2009/10 Outdoor Recreation Study

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Project Summary
Background and Objectives

In 2009, the Research, Planning and Evaluation Branch of the Ministry of Jobs, Tourism and Skills Training (formerly Research and Planning, Tourism British Columbia) partnered with the Recreation Sites and Trails Branch and retained NRG Research Group to conduct a British Columbia resident outdoor recreation study.

This two-phase, province-wide research project was conducted to better understand BC residents’ outdoor activity choices and preferences. The study was conducted in the fall of 2009 and winter of 2010.

The primary objectives of the study were to:

- Measure incidence of participation in various outdoor recreation activities;
- Identify characteristics of these outdoor recreation activities including importance, frequency and participant groups;
- Gauge motivations and anticipated changes in outdoor recreation activities;
- Better understand the use and importance of public land by outdoor recreationists; and
- Better understand usage, impressions, and future use of BC Recreation Sites and Trails.

The results of the outdoor recreation portion of the survey are presented in this report. Detailed results about BC Recreation Sites and Trails are presented in a separate report.
Overall Results
Overall Results

Agree to complete telephone survey?
YES – 54% (3,928)  NO - 46%

Q2. Participate in at least one outdoor recreation activity in BC?
YES – 93% (3,643)  NO - 7%

Q5. Participated on publicly managed land?
* Determined type of follow-up survey
YES – 77% (2,805)  NO – 23%

Agree to Phase 2 (follow-up survey)?
YES – 54% (1,973)  NO – 46%

How would you like to be contacted?
EMAIL – 63% (1,236)  MAIL- 37%

Responded to Phase 2?
YES – 50% (988)  NO – 50%

EMAIL Response Rates
OVERALL - 58% (622)
V1. PUBLIC LAND – 50% (535)
V2. NON-PUBLIC LAND – 52% (87)

MAIL Response Rates
OVERALL - 50% (366)
V1. PUBLIC LAND – 52% (295)
V2. NON-PUBLIC LAND – 43% (71)

Q3. Barriers to Participation
See page 54

Complete Survey
Phase 1: Telephone Results
(weighted)
Introduction to Phase 1: Telephone Results

This section of the report details the results for Phase 1: Telephone.

Descriptive statistics were used to analyze and summarize results of Phase 1. In this section, participation rates in each activity months have been analyzed, based on respondent demographics and region of residence. Respondents were asked about their activities during the ‘past 12 months,’ corresponding to approximately December 2008 to November 2009.

Regional analysis was based on the six Tourism Regions, as illustrated.
Incidence of Activities

- Over nine in ten (91%) British Columbia residents participated in at least one outdoor recreation activity during the past twelve months.¹

- The most common outdoor recreational activity of BC residents is ‘Hiking – Day Trip,’ with over half (55%) reporting that they participated in this during the past year.

- River or lake activities round out the top three most common outdoor recreational activities, with 51% participating in ‘Beach Activities, including picnicking, at lake or river’ and 49% ‘Swimming in a lake or river.’

- Popularity of most activities vary by age and/or gender. ‘Hiking – Day Trip,’ for instance, is significantly more popular among those under the age of 55 years old. Similarly, ‘Beach Activities, including picnicking, at lake or river’ are more popular among females – particularly those under the age of 55. (See slide 15 for gender differences.)

- The most popular outdoor recreational activities vary by region (see slides 11 through 14).

### Activities By Tourism Region

- Of the top 20 activities of BC residents, participation varies by location, as shown in the table below. For instance, residents of the Kootenay Rockies are significantly more likely than those who live in other areas of the province to have visited ‘Non-Resort Based Hotsprings’ in the past year. Likewise, regions that have ocean access report a higher incidence of ocean-related activities.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Kootenay Rockies</th>
<th>Thompson Okanagan</th>
<th>Cariboo Chilcotin Coast</th>
<th>Vancouver, Coast &amp; Mountains</th>
<th>Vancouver Island</th>
<th>Northern BC</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hiking - Day Trip</td>
<td>69%</td>
<td>53%</td>
<td>58%</td>
<td>53%</td>
<td>60%</td>
<td>53%</td>
<td>55%</td>
</tr>
<tr>
<td>Beach activities, including picnicking, at lake or river</td>
<td>70%</td>
<td>67%</td>
<td>66%</td>
<td>46%</td>
<td>47%</td>
<td>63%</td>
<td>51%</td>
</tr>
<tr>
<td>Swimming - Lake or River</td>
<td>73%</td>
<td>63%</td>
<td>63%</td>
<td>43%</td>
<td>52%</td>
<td>56%</td>
<td>49%</td>
</tr>
<tr>
<td>Road Biking or Cycling</td>
<td>44%</td>
<td>39%</td>
<td>51%</td>
<td>46%</td>
<td>42%</td>
<td>39%</td>
<td>44%</td>
</tr>
<tr>
<td>Oceanside beach activities, including picnicking</td>
<td>16%</td>
<td>14%</td>
<td>15%</td>
<td>48%</td>
<td>60%</td>
<td>18%</td>
<td>43%</td>
</tr>
<tr>
<td>Other nature Viewing or Scenic Photography</td>
<td>57%</td>
<td>45%</td>
<td>52%</td>
<td>32%</td>
<td>41%</td>
<td>47%</td>
<td>37%</td>
</tr>
<tr>
<td>Vehicle Access camping in a tent</td>
<td>42%</td>
<td>31%</td>
<td>34%</td>
<td>28%</td>
<td>30%</td>
<td>33%</td>
<td>29%</td>
</tr>
<tr>
<td>Bird Watching</td>
<td>46%</td>
<td>32%</td>
<td>34%</td>
<td>28%</td>
<td>32%</td>
<td>29%</td>
<td>28%</td>
</tr>
<tr>
<td>Swimming - Ocean</td>
<td>10%</td>
<td>8%</td>
<td>12%</td>
<td>28%</td>
<td>36%</td>
<td>11%</td>
<td>25%</td>
</tr>
<tr>
<td>Freshwater Fishing</td>
<td>41%</td>
<td>40%</td>
<td>51%</td>
<td>18%</td>
<td>22%</td>
<td>50%</td>
<td>24%</td>
</tr>
<tr>
<td>Mountain Biking on trails with no lift access</td>
<td>36%</td>
<td>23%</td>
<td>38%</td>
<td>19%</td>
<td>22%</td>
<td>20%</td>
<td>21%</td>
</tr>
<tr>
<td>Motorized boating on a lake or river (not incl. houseboating)</td>
<td>33%</td>
<td>35%</td>
<td>36%</td>
<td>17%</td>
<td>18%</td>
<td>36%</td>
<td>21%</td>
</tr>
<tr>
<td>Vehicle Access camping in an RV or Motorhome</td>
<td>29%</td>
<td>28%</td>
<td>30%</td>
<td>16%</td>
<td>21%</td>
<td>38%</td>
<td>20%</td>
</tr>
<tr>
<td>Downhill Skiing/snowboarding with lift access</td>
<td>29%</td>
<td>21%</td>
<td>19%</td>
<td>18%</td>
<td>17%</td>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td>Whale Watching/Other Marine-based Wildlife Watching</td>
<td>10%</td>
<td>10%</td>
<td>13%</td>
<td>16%</td>
<td>32%</td>
<td>15%</td>
<td>18%</td>
</tr>
<tr>
<td>Bear Watching</td>
<td>36%</td>
<td>22%</td>
<td>35%</td>
<td>12%</td>
<td>17%</td>
<td>37%</td>
<td>17%</td>
</tr>
<tr>
<td>Canoeing on a lake or river</td>
<td>28%</td>
<td>20%</td>
<td>38%</td>
<td>13%</td>
<td>17%</td>
<td>26%</td>
<td>16%</td>
</tr>
<tr>
<td>Motorized boating on the ocean</td>
<td>3%</td>
<td>5%</td>
<td>3%</td>
<td>14%</td>
<td>30%</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>Visiting non-Resort Based Hotsprings</td>
<td>43%</td>
<td>11%</td>
<td>9%</td>
<td>14%</td>
<td>9%</td>
<td>18%</td>
<td>14%</td>
</tr>
<tr>
<td>Non-Vehicle Access camping in a tent, cabin or hut</td>
<td>15%</td>
<td>14%</td>
<td>17%</td>
<td>12%</td>
<td>15%</td>
<td>24%</td>
<td>14%</td>
</tr>
</tbody>
</table>

*Base=All respondents. Note: Phase 1 data is weighted.*
Top 5 Activities for Kootenay Rockies Residents

- The two most popular outdoor recreational activities of Kootenay Rockies residents focus on those at lakes and rivers – ‘Swimming’ and ‘Beach Activities.’ Residents in this region are significantly more likely to note this activity than residents of any other region except the Cariboo Chilcotin Coast.

- With 69% participation, ‘Hiking – Day Trip’ rounds out the top three activities, while 57% and 46%, respectively, participate in ‘Other nature Viewing or Scenic Photography’ and ‘Bird Watching.’

<table>
<thead>
<tr>
<th>Kootenay Rockies</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Swimming - Lake or River</td>
<td>73%</td>
</tr>
<tr>
<td>Beach activities, including picnicking, at lake or river</td>
<td>70%</td>
</tr>
<tr>
<td>Hiking - Day Trip</td>
<td>69%</td>
</tr>
<tr>
<td>Other nature Viewing or Scenic Photography</td>
<td>57%</td>
</tr>
<tr>
<td>Bird Watching</td>
<td>46%</td>
</tr>
</tbody>
</table>

Top 5 Activities for Thompson Okanagan Residents

- Given the sunny environment in which most Thompson Okanagan residents live, it is not surprising that three of the five most popular outdoor recreational activities are water-based. In fact, nearly seven in ten (67%) residents have partaken in ‘Beach Activities, Including Picnicking, at a Lake or River’ in the past twelve months, while 63% have swum in a lake or river. Four in ten (40%) have fished in freshwater in the past year. Residents in this region are more likely than their Vancouver, Coast & Mountains or Vancouver Island counterparts to partake in these activities.

<table>
<thead>
<tr>
<th>Thompson Okanagan</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Beach activities, including picnicking, at lake or river</td>
<td>67%</td>
</tr>
<tr>
<td>Swimming - Lake or River</td>
<td>63%</td>
</tr>
<tr>
<td>Hiking - Day Trip</td>
<td>53%</td>
</tr>
<tr>
<td>Other nature Viewing or Scenic Photography</td>
<td>45%</td>
</tr>
<tr>
<td>Freshwater Fishing</td>
<td>40%</td>
</tr>
</tbody>
</table>
**Phase 1: Telephone Results**

**Top 5 Activities for Cariboo, Chilcotin Coast Residents**

- Similar to the pattern of Thompson Okanagan residents, those who live in the Cariboo Chilcotin Coast are most likely to participate in beach activities ‘...at a lake or river’ (66%), ‘Swimming – Lake or River’ (63%) and ‘Hiking – Day Trip(s)’ (58%).

- Residents in this region are more likely to participate in beach activities and swimming in lakes or rivers than their two south coast region counterparts (Vancouver, Coast & Mountains and Vancouver Island).

<table>
<thead>
<tr>
<th>Cariboo Chilcotin Coast</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Beach activities, including picnicking, at lake or river</td>
<td>66%</td>
</tr>
<tr>
<td>Swimming - Lake or River</td>
<td>63%</td>
</tr>
<tr>
<td>Hiking - Day Trip</td>
<td>58%</td>
</tr>
<tr>
<td>Other nature Viewing or Scenic Photography</td>
<td>52%</td>
</tr>
<tr>
<td>Road Biking or Cycling</td>
<td>51%</td>
</tr>
</tbody>
</table>

**Top 5 Activities for Vancouver, Coast & Mountains Residents**

- Unlike residents of other regions in the province, those who live in Vancouver, Coast & Mountains are most likely to participate in ‘Hiking – Day Trip(s)’ in the past year (53%).

- Not surprisingly, the activities that residents in this region are more likely to participate in are ocean-related. ‘Oceanside’ beach activities are slightly more popular than those at lakes or rivers. As well, Vancouver, Coast & Mountains (and Vancouver Island) residents are less likely to participate in ‘Swimming – Lake or River’ and more likely to partake in ‘Swimming – Ocean’ than their counterparts.

<table>
<thead>
<tr>
<th>Vancouver, Coast &amp; Mountains</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Hiking - Day Trip</td>
<td>53%</td>
</tr>
<tr>
<td>Oceanside beach activities, including picnicking</td>
<td>48%</td>
</tr>
<tr>
<td>Beach activities, including picnicking, at lake or river</td>
<td>46%</td>
</tr>
<tr>
<td>Road Biking or Cycling</td>
<td>46%</td>
</tr>
<tr>
<td>Swimming - Lake or River</td>
<td>43%</td>
</tr>
</tbody>
</table>
Phase 1: Telephone Results

Top 5 Activities for Vancouver Island Residents

- Given that Vancouver Island is surrounded by ocean, it is not surprising that the most popular outdoor recreation activities are ‘Oceanside Beach Activities (including picnicking)’ (60%).
- Six in ten (60%) Vancouver Island residents also participated in ‘Hiking – Day Trip(s)’ over the past year.

<table>
<thead>
<tr>
<th>Vancouver Island</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Oceanside beach activities, including</td>
<td>60%</td>
</tr>
<tr>
<td>picnicking</td>
<td></td>
</tr>
<tr>
<td>Hiking - Day Trip</td>
<td>60%</td>
</tr>
<tr>
<td>Swimming - Lake or River</td>
<td>52%</td>
</tr>
<tr>
<td>Beach activities, including picnicking,</td>
<td>47%</td>
</tr>
<tr>
<td>at lake or river</td>
<td></td>
</tr>
<tr>
<td>Road Biking or Cycling</td>
<td>42%</td>
</tr>
</tbody>
</table>

Top 5 Activities for Northern BC Residents

- Perhaps surprisingly, nearly two-thirds of Northern BC residents participated in ‘Beach activities, including picnicking, at lake or river’ (63%), and over half have participated in ‘Swimming – Lake or River’ (56%).
- Half of Northern BC residents have gone ‘Freshwater Fishing’ in the past year – the highest proportion among all regions.

<table>
<thead>
<tr>
<th>Northern BC</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Beach activities, including picnicking,</td>
<td>63%</td>
</tr>
<tr>
<td>at lake or river</td>
<td></td>
</tr>
<tr>
<td>Swimming - Lake or River</td>
<td>56%</td>
</tr>
<tr>
<td>Hiking - Day Trip</td>
<td>53%</td>
</tr>
<tr>
<td>Freshwater Fishing</td>
<td>50%</td>
</tr>
<tr>
<td>Other nature Viewing or Scenic Photography</td>
<td>47%</td>
</tr>
</tbody>
</table>
Phase 1: Telephone Results

Participation by Gender

• As noted earlier, participation in many activities varies by gender. Males, for example, are significantly more likely to participate in ‘Road Biking or Cycling’ (46%), ‘Vehicle Access Camping in a Tent’ (32%), ‘Freshwater Fishing’ (31%) and ‘Mountain Biking on Trails with No Lift Access’ (28%).

