



2009/10 OUTDOOR RECREATION STUDY

BC RESIDENT PARTICIPATION

January 2013



TourismBC



The Best Place on Earth

Recreation Sites
and Trails BC

enrg RESEARCH GROUP



2009/10 Outdoor Recreation Study

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Project Summary

In 2009, the Research, Planning and Evaluation Branch of the Ministry of Jobs, Tourism and Skills Training (formerly Research and Planning, Tourism British Columbia) partnered with the Recreation Sites and Trails Branch and retained NRG Research Group to conduct a British Columbia resident outdoor recreation study.

This two-phase, province-wide research project was conducted to better understand BC residents' outdoor activity choices and preferences. The study was conducted in the fall of 2009 and winter of 2010.

The primary objectives of the study were to:

- ✓ Measure incidence of participation in various outdoor recreation activities;
- ✓ Identify characteristics of these outdoor recreation activities including importance, frequency and participant groups;
- ✓ Gauge motivations and anticipated changes in outdoor recreation activities;
- ✓ Better understand the use and importance of public land by outdoor recreationists; and
- ✓ Better understand usage, impressions, and future use of BC Recreation Sites and Trails.

The results of the outdoor recreation portion of the survey are presented in this report. Detailed results about BC Recreation Sites and Trails are presented in a separate report.

1. Telephone Survey

Participate in outdoor recreation activities?

On public land?

Demographics

Participate in follow-up survey?



2. Follow-up Survey

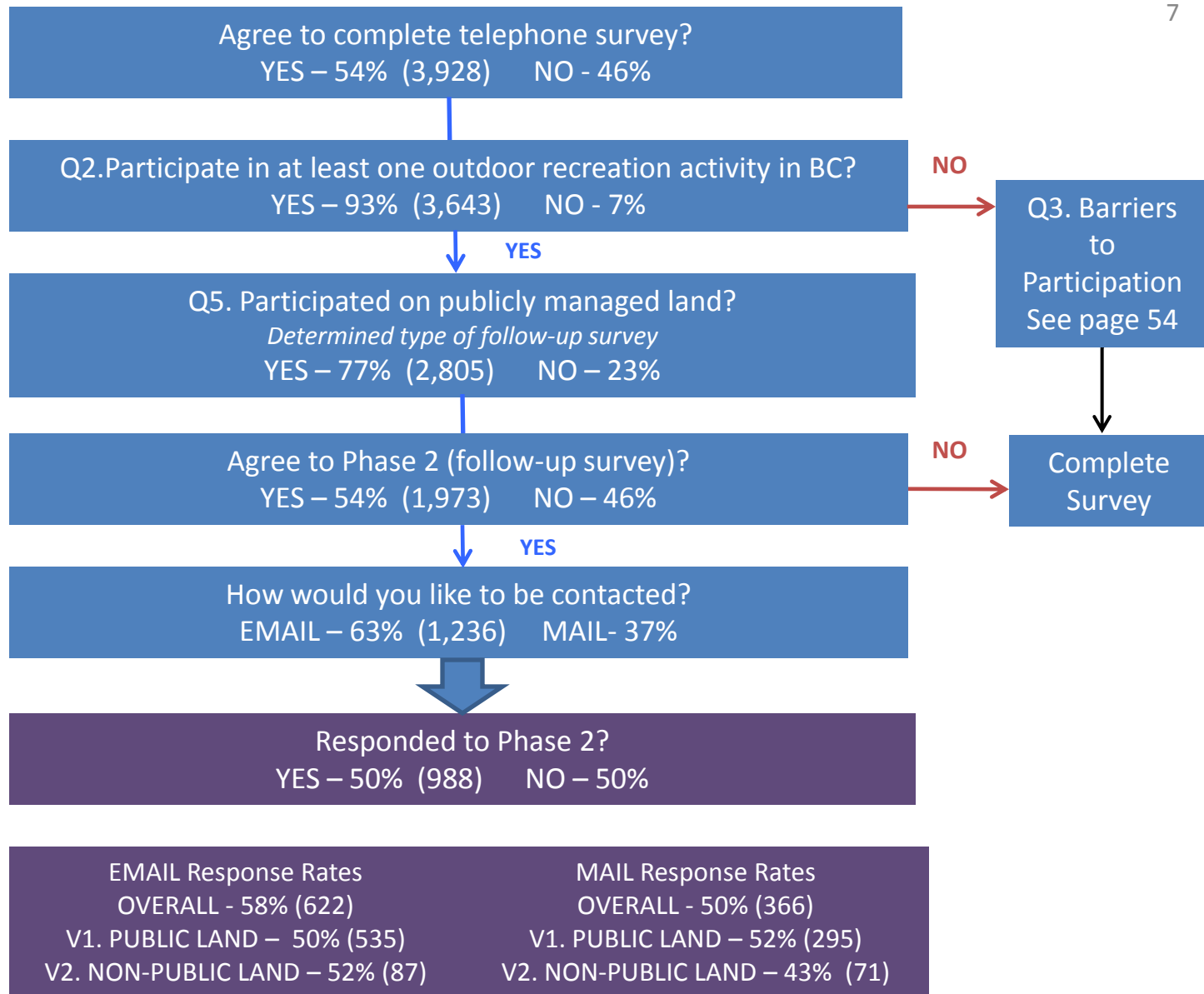
Where on public land?

Descriptive info about outdoor recreation activities/habits

Recreation Sites and Trails info

Demographics

Overall Results



Phase 1: Telephone Results (weighted)

Introduction to Phase 1: Telephone Results

This section of the report details the results for Phase 1: Telephone.

Descriptive statistics were used to analyze and summarize results of Phase 1. In this section, participation rates in each activity months have been analyzed, based on respondent demographics and region of residence. Respondents were asked about their activities during the 'past 12 months,' corresponding to approximately December 2008 to November 2009.

Regional analysis was based on the six Tourism Regions, as illustrated.



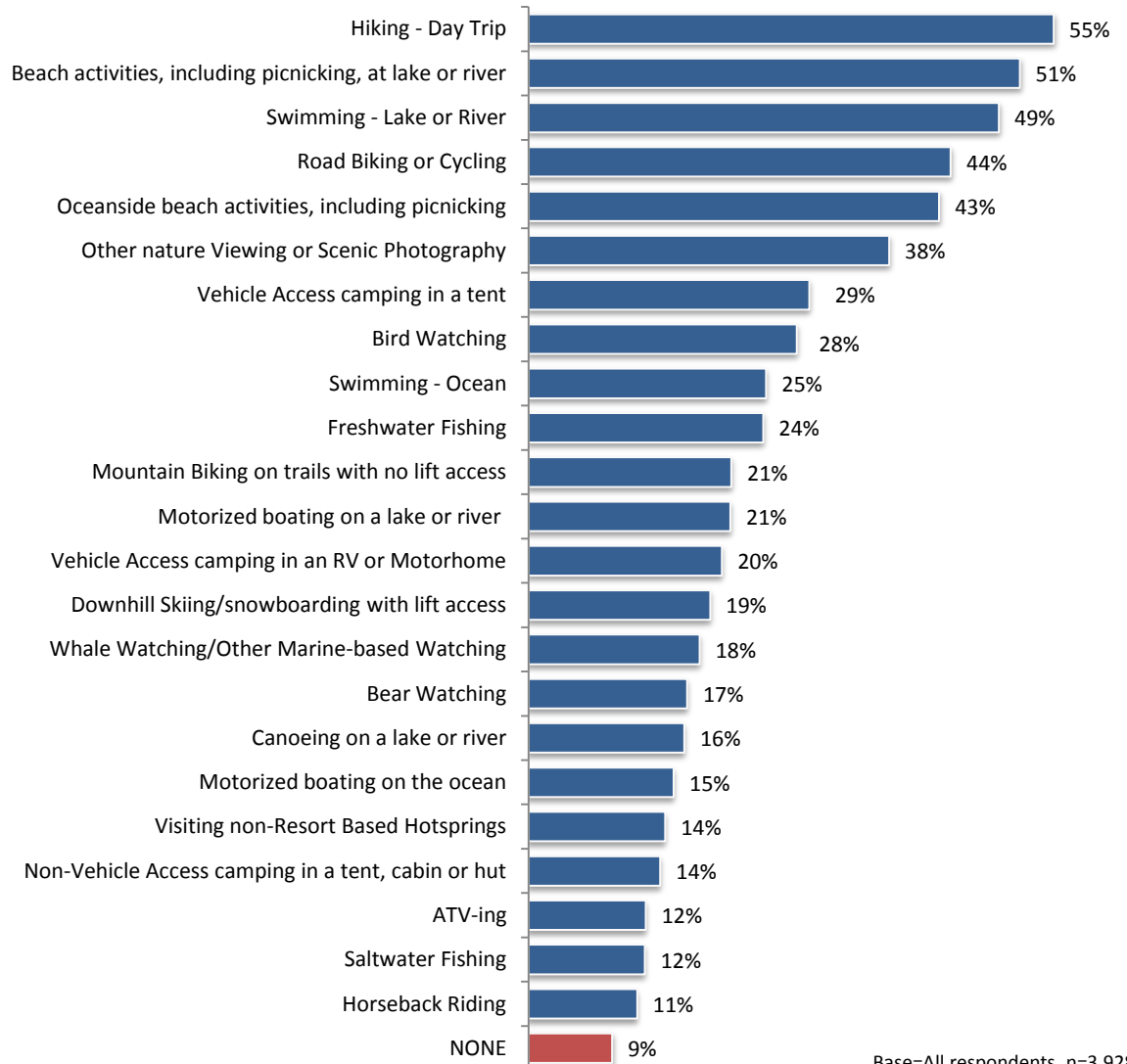
Incidence of Activities

- Over nine in ten (91%) British Columbia residents participated in at least one outdoor recreation activity during the past twelve months.¹
- The most common outdoor recreational activity of BC residents is 'Hiking – Day Trip,' with over half (55%) reporting that they participated in this during the past year.
- River or lake activities round out the top three most common outdoor recreational activities, with 51% participating in 'Beach Activities, including picnicking, at lake or river' and 49% 'Swimming in a lake or river.'
- Popularity of most activities vary by age and/or gender. 'Hiking – Day Trip,' for instance, is significantly more popular among those under the age of 55 years old. Similarly, 'Beach Activities, including picnicking, at lake or river' are more popular among females – particularly those under the age of 55. (See slide 15 for gender differences.)
- The most popular outdoor recreational activities vary by region (see slides 11 through 14).

¹ From October 2008 – September 2009.

Q2. In the past 12 months, have you participated in any of the following activities in British Columbia? 10

(Multiple Response)



Base=All respondents, n=3,928.
Note: Only responses over 10% are shown.

Activities By Tourism Region

- Of the top 20 activities of BC residents, participation varies by location, as shown in the table below. For instance, residents of the Kootenay Rockies are significantly more likely than those who live in other areas of the province to have visited 'Non-Resort Based Hot Springs' in the past year. Likewise, regions that have ocean access report a higher incidence of ocean-related activities.

	Kootenay Rockies	Thompson Okanagan	Cariboo Chilcotin Coast	Vancouver, Coast & Mountains	Vancouver Island	Northern BC	Total
Hiking - Day Trip	69%	53%	58%	53%	60%	53%	55%
Beach activities, including picnicking, at lake or river	70%	67%	66%	46%	47%	63%	51%
Swimming - Lake or River	73%	63%	63%	43%	52%	56%	49%
Road Biking or Cycling	44%	39%	51%	46%	42%	39%	44%
Oceanside beach activities, including picnicking	16%	14%	15%	48%	60%	18%	43%
Other nature Viewing or Scenic Photography	57%	45%	52%	32%	41%	47%	37%
Vehicle Access camping in a tent	42%	31%	34%	28%	30%	33%	29%
Bird Watching	46%	32%	34%	25%	32%	29%	28%
Swimming - Ocean	10%	8%	12%	28%	36%	11%	25%
Freshwater Fishing	41%	40%	51%	18%	22%	50%	24%
Mountain Biking on trails with no lift access	36%	23%	38%	19%	22%	20%	21%
Motorized boating on a lake or river (not incl. houseboating)	33%	35%	36%	17%	18%	36%	21%
Vehicle Access camping in an RV or Motorhome	29%	28%	30%	16%	21%	38%	20%
Downhill Skiing/snowboarding with lift access	29%	21%	19%	18%	17%	19%	19%
Whale Watching/Other Marine-based Wildlife Watching	10%	10%	13%	16%	32%	15%	18%
Bear Watching	36%	22%	35%	12%	17%	37%	17%
Canoeing on a lake or river	28%	20%	38%	13%	17%	26%	16%
Motorized boating on the ocean	3%	5%	3%	14%	30%	14%	15%
Visiting non-Resort Based Hot Springs	43%	11%	9%	14%	9%	18%	14%
Non-Vehicle Access camping in a tent, cabin or hut	15%	14%	17%	12%	15%	24%	14%

Base=All respondents.

Note: Phase 1 data is weighted.

Top 5 Activities for Kootenay Rockies Residents

- The two most popular outdoor recreational activities of Kootenay Rockies residents focus on those at lakes and rivers – ‘Swimming’ and ‘Beach Activities.’ Residents in this region are significantly more likely to note this activity than residents of any other region except the Cariboo Chilcotin Coast.
- With 69% participation, ‘Hiking – Day Trip’ rounds out the top three activities, while 57% and 46%, respectively, participate in ‘Other nature Viewing or Scenic Photography’ and ‘Bird Watching.’

Kootenay Rockies	
Swimming - Lake or River	73%
Beach activities, including picnicking, at lake or river	70%
Hiking - Day Trip	69%
Other nature Viewing or Scenic Photography	57%
Bird Watching	46%

Top 5 Activities for Thompson Okanagan Residents

- Given the sunny environment in which most Thompson Okanagan residents live, it is not surprising that three of the five most popular outdoor recreational activities are water-based. In fact, nearly seven in ten (67%) residents have partaken in ‘Beach Activities, Including Picnicking, at a Lake or River’ in the past twelve months, while 63% have swum in a lake or river. Four in ten (40%) have fished in freshwater in the past year. Residents in this region are more likely than their Vancouver, Coast & Mountains or Vancouver Island counterparts to partake in these activities.

Thompson Okanagan	
Beach activities, including picnicking, at lake or river	67%
Swimming - Lake or River	63%
Hiking - Day Trip	53%
Other nature Viewing or Scenic Photography	45%
Freshwater Fishing	40%

Top 5 Activities for Cariboo, Chilcotin Coast Residents

- Similar to the pattern of Thompson Okanagan residents, those who live in the Cariboo Chilcotin Coast are most likely to participate in beach activities ‘...at a lake or river’ (66%), ‘Swimming – Lake or River’ (63%) and ‘Hiking – Day Trip(s)’ (58%).
- Residents in this region are more likely to participate in beach activities and swimming in lakes or rivers than their two south coast region counterparts (Vancouver, Coast & Mountains and Vancouver Island).

Cariboo Chilcotin Coast	
Beach activities, including picnicking, at lake or river	66%
Swimming - Lake or River	63%
Hiking - Day Trip	58%
Other nature Viewing or Scenic Photography	52%
Road Biking or Cycling	51%

Top 5 Activities for Vancouver, Coast & Mountains Residents

- Unlike residents of other regions in the province, those who live in Vancouver, Coast & Mountains are most likely to participate in ‘Hiking – Day Trip(s)’ in the past year (53%).
- Not surprisingly, the activities that residents in this region are more likely to participate in are ocean-related. ‘Oceanside’ beach activities are slightly more popular than those at lakes or rivers. As well, Vancouver, Coast & Mountains (and Vancouver Island) residents are less likely to participate in ‘Swimming – Lake or River’ and more likely to partake in ‘Swimming – Ocean’ than their counterparts.

Vancouver, Coast & Mountains	
Hiking - Day Trip	53%
Oceanside beach activities, including picnicking	48%
Beach activities, including picnicking, at lake or river	46%
Road Biking or Cycling	46%
Swimming - Lake or River	43%

Top 5 Activities for Vancouver Island Residents

- Given that Vancouver Island is surrounded by ocean, it is not surprising that the most popular outdoor recreation activities are ‘Oceanside Beach Activities (including picnicking)’ (60%).
- Six in ten (60%) Vancouver Island residents also participated in ‘Hiking – Day Trip(s)’ over the past year.

Vancouver Island	
Oceanside beach activities, including picnicking	60%
Hiking - Day Trip	60%
Swimming - Lake or River	52%
Beach activities, including picnicking, at lake or river	47%
Road Biking or Cycling	42%

Top 5 Activities for Northern BC Residents

- Perhaps surprisingly, nearly two-thirds of Northern BC residents participated in ‘Beach activities, including picnicking, at lake or river’ (63%), and over half have participated in ‘Swimming – Lake or River’ (56%).
- Half of Northern BC residents have gone ‘Freshwater Fishing’ in the past year – the highest proportion among all regions.

