

# Cross-country skiing/Snowshoeing

## 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 cross-country skiing or snowshoeing 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. A tenth (10%) of British Columbia residents participated in snowshoeing and almost a tenth (8%) participated in cross-country skiing during a twelve-month period.

Participation levels in cross-country skiing and snowshoeing varied throughout the province. A quarter of Cariboo Chilcotin Coast and Kootenay Rockies residents participated in cross-country skiing and snowshoeing. By contrast, less than a tenth of residents of Vancouver, Coast and Mountains and Vancouver Island participated in cross-country skiing or snowshoeing.

|                      | All BC residents | Cariboo Chilcotin Coast | Kootenay Rockies | Northern BC | Thompson Okanagan | Vancouver, Coast & Mountains | Vancouver Island |
|----------------------|------------------|-------------------------|------------------|-------------|-------------------|------------------------------|------------------|
| Cross-country skiing | 8%               | 27%                     | 25%              | 11%         | 13%               | 5%                           | 6%               |
| Snowshoeing          | 10%              | 26%                     | 23%              | 19%         | 11%               | 8%                           | 5%               |

Just under half (45%) of BC residents who participated in cross-country skiing also participated in snowshoeing during the same twelve-month period. By contrast, just over a third (36%) of BC residents who participated in snowshoeing also participated in cross-country skiing.

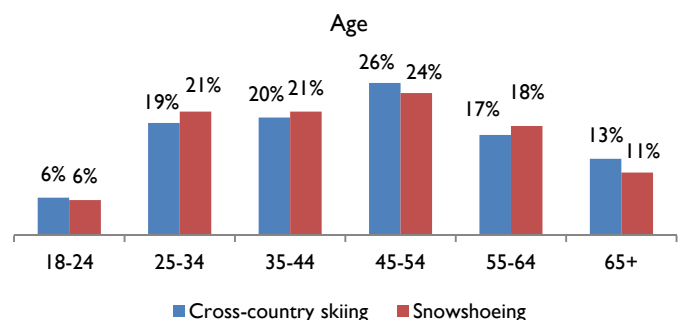
Participation in other Nordic sports

|                      | Cross-country skiing | Snowshoeing |
|----------------------|----------------------|-------------|
| Cross-country skiing | 100%                 | 45%         |
| Snowshoeing          | 36%                  | 100%        |

### Characteristics

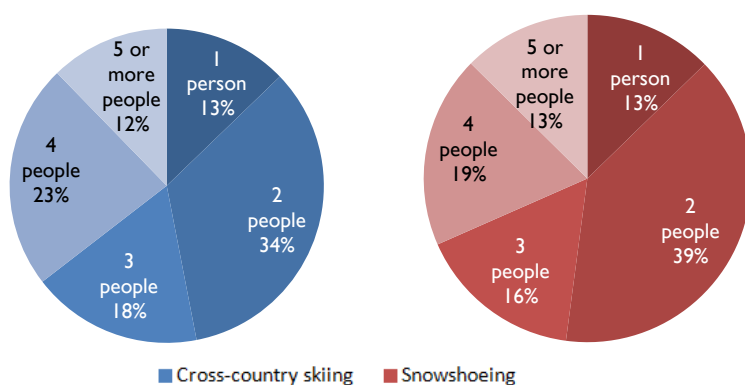
About a quarter of BC residents who participated in cross-country skiing or snowshoeing are between the ages of 45-54 (26% cross-country skiing; 24% snowshoeing).

Participation in cross-country skiing and snowshoeing was relatively equal among both genders (49% of cross-country skiers are male; 51% of snowshoers are male).



## BC residents – Cross-country skiing/snowshoeing

Household composition



Around half (53% cross-country skiing; 48% snowshoeing) of BC residents who participated in cross-country skiing or snowshoeing have three or more people living in their household (average 2.9 people in household).

About two-fifths have a child under the age of 18 living in their household (44% cross-country skiing; 37% snowshoeing).

Household income

|                        | Cross-country skiing | Snowshoeing |
|------------------------|----------------------|-------------|
| Less than \$25,000     | 6%                   | 6%          |
| \$25,000 to \$49,999   | 18%                  | 17%         |
| \$50,000 to \$64,999   | 14%                  | 15%         |
| \$65,000 to \$99,999   | 25%                  | 29%         |
| \$100,000 to \$149,999 | 25%                  | 22%         |
| \$150,000 or more      | 13%                  | 12%         |

Around a third of BC residents (38% cross-country; 33% snowshoeing) who participated in cross-country skiing or snowshoeing 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.

Three-fifths of BC residents who had participated in cross-country skiing or snowshoeing had at least a college or university degree (67% cross-country skiing; 61% snowshoeing). By contrast, a tenth had an education level of high school or less (10% cross-country skiing; 15% snowshoeing).

