



Birders, or Birdwatchers are people who seriously pursue the hobby of birding. May be professional or amateur.

MOST FREQUENT ONTARIO BIRDER

- ★ Predominately female, age 35-54
- ★ Well educated
- ★ Higher than average income
- ★ Very small percentage consider themselves 'Expert Birders'

INQUISITIVE vs. ACQUISITIVE BIRDERS



Inquisitive birders

- ★ tend to be more casual
- ★ they birdwatch in groups or families
- ★ birdwatch with the goal of learning more about nature and wildlife.



Acquisitive birders

- ★ are generally more experienced
- ★ 'acquire' birds through observation
- ★ generally keep detailed records

NOVICE vs. INTERMEDIATE vs. EXPERT BIRDERS

Novice and intermediate birders



- ★ are more likely to visit local attractions



- ★ are more likely to participate in other activities outside of birding such as wineries, agri-tourism, cultural and historical sites.

Expert birders



- ★ tend to spend more money on accommodations
- ★ less likely to visit other local attractions



- ★ tend to stay longer and will travel farther to acquire specific or rare birds



- ★ birding is the purpose of the trip as opposed to a component of a larger holiday