

The Economic Contribution of Active Outdoor Recreation – Technical Report on Methods and Findings

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1.0 Introduction

This report assesses the economic contributions of the major forms of active outdoor recreation in the United States including:

- Bicycle-based recreation (on paved roads or off-road)
- Camp-based recreation (Camping in an RV at a campsite, in a tent, or rustic lodge)¹
- Paddle-based recreation (kayaking (recreational/sea/whitewater), rafting, and canoeing)
- Fishing (all types)
- Hunting (all types)
- Snow-based recreation (cross-country/nordic skiing, downhill skiing, telemark skiing, snowboarding and snowshoeing)
- Trail-based recreation (trail running (running on an unpaved trail), day hiking on an unpaved trail, backpacking, and climbing ice or natural rock)
- Wildlife viewing (wildlife watching and birding)

The purpose of this project is to help readers understand the relative and overall economic significance of recreation to the national and regional economies. This report is based on data from a survey commissioned by the OIF and conducted by Harris Interactive® in late 2005 covering bicycle, camp, paddle, snow, and trail-based recreation; and existing data from the “2001 National Survey of Fishing, Hunting and Wildlife-Associated Recreation” commissioned by the U.S. Fish and Wildlife Service. Economic impact estimates were constructed using well-established modeling procedures. Existing scientific publications and reports were used to ground truth to the final results. All procedures used and data limitations encountered are described in this report. Appendix IV presents short vignettes, or sound bites, that describe the economic significance of active outdoor recreation.

This study developed economic impact estimates for the major forms of active outdoor recreation of interest to the OIA and OIF. By definition, these exclude categories that rely on the primary use of internal-combustion engines such as motorsports (off-road), boating, snowmobiling, etc. While the purchases of vehicles were discounted from this study by treating them as outliers, trip costs associated with vehicles such as fuel were not excluded.

2.0 Definitions

Economic impacts measure the changes within an economy. For the purposes of this report, economic “impact” refer to the growth or contraction in an economy caused by the entry or loss of revenue from outside sources. Outside sources include tourists bringing dollars into a local economy or the sale of services and products to people outside of the region. Sales and other transactions between people and businesses within an economy typically does not result in economic growth but is mainly a redistribution of resources. However, this form of economic activity is still important and sustains jobs and more. This form of economic activity will be

¹ Purchases for RVs and other motorized vehicles were discounted. Operating costs were included in this study but not the purchase price. This adjustment is explained later further in this report.

referred to as “economic contributions” within this report, and includes both impacts from recreationists visiting from outside the economies under study and the economic contributions from residents within the study areas.

Economic contributions are usually expressed as jobs, income, retail sales (expenditures) and tax revenues. Economic contributions and impacts, for the purpose of economic modeling, can be divided into three standard components: direct, indirect and induced effects. The indirect and induced effects are the two components of the “**multiplier**” or “**ripple**” effect. Each of these is considered by most economic models when estimating the overall effects of any activity on the economy. A **direct effect** is defined as the result of the initial purchase made by the consumer. Only the amount of the purchase that remains in the region under study is retained as the direct effect. For example, when a person buys a restaurant meal for \$20, there is a direct effect to the restaurant and the local economy, of \$20, assuming all of the supplies needed for the meal were provided locally. However, recognizing much of the consumed food and supplies were likely bought from sources outside of the region of study, a lower amount, for examples, \$10, actually remains in the local economy as a direct effect. **Indirect effects** measure how sales in one industry affect the various other industries providing supplies and support. For example, the restaurateur must purchase additional food and supplies, plus pay costs such as power, rent, etc.; local food suppliers must buy more product, and so on. Therefore, the original direct effect of \$10 benefits many other industries within the regions. An **induced effect** results from the wages and salaries paid by the directly and indirectly impacted industries. The employees of these industries then spend their incomes. These expenditures are induced effects which, in turn, create a continual cycle of indirect and induced effects.

The sum of the direct, indirect and induced effects is the **total economic impact** or **contribution**. As the original retail purchase (direct effect) goes through round after round of indirect and induced effects, the economic contribution of the original purchase is multiplied, benefiting many industries and individuals. Likewise, the reverse is true. If a particular item or industry is removed, the economic loss is greater than the original retail sale. Once the original retail purchase is made, each successive round of spending is smaller than the previous round. When the economic benefits are no longer measurable, the economic examination ends.

There is one economic measure not considered in this report, but commonly used in resource allocation debates: **economic value**. Economic value measures the personal or intrinsic value held by users of a resource, or people affected by an action or item. This term basically measures the quality of life effects, or how much one is better or worse off intrinsically. For example, a person may spend \$100 to go on raft trip, but the trip was worth \$125 intrinsically to that individual. That person was better off by \$25 after taking the trip, and \$25 is the net economic value of the trip. While an important measure, economic value is complex and not considered in this report.

3.0 Methodology

3.1 Categories Under Study

The survey conducted by Harris Interactive examined five categories of active outdoor recreation, most of which can be further divided. Survey recipients were queried about their annual participation and expenditure levels for each of these categories:

- Bicycle-based recreation:
 - paved roads
 - off-road
- Camp-based recreation²:
 - recreational vehicles
 - campgrounds/campsite
 - rustic lodges
- Paddle-based recreation:
 - kayaking (recreational/sea/whitewater)
 - rafting
 - canoeing
 - outdoor swimming (lakes, rivers, natural water bodies)
 - outdoor pool swimming³
- Snow-based recreation:
 - cross-country/nordic skiing
 - downhill skiing
 - telemark skiing
 - snowboarding
 - snowshoeing
- Trail-based recreation:
 - trail running (running on an unpaved trail)
 - day hiking on an unpaved trail
 - backpacking
 - climbing (ice or natural rock)
- Paddle-based recreation:
 - kayaking (recreational/sea/whitewater)
 - rafting
 - canoeing
 - outdoor swimming (lakes, rivers, natural water bodies)
 - outdoor pool swimming⁴

Other forms of active outdoor outdoor recreation were excluded from this study. By definition, these categories could have been included, but the cost of identifying enough people in the

² Camping includes day trips when camping equipment was used.

³ Outdoor swimming and outdoor pool swimming were eliminated during an interim round of analysis based on industry feedback that these activities did not fully fit as a active outdoor recreation, plus their sheer size overshadowed the impact of the other activities. More details are presented in the methodology discussions.

⁴ Outdoor swimming and outdoor pool swimming were eliminated during an interim round of analysis based on industry feedback that these activities did not fully fit as a active outdoor recreation, plus their sheer size overshadowed the impact of the other activities. More details are presented in the methodology discussions.

survey who recently participated in these categories was considered cost prohibitive. This study focused on the major sports within the OIF's primary missions. The exclusion of these other recreations, including categories such as SCUBA, snorkeling, surfing, wind- and kite-surfing, introduces a level of conservatism to the final results when reporting the economic impacts of active outdoor outdoor recreation.

This study also included wildlife based recreation:

- Hunting;
- Fishing; and
- Wildlife Viewing.

Wildlife-based recreations were handled differently in this study. Information on the economic contributions from these categories were already available from other sources, and only needed updating to 2005 levels to be included in this project.⁵ Details are presented in the methodology discussions.

As a first time study, there were many decisions to be made about methodology. When these decisions presented themselves, efforts were made to err on the side of conservatism.

3.2 Regions of Study

Economic data were produced for the U.S. national economy and for specific regional economies. Resources did not permit the development of state-level impacts for all states, therefore states were divided into primary and non-primary states. Primary states were designated by the OIF based on educational and communication needs. To permit reliable and reportable economic data, 125 completed surveys were allocated to each primary state. The primary states initially designated were:⁶

Alaska	New Mexico
Arizona	Nevada
California	New York
Colorado	Oregon
Idaho	Tennessee
Louisiana	Utah
Massachusetts	Vermont
Maine	Washington
Montana	Wisconsin
North Carolina	West Virginia
New Hampshire	Wyoming

⁵ These sources were:

a. American Sportfishing Association. 2002. Sportfishing in America, Values of Our Traditional Pastime. Alexandria, VA.
b. International Association of Fish and Wildlife Agencies. The Economic Contributions of Hunting, 2001. Washington, D.C.
c. U.S. Fish and Wildlife Service. The 2001 National and State Economic Impacts of Wildlife Viewing. Arlington, VA.

⁶ Hawaii was later rolled into California as its sample size was too small to develop stand-alone estimates.

