

How to Read Personifications

2021 Visitor Personifications – Tourism PEI – March 2021

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 2021 Visitor Segments, these variables include:

- Past visitation, repeat visitation, and likeliness to visit;
- Spend per travel party and nights stayed while visiting PEI;
- Primary motivator of travel to PEI;
- Tourism activity preferences in PEI;
- Family composition;
- Urbanity;
- Lifestage; and
- Income.

Visitor segmentation and personification were completed using information from Tourism PEI Exit Surveys (2012, 2014, and 2018), Tourism PEI's customer relationship management database, and from several consumer behaviour 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™ (social media usage).

How to Interpret Visitor Personifications

General Overview



Understanding Market Sizing and Location

Values for demographic, travel behavior, and lifestyle metrics are compared to a selected **benchmark area**. For the 2021 Visitor Segments, the benchmark area includes the Atlantic Provinces, Quebec, and Ontario (defined as “Market”). For example:



This target group has an estimated population of 1,904,704 within the benchmark area (ON, QC, NB, NS, PEI & NL).

This represents 7.5% of the entire target population of 25,424,121.

This target group occupies an estimated 747,746 private dwellings within the benchmark area.

This represents 7.3% of the 10,275,783 households within the benchmark area.

Census Metropolitan Area (CMA)	Target Group			Market	
	% of Group	% of CMA	Index	HH Count	% of Market
Halifax, NS	3.7	16.7	217	188,031	1.70
St. John's, NL	2.4	22.5	293	89,854	0.81
Saint John, NB	2.0	30.4	396	55,561	0.50
Fredericton, NB	1.7	31.2	406	46,211	0.42
Moncton, NB	1.4	17.8	232	64,426	0.58
Cape Breton, NS	1.1	21.2	276	44,191	0.40

From Left to Right:

2% of all households occupied by this target group in the benchmark area are located in the Saint John, NB census metropolitan area (CMA).

This target group represents 30.4% of all households in the Saint John, NB CMA.

With an index of 396, households in Hamilton are almost four times as likely to be from this target group than the average household in the benchmark area.

There are 55,561 private dwellings in the CMA of Saint John, NB.

The 55,561 private dwellings Hamilton represents 0.5% of all private dwellings in the benchmark area.

Definitions:

- **Target Group** – Information under this group of columns is specific to this visitor segment.
- **Market** – Information under this group of columns is specific to the target benchmark area (ON, QC, NB, NS, PEI, and NL) and is meant to provide benchmarking information.
- **% of Group** – Percent of all households belonging to this visitor segment within the benchmark area that live in the census metropolitan area listed on the far left of this row.
- **% of CMA** – The percentage of households in the census metropolitan area that belong to the visitor segment.
- **Index** – A measure of over or under-representation in the census metropolitan area, compared to the average household population in the benchmark area. See next page for how to interpret index values.
- **HH Count** – The number of households within the census metropolitan area.
- **% of Market** – The percentage of households in benchmark area that are found in the census metropolitan area.

Understanding Variable Values and Indexes

Index: this number, typically found in brackets, refers to how much the segment is over- or under-represented in any given metric compared to the average in the benchmark area. 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 example segment's average household income is \$90,415 and their index is 110, meaning this is 10% higher than the average of the benchmark area.

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-law.

Sampling Local Culinary



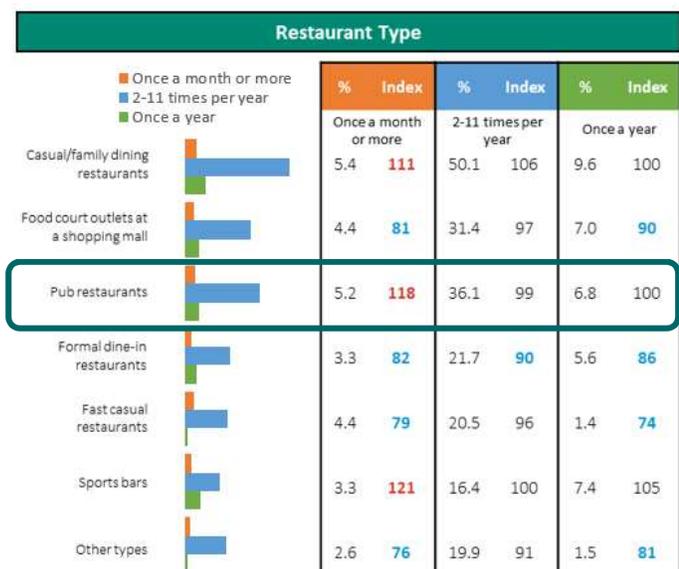
43.9%
(114)

43.9% of individuals in this segment identified participating in this tourism activity, and they are 14% more likely to participate in this activity than the average individual in the benchmark area.



Camping
11.9%
(71)

11.9% of these individuals use camping as an accommodation type while visiting PEI, which 29% lower than the average individual in the benchmark area.



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. This segment is also average for visiting pub restaurants once per year at 6.8% (index of exactly 100).