UKC UKH
Readership Survey 2020

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%
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 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.

**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.
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.

**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%)

**Personal Details - Gender, age, employment**

**UKC/UKH Survey Responses**
- 6121
**UKH Survey Responses**
- 699

**Registered Users Jan 2020 (both sites)**
- 87,043

**Response (both sites)**
- 7.8%

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**Male or Female?**
- Male: 86%
- Female: 13%

**What is your employment status?**
- Full-time employed: 63%
- Part-time employed: 7%
- Self-employed: 14%
- Retired: 10%
- Student: 8%
- Unemployed: 2%

**What is your income?**
- Less than £10k: 10.1%
- £10k to £20k: 15.7%
- £20k to £30k: 19.2%
- £30k to £40k: 16.8%
- £40k to £50k: 12.4%
- £50k to £60k: 7.0%
- £60k to £70k: 3.4%
- £70k to £80k: 2.8%
- £80k to £90k: 1.7%
- £90k to £100k: 1.5%
- £100k+: 4.7%
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)

Country of origin - Google Analytics

Google Analytics has higher percentages for areas outside the UK. This is because daily traffic from outside the UK is higher but these people are not regular readers who would fill out a survey.
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?

- France: 54.8%
- Spain: 42.3%
- Italy: 29.0%
- UK: 27.6%
- Switzerland: 20.4%
- Greece: 14.7%
- Austria: 12.4%
- USA: 11.3%
- Norway: 9.2%
- Germany: 8.9%
- Morocco: 6.2%
- Other Rest of World: 5.6%
- Croatia: 5.4%
- Canada: 5.0%
- Ireland: 4.6%
- Himalayas: 4.3%
- Slovakia: 4.2%
- New Zealand: 3.5%
- Australia: 3.4%
- Thailand: 3.0%
- Sweden: 2.8%
- Turkey: 2.7%
- Malta: 2.4%
- South Africa: 2.4%
- Portugal: 2.1%
- Iceland: 2.1%
- Belgium: 2.0%
- Other Europe: 1.9%
- Poland: 1.5%
- Czech Republic: 1.4%
- Peru: 1.4%
- Luxembourg: 1.3%
- Patagonia: 1.3%
- China: 1.1%
- Bulgaria: 1.1%
- Kenya/Tanzania: 1.0%
- Slovakia: 1.0%
- Japan: 0.8%
- Mexico: 0.5%

**UKC**

How often do you go abroad to climb/walk?

- More than 4 times a year: 5.2%
- 2 to 4 times a year: 25.6%
- Once a year: 41.4%
- Never: 25.4%

**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

- Occasionally or once: 31.5%
- Considered: 21.2%
- Regularly: 9.3%
- Never: 12.4%

**UKC/UKH**

Do you take out climbing insurance for your trips?

- BMC Insurance: 45.1%
- No: 28.2%
- Austrian Alpine Club: 15.6%
- Other: 8.7%
- Snowcard Insurance: 6.6%
- Sportscover Direct: 3.5%
- Dogtag Insurance: 3.0%
- InsureSport: 1.0%
- Protectivty Insurance: 0.8%
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.

### What activities do you do? - UKC

<table>
<thead>
<tr>
<th>Activity</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional climbing</td>
<td>86%</td>
<td>87%</td>
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<td>Hillwalking in the UK</td>
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<td>Indoor lead climbing</td>
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<tr>
<td>Sport climbing</td>
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<tr>
<td>Indoor bouldering</td>
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<tr>
<td>Mountaineering</td>
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<tr>
<td>Outdoor bouldering</td>
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<td>Winter walking</td>
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<td>Road biking</td>
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<tr>
<td>Ice/winter climbing</td>
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<tr>
<td>Skiing</td>
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<td>Fell running</td>
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<td>Road running</td>
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<td>Via ferrata</td>
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<tr>
<td>Canoe/Kayaking</td>
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<td>Snowboarding</td>
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<td>Slacklining</td>
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<tr>
<td>Boulder competitions</td>
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<tr>
<td>Sailing</td>
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<td>Fishing</td>
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<tr>
<td>Caving</td>
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<td>No other activity</td>
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<tr>
<td>Scuba diving</td>
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<tr>
<td>Big wall climbing</td>
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</tr>
<tr>
<td>Orienteering</td>
<td>5%</td>
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<tr>
<td>Coasteering</td>
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<tr>
<td>Other activity</td>
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<tr>
<td>Canyoning</td>
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<td>Triathlon</td>
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<td>Snowboardng</td>
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<td>Gof</td>
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<tr>
<td>Lead competitions</td>
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</tr>
<tr>
<td>Adventure racing</td>
<td>2%</td>
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</tr>
<tr>
<td>Urban climbing</td>
<td>2%</td>
<td>2%</td>
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<tr>
<td>Windsurfing</td>
<td>1%</td>
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</tr>
<tr>
<td>Horse Riding</td>
<td>1%</td>
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<tr>
<td>Paragliding</td>
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<tr>
<td>Kite Surfing</td>
<td>1%</td>
<td>1%</td>
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</tr>
<tr>
<td>BMX</td>
<td>1%</td>
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</tr>
<tr>
<td>Skydiving</td>
<td>1%</td>
<td>1%</td>
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<td>1%</td>
</tr>
</tbody>
</table>

