parties spent an average of \$1,721.25 **per party per visit** on PEI. This average spending was highest among those who camped in the Points East Coastal Drive region (\$1,828.96) and lowest by those who camped in the Charlottetown and Red Sands Shore region (\$1,439.23).
- Overnight pleasure camper parties spent an average of \$95.22 **per person per night** on PEI. This average spending was highest among those who camped in the Points East Coastal Drive region (\$111.34) and in the Charlottetown and Red Sands Shore region (\$104.19) and lowest by those who camped in the Summerside and North Cape Coastal Drive region (\$90.60) and in the Green Gables Shore region (\$91.81).



EXECUTIVE SUMMARY (cont'd)

How PEI Rates

- Campers were asked to rank various PEI travel services. Overnight pleasure camper parties were pleased with aspects of their trip to PEI including the quality of customer service (94%), restaurant (94%), cleanliness and sanitary conditions (93%), accommodation (91%), variety of things to see and do (91%), transportation (88%), and prices of goods and services (71%).
- The ratings for these items were greater than four on a five-point scale from one (very poor) to five (excellent), excluding “prices of goods and services.” “Quality of customer service” received an overall average rating of 4.53 on the same scale while “prices of goods and services” received a lower rating but still favourable at 3.87.
- Approximately eleven percent of overnight pleasure camper parties indicated they experienced a problem or had a complaint about their trip to PEI.
- Despite the complaints regarding prices and taxes, etc., 91 percent of overnight pleasure camper parties agreed that their trip to PEI was good value for money spent. Over 95 percent of overnight pleasure camper parties indicated PEI was a safe and hygienic destination, and they were satisfied with their trip to PEI , and the trip to PEI was a good way to spend their time.
- Overall, 97 percent of overnight pleasure camper parties agreed they would recommend PEI as a travel destination to others and 95 percent indicated they would visit PEI again.



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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 ***overnight pleasure travellers who stayed at least one night in a campground or trailer park (PEI camper parties)*** during the study period to profile their travel related behaviours in PEI.
- For analysis purposes, the data was separated into the following four PEI regions:
 - Charlottetown and Red Sands Shore;
 - Summerside and North Cape Coastal Drive;
 - Green Gables Shore; and
 - Points East Coastal Drive

1-2. The Study Purpose

- The main purpose of this report was to provide a full range of statistics on the volume of overnight pleasure travel parties who stayed at least one night in a campground or trailer park in PEI during the study period (January 1st to December 31st, 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 overnight pleasure travellers.
- The survey pursued seven broad objectives:
 - To collect critical data to measure the overall importance of tourism in PEI,
 - To gather information regarding overnight pleasure campers' travel behaviours,
 - To identify key market segments of overnight pleasure campers to PEI, and
 - To enhance our knowledge and understanding of tourism (in general, and for PEI).
- ***Note that this report includes results for those who stayed at least one night in a campground or trailer park in PEI (PEI Camper parties) during the study period (2023). Since campers may have stayed in multiple PEI regions and/or in other types of accommodation, data presented in this report reflects their entire time in PEI and may include spending, activities, etc., that took place in other regions and/or in other types of accommodation. To distinguish camper parties in a specific region, the region where they stayed the most was classified as their main camping region.***

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2-1. Sampling Procedure

Target Population

- Mail-back questionnaires were distributed to non-resident visitors on PEI during the study period (January 1st to December 31st, 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 those 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 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, 1,002 samples (9.7%) were overnight pleasure camper parties in PEI and used for this report.

	Surveys Collected		Surveys Used		Use Rate
	N	%	N	%	%
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%
Total	14,055	100.0%	10,340	100.0%	73.6%



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 overnight pleasure camper parties to PEI has a sampling error of ± 3.07 percent at a 95 percent confidence level. The margins of error for the four sub-groups are higher. Please note this is a guideline only. Caution should be applied when interpreting significance testing throughout this report.

	Overnight Pleasure Campers		
	Sample Size	% of Sample Size	Margin of Error
Greater Charlottetown Area and Red Sands Shore	170	17.0%	± 7.43
Summerside and North Cape Coastal Drive	145	14.5%	± 8.06
Green Gables Shore	548	54.7%	± 4.15
Points East Coastal Drive	139	13.9%	± 8.22
Total	1,002	100.0%	± 3.07



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 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

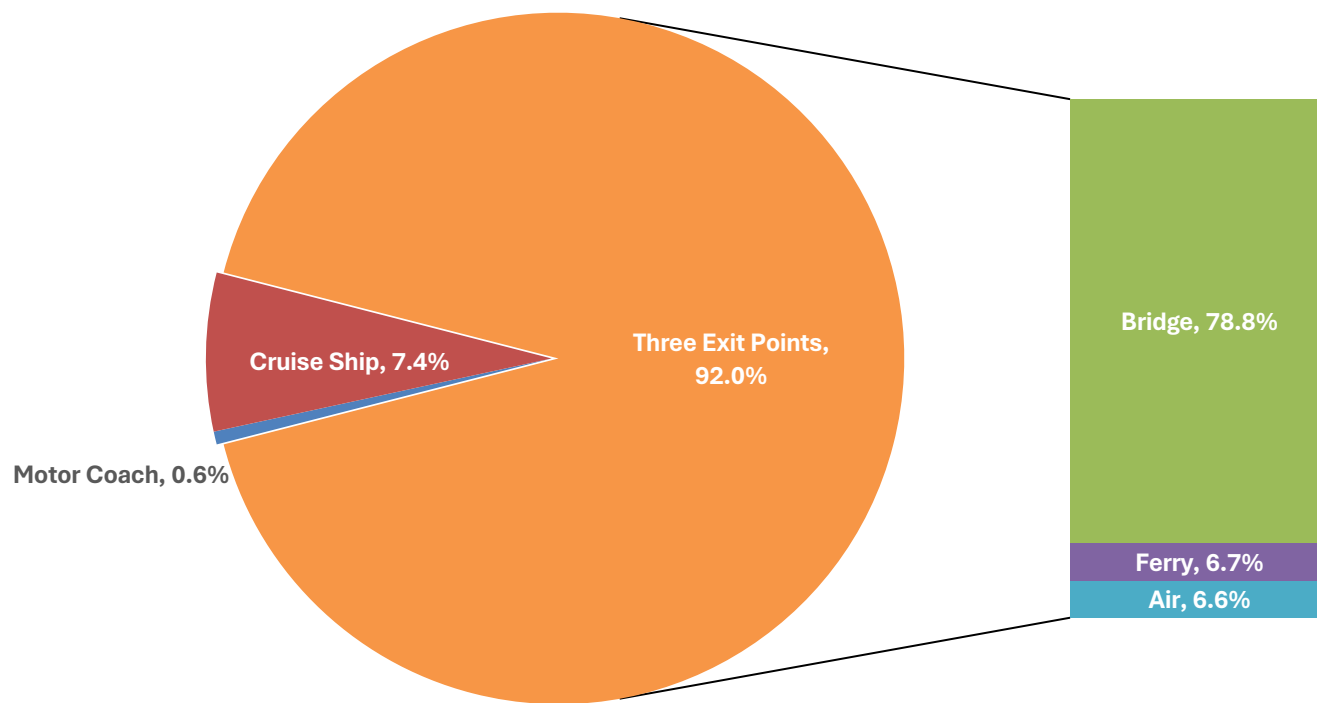
- Weighting techniques used in the estimation process attempt to reduce the effect of biases and were also performed to determine aggregate visitor parties’ characteristics.
- The final survey sample was weighted by same-day and overnight visitor parties, three exit points, five tourism seasons, and 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.

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3-1. Overview of Total Visitation in PEI

Figure 1: Total Visitation in 2023



Source: 2023 PEI Tourism Volume Model

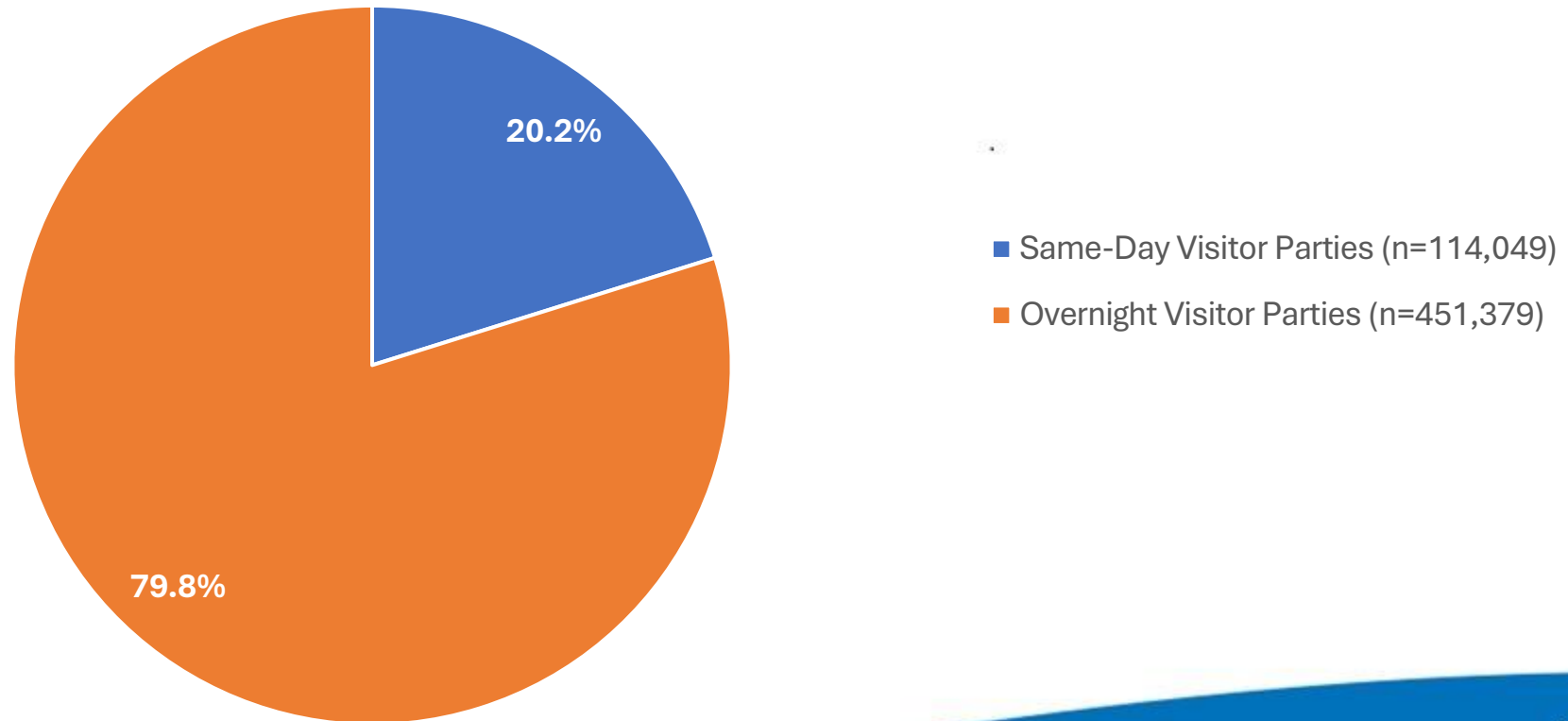
Table 1: Estimated Number of Visitors to PEI in 2023

	Number of Visitors	Percent of Visitors
Visitors by Exit Point	1,486,251	92.0%
Bridge	1,272,476	78.8%
Ferry	107,950	6.7%
Air	105,825	6.6%
Motor Coach Tourists	9,742	0.6%
Cruise Travellers	119,488	7.4%
Total	1,615,481	100.0%



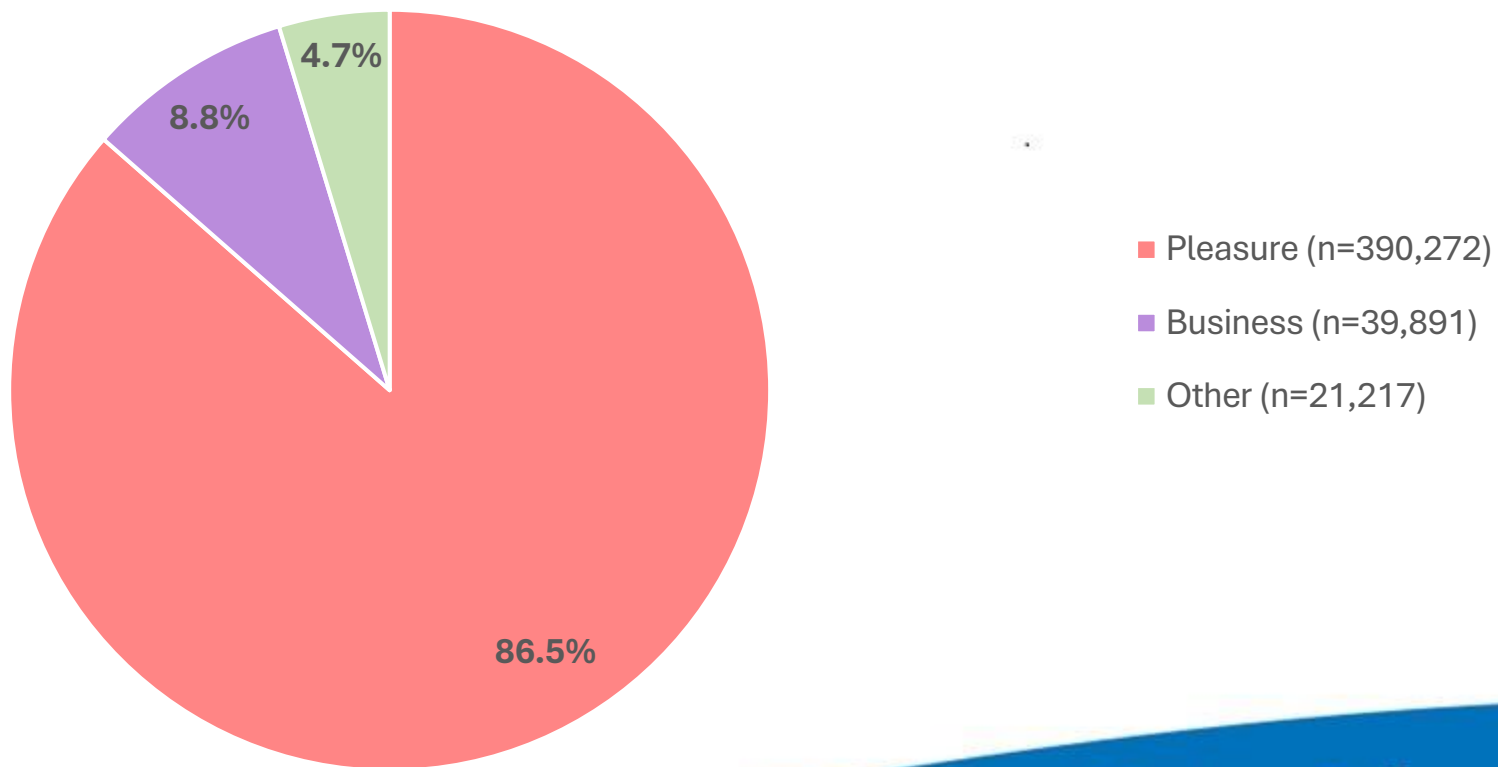
3-2. Overall Market Situation in PEI

Figure 2: Total Travel Market in PEI (2023)
(Total Visitor Parties N = 565,428)



