54 question survey carried out from 1 December 2019 to 10 January 2020 97% or 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%

UKC Survey Responses - 6121 UKH Survey Responses - 699 Registered Users Jan 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).

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	
Personal Details	ey live,
UKC and UKH Activities	that
Climbing Clubs, Courses and Festivals	
Gear	hey
Other Outdoor Media and Videos.	
Rockfax, Print and Mobile	. 25

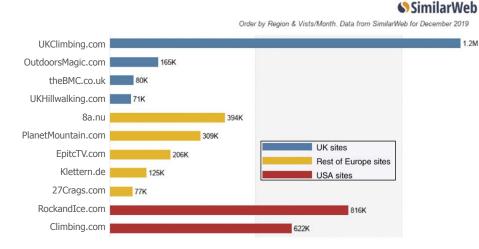
Opinions on UKC and UKH - Advertising and Forums 27 What do people think about the level of advertising across the web sites. We also ask what they think about the forums.

UKC Survey Responses - 6121 UKH Survey Responses - 699 Registered Users Jan 2020 (both sites) - 87,043 Response (both sites) - 7.8%

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 industrystandard 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,

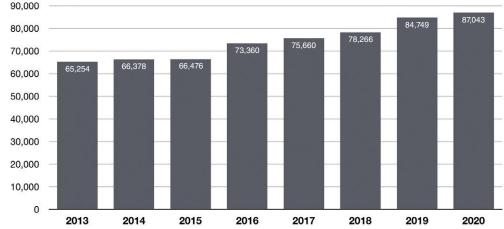
competitions, videos and has a vast photo-gallery.

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.

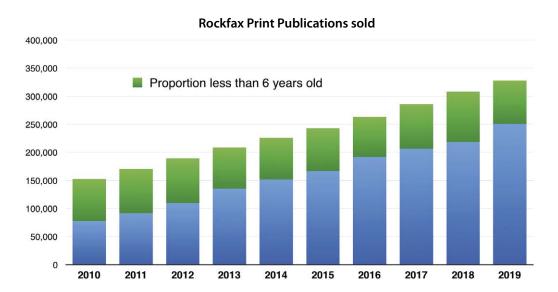
UKClimbing Limited - Digital and Print

UKC and UKH growth in Registered Users since 2013



Rockfax Guidebooks

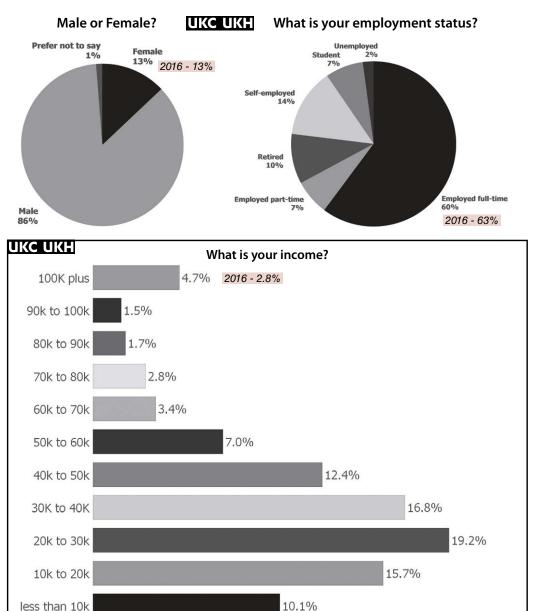
Rockfax Guidebooks, established in 1990, have published 57 guidebooks, with over 328,000 copies sold, covering the climbing areas around the world. Many of these guidebooks are still being used providing long-lasting print advertising in an item used by climbers when they are actually climbing.



0.0%

20.0%

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.

