



# UKC UKH

## Readership Survey 2020

54 question survey carried out from 1 December 2019 to 10 January 2020

97% of respondents completed 48 or more of the questions

UKC Survey Responses - 6121

UKH Survey Responses - 699

Registered Users January 2020 (both sites) - 87,043

Response (both sites) - 7.8%

Once every three years we carry out a Readership Survey on UKClimbing and UKHillwalking. This extensive survey consists of over 50 questions which are aimed at finding out as much as possible about the people who visit, read and contribute to UKClimbing and UKHillwalking, and use our climbing guides.

This year the survey was filled in by **6820** users which is **7.8%** of our registered user base of **87,000** (January 2020).

We ask about their climbing habits and activities, we ask some personal information and we ask what they think of UKClimbing, UKHillwalking and Rockfax.

We also ask a series of questions about their gear buying habits - how much they spend, what they spend it on, where they spend it and which brands they buy. This is the most in-depth survey of outdoor gear customers carried out anywhere. By comparing the results from our previous surveys we are able to build up charts of the most bought brands and the most popular retailers amongst our readership with *Ups, Downs* and *New Entries*.

As a valued advertiser we are pleased to be able to show you these results in this summary document. Hopefully you will find them useful for planning your marketing spend over the next few years.

If you have any questions about the report then please contact Theo and Rob ([advertising@ukclimbing.com](mailto:advertising@ukclimbing.com)).

Special thanks to those advertisers who kindly donated prizes as incentives for people to fill out the survey.

*Alan James, UKClimbing Director  
January 2020*

### **UKClimbing Limited - Digital and Print . . . . . 5**

UKClimbing Limited is a diverse company with huge reach in both digital through web sites and apps, and print through Rockfax print guidebooks.

### **Personal Details . . . . . 5**

What sort of people are UKClimbers and UKHillwalkers? We ask where they live, how old they are, what sort of jobs they have, where they travel and do they take out insurance when travelling.

### **UKC and UKH Activities . . . . . 11**

Are UKClimbers and UKHillwalkers 'armchair climbers' who never get out? We dispel this myth and find out the staggeringly wide range of activities that our readers get up to. Details are given for both UKClimbers and UKHillwalkers.

### **Climbing Clubs, Courses and Festivals . . . . . 15**

How extensive is climbing and walking club membership and which outdoor festivals do they attend?

### **Gear . . . . . 17**

The extensive gear section. Find out how much people spend and what they spend it on. We look at where they spend it with separate lists for shop retail and online retail with our charts to show the top brands and retailers.

### **Other Outdoor Media and Videos. . . . . 23**

Which web sites do people visit, which magazines do they read and where do they watch their videos.

### **Rockfax, Print and Mobile. . . . . 25**

What do people think about Rockfax and the Rockfax App and how progressive are they in using modern mobile technology.

### **Opinions on UKC and UKH - News and Articles . . . . . 27**

What do people think about the news coverage and articles and what would they like to see more of.

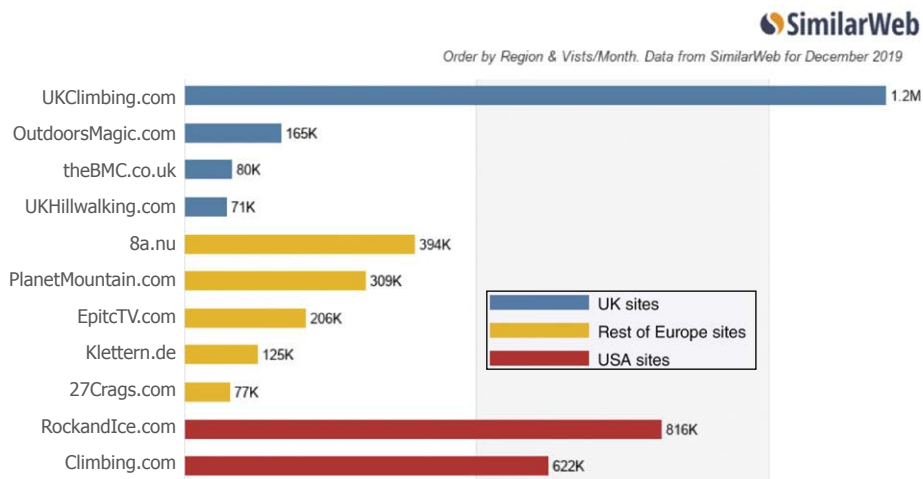
### **Opinions on UKC and UKH - Advertising and Forums . . . . . 27**

What do people think about the level of advertising across the web sites. We also ask what they think about the forums.

UKClimbing is at the forefront of delivering engaging content and useful services to the outdoor community through three major websites and printed and digital climbing guides.

Readership of UKClimbing.com and UKHillwalking.com is over **25,000** each day and more than **400,000** different people each month. The joint registered user count for the sites is more than 87,000 (January 2020).

We have ten full-time staff employed in creating and managing content across our websites, in our guidebooks and for our smartphone apps.



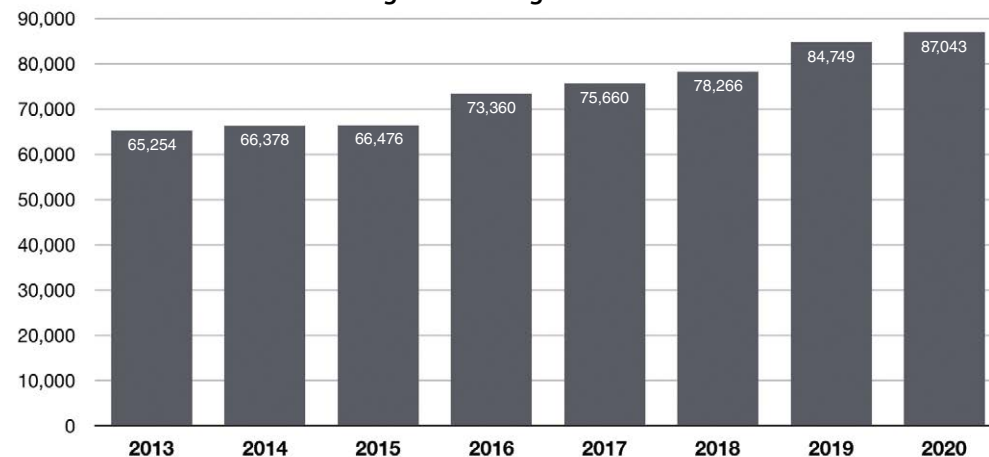
### UKClimbing.com

UKClimbing.com is over 26 years old and has the largest audience of any dedicated climbing and mountaineering website in the world. The industry-standard SimilarWeb (above) measures our traffic at almost three times the nearest European site and nearly twice the best American site. UKClimbing features daily news, weekly articles and gear reviews, competitions, videos and has a vast photo-gallery.

### UKHillwalking.com

UKHillwalking.com was launched in February 2011 is targeted at hillwalkers. It features daily news, weekly articles and gear reviews, competitions, videos and has a vast photo-gallery.

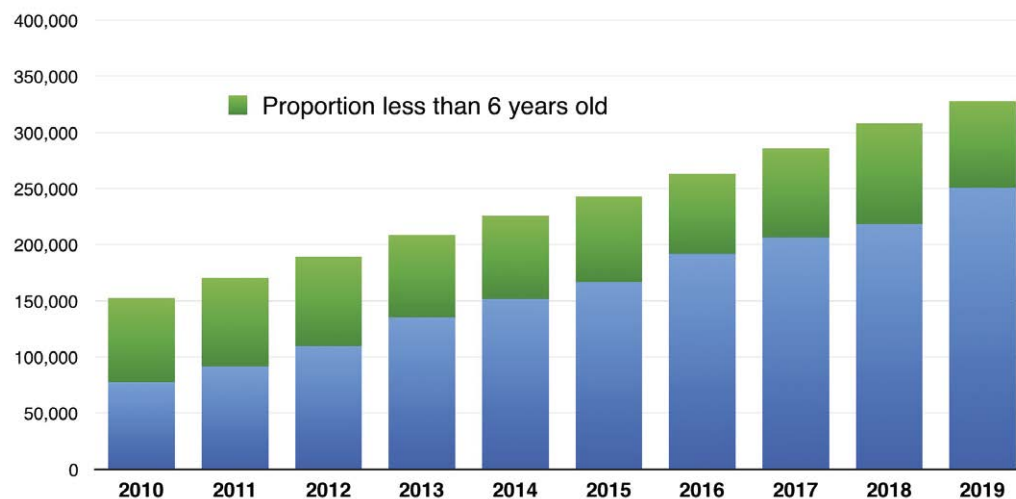
UKC and UKH growth in Registered Users since 2013



### Rockfax Guidebooks

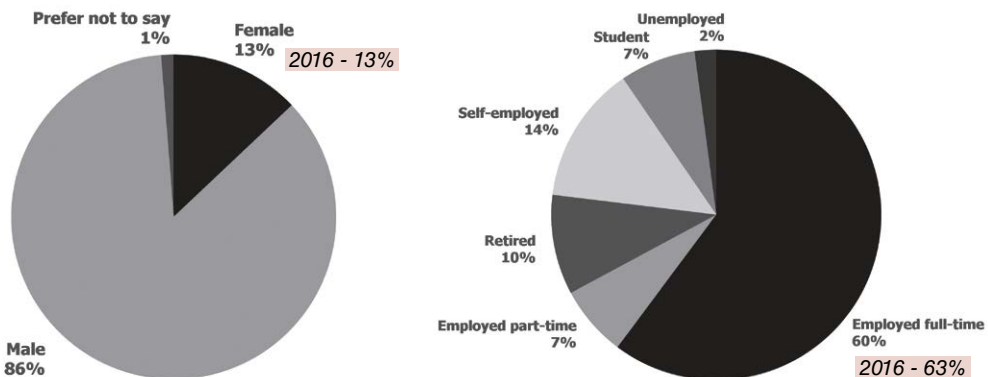
Rockfax Guidebooks, established in 1990, have published 57 guidebooks, with over 328,000 copies sold, covering the climbing areas around the world. Many of these guidebooks are still being used providing long-lasting print advertising in an item used by climbers when they are actually climbing.

Rockfax Print Publications sold

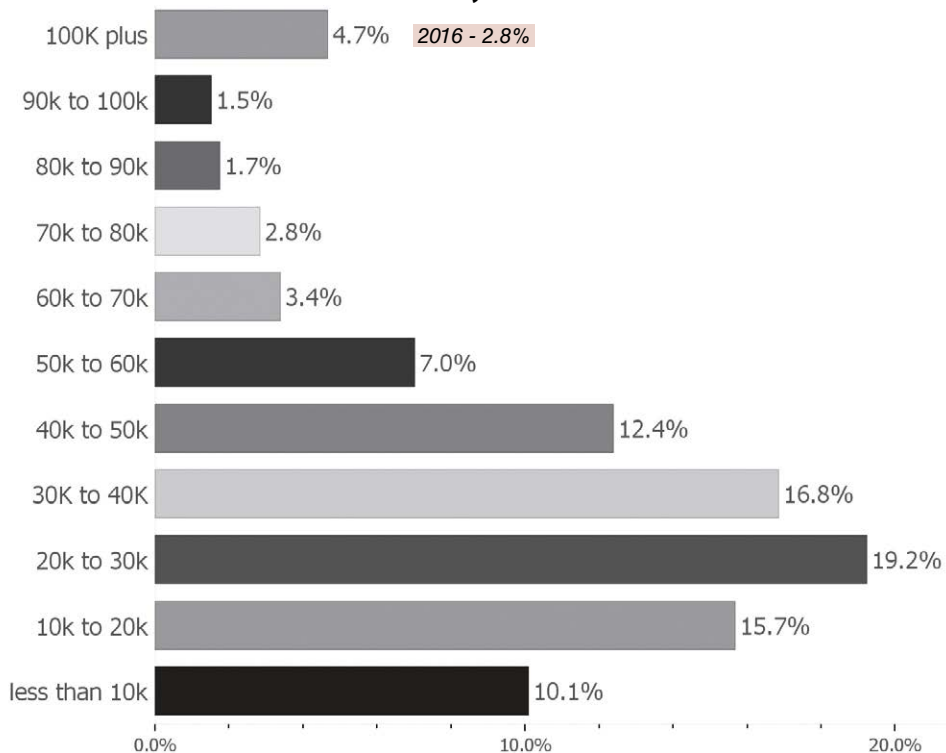


UKC/UKH has a diverse readership; male and female, from young to old.  
The majority are in employment or education and 74% earn more than £20,000 per year.

