

Mountain Biking/Cycling

2009 OUTDOOR RECREATION STUDY BC RESIDENT PARTICIPATION



Overview

The Outdoor Recreation Study was conducted to better understand BC residents' outdoor activity choices and preferences. Outdoor recreation is defined as outdoor activities that take place in a natural setting, as opposed to a cultivated or highly managed landscape. The study consisted of two phases. The first phase was a telephone survey; results are weighted to be representative of all BC residents over the age of 18. Phase two, a follow-up survey completed by either mail or email, included BC residents who participated in outdoor recreation and agreed to participate in the follow-up survey. Results in this section compare to all follow-up respondents (total). This is a profile of BC residents who participated in mountain biking on trails with no lift access or road biking or cycling in British Columbia in a twelve-month period (corresponding to approximately October 2008 to September 2009).

Phase I: Telephone results

Incidence of activity

Over nine in ten (91%) British Columbia residents (over the age of 18) participated in at least one outdoor recreation activity during a twelve-month period. Over two-fifths (44%) of British Columbia residents participated in road biking or cycling and one-fifth (21%) participated in mountain biking on trails with no lift access during a twelve-month period.

Participation levels in mountain biking varied throughout the province. Almost two-fifths (38%) of Cariboo Chilcotin Coast residents, compared to one-fifth of Northern BC (20%) and Vancouver, Coast and Mountains (19%) residents, participated in mountain biking. By contrast, there was less variation of participation in road biking or cycling throughout the province.

	All BC residents	Cariboo Chilcotin Coast	Kootenay Rockies	Northern BC	Thompson Okanagan	Vancouver, Coast & Mountains	Vancouver Island
Mountain biking on trails (with no lift access)	21%	38%	36%	20%	23%	19%	22%
Road biking or cycling	44%	51%	44%	39%	39%	46%	42%

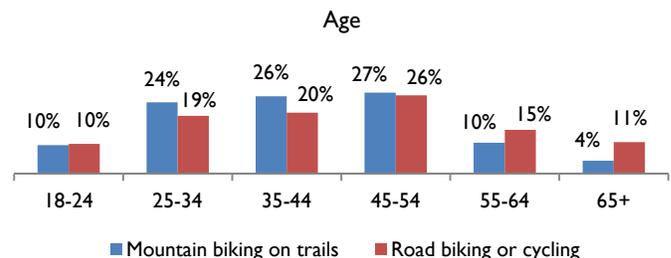
Four-fifths (80%) of BC residents who participated in mountain biking on trails also participated in road biking or cycling during the same twelve-month period. By contrast, just under two-fifths (38%) of BC residents who participated in road biking or cycling also participated in mountain biking on trails.

Participation in other biking

	Mountain biking	Road biking/cycling
Mountain biking on trails	100%	80%
Road biking or cycling	38%	100%

Characteristics

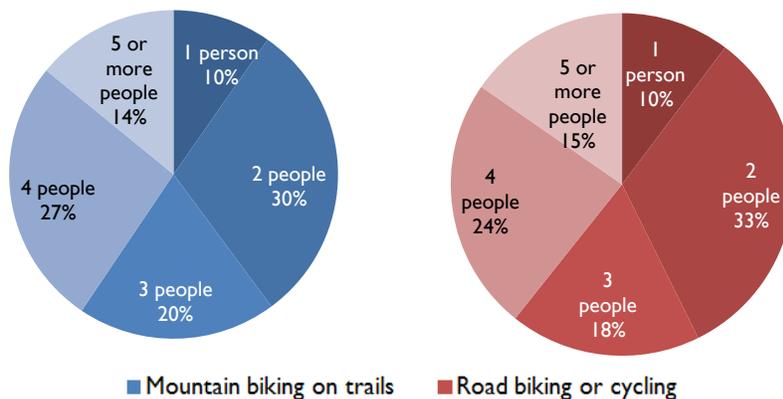
BC residents who participated in mountain biking were about equally distributed across the age groups of 25-34, 35-44, and 45-54 (about a quarter each), with fewer in other age groups. A quarter (25%) of BC residents who participated in road biking or cycling are over the age of 55.



Participation in road biking or cycling was relatively equal by both genders (51% are male). By contrast, mountain bikers on trails are more likely to be male (64%).

BC residents – Mountain biking/cycling

Household composition



About three-fifths (60% mountain biking on trails; 58% road biking or cycling) of BC residents who participated in mountain biking on trails or road biking or cycling have three or more people living in their household (average 3.1 people in household).

