



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 freshwater fishing or saltwater fishing in British Columbia 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. Almost three in ten (29%) of British Columbia residents participated in fishing; specifically, almost a quarter (24%) participated in freshwater fishing and a tenth (12%) participated in saltwater fishing during a twelve-month period.

Participation levels in fishing varied throughout the province. Half of Cariboo Chilcotin Coast residents (51%) and Northern BC residents (50%) participated in freshwater fishing, compared to almost a fifth (18%) of Vancouver, Coast and Mountain residents. Similarly, a quarter (25%) of Vancouver Island residents participated in saltwater fishing, compared to only 3% of Kootenay Rockies residents. These differences are not surprising due to the residence location within the province and the proximity to the different types of water.

	All BC residents	Cariboo Chilcotin Coast	Kootenay Rockies	Northern BC	Thompson Okanagan	Vancouver, Coast & Mountains	Vancouver Island
All fishing ¹	29%	54%	41%	56%	41%	22%	33%
Freshwater fishing	24%	51%	41%	50%	40%	18%	22%
Saltwater fishing	12%	12%	3%	20%	6%	10%	25%

¹ Includes BC residents who indicated they went freshwater fishing and/or saltwater fishing

Three-fifths (60%) of BC residents who participated in saltwater fishing also participated in freshwater fishing during the same twelve-month period. By contrast, three in ten (30%) BC residents who participated in freshwater fishing also participated in saltwater fishing.

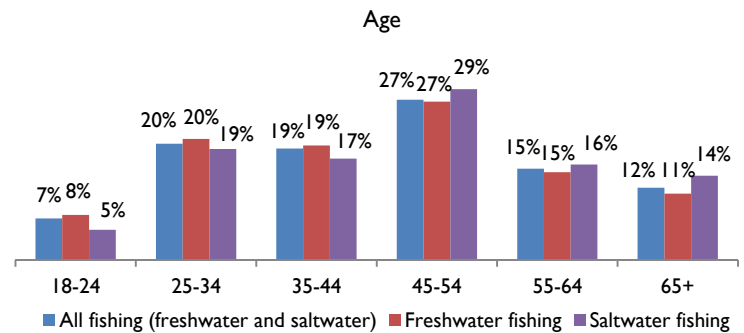
Participation in other types of fishing

	Freshwater fishing	Saltwater fishing
Freshwater fishing	100%	30%
Saltwater fishing	60%	100%

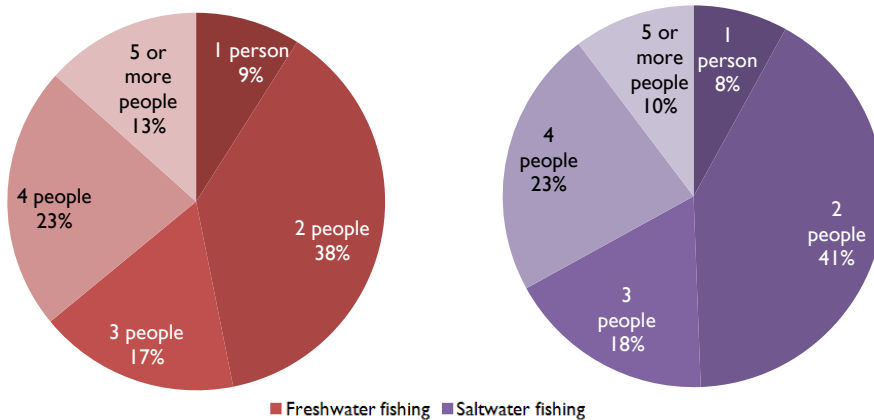
Characteristics

Over a quarter of BC residents who participated in fishing are between the ages of 45-54 (27% all fishing; 27% freshwater fishing; 29% saltwater fishing).

Slightly more male (60%) BC residents reported participating in fishing than female BC residents (60% male all fishing; 61% male freshwater fishing; 62% male saltwater fishing).



