

IDAHO OUTFITTERS AND GUIDES  
ASSOCIATION

# WHAT A GUIDE WANTS

**Survey results from the state's largest  
Idaho guide survey**

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This survey is the largest completed survey distributed to guides in Idaho. A sample of 191 past and present Idaho guides have been surveyed to observe demographic information, self-identified problems and solutions in the industry, and questions specific to how Idaho Outfitters and Guides Association (IOGA) can play a role in addressing these issues.

All guides completed a one-time, self-report, online survey. The information gathered will help inform entities on how they can more appropriately appeal to, and help aid the Idaho guiding community to achieve their self-identified goals.

To review the entire survey please contact  
[dagnydeutschman@gmail.com](mailto:dagnydeutschman@gmail.com)

# WHAT A GUIDE WANTS SURVEY: A SUMMARY

## IDAHO'S LARGEST GUIDE SURVEY

\*Survey was constructed by guides, for guides through the Idaho Outfitters and Guides Association

### Idaho Guide Demographics:

- Majority of respondents 25-44 years old
- Females only make up 25% of the guiding industry
- Most Idaho guides are whitewater guides, followed by fishing guides then hunting guides
- Most Idaho guides are full-time for 2-10 years
- Most guides work an average of 6-10 weeks a year
- Guides work for an average of 2-5 outfitters during their career
- Most guides average working for 1 outfitter a season
- Most guides report making over 50% of their yearly earnings from guiding in Idaho.
- Two-thirds of Idaho guides are registered Idaho residents

For more details contact Dagny at [dagnydeutschman@gmail.com](mailto:dagnydeutschman@gmail.com)

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### Guide-Identified Triumphs & Concerns:

- Guides self-identified feeling confident in 4/5 of top skills needed to be successful in the industry
- Guides identified wanting more professional development in "entertainment skills" over all other relevant skills to their jobs, followed closely by "emergency medicine."
- Guides stated that "conservation" was their highest priority for issues they wanted tackled on their behalf
- Guides cited their major concerns in the industry as: having no place to voice their opinions and make change, diversity, wages & benefits, conservation and public land management.
- Guides overwhelmingly said their advice to someone looking into the industry is taking responsibility for your own professionalism, learn everything you can, and be grateful.

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### Guides & IOGA

- 77% of guides understood the difference between the IOGA and the IOGLB
- Guides felt IOGA were below average on serving the guides in the industry as well as updating guides on industry updates
- Guides stated IOGA could improve having a more robust online presence
- Guides also stated IOGA could do better by also being physically present in more guiding communities & at outreach events
- Most guides did not know they could show up to the "Guide" segment of the annual December meeting even if they were not IOGA members

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