### Male or Female? **UKC UKH** What is your employment status?



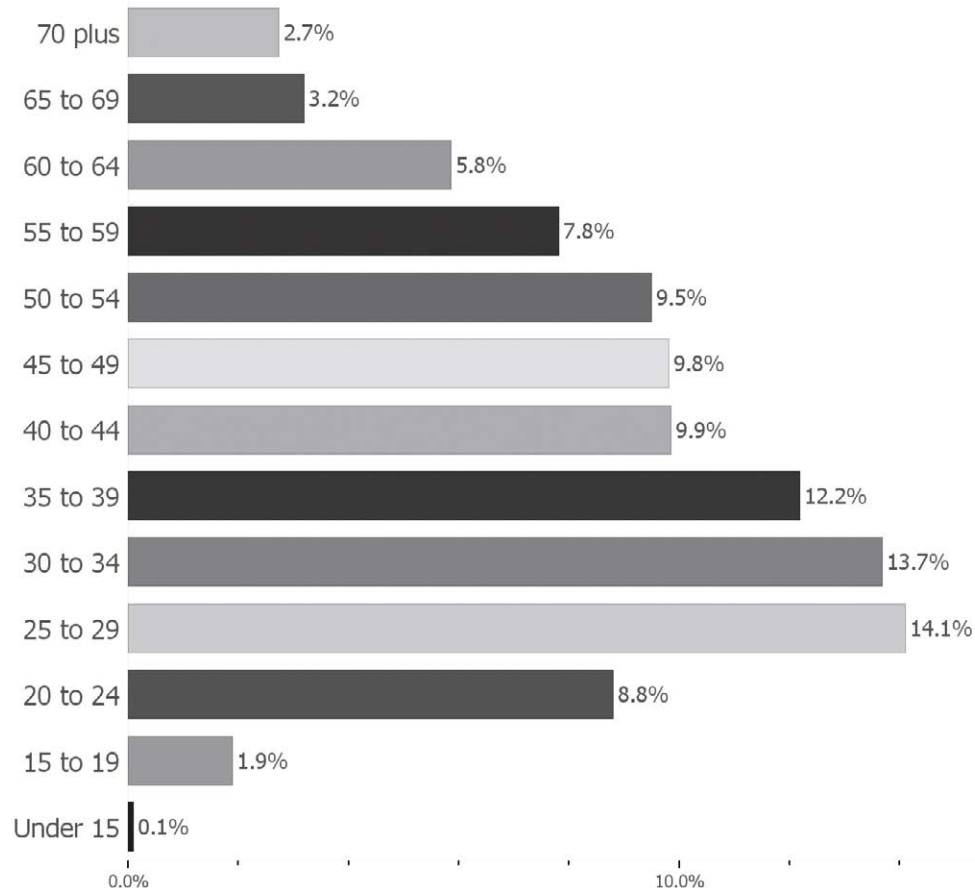
### **UKC UKH** What is your income?



### UKC/UKH Readers - Spending Power

- > 74% earn more than £20,000 a year. (2016 - 67%, 2013 - 58%)
- > 98% are employed, retired or in education.
- > 63% own their own homes. (2016 - 51%, 2013 - 46%)
- > 25% are under 30. (2016 - 38.4%)

### **UKC UKH** How old are you?



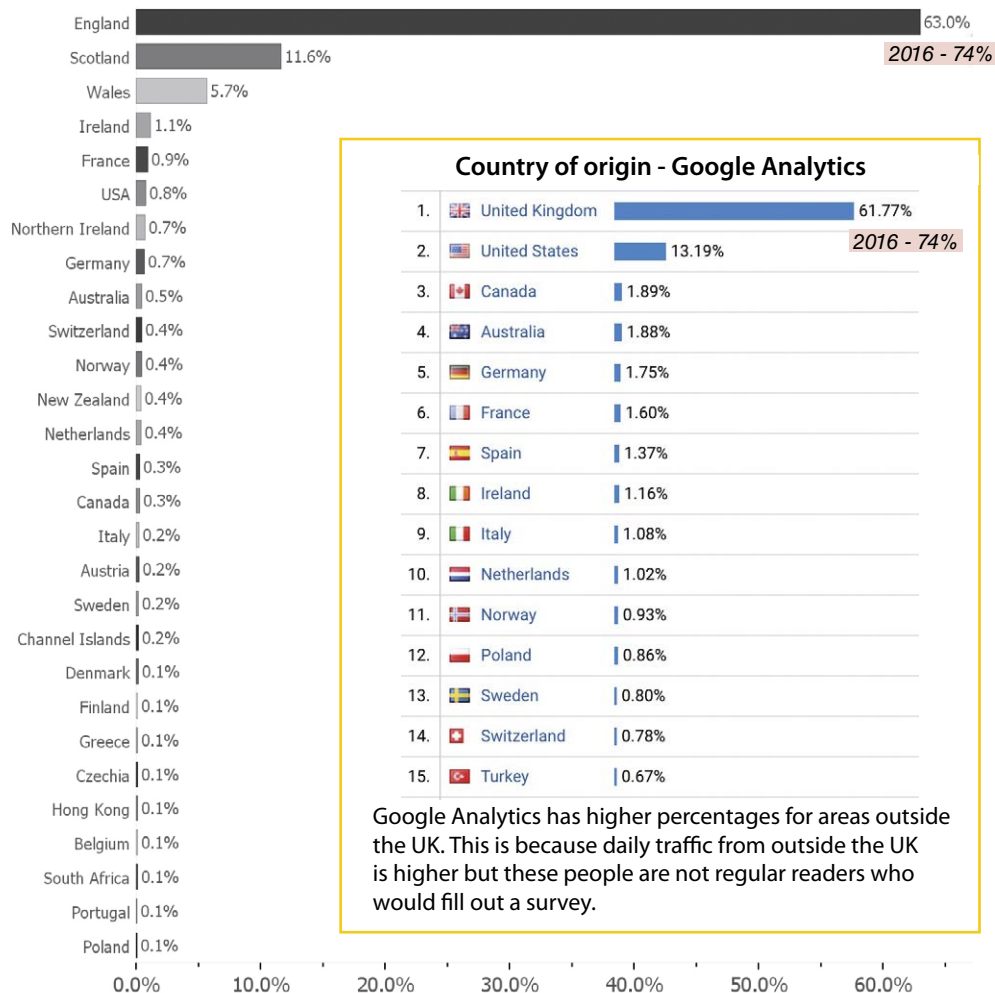


### UKC/UKH Readers - Location

- > 81% are based in the UK. (2016 - 93%)
- > 7% are based in South Yorkshire.
- > Responses received from over 63 countries. (2016 - 46)

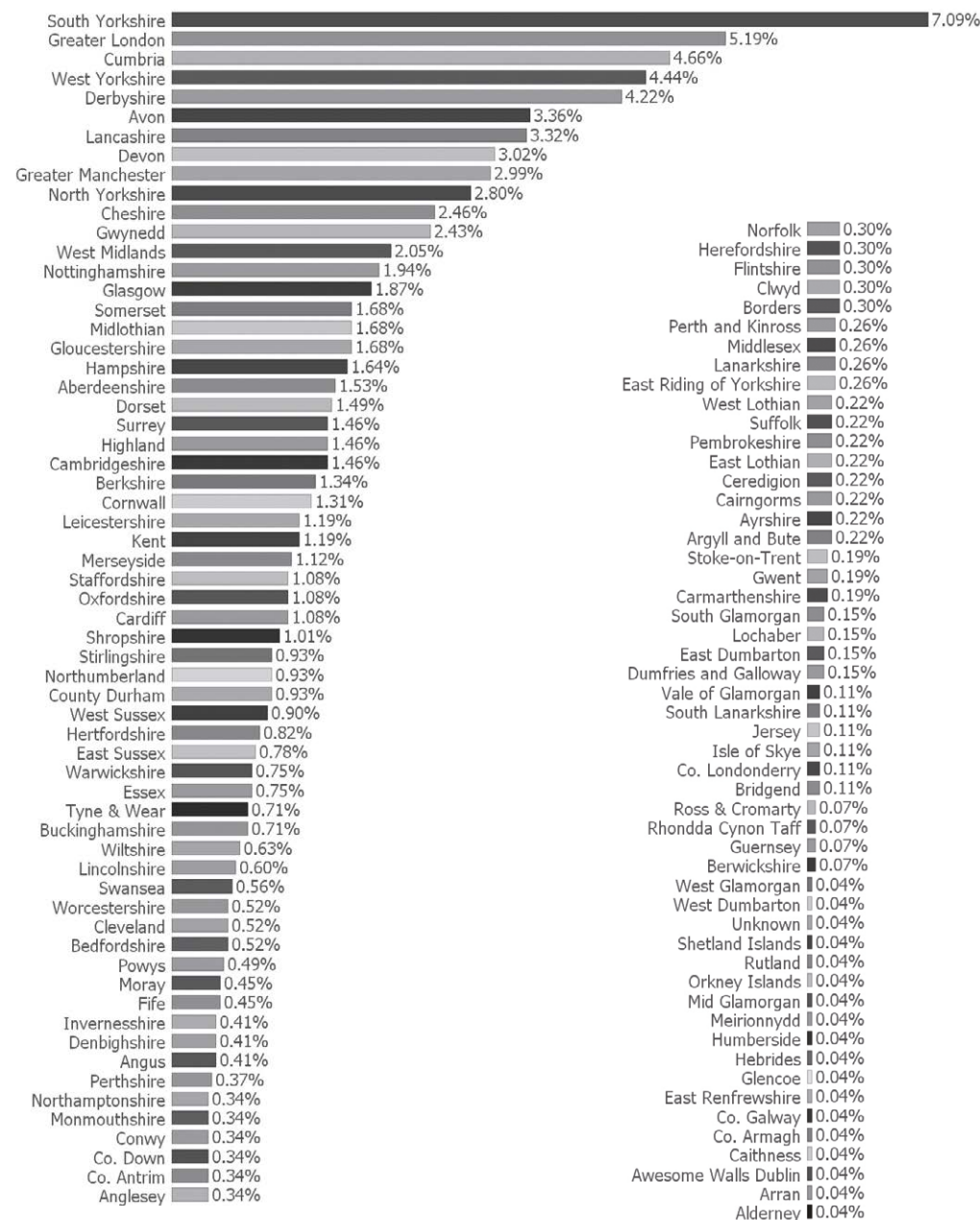
#### UKC UKH

#### Country of origin?



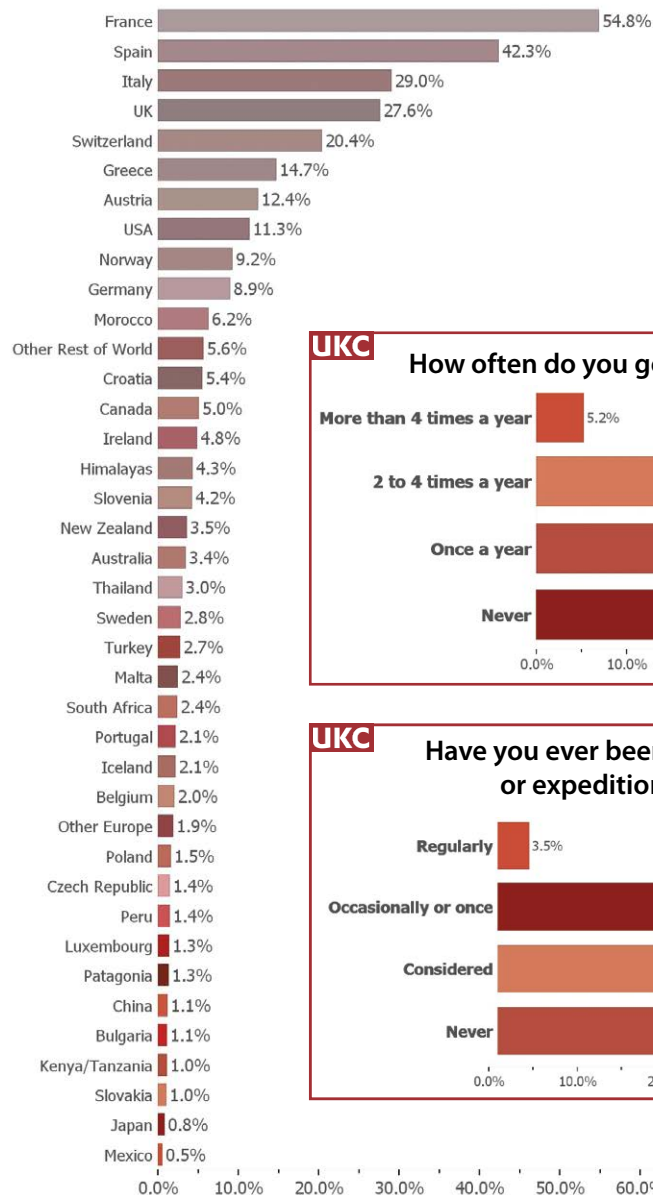
#### UKC UKH

#### For UK Responses only - Which area of the UK do you live in?

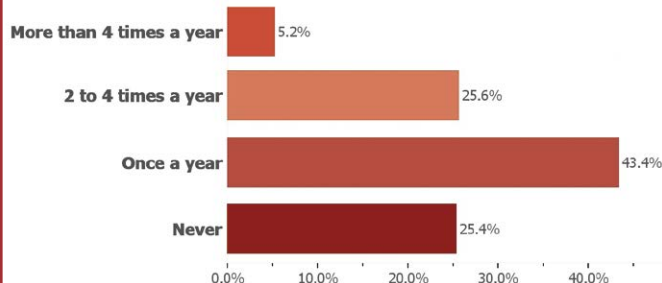


UKC/UKH readers travel widely to do their climbing and walking. They mostly take out insurance and many go on organised treks/expeditions/tours.

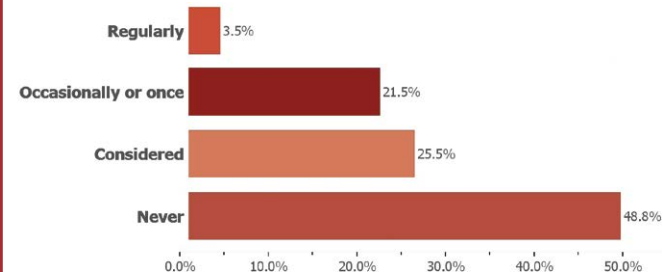
### UKC Which countries have you visited for climbing or mountaineering in the last 5 years?



### UKC How often do you go abroad to climb/walk?



### UKC Have you ever been on an organised tour or expedition? - UKC Readers

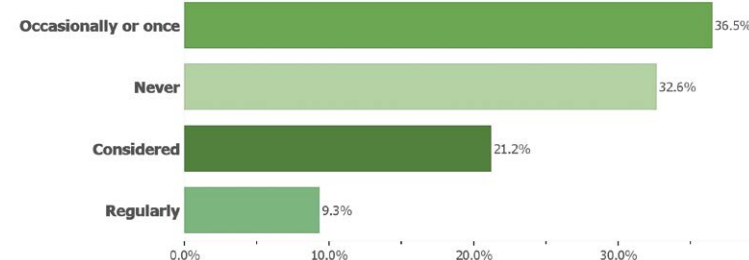


### UKC/UKH readers - Travel Habits

- > 72% take out travel insurance. (2016 - 76%)
- > 45% use the BMC Travel Insurance. (2016 - 53%)
- > 75% travel abroad to climb/walk. (2016 - 78%)
- > 51% of UKC Readers have at least 'considered' a tour or expedition.
- > 67% of UKH Readers have at least 'considered' a trek, tour or expedition.

