

Motorized land-based outdoor activities

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 ATVing, dirt biking, four-wheel driving, or snowmobiling 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. Around a tenth of British Columbia residents participated in ATVing (12%) and four-wheel driving (10%), whereas just under a tenth (6%) participated in dirt biking and snowmobiling.

Participation levels in ATVing, four-wheel driving and snowmobiling varied throughout the province. Just under two-fifths (39%) of Northern BC residents participated in ATVing, compared to just over a tenth (8%) of Vancouver, Coast and Mountains residents. Over a quarter (27%) of Northern BC residents participated in snowmobiling, compared to very few Vancouver, Coast and Mountains residents (3%) and Vancouver Island residents (2%). One-fifth (20%) of Cariboo Chilcotin residents and Kootenay Rockies residents participated in four-wheel driving, compared to just under a tenth (7%) of Vancouver, Coast and Mountains residents. Participation rates for dirt biking were more similar throughout the province.

	All BC residents	Cariboo Chilcotin Coast	Kootenay Rockies	Northern BC	Thompson Okanagan	Vancouver, Coast & Mountains	Vancouver Island
ATVing	12%	28%	28%	39%	16%	8%	10%
Dirt biking	6%	10%	13%	11%	9%	4%	6%
Four-wheel driving	10%	20%	20%	19%	14%	7%	9%
Snowmobiling	6%	15%	19%	27%	10%	3%	2%

Around three-fifths of BC residents who participated in dirt biking, four-wheel driving or snowmobiling also went ATVing in the same twelve-month period. Just under half (49%) of BC residents who participated in ATVing also went four-wheel driving. Similarly, just under half (49%) of BC residents who went snowmobiling also went four-wheel driving. Just under three-fifths (59%) of BC residents who went dirt biking also went four-wheel driving.

Participation in other motorized land-based outdoor activities

	ATVing	Dirt biking	Four-wheel driving	Snowmobiling
ATVing	100%	30%	49%	31%
Dirt biking	63%	100%	59%	31%
Four-wheel driving	63%	36%	100%	29%
Snowmobiling	68%	32%	49%	100%

Characteristics

Over a quarter of BC residents who participated in motorized land-based activities are between the ages of 25 to 34. Similarly, over a quarter of BC residents who participated in ATVing, four-wheel driving, or snowmobiling are between the ages of 45 to 55. Almost half (46%) of BC residents who participated in dirt biking are between the ages of 18 to 34.

	Age					
	18-24	25-34	35-44	45-54	55-64	65+
ATVing	10%	26%	22%	26%	10%	6%
Dirt biking	14%	32%	23%	22%	8%	1%
Four-wheel driving	11%	25%	21%	28%	11%	4%
Snowmobiling	12%	28%	19%	28%	10%	3%

BC residents who participated in motorized land-based activities have, on average, three people living in their household. Approximately two-fifths have a child under the age of 18 living in their household (47% ATVing; 52% dirt biking; 46% four-wheel driving; 42% snowmobiling).

Male BC residents are more likely to participate in motorized land-based activities than females. Less than a third (32%) of BC residents who participated in dirt biking are female.

Household composition		
	Average # of people	% 18 yr old children
ATVing	3.2	47%
Dirt biking	3.3	52%
Four-wheel driving	3.1	46%
Snowmobiling	3.1	42%

Gender		
	Male	Female
ATVing	60%	40%
Dirt biking	68%	32%
Four-wheel driving	65%	35%
Snowmobiling	63%	37%

Over a quarter of BC residents who participated in motorized land-based activities have a household income of \$100,000 or more (30% ATVing; 29% dirt biking; 27% four-wheel driving; 31% snowmobiling). 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+
ATVing	7%	20%	16%	28%	22%	8%
Dirt biking	7%	17%	19%	28%	21%	8%
Four-wheel driving	8%	18%	21%	27%	20%	7%
Snowmobiling	4%	17%	14%	33%	21%	10%

Over a quarter of BC residents who participated in motorized land-based activities had at least a college or university degree (34% ATVing; 28% dirt biking; 31% four-wheel driving; 38% snowmobiling). By contrast, over a third had an education level of high school or less (32% ATVing; 38% dirt biking; 34% four-wheel driving; 28% snowmobiling).

