



Arctic Development  
Library

***Survey Of The Unikkaarvik Visitor Centre  
Inquiry Data Base  
Type of Study: Statistics/surveys Tourism,  
Nwt General Surveys  
Date of Report: 1995  
Author: Nortext Multimedia  
Catalogue Number: 11-1-40***

4/2/95

11-1-40

**Baffin Tourism Association**

**Survey of the  
Unikkaarvik  
Visitor Centre  
Inquiry Database**

**(June 1995)**

Prepared by:

Nortext Multimedia  
Box 8, Iqaluit, NT  
XOA OHO

## Table of Contents

Executive Summary .....	2
Introduction .....	2
Purpose .....	2
Survey Methodology .....	3
BUILDING A MAILING LIST .....	3
THE PACKAGE .....	3
THE INCENTIVE .....	3
Responses .....	4
STATISTICAL VALIDITY .....	4
OTHER FACTORS TO CONSIDER .....	4
In Search of the "Baffin Traveller" .....	6
PROFILES .....	6
INTEREST AND HOBBIES .....	7
ACTIVITIES WHILE TRAVELLING .....	7
Inquiry and Travel Patterns .....	8
INQUIRY STATISTICS .....	8
VISITOR STATUS .....	9
REASON FOR THE VISIT .....	9
WHERE DID THEY GO? .....	10
Marketing and Advertising .....	11
THE TOP FIVE FIRST POINTS OF CONTACT .....	11
MAIN SOURCE FOR TOURISM INFORMATION .....	12
READER SERVICE CARDS .....	12
THE BAFFIN HANDBOOK .....	13
THE BAFFIN TRAVELLER .....	14
High Tech Tourism Promotion? .....	15
INTERNET .....	15
CD ROM .....	15
Conclusion .....	16
Appendix 1: Survey Copy .....	18
Appendix 2: Print Outs .....	19
The Universe .....	20
Male Statistics .....	31
Female Statistics .....	42
Visitor Statistics .....	52
Planner Statistics .....	63
German Inquiry Statistics .....	72

## Executive Summary

The survey of the inquiry database maintained at the Unikkaarvik Visitor Centre has been extremely successful. Out of 2167 surveys sent out, 376 valid responses were received, achieving an amazing response rate of 17.35 percent. Responses have shown that there is a strong interest in coming to the Baffin, not only among those who've made inquiries about coming, but also among those who've made the trip - most of whom are planning to return.

- The *Baffin Traveller* newsletter has shown its value with about 96% of the respondents requesting to remain on the mailing list.
- The visitor profile: males 35 years and up, though the majority of visitors fit within the 35-44 year age group.
- The most common interests and activities include hiking, camping, wildlife and photography.
- In terms of visits we see that 32% of the respondents had come to the Baffin. Of them, 93% are planning to return.
- The combination of people planning to return and planning to come for their first visit should result in 325 visits. Though the number of people coming cannot be determined, this represents 86% of the respondents coming sometime in the future.
- Magazines continue to be the most referred to media, followed by books for sources of tourism information.
- Of the respondents indicating they used a reader service card 85% indicated they had come or would be coming.
- 40% of the respondents would use the on-line services on the internet were they available. The internet is quickly making our world a much smaller place, making us one global community offering the potential to reach people globally at very efficient costs.

## **Introduction**

For quite a few years now the Unikkaarvik Visitor Centre has been accumulating a list of all the people who have inquired about the Baffin. However until this survey took place, little could be done with it.

The 1994-95 advertising campaign and survey was designed not only to reach out to potential visitors and enable them to satisfy their informational needs but also to qualify the leads within the database.

The questions which remained to be answered, concerned the quality of those leads. Were they worth pursuing and maintaining contact? How many people came and was it worth keeping in contact with them? Have the advertising efforts been effective in reaching potential visitors or had we been only getting responses from half interested parties?

From the results of the survey we hope to be able to more accurately target Baffin's visitors and to determine what role the list of inquiries should play in the upcoming years' marketing plans.

## **Purpose**

The purpose of the survey was to:

- assess the validity of the names within the database for use in future mailings and as a source of leads for the membership
- develop a profile of the average Baffin traveller for marketing purposes
- obtain useful marketing data on the interests of inquirers, the media they use and to access the direction of future marketing efforts.
- to extrapolate what initiatives could be of benefit for the future marketing of the Baffin region.

## **Survey Methodology**

### *BUILDING A MAILING LIST*

The names and addresses for the survey were derived from 2 sources. The first was the Unikkaarvik Visitor Centre Database and the second was the mail order list for the Baffin Handbook.

The first task was to consolidate the information within the various databases (Fox Pro, Microsoft Works and Filemaker Pro) but it was determined that the information within the Fox Pro base was irretrievable. As a result the Visitor Centre names and addresses stemmed back to about 1992 at the earliest.

The merging of the Works and Filemaker Pro databases was relatively easy, and after doing so a process of cleaning up the database, including standardization of information, the elimination of duplicates and the correction of erroneous data took place. The final result was a list of between 2500-2600 names and addresses for consideration.

The next step was to isolate the addresses we would send the survey to. The inquiries within the database represent a global interest in the Baffin. Due to varying contest regulations in different countries, provinces, states etc. and the amount of paperwork required to register in some of them the marketing committee decided to restrict the mailing of the surveys to Canada (excluding Quebec), the United States (excluding Rhode Island, New York and Florida) and to Germany. This pared the mailing list to 2167 names.

### *THE PACKAGE*

Each address from the short list was sent a package which contained the first issue of "Baffin Traveller" a four page newsletter with the survey attached, plus a return envelope on which the respondent was responsible for the postage.

Additional copies of the Baffin Traveller were also supplied to the Baffin Tourism Association and were sent out with information packages to inquirers. There were a few which came from areas we had excluded from the mailing list and this may be the source of them.

### *THE INCENTIVE*

In the case of most surveys, response rates run on average about 3%. To encourage participation and create enthusiasm in participation, a contest in the form of an exclusive draw was held, open only to the people filling out the survey in detail. (There were a few surveys returned with only a business card attached or a name and address filled out at the top. The marketing committee agreed that these were to be excluded from the draw as the respondent hadn't taken the time or made the effort to fill out survey.)

The prize itself was a trip, "The Great Baffin Getaway", sponsored by members of the Baffin Tourism Association enabling the winner to travel from Ottawa or Montreal up to Iqaluit, Resolute Bay and Grise Fiord. The prize included airfares, lodgings, and outings.

### RESPONSES

Prior to the closing date and the analysis of the accumulated data, 376 valid responses were received, an enthusiastic 17.35% return rate. As this report is being written we are still receiving surveys through the mail, even though the contest deadline has passed.

The return envelope ensured that responses were sent back to Nortext, though there were a number which were addressed in regular envelopes to the Baffin Tourism Association. These were forwarded to Nortext for inclusion in the draw and the analysis.

There were a number of returns for which reasons varied from incorrect or changed addresses with no forwarding address available to the original inquirer having died. These were all purged from the database to avoid unnecessary expenditure in the future.

### STATISTICAL VALIDITY

It is accepted within the research community that for true statistical validity you require a minimum of 1000 responses. Thus it should be noted that there is therefore room for a margin of error in our results. However the responses have a high degree of consistency that would lend to the interpretation of this sample being relatively accurate.

### OTHER FACTORS TO CONSIDER

What follows is a surface interpretation of the data. If Baffin Tourism or its partner, Economic Development & Tourism wanted to invest further dollars into the analysis of this information, a lot more could be gleaned by investigating different segments of the market represented therein.

Also certain portions of the database could be rewritten and more data entered for further study. As an example, question 4 reads "*Where did you first learn about the Baffin Region as a possible travel destination?*" The database was set up to accept only one answer per respondent as we were looking for the *first source* but most had ticked off each source they had encountered. In this case we assumed that Word of mouth was the first source, where among the options selected this box had been ticked.

As another example, there exist comments, and other respondent originated answers to some questions (such as newspapers and magazines they subscribe

to) which cannot be tabulated at the moment. Further work would need to be done to create sections to analyze these questions.

In doing so we would likely find other excellent sources for use in advertising, that we are currently not making use of.



## Analyzing the Data

### *In Search of the "Baffin Traveller"*

In recognizing that the market can be divided into smaller homogeneous groupings we have tried to isolate and examine the following groups for comparison:

- The entire response database (UNIVERSE)
- Women inquirers (WOMEN)
- Male Inquirers (MEN)
- People Who Came (VISITORS)
- People Who Plan to Come (PLANNERS)

### PROFILES

CATEGORY	UNIVERSE	MEN	WOMEN	VISITORS	PLANNERS
Sample Size	376	282	91	119	214
Gender Split	75% Male 24% Female			58.75% Male 39.75% Female	80.84% Male 18.69% Female
Age Group 1	35-44 (29.26%)	45-54 (28.72%)	35-44 (41.07%)	35-44 (43.75%)	45-54 (29.91%)
Age Group 2	45-54 (28.46%)	55+ (28.37%)	45-54 (28.57%)	45-34 (20.00%)	35-44 (27.57%)
HH Income	> 55K (49.47%)	> 55K (46.437. )	> 55K (46.437. )	> 55K (58.75%)	> 55K (47.20%)
Education	Grad/Pro (36.63%)	Grad/Pro (55.36%)	Grad /Pro (55.36%)	Grad/Pro (65.00%)	Grad/Pro (53.27%)

The demographic profile of the traveller remains similar to what we have been using since the *Spring 1992- Print Advertising Campaign* presented to BTA. The profile here was developed from a study of supplied Visitor Surveys and the Package Tour Analysis current at that time.

The information varies somewhat from the *Northwest Territories Visitor Survey - Summer 1989*, though the demographic statistics presented aren't broken down specifically for the Baffin.

From our results, males remain the predominant gender of visitors. The male age range is also interesting in that 35-44, 45-54 and 55+ are all within 1% of each other. The primary age range of interested people in general seems to be 35-44 as previously recorded in the *Spring 1992- Print Advertising Campaign*, though it's interesting to note that in the planners category the prime age range is 45-54 which is consistent with the *Northwest Territories Visitor Survey - Summer 1989*.

Indications from the membership indicate that this sort of pattern isn't consistent - that the balance between male and female is more equal. It should be noted that the survey did not check to see if people were traveling as couples. Therefore this balance may be skewed based on whether the man or woman in the couple was filling out the survey.

No matter which category you look at the household income and the education level are consistent as \$55,000 per year and Graduate/Professionals and is consistent with previous findings.

### INTEREST AND HOBBIES

Rating	UNIVERSE	MEN	WOMEN	VISITORS	PLANNERS
1	Hiking	Hiking	Hiking	Hiking	Hiking
2	Outdoor Photography	Outdoor Photography	Indigenous Art	Outdoor Photography	Outdoor Photography
3	<i>Indigenous Art</i>	<i>Indigenous Art</i>	Outdoor Photography	Indigenous Art	<i>Indigenous Art</i>
4	<i>Birding</i>	<i>Archaeology</i>	<i>Birding</i>	<i>Birding</i>	<i>Birding</i>
5	<i>Archaeology</i>	<i>Birding</i>	<i>Archaeology</i>	<i>Archaeology</i>	<i>Archaeology</i>

If the activity name appears in italics, the activity scored less than 50%.