Household composition



Over half (53% freshwater fishing; 51% saltwater fishing) of BC residents who participated in fishing have three or more people living in their household (average 3.0 people in household for freshwater fishing; average 2.9 people in household for saltwater fishing).

Household Income

	All fishing	Freshwater fishing	Saltwater fishing
Less than \$25,000	7%	8%	7%
\$25,000 to \$49,999	22%	21%	19%
\$50,000 to \$64,999	16%	16%	15%
\$65,000 to \$99,999	28%	29%	28%
\$100,000 to \$149,999	19%	18%	20%
\$150,000 or more	9%	8%	11%

Over a quarter of BC residents who participated in fishing had a household income of \$100,000 or more (27% all fishing; 26% freshwater fishing; 31% saltwater fishing). Please note that, on average, 19% of respondents preferred to not answer this question and were not included in proportions.

Education

	All fishing	Freshwater fishing	Saltwater fishing
Some high school	5%	4%	4%
High school	26%	27%	25%
Vocational or trade school equivalent	11%	11%	10%
Some college or university	20%	21%	19%
College or university graduate	26%	26%	27%
Some graduate work	2%	2%	2%
Completed graduate degree	10%	9%	12%
Other	1%	1%	1%

Over a third of BC residents who participated in fishing had at least a college or university degree (38% all fishing; 36% freshwater fishing; 40% saltwater fishing). By contrast, three in ten had an education level of high school or less (31% all fishing; 31% freshwater fishing; 30% saltwater fishing).

Other activities

The top three other most popular outdoor recreation activities of British Columbia residents who participated in fishing in a twelve-month period were swimming in a lake or river, beach activities at a lake or river, and day hiking trips.

Half (50%) of BC residents who participated in freshwater fishing also participated in vehicle access camping in a tent.

Over half of BC residents who participated in saltwater fishing also participated in oceanside beach activities (61%), motorized boating in the ocean (60%), and road biking or cycling (51%).

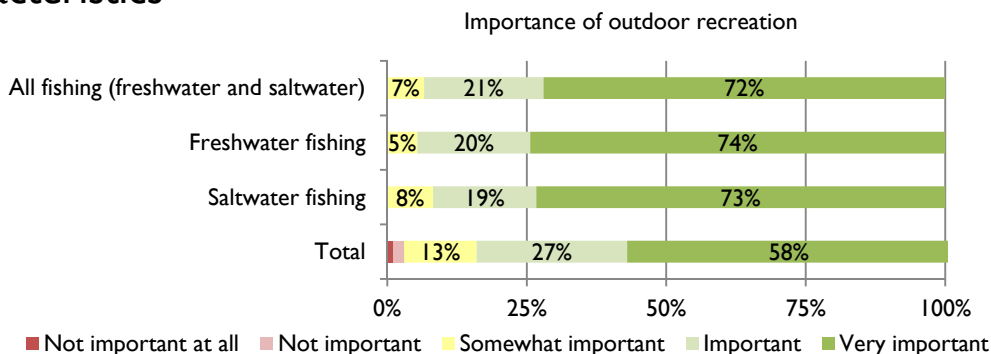
Top other activities

	Freshwater fishing	Saltwater fishing
Swimming in a lake or river	74%	62%
Beach activities, including picnicking, at a lake or river	73%	56%
Hiking (day trip)	69%	69%
Vehicle access camping in a tent	50%	47%
Nature viewing (does not include bird, whale or bear watching) or scenic photography	49%	48%
Road biking or cycling	48%	51%
Motorized boating on a lake or river	47%	38%
Oceanside beach activities, including picnicking	40%	61%
Swimming in the ocean	27%	46%
Motorized boating in the Ocean	23%	60%
Whale watching or other marine-based wildlife watching	21%	41%

Phase 2: Follow-up results

Outdoor recreation characteristics

The majority of BC residents who participated in fishing considered outdoor recreation activities to be important (by providing an importance rating of “very important” or “important”).



Seven-tenths of BC residents who participated in fishing reported participating in outdoor recreation at least once a week (70% all fishing; 70% freshwater fishing; 75% saltwater fishing) compared to just under two-thirds (64%) of other BC outdoor recreation enthusiasts.