	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
ATVing	5%	27%	15%	19%	24%	1%	9%	1%
Dirt biking	4%	34%	15%	17%	21%	0%	7%	1%
Four-wheel driving	5%	29%	15%	18%	25%	1%	6%	1%
Snowmobiling	5%	23%	17%	18%	29%	1%	7%	1%

Other activities

The top four other most popular outdoor recreation activities of British Columbia residents who participated in motorized land-based activities were swimming in a lake or river, beach activities at a lake or river, day hiking trips, and freshwater fishing.

Over half of BC residents who participated in motorized land-based activities also participated in road biking or cycling and vehicle access camping in a tent.

Top other activities

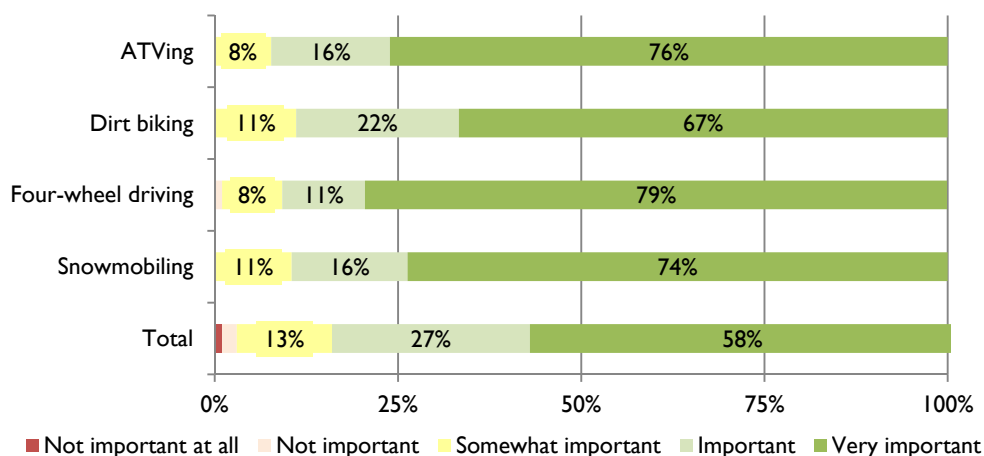
	ATVing	Dirt biking	Four-wheel driving	Snowmobiling
Swimming in a lake or river	75%	80%	76%	80%
Beach activities, including picnicking, at a lake or river	74%	74%	77%	78%
Hiking (day trip)	68%	69%	75%	69%
Freshwater fishing	59%	57%	61%	64%
Road biking or cycling	51%	58%	54%	51%
Vehicle access camping in a tent	50%	53%	55%	51%
Nature viewing (does not include bird, whale or bear watching) or scenic photography	47%	47%	54%	51%
Vehicle access camping in a RV or motorhome	47%	44%	42%	46%
Oceanside beach activities, including picnicking	36%	40%	43%	36%
Mountain biking on trails with no lift access	33%	43%	39%	37%

Phase 2: Follow-up results

Outdoor recreation characteristics

The majority of BC residents who participated in motorized land-based activity considered outdoor recreation activities to be important (by providing an importance rating of “very important” or “important”). A greater portion of BC residents who participated in motorized land-based activity indicated outdoor recreation was “very important” (76% ATVing; 67% dirt biking; 79% four-wheel driving; 74% snowmobiling), in comparison to the other BC outdoor recreation enthusiasts (58%) (total).

Importance of outdoor recreation



Over two-thirds of BC residents who participated in motorized land-based activity reported participating in outdoor recreation at least once a week (67% ATVing; 75% dirt biking; 75% four-wheel driving; 72% snowmobiling), compared to just under two-thirds (64%) of other BC outdoor recreation enthusiasts.

