

Government of the Northwest Territories
2008 Fishers Study
Final report
April 30, 2009

226-388 donald street
winnipeg manitoba
canada R3B 2J4
204.989.8002
fax 204.989.8048
ki2@kisquared.com
kisquared.com
kisquared



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Introduction

The Government of the Northwest Territories (GNWT), through the Department of Industry, Tourism and Investment (ITI), has a mission to provide quality programs and services to support economic prosperity and community self-reliance in the Northwest Territories (NWT). To further its mission, ITI retained **kisquared** to conduct the 2008 Fishers Telephone Survey. This annual survey captures information about fisher characteristics, trip characteristics, travel attitudes and spending pattern.

Objectives

The primary objectives of this study are:

- To profile fishers and track any changes in fisher profiles over time;
- To learn fishers' reasons for visiting the NWT;
- To identify information sources and amount of time used for trip planning by fishers;
- To explore fishers' trip characteristics, including accommodations, destinations and activities;
- To gauge the effect of previous NWT fisher on current fisher visits;
- To ascertain fisher interest and participation in Aboriginal tourism products;
- To measure fisher satisfaction with various products and services in the NWT;
- To detect important considerations for fishers choosing a vacation destination;
- To measure spending by fishers; and
- To condense a series of destination attributes to better understand how they motivate fishers to the NWT in order to inform future research endeavours.

Methodology

- **kisquared** based this questionnaire on the 2007 Fishers Study in close consultation with GNWT project personnel.
- In preparation for fielding the survey, GNWT project personnel sent **kisquared** a list of contacts that purchased fishing licenses expiring between January 2008 and February 2009. The data manager removed unusable contacts from the sample before fielding. “Unusable contacts” were defined as numbers having too many / too few digits, or duplicates of contacts with the same number and name.

- Senior **kisquared** interviewers were briefed to conduct all interviews. For each question involving dollar amounts and nights stayed, additional instructions to interviewers were included in the questionnaire if the response fell within parameters that required probing for validation. The parameters, which are specific to each question, are the same as those given in this report's *Appendix A: Outlier report*. The instructions and parameters were designed to flag most outlier responses at the time the response is recorded. Interviewers were required to record how each outlier response was validated by the respondent; these notes were then entered into the data file and reviewed by an analyst.
 1. Telephone interviews were completed with 600 fishers after their (estimated) date of return home. Call records were kept for all calls, including completed interviews, incomplete interviews, refusals, and out-of-scope calls.
 2. A callback protocol of five attempts per sample point was used throughout this project. **kisquared**'s experience with the past Trip Diary and Fishers studies for the NWT has shown that this number of attempts is needed to achieve the desired response rate.
 3. Telephone calls were made on weeknights and weekends, taking time zones into consideration.
 4. During fielding, respondents' answers were recorded directly onto hard-copy questionnaires, and then entered using industry-standard software (SPSS Data Entry 4.0). Trained and experienced data entry operators keyed each survey's data into two separate files. Both data files were then error-checked by electronically comparing them to each other. Any discrepancies in the data were automatically identified, and were resolved by the **kisquared** operators from the original hard-copy questionnaire.
 5. Interviewers are audited throughout the project for quality assurance purposes.
- Frequency and descriptive statistics were run and reported on where appropriate. Variables were then recoded, with categories collapsed or excluded in some cases (a necessary step for testing using *chi-square* analysis), and cross-tabulated with other variables, with those cross-tabulations tested for statistical significance. Where possible, each variable was cross-tabulated with each of the following variables:
 - Guided or unguided fisher (Q10);
 - Number of nights in the NWT (Q32);
 - First-time NWT travellers (Q34);
 - Travel party composition (Q38);
 - Party size (Q39);
 - Region of origin (Q40);
 - Education level (Q129);
 - Occupation (Q130);
 - Household income (Q131);
 - Age (132); and
 - Gender.

- Where significant, cross-tabulation data has been discussed in the body of the report under the relevant sections. Respondent groups that have a bias toward or against certain responses are listed as such alongside each response variable.
- Factor analysis was run on a series of 23 questions, each measuring the importance of a particular destination attribute in a traveller's vacation destination decision. While factor analysis is sometimes used as a step in further modelling (e.g., through multiple regression), in this study it was used to meet the final objective listed under "Objectives" above. Further details of the factor analysis conducted for this report can be found in *Appendix C: Methodological notes regarding factor analysis*.

Reporting

This report presents all relevant and significant findings revealed by the analyses described above. Where frequencies are reported (usually in charts and tables), responses of *don't know* and *refusals* are excluded.

Terminology

The following terms are used throughout this report:

- Fishers** includes all those represented in this study, namely, individuals who fished in the NWT in 2008, and participated in a telephone interview about their recent trip to the NWT.
- Where **expenditures** are reported, they represent expenditures exclusively for respondents to this study, and do not represent the expenditures of all visitors to the NWT.

This report consists of the following sections:

- Introduction* (Objectives, Methodology, Reporting);
- Executive summary* (Key findings);
- Study findings presented in full under the headings of
 - Trip planning*,
 - Trip characteristics*,
 - Trip expenditures*, and
 - Fisher profile*;
- Appendix A: Outlier report*;
- Appendix B: Survey marginals* (the raw questionnaire, with frequency data included for each question);
- Appendix C: Methodological notes regarding factor analysis*; and
- Appendix D: Factor score crosstabs*.

Executive summary

Who fishes the NWT?

- Nine out of every ten fishers who visit the NWT are men. The majority of fishing parties are comprised of friends or family. The most common group size of fishing parties are two people, or between six and ten people.
- Two thirds of fishers who visit the NWT are Canadians; 41% of NWT Canadian fishers are from Alberta. The majority of fishers are between 41 and 70 years of age. There are no significant changes in the demographics of fishers travelling to NWT when compared to the 2007 data.
- Most fishers have a high school diploma or a technical diploma or certificate. While two thirds have some post-secondary education, over one tenth of NWT fishers have less than high school. Most fishers have an annual household income of \$90,000 or more.
- One-fifth of fishers who visit the NWT are professionals. Retirees, trades people, those in management and the self-employed make up the remainder of those fishing in the NWT.

Why do they fish in the NWT?

- The vast majority of fishers visited only the NWT and considered no other locations when choosing their destination for this trip. Those who considered competing destinations before choosing the NWT are most likely to consider British Columbia and Alaska, which is similar to 2007.
- In choosing a fishing destination, the attributes fishers rate as most important are: relaxation, outstanding scenery and personal safety. The importance that fishers assigned to various destination attributes varied by fisher characteristic (see Figure 16 on page 32 for a detailed breakdown of importance of destination attribute by fisher characteristics).
- The top reason for visiting the NWT is to fish. In addition to fishing, other activities fishers participate include wilderness / isolation / landscape / wildlife; visiting family or friends; and for general interest, with the first two reasons similar to 2008. Cross-tabulations indicate that those in management are more likely to cite wilderness, isolation, landscape or wildlife as a top three reason for their NWT visit. Solo travellers and females are more likely to cite visiting the NWT to visit family or friends; and professionals are more likely to visit the NWT for general interest.

When and how do fishers plan their trips?

- More than three quarters of fishers start thinking about a trip to the NWT one year or less before actually taking the trip and over two fifths make a firm decision to travel to the NWT within seven months before going. American fishers are more likely to think about their trip for a longer period, and Canadians are less likely to do so.

- The most popular information sources used by fishers to plan their NWT trip include: friends and relatives; word of mouth; and outfitter/tour operator. Least-used information sources are *Explorers Guide*; toll-free numbers; TV and radio and travel agents.

Who are first-time and repeat fishers?

- Most fishers are Repeat fishers, while approximately one third are first-time fishers to the NWT. Guided fishers are more likely to be first-time NWT fishers and unguided fishers are typically repeat fishers.
- First-time NWT fishers typically have completed some technical college / university education or a technical diploma or certificate; and are between 41 to 50 years old. Repeat fishers typically have less than high school education or a high school education, and are 30 or younger or over 60 years of age.

How and where do fishers travel in the NWT?

- One half of fishers travel to their primary NWT destination on commercial airlines or in their own cars and trucks, while a small number travel in private planes or their own RV. Travel to secondary destinations within the NWT is similar.
- The average length of a fishing trip to the NWT is eight nights. Nearly three tenths stayed over seven nights. Americans, self-employed fishers and fishers with an undergraduate degree are more likely to visit longer, whereas Canadians (who in 2007 were likely to stay longer) and fishers travelling with co-workers are likely to have shorter stays.
- As in 2007, the most popular primary destinations for fishers are Yellowknife, Fort Providence and Great Slave Lake. The most popular secondary destinations are Yellowknife and Fort Providence. One quarter of fishers also visited Alberta during their trip.
- More than two thirds of fishers stay at outfitters lodges or camps, staying an average of six nights at these accommodations. Hotel or motel accommodations are used by less than one third of visitors, the average stay being about three nights. Longer-stay fishers are likely to stay in a hotel or with friends or relatives.
- While in the NWT, friends and family, and outfitters are the most popular information sources for fishers. Information sources differ from 2007 as fishers accessed visitor information centres and people fishers' met as their main resources. Unguided fishers and fishers with an undergraduate degree are likely to use friends and family as an information source. Americans and fishers travelling with co-workers are more likely to use outfitters as an information source. However, over one quarter of fishers sought no additional information while in the NWT.

What do fishers do when they visit?

- In 2008, over two fifths of fishers took a guided fishing guided fishing in the NWT. In comparison to 2007, nearly two fifths of fishers took unguided fishing trips. Fishers staying at lodges tend to purchase guided fishing tours. First-time NWT fishers and Americans are most likely to purchase a guided fishing tour.

- Many fishers do not participate in other activities while in the NWT. For those who do, the most popular activities include boating, unguided fishing, sightseeing, photography, wildlife viewing and guided fishing. The least prevalent activities among fishers are sailing, whitewater kayaking and biking. Not surprisingly, length of stay and visitors' primary destination influence the activities they participate in (see Figure 32 on page 49 for a detailed breakdown of activity participation by fishers).
- Some fishers had hoped to participate in activities that were not available to them during their NWT visit. Golfing, whitewater rafting and sightseeing on a glass bottom boat tour were the unavailable activities cited most often. The vast majority of fishers (97%) did not report wanting to participate in activities that were unavailable.
- More than one tenth of fishers visit a territorial or national park while in the NWT; these tend to be unguided fishers and Canadians. Twin Falls Territorial Park and Fort Providence Territorial Park are the territorial parks most cited by fishers; Wood Buffalo National Park is the most visited national park.
- As in the previous year, less than one tenth of fishers (8% in 2008, compared with 7% in 2007) participate in Aboriginal activities. Fishers participating in Aboriginal activities visited Aboriginal or historical sites, burial site, participated in National Aboriginal Day activities, and participated in festivals.

Are fishers satisfied?

- Fishers are satisfied with the quality of services in the NWT; the majority rates the quality of services above 4.05 on a 5-point scale. Average satisfaction ratings are all above 3.04 on a 5-point scale, which is a slight decrease from satisfaction ratings in 2007 (average rating was 3.38). The service in airports, visitor information centres and values for money in campgrounds have the highest satisfaction scores. Variety of tours, and the price and selection of arts and crafts have the lowest satisfaction ratings. The high and low satisfaction scores for the quality of services in 2008 are similar to those in 2007.
- Fishers are satisfied with the majority of activities they participate in; most activities are rated as greater than 4.0 on a 5-point scale. The average satisfaction scores range from 3.0 to 4.8 (slightly up from 2.35 to 4.68 in 2007) on a 5-point scale. Fishers report the most satisfaction with the following activities: guided fishing, boating, sightseeing and unguided fishing. Satisfaction ratings for most activities are higher in 2008 compared to 2007. Fishers report lower satisfaction with sailing, whitewater kayaking and biking (see Figure 32 on page 49 for a detailed breakdown of activity satisfaction by fishers).
- Fishers are very satisfied with the quality of their outfitters services. The average satisfaction rating for services is above 3.88 on a 5-point scale. The shore lunches, meals, guides, and lodge and camp services and amenities have the highest satisfaction scores. Kitchen items, tents and mapping equipment have the lowest satisfaction ratings.

How do fishers spend their money?

- The largest expense for fishers is on pre-paid packages, with an average cost of \$4,283 per fisher.

- The most common expenses for fishers after pre-paid packages are: fuel, airfare, groceries and dining; this is somewhat different than in 2007, when the most common expense for fishers after fuel and groceries were camping, and purchasing arts and crafts. Two fifths paid for hotels and camping. Not surprisingly, longer-stay visitors tend to have higher expenditures.
- Cross-tabulations show that very few fishing parties rent boats or vehicles or purchase airfare within the NWT, which is similar to 2007.
- Canadian fishers spend more on fuel (\$143; up from \$137 compared to 2007), groceries (\$87) and dining (\$67); Americans tend to have greater total trip expenditures than do Canadians. Females are likely to spend more on fuel and groceries than are males.
- Fishers under the age of 30 tend to spend more on camping and groceries. Those with Some technical college / university education tend to spend more on dining and fuel; fishers, whose income is \$50,000 to \$70,000, are likely to spend more money on souvenirs.

Note: *Trip expenditures* data represents the expenditures of study respondents exclusively, and not those of all NWT fishers.

What motivates different visitor groups?

Factor analysis was undertaken to condense a series of destination attributes to better understand how they motivate visitors to the NWT in order to inform future research endeavours. An outline of this analysis is provided in Figure 1 below, and the findings are described in detail starting on page 16.

Figure 1 SUMMARY OF FACTOR ANALYSIS

Factor	Attribute concept measured	Variance explained by factor	Questions related to factor	Segments most driven by concept*	Variable that best represents factor*
1	Learning experiences	25.3%	Q80, 82-87, 88, 93, 94	<ul style="list-style-type: none"> <input type="radio"/> Stay: More than 7 nights <input type="radio"/> First time fishers <input type="radio"/> Occupation: Self-employed, trades <input type="radio"/> Income: < \$70,000 	Q86 Opportunity to purchase arts and crafts
2	Comfort and safety	10.6%	Q96-99	<ul style="list-style-type: none"> <input type="radio"/> First time fishers <input type="radio"/> Party size: Family <input type="radio"/> Education: High school or less <input type="radio"/> Gender: Female 	Q97 High standards of cleanliness and hygiene
3	Authentic outdoor experiences	5.0%	Q86, 91-95, 98, 99,	<ul style="list-style-type: none"> <input type="radio"/> Stay: More than 5 nights <input type="radio"/> Origin: US <input type="radio"/> Education: Graduate degree <input type="radio"/> Age: Over 50 <input type="radio"/> Gender: Male 	Q91 Exciting nightlife and entertainment
4	Managed experiences	4.2%	Q79, 90, 92, 93	<ul style="list-style-type: none"> <input type="radio"/> Guided fisher <input type="radio"/> First time fishers <input type="radio"/> Origin: US <input type="radio"/> Education: Some or completed post-secondary <input type="radio"/> Income: > \$90,000 	Q90 Package tours to destination
5	Stretched boundaries	3.3%	Q80-83, 85	<ul style="list-style-type: none"> <input type="radio"/> Stay: More than 7 nights <input type="radio"/> First time fishers <input type="radio"/> Origin: US <input type="radio"/> Age: 31 to 40 	Q82 Personal challenges
6	An inexpensive trip	2.6%	Q89, 98-100	<ul style="list-style-type: none"> <input type="radio"/> Party size: Family, Not alone <input type="radio"/> Origin: Canada <input type="radio"/> Education: High school or less <input type="radio"/> Occupation: Trades <input type="radio"/> Gender: Female 	Q100 Cost to get to destination

Note: *As determined by high factor scores.

Trip planning

Choosing a vacation destination

When fishers are selecting their vacation destinations, they consider a variety of attributes. Fishers consider the following factors as most important: a relaxing break from work (mean of 4.40); outstanding scenery (4.38); personal safety (4.15); and high standards of cleanliness and hygiene (4.11). Items considered least important include exciting nightlife and entertainment (2.14) and interesting shopping (2.08) (see Figure 2).

Figure 2 IMPORTANCE OF ATTRIBUTES WHEN CHOOSING A VACATION DESTINATION

Aspect	Mean 2007	Mean 2008
Relaxing break from work	4.50	4.40
Outstanding scenery	4.35	4.38
Personal safety	4.26	4.15
High standards of cleanliness and hygiene	4.23	4.11
Viewing wildlife	4.09	4.10
Parks and wilderness areas	4.03	3.74
Cost to get to destination	3.75	3.65
Learning opportunities	3.58	3.60
Cost of accommodation and meals	3.63	3.56
Physical adventure	3.64	3.53
Meeting new people	3.59	3.51
Personal challenges	3.46	3.37
Having fun, being entertained	3.31	3.31
Reliable weather	3.44	3.20
Package tours to destination	3.00	3.07
Unique or different cultural groups	3.19	2.99
Experiencing nature with a guide	3.13	2.98
Warm, sunny climate	3.22	2.95
Opportunity to purchase arts and crafts	2.75	2.47
Luxury accommodations	2.45	2.40
Opportunities to take organized tours	2.53	2.38
Exciting nightlife and entertainment	2.30	2.14
Interesting shopping	2.30	2.08

Note: Data from Q79 to Q101. Mean scores are based on a five-point scale where one is “not at all important” and five is “extremely important.”

Attribute importance varies significantly by fisher characteristics; details are provided in Figure 3 below. The cross-tabulation table below shows the attributes in the left column, those fisher segments *more* likely to rate that attribute as important in the middle column, and those *less* likely to do so listed in the right column. For example, fishers who purchased a guided fishing tour are *more* likely to rate *experiencing nature with a guide* as important, while unguided fishers are *less* likely to rate this attribute as important in choosing a destination.

Figure 3 INFLUENCES ON IMPORTANCE OF DESTINATION ATTRIBUTES

Attribute	More likely to rate as important	Less likely to rate as important
Experiencing nature with a guide	<ul style="list-style-type: none"> <input type="radio"/> Guided fishers <input type="radio"/> First time fishers <input type="radio"/> Party size: 1 person <input type="radio"/> Origin: US <input type="radio"/> Occupation: Retired <input type="radio"/> Age: Over 60 	<ul style="list-style-type: none"> <input type="radio"/> Unguided fishers <input type="radio"/> Stay: 5 nights or less <input type="radio"/> Repeat fishers <input type="radio"/> Origin: Canada <input type="radio"/> Occupation: Trades <input type="radio"/> Income: \$50,000 to less than \$90,000 <input type="radio"/> Age: 40 or younger
Unique or different cultural groups	<ul style="list-style-type: none"> <input type="radio"/> Stay: More than 7 nights <input type="radio"/> First time fishers <input type="radio"/> Education: Some technical college; OR technical diploma or certificate <input type="radio"/> Age: Over 60 	<ul style="list-style-type: none"> <input type="radio"/> Party size: 1 person <input type="radio"/> Education: Less than high school <input type="radio"/> Age: 30 or younger
Viewing wildlife	<ul style="list-style-type: none"> <input type="radio"/> Education: Some technical college / university 	<ul style="list-style-type: none"> <input type="radio"/> Education: Less than high school
Opportunity to purchase arts and crafts	<ul style="list-style-type: none"> <input type="radio"/> Unguided fisher <input type="radio"/> Stay: More than 7 nights <input type="radio"/> Education: Some technical college / university, and technical diploma or certificate <input type="radio"/> Occupation: Trades 	<ul style="list-style-type: none"> <input type="radio"/> Origin: US <input type="radio"/> Education: Undergraduate and graduate degree <input type="radio"/> Occupation: Management
Parks and wilderness areas	<ul style="list-style-type: none"> <input type="radio"/> Age: 31 to 40 	<ul style="list-style-type: none"> <input type="radio"/> Age: Over 60
Cost of accommodations and meals	<ul style="list-style-type: none"> <input type="radio"/> Party size: Family 	
Package tours to destination	<ul style="list-style-type: none"> <input type="radio"/> Guided fishers <input type="radio"/> First time fishers 	<ul style="list-style-type: none"> <input type="radio"/> Unguided fisher

Figure 3 continued...

Attribute	More likely to rate as important	Less likely to rate as important
Exciting nightlife and entertainment	<ul style="list-style-type: none"> <input type="radio"/> Party size: Co-workers <input type="radio"/> Party size: More than 3 people <input type="radio"/> Occupation: Trades <input type="radio"/> Income: Under \$50,000 <input type="radio"/> Age: 30 or younger 	<ul style="list-style-type: none"> <input type="radio"/> Party size: 1 or 2 people <input type="radio"/> Origin: US <input type="radio"/> Education: Graduate degree <input type="radio"/> Occupation: Retired <input type="radio"/> Age: 51 to 60
Luxury accommodations	<ul style="list-style-type: none"> <input type="radio"/> Guided fishers <input type="radio"/> Party size: 3 to 5 people 	<ul style="list-style-type: none"> <input type="radio"/> Unguided fisher <input type="radio"/> Party size: 1 or 2 people
Opportunities to take organized tours	<ul style="list-style-type: none"> <input type="radio"/> First time fisher <input type="radio"/> Education: Some technical college 	<ul style="list-style-type: none"> <input type="radio"/> Repeat fishers <input type="radio"/> Education: Some technical / college or graduate degree
Interesting Shopping	<ul style="list-style-type: none"> <input type="radio"/> Unguided fisher <input type="radio"/> Occupation: Self-employed 	<ul style="list-style-type: none"> <input type="radio"/> Origin: US <input type="radio"/> Occupation: Retired
Having fun, being entertained	<ul style="list-style-type: none"> <input type="radio"/> First-time fishers <input type="radio"/> Origin: Canada <input type="radio"/> Education: High school or less <input type="radio"/> Occupation: Trades <input type="radio"/> Age: 31 to 50 	<ul style="list-style-type: none"> <input type="radio"/> Origin: US <input type="radio"/> Education: Graduate degree <input type="radio"/> Occupation: Self-employed and retired <input type="radio"/> Age: Over 60
High standards of cleanliness and hygiene	<ul style="list-style-type: none"> <input type="radio"/> Party size: Family 	
Warm, sunny climate	<ul style="list-style-type: none"> <input type="radio"/> Stay: 5 nights or less <input type="radio"/> Party size: Family <input type="radio"/> Party size: More than 5 people <input type="radio"/> Origin: Canada <input type="radio"/> Income: Under \$50,000 to less than \$70,000 <input type="radio"/> Gender: Female 	<ul style="list-style-type: none"> <input type="radio"/> Stay: More than 5 nights <input type="radio"/> Party size: 1 person <input type="radio"/> Party size: 1 or 2 people <input type="radio"/> Origin: US <input type="radio"/> Income: Over \$90,000 <input type="radio"/> Age: 41 to 50 or over 60
Physical adventure	<ul style="list-style-type: none"> <input type="radio"/> Stay: More than 7 nights <input type="radio"/> First time fishers <input type="radio"/> Education: Technical diploma or certificate; graduate degree <input type="radio"/> Occupation: Self-employed <input type="radio"/> Age: 31 to 40 	<ul style="list-style-type: none"> <input type="radio"/> Education: Less than high school <input type="radio"/> Occupation: Retired <input type="radio"/> Age: Over 60
Personal challenges	<ul style="list-style-type: none"> <input type="radio"/> Stay: More than 7 nights 	
Learning opportunities	<ul style="list-style-type: none"> <input type="radio"/> Stay: More than 7 nights <input type="radio"/> First time fishers <input type="radio"/> Education: Some technical college / university 	<ul style="list-style-type: none"> <input type="radio"/> Stay: 5 nights or less <input type="radio"/> Education: Less than high school

Figure 3 continued...

Attribute	More likely to rate as important	Less likely to rate as important
Meeting new people	<ul style="list-style-type: none"> <input type="radio"/> Education: Less than high school or high school <input type="radio"/> Occupation: Self-employed or retired 	<ul style="list-style-type: none"> <input type="radio"/> Origin: US <input type="radio"/> Education: Graduate degree <input type="radio"/> Gender: Female
Unguided vehicle tour	<ul style="list-style-type: none"> <input type="radio"/> Stay: More than 6 nights <input type="radio"/> Age: 41 to 60 	<ul style="list-style-type: none"> <input type="radio"/> Stay: 5 nights or less <input type="radio"/> Age: 30 or younger and 41 to 50
Reliable weather	<ul style="list-style-type: none"> <input type="radio"/> Unguided fisher <input type="radio"/> Origin: Canada <input type="radio"/> Education: High school or less <input type="radio"/> Income: \$50,000 to less than \$70,000 <input type="radio"/> Age: 30 or younger 	<ul style="list-style-type: none"> <input type="radio"/> Stay: More than 7 nights <input type="radio"/> Origin: US <input type="radio"/> Education: Technical diploma or certificate, or graduate degree <input type="radio"/> Income: \$70,000 to less than \$90,000 <input type="radio"/> Age: 31 to 50
Cost to get to destination	<ul style="list-style-type: none"> <input type="radio"/> Party size: Family 	<ul style="list-style-type: none"> <input type="radio"/> Party size: Couple
Relaxing break from work	<ul style="list-style-type: none"> <input type="radio"/> Occupation: Trades <input type="radio"/> Age: 30 or younger 	<ul style="list-style-type: none"> <input type="radio"/> Origin: US <input type="radio"/> Occupation: Retired <input type="radio"/> Age: Over 60

Factor analysis: vacation destination motivators

kisquared measured the importance of 23 different attributes to respondents' choice of vacation destination. The resulting data were analyzed using factor analysis, which condensed 22 of the variables into six conceptual groupings, otherwise known as factors. One of the 23 variables was excluded from the analysis; the rationale for this is included among other methodological notes provided in Appendix C: Methodological notes regarding factor analysis.

The six factors (labels based on **kisquared**'s interpretation) are: *Learning experiences*; *Comfort and safety*; *Authentic outdoor experiences*; *Managed experiences*; *Stretched boundaries*; and *An inexpensive trip*. Details of each, including their relationship with the 22 destination attribute variables used to generate the analysis, are shown in Figure 5 on page 21 and are discussed below.

There is strong similarity between the six factors and those revealed in the trip diaries factor analysis performed earlier this year, which produced the seven factors of *Safe, urban and indoor activities*; *Hard outdoor adventure*; *Passive outdoor activity*; *Self-guided travel*; *Money is no object* (in selecting destination); *All-weather experiences*; and *A culture-free visit*.

Figure 4 A COMPARISON OF FACTORS EXTRACTED IN FISHERS AND TRIP DIARIES STUDIES

Trip diaries concept	Fishers concept	Primary difference
Money is no object	An inexpensive trip	Inversion
Hard outdoor adventure	Stretched boundaries	Stretched boundaries is a wider concept that includes hard outdoor adventure and other learning experiences
Safe urban and indoor activities	Authentic outdoor experiences (inverted)	Inversion
Passive outdoor activity	Learning experiences	Learning experiences is a wider concept including outdoor experiences and an inversion of <i>A culture free-visit</i>
A culture-free visit		
Self-guided travel	Managed experiences	Inversion
All-weather experiences	Comfort and safety	Inversion

Factor 1: Learning experiences

Ten variables have positive loadings – loadings are similar to and derived from correlations – on factor 1. The ten variables cover a range of urban and wilderness activities, cultural interactions and opportunities to learn and challenge one's self and are well-summarized by the *Learning experiences* label. Highest loadings, which indicate those variables most able to represent this concept, are for the Opportunity to purchase arts and crafts (.708), Parks and wilderness areas (.685) and Unique or different cultural groups (.644).

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The communality of the variables, meaning the degree to which variance in the variables is explained by each factor, ranges from .397 to .705. Variables at the lower end of this range are not very well explained by the model. The lowest communality of .397 is for Meeting new people. The highest are for Personal challenges (.705) and the Opportunity to purchase arts and crafts (.580). Both of these are reflected in more than one factor.

Cross-tabulations indicate that high factor scores (indicating those visitors most likely to seek learning experiences) are most likely for certain types of visitors. These relationships are described as follows:

- Trip length: Factor scores are highest among those whose trip length exceeds seven nights. Those with trips of five nights or less tend to have the lowest factor scores, which suggests that those taking shorter trips are somewhat less interested in learning experiences, at least as they are defined here.
- First-time visitors are also likely than repeat visitors to seek more learning experiences, which makes sense, as those who are returning to the NWT are less likely to learn something “new.”
- Occupation: On average, *Learning experiences* factor scores are higher among those who are self-employed, followed by those in trades, and then by professionals. Interestingly, those in management have the lowest factor scores.
- Income: There is a relationship by income, with those earning less than \$70,000 having the highest factor scores. Those earning \$70,000 to less than \$90,000 have the lowest.

Factor 2: Comfort and safety

Four variables load positively on factor 2. These are High standards of cleanliness and hygiene (.760), Personal safety (.726), Reliable weather (.540) and Warm, sunny climate (.510). The association of the four variables together suggests a concern for comfort and safety among visitors. With the highest loading, High standards of cleanliness and hygiene is the variable best summarizes this factor.

Communalities are moderately high, ranging from .479 (Warm, sunny climate) to .586 (High standards of cleanliness and hygiene). This suggests that the variance in each of these variables can be explained moderately well by the factors.

Cross-tabulations indicate that those typically most likely to value comfort and safety are first-time visitors, females, and travelling as a family. The preference for comfort and safety also appears to decline with greater education; those whose highest level of educational attainment is high school or less are the most likely to value comfort and safety in their trip.

Factor 3: Authentic outdoor experiences

Factor 3 comprises eight variables, all of which represent activities that are urban, indoor or convenient (e.g., reliable weather, organized tours), and all of which have negative loadings. This suggests that factor 3 is the inverse of activities that are urban, indoor or convenient; the label of *Authentic outdoor experiences* was selected as a best fit to represent this concept. Exciting nightlife and entertainment, has the strongest loading of all, at -.720, which suggests that it is the best representative of everything the concept of *Authentic outdoor experiences* is not.

The communalities for all variables loading on factor 3 fall in a similar range, from .411 (Having fun, being entertained) to .580 (Opportunity to purchase arts and crafts).