Frequency of outdoor recreation activities

	All fishing	Freshwater fishing	Saltwater fishing	Total
Daily	28%	25%	32%	25%
Once a week	42%	45%	42%	39%
Once a month	12%	12%	10%	15%
Once every several months	5%	5%	3%	6%
Several times a year	12%	12%	12%	12%
Once a year	1%	1%	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 fishing indicated they prefer doing outdoor recreation activities with immediate family members, followed by friends.

	All fishing	Freshwater fishing	Saltwater fishing	Total
Alone (yourself)	5%	4%	4%	8%
Immediate family (spouse or children)	60%	59%	60%	55%
Extended family (parents, brothers and sisters, cousins)	9%	10%	10%	8%
Friends	20%	20%	21%	21%
With a club or special interest group	2%	2%	1%	3%
Other	5%	5%	3%	4%

About two-fifths of BC residents who participated in fishing indicated they occasionally (less than half the time) travel outside their community to participate in outdoor recreation activities (46% all fishing; 43% freshwater fishing; 49% saltwater fishing). In addition, about a third indicating they sometimes (about half the time) travel outside their community to participate in outdoor recreation activities (33% all fishing; 35% freshwater fishing; 32% saltwater fishing).

	All fishing	Freshwater fishing	Saltwater fishing	Total
Never - I always do outdoor recreation activities in my community	2%	1%	1%	8%
Occasionally (less than half the time)	46%	43%	49%	48%
Sometimes (about half the time)	33%	35%	32%	28%
Most of the time (more than half the time)	17%	19%	11%	14%
Always	2%	2%	5%	2%
Don't know	1%	0%	1%	1%

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 fishing were “to spend quality time with family and friends,” “to be closer to/experience the natural environment,” “to rest, relax and recuperate” and “to escape daily routine.”

	All fishing	Freshwater fishing	Saltwater fishing	Total
To spend quality time with family and friends	88%	89%	87%	85%
To be closer to/experience the natural environment	87%	85%	88%	83%
To rest, relax and recuperate	85%	86%	86%	83%
To escape daily routine	83%	84%	87%	78%
To get away from crowded situations	83%	82%	83%	74%
To keep fit and healthy	82%	81%	84%	84%
To experience challenge and excitement	75%	74%	75%	66%
To learn new things	69%	70%	71%	63%
To achieve spiritual fulfilment	44%	42%	49%	45%

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

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. BC residents who went fishing indicated they were most likely to take advice from friends/relatives, consider past experience, use a BC Parks map, or use the *Backroads Mapbook*. Compared to other BC outdoor enthusiasts, a much larger portion of BC residents who went fishing indicated they would use the *Backroads Mapbook*.

Information sources

	All fishing	Freshwater fishing	Saltwater fishing	Total
Advice from friends/relatives	85%	85%	85%	84%
Past experience/been there before	84%	84%	84%	82%
BC Parks Map	56%	56%	56%	50%
Backroads Mapbook	53%	56%	50%	35%
Internet - www.bcparks.ca	41%	40%	42%	41%
Visitor guides and brochures	39%	38%	35%	39%
Visitor Centres	36%	36%	34%	39%
BC Recreation Sites and Trails Brochure	34%	35%	29%	29%
Internet - Tourism websites	29%	29%	26%	30%
Advertising	22%	21%	22%	22%
Media coverage	21%	19%	25%	23%
Global Positioning System (GPS)	20%	19%	24%	14%
Internet - An activity-based website	19%	20%	17%	12%
Internet - www.HelloBC.com	17%	16%	19%	16%
Internet - www.sitesandtrailsbc.com	16%	16%	17%	15%
Internet - Other internet sites	16%	14%	15%	13%
Internet - Travellers' commentary sites	13%	10%	16%	11%
Travel agents, airlines, auto associations, tour operators, other	7%	7%	8%	9%
1-800-HelloBC	4%	4%	4%	4%
Other	6%	6%	5%	8%

For more information, please contact:

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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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