

## OAC Climbers' Survey 2014: Summary

The OAC survey was back in 2014 and bigger than ever. We had a record 213 responses; we believe that this is due in part to our increased Facebook presence. Many thanks to Laura Duncan for survey design beta and for processing the results.

A majority (60%) of respondents indicated that they were not OAC members, indicating substantial potential membership growth for the OAC. Consider joining the OAC if you are not already a member!

Up-to-date survey information continues to be a key source of facts about the vitality and economic importance of the Ontario climbing community. We always use selected survey results when negotiating with stakeholders.

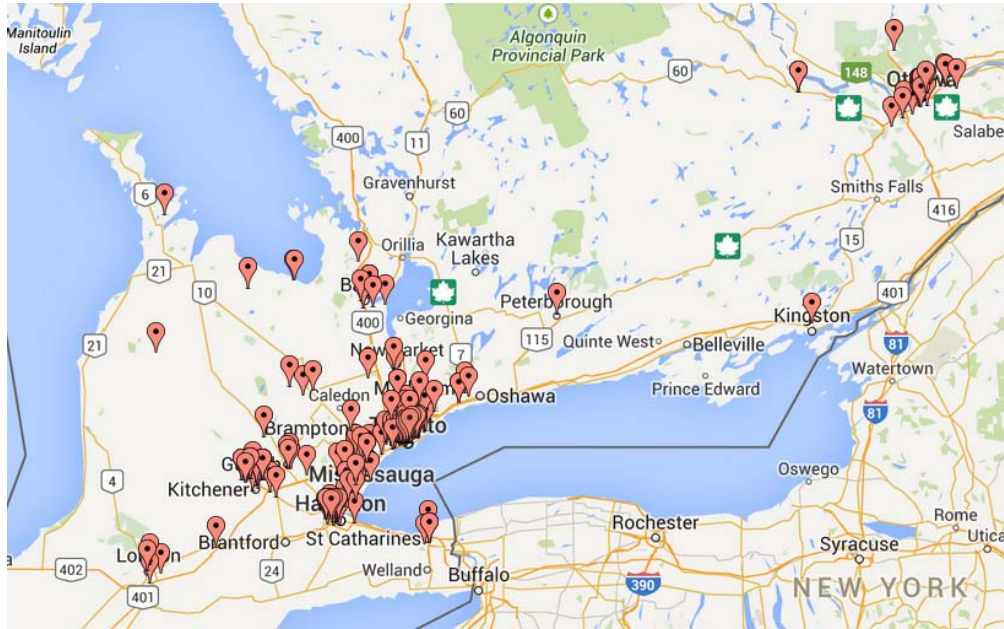
Some highlights:

- survey respondents estimated that they had been out for over 5,000 climber-days in 2014, a quarter of which were in Milton. 75% of the climber-days were on day trips. Spending was over \$150,000.
- almost half of the respondents reported climbing at least three times a week (that's a lot of climbing!)
- the largest cluster of respondents live in the Greater Toronto Area, with a smaller clump in the National Capital Region and communities in Barrie, Kitchener-Waterloo, and London
- a majority (65%) of respondents were in the 18-35 age group
- the most popular occupational grouping (20%) was education, law and social, community and government services.
- Devil's Glen was the favourite Ontario crag, preferred by 16% of respondents, followed by Lion's Head and Bon Echo.
- the vast majority of climbers (80%) practiced sport climbing, while 53% practiced trad climbing, and 33% ice climbing. Bouldering was practiced at 50%.

Thanks again for your participation in the OAC Climbers' Survey. We appreciate your help in carrying out our mission.

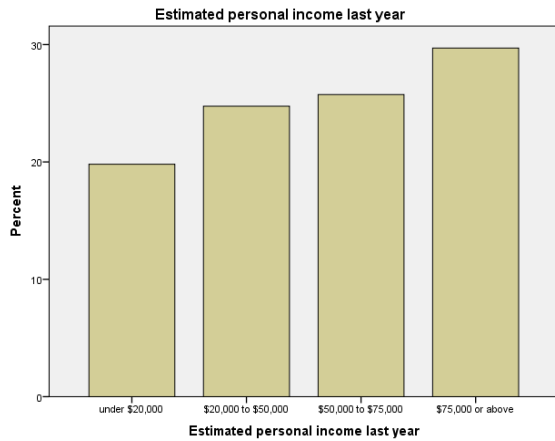
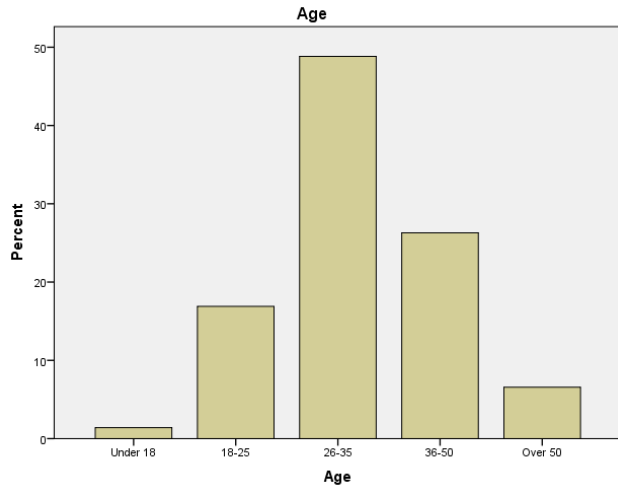
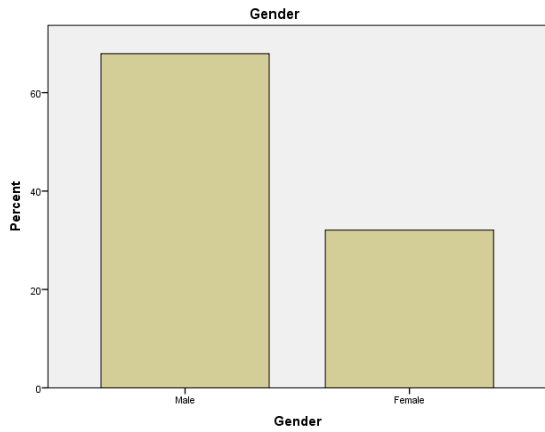
## OAC Member Survey 2014: Summary Statistics

