

## MAJOR LAKES RECREATIONAL MARINE FACILITIES STUDY



**Ipsos Canada**  
CANADA'S MARKET INTELLIGENCE LEADER



### UNDERSTANDING RESIDENTS USAGE AND SATISFACTION WITH RECREATIONAL MARINE FACILITIES

- ASSESS PERCEPTION OF BOATING OPPORTUNITIES
- DETERMINE PARTICIPATION IN BOATING ACTIVITIES
- GAUGE BOAT OWNERSHIP , MOORING AND TRAILERING
- ASSESS SATISFACTION WITH CURRENT MARINE FACILITIES
- IDENTIFY PRIORITIES OF RECREATIONAL MARINE IMPROVEMENTS
- DETERMINE VIEWS ON PUBLIC-PRIVATE PARTNERSHIPS
- DETERMINE VIEWS ON GOVERNANCE/ SERVICE DELIVERY

HOUSEHOLD SAMPLES JUNE 3-15.08	
KELOWNA-	426
WESTSIDE-	224
LAKECOUNTRY-	113
PEACHLAND-	112
ELECTORIAL AREA-	125
OVERALL MARGIN OF ERROR: +/- 3.1%	

#### SUMMARY

1. 71% perceive boating activities in the Central Okanagan are very good- 22% somewhat good
2. 4% rate poor boating due to insufficient launches (33%), congestion (30%), lack of mooring (29%)
3. Noise, expense and pollution ratings for Okanagan as a poor place to boat were each less than 1%
4. 4 in 10 households own a boat and one in ten plan a boat within five years
5. 71% of power boats are 18.2 feet or more, 91% of sailboats are 22.4 feet or more
6. 21% of power boat owners have moorage slips, 69% of sail boat owners have moorage slips
7. 91% of power boats are stored at home- 81% of sail boats are stored at home
8. With Moorage- 36% of power at boat /yacht club, 31% at commercial marina, 30% at a personal dock
9. With moorage- 55% of sail at boat/yacht club, 38% at commercial marina, 3% at a personal dock
10. 26% of boat owners have a valid pleasure craft operators card-(Required for +10hp / All due Sept.09)
11. Boat owners use the lake an average of 19 days over 12 months-non owners average 8 days
12. Majority: Leisure boating-53%, Skiing/ wakeboarding-21%, Kayaking 14%, Canoeing 11%, Sailing 9%
13. Personal watercraft-8%, Fishing-6%, Speed -6%, Tubing-5%, Dragon-boats- 4% Houseboating-3%
14. Variation: more fishing (20%) on Wood Lake and skiing / boarding (33%) on Kalamalka Lake
15. Over 15' motor boats and small – oar craft are most common; most trailered to lake from home
16. 6 of 10 state facility demand is high- there is not presently enough marine facilities
17. Facility improvements are sought for more launches, trailer parking, washrooms and fueling services
18. 8 of 10 state current facilities are insufficient for growing population and tourist
19. 75% agree government should invest in marine recreational facilities
20. 66% support new or upgrading of existing recreational marine facilities
21. Top priorities for the next 5 years are expanded parking at launches and additional launches
22. Second tier priority is public boat slips- Lower tier is more dry dock storage
23. A slight margin support local management of marine facilities over a wider authority
24. 9 of 10 support government play a role in providing recreational marine facilities
25. 8 of 10 support government partnerships with private sector for new marinas
26. 8 of 10 support public funds be used with the private sector for new marinas
27. Respondents- 52% female / 48% male- Average age 49 years- 77% own their home.

Results of this research will provide input into the development of a twenty year plan and implementation strategy for marine recreational facilities in the Regional District

For further information of this research and its application to the complete study,  
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