

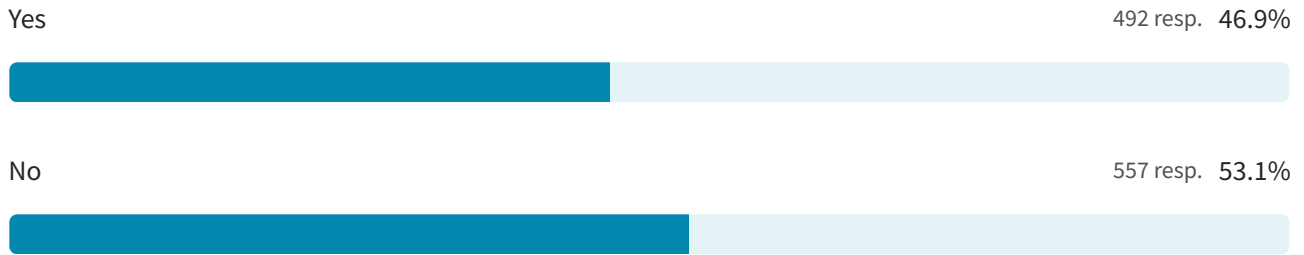
Northern Ontario Travel Intentions Survey - Angling US Border States

1,205 responses



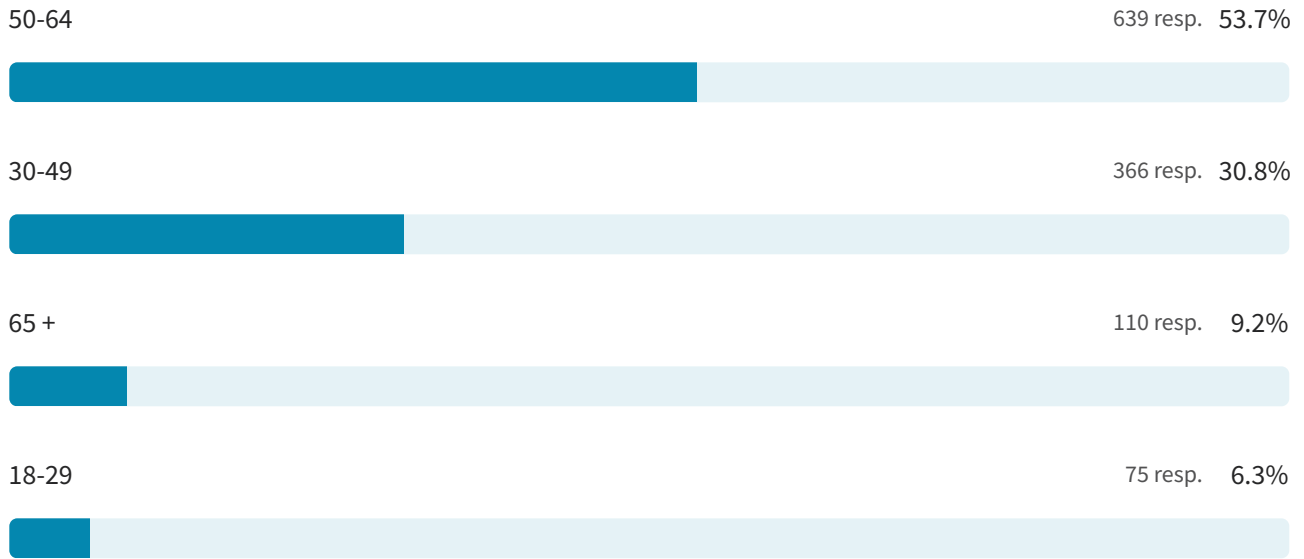
Are you familiar with the boundaries of Northern Ontario?

1049 out of 1205 answered



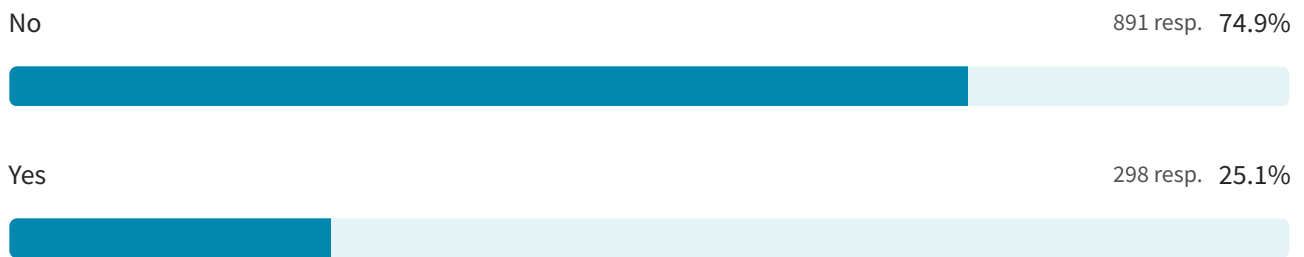
What is your age range?

