



Analyse des données (PMB)

Tourisme nautique au Québec



Profil des amateurs de
nautisme par type
d'activités nautiques

Juin – Juillet 2011

Réalisation de l'Association Maritime du Québec

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Directrice du programme Québec Stations nautiques

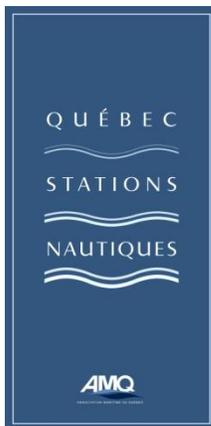
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Yves Paquette

Directeur de l'Association Maritime du Québec

Partenaires

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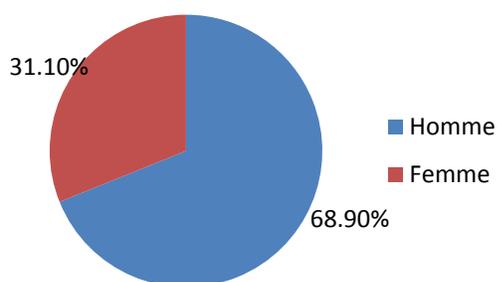


À partir des données Print Measurement Bureau (PMB)¹, nous avons observés le portrait des amateurs canadiens de nautisme pour les différentes activités nautiques pour l'année 2010 : les salons nautiques, le bateau à moteur, le voilier, le canot, l'aviron, la pêche, ainsi que la planche à voile.

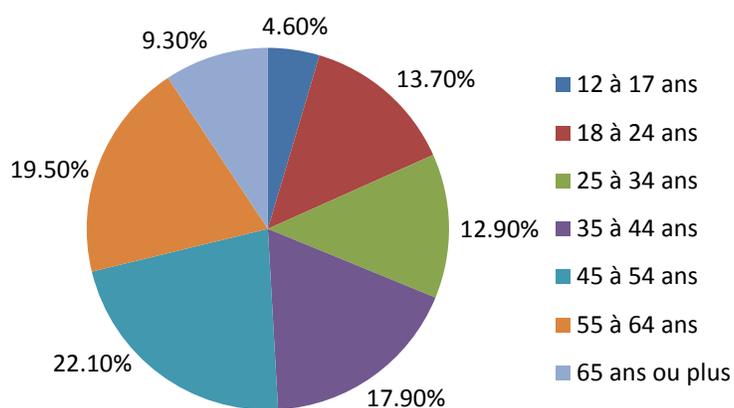
Les Salons Nautiques

En 2010, les Salons nautiques du Canada ont accueillis jusqu'à 636 000 visiteurs. (PMB 2011)

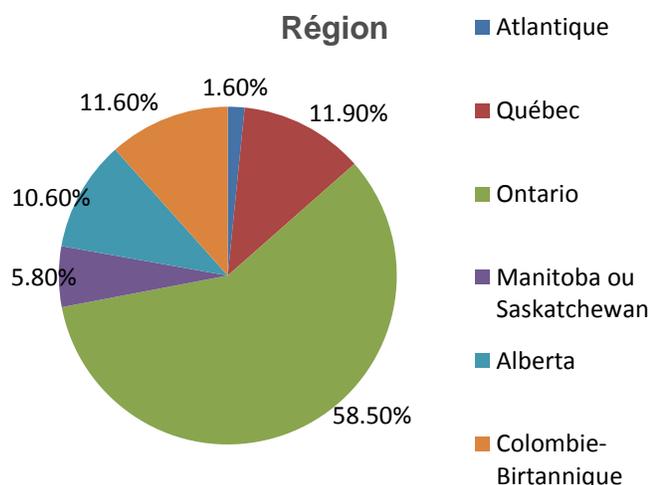
Sexe des visiteurs



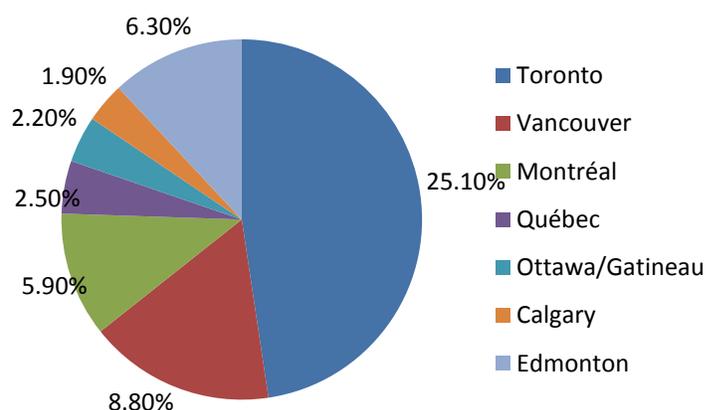
Âge des visiteurs



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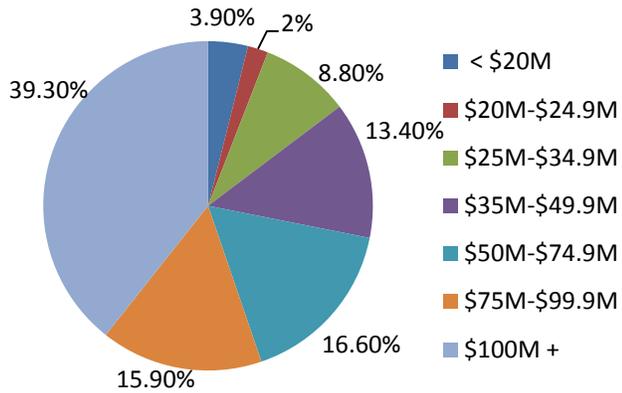


Ville

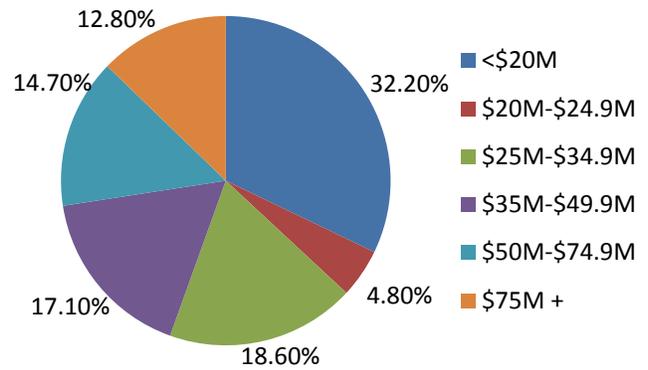


¹ Print Measurement Bureau est le chef de file canadien de la mesure à frais partagés de données provenant d'une seule source et portant sur le lectorat des médias imprimés, l'exposition aux médias non imprimés, l'utilisation des produits et les styles de vie. (www.pmb.ca)

