

Quebec Visitor Survey Report 2014



Church Street Marketplace District
Burlington, VT

Survey conducted June - October, 2014

Megan Beattie

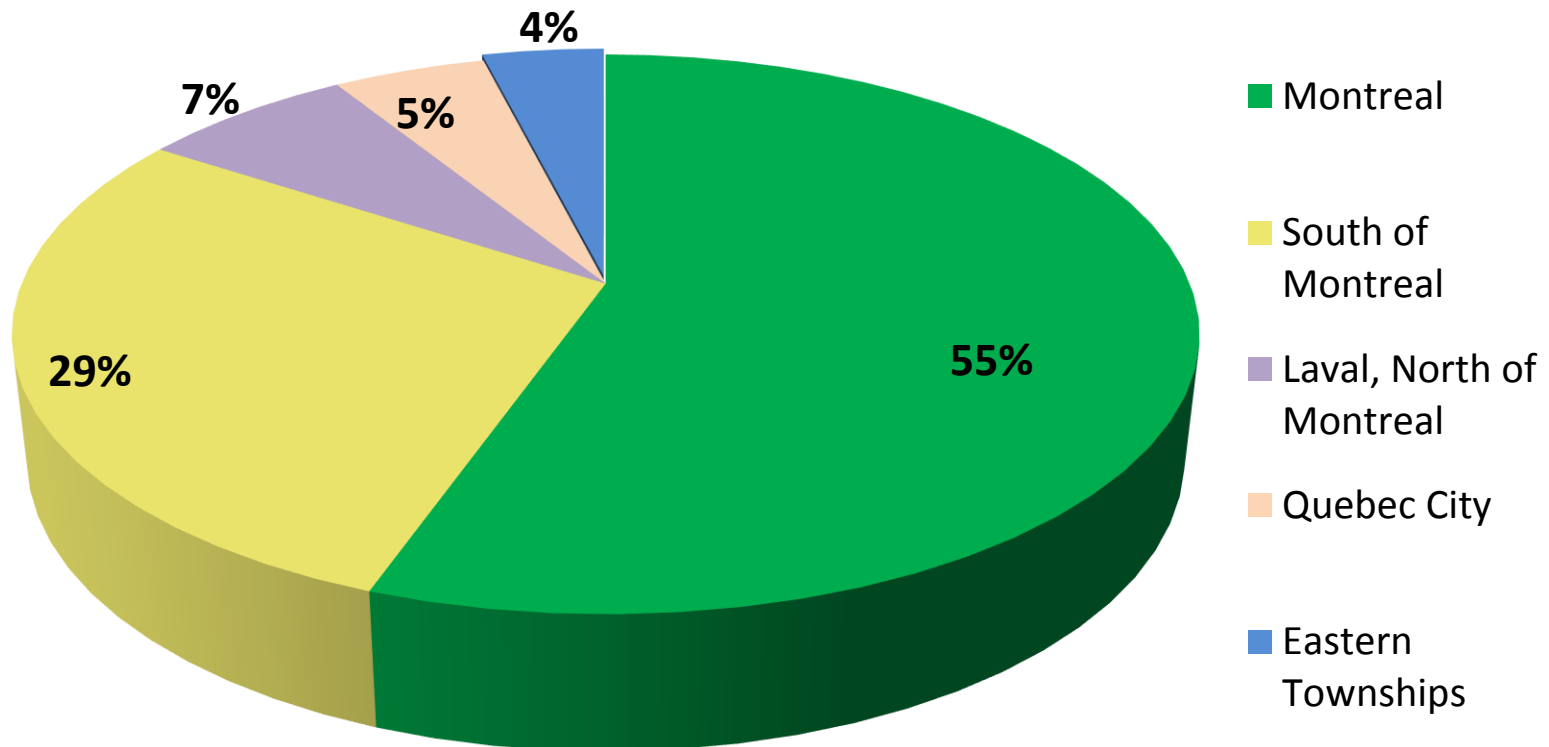
