CANADIAN TRAVEL MARKET

Hunting While on Trips
Of One or More Nights

A Profile Report

October 14, 2007

Prepared by Lang Research Inc. on behalf of:

Ontario Ministry of Tourism, Ontario Tourism Marketing Partnership Corporation, Quebec Ministry of Tourism, Travel Manitoba, Canadian Tourism Commission, Tourism Saskatchewan, Atlantic Canada Tourism Partnership, Alberta Tourism, Parks, Recreation and Culture, Department of Canadian Heritage, Tourism British Columbia, Parks Canada Agency, Government of Yukon, Government of Northwest Territories

Travel Activities & Motivation Survey

TAMS

Hunting While on Trips

Executive Summary

Over the last two years, 3.5% (869,255) of adult Canadians went hunting while on an out-of-town, overnight trip of one or more nights. Of those who went hunting, 74.0% (643,154) reported that hunting was the main reason for taking at least one trip. Hunting was the outdoor activity type most often cited as the main reason for taking a trip.

Hunters are more often male (76%) than is found in any other outdoor activity type. They are predominantly 35 to 54 years old (the second oldest of the 21 segments) and married. Their household income ($72,789) is the second lowest of the 21 outdoor activity types and they are the least likely to have post-secondary education. They are over-represented in the Atlantic Provinces, Saskatchewan, Manitoba and Quebec.

Relative to the other 21 outdoor activity types, Hunters are primarily domestic travellers. They were the least likely of the 21 outdoor activity types to have travelled to the United States (37.1%) and second least likely to have travelled to the Caribbean (13.5%) and Mexico (11.4%) during the past two years. Almost all of them took a trip within Canada (98.8%) and especially within their own province / region (93.0%) or to an adjacent province / region (54.6%). They were especially over-represented among visitors to the Northwest Territories, the Yukon and Newfoundland/Labrador.

Most Hunters went fishing, boating and swimming while on trips. Relative to the average Canadian Pleasure Traveller, Hunters were also much more active in both motorized recreational activities (e.g., snowmobiling & ATVing) and wilderness activities. They were less likely than the average Canadian Pleasure Traveller to participate in most culture and entertainment activities while traveling, although they exhibit above-average interest in rural-based, outdoor attractions (e.g., agro-tourism), sporting events (e.g., professional sporting), wilderness tours and air tours. Hunters were also much more likely than the average Canadian Pleasure Traveller to stay in camping areas and remote wilderness lodges. They are more likely than most Canadian Pleasure Travellers to seek vacations that have no fixed schedule and offer solitude and isolation.

Hunters were the least likely of the 21 outdoor activity types to use the Internet to plan (42.2%) or book trips (23.2%) in the past two years. They were more likely to rely on their past experience and word-of-mouth for travel planning. However, Hunters can be best reached through country music radio stations, outdoor and sports magazines, automobile and cycle magazines and sports-related media.

Travel Activity and Motivation Survey (TAMS)

The TAMS survey examines the recreational activities and travel habits of Canadians and Americans. The survey examines out-of-town, overnight travel behaviour of one or more nights over the past two years and provides detailed information on Travellers' activities, travel motivators, places visited, type of accommodation used, impressions of Canada, its provinces and territories, demographics and media consumption patterns.

TAMS represents a comprehensive assessment of travel behaviour and motivators and provides a rich and authoritative database by which to develop marketing strategies and travel products to attract visitors to Canada. In particular, TAMS was designed to:

- Identify existing and potential tourism markets;
- Measure the likelihood of these tourism markets being attracted to vacation experiences in Canada;
- Create packaging opportunities for each of these markets;
- Determine how to reach these markets (i.e., in terms of media strategies); and
- Provide information on how to fine-tune and target existing marketing campaigns.

TAMS was sponsored by the following organizations:

Ontario Ministry of Tourism
Ontario Tourism Marketing Partnership Corporation
Canadian Tourism Commission
Atlantic Canada Tourism Partnership
Department of Canadian Heritage
Alberta Tourism, Parks, Recreation and Culture
Government of Northwest Territories
Quebec Ministry of Tourism
Travel Manitoba
Tourism Saskatchewan
Parks Canada Agency
Tourism British Columbia
Government of Yukon
Statistics Canada

The survey was conducted in Canada and the United States between January 2006 and June 2006 and it includes only adults (18 years and over). The reference period for the data is 2004 and 2005.

The Canadian database is used in this current report. This survey was conducted by Statistics Canada. 31,699 completed questionnaires were returned. The data have been weighted to project the results to the Canadian population.

This report profiles persons who hunted while on a trip and compares them with other Canadian Pleasure Travellers (i.e., those who took at least one pleasure trip or vacation in the last two years). This report is part of a series of 44 Activity Reports prepared using the Canadian TAMS database.

Hunting While on Trips

Market Incidence

Over the last two years, 3.5% (869,255) of adult Canadians went hunting while on an out-of-town, overnight trip of one or more nights. 2.9% went big game hunting while on a trip, while 1.6% went small game hunting and 1.1% went bird hunting. 0.7% (161,769 adult Canadians) participated in all three hunting activities while on trips during the past two years.

Hunting was the outdoor activity most often cited as the main reason for at least one trip. In fact, three-quarters of those who hunted on a trip (74.0%, 643,164 adult Canadians) reported that hunting was the main reason for taking at least one trip in the past two years. Those who went big game hunting (77.8%) were more likely than those who went small game (64.0%) or bird hunting (62.9%) to report that this activity was the main reason for taking at least one trip over the course of the last two years.

Fig. 1 Incidence of Hunting While on Trips[1]

	Number of Hunters[2]	Percent Main Reason for Trip[3]	Percent of Pleasure Travellers[4]	Percent of Total Canadian Population[5]
Size of Market	869,255	643,154	18,439,508	24,776,103
Hunting (All Activities)	869,255	74.0%	4.7%	3.5%
Big game hunting	706,602	77.8%	3.8%	2.9%
Small game hunting	388,949	64.0%	2.1%	1.6%
Bird hunting	281,104	62.9%	1.5%	1.1%
Participated in all three hunting activities	161,769	64.7%	0.9%	0.7%

1 - “Trips” are defined as out-of-town trips for any purpose involving an overnight stay of one or more nights. Trips NOT involving overnight stays are NOT examined in this report.
2 - “Hunters” are defined as individuals who hunted while on an out-of-town, overnight trip of one or more nights during the past two years and who took at least one out-of-town pleasure trip of one or more nights during the past two years. This column reports the number of individuals who participated in the activity on at least one trip during the last two years.
3 - This column reports the percent who participated in each activity who stated that the activity was the main reason for taking at least one trip during the past two years.
4 - “Pleasure Travellers” are defined as individuals who have taken at least one out-of-town pleasure trip of one or more nights in the last two years. This column reports the percent of Pleasure Travellers who participated in each activity on at least one trip during the last two years.
5 - This column reports the percent of the Total Canadian Adult Market who participated in each activity on a trip during the past two years.