Cross-tabulations show the following statistically significant relationships:

- Trip length: Those whose trip length is more than seven nights are those most likely to seek authentic outdoor experiences, while those whose trip length is five nights or less are least likely.
- Origin: Americans are much more likely than Canadians to value authentic outdoor experiences.
- Education: Educational attainment plays a role; those with Masters and Doctoral degrees display the highest *Authentic outdoor experiences* factor scores and those with high school or less have the lowest scores.
- Age: The likelihood of seeking *Authentic outdoor experiences* generally increases with age, with those 30 or younger least interested in such experiences and those 50 and older most interested.
- Gender: Females are less likely than males to value such experiences.

Factor 4: Managed experiences

Factor 4 represents managed experiences – those that are filtered, guided or organized by someone other than the visitor. It is defined by four variables that load positively on it: Package tours to destination (.709); Experiencing nature with a guide (.698); Opportunities to take organized tours (.438); and Luxury accommodations (.408). The high loadings of the first two variables indicate they are the most directly representative of the *Managed experiences* concept as a whole. Communalities are modest, ranging from .443 to .549.

Cross-tabulations indicate that managed experiences are most preferred by those who purchased a guided fishing tour while in the NWT, first-time visitors, Americans, those with some post-secondary education and those earning over \$90,000 annually.

Factor 5: Stretched boundaries

The five variables that show positive loadings on factor 5, Personal challenges (.827), Physical adventure (.721), Learning opportunities (.563), Outstanding scenery (.422) and Unique or different cultural groups (.408), suggest that the factor is a measure of activities or adventures that stretch the visitor's boundaries. The highest positive loadings for Personal challenges and Physical adventure suggest that hard outdoor adventure is a central component of the *Stretched boundaries* concept. The high loadings of these variables – of Personal challenges in particular – suggests they would represent this concept relatively well in future research studies.

Communalities range from the modest .443 (Outstanding scenery) to the more robust .705 (Personal challenges), the latter of which is the most well explained by the six factors.

A number of cross-tabulations show statistically significant differences between respondent segments in *Stretched boundaries* factor scores:

- Trip length: Visitors staying more than seven nights in the NWT are the most likely to seek *Stretched boundaries*; those staying five nights or less are least likely.
- First-time visitors have somewhat higher factor scores than repeat visitors.
- Origin: Those from the US tend to have higher factor scores than do Canadian visitors.
- Age: Those aged 31 to 40 have the highest factor scores, on average, while those over 60 have the lowest.

Factor 6: An inexpensive trip

Four variables load positively on factor 6, which represents the concept of *An inexpensive trip*. These four variables are Cost to get to destination (.796), Cost of accommodation and meals (.628), Reliable weather (.460) and Warm, sunny climate (.436). Cost to get to destination, with the highest loading of .796, stands as the best representative of *An inexpensive trip*.

Cost to get to destination also has the highest communality, at .646. Cost of accommodation and meals is the lowest, at .452.

A number of cross-tabulations show statistically significant differences between respondent segments in *An inexpensive trip* factor scores:

- Trip party composition: Those travelling as families are more likely than average to seek inexpensive travel, while those travelling alone are less likely than average to do so.
- Origin: Those from Canada are more likely to seek *An inexpensive trip* more so than are those from the US.
- Education: With greater education tends to come a reduced need for travelling inexpensively, as indicated by high factor scores among those high school or less and increasingly negative factor scores among those with increasing levels of post-secondary education.
- Occupation: Those working in the trades have the highest factor scores, while professionals and the self-employed have the lowest.

- Gender: Females have higher factor scores than males, suggesting they are more price-sensitive than are males.

Figure 5 FACTOR ANALYSIS: STRUCTURE MATRIX

Variables measuring importance of attribute to traveller when choosing a vacation destination	Factor (labelled)						Commu-nality (h^2)
	1	2	3	4	5	6	
	Learning experiences	Comfort and safety	Authentic outdoor experiences	Managed experiences	Stretched boundaries	An inexpensive trip	
Q86 Opportunity to purchase arts and crafts	.708		-.414				.580
Q88 Parks and wilderness areas	.685						.483
Q80 Unique or different cultural groups	.644				.408		.468
Q84 Viewing wildlife	.628						.467
Q83 Learning opportunities	.624				.563		.508
Q85 Outstanding scenery	.603				.422		.443
Q87 Meeting new people	.600						.397
Q97 High standards of cleanliness and hygiene		.760					.586
Q96 Personal safety		.726					.535
Q99 Reliable weather		.540	-.435			.460	.463
Q98 Warm, sunny climate		.510	-.500			.436	.479
Q91 Exciting nightlife and entertainment			-.720				.567
Q94 Interesting shopping	.460		-.592				.504
Q95 Having fun, being entertained			-.574				.411
Q92 Luxury accommodations			-.558	.408			.443
Q93 Opportunities to take organized tours	.450		-.549	.438			.493
Q90 Package tours to destination				.709			.549
Q79 Experiencing nature with a guide				.698			.516
Q82 Personal challenges	.418				.827		.705
Q81 Physical adventure					.721		.537
Q100 Cost to get to destination						.796	.646
Q89 Cost of accommodation and meals						.628	.452

Note: Factor loadings are based on extraction through Principal Axis Factoring and Oblimin rotation with Kaiser Normalization ($\Delta = 0.0$). Factor loadings greater than -0.4 and less than 0.4 are not shown. Bartlett's Test of Sphericity indicates statistical significance at the 95% level for the six factors involved.

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Factor correlations

While the rotation method used for the factor analysis does not force the factors to be independent from each other, a correlation matrix of factors (Figure 6) shows that they are mostly independent from one another. There are two correlations of noteworthy strength (correlation with an absolute value of .4 or greater; shaded in yellow), described as follows:

- There is a positive correlation (.428) between *Learning experiences* and *Stretched boundaries*, which suggests that those seeking to stretch personal boundaries tend also to seek learning experiences.
- There is a positive correlation (.445) between *Comfort and safety* and *An inexpensive trip*, which suggests that those who value comfort and safety on their trip are also somewhat cost-conscious.

Figure 6 FACTOR CORRELATION MATRIX

Factor	1	2	3	4	5	6
	Learning experiences	Comfort and safety	Authentic outdoor experiences	Managed experiences	Stretched boundaries	An inexpensive trip
1 Learning experiences	1.000	.251	-.246	.271	.428	.201
2 Comfort and safety	.251	1.000	-.297	.170	.066	.445
3 Authentic outdoor experiences	-.246	-.297	1.000	-.178	.058	-.319
4 Managed experiences	.271	.170	-.178	1.000	.201	.095
5 Stretched boundaries	.428	.066	.058	.201	1.000	.033
6 An inexpensive trip	.201	.445	-.319	.095	.033	1.000

Note: Correlations with an absolute value of .4 or greater are shaded in yellow; correlations of 1.0 are shaded in grey.

Cross-tabulations

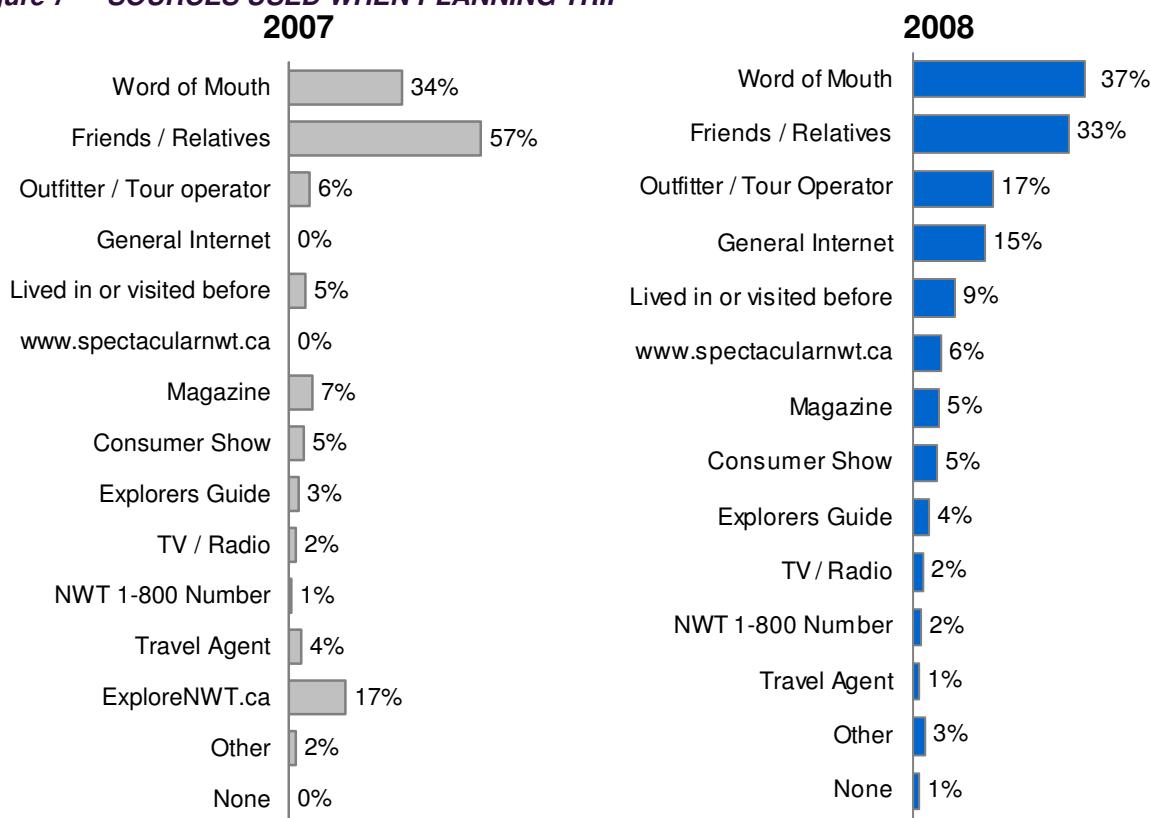
Cross-tabulations of factor scores with other variables were run and tested for statistical significance. Factor scores were coded into categories based on distance (in number of standard deviations) from the mean (See *Appendix D: Cross-tabulations of factor scores*).

Information sources used during trip planning

Fishers use many information sources when planning their trips to the NWT. In 2008, the information sources most often used include word of mouth (37%); friends or relatives (33%); outfitter/tour operator (17%); and general Internet (15%). The least used information sources include TV / radio (2%), NWT 1-800 Number (2%) and travel agent (1%).

Compared to 2007, there is a noted decrease in the use of friends/relatives as a resource for planning a trip. Using the general Internet as a trip planning source increased from 2007 (up from 0%).

Figure 7 SOURCES USED WHEN PLANNING TRIP



Note: Data from Q5. Total exceeds 100% because multiple responses were accepted.

Travel planning information sources used by fishers differ significantly by fisher characteristics; details are provided in Figure 8 below.

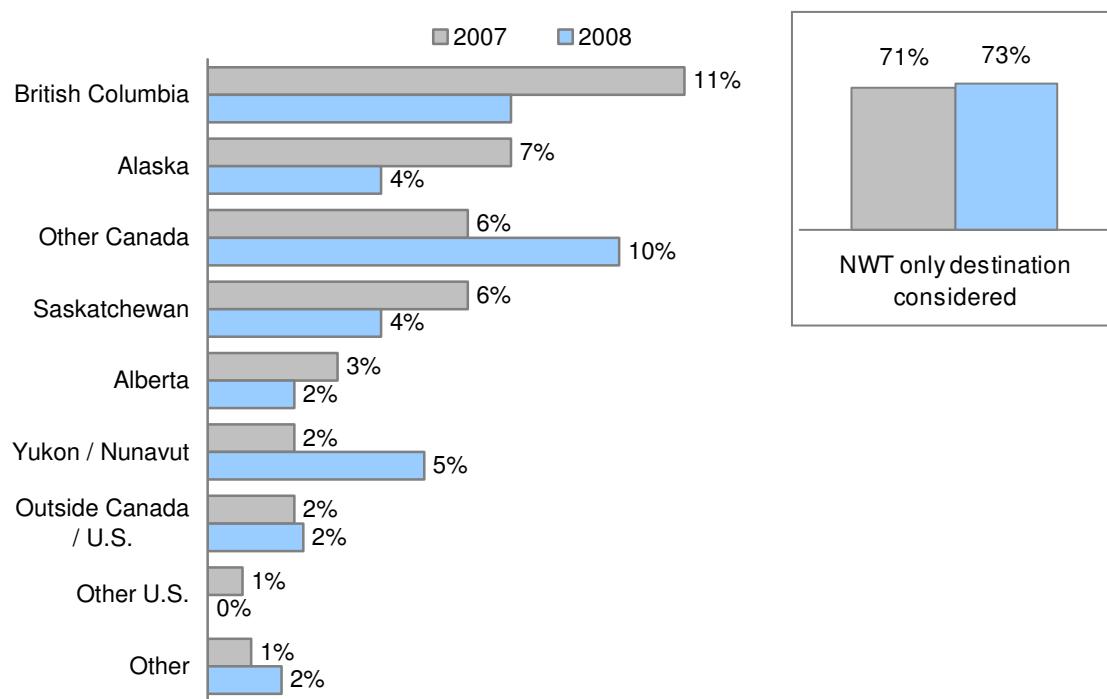
Figure 8 INFLUENCES ON INFORMATION SOURCES USED FOR PLANNING

Info source	More likely to use this source	Less likely to use this source
Outfitter or tour operator	<ul style="list-style-type: none"> <input type="radio"/> Stay: 6 or 7 nights <input type="radio"/> Party size: 1 or 2 people <input type="radio"/> Origin: US <input type="radio"/> Education: University degree <input type="radio"/> Income: Over \$90,000 <input type="radio"/> Age: Over 60 	<ul style="list-style-type: none"> <input type="radio"/> Stay: 5 nights or less <input type="radio"/> Party size: More than 3 people <input type="radio"/> Travel party type: Family <input type="radio"/> Education: Less than high school and some technical college <input type="radio"/> Income: Less than \$70,000 <input type="radio"/> Age: 40 or younger
Internet	<ul style="list-style-type: none"> <input type="radio"/> First-time fisher <input type="radio"/> Party size: 1 or 2 people 	<ul style="list-style-type: none"> <input type="radio"/> Repeat fishers <input type="radio"/> Party size: 1 person <input type="radio"/> Party size: More than 5 people
Word of mouth	<ul style="list-style-type: none"> <input type="radio"/> Stay: 5 nights or less <input type="radio"/> Guided fisher <input type="radio"/> Party size: More than 5 people <input type="radio"/> Occupation: Self-employed 	<ul style="list-style-type: none"> <input type="radio"/> Stay: 7 or more nights <input type="radio"/> First-time fisher <input type="radio"/> Party size: 1 or 2 people <input type="radio"/> Occupation: Management and retired
Friends / relatives	<ul style="list-style-type: none"> <input type="radio"/> Unguided fisher <input type="radio"/> First-time fisher <input type="radio"/> Origin: Canada 	<ul style="list-style-type: none"> <input type="radio"/> Guided fisher <input type="radio"/> Repeat fishers <input type="radio"/> Origin: US

Choosing the NWT

The majority of fishers (73%) in 2008 considered no other destination when choosing the NWT as their destination (see Figure 9 *inset*). There is no difference from 2007 (Figure 9). Of those who considered competing destinations before choosing to visit the NWT, one tenth (10%) considered other parts of Canada (up from 6%), 7% considered British Columbia (down from 11% in 2007) and 5% considered Yukon or Nunavut. Cross-tabulations are not available due to the small N size.

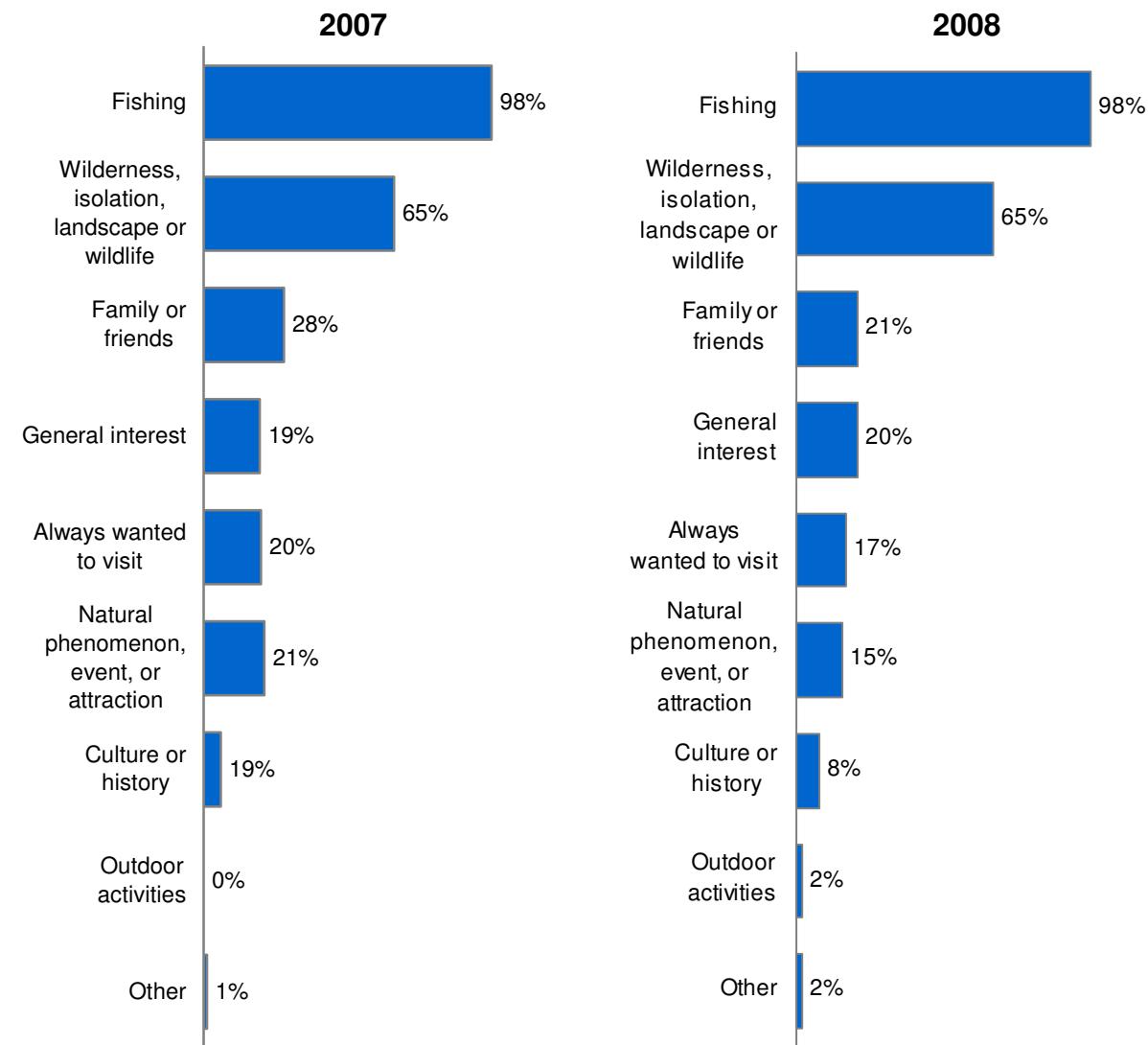
Figure 9 OTHER DESTINATIONS CONSIDERED



Note: Data from Q9. This includes only respondents who said they were considering other destinations and constitutes 27% of all respondents. The remaining 73% were only considering the NWT.

In 2008, the top two reasons for fishers to visit the NWT are identical to 2007. Not surprisingly, the vast majority (98%) of fishers considered fishing itself as one of their top three reasons for visiting the NWT. Wilderness, isolation, landscape or wildlife (65%) is the next most common reason cited. Figure 10 shows all reasons identified as “top three reasons” for visiting the NWT. Results for 2008 are similar to those in 2007 with the exceptions of visiting NWT for family or friends (down from 28% in 2007 to 21% in 2008), culture or history (down from 19% to 8% in 2008) and natural phenomenon, event, or attraction (down from 21% in 2007 to 15% in 2008).

Figure 10 TOP THREE REASONS FOR VISITING THE NWT



Note: Data from Q8. Totals exceed 100% because multiple responses were accepted.

Fishers' reasons for going to the NWT differ significantly by fisher characteristics; details are provided in Figure 11 below.

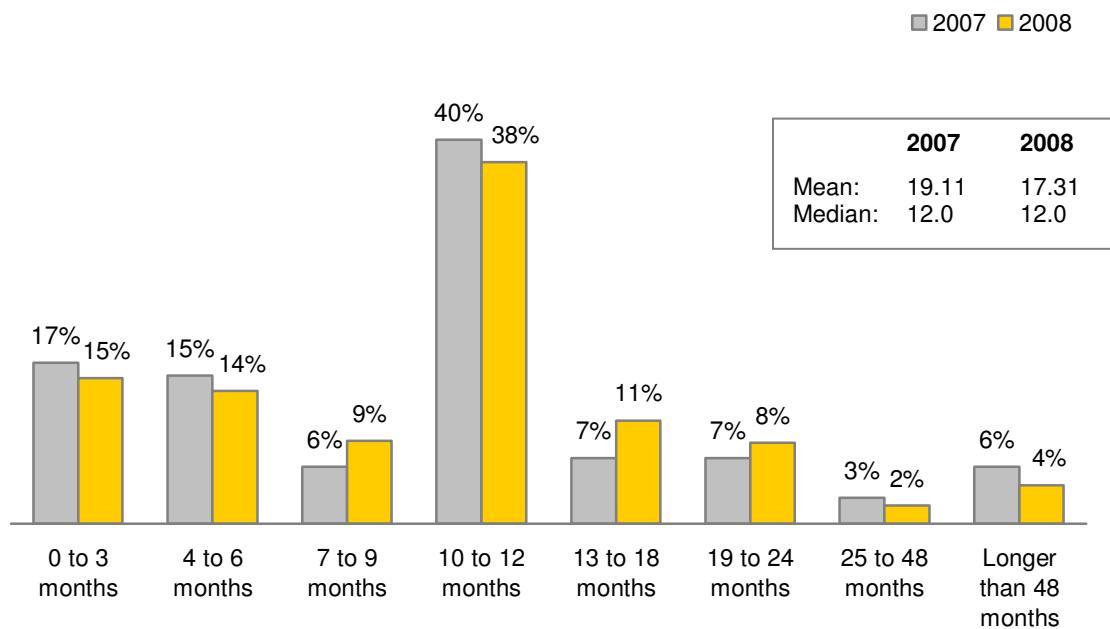
Figure 11 INFLUENCES ON TOP THREE REASONS TO VISIT NWT

Top reasons	More likely to select this reason	Less likely to select this reason
Fishing	<ul style="list-style-type: none"> ○ Occupation: Management or self-employed ○ Income: Over \$90,000 	<ul style="list-style-type: none"> ○ Occupation: Trades ○ Income: Under \$50,000 ○ Age: 30 or younger
Wilderness, isolation, landscape or wildlife	<ul style="list-style-type: none"> ○ Origin: US ○ Occupation: Management 	<ul style="list-style-type: none"> ○ Origin: Canada ○ Occupation: Trades and retired
Natural phenomenon, event or attraction		<ul style="list-style-type: none"> ○ Unguided fishers
Culture or history	<ul style="list-style-type: none"> ○ Stay: More than 7 nights 	<ul style="list-style-type: none"> ○ Stay: 5 nights or less
General interest	<ul style="list-style-type: none"> ○ Occupation: Professional ○ Gender: Female 	<ul style="list-style-type: none"> ○ Occupation: Trades, self-employed and retired
Always wanted to visit	<ul style="list-style-type: none"> ○ First-time fishers ○ Origin: Canada 	<ul style="list-style-type: none"> ○ Repeat fishers ○ Origin: US
Friends or relatives	<ul style="list-style-type: none"> ○ Unguided fisher ○ Party size: 1 person ○ Party size: Family ○ Origin: Canada ○ Gender: Female 	<ul style="list-style-type: none"> ○ Guided fisher ○ Origin: US

Time frame for planning trip

The majority of fishers (76%) first start thinking about travel to the NWT within 12 months before making the trip. The largest group of fishers (38%) first thinks about travelling 10 to 12 months before making the trip, which is similar to 2007.

Figure 12 MONTHS CONSIDERING THE NWT AS A TRAVEL DESTINATION

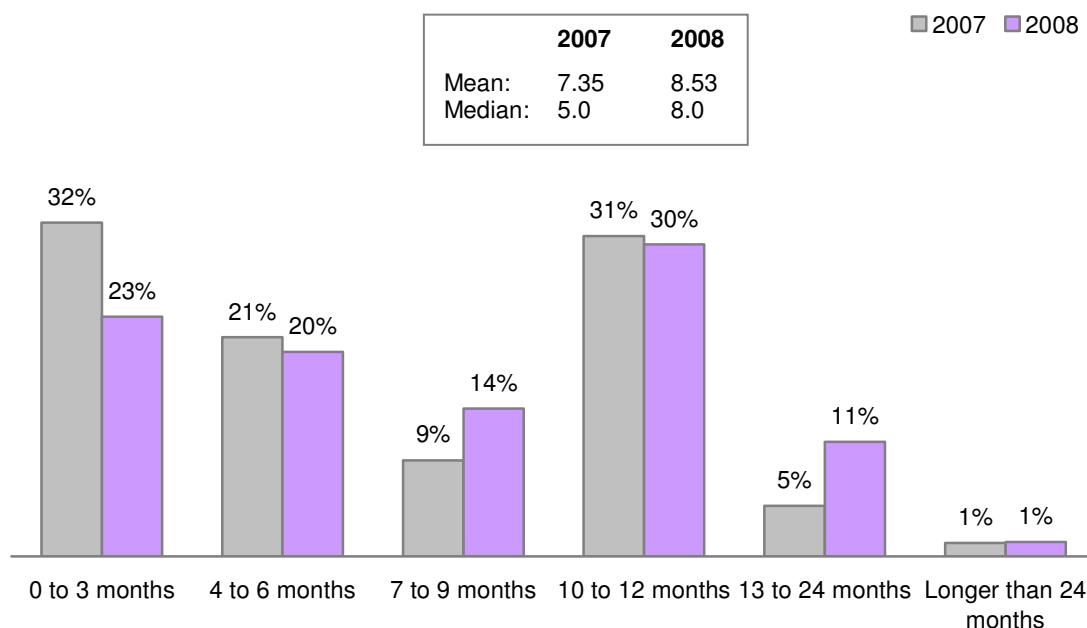


Note: Data from Q3. Based on an n size of 559. Total does not equal 100% due to rounding

- Cross-tabulations reveal that fishers with the following characteristics are *more* likely to think about travel to the NWT for a longer period:
 - Origin: US;
 - Repeat fishers; and
 - Guided fishers.
- Fishers with the following characteristics are *less* likely to think about travel to the NWT for a longer period:
 - Origin: Canada; and
 - Party size: First time fishers; and
 - Unguided fishers.

Over two fifths of fishers (44%) make a firm decision to travel to the NWT within seven months of their departure date, and 12% decide to make the trip more than a year in advance; this is up from the previous year (6%).

Figure 13 MONTHS SINCE MAKING A FIRM DECISION TO TRAVEL TO THE NWT



Note: Data from Q4. Total does not equal 100% due to rounding.

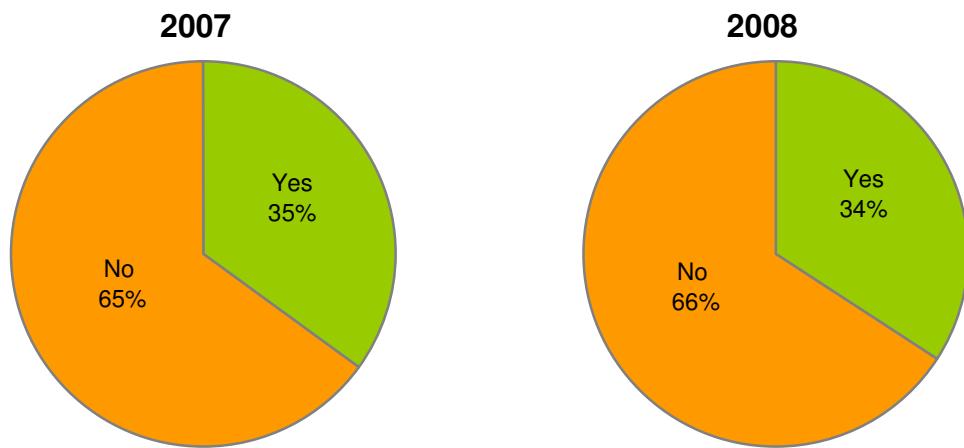
- Cross-tabulations reveal that fishers with the following characteristics are *more* likely to have made their decision to travel to the NWT a year or more in advance:
 - Guided fishers;
 - Stay: 6 to 7 nights;
 - Origin: US; and
 - Education: Graduate degree
- Fishers with the following characteristics are *less* likely to have made their decision to travel to the NWT a year or more in advance:
 - Unguided fishers;
 - Stay: nights or less;
 - Origin: Canada;
 - Education: Less than high school;
 - Income: Less than \$70,000; and
 - Age: 30 or younger.

Trip characteristics

First visit to NWT

As in 2007, the majority (66%) of fishers are repeat visitors to the NWT (see Figure 14).

Figure 14 FIRST TRIP TO THE NWT



Note: Data from Q34.

- Cross-tabulations reveal that fishers with the following characteristics are *more* likely visiting the NWT for the first time:
 - Guided fishers;
 - Education: Some technical college / university and technical diploma or certificate; and
 - Age: 31 to 50.
- Fishers with the following characteristics are *less* likely visiting the NWT for the first time:
 - Unguided fishers;
 - Education: High school or less; and
 - Age: 30 or younger or over 60.

Fishers were asked to name their primary community or location destination. The most popular primary destinations are Yellowknife (23%, similar to 2007), Great Slave Lake (10%, similar to 2007), Fort Providence (10%, down from 15% in 2007) and Great Bear Lake (9%, up from 1% in 2007). Other significant changes from 2007 to 2008 include: Kasba Lake (6%, up from 2% in 2007) and Little Buffalo (2%, down from 6% in 2007).