Market Research Analyst

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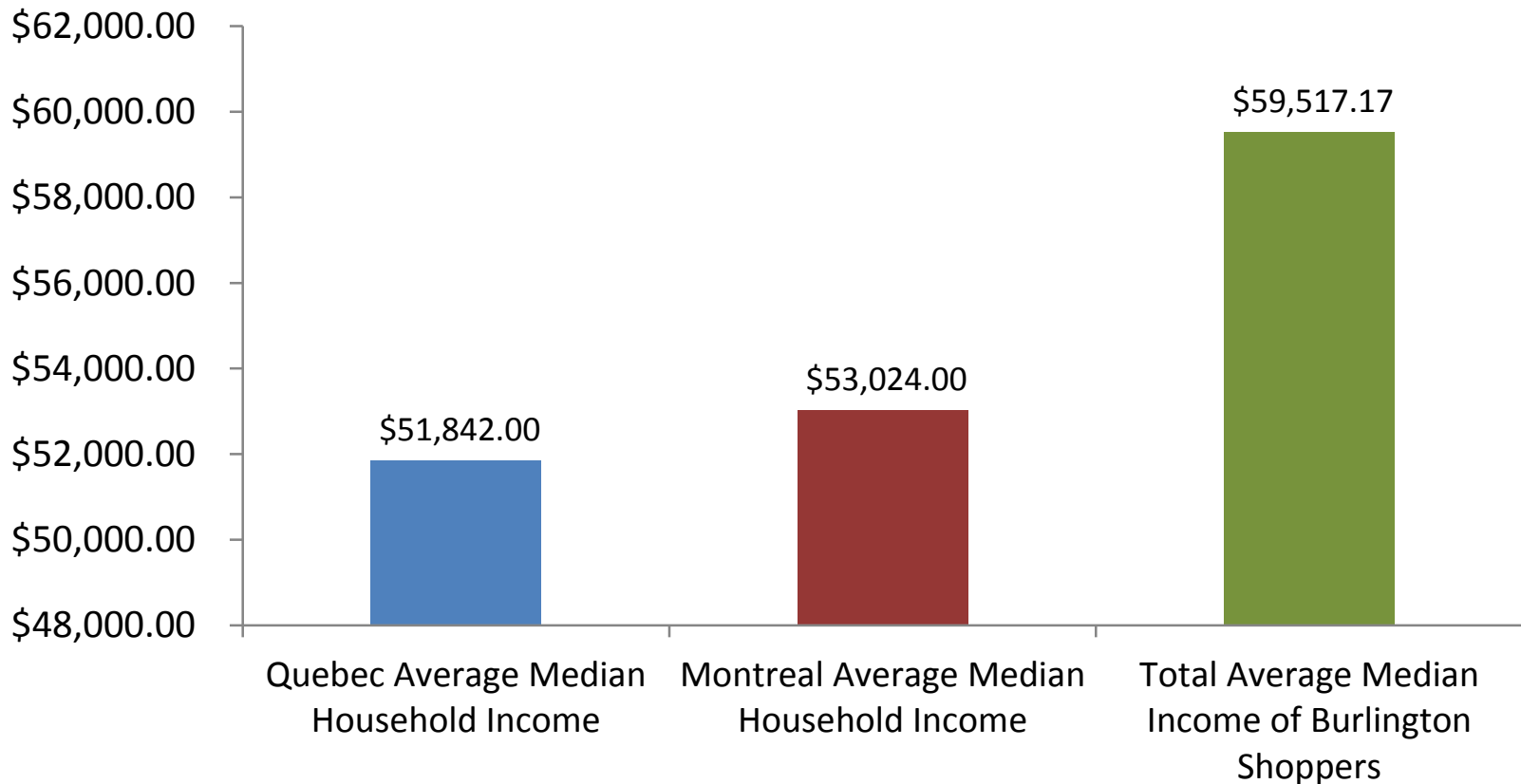
Majority of Quebec visitors to Church Street come from Montreal