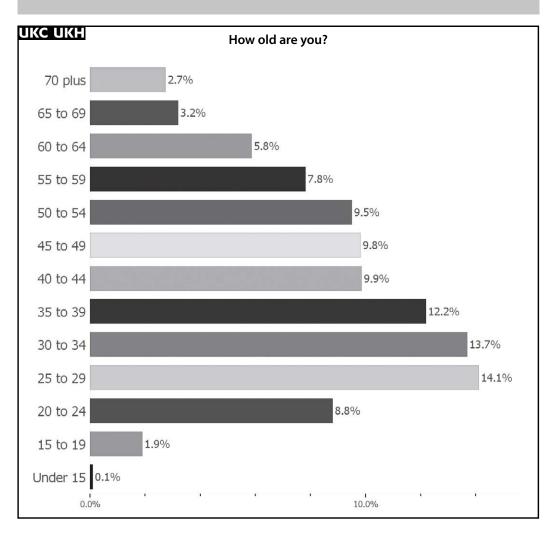


10.0%

Personal Details - Gender, age, employment

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 Readers - Location

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

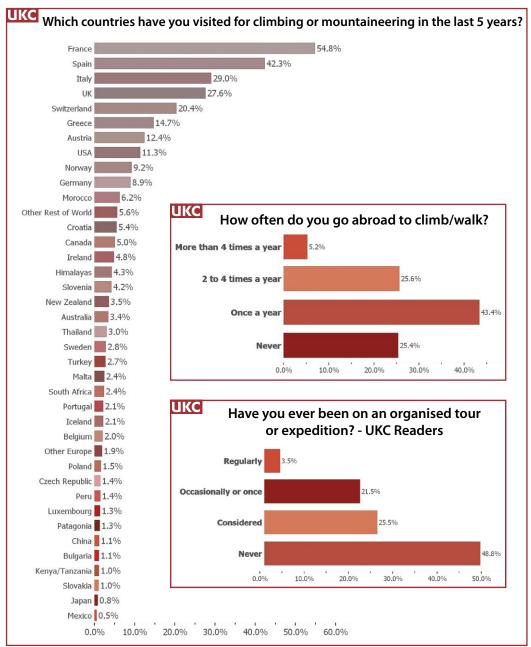
СИКН			C	ountry of c	origin?	
England						63.0
Scotland	11.6%					2016 -
Wales	5.7%					
Ireland 1.1%	_					
France 0.9%			Co	untry of or	rigin - Google Ana	alytics
USA 0.8%		1.		Jnited Kingdom		61.77%
orthern Ireland 0.7%		2.		Jnited States	13.19%	2016 - 74%
Germany 0.7%			_		a av	
Australia 0.5%		3.	• (Canada	1.89%	
Switzerland 0.4%		4.	I	Australia	1.88%	
Norway 0.4%		5.		Germany	1.75%	
New Zealand 0.4%		6.	E F	France	1.60%	
Netherlands 0.4%		7.	<u> </u>	Spain	1.37%	
Spain 0.3% Canada 0.3%		8.		reland	1.16%	
Italy 0.2%		9.		talv	1.08%	
Austria 0.2%		10.		Vetherlands	1.02%	
Sweden 0.2%						
Channel Islands 0.2%		11.		Norway	0.93%	
Denmark 0.1%		12.	- F	Poland	0.86%	
Finland 0.1%		13.	:= 5	Sweden	0.80%	
Greece 0.1%		14.		Switzerland	0.78%	
Czechia 0.1%		15.	œ 1	Furkey	0.67%	
Hong Kong 0.1%		Google	e Ana	alvtics has hi	gher percentages fo	or areas outside
Belgium 0.1%					daily traffic from ou	
South Africa 0.1%					ple are not regular r	eaders who
Portugal 0.1%		would	fill o	ut a survey.		
Poland 0.1%	-					

икс икн For UK Responses only - Which area of the UK do you live in? 7.09% South Yorkshire 5.19% Greater London 4.66% Cumbria 4.44% West Yorkshire 4.22% Derbyshire 3.36% Avon Lancashire 3.32% Devon 3.02% 2.99% Greater Manchester 2.80% North Yorkshire 2.46% Cheshire Norfolk 0.30% 2.43% Gwvnedd Herefordshire 0.30% West Midlands 2.05% Flintshire 0.30% 1.94% Nottinghamshire 1.87% Clwvd 0.30% Glasgow Borders 0.30% 68% Somerset Perth and Kinross 0.26% Midlothian 1.68% Middlesex 0.26% 1.68% Gloucestershire Lanarkshire 📰 0.26% 1.64% Hampshire East Riding of Yorkshire 0.26% Aberdeenshire 1.53% West Lothian 🔲 0.22% Dorset 1.49% Suffolk 0.22% 1.46% Surrev Pembrokeshire 🛄 0.22% 1.46% Highland 1.46% East Lothian 0.22% Cambridgeshire Cerediaion 0.22% 1.34% Berkshire I Cairngorms 0.22% 1.31% Cornwall Ayrshire 0.22% Leicestershire 1.19% Argyll and Bute 0.22% 1.19% Kent Stoke-on-Trent 0.19% 1.12% Merseyside Staffordshire 1.08% Gwent 0.19% Carmarthenshire 0.19% Oxfordshire 1.08% South Glamorgan 0.15% 1.08% Cardiff I Lochaber 0.15% 1.01% Shropshire East Dumbarton 0.15% 0.93% Stirlingshire Dumfries and Galloway 0.15% 0.93% Northumberland Vale of Glamorgan 0.11% County Durham 0.93% South Lanarkshire 0.11% 0.90% West Sussex Jersey 0.11% 0.82% Hertfordshire 0.78% Isle of Skye 0.11% East Sussex 0.75% Co. Londonderry 0.11% Warwickshire Bridgend 0.11% 0.75% Essex Ross & Cromarty 0.07% 0.71% Tyne & Wear Rhondda Cynon Taff 0.07% 0.71% Buckinghamshire Guernsey ■0.07% Wiltshire | 0.63% Berwickshire ■0.07% Lincolnshire 0.60% West Glamorgan 0.04% 0.56% Swansea 0.52% West Dumbarton 0.04% Worcestershire 0.52% Unknown 0.04% Cleveland Shetland Islands 0.04% 0.52% Bedfordshire I Rutland 0.04% Powys 0.49% Orkney Islands 0.04% Moray 0.45% Mid Glamorgan 0.04% Fife 0.45% Invernesshire 0.41% Meirionnydd 0.04% Humberside 0.04% Denbighshire 0.41% Angus 0.41% Hebrides 0.04% Glencoe 0.04% Perthshire 0.37% Northamptonshire 0.34% East Renfrewshire 0.04% Co. Galway 0.04% Monmouthshire 0.34% Conwy 0.34% Co. Armagh 10.04% Caithness 0.04% Co. Down 0.34% Awesome Walls Dublin 0.04% Co. Antrim 0.34% Anglesey 0.34% Arran 0.04% Alderney 0.04%