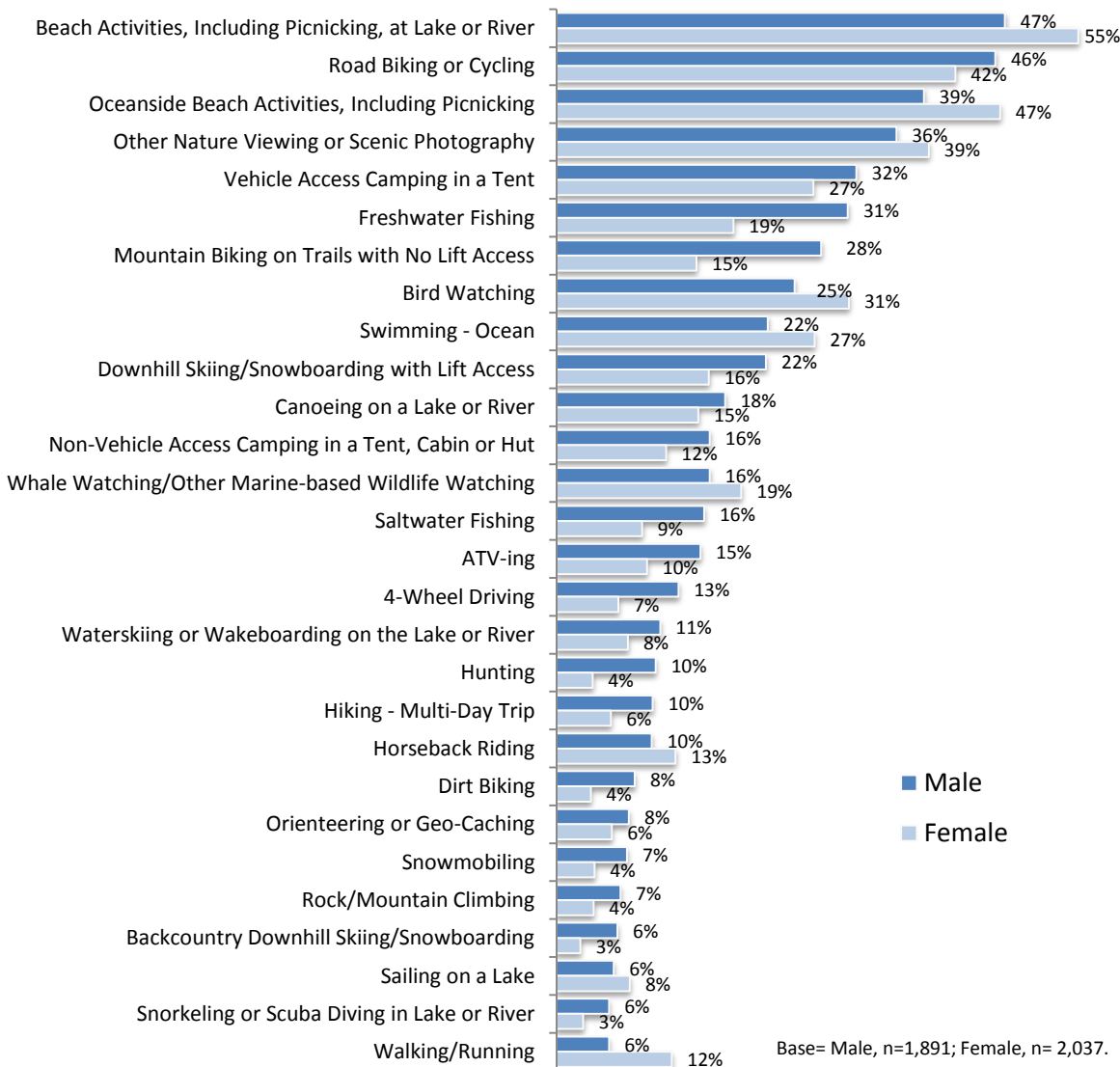
Northern BC	
Beach activities, including picnicking, at lake or river	63%
Swimming - Lake or River	56%
Hiking - Day Trip	53%
Freshwater Fishing	50%
Other nature Viewing or Scenic Photography	47%

Q2. In the past 12 months, have you participated in any of the following activities in British Columbia?

(Multiple Response – Significantly Different by Gender)

Participation by Gender

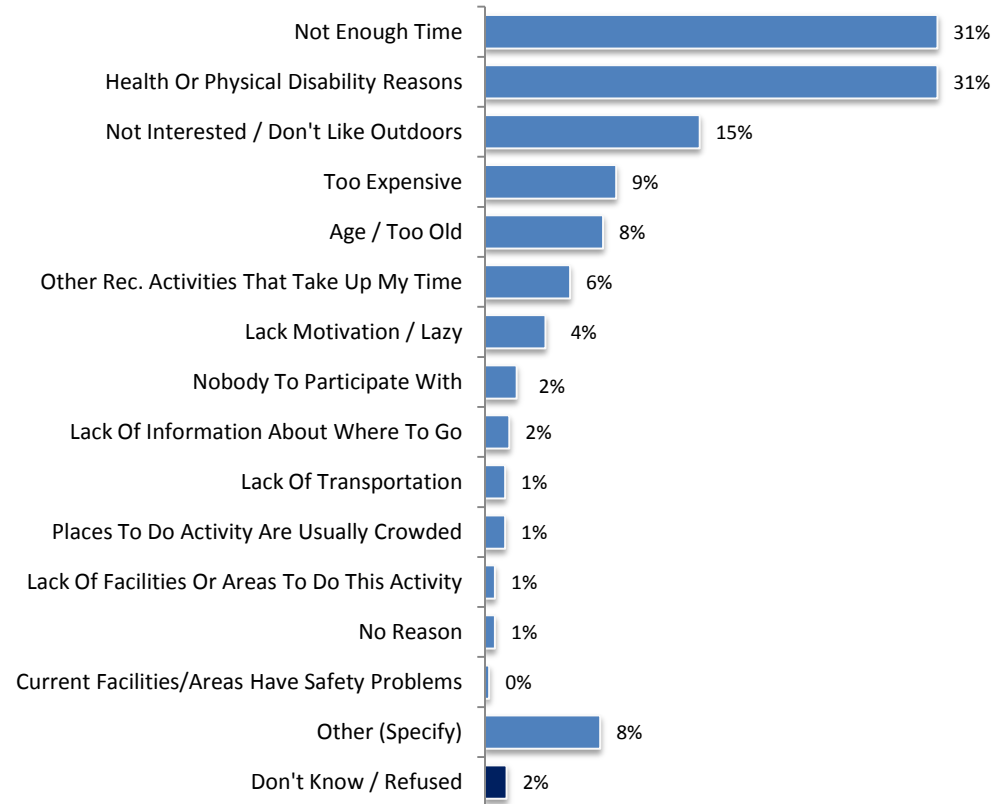
- As noted earlier, participation in many activities varies by gender. Males, for example, are significantly more likely to participate in ‘Road Biking or Cycling’ (46%), ‘Vehicle Access Camping in a Tent’ (32%), ‘Freshwater Fishing’ (31%) and ‘Mountain Biking on Trails with No Lift Access’ (28%).
- With the exception of ‘Walking/Running’ and ‘Horseback Riding,’ women are more likely to participate in more passive outdoor recreational activities than males. Some of these activities include ‘Beach Activities, Including Picnicking, at Lakes or Rivers’ (55%), ‘Oceanside Beach Activities, Including Picnicking’ (47%), ‘Swimming - Ocean’ (27%) ‘Other Nature Viewing or Scenic Photography’ (39%), ‘Bird Watching’ (31%), and ‘Whale Watching/ Other Marine-Based Wildlife Viewing’ (19%).



Q3. Why have you not participated in any of the mentioned outdoor recreational activities in the past 12 months? (Multiple Response)

Reasons For Not Participating

- ‘Not Enough Time’ and ‘Health or Physical Disability Reasons’ were each cited by 31% of British Columbia residents who did not participate in any of the listed outdoor recreational activities in the past year.

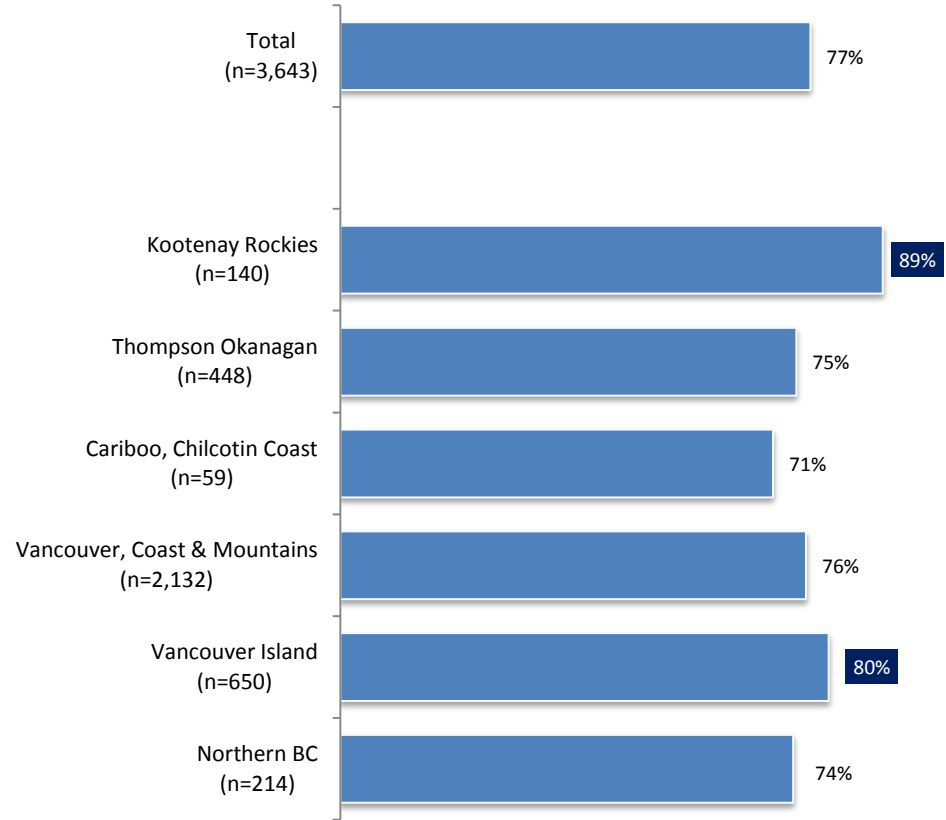


Base= All Respondents Who Did Not Participate in Any Activities in Q2, n=278.

Participation on Public Land

- For the purposes of this study, ‘publicly managed land in British Columbia’ was defined for respondents as including BC Parks, BC Recreation Sites and Trails, and Other Crown Land.
- Overall, more than three-quarters (77%) of British Columbia residents who have participated in at least one of the mentioned outdoor recreational activities have done so on publicly managed land.
- This proportion varies by residents’ region, with Kootenay Rockies having the highest proportion of outdoor recreation participants using publicly managed land at least once in the past year. In fact, with 89% of outdoor recreation participants having used public land, the Kootenay Rockies has a significantly higher public land use than all other regions.
- With 80%, Vancouver Island has the second highest incidence of public land use among outdoor recreation participants. This is significantly higher than the proportion seen in the Thompson Okanagan or Vancouver, Coast & Mountains.

Q5. Have you participated in any of these outdoor recreational activities on publicly managed land in British Columbia in the past 12 months? (% Yes)



Base= All Respondents Who Participated in at Least One Activities in Q2.

Note: Those who said they participated in ‘Other’ outdoor recreational activities, which were later deemed not to qualify, were asked this question.

Note: Significant differences are in bold.

Significance testing for proportions was conducted using a z-test at a .05 significance level.

Phase 2: Follow-up Results - General

Introduction to Phase 2: Follow-up - General

This section of the report details the general results for Phase 2: Follow-up.

Descriptive statistics were used to analyze and summarize results of Phase 2. Results in this section have been analyzed based on type of land user (Public Land User versus Non-Public Land User), with statistical differences being noted in each question. For the purposes of this report, Public Land Users are those who, in Phase 1, said they had participated in at least one mentioned outdoor recreation activity on publicly managed land in British Columbia in the past 12 months. Non-Public Land Users, in contrast, are those who said that they had participated in at least one of the mentioned outdoor recreation activities but had not done so on publicly managed land in British Columbia in the past 12 months.²

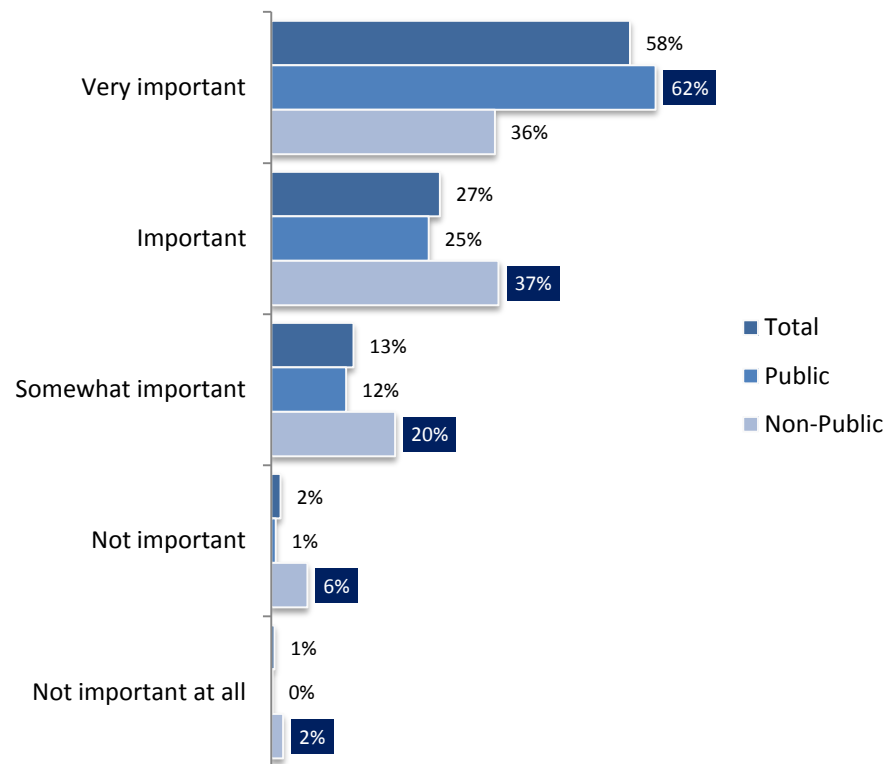
It is important to note that, although some respondents qualified themselves as ‘Non-Public Land Users’ in Phase 1, they indicated in Phase 2 that they actually did participate in outdoor recreational activities on publicly-managed land in British Columbia in the past 12 months. The reason for this shift in Phase 2 is not certain; however, it may be caused by any number of factors including, but not limited to, participation on publicly-managed land in the time between Phase 1 and Phase 2, a different household member completing the follow-up survey (despite the addressee being the person who completed Phase 1), and respondent error in Phase 1. These respondents remained classified as ‘Non-Public Land Users.’

² Public-land users were not asked if they participated in the outdoor recreational activities on non-public land. Therefore, it is not known what percentage of respondents participated on both land types.

Characteristics: Importance of Outdoor Recreational Activities

- Overall, nearly six in ten (58%) of follow-up respondents consider outdoor recreational activities to be 'very important,' with an additional 27% considering them to be 'important.'
- Those who participate in outdoor recreational activities on publicly managed land are significantly more likely to categorize these activities as 'very important,' suggesting that those who use public land are more likely to be enthusiasts.
- In contrast, those who participate in outdoor recreational activities on non-public land are significantly more likely to rate the importance of these activities lower.

Q1. First, we would like to know how important outdoor recreation is to you. Compared to other interests is outdoor recreation...?

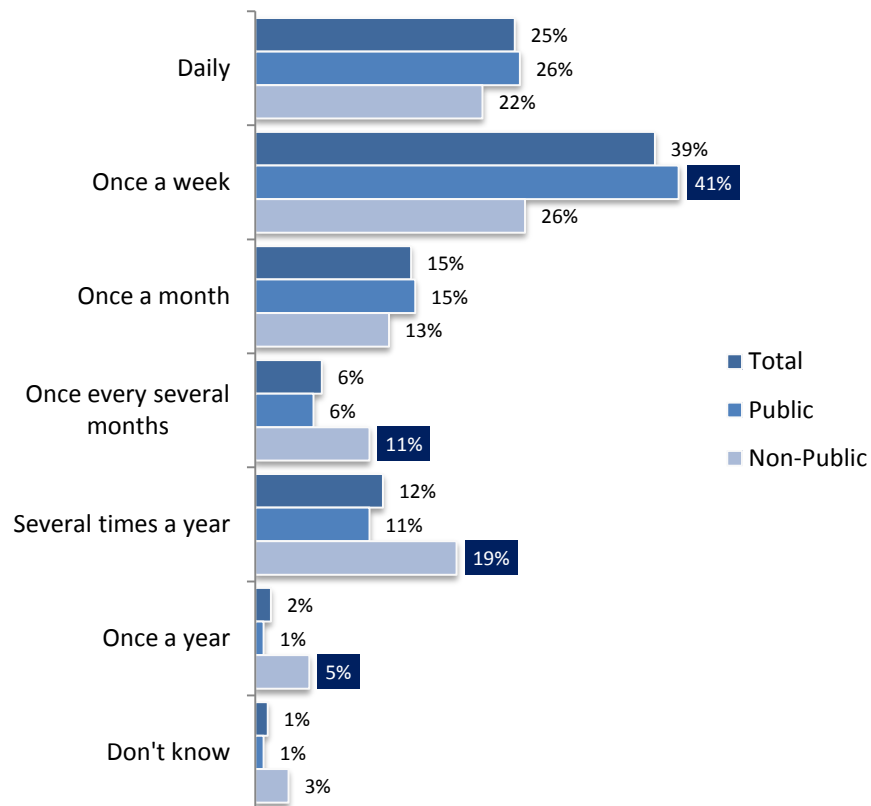


Base=All mailback/follow-up respondents; Total n=982, Public n=826, Non-Public n=156.
 Note: Significant difference are in bold. Significance testing for proportions was conducted using a z-test at a .05 significance level.

Characteristics: Frequency of Outdoor Recreational Activities

- Overall, nearly 64% of respondents participated in outdoor recreational activities at least once a week.
- Those who participate on publicly managed land tend to participate in these activities more frequently than their non-publicly managed counterparts. In fact, 41% of public land users participate in outdoor recreational activities 'once a week,' compared to only 27% of non-public land users. In contrast, non-public land users are significantly more likely to participate in outdoor recreational activities 'once every several months' (11% versus 6%) and 'several times a year' (19% versus 11%).

Q2. On average, how often do you participate in outdoor recreation activities?