### ACTIVITIES WHILE TRAVELLING

Rating	UNIVERSE	MEN	WOMEN	VISITORS	PLANNERS
1	<i>Hiking</i>	<i>Hiking</i>	<i>Hiking</i>	Hiking	
2	<i>Camping</i>	<i>Camping</i>	<i>Wildlife Watching</i>	Camping	
3	<i>Wildlife Watching</i>	<i>Wildlife Watching</i>	<i>Camping</i>	<i>Wildlife Watching</i>	
4	<i>Historical Sights</i>	<i>Historical Sights</i>	<i>Art Tours</i>	<i>Historical Sights</i>	
5	<i>Business</i>	<i>Business</i>	<i>Historical Sights</i>	<i>Art Tours</i>	

If the activity name appears in italics, the activity scored less than 50%.

The favorite activities, interests and hobbies results are shown above for the top five standard categories we presented. In addition there was an option for "Other:" - the results of that section are not included here as special sections would need to be created to search out the different categories and tabulate the results. Hiking and Photography are predominant interests of the respondents.

Below that is the table showing the activities the respondents participated in while they were here. Again we see hiking at the top of the list, followed by camping and wildlife watching. All of these activities, including those following, mesh very well with photography, the second favourite activity of the people surveyed.

## Inquiry and Travel Patterns

### INQUIRY STATISTICS

Category	UNIVERSE	MEN	WOMEN	VISITORS	PLANNERS
Inquiry Made	c 1 Year Ago	<1 Year Ago	<1 Year Ago	2-3 Years Ago	< 1 Year Ago
Began Research	>3 Years Ago	<1 Year Ago	2-3 Years Ago	>3 Years Ago	<1 Year Ago
Began Planning	< 1 Year Ago	<1 Year Ago	<1 Year Ago	>3 Years Ago	<1 Year Ago
Package Delivery Time	<1 Month	<1 Month	<1 Month	<1 Month	<1 Month
Information Detail Level	Sufficient	Sufficient	Sufficient	Sufficient	Sufficient

The statistics for the process of researching through planning need to be reviewed in further detail to be considered accurate. Time frames need to be compared converting the timing into the common denominator of the year each step was begun versus the current year and the year the visit actually happened.

From the chart above we see some interesting patterns potentially emerging which could be verified through the further analysis. If we look at the people who have come to visit, the largest percentages indicate that they began their research and planning over 3 years ago and made their inquiry in the last 2-3. Since the largest portion of respondents are people planning to come, they exert a fair amount of influence over the "universe" statistics. The following hypotheses could be made...

- we are looking at two sets of purchasing patterns. The people who have come already had begun researching and planning their trip before they made their inquiries. This may be due to more freedom with money or perhaps they didn't know where to write for information
- The new emerging pattern shows that people are researching and making inquiries at the same time and planning to come within the same period. This is likely indicative of the availability of information in the media, the reputation Baffin is building and the availability through the advertising of phone numbers and addresses for acquiring information.

The delivery time for a majority of the information sent in response to inquiries is within the month, which shows that the visitor centre is handling the inquiries promptly.

The detail level has been shown to be sufficient for the majority of people. As an interesting aside, we pulled a report on inquiries from Germany. There were 10 people within this sample, out of which it was prominently shown that the information was insufficient. While the sample size of 10 is hardly large enough for an accurate analysis, it is worth considering.

### VISITOR STATUS

category	UNIVERSE	MEN	WOMEN	VISITORS	PLANNERS
Has Visited	119	73	44	119	
Plan to Return	111	66	43	111	
Planning Visit	214	173	40		214
Not Visiting	16	15	1		
Undecided	27	21	6		

The remarkable statistic here is the number of people who have visited and are planning to return. This plus the fact that there were no negative comments listed on any of the surveys, even from those who said they would not return, hints at the excellent job the people in the Baffin are doing in making visitors feel at home and satisfied with their experience. About half a dozen people observed that more emphasis should be placed on affordable airfares to get to Baffin.

### REASON FOR THE VISIT

Category	UNIVERSE	MEN	WOMEN	VISITORS	PLANNERS
Business	22(7.21%)	16 (6.99%)	6 (8.22%)	15 (14.29%)	
Pleasure	276(90.49%)	210 (91.70%)	63 (86.30%)	85 (80.95%)	
Employment	4 (1.31%)	3 (1.31%)	1 (1.37%)	3 (2.86%)	
Student Exchange	3(.98 ?.)		3 (4.11%)	2 (1.90%)	

Based on previous surveys and response cards we separated the reasons for the visits into these 4 categories. The results show that the main reason people came was for pleasure.

**WHERE DID THEY GO?**

RANKING	UNIVERSE	MEN	WOMEN	VISITORS	PLANNERS
1	Iqaluit (27.13%)	Iqaluit (21.63%)	Iqaluit (42.86%)	Iqaluit (34.03%)	
2	Pangnirtung (17.29%)	Pangnirtung (12.41%)	Pangnirtung (32.97%)	Pangnirtung (53.78%)	
3	Resolute Bay (7.71%)	Resolute Bay (7.09%)	Resolute Bay (9.89%)	Resolute Bay (23.53%)	
4	Pond Inlet (5.59%)	Pond Inlet (4.61%)	Cape Dorset (9.89%)	Pond Inlet (16.81%)	
5	Broughton Island (5.05%)	Grise Fiord (4.61%)	Pond Inlet (8.79%)	Broughton Island (15.15%)	

Ranked in order from most often to least often visited, Iqaluit is number one as the gateway to the Baffin. Pangnirtung is second and Resolute Bay came in unanimously at 3rd place.

## Marketing and Advertising

In this section we will review the way respondents indicate they are getting their information on the Baffin and what the best approaches are.

### FIRST POINT OF CONTACT FOR INFORMATION ON BAFFIN

This portion of the survey was erroneously filled out wrong by most of the respondents. Where one answer had been requested, many respondents marked off a number of boxes. In entering this data we had made the following assumptions:

1. Where word of mouth has been selected we have assumed it to be the first source of information.
2. Where the Baffin Handbook has been selected, and other options exist we have used the alternative option.

It would be a good idea to modify this section of the database to make more than one choice available and then re-enter all the information and do another analysis. This would give us a clearer indication of which publications are working for us and which aren't.

### THE TOP FIVE FIRST POINTS OF CONTACT

RANKING	UNIVERSE	MEN	WOMEN	VISITORS	PLANNERS
1	Word of Mouth (31.38%)	Word of Mouth (25.89%)	Word of Mouth (55.36%)	Word of Mouth (52.10%)	Word of Mouth (22.90%)
2	Article in Print (21.54%)	Article in Print (22.70%)	Article in Print (17.86%)	Article in Print (21.85%)	Outdoor Photographer (22.90%)
3	Outdoor Photographer (17.82%)	Outdoor Photographer (19.86%)	Outdoor Photographer (5.36%)	Baffin Handbook (11.76%)	Article in Print (22.43%)
4	Baffin Handbook (8.24%)	Baffin Handbook (7.80%)	Baffin Handbook (10.71%)	Outdoor Photographer (4.20%)	Summit (5.14%)
5	Summit (3.99%)	Canada Journal (5.32%)	Summit (1.79%)	Summit (0.84%)	Canada Journal (5.14%)

From the chart above at first glance it would appear that the advertising isn't necessarily working as well as it should. Remember these numbers would change if the rest of the information were put into the database. But these numbers also reflect something else. If you look at the Visitor column, they are strong on word of mouth and articles in print. If we consider that the planning stage takes place over a 3 year period, a majority of these people would have decided to come prior to the placements into Summit and Outdoor Photographer. Looking at the Planner column you'll see that Outdoor Photographer is as strong as word of mouth. Considering not all of the O.P. listings have been entered it shows that among this group our advertising campaign over the last 2-3 years has been very effective.

**MAIN SOURCE FOR TOURISM INFORMATION**

Category	UNIVERSE	MEN	WOMEN	VISITORS	PLANNERS
Magazine	64.36%	63.68%	67.03%	65.55%	63.55%
Books	60.37%	57.45%	69.23%	63.87%	62.15%
Newspapers	19.68%	18.79%	23.08%	19.33%	19.16%
Television Radio	7.18%	7.09%	7.41%	4.20%	8.88%

We see here that the best media vehicles for promoting the Baffin are magazines and books. This reinforces the usefulness of the current advertising campaign and the publication of the Baffin Handbook.

*need a better breakdown*

**READER SERVICE CARDS**

Category	UNIVERSE	MEN	WOMEN	VISITORS	PLANNERS
Used an RSC	139 (36.97%)	116 (41.13%)	22 (24.18%)	18 (15.13%)	97 (45.33%)

Here we see that out of all the respondent 139 had used an RSC. Of them, 115 or 85 percent, have come or are planning to come. Recently there has been some question the validity of an inquiry through reader service cards. If the above figures could be extrapolated to all requests by RSC this would show that the reader service card is effective in helping to track and send out information promptly to people - a majority of which will eventually find there way to the Baffin.

At this point it should be mentioned that as with all advertising, the advertising doesn't make the sale. It draws the customers attention, it informs and can create desire. But it's up to a salesperson to close the sale - to pull the customer over the threshold of desire. Therefore the RSC enables the person to acquire the information easily, to peruse it, but it will take someone to finish the process.

When we look at the Visitor and Planner statistics we see the same pattern as in the *First Five Points of Contact* chart. The percentage of visitors using an RSC is lower because a majority of them would have made inquiries prior to the last 2 years when reader service cards were implemented.

### THE BAFFIN HANDBOOK

Category	UNIVERSE	MEN	WOMEN	VISITORS	PLANNERS
Owns a copy	234 (62.23%)	167 (59.22%)	66 (72.53%)	103 (86.55%)	114 (53.27%)

The Baffin Handbook may be one of the best tools for promotion of the Baffin region. A part of the survey focused on where the respondent first heard about the Baffin. On many of the surveys multiple options were selected - where the Baffin Handbook had been selected in this case it was assumed that they got the form for the book from a response package. Bearing this in mind, there were 31 people who indicated the Baffin Handbook as the first point of contact though a very large percentage has marked it as one of their information sources for the Baffin.

An important statistic, we see that 86.55 percent of visitors have a copy of the Baffin Handbook. Getting Handbooks into the hands of people planning to visit should be considered a priority in helping make that sale.

When a potential visitor purchases a copy they are in effect showing their desire to come. The first stage of the commitment has been made. Interest has been achieved and the book *guides the* person through the information presented into feeling comfortable with the idea of coming, overcoming the fear of the unknown. This is in effect what a salesperson does in the sale - help the consumer overcome cognitive dissonance. The second stage of the commitment to come has been achieved. By now its up to the potential visitor to get into action - will they make the call and plan their trip?

The statistics say yes.



*.THE BAFFIN TRAVELLER*

Category	UNIVERSE	MEN	WOMEN	VISITORS	PLANNERS
Subscriber	362 (96.28%)	271 (96.10%)	89 (97.80%)	112 (94.12%)	213 (99.53%)

The Baffin Traveller newsletter, created to be a from a continual form of contact with the qualified inquiries was a great success. The response was overwhelmingly positive, with most of the respondents requesting to remain on the mailing list.