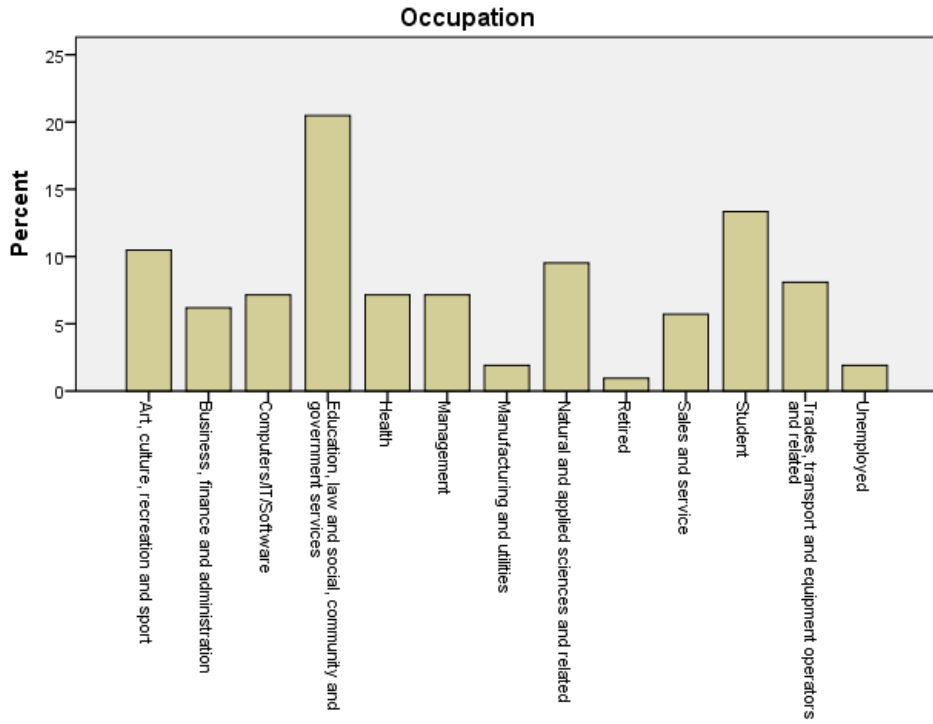
### Distribution of Respondents



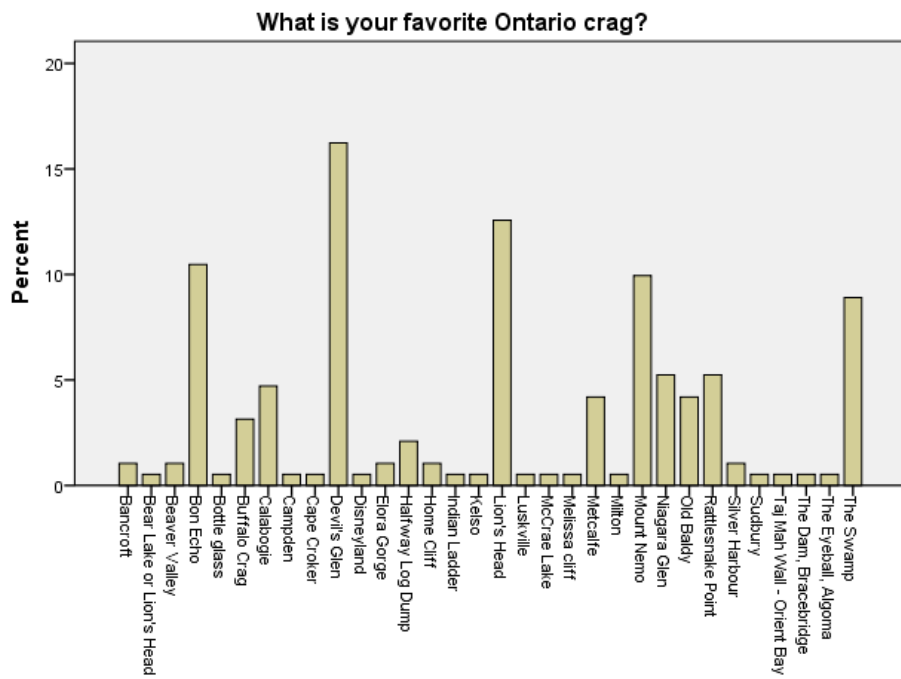
### Characteristics (n=213)