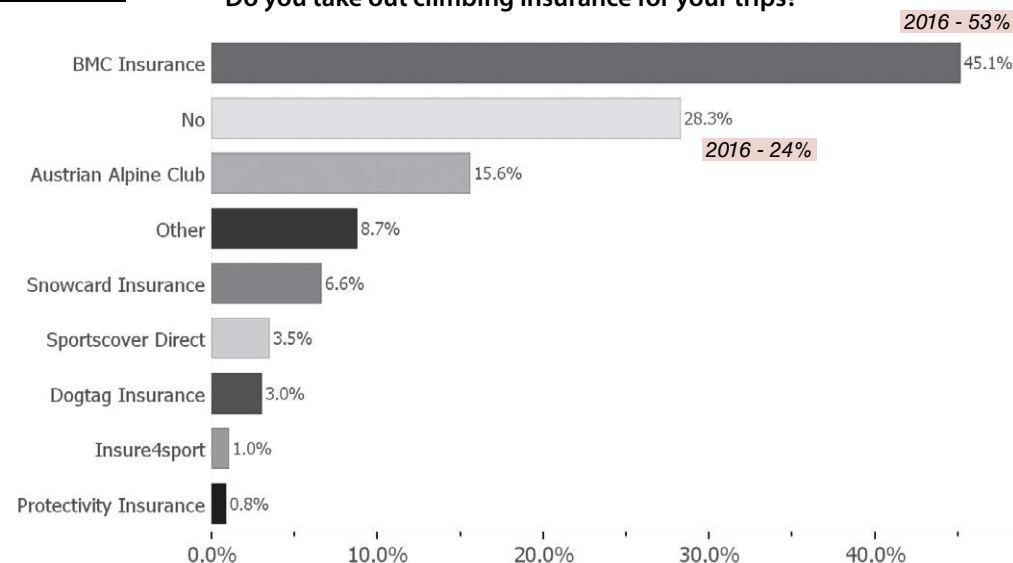
### UKH

Have you ever been on an organised trek, walking tour or expedition? - UKH Readers



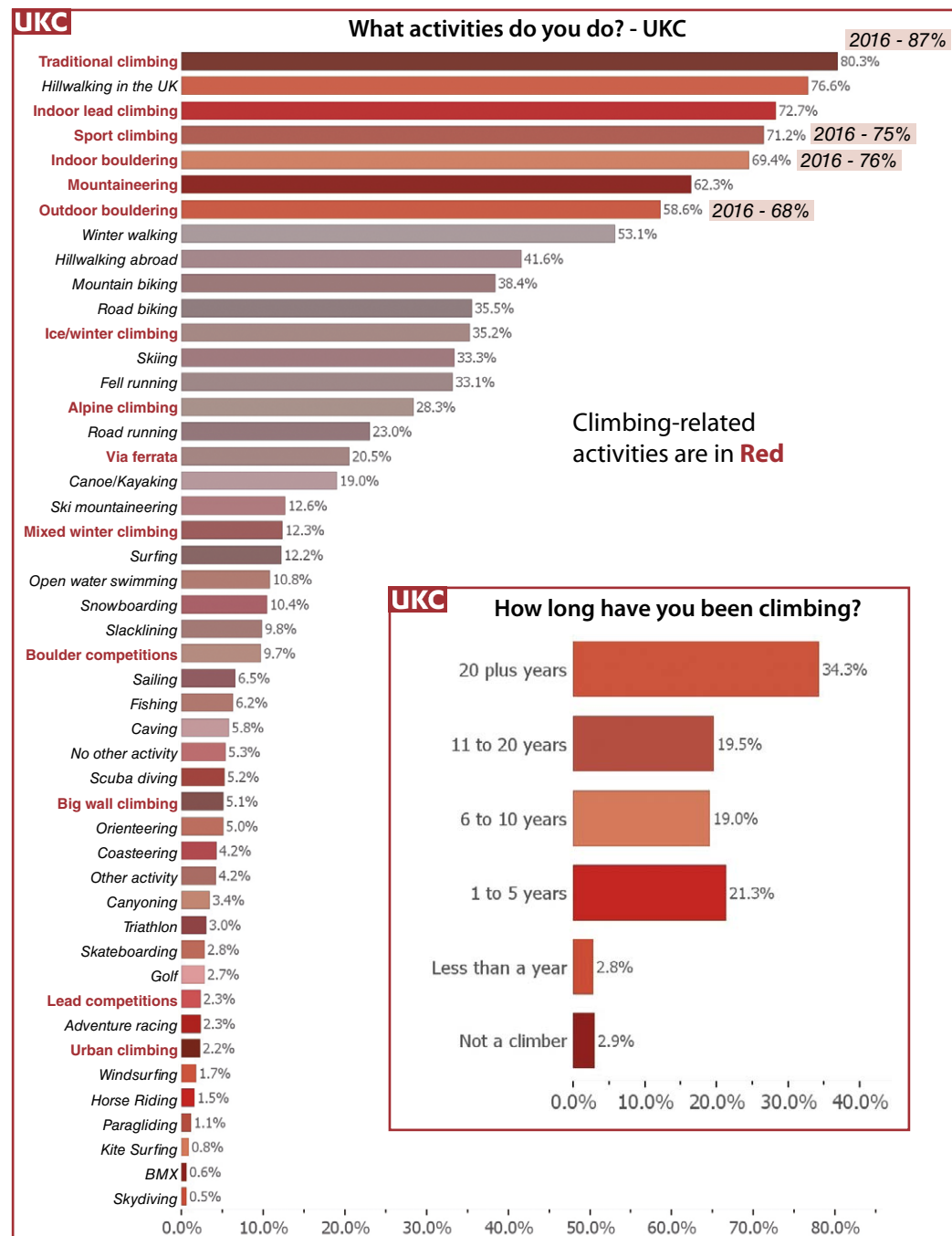
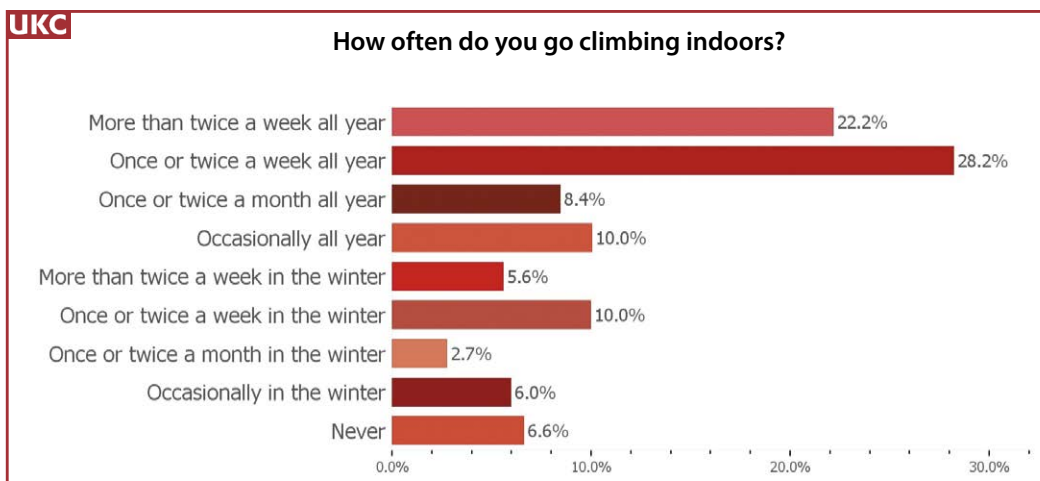
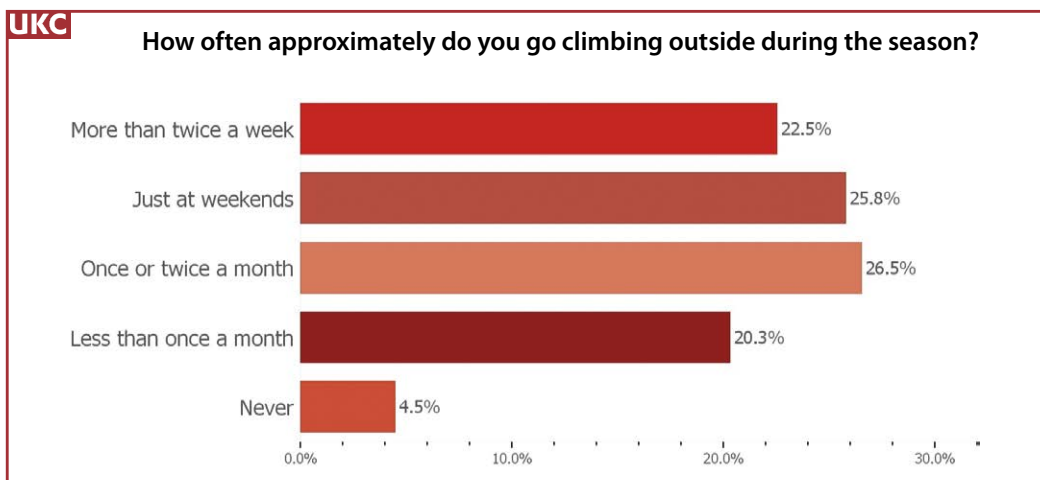
### UKC UKH

Do you take out climbing insurance for your trips?



### UKC readers - Activities

- > 96% go climbing outdoors and 94% go climbing indoors.
- > 84% climb outdoors more than once a month.
- > 94% have been climbing for more than one year.
- > 77% go hillwalking which makes UKClimbing the world's busiest hillwalking web site.

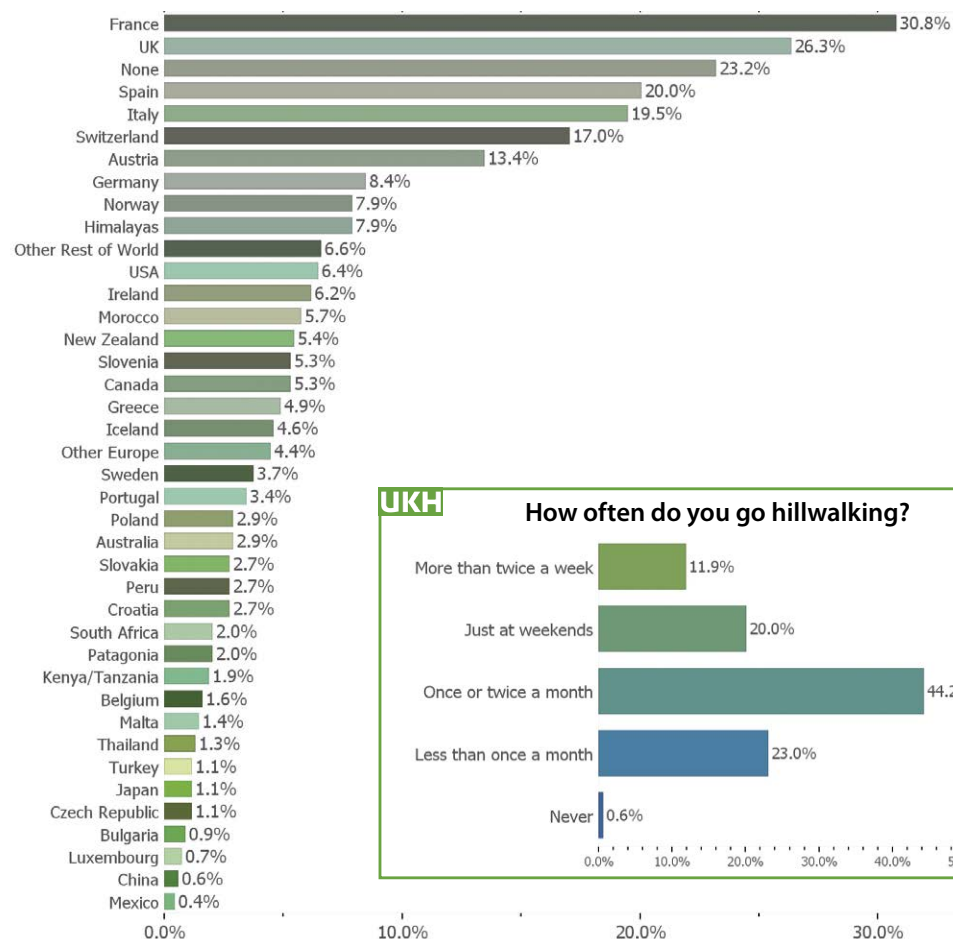


### UKH readers - Activities

- > 99% are active walkers.
- > 76% go walking more than once a month.
- > 97% have been hillwalking for more than one year.
- > 34% also go rock climbing. (2016 - 38%, 2013 - 58%)