Education

|                                       | Cross-country skiing | Snowshoeing |
|---------------------------------------|----------------------|-------------|
| Some high school                      | 1%                   | 1%          |
| High school                           | 9%                   | 14%         |
| Vocational or trade school equivalent | 5%                   | 9%          |
| Some college or university            | 17%                  | 15%         |
| College or university graduate        | 43%                  | 39%         |
| Some graduate work                    | 4%                   | 4%          |
| Completed graduate degree             | 20%                  | 18%         |
| Other                                 | 1%                   | 1%          |

## Other activities

The top four other most popular outdoor recreation activities of British Columbia residents who participated in cross-country skiing or snowshoeing in a twelve-month period were day hiking trips, swimming in a lake or river, road biking or cycling, and beach activities at a lake or river.

Top other activities

| Activity   | Cross-country skiing | Snowshoeing |
|--|----------------------|-------------|
| Hiking on a day trip   | 87%                  | 83%         |
| Swimming in a lake or river  | 77%                  | 69%         |
| Road biking or cycling   | 72%                  | 66%         |
| Beach activities, including picnicking, at a lake or river                           | 70%                  | 69%         |
| Downhill skiing or snowboarding with lift access                                     | 63%                  | 46%         |
| Nature viewing (does not include bird, whale or bear watching) or scenic photography | 55%                  | 57%         |
| Mountain biking on trails with no lift access  | 52%                  | 48%         |
| Oceanside beach activities, including picnicking                                     | 51%                  | 55%         |
| Vehicle access camping in a tent   | 51%                  | 45%         |

## Phase 2: Follow-up results

### Outdoor recreation characteristics

Four-fifths (86% cross-country skiing; 84% snowshoeing) of BC residents who participated in cross-country skiing or snowshoeing 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

|                           | Cross-country skiing | Snowshoeing | Total |
|---------------------------|----------------------|-------------|-------|
| Daily                     | 40%                  | 35%         | 25%   |
| Once a week               | 46%                  | 49%         | 39%   |
| Once a month              | 9%                   | 10%         | 15%   |
| Once every several months | 0%                   | 2%          | 6%    |
| Several times a year      | 5%                   | 4%          | 12%   |
| Once a year               | 0%                   | 0%          | 2%    |

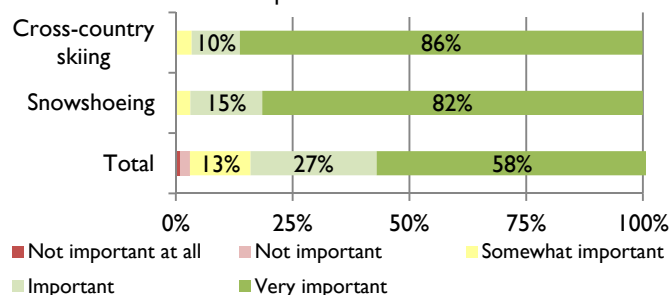
BC residents were asked, “Overall, who do you most like to do outdoor recreation activities with?” Over half (53%) of BC residents who participated in cross-country skiing or snowshoeing indicated they prefer doing outdoor recreation activities with immediate family members, followed by friends (28% cross-country skiing; 23% snowshoeing).

Preferred company

|  | Cross-country skiing | Snowshoeing | Total |
|--|----------------------|-------------|-------|
| Alone (yourself)   | 5%                   | 9%          | 8%    |
| Immediate family (spouse or children)                    | 53%                  | 53%         | 55%   |
| Extended family (parents, brothers and sisters, cousins) | 1%                   | 6%          | 8%    |
| Friends  | 28%                  | 23%         | 21%   |
| With a club or special interest group                    | 3%                   | 2%          | 3%    |
| Other  | 10%                  | 7%          | 4%    |

The vast majority (97%) of BC residents who had cross-country skied or went snowshoeing consider outdoor recreation activities to be important (by providing a rating of “very important” or “important”). By contrast, just over four-fifths (86%) of other BC residents consider outdoor recreation to be important.