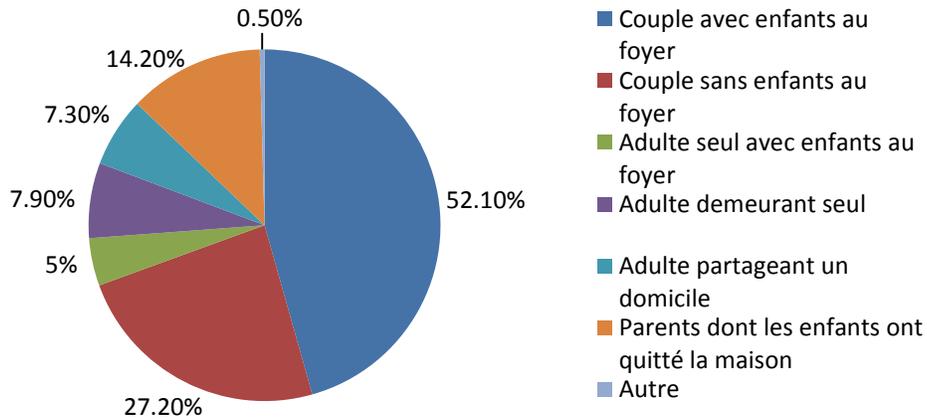
Revenu du foyer des visiteurs



Revenu personnel des visiteurs

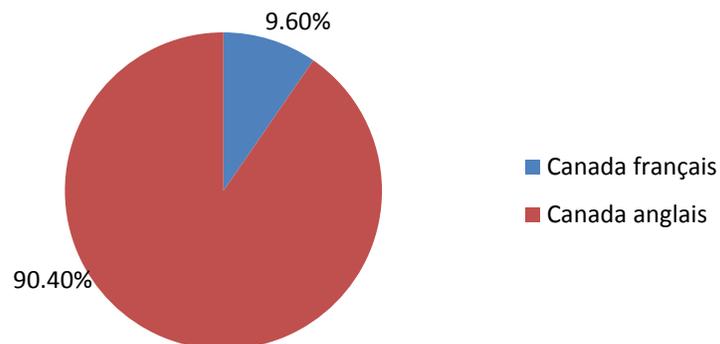


Statut au foyer des visiteurs



Pour les visiteurs qui ont des enfants, dans 37.8% des cas, les enfants ont moins de 18 ans.

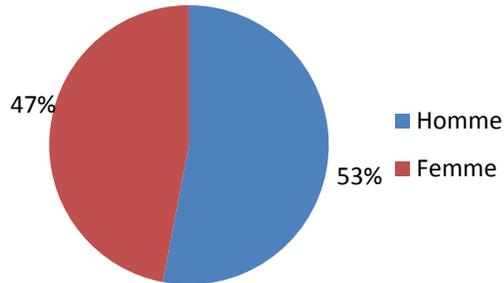
Langue parlée des visiteurs



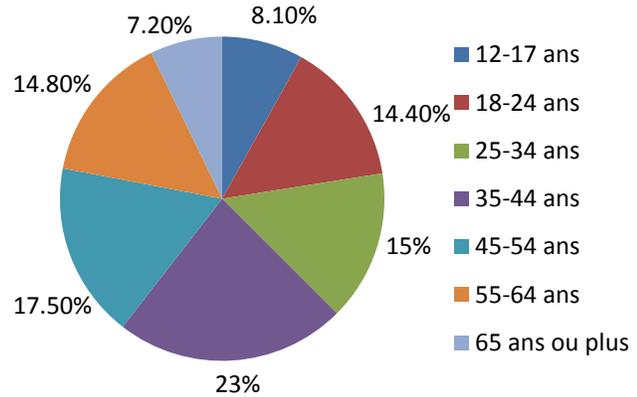
Le bateau à moteur

En 2010 au Canada, on comptait 3 826 000 plaisanciers sur bateau à moteur. (PMB 2011)

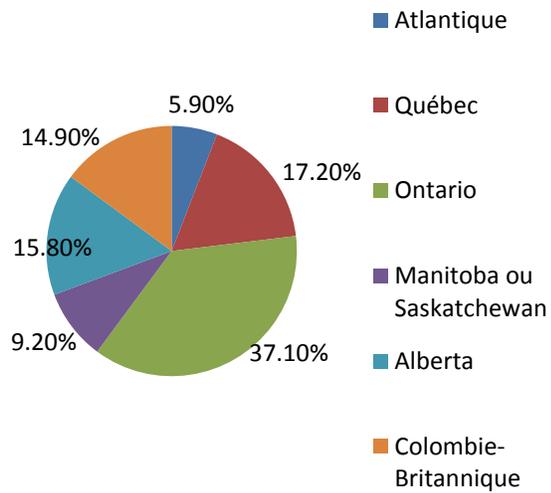
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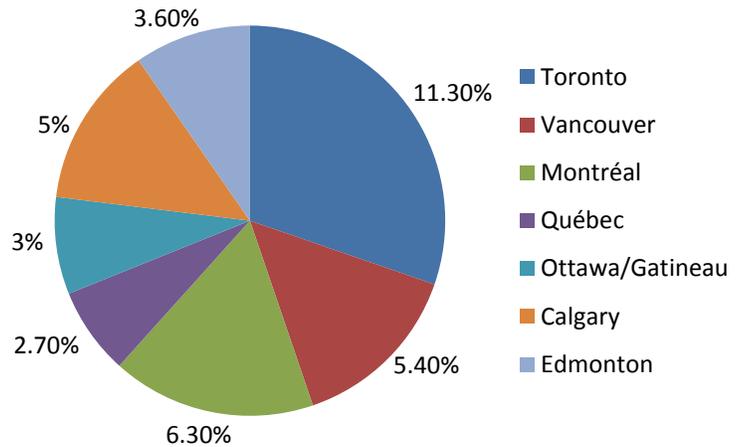
Âge