1190 out of 1205 answered



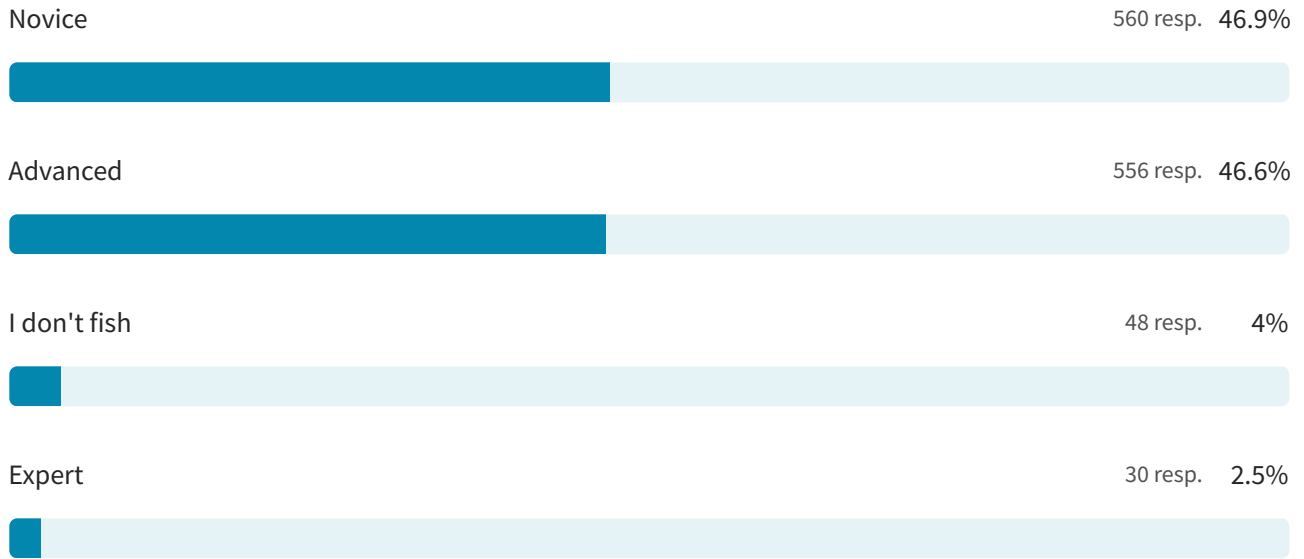
Have you visited Northern Ontario before?

1189 out of 1205 answered



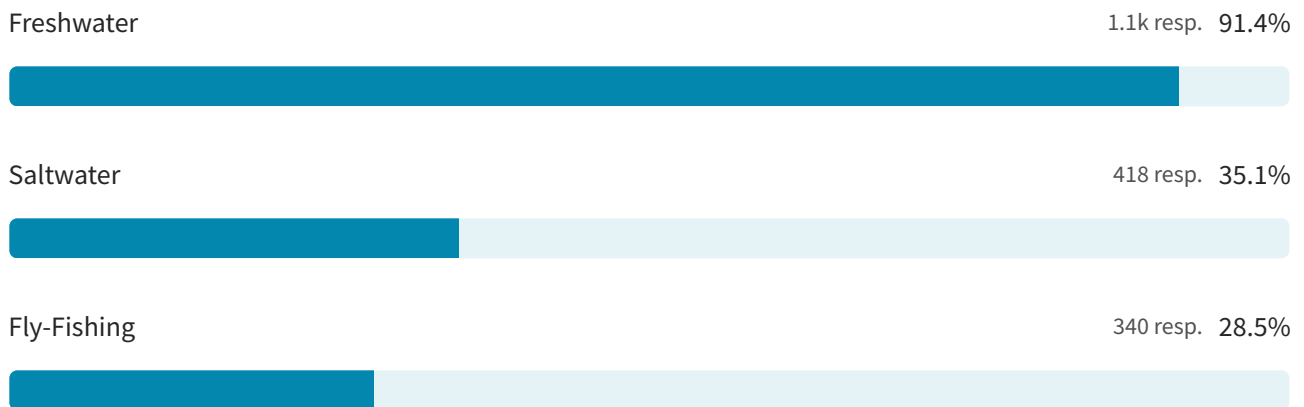
What do you consider your skill level in fishing?

1194 out of 1205 answered



What type of fishing is of interest to you?

1192 out of 1205 answered



Do you own a boat?

1189 out of 1205 answered

Yes 391 resp. 32.9%



No 798 resp. 67.1%



Do you prefer to drive, fly or take the train in to a fishing lodge when vacationing?

