

Hiking

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 a day hiking trip or on a multi-day backcountry hiking trip 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. Over half (55%) of British Columbia residents went on a day hike, whereas just under a tenth (8%) went on a multi-day backcountry hike during a twelve-month period.

Participation levels in day hiking trips varied throughout the province, with over two-thirds (69%) of Kootenay Rockies residents participating in day hiking trips. By contrast, there was less variation of participation in multi-day hiking trips in BC.

	All BC residents	Cariboo Chilcotin Coast	Kootenay Rockies	Northern BC	Thompson Okanagan	Vancouver, Coast & Mountains	Vancouver Island
Hiking (day trip)	55%	58%	69%	53%	53%	53%	60%
Hiking (multi-day trip)	8%	9%	13%	13%	9%	6%	9%

Over three-quarters (77%) of BC residents who participated in multi-day hiking trips also participated in day hiking trips during the same twelve-month period. By contrast, just over a tenth (11%) of BC residents who participated in day hiking trips also participated in multi-day hiking trips.

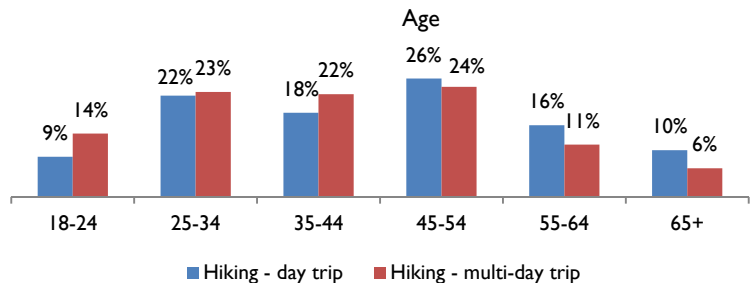
Participation in other types of hiking

	Hiking - day	Hiking - multi-day
Hiking (day trip)	100%	11%
Hiking (multi-day trip)	77%	100%

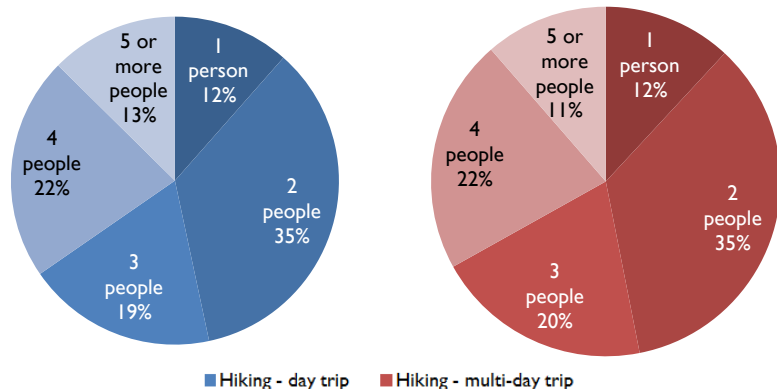
Characteristics

About a quarter of BC residents who participated in day hiking trips or multi-day hiking trips are between the ages of 45-54 (26% day hiking trips; 24% multi-day hiking trips).

Participation in day hiking trips was relatively equal among both genders (48% of BC day hiker are male). By contrast, multi-day hikers are more likely to be male (63%).



Household composition



Half (53% day hiking; 55% multi-day hiking) of BC residents who participated in day hiking trips or multi-day hiking trips have three or more people living in their household (average 3.0 people in household for day hikers; 2.9 people in household for multi-day hikers).

Around two-fifths have a child under the age of 18 living in their household (40% day hiking trips; 44% multi-day hiking trips).

Household income

	Hiking - day	Hiking - multi-day
Less than \$25,000	7%	11%
\$25,000 to \$49,999	21%	21%
\$50,000 to \$64,999	16%	14%
\$65,000 to \$99,999	27%	24%
\$100,000 to \$149,999	20%	21%
\$150,000 or more	10%	10%

Three-tenths (30%) of BC residents who participated in day hiking trips or multi-day hiking trips had a household income of \$100,000 or more. Please note that, on average, 16% of respondents preferred not to answer this question and were not included in the proportions.

