

# 4WDABC Member Survey 2024



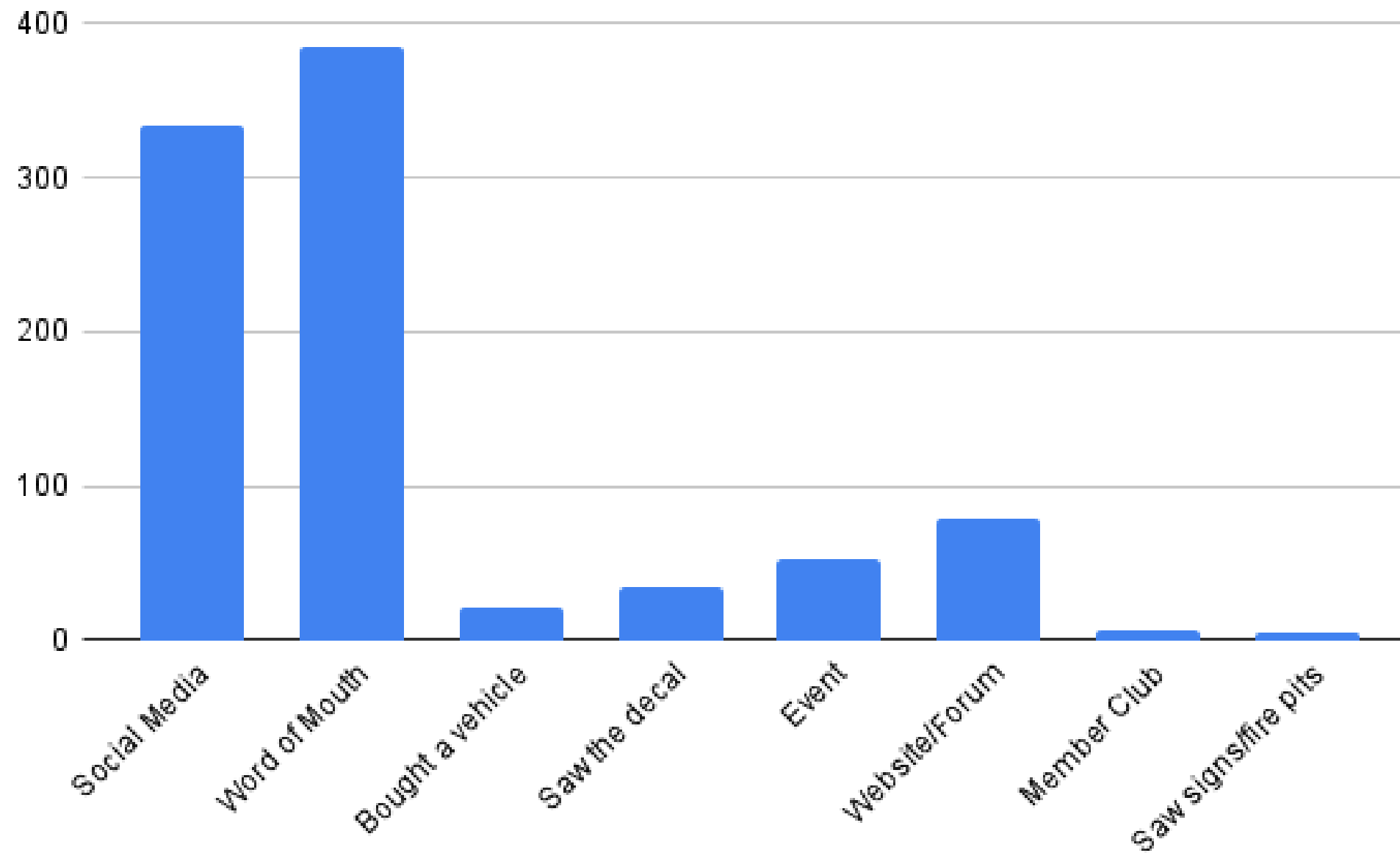


# **2024 Member Survey - Highlights and Summary of Responses**

- 829 individual responses (approximately 22% of all recipients)**
- Not all respondents answered all of the questions**
- Some respondents had multiple answers to individual questions**
- Open-ended questions were analyzed and the responses grouped into categories**



## How did you first hear about the 4WDABC?



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-Most Common Responses were social media and word of mouth

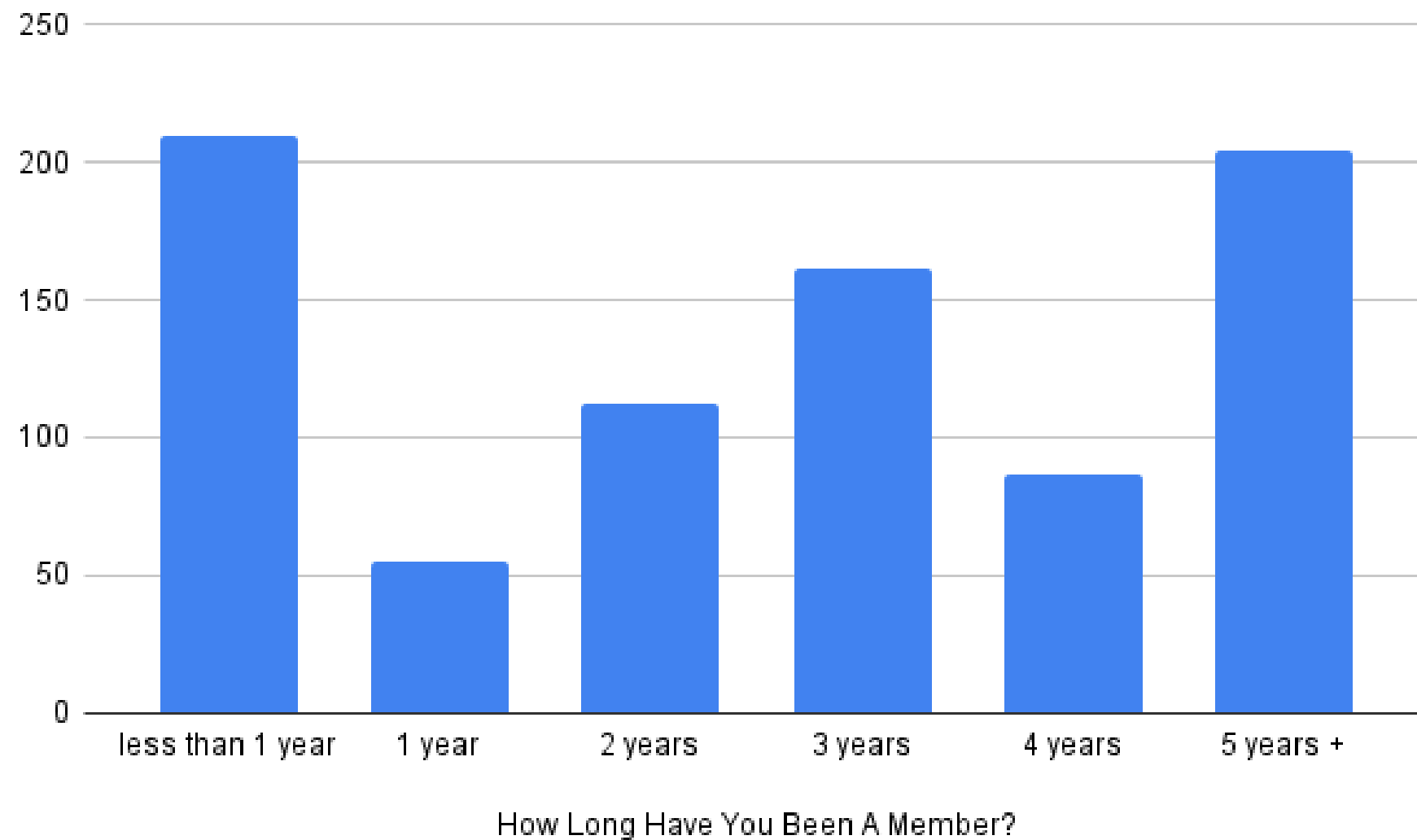
-Multiple members mentioned specific events as being the first time they had heard of the 4WDABC