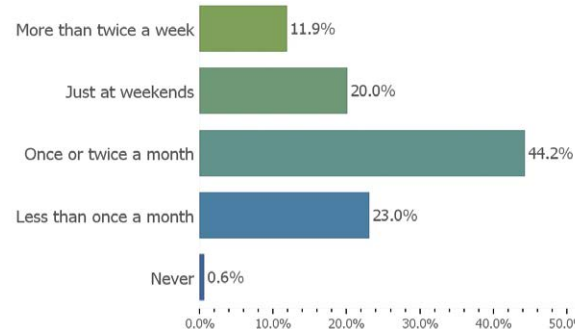
#### UKH

#### Where have you travelled for hillwalking?



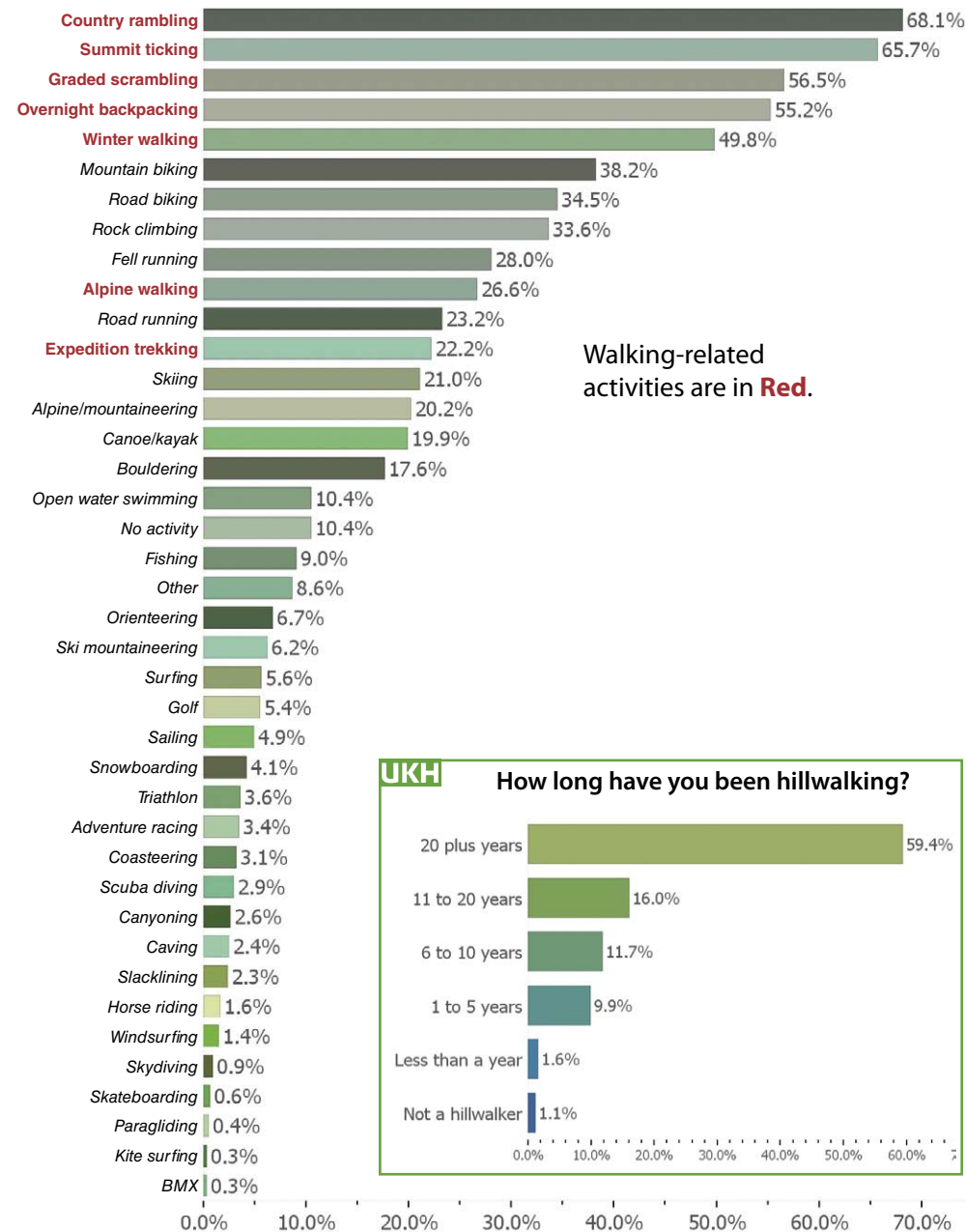
#### UKH

#### How often do you go hillwalking?



#### UKH

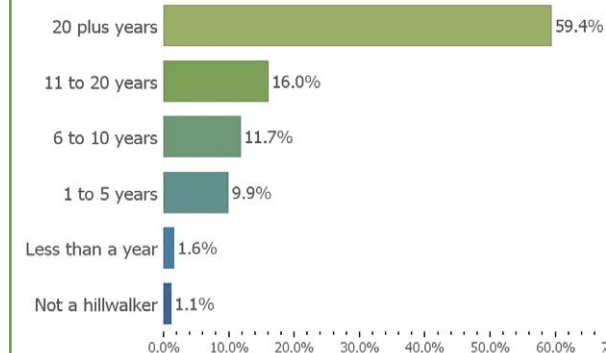
#### What activities do you do? - UKH



Walking-related activities are in Red.

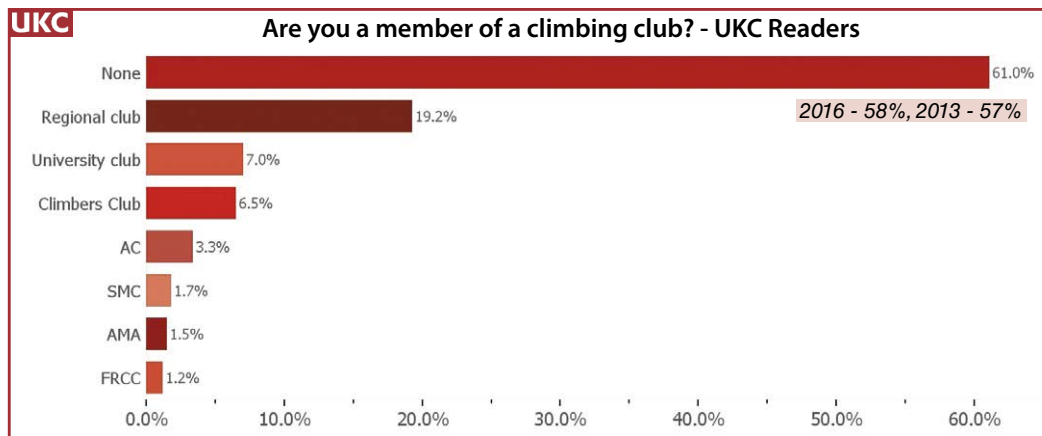
#### UKH

#### How long have you been hillwalking?

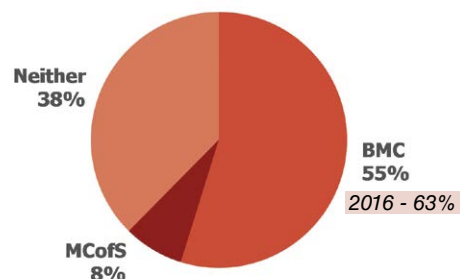




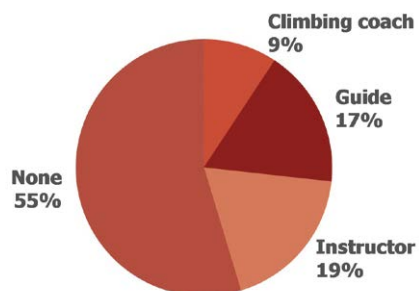
UKC and UKH readers are involved with clubs both regional and national.  
Many are also members of the BMC and/or the MCofS.



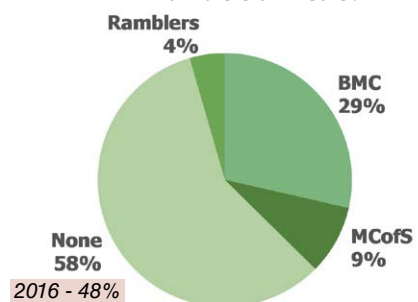
**UKC** Are you a member of the BMC or MCofS?



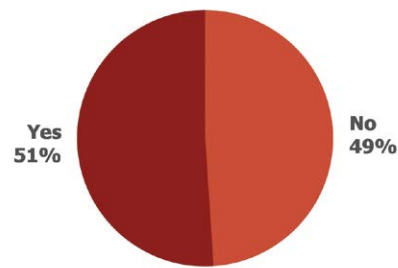
**UKC** Have you ever hired a guide, a climbing instructor or a professional climbing coach?



**UKH** Are you a member of the BMC, Ramblers or MCofS?



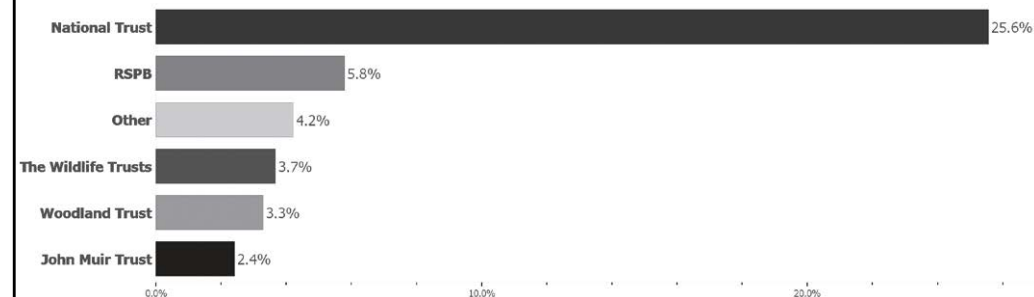
**UKC** Have you ever been on climbing instructional course?



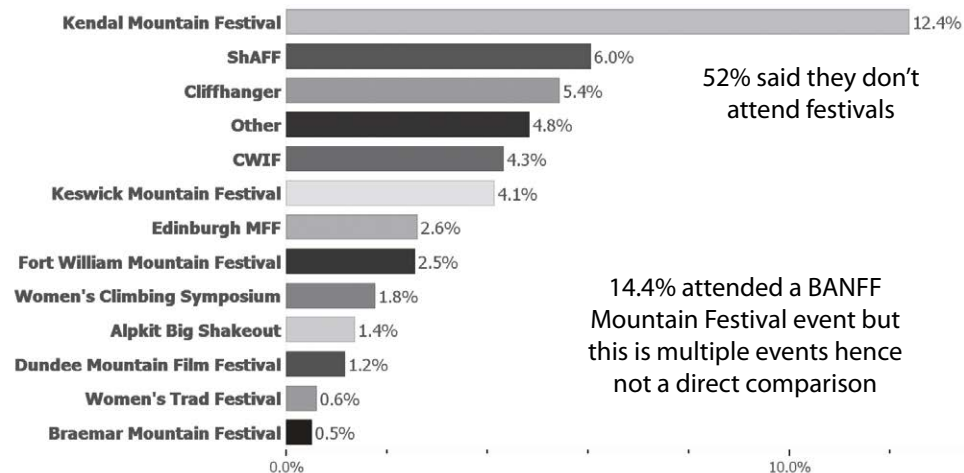
**UKC/UKH readers - Clubs, Guides/Instructors and Festivals**

- > 55% are members of the BMC. (2016 - 63%, 2013 - 60%)
- > 45% have hired an instructor, guide or climbing coach.
- > 39% are members of a climbing club. (2016 - 42%)
- > 48% visit an outdoor festival or event. (2016 - 54%)