• With the exception of ‘Walking/Running’ and ‘Horseback Riding,’ women are more likely to participate in more passive outdoor recreational activities than males. Some of these activities include ‘Beach Activities, Including Picnicking, at Lake or River’ (55%), ‘Oceanside Beach Activities, Including Picnicking’ (47%), ‘Swimming - Ocean’ (27%) ‘Other Nature Viewing or Scenic Photography’ (39%), ‘Bird Watching’ (31%), and ‘Whale Watching/Other Marine-Based Wildlife Viewing’ (19%).

Base= Male, n=1,891; Female, n=2,037.
Reasons For Not Participating

- ‘Not Enough Time’ and ‘Health or Physical Disability Reasons’ were each cited by 31% of British Columbia residents who did not participate in any of the listed outdoor recreational activities in the past year.

Q3. Why have you not participated in any of the mentioned outdoor recreational activities in the past 12 months? (Multiple Response)

- Not Enough Time: 31%
- Health Or Physical Disability Reasons: 31%
- Not Interested / Don't Like Outdoors: 15%
- Too Expensive: 9%
- Age / Too Old: 8%
- Other Rec. Activities That Take Up My Time: 6%
- Lack Motivation / Lazy: 4%
- Nobody To Participate With: 2%
- Lack Of Information About Where To Go: 2%
- Lack Of Transportation: 1%
- Places To Do Activity Are Usually Crowded: 1%
- Lack Of Facilities Or Areas To Do This Activity: 1%
- No Reason: 1%
- Current Facilities/Areas Have Safety Problems: 0%
- Other (Specify): 8%
- Don’t Know / Refused: 2%

Base= All Respondents Who Did Not Participate in Any Activities in Q2, n=278.
Phase 1: Telephone Results

Participation on Public Land

• For the purposes of this study, ‘publicly managed land in British Columbia’ was defined for respondents as including BC Parks, BC Recreation Sites and Trails, and Other Crown Land.

• Overall, more than three-quarters (77%) of British Columbia residents who have participated in at least one of the mentioned outdoor recreational activities have done so on publicly managed land.

• This proportion varies by residents’ region, with Kootenay Rockies having the highest proportion of outdoor recreation participants using publicly managed land at least once in the past year. In fact, with 89% of outdoor recreation participants having used public land, the Kootenay Rockies has a significantly higher public land use than all other regions.

• With 80%, Vancouver Island has the second highest incidence of public land use among outdoor recreation participants. This is significantly higher than the proportion seen in the Thompson Okanagan or Vancouver, Coast & Mountains.

Q5. Have you participated in any of these outdoor recreational activities on publicly managed land in British Columbia in the past 12 months? (% Yes)

Total (n=3,643) 77%
Kootenay Rockies (n=140) 89%
Thompson Okanagan (n=448) 75%
Cariboo, Chilcotin Coast (n=59) 71%
Vancouver, Coast & Mountains (n=2,132) 76%
Vancouver Island (n=650) 80%
Northern BC (n=214) 74%

Base= All Respondents Who Participated in at Least One Activities in Q2.
Note: Those who said they participated in ‘Other’ outdoor recreational activities, which were later deemed not to qualify, were asked this question.
Note: Significant differences are in bold.
Significance testing for proportions was conducted using a z-test at a .05 significance level.
Phase 2: Follow-up Results - General
Introduction to Phase 2: Follow-up - General

This section of the report details the general results for Phase 2: Follow-up.

Descriptive statistics were used to analyze and summarize results of Phase 2. Results in this section have been analyzed based on type of land user (Public Land User versus Non-Public Land User), with statistical differences being noted in each question. For the purposes of this report, Public Land Users are those who, in Phase 1, said they had participated in at least one mentioned outdoor recreation activity on publicly managed land in British Columbia in the past 12 months. Non-Public Land Users, in contrast, are those who said that they had participated in at least one of the mentioned outdoor recreation activities but had not done so on publicly managed land in British Columbia in the past 12 months.²

It is important to note that, although some respondents qualified themselves as ‘Non-Public Land Users’ in Phase 1, they indicated in Phase 2 that they actually did participate in outdoor recreational activities on publicly-managed land in British Columbia in the past 12 months. The reason for this shift in Phase 2 is not certain; however, it may be caused by any number of factors including, but not limited to, participation on publicly-managed land in the time between Phase 1 and Phase 2, a different household member completing the follow-up survey (despite the addressee being the person who completed Phase 1), and respondent error in Phase 1. These respondents remained classified as ‘Non-Public Land Users.’

² Public-land users were not asked if they participated in the outdoor recreational activities on non-public land. Therefore, it is not known what percentage of respondents participated on both land types.
Phase 2: Follow-up Results - General

Characteristics: Importance of Outdoor Recreational Activities

• Overall, nearly six in ten (58%) of follow-up respondents consider outdoor recreational activities to be ‘very important,’ with an additional 27% considering them to be ‘important.’

• Those who participate in outdoor recreational activities on publicly managed land are significantly more likely to categorize these activities as ‘very important,’ suggesting that those who use public land are more likely to be enthusiasts.

• In contrast, those who participate in outdoor recreational activities on non-public land are significantly more likely to rate the importance of these activities lower.

Q1. First, we would like to know how important outdoor recreation is to you. Compared to other interests is outdoor recreation...?

Base=All mailback/follow-up respondents; Total n=982, Public n=826, Non-Public n=156.
Note: Significant difference are in bold. Significance testing for proportions was conducted using a z-test at a .05 significance level.
Characteristics: Frequency of Outdoor Recreational Activities

- Overall, nearly 64% of respondents participated in outdoor recreational activities at least once a week.
- Those who participate on publicly managed land tend to participate in these activities more frequently than their non-publicly managed counterparts. In fact, 41% of public land users participate in outdoor recreational activities ‘once a week,’ compared to only 27% of non-public land users. In contrast, non-public land users are significantly more likely to participate in outdoor recreational activities ‘once every several months’ (11% versus 6%) and ‘several times a year’ (19% versus 11%).

Q2. On average, how often do you participate in outdoor recreation activities?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Total</th>
<th>Public</th>
<th>Non-Public</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>25%</td>
<td>26%</td>
<td></td>
</tr>
<tr>
<td>Once a week</td>
<td>39%</td>
<td>41%</td>
<td></td>
</tr>
<tr>
<td>Once a month</td>
<td>15%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Once every several months</td>
<td>6%</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Several times a year</td>
<td>11%</td>
<td>12%</td>
<td>19%</td>
</tr>
<tr>
<td>Once a year</td>
<td>2%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Don’t know</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Base=All mailback/follow-up respondents; Total n=981, Public n=826, Non-Public n=155.
Note: Significant difference are in bold. Significance testing for proportions was conducted using a z-test at a .05 significance level.
Phase 2: Follow-up Results - General

Characteristics: Travel Outside Their Community

- Public Land Users are more likely to travel outside their community to participate in recreational activities. In fact, 31% of Public Land Users report that they ‘sometimes (about half the time)’ travel outside their community for these activities, compared to only 17% of Non-Public Land Users. In addition, 20% of Non-Public Land Users report that they never travel outside their community for outdoor recreational activities, while only 5% of Public Land Users report the same.

- This suggests that Public Land Users may be more willing to travel for these activities.

Q3. How often do you travel outside of the community that you live in to participate in outdoor recreation activities?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Total</th>
<th>Public</th>
<th>Non-Public</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never - I always do outdoor recreation activities in my community</td>
<td>8%</td>
<td>5%</td>
<td>20%</td>
</tr>
<tr>
<td>Occasionally (less than half the time)</td>
<td>48%</td>
<td>48%</td>
<td>47%</td>
</tr>
<tr>
<td>Sometimes (about half the time)</td>
<td>28%</td>
<td>17%</td>
<td>30%</td>
</tr>
<tr>
<td>Most of the time (more than half the time)</td>
<td>14%</td>
<td>14%</td>
<td>10%</td>
</tr>
<tr>
<td>Always</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Don't know</td>
<td>0%</td>
<td>1%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Base=All mailback/follow-up respondents; Total n=982, Public n=827, Non-Public n=155.
Note: Significant difference are in bold. Significance testing for proportions was conducted using a z-test at a .05 significance level.
Characteristics: Preferred Company for Outdoor Recreation Activities

- The majority of outdoor recreation participants most often like partaking in these activities with their immediate family.
- Non-public land users are significantly more likely to participate in outdoor recreation activities alone.

Q4. Overall, who do you most like to do outdoor recreation activities with?

- **Alone (yourself)**: 7% (Total), 13% (Public), 8% (Non-Public)
- **Immediate family (wife, husband, children)**: 56% (Total), 55% (Public), 6% (Non-Public)
- **Extended family (parents, brothers and sisters, cousins)**: 50% (Total), 48% (Public), 5% (Non-Public)
- **Friends**: 21% (Total), 21% (Public), 20% (Non-Public)
- **With a club or special interest group**: 3% (Total), 3% (Public), 3% (Non-Public)
- **Other**: 4% (Total), 4% (Public), 5% (Non-Public)

Base=All mailback/ follow-up respondents; Total n=982, Public n=827, Non-Public n=155.
Note: Significant differences are in bold. Significance testing for proportions was conducted using a z-test at a .05 significance level.
**Activities by Land Type (Non-Public Land Users ONLY)**

- Despite having reported not participating in outdoor recreational activities on public land in Stage 1 of this research (telephone survey), 37% of Non-Public Land Users report having been to a BC Recreation Site or Trail in the past 12 months and an additional 23% have been in the past five years. Therefore, use of BC Recreation Sites and Trails has been excluded from the following results of Non-Public Land use.

- Overall, Designated Parks are the most commonly used type of land in the past 12 months, with 57% of Non-Public Land Users noting that they have participated in an outdoor recreational activity here. Private Land is the second most common, with 46% of respondents using Private Land for outdoor recreational activities.

<table>
<thead>
<tr>
<th></th>
<th>Designated Park (n=155)</th>
<th>Other Crown Land (n=153)</th>
<th>On Private Land (n=154)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes – in past 12 months</td>
<td>57%</td>
<td>23%</td>
<td>46%</td>
</tr>
<tr>
<td>Yes – in past 5 years (but not the past 12 months)</td>
<td>19%</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Not in the past 5 years</td>
<td>24%</td>
<td>65%</td>
<td>42%</td>
</tr>
</tbody>
</table>
Phase 2: Follow-up Results - General

Activities by Land Type (Non-Public Land Users ONLY)

- Non-Public Land Users (as defined from Phase 1) were asked if they participated in any outdoor recreational activities in the past 12 months or 1 - 5 years on each land type listed below. Given their initial response in Phase 1, it is not surprising that these questions have a small sample size. Because of this, activities in the past 12 months and 1 - 5 years were combined to create the following table, which summarizes activities participated in during the last 5 years by each land type.

- Respondents who indicated that they had been to each land type were asked to list up to three activities they participated in while there. The table below features the top ten activities mentioned by land type.

- Regardless of land type, but to varying degrees, the three most popular outdoor recreational activities respondents participated in were ‘Walking/Running,’ ‘Hiking,’ and ‘Camping/Tenting/RVing.’ The single exception was ‘Fishing,’ which was third most popular activity on Other Crown Land.

<table>
<thead>
<tr>
<th>Designated Park (n=113)</th>
<th>Other Crown Land (n=50)</th>
<th>On Private Land (n=85)</th>
</tr>
</thead>
<tbody>
<tr>
<td>38% Walking/Running</td>
<td>36% Hiking</td>
<td>27% Camping/Tenting / RVing</td>
</tr>
<tr>
<td>33% Hiking</td>
<td>20% Camping/Tenting / RVing</td>
<td>19% Walking/Running</td>
</tr>
<tr>
<td>17% Camping/Tenting / RVing</td>
<td>20% Fishing</td>
<td>17% Hiking</td>
</tr>
<tr>
<td>15% Beach Activities (including picnicking)</td>
<td>16% Walking/Running</td>
<td>17% Swimming</td>
</tr>
<tr>
<td>13% Swimming</td>
<td>12% Swimming</td>
<td>12% ATV-ing/4-Wheeling/Dirt Biking</td>
</tr>
<tr>
<td>10% Fishing</td>
<td>10% ATV-ing/4-Wheeling/Dirt Biking</td>
<td>12% Recreational Sport Not Considered Outdoor</td>
</tr>
<tr>
<td>9% Road Biking / Cycling</td>
<td>8% Road Biking / Cycling</td>
<td>11% Horseback Riding</td>
</tr>
<tr>
<td>8% Skiing/Snowboarding</td>
<td>6% Skiing/Snowboarding</td>
<td>9% Fishing</td>
</tr>
<tr>
<td>8% Recreational Sport Not Considered Outdoor</td>
<td>6% Canoeing / Kayaking</td>
<td>8% Skiing/Snowboarding</td>
</tr>
<tr>
<td>7% Sailing / Boating (including houseboating)</td>
<td>6% Whale Watching / Bear Watching / Other Nature Viewing</td>
<td>7% Beach Activities (including picnicking)</td>
</tr>
</tbody>
</table>
Activities by Land Type (Public Land Users ONLY)

- Public Land Users were asked about participation in each activity and the related land type(s) they participated in this activity on, at, or accessed through. The following four slides break down the land use (multiple response) by activity (Winter, Land-based, Freshwater-based, and Marine-based Activities).
- For winter activities, of those who have participated in ‘Crosscountry Skiing’ in the past 12 months, 44% have done so on Private Land and Trails. Other common winter activities on these sites and trails are ‘Snowmobiling,’ ‘Snowshoeing’ and ‘Backcountry Downhill Skiing or Snowboarding (or touring).’
- Private Land was used most for ‘Snowmobiling,’ ‘Downhill Skiing or Snowboarding with Lift Access’ and ‘Crosscountry Skiing’ winter activities.
- Other Crown Land was often used for ‘Snowmobiling’ (85%) and ‘Backcountry Downhill Skiing or Snowboarding (or touring)’ (59%) winter activities.
- Interestingly, 18% of people who had gone ‘Downhill Skiing or Snowboarding with Lift Access’ in the past twelve months noted that they did so on, at, or accessed through a BC Recreation Site or Trail. This suggests that respondents may not have a full understanding of BC Recreation Sites and Trails, and therefore may have misrepresented this response. The majority of respondents who noted this, reside in the Vancouver, Coast & Mountains region. Considering that Mount Seymour, Grouse Mountain and Cypress Mountain are perceived either to be accessed through, or actually be located on, some form of Crown land, this may be a source of confusion.

