

Sailing/Motorized Boating

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 in 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 sailing and/or motorized boating on an ocean and/or lake 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. More BC residents participated in motorized boating (21% on a lake or river; 15% in the ocean) than sailing (9% ocean; 7% lake). Just under a quarter (24%) of BC residents participated in sailing and/or motorized boating on a lake or river, while one in five (20%) did so on the ocean.

Participation levels in sailing and motorized boating varied throughout the province. Vancouver Island residents (15%) were more likely to sail on the ocean than BC residents in the other regions of the province. Over a third of Cariboo Chilcotin Coast residents (36%), Northern BC residents (36%), and Thompson Okanagan residents (35%) participated in motorized boating on a lake or river over a twelve-month period.

	All BC residents	Cariboo Chilcotin Coast	Kootenay Rockies	Northern BC	Thompson Okanagan	Vancouver, Coast & Mountains	Vancouver Island
Sailing and/or motorized boating on a lake or river ¹	24%	41%	40%	37%	40%	18%	21%
Sailing on a lake	7%	13%	9%	7%	12%	6%	6%
Motorized boating on a lake or river (not including houseboating)	21%	36%	33%	36%	35%	17%	18%
Sailing and/or motorized boating on the ocean ²	20%	6%	6%	16%	6%	19%	35%
Sailing on the ocean	9%	3%	5%	6%	2%	10%	15%
Motorized boating on the ocean	15%	3%	3%	14%	5%	14%	30%

¹ Includes BC residents who indicated they went sailing on a lake and/or motorized boating on a lake or river

² Includes BC residents who indicated they went sailing on the ocean and/or motorized boating on the ocean

Just under two-thirds (65%) of BC residents who sailed on a lake in a twelve-month period also participated in motorized boating on a lake or river during the same time period. Similarly, half of BC residents who sailed on the ocean (51%) also participated in motorized boating on the ocean. However, BC residents who participated in motorized boating on a lake or river were less likely to participate in sailing on a lake (21%). Similarly, those who participated in motorized boating on the ocean were less likely to participate in sailing on the ocean (32%). Two-fifths (43%) of BC residents who participated in motorized boating on the ocean also participated in motorized boating on a lake or river.

Participation in other sailing and motorized boating

	Sailing on a lake	Motorized boating on a lake or river	Sailing on the ocean	Motorized boating on the ocean
Sailing on a lake	100%	65%	27%	24%
Motorized boating on a lake or river	21%	100%	12%	31%
Sailing on the ocean	20%	27%	100%	51%
Motorized boating on the ocean	11%	43%	32%	100%

Characteristics

Over a quarter of BC residents who participated in sailing or motorized boating are between the ages of 45-54. BC residents who had sailed on the ocean had the highest participation rate (32%) among BC residents aged 55 or older.

Age

	18-24	25-34	35-44	45-54	55-64	65+
Sailing and/or motorized boating on a lake or river	7%	20%	20%	27%	16%	10%
Sailing on a lake	10%	18%	20%	25%	16%	12%
Motorized boating on a lake or river	8%	21%	20%	28%	15%	9%
Sailing and/or motorized boating on the ocean	6%	18%	18%	29%	16%	13%
Sailing on the ocean	8%	13%	18%	29%	18%	14%
Motorized boating on the ocean	6%	20%	17%	30%	15%	12%

BC residents who participated in sailing and/or motorized boating on a lake and/or ocean have, on average, three people living in their household. Approximately a third to half have a child under the age of 18 living in their household.

Household composition

	Average # of people	% 18 yr old children
Sailing and/or motorized boating on a lake or river	3.1	45%
Sailing on a lake	3.1	44%
Motorized boating on a lake or river	3.1	45%
Sailing and/or motorized boating on the ocean	2.9	38%
Sailing on the ocean	2.9	35%
Motorized boating on the ocean	2.8	39%

Slightly more female BC residents reported participating in sailing on an ocean (54%) or on a lake (58%) than male BC residents. Participation in motorized boating was relatively equal among both genders.

Gender

	Male	Female
Sailing and/or motorized boating on a lake or river	50%	50%
Sailing on a lake	42%	58%
Motorized boating on a lake or river	50%	50%
Sailing and/or motorized boating on the ocean	51%	49%
Sailing on the ocean	46%	54%
Motorized boating on the ocean	51%	49%

Two-fifths (40%) of BC residents who had sailed on the ocean have a household income of \$100,000 or more. Please note that, on average, 19% 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+
Sailing and/or motorized boating on a lake or river	4%	17%	16%	28%	23%	11%
Sailing on a lake	6%	18%	20%	27%	19%	11%
Motorized boating on a lake or river	4%	16%	16%	28%	24%	12%
Sailing and/or motorized boating on the ocean	4%	18%	16%	26%	23%	14%
Sailing on the ocean	3%	18%	16%	23%	22%	18%
Motorized boating on the ocean	5%	17%	16%	27%	23%	12%

Between almost two-fifths (39% motorized boating on a lake or river) and over half (56% sailing on the ocean) of BC residents who participated in sailing and/or motorized boating had at least a college or university degree. By contrast, between a tenth (14% sailing on the ocean) and over a quarter (26% motorized boating on a lake or river and ocean) had an education level of high school or less.