#### a) Demographics

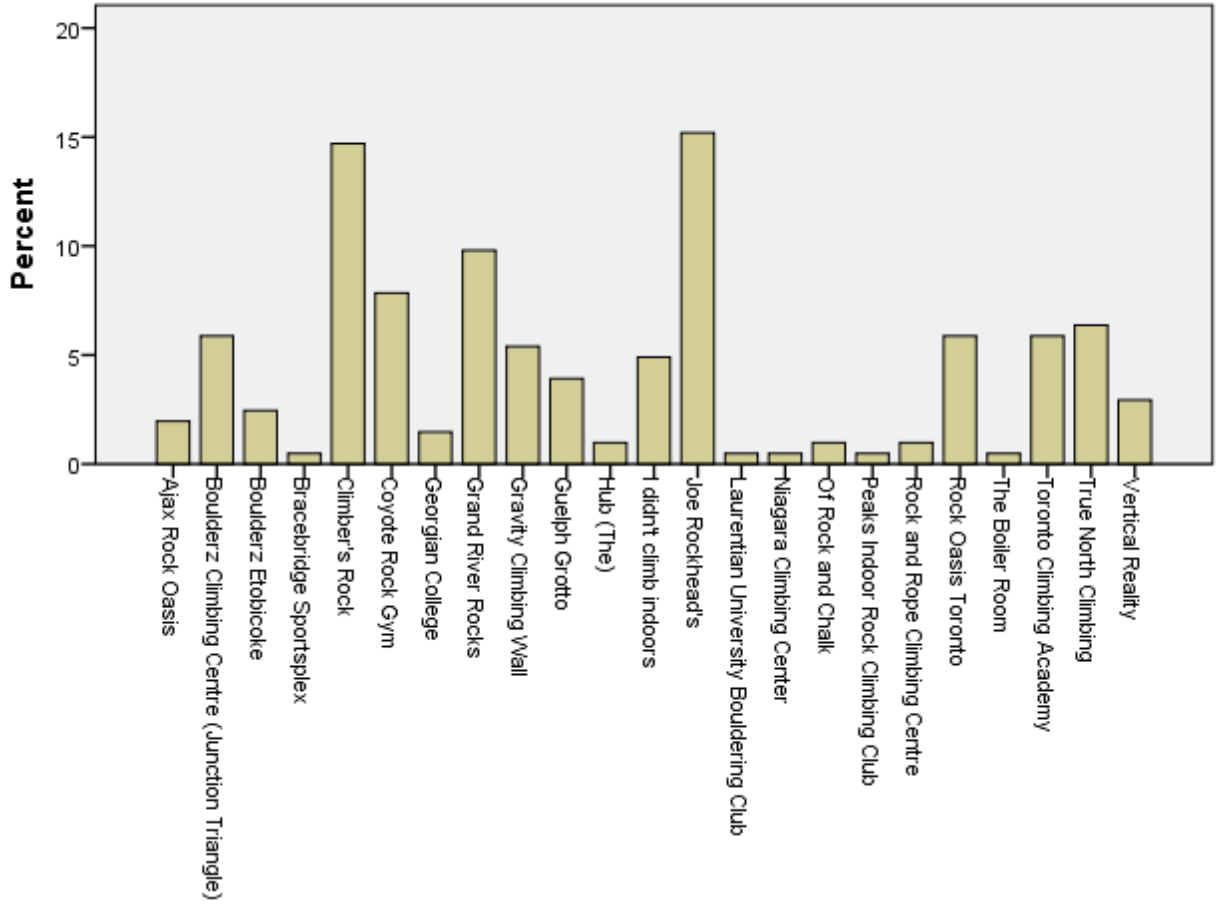




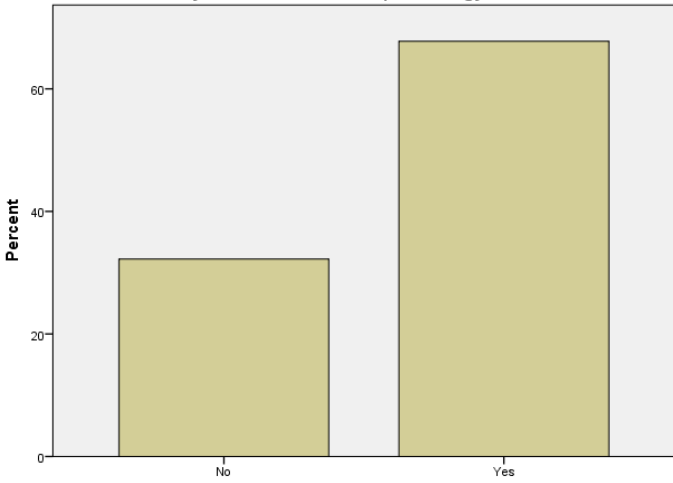
**b) Climbing**



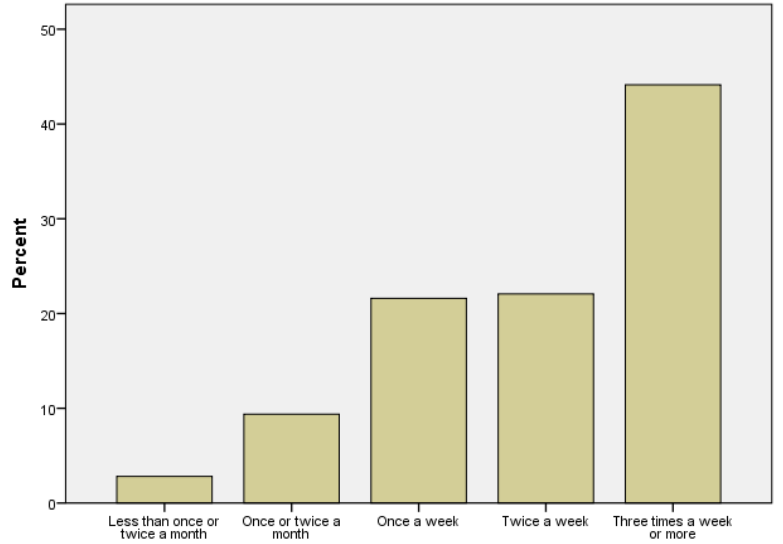
### Which gym did you climb at most often last year?



### Did you have a membership for that gym?



### How often do you climb?



### What types of outdoor climbing did you do in 2014?

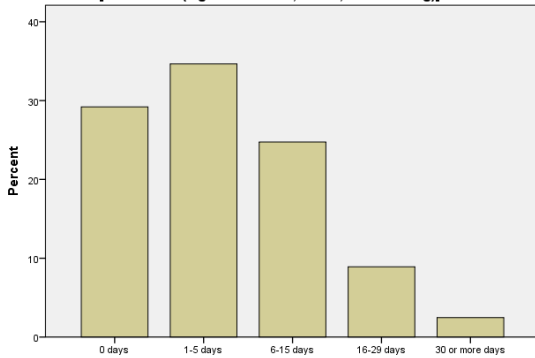
Sport Climbing	80%
Top Roping	69%
Traditional Climbing	53%
Bouldering	50%
Ice Climbing	33%
Mountaineering	18%
Not applicable: Gym/Indoor Climbing only	5%
Aid Climbing	4%
Other Mixed/Drytool	1%
Other Big Wall	1%

### What types of outdoor climbing did you do in 2014?

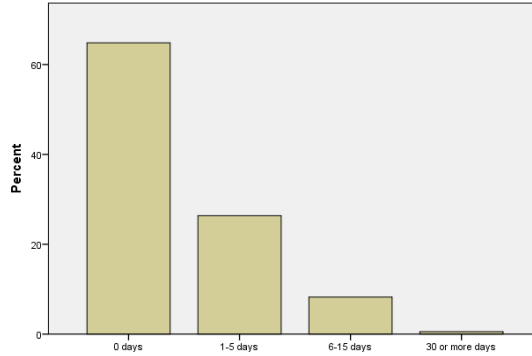
Personal challenge	88%
Physical fitness	79%
Connection to nature	76%
Travel to new places	59%
Socialize	57%
Other: All of the above	3%
Other: Fun	1%
Other	1%

### Climbing Day Trips

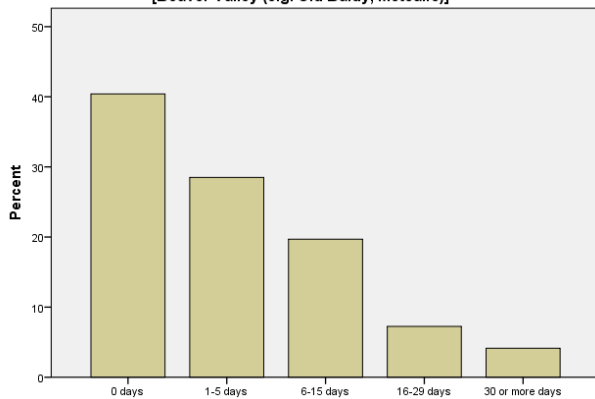
How many day trips did you make to each of these climbing areas last year?  
[Milton Area (e.g. Rattlesnake, Nemo, Buffalo Crag)]



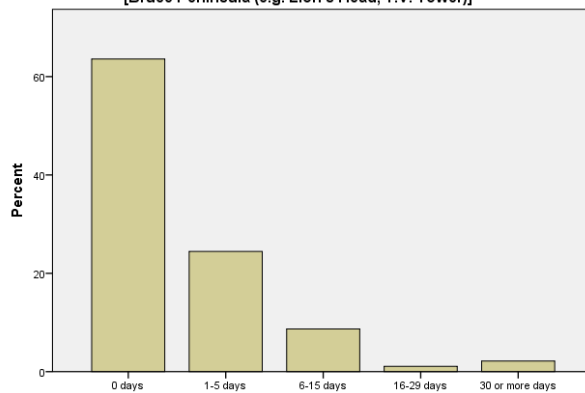
How many day trips did you make to each of these climbing areas last year?  
[Niagara Region (e.g. Niagara Glen)]



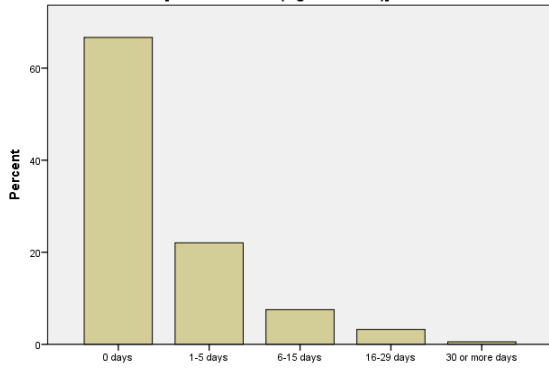
How many day trips did you make to each of these climbing areas last year?  
[Beaver Valley (e.g. Old Baldy, Metcalfe)]