1190 out of 1205 answered

Drive-in 892 resp. 75%



Fly-in 226 resp. 19%

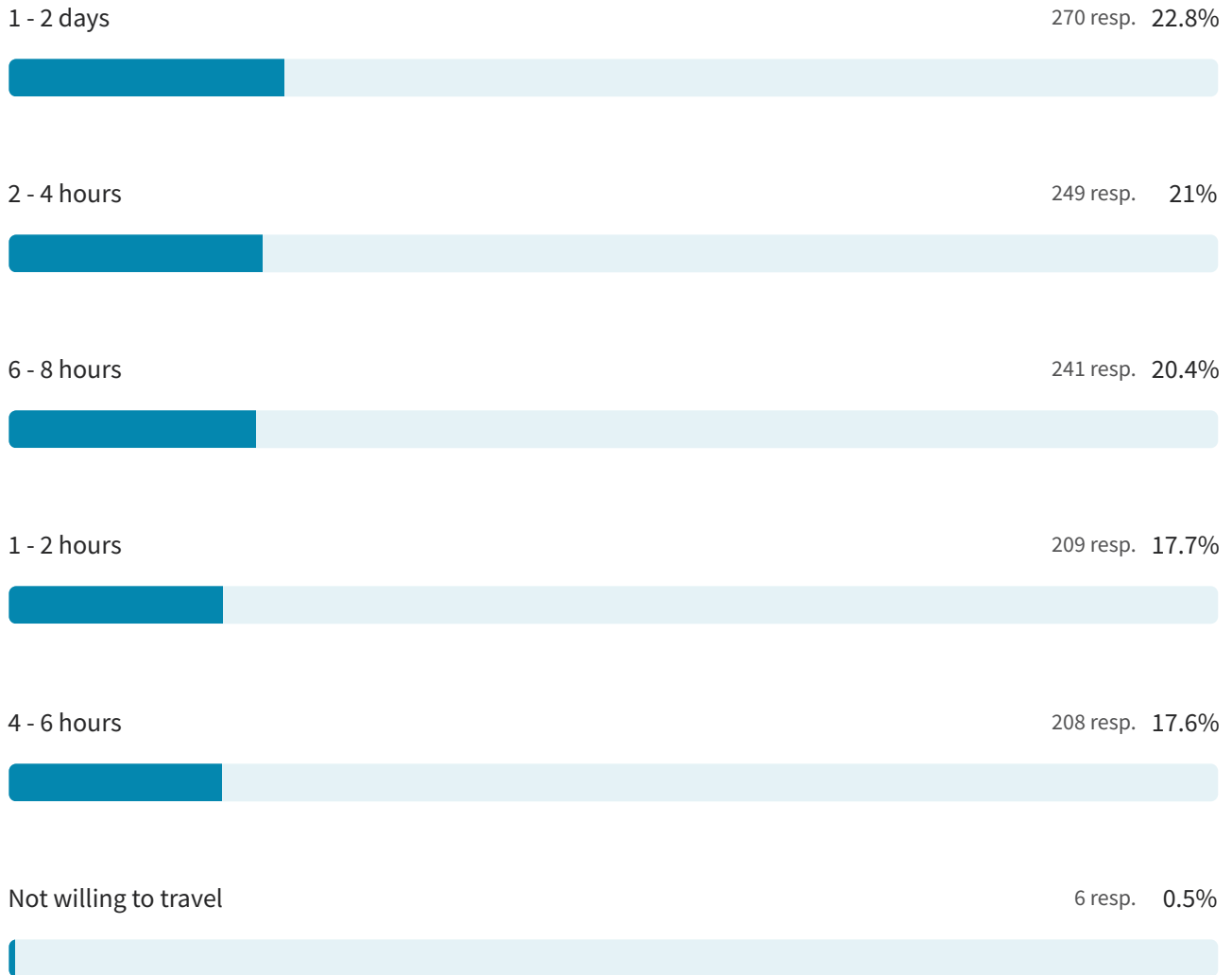


Train 72 resp. 6.1%



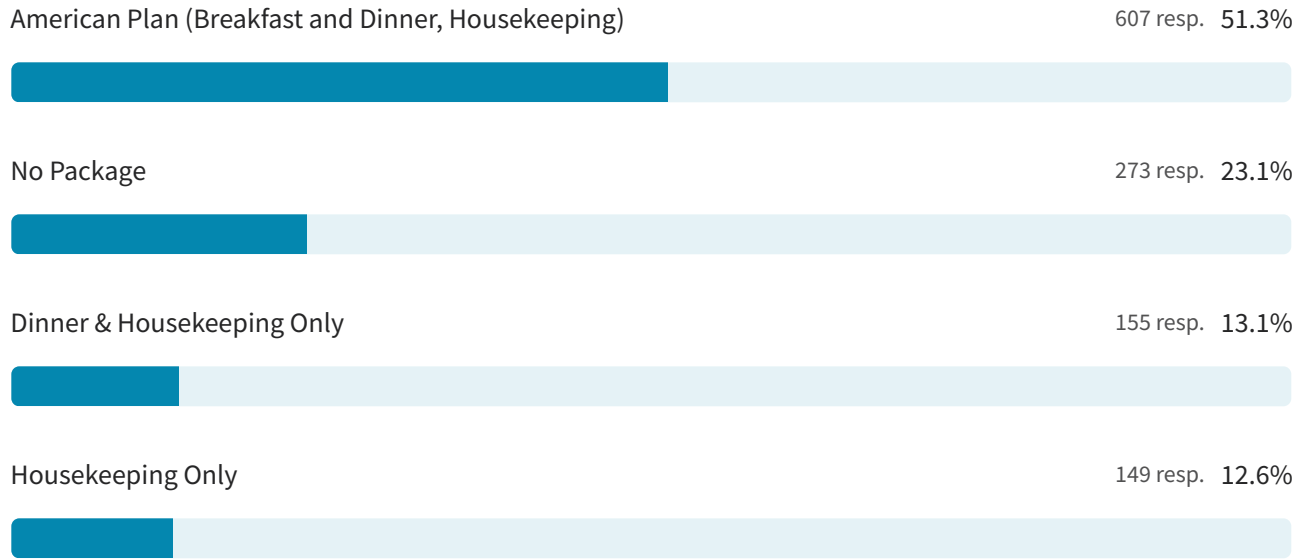
