

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



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 travelers. They were the least likely of the 21 outdoor activity types to have traveled to the United States (37.1%) and second least likely to have traveled 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 Traveler, 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 Traveler 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 Traveler to stay in camping areas and remote wilderness lodges. They are more likely than most Canadian Pleasure Travelers 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 Travelers' 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 | Quebec Ministry of Tourism |
| Ontario Tourism Marketing Partnership Corporation | Travel Manitoba |
| Canadian Tourism Commission | Tourism Saskatchewan |
| Atlantic Canada Tourism Partnership | Parks Canada Agency |
| Department of Canadian Heritage | Tourism British Columbia |
| Alberta Tourism, Parks, Recreation and Culture | Government of Yukon |
| Government of Northwest Territories | 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 Travelers (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 Trips¹

| | Number of Hunters ² | Percent Main Reason for Trip ³ | Percent of Pleasure Travelers 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 Travelers" 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 Travelers 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 Travelers 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 Travelers 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 Traveler, 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 Travelers

| Attribute | Size of Market | Hunters | Non-Hunters ¹ | Pleasure Travelers | Index ² |
|--------------------------|------------------------------------|----------|--------------------------|--------------------|--------------------|
| | | 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 Travelers.
- 2 - The "Index" is calculated by dividing the percent for Hunters in each group by the percent of Pleasure Travelers in each group. The Index indicates the extent to which Hunters are over or under-represented relative to the average Pleasure Traveler. An index of 100 means the percent participating in the activity is the same as that of the average Canadian Pleasure Traveler. Index values over 100 indicate that those participating in the activity are over-represented relative to the average Canadian Pleasure Traveler. Index values less than 100 indicate that those participating in the activity are under-represented relative to the average Canadian Pleasure Traveler.

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 Traveler, 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 traveled to the United States (37.1%), and second least likely to have traveled 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 Travelers | 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 |

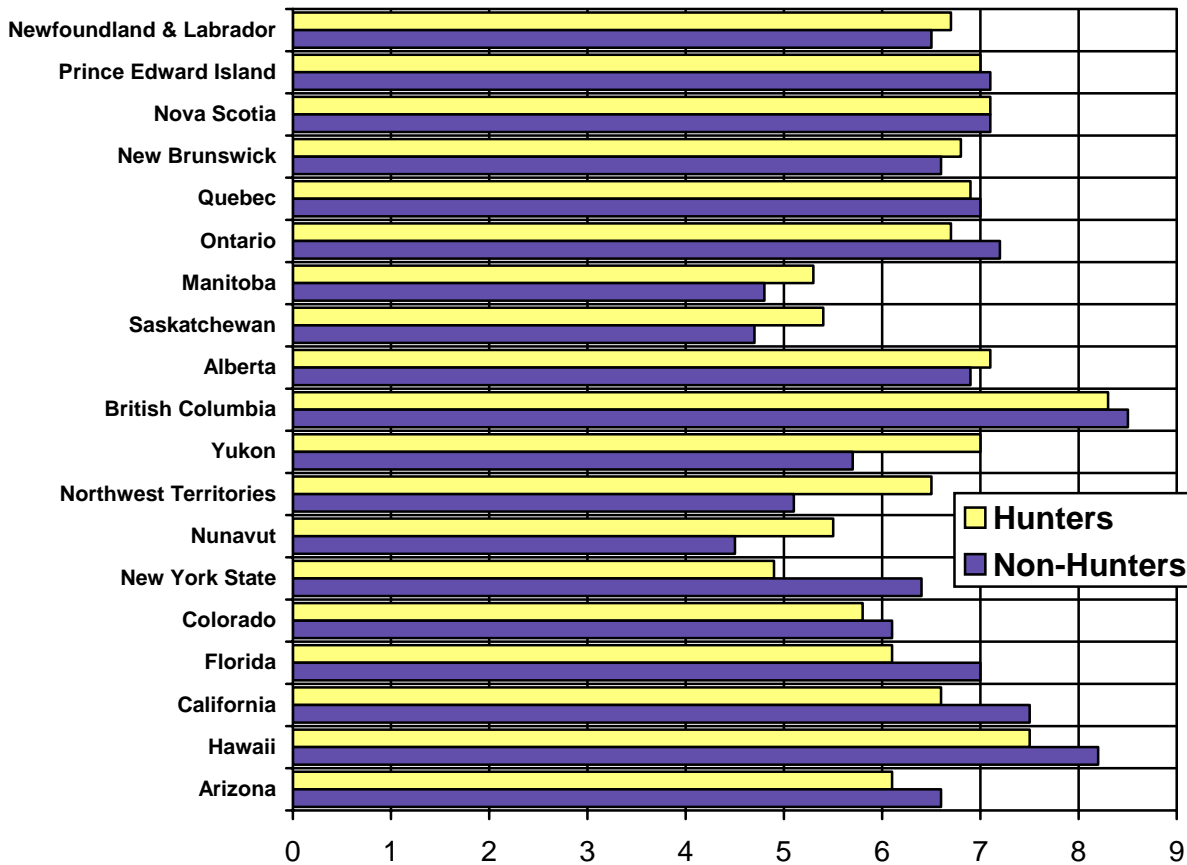
Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories

