

## Nation-wide outdoor recreation demand monitoring

Tuija Sievänen T.<sup>1</sup>, Marjo Neuvonen<sup>1</sup> and Eija Pouta<sup>2</sup>

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### The aim of the study, topics and data collection

The second nation-wide outdoor recreation demand inventory and assessment (LVVI) study started in January 2009. This is a follow-up study for the first LVVI -study made in Finland in 1998-2001 (Sievänen 2001). The aim of the study is to provide data for updating outdoor recreation statistics and for three theme studies. The topics of the theme studies are 1) nature's impact on human health and wellbeing; 2) environmental changes and outdoor recreation; and 3) recreational use of private forests. The study is conducted by the Finnish Forest Research Institute and Statistics Finland. The theme studies are done in co-operation with several partners including MTT Agrifood Research Finland, University of Tampere, National Institute for Health and Welfare, Centre for Health Promotion Research (UKK-institute) and Finnish Environment Institute.

The sample consists of Finnish population aged 15 - 74 years. The size of the random sample is 24 000. The data is collected by a web-questionnaire supported by a mail questionnaire. The survey is conducted in six parts, of which three parts have been collected in 2009 and three more parts are being collected in 2010. The data collection takes place in January - March, April - June and September - November. In 2009, the response rate was 39 %, and 24 % of total responses was received by web-questionnaire. The expected number of responses altogether is about 9000, of which 4677 are already collected.

The trends presented in this study are based on the first LVVI -data collected during 1998-2000 (n=10 651) and the second LVVI data (LVVI2) collected January - March and April - June 2009 (n=3060). Weights calibrated to both datasets have been applied to correct the sample to get adequate representation of the population. In the survey, an initial screening question revealed whether the respondent had participated in a given, broader category of activities (gathering wild berries, mushrooms, plants or flowers in general) during the previous 12 months time. If the respondent had done so, he or she was asked about participation in specific activities (e.g. wild berry picking). If he or she had participated in a specific activity, a question regarding the number of occasions per year was asked.

### The key measurements of LVVI2 study

The main product of LVVI2 study is to produce updated outdoor recreation statistics. Outdoor recreation statistics includes following information:

- Participation in outdoor recreation and different recreational activities in different population groups (87 measured activities).
- Time use patterns and money spent on outdoor recreation participation and nature trips.
- Use of different areas for recreation according to the nature and use characteristics: recreational areas, multiple use forests, protected areas, shore-line areas, archipelago, urban nature, rural areas, areas close to recreation homes.
- Changes and trends in outdoor recreation and nature tourism including trends in recreational behaviour and prognosis based on recreational behaviour models and impacts of environmental changes on recreational behaviour.

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<sup>1</sup> Finnish Forest Research Institute, PL 18, 01301 Vantaa, Finland, tuija.sievanen@metla.fi, marjo.neuvonen@metla.fi

<sup>2</sup> MTT Agrifood Research Finland, Luutnantintie 13, 00410 Helsinki, Finland, eija.pouta@mtt.fi

### Preliminary results of LVVI2: trends for participation in outdoor recreation

Finns highly enjoy the outdoor life; 96 % of population report they have participated in outdoor activities during the past year. The results confirm the participation rate ten years ago (Sievänen 2001). Comparing to information of the previous outdoor recreation statistics ([www.metla.fi/metinfo/lvvi/](http://www.metla.fi/metinfo/lvvi/)) participation in many of the traditional activities such as walking, cycling, berry and mushroom picking, swimming, spending time at vacation home, fishing, boating and cross-country skiing has stayed at a very stable level or lightly increased during the previous ten years (Fig. 1). For some activities participation rate has increased more clearly like in jogging, spending time at the shore/beach (e.g. sunbathing), Nordic skating (new activity) or leisure time forest management (traditional activity). However the frequency of participation in activities like walking, cycling, jogging, hunting, fishing, boating, cross-country skiing and snowmobiling was lower than it was in 1998-2000 (Fig. 2). The declining trend in participation was found in downhill skiing: less participation and occasions compared to ten years ago. Number of close-to-home recreation occasions has stayed almost at the same level; frequency of close-to-home recreation occasions was 161 in 2009 and 167 in 1998-2000. In both studies around 40 % of the Finns aged 15-74 years reported they had done at least one nature trip.

