

Canoeing/Kayaking

2009 OUTDOOR RECREATION STUDY BC RESIDENT PARTICIPATION



Overview

The Outdoor Recreation Study was conducted to better understand BC residents' outdoor activity choices and preferences. Outdoor recreation is defined as outdoor activities that take place in a natural setting, as opposed to a cultivated or highly managed landscape. The study consisted of two phases. The first phase was a telephone survey; results are weighted to be representative of all BC residents over the age of 18. Phase two, a follow-up survey completed by either mail or email, included BC residents who participated in outdoor recreation and agreed to participate in the follow-up survey. Results in this section compare to all follow-up respondents (total). This is a profile of BC residents who participated in canoeing on the ocean, canoeing on a lake or river, ocean/sea kayaking, or flatwater kayaking on a lake or river in a twelve-month period (corresponding to approximately October 2008 to September 2009).

Phase I: Telephone results

Incidence of activity

Over nine in ten (91%) British Columbia residents (over the age of 18) participated in at least one outdoor recreation activity during a twelve-month period. Over a tenth (16%) of British Columbia residents participated in canoeing on a lake or river, whereas under a tenth participated in each of canoeing on the ocean (5%), ocean or sea kayaking (9%), or flatwater kayaking on a lake or river (9%).

Participation levels in canoeing on a lake or river varied throughout the province. Just under two-fifths (38%) of Cariboo Chilcotin Coast residents participated in canoeing on a lake or river, compared to just over a tenth (13%) of Vancouver, Coast and Mountains residents. Participation in other types of canoeing and kayaking were more similar throughout the province.

	All BC residents	Cariboo Chilcotin Coast	Kootenay Rockies	Northern BC	Thompson Okanagan	Vancouver, Coast & Mountains	Vancouver Island
Canoeing on the ocean	5%	0%	1%	5%	1%	5%	9%
Canoeing on a lake or river	16%	38%	28%	26%	20%	13%	17%
Ocean or sea kayaking	9%	2%	3%	5%	3%	9%	14%
Flatwater kayaking on a lake or river	9%	13%	17%	7%	12%	7%	9%

Around half of BC residents who participated in canoeing on the ocean also went canoeing on a lake or river (46%) and ocean or sea kayaking (50%) in the same twelve month period. A quarter of BC residents who participated in ocean or sea kayaking also participated in canoeing on the ocean (29%), canoeing on a lake or river (25%), and ocean or sea kayaking (29%). Almost three-fifths (57%) of BC residents who participated in flatwater kayaking on a lake or river also participated in canoeing on a lake or river.

Participation in other canoeing and kayaking

	Canoeing on the ocean	Canoeing on a lake or river	Ocean or sea kayaking	Flatwater kayaking on a lake or river
Canoeing on the ocean	100%	46%	50%	25%
Canoeing on a lake or river	14%	100%	13%	30%
Ocean or sea kayaking	29%	25%	100%	29%
Flatwater kayaking on a lake or river	15%	57%	29%	100%

Characteristics

Three in ten BC residents who participated in canoeing or kayaking are between the ages of 18 to 35 (31% canoeing on the ocean; 31% canoeing on a lake or river; 31% ocean or sea kayaking; 32% flatwater kayaking on a lake or river).

	Age					
	18-24	25-34	35-44	45-54	55-64	65+
Canoeing on the ocean	13%	19%	19%	29%	12%	9%
Canoeing on a lake or river	9%	22%	20%	27%	15%	7%
Ocean or sea kayaking	8%	23%	15%	28%	18%	8%
Flatwater kayaking on a lake or river	12%	20%	16%	29%	17%	7%

BC residents who participated in canoeing or kayaking have, on average, three people living in their household. Approximately two-fifths have a child under the age of 18 living in their household (45% canoeing on the ocean; 46% canoeing on a lake or river; 40% ocean or sea kayaking; 41% flatwater kayaking on a lake or river).

Participation in canoeing and kayaking was relatively equal among both genders.

	Gender	
	Male	Female
Canoeing on the ocean	54%	46%
Canoeing on a lake or river	53%	48%
Ocean or sea kayaking	48%	52%
Flatwater kayaking on a lake or river	47%	53%

Household composition

	Average # of people	% 18 yr old children
Canoeing on the ocean	3.0	45%
Canoeing on a lake or river	3.1	46%
Ocean or sea kayaking	2.9	40%
Flatwater kayaking on a lake or river	3.0	41%

Approximately a third of BC residents who participated in canoeing or kayaking have a household income of \$100,000 or more (40% canoeing on the ocean; 31% canoeing on a lake or river; 39% ocean or sea kayaking; 31% flatwater kayaking on a lake or river). Please note that, on average, 17% of respondents preferred not to answer this question and were not included in the proportions.