**UKC UKH** Are you a member of any of the following organisations?

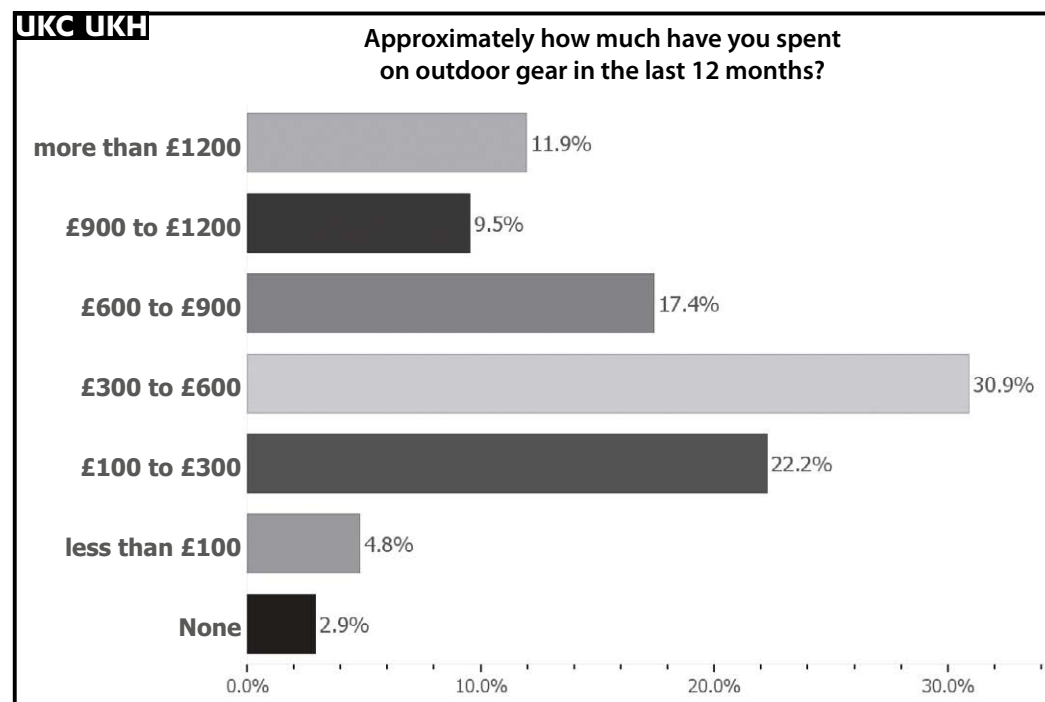


**UKC UKH** Do you visit any annual climbing/outdoor related gatherings?



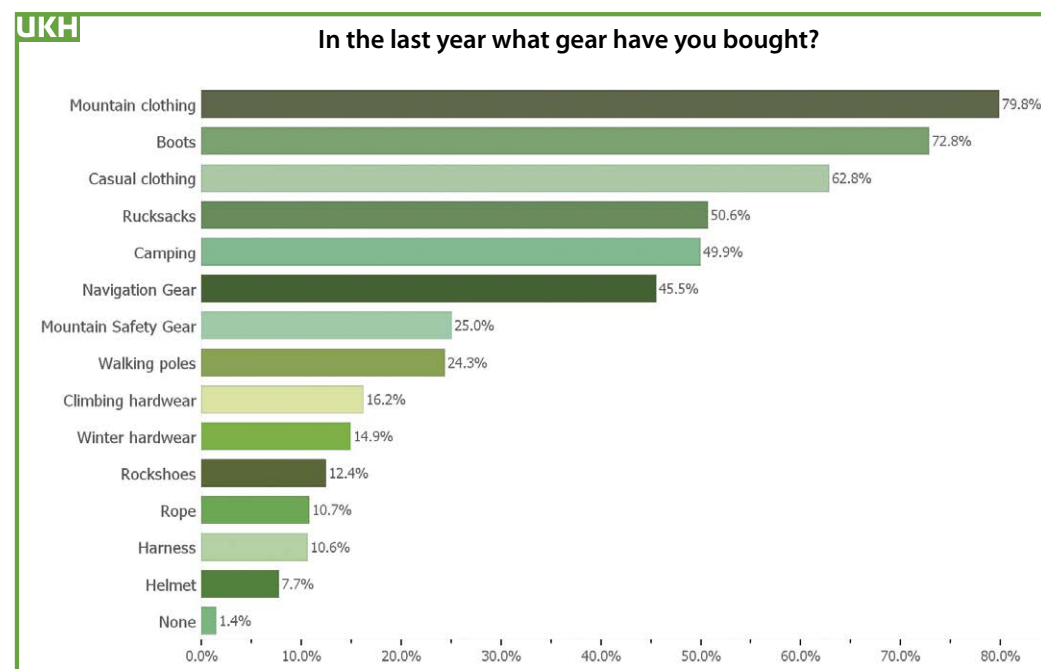
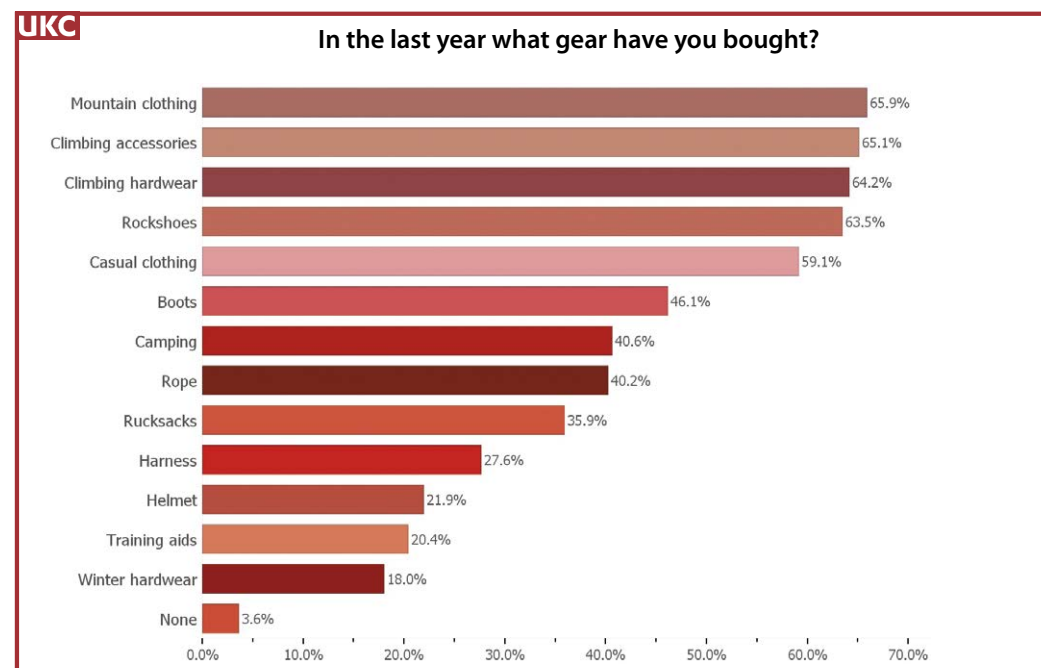
UKC/UKH spend £50 million each year on buying new gear. They buy a full range of products from specialist climbing equipment to mountain and casual clothing.

We asked where UKC/UKH readers bought their gear and what brands they had bought in the last 12 months. These results (and top charts compared to 2016) are covered in the next two pages.

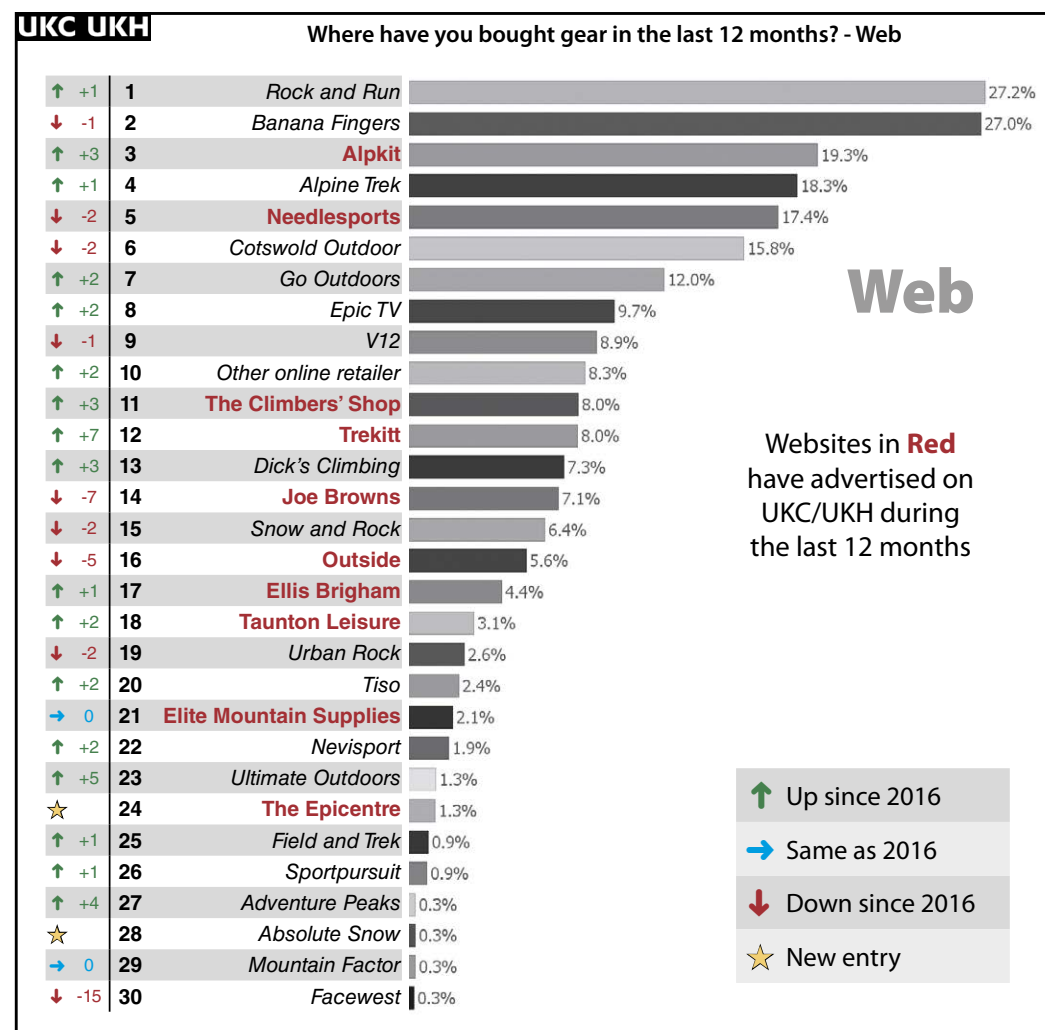
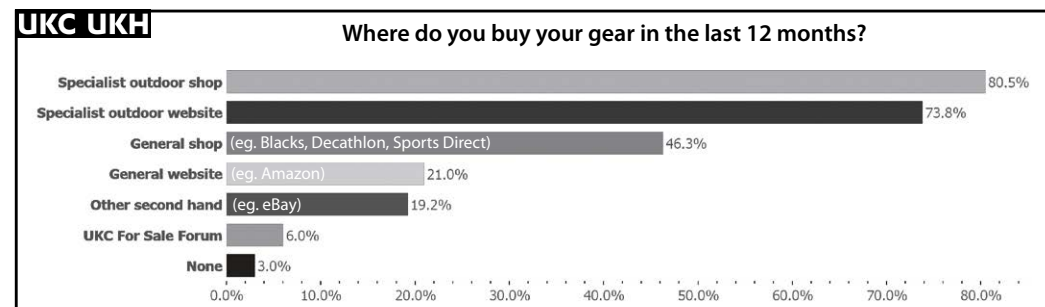
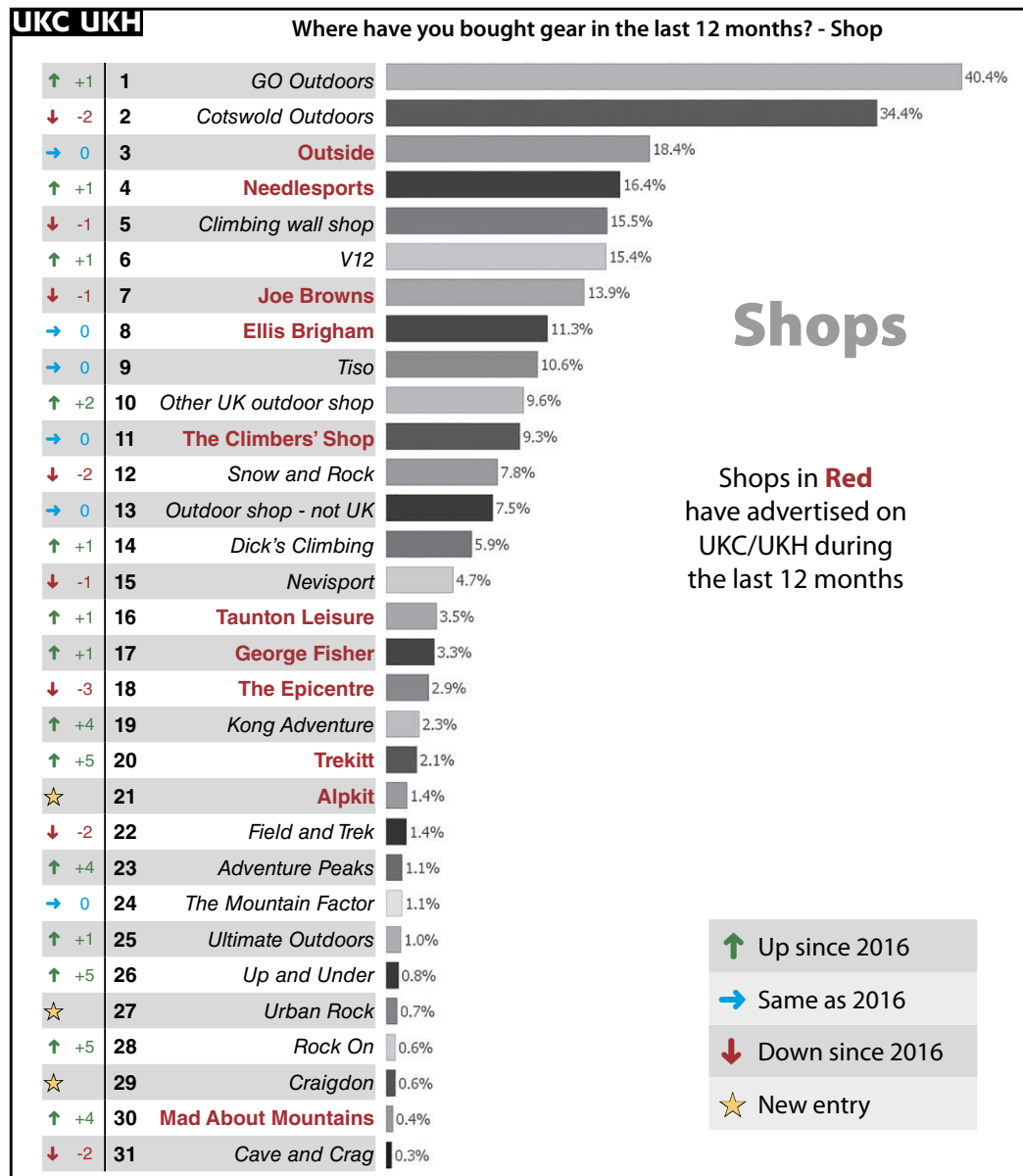


## UKC/UKH readers - Gear Habits

- > Annual gear spend across UKC/UKH is £40 million in the UK and £50 million worldwide.
- > 70% have spent more than £300 on outdoor gear in the last 12 months.
- > 64% have bought new rock shoes in the last 12 months.
- > 40% have bought new ropes in the last 12 months.