Over half (52%) of BC residents who participated in day hiking trips or multi-day hiking trips had at least a college or university degree. By contrast, just under one-fifth (19%) had an education level of high school or less.

Education

	Hiking - day	Hiking - multi-day
Some high school	2%	2%
High school	17%	17%
Vocational or trade school equivalent	8%	9%
Some college or university	21%	19%
College or university graduate	34%	32%
Some graduate work	3%	4%
Completed graduate degree	15%	16%
Other	2%	2%

Other activities

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

Top other activities

Activity	Hiking - day	Hiking - multi-day
Swimming in a lake or river	64%	76%
Beach activities, including picnicking, at a lake or river	63%	71%
Road biking or cycling	58%	67%
Oceanside beach activities, including picnicking	55%	61%
Nature viewing (does not include bird, whale or bear watching) or scenic photography	48%	61%
Vehicle access camping in a tent	40%	60%
Bird watching	35%	41%
Swimming in the ocean	34%	45%
Mountain biking on trails with no lift access	31%	51%
Freshwater fishing	31%	44%
Canoeing on a lake or river	24%	40%
Non-vehicle access camping in a tent, cabin or hut	19%	56%

Phase 2: Follow-up results

Outdoor recreation characteristics

Four-fifths (85%) of BC residents who participated in multi-day hiking trips and almost three-quarters (74%) of BC residents who participated in day hiking trips participate in outdoor recreation activities at least once a week, compared to almost two-thirds (64%) of other BC residents who participate in outdoor recreation.

Frequency of outdoor recreation activities

	Hiking - day	Hiking - multi-day	Total
Daily	27%	38%	25%
Once a week	46%	47%	39%
Once a month	12%	8%	15%
Once every several months	5%	1%	6%
Several times a year	8%	6%	12%
Once a year	0%	1%	2%

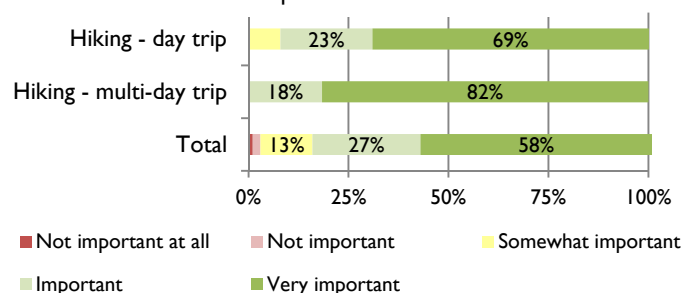
BC residents were asked, “Overall, who do you most like to do outdoor recreation activities with?” Over two-fifths (59% day hiking trips; 46% multi-day hiking trips) of BC residents who participated in day or multi-day hiking trips indicated they prefer doing outdoor recreation activities with immediate family members, followed by friends (21% day hiking trip; 27% multi-day hiking trip).

Preferred company

	Hiking - day	Hiking - multi-day	Total
Alone (yourself)	6%	14%	8%
Immediate family (spouse or children)	59%	46%	55%
Extended family (parents, brothers and sisters, cousins)	7%	7%	8%
Friends	21%	27%	21%
With a club or special interest group	3%	3%	3%
Other	4%	4%	4%

All (100%) of BC residents who participated in multi-day hiking trips and almost all (92%) of BC residents who participated in day hiking trips consider outdoor recreation activities to be important (by providing a rating of “very important” or “important”). By contrast, just over four-fifths (85%) of other BC residents consider outdoor recreation to be important.

Importance of outdoor recreation



Half (52%) of BC residents who participated in day hiking trips indicated they occasionally (less than half the time) travel outside their community to participate in outdoor recreation activities. By contrast, almost half (49%) of BC residents who indicated they participated in multi-day hiking trips indicated they only sometimes (about half the time) travel outside their community to participate in outdoor recreation activities.

