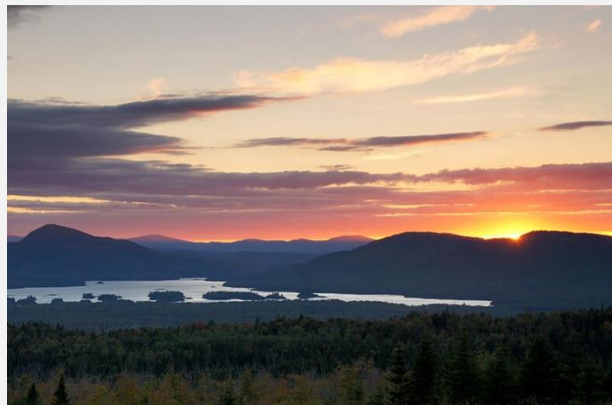


Maine Office of Tourism Visitor Tracking Research 2017 Calendar Year Annual Report



Maine Woods Area Special Report



Prepared by



June 2018

Table of Contents

Research Objectives and Methodology	3
 Overnight Visitors:	
Traveler Description	7
Trip Experience	12
 Day Visitors:	
Traveler Description	26
Trip Experience	31
 Highlights: Maine Woods Visitors Compared to All Maine Visitors	 44

Research Objectives and Methodology

Research Objectives and Methodology

Three distinct online surveys are used to achieve the five primary goals of Maine's visitor tracking research.

Research Objectives	Survey Instruments		
	National Travel Survey	Overnight Visitor	Day Visitor
Identify Maine's share of the U.S. travel market	✓		
Estimate the number of visitors who come to Maine	✓	✓	✓
Provide a profile of Maine visitors		✓	✓
Estimate the amount of spending generated by tourism in Maine		✓	✓
Determine Maine travelers' level of satisfaction and view of Maine		✓	✓

Description of Survey Instruments

National Travel Survey

- Nationally representative sample of the U.S. population
- Surveyed bi-weekly

Overnight Visitor Survey

- Sampled from core advertising markets: New England, NJ, NY, PA, MD, DE, DC, and Canada
- Have taken an overnight trip to Maine in the last four weeks
- Surveyed monthly

Day Visitor Survey

- Sampled from Maine and a 100-mile radius of Maine's borders
- Have taken a day trip to/in Maine greater than 50 miles from home in the last four weeks
- Surveyed monthly

Research Objectives and Methodology

- Survey results were collected during calendar year 2017, for travel to Maine occurring from December 2016 through November 2017. The number of respondents participating in each survey statewide is:

Research Component	2017 Completed Surveys
Overnight Visitor Survey	2,922
Day Visitor Survey	1,782
National Travel Survey	22,070

Research Objectives and Methodology

- The following report summarizes results among visitors to the **Maine Woods Area** during 2017, an area made up of five of Maine's tourism regions:
 - Maine Lakes & Mountains,
 - Kennebec Valley,
 - The Maine Highlands,
 - Aroostook County, and
 - Washington County (a portion of the Downeast & Acadia region).
- In total, **1228 overnight visitors** and **589 day visitors** to the Maine Woods Area were surveyed.
- Throughout this report, data for the **Maine Woods Area** will be presented alongside data for the State of Maine as a whole. Statistically significant differences between the Maine Woods Area and the State were calculated at the 95% confidence level and are noted throughout by < >. (*A statistically significant difference means the observed difference is more than would be expected by chance 95 out of 100 times.*)
- Statistically significant differences between 2016 and 2017 are also highlighted for both the Maine Woods Area and the State of Maine. A statistically significant **increase** from the previous year is indicated by **green** numerical values, and a significant **decrease** from the previous year is indicated by **red** numerical values. In most instances, the underlying 2016 data is not actually presented in this report; but this convention allows the reader to see where changes have occurred from one year to the next.

Overnight Visitors: Traveler Description

Overnight Visitor Demographics

- Overnight visitors to the Maine Woods area are 39 years old, on average, and have annual household incomes of around \$89,000. About two-thirds have a college degree, and are employed full-time.
- Overnight visitors to the Maine Woods area are younger and have lower household incomes than overnight visitors to the State as a whole.

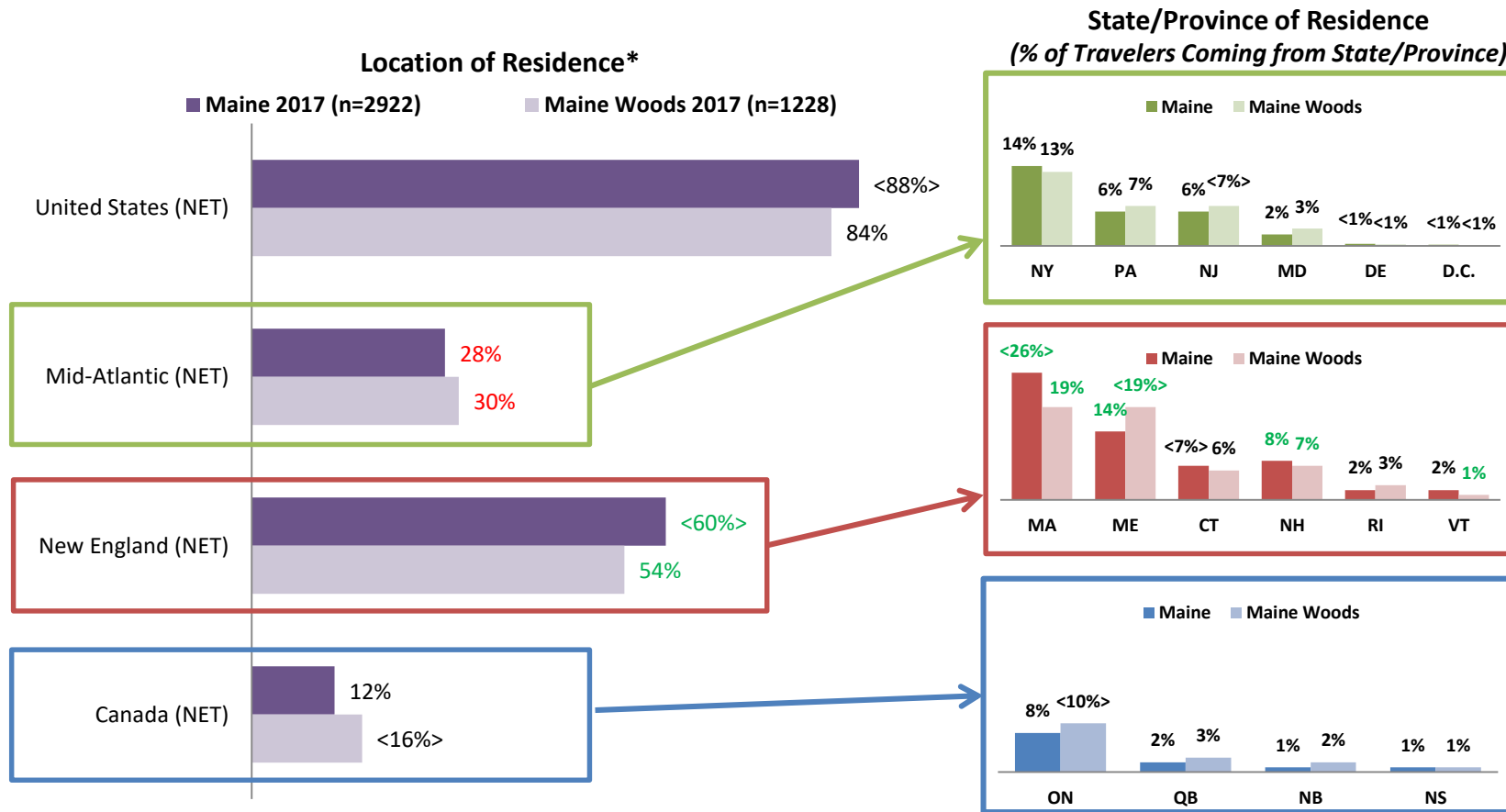
Overnight Visitors	Maine 2017 (n=2922)	Maine Woods 2017 (n=1228)
Age:		
< 35	39%	<45%>
35 - 44	23%	23%
45 - 54	16%	16%
55 +	<22%>	16%
Mean Age (Years)	<40.7>	38.7
Income:		
< \$50,000	23%	<26%>
\$50,000 - \$99,999	43%	42%
\$100,000 +	34%	32%
Mean Income	<\$92,650>	\$89,730
Female	<70%>	67%
College Degree or Higher	65%	64%
Married	50%	49%
Employed Full-Time	62%	63%

<> indicates a significant difference between subgroups at the 95% confidence level.

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Half of overnight visitors to the Maine Woods Area are from New England.

- A lesser proportion of overnight visitors to the Maine Woods Area originate from New England, as compared to overnight visitors to the State of Maine overall, while a greater proportion are from Canada.
- Overnight visitors to this region are more likely than visitors to the State as a whole to arrive from Maine, New Jersey, or Ontario, and less likely to be from Massachusetts or Connecticut.



*Regions/states/provinces of residence reported here reflect the geographic target area included in the Visitor Profile surveying. Though people from other areas of the country do visit Maine, this study only includes those residing in Maine's core advertising markets.

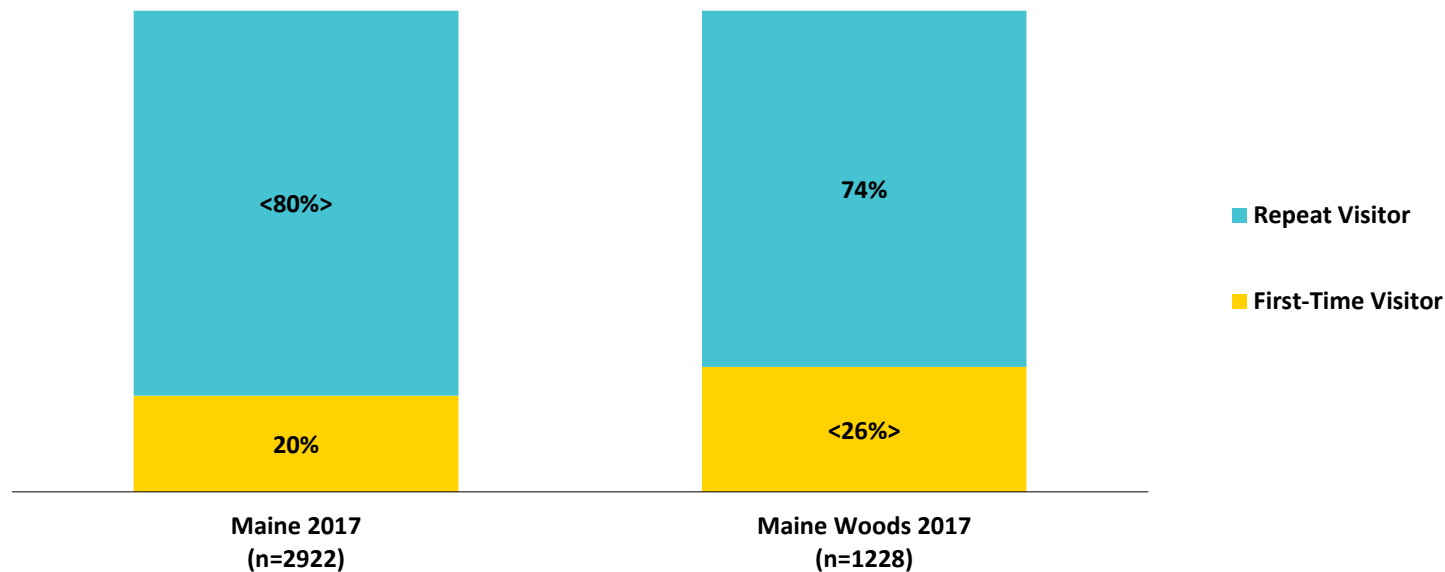
<> indicates a significant difference between subgroups at the 95% confidence level.

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

One-fourth of overnight visitors to the Maine Woods are visiting for the first time.

- The Maine Woods Area attracts a greater proportion of first-time visitors as compared to the State as a whole.

Repeat vs. First-Time Visitors



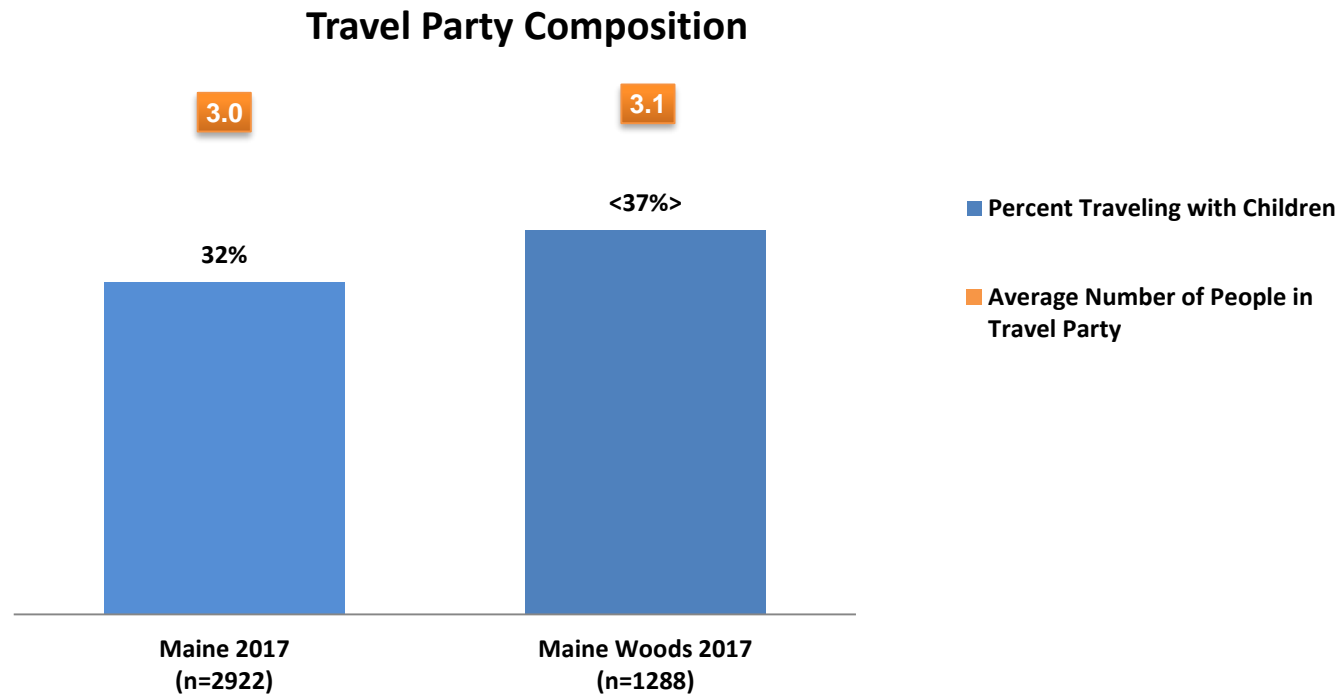
Q11. Was this your first visit in Maine?

<> indicates a significant difference between subgroups at the 95% confidence level.

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

More than one-third of overnight visitors to the Maine Woods Area are traveling with children.

- Maine Woods visitors are more likely than overnight visitors to the State as a whole to be traveling with children.



Q24. Including yourself, how many people (adults and children) were in your immediate travel party on this specific trip in Maine?

