Motivations for Becoming an Outfitter

By

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Methods

• List of licensed outfitters in Montana in 2004 was obtained from Department of Labor and Industry

• Survey was sent in 2005 to all licensed outfitters in Montana (638)

• A total of 156 surveys were returned-response rate was 24%
Demographics

- Years outfitting experience = 18.75
- Age at which decided to become an outfitter = 30.29
- Age = 51.01
- Sex
  - Male = 96.8%
  - Female = 3.2%
Motivations

• Love of the Outdoors

• To Help Others Enjoy the Outdoors

• To Make a Living Doing Something They Enjoyed

• Independence
Motivations (continued)

• A Desire to Operate Their Own Business

  • To Earn Extra income

  • A Poor Economy

• The family Nature of the Business
Conclusion

• There are multiple reasons for becoming an outfitter.

• Outfitters must have a love of the outdoors