The 28 remaining states, designated as non-primary states, were allocated 50 completed surveys each. To permit reportable economic data, these states were initially combined into eight regions based on shared characteristics and proximity.⁷ These eight regions were:

Northeast: CT, RI, NJ, PA
 DelMarVa: DE, MD, VA
 Southeast: GA, SC, FL
 Great Lakes: MN, IL, MI
 South: MS, AL, AR
 North Central: ND, SD, NE, IA
 South Central: TX, OK, KS
 Central: OH, IN, KY, MO

After the first iteration of data was produced, based in part on limited sample sizes from some regions, a switch to using larger census regions was made. Final results were produced for the following census regions:

East North Central	Mountain	Pacific	West North Central
Illinois	Arizona	Alaska	Kansas
Indiana	Colorado	California	Iowa
Michigan	Idaho	Hawaii	Minnesota
Ohio	Montana	Oregon	Missouri
Wisconsin	Nevada	Washington	Nebraska
	New Mexico		North Dakota
	Utah		South Dakota
	Wyoming		
East South Central	New England	South Atlantic	West South Central
Alabama	Connecticut	Delaware	Arkansas
Kentucky	Maine	District of Columbia	Louisiana
Mississippi	Massachusetts	Florida	Oklahoma
Tennessee	New Hampshire	Georgia	Texas
	Rhode Island	Maryland	
	Vermont	North Carolina	
		South Carolina	
		Virginia	
		West Virginia	
		Middle Atlantic	
		New Jersey	
		New York	
		Pennsylvania	

⁷ After the first draft results were developed, the regions were adjusted based on feedback from industry members and sample size limitations. This adjustment will be presented later in the methodologies section.

National-level participation and expenditure results were developed by summing the state and regional level impacts.

3.3 Methods Overview

The economic estimates in this report are based on the expenditures made for recreation within each region. The following standard formula presents the general approach used to determine regional expenditures:

$$\text{Regional Expenditures} = (\text{Number of trips in the region} \times \text{Average expenditures per trip}) + \text{Annual equipment expenditures for all participants in the region}$$

The above formula has three major data requirements:

- a) Annual trips for each category for each region;
- b) Typical expenditures per trip, for each category in each region; and
- c) Annual expenditures for equipment, by participants in each category in each region.

A search for reliable data or existing literature for each of the three major requirements did not turn up any reliable sources that provided uniform data across all states and for each category. Therefore, new data had to be generated. To meet this need, in late 2005, the OIF contracted with Harris Interactive to conduct an online survey of outdoor recreationists.

The analysis was undertaken in four major stages:

- 1) Develop regional and national estimates regarding the number of people participating in each of the active outdoor recreations, plus the number of trips taken annually and the average amount spent per trip;
- 2) Develop estimates of the total annual expenditures made by recreationists at the regional and national levels for each category examined;
- 3) Calculate annual state, regional and national economic impacts for each category using accepted modeling procedures; and
- 4) For wildlife-based recreations (hunting, fishing and wildlife-viewing), update estimates already available from existing sources.

The next sections describe the primary data collected, how data were collected and the steps taken to produce the final economic impact estimates.

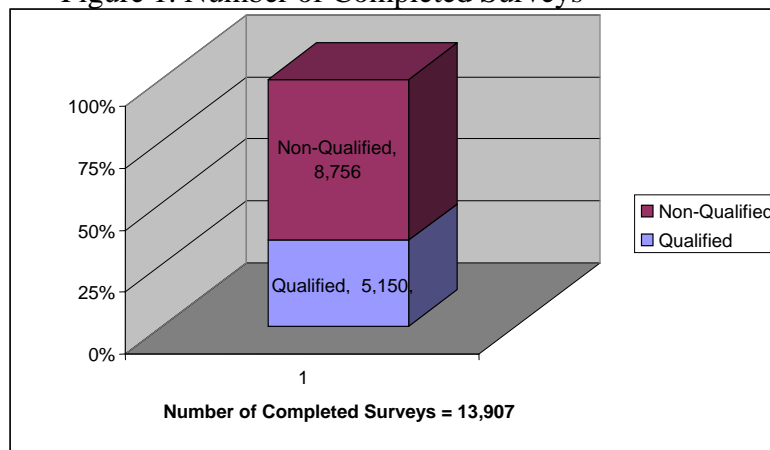
3.4 Primary Data Source – Outdoor Survey conducted by Harris Interactive

Harris Interactive, a nationally recognized polling and surveying firm, has developed a proprietary data base of U.S. residents who agreed to participate. Using this database, in October of 2005, Harris Interactive conducted 125 online interviews of ‘qualified’ residents in each of the 22 primary states, and 50 interviews in remaining 28 states. A qualified resident is a state resident who participated in the past year in at least one of the five recreations under study and spent money on at least one of the categories. A total of 5,150 surveys of qualified respondents

were completed, which included 472 surveys which were qualified, but over the pre-set quotas. These additional surveys were included in the analysis to help increase overall precision.

In addition to the qualified residents, an additional 8,756 surveys were completed by panel participants who did not participate in any of the targeted recreations or spend money for these categories. These participants, referred to as ‘non-qualified’ respondents, permitted the development of estimates of the percent of the U.S. population that participated in active outdoor recreation in the past year. These participants were not used to develop expenditure estimates. In total, 13,907 completed interviews were obtained.

Figure 1. Number of Completed Surveys



Sampling and Weighting Methodology:

To ensure that all potential biases due to survey non-response and differential response rates were minimized, Harris Interactive weighted the results. Weighting is a common techniques used to ensure the key features of the sample are proportionate to their percentage in the US population. For example, the US18+ population is 48% male. If the raw sample instead fell out to be 52% male, a weight factor would be used to weight males down to their correct 48% population percentage. Harris Interactive weighted the results to be representative of the specific US populations detailed below⁸ using demographic variables for age, sex, race/ethnicity, household income, and education along with a propensity score that measures differences between those who are online versus those who are not, those who join online panels versus those who do not, and those who responded to this survey

⁸ More specifically, the entire set of interviews in each of the 22 primary states was separately weighted to represent the general population in each state. Because of smaller state sample sizes, interviews from the remaining 28 states were combined into 8 regional groups based on proximity and shared characteristics. The entire set of interviews in each of these 8 regions was separately weighted to represent the general population in each region. For example, the Southeast region (GA, SC, and FL) was weighted to be representative of the US population in the Southeast region. Finally, the results from each of the 22 primary states and each of the 8 regional groups were combined into a national total in a way that ensured that each of the 22 states and 8 regional groups were represented in their correct proportion relative to the US population.

invitation versus those who did not. The inclusion of the propensity score allows Harris Interactive to minimize potential biases associated with the self selected, non-probability aspects of online samples. Through hundreds of parallel tests, this propensity weighting methodology has been shown to produce results that are projectable to the population of interest. In this case, results are projectable to the US18+ population in the primary states, regional groupings, and for the nation as a whole.

Statistics regarding sample sizes and confidence intervals for expenditures are presented in Appendix II.

Assumptions and Caveats to the Data:

A source of conservatism may be introduced into the final economic impact results by the survey questionnaire. The questionnaire, presented in Appendix III, is very specific in the categories included and not included in this project. Some respondents may have excluded expenditures that were justified for inclusion. For example, the bicycle category is meant to include all forms of recreational cycling. This category is divided into paved road and off-road cycling. Survey respondents may use urban trails, which are growing across the U.S., as a primary place to cycle, but may not consider these venues to be either paved roads or off-road and therefore may exclude such cycling. The level of effects from this possible issue are unknown.

3.5 Estimating the Number of Participants and Trips

NOTE: The OIF has produced dual sets of participation data, using two different survey methods and produced for different purposes. One set of participation data was produced as part of this project and presented in this report. The other set was produced as part of a different effort and not discussed further in this report. When comparing expenditures and participation, please use the participation data presented in this report to ensure proper comparisons.

Using the data from the survey conducted by Harris Interactive, the number of participants and trips were estimated for the following categories:

- Bicycle-based recreation:
 - paved roads
 - off-road
- Camp-based recreation⁹:
 - recreational vehicles
 - campgrounds/campsite
 - rustic lodges

⁹ Camping includes day trips when camping equipment was used.

- Paddle-based recreation:
 - kayaking (recreational/sea/whitewater)
 - rafting
 - canoeing
 - outdoor swimming (lakes, rivers, natural water bodies)
 - outdoor pool swimming¹⁰
- Snow-based recreation:
 - cross-country/nordic skiing
 - downhill skiing
 - telemark skiing
 - snowboarding
 - snowshoeing
- Trail-based recreation:
 - trail running (running on an unpaved trail)
 - day hiking on an unpaved trail
 - backpacking
 - climbing (ice or natural rock)

For each region under study, the weighted data permitted the development of estimates describing the percentage of each region's population having participated in each category in the past year and the average number of trips per person. For example, 34.94% of Colorado's residents participated in bicycling and the average bicyclist took 7.6 day trips annually. Similar estimates were produced for each of the five major categories of categories (trail sports, bicycling, camping, snow sports and water sports).