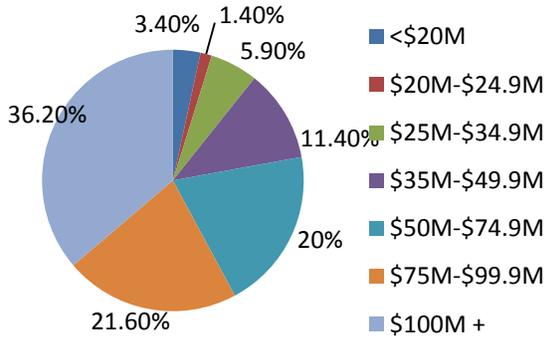
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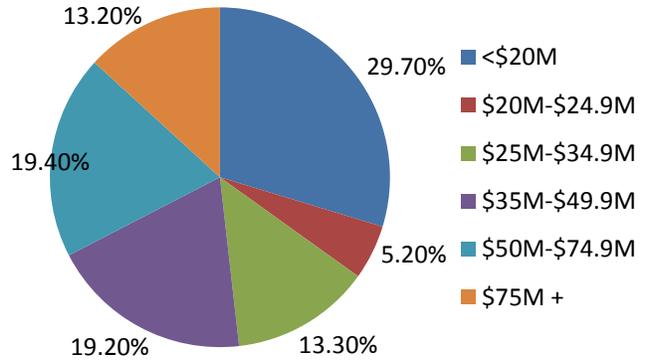
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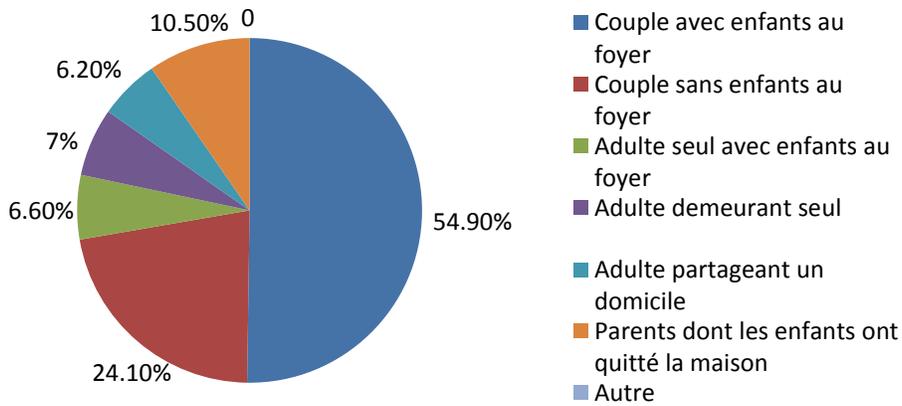
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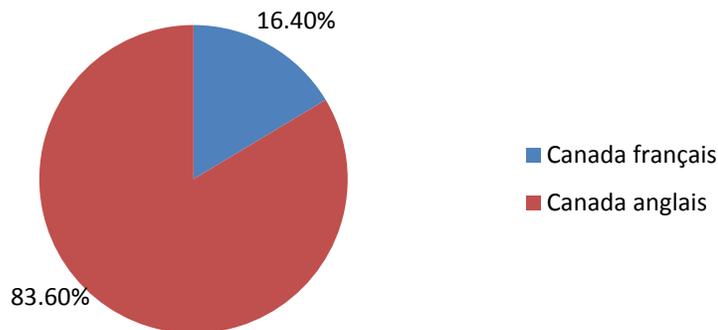
Revenu Personnel



Statut du foyer



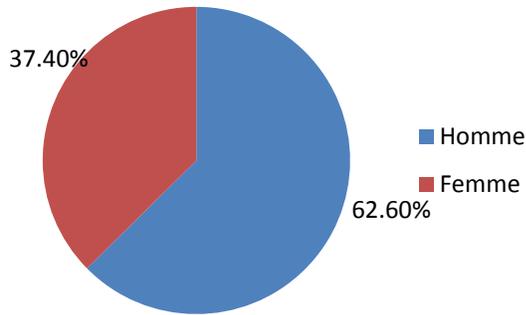
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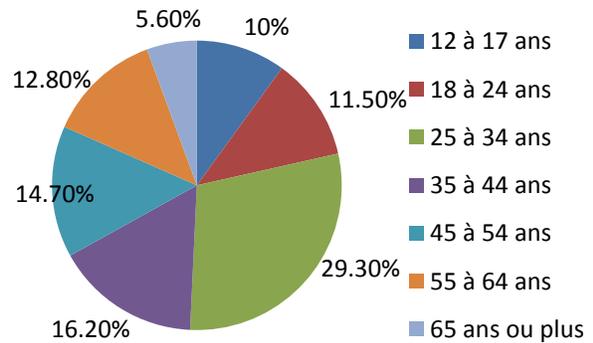
Le voilier

En 2010, au Canada, on comptait 707 000 plaisanciers sur voilier. (PMB 2011)