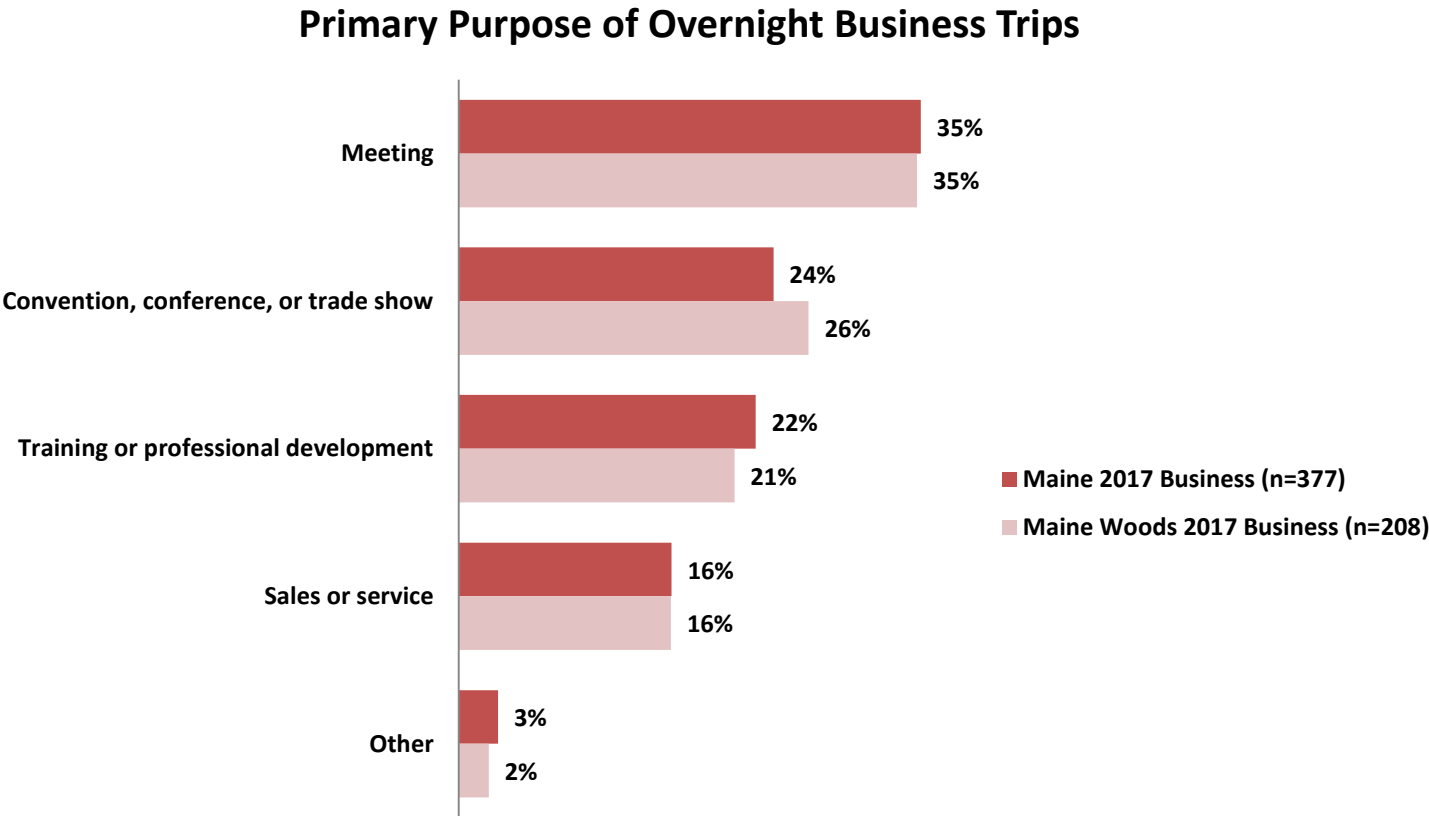
Q22. How many of these people were: Children?

<> indicates a significant difference between subgroups at the 95% confidence level.

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

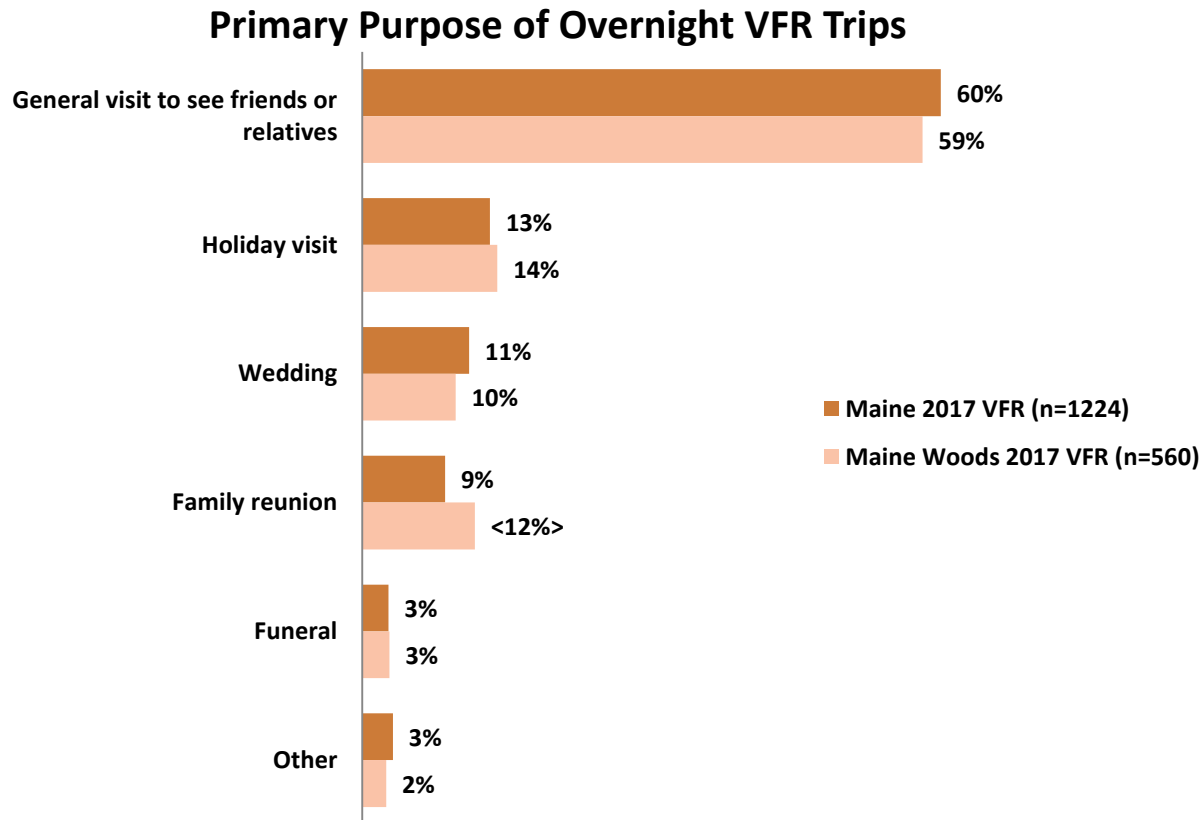
Overnight Visitors: Trip Experience

One-third of overnight business travelers to the Maine Woods are attending a *meeting*.



The majority of overnight VFR visitors cite a *general visit to see friends/relatives* as their reason for visiting the Maine Woods.

- Maine Woods overnight visitors who are in the state primarily to visit friends or relatives are more likely to be visiting for a *family reunion* than are visitors to the State as a whole.



Q9. What was the primary purpose of your most recent visit to friends or relatives in Maine?

<> indicates a significant difference between subgroups at the 95% confidence level.

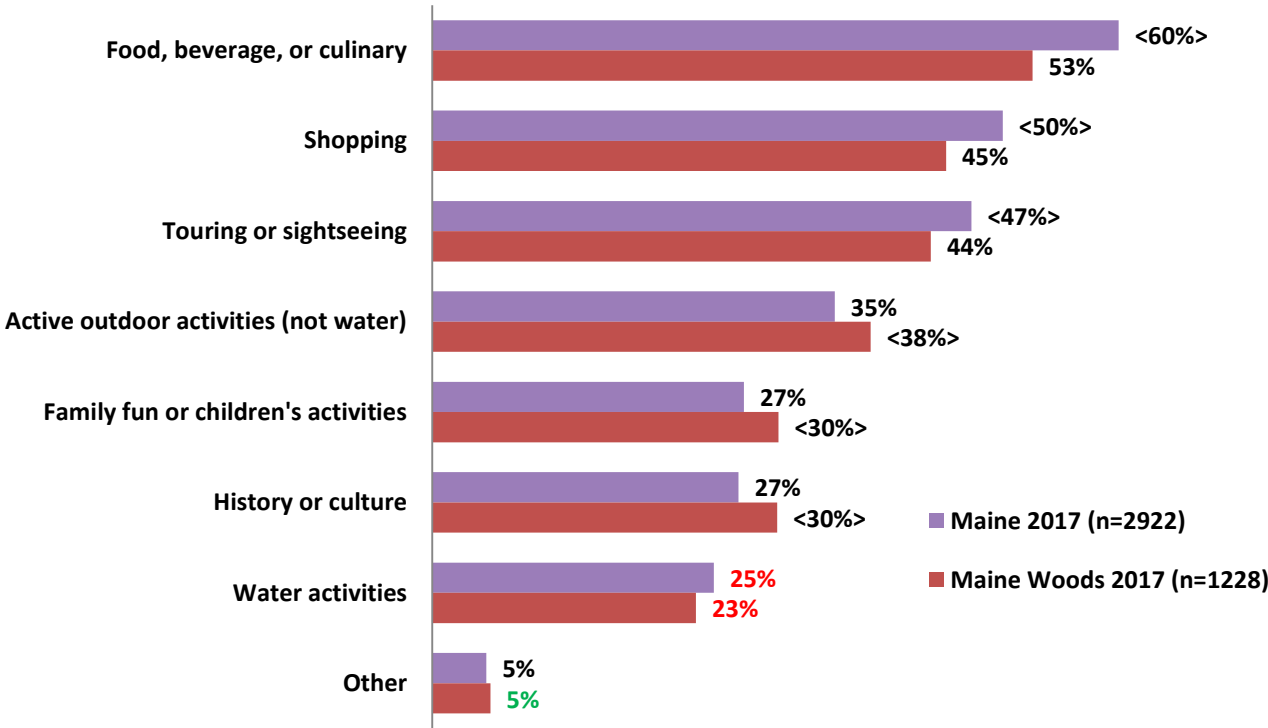
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

The top interest area among overnight visitors to the Maine Woods includes *food/beverage/culinary activities*, followed by *shopping* and *touring/sightseeing*.

- These three top interest areas, however, are less popular among Maine Woods visitors than among visitors to Maine as a whole.
- Overnight visitors to the Maine Woods region are more likely than visitors to the State of Maine as a whole to be interested in *active outdoor activities*, *family fun/children’s activities*, and *history/culture activities*.

Among Maine Woods visitors who selected *touring/sightseeing* and *family fun/children’s activities* as interest areas, half indicated that these interests were the most important in their decision to visit Maine.

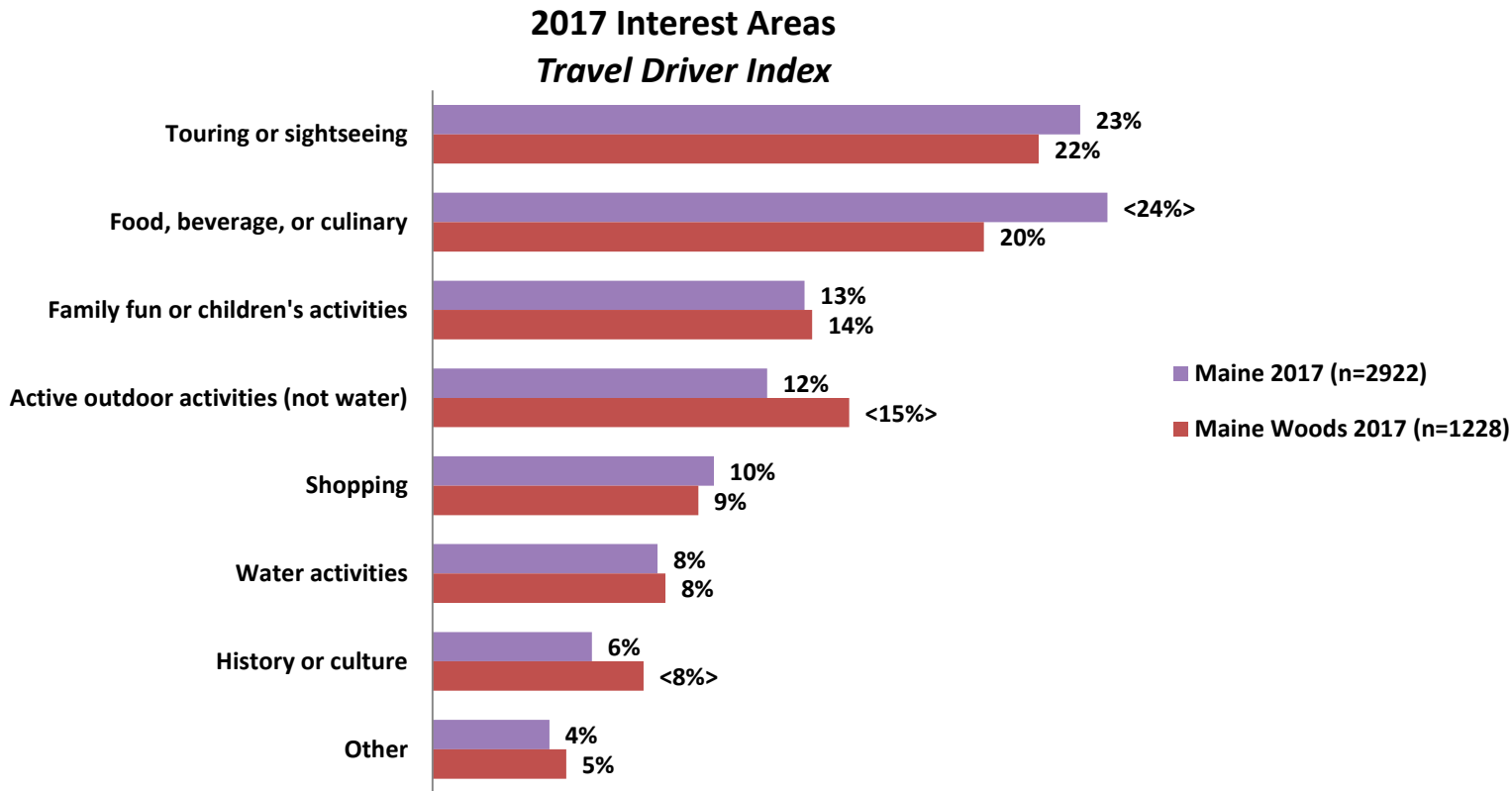
2017 Interest Areas



Most Important Interest Area Maine Woods	
	37%
	21%
	49%
	39%
	45%
	25%
	36%
	95%

Overall, the primary drivers of travel to the region are *touring/sightseeing* and *food/beverage/culinary* interests.

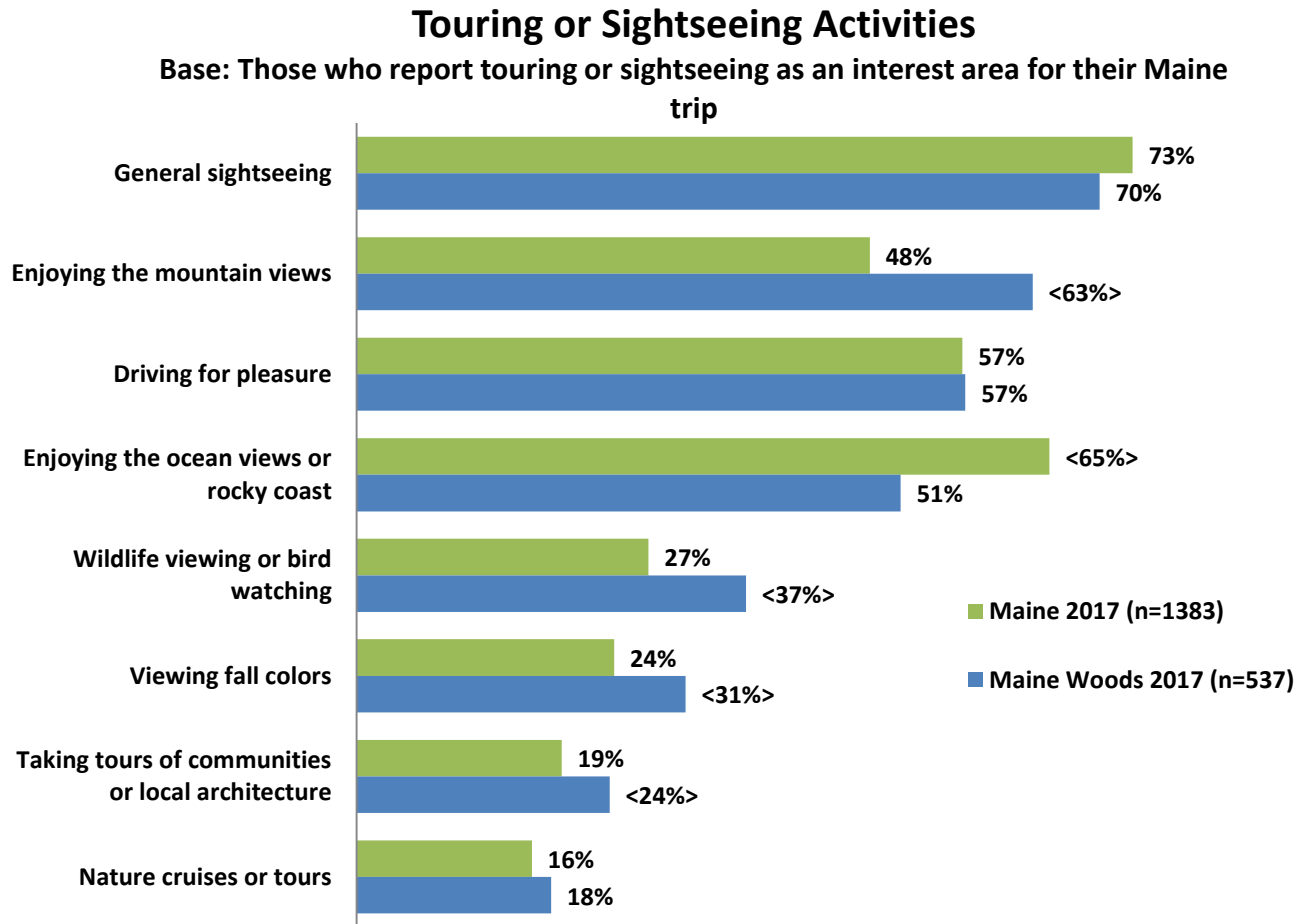
- Although *food/beverage/culinary* activities are among the top travel drivers for Maine Woods overnight visitors, these activities are less important drivers than among overnight visitors to the State as a whole.
- Active outdoor activities* and *history/culture activities* are more important travel drivers among overnight visitors to the Maine Woods area as compared to overnight visitors to the State as a whole.