<table>
<thead>
<tr>
<th>Winter Activities</th>
<th>Proportion of Respondents to Participate (n=744)</th>
<th>Sample Size (n=)</th>
<th>National, Provincial or Regional Parks in BC</th>
<th>Other Crown Land</th>
<th>BC Recreation Site or Trail</th>
<th>On Private Land</th>
<th>Don't Know/Remember</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crosscountry Skiing</td>
<td>16%</td>
<td>116</td>
<td>40%</td>
<td>41%</td>
<td>42%</td>
<td>44%</td>
<td>---</td>
</tr>
<tr>
<td>Snowmobiling</td>
<td>10%</td>
<td>74</td>
<td>12%</td>
<td>85%</td>
<td>39%</td>
<td>50%</td>
<td>---</td>
</tr>
<tr>
<td>Snowshoeing</td>
<td>24%</td>
<td>177</td>
<td>50%</td>
<td>41%</td>
<td>38%</td>
<td>32%</td>
<td>---</td>
</tr>
<tr>
<td>Backcountry Downhill Skiing or Snowboarding (or touring)</td>
<td>6%</td>
<td>44</td>
<td>50%</td>
<td>59%</td>
<td>36%</td>
<td>16%</td>
<td>---</td>
</tr>
<tr>
<td>Heli-Skiing or Snowboarding</td>
<td>1%</td>
<td>5</td>
<td>60%</td>
<td>40%</td>
<td>20%</td>
<td>20%</td>
<td>---</td>
</tr>
<tr>
<td>Downhill Skiing or Snowboarding with Lift Access</td>
<td>31%</td>
<td>230</td>
<td>36%</td>
<td>11%</td>
<td>18%</td>
<td>48%</td>
<td>8%</td>
</tr>
<tr>
<td>Cat Skiing or Snowboarding</td>
<td>0%</td>
<td>3</td>
<td>33%</td>
<td>67%</td>
<td>0%</td>
<td>0%</td>
<td>---</td>
</tr>
</tbody>
</table>
### Phase 2: Follow-up Results - General

**Activities by Land Type (Public Land Users ONLY)**

- With the exception of ‘Mountain Biking on Trails with No Lift Access,’ the most popular land-based activities done on, at, or accessed by National, Provincial or Regional Parks in BC are: ‘Hiking on a Day Trip,’ ‘Other Nature Viewing or Scenic Photography,’ and ‘Vehicle Access Camping in an RV or Motorhome.’

<table>
<thead>
<tr>
<th>Land-Based Activities</th>
<th>Proportion of Respondents to Participate (n=824)</th>
<th>Sample Size (n=)</th>
<th>National, Provincial or Regional Parks in BC</th>
<th>BC Recreation Site or Trail</th>
<th>Other Crown Land</th>
<th>On Private Land</th>
<th>Don't Know/Remember</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hiking on a Day Trip</td>
<td>79%</td>
<td>653</td>
<td>67%</td>
<td>58%</td>
<td>42%</td>
<td>19%</td>
<td>2%</td>
</tr>
<tr>
<td>Other Nature Viewing or Scenic Photography</td>
<td>48%</td>
<td>397</td>
<td>73%</td>
<td>57%</td>
<td>53%</td>
<td>43%</td>
<td>2%</td>
</tr>
<tr>
<td>Mountain Biking on Trails with No Lift Access</td>
<td>21%</td>
<td>170</td>
<td>45%</td>
<td>51%</td>
<td>57%</td>
<td>27%</td>
<td>2%</td>
</tr>
<tr>
<td>Vehicle Access Camping in an RV or Motorhome</td>
<td>27%</td>
<td>221</td>
<td>65%</td>
<td>50%</td>
<td>28%</td>
<td>43%</td>
<td>1%</td>
</tr>
<tr>
<td>Bird Watching</td>
<td>32%</td>
<td>256</td>
<td>61%</td>
<td>45%</td>
<td>54%</td>
<td>50%</td>
<td>1%</td>
</tr>
<tr>
<td>Vehicle Access Camping in a Tent</td>
<td>36%</td>
<td>292</td>
<td>70%</td>
<td>42%</td>
<td>24%</td>
<td>24%</td>
<td>1%</td>
</tr>
<tr>
<td>Orienteering or Geo-Caching</td>
<td>8%</td>
<td>69</td>
<td>36%</td>
<td>41%</td>
<td>70%</td>
<td>29%</td>
<td>4%</td>
</tr>
<tr>
<td>Bear Watching</td>
<td>12%</td>
<td>101</td>
<td>46%</td>
<td>35%</td>
<td>56%</td>
<td>44%</td>
<td>1%</td>
</tr>
<tr>
<td>Hiking on a Multi-Day Backcountry Trip</td>
<td>10%</td>
<td>81</td>
<td>75%</td>
<td>33%</td>
<td>32%</td>
<td>9%</td>
<td>0%</td>
</tr>
<tr>
<td>Road Biking or Cycling</td>
<td>42%</td>
<td>331</td>
<td>31%</td>
<td>33%</td>
<td>47%</td>
<td>20%</td>
<td>9%</td>
</tr>
<tr>
<td>ATV-ing</td>
<td>14%</td>
<td>117</td>
<td>10%</td>
<td>30%</td>
<td>72%</td>
<td>50%</td>
<td>2%</td>
</tr>
<tr>
<td>Caving</td>
<td>5%</td>
<td>43</td>
<td>42%</td>
<td>28%</td>
<td>35%</td>
<td>14%</td>
<td>7%</td>
</tr>
<tr>
<td>4-Wheel Driving</td>
<td>17%</td>
<td>134</td>
<td>19%</td>
<td>28%</td>
<td>78%</td>
<td>34%</td>
<td>3%</td>
</tr>
<tr>
<td>Dirt Biking</td>
<td>6%</td>
<td>46</td>
<td>4%</td>
<td>26%</td>
<td>80%</td>
<td>41%</td>
<td>2%</td>
</tr>
<tr>
<td>Non-Vehicle Access Camping in a Tent, Cabin or Hut</td>
<td>15%</td>
<td>123</td>
<td>46%</td>
<td>26%</td>
<td>39%</td>
<td>30%</td>
<td>2%</td>
</tr>
<tr>
<td>Rock or Mountain Climbing</td>
<td>7%</td>
<td>60</td>
<td>52%</td>
<td>25%</td>
<td>47%</td>
<td>13%</td>
<td>5%</td>
</tr>
<tr>
<td>Mountain Biking in a Bike Park with Lift Access</td>
<td>3%</td>
<td>21</td>
<td>38%</td>
<td>24%</td>
<td>33%</td>
<td>38%</td>
<td>10%</td>
</tr>
<tr>
<td>Zip-Lining or Bungy Jumping</td>
<td>6%</td>
<td>50</td>
<td>16%</td>
<td>20%</td>
<td>10%</td>
<td>54%</td>
<td>14%</td>
</tr>
<tr>
<td>Horseback Riding</td>
<td>12%</td>
<td>97</td>
<td>18%</td>
<td>19%</td>
<td>40%</td>
<td>69%</td>
<td>0%</td>
</tr>
<tr>
<td>Hunting</td>
<td>12%</td>
<td>96</td>
<td>9%</td>
<td>17%</td>
<td>90%</td>
<td>40%</td>
<td>2%</td>
</tr>
<tr>
<td>Heli-Hiking</td>
<td>0%</td>
<td>2</td>
<td>0%</td>
<td>0%</td>
<td>50%</td>
<td>50%</td>
<td>0%</td>
</tr>
</tbody>
</table>
Phase 2: Follow-up Results - General

Activities by Land Type (Public Land Users ONLY)

• Nearly three quarters of those who had participated in freshwater-based activity to be done on, at, or accessed by National, Provincial or Regional Parks participated in ‘Beach Activities, including picnicking, at a River or Lake’ (72%). Other activities included ‘Swimming in a Lake or River’ (66%), ‘Canoeing on a Lake or River’ (45%), and ‘Snorkeling or Scuba Diving in a Lake’ (50%).

• Over one third of those who had participated in freshwater-based activity on, at, or accessed by Other Crown Land participated in ‘Freshwater Fishing’ (57%), ‘Snorkeling or Scuba Diving in a Lake’ (55%), ‘Whitewater Rafting’ (54%), ‘Flatwater Kayaking on a Lake or River’ (51%), ‘Motorized Boating (not including houseboating) on a Lake or River’, (50%), and ‘Wind Surfing or Kite Surfing on a Lake’ (50%) rounded up the top five freshwater-based activities done on, at, or accessed by Other Crown Land.

<table>
<thead>
<tr>
<th>Freshwater-Based Activities</th>
<th>Proportion of Respondents to Participate (n=804)</th>
<th>Sample Size (n=)</th>
<th>National, Provincial or Regional Parks in BC</th>
<th>BC Recreation Site or Trail</th>
<th>Other Crown Land</th>
<th>On Private Land</th>
<th>Don't Know/Remember</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beach Activities, Including Picnicking, at a River or Lake</td>
<td>73%</td>
<td>577</td>
<td>72%</td>
<td>51%</td>
<td>37%</td>
<td>22%</td>
<td>---</td>
</tr>
<tr>
<td>Swimming in a Lake or River</td>
<td>69%</td>
<td>549</td>
<td>66%</td>
<td>47%</td>
<td>37%</td>
<td>25%</td>
<td>---</td>
</tr>
<tr>
<td>Jet Skiing on a Lake or River</td>
<td>4%</td>
<td>28</td>
<td>39%</td>
<td>46%</td>
<td>46%</td>
<td>18%</td>
<td>0%</td>
</tr>
<tr>
<td>Freshwater Fishing</td>
<td>35%</td>
<td>276</td>
<td>43%</td>
<td>45%</td>
<td>57%</td>
<td>22%</td>
<td>5%</td>
</tr>
<tr>
<td>Canoeing on a Lake or River</td>
<td>26%</td>
<td>207</td>
<td>51%</td>
<td>45%</td>
<td>48%</td>
<td>19%</td>
<td>---</td>
</tr>
<tr>
<td>Flatwater Kayaking on a Lake or River</td>
<td>13%</td>
<td>105</td>
<td>48%</td>
<td>42%</td>
<td>51%</td>
<td>23%</td>
<td>---</td>
</tr>
<tr>
<td>Snorkeling or Scuba Diving in a Lake</td>
<td>7%</td>
<td>58</td>
<td>50%</td>
<td>40%</td>
<td>55%</td>
<td>22%</td>
<td>3%</td>
</tr>
<tr>
<td>Motorized Boating (not including houseboating) on a Lake or River</td>
<td>31%</td>
<td>244</td>
<td>46%</td>
<td>40%</td>
<td>50%</td>
<td>25%</td>
<td>1%</td>
</tr>
<tr>
<td>Wind Surfing or Kite Surfing on a Lake</td>
<td>1%</td>
<td>8</td>
<td>13%</td>
<td>38%</td>
<td>50%</td>
<td>50%</td>
<td>0%</td>
</tr>
<tr>
<td>Waterskiing or Wake Boarding on a Lake or River</td>
<td>12%</td>
<td>95</td>
<td>39%</td>
<td>34%</td>
<td>51%</td>
<td>23%</td>
<td>1%</td>
</tr>
<tr>
<td>Visiting Non-Resort Based Hot Springs</td>
<td>12%</td>
<td>97</td>
<td>45%</td>
<td>31%</td>
<td>36%</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>Sailing on a Lake</td>
<td>5%</td>
<td>37</td>
<td>43%</td>
<td>30%</td>
<td>43%</td>
<td>24%</td>
<td>0%</td>
</tr>
<tr>
<td>Whitewater Rafting</td>
<td>3%</td>
<td>26</td>
<td>39%</td>
<td>23%</td>
<td>54%</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Houseboating</td>
<td>2%</td>
<td>13</td>
<td>39%</td>
<td>23%</td>
<td>31%</td>
<td>31%</td>
<td>0%</td>
</tr>
</tbody>
</table>
Phase 2: Follow-up Results - General

Activities by Land Type (Public Land Users ONLY)

- As shown in the table below, the most common marine-based activity to be done on, at, or accessed by National, Provincial or Regional Parks in BC is ‘Waterskiing or Wake Boarding on the Ocean’ (71%). However, this activity has a very low incidence, with only seven respondents indicating that they had participated in this marine-based activity in the past 12 months. ‘Oceanside Beach Activities, Including Picnicking’ (65%), ‘Surfing or Paddleboarding’ (68%), ‘Ocean/Sea Kayaking’ (57%) and ‘Swimming in the Ocean’ (55%) made up the top five marine-based activities done on, at, or accessed by a National, Provincial or Regional Parks in BC.

<table>
<thead>
<tr>
<th>Marine-Based Activities (saltwater/ocean)</th>
<th>Proportion of Respondents to Participate (n=752)</th>
<th>Sample Size (n=)</th>
<th>National, Provincial or Regional Parks in British Columbia</th>
<th>BC Recreation Site or Trail</th>
<th>Other Crown Land</th>
<th>On Private Land</th>
<th>Don't Know/Remember</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oceanside Beach Activities, Including Picnicking</td>
<td>60%</td>
<td>442</td>
<td>65%</td>
<td>37%</td>
<td>34%</td>
<td>20%</td>
<td>6%</td>
</tr>
<tr>
<td>Surfing or Paddleboarding</td>
<td>4%</td>
<td>25</td>
<td>68%</td>
<td>32%</td>
<td>36%</td>
<td>24%</td>
<td>0%</td>
</tr>
<tr>
<td>Swimming in the Ocean</td>
<td>39%</td>
<td>287</td>
<td>55%</td>
<td>29%</td>
<td>35%</td>
<td>23%</td>
<td>7%</td>
</tr>
<tr>
<td>Snorkeling or Scuba Diving in the Ocean</td>
<td>7%</td>
<td>53</td>
<td>45%</td>
<td>23%</td>
<td>49%</td>
<td>28%</td>
<td>11%</td>
</tr>
<tr>
<td>Motorized Boating on the Ocean</td>
<td>21%</td>
<td>149</td>
<td>38%</td>
<td>22%</td>
<td>51%</td>
<td>22%</td>
<td>5%</td>
</tr>
<tr>
<td>Saltwater Fishing</td>
<td>22%</td>
<td>156</td>
<td>32%</td>
<td>20%</td>
<td>50%</td>
<td>21%</td>
<td>13%</td>
</tr>
<tr>
<td>Canoeing on the Ocean</td>
<td>5%</td>
<td>40</td>
<td>43%</td>
<td>20%</td>
<td>53%</td>
<td>38%</td>
<td>13%</td>
</tr>
<tr>
<td>Ocean/Sea Kayaking</td>
<td>13%</td>
<td>97</td>
<td>57%</td>
<td>18%</td>
<td>43%</td>
<td>19%</td>
<td>8%</td>
</tr>
<tr>
<td>Whale Watching or Other Marine-Based Wildlife Watching</td>
<td>20%</td>
<td>142</td>
<td>39%</td>
<td>16%</td>
<td>42%</td>
<td>18%</td>
<td>17%</td>
</tr>
<tr>
<td>Sailing on the Ocean</td>
<td>11%</td>
<td>76</td>
<td>32%</td>
<td>16%</td>
<td>36%</td>
<td>18%</td>
<td>22%</td>
</tr>
<tr>
<td>Waterskiing or Wake Boarding on the Ocean</td>
<td>1%</td>
<td>7</td>
<td>71%</td>
<td>14%</td>
<td>29%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Wind Surfing or Kite Surfing on the Ocean</td>
<td>0%</td>
<td>3</td>
<td>0%</td>
<td>0%</td>
<td>67%</td>
<td>0%</td>
<td>33%</td>
</tr>
<tr>
<td>Jet Skiing on the Ocean</td>
<td>0%</td>
<td>2</td>
<td>50%</td>
<td>0%</td>
<td>50%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>
Phase 2: Follow-up Results - General

Changes in Outdoor Activities

- Overall, nearly four in ten (38%) respondents plan on starting new outdoor recreational activity in the next twelve months. A significantly higher proportion of Public Land Users (40%) indicate that they will be starting a new activity.