Figure 15 PRIMARY DESTINATION

Primary destination	2007	2008	Primary destination	2007	2008
Yellowknife	22%	23%	MacKay Lake	<1%	<1%
Great Slave Lake	8%	10%	Obre Lake	1%	<1%
Fort Providence	15%	10%	Sandy Point Lodge	–	<1%
Great Bear Lake	1%	9%	Snowbird Lake	–	<1%
Plummer's Lake Lodge	6%	7%	Tuktoyaktuk	–	<1%
Kasba Lake	2%	6%	Wekweeti	–	<1%
Mackenzie River	4%	4%	Arctic Circle Lodge	–	<1%
Hay River	4%	2%	Basler Lake	–	<1%
Norman Wells	1%	2%	Cambridge Bay	–	<1%
Scott Lake	–	2%	Campbell Lake	–	<1%
Trout Lake Lodge	2%	2%	Dubawnt Lake	–	<1%
Frontier Fishing Lodge	3%	2%	Harding Lake	–	<1%
Little Buffalo	6%	2%	Inuvik	–	<1%
Tukto Lodge - Mosquito Lake	1%	2%	Kakisa	–	<1%
Fort Smith	1%	2%	Keele River	–	<1%
Lutselk'e	<1%	1%	Beaulieu River	–	<1%
North of Sixty Lodge	2%	1%	Namushka Lodge	–	<1%
Selwyn Lake Lodge	3%	1%	Peterson's Point Lake Lodge	–	<1%
Fort Simpson	–	1%	Point Lake	–	<1%
Hearne Lake	<1%	1%	Prelude Lake Territorial Park	–	<1%
Thubun Lake Lodge	2%	1%	Redrock Lake	<1%	<1%
Enterprise	<1%	1%	Taltson Big Pike Lodge	–	<1%
Gordon Lake	<1%	1%	Sambaa Deh Falls	–	<1%
Lady Evelyn Falls	<1%	1%	Snowdrift	<1%	<1%
Little Doctor Lake	–	1%	Taltson Lake Lodge	–	<1%
Sandy Lake	–	1%	The Mountain River	–	<1%
60th Parallel	1%	<1%	Watta Lake	–	<1%
Blachford Lake Lodge	1%	<1%	Whitefish Lake	–	<1%
Fort Resolution	2%	<1%	Wood Buffalo National Park	–	<1%

Note: Data from Q36.

Fishers' primary destinations in the NWT differ significantly by fisher characteristics; details are provided in Figure 16 below.

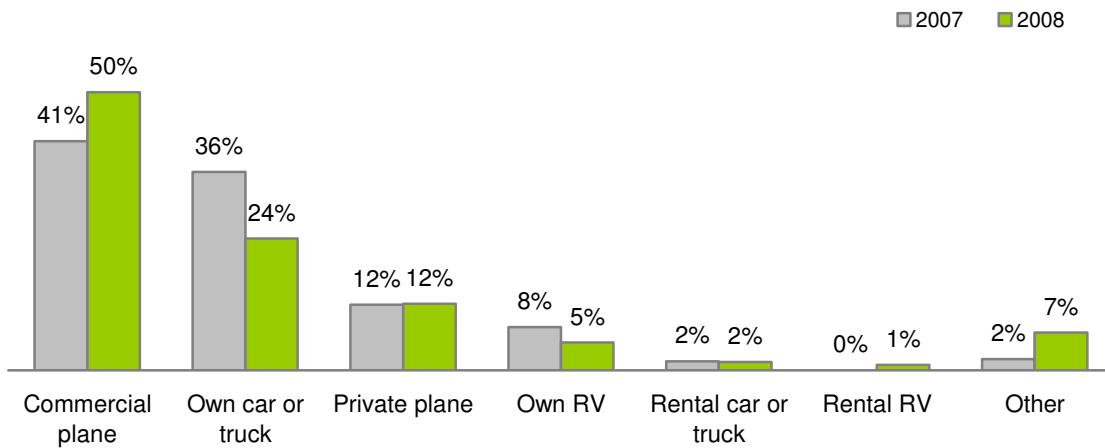
Figure 16 INFLUENCES ON PRIMARY DESTINATION IN THE NWT

Destination	More likely to select this destination	Less likely to select this destination
Yellowknife	<ul style="list-style-type: none"><input type="radio"/> Stay: More than 7 nights<input type="radio"/> First time fishers<input type="radio"/> Education: Some technical college / university and post graduate<input type="radio"/> Unguided fisher<input type="radio"/> Stay: 5 nights or less<input type="radio"/> Party size: Couple or family<input type="radio"/> Party size: More than 5 people<input type="radio"/> Education: High school or less<input type="radio"/> Occupation: Trades<input type="radio"/> Income: \$50,000 to \$70,000<input type="radio"/> Age: 40 and under<input type="radio"/> Gender: Female	<ul style="list-style-type: none"><input type="radio"/> Stay: 5 nights or less<input type="radio"/> Education: High school or less<input type="radio"/> Guided fishers<input type="radio"/> Stay: More than 7 nights<input type="radio"/> First time fishers<input type="radio"/> Party size: Co-workers<input type="radio"/> Origin: US<input type="radio"/> Education: College / technical diploma or certificate, undergraduate and graduate degree<input type="radio"/> Occupation: Professional, management and retired<input type="radio"/> Income: over \$90,000<input type="radio"/> Age: Older than 60
Fort Providence		

Mode of transportation

When travelling to the NWT, one half of fishers (50%) use commercial planes (up from 41% in 2007). The second most common mode of travel is the fishers' own car or truck (24%; down from 36%), followed by travel by private plane (12%) and own RV (5%). A rental car or truck (1%) is the least common mode of transportation to their primary destinations.

Figure 17 MODE OF TRANSPORTATION TO NWT



Note: Data from Q35.

Fishers' modes of transportation to the NWT differ significantly by fisher characteristics; details are provided in Figure 18 below.

Figure 18 INFLUENCES ON MODE OF TRANSPORTATION TO THE NWT

Mode	More likely to use this mode	Less likely to use this mode
Commercial plane	<ul style="list-style-type: none"> <input type="radio"/> Guided fishers <input type="radio"/> Stay: More than 7 nights <input type="radio"/> First-time fishers <input type="radio"/> Party size: 1 person <input type="radio"/> Trip party: Co-workers <input type="radio"/> Party size: 1 or 2 people <input type="radio"/> Origin: US <input type="radio"/> Education: Technical diploma or certificate, undergraduate degree or graduate degree <input type="radio"/> Occupation: Professional, management and retired <input type="radio"/> Income: Over \$90,000 <input type="radio"/> Age: Over 40 	<ul style="list-style-type: none"> <input type="radio"/> Unguided fisher <input type="radio"/> Stay: 5 nights or less <input type="radio"/> Repeat fishers <input type="radio"/> Trip party: Family <input type="radio"/> Party size: 3 to 5 people <input type="radio"/> Origin: Canada <input type="radio"/> Education: High school or less <input type="radio"/> Occupation: Trades and self-employed <input type="radio"/> Income: Less than \$90,000 <input type="radio"/> Age: 30 or younger <input type="radio"/> Gender: Female
Private plane	<ul style="list-style-type: none"> <input type="radio"/> Trip party: Co-workers <input type="radio"/> Origin: US <input type="radio"/> Unguided fishers <input type="radio"/> Stay: 5 nights or less <input type="radio"/> Repeat fishers <input type="radio"/> Trip party: Family <input type="radio"/> Party size: 3 to 5 people <input type="radio"/> Origin: Canada <input type="radio"/> Education: High school or less <input type="radio"/> Occupation: Trades and self-employed <input type="radio"/> Income: \$70,000 or less <input type="radio"/> Age: 30 or younger <input type="radio"/> Gender: Female 	<ul style="list-style-type: none"> <input type="radio"/> Unguided fishers <input type="radio"/> Guided fisher <input type="radio"/> Stay: More than 7 nights <input type="radio"/> First-time fishers <input type="radio"/> Trip party: Co-workers <input type="radio"/> Party size: 1 or 2 people <input type="radio"/> Origin: US <input type="radio"/> Education: Undergraduate and graduate degree <input type="radio"/> Occupation: Professional, management and retired <input type="radio"/> Income: Over \$90,000 <input type="radio"/> Age: Over 50
Own car or truck	<ul style="list-style-type: none"> <input type="radio"/> Origin: Canada <input type="radio"/> Education: High school or less <input type="radio"/> Occupation: Trades and self-employed <input type="radio"/> Income: \$70,000 or less <input type="radio"/> Age: 30 or younger <input type="radio"/> Gender: Female 	<ul style="list-style-type: none"> <input type="radio"/> Guided fisher <input type="radio"/> Stay: More than 7 nights <input type="radio"/> First-time fishers <input type="radio"/> Trip party: Co-workers <input type="radio"/> Party size: 1 or 2 people <input type="radio"/> Origin: US <input type="radio"/> Education: Undergraduate and graduate degree <input type="radio"/> Occupation: Professional, management and retired <input type="radio"/> Income: Over \$90,000 <input type="radio"/> Age: Over 50

Accommodations

In 2008, the majority of fishers stay at outfitters' lodges and campgrounds (62%; up from 45% in 2007), while 31% stay at hotels or motels (up from 25%) and 12% camp in the wilderness (down from 22%). The longest fishing stays are experienced by those who are staying in a motor home (mean of 7.83), with family or friends (mean of 7.23 nights; down from 12.78 in 2007) and those who rent a cabin (mean of 6.08 nights; up from 4.58).

Figure 19 TYPE OF ACCOMMODATIONS USED

Type of Accommodation	2007				2008			
	% of all travellers	Mean nights*	Median nights*	N*	% of all travellers	Mean nights*	Median nights*	N*
Outfitters lodge / camp	45%	5.89	5.00	114	62%	5.97	6.0	373
Hotel / motel	25%	2.02	2.00	64	31%	2.56	2.0	187
Wilderness camping	22%	6.37	6.00	57	12%	5.54	5.0	69
Home of friends or relatives	14%	12.78	5.50	36	10%	7.23	4.0	57
Government campground	11%	5.28	5.00	29	6%	4.78	4.5	36
Cabin rental	5%	4.58	4.00	12	6%	6.08	5.0	37
Roadside pullout	2%	3.00	2.50	6	<1%	2.00	2.0	2
Bed and Breakfast	1%	2.00	2.00	3	2%	1.80	1.5	10
Motor home	–	–	–	–	7%	7.83	5.0	40
Other	6%	5.80	4.00	15	3%	10.21	6.0	19
Did not stay overnight	<1%	–	–	–	<1%	–	–	–

Note: Data from Q33. Totals exceed 100% because multiple responses were accepted. * Mean and median are calculated by using only those respondents who stayed in that type of accommodation.

Accommodation type differs significantly by fisher characteristics; details are provided in Figure 20 below.

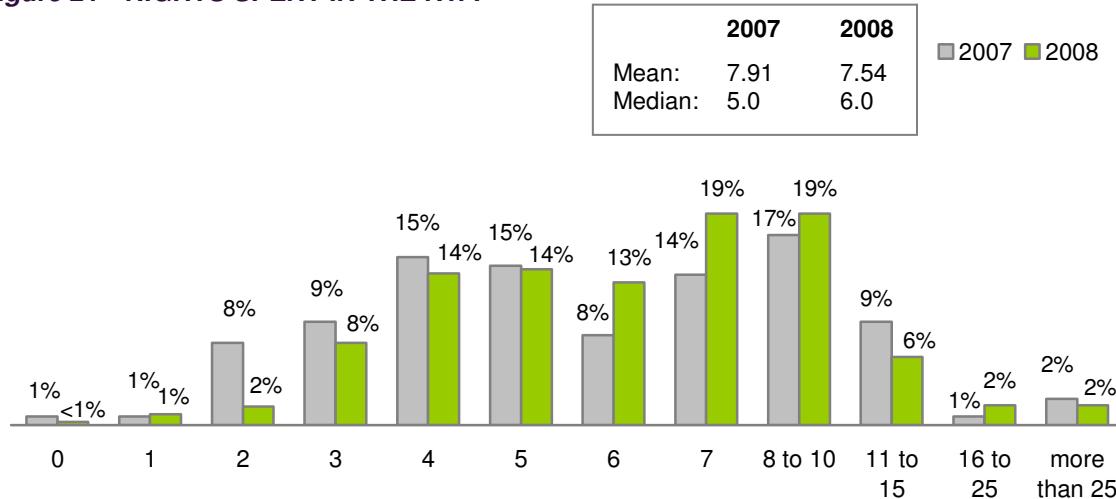
Figure 20 INFLUENCES ON ACCOMMODATION TYPES

Accommodation	More likely to select this accommodation type	Less likely to select this accommodation type
Wilderness camping	<ul style="list-style-type: none"> <input type="radio"/> Unguided fishers <input type="radio"/> Origin: Canada <input type="radio"/> Occupation: Self-employed 	<ul style="list-style-type: none"> <input type="radio"/> Guided fishers <input type="radio"/> Party size: Co-workers <input type="radio"/> Origin: US <input type="radio"/> Occupation: Professional and retired
Home of friends or relatives	<ul style="list-style-type: none"> <input type="radio"/> Unguided fisher <input type="radio"/> Stay: More than 7 nights <input type="radio"/> Party size: 1 person <input type="radio"/> Party size: 3 to 5 people <input type="radio"/> Origin: Canada <input type="radio"/> Education: Undergraduate degree 	<ul style="list-style-type: none"> <input type="radio"/> Guided fisher <input type="radio"/> Stay: 5 nights or less <input type="radio"/> Party size: More than 5 <input type="radio"/> Origin: US <input type="radio"/> Education: Less than high school and graduate degree
Outfitters lodge / camp	<ul style="list-style-type: none"> <input type="radio"/> Guided fishers <input type="radio"/> First time fishers <input type="radio"/> Party size: Co-workers <input type="radio"/> Party size: 1 or 2 people <input type="radio"/> Origin: US <input type="radio"/> Education: Technical diploma or certificate, undergraduate and graduate degree <input type="radio"/> Occupation: Professional and management <input type="radio"/> Income: Over \$90,000 <input type="radio"/> Age: 51 to 60 	<ul style="list-style-type: none"> <input type="radio"/> Unguided fishers <input type="radio"/> Party size: Family <input type="radio"/> Party size: 3 to 5 people <input type="radio"/> Origin: Canada <input type="radio"/> Education: Less than high school, high school and some technical college <input type="radio"/> Occupation: Trades <input type="radio"/> Income: Less than \$90,000 <input type="radio"/> Age: 30 or younger <input type="radio"/> Gender: Female
Hotel or motel	<ul style="list-style-type: none"> <input type="radio"/> Guided fishers <input type="radio"/> Stay: More than 7 nights <input type="radio"/> Origin: US <input type="radio"/> Education: Some technical college / university and graduate degree <input type="radio"/> Income: Over \$90,000 <input type="radio"/> Age: 31 to 40 and over 60 	<ul style="list-style-type: none"> <input type="radio"/> Unguided fishers <input type="radio"/> Stay: 5 nights or less <input type="radio"/> Origin: Canada <input type="radio"/> Education: Less than high school and undergraduate degree <input type="radio"/> Income: Less than \$50,000 <input type="radio"/> Age: 30 or younger
Motor home / RV / camper / trailer	<ul style="list-style-type: none"> <input type="radio"/> Unguided fishers <input type="radio"/> Party size: Family <input type="radio"/> Education: Less than high school <input type="radio"/> Income: Under \$50,000 <input type="radio"/> Age: 30 or younger <input type="radio"/> Gender: Female 	<ul style="list-style-type: none"> <input type="radio"/> Guided fisher <input type="radio"/> First-time fishers <input type="radio"/> Origin: US <input type="radio"/> Education: Graduate degree <input type="radio"/> Income: Over \$90,000 <input type="radio"/> Age: 31 to 40

Length of the trip

Fishers spend varying lengths of time on their trip in the NWT. Nearly two fifths of fishers (38%) spend between seven and ten nights, though nearly three tenths (29%) of fishers stay eight or more nights. The average stay is 7.54 nights, down from 7.91 in 2007.

Figure 21 NIGHTS SPENT IN THE NWT



Note: Data from Q32.

Cross-tabulations reveal that fishers with the following characteristics are *more* likely to stay more than seven nights in the NWT:

- Origin: US;
- Education: Undergraduate degree.

Fishers with the following characteristics are *less* likely to stay more than seven nights in the NWT:

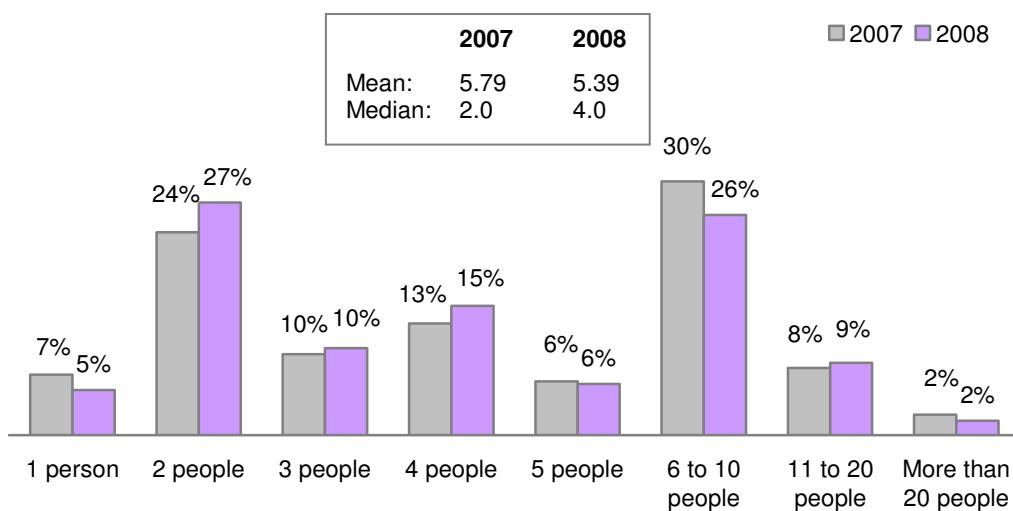
- Origin: Canada;
- Education: Less than high school;
- Occupation: Management; and
- Age: 40 or younger.

Travel party

Party size

The majority of fishers travel in parties of 2 people (27%) or 6 to 10 (26%) people. Groups of four (15%) are next most common. Compared to 2007, current results suggest a similar trend toward two person travel parties.

Figure 22 NUMBER OF PEOPLE IN TRAVEL PARTY



Note: Data from Q39.

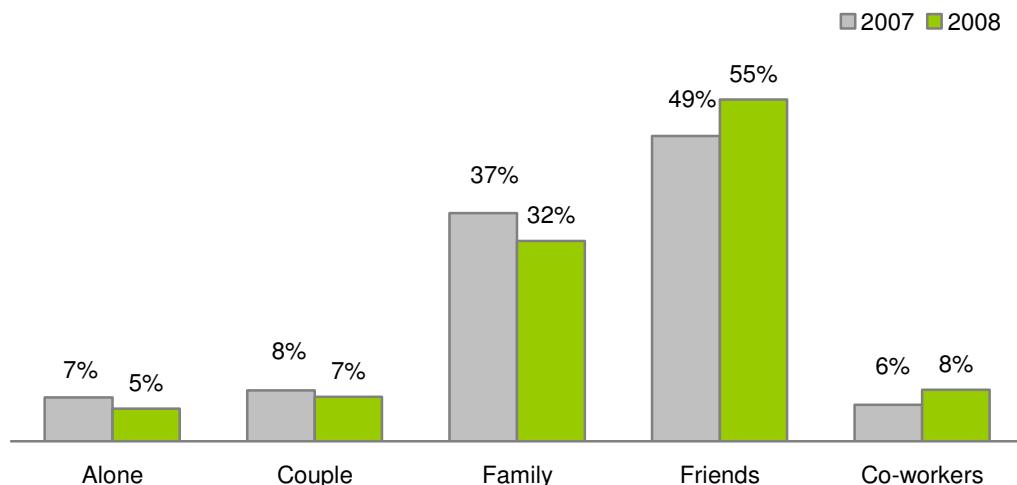
- Cross-tabulations reveal that fishers with the following characteristics are *more* likely to have more than five people in their Party size:
 - Party size: Friends or co-workers;
 - Education: Less than high school;
 - Occupation: Management or self-employed; and
 - Age: 30 or younger.
- Fishers with the following characteristics are *less* likely to have more than five people in their Party size:
 - Guided fishers
 - Party size: Couple;
 - Party size: 1 persons;
 - Origin: US;
 - Education: High school, some technical college / university and graduate degree; and

- Age: Over 60.

Party characteristics

The majority of fishers (55%) travel with friends or as a family (32%). Fishing alone (5%) is the least common fishing party composition. Results are similar for 2007.

Figure 23 TRAVEL PARTY COMPOSITION



Note: Data from Q38. Total exceeds 100% because multiple responses were accepted. Based on an n size of 599.

- Cross-tabulations reveal that fishers who stay more than 7 nights are *more* likely to travel alone.
- Fishers with the following characteristics are *more* likely to travel as a couple:
 - Education: Less than high school and some technical college; and
 - Gender: Female.
- Fishers with the following characteristics are *more* likely to travel as a family:
 - Stay: 6 or 7 nights;
 - Party size: 3 to 5 people;
 - Education: Less than high school;
 - Occupation: Trades and self-employed;
 - Income: Under \$70,000;
 - Age: 30 or younger; and
 - Gender: Female.

- Fishers with the following characteristics are *more* likely to travel with friends:
 - Party size: More than 3 people;
 - Education: High school and undergraduate degree;
 - Income: \$70,000 and over; and
 - Age: Over 50.
- Fishers with the following characteristics are *more* likely to travel with co-workers:
 - Stay: 5 nights or less;
 - Party size: More than 5 people; and
 - Occupation: Management.

Secondary destinations

Secondary NWT destinations

The majority of fishers (90%, similar to 86% in 2007) had only one destination for this trip. Secondary destinations include: Yellowknife (8%, similar to 2007) and Fort Providence (2%).

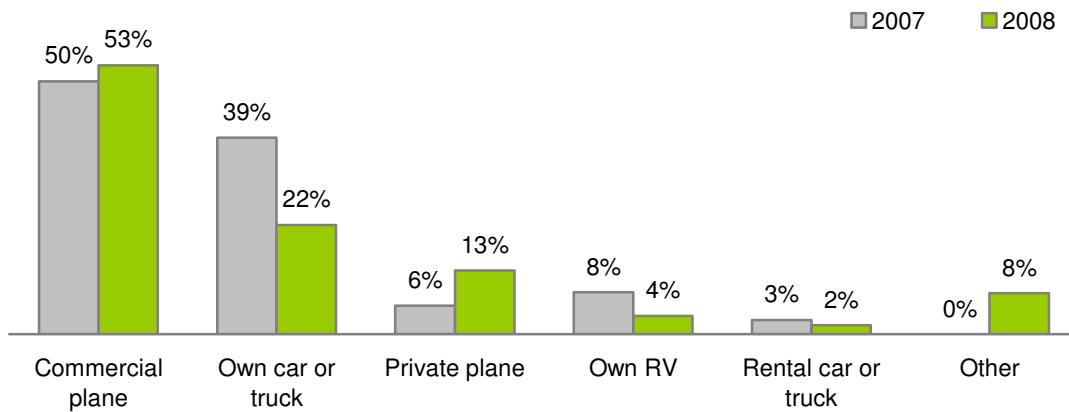
Figure 24 SECONDARY NWT DESTINATIONS VISITED ON THIS TRIP

Secondary destination	2007	2008	Secondary destination	2007	2008
Yellowknife	6%	8%	Enterprise	-	<1%
Fort Providence	1%	2%	Fort McPherson	-	<1%
Hay River	3%	1%	Great Bear River	-	<1%
Fort Simpson	<1%	1%	High Arctic Lodge	-	<1%
Great Slave Lake	<1%	1%	Little Buffalo River Falls	1%	<1%
Frontier Fishing Lodge	-	1%	Lutselk'e	-	<1%
Great Bear Lake	<1%	1%	Mosquito Lake	-	<1%
Lady Evelyn Falls	<1%	1%	Nahanni	-	<1%
Louise Falls	-	1%	North of Sixty	-	<1%
Plummer's Lake Lodge	-	1%	North Star Resort	-	<1%
Alexandra Falls	<1%	<1%	Nunavut	-	<1%
Fort Liard	-	<1%	Obre Lake	-	<1%
Fort Smith	-	<1%	Stoney Lake Lodge	-	<1%
Kakisa Lake	1%	<1%	Taltson Bay	-	<1%
Kogluktualuk	-	<1%	Trout Lake Lodge	-	<1%
60th Parallel	-	<1%	Trout Rock Lodge	-	<1%
Arctic Circle	-	<1%	Tuktoyaktuk	-	<1%
Blachford Lodge	-	<1%	Twin Falls Gorge	-	<1%
Dempster Highway	-	<1%	Wrigley	-	<1%
Dory Point	-	<1%			

Note: Data from Q37.

When travelling to their secondary destinations, slightly over one half of fishers (53%) use commercial planes (similar to 2007). The second most common mode of travel is the fishers' own car or truck (22%; down from 39%), followed by travel by private plane (13%, up from 6% in 2007) and own RV (4%; down from 8%). A rental car or truck (2%) is the least common mode of transportation to their secondary destinations.

Figure 25 MODE OF TRANSPORTATION TO SECONDARY DESTINATIONS



Note: Data from Q37.

Fishers were asked to name their primary community or location destination. The most popular primary destinations are Yellowknife (23%, similar to 2007), Great Slave Lake (10%, similar to 2007), Fort Providence (10%, down from 15% in 2007) and Great Bear Lake (9%, up from 1% in 2007). Other significant changes from 2007 to 2008 include: Kasba Lake (6%, up from 2% in 2007) and Little Buffalo (2%, down from 6% in 2007).

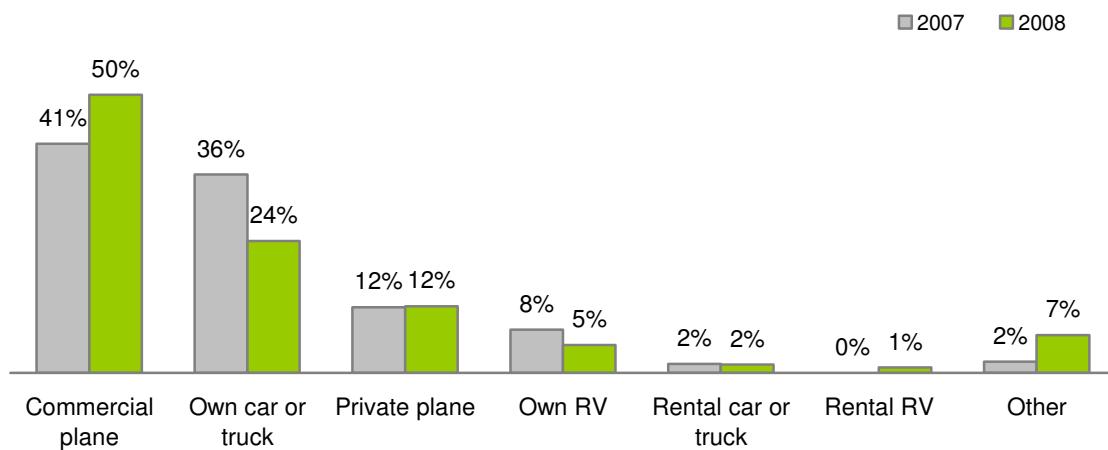
Figure 26 PRIMARY DESTINATION

Primary destination	2007	2008	Primary destination	2007	2008
Yellowknife	22%	23%	MacKay Lake	<1%	<1%
Great Slave Lake	8%	10%	Obre Lake	1%	<1%
Fort Providence	15%	10%	Sandy Point Lodge	–	<1%
Great Bear Lake	1%	9%	Snowbird Lake	–	<1%
Plummer's Lake Lodge	6%	7%	Tuktoyaktuk	–	<1%
Kasba Lake	2%	6%	Wekweeti	–	<1%
Mackenzie River	4%	4%	Arctic Circle Lodge	–	<1%
Hay River	4%	2%	Basler Lake	–	<1%
Norman Wells	1%	2%	Cambridge Bay	–	<1%
Scott Lake	–	2%	Campbell Lake	–	<1%
Trout Lake Lodge	2%	2%	Dubawnt Lake	–	<1%
Frontier Fishing Lodge	3%	2%	Harding Lake	–	<1%
Little Buffalo	6%	2%	Inuvik	–	<1%
Tukto Lodge - Mosquito Lake	1%	2%	Kakisa	–	<1%
Fort Smith	1%	2%	Keele River	–	<1%
Lutselk'e	<1%	1%	Beaulieu River	–	<1%
North of Sixty Lodge	2%	1%	Namushka Lodge	–	<1%
Selwyn Lake Lodge	3%	1%	Peterson's Point Lake Lodge	–	<1%
Fort Simpson	–	1%	Point Lake	–	<1%
Hearne Lake	<1%	1%	Prelude Lake Territorial Park	–	<1%
Thubun Lake Lodge	2%	1%	Redrock Lake	<1%	<1%
Enterprise	<1%	1%	Taltson Big Pike Lodge	–	<1%
Gordon Lake	<1%	1%	Sambaa Deh Falls	–	<1%
Lady Evelyn Falls	<1%	1%	Snowdrift	<1%	<1%
Little Doctor Lake	–	1%	Taltson Lake Lodge	–	<1%
Sandy Lake	–	1%	The Mountain River	–	<1%
60th Parallel	1%	<1%	Watta Lake	–	<1%
Blachford Lake Lodge	1%	<1%	Whitefish Lake	–	<1%
Fort Resolution	2%	<1%	Wood Buffalo National Park	–	<1%

Note: Data from Q36.

When travelling to their primary destination, one half of fishers (50%) use commercial planes (up from 41% in 2007). The second most common mode of travel is the fishers' own car or truck (24%; down from 36%), followed by travel by private plane (12%) and own RV (5%). A rental car or truck (1%) is the least common mode of transportation to their primary destinations.

