
A PROFILE OF PRINCE EDWARD ISLAND SECOND HOME OWNERS (2011)

Prepared for:

Tourism Prince Edward Island

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**Atlantic Canada
Opportunities
Agency**

**Agence de
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Canada

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EXECUTIVE SUMMARY

This research was completed for Tourism PEI with the cooperation of the Taxation and Property Records Division of PEI's Department of Finance and Municipal Affairs. The main objectives were to profile second home owners in PEI, determine their economic impact, and measure the number of visitors who come to PEI as a result of a friend/family member owning a second home in PEI.

Overall, there were 4,266 second homes represented by this survey, though not all received a survey. Including the home owner who filled out the survey and his/her immediate family who stayed at the property, this represented 11,968 people, 62.2 percent who were Canadian residents, 35.9 percent who were US residents, and 2.0 percent who resided in other countries. These second home owners and their immediate family reported spending \$38,093,546 in PEI in an average year. The majority of this went to property taxes (17.0%), home maintenance (15.8%), food & beverage in stores (15.4%), and utilities (10.5%). This worked out to \$9,514 per property per year or, furthermore, \$3,184 per person per year. See Table 6-2.

Most second home owners reported having visitors throughout the year (84.1%). **It was estimated that this equated to 35,377 additional visitors beyond the second home owner and his/her immediate family.** See Figure 5-1 and Table 6-3.

Based on survey respondents' estimates of what their visitors spent, it was calculated that the total estimated expenditures of visitors amounted to \$43,318,439. **This brought the average yearly spending of second home owners, their immediate family, and their visitors to \$81,411,985.** See Table 6-1, Table 6-2, and Table 6-3.

Using data provided by PEI's Department of Finance and Municipal Affairs, second homes tended to be located in PEI's rural regions: Points East Coastal Drive (33.4%), Green Gables Shore (28.5%), North Cape Coastal Drive (16.7%), and Red Sands Shore (14.6%). The two urban areas were the least common areas to locate a second home: Charlottetown (5.3%) and Summerside (1.5%). Most second homes were cottages (61.0%) or residential (33.1%). See Figure 2-1 and Figure 2-2.

Approximately two thirds (65.6%) of PEI's second home owners were Canadian. Another 33 percent were from the United States while only 1.5 percent were from another country. Breaking down Canada and the US into specific regions shows high rates of PEI second home owners from Ontario (28.9%), New England (19.5%), Nova Scotia (12.1%), Alberta (8.2%), and New Brunswick (6.4%). See Figure 2-3 and Figure 2-4.

Approximately one-third of second home owners had ties to PEI as former residents, representing 42 percent of respondents from Canada and 'other countries', but only 9.8 percent of those from the US. Furthermore, 54.4 percent of all respondents had family ties to PEI. See Figure 3-1 and Figure 3-2.

Although most second home owners had one property in PEI (79.3%), 15.6 percent owned two properties and 5.1 percent had three or more properties. When asked to categorize their property (or primary property in instances where more than one was owned), 57.0 percent were considered to be cottages, 26.2 percent were houses, 7.1 percent were farm houses, and 4.7 percent were rental properties. Forty-five percent were waterfront properties. See Figure 3-3, Figure 3-5, and Figure 3-6.

Over half of the properties were acquired between 2000 and 2011 (59.0%). Eighteen percent were acquired between 1990 and 1999 and 11.8 percent between 1980 and 1989. For many the dwelling on the property was acquired at the same time as the land: 56.7 percent bought the dwelling and the land at the same time and 9.7 percent inherited the land and still use the original dwelling. However, 25.5 percent did buy the land and then built a dwelling after the purchase. See Figure 3-7, Figure 3-8, and Figure 3-9.

The most common price paid for the property/dwelling was \$25,000 to \$49,999 (16.9%), followed by \$50,000 to \$74,999 (15.6%), and less than \$25,000 (14.9%). In total, 61.1 percent of second home owners paid less than \$100,000 for their property/dwelling. Spending on maintenance and renovations since acquiring the property was most commonly less than \$5,000 (22.4%), followed by \$10,000 to \$19,999 (20.2%), \$5,000 to \$9,999 (18.4%), and \$20,000 to \$29,999 (10.3%). See Table 3-12 and Table 3-13.

The most popular reasons for selecting PEI as the location for a second home were: being born in PEI or having family connections to PEI (21.4%), PEI being a safe, quiet, and relaxed location (17.2%), wanting a home on or near the water (14.5%), and having previously visited PEI and deciding to buy/build a home there (10.7%). See Table 3-14.

About one third of second home owners were planning to permanently move to PEI at some point. While many would live in their current dwelling (73.9%), 26.1 percent said they would buy a new dwelling. See Figure 3-17 and Figure 3-18.

Almost all (89.0%) respondents had visited PEI in 2010 or earlier in 2011 (the survey was distributed in January 2011). Only 4.8 percent of respondents had not visited since 2009 or earlier. Overall, the average number of visits to the PEI property per year was 3.50 visits. This equated to 271,000 nights in PEI per year among all second home owners, or 67.60 nights per home owner per year. Most of these stays were during PEI's main tourism season of July (27.9% or 18.87 nights per property) and August (27.7% or 18.74 nights per property). Second home owners stayed a comparable number of nights in June (9.92) and September (9.09), and in May (4.34) and October (3.55). See Table 4-1, Figure 4-2, or Table 4-3.

The average party size of the group typically travelling together to the second home was 2.99 people. Composition of travel party types was quite similar between Canadian and US second home owners. About half typically travelled to PEI as a group of two adults. This two adult party composition was much less common for parties from other countries (16.7%), who were much more likely to travel in parties of three adults or more (37.5% compared to about 15.1% overall) or families with at least one child under 18 years of age (41.7% versus 21.7% overall). See Figure 4-4 and Figure 4-5.

On average, 53.0 percent of those in a travel party that travels together to stay in the PEI property are female; 47.0 percent are male.

One quarter of those in travel parties who typically travel together to stay at their PEI property are 55 to 64 years of age. Nineteen percent are 45 to 54 and 15.2 percent are 65 to 74 years of age. Only 14.3 percent are 17 or younger and 12.3 percent are between 18 to 34 years of age. See Table 4-6.

Although transportation varies among the three origins for travelling to PEI, most second home owners use their own vehicle and drive to PEI (70.9%). Fourteen percent fly to PEI and 13.5 percent use a

combination of air and vehicle. Naturally this changes considerably for home owners outside of Canada and the US. This group was also most likely to have purchased a vehicle in PEI (33.3% compared to 8.1% overall). See Figure 4-7 and Figure 4-8.

Many second home owners genuinely like PEI and would still visit at least once per year even if they did not own a second home (55.6%). Another 8.8 percent believed they would visit every second year. Only 2.9 percent of second home owners said they would not visit PEI if they did not own a second home here. That being said, many second home owners use their trips to their homes in PEI as a replacement for a holiday that may have otherwise occurred. Seventy-one percent of respondents agreed with the statement “Because I own a property in PEI, I do not travel to other destinations as much as I otherwise would.” Twenty-nine percent of respondents agreed with the statement, “Despite owning a property in PEI, I travel to other destinations as much as I otherwise would.” See Table 4-9 and Figure 4-10.

Around 84 percent of second home owners had friends and family visit them in PEI and stay in their home or on their property. Thirty-four percent had friends/family who visited but stayed in other accommodations. Twenty-seven percent of second home owners opened up their homes for others to stay in while they were not occupying it. Only 6.2 percent reported having no visitors in a typical year. Furthermore, respondents predicted that only 34.2 percent of their visiting groups would have visited PEI had the second home owner not owned a property in PEI. See Figure 5-1 and Figure 5-7.

The most popular activities for second home owners and their immediate family were going to a beach/lake/river (90.5%), shopping (local crafts/souvenirs/antiques) (86.4%), hiking/walking (81.8%), and visiting a national or provincial park (80.6%). The most popular activities for guests of second home owners were going to a beach/lake/river (84.9%), shopping (local crafts/souvenirs/antiques) (82.4%), going on a driving tour/sightseeing (79.0%), visiting a national or provincial park (75.1%), and attending a concert, festival, fair, or event (69.5%). See Table 7-1.

Compared to their visitors, second home owners have higher participation rates in almost all activities. This is not particularly surprising for certain activities since second home owners spend more time in PEI, but one might expect certain activities that are generally considered more ‘touristy’ to have higher participation rates amongst the visitors of second home owners.

1. INTRODUCTION

1.1. Background

This survey was originally conceived with the objective of determining the economic impact of second home owners in PEI. This report serves to supplement the PEI visitor exit survey research, as second home owners and their visitors were not adequately captured in that research. As demonstrated in the report, second home owners have a significant impact on the economy of PEI. They represent 'new' money being introduced into the economy, they stay much longer than the typical visitor to PEI, and most received additional visitors at some point during the year.

This survey was mailed out to second home owners in mid January 2011. The package contained a survey (in French for residents of Quebec and France), cover letter which included text directing people to an online version if they wished, and a pre-paid reply envelope. No reminders were sent after the initial survey invitation.

1.2. Methodology

Sampling Procedure

Mailing addresses of second home owners were provided by PEI's Department of Finance and Municipal Affairs, specifically the Taxation and Property Records Division. In total, 4,266 addresses of second home owners were received. These were categorized into residential, cottage, mobile, and condominium. It was determined, for cost reasons, to sample approximately half of the list provided. The new mailing list was segmented based on place of residence (province/territory, state, or country), type of dwelling, and location of the PEI dwelling. For smaller segments, the groups would be proportionally over-surveyed. For larger segments, the groups would be proportionally under-surveyed. As a result, 2,858 second home owners were surveyed. This sample was sent a cover letter, survey, and pre-paid reply envelope to return the survey without charge. This gathered 901 responses, 895 of which were used. See Table 1-1 and Table 1-2.

Sample Size and Margin of Error

Although the results in this report are segmented by country of origin, specific results could be segmented by location of second home in PEI or type of dwelling. Despite collecting 895 usable surveys (31.3% of those mailed out), the margin of error varies greatly by segment due to the small size of some segments. Three segments have margins of error greater than 10 percent (mobile dwelling, condominium dwelling, and residents of 'other countries'). Of the remaining eight segments, four have margins of error of 5.0 percent or lower. See Table 1-3.

Weighting the Sample

Based on the stratified mail-out sampling, the mail-back sample was weighted by PEI location of non-residents' second homes (6 regions), type of dwelling (4 types), and non-residents' place of residence (12 places of residence) to align it with the total population (properties) in each segment based on information of non-residents' second homes received by Tourism PEI. Of 288 possible weighting factors ($6 \times 4 \times 12$),

121 weighting scores were calculated and applied to the sample due to non-responses (missing data) in specific segments (e.g., condominiums located in North Cape Coastal drive & Summerside owned by non-residents who lived in Alberta).

Table 1-1. Total Non-residents' Second Homes and the Sampling Frame for Mailing-out Surveys

		Total Properties		Sampling Frame (For Mail-out Surveys)	
		N	%	N	%
Total Addresses Received from Department of Finance & Municipal Affairs		4,586	100.0%		
Total Addresses Used for Mail-out Surveys ^{a)}		4,266	93.0% ^{b)}	2,858	67.0% ^{c)}
PEI Location of Non-residents' Second Home	Charlottetown	227	5.3%	223	7.8%
	Summerside	63	1.5%	62	2.2%
	North Cape Coastal Drive	712	16.7%	485	17.0%
	Green Gables Shore	1,215	28.5%	748	26.2%
	Red Sands Shore	624	14.6%	419	14.7%
	Points East Coastal Drive	1,425	33.4%	921	32.2%
Type of Dwelling	Residential	1,410	33.1%	1,008	35.3%
	Cottage	2,602	61.0%	1,613	56.4%
	Mobile	185	4.3%	170	5.9%
	Condominium	69	1.6%	67	2.3%
Non-residents' Second Home Owners' Place of Residence	New Brunswick	273	6.4%	172	6.0%
	Nova Scotia	515	12.1%	287	10.0%
	Quebec	160	3.8%	152	5.3%
	Ontario	1,231	28.9%	698	24.4%
	Alberta	351	8.2%	219	7.7%
	British Columbia	185	4.3%	183	6.4%
	Rest of Canada	83	1.9%	80	2.8%
	New England	831	19.5%	444	15.5%
	Middle Atlantic	183	4.3%	179	6.3%
	South Atlantic	200	4.7%	195	6.8%
	Rest of US	192	4.5%	188	6.6%
	Other Country	62	1.5%	61	2.1%

Note: ^{a)} Total number of properties (addresses) used excluded duplicates and PEI addresses; ^{b)} Use rate for total population (properties); ^{c)} Use rate for the sampling frame (mailing-out surveys)

Table 1-2. Surveys Distributed, Collected, and Used and Samples Weighted

Number of Surveys		Survey Rate
Total Number of Properties Populated	4,266	
Surveys mailed-out	2,858	Use Rate for the Sampling Frame = 67.0%
Surveys collected	901	Collection Rate = 31.5%
Surveys discarded	6	
Samples used	895	Use Rate for Data Analysis = 99.3%

Table 1-3. Surveys Distributed, Sample Size, and Margin of Error

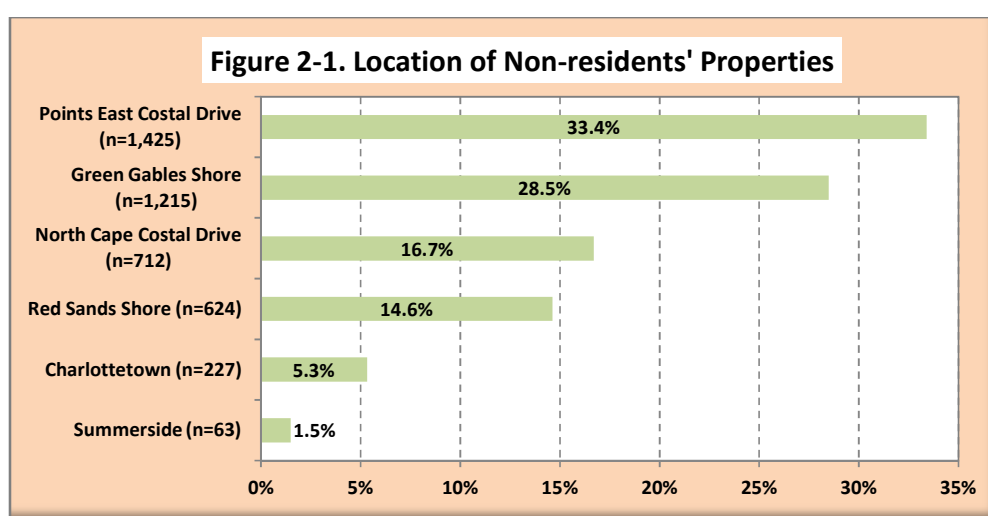
		Sampling Frame (For Mail-out Surveys)		Sample Size		Margin of Error ^{a)}
		N	%	N	%	%
Total		2,858	100.0%	895	100.0%	±2.91
PEI Location of Non-residents' Second Home	North Cape Coastal Drive & Summerside	547	19.1%	155	17.3%	±7.05
	Green Gables Shore	748	26.2%	249	27.8%	±5.54
	Red Sands Shore & Charlottetown	642	22.5%	188	21.0%	±6.31
	Points East Coastal Drive	921	32.2%	303	33.9%	±5.00
Type of Dwelling	Residential	1,008	35.3%	237	26.5%	±5.81
	Cottage	1,613	56.4%	586	65.5%	±3.56
	Mobile	170	5.9%	57	6.4%	±10.83
	Condominium	67	2.3%	15	1.7%	±22.55
Non-residents' Second Home Owners' Place of Residence	Canada	1,791	62.7%	524	58.5%	±3.86
	United States	1,006	35.2%	356	39.8%	±4.49
	Other Country	61	2.1%	15	1.7%	±24.44

Note: ^{a)} Margin of error indicates % of total number of properties used in each segment at the 95% confidence level.

2. SITUATION¹⁾

2.1. Location of Property

According to PEI's Department of Finance and Municipal Affairs, the most common region for second homes to be located was Points East Coastal Drive (33.4%). This was followed by 28.5 percent of second home owners having properties in Green Gables Shore, 16.7 percent in North Cape Costal Drive, and 14.6 percent in Red Sands Shore. The two urban areas were the least common areas in which to locate a second home: Charlottetown (5.3%) and Summerside (1.5%).

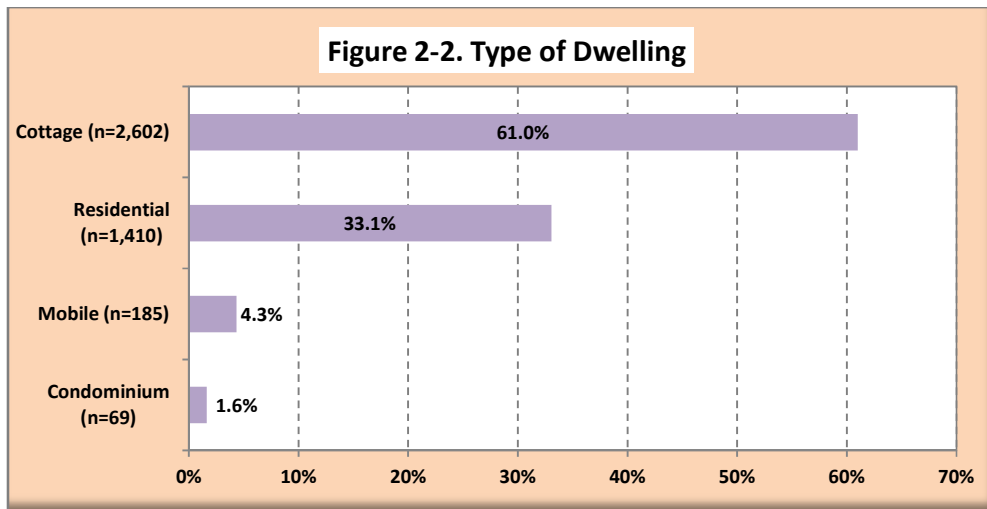


Note: Result was based on total non-residents' properties (n=4,266).

2.2. Type of Dwelling

The most common type of dwelling for second home owners was a cottage (61.0%). This was followed by residential (33.1%), mobile (4.3%), and condominium (1.6%).