- Although some respondents plan on taking up new activities, very few plan on stopping current activities in the next twelve months. In fact, only 3% of respondents suggested that they were discontinuing any activities. The main reasons respondents indicated they intend to stop any activities are predominantly health-related, although cost is an issue for some.

- The most common activities that respondents plan on starting in the next twelve months are ‘Hiking’ (21%), ‘Camping/Tenting/RVing’ (19%) and ‘Canoeing/Kayaking’ (14%).

**Changes in Outdoor Activities**

- Plan to start new outdoor recreational activity
  - Total: 38%  
  - Public: 40%

- Plan to stop current outdoor recreational activity
  - Total: 3%  
  - Public: 3%
  - Non-Public: 4%

*Note: Significant differences are noted in bold shading. Significance testing for proportions was conducted using a z-test at a .05 significance level.*

**Q9B (public)/Q19b (non-public). What activities do you plan on starting in the next 12 months?**

(Multiple Response)

- Hiking: 21%
- Camping/Tenting/RVing: 19%
- Canoeing/Kayaking: 14%
- Fishing: 12%
- Skiing/Snowboarding: 10%
- Cross-Country Skiing: 8%
- Road Biking/Cycling: 8%
- Walking/Running: 8%
- Snowshoeing: 6%
- Sailing/Boating: 5%

*Base= All respondents who indicated they plan on starting a new outdoor recreational activity in the next 12 months, n=359.*
Phase 2: Follow-up Results - General

Motivations for Outdoor Recreational Activities

- The primary motivators for outdoor recreation participation are ‘to spend quality time with family and friends,’ ‘to be closer to/experience the natural environment,’ and ‘to rest, relax and recuperate.’

- Achieving spiritual fulfillment is rated as ‘not important at all’ by 21% of respondents, suggesting that this is not a primary motivator for most outdoor recreational activities. The importance of these factors does vary by type of land user. These differences are detailed in the next slide.

Q13. People do outdoor recreation activities for a number of reasons. For your favorite activity, how important are the following reason when participating in that activity? (Total of Public and Non-Public)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Very Important</th>
<th>Neither</th>
<th>Not at All Important</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>To spend quality time with family and friends</td>
<td>56%</td>
<td>29%</td>
<td>10%</td>
<td>4.33</td>
</tr>
<tr>
<td>To be closer to/experience the natural environment</td>
<td>53%</td>
<td>30%</td>
<td>10%</td>
<td>4.27</td>
</tr>
<tr>
<td>To rest, relax and recuperate</td>
<td>53%</td>
<td>31%</td>
<td>10%</td>
<td>4.25</td>
</tr>
<tr>
<td>To keep fit and healthy</td>
<td>47%</td>
<td>37%</td>
<td>10%</td>
<td>4.23</td>
</tr>
<tr>
<td>To escape the daily routine</td>
<td>47%</td>
<td>32%</td>
<td>12%</td>
<td>4.11</td>
</tr>
<tr>
<td>To get away from crowded situations</td>
<td>45%</td>
<td>29%</td>
<td>14%</td>
<td>4.01</td>
</tr>
<tr>
<td>To experience challenge and excitement</td>
<td>32%</td>
<td>34%</td>
<td>21%</td>
<td>3.77</td>
</tr>
<tr>
<td>To learn new things</td>
<td>24%</td>
<td>38%</td>
<td>23%</td>
<td>3.67</td>
</tr>
<tr>
<td>To achieve spiritual fulfillment</td>
<td>21%</td>
<td>24%</td>
<td>23%</td>
<td>3.13</td>
</tr>
</tbody>
</table>

Base=All mailback/follow-up respondents; Total n=914-958.
Phase 2: Follow-up Results - General

Motivations for Outdoor Recreational Activities, continued

- Public land users are significantly more likely to rate being ‘...closer to/experience the natural environment’ as an important factor when participating in their favourite outdoor recreation activity. This is also true to ‘...escape the daily routine,’ ‘...get away from crowded situations,’ ‘...experience challenge and excitement’ and ‘...learn new things.’

Q13. People do outdoor recreation activities for a number of reasons. For your favorite activity, how important are the following reason when participating in that activity? (Average on scale of 1 to 5 where 1 is ‘Not at all Important’, 3 is ‘Neither’, a

Base=All mailback/follow-up respondents; Public n=778-816, Non-Public n=136-142. Note: Significant difference are in bold. Significance testing for means was conducted using a t-test at a .05 significance level.
Phase 2: Follow-up Results - General

Planning Sources

- The two most common sources of information when considering a new activity or destination for an activity is word-of-mouth and previous experience. In fact, over eight in ten respondents suggested that they would use these sources.

- BC Parks is also a popular source for this type of information, with half of respondents noting they would reference the BC Parks Map and 41% suggesting they would visit the BC Parks website.

- When asked if they had been to www.sitesandtrailsbc.com, only 6% said that they had; however, in this question, 15% indicated that they would use this as a future information source. This suggests that BC residents will consider using this site but may not have previously, due to low awareness or other reasons. Similarly, 16% suggested that they would use www.HelloBC.com as a future information source.

Q14 (public)/Q24 (non-public). If you were considering a new activity or destination for an activity, what information sources do you think you would use?

(Multiple Response)

- Advice from friends/relatives: 84%
- Past experience: 82%
- BC Parks Map: 50%
- Internet - www.bcparks.ca: 41%
- Visitor guides and brochures: 39%
- Visitor Centres: 39%
- Backroads Mapbook: 35%
- Internet - Tourism websites: 30%
- BC Rec. Site and Trail Brochure: 29%
- Media coverage: 23%
- Advertising: 22%
- Internet - www.HelloBC.com: 16%
- Internet- www.sitesandtrailsbc.com: 15%
- Global Positioning System (GPS): 14%
- Internet - Other Internet sites: 13%
- Internet - An activity-based website: 12%
- Internet - Travellers' commentary sites: 11%
- Travel agents, airlines, tour operators, other: 9%
- 1-800-HelloBC: 4%
- Other (Please specify): 8%

Base= All respondents, n=970.
Demographics
Demographics

Tourism Region

• As described in the methodology section, the telephone component of this research was conducted to be representative of the population in the province by tourism region, age and gender. Based on this, along with some over/under sampling, the raw responses included 59% from Vancouver, Coast & Mountains, 18% from Vancouver Island, 12% from Thompson Okanagan, and less than 10% for each of the remaining three tourism regions.

• The follow-up phase of this research was based on initial agreement for a follow-up as well as completion of the follow-up. Because of this approach, the distribution of respondents by demographics could not be controlled. That being said, responses were similar to the telephone component, with a slight under-representation from Vancouver, Coast & Mountains (52% versus 59% in the telephone).

• Within the follow-up survey, Public Land Users and Non-Public Land Users did not vary significantly in terms of origin. The exception was the Cariboo Chilcotin Coast, where Non-Public Land Users had a significantly higher proportion of respondents from this region, compared to Public Land Users.

<table>
<thead>
<tr>
<th>Tourism Region</th>
<th>Phase 1: Telephone (n=3,928)</th>
<th>Phase 2: Follow-up</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Public Land Users (n=860)</td>
</tr>
<tr>
<td>Kootenay Rockies</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>Thompson Okanagan</td>
<td>12%</td>
<td>14%</td>
</tr>
<tr>
<td>Cariboo Chilcotin Coast</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Vancouver Coast &amp; Mountains</td>
<td>59%</td>
<td>51%</td>
</tr>
<tr>
<td>Vancouver Island</td>
<td>18%</td>
<td>22%</td>
</tr>
<tr>
<td>Northern BC</td>
<td>6%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Base=All respondents.
Note: Phase 1 data is weighted. Significant differences are noted with bolding. Significance testing for proportions was conducted using a z-test at a .05 significance level.
Demographics

Education

- Due to standardization of categories in follow-up research, the education categories for Phase 1 and Phase 2 differ slightly, making them non-comparable.
- Nearly half of Phase 1 respondents (45%) had at least a college or university degree. In contrast, 26% had an education level of high school or less.
- Nearly two-thirds of Phase 2 respondents (64%) had a diploma or degree at some level. Comparatively, a smaller proportion had an educational level of high school or less (only 19%). However, Non-Public Land Users were significantly more likely than their Public Land User counterparts to report high school as their highest education level, and significantly less likely to have a college or technical diploma.

<table>
<thead>
<tr>
<th>Educational Level</th>
<th>Phase 1: Telephone (n=3,928)</th>
<th>Phase 2: Follow-up</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Public Land Users (n=813)</td>
</tr>
<tr>
<td>Less than high school</td>
<td>5%</td>
<td>1%</td>
</tr>
<tr>
<td>High school</td>
<td>21%</td>
<td>15%</td>
</tr>
<tr>
<td>Vocational or trade school equivalent</td>
<td>8%</td>
<td>18%</td>
</tr>
<tr>
<td>Some college or university</td>
<td>20%</td>
<td>18%</td>
</tr>
<tr>
<td>College or university graduate</td>
<td>30%</td>
<td>28%</td>
</tr>
<tr>
<td>Some graduate work</td>
<td>2%</td>
<td>24%</td>
</tr>
<tr>
<td>Completed graduate degree</td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Base=All respondents.
Note: Phase 1 data is weighted. Significant difference are noted with bolding. Significance testing for proportions was conducted using a z-test at a .05 significance level.
### Income

- Annual Household Income reported in Phase 1 is distributed across income categories, with the largest proportion, 19%, earning from $65,000 to under $100,000.
  - While 19% of respondents preferred not to answer this question, this is a relatively standard refusal rate for income questions for general population studies.
- Phase 2 overall had a very similar income distribution; however, there were significant differences between Public Land Users and Non-Public Land Users. Public Land Users are more likely to have an annual household income of $65,000 to under $150,000, compared to Non-Public Land Users, who are more likely to earn less than $25,000. This may suggest phase-of-life differences between these groups or that Public Land Users tend to be more highly educated, which presumably leads to having higher income jobs.

<table>
<thead>
<tr>
<th>Annual Household Income</th>
<th>Phase 1: Telephone (n=3,928)</th>
<th>Phase 2: Follow-up</th>
<th>Phase 2: Follow-up TOTAL (n=958)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $25,000</td>
<td>8%</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>$25,000 To $49,999</td>
<td>18%</td>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td>$50,000 To $64,999</td>
<td>12%</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>$65,000 To $99,999</td>
<td>19%</td>
<td>23%</td>
<td>22%</td>
</tr>
<tr>
<td>$100,000 To $149,999</td>
<td>13%</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>$150,000 Or more</td>
<td>6%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>I Prefer not to answer this question</td>
<td>19%</td>
<td>17%</td>
<td>18%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>5%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Base=All respondents.  
Note: Phase 1 data is weighted. Significant differences are noted with **bolding. Significance testing for proportions was conducted using a z-test at a .05 significance level.**
Demographics

Age and Gender

- While not significantly different, age proportions from Phase 1 to Phase 2 indicate a slightly older population in Phase 2 overall.
- Non-Public Land Users are more likely to be over the age of 55 years old. Combined with their tendency to have lower household incomes, Non-Public Land Users may have a higher proportion of senior citizens than Public Land Users. This is reinforced with the high proportion of Non-Public Land Users noting health restrictions as reasons for not participating in activities on publicly managed land.
- Gender distribution was consistent throughout the Phases of this research study, with proportions within a percentage point of each other from Phase 1 to Phase 2: 48% to 47% male respondents and 52% to 53% female respondents.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Phase 1: Telephone (n=3,928)</th>
<th>Phase 2: Follow-up</th>
<th>Phase 2: Follow-up TOTAL (n=958)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>48%</td>
<td>47%</td>
<td>47%</td>
</tr>
<tr>
<td>Female</td>
<td>52%</td>
<td>53%</td>
<td>53%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>Phase 1: Telephone (n=3,928)</th>
<th>Phase 2: Follow-up</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>27%</td>
<td>20%</td>
</tr>
<tr>
<td>35-54</td>
<td>39%</td>
<td>43%</td>
</tr>
<tr>
<td>55+</td>
<td>34%</td>
<td>36%</td>
</tr>
</tbody>
</table>

Base=All respondents.
Note: Phase 1 data is weighted. Significant difference are noted with bolding. Significance testing for proportions was conducted using a z-test at a .05 significance level.
Summary and Conclusions
Summary and Conclusions

Participation in Outdoor Recreational Activities

- **Nearly all British Columbia residents partake in outdoor recreational activities each year.** Overall, hiking on day trips is the most popular activity, followed by beach activities and swimming.

- **Health and age-related issues are the main reasons for non-participation.** Only 9% of residents have not partaken in outdoor recreational activities in the past twelve months – the primary reasons being health/age-related, as well as not having enough time. Only 1% of those who do not participate in these activities noted an issue or concern with facilities as a contributing factor. Those who do not participate in outdoor recreational activities are disproportionately older, with 61% being 55 years old or older.

Use of Publicly Managed Land in British Columbia

- **Most BC residents who have participated in outdoor recreation have done so on publicly managed land.** In fact, 77% of outdoor recreation participants have done so on publicly managed land in British Columbia in the past twelve months.

- **Residents in the Kootenay Rockies and Vancouver Island are most likely to use publicly managed land to partake in their outdoor recreational activities.** In fact, 89% of outdoor recreation participants in the Kootenay Rockies use publicly managed land. Vancouver Island residents are the next most likely to use this type of land, with 80% reporting having done so in the past year.

- **People who participate in over five activities are more likely to use publicly managed land.** On average, Public Land Users partake in 9.2 outdoor recreational activities, compared to Non-Public Land Users, who average 4.8 activities.

Outdoor Recreational Activity Characteristics

- **Outdoor recreational activities are important to participants.** Nearly nine in ten (85%) outdoor recreation participants report that these activities are ‘important’ or ‘very important’ compared to other interests. Those who use publicly managed land for these activities are more likely than their Non-Public Land User counterparts to rate these activities as ‘very important’ (62% versus 36%).
Summary and Conclusions

- **Public Land Users participate in outdoor recreational activities more often.** In the past year, Public Land Users are more likely to participate in these activities at least once a week (41% compared with 27% of Non-Public Land Users), while Non-Public Land Users are more likely to participate only several times a year (19% compared with 11% of Public Land Users). This suggests that public land use is more popular among avid outdoor recreational enthusiasts.

- **Non-Public Land Users (in past year) are less likely to travel outside their community to participate in outdoor activities.** Although Public Land Users are more likely to travel outside their community, and thus have economic impact outside their community, it is important to note that half of all outdoor recreation participants ‘occasionally’ travel outside their community to participate in these activities. The implication is that there are economic benefits being shared across communities, as well as tourism opportunities in the form of marketing and encouraging out-of-community travel for these activities.

- **Generally people like to participate in these activities with immediate family or friends.** Over half (55%) report that they most often participate with their immediate family. Those respondents who have not been to a BC Recreational Site or Trail in the past 5 years are more likely to partake in these activities alone, while Recreation Site Users (in past year) are more likely to participate with friends.

Changes in Outdoor Recreational Activities

- **Public Land Users (in past year) are more likely to plan on starting more outdoor recreational activities in the next year.** Overall, 38% of respondents say they will be starting a new activity in the next 12 months; however, 40% of Public Land Users plan on starting another activity, compared to only 30% of Non-Public Land Users.

