

Dempster Highway Adventure Motorcycle Research



Photo Credit: Glenn Simmons – OneWheelDriveNet/GNWT

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Executive Summary

Background

The adventure-touring motorcycle concept encompasses dual-sport motorcycles designed specifically to provide long range touring capabilities both on and off roads with the intent of making virtually any destination reachable. Adventure riding is one of the fastest growing motorcycle segments and the Dempster Highway is perhaps Canada's best known gravel road for adventure riders. Businesses and organizations in Inuvik and Dawson City claim growing numbers of motorcyclists travelling the route. Not much is known about this niche market and there is a common desire from Government of Yukon (YG) and the Government of Northwest Territories (GNWT) to learn more about these visitors, their travel habits, and their economic impact on the communities they visit and how to promote the Dempster Highway to more adventure motorcyclists.

Methodology

The Dempster Highway Adventure Motorcycle Research project was conducted by the GNWT and the YG. The development of research methodology, implementation and analysis was carried out by the GNWT's Department of Industry, Tourism and Investment after consultation with the YG.

Phase 1 of the research project consisted of in-depth, semi-structured telephone and Skype interviews with travellers who completed an overnight motorcycle trip on the Dempster Highway in either 2012 or 2013 and were at least 18 years of age. A total of eight interviews were completed between February and March 2014. This data became a primary information resource while developing the online survey.

Phase 2 of the Dempster Adventure Motorcycle Research was an online survey, administered through surveymonkey.com. Survey administration started on June 13, 2014 and ended on January 15, 2015. The survey had two distinct target groups: motorcyclists who have travelled the Dempster Highway previously, and motorcyclists who have not. The survey was advertised through online adventure motorcyclist forums. The total sample was 139. Fifty-five percent (77 respondents) were Canadian, 42% (59 respondents) were American and 2% (3 respondents) were from other countries.

Overall Findings

Trip Characteristics

The overwhelming majority of Dempster Highway adventure motorcyclists were males between the ages of 45 and 64. They tended to be college educated and work in professional or managerial settings with higher than average income levels. Canadian travellers tended to be from Alberta, British Columbia and Ontario. Forty percent of travellers were from the United States.

The challenge of reaching Inuvik, the northernmost Canadian city by road and the remoteness and solitude of the Dempster Highway are the most important drivers for motorcyclists travelling the highway. The Dempster represents a significant portion of travellers' overall vacation, but other northern roads outside of the Northwest Territories and Yukon, and even southern provinces are included in the trip itineraries.

Most visitors rode BMW motorcycles. The average length of the Dempster Highway portion of their motorcycle trip was between two and four days. During the trip they camped and stayed at hotels for accommodation and spent approximately \$1,000. While mechanical issues were not common, some travellers had flat tires while riding the Dempster Highway.

The majority of riders were goal driven and preferred riding over activities off-bike. They participate in photography, wildlife viewing and sightseeing. They are not particularly interested in guided activities or traditional tourism products and packages, although 10% participated in guided airplane or helicopter tours.

Overall, the tourism experience of visitors is overwhelmingly positive. They were particularly satisfied with visitor information centres, the ferry service and safety in communities and campgrounds. Additionally, they were extremely eager to ride the highway again once the all-weather road to Tuktoyaktuk is complete.

Trip Planning and Media Usage

Dempster Highway adventure motorcyclists did extensive planning and bike preparation before their trip. They choose travel destinations based on outstanding scenery, wilderness and wildlife areas, and seek physical challenges while maintaining personal safety. Peer-to-peer advocacy (online adventure riding communities and conversations with other riders, family members and friends) was the most important trip planning and information source. Traditional travel resources, including motorcycle shows, were not commonly used, with the exception of *The Milepost*.

The research revealed that motorcycle magazine readership and subscription rates are relatively low among the adventure rider target population. Social media usage is also low and

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limited to mature platforms, such as Facebook and YouTube. Further, the importance of social media in their daily life is low. On the other hand, motorcycling discussion boards are popular.

Dust to Dawson

The Dust to Dawson (D2D) motorcycle event is an annual gathering of motorcyclists in Dawson City, Yukon held each June. It draws hundreds of motorcyclists from all over North America. The survey results highlighted that the D2D event is an important information source during trip planning and many Dempster itineraries include attending the festival as well.

Background and Objectives

Adventure riding is one of the fastest growing motorcycle segments. The adventure-touring motorcycle concept encompasses dual-sport motorcycles designed specifically to provide long range touring capabilities both on and off roads with the intent of making virtually any destination reachable.

The Dempster Highway is perhaps Canada's best known gravel road for adventure riders. Businesses and organizations in Inuvik and Dawson City claim growing numbers of motorcyclists travelling the route. The adventure motorcyclists that travel the Dempster have positive impacts in communities and businesses throughout Yukon and the Northwest Territories offering services, experiences and products to visitors.

Not much is known about this niche market and there is a common desire from YG and the GNWT to learn more about these visitors, their travel habits, their economic impact on the communities they visit, and how to promote the Dempster Highway to more adventure motorcyclists.

In addition, the GNWT is committed to the design, development, construction and maintenance of an all-weather highway extending the Mackenzie Highway from Wrigley to the Dempster Highway, and extending the Dempster Highway from Inuvik to Tuktoyaktuk. In 2014, the construction of the all-weather road from Inuvik to Tuktoyaktuk started. When Mackenzie Highway is completed, the Alaska, Campbell, Dempster, Mackenzie and Liard Highways would become the largest gravel adventure loop in North America and position the highway loop as a must-ride route.

Objectives:

- Develop detailed profiles for adventure motorcycle travellers who have ridden or are interested in riding the Dempster Highway (including demographic and psychographic characteristics; travel planning habits; trip characteristics; visitor spending estimates; etc.);
- Identify routes and transportation methods to access the Dempster Highway;
- Identify infrastructural challenges or concerns faced by adventure motorcyclists;
- Identify services, products and experiences that are required or are of interest to motorcyclists; and
- Identify marketing and communication channels targeting these travellers.

Maps

Map 1. Dempster Highway Map¹



¹ Yukoninfo: Dempster Highway Map. www.yukoninfo.com/yukon-southeast-alaska-northern-british-columbia-maps/dempster-highway-map/ (June 26, 2015).

Map 2. Proposed Mackenzie Valley All-Weather Highway in the NWT²



Note: The construction of the Inuvik - Tuktoyaktuk portion of the all-weather road began in 2014.

² Government of Northwest Territories, Department of Transportation, *Mackenzie Valley All-Weather Road Economic Analysis*, 2009, 3. June 2015

Research Methodology and Participants

The Dempster Highway Adventure Motorcycle Research was conducted by the GNWT and the YG. The development of research methodology, implementation and analysis was carried out by the GNWT's Department of Industry, Tourism and Investment after consultation with the YG.

Phase One: Exploratory Telephone Interviews

Phase one of the research project consisted of in-depth, semi-structured telephone interviews. Participants were recruited through two popular online motorcycling forums: Advrider.com and Horizonsunlimited.com. Prior to recruitment, the operators/owners of these platforms were contacted to secure permission to solicit respondents. The recruitment criteria were: a completed overnight motorcycle trip on the Dempster Highway in 2012 or 2013 and 18+ years of age. As an honorarium, interview participants were given a \$100 Visa gift card.

A total of ten interviews were scheduled between February and March 2014. Eight interviews were completed while two interviews got cancelled due to scheduling conflicts. Five respondents were from Canada (three from British Columbia, one from each Alberta and Ontario), two from the United States of America (Alaska and Virginia) and one from Germany. All participants were male. The average age was 56. The youngest participant was 43, the oldest was 65. Interview length was between 40 minutes and two hours with an average of 55 minutes. An interview protocol (available in Appendix A) guided all interviews. At the same time, all interviews were informal and allowed participants to address any aspects of their Dempster Highway adventure motorcycling experience.

These interviews were later transcribed and coded. To protect the privacy of participants, their names were removed from all data and replaced with pseudonyms.

This data became a primary information resource while developing the online survey.

Phase Two: Online Survey

Phase two of the Dempster Adventure Motorcycle Research was an online survey, administered through surveymonkey.com. Survey administration started on June 13, 2014 and ended on January 15, 2015. Initially, the survey administration was scheduled to end on August 1, 2014. However, the deadline was later delayed until September 1st, 2014. Due to a coding error, the survey collector did not close on the requested day and the survey remained open. During October to December 5, 2014 more respondents found and completed the survey. These responses were included in the final analysis.

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The survey was open with two distinct target groups in mind: motorcyclists who have travelled the Dempster Highway previously, and motorcyclists who have not. The survey was advertised through online adventure motorcyclist forums, most importantly Horizonsunlimited.com and Advrider.com. Participants were encouraged to actively recruit respondents through their social networks and friends (snowball sampling). Overall, the total sample was 139. Seventy-seven respondents were Canadian, 59 American and 3 from other countries. The completion rate for the total sample was 93%. The completion rate for those who had ridden the Dempster Highway previously was 92%, while completion rate for those who have not ridden the Dempster Highway was 95%.

Participants had the opportunity to enter a draw for two \$500 prize packages containing camping gear.

The survey instrument and detailed demographic profile of all participants are available in Appendix B and Appendix C.

Results

Overall Demographic Information and Bike Ownership

The Dempster Adventure Motorcycle Research was conducted to understand the demographic characteristics and travel habits of this niche market. The majority of riders who participated in the research project were Canadian. Americans were roughly 40% of the sample, while international respondents represented a small minority. These proportions were similar in phase one (qualitative interviews) as well, although representation was not the main goal of the exploratory research.

What is your permanent place of residence? (country)

	Frequency	Percent
Canada	77	55.4%
US	59	42.4%
Germany	2	1.4%
Australia	1	0.7%
Total	139	100.0%

Almost 90% of Canadian survey respondents were from three provinces: Alberta (33%), British Columbia (33%) and Ontario (23%). This distribution closely mirrors the general road traveller composition of the Northwest Territories. Interestingly, no Northwest Territories' (NWT) residents completed the survey and only three respondents were from the Yukon (4%).

What is your permanent place of residence? (Canadian province/territory)

	Frequency	Percent
Alberta	25	32.5%
British Columbia	25	32.5%
Ontario	18	23.4%
Saskatchewan	3	3.9%
Yukon	3	3.9%
Manitoba	2	2.6%
Nova Scotia	1	1.3%
Total	77	100.0%

One in five American respondents were from Alaska, while 17% were from California. Overall, participants from the United States represented 26 states. Detailed USA origin data is available in Appendix C, Table 3.

Half of the survey respondents owned more than one motorcycle at the time of the survey. Two respondents did not own a motorcycle. The most popular motorcycle make was BMW (31%), closely followed by Kawasaki, Suzuki and KTM (see Appendix C, Table 4 and Table 5). The models of BMW motorcycles ranged from 650cc to 1200cc adventure models. The large majority of Kawasakis were KLR650s. The most popular Suzuki models were from the Tenere line.

Past Riders

Fifty-five percent of the respondents have been on the Dempster Highway on an overnight motorcycle trip. Two-thirds of the trips were within the past five years (2010-2014). The earliest trip was in 1984 (Appendix C, Table 12). Half of the respondents were from Canada, almost exclusively from the provinces Alberta, British Columbia or Ontario:

What is your permanent place of residence? (Canadian province/territory)

	Frequency	Percent
Alberta	13	33.3%
British Columbia	12	30.8%
Ontario	10	25.6%
Saskatchewan	2	5.1%
Manitoba	1	2.6%
Yukon	1	2.6%
Total	39	100.0%

One in five respondents from the United States were from Alaska. Approximately 11% of the riders lived in California and 9% in Minnesota. Two past Dempster riders were from Germany and one from Australia (Appendix C, Table 8 and Table 9).

Almost two-thirds of the respondents owned more than one motorcycle at the time of the survey. The most popular make was BMW (34%), followed by Kawasaki, Suzuki and Honda (Appendix C, Table 10).

Eighty-four percent of the respondents rode the Dempster once, 12% rode it twice, while 4% completed it three or more times. At the same time, respondents were extremely eager to ride the highway again once the road to Tuktoyaktuk is completed, with 75% indicating that they plan to ride that road in the future (Appendix C, Table 43).

The majority of Dempster riders were male, between the ages of 45 and 64, and were either retired or worked in a professional/managerial setting. More than three quarters of past riders had at least a college/technical diploma and almost half had an annual household income over \$120,000.

Demographics of Respondents who Rode the Dempster

Characteristics	Categories	Percentage
Gender	Male	95%
	Female	5%
Age	15-24	0%
	24-34	9%
	35-44	8%
	45-54	31%
	55-64	39%
	65+	13%
Education	Masters/Ph.D. degree or higher	11%
	University degree	35%
	College/technical diploma	34%
	Some technical college/university	10%
	High school	10%
Occupation	Professional	37%
	Retired	23%
	Management	15%
	Trades	13%
	Self-employed	10%
	Student	1%
	Unemployed	1%
Household Income	Under \$30,000	4%
	\$30,000 - \$49,999	6%
	\$50,000 - \$69,999	7%
	\$70,000 - \$89,999	12%
	\$90,000 - \$119,999	22%
	Over \$120,000	49%

Trip Planning

Forty percent of past riders have visited Yukon or the Northwest Territories for leisure or business prior to their first Dempster motorcycle trip (Appendix C, Table 14). The North is a primary destination for the majority of these riders: over two-thirds indicated that they considered an Alaska or the Yukon trip while planning their Dempster trip (Appendix C, Table 15). Phase 1 revealed that the Dempster was not necessarily the only destination during their motorcycle trip:

John: [After we rode the Dempster, we rode] Top of the World Highway to Chicken. From Chicken we rode up to Fairbanks and down to the entrance of Mount McKinley Park. We did the Denali Highway, east from McKinley. Its hundred miles of wilderness. It was one of the high points of the trip. Rode back to Tok, where we spent the night in a motel. It was pouring rain. We started going home after that, down the Cassiar.

