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BAFFIN AIR SURVEY, 1985

Travel to **Baffin** by non-residents of the **NWT**
via air and the **Frobisher Bay** airport - summer
1985.

Division of Tourism and Parks
Department of Economic Development and Tourism
Yellowknife, NWT
XIA 2P2

and

Department Economic Development and Tourism
Frobisher Bay, NWT
XOA 0H0

Analysis and report by:

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January 1986



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FOREWORD

Background And Purpose

During a nine week period (June 24 to the week of August 19, 1985) Baffin Tourist Region officials conducted a survey of passengers boarding flights exiting the Northwest Territories from Frobisher Bay. The airport at Frobisher Bay is the major origin and destination point for persons visiting the Region.

The purpose of the survey was to identify the characteristics of visitors to the area. Therefore, resident travelers were not interviewed. The general study design and questionnaire used were based on specifications from the 1984 Summer Northwest Territories Travel Survey conducted by Canadian Facts from June 25 to September of 1984 (see Canadian Facts' report RH501, January 1984). Unlike the 1984 survey, no follow-up mail-back questionnaires were distributed to respondents contacted at the airport, only on-site interviews were conducted. Therefore, the results of this study are based solely on responses to the brief personal interview conducted at the airport. (A copy of the questionnaire used is appended.)

Following completion of the data collection, the Economic Development and Tourism Department of the Government of the Northwest Territories commissioned Canadian Facts to edit, code, computer process and analyze the completed questionnaires. To follow is a brief commentary based on the results of the data tabulation.



Method

Baffin Region Tourism staff designed and executed the survey at the **Frobisher** Bay Airport. A total of 20 stints of interviewing were completed. We understand that several factors were taken into account in the design, namely:

- ② Only **regularly** scheduled passenger airline flights were included in the universe. **Nordair** is the only airline serving **Frobisher** Bay in this manner, therefore all persons interviewed were boarding **Nordair** flights.

- ② Only flights destined for points outside of the Northwest Territories were sampled. Therefore, all flights having Montreal, Ottawa or Toronto as their final destination were sampled.

- ② In **selecting** flights to be surveyed, some accounting of the days of the week were taken into consideration in scheduling interviewing.

- ② Only persons who were non-residents of the Northwest Territories were interviewed.

- ② Interviewing was conducted in the period of June **24 to the** week of August 19, 1985.

(Note: See Technical Appendix for details of flights and dates of interviewing).



The completed questionnaires and interviewer tally sheets were provided to Canadian Facts. Each questionnaire was reviewed for completeness, was edited and coded for computer processing. Following the initial computer tabulation of the findings, the data was weighted in order to reflect the universe of flights for the interviewing period. The weighting scheme employed is described in detail in the Technical Appendix. The data was then processed in cross-tabulation form. (See **Detailed** Tables appended to this report).

Results

The results of this study are presented in the form of a single report containing:

- Summary **Analysis** Of Findings
- Technical Appendix
 - Description Of The Sample
 - Description Of The Weighting Scheme
- Detailed Tables
- Appendix - Questionnaire

The analysis of this survey **is** based solely on the information provided to Canadian Facts **by** the Government of the Northwest Territories which includes **all** completed questionnaires, a verbal description of the study and sample design and the relevant Nordair flight schedule.



Canadian Facts had no responsibility in the final design nor the field implementation of the study and therefore cannot confirm the validity of the data which was collected *nor* the manner in which it was collected.

For purposes of analysis it is assumed that the interviewing was conducted in a uniform and consistent manner on the days indicated, according to standard marketing research practices.

Note: It should **be** noted that data obtained from sample populations is subject to a degree of variance. In order not to imply an unwarranted degree of precision, all percentage figures in the Summary have been rounded **to** whole numbers and thus may not always total 100%.

Throughout the Summary circles have been used to denote statistically significant high figures, and squares denote unusually low figures at the 90% confidence level.

Further, percentages derived from "actual" (i.e.: not "weighted") bases of less than **100** should be interpreted with caution while percentages derived from "actual" bases of less than **50** should be regarded with **extreme** caution.

SUMMARY ANALYSIS OF FINDINGS



SUMMARY ANALYSIS OF FINDINGS

Overview

Overall, non-resident visitors to the **Baffin** Region come individually or in pairs, predominantly for business reasons and most often from places of residence in the Provinces of Ontario and Quebec. Just over one-half of these visitors **have** Frobisher Bay as their primary destination. The balance **of** visitors are destined for a wide variety of other **areas**. About one-half of all visitors stay seven nights or less while others usually stay about two weeks, on average.

The **majority** of **visitors** stay at local motels or hotels **in** the **Region**. Just under one-quarter of visitors to the **Baffin** Region stayed one or more nights at the home of friends or relatives and only a fifth of visitors camped, stayed at lodges, or were housed in employer facilities.

Though the total average expenditure per travel party is close to \$1,000, over one-third spent less than **\$250**, about one-fifth spent between \$250 and \$1,000 and one-fifth spent from \$1,000 to \$7,500 while staying in the **Baffin** Region.



Travel Party Size And characteristics

The average travel party to the Region is 2.5 persons, representing 2.4 households. The majority (65%) of travel parties are made up of just one or two people.

About 12% of travel parties are made up of five or more persons. Accordingly, about 12% of travel parties were found to represent five or more households.

These findings indicate that many persons travelling to the Region are traveling independently rather than in family units. This is because of the predominance of business travelers to the area, plus the fact that persons traveling there for vacation or holiday reasons tend to be coming in small groups as well; 89% of travel parties had just one member of a household in their group, 11% were comprised of 2 or 3 persons from the same household.

(See Detailed Tables, Pages 2 And 3)



Primary Trip Purpose

As illustrated below, the majority (64%) of travelers to the Baffin Region are visiting for business reasons, while just 29% of visitors are coming for a vacation in this summer period.

Weighted Base -	<u>Total</u>	<u>Size Of Travel Party:</u>	
	(1,017)	<u>One Person</u>	<u>2 Or More</u>
	%	%	%
<u>Primary Purpose Of Trip:</u>			
Business	64	79	56
Vacation/Holiday	29	12	38
Commuting/Family/Other Reasons	7	10	5

(See Detailed Tables, Page 7)

Place Of Residence And Primary Destination

The vast majority (84%) of travelers to Baffin were from Canada. Corresponding to the principle air routes (and perhaps commercial activity in the area), 39% of visitors came from Ontario and 25% came from Quebec. Other Canadian places of residence for visitors were:

Nova Scotia	5%
British Columbia	4%
Manitoba	4%
Alberta	2%
Martime Provinces	2%



Almost all (94%) the visitors traveling on business came from Canadian Provinces and visitors from Quebec and **Nova Scotia**, in particular, were predominantly business visitors rather than vacationers.

Visitors from the United States comprised 15% of the total and these guests came from a wide variety of States including New York (3?.), Maine (2%), California (1%), Indiana (1%), Maryland, Texas, Massachusetts, Vermont and so forth. Just over 1% of visitors were from England or France.

(See Detailed Tables, Pages 4 To 6).

Destinations **were** split between **Frobisher Bay** and other areas. About 5% of visitors were found to be enroute to the western cities of **Yellowknife** and Fort Smith.

(See Detailed Tables, page 8).

Length Of Stay And Accommodation Used

Overall, visitors stayed an average of 14 nights on their visit to the Northwest Territories; **businesss** travelers stayed an average of some 16 nights while visitors coming for other reasons stayed about 12 nights on average.



The following table illustrates several lengths of stay which correspond to the trip purpose:

Weighted Base -	<u>Total</u>	<u>Trip Purpose:</u>	
	(1,017)	<u>Business</u>	<u>Other</u>
	%	%	%
<u>Length Of Stay In NWT:</u>			
Day Trip Only	6	6	4
1 To 5 Nights	31	35	24
6 To 15 Nights	39	30	57
More Than 15 Nights	22	26	15

(See Detailed Tables, Page 9)

Of the 94% of visitors who stayed at least one night on their trip to the Baffin area, the majority stayed at a motel or hotel at some point in their trip. About one-fifth stayed in private lodges or camps or at a campground. About one-quarter stayed at the homes of friends or relatives.

Persons using the paid form of accommodation (motels and hotels) tended to have shorter stays averaging 7 days versus 10 to 13 days in other forms of accommodation. The exception was with 16% of visitors who stayed at work camps or an employer facility. The average length of stay in these situations was one month.