Travel Driver Index = percentage selecting category as interest area X percentage ranking same interest area as most important

Seven in ten visitors interested in touring/sightseeing do some *general sightseeing* while visiting the Maine Woods area.

- Visitors to the Maine Woods are more likely than overnight visitors to Maine overall to *enjoy the mountain views, view wildlife or birds, view fall colors, and take tours of communities*. They are less likely to be enjoying *the ocean views or rocky coast*.



Q37. In which of the following activities did you participate during this trip? *Please check all that apply.*

<> indicates a significant difference between subgroups at the 95% confidence level.

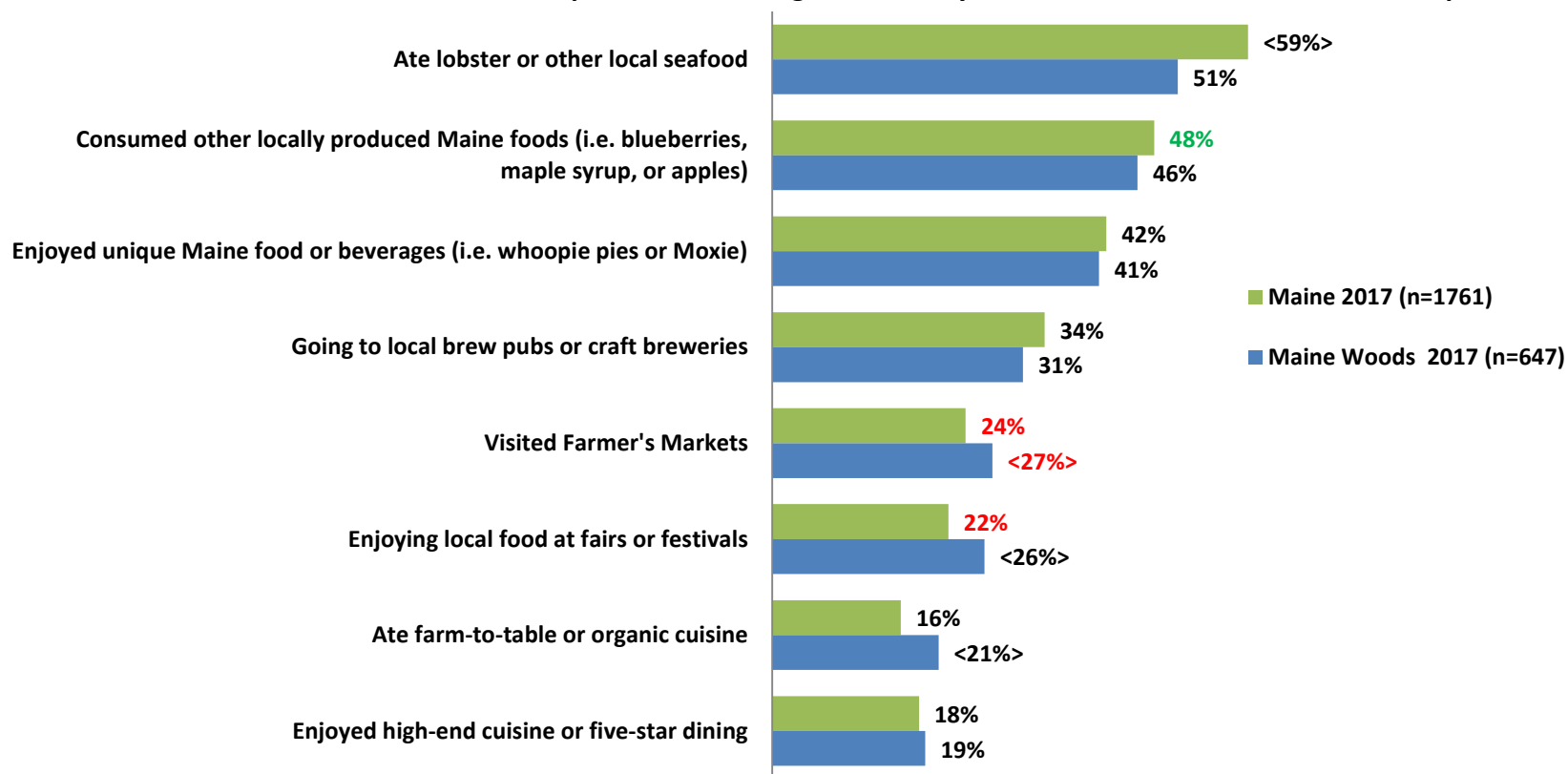
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Eating lobster/other local seafood is the most common activity among overnight visitors interested in food/beverage/culinary activities.

- However, Maine Woods visitors are less likely than visitors to the State of Maine as a whole to enjoy Maine's *lobster or seafood*.
- Overnight visitors to the Maine Woods region are more likely to *visit Farmer's Markets, enjoy local food at fairs/festivals, or eat farm-to-table/organic cuisine* than are overnight visitors to Maine as a whole.

Food, Beverage, or Culinary Activities

Base: Those who report food, beverage, or culinary as an interest area for their Maine trip



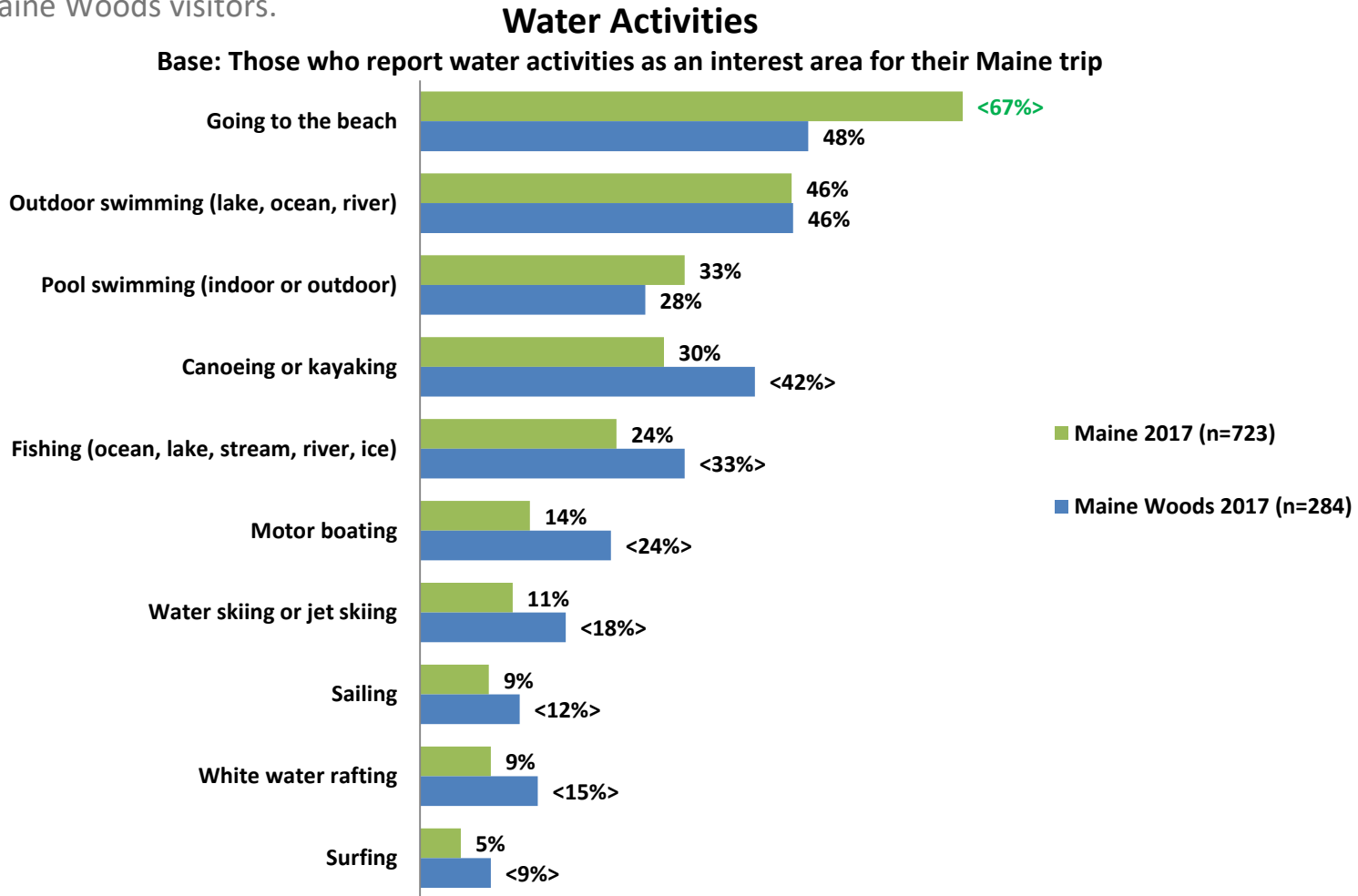
Q37. In which of the following activities did you participate during this trip? Please check all that apply.

<> indicates a significant difference between subgroups at the 95% confidence level.

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Going to the beach and outdoor swimming are the most common water activities pursued by overnight visitors to the Maine Woods Area.

- Seven of the ten listed water activities are more popular among overnight visitors to the Maine Woods Area than among visitors to the State as a whole. *Going to the beach*, however, is much less popular among Maine Woods visitors.



Q37. In which of the following activities did you participate during this trip? *Please check all that apply.*

<> indicates a significant difference between subgroups at the 95% confidence level.

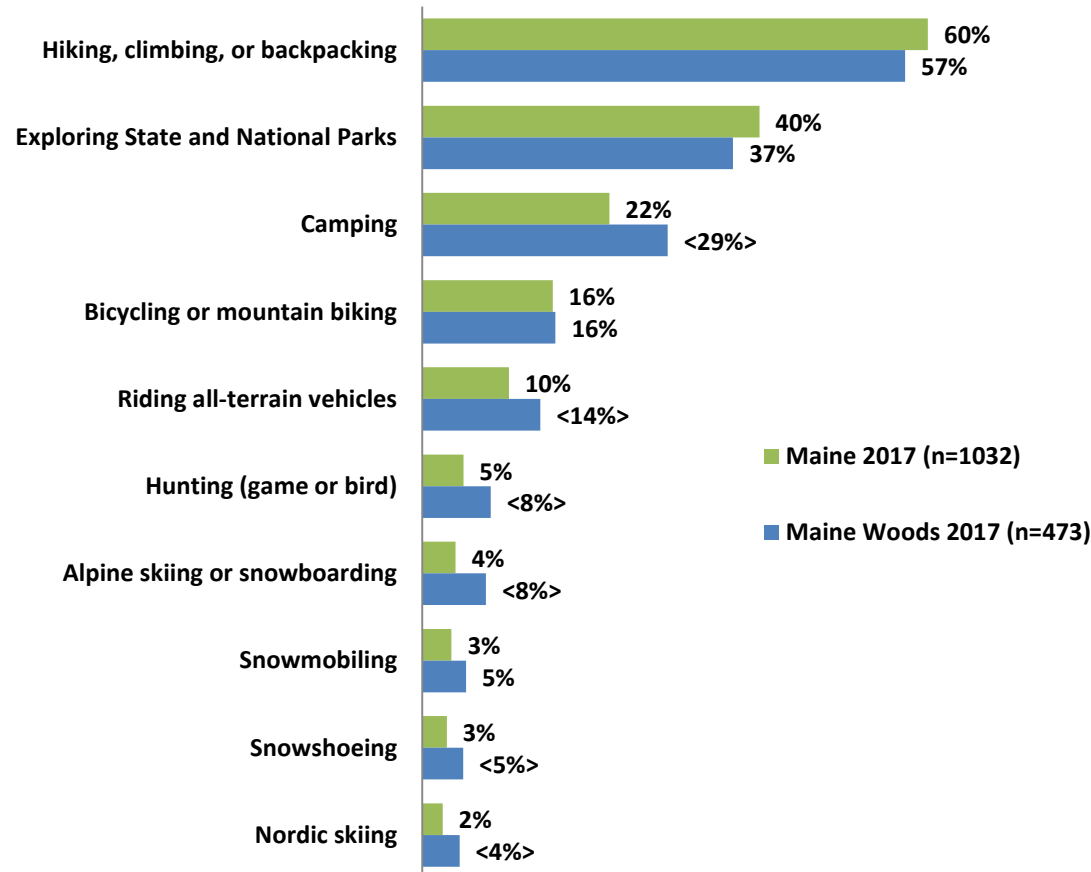
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

The most common active outdoor activity among overnight visitors to the Maine Woods is *hiking/climbing/backpacking*.

- *Camping, riding all-terrain vehicles, hunting, skiing, and snowshoeing* are all more popular among overnight visitors to the Maine Woods Area than among visitors to the State as a whole.

Active Outdoor Activities – Non-Water

Base: Those who report outdoor activities as an interest area for their Maine trip



Q37. In which of the following activities did you participate during this trip? *Please check all that apply.*

<> indicates a significant difference between subgroups at the 95% confidence level.

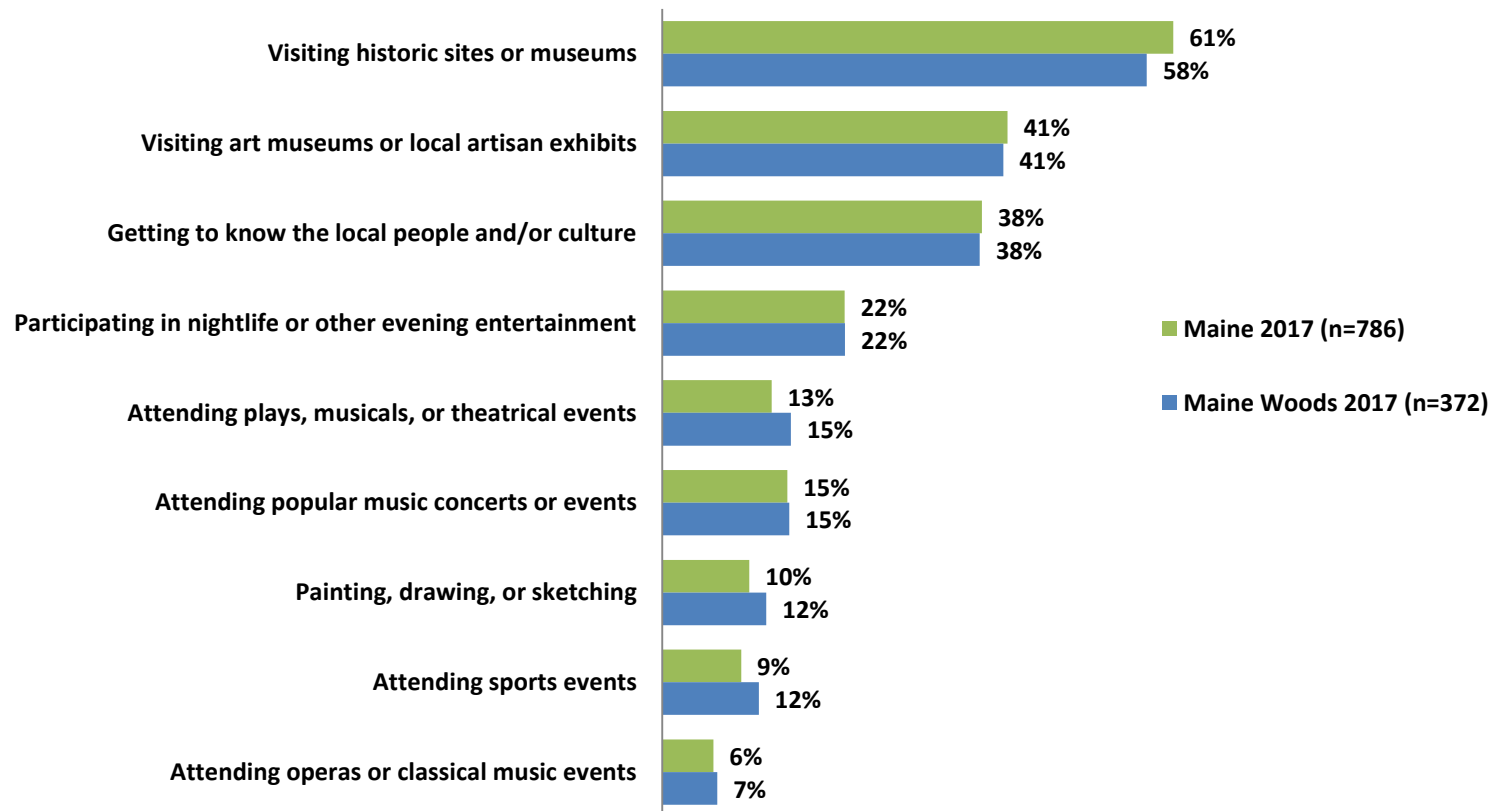
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Visiting historic sites/museums is the most popular activity among overnight visitors who are interested in history/culture.

- With respect to history/culture activities, Maine Woods visitors are not significantly different than all Maine visitors.