Percent of Top 5 Most Frequent Visitors in 2014, by Region



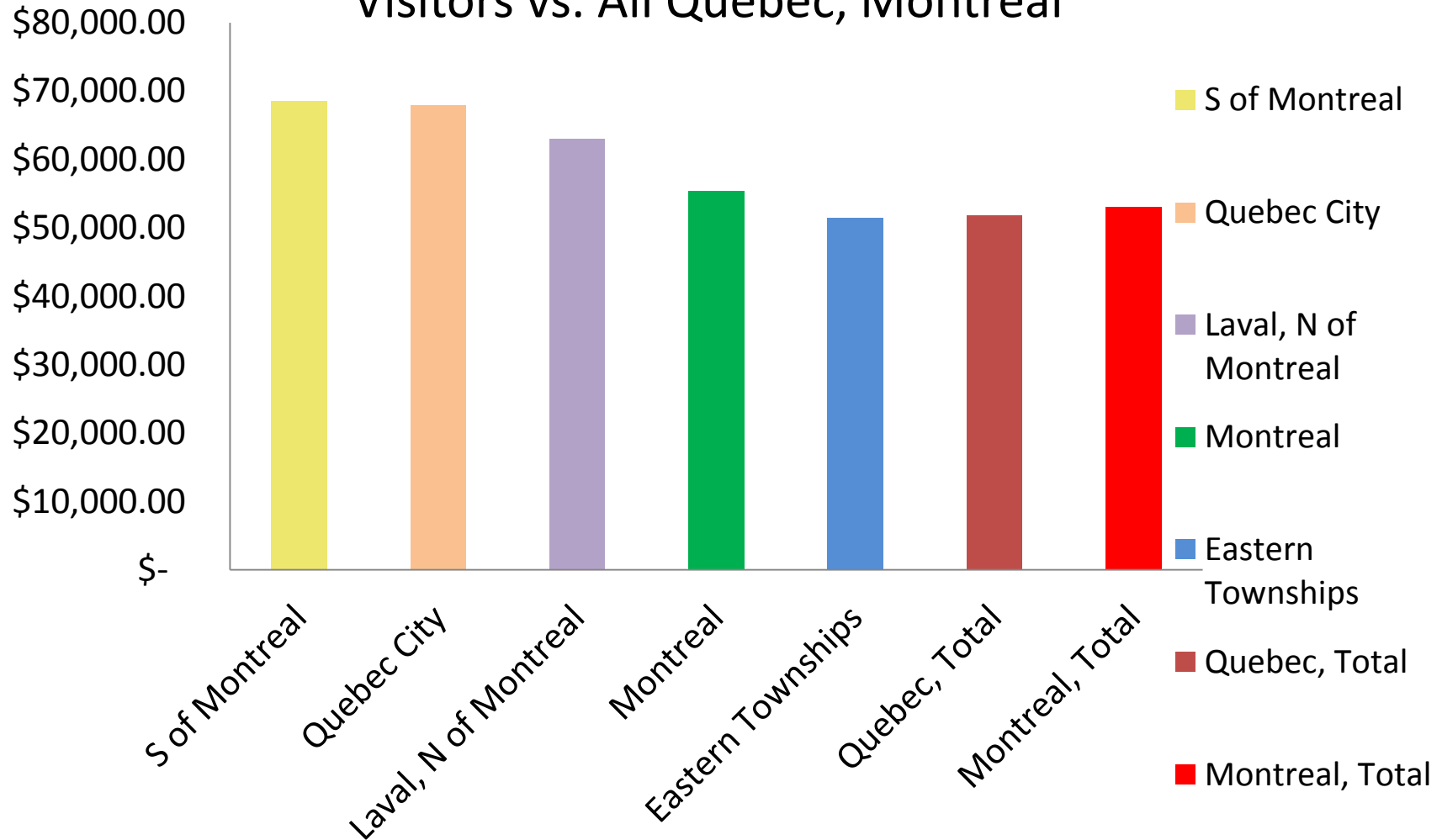
Burlington's Quebec visitors have significantly higher average median incomes than all of Quebec and Montreal