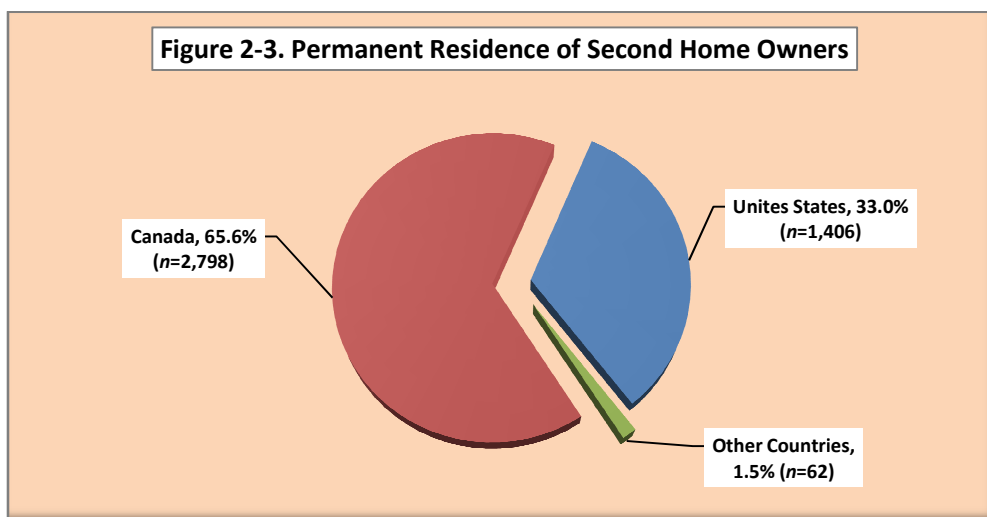
¹⁾ Results in this chapter were based on actual information about non-residents' properties (such as residence of owners, location of properties in PEI, type of properties, etc.) provided by PEI's Department of Finance and Municipal Affairs, not just based on samples from the 2011 survey of second home owners.



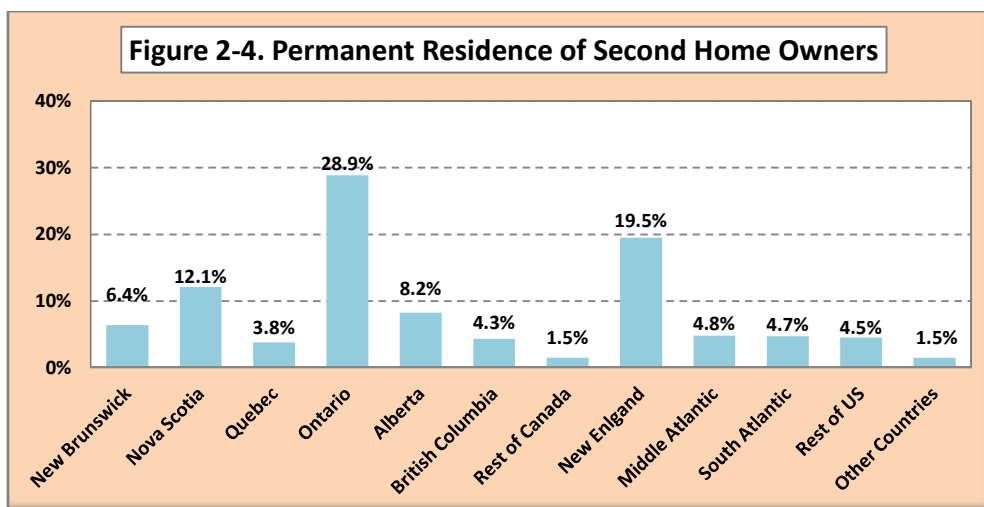
Note: Result was based on total non-residents' properties (n=4,266).

2.3. Permanent Residence of Second Home Owners

Figure 2-3 below indicates that approximately 2 in 3 (65.6%) of PEI's second home owners were residents of Canada, another 33 percent were from the United States, and only 1.5 percent were from another country. As shown in Figure 2.4, Ontario (28.9%) and New England (19.5%) provided the highest numbers of second home owners. This was followed by Nova Scotia (12.1%), Alberta (8.2%), and New Brunswick (6.4%).



Note: Result was based on total non-residents' properties (n=4,266).



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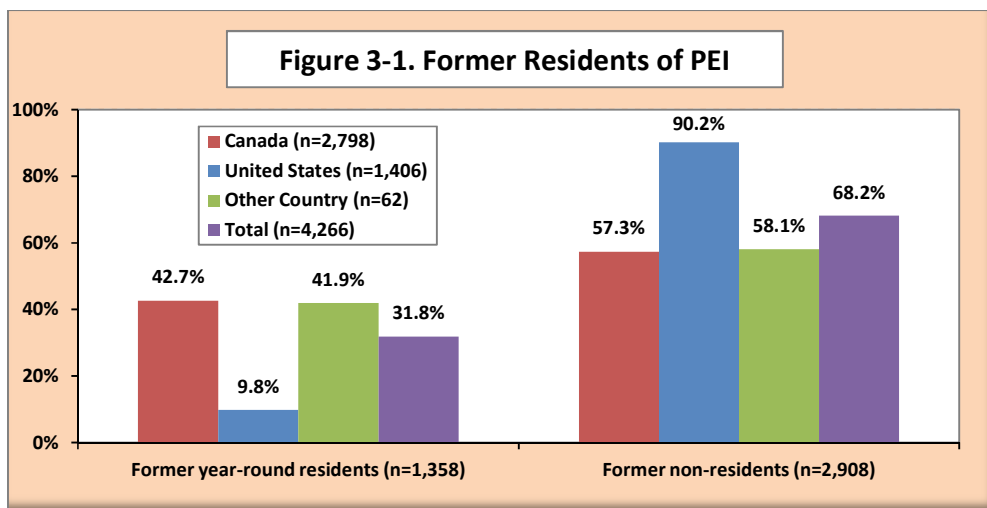
Table 2-5. Place of Residence of Non-resident Second Home Owners

	N	% within Country	% of Total
Canada	2,798	100.0%	65.6%
New Brunswick	273	9.8%	6.4%
Nova Scotia	515	18.4%	12.1%
Quebec	160	5.7%	3.8%
Ontario	1,231	44.0%	28.9%
Alberta	351	12.5%	8.2%
British Columbia	185	6.6%	4.3%
Other Canada	83	3.0%	1.9%
United States	1,406	100.0%	33.0%
New England	831	59.1%	19.5%
Middle Atlantic	183	13.0%	4.3%
South Atlantic	200	14.2%	4.7%
Other US	192	13.7%	4.5%
Other Countries	62	100.0%	1.5%
Total	4,266		100.0%

3. PROPERTY AND DWELLING IN PEI²⁾

3.1. Previous PEI Residency

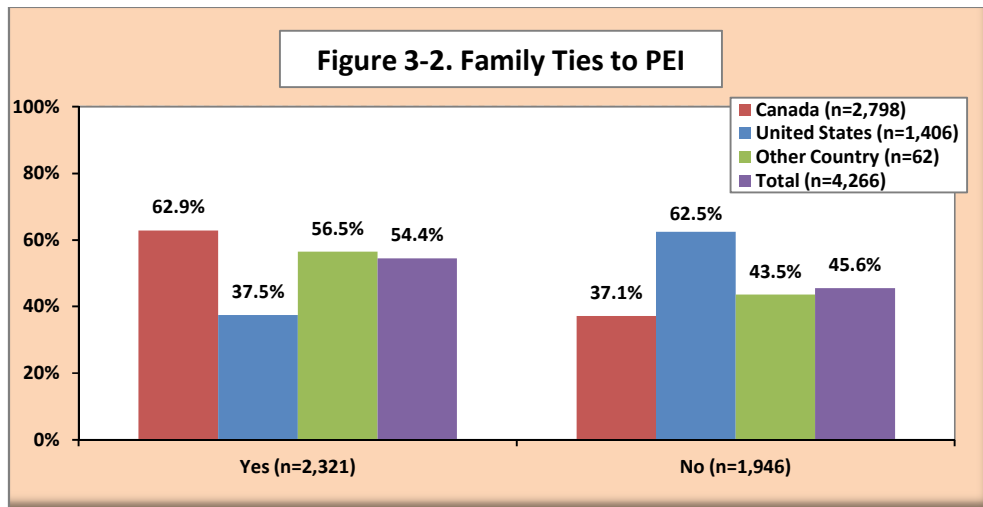
Only 9.8 percent of US second home owners had previously been year-round residents of PEI; however, this figure sky-rocketed for both Canada and other countries to 42.7 percent and 41.9 percent, respectively.



3.2. Family Ties to PEI

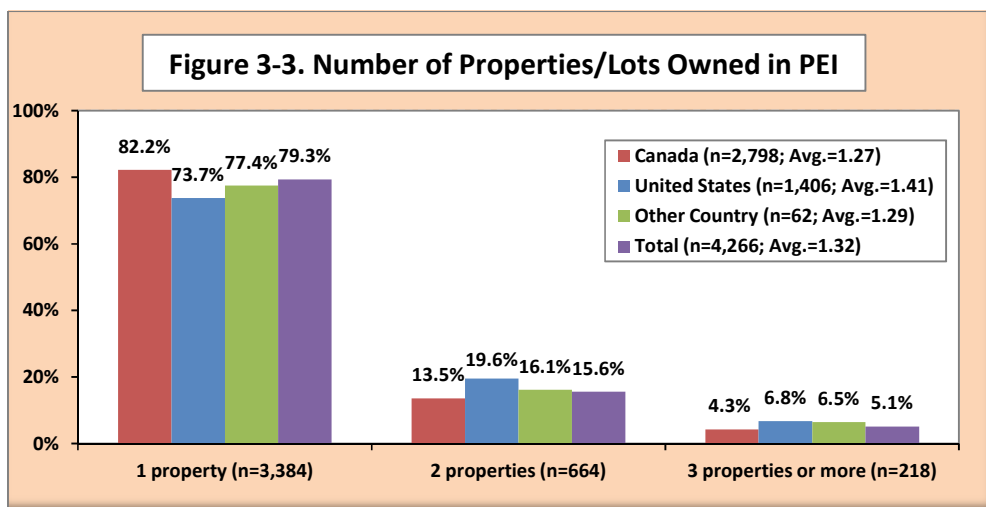
Almost two thirds (62.9%) of Canadian second home owners had family living in PEI, along with 37.5 percent of second home owners from the US and 56.5 percent from other countries.

²⁾ Results from this chapter to the end in the report were based on weighted values calculated by a mix of information about actual non-residents' properties and samples from the 2011 survey of second home owners to align the sample with the total population (total number of non-residents' properties) in each segment (e.g., cottages owned by Ontarians in Green Gables Shore) and were based on only those who answered each question excluding missing values.



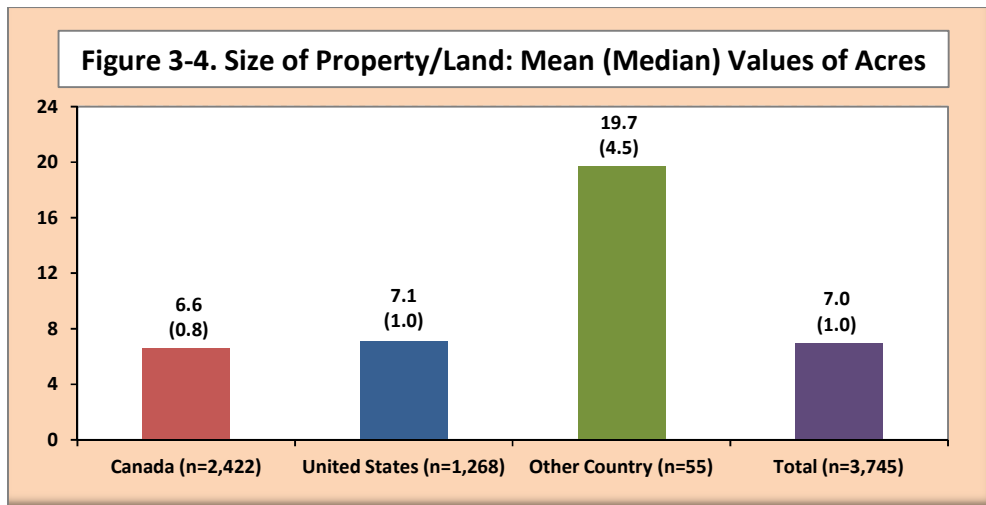
3.3. Number of Properties/Lots Owned in PEI

Most second home owners owned one property in PEI (79.3%). Sixteen percent owned two properties and 5.1 percent owned three or more properties.



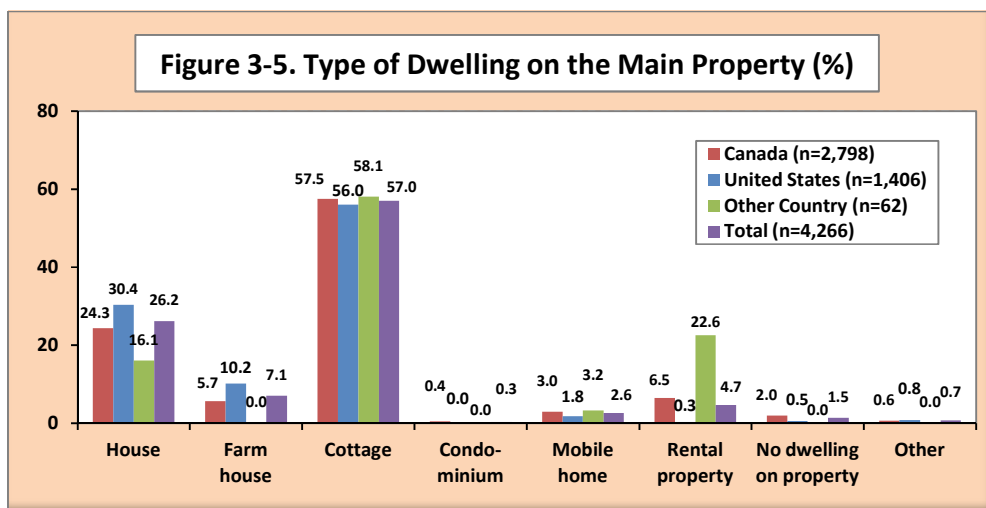
3.4. Size of Property (Land) in PEI

Second home owners from other countries had significantly larger properties sizes – an average of 19.7 acres versus about seven acres for both those from Canada and the US.



3.5. Type of Dwelling

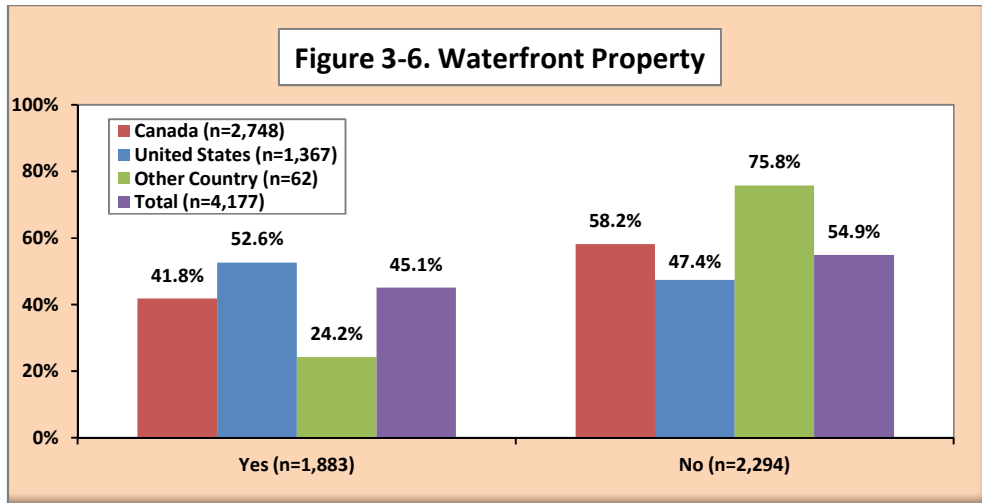
Cottages were the most popular type of dwelling with about 57 percent of second home owners from each of the three origin regions (Canada, US, and other country) owning cottages. A house was the second most common dwelling type second home owners from Canada (24.3%) and the US (30.4%), but notably lower for those from other countries (16.1%). Instead, second home owners from other countries were much more likely to own a rental property (presumably a dwelling that they own for the purpose of income and do not generally use themselves) (22.6%) than those from Canada or the US (6.5% and 0.3% respectively).



Note: See Figure 2.2 to compare the result.

3.6. Waterfront Property

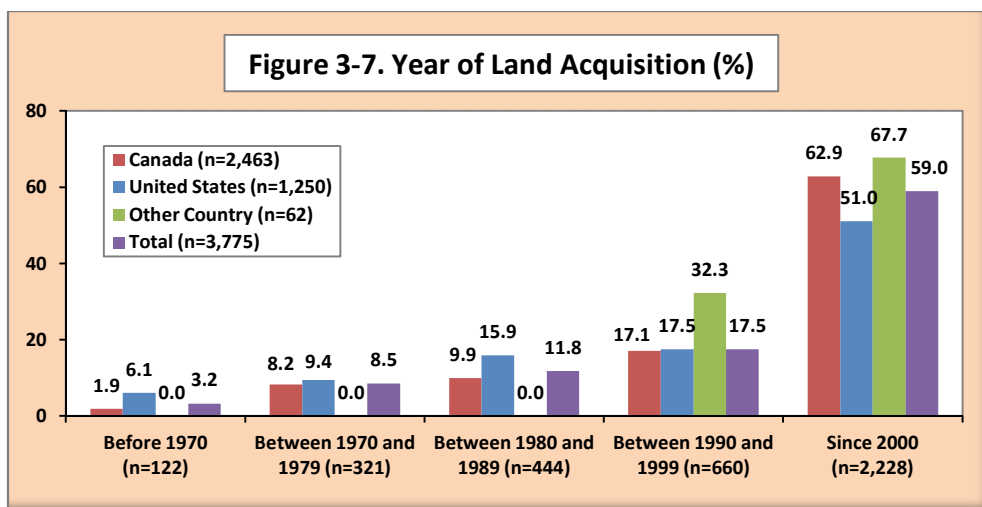
Second home owners from Canada (41.8%) and the US (52.6%) were much more likely to own waterfront property than those from other countries (24.2%).