Visitors traveling for business purposes tended to use motels, hotels and/or employer facilities more than vacationers or those traveling on personal, family business.

(See Detailed Tables, Pages 9 To 16).

Visitor Expenditures

Overall visitors estimated that they and their travel party spent \$871 while visiting the NWT. Persons traveling for business reasons had slightly higher expenditure estimates (\$940) than did those traveling for vacation or other reasons (\$796).

There ~~was~~ no significant difference in the amount spent according to the length of stay in the Territories. One would normally expect expenditures to increase in direct proportion to the number of days away from home. This is likely because those who tended to make **longer** stays in the area were accommodated in package tours to lodges, camps or were housed and fed in company facilities as part of their employment in the area.

(See Detailed Tables, Pages 17 To 20).

A P P E N D I X



TECHNICAL APPENDIX

1. Description Of The Sample

The sample was designed and implemented by the Government of the Northwest Territories. The following table details the dates and flights included in the sample.

<u>Date</u>	<u>Day of Week</u>	<u>Flight #</u>
June 27	Thursday	522
July 3	Wednesday	506
July 10	Wednesday	506
July 12	Friday	504
July 12	Friday	514
July 17	Wednesday	506
July 19	Friday	514
July 19	Friday	504
July 23	Tuesday	512
July 26	Friday	514
July 26	Friday	504
July 29	Monday	510
July 29	Monday	502
August 1	Thursday	522
August 12	Monday	502
August 14	Wednesday	506
August 16	Friday	514
August 16	Friday	504
August 20	Tuesday	512
August 22	Thursday	522



For each flight included in the sample, intercept interviews were conducted with passengers on the flight. Resident or non-resident status was determined and recorded, and a brief intercept interview was conducted with non-residents of the Northwest Territories.

2. Description Of The Weighting Scheme

The data has been weighted according to individual probability of selection within each flight and projected to reflect the total number of flights during the sampling period. Implementation of this weighting scheme is based on the following assumptions:

1. That the sample of flights reflects a random cross-section of flights during the period from June 24 to August 25, 1985.
2. That the non-resident passengers included in the sample are a random sample of non-resident passengers within the flights sampled.



The weights were calculated for each flight as follows:

1. The total number of non-resident passengers on each flight was estimated by:

$$\frac{\text{Non-Resident Interviews}}{\text{Total Intercepts}} \times \text{Total Passengers On The Flight}$$

2. The number of non-residents interviewed on each flight was projected to the total number of non-resident passengers.
3. The flights sampled were projected to the total number of flights scheduled to leave the Frobisher Bay Airport during the survey period.

The table to follow outlines the weighting scheme for each flight.



<u>Date</u>	<u>Flight #</u>	<u>Total Passengers</u>	<u>Residents Intercepted</u>	<u>Non-Residents Interviewed</u>	<u>Projected Non-Residents (Weighted Base)</u>
June 27	522	84	53	3	16
July 3	506	33	15	7	37
July 10	506	37	18	12	53
July 12	504	27	10	4	28
July 12	514	46	30	8	35
July 17	506	62	10	20	148
July 19	514	59	37	15	61
July 19	504	21	9	7	33
July 23	512	36	14	14	64
July 26	514	59	30	14	67
July 26	504	28	8	13	62
July 29	510	41	29	9	35
July 29	502	32	5	13	83
August 1	522	66	52	10	38
August 12	502	8	2	5	20
August 14	506	30	14	12	49
August 16	514	58	18	12	83
August 16	504	9	2	5	23
August 20	512	42	19	6	36
August 22	522	63	50	<u>13</u>	<u>46</u>
			Totals	202	1017

D E T A I L E D T A B L E S



EXPLANATION OF NOTATIONS USED IN THE DETAILED TABLES

* Percent $<$.05

Percent = 0

NOTES: Percentages derived from "actual" bases of less than 100 should be interpreted with caution.

Percentages derived from "actual" bases of less than 50 should be interpreted with extreme caution.

Items listed below any sub-total may not exactly add to the sub-total through computer "rounding" (applies to (1) weighted frequencies where decimal not shown or (2) where percent shown without decimal) .

STANDARD DEVIATION

The Standard Deviation is calculated by taking the square root of the variance around the mean. It is a summary statistic of variation printed below the mean. The Standard Deviation gives an idea of the likely variation around the mean if we are simply considering the mean as a descriptive statistic. When Standard Deviation scores are small relative to the means, means can be taken as good representations of the individual scores.

STANDARD ERROR

The Standard Error is calculated by dividing the Standard Deviation by the square root of the sample size. The Standard Error indicates the likely deviations that can be expected, and therefore the confidence limits.

For example, mean \pm 2 standard errors will include the "true mean" 95% of the time.

RK542 PERSONAL CANADIAN FACTS

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2	2	Q. 2,3, 4 TRAVEL PARTY SIZE AND CHARACTERISTICS	TOTAL PARTIES
4	3	Q. 5 VISITOR PLACE OF RESIDENCE	TOTAL RESPONDENTS
7	4	Q. 6 PRIMARY PURPOSE OF TRIP IN THE N W T.	TOTAL RESPONDENTS
8	3	Q. 7 PRIMARY DESTINATION OF TRIP IN N. W. T.	TOTAL RESPONDENTS
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20	11	Q. 10 GRAND TOTAL SPENT BY COMPANY	TOTAL RESPONDENTS WHO GAVE AMOUNT COMPANY SPENT

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TABLE 2
0, 2, 3, 4 TRAVEL PARTY SIZE AND CHARACTERISTICS
BASE TOTAL PARTIES

	SIZE OF TRAVEL PARTY		TRIP PURPOSE		NUMBER OF NIGHTS STAYED		AMOUNT SPENT	
	ONE	TWO OR MORE	BUSINESS	OTHER	SEVEN NIGHTS OR LESS	EIGHT NIGHTS OR MORE	LESS THAN \$500	\$500 OR MORE
BASE FOR PERCENTAGES-ACTUAL	202	131	132	69	102	97	94	71
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE FOR PERCENTAGES-WEIGHTED	1017	699	669	341	598	491	483	363
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SIZE OF TRAVEL PARTY:	-----							
ONE	362	362	0	288	74	187	189	106
	35.6	100.0	0	43.0	21.7	36.8	38.3	29.3
TWO	309	0	309	174	127	139	139	117
	30.4	0	47.1	26.0	37.4	26.6	27.9	32.2
THREE	150	0	150	74	76	75	61	73
	14.8	0	22.9	11.1	22.3	14.8	12.7	20.2
FOUR	76	0	76	41	35	32	39	23
	7.5	0	11.6	6.2	10.2	6.2	8.0	6.3
FIVE OR MORE	120	0	120	92	29	79	63	44
	11.8	0	18.3	13.7	8.4	15.6	13.1	12.0
*MEAN	2.51	1.00	3.34	2.31	2.91	2.54	2.63	2.39
STANDARD DEVIATION	2.31	*	2.52	1.92	2.91	2.03	2.67	1.29
STANDARD ERROR	.07	*	1.0	.07	.16	.09	.12	.07
NUMBER OF HOUSEHOLDS/ TRAVEL PARTY:	-----							
ONE	445	362	83	313	125	238	215	147
	43.8	100.0	12.7	46.8	36.6	46.9	44.5	40.5
TWO	278	0	278	141	117	106	127	99
	27.4	0	42.5	24.1	34.3	20.8	26.3	27.4
THREE	105	0	105	69	36	53	39	50
	10.3	0	16.0	10.3	10.6	10.5	8.0	13.8
FOUR	69	0	69	34	35	32	39	23
	6.8	0	10.5	5.1	10.2	6.2	8.0	6.3
FIVE OR MORE	120	0	120	92	29	79	63	44
	11.8	0	18.3	13.7	8.4	15.6	13.1	12.0
*MEAN	2.37	1.00	3.12	2.24	2.64	2.40	2.52	2.22
STANDARD DEVIATION	2.34	*	2.62	1.93	2.98	2.08	2.69	1.35
STANDARD ERROR	.07	*	1.0	.07	.16	.09	.12	.07

