



RESEARCH SERVICES

Travel Activities and Motivations of U.S. Residents: Activity Profile

Fishing while on Trips

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Acknowledgments

The 2006 Travel Activities and Motivations Survey (TAMS), was a comprehensive survey of North American households designed to examine the recreational activities and travel habits and behaviours of Americans and Canadians over the past two-year period.

The survey was conducted in Canada and the United States between January 2006 and June 2006. Only adults (18 years and over) were recruited to complete the survey. The reference period for the data is 2004 and 2005.

TAMS was a partnership of the following organizations:

The Ontario Ministry of Tourism	The Quebec Ministry of Tourism
The Ontario Tourism Marketing Partnership	Tourism Manitoba
The Canadian Tourism Commission	Tourism Saskatchewan
The Atlantic Canada Opportunities Agency	Alberta Economic Development
The Department of Canadian Heritage	Tourism British Columbia ¹
Parks Canada	The Government of Yukon
Statistics Canada	The Government of Northwest Territories

Alex Athanassakos of the Ontario Ministry of Tourism served as the project manager for the TAMS partnership.

This report was prepared by Lang Research Inc. on behalf of the project partners and was subject to minor revisions for a British Columbian audience. Tourism British Columbia is pleased to acknowledge the major and continuing role played by the Ontario Ministry of Tourism in the TAMS partnership.

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Executive Summary

Over the last two years, 14.6% (32,072,450) of adult Americans went fishing while on an out-of-town trip of one or more nights. Of those who fished, 40.9% (13,125,640) reported that this activity was the main reason for taking at least one trip in the past two years.

Those who went fishing while on trips tend to be male, married and 35 to 54 years old. Their household incomes and level of education are comparable to that of the average U.S. Pleasure Traveler. They are most likely to reside in Alaska, the West North Central and the Mountain regions of the United States, and in smaller cities, towns and rural areas.

Anglers were slightly more likely than the average U.S. Pleasure Traveler to have taken a trip to Canada in the past two years (17.9% versus 14.6%), and especially a trip to Ontario. In relative terms, they are also over-represented among U.S. Pleasure Travelers to Manitoba, Saskatchewan, the Yukon or the Northwest Territories, and Alberta.

Anglers were active in many other nature-oriented outdoor activities while on trips (e.g., wildlife viewing, hiking, climbing and paddling). Relative to the average U.S. Pleasure Traveler, they were especially likely to have gone hunting, boating, swimming, snowmobiling and ATVing, extreme skiing, cross-country skiing and snowshoeing.

Anglers were more likely than the average U.S. Pleasure Traveler to have participated in activities with a western theme (e.g., equestrian or western events) or a sports-related theme (e.g., amateur tournaments). They were more likely than the average U.S. Pleasure Traveler to have stayed in public campgrounds and accommodations in wilderness settings (e.g., lodge or outpost, campsite). Anglers may be responsive to travel packages that incorporate nature and wilderness-oriented activities.

Anglers tend to consult the Internet for planning trips, but are slightly less likely than the average U.S. Pleasure Traveler to book travel online. Anglers are more likely than the average U.S. Pleasure Traveler to obtain information about travel from trade, travel and sports shows, as well as television programs and advertising.

Their media preferences include magazines, television programs and websites that are oriented toward nature and sports. As such, these media are likely to be the more effective means by which to reach Anglers.

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 travel behaviour of one or more nights over the past two years, providing 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	Tourism Manitoba
Canadian Tourism Commission	Tourism Saskatchewan
Atlantic Canada Tourism Partnership	Alberta Economic Development
Department of Canadian Heritage	Tourism BC
Parks Canada	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 included only adults (18 years and over). As such, the reference period for the data is 2004 and 2005.

The U.S. database is used in this current report. This survey was conducted by mail with an established U.S. mail panel. 60,649 completed questionnaires were returned. The mail panel response rate for this survey was 71.3%. The data have been weighted to project the results to the United States population.

This report profiles persons who went fishing while on vacation with other U.S. Pleasure Travelers (i.e., those who took one pleasure trip in the last two years). This report is part of a series of 43 Activity Reports prepared employing the U.S. TAMS database.

Fishing While on Trips

Market Incidence

Over the last two years, 14.6% (32,072,450) of adult Americans fished while on an out-of-town trip of one or more nights. 11.4% reported going “fresh-water fishing” while on a trip, 5.5% went “salt-water fishing,” 1.0% went “ice fishing” and 0.6% went “trophy fishing.”

Of those who fished, 40.9% (13,125,640) reported that fishing was the main reason for taking at least one trip in the past two years. Those who went ice fishing (60.7%) were the most likely to mention that this activity was the main reason for taking a trip.

Fig. 1 Incidence of Fishing While on Trips¹

Size of Market	Number of Anglers ²	Percent Main Reason for Trip ³	Percent of Pleasure Travelers ⁴	Percent of Total U.S. Population ⁵
Fishing (All Activities)	32,072,450	40.9%	18.8%	14.6%
Fresh-water fishing	25,010,111	39.7%	14.7%	11.4%
Salt-water fishing	12,262,781	34.7%	7.2%	5.5%
Ice fishing	2,304,012	60.7%	1.4%	1.0%
Trophy fishing	1,321,237	53.5%	0.8%	0.6%
Participated in all four fishing activities	136,145	40.8%	0.1%	0.1%

- 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 - “Anglers” are defined as individuals who went fishing while on an out-of town 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 U.S. Adult Market who participated in each activity on a trip during the past two years.

Market Incidence by Activity

Of the 32.1 million American travellers who fished on at least one overnight pleasure trip in 2004-05, almost eighty percent went fresh water fishing (78.0% representing 25.0 million) while less than ten percent went ice fishing (7.2% representing 2.3 million) or trophy fishing (4.1% representing 1.3 million). Over a third went salt water fishing (38.2% representing 12.3 million) and less than one percent participated in all four fishing activities.

Almost fifty percent of pleasure travellers who went salt water fishing also went fresh water fishing (46.5%). While less than ten percent of travellers who went fresh water fishing also went ice fishing (7.5%), slightly over 80% of those who went ice fishing and 70% of those who went trophy fishing also reported fresh water fishing on at least one overnight pleasure trip in 2004-05.