Figure 27 MODE OF TRANSPORTATION TO PRIMARY DESTINATION

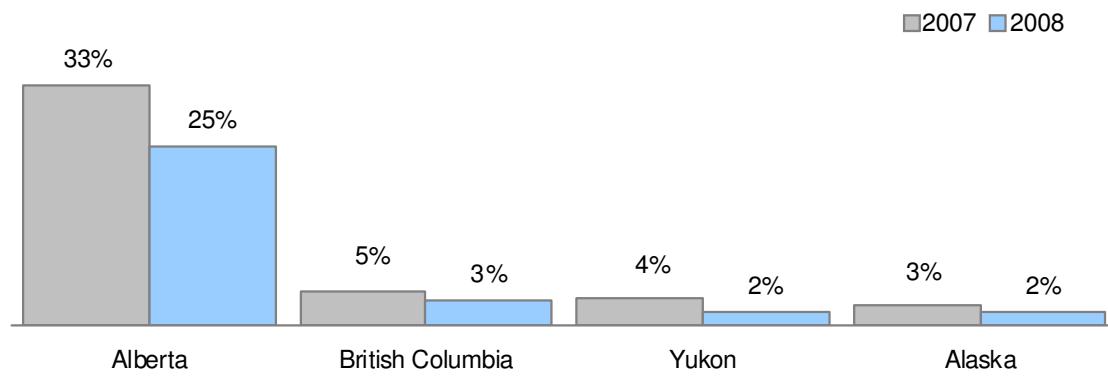


Note: Data from Q36.

Other places visited during this trip

In addition to their NWT destination, fishers report that they also visited other destinations including Alberta (25%), British Columbia (3%), Yukon (2%) and Alaska (2%). Alberta visits are lower than in 2007 (25% compared to 35% in 2007).

Figure 28 ADDITIONAL DESTINATIONS

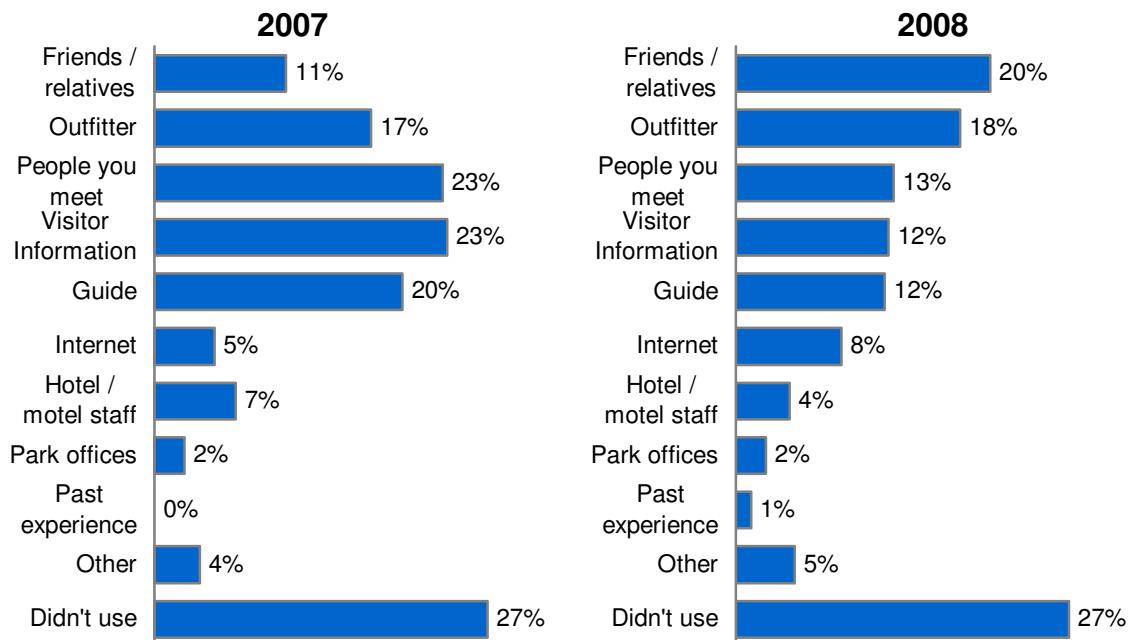


Note: Data from Q7.

Information sources used while in the NWT

While in the NWT many fishers gather information from friends/relatives (20%; up from 11% in 2007), outfitters (18%) and from other people they met (12%; down from 23%). Fishers also use guides (12%; down from 20%) and Visitor Information Centres (12%; down from 23% in 2007) as sources of information. It should be noted 27% of fishers report not using any information sources while in the NWT, which is similar to 2007.

Figure 29 INFORMATION SOURCES USED WHILE IN THE NORTHWEST TERRITORIES



Note: Data from Q6. Total exceeds 100% because multiple responses were accepted.

Information sources used by fishers while fishing in the NWT differ significantly by fisher characteristics; details are provided in Figure 30 below.

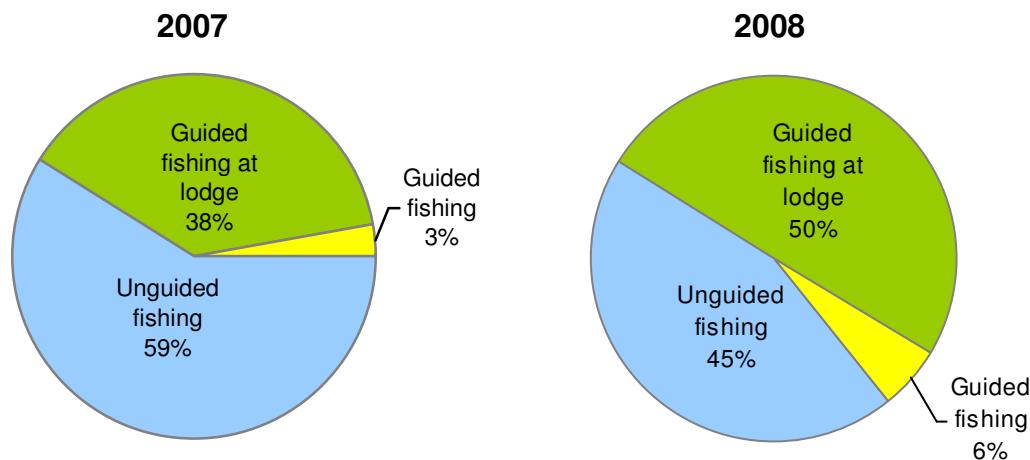
Figure 30 INFLUENCES ON INFORMATION SOURCES USED WHILE IN THE NWT

Info source	More likely to use this source	Less likely to use this source
People you met	<ul style="list-style-type: none"> <input type="radio"/> Unguided fishers <input type="radio"/> Education: High school 	<ul style="list-style-type: none"> <input type="radio"/> Guided fishers <input type="radio"/> Origin: US
Visitor Information Centres	<ul style="list-style-type: none"> <input type="radio"/> Unguided fishers <input type="radio"/> Income: \$70,000 to less than \$90,000 <input type="radio"/> Gender: Female 	<ul style="list-style-type: none"> <input type="radio"/> Guided fishers <input type="radio"/> Origin: US <input type="radio"/> Stay: 6 to 7 nights <input type="radio"/> Income: Over \$90,000
Internet	<ul style="list-style-type: none"> <input type="radio"/> Occupation: Management <input type="radio"/> Guided fisher 	<ul style="list-style-type: none"> <input type="radio"/> Occupation: Self-employed
Outfitter	<ul style="list-style-type: none"> <input type="radio"/> Party size: Co-workers <input type="radio"/> Origin: US <input type="radio"/> Education: Graduate degree 	<ul style="list-style-type: none"> <input type="radio"/> Unguided fishers <input type="radio"/> Education: Less than high school
Guides	<ul style="list-style-type: none"> <input type="radio"/> Guided fisher <input type="radio"/> Unguided fisher <input type="radio"/> Origin: Canada 	<ul style="list-style-type: none"> <input type="radio"/> Unguided fisher <input type="radio"/> Guided fisher <input type="radio"/> Origin: US
Friends and family	<ul style="list-style-type: none"> <input type="radio"/> Education: High school and undergraduate degree <input type="radio"/> Income: Under \$50,000 	<ul style="list-style-type: none"> <input type="radio"/> Education: Some technical college / university and graduate degree <input type="radio"/> Income: \$70,000 to less than \$90,000

Activity participation and satisfaction

Forty-five percent of fishers who visit the NWT choose to fish on their own (down from 59% in 2007). Of those who purchase guided fishing tours, one half stay at lodges (up from 38%).

Figure 31 GUIDED OR UNGUIDED FISHING



Note: Data from Q10.

- Fishers with the following characteristics are *more likely* to purchase a guided fishing tour:
 - First time fishers;
 - Trip party: Co-workers;
 - Party size: 1 or 2 people;
 - Origin: US;
 - Education: Some technical college / university, college / technical diploma or certificate and university degree;
 - Occupation: Professional, management and retired;
 - Income: Over \$90,000; and
 - Age: Over 50.

Activities that fishers participate in the most include boating (57%), unguided fishing (56%) sightseeing (49%), photography (48%), wildlife viewing (48%) and guided fishing (43%). Activities with lower participation rates are sailing, (1%), whitewater kayaking (1%) and biking (1%). In 2007, the top activities were boating, sightseeing, photography, wildlife viewing, camping and shopping, while the least common activities were biking, cruises and arts festivals.

Fishers were asked to rate their satisfaction with activities in which they participated in on a 5-point scale, where 1 is not very satisfied and 5 is very satisfied. Most fishers report high satisfaction with the activities they participate in; most activities are rated as greater than 4.0 on a 5-point scale. Activities that fishers are most satisfied with include biking (mean of 4.80), guided fishing (mean of 4.76), airplane or helicopter tour (4.68), boating (mean of 4.64), sightseeing (mean of 4.61) and unguided fishing (mean of 4.60). Although biking and going on an airplane or helicopter tour have high satisfaction scores (4.80 and 4.68 respectively), the N size is considerably lower.

Fishers report less satisfaction with golfing (mean of 3.71), sailing (mean of 3.50) and whitewater kayaking (mean of 3.00). Satisfaction ratings for most activities are higher in 2008 compared to 2007.

Figure 32 ACTIVITY PARTICIPATION

Event	2007		2008	
	%	Satisfaction mean	%	Satisfaction mean
Biking	2%	4.50	1%	4.80
Guided fishing	37%	4.68	43%	4.76
Airplane or helicopter tour	13%	4.66	15%	4.68
Boating	61%	4.54	57%	4.64
Sightseeing	54%	4.21	49%	4.61
Unguided fishing	68%	4.60	56%	4.60
Photography	49%	4.15	48%	4.59
Cultural event	6%	3.93	5%	4.52
Camping	45%	4.49	32%	4.48
Viewing Northern Lights	21%	4.57	23%	4.47
Guided hunting	19%	3.57	3%	4.47
Cruise	2%	4.67	2%	4.46
Buffalo viewing	30%	4.61	26%	4.40
Arts festival	3%	4.50	3%	4.40
Canoeing	7%	4.35	6%	4.36
Hiking	25%	4.17	23%	4.34
Wildlife viewing	58%	4.30	48%	4.33
Guided vehicle tour	17%	3.00	4%	4.33
Museum visits	36%	3.97	19%	4.28
Historic site visits	39%	4.01	24%	4.27
Bird watching	25%	3.90	21%	4.27
Unguided walking tour	32%	3.64	25%	4.26
Guided walking tour	19%	2.74	4%	4.24
Unguided hunting	19%	3.11	2%	4.21
Rafting	18%	3.33	3%	4.13
Music festival	18%	3.02	3%	4.11
Unguided vehicle tour	30%	3.78	17%	4.05
Shopping	42%	3.09	27%	3.84
Swimming	23%	3.04	6%	3.81
Golfing	19%	2.87	3%	3.71
Sailing	15%	2.35	1%	3.50
Whitewater kayaking	15%	2.78	1%	3.00

Note: Data from Q41 – Q72. Mean scores are based on a 5-point scale where 1 is “not very satisfied” and 5 is “very satisfied.”

Fishers' activity participation differs significantly by fisher characteristics; details are provided in Figure 33 below. It should be noted that fishers who stayed six days or longer participated in a greater than average number of activities.

Figure 33 INFLUENCES ON ACTIVITY PARTICIPATION

Activity	More likely to participate	Less likely to participate
Airplane or helicopter tour		<ul style="list-style-type: none"> ○ Stay: 5 nights or less
Boating	<ul style="list-style-type: none"> ○ Stay: More than 7 nights ○ Education: Some technical college / university and technical diploma or certificate 	<ul style="list-style-type: none"> ○ Stay: 5 nights or less ○ Education: Less than high school and graduate degree ○ Income: Under \$50,000 and \$70,000 to less than \$90,000 ○ Gender: Female
Buffalo viewing	<ul style="list-style-type: none"> ○ Unguided fishers ○ Party size: Family ○ Party size: 3 to 5 people ○ Origin: Canada ○ Education: Less than high school, high school and some technical college ○ Occupation: Trades ○ Income: Less than \$90,000 ○ Age: 30 or younger ○ Gender: Female 	<ul style="list-style-type: none"> ○ Travelling with co-workers ○ Party size: 1 or 2 people ○ Origin: US ○ Education: Technical diploma or certificate, undergraduate and graduate degree ○ Occupation: Professional and management ○ Income: Over \$90,000 ○ Age: 51 to 60
Camping	<ul style="list-style-type: none"> ○ Party size: Family ○ Party size: 3 to 5 people ○ Origin: Canada ○ Education: High school or less ○ Occupation: Trades and self-employed ○ Income: Less than \$70,000 ○ Age: 40 or younger ○ Gender: Female 	<ul style="list-style-type: none"> ○ First-time fishers ○ Party size: 1 or 2 people ○ Origin: US ○ Education: Some technical college, technical diploma or certificate, undergraduate and graduate degree ○ Occupation: Professional, management and retired ○ Income: Over \$90,000 ○ Age: Over 50 ○ Gender: Male
Bird watching	<ul style="list-style-type: none"> ○ Stay: More than 7 nights 	
Canoeing	<ul style="list-style-type: none"> ○ Unguided fishers ○ Income: Under \$50,000 	
Historic sites	<ul style="list-style-type: none"> ○ Stay: More than 7 nights ○ Education: High school 	<ul style="list-style-type: none"> ○ Stay: 5 nights or less ○ Origin: US ○ Education: Graduate degree

Figure 33 continued...

Activity	More likely to participate	Less likely to participate
Hiking	<ul style="list-style-type: none"> <input type="radio"/> Stay: More than 7 nights <input type="radio"/> Education: Some technical college 	<ul style="list-style-type: none"> <input type="radio"/> Stay: 5 nights or less <input type="radio"/> Education: Graduate degree
Unguided hunting	<ul style="list-style-type: none"> <input type="radio"/> Party size: Couple 	
Museum visit	<ul style="list-style-type: none"> <input type="radio"/> Stay: More than 7 nights 	<ul style="list-style-type: none"> <input type="radio"/> Stay: 7 nights or less <input type="radio"/> Origin: US
Music festival	<ul style="list-style-type: none"> <input type="radio"/> Gender: Female 	
Photography	<ul style="list-style-type: none"> <input type="radio"/> Stay: More than 7 nights 	<ul style="list-style-type: none"> <input type="radio"/> Stay: 5 nights or less
Rafting	<ul style="list-style-type: none"> <input type="radio"/> Party size: co-workers 	
Shopping	<ul style="list-style-type: none"> <input type="radio"/> Stay: More than 7 nights 	<ul style="list-style-type: none"> <input type="radio"/> Stay: 5 nights or less <input type="radio"/> Origin: US
Sightseeing	<ul style="list-style-type: none"> <input type="radio"/> Unguided fishers <input type="radio"/> Stay: More than 7 nights <input type="radio"/> Origin: Canada <input type="radio"/> Education: Less than high school and some technical college <input type="radio"/> Occupation: Trades and self-employed <input type="radio"/> Income: \$50,000 to less than \$70,000 <input type="radio"/> Age: 40 or younger <input type="radio"/> Gender: Female 	<ul style="list-style-type: none"> <input type="radio"/> Guided fishers <input type="radio"/> Origin: US <input type="radio"/> Education: Graduate degree <input type="radio"/> Occupation: Retired <input type="radio"/> Income: Over \$90,000 <input type="radio"/> Age: Over 60
Swimming	<ul style="list-style-type: none"> <input type="radio"/> Age: 30 or younger <input type="radio"/> Unguided fishers 	
Unguided walking tours	<ul style="list-style-type: none"> <input type="radio"/> Origin: Canada <input type="radio"/> Education: Less than high school and some technical college <input type="radio"/> Gender: Female 	<ul style="list-style-type: none"> <input type="radio"/> Stay: 6 to 7 nights <input type="radio"/> Origin: US <input type="radio"/> Education: Graduate degree
Guided vehicle tour	<ul style="list-style-type: none"> <input type="radio"/> Income: \$50,000 to less than \$70,000 <input type="radio"/> Unguided fishers <input type="radio"/> Stay: More than 7 nights <input type="radio"/> Origin: Canada 	<ul style="list-style-type: none"> <input type="radio"/> Guided fishers <input type="radio"/> Origin: US <input type="radio"/> Education: Graduate degree
Unguided vehicle tour	<ul style="list-style-type: none"> <input type="radio"/> Education: Less than high school, high school and undergraduate degree <input type="radio"/> Occupation: Trades <input type="radio"/> Income: Less than \$70,000 <input type="radio"/> Age: 30 or younger <input type="radio"/> Gender: Female 	<ul style="list-style-type: none"> <input type="radio"/> Guided fishers <input type="radio"/> Origin: US <input type="radio"/> Education: Graduate degree <input type="radio"/> Occupation: Professional <input type="radio"/> Income: Over \$90,000
Wildlife viewing	<ul style="list-style-type: none"> <input type="radio"/> Unguided fishers <input type="radio"/> Stay: More than 7 nights 	<ul style="list-style-type: none"> <input type="radio"/> Guided fishers <input type="radio"/> Stay: 5 nights or less

Satisfaction with activities undertaken differs significantly by fisher characteristics; details are provided in Figure 34 below.

Figure 34 INFLUENCES ON ACTIVITY SATISFACTION

Activity	More satisfied	Less satisfied
Shopping		<ul style="list-style-type: none"> <input type="radio"/> Party size: couple
Unguided vehicle tour	<ul style="list-style-type: none"> <input type="radio"/> Stay: more than 7 nights <input type="radio"/> Age: Over 50 	<ul style="list-style-type: none"> <input type="radio"/> Length of trip: 5 nights or less <input type="radio"/> Age: 30 or younger

Some fishers (3%) indicate there are activities they had hoped to participate in, but were not available. Those missing activities are identified in Figure 35 below.

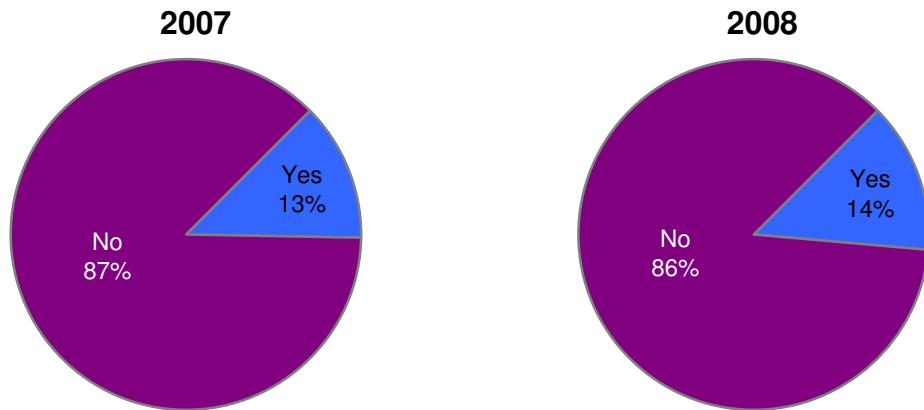
Figure 35 DESIRED ACTIVITIES NOT AVAILABLE

Activity	Count
Golf	4
Hunting	3
Mine tour	2
Viewing the Northern Lights	2
Whitewater rafting	1
Sightseeing on a glass bottom boat	1
Wildlife viewing	1
Dogsledding	1
Flight tour to remote lakes	1
Escarpmont falls viewing	1

Note: Data from Q74. Based on an n size of 17.

Fourteen percent of fishers going to the NWT visit a Territorial or National Park (see Figure 36). The most popular parks for fishers include: Twin Falls Territorial Park (4%); Wood Buffalo, National Park, Nahanni National Park and Fort Providence Territorial Park (2%), which is similar to park visits by fishers in 2007 (see Figure 37). Cross-tabulations for parks visited are not available due to low N sizes.

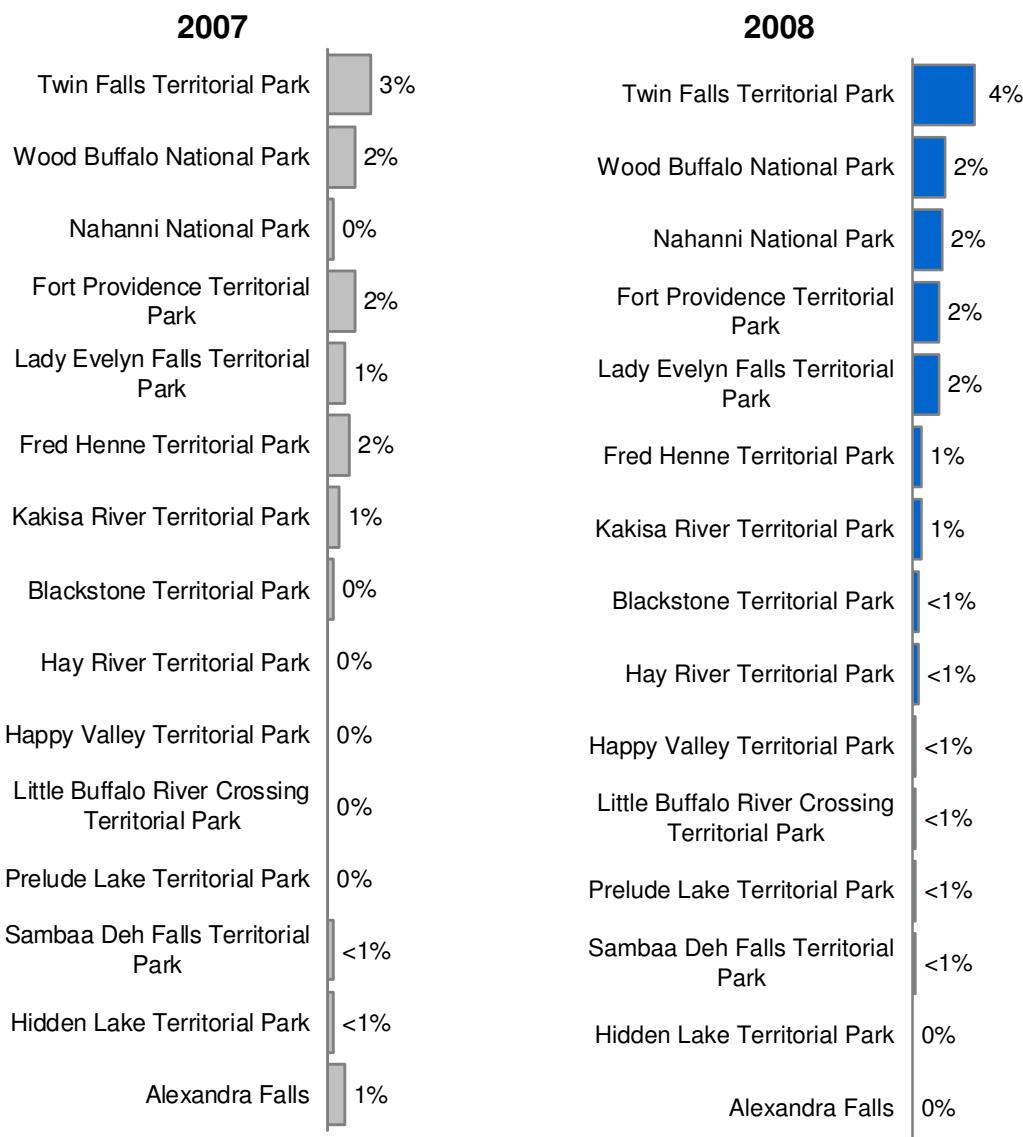
Figure 36 VISITED TERRITORIAL OR NATIONAL PARK WITHIN THE NWT



Note: Data from Q77.

- Cross-tabulations reveal that fishers with the following characteristics are *more* likely to visit a Territorial or National park while in the NWT:
 - Unguided fishers;
 - Origin: Canada;
 - Education: Less than high school;
 - Occupation: Trades and self-employed;
 - Income: \$70,000 or less; and
 - Age: 40 or younger.

Figure 37 TERRITORIAL OR NATIONAL PARK VISITED

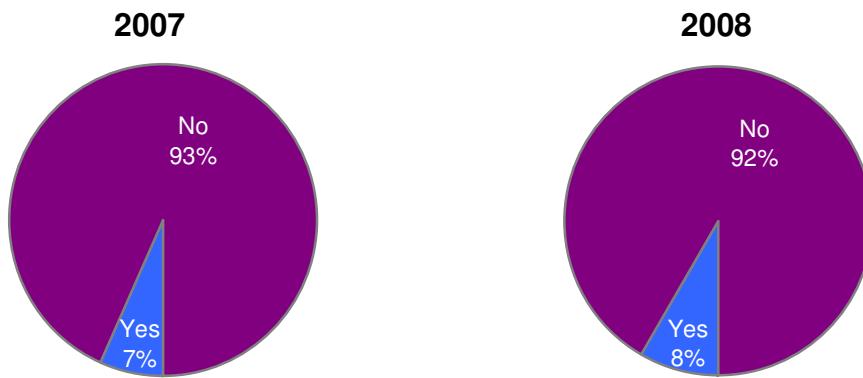


Note: Data from Q78. Total exceeds 100% because multiple responses were accepted.

Participation in Aboriginal tourism activities and events

Eight percent of fishers visiting the NWT participate in Aboriginal events or activities (see Figure 38). The activities participated in most often include Visiting Aboriginal or historical sites, visiting a burial site, participating in National Aboriginal Day activities, participating in festivals in the NWT.

Figure 38 PARTICIPATION IN ABORIGINAL ACTIVITIES



Note: Data from Q75.

Figure 39 PARTICIPATION IN ABORIGINAL ACTIVITIES

Activity	Count
Visited Aboriginal or historical sites	22
Visited a burial site	5
Participated in Aboriginal cultural activities	5
Participated in festivals in the NWT	4
Participated in National Aboriginal Day activities	2
Visited an art gallery	2
Participated in a talent show in Hay River	1
Met locals	1
Took a tour of the Aurora Borealis	1
Stayed in traditional fishing camps	1
Went to an Aboriginal store	1

Note: Data from Q76.

- Cross-tabulations reveal that fishers with the following characteristics are *more* likely to participate in Aboriginal events or activities:
 - Stay: More than 7 nights; and
 - Party size: 1 person.

Tourism service, product and infrastructure ratings

Fishers were asked to rate their satisfaction with services in the NWT. Fishers are most satisfied with airports (mean of 3.99), visitor information centres (mean of 3.98) and value for money in campgrounds (mean of 3.97). They are least satisfied with the selection (3.33) of and price (3.04) arts and crafts (see Figure 40).

Figure 40 QUALITY OF SERVICES IN THE NORTHWEST TERRITORIES

Service aspect	2007		2008	
	Experienced	Satisfaction Mean	Experienced	Satisfaction Mean
Airports	57%	4.03	69%	3.99
Visitor information centres	54%	4.05	47%	3.98
Value for money in campgrounds	40%	4.02	35%	3.97
Campground service and amenities	40%	3.87	34%	3.94
Signage	74%	4.02	71%	3.84
Restaurant service	63%	3.94	61%	3.83
Service in hotels and motels	44%	4.07	47%	3.82
Cleanliness of towns	83%	3.72	81%	3.71
Value for money at restaurants	62%	3.81	62%	3.67
Value for your money in hotels and motels	44%	4.00	46%	3.67
Roads and highways	73%	3.75	69%	3.57
Variety of tours	30%	3.38	28%	3.43
The selection of arts and crafts	43%	3.60	43%	3.33
The price of arts and crafts	41%	3.40	42%	3.04

Note: Data from Q102–Q115. Mean scores are based on a 5-point scale where one is “very poor” and five is “excellent.”

- Cross-tabulations reveal that fishers with the following characteristics are *more* likely to have experienced a visitor centre:
 - Unguided fisher;
 - Stay: More than 7 nights;
 - Trip party: Family;
 - Origin: Canada;
 - Education: High school; and
 - Income: \$50,000 to less than \$70,000.



Tourism service, product and infrastructure ratings differ significantly by fisher characteristics; details are provided in Figure 41 below.

Figure 41 INFLUENCES ON SERVICE, PRODUCT AND INFRASTRUCTURE RATINGS

Service, product or infrastructure	More likely to rate as excellent	Less likely to rate as excellent
Value for money in campgrounds	<input type="radio"/> Party size: Couple	<input type="radio"/> Guided fishers
Selection of arts and crafts	<input type="radio"/> Stay: More than 7 nights	<input type="radio"/> Stay: 5 nights or less <input type="radio"/> Origin: US
Airports	<input type="radio"/> Stay: More than 7 nights	
Visitor centres	<input type="radio"/> Origin: US	
Variety of tours	<input type="radio"/> First time fishers	<input type="radio"/> Repeat fishers
Cleanliness of towns	<input type="radio"/> Stay: More than 7 nights	<input type="radio"/> Stay: 5 nights or less
Restaurant service	<input type="radio"/> Stay: More than 7 nights	<input type="radio"/> Occupation: Trades
Service in hotels and motels	<input type="radio"/> Party size: 1 or 2 people	<input type="radio"/> Party size: 3 to 5 people
Value for money in hotels and motels	<input type="radio"/> Guided fishers	<input type="radio"/> Unguided fishers
Campground services and amenities	<input type="radio"/> Party size: Couple	
Value for money at restaurants	<input type="radio"/> First time fishers	
Price of arts and crafts	<input type="radio"/> Stay: More than 7 nights <input type="radio"/> Origin : Canada	<input type="radio"/> Origin: US
Roads and highways	<input type="radio"/> Repeat fishers <input type="radio"/> Age: 51 to 60	<input type="radio"/> Age: 30 or younger
Signage	<input type="radio"/> Unguided fishers <input type="radio"/> Education: High school or less	<input type="radio"/> Education: Graduate degree <input type="radio"/> Occupation: Management

Outfitter ratings

The majority of fishers (97%) who used an outfitter would recommend it to others.