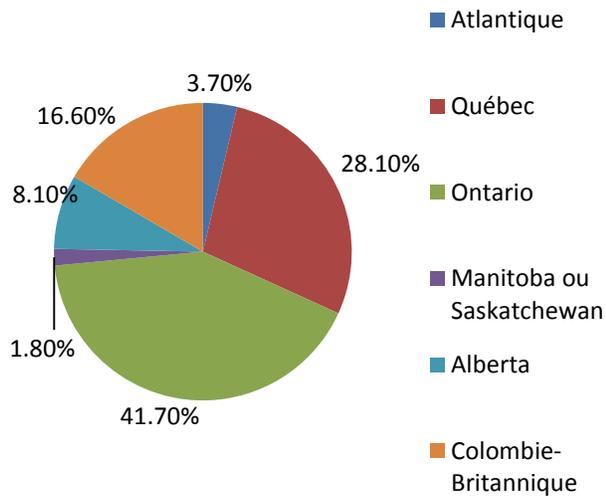
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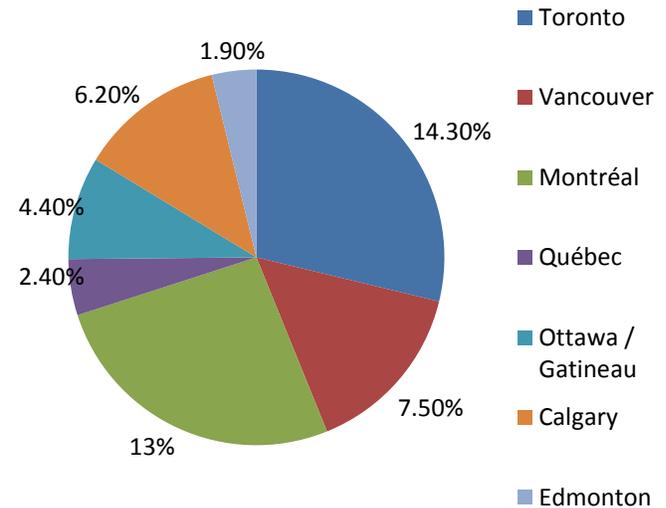
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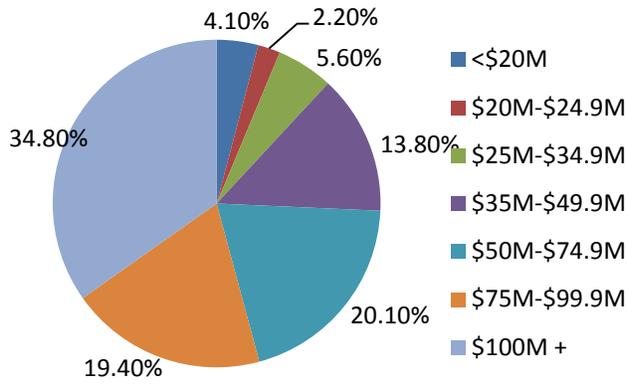
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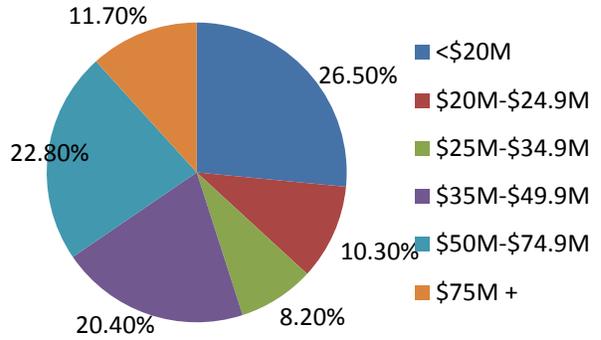
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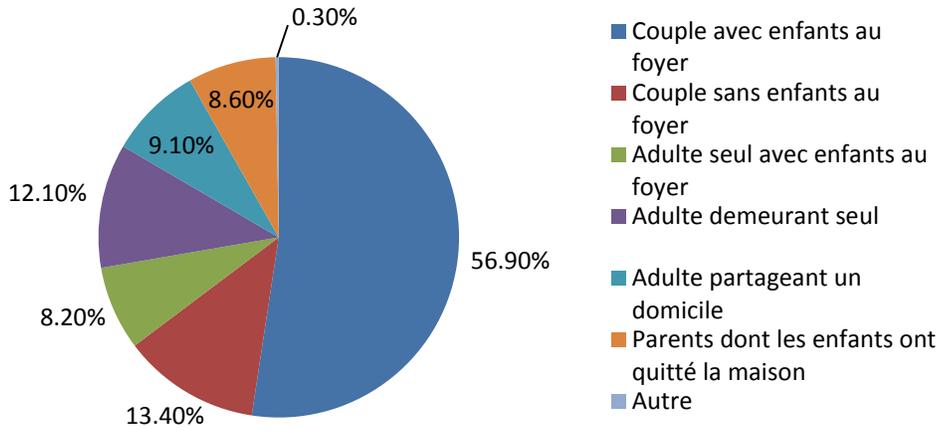
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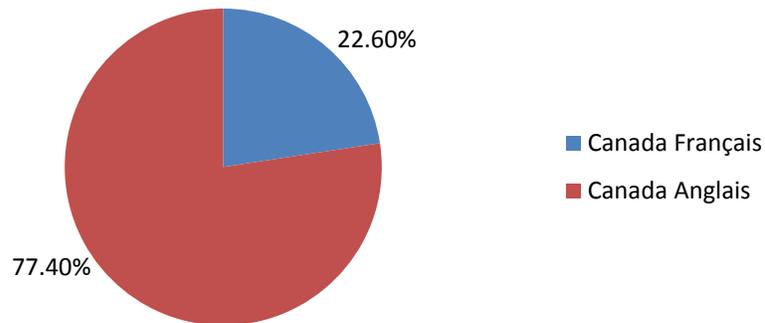
Revenu Personnel



Statut du foyer



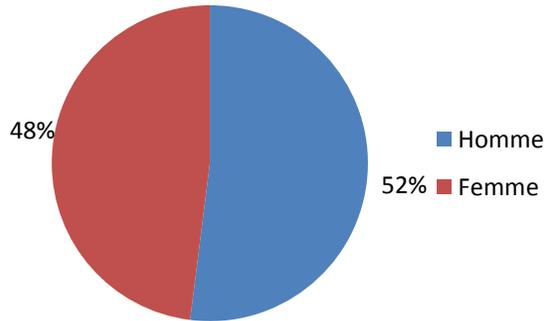
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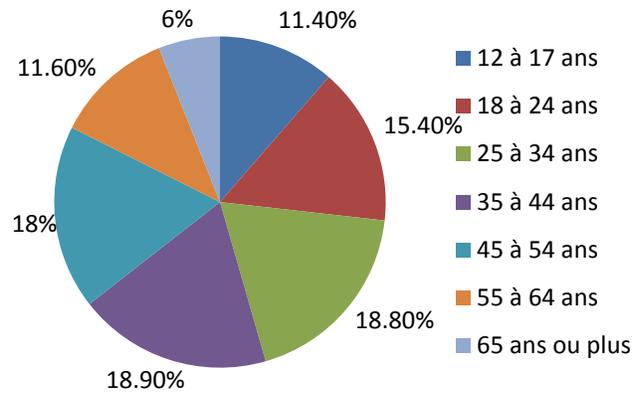
Le Canot

En 2010, au Canada, on comptait 3 148 000 amateurs de canot. (PMB 2011)