-Websites and forums other than social media (including YouTube) were also mentioned in around 10% of responses

***“Has seen the stickers on the coolest rigs for years, so I had to join the club of broken trucks and empty bank accounts”***



## How Long Have You Been A Member?



- All 829 respondents answered this question
- Nearly 25% of respondents have been a member less than a year
- Nearly 25% of respondents have been a member 5 or more years

***"On and off back to 1977. Member of a club in 1976"***



*"I love the outdoors and everything that goes along with that. I have always owned 4WD vehicles and I like that 4WDABC protects access to those outdoor areas, brings awareness of the issues surrounding those outdoor areas, and educates people in their proper use of those outdoor areas."*

*"The knowledge of some of the leaders. The comradery. And the cool calendar and sticker of course!"*

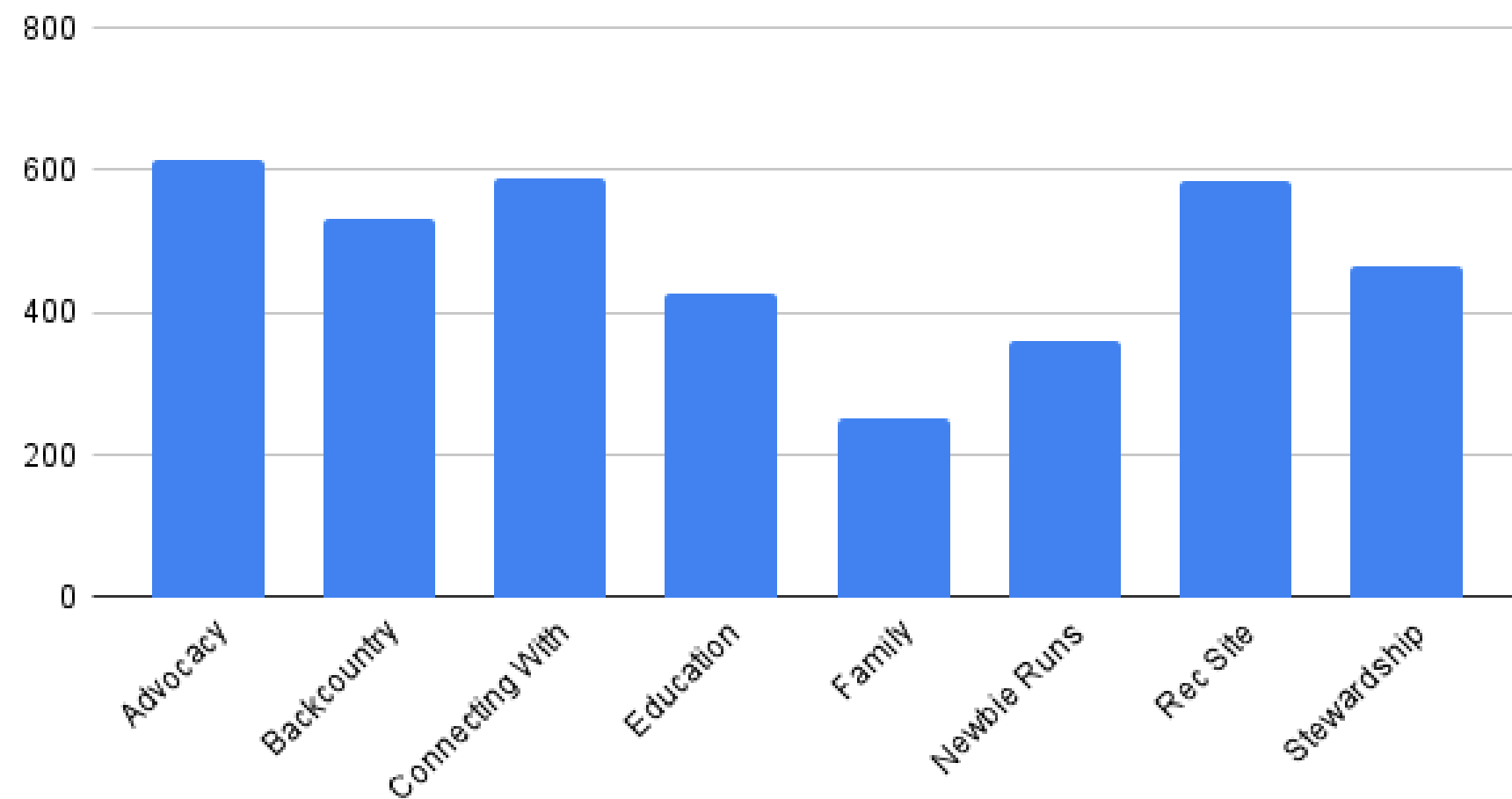
## **What Motivated You to Join the 4WDABC?**

*"A terrific group of like minded people that want to be able to enjoy without destroying our amazing off road areas. Giving to our communities through maintenance and building positive relationships showing what responsible off roading is."*

*"I've been a back roader for forty five years and I felt like giving back to the people who advocate for accessibility."*