The common requests by respondents for information they wanted to see include:

1. more information on available packages. Including costs, length of stay and season.
  - 1a. detailed costs on airfares, hotels, restaurants etc.
2. profiles of individual outfitters.
3. travel with an outfitter
4. independent travel without an outfitter
5. descriptions or models of available packages.  
(A number of respondents said the description of the prize was a valuable/useful source of information.)
6. more information on hiking, canoeing, kayaking routes
7. more maps with greater detail
8. opportunities for wildlife viewing, when and where
9. comments /advice from travelers to the Baffin.  
(A number of respondents made the suggestion that this could be accomplished on the internet, where past visitors and potential visitors could exchange information and tips.)
10. there was a general appetite for more information on the region including current affairs, the new Nunavut government, people etc.
11. more information about communities.
12. seasonal events i.e.: northern lights, where and when to view.
13. special events, where and when to view.
14. information on temperatures, daylight hours, weather etc. A number of respondents commented on the inclusion of the thermometer.

## High Tech Tourism Promotion?

### INTERNET

With an ever-evolving technological web of information at the access of the general populace, the number of people making use of the internet increases daily. A recently published statistic has shown that the number of subscribers to internet providers doubles every three or four months! The internet can provide information to the user within minutes on near any topic you wish to investigate, and you can contact people worldwide and speak to them about anything you desire.

The question remains, "Is the Internet a useful medium for reaching the potential traveller. This is what our respondents have to say..."

*If the information were available on-line would you make use of it?*

category	UNIVERSE	MEN	WOMEN	VISITORS	PLANNERS
Yes	153 (40.69%)	111 (39.367. )	41 (45.05%)	51 (42.867. )	90 (42.06%)

At first glance it may look as though these numbers aren't that impressive, however, given the general newness of the internet to most people these figures are quite impressive.

Making use of the internet has the connotation in most users minds as being an vast unlimited library. Similar to books, the information on the internet doesn't carry the stigma that you're trying to sell something to the reader, as does advertising. This perception may in the future change, but for the moment, with little "advertising" per se this is a vehicle which carries a lot of credibility.

### CD ROM

Category	UNIVERSE	MEN	WOMEN	VISITORS	PLANNERS
Can use CDRM	140 (37.23%)	110 (39.01%)	30 (32.97%)	45 (37.82%)	81 (37.85%)
Mac Format	32 (22.86%)	24 (21.82%)	8 (26.67%)*	9 (20.0070)	22 (27.16%)*
IBM Format	107 (76.43%)	85 (77.27%)*	22 (73.33%)*	37 (82.22%)*	57 (70.37%)

you will find these percentages vary from those listed in the appendix. The calculations there show the percentages in relation to the Universe, where these are percentages of those with CDRM access.

Another development of the electronic age is the CD ROM drive. Like music CDs which carry audio information, computer CDs offer the ability to store vast amounts of information, -run animated graphics and display other static graphics. As another resource, computer users could purchase promotional materials for the Baffin in CDRM format. Perhaps its a copy of the Baffin Handbook, a walking tour of Pangnirtung, riding a dog sled or maybe a game collecting artifacts from various communities. The possibilities are only limited by the dollars invested.

## Conclusion

The survey of the inquiry database maintained at the Unikkaarvik Visitor Centre has been very successful. Responses have shown that there is a strong interest in coming to the Baffin, not only among those who've made inquiries about coming, but also among those who've made the trip - most of whom are planning to return. The *Baffin Traveller* newsletter has shown its value with about 967C of the respondents requesting to remain on the mailing list.

The visitor profile developed in the *Spring 1992- Print Advertising Campaign* can still be considered valid. The results of the survey show an interest among males 35 years and up, though the majority of visitors fit within the 35-44 year age group.

The interest and activities engaged in indicate a potential opportunity to realign advertising efforts to suggest themes of hiking, camping, wildlife and photography. This can be accomplished through more targeted media selections and ads focusing on or emphasizing these themes as a component.

In terms of visits we see that 32% of the respondents had come to the Baffin. Of them, 93% are planning to return. The combination of people planning to return and planning to come for their first visit should result in 325 visits, representing 86% of the respondents coming sometime in the future.

In terms of advertising and marketing efforts we see that magazines continue to be the most referred to media, followed by books. This makes the co-op campaign a useful vehicle to continue and the Baffin Handbook an important tool for selling the Baffin. The number of people who have selected the Baffin Handbook as a source of information is actually quite larger than these numbers reflect (62% of the total respondents) because of the nature of the survey analysis programming. Of the people who came 867C said they had a copy of the Baffin Handbook.

Reader Service Cards played an important role in the media planning to help the Visitor Centre track responses and mail out response packages more promptly. Of the respondents indicating they used a reader service card 85% indicated they had come or would be coming.

Finally the question of whether the future of marketing the Baffin should go hi-tech through advertising on the internet, we see that 40% of the respondents would use the on-line services were they available. While this number may not seem impressive at first glance, the number of people hooked up to the internet grows daily, and the scope of users is worldwide. The internet is quickly making our world a much smaller place, making us one global community. This also would likely bring the COSt Per inquiry down as more people could access the information at their, own cost, no matter how great or how little their interest level in coming to the Baffin.

.The survey marks the first actual survey of the people who want to come to the Baffin. Through the thorough examination of the results and accurate deduction of the meaning of those results, if used properly, this can result in more effective planning for the future and for a greater turnover in the number of people coming to visit.

A study of times that people are planning to come and implementation of a proper plan to keep contact with this group of potential visitors and keep them keenly interested can help keep this region busy with tourism for years to come.

## “ Appendix 1: Survey Copy

# The Baffin

Traveller

## READER SURVEY

We are developing a list of people who would like to receive periodic updates and information on travel to the Baffin Region. If you would like to remain on our list, please help us provide better service to you by filling in the following survey and mailing it back to us.

1. Please fill out the information below.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Province/State \_\_\_\_\_

Postal/Zip Code \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

Could you please indicate your age:

Under 25

25-34

35-44

45-54

Over 55

Sex:

Male

Female

Household Income:

Under \$25,000

\$25,000-\$40,000

\$40,000-\$55,000

Over \$55,000

Education:

High School

College

University Undergraduate

Graduate/Professional Degree

3. What are some of your favorite activities, hobbies and interests?

Outdoor photography

Birding

Archeology

Hiking

Hunting

Indigenous art

Kayaking

Fishing

Other: \_\_\_\_\_

4. Where did you first learn about the Baffin Region as a possible travel destination?

Outdoor Photographer

AMC Outdoors

Canada Destinations/Journal

Natural History

Boston Magazine

Atlantic Monthly

Islands Magazine

Summit Magazine

Other possible sources:

Word of mouth

Radio/TV

Magazine or Newspaper articles

The Baffin Handbook

Other: \_\_\_\_\_

5. If the source of your initial contact with a Baffin ad came from a magazine, did you fill in a reader's service card?

Yes

No

6. How long ago was the inquiry made?

Within the last year

1 year ago

2 years ago

Over 3 years ago

7. How long did it take for you to receive your information?

Under 1 month

Under 2 months

Over 2 months

Never received

8. Did the information you receive serve your needs or were you expecting something more detailed?

Sufficient detail

Needed more detail

9. Did you purchase a copy of The Baffin Handbook?

Yes

No

10. Have you visited the Baffin Region?

Yes

No

11. If not, are you planning to visit Baffin?

Yes

No

As an added bonus, those filling in the survey will have their names entered into a draw for a free trip for two to the Baffin.

12. If you answered "no" to questions 10 and 11, please proceed to question 20, but **first** can you indicate why you did not decide to visit the **Baffin**?

13. How long ago did you begin researching your trip to the **Baffin**?

Within the last year  1 year ago  2 years ago  Over 3 years ago

14. How long ago did you begin planning your trip to the **Baffin**?

Within the last year  1 year ago  2 years ago  Over 3 years ago

15. When did you visit or intend to visit the **Baffin**?

Year

Season

16. What was or will be the **purpose** of your visit?

Business  Pleasure  Employment  Student Exchange

17. What communities **did** you or **will** you visit?

Arctic Bay  Broughton island  Cope Dorset  Clyde River  
 Grise fiord  Hall Beach  Igloolik  Iqaluit  
 Lake Harbour  Nanisivik  Pangnirtung  Pond Inlet  
 Resolute Bay  Sanikiluaq

18. What activities did you or will you do during your visit?

Business  Visiting Friends/Relatives  Hiking  Asl Tours  
 Wildlife Watching  Fishing  Dogsledding  Hunting  
 Kayaking  Climbing  Archeological Sightseeing  Historical Sightseeing  
 Camping

19. If you have visited **Baffin**, will you be considering a return visit?

Yes  No

If you answered "No", why not?

20. What are your most important sources for travel information?

Magazine  Newspaper  Books  Television/Radio

21. I subscribe to (name 3):

Magazines

Newspapers

22. Computers are becoming an important way to get information. If you use a computer regularly we would appreciate it if you could answer the following questions:

a. if a travel information service were available by computer and modem ("on-line"), would you make use of it?  Yes  No

b. Are there any computer communication services you access regularly, such as CompuServe or America On-line?  Yes  No

If "Yes," which ones:

c. Would you be interested in receiving material on CD ROM?  Yes  No

If "Yes," which computer format do you prefer?

Windows  Macintosh

23. Do you wish to continue receiving information on travel opportunities in the **Baffin**?

Yes  No

24. What kind of information would you like to see within the pages of The **Baffin Traveller**?

---

---

---

Return your completed survey in the enclosed self-addressed envelope

Thank You

for filling out the survey

## <sup>4</sup>Appendix 2: Print Outs



*The Universe*  
*(376 Respondents)*

# Demographics

Sex: Male    Age: 25-34    Household Inc: \$25,000 to \$40,000    Education: College    0    0

## Final Demographic Statistics

Total Surveys: 377

Sex	Male Total 283	Female Total 91	Unknown Total 3
	MPC 66.86%	FPC 32.00%	UPC 1.14%

Age	Under 25	8	( 2.86% )	Household Income		
	25-34	51	( 14.29% )	Under \$25K	29	( 10.86% )
	35-44	111	( 29.71% )	\$25K-\$40K	69	( 18.86% )
	45-54	107	( 29.71% )	\$40K-\$55K	62	( 13.71% )
	55+	97	( 23.43% )	Over \$55K	186	( 46.86% )
	Unknown	3	( 0.00% )	Unknown	31	( 9.71% )

Education	High School	43	( 12.00% )	Graduate / Professional	214	( 56.57% )
	College	56	( 8.57% )			
	University Undergrad	54	( 20.00% )	Unknown	10	( 2.86% )

Chart

# Favorite Activities

Favorite Activities

Male 35-44 Outdoor Photography

## Final Favorite Activities Statistics

Total Surveys: 376

---

Outdoor Photography	274	( 72.87% )
Birding	114	( 30.32% )
Archaeology	105	( 27.93% )
Hiking	304	( 80.85% )
Hunting	27	( 7.18% )
Indigenous Art	144	( 38.30% )
Kayaking	77	( 20.48% )
Fishing	92	( 24.47% )

---

# Travel Activities

Age Activities for Visit

Male 25-34

## Travel Activities Statistics

Total Surveys: 377

Business	19 ( 9.71% )	Hunting	1 ( 0.57% )
Visiting F/R	0 ( 0.00% )	Kayaking	8 ( 2.29% )
Hiking	85 ( 31.43% )	Climbing	14 ( 5.71% )
Art Tours	20 ( 9.71% )	Archaeology	0 ( 0.00% )
Wildlife Watching	58 ( 21.14% )	Historical Sights	42 ( 16.57% )
Fishing	15 ( 6.86% )	Camping	67 ( 22.29% )
Dog Sledding	15 ( 4.57% )		