Personal Details - Location

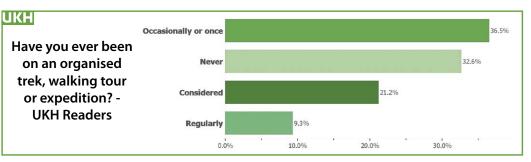
Personal Details - Travel and insurance

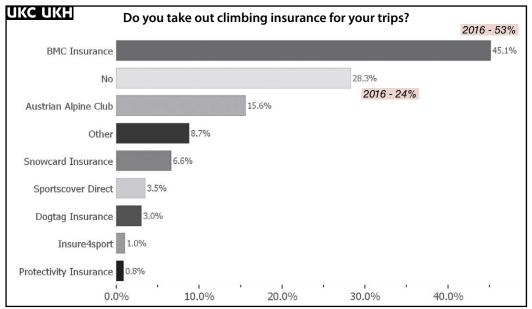
UKC/UKH readers travel widely to do their climbing and walking. They mostly take out insurance and many go on organised treks/expeditions/tours.



UKC/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.

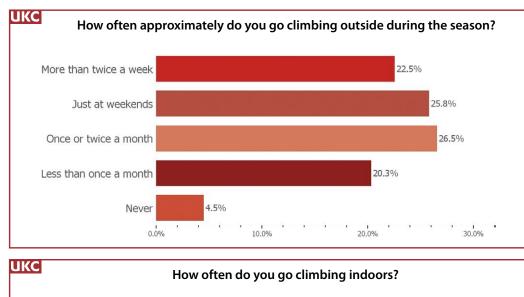


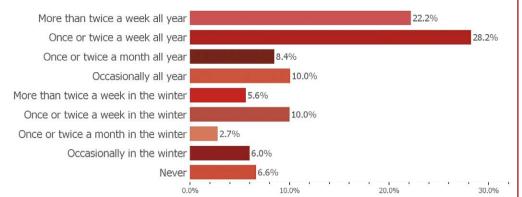


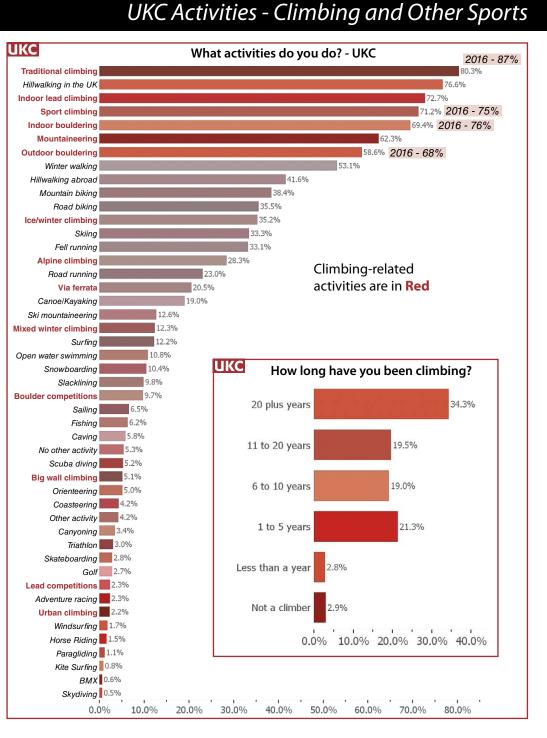
UKC Survey Responses - 6121 UKH Survey Responses - 699 Registered Users Jan 2020 (both sites) - 87,043 Response (both sites) - 7.8%

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.