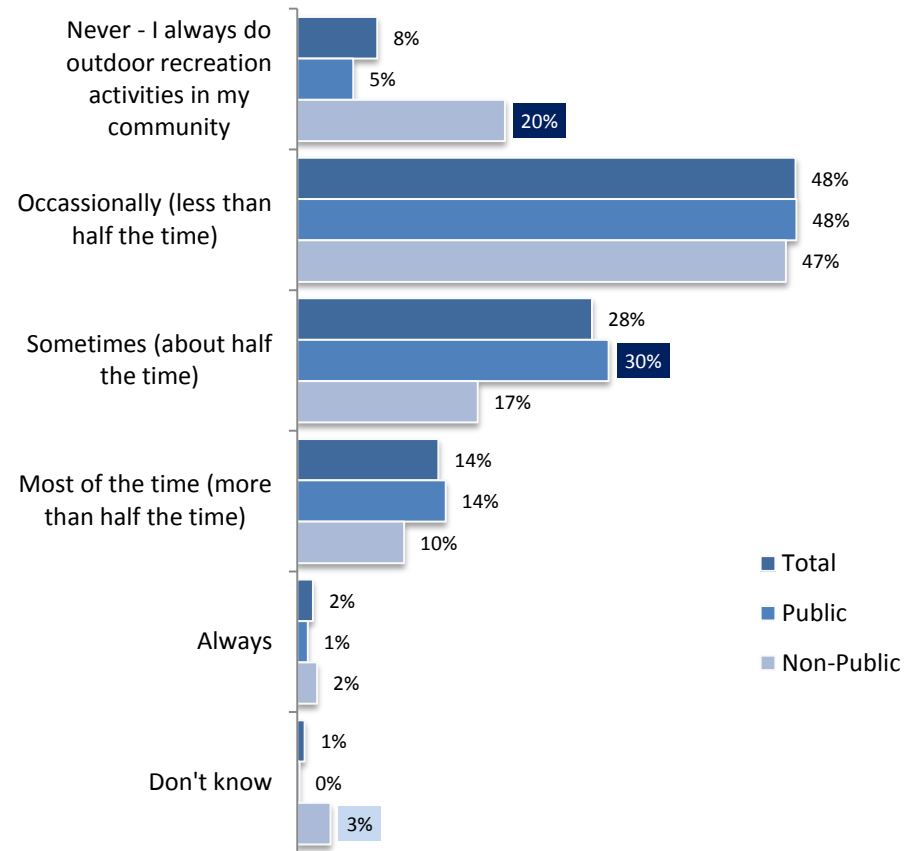


Base=All mailback/follow-up respondents; Total n=981, Public n=826, Non-Public n=155.
 Note: Significant difference are in bold. Significance testing for proportions was conducted using a z-test at a .05 significance level.

Characteristics: Travel Outside Their Community

- Public Land Users are more likely to travel outside their community to participate in recreational activities. In fact, 31% of Public Land Users report that they 'sometimes (about half the time)' travel outside their community for these activities, compared to only 17% of Non-Public Land Users. In addition, 20% of Non-Public Land Users report that they never travel outside their community for outdoor recreational activities, while only 5% of Public Land Users report the same.
- This suggests that Public Land Users may be more willing to travel for these activities.

Q3. How often do you travel outside of the community that you live in to participate in outdoor recreation activities?

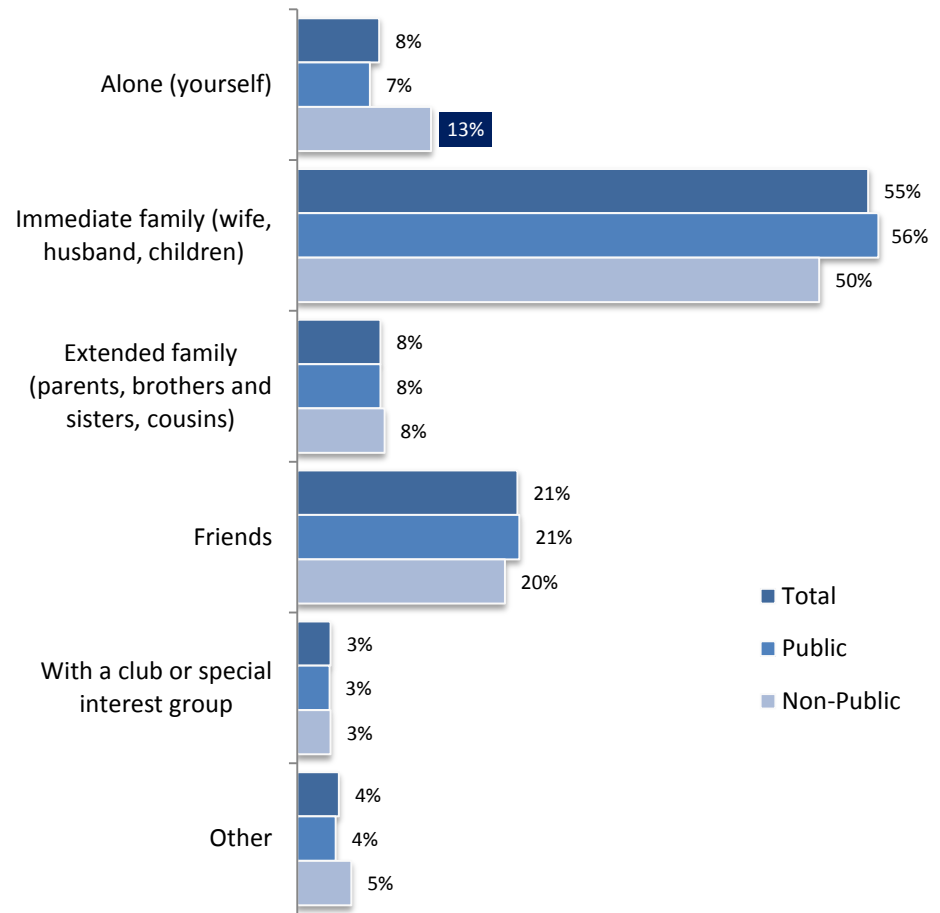


Base=All mailback/follow-up respondents; Total n=982, Public n=827, Non-Public n=155.
 Note: Significant difference are in bold. Significance testing for proportions was conducted using a z-test at a .05 significance level.

Characteristics: Preferred Company for Outdoor Recreation Activities

- The majority of outdoor recreation participants most often like partaking in these activities with their immediate family.
- Non-public land users are significantly more likely to participate in outdoor recreation activities alone.

Q4. Overall, who do you most like to do outdoor recreation activities with?



Base=All mailback/ follow-up respondents; Total n=982, Public n=827, Non-Public n=155.
 Note: Significant difference are in bold. Significance testing for proportions was conducted using a z-test at a .05 significance level.

Activities by Land Type (Non-Public Land Users ONLY)

- Despite having reported not participating in outdoor recreational activities on public land in Stage 1 of this research (telephone survey), 37% of Non-Public Land Users report having been to a BC Recreation Site or Trail in the past 12 months and an additional 23% have been in the past five years. Therefore, use of BC Recreation Sites and Trails has been excluded from the following results of Non-Public Land use.
- Overall, Designated Parks are the most commonly used type of land in the past 12 months, with 57% of Non-Public Land Users noting that they have participated in an outdoor recreational activity here. Private Land is the second most common, with 46% of respondents using Private Land for outdoor recreational activities.

	Designated Park (n=155)	Other Crown Land (n=153)	On Private Land (n=154)
Yes – in past 12 months	57%	23%	46%
Yes – in past 5 years (but not the past 12 months)	19%	12%	12%
Not in the past 5 years	24%	65%	42%

Activities by Land Type (Non-Public Land Users ONLY)

- Non-Public Land Users (as defined from Phase 1) were asked if they participated in any outdoor recreational activities in the past 12 months or 1 - 5 years on each land type listed below. Given their initial response in Phase 1, it is not surprising that these questions have a small sample size. Because of this, activities in the past 12 months and 1 - 5 years were combined to create the following table, which summarizes activities participated in during the last 5 years by each land type.
- Respondents who indicated that they had been to each land type were asked to list up to three activities they participated in while there. The table below features the top ten activities mentioned by land type.
- Regardless of land type, but to varying degrees, the three most popular outdoor recreational activities respondents participated in were 'Walking/Running,' 'Hiking,' and 'Camping/Tenting/RVing.' The single exception was 'Fishing,' which was third most popular activity on Other Crown Land.

Designated Park (n=113)		Other Crown Land (n=50)		On Private Land (n=85)	
38%	Walking/Running	36%	Hiking	27%	Camping/Tenting / RVing
33%	Hiking	20%	Camping/Tenting / RVing	19%	Walking/Running
17%	Camping/Tenting / RVing	20%	Fishing	17%	Hiking
15%	Beach Activities (including picnicking)	16%	Walking/Running	17%	Swimming
13%	Swimming	12%	Swimming	12%	ATV-ing/4-Wheeling/Dirt Biking
10%	Fishing	10%	ATV-ing/4-Wheeling/Dirt Biking	12%	Recreational Sport Not Considered Outdoor
9%	Road Biking / Cycling	8%	Road Biking / Cycling	11%	Horseback Riding
8%	Skiing/Snowboarding	6%	Skiing/Snowboarding	9%	Fishing
8%	Recreational Sport Not Considered Outdoor	6%	Canoeing / Kayaking	8%	Skiing/Snowboarding
7%	Sailing / Boating (including houseboating)	6%	Whale Watching / Bear Watching / Other Nature Viewing	7%	Beach Activities (including picnicking)

Activities by Land Type (Public Land Users ONLY)

- Public Land Users were asked about participation in each activity and the related land type(s) they participated in this activity on, at, or accessed through. The following four slides break down the land use (multiple response) by activity (Winter, Land-based, Freshwater-based, and Marine-based Activities).
- For winter activities, of those who have participated in ‘Crosscountry Skiing’ in the past 12 months, 44% have done so on Private Land and Trails. Other common winter activities on these sites and trails are ‘Snowmobiling,’ ‘Snowshoeing’ and ‘Backcountry Downhill Skiing or Snowboarding (or touring).’
- Private Land was used most for ‘Snowmobiling,’ ‘Downhill Skiing or Snowboarding with Lift Access’ and ‘Crosscountry Skiing’ winter activities.
- Other Crown Land was often used for ‘Snowmobiling’ (85%) and ‘Backcountry Downhill Skiing or Snowboarding (or touring)’ (59%) winter activities.
- Interestingly, 18% of people who had gone ‘Downhill Skiing or Snowboarding with Lift Access’ in the past twelve months noted that they did so on, at, or accessed through a BC Recreation Site or Trail. This suggests that respondents may not have a full understanding of BC Recreation Sites and Trails, and therefore may have misrepresented this response. The majority of respondents who noted this, reside in the Vancouver, Coast & Mountains region. Considering that Mount Seymour, Grouse Mountain and Cypress Mountain are perceived either to be accessed through, or actually be located on, some form of Crown land, this may be a source of confusion.

	Proportion of Respondents to Participate (n=744)	Sample Size (n=)	National, Provincial or Regional Parks in BC	Other Crown Land	BC Recreation Site or Trail	On Private Land	Don't Know/Remember
Winter Activities							
Crosscountry Skiing	16%	116	40%	41%	42%	44%	---
Snowmobiling	10%	74	12%	85%	39%	50%	---
Snowshoeing	24%	177	50%	41%	38%	32%	---
Backcountry Downhill Skiing or Snowboarding (or touring)	6%	44	50%	59%	36%	16%	---
Heli-Skiing or Snowboarding	1%	5	60%	40%	20%	20%	---
Downhill Skiing or Snowboarding with Lift Access	31%	230	36%	11%	18%	48%	8%
Cat Skiing or Snowboarding	0%	3	33%	67%	0%	0%	---

Activities by Land Type (Public Land Users ONLY)

- With the exception of 'Mountain Biking on Trails with No Lift Access,' the most popular land-based activities done on, at, or accessed by National, Provincial or Regional Parks in BC are: 'Hiking on a Day Trip,' 'Other Nature Viewing or Scenic Photography,' and 'Vehicle Access Camping in an RV or Motorhome.'

Land-Based Activities	Proportion of Respondents to Participate (n=824)	Sample Size (n=)	National, Provincial or Regional Parks in BC	BC Recreation Site or Trail	Other Crown Land	On Private Land	Don't Know/Remember
Hiking on a Day Trip	79%	653	67%	58%	42%	19%	2%
Other Nature Viewing or Scenic Photography	48%	397	73%	57%	53%	43%	2%
Mountain Biking on Trails with No Lift Access	21%	170	45%	51%	57%	27%	2%
Vehicle Access Camping in an RV or Motorhome	27%	221	65%	50%	28%	43%	1%
Bird Watching	32%	256	61%	45%	54%	50%	1%
Vehicle Access Camping in a Tent	36%	292	70%	42%	24%	24%	1%
Orienteering or Geo-Caching	8%	69	36%	41%	70%	29%	4%
Bear Watching	12%	101	46%	35%	56%	44%	1%
Hiking on a Multi-Day Backcountry Trip	10%	81	75%	33%	32%	9%	0%
Road Biking or Cycling	42%	331	31%	33%	47%	20%	9%
ATV-ing	14%	117	10%	30%	72%	50%	2%
Caving	5%	43	42%	28%	35%	14%	7%
4-Wheel Driving	17%	134	19%	28%	78%	34%	3%
Dirt Biking	6%	46	4%	26%	80%	41%	2%
Non-Vehicle Access Camping in a Tent, Cabin or Hut	15%	123	46%	26%	39%	30%	2%
Rock or Mountain Climbing	7%	60	52%	25%	47%	13%	5%
Mountain Biking in a Bike Park with Lift Access	3%	21	38%	24%	33%	38%	10%
Zip-Lining or Bungy Jumping	6%	50	16%	20%	10%	54%	14%
Horseback Riding	12%	97	18%	19%	40%	69%	0%
Hunting	12%	96	9%	17%	90%	40%	2%
Heli-Hiking	0%	2	0%	0%	50%	50%	0%

Activities by Land Type (Public Land Users ONLY)

- Nearly three quarters of those who had participated in freshwater-based activity to be done on, at, or accessed by National, Provincial or Regional Parks participated in ‘Beach Activities, including picnicking, at a River or Lake’ (72%). Other activities included ‘Swimming in a Lake or River’ (66%), ‘Canoeing on a Lake or River’ (45%), and ‘Snorkeling or Scuba Diving in a Lake’ (50%).
- Over one third of those who had participated in freshwater-based activity on, at, or accessed by Other Crown Land participated in ‘Freshwater Fishing’ (57%), ‘Snorkeling or Scuba Diving in a Lake’ (55%), ‘Whitewater Rafting’ (54%), ‘Flatwater Kayaking on a Lake or River’ (51%), ‘Motorized Boating (not including houseboating) on a Lake or River’ (50%), and ‘Wind Surfing or Kite Surfing on a Lake’ (50%) rounded up the top five freshwater-based activities done on, at, or accessed by Other Crown Land.

	Proportion of Respondents to Participate (n=804)	Sample Size (n=)	National, Provincial or Regional Parks in BC	BC Recreation Site or Trail	Other Crown Land	On Private Land	Don't Know/Remember
Freshwater-Based Activities							
Beach Activities, Including Picnicking, at a River or Lake	73%	577	72%	51%	37%	22%	---
Swimming in a Lake or River	69%	549	66%	47%	37%	25%	---
Jet Skiing on a Lake or River	4%	28	39%	46%	46%	18%	0%
Freshwater Fishing	35%	276	43%	45%	57%	22%	5%
Canoeing on a Lake or River	26%	207	51%	45%	48%	19%	---
Flatwater Kayaking on a Lake or River	13%	105	48%	42%	51%	23%	
Snorkeling or Scuba Diving in a Lake	7%	58	50%	40%	55%	22%	3%
Motorized Boating (not including houseboating) on a Lake or River	31%	244	46%	40%	50%	25%	1%
Wind Surfing or Kite Surfing on a Lake	1%	8	13%	38%	50%	50%	0%
Waterskiing or Wake Boarding on a Lake or River	12%	95	39%	34%	51%	23%	1%
Visiting Non-Resort Based Hot Springs	12%	97	45%	31%	36%	16%	
Sailing on a Lake	5%	37	43%	30%	43%	24%	0%
Whitewater Rafting	3%	26	39%	23%	54%	12%	
Houseboating	2%	13	39%	23%	31%	31%	0%

Activities by Land Type (Public Land Users ONLY)

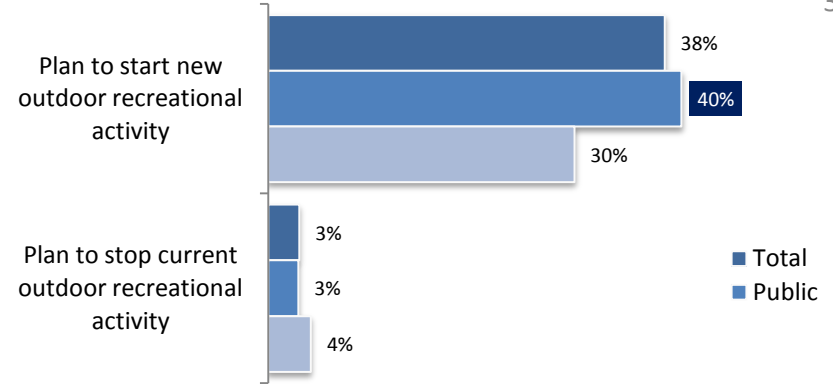
- As shown in the table below, the most common marine-based activity to be done on, at, or accessed by National, Provincial or Regional Parks in BC is 'Waterskiing or Wake Boarding on the Ocean' (71%). However, this activity has a very low incidence, with only seven respondents indicating that they had participated in this marine-based activity in the past 12 months. 'Oceanside Beach Activities, Including Picnicking' (65%), 'Surfing or Paddleboarding' (68%), 'Ocean/Sea Kayaking' (57%) and 'Swimming in the Ocean' (55%) made up the top five marine-based activities done on, at, or accessed by a National, Provincial or Regional Parks in BC.