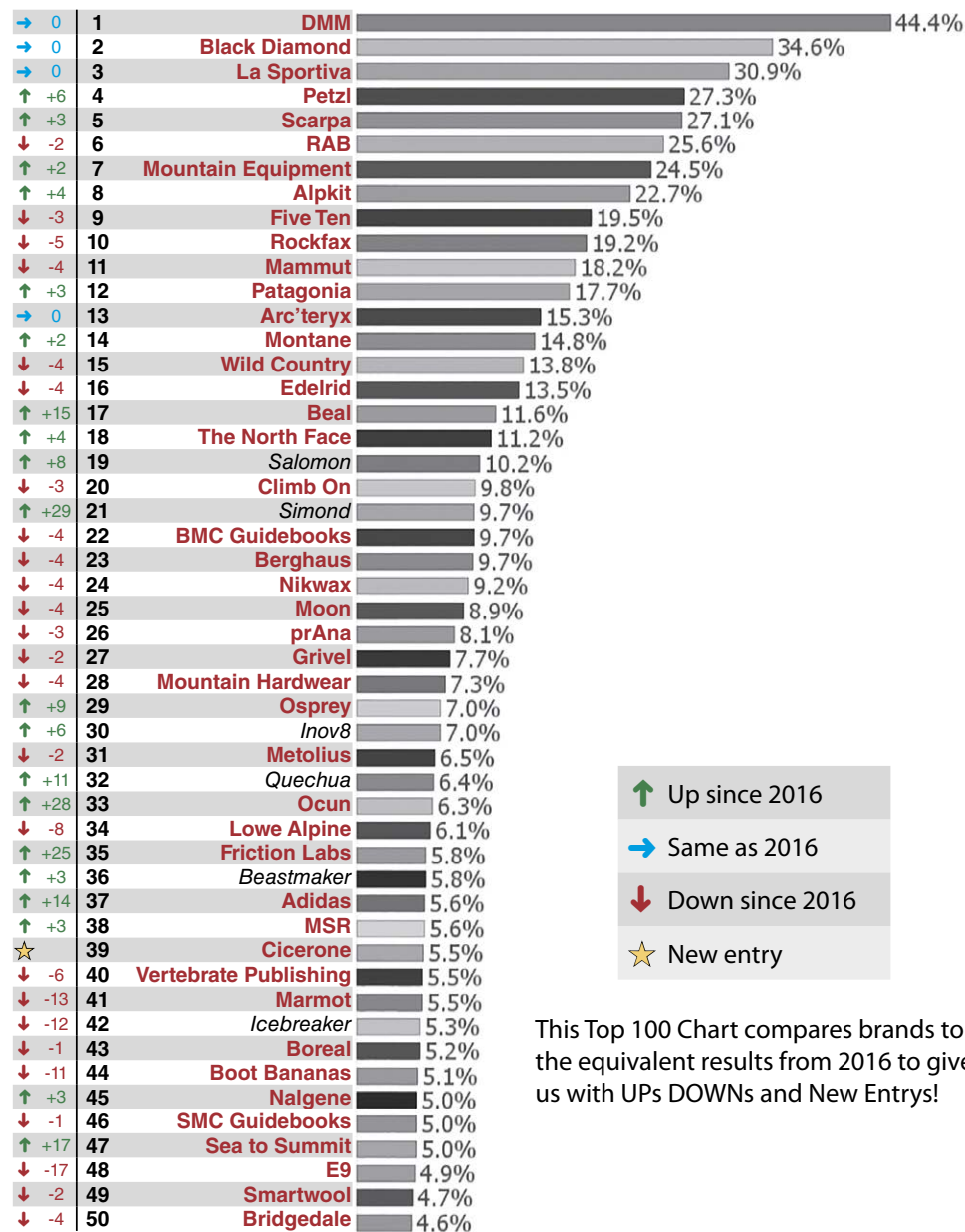
We asked readers which shops they had bought gear from during the last 12 months. We split into two separate questions to get an idea of shop verses online retail. We also asked a more general question to see how much outdoor gear was bought away from the specialist outdoor retailers.



## Gear - Brand Advertisers

We asked readers which brands they had purchased during the last 12 months.

Brands in **Red** have all had active advertising on UKC or UKH during the last 12 months.



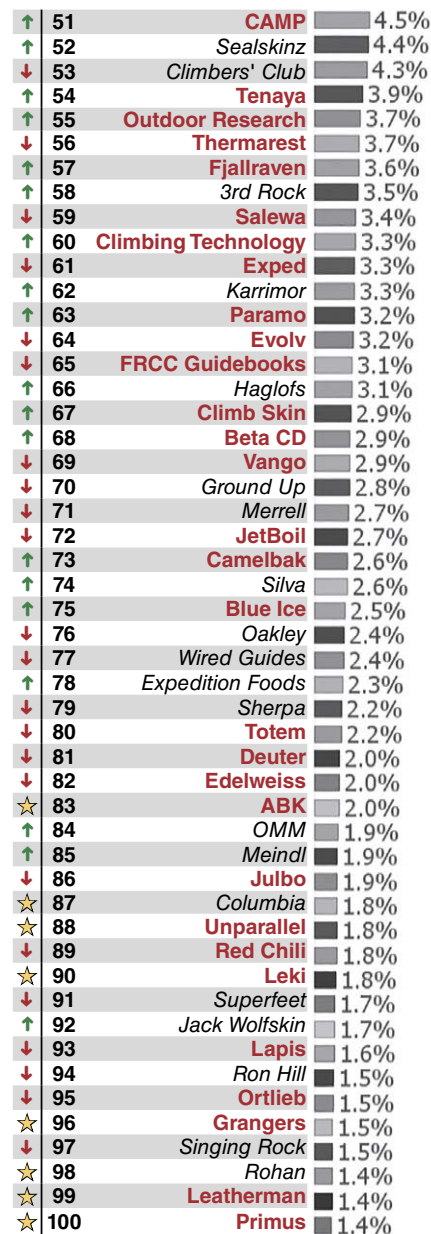
↑ Up since 2016

→ Same as 2016

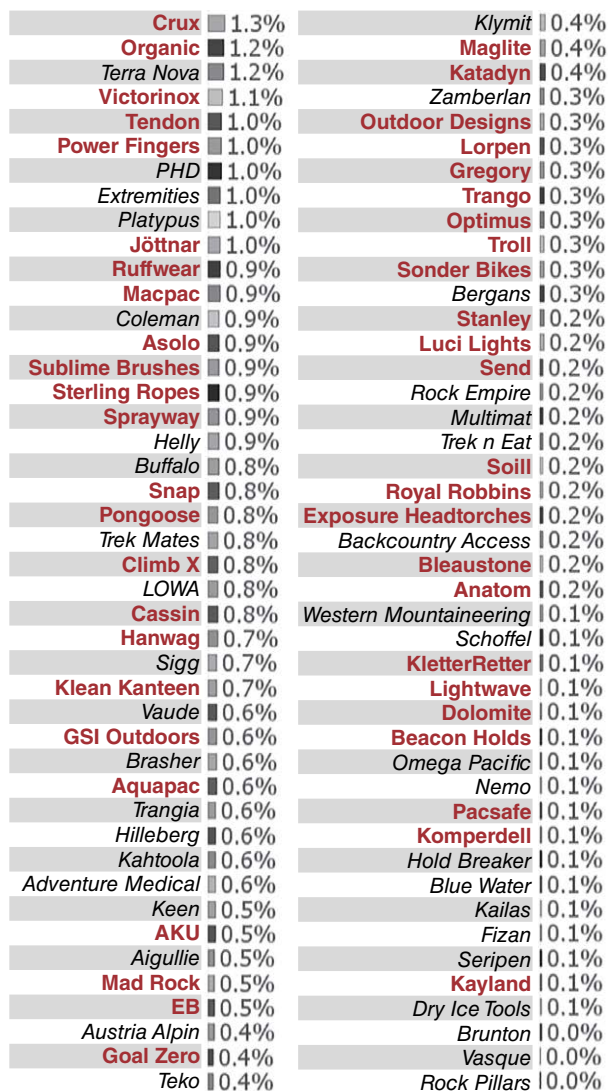
↓ Down since 2016

★ New entry

This Top 100 Chart compares brands to the equivalent results from 2016 to give us with UPs DOWNs and New Entries!



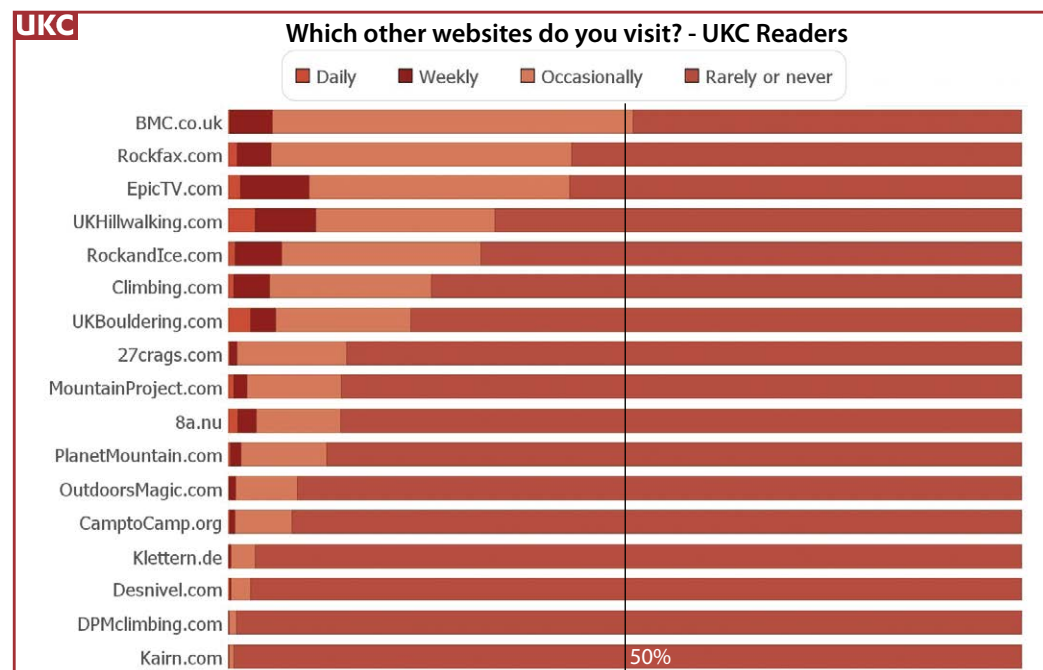
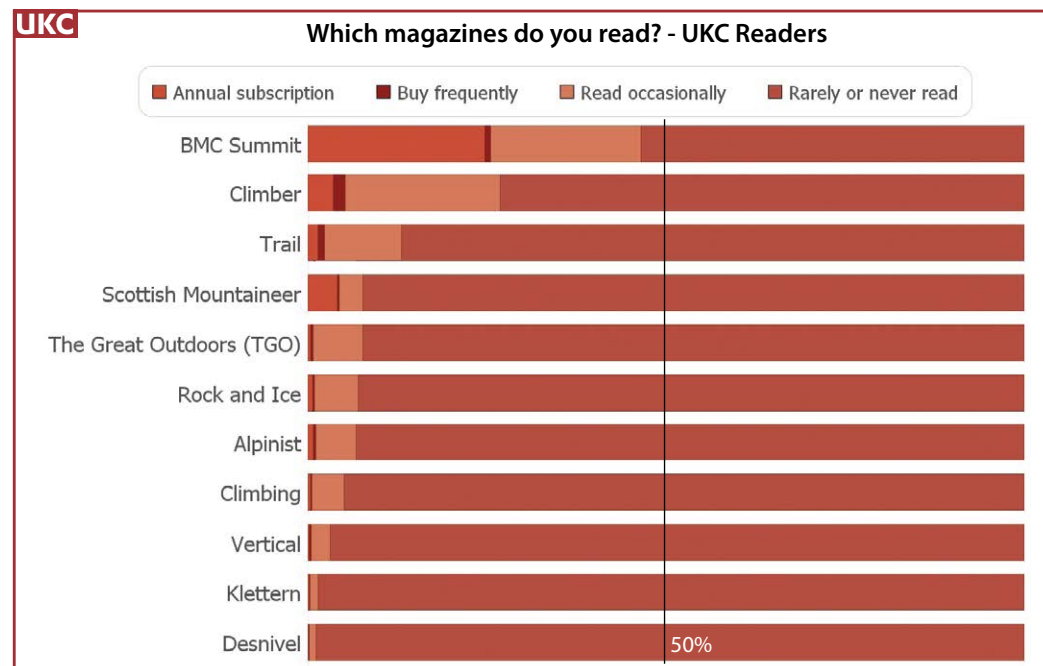
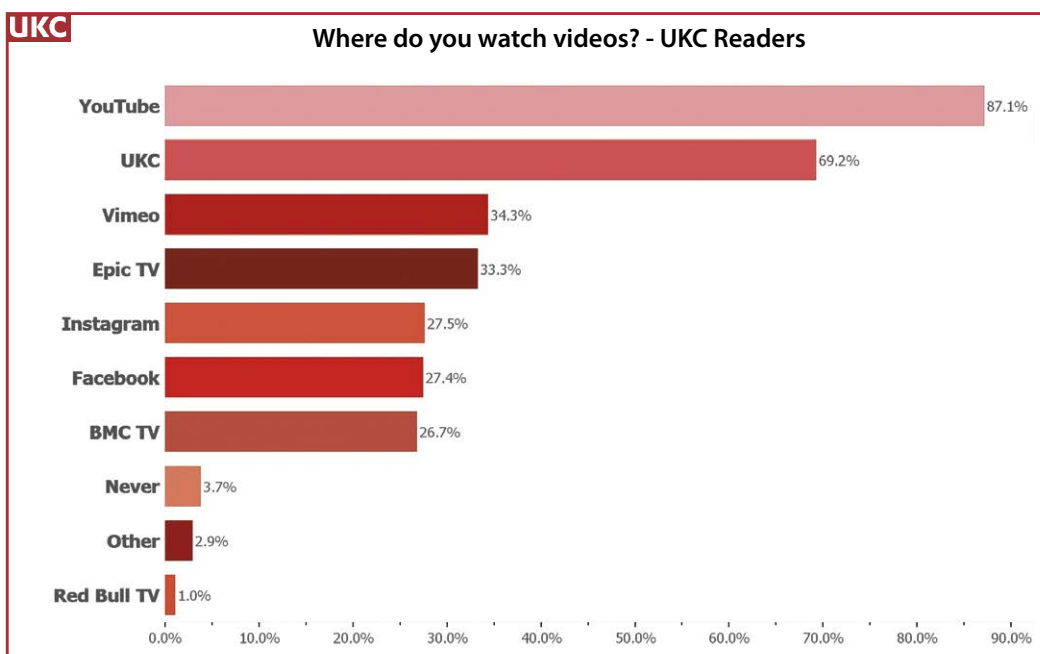
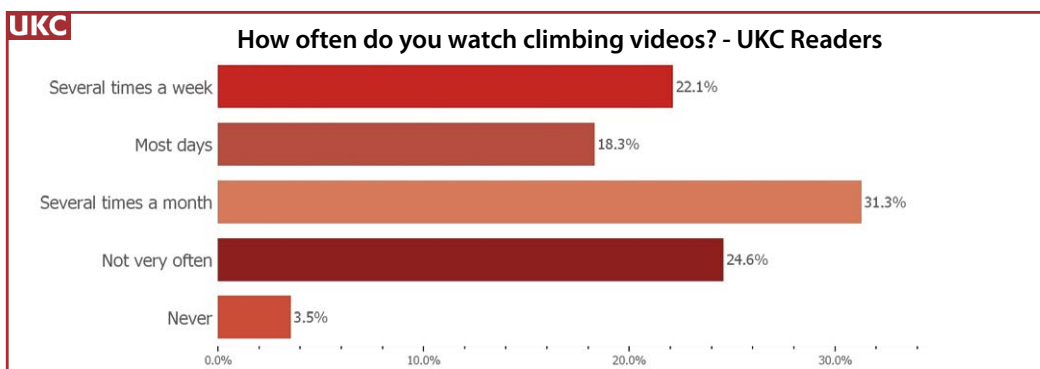
- > 95% of the top 20 brands advertise on UKC/UKH
- > 88% of the top 50 brands advertise on UKC/UKH
- > 73% of the top 100 brands advertise on UKC/UKH
- > 64% of listed brands advertise on UKC/UKH