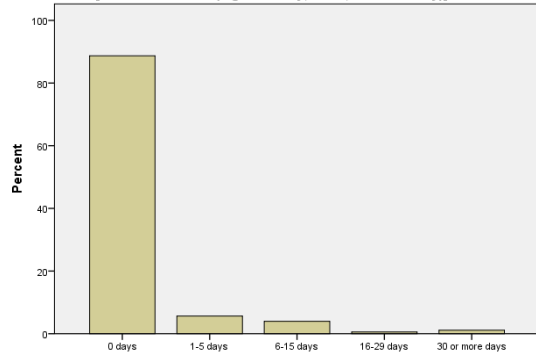
How many day trips did you make to each of these climbing areas last year?  
[Bruce Peninsula (e.g. Lion's Head, T.V. Tower)]



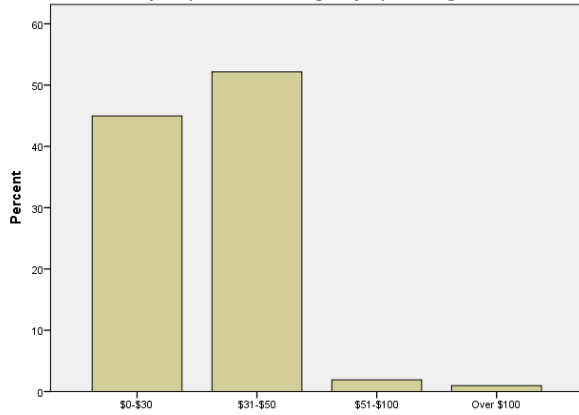
How many day trips did you make to each of these climbing areas last year?  
[Eastern Ontario (e.g. Bon Echo)]



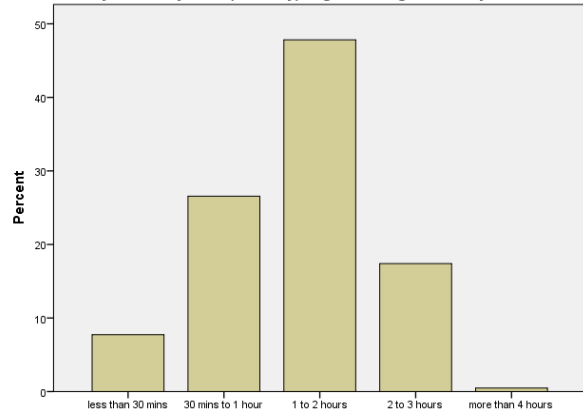
How many day trips did you make to each of these climbing areas last year?  
[Northern Ontario (e.g. Sudbury, Sault, Thunder Bay)]



How much do you spend on an average day trip climbing in Ontario?

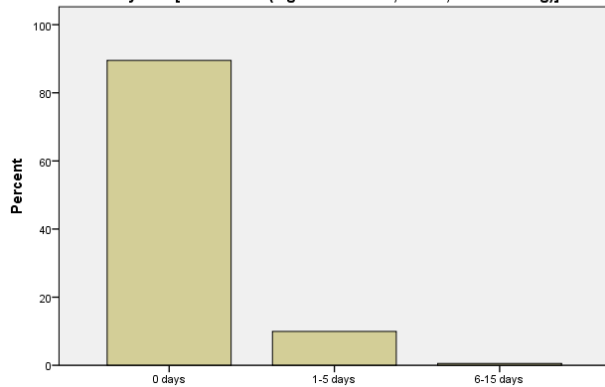


How far do you usually drive (one-way) to go climbing for the day in Ontario?

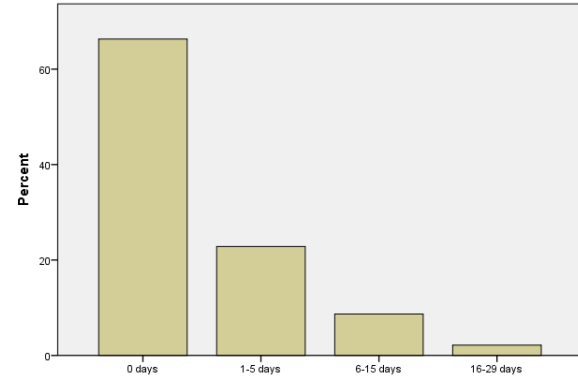


## Climbing Overnight Trips

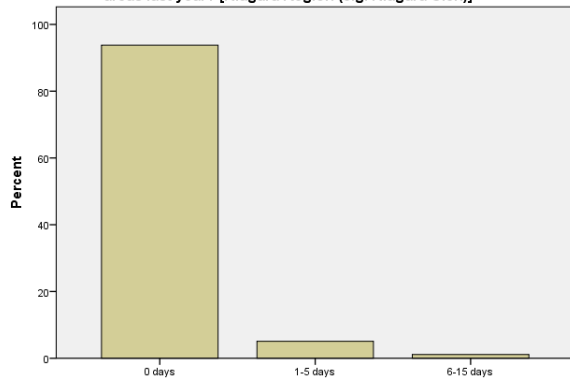
How many days did you spend on ALL overnight trips to each of these climbing areas last year? [Milton Area (e.g. Rattlesnake, Nemo, Buffalo Crag)]



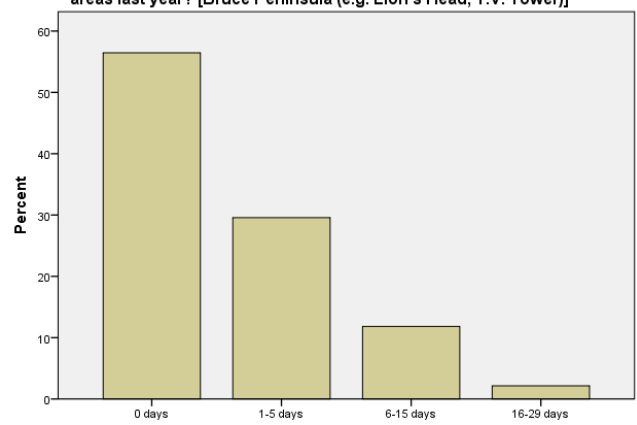
How many days did you spend on ALL overnight trips to each of these climbing areas last year? [Beaver Valley (e.g. Old Baldy, Metcalfe)]



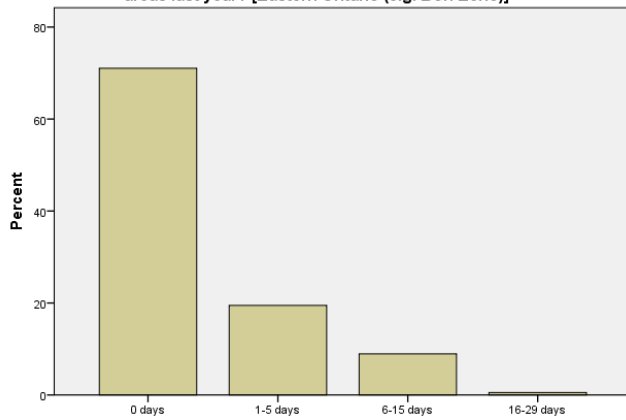
How many days did you spend on ALL overnight trips to each of these climbing areas last year? [Niagara Region (e.g. Niagara Glen)]