Fig. 2 Incidence of Fishing by Activity Type While on Trips

	Fishing (All Activities)	Fresh Water Fishing	Salt-water Fishing	Ice Fishing	Trophy Fishing	All Four Fishing Activities
Market Size	32,072,450	25,010,111	12,262,781	2,304,012	1,321,237	136,145
Fresh-water fishing	25,010,111 78.0%	25,010,111 100%	5,707,403 46.5%	1,881,057 81.6%	935,744 70.8%	136,145 100%
Salt-water fishing	12,262,781 38.2%	5,707,403 22.8%	12,262,781 100.0%	664,202 28.8%	721,243 54.6%	136,145 100%
Ice fishing	2,304,012 7.2%	1,881,057 7.5%	664,202 5.4%	2,304,012 100%	270,917 20.5%	136,145 100%
Trophy fishing	1,321,237 4.1%	935,744 3.7%	721,243 5.9%	270,917 11.8%	1,321,237 100%	136,145 100%
Participated in all four fishing activities	136,145 0.4%	136,145 0.5%	136,145 1.1%	136,145 5.9%	136,145 10.3%	136,145 100%

Table percentages should be read horizontally as a percentage of the total size of the column fishing activity. For example, 22.8% of anglers who went fresh water fishing (column) also went salt water fishing (row).

Incidence by Region, State and Population Size

Anglers are well-represented in all regions of the United States. Relative to the average U.S. Pleasure Traveler, Anglers are over-represented in Alaska, the West North Central and the Mountain regions of the U.S., as well as in the smaller cities, towns and rural areas.

Fig. 3 Geographic Distribution and Population Size of Those Who Fish While on Trips

	Total Population	Estimated Number of Anglers	Percent of Pleasure Travelers in Region Who Went Fishing on a Trip	Percent of Total Regional Population Who Went Fishing on a Trip
United States	222,846,268	32,072,450	18.8%	14.6%
New England	11,095,629	1,101,876	12.9%	10.0%
Middle Atlantic	31,005,526	3,534,507	15.3%	11.5%
East North Central	34,621,254	5,276,458	19.8%	15.4%
West North Central	15,024,360	3,072,222	25.5%	20.7%
South Atlantic	42,602,998	5,819,002	18.1%	13.8%
East South Central	13,597,436	1,926,173	20.2%	14.7%
West South Central	24,853,901	3,587,549	19.8%	14.6%
Mountain	15,030,720	2,678,501	22.1%	18.0%
Pacific	34,529,689	4,822,997	17.3%	14.1%
Alaska	484,754	253,166	59.9%	52.6%
Not Available	745,757	305,725	49.3%	41.3%
Less than 100,000	29,429,442	4,690,108	22.6%	16.3%
100,000 to 499,999	36,551,501	5,736,690	21.1%	15.8%
500,000 to 1,999,999	52,335,815	7,704,830	19.3%	14.9%
2,000,000 or more	103,783,753	13,635,097	16.6%	13.3%

Those who go fishing while on trips are especially likely to be from Alaska, Minnesota, Wyoming, New Mexico and Idaho. They are least likely to be from Rhode Island, Vermont, New Hampshire, Connecticut and New York State (see Fig. 4 on next page).

Demographic Profile

Anglers tend to be male, married and to have children who are under 18 living at home. They are over-represented among those 35 to 54. They are somewhat less likely to have a post-graduate degree although their household incomes are comparable to those of the average U.S. Pleasure Traveler.

Fig. 5 Demographic Profile of Anglers Relative to All U.S. Pleasure Travelers

		Anglers	Non-Anglers ¹	Pleasure Travelers	Index ²
Attribute	Size of Market	32,072,450	138,437,791	170,510,241	100
Gender	Male	58.6%	46.2%	48.5%	121
	Female	41.4%	53.8%	51.5%	80
Age of Respondent	18 to 24	11.7%	10.6%	10.8%	108
	25 to 34	21.8%	20.8%	21.0%	104
	35 to 44	19.5%	16.8%	17.3%	113
	45 to 54	22.7%	20.7%	21.0%	108
	55 to 64	15.1%	15.6%	15.5%	97
	65 Plus	9.3%	15.6%	14.4%	64
Average Age		43.4	45.9	45.4	N/A
Marital Status	Not married	25.1%	31.8%	30.5%	82
	Married	74.9%	68.2%	69.5%	108
Parental Status	No children under 18	64.3%	71.3%	70.0%	92
	Children under 18	35.7%	28.7%	30.0%	119
Education	High school or less	22.3%	20.1%	20.5%	109
	Trade, Technical, Community Col.	23.4%	20.9%	21.4%	110
	University Degree	40.3%	41.2%	41.1%	98
	Post Graduate Degree	14.0%	17.8%	17.1%	82
Household Income	Under \$20,000	6.9%	8.4%	8.1%	85
	\$20,000 to \$39,999	15.2%	16.5%	16.2%	94
	\$40,000 to \$59,999	17.3%	16.5%	16.7%	104
	\$60,000 to \$79,999	15.9%	14.4%	14.7%	108
	\$80,000 to \$99,999	12.0%	11.5%	11.6%	103
	\$100,000 to \$149,999	15.5%	14.1%	14.4%	108
	\$150,000 or more	6.5%	6.7%	6.7%	97
	Not stated	10.7%	11.9%	11.7%	92
Average Household Income		\$76,138	\$73,873	\$74,303	N/A

- 1 - "Non-Anglers" are defined as individuals who took at least one out-of-town pleasure trip of one or more nights during the past two years but did not go fishing on any trip. The numbers of Anglers and Non-Anglers equal the number of Pleasure Travelers.
- 2 - The "Index" is calculated by dividing the percent for Anglers in each group by the percent of Pleasure Travelers in each group. The Index indicates the extent to which Anglers are over or under-represented relative to the average U.S. Pleasure Traveler. An index of 100 means the percent participating in the activity is the same as that of the average U.S. Pleasure Traveler. Index values over 100 indicate that those participating in the activity are over-represented relative to the average U.S. Pleasure Traveler. Index values less than 100 indicate that those participating in the activity are under-represented relative to the average U.S. Pleasure Traveler.

Travel Activity (During Last Two Years)

Anglers are slightly more likely than the average U.S. Pleasure Traveler to have taken an out-of-town trip of one or more nights during the past two years. Anglers frequently travel within their own state, to other parts of the United States and to Mexico.

Anglers are slightly more likely than the average U.S. Pleasure Traveler to have taken a trip to Canada in the past two years (17.9% versus 14.6%). They are especially likely to have taken a trip to Ontario (11.0%). In relative terms (based on the Index), they are considerably more likely than the average U.S. Pleasure Traveler to have traveled to Manitoba (Index=197), Saskatchewan (Index=182), the Yukon (Index=190), the Northwest Territories (Index=153), Ontario (Index=134) and Alberta (Index=126).