### How long have you been climbing?

- 20 plus years: 34.3%
- 11 to 20 years: 19.5%
- 6 to 10 years: 19.0%
- 1 to 5 years: 21.3%
- Less than a year: 2.8%
- Not a climber: 2.9%
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%)

Where have you travelled for hillwalking?

What activities do you do - UKH

How often do you go hillwalking?

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.

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**Climbing Clubs, Courses 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%)

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

- **Are you a member of a climbing club?**
  - None: 61.0%
  - Regional club: 10.2%
  - University club: 7.2%
  - Climbers Club: 6.5%
  - AC: 3.3%
  - SMC: 1.7%
  - AMAC: 1.5%
  - FRCC: 1.2%

  **2016 - 58%, 2013 - 57%**

- **Are you a member of the BMC, Ramblers or MCofS?**
  - None: 58%
  - BMC: 29%
  - MCoS: 9%

  **2016 - 48%**

- **Are you a member of the following organisations?**
  
  - National Trust: 22.6%
  - RSPB: 5.8%
  - Other: 4.2%
  - The Wildlife Trusts: 3.7%
  - Woodland Trust: 3.3%
  - John Muir Trust: 2.4%

- **Do you visit any annual climbing/outdoor related gatherings?**
  
  - Kendal Mountain Festival: 6.0%
  - ShAFF: 5.4%
  - Clifftop: 4.8%
  - Other: 4.3%
  - CWIF: 4.1%
  - Keswick Mountain Festival: 2.6%
  - Edinburgh MFF: 2.5%
  - Fort William Mountain Festival: 2.5%
  - Women’s Climbing Symposium: 1.8%
  - Alpkit Big Shakeout: 1.4%
  - Dundee Mountain Film Festival: 1.2%
  - Women’s Trad Festival: 0.6%
  - Braemar Mountain Festival: 0.5%

  **52%** said they don’t attend festivals

  **14.4%** attended a BANFF Mountain Festival event but this is multiple events hence not a direct comparison
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.
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Gear - Retail Advertisers

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.

### Shops

<table>
<thead>
<tr>
<th>Shop Name</th>
<th>Change</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>GO Outdoors</td>
<td>+1</td>
<td>40.4%</td>
</tr>
<tr>
<td>Cotswold Outdoors</td>
<td>-2</td>
<td>24.4%</td>
</tr>
<tr>
<td>Outside</td>
<td>0</td>
<td>18.4%</td>
</tr>
<tr>
<td>Needlesports</td>
<td>+4</td>
<td>16.4%</td>
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<tr>
<td>Climbing wall shop</td>
<td>-1</td>
<td>15.5%</td>
</tr>
<tr>
<td>V12</td>
<td>+1</td>
<td>15.4%</td>
</tr>
<tr>
<td>Joe Browns</td>
<td>-1</td>
<td>13.9%</td>
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<tr>
<td>Tiso</td>
<td>0</td>
<td>11.3%</td>
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<tr>
<td>Ellis Brigham</td>
<td>+2</td>
<td>10.6%</td>
</tr>
<tr>
<td>Other UK outdoor shop</td>
<td>+2</td>
<td>9.6%</td>
</tr>
<tr>
<td>The Climbers' Shop</td>
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<td>9.3%</td>
</tr>
<tr>
<td>Snow and Rock</td>
<td>-2</td>
<td>7.0%</td>
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<tr>
<td>Outdoor shop - not UK</td>
<td>+3</td>
<td>7.5%</td>
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<td>Dick's Climbing</td>
<td>+1</td>
<td>5.9%</td>
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<td>Nevisport</td>
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<td>4.7%</td>
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<td>Taunton Leisure</td>
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<tr>
<td>George Fisher</td>
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<td>3.3%</td>
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<tr>
<td>The Epicentre</td>
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<tr>
<td>Kong Adventure</td>
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<td>Trekkit</td>
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<td>Alpkit</td>
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<td>Field and Trek</td>
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<tr>
<td>Cave and Crag</td>
<td>-2</td>
<td>0.3%</td>
</tr>
</tbody>
</table>