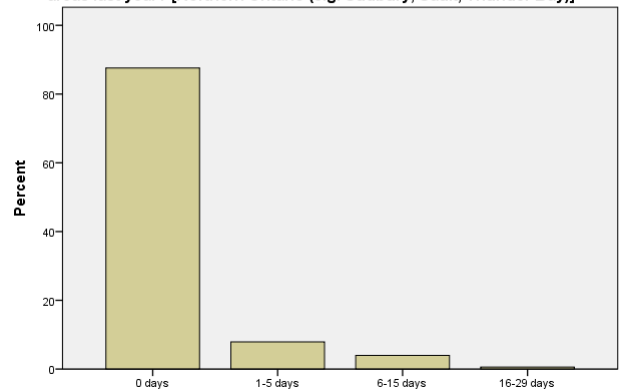
How many days did you spend on ALL overnight trips to each of these climbing areas last year? [Bruce Peninsula (e.g. Lion's Head, T.V. Tower)]



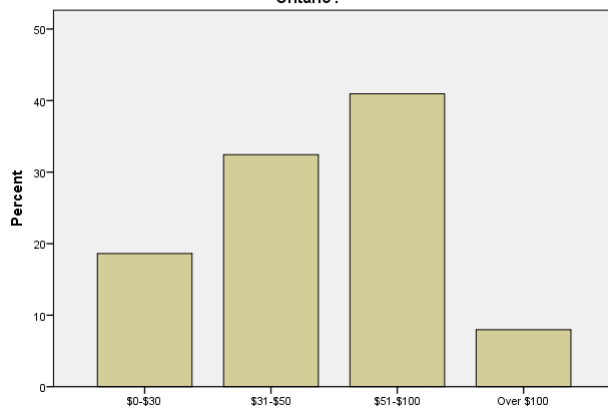
How many days did you spend on ALL overnight trips to each of these climbing areas last year? [Eastern Ontario (e.g. Bon Echo)]



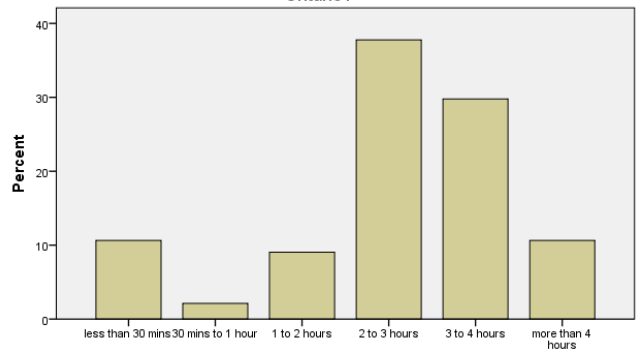
How many days did you spend on ALL overnight trips to each of these climbing areas last year? [Northern Ontario (e.g. Sudbury, Sault, Thunder Bay)]

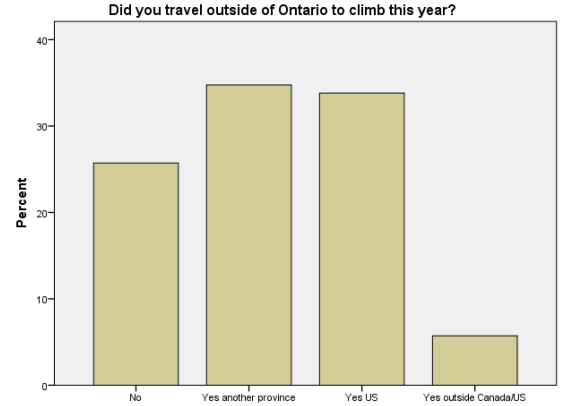
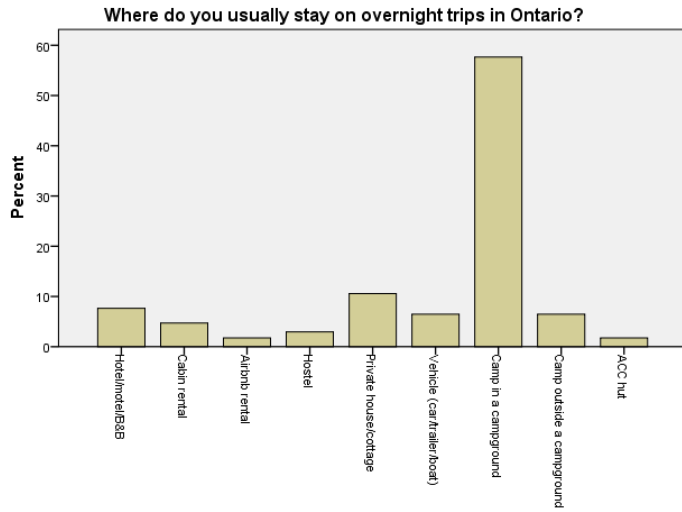


How much do you spend on an average day of an overnight trip climbing in Ontario?

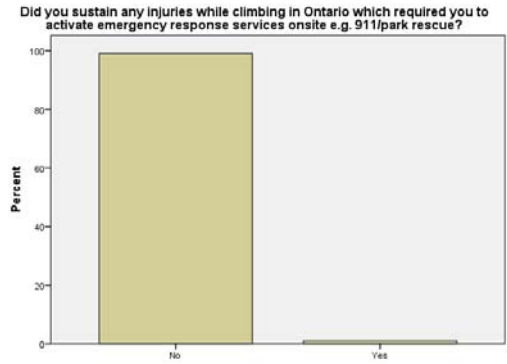
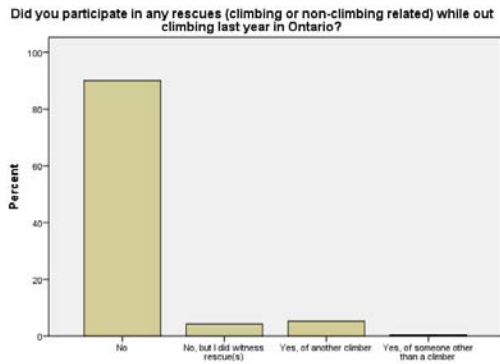


How far do you usually drive (one-way) to go climbing on an overnight trip in Ontario?