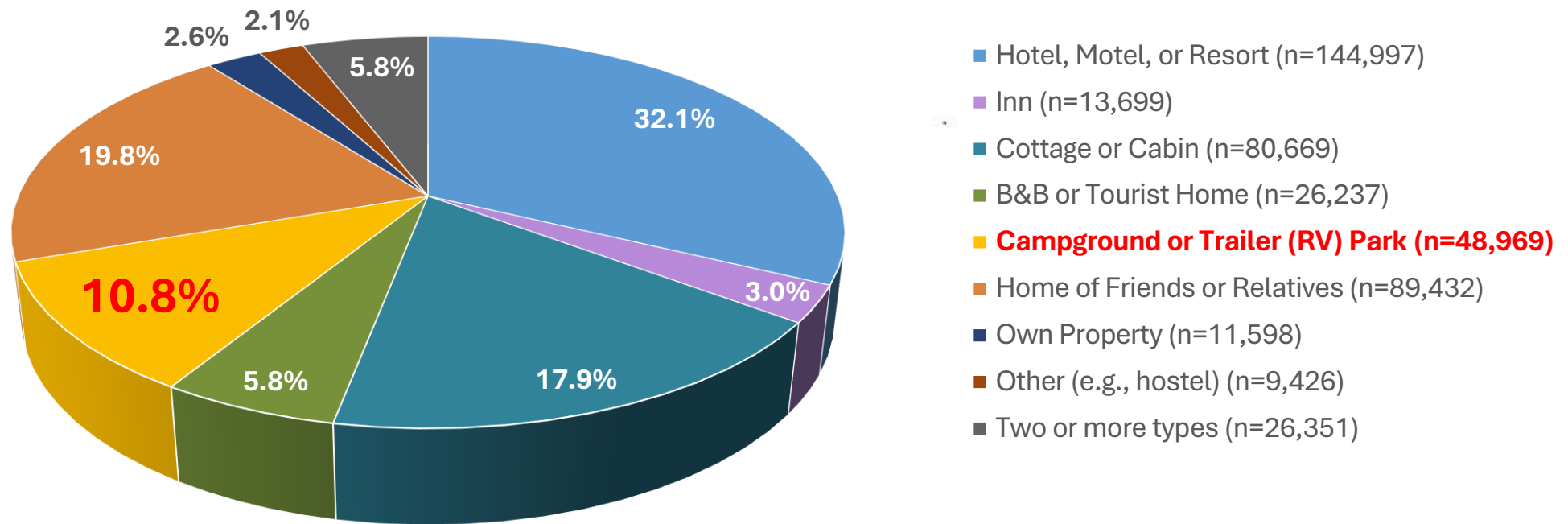
3-3. Overnight Travel Market in PEI

Figure 3: Overnight Travel Market in PEI (2023)
(Total Overnight Parties N = 451,379)



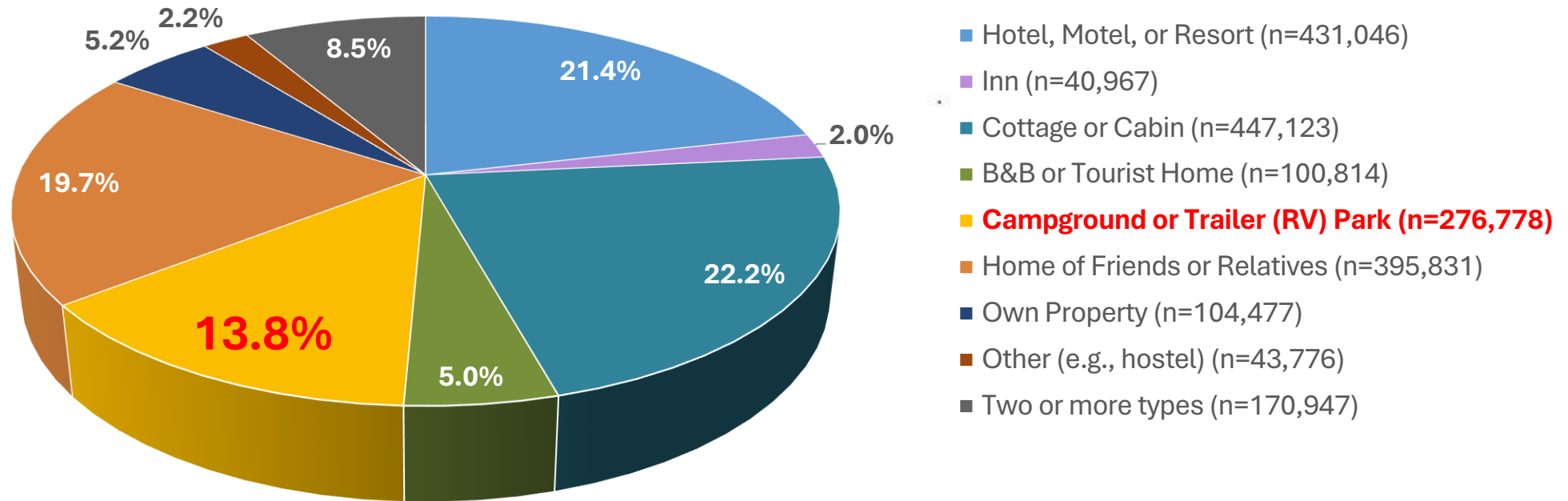
3-4. Total Overnight Stays (Parties) in Type of Accommodation Used by All Overnight Travel Parties

Figure 4: Total Overnight Stays (Parties) in Type of Accommodation Used by All Overnight Travel Parties
(Total Overnight Visitor Parties N = 451,379)



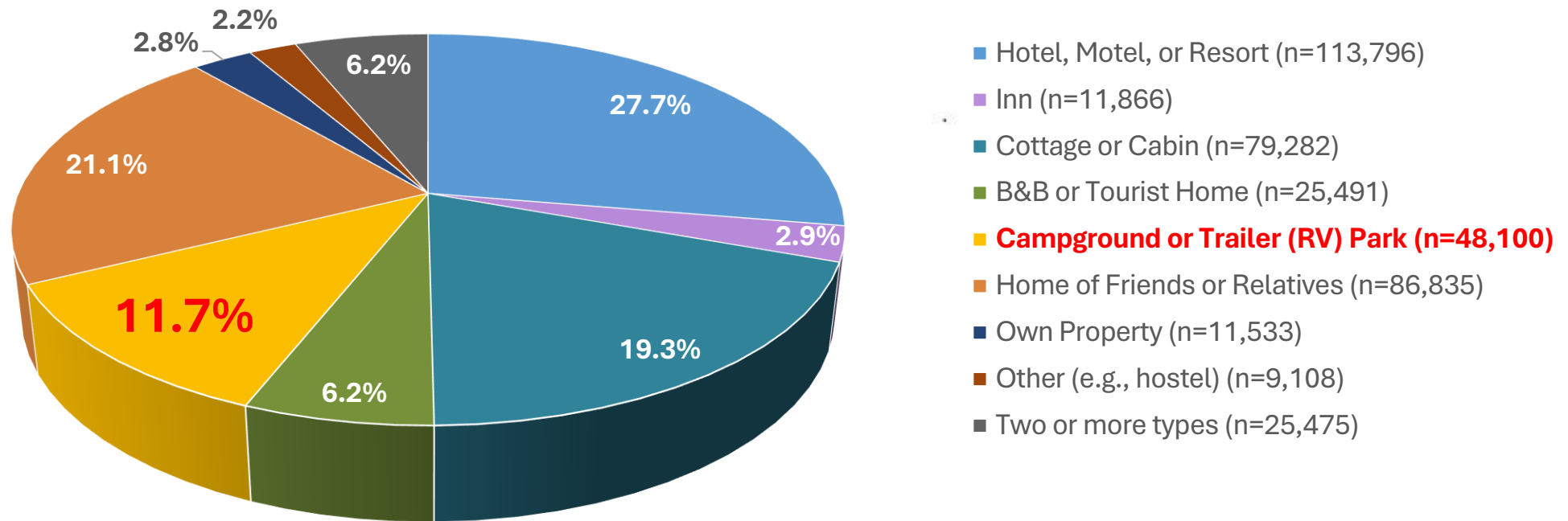
3-5. Total Overnight Stays (Nights) in Type of Accommodation Used by All Overnight Travel Parties

Figure 5: Total Overnight Stays (Nights) in Type of Accommodation Used by All Overnight Travel Parties
(Total Nights Stayed N = 2,011,759)



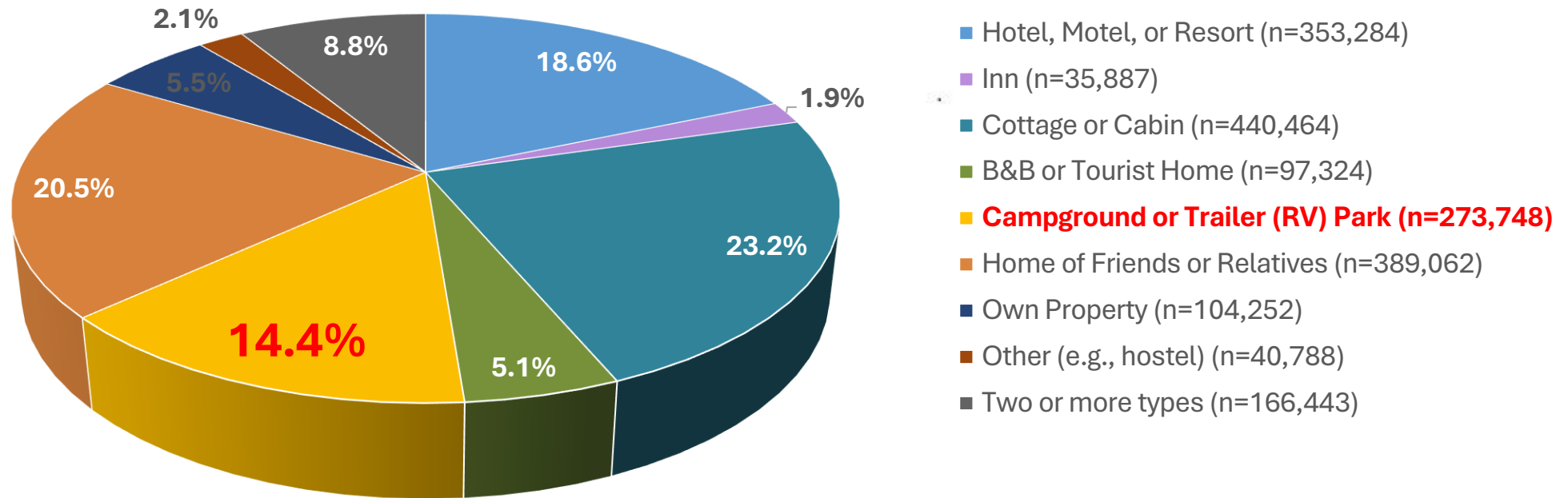
3-6. Overnight Stays (Parties) in Type of Accommodation Used by Overnight Pleasure Travel Parties

Figure 6: Overnight Stays (Parties) in Type of Accommodation Used by Overnight Pleasure Travel Parties
(Total Overnight Pleasure Travel Parties N = 411,488)



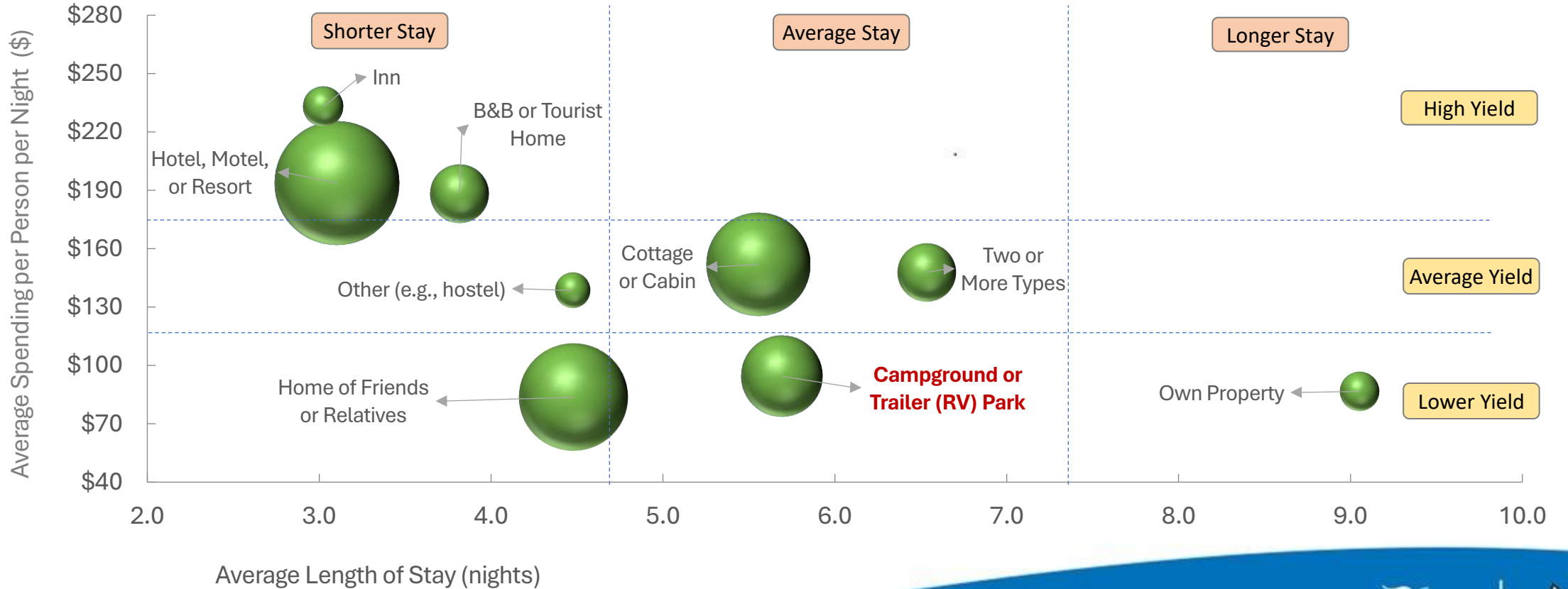
3-7. Overnight Stays (Nights) in Type of Accommodation Used by Overnight Pleasure Travel Parties

Figure 7: Overnight Stays (Nights) in Type of Accommodation Used by Overnight Pleasure Travel Parties
(Total Nights Stayed N = 1,901,252)