### Web

- **Up since 2016**
- **Same as 2016**
- **Down since 2016**
- **New entry**

Websites in **Red**

<table>
<thead>
<tr>
<th>Shop Name</th>
<th>Change</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rock and Run</td>
<td>+1</td>
<td>27.2%</td>
</tr>
<tr>
<td>Banana Fingers</td>
<td>-1</td>
<td>19.3%</td>
</tr>
<tr>
<td>Alpkit</td>
<td>+3</td>
<td>18.3%</td>
</tr>
<tr>
<td>Alpine Trek</td>
<td>+1</td>
<td>18.3%</td>
</tr>
<tr>
<td>Needlesports</td>
<td>-2</td>
<td>17.4%</td>
</tr>
<tr>
<td>Cotswold Outdoor</td>
<td>-2</td>
<td>15.8%</td>
</tr>
<tr>
<td>Go Outdoors</td>
<td>+2</td>
<td>12.0%</td>
</tr>
<tr>
<td>Epic TV</td>
<td>-1</td>
<td>9.7%</td>
</tr>
<tr>
<td>V12</td>
<td>+2</td>
<td>8.9%</td>
</tr>
<tr>
<td>Other online retailer</td>
<td>+3</td>
<td>8.3%</td>
</tr>
<tr>
<td>The Climbers' Shop</td>
<td>+7</td>
<td>0.0%</td>
</tr>
<tr>
<td>Trekkit</td>
<td>+3</td>
<td>8.0%</td>
</tr>
<tr>
<td>Dick's Climbing</td>
<td>+3</td>
<td>7.0%</td>
</tr>
<tr>
<td>Joe Browns</td>
<td>-7</td>
<td>7.0%</td>
</tr>
<tr>
<td>Snow and Rock</td>
<td>-2</td>
<td>6.6%</td>
</tr>
<tr>
<td>Outside</td>
<td>-5</td>
<td>6.6%</td>
</tr>
<tr>
<td>Ellis Brigham</td>
<td>+2</td>
<td>4.4%</td>
</tr>
<tr>
<td>Taunton Leisure</td>
<td>+3</td>
<td>3.1%</td>
</tr>
<tr>
<td>Urban Rock</td>
<td>+2</td>
<td>2.6%</td>
</tr>
<tr>
<td>Tiso</td>
<td>+2</td>
<td>2.4%</td>
</tr>
<tr>
<td>Elite Mountain Supplies</td>
<td>0</td>
<td>2.1%</td>
</tr>
<tr>
<td>Nevisport</td>
<td>+2</td>
<td>1.9%</td>
</tr>
<tr>
<td>Ultimate Outdoors</td>
<td>+5</td>
<td>1.3%</td>
</tr>
<tr>
<td>The Epicentre</td>
<td>0</td>
<td>1.3%</td>
</tr>
<tr>
<td>Field and Tek</td>
<td>+1</td>
<td>0.9%</td>
</tr>
<tr>
<td>Sportpursuit</td>
<td>+1</td>
<td>0.9%</td>
</tr>
<tr>
<td>Adventure Peaks</td>
<td>+4</td>
<td>0.3%</td>
</tr>
<tr>
<td>Absolute Snow</td>
<td>0</td>
<td>0.3%</td>
</tr>
<tr>
<td>Mountain Factor</td>
<td>0</td>
<td>0.3%</td>
</tr>
<tr>
<td>Facewest</td>
<td>+15</td>
<td>0.3%</td>
</tr>
</tbody>
</table>