## What Aspect(s) of Your Membership do You Find Valuable and Rewarding?



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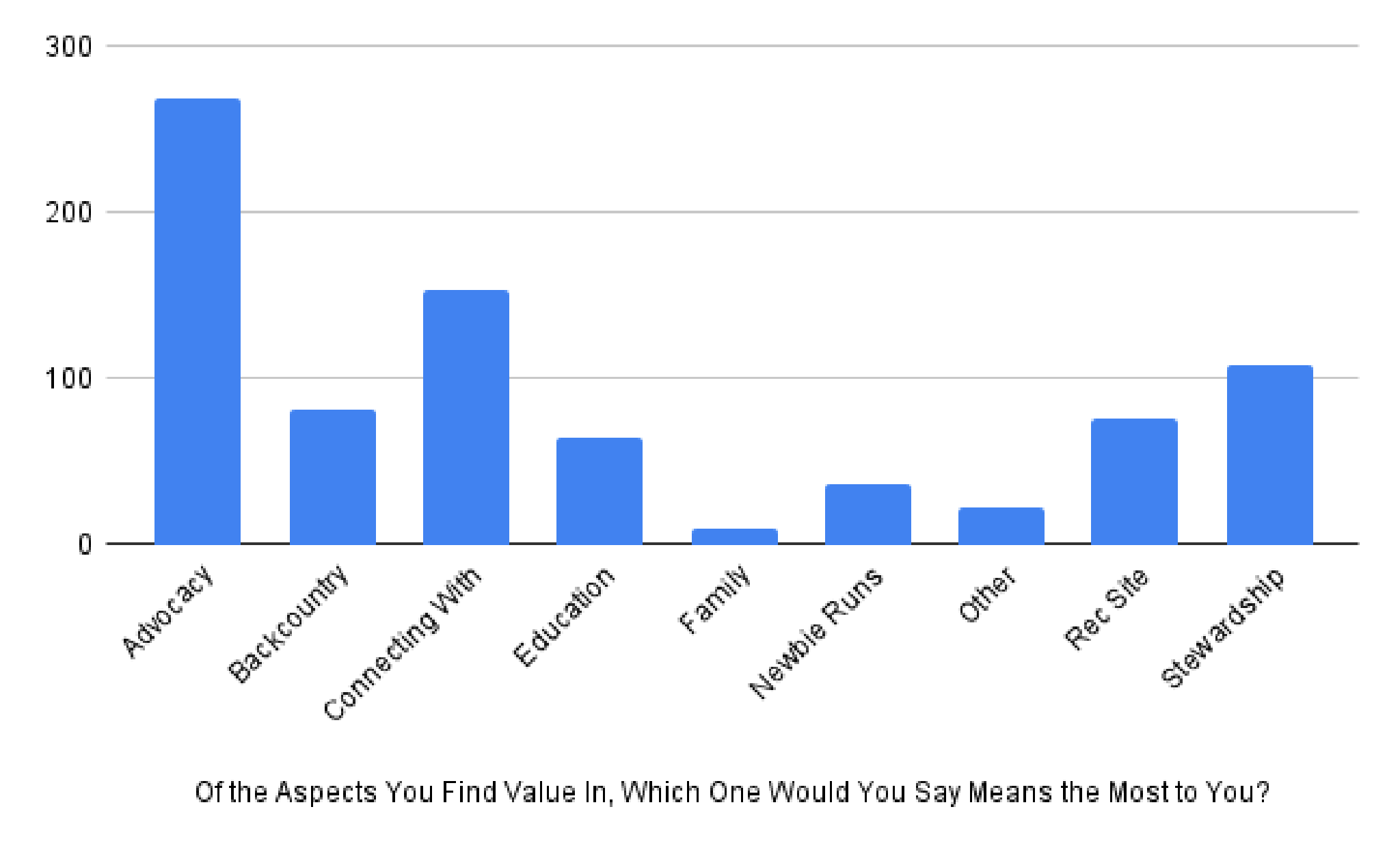
## Many respondents chose multiple answers

76% Advocacy  
73% Connecting with Like-Minded People  
73% Rec Site Maintenance  
66% Backcountry Cleanups  
58% Stewardship  
53% Education  
31% Family Friendly/Kids' Events

***"It's great to come across others that are members throughout our travels across BC and know that we are the same "people". It's also a great community to connect with for questions and advice for anything off road related"***



# Of the Aspects You Find Value In, Which One Would You Say Means the Most to You?



**Advocacy was by far the most popular response with over 30% of respondents stating it meant the most to them.**

***"I feel that motorised backcountry access is under constant threat, albeit often from well-meaning people who don't understand how their specific pet solution to their pet issue takes away from everyone and harms a whole bunch of related businesses and communities. I have been extremely happy with how 4WDABC leadership always seems to be calm, considerate, constructive, apolitical and persistent in not just protecting rights, but in engaging all parties to advance their understanding..."***



# **Please Share Your Reason for Selecting Your Most Important Aspect of Your Membership**

***"I truly believe in keeping our back roads clean and hosting clean-ups is the best way to do that. It shows respect and teaches the next generation to do the same."***

***"Because it's often hard to meet cool like minded people who respect the outdoors and help each other out, it reminds me of the courtesy we all once had on the roadways and highways back in the day. A comradery, a network of people that would help out in a heartbeat and give you their last bolt or tire patch if you needed it..."***

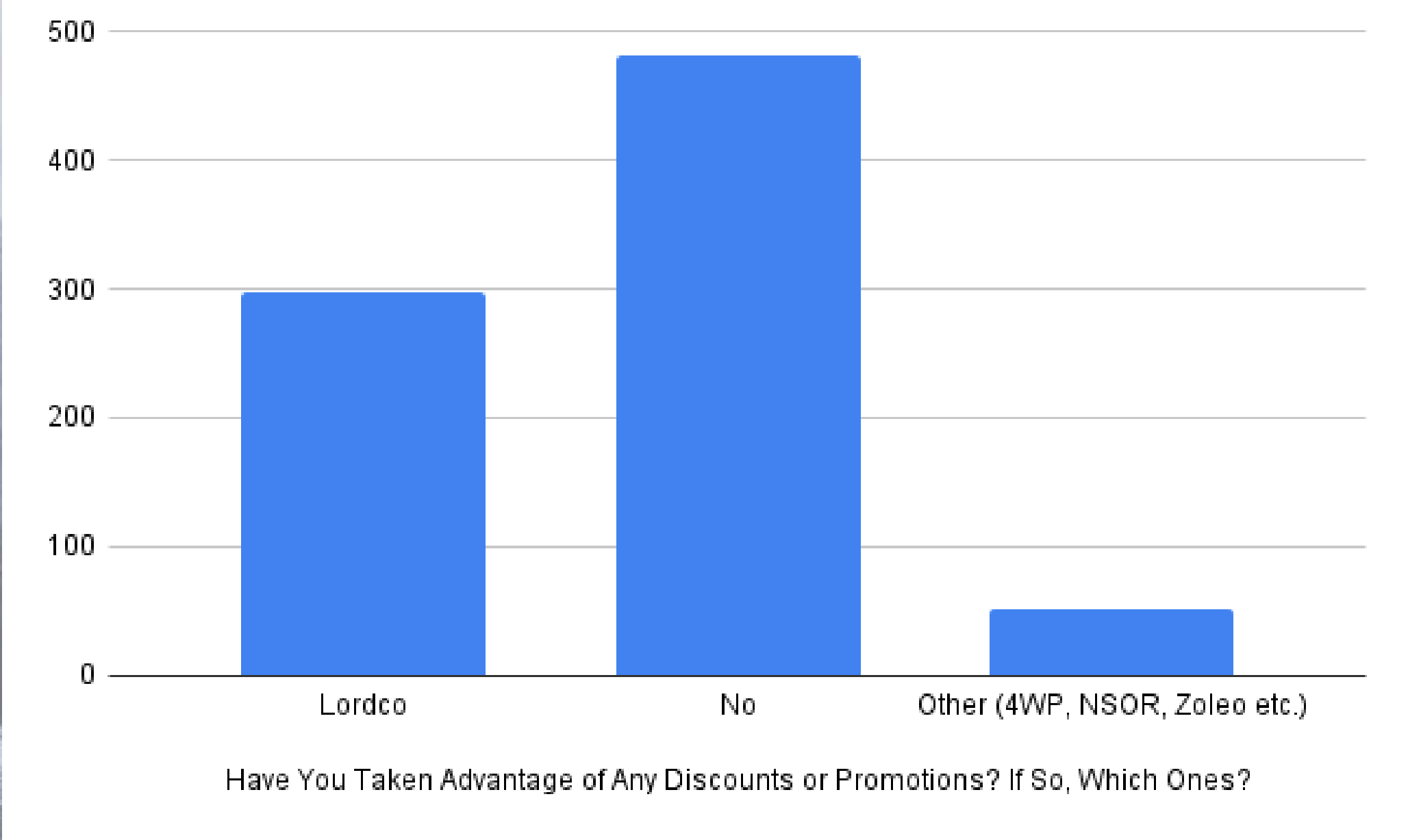
***"to support a collective voice to advocate for public access to public land, to support the education of tread lightly and positive backcountry etiquette and community with family values"***