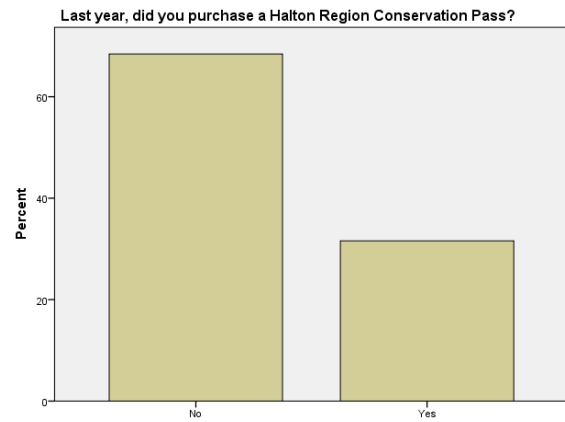
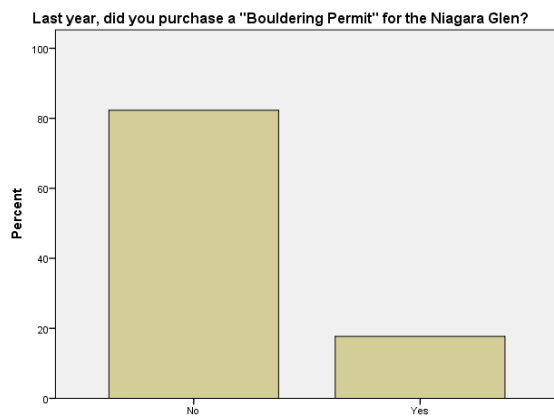




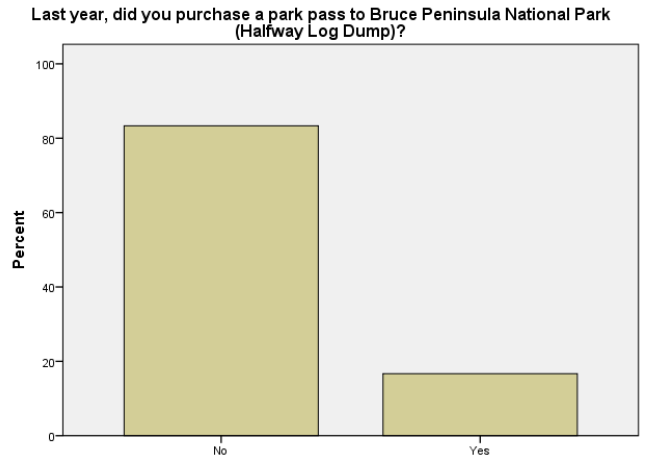
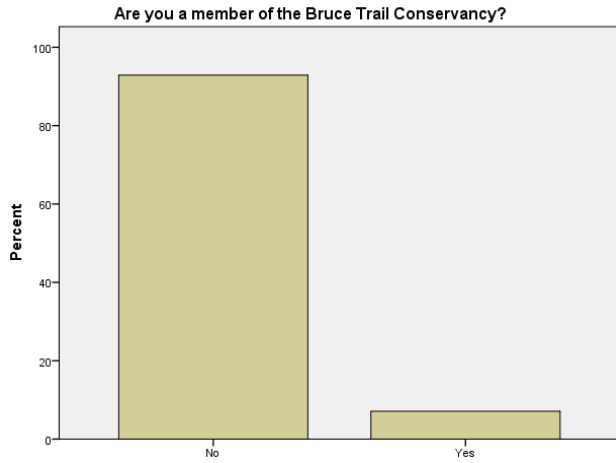
## Emergency & Rescues



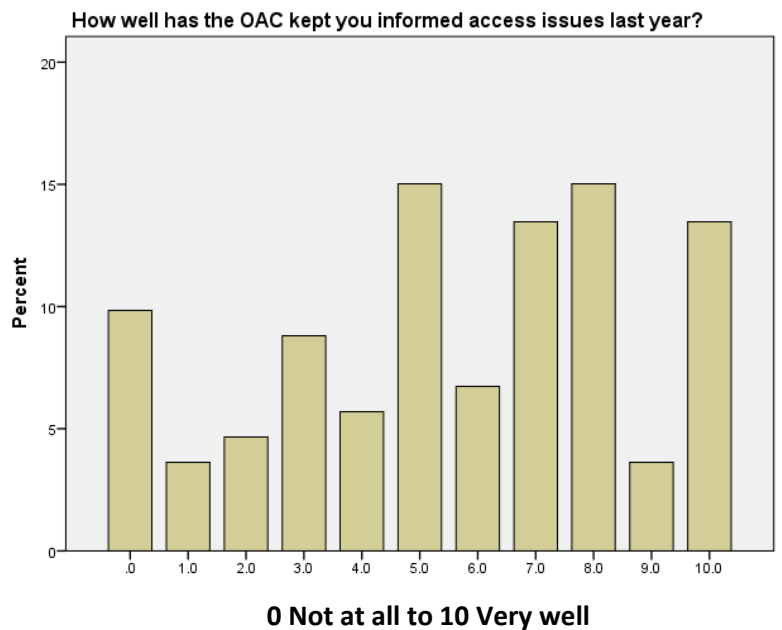
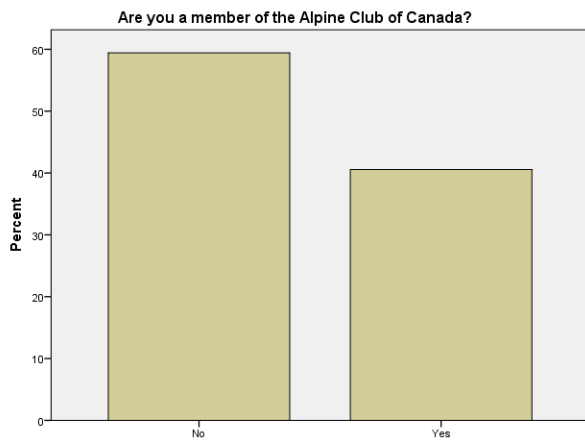
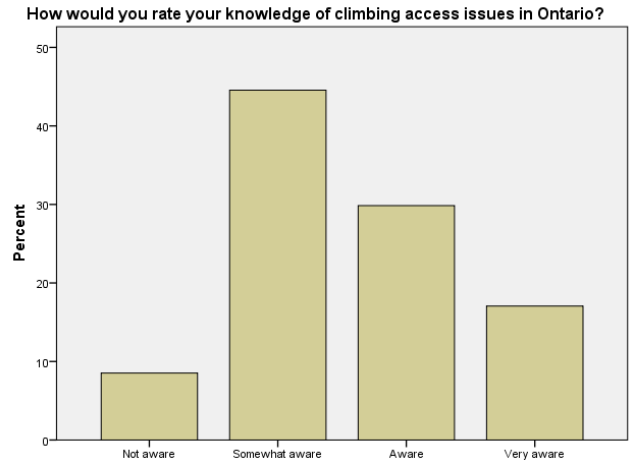
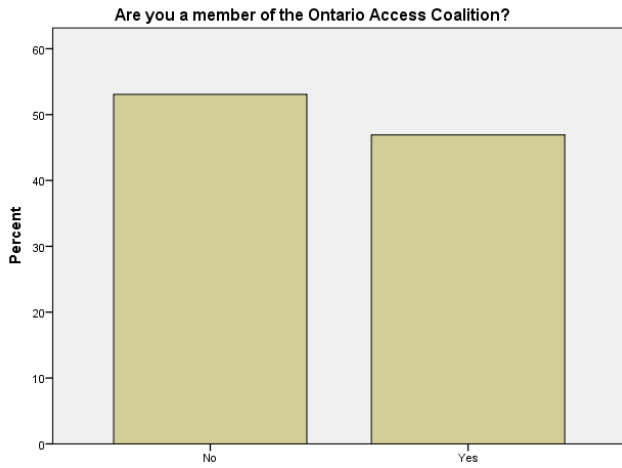
## Passes & Permits