Incidence by Region

Hunters are over-represented among Canadian Pleasure Travellers living in the Atlantic Provinces, Quebec, Manitoba and Saskatchewan. Hunters are less likely to live in Ontario, Alberta and British Columbia.

Fig. 2 Geographic Distribution of Those Who Hunt While on Trips

	Total Population	Estimated Number Who Went Hunting on a Trip	Percent of Pleasure Travellers in Region Who Went Hunting on a Trip	Percent of Total Regional Population Who Went Hunting on a Trip
Canada	24,776,103	869,255	4.7%	3.5%
Atlantic Provinces	1,822,494	102,039	8.0%	5.6%
Quebec	5,940,869	273,217	6.5%	4.6%
Ontario	9,671,592	213,714	3.0%	2.2%
Manitoba	843,107	38,114	6.4%	4.5%
Saskatchewan	706,325	38,383	7.1%	5.4%
Alberta	2,465,540	85,051	4.2%	3.4%
British Columbia	3,326,176	118,737	4.5%	3.6%

Demographic Profile

Relative to the average Canadian Pleasure Traveller, Hunters are more often male, 35 to 54 years of age and married. Of the 21 outdoor activity types, they are the most likely to be male, the second oldest and the least likely to have a university degree. Hunters also report the second lowest household income ($72,789) of the 21 outdoor activity types.

Fig. 3 Demographic Profile of Hunters Relative to All Canadian Pleasure Travellers

		Hunters	Non-Hunters[1]	Pleasure Travellers	Index[2]
Attribute	Size of Market	869,255	17,570,254	18,439,508	100
Gender	Male	76.0%	47.5%	48.8%	156
	Female	24.0%	52.5%	51.2%	47
Age of Respondent	18 to 24	9.5%	13.0%	12.8%	74
	25 to 34	19.5%	19.3%	19.3%	101
	35 to 44	23.4%	20.4%	20.5%	114
	45 to 54	23.0%	20.2%	20.3%	113
	55 to 64	13.6%	14.2%	14.1%	96
	65 Plus	11.0%	13.0%	12.9%	86
Average Age		44.6	44.5	44.5	N/A
Marital Status	Not married	24.0%	32.6%	32.2%	75
	Married	76.0%	67.4%	67.8%	112
Parental Status	No children under 18	70.2%	71.1%	71.1%	99
	Children under 18	29.8%	28.9%	28.9%	103
Education	High school or less	51.1%	35.5%	36.2%	141
	Some post-secondary	7.0%	11.4%	11.2%	63
	Post-secondary diploma/certificate	26.6%	21.7%	21.9%	121
	University degree	15.3%	31.5%	30.7%	50
Household Income	Under $20,000	4.3%	5.8%	5.7%	74
	$20,000 to $39,999	10.8%	14.7%	14.5%	74
	$40,000 to $59,999	22.8%	16.2%	16.5%	138
	$60,000 to $79,999	19.4%	15.0%	15.2%	127
	$80,000 to $99,999	11.7%	12.2%	12.2%	95
	$100,000 or more	21.1%	22.9%	22.8%	92
	Not stated	10.0%	13.1%	13.0%	77
Average Household Income		$72,789	$72,831	$72,829	N/A

1 - "Non-Hunters" are defined as individuals who took at least one out-of-town, pleasure trip of one or more nights in the last two years but did not go hunting on any trip. The number of Hunters and Non-Hunters equals the number of Pleasure Travellers.

2 - The "Index" is calculated by dividing the percent for Hunters in each group by the percent of Pleasure Travellers in each group. The Index indicates the extent to which Hunters are over or under-represented relative to the average Pleasure Traveller. An index of 100 means the percent participating in the activity is the same as that of the average Canadian Pleasure Traveller. Index values over 100 indicate that those participating in the activity are over-represented relative to the average Canadian Pleasure Traveller. Index values less than 100 indicate that those participating in the activity are under-represented relative to the average Canadian Pleasure Traveller.

Travel Activity (During Last Two Years)

Almost all Hunters (98.5%) took one or more overnight trips within Canada during the past two years. Quebec (45.3%), Ontario (45.0%) and Alberta (30.1%) were the most common destinations. However, relative to the average Canadian Pleasure Traveller, Hunters were much more likely to have visited the Northwest Territories, the Yukon and Newfoundland/Labrador.

Hunters prefer to travel within Canada and they were the least likely of the 21 outdoor activity types to have travelled to the United States (37.1%), and second least likely to have travelled to the Caribbean (13.5%) and Mexico (11.4%) during the past two years.

Fig. 4 Percent Traveling Within Canada and to Other Destinations during Past Two Years

	Hunters	Non-Hunters	Pleasure Travellers	Index
Size of Market	869,255	17,570,254	18,439,508	100
Canada	98.5%	94.6%	94.8%	104
Took a trip within own province / region	93.0%	85.5%	85.9%	108
Took a trip to an adjacent province / region	54.6%	48.3%	48.6%	112
Took a trip to non-adjacent province / region	31.1%	31.5%	31.4%	99
Newfoundland and Labrador	6.9%	4.2%	4.3%	161
Prince Edward Island	8.6%	7.1%	7.2%	120
New Brunswick	12.5%	11.8%	11.8%	106
Nova Scotia	16.1%	12.5%	12.7%	127
Quebec	45.3%	38.6%	38.9%	117
Ontario	45.0%	53.9%	53.5%	84
Manitoba	12.1%	9.0%	9.2%	132
Saskatchewan	15.5%	11.2%	11.4%	136
Alberta	30.1%	25.6%	25.8%	116
British Columbia	27.2%	30.8%	30.6%	89
Yukon	2.5%	0.9%	1.0%	253
Northwest Territories	1.5%	0.6%	0.7%	221
Nunavut	0.4%	0.3%	0.3%	126
United States	37.1%	51.3%	50.7%	73
Mexico	11.4%	12.4%	12.4%	92
Caribbean	13.5%	15.7%	15.6%	87
All other destinations	13.5%	24.2%	23.6%	57