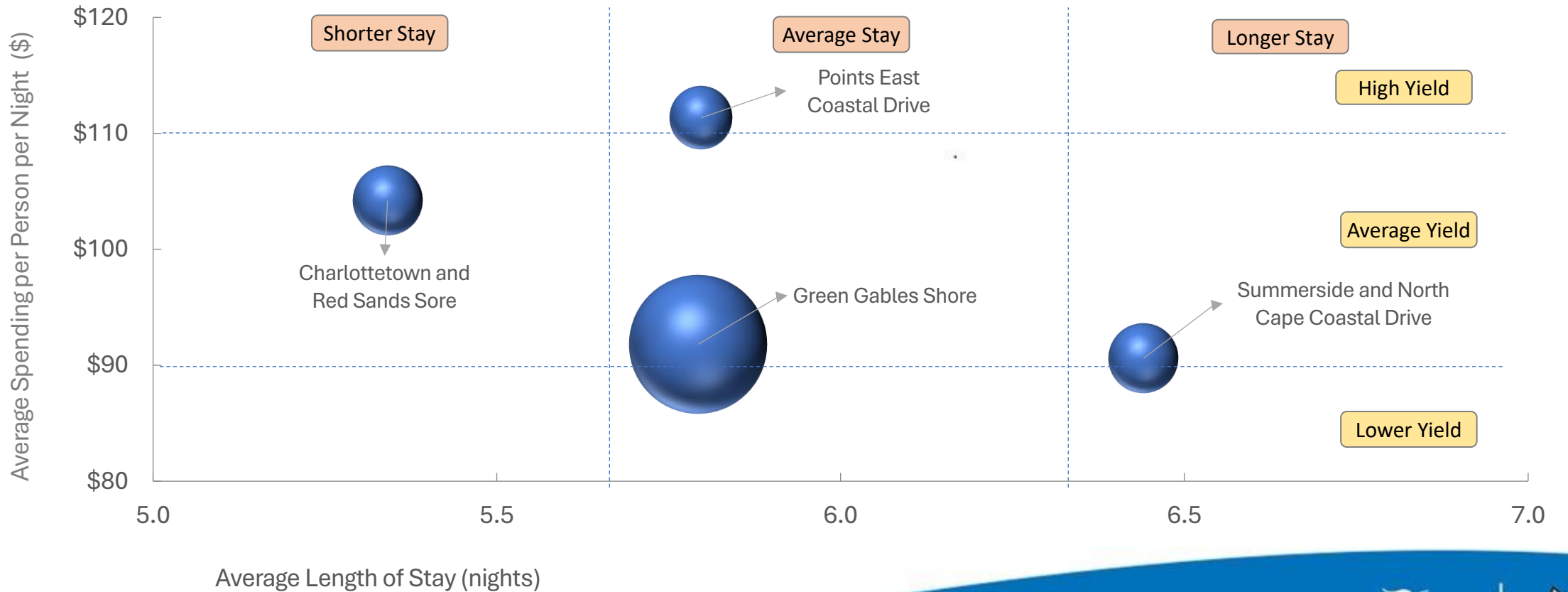
3-8. Overnight Pleasure Market Segment by Type of Accommodation Used

Figure 8: Overnight Pleasure Travel Market Segment by Type of Accommodation Used:
Based on Market Size, Level of Yield, and Length of Stay



3-9. Overnight Pleasure Camper Market Segment by PEI Region Stayed

Figure 9: Overnight Pleasure Camper Market Segment by PEI Region Visited:
Based on Market Size, Level of Yield, and Length of Stay

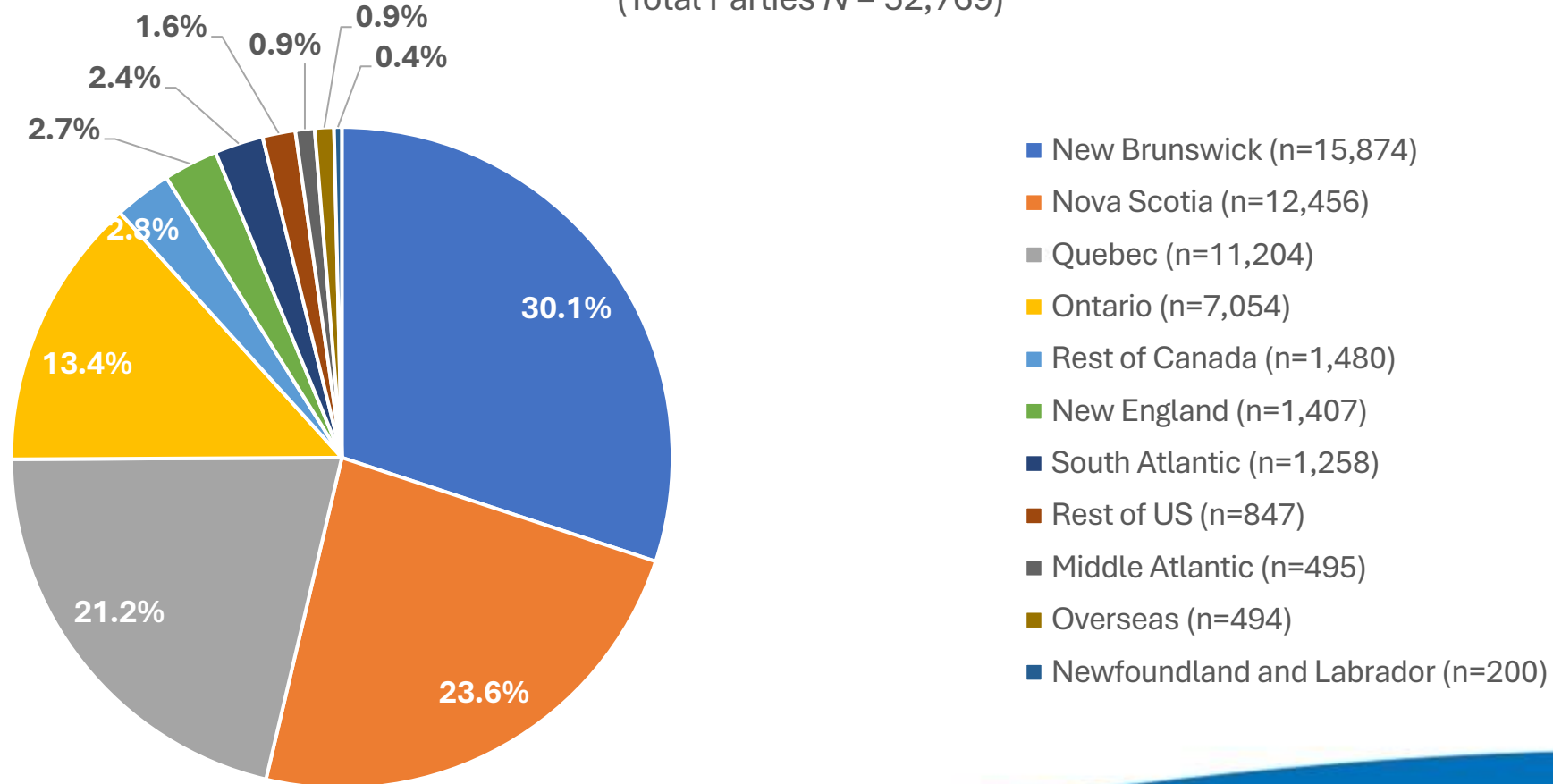


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4-1. Origin of Overnight Pleasure Camper Parties in PEI

Figure 10: Origin of Overnight Pleasure Camper Parties in PEI
(Total Parties N = 52,769)



Note: Hereafter, results in this report indicate a profile of **overnight pleasure travel parties who stayed in a campground or trailer park while in PEI** during the study period (2023) (Total N = 52,769 parties).



4-1. Origin of Overnight Pleasure Camper Parties in PEI (cont'd)

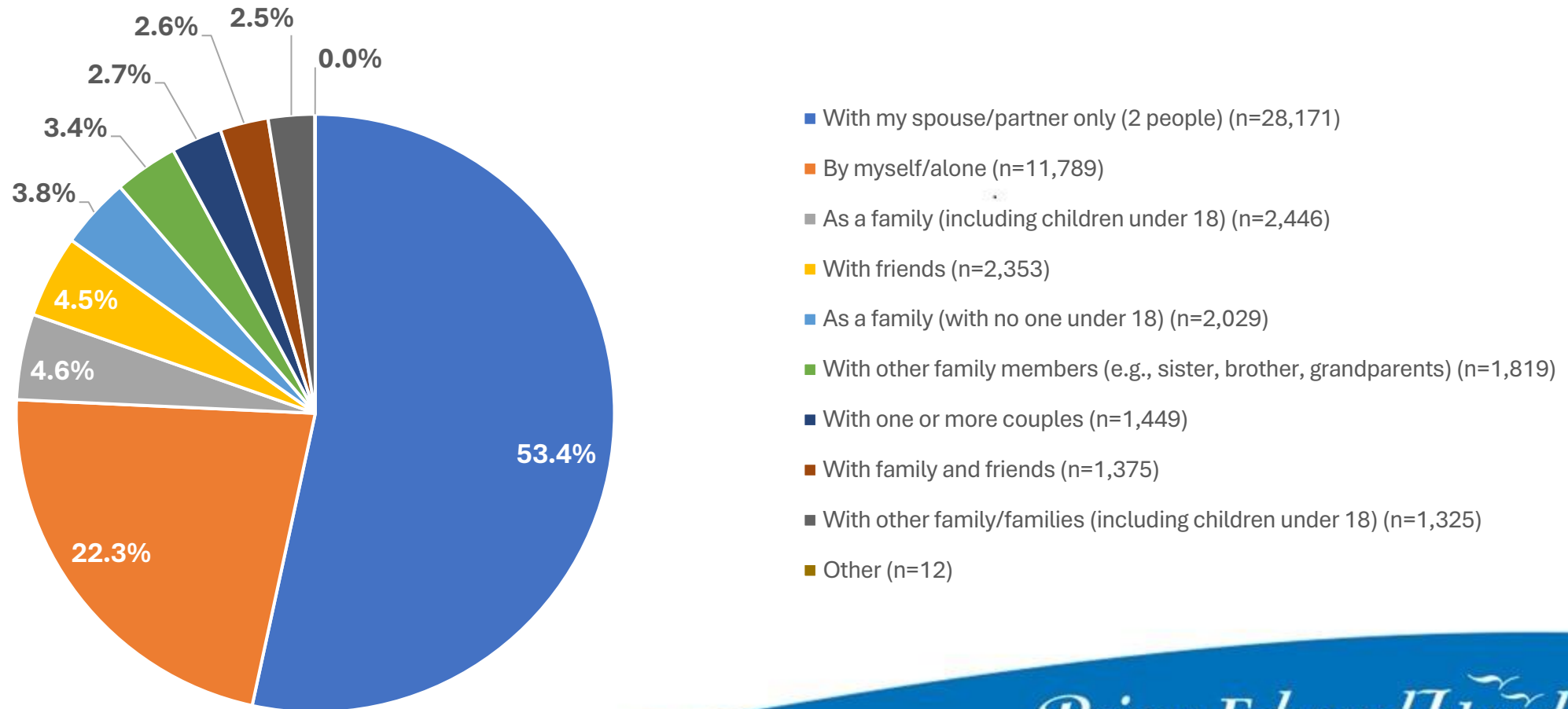
PEI Region Stayed	Charlottetown and Red Sands Shore	Summerside and North Cape Coastal Drive	Green Gables Shore	Points East Coastal Drive	Total
Overnight Pleasure Camper Parties <i>N</i> (%)	7,817 (14.8%)	7,806 (14.8%)	30,764 (58.3%)	6,382 (12.1%)	52,769 (100.0%)
Canada	86.4%	91.2%	93.0%	90.6%	91.5%
New Brunswick	23.2%	42.3%	28.5%	31.3%	30.1%
Nova Scotia	29.6%	6.0%	27.5%	18.9%	23.6%
Newfoundland & Labrador	0.2%	1.1%	0.2%	0.4%	0.4%
Quebec	14.8%	23.9%	22.1%	21.9%	21.2%
Ontario	13.6%	15.2%	12.7%	14.0%	13.4%
Manitoba & Saskatchewan	0.6%	0.2%	0.2%	0.8%	0.3%
Alberta & British Columbia	4.5%	2.5%	1.8%	3.2%	2.5%
Nunavut, Northwest Territories & Yukon	0.0%	0.0%	0.0%	0.0%	0.0%
United States	11.9%	8.1%	6.6%	6.7%	7.6%
New England	3.3%	3.7%	2.1%	3.3%	2.7%
Middle Atlantic	2.1%	0.9%	0.7%	0.9%	0.9%
South Atlantic	3.7%	2.2%	2.3%	1.4%	2.4%
Rest of US	2.7%	1.2%	1.5%	1.1%	1.6%
International	1.7%	0.8%	0.4%	2.7%	0.9%

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.



4-2. Party Characteristics

Figure 11: Characteristics of Overnight Pleasure Camper Parties
(Total Parties N = 52,769)



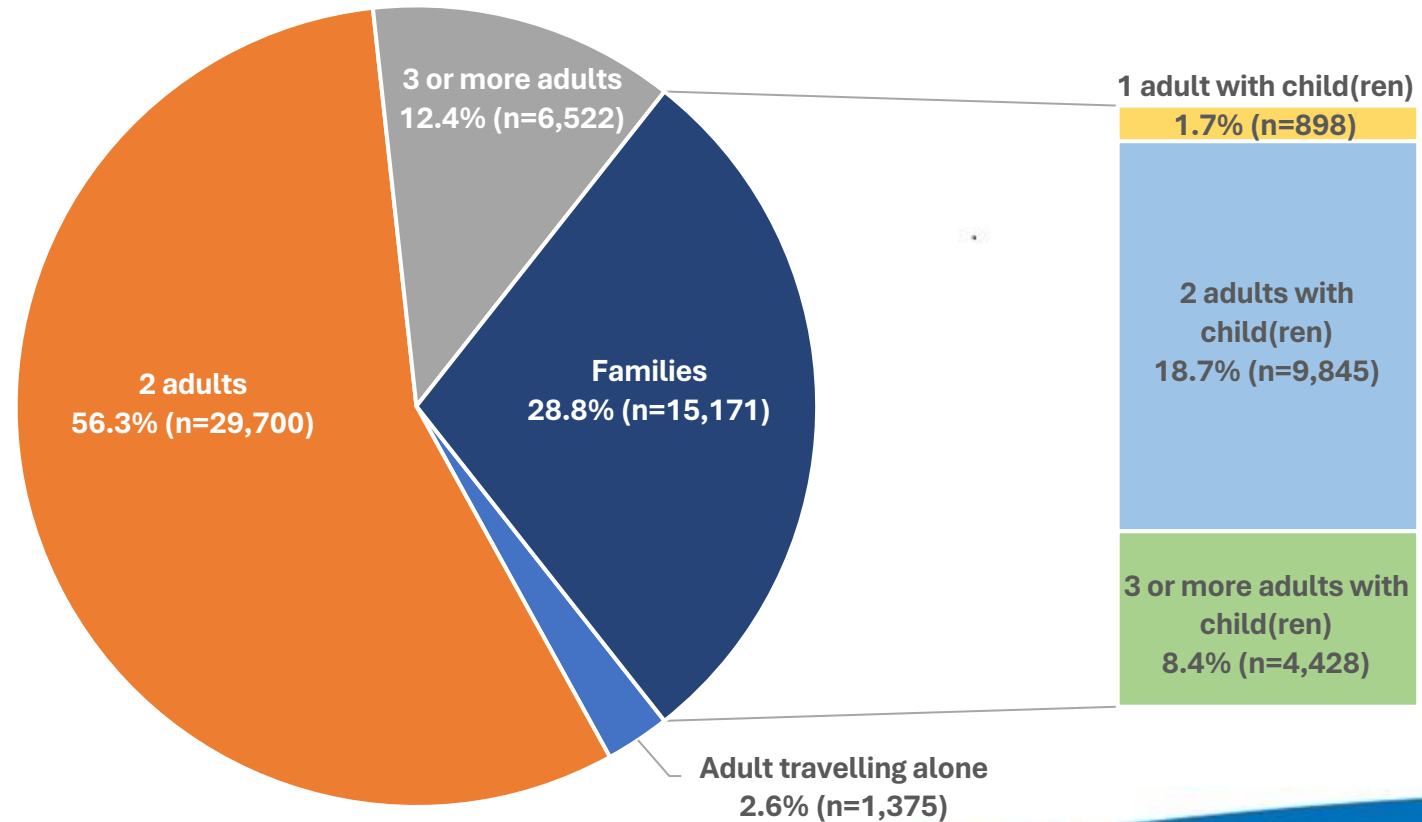
4-2. Party Characteristics (cont'd)

PEI Region Stayed	Charlottetown and Red Sands Shore	Summerside and North Cape Coastal Drive	Green Gables Shore	Points East Coastal Drive	Total
Overnight Pleasure Camper Parties <i>N</i> (%)	7,817 (14.8%)	7,806 (14.8%)	30,764 (58.3%)	6,382 (12.1%)	52,769 (100.0%)
With my spouse/partner only (2 people)	53.5%	64.0%	49.0%	61.5%	53.4%
As a family (including children under 18)	12.0%	13.3%	29.2%	12.8%	22.3%
As a family (with no one under 18)	5.8%	0.8%	4.7%	7.8%	4.6%
With other family/families (including children under 18)	3.1%	3.6%	5.3%	3.3%	4.5%
With one or more couples	3.2%	3.1%	4.1%	4.3%	3.8%
With friends	6.5%	6.9%	1.4%	5.5%	3.4%
With other family members (e.g., sister, brother, grandparents)	9.0%	1.0%	1.9%	1.3%	2.7%
By myself/alone	4.8%	5.5%	1.2%	3.1%	2.6%
With family and friends	1.9%	1.9%	3.2%	0.4%	2.5%
Other	0.2%	0.0%	0.0%	0.0%	0.0%

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.