Fig. 7 Percent Traveling to Canada and Other Destinations during Past Two Years

	Anglers	Non-Anglers	Pleasure Travelers	Index
Size of Market	32,072,450	138,437,791	170,510,241	100
All destinations	92.5%	83.8%	85.4%	108
Canada	17.9%	13.8%	14.6%	123
Newfoundland and Labrador	0.4%	0.4%	0.4%	104
Prince Edward Island	0.7%	0.6%	0.6%	114
New Brunswick	1.0%	0.8%	0.8%	117
Nova Scotia	1.4%	1.3%	1.3%	107
Quebec	3.3%	3.0%	3.1%	107
Ontario	11.0%	7.6%	8.3%	134
Manitoba	1.0%	0.4%	0.5%	197
Saskatchewan	0.9%	0.4%	0.5%	182
Alberta	1.5%	1.1%	1.2%	126
British Columbia	4.9%	3.9%	4.1%	120
Yukon	1.1%	0.4%	0.6%	190
Northwest Territories	0.6%	0.3%	0.4%	153
Nunavut	0.1%	0.0%	0.0%	112
Own State	88.9%	77.6%	79.7%	112
Other parts of United States	90.7%	90.6%	90.6%	100
Mexico	16.1%	13.0%	13.6%	118
Caribbean	13.2%	12.6%	12.7%	104
All other destinations	9.3%	9.6%	9.6%	98

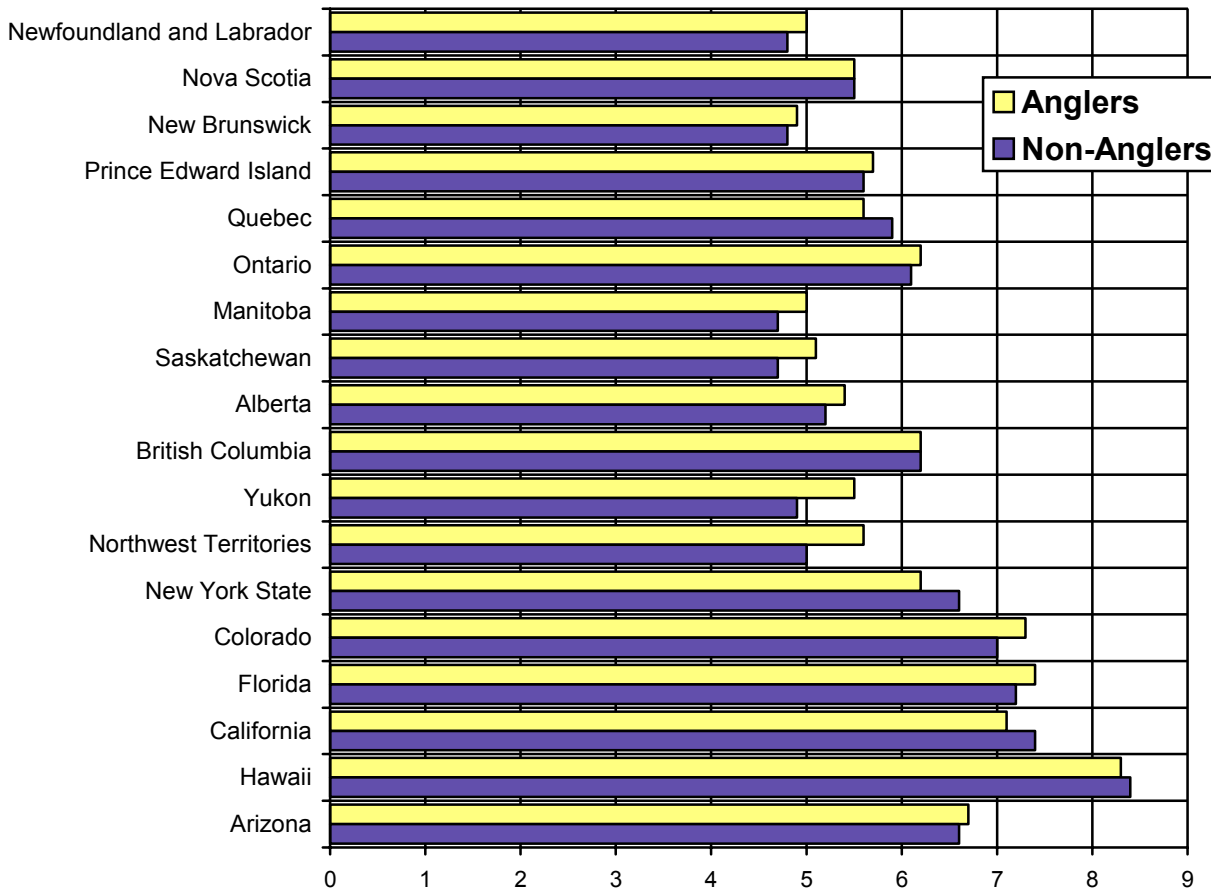
Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories

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.

Overall, the appeal ratings of Anglers are comparable to those of Non-Anglers. Anglers rate British Columbia and Ontario (both 6.2) as the most appealing Canadian provinces, followed by Prince Edward Island and Quebec. Relative to Non-Anglers, Anglers give higher appeal ratings to the Yukon, NWT, Saskatchewan, Manitoba and Alberta.

Both Anglers and Non-Anglers tend to rate the six reference U.S. states as more appealing than the Canadian provinces or territories, with Hawaii (8.3) receiving the highest appeal rating overall.

Fig. 8 Overall Rating of Appeal of Provinces and Selected U.S. States On a 10-Point Appeal Rating Scale (Higher Scores=More Appealing)



Other Outdoor Activities Pursued While on Trips

Anglers are quite active in outdoor activities while on trips. The most popular activities among Anglers include ocean activities, wildlife viewing, boating and swimming, and hiking, climbing and paddling. Relative to the average U.S. Pleasure Traveler, Anglers are especially likely to go hunting, boating and swimming. This pattern suggests that Anglers are quite active in nature and water-related outdoor activities. They are also more active than the average U.S. Pleasure Traveler in many winter activities including extreme skiing, downhill skiing and snowboarding, snowmobiling, cross-country skiing and snowshoeing. Their relatively high participation rate in winter activities partially reflects the fact that Anglers are over-represented in Alaska, the West North Central and the Mountain regions of the United States.