Websites in **Red**

- **Up since 2016**
- **Same as 2016**
- **Down since 2016**
- **New entry**
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.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Brand</th>
<th>Increase/Decrease</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>DMM</td>
<td>Same as 2016</td>
<td>44.4%</td>
</tr>
<tr>
<td>2</td>
<td>Black Diamond</td>
<td>Down since 2016</td>
<td>34.6%</td>
</tr>
<tr>
<td>3</td>
<td>La Sportiva</td>
<td>Down since 2016</td>
<td>30.9%</td>
</tr>
<tr>
<td>4</td>
<td>Petzl</td>
<td>Same as 2016</td>
<td>27.3%</td>
</tr>
<tr>
<td>5</td>
<td>Scarpa</td>
<td>Same as 2016</td>
<td>27.1%</td>
</tr>
<tr>
<td>6</td>
<td>RAB</td>
<td>Same as 2016</td>
<td>25.6%</td>
</tr>
<tr>
<td>7</td>
<td>Mountain Equipment</td>
<td>Same as 2016</td>
<td>24.5%</td>
</tr>
<tr>
<td>8</td>
<td>Alpkit</td>
<td>Same as 2016</td>
<td>22.7%</td>
</tr>
<tr>
<td>9</td>
<td>Mammut</td>
<td>Down since 2016</td>
<td>19.5%</td>
</tr>
<tr>
<td>10</td>
<td>Arc'teryx</td>
<td>Same as 2016</td>
<td>18.2%</td>
</tr>
<tr>
<td>11</td>
<td>Patagonia</td>
<td>Same as 2016</td>
<td>15.3%</td>
</tr>
<tr>
<td>12</td>
<td>Wild Country</td>
<td>Same as 2016</td>
<td>14.8%</td>
</tr>
<tr>
<td>13</td>
<td>Edelrid</td>
<td>Same as 2016</td>
<td>13.5%</td>
</tr>
<tr>
<td>14</td>
<td>The North Face</td>
<td>Same as 2016</td>
<td>11.6%</td>
</tr>
<tr>
<td>15</td>
<td>Salomon</td>
<td>Same as 2016</td>
<td>10.2%</td>
</tr>
<tr>
<td>16</td>
<td>Simond</td>
<td>Same as 2016</td>
<td>9.8%</td>
</tr>
<tr>
<td>17</td>
<td>BMC Guidebooks</td>
<td>Same as 2016</td>
<td>9.7%</td>
</tr>
<tr>
<td>18</td>
<td>Berghaus</td>
<td>Same as 2016</td>
<td>9.7%</td>
</tr>
<tr>
<td>19</td>
<td>Nikwax</td>
<td>Same as 2016</td>
<td>9.2%</td>
</tr>
<tr>
<td>20</td>
<td>Moon</td>
<td>Same as 2016</td>
<td>8.9%</td>
</tr>
<tr>
<td>21</td>
<td>prAna</td>
<td>Same as 2016</td>
<td>8.1%</td>
</tr>
<tr>
<td>22</td>
<td>Grivel</td>
<td>Same as 2016</td>
<td>7.7%</td>
</tr>
<tr>
<td>23</td>
<td>Mountain Hardware</td>
<td>Same as 2016</td>
<td>7.3%</td>
</tr>
<tr>
<td>24</td>
<td>Osprey</td>
<td>Same as 2016</td>
<td>7.0%</td>
</tr>
<tr>
<td>25</td>
<td>inov8</td>
<td>Same as 2016</td>
<td>6.5%</td>
</tr>
<tr>
<td>26</td>
<td>Metolius</td>
<td>Same as 2016</td>
<td>6.5%</td>
</tr>
<tr>
<td>27</td>
<td>Quechua</td>
<td>Same as 2016</td>
<td>6.4%</td>
</tr>
<tr>
<td>28</td>
<td>Ocun</td>
<td>Same as 2016</td>
<td>6.4%</td>
</tr>
<tr>
<td>29</td>
<td>Lowe Alpine</td>
<td>Same as 2016</td>
<td>6.1%</td>
</tr>
<tr>
<td>30</td>
<td>Friction Labs</td>
<td>Same as 2016</td>
<td>5.8%</td>
</tr>
<tr>
<td>31</td>
<td>Beartmaker</td>
<td>Same as 2016</td>
<td>5.8%</td>
</tr>
<tr>
<td>32</td>
<td>Adidas</td>
<td>Same as 2016</td>
<td>5.6%</td>
</tr>
<tr>
<td>33</td>
<td>MSR</td>
<td>Same as 2016</td>
<td>5.6%</td>
</tr>
<tr>
<td>34</td>
<td>Cicerone</td>
<td>Same as 2016</td>
<td>5.5%</td>
</tr>
<tr>
<td>35</td>
<td>Vertebrate Publishing</td>
<td>Down since 2016</td>
<td>5.5%</td>
</tr>
<tr>
<td>36</td>
<td>Marmot</td>
<td>Same as 2016</td>
<td>5.5%</td>
</tr>
<tr>
<td>37</td>
<td>Icebreaker</td>
<td>Same as 2016</td>
<td>5.3%</td>
</tr>
<tr>
<td>38</td>
<td>Boreal</td>
<td>Same as 2016</td>
<td>5.2%</td>
</tr>
<tr>
<td>39</td>
<td>Boot Bananas</td>
<td>Same as 2016</td>
<td>5.1%</td>
</tr>
<tr>
<td>40</td>
<td>Nalgene</td>
<td>Same as 2016</td>
<td>5.0%</td>
</tr>
<tr>
<td>41</td>
<td>SMC Guidebooks</td>
<td>Same as 2016</td>
<td>5.0%</td>
</tr>
<tr>
<td>42</td>
<td>Sea to Summit</td>
<td>Same as 2016</td>
<td>5.0%</td>
</tr>
<tr>
<td>43</td>
<td>E9</td>
<td>Same as 2016</td>
<td>4.9%</td>
</tr>
<tr>
<td>44</td>
<td>Smartwool</td>
<td>Same as 2016</td>
<td>4.7%</td>
</tr>
<tr>
<td>45</td>
<td>Bridgedale</td>
<td>Same as 2016</td>
<td>4.6%</td>
</tr>
</tbody>
</table>