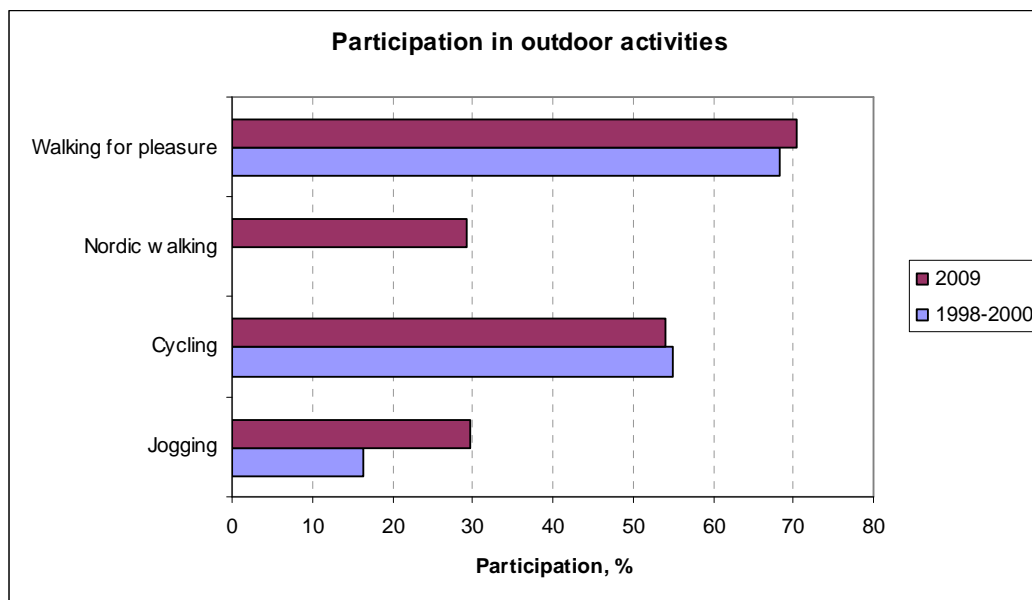


Figure 1. Participation rates in some outdoor activities in 1998-2000 and 2009.

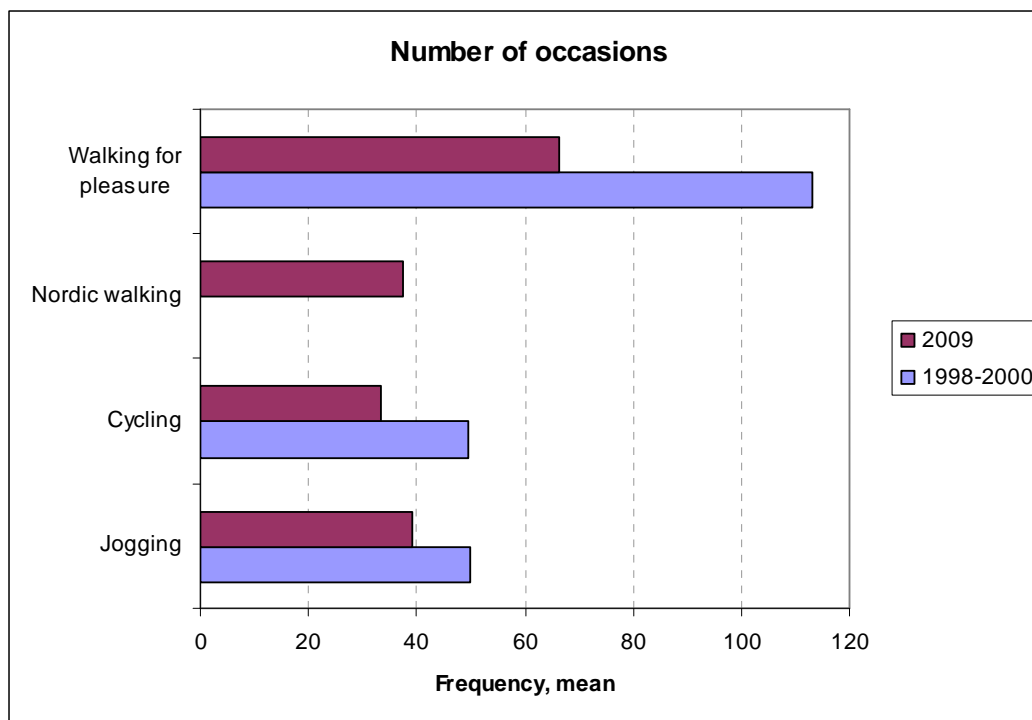


Figure 2. Number of occasions in some outdoor activities in 1998-2000 and 2009.

### References

Sievänen, T. (eds.) (2001). *Luonnon virkistyskäyttö 2000. Luonnon virkistyskäytön valtakunnallinen inventointi LVI -tutkimus, 1997-2000*. (Summary: Outdoor recreation 2000). Final report. Metsäntutkimuslaitoksen tiedonantoja 802. 336 p. [www.metla.fi/metinfo/lvi/](http://www.metla.fi/metinfo/lvi/)