4-3. Party Composition

Figure 12: Composition of Overnight Pleasure Camper Parties
(Total Parties N = 52,769)



4-3. Party Composition (cont'd)

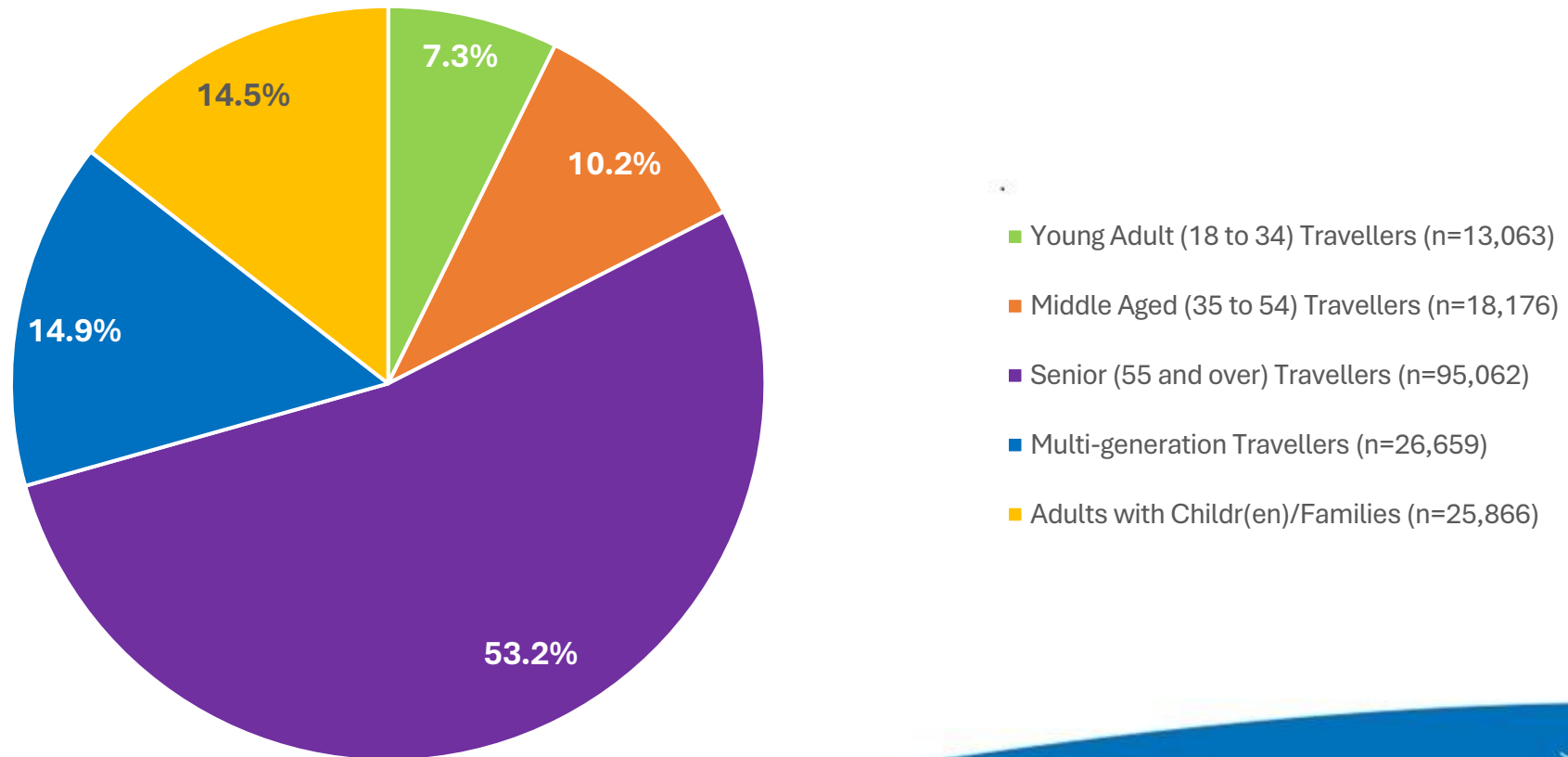
PEI Region Stayed	Charlottetown and Red Sands Shore	Summerside and North Cape Coastal Drive	Green Gables Shore	Points East Coastal Drive	Total
Overnight Pleasure Camper Parties N (%)	7,817 (14.8%)	7,806 (14.8%)	30,764 (58.3%)	6,382 (12.1%)	52,769 (100.0%)
Adult travelling alone	4.8%	5.5%	1.2%	3.1%	2.6%
2 adults	62.4%	67.7%	50.1%	64.8%	56.3%
3 or more adults	17.2%	9.9%	11.5%	13.7%	12.4%
Families*	15.6%	16.9%	37.2%	18.5%	28.8%
1 adult with child(ren)	2.7%	4.1%	0.8%	2.0%	1.7%
2 adults with child(ren)	9.3%	8.3%	25.6%	9.0%	18.7%
3 or more adults with child(ren)	3.6%	4.5%	10.8%	7.5%	8.4%

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 13: Age Composition of Overnight Pleasure Camper Parties
(Total Parties N = 52,769)



4-4. Age Composition (cont'd)

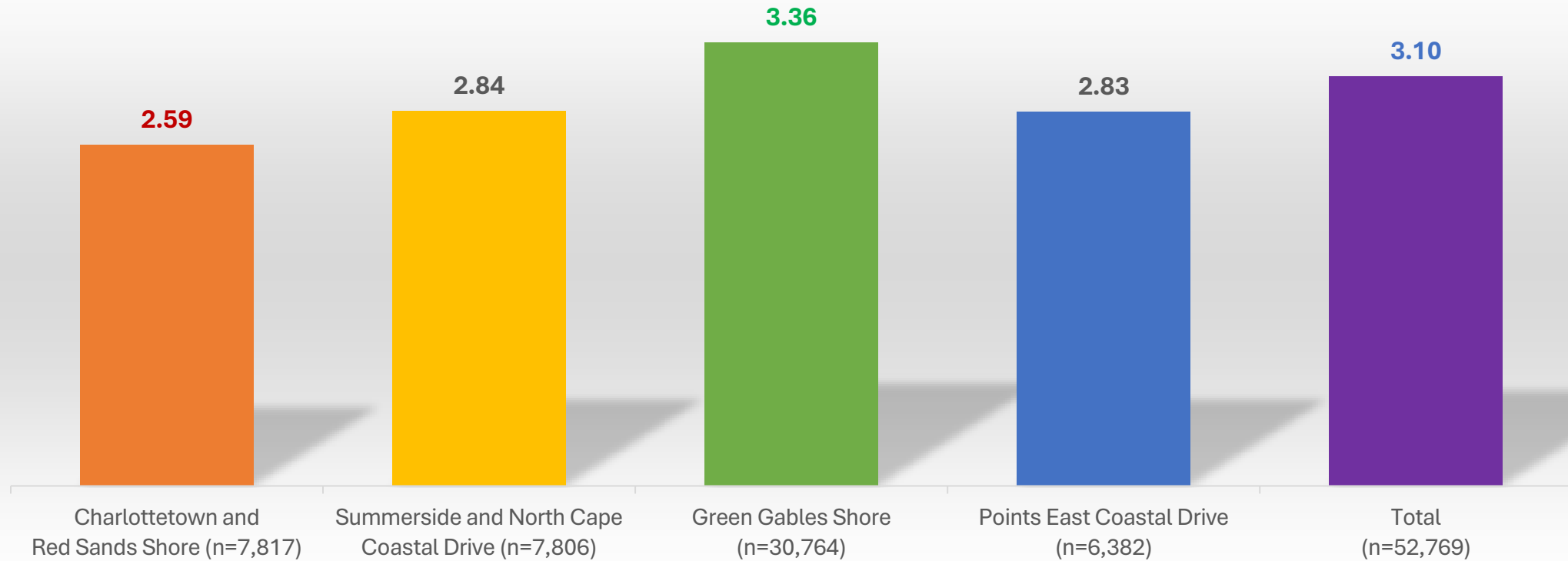
PEI Region Stayed	Charlottetown and Red Sands Shore	Summerside and North Cape Coastal Drive	Green Gables Shore	Points East Coastal Drive	Total
Overnight Pleasure Camper Parties <i>N</i> (%)	7,817 (14.8%)	7,806 (14.8%)	30,764 (58.3%)	6,382 (12.1%)	52,769 (100.0%)
Young Adult (18 to 34) Travellers	3.7%	4.1%	4.4%	6.2%	4.5%
Middle Aged (35 to 54) Travellers	5.3%	8.5%	6.4%	4.5%	6.3%
Senior (55 and over) Travellers	64.8%	54.9%	40.0%	60.6%	48.4%
Multi-generation Adult Travellers	10.5%	15.7%	12.0%	10.2%	12.1%
Adults with Child(ren) / Families	15.6%	16.9%	37.2%	18.5%	28.8%

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 14: Average Travel Party Size for Overnight Pleasure Camper Parties by PEI Region Stayed



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)

PEI Region Stayed	Charlottetown and Red Sands Shore	Summerside and North Cape Coastal Drive	Green Gables Shore	Points East Coastal Drive	Total
Overnight Pleasure Camper Parties <i>N</i> (%)	7,817 (14.8%)	7,806 (14.8%)	30,764 (58.3%)	6,382 (12.1%)	52,769 (100.0%)
Average Travel Party Size	2.59	2.84	3.36	2.83	3.10
Average Number of Male Travellers	1.19	1.36	1.70	1.44	1.54
Average Number of Female Travellers	1.39	1.48	1.66	1.39	1.56
Average Number of Children Travellers	0.26	0.33	0.81	0.46	0.61
Average Number of Adult Travellers	2.33	2.51	2.55	2.37	2.49

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 Individual Overnight Pleasure Campers

Figure 15: Gender of Individual Overnight Pleasure Campers (Total Campers N = 163,832)

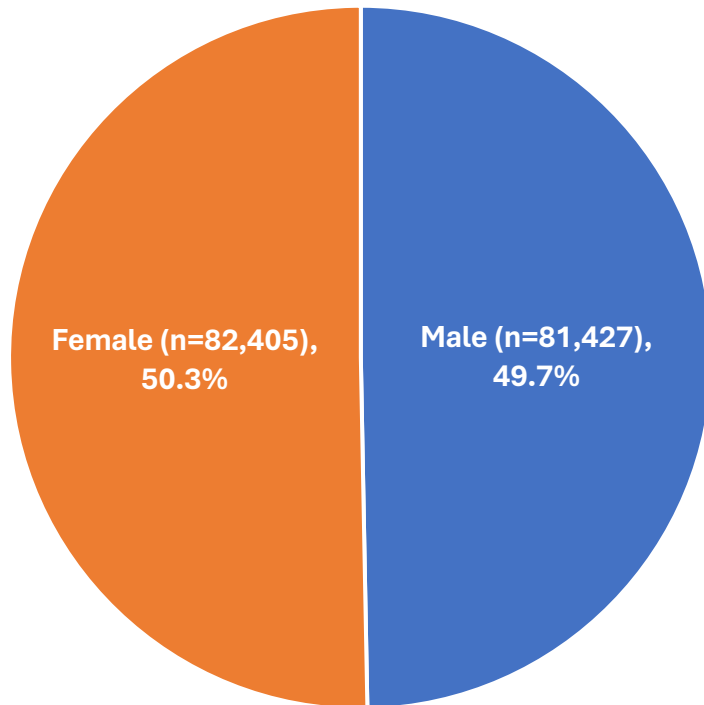
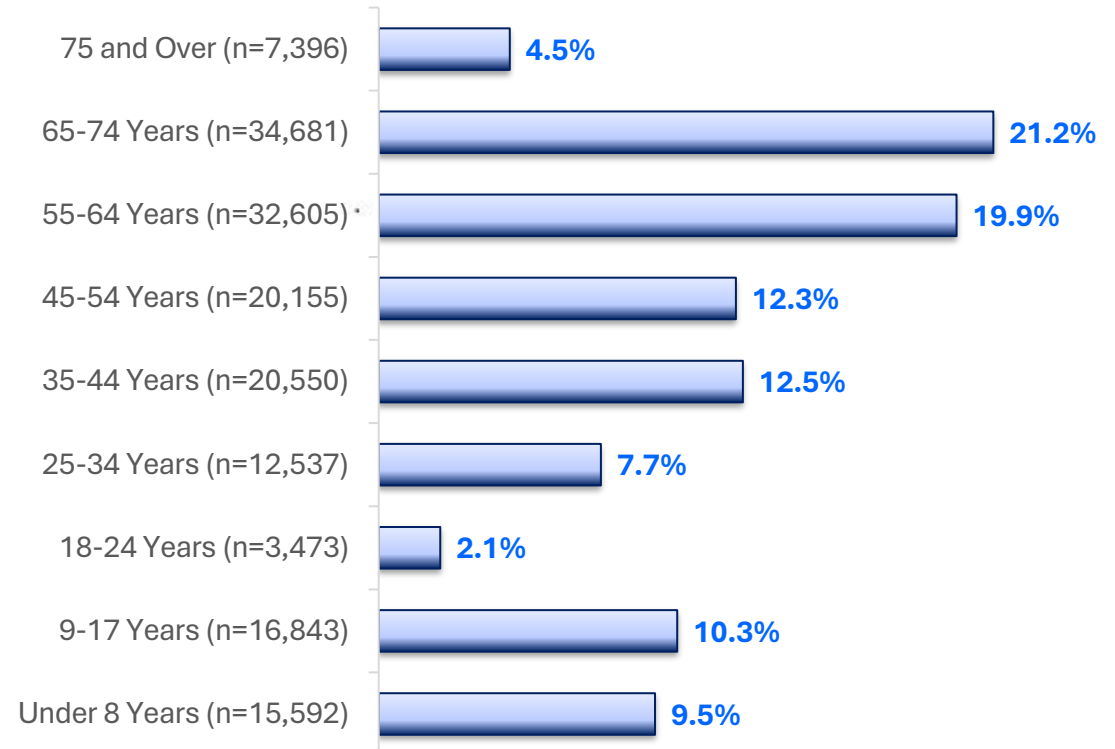