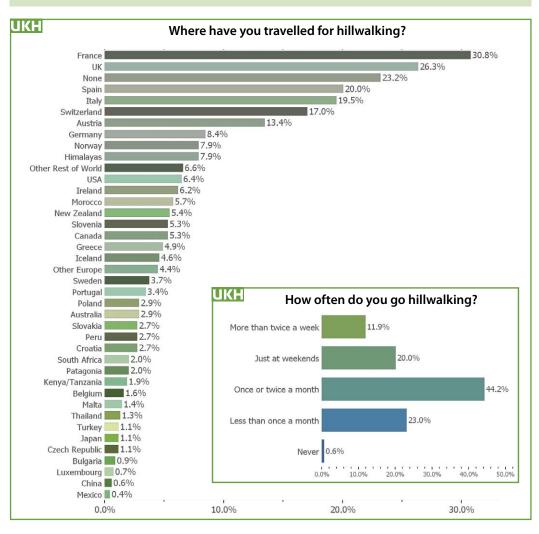




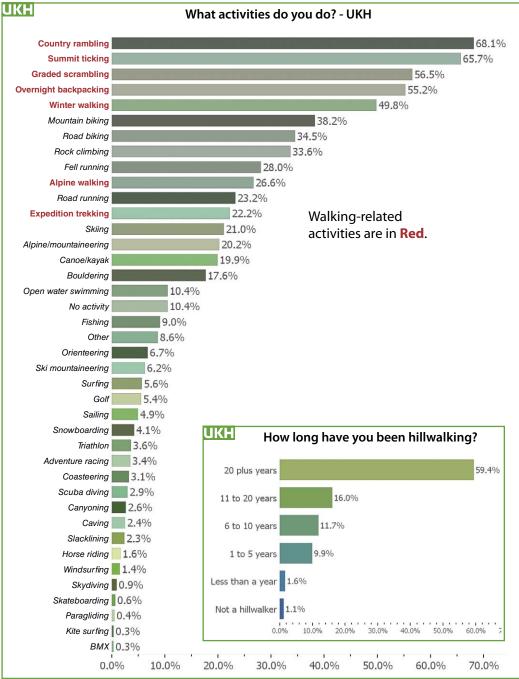


UKH readers - Activities

- > 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%)

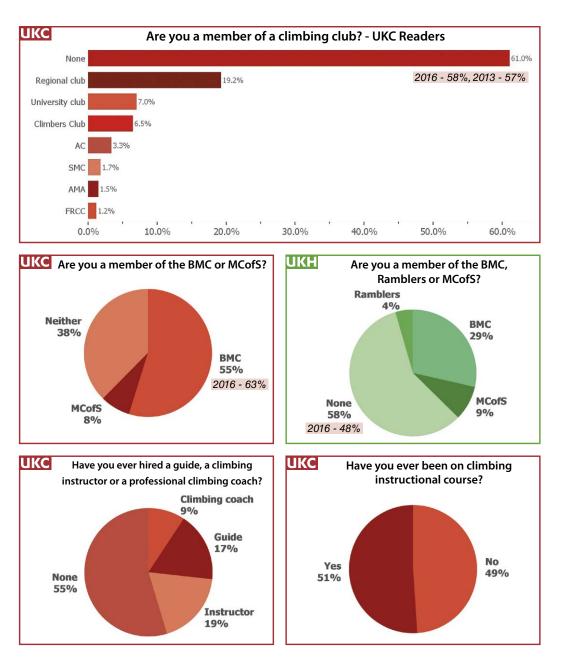


UKH Activities - Travel and Other Sports



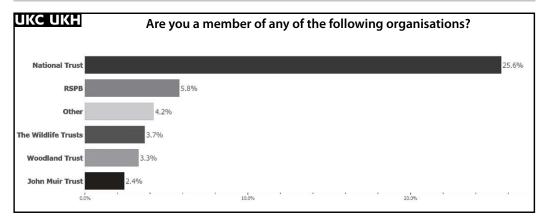
Climbing Clubs, Courses and Festivals

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



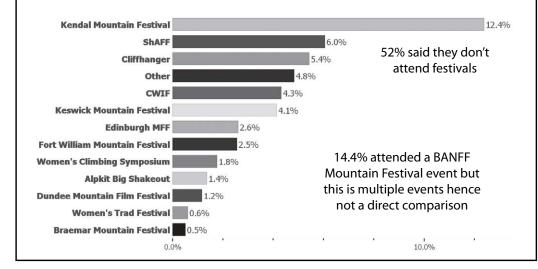
UKC/UKH readers - Clubs, Guides/Instructors and Festivals

- > 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%)



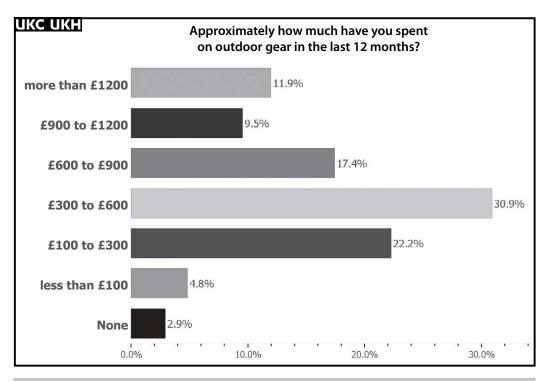
ИКС ИКН

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.

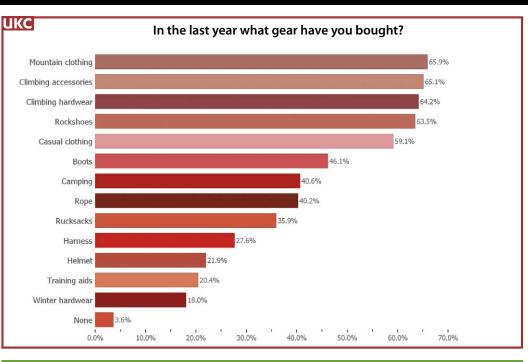
We asked where UKC/UKH readers bought their gear and what brands they had bought in the last 12 months. These results (and top charts compared to 2016) are covered in the next two pages.