History or Culture Activities

Base: Those who report history or culture as an interest area for their Maine trip



Q37. In which of the following activities did you participate during this trip? Please check all that apply.

<> indicates a significant difference between subgroups at the 95% confidence level.

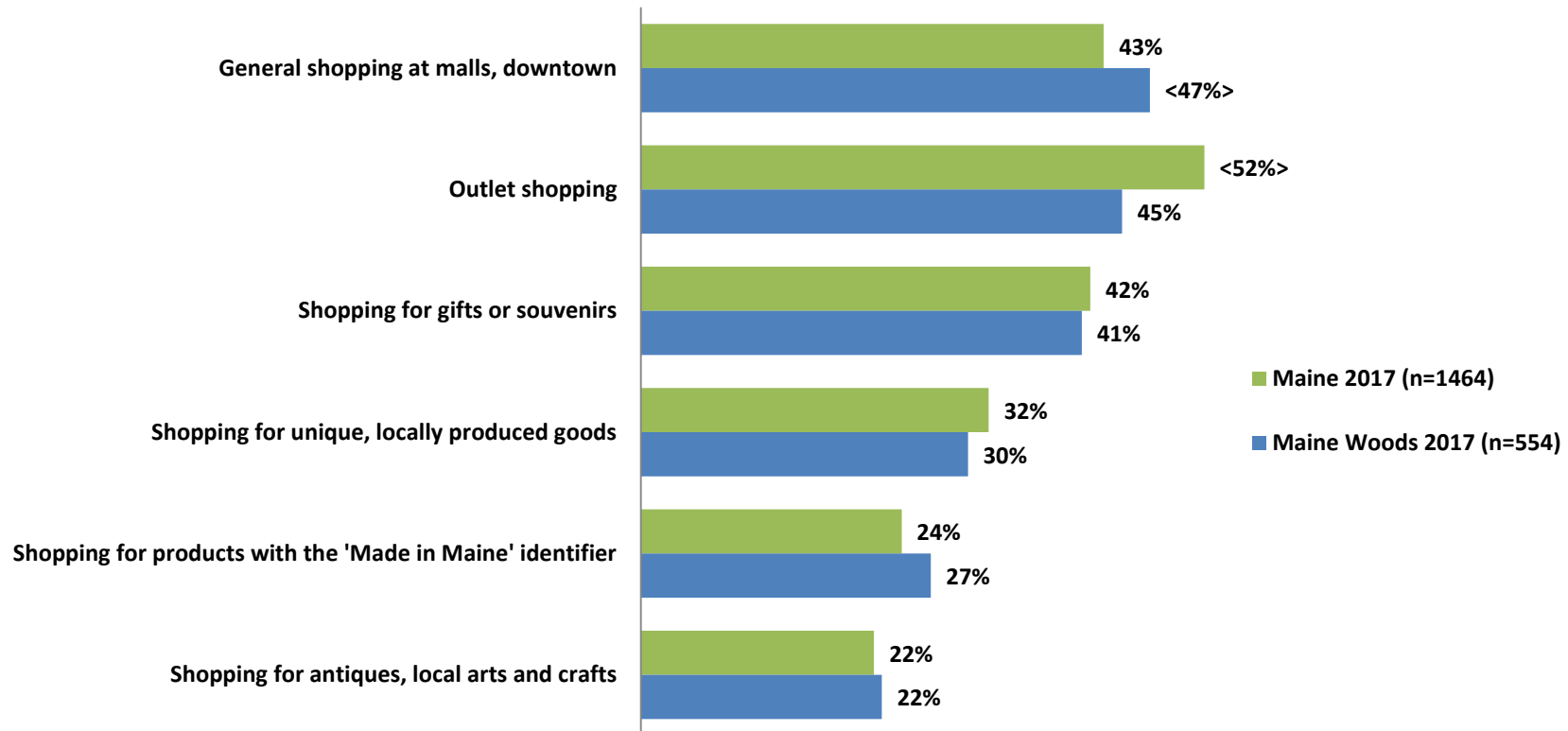
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Overnight visitors to the Maine Woods who are interested in shopping engage in various shopping activities while visiting.

- General shopping at malls or downtown is more popular in the Maine Woods area compared to the State as a whole, while *outlet shopping* is less popular.

Shopping Activities

Base: Those who report shopping as an interest area for their Maine trip



Q37. In which of the following activities did you participate during this trip? Please check all that apply.

<> indicates a significant difference between subgroups at the 95% confidence level.

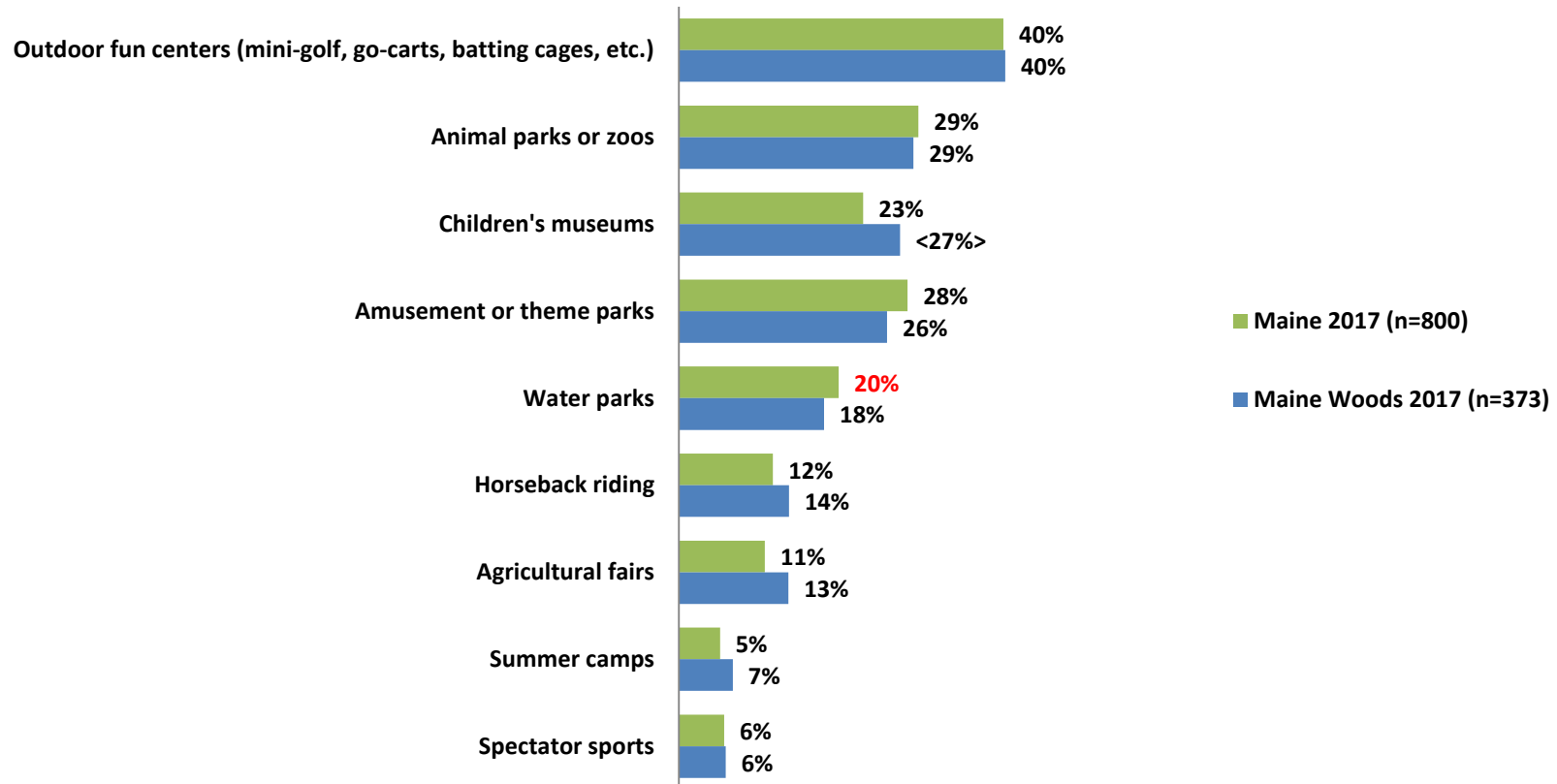
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Outdoor fun centers are the most popular family fun/children's activity among overnight visitors interested in these types of activities.

- Among visitors interested in family fun/children's activities, *visiting children's museums* is more popular in the Maine Woods area as compared to the State as a whole.

Family Fun/Children's Activities

Base: Those who report family fun/children's activities as an interest area for their Maine trip



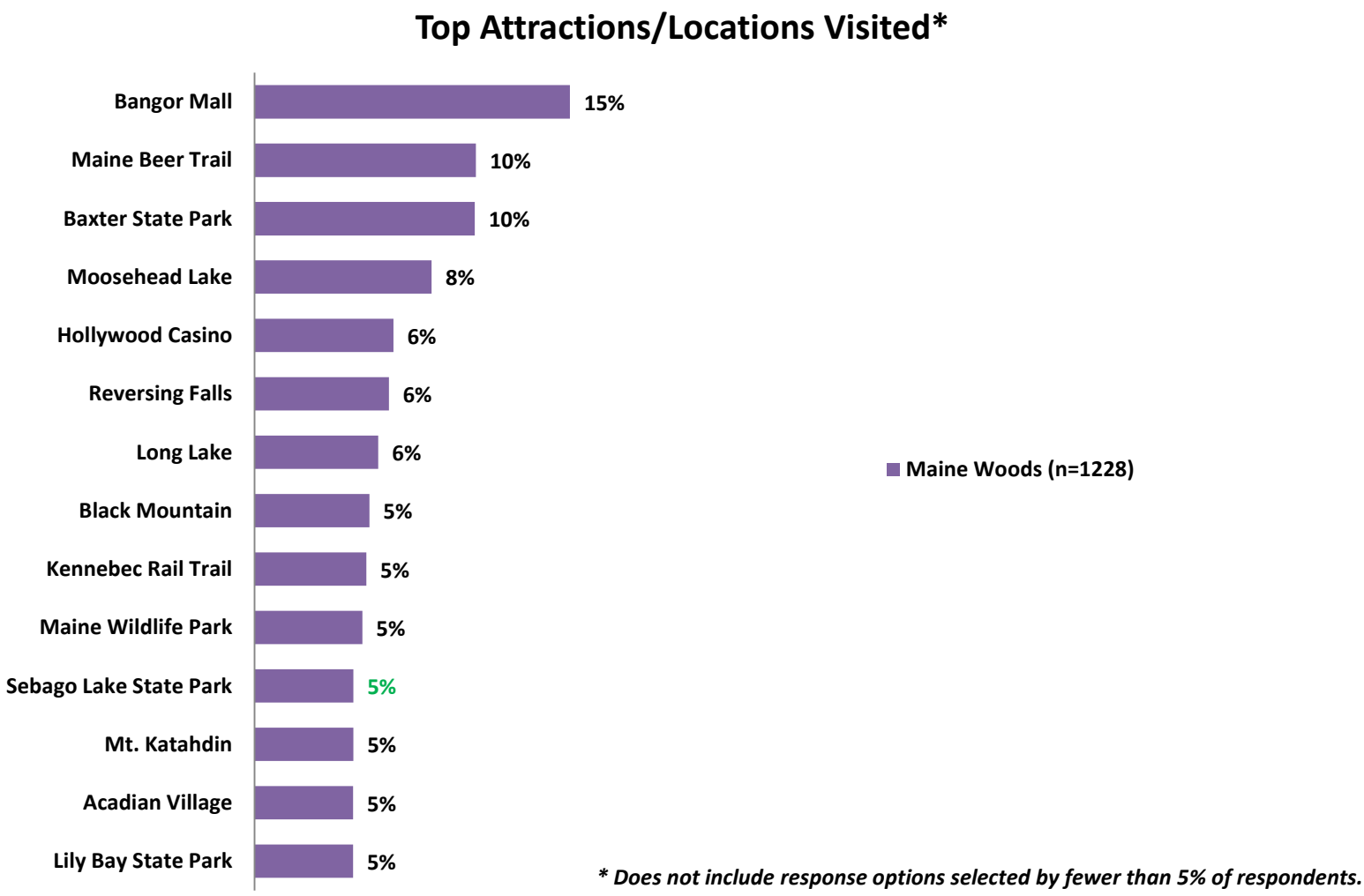
Q37. In which of the following activities did you participate during this trip? *Please check all that apply.*

<> indicates a significant difference between subgroups at the 95% confidence level.

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

The most visited attractions among overnight visitors to the Maine Woods include the *Bangor Mall*, *Maine Beer Trail*, and *Baxter State Park*.

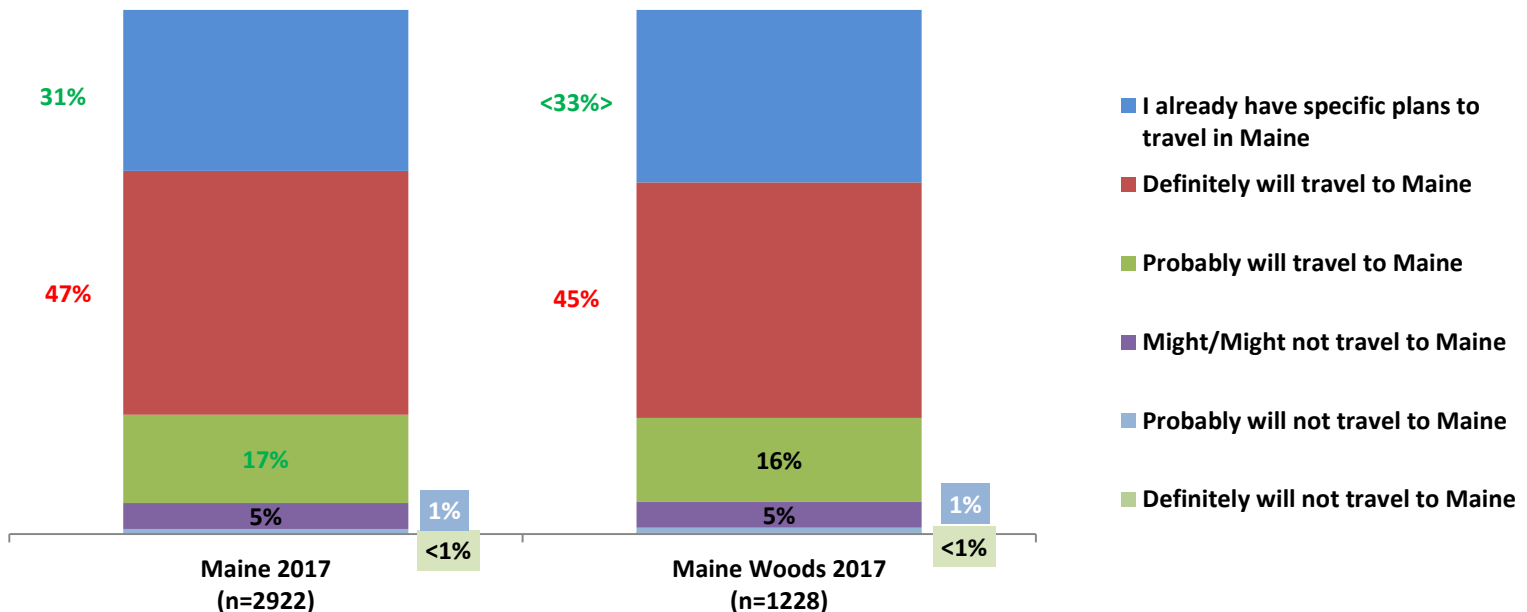
2017 Regional Report
Maine Woods Area



Three in four overnight visitors to the Maine Woods area intend to return to Maine within the next two years.

- Overnight visitors to the Maine Woods are more likely to have specific plans to return to Maine than are all Maine overnight visitors.

Likelihood to Travel to Maine in the Next Two Years



Q44. How likely will you be to travel in Maine in the next two years?

< > indicates a significant difference between this region and the State at the 95% confidence level.

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Day Visitors: Traveler Description

Day Visitor Demographics

- Day visitors to the Maine Woods Area are 43 years old, on average, and have annual household incomes of \$71,000. Half have at least a college degree, and half are employed full-time.
- Day visitors to this region have average household incomes that are lower than day visitors to the State overall.