Marine-Based Activities (saltwater/ocean)	Proportion of Respondents to Participate (n=752)	Sample Size (n=)	National, Provincial or Regional Parks in British Columbia	BC Recreation Site or Trail	Other Crown Land	On Private Land	Don't Know/Remember
Oceanside Beach Activities, Including Picnicking	60%	442	65%	37%	34%	20%	6%
Surfing or Paddleboarding	4%	25	68%	32%	36%	24%	0%
Swimming in the Ocean	39%	287	55%	29%	35%	23%	7%
Snorkeling or Scuba Diving in the Ocean	7%	53	45%	23%	49%	28%	11%
Motorized Boating on the Ocean	21%	149	38%	22%	51%	22%	5%
Saltwater Fishing	22%	156	32%	20%	50%	21%	13%
Canoeing on the Ocean	5%	40	43%	20%	53%	38%	13%
Ocean/Sea Kayaking	13%	97	57%	18%	43%	19%	8%
Whale Watching or Other Marine-Based Wildlife Watching	20%	142	39%	16%	42%	18%	17%
Sailing on the Ocean	11%	76	32%	16%	36%	18%	22%
Waterskiing or Wake Boarding on the Ocean	1%	7	71%	14%	29%	0%	0%
Wind Surfing or Kite Surfing on the Ocean	0%	3	0%	0%	67%	0%	33%
Jet Skiing on the Ocean	0%	2	50%	0%	50%	0%	0%

Changes in Outdoor Activities

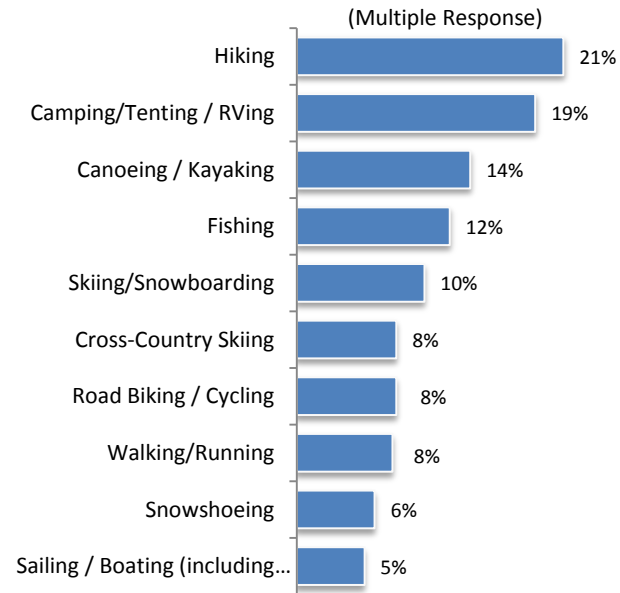
- Overall, nearly four in ten (38%) respondents plan on starting new outdoor recreational activity in the next twelve months. A significantly higher proportion of Public Land Users (40%) indicate that they will be starting a new activity.
- Although some respondents plan on taking up new activities, very few plan on stopping current activities in the next twelve months. In fact, only 3% of respondents suggested that they were discontinuing any activities. The main reasons respondents indicated they intend to stop any activities are predominantly health-related, although cost is an issue for some.
- The most common activities that respondents plan on starting in the next twelve months are 'Hiking' (21%), 'Camping /Tenting/ RVing' (19%) and 'Canoeing/Kayaking' (14%).

Changes in Outdoor Activities



Base=All mailback/follow-up respondents; Total n=953-965, Public n=807-816, Non-Public n=146-149.
 Note: Significant difference are noted in bold shading. Significance testing for proportions was conducted using a z-test at a .05 significance level.

Q9B (public)/Q19b (non-public). What activities do you plan on starting in the next 12 months?

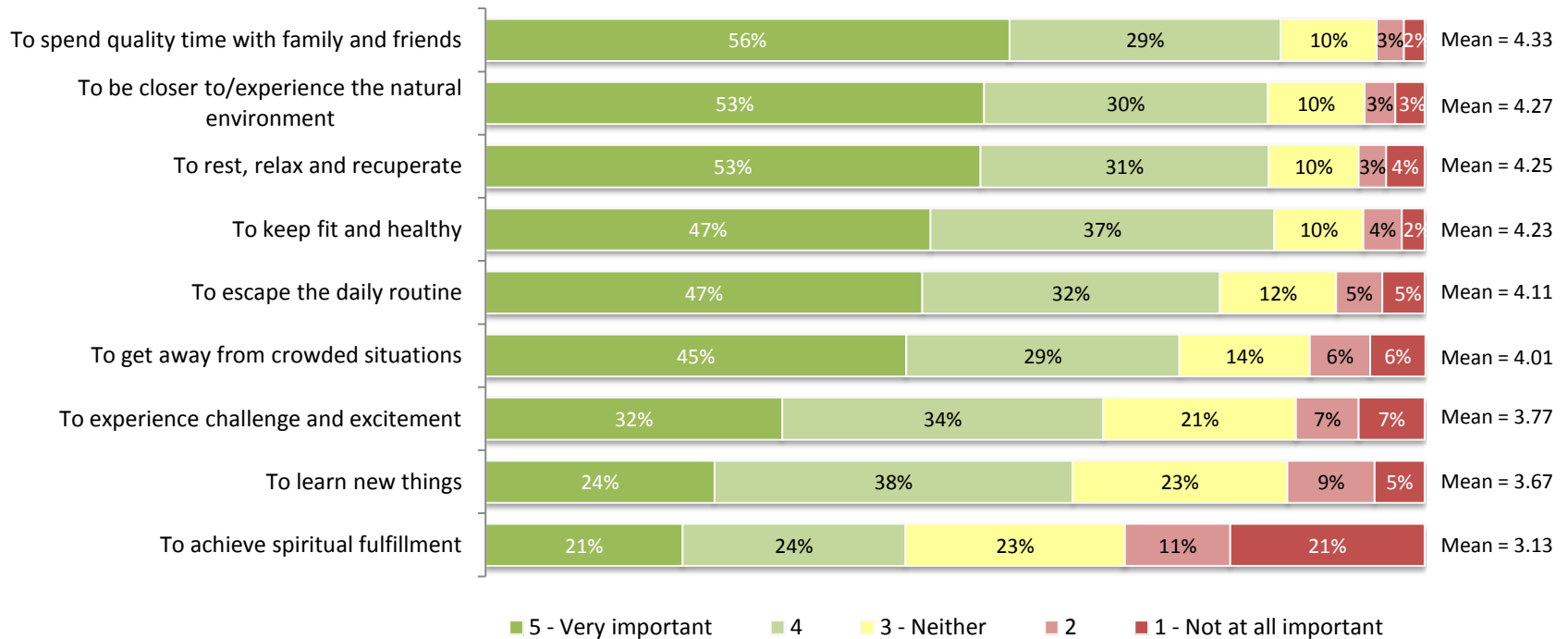


Base= All respondents who indicated they plan on starting a new outdoor recreational activity in the next 12 months, n=359.

Motivations for Outdoor Recreational Activities

- The primary motivators for outdoor recreation participation are ‘to spend quality time with family and friends,’ ‘to be closer to/experience the natural environment,’ and ‘to rest, relax and recuperate.’
- Achieving spiritual fulfillment is rated as ‘not important at all’ by 21% of respondents, suggesting that this is not a primary motivator for most outdoor recreational activities. The importance of these factors does vary by type of land user. These differences are detailed in the next slide.

Q13. People do outdoor recreation activities for a number of reasons. For your favorite activity, how important are the following reason when participating in that activity? (Total of Public and Non-Public)



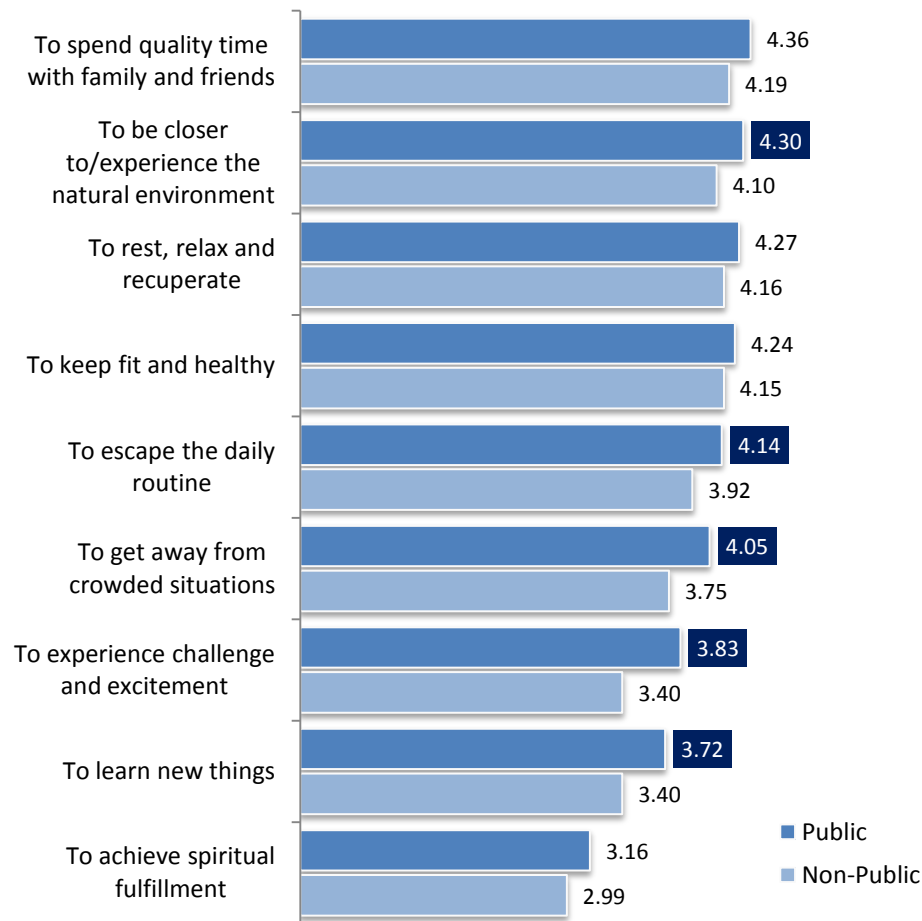
Base=All mailback/follow-up respondents; Total n=914-958.

Motivations for Outdoor Recreational Activities, continued

- Public land users are significantly more likely to rate being ‘...closer to/experience the natural environment’ as an important factor when participating in their favourite outdoor recreation activity. This is also true to ‘...escape the daily routine,’ ‘...get away from crowded situations,’ ‘...experience challenge and excitement’ and ‘...learn new things.’

Q13. People do outdoor recreation activities for a number of reasons. For your favorite activity, how important are the following reason when participating in that activity?

(Average on scale of 1 to 5 where 1 is ‘Not at all Important’, 3 is ‘Neither’, a



Base=All mailback/follow-up respondents; Public n=778-816, Non-Public n=136-142.

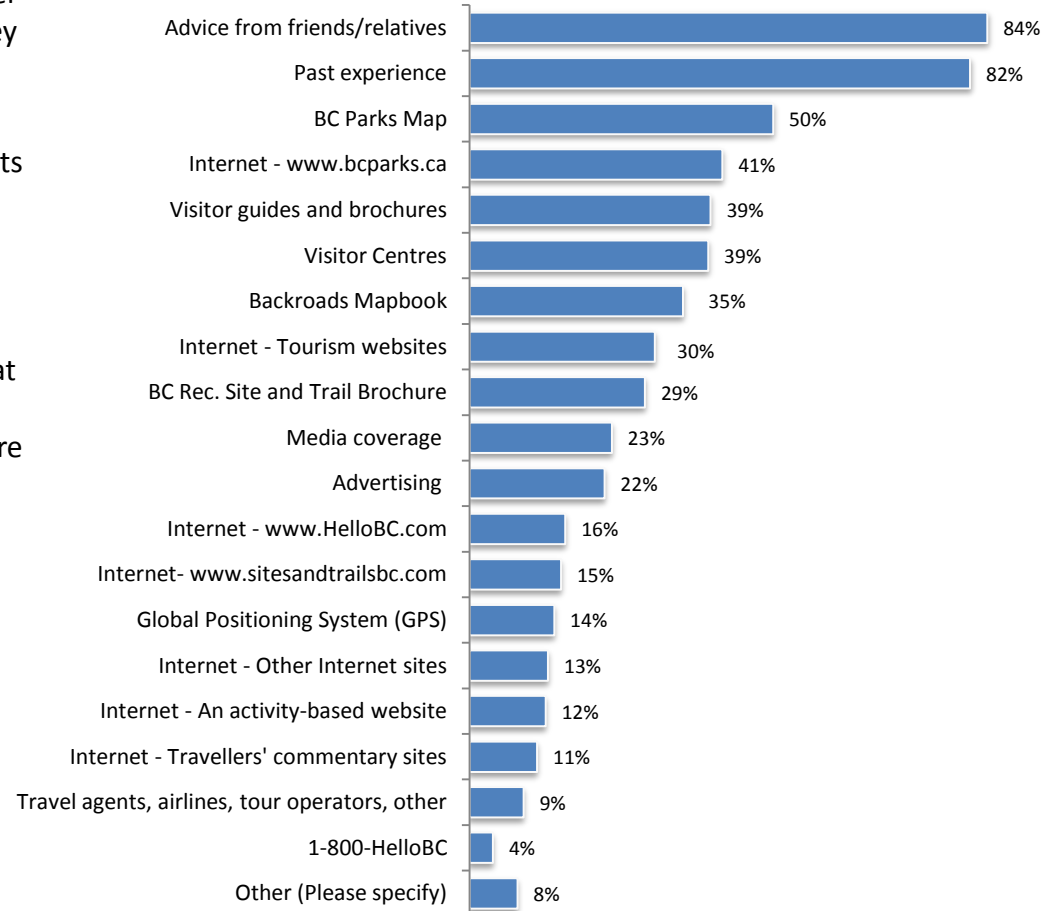
Note: Significant difference are in bold. Significance testing for means was conducted using a t-test at a .05 significance level.

Planning Sources

- The two most common sources of information when considering a new activity or destination for an activity is word-of-mouth and previous experience. In fact, over eight in ten respondents suggested that they would use these sources.
- BC Parks is also a popular source for this type of information, with half of respondents noting they would reference the BC Parks Map and 41% suggesting they would visit the BC Parks website.
- When asked if they had been to www.sitesandtrailsbc.com, only 6% said that they had; however, in this question, 15% indicated that they would use this as a future information source. This suggests that BC residents will consider using this site but may not have previously, due to low awareness or other reasons. Similarly, 16% suggested that they would use www.HelloBC.com as a future information source.

Q14 (public)/Q24 (non-public). If you were considering a new activity or destination for an activity, what information sources do you think you would use?

(Multiple Response)



Base= All respondents, n=970.

Demographics

Tourism Region

- As described in the methodology section, the telephone component of this research was conducted to be representative of the population in the province by tourism region, age and gender. Based on this, along with some over/under sampling, the raw responses included 59% from Vancouver, Coast & Mountains, 18% from Vancouver Island, 12% from Thompson Okanagan, and less than 10% for each of the remaining three tourism regions.
- The follow-up phase of this research was based on initial agreement for a follow-up as well as completion of the follow-up. Because of this approach, the distribution of respondents by demographics could not be controlled. That being said, responses were similar to the telephone component, with a slight under-representation from Vancouver, Coast & Mountains (52% versus 59% in the telephone).
- Within the follow-up survey, Public Land Users and Non-Public Land Users did not vary significantly in terms of origin. The exception was the Cariboo Chilcotin Coast, where Non-Public Land Users had a significantly higher proportion of respondents from this region, compared to Public Land Users.

Tourism Region	Phase 1: Telephone (n=3,928)	Phase 2: Follow-up		
		Public Land Users (n=860)	Non-Public Land Users (n=158)	Phase 2: Follow-up TOTAL (n=988)
Kootenay Rockies	4%	6%	3%	5%
Thompson Okanagan	12%	14%	13%	14%
Cariboo Chilcotin Coast	2%	1%	4%	2%
Vancouver Coast & Mountains	59%	51%	52%	52%
Vancouver Island	18%	22%	18%	21%
Northern BC	6%	6%	10%	7%

Base=All respondents.

Note: Phase 1 data is weighted. Significant differences are noted with bolding. Significance testing for proportions was conducted using a z-test at a .05 significance level.

Education

- Due to standardization of categories in follow-up research, the education categories for Phase 1 and Phase 2 differ slightly, making them non-comparable.
- Nearly half of Phase 1 respondents (45%) had at least a college or university degree. In contrast, 26% had an education level of high school or less.
- Nearly two-thirds of Phase 2 respondents (64%) had a diploma or degree at some level. Comparatively, a smaller proportion had an educational level of high school or less (only 19%). However, Non-Public Land Users were significantly more likely than their Public Land User counterparts to report high school as their highest education level, and significantly less likely to have a college or technical diploma.

Educational Level	Phase 1: Telephone (n=3,928)	Educational Level	Phase 2: Follow-up		
			Public Land Users (n=813)	Non-Public Land Users (n=147)	Phase 2: Follow-up TOTAL (n=960)
Less than high school	5%	Less than high school	1%	3%	2%
High school	21%	High school	15%	30%	17%
Vocational or trade school equivalent	8%	Some technical college or university	18%	16%	18%
Some college or university	20%	College or technical diploma	28%	19%	27%
College or university graduate	30%	University degree	24%	21%	24%
Some graduate work	2%	Masters/PHD degree	12%	9%	12%
Completed graduate degree	13%	Other	1%	2%	1%
Other	2%				

Base=All respondents.

Note: Note: Phase 1 data is weighted. Significant difference are noted with bolding. Significance testing for proportions was conducted using a z-test at a .05 significance level.