TABLE 2
Q2, 3, 4 TRAVEL PARTY SIZE AND CHARACTERISTICS
BASE TOTAL PARTIES

	TOTAL	SIZE OF TRAVEL PARTY:		TRIP PURPOSE:		NUMBER OF NIGHTS STAYED:		AMOUNT SPENT:	
		ONE	TWO OR MORE	BUSINESS	OTHER	SEVEN NIGHTS OR LESS	EIGHT NIGHTS OR MORE	LESS THAN \$500	● yoo OR MORE
BASE FOR PERCENTAGES-WEIGHTED	1017 100.0	362 100.0	655 100.0	669 100.0	341 100.0	508 100.0	491 100.0	483 100.0	363 100.0
NUMBER OF HOUSEHOLD MEMBERS TRAVELING:									
ONE	909 89.4	362 100.0	547 83.5	632 94.5	277 81.4	457 89.9	434 88.5	441 91.4	316 87.1
TWO	82 8.1	0 0	82 12.5	25 3.7	50 14.6	37 7.2	45 9.2	32 6.5	38 10.4
THREE	26 2.5	0 0	26 4.0	12 1.9	14 4.0	14 2.8	11 2.3	10 2.0	9 2.5
FOUR	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
FIVE OR MORE	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
● MEAN	1.13	1.00	1.20	1.07	1.23	1.13	1.14	1.11	1.15
STANDARD DEVIATION	.41	●	.49	.33	.50	.41	.41	.37	.43
STANDARD ERROR	.01	●	.02	.01	.03	.02	.02	.02	.02

TABLE 3
BASE FOR PERCENTAGES-WEIGHTED

PLACE OF RESIDENCE	SIZE OF PARTY		TRIP PURPOSE		NUMBER OF NIGHTS STAYED		AMOUNT SPENT	
	ONE	TWO OR MORE	BUSINESS	OTHER	SEVEN OR MORE	ONE TO SIX	LESS THAN \$500	\$500 OR MORE
TOTAL	71	171	132	69	100	97	94	100
BASE FOR PERCENTAGES-ACTUAL	100	100	100	100	100	100	100	100
BASE FOR PERCENTAGES-WEIGHTED	362	65	669	341	58	491	483	33
PLACE OF RESIDENCE	100	100	100	100	100	100	100	100
TOTAL CANADA	849	327	626	216	410	421	378	309
BRITISH COLUMBIA	36	20	32	4	18	19	8	17
ALBERTA	20	12	16	4	8	12	12	4
SASKATCHEWAN	4	0	0	4	0	4	0	4
MANITOBA	41	18	41	0	22	18	9	23
ONTARIO	392	151	239	153	139	243	164	162
QUEBEC	257	103	218	39	149	97	117	100
MARITIME PROVINCES	21	7	21	0	21	0	21	0
NOVA SCOTIA	25	4	51	4	41	14	22	0
NEW FOUNDLAND	5	0	0	1.1	8.1	2.8	4.6	0
GREENLAND	11	4	0	0	0	1.0	1.0	0
YUKON	7	7	1.0	0	0	0	2.4	0

CANADIAN FACTS

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TABLE 3
 VISITOR PLACE OF RESIDENCE
 BASE TOTAL RESPONDENTS

	SIZE OF PARTY:		TRIP PURPOSE:		NUMBER OF NIGHTS STAYED:		AMOUNT SPENT:	
	ONE	TWO OR MORE	BUSINESS	OTHER	SEVEN OR LESS	EIGHT OR MORE	LESS THAN \$500	\$500 OR MORE
BASE FOR PERCENTAGES-WEIGHTED	362	655	669	341	508	491	435	363
	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0
TOTAL U.S.	34	120	39	116	93	61	100	45
	15.2	8.3	5.8	33.7	8.4	12.4	20.8	12.1
ARIZONA	5	0	0	5	0	5	0	5
	1.3	0	0	1.4	0	1.0	0	1.3
CALIFORNIA	8	5	10	4	9	5	9	0
	2.3	8	5	1.1	1.8	7	1.9	0
	1.3	0	0	1.4	0	5	1.0	0
	1.3	0	0	1.4	0	1.0	1.0	0
CONNECTICUT	4	0	0	4	0	4	4	0
	1.1	0	0	1.1	0	8	8	0
FLORIDA	0	4	0	4	4	0	4	0
	0	6	0	1.2	8	0	8	0
INDIANAPOLIS	0	14	5	9	9	5	5	4
	0	2.1	7	2.6	1.7	1.0	1.0	1.2
KANSAS	0	5	0	5	5	0	0	5
	0	7	0	1.4	9	0	0	1.3
LOUISIANA	0	5	0	5	5	0	5	0
	0	8	0	1.6	1.0	0	1.1	0

TABLE 3
0 5 VISITOR PLACE OF RESIDENCE
BASE TOT&L RESPONDENTS

	TOTAL	SIZE OF TRAVEL PARTY:		TRIP PURPOSE:		NUMBER OF NIGHTS STAYED:		AMOUNT SPENT:	
		ONE	TWO OR MORE	BUSINESS	OTHER	SEVEN NIGHTS OR LESS	EIGHT NIGHTS OR MORE	LESS THAN \$900	\$500 OR MORE
BASE FOR PERCENTAGES-WEIGHTED	1017 100.0	342 100.0	693 100.0	669 100.0	341 100.0	508 100.0	491 100.0	483 100.0	363 100.0
MAINE	22 2.2	0 0	22 3.4	0 0	22 6.5	22 4.4	0 0	15 3.1	7 2.0
MARYLAND	9 .9	0 0	9 1.3	9 1.3	0 0	9 1.7	0 0	9 1.8	0 0
MASSACHUSETTS	9 .9	5 1.5	4 .5	0 0	9 2.6	5 1.0	4 .7	5 1.1	4 1.0
NEW YORK	28 2.8	0 0	28 4.3	0 0	28 8.3	4 .9	24 4.8	13 2.6	15 4.2
OHIO	5 .5	0 0	5 .7	9 .7	0 0	0 0	5 1.0	5 1.0	0 0
TEXAS	9 .9	0 0	9 1.4	0 0	9 2.6	9 1.7	0 0	4 .8	5 1.3
VERMONT	7 .7	7 2.0	0 0	0 0	7 2.2	7 1.5	0 0	7 1.5	0 0
UNSPECIFIED U. S. A.	10 1.0	0 0	10 1.6	10 1.6	0 0	4 .9	6 1.2	10 2.2	0 0
OUTSIDE CANADA AND U. S. A.	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
ENGLAND	5 .4	0 0	5 .7	5 .7	0 0	5 .9	0 0	5 .9	0 0
FRANCE	9 .9	0 0	9 1.3	0 0	9 2.6	0 0	9 1.8	0 0	9 2.4

PERSONAL CANADIAN FACTS

TABLE 4
 OF PRIMARY PURPOSE OF TRIP IN THE N.W.T.
 BASE TOTAL RESPONDENTS

	SIZE OF PARTY		TRIP PURPOSE		NUMBER OF NIGHTS STAYED: SEVEN OR LESS OR MORE	AMOUNT SPENT: LESS THAN \$500 OR MORE
	ONE	TWO OR MORE	BUSINESS	OTHER		
BASIS FOR PERCENTAGES-ACTUAL	202	171	132	69	102	71
	100.0	100.0	100.0	100.0	100.0	100.0
BASIS FOR PERCENTAGES-WEIGHTED	1017	633	669	341	503	363
	100.0	100.0	100.0	100.0	100.0	100.0
PRIMARY PURPOSE OF TRIP IN THE N.W.T.						
VACATION/HOLIDAY	293	248	0	293	154	158
	28.8	37.9	0	85.9	30.3	43.5
BUSINESS	649	365	649	0	329	176
	63.8	53.7	97.0	0	64.7	48.5
COMMUTING TO WORK	20	16	20	0	8	9
	2.0	2.5	3.0	0	1.6	2.4
PERSONAL/FAMILY AFFAIRS	15	10	0	15	5	5
	1.5	1.5	0	4.4	1.0	1.3
OT-EX	33	9	0	33	4	16
	3.3	1.3	0	9.7	1.9	4.3
NOT STATED	7	7	0	0	7	0
	.7	1.1	0	0	1.5	0