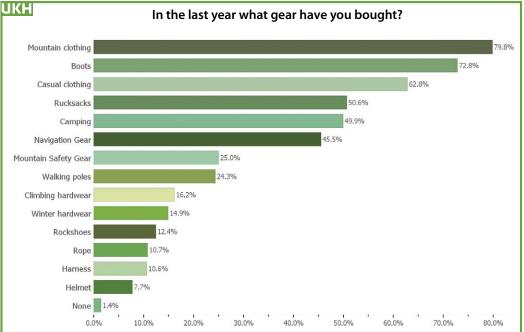


UKC/UKH readers - Gear Habits

- > 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.

17

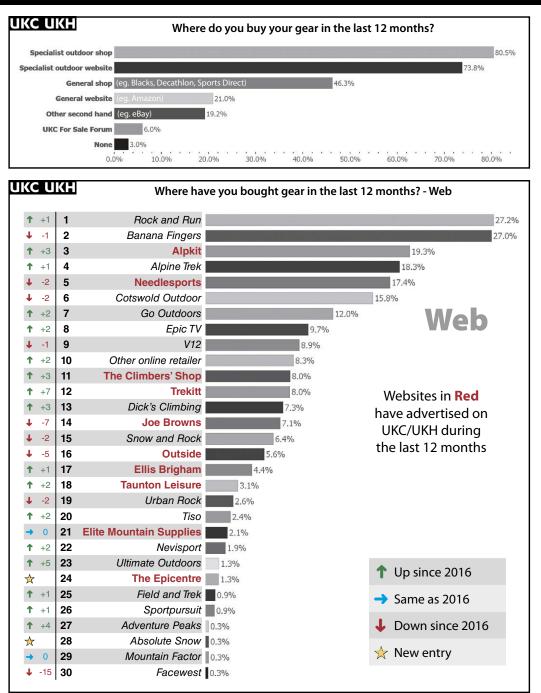




We asked readers which shops they had bought gear from during the last 12 months. We split into two separate questions to get an idea of shop verses online retail. We also asked a more general question to see how much outdoor gear was bought away from the specialist outdoor retailers.



Gear - Retail Advertisers



ИКС ИКН Readership Survey 2020

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.

→ 0	1	DMM			_		44.4%
→ 0	2	Black Diamond			_	34.6%	144.4%
→ 0	2	La Sportiva				30.9%	
→ +6	4	Petzl			_	27.3%	
1 +0	5	Scarpa				27.1%	
↓ -2	6	RAB			_	25.6%	
↑ +2	7	Mountain Equipment		_		24.5%	
↑ +4	8	Alpkit				2.7%	
↓ -3	9	Five Ten		19	.5%		
↓ -5	10	Rockfax			.2%		
↓ -4	11	Mammut		18.2			
↑ +3	12	Patagonia		17.7			
→ 0	13	Arc'teryx		15.3%			
↑ +2	14	Montane		14.8%			
↓ -4	15	Wild Country		13.8%			
↓ -4	16	Edelrid		13.5%			
↑ +15	17	Beal	1	1.6%			
↑ +4	18	The North Face	11	L.2%			
† +8	19	Salomon	10.	2%			
↓ -3	20	Climb On	9.8	%			
1 +29	21	Simond 🛛	9.79	9.7%			
↓ -4	22	BMC Guidebooks	9.7%				
↓ -4	23	Berghaus	9.79	9.7%			
↓ -4	24	Nikwax	9.2%	6			
↓ -4	25	Moon	8.9%	ó			
↓ -3	26	prAna		8.1%			
↓ -2	27	Grivel	7.7%				
↓ -4	28	Mountain Hardwear	7.3%				
↑ +9	29	Osprey	7.0%				
↑ +6 ↓ -2	30 31	Inov8	7.0%				
 ↓ -2 ↑ +11 	31	Metolius Quechua	6.5%				
1 +11 1 +28	33	Quechua Ocun	6.4%		1	Up since 2016	
 ↓ -8 	34	Lowe Alpine	6.3%			•	
1 +25	35	Friction Labs	5.8%		\rightarrow	Same as 2016	
1 +23	36	Beastmaker	5.8%				
1 +14	37	Adidas	5.6%		T	Down since 2016	
↑ +3	38	MSR	5.6%			Down Since 2010	
\bigstar	39	Cicerone	5.5%		\checkmark	New entry	
↓ -6	40	Vertebrate Publishing	5.5%		M	New entry	
↓ -13	41	Marmot	5.5%				
↓ -12	42	lcebreaker	5.3%	This Tor	h 10	0 Chart compares bra	ands to
↓ -1	43	Boreal	5.2%	•		•	
↓ -11	44	Boot Bananas	5.1%			lent results from 2016	
† +3	45	Nalgene	5.0%	us with	UPs	s DOWNs and New Er	ntrys!
↓ -1	46	SMC Guidebooks					
1 +17	47	Sea to Summit	5.0%				
↓ -17	48	E9	4.9%				
↓ -2	49	Smartwool	4.7%				
↓ -4	50	Bridgedale	4.6%				