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 Travelers, 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 Travelers, 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 Traveler 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 Traveler 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 Travelers | 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 Traveler, 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 Travelers | 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 Traveler 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 Traveler 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 Travelers | 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 Traveler 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 Travelers | 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 Traveler 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 Travelers | 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 Traveler, 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 Traveler 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.

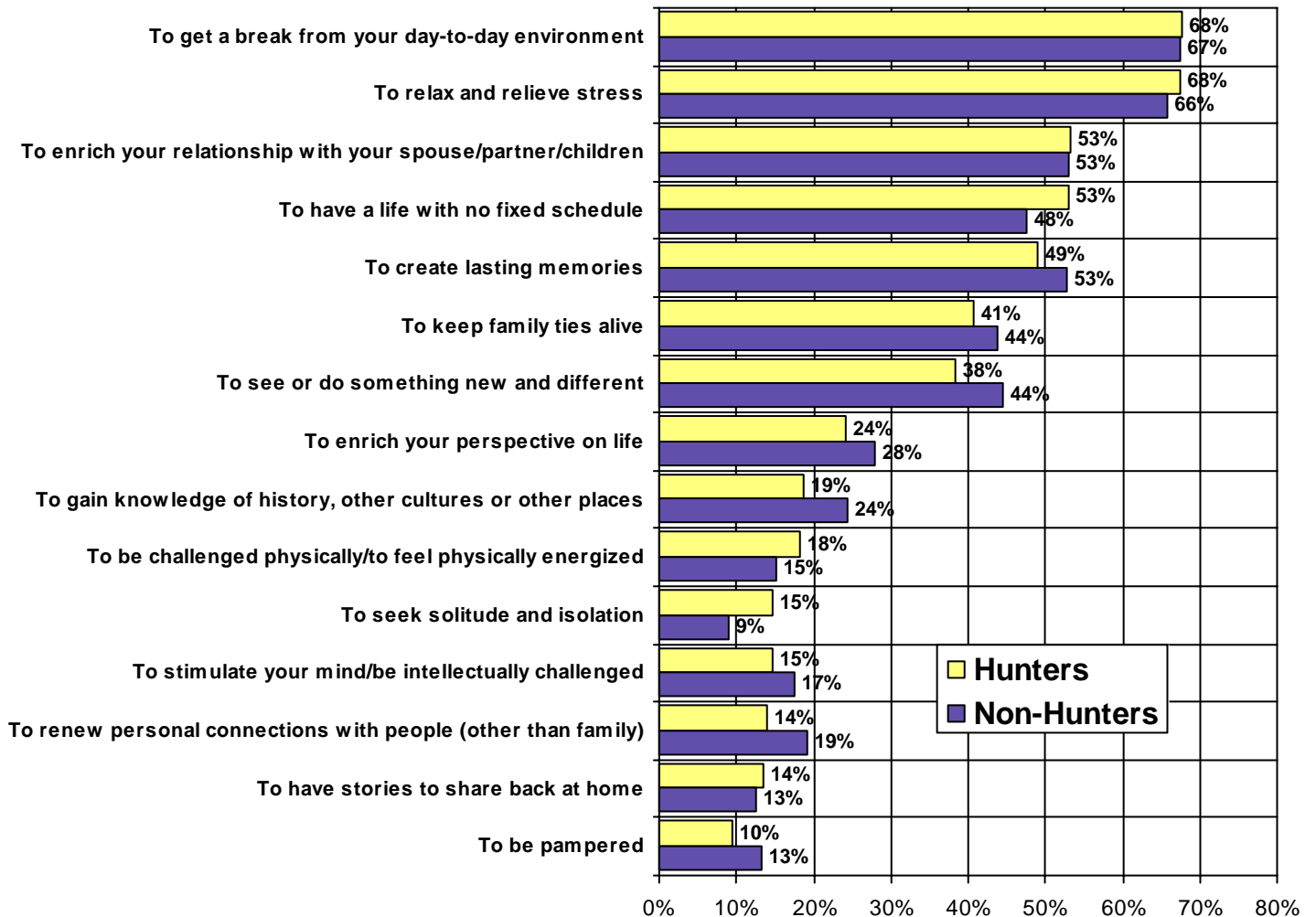
Fig. 11 Tours and Cruises Taken During Past Two Years

| | Hunters | Non-Hunters | Pleasure Travelers | 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 Travelers, 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.