How long are you willing to travel to arrive at your fishing destination?

1183 out of 1205 answered



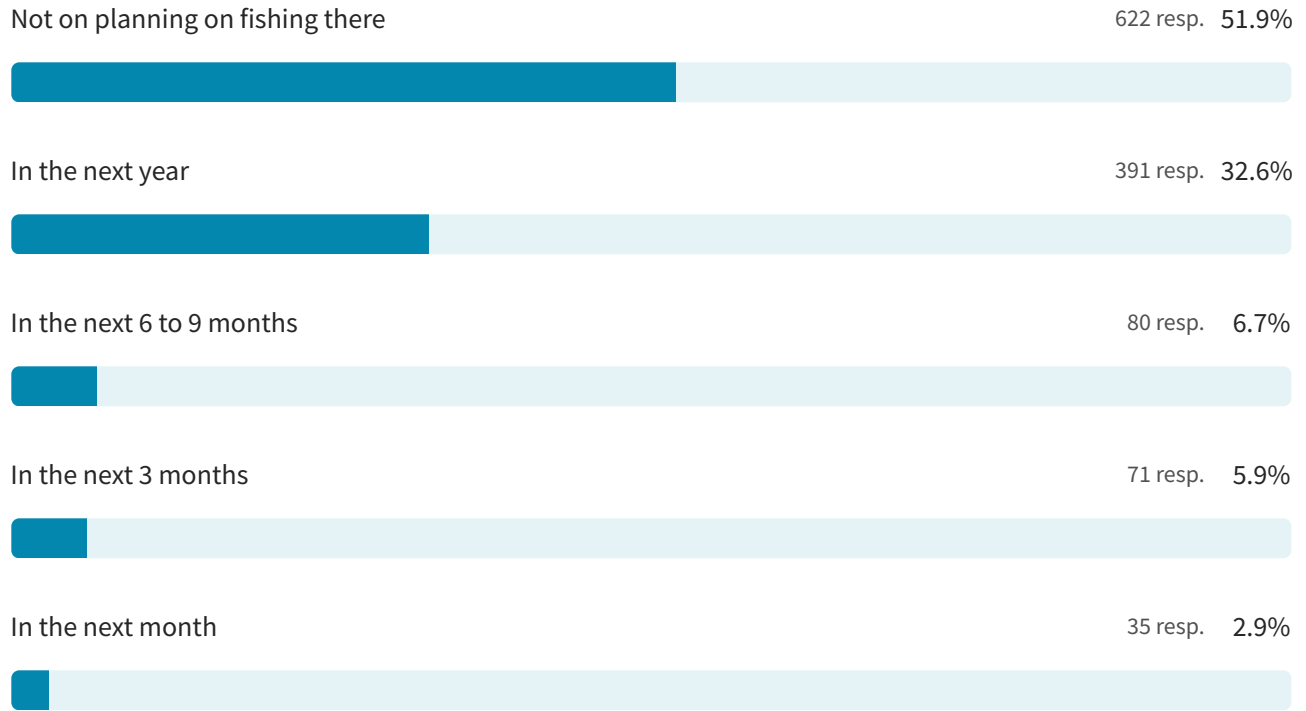
What kind of package do you prefer while on vacation?