Figure 16: Age of Individual Overnight Pleasure Campers (Total Campers N = 163,832)



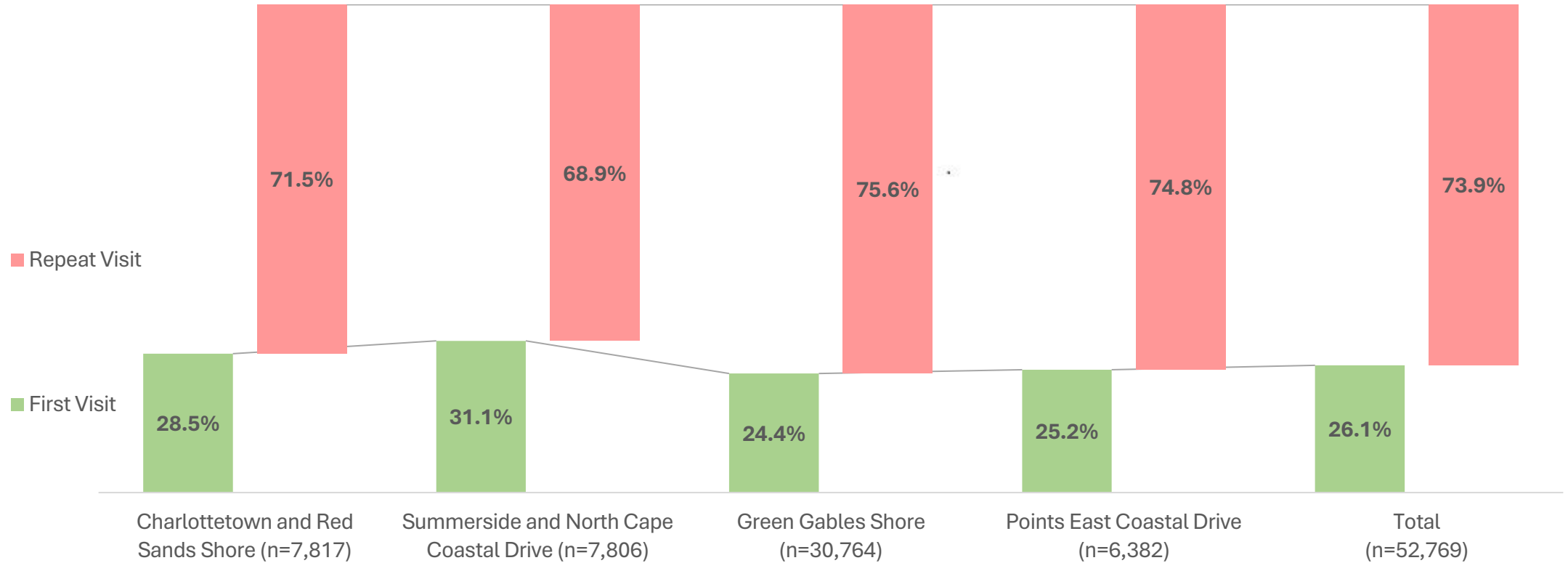
4-6. Gender and Age of Individual Overnight Pleasure Campers (cont'd)

PEI Region Stayed	Charlottetown and Red Sands Shore	Summerside and North Cape Coastal Drive	Green Gables Shore	Points East Coastal Drive	Total
Individual Overnight Pleasure Campers <i>N (%)</i>	20,218 (12.3%)	22,188 (13.5%)	103,347 (63.1%)	18,079 (11.0%)	163,832 (100.0%)
Gender					
Male	46.1%	47.8%	50.6%	50.9%	49.7%
Female	53.9%	52.2%	49.4%	49.1%	50.3%
Age					
Under 8 Years	2.8%	7.8%	11.1%	10.3%	9.5%
9-17 Years	7.2%	4.0%	13.0%	5.9%	10.3%
18-24 Years	3.9%	1.0%	2.2%	1.4%	2.1%
25-34 Years	4.1%	4.9%	8.1%	12.5%	7.7%
35-44 Years	5.6%	7.0%	15.8%	8.4%	12.5%
45-54 Years	12.6%	15.2%	12.7%	6.3%	12.3%
55-64 Years	27.8%	24.9%	16.9%	22.2%	19.9%
65-74 Years	30.6%	25.6%	17.3%	27.5%	21.2%
75 and Over	5.5%	9.7%	3.0%	5.5%	4.5%



4-7. Type of Visitation

Figure 17: Type of Visitation for Overnight Pleasure Camper Parties by PEI Region Stayed



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

PEI Region Stayed	Charlottetown and Red Sands Shore	Summerside and North Cape Coastal Drive	Green Gables Shore	Points East Coastal Drive	Total
Overnight Pleasure Camper Parties <i>N</i> (%)	7,817 (14.8%)	7,806 (14.8%)	30,764 (58.3%)	6,382 (12.1%)	52,769 (100.0%)
Type of Visitation					
First-timers	28.5%	31.1%	24.4%	25.2%	26.1%
Repeaters	71.5%	68.9%	75.6%	74.8%	73.9%
Return Visit Pattern	5,590 (14.3%)	5,379 (13.8%)	23,255 (59.6%)	4,775 (12.2%)	38,999 (100.0%)
This year (2023)	15.4%	24.2%	21.2%	16.9%	20.3%
One year ago (2022)	38.7%	19.1%	38.6%	40.3%	36.1%
Two years ago (2021)	13.5%	1.3%	3.2%	1.4%	4.2%
Three years ago (2020)	2.7%	7.9%	1.3%	2.4%	2.5%
Four years ago (2019)	3.5%	13.7%	7.0%	1.9%	6.8%
Five or more years ago (2018 & earlier)	26.2%	33.8%	28.7%	37.1%	30.1%
Average Number of Times visited PEI in the Past Five Years (Grouped Median)	3.99 (3.13)	2.83 (2.30)	3.78 (3.00)	3.54 (2.56)	3.65 (2.85)

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.

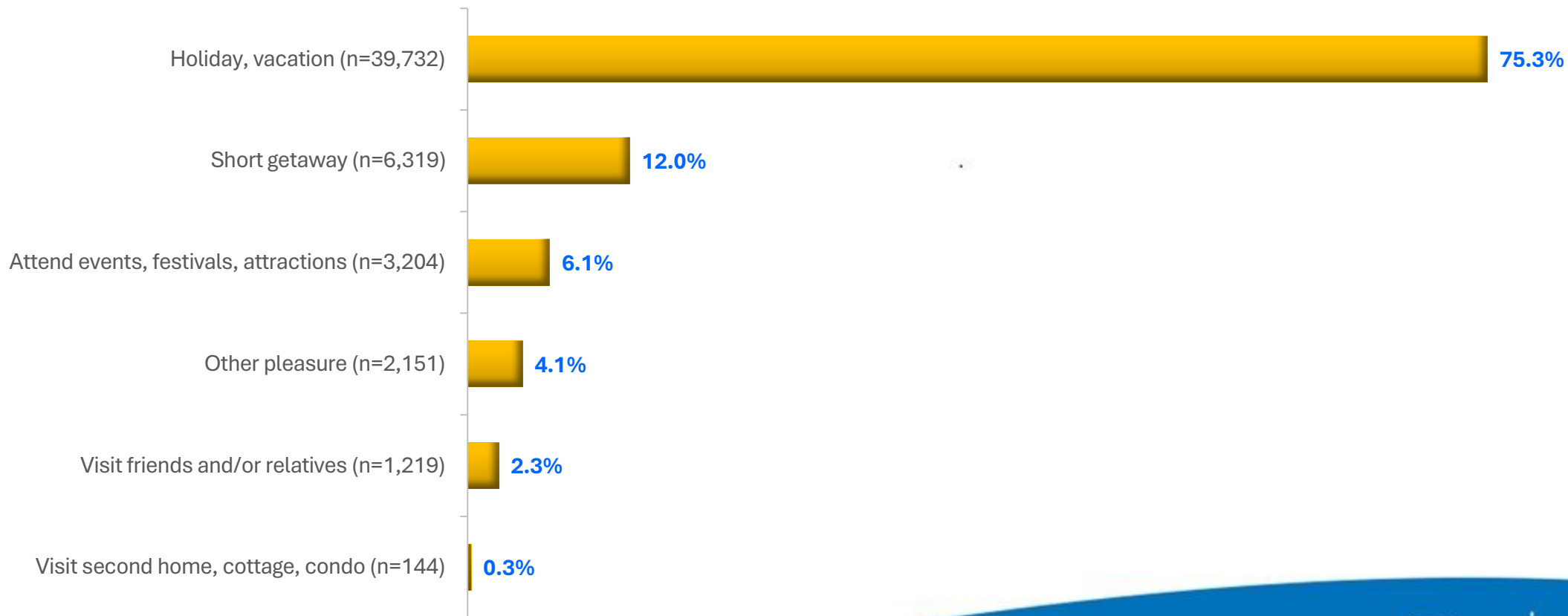


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5-1. Primary Reason for the Trip

Figure 18: Primary Reason for the Trip to PEI by Overnight Pleasure Camper Parties
(Total Parties N = 52,769)



5-1. Primary Reason for the Trip (cont'd)

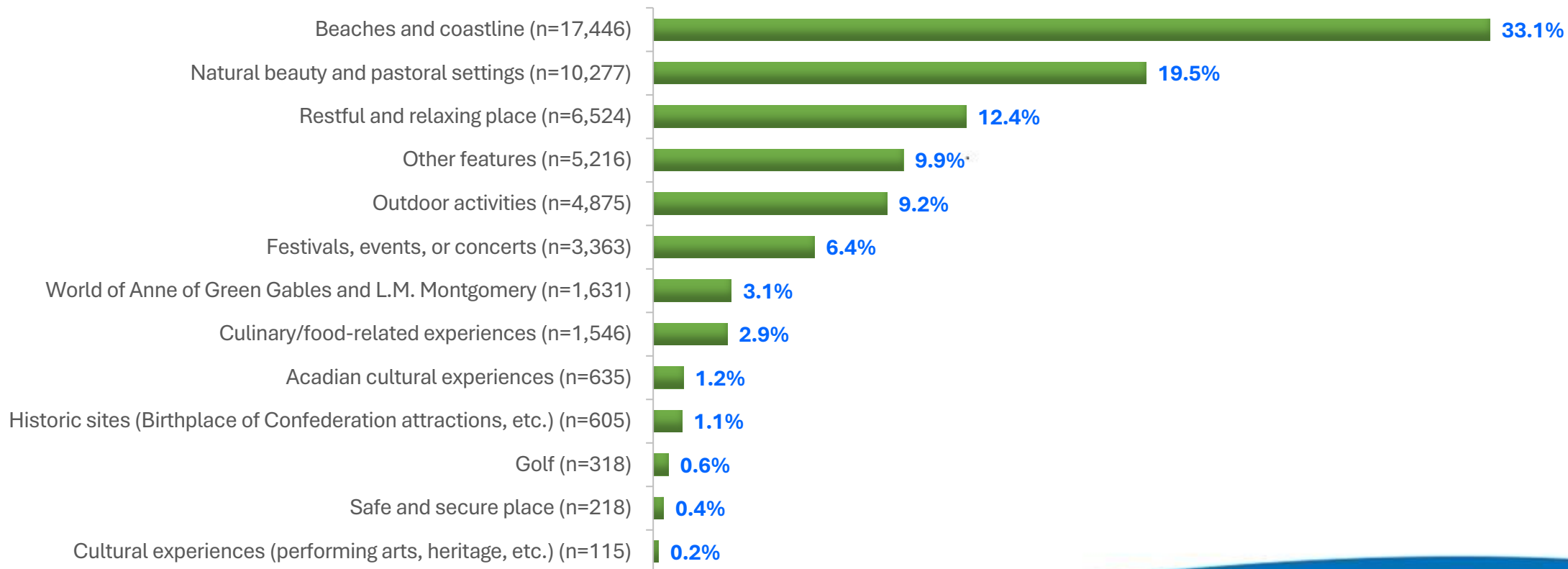
PEI Region Stayed	Charlottetown and Red Sands Shore	Summerside and North Cape Coastal Drive	Green Gables Shore	Points East Coastal Drive	Total
Overnight Pleasure Camper Parties <i>N</i> (%)	7,817 (14.8%)	7,806 (14.8%)	30,764 (58.3%)	6,382 (12.1%)	52,769 (100.0%)
Holiday, vacation	74.9%	57.2%	78.5%	82.4%	75.3%
Short getaway	11.6%	15.7%	11.5%	10.0%	12.0%
Attend events, festivals, attractions	5.8%	9.6%	6.2%	1.5%	6.1%
Other pleasure	4.0%	16.3%	1.2%	3.1%	4.1%
Visit friends and/or relatives	3.8%	1.2%	2.1%	3.0%	2.3%
Visit second home, cottage, condo	0.0%	0.0%	0.5%	0.0%	0.3%

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.



5-2. Primary Features that Attracted

Figure 19: Primary Features that Attracted Overnight Pleasure Camper Parties to PEI
(Total Parties N = 52,769)



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

PEI Region Stayed	Charlottetown and Red Sands Shore	Summerside and North Cape Coastal Drive	Green Gables Shore	Points East Coastal Drive	Total
Overnight Pleasure Camper Parties N (%)	7,817 (14.8%)	7,806 (14.8%)	30,764 (58.3%)	6,382 (12.1%)	52,769 (100.0%)
Beaches and coastline	24.8%	21.3%	35.1%	47.9%	33.1%
Natural beauty and pastoral settings	23.3%	23.6%	18.4%	15.2%	19.5%
Restful and relaxing place	21.7%	15.8%	10.7%	4.7%	12.4%
Other features	13.9%	13.8%	6.6%	15.8%	9.9%
Outdoor activities	3.6%	6.1%	11.3%	10.2%	9.2%
Festivals, events, or concerts	3.9%	7.6%	7.9%	0.5%	6.4%
World of Anne of Green Gables and L.M. Montgomery	3.5%	0.5%	4.1%	1.2%	3.1%
Culinary/food-related experiences	2.1%	4.1%	3.0%	2.4%	2.9%
Acadian cultural experiences	0.1%	5.0%	0.6%	0.8%	1.2%
Historic sites	1.3%	1.4%	1.2%	0.5%	1.1%
Golf	0.6%	0.4%	0.7%	0.5%	0.6%
Safe and secure place	0.4%	0.4%	0.5%	0.0%	0.4%
Cultural experiences	0.8%	0.0%	0.1%	0.3%	0.2%

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.