Average Median Income of Burlington Shoppers vs. Total Quebec and Montreal Averages



Burlington's top 5 most frequent Quebec visitors have higher average median incomes than Montreal and Quebec (1)

Average Median Income of Top 5 Most Frequent Visitors vs. All Quebec, Montreal



Burlington's top 5 most frequent Quebec visitors have higher average median incomes than Montreal and Quebec (2)

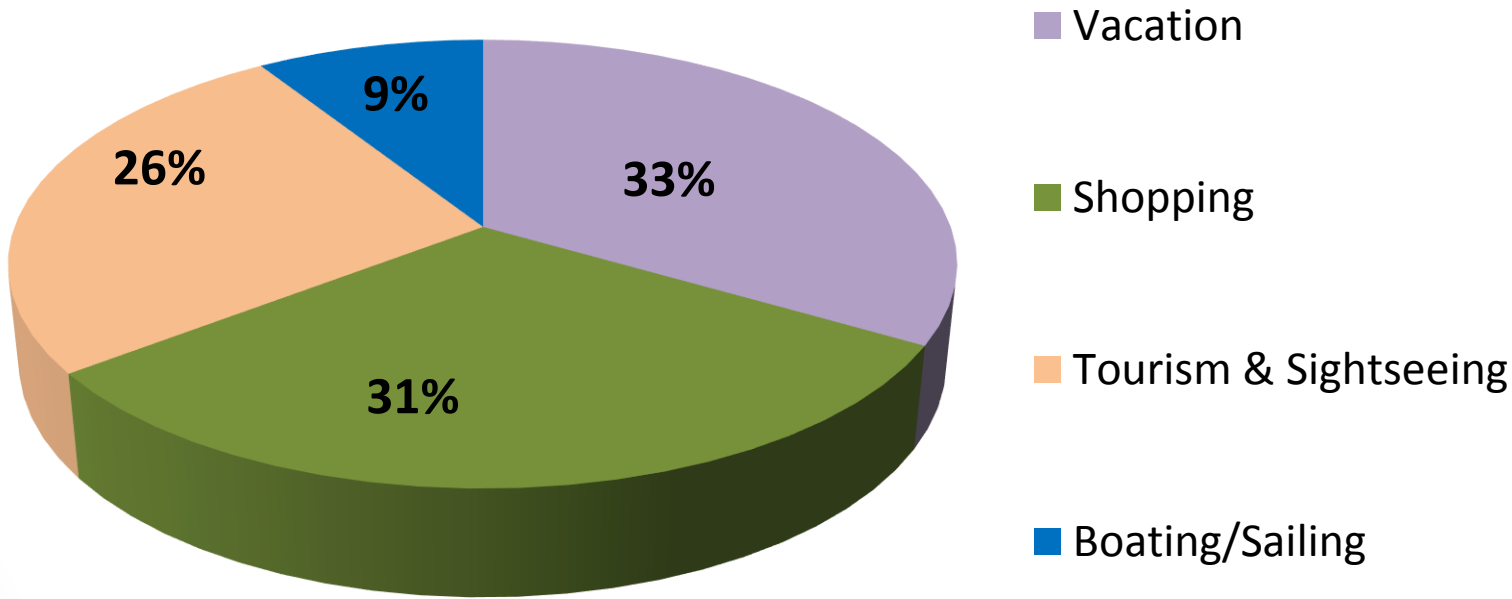
2011 Average Median Income of Top 5 Most Frequent Visitors vs. All Quebec and Montreal	
South of Montreal, Monteregie	\$68,539.24
Quebec City, Capitale Nationale	\$67,926.40
Laval, Suburb North of Montreal	\$62,934.21
Montreal	\$55,339.38
Monteregie-Est, Eastern Townships	\$51,415.57
Quebec, Total	\$51,842.00
Montreal, Total	\$53,024.00

High-income visitors are coming largely from the Southern tip of Quebec, areas surrounding Montreal