1	51	CAMP	4.5%
1	52	Sealskinz	4.4%
4	53	Climbers' Club	
1	54	Tenaya	3.9%
1	55	Outdoor Research	
4	56	Thermarest	3.7%
1	57	Fjallraven	3.6%
1	58	3rd Rock	
4	59	Salewa	3.4%
1	60	Climbing Technology	3.3%
4	61	Exped	3.3%
1	62	Karrimor	3.3%
1	63	Paramo	
Ŧ	64	Evolv	
4	65	FRCC Guidebooks	3.1%
1	66	Haalofs	3.1%
1	67	Climb Skin	2.9%
1	68		2.9%
4	69		2.9%
4	70	Ground Up	
4	71	Merrell	2.7%
4	72	JetBoil	2.7%
1	73	Camelbak	
1	74		2.6%
1	75		2.5%
4	76		2.4%
4	77	Wired Guides	2 4%
1	78	Expedition Foods	2.1%
Ļ	79		2.2%
4	80	Totem	2.2%
4	81	Deuter	2.0%
4	82	Edelweiss	
☆	83	ABK	2.0%
1	84		1.9%
1	85		1.9%
4	86	Julbo	1.9%
\bigstar	87	Columbia	1.8%
\bigstar	88	Unparallel	1.8%
4	89	Red Chili	1.8%
\bigstar	90	Leki	1 8%
4	91	Superfeet	1.7%
1	92	Jack Wolfskin	1.7%
4	93	Lapis	1.6%
¥	94	Ron Hill	1 5%
Ŧ	95	Ortlieb	1.5%
☆	96	Grangers	1.5%
Ļ	97	Singing Rock	1.5%
\mathbf{x}	98		1.4%
\mathbf{x}	99	Leatherman	1.4%
	100		1.4%
~ • •			

Gear - Brand Advertisers

> 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				
Crux 1.3%	<i>Klymit</i> 0,4%			
Organic 1.2%	Maglite 0.4%			
Terra Nova 🔳 1.2%	Katadyn 10.4%			
Victorinox 1.1%	Zamberlan 10.3%			
Tendon 1.0%	Outdoor Designs 0.3%			
Power Fingers 1.0%	Lorpen 10.3%			
PHD ■ 1.0%	Gregory 0.3%			
Extremities 1.0%	Trango 0.3%			
Platypus 1.0%	Optimus 0.3%			
Jöttnar 🛯 1.0%	Troll 0.3%			
Ruffwear ■ 0.9%	Sonder Bikes 0.3%			
Macpac 0.9%	Bergans 10.3%			
Coleman 0.9%	Stanley 0.2%			
Asolo ■ 0,9%	Luci Lights 0.2%			
Sublime Brushes 0.9%	Send 10.2%			
Sterling Ropes 0.9%	Rock Empire 10.2%			
Sprayway 0.9%	Multimat 10.2%			
Helly ■ 0.9%	Trek n Eat 0.2%			
Buffalo 0.8%	Soill 0.2%			
Snap 0.8%	Royal Robbins 10.2%			
Pongoose 0.8%	Exposure Headtorches 10.2%			
Trek Mates 0.8%	Backcountry Access 10.2%			
Climb X 0.8%	Bleaustone 0.2%			
LOWA 0.8%	Anatom 10.2%			
Cassin ∎0.8%	Western Mountaineering 10.1%			
Hanwag 0.7%	Schoffel 0.1%			
Sigg 0.7%	KletterRetter 0.1%			
Klean Kanteen 0.7%	Lightwave 0.1%			
Vaude 0.6%	Dolomite 0.1%			
GSI Outdoors 0.6%	Beacon Holds 0.1%			
Brasher 0.6%	Omega Pacific 0.1%			
Aquapac 0.6%	Nemo 0,1%			
Trangia ∎0.6%	Pacsafe 0.1%			
Hilleberg ∎0.6%	Komperdell 0.1%			
Kahtoola 0.6%	Hold Breaker 10.1%			
Adventure Medical 0.6%	Blue Water 10.1%			
Keen 0.5%	Kailas 0,1%			
AKU ∎0.5%	Fizan 0.1%			
Aigullie 0.5%	Seripen 10.1%			
Mad Rock 10.5%	Kayland 0.1%			
EB 0.5%	Dry Ice Tools 0,1%			
Austria Alpin 10.4%	Brunton 10.0%			
Cool Zone II 0 404	10 00/			