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6-1. Entry and Exit Points

PEI Region Stayed	Charlottetown and Red Sands Shore	Summerside and North Cape Coastal Drive	Green Gables Shore	Points East Coastal Drive	Total
Overnight Pleasure Camper Parties N (%)	7,817 (14.8%)	7,806 (14.8%)	30,764 (58.3%)	6,382 (12.1%)	52,769 (100.0%)
Entry Point					
Charlottetown Airport	1.5%	0.7%	0.5%	0.3%	0.6%
Confederation Bridge	89.1%	94.5%	90.1%	82.6%	89.7%
Wood Islands Ferry Terminal	9.4%	4.8%	9.5%	17.0%	9.7%
Exit Point					
Charlottetown Airport	1.7%	0.7%	0.5%	0.3%	0.7%
Confederation Bridge	89.5%	92.4%	92.0%	80.0%	90.3%
Wood Islands Ferry Terminal	8.8%	7.0%	7.4%	19.6%	9.0%
Mix of Entry and Exit Points					
Air only	1.5%	0.7%	0.5%	0.3%	0.6%
Bridge only	81.8%	89.0%	85.6%	70.6%	83.7%
Ferry only	1.7%	1.4%	3.0%	7.7%	3.1%
Bridge and Ferry Mix	14.8%	8.9%	10.8%	21.4%	12.4%
Air and Bridge or Ferry Mix	0.2%	0.0%	0.1%	0.0%	0.1%

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

PEI Region Stayed	Charlottetown and Red Sands Shore	Summerside and North Cape Coastal Drive	Green Gables Shore	Points East Coastal Drive	Total
Overnight Pleasure Camper Parties <i>N</i> (%)	7,817 (14.8%)	7,806 (14.8%)	30,764 (58.3%)	6,382 (12.1%)	52,769 (100.0%)
Rental Vehicle Usage					
Yes	2.3%	2.0%	1.9%	4.0%	2.2%
No	97.7%	98.0%	98.1%	96.0%	97.8%
Location of the Vehicle Pick-Up					
	181 (15.4%)	153 (13.0%)	592 (50.2%)	253 (21.5%)	1,179 (100.0%)
Prince Edward Island	39.0%	51.0%	9.9%	10.7%	19.9%
New Brunswick	0.0%	0.0%	6.4%	11.5%	5.7%
Nova Scotia	46.7%	7.2%	27.5%	42.3%	31.0%
Quebec	0.0%	11.8%	41.0%	20.6%	26.5%
Ontario	6.0%	11.1%	11.3%	11.5%	10.5%
Other Canadian provinces	2.7%	0.0%	3.9%	3.6%	3.1%
New England states	5.5%	7.2%	0.0%	0.0%	1.8%
Other US states	0.0%	11.8%	0.0%	0.0%	1.5%

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.

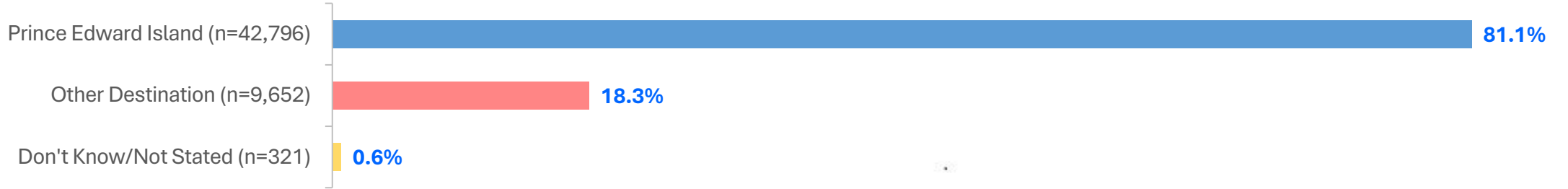


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7-1. Primary Destination of the Trip

Figure 20: Primary Destination of the Trip by Overnight Pleasure Camper Parties
(Total Parties N = 52,769)



PEI Region Stayed	Charlottetown and Red Sands Shore	Summerside and North Cape Coastal Drive	Green Gables Shore	Points East Coastal Drive	Total
Overnight Pleasure Camper Parties N (%)	7,817 (14.8%)	7,806 (14.8%)	30,764 (58.3%)	6,382 (12.1%)	52,769 (100.0%)
Prince Edward Island	75.4%	80.1%	84.2%	74.5%	81.1%
Other Destination	23.8%	18.5%	15.4%	25.3%	18.3%
Don't Know/Not Stated	0.7%	1.4%	0.5%	0.2%	0.6%

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

PEI Region Stayed	Charlottetown and Red Sands Shore		Summerside and North Cape Coastal Drive		Green Gables Shore		Points East Coastal Drive		Total	
Overnight Pleasure Camper Parties N (%)	7,817 (14.8%)		7,806 (14.8%)		30,764 (58.3%)		6,382 (12.1%)		52,769 (100.0%)	
Average Trip Duration	<i>Nights</i>	<i>%</i>	<i>Nights</i>	<i>%</i>	<i>Nights</i>	<i>%</i>	<i>Nights</i>	<i>%</i>	<i>Nights</i>	<i>%</i>
Total Nights of the Trip	15.20	100.0%	13.25	100.0%	11.76	100.0%	13.37	100.0%	12.69	100.0%
Nights stayed in Prince Edward Island	5.34	35.1%	6.44	48.6%	5.79	49.3%	5.80	43.4%	5.82	45.9%
Nights in paid accommodations in PEI	(4.20)	(78.6%)	(5.45)	(84.6%)	(5.33)	(92.0%)	(5.29)	(91.2%)	(5.18)	(88.9%)
Nights in paid accommodations in PEI through a peer-to-peer lodging website such as Airbnb, VRBO, etc.	(0.38)	(7.2%)	(0.79)	(12.3%)	(0.69)	(11.8%)	(0.85)	(14.6%)	(0.68)	(11.6%)
Nights stayed in New Brunswick	1.72	11.3%	2.01	15.2%	1.67	14.2%	1.89	14.2%	1.75	13.8%
Nights stayed in Nova Scotia	2.37	15.6%	1.79	13.5%	1.47	12.5%	1.87	14.0%	1.70	13.4%
Nights stayed in Newfoundland and Labrador	0.78	5.1%	0.65	4.9%	0.58	4.9%	0.62	4.6%	0.62	4.9%
Nights stayed in Magdalen Islands	0.19	1.3%	0.44	3.3%	0.14	1.2%	0.82	6.2%	0.27	2.2%
Nights stayed elsewhere	4.81	31.6%	1.92	14.5%	2.12	18.0%	2.37	17.7%	2.52	19.8%

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; Percentage in parentheses indicate the proportion of average nights stayed in PEI in each segment.

7-3. Overnight Stays in PEI Region

PEI Region Stayed	Charlottetown and Red Sands Shore	Summerside and North Cape Coastal Drive	Green Gables Shore	Points East Coastal Drive	Total
Overnight Pleasure Camper Parties <i>N</i> (%)	7,817 (14.8%)	7,806 (14.8%)	30,764 (58.3%)	6,382 (12.1%)	52,769 (100.0%)
Total Accumulated Parties Staying at Least One Night in the Specific Region *					
Green Gables Shore	7.4%	25.6%	100.0%	32.0%	67.1%
Charlottetown and Red Sands Shore	100.0%	31.9%	7.4%	19.4%	26.2%
Summerside and North Cape Coastal Drive	4.8%	100.0%	6.2%	26.1%	22.3%
Points East Coastal Drive	4.8%	26.9%	6.6%	100.0%	20.6%
Total Overnight Stays (Parties)	9,146	14,397	36,978	11,327	71,848
(%)	(12.7%)	(20.0%)	(51.5%)	(15.8%)	(100.0%)

Note: * Results were based on multiple responses and number of camper parties.



7-3. Overnight Stays in PEI Region (cont'd)

PEI Region Stayed	Charlottetown and Red Sands Shore	Summerside and North Cape Coastal Drive	Green Gables Shore	Points East Coastal Drive	Total
Overnight Pleasure Camper Parties <i>N</i> (%)	7,817 (14.8%)	7,806 (14.8%)	30,764 (58.3%)	6,382 (12.1%)	52,769 (100.0%)
Total Accumulated Nights Spent by Parties in the Specific Region *					
Green Gables Shore	3.6%	8.6%	92.4%	15.0%	57.3%
Charlottetown and Red Sands Shore	92.2%	12.7%	2.9%	7.0%	17.1%
Summerside and North Cape Coastal Drive	2.1%	69.1%	2.2%	9.6%	14.0%
Points East Coastal Drive	2.1%	9.6%	2.5%	68.4%	11.5%
Total Overnight Stays (Nights)	41,764	50,263	178,141	36,977	307,145
(%)	(13.6%)	(16.4%)	(58.0%)	(12.0%)	(100.0%)

Note: * Results were based on multiple responses and total overnight stays (nights) in each of PEI regions.



7-4. Average Length of Stay in PEI Region

PEI Region Stayed	Charlottetown and Red Sands Shore	Summerside and North Cape Coastal Drive	Green Gables Shore	Points East Coastal Drive	Total
Overnight Pleasure Camper Parties <i>N</i> (%)	7,817 (14.8%)	7,806 (14.8%)	30,764 (58.3%)	6,382 (12.1%)	52,769 (100.0%)
Average Number of Nights Stayed in PEI	5.34	6.44	5.79	5.80	5.82
Average Number of Nights Spent in Each Region (For All Visitors Regardless of Each Region Stayed)					
Green Gables Shore	0.19	0.55	5.35	0.87	3.34
Charlottetown and Red Sands Shore	4.93	0.82	0.17	0.40	1.00
Summerside and North Cape Coastal Drive	0.11	4.45	0.13	0.56	0.82
Points East Coastal Drive	0.11	0.62	0.14	3.96	0.67
Average Number of Nights Spent in Each Region (For Only Those Who Stayed in the Region)					
Green Gables Shore	2.58	2.16	5.35	2.72	4.98
Charlottetown and Red Sands Shore	4.93	2.57	2.24	2.09	3.80
Summerside and North Cape Coastal Drive	2.35	4.45	2.07	2.14	3.67
Points East Coastal Drive	2.34	2.30	2.17	3.96	3.25

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.



7-5. Overnight Stays in Other Types of Accommodation

PEI Region Stayed	Charlottetown and Red Sands Shore	Summerside and North Cape Coastal Drive	Green Gables Shore	Points East Coastal Drive	Total
Overnight Pleasure Camper Parties <i>N</i> (%)	7,817 (14.8%)	7,806 (14.8%)	30,764 (58.3%)	6,382 (12.1%)	52,769 (100.0%)
Total Accumulated Parties Staying at Least One Night in the Specific Type of Accommodation *					
Campground/Trailer (RV) Park	100.0%	100.0%	100.0%	100.0%	100.0%
Home of Friends or Relatives	4.3%	5.8%	1.3%	6.5%	3.0%
Hotel, Motel, or Resort	2.8%	5.4%	2.1%	1.9%	2.7%
Other (e.g., hostel)	4.0%	3.9%	0.3%	3.9%	1.8%
Cottage or Cabin	1.5%	4.7%	0.4%	2.6%	1.5%
B&B or Tourist Home	0.2%	1.3%	0.7%	0.3%	0.7%
Inn	0.0%	1.5%	0.1%	1.2%	0.4%
Own Property	0.0%	1.5%	0.0%	0.2%	0.2%
Total Overnight Stays (Parties)	8,824	9,692	32,280	7,443	58,239
(%)	(15.2%)	(16.6%)	(55.4%)	(12.8%)	(100.0%)

Note: * Results were based on multiple responses and number of camper parties.



7-5. Overnight Stays in Type of Accommodation (cont'd)

PEI Region Stayed	Charlottetown and Red Sands Shore	Summerside and North Cape Coastal Drive	Green Gables Shore	Points East Coastal Drive	Total
Overnight Pleasure Camper Parties <i>N</i> (%)	7,817 (14.8%)	7,806 (14.8%)	30,764 (58.3%)	6,382 (12.1%)	52,769 (100.0%)
Total Accumulated Parties Staying at Least One Night in the Specific Type of Accommodation *					
Campground/Trailer (RV) Park	90.5%	89.4%	98.3%	94.7%	95.4%
Home of Friends or Relatives	4.0%	2.2%	0.6%	2.3%	1.5%
Hotel, Motel, or Resort	1.3%	3.4%	0.7%	0.5%	1.2%
Other (e.g., hostel)	1.4%	1.8%	0.1%	0.9%	0.6%
Cottage or Cabin	0.7%	1.8%	0.1%	1.3%	0.6%
Inn	2.0%	0.0%	0.0%	0.2%	0.3%
B&B or Tourist Home	0.1%	0.4%	0.2%	0.1%	0.2%
Own Property	0.0%	1.0%	0.0%	0.0%	0.2%
Total Overnight Stays (Nights)	41,764	50,263	178,141	36,977	307,145
(%)	(13.6%)	(16.4%)	(58.0%)	(12.0%)	(100.0%)

Note: * Results were based on multiple responses and total overnight stays (nights) in each of PEI regions.



7-6. Average Length of Stay in Type of Accommodation

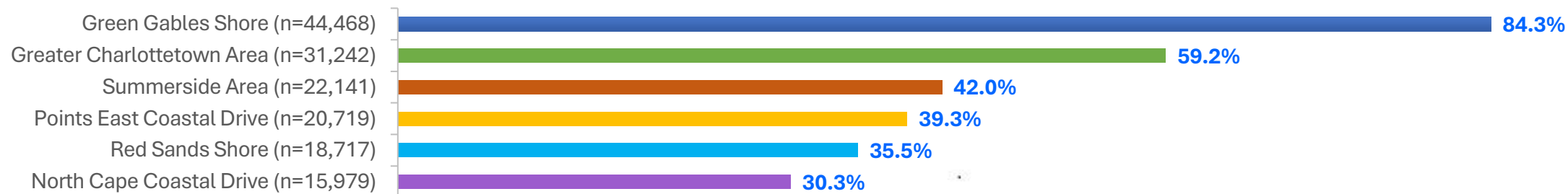
PEI Region Stayed	Charlottetown and Red Sands Shore	Summerside and North Cape Coastal Drive	Green Gables Shore	Points East Coastal Drive	Total
Overnight Pleasure Camper Parties <i>N</i> (%)	7,817 (14.8%)	7,806 (14.8%)	30,764 (58.3%)	6,382 (12.1%)	52,769 (100.0%)
Average Number of Nights Stayed in PEI	5.34	6.44	5.79	5.80	5.82
Average Number of Nights Spent in Each Type of Accommodation (For All Visitors Regardless of Each Accommodation Used)					
Campground/Trailer (RV) Park	4.93	5.66	5.70	5.49	5.55
Home of Friends or Relatives	0.22	0.14	0.03	0.13	0.09
Hotel, Motel, or Resort	0.07	0.21	0.04	0.03	0.07
Other (e.g., hostel)	0.08	0.11	0.00	0.05	0.04
Cottage or Cabin	0.04	0.12	0.01	0.08	0.04
Inn	0.00	0.11	0.00	0.01	0.02
B&B or Tourist Home	0.01	0.03	0.01	0.00	0.01
Own Property	0.00	0.06	0.00	0.00	0.01
Average Number of Nights Spent in Each Type of Accommodation (For Only Those Who Stayed in Each Accommodation Type)					
Campground/Trailer (RV) Park	4.93	5.66	5.70	5.49	5.55
Inn	0.00	7.31	1.00	1.00	4.29
Own Property	0.00	4.32	0.00	1.00	3.96
Home of Friends or Relatives	5.02	2.35	2.65	2.03	2.90
Hotel, Motel, or Resort	2.47	3.92	1.84	1.39	2.52
Cottage or Cabin	2.41	2.46	1.93	2.91	2.46
Other (e.g., hostel)	2.00	2.90	1.28	1.38	2.06
B&B or Tourist Home	3.00	2.13	1.41	1.22	1.69

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.