Frequency of outdoor recreation activities

	ATVing	Dirt biking	Four-wheel driving	Snowmobiling	Total
Daily	19%	23%	23%	23%	25%
Once a week	48%	53%	52%	49%	39%
Once a month	16%	4%	12%	18%	15%
Once every several months	4%	9%	3%	2%	6%
Several times a year	13%	11%	10%	9%	12%
Once a year	0%	0%	0%	0%	2%

BC residents – ATVing/dirt biking/four-wheel driving/snowmobiling

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

Preferred company

	ATVing	Dirt biking	Four-wheel driving	Snowmobiling	Total
Alone (yourself)	5%	4%	4%	4%	8%
Immediate family (spouse or children)	54%	52%	63%	58%	55%
Extended family (parents, brothers and sisters, cousins)	9%	15%	4%	11%	8%
Friends	25%	22%	25%	18%	21%
With a club or special interest group	2%	2%	1%	4%	3%
Other	5%	6%	3%	7%	4%

BC residents were asked to provide a level of importance to various motivations for participating in their favourite activity. The top motivators for participating in favourite outdoor recreation activity for BC residents who participated in motorized land-based activity were “to spend quality time with family and friends,” “to escape daily routine,” and “to rest, relax and recuperate.”

Motivations for participating in favourite activity¹

	ATVing	Dirt biking	Four-wheel driving	Snowmobiling	Total
To escape daily routine	91%	82%	85%	86%	78%
To spend quality time with family and friends	89%	87%	90%	91%	85%
To rest, relax and recuperate	85%	85%	89%	80%	83%
To get away from crowded situations	83%	81%	83%	79%	74%
To be closer to/experience the natural environment	82%	80%	83%	75%	83%
To keep fit and healthy	80%	78%	80%	84%	84%
To experience challenge and excitement	78%	76%	78%	83%	66%
To learn new things	74%	74%	75%	83%	63%
To achieve spiritual fulfilment	50%	44%	49%	43%	45%

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

About two-fifths of BC residents who participated in motorized land-based activity indicated they occasionally (less than half the time) travel outside their community to participate in outdoor recreation activities (43% ATVing; 41% dirt biking; 42% four-wheel driving; 37% snowmobiling).

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

	ATVing	Dirt biking	Four-wheel driving	Snowmobiling	Total
Never - I always do outdoor recreation activities in my community	1%	0%	1%	4%	8%
Occasionally (less than half the time)	43%	41%	42%	37%	48%
Sometimes (about half the time)	35%	37%	34%	37%	28%
Most of the time (more than half the time)	18%	19%	21%	23%	14%
Always	2%	4%	2%	0%	2%
Don't know	0%	0%	0%	0%	1%

BC residents – ATVing/dirt biking/four-wheel driving/snowmobiling

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 motorized land-based activity indicated they were most likely to consider advice from friends/relatives and past experience. Around half of BC residents who participated in motorized land-based activity also indicated they were likely to use the *Backroads Mapbook* and BC Parks map as an information source.

	Information sources				Total
	ATVing	Dirt biking	Four-wheel driving	Snowmobiling	
Advice from friends/relatives	88%	96%	89%	88%	84%
Past experience/been there before	84%	89%	91%	89%	82%
Backroads Mapbook	59%	67%	69%	60%	35%
BC Parks Map	52%	48%	53%	54%	50%
Internet - www.bcparks.ca	40%	39%	48%	42%	41%
BC Recreation Sites and Trails Brochure	40%	33%	35%	44%	29%
Visitor guides and brochures	39%	35%	28%	37%	39%
Visitor Centres	36%	31%	31%	32%	39%
Internet - Tourism websites	28%	24%	21%	30%	30%
Global Positioning System (GPS)	26%	22%	28%	19%	14%
Media coverage	22%	24%	17%	25%	23%
Advertising	22%	20%	26%	39%	22%
Internet - www.HelloBC.com	20%	20%	19%	14%	16%
Internet - An activity-based website	20%	17%	18%	19%	12%
Internet - www.sitesandtrailsbc.com	18%	17%	16%	16%	15%
Internet - Travellers' commentary sites	11%	13%	14%	16%	11%
Internet - Other internet sites	10%	13%	16%	14%	13%
Travel agents, airlines, auto associations, tour operators, other	6%	7%	7%	11%	9%
1-800-HelloBC	3%	4%	3%	5%	4%
Other	8%	11%	10%	7%	8%

For more information, please contact:

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

Want more information?

Please email "subscribe" to
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