Income

- Annual Household Income reported in Phase 1 is distributed across income categories, with the largest proportion, 19%, earning from \$65,000 to under \$100,000.
 - While 19% of respondents preferred not to answer this question, this is a relatively standard refusal rate for income questions for general population studies.
- Phase 2 overall had a very similar income distribution; however, there were significant differences between Public Land Users and Non-Public Land Users. Public Land Users are more likely to have an annual household income of \$65,000 to under \$150,000, compared to Non-Public Land Users, who are more likely to earn less than \$25,000. This may suggest phase-of-life differences between these groups or that Public Land Users tend to be more highly educated, which presumably leads to having higher income jobs.

Annual Household Income	Phase 1: Telephone (n=3,928)	Phase 2: Follow-up		
		Public Land Users (n=812)	Non-Public Land Users (n=146)	Phase 2: Follow-up TOTAL (n=958)
Less than \$25,000	8%	6%	14%	7%
\$25,000 To \$49,999	18%	19%	22%	19%
\$50,000 To \$64,999	12%	13%	12%	13%
\$65,000 To \$99,999	19%	23%	14%	22%
\$100,000 To \$149,999	13%	14%	6%	13%
\$150,000 Or more	6%	7%	8%	7%
I Prefer not to answer this question	19%	17%	23%	18%
Don't know	5%	1%	0%	1%

Base=All respondents.

Note: Phase 1 data is weighted. Significant differences are noted with **bolding**. Significance testing for proportions was conducted using a z-test at a .05 significance level.

Age and Gender

- While not significantly different, age proportions from Phase 1 to Phase 2 indicate a slightly older population in Phase 2 overall.
- Non-Public Land Users are more likely to be over the age of 55 years old. Combined with their tendency to have lower household incomes, Non-Public Land Users may have a higher proportion of senior citizens than Public Land Users. This is reinforced with the high proportion of Non-Public Land Users noting health restrictions as reasons for not participating in activities on publicly managed land.
- Gender distribution was consistent throughout the Phases of this research study, with proportions within a percentage point of each other from Phase 1 to Phase 2: 48% to 47% male respondents and 52% to 53% female respondents.

Gender	Phase 1: Telephone (n=3,928)	Phase 2: Follow-up		
		Public Land Users (n=812)	Non-Public Land Users (n=146)	Phase 2: Follow-up TOTAL (n=958)
Male	48%	47%	48%	47%
Female	52%	53%	52%	53%

Age	Phase 1: Telephone (n=3,928)	Phase 2: Follow-up		
		Public Land Users (n=763)	Non-Public Land Users (n=139)	Phase 2: Follow-up TOTAL (n=902)
18-34	27%	20%	14%	19%
35-54	39%	43%	34%	42%
55+	34%	36%	52%	39%

Base=All respondents.

Note: Phase 1 data is weighted. Significant difference are noted with bolding. Significance testing for proportions was conducted using a z-test at a .05 significance level.

Summary and Conclusions

Participation in Outdoor Recreational Activities

- **Nearly all British Columbia residents partake in outdoor recreational activities each year.** Overall, hiking on day trips is the most popular activity, followed by beach activities and swimming.
- **Health and age-related issues are the main reasons for non-participation.** Only 9% of residents have not partaken in outdoor recreational activities in the past twelve months – the primary reasons being health/age-related, as well as not having enough time. Only 1% of those who do not participate in these activities noted an issue or concern with facilities as a contributing factor. Those who do not participate in outdoor recreational activities are disproportionately older, with 61% being 55 years old or older.

Use of Publicly Managed Land in British Columbia

- **Most BC residents who have participated in outdoor recreation have done so on publicly managed land.** In fact, 77% of outdoor recreation participants have done so on publicly managed land in British Columbia in the past twelve months.
- **Residents in the Kootenay Rockies and Vancouver Island are most likely to use publicly managed land to partake in their outdoor recreational activities.** In fact, 89% of outdoor recreation participants in the Kootenay Rockies use publicly managed land. Vancouver Island residents are the next most likely to use this type of land, with 80% reporting having done so in the past year.
- **People who participate in over five activities are more likely to use publicly managed land.** On average, Public Land Users partake in 9.2 outdoor recreational activities, compared to Non-Public Land Users, who average 4.8 activities.

Outdoor Recreational Activity Characteristics

- **Outdoor recreational activities are important to participants.** Nearly nine in ten (85%) outdoor recreation participants report that these activities are ‘important’ or ‘very important’ compared to other interests. Those who use publicly managed land for these activities are more likely than their Non-Public Land User counterparts to rate these activities as ‘very important’ (62% versus 36%).

- **Public Land Users participate in outdoor recreational activities more often.** In the past year, Public Land Users are more likely to participate in these activities at least once a week (41% compared with 27% of Non-Public Land Users), while Non-Public Land Users are more likely to participate only several times a year (19% compared with 11% of Public Land Users). This suggests that public land use is more popular among avid outdoor recreational enthusiasts.
- **Non-Public Land Users (in past year) are less likely to travel outside their community to participate in outdoor activities.** Although Public Land Users are more likely to travel outside their community, and thus have economic impact outside their community, it is important to note that half of all outdoor recreation participants 'occasionally' travel outside their community to participate in these activities. The implication is that there are economic benefits being shared across communities, as well as tourism opportunities in the form of marketing and encouraging out-of-community travel for these activities.
- **Generally people like to participate in these activities with immediate family or friends.** Over half (55%) report that they most often participate with their immediate family. Those respondents who have not been to a BC Recreational Site or Trail in the past 5 years are more likely to partake in these activities alone, while Recreation Site Users (in past year) are more likely to participate with friends.

Changes in Outdoor Recreational Activities

- **Public Land Users (in past year) are more likely to plan on starting more outdoor recreational activities in the next year.** Overall, 38% of respondents say they will be starting a new activity in the next 12 months; however, 40% of Public Land Users plan on starting another activity, compared to only 30% of Non-Public Land Users.
- **Only a small portion of respondents plan on stopping outdoor recreational activity and are doing so mainly because of health reasons.** Only 3% of respondents are planning on stopping or doing any activity less in the next year – mainly skiing, hiking and sailing – with 55% noting health or age issues as the main reason.

Motivations for Outdoor Recreational Activities

- ***The motivating factors for participation in outdoor recreational activities are spending quality time with family and friends, being closer to/experiencing the natural environment, and resting, relaxing and recuperating.***
BC Recreation Site and Trail Users are more motivated by these factors than their Non-Recreation Site and Trail User counterparts. Interestingly, they also place a higher importance on escaping the daily routine, experiencing challenge/excitement, and learning new things. This bodes well for the incorporation or expansion of interpretative programs at BC Recreation Site and Trails.

Planning Outdoor Recreational Activities

- ***Word of mouth, past experience and the BC Parks map are the most common information sources respondents would use to plan an outdoor recreation outing.*** BC Recreation Sites and Trails brochure or rack card was noted by 29% of respondents, with a significantly higher proportion of Recreation Site and Trail Users compared to those who have not been to a BC Recreation Site or Trail in the past five years (33% versus 18%). 15% of respondents noted that they would use www.sitesandtrailsbc.com. It is interesting to note that, although the most popular information sources were universal between groups, respondents who hadn't been to a BC Recreation Site or Trail in the past five years are more likely to use media coverage and advertising (on TV, Magazines and newspaper). This suggests that when targeting this group, these media should be incorporated into the campaign.

Appendices

Detailed Methodology

The Research, Planning and Evaluation Branch of the Ministry of Jobs, Tourism, and Skills Training (formerly Research and Planning, Tourism British Columbia) commissioned NRG Research Group to complete this two-stage study. Liddie Sorensen-Lawrence was the lead consultant on this project. NRG Research Group worked closely with the Research, Planning and Evaluation Branch to modify the questionnaires, source the sample, field the telephone questionnaire (Phase 1), weight the data, administer the follow-up questionnaire online and by mail (Phase 2), analyze the results and produce a report.

The Research, Planning and Evaluation Branch, in coordination with its partner, the Recreation Sites and Trails Branch, and NRG Research Group, designed the survey instruments (telephone and follow-up questionnaires). The Research, Planning and Evaluation Branch was closely involved in all aspects of the project including study design, data cleaning and coding, weighting, and analysis.

The project commenced in October 2009 with the Phase 1: Telephone Survey fielded between November 17th, 2009 and December 8th, 2009. Phase 2: Follow-up Survey was launched in December 2009 (initial mailing was December 11th, 2009 with reminder postcards being sent on December 17th, 2009 and December 28th, 2009), with responses accepted until the end of January 2010.

Phase 1: Telephone Survey: The survey was conducted among residents of British Columbia using a random digital dial (RDD) sample source that was proportionate to the population of the six tourism regions in the Province. To qualify for the complete survey, respondents had to be 18 years or older.

Phase 2: Follow-up Survey: If a telephone survey respondent participated in outdoor recreation activities, he/she was asked to participate in a follow-up survey. If the respondent agreed to follow-up, he/she was given a choice to participate by mail or email.

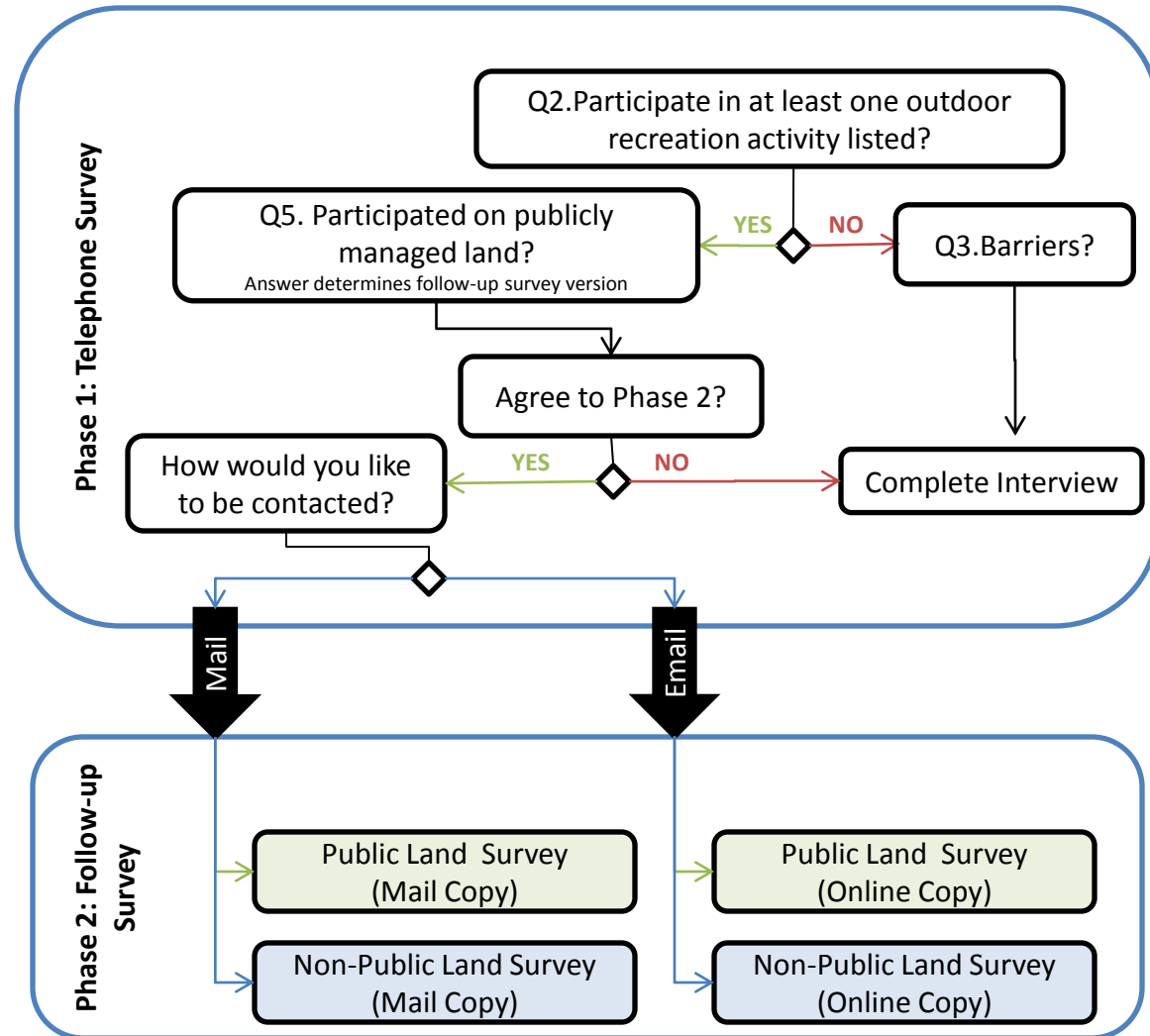
The BC Resident Outdoor Recreation Study used a two-stage approach. Phase 1 consisted of a telephone survey/recruit of BC residents, while Phase 2 consisted of a follow-up survey of those recruited in Phase 1 and was administered by mail or online (participant preference). The survey instruments, available in Appendices 2 and 3, were developed by the Ministry and NRG Research Group with input from the team at Recreation Sites and Trails BC. The stages are described below and detailed in the included figure.

Phase 1: Telephone Survey

The initial telephone survey length was approximately 8 minutes and collected demographics and key outdoor recreation activity participation. In addition, the survey captured if respondents had participated in an outdoor recreation activity on publicly managed land such as BC Parks, BC Recreation Sites and Trails or other Crown land. Respondents who had participated in one of the mentioned outdoor recreation activities were then asked to agree to a follow-up survey via email or mail (their preference).

Phase 2: Follow-up Survey

There were two versions of the follow-up survey: Public Land Users and Non-Public Land Users. This grouping was determined by the response given in the telephone survey. These surveys focused on land use by activity, activity motivations, Recreation Sites and Trails use, trip planning and demographics.



Incentives

Incentives were used to help boost response rates and agreement to the follow-up survey. During the invitation to participate in the follow-up survey, an incentive to win one of ten subscriptions to British Columbia Magazine was offered. Also, if the respondent completed the follow-up survey, he/she was entered into a draw to win a digital camera and one of three backpacks.

Definitions

Outdoor Recreation is outdoor activities that take place in a natural setting, as opposed to a highly cultivated or managed landscape such as a playing field (e.g. soccer, football, baseball etc.) or golf course.

Publicly Managed Land in British Columbia land managed by the federal, provincial or municipal government. Examples include federal parks, BC Parks, BC Recreation Sites and Trails or other Crown land.

Designated parks offer outdoor activities in natural settings that are managed by the federal, provincial or regional governments.

BC Recreation Sites and Trails are public campgrounds and trails located on Crown land outside of parks and settled areas and have been made available for recreational use and include campgrounds, trails, and day use areas. There are more than 1200 recreation sites in the province. Recreation sites and trails were **formerly known as Forest Service Recreation Sites and Trails**.

Other Crown Land is British Columbia land outside of parks and Recreation Sites and Trails that outdoor recreation activities can occur on.

Private Land is land under the control of an individual or group and not owned by government (municipal, regional, provincial or federal).

Data Collection – Phase 1: Telephone Survey

NRG Research Group conducted telephone interviews for the *Outdoor Recreation Study* between November 17th and December 8th, 2009 with 3,928 residents across British Columbia.

The cooperation rate (those that agreed to complete the telephone survey) averaged 54%, with the Cariboo Chilcotin Coast showing the highest cooperation rate (71%) among the regions.

Of the 3,928 completes, 93% (3,643) were eligible for Phase 2, as they had participated in at least one of the mentioned outdoor recreational activities. Of these, 54% agreed to the follow-up survey (Phase 2). This agreement rate ranged from a low of 51% in Vancouver, Coast & Mountains to a high of 68% in Kootenay Rockies. The majority of those who agreed to Phase 2 opted to be contacted via email (63% or 1,236).

The table below summarizes completes and response rates by region.

	Population Represented*	Sample	Completes	Cooperation Rate**	Eligible for Follow-up	Agreed to Follow-up	Follow-up Agreement Rate
Kootenay Rockies	115,345	531	141	61%	140	95	68%
Thompson Okanagan	389,865	2,496	475	57%	448	254	57%
Cariboo Chilcotin Coast	50,260	347	61	71%	59	36	61%
Vancouver, Coast & Mountains	1,949,350	15,566	2,329	52%	2,132	1,094	51%
Vancouver Island	571,460	3,009	694	55%	650	367	56%
Northern BC	188,705	691	228	59%	214	127	59%
Total	3,264,985	22,640	3,928	54%	3,643	1,973	54%

* Population based on Census 2006 data for those 18 years old or older and geo-linked to each tourism region.

** Cooperation rate is calculated using the American Association for Public Opinion Research (AAORP)'s Cooperation Rate 3.

Data Collection – Phase 2: Follow-up Survey

Telephone respondents were grouped into two distinct groups for Stage 2 (follow-up): Public Land Users and Non-Public Land Users. As previously mentioned, this determination was based on a respondent’s answer to question 5 in the telephone survey (‘Have you participated in any of these outdoor recreational activities on publicly managed land in British Columbia in the past 12 months?’). The main objective of a distinct Public Land Users survey was to detail what outdoor activities they did on public land and identify what type of public land they used. The project included Non-Public Land Users to gain more insight into whether they had participated in an outdoor recreation activity on public land in the past 5 years, as well as gather information about why they do not use public land for their outdoor recreational activities.

Over 65% of Public Land Users who agreed to Phase 2 wanted to be contacted via email. This compared to only 51% of Non-Public Land Users.

Of the 1,639 Public Land Users who agreed to Phase 2, the survey was completed by 830, representing a 51% response rate. Response rates by method (email or mail) were similar; however, it is important to note that 58 (20%) of the 295 completers who were sent the survey by mail completed the survey online.

Of the 334 Non-Public Land Users who agreed to Phase 2, 158 completed the survey, representing a 47% response rate. The response rate of those who were contacted by email was notably higher than those who were contacted via mail (52% versus 43%). Similar to Public Land Users, 17% of mail responders converted to the online survey.