Recognizing many people participate in more than one of the five major categories, the total percentage of a regional population participating in at least one category could not be estimated by summing the results for each category. Doing so would result in significant double-counting. Overall participation estimates were based on the combined sample of qualified and non-qualified survey respondents. Recognizing this combined sample, once weighted, reflected the entire regional population, and based on a survey question asking if the respondent participated in at least one of the five major categories, overall participation estimates were possible.¹¹

The participation data may contain an unknown level of double-counting in the number of trips. The number of trips reported for each of the five major categories (bicycle, camping, paddle, snow, and trail-based recreation) is based on the sum of the primary trips reported for each of the sub-categories (for bicycle, sub-categories are off-road and paved-road riding). A bicyclist could have gone on one ride that involved both paved-road and off-road characteristics and counted the ride as two trips – one off-road and one paved-road instead of either an off-road or a paved-road

¹⁰ Outdoor swimming and outdoor pool swimming were eliminated during an interim round of analysis based on industry feedback that these activities did not fully fit as a active outdoor recreation, plus their sheer size overshadowed the impact of the other activities. More details are presented in the methodology discussions.

¹¹ Question 405 (Appendix II) inquires if respondents participated in any of the five major activities. The subject of the survey was kept generic up to this point to help prevent non-participants from dropping out of the survey up to this point. See Q101 for an example of the initial generic approach taken by the survey.

bicycle trip. The survey capped the number of trips that a person could report for all sub-categories at 99. In about 1% of the cases, the number of trips reported for a major category exceeded 99 which indicates some level of double counting across the sub-categories. This is assumed to be based on people who, for example, reported 50 off-road bicycle trips and 50 paved-road bicycle trips which were then summed and reported as 100, thus exceeding the limit of 99. It is possible some respondents reported all of their trips as 'primary purpose' trips, even though they were given the option to designate trips as non-primary. To help reduce any double counting, the number of trips reported by any one person was capped at 99. It is still possible that even when observations are capped at 99, additional double-counting may exist for trips that summed to a level less than 99.

Once the percentages of population who participated were complete, the next step was to estimate the number of participants and trips per region. This was done by multiplying the percentage of population participating in each category by the number of people living in the region under study. Population data were obtained from the U.S. Census Bureau. Total number of trips were then calculated by multiplying the total number of participants by the average number of trips per participant as reported by the data.

After the first draft results were produced, a change was made to the categories under study. Outdoor swimming (lakes, rivers, natural water bodies) and outdoor pool swimming were filtered out of the results based on industry feedback.¹² Swimming contributed one-quarter of all reported expenditures in the first draft. However, industry reviewers felt it was difficult to classify all swimming categories and dollars as part of active outdoor recreation. Many swimming categories may be part of other categories, such as family vacations, or just a trip to a neighbor's pool primarily to socialize with friends. While these problems may exist to some degree for all trips, and even though questions were added in the survey to separate trips taken for the primary purpose of active outdoor recreation versus secondary-purpose trips, it was regarded as prudent and conservative to exclude swimming from the watersports estimates. The watersports category was redefined as the "paddle-based recreation."

Within the survey, respondents who participated in multiple activities were assigned to further questions on those activities based on a priority list assignment where the activity with the anticipated lowest rate of occurrence was the first one the respondent was asked to discuss in more detail. Since swimming had the highest expected rate of occurrence, it was the last activity that a person with multiple activities would be asked to rate. Therefore, filtering out swimmers has no effect on the representativeness of the results for other activities.

The only potentially negative effect of filtering out swimmers after the study closed and the first report was written was to reduce overall "qualified" sample sizes for some states and regions and thereby reduce the statistical precision of the estimates we make as compared to a situation in which we had conducted the survey in such a way that all the "qualified" interviews gathered had not included swimmers.

¹² Outdoor swimming and outdoor pool swimming were eliminated during an interim round of analysis based on industry feedback that these activities did not fully fit as active outdoor recreation. More details are presented in the methodology discussions.

Appendix I presents the estimated number of trips and participants for each region and the U.S. in total. Breakouts are provided for sub-categories (such as paddle-based recreation which is divided into kayaking and canoeing). Also presented are estimates on the percentage of the regional population that participates in some form of active outdoor recreation at least once annually.

Please note that when developing an estimate of the total dollars spent annually for active outdoor recreation, it is not correct to multiply any trips or participation estimate found in this report by the total dollars spent per day or trip. Doing so will overestimate actual expenditures. One needs to consider that not all participants spend money on every trip, and that not all trips are taken for the primary purpose of recreation. Some trips and their expenditures would still occur even if the person could not participate in outdoor recreation. Steps are required to deduct for these events. These adjustments are made later in this report.

3.6 Estimating Expenditures

Expenditure profiles were developed based on the survey data.¹³ Average expenditures were developed from the ‘qualified’ set of survey respondents as explained earlier. “Qualified” respondents are those who participated in one of the recreation categories tracked in this report and spent money on outdoor recreation. The equipment and durable expenditure estimates developed from the outdoor survey data estimate the mean amount spent per year per participant. This was done for each expenditure item queried in the survey. Data were collected for expenditures made by the respondent for his or her personal use and for items purchased for minors under 18. Minors were excluded from the survey and querying adults about expenditures for children helped capture some of the expenditures made for minors. In some cases, the sample size for specific items at the regional level were low, which could result in estimates relatively far from the true mean. To help reduce such variance in the results, an adjustment was made. Whenever the regional estimate for a specific expenditure item was 25 percent greater than the national estimate for the same item, the regional estimate was replaced with the national estimate. When regional expenditure estimates were 25 percent lower than the national estimates, they were left as-is to help maintain a level of conservatism.

Appendix II presents, per region and for the U.S., the typical expenditure per trip for trip-related expenses (Appendix II-A & II-B) plus the average annual expenditures for equipment and services on a per-person basis (Appendix II-C).¹⁴

3.6.1. Equipment and Services Expenditures

(Note: Equipment and Services is termed “Active Outdoor Recreation Gear” in the report)

¹³ Questions 516 to Q560 (equipment and durables), and Q631 thru Q690 in Appendix II.

¹⁴ These are based on qualified respondents, which are people who took at least one trip and reported expenditures as part of the trip.

Total expenditures were calculated by multiplying the average expenditure per person (Appendix II-C) by the total number of participants. For annual equipment & services expenditures, an extra step was added to adjust downward to reflect only the percentage of such expenditures that survey respondents reported were made for the primary purpose of active outdoor recreation. This was based on questions that inquired “approximately what percentage of your total (spent) do you think you would have spent even if you had not” participated in the category in question (see Q555, Appendix II, for an example). The reported percentage was deducted from the total reported expenditure. An additional step was also made that adjusted the equipment and services expenditures downward to only reflect the percentage of survey respondents who reported making an expenditure for the category in question (see Q520, Appendix II, for an example). Table A reports per region the percentage of participants reporting at least a trip or equipment/services expenditure of some type in the past 12 months for the five categories under study.

Table A. Percentage of Participants Reporting Trip &/or Equipment Expenditures for Specific Activities:

	Bicycle	Camp	Paddle	Snow	Trail
D1-New England	53.7%	86.4%	40.3%	70.9%	44.9%
D2-Middle Atlantic	39.7%	80.8%	52.0%	84.7%	47.8%
D3-East North Central	49.0%	89.8%	67.6%	65.4%	34.2%
D4-West North Central	51.2%	86.7%	56.0%	82.9%	34.3%
D5-South Atlantic	46.9%	79.8%	60.8%	81.3%	44.6%
D6-East South Central	51.2%	87.1%	82.1%	83.7%	48.3%
D7-West South Central	48.5%	90.6%	74.4%	44.2%	51.2%
D8-Mountain	51.2%	86.9%	55.8%	78.7%	43.6%
D9-Pacific	57.9%	87.1%	68.4%	68.8%	42.6%
NATIONAL	50.1%	86.2%	60.8%	74.2%	43.1%

This study developed economic impact estimates for the major forms of active outdoor recreation of interest to the OIA and OIF. By definition, these exclude categories that rely on the primary use of internal-combustion engines such as motorsports (off-road), boating, snowmobiling, etc. While the purchases of vehicles and other high-end purchases were discounted in this study by treating them as outliers, trip costs associated with vehicles such as fuel were not excluded.

Treatment of Durable Equipment Outliers: The survey did not specifically inquire about respondents’ purchases of recreational vehicles and other big ticket purchases. To exclude big ticket purchases that could be used for other categories not related to active outdoor recreation, observations reporting equipment expenditures exceeding \$10,000 were capped at \$10,000. Expenditures for apparel, accessories and services were capped at \$2,000. The only significant outliers in the expenditure data, however, were in the camping equipment category and were believed to have been made for recreational vehicles and campers. Recognizing these vehicles can be used for many activities besides active outdoor recreation, industry reviewers recommended that observations exceeding \$2,000 in the camping equipment category be capped at \$2,000. This adjustment was made to the data to help ensure the results remain a conservative

estimate of the impacts from active outdoor recreation only and minimize the potential inclusion of dollars that can also be attributable to other activities.