Patrick: The first year we went down the Cassiar, but at the bottom we cut across to Edmonton... The second time I learned about the place called Telegraph Creek. Lots of switchbacks, beautiful scenery. And you go to Salmon Glacier. Same thing again, little gravel road at the side of the mountain and you end up at the beautiful glacier. Then I went to Whistler, Vancouver Island, straight across the island to Tofino and Victoria. Back through Vancouver, Calgary, Edmonton and cut our way back to Ontario.

It's apparent from the two phases of the study that the Dempster Highway represents a significant portion of the overall motorcycle trip, but it is not the only destination: other northern roads and even southern provinces are included in the trip itineraries.

Past riders learned about the Dempster Highway through peer-to-peer advocacy (online adventure riding communities and conversations with other riders, family and friends). Tourism websites and other travel resources were less frequently mentioned, with the exception of *The Milepost*.

**How did you hear about the Dempster Highway?
(Respondents could check all options that apply)**

	Frequency	Percent
Advrider.com	53	21.0%
Talking to other riders	39	15.5%
Dust to Dawson event	27	10.7%
<i>The Milepost</i>	24	9.5%
Talking to friends/family	23	9.1%
Horizons Unlimited (HUBB)	17	6.7%
Other (please specify)	15	6.0%
Magazine/newspaper article	10	4.0%
Social Media	7	2.8%
TravelYukon.com	6	2.4%
Yukon's Vacation Planner	6	2.4%
Motorcycle Show	3	1.2%
Dempsterhighway.com	5	2.0%
Northwest Territories Explorer's Guide	5	2.0%
SpectacularNWT.com	4	1.6%
Travel Guidebook	3	1.2%
DawsonCity.ca	2	0.8%
None of the above	2	0.8%
DestinationInuvik.com	1	0.4%
Total	252	100.0%

The average rider started thinking about riding the Dempster 12 months in advance and made a firm decision seven months before the actual trip (Appendix C, Table 18 and Table 19).

The most often used trip planning resource is peer-to-peer information (online adventure riding communities, family/friends and the Dust to Dawson event). Given the complex itineraries of these motorcycle trips (often including Yukon, Alaska, the Northwest Territories and multiple Canadian provinces), *The Milepost* was the second most used trip planning resource. On the other end of the spectrum, Dempster riders did not rely on motorcycle shows or traditional social media sources to plan their trip (Appendix C, Table 20).

**Top Five Trip Planning Resources
(Respondents could check all options that apply)**

	Frequency	Percent
Advrider.com	59	21.5%
<i>The Milepost</i>	42	15.3%
Talking to friends/family	28	10.2%
TravelYukon.com	22	8.0%
Horizons Unlimited (HUBB)	17	6.2%

Dust to Dawson Event

The Dust to Dawson (D2D) motorcycle event is an annual gathering of motorcyclists in Dawson City, Yukon. The D2D takes place in June and draws hundreds of motorcyclists from across North America. During phase 1, it was apparent that there is a connection between attending the D2D event and riding the Dempster:

Patrick: I found the D2D event. That is what drew me to this. And once I started reading about to the D2D and where it was, I started thinking where can I go from here. The D2D is a time thing. It happens at a specific date, so I time it, so I hit there maybe a day early. The event is the pull, the Dempster is the icing on the cake.

Neil: We rode the Top of the World Highway to Dawson and we participated in the D2D motorcycle meeting in June. When that was finished, we rode the Dempster. I think the best thing you have going right now if the D2D event. You are right there, there are guys there. There's a big thing going on.

Over 60% of the survey respondents were either extremely or moderately familiar with the D2D event; and 10% of them were not familiar at all. Additionally, 58% of the respondents who were at least slightly familiar with the event stated that they have attended D2D (Appendix C, Table 22 and Table 23). Four in ten respondents indicated that they plan to attend the gathering in the future.

Riders who were not interested in attending the event most often cited time restraints, scheduling conflicts and aversion of crowds as their main reasons not to attend.

It is evident that the D2D motorcycle event is an important information source during the trip planning phase and many Dempster itineraries include attending the festival.

Overall Dempster Trip Characteristics

The challenge; reaching the northernmost Canadian city by road; and the remoteness and solitude of the Dempster Highway are the most important drivers for motorcyclists travelling the highway:

What was the main reason you chose to ride the Dempster Highway?

	Frequency	Percent
The challenge	20	26.0%
Reaching the northernmost Canadian city by road	17	22.1%
The remoteness and solitude	16	20.8%
Crossing the Arctic Circle on a motorcycle	9	11.7%
Other (please specify)	7	9.1%
It's the ultimate adventure destination in Canada	3	3.9%
The scenery	3	3.9%
Attending the Dust to Dawson event	2	2.6%
Total	77	100.0%

The most popular motorcycle on the Dempster Highway was BMW R 1200 GS Adventure, closely followed by Kawasaki KLR 650, although it is noticeable that almost half of the riders were on a motorcycle manufactured by BMW. Smaller displacement (500cc and smaller) motorcycles were rarely used. Only two respondents indicated riding smaller motorcycles and only one of these rides were within the last ten years. Additionally, all but two motorcycles were designed to be dirt-road friendly to some degree.

What motorcycle did you ride on your most recent trip? (Make)

	Frequency	Percent
BMW	36	46.8%
Kawasaki	12	15.6%
Suzuki	12	15.6%
Honda	5	6.5%
KTM	5	6.5%
Triumph	3	3.9%
Yamaha	3	3.9%
Harley Davidson	1	1.3%
Total	77	100.0%

Almost four out of five previous riders indicated that they rode the entire length of the Dempster Highway to Inuvik. The second most popular turning point on the Dempster Highway

was the Arctic Circle sign. Time constraints were the main reason why people did not travel the entire length of the highway (Appendix C, Table 31).

On your most recent Dempster Highway trip, how far did you ride?

	Frequency	Percent
Tombstone Territorial Park, YT	2	2.6%
Engineer Creek Campground, YT	0	0.0%
Eagle Plains, YT	1	1.3%
Arctic Circle, YT	13	16.9%
Rock River Campground, YT	1	1.3%
Fort McPherson, NT	1	1.3%
Tsiigehtchic, NT	0	0.0%
Inuvik, NT	59	76.6%
Total	77	100.0%

The average length of the Dempster Highway portion of the motorcycle trip is between two and four days (Appendix C, Table 33). Six out of ten riders overnight in Eagle Plains and more than 80% of riders spend a night in Inuvik.

On your most recent Dempster Highway trip, how many nights did you spend at each of the following communities or campgrounds?

	Average Nights	Percent Overnight
Dawson City	3.1	81.8%
Tombstone Territorial Park	1.2	16.9%
Engineer Creek Campground	1.0	8.0%
Eagle Plains	1.5	64.0%
Rock River Campground	1.5	6.6%
Fort McPherson	1.0	13.3%
Tsiigehtchic	1.0	1.7%
Inuvik	1.6	81.4%

Interestingly, while the average rider spends three nights in Dawson City, they spend less than two days in Inuvik. This might be due to the D2D, nonetheless it signals that Inuvik might not have the products or attractions these travellers are looking for. Phase 1 interviews revealed that riders did some sightseeing and shopping in Inuvik, but did not participate in any guided activities:

John: We just stayed a night in Inuvik. We lost track of time... but we had enough time to get into the campsite. Walk around town, went out for dinner, did some shopping and left the next morning.

Tom: If I go again, I would like to get into the church in Inuvik. I like to go inside. But they are small towns. I don't know if anything ever goes on.

The overwhelming majority of riders used a combination of hotels/motels and campgrounds for accommodation (Appendix C, Table 34). As some of them described during the interviews, their preferred choice was campgrounds. However, they stayed in hotels after arriving to a city/town too late or when the weather made camping less than desirable. Some riders also ran into problems with accommodations during the D2D event in Dawson City, Yukon.

Riding Partners

Riders often complete the trip solo (38%), although small groups of two or three riders were not uncommon (Appendix C, Table 35). The majority of riders were men between the ages of 35 and 64. Roughly 10% of the riders reported having a female in their riding group.

Age and sex distribution of riding partners

	Male	Female
15-24	0	1
25-34	10	0
35-44	22	0
45-54	24	4
55-64	21	3
65+	3	0

Most riding groups consisted of family and friends. Ad hoc riding groups did form (meeting other riders or local riders on the road or arrangements made on motorcycling discussion boards), although these were less than 20% of the riding groups. These groups also tended to be more fragile and short lived.

Mechanical Issues and Fuel Availability

Participants did extensive planning, bike preparation and research before their trip and only six respondents reported issues with fuel availability. Two of these riders had issues with the quality of the available fuel and used octane booster fuel treatment. One respondent mentioned that fuel is not available at the Dempster Highway turn-off. This issue was raised during the qualitative phase as well:

Neil: You know to get a service or gasoline station at the start of the Dempster would be an important one for motorcyclist. It would be a good one.

Gary: When you are looking for information on websites and that... one thing is missing is that you will need cash, because when you get to Eagle and the internet is actually down, you can't get gas. So that could be a big issue.

Sixty-two percent of riders reported no mechanical issues while riding the Dempster Highway. The majority of those who ran into mechanical problems were able to solve them themselves. Flat tires and related issues were the most common difficulties.

Parts and tire availability was identified as an issue. Seasoned riders planned ahead and had new tires shipped to larger cities along the way. Whitehorse was a popular tire-changing location. One respondent, who arrived to Dawson City through the Robert Campbell Highway, had his tires shipped to Watson Lake. Members of the local motorcycling community (most prominently Dick Van Nostrand, organizer of the D2D event) were acknowledged as key stakeholders (providing tools, expertise, arranging part shipments, etc.).

Activities and Satisfaction

The majority of riders participated in photography, wildlife viewing, sightseeing and visited restaurants with northern cuisine while riding the Dempster. They were not particularly interested in guided activities or add-on day trips, although almost 10% did take part in guided airplane or helicopter tours. Overall, the satisfaction scores were high. The activity pattern is partially explained by their mode of travel: motorcycles have limited carrying capacity; therefore fishing, golf clubs, hiking equipment, etc. are often left home. Additionally, many riders are more interested in riding the northern roads rather than exploring off-bike.

Please rate the following activities or tours you participated in while riding the Dempster Highway.

	% participated	Satisfaction Score (1 to 5)
Photography	89.2%	4.7
Wildlife viewing	81.1%	4.4
Sightseeing	78.4%	4.7
Restaurant with northern cuisine	60.8%	4.1
Historic site visit	59.5%	4.4
Shopping	40.5%	3.7
Museum visit	39.2%	4.4
Hiking	25.7%	4.6
Art gallery visit	16.2%	4.3
Bird watching	10.8%	4.3
Airplane/helicopter tour	8.1%	4.7
Art, music or film festival	5.4%	4.8
Going to a casino	5.4%	4.5
Bicycling	2.7%	4.0
Boating, cruising or sailing	2.7%	5.0
Canoeing, kayaking or rafting	2.7%	4.5
Unguided fishing	2.7%	4.5
Golfing	1.4%	5.0
Guided fishing	0.00%	N/A

Visitors were very satisfied with visitor information centres, the ferry service and safety in campgrounds and communities. While they were not dissatisfied with the availability of motorcycle service, the price of services (accommodation, food, arts and crafts) received a relatively low satisfaction score, which signals price sensitivity. Improved service can often offset the perceived high cost. The following chart details the overall satisfaction with services, products and infrastructure. A negative score implies dissatisfaction, zero is unsure and positive values signify satisfaction.

Based on your experience on your most recent trip to the Dempster Highway, please rate the following services, products and infrastructure.

	Satisfaction Score (-2 to 2)
Visitor information centres	1.5
Ferry service	1.5
Safety in campgrounds	1.4
Safety in cities	1.4
Campground service and amenities	1.3
Value for money in campgrounds	1.3
Services in hotels, motels and bed and breakfasts	1.3
Signage	1.2
Road conditions – Other Yukon Highways	1.2
Cleanliness of towns	1.2
Restaurant service	1.1
Road conditions – Dempster Highway	0.9
The selection of arts and crafts	0.8
Variety of tours	0.8
Value for money in restaurants	0.8
The price of arts and crafts	0.6
Value for money in hotels, motels and bed and breakfasts	0.6
Availability of motorcycle services	0.3

The overall tourism experience on the Dempster Highway was overwhelmingly positive. This signifies that adventure riders knew exactly what to expect from their trip and their actual vacation fulfilled those expectations.

Please rate your overall experience on your most recent Dempster Highway trip.

	Frequency	Percent
Very satisfied	59	80.8%
Satisfied	12	16.4%
Dissatisfied	2	2.7%
Total	73	100.0%

Spending

The reported spending figures are consistent with other NWT road-travelling markets. Roughly two-thirds of this spending occurs in Yukon and one-third in the NWT. Bike maintenance and repair costs show extreme variance. While the mode is zero, meaning that the majority of riders had no cost associated with maintenance and repair, in some cases these costs were significant (towing, rush ordering parts, etc.).