Public Land Users	Email	Mail	Total
Agreed to	1,067	572	1,639
Completed	535	295 (58 or 20% converted to online)	830
Response Rate	50.1%	51.6%	50.6%
Non-Public Land Users	Email	Mail	Total
Agreed to	169	165	334
Completed	87	71 (12 or 17% converted to online)	158
Response Rate	51.5%	43.0%	47.3%

Data Analysis

For the purposes of this report, Public Land Users are those who, in Phase 1, said they had participated in at least one mentioned outdoor recreation activity on publicly managed land in British Columbia in the past 12 months. By contrast, Non-Public Land Users are those who said that they had participated in at least one of the mentioned outdoor recreation activities but had not done so on publicly managed land in British Columbia in the past 12 months.

Descriptive statistics were used to analyze and summarize results of the surveys. Phase 1 (Telephone) results have been analyzed based on tourism region and demographics, with statistical differences being noted. Phase 2 (Follow-up) results have been merged where applicable and compared between Public Land Users and Non-Public Land Users. Similar to results of Phase 1, statistical differences are noted in each question.

Note that detailed tables have been produced for this project and are available upon request.

Weighting – Phase 1

Quota groups were established to ensure representation across age and gender within each region. These quotas had a built-in ability to under- or over-sample by 10% of the original target. This flexibility was used to ensure timelines and budgets were adhered to. As shown on the next page, the under- or over-sample flexibility resulted in raw completes that were slightly disproportionate to the population distribution. For the purposes of Phase 1, raw completes were weighted back to population distribution to ensure accurate results. The tables on the following page detail the census distribution, raw complete distribution and the associated weights that have been applied in the telephone section of this report.

Weighting – Phase 2

Given the nature of Phase 2, these results have not been weighted.

Weighting Tables – Phase 1

The following tables detail the census distribution, raw complete distribution and the associated weights that have been applied in the telephone section (Phase 1) of this report.

Census Population Distribution

	Men 18-34	Men 35-54	Men 55+	Women 18-34	Women 35-54	Women 55+
Kootenay Rockies	0.39%	0.69%	0.66%	0.39%	0.71%	0.69%
Thompson Okanagan	1.30%	2.09%	2.36%	1.30%	2.28%	2.61%
Cariboo Chilcotin Coast	0.17%	0.31%	0.29%	0.18%	0.32%	0.27%
Vancouver, Coast & Mountains	8.51%	11.74%	8.54%	8.75%	12.37%	9.80%
Vancouver Island	1.99%	3.11%	3.27%	2.04%	3.39%	3.71%
Northern BC	0.86%	1.25%	0.82%	0.85%	1.22%	0.78%

Raw Survey Completes Distribution

	Men 18-34	Men 35-54	Men 55+	Women 18-34	Women 35-54	Women 55+
Kootenay Rockies	0.36%	0.69%	0.71%	0.36%	0.69%	0.79%
Thompson Okanagan	1.17%	1.99%	2.60%	1.17%	2.32%	2.85%
Cariboo Chilcotin Coast	0.15%	0.31%	0.31%	0.18%	0.31%	0.31%
Vancouver, Coast & Mountains	7.69%	11.51%	9.39%	7.87%	12.14%	10.69%
Vancouver Island	1.78%	3.03%	3.56%	1.86%	3.34%	4.10%
Northern BC	0.76%	1.25%	0.89%	0.81%	1.22%	0.87%

Weights

	Men 18-34	Men 35-54	Men 55+	Women 18-34	Women 35-54	Women 55+
Kootenay Rockies	1.0978	1.0048	0.9238	1.0836	1.0353	0.8800
Thompson Okanagan	1.1066	1.0525	0.9106	1.1104	0.9826	0.9167
Cariboo Chilcotin Coast	1.1259	1.0186	0.9469	0.9857	1.0407	0.8948
Vancouver, Coast & Mountains	1.1063	1.0201	0.9092	1.1125	1.0184	0.9165
Vancouver Island	1.1180	1.0249	0.9164	1.0954	1.0162	0.9061
Northern BC	1.1239	1.0033	0.9216	1.0375	1.0021	0.8996

Hello, my name is _____, I am calling from NRG Research Group on behalf of Tourism British Columbia and the Ministry of Tourism, Culture and the Arts. We're not selling anything. [Today/This evening] We are conducting a short survey of BC residents on their outdoor recreation activities in the past year.

May I speak with someone in your household who is 18 years of age or older.
REINTRODUCE IF NECESSARY

This Survey may be recorded for quality control purposes. All responses will remain anonymous.

READ IF NECESSARY: Would you have 10 minutes to answer some questions?

No... Is there another time that I could call back that would be more convenient for you?
 Yes... Great, thank you

I'm going to start with a demographic question to ensure we are getting a representative sample of British Columbia resident.

RECORD GENDER

- MALE
- FEMALE

Question 1

Which of the following age brackets do you fall into? (READ CHOICES)

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

REFUSED (TERMINATE)

If quota is full for this age group/gender...

Thank you for agreeing to participate; however, those are all the questions I have for your tonight.
 Thank you and have a good evening.

Question 2

I am going to ask you a few questions about what outdoor recreation activities you have participated in, in British Columbia, in the past 12 months. For our purposes tonight, outdoor recreation is defined as outdoor activities which take place in a natural setting as opposed to in a cultivated or highly managed landscape such as a playing field or golf course.

READ

In the past 12 months, have you participated in any of the following activities in British Columbia?

- a. Skiing/Snowboarding (Y/N) – IF YES, READ LIST AND CHECK ALL THAT APPLY: Did that include...
 - Downhill Skiing/snowboarding with lift access?
 - Backcountry downhill skiing/snowboarding AND OR Backcountry ski/snowboard touring? DEFINITION IF NEEDED: IS OFF-TRAIL, TRAVELLING ON SNOW UNDER HUMAN POWER, SPECIALLY DESIGNED EQUIPMENT FOR ASCENDING OR TRAVERSING IS OFTEN USED
 - Cat skiing/snowboarding? DEFINITION IF NEEDED: IS OFF-TRAIL, DOWNHILL SKIING THAT IS ACCESSED BY A SNOWCAT, NOT A SKI LIFT.
 - Heli-skiing/snowboarding?
 - Crosscountry skiing?
 IF NONE CHECKED, READ: To confirm, you did not participate in any of the listed skiing/snowboarding activities. CONTINUE. CLEAN Q2a TO = NO
- b. Snowshoeing (Y/N)
- c. Motorized Land-Based Outdoor Activities (Y/N) – IF YES, READ LIST AND CHECK ALL THAT APPLY: Did that include...
 - ATV-ing?
 - Dirt biking?
 - 4-Wheel Driving?
 - Snowmobiling?
 IF NONE CHECKED, READ: To confirm, you did not participate in any of the listed motorized land-based activities. CONTINUE. CLEAN Q2c TO = NO
- d. Hiking, climbing or caving (Y/N) – IF YES, READ LIST AND CHECK ALL THAT APPLY: Did that include...
 - Hiking on a day trip (i.e. not overnight)?
 - Hiking on a multi-day backcountry trip?
 - Heli-Hiking?
 - Rock/Mountain Climbing?
 - Caving? DEFINITION IF NEEDED: ALSO KNOWN AS SPELUNKING, IS THE RECREATIONAL SPORT OF EXPLORING CAVES (PASSAGES UNDER THE EARTH).
 IF NONE CHECKED, READ: To confirm, you did not participate in any of the listed hiking, climbing or caving activities. CONTINUE. CLEAN Q2d TO = NO
- e. Orienteering or geo-caching (Y/N) DEFINITION IF NEEDED: GEOCACHING IS WHEN PARTICIPANTS USE A GLOBAL POSITIONING SYSTEM (GPS) RECEIVER OR OTHER NAVIGATIONAL TECHNIQUES TO HIDE AND SEEK CONTAINERS (CALLED "GEOCACHES" OR "CACHES") ANYWHERE IN THE WORLD. ORIENTEERING IS WHEN YOU USE A MAP AND COMPASS TO FIND YOUR WAY ACROSS UNFAMILIAR TERRAIN.
- f. Zip Lining or Bungy Jumping (Y/N)
- g. Horseback Riding (Y/N)
- h. Visiting non-resort-based Hot Springs (Y/N)
- i. Mountain Biking (Y/N) – IF YES, READ LIST AND CHECK ALL THAT APPLY: Did that include...
 - Mountain Biking in a bike park with lift access?
 - Mountain Biking on trails with no lift access?
 IF NONE CHECKED, READ: To confirm, you did not participate in any of the listed mountain biking activities. CONTINUE. CLEAN Q2i TO = NO
- j. Road biking or Cycling (Y/N)
- k. Camping/RVing (Y/N) – IF YES, READ LIST AND CHECK ALL THAT APPLY: Did that include...
 - Vehicle Access camping in a Tent?

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- Vehicle Access camping in an RV or Motorhome?
 - Non-vehicle Access camping in a tent, cabin or hut? ACCEPT – IN SLEEPING BAG
 - IF NONE CHECKED, READ: To confirm, you did not participate in any of the listed camping/RVing activities, CONTINUE. CLEAN Q2k TO = NO
- l. Fishing or Hunting (Y/N) – IF YES, READ LIST AND CHECK ALL THAT APPLY: Did that include...
- Freshwater Fishing?
 - Saltwater Fishing?
 - Hunting?
- IF NONE CHECKED, CONTINUE AND CLEAN Q2l TO = NO
- m. Sailing or Boating (Y/N) – IF YES, READ LIST AND CHECK ALL THAT APPLY: Did that include...
- Sailing on the ocean?
 - Sailing on a lake?
 - Motorized Boating on the ocean?
 - Motorized Boating (not including houseboating) on a lake or river?
 - House boating?
 - Jet Skiing on the ocean?
 - Jet Skiing on a lake/river?
- IF NONE CHECKED, READ: To confirm, you did not participate in any of the listed sailing/boating activities, CONTINUE. CLEAN Q2m TO = NO
- n. Canoeing or Kayaking (Y/N) – IF YES, READ LIST AND CHECK ALL THAT APPLY: Did that include...
- Canoeing on the ocean?
 - Canoeing on a lake or river?
 - Ocean/Sea Kayaking?
 - Whitewater Kayaking? DEFINITION IF NEEDED: IS THE SPORT OF PADDLING A KAYAK ON A MOVING BODY OF WATER, TYPICALLY A WHITEWATER RIVER. WHITEWATER KAYAKING CAN RANGE FROM SIMPLE, CAREFREE GENTLY MOVING WATER, TO DEMANDING, DANGEROUS WHITEWATER.
 - Flatwater Kayaking on a lake or river? DEFINITION IF NEEDED: IS THE SPORT OF PADDLING A KAYAK ON A BODY OF WATER THAT IS FLAT (A LAKE)
- IF NONE CHECKED, READ: To confirm, you did not participate in any of the listed canoeing or kayaking activities, CONTINUE. CLEAN Q2n TO = NO
- o. Swimming and Other Water-related Sports (Y/N) – IF YES, READ LIST AND CHECK ALL THAT APPLY: Did that include...
- Swimming – Lake or River?
 - Swimming – Ocean?
 - Surfing/paddle boarding?
 - Windsurfing or Kite Surfing on the ocean?
 - Windsurfing or Kite Surfing on a lake?
 - Snorkelling or scuba diving in the ocean?
 - Snorkelling or scuba diving in a lake?
 - Water skiing or wake boarding on the ocean?
 - Water skiing or wake boarding on a lake or river?
 - White water rafting?
- IF NONE CHECKED, READ: To confirm, you did not participate in any of the listed swimming or other water-related activities. CONTINUE. CLEAN Q2o TO = NO
- p. Other Beach Activities including picnicking (Y/N) – IF YES, READ LIST AND CHECK ALL THAT APPLY: Did that include...
- Beach activities, including picnicking, at a river or lake?
 - Oceanside beach activities, including picnicking?
- IF NONE CHECKED, CONTINUE AND CLEAN Q2p TO = NO

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- q. Wildlife Viewing or Photography (Y/N) – IF YES, READ LIST AND CHECK ALL THAT APPLY: Did that include...
- Bird Watching?
 - Whale Watching/Other Marine-based Wildlife Watching?
 - Bear Watching?
 - Other Nature Viewing or Scenic Photography?
- IF NONE CHECKED, CONTINUE AND CLEAN Q2q TO = NO
- r. Were there any other outdoor activities, not previously mentioned, that you participated in, in British Columbia in the past 12 months? Just a reminder that for our purposes tonight, outdoor recreation is defined as outdoor activities which take place in a natural setting as opposed to in a cultivated or highly managed landscape such as a playing field or golf course.
- IF YES, Please specify: _____ RECORD VERBATIM - PROBE FOR ACTIVITY REGARDLESS OF ACCOMMODATION TYPE

Question 3

ASK IF ALL Q2a-Q2r = N

Why have you not participated in any the mentioned outdoor recreational activities in the past 12 months?

PROBE FROM LIST BELOW IF NECESSARY. PROBE BEYOND NOT ENOUGH TIME... RESPONDENT CAN MENTION ALL THAT APPLY

- OTHER RECREATIONAL ACTIVITIES NOT IN NATURAL SETTING TAKE UP MY TIME (GOLF, FOOTBALL, PLAYING FIELD SPORTS)
- NOT ENOUGH TIME
- TOO EXPENSIVE
- NOBODY TO PARTICIPATE WITH
- LACK OF INFORMATION ABOUT WHERE TO GO
- LACK OF TRANSPORTATION
- PLACES TO DO ACTIVITY ARE USUALLY CROWDED
- CURRENT FACILITIES/AREAS HAVE SAFETY OR SECURITY PROBLEMS
- LACK OF FACILITIES OR AREAS TO DO THIS ACTIVITY
- HEALTH OR PHYSICAL DISABILITY REASONS
- OTHER _____

GO TO Q6

Question 4

ASK IF AT LEAST ONE IN Q2a-Q2q = Y

RANDOMLY CHOOSE UP TO 3 ACTIVITIES (MAXIMUM) – EXCLUDE Q2A1 "DOWNHILL SKIING/SNOWBOARDING WITH LIFT ACCESS" AND Q2I1 "MOUNTAIN BIKING IN A BIKE PARK WITH LIFT ACCESS" FROM RANDOM ROTATION

- a. On your most recent outing, did you use the services of a commercial business (ex. Guide, recreation provider or equipment rental) while participating in [RANDOM ANY ITEM MENTIONED IN ANY OF THE SECTIONS OF Q2a-Q2q] (whatever activity they said)?
- b. On your most recent outing, did you use the services of a commercial business (ex. Guide, recreation provider or equipment rental) while participating in [RANDOM ANY ITEM MENTIONED IN ANY OF THE SECTIONS OF Q2a-Q2q] (whatever activity they said)?
- c. On your most recent outing, did you use the services of a commercial business (ex. Guide, recreation provider or equipment rental) while participating in [RANDOM ANY ITEM MENTIONED IN ANY OF THE SECTIONS OF Q2a-Q2q] (whatever activity they said)?

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Question 5

ASK IF ANY Q2a-Q2r = YES. Have you participated in any of these outdoor recreational activities on publicly managed land in British Columbia in the past 12 months? Including land managed by the federal, provincial or municipal government. Examples include Federal Parks, BC Parks, BC Recreation Sites and Trails or other Crown Land. PROMPT TO BE WHERE THE ACTIVITIES ACTUALLY TOOK PLACE RATHER THAN WHERE THEY STAYED IN - IF "DON'T KNOW", PROBE WITH EXAMPLES OF NATIONAL PARKS AND BC PARKS DEFINITION IF NEEDED. IF STILL "DON'T KNOW" = NO. READ IF NECESSARY: EXAMPLES OF BC PARKS INCLUDE MOUNT SEYMOUR PROVINCIAL PARK, STRATHCONA PROVINCIAL PARK AND WELLS GREY PROVINCIAL PARK, EXAMPLES OF NATIONAL PARKS INCLUDE PACIFIC RIM NATIONAL PARK, GLACIER NATIONAL PARK AND GULF ISLANDS NATIONAL PARK RESERVES.

- YES (QUALIFY FOR PUBLIC LAND FOLLOW UP)
- NO (QUALIFY FOR NON PUBLIC LAND FOLLOW UP)

Question 6

ASK ALL: What is the highest grade of school or college that you have completed? (READ CHOICES)

- SOME HIGH SCHOOL
- HIGH SCHOOL
- VOCATIONAL OR TRADE SCHOOL EQUIVALENT
- SOME COLLEGE OR UNIVERSITY
- COLLEGE OR UNIVERSITY GRADUATE
- SOME GRADUATE WORK
- COMPLETED GRADUATE DEGREE (i.e. MASTERS OR PHD)
- OTHER

Question 7

ASK ALL: How many people live in your household? RECORD VERBATIM (VALID=1 THROUGH 20, HAS TO BE NUMBER)

IF Q7=1 THEN AUTOMATICALLY CODE Q8=NO

Question 8

ASK IF Q7>1, Do you currently have children under 18 years old living in your household?

- YES
- NO

Question 9

ASK ALL: Which of these broad categories BEST describes the total amount of income (before taxes) received by all the members of your household during 2008? (READ CHOICES)

- LESS THAN \$25,000
- \$25,000 TO \$49,999
- \$50,000 TO \$64,999
- \$65,000 TO \$99,999
- \$100,000 TO \$149,999
- \$150,000 OR MORE
- PREFER NOT TO ANSWER
- DON'T KNOW

IF ANSWERED ASK IF ALL Q2a-Q2r = N- GO TO SIGN OFF 1, ELSE CONTINUE

INVITATION TO PARTICIPATE IN FOLLOW UP RESEARCH:

Question 10

Thank you for your help today. As part of this project, Tourism BC and the Ministry of Tourism, Culture and the Arts are conducting a 15-minute follow-up survey by mail or email. By providing your follow up information today, you will be entered into a draw to win 1 of 10 available 1-year BC Magazine subscriptions. And for completing the follow up survey,

you will be entered into a draw for a digital camera. Would you be willing to participate in this follow up questionnaire regarding your participation in outdoor activities in BC?