3.7. Year of Land Acquisition

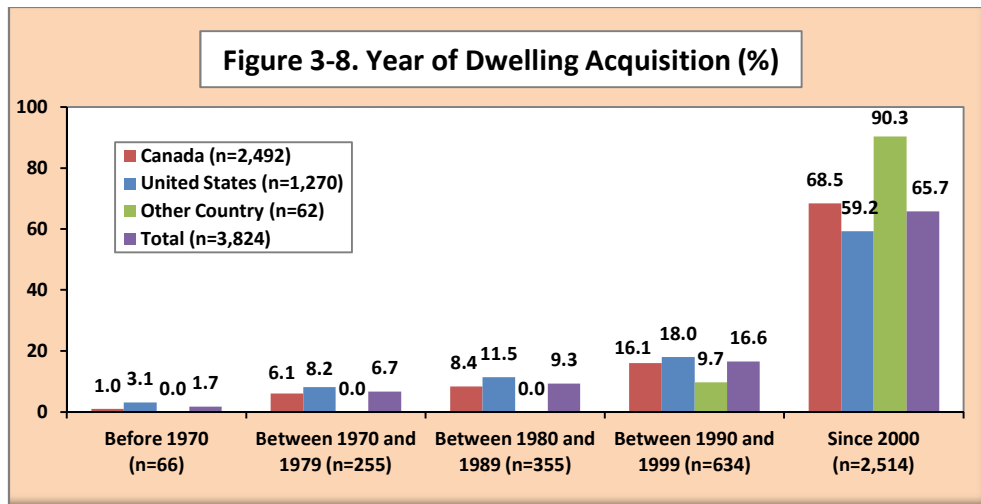
Many second home owners acquired their PEI land during or after 2000 (59%), particularly those from other countries (67.7%). The remainder of those from other countries acquired their land between 1990 and 1999.

US second home owners generally owned their property the longest, with 15.5 percent having acquired their land prior to 1980. This was less so for Canadians (10.1%).



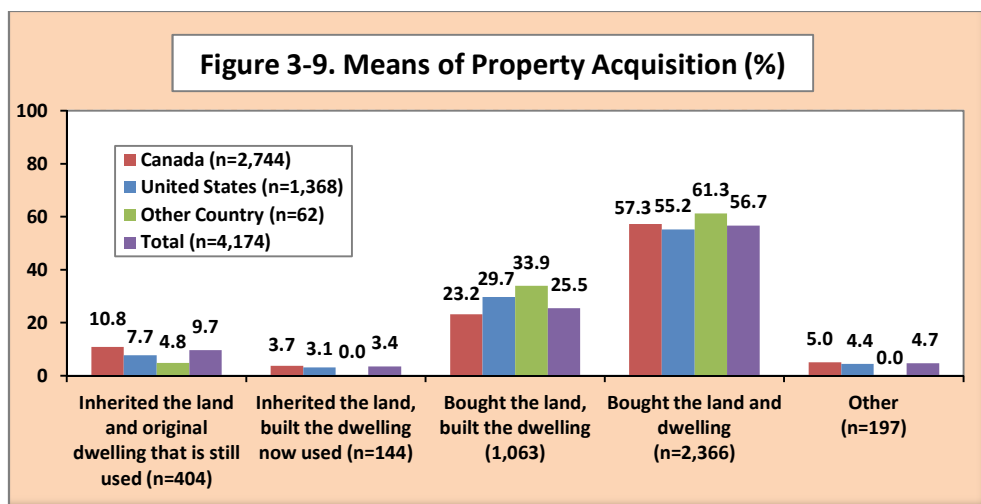
3.8. Year of Dwelling Acquisition

Dwelling acquisition tended to be more recent than land acquisition, particularly among those from other countries, with 90.3% acquired their dwelling during or after 2000. The figures were much lower for those from Canada (68.5%) or the US (59.2%). Very few dwellings were acquired prior to 1980 (7.8%).



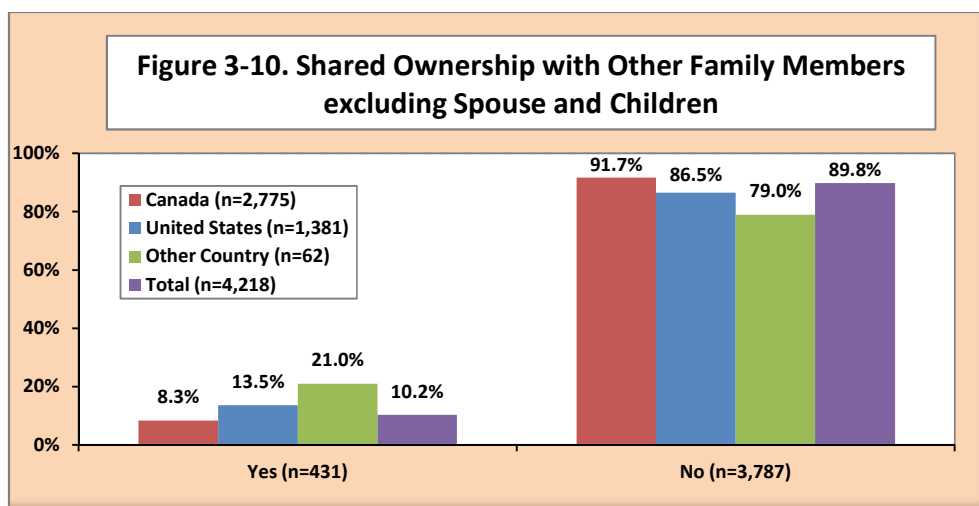
3.9. Means of Property Acquisition

Just over half of second home owners bought the land and dwelling that they owned (56.7%). Beyond this group, a quarter bought the land and then built the dwelling, and 9.7 percent inherited the land and original dwelling, which they still used.



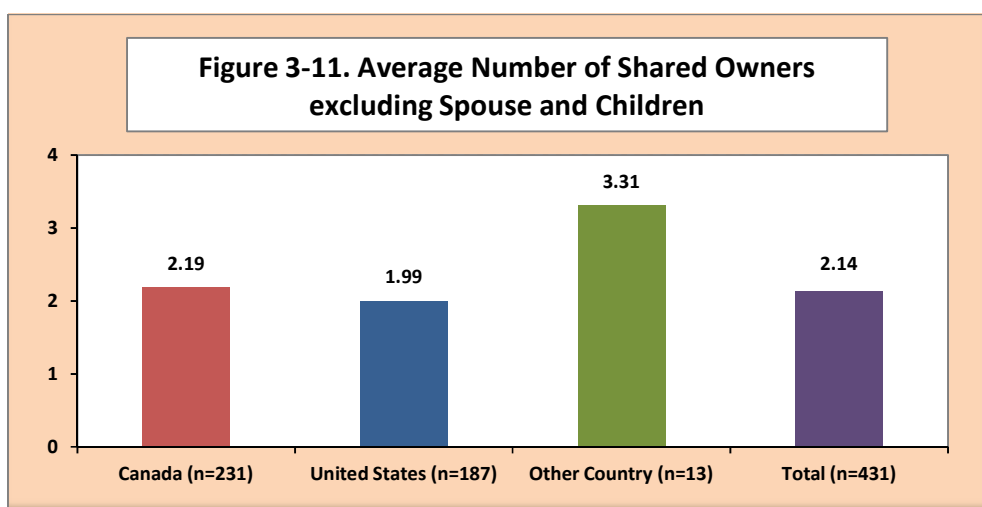
3.10. Shared Ownership with Other Family Members

Of the three origins, it was most common for those from other countries to share ownership of the property with other family members (21.0%). This rate dropped to 13.5 percent for US residents and 8.3 percent for Canadian residents, resulting in 10.2 percent overall.



3.11. Number of Property Co-owners

Not only were those from other countries more likely to share their properties with other family members, they also tended to share the property with more people. On average, their property was shared among 3.31 people, more than a full person more than Canada (2.19) and the US (1.99). The overall result was 2.14 people.



3.12. Price Paid for Property

The most common price range paid for the property/dwelling was \$25,000 to \$49,999 (16.9%), followed by \$50,000 to \$74,999 (15.6%), and less than \$25,000 (14.9%). In total, 61.1 percent of second home owners paid less than \$100,000 for their property/dwelling.

Table 3-12. Price Paid for Property

	Canada		United States		Other Country		Total	
Valid # of Cases	2,416	65.0%	1,238	33.3%	61	1.6%	3,715	100.0%
Less than \$25,000	357	14.8%	198	16.0%	0	0.0%	555	14.9%
\$25,000 to \$49,999	368	15.2%	250	20.2%	10	16.4%	628	16.9%
\$50,000 to \$74,999	406	16.8%	175	14.1%	0	0.0%	581	15.6%
\$75,000 to \$99,999	338	14.0%	151	12.2%	19	31.1%	508	13.7%
\$100,000 to \$124,999	176	7.3%	84	6.8%	8	13.1%	268	7.2%
\$125,000 to \$149,999	160	6.6%	105	8.5%	15	24.6%	280	7.5%
\$150,000 to \$174,999	174	7.2%	69	5.6%	1	1.6%	244	6.6%
\$175,000 to \$199,999	92	3.8%	55	4.4%	3	4.9%	150	4.0%
\$200,000 to \$224,999	86	3.6%	28	2.3%	0	0.0%	114	3.1%
\$225,000 to \$249,999	38	1.6%	15	1.2%	0	0.0%	53	1.4%
More than \$250,000	185	7.7%	92	7.4%	5	8.2%	282	7.6%
Don't know	36	1.5%	16	1.3%	0	0.0%	52	1.4%

3.13. Spending on Maintenance and Renovations

The most commonly selected category for the amount spent on maintenance and renovations since acquiring the property was less than \$5,000 (22.4%). This was followed by \$10,000 to \$19,999 (20.2%), \$5,000 to \$9,999 (18.4%), and \$20,000 to \$29,999 (10.3%).

Table 3-13. Maintenance and Renovations Costs since Acquiring the Property

	Canada		United States		Other Country		Total	
Valid # of Cases	2,742	65.5%	1,381	33.0%	62	1.5%	4,185	100.0%
Less than \$5,000	685	25.0%	227	16.4%	26	42.3%	938	22.4%
\$5,000 to \$9,999	498	18.2%	253	18.3%	20	32.5%	771	18.4%
\$10,000 to \$19,999	563	20.5%	276	20.0%	6	9.8%	845	20.2%
\$20,000 to \$29,999	247	9.0%	184	13.3%	2	3.3%	433	10.3%
\$30,000 to \$39,999	208	7.6%	110	8.0%	2	3.3%	320	7.6%
\$40,000 to \$49,999	156	5.7%	61	4.4%	0	0.0%	217	5.2%
\$50,000 to \$74,999	176	6.4%	122	8.8%	3	4.9%	301	7.2%
\$75,000 to \$99,999	55	2.0%	43	3.1%	0	0.0%	98	2.3%
More than \$100,000	115	4.2%	91	6.6%	3	4.1%	209	5.0%
Don't know	39	1.4%	14	1.0%	0	0.0%	53	1.3%

3.14. Primary Reasons for Selecting PEI as a Second Home Location

The most common response for Canadians choosing PEI for a second home location was that they were born in PEI or had family connections to PEI (25.1%), followed by PEI is a safe, quiet and relaxed location (15.7%), and wanted a home that was on or close to the water (12.7%). For US second home owners, they chose to locate a home in PEI for similar reasons: PEI is a safe, quiet, and relaxed location (20.2%), wanted a home that was on or close to the water (18.0%), born in PEI or family connections to PEI (14.8%). Residents of other countries purchased property in PEI due to being born there or having family connections (19.4%), they previously visited PEI and decided to buy/built a home there (18.1%), and PEI is a safe, quiet, and relaxed location (12.9%). This group was the most likely to have purchased the property as an investment (8.4%) or primarily to rent (7.7%).

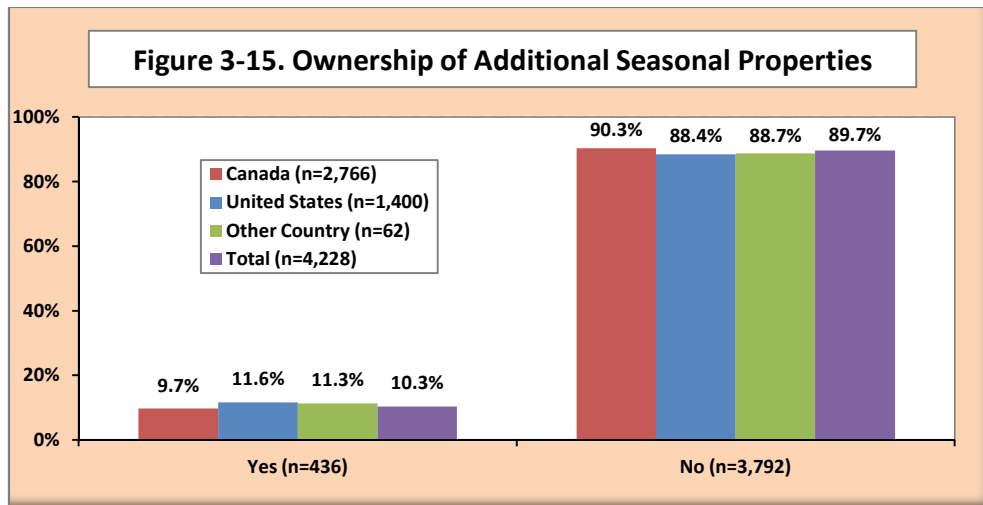
Table 3-14. Primary Reasons for Selecting PEI as a Second Home Location

	Canada		United States		Other Country		Total	
Valid # of Cases	2,782	65.6%	1,400	33.0%	62	1.5%	4,245	100.0%
Was born in PEI or have family connections to PEI	1,683	25.1%	539	14.8%	30	19.4%	2,252	21.4%
PEI is a safe, quiet, and relaxed location	1,053	15.7%	738	20.2%	20	12.9%	1,811	17.2%
Wanted a home that was on or close to the water	853	12.7%	656	18.0%	15	9.7%	1,524	14.5%
Previously visited PEI and decided to buy/build a home here	585	8.7%	508	13.9%	28	18.1%	1,121	10.7%
Plan to retire in PEI	754	11.2%	216	5.9%	3	1.9%	973	9.3%
The property was inexpensive compared to costs in other areas	450	6.7%	439	12.0%	18	11.6%	907	8.6%
Have friends that live there	522	7.8%	280	7.7%	13	8.4%	815	7.8%
Inherited the property	321	4.8%	129	3.5%	3	1.9%	453	4.3%
As an investment	169	2.5%	44	1.2%	13	8.4%	226	2.1%
Bought it primarily to rent	102	1.5%	0	0.0%	12	7.7%	114	1.1%
Other	220	3.3%	96	2.6%	0	0.0%	316	3.0%
Total	6,712	100.0%	3,645	100.0%	155	100.0%	10,512	100.0%

Note: Multiple responses up to three selections; Percent in each country was based on total number of selections.

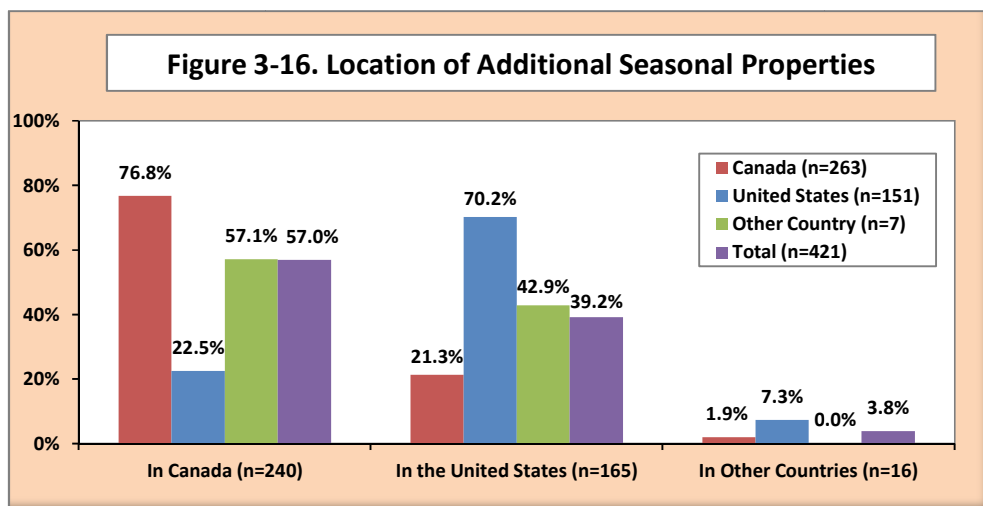
3.15. Ownership of Additional Seasonal Properties

Overall, 10.3 percent of second home owners own additional seasonal properties elsewhere beyond PEI.



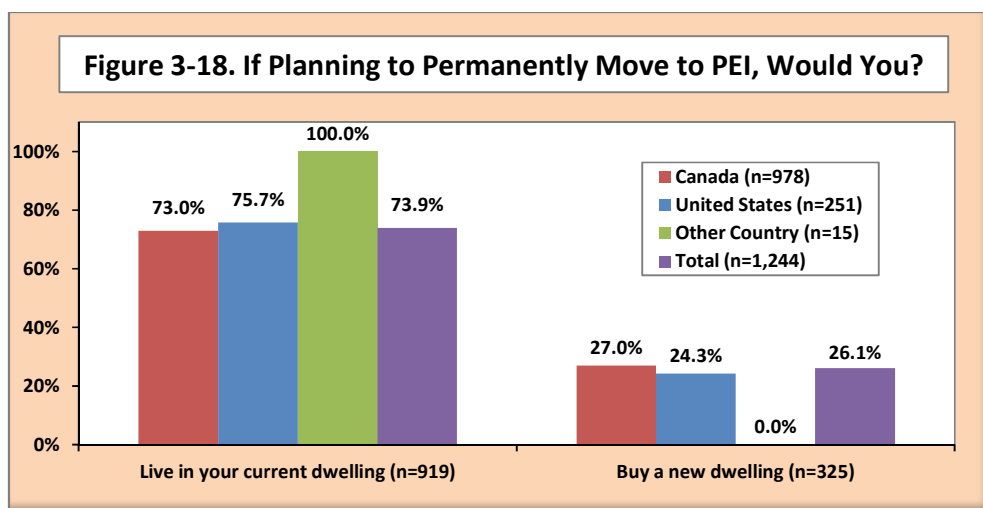
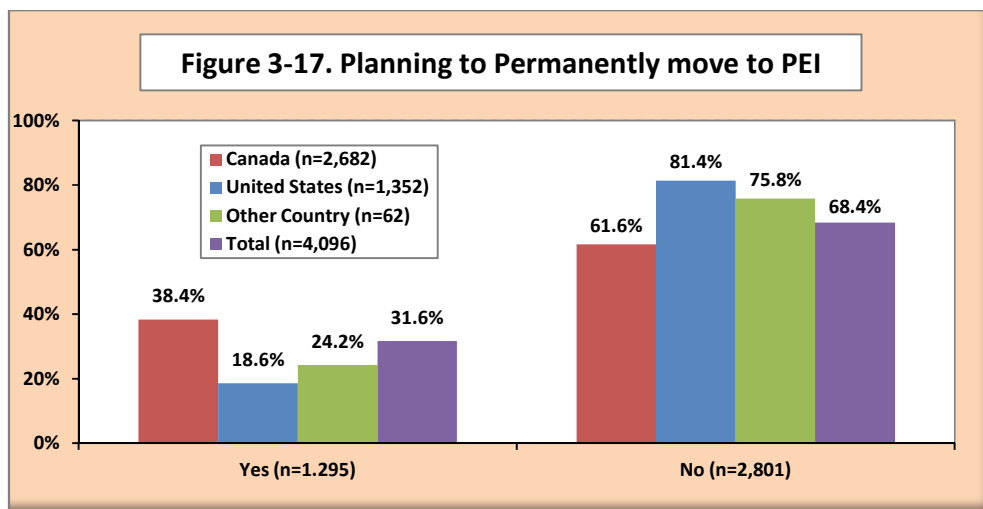
3.16. Location of Additional Seasonal Properties

Not surprisingly, Canadians were most likely to own additional seasonal properties in Canada (76.8 percent) and Americans were most likely to own additional seasonal properties in the US (70.2%). However, the very few residents of other countries who owned additional seasonal properties did so in Canada (57.1%) or the US (42.9%). In fact, Americans were the most likely to own an additional property beyond Canada and the US (7.3%).