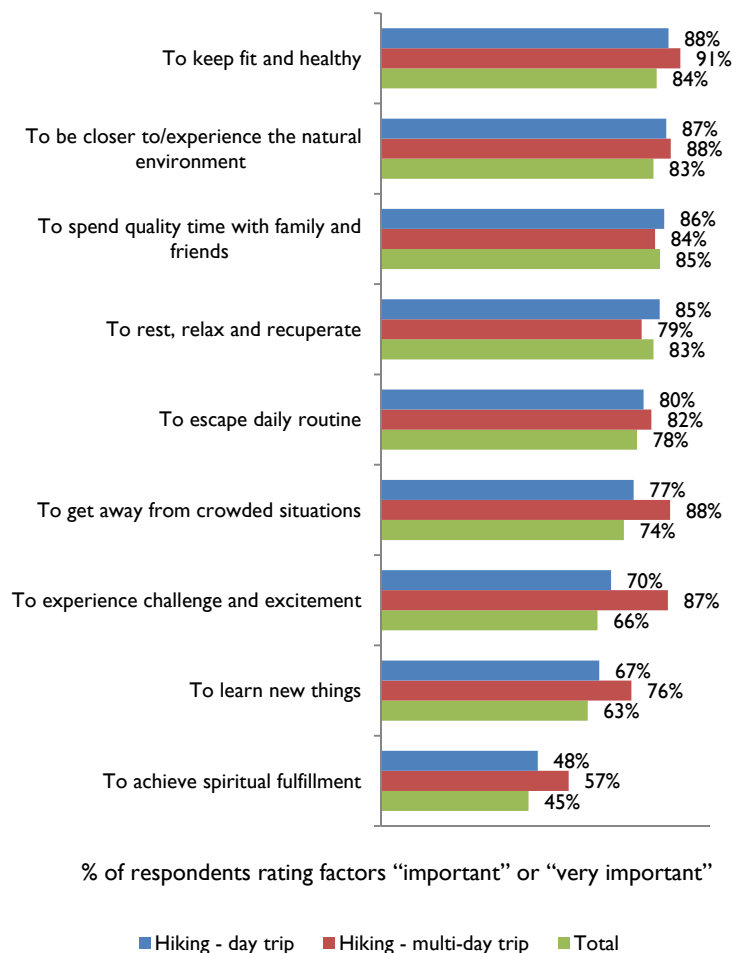
Frequency of travel outside of community to participate in outdoor recreation activities

	Hiking - day	Hiking - multi-day	Total
Never - I always do outdoor recreation activities in my community	3%	3%	8%
Occasionally (less than half the time)	52%	32%	48%
Sometimes (about half the time)	32%	48%	28%
Most of the time (more than half the time)	12%	16%	14%
Always	1%	2%	2%
Don't know	0%	0%	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 day or multi-day hiking trips included “to keep fit and healthy,” “to be closer to/experience the natural environment,” “to spend quality time with family and friends,” and “to get away from crowded situations.”

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 participated in day or multi-day hiking trips indicated they were most likely to take advice from friends/relatives, consider past experience, and use a BC Parks map. Over half (56%) of BC residents who participated in multi-day hiking trips were also likely to use the *Backroads Mapbook* as an information source.

Motivations for participating in favourite activity



Information Sources

	Hiking - day	Hiking - multi-day	Total
Advice from friends/relatives	87%	85%	84%
Past experience/been there before	85%	88%	82%
BC Parks Map	54%	57%	50%
Internet – BC Parks	46%	47%	41%
Visitor guides and brochures	43%	32%	39%
Visitor Centres	42%	40%	39%
Backroads Mapbook	40%	56%	35%
Internet - Tourism websites	33%	29%	30%
BC Recreation Sites and Trails Brochure	31%	40%	29%
Media coverage	24%	18%	23%
Advertising	21%	13%	22%
Internet - www.HelloBC.com	18%	11%	16%
Internet – www.sitesandtrailsbc.com	15%	18%	15%
Global Positioning System (GPS)	15%	22%	14%
Internet - An activity-based website	14%	17%	12%
Internet - Other internet sites	14%	15%	13%
Internet - Travellers' commentary sites	13%	16%	11%
Travel agents, airlines, auto associations, tour operators, other	8%	11%	9%
Other	8%	8%	8%
1-800-HelloBC	4%	3%	4%

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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