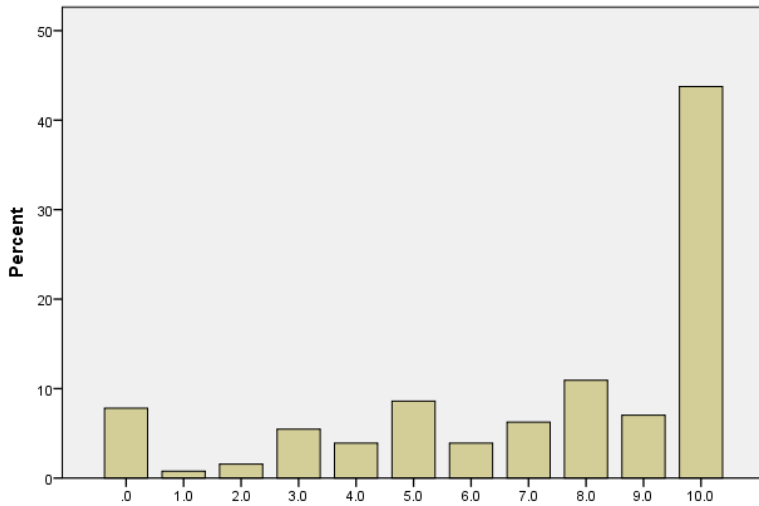




**OAC Membership & Awareness**



If you are an OAC member, how likely are you to recommend joining the Ontario Access Coalition to a fellow climber?



0 Not at all likely to 10 Extremely likely

If you are not a member, why not?

- 25 Need more info on benefits/purpose/cost/relevance/
- 17 Not aware
- 11 Laziness
- 8 Not relevant
- 8 Plan to
- 4 Southern ON/Toronto bias
- Not well known in Ottawa
- Unsure of costs
- Not good reason
- Don't know what is involved

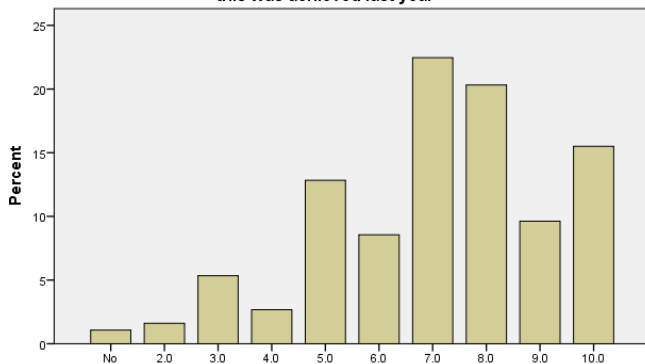
How do you keep informed about climbing access issues in Ontario?

Word of mouth	70%
OAC website	50%
OAC Facebook page	42%
Online forums	41%
Magazines	17%
Emailing the OAC	6%
Other	4%
Other: ACC	3%

Were you aware that the OAC obtained access to the Halfway Log Dump bouldering area in 2010 after seven years of closure?

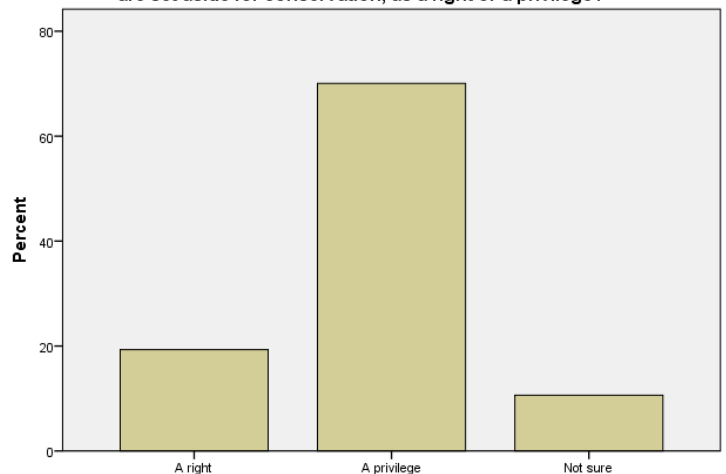


The goal of the OAC is to "work with the climbing community, landowners, conservation authorities and property managers to keep climbing and bouldering areas open in an environmentally responsible manner." How well do you think this was achieved last year

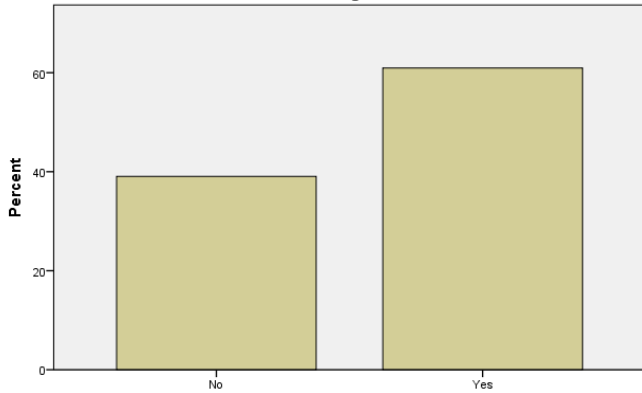


0 Very poorly to 10 Very well

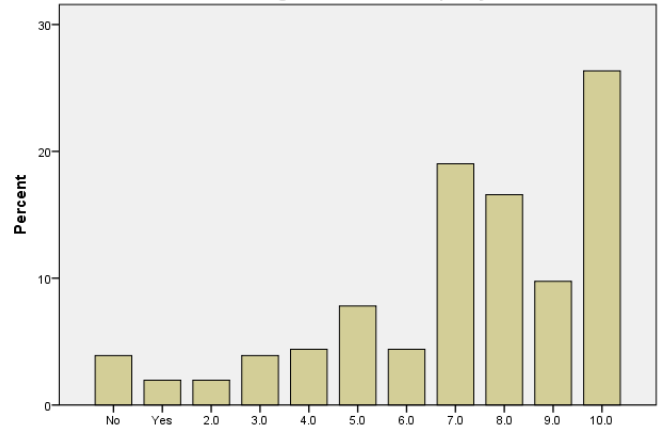
Do you consider climbing on public land (parks, conservation areas, etc) which are set aside for conservation, as a right or a privilege?



Were you aware that in 2009 the OAC successfully convinced the Niagara Parks Commission to reverse the recommendation to close the Niagara Glen to bouldering?

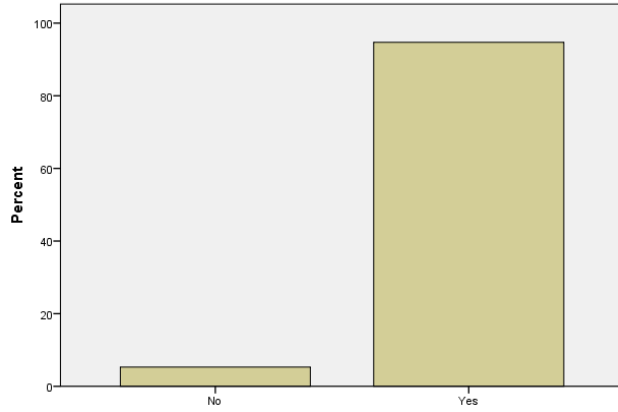


If you were less able to climb outside in Ontario because existing areas became closed to climbing how would this impact you?