TABLE 5
Q 7 PRIMARY DESTINATION OF TRIP IN N W T
BASE TOTAL RESPONDENTS

	SIZE OF TRAVEL PARTY			TRIP PURPOSE		NUMBER OF NIGHTS STAYED		AMOUNT SPENT	
	TOTAL	ONE	TWO OR MORE	BUSINESS	OTHER	SEVEN NIGHTS OR LESS	EIGHT NIGHTS OR MORE	LESS THAN \$200	\$200 OR MORE
BASE FOR PERCENTAGES-ACTUAL	202 100 0	71 100 0	131 100 0	132 100 0	69 100 0	102 100 0	97 100 0	94 100 0	71 100 0
BASE FOR PERCENTAGES-WEIGHTED	1017 100 0	362 100 0	655 100 0	669 100 0	341 100 0	508 100 0	491 100 0	483 100 0	363 100 0
PRIMARY DESTINATION OF TRIP IN N W T									
YELLOWKNIFE	9 4 3	5 1 3	4 7 3	0 0	9 2 7	0 0	9 1 9	4 9	5 1 3
FT SMITH	43 4 3	26 7 3	17 2 6	26 3 9	18 5 2	21 4 2	22 4 9	39 8 0	5 1 3
FROBISHER BAY	462 45 4	191 52 5	271 41 3	345 51 5	117 34 5	313 61 5	142 21 0	240 49 6	141 38 0
OTHER	492 48 4	135 37 4	356 54 4	288 43 0	196 37 7	174 34 3	314 63 9	200 41 5	212 58 5
NOT STATED	11 1 1	4 1 1	7 1 1	11 1 6	0 0	0 0	4 8	0 0	0 0

RK542 PERSONAL C AND IN FACTS

TABLE 6
G. B. TOTAL NUMBER OF NIGHTS SPENT IN N.W.T.
BASE TOTAL RESPONDENTS

	SIZE OF TRAVEL PARTY		TRIP PURPOSE		NUMBER OF NIGHTS STAYED SEVEN NIGHTS OR LESS OR MORE	AMOUNT SPENT:	
	ONE	TWO OR MORE	BUSINESS	OTHER		LESS THAN \$500	\$500 OR MORE
BASE FOR PERCENTAGES--ACTUAL	202 100.0	13 100.0	132 100.0	67 100.0	102 100.0	94 100.0	21 100.0
BASE FOR PERCENTAGES--WEIGHTED	1017 100.0	362 100.0	669 100.0	341 100.0	508 100.0	483 100.0	403 100.0
TOTAL NUMBER OF NIGHTS SPENT IN N.W.T.:							
DAILY ONLY	60 5.9	8 2.3	52 7.9	12 3.6	60 11.8	60 12.4	0 0
1 NIGHT	88 8.6	34 9.4	54 8.2	25 7.2	88 17.3	57 11.8	24 6.5
2 NIGHTS	53 5.2	21 5.9	31 4.8	17 4.9	53 10.4	21 4.3	20 5.5
3 TO 5 NIGHTS	175 17.3	88 24.4	88 13.4	41 12.2	175 34.7	51 10.6	72 19.9
6 TO 10 NIGHTS	281 27.7	61 17.0	220 33.6	171 50.2	132 25.9	131 27.0	117 32.2
11 TO 15 NIGHTS	117 11.5	32 8.7	85 13.0	25 7.3	0	60 12.5	53 14.5
16 TO 20 NIGHTS	29 2.8	19 5.2	10 1.5	4 1.2	0	6 1.2	17 4.8
21 TO 30 NIGHTS	85 8.3	38 10.6	46 7.1	30 8.9	0	38 8.0	34 9.5
31 TO 60 NIGHTS	55 5.4	39 10.7	17 2.5	4 1.1	0	30 6.3	11 3.1
61 TO 95 NIGHTS	44 4.3	11 2.9	34 5.1	12 3.5	0	13 2.7	15 4.0
OVER 95 NIGHTS	11 1.1	0	11 1.7	0	0	4 .9	0
REFUSED/NOT STATED	18 1.8	11 3.0	7 1.1	0	0	11 2.3	0
*MEAN	14.20	15.80	13.27	15.59	11.67	23.85	14.05
STANDARD DEVIATION	7.74	19.14	16.82	8.91	15.09	20.32	17.42
STANDARD ERROR	5	1.03	70	77	83	86	85

*MEAN EXCLUDES DAILY ONLY "REFUSED/NOT STATED" AND OVER 95 NIGHTS RESPONSES

RK542 PERSONAL CANADIAN FACTS

TABLE 7
 0.9 NUMBER OF NIGHTS SPENT IN N.W.T. N SP=FC F = ACCOMMODATIONS
 BASE TOTAL RESPONDENTS

	SIZE OF PARTY		TRAVEL		TRIP PURPOSE		NUMBER OF NIGHTS STAYED		AMOUNT SPENT	
	TOTAL	ONE	ONE OR MORE	BUSINESS	OTHER	SEVEN NIGHTS OR LESS	EIGHT OR MORE	LESS THAN \$500	\$500 OR MORE	
BASE FOR PERCENTAGES-ACTUAL	202 100.0	7 100.0	131 100.0	132 100.0	69 100.0	102 100.0	97 100.0	94 100.0	71 100.0	
BASE FOR PERCENTAGES-WEIGHTED	1017 100.0	162 100.0	653 100.0	669 100.0	341 100.0	58 100.0	36 100.0	483 100.0	36 100.0	
HOMES OF FRIENDS:										
NONE	775 76.2	277 76.7	497 75.9	539 80.5	236 69.3	372 73.2	403 82.1	316 65.4	305 84.2	
DAY ONLY	67 6.6	32 3.2	55 8.4	47 7.1	12 3.6	60 11.8	7 1.4	63 13.1	0 0	
1 NIGHT	17 1.6	7 2.0	9 1.4	7 1.1	9 2.7	17 3.3	0 0	12 2.5	5 1.3	
2 N NIGHTS	24 2.4	11 3.2	13 1.9	17 2.5	7 2.1	24 4.8	0 0	17 3.5	2 0.5	
3 TO 5 NIGHTS	19 1.8	4 1.1	14 2.2	0 0	19 5.5	19 3.7	0 0	14 2.9	5 1.3	
6 TO 10 NIGHTS	42 4.1	19 5.3	23 3.3	7 1.1	35 10.2	13 2.6	29 5.9	22 4.6	20 5.3	
11 TO 15 NIGHTS	13 1.3	4 1.1	10 1.5	0 0	13 3.9	0 0	13 2.7	5 1.0	9 2.4	
16 TO 20 NIGHTS	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	
21 TO 30 NIGHTS	16 1.6	12 3.3	4 0.7	7 1.0	9 2.7	0 0	16 3.3	11 2.4	5 1.3	
31 TO 60 NIGHTS	11 1.1	4 1.1	7 1.1	11 1.6	0 0	0 0	11 2.2	4 .8	0 0	
61 TO 95 NIGHTS	7 .7	0 0	7 1.1	7 1.1	0 0	0 0	7 1.4	4 .7	4 1.0	
OVER 95 NIGHTS	4 .4	0 0	4 .7	4 .7	0 0	0 0	4 .9	4 .9	0 0	
REFUSED/NOT STATED	22 2.2	11 3.0	11 1.7	22 3.3	0 0	4 .8	0 0	11 2.3	4 1.1	
*MEAN	12.69	11.44	13.57	20.98	7.60	2.96	21.88	11.05	11.77	
STANDARD DEVIATION	15.77	11.90	18.02	22.23	5.74	1.81	17.53	14.96	14.90	
STANDARD ERROR	29	1.52	1.93	2.95	60	21	2.00	1.59	2.04	