3.6.2. Trip-Related Expenditures

For trip related expenditures, profiles of the average amount spent per trip for each region were developed based on the survey responses. These profiles provided expenditure estimates for each of the five major categories. Table B presents a sample of expenditures developed from the survey. The detailed results for day trips and overnights for each region and the U.S. can be found in Appendix II.

Table B: Sample of Trip Expenditures Profile: Average Day Trip Expenditures, Per Trip, National

	Trail		Bicycle		Camp		Snow		Paddle	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Food & Drink	\$12	1622	\$8	1356	\$63	1011	\$32	727	\$18	791
Transportation	\$13	1622	\$7	1356	\$60	1011	\$33	727	\$17	791
Recreation, Entertainment & Activities	\$6	1622	\$4	1356	\$30	1011	\$36	727	\$20	791
Souvenirs, Gifts & Other Miscellaneous	\$5	1622	\$2	1356	\$16	1011	\$9	727	\$5	791

Trip expenses were calculated by multiplying the total number of trips reported for a region by the region’s respective expenditure profile. Using data from survey questions inquiring about the percentage of all trips taken for the primary purpose of recreation, all expenditures made for primary trips were included. Typically, 70 percent to 95 percent of all trips were reported as primary-purpose trips. Based on input from industry reviewers, 10 percent of non-primary trips were added back in. This was allowed as some level of secondary trips would not be taken if active outdoor recreation was not available. The availability of active outdoor recreation is reasonably expected to raise the marginal benefits for many trips up to a point that, without the recreational opportunity available, the trip would otherwise not have been taken. In addition, the presence of the recreational category as part of another trip is expected to increase the cost of the trip, and the additional amount would be fully attributable to outdoor recreation. Without data identifying the dollars spent on secondary trips attributable to recreation, 10 percent is considered a reasonable amount to allocate.

Just as done for expenditures for durable items, a step was taken to adjust trip expenditures downward to only reflect the percentage of survey respondents who reported making an expenditure for the category in question (see Q665, Appendix II, for an example).

Within a region, expenses made in a state by residents of other states were included as well (see Q690, Appendix II, for an example). For visitors from outside the region, only their expenditures made out of their states of residence were included. This adjustment was made based on data from Q690.

An adjustment was also made to only include expenditures for people who reported making purchases for a particular item. Depending on the category, 20 percent to 90 percent of the participants reported making expenditures as part of their trip. Trail sports and bicycling typically had the lowest rates of expenditures among participants. If, for a given region, only 51 percent of the respondents reported spending money on their categories, then only 51 percent of the reported trips were used in the expenditure equations.

Whenever the regional estimate for a specific trip expenditure item was 25 percent greater than the national estimate for the same item, the regional estimate was replaced with the national estimate. When regional expenditure estimates were 25 percent lower than the national estimates, they were left as-is to help maintain conservative results. This same adjustment was made for equipment/durable goods as explained earlier.

Treatment of Trip-Related Outliers: Trip expenditures that exceeded \$500 for a particular category (food, transportation, etc.) for day trips were capped at \$500, and overnight trip expenditures were capped at \$2,000 per category. This results in a maximum of \$2,000 per day trip and \$10,000 for overnight trips. There were very few observations that required this adjustment.

See Appendix II for detailed per-trip expenditures per region and for the U.S. Appendix III presents the total expenditures for each region and for the U.S. as a whole.

Assumptions and Caveats to the Expenditure Data:

- 1) Thirty-five percent of the survey respondents who reported overnight camping indicated they typically do not take part in one of the other four major categories categories while camping (trail sports, bicycling, snow sports or water/paddle sports). While some of them may participate in wildlife-based recreation (hunting, fishing and wildlife viewing), many of them may not. It should be noted that a small percent of campers may not be regarded as participating in a form of active outdoor recreation and may just relax at the campsite.
- 2) Survey respondents for the expenditure questions were limited to “qualified respondents” defined as persons who participated in recreation during the previous 12 months *and* who indicated they spent some amount of money on recreation during the previous 12 months. Thus, the resulting participant expenditure sample is not representative of all recreation participants since those who spent no money on recreation during the previous 12 months were not included. For estimation of total expenditures, mean expenditures were aggregated only over the total number of estimated participants who spent some amount of money on recreation during the previous 12 months.
- 3) The survey was limited to people 18 years old and older. Expenditures made by minors are excluded, unless the purchase was made by an adult for a minor. Recognizing the high level of disposable income among youth, an unknown level of expenditures are left out of this study.

Tables C present the expenditures per region for all five categories plus for all categories combined. Appendix III presents greater detail.

Table C. Total Expenditures Per Region and U.S.

		<u>Trail</u>	<u>Bicycle</u>	<u>Camp</u>	<u>Snow</u>	<u>Paddle</u>	<u>TOTAL:</u>
Region 1 - New England	Trip-Related Equip. & Services	\$2,064,800,000	\$2,814,500,000	\$6,646,400,000	\$4,091,100,000	\$630,600,000	\$16,247,400,000
		\$184,400,000	\$331,300,000	\$361,900,000	\$205,600,000	\$101,100,000	\$1,184,300,000
	Total =	\$2,249,200,000	\$3,145,700,000	\$7,008,400,000	\$4,296,800,000	\$731,600,000	\$17,431,700,000
Region 2 - Middle Atlantic	Trip-Related Equip. & Services	\$3,792,300,000	\$3,096,500,000	\$9,281,100,000	\$3,047,300,000	\$1,590,500,000	\$20,807,800,000
		\$401,100,000	\$677,700,000	\$901,400,000	\$460,500,000	\$355,800,000	\$2,796,600,000
	Total =	\$4,193,400,000	\$3,774,300,000	\$10,182,500,000	\$3,507,900,000	\$1,946,300,000	\$23,604,400,000
Region 3 - East North Central	Trip-Related Equip. & Services	\$2,136,500,000	\$11,209,200,000	\$14,686,700,000	\$1,671,800,000	\$1,781,400,000	\$31,485,600,000
		\$280,900,000	\$873,400,000	\$1,659,700,000	\$294,900,000	\$433,000,000	\$3,541,900,000
	Total =	\$2,417,400,000	\$12,082,600,000	\$16,346,400,000	\$1,966,700,000	\$2,214,400,000	\$35,027,500,000
Region 4 - West North Central	Trip-Related Equip. & Services	\$868,800,000	\$1,781,300,000	\$6,171,400,000	\$714,300,000	\$505,600,000	\$10,041,400,000
		\$208,800,000	\$309,800,000	\$606,400,000	\$213,100,000	\$181,800,000	\$1,519,800,000
	Total =	\$1,077,600,000	\$2,091,000,000	\$6,777,800,000	\$927,400,000	\$687,400,000	\$11,561,200,000
Region 5 - South Atlantic	Trip-Related Equip. & Services	\$5,486,400,000	\$8,272,100,000	\$19,866,500,000	\$1,590,100,000	\$1,757,300,000	\$36,972,500,000
		\$516,600,000	\$1,369,600,000	\$1,344,500,000	\$517,600,000	\$562,800,000	\$4,311,200,000
	Total =	\$6,003,100,000	\$9,641,800,000	\$21,211,100,000	\$2,107,700,000	\$2,320,100,000	\$41,283,700,000
R6 - East South Central	Trip-Related Equip. & Services	\$1,002,900,000	\$3,084,300,000	\$4,122,300,000	\$110,500,000	\$616,300,000	\$8,936,400,000
		\$132,900,000	\$218,500,000	\$289,800,000	\$46,200,000	\$105,000,000	\$792,500,000
	Total =	\$1,135,900,000	\$3,302,800,000	\$4,412,200,000	\$156,700,000	\$721,300,000	\$9,728,900,000

Table C (Continued)

Region 7 - West South Central	Trip-Related Equip. & Services	\$1,791,600,000	\$3,941,100,000	\$9,454,200,000	\$0	\$711,800,000	\$15,898,700,000
		\$473,900,000	\$621,400,000	\$996,300,000	\$131,700,000	\$167,900,000	\$2,391,100,000
	Total =	\$2,265,500,000	\$4,562,500,000	\$10,450,500,000	\$131,700,000	\$879,600,000	\$18,289,800,000
Region 8 - Mountain	Trip-Related Equip. & Services	\$6,307,400,000	\$3,715,200,000	\$13,991,800,000	\$6,501,300,000	\$860,200,000	\$31,376,000,000
		\$361,100,000	\$429,000,000	\$864,100,000	\$489,700,000	\$175,200,000	\$2,319,100,000
	Total =	\$6,668,500,000	\$4,144,200,000	\$14,856,000,000	\$6,991,000,000	\$1,035,400,000	\$33,695,000,000
Region 9 - Pacific	Trip-Related Equip. & Services	\$6,725,900,000	\$9,023,500,000	\$16,393,500,000	\$5,685,600,000	\$3,324,900,000	\$41,153,300,000
		\$779,900,000	\$1,399,200,000	\$1,652,200,000	\$765,200,000	\$585,300,000	\$5,181,800,000
	Total =	\$7,505,800,000	\$10,422,700,000	\$18,045,700,000	\$6,450,800,000	\$3,910,200,000	\$46,335,200,000
United States	Trip-Related Equip. & Services	\$30,176,700,000	\$46,937,700,000	\$100,614,000,000	\$23,412,000,000	\$11,778,600,000	\$212,919,000,000
		\$3,339,600,000	\$6,229,900,000	\$8,676,300,000	\$3,124,700,000	\$2,667,800,000	\$24,038,300,000
	Total =	\$33,516,300,000	\$53,167,600,000	\$109,290,300,000	\$26,536,700,000	\$14,446,400,000	\$236,957,300,000