While qualitative interviews suggested that some riders might use rented motorcycles (mostly from Alaskan companies) to travel the Dempster Highway, none of the respondents used rented motorcycles. Spending on arts/crafts and souvenirs was high and showed large variance. Many riders reported their dissatisfaction with the lack of motorcycle memorabilia (decals, stickers, etc.) in Inuvik and to a lesser extend in Dawson City.

Approximately, how much did you spend on the following items during your most recent Dempster Highway trip?

	Average Spending/Trip
Accommodation	\$207.95
(Accommodation only in Hotels/Motels)	\$387.50
(Accommodation only in Campground)	\$56.82
Vehicle Rental	\$0.00
Fuel	\$167.18
Bike Maintenance (tires, repairs) *	\$159.00
Restaurants	\$167.92
Groceries	\$57.47
Alcohol and Bars	\$79.16
Guided Tours	\$21.82
Festivals & Events	\$5.13
Arts & Crafts (prints, carvings)	\$57.14
Souvenirs (mugs, T-shirts, pins)	\$51.62
Total Average Spend	\$974.39

*must common response was \$0

General Travel Behaviour

Dempster riders choose travel destinations based on outstanding scenery, wilderness areas, possibility to view wildlife and physical challenges while keeping personal safety in mind. At the same time, they were not interested in opportunities to rent motorcycles or participate in organized tours. Luxury accommodations, guided nature trips and exciting nightlife and entertainment were also considered less important (Appendix C, Table 45).

Top five considerations when choosing a motorcycling destination

	Consideration Score (1 to 5)
Outstanding scenery	4.6
Parks and wilderness areas	4.1
Viewing wildlife	4.1
Personal challenges	3.9
Personal safety	3.6

Even though many of the travellers were familiar with Northern riding, over 80% of the respondents indicated that they were not aware of the Waterfalls Route through the southern NWT. The most common dream destination for Dempster riders included South America as a final destination (including riding from Prudhoe Bay, Alaska to Ushuaia, Argentina). Europe and various routes through Russia and Mongolia were also on riders' bucket lists. At the same time many riders believed that the United States and Canada have plenty of great places to visit (Appendix C, Table 47).

Media Usage

Magazine readership/subscription rate was low among the respondents. Forty-two percent did not read motorcycling magazines regularly. The most popular magazines were Cycle World (11%), Adventure Bike Rider (9%), BMW MOA (9%) and RoadRunner (7%) (Appendix C, Table 48).

On the other hand, online motorcycling discussion boards were popular. Ninety-five percent of respondents indicated visiting some form of motorcycle-related discussion boards at least a few times a month. The most popular online platform was Advrider.com, followed by Horizons Unlimited. While the popularity of these sites among motorcyclists is unquestionable, it should be noted that respondents were recruited from these forums.

**What online motorcycling discussion boards do you visit at least a few times a month?
(Respondents could check all options that apply)**

	Frequency	Percent
Advrider.com	62	47.7%
Horizons Unlimited (HUBB)	30	23.1%
Brand/riding style specific forum	18	13.8%
Other (please specify)	9	6.9%
None of the above	6	4.6%
Location specific forum	5	3.8%
Total	129	100.0%

Social media participation was low and limited to YouTube, Facebook and Google+. Further, social media was only important (somewhat important or very important) to 20% of respondents (Appendix A, Table 51).

How often do you use each of the social media applications listed below for personal reasons?

	Frequency Score (0 to 4)
YouTube	1.9
Facebook	1.7
Google+	1.3
Twitter	0.5
Instagram	0.3
Pinterest	0.2
Tumblr	0.2
Other	0.2

Future Riders

Demographics, Drivers and Trip Planning

Sixty-two respondents had no previous experience riding the Dempster Highway, but indicated that they are interested in visiting in the near future. The two samples (past rider and future rider) were exceedingly similar. Roughly 60% of the sample was Canadian and 40% American. Nine in ten respondents were from British Columbia, Alberta or Ontario. The American portion of the sample showed more variation with 13 states represented: California, Alaska and Colorado had the highest representation, although the sample size is small, so these results might not be representative of the population (Appendix C, Table 59). The demographic breakdown of the sample was similar to past riders:

Demographics of Future Dempster Riders

Characteristics	Categories	Percentage
Gender	Male	92%
	Female	8%
Age	15-24	0%
	25-34	7%
	35-44	20%
	45-54	36%
	55-64	29%
	65+	8%
Education	Masters/Ph.D. degree or higher	8%
	University degree	27%
	College/technical diploma	34%
	Some technical college/university	17%
	High school	14%
Occupation	Professional	34%
	Trades	25%
	Retired	17%
	Management	12%
	Self-employed	10%
	Student	2%
Household Income	Under \$30,000	2%
	\$30,000 - \$49,999	2%
	\$50,000 - \$69,999	9%
	\$70,000 - \$89,999	30%
	\$90,000 - \$119,999	23%
	Over \$120,000	35%

Future riders learned about the Dempster Highway through peer-to-peer networks and advocacy. The most important online information sources were message boards (*Advrider.com* and *Horizons Unlimited*). It is important to highlight again that respondents were recruited through these online platforms, which introduced a bias. Nonetheless, the popularity and importance of these websites is paramount in the adventure motorcycling community.

Almost a quarter of respondents learned about the destination from family and friends. The Dust to Dawson event itself also helped raise awareness. The most mentioned traditional media source was *The Milepost*. Riders who selected “other” indicated that they previously lived or visited Yukon or Northwest Territories. One respondent mentioned Ice Road Truckers as his initial information source (Appendix C, Table 62).

**How did you hear about the Dempster Highway?
(Respondents could check all options that apply)**

	Frequency	Percent
Advrider.com	38	26.0%
Talking to friends/family	24	16.4%
Dust to Dawson event	17	11.6%
<i>The Milepost</i>	14	9.6%
Horizons Unlimited (HUBB)	10	6.8%
Other (please specify)	9	6.2%
Social Media	7	4.8%
Travel Guidebooks	6	4.1%
TravelYukon.com	5	3.4%
Motorcycle Show	4	2.7%
SpectacularNWT.com	4	2.7%
Yukon's Vacation Planner	3	2.1%
Northwest Territories Explorer's Guide	2	1.4%
Magazine/Newspaper article	2	1.4%
DawsonCity.ca	1	0.7%
Total	146	100.0%

More than 40% of respondents made a firm decision to ride the Dempster Highway in the future. The overwhelming majority of these riders were scheduling to ride the Dempster Highway in 2014 and 2015. This is consistent with the path-to-purchase timelines reported above (Appendix C, Table 63 and Table 66).

Forty percent indicated that they were thinking about a visit within the next few years, but had not make a firm decision yet. These respondents cited lack of time, lack of trip planning information, competing destinations, and cost as main obstacles preventing them to make a firm travel decision:

What are some of the obstacles or challenges that prevent you from riding the Dempster Highway?

(Respondents could check all options that apply)

	Frequency	Percent
I don't have enough time	17	39.5%
I don't have enough information to plan my trip	8	18.6%
I want to do other rides first	7	16.3%
Too expensive	5	11.6%
I don't have the right motorcycle to ride it	2	4.7%
I don't have sufficient skills to ride it safely	2	4.7%
It is difficult to access/too far away	2	4.7%
Total	43	100.0%

When asked about other destinations considered while planning their upcoming trip, almost 75% indicated northern destinations (Alaska, Yukon and Northwest Territories). This reaffirms that adventure motorcycle riders are interested in northern destinations and there are plenty of opportunities to market the Dempster Highway as a viable add-on to their trip.

Interestingly, the main driver was different for future riders than for past riders, although the variance was not significant enough to draw any conclusions. Future riders seek the remoteness and solitude of the Dempster, look forward to crossing the Arctic Circle on the motorcycle and believe that the Dempster Highway is the ultimate adventure destination in Canada. Compared to past riders, they were less interested in “reaching the northernmost Canadian city by road”.

What is the main reason you are interested in riding the Dempster Highway?

	Frequency	Percent
The remoteness and solitude	12	20.0%
Crossing the Arctic Circle on a motorcycle	10	16.7%
It's the ultimate adventure destination in Canada	9	15.0%
Other (please specify)	8	13.3%
The challenge	8	13.3%
The scenery	8	13.3%
Reaching the northernmost Canadian city by road	5	8.3%
Total	60	100.0%

Those who were already in the planning stages of their trip turned to family, friends and online communities for information. *The Milepost* was the most important trip planning print media. Interestingly, 10% indicated (Top 5 consideration) that they use social media for trip planning. At the same time (as discussed below), social media habits indicated that future riders are

moderate social media users at most and tend to use mature, established products (Facebook and YouTube).

**Which of the following sources are you using to plan your trip?
(Respondents could check all options that apply)**

	Frequency	Percent
Advrider.com	21	23.3%
Talking to friends/family	10	11.1%
Horizons Unlimited (HUBB)	9	10.0%
<i>The Milepost</i>	9	10.0%
Social Media	9	10.0%
Dempsterhighway.com	7	7.8%
TravelYukon.com	7	7.8%
Dust to Dawson event	6	6.7%
Northwest Territories Explorer's Guide	3	3.3%
SpectacularNWT.com	2	2.2%
DawsonCity.ca	2	2.2%
None of the above	2	2.2%
Travel Guidebooks	1	1.1%
Destinationinuvik.com	1	1.1%
Yukon's Vacation Planner	1	1.1%
Total	90	100.0%

Dust to Dawson

Almost a third of respondents were not familiar with the Dust to Dawson (D2D) event (Appendix A, Table 69). Given the strategic importance of the D2D as an information source, travel destination and access point to the Dempster, this was surprising. Roughly half of those who were familiar with the event plan to attend it in the future. Time and scheduling conflicts were the main reason people planned to stay away from the D2D event (Table 70 and Table 71, Appendix C).

General Travel Behavior

Future Dempster riders had similar preferences to past riders when choosing a motorcycling destination. Outstanding scenery, parks and wilderness areas, personal challenges and wildlife viewing opportunities were the most important for them. At the same time, they were not interested in motorcycle rental opportunities or guided motorcycle tours. Additionally, shopping, guided nature tours and luxury accommodations were also low on their consideration list.

When choosing a motorcycling destination, how important are the following considerations?

	Consideration Score (0-4)
Outstanding scenery	3.8
Parks and wilderness areas	3.1
Personal challenges	3.0
Viewing wildlife	2.9
Relaxing break from work	2.7
Personal safety	2.7
Physical adventure	2.7
Meeting other riders	2.5
Learning opportunities	2.5
Unique or different cultural groups	2.3
Availability of services (tires, parts, dealer support, etc.)	2.3
Having fun, being entertained	2.1
Cost to get to destination	2.1
Cost of accommodation and meals	2.0
High standards of cleanliness and hygiene	1.7
Reliable weather	1.6
Warm, sunny climate	1.2
Opportunity to purchase arts and crafts	0.8
Exciting nightlife and entertainment	0.4
Luxury accommodations	0.4
Opportunity to rent motorcycles	0.4
Experiencing nature with a guide	0.4
Opportunity to participate in guided motorcycle tours	0.3
Interesting shopping	0.3

Eighty percent of these riders were not familiar with the Waterfalls Route through the southern Northwest Territories.

Future riders mentioned Europe and South America as their dream destination, although the Dempster Highway and Tuktoyaktuk were third on the list (Appendix C, Table 74). This could be the result of response bias. At the same time enough data suggest that North American adventure riders are drawn to the north.

Media Usage

Media usage characteristics were almost identical to past riders. Online message boards and forums were very popular, while Magazine readership and subscription rates were low among future Dempster rides. More than 40% did not read motorcycling magazines regularly (Appendix C, Table 76).

**What online motorcycling discussion boards do you visit at least a few times a month?
(Respondents could check all options that apply)**

	Frequency	Percent
Advrider.com	53	48.6%
Brand/riding style specific forum	19	17.4%
Horizons Unlimited (HUBB)	18	16.5%
Other (please specify)	12	11.0%
Location specific forum	4	3.7%
None of the above	3	2.8%
Total	109	100.0%

Their social media participation was low and mostly restricted to mature social media products (Facebook, YouTube, and to a lesser extent Google+). Two in five respondents indicated that social media was unimportant in their personal life.

Conclusion

Tourism is a sector that is important for economic development in both territories. This research provides demographic, psychographic, trip planning and trip characteristic data to inform marketing, product, infrastructure and service efforts by tourism stakeholders.

Businesses and organizations in Inuvik and Dawson City claim growing numbers of adventure motorcyclists are travelling the Dempster Highway and a number of factors, including this research, indicate that there are opportunities for this niche market to grow.

New all-weather roads are planned in NWT that will further encourage new and repeat visitors to the north. Survey responses of past riders indicated that seventy-five percent are eager to ride the Dempster Highway once again with its expansion from Inuvik to Tuktoyaktuk.

Survey responses, including potential riders, look forward to cross the Arctic Circle on the motorcycle and believe that the Dempster Highway is the ultimate adventure destination in Canada. With this extension of the Dempster Highway to the Arctic Ocean, this new opportunity may also be of interest to future riders and may encourage them to commit to a trip.

There are plans to expand the Mackenzie Highway to Wrigley to the Dempster Highway via an all-weather road. When these roads are completed, the Alaska, Campbell, Dempster, Mackenzie and Liard Highways would become the largest gravel adventure loop in North America and position the highway loop as a must-ride route.

Future Dempster Highway riders and past riders had similar preferences when choosing a motorcycling destination. Outstanding scenery, parks and wilderness areas, personal challenges and wildlife viewing opportunities were the most important for them. These new highways will also meet these preferences and provide additional opportunities to attract those interested in personal challenges.