***"One of the few things my teenage daughter gets stoked to do with me is wheeling, especially the cleanups. So it's awesome that they are advertised as family friendly and drug and alcohol free"***

***"Stewardship is really important I think because in a way it leads to the other aspects. Good stewardship means you are going to advocate, you are going to connect, you are going to do the cleanups and maintenance. All of these are important to me as our trails, our forests, our mountains... if not treasured and looked after, they will not be here or at least will not be the same."***



# Have You Taken Advantage of Any Discounts or Promotions? If So, Which Ones?

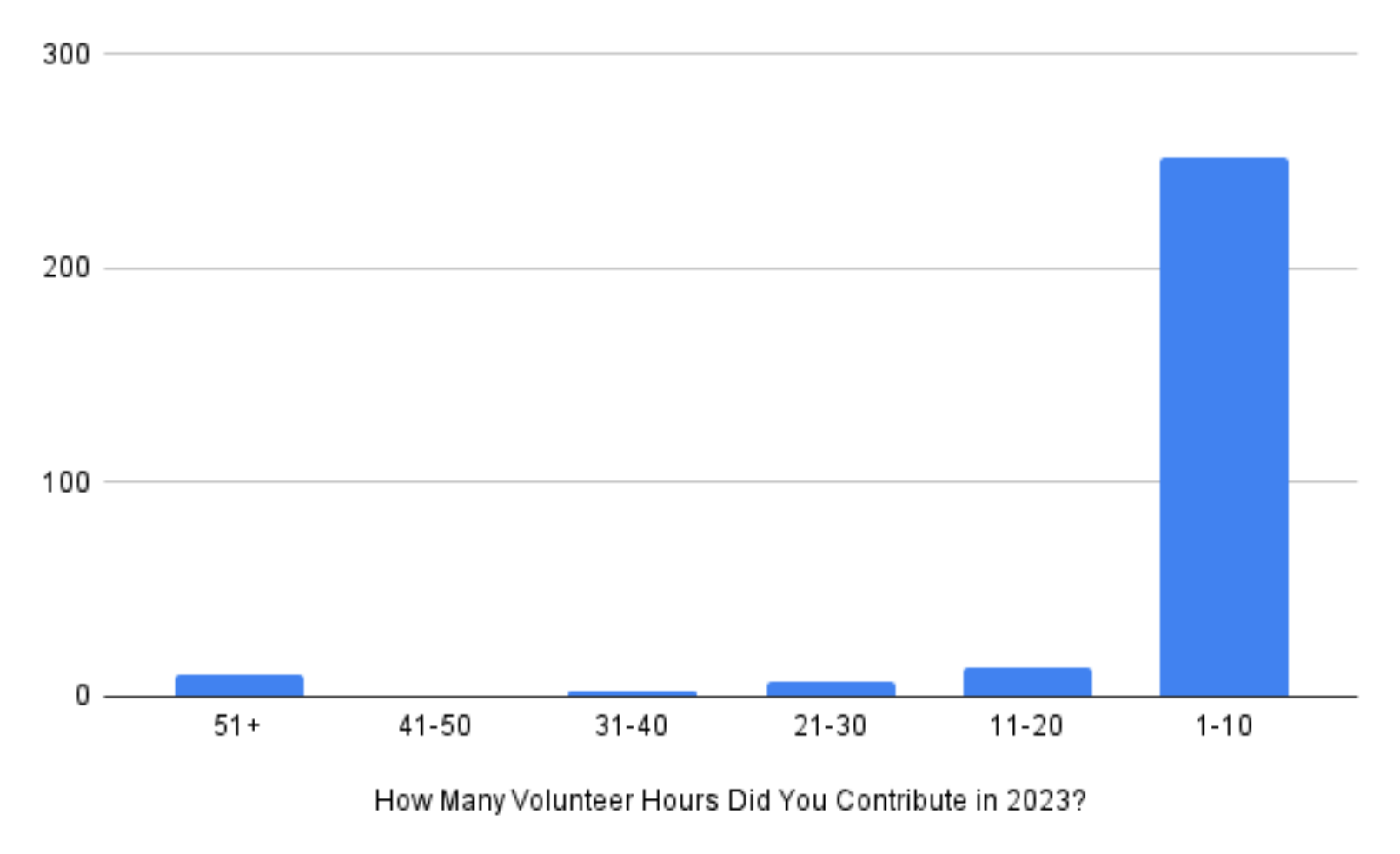


**More than 30 companies and businesses across BC support the 4WDABC - and many of them give back to our members with discounts and special offers! Check out [www.4wdabc.ca/csm\\_listing](http://www.4wdabc.ca/csm_listing) for up-to-date information on all of our Corporate Sustaining Members**