Vasque 0.0%

Rock Pillars 10.0%

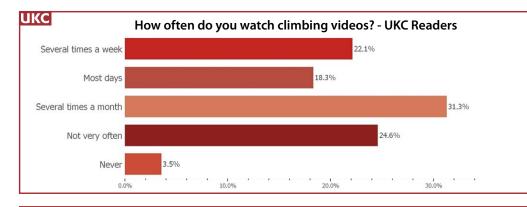
Goal Zero 10.4%

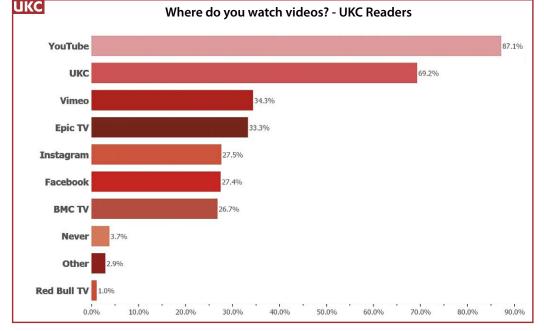
Teko 10.4%

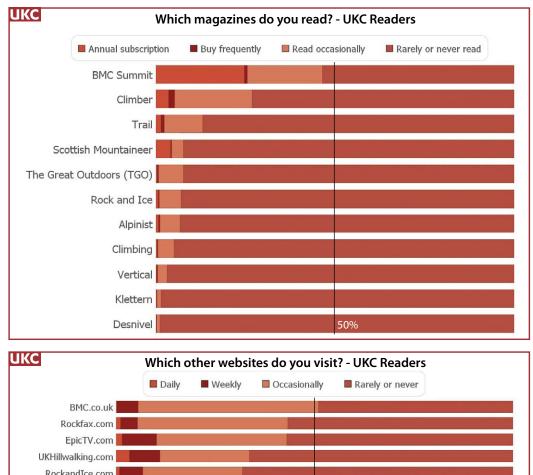
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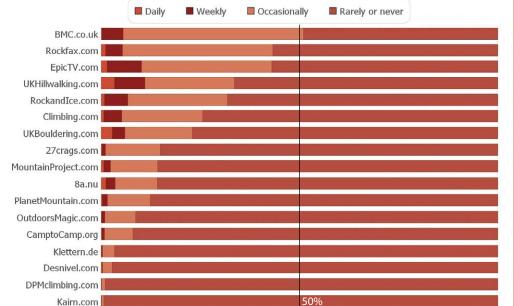
UKC/UKH readers and the Media

- > 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.

