

Table 3. Profile of an Ecotourist
 (All dollars in the years of the surveys or interviews)

	1998-2000 Fermata	1998 Luzar et al.	1989 Hvenegaard, et al.	1997 Scott, et al.	1994 HLA and ARA Consulting	1995 Eagles and Cascagnette
Age	52.1 years		49.3 years	53.6 years	35-54 years	53.5 years
Gender	Male = 48.3% Female = 51.7%	Male = 46% Female = 54%	Male = 59% Female = 41%	Male = 65.9% Female = 34.1%	Male = 50% Female = 50%	Male = 45.5% Female = 54.5%
Income	\$61,962	16% >\$50,000 (\$US)	\$57,175 (\$CA)	\$72,707		\$60,828 (\$CA)
Household size	2.45 persons	1.83 persons				
Education	16.36 years (four years of college plus some graduate school)		15.8 (almost four years of college)	16.16 years (four years of college plus some grad school)	16 years (college graduates) - 82%	16 years (college graduates) - 62.5%
# of other conservation organizations	3.7			3.29		

Table 4. Birding and Wildlife Trip Data

	1998-2000 Fermata	1998 Luzar et al.	1989 Hvenegaard et al.	1997 Scott, et al.	1994 HLA and ARA Consulting	1998 World Wildlife Fund	1995 Eagles and Cascagnette
Travel alone	23.5%				13%	21%	31%
Travel with family or friends	81.5%			86.7%	75%	59%	
Travel with tour group	11.7%					20%	
Number of trips per year	10.83 trips		28.6 trips	19.5 trips			
Average length of trip	2.33 days		5.4 days	1.99 days	11 days	13 days	
# of days, last trip	3.31	3					
# of nights, last trip	2.38	2.3					
Time spent viewing wildlife - last trip	2.75 days		3.4 days				
Time spent birding in past 12 months	44.04 days		35.6 days	38.8 days			