

1. In the past 12 months, how often have you participated in outdoor recreation activities (e.g., hiking, climbing, bird watching, camping, bike riding, horseback riding, dirt biking, fishing, hunting, kayaking, canoeing, nordic skiing, snowshoeing, backcountry skiing, snowboarding, snowmobiling, etc.) in BC?

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	800	384	410	6	214	310	276	20	109	325	346	90	249	237	224
Base: All Respondents (wtd)	800	386	408	6	212	254	334	51	283	257	210	105	213	202	281
More than once a week	136	74	60	1	37	45	54	10	35	52	39	25	32	31	49
	17%	19%	15%	20%	18%	18%	16%	20%	12%	20%	18%	23%	15%	15%	17%
				**				**				*			
Once a week	103	58	45	*	39	39	25	2	32	34	35	19	34	28	22
	13%	15%	11%	7%	19%	15%	7%	4%	11%	13%	16%	18%	16%	14%	8%
				**	F	F		**				N*	N		
Once every 2-3 weeks	92	49	41	2	35	29	28	5	28	30	29	17	37	16	22
	11%	13%	10%	34%	17%	11%	8%	10%	10%	12%	14%	16%	17%	8%	8%
				**	F			**				*	MN		
Once a month	79	33	46	1	34	25	20	-	34	20	25	18	27	19	14
	10%	8%	11%	10%	16%	10%	6%	-	12%	8%	12%	17%	13%	10%	5%
				**	F			**				N*	N		
Once every 2-5 months	114	53	62	-	30	40	44	5	51	31	27	10	40	26	38
	14%	14%	15%	-	14%	16%	13%	10%	18%	12%	13%	10%	19%	13%	14%
				**				**				*			
1 or 2 times a year	91	48	43	-	21	38	32	12	24	32	23	8	25	36	21
	11%	12%	11%	-	10%	15%	10%	23%	8%	12%	11%	8%	12%	18%	7%
				**				**				*		N	
Did not participate in outdoor recreation in the past 12 months	186	72	112	2	15	39	131	16	79	58	33	8	17	45	115
	23%	19%	27%	30%	7%	15%	39%	32%	28%	22%	16%	8%	8%	22%	41%
			A	**		D	DE	**	J	J		*		KL	KLM
Sigma	800	386	408	6	212	254	334	51	283	257	210	105	213	202	281
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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2. In the past 12 months, where did you spend your recreation time in BC?

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Answering (unwtd)	644	322	317	5	198	266	180	14	80	255	295	85	226	190	143
Base: All Answering (wtd)	614	314	296	4	197	215	203	34	203	199	177	97	195	156	166
Destination parks (provincial and national parks)	250	128	120	2	96	108	46	9	80	82	78	40	105	72	32
	41%	41%	40%	48%	49%	50%	23%	27%	39%	41%	44%	42%	54%	46%	20%
				**	F	F		**	*			N*	N	N	*
Community parks and trail networks (within a city or town - not necessarily where you live)	405	206	196	4	115	152	138	15	143	128	120	52	133	111	109
	66%	65%	66%	85%	59%	71%	68%	43%	70%	64%	68%	54%	68%	71%	66%
				**		D		**	*			*		K	*
Backcountry areas with limited infrastructure	104	65	39	-	40	49	15	9	26	41	28	13	50	30	12
	17%	21%	13%	-	20%	23%	7%	27%	13%	20%	16%	14%	25%	19%	7%
		B		**	F	F		**	*			*	N	N	*
Rivers and lakes	279	144	132	3	93	107	79	9	83	103	84	32	108	71	68
	45%	46%	45%	81%	47%	50%	39%	26%	41%	52%	48%	33%	55%	45%	41%
				**				**	*			*	KN		*
Beaches and coastal areas	293	151	142	1	92	112	89	16	75	102	99	35	114	72	72
	48%	48%	48%	18%	47%	52%	44%	47%	37%	51%	56%	36%	59%	46%	43%
				**				**	*	H	H	*	KMN		*
Resort areas (e.g. Ski)	82	47	35	-	33	32	17	-	20	22	40	17	35	15	14
	13%	15%	12%	-	17%	15%	8%	-	10%	11%	23%	18%	18%	10%	9%
				**	F			**	*		HI	*	MN		*
Other	26	11	15	-	-	6	20	3	12	7	4	-	3	2	20
	4%	3%	5%	-	-	3%	10%	8%	6%	4%	3%	-	2%	1%	12%
				**		D	DE	**	*			*			KLM*
Sigma	1439	751	678	10	469	566	405	61	439	485	455	190	549	372	328
	234%	239%	229%	232%	238%	263%	200%	178%	215%	243%	257%	197%	281%	238%	197%

Statistics:
Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N
Minimum Base: 30 (**), Small Base: 100 (*)

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3. How much influence did access to trails and outdoor recreation amenities have on your decision about where you currently live?