*MEAN EXCLUDES NONE "DAY ONLY", "REFUSED/NOT STATED" AND "OVER 95 NIGHTS" RESPONSES

RK542 PERSONAL CANADIAN FACTS

TABLE 7
 OF NUMBER OF NIGHTS SPENT IN N.W.T. IN SPECIFIC ACCOMMODATIONS
 BASE TOTAL RESPONDENTS

	SIZE OF TRIP/LEVEL PART V		TRIP PURPOSE		NUMBER OF NIGHTS STAYED		AMOUNT SPENT	
	ONE	TWO OR MORE	USIN-NESS	OTR	SEVEN OR LESS	EIGHT OR MORE	LESS THAN \$500	\$500 OR MORE
BASE FOR PERCENTAGES-WERE OBTAINED	1017	162	667	11	508	491	33	163
MOTEL/HOTEL:	00.0	00.0	00.0	00.0	00.0	00.0	00.0	100.0
NONE								
DAY ONLY	445	184	249	196	191	254	263	113
	43.8	20.8	37.3	57.5	37.6	51.8	54.6	31.1
1 NIGHT	70	12	51	12	60	11	63	0
	6.9	3.2	7.6	3.6	11.8	2.2	13.1	0
2 NIGHTS	129	33	86	39	88	37	70	44
	12.3	31	12.9	11.4	17.2	7.6	14.4	12.1
3 TO 5 NIGHTS	81	1	31	50	50	30	20	53
	7.9	27	4.6	14.6	9.9	6.1	4.1	14.7
6 TO 10 NIGHTS	161	59	118	44	102	59	9	112
	15.9	6.3	17.6	12.9	20.1	12.1	1.9	30.9
11 TO 15 NIGHTS	36	18	36	0	3	23	15	0
	3.5	5.0	5.3	0	2.6	4.6	3.1	0
16 TO 20 NIGHTS	42	8	42	0	0	42	21	17
	4.1	2.3	6.3	0	0	8.5	4.3	4.8
21 TO 30 NIGHTS	6	0	6	0	0	6	6	0
	.6	0	.9	0	0	1.2	1.2	0
31 TO 60 NIGHTS	4	4	4	0	0	4	0	4
	.4	1.2	.7	0	0	.9	0	1.2
61 TO 95 NIGHTS	20	12	20	0	0	20	4	11
	2.0	3.3	3.1	0	0	4.2	.9	3.1
OVER 95 NIGHTS	4	0	4	0	0	4	0	4
	.4	0	.6	0	0	.8	0	1.1
REFUSED/NOT STATED	0	0	0	0	0	0	0	0
*MEAN	22	11	22	0	4	0	11	4
	2.2	3.0	3.3	0	.8	0	2.3	1.1
STANDARD DEVIATION	6.51	7.19	8.07	2.41	2.67	10.81	5.78	6.97
STANDARD ERROR	10.50	10.24	11.95	1.33	1.63	14.00	7.64	12.43
	.48	.82	.64	.12	.10	.93	.63	.79

*MEAN EXCLUDES "NONE", "REFUSED/NOT STATED" AND "OVER 95 NIGHTS" RESPONSES

RK342 PERSONAL CANADIAN FACTS

TABLE 7
 G 9 NUMBER OF NIGHTS SPENT IN N. W. T. IN SPECIFIC ACCOMMODATIONS
 BASE TOTAL RESPONDENTS

	SIZE OF TRAVEL PARTY:		TRIP PURPOSE:		NUMBER OF NIGHTS STAYED: SEVEN NIGHTS OR LESS	NUMBER OF NIGHTS STAYED: EIGHT NIGHTS OR MORE	AMOUNT SPENT:	
	ONE	TWO OR MORE	BUSINESS	OTHER			LESS THAN \$500	\$500 OR MORE
BASE FOR PERCENTAGES: WEIGHTED	1017	362	673	341	508	491	483	363
LODGES AND CAMPS:	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NONE	822	303	519	301	376	426	376	294
DAY ONLY	80.8	83.8	79.2	83.8	77.9	86.8	77.8	81.1
1 NIGHT	70	12	59	51	60	11	63	0
	6.9	3.2	9.0	7.6	11.8	2.2	13.1	0
2 NIGHTS	22	4	18	5	18	4	4	18
	2.2	1.1	2.8	1.7	3.6	.8	.8	5.1
3 TO 5 NIGHTS	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0
6 TO 10 NIGHTS	26	0	26	7	5	22	5	22
	2.6	0	4.0	1.1	7.9	4.3	7.9	6.0
11 TO 15 NIGHTS	41	20	22	11	26	16	17	24
	4.1	5.4	3.3	1.6	5.0	3.2	3.5	6.7
16 TO 20 NIGHTS	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0
21 TO 30 NIGHTS	5	5	0	5	0	5	0	0
	.5	1.5	0	.8	0	1.1	0	0
31 TO 60 NIGHTS	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0
61 TO 95 NIGHTS	7	7	0	7	0	7	7	0
	.7	2.0	0	1.1	0	1.5	1.5	0
OVER 95 NIGHTS	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0
REFUSED/NOT STATED	22	11	11	22	4	0	11	4
	2.2	3.0	1.7	3.3	.8	0	2.3	1.1
*MEAN	9.10	18.53	3.98	18.01	3.84	13.75	17.22	4.24
STANDARD DEVIATION	14.74	21.89	2.19	22.49	2.38	19.00	23.56	2.38
STANDARD ERROR	1.46	3.65	.27	3.78	.34	2.58	4.12	.30

*MEAN EXCLUDES NONE "DAY ONLY", "REFUSED/NOT STATED" AND "OVER 95 NIGHTS" RESPONSES

RK542 PERSONAL CANADIAN FACTS

TABLE 7
 7
 NUMBER OF NIGHTS SPENT IN N.W.T. IN SPECIFIC ACCOMMODATIONS
 BASE TOTAL RESPONDENTS

	SIZE OF PARTY		TRIP PURPOSE		NUMBER OF SEVEN NIGHTS OR LESS		AMOUNT SPENT	
	ONE	TWO OR MORE	BUSINESS	OTHER	SEVEN NIGHTS OR LESS	SEVEN NIGHTS OR MORE	LESS THAN \$500	\$500 OR MORE
TOTAL	1017	362	669	341	308	491	483	367
BASE FOR PERCENTAGES STATED	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
CAMP-GROUNDS:								
NONE	794	318	520	274	416	377	340	300
	78.0	88.0	77.7	80.5	81.9	76.9	70.5	82.8
DAY ONLY	70	12	51	12	60	11	63	0
	6.9	3.4	7.6	3.6	11.8	2.2	13.1	0
1 NIGHT	11	1	11	0	4	7	4	7
	1.1	0.3	1.7	0.0	4.8	1.4	4.8	2.0
2 NIGHTS	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0
3 TO 5 NIGHTS	14	0	0	0	10	4	0	14
	1.3	0.0	0.0	0.0	1.9	0.8	0	3.8
6 TO 10 NIGHTS	45	10	11	34	14	31	30	15
	4.5	2.8	1.7	10.0	2.8	6.3	6.3	4.1
TO 15 NIGHTS	52	6	45	6	0	52	29	23
	5.1	1.8	6.8	1.9	0	10.5	6.0	6.3
6 TO 20 NIGHTS	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0
21 TO 30 NIGHTS	9	0	9	0	0	9	5	0
	0.9	0.0	1.3	0.0	0	1.8	1.0	0
31 TO 60 NIGHTS	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0
61 TO 95 NIGHTS	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0
OVER 95 NIGHTS	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0
REFUSED/NOT STATED	22	11	22	0	4	0	11	4
	2.2	3.0	3.3	0.0	0.8	0	2.3	1.1
*MEAN	10.21	8.96	12.00	7.70	5.10	11.61	11.06	8.06
STANDARD DEVIATION	5.68	4.33	6.58	2.48	1.86	5.57	5.01	4.24
STANDARD ERROR	0.50	0.95	0.75	0.34	0.35	0.55	0.61	0.55

*MEAN EXCLUDES NONE, "DAY ONLY", "REFUSED/NOT STATED" AND "OVER 95 NIGHTS" RESPONSES

RK542 PERSONAL CANADIAN FACTS

TABLE 7
 NUMBER OF NIGHTS SPENT IN W.T. N SPECIFIC ACCOMMODATIONS
 BASE TOTAL RESPONDENTS

	SIZE OF TRAVEL PARTY		TRIP PURPOSE		NUMBER OF NIGHTS STAYED SEVEN NIGHTS OR LESS OR MORE	AMOUNT SPENT		
	TOTAL	ONE	TWO OR MORE	BUSINESS		OTHER	LESS THAN \$500	\$500 OR MORE
BASE FOR PERCENTAGES-WEIGHTED	1017	362	655	660	341	508	491	483
OTHER CAMPING:	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0
NONE								
DAY ONLY	808	314	494	578	230	412	396	356
	79.5	86.9	75.4	86.3	67.7	81.1	80.7	73.7
1 NIGHT	70	12	59	51	12	60	11	63
	6.9	3.2	9.0	7.6	3.6	11.8	2.2	13.1
2 NIGHTS	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0
3 TO 5 NIGHTS	5	0	5	0	5	5	0	5
	.5	0	.8	0	1.6	1.0	0	1.1
6 TO 10 NIGHTS	47	8	39	9	38	27	20	22
	4.6	2.1	6.0	1.4	11.1	5.3	4.1	4.6
11 TO 15 NIGHTS	34	5	29	0	34	0	34	12
	3.4	1.3	4.5	0	10.1	0	7.0	2.5
16 TO 20 NIGHTS	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0
21 TO 30 NIGHTS	8	4	4	0	8	0	8	0
	.8	1.1	.6	0	2.4	0	1.6	0
31 TO 40 NIGHTS	18	4	14	9	9	0	18	9
	1.8	1.2	2.1	1.4	2.6	0	3.6	1.9
41 TO 50 NIGHTS	4	4	0	0	4	0	4	4
	.4	1.1	0	0	1.1	0	.8	.8
51 TO 60 NIGHTS	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0
61 TO 75 NIGHTS	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0
OVER 75 NIGHTS	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0
REFUSED/NOT STATED	22	11	11	22	0	4	11	11
	2.2	3.0	1.7	3.3	0	.8	2.3	2.3
*MEAN	10.57	19.12	8.26	15.29	9.67	3.48	13.27	12.16
STANDARD DEVIATION	1.15	18.24	6.75	12.45	10.72	.92	12.05	14.97
STANDARD ERROR	1.03	3.67	.71	2.89	1.08	.16	1.31	2.06