- **Only a small portion of respondents plan on stopping outdoor recreational activity and are doing so mainly because of health reasons.** Only 3% of respondents are planning on stopping or doing any activity less in the next year – mainly skiing, hiking and sailing – with 55% noting health or age issues as the main reason.
Motivations for Outdoor Recreational Activities

The motivating factors for participation in outdoor recreational activities are spending quality time with family and friends, being closer to/experiencing the natural environment, and resting, relaxing and recuperating. BC Recreation Site and Trail Users are more motivated by these factors than their Non-Recreation Site and Trail User counterparts. Interestingly, they also place a higher importance on escaping the daily routine, experiencing challenge/excitement, and learning new things. This bodes well for the incorporation or expansion of interpretative programs at BC Recreation Site and Trails.

Planning Outdoor Recreational Activities

Word of mouth, past experience and the BC Parks map are the most common information sources respondents would use to plan an outdoor recreation outing. BC Recreation Sites and Trails brochure or rack card was noted by 29% of respondents, with a significantly higher proportion of Recreation Site and Trail Users compared to those who have not been to a BC Recreation Site or Trail in the past five years (33% versus 18%). 15% of respondents noted that they would use www.sitesandtrailsbc.com. It is interesting to note that, although the most popular information sources were universal between groups, respondents who hadn’t been to a BC Recreation Site or Trail in the past five years are more likely to use media coverage and advertising (on TV, Magazines and newspaper). This suggests that when targeting this group, these media should be incorporated into the campaign.
Appendices
Detailed Methodology
The Research, Planning and Evaluation Branch of the Ministry of Jobs, Tourism, and Skills Training (formerly Research and Planning, Tourism British Columbia) commissioned NRG Research Group to complete this two-stage study. Liddie Sorensen-Lawrence was the lead consultant on this project. NRG Research Group worked closely with the Research, Planning and Evaluation Branch to modify the questionnaires, source the sample, field the telephone questionnaire (Phase 1), weight the data, administer the follow-up questionnaire online and by mail (Phase 2), analyze the results and produce a report.

The Research, Planning and Evaluation Branch, in coordination with its partner, the Recreation Sites and Trails Branch, and NRG Research Group, designed the survey instruments (telephone and follow-up questionnaires). The Research, Planning and Evaluation Branch was closely involved in all aspects of the project including study design, data cleaning and coding, weighting, and analysis.

The project commenced in October 2009 with the Phase 1: Telephone Survey fielded between November 17th, 2009 and December 8th, 2009. Phase 2: Follow-up Survey was launched in December 2009 (initial mailing was December 11th, 2009 with reminder postcards being sent on December 17th, 2009 and December 28th, 2009), with responses accepted until the end of January 2010.

Phase 1: Telephone Survey: The survey was conducted among residents of British Columbia using a random digital dial (RDD) sample source that was proportionate to the population of the six tourism regions in the Province. To qualify for the complete survey, respondents had to be 18 years or older.

Phase 2: Follow-up Survey: If a telephone survey respondent participated in outdoor recreation activities, he/she was asked to participate in a follow-up survey. If the respondent agreed to follow-up, he/she was given a choice to participate by mail or email.
Appendix 1 – Detailed Methodology

The BC Resident Outdoor Recreation Study used a two-stage approach. Phase 1 consisted of a telephone survey/recruit of BC residents, while Phase 2 consisted of a follow-up survey of those recruited in Phase 1 and was administered by mail or online (participant preference). The survey instruments, available in Appendices 2 and 3, were developed by the Ministry and NRG Research Group with input from the team at Recreation Sites and Trails BC. The stages are described below and detailed in the included figure.

**Phase 1: Telephone Survey**

The initial telephone survey length was approximately 8 minutes and collected demographics and key outdoor recreation activity participation. In addition, the survey captured if respondents had participated in an outdoor recreation activity on publicly managed land such as BC Parks, BC Recreation Sites and Trails or other Crown land. Respondents who had participated in one of the mentioned outdoor recreation activities were then asked to agree to a follow-up survey via email or mail (their preference).

**Phase 2: Follow-up Survey**

There were two versions of the follow-up survey: Public Land Users and Non-Public Land Users. This grouping was determined by the response given in the telephone survey. These surveys focused on land use by activity, activity motivations, Recreation Sites and Trails use, trip planning and demographics.
Incentives

Incentives were used to help boost response rates and agreement to the follow-up survey. During the invitation to participate in the follow-up survey, an incentive to win one of ten subscriptions to British Columbia Magazine was offered. Also, if the respondent completed the follow-up survey, he/she was entered into a draw to win a digital camera and one of three backpacks.

Definitions

Outdoor Recreation is outdoor activities that take place in a natural setting, as opposed to a highly cultivated or managed landscape such as a playing field (e.g. soccer, football, baseball etc.) or golf course.

Publicly Managed Land in British Columbia is land managed by the federal, provincial or municipal government. Examples include federal parks, BC Parks, BC Recreation Sites and Trails or other Crown land.

Designated parks offer outdoor activities in natural settings that are managed by the federal, provincial or regional governments.

BC Recreation Sites and Trails are public campgrounds and trails located on Crown land outside of parks and settled areas and have been made available for recreational use and include campgrounds, trails, and day use areas. There are more than 1200 recreation sites in the province. Recreation sites and trails were formerly known as Forest Service Recreation Sites and Trails.

Other Crown Land is British Columbia land outside of parks and Recreation Sites and Trails that outdoor recreation activities can occur on.

Private Land is land under the control of an individual or group and not owned by government (municipal, regional, provincial or federal).
Appendix 1 – Detailed Methodology

Data Collection – Phase 1: Telephone Survey
NRG Research Group conducted telephone interviews for the *Outdoor Recreation Study* between November 17th and December 8th, 2009 with 3,928 residents across British Columbia.

The cooperation rate (those that agreed to complete the telephone survey) averaged 54%, with the Cariboo Chilcotin Coast showing the highest cooperation rate (71%) among the regions.

Of the 3,928 completes, 93% (3,643) were eligible for Phase 2, as they had participated in at least one of the mentioned outdoor recreational activities. Of these, 54% agreed to the follow-up survey (Phase 2). This agreement rate ranged from a low of 51% in Vancouver, Coast & Mountains to a high of 68% in Kootenay Rockies. The majority of those who agreed to Phase 2 opted to be contacted via email (63% or 1,236).

The table below summarizes completes and response rates by region.

<table>
<thead>
<tr>
<th>Region</th>
<th>Population Represented*</th>
<th>Sample</th>
<th>Completes</th>
<th>Cooperation Rate**</th>
<th>Eligible for Follow-up</th>
<th>Agreed to Follow-up</th>
<th>Follow-up Agreement Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kootenay Rockies</td>
<td>115,345</td>
<td>531</td>
<td>141</td>
<td>61%</td>
<td>140</td>
<td>95</td>
<td>68%</td>
</tr>
<tr>
<td>Thompson Okanagan</td>
<td>389,865</td>
<td>2,496</td>
<td>475</td>
<td>57%</td>
<td>448</td>
<td>254</td>
<td>57%</td>
</tr>
<tr>
<td>Cariboo Chilcotin Coast</td>
<td>50,260</td>
<td>347</td>
<td>61</td>
<td>71%</td>
<td>59</td>
<td>36</td>
<td>61%</td>
</tr>
<tr>
<td>Vancouver, Coast &amp; Mountains</td>
<td>1,949,350</td>
<td>15,566</td>
<td>2,329</td>
<td>52%</td>
<td>2,132</td>
<td>1,094</td>
<td>51%</td>
</tr>
<tr>
<td>Vancouver Island</td>
<td>571,460</td>
<td>3,009</td>
<td>694</td>
<td>55%</td>
<td>650</td>
<td>367</td>
<td>56%</td>
</tr>
<tr>
<td>Northern BC</td>
<td>188,705</td>
<td>691</td>
<td>228</td>
<td>59%</td>
<td>214</td>
<td>127</td>
<td>59%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>3,264,985</strong></td>
<td><strong>22,640</strong></td>
<td><strong>3,928</strong></td>
<td><strong>54%</strong></td>
<td><strong>3,643</strong></td>
<td><strong>1,973</strong></td>
<td><strong>54%</strong></td>
</tr>
</tbody>
</table>

* Population based on Census 2006 data for those 18 years old or older and geo-linked to each tourism region.

** Cooperation rate is calculated using the American Association for Public Opinion Research (AAORP)’s Cooperation Rate 3.
Appendix 1 – Detailed Methodology

Data Collection – Phase 2: Follow-up Survey
Telephone respondents were grouped into two distinct groups for Stage 2 (follow-up): Public Land Users and Non-Public Land Users. As previously mentioned, this determination was based on a respondent’s answer to question 5 in the telephone survey (‘Have you participated in any of these outdoor recreational activities on publicly managed land in British Columbia in the past 12 months?’). The main objective of a distinct Public Land Users survey was to detail what outdoor activities they did on public land and identify what type of public land they used. The project included Non-Public Land Users to gain more insight into whether they had participated in an outdoor recreation activity on public land in the past 5 years, as well as gather information about why they do not use public land for their outdoor recreational activities.

Over 65% of Public Land Users who agreed to Phase 2 wanted to be contacted via email. This compared to only 51% of Non-Public Land Users.

Of the 1,639 Public Land Users who agreed to Phase 2, the survey was completed by 830, representing a 51% response rate. Response rates by method (email or mail) were similar; however, it is important to note that 58 (20%) of the 295 completes who were sent the survey by mail completed the survey online.

Of the 334 Non-Public Land Users who agreed to Phase 2, 158 completed the survey, representing a 47% response rate. The response rate of those who were contacted by email was notably higher than those who were contacted via mail (52% versus 43%). Similar to Public Land Users, 17% of mail responders converted to the online survey.

<table>
<thead>
<tr>
<th>Public Land Users</th>
<th>Email</th>
<th>Mail</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agreed to</td>
<td>1,067</td>
<td>572</td>
<td>1,639</td>
</tr>
<tr>
<td>Completed</td>
<td>535</td>
<td>295</td>
<td>830</td>
</tr>
<tr>
<td>Response Rate</td>
<td>50.1%</td>
<td>51.6%</td>
<td>50.6%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Non-Public Land Users</th>
<th>Email</th>
<th>Mail</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agreed to</td>
<td>169</td>
<td>165</td>
<td>334</td>
</tr>
<tr>
<td>Completed</td>
<td>87</td>
<td>71</td>
<td>158</td>
</tr>
<tr>
<td>Response Rate</td>
<td>51.5%</td>
<td>43.0%</td>
<td>47.3%</td>
</tr>
</tbody>
</table>
Data Analysis
For the purposes of this report, Public Land Users are those who, in Phase 1, said they had participated in at least one mentioned outdoor recreation activity on publicly managed land in British Columbia in the past 12 months. By contrast, Non-Public Land Users are those who said that they had participated in at lease one of the mentioned outdoor recreation activities but had not done so on publicly managed land in British Columbia in the past 12 months.

Descriptive statistics were used to analyze and summarize results of the surveys. Phase 1 (Telephone) results have been analyzed based on tourism region and demographics, with statistical differences being noted. Phase 2 (Follow-up) results have been merged where applicable and compared between Public Land Users and Non-Public Land Users. Similar to results of Phase 1, statistical differences are noted in each question.

Note that detailed tables have been produced for this project and are available upon request.

Weighting – Phase 1
Quota groups were established to ensure representation across age and gender within each region. These quotas had a built-in ability to under- or over-sample by 10% of the original target. This flexibility was used to ensure timelines and budgets were adhered to. As shown on the next page, the under- or over-sample flexibility resulted in raw completes that were slightly disproportionate to the population distribution. For the purposes of Phase 1, raw completes were weighted back to population distribution to ensure accurate results. The tables on the following page detail the census distribution, raw complete distribution and the associated weights that have been applied in the telephone section of this report.

Weighting – Phase 2
Given the nature of Phase 2, these results have not been weighted.
Appendix 1 – Detailed Methodology

Weighting Tables – Phase 1
The following tables detail the census distribution, raw complete distribution and the associated weights that have been applied in the telephone section (Phase 1) of this report.

### Census Population Distribution

<table>
<thead>
<tr>
<th></th>
<th>Men 18-34</th>
<th>Men 35-54</th>
<th>Men 55+</th>
<th>Women 18-34</th>
<th>Women 35-54</th>
<th>Women 55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kootenay Rockies</td>
<td>0.39%</td>
<td>0.69%</td>
<td>0.66%</td>
<td>0.39%</td>
<td>0.71%</td>
<td>0.69%</td>
</tr>
<tr>
<td>Thompson Okanagan</td>
<td>1.30%</td>
<td>2.09%</td>
<td>2.36%</td>
<td>1.30%</td>
<td>2.28%</td>
<td>2.61%</td>
</tr>
<tr>
<td>Cariboo Chilcotin Coast</td>
<td>0.17%</td>
<td>0.31%</td>
<td>0.29%</td>
<td>0.18%</td>
<td>0.32%</td>
<td>0.27%</td>
</tr>
<tr>
<td>Vancouver, Coast &amp; Mountains</td>
<td>8.51%</td>
<td>11.74%</td>
<td>8.54%</td>
<td>8.75%</td>
<td>12.37%</td>
<td>9.80%</td>
</tr>
<tr>
<td>Vancouver Island</td>
<td>1.99%</td>
<td>3.11%</td>
<td>3.27%</td>
<td>2.04%</td>
<td>3.39%</td>
<td>3.71%</td>
</tr>
<tr>
<td>Northern BC</td>
<td>0.86%</td>
<td>1.25%</td>
<td>0.82%</td>
<td>0.85%</td>
<td>1.22%</td>
<td>0.78%</td>
</tr>
</tbody>
</table>

### Raw Survey Completes Distribution

<table>
<thead>
<tr>
<th></th>
<th>Men 18-34</th>
<th>Men 35-54</th>
<th>Men 55+</th>
<th>Women 18-34</th>
<th>Women 35-54</th>
<th>Women 55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kootenay Rockies</td>
<td>0.36%</td>
<td>0.69%</td>
<td>0.71%</td>
<td>0.36%</td>
<td>0.69%</td>
<td>0.79%</td>
</tr>
<tr>
<td>Thompson Okanagan</td>
<td>1.17%</td>
<td>1.99%</td>
<td>2.60%</td>
<td>1.17%</td>
<td>2.32%</td>
<td>2.85%</td>
</tr>
<tr>
<td>Cariboo Chilcotin Coast</td>
<td>0.15%</td>
<td>0.31%</td>
<td>0.31%</td>
<td>0.18%</td>
<td>0.31%</td>
<td>0.31%</td>
</tr>
<tr>
<td>Vancouver, Coast &amp; Mountains</td>
<td>7.69%</td>
<td>11.51%</td>
<td>9.39%</td>
<td>7.87%</td>
<td>12.14%</td>
<td>10.69%</td>
</tr>
<tr>
<td>Vancouver Island</td>
<td>1.78%</td>
<td>3.03%</td>
<td>3.56%</td>
<td>1.86%</td>
<td>3.34%</td>
<td>4.10%</td>
</tr>
<tr>
<td>Northern BC</td>
<td>0.76%</td>
<td>1.25%</td>
<td>0.89%</td>
<td>0.81%</td>
<td>1.22%</td>
<td>0.87%</td>
</tr>
</tbody>
</table>

### Weights

<table>
<thead>
<tr>
<th></th>
<th>Men 18-34</th>
<th>Men 35-54</th>
<th>Men 55+</th>
<th>Women 18-34</th>
<th>Women 35-54</th>
<th>Women 55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kootenay Rockies</td>
<td>1.0978</td>
<td>1.0048</td>
<td>0.9238</td>
<td>1.0836</td>
<td>1.0353</td>
<td>0.8800</td>
</tr>
<tr>
<td>Thompson Okanagan</td>
<td>1.1066</td>
<td>1.0525</td>
<td>0.9106</td>
<td>1.1104</td>
<td>0.9826</td>
<td>0.9167</td>
</tr>
<tr>
<td>Cariboo Chilcotin Coast</td>
<td>1.1259</td>
<td>1.0186</td>
<td>0.9469</td>
<td>0.9857</td>
<td>1.0407</td>
<td>0.8948</td>
</tr>
<tr>
<td>Vancouver, Coast &amp; Mountains</td>
<td>1.1063</td>
<td>1.0201</td>
<td>0.9092</td>
<td>1.1125</td>
<td>1.0184</td>
<td>0.9165</td>
</tr>
<tr>
<td>Vancouver Island</td>
<td>1.1180</td>
<td>1.0249</td>
<td>0.9164</td>
<td>1.0954</td>
<td>1.0162</td>
<td>0.9061</td>
</tr>
<tr>
<td>Northern BC</td>
<td>1.1239</td>
<td>1.0033</td>
<td>0.9216</td>
<td>1.0375</td>
<td>1.0021</td>
<td>0.8996</td>
</tr>
</tbody>
</table>
Appendix 2 – Phase 1: Telephone Questionnaire

Hello, my name is __________. I am calling from NRG Research Group on behalf of Tourism British Columbia and the Ministry of Tourism, Culture and the Arts. We are not selling anything today. We’re just conducting a short survey of BC residents on their outdoor recreation activities in the past year.