Figure 42 RECOMMEND OUTFITTER TO OTHERS



Note: Data from Q128.

Guided fishers, who stay at fishing lodges, are most satisfied with shore lunches (mean of 4.72), meals (mean of 4.56) and guides (mean of 4.49) and are least satisfied with tents (mean of 3.08) as the lowest (see Figure 43). Fishers' 2008 satisfaction rates are similar to those from 2007.

Figure 43 SATISFACTION WITH OUTFITTER

Service aspect	2007		2008	
	Experienced	Satisfaction Mean	Experienced	Satisfaction Mean
Shore lunches	95%	4.67	96%	4.72
Meals	99%	4.55	98%	4.56
Guides	91%	4.31	95%	4.49
Lodge or camp service and amenities	97%	4.43	98%	4.46
Boats and motors	96%	4.33	97%	4.46
Fishing equipment	73%	4.27	79%	4.41
Value for money	97%	4.39	97%	4.31
Safety equipment	72%	4.39	77%	4.22
Mapping equipment	65%	4.12	58%	4.22
Sleeping gear	52%	4.32	58%	4.15
Kitchen Items (stove, pots, dishes, etc)	33%	4.29	33%	4.08
Tents	16%	4.00	15%	3.88

Note: Data from Q116 – Q127. Mean scores are based on a five-point scale where one is “very poor” and five is “excellent.”

Outfitter product and service ratings differ significantly by fisher characteristics; details are provided in Figure 44 below.

Figure 44 INFLUENCES ON OUTFITTER RATINGS

Service, product or infrastructure	More likely to rate as excellent	Less likely to rate as excellent
Value for money at outfitters lodge or camp		<ul style="list-style-type: none">○ Stay: 5 nights or less○ Education: Less than high school
Rate sleeping gear	<ul style="list-style-type: none">○ Age: 41 to 50○ Party size: 1 person○ Party size: 1 or 2 people○ Origin: US	<ul style="list-style-type: none">○ Age: 30 or younger and 51 to 60○ Party size: More than 5 people○ Origin: Canada
Mapping		

Fisher comments

Some fishers had additional comments they wanted to make about their experience in NWT (see Figure 45). Over one half of fishers had a good experience while in the NWT.

Figure 45 ADDITIONAL COMMENTS

Comments	%
I will / would like to come back	22%
Great trip / awesome / fantastic / nice trip	13%
I enjoyed / liked my trip / the NWT	13%
We had fun / great time / experience	10%
Beautiful scenery / nature / great wilderness	5%
Great fishing	5%
I was pleased with the campground / guide service / lodge / outfitter	4%
I would recommend the Northwest Territories to others	4%
People are friendly	2%
Campground is small	<1%
Campground is small	<1%
Difficult access to Yellowknife	<1%
Enjoyed seeing oil slick	<1%
Game wardens were rude and impersonal	<1%
I like the isolation	<1%
I like the polar bears	<1%
Increase the maximum number of fish visitors can catch / take home	1%
It's not as far away as you think it is	<1%
Lodges need improved equipment (such as GPS)	<1%
Lots of mosquitoes and bugs	1%
Lots of people there	<1%
Marijuana use in lodges	<1%
Need improved facilities (campground washrooms and showers)	1%
Not much to do there	<1%
Poor road conditions / road signage	1%
Poor service from lodges / tourism offices	1%
Price is reasonable	<1%
Should advertise more about the tourism in NWT	<1%
Some crafts made in specific communities are not currently available for sale	<1%
The camp was poorly operated	<1%
There is not enough firewood and it is too expensive	<1%
Too much sunlight	<1%
Travel / gas costs too high	1%



Figure 45 continued...

Comments	%
Trip was relaxing	<1%
Virginia Falls is incredible	<1%
We were treated like criminals	<1%
Weather is not so nice	<1%
Yellowknife is modern	<1%

Note: Data from Q133. Totals exceed 100% because multiple responses were accepted.



Trip expenditures

Fisher spending in the NWT is categorized under two headings: (1) pre-paid package expenses; and (2) spending while in the NWT (see Figure 60 for spending breakdowns). Expenditures reported are those for respondents to this study only and do not represent the expenditures of all fishers visiting the NWT.

All dollar amounts in this report are reported in Canadian dollars. Of 600 fishers, 153 stated their trip expenditures in US dollars, which have been converted into Canadian dollars by the monthly exchange rate quoted in the Bank of Canada website prior to any calculations of trip expenditures. The respondents' fishing license purchase date in the sample was used to determine the appropriate monthly exchange rate. The findings from questions 19 (bed and breakfasts) and 24 (spending on tours) are reported in Figure 46 only and are identified by the mean score only as the number of fisher responses is too low to report on.

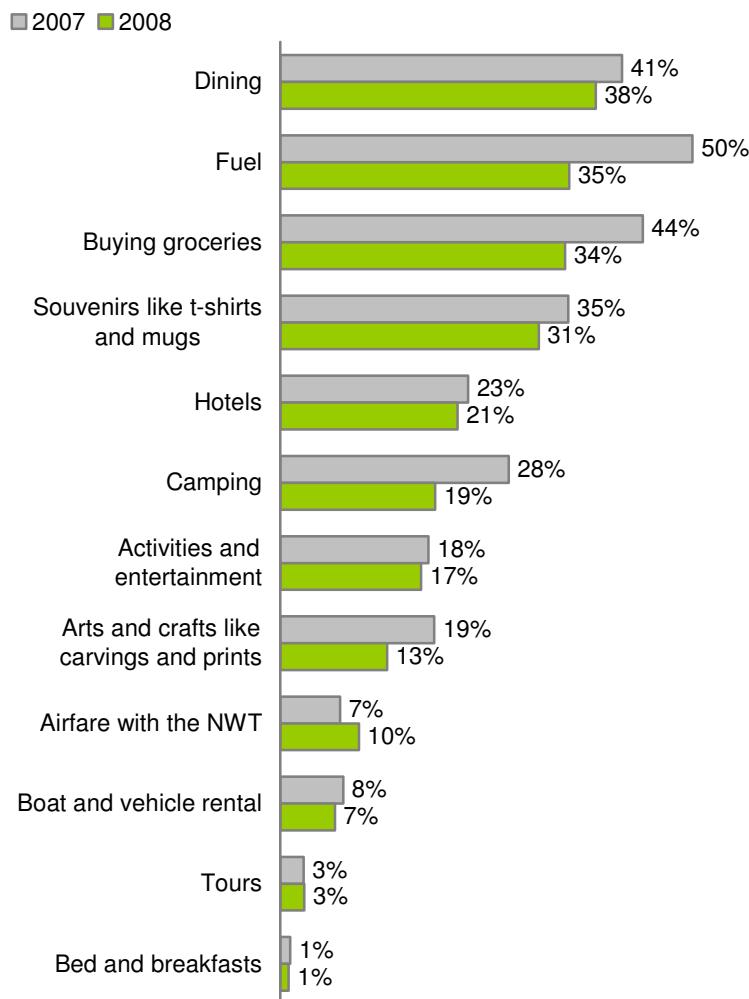
Expenditure types

Fishers were asked how much they spent on various items while in the NWT. As shown in Figure 46, close to two-fifths of fishers (38%) spent money on dining and more than one-third (35%) spent money on fuel.

The proportion of fishers' spending money on the following items has decreased significantly since 2007:

- Fuel (50% in 2007 compared to 35% in 2008);
- Groceries (44% in 2007 compared to 34% in 2008);
- Camping (28% in 2007 compared to 19% in 2008); and
- Arts and crafts (19% in 2007 compared to 13% in 2008).

Figure 46 EXPENDITURE TYPES

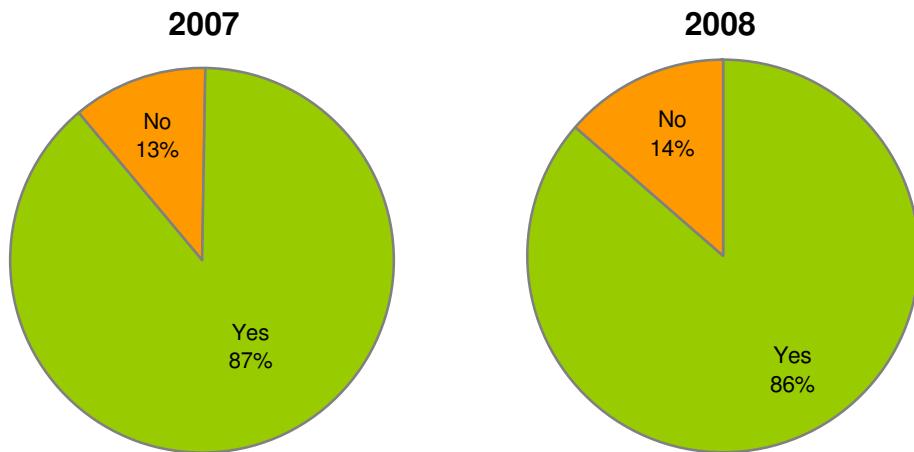


Note: Data from Q18–30. Total exceeds 100% because multiple responses were accepted.

Pre-paid package costs

Similar to 2007, 86% of fishers purchased a pre-paid package for their trip to the NWT.

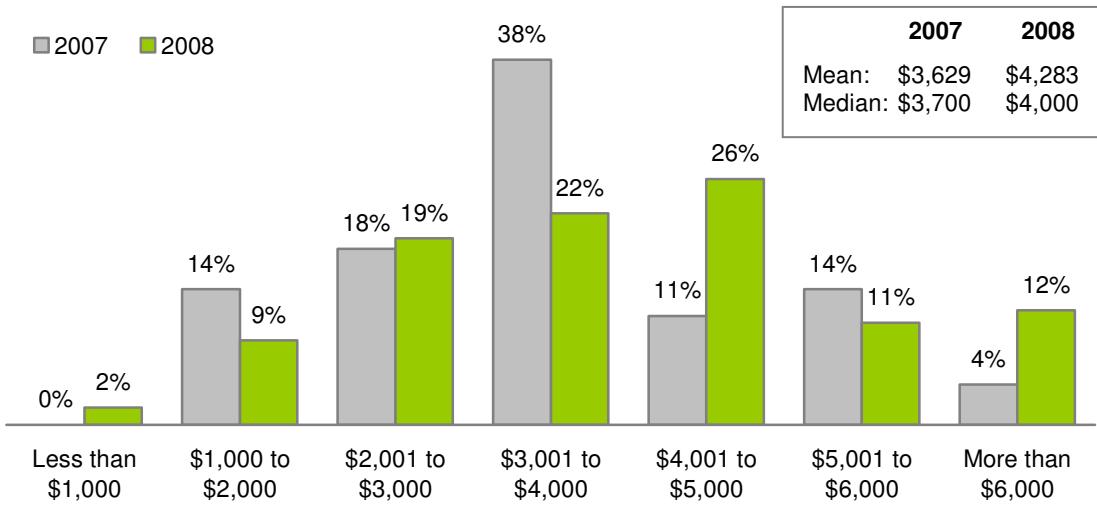
Figure 47 PURCHASED A PRE-PAID PACKAGE



Note: Data from Q11.

Of the fishers who purchased pre-paid packages, close to three-quarters (73%) paid more than \$3,000 each for their package. The average spend has increased from \$3,629 in 2007 to \$4,283 in 2008.

Figure 48 AMOUNT SPENT ON PRE-PAID PACKAGES

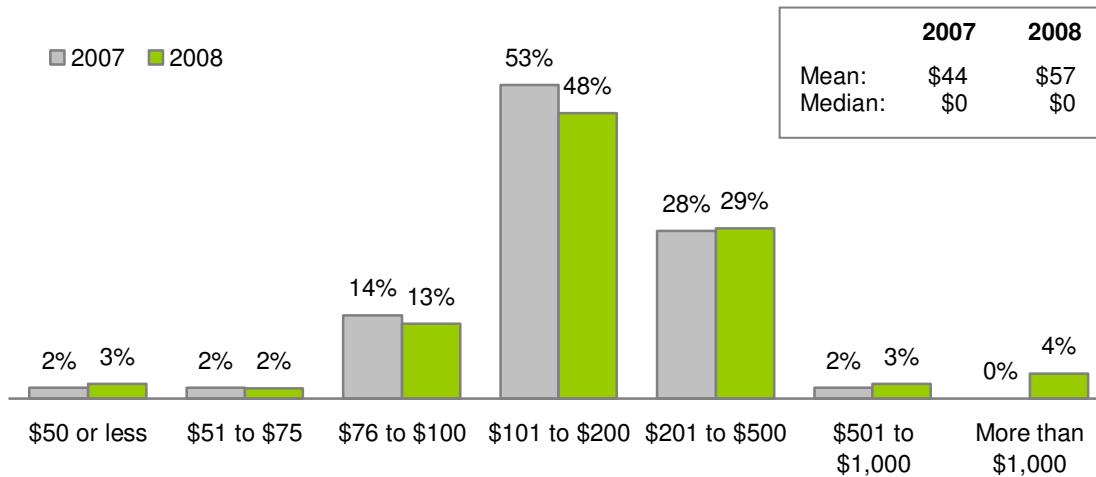


Note: Data from Q12. N=227. Dollar figures are per fisher per trip.

Spend

The majority of fishers who paid for hotel accommodations (84%) spent more than \$100 during their trip.

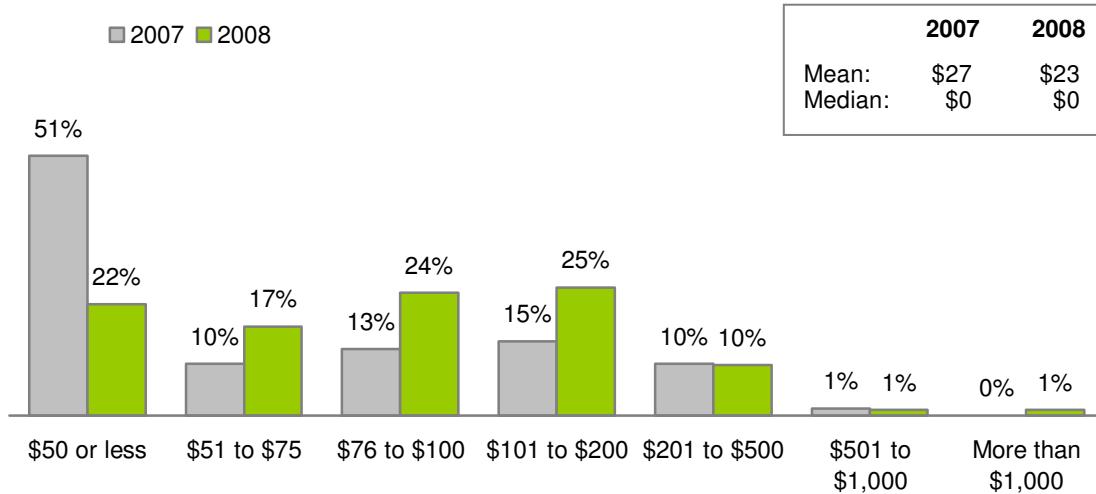
Figure 49 AMOUNT SPENT ON HOTELS



Note: Data from Q18. N=119. Dollar figures are per fisher per trip. Entries of \$0 are included in the median and median calculations, but are omitted from the bar chart.

Including all fishers, the average camping spend is \$23. Of those who spent money on camping, more than three fifths (63%) spent \$100 or less.

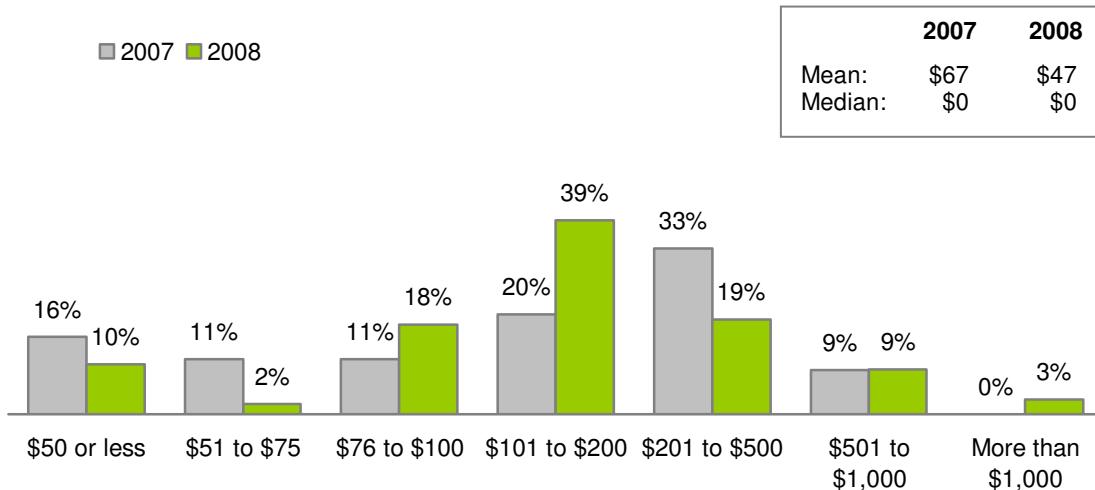
Figure 50 AMOUNT SPENT ON CAMPING



Note: Data from Q20. N=92. Dollar figures are per fisher per trip. Entries of \$0 are included in the median and median calculations, but are omitted from the bar chart.

Of fishers spending money on activities and entertainment, more than two thirds (69%) spent up to \$200.

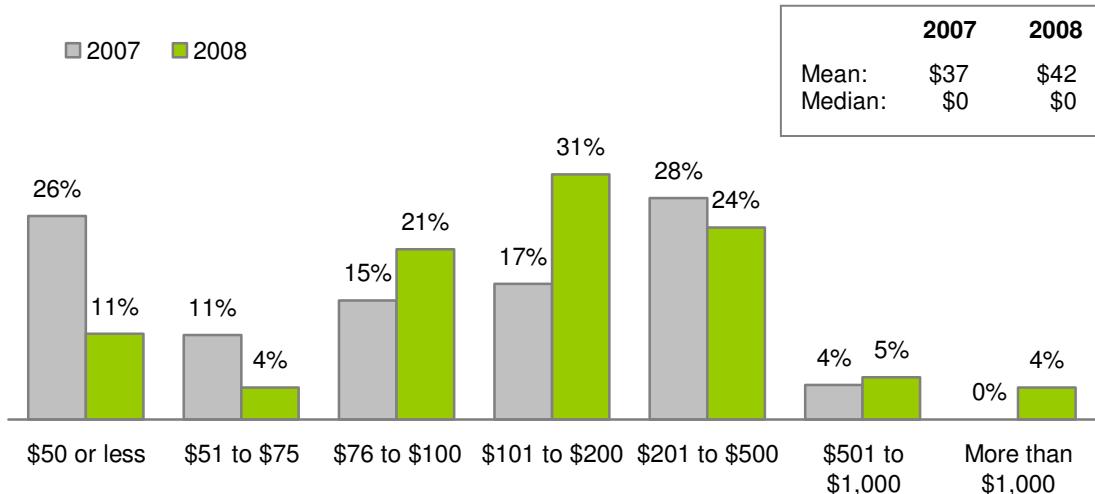
Figure 51 AMOUNT SPENT ON ACTIVITIES AND ENTERTAINMENT



Note: Data from Q21. N=100. Dollar figures are per fisher per trip. Entries of \$0 are included in the median and median calculations, but are omitted from the bar chart.

Two thirds of fishers who bought arts and crafts (67%) spent under \$200 on them.

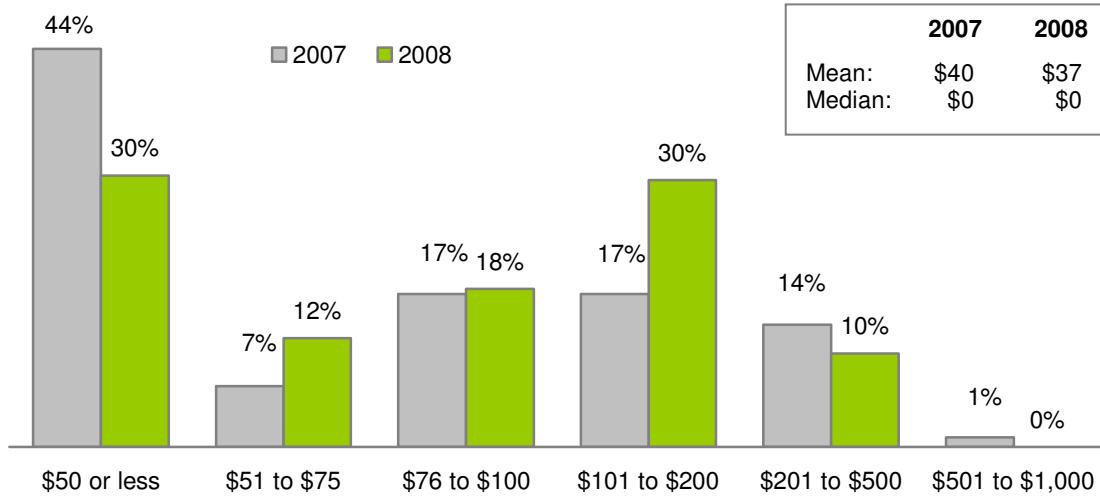
Figure 52 AMOUNT SPENT ON ARTS AND CRAFTS



Note: Data from Q22. N=75. Dollar figures are per fisher per trip. Entries of \$0 are included in the median and median calculations, but are omitted from the bar chart.

Three fifths of fishers who bought souvenirs (60%) spent \$100 or less. This is down from 68% in 2007.

Figure 53 AMOUNT SPENT ON SOUVENIRS



Note: Data from Q23. N=182. Dollar figures are per fisher per trip. Entries of \$0 are included in the median and median calculations, but are omitted from the bar chart.

Close to one half of grocery-purchasing fishers (47%) spent up to \$100. In 2007, 61% of fishers who bought groceries spent \$100 or less.

Figure 54 AMOUNT SPENT ON GROCERIES



Note: Data from Q25. N=198. Dollar figures are per fisher per trip. Entries of \$0 are included in the median and median calculations, but are omitted from the bar chart.

Including all fishers, the average spent on fuel in the NWT was \$118 (down from \$139 in 2007). Of those who spent money on fuel, seven in ten (71%) spent between \$76 and \$500.

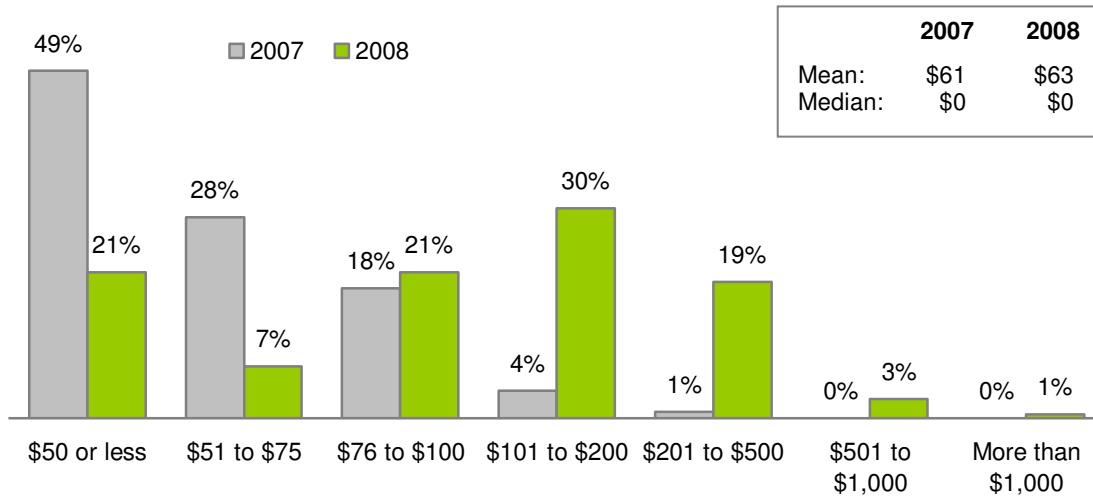
Figure 55 AMOUNT SPENT ON FUEL WITHIN NWT



Note: Data from Q26. N=199. Dollar figures are per fisher per trip. Entries of \$0 are included in the median and median calculations, but are omitted from the bar chart.

More than one half of fishers who paid for dining (53%) spent more than \$100. In 2007, only 5% of fishers who dined in the NWT spent over \$100.

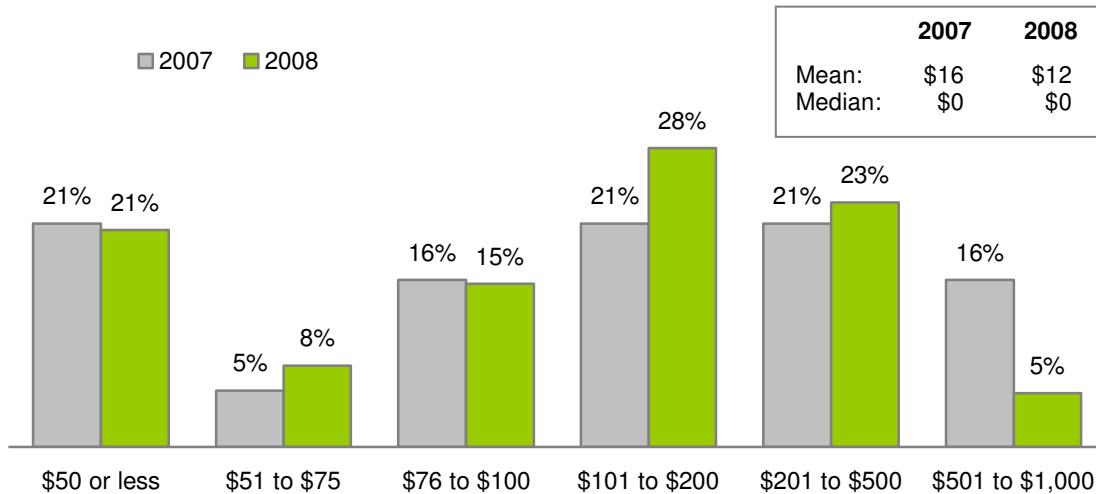
Figure 56 AMOUNT SPENT ON DINING



Note: Data from Q27. N=220. Dollar figures are per fisher per trip. Entries of \$0 are included in the median and median calculations, but are omitted from the bar chart.

Of fishers who rented a boat and/or vehicle, more than one half (56%) spent over \$100. This is a similar proportion as in 2007 (58%).

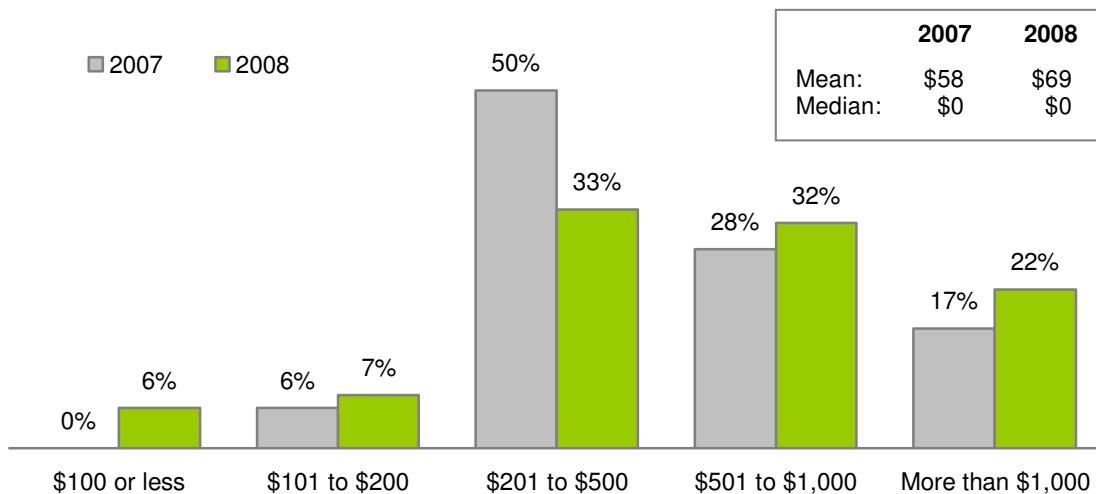
Figure 57 AMOUNT SPENT ON BOAT AND VEHICLE RENTAL



Note: Data from Q28. N=39. Dollar figures are per fisher per trip. Entries of \$0 are included in the median and median calculations, but are omitted from the bar chart.

Most of the fishers who paid for airfare (87%) spent more than \$100.