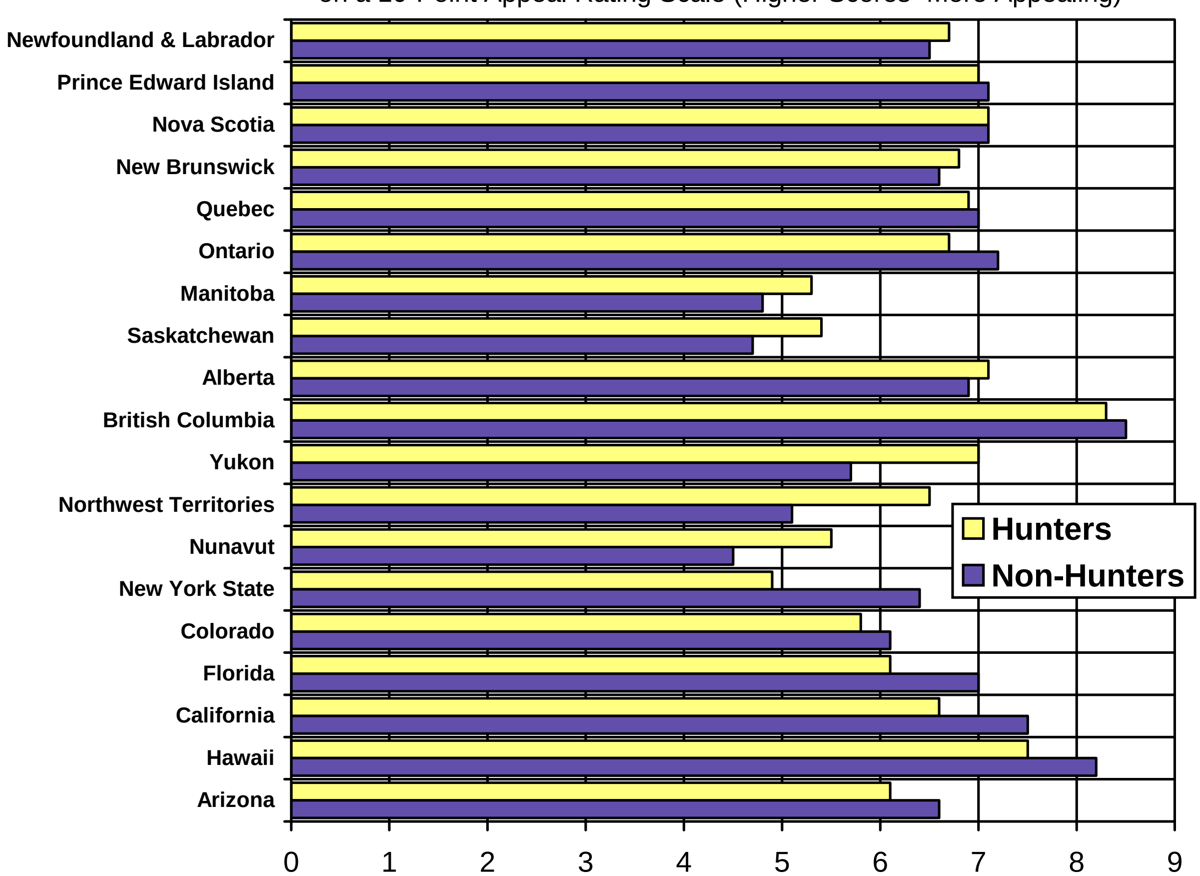
Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories

The respondents were asked to rate the appeal of each of Canada's provinces and territories on a ten-point appeal scale where "10" is "Very Appealing" and "1" is "Very Unappealing". They were also asked to rate selected U.S. states (New York State, Colorado, Florida, California, Hawaii and Arizona) to provide a frame of reference.

Hunters have a relatively positive impression of Canadian destinations and rated British Columbia (8.3) as most appealing. Relative to other Canadian Pleasure Travellers, they were especially likely to give higher appeal ratings to Saskatchewan, Manitoba, the Yukon, the Northwest Territories and Nunavut.

Hunters, who are less likely to travel to the United States than other Canadian Pleasure Travellers, tend to rate the U.S. reference states as less appealing than Non-Hunters and typically perceive the U.S. states as less appealing than most Canadian destinations.

Fig. 5 Overall Appeal Ratings of Provinces, Territories and Selected U.S. States on a 10-Point Appeal Rating Scale (Higher Scores=More Appealing)



Other Outdoor Activities Pursued While on Trips

Hunters were more likely than the average Canadian Pleasure Travel to participate in most outdoor activities when on a trip. The majority of Hunters went fishing, boating and swimming while on a trip. Hunters were much more likely than average to have participated in motorized recreational activities (e.g., snowmobiling and ATVing, motorcycling), wilderness activities and to have gone fishing while on trips. They were less likely than the average Canadian Pleasure Traveller to have pursued ocean activities, sports and games, exercising and jogging, downhill skiing and snowboarding, cycling and sailing and surfing while on trips.

Fig. 6 Other Outdoor Activities Pursued While on Trips
(See Appendix One for a Definition of Each Type of Outdoor Activity)

	Hunters	Non-Hunters	Pleasure Travellers	Index
Size of Market	869,255	17,570,254	18,439,508	100
Fishing	69.8%	21.3%	23.6%	296
Boating & Swimming (e.g., motorboating, swimming in lakes)	58.2%	40.3%	41.1%	142
Snowmobiling & ATVing	47.0%	9.6%	11.3%	414
Wildlife Viewing	45.1%	41.1%	41.2%	109
Ocean Activities (e.g., swimming in ocean, sunbathing)	45.0%	48.7%	48.5%	93
Hiking, Climbing & Paddling	35.8%	34.0%	34.1%	105
Golfing	23.7%	18.0%	18.3%	129
Sports & Games (e.g., tennis, board games)	19.4%	22.9%	22.7%	85
Team Sports (e.g., hockey, baseball)	16.6%	11.1%	11.4%	146
Cross-country Skiing & Snowshoeing	14.1%	9.1%	9.3%	152
Skating (e.g., ice skating, rollerblading)	13.5%	11.9%	12.0%	113
Exercising & Jogging	13.3%	16.0%	15.9%	84
Downhill Skiing & Snowboarding	13.0%	14.7%	14.6%	89
Cycling	12.3%	13.6%	13.5%	91
Wilderness Activities (e.g., wilderness skills course)	8.7%	2.1%	2.4%	366
Motorcycling	8.0%	2.7%	3.0%	267
Sailing & Surfing (e.g., sailing, windsurfing, parasailing)	5.8%	6.3%	6.3%	92
Horseback Riding	5.1%	4.9%	4.9%	104
Freshwater Scuba & Snorkeling	4.5%	2.9%	3.0%	150
Extreme Air Sports (e.g., parachuting)	2.0%	1.1%	1.1%	177

Outdoor Activities Pursued in a Typical Year

The comparatively high level of activity in outdoor pursuits among Hunters while traveling is also apparent when they are not traveling. In addition to hunting, the majority of Hunters also went fishing, camping, swimming, ATVing and hiking. They also garden at home, exercise at home or at a fitness club and go on day outings to nearby parks. Relative to the average Canadian Pleasure Traveller, Hunters were especially more likely to go hunting, fishing, ATVing and snowboarding. These activities are more commonly undertaken by those who live in rural areas. Hunters were less likely than average to go on picnics and day outings to a park, exercise, play racquet sports and rollerblade.