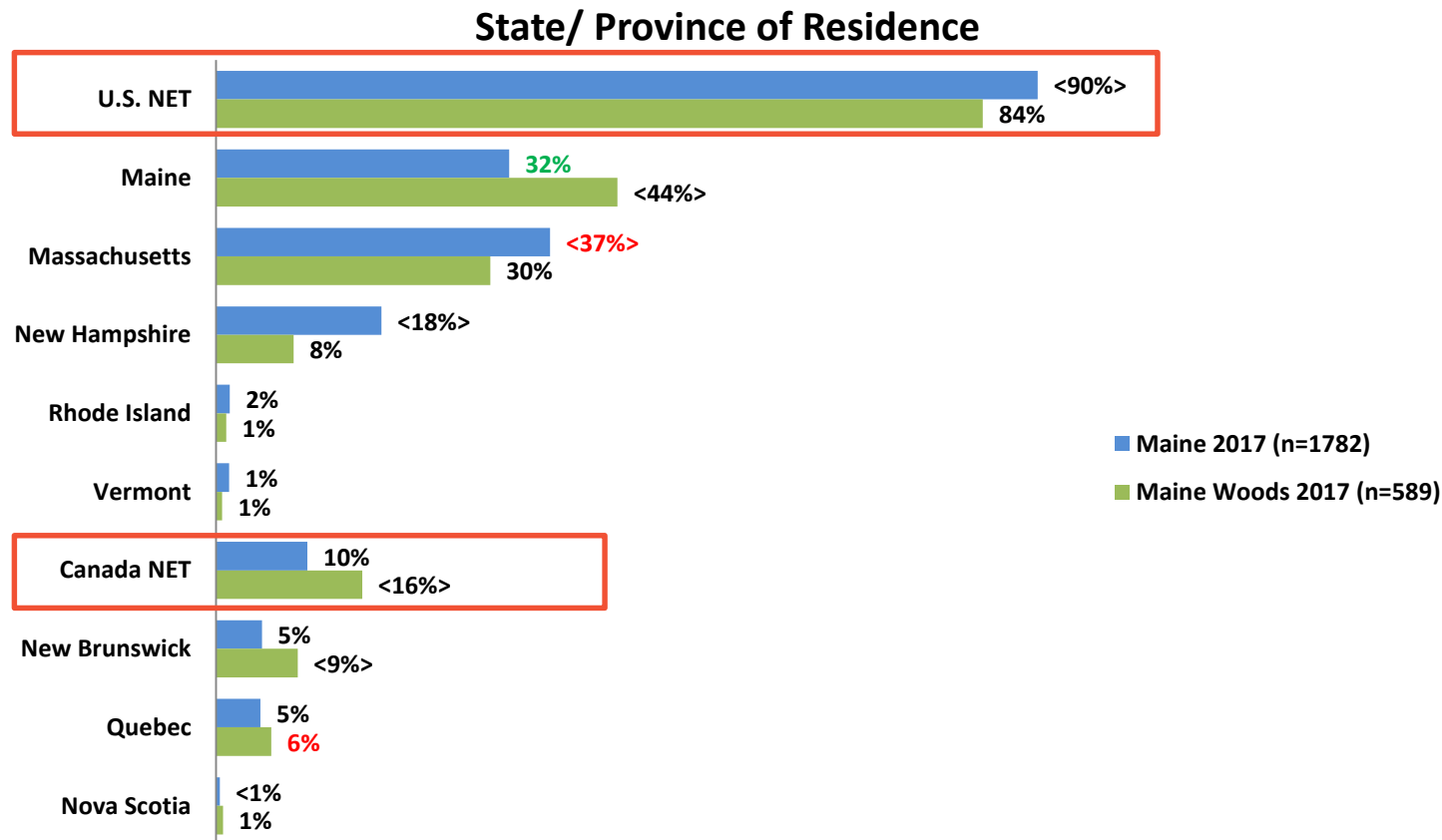
Day Visitors	Maine 2017 (n=1782)	Maine Woods 2017 (n=589)
Age:		
< 35	33%	36%
35 - 44	19%	19%
45 - 54	19%	20%
55 +	<29%>	25%
Mean Age (Years)	44.1	42.8
Income:		
< \$50,000	32%	<42%>
\$50,000 - \$99,999	41%	37%
\$100,000 +	<27%>	20%
Mean Income	<\$80,750>	\$71,360
Female	76%	73%
College Degree or Higher	54%	52%
Married	48%	48%
Employed Full-Time	52%	51%

<> indicates a significant difference between subgroups at the 95% confidence level.

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Four in five day visitors to the Maine Woods Area are U.S. residents, with the highest proportion originating from Maine.

- Overall, the Maine Woods Area attracts a greater proportion of day visitors from Canada, as compared to the State as a whole, and a lesser proportion from the United States.
- Specifically, the Maine Woods is a more popular destination for in-state day visitors and those from New Brunswick, as compared to the State overall. Day visitors from Massachusetts and New Hampshire, however, are less likely to be visiting this area than the rest of the State.



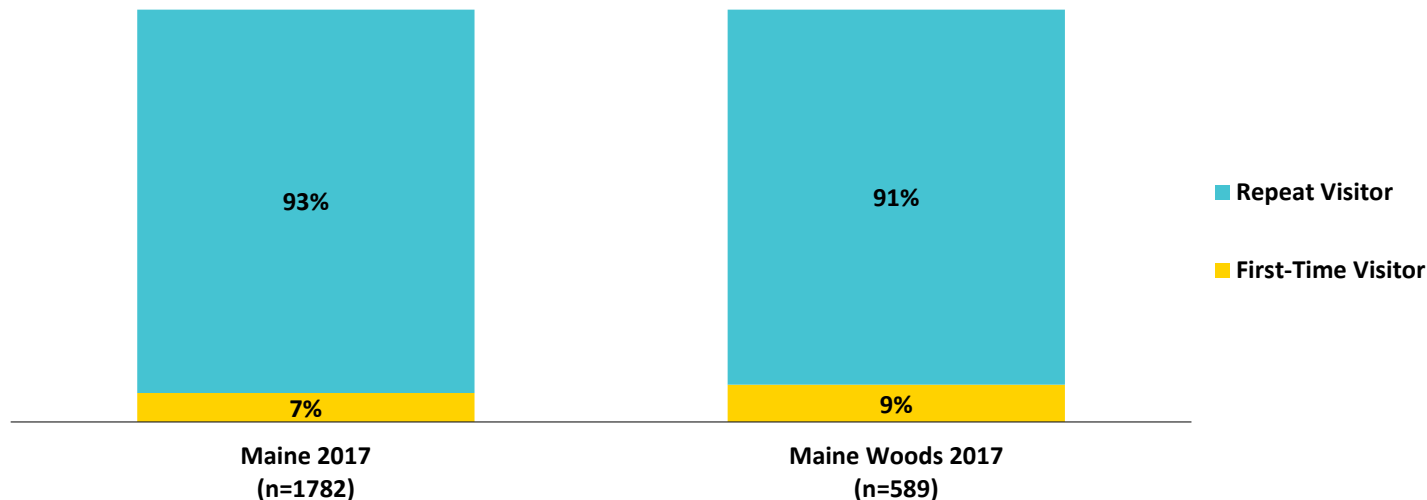
Q2. In what State or Province do you live?

<> indicates a significant difference between subgroups at the 95% confidence level.

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Nine in ten day visitors to the Maine Woods area are repeat visitors, similar to the State of Maine as a whole.

Repeat vs. First-Time Visitors

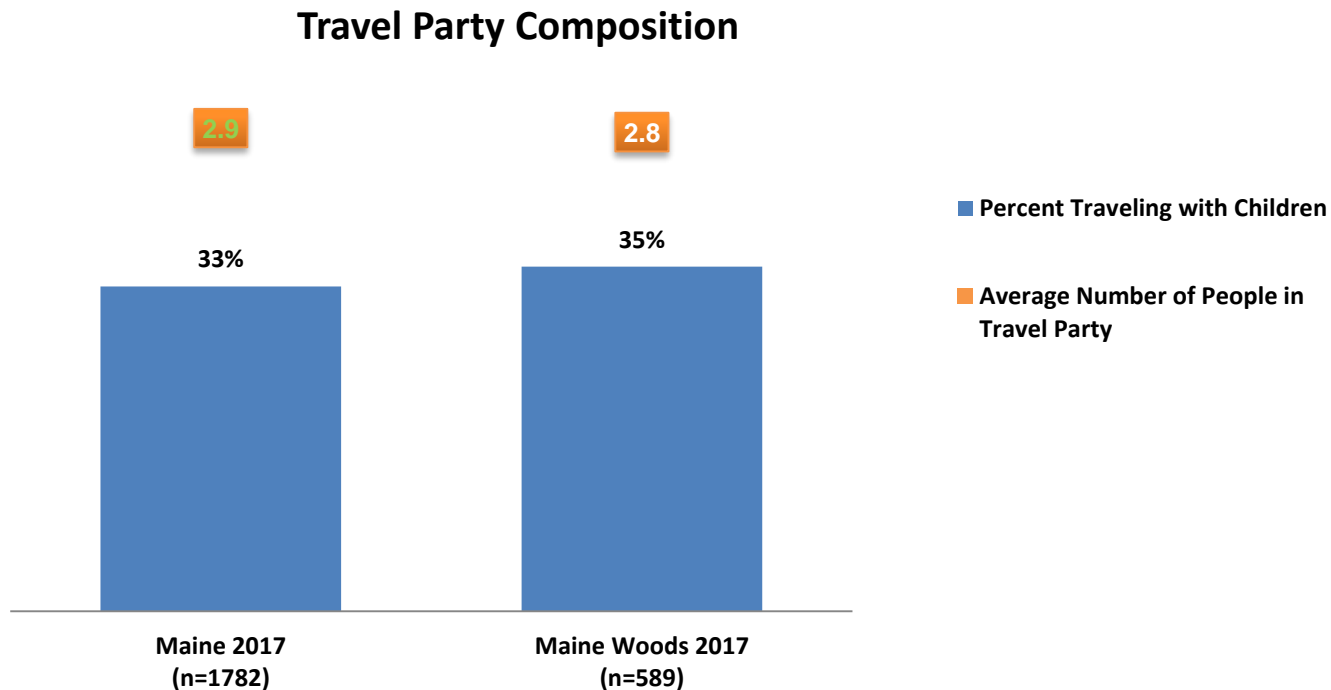


Q10. Was this your first visit to Maine?

<> indicates a significant difference between subgroups at the 95% confidence level.

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

One-third of day visitors to the Maine Woods are traveling with children.



Q15. Including yourself, how many people (adults and children) were in your immediate travel party on this specific trip in Maine?

Q16. How many of these people were: Children

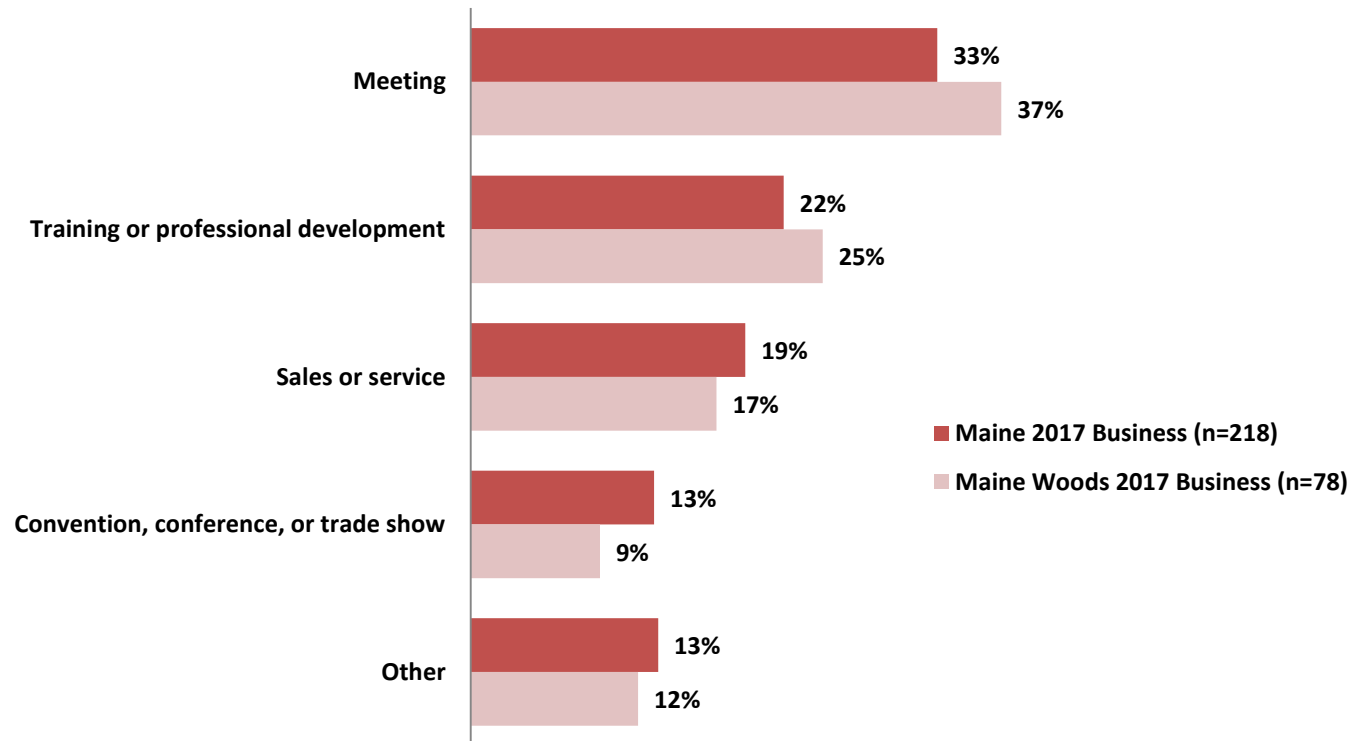
<> indicates a significant difference between subgroups at the 95% confidence level.

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Day Visitors: Trip Experience

More than one-third of business day visitors are in the Maine Woods area for a *meeting*.

Primary Purpose of Day Business Trips



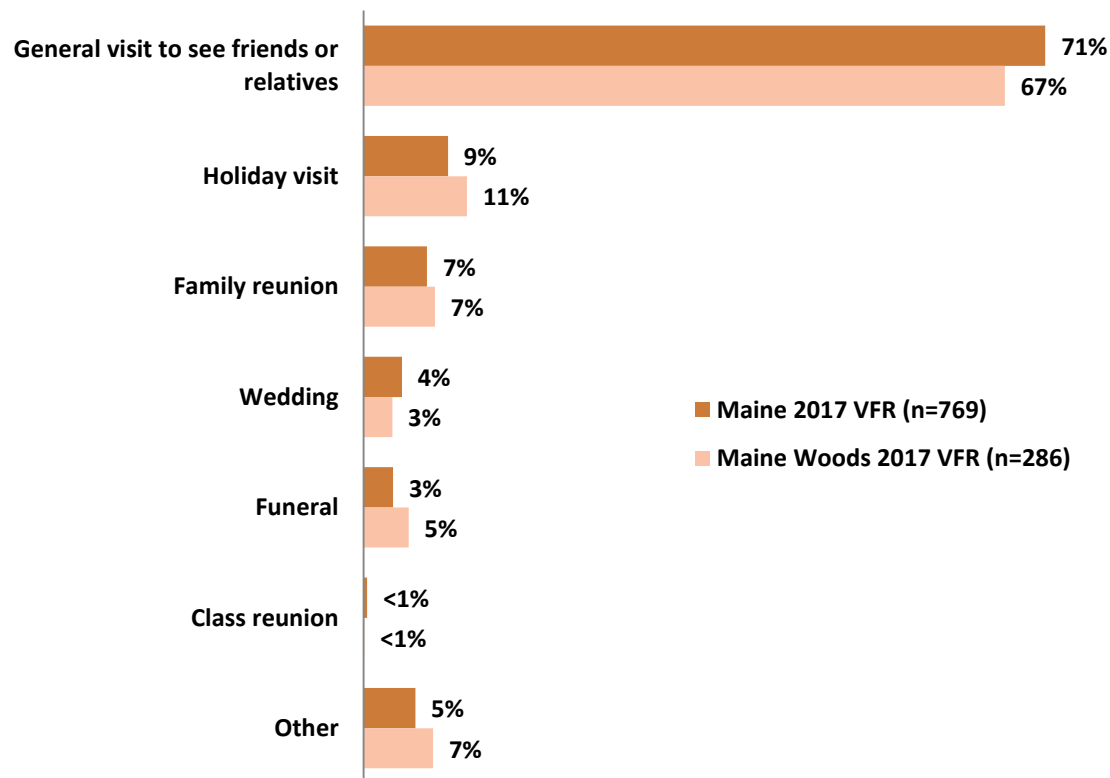
Q8. What was the primary purpose of your most recent business trip in Maine?

<> indicates a significant difference between subgroups at the 95% confidence level.

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Most Maine Woods day visitors on a VFR trip are visiting primarily for a *general visit to see friends/relatives*.

Primary Purpose of Day VFR Trips



Q9. What was the primary purpose of your most recent visit to friends or relatives in Maine?

