



National Léger Survey Reveals Canadians' Trail Use on the Rise in 2023

TRANS CANADA TRAIL
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A new national **Léger survey** commissioned by **Trans Canada Trail** confirms that Canadians' trail use continues to increase. The wide-ranging survey also polled Canadians on their views on the economic and tourism impacts of trails and on the impact on local businesses including the amount spent while using trails.



Introduction



Several key themes emerged from the survey data



▶ **72%**

of Canadians have used trails in the past 12 months, up slightly from 70%

▶ **80%**

of respondents say they intend to use trails in the next year

▶ **89%**

of Canadians agree that trails add value to the quality of life in their community

▶ **69%**

of Canadians said that easy access to trails and outdoor activities have an impact on where they choose to live



Access to nature and enhancing our mental health are driving our trail use

Respondents identified three main reasons for using trails:



to be outdoors and get fresh air **(98%)**



to enjoy nature and see beautiful landscapes **(97%)**



to enhance mental health and relieve stress **(94%)**

Role of trails in combatting climate change and enhancing nature



- ▶ Of the **85%** of respondents who have a personal vehicle or access to one in their household, **69%** said they would consider replacing at least one out of every ten car trips by accessing trails instead. The average of daily trips that could be replaced is close to **50%** (4.6 out of 10).
- ▶ The majority of Canadians would consider reducing their car use and would use active transportation (walking or cycling) options instead if trail networks in their community were available and accessible.
- ▶ **87%** of trail users across Canada do so to minimize their impact on nature and the environment and **93%** agree it's important to make nature accessible. **92%** of those surveyed feel trails are an important tool to connect people to nature, to biodiversity and to culture.
- ▶ **90%** of respondents agree that trails allow for nature preservation and conservation.
- ▶ **70%** of Canadians are concerned about the impact that the changing climate will have on their trail use and their enjoyment of trail activities.
- ▶ **89%** of respondents recognize the importance of trails for preserving greenspace.



Investing in trails benefits the economy



- ▶ Over one third (**35%**) of respondents spent money while using trails in the past twelve months.
- ▶ The average spend was **\$179** with **25%** of users spending more than **\$200** per person.
- ▶ **83%** of respondents say they would support local businesses that in turn contribute to supporting and sustaining trails.
- ▶ **76%** of respondents believe it is important to support local businesses while using trails.



Trails tourism is a significant and growing opportunity

76%

of respondents agree that trails make an **important contribution** in terms of building a tourism economy.

56%

of respondents said they were likely to include trails in their **next vacation** or **travel plans**.

60%

of respondents said they were likely to explore **Indigenous tourism experiences**.



The role of government in building and maintaining trails

▶ 85%

of respondents feel it is important for government to continue to invest in the development and maintenance of trails.

Survey methodology

A web survey was conducted with a representative sample of **1,500** French- and English-speaking **Canadians**, 18 years of age and older. Respondents were randomly selected from Léger's web panel. Data collection for this study took place from February 14 to 22, 2023. For comparative purposes, probabilistic sample of 1,500 respondents would have a maximum margin of error of \pm **2.5%**, **19 times out of 20**.





THANK YOU!

For more information, please contact:

► **Trans Canada Trail**
communications@tcctrail.ca