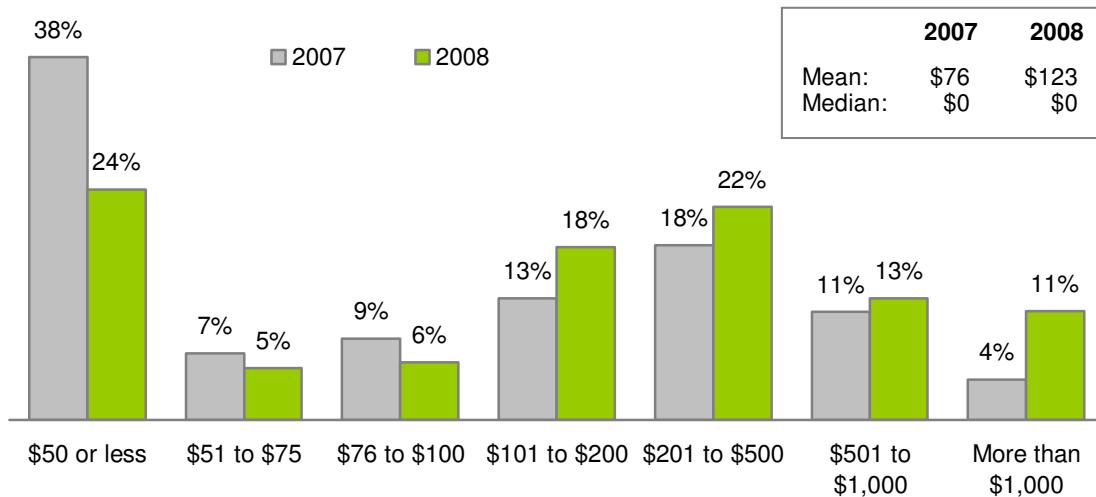
Figure 58 AMOUNT SPENT ON AIRFARE WITHIN NWT



Note: Data from Q29. N=68. Dollar figures are per fisher per trip. Entries of \$0 are included in the median and median calculations, but are omitted from the bar chart.

Seventy percent of fishers also spent money on other expenditures (compared to 29% in 2007); of those, more than half (53%) spent up to \$200. Of all fishers, the average spend on other expenditures is \$123 per fisher (up from \$76 in 2007).

Figure 59 AMOUNT SPENT ON OTHER EXPENDITURES



Note: Data from Q30. N=166. Dollar figures are per fisher per trip. Entries of \$0 are included in the median and median calculations, but are omitted from the bar chart.



Figure 60 below illustrates differences in spending between Canadian and American fishers.

Figure 60 EXPENDITURES BY FISHER ORIGIN PER FISHER

Expenditure	Canadian fishers		American fishers		All visitors	
	N	Average spend	N	Average spend	N	Average spend
Pre-paid package cost	105	4,004.12	121	4,539.67	227	4,282.97
Airfare from a Canadian location to the NWT	47	923.68	21	887.17	68	912.41
Airfare from NWT location to a lodge or camp	3	400.00	6	2,069.83	9	1,513.22
Accommodation outside the lodge or camp	69	158.61	76	186.30	145	173.12
Fishing license	59	41.27	43	49.88	102	44.90
In NWT						
Hotels	372	55.25	183	61.72	556	57.46
Bed and breakfast	390	3.38	198	1.26	589	2.67
Camping	361	29.38	196	12.08	558	23.25
Entertainment	391	55.77	196	27.10	588	46.97
Arts and crafts	386	50.07	196	25.91	583	41.86
Souvenirs	388	37.16	195	35.51	584	36.54
Tours	390	17.12	196	11.36	587	15.16
Groceries	380	86.58	194	30.40	575	67.48
Fuel	383	143.48	192	67.80	576	118.07
Dining	380	67.44	197	54.77	578	63.18
Vehicle / boat rental	393	14.91	196	6.88	590	12.39
Airfare	380	67.15	188	72.70	569	68.87
Other	372	104.27	186	162.05	559	123.30

Figure 61 illustrates differences in expenditures by fishers based on region fished.

Figure 61 AVERAGE EXPENDITURES BY REGION FISHED

Expenditure	Deh Cho Region		Inuvik Region		North Slave Region		Sahtu Region		South Slave Region		
	N	Average spend	N	Average spend	N	Average spend	N	Average spend	N	Average spend	
Pre-paid package cost	4	2,100.00	0	-	87	3,871.01	33	5,528.65	70	4,233.27	
Airfare from a Canadian location to the NWT	2	525.00	0	-	48	1,008.34	6	897.23	9	721.33	
Airfare from NWT location to a lodge or camp	0	-	0	-	2	1,021.76	1	810.16	5	101.27	
Accommodation outside the lodge or camp	1	0.00	0	-	67	193.05	19	235.74	40	125.01	
Fishing license	3	6.67	0	-	52	37.81	22	58.94	13	43.14	
In NWT	Hotels	18	16.67	3	333.33	181	101.44	58	29.72	239	36.87
	Bed and breakfast	20	0.00	3	0.00	204	7.70	59	0.00	239	0.00
	Camping	20	22.65	3	13.33	196	6.99	58	6.90	219	44.88
	Entertainment	20	47.50	3	66.67	205	59.92	59	39.47	238	31.21
	Arts and Crafts	18	27.78	3	33.33	200	82.32	58	27.59	241	16.34
	Souvenirs	20	27.50	3	20.00	204	39.91	59	62.44	235	19.33
	Tours	20	0.00	3	0.00	203	16.39	57	42.11	240	10.21
	Groceries	19	100.00	3	133.33	195	79.12	59	41.53	236	61.79
	Fuel	20	165.00	3	66.67	197	130.05	58	45.30	236	142.99
	Dining	20	43.70	3	50.00	195	96.33	59	55.65	237	40.66
	Vehicle / boat rental	19	60.53	3	0.00	205	13.92	59	8.47	240	6.82
	Airfare	20	140.40	2	0.00	195	112.80	56	86.84	234	22.14
	Other	18	19.28	3	0.00	198	146.93	55	235.59	224	80.15

Expenditures differ significantly by fisher characteristics; details are shown in 0 below.

Figure 62 INFLUENCES ON EXPENDITURES

Expenditure	Tend to spend more	Tend to spend less
Hotels	<ul style="list-style-type: none"> <input type="radio"/> Stay: More than 7 nights <input type="radio"/> First-time fishers <input type="radio"/> Origin: US <input type="radio"/> Income: Over \$90,000 	<ul style="list-style-type: none"> <input type="radio"/> Stay: 5 nights or less <input type="radio"/> Repeat fishers <input type="radio"/> Origin: Canada <input type="radio"/> Income: Less than \$50,000 and \$70,000 to less than \$90,000
Camping	<ul style="list-style-type: none"> <input type="radio"/> Unguided fishers <input type="radio"/> Stay: 6 or 7 nights <input type="radio"/> Repeat fishers <input type="radio"/> Party size: Couple or family <input type="radio"/> Party size: More than 5 people <input type="radio"/> Origin: Canada <input type="radio"/> Education: Less than high school <input type="radio"/> Occupation: Trades <input type="radio"/> Income: Less than \$70,000 <input type="radio"/> Age: 30 or younger <input type="radio"/> Gender: Female 	<ul style="list-style-type: none"> <input type="radio"/> Guided fishers <input type="radio"/> Stay: More than 7 nights <input type="radio"/> First-time fishers <input type="radio"/> Party size: Alone or with co-workers <input type="radio"/> Party size: 3 to 5 people <input type="radio"/> Origin: US <input type="radio"/> Education: Some post-secondary, college or technical diploma or certificate, or graduate degree <input type="radio"/> Occupation: Professional and management <input type="radio"/> Income: Over \$90,000 <input type="radio"/> Age: 41 to 50 <input type="radio"/> Gender: Male
Activities / entertainment	<ul style="list-style-type: none"> <input type="radio"/> Stay: More than 7 nights 	<ul style="list-style-type: none"> <input type="radio"/> Stay: 5 nights or less
Arts and crafts	<ul style="list-style-type: none"> <input type="radio"/> Stay: More than 7 nights 	<ul style="list-style-type: none"> <input type="radio"/> Stay: 5 nights or less
Souvenirs	<ul style="list-style-type: none"> <input type="radio"/> Guided fishers <input type="radio"/> First-time fishers <input type="radio"/> Income: \$50,000 to less than \$90,000 	<ul style="list-style-type: none"> <input type="radio"/> Unguided fishers <input type="radio"/> Repeat fishers <input type="radio"/> Party size: Friends <input type="radio"/> Income: Less than \$50,000
Groceries	<ul style="list-style-type: none"> <input type="radio"/> Unguided fishers <input type="radio"/> Stay: More than 7 nights <input type="radio"/> Origin: Canada <input type="radio"/> Education: Some post-secondary education or undergraduate degree <input type="radio"/> Occupation: Professional or management <input type="radio"/> Income: \$50,000 to less than \$70,000 <input type="radio"/> Age: 41 to 60 	<ul style="list-style-type: none"> <input type="radio"/> Guided fishers <input type="radio"/> Stay: 7 nights or less <input type="radio"/> Origin: US <input type="radio"/> Education: Graduation degree <input type="radio"/> Occupation: Trades or self-employed <input type="radio"/> Income: Less than \$50,000 <input type="radio"/> Age: Older than 60

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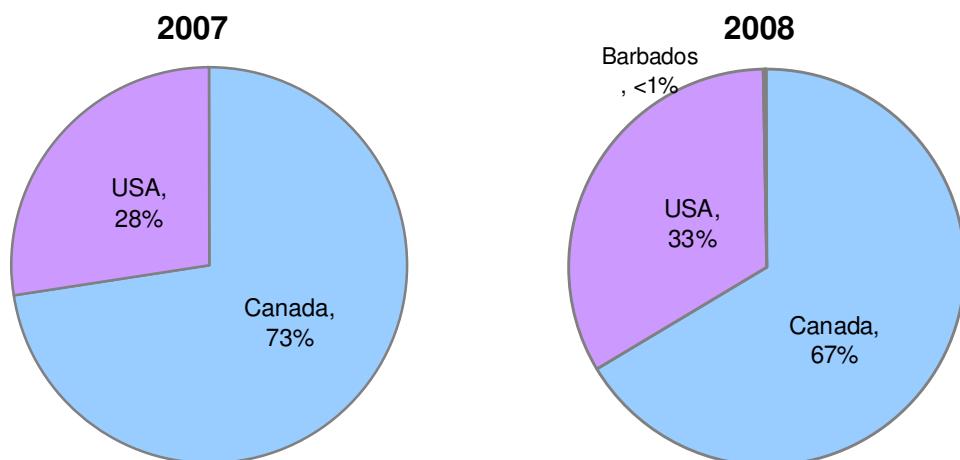
Expenditure	Tend to spend more	Tend to spend less
Fuel	<ul style="list-style-type: none"> <input type="radio"/> Unguided fishers <input type="radio"/> Stay: More than 7 nights <input type="radio"/> Repeat fishers <input type="radio"/> Party size: With family <input type="radio"/> Party size: 3 to 5 people <input type="radio"/> Origin: Canada <input type="radio"/> Education: Less than high school or some post-secondary education <input type="radio"/> Occupation: Trades or self-employed <input type="radio"/> Income: \$70,000 to less than \$90,000 <input type="radio"/> Age: 41 to 60 	<ul style="list-style-type: none"> <input type="radio"/> Guided fishers <input type="radio"/> Stay: 5 nights or less <input type="radio"/> First-time fishers <input type="radio"/> Party size: Co-workers <input type="radio"/> Party size: 1 or 2 people <input type="radio"/> Origin: US <input type="radio"/> Education: Undergraduate or graduate degree <input type="radio"/> Occupation: Management or retired <input type="radio"/> Income: Over \$90,000 <input type="radio"/> Age: 30 or younger, or older than 60
Dining	<ul style="list-style-type: none"> <input type="radio"/> Stay: More than 7 nights <input type="radio"/> Party size: 3 to 5 people <input type="radio"/> Origin: Canada <input type="radio"/> Education: High school or less, or graduate degree 	<ul style="list-style-type: none"> <input type="radio"/> Stay: 5 nights or less <input type="radio"/> Party size: More than 5 people <input type="radio"/> Origin: US <input type="radio"/> Education: Some post-secondary education or undergraduate degree
Boat and vehicle rental	<ul style="list-style-type: none"> <input type="radio"/> Party size: More than 5 people <input type="radio"/> Unguided fishers 	<ul style="list-style-type: none"> <input type="radio"/> Party size: 1 or 2 people <input type="radio"/> Guided fishers
Airfare with the NWT	<ul style="list-style-type: none"> <input type="radio"/> Stay: More than 5 nights <input type="radio"/> Party size: Friends <input type="radio"/> Origin: US 	<ul style="list-style-type: none"> <input type="radio"/> Stay: 5 nights or less <input type="radio"/> Origin: Canada

Visitor profile

Nationality

Over two-thirds of the fishers (67%) who responded to the study are Canadian (down from 73% in 2007) and one-third are American.

Figure 63 FISHERS' NATIONALITY



Note: Data from Q40.

Region of origin

Two fifths of fishers who responded to the study were from Alberta (41%; down from 46% in 2007) with Ontario (14%; up from 9%) making up the next largest proportion.

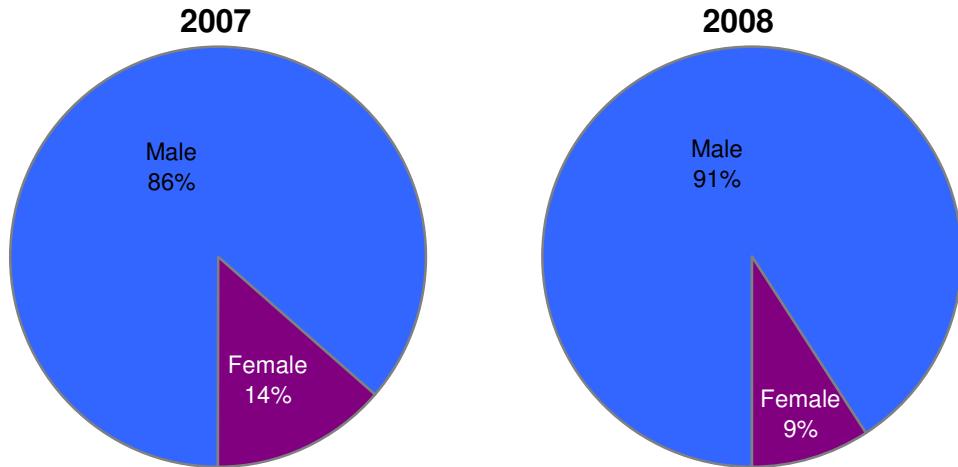
Figure 64 FISHERS' REGION OF ORIGIN

Region	2007	2008	Region	2007	2008
Alberta	46%	41%	Colorado	46%	<1%
Ontario	9%	14%	Maryland	1%	<1%
Illinois	5%	4%	Montana	1%	<1%
British Columbia	4%	4%	Newfoundland	1%	<1%
Minnesota	4%	3%	New York	1%	<1%
Manitoba	1%	3%	Arizona	<1%	<1%
Michigan	1%	3%	Iowa	<1%	<1%
Saskatchewan	6%	2%	Kansas	<1%	<1%
Wisconsin	2%	2%	Louisiana	<1%	<1%
Pennsylvania	2%	2%	Nebraska	<1%	<1%
Texas	1%	2%	Oklahoma	<1%	<1%
Ohio	—	2%	Arkansas	—	<1%
Florida	2%	1%	Alabama	—	<1%
California	2%	1%	Indiana	—	<1%
Quebec	1%	1%	North Carolina	—	<1%
North Dakota	—	<1%	Prince Edward Island	—	<1%
New Hampshire	—	<1%	South Dakota	—	<1%
New Mexico	—	<1%	Virginia	—	<1%
Nevada	—	<1%	Washington	1%	1%
South Carolina	—	<1%	Missouri	<1%	1%
Tennessee	—	<1%	Utah	<1%	1%
Nova Scotia	2%	<1%	Wyoming	<1%	1%
New Brunswick	2%	<1%	Connecticut	1%	—
Georgia	1%	<1%	Massachusetts	<1%	—

Gender

Figure 65 shows that the majority of fishers (91%) who responded to the survey are male.

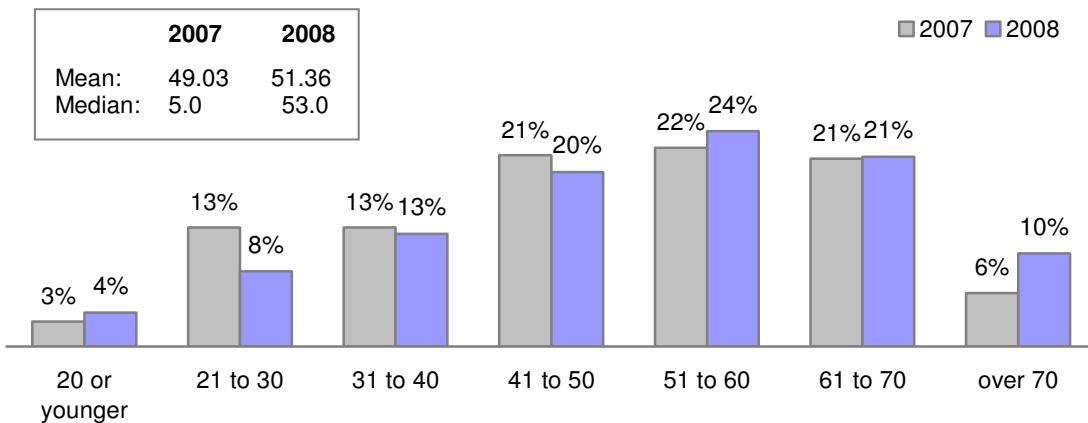
Figure 65 FISHERS' GENDER



Age

Nearly two-thirds of the fishers (65%) who responded to the survey are in the 41 to 70 age category. The average age of fishers who responded is 51, while 25% of fishers are 40 and under (down from 29% in 2007).

Figure 66 AGE

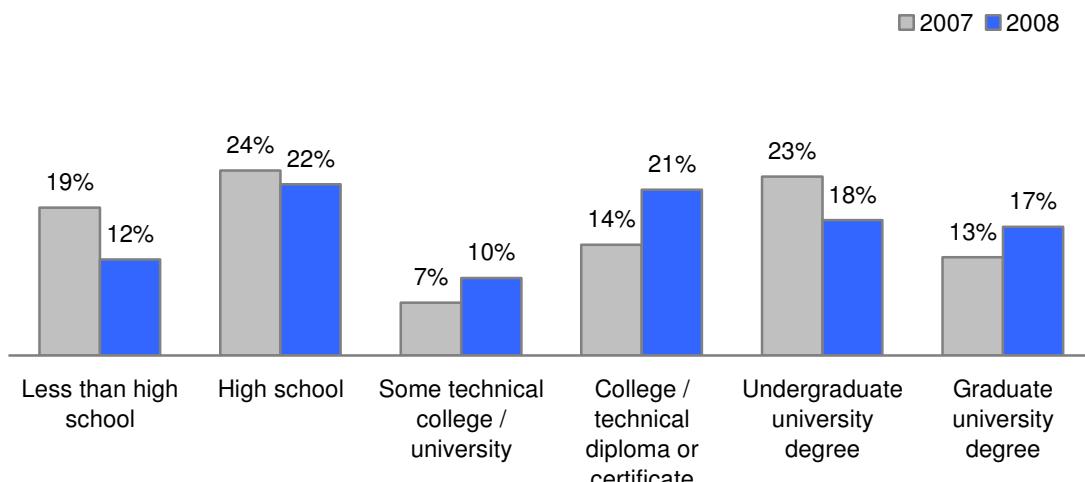


Note: Data from Q132.

Education

Most fishers (66%) have at least some post-secondary education; with less than one fifth (18%) having an undergraduate degree and 17% have a graduate degree (see Figure 67). With the exception of fishers who have less than a high school education (down from 19% in 2007), education levels of visitors are similar to 2007 findings.

Figure 67 EDUCATION LEVEL

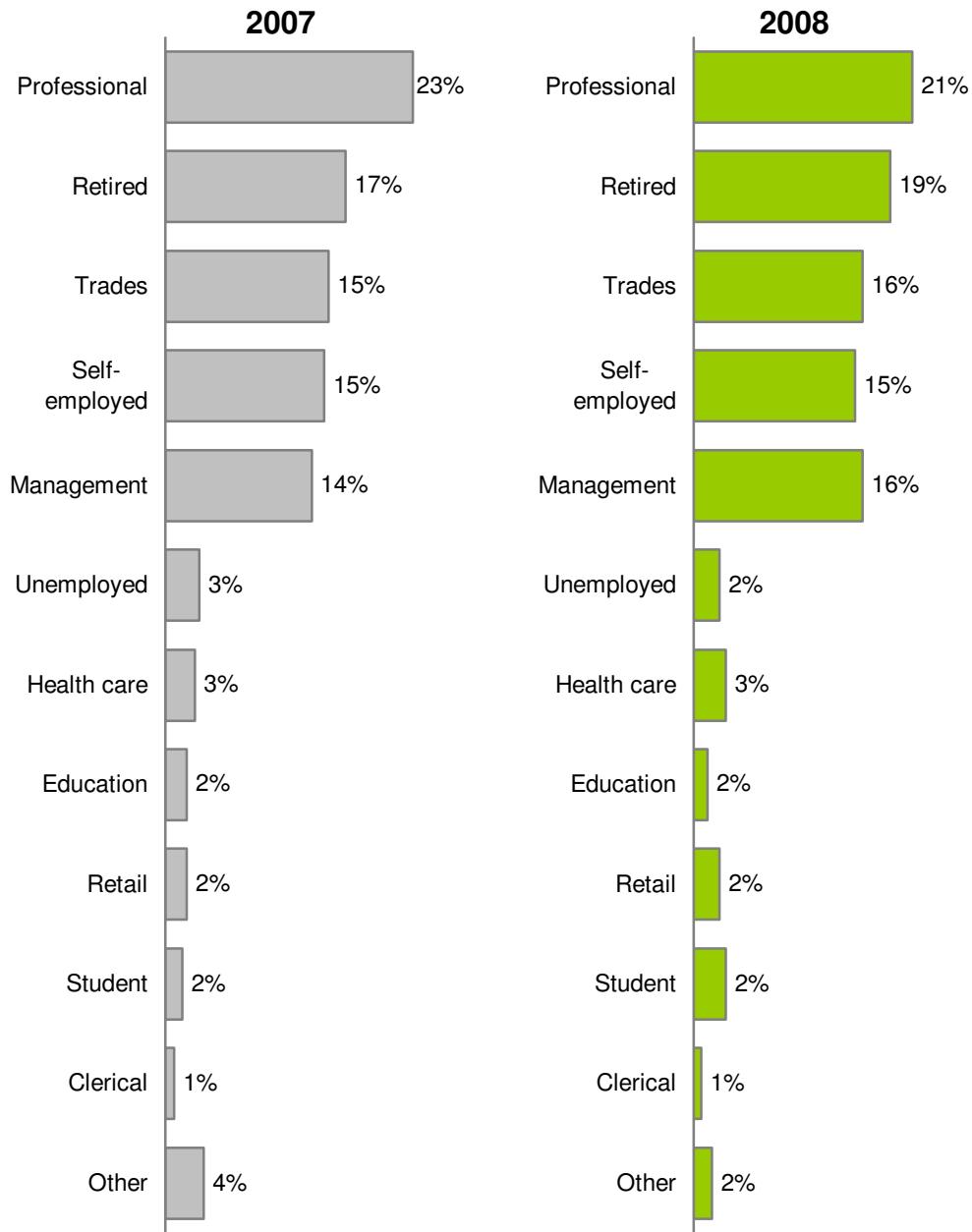


Note: Data from Q129.

Occupation

One fifth of fishers (21%) travelling to the NWT are professionals; while 19% are retired (see Figure 68). There are no significant differences from 2007.

Figure 68 CURRENT OCCUPATION

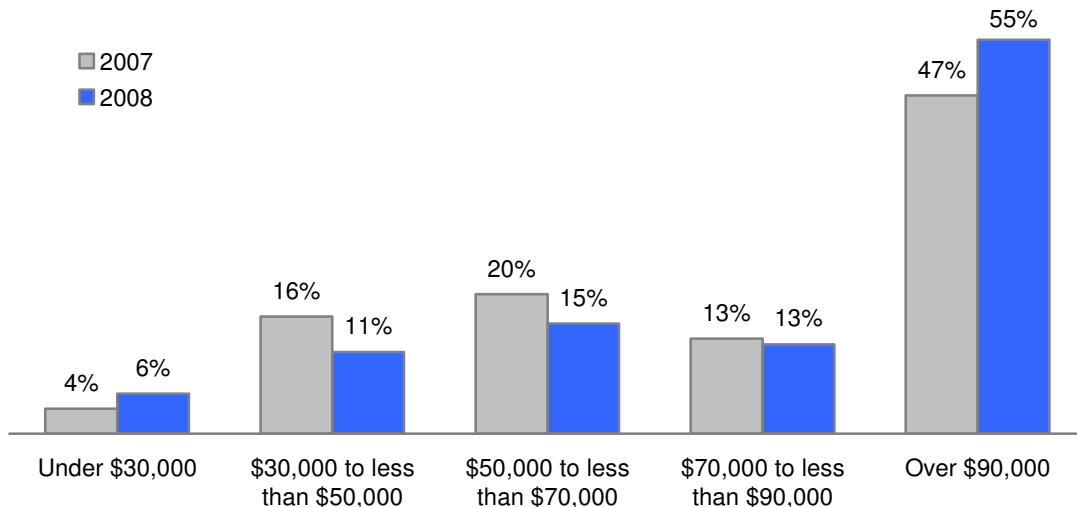


Note: Data from Q130.

Household income

Over one-half of fishers (55%) have an annual household income of \$90,000 or more (up from 47% in 2007), while a small proportion (6%) have a household income of less than \$30,000 (see Figure 69).

Figure 69 ANNUAL HOUSEHOLD INCOME



Note: Data from Q131.

Appendix A: Outlier report

Senior **kisquared** interviewers were briefed to conduct all interviews. For each question that involved dollar amounts and nights stayed, there were additional instructions in the questionnaire for the interviewers to follow if the response fell within parameters that required probing for validation. The interviewers recorded how each outlier response was validated by the respondent, and these explanations were then entered into our new SPSS Data Entry 4.0 program. This program contains automatic data cleaning and calculating abilities – such as advanced math formulas and complex logic statements based on an infinite number of variables – which are automatically run every time a survey is entered.

In addition to programming acceptable value parameters to flag possible outlier values for every open-ended numerical variable at the point of entry, the following outlier calculations were also programmed into the data entry form and processed automatically after each survey was entered. Responses that were flagged for investigation during data entry were returned to the supervisor or interviewer for immediate validation. An explanation of how each flagged response was validated was then entered into a text field at the end of each record in the data file.

Based on the 2007 Trip Diary Study findings, the following responses were flagged for further validation:

- **Amount spent on hotels / motels / cabin rentals while in the NWT** – responses of less than \$20/person/night spent at hotels / motels / cabin rentals or more than \$150/person/night.
- **Amount spent on bed and breakfasts while in the NWT** – responses of less than \$20/person/night spent at a bed and breakfast or more than \$200/person/night spent at a bed and breakfast.
- **Amount spent on camping while in the NWT** – responses of more than \$50/night.
- **Amount spent on activities and entertainment while in the NWT** – responses of more than \$150/day.
- **Amount spent on arts and crafts while in the NWT** – responses of more than \$500/person.
- **Amount spent on souvenirs while in the NWT** – responses of more than \$500/person.
- **Amount spent on tours while in the NWT** – responses of more than \$150/person/day.
- **Amount spent on groceries while in the NWT** – responses of more than \$50/person/day.
- **Amount spent on fuel while in the NWT** – responses of more than \$75/day.
- **Amount spent on dining while in the NWT** – responses of more than \$100/person/day.
- **Amount spent on boat and vehicle rentals while in the NWT** – responses of more than \$150/day.
- **Amount spent on airfare within the NWT** – responses of more than \$250/person/day.

Outlier findings

A total of 56 outlier values based on the above parameters were checked. A breakdown and explanation of each question, case by case, follows.

Q18. Aside from any pre-paid package costs, how much did you spend on your trip on hotels / motels / cabin rentals while in the Northwest Territories? PROBE IF OUTSIDE \$20-\$150 PER NIGHT

Survey number	Amount per night	Validation from respondent
355	\$200	That's how much I paid for it.
370	\$200	That's just how much I paid for it.
75	\$170	That's how much I paid.
321	\$167	That's how much I paid for it.
125	\$160	That's how much I paid for it.
270	\$158	That's how much I paid for it.
317	\$158	That's how much I paid for it.
465	\$158	That's how much I paid for it.
191	\$153	That's how much I paid for it.
226	\$152	That's how much I paid for it.

Q20. Aside from any pre-paid package costs, how much did you spend on your trip on camping while in the Northwest Territories? PROBE IF MORE THAN \$50 PER NIGHT

Survey number	Amount per night	Validation from respondent
89	\$107	They stayed at an RV park.
201	\$80	Includes cost of outfitters camp.
288	\$79	Includes cost of outfitters lodge.
231	\$67	Includes cost of outfitters camp.

Q21. Aside from any pre-paid package costs, how much did you spend on activities/entertainment while in the Northwest Territories? PROBE IF MORE THAN \$150 PER DAY

Survey number	Amount per day	Validation from respondent
176	\$250	That's how much I paid for it.
515	\$167	That's just how much I paid for it.

Q22. Aside from any pre-paid package costs, how much did you spend on arts and crafts like carvings and prints while in the Northwest Territories? PROBE IF MORE THAN \$500

Survey number	Amount	Validation from respondent
304	\$5,000	I purchased large soapstone carvings.
368	\$2,000	That's how much I paid for it.
72	\$1,500	I purchased large soapstone carvings.
347	\$1,000	That's how much I paid for it.
550	\$1,000	That's just how much I paid for it.
596	\$900	Arts and crafts are expensive.

Q25. Aside from any pre-paid package costs, how much did you spend on buying groceries while in the Northwest Territories? PROBE IF MORE THAN \$50 PER DAY

Survey number	Amount	Validation from respondent
500	\$83	That's how much I paid for it.
134	\$80	That's how much I paid for it.
124	\$75	That's how much I paid for it.
700	\$70	That's how much I paid for it.
127	\$67	That's how much I paid for it.
266	\$67	That's how much I paid for it.
521	\$64	That's how much I paid for it.
176	\$63	That's how much I paid for it.
347	\$63	That's how much I paid for it.
132	\$57	That's how much I paid for it.