Fig. 7 Outdoor Activities Pursued in a Typical Year

	Hunters	Non-Hunters	Pleasure Travellers	Index
Size of Market	869,255	17,570,254	18,439,508	100
Hunting	84.9%	3.9%	7.7%	1096
Fishing	81.1%	26.7%	29.3%	277
Gardening	66.6%	59.4%	59.8%	112
Camping	64.0%	37.3%	38.6%	166
Swimming	60.1%	60.3%	60.3%	100
Day outing to a park	60.0%	67.2%	66.9%	90
Riding an all-terrain vehicle (ATV)	56.4%	12.2%	14.3%	395
Exercising at home or at a fitness club	54.5%	61.3%	61.0%	89
Hiking	51.6%	48.6%	48.8%	106
Picnicking	49.8%	53.2%	53.1%	94
Cycling	44.9%	44.3%	44.3%	101
Sailing or other boating	42.5%	22.5%	23.4%	181
Golfing	37.4%	29.0%	29.4%	128
Snowmobiling	37.0%	8.4%	9.8%	378
Ice-skating	34.4%	28.2%	28.5%	121
Canoeing or kayaking	29.4%	16.3%	16.9%	174
Playing team sports	28.0%	22.7%	22.9%	122
Jogging	22.3%	24.2%	24.1%	93
Cross-country skiing	18.7%	12.2%	12.5%	150
Downhill skiing	17.2%	16.2%	16.2%	106
Playing racquet sports (e.g., tennis or badminton)	16.2%	19.3%	19.1%	85
Rollerblading	11.3%	14.5%	14.4%	79
Horseback riding	9.6%	6.7%	6.8%	141
Snowboarding	6.5%	5.0%	5.0%	129
Skateboarding	2.4%	1.5%	1.6%	148

Culture and Entertainment Activities Pursued While on Trips

Hunters were less active than the average Canadian Pleasure Traveller in most culture and entertainment activities while on a trip. However, Hunters were more likely to have pursued rural-based, outdoor activities (e.g., agro-tourism, equestrian & western events) and sporting events (e.g., professional sporting events, amateur tournaments). They were less likely than the average Canadian Pleasure Traveller to participate in cultural activities which are more common in urban destinations such as visiting exhibitions (e.g., historical sites, museums & art galleries), attending high art performances, literary and film festivals and shopping and dining. This partially reflects the fact that Hunters are more likely to take trips to wilderness areas where these activities are generally not available.

Fig. 8 Culture and Entertainment Activities Pursued While on Trips
(See Appendix Two for a Definition of Each Type of Culture & Entertainment Activity)

	Hunters	Non-Hunters	Pleasure Travellers	Index
Size of Market	869,255	17,570,254	18,439,508	100
Shopping & Dining	76.6%	83.2%	82.9%	92
Historical Sites, Museums & Art Galleries	48.1%	58.8%	58.3%	83
Fairs & Festivals	39.0%	37.6%	37.7%	104
Musical Concerts, Festivals & Attractions	36.2%	32.6%	32.7%	111
Theme Parks & Exhibits	34.6%	39.4%	39.2%	88
Casinos	26.3%	25.9%	25.9%	102
Agro-Tourism	24.0%	15.3%	15.7%	153
Professional Sporting Events	22.8%	15.3%	15.7%	146
Wine, Beer & Food Tastings	21.7%	23.9%	23.8%	91
Live Theatre	20.6%	21.1%	21.1%	98
Science & Technology Exhibits	18.3%	23.4%	23.1%	79
Amateur Tournaments	17.0%	11.6%	11.8%	144
Aboriginal Cultural Experiences	14.4%	11.5%	11.6%	124
Garden Theme Attractions	11.0%	17.9%	17.6%	63
Comedy Festivals & Clubs	9.4%	10.2%	10.1%	92
Equestrian & Western Events	9.3%	6.5%	6.7%	140
Spas	8.7%	10.1%	10.0%	86
High Art Performances	8.5%	11.1%	11.0%	77
Participatory Historical Activities	7.5%	6.6%	6.7%	112
National & International Sporting Events	5.1%	3.1%	3.2%	160
Literary & Film Festivals	1.4%	2.6%	2.6%	55

Culture and Entertainment Activities Pursued in a Typical Year

Hunters are generally less active than the average Canadian Pleasure Traveller in most culture and entertainment pursuits while not traveling and especially those which tend to be associated with larger urban centers (e.g., theatre, classical music, jazz, opera, ballet, museums, visit art galleries or shows). However, they are more likely than average to attend local amateur sporting events and local rodeos.

Fig. 9 Culture and Entertainment Activities Pursued in a Typical Year

	Hunters	Non-Hunters	Pleasure Travellers	Index
Size of Market	869,255	17,570,254	18,439,508	100
Going out to eat in restaurants	90.4%	91.6%	91.5%	99
Going to festivals or fairs	62.0%	61.4%	61.4%	101
Going to amateur sporting events	52.2%	41.5%	42.0%	124
Going to pick-your-own farms or farmers' market	43.4%	40.9%	41.0%	106
Going to historic sites or heritage buildings	36.1%	39.5%	39.3%	92
Going to bars with live pop or rock bands	32.8%	27.5%	27.7%	119
Going to professional sporting events	32.3%	32.0%	32.1%	101
Going to zoos or aquariums	30.6%	30.4%	30.4%	101
Going dancing	29.4%	29.9%	29.9%	98
Going to live theatre	27.5%	35.1%	34.8%	79
Going to amusement or theme parks	26.8%	29.0%	28.9%	93
Going to museums	25.8%	33.1%	32.7%	79
Going to rock music concerts	24.3%	22.4%	22.4%	108
Going to art galleries or art shows	22.9%	32.2%	31.8%	72
Going to gamble in casinos	19.4%	18.0%	18.1%	107
Going to botanical gardens	18.5%	25.7%	25.4%	73
Going to rodeos	12.9%	7.1%	7.3%	176
Going to classical music concerts	11.0%	16.8%	16.5%	67
Staying overnight in a hotel or B&B in own city	10.1%	9.9%	9.9%	103
Going to day spas	8.7%	14.0%	13.8%	64
Going to jazz clubs	5.1%	7.7%	7.5%	67
Going to the opera	3.5%	6.8%	6.6%	54
Going to the ballet	3.1%	7.5%	7.3%	43

Accommodation Stayed In While on a Trip

Public campgrounds, campsites in a wilderness setting and private campgrounds were the most popular accommodation for Hunters while on trips during the past two years. Hunters were three times more likely than the average Canadian Pleasure Traveller to have stayed at a campsite in a wilderness setting or a wilderness lodge or outpost (e.g., wilderness lodge you can drive to by car, remote or fly-in wilderness lodge or outpost). In addition to camping and lodge accommodation, Hunters were more likely than average to use a motorhome or RV while traveling and to have stayed at a farm or guest ranch. Hunters were less likely than average to have stayed at resorts (e.g., seaside, ski or mountain) and health spas during the past two years.

