Boaters’ profiles as outdoor recreationists

Tuija Sievänen and Marjo Neuvonen

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Aim of the study

To describe

– Boater types
– Boatings patterns
– Behavior patterns in terms of participation in outdoor activities by different boater types
Data and methods

- Population survey in 1998-2000
- Sample 12000; response rate 84
- Telephone interview data has 10651 respondents
- Mail questionnaire data has 5535 respondents
- Boaters data includes 2 737 respondents
Methods of analysis

• description statistics (distributions, means, medians)
• cross tabulations and \( \chi^2 \)-test
• multiple correspondence analysis
Theoretical background

Hendee’s typology of recreationists according to meaning of preferred activities

- Appreciate-symbolic
- Extractive-symbolic
- Passive free play
- Sociable learning
- Active-expressive

Hendee et al. 1971
Participation in boating activities
% of population

<table>
<thead>
<tr>
<th>Activity</th>
<th>Total</th>
<th>Wome n (15)</th>
<th>Men (15)</th>
<th>15-24</th>
<th>25-44</th>
<th>45-64</th>
<th>65-74</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boating</td>
<td>47</td>
<td>40</td>
<td>54</td>
<td>51</td>
<td>51</td>
<td>45</td>
<td>28</td>
</tr>
<tr>
<td>Rowing</td>
<td>35</td>
<td>31</td>
<td>38</td>
<td>38</td>
<td>38</td>
<td>33</td>
<td>22</td>
</tr>
<tr>
<td>Motor</td>
<td>20</td>
<td>15</td>
<td>26</td>
<td>23</td>
<td>24</td>
<td>19</td>
<td>12</td>
</tr>
<tr>
<td>Canoe</td>
<td>5</td>
<td>4</td>
<td>7</td>
<td>10</td>
<td>7</td>
<td>3</td>
<td>1</td>
</tr>
</tbody>
</table>

Sievänen & Neuvonen 2003
## Participation in boating activities

% of population

<table>
<thead>
<tr>
<th></th>
<th>Motor Cr.</th>
<th>Sail Cr.</th>
<th>Sail day</th>
<th>W-jet</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>7</td>
<td>3</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td><strong>Women</strong></td>
<td>6</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>Men</strong></td>
<td>8</td>
<td>3</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>15-24</td>
<td>8</td>
<td>3</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>25-44</td>
<td>9</td>
<td>4</td>
<td>1</td>
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<td>45-64</td>
<td>6</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>65-74</td>
<td>3</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Sievänen & Neuvonen 2003
Number of days used for boating

Number of boating days per year (mean)

- Small motor boat: 18 days
- Rowing boat: 17 days
- Motor cruiser: 15 days
- Sailing cruiser: 11 days
- Small sailing boat: 8 days
- Canoe: 7 days
- Water jet: 2 days
45 % Has Access to Boat

town or city
small town
countryside

cruiser
small boat

METLA
Sievänen & Neuvonen 2003
Distance to boating site

- Distance to suitable boating site is 6 km mean and 2 km median from the permanent residence.
Boating Daytrip

Day trip in average total duration hours (mean)
- 6 hours permanent home
- 3 hours at leisure home

distance to boating site (median)
- 4 km / permanent home
- 15 km / leisure home
Boating Overnight Trip

- last 6 days in average
- 61 % with family
- distance to destination 124 km
- cost per trip 73 euro in average
Boaters’ characteristics
N=2737, boaters’ data

- More men than women, except rowboating
- Canoers are young
- Sailers are young adults
- Older people less than average in population
Boaters profiles
Boater types

- Rowboater (n=1053)
- Small motor boater (n=888)
- Canoer (n=291)
- Large motor boater 'cruiser' (n=366)
- Sailing boater 'cruiser' (n=139)
Boater types - socioeconomics

Rowboaters
- women
- middle age and older
- farmer or manual worker
- basic education
- countryside

Small motor boat users
- middle age or older
- manual worker
- basic and vocational education
- small town in eastern or northern Finland

Canoers
- young
- student
- Central Finland
Boater types- socioeconomics

Large motor boat
‘motor boat cruisers’
– town in Southern Finland
– lower level employee
– college education

Large sailing boat
‘sail cruisers’
– young adult, 25-44 y.
– city in southern Finland
– upper level employee
– university education
Multiple correspondence model
Outdoor activities participated

Rowboater
- picking wild berries
- backpacking
- camping
- downhill skiing
- picnicking

Small motor boater
- hunting
- fishing with nets
- fishing with spinning rod or trolling gear
- long-distance bicycling
- diving
- downhill skiing
- backpacking

Number of activities in total is 14

Number of activities in total is 16
Outdoor activities participated

Canoer
backpacking
long-distance bicycling
camping
diving
downhill skiing
cross-country skiing
long-distance skiing

hunting
fishing with spinning rod
snowmobiling
LESS/NO
fishing with nets

Number of activities in total is 20
Outdoor activities participated

Large motor 'cruiser'
- snowmobiling
- long distance skiing
- backpacking
- fishing with nets

LESS/NO
- cross country skiing

Number of activities in total is 17

Sailing ‘cruiser’
- long distance bicycling
- diving
- downhill skiing
- cross country skiing

LESS/NO
- picking berries
- hunting
- fishing with nets or spinning rod

Number of activities in total is 13

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Finnish people are active boaters
Half of the population has an access to a boat and participates in boating
Boating sites locate close to home

Training for sailing skills starts early
Conclusions

Boaters differ remarkably in terms of participation in other outdoor activities
Boater types and styles

Passive free play
Sociable learning

Extractive-symbolic
Active-expressive

Appreciate-symbolic
Active-expressive

Sievänen & Neuvonen 2003