Household income

	< \$25,000	\$25,000 - \$49,999	\$50,000 - \$64,999	\$65,000 - \$99,999	\$100,000 - \$149,999	\$150,000+
Canoeing on the ocean	9%	15%	12%	25%	27%	13%
Canoeing on a lake or river	6%	21%	16%	26%	23%	8%
Ocean or sea kayaking	4%	18%	13%	26%	23%	15%
Flatwater kayaking on a lake or river	6%	22%	16%	26%	20%	11%

Over half of BC residents who participated in canoeing or kayaking had at least a college or university degree (58% canoeing on the ocean; 55% canoeing on a lake or river; 63% ocean or sea kayaking; 54% flatwater kayaking on a lake or river). By contrast, just over a tenth had an education level of high school or less (14% canoeing on the ocean; 18% canoeing on a lake or river; 12% ocean or sea kayaking; 17% flatwater kayaking on a lake or river).

Education

	Some high school	High school	Vocational or trade school equivalent	Some college or university	College or university graduate	Some graduate work	Completed graduate degree	Other
Canoeing on the ocean	3%	12%	7%	20%	36%	3%	19%	1%
Canoeing on a lake or river	3%	15%	10%	17%	35%	3%	17%	1%
Ocean or sea kayaking	1%	12%	7%	17%	38%	5%	21%	1%
Flatwater kayaking on a lake or river	2%	15%	8%	21%	38%	2%	14%	1%

Other activities

The top three other most popular outdoor recreation activities of British Columbia residents who participated in canoeing and kayaking were day hiking trips, road biking or cycling, and swimming in a lake or river.

The majority of BC residents who went participated in ocean canoeing or kayaking also participated in oceanside beach activities.

Top other activities

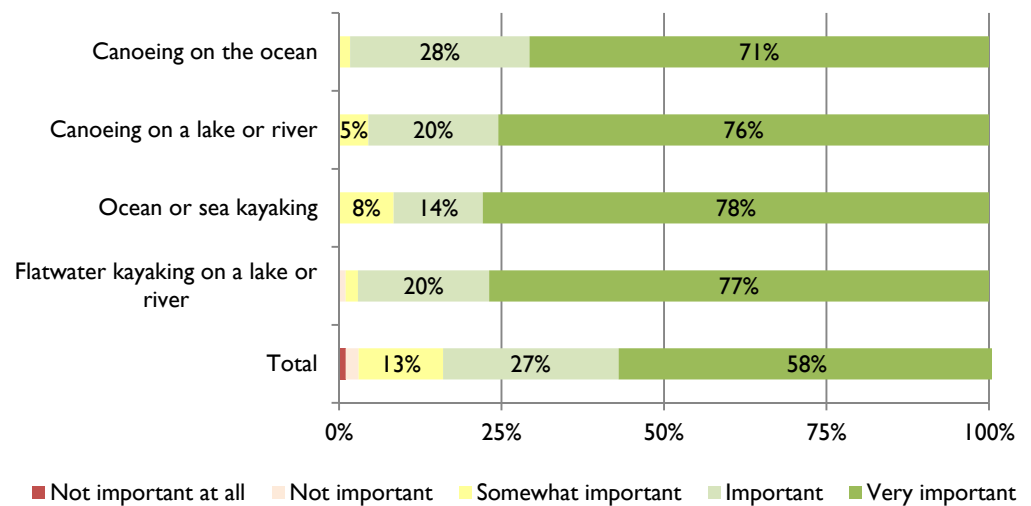
	Canoeing on the ocean	Canoeing on a lake or river	Ocean or sea kayaking	Flatwater kayaking on a lake or river
Hiking (day trip)	83%	79%	85%	81%
Oceanside beach activities, including picnicking	80%	53%	79%	57%
Road biking or cycling	69%	65%	74%	69%
Swimming in the ocean	63%	35%	66%	38%
Swimming in a lake or river	60%	81%	60%	81%
Beach activities, including picnicking, at a lake or river	56%	75%	53%	73%
Nature viewing (does not include bird, whale or bear watching) or scenic photography	52%	54%	54%	56%
Vehicle access camping in a tent	50%	50%	46%	50%
Freshwater fishing	27%	47%	20%	40%

Phase 2: Follow-up results

Outdoor recreation characteristics

The majority of BC residents who participated in canoeing or kayaking considered outdoor recreation activities to be important (by providing an importance rating of “very important” or “important”). A greater proportion of BC residents who participated in canoeing or kayaking indicated outdoor recreation was “very important” (71% canoeing on the ocean; 76% canoeing on a lake or river; 78% ocean or sea kayaking; 77% flatwater kayaking on a lake or river), in comparison to the other BC outdoor recreation enthusiasts (58%) (total).

Importance of outdoor recreation



About three-quarters of BC residents who participated in canoeing or kayaking reported participating in outdoor recreation at least once a week (74% canoeing on the ocean; 84% canoeing on a lake or river; 78% ocean or sea kayaking; 83% flatwater kayaking on a lake or river), compared to just under two-thirds (64%) of other BC outdoor recreation enthusiasts.

Frequency of outdoor recreation activities

	Canoeing on the ocean	Canoeing on a lake or river	Ocean or sea kayaking	Flatwater kayaking on a lake or river	Total
Daily	33%	30%	42%	37%	25%
Once a week	41%	54%	36%	46%	39%
Once a month	22%	11%	14%	12%	15%
Once every several months	3%	2%	2%	4%	6%
Several times a year	0%	3%	6%	1%	12%
Once a year	0%	0%	0%	1%	2%

BC residents were asked, “Overall, who do you most like to do outdoor recreation activities with?” Over half of BC residents who participated in canoeing or kayaking indicated they prefer doing outdoor recreation activities with immediate family members, followed by friends.