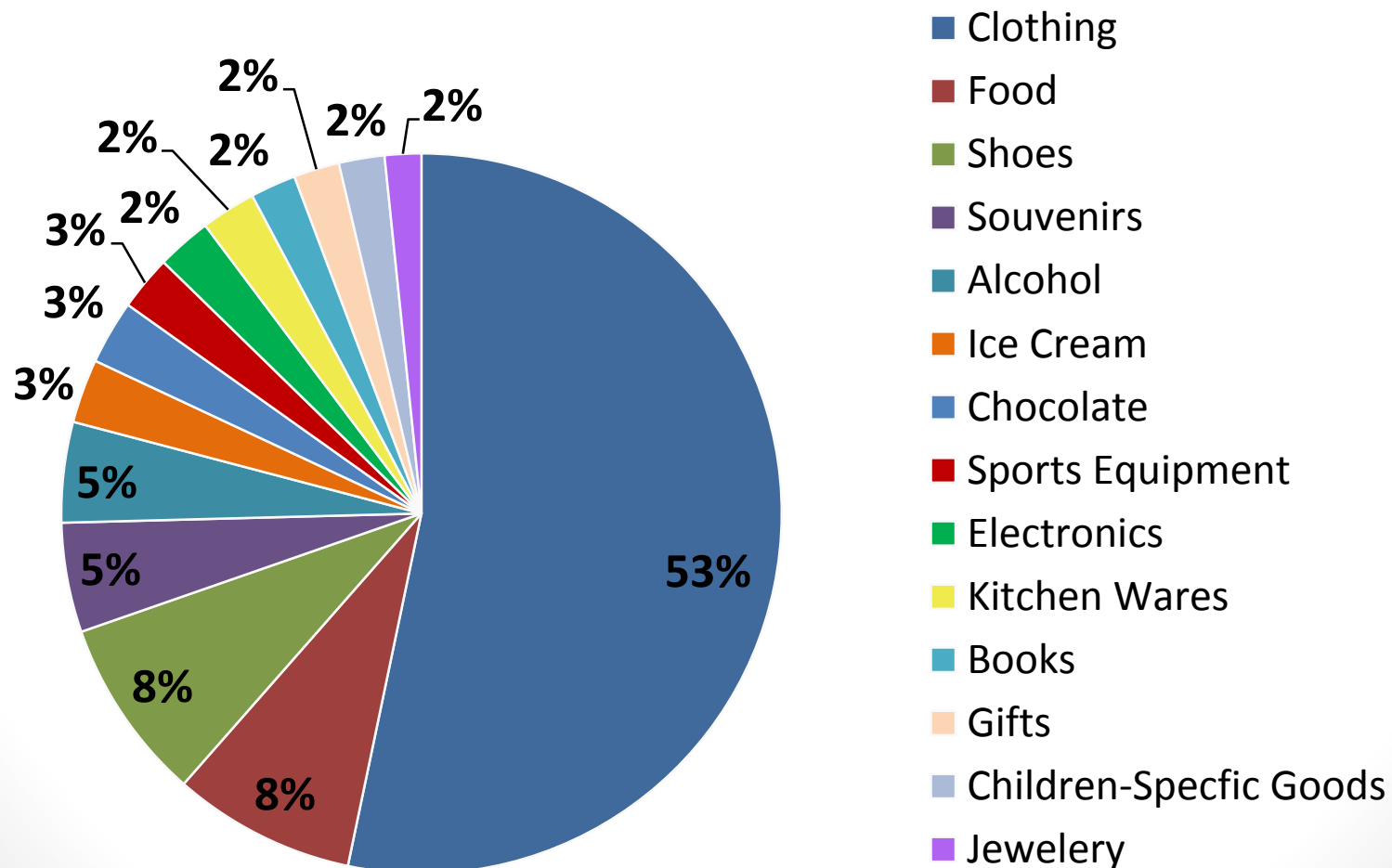
Quebec visitors come to Church Street primarily for vacation, shopping and sightseeing

Main Reasons Quebec Visitors Come to Church Street



Quebec shoppers primarily look to purchase clothing, food and shoes on Church Street