Chart

# Inquiry // Travel Stats

[Inquiry Made](#)   [Time Is Info](#)   [Sufficient Info](#)   [Began Researching](#)   [Began Planning](#)   [Visited Baffin](#)

[2 Years Ago](#)

[1 Year Ago](#)

[Planning to Visit](#)

## Inquiry / Travel Statistics

Total Surveys: 376

	Inquiry Made		Began Research		Began Planning	
<b>Within last year</b>	128	( 34.04% )	79	( 21.01% )	107	( 28.46% )
<b>1 year ago</b>	58	( 15.43% )	60	( 15.96% )	50	( 13.30% )
<b>2 years ago</b>	39	( 10.37% )	70	( 18.62% )	45	( 11.97% )
<b>Over 3 years ago</b>	36	( 9.57% )	83	( 22.07% )	56	( 14.89% )
<b>Unknown</b>	115	( 30.59% )	84	( 22.34% )	118	( 31.38% )
<b>Not Yet</b>					0	( 0.00% )

### Information Packages

<b>Under 1 Month</b>	132	( 35.11% )
<b>Under 2 Months</b>	81	( 21.54% )
<b>Over 2 Months</b>	21	( 5.59% )
<b>Never Received</b>	7	( 1.86% )
<b>Unknown</b>	135	( 35.90% )

### Information Quality

<b>Sufficient</b>	190	( 50.53% )
<b>Insufficient</b>	79	( 21.01% )
<b>Unknown</b>	107	( 28.46% )

### Visitor Status

<b>Has Visited</b>	119	( 31.65% )
<b>Planning to</b>	214	( 56.91% )
<b>Not Planning to</b>	16	( 4.26% )
<b>Unknown</b>	27	( 7.18% )

[Analyse](#)

[Chart](#)

# People Who Came

Pleasure

## Visitor Statistics

Total Surveys: 376

<b>Has Visited</b>	119	( 31.65% )	<b>Under 25</b>	1	( 0.84% )
<b>Returning</b>	111	( 93.28% )	<b>25-34</b>	14	( 11.76% )
<b>Handbook</b>	103	( 86.55% )	<b>35-44</b>	42	( 35.29% )
<b>Male Visits</b>	73	( 61.34% )	<b>45-54</b>	33	( 27.73% )
<b>Female Visits</b>	44	( 36.97% )	<b>55+</b>	29	( 24.37% )
			<b>Unknown</b>	0	( 0.00% )

### Purpose of the Visit

<b>Business</b>	22	( 7.21% )
<b>Pleasure</b>	276	( 90.49% )
<b>Employment</b>	4	( 1.31% )
<b>Student Exchange</b>	3	( 0.98% )

Chart

## Communities Statistics

Total Surveys: 376

Arctic Bay	16	( 4.26% )	Iqaluit	102	( 27.13% )
Broughton Island	19	( 5.05% )	Lake Harbour	17	( 4.52% )
Cape Dorset	17	( 4.52% )	Nanisivik	9	( 2.39% )
Clyde River	13	( 3.46% )	Pangnirtung	65	( 17.29% )
Grise Fiord	18	( 4.79% )	Pond Inlet	21	( 5.59% )
Hall Beach	12	( 3.19% )	Resolute Bay	29	( 7.71% )
Igloolik	14	( 3.72% )	Sanikiluaq	6	( 1.60% )

Chart

# First Source

Baffin Handbook

## Final Information Sources Statistics

Total Surveys: 376

Summit	15	( 3.99% )	Natural History	6	( 1.60% )
Outdoor Photographer	67	( 17.82% )	Field & Stream	0	( 0.00% )
CSAE Directory	0	( 0.00% )	Canada Journal	15	( 3.99% )
Baffin PromoGuide	0	( 0.00% )	Atlantic Monthly	2	( 0.53% )
Baffin Product Guide	0	( 0.00% )	Boston Magazine	0	( 0.00% )
Baffin Handbook	31	( 8.24% )	Islands Magazine	4	( 1.06% )
Destinations	0	( 0.00% )	AMC Outdoors	8	( 2.13% )
Article in Print	81	( 21.54% )	Word of Mouth	118	( 31.38% )
Broadcast Media	3	( 0.80% )	Unknown	18	( 4.79% )
Travel/Trade Show	1	( 0.27% )			

Chart



# Media Stats

2. Planning for 1998

1 2  
0 1

Magazine  Newspapers  Books  Television/Radio

## Media Sources Statistics

Total Surveys: 376

Magazine	242	( 64.36% )	"Online" Users	153	( 40.69% )
Newspapers	74	( 19.68% )	CD ROM Users	140	( 37.23% )
Books	227	( 60.37% )	Macintosh	32	( 8.51% )
Television/Radio	27	( 7.18% )	Windows	107	( 28.46% )
Baffin Traveller Subscriptions			Baffin Handbook Owners		
Yes	362	( 96.28% )	Yes	234	( 62.23% )
No	8	( 2.13% )	No	130	( 34.57% )
Unknown	6	( 1.60% )	Unknown	12	( 3.19% )
Reader Service Cards					
Used an RSC	139	( 36.97% )			
RSC and Came	18	( 15.13% )			

Chart

# Provinces

2 - Summary

Province	State	Country	1	2
AB		Canada	0	0

## Province Statistics

Total Surveys: 377

Canadian Surveys: 175

( 100.00% )

	Total	% CDA	%TOTAL		Total	% CDA	%TOTAL
British Columbia	33	( 18.86% )	( 18.86% )	New Brunswick	3	( 1.71% )	( 1.71% )
Alberta	14	( 8.00% )	( 8.00% )	Nova Scotia	8	( 4.57% )	( 4.57% )
Saskatchewan	3	( 1.71% )	( 1.71% )	P. E. I	1	( 0.00% )	( 0.00% )
Manitoba	13	( 7.43% )	( 7.43% )	Newfoundland	0	( 0.00% )	( 0.00% )
Ontario	93	( 53.14% )	( 53.14% )	NWT	5	( 2.86% )	( 2.86% )
Quebec	1	( 0.57% )	( 0.57% )	Yukon	1	( 0.57% )	( 0.57% )

Chart

# States

2 Planning 10/98

Country

1 2

IN USA 0 1

## US States Statistics

Total Surveys: 376

American Surveys: 190 (36170213)

	Total	% USA	%TOTAL		Total	% USA	%TOTAL
Alabama (AL)	0.00%	( 0.00% )	( 0.00% )	Montana (MT)	0	( 0.00% )	( 0.00% )
Alaska (AK)	3	( 1.58% )	( 0.80% )	Nebraska (NE)	0	( 0.00% )	( 0.00% )
American Samoa (AS)	0	( 0.00% )	( 0.00% )	Nevada (NV)	0	( 0.00% )	( 0.00% )
Arizona (AZ)	2	( 1.05% )	( 0.53% )	New Hampshire (NH)	7	( 3.68% )	( 1.86% )
Arkansas (AR)	1	( 0.53% )	( 0.27% )	New Jersey (NJ)	7	( 3.68% )	( 1.86% )
California (CA)	19	( 10.00% )	( 5.05% )	New Mexico (NM)	0	( 0.00% )	( 0.00% )
Colorado (CO)	9	( 4.74% )	( 2.39% )	New York (NY)	3	( 1.58% )	( 0.80% )
Connecticut (CT)	8	( 4.21% )	( 2.13% )	North Carolina (NC)	3	( 1.58% )	( 0.80% )
Delaware (DE)	0	( 0.00% )	( 0.00% )	North Dakota (ND)	0	( 0.00% )	( 0.00% )
District of Columbia (DC)	4	( 2.11% )	( 1.06% )	North Mariana Islands (MP)	0	( 0.00% )	( 0.00% )
FSO Micronesia (FM)	0	( 0.00% )	( 0.00% )	Ohio (OH)	5	( 2.63% )	( 1.33% )
Florida (FL)	0	( 0.00% )	( 0.00% )	Oklahoma (OK)	1	( 0.53% )	( 0.27% )
Georgia (GA)	2	( 1.05% )	( 0.53% )	Oregon (OR)	2	( 1.05% )	( 0.53% )
GuaM (GU)	0	( 0.00% )	( 0.00% )	Palau (PW)	0	( 0.00% )	( 0.00% )
Hawaii (HI)	1	( 0.53% )	( 0.27% )	Pennsylvania (PA)	22	( 11.58% )	( 5.85% )
Idaho (ID)	1	( 0.53% )	( 0.27% )	Puerto Rico (PR)	0	( 0.00% )	( 0.00% )
Illinois (IL)	7	( 3.68% )	( 1.86% )	Rhode Island (RI)	1	( 0.53% )	( 0.27% )
Indiana (IN)	3	( 1.58% )	( 0.80% )	South Carolina (SC)	0	( 0.00% )	( 0.00% )
Iowa (IA)	1	( 0.53% )	( 0.27% )	South Dakota (SD)	1	( 0.53% )	( 0.27% )
Kansas (KS)	0	( 0.00% )	( 0.00% )	Tennessee (TN)	1	( 0.53% )	( 0.27% )
Kentucky (KY)	0	( 0.00% )	( 0.00% )	Texas (TX)	4	( 2.11% )	( 1.06% )
Louisiana (LA)	2	( 1.05% )	( 0.53% )	Utah (UT)	4	( 2.11% )	( 1.06% )
Maine (ME)	8	( 4.21% )	( 2.13% )	Vermont (VT)	4	( 2.11% )	( 1.06% )
Marshall Island (MH)	0	( 0.00% )	( 0.00% )	Virginia (VA)	5	( 2.63% )	( 1.33% )
Maryland (MD)	7	( 3.68% )	( 1.86% )	Virgin Islands (VI)	0	( 0.00% )	( 0.00% )
Massachusetts (MA)	20	( 10.53% )	( 5.32% )	Washington (WA)	7	( 3.68% )	( 1.86% )
Michigan (MI)	4	( 2.11% )	( 1.06% )	Washington, DC (DC)	4	( 2.11% )	( 1.06% )
Minnesota (MN)	4	( 2.11% )	( 1.06% )	West Virginia (WV)	0	( 0.00% )	( 0.00% )
Mississippi (MS)	1	( 0.53% )	( 0.27% )	Wisconsin (WI)	2	( 1.05% )	( 0.53% )
Missouri (MO)	2	( 1.05% )	( 0.53% )	Wyoming (WY)	0	( 0.00% )	( 0.00% )

Chart

*Male Statistics  
(282 Respondents)*

# Demographics

Sex      Age      Household Inc      Education

Male      35-44      Under \$25,000      Graduate/Professional      0      1

## Final Demographic Statistics

Total Surveys: 282

Sex	Male Total 282	Female Total 0	Unknown Total 0
	<b>MPC</b> 100.00%	<b>FPC</b> 0.00%	<b>UPC</b> 0.00%

Age	Under 25	5	( 1.77% )	Household Income		
	25-34	35	( 12.41% )	Under \$25K	16	( 5.67% )
	35-44	79	( 28.01% )	\$25K-\$40K	53	( 18.79% )
	45-54	81	( 28.72% )	\$40K-\$55K	49	( 17.38% )
	55+	80	( 28.37% )	Over \$55K	144	( 51.06% )
	Unknown	2	( 0.71% )	Unknown	20	( 7.09% )