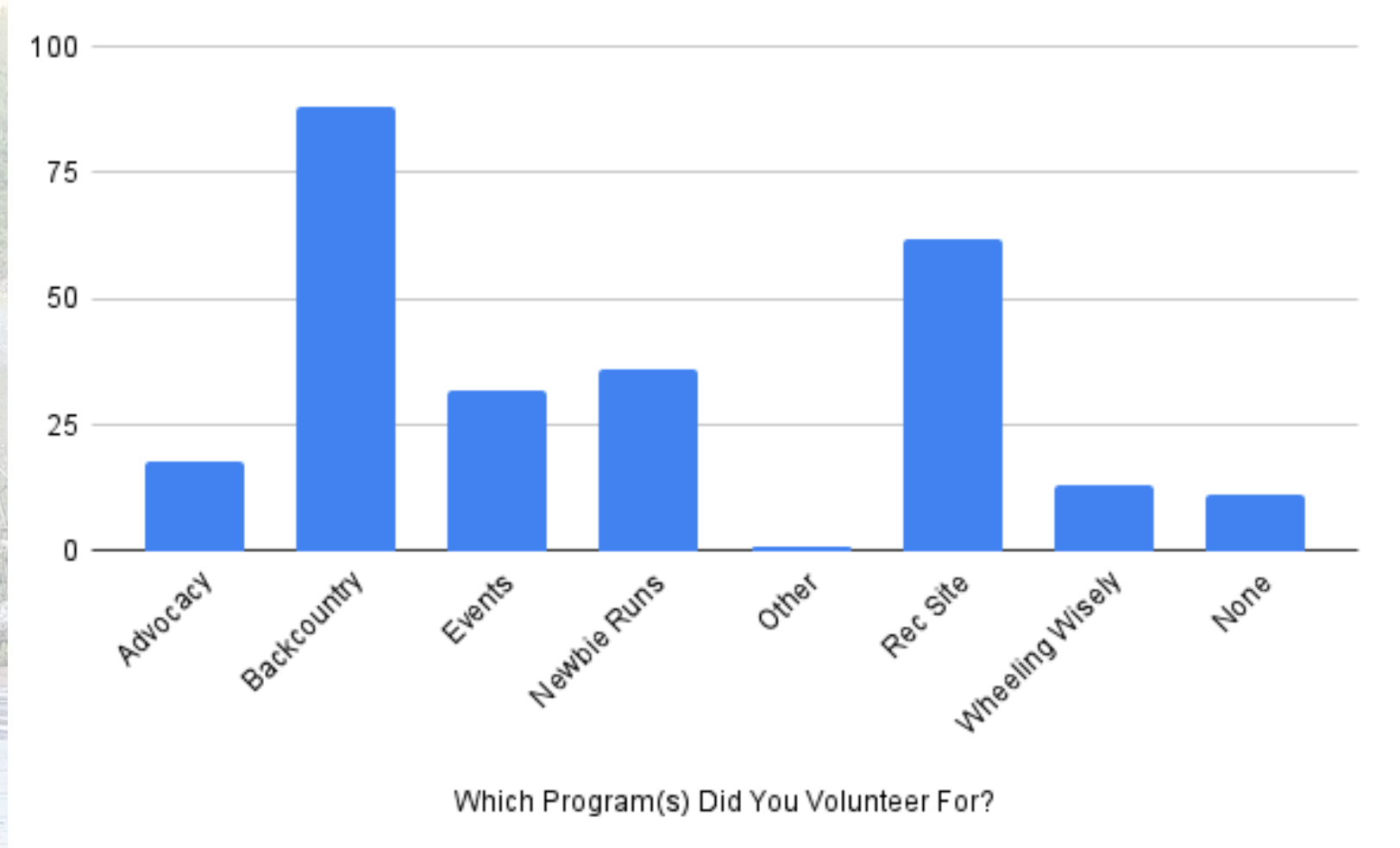


**How Many Volunteer Hours Did You Contribute in 2023?**



**287 (35%) of respondents took time from their busy lives to take part in volunteer activities for the 4WDABC, collectively contributing thousands of hours of volunteer time!**

**Which Program(s) Did You Volunteer For?**

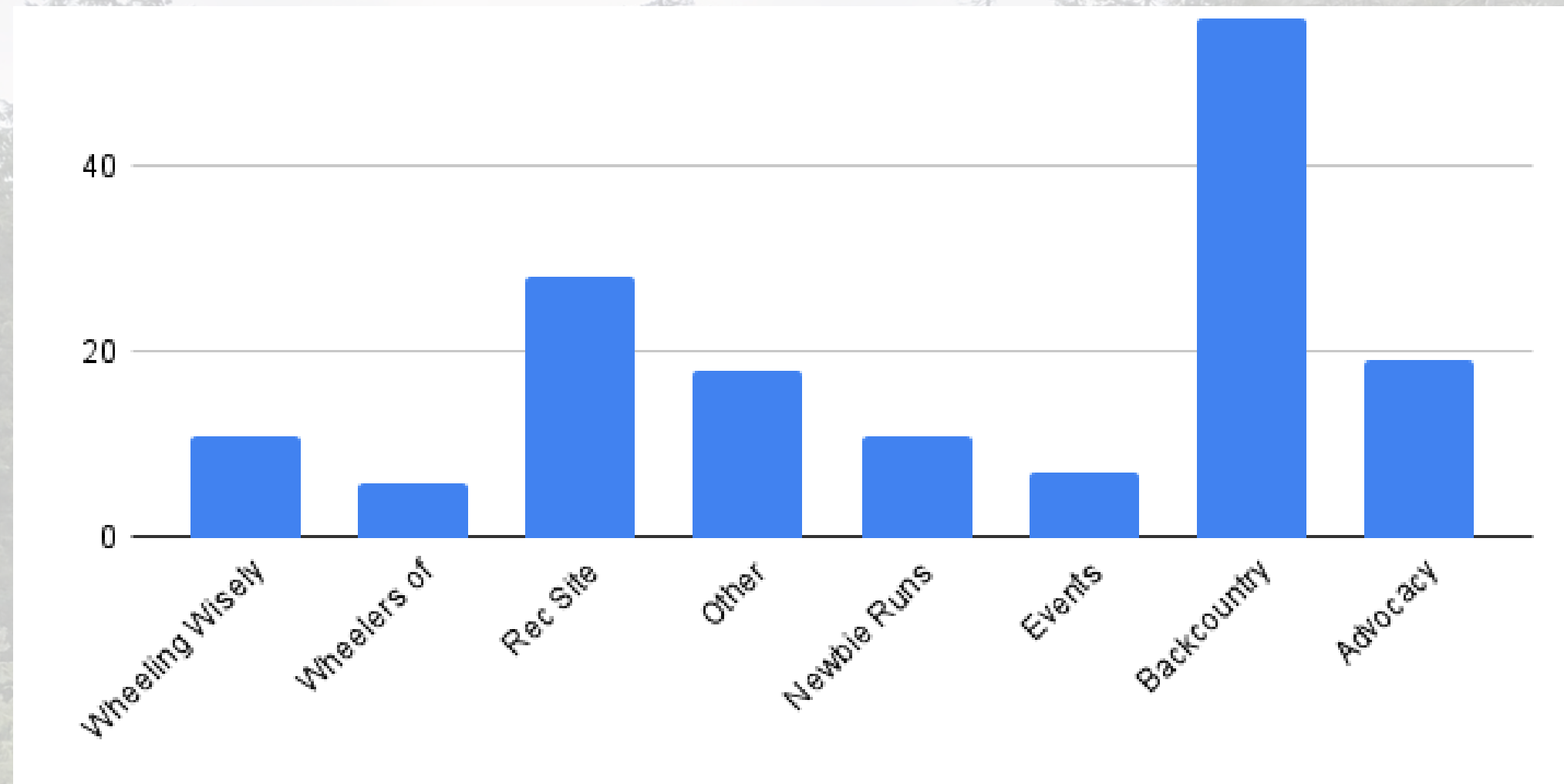


**Many people volunteered for multiple different programs throughout 2023**

- 13% Advocacy**
- 62% Backcountry Cleanups**
- 23% Events**
- 25% Newbie Runs**
- 44% Rec Site Maintenance**
- 9% Wheeling Wisely**