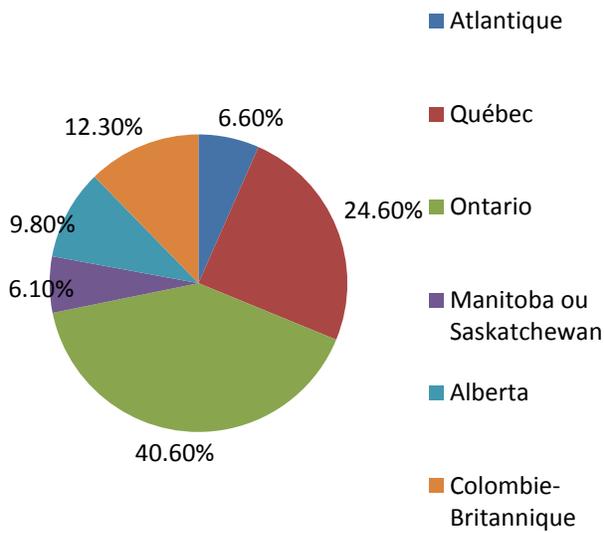
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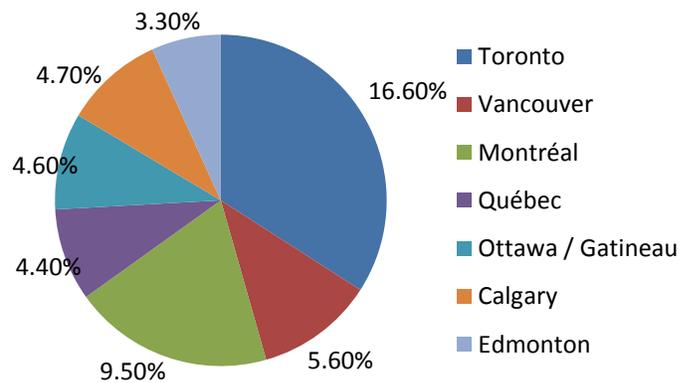
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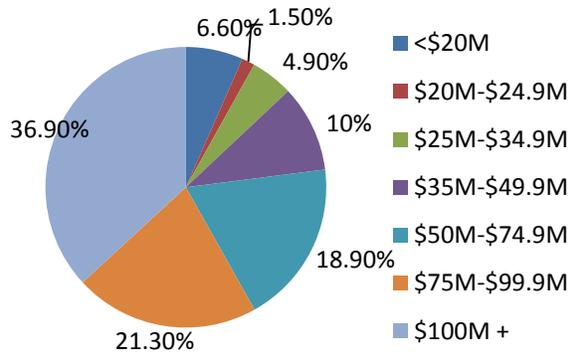
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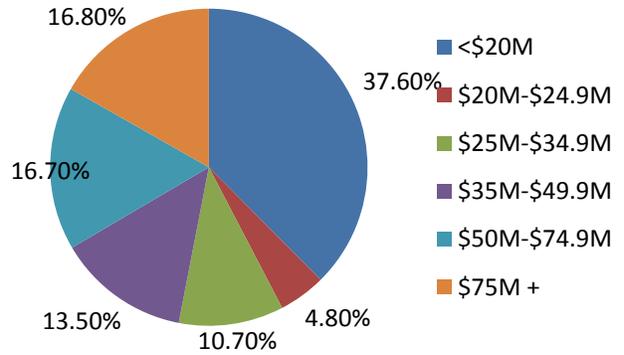
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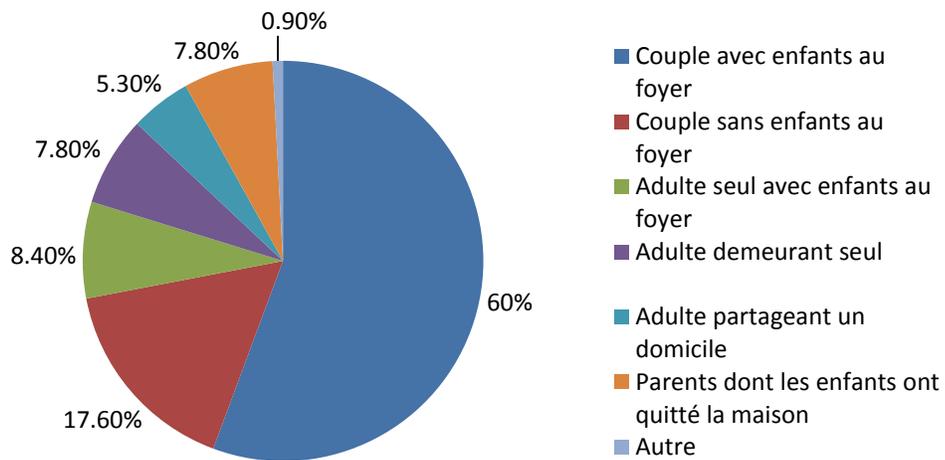
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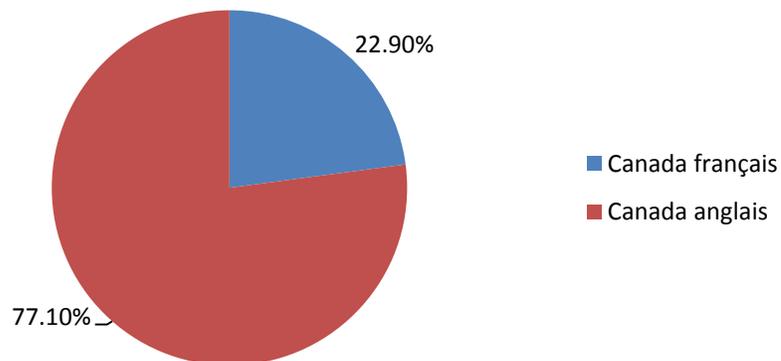
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Statut du foyer



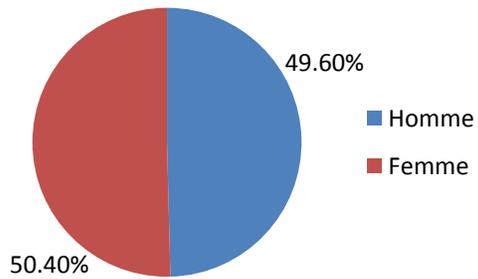
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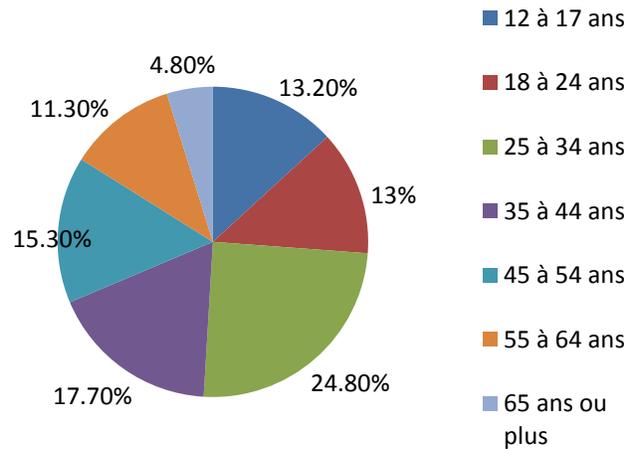
L'Aviron

En 2010, au Canada, on comptait 563 000 amateurs d'aviron. (PMB 2011)