Preferred company

	Canoeing on the ocean	Canoeing on a lake or river	Ocean or sea kayaking	Flatwater kayaking on a lake or river	Total
Alone (yourself)	7%	5%	7%	5%	8%
Immediate family (spouse or children)	55%	63%	54%	58%	55%
Extended family (parents, brothers and sisters, cousins)	3%	6%	10%	8%	8%
Friends	22%	19%	23%	23%	21%
With a club or special interest group	9%	5%	3%	5%	3%
Other	3%	3%	3%	2%	4%

BC residents were asked to provide a level of importance to various motivations for participating in their favourite activity. The top motivators for favourite outdoor recreation activity for BC residents who participated in canoeing or kayaking were “to keep fit and healthy,” “to be closer to/experience the natural environment,” and “to spend quality time with family and friends.”

Motivations for participating in favourite activity¹

	Canoeing on the ocean	Canoeing on a lake or river	Ocean or sea kayaking	Flatwater kayaking on a lake or river	Total
To be closer to/experience the natural environment	91%	86%	94%	85%	83%
To keep fit and healthy	88%	89%	89%	92%	84%
To spend quality time with family and friends	85%	86%	86%	93%	85%
To experience challenge and excitement	78%	76%	83%	73%	66%
To learn new things	76%	71%	73%	75%	63%
To escape daily routine	76%	80%	77%	81%	78%
To rest, relax and recuperate	76%	83%	82%	83%	83%
To get away from crowded situations	71%	83%	82%	78%	74%
To achieve spiritual fulfilment	49%	47%	57%	56%	45%

¹% of respondents rating factors “very important” or “important”

About two-fifths of BC residents who participated in canoeing or kayaking indicated they sometimes (about half the time) travel outside their community to participate in outdoor recreation activities (50% canoeing on the ocean; 39% canoeing on a lake or river; 37% ocean or sea kayaking; 42% flatwater kayaking on a lake or river).

Frequency of travel outside of community to participate in outdoor recreation activities

	Canoeing on the ocean	Canoeing on a lake or river	Ocean or sea kayaking	Flatwater kayaking on a lake or river	Total
Never - I always do outdoor recreation activities in my community	3%	3%	0%	4%	8%
Occasionally (less than half the time)	35%	47%	48%	38%	48%
Sometimes (about half the time)	50%	39%	37%	42%	28%
Most of the time (more than half the time)	10%	11%	13%	14%	14%
Always	2%	1%	1%	1%	2%
Don't know	0%	0%	1%	1%	1%

BC residents were asked about which information sources they were most likely to consider for a new activity or a new destination for an activity. Similar to other BC residents, those who participated in canoeing or kayaking indicated they were most likely to take advice from friends/relatives, consider past experience, and use a BC Parks map. Half of BC residents who participated in canoeing on a lake or river (53%) and flatwater kayaking on a lake or river (49%) also indicated they were likely to use the *Backroads Mapbook* as an information source.

Information sources

	Canoeing on the ocean	Canoeing on a lake or river	Ocean or sea kayaking	Flatwater kayaking on a lake or river	Total
Advice from friends/relatives	84%	86%	88%	87%	84%
Past experience/been there before	76%	85%	88%	80%	82%
BC Parks Map	53%	56%	54%	54%	50%
Backroads Mapbook	43%	53%	36%	49%	35%
Visitor Centres	40%	40%	48%	41%	39%
Internet - www.bcparks.ca	38%	45%	48%	46%	41%
Visitor guides and brochures	31%	37%	43%	37%	39%
Internet - Tourism websites	29%	35%	27%	33%	30%
BC Recreation Sites and Trails Brochure	24%	29%	35%	40%	29%
Media coverage	21%	19%	23%	23%	23%
Internet - Travellers' commentary sites	19%	12%	17%	12%	11%
Global Positioning System (GPS)	17%	17%	20%	21%	14%
Internet - www.HelloBC.com	16%	16%	18%	16%	16%
Internet - www.sitesandtrailsbc.com	14%	14%	13%	10%	15%
Advertising	14%	16%	18%	22%	22%
Internet - Other internet sites	12%	12%	21%	16%	13%
Travel agents, airlines, auto associations, tour operators, other	10%	8%	12%	10%	9%
Internet - An activity-based website	7%	15%	13%	11%	12%
1-800-HelloBC	0%	3%	2%	6%	4%
Other	12%	11%	11%	10%	8%

For more information, please contact:

Destination British Columbia
 Research, Planning & Evaluation
 Email: tourismresearch@gov.bc.ca
 Phone: 1.877.877.8811

Website: www.DestinationBC.ca/research.aspx

Outdoor Recreation Study 2009/2010 can be found [here](#).

Want more information?

Please email "subscribe" to tourismresearch@gov.bc.ca and receive research alerts.

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