Appendix A. In-Depth Open Ended Interview Protocol

a) Starting Script

Hello my name is [researcher] and I am calling from the Government of Northwest Territories regarding the Dempster Highway Adventure Motorcycle Research Project that I had previously introduced to you by email.

I would like to go over the interview process and answer any questions you may have about this research.

You're about to take part in the Dempster Highway Adventure Motorcycle research project that is jointly being conducted by Government of Northwest Territories and Yukon Territory. Please note that you don't have to answer any questions which might make you uncomfortable and/or you may quit the interview at any time for any reason. This interview is confidential and your personal data won't be used or shared with anyone outside the research team.

This interview should take no more than 60 minutes. After completing the interview, our research team will send you a \$100 Visa Gift Card as a token of our appreciation.

- Did you have a chance to review the project description and read about your rights as a participant? Yes/No (terminate)
- Do you have any questions regarding this study or your rights as a participant?
- Do you consent to be interviewed? Yes/No (terminate)
- To make sure that I don't miss anything important you say, I would like to record this interview. This recording will only be used to transcribe our conversation and will be destroyed after that. The final interview transcript will be anonymous. Can I record this interview under these terms? Yes/No

b) Demographics and Background

I would like to start with introductions. [Insert researcher background information].

- Could you talk a little bit about yourself?
 - Gender
 - Age
 - Location (country, city)
 - Education
 - Occupation
 - Marital Status – does the partner ride?
 - Children
 - Interests and Hobbies
- How did your interest start in motorcycling?
 - Age, influences
 - Riding partners
 - Location
 - Motorcycles owned
- How did your interest start in adventure riding?
 - Age, influences
 - Riding partners
 - Location
 - Past ADV trips (length, spending, etc.)
 - Motorcycles owned

c) Trip Planning

- Next, I would like to talk to you about the Dempster Highway. When did you become aware of the Dempster?
 - early information sources, influencers, advocates
 - P2P: dreaming
 - Attractions, key drivers
 - timelines
- Could you walk me through your early trip planning?
 - P2P: Consideration list, competing destinations
 - general information sources, key contacts
 - riding partners interested
- Do you remember making a firm decision to ride the Dempster? When did that happen?
 - top reasons to visit
- Could you walk me through your detailed trip planning?
 - key information sources
 - key contacts

riding partners (group dynamics and division of labor)
bike selection and preparation
gear selection and preparation
sourcing spares/spare tires etc.
staging and logistics
single destination/multiple destinations
planned accommodation
planned gas/service stops
planned attractions(s)

d) Riding the Dempster

- Could we talk about your actual trip now?
 - date and length of trip
 - schedule – daily mileage, time spent in communities, etc.
 - actual accommodations
 - actual party size
 - road condition and weather
 - other travellers/bikers on the Dempster
 - spending and unexpected expenses
 - records of travel (photo, video, etc.)
 - communication (social media, Internet usage, etc.)
 - activities and added products (Eagle Plains, Fort McPherson, Inuvik)
 - exiting the Dempster

e) Challenges

- What were some of the unexpected challenges on the Dempster? How did you deal with them?
 - service and product availability
 - roadside infrastructure

f) Post-trip Evaluation and Advocacy

- Could you talk about your overall experience during your trip?
- Who and how did you/do you share your experience with?
 - advocacy online and in-person
- Do you know anyone who has travelled to the Yukon or Northwest Territories since your trip?
 - level of advocacy

spillover to other sectors

- Do you have any recommendations that would improve the Dempster Highway as a motorcycling destination?

trip planning resources (maps, etc.)

roadside amenities and services

added products

g) Open Discussion and Future Trips

- What are your motorcycling plans for the future? What are your dream destinations?
- Do you have anything else you would like to share that we didn't discuss?

h) End Script

Thank you for sharing your valuable insight. If you have any questions about this project or would like to get in touch with us, please feel free to contact me. I would also like to confirm/record your mailing address so I can send you the \$100 Visa Gift Card to thank you for your time with this project.

Appendix B. Survey Instrument

Dempster Highway Adventure Motorcycle Survey

The Dempster Highway Adventure Motorcycle Survey is being conducted by the Government of Northwest Territories and the Government of Yukon. The goal of this research project is to better understand Dempster Highway adventure motorcycle riders and the services, products and infrastructure that are needed to enhance or support this experience.

The survey is open to motorcyclists who have ridden the Dempster Highway or those who are still planning their northern adventure. The survey should only take about 8-10 minutes of your time. Your answers will remain completely anonymous. However, at the end of survey you will have the opportunity to enter your contact information to enter a draw for camping equipment packages valued at \$500 each.

If you have any questions about the survey, please contact us at TourismResearch@gov.nt.ca.

Please be advised that only one response per computer is allowed.

A. Introduction

1. What is your permanent place of residence?

1. City/Town
2. State/Province
3. ZIP/Postal Code
4. Country

2. What motorcycle(s) do you currently own? Please leave blank if you currently do not own a motorcycle.

1. Bike #1 (Make, Model, Year)
2. Bike #2 (Make, Model, Year)
3. Bike #3 (Make, Model, Year)

3. Have you ever been on an overnight motorcycle trip on the Dempster Highway?

1. Yes (Skip to Q5)
2. No

4. Have you ever been on an overnight motorcycle trip to any destinations?

1. Yes (**Skip to Q38**)
2. No (**Skip to Q61**)

B. Previous Dempster Rider

5. When did you ride the Dempster Highway? Please enter year(s).

1. Trip #1
2. Trip #2
3. Trip #3
4. Trip #4

6. Have you visited the Yukon or Northwest Territories prior to your first motorcycle trip?

1. Yes, for leisure
2. Yes, for business
3. Yes, both leisure and business
4. No

7. What other destinations were you considering when planning your most recent motorcycle trip on the Dempster Highway? Please leave blank if you were not considering other destinations.

1. Destination #1
2. Destination #2
3. Destination #3

8. How did you hear about the Dempster Highway? Check all that apply.

- | | |
|------------------------------|---|
| 1. Motorcycle Show | 10. TravelYukon.com |
| 2. Advrider.com | 11. Destinationinuvik.com |
| 3. Horizons Unlimited (HUBB) | 12. DawsonCity.ca |
| 4. Dust to Dawson event | 13. Northwest Territories' Explorer's Guide |
| 5. The Milepost | 14. Yukon's Vacation Planner |
| 6. Travel Guidebook | 15. Magazine/newspaper article |
| 7. Social Media | 16. Talking to other riders |
| 8. Dempsterhighway.com | 17. Talking to friends/family |
| 9. SpectacularNWT.com | |

18. None of the above

19. Other (please specify)

If “Motorcycle Show”, skip to Q9, otherwise skip to Q10

9. Which motorcycle show(s) did you attend? Please enter the name of the show and the year.

1. Motorcycle show #1
2. Motorcycle show #2
3. Motorcycle show #3

10. How many months before your most recent trip did you start thinking about riding the Dempster Highway?

1. Enter months

11. How many months before your most recent trip did you make a firm decision to ride the Dempster Highway?

1. Enter months

12. Which of the following sources did you use to plan your most recent trip? Check all that apply.

- | | |
|------------------------------|--|
| 1. Motorcycle Show | 11. Destinationinuvik.com |
| 2. Advrider.com | 12. DawsonCity.ca |
| 3. Horizons Unlimited (HUBB) | 13. Northwest Territories’
Explorer’s Guide |
| 4. Dust to Dawson event | 14. Yukon’s Vacation Planner |
| 5. The Milepost | 15. Magazine/Newspaper article |
| 6. Travel Guidebooks | 16. Talking to friends/family |
| 7. Social Media | 17. None of the above |
| 8. Dempsterhighway.com | 18. Other (please specify) |
| 9. SpectacularNWT.com | |
| 10. TravelYukon.com | |

If “Motorcycle Show”, skip to Q13, otherwise skip to Q14

13. Which motorcycle show(s) did you attend? Please enter the name of the show and the year.

1. Motorcycle show #1
2. Motorcycle show #2
3. Motorcycle show #3

14. How familiar are you with the Dust to Dawson (D2D) motorcycle event in Dawson City, Yukon?

1. Not at all familiar **(Skip to Q19)**
2. Slightly familiar
3. Somewhat familiar
4. Moderately familiar
5. Extremely familiar

15. Have you ever attended the Dust to Dawson (D2D) motorcycle event in Dawson City, Yukon?

1. Yes
2. No **(Skip to Q17)**

16. When did you attend the Dust to Dawson (D2D) event?

1. Year:
2. Year:
3. Year:
4. Year:

17. Do you plan to attend the Dust to Dawson (D2D) event in the near future?

1. Yes **(Skip to Q19)**
2. No
3. I am not sure **(Skip to Q19)**

18. Please tell us why not.

19. What was the main reason you chose to ride the Dempster Highway?

1. It's the ultimate adventure destination in Canada
2. Crossing the Arctic Circle on a motorcycle
3. Reaching the northernmost Canadian city by road
4. The scenery
5. The remoteness and solitude
6. The challenge
7. Attending the Dust to Dawson event
8. Other (please specify)

20. What motorcycle did you ride during your most recent Dempster Highway trip? Please enter make, model and year.

1. Make
2. Model
3. Year

21. On your most recent Dempster Highway trip, how far did you ride?

1. To Tombstone Territorial Park
2. To Engineer Creek Campground
3. To Eagle Plains
4. To the Arctic Circle
5. To Rock River Campground
6. To Fort McPherson
7. To Tsiigehtchic
8. To Inuvik (**Skip to Q23**)
9. Other

22. On your most recent trip, why didn't you travel the whole length of the Dempster Highway?

1. Only wanted to ride a portion of the highway
2. Mechanical issues
3. Bad weather
4. Bad road conditions/road closure
5. Other (please specify)

23. On your most recent Dempster Highway trip, how many nights did you spend at each of the following communities or campgrounds? Please enter number of nights or leave blank if 0 nights.

1. Dawson City
2. Tombstone Territorial Park
3. Engineer Creek
4. Campground
5. Eagle Plains
6. Rock River Campground
7. Fort McPherson
8. Tsiigehtchic
9. Inuvik

24. During your most recent Dempster Highway trip, how many days in total did you spend riding the Dempster Highway?

1. Days:

25. What type of accommodations did you use during your most recent trip while riding the Dempster Highway? Please check all that apply.

- | | |
|---------------------------|------------------------------|
| 1. Hotel/motel | 5. Home of friends/relatives |
| 2. Bed & Breakfast | 6. Roadside pullout |
| 3. Apartment/house rental | 7. Wilderness camping |
| 4. Campground | 8. Other (please specify) |

26. During your most recent trip, did you ride the Dempster Highway solo or with other people?

1. Solo (**Skip to Q28**)
2. With other people

27. Please tell us about your travel companions.

1. Companion #1 (Sex, Age, How do you know this person)
2. Companion #2 (Sex, Age, How do you know this person)
3. Companion #3 (Sex, Age, How do you know this person)
4. Companion #4 (Sex, Age, How do you know this person)
5. Companion #5 (Sex, Age, How do you know this person)

28. During your most recent Dempster Highway trip, did you have any issues with the availability of fuel?

1. Yes
2. No, my motorcycle has a large enough tank/I carried extra fuel (**Skip to Q30**)

29. Please explain your issues with the availability of fuel.

30. During your most recent Dempster Highway trip, did you have any mechanical issues?

1. No, I had no mechanical issues. (**Skip to Q32**)
2. Yes, I had some issues, but I was able to solve them myself.
3. Yes, I had some issues and needed a mechanic to service my bike.

31. Please explain your mechanical issues.

32. Please rate the following activities or tours you participated in while riding the Dempster Highway. (Please choose N/A if the activity does not apply to your trip.)

Scale: Not at all satisfied - Slightly satisfied –Moderately satisfied - Very satisfied - Extremely satisfied - N/A

- | | |
|----------------------------------|--------------------------------------|
| 1. Airplane/helicopter tour | 11. Historic site visit |
| 2. Art gallery visit | 12. Museum visit |
| 3. Art, music or film festival | 13. Photography |
| 4. Bicycling | 14. Restaurant with northern cuisine |
| 5. Bird watching | 15. Shopping |
| 6. Boating, cruising or sailing | 16. Sightseeing |
| 7. Going to a casino | 17. Guided fishing |
| 8. Canoeing, kayaking or rafting | 18. Unguided fishing |
| 9. Golfing | 19. Wildlife viewing |
| 10. Hiking | |

33. Based on your experience on your most recent trip to the Dempster Highway, please rate the following services, products and infrastructure. (Please choose N/A if the service, product or infrastructure does not apply to your trip.)

Scale: Very Dissatisfied – Dissatisfied – Unsure – Satisfied - Very Satisfied - N/A

- | | |
|---|--|
| 1. Services in hotels, motels and bed and breakfasts | 8. The price of arts and crafts |
| 2. Value for money in hotels, motels and bed and breakfasts | 9. Signage |
| 3. Campground service and amenities | 10. Availability of motorcycle services |
| 4. Value for money in campgrounds | 11. Road conditions – Dempster Highway |
| 5. Restaurant service | 12. Road conditions – Other Yukon Highways |
| 6. Value for money in restaurants | 13. Ferry service |
| 7. The selection of arts and crafts | 14. Visitor information centres |
| | 15. Variety of tours |
| | 16. Cleanliness of towns |
| | 17. Safety in campgrounds |
| | 18. Safety in cities |

34. Approximately, how much did you spend on the following items during your most recent Dempster Highway trip? Please leave box empty if you did not spend any money on an item.