- YES
- NO | SKIP TO SIGN OFF 1

PERSUADER: Please note, by giving us consent today you are simply agreeing to be contacted in the next couple weeks via email or mail. You are free to decline participation when we contact you.

READ IF NECESSARY: The contact information you provide to me can only be used for the purpose of contacting you regarding this survey only. Your information is not given to any other businesses or organizations, and you won't be added to any mailing lists or receive extra mail because of your participation. You will only be contacted with regards to follow-up for this outdoor recreation survey.

Question 11

Would you like to be contacted via email or mail?

- Email
- Mail | SKIP TO Q13

Question 12

And what email address would you like us to send this follow-up questionnaire to?

RECORD EMAIL ADDRESS, REPEAT BACK TO CUSTOMER USING PHEONETIC ALPHABET—E.G., ALPHA, BETTY, DELTA...]

And, to whom should it be addressed?

RECORD NAME

GO TO SIGN OFF 2

Question 13

May I please have your name and the mailing address you would like this follow-up questionnaire sent to?

RECORD MAILING ADDRESS, REPEAT BACK TO CUSTOMER ALSO USE PHOENETIC ALPHABET – PLEASE USE CAUTION AND DATA ENTER CLEANLY

GO TO SIGN OFF 3

SIGN OFF 1:

Those are all my questions. Thank you for your help and have a good evening.

SIGN OFF 2:

Those are all my questions. When you receive your follow up email it will come from NRG Research Group on behalf of Tourism BC and the Ministry of Tourism, Culture and the Arts. Thank you very much for your time today and agreeing to be contacted in the future – you have been entered in the draw for a BC Magazine subscription. The 10 selected entrants will be contacted via email by December 15, 2009. Have a good day/evening.

SIGN OFF 3:

Those are all my questions. In the next couple weeks you will receive a follow-up questionnaire in the mail. Thank you very much for your time today and agreeing to be contacted in the future – you have been entered in the draw for a BC Magazine subscription. The 10 selected entrants will be contacted via phone by December 15, 2009. Have a good day/evening.

Outdoor Recreation Activities in British Columbia



Please complete this questionnaire by **January 15, 2010** either of the following ways:

1. Complete the enclosed survey and return it in the enclosed postage-paid envelope;

OR

2. Complete this survey online at www.nrg-surveys.com/outdoor.htm using your ID#: «PINID»



Recreation Sites and Trails BC



Your opinions are important

Thank you for participating in this survey. Tourism British Columbia and the Ministry of Tourism, Culture and the Arts are *working to better understand your experiences, activities and impressions about your outdoor recreation activities.*

We value your opinion and the information that you provide will be used to enhance your experiences while participating in outdoor recreation activities in British Columbia.

Your responses and personal information will be kept confidential and used only for this survey.

All completed surveys returned by **January 15, 2010** will be entered in a draw for a digital camera (value of \$300) or 1 of 3 Backpacks (value of \$50 each). The draw will be held in January 2010.

Please complete this questionnaire by **January 15, 2010** either of the following ways:

By Mail: Complete the questionnaire and return it in the enclosed postage-paid envelope **OR** mail back to:



Tourism British Columbia
c/o NRG Research Group
1380-1100 Melville Street
Vancouver, BC V6E 4A6

Please answer the survey questions by shading your answer using a pen or pencil. This will help us process the surveys efficiently.



Online: For your convenience, you may complete this survey online using the information below:



Website: www.nrg-surveys.com/outdoor.htm
Your Survey ID#: «PINID»



If you have any questions, please call (toll free) 1-877-877-8811.

Outdoor recreation activities and you.....

Thanks for agreeing to participate in this outdoor recreation activities research project. We are interested in your participation in outdoor recreation activities in the province of British Columbia. For the purposes of this research, outdoor recreation is defined as outdoor activities that take place in a natural setting as opposed to in a cultivated or highly managed landscape such as a playing field (i.e. soccer, football, baseball etc) or a golf course.

- First, we would like to know how important outdoor recreation is to you. Compared to other interests is outdoor recreation. *Mark the most appropriate response.*
 - NOT IMPORTANT AT ALL
 - NOT IMPORTANT
 - SOMEWHAT IMPORTANT
 - IMPORTANT
 - VERY IMPORTANT
 - DONT KNOW
- On average, how often do you participate in outdoor recreation activities? *Mark the most appropriate response.*
 - DAILY
 - ONCE A WEEK
 - ONCE A MONTH
 - ONCE EVERY SEVERAL MONTHS
 - SEVERAL TIMES A YEAR
 - ONCE A YEAR
 - DONT KNOW
- How often do you travel outside of the community that you live in to participate in outdoor recreation activities? *Mark the most appropriate response.*
 - NEVER – I ALWAYS DO OUTDOOR RECREATION ACTIVITIES IN MY COMMUNITY
 - OCCASSIONALLY (LESS THAN HALF THE TIME)
 - SOMETIMES (ABOUT HALF THE TIME)
 - MOST OF THE TIME (MORE THAN HALF THE TIME)
 - ALWAYS
 - DONT KNOW
- Overall, who do you **most** like to do outdoor recreation activities with? *Mark the most appropriate response.*
 - ALONE (YOURSELF)
 - IMMEDIATE FAMILY (WIFE, HUSBAND, CHILDREN)
 - EXTENDED FAMILY (PARENTS, BROTHERS AND SISTERS, COUSINS)
 - FRIENDS
 - WITH A CLUB OR SPECIAL INTEREST GROUP
 - OTHER What people? _____
 - DONT KNOW

3

Where do you participate in outdoor recreation activities in British Columbia?

We are interested in learning about what winter, water-based and land-based outdoor recreation activities that you participated in and where you participated in them. In this question, we are interested in your participation in outdoor recreation activities at the following:

- **Designated parks** that offer outdoor activities in a natural setting that are managed by the federal, provincial or regional governments.
 - **BC Recreation Sites and Trails** are public campgrounds and trails located on Crown land outside of parks and settled areas that have been made available for recreational use and include campgrounds, trails, and day use areas. There are more than 1200 recreation sites in the province. Recreation sites and trails were **formerly known as Forest Service recreation sites and trails**.
 - **Other Crown Land** is British Columbia land outside of parks and Recreation Sites and Trails that outdoor recreation activities can occur on.
 - **Private Land** is land under the control of an individual or group and not owned by government (municipal, regional, provincial or national).
5. We would like to know what **Winter Activities** you participated in during the last year in British Columbia?
- A. What winter activities have you participated in during the last 12 months? *Mark all that apply.*
- B. Where did you participate (or gain access to participate) in each activity, was it at a national, provincial, or regional park, a BC Recreation Sites or Trail, other Crown Land or on private land? *Mark all that apply.*

Your Winter Activities	A. Participated in during the last 12 months <i>Mark all that apply</i>	B. Where did you participate in them?			
		National, Provincial or Regional Parks in British Columbia <i>Mark all that apply</i>	BC Recreation Sites and Trails <i>Mark all that apply</i>	Other Crown Land <i>Mark all that apply</i>	On Private Land <i>Mark all that apply</i>
Downhill Skiing or Snowboarding with Lift Access	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Backcountry Downhill Skiing/ Snowboarding AND / OR Backcountry Ski/Snowboard touring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cat skiing or Snowboarding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Heli-Skiing or Snowboarding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Crosscountry Skiing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snowshoeing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snowmobiling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other(specify) _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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6. We would like to know what **Land-Based Activities** you participated in during the last year in British Columbia?

- A. What freshwater and marine activities have you participated in during the last 12 months? *Mark all that apply.*
 B. Where did you participate (or gain access to participate), was it at a national, provincial, or regional park, a BC Recreation Sites or Trail, other Crown Land or on private land? *Mark all that apply.*

Your Land-Based Activities	B. Where did you participate in them?				
	A. Participated in during the last 12 months <i>Mark all that apply</i>	National, Provincial or Regional Parks in British Columbia <i>Mark all that apply</i>	BC Recreation Site or Trail <i>Mark all that apply</i>	Other Crown Land <i>Mark all that apply</i>	On Private Land <i>Mark all that apply</i>
Hiking on a Day Trip (i.e. not overnight)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hiking on a Multi-Day Backcountry Trip	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Heli-Hiking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rock or Mountain Climbing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Caving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mountain Biking in a Bike Park with Lift Access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mountain Biking on Trails with No Lift Access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Road Biking or Cycling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Horseback Riding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Orienteering or Geo-Caching	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Zip Lining or Bungy Jumping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ATV-ing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dirt Biking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4-Wheel Driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hunting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bird Watching	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bear Watching	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Nature Viewing or Scenic Photography	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vehicle Access Camping in a Tent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vehicle Access Camping in an RV or Motorhome	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Non-Vehicle Access Camping in a Tent, Cabin or Hut	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other(specify) _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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7. We would like to know what **Freshwater-Based Activities** you participated in during the last year in British Columbia?

- A. What freshwater-based activities have you participated in during the last 12 months? *Mark all that apply.*
 B. Where did you participate (or gain access to participate), was it at a national, provincial, or regional park, a BC Recreation Sites or Trail, other Crown Land or on private land? *Mark all that apply.*

Freshwater Based Activities (at Lakes or Rivers)	B. Where did you participate in them?				
	A. Participated in during the last 12 months <i>Mark all that apply</i>	National, Provincial or Regional Parks in British Columbia <i>Mark all that apply</i>	BC Recreation Site or Trail <i>Mark all that apply</i>	Other Crown Land <i>Mark all that apply</i>	On Private Land <i>Mark all that apply</i>
Freshwater Fishing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visiting Non-Resort Based Hot Springs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beach Activities, Including Picnicking, at a River or Lake	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Swimming in a Lake or River	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Canoeing on a Lake or River	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flatwater Kayaking on a Lake or River	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Whitewater Kayaking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Whitewater Rafting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Snorkelling Or Scuba Diving in a Lake	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wind Surfing Or Kite Surfing on a Lake	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Waterskiing Or Wake Boarding on a Lake or River	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jet Skiing on a Lake or River	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Motorized Boating (not including houseboating) on a Lake or River	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Houseboating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sailing on a Lake	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other(specify) _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6

8. We would like to know what **Marine (saltwater/ocean)-Based Activities** you participated in during the last year in British Columbia?

- A. What marine-based activities have you participated in during the last 12 months? *Mark all that apply.*
 B. Where did you participate (or gain access to participate), was it at a national, provincial, or regional park, a BC Recreation Sites or Trail, other Crown Land or on private land? *Mark all that apply.*

Marine (Saltwater/Ocean)-Based Activities	A.	B. Where did you participate in them?			
	Participated in during the last 12 months <i>Mark all that apply</i>	National, Provincial or Regional Parks in British Columbia <i>Mark all that apply</i>	BC Recreation Site or Trail <i>Mark all that apply</i>	Other Crown Land <i>Mark all that apply</i>	On Private Land <i>Mark all that apply</i>
Saltwater Fishing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Oceanside Beach Activities, Including Picnicking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swimming in the Ocean	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Canoeing on the Ocean	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ocean/Sea Kayaking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Surfing or Paddleboarding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snorkelling Or Scuba Diving in the Ocean	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wind Surfing Or Kite Surfing on the Ocean	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Waterskiing Or Wake Boarding on the Ocean	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jet Skiing on the Ocean	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motorized Boating on the Ocean	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Whale Watching or Other Marine-Based Wildlife Watching	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sailing on the Ocean	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other(specify) _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Are there any activities you plan to start in the next 12 months?

- No
 Yes → What activities? Please specify _____

10. Are there any activities you plan to stop or do less often in the next 12 months?

- No → Go to Q12
 Yes → What activities? Please specify _____

11. Why do you plan to stop or do this activity less often? Please specify _____

12. What is your favourite outdoor recreation activity? Please specify _____

7

13. People do outdoor recreation activities for a number of reasons. For your favourite activity in Question 12, how important are the following reasons when participating in that activity? For each reason, mark the most appropriate response.

	A. Importance to me:				
	Not at all important		Neither		Very important
To rest, relax and recuperate	①	②	③	④	⑤
To keep fit and healthy	①	②	③	④	⑤
To experience challenge and excitement	①	②	③	④	⑤
To learn new things	①	②	③	④	⑤
To spend quality time with family and friends	①	②	③	④	⑤
To escape the daily routine	①	②	③	④	⑤
To get away from crowded situations	①	②	③	④	⑤
To be closer to/experience the natural environment	①	②	③	④	⑤
To achieve spiritual fulfillment	①	②	③	④	⑤
Other _____	①	②	③	④	⑤

14. Think about the next time you are planning an outdoor recreation outing, if you were considering a new activity or destination for an activity, what information sources do you think you would you use?

Information sources	Mark all that apply
Past experience/ been there before	<input type="radio"/>
Advice from friends/relatives	<input type="radio"/>
Internet Sites:	
www.sitesandtrailsbc.com	<input type="radio"/>
www.HelloBC.com	<input type="radio"/>
A local or regional tourism website	<input type="radio"/>
www.bcparks.ca	<input type="radio"/>
An activity-based website (eg. www.qofish.ca , www.bcguest ranches.com)	<input type="radio"/>
Travellers' commentary sites (e.g. Trip Advisor, Blogs, YouTube videos etc.)	<input type="radio"/>
Other Internet sites (other than what are listed above)	<input type="radio"/>
BC Parks Map	<input type="radio"/>
Global Positioning System (GPS)	<input type="radio"/>
BC Recreation Site and Trail Brochure/Rack Card	<input type="radio"/>
Backroads Mapbook	<input type="radio"/>
Travel agents, airlines, auto associations, tour operators, tourism businesses	<input type="radio"/>
1-800-HelloBC	<input type="radio"/>
Visitor guides and brochures	<input type="radio"/>
Advertising on TV / newspapers / magazines	<input type="radio"/>
Media coverage (e.g. travel articles in newspapers, programs on TV)	<input type="radio"/>
Visitor Centres	<input type="radio"/>
Other _____	<input type="radio"/>

8

A little bit more about BC Recreation Sites and Trails....

Recreation sites and trails are public campgrounds and trails located on Crown land outside of parks and settled areas that have been made available for recreational use and include campgrounds, trails, and day use areas. There are more than 1200 recreation sites in the province. Recreation sites and trails were **formerly known as Forest Service recreation sites and trails**, and were once the responsibility of the BC Ministry of Forests and Range. They are now the responsibility of Recreation Sites and Trails BC of the Ministry of Tourism, Culture and the Arts.



15. This question is intended to measure your awareness of our new name "Recreation Sites and Trails BC". We were formerly known as Forest Recreation Areas; were you aware that we are now called "Recreation Sites and Trails BC" prior to participating in this research?

- YES
- NO
- DON'T KNOW

16. Have you been to a BC Recreation Site or Trail within the **last 5 years**? *Mark the most appropriate response.*

- YES
- NO → *Go to Q26 on Page 11*
- DON'T KNOW

17. Have you been to a BC Recreation Site or Trail within the **last 12 months**? *Mark the most appropriate response.*

- YES
- NO → *Go to Q26 on Page 11*
- DON'T KNOW

18. BC Recreation Sites and Trails are comprised of recreation/camp sites and trails. How many recreation/camp sites and/or trails have you visited in the **past 12 months**? *Please enter 0 if you haven't been to a Recreation Sites or Trail in the last 12 months.*

_____ Sites + _____ Trails = _____ Total Recreation Sites and Trails
 DON'T KNOW

19. Approximately how many days have you spent at BC Recreation Sites and Trails in the **past 12 months**? *Please enter 0 if you haven't been to a Recreation Sites or Trail in the last 12 months.*

 DON'T KNOW

20. What are the top 3 most frequent activities that you have participated in while at BC Recreation Sites and Trails in the **past 12 months**?

1. _____
2. _____
3. _____

21. Have you ever been to the BC Recreation Sites and Trails website www.sitesandtrailsbc.com?

- No
- Yes → *What did you use it for? Please specify:*

22. We would like to know how you think *BC Recreation Sites and Trails* are different from other outdoor recreation facilities. What do you consider to be unique about *BC Recreation Sites and Trails*? *Please list up to three.*

1. _____
2. _____
3. _____

23. What positive and/or negative images/characteristics come to mind when you think of *BC Recreation Sites and Trails* as outdoor recreation facilities? *Please list up to three.*

Positive **Negative**

- | | |
|----------|----------|
| 1. _____ | 1. _____ |
| 2. _____ | 2. _____ |
| 3. _____ | 3. _____ |

24. BC Recreation Sites and Trails are traditionally rustic in nature, what additional activities, services or attractions would you like to see at BC Recreation Sites and Trails? *Please list up to three.*

1. _____
2. _____
3. _____

25. Overall, how satisfied or dissatisfied were you with your use of BC Recreation Sites and Trails? *Mark one response only.*

- VERY DISSATISFIED
- SOMEWHAT DISSATISFIED
- NEITHER SATISFIED OR DISSATISFIED
- SOMEWHAT SATISFIED
- VERY SATISFIED
- DONT KNOW

Please explain why.

26. Below are some possible reasons that may prevent people from using BC Recreation Sites and Trails more often. Please tell us if any has prevented you from doing outdoor recreation activities more often? *Fill in the most appropriate response.*

- LACK OF INFORMATION ABOUT WHERE TO GO
- LACK OF TRANSPORTATION
- PLACES TO DO ACTIVITY ARE USUALLY CROWDED
- CURRENT FACILITIES HAVE SECURITY PROBLEMS
- LACK OF FACILITIES TO DO ACTIVITY I MOST ENJOY
- ITS TOO EXPENSIVE
- HEALTH REASONS
- OTHER _____
- NONE
- DONT KNOW

27. In the next 12 months, how likely is that you will visit a BC Recreation Site or Trail? *Mark one response only.*

- NOT LIKELY AT ALL
- NOT LIKELY
- SOMEWHAT LIKELY
- LIKELY
- VERY LIKELY
- DONT KNOW

About you....