*MEAN EXCLUDES "NONE" DAY ONLY, "REFUSED/NOT STATED" AND "OVER 75 NIGHTS" RESPONSES

RK542 PERSONAL CANADIAN FACTS

TABLE 7
 NUMBER OF NIGHTS SPENT IN N.W.T. IN SPECIFIED ACCOMMODATIONS
 BASE TOTAL RESPONDENTS

	SIZE OF PARTY		TRIP PURPOSE		NUMBER OF NIGHTS STAYED SEVEN NIGHTS OR LESS OR MORE	AMOUNT SPENT:	
	ONE	TWO OR MORE	BUSINESS	OTHER		LESS THAN \$500	\$500 OR MORE
BASE FOR PERCENTAGES-WEIGHTED	107	303	669	341	503	401	363
WORK CAMP/CO. FACILITY	00.0	00.0	00.0	00.0	00.0	00.0	00.0
NONE							
DAY ONLY	797	284	491	307	398	399	349
1 NIGHT	78.4	78.6	73.3	90.0	78.4	81.3	72.2
2 NIGHTS	60	8	40	12	60	0	60
3 TO 5 NIGHTS	5.9	2.3	6.0	3.6	11.8	0	2.4
6 TO 10 NIGHTS	0	0	0	0	0	0	0
11 TO 15 NIGHTS	0	0	0	0	0	0	0
16 TO 20 NIGHTS	3	3	0	1.4	3	0	0
21 TO 30 NIGHTS	32	28	20	12	28	3	420
31 TO 60 NIGHTS	3.2	7.9	3.0	3.6	5.5	1.0	4.2
61 TO 95 NIGHTS	23	0	23	0	13	10	5
OVER 95 NIGHTS	2.3	0	3.4	0	2.7	1.9	1.3
REFUSED/NOT STATED	0	0	0	0	0	0	0
MEAN	0	0	0	0	0	0	0
STANDARD DEVIATION	8	0	8	0	0	8	4
STANDARD ERROR	.8	0	1.2	0	0	1.6	1.1
MEAN EXCLUDES "DAY ONLY", "REFUSED/NOT STATED" AND "OVER 95 NIGHTS" RESPONSES	17	10	17	0	0	17	0
	1.7	2.7	2.5	0	0	3.4	0
	27	12	27	0	0	27	0
	2.6	3.2	4.0	0	0	5.4	0
	26	4	21	3	0	26	1
	2.6	1.0	3.2	1.4	0	5.3	0
	0	0	0	0	0	0	0
	0	0	0	0	0	0	0
	22	11	22	0	4	1	4
	2.2	3.0	3.3	0	.8	2.1	1.1
	29.88	22.09	32.05	18.26	4.50	42.56	27.63
	26.67	24.29	25.92	28.23	1.84	24.09	26.82
	2.27	3.19	2.41	6.06	.27	2.51	3.37

*MEAN EXCLUDES "DAY ONLY", "REFUSED/NOT STATED" AND "OVER 95 NIGHTS" RESPONSES

TABLE 7
 NUMBER OF NIGHTS SPENT IN N.W.T. IN SPECIFIC ACCOMMODATIONS
 BASE TOTAL RESPONDENTS

	SIZE OF PARTY		TRIP PURPOSE		NUMBER OF NIGHTS STAYED SEVEN NIGHTS OR LESS OR MORE	AMOUNT SPENT	
	ONE	TWO OR MORE	BUSINESS	OTHER		LESS THAN \$500	\$500 OR MORE
BASE FOR PERCENTAGES	1017	655	667	341	508	453	363
OTHER	00.0	00.0	00.0	00.0	00.0	00.0	00.0
NONE	835	559	528	307	401	378	314
	82.1	85.2	79.0	90.0	79.0	84.4	86.5
DAY ONLY	70	59	51	12	0	63	0
	6.9	9.0	7.6	3.6	1.1	13.1	0
1 NIGHT	5	0	0	0	0	5	0
	.5	0	0	1.6	1.0	1.1	0
2 NIGHTS	4	4	4	8	4	0	4
	.4	.7	.7	2.3	.9	0	1.2
3 TO 5 NIGHTS	31	9	31	8	17	4	17
	3.0	1.4	4.6	2.3	3.4	.9	4.8
6 TO 10 NIGHTS	26	9	21	5	16	16	5
	2.5	1.4	3.1	1.4	3.2	3.4	1.3
11 TO 15 NIGHTS	5	0	5	0	0	5	0
	.4	0	.7	0	0	.9	0
16 TO 20 NIGHTS	7	0	7	0	0	0	7
	.7	0	1.0	0	0	0	1.9
21 TO 30 NIGHTS	5	5	0	5	0	0	5
	.4	.7	0	1.3	0	0	1.3
3 TO 60 NIGHTS	0	0	0	0	0	0	0
61 TO 95 NIGHTS	7	0	0	7	0	0	7
	.7	0	0	2.1	0	0	1.9
OVER 95 NIGHTS	0	0	0	0	0	0	0
REFUSED/NOT STATED	22	11	22	8	4	11	4
	2.2	1.7	3.3	2.3	4.8	2.3	1.1
MEAN	3.60	8.73	6.75	35.03	4.27	6.12	21.30
STANDARD DEVIATION	21.76	10.00	4.98	36.20	2.29	3.32	28.61
STANDARD ERROR	2.30	1.93	.60	7.78	.35	.60	4.26

*MEAN EXCLUDES "NONE", "DAY ONLY", "REFUSED/NOT STATED" AND "OVER 95 NIGHTS" RESPONSES

RK542 PERSONAL CANNADAN FACTS

TABLE B
0.10A ESTIMATED TOTAL SPENT BY SELF AND TRAVEL PARTY
BASE TOTAL TRAVEL PARTIES

	SIZE OF TRAVEL PARTY		TRIP PURPOSE	NUMBER OF NIGHTS STAYED: SEVEN NIGHTS OR LESS OR MORE	AMOUNT SPENT: LESS THAN \$500 \$500 OR MORE
	ONE	TWO OR MORE			
BASIS FOR PERCENTAGES ACTUAL	202 000	71 100.0	132 100.0	69 100.0	94 100.0
BASE FOR PERCENTAGES-WEIGHTED	1017 100.0	362 100.0	667 100.0	341 100.0	483 100.0
ESTIMATED TOTAL SPENT BY SELF AND TRAVEL PARTY					
NONE	70	35	63	6	70
LESS THAN \$100	6.9	9.6	9.5	1.9	4.5
\$100 TO \$249	168	81	123	37	168
\$250 TO \$499	130	31	70	59	130
\$500 TO \$749	114	38	66	50	116
\$750 TO \$999	11.2	11.0	9.6	14.6	24.0
\$1,000 TO \$2,499	27	5	19	9	27
\$2,500 TO \$4,999	135	23	43	91	135
\$5,000 TO \$7,499	5.0	4.8	4.0	7.3	14.1
\$7,500 TO \$9,999	28	14	28	0	28
\$10,000 OR MORE	0	0	0	0	0
DON'T KNOW	7	7	4	4	7
REFUSED	8	0	8	0	8
*MEAN	163	71	154	9	175
STANDARD DEVIATION	16.1	19.5	23.0	2.7	15.4
STANDARD ERROR	871.09	869.07	940.18	796.35	813.34
	1364.03	1575.67	1652.54	829.29	1410.88
	49.21	99.83	78.81	46.27	72.23
					6.21
					87.52