Education	High School	33	( 11.70% )	Graduate / Professional	159	( 56.38% )
	College	44	( 15.60% )			
	University Undergrad	39	( 13.83% )	Unknown	7	( 2.48% )

Chart

# Favorite Activities

Sex: Male      Age: 35-44      Favorite Activities: Outdoor Photography

## Final Favorite Activities Statistics

Total Surveys: 282

Outdoor Photography	209	( 74.11% )
Birding	78	( 27.66% )
Archaeology	79	( 28.01% )
Hiking	232	( 82.27% )
Hunting	25	( 8.87% )
Indigenous Art	86	( 30.50% )
Kayaking	60	( 21.28% )
Fishing	77	( 27.30% )

Chart

# Travel Activities

Activities for Visit

Male 35-44

## Travel Activities Statistics

Total Surveys: 283

Business	11 ( 3.89% )	Hunting	0 ( 0.00% )
Visiting F/R	0 ( 0.00% )	Kayaking	6 ( 2.12% )
Hiking	50 ( 17.67% )	Climbing	10 ( 3.53% )
Art Tours	4 ( 1.41% )	Archaeology	0 ( 0.00% )
Wildlife Watching	32 ( 11.31% )	Historical Sights	26 ( 9.19% )
Fishing	10 ( 3.53% )	Camping	41 ( 14.49% )
Dog Sledding	6 ( 2.12% )		

Chart

# Inquiry / Travel Stats

[Inquiry Made](#)   [Time to Info](#)   [Sufficient Info](#)   [Began Researching](#)   [Began Planning](#)   [Visited Buffin](#)

2 Years Ago

1 Year Ago

Planning to Visit

## Inquiry / Travel Statistics

Total Surveys: 282

	Inquiry Made		Began Research		Began Planning	
<b>Within last year</b>	102	( 36.17% )	59	( 20.92% )	83	( 29.43% )
<b>1 year ago</b>	49	( 17.38% )	45	( 15.96% )	37	( 13.12% )
<b>2 years ago</b>	29	( 9.57% )	49	( 17.38% )	30	( 10.64% )
<b>Over 3 years ago</b>	28	( 9.93% )	60	( 20.57% )	40	( 13.83% )
<b>Unknown</b>	74	( 26.24% )	69	( 24.47% )	92	( 32.27% )
<b>Not Yet</b>					0	( 0.00% )

### Information Packages

<b>Under 1 Month</b>	104	( 36.88% )
<b>Under 2 Months</b>	64	( 22.70% )
<b>Over 2 Months</b>	17	( 6.03% )
<b>Never Received</b>	6	( 2.13% )
<b>Unknown</b>	91	( 32.27% )

### Information Quality

<b>Sufficient</b>	153	( 54.26% )
<b>Insufficient</b>	61	( 21.63% )
<b>Unknown</b>	68	( 24.11% )

### Visitor Status

<b>Has Visited</b>	73	( 25.89% )
<b>Planning to</b>	173	( 61.35% )
<b>Not Planning to</b>	15	( 5.32% )
<b>Unknown</b>	21	( 7.45% )

[Analyse](#)

[Chart](#)



# People Who Came

Program of VAB

Pleasure

## Visitor Statistics

Total Surveys: 282

<b>Has Visited</b>	73	( 25.89% )	<b>Under 25</b>	1	( 1.37% )
<b>Returning</b>	66	( 90.41% )	<b>25-34</b>	6	( 8.22% )
<b>Handbook</b>	63	( 86.30% )	<b>35-44</b>	19	( 26.03% )
			<b>45-54</b>	23	( 31.51% )
<b>Male Visits</b>	73	( 100.00% )	<b>55+</b>	24	( 32.88% )
<b>Female Visits</b>	0	( 0.00% )	<b>Unknown</b>	0	( 0.00% )

### Purpose of the Visit

<b>Business</b>	16	( 6.99% )
<b>Pleasure</b>	210	( 91.70% )
<b>Employment</b>	3	( 1.31% )
<b>Student Exchange</b>	0	( 0.00% )

Chart

## Communities Statistics

Total Surveys: 282

Arctic Bay	10	( 3.55% )	Iqaluit	61	( 21.63% )
Broughton Island	12	( 4.26% )	Lake Harbour	10	( 3.55% )
Cape Dorset	8	( 2.84% )	Nanisivik	5	( 1.77% )
Clyde River	8	( 2.84% )	Pangnirtung	35	( 12.41% )
Grise Fiord	13	( 4.61% )	Pond Inlet	13	( 4.61% )
Hall Beach	9	( 3.19% )	Resolute Bay	20	( 7.09% )
Igloolik	7	( 2.48% )	Sanikiluaq	5	( 1.77% )

Chart

# First Source

Baffin Handbook

## Final Information Sources Statistics

Total Surveys: 282

Summit	13	( 4.61% )	Natural History	4	( 1.42% )
Outdoor Photographer	56	( 19.86% )	Field & Stream	0	( 0.00% )
CSAE Directory	0	( 0.00% )	Canada Journal	15	( 5.32% )
Baffin PromoGuide	0	( 0.00% )	Atlantic Monthly	1	( 0.35% )
Baffin Product Guide	0	( 0.00% )	Boston Magazine	0	( 0.00% )
Baffin Handbook	22	( 7.80% )	Islands Magazine	4	( 1.42% )
Destinations	0	( 0.00% )	AMC Outdoors	7	( 2.48% )
Article in Print	64	( 22.70% )	Word of Mouth	73	( 25.89% )
Broadcast Media	3	( 1.06% )	Unknown	13	( 4.61% )
Travel/Trade Show	1	( 0.35% )			

Chart

# Media Stats

2. Printing & Web

1 2

Magazine  Newspapers  Books  Television/Radio

0 1

## Media Sources Statistics

Total Surveys: 282

Magazine	180	( 63.83% )	"Online" Users	111	( 39.36% )
Newspapers	53	( 18.79% )	CD ROM Users	110	( 39.01% )
Books	162	( 57.45% )	Macintosh	24	( 8.51% )
Television/Radio	20	( 7.09% )	Windows	85	( 30.14% )
Baffin Traveller Subscriptions			Baffin Handbook Owners		
Yes	271	( 96.10% )	Yes	167	( 59.22% )
No	7	( 2.48% )	No	105	( 36.88% )
Unknown	4	( 1.42% )	Unknown	10	( 3.55% )
Reader Service Cards					
Used an RSC	116	( 41.13% )			
RSC and Came	13	( 17.81% )			

Chart

# Provinces

Province / State

Country

1 2

IN

USA

0 1

## Province Statistics

Total Surveys: 282

Canadian Surveys: 117 ( 41.49% )

	Total	% CDA	%TOTAL		Total	% CDA	%TOTAL
British Columbia	16	( 13.68% )	( 5.67% )	New Brunswick	3	( 2.56% )	( 1.06% )
Alberta	8	( 6.84% )	( 2.84% )	Nova Scotia	5	( 4.27% )	( 1.77% )
Saskatchewan	2	( 1.71% )	( 0.71% )	P. E. I	0	( 0.00% )	( 0.00% )
Manitoba	11	( 9.40% )	( 3.90% )	Newfoundland	0	( 0.00% )	( 0.00% )
Ontario	68	( 58.12% )	( 24.11% )	NWT	3	( 2.56% )	( 1.06% )
Quebec	0	( 0.00% )	( 0.00% )	Yukon	0	( 0.00% )	( 0.00% )

Chart

# States

2. Planning 0 1

Country: State Country

IN USA 0 1

## US States Statistics

Total Surveys: 282

American Surveys: 158 ( 56.03% )

	Total	% USA	%TOTAL		Total	% USA	%TOTAL
Alabama (AL)	0	( 0.00% )	( 0.00% )	Montana (MT)	0	( 0.00% )	( 0.00% )
Alaska (AK)	3	( 1.90% )	( 1.06% )	Nebraska (NE)	0	( 0.00% )	( 0.00% )
American Samoa (AS)	0	( 0.00% )	( 0.00% )	Nevada (NV)	0	( 0.00% )	( 0.00% )
Arizona (AZ)	2	( 1.27% )	( 0.71% )	New Hampshire (NH)	7	( 4.43% )	( 2.48% )
Arkansas (AR)	1	( 0.63% )	( 0.35% )	New Jersey (NJ)	7	( 4.43% )	( 2.48% )
California (CA)	15	( 9.49% )	( 5.32% )	New Mexico (NM)	0	( 0.00% )	( 0.00% )
Colorado (CO)	6	( 3.80% )	( 2.13% )	New York (NY)	3	( 1.90% )	( 1.06% )
Connecticut (CT)	6	( 3.80% )	( 2.13% )	North Carolina (NC)	3	( 1.90% )	( 1.06% )
Delaware (DE)	0	( 0.00% )	( 0.00% )	North Dakota (ND)	0	( 0.00% )	( 0.00% )
District of Columbia (DC)	3	( 1.90% )	( 1.06% )	North Mariana Islands (MP)	0	( 0.00% )	( 0.00% )
FSO Micronesia (FM)	0	( 0.00% )	( 0.00% )	Ohio (OH)	4	( 2.53% )	( 1.42% )
Florida (FL)	0	( 0.00% )	( 0.00% )	Oklahoma (OK)	1	( 0.63% )	( 0.35% )
Georgia (GA)	2	( 1.27% )	( 0.71% )	Oregon (OR)	2	( 1.27% )	( 0.71% )
GuaM (GU)	0	( 0.00% )	( 0.00% )	Palau (PW)	0	( 0.00% )	( 0.00% )
Hawaii (HI)	1	( 0.63% )	( 0.35% )	Pennsylvania (PA)	18	( 11.39% )	( 6.38% )
Idaho (ID)	1	( 0.63% )	( 0.35% )	Puerto Rico (PR)	0	( 0.00% )	( 0.00% )
Illinois (IL)	6	( 3.80% )	( 2.13% )	Rhode Island (RI)	1	( 0.63% )	( 0.35% )
Indiana (IN)	3	( 1.90% )	( 1.06% )	South Carolina (SC)	0	( 0.00% )	( 0.00% )
Iowa (IA)	1	( 0.63% )	( 0.35% )	South Dakota (SD)	1	( 0.63% )	( 0.35% )
Kansas (KS)	0	( 0.00% )	( 0.00% )	Tennessee (TN)	1	( 0.63% )	( 0.35% )
Kentucky (KY)	0	( 0.00% )	( 0.00% )	Texas (TX)	4	( 2.53% )	( 1.42% )
Louisiana (LA)	2	( 1.27% )	( 0.71% )	Utah (UT)	3	( 1.90% )	( 1.06% )
Maine (ME)	7	( 4.43% )	( 2.48% )	Vermont (VT)	4	( 2.53% )	( 1.42% )
Marshall Island (MH)	0	( 0.00% )	( 0.00% )	Virginia (VA)	4	( 2.53% )	( 1.42% )
Maryland (MD)	6	( 3.80% )	( 2.13% )	Virgin Islands (VI)	0	( 0.00% )	( 0.00% )
Massachusetts (MA)	16	( 10.13% )	( 5.67% )	Washington (WA)	5	( 3.16% )	( 1.77% )
Michigan (MI)	3	( 1.90% )	( 1.06% )	Washington, DC (DC)	3	( 1.90% )	( 1.06% )
Minnesota (MN)	2	( 1.27% )	( 0.71% )	West Virginia (WV)	0	( 0.00% )	( 0.00% )
Mississippi (MS)	0	( 0.00% )	( 0.00% )	Wisconsin (WI)	2	( 1.27% )	( 0.71% )
Missouri (MO)	2	( 1.27% )	( 0.71% )	Wyoming (WY)	0	( 0.00% )	( 0.00% )