SIDEBAR: The Economics of Outdoor Swimming

Outdoor swimming (pools, lakes, beaches, etc.) was considered in the original survey conducted as part of this project. For every dollar spent for the five recreation categories reported in Table C, an additional 24.6 cents were spent on outdoor swimming alone. For the original watersports category that included outdoor swimming, canoeing, rafting & kayaking, 71.5% of the reported dollars were for outdoor swimming. Recognizing that outdoor swimming, compared to the other recreation categories, may occur more often in the context of other activities such as a get-together with friends or family vacation, and the extra difficulty in separating expenditures made primarily for recreation versus other trip purposes, outdoor swimming was removed from this economic analysis. Including outdoor swimming could increase the overall economic contributions from active outdoor recreation by an additional 24.6 percent.

3.7 Calculating Economic Contributions

The expenditures were analyzed by the IMPLAN model. IMPLAN[®], developed by the Minnesota IMPLAN Group, Inc. of Stillwater, Minnesota, is an economic impact modeling system. This system allows the user to assess the economic impacts created by consumer and business expenditures at the local, state, regional and national levels. IMPLAN is an input-output model that explains the flow of goods and dollars from commodity suppliers, to manufacturers to intermediaries and finally to the end user. Based on input data which is typically expenditures made in the industry in question, IMPLAN explains the dollars received by other industries and households as the beneficiary companies buy additional materials and pay their employees. See the “Definitions” section for a greater explanation of economic impacts.

The IMPLAN model is based on a matrix describing the relationships between various sectors of the economy. This matrix is organized upon U.S. Census Bureau surveys of industry and commerce that track where their expenditures are typically made. In other words, this matrix explains that for every dollar received by industry (or economic sector) W, a cents are received by industry X, b cents are received by industry Y, and c cents are received by industry Z.

An input-output analysis considers the many rounds of spending that occur as companies spend and respent the original dollars spent by the consumer. Each round of spending gets smaller as a portion of each expenditure leaves the region under study (sent to individuals or companies in other regions). These exports of funds from the study region are known as *leakages*. A leakage occurs when a business or individual spends their money outside of the study region for products or services that are either imported into the region or consumed outside of the study region. For example, a retailer in Colorado may purchase bicycles manufactured in the Great Lakes region. The dollars spent on the new bicycle inventory leave the state and are no longer a part of the Colorado economy. Each round of spending in the local economy becomes successively smaller based on leakages. When the rounds of spending become too small to measure, the impact analysis stops. IMPLAN accounts for leakages.

Using the IMPLAN software, the total expenditures for each region were entered. The output produced by the model were:

Total Industry Output (TIO): Otherwise known as output, total multiplier effect, or commonly referred to in the study – **total economic contribution**. “TIO is the value of production by industry for a given time period. For IMPLAN, TIO is annual calendar year production. Output can be measured either by the total value of purchases by intermediate and final consumers, or by intermediate outlays plus value added. Output can also be thought of as value of sales plus or minus inventory.” (page 253, MIG, Inc., 1999).

Total Value Added: Also referred to as income or salaries/wages/business profits, “Value added consists of four components; employee compensation; proprietor income; other property income; indirect business tax. **Employee compensation** is wage and salary payments as well as benefits including health and life insurance, retirement payments, and other non-cash compensation. It includes all income to workers paid by employers. **Proprietary**

income consists of payments received by self-employed individuals as income. This is income recorded on Federal Tax Form 1040C. Proprietary income includes income received by private business owners, doctors, lawyers, and so forth. Any income a person receives for payment of self-employed work is counted. *Other property type income* consists of payments from interest, rents, royalties, and dividends paid by corporations. This also includes corporate profits earned by corporations. *Indirect business taxes* consist primarily of excise and sales taxes paid by individuals to businesses. These taxes occur during the normal operation of these businesses but do not include taxes on profit or income.” (page 249, MIG, Inc., 1999). Total Value Added is commonly referred to as earnings, or “salaries, wages and business profits.”

Employment: “Employment includes total wage and salary employees as well as self employed jobs in a region. It includes both full-time and part time job workers and is measured in annual average jobs.” (page 231, MIG, Inc., 1999).

State and Federal Tax Revenues: Using standardized tax tables that consider the typical taxes paid by companies and individuals in all economic sectors or industries, the IMPLAN model also projects the tax revenues earned by the state and federal government as a result of the initial expenditures in question.

For each region, economic contribution estimates were produced for all active outdoor recreation combined. Details for the five major categories were separated by breaking out the contributions according to the proportion of total expenditures represented by each of the five major categories.

Assumptions and Caveats to the Impact Results:

- 1) It was not feasible to produce statistics regarding the precision of the final economic contribution estimates. Such statistics for the Harris Interactive outdoor survey results are provided in Appendix II. To produce the national impact estimates, several numbers from the Harris data such as number of participants, mean expenditures per trip-related items and mean annual trips, are combined. In addition, outside data are mixed in such as Census population estimates and IMPLAN multipliers. Each data source has its own levels of error, that once multiple sources of data are combined, developing precision estimates are not practically possible.

The detailed economic contributions for all activities are presented in Table D. Table E presents the contributions for non-residents. Retail sales are the same as expenditures. Total Economic Activity has also been referred to as Total Industry Output. Salaries, Wages and Business Earnings are also known as Total Value Added. Employment includes both full- and part-time jobs. State tax revenues include sales, income, fuel and other taxes paid to state government and federal tax revenues include personal and corporate incomes taxes, excise tax revenues and other federal tax generated by commerce.

Table D. The Economic Impacts of Active Outdoor Recreation:

D-1 Trail Activities*						
	Retail Sales:	Total Economic Activity:	Salaries, Wages, Business Earnings:	Employment (full & part-time):	State Tax Revenues:	Federal Tax Revenues:
Region 1 - New England	\$2,249,200,000	\$2,411,200,000	\$1,451,500,000	28,686	\$180,800,000	\$215,800,000
Region 2 - Middle Atlantic	\$4,193,400,000	\$5,285,400,000	\$2,918,600,000	49,218	\$396,000,000	\$296,300,000
Region 3 - East North Central	\$2,417,400,000	\$3,406,100,000	\$1,809,300,000	38,208	\$233,500,000	\$199,200,000
Region 4 - West North Central	\$1,077,600,000	\$1,393,500,000	\$708,800,000	16,292	\$89,800,000	\$95,400,000
Region 5 - South Atlantic	\$6,003,100,000	\$7,058,500,000	\$4,031,400,000	83,978	\$502,700,000	\$508,400,000
Region 6 - East South Central	\$1,135,900,000	\$1,339,700,000	\$658,200,000	15,073	\$77,400,000	\$233,200,000
Region 7 - West South Central	\$2,265,500,000	\$3,418,000,000	\$1,713,500,000	32,916	\$194,500,000	\$186,000,000
Region 8 - Mountain	\$6,668,500,000	\$10,030,000,000	\$5,039,500,000	96,450	\$602,200,000	\$1,018,500,000
Region 9 - Pacific	\$7,505,800,000	\$10,802,800,000	\$5,458,100,000	97,523	\$747,100,000	\$594,000,000
United States	\$33,516,300,000	\$83,732,800,000	\$42,690,900,000	715,661	\$5,050,200,000	\$6,108,600,000
* Includes: trail running (running on an unpaved trail) day hiking on an unpaved trail backpacking climbing (ice or natural rock)						