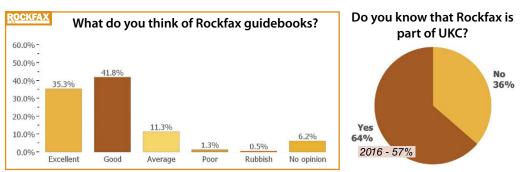


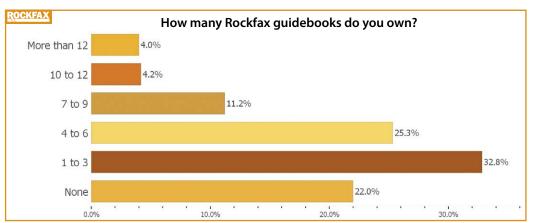


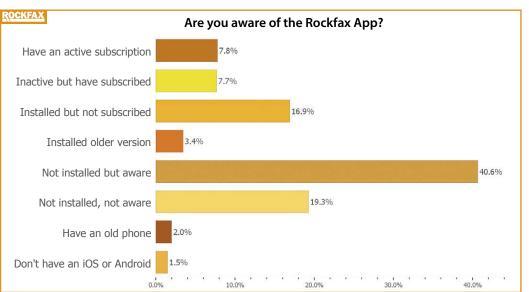




Other Outdoor Media and Videos



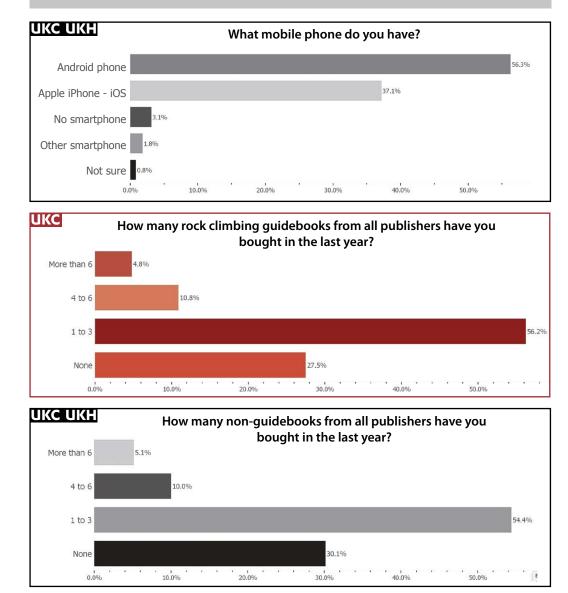




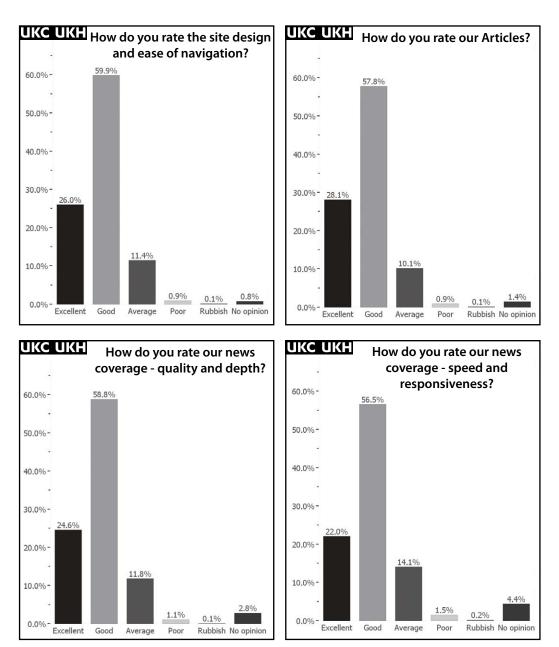
Rockfax, Print and Mobile

UKC/UKH readers and Rockfax, Print and Mobile

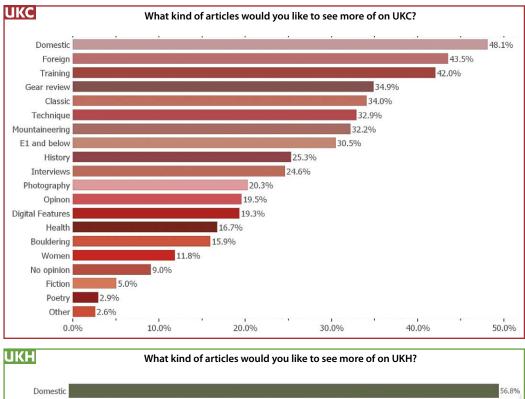
- > 96% have an Android or an Apple iOS phone. (2016 85%)
- > 45% of UKC Readers own more than 3 Rockfax guidebooks

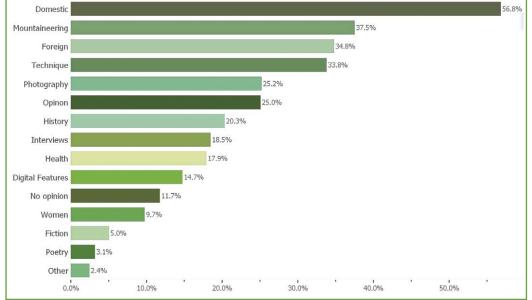


UKC/UKH Readers are big fans of the site, our news and articles with most of these opinions being relatively unchanged since 2016.

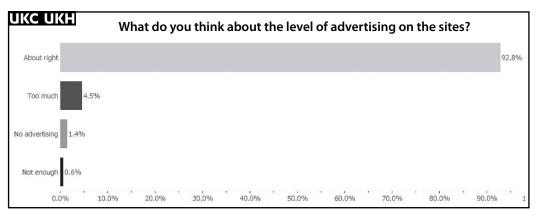


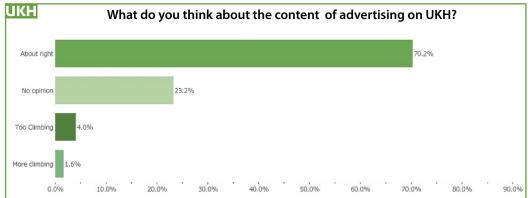
Opinions on UKC and UKH - News and Articles

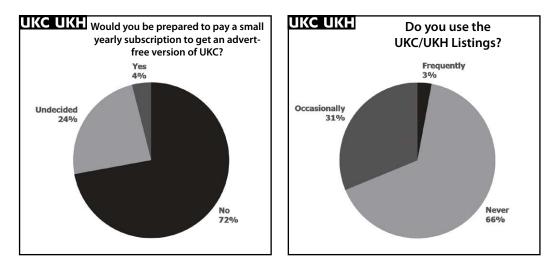




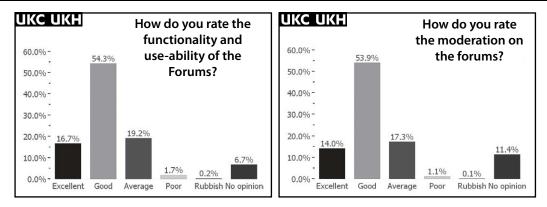
UKC Survey Responses - 6121 UKH Survey Responses - 699 Registered Users Jan 2020 (both sites) - 87,043 Response (both <u>sites) - 7.8%</u>

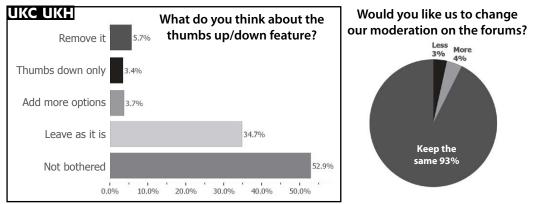


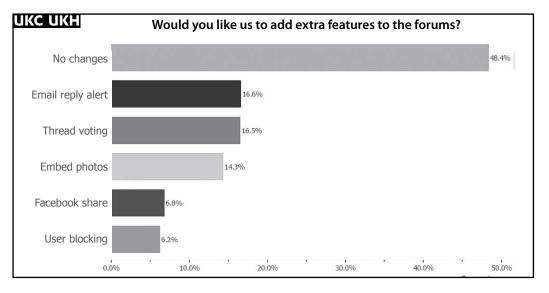




Opinions on UKC and UKH - Advertising and Forums







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





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