Fig. 9 Other Outdoor Activities Pursued While on Trips
(See Appendix One for a Definition of Each Type of Outdoor Activity)

	Anglers	Non-Anglers	Pleasure Travelers	Index
Size of Market	32,072,450	138,437,791	170,510,241	100
Ocean Activities (e.g., swimming in ocean, ocean kayaking)	53.4%	36.4%	39.6%	135
Wildlife Viewing	49.2%	31.6%	34.9%	141
Boating & Swimming (e.g., motorboating, swimming in lakes)	47.8%	14.8%	21.0%	227
Hiking, Climbing & Paddling	37.7%	20.2%	23.5%	161
Games & Individual Sports (e.g., tennis, board games)	32.0%	20.0%	22.2%	144
Hunting	18.7%	2.3%	5.4%	346
Exercising and Jogging	18.2%	13.1%	14.1%	129
Golfing	17.5%	9.1%	10.7%	164
Snowmobiling & ATVing	16.3%	5.0%	7.1%	229
Team Sports (e.g., football, baseball, basketball)	13.5%	6.6%	7.9%	172
Downhill Skiing & Snowboarding	12.3%	7.0%	8.0%	153
Cycling	11.5%	5.1%	6.3%	182
Horseback Riding	11.3%	5.0%	6.2%	183
Sailing and Surfing (e.g., sailing, windsurfing, parasailing)	7.6%	4.1%	4.8%	160
Scuba & Snorkelling	7.6%	3.3%	4.1%	186
Board and Blade (e.g., skateboarding, ice-skating)	7.4%	3.2%	4.0%	184
Motorcycling	5.6%	2.5%	3.1%	184
Cross-country Skiing & Snowshoeing	3.7%	1.4%	1.9%	200
Extreme Air Sports (e.g., parachuting, bungee jumping)	3.1%	1.4%	1.7%	178
Extreme Skiing (e.g., heli-skiing, overnight x-country trips)	0.8%	0.2%	0.3%	252

Outdoor Activities Pursued While Not on Trips

The comparatively high level of activity among those who fish while on trips is also apparent when they are NOT traveling. Thus, in addition to being very likely to fish when not on a trip, most Anglers frequently go on day outings to parks, go swimming, garden at home, and exercise at home or at a fitness club. As well, relative to the average U.S. Pleasure Traveler, Anglers are much more likely to participate in nature-oriented activities when not on trips, including hunting, snowmobiling, ATVing, canoeing and kayaking and camping. This pattern appears to reflect the fact that Anglers are over-represented in Alaska, the West North Central and the Mountain regions of the United States, where they would have ready access to the types of environments required to participate in these activities.

Fig. 10 Outdoor Activities Pursued While NOT on Trips

	Anglers	Non-Anglers	Pleasure Travelers	Index
Size of Market	32,072,450	138,437,791	170,510,241	100
Fishing	78.9%	22.1%	32.8%	241
Day outing to a park	69.5%	61.6%	63.1%	110
Swimming	66.8%	54.1%	56.5%	118
Gardening	60.6%	51.4%	53.1%	114
Exercising at home or at a fitness club	55.4%	56.2%	56.0%	99
Picnicking	54.6%	46.1%	47.7%	114
Camping	49.1%	21.5%	26.7%	184
Hiking	42.8%	30.1%	32.5%	132
Sailing or other boating	39.5%	15.4%	20.0%	198
Cycling	29.6%	21.3%	22.9%	130
Hunting	29.5%	7.7%	11.8%	250
Golfing	25.0%	16.7%	18.3%	137
Riding an all-terrain vehicle (ATV)	22.2%	9.0%	11.5%	193
Jogging	21.9%	19.0%	19.5%	112
Playing team sports	21.0%	14.6%	15.8%	133
Playing racquet sports (e.g., tennis or badminton)	15.6%	12.6%	13.2%	118
Canoeing or kayaking	14.8%	6.2%	7.8%	189
Horseback riding	13.5%	7.4%	8.6%	158
Rollerblading	9.7%	6.8%	7.3%	133
Downhill skiing	8.1%	5.2%	5.7%	141
Ice skating	6.6%	5.2%	5.5%	120
Snowmobiling	6.6%	2.6%	3.3%	198
Snowboarding	4.3%	2.3%	2.7%	161
Cross-country skiing	4.1%	2.1%	2.5%	165
Skateboarding	3.9%	1.8%	2.2%	180

Culture and Entertainment Activities Pursued While on Trips

Anglers were slightly more active in cultural and entertainment activities than the average U.S. Pleasure Traveler. Anglers were especially more likely to have participated in activities with a western or rural theme (e.g., equestrian and western events, agro-tourism), participatory historical activities and aboriginal cultural experiences. They were also more likely than the average U.S. Pleasure Traveler to have attended sporting events while on trips (e.g., amateur tournaments, national and international sporting events, professional sporting events).

Fig. 11 Cultural and Entertainment Activities Pursued While on Trips
(See Appendix Two for a Definition of Each Type of Culture & Entertainment Activity)

	Anglers	Non-Anglers	Pleasure Travelers	Index
Size of Market	32,072,450	138,437,791	170,510,241	100
Casino, Theatre and Comedy Clubs	33.2%	30.1%	30.7%	108
Theme Parks & Exhibits	21.8%	22.0%	22.0%	99
Fine Dining and Spas	20.9%	19.7%	19.9%	105
Fairs and Festivals	20.8%	18.8%	19.2%	109
Rock Concerts and Recreational Dancing	17.9%	12.9%	13.8%	129
Equestrian & Western Events	17.6%	10.8%	12.1%	146
Wine, Beer and Food Tastings	16.8%	14.7%	15.1%	111
Science and Technology Exhibits	16.6%	14.9%	15.2%	110
Historical Sites, Museums & Art Galleries	15.6%	14.5%	14.7%	106
Shopping and Dining	14.4%	16.5%	16.1%	89
Professional Sporting Events	14.3%	10.5%	11.2%	128
Agro-Tourism	14.3%	9.6%	10.5%	136
Garden Theme Attractions	13.4%	10.9%	11.3%	118
Amateur Tournaments	10.3%	6.4%	7.1%	145
Theatre, Film & Musical Festivals	8.6%	6.4%	6.8%	126
High Art Performances	8.5%	7.4%	7.6%	112
Archaeological Digs & Sites	6.3%	4.7%	5.0%	126
Aboriginal Cultural Experiences	5.5%	3.8%	4.2%	131
Participatory Historical Activities	4.8%	3.0%	3.4%	143
National & International Sporting Events	2.4%	1.5%	1.7%	145

Culture and Entertainment Activities Pursued While Not On Trips

Anglers pursued a relatively narrow range of cultural and entertainment activities while NOT traveling during the past two years. However, relative to the average U.S. Pleasure Traveler, Anglers were much more likely to have gone to a rodeo. They also exhibited an above-average interest in overnight stays at a local hotel or B&B, going to bars with live pop or rock bands and attending professional and amateur sporting events. They displayed comparatively little interest in arts performances such as live theatre, the opera, classical music concerts or the ballet. In part, this reflects the fact that high arts cultural activities are primarily located in larger urban centers and Anglers are over-represented in smaller urban and rural areas.