3.17. Permanently Moving to PEI

Thirty-eight percent of Canadian second home owners planned to permanently move to PEI at some point in the future, along with 18.6 percent of American second home owners, and 24.2 percent of second home owners from other countries (31.6% overall). About three quarters of second home owners from Canada or the US would live in their current dwelling along with 100 percent of second home owners from other countries. Overall, only 26.1 percent of those planning to permanently move to PEI would purchase a new dwelling.



4. TRAVELLING TO AND STAYING IN PEI

4.1. Most Recent Visit to PEI Property

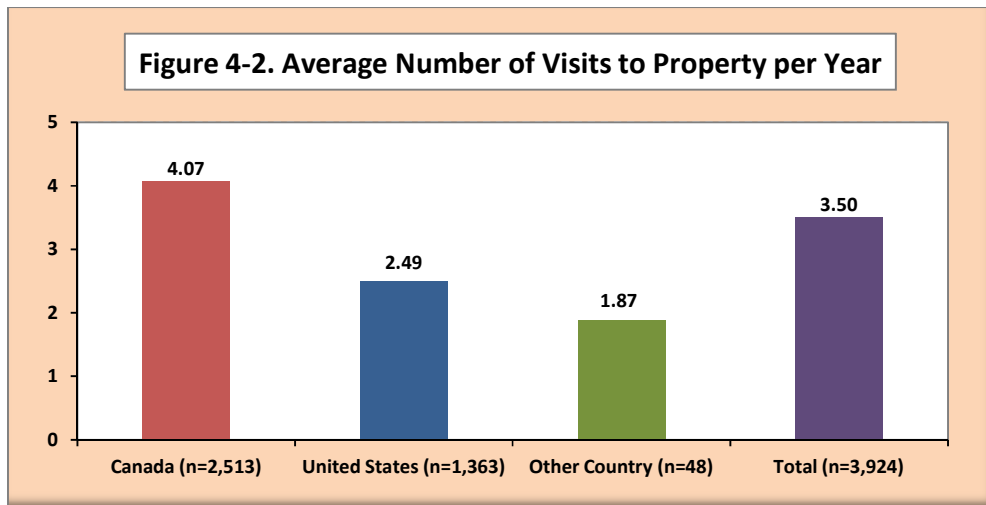
Almost all (89.0%) respondents had visited PEI in 2010 or earlier in 2011 (the survey was distributed in January 2011). Only 4.8 percent of respondents had not visited since 2009 or earlier.

Table 4-1. Most Recent Visit to PEI Property

	Canada		United States		Other Country		Total	
Valid # of Cases	2,798	65.6%	1,406	33.0%	62	1.5%	4,266	100.0%
2011	187	6.7%	102	7.3%	2	3.2%	291	6.8%
2010	2,257	80.7%	1,207	85.8%	42	67.7%	3506	82.2%
2009	48	1.7%	57	4.1%	3	4.8%	108	2.5%
2008	7	0.3%	3	0.2%	0	0.0%	10	0.2%
2007	16	0.6%	0	0.0%	0	0.0%	16	0.4%
2006 or earlier	47	1.7%	27	1.9%	0	0.0%	74	1.7%
I rent my property and do not stay there	181	6.5%	3	0.2%	15	24.2%	199	4.7%
No dwelling on property	55	2.0%	7	0.5%	0	0.0%	62	1.5%

4.2. Number of Visits to PEI Property per Year

Canadian second home owners come to PEI to stay at their residence more often than those from the US or other countries (4.07 times per year versus 2.49 and 1.87, respectively). Overall, the average number of visits to the PEI property per year was 3.50.



4.3. Nights Spent at PEI Property per Year

Each of the three origin groups tended to stay in PEI for an average of nine or ten weeks per year, generally spread over multiple visits. Consequently, the economic impact of these second home owners (and their visitors) is substantial. Not surprisingly, the number of nights stayed peaked in July and August at about 19 nights for each month, equating to 55.6 percent of total nights stayed over the course of a typical year. Second home owners stayed a comparable number of nights in June and September (about nine or ten), and in May and October (around four nights). These averages are based on all second home owners regardless if they spend any time in their second home during the month, i.e., the average includes zero values.

Overall, second home owners spend almost 271,000 nights in PEI per year.

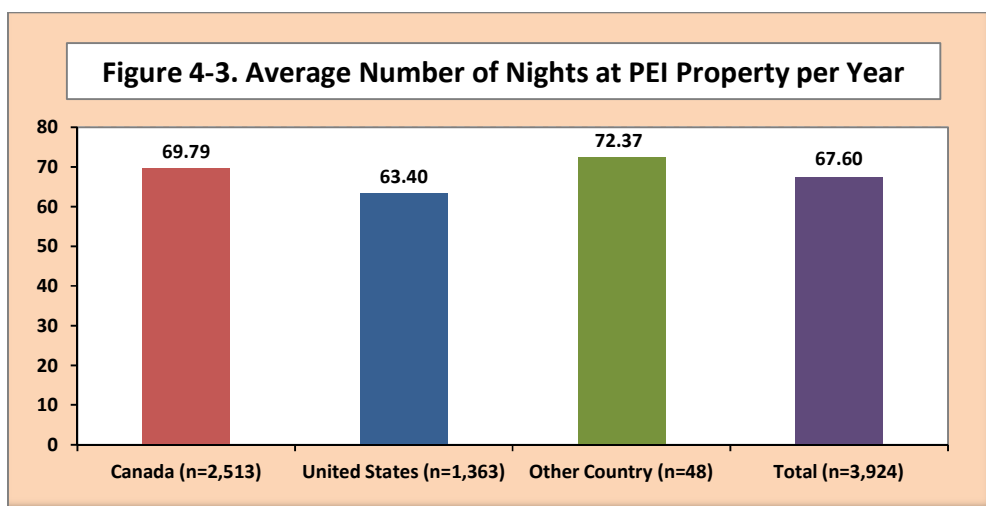


Table 4-3. Average Nights per Month and Total Overnight Stays per Year at the Property

	Canada		United States		Other Country		Total	
Valid # of Cases	2,513	64.0%	1,363	34.7%	48	1.2%	3,924	100.0%
Average Nights at Property per Month	69.79		63.40		72.37		67.60	
January	0.47		0.37		0.37		0.44	
February	0.35		0.38		1.05		0.37	
March	0.49		0.23		0.00		0.39	
April	0.85		0.58		0.32		0.75	
May	4.78		3.42		7.06		4.34	
June	9.97		9.68		14.03		9.92	
July	19.37		17.90		20.20		18.87	
August	19.36		17.69		15.49		18.74	
September	9.28		8.72		9.32		9.09	
October	3.62		3.42		3.47		3.55	
November	0.43		0.48		0.79		0.45	
December	0.82		0.52		0.26		0.71	
	Canada		United States		Other Country		Total	
Total # of Properties¹⁾	2,562	64.0%	1,395	34.8%	48	1.2%	4,005	100.0%
Estimated Total Overnight Stays (For all second home owners and immediate family)²⁾	178,793	100.0%	88,548	100.0%	3,474	100.0%	270,815	100.0%
January	1,203	0.7%	517	0.6%	21	0.6%	1,741	0.6%
February	893	0.5%	537	0.6%	49	1.4%	1,479	0.5%
March	1,240	0.7%	301	0.3%	0	0.0%	1,541	0.6%
April	2,178	1.2%	812	0.9%	18	0.5%	3,008	1.1%
May	12,276	6.9%	4,784	5.4%	352	10.1%	17,412	6.4%
June	25,527	14.3%	13,534	15.3%	660	19.0%	39,721	14.7%
July	49,645	27.8%	24,984	28.2%	947	27.3%	75,576	27.9%
August	49,589	27.7%	24,684	27.9%	743	21.4%	75,016	27.7%
September	23,792	13.3%	12,205	13.8%	446	12.8%	36,443	13.5%
October	9,273	5.2%	4,779	5.4%	179	5.2%	14,231	5.3%
November	1,097	0.6%	682	0.8%	44	1.3%	1,823	0.7%
December	2,080	1.2%	729	0.8%	15	0.4%	2,824	1.0%

Note: ¹⁾ Total number of properties excludes rental properties ($n=199$) and properties without a dwelling ($n=62$); ²⁾ Total overnight stays were estimated and projected for total number of non-residents' second homes available (total $n=4,005$), excluding rental properties and properties without a dwelling on the basis of the result from those who reported monthly stays in PEI in the survey (total $n=3,924$): a mix of average length of stays (nights) and percent of overnight stays in each month at the property.

4.4. Average Party Size

Overall average party size was 2.99 people, although it varied among the three different origins. Results for Canada and the US were comparable (2.90 and 3.08, respectively), but second home owners from other countries had almost two extra people in their travel party (4.88 people).

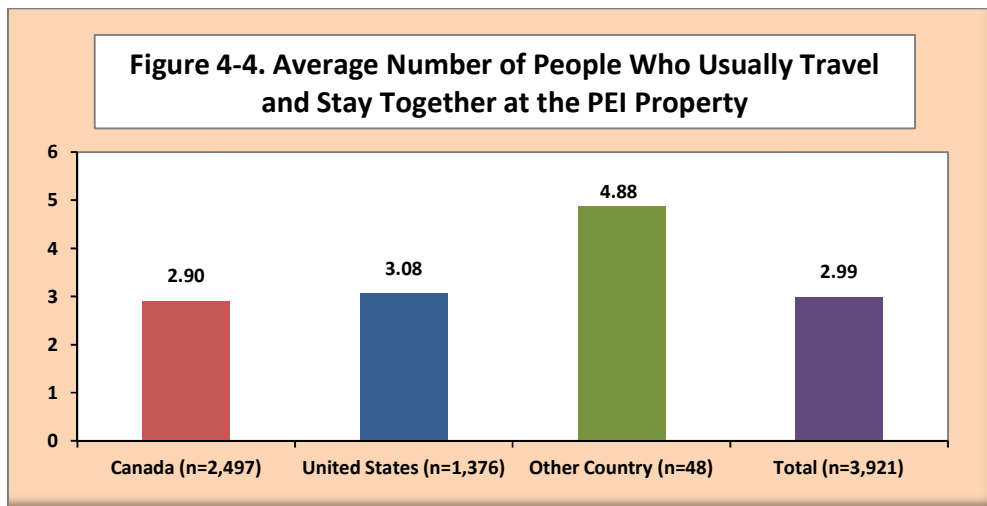
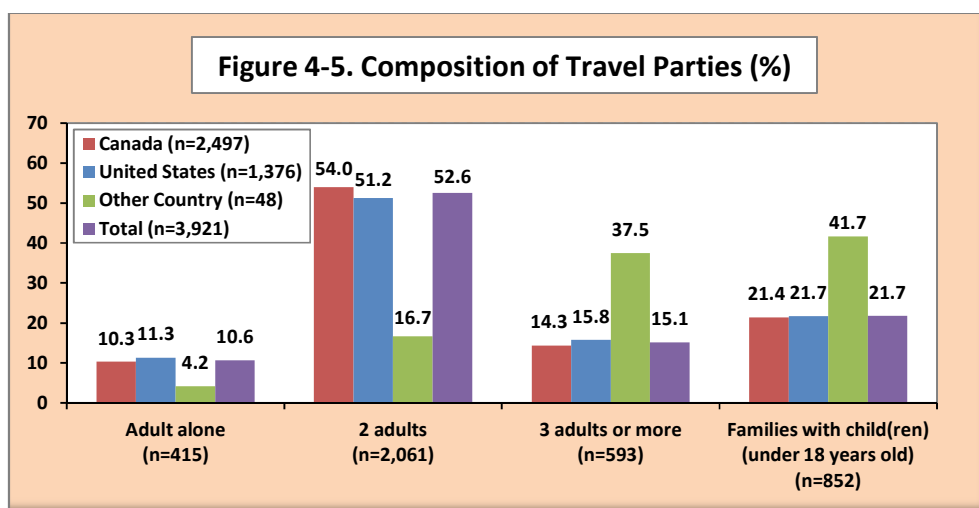


Table 4-4. Average Party Size for Those who Usually Travel and Stay Together at the PEI Property

	Canada		United States		Other Country		Total	
Valid # of Cases	2,497	63.7%	1,376	35.1%	48	1.2%	3,921	100.0%
Average Party Size (Total)	2.90		3.08		4.88		2.99	
Male	1.36		1.47		2.20		1.41	
Female	1.55		1.61		2.68		1.58	
Children (0 to 17)	0.41		0.45		0.82		0.43	
Adults (18 or more)	2.50		2.63		4.05		2.56	

4.5. Composition of Travel Parties

Composition of travel party types was quite similar between Canadian and US second home owners. About half typically of these home owners travelled to PEI as a group of two adults. This was much less common for parties from other countries (16.7%) who were much more likely to travel in parties of three adults or more (37.5% compared to about 15.1% overall) or families with at least one child under 18 years of age (41.7% versus 21.7% overall).



4.6. Gender and Age of Travellers

Overall, 53.0 percent of those in a travel party which typically travels together to stay in the PEI property are female; 47.0 percent are male.

One quarter of those in travel parties that typically travel together to stay at their PEI property are 55 to 64 years of age. Nineteen percent are 45 to 54 and 15.2 percent are 65 to 74 years of age. Only 14.3

percent are 17 or younger and 12.3 percent are between 18 to 34 years of age. Although a small segment, it is worth noting that the biggest age group for those from other countries is 35 – 44 years of age (34%), which is substantially more than Canadian and US residents.

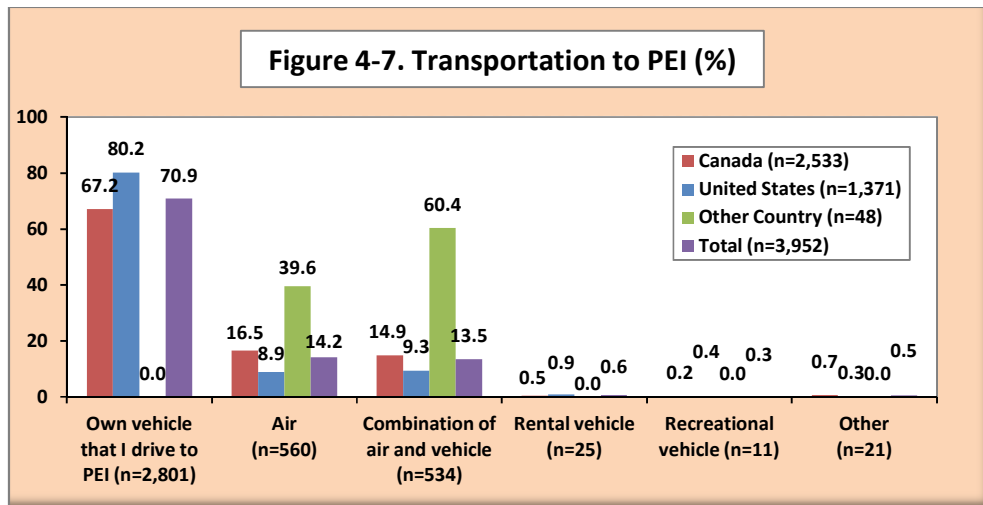
Table 4-6. Gender and Age of Travellers Who Usually Travel and Stay Together at the PEI Property

	Canada		United States		Other Country		Total	
Total # of Travellers¹⁾	7,442	62.2%	4,292	35.9%	234	2.0%	11,968	100.0%
Gender								
Male	3,474	46.7%	2,043	47.6%	106	45.3%	5,623	47.0%
Female	3,968	53.3%	2,249	52.4%	128	54.7%	6,345	53.0%
Age								
Under 8	416	5.6%	162	3.8%	17	7.3%	595	5.0%
9 to 17	633	8.5%	464	10.8%	22	9.4%	1,119	9.3%
18 to 24	492	6.6%	340	7.9%	3	1.3%	835	7.0%
25 to 34	447	6.0%	181	4.2%	8	3.4%	636	5.3%
35 to 44	538	7.2%	231	5.4%	80	34.2%	849	7.1%
45 to 54	1,604	21.6%	704	16.4%	15	6.4%	2,323	19.4%
55 to 64	1,800	24.2%	1,074	25.0%	52	22.2%	2,926	24.4%
65 to 74	1,100	14.8%	683	15.9%	34	14.5%	1,817	15.2%
75 and over	412	5.5%	453	10.6%	3	1.3%	868	7.3%

Note: ¹⁾ Total number of travellers included second home owners and their immediate families who stayed at the property. These figures were estimated and projected for the total number of non-residents' second homes available (total $n=4,005$), excluding rental properties ($n=199$) and properties without a dwelling ($n=62$) on the basis of information provided from those who reported party information in the survey (total $n=3,921$): a mix of average party size and percent of parties in each segment (age and gender by country).

