

# 2014 VISITOR SURVEY

Based on 7,869 on-line surveys completed by visitors to SHORESandISLANDS.com who downloaded or requested a mailed copy of our 2014 Travel Guide

## Gender

Female: 5,511 / 73%  
Male: 2,035 / 27%  
No answer: 320

## Age

45-54: 2,036 / 27%  
55-64: 1,894 / 25%  
35-44: 1,716 / 23%  
65+: 1,029 / 14%  
25-34: 721 / 10%  
18-24: 96 / 2%  
Under 18: 24 / 1%  
No Answer: 345

## Annual Household Income

\$35,000-\$49,999: 1,144 / 19%  
\$50,000-\$64,999: 1,109 / 18%  
\$100,000+: 1,009 / 16%  
\$65,000-\$79,999: 868 / 15%  
\$20,000-\$34,999: 850 / 14%  
\$80,000-\$99,999: 799 / 13%  
Under \$20,000: 362 / 6%  
No Answer: 1,720

## Have you ever visited the Lake Erie Shores & Islands area before?

Yes: 4,261 / 55%  
No: 3,542 / 45%  
No Answer: 59

## What is your primary reason for requesting information?

Planning a pleasure trip: 6,507 / 83%  
Saw an ad: 275 / 4%  
Someone recommended the area: 253 / 3%  
Other: 224 / 3%  
Collecting brochures on different areas: 194 / 2%  
Visiting a friend or relative: 169 / 2%  
Read an article: 125 / 2%  
Organizing a group: 89 / 1%  
Planning a business trip: 19 / < 1%

## What are the activities that interest you most?

Lake Erie Islands: 6,777 / 88%  
Beaches: 5,867 / 76%  
Lighthouses: 5,439 / 70%  
Historic Sites: 4,960 / 64%  
Nature Areas: 4,111 / 53%  
Shopping: 3,863 / 50%  
Cedar Point: 3,857 / 50%  
Waterparks: 2,927 / 38%  
Boating: 2,417 / 31%  
Fishing: 2,342 / 30%  
Birding: 1,140 / 15%  
Other: 977 / 13%  
No Answer: 143

## What type of lodging do you typically use?

Hotel/Motel: 4,406 / 58%  
Cabin/Cottage/Condo: 1,612 / 21%  
Campground: 753 / 10%  
B & B: 322 / 4%  
Other: 299 / 4%  
VFR: 258 / 3%  
No answer: 211

## What month(s) are you planning to visit?

JUL: 4,217 / 54%  
AUG: 3,508 / 45%  
JUN: 3,296 / 42%  
SEP: 1,879 / 24%  
MAY: 1,272 / 16%  
OCT: 898 / 12%  
APR: 385 / 5%  
NOV: 179 / 2%  
MAR: 122 / 2%  
DEC: 99 / 1%  
FEB: 66 / < 1%  
JAN: 56 / < 1%  
No Answer: 78

**Are you considering another destination for a vacation, visit, tour, meeting, or event?**

No: 5,568 / 72%

Yes: 2,216 / 28%

No Answer: 81

**Other destination answers: 10+ responses**

Vacation - 187

Michigan - 79

Florida - 67

Niagara Falls - 66

Cedar Point - 62

Put-in-Bay - 53

Myrtle Beach - 49

Beaches/Ocean - 35

Cleveland - 34

Virginia Beach - 26

Kelleys Island - 25

Orlando / Disney - 23

Outer Banks - 22

Chicago - 19

North Carolina - 19

Ocean City, MD - 19

Gatlinburg - 17

Hocking Hills - 17

Amish Country - 15

Sandusky - 15

Tennessee - 15

Cincinnati - 14

Virginia - 14

Wisconsin/Dells - 14

Erie, PA - 13

New York City - 13

Port Clinton - 13

South Carolina - 13

Mackinaw Island - 12

Marblehead - 12

Traverse City - 12

Columbus - 11

Lake Michigan - 11

Pennsylvania - 11

Smokey Mts. - 11