7-7. PEI Regions Visited by Overnight Pleasure Camper Parties

Figure 21: PEI Regions Visited by Overnight Pleasure Camper Parties
(Total Parties N = 52,769)



PEI Region Stayed	Charlottetown and Red Sands Shore	Summerside and North Cape Coastal Drive	Green Gables Shore	Points East Coastal Drive	Total
Overnight Pleasure Camper Parties N	7,817	7,806	30,764	6,382	52,769
(%)	(14.8%)	(14.8%)	(58.3%)	(12.1%)	(100.0%)
Green Gables Shore	68.7%	59.1%	100.0%	58.3%	84.3%
Greater Charlottetown Area	85.2%	54.6%	53.5%	60.4%	59.2%
Summerside Area	46.1%	83.7%	31.0%	38.8%	42.0%
Points East Coastal Drive	31.5%	44.1%	27.4%	100.0%	39.3%
Red Sands Shore	61.1%	39.3%	28.1%	35.0%	35.5%
North Cape Coastal Drive	20.1%	67.0%	23.6%	30.2%	30.3%

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.

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8-1. Activities Participated in While in PEI

PEI Region Stayed	Charlottetown and Red Sands Shore	Summerside and North Cape Coastal Drive	Green Gables Shore	Points East Coastal Drive	Total
Overnight Pleasure Camper Parties N (%)	7,817 (14.8%)	7,806 (14.8%)	30,764 (58.3%)	6,382 (12.1%)	52,769 (100.0%)
Going to a beach	53.3%	74.5%	82.2%	84.8%	77.1%
Driving tour (scenic drives/views)	74.1%	69.2%	66.6%	70.7%	68.6%
Visiting a national or provincial park	43.2%	58.2%	68.5%	68.7%	63.2%
Going to a full-service restaurant	58.2%	63.1%	53.3%	53.4%	55.5%
Shopping for local products	60.9%	36.4%	60.8%	45.3%	55.4%
Sightseeing, appreciating pastoral or rural settings	50.7%	56.6%	49.3%	58.3%	51.6%
Shopping for general merchandise	45.5%	55.9%	52.6%	40.8%	50.6%
Seeing natural wonders	41.6%	50.9%	46.3%	58.2%	47.7%
Sampling local culinary products	48.1%	51.9%	42.4%	54.7%	46.2%
Using the Confederation Trail or other trails	25.4%	43.4%	32.2%	24.3%	31.9%
Visiting historic/heritage sites, or cultural attractions	35.9%	39.5%	28.6%	30.6%	31.5%
Visiting Anne of Green Gables and related attractions	29.3%	25.2%	25.3%	18.6%	25.1%
Visiting friends and/or relatives	28.2%	15.9%	20.8%	31.5%	22.5%
Participating in nature-based outdoor activities	15.1%	26.4%	19.5%	18.1%	19.7%
Participating in water-based activities	12.9%	9.2%	22.0%	19.2%	18.4%

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)

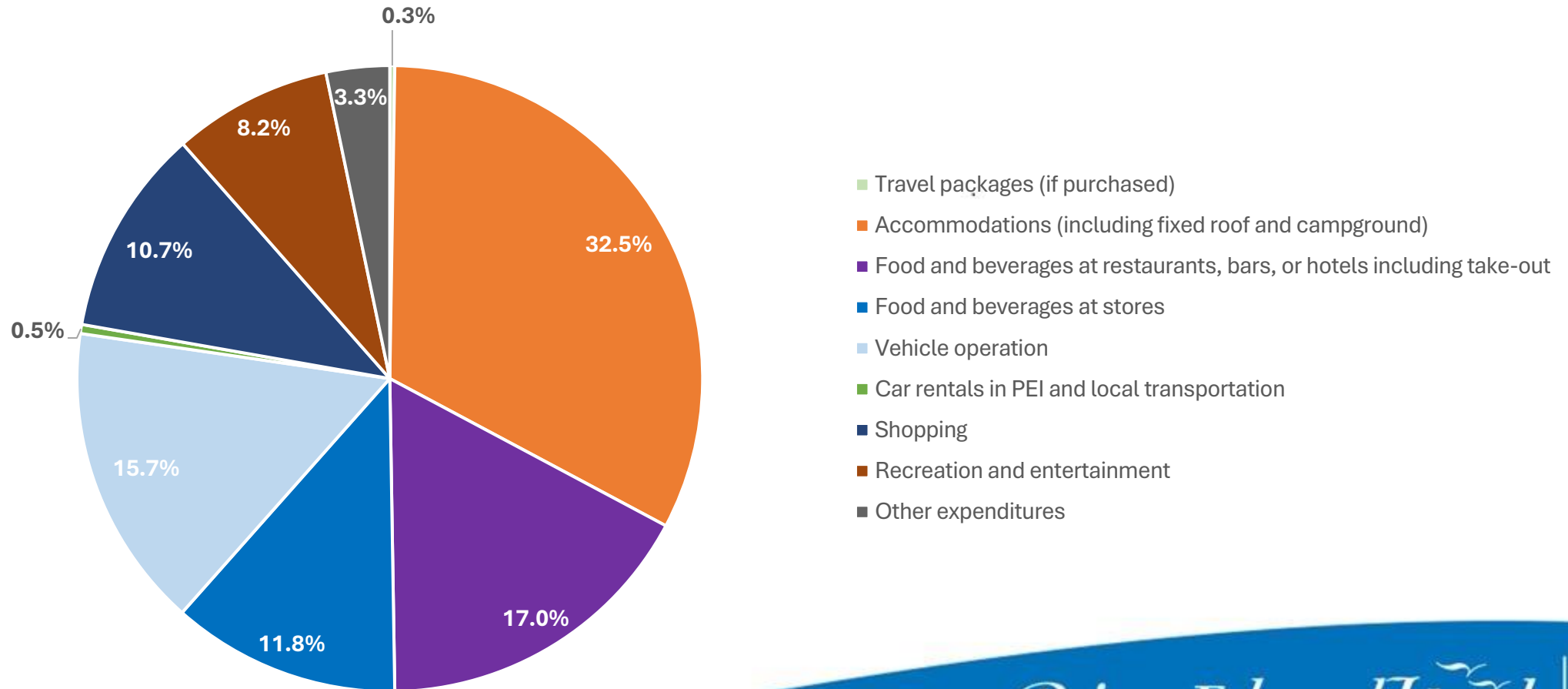
PEI Region Stayed	Charlottetown and Red Sands Shore	Summerside and North Cape Coastal Drive	Green Gables Shore	Points East Coastal Drive	Total
Overnight Pleasure Camper Parties N (%)	7,817 (14.8%)	7,806 (14.8%)	30,764 (58.3%)	6,382 (12.1%)	52,769 (100.0%)
Going to a museum or art gallery	13.0%	18.3%	18.7%	20.9%	18.1%
Visiting a theme, fun or amusement park	6.8%	6.6%	25.7%	6.5%	17.7%
Attending a festival, event, or concert	12.8%	19.1%	10.3%	5.5%	11.4%
Attending a live performance/entertainment	11.2%	9.6%	7.7%	6.1%	8.3%
Playing golf (not miniature)	4.4%	6.6%	7.3%	8.7%	6.9%
Other	7.5%	6.7%	5.5%	7.2%	6.2%
Participating in recreational fishing or hunting	2.1%	8.3%	4.1%	4.2%	4.5%
Experiencing night-life activities	3.1%	2.4%	4.4%	7.8%	4.3%
Taking part in an authentic PEI experience/hands-on learning activity	3.7%	7.2%	2.9%	5.8%	4.0%
Attending a sports event or tournament (as a spectator)	3.5%	0.4%	2.2%	0.8%	2.0%
Going to a casino/racino (Charlottetown or Summerside)	1.8%	0.0%	1.9%	1.0%	1.5%
Participating in recreational motorized activities	1.4%	1.8%	0.4%	5.4%	1.4%
Health and wellness activities	0.0%	0.2%	1.2%	0.8%	0.9%
Playing disc golf	0.2%	0.0%	0.6%	0.0%	0.4%

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



8-2. Estimated Total Direct Expenditures

Figure 22: Breakdown of Tourism Expenditures by Overnight Pleasure Camper Parties
(Total Parties N = 52,769 or Total Campers N= 163,832)



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

PEI Region Stayed	Charlottetown and Red Sands Shore	Summerside and North Cape Coastal Drive	Green Gables Shore	Points East Coastal Drive	Total
Overnight Pleasure Camper Parties <i>N</i> (%)	7,817 (14.8%)	7,806 (14.8%)	30,764 (58.3%)	6,382 (12.1%)	52,769 (100.0%)
Estimated Total Direct Expenditures (\$)	\$11,251,417	\$12,946,541	\$54,962,095	\$11,668,662	\$90,828,715
Travel packages (if purchased)	\$11,490	\$12,360	\$144,187	\$64,016	\$232,054
Accommodations	\$3,170,797	\$4,182,693	\$18,324,796	\$3,875,502	\$29,553,788
Food and beverages at restaurants, bars, or hotels	\$2,405,012	\$2,146,274	\$8,871,946	\$1,974,372	\$15,397,605
Food and beverages at stores	\$1,291,588	\$1,762,146	\$6,185,630	\$1,489,535	\$10,728,899
Vehicle operation	\$1,991,176	\$2,320,973	\$7,859,138	\$2,129,778	\$14,301,066
Car rentals in PEI and local transportation	\$5,251	\$64,850	\$292,887	\$61,462	\$424,451
Shopping	\$1,404,987	\$1,131,609	\$6,323,953	\$879,019	\$9,739,568
Recreation and entertainment	\$586,705	\$510,356	\$5,637,050	\$738,385	\$7,472,496
Other expenditures	\$384,410	\$815,279	\$1,322,507	\$456,592	\$2,978,788

Note: Total expenditures in each season were calculated as follows: Number of overnight pleasure travel parties × average spending per party per visit or Number of overnight pleasure travellers × average length of stay × average spending per person per night.



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

PEI Region Stayed	Charlottetown and Red Sands Shore	Summerside and North Cape Coastal Drive	Green Gables Shore	Points East Coastal Drive	Total
Overnight Pleasure Camper Parties <i>N</i> (%)	7,817 (14.8%)	7,806 (14.8%)	30,764 (58.3%)	6,382 (12.1%)	52,769 (100.0%)
% of Estimated Total Direct Expenditures	(12.4%)	(14.3%)	(60.5%)	(12.8%)	(100.0%)
Travel packages (if purchased)	0.1%	0.1%	0.3%	0.5%	0.3%
Accommodations	28.2%	32.3%	33.3%	33.2%	32.5%
Food and beverages at restaurants, bars, or hotels	21.4%	16.6%	16.1%	16.9%	17.0%
Food and beverages at stores	11.5%	13.6%	11.3%	12.8%	11.8%
Vehicle operation	17.7%	17.9%	14.3%	18.3%	15.7%
Car rentals in PEI and local transportation	0.0%	0.5%	0.5%	0.5%	0.5%
Shopping	12.5%	8.7%	11.5%	7.5%	10.7%
Recreation and entertainment	5.2%	3.9%	10.3%	6.3%	8.2%
Other expenditures	3.4%	6.3%	2.4%	3.9%	3.3%



8-3. Average Spending per Party per Visit

PEI Region Stayed	Charlottetown and Red Sands Shore	Summerside and North Cape Coastal Drive	Green Gables Shore	Points East Coastal Drive	Total
Overnight Pleasure Camper Parties N (%)	7,817 (14.8%)	7,806 (14.8%)	30,764 (58.3%)	6,382 (12.1%)	52,769 (100.0%)
Average Spending per Party per Visit (\$)	\$1,439.23	\$1,658.34	\$1,786.59	\$1,828.96	\$1,721.25
Travel packages (if purchased)	\$1.47	\$1.58	\$4.69	\$10.03	\$4.40
Accommodations	\$405.59	\$535.77	\$595.66	\$607.45	\$560.06
Food and beverages at restaurants, bars, or hotels	\$307.64	\$274.92	\$288.39	\$309.46	\$291.79
Food and beverages at stores	\$165.21	\$225.72	\$201.07	\$233.47	\$203.32
Vehicle operation	\$254.70	\$297.30	\$255.47	\$333.82	\$271.01
Car rentals in PEI and local transportation	\$0.67	\$8.31	\$9.52	\$9.63	\$8.04
Shopping	\$179.72	\$144.95	\$205.57	\$137.78	\$184.57
Recreation and entertainment	\$75.05	\$65.37	\$183.24	\$115.74	\$141.61
Other expenditures	\$49.17	\$104.43	\$42.99	\$71.57	\$56.45
Average Length of Stay (nights)	5.34	6.44	5.79	5.80	5.82
Average Party Size (persons)	2.59	2.84	3.36	2.83	3.10
Estimated Number of Overnight Pleasure Campers	20,218	22,188	103,347	18,079	163,832



8-4. Average Spending per Person per Night

PEI Region Stayed	Charlottetown and Red Sands Shore	Summerside and North Cape Coastal Drive	Green Gables Shore	Points East Coastal Drive	Total
Overnight Pleasure Camper Parties <i>N</i> (%)	7,817 (14.8%)	7,806 (14.8%)	30,764 (58.3%)	6,382 (12.1%)	52,769 (100.0%)
Average Spending per Person per Visit (\$)	\$104.19	\$90.60	\$91.81	\$111.34	\$95.22
Travel packages (if purchased)	\$0.11	\$0.09	\$0.24	\$0.61	\$0.24
Accommodations	\$29.36	\$29.27	\$30.61	\$36.98	\$30.98
Food and beverages at restaurants, bars, or hotels	\$22.27	\$15.02	\$14.82	\$18.84	\$16.14
Food and beverages at stores	\$11.96	\$12.33	\$10.33	\$14.21	\$11.25
Vehicle operation	\$18.44	\$16.24	\$13.13	\$20.32	\$14.99
Car rentals in PEI and local transportation	\$0.05	\$0.45	\$0.49	\$0.59	\$0.44
Shopping	\$13.01	\$7.92	\$10.56	\$8.39	\$10.21
Recreation and entertainment	\$5.43	\$3.57	\$9.42	\$7.05	\$7.83
Other expenditures	\$3.56	\$5.71	\$2.21	\$4.36	\$3.12
Average Length of Stay (nights)	5.34	6.44	5.79	5.80	5.82
Average Party Size (persons)	2.59	2.84	3.36	2.83	3.10
Estimated Number of Overnight Pleasure Campers	20,218	22,188	103,347	18,079	163,832

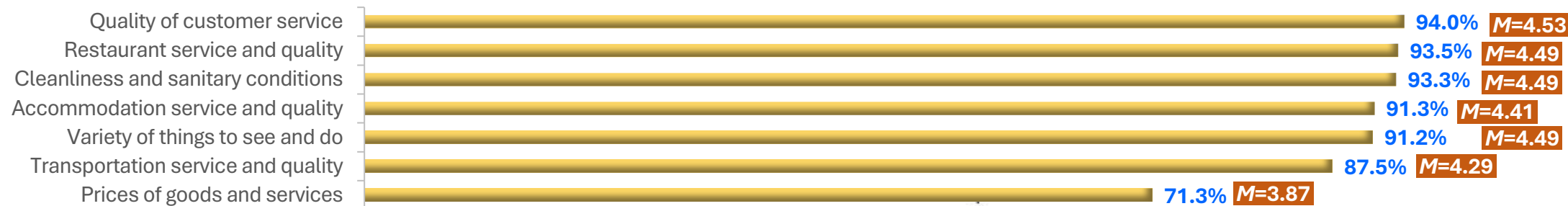


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9-1. Rating of Travel Services

Figure 23: Rating of Travel Services by Overnight Pleasure Camper Parties
(Total Parties N = 52,769)