1184 out of 1205 answered



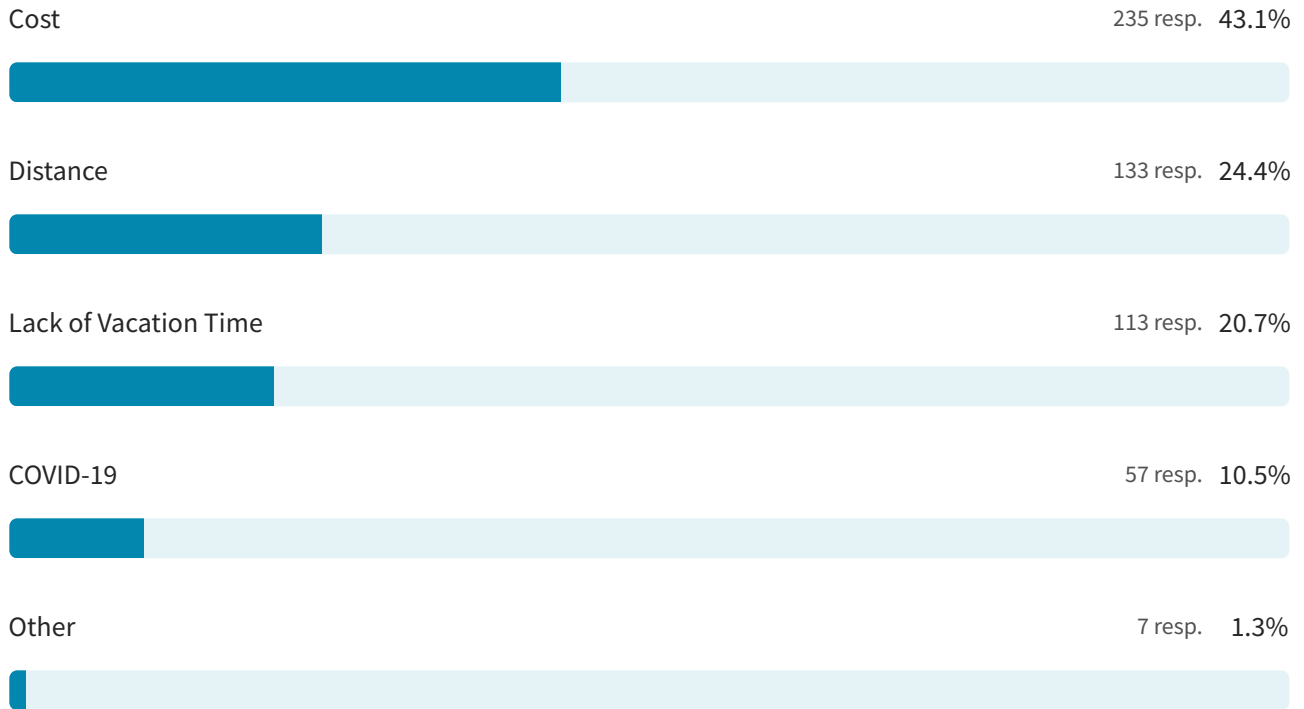
Are you planning on fishing in Northern Ontario in the next 12 months?

1199 out of 1205 answered



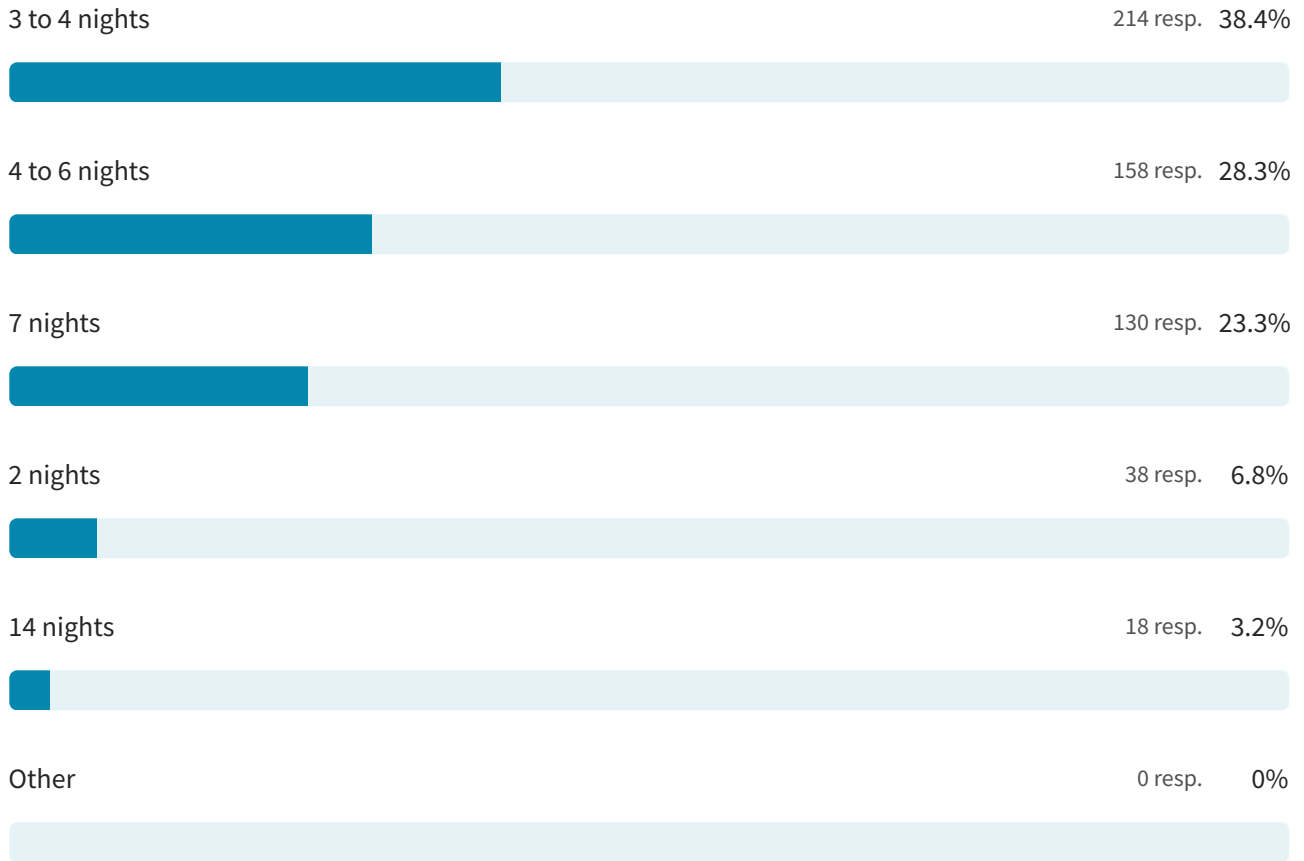
If you're not planning on fishing in Northern Ontario, what influenced your decision?