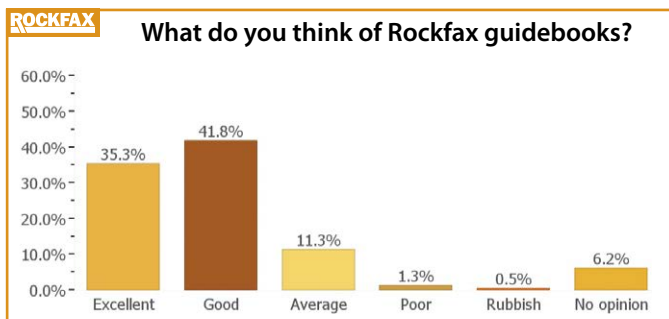




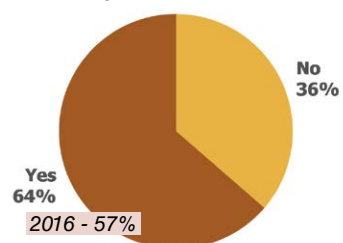
### UKC/UKH readers and the Media

- > 52% of UKC Readers also visit the BMC web site. (2016 - 58%)
- > 72% of UKC Readers watch videos several times a month or more.
- > 38% of UKC Readers also visit UKH with many visiting every day.



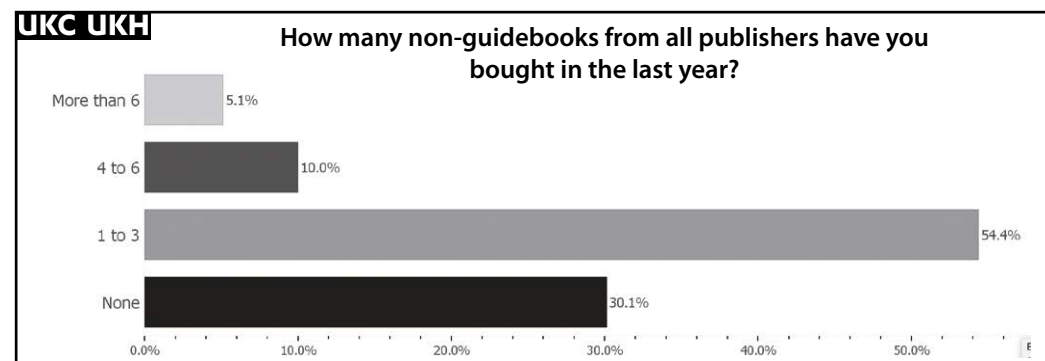
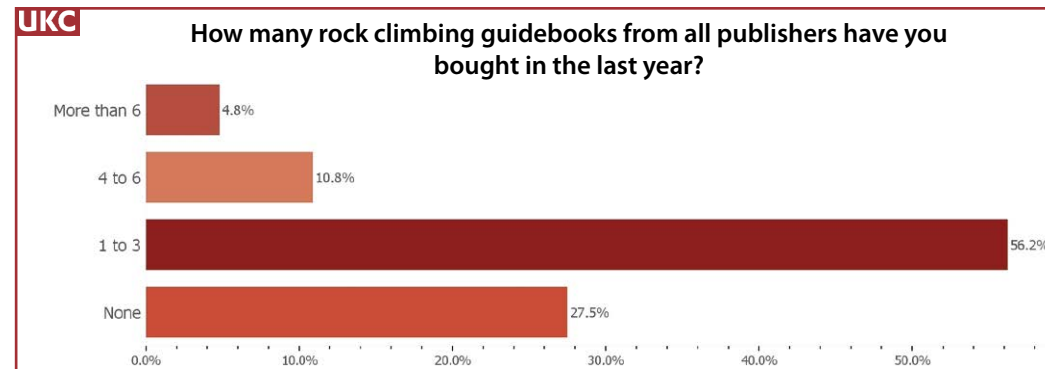
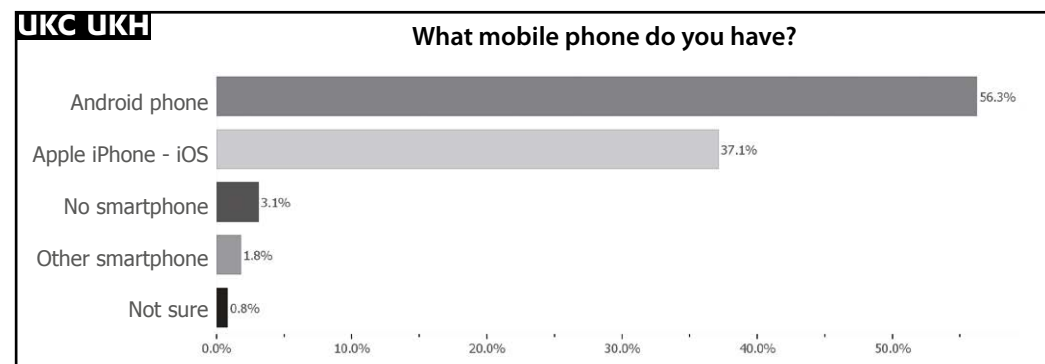
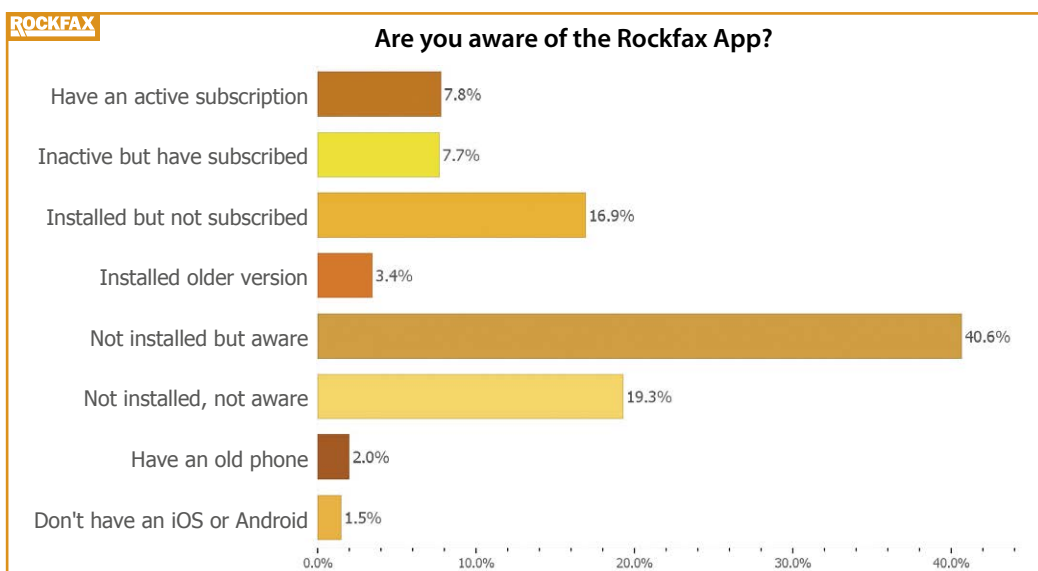
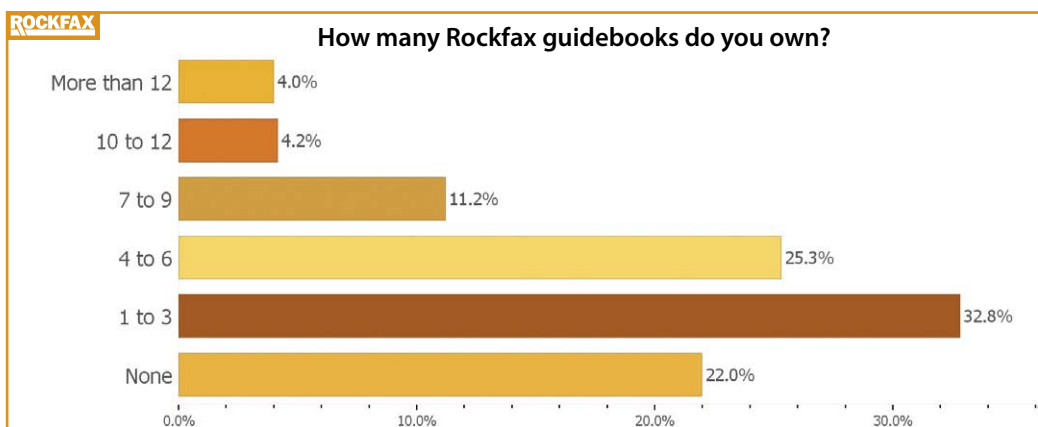


Do you know that Rockfax is part of UKC?



## UKC/UKH readers and Rockfax, Print and Mobile

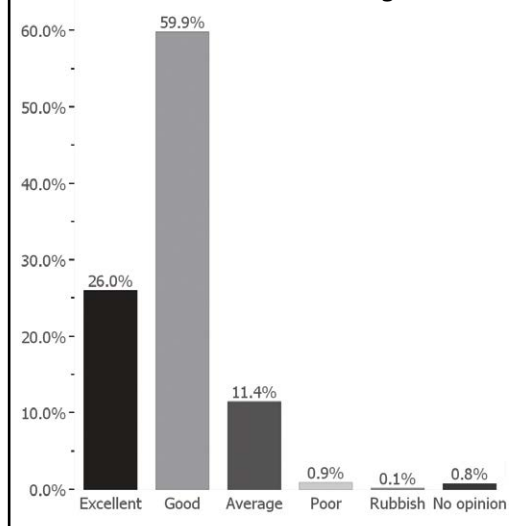
- > 96% have an Android or an Apple iOS phone. (2016 - 85%)
- > 45% of UKC Readers own more than 3 Rockfax guidebooks



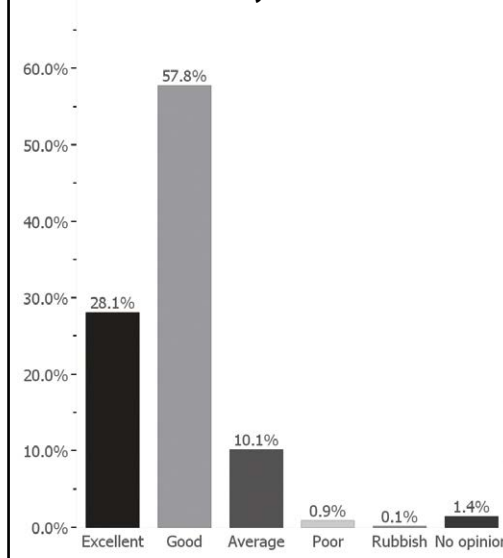
## Opinions on UKC and UKH - News and Articles

UKC/UKH Readers are big fans of the site, our news and articles with most of these opinions being relatively unchanged since 2016.

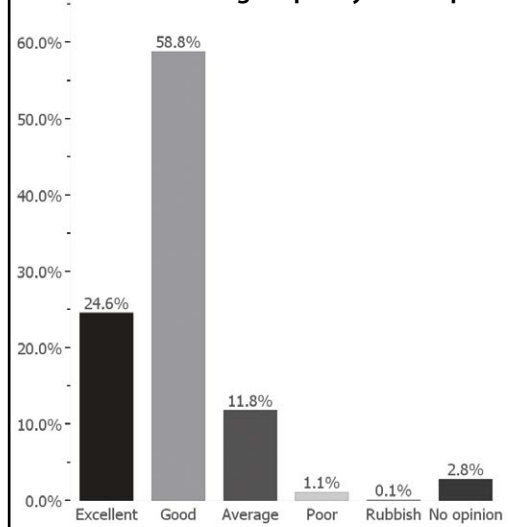
**UKC UKH** How do you rate the site design and ease of navigation?