Around half have a child under the age of 18 living in their household (50% mountain biking on trails; 46% road biking or cycling).

Household income

	Mountain biking	Road biking/cycling
Less than \$25,000	7%	9%
\$25,000 to \$49,999	17%	20%
\$50,000 to \$64,999	13%	16%
\$65,000 to \$99,999	28%	25%
\$100,000 to \$149,999	25%	20%
\$150,000 or more	10%	10%

Around a third of BC residents (34% mountain biking on trails; 30% road biking or cycling) who participated in mountain biking on trails or road biking or cycling had a household income of \$100,000 or more. Please note that, on average, 15% of respondents preferred not to answer this question and were not included in the proportions.

Half of BC residents who participated in mountain biking on trails or road biking or cycling had at least a college or university degree (50% mountain biking on trails; 51% road biking or cycling). By contrast, one-fifth (20%) had an education level of high school or less.

Education

	Mountain biking	Road biking/cycling
Some high school	2%	3%
High school	18%	18%
Vocational or trade school equivalent	8%	7%
Some college or university	21%	20%
College or university graduate	33%	33%
Some graduate work	3%	2%
Completed graduate degree	14%	16%
Other	1%	1%

Other activities

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

Top other activities

Activity	Mountain biking	Road biking/cycling
Hiking (day trip)	81%	72%
Swimming in a lake or river	74%	63%
Beach activities, including picnicking, at a lake or river	66%	61%
Oceanside beach activities, including picnicking	57%	54%
Vehicle access camping in a tent	47%	38%
Nature viewing (does not include bird, whale or bear watching) or scenic photography	47%	44%
Downhill skiing/snowboarding with lift access	39%	27%
Swimming in the ocean	39%	34%
Freshwater fishing	36%	27%
Bird watching	33%	33%

Phase 2: Follow-up results

Outdoor recreation characteristics

Around three-quarters (79% mountain biking on trails; 74% road biking or cycling) of BC residents who participated in mountain biking or road biking or cycling participate in outdoor recreation activities at least once a week, compared to almost two-thirds (64%) of other BC residents who participate in outdoor recreation.

Frequency of outdoor recreation activities

	Mountain biking	Road biking/cycling	Total
Daily	29%	32%	25%
Once a week	50%	42%	39%
Once a month	12%	12%	15%
Once every several months	1%	3%	6%
Several times a year	7%	10%	12%
Once a year	1%	1%	2%

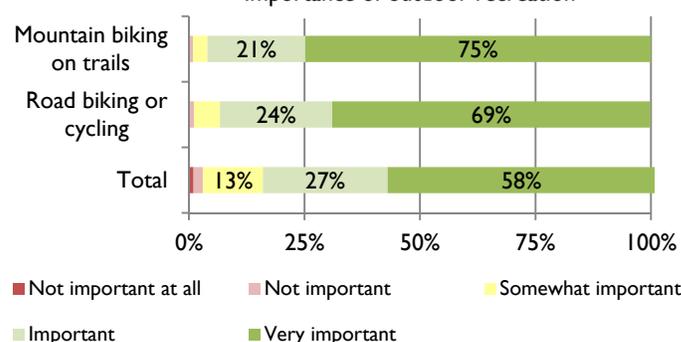
BC residents were asked, “Overall, who do you most like to do outdoor recreation activities with?” Over half (58% mountain biking on trails; 56% road biking or cycling) of BC residents who participated in mountain biking on trails or road biking or cycling indicated they prefer doing outdoor recreation activities with immediate family members, followed by friends (25% mountain biking on trails; 23% road biking or cycling).

Preferred company

	Mountain biking	Road biking/cycling	Total
Alone (yourself)	5%	7%	8%
Immediate family (spouse or children)	58%	56%	55%
Extended family (parents, brothers and sisters, cousins)	5%	7%	8%
Friends	25%	23%	21%
With a club or special interest group	2%	3%	3%
Other	5%	5%	4%

The majority (85% mountain biking on trails; 93% road biking or cycling) of BC residents who went mountain biking on trails or road biking or cycling consider outdoor recreation activities to be important (by providing a rating of “very important” or “important”). By contrast, just over four-fifths (86%) of other BC residents consider outdoor recreation to be important.