Importance of outdoor recreation



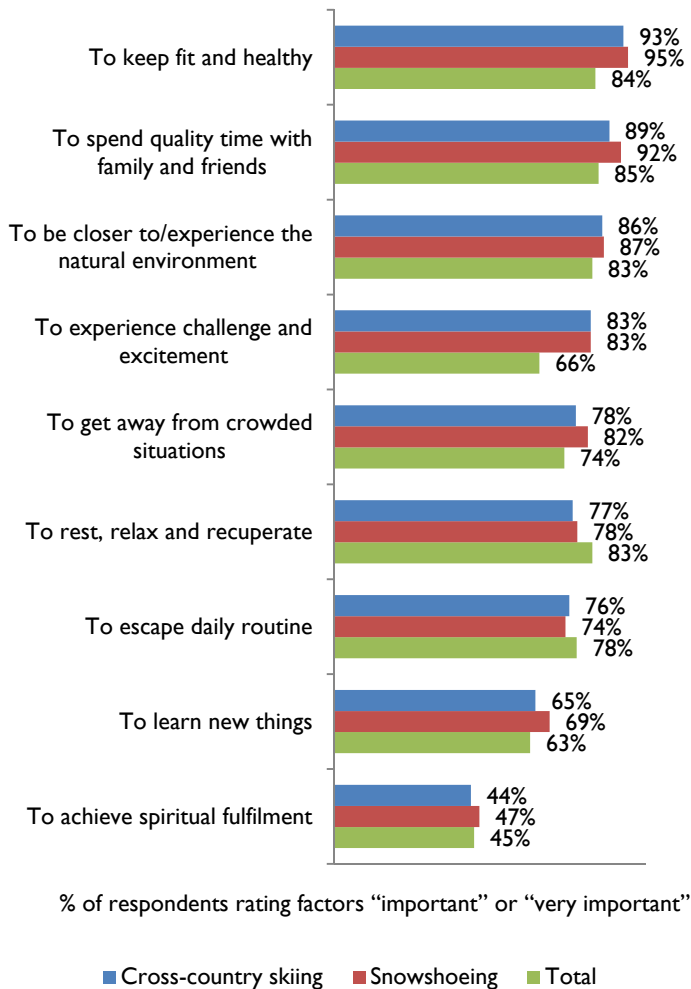
Almost half (49% cross-country skiing; 43% snowshoeing) of BC residents who participated in cross-country skiing or snowshoeing indicated they occasionally (less than half the time) travel outside their community to participate in outdoor recreation activities.

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

|   | Cross-country skiing | Snowshoeing | Total |
|---|----------------------|-------------|-------|
| Never - I always do outdoor recreation activities in my community | 2%                   | 4%          | 8%    |
| Occasionally (less than half the time)                            | 49%                  | 43%         | 48%   |
| Sometimes (about half the time)                                   | 35%                  | 32%         | 28%   |
| Most of the time (more than half the time)                        | 14%                  | 19%         | 14%   |
| Always  | 0%                   | 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 cross-country ski or snowshoe included “to keep fit and healthy,” “to spend quality time with family and friends,” “to be closer to/experience the natural environment,” and “to experience challenge and excitement.”

Motivations for participating in favourite activity



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 had participated in cross-country skiing or snowshoeing indicated they were most likely to take advice from friends/relatives, consider past experience, and use a BC Parks map. BC residents who had participated in snowshoeing were more likely than other outdoor enthusiasts to use Global Positioning Systems as an information source.

Information Sources

|   | Cross-country skiing | Snowshoeing | Total |
|---|----------------------|-------------|-------|
| Advice from friends/relatives                                     | 92%                  | 91%         | 84%   |
| Past experience/been there before                                 | 87%                  | 89%         | 82%   |
| BC Parks Map  | 64%                  | 66%         | 50%   |
| Backroads Mapbook   | 55%                  | 60%         | 35%   |
| Internet - www.bcparks.ca   | 49%                  | 50%         | 41%   |
| Visitor guides and brochures                                      | 48%                  | 47%         | 39%   |
| Visitor Centres   | 44%                  | 38%         | 39%   |
| Internet - Tourism websites                                       | 37%                  | 35%         | 30%   |
| BC Recreation Sites and Trails Brochure                           | 33%                  | 41%         | 29%   |
| Internet - www.HelloBC.com  | 18%                  | 16%         | 16%   |
| Internet - An activity-based website                              | 17%                  | 12%         | 12%   |
| Internet - Travellers' commentary sites                           | 17%                  | 14%         | 11%   |
| Internet - Other internet sites                                   | 16%                  | 14%         | 13%   |
| Media coverage  | 16%                  | 23%         | 23%   |
| Internet - www.sitesandtrailsbc.com                               | 15%                  | 17%         | 15%   |
| Advertising   | 14%                  | 19%         | 22%   |
| Global Positioning System (GPS)                                   | 13%                  | 23%         | 14%   |
| Travel agents, airlines, auto associations, tour operators, other | 10%                  | 9%          | 9%    |
| 1-800-HelloBC   | 2%                   | 3%          | 4%    |
| Other   | 8%                   | 6%          | 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 [tourismresearch@gov.bc.ca](mailto:tourismresearch@gov.bc.ca) and receive research alerts.

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