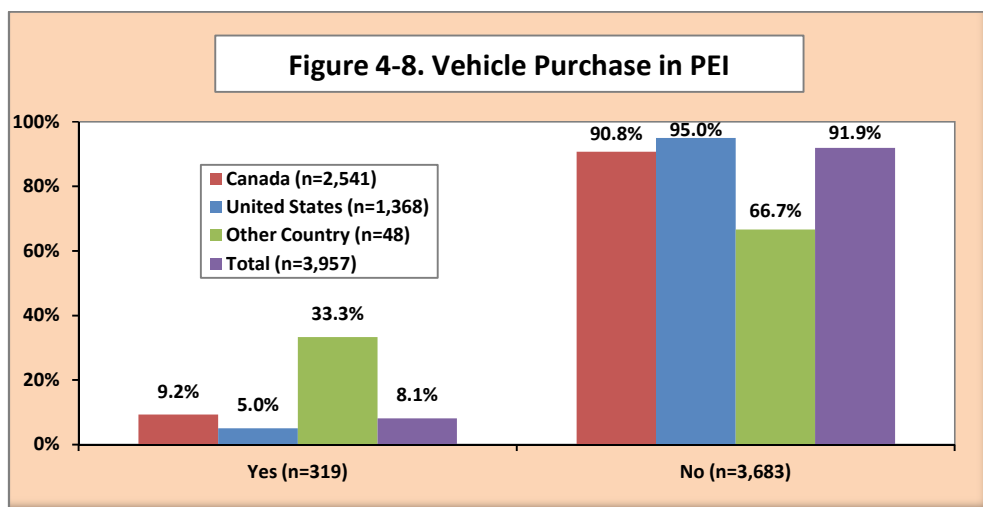
4.7. Transportation to PEI

About 71 percent of second home owners drove their own vehicle to PEI, while 14.2 percent flew to PEI, and 13.5 percent used a combination of flying and driving a rental car to arrive in PEI. The usage rates between Canadians and Americans were somewhat similar, but different greatly for the few second home owners from other countries. They were much more likely to fly and use a rental vehicle (60.4%) or just fly directly to PEI (39.6%).



4.8. Vehicle Purchase in PEI

Overall, only 8.1 percent of second home owners purchased a vehicle in PEI. This was much higher among second home owner from outside of Canada and the US (33.3%).



4.9. Travel to PEI if a Second Home Was Not Owned

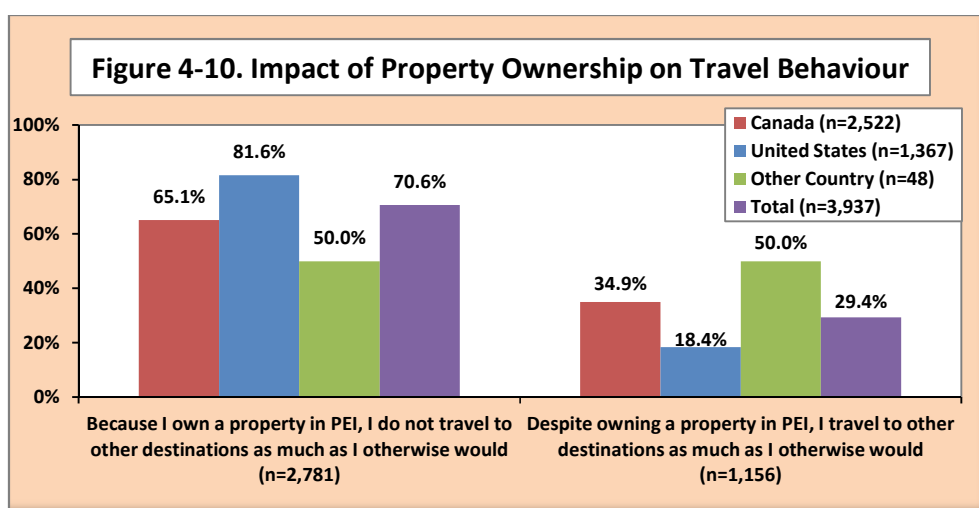
Encouragingly, many second home owners genuinely like PEI and would still visit at least once per year even if they did not own a second home (55.6%). Another 8.8 percent believed they would visit every second year. Only 2.9 percent of second home owners said they would not visit PEI if they did not own a second home here.

Table 4-9. Expected Travel Pattern if a Second Home in PEI Was Not Owned

	Canada		United States		Other Country		Total	
Valid # of Cases	2,496	64.4%	1,327	34.3%	50	1.3%	3,873	100.0%
More than once per year	630	25.2%	106	8.0%	13	26.0%	749	19.3%
Once a year	889	35.6%	502	37.8%	13	26.0%	1,404	36.3%
Every second year	211	8.5%	118	8.9%	10	20.0%	339	8.8%
Every third year	111	4.4%	84	6.3%	0	0.0%	195	5.0%
Every fourth year	48	1.9%	20	1.5%	0	0.0%	68	1.8%
Less frequently	332	13.3%	211	15.9%	8	16.0%	551	14.2%
I would not visit PEI	51	2.0%	60	4.5%	0	0.0%	111	2.9%
Don't know	224	9.0%	226	17.0%	6	12.0%	456	11.8%

4.10. Impact of Property Ownership on Travel Behaviour

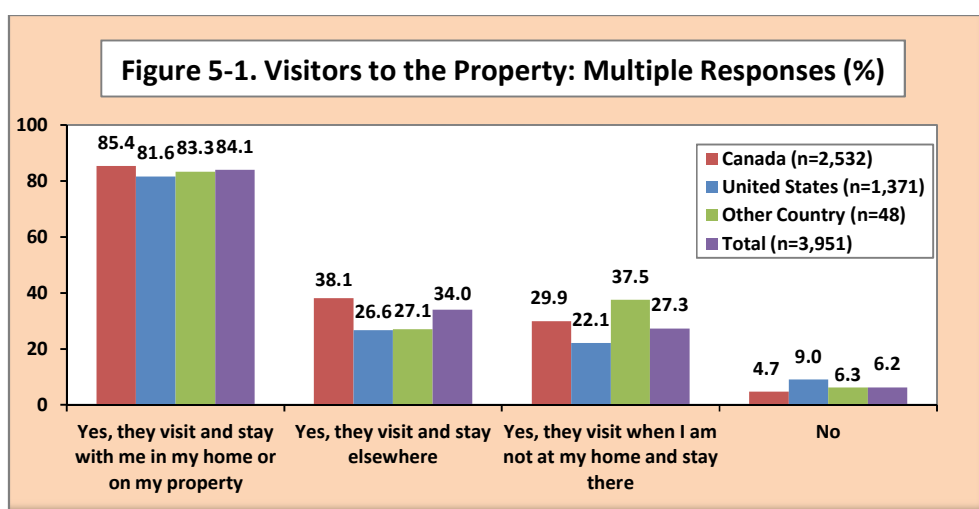
Many second home owners use their trips to their homes in PEI as a replacement for a holiday that may have otherwise occurred. Sixty-five percent of Canadian respondents, 81.6 percent of US respondents, and 50.0 percent of other respondents agreed with the statement “Because I own a property in PEI, I do not travel to other destinations as much as I otherwise would.” Twenty-nine percent of respondents agreed with the statement, “Despite owning a property in PEI, I travel to other destinations as much as I otherwise would.”



5. VISITATION OF FAMILY MEMBERS/FRIENDS

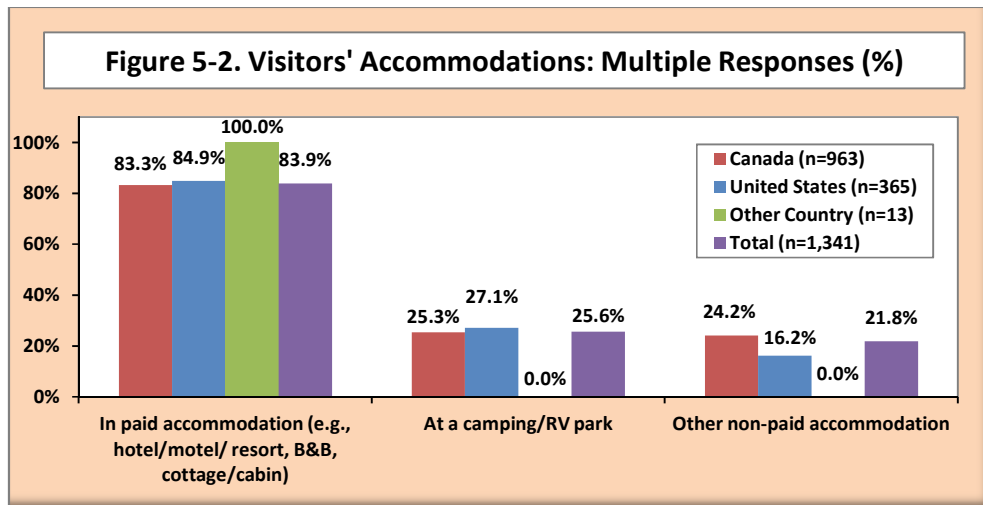
5.1. Visitors

Around 84 percent of second home owners had friends and family visit them in PEI and stay in their home or on their property. Thirty-four percent had friends/family who visited but stayed in other accommodations. Twenty-seven percent of second home owners opened up their homes for others to stay in while they are not occupying it. Only 6.2 percent reported having no visitors in a typical year.



5.2. Visitors' Accommodations

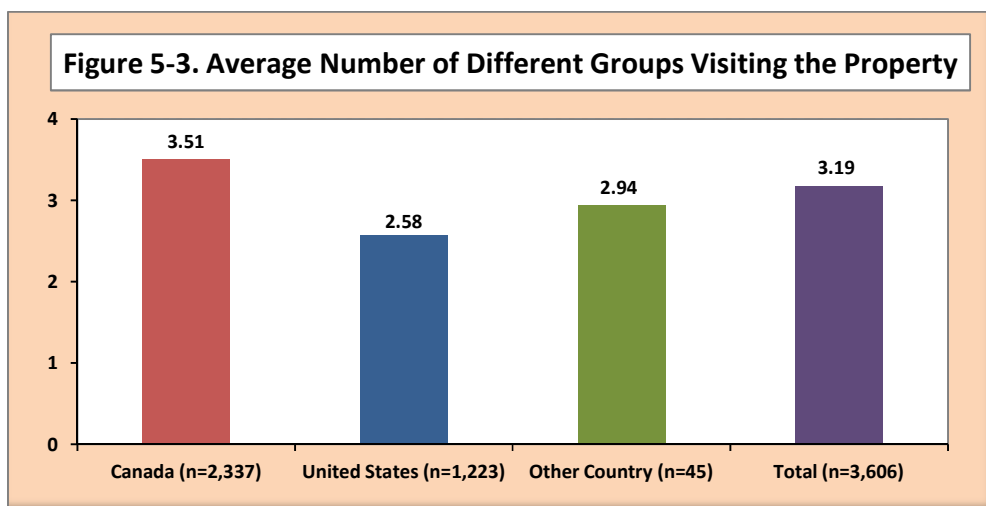
Of visitors who did not stay in the home or on the property of the second home owner(s) they were visiting, 83.9 percent stayed in paid accommodations such as a hotel, B&B, or cottage. Twenty-six percent stayed at a campground or RV park, and 21.8 percent stayed in another non-paid accommodation.

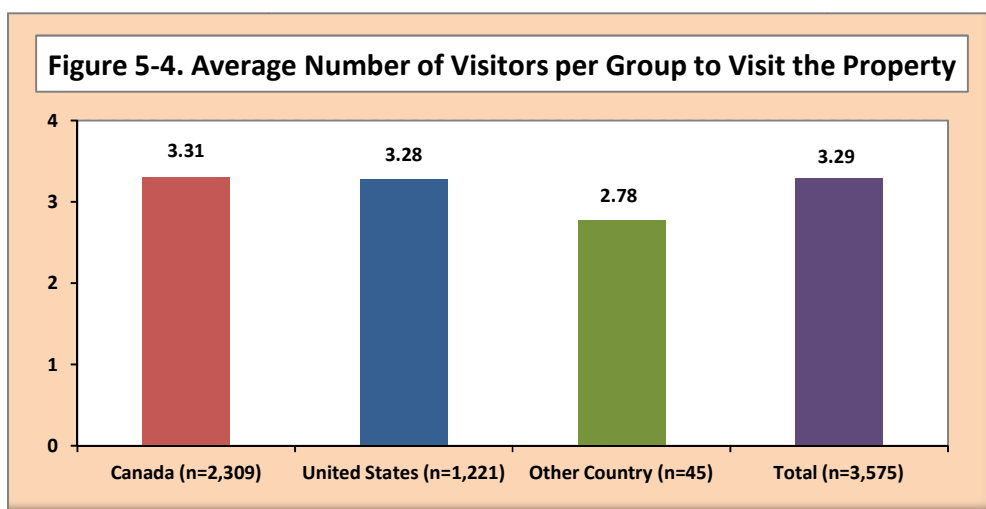


5.3. Average Number of Different Groups Visiting the Property and Average Party Size

Canadian second home owners received more visiting parties than second home owners from the US or other countries (3.51, 2.58, and 2.94 respectively). The overall average was 3.19 parties per year (omitting those who had zero visiting parties).

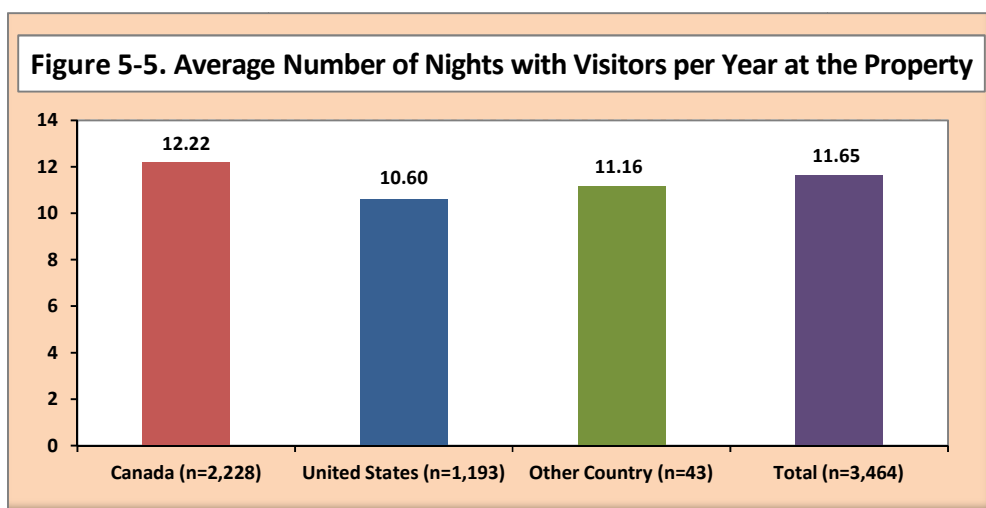
On average, groups visiting second home owners were comprised of 3.29 people.





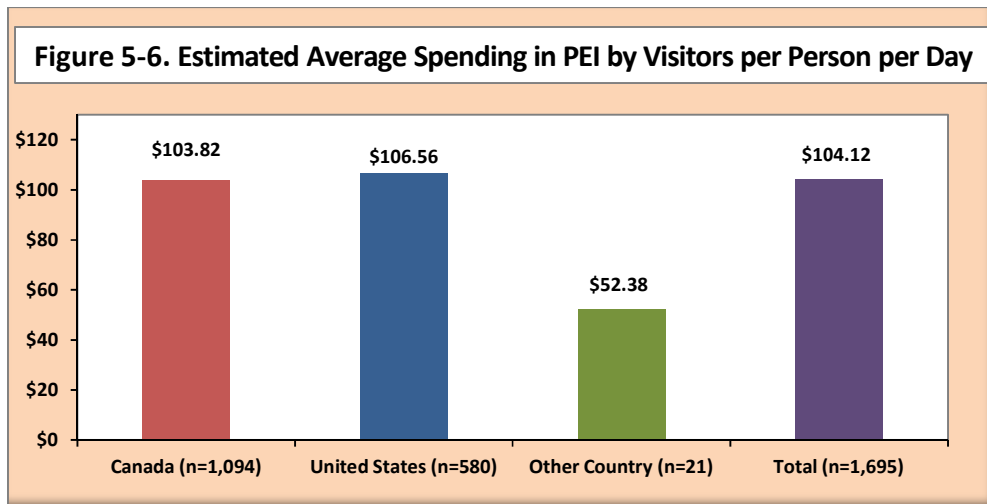
5.4. Average Number of Nights with Visitors per Year

On average, second home owners had visitors for 11.65 nights per year. Given that 3.19 groups visited during a typical year, each visitor group stayed 3.65 nights ($11.65 \text{ nights} / 3.19 \text{ groups}$). Broken down by second home owner origin, those visiting US second homeowners stayed the longest (4.11 nights), followed by those visiting second home owners from other countries (3.79 nights) and those visiting Canadian second home owners (3.48 nights).



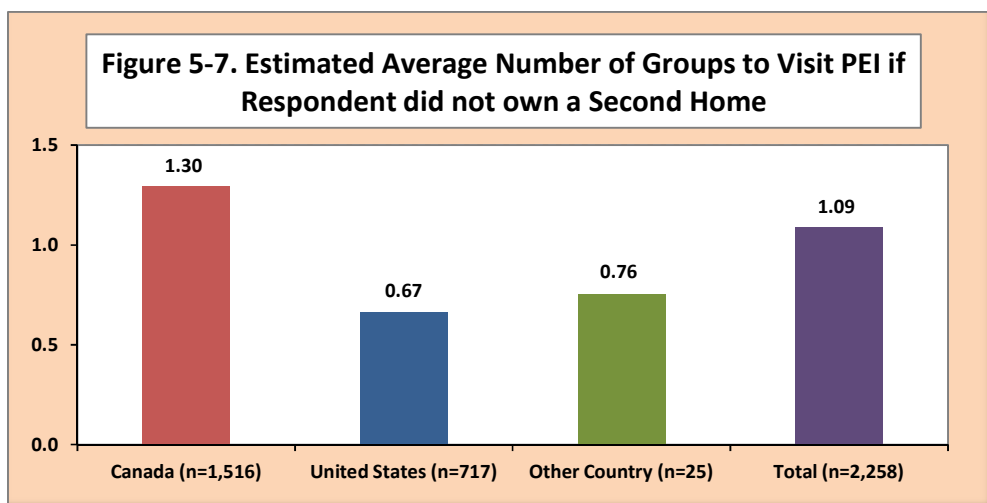
5.5. Average Spending in PEI by Visitors per Person per Day

Those visiting second home owners spent an estimated average of \$104 per person per day while in PEI. This was notably low among the very few travellers visiting 'other country' second home owners at only \$52 per person per day. See section 6 for more information on visitors' spending.



5.6. Visitation to PEI if Respondent did not own a Second Home in PEI

Although second home owners received an average of 3.19 groups of visitors per year, they estimated that only 1.09 of those groups would have visited had the respondent not been a second home owner on PEI.



6. EXPENDITURES & VISITATION

This section provides information on expenditures by second home owners and their immediate family (Table 6-2) and the estimated spending of their visitors throughout the year (Table 6-3).

The total number of second home owners and their immediate family members was estimated to be 11,968 people. The figure of 11,968 people was estimated based on total number of non-residents' second homes available (4,005), excluding rental properties (199) and properties without a dwelling (62). Furthermore, it was derived from those who reported party information (age and gender) in the survey (3,921 respondents). (See section 4 for more information on the second home owner's travel party.)