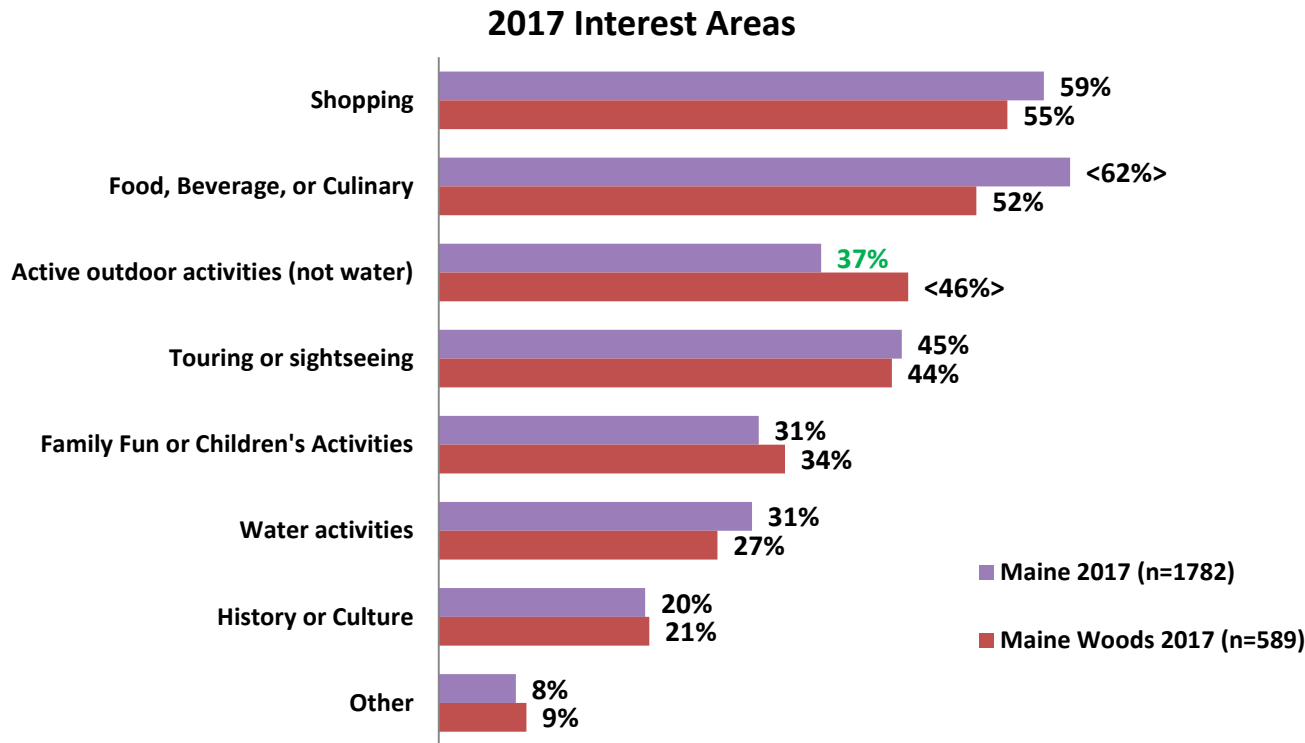
<> indicates a significant difference between subgroups at the 95% confidence level.

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

The top interest areas pursued by day visitors to this area are *shopping* and *food/beverage/culinary* activities.

- Though *food/beverage/culinary* activities are popular among day visitors to the Maine Woods, they are less popular than among day visitors to the State as a whole. Day visitors to the Maine Woods are more likely to be interested in pursuing *active outdoor activities*.
- Among day visitors to the Maine Woods who selected *active outdoor activities* or *family fun/children's activities*, half indicated that these were the most important interest areas in their decision to visit.

Among Maine Woods visitors who selected *active outdoor activities* and *family fun/children's activities* as interest areas, half indicated that these interests were the most important in their decision to visit Maine.



Most Important Interest Area Maine Woods

25%

26%

48%

34%

50%

26%

17%

90%

Q18. Which of the following *interest areas* did you want to pursue during this trip to Maine? *Please check all that apply.*

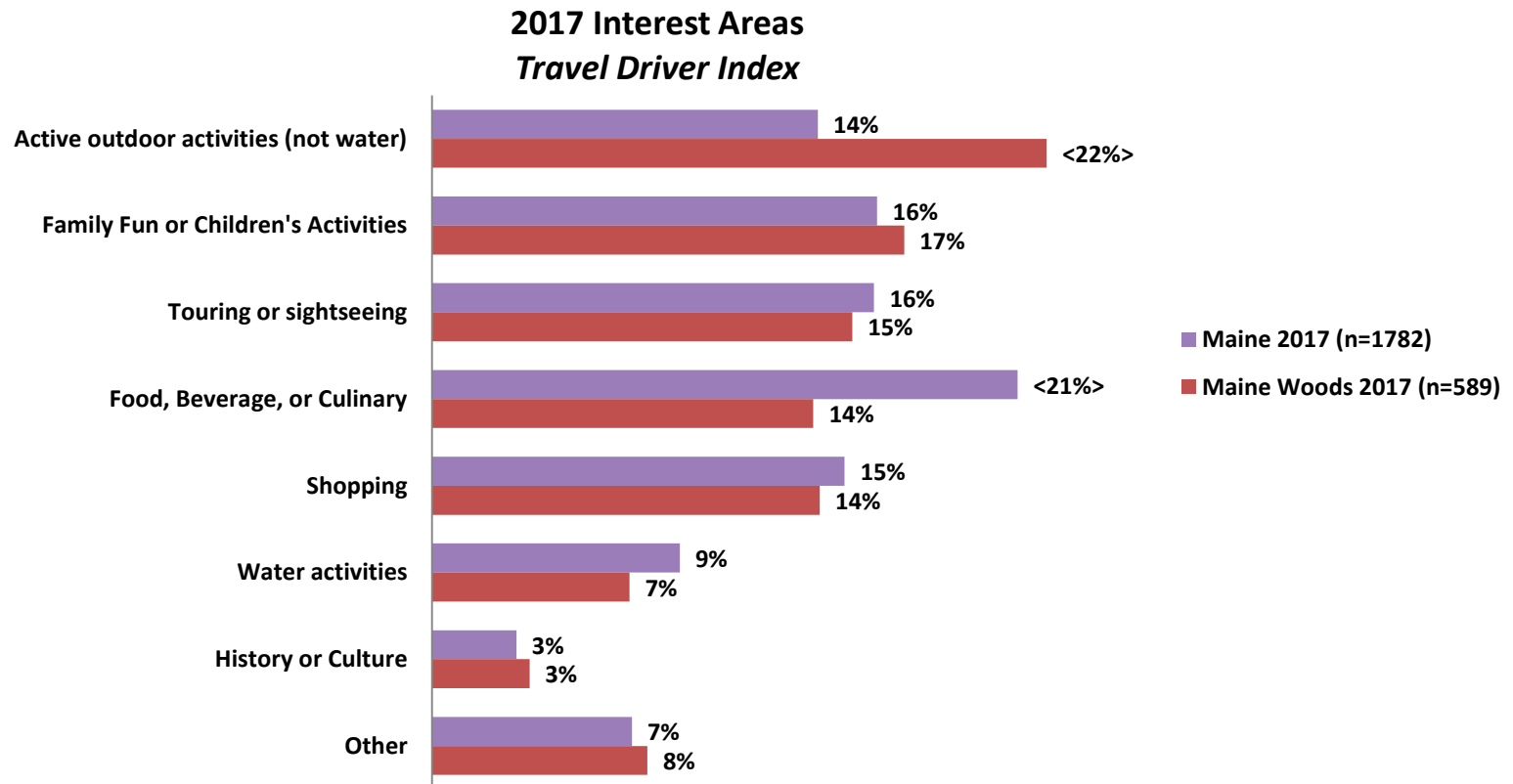
Q19. Of these interest areas you selected, please rank them in order of their importance in your decision to come to Maine, with 1 being the most important. 34

<> indicates a significant difference between subgroups at the 95% confidence level.

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

When looking at both interest and importance, *active outdoor activities* rise to the top as a travel driver among day visitors to the Maine Woods.

- When examining visitors' interest in various activities along with the importance they place on these activities in selecting Maine as a destination, day visitors to the Maine Woods region are more likely than visitors to the State as a whole to place importance on *non-aquatic active outdoor activities*. They are less likely than visitors to the State as a whole to place importance on *food/beverage/culinary activities*.



Travel Driver Index = percentage selecting category as interest area X percentage ranking same interest area as most important

Q18. Which of the following *interest areas* did you want to pursue during this trip to Maine? *Please check all that apply.*

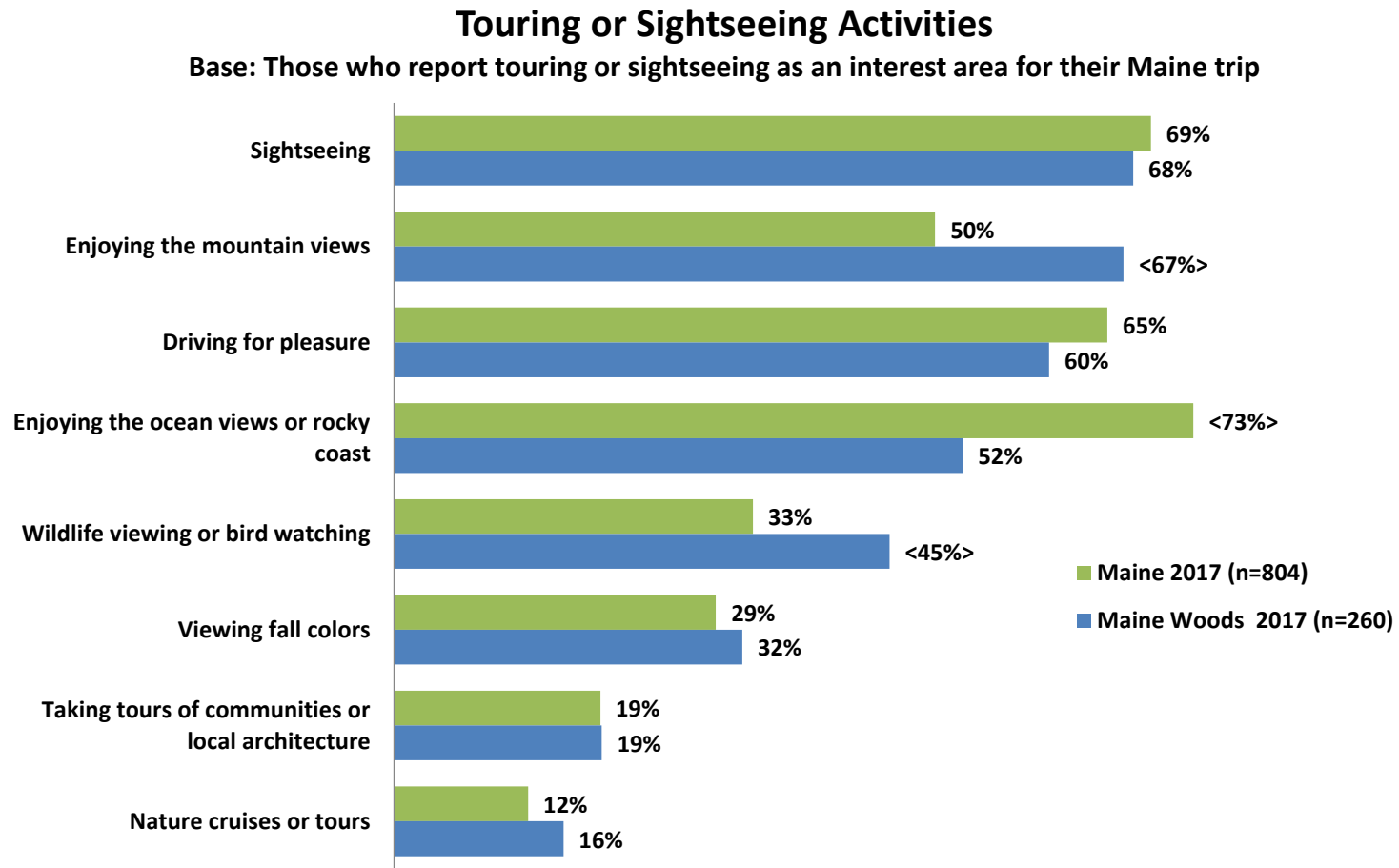
Q19. Of these interest areas you selected, please rank them in order of their importance in your decision to come to Maine, with 1 being the most important.

<> indicates a significant difference between subgroups at the 95% confidence level.

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Sightseeing and enjoying the mountain views are the most popular touring/sightseeing activities for day visitors to the Maine Woods.

- Enjoying the mountain views and wildlife/bird watching are more popular among Maine Woods day visitors than among day visitors to the State as a whole, while *enjoying the ocean views* is less popular among Maine Woods day visitors.



Q20. In which of the following activities did you participate during this trip? Please check all that apply.

<> indicates a significant difference between subgroups at the 95% confidence level.

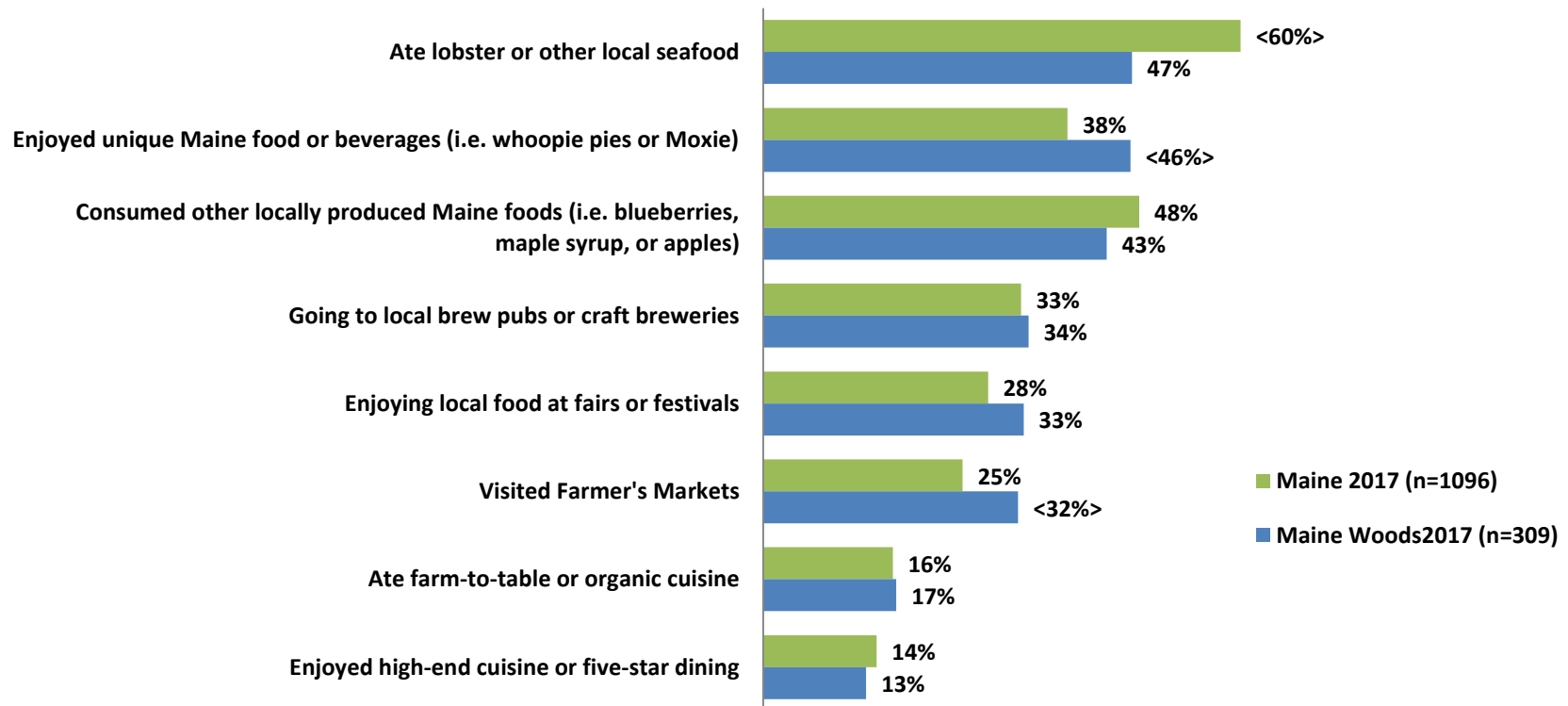
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Among day visitors interested in food/beverage/culinary activities, half say they *ate lobster/other local seafood or enjoyed unique Maine foods or beverages* while visiting the Maine Woods Area.

- Though *eating lobster/other local seafood* is the top activity among those interested in food/beverage/culinary activities, it is a less popular activity among day visitors to the Maine Woods than it is among day visitors to the State as a whole. Day visitors to the Maine Woods region are more likely than visitors to the State as a whole to have *enjoyed unique Maine foods or beverages* and *visited farmer's markets* while in the area.