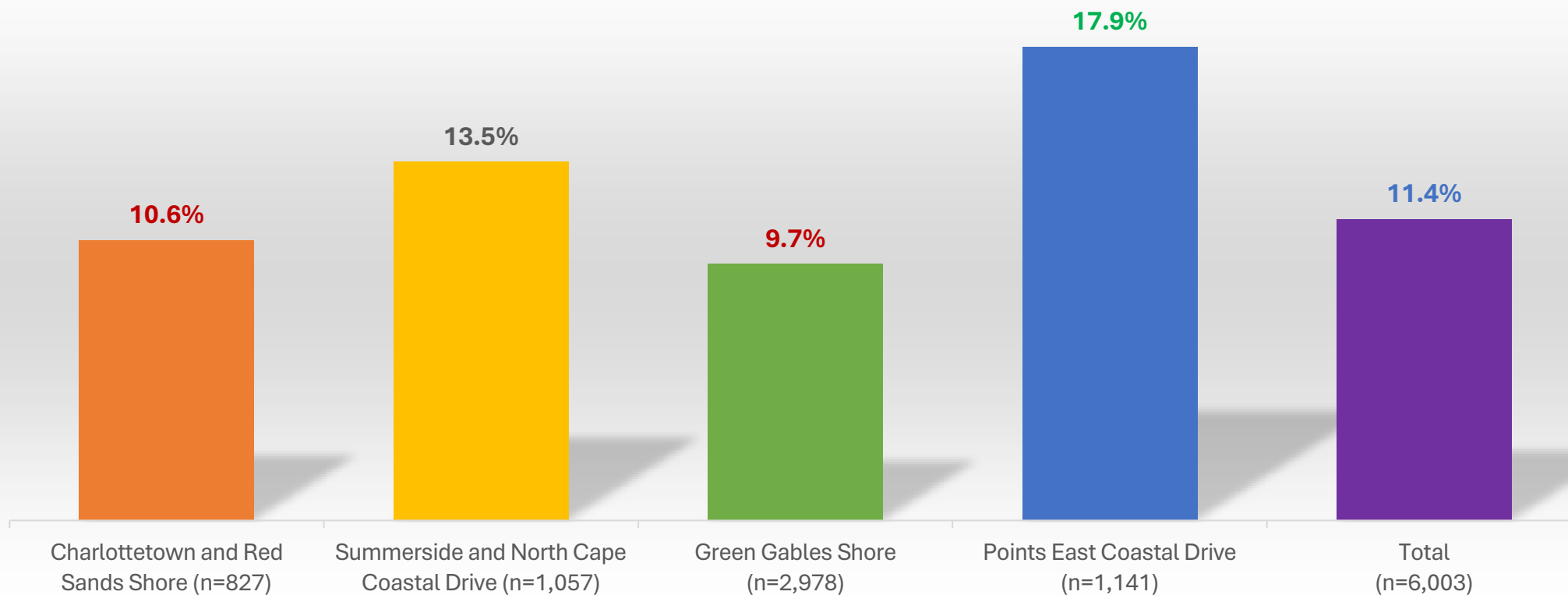


PEI Region Stayed	Charlottetown and Red Sands Shore	Summerside and North Cape Coastal Drive	Green Gables Shore	Points East Coastal Drive	Total
Overnight Pleasure Camper Parties N (%)	7,817 (14.8%)	7,806 (14.8%)	30,764 (58.3%)	6,382 (12.1%)	52,769 (100.0%)
Quality of customer service	90.2%	94.4%	94.5%	95.4%	94.0%
Restaurant service and quality	96.7%	95.7%	91.6%	96.2%	93.5%
Cleanliness and sanitary conditions	92.1%	98.0%	92.3%	93.9%	93.3%
Accommodation service and quality	91.4%	87.2%	91.3%	96.1%	91.3%
Variety of things to see and do	94.8%	90.8%	90.8%	89.3%	91.2%
Transportation service and quality	90.2%	83.9%	87.2%	91.1%	87.5%
Prices of goods and services	66.3%	74.9%	71.8%	70.3%	71.3%

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 24: Instance of Complaints from Overnight Pleasure Camper Parties by PEI Region Stayed



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.

9-3. Travel Evaluation and Overall Satisfaction

Figure 25: Travel Evaluation and Overall Satisfaction by Overnight Pleasure Camper Parties
(Total Parties N = 52,769)



PEI Region Stayed	Charlottetown and Red Sands Shore	Summerside and North Cape Coastal Drive	Green Gables Shore	Points East Coastal Drive	Total
Overnight Pleasure Camper Parties N (%)	7,817 (14.8%)	7,806 (14.8%)	30,764 (58.3%)	6,382 (12.1%)	52,769 (100.0%)
My trip to PEI was a good way to spend my time	98.6%	98.2%	97.2%	98.8%	97.8%
PEI was a safe and hygienic destination	96.8%	98.7%	95.4%	98.4%	96.5%
I was satisfied with my trip to PEI	97.9%	98.5%	94.5%	93.0%	95.4%
My trip to PEI was good value for money spent	91.9%	95.6%	89.6%	90.9%	91.0%

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 26: Likelihood of Recommending PEI as a Travel Destination to Others by PEI Region Stayed

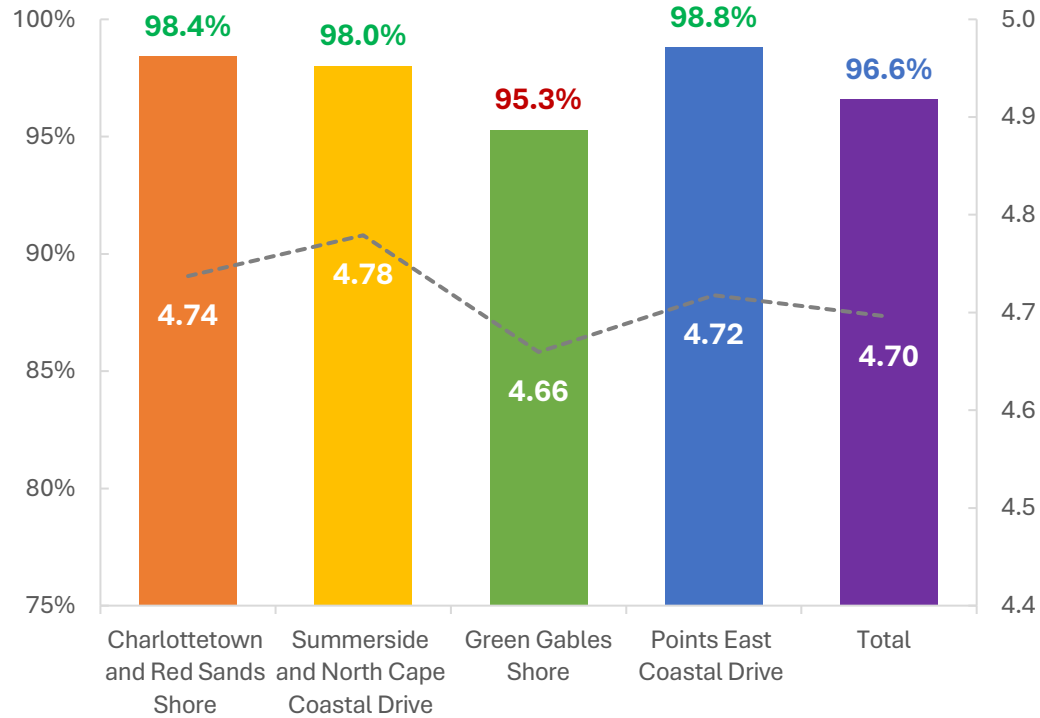
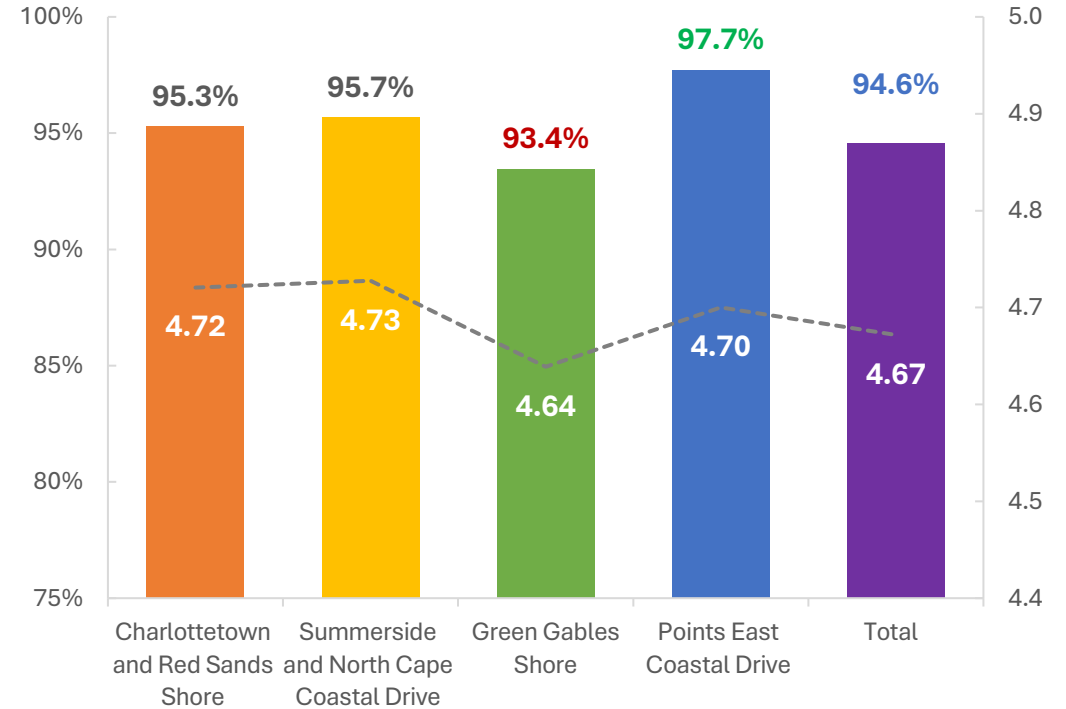


Figure 27: Likelihood of Visiting PEI Again by PEI Region Stayed



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.



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10. Demographic Characteristics of Respondents

PEI Region Stayed	Charlottetown and Red Sands Shore	Summerside and North Cape Coastal Drive	Green Gables Shore	Points East Coastal Drive	Total
Overnight Pleasure Camper Parties <i>N</i> (%)	7,817 (14.8%)	7,806 (14.8%)	30,764 (58.3%)	6,382 (12.1%)	52,769 (100.0%)
Gender					
Male	42.4%	36.3%	32.0%	45.5%	35.8%
Female	57.6%	63.7%	68.0%	54.5%	64.2%
Other	0.0%	0.0%	0.0%	0.0%	0.0%
Age					
18 to 24	2.7%	1.1%	0.6%	0.8%	1.0%
25 to 34	7.0%	5.4%	6.5%	10.8%	6.9%
35 to 44	4.0%	10.4%	24.4%	7.2%	17.2%
45 to 54	14.9%	17.9%	15.4%	8.6%	14.9%
55 to 64	27.2%	20.0%	24.7%	19.6%	23.8%
65 to 74	38.4%	34.9%	24.3%	46.4%	30.7%
75 and over	5.7%	10.4%	4.0%	6.5%	5.5%
Mother Tongue					
English	78.3%	53.4%	71.2%	62.2%	68.5%
French	17.4%	44.6%	27.5%	35.3%	29.5%
Other	4.3%	2.0%	1.3%	2.5%	2.0%



10. Demographic Characteristics of Respondents (cont'd)

PEI Region Stayed		Charlottetown and Red Sands Shore	Summerside and North Cape Coastal Drive	Green Gables Shore	Points East Coastal Drive	Total
Overnight Pleasure Camper Parties N (%)		7,817 (14.8%)	7,806 (14.8%)	30,764 (58.3%)	6,382 (12.1%)	52,769 (100.0%)
Marital Status						
Single		78.3%	53.4%	71.2%	62.2%	68.5%
Married/living common law		17.4%	44.6%	27.5%	35.3%	29.5%
Other		4.3%	2.0%	1.3%	2.5%	2.0%
Average Number of Children Living in the Household *						
Children 17 years and younger	Valid N	1,158	1,161	9,639	866	12,824
	(Valid %)	(9.0%)	(9.1%)	(75.2%)	(6.8%)	(100.0%)
	Avg. #	1.93	1.97	1.88	2.01	1.90
Children 18 years and older	Valid N	956	753	3,738	756	6,203
	(Valid %)	(15.4%)	(12.1%)	(60.3%)	(12.2%)	(100.0%)
	Avg. #	1.75	1.66	1.63	1.61	1.65

Note: * 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)

PEI Region Stayed	Charlottetown and Red Sands Shore	Summerside and North Cape Coastal Drive	Green Gables Shore	Points East Coastal Drive	Total
Overnight Pleasure Camper Parties <i>N</i> (%)	7,817 (14.8%)	7,806 (14.8%)	30,764 (58.3%)	6,382 (12.1%)	52,769 (100.0%)
Education					
Some school	0.2%	3.6%	0.6%	0.0%	0.9%
High school diploma	9.3%	7.7%	8.3%	4.9%	7.9%
Some post-secondary	21.0%	20.4%	9.6%	9.1%	12.8%
Graduated community/technical college	38.5%	26.5%	29.2%	22.7%	29.4%
Graduated university (undergraduate)	14.2%	19.8%	28.6%	39.3%	26.5%
Post graduate degree/Professional designation	16.8%	22.0%	23.7%	24.0%	22.5%
Employment Status					
Working full time	32.9%	31.9%	52.3%	34.4%	44.3%
Working part time or seasonally	11.9%	6.5%	7.1%	4.0%	7.4%
Unemployed	0.0%	1.1%	0.0%	0.3%	0.2%
Retraining or upgrading	0.0%	0.0%	0.2%	0.0%	0.1%
Retired	46.5%	57.9%	37.8%	58.3%	44.5%
Homemaker	3.7%	0.7%	1.3%	0.9%	1.5%
Student	2.5%	1.1%	0.5%	0.7%	0.9%
Other	2.4%	0.8%	0.7%	1.5%	1.1%

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)

PEI Region Stayed	Charlottetown and Red Sands Shore	Summerside and North Cape Coastal Drive	Green Gables Shore	Points East Coastal Drive	Total
Overnight Pleasure Camper Parties <i>N</i> (%)	7,817 (14.8%)	7,806 (14.8%)	30,764 (58.3%)	6,382 (12.1%)	52,769 (100.0%)
Annual Household Income					
Under \$40,000	12.4%	13.0%	4.5%	4.0%	6.9%
\$40,000 to \$59,999	7.6%	7.4%	8.6%	15.0%	9.1%
\$60,000 to \$79,999	12.2%	18.6%	10.7%	16.2%	12.7%
\$80,000 to \$99,999	21.5%	12.9%	14.6%	13.4%	15.2%
\$100,000 to \$124,999	18.3%	19.7%	14.6%	16.7%	16.2%
\$125,000 to \$149,999	8.5%	3.9%	7.9%	8.3%	7.4%
\$150,000 to \$174,999	5.0%	8.0%	12.0%	3.6%	9.3%
\$175,000 to \$199,999	0.7%	2.5%	3.9%	7.2%	3.6%
\$200,000 or more	7.7%	1.4%	12.2%	4.3%	9.0%
Not Stated	6.1%	12.7%	11.0%	11.4%	10.6%