545 out of 1205 answered



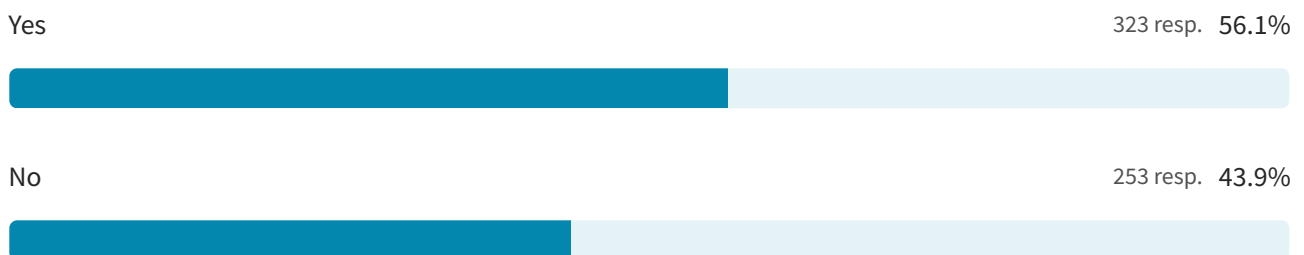
If you're planning on fishing in Northern Ontario in the next 12 months, how long would your trip be?

558 out of 1205 answered



Do you fish in other jurisdictions/areas than Northern Ontario?

576 out of 1205 answered



Are you looking at other jurisdictions for your next fishing trip?

575 out of 1205 answered

Yes 304 resp. 52.9%



No 271 resp. 47.1%



Who is traveling with you?

580 out of 1205 answered

Family 440 resp. 75.9%



Friends 320 resp. 55.2%



Co-workers 25 resp. 4.3%



Neighbours 20 resp. 3.4%



Does your family include children and/or infants?

168 out of 1205 answered

Children (2-12) 162 resp. 96.4%



Infants (Under 2) 17 resp. 10.1%



Besides fishing, what other activities do you travel for?

557 out of 1205 answered

Spending Time with Friends and Family 339 resp. 60.9%



Outdoors Activities: Paddling, Cycling, Hiking 300 resp. 53.9%



Road, Trails and Waterways: Motorcycling, ATVing, RVing, Road Trips, Snowmobiling, and Boating 258 resp. 46.3%