Fig. 12 Cultural and Entertainment Activities Pursued While NOT on Trips

	Anglers	Non-Anglers	Pleasure Travelers	Index
Size of Market	32,072,450	138,437,791	170,510,241	100
Going out to eat in restaurants	92.5%	92.9%	92.8%	100
Going to festivals or fairs	68.2%	64.8%	65.5%	104
Going to zoos or aquariums	49.7%	44.7%	45.6%	109
Going to amateur sporting events	48.5%	37.9%	39.9%	122
Going to historic sites or heritage buildings	41.6%	39.8%	40.1%	104
Going to amusement or theme parks	41.1%	37.4%	38.1%	108
Going to professional sporting events	40.7%	33.5%	34.9%	117
Going to pick-your-own farms or farmers' market	36.0%	30.6%	31.6%	114
Going to museums	35.9%	37.9%	37.5%	96
Going to gamble in casinos	32.0%	27.1%	28.0%	114
Going to bars with live pop or rock bands	29.1%	22.3%	23.6%	123
Going to art galleries or art shows	25.3%	28.3%	27.8%	91
Going to rock music concerts	24.9%	20.5%	21.3%	117
Going to live theatre	24.2%	30.3%	29.2%	83
Going dancing	23.1%	20.3%	20.8%	111
Going to botanical gardens	20.4%	19.9%	20.0%	102
Going to rodeos	14.0%	6.9%	8.2%	171
Going to classical music concerts	13.4%	15.2%	14.9%	90
Staying overnight in a hotel or B&B in own city	13.2%	9.9%	10.6%	125
Going to day spas	10.6%	10.2%	10.3%	103
Going to jazz clubs	7.9%	7.9%	7.9%	100
Going to the ballet	6.3%	7.2%	7.0%	90
Going to operas	4.9%	5.9%	5.7%	85

Accommodations Stayed In While On Trips

Anglers were most likely to have stayed in a public (e.g., national, state, provincial, municipal) campground while on trips during the past two years. Relative to the average U.S. Pleasure Traveler, Anglers were also more likely to have stayed in accommodations in a wilderness setting, including remote or fly-in wilderness lodges or outposts, campsites in a wilderness setting or wilderness lodges accessible by car. Anglers were also more likely to have stayed on a houseboat during the past two years.

Fig. 13 Accommodations Stayed In While on Trips

	Anglers	Non-Anglers	Pleasure Travelers	Index
Size of Market	32,072,450	138,437,791	170,510,241	100
A Public Campground in a National, State, Provincial or Municipal Park	47.2%	30.1%	34.8%	136
Seaside Resort	32.9%	39.5%	37.7%	87
Lakeside / Riverside Resort	32.2%	23.0%	25.6%	126
A Private Campground	27.3%	18.5%	20.9%	131
Ski Resort or Mountain Resort	16.6%	19.1%	18.4%	90
A Camp Site in a Wilderness Setting (Not a Campground)	16.5%	7.0%	9.6%	171
A Motor Home or RV while Traveling or Touring (Not a Camping Trip)	11.8%	7.6%	8.7%	135
Wilderness Lodge You Can Drive to by Car	10.4%	6.0%	7.2%	145
Health Spa	6.0%	6.6%	6.5%	93
Farm or Guest Ranch	5.8%	3.5%	4.1%	141
On a Houseboat	5.0%	2.1%	2.9%	172
Country Inn or Resort with Gourmet Restaurant	4.2%	4.0%	4.1%	104
Remote or Fly-In Wilderness Lodge	3.2%	1.1%	1.7%	191
Remote or Fly-In Wilderness Outpost	2.2%	0.4%	0.9%	239
Cooking School	1.9%	0.9%	1.2%	165
Wine Tasting School	1.3%	0.7%	0.9%	151

Tours and Cruises Taken During Past Two Years

Anglers frequently reported taking tours or cruises while on trips during the past two years. They were most likely to have taken self-guided or organized sameday tours, tours around a city or scenic drives in the country. Relative to the average U.S. Pleasure Traveler, Anglers were more likely to have taken some of the more unusual cruises, including a Great Lakes cruise, a submarine cruise and a St. Lawrence River cruise. They were also more likely to have taken a wilderness tour, an air trip as a pilot or passenger, and a tour to a casino.

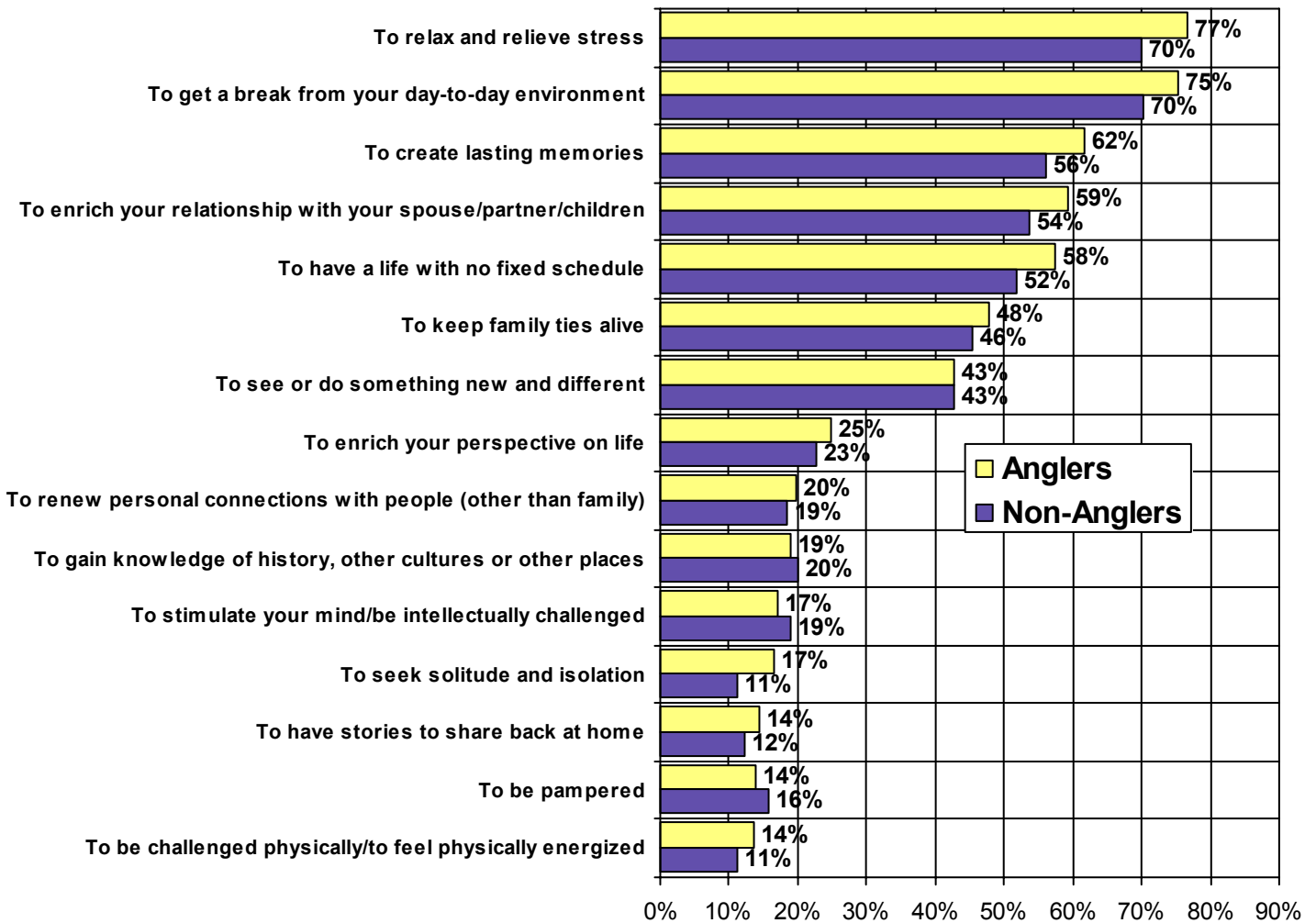
Fig. 14 Tours and Cruises Taken During Past Two Years