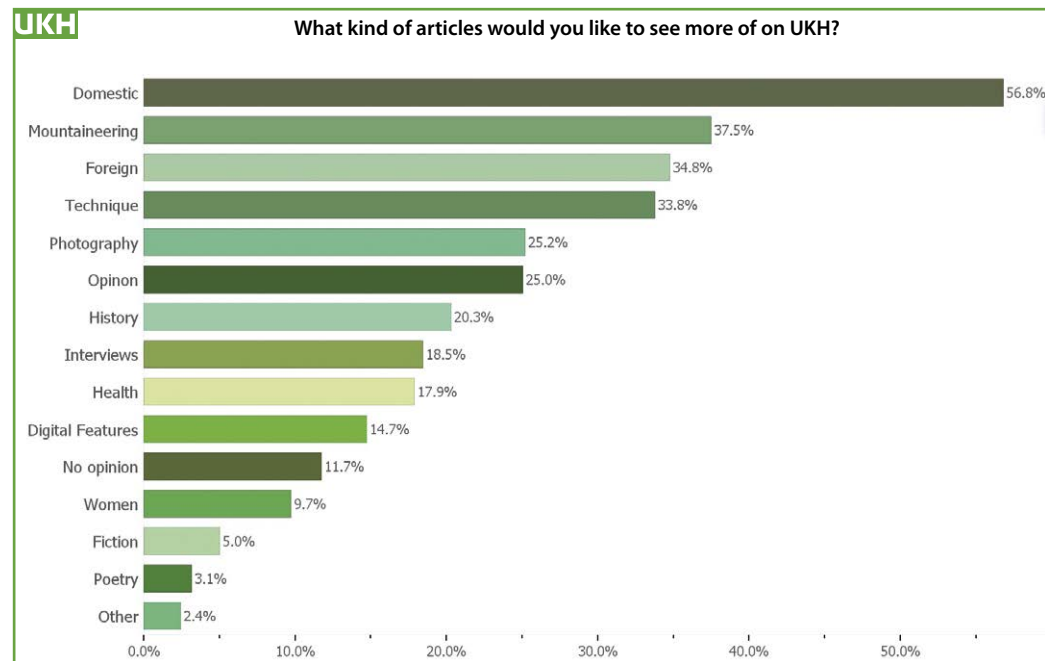
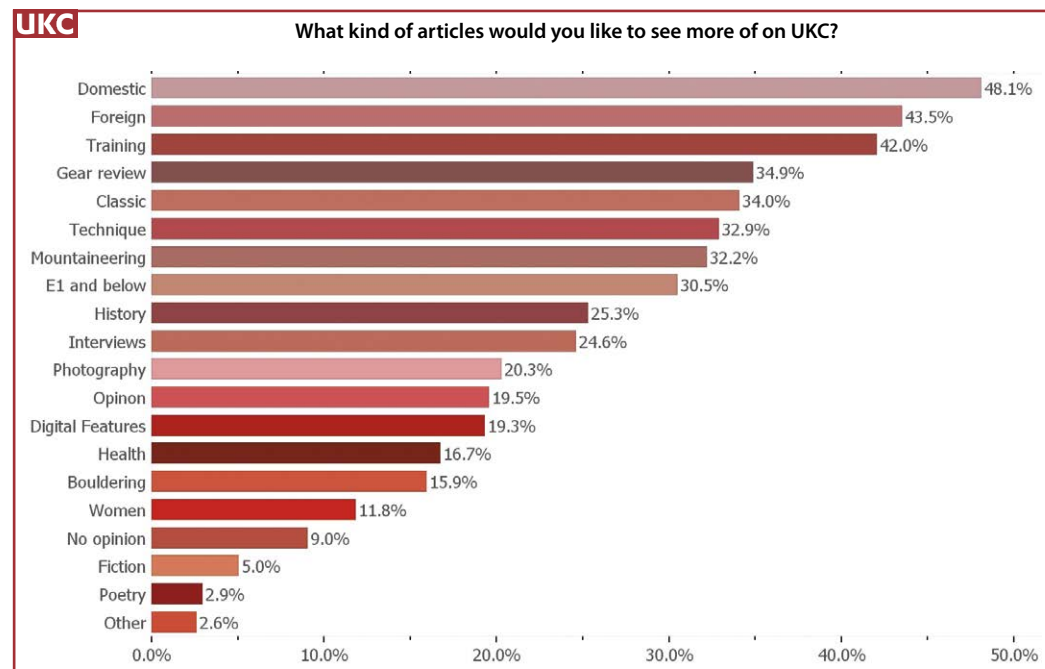
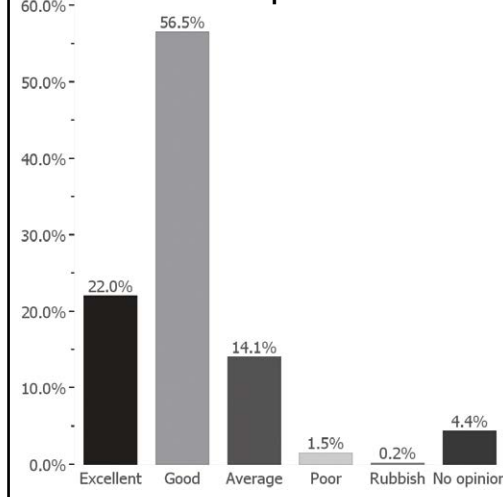
**UKC UKH** How do you rate our Articles?



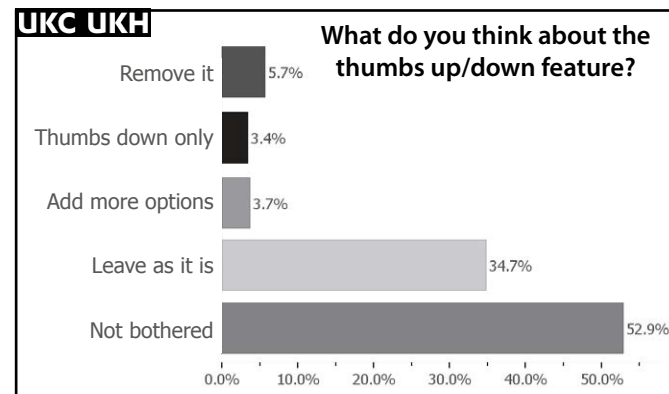
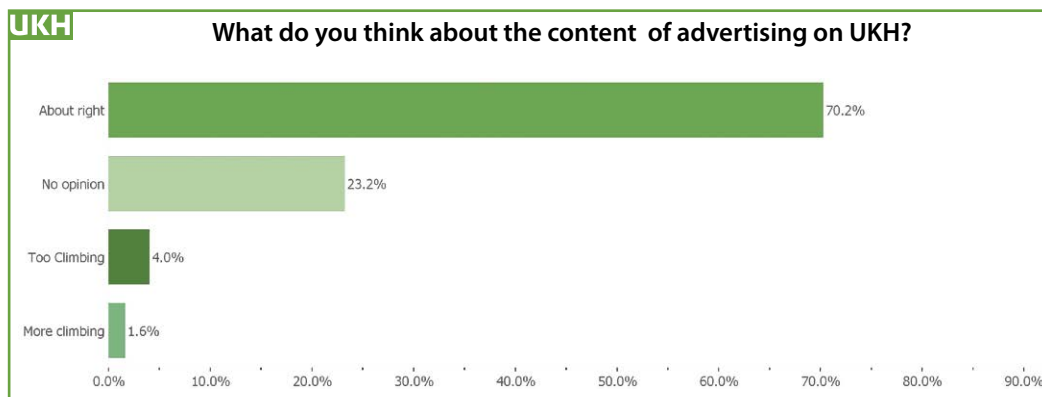
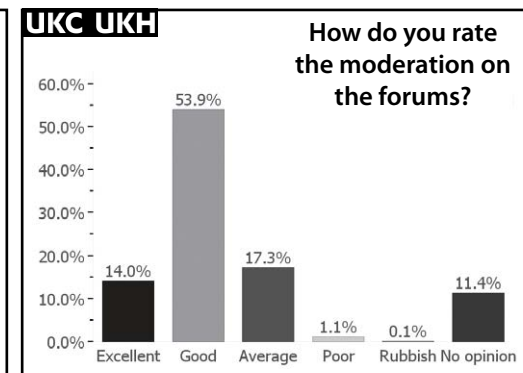
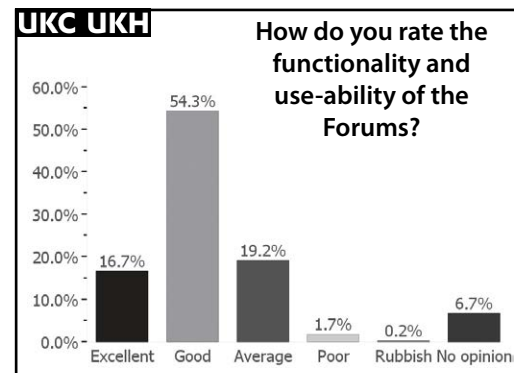
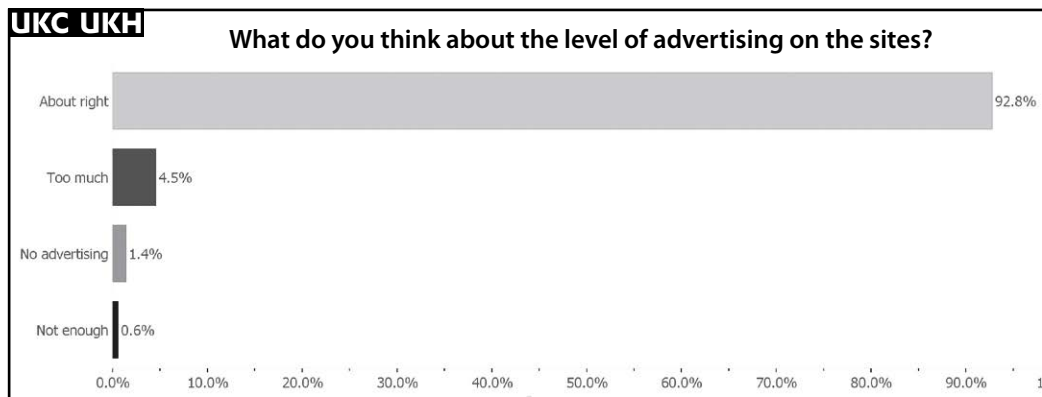
**UKC UKH** How do you rate our news coverage - quality and depth?



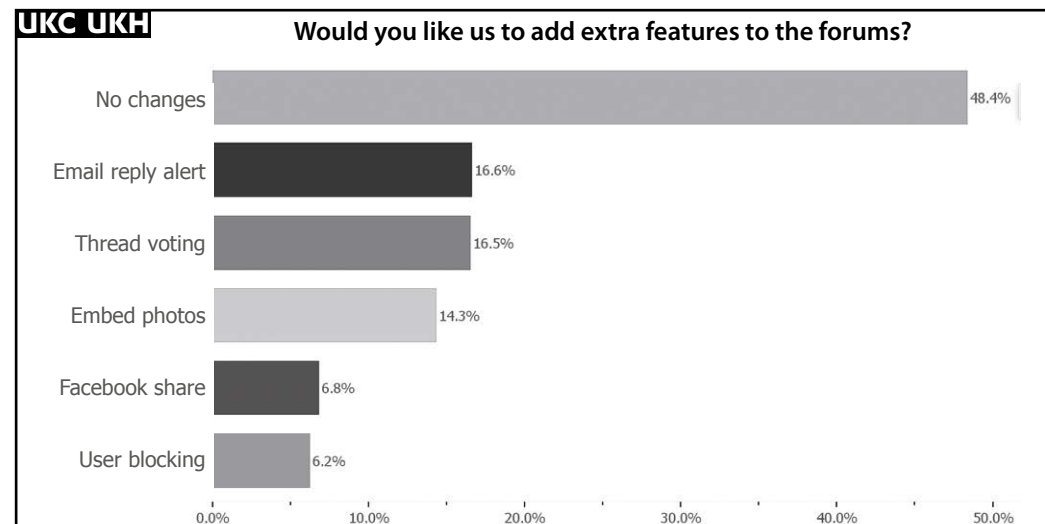
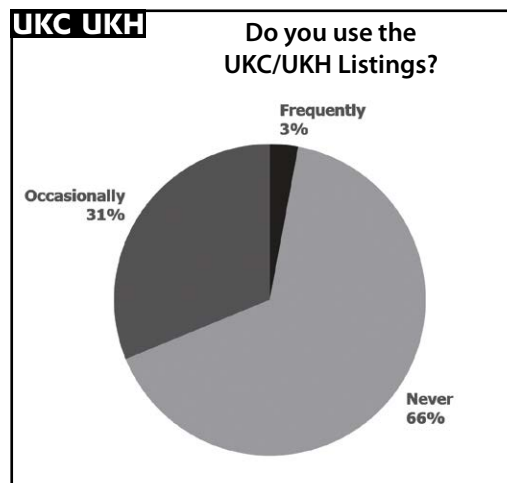
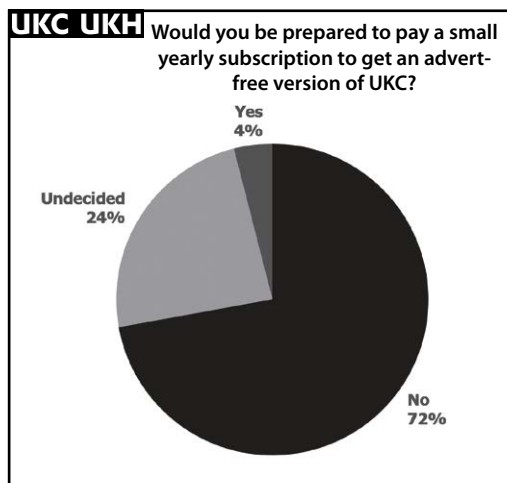
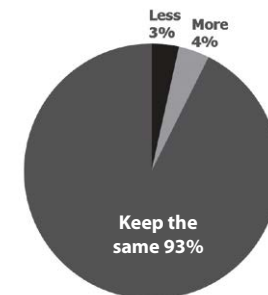
**UKC UKH** How do you rate our news coverage - speed and responsiveness?



## Opinions on UKC and UKH - Advertising and Forums



Would you like us to change our moderation on the forums?





We are very grateful to the following brands who supported this readership survey by kindly offering prizes.



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UKC

UKH

ROCKFAX