Overall, second home owners and their immediate families spent \$38,093,546 in an average year. Almost two thirds of this is from Canadian property owners (\$24,598,276), and about one third from non-Canadian property owners (\$13,495,271). On a per property basis, spending was remarkably similar between Canadian, US, and other second home owners. Parties of Canadian property owners spent an average of \$9,601 per year; US property owners spent marginally less at \$9,339 per year, and other country owners spent the most at \$9,744 per year bringing the average spending per property per year to \$9,513. The largest expense accrued was property taxes (\$1,620 per property per year or 17.0%), followed by maintenance of home (\$1,498 or 15.7%), food & beverage at stores (\$1,464 or 15.4%), and utilities (\$1,001 or 10.5%). It is worth noting that the property tax rates for second home owners are double the rates paid by full-time PEI residents. Many survey respondents referenced the double taxation in additional comments left on the survey. See Appendix I: Comments.

For property owners and their immediate family, average spending per person per year was \$3,184. This ranged from a high of \$3,305 for Canadian property owners to a low of \$1,999 for other property owners (lower due to spreading similar expenditures as North American second home owners over larger travel parties). US second home owners were also on the high end at \$3,035 per person per year.

Average spending per person per night was \$47.36 for Canadian residents, \$47.87 for US residents and \$27.62 for residents of other countries. The figure was lower for residents of other countries due to similar per property expenditures being spread out over travel parties that were larger than the average travel party of North American second home owners. Overall, average spending per person per night was \$47.09. The bulk of these went to property taxes (\$8.02 or 17.0%), maintenance of home (\$7.42 or 15.7%), and food & beverage at stores (\$7.25 or 15.4%).

Most second home owners reported having visitors throughout the year (84.1%). The average party size of visitors was 3.29 people. Property owners estimate they had 3.19 visiting groups per year spread out over 11.64 days (or 3.65 nights per group). **In total, this leads to 35,377 additional visitors beyond the second home owner and his/her immediate family.** (For more information on second home owner's visitors, see section 5.)

Average spending per person per day was much higher for visitors of second home owners. While the overall average for second home owners was \$47.09 person per day, it was \$104.12 per person per day for their visitors (\$52.38 for visitors of other country second home owners, about \$105 for visitors of Canadian or US second home owners). In total the 35,377 people visiting second home owners lead to \$43,318,439 in expenditures. The bulk of this was from those visiting Canadian second home owners

(\$32,249,856). Those visiting US second home owners contributed \$10,877,432 while those visiting second home owners from other countries spent \$191,151. *(See footnote in Table 6-3 more explanation on the difference between per person per night and per person per day spending.)*

In total second home owners, their immediate family, and other visiting travel parties contributed \$81,411,985 in direct expenditures.

Overall, the additional money flowing into the PEI economy from second home owners is impressive. Although similar spending could occur if a PEI resident owned the property, by allowing residents of other provinces, territories, and countries to own property in PEI “new money” is being introduced to the Island. Were an Islander living in the same property, spending would still occur on property taxes (though at a much lower rate), home maintenance, etc., but it would be the same money circulating within the province. Second home owners are taking money earned in another jurisdiction and introducing it to PEI.

Table 6-1. Total Expenditures & Visitation

	Canada	United States	Other Country	Total
Total Number of People per Year (Second Home Owners and Immediate Family Members) ^{a)}	7,442	4,292	234	11,968
Estimated Total Direct Expenditures by the Second Home Owners and Immediate Family Members ^{a)}	\$24,598,276 (64.6%)	\$13,027,546 (34.2%)	\$467,725 (1.2%)	\$38,093,546 (100.0%)
Estimated Number of Visitors (Owners' Other Family Members and Friends) ^{b)}	25,420	9,630	327	35,377
Estimated Total Direct Expenditures by Visitors (Second Home Owners' Other Family Members and Friends) ^{b)}	\$32,249,856 (74.4%)	\$10,877,432 (25.1%)	\$191,151 (0.4%)	\$43,318,439 (100.0%)
Estimated Grand Total Direct Expenditures ^{c)}	\$56,848,132 (69.8%)	\$23,904,979 (29.4%)	\$658,876 (0.8%)	\$81,411,985 (100.0%)
Estimated Grand Total Visitation ^{c)}	32,862	13,922	561	47,345

Note: ^{a)} See Table 6-2 for details; ^{b)} See Table 6-3 for details; ^{c)} Estimates = ^{a)} + ^{b)}

Table 6-2. Estimated Expenditures by Second Home Owners and Immediate Family Members

	Canada		United States		Other Country		Total	
Total Number of Second Homes ^{a)}	2,798		1,406		62		4,266	
Number of Second Homes Available for Expenditures Estimation ^{b)}	2,562		1,395		48		4,005	
Total Number of People per Year (Second Home Owners and Immediate Family Members) ^{c)}	7,442		4,292		234		11,968	
Average Number of Nights Stayed at the Property per Year ^{d)}	69.79		63.40		72.37		67.60	
Estimated Direct Expenditures of Second Home Owners and Immediate Family Members ^{c) d)}	\$24,598,276		\$13,027,546		\$467,725		\$38,093,546	
Estimated Total Direct Spending in each Category								
Accommodation	\$335,831	1.4%	\$138,508	1.1%	\$7,579	1.6%	\$481,918	1.3%
Property taxes	\$3,972,576	16.1%	\$2,411,707	18.5%	\$105,638	22.6%	\$6,489,920	17.0%
Maintenance of home	\$3,706,558	15.1%	\$2,228,123	17.1%	\$70,383	15.0%	\$6,005,064	15.8%
Maintenance of grounds	\$1,544,047	6.3%	\$1,063,590	8.2%	\$18,316	3.9%	\$2,625,953	6.9%
Utilities	\$2,580,408	10.5%	\$1,395,987	10.7%	\$32,741	7.0%	\$4,009,136	10.5%
Food & beverage at restaurants	\$2,117,445	8.6%	\$1,062,387	8.2%	\$33,903	7.2%	\$3,213,736	8.4%
Food & beverage at stores	\$3,862,081	15.7%	\$1,939,885	14.9%	\$60,227	12.9%	\$5,862,194	15.4%
Vehicle operation and local transportation	\$1,502,182	6.1%	\$675,215	5.2%	\$35,773	7.6%	\$2,213,170	5.8%
Car rentals	\$478,229	1.9%	\$181,890	1.4%	\$40,421	8.6%	\$700,540	1.8%
Shopping	\$2,228,938	9.1%	\$934,236	7.2%	\$40,067	8.6%	\$3,203,241	8.4%
Recreation and entertainment	\$1,725,275	7.0%	\$674,938	5.2%	\$14,804	3.2%	\$2,415,017	6.3%
Other expenditures	\$544,704	2.2%	\$321,080	2.5%	\$7,872	1.7%	\$873,657	2.3%
Average Spending per Property (Party) per Year	\$9,601.20		\$9,338.74		\$9,744.26		\$9,513.55	

**Table 6-2. Estimated Expenditures by Second Home Owners and Immediate Family Members
(continued)**

	Canada		United States		Other Country		Total	
Avg. Spending per Property per Year in each Category								
Accommodation	\$131.08	1.4%	\$99.29	1.1%	\$157.89	1.6%	\$120.59	1.3%
Property taxes	\$1,550.58	16.1%	\$1,728.82	18.5%	\$2,200.79	22.6%	\$1,619.77	17.0%
Maintenance of home	\$1,446.74	15.1%	\$1,597.22	17.1%	\$1,466.32	15.0%	\$1,498.31	15.7%
Maintenance of grounds	\$602.67	6.3%	\$762.43	8.2%	\$381.58	3.9%	\$654.30	6.9%
Utilities	\$1,007.19	10.5%	\$1,000.71	10.7%	\$682.11	7.0%	\$1,000.77	10.5%
Food & beverage at restaurants	\$826.48	8.6%	\$761.57	8.2%	\$706.32	7.2%	\$802.79	8.4%
Food & beverage at stores	\$1,507.45	15.7%	\$1,390.60	14.9%	\$1,254.74	12.9%	\$1,464.33	15.4%
Vehicle operation and local transportation	\$586.33	6.1%	\$484.03	5.2%	\$745.26	7.6%	\$553.50	5.8%
Car rentals	\$186.66	1.9%	\$130.39	1.4%	\$842.11	8.6%	\$175.94	1.8%
Shopping	\$870.00	9.1%	\$669.70	7.2%	\$834.74	8.6%	\$801.24	8.4%
Recreation and entertainment	\$673.41	7.0%	\$483.83	5.2%	\$308.42	3.2%	\$604.04	6.3%
Other expenditures	\$212.61	2.2%	\$230.17	2.5%	\$164.00	1.7%	\$217.97	2.3%
Average Spending per Property per Night	\$137.57		\$147.29		\$134.65		\$140.73	
Average Spending per Person per Year	\$3,305.33		\$3,035.31		\$1,998.82		\$3,183.64	
Average Spending per Person per Night	\$47.36		\$47.87		\$27.62		\$47.09	
Avg. Spending per Person per Night in each Category								
Accommodation	\$0.65	1.4%	\$0.51	1.1%	\$0.45	0.9%	\$0.60	1.3%
Property taxes	\$7.65	16.1%	\$8.86	18.5%	\$6.24	13.0%	\$8.02	17.0%
Maintenance of home	\$7.14	15.1%	\$8.19	17.1%	\$4.16	8.7%	\$7.42	15.7%
Maintenance of grounds	\$2.97	6.3%	\$3.91	8.2%	\$1.08	2.3%	\$3.24	6.9%
Utilities	\$4.97	10.5%	\$5.13	10.7%	\$1.93	4.0%	\$4.95	10.5%
Food & beverage at restaurants	\$4.08	8.6%	\$3.90	8.2%	\$2.00	4.2%	\$3.97	8.4%
Food & beverage at stores	\$7.44	15.7%	\$7.13	14.9%	\$3.56	7.4%	\$7.25	15.4%
Vehicle operation and local transportation	\$2.89	6.1%	\$2.48	5.2%	\$2.11	4.4%	\$2.74	5.8%
Car rentals	\$0.92	1.9%	\$0.67	1.4%	\$2.39	5.0%	\$0.87	1.8%
Shopping	\$4.29	9.1%	\$3.43	7.2%	\$2.37	4.9%	\$3.97	8.4%
Recreation and entertainment	\$3.32	7.0%	\$2.48	5.2%	\$0.87	1.8%	\$2.99	6.3%
Other expenditures	\$1.05	2.2%	\$1.18	2.5%	\$0.46	1.0%	\$1.08	2.3%

Note: ^{a)} Total number of second homes was provided by PEI Department of Finance and Municipal Affairs; ^{b)} Although second home owners who rented their properties ($n=199$), did not have dwelling ($n=62$), or did not travel to PEI have incurred expenses such as property taxes and maintenance costs, utilities, etc., they were excluded in estimating expenditures in this report; ^{c)} Estimates were based on the average party size in Table 4-4; ^{d)} Please refer to Table 4-3; ^{e)} Total direct expenditures were calculated as follows: Number of second homes populated ($4,005$) \times average spending per property (party) per year ($\$9,513.55$) \approx $\$38,100,000$ or average spending per person per night ($\$47.06$) \times average number of nights stayed. (67.60) \times number of visitors ($11,968$) \approx $\$38,073,000$.

Table 6-3. Estimated Expenditures by Second Home Owners' Other Family Members and Friends

	Canada	United States	Other Country	Total
Number of Second Homes Available for Expenditures Estimation ^{a)}	2,562	1,395	48	4,005
Percent of Visitors (Owners' Family Members and Friends) Who Usually Stay at the Property ^{b)}	85.4%	81.6%	83.3%	84.1%
Number of Second Homes Where for Expenditures Estimation by Owners' Family Members and Friends ^{c)}	2,188	1,138	40	3,366
Average Number of Groups visited the Property ^{d)}	3.51	2.58	2.94	3.19
Average Party Size per Group visited the Property ^{e)}	3.31	3.28	2.78	3.29
Number of Visitors (Owners' Family Members and Friends) estimated ^{f)}	25,420	9,630	327	35,377
Average Number of Nights Stayed at the Property by Visitors (Owners' Family Members and Friends) ^{g)}	12.22	10.60	11.16	11.64
Average Spending per Person per Day ^{h)}	\$103.82	\$106.56	\$52.38	\$104.12
Total Direct Expenditures estimated by Visitors (Second Home Owners' Other Family Members and Friends) ⁱ⁾	\$32,249,856	\$10,877,432	\$191,151	\$43,318,439

Note: ^{a)} Even though non-residents' second home owners who rented the properties ($n=199$), did not have dwelling ($n=62$), and did not travel to PEI and stay at the properties have been spending expenses such as property taxes and maintenance costs, utilities, etc., they were excluded in estimating expenditures in this report; ^{b)} Please refer to Figure 5-1; ^{c)} Estimates = number of second homes available for expenditures estimation \times percent of visitors; ^{d)} Please refer to Figure 5-3; ^{e)} Please refer to Figure 5-4; ^{f)} Estimates = number of second homes where for expenditures estimation by owners' family members and friends \times average number of groups visited the property \times average party size per group visited the property; ^{g)} Please refer to Figure 5-5; ^{h)} Please refer to Figure 5-6; ⁱ⁾ When estimating total direct expenditures by visitors (second home owners' family members and friends in this case), two general calculation methods can be used: **(1) average spending per person per night (PPPN) basis** or **(2) average spending per person per day (PPPD) basis**. Each method should be used logically with paired variables (average spending per person per **night** and average number of **nights** stayed; average spending per person per **day** and average number of **days** stayed). That is, estimation of total direct expenditures using **average spending per person per night basis** should be calculated as follows: number of visitors \times average number of **nights** stayed \times average spending per person per **night**. Likewise, the **average spending per person per day basis** calculation method should use the following formula: number of visitors \times average number of **days** stayed \times average spending per person per **day**. Nevertheless, total direct expenditures were estimated by using the unpaired variables (average spending per person per **day** and average number of **nights** stayed) due to lack of data and the way the question in the survey was worded (the questionnaire asked for average spending per person per day to make it simpler for the respondent who was estimating other people's spending). Therefore, total direct expenditures by second home owners' family members and friends in this estimation were calculated as follows: number of visitors estimated (35,377) \times average number of nights stayed (11.64) \times average spending per person per day (\$104.12) \approx \$43,318,439. This method may result in total expenditures being slightly underestimated as expenses for the last day might be unknown or highly variable. For example, some visitors who stayed one night in PEI might spend 1.5 days or almost two full days, it is unknown at what point during the day they departed PEI.

7. ACTIVITY PARTICIPATION WHILE IN PEI

7.1. Activities of Owners and Immediate Families

The most popular activities for second home owners and their immediate family were going to a beach/lake/river (90.5%), shopping (local crafts/souvenirs/antiques) (86.4%), hiking/walking (81.8%), and visiting a national or provincial park (80.6%).

Table 7-1. Activities of Owners and Immediate Families While in PEI

	Canada	United States	Other Country	Total
Valid # of Cases	2,545	1,380	48	3,973
(%)	(64.1%)	(34.7%)	(1.2%)	(100.0%)
Going to a beach/lake/river	91.7%	88.3%	93.8%	90.5%
Shopping (local crafts/ souvenirs/antiques)	83.8%	90.9%	91.7%	86.4%
Hiking/Walking	80.7%	84.3%	66.7%	81.8%
Visiting a national or provincial park	76.9%	86.7%	100.0%	80.6%
Attending a concert, festival, fair, or event	76.1%	82.9%	83.3%	78.6%
Going on a driving tour/sightseeing	77.0%	79.4%	77.1%	77.8%
Visiting friends/family	79.8%	71.1%	83.3%	76.8%
Visiting a local farm/orchard/farmers market	72.4%	79.1%	87.5%	74.9%
Swimming	74.5%	74.0%	58.3%	74.1%
Enjoying local music and/or dancing (e.g., a ceilidh)	68.4%	81.9%	81.3%	73.2%
Going to the theatre	69.1%	62.2%	70.8%	66.7%
Visiting museums and/or historic sites	60.9%	74.4%	64.6%	65.6%
Attending a lobster supper	58.2%	52.9%	70.8%	56.5%
Golfing (not miniature)	56.3%	36.8%	39.6%	49.4%
Going to bars/pubs	47.5%	43.7%	47.9%	46.2%
Boating/kayaking/canoeing	40.2%	52.6%	47.9%	44.6%
Biking	41.2%	49.6%	47.9%	44.2%
Walking tour (guided or on own)	40.5%	44.4%	27.1%	41.7%
Visiting art galleries	34.8%	41.7%	47.9%	37.4%
Fishing (deep sea or salt water)	34.3%	35.8%	20.8%	34.7%
Visiting a theme, fun, or amusement park	34.5%	24.9%	39.6%	31.2%

Table 7-1. Activities of Owners and Immediate Families While in PEI
(continued)

	Canada	United States	Other Country	Total
Valid # of Cases	2,545	1,380	48	3,973
(%)	(64.1%)	(34.7%)	(1.2%)	(100.0%)
Bird watching	24.0%	42.3%	27.1%	30.4%
Visiting religious sites	24.4%	26.9%	16.7%	25.2%
Watching live sporting events	23.1%	21.9%	10.4%	22.5%
Visiting a casino ("The Racino")	14.6%	9.2%	4.2%	12.6%
Horseback riding	9.9%	13.7%	16.7%	11.3%
Participating in sporting events (tournament, organized league)	7.2%	4.6%	n/a	6.2%
Winter activities (e.g., skiing, snowshoeing, etc.)	4.5%	7.4%	20.8%	5.7%
Other	4.8%	8.3%	31.3%	6.4%

Note: Multiple responses

7.2. Activities of Guests

The most popular activities for guests of second home owners were going to a beach/lake/river (84.9%), shopping (local crafts/souvenirs/antiques) (82.4%), going on a driving tour/sightseeing (79.0%), visiting a national or provincial park (75.1%), and attending a concert, festival, fair, or event (69.5%).

Compared to their visitors, second home owners have higher participation rates in almost all activities. This is not too surprising for certain activities since second home owners spend more time in PEI, but one might expect certain activities that are generally more 'touristy' to have higher participation rates by the visitors of second home owners.

The few activities where visitors had notably higher participation rates than second home owners were golfing (59.1% and 49.4%), fishing (deep sea or salt water) (43.3% and 34.7%), visiting a theme, fun, or amusement park (42.7% and 31.2%), and horseback riding (14.1% and 11.3%).