D-2 Bicycle*						
	Retail Sales:	Total Economic Activity:	Salaries, Wages, Business Earnings:	Employment (full & part-time):	State Tax Revenues:	Federal Tax Revenues:
Region 1 - New England	\$3,145,700,000	\$3,372,400,000	\$2,030,200,000	40,121	\$252,900,000	\$301,800,000
Region 2 - Middle Atlantic	\$3,774,300,000	\$4,757,100,000	\$2,626,800,000	44,298	\$356,400,000	\$266,600,000
Region 3 - East North Central	\$12,082,600,000	\$17,024,300,000	\$9,043,000,000	190,972	\$1,167,000,000	\$995,500,000
Region 4 - West North Central	\$2,091,000,000	\$2,704,100,000	\$1,375,500,000	31,615	\$174,300,000	\$185,100,000
Region 5 - South Atlantic	\$9,641,800,000	\$11,337,000,000	\$6,475,100,000	134,881	\$807,300,000	\$816,600,000
Region 6 - East South Central	\$3,302,800,000	\$3,895,500,000	\$1,914,000,000	43,828	\$225,100,000	\$678,200,000
Region 7 - West South Central	\$4,562,500,000	\$6,883,500,000	\$3,450,700,000	66,290	\$391,700,000	\$374,600,000
Region 8 - Mountain	\$4,144,200,000	\$6,233,200,000	\$3,131,800,000	59,939	\$374,300,000	\$632,900,000
Region 9 - Pacific	\$10,422,700,000	\$15,001,000,000	\$7,579,200,000	135,422	\$1,037,500,000	\$824,900,000
United States	\$53,167,600,000	\$132,827,100,000	\$67,721,500,000	1,135,268	\$8,011,200,000	\$9,690,200,000
* Includes: paved road off-road						

D-3 Camp*						
	Retail Sales:	Total Economic Activity:	Salaries, Wages, Business Earnings:	Employment (full & part-time):	State Tax Revenues:	Federal Tax Revenues:
Region 1 - New England	\$7,008,400,000	\$7,513,200,000	\$4,523,000,000	89,384	\$563,400,000	\$672,300,000
Region 2 - Middle Atlantic	\$10,182,500,000	\$12,834,000,000	\$7,086,800,000	119,512	\$961,600,000	\$719,400,000
Region 3 - East North Central	\$16,346,400,000	\$23,031,900,000	\$12,234,100,000	258,363	\$1,578,800,000	\$1,346,700,000
Region 4 - West North Central	\$6,777,800,000	\$8,765,100,000	\$4,458,300,000	102,475	\$564,900,000	\$600,000,000
Region 5 - South Atlantic	\$21,211,100,000	\$24,940,300,000	\$14,244,600,000	296,727	\$1,776,100,000	\$1,796,500,000
Region 6 - East South Central	\$4,412,200,000	\$5,203,800,000	\$2,556,900,000	58,549	\$300,700,000	\$906,000,000
Region 7 - West South Central	\$10,450,500,000	\$15,766,900,000	\$7,904,000,000	151,838	\$897,200,000	\$858,000,000
Region 8 - Mountain	\$14,856,000,000	\$22,344,700,000	\$11,226,900,000	214,870	\$1,341,600,000	\$2,269,000,000
Region 9 - Pacific	\$18,045,700,000	\$25,972,400,000	\$13,122,500,000	234,468	\$1,796,200,000	\$1,428,200,000
	\$109,290,300,000	\$273,037,200,000	\$139,207,100,000		\$16,467,600,000	\$19,918,900,000
United States	0	0	0	2,333,638	0	0

* Includes: recreational vehicle camping (except RV purchases)
campgrounds and campsites
rustic lodges

D-4 Snow*						
	Retail Sales:	Total Economic Activity:	Salaries, Wages, Business Earnings:	Employment (full & part-time):	State Tax Revenues:	Federal Tax Revenues:
Region 1 - New England	\$4,296,800,000	\$4,606,300,000	\$2,773,000,000	54,801	\$345,400,000	\$412,200,000
Region 2 - Middle Atlantic	\$3,507,900,000	\$4,421,300,000	\$2,441,400,000	41,172	\$331,300,000	\$247,800,000
Region 3 - East North Central	\$1,966,700,000	\$2,771,100,000	\$1,472,000,000	31,085	\$190,000,000	\$162,000,000
Region 4 - West North Central	\$927,400,000	\$1,199,300,000	\$610,000,000	14,021	\$77,300,000	\$82,100,000
Region 5 - South Atlantic	\$2,107,700,000	\$2,478,200,000	\$1,415,400,000	29,485	\$176,500,000	\$178,500,000
Region 6 - East South Central	\$156,700,000	\$184,800,000	\$90,800,000	2,080	\$10,700,000	\$32,200,000
Region 7 - West South Central	\$131,700,000	\$198,800,000	\$99,600,000	1,914	\$11,300,000	\$10,800,000
Region 8 - Mountain	\$6,991,000,000	\$10,515,100,000	\$5,283,200,000	101,115	\$631,400,000	\$1,067,800,000
Region 9 - Pacific	\$6,450,800,000	\$9,284,400,000	\$4,690,900,000	83,815	\$642,100,000	\$510,500,000
	\$26,536,700,000	\$66,296,000,000	\$33,800,800,000	566,629	\$3,998,500,000	\$4,836,500,000
United States	\$26,536,700,000	\$66,296,000,000	\$33,800,800,000	566,629	\$3,998,500,000	\$4,836,500,000

* Includes: cross-country/nordic skiing
downhill skiing
telemark skiing
snowboarding

D-5 Paddle*						
	Retail Sales:	Total Economic Activity:	Salaries, Wages, Business Earnings:	Employment (full & part-time):	State Tax Revenues:	Federal Tax Revenues:
Region 1 - New England	\$731,600,000	\$784,300,000	\$472,200,000	9,331	\$58,800,000	\$70,200,000
Region 2 - Middle Atlantic	\$1,946,300,000	\$2,453,200,000	\$1,354,600,000	22,844	\$183,800,000	\$137,500,000
Region 3 - East North Central	\$2,214,400,000	\$3,120,000,000	\$1,657,300,000	34,999	\$213,900,000	\$182,400,000
Region 4 - West North Central	\$687,400,000	\$888,900,000	\$452,200,000	10,393	\$57,300,000	\$60,900,000
Region 5 - South Atlantic	\$2,320,100,000	\$2,728,000,000	\$1,558,100,000	32,457	\$194,300,000	\$196,500,000
Region 6 - East South Central	\$721,300,000	\$850,700,000	\$418,000,000	9,571	\$49,100,000	\$148,100,000
Region 7 - West South Central	\$879,600,000	\$1,327,100,000	\$665,300,000	12,781	\$75,500,000	\$72,200,000
Region 8 - Mountain	\$1,035,400,000	\$1,557,400,000	\$782,500,000	14,976	\$93,500,000	\$158,100,000
Region 9 - Pacific	\$3,910,200,000	\$5,627,800,000	\$2,843,400,000	50,805	\$389,200,000	\$309,500,000
United States	\$14,446,400,000	\$36,091,100,000	\$18,400,900,000	308,469	\$2,176,800,000	\$2,633,000,000
* Includes: kayaking (recreational/sea/whitewater) rafting canoeing						

D-6 All Activities Combined*						
	Retail Sales:	Total Economic Activity:	Salaries, Wages, Business Earnings:	Employment (full & part-time):	State Tax Revenues:	Federal Tax Revenues:
Region 1 - New England	\$17,431,700,000	\$18,687,400,000	\$11,249,900,000	222,323	\$1,401,200,000	\$1,672,300,000
Region 2 - Middle Atlantic	\$23,604,400,000	\$29,751,000,000	\$16,428,200,000	277,045	\$2,229,200,000	\$1,667,600,000
Region 3 - East North Central	\$35,027,500,000	\$49,353,400,000	\$26,215,600,000	553,627	\$3,383,200,000	\$2,885,900,000
Region 4 - West North Central	\$11,561,200,000	\$14,951,000,000	\$7,604,800,000	174,795	\$963,600,000	\$1,023,500,000
Region 5 - South Atlantic	\$41,283,700,000	\$48,542,000,000	\$27,724,600,000	577,528	\$3,456,800,000	\$3,496,500,000
Region 6 - East South Central	\$9,728,900,000	\$11,474,500,000	\$5,637,900,000	129,102	\$663,000,000	\$1,997,800,000
Region 7 - West South Central	\$18,289,800,000	\$27,594,300,000	\$13,833,100,000	265,738	\$1,570,200,000	\$1,501,500,000
Region 8 - Mountain	\$33,695,000,000	\$50,680,400,000	\$25,464,000,000	487,351	\$3,043,000,000	\$5,146,300,000
Region 9 - Pacific	\$46,335,200,000	\$66,688,400,000	\$33,694,200,000	602,034	\$4,612,100,000	\$3,667,200,000
United States	\$236,957,300,000 0	\$591,984,200,000 0	\$301,821,100,000 0	5,059,664	\$35,704,200,000 0	\$43,187,100,000 0
* Presents the economic impacts of trail, bicycling, camping, snow and paddle sports combined						

Upon completion of the initial results, a review was held with three resource economists. The methodology and results were reviewed as a group via a telephone conference call, and based on feedback, adjustments were made.