	Anglers	Non-Anglers	Pleasure Travelers	Index
Size of Market	32,072,450	138,437,791	170,510,241	100
A self-guided sameday tour while on an overnight trip	23.6%	18.2%	19.2%	123
An organized sameday guided tour while on an overnight trip	18.6%	18.5%	18.5%	101
Around the city	16.5%	15.6%	15.8%	104
Around the country side - scenic drives	16.5%	12.3%	13.1%	126
A self-guided overnight tour where you stayed in different locations	13.3%	9.7%	10.4%	128
Wilderness tour	11.5%	6.5%	7.4%	155
Some other type of tour	10.0%	8.5%	8.8%	114
On the water (sightseeing cruise)	9.6%	7.4%	7.8%	123
Caribbean ocean cruise	9.1%	9.0%	9.0%	101
An organized overnight guided tour where you stayed in different locations	8.1%	7.8%	7.9%	103
An organized overnight guided tour where you stayed in a single location	7.8%	6.5%	6.7%	116
To a casino	6.9%	4.4%	4.9%	142
To a winery	4.6%	3.3%	3.6%	128
Ocean cruise - Other	4.5%	4.9%	4.8%	93
Alaskan ocean cruise	3.0%	2.4%	2.5%	120
Cruise on another lake or river	2.5%	1.9%	2.0%	127
To a factory	2.3%	1.7%	1.8%	128
Some other type of cruise	2.0%	1.6%	1.7%	119
In the air as a pilot or passenger of an airplane or helicopter	2.0%	1.3%	1.4%	143
Great Lakes cruise	0.7%	0.3%	0.4%	176
Cruise on the St. Lawrence River	0.4%	0.3%	0.3%	140
Submarine cruise	0.4%	0.2%	0.2%	144

Benefits Sought While On Vacation

Both Anglers and Non-Anglers seek similar benefits from vacations. Thus, similar to Non-Anglers, Anglers consider it important that a vacation creates lasting memories and enriches family relationships. However, relative to Non-Anglers, Anglers are more likely to consider it important that their vacations allow them to relax and relieve stress, get a break from their day-to-day environment, find solitude and isolation and have no fixed schedule.

Fig. 15 Benefits Sought While on Vacation
(Percent Rating Each Benefit as “Highly Important”)

