## Birder Travel Decisions Survey Results

## Highlights of the NCBT Birder Travel Decisions Survey

Total number of surveys used: 678 (not all respondents answered every question). Respondents are subscribed to birding-related listserves in VA, TN, NC, SC, GA, and & KY.

## Past and future visitation to NC

Mountains 81.3% Central NC 66.2% **Past** 

> Coast 82.6%

> Mountains 81.0%

Central NC 56.3% Future\*

> 85.4% Coast

\*% "somewhat" to "very likely" to visit in the future

66.9%

91.6% "A lot of my life is organized around birding."

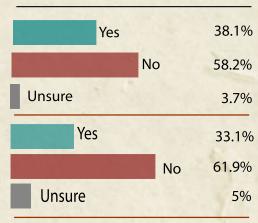
"Birding is a part of me."

> "I get greater satisfaction from birding than other vacation activities."

How often do you go birding when you travel?

83.6% "often" OR "all the time"

Are you familiar with the NCBT website?



Have you ever visited the website?

75.7%

are "somewhat likely" or "very likely" to use the NCBT website to plan their next birding trip in NC



This infographic was developed by Ginger Deason and Erin Seekamp, Ph. D. Tourism Extension, PRTM **NC State University** tourismextension@ncsu.edu

\*\* % respondents who answered "agree" or "strongly agree" to these questions

74.2%

M: 52.9% F: 47.1%

Income

< 75K = 34.1%

75-100K = 21.1%

>100K = 44.7%

Edu

Grad:

53.1%

BA/BS:

31.9%

Other:

15%

Age

Avg:

54.5

50's:

23%

60's:

38%