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	800	384	410	6	214	310	276	20	109	325	346	90	249	237	224
Base: All Respondents (wtd)	800	386	408	6	212	254	334	51	283	257	210	105	213	202	281
Top 2 Box (Net)	446	221	222	3	144	161	141	18	144	144	141	64	155	111	116
	56%	57%	54%	57%	68%	63%	42%	36%	51%	56%	67%	61%	73%	55%	41%
				**	F	F		**			HI	N*	MN	N	
A lot of influence	161	88	72	1	52	61	47	5	48	54	53	21	60	42	37
	20%	23%	18%	17%	25%	24%	14%	9%	17%	21%	25%	20%	28%	21%	13%
				**	F	F		**				*	N		
Some influence	286	133	150	2	92	100	94	14	95	89	87	43	95	69	79
	36%	35%	37%	40%	44%	39%	28%	27%	34%	35%	42%	41%	44%	34%	28%
				**	F	F		**				*	N		
Bottom 2 Box (Net)	310	154	155	1	51	84	175	24	115	107	64	28	50	85	148
	39%	40%	38%	14%	24%	33%	52%	47%	41%	42%	31%	27%	23%	42%	52%
				**			DE	**		J		*		KL	KL
Not much influence	125	60	64	1	38	38	49	8	33	49	35	23	27	37	38
	16%	16%	16%	14%	18%	15%	15%	15%	12%	19%	17%	22%	13%	18%	14%
				**				**				*			
No influence	185	93	91	-	13	46	126	16	81	58	29	5	22	48	109
	23%	24%	22%	-	6%	18%	38%	32%	29%	23%	14%	5%	10%	24%	39%
				**		D	DE	**	J	J		*		KL	KLM
Don't know	44	11	31	2	17	9	18	9	25	6	5	12	8	6	17
	6%	3%	8%	30%	8%	4%	5%	17%	9%	2%	2%	12%	4%	3%	6%
			A	**				**	IJ			LM*			
Sigma	800	386	408	6	212	254	334	51	283	257	210	105	213	202	281
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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4. How would increased government investment in outdoor recreation amenities/infrastructure benefit you and your community?

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	800	384	410	6	214	310	276	20	109	325	346	90	249	237	224
Base: All Respondents (wtd)	800	386	408	6	212	254	334	51	283	257	210	105	213	202	281
Improve physical health and/or mental health	497	237	254	6	119	163	215	19	153	176	149	51	134	132	180
	62%	61%	62%	100%	56%	64%	64%	37%	54%	69%	71%	49%	63%	66%	64%
				**				**		H	H	*		K	K
Attract more tourism spending	326	174	152	-	90	103	133	22	125	98	82	43	86	81	116
	41%	45%	37%	-	43%	40%	40%	43%	44%	38%	39%	41%	40%	40%	41%
				**				**				*			
Improve the local economy (e.g. keep residents spending locally rather than travelling)	355	175	178	3	92	117	146	12	123	120	100	39	101	89	127
	44%	45%	44%	42%	44%	46%	44%	23%	44%	47%	48%	37%	47%	44%	45%
				**				**				*			
Enhance community engagement and social cohesion	315	148	165	3	95	116	104	14	107	110	85	44	96	88	88
	39%	38%	40%	43%	45%	46%	31%	27%	38%	43%	41%	42%	45%	44%	31%
				**	F	F		**				*	N	N	
Protect and preserve biodiversity and nature	398	204	190	3	93	144	160	19	122	135	121	39	119	103	136
	50%	53%	47%	49%	44%	57%	48%	38%	43%	52%	58%	38%	56%	51%	48%
				**		D		**			H	*	K		
Provide more opportunities for education and environmental awareness	306	143	161	2	80	100	125	19	104	100	83	34	93	70	109
	38%	37%	40%	30%	38%	39%	37%	37%	37%	39%	40%	33%	44%	35%	39%
				**				**				*			
Other	9	3	6	-	1	4	5	3	-	5	2	-	3	3	4
	1%	1%	2%	-	*	2%	1%	6%	-	2%	1%	-	1%	1%	1%
				**				**				*			
I don't support more government investment in outdoor recreation	88	34	54	-	9	27	52	9	47	20	12	6	10	29	43
	11%	9%	13%	-	4%	11%	16%	17%	17%	8%	6%	6%	5%	14%	15%
				**		D	D	**	IJ			*		L	L
Sigma	2294	1117	1161	16	581	773	940	116	781	764	633	257	640	595	802
	287%	289%	285%	264%	274%	304%	281%	229%	276%	297%	302%	246%	301%	295%	285%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