Unique Food and Drink Experiences 226 resp. 40.6%



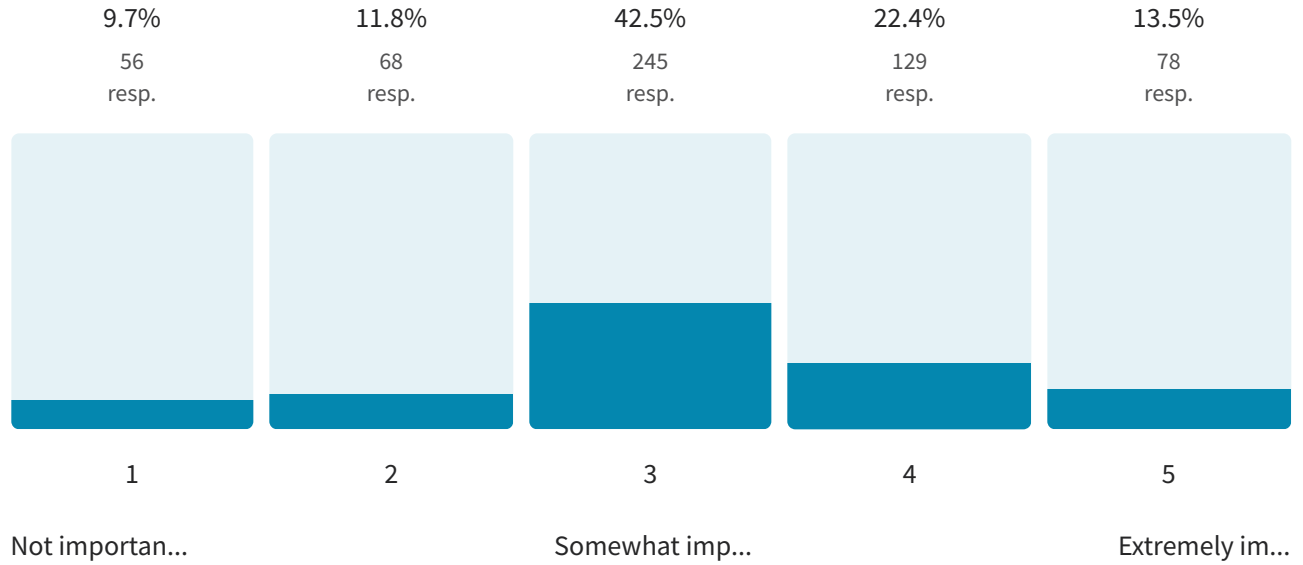
Culture and History: Museums, Attractions, Events, and Galleries 195 resp. 35%



How important is the remoteness of your accommodation when booking a fishing vacation?