*MEAN EXCLUDES "NONE", "\$10,000 OR MORE", "DON'T KNOW" AND "REFUSED" RESPONSES

TABLE 9
Q10B ESTIMATED TOTAL SPENT BY COMPANY
BASE TOTAL TRAVEL PARTIES

	TOTAL	SIZE OF TRAVEL PARTY,		TRIP PURPOSE:		NUMBER OF NIGHTS STAYED:		AMOUNT SPENT:	
		ONE	TWO OR MORE	BUSINESS	OTHER	SEVEN NIGHTS OR LESS	EIGHT NIGHTS OR MORE	LESS THAN \$300	\$300 OR MORE
BASE FOR PERCENTAGES-ACTUAL	202 100.0	71 100.0	131 100.0	132 100.0	69 100.0	102 100.0	97 100.0	100.0	71 100.0
BASE FOR PERCENTAGES-WEIGHTED	1017 100.0	362 100.0	655 100.0	669 100.0	341 100.0	508 100.0	491 100.0	483 100.0	363 100.0
ESTIMATED TOTAL SPENT BY COMPANY:									
NONE	19 1.9	19 5.3	0	19 2.9	0	15 2.9	4 .9	19 4.0	0
LESS THAN \$100	0	0	0	0	0	0	0	0	0
\$100 TO \$249	4 .4	4 1.2	0	4 .7	0	4 .9	0	4 .9	0
\$250 TO \$499	16 1.5	0	16 2.4	16 2.4	0	16 3.1	0	0	0
\$500 TO \$749	16 1.6	16 4.4	0	16 2.4	0	7 1.5	8 1.7	0	0
\$750 TO \$999	7 .7	0	7 1.1	7 1.1	0	0	7 1.5	0	0
\$1,000 TO \$2,499	63 6.2	43 11.9	20 3.0	59 8.8	4 1.1	37 7.3	26 5.2	4 .9	4 1.1
\$2,500 TO \$4,999	23 2.3	0	23 3.5	19 2.8	4 1.3	18 3.6	5 1.0	0	14 3.8
\$5,000 TO \$7,499	0	0	0	0	0	0	0	0	0
\$7,500 TO \$9,999	7 .7	7 2.0	0	7 1.1	0	0	7 1.5	7 1.5	0
\$10,000 OR MORE	7 .7	7 1.9	0	7 1.0	0	7 1.4	0	0	0
DON'T KNOW	46 4.6	17 4.7	30 4.5	42 6.2	5 1.4	12 2.4	34 7.0	28 5.8	0
REFUSED	808 79.5	248 68.6	560 85.5	473 70.7	328 96.2	391 77.0	399 81.2	419 86.8	345 95.1
● MEAN	1849.03	1903.60	1788.14	1830.03	2141.81	1430.67	2463.92	3943.59	2722.41
STANDARD DEVIATION	1674.51	22106.34	1039.64	1723.86	407.02	949.80	2273.43	3672.39	538.96
STANDARD ERROR	143.36	250.47	120.23	132.30	141.23	104.39	310.69	912.63	128.03
● MEAN EXCLUDES "NONE", "\$10,000 OR MORE", "DON'T KNOW" AND "REFUSED" RESPONSES									

TABLE 10
Q 10 GRAND TOTAL SPENT BY SELF AND TRAVEL PARTY
BASE TOTAL RESPONDENTS WHO GAVE AMOUNT SPENT BY SELF AND TRAVEL PARTY

	SIZE OF PARTY		TRIP PURPOSE		NUMBER OF NIGHTS SEVEN OR LESS	OF STAYED EIGHT OR MORE	AMOUNT SPENT LESS THAN \$500 OR MORE
	ONE	TWO OR MORE	BUSINESS	OTHER			
BASE FOR PERCENTAGES-UNWEIGHTED	76682 100.0	84064 100.0	0220 100.0	63467 100.0	57120 100.0	1330 100.0	57593 100.0
BASE FOR PERCENTAGES-WEIGHTED	840063 100.0	387248 100.0	452817 100.0	519377 100.0	320415 100.0	311098 100.0	64327 100.0
GRAND TOTAL SPENT BY SELF AND TRAVEL PARTY	3000000 100.0	387248 100.0	452817 100.0	9577320 100.0	311098 100.0	28763 100.0	64527 100.0
GRAND TOTAL							



PERSONAL INTERVIEW - ANSWER SHEET
NON- RESIDENTS

SERIAL 1/4 :
CARD 5-1

Compiled By: INTERVIEWER SIGNATURE/NUMBER 6/7 - 2 2
Location 8/9-
Date of Interview 10/13-
Time of Interview 14/19- AM/PM

Checked By:

- 1. Mode of transportation: a) Airline Flight No 20/22-
b) Vehicle type 23-
2. Number of people in travel party 24/25-
3. Number of separate households in your travel party.. 26/27-
4. Total number of your household members traveling 28-
5. Regular place of residence 29/30-
6. Primary purpose for your trip in the N.W.T. 31-

- Primary destination of your trip in N.W.T. 32/33-
Other (specify):
8. Total number of nights spent in N.W.T. 34/35- nights
9. Number of nights spent in N.W.T. in accommodation:
Note: Total nights in Q.9 must equal total in Q.8
Homes of friends etc. 36/37-
Motel/Hotel 38/39-
Lodges and Camps 40/41-
Campgrounds 42/43-
Other Camping 44/45-
Work Camp/Co. Facility 46/47-
Other (specify) 48/49-

- 10. Estimate of total spent by self and travel party 50/54- \$
(Total spent by company, if applicable) 55/59- \$

- 11. Acceptance of mail-back questionnaire ..YES 60-1
REFUSED -2 C Circle code

- 12. Record serial number of mail-back questionnaire 61/64-NQ

RESPONDENT'S (LAST) NAME: Mr./Mrs.

65/75 Blank
76/80 RH501

TELEPHONE NUMBER: ()

Area Code

CITY/COMMUNITY PROVINCE/STATE

ST. ADDRESS/BOX NO. POSTAL CODE/ZIP



NORTHWEST TERRITORIES TRAVEL QUESTIONNAIRE
- SUMMER 1984

SERIAL 1/4
CARD 5-1

Dear Visitor:

Information and comments from visitors, such as yourself, are important in our work to improve tourist facilities and services in the Northwest Territories.

Would you complete all the following questions and return the questionnaire to the interviewer or mail it back to us in the attached envelope as soon as you can.

All replies are confidential and study participants will not be identified. As a token of our appreciation we will enter your name in a draw for a piece of native artwork valued at over \$100.00, so don't forget to mail your questionnaire to us right away,

