

# Birder Travel Decisions Survey Results

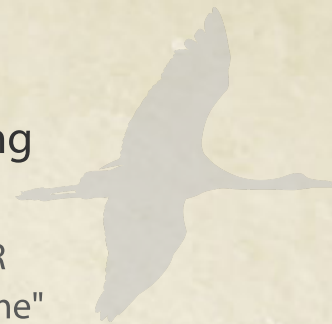
## Highlights of the NCBT Birder Travel Decisions Survey

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.

How often do you go birding when you travel?

83.6% "often" OR "all the time"

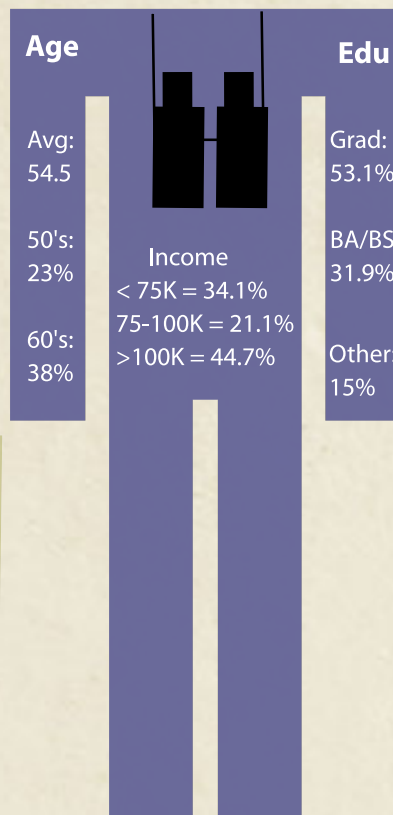


## Past and future visitation to NC

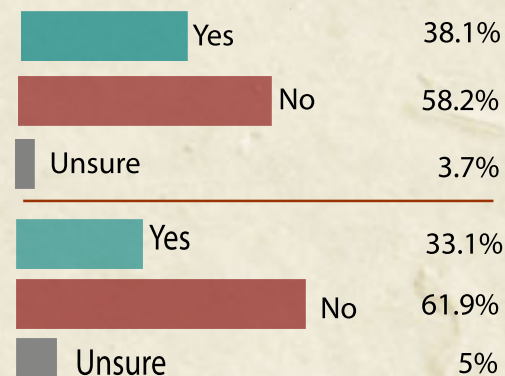
|         |            |       |
|---------|------------|-------|
| Past    | Mountains  | 81.3% |
|         | Central NC | 66.2% |
|         | Coast      | 82.6% |
| Future* | Mountains  | 81.0% |
|         | Central NC | 56.3% |
|         | Coast      | 85.4% |

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

M: 52.9%  
F: 47.1%



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

91.6%

"Birding is a part of me."

66.9%

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

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

74.2%

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