May I speak with someone in your household who is 18 years of age or older?

REINTRODUCE IF NECESSARY

This Survey may be recorded for quality control purposes. All responses will remain anonymous.

READ IF NECESSARY: Would you have 10 minutes to answer some questions?

No… Is there another time that I could call that would be more convenient for you?

Yes, great, thank you.

I’m going to start with a demographic question to ensure we get a representative sample of British Columbia residents.

RECORD GENDER

☐ MALE
☐ FEMALE

Question 1

Which of the following age groups do you fall into? (READ CHOICES)

☐ 18-24
☐ 25-34
☐ 35-44
☐ 45-54
☐ 55-64
☐ 65+

REFUSED/TERMINATE

If answer is full for this age group/under 18.

Thank you for agreeing to participate; however, those are all the questions I have for your tonight. Thank you and have a good evening.

Question 2

I am going to ask you a few questions about what outdoor recreation activities you have participated in during the last 12 months. Is our representative’s outdoor recreation defined as outdoor activities which take place in a natural setting as opposed to a cultivated or highly managed landscape such as a playing field or golf course?

READ

In the past 12 months, have you participated in any of the following activities in British Columbia?

☐ a. Skiing/snowboarding (Y/N) – if yes, read list and check all that apply. Did that include...
   - Downhill skiing
   - Snowboarding
   - Backcountry skiing
   - Snowmobiling
   - Cross-country skiing
   - Heliskiing

☐ b. Snowmobiling (Y/N)

☐ c. Motorized Land-Based Outdoor Activities (Y/N) – if yes, read list and check all that apply.
   - Did that include...
   - ATV
   - Dirt biking
   - 4-Wheel Driving
   - Snowmobiling
   - If none checked, read to confirm, did you participate in any of the listed snowmobiling activities.

☐ d. Hiking, climbing or caving (Y/N) – if yes, read list and check all that apply. Did that include...
   - Hiking on a day trail (ie. not overnight)
   - Hiking on a multi-day backcountry trip
   - Heli-Hiking
   - Rock/Mountain Climbing
   - Caveing
   - DEFINITION IF NEEDED: ALSO KNOWN AS SPELUNKING, IS THE RECREATIONAL EXPLORE OF EXPLORED CAVERNS (PASSAGES UNDER THE EARTH).

☐ e. Orienteering or geocaching (Y/N) – if yes, read list and check all that apply. Did that include...
   - Orienteering
   - Geocaching
   - Zip-lining
   - Bungee jumping
   - Horseback Riding (Y/N)
   - Visiting non-public based Hiking (Y/N)
   - Mountain Biking (Y/N) – if yes, read list and check all that apply. Did that include...
   - Mountain Biking in a bike park with lift access
   - Mountain Biking on trails with no lift access
   - If none checked, read to confirm, did you participate in any of the listed mountain biking activities.

☐ f. Read Hiking or Cycling (Y/N)

☐ g. Camping/Camping (Y/N) – if yes, read list and check all that apply. Did that include...
   - Vehicle Access camping in a Tent

52
Appendix 2 – Phase 1: Telephone Questionnaire

1. Fishing or Hunting (Y/N) – IF YES, READ LIST AND CHECK ALL THAT APPLY. Did that include...
   - Freshwater Fishing
   - Saltwater Fishing
   - Hunting
   - If none checked, read. To confirm, you did not participate in any of the listed fishing/hunting activities. Continue, Q2a to = NO

2. Sailing or Sailing (Y/N) – IF YES, READ LIST AND CHECK ALL THAT APPLY. Did that include...
   - Sailing on the ocean
   - Sailing on a lake
   - Motorized Sailing on the ocean
   - Motorized Sailing (not including houseboating) on a lake or river
   - House boating
   - Jet skiing on the ocean
   - Jet skiing on a lake/river
   - If none checked, read. To confirm, you did not participate in any of the listed sailing/sailing activities. Continue, Q2b to = NO

3. Canoeing or Kayaking (Y/N) – IF YES, READ LIST AND CHECK ALL THAT APPLY. Did that include...
   - Canoeing on the ocean
   - Canoeing on a lake or river
   - Ocean Sea Kayaking
   - Whitewater Kayaking: Definition: If needed, is the sport of paddling a kayak on a moving body of water, typically a whitewater river. Whitewater kayaking can range from simple carfree decent on moving water, to demanding difficult whitewater
   - Flatwater Kayaking on a lake or river: Definition: If needed, is the sport of paddling a kayak on a body of water that is flat (a lake)
   - If none checked, read. To confirm, you did not participate in any of the listed canoeing/kayaking activities. Continue, Q2c to = NO

4. Swimming and other Water-related Sports (Y/N) – IF YES, READ LIST AND CHECK ALL THAT APPLY. Did that include...
   - Swimming – Lake or River
   - Swimming – Ocean
   - Surfing/paddleboarding
   - Windsurfing or Kite surfing on the ocean
   - Windsurfing or Kite surfing on a lake
   - Standup paddleboarding in the ocean
   - Bodyboarding or bodyboarding in a lake
   - Water skiing or wake boarding on the ocean
   - Water skiing or wake boarding on a lake or river
   - White water rafting
   - If none checked, read. To confirm, you did not participate in any of the listed swimming or other water-related activities. Continue, Q2d to = NO

5. Other Beach Activities including Picnicking (Y/N) – IF YES, READ LIST AND CHECK ALL THAT APPLY. Did that include...
   - Beach activities including picnicking at a river or lake
   - Beach activities including picnicking
   - If none checked, continue and clean Q2e to = NO

6. Wildlife Viewing or Photography (Y/N) – IF YES, READ LIST AND CHECK ALL THAT APPLY. Did that include...
   - Bird Watching
   - Whale Watching/Others Marine-based Wildlife Watching
   - Deer Watching
   - Natural Viewing or Scenic Photography
   - If none checked, continue and clean Q2f to = NO

Question 1
ASK IF, MA < 12 YRS = N
Why have you not participated in any of the mentioned outdoor recreational activities in the past 12 months? Prove from list below if necessary, prove beyond not enough time. Respondent can mention all.

   - Other recreational activities not in natural setting (e.g. golf, football, playing field sports)
   - Not enough time
   - Too expensive
   - Nobody to participate with
   - Lack of information about where to go
   - Lack of transportation
   - Places we visited are usually overcrowded
   - Current facilities/areas have safety or security problems
   - Lack of facilities or areas to do this activity
   - Health or physical disability reasons
   - Other
   - Go to Q6

Question 2
ASK IF, AT LEAST ONE IN Q2a-Q2f = Y
Randomly choose up to 3 activities (maximum) – Include Q2a1 “Downhill Skiing/Snowboarding with Lift Access” (and Q2a2 “Mountain Biking in a Bike Park with Lift Access”) from Random Rotation
   a. In your most recent outdoor activity did you use the services of a commercial business (e.g. guide, recreation provider or equipment rental) while participating in [RANDOM ANY ITEM MENTIONED IN ANY OF THE SECTIONS OF Q2a-Q2f] (whichever activity they said)
   b. In your most recent outdoor activity did you use the services of a commercial business (e.g. guide, recreation provider or equipment rental) while participating in [RANDOM ANY ITEM MENTIONED IN ANY OF THE SECTIONS OF Q2a-Q2f] (whichever activity they said)
   c. In your most recent outdoor activity did you use the services of a commercial business (e.g. guide, recreation provider or equipment rental) while participating in [RANDOM ANY ITEM MENTIONED IN ANY OF THE SECTIONS OF Q2a-Q2f] (whichever activity they said)
Appendix 2 – Phase 1: Telephone Questionnaire

**Question 6**
**ASK IF Q1-Q2 = YES** Have you participated in any of these outdoor recreational activities on publicly managed land in British Columbia in the past 12 months? Including land managed by the federal, provincial or municipal government. Examples include Federal Parks, BC Parks, BC Recreation Sites and Trails or other Crown Land. PROMPT TO BE WHERE THE ACTIVITIES ACTUALLY TOOK PLACE RATHER THAN WHERE THEY WERE STATED IN IF NOT DECIDE. PROBE WITH EXAMPLES OF NATIONAL PARKS AND BC PARKS DEFINITION IF NEEDED. IF STILL DON’T KNOW NO. READ IF NECESSARY. EXAMPLES OF BC PARKS INCLUDE MOUNT SEYMOUR PROVINCIAL PARK, STRATHcona PROVINCIAL PARK AND WELLS GREY PROVINCIAL PARK. EXAMPLES OF NATIONAL PARKS INCLUDE PACIFIC RIM NATIONAL PARK GLACIER NATIONAL PARK AND GULF ISLANDS NATIONAL PARK.
- YES (QUALIFIED FOR PUBLIC LAND FOLLOWUP)
- NO (QUALIFIED FOR NON-PUBLIC LAND FOLLOWUP)

**Question 7**
ASK ALL: What is the highest grade of school or college that you have completed? (READ CHOICES)
- SOME HIGH SCHOOL
- HIGH SCHOOL
- VOCATIONAL OR TRADE SCHOOL EQUIVALENT
- SOME COLLEGE OR UNIVERSITY
- COLLEGE OR UNIVERSITY GRADUATE
- SOME GRADUATE WORK
- COMPLETED GRADUATE DEGREE (i.e. MASTERS OR PHD)
- OTHER

**Question 8**
ASK ALL: How many people live in your household? (RECORD: 1 THROUGH 20) HAS TO BE NUMBER

**Question 9**
ASK IF Q7=1 THEN AUTOMATICALLY CODE Q8=1

**Question 10**
ASK IF Q7=1. Do you currently have children under 12 years old living in your household?
- YES
- NO

**Question 11**
ASK ALL: Which of these broad categories BEST describes the total amount of income (before taxes) received by all the members of your household during 2006/7? (READ CHOICES)
- LESS THAN $15,000
- $15,000 TO $19,999
- $20,000 TO $24,999
- $25,000 TO $29,999
- $30,000 TO $34,999
- $35,000 TO $39,999
- $40,000 TO $44,999
- $45,000 TO $49,999
- $50,000 TO $59,999
- $60,000 OR MORE
- PREFER NOT TO ANSWER
- DON’T KNOW

**If Answered Ask if All Q1-Q6 = N. Go to Sign Off 1. Else Continue.

**Invitation to Participate in Follow-up Research**

Thank you for your help today. As part of this project, Tourism BC and the Ministry of Tourism, Culture and the Arts, are conducting a 15-minute follow-up survey by mail or email. By providing your follow-up information today, you will be entered into a draw to win 1 of 10 available Yearly BC Magazine subscriptions. And, for completing the follow-up survey, you will be entered into a draw for 1 of 100 available Outer Beach Magazine subscriptions.
Outdoor Recreation Activities in British Columbia

Your opinions are important

Thank you for participating in this survey. Tourism British Columbia and the Ministry of Tourism, Culture and the Arts are working to better understand your experiences, activities and impressions about your outdoor recreation activities.

We value your opinion and the information that you provide will be used to enhance your experiences while participating in outdoor recreation activities in British Columbia.

Your responses and personal information will be kept confidential and used only for this survey.

All completed surveys returned by January 15, 2010 will be entered in a draw for a digital camera (value of $300) or 1 of 3 Backpacks (value of $50 each). The draw will be held in January 2010.

Please complete this questionnaire by January 15, 2010 either of the following ways:

**By Mail:** Complete the questionnaire and return it in the enclosed postage-paid envelope OR mail back to:

Tourism British Columbia

c/o NRG Research Group

1380-1100 Melville Street

Vancouver, BC V6E 4A6

Please answer the survey questions by shading your answer using a pen or pencil. This will help us process the surveys efficiently.

**Online:** For your convenience, you may complete this survey online using the information below:

Website:  www.nrg-surveys.com/outdoor.htm

Your Survey ID:  «PINID»

If you have any questions, please call (toll free) 1-877-877-8811.

Please complete this questionnaire by January 15, 2010 either of the following ways:

1. Complete the enclose survey and return it in the enclosed postage-paid envelope,

   OR

2. Complete this survey online at  www.nrg-surveys.com/outdoor.htm using your ID: «PINID»
Appendix 3 – Phase 2: Follow-up Questionnaire (Public Land Users)

Outdoor recreation activities and you.....

Thanks for agreeing to participate in this outdoor recreation activities research project. We are interested in your participation in outdoor recreation activities in the province of British Columbia. For the purposes of this research, outdoor recreation is defined as outdoor activities that take place in a natural setting as opposed to in a cultivated or highly managed landscape such as a playing field (e.g., soccer, football, baseball etc.) or a golf course.

1. First, we would like to know how important outdoor recreation is to you. Compared to other interests is outdoor recreation. Mark the most appropriate response.
   - NOT IMPORTANT AT ALL
   - NOT IMPORTANT
   - SOMEWHAT IMPORTANT
   - IMPORTANT
   - VERY IMPORTANT
   - DON'T KNOW

2. On average, how often do you participate in outdoor recreation activities? Mark the most appropriate response.
   - DAILY
   - ONCE A WEEK
   - ONCE A MONTH
   - ONCE EVERY SEVERAL MONTHS
   - SEVERAL TIMES A YEAR
   - ONCE A YEAR
   - DON'T KNOW

3. How often do you travel outside of the community that you live in to participate in outdoor recreation activities? Mark the most appropriate response.
   - NEVER – I ALWAYS DO OUTDOOR RECREATION ACTIVITIES IN MY COMMUNITY
   - OCCASIONALLY (LESS THAN HALF THE TIME)
   - SOMETIMES (ABOUT HALF THE TIME)
   - MOST OF THE TIME (MORE THAN HALF THE TIME)
   - ALWAYS
   - DON'T KNOW

4. Overall, who do you most like to do outdoor recreation activities with? Mark the most appropriate response.
   - ALONE (YOURSELF)
   - IMMEDIATE FAMILY (WIFE, HUSBAND, CHILDREN)
   - EXTENDED FAMILY (PARENTS, BROTHERS AND SISTERS, COUSINS)
   - FRIENDS
   - WITH A CLUB OR SPECIAL INTEREST GROUP
   - OTHER: What people? ____________________
   - DON'T KNOW

Where do you participate in outdoor recreation activities in British Columbia?