Importance of outdoor recreation

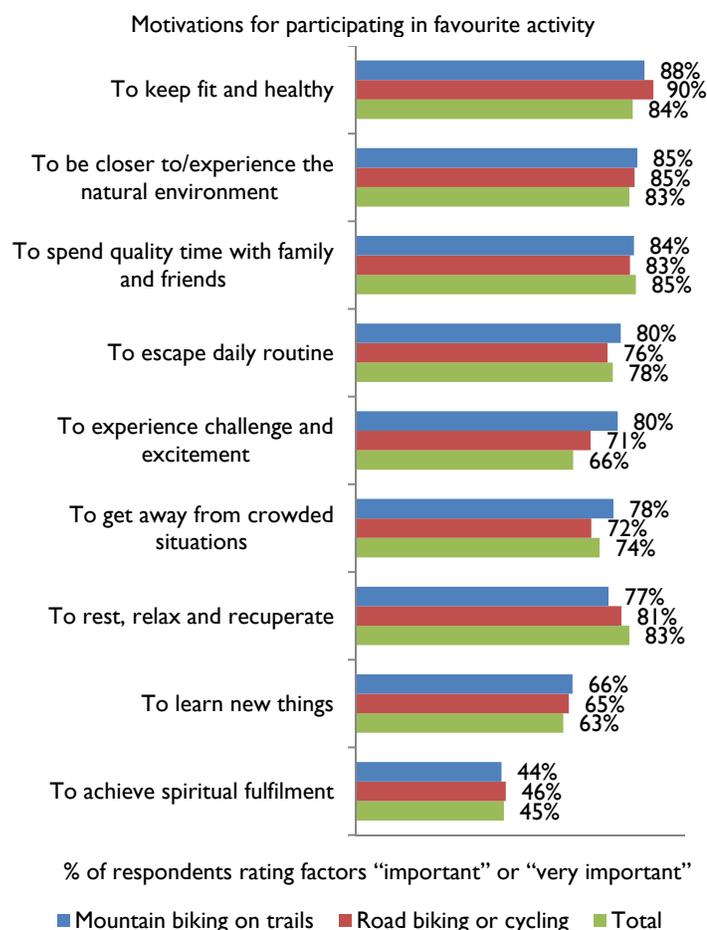


Almost half (48%) of BC residents who participated in mountain biking on trails or road biking or cycling indicated they occasionally (less than half the time) travel outside their community to participate in outdoor recreation activities.

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

	Mountain biking	Road biking/cycling	Total
Never - I always do outdoor recreation activities in my community	3%	5%	8%
Occasionally (less than half the time)	48%	48%	48%
Sometimes (about half the time)	36%	33%	28%
Most of the time (more than half the time)	12%	13%	14%
Always	1%	1%	2%
Don't know	0%	0%	1%

BC residents were asked to provide a level of importance to various motivations for participating in their favourite activity. The top motivators for favourite outdoor recreation for BC residents who went mountain biking on trails or road biking or cycling included “to keep fit and healthy,” “to be closer to/experience the natural environment,” “to spend quality time with family and friends,” “to rest, relax, and recuperate,” and “to escape daily routine.”



BC residents were asked about which information sources they were most likely to consider for a new activity or a new destination for an activity. BC residents who participated in mountain biking on trails or road biking or cycling indicated they were most likely to take advice from friends/relatives, consider past experience, and use a BC Parks map.

Information Sources

	Mountain biking	Road biking/cycling	Total
Advice from friends/relatives	87%	87%	84%
Past experience/been there before	83%	83%	82%
BC Parks Map	55%	52%	50%
Backroads Mapbook	45%	37%	35%
Internet - www.bcparks.ca	44%	43%	41%
Visitor Centres	42%	41%	39%
Visitor guides and brochures	41%	41%	39%
Internet - Tourism websites	32%	30%	30%
BC Recreation Sites and Trails Brochure	28%	30%	29%
Internet - www.HelloBC.com	18%	19%	16%
Global Positioning System (GPS)	18%	16%	14%
Media coverage	17%	22%	23%
Advertising	16%	21%	22%
Internet - Other internet sites	16%	13%	13%
Internet - www.sitesandtrailsbc.com	15%	15%	15%
Internet – An activity-based website	14%	11%	12%
Internet - Travellers’ commentary sites	14%	13%	11%
Travel agents, airlines, auto associations, tour operators, other	9%	9%	9%
1-800-HelloBC	4%	5%	4%
Other	7%	10%	8%

For more information, please contact:

Destination British Columbia
 Research, Planning & Evaluation
 Email: tourismresearch@gov.bc.ca
 Phone: 1.877.877.8811

Website: www.DestinationBC.ca/research.aspx

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

Want more information?

Please email “subscribe” to tourismresearch@gov.bc.ca and receive research alerts.

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