- | | |
|---|---|
| 1. Accommodation in
Hotels/Motels | 7. Groceries |
| 2. Accommodation in
Campground | 8. Alcohol and Bars |
| 3. Vehicle Rental | 9. Guided Tours |
| 4. Fuel | 10. Festivals & Events |
| 5. Bike Maintenance (tires,
repairs) | 11. Arts & Crafts (prints,
carvings) |
| 6. Restaurants | 12. Souvenirs (mugs, T-shirts,
pins) |

35. Please rate your overall experience on your most recent Dempster Highway trip.

1. Very dissatisfied
2. Dissatisfied
3. Unsure
4. Satisfied
5. Very satisfied

36. Do you plan to ride the Dempster Highway again once the road to Tuktoyaktuk is completed?

1. Yes (Skip to Q53)
2. No
3. I am not sure (Skip to Q53)

37. Why are you not interested in riding the Dempster Highway to Tuktoyaktuk? (Skip to Q53)

C. Future Rider

38. How did you hear about the Dempster Highway? Please check all that apply.

- | | |
|------------------------------|---|
| 1. Motorcycle Show | 11. Destinationinuvik.com |
| 2. Advrider.com | 12. DawsonCity.ca |
| 3. Horizons Unlimited (HUBB) | 13. Northwest Territories' Explorer's Guide |
| 4. Dust to Dawson event | 14. Yukon's Vacation Planner |
| 5. The Milepost | 15. Magazine/Newspaper article |
| 6. Travel Guidebooks | 16. Talking to friends/family |
| 7. Social Media | 17. Never heard of the Dempster |
| 8. Dempsterhighway.com | 18. Other (please specify) |
| 9. SpectacularNWT.com | 19. Other |
| 10. TravelYukon.com | |

If "Motorcycle Show", skip to Q39, otherwise skip to Q40

39. Which motorcycle show(s) did you attend? Please enter the name of the show and the year.

1. Motorcycle show #1
2. Motorcycle show #2
3. Motorcycle show #3

40. Do you plan to ride the Dempster Highway in the near future?

1. Yes, I made a firm decision to ride the Dempster in the near future **(Skip to Q45)**
2. Yes, I am thinking about riding the Dempster in the near future **(Skip to Q41)**
3. Yes, I am interested in riding the Dempster, but not in the near future **(Skip to Q41)**
4. No, I have no intentions of riding the Dempster. (Skip to Q44)

41. What is the main reason you are interested in riding the Dempster Highway?

1. It's the ultimate adventure destination in Canada
2. Crossing the Arctic Circle on a motorcycle
3. Reaching the northernmost Canadian city by road
4. The scenery
5. The remoteness and solitude
6. The challenge
7. Attending the Dust to Dawson event
8. Other (please specify)

42. What are some of the obstacles or challenges that prevent you from riding the Dempster Highway? Please check all that apply.

1. Too expensive
2. I don't have the right motorcycle to ride it
3. I don't have sufficient skills to ride it safely
4. It is difficult to access/too far away
5. I don't have enough time
6. I don't have enough information to plan my trip
7. I want to do other rides first
8. Other (please specify)

43. How familiar are you with the Dust to Dawson (D2D) motorcycle event in Dawson City, Yukon? (Skip to Q53)

1. Not at all familiar
2. Slightly familiar
3. Somewhat familiar
4. Moderately familiar
5. Extremely familiar

44. Please tell us why you are not interested in riding the Dempster Highway. (Skip to Q53)

45. When are you going to ride the Dempster Highway?

1. Year:

46. What is the main reason you are interested in riding the Dempster Highway?

1. It's the ultimate adventure destination in Canada
2. Crossing the Arctic Circle on a motorcycle
3. Reaching the northernmost Canadian city by road
4. The scenery
5. The remoteness and solitude
6. The challenge
7. Attending the Dust to Dawson event
8. Other (please specify)

47. What other destinations were you considering when planning your upcoming motorcycle trip on the Dempster Highway? Please leave blank if you were not considering other destinations.

1. Destination #1
2. Destination #2
3. Destination #3

48. Which of the following sources are you using to plan your trip? Check all that apply.

1. Motorcycle Show
2. Advrider.com
3. Horizons Unlimited (HUBB)
4. Dust to Dawson event
5. The Milepost
6. Travel Guidebooks
7. Social Media
8. Dempsterhighway.com
9. SpectacularNWT.com
10. TravelYukon.com
11. Destinationinuvik.com
12. DawsonCity.ca
13. Northwest Territories' Explorer's Guide
14. Yukon's Vacation Planner
15. Magazine/Newspaper article
16. Talking to friends/family
17. None of the above
18. Other (please specify)

If "Motorcycle Show", skip to Q49, otherwise skip to Q50

49. Which motorcycle show(s) did you or will you attend? Please enter the name of the show and the year.

1. Motorcycle show #1
2. Motorcycle show #2
3. Motorcycle show #3

50. How familiar are you with the Dust to Dawson (D2D) motorcycle event in Dawson City, Yukon?

1. Not at all familiar **(Skip to Q53)**
2. Slightly familiar
3. Somewhat familiar
4. Moderately familiar
5. Extremely familiar

51. Will you attend the Dust to Dawson (D2D) event during your upcoming trip?

1. Yes **(Skip to Q53)**
2. No
3. I am not sure **(Skip to Q53)**

52. Please tell us why not.

D. Travel Decisions

53. When choosing a motorcycling destination, how important are the following considerations?

Scale: Not at all important - Slightly important - Somewhat important - Moderately important - Extremely important

- | | |
|---|---|
| 1. Cost of accommodation and meals | 12. Opportunity to purchase arts and crafts |
| 2. Cost to get to destination | 13. Outstanding scenery |
| 3. Exciting nightlife and entertainment | 14. Opportunity to rent motorcycles |
| 4. Experiencing nature with a guide | 15. Opportunity to participate in guided motorcycle tours |
| 5. Having fun, being entertained | 16. Parks and wilderness areas |
| 6. High standards of cleanliness and hygiene | 17. Personal challenges |
| 7. Interesting shopping | 18. Personal safety |
| 8. Learning opportunities | 19. Physical adventure |
| 9. Luxury accommodations | 20. Relaxing break from work |
| 10. Meeting other riders | 21. Reliable weather |
| 11. Availability of services (tires, parts, dealer support, etc.) | 22. Unique or different cultural groups |
| | 23. Viewing wildlife |
| | 24. Warm, sunny climate |

54. How familiar are you with the Waterfalls Route through the southern Northwest Territories?

1. Not at all familiar
2. Slightly familiar
3. Somewhat familiar
4. Moderately familiar
5. Extremely familiar

55. Please list your dream motorcycle destinations.

1. Destination #1
2. Destination #2
3. Destination #3
4. Destination #4
5. Destination #5

56. What motorcycle magazines do you subscribe to or read regularly? Check all that apply.

- | | |
|--------------------|---------------------------|
| 1. Motorcycle Mojo | 5. Dirt Bike Magazine |
| 2. Cycle World | 6. Adventure Bike Rider |
| 3. Canadian Biker | 7. None of the above |
| 4. CMG Online | 8. Other (please specify) |

57. What online motorcycling discussion boards do you visit at least a few times a month? Check all that apply.

- | | |
|--------------------------------------|------------------------------|
| 1. Brand/riding style specific forum | 4. Horizons Unlimited (HUBB) |
| 2. Location specific forum | 5. None of the above |
| 3. Advrider.com | 6. Other (please specify) |

If “Brand/riding style specific forum” or “Location specific forum” Skip to Q58, otherwise Skip to Q59

58. Please tell us what these forums are.

59. How often do you use each of the social media applications listed below for personal reasons?

Scale: Every day - Almost every day – Occasionally - Almost never - Never

- | | |
|-------------|---------------------------|
| 1. YouTube | 5. Instagram |
| 2. Facebook | 6. Pinterest |
| 3. Google+ | 7. Tumblr |
| 4. Twitter | 8. Other (please specify) |

60. How important is social media to your personal life?

1. Very unimportant
2. Somewhat unimportant
3. Neither important nor unimportant
4. Somewhat important
5. Very important

E. Demographics

61. How old are you?

1. Age:

62. What is your sex?

2. Male
3. Female

63. What is the highest level of education you have achieved?

- | | |
|--------------------------------------|-----------------------------------|
| 1. Less than high school | 4. College/technical diploma |
| 2. High school | 5. University degree |
| 3. Some technical college/university | 6. Masters/Ph.D. degree or higher |

64. What category best describes your current occupation?

- | | |
|-------------------|----------------------------|
| 1. Professional | 6. Student |
| 2. Management | 7. Self-employed |
| 3. Trades | 8. Unemployed |
| 4. Clerical | 9. Retired |
| 5. Retail / Sales | 10. Other (please specify) |

65. What is your approximate annual household income?

- | | |
|------------------------|-------------------------|
| 1. Under \$30,000 | 4. \$70,000 \$ -89,999 |
| 2. \$30,000 - \$49,999 | 5. \$90,000 \$ -119,999 |
| 3. 50,000 \$ - 69,999 | 6. Over \$120,000 |

66. Are there any other comments you would like to make about the Dempster Highway?

Thank you for your feedback. Your responses have been saved.

You can enter your contact information below to enter the draw for camping equipment packages valued at \$500. Please remember that your personal information is only used for the purpose of administering the draw.

If you need further assistance, please contact us at TourismResearch@gov.nt.ca.

Survey and contest closes August 1, 2014 10:00pm.

67. Please enter your contact information to enter the draw and click "Done" once complete. If you do not wish to enter the draw, please click "Done".

- | | |
|--------------------|---------------------|
| 1. Name: | 6. ZIP/Postal Code: |
| 2. Address 1: | 7. Country: |
| 3. Address 2: | 8. Email Address: |
| 4. City/Town: | 9. Phone Number: |
| 5. State/Province: | |

Appendix C. Survey Responses

Demographic Information – Full Sample

Table 1. What is your permanent place of residence? (country)

	Frequency	Percent
Canada	77	55.4%
US	59	42.4%
Germany	2	1.4%
Australia	1	0.7%
Total	139	100.0%

Table 2. What is your permanent place of residence? (Canadian province/territory)

	Frequency	Percent
AB	25	32.5%
BC	25	32.5%
ON	18	23.4%
SK	3	3.9%
YT	3	3.9%
MB	2	2.6%
NS	1	1.3%
Total	77	100.0%

Table 3. What is your permanent place of residence? (US state)

	Frequency	Percent
AK	11	18.6%
CA	10	16.9%
CO	4	6.8%
MN	4	6.8%
TX	4	6.8%
WA	4	6.8%
OR	2	3.4%
ME	2	3.4%
AL	1	1.7%
AZ	1	1.7%
CT	1	1.7%
FL	1	1.7%
ID	1	1.7%
IL	1	1.7%
IN	1	1.7%
IO	1	1.7%
NJ	1	1.7%
NV	1	1.7%
NY	1	1.7%
OK	1	1.7%
RI	1	1.7%
SD	1	1.7%
TN	1	1.7%
UT	1	1.7%
VA	1	1.7%
WY	1	1.7%
Total	59	100.0%

Table 4. What motorcycle(s) do you currently own?

	Frequency	Percent
BMW	80	30.8%
Kawasaki	40	15.4%
Suzuki	34	13.1%
KTM	28	10.8%
Honda	26	10.0%
Yamaha	17	6.5%
Harley Davidson	9	3.5%
Triumph	8	3.1%
Ducati	7	2.7%
Norton	3	1.2%
No Bike	2	0.8%
Buell	2	0.8%
Aprilia	1	0.4%
Gas-Gas	1	0.4%
Husaberg	1	0.4%
Husqvarna	1	0.4%
Total	260	100.0%

Table 5. Number of bikes owned

	Frequency	Percent
0	2	1.4%
1	57	41.0%
2	39	28.1%
3 or more	41	29.5%
Total	139	100.0%

Table 6. Have you ever been on an overnight motorcycle trip on the Dempster Highway?

	Frequency	Percent
Yes	77	55.4%
No	62	44.6%
Total	139	100.0%

Past Dempster Rider

Table 7. What is your permanent place of residence? (country)

	Frequency	Percent
Canada	39	50.6%
US	35	45.5%
Germany	2	2.6%
Australia	1	1.3%
Total	77	100.0%

Table 8. What is your permanent place of residence? (Canadian province/territory)

	Frequency	Percent
AB	13	33.3%
BC	12	30.8%
ON	10	25.6%
SK	2	5.1%
MB	1	2.6%
YT	1	2.6%
Total	39	100.0%

Table 9. What is your permanent place of residence? (US State)

	Frequency	Percent
AK	7	20.0%
CA	4	11.4%
MN	3	8.6%
WA	3	8.6%
OR	2	5.7%
TX	2	5.7%
CO	1	2.9%
CT	1	2.9%
IL	1	2.9%
IN	1	2.9%
IO	1	2.9%
ME	1	2.9%
NJ	1	2.9%
NV	1	2.9%
NY	1	2.9%
RI	1	2.9%
TN	1	2.9%
UT	1	2.9%
VA	1	2.9%
WY	1	2.9%
Total	35	100.0%

Table 10. What motorcycle(s) do you currently own?