## Of the Program(s) You Volunteered For, Which Means the Most to You?



***"I want to make sure these amazing outdoor spaces continue to be available for my kids in 10, 20, or 30 years and for their kids after them. Bringing my oldest out for volunteer time also helps create a sense of responsibility and understanding for him so it's a great experience all around."***



## **Why Does the Program You Chose in the Previous Question Mean the Most to You?**

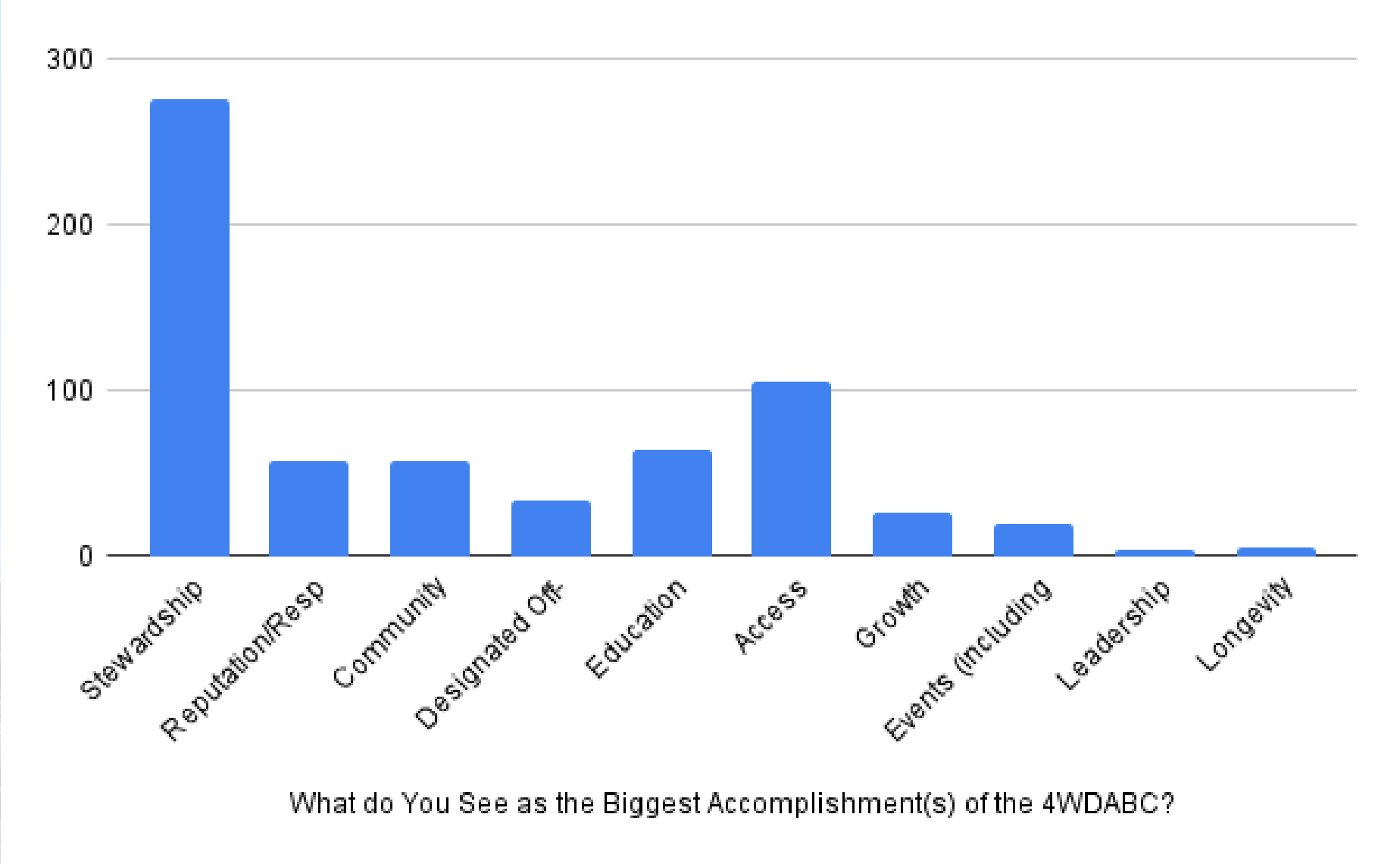
*Helping new to offroading drivers and their families have a positive experience means a lot to me. I kinda combine that with having casual conversation about cleaning the backcountry as we go. Preserving the areas we visit, and thereby keeping them open.*

*I enjoyed welcoming people who might not feel they belong into the fold. Proving that this hobby was for them, too.*

*Driver education is such an important way to ensure that 4x4 enthusiasts pursue this activity safely, and helps participants gain skills and experience in a way that is challenging but limits the potential for expensive mistakes. Wheeling Wisely courses also provide opportunities for connections to grow between participants and for instructors to build skills and showcase the areas we train in.*



# What Do You See as the Biggest Accomplishment of the 4WDABC?



## Multiple respondents mentioned the following specific achievements:

- The creation of the DC Off Road Park
- Skwellipil Recreation Site
- Fire Towers (especially Nahatlatch)
- Participating in the Outdoor Recreation Council of BC
- Creating an environment where the words 'responsible' and 'wheeling' are used together
- Creating a safe place for women to grow and thrive

***"I find that as our culture becomes more isolated, the importance of community grows. The 4WDABC provides an opportunity for people with a shared interest to come together and share knowledge, enjoy new experiences, create memories, develop lasting relationships, and connect to nature. While we all share a common interest in 4x4ing, the rest of our lives may be very different and so it also creates a catalyst for people to learn about and get to know people who may have very different life experiences, backgrounds, cultures, etc. which I think is also very important."***