Food, Beverage, or Culinary Activities

Base: Those who report food, beverage, or culinary as an interest area for their Maine trip



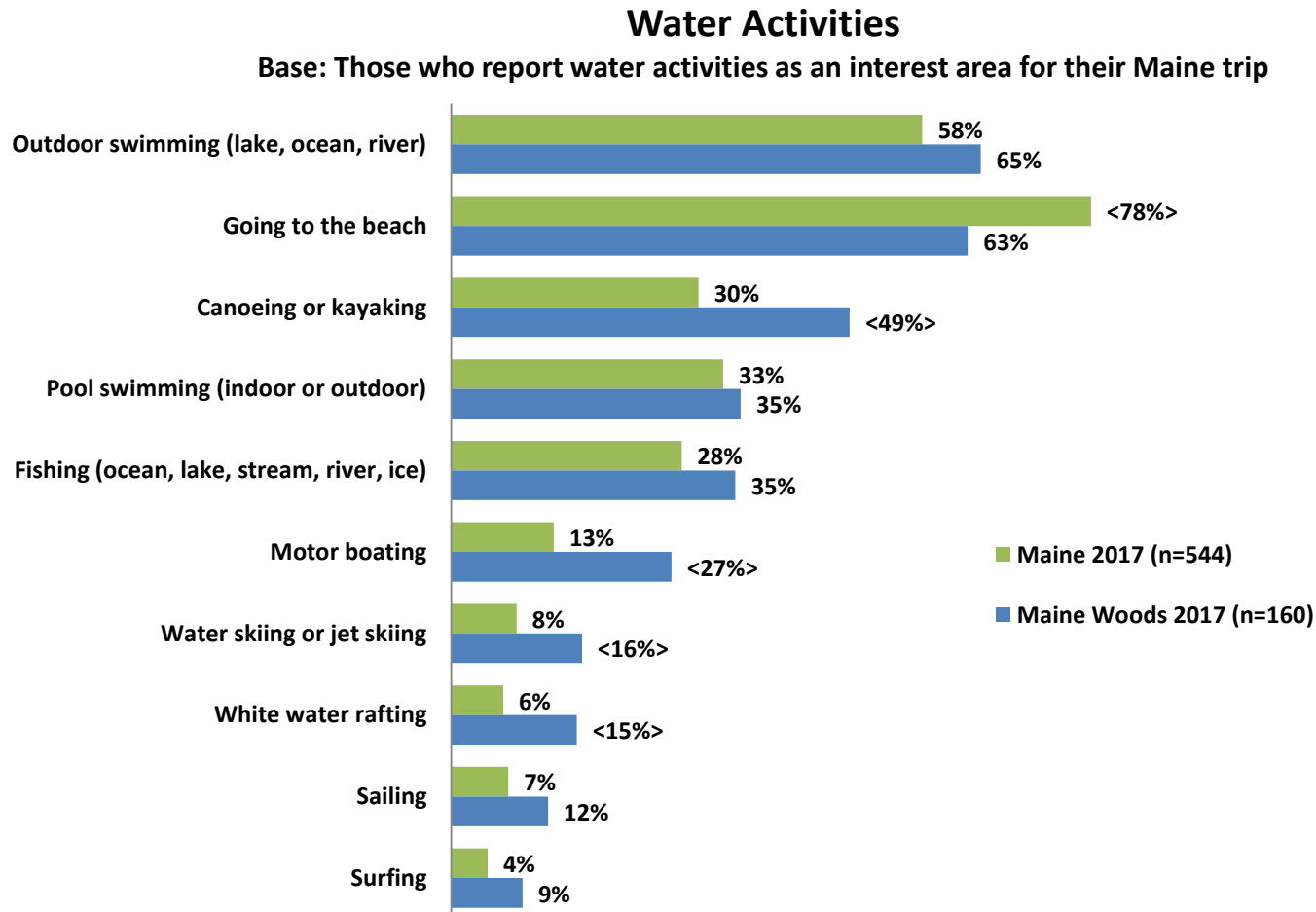
Q20. In which of the following activities did you participate during this trip? *Please check all that apply.*

<> indicates a significant difference between subgroups at the 95% confidence level.

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Maine Woods day visitors who are interested in water activities are most likely to *go swimming outdoors or go to the beach.*

- Maine Woods day visitors are more likely than day visitors to the State as a whole to participate in various water activities while visiting: *canoeing/kayaking, motor boating, white water rafting, and water/jet skiing.*



Q20. In which of the following activities did you participate during this trip? *Please check all that apply.*

<> indicates a significant difference between subgroups at the 95% confidence level.

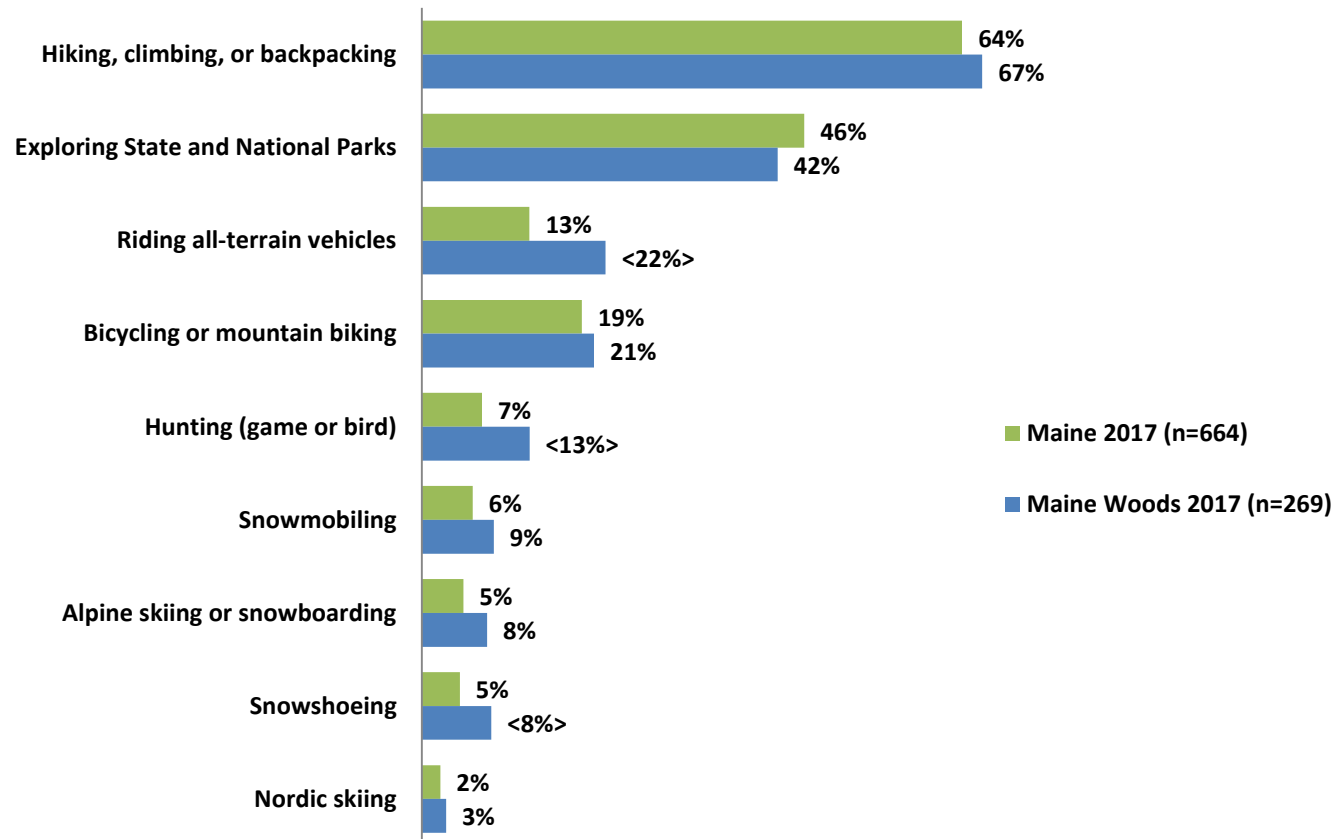
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Two in three day visitors interested in non-aquatic outdoor activities say they went *hiking, climbing, or backpacking* while visiting the Maine Woods Area.

- Day visitors to the Maine Woods region are more likely than visitors to the State as a whole to have spent time *riding ATVs, hunting, and snowshoeing* while in the area.

Active Outdoor Activities – Non-Water

Base: Those who report outdoor activities as an interest area for their Maine trip



Q20. In which of the following activities did you participate during this trip? *Please check all that apply.*

<> indicates a significant difference between subgroups at the 95% confidence level.

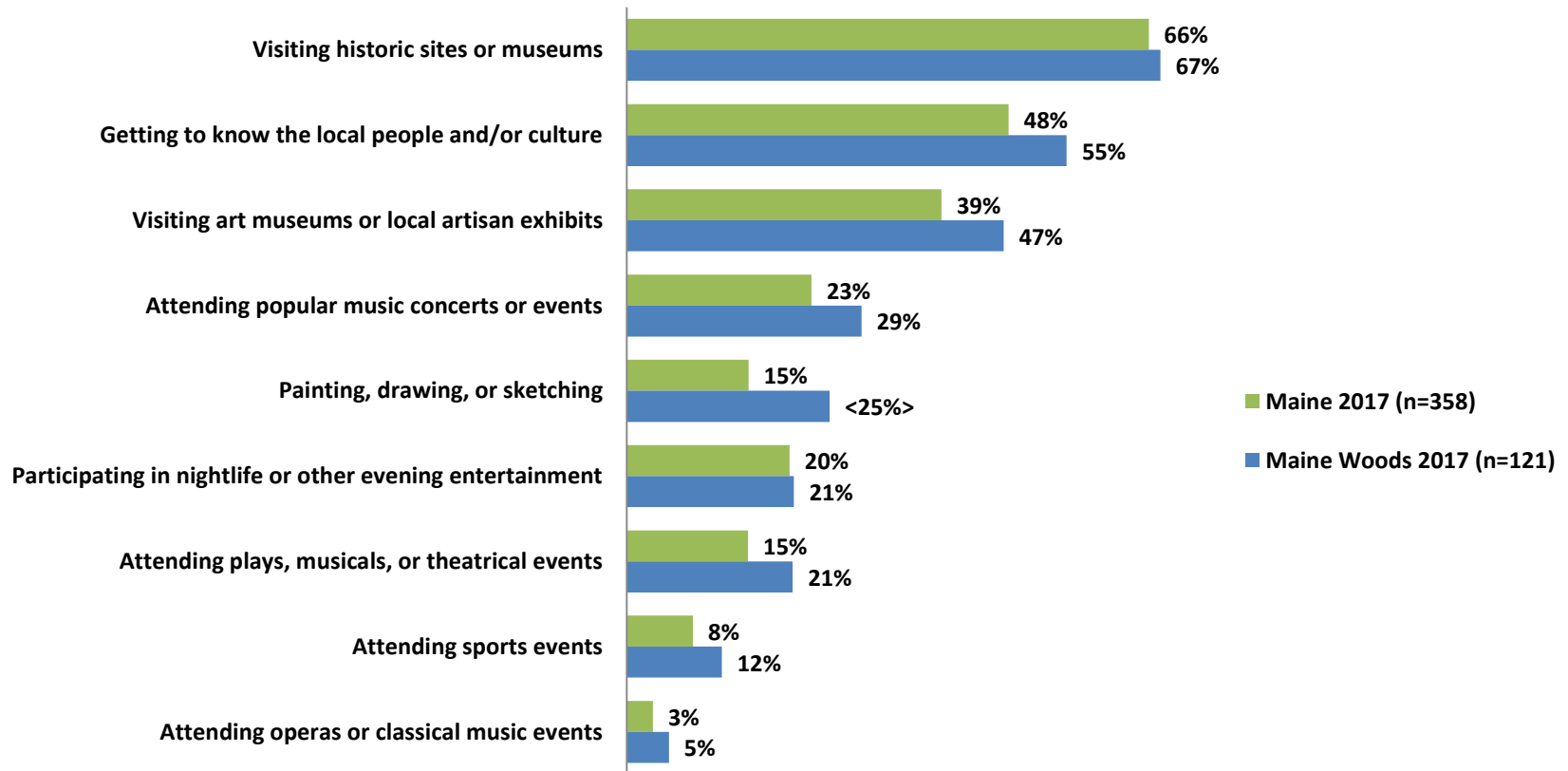
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

The most common history or culture activity that Maine Woods day visitors take part in is *visiting historic sites/museums*.

- Day visitors to the Maine Woods region are more likely than visitors to the State as a whole to have spent time *painting, drawing, or sketching* while in the area.

History or Culture Activities

Base: Those who report history or culture as an interest area for their Maine trip



Q20. In which of the following activities did you participate during this trip? Please check all that apply.

<> indicates a significant difference between subgroups at the 95% confidence level.

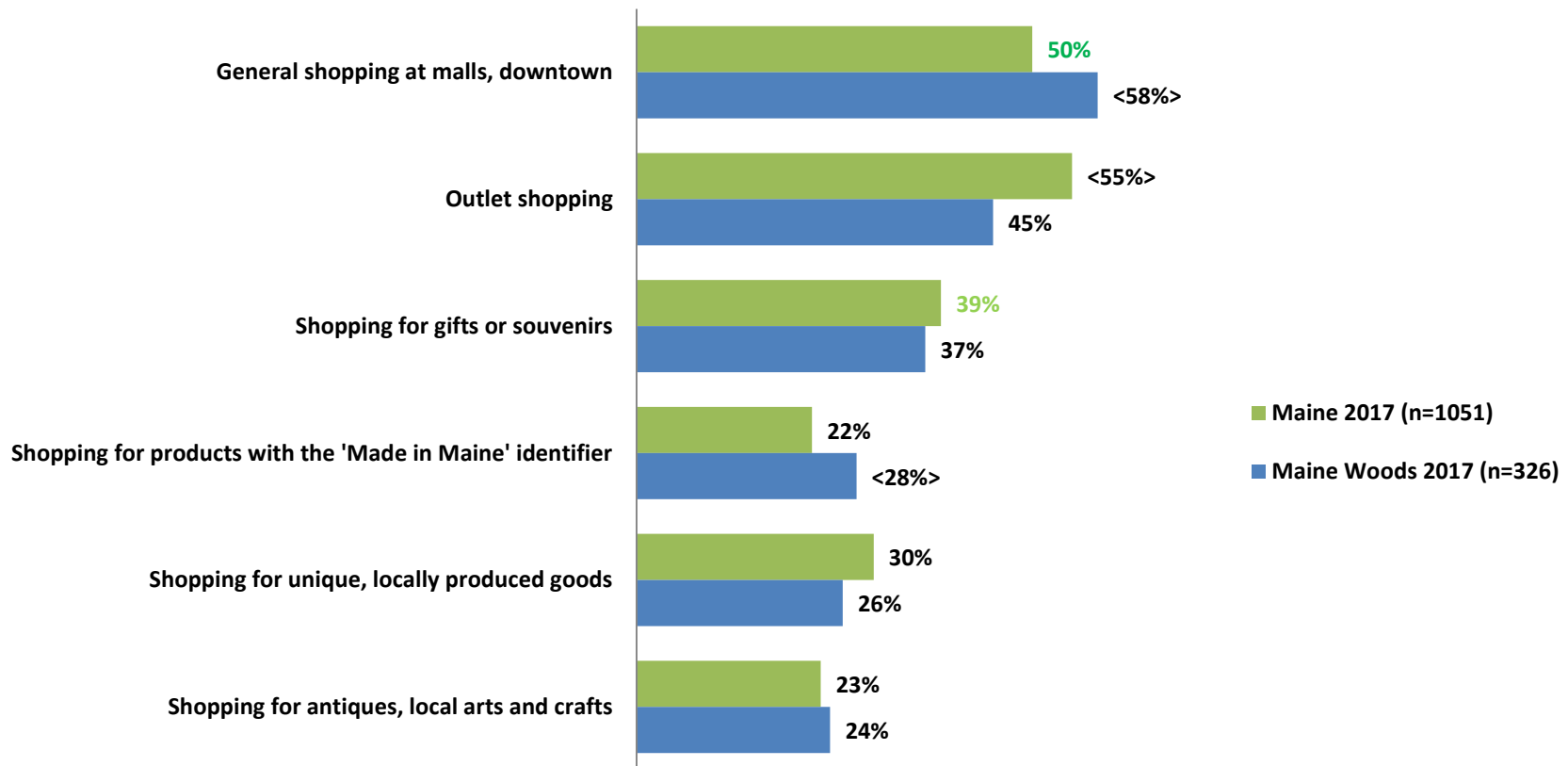
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Maine Woods day visitors interested in shopping are most likely to do some *general shopping at malls/downtown*.

- General mall or downtown shopping and shopping for products with the “Made in Maine” identifier are more popular among Maine Woods shopping enthusiasts than they are among shoppers visiting the State of Maine as a whole. *Outlet shopping* is less popular among Maine Woods visitors.

Shopping Activities

Base: Those who report shopping as an interest area for their Maine trip



Q20. In which of the following activities did you participate during this trip? Please check all that apply.

<> indicates a significant difference between subgroups at the 95% confidence level.