SIDEBAR: The Magnitude of Trip Impacts Versus Equipment Impacts

A dollar spent for trip-related items, such as a hotel night or a restaurant meal, typically exchanges hands more often and generates greater economic activity. Dollars spent on equipment tend to exit the economy, often to overseas manufacturers. Based on the results of this study's primary research (the five activity categories surveyed by Harris Interactive), the table below reports how much greater the contributions are for the average trip-related dollar spent by an outdoor recreationist compared to the average equipment dollar.

Total Economic Activity:	25.0%
Salaries, Wages, Business Earnings:	15.3%
Employment:	13.7%
State Tax Revenues:	8.0%
Federal Tax Revenues:	12.1%

3.8 Recreation Benefits All Parts of the U.S. Economy

A kayaker visiting Oregon patronizes a rural motel. An accountant in New Hampshire benefits. How's that? As the motel buys more from suppliers and the employees spend their paychecks, rounds of spending are created through the economy. Money moves from hand to hand, business to business, across the U.S. The economic models used in this project tell us how much business the major U.S. economic sectors enjoyed in 2005 as a result of active outdoor recreation (excluding fishing, hunting and wildlife-viewing):

Ag, Forestry, Fish & Hunting	\$9,749,000,000
Mining	\$25,192,000,000
Utilities	\$8,669,000,000
Construction	\$3,412,000,000
Manufacturing	\$154,881,000,000
Wholesale Trade	\$25,713,000,000
Transportation & Warehousing	\$24,001,000,000
Retail trade	\$37,763,000,000
Information	\$25,063, 000,000
Finance & insurance	\$28,914,000,000
Real estate & rental	\$35,401, 000,000
Professional- scientific & tech svcs	\$25,055,000,000
Management of companies	\$9,511, 000,000
Administrative & waste services	\$12,828,000,000

Educational svcs	\$2,567, 000,000
Health & social services	\$20,087, 000,000
Arts- entertainment & recreation	\$18,919, 000,000
Accommodation & food services	\$80,508,000,000
Other services	\$25,738,000,000
Government	\$17,958, 000,000
Institutions	\$55,700,000

3.9 Estimating Wildlife-Based Recreation Contributions

The size and contributions of fishing, hunting and wildlife-viewing were originally calculated by other sources. The sportfishing data were obtained from the American Sportfishing Association.¹⁵ Hunting data were obtained from the International Association of Fish and Wildlife Agencies,¹⁶ and wildlife viewing impacts were obtained from the U.S. Fish and Wildlife Service.¹⁷

All three source reports were based on the 2001 National Survey of Fishing, Hunting and Wildlife-Associated Recreation. This survey is conducted every five years and is conducted by the U.S. Fish and Wildlife Service at the request and funding of the Association of Fish and Wildlife Agencies (formerly known as the International Association of Fish and Wildlife Agencies). The data obtained from the respective sources reported contributions as of 2001. Steps were taken to update the original data to reflect 2005. Those results were updated to 2005 based on changes in state-specific license sales trends (for fishing & hunting only) and inflation trends. Wildlife viewing does not require a license and could only be updated based on inflation trends. Fishing and hunting license data were obtained from the U.S. Fish and Wildlife Service. Sales data were only available through 2004. Adjustments from 2004 to 2005 were based on inflation data only. Several caveats and concerns about the estimates should be noted:

1. The expenditure data from the 2001 National Survey included many items not collected in the survey commissioned by the OIF and conducted by Harris Interactive for the purpose of this study. The 2001 National Survey included big-ticket items such as vehicles and boats, real estate and more. The percentage of expenditures credited to equipment for the wildlife-based activities are much higher than in the OIF data. Removing these big-ticket items from the wildlife-based estimates would cut the hunting equipment estimates by two-thirds, the fishing equipment estimates by three-quarters, and the wildlife viewing equipment figures by two-thirds.
2. The regions will not sum to the U.S. total as a person could have participated in more than one region.
3. The figures above only include participants 16 years old and older. There are

¹⁵ American Sportfishing Association. Sportfishing in America, Values of Our Traditional Pastime. 2002. . Alexandria, VA

¹⁶ International Association of Fish and Wildlife Agencies. The Economic Importance of Hunting in America, 2002. Washington, D.C.

¹⁷ U.S. Fish and Wildlife Service. The 2001 National and State Economic Impacts of Wildlife Viewing, 2003. Arlington, VA.

- additional economic impacts generated by minors.
4. The U.S. total does not equal the sum of state data as economic activity across state borders are not included in the state totals, in addition to other factors. The U.S. data include the economic effects of interstate trade and therefore are greater than a summation of the state data would yield.
 5. The fishing and hunting expenditures reported here are greater than those reported in U.S. Fish and Wildlife Service publications relating to the 2001 National Survey. Sportsmen often attributed purchases to both fishing and hunting (especially vehicles and big-ticket items). These items were not included in the Service's reports. Such items were estimated in the source documents by prorating each item's cost based on each respondent's total days of hunting and fishing activity.
 6. The sum of the regional expenditures (retail sales) does not equal the listed U.S. total as many sportsmen did not report the state of purchase. Such purchases are included only in the U.S. total.
 7. The combined economic contributions are strictly estimates. A different model was used to estimate the wildlife viewing contributions (IMPLAN) than used for the fishing and hunting contributions (RIMS-II). Combining results is not scientifically precise. The results should be considered estimates only. Combining the retail sales estimates is accurate as retail sales are not based on the economic models and were derived from the same source.

Please note that an unknown level of double counting may exist. A person may have responded to the 2001 National Survey that a trip was primarily for hunting, yet in the OIF survey reported the same trip as a camping trip, for example. In such cases the trip would be double counted. The likelihood of this occurring seems very low.

Table E presents the estimated number of participants for each activity and the estimated annual days of recreation. Table F presents the estimated 2005 economic contributions of fishing, hunting and wildlife-viewing.

Table E. Number of Participants and Days of Activity:

E-1	ALL FISHING ACTIVITIES	
	Number of Anglers	Days of Angling
Region 1 - New England	1,890,000	23,500,000
Region 2 - Middle Atlantic	3,500,000	52,100,000
Region 3 - East North Central	6,040,000	88,500,000
Region 4 - West North Central	4,320,000	62,700,000
Region 5 - South Atlantic	8,180,000	111,800,000
Region 6 - East South Central	3,020,000	46,600,000
Region 7 - West South Central	4,730,000	68,800,000
Region 8 - Mountain	3,280,000	32,300,000
Region 9 - Pacific	4,480,000	53,400,000
United States	32,900,000	538,800,000

E-2	ALL HUNTING ACTIVITIES	
	Number of Hunters	Days of Hunting
Region 1 - New England	450,000	7,240,000
Region 2 - Middle Atlantic	1,820,000	29,700,000
Region 3 - East North Central	2,460,000	37,700,000
Region 4 - West North Central	2,100,000	28,500,000
Region 5 - South Atlantic	1,970,000	37,300,000
Region 6 - East South Central	1,440,000	26,900,000
Region 7 - West South Central	2,190,000	34,000,000
Region 8 - Mountain	1,340,000	14,500,000
Region 9 - Pacific	850,000	10,600,000
United States	12,800,000	224,300,000

E-3	ALL WILDLIFE VIEWING ACTIVITIES	
	Number of Wildlife Viewers	Days of Viewing
Region 1 - New England	4,990,000	n/a
Region 2 - Middle Atlantic	9,580,000	n/a
Region 3 - East North Central	12,500,000	n/a
Region 4 - West North Central	6,930,000	n/a
Region 5 - South Atlantic	12,900,000	n/a
Region 6 - East South Central	5,090,000	n/a
Region 7 - West South Central	6,150,000	n/a
Region 8 - Mountain	6,870,000	n/a
Region 9 - Pacific	10,500,000	n/a
United States	66,100,000	n/a

E-4	ALL WILDLIFE-BASED RECREATION COMBINED	
	Number of Participants	Days of Participation
Region 1 - New England	5,970,000	n/a
Region 2 - Middle Atlantic	11,500,000	n/a
Region 3 - East North Central	16,100,000	n/a
Region 4 - West North Central	9,440,000	n/a
Region 5 - South Atlantic	17,800,000	n/a
Region 6 - East South Central	7,080,000	n/a
Region 7 - West South Central	9,410,000	n/a
Region 8 - Mountain	8,890,000	n/a
Region 9 - Pacific	13,200,000	n/a
United States	82,300,000	n/a

Note: Wildlife viewing included 28 million participants in “backyard birding” or “watching birds around the home” who may not be deemed by some as participating in “active outdoor recreation.” The “backyard birders” were left in the study since there was not exact crossover data available with other wildlife viewing to eliminate an exact percentage of the “backyard birders.” Moreover, many “backyard birders” are active in creating a natural environment for birding and photography. Logistically excluding the “backyard birders” would be problematic since wildlife viewing expenditures were not designated by participant type.