	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
Sailing and/or motorized boating on a lake or river	3%	22%	12%	20%	28%	1%	11%	2%
Sailing on a lake	3%	17%	8%	22%	33%	2%	15%	1%
Motorized boating on a lake or river	3%	22%	13%	21%	27%	2%	11%	2%
Sailing and/or motorized boating on the ocean	2%	21%	8%	19%	31%	2%	16%	1%
Sailing on the ocean	1%	13%	8%	20%	34%	3%	19%	1%
Motorized boating on the ocean	2%	24%	8%	19%	30%	2%	14%	1%

Other activities

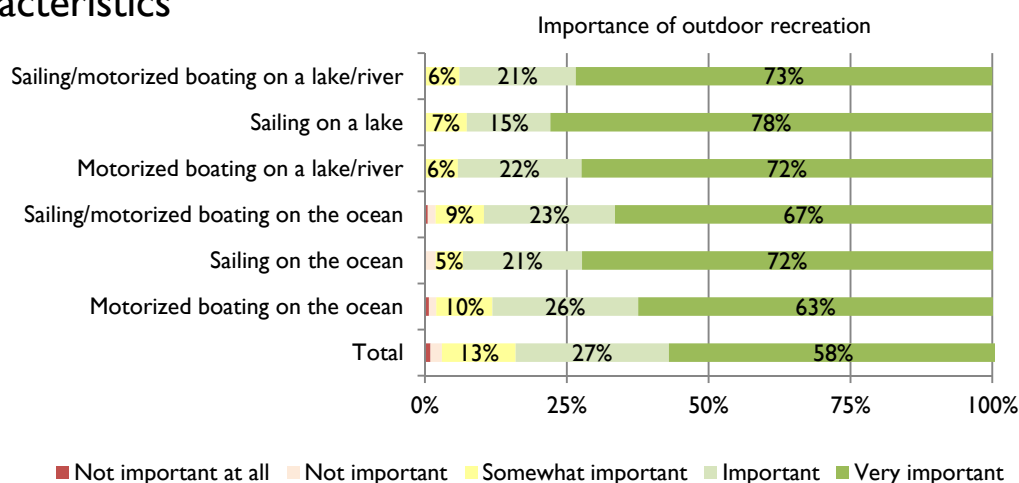
BC residents who participated in sailing and/or motorized boating on an ocean and/or lake also participated in many other outdoor recreation activities. Hiking (day trip) was listed as one of the top three other activities for all BC residents who participated in sailing and/or motorized boating.

	Top other activities					
	Sailing/motorized boating on a lake or river	Sailing on a lake	Motorized boating on a lake or river	Sailing/motorized boating on the ocean	Sailing on the ocean	Motorized boating on the ocean
Swimming in a lake or river	81%	83%	81%	61%	60%	62%
Beach activities, including picnicking, at a lake or river	78%	78%	78%	58%	56%	60%
Hiking on a day trip	70%	71%	71%	73%	78%	71%
Road biking or cycling	54%	59%	54%	57%	64%	55%
Freshwater fishing	53%	44%	55%	33%	25%	37%
Nature viewing (does not include bird, whale or bear watching) or scenic photography	51%	54%	50%	51%	53%	50%
Oceanside beach activities, including picnicking	45%	56%	44%	70%	74%	71%
Vehicle access camping in a tent	44%	44%	44%	42%	39%	44%
Vehicle access camping in an RV/motorhome	39%	33%	39%	25%	20%	28%
Bird watching	34%	40%	33%	38%	42%	38%
Swimming in the ocean	29%	35%	28%	52%	57%	51%
Whale watching/other marine-based wildlife watching	24%	31%	23%	40%	42%	42%
Saltwater fishing	21%	17%	22%	42%	33%	49%

Phase 2: Follow-up results

Outdoor recreation characteristics

The majority of BC residents who had participated in sailing and/or motorized boating on a ocean and/or lake considered outdoor recreation activities to be important (by providing an importance rating of “very important” or “important”). A greater proportion of BC residents who had sailed on a lake indicated outdoor recreation was “very important” (78%), in comparison to the other BC residents who had sailed or had gone motorized boating and other BC outdoor recreationalists (total).



BC residents who participated in sailing or motorized boating regularly participate in outdoor recreation. A higher proportion of BC sailors reported participating in outdoor recreation at least once a week (82% sailing on a lake; 80% sailing on the ocean), compared to BC residents who participated in motorized boating (72% motorized boating on the ocean; 69% motorized boating on a lake or river).

Frequency of outdoor recreation activities

	Sailing/ motorized boating on a lake or river	Sailing on a lake	Motorized boating on a lake or river	Sailing/ motorized boating on the ocean	Sailing on the ocean	Motorized boating on the ocean	Total
Daily	25%	28%	24%	31%	39%	29%	25%
Once a week	45%	54%	45%	43%	40%	43%	39%
Once a month	15%	6%	16%	10%	7%	11%	15%
Once every several months	5%	3%	5%	6%	5%	5%	6%
Several times a year	10%	9%	10%	10%	9%	11%	12%
Once a year	0%	0%	0%	1%	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 had sailed and/or motor boated indicated they prefer doing outdoor recreation activities with immediate family members, followed by friends.