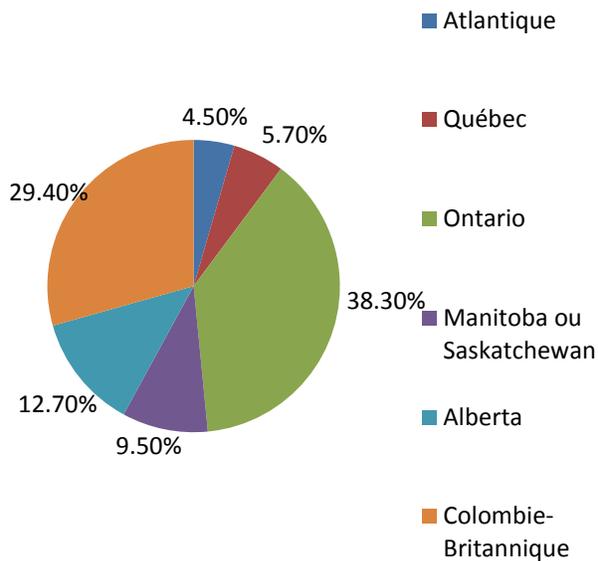
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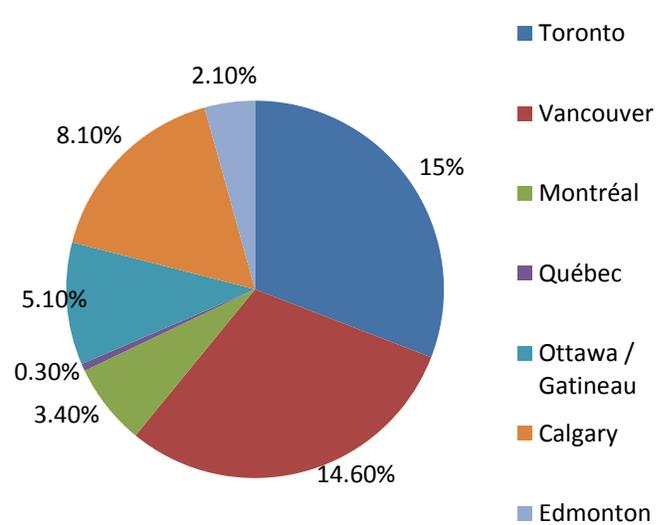
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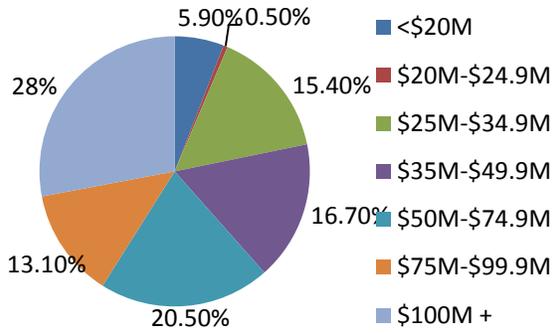
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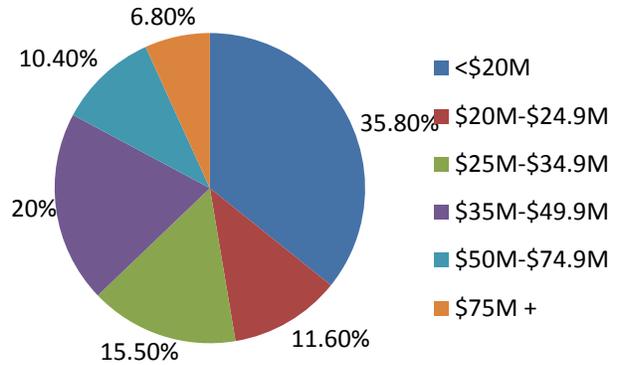
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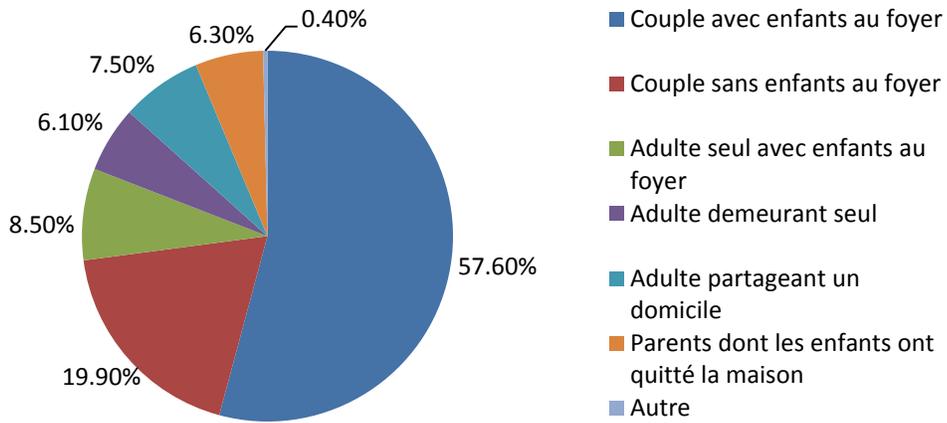
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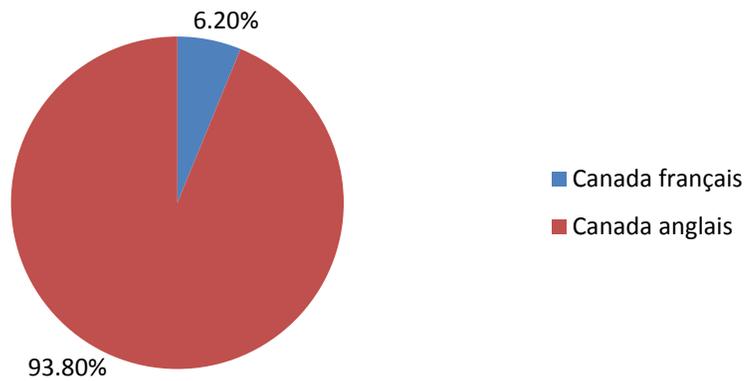
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Statut du foyer