	Frequency	Percent
BMW	51	34.0%
Kawasaki	22	14.7%
Honda	14	9.3%
Suzuki	14	9.3%
Yamaha	14	9.3%
KTM	13	8.7%
Harley Davidson	7	4.7%
Ducati	4	2.7%
Triumph	4	2.7%
Norton	2	1.3%
Aprilia	1	0.7%
Buell	1	0.7%
Gas-gas	1	0.7%
Husaberg	1	0.7%
Husqvarna	1	0.7%
Total	150	100.0%

Table 11. Number of bikes owned

	Frequency	Percent
0	1	1.3%
1	27	35.1%
2	24	31.2%
3 or more	25	32.5%
Total	77	100.0%

Table 12. When did you ride the Dempster Highway?

	Frequency	Percent
1984	1	1.1%
1992	1	1.1%
1995	1	1.1%
1996	1	1.1%
1998	1	1.1%
2001	1	1.1%
2002	3	3.2%
2005	5	5.3%
2007	2	2.1%
2008	8	8.5%
2009	7	7.4%
2010	8	8.5%
2011	8	8.5%
2012	17	18.1%
2013	16	17.0%
2014	14	14.9%
Total	94	100.0%

Table 13. Total Number of Dempster Trips

	Frequency	Percent
1	65	84.4%
2	9	11.7%
3	1	1.3%
4 or more	2	2.6%
Total	77	100.0%

Table 14. Have you visited the Yukon or Northwest Territories prior to your first motorcycle trip?

	Frequency	Percent
No	46	59.7%
Yes, for leisure	24	31.2%
Yes, both leisure and business	4	5.2%
Yes, for business	3	3.9%
Total	77	100.0%

Table 15. What other destinations were you considering when planning your most recent motorcycle trip on the Dempster Highway?

	Frequency	Percent
AK	47	37.6%
YT	41	32.8%
None	17	13.6%
NT	10	8.0%
BC	3	2.4%
QC	2	1.6%
Argentina	1	0.8%
Central America	1	0.8%
Asia	1	0.8%
NE USA	1	0.8%
NL	1	0.8%
Total	125	100.0%

Table 16. How did you hear about the Dempster Highway?

	Frequency	Percent
Advrider.com	53	21.0%
Talking to other riders	39	15.5%
Dust to Dawson event	27	10.7%
<i>The Milepost</i>	24	9.5%
Talking to friends/family	23	9.1%
Horizons Unlimited (HUBB)	17	6.7%
Other (please specify)	15	6.0%
Magazine/newspaper article	10	4.0%
Social Media	7	2.8%
TravelYukon.com	6	2.4%
Yukon's Vacation Planner	6	2.4%
Motorcycle Show	3	1.2%
Dempsterhighway.com	5	2.0%
Northwest Territories Explorer's Guide	5	2.0%
SpectacularNWT.com	4	1.6%
Travel Guidebook	3	1.2%
DawsonCity.ca	2	0.8%
None of the above	2	0.8%
Destinationinuvik.com	1	0.4%
Total	252	100.0%
Other, please specify:		
Maps	7	
Lived/worked in NWT/Yukon	3	
Ice Road Truckers	1	
The NWT tourism office in Dawson City	1	
www.onewheeldrive	1	
Yukoninfo.com	1	
A book on the Yukon,35 years ago	1	

Table 17. Which motorcycle show(s) did you attend?

	Frequency	Percent
Motorcycle Show Calgary 2008	1	25%
Vancouver Motorcycle Show 2008	1	25%
Vancouver motorcycle show 2009	1	25%
Vancouver Motorcycle show 20111	1	25%
Total	4	100%

Table 18. How many months before your most recent trip did you start thinking about riding the Dempster Highway?

	Frequency	Percent
1 month	5	6.5%
2 months	5	6.5%
3 months	4	5.2%
4 months	2	2.6%
5 months	2	2.6%
6 months	12	15.6%
7 months	1	1.3%
8 months	7	9.1%
9 months	1	1.3%
10 months	2	2.6%
12 months	17	22.1%
18 months	3	3.9%
24 months	8	10.4%
36 months	4	5.2%
48 or more months	4	5.2%
Total	77	100.0%

Table 19. How many months before your most recent trip did you make a firm decision to ride the Dempster Highway?

	Frequency	Percent
0 month	1	1.3%
1 month	9	11.7%
2 months	6	7.8%
3 months	5	6.5%
4 months	6	7.8%
5 months	5	6.5%
6 months	16	20.8%
8 months	4	5.2%
9 months	1	1.3%
10 months	1	1.3%
11 months	1	1.3%
12 months	15	19.5%
15 months	1	1.3%
18 months	2	2.6%
23 months	1	1.3%
24 or more months	3	3.9%
Total	77	100.0%

Table 20. Which of the following sources did you use to plan your most recent trip?

	Frequency	Percent
Advrider.com	59	21.5%
<i>The Milepost</i>	42	15.3%
Talking to friends/family	28	10.2%
TravelYukon.com	22	8.0%
Horizons Unlimited (HUBB)	17	6.2%
Dust to Dawson event	16	5.8%
Dempsterhighway.com	16	5.8%
Other (please specify)	14	5.1%
SpectacularNWT.com	11	4.0%
Yukon's Vacation Planner	10	3.6%
DawsonCity.ca	8	2.9%
Northwest Territories Explorer's Guide	8	2.9%
Magazine/Newspaper article	7	2.5%
Travel Guidebooks	5	1.8%
Destinationinuvik.com	5	1.8%
Social Media	5	1.8%
None of the above	2	0.7%
Motorcycle Show	0	0.0%
Total	275	100.0%

Table 21. Which of the following sources did you use to plan your most recent trip? (other)

	Frequency	Percent
Maps (paper and electronic (including GPS))	10	71.4%
dualsportbc.com	1	7.1%
Experience from previous trip	1	7.1%
Iron Butt Association Forum	1	7.1%
NWT tourism office in Dawson City, YT	1	7.1%
Total	14	100.0%

Table 22. How familiar are you with the Dust to Dawson (D2D) motorcycle event in Dawson City, Yukon?

	Frequency	Percent
Extremely familiar	33	42.9%
Moderately familiar	15	19.5%
Somewhat familiar	10	13.0%
Slightly familiar	11	14.3%
Not at all familiar	8	10.4%
Total	77	89.6%

Table 23. Have you ever attended the Dust to Dawson (D2D) motorcycle event in Dawson City, Yukon?

	Frequency	Percent
Yes	40	58.0%
No	29	42.0%
Total	69	100.0%

Table 24. When did you attend the Dust to Dawson (D2D) event?

	Frequency	Percent
2003	1	1.5%
2004	1	1.5%
2005	2	3.0%
2006	2	3.0%
2007	1	1.5%
2008	4	6.1%
2009	2	3.0%
2010	4	6.1%
2011	9	13.6%
2012	13	19.7%
2013	13	19.7%
2014	14	21.2%
Total	66	100.0%

Table 25. Number of Dust to Dawson Visits

	Frequency	Percent
0	37	48.1%
1	27	35.1%
2	4	5.2%
3	3	3.9%
4 or more	6	7.8%
Total	77	100.0%

Table 26. Do you plan to attend the Dust to Dawson (D2D) event in the near future?

	Frequency	Percent
I am not sure	27	39.1%
No	15	21.7%
Yes	27	39.1%
Total	69	100.0%

Table 27. Why are you not interested in attending D2D?

- Checked it out when I was passing through in 2011, just not my kind of event.
- Do not do groups.
- I am currently spending the next several years riding my motorcycle round the world.
- I don't like people.
- I don't like to travel in large groups.
- I don't have the time to travel that far. I do plan on heading north again in a few yrs.
- I'm more interested in solo rides, or rides with one or two friends.
- I'm not a fan of large gatherings. I enjoy being with a few friends and experiencing the north
- It was a drunk event, with lots of BS and did not give the spirit of the Yukon. Too much Alaska Motorcycle Rider input, I can do better planning my own trips I had been to Dawson by MC 4 times prior and twice after.
- Just visited Dawson, unfortunately after the event.
- Lots of other places to see.
- Not a fan of large, organized events. Crowds and congestion are not why I visit the North.
- Other interests

Table 28. What was the main reason you chose to ride the Dempster Highway?

	Frequency	Percent
The challenge	20	26.0%
Reaching the northernmost Canadian city by road	17	22.1%
The remoteness and solitude	16	20.8%
Crossing the Arctic Circle on a motorcycle	9	11.7%
Other (please specify)	7	9.1%
It's the ultimate adventure destination in Canada	3	3.9%
The scenery	3	3.9%
Attending the Dust to Dawson event	2	2.6%
Total	77	100.0%

Other, please specify:

All of the above! It was a lot better than the Haul Road in Alaska
 Did not want to be a box ticker and go to Prudhoe Bay, Alaska
 I like the people
 most of the above
 Really, all of the above.
 To visit Inuvik and see the sun not set
www.road2blue.com (charity ride)

Table 29. What motorcycle did you ride? (make)

	Frequency	Percent
BMW	36	46.8%
Kawasaki	12	15.6%
Suzuki	12	15.6%
Honda	5	6.5%
KTM	5	6.5%
Triumph	3	3.9%
Yamaha	3	3.9%
Harley Davidson	1	1.3%
Total	77	100.0%

Table 30. On your most recent Dempster Highway trip, how far did you ride?

	Frequency	Percent
To Tombstone Territorial Park	2	2.6%
To Engineer Creek Campground	0	0.0%
To Eagle Plains	1	1.3%
To the Arctic Circle	13	16.9%
To Rock River Campground	1	1.3%
To Fort McPherson	1	1.3%
To Tsiigehtchic	0	0.0%
To Inuvik	59	76.6%
Total	77	100.0%

Table 31. On your most recent trip, why didn't you travel the whole length of the Dempster Highway?

	Frequency	Percent
Bad road conditions/road closure	3	16.7%
Bad weather	4	22.2%
Mechanical issues	2	11.1%
Only wanted to ride a portion of the highway	3	16.7%
Time constraints	6	33.3%
Total	18	100.0%

Table 32. On your most recent Dempster Highway trip, how many nights did you spend at each of the following communities or campgrounds?

	Average Nights	Percent Overnight
Dawson City	3.1	81.8%
Tombstone Territorial Park	1.2	16.9%
Engineer Creek Campground	1.0	8.0%
Eagle Plains	1.5	64.0%
Rock River Campground	1.5	6.6%
Fort McPherson	1.0	13.3%
Tsiigehtchic	1.0	1.7%
Inuvik	1.6	81.4%

Table 33. During your most recent Dempster Highway trip, how many days in total did you spend riding the Dempster Highway?

	Frequency	Percent
1 day	1	1.3%
2 days	24	31.2%
3 days	23	29.9%
4 days	25	32.5%
5 days	3	3.9%
6 days	1	1.3%
Total	77	100.0%

Table 34. What type of accommodations did you use during your most recent trip while riding the Dempster Highway?

	Frequency	Percent
Hotel/motel	55	43.3%
Campground	49	38.6%
Wilderness camping	10	7.9%
Roadside pullout	6	4.7%
Home of friends/relatives	5	3.9%
Bed & Breakfast	2	1.6%
Total	127	100.0%

Table 35. Number of riders in a party

	Frequency	Percent
1 rider	29	37.7%
2 riders	23	29.9%
3 riders	16	20.8%
4 riders	6	7.8%
5 riders	0	0.0%
6 or more riders	3	3.9%
Total	77	100.0%

Table 36. Age and sex distribution of riding partners

	Male	Female
15-24	0	1
24-34	10	0
35-44	22	0
45-54	24	4
55-64	21	3
65+	3	0

Table 37. Relationship to riding partners

	Frequency	Percent
Family/friends	71	80.7%
Met on the road	3	3.4%
Local rider	12	13.6%
Met online	2	2.3%
Total	88	100.0%

Table 38. During your most recent Dempster Highway trip, did you have any issues with the availability of fuel?

	Frequency	Percent
No, my motorcycle has a large enough tank/I carried extra fuel	71	92.2%
Yes	6	7.8%
Total	77	100.0%

If yes, explain

- Bike needed premium fuel and there was none until Inuvik. Carried octane boost.
- Carried fuel, jerry can fell off bike and busted. Very close to running out, just made it to station.
- Long distances as my tank is only 9L, but managed to get 382kms on that tank. If needed more relied on my partner for extra as he has a 32L tank
- Need high octane fuel. Small tank required carrying an extra 4 liters.
- We were not able to get fuel at the start of the highway and had to return to Dawson to top off.

Table 39. During your most recent Dempster Highway trip, did you have any mechanical issues?

	Frequency	Percent
No, I had no mechanical issues.	48	62.3%
Yes, I had some issues and needed a mechanic to service my bike.	8	10.4%
Yes, I had some issues, but I was able to solve them myself.	21	27.3%
Total	77	100.0%

If yes, explain

- 2 flat tires.
- 4 flat tires and needed to have tires flown into Inuvik
- A crack in the rubber vacuum tube that "opens" the petcock on my fuel tank. I discovered the crack and repaired it with tape.
- a flat tire from a nail on the Dempster
- Blown fork seal at Fort McPherson, second blown seal heading south at Eagle Plains. Repaired in Whitehorse
- Bolts securing a tool container to the frame of one motorcycle snapped during a particularly rough stretch of road (due to vibration). We secured it with a few industrial zip ties.
- Broken chain and shifter
- Broken tubing on fairing subframe: fixed by a welder in Eagle Plains on Canada Day. Very impressed with service, price, and speed of repair.
- Chain guard broke, mirrors/controls needed adjustment because of vibrations.
- Failed kickstand safety switch.
- Flat tire.
- Flat tire.
- Flat tire while at Eagle Plains fuel stop.
- Flat tires.
- Flat tire.
- It was day 5 or 6 out of 18, One hour drive away from Dawson city.... BANG. My bike rolled to a stop in the middle of nowhere. As i look down i see oil pouring out of my engine and my chain laying on the road. So there i was with a hole in my engine and a

broken chain, with minimal traffic and no cell phone service. By some strand of luck a police officer drove by shortly after and called in a tow truck. We sat on the side of the road for another hour cautiously looking for bears, etc. once we got the bike back into town we found a local welder that had a shop and agreed to try and tig weld the hole in my engine so it would hold oil again. Next I went down to the Main hotel in town to find "the dick" as they call him. he has a garage there with all the bike tools one would need for such a repair. He also had helped me fly a new chain in from Whitehorse and change our tires over to knobbys. I truly would of been stranded if it weren't for this awesome guy. after some time we managed to get the bike running again decided to test it out on the D2D rally before heading up the Dempster! The bike worked great and i made it all the way back to Fort McMurray before my vacation ran out! Awesome trip of a life time i would love to do it all again.