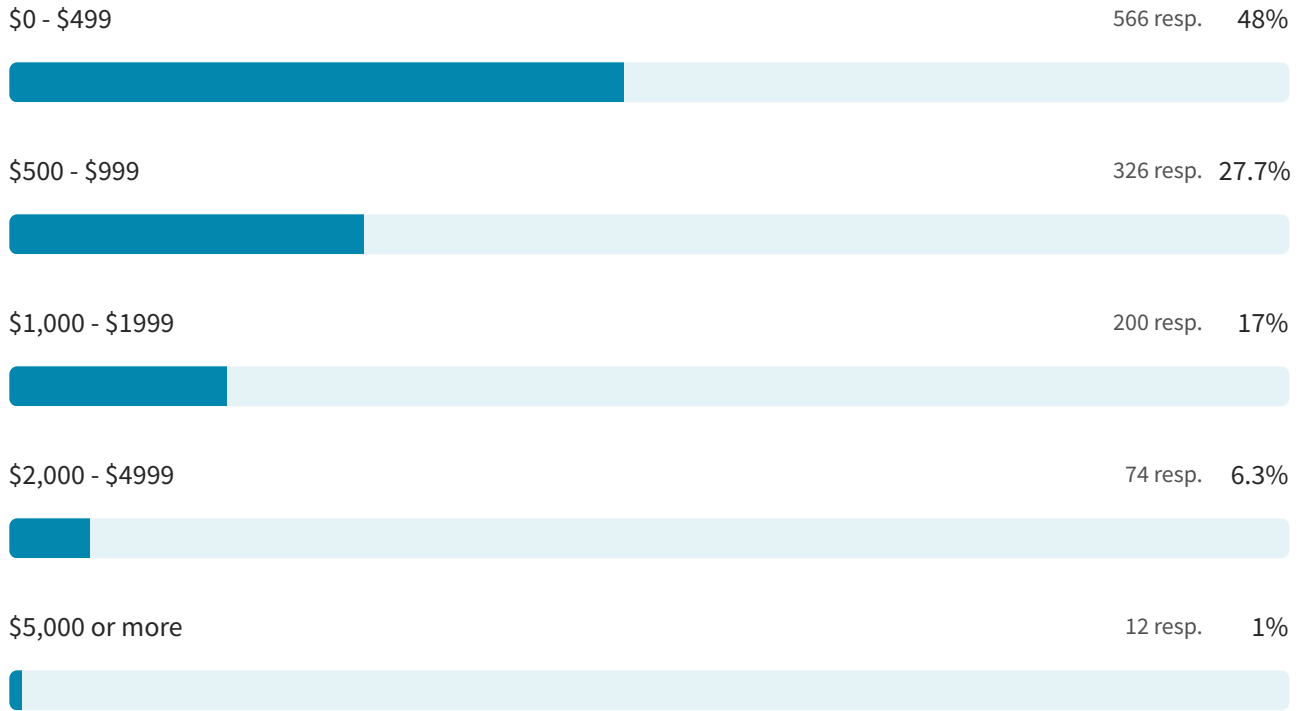
576 out of 1205 answered

3.2 Average rating



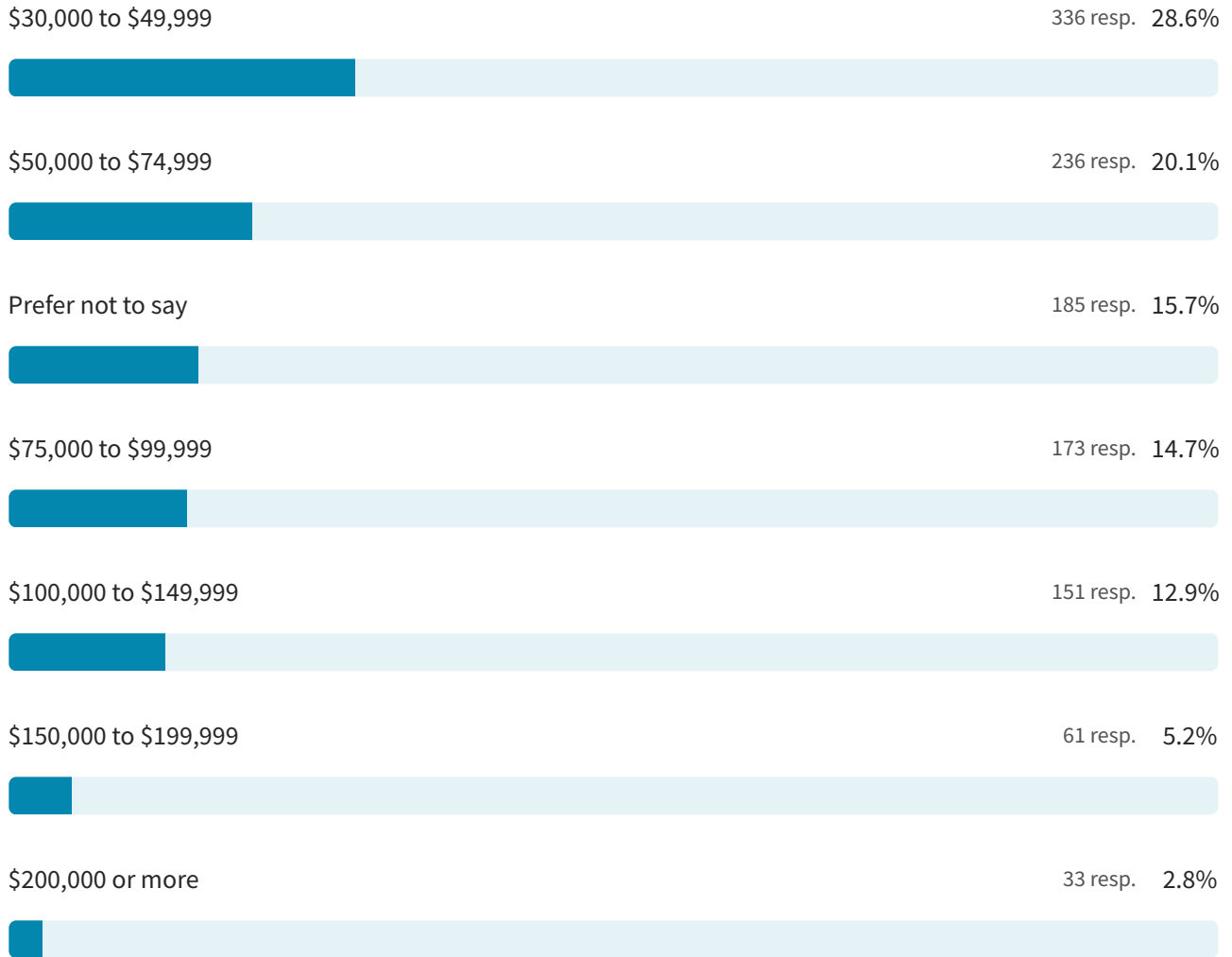
How much do you typically to spend on fishing trips per person, including accommodations?

1178 out of 1205 answered



Which of the following best describes your household's total annual income before taxes?

1175 out of 1205 answered



Has a story on NorthernOntario.Travel ever inspired you to take a trip, attend an event, or purchase a product?
1199 out of 1205 answered

Yes 305 resp. 25.4%

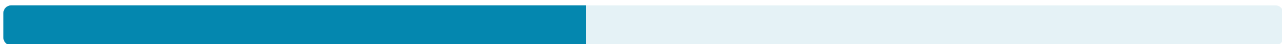


No 894 resp. 74.6%



Do you want to be added to our newsletter mailing list?
1154 out of 1205 answered

Yes 525 resp. 45.5%



No 629 resp. 54.5%

