Behavior Change Survey for Outdoor Activities

UMISC/NAISM 2018
Pan-Canadian Survey

- Outdoor activities
  - Firewood, Play Clean Go and Clean Drain Dry
- 1860 respondents
- Conducted online
- January to May, 2018
- +- 2.27%, 19 times out of 20
Research Goals

• Establish baseline of current behaviors
• Determine barriers and motivators
• Inform the development of national communications approaches
Innovation Adoption Curve

Innovators: 2.5%
Early Adopters: 13.5%
Early Majority: 34%
Late Majority: 34%
Laggards: 16%
Convenience
Argument Against Target Audiences

• A lot of overlap
• People targeted for firewood should also get the Play Clean Go and AIS messages
• Also takes advantage of behavioral psychology
  – Not really stopping the spread unless you do everything to stop the spread
Do You Use Firewood?

Yes: 94%
No: 6%

Sample size = 1860
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**Hike [49%]**

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<td>23%</td>
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**Camp [49%]**

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<td>24%</td>
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**Garden [46%]**
Are You Active in Water-Based Activities?

![Bar chart showing activity levels.]

- **1:** 6%
- **2:** 9%
- **3:** 6%
- **4:** 6%
- **5:** 7%
- **6:** 9%
- **7:** 12%
- **8:** 12%
- **9:** 9%
- **10:** 25%

**BEYOND ATTITUDE**
Argument Against Target Audiences

• A lot of overlap in activities
• People targeted for firewood should also get the Play Clean Go and AIS messages
• If we can get people to clean their boots on a trail, they are more likely to buy local firewood and Clean, Drain and Dry
What do you use firewood for?

- Home heating: 41%
- Heating of cottage/camp cabin or other building: 31%
- Campfire/Bonfire/Recreation: 91%
- Outdoor cooking: 46%
- Indoor cooking: 4%
- Other: 2%
Barriers to buying local firewood

availability
wood
local
quality
Price
cut
area
campground
firewood
campfire
burn
standing
using
cabin
Living
closed
get
work
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burning
logging
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permits
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permitted
enough
forest
issue
invasive
weather
community

Easier

Government

50

next

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buying

transport

buy

Home

cottage

camping

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rural

private

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Motivators to buying local firewood

- Availability
- Cost
- Quality
- Convenience
- Invasive Species

- Lower cost
- Quality firewood
- Availability
- Convenience
- Invasive Species

- Knowledge
- Wood quality
- Campfire
- Travel
- Area

- Cost
- Lower cost
- Source
- Area
- Campfire

- Accessibility
- Parks
- Regulations
- Campsite
- Burning

- Wood
- Lower cost
- Invasive
- Species
- Campfire

- Motivation
- People
- Tree
- Woodlot
- Environment

- Camping
- Forest
- Campground
- roaring
- Environment
Where do you usually get your firewood compared to where you burn it?

<table>
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<th>Response</th>
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<tbody>
<tr>
<td>I gather/cut it in the area where I burn it (within 15 km).</td>
<td>74%</td>
</tr>
<tr>
<td>I buy it locally where I burn it (within 15 km).</td>
<td>40%</td>
</tr>
<tr>
<td>I gather/cut it and transport it to the area where I burn it (more than 15 km).</td>
<td>34%</td>
</tr>
<tr>
<td>I buy it in one area and transport it to another where I burn it (more than 15 km).</td>
<td>22%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
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</table>
Local is Different for Different People

• The 50 mile/80 km radius doesn’t work for many people
• A 50 mile drive from downtown Toronto is not going to get you firewood nor in parts of Saskatchewan
• “Local” can’t be defined as a universal radius
• We like Buy Local, Burn Local
If it were available in your area, what is the likelihood that you would purchase pest-free firewood from a local retailer?

Sample size = 1860
Barriers to Buying Pest-Free Firewood

- Availability
- Cost
- Knowledge
- Firewood
- Wood
- Chemicals
- Pest-free
- Untreated
- Abundance
- Already burned
- Sample size = 1860
Motivators to Buying Pest-Free Firewood

- Knowledge
- Price
- Availability
- Pests
- Wood
- Information
- Affordability
- Similar
- Easier
- Local
- Buy
- Purchase
- Incentives
- Transporting
- Non-treated
- Delivery
- Burning
- Reduced
- Issue
- None

Sample size = 1860
Where is This From?
How often do you check for IS before or after hiking?

Sample size = 1860
Clean Clothes, Equipment Barriers

Lack of knowledge, time, laziness, forgetting, invasive species, cleaning, equipment, facilities, people, and mud.

Nothing means nothing, no way, no action, no work, no look, just nothing.

Cleaning, check, mud, muddy, weather, outdoor, gear, signs, ticks, potential, risks, hard, everything.

Laziness, time, need, machines, necessary, going, getting, available, preventing, trails, water.

People, vehicles, already, never, may, less, go, less, doing, help, removing, checking, saw.

Clothing, importance, action, care, gear, cleaning, day, taking, home, area, need, available, going.

Bad weather, much, help, hard, everything.

Lack of knowledge, time, laziness, forgetting, invasive species, cleaning, equipment, facilities, people, and mud.

Nothing means nothing, no way, no action, no work, no look, just nothing.
Clean Clothes, Equipment Motivators
Barriers to Clean Drain Dry

• Lack of equipment
• Lack of a station to do it
• Lack of knowledge
Motivators to Clean Drain Dry

• Proper boat maintenance
• Protecting investment
• Invasive species was of lower significance
My Contact Info

Ken Donnelly
www.beyondattitude.com
ken@beyondattitude.com
@beyondattitude
Facebook/beyondattitude
902-223-6123
Get the Report

• Text UMISC18 to 44222
• Full report will be sent to you
• You will also be subscribed to my Behaviour Change Friday Email Blast (you can unsubscribe any time)