Fig. 10 Accommodation Stayed in While on Trips

	Hunters	Non-Hunters	Pleasure Travellers	Index
Size of Market	869,255	17,570,254	18,439,508	100
A Public Campground in a National, State, Provincial or Municipal Park	35.1%	25.9%	26.4%	133
A Camp Site in a Wilderness Setting (Not a Campground)	28.8%	7.6%	8.6%	336
A Private Campground	25.2%	18.5%	18.8%	134
Lakeside/Riverside Resort	24.7%	22.2%	22.3%	111
Wilderness Lodge You Can Drive to by Car	21.3%	4.8%	5.6%	379
Seaside Resort	14.8%	21.0%	20.7%	72
Ski Resort or Mountain Resort	10.9%	14.1%	13.9%	78
A Motor Home or RV while Traveling or Touring (Not a Camping Trip)	9.1%	4.3%	4.5%	202
Remote or Fly-In Wilderness Lodge	6.4%	1.4%	1.6%	403
Country Inn or Resort with Gourmet Restaurant	5.8%	5.1%	5.1%	114
Farm or Guest Ranch	5.7%	2.9%	3.0%	186
Health Spa	5.2%	6.0%	5.9%	87
Remote or Fly-In Wilderness Outpost	2.9%	0.5%	0.6%	512
On a Houseboat	2.7%	1.3%	1.4%	200
Cooking School	0.7%	0.3%	0.4%	208
Wine Tasting School	0.5%	0.2%	0.3%	184

Tours and Cruises Taken During Past Two Years

Relative to the average Canadian Pleasure Traveller, Hunters were less likely to take most tours or cruises during the past two years. The types of tours taken most often by Hunters were self-guided, sameday tours and scenic countryside drives. However, Hunters were more likely than the average Canadian Pleasure Traveller to have taken a wilderness tour, an air tour and specialized sightseeing cruises (e.g., Great Lakes). Hunters were much less likely than average to have taken an ocean cruise (e.g., Caribbean, Alaskan, other), a guided tour (e.g., sameday, overnight with stays in different locations), or a tour of a winery or casino.

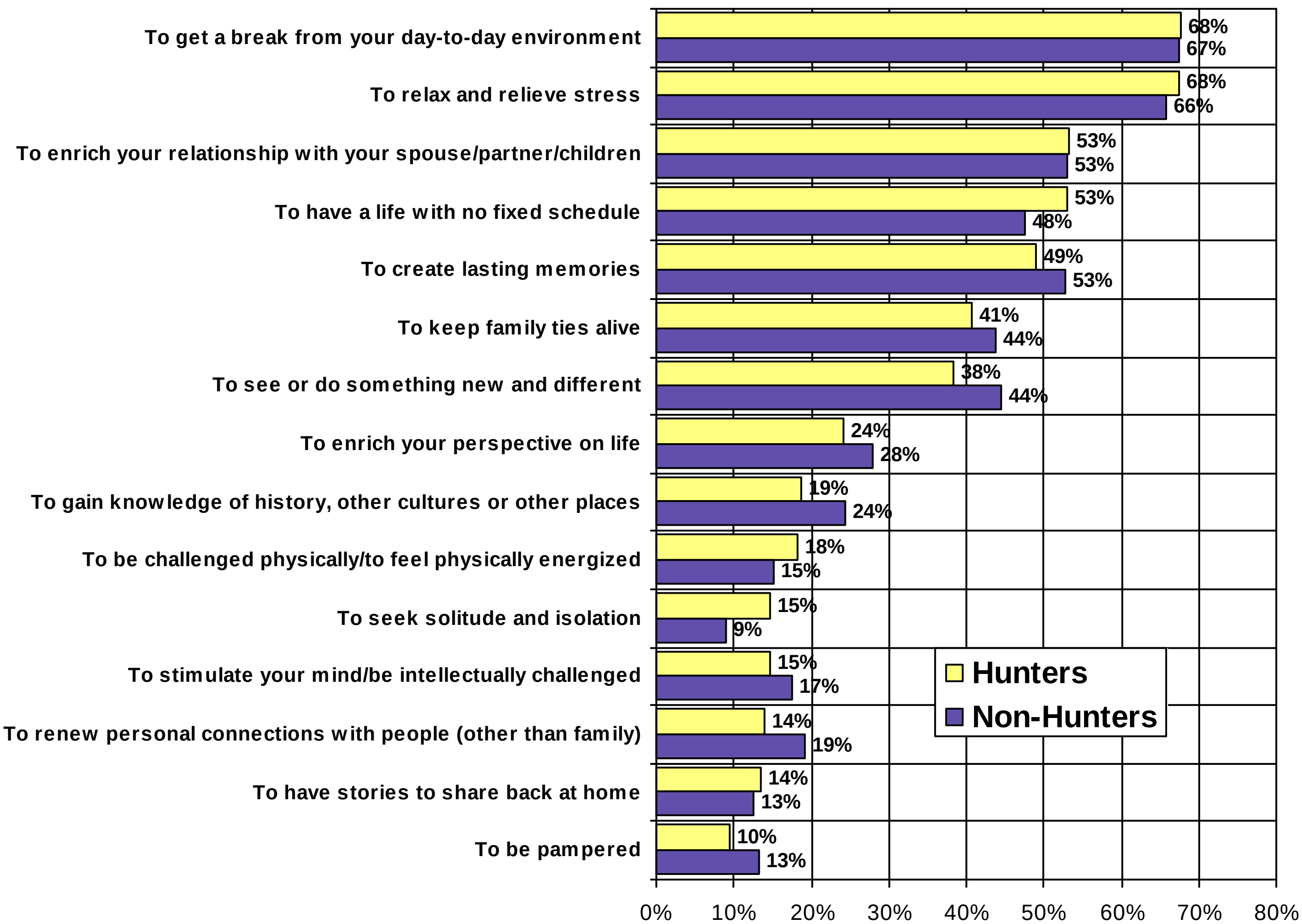
Fig. 11 Tours and Cruises Taken During Past Two Years

	Hunters	Non-Hunters	Pleasure Travellers	Index
Size of Market	869,255	17,570,254	18,439,508	100
A self-guided, sameday tour while on an overnight trip	24.8%	29.5%	29.3%	85
Around the countryside - scenic drives	22.8%	22.4%	22.4%	102
Around the city	19.1%	23.6%	23.4%	82
A self-guided, overnight tour where you stayed in different locations	18.2%	18.1%	18.1%	100
Wilderness tour	17.1%	12.8%	13.0%	132
An organized, sameday, guided tour while on an overnight trip	16.3%	22.5%	22.2%	74
On the water (sightseeing cruise)	13.4%	13.1%	13.1%	102
An organized, overnight, guided tour where you stayed in different locations	8.6%	10.1%	10.1%	86
Some other type of tour	7.9%	9.9%	9.8%	80
An organized, overnight, guided tour where you stayed in a single location	7.3%	7.9%	7.8%	93
To a casino	4.9%	6.6%	6.5%	75
To a winery	3.8%	5.7%	5.6%	68
Caribbean ocean cruise	2.9%	5.5%	5.4%	53
To a factory	2.6%	2.7%	2.6%	96
In the air as a pilot or passenger of an airplane or helicopter	2.4%	1.9%	1.9%	129
Cruise on another lake or river	2.3%	2.4%	2.4%	95
Cruise on the St. Lawrence River	2.0%	1.9%	1.9%	101
Some other type of cruise	1.6%	1.6%	1.6%	97
Alaskan ocean cruise	1.3%	1.6%	1.6%	83
Ocean cruise – Other	1.3%	3.4%	3.3%	39
Great Lakes cruise	1.2%	0.8%	0.8%	148
Submarine cruise	0.2%	0.1%	0.1%	132

Benefits Sought While On a Vacation

As with most Canadian Pleasure Travellers, the majority of Hunters take vacations to get a break from their day-to-day environment, to relax and relieve stress, to enrich family relationships and to live without a fixed schedule. Relative to Non-Hunters, Hunters are slightly more likely to consider it important that a vacation does not have a fixed schedule and offers an opportunity for solitude and isolation. Hunters are less likely than Non-Hunters to consider it important that a destination offers novelty, intellectual stimulation and allows them to renew personal connections with others.

