

How to Read Personifications

Tourism PEI – November 2020

What is a Visitor Personification?

A visitor personification is the characterization of visitors that are segmented based on several defined variables.

For Tourism PEI's 2020–2021 Winter/Spring Visitor Segments, these variables include:

- Past visitation and likeliness to visit;
- Seasonality of trip;
- Family composition;
- Urbanity;
- Lifestage; and
- Income.

Visitor segmentation and personification were completed using information from Tourism PEI Exit Surveys (2012, 2014, and 2018), Destination Canada's COVID-19 Travel Intention and Consumer Behaviour Study, and from several consumer databases that Tourism PEI has sublicensed from Environics Analytics, including:

- DemoStats (econometric, demographic, and geographic information);
- Opticks Powered by Numeris (behavioural and lifestyle information); and
- Opticks Social Powered by AskingCanadians™.

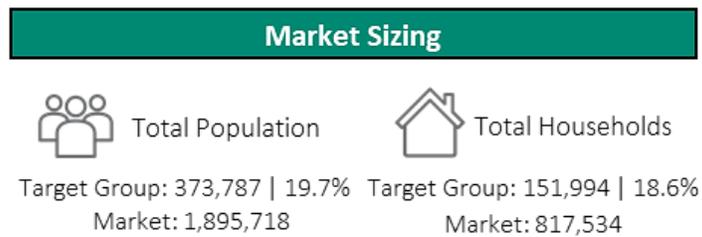
How to Interpret Visitor Personifications

General Overview



Understanding Market Sizing and Location

Values for demographic, travel behavior, and lifestyle metrics are benchmarked against the Maritime Provinces (defined as “Market”). For example:



This target group has an estimated population of 373,787 within the Maritime Provinces.

This represents 19.7% of the entire maritime population of 1,895,718.

This target group occupies an estimated 151,994 private dwellings within the Maritime Provinces.

This represents 18.6% of the 817,534 households within the Maritime Provinces.

Geographic Distribution ¹					
Census Subdivision (CS)	Target Group			Market	
	% of Group	% of CS	Index	HH Count	% of Market
Halifax, NS (RGM)	15.2	12.3	66	187,875	23.0
Lunenburg, NS (MD)	4.3	58.3	314	11,108	1.4
East Hants, NS (MD)	3.4	54.3	292	9,498	1.2
Cape Breton, NS (RGM)	3.3	11.7	63	42,591	5.2
West Hants, NS (MD)	3.0	72.4	389	6,284	0.8
Kings, Subd. A, NS (SC)	2.7	46.8	252	8,703	1.1
Chester, NS (MD)	2.4	77.4	416	4,710	0.6
Colchester, Subd. C, NS (SC)	1.9	52.6	283	5,510	0.7
Antigonish, Subd. A, NS (SC)	1.7	71.0	382	3,575	0.4
Saint John, NB (C)	1.5	7.1	38	31,915	3.9

From Left to Right:

4.3% of all households occupied by this target group in the Maritime Provinces are located in the Lunenburg Municipal District of Nova Scotia.

This target group represents 58.3% of all households in Lunenburg Municipal District.

With an index of 314, households in Lunenburg Municipal District are over three times as likely to be from this target group than the average maritime household.

There are 11,108 private dwellings in the Lunenburg Municipal District within Nova Scotia.

The 11,108 private dwellings in the Lunenburg Municipal District represents 1.4% of all private dwellings in the Maritime Provinces.

Definitions:

- **Target Group** – Information under this column is specific to this visitor segment.
- **Market** – Information under this column is specific to the maritime provinces and is meant to provide benchmarking information.
- **% of Group** – Percent of all members of this group within the maritime provinces that live in the census subdivision on the far left of this row.
- **% of CS** – This target group makes up this percent of the census subdivisions household population.
- **Index** – A measure of over or under-representation in the census subdivision, compared to the average maritime household population.
- **HH Count** – The number of households within the census subdivision.
- **% of Market** – The percentage of all maritime households within the census subdivision.

Understanding Variable Values and Indexes

Index: number in brackets that refers to how much this segment is over-or under-represented in any given metric compared to the average in the Maritime Provinces. An index below 100 is below average and an index above 100 is above average. Values in red are at least 10% over-represented and values in blue are at least 10% under-represented.

Some examples:

Average Household Income



This segment's average household income is \$90,415 and their index is 110, meaning this is 10% higher than the average of Maritime households.

Marital Status



64.2 % of adults in this segment are married or common-law. An index of 111 signifies that this segment are 11% more likely to be married/common-

Cross country skiing & snowshoeing



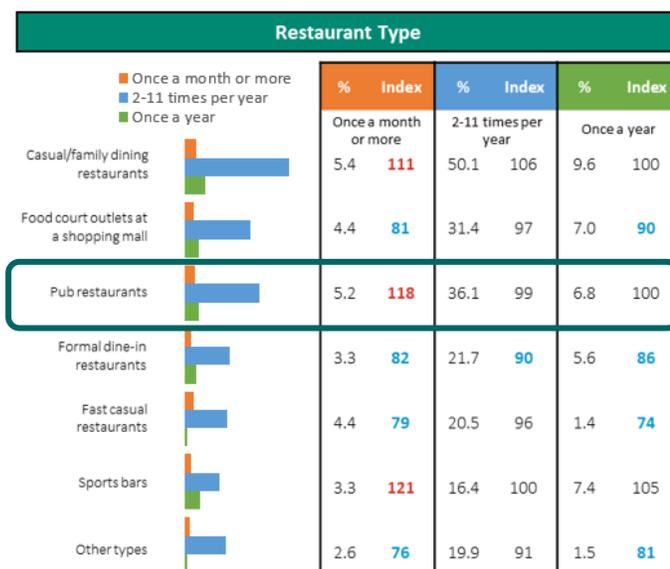
28.8%
(109)

28.8% of individuals in this segment identified participating in this tourism activity, and they are 9% more likely to participate in this activity than the average



Motel
19.5%
(98)

19.5% of these individuals identified Motels as an accommodation preference, which is near average for Maritimers.



From Left to Right:

5.2% of individuals in this target group eat at pub restaurants once a month or more. This represents an index of 118, meaning that this target group eats at pubs more frequently than the average Maritime resident.

36.1% of individuals in this target group eats at pub restaurants 2-11 times per year. This is in line with the average with an index of 99.