Chart

## *Female Statistics (91 Respondents)*

# Demographics

Age Household Inc Education

Female 55+ \$40,000 to \$55,000 Graduate/Professional 0 0

## Final Demographic Statistics

Total Surveys: 91

Sex	Male Total 0	Female Total 91	Unknown Total 0
	MPC 0.00%	FPC ?	UPC 0.00%

Age	Count	Percentage	Household Income	Count	Percentage
Under 25	3	( 3.57% )	Under \$25K	12	( 16.07% )
25-34	16	( 12.50% )	\$25K-\$40K	16	( 17.86% )
35-44	29	( 41.07% )	\$40K-\$55K	13	( 12.50% )
45-54	26	( 28.57% )	Over \$55K	42	( 46.43% )
55+	17	( 14.29% )	Unknown	8	( 7.14% )
Unknown	0	( 0.00% )			

Education	Count	Percentage	Education	Count	Percentage
High School	10	( 12.50% )	Graduate / Professional	52	( 55.36% )
College	12	( 8.93% )			
University Undergrad	15	( 21.43% )	Unknown	2	( 1.79% )

Chart



# Favorite Activities

Sex:      Age:      Favorite Activities:

Female      55+      Outdoor Photography

## Final Favorite Activities Statistics

Total Surveys: 91

Outdoor Photography	63	( 69.64% )
Birding	34	( 39.29% )
Archaeology	25	( 28.57% )
Hiking	70	( 80.36% )
Hunting	2	( 3.57% )
Indigenous Art	57	( 73.21% )
Kayaking	15	( 17.86% )
Fishing	15	( 17.86% )

Chart

# Travel Activities

Age Activities By Visit

Female 55+

## Travel Activities Statistics

Total Surveys: 91

Business	8 ( 12.50% )	Hunting	1 ( 1.79% )
Visiting F/R	0 ( 0.00% )	Kayaking	2 ( 3.57% )
Hiking	33 ( 41.07% )	Climbing	4 ( 7.14% )
Art Tours	16 ( 25.00% )	Archaeology	0 ( 0.00% )
Wildlife Watching	24 ( 28.57% )	Historical Sights	16 ( 23.21% )
Fishing	3 ( 5.36% )	Camping	24 ( 25.00% )
Dog Sledding	9 ( 8.93% )		

Chart

# Inquiry // Travel Stats

[Inquiry Made](#)   [Time to Info](#)   [Sufficient Info](#)   [Began Researching](#)   [Began Planning](#)   [Visited](#)   [Baffin](#)  
 Within last year   Under 1 month   Yes   1 Year Ago   Within the Last   Planning to Visit

## Inquiry / Travel Statistics

Total Surveys: 91

	Inquiry Made		Began Research		Began Planning	
<b>Within last year</b>	26	( 28.57% )	18	( 19.78% )	22	( 24.18% )
<b>1 year ago</b>	9	( 9.89% )	15	( 16.48% )	13	( 14.29% )
<b>2 years ago</b>	10	( 10.99% )	21	( 23.08% )	15	( 16.48% )
<b>Over 3 years ago</b>	7	( 7.69% )	22	( 24.18% )	15	( 16.48% )
<b>Unknown</b>	39	( 42.86% )	15	( 16.48% )	26	( 28.57% )
<b>Not Yet</b>					0	( 0.00% )

### Information Packages

<b>Under 1 Month</b>	28	( 30.77% )
<b>Under 2 Months</b>	16	( 17.58% )
<b>Over 2 Months</b>	4	( 4.40% )
<b>Never Received</b>	1	( 1.10% )
<b>Unknown</b>	42	( 46.15% )

### Information Quality

<b>Sufficient</b>	36	( 39.56% )
<b>Insufficient</b>	18	( 19.78% )
<b>Unknown</b>	37	( 40.66% )

### Visitor Status

<b>Has Visited</b>	44	( 48.35% )
<b>Planning to</b>	40	( 43.96% )
<b>Not Planning to</b>	1	( 1.10% )
<b>Unknown</b>	6	( 6.59% )

Analyse

Chart

2/24/2000

# People Who Came

Pleasure

## Visitor Statistics

Total Surveys: 91

Has Visited	44	( 48.35% )	Under 25	0	( 0.00% )
Returning	43	( 97.73% )	25-34	8	( 18.18% )
Handbook	40	( 90.91% )	35-44	21	( 47.73% )
			45-54	10	( 22.73% )
Male Visits	0	( 0.00% )	55+	5	( 11.36% )
Female Visits	44	( 100.00% )	Unknown	0	( 0.00% )
Purpose of the Visit					
Business	6	( 8.22% )			
Pleasure	63	( 86.30% )			
Employment	1	( 1.37% )			
Student Exchange	3	( 4.11% )			

Chart

# Communities

2. Planning to Visit

Planning to Visit

1 2

0 1

## Communities Statistics

Total Surveys: 91

Arctic Bay	6	( 6.59% )	Iqaluit	39	( 42.86% )
Broughton Island	7	( 7.69% )	Lake Harbour	7	( 7.69% )
Cape Dorset	9	( 9.89% )	Nanisivik	4	( 4.40% )
Clyde River	5	( 5.49% )	Pangnirtung	30	( 32.97% )
Grise Fiord	5	( 5.49% )	Pond Inlet	8	( 8.79% )
Hall Beach	3	( 3.30% )	Resolute Bay	9	( 9.89% )
Igloolik	7	( 7.69% )	Sanikiluaq	1	( 1.10% )

Chart

# Media Stats

Planning for 2000

1 2  
0 1

Magazine  Newspapers  Books  Television/Radio

## Media Sources Statistics

Total Surveys: 91

Magazine	61	( 67.03% )
Newspapers	21	( 23.08% )
Books	63	( 69.23% )
Television/Radio	7	( 7.69% )

"Online" Users	41	( 45.05% )
CD ROM Users	30	( 32.97% )
Macintosh	8	( 8.79% )
Windows	22	( 24.18% )

### Baffin Traveller Subscriptions

Yes	89	( 97.80% )
No	1	( 1.10% )
Unknown	1	( 1.10% )

### Baffin Handbook Owners

Yes	66	( 72.53% )
No	23	( 25.27% )
Unknown	2	( 2.20% )

### Reader Service Cards

Used an RSC	22	( 24.18% )
RSC and Came	5	( 11.36% )

Chart

# Provinces

2. Ranking: 10.0%

State	Country	1	2
PE	USA	0	1

## Province Statistics

Total Surveys: 91

Canadian Surveys: 56

( 61.54% )

	Total	% CDA	%TOTAL		Total	% CDA	%TOTAL
British Columbia	15	( 26.79% )	( 16.48% )	New Brunswick	0	( 0.00% )	( 0.00% )
Alberta	6	( 10.71% )	( 6.59% )	Nova Scotia	3	( 5.36% )	( 3.30% )
Saskatchewan	1	( 1.79% )	( 1.10% )	P. E. I	1	( 1.79% )	( 1.10% )
Manitoba	2	( 3.57% )	( 2.20% )	Newfoundland	0	( 0.00% )	( 0.00% )
Ontario	25	( 44.64% )	( 27.47% )	NWT	2	( 3.57% )	( 2.20% )
Quebec	1	( 1.79% )	( 1.10% )	Yukon	1	( 1.79% )	( 1.10% )

Chart

## US States Statistics

Total Surveys: 91

American Surveys: 31 ( 34.07% )

	Total	% USA	%TOTAL		Total	% USA	%TOTAL
Alabama (AL)	0	( 0.00% )	( 0.00% )	Montana (MT)	0	( 0.00% )	( 0.00% )
Alaska (AK)	0	( 0.00% )	( 0.00% )	Nebraska (NE)	0	( 0.00% )	( 0.00% )
American Samoa (AS)	0	( 0.00% )	( 0.00% )	Nevada (NV)	0	( 0.00% )	( 0.00% )
Arizona (AZ)	0	( 0.00% )	( 0.00% )	New Hampshire (NH)	0	( 0.00% )	( 0.00% )
Arkansas (AR)	0	( 0.00% )	( 0.00% )	New Jersey (NJ)	0	( 0.00% )	( 0.00% )
California (CA)	4	( 12.90% )	( 4.40% )	New Mexico (NM)	0	( 0.00% )	( 0.00% )
Colorado (CO)	2	( 6.45% )	( 2.20% )	New York (NY)	0	( 0.00% )	( 0.00% )
Connecticut (CT)	2	( 6.45% )	( 2.20% )	North Carolina (NC)	0	( 0.00% )	( 0.00% )
Delaware (DE)	0	( 0.00% )	( 0.00% )	North Dakota (ND)	0	( 0.00% )	( 0.00% )
District of Columbia (DC)	1	( 3.23% )	( 1.10% )	North Mariana Islands (MP)	0	( 0.00% )	( 0.00% )
FSO Micronesia (FM)	0	( 0.00% )	( 0.00% )	Ohio (OH)	1	( 3.23% )	( 1.10% )
Florida (FL)	0	( 0.00% )	( 0.00% )	Oklahoma (OK)	0	( 0.00% )	( 0.00% )
Georgia (GA)	0	( 0.00% )	( 0.00% )	Oregon (OR)	0	( 0.00% )	( 0.00% )
GuaM (GU)	0	( 0.00% )	( 0.00% )	Palau (PW)	0	( 0.00% )	( 0.00% )
Hawaii (HI)	0	( 0.00% )	( 0.00% )	Pennsylvania (PA)	4	( 12.90% )	( 4.40% )
Idaho (ID)	0	( 0.00% )	( 0.00% )	Puerto Rico (PR)	0	( 0.00% )	( 0.00% )
Illinois (IL)	1	( 3.23% )	( 1.10% )	Rhode Island (RI)	0	( 0.00% )	( 0.00% )
Indiana (IN)	0	( 0.00% )	( 0.00% )	South Carolina (SC)	0	( 0.00% )	( 0.00% )
Iowa (IA)	0	( 0.00% )	( 0.00% )	South Dakota (SD)	0	( 0.00% )	( 0.00% )
Kansas (KS)	0	( 0.00% )	( 0.00% )	Tennessee (TN)	0	( 0.00% )	( 0.00% )
Kentucky (KY)	0	( 0.00% )	( 0.00% )	Texas (TX)	0	( 0.00% )	( 0.00% )
Louisiana (LA)	0	( 0.00% )	( 0.00% )	Utah (UT)	1	( 3.23% )	( 1.10% )
Maine (ME)	1	( 3.23% )	( 1.10% )	Vermont (VT)	0	( 0.00% )	( 0.00% )
Marshall Island (MH)	0	( 0.00% )	( 0.00% )	Virginia (VA)	1	( 3.23% )	( 1.10% )
Maryland (MD)	1	( 3.23% )	( 1.10% )	Virgin Islands (VI)	0	( 0.00% )	( 0.00% )
Massachusetts (MA)	4	( 12.90% )	( 4.40% )	Washington (WA)	2	( 6.45% )	( 2.20% )
Michigan (MI)	1	( 3.23% )	( 1.10% )	Washington, DC (DC)	1	( 3.23% )	( 1.10% )
Minnesota (MN)	2	( 6.45% )	( 2.20% )	West Virginia (WV)	0	( 0.00% )	( 0.00% )
Mississippi (MS)	1	( 3.23% )	( 1.10% )	Wisconsin (WI)	0	( 0.00% )	( 0.00% )
Missouri (MO)	0	( 0.00% )	( 0.00% )	Wyoming (WY)	0	( 0.00% )	( 0.00% )