We are interested in learning about what winter, water-based and land-based outdoor recreation activities that you participated in and where you participated in them. In this question, we are interested in your participation in outdoor recreation activities at the following:

- **Designated parks** that offer outdoor activities in a natural setting that are managed by the federal, provincial or regional governments.
- **BC Recreation Sites and Trails** are public campgrounds and trails located on Crown land outside of parks and settled areas that have been made available for recreational use and include campgrounds, trails, and day use areas. There are more than 1200 recreation sites in the province. Recreation sites and trails were formerly known as Forest Service recreation sites and trails.
- **Other Crown Land** is British Columbia land outside of parks and Recreation Sites and Trails that outdoor recreation activities can occur on.
- **Private Land** is land under the control of an individual or group and not owned by government (municipal, regional, provincial or national).

5. We would like to know what Winter Activities you participated in during the last year in British Columbia?
   - What winter activities have you participated in during the last 12 months? Mark all that apply.
   - Where did you participate (or gain access to participate) in each activity, was it at a national, provincial, or regional park, a BC Recreation Sites or Trail, other Crown Land or on private land? Mark all that apply.

<table>
<thead>
<tr>
<th>Your Winter Activities</th>
<th>A. Participated in during the last 12 months (mark all that apply)</th>
<th>B. National, Provincial or Regional Parks in British Columbia (mark all that apply)</th>
<th>BC Recreation Sites and Trails (mark all that apply)</th>
<th>Other Crown Land (mark all that apply)</th>
<th>On Private Land (mark all that apply)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downhill Skiing or Snowboarding with Lift Access</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Backcountry Downhill Skiing/ Snowboarding AND/OR</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Backcountry Ski/Snowboard tour</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Cat skiing or Snowboarding</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Heli-Skiing or Snowboarding</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Cross-country Skiing</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Snowshoeing</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Snowmobiling</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Other (specify)</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>
### Appendix 3 – Phase 2: Follow-up Questionnaire (Public Land Users)

6. We would like to know what **Land-Based Activities** you participated in during the last year in British Columbia?  
   A. What freshwater and marine activities have you participated in during the last 12 months?  
      Mark all that apply.  
   B. Where did you participate (or gain access to participate), was it at a national, provincial, or regional park, a BC Recreation Sites or Trail, other Crown Land or on private land? Mark all that apply.

<table>
<thead>
<tr>
<th>Your Land-Based Activities</th>
<th>A. Participated in during the last 12 months</th>
<th>B. Where did you participate in them?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hiking on a Day Trip (i.e. not overnight)</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Hiking on a Multi-Day Backcountry Trip</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Helicopter Hiking</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Rock or Mountain Climbing</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Caving</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Mountain Biking in a Bike Park with Lift Access</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Mountain Biking on Trails with No Lift Access</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Road Biking or Cycling</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Horseback Riding</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Orienteering or Go-CaCaching</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Zip Lining or Bungee Jumping</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>ATV-ing</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Dirt Biking</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>4-Wheel Driving</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Hunting</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Bird Watching</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Bear Watching</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Other Nature Viewing or Scenic Photography</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Vehicle Access Camping in a Tent</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Vehicle Access Camping in an RV or Motorhome</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Non-Vehicle Access Camping in a Tent, Cabin or Hut</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Other (specify)</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

### Freshwater Based Activities (at Lakes or Rivers)

7. We would like to know what **Freshwater-Based Activities** you participated in during the last year in British Columbia?  
   A. What freshwater-based activities have you participated in during the last 12 months?  
      Mark all that apply.  
   B. Where did you participate (or gain access to participate), was it at a national, provincial, or regional park, a BC Recreation Sites or Trail, other Crown Land or on private land? Mark all that apply.

<table>
<thead>
<tr>
<th>Freshwater Based Activities (at Lakes or Rivers)</th>
<th>A. Participated in during the last 12 months</th>
<th>B. Where did you participate in them?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshwater Fishing</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Visiting Non-Resort Based Hot Springs</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Beach Activities, Including Paddling at a River of Lake</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Swimming in a Lake or River</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Canoeing on a Lake or River</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Flatwater Kayaking on a Lake or River</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Whitewater Kayaking</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Whitewater Rafting</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Snorkelling Or Scuba Diving in a Lake</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Wind Surfing Or Kite Surfing on a Lake</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Waterskiing Or Wake Boarding on a Lake or River</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Jet Skiing on a Lake or River</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Motorized Boating (not including houseboating) on a Lake or River</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Houseboating</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Sailing on a Lake</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Other (specify)</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>
Appendix 3 – Phase 2: Follow-up Questionnaire (Public Land Users)

8. We would like to know what Marine (saltwater/ocean)-Based Activities you participated in during the last year in British Columbia?
   
   A. What marine-based activities have you participated in during the last 12 months? Mark all that apply.
   B. Where did you participate in them? Mark all that apply.

<table>
<thead>
<tr>
<th>Marine (Saltwater/Ocean)-Based Activities</th>
<th>National, Provincial or Regional Parks in British Columbia</th>
<th>BC Recreation Sites or Trail</th>
<th>Other Crown Land</th>
<th>On Private Land</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saltwater Fishing</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Oceanside Beach Activities, Including</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Paddling</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Swimming in the Ocean</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Canoeing on the Ocean</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Ocean/Sea Kayaking</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Surfing or Paddleboarding</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Snorkelling Or Scuba Diving in the Ocean</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Wind Surfing Or Kite Surfing on the Ocean</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Water skiing Or Wake Boarding on the Ocean</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Jet Skiing on the Ocean</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Motorized Boating on the Ocean</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Whale Watching or Other Marine-Based Wildlife Watching</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Sailing on the Ocean</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Other (specify)</td>
<td>☒</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

9. Are there any activities you plan to start in the next 12 months?
   ○ No
   ○ Yes → What activities? Please specify ________________

10. Are there any activities you plan to stop or do less often in the next 12 months?
    ○ No → Go to Q12
    ○ Yes → What activities? Please specify ________________

11. Why do you plan to stop or do this activity less often? Please specify ________________

12. What is your favourite outdoor recreation activity? Please specify ________________

13. People do outdoor recreation activities for a number of reasons. For your favourite activity in Question 12, how important are the following reasons when participating in that activity? For each reason, mark the most appropriate response.

<table>
<thead>
<tr>
<th>Reason</th>
<th>Not at all important</th>
<th>Neither</th>
<th>Very important</th>
</tr>
</thead>
<tbody>
<tr>
<td>To rest, relax and recuperate</td>
<td>☐</td>
<td>☒</td>
<td>☐</td>
</tr>
<tr>
<td>To keep fit and healthy</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
</tr>
<tr>
<td>To experience challenge and excitement</td>
<td>☐</td>
<td>☒</td>
<td>☐</td>
</tr>
<tr>
<td>To learn new things</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
</tr>
<tr>
<td>To spend quality time with family and friends</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
</tr>
<tr>
<td>To escape the daily routine</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
</tr>
<tr>
<td>To get away from crowded situations</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
</tr>
<tr>
<td>To be closer to experience the natural environment</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
</tr>
<tr>
<td>To achieve spiritual fulfillment</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
</tr>
<tr>
<td>Other</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
</tr>
</tbody>
</table>

14. Think about the next time you are planning an outdoor recreation outing, if you were considering a new activity or destination for an activity, what information sources do you think you would use?

Information sources

Past experience / been there before
Advice from friends / relatives

Internet Sites:

- www.sitesandtrailsbc.com
- www.HeelBC.com
- A local or regional tourism website
- www.bc.gov.ca
- An activity-based website (e.g. www.fish.ca, www.bicyclebc.ca)
- Travelers’ commentary sites (e.g. TripAdvisor, Blogs, YouTube videos etc.)
- Other Internet sites (other than what are listed above)
- BC Parks Map
- Global Positioning System (GPS)
- BC Recreation Site and Trail Brochure/Rack Card
- Backroads Mapbook
- Travel agents, airlines, auto associations, tour operators, tourism businesses
- 1-800-HelloBC
- Visitor guides and brochures
- Advertising on TV / newspapers / magazines
- Media coverage (e.g. travel articles in newspapers, programs on TV)
- Visitor Centres
- Other ________________________

Mark all that apply
Appendix 3 – Phase 2: Follow-up Questionnaire (Public Land Users)

A little bit more about BC Recreation Sites and Trails....

Recreation sites and trails are public campgrounds and trails located on Crown land outside of parks and settled areas that have been made available for recreational use and include campgrounds, trails, and day use areas. There are more than 1208 recreation sites in the province. Recreation sites and trails were formerly known as Forest Service recreation sites and trails and were once the responsibility of the BC Ministry of Forests and Range. They are now the responsibility of Recreation Sites and Trails BC of the Ministry of Tourism, Culture and the Arts.

15. This question is intended to measure your awareness of our new name “Recreation Sites and Trails BC”. We were formerly known as Forest Recreation Areas, were you aware that we are now called “Recreation Sites and Trails BC” prior to participating in this research?
   ○ YES
   ○ NO
   ○ DON’T KNOW

16. Have you been to a BC Recreation Site or Trail within the last 5 years? Mark the most appropriate response.
   ○ YES
   ○ NO → Go to Q26 on Page 11
   ○ DON’T KNOW

17. Have you been to a BC Recreation Site or Trail within the last 12 months? Mark the most appropriate response.
   ○ YES
   ○ NO → Go to Q26 on Page 11
   ○ DON’T KNOW

18. BC Recreation Sites and Trails are comprised of recreation/camp sites and trails. How many recreation/camp sites and/or trails have you visited in the past 12 months? Please enter 0 if you haven’t been to a Recreation Sites or Trail in the last 12 months.
   Sites + Trails = Total Recreation Sites and Trails
   ○ DON’T KNOW

19. Approximately how many days have you spent at BC Recreation Sites and Trails in the past 12 months? Please enter 0 if you haven’t been to a Recreation Sites or Trail in the last 12 months.
   ○ DON’T KNOW

20. What are the top 3 most frequent activities that you have participated in while at BC Recreation Sites and Trails in the past 12 months?
   1. 
   2. 
   3. 

21. Have you ever been to the BC Recreation Sites and Trails website www.sitesandtrailsbc.com?
   ○ No
   ○ Yes → What did you use it for? Please specify:
     ____________________________
     ____________________________
     ____________________________

22. We would like to know how you think BC Recreation Sites and Trails are different from other outdoor recreation facilities. What do you consider to be unique about BC Recreation Sites and Trails? Please list up to three.
   1. ____________________________
   2. ____________________________
   3. ____________________________

23. What positive and/or negative images/characteristics come to mind when you think of BC Recreation Sites and Trails as outdoor recreation facilities? Please list up to three.

<table>
<thead>
<tr>
<th>Positive</th>
<th>Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>1.</td>
</tr>
<tr>
<td>2.</td>
<td>2.</td>
</tr>
<tr>
<td>3.</td>
<td>3.</td>
</tr>
</tbody>
</table>

24. BC Recreation Sites and Trails are traditionally rustic in nature, what additional activities, services or attractions would you like to see at BC Recreation Sites and Trails? Please list up to three.
   1. ____________________________
   2. ____________________________
   3. ____________________________

25. Overall, how satisfied or dissatisfied were you with your use of BC Recreation Sites and Trails? Mark one response only.
   ○ VERY DISSATISFIED
   ○ SOMETHING DISSATISFIED
   ○ NEITHER SATISFIED OR DISSATISFIED
   ○ SOMEWHAT SATISFIED
   ○ VERY SATISFIED
   ○ DON’T KNOW
   Please explain why.
     ____________________________
     ____________________________
     ____________________________

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Appendix 3 – Phase 2: Follow-up Questionnaire (Public Land Users)

26. Below are some possible reasons that may prevent people from using BC Recreation Sites and Trails more often. Please tell us if any has prevented you from doing outdoor recreation activities more often? Fill in the most appropriate response.

- LACK OF INFORMATION ABOUT WHERE TO GO
- LACK OF TRANSPORTATION
- PLACES TO DO ACTIVITY ARE USUALLY CROWDED
- CURRENT FACILITIES HAVE SECURITY PROBLEMS
- LACK OF FACILITIES TO DO ACTIVITY I MOST ENJOY
- IT'S TOO EXPENSIVE
- HEALTH REASONS
- OTHER
- NONE
- DON'T KNOW

27. In the next 12 months, how likely is that you will visit a BC Recreation Site or Trail? Mark one response only.

- NOT LIKELY AT ALL
- NOT LIKELY
- SOMEWHAT LIKELY
- LIKELY
- VERY LIKELY
- DON'T KNOW

About you....

28. What is the highest level of education that you have completed? Mark one response only.

- LESS THAN HIGH SCHOOL
- HIGH SCHOOL
- SOME TECHNICAL COLLEGE OR UNIVERSITY
- COLLEGE OR TECHNICAL DIPLOMA
- UNIVERSITY DEGREE
- MASTERS/PHD DEGREE
- OTHER

29. Do you have children under 18 living in your household? Mark one response only.

- YES
- NO

30. Before taxes, in Canadian dollars, what is your approximate annual household income? Mark one response only.

- LESS THAN $25,000
- $25,000 TO $49,999
- $50,000 TO $64,999
- $65,000 TO $89,999
- $100,000 TO $149,999
- $150,000 OR MORE
- I PREFER NOT TO ANSWER THIS QUESTION
- DON'T KNOW

31. What is the composition of your household? Please indicate their relationship to you, their age and their gender. Start with yourself and fill in their relationship to you and their age.

Who?

- E.g. wife, husband, daughter, son, parent, friend, etc.

<table>
<thead>
<tr>
<th>Age (in years)</th>
<th>Gender (M=Male or F=Female)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Myself</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td></td>
</tr>
</tbody>
</table>

32. Are you willing to participate in future research about outdoor recreation activities in British Columbia? Participation may involve answering paper-based questionnaires similar to this one or web-based surveys. Your address information will be kept completely confidential and used only for research purposes. Please clearly print your email address.

- No
- Yes → What is your email address? ____________________________

33. Please share any additional comments about your trip in British Columbia or suggestions on what the province of British Columbia could do to enhance your outdoor recreation experiences?

Thank you for your help!

All completed surveys will be entered in a draw for a digital camera (value of $300) or 1 of 3 Backpacks (value of $50 each). The draw will be held in January 2010.