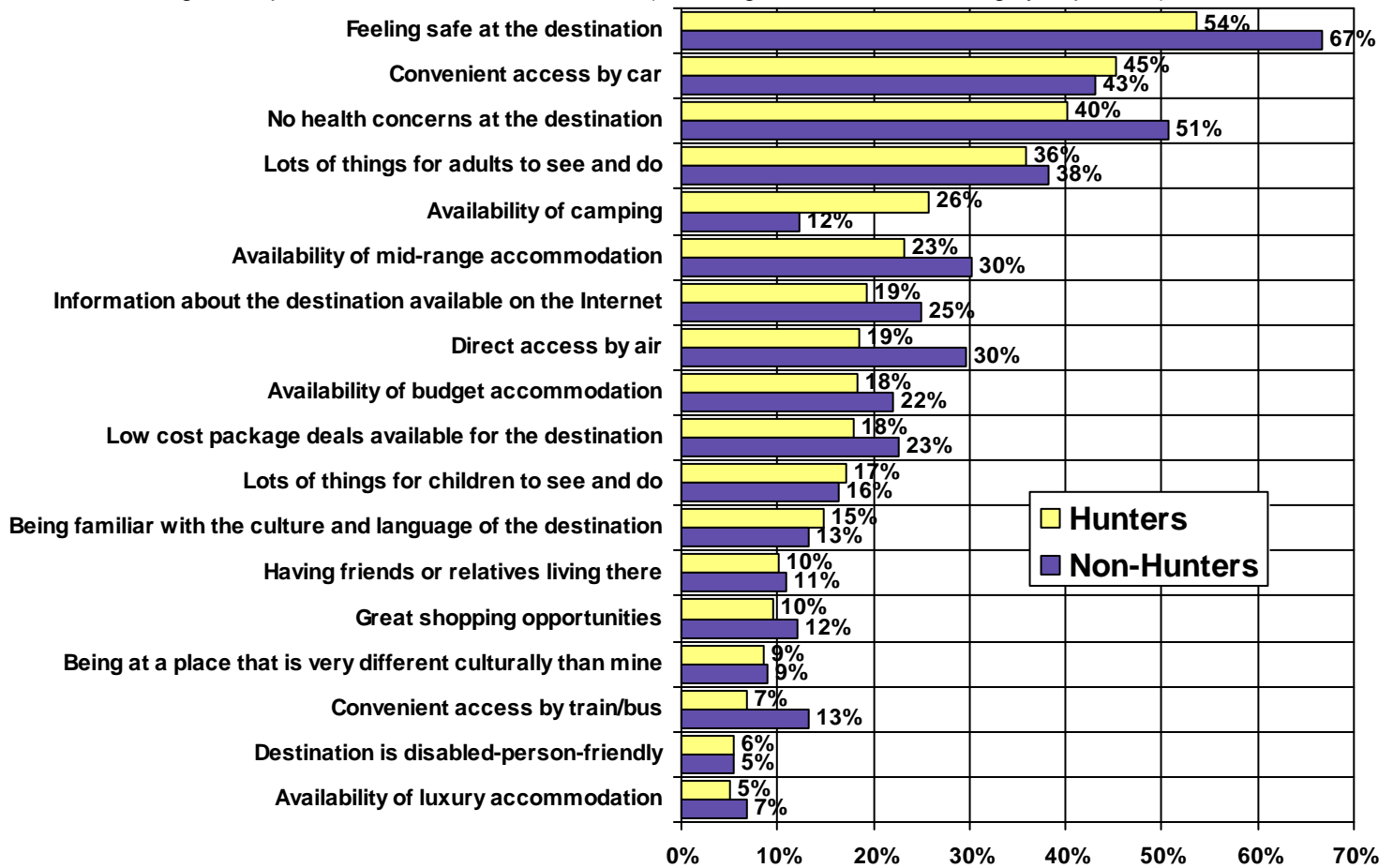
Fig.12 Benefits Sought While On a Vacation
(Percent Rating Each Benefit as “Highly Important”)



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 Travelers, Hunters tend to begin planning trips with a particular destination in mind. However, relative to the average Canadian Pleasure Traveler, 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 Traveler.

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

| | Hunters | Non-Hunters | Pleasure Travelers | 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 Traveler 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 Traveler 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 Travelers | 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 Traveler 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 Travelers | 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 Traveler 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 Travelers | 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 | |

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