Q26. Aside from any pre-paid package costs, how much did you spend on fuel within the Northwest Territories? PROBE IF MORE THAN \$75 PER DAY

Survey number	Amount per day	Validation from respondent
120	\$313	That's how much I paid for it.
355	\$275	Rented a private plane.
134	\$200	That's how much I paid for it.
542	\$200	That's how much I paid for it.
250	\$143	Rented a boat.
437	\$143	Rented a boat.
211	\$136	That's how much I paid for it.
108	\$120	That's how much I paid for it.
207	\$117	That's how much I paid for it.
17	\$100	That's how much I paid for it.
33	\$100	That's how much I paid for it.
39	\$100	That's how much I paid for it.
112	\$100	That's how much I paid for it.
263	\$100	I was driving an RV.
311	\$100	I was driving a large truck.
593	\$100	I was driving a truck.
347	\$97	That's how much I paid for it.
309	\$90	Rented a boat.
12	\$86	That's how much I paid for it.
172	\$83	That's how much I paid for it.
201	\$83	That's how much I paid for it.
550	\$83	I was driving an RV.
351	\$80	I was driving a truck.

Q29. Aside from any pre-paid package costs, how much did you spend on airfare within the NWT while in the Northwest Territories? PROBE IF MORE THAN \$250 PER PERSON / PER DAY

Survey number	Amount	Validation from respondent
422	\$320	Two float plane trips to Norman Wells.

Appendix B: Survey marginals

N = 600

SURVEY # _____

INTERVIEWER: _____

PHONE: (_____) - _____ - _____

VOICE MAIL MESSAGE Hello, my name is _____ and I'm calling on behalf of the Government of the Northwest Territories. I would like to ask you some general questions about your recent fishing trip to the Northwest Territories. If you could please return my call, toll free, at 1-888-950-8002 and ask to speak to _____ I would greatly appreciate it. I look forward to talking to you soon. And again my toll free number is 1-888-950-8002.

Hello. May I please speak with _____? Hello. My name is _____. I'm calling on behalf of the Government of the Northwest Territories. I would like to ask you some questions about your recent fishing trip to the Northwest Territories. Just before we begin, I want to let you know that the Northwest Territories Government will use this information to help plan tourism services, and to calculate the importance of tourism to their economy. I also want to assure you that all of your answers will only be reported as a group and that your anonymity is guaranteed. I would also like to let you know that this call may be monitored for quality assurance purposes.

Q1 While you were in the Northwest Territories did you complete a survey about your trip?

No..... 100%

Q2 Was your trip to the Northwest Territories primarily a fishing trip?

Yes 100%

Q3 How many months ago did you start thinking about travelling to the Northwest Territories?

3 months or less	12%
4 to 6 months.....	11%
7 to 9 months.....	7%
10 to 12 months.....	30%
13 to 18 months.....	9%
19 to 24 months.....	7%
25 to 48 months.....	2%
More than 48 months	3%
Don't know / refused	21%

Q4 And how many months ago did you make a firm decision to travel to the Northwest Territories?

3 months or less	20%
4 to 6 months.....	17%
7 to 9 months.....	12%
10 to 12 months.....	25%
13 to 24 months.....	9%
More than 24 months	1%
Don't know / refused	16%

Q5 Which of the following sources did you use when planning your trip to the Northwest Territories? **READ LIST AND CIRCLE ALL THAT APPLY**

Word of mouth	35%	Been there before	4%
Friends or relatives.....	32%	Explorers Guide.....	3%
Outfitter or tour operator.....	16%	NWT 1-800 number.....	2%
General internet.....	15%	TV or radio	2%
NWT website		Travel agent	1%
www.spectacularnwt.ca.....	6%	None	1%
Consumer Show	5%	Other	3%
Lived here before	5%	Don't know / refused	5%
Magazine	5%		

Q6 While in the Northwest Territories, what sources did you use for information during your trip? **CIRCLE ALL THAT APPLY**

Friends and family	20%
Outfitter.....	17%
Guide.....	12%
People you met.....	12%
Visitor Information Centres	12%
Internet	8%
Hotel / motel staff	4%
Park Offices	2%
Been there before / past experience	1%
Magazine.....	1%
Map	1%
Museum.....	1%
Newspaper.....	1%
Other	5%
Did not use	26%
Don't know / refused	3%

Q7 Did you spend part of your trip in any of the following destinations? **READ LIST AND CIRCLE ALL THAT APPLY**

Alberta.....	25%
British Columbia.....	3%
Yukon.....	2%
or, Alaska?	2%
None of the above	72%
Don't know / refused	1%

Q8 Now I will read you a list of reasons why some people have chosen to visit the Northwest Territories. Please select the *top three reasons* why you chose to visit. **READ LIST AND CIRCLE 3 RESPONSES ONLY**

Fishing.....	98%
Wilderness, isolation, landscape or wildlife ..	65%
Family or friends.....	21%
General interest	20%
Always wanted to visit.....	17%
Natural phenomenon, event or attraction.....	15%
Culture or history	8%
Outdoor Activities	2%
Other	2%

Q9 Even though you chose to come to the Northwest Territories to fish this time, was there some other destination that you were also considering other than the Northwest Territories to fish? **IF NO ENTER “NO” IF YES ASK... And what was that destination?**

British Columbia.....	7%
Alaska	4%
Manitoba	4%
Saskatchewan.....	4%
Nunavut.....	3%
Ontario	3%
Yukon.....	3%
Alberta.....	2%
Newfoundland and Labrador	2%
Quebec	1%
Prince Edward Island	<1%
Other	2%
Destinations outside Canada / U.S.....	2%
No.....	73%

Q10 While you were in the Northwest Territories, did you...? **READ LIST**

Purchase a guided fishing tour that included staying at a lodge? 50%
 Purchase a guided fishing tour? 6%
 Fish on your own? 45%

Q11 Did you have any pre-paid package costs for this trip? (**N = 331**)

Yes 87%
 No 14%

Q12 And what was the total cost of this pre-paid package? (**N = 286**)

Mean: \$ 4,282.97

Were any of the following included in your prepaid package cost? (**N = 286**)

	Yes	No	DK/ Ref	IF NO, Mean
Q13 Airfare from a Canadian location to the NWT?	63%	34%	3%	\$912.41
Q14 Airfare from an NWT location to a lodge or camp?	93%	5%	2%	\$ 1,513.22
Q15 Accommodation outside the lodge or camp?	36%	59%	5%	\$ 173.12
Q16 Fishing license?	50%	45%	5%	\$ 44.90
Q17 Was there anything else included in your prepaid package cost? (N = 286)				
Yes	65%			
No.....	32%			
Don't know / refused	4%			

Aside from any pre-paid package costs, how much did you spend on the following items while in the Northwest Territories? **SEE SPENDING LIMITS. IF OUTSIDE OF LIMITS THEN PROBE. ENTER 99,999 FOR DK/REF or 0 IF NONE.**

	Mean
Q18 Hotels	\$ 57.46
Q19 Bed and breakfasts	\$ 2.67
Q20 Camping.....	\$ 23.25
Q21 Activities and entertainment	\$ 46.97
Q22 Arts and crafts like carvings and prints	\$ 41.86
Q23 Souvenirs like t-shirts and mugs	\$ 36.54
Q24 Tours	\$ 15.16
Q25 Buying groceries	\$ 67.48
Q26 Fuel within the NWT	\$ 118.07
Q27 Dining	\$ 63.18
Q28 Boat and vehicle rental	\$ 12.39
Q29 Airfare within the NWT.....	\$ 182.34
Q30 Are there any other expenditures you incurred while travelling in the Northwest Territories that we have not asked you about? ENTER 99,999 FOR DK/REFUSED OR 00000 IF NO CASH SPENT. IF YES... And what was the total dollar amount of those?	

Mean: \$ 123.30

Q31 For these expenditures you just provided, were those in Canadian or US dollars?

Canadian dollars.....	75%
US dollars.....	26%

Trip characteristics

Q32 In total, how many nights did you spend in the Northwest Territories?

0 nights	<1%
1 night	1%
2 nights	2%
3 nights	8%
4 nights	14%
5 nights	14%
6 nights	13%
7 nights	19%
8 to 10 nights.....	19%
11 to 15 nights.....	6%
16 to 25 nights.....	2%
Longer than 25 nights	2%

Q33 Please tell me what type of accommodations you used on your trip and how many nights you stayed at each type of accommodation. **CIRCLE ALL THAT APPLY. ENSURE TOTAL NIGHTS IS EQUAL TO ANSWER IN Q32 ENTER 999 FOR DK/REF.**

	Mean
Outfitters lodge / camp.....	62% 5.97
Hotel / motel	31% 2.56
Wilderness camping.....	12% 5.54
Home of friends or relatives	10% 7.23
Motor home / RV / camper or trailer	7% 7.83
Cabin rental	6% 6.08
Government campground.....	6% 4.78
Bed and breakfast.....	2% 1.80
Roadside pullout	<1% 2.00
Other	3% 10.21
Did not stay overnight.....	<1%

Q34 Was this your first trip to the Northwest Territories?

Yes	34%
No.....	66%

Q35 How did you travel to the Northwest Territories? **READ LIST AND CIRCLE ALL THAT APPLY**

Plane – commercial.....	60%
Car or truck – own	27%
Plane – private.....	11%
RV – own	6%
Car or truck – rental	1%
RV – rental.....	<1%
Tour bus	<1%
Other	1%

Q36 And what was your primary community or location destination (hunting or fishing lodge)? **ENTER NAME**. And what mode of transportation did you use to travel there? **USE CODED LIST**

Destination 1: _____

Q37 Did you travel and stay overnight anywhere else while in the Northwest Territories? **IF NO ENTER “NO” AND GO TO Q38 IF YES ...** And where was that? **ENTER NAME**. And what mode of transportation did you use to travel there? **USE CODED LIST PROBE** Are there any other destinations? Any others?

Destination 2: _____

Destination 3: _____

Destination 4: _____

Destination 5: _____

Destination 6: _____

Destination 7: _____

Q38 Were you travelling...? **READ LIST AND CIRCLE ALL THAT APPLY**

With friends	55%	
As a family	32%	
With co-workers?.....	8%	
As a couple.....	7%	GO TO Q40
Alone.....	5%	GO TO Q40
Don't know / refused	<1%	

Q39 Including yourself, how many people were in your travel party?

1 person.....	5%
2 persons	27%
3 persons	10%
4 persons	15%
5 persons	6%
6 to 10 persons	26%
11 to 20 persons	9%
More than 20 persons.....	2%

Q40 Can you please tell me the city and state or province that you live in? **ENTER 88 FOR STATE/PROVINCE IF RESPONDENT RESIDES OUTSIDE N. AMERICA**

City: _____

State/Province: ____ Country: _____

Trip activities

Now, using a scale of 1 to 5 where 1 is not very satisfied and 5 is very satisfied please rate how satisfied you feel about each of the following activities or tours you participated in, outside of your outfitted package. If you or your party did not participate in an activity, please let me know. **CIRCLE 8 IF NO PARTICIPATION AND ROTATE**

SERIES A		Not very satisfied		Very satisfied		NP.	DK/Ref
Q41	Airplane or helicopter tour?	<1%	<1%	<1%	3%	12%	85%
Q42	Arts festival?	0%	0%	<1%	1%	1%	97% <1%
Q43	Viewing Northern Lights?	1%	1%	2%	4%	16%	77% <1%
Q44	Biking?	0%	0%	0%	<1%	1%	99% 0%
Q45	Bird watching	<1%	1%	2%	6%	11%	79% 0%
Q46	Boating?	0%	1%	2%	15%	40%	43% <1%
Q47	Buffalo viewing?	<1%	1%	3%	7%	15%	74% <1%
Q48	Camping?	<1%	<1%	3%	9%	20%	68% 0%
Q49	Canoeing?	<1%	<1%	1%	1%	4%	94% 0%
Q50	Cruise?	0%	<1%	0%	1%	1%	98% 0%
Q51	Cultural event?	<1%	0%	1%	1%	4%	95% 0%
Q52	Guided fishing?	<1%	<1%	2%	6%	36%	57% 0%
Q53	Unguided fishing?	<1%	2%	3%	11%	40%	44% <1%
Q54	Hiking?	<1%	1%	3%	7%	12%	77% <1%

Using the same scale again, where 1 is not very satisfied and 5 is very satisfied, how do you feel about... If you or your party did not participate in an activity, please let me know. **CIRCLE 8 IF NO PARTICIPATION AND ROTATE**

SERIES B

		Not very satisfied		Very satisfied		NP.	DK/Ref
Q55	Historic site visits?	<1%	<1%	4%	8%	12%	76% <1%
Q56	Guided hunting?	<1%	0%	<1%	1%	2%	97% 0%
Q57	Unguided hunting?	<1%	0%	<1%	1%	2%	98% 0%
Q58	Museum visit?	<1%	<1%	3%	7%	9%	81% 0%
Q59	Music festival?	<1%	0%	1%	1%	2%	97% 0%
Q60	Photography?	<1%	1%	3%	11%	33%	52% 0%
Q61	Rafting?	<1%	0%	<1%	1%	2%	98% 0%
Q62	Sailing?	<1%	0%	0%	<1%	1%	99% 0%
Q63	Shopping?	1%	1%	9%	8%	8%	73% 0%
Q64	Sightseeing?	0%	1%	3%	11%	34%	51% <1%
Q65	Swimming?	1%	<1%	2%	1%	3%	94% <1%
Q66	Guided walking tour?	0%	<1%	1%	1%	2%	97% 0%
Q67	Unguided walking tour?	1%	<1%	3%	9%	12%	76% 0%
Q68	Guided vehicle tour?	<1%	0%	<1%	1%	2%	96% 0%
Q69	Unguided vehicle tour?	1%	<1%	4%	5%	7%	83% 0%
Q70	Whitewater kayaking?	<1%	<1%	<1%	<1%	<1%	99% 0%
Q71	Wildlife viewing?	<1%	1%	7%	14%	26%	52% <1%
Q72	Golf?	<1%	<1%	1%	1%	1%	97% 0%
Q73	Were there any activities that you had hoped to do but were not available?						

Yes 3%
 No 97% **GO TO Q75**
 Don't know / refused <1% **GO TO Q75**

Q74 What were those missing activities? **PROBE** Anything else? **PROBE** Any others?

Q75 Did you participate in any Aboriginal events or activities, or visit any specific Aboriginal sites while in the Northwest Territories?

Yes	8%	
No.....	91%	GO TO Q77
Don't know/ refused	1%	GO TO Q77

Q76 What Aboriginal activities did you participate in? **PROBE** Anything else?
PROBE Any others?

Q77 Did you visit a Territorial or National Park while in the Northwest Territories?

Yes	13%	
No.....	84%	GO TO Q79
Don't know / refused	3%	GO TO Q79

Q78 Which parks did you visit? **PROBE** Any other parks? **PROBE** Any others?

PARK: _____ **PARK:** _____

PARK: _____ **PARK:** _____

Now I would like to ask you a series of questions about things that travellers may consider when choosing a vacation destination. For each one, please tell me how important it is to you using a scale of 1 to 5 where 1 is not at all important and 5 is very important. **ROTATE**

	SERIES C	Not at all important		Extremely important		DK/ Ref
Q79	Experiencing nature with a guide	23%	15%	22%	16%	21%
Q80	Unique or different cultural groups	19%	14%	30%	17%	17%
Q81	Physical adventure	10%	9%	24%	29%	27%
Q82	Personal challenges	11%	11%	28%	26%	22%
Q83	Learning opportunities	10%	8%	24%	29%	29%
Q84	Viewing wildlife	3%	4%	19%	30%	44%
Q85	Outstanding scenery	2%	2%	10%	30%	56%
Q86	Opportunity to purchase arts and crafts	28%	26%	24%	12%	9%
Q87	Meeting new people	9%	10%	27%	26%	27%
Q88	Parks and wilderness areas	8%	7%	21%	29%	33%
Q89	Cost of accommodation and meals	6%	7%	34%	28%	23%
Q90	Package tours to destination	17%	16%	25%	22%	17%
						4%

Again, using a scale of 1 to 5 where 1 is not at all important and 5 is very important, how important is...ROTATE

SERIES D		Not at all important		Extremely important		DK/ Ref
Q91	Exciting nightlife and entertainment	41%	23%	19%	10%	5%
Q92	Luxury accommodations	30%	25%	24%	12%	7%
Q93	Opportunities to take organized tours	28%	26%	26%	12%	5%
Q94	Interesting shopping	40%	26%	20%	7%	5%
Q95	Having fun, being entertained	17%	12%	21%	22%	27%
Q96	Personal safety	4%	5%	16%	26%	51%
Q97	High standards of cleanliness and hygiene	4%	3%	16%	31%	45%
Q98	Warm, sunny climate	17%	18%	33%	16%	15%
Q99	Reliable weather	11%	14%	36%	22%	17%
Q100	Cost to get to destination	5%	6%	32%	31%	25%
Q101	Relaxing break from work	5%	3%	6%	20%	64%
						3%

How would you rate the following Northwest Territories services on a scale of 1 to 5, where 1 is very poor and 5 is excellent? If you did not experience this service while in the Northwest Territories on this trip, just let me know. **CIRCLE 8 IF DID NOT EXPERIENCE. ROTATE**

SERIES E		Very poor			Excellent	N.E.	DK/ Ref
Q102	Service in hotels, motels, and bed and breakfasts	1%	3%	12%	19%	12%	53%
Q103	Value for your money in hotels, motels and bed and breakfasts	2%	3%	14%	19%	9%	53%
Q104	Campground service and amenities	2%	1%	7%	11%	13%	66%
Q105	Value for money in campgrounds	2%	1%	6%	12%	13%	65%
Q106	Restaurant service	1%	3%	18%	23%	16%	39%
Q107	Value for money at restaurants	1%	5%	21%	22%	13%	38%
Q108	The selection of arts and crafts	6%	6%	10%	11%	10%	56%
Q109	The price of arts and crafts	7%	6%	13%	11%	5%	57%
							2%

Again, using a scale of 1 to 5, where 1 is very poor and 5 is excellent, how would you rate the following Northwest Territories services? **ROTATE**

SERIES F		Very poor			Excellent		N.E.	DK/ Ref
Q110	Signage	2%	3%	20%	24%	21%	29%	1%
Q111	Roads and highways	2%	7%	23%	25%	12%	31%	1%
Q112	Airports	2%	2%	14%	27%	23%	31%	1%
Q113	Visitor centres	3%	1%	8%	17%	18%	52%	1%
Q114	Variety of tours	4%	3%	6%	9%	7%	70%	2%
Q115	Cleanliness of towns	2%	5%	26%	31%	17%	19%	1%

CHECK ROTATION SHEET, IF RESPONDENT FISHED ON THEIR OWN GO TO Q129

How would you rate the following services, products and experiences on a scale of 1 to 5, where 1 is very poor and 5 is excellent? If you did not experience this service while in the Northwest Territories on this trip, just let me know. **CIRCLE 8 IF DID NOT EXPERIENCE AND ROTATE**

SERIES G (N = 331)		Very poor			Excellent		N.E.	DK/ Ref
Q116	Outfitters lodge or camp service and amenities	1%	1%	7%	31%	58%	2%	0%
Q117	Value for your money at the outfitters lodge or camp	1%	2%	12%	35%	47%	3%	1%
Q118	Guide	2%	2%	7%	21%	63%	5%	0%
Q119	Sleeping gear like a sleeping bag or pad	1%	1%	11%	21%	24%	42%	0%
Q120	Tent	1%	<1%	3%	5%	5%	86%	0%
Q121	Kitchen items like the stove, pots and dishes	2%	1%	5%	11%	14%	67%	1%
Q122	Safety equipment such as first aid kits, water treatment and bear deterrent	1%	2%	12%	25%	36%	23%	2%
Q123	Mapping like GPS and maps	2%	2%	9%	15%	30%	42%	1%
Q124	Fishing equipment such as a fish finder	1%	2%	9%	20%	47%	21%	1%
Q125	Boats and motors	<1%	3%	8%	26%	59%	3%	0%
Q126	Meals	0%	<1%	9%	24%	65%	2%	0%
Q127	Shore lunches	0%	<1%	3%	19%	73%	5%	0%

Q128 Would you recommend your outfitter to others? (N = 331)

Yes	96%
No.....	3%
Don't know / Refused	1%

Demographics

Q129 And, finally, a few questions for our tabulations. What is highest education level you have achieved?

Less than high school.....	12%
High school	22%
Some technical college / university	10%
College / technical diploma or certificate	21%
University degree (Bachelor's/undergraduate)	17%
University degree (Masters / Ph.D. / graduate)	16%
Do not know / refused.....	2%

Q130 Which category **best** describes your current occupation? **READ LIST**

Professional.....	20%
Retired.....	18%
Management.....	16%
Trades.....	16%
Self-employed.....	15%
Health care	3%
Student	3%
Retail	2%
Unemployed?	2%
Clerical.....	1%
Education	1%
Other	2%
Do not know / refused.....	1%

Q131 In which range is your approximate annual household income? **READ LIST**

Is it under \$30,000	5%
\$30,000 to less than \$50,000.....	10%
\$50,000 to less than \$70,000.....	14%
\$70,000 to less than \$90,000.....	11%
Over \$90,000.....	49%
Do not know / refused.....	11%

Q132 What year were you born?

20 or younger	4%
21 to 30	8%
31 to 40	13%
40 to 50	20%
51 to 60	24%
61 to 70	21%
Older than 70.....	10%

Q133 Are there any other comments that you would like to make about your trip to the Northwest Territories? **PROBE** Anything else? **PROBE** Any other comments?

RECORD GENDER (DO NOT ASK)

Male	91%
Female.....	9%

Thank you for taking time to complete this survey and help in our effort to further understand and improve the tourism industry in the Northwest Territories.

Appendix C: Methodological notes regarding factor analysis

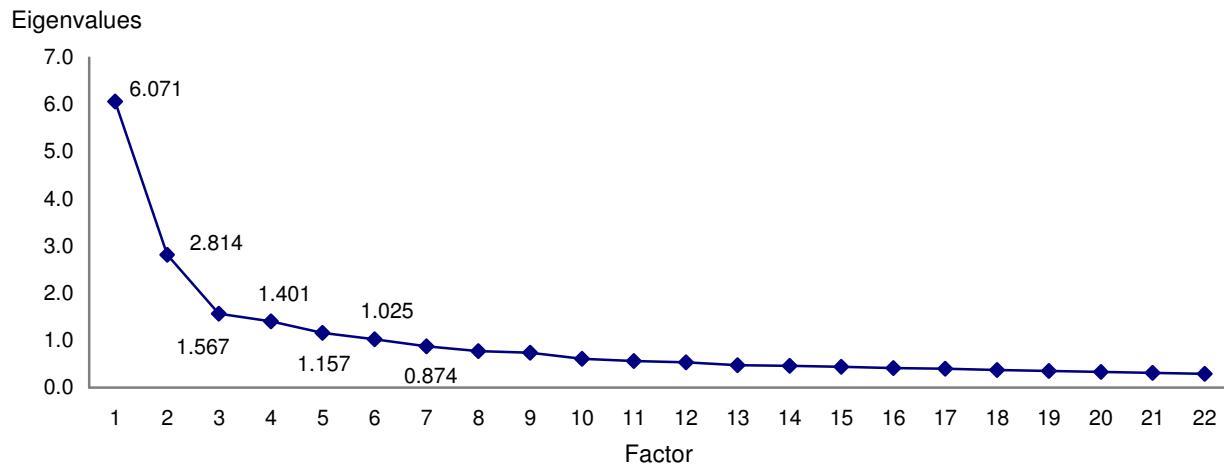
The researcher's selection of the preferable factor analysis method for a particular analysis is dictated by the study's objectives. For this study, **kisquared** selected an oblique rotation method – where the factors generated by the analysis are allowed to be correlated to one another – because it tends to represent the objective reality in the data better than orthogonal methods do.

Although an oblique solution may be more challenging to interpret than others because of inter-correlation between factors or multi-vocal items (variables that load on multiple factors), this outcome is a result of the “natural” complexity that exists in the data (i.e., as the concepts represented by factors may be correlated in reality, imposing an orthogonal solution may yield a less than ideal outcome).

To summarize, the factor analysis presented in this report has the following attributes:

- Extraction method: Principal axis factoring.
- Rotation method: Oblimin with Kaiser normalization (delta = 0.0).
- Significance tested through Bartlett's Test of Sphericity (95% confidence interval).
- Factors selected: 6 (based on eigenvalues greater than 1.0; see data in Figure 70 and Figure 71).
- One of the 23 variables, Q101 Relaxing break from work, does not load on any of the factors (by greater than 0.4 or less than -0.4) and has a low communality (.148). As a result, it was excluded from the analysis, though this exclusion has no appreciable effect on loadings or communalities.

Figure 70 SCREE PLOT



Note: Only the first seven eigenvalues are labeled. Only one “break point,” at 1.567, is observed.

kisquared

Figure 71 TOTAL VARIANCE EXPLAINED

Factor	Initial eigenvalues			Extraction sums of squared loadings			RSSL*
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	
1	6.071	27.6	27.6	5.576	25.3	25.3	4.195
2	2.814	12.8	40.4	2.331	10.6	35.9	2.786
3	1.567	7.1	47.5	1.093	5.0	40.9	2.844
4	1.401	6.4	53.9	.929	4.2	45.1	2.052
5	1.157	5.3	59.1	.722	3.3	48.4	2.449
6	1.025	4.7	63.8	.580	2.6	51.1	2.373
7	.874	4.0	67.8				
8	.776	3.5	71.3				
9	.742	3.4	74.7				
10	.609	2.8	77.4				
11	.562	2.6	80.0				
12	.536	2.4	82.4				
13	.477	2.2	84.6				
14	.464	2.1	86.7				
15	.439	2.0	88.7				
16	.414	1.9	90.6				
17	.398	1.8	92.4				
18	.375	1.7	94.1				
19	.355	1.6	95.7				
20	.335	1.5	97.2				
21	.315	1.4	98.7				
22	.295	1.3	100.0				
23	6.071	27.6	27.6				

Note: N = 368. Extraction Method: Principal Axis Factoring. (*RSSL = Rotation Sums of Squared Loadings. Correlations between factors mean that sums of squared loadings cannot be added to obtain a total variance.

Appendix D: Cross-tabulations of factor scores

Cross-tabulations of factor scores with other variables were run and tested for statistical significance. Factor scores were coded into categories based on distance (in number of standard deviations) from the mean. Significant relationships, determined through chi-square testing, are shown in bold.