- Needed to fly parts in from Edmonton.
- On the way back south the low-tread tire was cut in several places 3 km north of Tombstone TP. I could use their satellite phone and call a tow truck from Klondike River Lodge where I had the tire changed.
- Overheating from the Dempster mud clogging the rad fins, chain worn badly from the Dempster dust.
- Riding partner's chain broke and put a hole in engine case. Welding and many new parts needed. Helped by community, D2D riders and Dick rescued us. Very pricy tow.
- Snapped chain, damaged sprockets
- Stuck float in carburetor.
- Tail light fell off
- Tore sidewall out of tire I had a spare
- We had one flat tire. Out of 7 riders that was not bad. It was 200km from the pavement and it took 18 hours to get the bike off the dumpster and back to Dawson City. Tow truck got 2 flat tires and needed help himself.

Table 40. Please rate the following activities or tours you participated in while riding the Dempster Highway.

	% participated	Satisfaction Score (1 to 5)
Photography	89.19%	4.7
Wildlife viewing	81.08%	4.4
Sightseeing	78.38%	4.7
Restaurant with northern cuisine	60.81%	4.1
Historic site visit	59.46%	4.4
Shopping	40.54%	3.7
Museum visit	39.19%	4.4
Hiking	25.68%	4.6
Art gallery visit	16.22%	4.3
Bird watching	10.81%	4.3
Airplane/helicopter tour	8.11%	4.7
Art, music or film festival	5.41%	4.8
Going to a casino	5.41%	4.5
Bicycling	2.70%	4.0
Boating, cruising or sailing	2.70%	5.0
Canoeing, kayaking or rafting	2.70%	4.5
Unguided fishing	2.70%	4.5
Golfing	1.35%	5.0
Guided fishing	0.00%	N/A

Table 41. Based on your experience on your most recent trip to the Dempster Highway, please rate the following services, products and infrastructure.

	Satisfaction Score (-2 to 2)
Visitor information centres	1.5
Ferry service	1.5
Safety in campgrounds	1.4
Safety in cities	1.4
Campground service and amenities	1.3
Value for money in campgrounds	1.3
Services in hotels, motels and bed and breakfasts	1.3
Signage	1.2
Road conditions – Other Yukon Highways	1.2
Cleanliness of towns	1.2
Restaurant service	1.1
Road conditions – Dempster Highway	0.9
The selection of arts and crafts	0.8
Variety of tours	0.8
Value for money in restaurants	0.8
The price of arts and crafts	0.6
Value for money in hotels, motels and bed and breakfasts	0.6
Availability of motorcycle services	0.3

Table 42. Approximately, how much did you spend on the following items during your most recent Dempster Highway trip?

	Average Spending/Trip
Accommodation	\$207.95
Accommodation only in Hotels/Motels	\$387.50
Accommodation only in Campground	\$56.82
Vehicle Rental	\$0.00
Fuel	\$167.18
Bike Maintenance (tires, repairs) *	\$159.00
Restaurants	\$167.92
Groceries	\$57.47
Alcohol and Bars	\$79.16
Guided Tours	\$21.82
Festivals & Events	\$5.13
Arts & Crafts (prints, carvings)	\$57.14
Souvenirs (mugs, T-shirts, pins)	\$51.62
Total Average Spending	\$974.39

* Mode is 0.

Table 43. Please rate your overall experience on your most recent Dempster Highway trip.

	Frequency	Percent
Very satisfied	59	80.8%
Satisfied	12	16.4%
Dissatisfied	2	2.7%
Total	73	100.0%

Table 44. Do you plan to ride the Dempster Highway again once the road to Tuktoyaktuk is completed?

	Frequency	Percent
Yes	55	75.3%
I am not sure	18	24.7%
Total	73	100.0%

Table 45. When choosing a motorcycling destination, how important are the following considerations?

	Consideration Score (1 to 5)
Outstanding scenery	4.6
Parks and wilderness areas	4.1
Viewing wildlife	4.1
Personal challenges	3.9
Personal safety	3.6
Unique or different cultural groups	3.5
Relaxing break from work	3.5
Physical adventure	3.4
Availability of services (tires, parts, dealer support, etc.)	3.2
Learning opportunities	3.2
Meeting other riders	3.2
Cost to get to destination	3.1
Cost of accommodation and meals	3.1
High standards of cleanliness and hygiene	2.7
Having fun, being entertained	2.7
Reliable weather	2.5
Warm, sunny climate	2.3
Opportunity to purchase arts and crafts	1.9
Interesting shopping	1.7
Exciting nightlife and entertainment	1.6
Opportunity to rent motorcycles	1.5
Experiencing nature with a guide	1.5
Opportunity to participate in guided motorcycle tours	1.3
Luxury accommodations	1.3

Table 46. How familiar are you with the Waterfalls Route through the southern Northwest Territories?

	Frequency	Percent
Not at all familiar	57	80.3%
Slightly familiar	3	4.2%
Somewhat familiar	3	4.2%
Moderately familiar	2	2.8%
Extremely familiar	6	8.5%
Total	71	100.0%

Table 47. What is your dream motorcycling destination?

South America (including Ushuaia rides)	39
Europe	30
Russia/Mongolia/Trans Asia	20
Africa	15
Canada - East Coast	13
Australia/New Zealand	12
USA - Alaska (including Purdhoie Bay)	10
Mexico (Baja)	9
Canada - Dempster/Tuk	7
USA - South	7
Himalaya (Northern India/Tibet/Bhutan)	6
Canada - TCAT/Cross Canada	4
RTW	4
USA - East Coast	4
USA - West Coast	4
Canada - West Coast	3
Canada/USA - The North	3
USA - TAT/Cross USA	3
Vietnam	3
Canada - Northern Quebec/Ontario	2
Canada - NWT	2
Canada - Yukon (incl. Canol)	2
Central America	2
China	2
India	2
USA/Canada	2
Japan	1
Outside USA/Canada	1

Table 48. What motorcycle magazines do you subscribe to or read regularly?

	Frequency	Percent
None of the above	39	41.5%
Other (please specify)	25	26.6%
Cycle World	10	10.6%
Adventure Bike Rider	8	8.5%
Canadian Biker	5	5.3%
Motorcycle Mojo	4	4.3%
Dirt Bike Magazine	3	3.2%
Total	94	100.0%
Other:		
BMW MOA	8	
RoadRunner	7	
Motorcycle Consumer News	5	
Motorcyclist	3	
Cycle Canada	3	
AdvMoto	2	
Motorcycle Classics	2	
HOG Magazine	1	
Bike Magazine	1	
Rider	1	
Sport Rider	1	
Iron Butt Magazine	1	
Dirt Rider	1	
Motocross Action	1	

Table 49. What online motorcycling discussion boards do you visit at least a few times a month?

	Frequency	Percent
Advrider.com	62	47.7%
Horizons Unlimited (HUBB)	30	23.1%
Brand/riding style specific forum	18	13.8%
Other	9	6.9%
None of the above	6	4.6%
Location specific forum	5	3.8%
Total	130	100.0%

Table 50. How often do you use each of the social media applications listed below for personal reasons?

	Frequency Score (0 to 4)
YouTube	1.9
Facebook	1.7
Google+	1.3
Twitter	0.5
Instagram	0.3
Pinterest	0.2
Tumblr	0.2
Other	0.2

Table 51. How important is social media to your personal life?

	Frequency	Percent
Neither important nor unimportant	22	31.0%
Somewhat important	13	18.3%
Somewhat unimportant	11	15.5%
Very important	2	2.8%
Very unimportant	23	32.4%
Total	71	100.0%

Table 52. Respondent age and sex table

	Male	Female
18-24	0	0
24-34	7	0
35-44	5	1
45-54	22	1
55-64	28	1
65+	9	1

Table 53. What is the highest level of education you have achieved?

	Frequency	Percent
University degree	25	35.2%
College/technical diploma	24	33.8%
Masters/Ph.D. degree or higher	8	11.3%
High school	7	9.9%
Some technical college/university	7	9.9%
Total	71	100.0%

Table 54. What category best describes your current occupation?

	Frequency	Percent
Professional	26	36.6%
Retired	16	22.5%
Management	11	15.5%
Trades	9	12.7%
Self-employed	7	9.9%
Student	1	1.4%
Unemployed	1	1.4%
Total	71	100.0%

Table 55. Annual Household Income

	Frequency	Percent
\$30,000 - \$49,999	4	5.8%
\$50,000 - \$69,999	5	7.2%
\$70,000 - \$89,999	8	11.6%
\$90,000 - \$119,999	15	21.7%
Over \$120,000	34	49.3%
Under \$30,000	3	4.3%
Total	69	100.0%

Table 56. Additional comments:

- Yes. Please don't pave it.
- Wonderful riding, superior scenery.
- Wish the road would have been passable when I was there. But it gives me a reason to go back.
- We didn't go to Inuvik because the road and weather reports seemed unreliable - could you get up to date info from the truckers and make a report from that? By the way the truckers were incredibly courteous to bikers - best in the world!
- Very memorable, will ride it again.
- Unpaved, remote roads are important. I rode the Trans-Labrador in 2009, but now that it will be fully paved I doubt that I'll ever go back (despite an earlier interest in doing so).
- Too Many Mosquitos.
- The truckers need to understand that motorcycles are important users of the Dempster and that they should be respected. I found many of the truckers - whether gravel or freight - to have absolutely no consideration of motorcyclists whatsoever - their attitude is they own the road and bikes can just get out of their way, or die. We were dragging a crashed motorcyclist off the road and a trucker honked at us and waved for us to get out of the way, without even slowing down. The downed rider

had a concussion and was disoriented, and the trucker only created more danger. Please educate them!

- The road conditions are tricky for less experienced riders, we were not inexperienced riders. Often we found the dumping of unlevelled ballast rock to be quite hazardous and in heavy construction the flag people need to give a few minutes start for Motorcycles to negotiate this and to enforce a no passing rule, We had more than one truck pass us with inches to spare in construction zone and blind us with dust for 1 -2 minutes
- I searched the Waterfall Route...looks interesting, added to the bucket list
- The highway was very well maintained, considering its length, location and remoteness.
- The Dempster was stunning from top to bottom! My trip in 2010 was fast (1 day up, 1 day back) so I will visit again and spend more time. The diversity of landscape was jaw-dropping and the people friendly.
- the best scenery in Canada
- Surface with appropriate crushed gravel please.
- Stop using calcium chloride!!! Have a desalinating station at either end.
- So many places to see in this world, The Dempster was a highlight. Would love to return with my wife when we can ride to Tuk
- Should have some emergency telephones and shelters every 40 kms or so similar to the James Bay highway in Quebec. The weather can change very quickly so travel becomes dangerous.
- One of the top three rides in Canada.
- Not safe when wet.
- My husband and I own a motorcycle shop & our experience on the Dempster made us really want to open a motorcycle shop in Dawson City. Unfortunately, Canada's immigration laws regarding motorcycle mechanics (or anything less than wealthy owners of huge dealerships) aren't particularly welcoming. Maybe you can put in a good word for us because we LOVE Canada! :-)
- Loved the trip, got extremely lucky with timing, traffic, weather and road conditions 6/22/14 - 6/23/14. NWT Tourism office in Dawson was VERY helpful and I've referred several other riders there for information and loaner gas containers.
- Loved the scenery and isolation, do not make it too popular so that it is ruined like other great rides
- Loved the ride the scenery and the people along the way. Coming back up probably 2016
- Loved it! Amazing experience. I'll be back.
- Loved it and will be back. The road was slippery when it rained and the gravel on the Yukon side was a bit deeper and not as predictable
- Love it!!!
- Love it!!! Please don't change a thing!
- Last time there in June 2012 there was a massive storm that wiped out several roads which left us being stranded in Teslin, YK (due to a washout in Rancheria), Skagway

Alaska, Haines Junction and other areas. It rained 17 of the 21 days we were up in the area. We were stranded in for a total of 5 days in different areas. We shall not be defeated, we shall return!