Please return your completed questionnaire by January 15, 2010 in the enclosed envelope OR to: Tourism British Columbia c/o NRG Research Group 1590-1150 Melville Street Vancouver, BC V6E 4A6
Appendix 3 – Phase 2: Follow-up Questionnaire (Non-Public Land Users)

Your opinions are important

Thank you for participating in this survey. Tourism British Columbia and the Ministry of Tourism, Culture and the Arts are working to better understand your experiences, activities and impressions about your outdoor recreation activities.

We value your opinion and the information that you provide will be used to enhance your experiences while participating in outdoor recreation activities in British Columbia.

Your responses and personal information will be kept confidential and used only for this survey.

All completed surveys returned by January 15, 2010 will be entered in a draw for a digital camera (value of $300) or 1 of 3 Backpacks (value of $50 each). The draw will be held in January 2010.

Please complete this questionnaire by January 15, 2010 either of the following ways:

By Mail: Complete the questionnaire and return it in the enclosed postage-paid envelope OR mail back to:
Tourism British Columbia
c/o NRG Research Group
1980-1100 Melville Street
Vancouver, BC V6E 4A6

Please answer the survey questions by shading your answer using a pen or pencil. This will help us process the surveys efficiently.

Online: For your convenience, you may complete this survey online using the information below:
Website: www.nrg-surveys.com/recreation.htm
Your Survey ID#: *PINID*

If you have any questions, please call (toll free) 1-877-877-8811.

Please complete this questionnaire by January 15, 2010 either of the following ways:

1. Complete the enclosure survey and return it in the enclosed postage-paid envelope;

OR

2. Complete this survey online at www.nrg-surveys.com/recreation.htm using your ID#: *PINID*
# Outdoor recreation activities and you....

Thanks for agreeing to participate in this outdoor recreation activities research project. We are interested in your participation in outdoor recreation activities in the province of British Columbia. For the purposes of this research, outdoor recreation is defined as outdoor activities that take place in a natural setting as opposed to in a cultivated or highly managed landscape such as a playing field (i.e. soccer, football, baseball etc) or a golf course.

1. First, we would like to know how important outdoor recreation is to you. Compared to other interests is outdoor recreation. Mark the most appropriate response:
   - NOT IMPORTANT AT ALL
   - NOT IMPORTANT
   - SOMEWHAT IMPORTANT
   - IMPORTANT
   - VERY IMPORTANT
   - DON'T KNOW

2. On average, how often do you participate in outdoor recreation activities? Mark the most appropriate response:
   - DAILY
   - ONCE A WEEK
   - ONCE A MONTH
   - ONCE EVERY SEVERAL MONTHS
   - SEVERAL TIMES A YEAR
   - ONCE A YEAR
   - DON'T KNOW

3. How often do you travel outside of the community that you live in to participate in outdoor recreation activities? Mark the most appropriate response:
   - NEVER - I ALWAYS DO OUTDOOR RECREATION ACTIVITIES IN MY COMMUNITY
   - OCCASIONALLY (LESS THAN HALF THE TIME)
   - OCCASIONALLY (ABOUT HALF THE TIME)
   - MOST OF THE TIME (MORE THAN HALF THE TIME)
   - ALWAYS
   - DON'T KNOW

4. Overall, who do you most like to do outdoor recreation activities with? Mark the most appropriate response:
   - ALONE (YOURSELF)
   - IMMEDIATE FAMILY (WIFE, HUSBAND, CHILDREN)
   - EXTENDED FAMILY (PARENTS, BROTHERS AND SISTERS, COUSINS)
   - FRIENDS
   - WITH A CLUB OR SPECIAL INTEREST GROUP
   - OTHER: What people?
   - DON'T KNOW

---

# Where do you participate in outdoor recreation activities in British Columbia?

We are interested in learning about where you participated in outdoor recreation activities. In this question, we are interested in your participation in outdoor recreation activities at the following:
- Designated Parks: are public parks and trails located on Crown land. Some parks are managed by local government and some are managed by the provincial government. Some are managed by the federal government.
- BC Recreation Sites and Trails: are public campsites and trails located on Crown land that are open to the public. They are not managed by local government.
- Other Crown Land: is land under the control of an individual or group and not owned by government (municipal, provincial, or national).

5. Have you participated in outdoor recreation activities in DESIGNATED PARKS during a) the last 12 months or b) the last 5 years? IF YES to a or b, what activities have you participated in while at those parks?

<table>
<thead>
<tr>
<th>5a. Last 12 months?</th>
</tr>
</thead>
<tbody>
<tr>
<td>O NO - Go to Q5b</td>
</tr>
<tr>
<td>O YES - Please specify up to 3 activities:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>5b. Last 5 years?</th>
</tr>
</thead>
<tbody>
<tr>
<td>O NO - Go to Q6</td>
</tr>
<tr>
<td>O YES - Please specify up to 3 activities:</td>
</tr>
</tbody>
</table>

6. Have you participated in outdoor recreation activities in BC RECREATION SITES AND TRAILS during a) the last 12 months or b) the last 5 years? IF YES to a or b, what activities have you participated in while at those recreation sites or trails?

<table>
<thead>
<tr>
<th>6a. Last 12 months?</th>
</tr>
</thead>
<tbody>
<tr>
<td>O NO - Go to Q5b</td>
</tr>
<tr>
<td>O YES - Please specify up to 3 activities:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>6b. Last 5 years?</th>
</tr>
</thead>
<tbody>
<tr>
<td>O NO - Go to Q7</td>
</tr>
<tr>
<td>O YES - Please specify up to 3 activities:</td>
</tr>
</tbody>
</table>

7. Have you participated in outdoor recreation activities on OTHER CROWN LAND during a) the last 12 months or b) the last 5 years? IF YES to a or b, what activities have you participated in while at other Crown Land?

<table>
<thead>
<tr>
<th>7a. Last 12 months?</th>
</tr>
</thead>
<tbody>
<tr>
<td>O NO - Go to Q7b</td>
</tr>
<tr>
<td>O YES - Please specify up to 3 activities:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>7b. Last 5 years?</th>
</tr>
</thead>
<tbody>
<tr>
<td>O NO - Go to Q8</td>
</tr>
<tr>
<td>O YES - Please specify up to 3 activities:</td>
</tr>
</tbody>
</table>
Appendix 3 – Phase 2: Follow-up Questionnaire (Non-Public Land Users)

8. Have you participated in outdoor recreation activities on PRIVATE LAND during a) the last 12 months or if NO b) the last 3 years? If YES for a or b, what activities have you participated in while on Private Land?
   a) Last 12 months?
      ○ NO – go to Q6a
      ○ YES – Please specify up to 3 activities:
   b) Last 6 years?
      ○ NO – go to Q6b
      ○ YES – Please specify up to 3 activities:

9. A little bit more about BC Recreation Sites and Trails....

   Recreation sites and trails are public campgrounds and trails located on Crown land outside of parks and settled areas that have been made available for recreational use and include campgrounds, trails, and day use areas. There are more than 1200 recreation sites in the province. Recreation sites and trails were formerly known as Forest Service recreation sites and trails, and were once the responsibility of the BC Ministry of Forests and Range. They are now the responsibility of Recreation Sites and Trails BC of the Ministry of Tourism, Culture and the Arts.

5. This question is intended to measure your awareness of our new name, BC Recreation Sites and Trails BC. Were you aware that we are now called BC Recreation Sites and Trails BC prior to participating in this research?
   ○ YES
   ○ NO
   ○ DON'T KNOW

10. Have you ever been to the BC Recreation Sites and Trails website www.sitesandtrailsbc.com?
    ○ NO
    ○ YES → What did you use it for? Please specify:

   Been to a BC Recreation Site or Trail in the last 12 Months (YES to Q6a)?
   Go to Q11 (on page 6)

   Have n't been to a BC Recreation Site or Trail in the last 12 Months (NO to Q6a)?
   Go to Q17 (on page 7)

11. BC Recreation Sites and Trails are comprised of recreation/camp sites and trails. How many recreation/camp sites and/or trails have you visited in the past 12 months? Please enter 0 if you haven't been to a Recreation Site or Trail in the last 12 months.
   a) Sites + Trail = Total Recreation Sites and Trails
      ○ DON'T KNOW

12. Approximately how many days have you spent at BC Recreation Sites and Trails in the past 12 months? Please enter 0 if you haven't been to a Recreation Site or Trail in the last 12 months.
    ○ DON'T KNOW

13. We would like to know how you think BC Recreation Sites and Trails are different from other outdoor recreation facilities. What do you consider to be unique about BC Recreation Sites and Trails? Please list up to three:

   1. ____________________________________________
   2. ____________________________________________
   3. ____________________________________________

14. What positive and/or negative images/characteristics come to mind when you think of BC Recreation Sites and Trails as outdoor recreation facilities? Please list up to three:

   Positive
   1. ____________________________________________
   2. ____________________________________________
   3. ____________________________________________

   Negative
   1. ____________________________________________
   2. ____________________________________________
   3. ____________________________________________

15. BC Recreation Sites and Trails are traditionally rustic in nature, what additional activities, services or attractions would you like to see at BC Recreation Sites and Trails? Please list up to three:

   1. ____________________________________________
   2. ____________________________________________
   3. ____________________________________________

16. Overall, how satisfied or dissatisfied were you with your use of BC Recreation Sites and Trails? Mark one response only:
   ○ VERY DISSATISFIED
   ○ SOMEWHAT DISSATISFIED
   ○ NEITHER SATISFIED OR DISSATISFIED
   ○ SOMEWHAT SATISFIED
   ○ VERY SATISFIED
   ○ DON'T KNOW
   Please explain why.
Appendix 3 – Phase 2: Follow-up Questionnaire (Non-Public Land Users)

17. Below are some possible reasons that may prevent people from using BC Recreation Sites and Trails more often. Please tell us if any has prevented you from doing outdoor recreation activities more often? Fill in the most appropriate response:
   O LACK OF INFORMATION ABOUT WHERE TO GO
   O LACK OF TRANSPORTATION
   O PLACES TO DO ACTIVITY ARE USUALLY CROWDED
   O CURRENT FACILITIES HAVE SECURITY PROBLEMS
   O LACK OF FACILITIES TO DO ACTIVITY I MOST ENJOY
   O IT’S TOO EXPENSIVE
   O HEALTH REASONS
   O OTHER ____________________________
   O NONE
   O DON’T KNOW

18. In the next 12 months, how likely is that you will visit a BC Recreation Site or Trail? Mark one response only:
   O NOT LIKELY AT ALL
   O NOT LIKELY
   O SOMEWHAT LIKELY
   O LIKELY
   O VERY LIKELY
   O DON’T KNOW

19. Are there any outdoor recreation activities you plan to start in the next 12 months?
   O NO
   O YES → What activities? Please specify ____________________________

20. Are there any outdoor recreation activities you plan to stop or do less often in the next 12 months?
   O NO → Go To Q22
   O YES → What activities? Please specify ____________________________

21. Why do you plan to stop or do this activity less often? Please specify ____________________________

22. What is your favourite outdoor recreation activity? Please specify ____________________________

23. People do outdoor recreation activities for a number of reasons. For your favourite activity in Question 12, how important are the following reasons when participating in that activity? For each reason, mark the most appropriate response.

<table>
<thead>
<tr>
<th>Reason</th>
<th>Not at all important</th>
<th>Neither</th>
<th>Very important</th>
</tr>
</thead>
<tbody>
<tr>
<td>To rest, relax and recuperate</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To keep fit and healthy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To experience challenge and excitement</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To learn new things</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To spend quality time with family and friends</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To escape the daily routine</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To get away from crowded situations</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To be closer to experience the natural environment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To achieve spiritual fulfillment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other ____________________________</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

24. Think about the next time you are planning an outdoor recreation outing. If you were considering a new activity or destination for an activity, what information sources do you think you would use?

Information sources

- Past experiences/break the rules
- Advice from friends/relatives

Internet Sites:
- www.bc.gov.bc.com
- www.hellobc.com
- A local or regional tourism website
- www.bcparks.ca
- Travelers’ commentary sites (e.g., TripAdvisor, Blog, YouTube videos, etc.)
- Other Internet sites (other than what are listed above)
- BC Parks Map
- Global Positioning System (GPS)
- BC Recreation Site and Trail Brochure/Rack Card
- Backroads Mapbook
- Travel agents, airlines, auto associations, tour operators, tourism businesses
- 1-800-HikeBC
- Visitor guides and brochures
- Advertising on TV/newspapers/magazines
- Media coverage (e.g., travel articles in newspapers, programs on TV)
- Visitor Centres
- Other ____________________________

Mark all that apply: ☐
Appendix 3 – Phase 2: Follow-up Questionnaire (Non-Public Land Users)

About you....

25. What is the highest level of education that you have completed? Mark one response only.
   ○ LESS THAN HIGH SCHOOL
   ○ HIGH SCHOOL
   ○ SOME TECHNICAL COLLEGE OR UNIVERSITY
   ○ COLLEGE OR TECHNICAL DIPLOMA
   ○ UNIVERSITY DEGREE
   ○ MASTER'S/PHD DEGREE
   ○ OTHER

26. Do you have children under 18 living in your household? Mark one response only.
   ○ YES
   ○ NO

27. Before taxes, in Canadian dollars, what is your approximate annual household income? Mark one response only.
   ○ LESS THAN $25,000
   ○ $25,000 TO $49,999
   ○ $50,000 TO $64,999
   ○ $65,000 TO $89,999
   ○ $100,000 TO $149,999
   ○ $150,000 OR MORE
   ○ I PREFER NOT TO ANSWER THIS QUESTION
   ○ DON'T KNOW

28. Are you willing to participate in future research about outdoor recreation activities in British Columbia? Participation may involve answering paper-based questionnaires similar to this one or web-based surveys. Your address information will be kept completely confidential and used only for research purposes. Please clearly print your email address.
   ○ No
   ○ Yes → What is your email address?

29. Please share any additional comments about outdoor recreation in British Columbia or suggestions on what the province of British Columbia could do to enhance your outdoor recreation experiences.

Thank you for your help!
All completed surveys will be entered in a draw for a digital camera (value of $300) or 1 of 3 backpacks (value of $50 each). The draw will be held in January 2010.
Please return your completed questionnaire by January 15, 2010 in the enclosed pre-paid envelope or mail back to:
Tourism British Columbia
c/o NRG Research Group
1380–1100 Metrotown Street
Vancouver, BC V6E 4A6

- PNRD-
Appendix 4 – Phase 2: Reminder Postcards (mail)

Public Land Users

Front

ID#: [PINID]

[NAME]

[ADDRESS]

[CITY], BC [POSTALCODE]

Back

Tourism BC and the
Ministry of Tourism, Culture and the Art
2009 Outdoor Recreation Survey

Recently, you agreed to participate in this survey designed for us to better understand your experiences, activities and impressions about your outdoor recreation activities.

If you have already completed/returned your survey, thank you!

If you have not yet responded, there is still time to do so. When we receive your completed survey by January 15, 2010 you will automatically be entered into a draw for a digital camera (value of $300) or 1 of 3 backpacks (value of $50 each).

For your convenience, you can complete the survey online at www.nrg-surveys.com/outdoor.htm by using the PINID on the front of this reminder card.

Questions? Call Tourism British Columbia at (toll free) 1-877-877-8811.

Non-Public Land Users

Front

ID#: [PINID]

[NAME]

[ADDRESS]

[CITY], BC [POSTALCODE]

Back

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