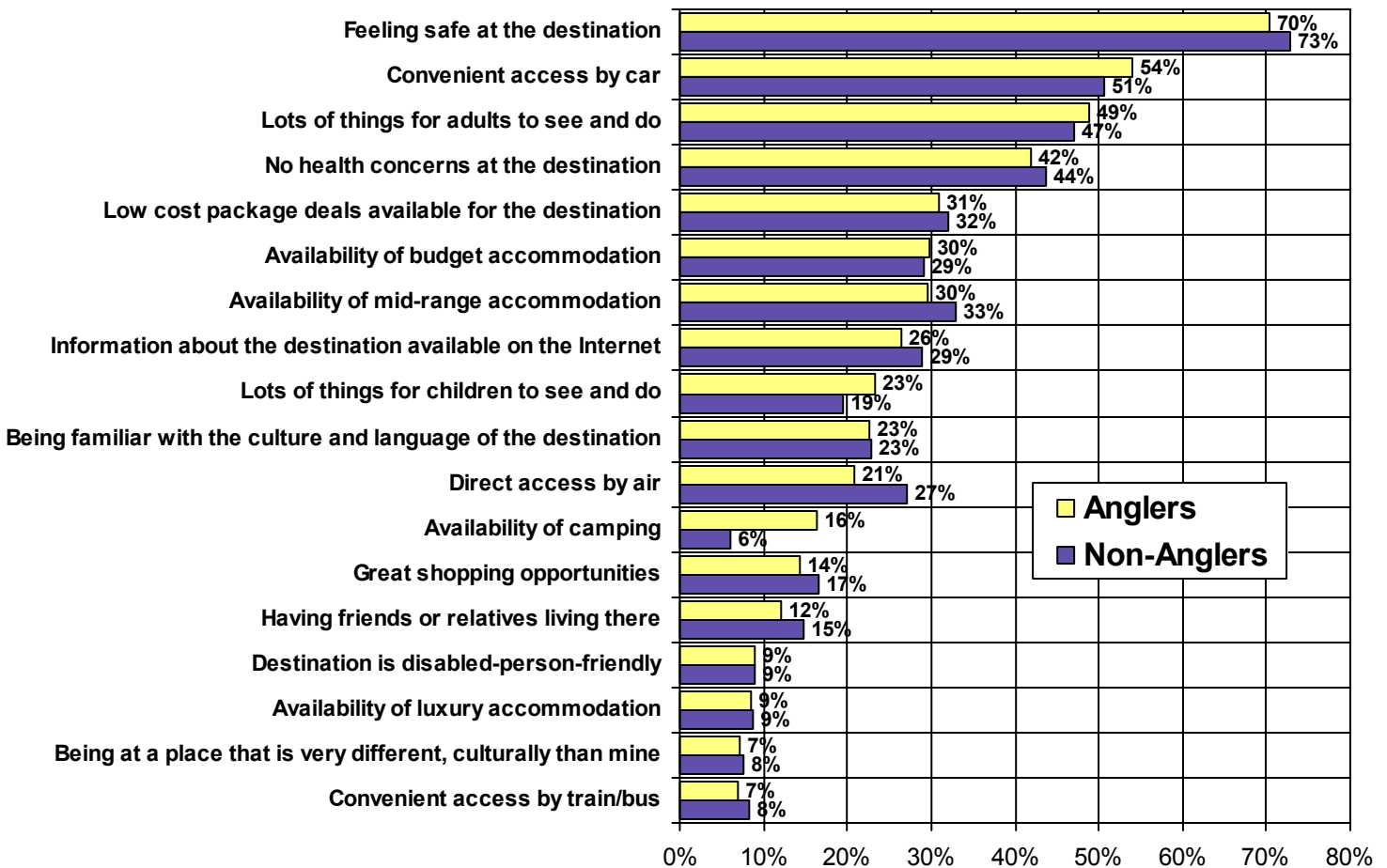


Other Attributes of a Destination Considered Important

The attributes of a destination that are considered highly important by Anglers are similar to those of Non-Anglers. It is important to both Anglers and Non-Anglers that they feel safe at a destination, that there is convenient access by car, that there are lots of things for adults to see and do, and that there are no health concerns.

However, relative to Non-Anglers, Anglers are more likely to consider it highly important that a destination has camping available, and lots of things for children to see and do. They are less likely than Non-Anglers to consider it highly important that the destination offers direct access by air, mid-range accommodations, great shopping opportunities, information on the Internet, or is close to friends and family.

Fig. 16 Importance of Destination Attributes (% Rating Each Attribute as "Highly Important")



How Destinations Are Selected

Respondents were asked a series of questions concerning how they select destinations. Similar to Non-Anglers, the majority of Anglers start with a particular destination in mind. However, Anglers are more likely than the average U.S. Pleasure Traveler, to begin their vacation planning by considering what specific activities they would like to do.

Fig. 17 How Destinations Are Selected (Summer and Winter Vacations)

	Anglers	Non-Anglers	Pleasure Travelers	Index
Size of Market	32,072,450	138,437,791	170,510,241	100
Summer				
Started with a desired destination in mind	57.5%	58.4%	58.2%	99
Started by considering specific activities wanted to do	12.1%	9.3%	9.9%	122
Started with a certain type of vacation experience in mind	18.5%	17.0%	17.3%	107
Looked for packaged deals - no destination in mind	1.0%	1.1%	1.1%	90
Considered something else first	3.5%	4.9%	4.6%	77
Don't know / Other	7.4%	9.3%	8.9%	83
Winter				
Started with a desired destination in mind	58.0%	59.2%	58.9%	98
Started by considering specific activities wanted to do	15.5%	10.2%	11.3%	138
Started with a certain type of vacation experience in mind	14.6%	14.8%	14.8%	99
Looked for packaged deals - no destination in mind	1.7%	1.4%	1.4%	117
Considered something else first	4.0%	5.7%	5.3%	75
Don't know / Other	6.2%	8.8%	8.3%	75

Trip Planning and Information Sources Consulted

Of those who fish, 57.0% participate in the planning of a vacation trip, although this is more likely to be a shared responsibility (20.0%) than is the case for the average U.S. Pleasure Traveler. The most frequently consulted source of information is the Internet, although past experience and the advice of family and friends are also taken into consideration by the majority of Anglers. Compared to the average U.S. Pleasure Traveler, Anglers are more likely to obtain information about travel from trade, travel and sports shows, and television programs and advertising.

Fig. 18 Who Plans Vacations and Information Sources Consulted

		Anglers	Non-Anglers	Pleasure Travelers	Index
Size of Market		32,072,450	138,437,791	170,510,241	100
Who Plans Trips?	Respondent plans trips	37.0%	39.7%	39.2%	95
	Trip planning a shared responsibility	20.0%	17.0%	17.6%	113
	Someone else plans trips	43.0%	43.3%	43.2%	100
Information Sources Consulted	An Internet website	75.9%	76.0%	76.0%	100
	Past experience / Been there before	60.5%	53.0%	54.5%	111
	Advice of others / Word-of-mouth	50.9%	44.0%	45.4%	112
	Maps	36.4%	31.8%	32.7%	111
	Official travel guides or brochures from state / province	24.7%	19.6%	20.6%	120
	Visitor information centres	24.2%	19.5%	20.4%	119
	An auto club such as AAA	22.4%	24.4%	24.0%	93
	Articles in newspapers / magazines	21.2%	17.4%	18.1%	117
	Travel information received in the mail	17.9%	15.3%	15.8%	113
	A travel agent	17.8%	18.9%	18.6%	95
	Advertisements in newspapers / magazines	13.2%	10.3%	10.9%	121
	Travel guide books such as Fodor's	11.3%	12.2%	12.0%	94
	Programs on television	10.1%	6.4%	7.1%	142
	An electronic newsletter or magazine received by e-mail	6.9%	5.8%	6.0%	114
	Advertisements on television	5.6%	3.6%	4.0%	139
Visits to trade, travel or sports shows	5.3%	1.7%	2.4%	219	

Use of the Internet to Plan and Arrange Trips

Most Anglers (70.4%) use the Internet as a trip planning tool. Compared to the typical U.S. Pleasure Traveler, Anglers are slightly more likely to use the Internet to plan trips but slightly less likely to use the Internet to book trips. Anglers are most likely to consult travel planning / booking sites such as Expedia, and hotel and airline sites. Anglers are more likely than the average U.S. Pleasure Traveler to book travel packages (two or more items) using the Internet. Accommodations and air tickets are the components of trips most often purchased over the Internet.

Fig. 19 Use of the Internet to Plan and Book Travel

		Anglers	Non-Anglers	Pleasure Travelers	Index
Size of Market		32,072,450	138,437,791	170,510,241	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	29.6%	31.3%	31.0%	95
	Uses Internet to plan trips only	22.7%	19.5%	20.1%	113
	Uses Internet to book part of trip	47.7%	49.2%	48.9%	97
Types of Websites Consulted	A travel planning / booking website	54.4%	55.9%	55.6%	98
	A website of a hotel or resort	52.5%	53.5%	53.3%	98
	An airline's website	42.9%	46.2%	45.6%	94
	A tourism website of a country / region / city	39.1%	34.2%	35.1%	111
	A website of an attraction	35.2%	32.9%	33.4%	105
	Some other website	28.8%	24.2%	25.1%	115
	A cruise line website	12.4%	12.4%	12.4%	100
	A motorcoach website	1.7%	1.2%	1.3%	128
Parts of Trips Booked Over The Internet	Accommodations	74.4%	71.3%	71.9%	103
	Air tickets	69.2%	70.9%	70.6%	98
	Car rental	40.3%	37.4%	38.0%	106
	Tickets or fees for specific activities or attractions	29.3%	25.7%	26.3%	111
	A package containing two or more items	21.3%	17.0%	17.8%	120
	Tickets for rail, bus or boat/ship fares	13.0%	11.6%	11.9%	109
	Other	3.8%	2.7%	2.9%	130

Media Consumption Habits

The keen interest in outdoor and sports activities among Anglers is also evident in their media preferences. Thus, relative to the average U.S. Pleasure Traveler, Anglers are more likely to read outdoor activities and sports magazines, watch science and nature shows and sports shows on television and visit sports-related websites. Anglers also have an above-average interest in country music and sports radio programming. Anglers are more likely to watch travel-related programming on television than the average U.S. Pleasure Traveler, but exhibit average or below average interest in other travel-related media.