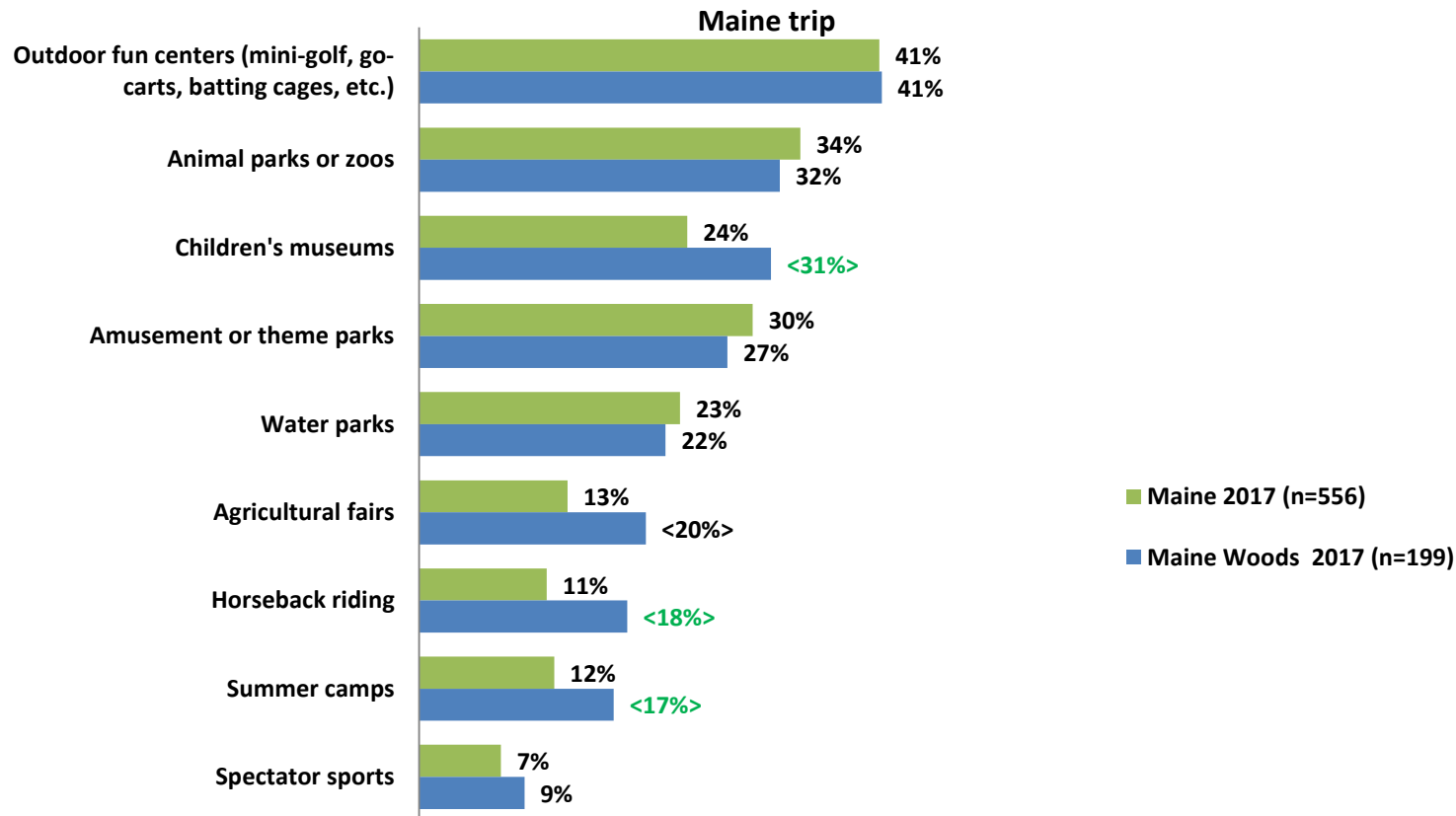
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Outdoor fun centers are the most common family fun/children's activity among Maine Woods day visitors.

- Day visitors to the Maine Woods region who are interested in family fun/children's activities are more likely than day visitors to the State as a whole to *visit children's museums, attend agricultural fairs, go horseback riding, and attend summer camps.*

Family Fun or Children's Activities

Base: Those who report Family Fun or Children's Activities as an interest area for their



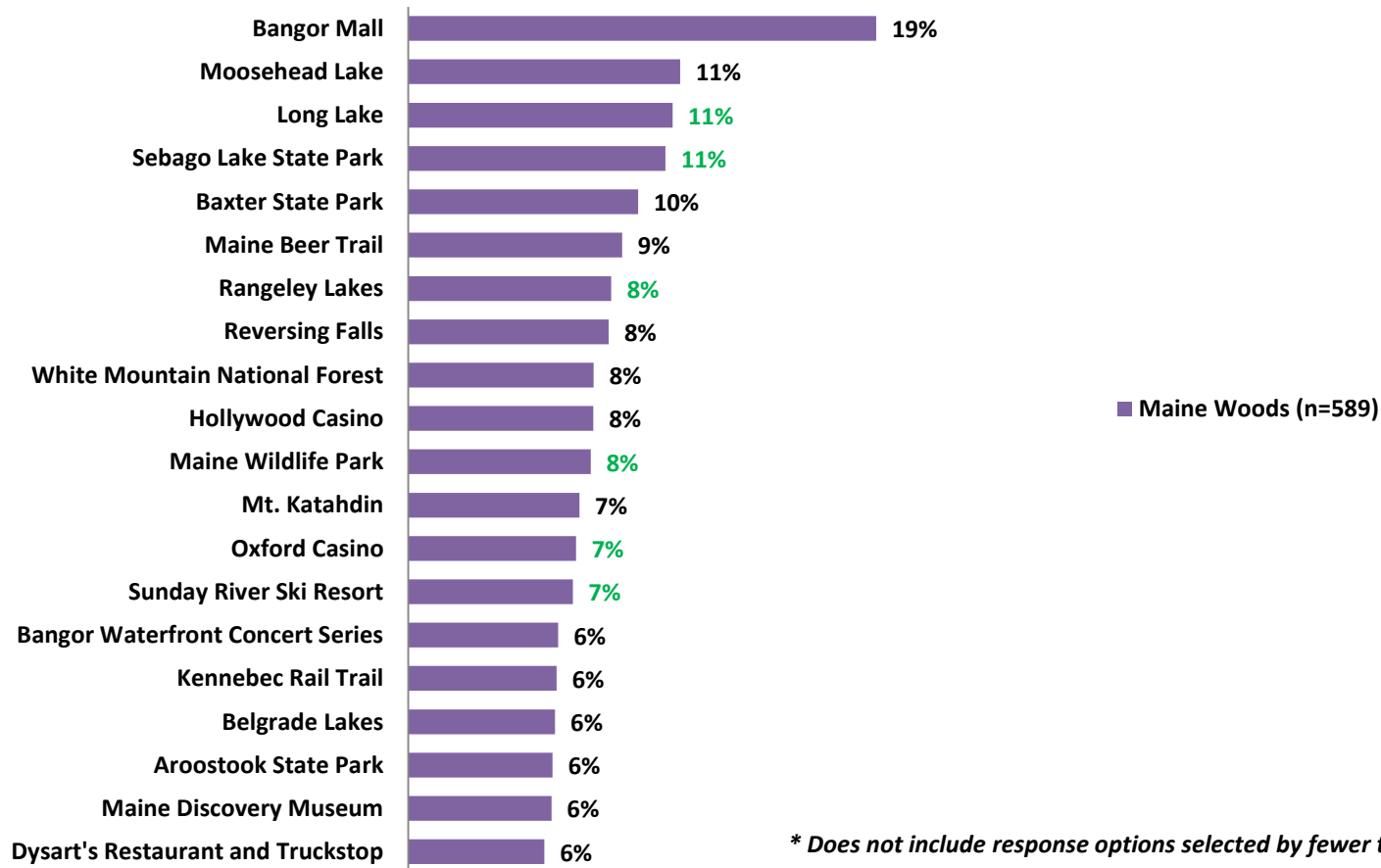
Q20. In which of the following activities did you participate during this trip? *Please check all that apply.*

<> indicates a significant difference between subgroups at the 95% confidence level.

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

As with overnight visitors to the Maine Woods, the *Bangor Mall* is also the most visited location among day visitors to this area.

Top Attractions/Locations Visited*



* Does not include response options selected by fewer than 6% of respondents.

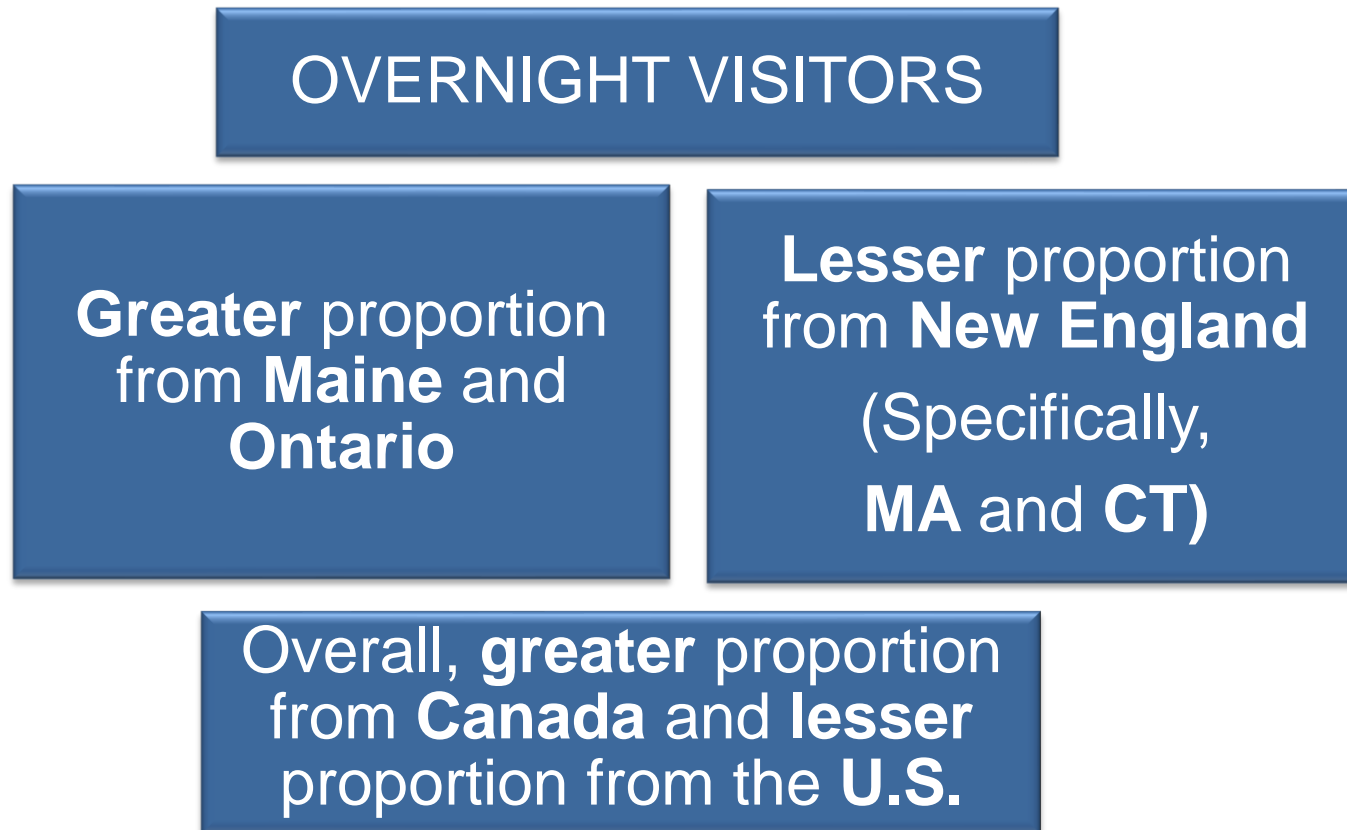
Highlights: Maine Woods Visitors Compared to Maine Visitors

Highlights: Region vs. State

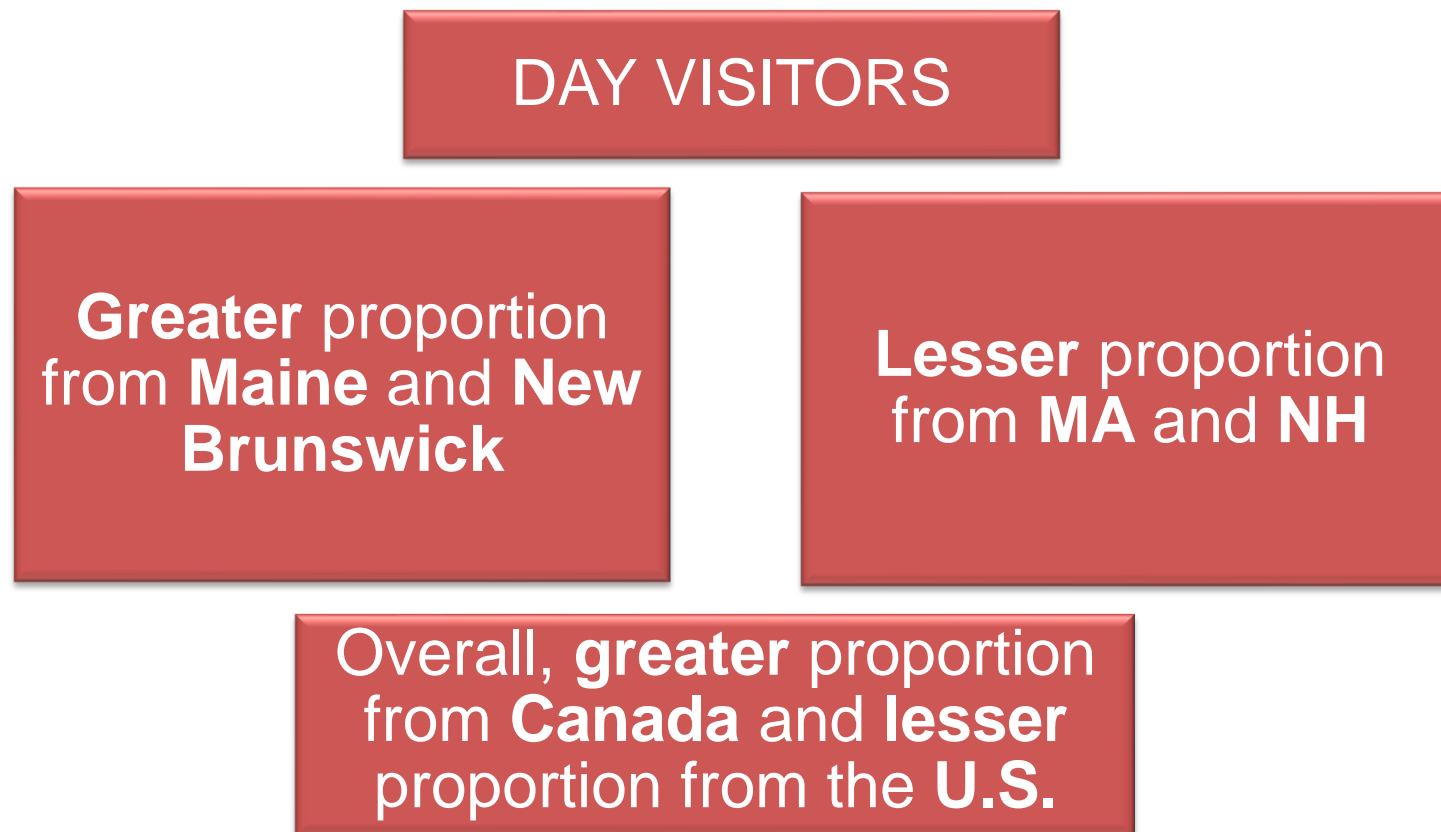
- Visitors to the Maine Woods region and visitors to the State of Maine as a whole differ in a number of areas. These variations can be seen in:
 - Visitor demographics,
 - Visitor origin,
 - Areas of interest, and
 - The activities they participate in while visiting.
- Highlights of these differences are shown on the following pages.

Visitor Origin

Compared to visitors to the entire State, visitors to the Maine Woods region differ in the following ways:



Visitor Origin



Visitor Demographics

DAY VISITORS

OVERNIGHT VISITORS

Lower annual household
income

Younger
Lower annual household
income
More likely to **travel with**
kids
More likely to be **first-**
time visitors

Trip Interest Areas

OVERNIGHT VISITORS

More likely to want to pursue:

Active outdoor activities

Family fun/children's
activities

History or culture

Less likely to want to pursue:

Shopping

Touring or sightseeing

Food/beverage/culinary
activities

Trip Interest Areas

DAY VISITORS

More likely to want to
pursue **active outdoor**
activities

Less likely to want to pursue:
Food/beverage/culinary
activities

Trip Interests and Importance (Travel Driver Index)

OVERNIGHT VISITORS

More likely to place
importance on:

Active outdoor activities
History/culture activities

Less likely to place
importance on:

Food/beverage/culinary
activities

Trip Interests and Importance (Travel Driver Index)

DAY VISITORS

More likely to place
importance on:
Active outdoor activities

Less likely to place
importance on:
Food/beverage/culinary
activities

Trip Activities

OVERNIGHT AND DAY VISITORS

More likely to be:

Canoeing/kayaking
Visiting Farmer's Markets
Hunting
General shopping at
malls/downtown
Motor boating
Water skiing/jet skiing
Riding all-terrain vehicles
White water rafting
Snowshoeing
Visiting children's museums

Less likely to be:

Eating lobster or other local
seafood
Going to the beach
Outlet shopping

Trip Activities

OVERNIGHT VISITORS

More likely to be:

Skiing

Sailing

Camping

Fishing

Enjoying local food at fairs/festivals

Eating farm-to-table/organic cuisine

Trip Activities

DAY VISITORS

More likely to be:

Shopping for products with the
“Made in Maine” identifier

Enjoying the mountain views

Wildlife viewing/bird watching

Enjoying unique Maine food and
beverages

Attending agricultural fairs

Horseback riding

Attending summer camps



Digital **Research** Group
DRI | CRITICAL **INSIGHTS** | dpa

172 Commercial Street
Portland, ME 04101
207.985.7660
www.digitalresearch.com