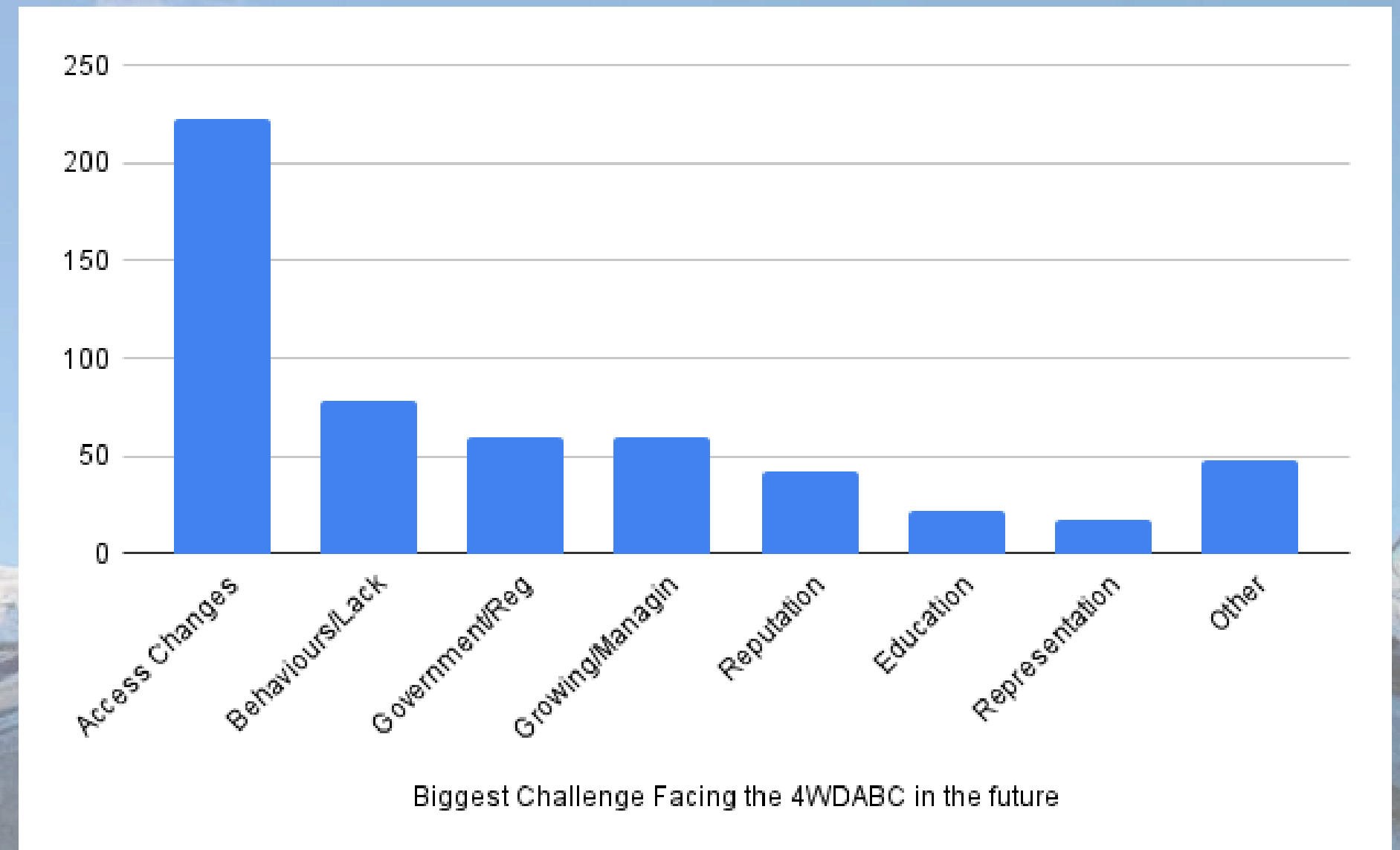
## What do You See as the Biggest Challenge Facing the 4WDABC in the Future?

**40%** *Access Changes*

**14%** *Behaviour/Lack of Respect for Nature*

**11%** *Government/Regulations*

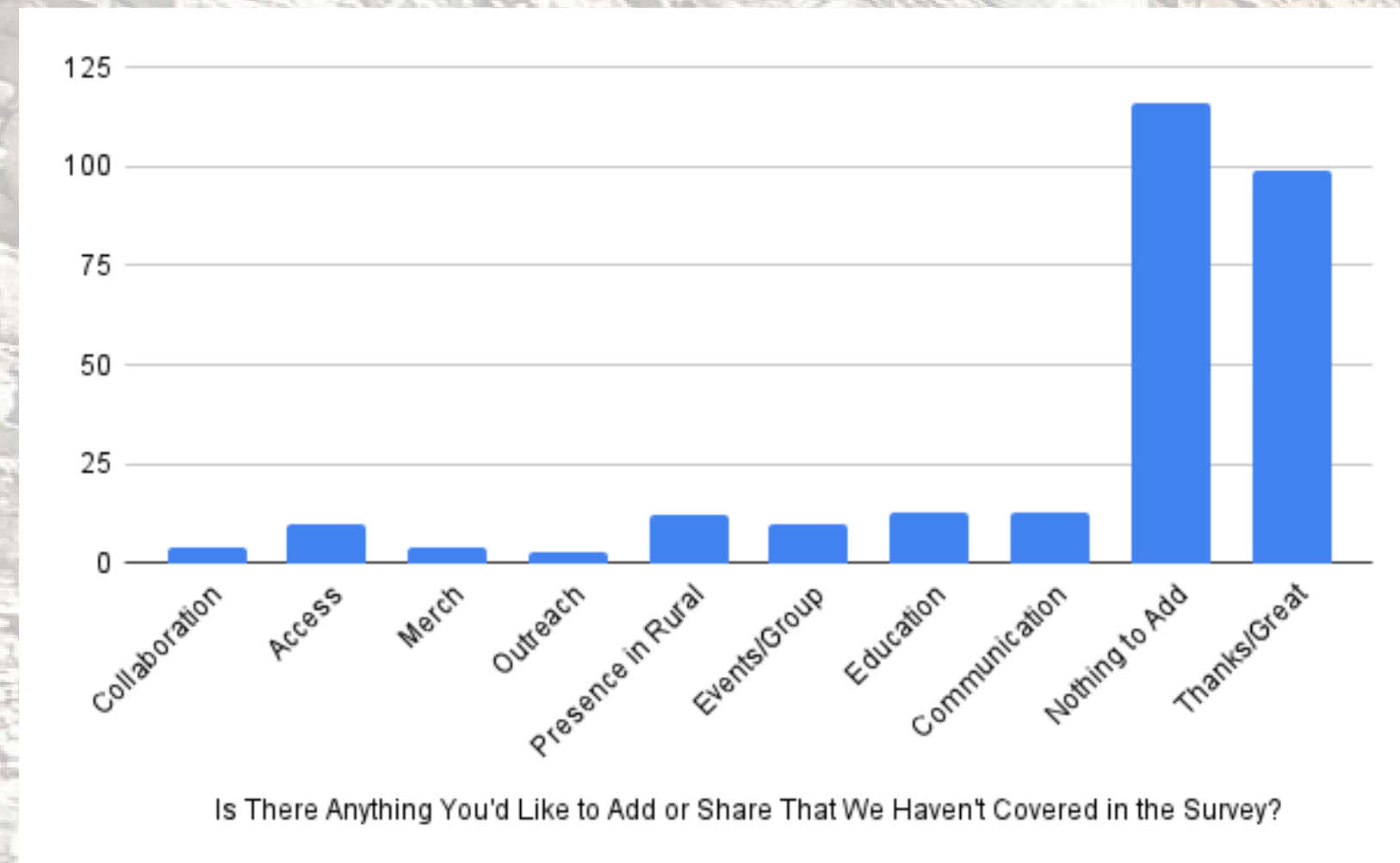
**11%** *Growing/Managing Membership*



***“With all the potential closures, it’s important to have a recognized professional association that can represent the people who enjoy the backcountry. I feel as though the 4WDABC is a respected organization, and is taken seriously when certain issues are brought up. A great example of this would be the Thurston loop situation.”***