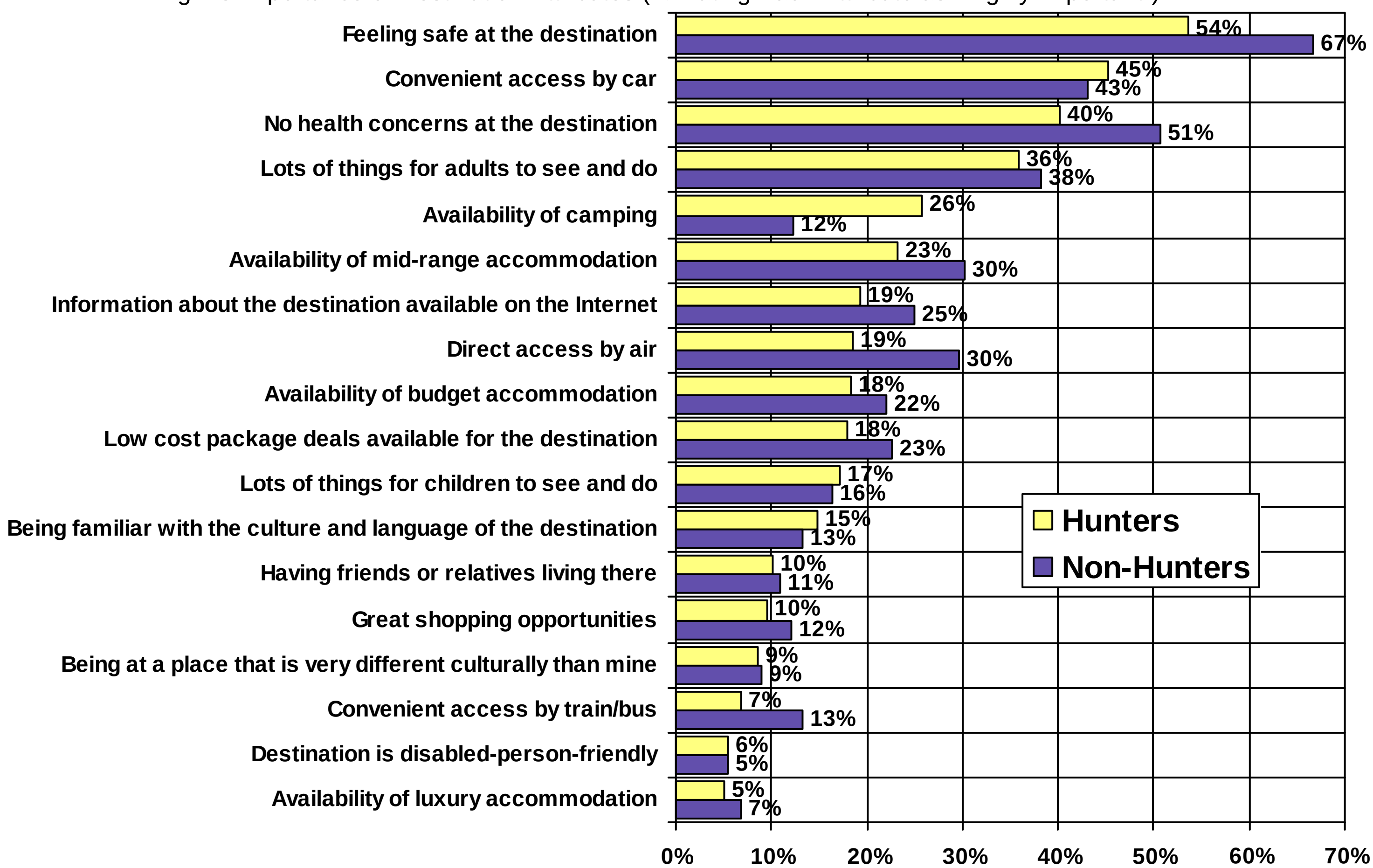
Fig.12 Benefits Sought While On a Vacation
(Percent Rating Each Benefit as “Highly Important”)



Other Attributes of a Destination Considered Important

Hunters consider it more important than Non-Hunters that a destination has camping. On the other hand, relative to Non-Hunters, Hunters consider it less important that they feel safe at a destination and that the destination has no health concerns. They also consider it less important that a destination has mid-range or budget accommodation, direct access by air, train or bus and information available on the Internet.

Fig. 13 Importance of Destination Attributes (% Rating Each Attribute as "Highly Important")



How Destinations are Selected

As with most Canadian Pleasure Travellers, Hunters tend to begin planning trips with a particular destination in mind. However, relative to the average Canadian Pleasure Traveller, Hunters are more likely to begin their travel planning by considering what activities they would like to do while on vacation. For summer vacations, Hunters are also likely to be more responsive to discount travel packages than the average Canadian Pleasure Traveller.

Fig. 14 How Destinations Are Selected (Summer and Winter Vacations)

	Hunters	Non-Hunters	Pleasure Travellers	Index
Size of Market	869,255	17,570,254	18,439,508	100
Summer				
Started with a desired destination in mind	42.6%	48.8%	48.5%	88
Started by considering specific activities wanted to do	19.8%	13.5%	13.8%	143
Started with a certain type of vacation experience in mind	23.5%	23.7%	23.7%	99
Looked for packaged deals - no destination in mind	1.8%	1.3%	1.3%	136
Considered something else first	3.1%	4.4%	4.3%	73
Don't know/Other	9.2%	8.4%	8.4%	110
Winter				
Started with a desired destination in mind	45.2%	48.8%	48.6%	93
Started by considering specific activities wanted to do	23.7%	15.2%	15.6%	152
Started with a certain type of vacation experience in mind	16.1%	19.5%	19.3%	83
Looked for packaged deals - no destination in mind	2.6%	3.2%	3.2%	80
Considered something else first	6.2%	4.6%	4.7%	133
Don't know/Other	6.3%	8.8%	8.6%	73

Trip Planning and Information Sources Consulted

The majority of Hunters were responsible for planning trips either on their own (42.8%) or with someone else (15.7%). However, Hunters were less likely than the average Canadian Pleasure Traveller to consult a wide range of travel information when planning their trips. Rather, most Hunters rely on their past experience and word-of-mouth when planning trips. However, they are more likely than the average Canadian Pleasure Traveller to obtain travel information from television programs and advertising and trade, travel or sports shows. They are much less likely than average to use travel guidebooks such as Fodor's and the Internet to plan trips.