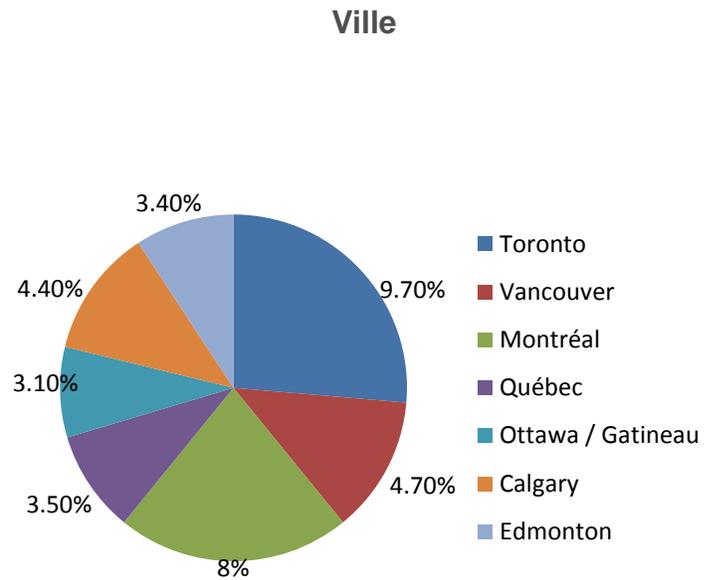
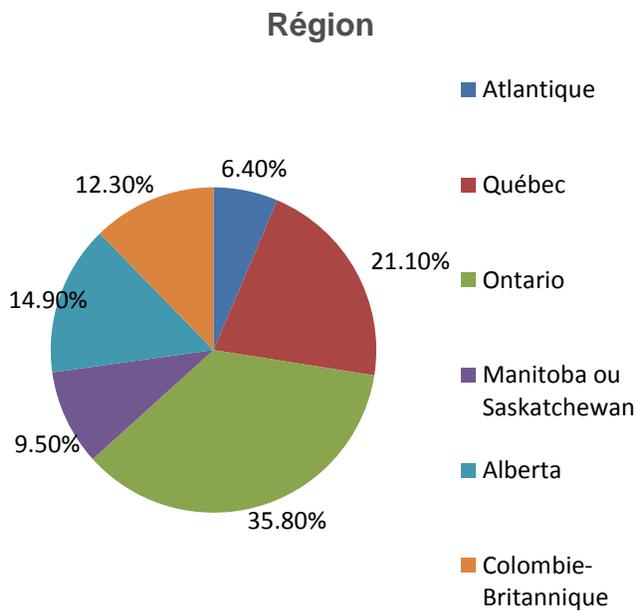
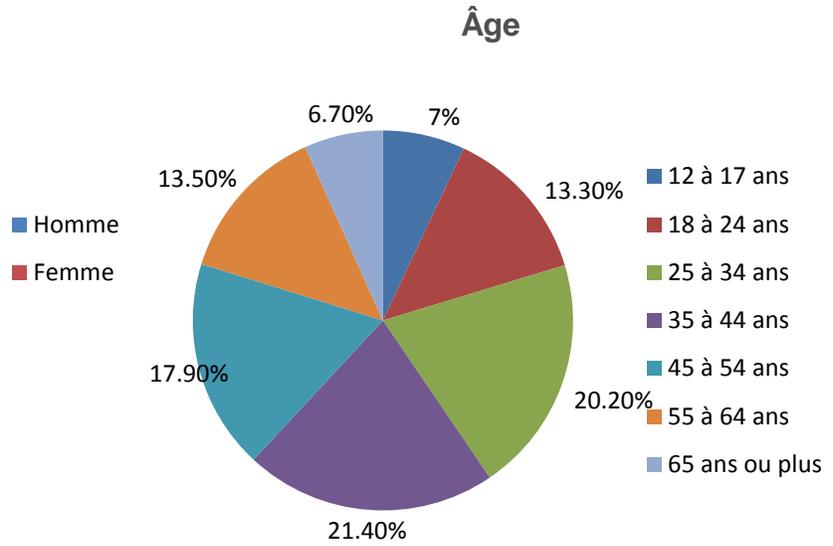
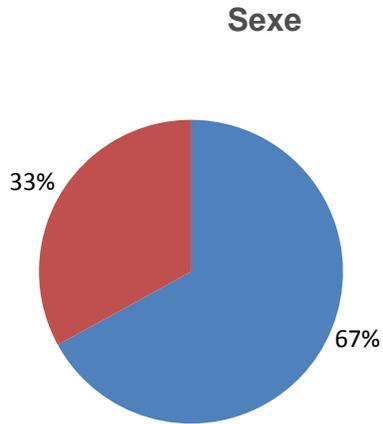


Langue

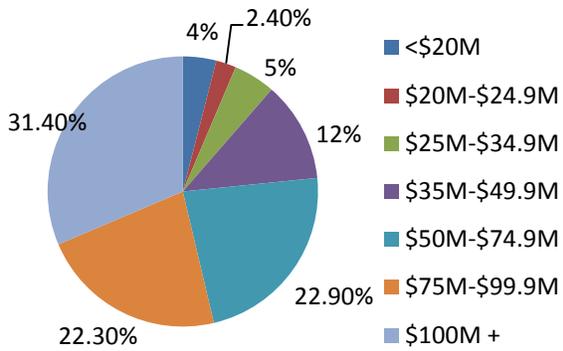


La Pêche

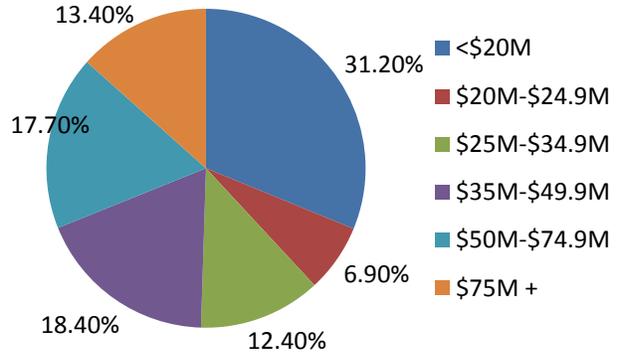
En 2010, au Canada, on comptait 4 764 000 pêcheurs. (PMB 2011)



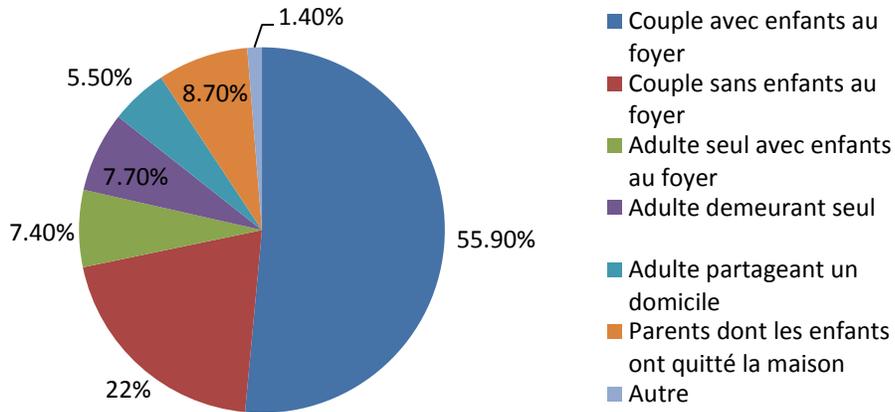
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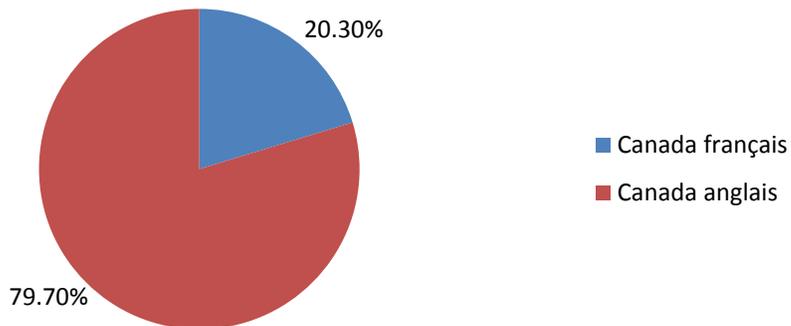
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Statut du foyer