## Is There Anything You'd Like to Add or Share That We Haven't Covered in the Survey?



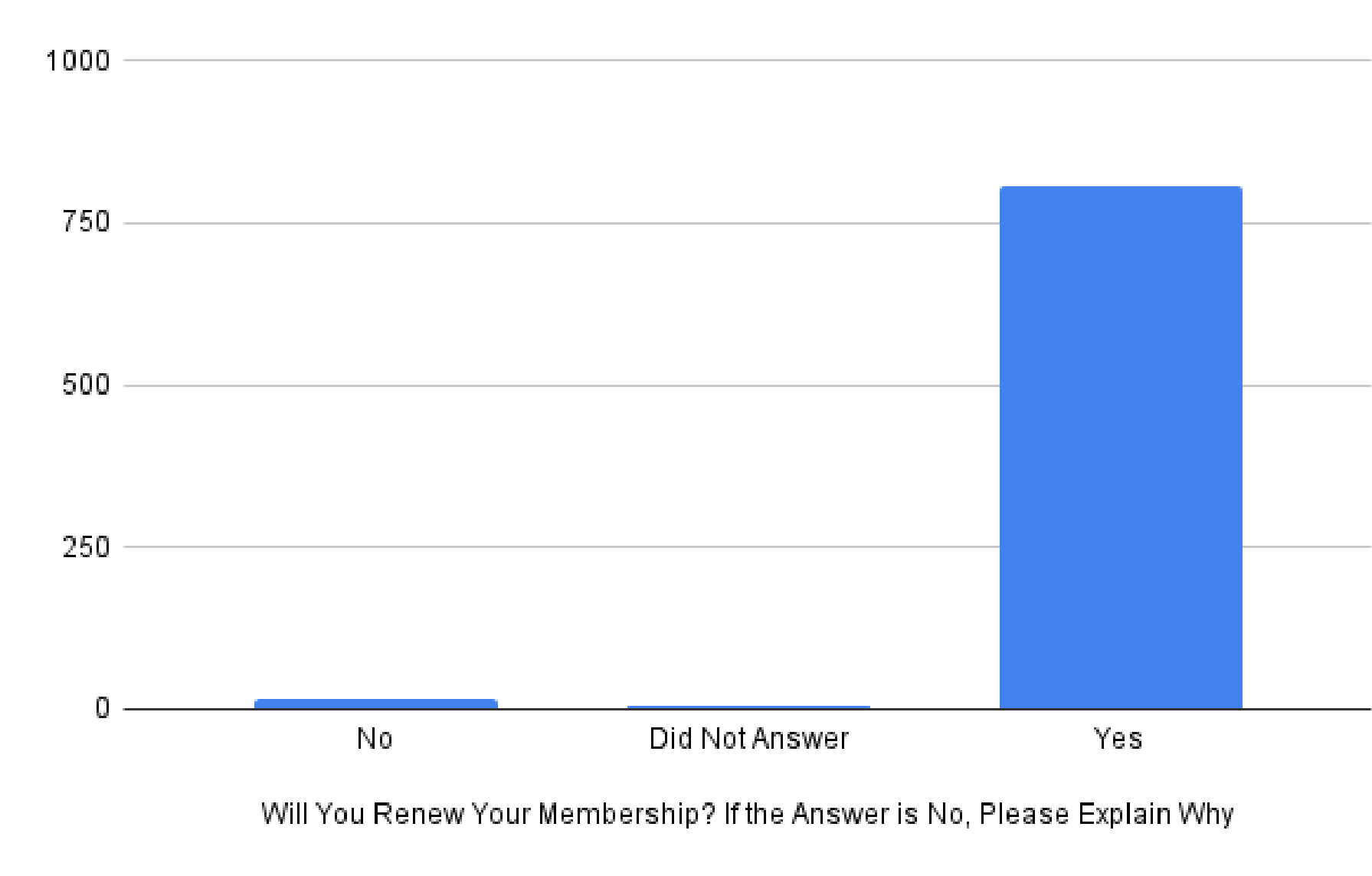
320 respondents answered this question and provided just over 100 suggestions, ideas, questions, or comments. Communication, education programs, and events were among the most popular suggestions, along with requests to increase our presence in rural parts of BC.

Many others took this opportunity to share their love for the 4WDABC one more time—thank you!

***“I'd just like to thank all the people that volunteer to run this organization. The time and energy donated makes such a huge impact and creates great community”***

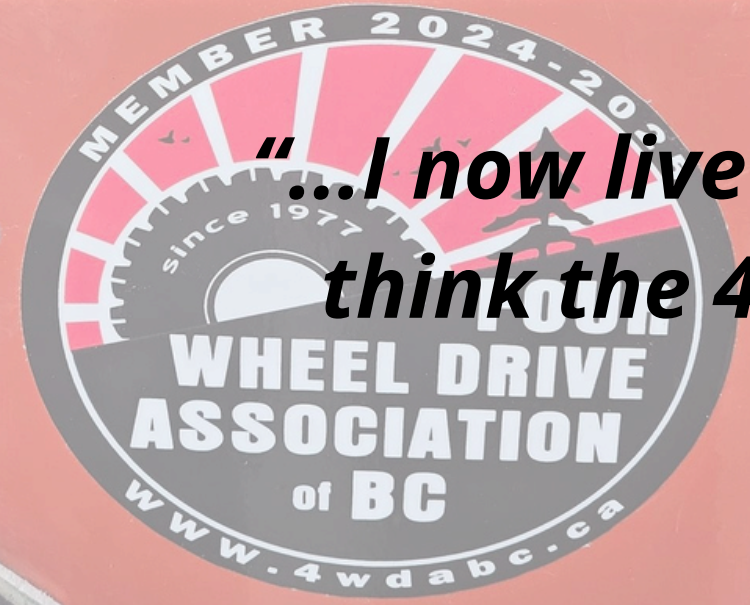


**Will You Renew Your Membership? If the Answer is No, Please Explain Why**



**98% of respondents will renew their memberships!**

**The Board of Directors thank you all for your continued support of all of our programs and projects, and we look forward to seeing what we can accomplish together in the future.**



***"...I now live out-of-province. I maintain my membership regardless because I think the 4WDABC is the finest organisation of its kind in the country, and probably in all of North America."***