1. In the past 12 months, how often have you participated in outdoor recreation activities (e.g., hiking, climbing, bird watching, camping, bike riding, horseback riding, dirt biking, fishing, hunting, kayaking, canoeing, nordic skiing, snowshoeing, backcountry skiing, snowboarding, snowmobiling, etc.) in BC?

		REGION			HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	Vancouver	Vancouver Island	Rest of BC	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	800	436	127	237	164	119	231	222	191	609
Base: All Respondents (wtd)	800	425	137	238	202	146	213	175	157	643
More than once a week	136	45	41	50	23	24	44	34	30	106
	17%	11%	30%	21%	11%	16%	20%	20%	19%	17%
			A*	A		*	D			
Once a week	103	57	11	36	25	21	26	21	30	73
	13%	13%	8%	15%	12%	14%	12%	12%	19%	11%
			*			*			I	
Once every 2-3 weeks	92	46	24	22	24	14	22	25	22	70
	11%	11%	17%	9%	12%	10%	10%	14%	14%	11%
			*			*				
Once a month	79	50	2	27	19	17	21	14	23	55
	10%	12%	2%	11%	9%	11%	10%	8%	15%	9%
		B	*	B		*			I	
Once every 2-5 months	114	83	10	22	29	21	27	27	23	92
	14%	19%	7%	9%	14%	14%	13%	15%	14%	14%
		BC	*			*				
1 or 2 times a year	91	48	8	34	28	3	31	22	19	72
	11%	11%	6%	14%	14%	2%	14%	12%	12%	11%
			*		E	*	E	E		
Did not participate in outdoor recreation in the past 12 months	186	96	41	49	55	47	42	31	12	174
	23%	23%	30%	20%	27%	32%	20%	18%	7%	27%
			*			FG*				H
Sigma	800	425	137	238	202	146	213	175	157	643
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B/C,D/E/F/G,H/I
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C,D/E/F/G,H/I
Minimum Base: 30 (**), Small Base: 100 (*)

2. In the past 12 months, where did you spend your recreation time in BC?

		REGION			HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	Vancouver	Vancouver Island	Rest of BC	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: All Answering (unwtd)	644	347	97	200	121	91	191	186	176	468
Base: All Answering (wtd)	614	329	95	190	147	100	171	143	146	469
Destination parks (provincial and national parks)	250	157	33	60	52	37	70	69	73	177
	41%	48%	34%	32%	35%	37%	41%	48%	50%	38%
		C	*		*	*			I	
Community parks and trail networks (within a city or town - not necessarily where you live)	405	215	62	129	87	61	120	104	99	306
	66%	65%	65%	68%	59%	62%	70%	73%	68%	65%
			*		*	*		D		
Backcountry areas with limited infrastructure	104	39	24	42	28	13	37	24	35	69
	17%	12%	25%	22%	19%	13%	22%	17%	24%	15%
			A*	A	*	*			I	
Rivers and lakes	279	135	47	97	66	49	78	69	75	204
	45%	41%	49%	51%	45%	50%	46%	48%	51%	44%
			*		*	*				
Beaches and coastal areas	293	165	62	66	60	47	91	75	80	213
	48%	50%	65%	35%	41%	47%	53%	52%	55%	45%
		C	AC*		*	*				
Resort areas (e.g. Ski)	82	45	13	24	22	6	25	25	25	57
	13%	14%	13%	13%	15%	6%	15%	17%	17%	12%
			*		*	*		E		
Other	26	13	4	8	4	9	2	5	-	26
	4%	4%	5%	4%	2%	9%	1%	3%	-	6%
			*		*	F*				H
Sigma	1439	769	244	426	318	223	423	370	386	1053
	234%	234%	256%	225%	216%	224%	247%	258%	265%	225%