28. What is the highest level of education that you have completed? *Mark one response only.*

- LESS THAN HIGH SCHOOL
- HIGH SCHOOL
- SOME TECHNICAL COLLEGE OR UNIVERSITY
- COLLEGE OR TECHNICAL DIPLOMA
- UNIVERSITY DEGREE
- MASTERS/PHD DEGREE
- OTHER

29. Do you have children under 18 living in your household? *Mark one response only.*

- YES
- NO

30. Before taxes, in Canadian dollars, what is your approximate annual **household** income? *Mark one response only.*

- LESS THAN \$25,000
- \$25,000 TO \$49,999
- \$50,000 TO \$64,999
- \$65,000 TO \$99,999
- \$100,000 TO \$149,999
- \$150,000 OR MORE
- I PREFER NOT TO ANSWER THIS QUESTION
- DONT KNOW

31. What is the composition of your household? Please indicate their relationship to you, their age and their gender. *Start with yourself and fill in their relationship to you and their age.*

Who? <i>e.g. wife, husband, daughter, son, parent, friend...</i>	Age <i>(in years)</i>	Gender <i>(M=Male or F=Female)</i>
1. <u>Myself</u>	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____

32. Are you willing to participate in future research about outdoor recreation activities in British Columbia? Participation may involve answering paper-based questionnaires similar to this one or web-based surveys. Your address information will be kept completely confidential and used only for research purposes. *Please clearly print your email address.*

- No
- Yes → What is your email address? _____@_____

33. Please share any additional comments about your trip in British Columbia or suggestions on what the province of British Columbia could do to enhance your outdoor recreation experiences?

Thank you for your help!

All completed surveys will be entered in a draw for a digital camera (value of \$300) or 1 of 3 Backpacks (value of \$50 each). The draw will be held in January 2010.

Please return your completed questionnaire by **January 15, 2010** in the enclosed envelope OR to: *Tourism British Columbia*
c/o NRG Research Group
1380-1100 Melville Street
Vancouver, BC V6E 4A6



Outdoor Recreation Activities in British Columbia



Please complete this questionnaire by **January 15, 2010** either of the following ways:



Recreation Sites and Trails BC

1. Complete the enclosed survey and return it in the enclosed postage-paid envelope;

OR

2. Complete this survey online at www.nrg-surveys.com/recreation.htm using your ID#: «PINID»



Your opinions are important

Thank you for participating in this survey. Tourism British Columbia and the Ministry of Tourism, Culture and the Arts are working to better understand your experiences, activities and impressions about your outdoor recreation activities.

We value your opinion and the information that you provide will be used to enhance your experiences while participating in outdoor recreation activities in British Columbia.

Your responses and personal information will be kept confidential and used only for this survey.

All completed surveys returned by January 15, 2010 will be entered in a draw for a digital camera (value of \$300) or 1 of 3 Backpacks (value of \$50 each). The draw will be held in January 2010.

Please complete this questionnaire by **January 15, 2010** either of the following ways:

By Mail: Complete the questionnaire and return it in the enclosed postage-paid envelope OR mail back to:



Tourism British Columbia
c/o NRG Research Group
1380-1100 Melville Street
Vancouver, BC V6E 4A6

Please answer the survey questions by shading your answer using a pen or pencil. This will help us process the surveys efficiently.



Online: For your convenience, you may complete this survey online using the information below:



Website: www.nrg-surveys.com/recreation.htm
Your Survey ID#: «PINID»



If you have any questions, please call (toll free) 1-877-877-8811.

Outdoor recreation activities and you.....

Thanks for agreeing to participate in this outdoor recreation activities research project. We are interested in your participation in outdoor recreation activities in the province of British Columbia. For the purposes of this research, outdoor recreation is defined as outdoor activities that take place in a natural setting as opposed to in a cultivated or highly managed landscape such as a playing field (i.e. soccer, football, baseball etc) or a golf course.

- First, we would like to know how important outdoor recreation is to you. Compared to other interests is outdoor recreation. *Mark the most appropriate response.*
 - NOT IMPORTANT AT ALL
 - NOT IMPORTANT
 - SOMEWHAT IMPORTANT
 - IMPORTANT
 - VERY IMPORTANT
 - DONT KNOW
- On average, how often do you participate in outdoor recreation activities? *Mark the most appropriate response.*
 - DAILY
 - ONCE A WEEK
 - ONCE A MONTH
 - ONCE EVERY SEVERAL MONTHS
 - SEVERAL TIMES A YEAR
 - ONCE A YEAR
 - DONT KNOW
- How often do you travel outside of the community that you live in to participate in outdoor recreation activities? *Mark the most appropriate response.*
 - NEVER – I ALWAYS DO OUTDOOR RECREATION ACTIVITIES IN MY COMMUNITY
 - OCCASSIONALLY (LESS THAN HALF THE TIME)
 - SOMETIMES (ABOUT HALF THE TIME)
 - MOST OF THE TIME (MORE THAN HALF THE TIME)
 - ALWAYS
 - DONT KNOW
- Overall, who do you **most** like to do outdoor recreation activities with? *Mark the most appropriate response.*
 - ALONE (YOURSELF)
 - IMMEDIATE FAMILY (WIFE, HUSBAND, CHILDREN)
 - EXTENDED FAMILY (PARENTS, BROTHERS AND SISTERS, COUSINS)
 - FRIENDS
 - WITH A CLUB OR SPECIAL INTEREST GROUP
 - OTHER What people? _____
 - DONT KNOW

3

Where do you participate in outdoor recreation activities in British Columbia?

We are interested in learning about where you participated in outdoor recreation activities. In this question, we are interested in your participation in outdoor recreation activities at the following:

- **Designated parks** that offer outdoor activities in a natural setting that are managed by the federal, provincial or regional governments.
- **BC Recreation Sites and Trails** are public campgrounds and trails located on Crown land outside of parks and settled areas that have been made available for recreational use and include campgrounds, trails, and day use areas. There are more than 1200 recreation sites in the province. Recreation sites and trails were **formerly known as Forest Service recreation sites and trails.**
- **Other Crown Land** is British Columbia land outside of parks and Recreation Sites and Trails that outdoor recreation activities can occur on.
- **Private Land** is land under the control of an individual or group and not owned by government (municipal, regional, provincial or national).

- Have you participated in outdoor recreation activities in **DESIGNATED PARKS** during a) the last 12 months or if **NO** b) the last 5 years? *IF YES to a or b, what activities have you participated in while at those parks?*

5a. Last 12 months? <input type="radio"/> NO - Go to Q5b <input type="radio"/> YES - Please specify up to 3 activities: _____ _____ _____	5b. Last 5 years? <input type="radio"/> NO - Go to Q6 <input type="radio"/> YES - Please specify up to 3 activities: _____ _____ _____
---	--

- Have you participated in outdoor recreation activities in **BC RECREATION SITES AND TRAILS** during a) the last 12 months or if **NO** b) the last 5 years? *IF YES to a or b, what activities have you participated in while at those recreation sites or trails?*

6a. Last 12 months? <input type="radio"/> NO - Go to Q6b <input type="radio"/> YES - Please specify up to 3 activities: _____ _____ _____	6b. Last 5 years? <input type="radio"/> NO - Go to Q7 <input type="radio"/> YES - Please specify up to 3 activities: _____ _____ _____
---	--

- Have you participated in outdoor recreation activities on **OTHER CROWN LAND** during a) the last 12 months or if **NO** b) the last 5 years? *IF YES to a or b, what activities have you participated in while at other Crown Land?*

7a. Last 12 months? <input type="radio"/> NO - Go to Q7b <input type="radio"/> YES - Please specify up to 3 activities: _____ _____ _____	7b. Last 5 years? <input type="radio"/> NO - Go to Q8 <input type="radio"/> YES - Please specify up to 3 activities: _____ _____ _____
---	--

4

8. Have you participated in outdoor recreation activities on **PRIVATE LAND** during a) the last 12 months or if **NO** b) the last 5 years? *IF YES to a or b, what activities have you participated in while on Private Land?*

<p>8a. Last 12 months?</p> <p><input type="radio"/> NO - Go to Q8b</p> <p><input type="radio"/> YES - Please specify up to 3 activities:</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>8b. Last 5 years?</p> <p><input type="radio"/> NO - Go to Q9</p> <p><input type="radio"/> YES - Please specify up to 3 activities:</p> <p>_____</p> <p>_____</p> <p>_____</p>
--	---

A little bit more about BC Recreation Sites and Trails....

Recreation sites and trails are public campgrounds and trails located on Crown land outside of parks and settled areas that have been made available for recreational use and include campgrounds, trails, and day use areas. There are more than 1200 recreation sites in the province. Recreation sites and trails were **formerly known as Forest Service recreation sites and trails**, and were once the responsibility of the BC Ministry of Forests and Range. They are now the responsibility of Recreation Sites and Trails BC of the Ministry of Tourism, Culture and the Arts.



9. This question is intended to measure your awareness of our new name "Recreation Sites and Trails BC". We were formerly known as Forest Recreation Areas; were you aware that we are now called "Recreation Sites and Trails BC" prior to participating in this research?

- YES
- NO
- DONT KNOW

10. Have you ever been to the BC Recreation Sites and Trails website www.sitesandtrailsbc.com?

- NO
- YES → What did you use it for? *Please specify:*

Been to a BC Recreation Site or Trail in the last 12 Months (YES to Q6A)?

Go to Q11 (on page 6)

Haven't Been to a BC Recreation Site or Trail in the last 12 Months (NO to Q6A)?

Go to Q17 (on page 7)

5

11. BC Recreation Sites and Trails are comprised of recreation/camp sites and trails. How many recreation/camp sites and/or trails have you visited in the past 12 months? *Please enter 0 if you haven't been to a Recreation Sites or Trail in the last 12 months.*

_____ Sites + _____ Trail = _____ Total Recreation Sites and Trails

DONT KNOW

12. Approximately how many days have you spent at BC Recreation Sites and Trails in the past 12 months? *Please enter 0 if you haven't been to a Recreation Sites or Trail in the last 12 months.*

DONT KNOW

13. We would like to know how you think *BC Recreation Sites and Trails* are different from other outdoor recreation facilities. What do you consider to be unique about *BC Recreation Sites and Trails*? *Please list up to three.*

1. _____

2. _____

3. _____

14. What positive and/or negative images/characteristics come to mind when you think of *BC Recreation Sites and Trails* as outdoor recreation facilities? *Please list up to three.*

Positive	Negative
1. _____	1. _____
2. _____	2. _____
3. _____	3. _____

15. BC Recreation Sites and Trails are traditionally rustic in nature, what additional activities, services or attractions would you like to see at BC Recreation Sites and Trails? *Please list up to three.*

1. _____

2. _____

3. _____

16. Overall, how satisfied or dissatisfied were you with your use of BC Recreation Sites and Trails? *Mark one response only.*

- VERY DISSATISFIED
- SOMEWHAT DISSATISFIED
- NEITHER SATISFIED OR DISSATISFIED
- SOMEWHAT SATISFIED
- VERY SATISFIED
- DONT KNOW

Please explain why.

6

17. Below are some possible reasons that may prevent people from using BC Recreation Sites and Trails more often. Please tell us if any has prevented you from doing outdoor recreation activities more often? *Fill in the most appropriate response.*

- LACK OF INFORMATION ABOUT WHERE TO GO
- LACK OF TRANSPORTATION
- PLACES TO DO ACTIVITY ARE USUALLY CROWDED
- CURRENT FACILITIES HAVE SECURITY PROBLEMS
- LACK OF FACILITIES TO DO ACTIVITY I MOST ENJOY
- ITS TOO EXPENSIVE
- HEALTH REASONS
- OTHER _____
- NONE
- DONT KNOW

18. In the next 12 months, how likely is that you will visit a BC Recreation Site or Trail? *Mark one response only.*

- NOT LIKELY AT ALL
- NOT LIKELY
- SOMEWHAT LIKELY
- LIKELY
- VERY LIKELY
- DONT KNOW

19. Are there any outdoor recreation activities you plan to start in the next 12 months?

- NO
- YES → What activities? *Please specify* _____

20. Are there any outdoor recreation activities you plan to stop or do less often in the next 12 months?

- NO - Go To Q22
- YES → What activities? *Please specify* _____

21. Why do you plan to stop or do this activity less often? *Please specify* _____

22. What is your favourite outdoor recreation activity? *Please specify* _____

7

23. People do outdoor recreation activities for a number of reasons. For your favourite activity in Question 12, how important are the following reasons when participating in that activity? *For each reason, mark the most appropriate response.*

	A. Importance to me:				
	<i>Not at all important</i>		<i>Neither</i>		<i>Very important</i>
To rest, relax and recuperate	①	②	③	④	⑤
To keep fit and healthy	①	②	③	④	⑤
To experience challenge and excitement	①	②	③	④	⑤
To learn new things	①	②	③	④	⑤
To spend quality time with family and friends	①	②	③	④	⑤
To escape the daily routine	①	②	③	④	⑤
To get away from crowded situations	①	②	③	④	⑤
To be closer to/experience the natural environment	①	②	③	④	⑤
To achieve spiritual fulfillment	①	②	③	④	⑤
Other _____	①	②	③	④	⑤

24. Think about the next time you are planning an outdoor recreation outing, if you were considering a new activity or destination for an activity, what information sources do you think you would use?

Information sources	<i>Mark all that apply</i>
Past experience/ been there before	<input type="radio"/>
Advice from friends/relatives	<input type="radio"/>
Internet Sites:	
www.sitesandtrailsbc.com	<input type="radio"/>
www.HelloBC.com	<input type="radio"/>
A local or regional tourism website	<input type="radio"/>
www.bcparks.ca	<input type="radio"/>
An activity-based website (eg. www.gofish.ca , www.bcquestranches.com)	<input type="radio"/>
Travellers' commentary sites (e.g. Trip Advisor, Blogs, YouTube videos etc.)	<input type="radio"/>
Other Internet sites (other than what are listed above)	<input type="radio"/>
BC Parks Map	<input type="radio"/>
Global Positioning System (GPS)	<input type="radio"/>
BC Recreation Site and Trail Brochure/Rack Card	<input type="radio"/>
Backroads Mapbook	<input type="radio"/>
Travel agents, airlines, auto associations, tour operators, tourism businesses	<input type="radio"/>
1-800-HelloBC	<input type="radio"/>
Visitor guides and brochures	<input type="radio"/>
Advertising on TV / newspapers / magazines	<input type="radio"/>
Media coverage (e.g. travel articles in newspapers, programs on TV)	<input type="radio"/>
Visitor Centres	<input type="radio"/>
Other _____	<input type="radio"/>

8

About you....

25. What is the highest level of education that you have completed? *Mark one response only.*

- LESS THAN HIGH SCHOOL
- HIGH SCHOOL
- SOME TECHNICAL COLLEGE OR UNIVERSITY
- COLLEGE OR TECHNICAL DIPLOMA
- UNIVERSITY DEGREE
- MASTERS/PHD DEGREE
- OTHER

26. Do you have children under 18 living in your household? *Mark one response only.*

- YES
- NO

27. Before taxes, in Canadian dollars, what is your approximate annual **household** income? *Mark one response only.*

- LESS THAN \$25,000
- \$25,000 TO \$49,999
- \$50,000 TO \$64,999
- \$65,000 TO \$99,999
- \$100,000 TO \$149,999
- \$150,000 OR MORE
- I PREFER NOT TO ANSWER THIS QUESTION
- DONT KNOW

28. What is the composition of your household? Please indicate their relationship to you, their age and their gender. *Start with yourself and fill in their relationship to you and their age.*

Who? <i>e.g. wife, husband, daughter, son, parent, friend....</i>	Age <i>(in years)</i>	Gender <i>(M=Male or F=Female)</i>
1. <u>Myself</u>	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____

9

29. Are you willing to participate in future research about outdoor recreation activities in British Columbia? Participation may involve answering paper-based questionnaires similar to this one or web-based surveys. Your address information will be kept completely confidential and used only for research purposes. *Please clearly print your email address.*

- No
- Yes → What is your email address?

_____ @ _____

30. Please share any additional comments about outdoor recreation in British Columbia or suggestions on what the province of British Columbia could do to enhance your outdoor recreation experiences?



Thank you for your help!

All completed surveys will be entered in a draw for a digital camera (value of \$300) or 1 of 3 Backpacks (value of \$50 each). The draw will be held in January 2010.

Please return your completed questionnaire by **January 15, 2010** in the enclosed pre-paid envelope OR mail back to:

Tourism British Columbia
c/o NRG Research Group
1380-1100 Melville Street
Vancouver, BC V6E 4A6

«PINID»

10

Public Land Users

Non-Public Land Users

Front

ID#: [PINID]

[NAME]
[ADDRESS]
[CITY], BC [POSTALCODE]

ID#: [PINID]

[NAME]
[ADDRESS]
[CITY], BC [POSTALCODE]

Back



**Tourism BC and the
Ministry of Tourism, Culture and the Art
2009 Outdoor Recreation Survey**

Recently, you agreed to participate in this survey designed for us to better understand your experiences, activities and impressions about your outdoor recreation activities.

- ➔ If you have already completed/returned your survey, thank you!
- ➔ If you have not yet responded, there is still time to do so. When we receive your completed survey by **January 15, 2010** you will automatically be entered into a draw for a digital camera (value of \$300) or 1 of 3 backpacks (value of \$50 each).
- ➔ For your convenience, you can complete the survey online at www.nrg-surveys.com/outdoor.htm by using the PINID on the front of this reminder card.

Questions? Call Tourism British Columbia at (toll free) 1-877-877-8811.



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