Fig. 15 Who Plans Vacations and Information Sources Consulted

		Hunters	Non-Hunters	Pleasure Travellers	Index
	Size of Market	869,255	17,570,254	18,439,508	100
Who Plans Trips?	Respondent plans trips	42.8%	42.0%	42.0%	102
	Trip planning a shared responsibility	15.7%	16.5%	16.4%	96
	Someone else plans trips	41.5%	41.5%	41.5%	100
Information Sources Consulted	Past experience / Been there before	54.5%	50.2%	50.4%	108
	Advice of others / Word-of-mouth	51.8%	51.1%	51.1%	101
	An Internet website	48.3%	66.1%	65.2%	74
	Maps	31.6%	32.6%	32.6%	97
	A travel agent	30.3%	34.3%	34.1%	89
	Official travel guides or brochures from state / province	22.4%	26.1%	26.0%	86
	Visitor information centres	19.6%	23.6%	23.4%	84
	Articles in newspapers / magazines	19.3%	20.9%	20.9%	92
	An auto club such as CAA	14.6%	17.8%	17.7%	83
	Advertisements in newspapers / magazines	12.3%	14.4%	14.3%	86
	Programs on television	11.6%	7.3%	7.5%	154
	Travel information received in the mail	8.6%	8.9%	8.8%	98
	Travel guide books such as Fodor's	8.0%	13.9%	13.6%	59
	Visits to trade, travel or sports shows	6.8%	2.9%	3.1%	218
	Advertisements on television	5.4%	5.0%	5.0%	109
	An electronic newsletter or magazine received by e-mail	4.0%	4.2%	4.2%	97

Use of the Internet to Plan and Arrange Trips

Hunters were the least likely of the 21 outdoor activity types to use the Internet to plan (42.2%) and book (23.2%) travel. Hunters who use the Internet most often consult hotel or resort websites and are most likely to purchase accommodation and airline tickets. Rather interestingly however, Hunters were more likely than the average Canadian Pleasure Traveller to purchase tickets for attractions or activities (possibly hunting licences) and to purchase travel packages over the Internet.

Fig. 16 Use of the Internet to Plan and Book Travel

		Hunters	Non-Hunters	Pleasure Travellers	Index
	Size of Market	869,255	17,570,254	18,439,508	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	57.8%	40.0%	40.8%	141
	Uses Internet to plan trips only	19.0%	22.3%	22.1%	86
	Uses Internet to book part of trip	23.2%	37.7%	37.0%	63
Types of Websites Consulted	A website of a hotel or resort	55.5%	57.1%	57.0%	97
	A travel planning / booking website	48.1%	45.6%	45.7%	105
	A tourism website of a country / region / city	44.5%	50.0%	49.8%	89
	An airline website	40.5%	46.6%	46.3%	87
	A website of an attraction	26.6%	34.7%	34.5%	77
	Some other website	26.1%	27.6%	27.6%	94
	A cruise line website	5.5%	8.2%	8.1%	69
	A motorcoach website	2.2%	2.5%	2.5%	91
Parts of Trips Booked Over The Internet	Accommodation	64.2%	69.3%	69.2%	93
	Air tickets	55.0%	69.9%	69.5%	79
	Tickets or fees for specific activities or attractions	31.2%	23.4%	23.6%	132
	A package containing two or more items	29.2%	15.0%	15.4%	190
	Car rental	19.0%	27.4%	27.1%	70
	Tickets for rail, bus or boat/ship fares	12.5%	15.4%	15.3%	81
	Other	2.9%	4.0%	3.9%	74

Media Consumption Habits

Hunters are much more likely than the average Canadian Pleasure Traveller to read outdoor activity, sports, and automobile and cycle magazines. Their interest in nature and the outdoors is reflected in their above-average consumption of science and geography magazines as well as science and nature television programs. Hunters can also be most effectively targeted through country music radio and sport-related media (e.g., television sports, all-sports radio, sports-related websites). On the other hand, they are below-average users of travel-related media (e.g., travel sections of newspapers, travel websites).

Fig. 17 Media Consumption Habits

		Hunters	Non-Hunters	Pleasure Travellers	Index
	Size of Market	869,255	17,570,254	18,439,508	100
Newspaper Readership	Reads daily newspaper	88.2%	87.2%	87.3%	101
	Reads weekend edition of newspaper	87.6%	87.3%	87.3%	100
	Reads local neighbourhood or community newspapers	66.8%	61.3%	61.5%	109
	Reads other types of newspapers	16.8%	17.2%	17.2%	98
	Frequently or occasionally reads travel section of daily newspaper	41.6%	45.9%	45.7%	91
	Frequently or occasionally reads travel section of weekend newspaper	40.9%	47.7%	47.3%	86
Types of Magazines Read (Top 5 Indexed)	Outdoor activities / sports	39.1%	11.5%	12.8%	305
	Automobile and cycle magazines	28.6%	12.7%	13.4%	213
	Regional magazines	12.4%	7.6%	7.9%	158
	Science and geography	24.8%	16.2%	16.6%	149
	Professional sports	10.9%	8.4%	8.5%	128
Type of Television Programs Watched (Top 5 Indexed)	Science & nature shows	62.9%	42.9%	43.8%	144
	Science fiction / Fantasy shows	26.9%	18.8%	19.2%	140
	Sports /sports shows	56.8%	42.7%	43.3%	131
	History	52.3%	41.3%	41.8%	125
	Music / Music video shows / channels	30.3%	25.3%	25.5%	119
Type of Radio Programs Listened To (Top 5 Indexed)	Country music	42.1%	22.9%	23.8%	177
	All sports	17.1%	10.8%	11.1%	154
	Some other radio program	18.5%	15.4%	15.6%	119
	Oldies (50s, 60s, 70s, 80s)	38.9%	34.3%	34.5%	113
	Modern rock / Alternative rock	41.8%	36.9%	37.1%	113
Types of Websites Visited (Top 5 Indexed)	Sites for specific activities or interests	52.9%	35.1%	35.9%	147
	Sports	36.0%	26.5%	26.9%	134
	Games	36.0%	32.7%	32.8%	110
	Weather	60.1%	55.9%	56.1%	107
	Travel	47.1%	50.7%	50.6%	93