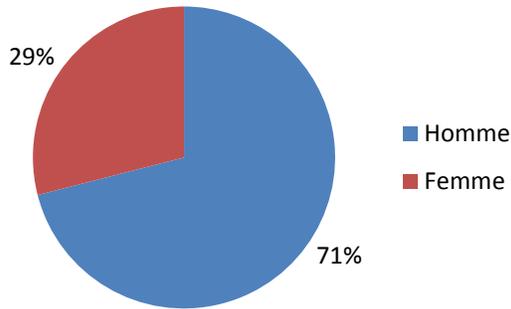
Langue



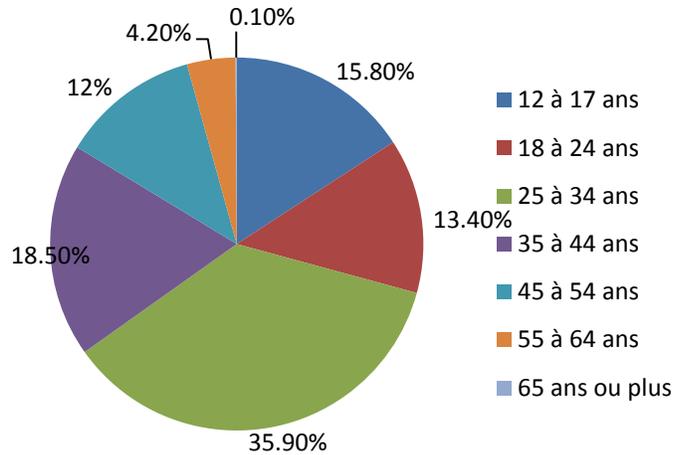
La Planche à voile

En 2010, au Canada, on comptait 282 000 amateurs de Planche à voile. (PMB 2011)

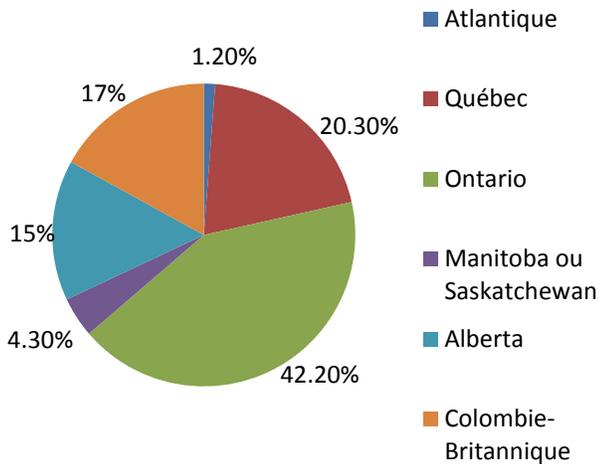
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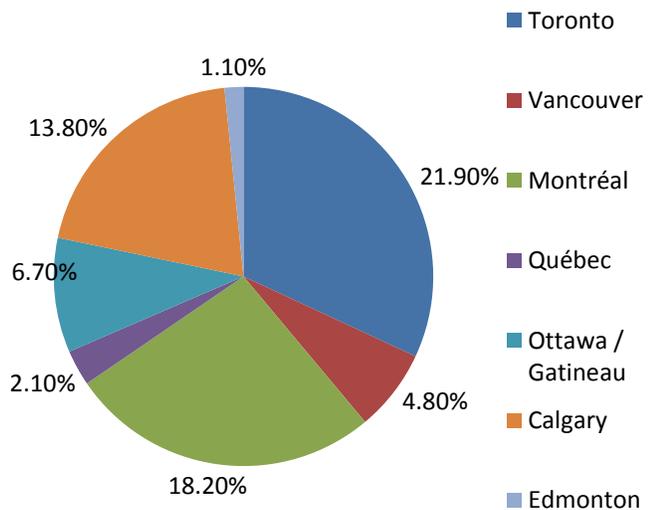
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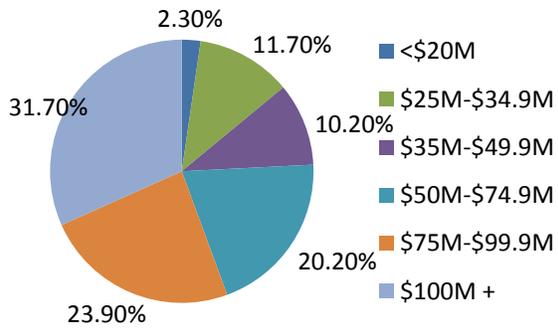
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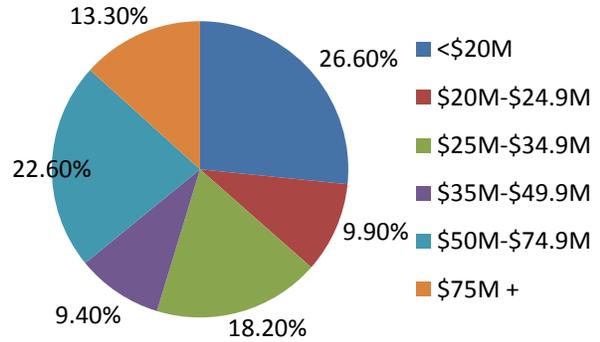
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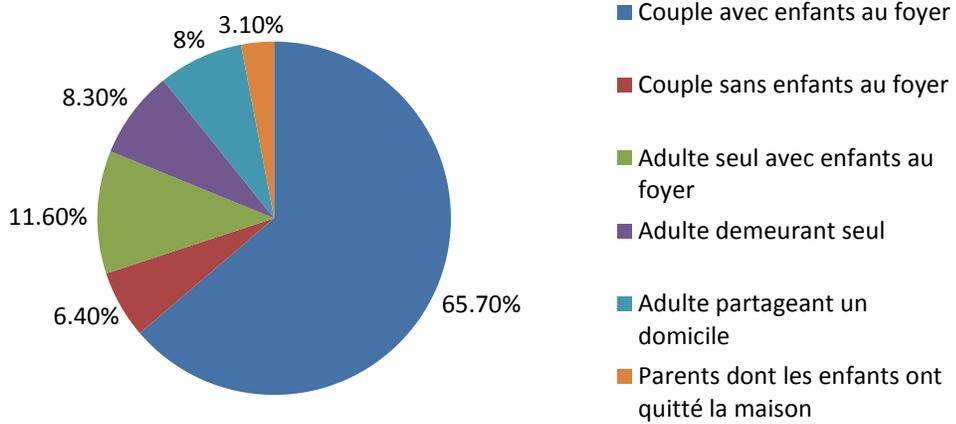
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Revenu Personnel



Statut du foyer



Langue