- Keep up the maintenance, possibly improve signage, and a few more overnight campgrounds would be appreciated.
- ITS GREAT
- It's the remoteness and the challenge (thinking of how many things can go wrong - weather, animals, technical issues) that make a motorbike trip to the extreme north interesting.
- It was great - keep it natural - less is better
- It was a difficult ride but worth all of the effort. The scenery was spectacular and I loved the remoteness of the area. The people in Inuvik were welcoming and friendly. We stayed a week in Inuvik waiting for new tires and we are very glad that we had that unplanned delay. We flew to Tuk and loved that experience. No bad memories, all good!
- I went there twice in the 90s; the first time the road was closed because of a landslide, but it was not marked well on the Alaskan Highway and I drove a long way unnecessarily. I went back the next year and made it to Inuvik. One comment is that it always was tricky to spot the transition spot to freshly graded road, which can be tricky on a motorcycle. It's the main thing I caution people when they say they are going to attempt the Dempster ... that and to slow down because help is a long way away. I LOVED going there and it was when the road was still fairly new. They told me only about a dozen motorcycles made the trip the year I did it. As I mentioned, this was way before "adventure bikes" became popular.
- I should have spent more time up there. But have an excuse to return...loved it there
- I liked being "In" the mountains -- some other roads (Denali Hwy) go past the mountains. Extended road may attract me back but there are many other destinations calling.
- I had to choose between the Dalton and the Dempster. I chose the Dempster because of its challenges and scenery. I believe I made the correct choice. I loved riding this road, and would love to do it again someday with my sons, who also ride motorcycles.
- The scenery and ride is embedded in our memories. Awesome!
- Had a great ride when I did it in 1992. Beautiful. Thank you.
- Had a fantastic ride in 2009. Went to conquer a frontier, see big country away from hordes of people, and experience the true North. I think the draw of many is the solitude, expanse, and space of the north, and the epitome of this was found on a lookout just south of Eagle Plains where you could see many miles in every direction, including along the Tombstone range. This summed up what I was looking for when I came up north.
- Great to see you folks working with one of the fastest growing touring segments. How about a boat ride for bikes from Tuk to Prudhoe Bay in the future so bikers can start their trip to Ushuaia or other points south. Wouldn't that be the ultimate?!!
- Finish the Tuk road and get started on the pipeline road connection to the Dempster.

- Fantastic adventure that will test anyone’s skill and focus. The scenery was far beyond any expectations I could have ever imagined.
- Enjoyed the experience...don't improve, keep it a bit of a challenge
- Can't wait to ride it again! Hopefully on a more reliable bike next time!
- Can't wait for the road to be extended to the Arctic Ocean!
- Beautiful scenery and destination
- Beautiful and remote yet accessible for an average rider seeking to see the arctic tundra. Love it. Don't change it too much! Want to return to ride to tuck when the road is completed.
- Awesome road...keep it clean...keep it uncommercial...but having more signage a few miles out from things would be nice
- AMAZING!
- a dream in the wilderness
- 1,) Couldn't find a Dempster decal on my trip, anywhere. 2.) The Dempster is a better trip than the Haul Road. 3.) Do not pave it!
- 1 more gas station between eagle plains and Dawson, get Eagle Plains to stock bike tires and some basic parts and oils, get the surface of the road a little less tire slashing and it's a dream destination that people will flock too.

Future Rider

Table 57. What is your permanent place of residence? (country)

	Frequency	Percent
Canada	38	61.3%
US	24	38.7%
Total	62	100.0%

Table 58. What is your permanent place of residence? (Canadian province/territory)

	Frequency	Percent
BC	13	34.2%
AB	12	31.6%
ON	8	21.1%
YT	2	5.3%
MB	1	2.6%
NS	1	2.6%
SK	1	2.6%
Total	38	100.0%

Table 59. What is your permanent place of residence? (US State)

	Frequency	Percent
CA	6	25.0%
AK	4	16.7%
CO	3	12.5%
TX	2	8.3%
AL	1	4.2%
AZ	1	4.2%
FL	1	4.2%
ID	1	4.2%
ME	1	4.2%
MN	1	4.2%
OK	1	4.2%
SD	1	4.2%
WA	1	4.2%
Total	24	100.0%

Table 60. What motorcycle(s) do you currently own?

	Frequency	Percent
BMW	29	26.6%
Suzuki	20	18.3%
Kawasaki	18	16.5%
KTM	15	13.8%
Honda	12	11.0%
Triumph	4	3.7%
Yamaha	4	3.7%
Ducati	2	1.8%
Harley Davidson	2	1.8%
No Bike	1	0.9%
Buell	1	0.9%
Norton	1	0.9%
Total	109	100.0%

Table 61. Number of bikes owned

	Frequency	Percent
0	1	1.6%
1	30	48.4%
2	15	24.2%
3 or more	16	25.8%
Total	62	100.0%

Table 62. How did you hear about the Dempster Highway?

	Frequency	Percent
Advrider.com	38	26.0%
Talking to friends/family	24	16.4%
Dust to Dawson event	17	11.6%
The Milepost	14	9.6%
Horizons Unlimited (HUBB)	10	6.8%
Other (please specify)	9	6.2%
Social Media	7	4.8%
Travel Guidebooks	6	4.1%
TravelYukon.com	5	3.4%
Motorcycle Show	4	2.7%
SpectacularNWT.com	4	2.7%
Yukon's Vacation Planner	3	2.1%
Northwest Territories Explorer's Guide	2	1.4%
Magazine/Newspaper article	2	1.4%
DawsonCity.ca	1	0.7%
Total	146	100.0%
Other, please specify:		
Live(d)/work(ed) in NWT/Yukon		4
Relative in NWT/Yukon		2
Iron Butt Association		1
Reality T.V. show Ice Road Truckers		1
Snowmobile trip in Inuvik		1

Table 63. Do you plan to ride the Dempster Highway in the near future?

	Frequency	Percent
Yes, I am interested in riding the Dempster, but not in the near future	10	16.7%
Yes, I am thinking about riding the Dempster in the near future	24	40.0%
Yes, I made a firm decision to ride the Dempster in the near future	26	43.3%
Total	60	100.0%

Table 64. What is the main reason you are interested in riding the Dempster Highway?

	Frequency	Percent
The remoteness and solitude	12	20.0%
Crossing the Arctic Circle on a motorcycle	10	16.7%
It's the ultimate adventure destination in Canada	9	15.0%
Other (please specify)	8	13.3%
The challenge	8	13.3%
The scenery	8	13.3%
Reaching the northernmost Canadian city by road	5	8.3%
Total	60	100.0%

Other, please specify:

All of the above	5
My two sons have never been to Inuvik	1
The journey itself	1
Did the Haul Road so this is next	1

Table 65. What are some of the obstacles or challenges that prevent you from riding the Dempster Highway?

	Frequency	Percent
I don't have enough time	17	39.5%
I don't have enough information to plan my trip	8	18.6%
I want to do other rides first	7	16.3%
Too expensive	5	11.6%
I don't have the right motorcycle to ride it	2	4.7%
I don't have sufficient skills to ride it safely	2	4.7%
It is difficult to access/too far away	2	4.7%
Total	43	100.0%

Table 66. When are you going to ride the Dempster Highway?

	Frequency	Percent
2014	11	42.3%
2015	12	46.2%
2016	1	3.8%
2017	1	3.8%
Not sure yet	1	3.8%
Total	26	100.0%

Table 67. What other destinations were you considering when planning your upcoming motorcycle trip on the Dempster Highway?

	Frequency	Percent
Yukon	12	32.4%
Alaska	10	27.0%
British Columbia	4	10.8%
NWT	5	13.5%
Southern USA	3	8.1%
Newfoundland and Labrador	1	2.7%
Pacific USA	1	2.7%
Alberta	1	2.7%
Total	37	100.0%

Table 68. Which of the following sources are you using to plan your trip?

	Frequency	Percent
Advrider.com	21	23.3%
Talking to friends/family	10	11.1%
Horizons Unlimited (HUBB)	9	10.0%
<i>The Milepost</i>	9	10.0%
Social Media	9	10.0%
Dempsterhighway.com	7	7.8%
TravelYukon.com	7	7.8%
Dust to Dawson event	6	6.7%
Northwest Territories Explorer's Guide	3	3.3%
SpectacularNWT.com	2	2.2%
DawsonCity.ca	2	2.2%
None of the above	2	2.2%
Travel Guidebooks	1	1.1%
Destinationinuvik.com	1	1.1%
Yukon's Vacation Planner	1	1.1%
Total	90	100.0%
Other, please specify:		
Map	1	
Previous rides in Alaska and BC	1	

Table 69. How familiar are you with the Dust to Dawson (D2D) motorcycle event in Dawson City, Yukon?

	Frequency	Percent
Extremely familiar	13	21.7%
Moderately familiar	9	15.0%
Somewhat familiar	14	23.3%
Slightly familiar	7	11.7%
Not at all familiar	17	28.3%
Total	60	71.7%

Table 70. Will you attend the D2D event during your upcoming trip?

	Frequency	Percent
Yes	7	33.3%
No	9	42.9%
I am not sure	5	23.8%
Total	21	100.0%

Table 71. Why are you not interested in attending D2D?

Time/schedule	6
Attending DC musicfest	1
Been there, done that.	1
Too many people and too many people hung over and riding the next day	1

Table 72. When choosing a motorcycling destination, how important are the following considerations?

	Consideration Score (0-4)
Outstanding scenery	3.8
Parks and wilderness areas	3.1
Personal challenges	3.0
Viewing wildlife	2.9
Relaxing break from work	2.7
Personal safety	2.7
Physical adventure	2.7
Meeting other riders	2.5
Learning opportunities	2.5
Unique or different cultural groups	2.3
Availability of services (tires, parts, dealer support, etc.)	2.3
Having fun, being entertained	2.1
Cost to get to destination	2.1
Cost of accommodation and meals	2.0
High standards of cleanliness and hygiene	1.7
Reliable weather	1.6
Warm, sunny climate	1.2
Opportunity to purchase arts and crafts	0.8
Exciting nightlife and entertainment	0.4
Luxury accommodations	0.4
Opportunity to rent motorcycles	0.4
Experiencing nature with a guide	0.4
Opportunity to participate in guided motorcycle tours	0.3
Interesting shopping	0.3

Table 73. How familiar are you with the Waterfalls Route through the southern Northwest Territories?

	Frequency	Percent
Extremely Familiar	0	0.0%
Moderately familiar	2	3.4%
Somewhat familiar	4	6.9%
Slightly familiar	5	8.6%
Not at all familiar	47	81.0%
Total	58	100.0%

Table 74. What is your dream motorcycling destination?

Europe	23
South America (including Ushuaia rides)	21
Australia/New Zealand	16
Canada - Dempster/Tuk	15
Canada - East Coast	13
Mexico (Baja)	13
USA - Alaska (incl/ Purdhoie Bay)	12
USA - West Coast	10
Africa	9
Canada - TCAT/Cross Canada	9
Canada/USA - The North	9
USA - South	9
Russia/Mongolia/Trans Asia	7
RTW	5
Central America	3
India	3
USA - TAT/Cross USA	3
China	2
USA/Canada	2
Asia	2
Canada - Northern Quebec/Ontario	1
Canada - NWT	1
Canada - West Coast	1
Canada - Yukon (incl. Canol)	1
Canada - Central	1
Himalaya (Northern India/Tibet/Bhutan)	1
USA - East Coast	1
USA - Midwest	1
Cabo San Lucas	1
Indonesia	1
Laos/Cambodia	1
SE Asia	1

Table 75. What motorcycle magazines do you subscribe to or read regularly? Check all that apply.

	Frequency	Percent
None of the above	32	41.6%
Other (please specify)	17	22.1%
Adventure Bike Rider	11	14.3%
Cycle World	5	6.5%
CMG Online	5	6.5%
Canadian Biker	3	3.9%
Dirt Bike Magazine	3	3.9%
Motorcycle Mojo	1	1.3%
Total	77	100.0%
Other:		
RoadRunner	5	
Cycle Canada	3	
MCN	3	
Rider	3	
Iron Butt	2	
Adventure Moto	2	
BMW MOA	1	
American Motorcycle Association magazine	1	
Goldwing Wingworld	1	
AMA American Motorcyclist Association	1	

Table 76. What online motorcycling discussion boards do you visit at least a few times a month?

	Frequency	Percent
Advrider.com	53	48.6%
Brand/riding style specific forum	19	17.4%
Horizons Unlimited (HUBB)	18	16.5%
Other (please specify)	12	11.0%
Location specific forum	4	3.7%
None of the above	3	2.8%
Total	109	100.0%

Table 77. How often do you use each of the social media applications listed below for personal reasons?

	Frequency Score (0 to 4)
Facebook	2.0
YouTube	2.0
Google+	1.5
Other	1.0
Twitter	0.4
Instagram	0.2
Pinterest	0.2
Tumblr	0.1

Table 78. How important is social media to your personal life?

	Frequency	Percent
Very important	1	1.8%
Somewhat important	17	29.8%
Neither important nor unimportant	15	26.3%
Somewhat unimportant	10	17.5%
Very unimportant	15	26.3%
Total	57	100.0%

Table 79. Respondent age and sex table

	Male	Female
15-24	0	0
24-34	4	0
35-44	10	2
45-54	19	2
55-64	16	1
65+	5	0

Table 80. What is the highest level of education you have achieved?

	Frequency	Percent
College/technical diploma	20	33.9%
University degree	16	27.1%
Some technical college/university	10	16.9%
High school	8	13.6%
Masters/Ph.D. degree or higher	5	8.5%
Total	59	100.0%

Table 81. What category best describes your current occupation?

	Frequency	Percent
Professional	20	33.9%
Trades	15	25.4%
Retired	10	16.9%
Management	7	11.9%
Self-employed	6	10.2%
Student	1	1.7%
Total	59	100.0%

Table 82. Annual Household Income

	Frequency	Percent
Under \$30,000	1	1.8%
\$30,000 - \$49,999	1	1.8%
\$50,000 - \$69,999	5	8.8%
\$70,000 - \$89,999	17	29.8%
\$90,000 - \$119,999	13	22.8%
Over \$120,000	20	35.1%
Total	57	100.0%