Thank you very much for your co-operation and prompt response. **TravelArctic**

PLEASE CHECK THE BOX BESIDE YOUR ANSWER, OR WRITE IN THE SPACE PROVIDED

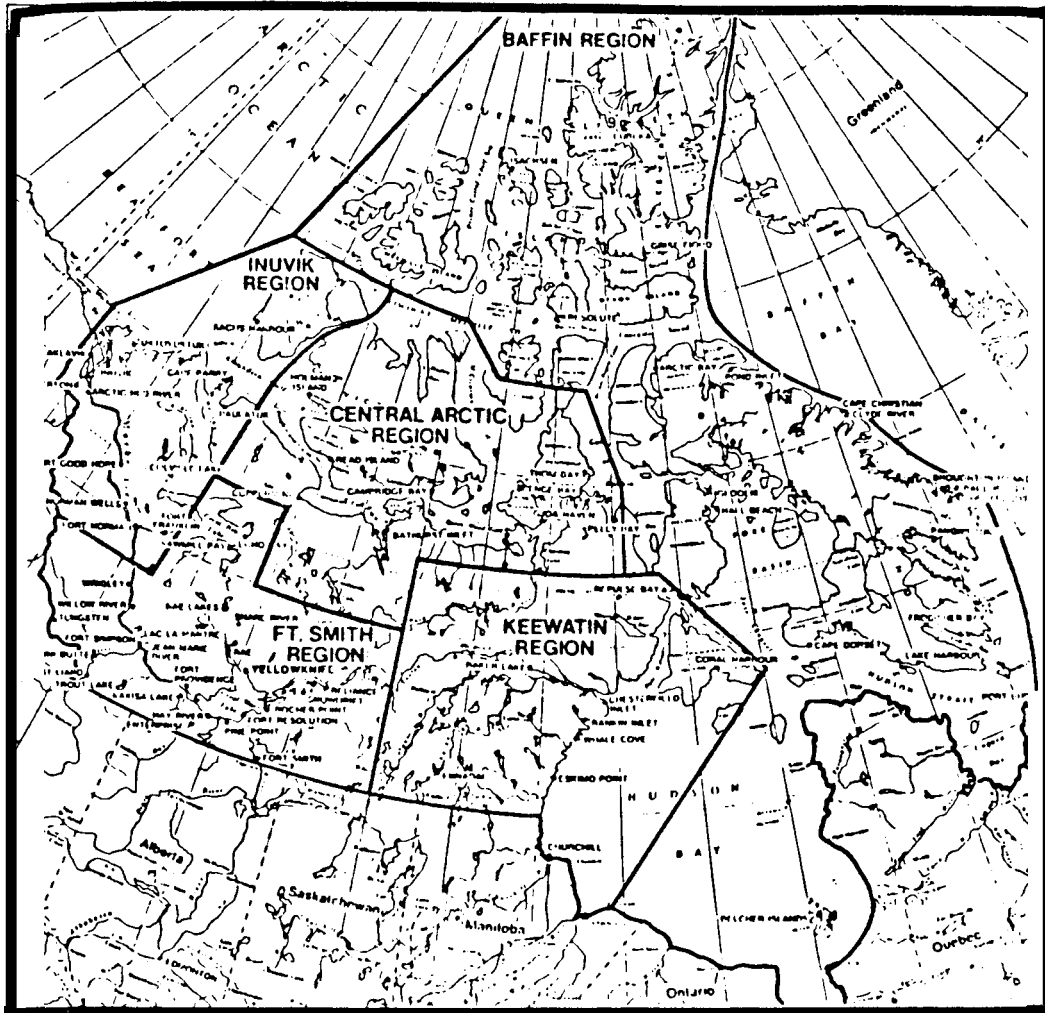
1. In which Canadian province, U.S. state or other country do you live? 6/7 -

2. What was the MAIN purpose of your trip? (Check one) 8 - 1
 Business 2
 Vacation 3
 commuting To Work 4
 Visiting Friends Or Relatives
3. During your stay in the N.W.T. how many nights did you spend in each of the following types of accommodation? 9/10 -
 Hotels, Motels _____ 11/12 -
 Lodges _____ 13/14 -
 With Friends Or Relatives... _____ 15/16 -
 Campgrounds..... _____ 17/18 -
 Other: _____ 19/20 -
 TOTAL NIGHTS: _____ 21/23 -
4. Approximately how much did you and your travel party spend together on this trip in the N.W.T.?\$ _____ (Canadian Dollars) 24/28-
5. How much did you and your travel party spend in the N.W.T. on each of the following items? Include; credit card purchases, items paid by your company if you were on business, pre-paid hotel or package tour costs. **DO NOT INCLUDE (REGULAR OR CHARTER) AIRFARES PURCHASED OUTSIDE THE N.W.T.**
- | | | | |
|---|----------|-----|---------|
| Accommodation | S _____ | .00 | 29/32 - |
| Meals And Beverages In Restaurants And Hotels | S _____ | .00 | 33/36 - |
| Groceries And Beverages Bought In Stores | S _____ | .00 | 37/40 - |
| Guides And Outfitters | S _____ | .00 | 41/44 - |
| Personal Vehicle (Gas, Repairs, Rentals) | S _____ | .00 | 45/48 - |
| Other Transportation <u>Within</u> the N.W.T. | S _____ | .00 | 49/52 - |
| Recreation And Entertainment | S _____ | .00 | 53/56 - |
| Souvenirs, Crafts And Art | \$ _____ | .00 | 57/60 - |
| Other Miscellaneous Expenditures | \$ _____ | .00 | 61/64 - |
| (Should Equal The Total In Question 4) TOTAL | S _____ | .00 | 65/69 - |

6. For each of the areas shown on the map below please indicate the number of nights you stayed and the total amount you spent while there.

	<u>NIGHTS THERE</u>		<u>SPENT THERE</u>
Fort Smith	6/7 -	S	.00 19/22 -
Inuvik Region	8/9 -	S	.00 23/26 -
Central Arctic Region	10/11 -	S	.00 27/30 -
Keewatin Region	12/13 -	S	.00 31/34 -
Baffin Region	14/15 -	S	.00 35/38 -
TOTAL NIGHTS	16/18 -	TOTAL S	.00 39/43 -

(Check Total Nights In Q.3 And Total \$ In Q.4 - Should Be Same)



7. Have you or a member of your household ever visited the N.W.T. on a PREVIOUS trip?

YES 44 -1

NO 2

If YES, how many previous trips have your household members made to the N.W.T.?
(Including this trip) _____ - times 45/46 -

8. What prompted you the MOST to make this visit to the N.W.T.? Please check ONE only.

Friends Or Relatives Resident In The N.W.T. 47 1

Friends Or Relatives Who Had Visited The N.W.T. 2

A Travel Agent 3

Articles Or Advertisements In Magazines Or Newspapers 4

Business Reasons 5

Personal Interest 6

Travel Brochures Or The N.W.T. 7

A Previous Visit 8

Sports Tournament 9

Other (Please Specify) _____ 48

9. In which activities did you and your travel party participate in while in the N.W.T.?
(Check ALL those applicable)

Business 49 - 1 Camping 50 1

Visiting Friends/Relatives... 2 Fishing 2

Shopping For Crafts 3 Hunting 3

Festivals, Local Events 4 Swimming 4

Museums, Historic Sites 5 Canoeing 5

Nature Study 6 Power Boating 6

Hiking, Back Packing 7 Other (Specify) 7

Sports Tournament 8 _____ 8

_____ 9

_____ 0

51 -

9b. What locations did you travel to while you were in the N.W.T.?
(Check ALL that apply, or write in any locations not listed here)

Yellowknife 52-1 Rankin Inlet. 54-1

Inuvik 2 Frobisher Bay 3

Hay River 3 Norman Wells 3

Enterprise 4 Fort Smith 4

Fort Simpson 5 Resolute 5

Cambridge Bay 6 Baker Lake 6

Other (Please Specify):

_____ 53- _____ 55-

10. How many members of your travel party belong to each of the following age groups?

12 Years Or Less	56	25 - 39 years	59
13 - 18 Years	57	40 - 54 Years	60
19 - 24 Years	58	55 Years Or Over	61
			62/63

11. What is the usual occupation of the principal wage earner in your household? (Check one)

Farming, Forestry, Fishing	<input type="checkbox"/>	64 - 1	Retired	<input type="checkbox"/>	6
Managerial	<input type="checkbox"/>	2	Sales, Service	<input type="checkbox"/>	7
Mill Worker, Labourer	<input type="checkbox"/>	3	Skilled Worker	<input type="checkbox"/>	8
Office, Clerical	<input type="checkbox"/>	4	Student	<input type="checkbox"/>	0 5
Professional	<input type="checkbox"/>	5	Technical	<input type="checkbox"/>	0

12. In which broad category below was your combined total household income from all sources in 1982, before taxes? (Check one)

Less Than \$10,000	<input type="checkbox"/>	65 - 1	\$30,000 To \$39,000	<input type="checkbox"/>	4
\$10,000 To \$19,999	<input type="checkbox"/>	2	\$40,000 To \$49,999	<input type="checkbox"/>	5
\$20,000 To \$29,999	<input type="checkbox"/>	3	\$50,000 Or More	<input type="checkbox"/>	6

Thank you for your co-operation. If you have any other comments, either positive or negative, that you would like to make about your trip to the N.W.T., please use the space below.

Please write in your Name, Address, Phone Number for the draw for the Native Artwork Gift.



NAME _____

STREET ADDRESS/P.O. BOX _____

CITY/PROVINCE _____

POSTAL CODE _____

We'd be glad to send you a map of the N.W.T. or our Explorer's Guide as a souvenir or for your next trip to visit us:

YES please send me . . . the N.W.T. MAP EXPLORER'S GUIDE

For Office Use
 66/75 - Blank
 76/80 - RH501