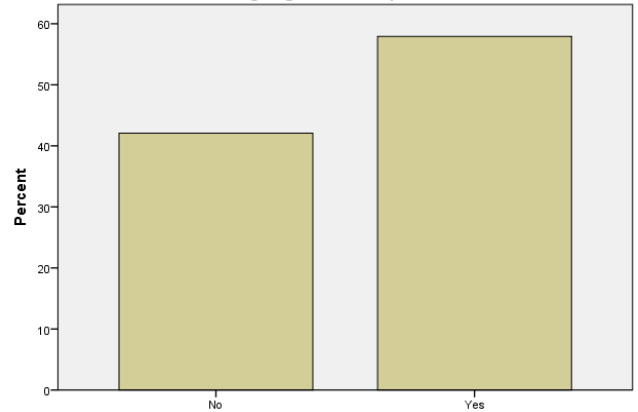


0 Not at all to 10 Life changing

Are you in favour of the OAC facilitating the replacement of aging climbing hardware at Ontario crags?

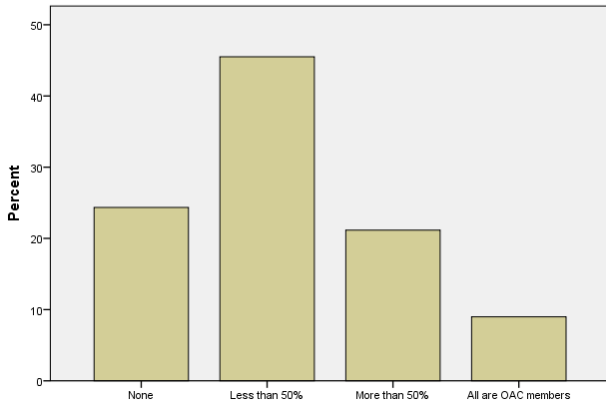


If there was better access to Ontario crags, would you have climbed here more instead of going outside the province?

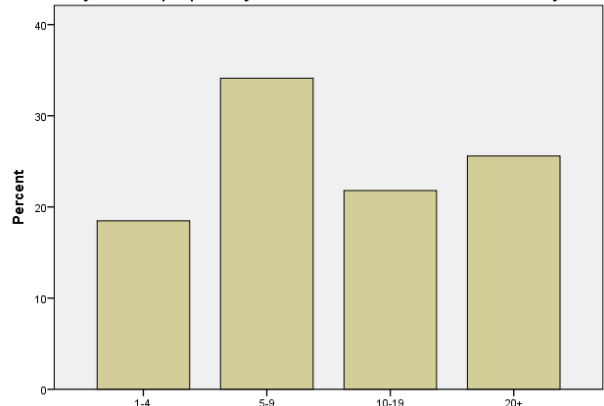


### Climbing Circles

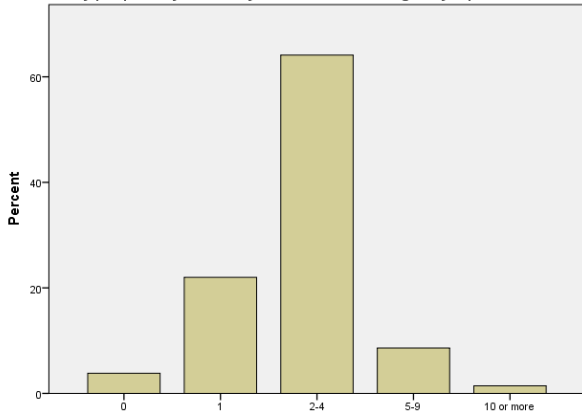
What percentage of your usual outdoors climbing group are members of the OAC?



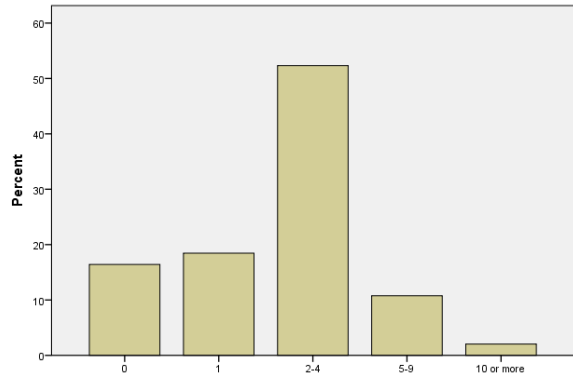
How many different people did you climb with indoors and outdoors last year?



How many people do you usually climb with on average day trips in Ontario?

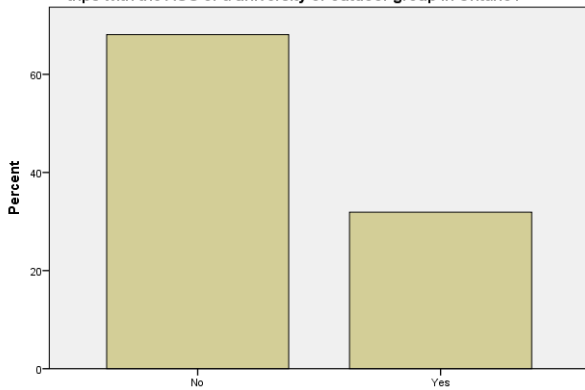


How many people do you usually climb with on average overnight trips in Ontario?

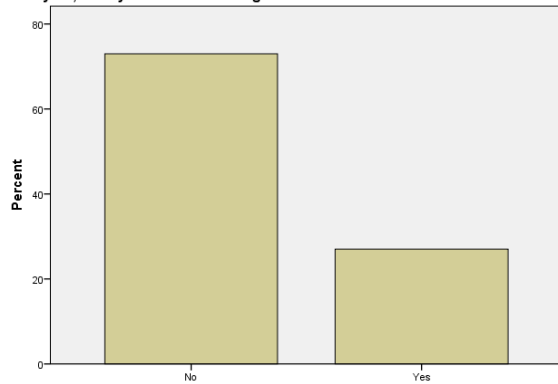


### Trips & Instruction

In the past year, have you participated in or led any formally organized climbing trips with the ACC or a university or outdoor group in Ontario?



Last year, have you taken a climbing instructional course indoors or outdoors?



### Other Activities

Last year, which other activities did you do?

	At all	On climbing trips or overnight trips in ON
Climbing only	27%	51%
Hiking/snowshoeing (beyond the approach)	63%	32%
Hunting/fishing	15%	6%
Mountain biking/Cycling	31%	9%
Canoeing/kayaking/SUP	51%	21%
Skiing(cross-country or downhill)/Snowboarding	48%	9%
Snowmobiling	2%	0%
Shopping	0%	9%
Other: caving	0%	1%
Other: running	2%	1%
Other: swimming	1%	4%
Other: Sailing/Scuba/Watersport	2%	1%
Other	5%	1%