Chart



*Visitor Statistics  
(119 Respondents)*

# Demographics

Sex: Female    Age: 25-34    Household Inc: over \$55,000    Education: University    1 0

## Final Demographic Statistics

Total Surveys: 119

Sex	Male Total 73	Female Total 44	Unknown Total 2
	MPC 58.75%	FPC 38.75%	UPC 2.50%

Age	Under 25	1	( 1.25% )	Household Income		
	25-34	14	( 11.25% )	Under \$25K	6	( 7.50% )
	35-44	42	( 43.75% )	\$25K-\$40K	15	( 12.50% )
	45-54	33	( 20.00% )	\$40K-\$55K	20	( 11.25% )
	55+	29	( 23.75% )	Over \$55K	69	( 58.75% )
	Unknown	0	( 0.00% )	Unknown	9	( 10.00% )

Education	High School	10	( 8.75% )	Graduate / Professional	78	( 65.00% )
	College	13	( 7.50% )			
	University Undergrad	15	( 16.25% )	Unknown	3	( 2.50% )

# Favorite Activities

Favorite Activities

Female 45-54 Outdoor Photography

## Final Favorite Activities Statistics

Total Surveys: 119

---

Outdoor Photography	76	( 63.87% )
Birding	34	( 28.57% )
Archaeology	31	( 26.05% )
Hiking	98	( 82.35% )
Hunting	4	( 3.36% )
Indigenous Art	59	( 49.58% )
Kayaking	25	( 21.01% )
Fishing	17	( 14.29% )

---

# Travel Activities

Activities for: Visit

Female 25-34 Hiking

## Travel Activities Statistics

Total Surveys: 119

Business	18 ( 20.00% )	Hunting	1 ( 1.25% )
Visiting F/R	0 ( 0.00% )	Kayaking	8 ( 5.00% )
Hiking	83 ( 66.25% )	Climbing	14 ( 12.50% )
Art Tours	20 ( 21.25% )	Archaeology	0 ( 0.00% )
Wildlife Watching	58 ( 46.25% )	Historical Sights	40 ( 33.75% )
Fishing	14 ( 13.75% )	Camping	67 ( 48.75% )
Dog Sledding	15 ( 10.00% )		

Chart

# Inquiry // Travel Stats

[Insufficient Info](#)   [Sufficient Info](#)   [Began Researching](#)   [Began Planning](#)   [Visited Baffin](#)  
 2 years ago   Under 2 months No   2 Years Ago   2 Years Ago   Has Visited

## Inquiry / Travel Statistics

Total Surveys: 119

	Inquiry Made		Began Research		Began Planning	
<b>Within last year</b>	16	( 13.45% )	7	( 5.88% )	10	( 8.40% )
<b>1 year ago</b>	8	( 6.72% )	16	( 13.45% )	20	( 16.81% )
<b>2 years ago</b>	18	( 15.13% )	27	( 22.69% )	26	( 21.85% )
<b>Over 3 years ago</b>	18	( 15.13% )	49	( 41.18% )	38	( 31.93% )
<b>Unknown</b>	59	( 49.58% )	20	( 16.81% )	25	( 21.01% )
<b>Not Yet</b>					0	( 0.00% )

### Information Packages

<b>Under 1 Month</b>	37	( 31.09% )
<b>Under 2 Months</b>	13	( 10.92% )
<b>Over 2 Months</b>	6	( 5.04% )
<b>Never Received</b>	0	( 0.00% )
<b>Unknown</b>	63	( 52.94% )

### Information Quality

<b>Sufficient</b>	51	( 42.86% )
<b>Insufficient</b>	13	( 10.92% )
<b>Unknown</b>	55	( 46.22% )

### Visitor Status

<b>Has Visited</b>	119	( 100.00% )
<b>Planning to</b>	0	( 0.00% )
<b>Not Planning to</b>	0	( 0.00% )
<b>Unknown</b>	0	( 0.00% )

Analyse

Chart

# People Who Came

Page 10 of 148

Business

## Visitor Statistics

Total Surveys: 119

<b>Has Visited</b>	119	( 100.00% )	<b>Under 25</b>	1	( 0.84% )
<b>Returning</b>	111	( 93.28% )	<b>25-34</b>	14	( 11.76% )
<b>Handbook</b>	103	( 86.55% )	<b>35-44</b>	42	( 35.29% )
			<b>45-54</b>	33	( 27.73% )
<b>Male Visits</b>	73	( 61.34% )	<b>55+</b>	29	( 24.37% )
<b>Female Visits</b>	44	( 36.97% )	<b>Unknown</b>	0	( 0.00% )

### Purpose of the Visit

<b>Business</b>	15	( 14.29% )
<b>Pleasure</b>	85	( 80.95% )
<b>Employment</b>	3	( 2.86% )
<b>Student Exchange</b>	2	( 1.90% )

Chart

# Communities

2. Planning for 2001

Iqaluit

1 0

## Communities Statistics

Total Surveys: 119

Arctic Bay	15	( 12.61% )	Iqaluit	100	( 84.03% )
Broughton Island	18	( 15.13% )	Lake Harbour	16	( 13.45% )
Cape Dorset	16	( 13.45% )	Nanisivik	8	( 6.72% )
Clyde River	12	( 10.08% )	Pangnirtung	64	( 53.78% )
Grise Fiord	17	( 14.29% )	Pond Inlet	20	( 16.81% )
Hall Beach	11	( 9.24% )	Resolute Bay	28	( 23.53% )
Igloodik	13	( 10.92% )	Sanikiluaq	5	( 4.20% )

Chart

# First Source

Word of Mouth

## Final Information Sources Statistics

Total Surveys: 119

Summit	1	( 0.84% )	Natural History	0	( 0.00% )
Outdoor Photographer	5	( 4.20% )	Field & Stream	0	( 0.00% )
CSAE Directory	0	( 0.00% )	Canada Journal	2	( 1.68% )
Baffin PromoGuide	0	( 0.00% )	Atlantic Monthly	0	( 0.00% )
Baffin Product Guide	0	( 0.00% )	Boston Magazine	0	( 0.00% )
Baffin Handbook	14	( 11.76% )	Islands Magazine	1	( 0.84% )
Destinations	0	( 0.00% )	AMC Outdoors	0	( 0.00% )
Article in Print	26	( 21.85% )	Word of Mouth	62	( 52.10% )
Broadcast Media	0	( 0.00% )	Unknown	7	( 5.88% )
Travel/Trade Show	1	( 0.84% )			

Chart



# Media Stats

1. May 1998  
2. Planning to Sell

1 2

Magazine  Newspapers  Books  Television/Radio

1 0

## Media Sources Statistics

Total Surveys: 119

Magazine	78	( 65.55% )	"Online" Users	51	( 42.86% )
Newspapers	23	( 19.33% )	CD ROM Users	45	( 37.82% )
Books	76	( 63.87% )	Macintosh	9	( 7.56% )
Television/Radio	5	( 4.20% )	Windows	37	( 31.09% )
Baffin Traveller Subscriptions			Baffin Handbook Owners		
Yes	112	( 94.12% )	Yes	103	( 86.55% )
No	4	( 3.36% )	No	13	( 10.92% )
Unknown	3	( 2.52% )	Unknown	3	( 2.52% )
Reader Service Cards					
Used an RSC	18	( 15.13% )			
RSC and Came	18	( 15.13% )			

Chart

# Provinces

1. All  
2. Planning to

Province / State	Country	1	2
Ohio	USA	1	0

## Province Statistics

Total Surveys: 119

Canadian Surveys: 80

( 67.23% )

	Total	% CDA	%TOTAL		Total	% CDA	%TOTAL
British Columbia	20	( 25.00% )	( 16.81% )	New Brunswick	1	( 1.25% )	( 0.84% )
Alberta	5	( 6.25% )	( 4.20% )	Nova Scotia	3	( 3.75% )	( 2.52% )
Saskatchewan	0	( 0.00% )	( 0.00% )	P.E.I	0	( 0.00% )	( 0.00% )
Manitoba	3	( 3.75% )	( 2.52% )	Newfoundland	0	( 0.00% )	( 0.00% )
Ontario	42	( 52.50% )	( 35.29% )	NWT	4	( 5.00% )	( 3.36% )
Quebec	1	( 1.25% )	( 0.84% )	Yukon	1	( 1.25% )	( 0.84% )

Chart



*Planner Statistics  
(214 Respondents)*

# Demographics

Age: 35-44    Household Inc: Under \$25,000    Education: Graduate/Professional    0 1

## Final Demographic Statistics

Total Surveys: 214

Sex	Male Total 173	Female Total 40	Unknown Total 1
	MPC 80.84%	FPC 18.69%	UPC 0.47%

Age	Under 25	5	( 2.34% )	Household Income		
	25-34	34	( 15.89% )	Under \$25K	17	( 7.94% )
	35-44	59	( 27.57% )	\$25K-\$40K	44	( 20.56% )
	45-54	64	( 29.91% )	\$40K-\$55K	34	( 15.89% )
	55+	50	( 23.36% )	Over \$55K	101	( 47.20% )
	Unknown	2	( 0.93% )	Unknown	18	( 8.41% )

Education	High School	25	( 11.68% )	Graduate / Professional	114	( 53.27% )
	College	35	( 16.36% )			
	University Undergrad	35	( 16.36% )	Unknown	5	( 2.34% )

# Favorite Activities

Age Favorite Activities

Male 35-44 Outdoor Photography

## Final Favorite Activities Statistics

Total Surveys: 214

---

Outdoor Photography	167	( 78.04% )
Birding	69	( 32.24% )
Archaeology	60	( 28.04% )
Hiking	176	( 82.24% )
Hunting	16	( 7.48% )
Indigenous Art	74	( 34.58% )
Kayaking	51	( 23.83% )
Fishing	57	( 26.64% )

---

# Inquiry / Travel Stats

[Home](#)
[About](#)
[Time to Info](#)
[Sufficient Info](#)
[Began Researching](#)
[Began Planning](#)
[Visited Baffin](#)  
 2 Years Ago      1 Year Ago      Planning to Visit

## Inquiry / Travel Statistics

Total Surveys: 214

	Inquiry Made		Began Research		Began Planning	
<b>Within last year</b>	92	( 42.99% )	71	( 33.18% )	96	( 44.86% )
<b>1 year ago</b>	43	( 20.09% )	44	( 20.56% )	30	( 14.02% )
<b>2 years ago</b>	17	( 7.94% )	43	( 20.09% )	19	( 8.88% )
<b>Over 3 years ago</b>	15	( 7.01% )	33	( 15.42% )	17	( 7.94% )
<b>Unknown</b>	47	( 21.96% )	23	( 10.75% )	52	( 24.30% )
<b>Not Yet</b>					0	( 0.00% )