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

**How often do you watch climbing videos? - UKC Readers**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Several times a week</td>
<td>22.1%</td>
</tr>
<tr>
<td>Most days</td>
<td>18.3%</td>
</tr>
<tr>
<td>Several times a month</td>
<td>33.3%</td>
</tr>
<tr>
<td>Not very often</td>
<td>24.8%</td>
</tr>
<tr>
<td>Never</td>
<td>3.5%</td>
</tr>
</tbody>
</table>

**Where do you watch videos? - UKC Readers**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>YouTube</td>
<td>67.1%</td>
</tr>
<tr>
<td>UKC</td>
<td>69.2%</td>
</tr>
<tr>
<td>Vimeo</td>
<td>34.3%</td>
</tr>
<tr>
<td>Epic TV</td>
<td>33.2%</td>
</tr>
<tr>
<td>Instagram</td>
<td>27.5%</td>
</tr>
<tr>
<td>Facebook</td>
<td>27.4%</td>
</tr>
<tr>
<td>BMC TV</td>
<td>26.7%</td>
</tr>
<tr>
<td>Never</td>
<td>3.7%</td>
</tr>
<tr>
<td>Other</td>
<td>2.4%</td>
</tr>
<tr>
<td>Red Bull TV</td>
<td>1.0%</td>
</tr>
</tbody>
</table>

Other Outdoor Media and Videos

Which magazines do you read? - UKC Readers

- BMC Summit
- Climber
- Trail
- Scottish Mountaineer
- The Great Outdoors (TGO)
- Rock and Ice
- Alpinist
- Climbing
- Vertical
- Klettern
- Desnivel

Which other websites do you visit? - UKC Readers

- BMC.co.uk
- Rockfax.com
- EpicTV.com
- UKHillwalking.com
- RockAndIce.com
- Climbing.com
- UKBouldering.com
- Z/crags.com
- MountainProject.com
- 8a.nu
- PlanetMountain.com
- OutdoorsMagic.com
- CampsiteCamp.org
- Klettern.de
- Desnível.com
- DPMclimbing.com
- Kaim.com

50%
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

- 6121 UKC Survey Responses
- 699 UKH Survey Responses

Registered Users Jan 2020 (both sites) - 87,043
Response (both sites) - 7.8%

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

What do you think of Rockfax guidebooks?

- Excellent: 35.3%
- Good: 41.8%
- Average: 11.3%
- Poor: 1.3%
- Rubbish: 0.5%
- No opinion: 6.2%

Do you know that Rockfax is part of UKC?

- Yes: 64%
- No: 36%

Registered Users Jan 2020 (both sites) - 87,043
Response (both sites) - 7.8%

What mobile phone do you have?

- Android phone: 56.7%
- Apple iPhone - iOS: 37.1%
- No smartphone: 3.1%
- Other smartphone: 1.8%
- Not sure: 0.1%

How many Rockfax guidebooks do you own?