Table 7-2. Activities of Guests While in PEI

	Canada	United States	Other Country	Total
Valid # of Cases	2,158	1,129	45	3,359
(%)	(65.0%)	(33.6%)	(1.3%)	(100.0%)
Going to a beach/lake/river	84.1%	86.5%	82.2%	84.9%
Shopping (local crafts/ souvenirs/antiques)	81.9%	83.2%	84.8%	82.4%
Going on a driving tour/sightseeing	76.8%	83.4%	73.9%	79.0%

Table 7-2. Activities of Guests While in PEI
(continued)

	Canada	United States	Other Country	Total
Valid # of Cases	2,158	1,129	45	3,359
(%)	(65.0%)	(33.6%)	(1.3%)	(100.0%)
Visiting a national or provincial park	71.9%	80.6%	87.0%	75.1%
Attending a concert, festival, fair, or event	67.4%	73.7%	65.2%	69.5%
Hiking/Walking	67.1%	74.3%	53.3%	69.4%
Swimming	67.6%	66.5%	64.4%	67.2%
Enjoying local music and/or dancing (e.g., a ceilidh)	60.9%	74.1%	45.7%	65.1%
Visiting museums and/or historic sites	61.1%	69.4%	60.9%	63.8%
Attending a lobster supper	64.9%	60.6%	80.0%	63.6%
Golfing (not miniature)	66.4%	45.5%	43.5%	59.1%
Going to the theatre	59.9%	55.7%	44.4%	58.3%
Visiting a local farm/orchard/farmers market	54.3%	61.3%	75.6%	57.0%
Visiting friends/family	59.2%	42.1%	43.5%	53.2%
Going to bars/pubs	50.8%	46.9%	44.4%	49.4%
Fishing (deep sea or salt water)	45.4%	39.9%	28.9%	43.3%
Visiting a theme, fun, or amusement park	44.8%	38.4%	52.2%	42.7%
Boating/kayaking/canoeing	38.3%	45.5%	32.6%	40.6%
Walking tour (guided or on own)	36.7%	40.0%	33.3%	37.8%
Biking	30.2%	40.8%	26.7%	33.7%
Visiting art galleries	30.0%	35.6%	22.2%	31.8%
Bird watching	17.1%	26.3%	32.6%	20.4%
Visiting religious sites	16.9%	20.1%	n/a	17.7%
Watching live sporting events	15.7%	14.1%	6.5%	15.0%
Horseback riding	13.7%	15.1%	6.5%	14.1%
Visiting a casino ("The Racino")	12.6%	8.0%	n/a	10.9%
Participating in sporting events (tournament, organized league)	4.7%	4.0%	n/a	4.4%
Winter activities (e.g., skiing, snowshoeing, etc.)	2.8%	2.4%	22.2%	2.9%
Other	2.2%	6.6%	33.3%	4.1%

Note: Multiple responses

8. PERCEPTIONS OF PEI

Second home owners were given a variety of statements and asked on what level they agreed with them on a scale from one (strongly disagree) to five (strongly agree). These statements pertained to their feelings and perceptions of PEI. The most strongly agreed with statement was “PEI means a lot to me” (average of 4.72), followed by “I am emotionally attached to PEI” (4.53), “I would prefer to spend more time in PEI if I could” (4.48), “What happens in PEI is important to me” (4.47), and “PEI is my favourite place to go during my free time” (4.43).

The only statements to have an agreement level of less than 4.00 were “PEI offers good value for money” (3.70), “PEI has the travel experiences I am specifically looking for” (3.90), “PEI is a place to experience different culture and ways of life” (3.94), and “I am willing to invest my talent or time to make PEI an even better place” (3.99).

Table 8-1. Perceptions of PEI

	Canada		United States		Other Country		Total	
Valid # of Cases	2,562	64.0%	1,395	34.8%	48	1.2%	4,005	100.0%
	M ¹⁾	% ²⁾	M ¹⁾	% ²⁾	M ¹⁾	% ²⁾	M ¹⁾	% ²⁾
PEI means a lot to me	4.66	93.9%	4.81	96.9%	4.80	100.0%	4.72	95.0%
I am emotionally attached to PEI	4.49	88.0%	4.60	90.9%	4.72	93.8%	4.53	89.1%
I would prefer to spend more time in PEI if I could	4.43	85.7%	4.56	89.0%	4.67	97.9%	4.48	87.0%
What happens in PEI is important to me	4.40	87.5%	4.59	93.3%	4.54	87.8%	4.47	89.5%
PEI is my favourite place to go during my free time	4.27	80.2%	4.46	86.9%	4.25	68.8%	4.33	82.4%
I really miss PEI when I am away for too long	4.15	76.4%	4.41	85.7%	4.57	91.7%	4.25	79.8%
PEI is my favourite place to be	4.07	73.9%	4.25	82.6%	4.07	70.8%	4.13	76.9%
PEI has lots of things to see and do	4.10	75.8%	4.11	73.9%	3.92	52.1%	4.10	74.9%
PEI is a place to see or do something new and different	4.00	70.9%	4.17	75.6%	4.18	95.6%	4.06	72.9%
PEI offers great local food and cuisine	4.10	77.7%	3.92	67.5%	3.65	56.3%	4.03	73.9%
I am willing to invest my talent or time to make PEI an even better place	3.93	67.7%	4.09	71.4%	4.24	73.2%	3.99	69.1%
PEI is a place to experience different culture and ways of life	3.77	64.5%	4.24	78.2%	3.95	80.5%	3.94	69.5%
PEI has the travel experiences I am specifically looking for	3.83	61.8%	4.02	69.2%	3.71	68.3%	3.90	64.5%
PEI offers good value for money	3.76	62.6%	3.59	50.9%	4.05	75.6%	3.70	58.7%

Note: ¹⁾ Mean values were based on a 5-point Likert type Scale (1=strongly disagree; 5=strongly agree); ²⁾ indicates percent of those who rated 4 (agree) and 5 (strongly agree).

9. DEMOGRAPHIC PROFILE OF RESPONDENTS

In terms of gender, survey participants were almost equally split between males and females.

The most common age range of survey respondents was 55 to 64 (33.4%), followed by 45 to 54 (26.1%) and 65 to 74 (20.4%).

The majority (79.6%) of respondents were married and over one quarter (26.0%) had a graduate degree. An additional 14.2 percent had a professional designation and 20.4 percent had an undergraduate degree.

Less than half of respondents were working full time (43.4%). Forty-two percent were retired, and nine percent were working part time or seasonally.

In terms of annual income, the largest income segment (28.3 percent of respondents) was the over \$150,000 category. One quarter earned \$35,000 to \$70,000 per year and 20.5 percent earned \$100,00 to \$150,000 per year.

Table 9-1. Demographic Characteristics of Respondents

	Canada		United States		Other Country		Total	
Gender	2,798	65.6%	1,406	33.0%	62	1.5%	4,266	100.0%
Male	47.8%		53.5%		25.8%		49.3%	
Female	52.2%		46.5%		74.2%		50.7%	
Age	2,793	65.5%	1,406	33.0%	62	1.5%	4,261	100.0%
18 to 24	0.0%		0.2%		0.0%		0.1%	
25 to 34	2.8%		0.3%		0.0%		1.9%	
35 to 44	8.3%		2.8%		25.8%		6.7%	
45 to 54	28.2%		22.6%		11.3%		26.1%	
55 to 64	31.9%		35.8%		50.0%		33.4%	
65 to 74	18.6%		24.7%		8.1%		20.4%	
75 and over	10.2%		13.6%		4.8%		11.3%	
Marital Status	2,793	65.6%	1,401	32.9%	63	1.5%	4,257	100.0%
Married/common-law	79.9%		79.1%		76.2%		79.6%	
Single	10.6%		11.6%		23.8%		11.2%	
Widow	7.8%		6.4%		0.0%		7.2%	
Other	1.6%		2.9%		0.0%		2.0%	
Education Level	2,794	65.5%	1,406	33.0%	63	1.5%	4,263	100.0%
Some school	3.7%		0.0%		0.0%		2.4%	
Graduated high school	10.7%		9.0%		0.0%		10.0%	
Some university/college	14.8%		13.4%		0.0%		14.1%	
Graduated community/technical college	16.2%		6.6%		4.8%		12.9%	
Graduated university (undergraduate)	19.1%		23.4%		12.7%		20.4%	
Professional designation	16.4%		8.6%		39.7%		14.2%	
Graduate degree (Masters/Ph.D.)	19.1%		39.0%		42.9%		26.0%	
Employment Status	2,793	65.6%	1,399	32.9%	63	1.5%	4,255	100.0%
Working full time	45.6%		38.6%		47.6%		43.4%	
Retired	40.8%		44.1%		42.9%		41.9%	
Student	0.1%		0.2%		0.0%		0.2%	
Working part time or seasonally	7.7%		10.7%		4.8%		8.6%	
Homemaker	2.3%		3.4%		4.8%		2.7%	
Unemployed	0.5%		1.1%		0.0%		0.7%	
Retraining or upgrading	0.3%		0.0%		0.0%		0.2%	
Other	2.5%		1.9%		0.0%		2.3%	
Annual Household Income	2,524	65.1%	1,291	33.3%	63	1.6%	3,878	100.0%
Less than \$35,000	6.5%		6.7%		0.0%		6.5%	
Between \$35,000 and \$70,000	22.9%		28.7%		31.7%		25.0%	
Between \$70,000 and \$100,000	18.3%		22.9%		7.9%		19.7%	
Between \$100,000 to \$150,000	20.4%		21.1%		12.7%		20.5%	
Over \$150,000	31.9%		20.5%		47.6%		28.3%	

APPENDIX I: COMMENTS

Overall, 394 survey respondents left comments at the end of the survey which were split into a variety of categories. As many people provided long comments that touched on multiple topics, these comments were split into multiple categories meaning the 394 comments grew into 562 comments about individual topics. The splitting of multi-topic comments was done to ensure that all categories were represented properly and to give a more accurate view of what is important to PEI's second home owners. The categories and number of comments in each category are given in the table below, followed by a sample of comments from each category. Not that the examples comments are the full comment left by the respondents, thus some touch on multiple topics.

Table A-1. Number of Categorized Comments

Category	562	100%
Explanation of survey responses	128	22.8%
Double taxation	103	18.3%
Positive comments about PEI	86	15.3%
Other	54	9.6%
Suggestions	46	8.3%
Expensive	39	6.9%
Negative comments (other)	32	5.7%
Positive comments about Islanders	27	4.8%
Environmental concerns	11	2.0%
Lack of services	9	1.6%
Difficult air travel	9	1.6%
Health services	5	0.9%
Poor internet services	5	0.9%
Roads	4	0.7%
Food	2	0.4%
Ferry	2	0.4%

Explanation of Survey Responses

As regards to question 4, I own a lot by myself but surrounding my lots I and 7 siblings own 22 acres which is partly farmed and rest is wooded area - waterfront.

Difficult for me to answer all questions as we originally owned 2 lots, purchased in 1973 and built a cottage on one lot in 1975 since we were in PEI most summer/fall for 3 to 7 weeks. At that time, we had many friends, family visiting us. In 2005, we sold the cottage and kept the other lot so we do not visit as often. / Although we love PEI our one complaint is the double taxation out of the province owners. As a former Maritimer (N.B.) and a frequent visitor, I still object very strongly to this discrimination.

I purchased the home as a revenue property, with plans to eventually move back to start a cabinet making business. Plans are currently made to spend 6 to 8 months on the Island. I am hoping that current energy costs will be reduced by introduction natural gas to the Island as the cost of heating oil is rising.

Double Taxation

I think if you were born in PEI, but no longer are living in PEI, you should not have to pay extra taxes on your property as an "off-Islander" person.

If I knew ahead of time that the property tax was going to be so high for an out of province owner, I may have not purchased this property. As per money spent on utilities, its a 1 bedroom condo, depends upon how cold it is.

One of the properties we rent. the other is a lot we plan to develop. Biggest beef - the taxation differential between residents and non residents. Want to grow your province? Level the playing field.

Positive Comments about PEI

PEI has extended and enriched Martha and my life. We are healthier and happier because we have spent all or a portion of our summer on the PEI for the past 42 years. We are anticipating spending the next 25 years on the special Island province.

The whole experience has been first-rate. We visited the Island many times before buying and knew it well. We looked forward to returning back in summer. The Island has everything that we should ask for and wonderful people at every corner.

We had a 3 day stay in PEI and fell in love with it. I was browsing on the real estate MLS listings 3 years later, saw a cute cottage + flew out to see it. Didn't buy that one but did buy a more expensive one. / Love the people (so friendly) + the opportunity to hear great music, have great food. We plan to spend more time there when semi-retired-planning ahead! / It gives us a warm feeling to know that a small piece of PEI is ours, we feel like we belong there!

Other

Thank you. I believe surveys of this kind give an idea of what is happening on the Island and can help plan for the future.

PEI Tourism is doing a fantastic job promoting the island and raising the island's profile. Keep up the awesome job! / Just a note: Many I speak to would/will not buy a property on the island because a) Too many windmills and they are very concerned about the health ramification of this / b)concerned that more will be installed in the future

My Family and I are very disappointed with the beaches on PEI they are warm and beautiful but full of JELLYFISH. One year I suggested using a net to keep them off at least some of the beaches (cheap) bu a letter to the editor and tourist bureau but I got a death threat.

Suggestions

I was born an Islander. / 1. I feel strongly undervalued as a 2nd home owner in PEI. I pay 4 times the

property tax that I do for my Calgary home. I feel that is simply a tax grab. I'm costing the Island less and I'm paying double. / 2. I also loyally educate people of PEI virtues! People are constantly amazed at how wonderful PEI is in the summer. I feel strongly that there should be more advertising in Canada. So many people from Calgary would visit PEI if they saw more advertising. Most people learn about it from word of mouth. PEI should have more advertising early in the year. Newfoundland's are fantastic. Calgarians who travel the world in the summer with their kids would happily visit PEI if it were promoted more.

I think senior citizens and students should get a cheaper rate when crossing that bridge to and from the Island.

I come to PEI to see my family - it is a good, quiet place to live and raise children. That said, the cost of living (groceries) is very high and there are minimal educational or cultural enrichment opportunities for children. No Zoo, no children's museum, no children's theatre, art classes, etc. It seems to be a depressed place often and it is a very difficult place to make a good living. It is certainly beautiful and unspoiled - I think there should be an active mosquito abatement program and that pesticide regulations regarding spraying near residential homes should be enforced. That may sound contradictory but mosquitoes can be managed, I think, better than they are. It is no fun to go to a beach and be bitten by flies and mosquitoes.

Expensive

I do have some trouble bringing guests/ visitors from the US because of the very high cost of air fares to YYG- even more at cost of with the \$US at parity. / Tourism should work with airlines to bring in better fares / Double property tax for out-of-province residents is absurd- especially since seasonal residents / do not take advantage of province services-- It's prohibit purchase by non-PEI owners - I think this for the future

Confederation Bridge is nice but very expensive. Makes one island bound. Fuel, food etc. very expensive (due to taxes??). People very nice!!

Utilities and food (cost of living) is much higher than over main home in Plainwell, MI. But we will continue to spend time at our home in Kingsboro as long as we are able, because we love PEI and most of all we love our friends from the East Kings area.

Negative Comments (other)

Too much property, especially waterfront or land with a view of water has been bought up by persons who have no intent to live there, but as an investment. Chemicals sprayed on human food growing crops is harmful for breathing. Personal experience as proof - too bad.

We have always been very impressed with the beauty and the people of PEI. The people, by far, are its greatest asset. We live in an urban environment in Colorado, so an rural environment next to the ocean is a wonderful change for us. On the other hand, the great distance sometimes makes it difficult. Mail has always been a challenge but high speed internet has helped dramatically. We are very concerned about what appears to be a lack of island wide land planning. If the island continues to be chopped up by amateurish development, it could lose the charm and beauty which is one of its main attractions. We also believe that the farming community has a great opportunity to embrace organic farming and be much

better stewards of the land. We have always felt that the land taxation policies for off-island residents are unfair. This has always weighed heavily / on our decision to continue our island ownership. Lastly, we must say that we could never own a property such a great distance from where we live without the wonderful support of all of the local folks who help us look after and maintain the property.

With regards to Q35 d, we have experienced very average food at many restaurants with a high percentage of deep fried and basic fare. However when it comes to seafood, lobster suppers etc, the experience is second to none.

Positive Comments about Islanders

What makes the Island is the people. Everywhere we go on PEI, there is a wonderful sense of community. For the past 20 years we have spent vacations and entire summers on the Island. Countless friendships maintained throughout the year help build our spirits during the winter months. The smallest Island of 140000 where everybody knows everybody.

We really appreciate our local store-- Coopers Red and white in Belfast. they are helpful, reasonable, have a great selection at their store and treat us like family / we really appreciate on property care taker- val murray, owner of "peace of mind" property maintenance in Belfast, PEI. We definitely have peace of mind knowing we have someone keeping an eye on our place and maintaining the grounds / we love the great restaurants and food in PEI.

We absolutely love our little neighbourhood and would love to spend more time at our house in PEI. When our children have all grown and we have more time, we do intend to be there a lot more! The people on PEI are wonderful, friendly and I enjoy every minute I spend there.

Environmental Concerns

My family and I have been coming up to Souris for the last 50 years. I love the area so much that I own a small cottage on New Zealand Road. With that said, I am extremely disappointed and mad over the excessive use of pesticides on the land across from my cottage at 188 New Zealand Road. I did file a complaint and when it was investigated - the famer lied about it. I see a very dangerous future in PEIs tourism if this is not resolved.

Since we started vacationing in PEI over 40 years ago we have seen many changes. Some for the better, some not. One that has great impact on our future is the increasing rate of erosion along the shore. Even though we own enough land to be able to move our cottage, and continue spending time there ourselves and with guests, government interference has made it impossible. As a result, we probably will be there for the last time this summer (2011), we are very sad to have the experiences there and for us. / P.S. We have purposely made our impact on the shore environment minimal.

We enjoy everything about PEI except for the growing environmental disaster created by the pesticides and fertilizers associated with the potato and golf industries. we live on a creak that is being destroyed by sea lettuce and smells bad several times each summer. we see little being done to enforce laws on the books and the newspapers and UPEI are afraid to crusade against the potato industry. Because the potato growers "own" the island, we are afraid that PEI is slowly becomes a less attractive place to visit and buy

properly. We would like to see a class action suit against the big growers if something serious is not done to make PEI truly green.

Lack of Services

Seafood in PEI is great. Local produce from farms can be difficult to get. The western end of the Island (Summerside) could really use some decent restaurants that specialize in using fresh local produce. Even a local pub would be nice for tourists.

I would like more shops, restaurants entertainment to be open in shoulder seasons.

I think that PEI is A WONDERFUL place to "come home to" I think the value for homeowners compared to other places is great. I have a home in Salt Spring, Palm Spring, Canmore and PEI but spend more time in PEI than the other rental properties (PEI is not primarily a vacation rental, although I do rent it periodically) I do wish there was more year round restaurants in Souris! I love the community and have introduced it to many people. Every time I come I would bring family and we spend a lot locally and in Charlottetown.