### Information Packages

<b>Under 1 Month</b>	78	( 36.45% )
<b>Under 2 Months</b>	59	( 27.57% )
<b>Over 2 Months</b>	13	( 6.07% )
<b>Never Received</b>	5	( 2.34% )
<b>Unknown</b>	59	( 27.57% )

### Information Quality

<b>Sufficient</b>	119	( 55.61% )
<b>Insufficient</b>	52	( 24.30% )
<b>Unknown</b>	43	( 20.09% )

### Visitor Status

<b>Has Visited</b>	0	( 0.00% )
<b>Planning to</b>	214	( 100.00% )
<b>Not Planning to</b>	0	( 0.00% )
<b>Unknown</b>	0	( 0.00% )

Analyse

Chart

# Communities

1. Planning 10-95  
2. Planning 10-95

1 2  
0 1

## Communities Statistics

Total Surveys: 214

Arctic Bay	( 0.00% )	Iqaluit	( 0.00% )
Broughton Island	( 0.00% )	Lake Harbour	( 0.00% )
Cape Dorset	( 0.00% )	Nanisivik	( 0.00% )
Clyde River	( 0.00% )	Pangnirtung	( 0.00% )
Grise Fiord	( 0.00% )	Pond Inlet	( 0.00% )
Hall Beach	( 0.00% )	Resolute Bay	( 0.00% )
Igloolik	( 0.00% )	Sanikiluaq	( 0.00% )

Chart



# First Source

Baffin Handbook

## Final Information Sources Statistics

Total Surveys: 214

Summit	11	( 5.14% )	Natural History	6	( 2.80% )
Outdoor Photographer	49	( 22.90% )	Field & Stream	0	( 0.00% )
CSAE Directory	0	( 0.00% )	Canada Journal	11	( 5.14% )
Baffin PromoGuide	0	( 0.00% )	Atlantic Monthly	2	( 0.93% )
Baffin Product Guide	0	( 0.00% )	Boston Magazine	0	( 0.00% )
Baffin Handbook	16	( 7.48% )	Islands Magazine	2	( 0.93% )
Destinations	0	( 0.00% )	AMC Outdoors	7	( 3.27% )
Article in Print	48	( 22.43% )	Ward of Mouth	49	( 22.90% )
Broadcast Media	2	( 0.93% )	Unknown	9	( 4.21% )
Travel/Trade Show	0	( 0.00% )			

Chart

# Media Stats

2. Planning for 1998

1 2  
0 1

Magazine  Newspapers  Books  Television/Radio

## Media Sources Statistics

Total Surveys: 214

Magazine	136	( 63.55% )	"Online" Users	90	( 42.06% )
Newspapers	41	( 19.16% )	CD ROM Users	81	( 37.85% )
Books	133	( 62.15% )	Macintosh	22	( 10.28% )
Television/Radio	19	( 8.88% )	Windows	57	( 26.64% )
Baffin Traveller Subscriptions			Baffin Handbook Owners		
Yes	213	( 99.53% )	Yes	114	( 53.27% )
No	1	( 0.47% )	No	94	( 43.93% )
Unknown	0	( 0.00% )	Unknown	6	( 2.80% )
Reader Service Cards					
Used an RSC	97	( 45.33% )			
RSC and Came	0	( ? )			

Chart

# Provinces

1. All VIFCs  
2. Planning to Visit

Province / State	Country	1	2
IN	USA	0	1

## Province Statistics

Total Surveys: 214

Canadian Surveys: 79

( 36.92% )

	Total	%CDA	%TOTAL		Total	%CDA	%TOTAL
British Columbia	12	( 15.19% )	( 5.61% )	New Brunswick	2	( 2.53% )	( 0.93% )
Alberta	7	( 8.86% )	( 3.27% )	Nova Scotia	3	( 3.80% )	( 1.40% )
Saskatchewan	1	( 1.27% )	( 0.47% )	P.E.I	1	( 1.27% )	( 0.47% )
Manitoba	10	( 12.66% )	( 4.67% )	Newfoundland	0	( 0.00% )	( 0.00% )
Ontario	43	( 54.43% )	( 20.09% )	NWT	0	( 0.00% )	( 0.00% )
Quebec	0	( 0.00% )	( 0.00% )	Yukon	0	( 0.00% )	( 0.00% )

Chart

# States

1. Planning  
2. Planning

Province State

Country

1 2

IN

USA

0 1

## US States Statistics

Total Surveys: 214

American Surveys: 127 (25233645)

	Total	% USA	%TOTAL		Total	% USA	%TOTAL
Alabama (AL)	0.00%	( 0.00% )	( 0.00% )	Montana (MT)	0	( 0.00% )	( 0.00% )
Alaska (AK)	3	( 2.36% )	( 1.40% )	Nebraska (NE)	0	( 0.00% )	( 0.00% )
American Samoa (AS)	0	( 0.00% )	( 0.00% )	Nevada (NV)	0	( 0.00% )	( 0.00% )
Arizona (AZ)	2	( 1.57% )	( 0.93% )	New Hampshire (NH)	7	( 5.51% )	( 3.27% )
Arkansas (AR)	1	( 0.79% )	( 0.47% )	New Jersey (NJ)	7	( 5.51% )	( 3.27% )
California (CA)	8	( 6.30% )	( 3.74% )	New Mexico (NM)	0	( 0.00% )	( 0.00% )
Colorado (CO)	7	( 5.51% )	( 3.27% )	New York (NY)	2	( 1.57% )	( 0.93% )
Connecticut (CT)	7	( 5.51% )	( 3.27% )	North Carolina (NC)	2	( 1.57% )	( 0.93% )
Delaware (DE)	0	( 0.00% )	( 0.00% )	North Dakota (ND)	0	( 0.00% )	( 0.00% )
District of Columbia (DC)	2	( 1.57% )	( 0.93% )	North Mariana Islands (MP)	0	( 0.00% )	( 0.00% )
FSO Micronesia (FM)	0	( 0.00% )	( 0.00% )	Ohio (OH)	2	( 1.57% )	( 0.93% )
Florida (FL)	0	( 0.00% )	( 0.00% )	Oklahoma (OK)	1	( 0.79% )	( 0.47% )
Georgia (GA)	2	( 1.57% )	( 0.93% )	Oregon (OR)	1	( 0.79% )	( 0.47% )
GuaM (GU)	0	( 0.00% )	( 0.00% )	Palau (PW)	0	( 0.00% )	( 0.00% )
Hawaii (HI)	0	( 0.00% )	( 0.00% )	Pennsylvania (PA)	17	( 13.39% )	( 7.94% )
Idaho (ID)	0	( 0.00% )	( 0.00% )	Puerto Rico (PR)	0	( 0.00% )	( 0.00% )
Illinois (IL)	2	( 1.57% )	( 0.93% )	Rhode Island (RI)	1	( 0.79% )	( 0.47% )
Indiana (IN)	2	( 1.57% )	( 0.93% )	South Carolina (SC)	0	( 0.00% )	( 0.00% )
Iowa (IA)	1	( 0.79% )	( 0.47% )	South Dakota (SD)	1	( 0.79% )	( 0.47% )
Kansas (KS)	0	( 0.00% )	( 0.00% )	Tennessee (TN)	0	( 0.00% )	( 0.00% )
Kentucky (KY)	0	( 0.00% )	( 0.00% )	Texas (TX)	0	( 0.00% )	( 0.00% )
Louisiana (LA)	1	( 0.79% )	( 0.47% )	Utah (UT)	3	( 2.36% )	( 1.40% )
Maine (ME)	6	( 4.72% )	( 2.80% )	Vermont (VT)	4	( 3.15% )	( 1.87% )
Marshall Island (MH)	0	( 0.00% )	( 0.00% )	Virginia (VA)	4	( 3.15% )	( 1.87% )
Maryland (MD)	3	( 2.36% )	( 1.40% )	Virgin Islands (VI)	0	( 0.00% )	( 0.00% )
Massachusetts (MA)	14	( 11.02% )	( 6.54% )	Washington (WA)	5	( 3.94% )	( 2.34% )
Michigan (MI)	2	( 1.57% )	( 0.93% )	Washington, DC (DC)	2	( 1.57% )	( 0.93% )
Minnesota (MN)	2	( 1.57% )	( 0.93% )	West Virginia (WV)	0	( 0.00% )	( 0.00% )
Mississippi (MS)	1	( 0.79% )	( 0.47% )	Wisconsin (WI)	1	( 0.79% )	( 0.47% )
Missouri (MO)	2	( 1.57% )	( 0.93% )	Wyoming (WY)	0	( 0.00% )	( 0.00% )

Chart

*German Inquiry Statistics  
(10 Respondents)*

# Demographics

Age: 35-44    Household Inc: Over \$55,000    Education: Graduate/Professional    0 1

## Final Demographic Statistics

Total Surveys: 10

Sex: Male Total 6 (MPC 60.00%)    Female Total 4 (FPC 40.00%)    Unknown Total 0 (UPC 0.00%)

Age	Under 25	0	( 0.00% )	Household Income		
	25-34	3	( 30.00% )	Under \$25K	1	( 10.00% )
	35-44	4	( 40.00% )	\$25K-\$40K	2	( 20.00% )
	45-54	1	( 10.00% )	\$40K-\$55K	0	( 0.00% )
	55+	2	( 20.00% )	Over \$55K	7	( 70.00% )
	Unknown	0	( 0.00% )	Unknown	0	( 0.00% )

Education	High School	0	( 0.00% )	Graduate / Professional	10	( 100.00% )
	College	0	( 0.00% )			
	University Undergrad	0	( 0.00% )	Unknown	0	( 0.00% )

Chart

# People Who Came

Pleasure

## Visitor Statistics

Total Surveys: 10

Has Visited	3	( 30.00% )	Under 25	0	( 0.00% )
Returning	3	( 100.00% )	25-34	1	( 33.33% )
Handbook	3	( 100.00% )	35-44	1	( 33.33% )
			45-54	1	( 33.33% )
Male Visits	1	( 33.33% )	55+	0	( 0.00% )
Female Visits	2	( 66.67% )	Unknown	0	( 0.00% )

### Purpose of the Visit

Business	1	( 10.00% )
Pleasure	9	( 90.00% )
Employment	0	( 0.00% )
Student Exchange	0	( 0.00% )

Chart

# Media Stats

1. Print  
2. Printing to PDF

Media Source

1 2

Magazine  Newspapers  Books  Television/Radio

0 1

## Media Sources Statistics

Total Surveys: 10

Magazine	6	( 60.00% )	"Online" Users	4	( 40.00% )
Newspapers	1	( 10.00% )	CD ROM Users	5	( 50.00% )
Books	8	( 80.00% )	Macintosh	2	( 20.00% )
Television/Radio	0	( 0.00% )	Windows	3	( 30.00% )
Baffin Traveller Subscriptions			Baffin Handbook Owners		
Yes	10	( 100.00% )	Yes	7	( 70.00% )
No	0	( 0.00% )	No	3	( 30.00% )
Unknown	0	( 0.00% )	Unknown	0	( 0.00% )
Reader Service Cards					
Used an RSC	2	( 20.00% )			
RSC and Came	0	( 0.00% )			

Chart