- More than 12: 4.0%
- 10 to 12: 4.2%
- 7 to 9: 11.2%
- 4 to 6: 25.3%
- 1 to 3: 32.8%
- None: 22.0%

How many rock climbing guidebooks from all publishers have you bought in the last year?

- More than 6: 4.8%
- 4 to 6: 10.8%
- 1 to 3: 27.9%
- None: 56.2%

How many non-guidebooks from all publishers have you bought in the last year?

- More than 6: 5.1%
- 4 to 6: 10.0%
- 1 to 3: 30.1%
- None: 54.4%

Have an old phone: 2.0%

Don't have an iOS or Android: 1.9%

Not installed but aware: 1.5%

Installed older version: 3.4%

Never installed and unaware: 19.3%

Always have an active subscription: 7.8%

Always inactive but have subscribed: 7.7%

Always installed but not subscribed: 16.9%

Always installed older version: 3.4%

Always not installed and unaware: 40.6%
UKC/UKH Readers are big fans of the site, our news and articles with most of these opinions being relatively unchanged since 2016.

UKC:

- How do you rate the site design and ease of navigation?

UKH:

- How do you rate our Articles?

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

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

What kind of articles would you like to see more of on UKC?
- Domestic: 40.1%
- Foreign: 34.9%
- Training: 34.0%
- Gear review: 29.9%
- Classic: 32.9%
- Technique: 32.2%
- Mountaineering: 30.5%
- E1 and below: 24.0%
- History: 25.3%
- Interviews: 29.5%
- Photography: 20.3%
- Opinion: 19.5%
- Digital Features: 19.3%
- Health: 14.7%
- Bouldering: 14.3%
- Women: 15.9%
- No opinion: 11.8%
- Fiction: 9.0%
- Poetry: 5.0%
- Other: 2.9%

What kind of articles would you like to see more of on UKH?
- Domestic: 56.8%
- Mountaineering: 37.5%
- Foreign: 34.0%
- Technique: 25.0%
- Photography: 33.6%
- Opinion: 25.2%
- History: 30.2%
- Interviews: 18.5%
- Health: 17.9%
- Digital Features: 14.7%
- No opinion: 14.7%
- Women: 9.7%
- Fiction: 5.0%
- Poetry: 3.1%
- Other: 2.4%
Opinions on UKC and UKH - Advertising and Forums

**UKC**

**What do you think about the level of advertising on the sites?**

- About right: 52.8%
- Too much: 4.9%
- No advertising: 1.4%
- Not enough: 0.6%

**UKH**

**What do you think about the content of advertising on UKH?**

- About right: 70.2%
- No opinion: 13.2%
- Too strong: 4.0%
- More strong: 1.6%

**UKC**

**Would you be prepared to pay a small yearly subscription to get an advert-free version of UKC?**

- No: 72%
- Yes: 4%
- Undecided: 24%

**UKC**

**Do you use the UKC/UKH Listings?**

- Frequently: 31%
- Occasionally: 31%
- Never: 66%

**UKH**

**How do you rate the moderation on the forums?**

- Excellent: 54.3%
- Good: 19.2%
- Average: 1.7%
- Poor: 0.2%
- Rubbish: 8.7%

**UKC**

**How do you rate the functionality and use-ability of the Forums?**

- Excellent: 53.9%
- Good: 17.3%
- Average: 1.1%
- Poor: 0.1%
- Rubbish: 11.4%

**UKH**

**What do you think about the thumbs up/down feature?**

- Remove it: 5.7%
- Thumbs down only: 3.4%
- Add more options: 3.7%
- Leave as it is: 34.7%
- Not bothered: 52.9%

**UKC**

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

- Keep the same: 93%

**UKH**

**What do you think about the content of advertising on UKH?**

- No changes: 48.4%
- Email reply alert: 16.6%
- Thread voting: 16.5%
- Embed photos: 14.3%
- Facebook share: 6.3%
- User blocking: 0.2%
We are very grateful to the following brands who supported this readership survey by kindly offering prizes.

- Black Diamond
- Vango
- Ellis Brigham Mountain Sports
- Exped
- Petzl
- Beal
- Leki
- Outdoor Research
- Mammut
- Montane
- Therma Rest
- Moon
- Mountain Equipment
- Marmot
- Goal Zero
- UKC
- UKH
- Rockfax