Difficult Air Travel

For US residents the single most important drawback of summer living or spending holidays in PEI is the difficulty in getting here. / This is turn is the result of an otherwise legitimate policy which does not permit a US airline to fly between Canadian Airports. If the policy were reinterpreted to consider Charlottetown and Moncton a single destination, or Charlottetown and Halifax a single destination so that a flight could drop off/pickup passengers, at one end then proceed to the other, the problem would be alleviated considerably. / / For example, a US flight could originate in New York, fly to Halifax to Drop off passengers only, then fly to Charlottetown. At Charlottetown a US flight could pick up passengers, bound only for US destinations, and then proceed to Halifax to pick up more passengers bound for US destinations. / / In this way, the traffic for Halifax and Charlottetown from the US could be combined, and make US airlines more ready to fly to PEI. / / In the six years since we bought our home, we have had o fly a different route every year, as no US airline has found it profitable on a regular basis to carry the minimal traffic that PEI offers. As a result, we normally have to fly from our home in Norfolk Virginia to a central location like New York or Boston, and then fly to Montreal, or to Moncton and then connect to fly to Charlottetown. Delays and missed flights are a regular occurrence, requiring overnight stays, usually in Montreal. / / No one, in the US, regardless of where he lives, can count on a regular flight into Charlottetown being available, on a continuing basis, year to year. Even those flights which do become popular, like Detroit-Charlottetown, and are available only in high season and therefore not suited to full summer residents, seem to disappear regularly. / / / / If this problem were overcome, PEI could become another Nantucket Island

More time would be spent on PEI if AIR costs for choices were more reasonable. AIR Canada charges extremely high fees for a relatively short distance. I can travel to California or Europe more cheaply. Also, there is no possibility for a "last minute" trip when fares can be in the thousands.

Health Services

Retirement and full-time residency will depend on the availability and accessibility of reliable healthcare. Tax situation - the policy of double taxation seasonal residents is a concern. Increases to this policy is detrimental to potential residents. Hydro costs - ridiculous costing of utilities is a concern, limited options i.e., natural gas certainly is a factor in permanent residency.

Difficult in accessing quality medical care when needed forces me to reconsider my retirement plans. Although my wife and I are fully covered for necessary medical care- physicians are not available. Clinics and hospitals requested "cash" Although I get reimbursed for my medical expenditures, I fear having to write a gigantic check for a hospital stay- Since Vandals burnt down our originally purchased dwelling, I limit my investment in the Cabin- would have liked to build a more substantial home!

Poor Internet Services

High cost of insurance of property as a seasonal home. Problems with acceptable internet service at Guensey Cove as Bell Aliant will only provide dial up no cable. This was only partly recoverable at additional cost by to a satellite which is still very slow compared to broadband services in the UK.

My main concern is available internet services via Aliant. I wish PEI would have high speed internet service. We have dial up but at the cost of nearly high speed elsewhere. This being only 15 minutes north of Charlottetown. We had heard that some in our subdivision have a higher speed but is not available to others in the area. it is difficult to believe that PEI has not caught up to the rest of Canada. it is costly to stay in touch with the family back home. For the rest, I love to be in PEI.

Roads

1- Keep the Ferry / 2- Maintain Highways and Routes better / 3- Keep Rural Hospitals open / 4- Do not keep raising the bridge toll, it will keep the tourists away it gets to high

1-Our greatest concern at the moment is the lack of govt initiative being taken to address the eroding protecting New London Bay. Fishermen, tourism and wildlife are being greatly affected as the dunes are not maintained. I doubt that the traffic would be able to use this seaway if it is not addressed within the next couple of years. / 2- Secondly, as an avid cyclist I would love to see the roads paved a little wider so the cyclist can be safe as they travel the Island- especially as PEI is advertised as such

Food

Islanders make visitors feel very wanted and special. I've never had a guest that didn't want to return again and again. And there is no better lobster on earth!

Ferry

Additional funding occurs on the bridge and on ferry.

APPENDIX II: SURVEY QUESTIONNAIRE

Greetings from Prince Edward Island:

The Tourism Research Centre at the University of PEI, on behalf of the PEI Department of Tourism and Culture, is conducting a survey of secondary-residence owners who reside in PEI for less than six months of the year.

The survey will take about 15 minutes to complete. You may complete either the enclosed paper copy and submit it using the postage paid envelope provided, or you can fill out the survey online, the link is listed below. If completing the survey online, please be sure to use your user ID code as listed on the top of your survey. You may also use the url below if you wish to complete the survey in French.

<http://trc.upei.ca/surveypei>

If you have multiple dwellings in PEI, please answer the survey based on the dwelling you primarily use for personal use and provide details about your other property(s) in the comments section of the survey.

By completing the survey, you will be providing Tourism PEI with valuable information on the impact your time in PEI has on our tourism industry.

Thank you for your time, and for your participation in this important survey. If you have any questions or concerns about the survey please contact the Tourism Research Centre at trc@upei.ca or by phone at (902) 566-6096.



Chris K. Jones
Director of Strategy, Evaluation and Industry Investment
Department of Tourism and Culture

Please be assured that this is a legitimate research study. No negative consequences will be incurred if you choose not to participate. Please be assured that all answers will be kept strictly confidential. To ensure your total privacy, your answers will be grouped together with all others who complete the same survey and individual responses will not be reported. The information you provide will be used for statistical and legitimate research purposes only. You will never be solicited and your personal information will not be released to any other company or organization.

Please contact the Tourism Research Centre at the University of PEI (trc@upei.ca) if you have questions regarding the survey. If you have any questions or concerns about the ethical nature of this study, please contact Lynn MacPhee, Research Ethics Board, UPEI, at lmacphee@upei.ca or (902) 566-0637.

Important!

As a thank you for completing the survey, we are offering the chance to win one of five \$200 cash prizes! In order to qualify for the prize, you must leave your contact information in the space provided at the end of the survey and return it prior to March 14, 2011, in the postage paid envelope provided or by submitting your survey online.

POUR RÉPONDRE À CE SONDAGE EN FRANÇAIS, VISITEZ LE
http://trc.upei.ca/sondage_ipe

PRINCE EDWARD ISLAND SECOND HOME OWNERS SURVEY

ID #

1. Where is your usual place of residence?

a. City/Town: _____

b. Province, State, or Country: _____

c. Postal/Zip Code: _____

2. Were you previously a year-round resident of PEI?

☐ (1) Yes

☐ (2) No

3. Do you have family members living in PEI?

☐ (1) Yes

☐ (2) No

4. How many properties/lots do you own in PEI?

➔ (_____)

***If you have more than one property in PEI,
please answer the remaining questions
based on the property where you are most
likely to stay while in PEI.***

5. In whole or part acres, what is the approximate size of your main property (land) in PEI?

➔ (_____)

6. How would you describe the dwelling on your main property in PEI? Select one answer only.

☐ (1) House

☐ (2) Farm house

☐ (3) Cottage

☐ (4) Condominium

☐ (5) Mobile home

☐ (6) Rental property (Please specify: _____)

☐ (7) No dwelling on property

☐ (8) Other (Please specify: _____)

7. In what community is your main PEI property located?

➔ (_____)

8. Is your main property considered waterfront property?

☐ (1) Yes

☐ (2) No

9. In what year did you first acquire the land and dwelling for your main property in PEI?

Land: _____

Dwelling: _____

10. Which of the following best describes how you came to own your main PEI property?

☐ (1) Inherited the land and original dwelling that is still used

☐ (2) Inherited the land, built the dwelling now used

☐ (3) Bought the land, built the dwelling

☐ (4) Bought the land and dwelling

☐ (5) Other

➔ Please specify: _____

11. Excluding your spouse and children, is the ownership of your main property shared among other family members?

☐ (1) Yes: How many family members share in the ownership?

➔ (_____) person(s)

☐ (2) No

12. If you did not inherit both the land and the dwelling now used, approximately how much did you pay for the land and dwelling you own?

☐ (1) Less than \$25,000

☐ (2) \$25,000 to \$49,999

☐ (3) \$50,000 to \$74,999

☐ (4) \$75,000 to \$99,999

☐ (5) \$100,000 to \$124,999

☐ (6) \$125,000 to \$149,999

☐ (7) \$150,000 to \$174,999

☐ (8) \$175,000 to \$199,999

☐ (9) \$200,000 to \$224,999

☐ (10) \$225,000 to \$249,999

☐ (11) More than \$250,000

☐ (12) Don't know

13. In the period you have owned the property, approximately how much have you spent on maintenance and renovations?

- ☐ (1) Less than \$5,000
☐ (2) \$5,000 to \$9,999
☐ (3) \$10,000 to \$19,999
☐ (4) \$20,000 to \$29,999
☐ (5) \$30,000 to \$39,999
☐ (6) \$40,000 to \$49,999
☐ (7) \$50,000 to \$74,999
☐ (8) \$75,000 to \$99,999
☐ (9) More than \$100,000
☐ (10) Don't know

14. Do you own additional seasonal properties besides the one(s) on PEI?

- ☐ (1) Yes: Where are they located? ➔ (_____)
☐ (2) No

15. When was the last time you travelled to PEI to stay at your PEI property?

- ☐ (1) 2011
☐ (2) 2010
☐ (3) 2009
☐ (4) 2008
☐ (5) 2007
☐ (6) 2006 or earlier
☐ (7) I rent my property and do not stay there

16. During an average year, how many times do you travel to PEI to stay at your PEI property?

➔ (_____) times

17. During an average year, how many nights would you spend at your property in PEI in each of the following months?

Month	# of Nights	Month	# of Nights
January		July	
February		August	
March		September	
April		October	
May		November	
June		December	

18. How many people, **including yourself**, normally travel with you to stay at your PEI property?

➔ (_____) people

19. Please indicate the age and gender of the people who normally travel with you to your property in PEI (**include yourself**). The answer in question 18 and the sum of the travellers below should equal.

Age group	Male	Female
0 - 8 ➔		
9 - 17 ➔		
18 - 24 ➔		
25 - 34 ➔		
35 - 44 ➔		
45 - 54 ➔		
55 - 64 ➔		
65 - 74 ➔		
75 and over ➔		

20. What are the primary reasons you selected PEI as the location for your second home? **Select up to three options.**

- ☐ (1) Was born in PEI or have family connections to PEI.
☐ (2) Have friends that live there.
☐ (3) Inherited the property.
☐ (4) Plan to retire in PEI.
☐ (5) The property was inexpensive compared to costs in other areas.
☐ (6) PEI is a safe, quiet, and relaxed location.
☐ (7) Wanted a home that was on or close to the water.
☐ (8) Previously visited PEI and decided to buy/build a home here.
☐ (9) Bought it primarily to rent.
☐ (10) As an investment.
☐ (11) Other (*Please specify:* _____)

21. How do you usually travel to PEI?

- ☐ (1) Own vehicle that I drive to PEI
☐ (2) Air
☐ (3) Combination of air and vehicle
☐ (4) Rental vehicle
☐ (5) Recreational vehicle
☐ (6) Other (*Please specify:* _____)

22. Did you purchase a vehicle in PEI?

- ☐ (1) Yes
☐ (2) No

23. If you did not own a property in PEI, how often do you think you would visit PEI?

- ☐ (1) More than once per year
☐ (2) Once a year
☐ (3) Every second year
☐ (4) Every third year
☐ (5) Every fourth year
☐ (6) Less frequently
☐ (7) I would not visit PEI
☐ (8) Don't know

24. Which of the following statements best describes the impact your ownership of a property in PEI has on your travel behaviour?

- ☐ (1) Because I own a property in PEI, I do not travel to other destinations as much as I otherwise would.
☐ (2) Despite owning a property in PEI, I travel to other destinations as much as I otherwise would.

25. Do you plan on making PEI your place of primary residence at some point in the future?

- ☐ (1) Yes ➡ Would you: ☐ (1) Live in your current dwelling
☐ (2) Buy a new dwelling
☐ (2) No

Questions 26 to 31 concern family members and/or friends who do not regularly stay with you at your PEI home and who are not residents of PEI.

26. Do family members and/or friends visit you at your PEI property? (Select all that apply.)

- ☐ (1) Yes, they visit PEI and stay with me in my home or on my property
☐ (2) Yes, they visit PEI and stay elsewhere (***please answer part a.***)
☐ (3) Yes, they visit PEI when I am not at my home and stay there
☐ (4) No (please skip to question 32)

a. Where do they stay? (Select all that apply.)

- ☐ (1) In paid accommodation (e.g., hotel/motel/resort, B&B, cottage/cabin)
☐ (2) At a camping/RV park
☐ (3) Other non-paid accommodation

27. In a typical year, how many different groups of non-resident family members/friends visit you at your PEI property?

➡ (_____) groups

28. On average, how many people are in the groups of non-resident family members/friends which visit you?

➡ (_____) people

29. On average, how many nights per year do non-resident family members/friends stay with you at your PEI property?

➡ (_____) nights per year

30. Approximately how much do you believe your family members/friends who visit you in PEI spend in PEI on a per person per day basis?

➡ (\$_____) ☐ Don't know

31. Of the number of groups of family members/friends that you indicated in question 27, what number would travel to PEI if you did not live here?

➡ (_____) groups ☐ Don't know

32. In an average year, which of the following activities do you and your immediate family who stay with you in your PEI property participate in while you are at your PEI property? Which activities do you only participate in with guests when they visit? (Select all that apply.)

Activity	Family and/or I ✓	Guests ✓
<u>Recreation</u>		
Hiking/Walking		
Biking		
Golfing (not miniature)		
Participating in sporting events (tournament, organized league)		
Swimming		
Bird watching		
Boating/kayaking/canoeing		
Fishing (deep sea or salt water)		
Horseback riding		
Winter activities (e.g., skiing, snowshoeing, etc.)		
<u>Attractions</u>		
Attending a concert, festival, fair, or event		
Going to the theatre		
Visiting museums and/or historic sites		
Visiting art galleries		
Visiting a casino ("The Racino")		
Visiting religious sites		
Attending a lobster supper		
Watching live sporting events		
Visiting a local farm/orchard/farmers market		
Visiting a theme, fun, or amusement park		
Enjoying local music and/or dancing (e.g., a ceilidh)		
<u>Sights</u>		
Visiting a national or provincial park		

Continued above...

Continued from below...

Activity	Family and/or I ✓	Guests ✓
Going on a driving tour/sightseeing		
Going to a beach/lake/river		
Walking tour (guided or on own)		
<u>Other</u>		
Shopping (local crafts/souvenirs/antiques)		
Going to bars/pubs		
Visiting friends/family		
Other (please specify)		

33. During an average year, how much do you and your immediate family who stay with you in your PEI property spend in PEI in each of the following categories?

Category	Spending
a. Accommodation (other than own dwelling)	\$
b. Property taxes	\$
c. Maintenance of home	\$
d. Maintenance of grounds	\$
e. Utilities	\$
f. Restaurants	\$
g. Food and beverage at stores, including	\$
h. Vehicle operation and local transportation	\$
i. Car rentals in PEI	\$
j. Shopping	\$
k. Recreation and entertainment	\$
l. Other expenditures (e.g., local newspaper, medical/dental, etc.)	\$

34. How many people are included in the above estimate?

➡ () people

35. Now we are interested in your general perceptions of Prince Edward Island as a place to visit for an extended period and to own a second home. On a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree, how would you rate PEI on each of the following?

	Strongly Disagree		Strongly Agree			Don't Know
a. PEI is a place to see or do something new and different	①	②	③	④	⑤	⑥
b. PEI is a place to experience different culture and ways of life	①	②	③	④	⑤	⑥
c. PEI offers good value for money	①	②	③	④	⑤	⑥
d. PEI offers great local food and cuisine	①	②	③	④	⑤	⑥
e. PEI has lots of things to see and do	①	②	③	④	⑤	⑥
f. PEI has the travel experiences I am specifically looking for	①	②	③	④	⑤	⑥
g. PEI means a lot to me	①	②	③	④	⑤	⑥
h. I would prefer to spend more time in PEI if I could	①	②	③	④	⑤	⑥
i. PEI is my favourite place to go during my free time	①	②	③	④	⑤	⑥
j. I am emotionally attached to PEI	①	②	③	④	⑤	⑥
k. What happens in PEI is important to me	①	②	③	④	⑤	⑥
l. I am willing to invest my talent or time to make PEI an even better place	①	②	③	④	⑤	⑥
m. I really miss PEI when I am away for too long	①	②	③	④	⑤	⑥
n. PEI is my favourite place to be	①	②	③	④	⑤	⑥

Background Information

36. Are you?

- ☐ (1) Male ☐ (2) Female

37. What is your current age? Please select the appropriate range.

- ☐ (1) 18 to 24 ☐ (5) 55 to 64
☐ (2) 25 to 34 ☐ (6) 65 to 74
☐ (3) 35 to 44 ☐ (7) 75 and over
☐ (4) 45 to 54

38. What is your present marital status?

- ☐ (1) Married/common-law ☐ (3) Widow
☐ (2) Single ☐ (4) Other

39. What is the highest level of education you have completed?

- ☐ (1) Some school ☐ (5) Graduated university (undergraduate degree)
☐ (2) Graduated High School ☐ (6) Professional designation
☐ (3) Some university/college ☐ (7) Graduate degree (Masters/Ph.D.)
☐ (4) Graduated community/technical college

40. What is your present employment status?

- ☐ (1) Working full time ☐ (5) Homemaker
☐ (2) Retired ☐ (6) Unemployed
☐ (3) Student ☐ (7) Retraining or upgrading
☐ (4) Working part time or seasonally ☐ (8) Other

41. In Canadian dollars, what is your total household income, before taxes and deductions?

- ☐ (1) Less than \$35,000 ☐ (4) Between \$100,000 and \$150,000
☐ (2) Between \$35,000 and \$70,000 ☐ (5) Over \$150,000
☐ (3) Between \$70,000 and \$100,000

Important!

As a thank you for completing the survey, we are offering the chance to win one of five **\$200 cash prizes!** In order to qualify for the prize, you must leave your contact information in the space provided below and submit this survey prior to March 14, 2011, in the postage paid envelope provided.

Name:	
Mailing Address:	

Keep in touch with us regularly through the Traveller's Voice, an online community of travellers. **To join the group, include your name and e-mail address below.** For each online survey you complete, you will be eligible to win **one of three \$200 cash prizes!**

Name:	
Email:	

COMMENTS:

We welcome comments on any aspect of your experiences as a home owner in PEI including those that would help us to better understand your responses. If you own multiple dwellings/properties, please provide details below.

Thank you for completing this survey and for your interest in helping the Government of PEI to better appreciate the impact of second home owners on PEI.