Fig. 20 Media Consumption Habits

		Anglers	Non-Anglers	Pleasure Travelers	Index
Size of Market		32,072,450	138,437,791	170,510,241	100
Newspaper Readership	Reads daily newspaper	59.7%	59.9%	59.9%	100
	Reads weekend edition of newspaper	55.6%	55.5%	55.5%	100
	Reads local neighbourhood or community newspapers	52.8%	48.8%	49.5%	107
	Reads other types of newspapers	14.4%	13.7%	13.9%	104
	Frequently or occasionally reads travel section of daily newspaper	44.7%	42.6%	43.0%	104
	Frequently or occasionally reads travel section of weekend newspaper	51.1%	48.9%	49.3%	104
Types of Magazines Read (Top 5 Indexed)	Outdoor activities / sports	22.3%	8.0%	10.7%	208
	Photography and video	5.0%	3.6%	3.9%	129
	Professional sports	15.9%	11.9%	12.6%	126
	Automobile and cycle magazines	24.9%	18.8%	20.0%	125
	Science and geography	17.1%	13.3%	14.0%	122
Type of Television Programs Watched (Top 5 Indexed)	Science & nature shows	46.4%	34.5%	36.8%	126
	Sports / sports shows	53.5%	43.1%	45.0%	119
	History	50.8%	43.6%	45.0%	113
	Science fiction / Fantasy shows	27.0%	23.2%	24.0%	113
	Travel shows	32.3%	28.2%	28.9%	111
Type of Radio Programs Listened To (Top 5 Indexed)	Country music	42.3%	30.2%	32.4%	130
	All sports	15.0%	11.2%	11.9%	126
	Modern rock / Alternative rock	39.0%	31.5%	32.9%	119
	Oldies (50s, 60s, 70s, 80s)	48.1%	42.8%	43.8%	110
	Multicultural	4.9%	4.7%	4.7%	104
Types of Websites Visited (Top 5 Indexed)	Sites for specific activities or interests	44.3%	29.7%	32.5%	136
	Sports	34.9%	28.8%	30.0%	117
	Weather	62.1%	57.6%	58.5%	106
	House and home	30.3%	28.4%	28.7%	106
	Games	42.3%	40.4%	40.8%	104

Appendix One: U.S. 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	White Water Rafting
	Hiking /Backpacking in Wilderness Setting With Overnight Camping or Lodging	Same Day Hiking Excursion While on a Trip of 1+ Nights
	Ice Climbing	Wilderness Skills Courses
Boating & Swimming	Motorboating	Swimming in Lakes
	Water Skiing	
Ocean Activities	Swimming in Oceans	Snorkelling in Sea /Ocean
	Sunbathing, Sitting on a Beach	Ocean Kayaking or Canoeing
Sailing & Surfing	Sailing	Parasailing
	Wind Surfing	Kite Surfing
Scuba & Snorkelling	Scuba Diving in Lakes /Rivers	Scuba Diving in Sea /Ocean
	Snorkelling 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	Snowshoeing
Extreme Skiing	Heli-Skiing	Cross Country or Back Country as an Overnight Touring Trip
	Ski Jouring	
Hockey, Skating, Rollerblading & Skateboarding	Ice Hockey	In-Line /Rollerblading
	Ice Skating	Skateboarding
Extreme Air Sports	Parachuting	Hot Air Ballooning
	Hang Gliding	Bungee Jumping
Team Sports	Football	Basketball
	Baseball or Softball	Soccer
Games & Individual Sports	Board Games	Badminton
	Volleyball	Tennis
	Beach Volleyball	Mini-Golf
	Bowling	

Appendix Two		
U.S. 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
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	Went to Local Outdoor Cafes
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	Free Outdoor Performances (e.g., Theatre, Concerts) in a Park
	Food /Drink Festivals	Circus
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	Wax Museums
High Art Performances	Classical or Symphony Concert	Ballet or Other Dance Performances
	Opera	Jazz Concert
Professional Sporting Events	Professional Football Games	Professional Golf Tournaments
	Professional Basketball Games	Professional Ice Hockey Games
	Professional Baseball Games	
Theatre, Film & Musical Festivals	Theatre Festivals	International Film Festivals
	Comedy Festivals	Music Festivals
	Literary Festivals or Events	
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)
Casino, Theatre & Comedy Clubs	Stand-Up Comedy Clubs and Other Variety Shows	Live Theatre with Dinner
	Went to a Casino	Live Theatre
Participatory Historical Activities	Historical Re-Enactments (as an Actor)	Interpretive Program at a Historic Site or National /Provincial Park
	Curatorial Tours	
National & International Sporting Events	National /International Sporting Events such as the Olympic Games	Curling Bonspiel
	Professional Figure Skating	Professional Soccer Games

Appendix Two		
U.S. TAMS 2006 Culture and Entertainment Segmentation		
Activity Segment	Activities in Segment	
Gardens Theme Attractions	Garden Theme Park	Botanical Gardens
Rock Concerts & Dancing	Rock & Roll / Popular Music Concert	Recreational Dancing
Archaeological Digs & Sites	Archaeological Digs	Paleontological / Archaeological Sites
Equestrian & Western Events	Equine (Horse) Competitions	Country / Western Music Concerts
	Western Theme Events (e.g., Rodeos)	Auto Races
	Horse Races	
Fine Dining & Spas	High-End Restaurants with an International Reputation	Day Visit to a Health and Wellness Spa while on an Overnight Trip
	Other High-End Restaurants	
Agro-Tourism	Dining At A Farm	Harvesting and /or Other Farm Operations
	Went Fruit Picking at Farms or Open Fields	Entertainment Farms (e.g., Corn Maze, Petting Barnyard)
Amateur Tournaments	Amateur Sports Tournaments and Competitions	Amateur Tournaments and Competitions other than Sports-related