Preferred company

	Sailing/ motorized boating on a lake or river	Sailing on a lake	Motorized boating on a lake or river	Sailing/ motorized boating on the ocean	Sailing on the ocean	Motorized boating on the ocean	Total
Alone (yourself)	5%	6%	5%	6%	7%	6%	8%
Immediate family (spouse or children)	60%	56%	60%	54%	53%	55%	55%
Extended family (parents, brothers and sisters, cousins)	10%	7%	10%	9%	7%	11%	8%
Friends	19%	24%	20%	25%	28%	23%	21%
With a club or special interest group	1%	0%	1%	2%	5%	1%	3%
Other	5%	7%	5%	4%	1%	5%	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 for BC residents who had sailed or motor boated were “to spend quality time with family and friends,” “to keep fit and healthy,” “to rest, relax, and recuperate,” and “to be closer to/experience the natural environment.”

Motivations for participating in favourite activity¹

	Sailing/ motorized boating on a lake or river	Sailing on a lake	Motorized boating on a lake or river	Sailing/ motorized boating on the ocean	Sailing on the ocean	Motorized boating on the ocean	Total
To spend quality time with family and friends	90%	89%	91%	89%	89%	89%	85%
To rest, relax and recuperate	87%	89%	87%	85%	86%	84%	83%
To be closer to/experience the natural environment	85%	91%	84%	86%	89%	84%	83%
To keep fit and healthy	84%	91%	84%	88%	94%	84%	84%
To escape daily routine	84%	83%	85%	82%	80%	85%	78%
To get away from crowded situations	82%	84%	81%	79%	80%	77%	74%
To experience challenge and excitement	74%	81%	75%	74%	78%	72%	66%
To learn new things	72%	78%	72%	70%	72%	69%	63%
To achieve spiritual fulfilment	46%	58%	45%	52%	61%	50%	45%

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

About two-fifths of BC residents who sailed or went motorized boating indicated that 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

	Sailing/ motorized boating on a lake or river	Sailing on a lake	Motorized boating on a lake or river	Sailing/ motorized boating on the ocean	Sailing on the ocean	Motorized boating on the ocean	Total
Never - I always do outdoor recreation activities in my community	2%	2%	1%	3%	4%	3%	8%
Occasionally (less than half the time)	46%	38%	46%	49%	49%	49%	48%
Sometimes (about half the time)	35%	38%	35%	34%	34%	34%	28%
Most of the time (more than half the time)	16%	19%	17%	10%	11%	11%	14%
Always	1%	3%	1%	2%	2%	2%	2%
Don't know	0%	0%	0%	1%	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 sailed or had gone motorized boating indicated they were most likely to take advice from friends/relatives, consider past experience, and use a BC Parks map.

Information sources

	Sailing/ motorized boating on a lake or river	Sailing on a lake	Motorized boating on a lake or river	Sailing/ motorized boating on the ocean	Sailing on the ocean	Motorized boating on the ocean	Total
Advice from friends/relatives	86%	83%	88%	86%	89%	87%	84%
Past experience/been there before	81%	77%	82%	85%	84%	85%	82%
BC Parks Map	57%	62%	57%	52%	56%	51%	50%
Backroads Mapbook	47%	42%	47%	39%	39%	42%	35%
Internet - www.bcparks.ca	42%	42%	43%	41%	44%	42%	41%
Visitor guides and brochures	40%	38%	40%	41%	45%	40%	39%
Visitor Centres	36%	35%	35%	35%	38%	36%	39%
BC Recreation Sites and Trails Brochure	34%	35%	34%	28%	29%	31%	29%
Internet - Tourism websites	32%	33%	32%	25%	27%	25%	30%
Media coverage	25%	23%	26%	25%	27%	26%	23%
Advertising	24%	18%	25%	21%	18%	22%	22%
Internet - www.HelloBC.com	19%	23%	18%	16%	18%	15%	16%
Internet - An activity-based website	17%	15%	17%	11%	13%	11%	12%
Global Positioning System (GPS)	17%	23%	16%	18%	21%	19%	14%
Internet - www.sitesandtrailsbc.com	16%	17%	16%	12%	19%	11%	15%
Internet - Other internet sites	14%	14%	14%	17%	17%	18%	13%
Internet - Travellers' commentary sites	13%	14%	14%	16%	16%	19%	11%
Travel agents, airlines, auto associations, tour operators, other	9%	11%	9%	12%	15%	12%	9%
1-800-HelloBC	5%	8%	5%	5%	7%	4%	4%
Other	8%	14%	8%	9%	16%	4%	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.

© 2013 – Destination BC Corp. – All rights reserved.
 "DESTINATION BRITISH COLUMBIA"
 is an Official Mark of Destination BC Corp.