		Factor score 1: "Learning experiences"							
		< -1 SD	-1 to < -.5 SD	-.5 to < .5 SD	.5 to < 1 SD	1 SD or greater	Total N	Mean	Median
TOTAL		14.5%	14.8%	38.9%	17.5%	14.3%	532	0.00	0.1
Q10. Did you purchase a guided fishing tour while in the NWT?	Yes, I purchased a guided fishing tour.	15.6%	13.9%	41.7%	16.9%	11.9%	302	-0.04	0.0
	No, I fished on my own.	13.0%	16.1%	35.2%	18.3%	17.4%	230	0.05	0.1
Q32. Length of trip?	5 nights or less	14.9%	20.2%	40.4%	15.4%	9.1%	208	-0.15	-0.2
	6 to 7 nights	13.0%	11.8%	47.9%	14.8%	12.4%	169	-0.01	0.1
	More than 7 nights	15.5%	11.0%	27.1%	23.2%	23.2%	155	0.22	0.4
Q34. First trip to NWT?	First-time fisher	9.2%	11.4%	43.2%	19.5%	16.8%	185	0.18	0.3
	Repeat fisher	17.3%	16.7%	36.6%	16.4%	13.0%	347	-0.09	-0.1
Q38. Were you travelling alone?	Yes, travelling alone	7.7%	19.2%	46.2%	11.5%	15.4%	26	0.05	0.0
	No	14.8%	14.6%	38.5%	17.8%	14.2%	506	0.00	0.1
Q38. Were you travelling as a couple?	Yes, travelling as a couple	8.8%	2.9%	52.9%	20.6%	14.7%	34	0.26	0.3
	No	14.9%	15.7%	38.0%	17.3%	14.3%	498	-0.02	0.0
Q38. Were you travelling as a family?	Yes, travelling as a family	17.3%	14.9%	33.3%	17.9%	16.7%	168	0.00	0.1
	No	13.2%	14.8%	41.5%	17.3%	13.2%	364	0.00	0.1
Q38. Were you travelling with friends?	Yes, travelling with friends	14.1%	17.0%	38.2%	17.3%	13.4%	306	-0.03	0.0
	No	15.0%	11.9%	39.8%	17.7%	15.5%	226	0.04	0.1
Q38. Were you travelling with co-workers?	Yes, travelling with co-workers	13.6%	11.4%	45.5%	15.9%	13.6%	44	-0.03	0.0
	No	14.5%	15.2%	38.3%	17.6%	14.3%	488	0.00	0.1
Q39. Travel party size?	1 or 2 persons	14.5%	13.9%	41.0%	14.5%	16.2%	173	0.03	0.1
	3 to 5 people	15.5%	13.7%	36.3%	20.8%	13.7%	168	0.00	0.1
	More than 5 people	13.6%	16.8%	39.3%	17.3%	13.1%	191	-0.03	0.1
Q40. Country of origin?	Canada	12.0%	15.7%	37.9%	17.9%	16.5%	351	0.06	0.1
	US	19.4%	13.3%	40.6%	16.7%	10.0%	180	-0.11	0.0

		Factor score 1: "Learning experiences"							
		< -1 SD	-1 to < -.5 SD	-.5 to < .5 SD	.5 to < 1 SD	1 SD or greater	Total N	Mean	Median
TOTAL		14.5%	14.8%	38.9%	17.5%	14.3%	532	0.00	0.1
Q129. Highest education level?	Less than high school	20.0%	18.2%	23.6%	21.8%	16.4%	55	-0.07	0.1
	High school	12.7%	11.0%	42.4%	18.6%	15.3%	118	0.04	0.1
	Some technical college / university	3.6%	12.5%	39.3%	25.0%	19.6%	56	0.29	0.5
	College / technical diploma or certificate	13.6%	12.7%	40.9%	14.5%	18.2%	110	0.08	0.2
	University degree (Bachelor's / undergraduate)	16.0%	19.1%	38.3%	17.0%	9.6%	94	-0.08	0.1
	University degree (Masters / Ph.D. / graduate)	19.8%	16.5%	41.8%	13.2%	8.8%	91	-0.18	-0.1
Q130. Occupation?	Professional	18.0%	12.6%	40.5%	11.7%	17.1%	111	-0.01	0.1
	Management	16.1%	24.1%	40.2%	13.8%	5.7%	87	-0.21	-0.2
	Trades	6.2%	13.6%	48.1%	17.3%	14.8%	81	0.16	0.1
	Self-employed	6.7%	6.7%	38.7%	30.7%	17.3%	75	0.32	0.4
	Retired	22.9%	14.6%	28.1%	17.7%	16.7%	96	-0.13	0.0
	Other	9.3%	17.3%	41.3%	17.3%	14.7%	75	0.03	0.1
Q131. Annual income?	Under \$50,000	18.4%	17.1%	21.1%	19.7%	23.7%	76	0.07	0.2
	\$50,000 to less than \$70,000	10.0%	11.4%	51.4%	15.7%	11.4%	70	0.07	0.1
	\$70,000 to less than \$90,000	16.9%	23.7%	28.8%	13.6%	16.9%	59	-0.15	-0.4
	Over \$90,000	13.8%	11.2%	43.9%	19.0%	12.3%	269	0.03	0.1
Q132. Age?	30 or younger	12.9%	16.1%	41.9%	14.5%	14.5%	62	-0.02	0.0
	31 to 40	14.7%	11.8%	47.1%	11.8%	14.7%	68	-0.04	0.0
	41 to 50	11.0%	18.3%	38.5%	19.3%	12.8%	109	0.00	0.0
	51 to 60	10.2%	16.5%	38.6%	20.5%	14.2%	127	0.11	0.1
	Older than 60	20.8%	11.0%	35.1%	17.5%	15.6%	154	-0.06	0.1
Gender?	Male	14.7%	14.9%	39.1%	17.4%	13.9%	483	-0.01	0.1
	Female	12.2%	14.3%	36.7%	18.4%	18.4%	49	0.13	0.14

		Factor score 2: "Comfort and safety "							
		< -1 SD	-1 to < -.5 SD	-.5 to < -.5 SD	.5 to < 1 SD	1 SD or greater	Total N	Mean	Median
TOTAL		13.0%	11.3%	42.9%	22.9%	10.0%	532	.00	.2
Q10. Did you purchase a guided fishing tour while in the NWT?	Yes, I purchased a guided fishing tour.	11.6%	13.2%	44.0%	21.9%	9.3%	302	-.01	.1
	No, I fished on my own.	14.8%	8.7%	41.3%	24.3%	10.9%	230	.02	.3
Q32. Length of trip?	5 nights or less	10.1%	9.1%	42.8%	28.8%	9.1%	208	.11	.3
	6 to 7 nights	12.4%	12.4%	45.6%	18.3%	11.2%	169	-.03	.1
	More than 7 nights	17.4%	12.9%	40.0%	20.0%	9.7%	155	-.12	.0
Q34. First trip to NWT?	First-time fisher	5.9%	13.0%	50.8%	22.2%	8.1%	185	.08	.1
	Repeat fisher	16.7%	10.4%	38.6%	23.3%	11.0%	347	-.04	.2
Q38. Were you travelling alone?	Yes, travelling alone	23.1%	15.4%	30.8%	19.2%	11.5%	26	-.29	-.1
	No	12.5%	11.1%	43.5%	23.1%	9.9%	506	.01	.2
Q38. Were you travelling as a couple?	Yes, travelling as a couple	2.9%	8.8%	44.1%	35.3%	8.8%	34	.27	.3
	No	13.7%	11.4%	42.8%	22.1%	10.0%	498	-.02	.1
Q38. Were you travelling as a family?	Yes, travelling as a family	9.5%	8.3%	40.5%	26.8%	14.9%	168	.19	.4
	No	14.6%	12.6%	44.0%	21.2%	7.7%	364	-.09	.1
Q38. Were you travelling with friends?	Yes, travelling with friends	14.7%	12.4%	43.5%	20.3%	9.2%	306	-.07	.1
	No	10.6%	9.7%	42.0%	26.5%	11.1%	226	.09	.3
Q38. Were you travelling with co-workers?	Yes, travelling with co-workers	11.4%	13.6%	50.0%	20.5%	4.5%	44	-.13	.1
	No	13.1%	11.1%	42.2%	23.2%	10.5%	488	.01	.2
Q39. Travel party size?	1 or 2 persons	13.9%	14.5%	41.0%	23.1%	7.5%	173	-.07	.1
	3 to 5 people	14.9%	8.9%	47.6%	18.5%	10.1%	168	-.04	.1
	More than 5 people	10.5%	10.5%	40.3%	26.7%	12.0%	191	.10	.3
Q40. Country of origin?	Canada	10.5%	11.1%	43.0%	24.5%	10.8%	351	.08	.3
	US	17.8%	11.7%	42.2%	20.0%	8.3%	180	-.15	.0
Q129. Highest education level?	Less than high school	9.1%	5.5%	43.6%	25.5%	16.4%	55	.23	.4
	High school	9.3%	5.9%	39.8%	27.1%	17.8%	118	.23	.4
	Some technical college / university	8.9%	16.1%	44.6%	25.0%	5.4%	56	.04	.1
	College / technical diploma or certificate	15.5%	10.0%	44.5%	23.6%	6.4%	110	-.10	.2
	University degree (Bachelor's / undergraduate)	12.8%	14.9%	45.7%	19.1%	7.4%	94	-.07	-.1
	University degree (Masters / Ph.D. / graduate)	19.8%	17.6%	39.6%	17.6%	5.5%	91	-.28	-.1

		Factor score 2: "Comfort and safety "							
		< -1 SD	-1 to < -.5 SD	-.5 to < .5 SD	.5 to < 1 SD	1 SD or greater	Total N	Mean	Median
TOTAL		13.0%	11.3%	42.9%	22.9%	10.0%	532	.00	.2
Q130. Occupation?	Professional	18.9%	15.3%	38.7%	18.0%	9.0%	111	-.18	-.1
	Management	9.2%	11.5%	51.7%	21.8%	5.7%	87	-.02	.1
	Trades	13.6%	4.9%	50.6%	21.0%	9.9%	81	.08	.3
	Self-employed	9.3%	12.0%	42.7%	21.3%	14.7%	75	.10	.3
	Retired	12.5%	10.4%	41.7%	26.0%	9.4%	96	.04	.1
	Other	10.7%	13.3%	29.3%	33.3%	13.3%	75	.12	.4
Q131. Annual income?	Under \$50,000	10.5%	3.9%	46.1%	22.4%	17.1%	76	.21	.4
	\$50,000 to less than \$70,000	12.9%	10.0%	35.7%	27.1%	14.3%	70	.08	.4
	\$70,000 to less than \$90,000	18.6%	13.6%	45.8%	16.9%	5.1%	59	-.26	-.2
	Over \$90,000	13.8%	13.4%	43.9%	21.6%	7.4%	269	-.06	.1
Q132. Age?	30 or younger	8.1%	6.5%	40.3%	32.3%	12.9%	62	.21	.4
	31 to 40	7.4%	17.6%	45.6%	19.1%	10.3%	68	-.03	-.1
	41 to 50	19.3%	9.2%	39.4%	24.8%	7.3%	109	-.09	.3
	51 to 60	10.2%	12.6%	45.7%	23.6%	7.9%	127	.01	.3
Gender?	Older than 60	15.6%	11.0%	43.5%	18.2%	11.7%	154	-.04	.1
	Male	14.1%	11.8%	43.9%	20.3%	9.9%	483	-.04	.1
	Female	2.0%	6.1%	32.7%	49.0%	10.2%	49	.43	.6

Factor score 3: "Authentic outdoor experiences"								
	< -1 SD	-1 to < -.5 SD	-.5 to < .5 SD	.5 to < 1 SD	1 SD or greater	Total N	Mean	Median
TOTAL	12.8%	16.2%	38.5%	20.3%	12.2%	532	.00	.0
Q10. Did you purchase a guided fishing tour while in the NWT?	Yes, I purchased a guided fishing tour.	12.3%	16.2%	39.1%	17.9%	14.6%	.302	.02
	No, I fished on my own.	13.5%	16.1%	37.8%	23.5%	9.1%	.230	-.03
Q32. Length of trip?	5 nights or less	16.3%	15.4%	44.7%	15.4%	8.2%	208	-.16
	6 to 7 nights	7.7%	18.3%	36.7%	26.0%	11.2%	169	.09
	More than 7 nights	13.5%	14.8%	32.3%	20.6%	18.7%	155	.11
Q34. First trip to NWT?	First-time fisher	14.6%	18.9%	40.5%	15.7%	10.3%	185	-.12
	Repeat fisher	11.8%	14.7%	37.5%	22.8%	13.3%	347	.06
Q38. Were you travelling alone?	Yes, travelling alone	15.4%	3.8%	34.6%	19.2%	26.9%	26	.30
	No	12.6%	16.8%	38.7%	20.4%	11.5%	506	-.02
Q38. Were you travelling as a couple?	Yes, travelling as a couple	8.8%	14.7%	41.2%	26.5%	8.8%	34	.07
	No	13.1%	16.3%	38.4%	19.9%	12.4%	498	-.01
Q38. Were you travelling as a family?	Yes, travelling as a family	14.3%	20.2%	36.9%	19.6%	8.9%	168	-.12
	No	12.1%	14.3%	39.3%	20.6%	13.7%	364	.06
Q38. Were you travelling with friends?	Yes, travelling with friends	11.4%	16.0%	38.9%	19.9%	13.7%	306	.04
	No	14.6%	16.4%	38.1%	20.8%	10.2%	226	-.05
Q38. Were you travelling with co-workers?	Yes, travelling with co-workers	20.5%	13.6%	45.5%	9.1%	11.4%	44	-.19
	No	12.1%	16.4%	37.9%	21.3%	12.3%	488	.02
Q39. Travel party size?	1 or 2 persons	9.2%	13.9%	37.0%	24.3%	15.6%	173	.17
	3 to 5 people	14.3%	20.2%	39.9%	16.1%	9.5%	168	-.12
	More than 5 people	14.7%	14.7%	38.7%	20.4%	11.5%	191	-.05
Q40. Country of origin?	Canada	16.0%	18.8%	40.7%	16.5%	8.0%	351	-.17
	US	6.1%	11.1%	34.4%	27.8%	20.6%	180	.35

		Factor score 3: "Authentic outdoor experiences"							
		< -1 SD	-1 to < -.5 SD	-.5 to < .5 SD	.5 to < 1 SD	1 SD or greater	Total N	Mean	Median
TOTAL		12.8%	16.2%	38.5%	20.3%	12.2%	532	.00	.0
Q129. Highest education level?	Less than high school	25.5%	12.7%	45.5%	12.7%	3.6%	55	-.38	-.2
	High school	17.8%	21.2%	35.6%	19.5%	5.9%	118	-.20	-.2
	Some technical college / university	12.5%	17.9%	41.1%	12.5%	16.1%	56	-.03	-.1
	College / technical diploma or certificate	8.2%	19.1%	33.6%	24.5%	14.5%	110	.09	.1
	University degree (Bachelor's / undergraduate)	12.8%	12.8%	42.6%	20.2%	11.7%	94	.01	.0
	University degree (Masters / Ph.D. / graduate)	3.3%	11.0%	38.5%	25.3%	22.0%	91	.42	.4
Q130. Occupation?	Professional	10.8%	18.0%	36.0%	22.5%	12.6%	111	.09	.1
	Management	9.2%	20.7%	37.9%	17.2%	14.9%	87	.05	.0
	Trades	18.5%	21.0%	32.1%	14.8%	13.6%	81	-.18	-.2
	Self-employed	13.3%	10.7%	37.3%	26.7%	12.0%	75	.01	.1
	Retired	8.3%	12.5%	42.7%	24.0%	12.5%	96	.16	.3
	Other	18.7%	14.7%	46.7%	13.3%	6.7%	75	-.24	-.2
Q131. Annual income?	Under \$50,000	18.4%	18.4%	40.8%	14.5%	7.9%	76	-.23	-.1
	\$50,000 to less than \$70,000	12.9%	15.7%	42.9%	21.4%	7.1%	70	-.12	-.2
	\$70,000 to less than \$90,000	10.2%	6.8%	45.8%	22.0%	15.3%	59	.16	.2
	Over \$90,000	10.8%	16.4%	35.7%	22.3%	14.9%	269	.10	.1
Q132. Age?	30 or younger	27.4%	14.5%	40.3%	12.9%	4.8%	62	-.43	-.3
	31 to 40	17.6%	17.6%	42.6%	13.2%	8.8%	68	-.17	-.2
	41 to 50	14.7%	25.7%	33.9%	16.5%	9.2%	109	-.16	-.1
	51 to 60	4.7%	14.2%	37.0%	27.6%	16.5%	127	.22	.2
	Older than 60	9.7%	11.0%	38.3%	24.7%	16.2%	154	.20	.3
Gender?	Male	11.2%	16.8%	38.7%	20.7%	12.6%	483	.03	.1
	Female	28.6%	10.2%	36.7%	16.3%	8.2%	49	-.34	-.3

		Factor score 4: "Managed experiences"							
		< -1 SD	-1 to < -.5 SD	-.5 to < .5 SD	.5 to < 1 SD	1 SD or greater	Total N	Mean	Median
TOTAL		13.2%	15.8%	40.4%	18.2%	12.4%	532	.00	.0
Q10. Did you purchase a guided fishing tour while in the NWT?	Yes, I purchased a guided fishing tour.	2.3%	7.6%	45.7%	26.5%	17.9%	302	.38	.4
	No, I fished on my own.	27.4%	26.5%	33.5%	7.4%	5.2%	230	-.50	-.6
Q32. Length of trip?	5 nights or less	15.4%	15.4%	39.9%	16.8%	12.5%	208	-.05	.0
	6 to 7 nights	8.3%	16.0%	43.8%	20.7%	11.2%	169	.07	.1
	More than 7 nights	15.5%	16.1%	37.4%	17.4%	13.5%	155	-.01	.0
Q34. First trip to NWT?	First-time fisher	4.3%	8.1%	43.2%	25.9%	18.4%	185	.35	.3
	Repeat fisher	17.9%	19.9%	38.9%	14.1%	9.2%	347	-.19	-.2
Q38. Were you travelling alone?	Yes, travelling alone	15.4%	3.8%	46.2%	15.4%	19.2%	26	.19	.2
	No	13.0%	16.4%	40.1%	18.4%	12.1%	506	-.01	.0
Q38. Were you travelling as a couple?	Yes, travelling as a couple	8.8%	20.6%	32.4%	26.5%	11.8%	34	.15	.3
	No	13.5%	15.5%	41.0%	17.7%	12.4%	498	-.01	.0
Q38. Were you travelling as a family?	Yes, travelling as a family	16.1%	11.3%	39.9%	17.3%	15.5%	168	.04	.0
	No	11.8%	17.9%	40.7%	18.7%	11.0%	364	-.02	.0
Q38. Were you travelling with friends?	Yes, travelling with friends	12.7%	18.3%	41.2%	17.6%	10.1%	306	-.07	-.1
	No	13.7%	12.4%	39.4%	19.0%	15.5%	226	.10	.1
Q38. Were you travelling with co-workers?	Yes, travelling with co-workers	4.5%	13.6%	47.7%	22.7%	11.4%	44	.13	.0
	No	13.9%	16.0%	39.8%	17.8%	12.5%	488	-.01	.0
Q39. Travel party size?	1 or 2 persons	11.6%	12.7%	43.4%	19.7%	12.7%	173	.08	.1
	3 to 5 people	13.7%	15.5%	38.7%	18.5%	13.7%	168	.03	.0
	More than 5 people	14.1%	18.8%	39.3%	16.8%	11.0%	191	-.10	-.1
Q40. Country of origin?	Canada	16.2%	18.8%	41.0%	15.7%	8.3%	351	-.16	-.1
	US	7.2%	9.4%	39.4%	23.3%	20.6%	180	.31	.4

		Factor score 4: "Managed experiences"							
		< -1 SD	-1 to < -.5 SD	-.5 to < .5 SD	.5 to < 1 SD	1 SD or greater	Total N	Mean	Median
TOTAL		13.2%	15.8%	40.4%	18.2%	12.4%	532	.00	.0
Q129. Highest education level?	Less than high school	23.6%	16.4%	32.7%	20.0%	7.3%	55	-.26	-.2
	High school	16.1%	22.9%	28.8%	16.9%	15.3%	118	-.08	-.1
	Some technical college / university	5.4%	19.6%	44.6%	19.6%	10.7%	56	.10	.1
	College / technical diploma or certificate	10.9%	12.7%	42.7%	18.2%	15.5%	110	.15	.1
	University degree (Bachelor's / undergraduate)	13.8%	13.8%	52.1%	13.8%	6.4%	94	-.13	.0
	University degree (Masters / Ph.D. / graduate)	9.9%	6.6%	45.1%	23.1%	15.4%	91	.18	.2
Q130. Occupation?	Professional	15.3%	13.5%	42.3%	17.1%	11.7%	111	-.01	.1
	Management	5.7%	16.1%	49.4%	16.1%	12.6%	87	.08	.1
	Trades	18.5%	17.3%	39.5%	17.3%	7.4%	81	-.12	.0
	Self-employed	9.3%	21.3%	37.3%	18.7%	13.3%	75	.02	.0
	Retired	11.5%	13.5%	34.4%	25.0%	15.6%	96	.12	.2
	Other	14.7%	16.0%	41.3%	14.7%	13.3%	75	-.08	-.1
Q131. Annual income?	Under \$50,000	22.4%	14.5%	28.9%	21.1%	13.2%	76	-.11	-.1
	\$50,000 to less than \$70,000	18.6%	15.7%	47.1%	10.0%	8.6%	70	-.23	-.3
	\$70,000 to less than \$90,000	16.9%	16.9%	45.8%	11.9%	8.5%	59	-.16	-.1
	Over \$90,000	8.6%	15.2%	41.6%	22.7%	11.9%	269	.11	.1
Q132. Age?	30 or younger	21.0%	17.7%	33.9%	14.5%	12.9%	62	-.13	.0
	31 to 40	11.8%	22.1%	44.1%	14.7%	7.4%	68	-.12	-.1
	41 to 50	12.8%	15.6%	44.0%	18.3%	9.2%	109	-.01	.0
	51 to 60	12.6%	15.0%	39.4%	18.9%	14.2%	127	.05	.1
	Older than 60	11.7%	11.7%	39.6%	21.4%	15.6%	154	.08	.1
Gender?	Male	13.0%	15.1%	41.2%	18.4%	12.2%	483	.01	.0
	Female	14.3%	22.4%	32.7%	16.3%	14.3%	49	-.08	-.2

		Factor score 5: "Stretched boundaries"							
		< -1 SD	-1 to < -.5 SD	-.5 to < .5 SD	.5 to < 1 SD	1 SD or greater	Total N	Mean	Median
TOTAL		14.5%	12.0%	42.1%	16.5%	14.8%	532	.00	.1
Q10. Did you purchase a guided fishing tour while in the NWT?	Yes, I purchased a guided fishing tour.	13.6%	11.9%	43.0%	15.6%	15.9%	302	.03	.1
	No, I fished on my own.	15.7%	12.2%	40.9%	17.8%	13.5%	230	-.04	.0
Q32. Length of trip?	5 nights or less	16.3%	19.2%	42.8%	16.8%	4.8%	208	-.22	-.2
	6 to 7 nights	14.8%	10.1%	43.8%	14.8%	16.6%	169	.04	.2
	More than 7 nights	11.6%	4.5%	39.4%	18.1%	26.5%	155	.26	.3
Q34. First trip to NWT?	First-time fisher	7.0%	11.4%	46.5%	17.3%	17.8%	185	.16	.1
	Repeat fisher	18.4%	12.4%	39.8%	16.1%	13.3%	347	-.09	.0
Q38. Were you travelling alone?	Yes, travelling alone	.0%	19.2%	42.3%	15.4%	23.1%	26	.26	.3
	No	15.2%	11.7%	42.1%	16.6%	14.4%	506	-.01	.0
Q38. Were you travelling as a couple?	Yes, travelling as a couple	14.7%	5.9%	47.1%	20.6%	11.8%	34	.07	.2
	No	14.5%	12.4%	41.8%	16.3%	15.1%	498	-.01	.0
Q38. Were you travelling as a family?	Yes, travelling as a family	16.1%	11.9%	44.0%	16.1%	11.9%	168	-.08	.0
	No	13.7%	12.1%	41.2%	16.8%	16.2%	364	.04	.1
Q38. Were you travelling with friends?	Yes, travelling with friends	13.7%	12.4%	41.2%	16.7%	16.0%	306	.02	.1
	No	15.5%	11.5%	43.4%	16.4%	13.3%	226	-.03	.0
Q38. Were you travelling with co-workers?	Yes, travelling with co-workers	20.5%	9.1%	38.6%	13.6%	18.2%	44	-.02	.2
	No	13.9%	12.3%	42.4%	16.8%	14.5%	488	.00	.0
Q39. Travel party size?	1 or 2 persons	15.0%	11.6%	42.2%	17.3%	13.9%	173	.00	.1
	3 to 5 people	15.5%	11.9%	41.7%	14.9%	16.1%	168	-.01	.0
	More than 5 people	13.1%	12.6%	42.4%	17.3%	14.7%	191	.01	.1
Q40. Country of origin?	Canada	15.1%	15.1%	41.3%	16.0%	12.5%	351	-.06	.0
	US	12.8%	6.1%	43.9%	17.8%	19.4%	180	.13	.2
Q129. Highest education level?	Less than high school	27.3%	20.0%	27.3%	16.4%	9.1%	55	-.33	-.5
	High school	17.8%	11.9%	39.8%	16.9%	13.6%	118	-.08	.0
	Some technical college / university	8.9%	10.7%	44.6%	19.6%	16.1%	56	.08	.1
	College / technical diploma or certificate	10.0%	12.7%	39.1%	18.2%	20.0%	110	.15	.1
	University degree (Bachelor's / undergraduate)	10.6%	13.8%	46.8%	10.6%	18.1%	94	.05	.1
	University degree (Masters / Ph.D. / graduate)	13.2%	6.6%	50.5%	18.7%	11.0%	91	.06	.2

		Factor score 5: "Stretched boundaries"							
		< -1 SD	-1 to < -.5 SD	-.5 to < .5 SD	.5 to < 1 SD	1 SD or greater	Total N	Mean	Median
TOTAL		14.5%	12.0%	42.1%	16.5%	14.8%	532	.00	.1
Q130. Occupation?	Professional	9.9%	12.6%	44.1%	15.3%	18.0%	111	.11	.1
	Management	11.5%	16.1%	48.3%	14.9%	9.2%	87	-.05	-.1
	Trades	13.6%	7.4%	48.1%	18.5%	12.3%	81	.03	.1
	Self-employed	10.7%	10.7%	36.0%	20.0%	22.7%	75	.18	.2
	Retired	25.0%	10.4%	36.5%	14.6%	13.5%	96	-.19	.0
	Other	12.0%	16.0%	40.0%	18.7%	13.3%	75	-.01	.0
Q131. Annual income?	Under \$50,000	22.4%	10.5%	35.5%	15.8%	15.8%	76	-.12	.0
	\$50,000 to less than \$70,000	14.3%	15.7%	47.1%	12.9%	10.0%	70	-.13	-.2
	\$70,000 to less than \$90,000	16.9%	13.6%	30.5%	16.9%	22.0%	59	-.02	-.1
	Over \$90,000	10.8%	10.8%	46.1%	17.1%	15.2%	269	.09	.2
Q132. Age?	30 or younger	14.5%	11.3%	40.3%	27.4%	6.5%	62	-.03	.1
	31 to 40	8.8%	10.3%	41.2%	22.1%	17.6%	68	.22	.3
	41 to 50	9.2%	12.8%	49.5%	11.9%	16.5%	109	.03	-.1
	51 to 60	11.0%	13.4%	41.7%	18.9%	15.0%	127	.07	.1
Gender?	Older than 60	24.0%	11.7%	37.0%	11.0%	16.2%	154	-.16	.0
	Male	13.7%	11.2%	42.4%	17.2%	15.5%	483	.03	.1
	Female	22.4%	20.4%	38.8%	10.2%	8.2%	49	-.31	-.3

		Factor score 6: "An inexpensive trip"								
		< -1 SD	-1 to < -.5 SD	-.5 to < .5 SD	.5 to < 1 SD	1 SD or greater	Total N	Mean	Median	
TOTAL		9.4%	21.4%	39.3%	14.3%	15.6%	532	.00	.0	
Q10. Did you purchase a guided fishing tour while in the NWT?	Yes, I purchased a guided fishing tour.	10.6%	22.5%	41.4%	12.9%	12.6%	302	-.07	.0	
	No, I fished on my own.	7.8%	20.0%	36.5%	16.1%	19.6%	230	.09	.1	
Q32. Length of trip?	5 nights or less	5.8%	21.2%	41.3%	14.4%	17.3%	208	.10	.1	
	6 to 7 nights	11.2%	23.1%	36.1%	13.0%	16.6%	169	-.03	.0	
	More than 7 nights	12.3%	20.0%	40.0%	15.5%	12.3%	155	-.09	-.1	
Q34. First trip to NWT?	First-time fisher	7.6%	20.0%	44.9%	10.8%	16.8%	185	.05	.1	
	Repeat fisher	10.4%	22.2%	36.3%	16.1%	15.0%	347	-.03	.0	
Q38. Were you travelling alone?	Yes, travelling alone	7.7%	53.8%	19.2%	11.5%	7.7%	26	-.37	-.7	
	No	9.5%	19.8%	40.3%	14.4%	16.0%	506	.02	.1	
Q38. Were you travelling as a couple?	Yes, travelling as a couple	.0%	14.7%	55.9%	8.8%	20.6%	34	.18	.0	
	No	10.0%	21.9%	38.2%	14.7%	15.3%	498	-.01	.0	
Q38. Were you travelling as a family?	Yes, travelling as a family	6.0%	12.5%	45.2%	14.9%	21.4%	168	.23	.3	
	No	11.0%	25.5%	36.5%	14.0%	12.9%	364	-.10	-.1	
Q38. Were you travelling with friends?	Yes, travelling with friends	11.8%	22.5%	37.3%	14.7%	13.7%	306	-.07	-.1	
	No	6.2%	19.9%	42.0%	13.7%	18.1%	226	.10	.1	
Q38. Were you travelling with co-workers?	Yes, travelling with co-workers	9.1%	29.5%	29.5%	20.5%	11.4%	44	-.11	-.1	
	No	9.4%	20.7%	40.2%	13.7%	16.0%	488	.01	.0	
Q39. Travel party size?	1 or 2 persons	10.4%	25.4%	42.8%	8.7%	12.7%	173	-.13	-.2	
	3 to 5 people	10.1%	17.9%	41.1%	13.7%	17.3%	168	.05	.1	
	More than 5 people	7.9%	20.9%	34.6%	19.9%	16.8%	191	.08	.1	
Q40. Country of origin?	Canada	8.0%	19.4%	37.6%	16.0%	19.1%	351	.10	.1	
	US	11.7%	25.6%	42.8%	11.1%	8.9%	180	-.18	-.2	
Q129. Highest education level?	Less than high school	.0%	9.1%	41.8%	27.3%	21.8%	55	.43	.4	
	High school	6.8%	16.1%	41.5%	17.8%	17.8%	118	.15	.2	
	Some technical college / university	12.5%	14.3%	39.3%	14.3%	19.6%	56	.04	.1	
	College / technical diploma or certificate	14.5%	18.2%	41.8%	13.6%	11.8%	110	-.12	-.1	
	University degree (Bachelor's / undergraduate)	8.5%	33.0%	30.9%	10.6%	17.0%	94	-.08	-.2	
	University degree (Masters / Ph.D. / graduate)	11.0%	33.0%	40.7%	4.4%	11.0%	91	-.25	-.4	

		Factor score 6: "An inexpensive trip"							
		< -1 SD	-1 to < -.5 SD	-.5 to < .5 SD	.5 to < 1 SD	1 SD or greater	Total N	Mean	Median
TOTAL		9.4%	21.4%	39.3%	14.3%	15.6%	532	.00	.0
Q130. Occupation?	Professional	10.8%	32.4%	27.9%	14.4%	14.4%	111	-.11	-.1
	Management	6.9%	19.5%	50.6%	10.3%	12.6%	87	-.02	.0
	Trades	7.4%	18.5%	34.6%	25.9%	13.6%	81	.15	.2
	Self-employed	14.7%	16.0%	40.0%	9.3%	20.0%	75	-.09	-.1
	Retired	12.5%	21.9%	40.6%	9.4%	15.6%	96	-.05	-.1
	Other	4.0%	16.0%	44.0%	17.3%	18.7%	75	.16	.2
Q131. Annual income?	Under \$50,000	2.6%	18.4%	40.8%	17.1%	21.1%	76	.21	.3
	\$50,000 to less than \$70,000	7.1%	15.7%	41.4%	14.3%	21.4%	70	.14	.2
	\$70,000 to less than \$90,000	15.3%	20.3%	35.6%	13.6%	15.3%	59	-.07	-.1
	Over \$90,000	11.5%	26.0%	37.2%	13.8%	11.5%	269	-.13	-.1
Q132. Age?	30 or younger	6.5%	11.3%	37.1%	25.8%	19.4%	62	.26	.4
	31 to 40	5.9%	25.0%	44.1%	10.3%	14.7%	68	.01	.0
	41 to 50	10.1%	23.9%	33.9%	16.5%	15.6%	109	-.02	.1
	51 to 60	8.7%	23.6%	39.4%	12.6%	15.7%	127	-.01	-.1
Gender?	Older than 60	12.3%	20.8%	42.2%	10.4%	14.3%	154	-.09	-.1
	Male	10.1%	22.6%	40.2%	13.5%	13.7%	483	-.05	.0
	Female	2.0%	10.2%	30.6%	22.4%	34.7%	49	.47	.6