Types of Goods Quebec Visitors Purchase



Types of Goods Quebec Shoppers Purchase

- 53% of Quebec Visitors indicated they would purchase **Clothing** on Church Street
- 8% for both **Food** and **Shoes**
- 5% for both **Souvenirs** and **Alcohol** (beer and wine)
- 3% for **Ice Cream**, **Chocolate** and **Sports Equipment**
- Remainder of the categories accounted for 2%

Stores Frequently Mentioned by Quebec Visitors

Macy's	9%
Leunig's	6%
Abercrombie	5%
Hollister	4%
American Flatbread	3%
Ben & Jerry's	3%
Banana Republic	3%
Three Tomatoes	3%
City Market	3%
Panera	3%
Sweetwaters	2%
Victoria's Secret	2%
J Crew	2%
Ken's Pizza	2%
RiRa's	2%
Halvorson's	2%
Stella-Mae	2%
Eddie Bauer	1%
Skinny Pancake	1%
Bath & Body Works	1%
Farmhouse	1%
Boloco	1%
Charlotte Rouse	1%
PacSun	1%

Further Findings on Church Street's Quebec Visitors

- **Group Size?**
 - Average group size about 4 people
- **Transport?**
 - 90% of respondents came to Church Street by car
- **Purchases?**
 - 88% of respondents plan to purchase something on their visit
- **Time Spent in Burlington?**
 - 83% will stay 48 hours or less

Sources

Information on Burlington Shoppers

- 2014 Quebec Visitor Survey Conducted in June/October on Church Street Marketplace

Income Data by Region

- Statistics Canada. (23 September, 2013) “NHS Profile, 2011”. Retrieved from: <http://www12.statcan.gc.ca/nhs-enm/2011/dp-pd/prof/index.cfm?Lang=E>

Map

- Apportez-Vous. (2010). “Map of Montreal, by Region”. Retrieved from: <http://www.apportezvotrevin.com/img/cartes/>

Appendices

For the Data Nerds

Average Median Income of All Quebec Shoppers in Burlington: Regional Breakdown

Region	2011 Average Median Income	
	Bois-Francs-Sud \$	55,558.50
	Capitale-Nationale \$	67,926.40
	Centre-du-Quebec \$	46,742.00
	Chaudiere-Appalaches \$	49,799.00
	Estrie \$	53,034.33
	Estrie-Est \$	51,891.00
	Estrie-Ouest \$	47,714.00
	Gaspesie-Ouest \$	48,154.00
	Lanaudiere \$	55,035.60
	Lanaudiere-Nord \$	48,695.75
	Laurentides \$	63,892.86
	Laurentides-Est \$	71,815.00
	Leval \$	62,934.21
	Levis \$	86,110.00
	Longueuil \$	72,410.75
	Mauricie \$	48,012.25
	Monteregie \$	68,539.24
	Monteregie-Est \$	51,415.57
	Monteregie-Nord \$	59,966.25
	Monteregie-Ouest \$	45,351.00
	Montreal \$	55,339.38
	Outaouais \$	79,940.00
	Region-D'Oka \$	58,949.00
	Vaudreuil-Soulanges \$	79,186.00
Total Average Median Income of Burlington Shoppers \$		59,517.17

Top 10 most frequent visitors, have higher average median incomes than all Quebec and Montreal

Region	Count of Groups	Average 2011 Median Household Income
Montreal	112	\$ 55,339.38
Monteregie	58	68,539.24
Laval	14	62,934.21
Capitale-Nationale	10	67,926.40
Monteregie-Est	8	51,415.57
Laurentides	7	63,892.86
Lanaudiere	5	55,035.60
Outaouais	5	79,940.00
Lanaudiere-Nord	4	48,695.75
Monteregie-Nord	4	59,966.25
Longueuil	4	72,410.75
Mauricie	4	48,012.25

Compared to:

Income Data for All Quebec and Montreal	Average 2011 Median Household Income
Quebec	\$ 51,842.00
Montreal	53,024.00