Appendix One: Canadian TAMS 2006 Outdoor Activity Segmentation		
Activity Segment	**Activities in Segment**	
Golfing	Played During a Stay at a Golf Resort with Overnight Stay	Golf Tour Package to Play on Various Courses
	Played an Occasional Game While on a Trip	
Hunting	Hunting for Small Game	Hunting for Birds
	Hunting for Big Game	
Fishing	Fresh-Water Fishing	Salt-Water Fishing
	Ice Fishing	Trophy Fishing
Wildlife Viewing	Viewing Land Based Animals	Bird Watching
	Whale Watching & Other Marine Life	Visited National, Provincial / State Park
	Wildflowers / Flora Viewing	Viewing Northern Lights
Hiking, Climbing & Paddling	Mountain Climbing / Trekking	Fresh Water Kayaking / Canoeing
	Rock Climbing	Ocean Kayaking / Canoeing
	Hiking / Backpacking in Wilderness Setting With Overnight Camping or Lodging	Same Day Hiking Excursion While on a Trip of 1+ Nights
		White Water Rafting
Boating & Swimming	Motorboating	Swimming in Lakes
	Water Skiing	
Ocean Activities	Swimming in Oceans	Snorkeling in Sea / Ocean
	Sunbathing, Sitting on a Beach	Scuba Diving in Sea/Ocean
Sailing & Surfing	Sailing	Parasailing
	Wind Surfing	Kite Surfing
Freshwater Scuba & Snorkeling	Scuba Diving in Lakes / Rivers	Snorkeling in Lakes / Rivers
Exercising & Jogging	Working Out in Fitness Centre	Jogging or Exercising Outdoors
Cycling	Overnight Touring Trip	Recreational - Same Day Excursion
	Mountain Biking	
Motorcycling	Overnight Touring Trip	Same Day Excursion
Horseback Riding	With an Overnight Stop	Same Day Excursion
Snowmobiling & ATVing	All Terrain Vehicle - Overnight Touring Trip	Snowmobiling As an Overnight Touring Trip
	All Terrain Vehicle - Same Day Excursion	Snowmobiling Day Use on Organized Trail
Downhill Skiing & Snowboarding	Snowboarding	Downhill Skiing
Cross-country Skiing & Snowshoeing	Cross-country Skiing	Cross-country or Back Country as an Overnight Touring Trip
	Snowshoeing	
Wilderness Activities	Wilderness Skills Courses	Dog Sledding
	Ice Climbing	
Skating	Ice Skating	In-Line / Rollerblading
Extreme Air Sports	Parachuting	Hot Air Ballooning
	Hang Gliding	
Team Sports	Ice Hockey	Curling
	Football	Basketball
	Baseball or Softball	Soccer
Sports & Games	Board Games	Badminton
	Volleyball	Tennis
	Beach Volleyball	Mini-Golf
	Bowling	

Appendix Two Canadian TAMS 2006 Culture and Entertainment Segmentation		
Activity Segment	**Activities in Segment**	
Historical Sites, Museums & Art Galleries	Well-known Historic Sites or Buildings	Well-known Natural Wonders
	Other Historic Sites, Monuments and Buildings	Historical Replicas of Cities or Towns With Historic Re-Enactments
	Strolling Around a City to Observe Buildings and Architecture	Museum - Military / War Museums
	Museum - General History or Heritage Museums	Art Galleries
		Paleontological/Archaeological Sites
Shopping & Dining	Shop Or Browse - Bookstore or Music Store	Shop Or Browse – Antiques
	Shop Or Browse - Clothing, Shoes and Jewellery	Shop Or Browse - Gourmet Foods in Retail Stores
	Shop Or Browse - Local Arts & Crafts Studios or Exhibitions	Shop Or Browse - Greenhouse or Garden Centre
	Dining - Restaurants Offering Local Ingredients and Recipes	High-End Restaurants with an International Reputation
	Went to Local Outdoor Cafes	Other High-End Restaurants
Aboriginal Cultural Experiences	Aboriginal Cuisine (Tasted or Sampled)	Aboriginal Arts and Crafts Shows
	Aboriginal Heritage Attractions (e.g., Museums, Interpretive Centres)	Aboriginal Cultural Experiences in a Remote or Rural Setting
	Aboriginal Festivals & Events (e.g., Powwows)	Aboriginal Outdoor Adventure and / or Sports
Fairs & Festivals	Farmers' Markets or Country Fairs	Firework Displays
	Carnivals	Ethnic Festivals
	Exhibition or Fairs	Food / Drink Festivals
Science & Technology Exhibits	Science or Technology Museums	Children's Museums
	Science & Technology Theme Parks	Went to an Imax Movie Theatre
	Planetarium	
Theme Parks & Exhibits	Amusement Park	Aquariums
	Water Theme Park	Zoos
	Movie Theme Park	Entertainment Farms (e.g., Corn Maze, Petting Zoo)
	Wax Museums	
High Art Performances	Classical or Symphony Concert	Ballet or Other Dance Performances
	Opera	
Professional Sporting Events	Professional Football Games	Professional Golf Tournaments
	Professional Basketball Games	Professional Ice Hockey Games
	Professional Baseball Games	Professional Soccer Games
Live Theatre	Live Theatre	Live Theatre with Dinner
	Theatre Festivals	
Literary & Film Festivals	Literary Festivals or Events	International Film Festivals
Tastings	Went to Wineries for Day Visits and Tasting	Cooking / Wine Tasting Courses
	Went to Breweries for Day Visits and Tasting	Visited Food Processing Plants (e.g., Cheese Factory)
Casinos	Went to a Casino	
Spas	Day Visit to a Health & Wellness Spas while on an Overnight Trip	
Participatory Historical Activities	Historical Re-Enactments (as an Actor)	Interpretive Program at a Historic Site or National / Provincial Park
	Curatorial Tours	Archaeological Digs
Equestrian & Western Events	Equine (Horse) Competitions	Western Theme Events (e.g., Rodeos)
	Horse Races	

<table>
<tr><th colspan="3">Appendix Two
Canadian TAMS 2006 Culture and Entertainment Segmentation</th></tr>
<tr><td rowspan="2">Agro-Tourism</td><td>Dining At A Farm</td><td rowspan="2">Harvesting and / or Other Farm Operations</td></tr>
<tr><td>Went Fruit Picking at Farms or Open Fields</td></tr>
<tr><td rowspan="2">National & International Sporting Events</td><td>Curling Bonspiel</td><td rowspan="2">National / International Sporting Events such as the Olympic Games</td></tr>
<tr><td>Professional Figure Skating</td></tr>
<tr><td>Gardens Theme Attractions</td><td>Garden Theme Park</td><td>Botanical Gardens</td></tr>
<tr><td>Amateur Tournaments</td><td>Amateur Sports Tournaments and Competitions</td><td>Amateur Tournaments and Competitions other than Sports-related</td></tr>
<tr><td rowspan="3">Musical Concerts, Festivals & Attractions</td><td>Music Festivals</td><td>Musical Attractions</td></tr>
<tr><td>Jazz Concert</td><td>Free Outdoor Performances (e.g., Theatre, Concerts) in a Park</td></tr>
<tr><td>Rock & Roll/Popular Music Concert</td><td>Country & Western Music Concert</td></tr>
<tr><td>Comedy Festivals & Clubs</td><td>Comedy Festivals</td><td>Stand-up Comedy Clubs & Other Variety Shows</td></tr>
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