Statistics:
Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B/C,D/E/F/G,H/I
Minimum Base: 30 (**), Small Base: 100 (*)
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Columns Tested (5%): A/B/C,D/E/F/G,H/I
Minimum Base: 30 (**), Small Base: 100 (*)

3. How much influence did access to trails and outdoor recreation amenities have on your decision about where you currently live?

		REGION			HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	Vancouver	Vancouver Island	Rest of BC	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	800	436	127	237	164	119	231	222	191	609
Base: All Respondents (wtd)	800	425	137	238	202	146	213	175	157	643
Top 2 Box (Net)	446	251	68	128	101	73	128	110	124	322
	56%	59%	50%	54%	50%	50%	60%	63%	79%	50%
			*			*		D	I	
A lot of influence	161	88	27	46	34	26	52	41	50	111
	20%	21%	19%	19%	17%	18%	24%	24%	32%	17%
			*			*			I	
Some influence	286	163	41	82	67	47	76	69	74	212
	36%	38%	30%	34%	33%	32%	36%	40%	47%	33%
			*			*			I	
Bottom 2 Box (Net)	310	145	61	104	84	65	78	55	32	278
	39%	34%	45%	44%	42%	45%	37%	31%	20%	43%
			*			G*				H
Not much influence	125	65	20	40	33	16	35	26	22	103
	16%	15%	14%	17%	17%	11%	17%	15%	14%	16%
			*			*				
No influence	185	80	41	64	51	50	43	29	10	175
	23%	19%	30%	27%	25%	34%	20%	17%	6%	27%
			A*	A		FG*				H
Don't know	44	29	8	7	17	8	7	9	2	42
	6%	7%	6%	3%	8%	5%	3%	5%	1%	7%
			*			*				H
Sigma	800	425	137	238	202	146	213	175	157	643
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F/G,H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C,D/E/F/G,H/I

Minimum Base: 30 (**), Small Base: 100 (*)

4. How would increased government investment in outdoor recreation amenities/infrastructure benefit you and your community?

		REGION			HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	Vancouver	Vancouver Island	Rest of BC	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	800	436	127	237	164	119	231	222	191	609
	800	425	137	238	202	146	213	175	157	643
Base: All Respondents (wtd)										
Improve physical health and/or mental health	497	256	86	155	111	85	133	127	97	400
	62%	60%	63%	65%	55%	58%	62%	73%	62%	62%
			*			*		DEF		
Attract more tourism spending	326	155	60	111	82	58	87	72	54	272
	41%	37%	44%	46%	40%	40%	41%	41%	34%	42%
			*	A		*				
Improve the local economy (e.g. keep residents spending locally rather than travelling)	355	178	65	112	79	74	91	91	73	282
	44%	42%	47%	47%	39%	51%	43%	52%	47%	44%
			*			*		D		
Enhance community engagement and social cohesion	315	163	47	105	72	53	89	83	64	252
	39%	38%	35%	44%	36%	36%	42%	47%	41%	39%
			*			*				
Protect and preserve biodiversity and nature	398	202	72	124	94	61	116	100	84	314
	50%	47%	53%	52%	47%	41%	54%	57%	53%	49%
			*			*		E		
Provide more opportunities for education and environmental awareness	306	152	65	89	69	47	93	77	65	241
	38%	36%	47%	37%	34%	32%	44%	44%	41%	37%
			*			*				
Other	9	5	1	3	5	1	1	1	1	8
	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%
			*			*				
I don't support more government investment in outdoor recreation	88	45	18	25	30	20	15	12	6	82
	11%	11%	13%	10%	15%	13%	7%	7%	4%	13%
			*		FG	*				H
Sigma	2294	1155	414	725	542	400	626	563	445	1849
	287%	272%	303%	304%	268%	273%	293%	323%	283%	288%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F/G,H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C,D/E/F/G,H/I

Minimum Base: 30 (**), Small Base: 100 (*)