Table F. The Economic Contributions of Wildlife-Based Recreation

The following data is based on the all retail sales collected in the 2001 National Survey of Fishing, Hunting and Wildlife-Associated Recreation:

F-1 ALL FISHING ACTIVITIES, 2005							
	Retail Sales	Total Multiplier Effect	Salaries & Wages	Jobs	State Sales & Fuel Taxes	State Income Taxes	Federal Income Taxes
Region 1 - New England	\$1,558,300,000	\$2,679,600,000	\$647,700,000	26,100	\$89,000,000	\$25,000,000	\$97,700,000
Region 2 - Middle Atlantic	\$2,929,000,000	\$5,529,500,000	\$1,351,600,000	48,400	\$155,900,000	\$37,900,000	\$234,900,000
Region 3 - East North Central	\$4,865,600,000	\$9,836,500,000	\$2,465,900,000	97,700	\$300,200,000	\$79,200,000	\$374,300,000
Region 4 - West North Central	\$3,716,600,000	\$7,179,900,000	\$1,705,200,000	71,500	\$228,600,000	\$61,200,000	\$257,300,000
Region 5 - South Atlantic	\$8,507,700,000	\$16,003,400,000	\$4,112,600,000	167,700	\$451,600,000	\$86,500,000	\$654,800,000
Region 6 - East South Central	\$2,526,300,000	\$4,978,400,000	\$1,197,300,000	53,300	\$153,500,000	\$39,800,000	\$156,400,000
Region 7 - West South Central	\$4,309,400,000	\$8,589,300,000	\$2,090,000,000	85,200	\$245,300,000	\$36,300,000	\$314,800,000
Region 8 - Mountain	\$3,380,300,000	\$6,147,900,000	\$1,499,100,000	63,900	\$170,300,000	\$47,200,000	\$204,700,000
Region 9 - Pacific	\$5,141,400,000	\$9,750,300,000	\$2,478,300,000	92,000	\$276,900,000	\$95,900,000	\$411,200,000
		\$125,644,600,000		1,156,200	\$2,071,300,000		
United States	\$44,955,800,000	0	\$32,594,000,000	0	0	\$509,100,000	\$5,288,200,000

F-2 ALL HUNTING ACTIVITIES, 2005							
	Retail Sales	Total Multiplier Effect	Salaries & Wages	Jobs	State Sales & Fuel Taxes	State Income Taxes	Federal Income Taxes
Region 1 - New England	\$502,400,000	\$852,700,000	\$199,600,000	8,400	\$20,400,000	\$6,290,000	\$27,300,000
Region 2 - Middle Atlantic	\$2,438,400,000	\$4,517,800,000	\$1,027,300,000	36,800	\$100,200,000	\$29,600,000	\$178,600,000
Region 3 - East North Central	\$3,384,300,000	\$6,684,400,000	\$1,637,100,000	65,300	\$169,000,000	\$54,900,000	\$245,700,000
Region 4 - West North Central	\$2,403,000,000	\$4,590,800,000	\$1,082,000,000	47,600	\$134,100,000	\$36,300,000	\$149,300,000
Region 5 - South Atlantic	\$2,795,300,000	\$5,234,300,000	\$1,240,700,000	52,200	\$128,600,000	\$45,100,000	\$191,300,000
Region 6 - East South Central	\$2,495,200,000	\$5,007,500,000	\$1,127,300,000	48,900	\$133,300,000	\$33,000,000	\$148,900,000
Region 7 - West South Central	\$3,473,900,000	\$6,724,700,000	\$1,559,600,000	64,000	\$171,700,000	\$25,000,000	\$235,900,000
Region 8 - Mountain	\$2,374,400,000	\$4,357,900,000	\$1,095,200,000	48,200	\$113,300,000	\$32,600,000	\$144,700,000
Region 9 - Pacific	\$1,868,600,000	\$3,431,600,000	\$826,100,000	31,900	\$81,300,000	\$31,800,000	\$133,400,000
					\$1,051,900,000		
United States	\$27,204,000,000	\$74,390,800,000	\$18,464,600,000	633,500	0	\$294,600,000	\$3,288,200,000

F-3 ALL WILDLIFE VIEWING ACTIVITIES, 2005							
	Retail Sales	Total Multiplier Effect	Salaries & Wages	Jobs	State Sales & Fuel Taxes	State Income Taxes	Federal Income Taxes
Region 1 - New England	\$2,155,000,000	\$3,717,400,000	\$1,161,200,000	51,700	\$55,000,000	\$31,900,000	\$142,500,000
Region 2 - Middle Atlantic	\$4,046,300,000	\$7,666,600,000	\$2,318,700,000	82,600	\$142,800,000	\$76,500,000	\$284,600,000
Region 3 - East North Central	\$4,419,100,000	\$8,726,000,000	\$2,548,400,000	114,000	\$176,700,000	\$81,500,000	\$283,500,000
Region 4 - West North Central	\$1,731,300,000	\$3,331,300,000	\$932,700,000	44,500	\$78,700,000	\$27,300,000	\$98,300,000
Region 5 - South Atlantic	\$5,657,900,000	\$10,760,700,000	\$3,295,800,000	145,800	\$245,100,000	\$76,400,000	\$378,600,000
Region 6 - East South Central	\$2,215,400,000	\$4,022,400,000	\$1,138,100,000	61,600	\$107,300,000	\$23,900,000	\$114,200,000
Region 7 - West South Central	\$2,081,500,000	\$3,866,100,000	\$1,045,600,000	49,000	\$101,500,000	\$7,500,000	\$122,400,000
Region 8 - Mountain	\$4,090,100,000	\$7,085,500,000	\$2,081,200,000	103,100	\$180,000,000	\$43,700,000	\$220,900,000
Region 9 - Pacific	\$5,555,800,000	\$10,567,900,000	\$3,222,100,000	135,200	\$223,900,000	\$75,700,000	\$374,500,000
		\$107,278,200,000		1,151,200	\$2,322,700,000		
United States	\$43,024,200,000	0	\$31,085,200,000	0	0	\$797,400,000	\$3,640,100,000

F-4 ALL WILDLIFE-BASED RECREATION COMBINED, 2005							
	Retail Sales	Total Multiplier Effect	Salaries & Wages	Jobs	State Sales & Fuel Taxes	State Income Taxes	Federal Income Taxes
Region 1 - New England	\$4,215,600,000	\$7,249,600,000	\$2,008,500,000	86,200	\$164,400,000	\$63,200,000	\$267,400,000
Region 2 - Middle Atlantic	\$9,413,700,000	\$17,713,900,000	\$4,697,700,000	167,800	\$398,800,000	\$144,000,000	\$698,100,000
Region 3 - East North Central	\$12,668,900,000	\$25,246,900,000	\$6,651,400,000	277,000	\$645,900,000	\$215,600,000	\$903,400,000
Region 4 - West North Central	\$7,850,800,000	\$15,102,000,000	\$3,720,000,000	163,700	\$441,400,000	\$124,900,000	\$505,000,000
Region 5 - South Atlantic	\$16,960,900,000	\$31,998,400,000	\$8,649,100,000	365,700	\$825,200,000	\$208,100,000	\$1,224,700,000
Region 6 - East South Central	\$7,236,900,000	\$14,008,300,000	\$3,462,700,000	163,900	\$394,100,000	\$96,700,000	\$419,600,000
Region 7 - West South Central	\$9,864,800,000	\$19,180,100,000	\$4,695,300,000	198,200	\$518,500,000	\$68,900,000	\$673,100,000
Region 8 - Mountain	\$9,844,800,000	\$17,591,300,000	\$4,675,500,000	215,300	\$463,600,000	\$123,500,000	\$570,300,000
Region 9 - Pacific	\$12,565,800,000	\$23,749,800,000	\$6,526,500,000	259,100	\$582,100,000	\$203,300,000	\$919,100,000
	\$115,184,000,000	\$307,313,600,000		2,940,800	\$5,445,900,000	\$1,601,100,000	\$12,216,600,000
United States	0	0	\$82,143,800,000	0	0	0	0

3.10 The Combined Effects of All Outdoor Recreation

Equating Equipment Expenditures Between the Two Surveys

The equipment & services recorded by the two surveys differ. In the 2001 National Survey (fishing, hunting and wildlife-viewing), expenditures for vehicles, boats, real estate and other “big ticket” (or “special equipment”) items were included. “Other expenditures” which included “land leasing and ownership” were also estimated. These were not recorded by the OIF survey. Including big-ticket expenditures in a survey is valid and reasonable as long as those expenditures were made for the specific reason of recreation (versus investment or primary

housing, etc.). The 2001 National Survey inquires for primary-purpose expenditures only. Therefore, total retail sales as defined by the National Survey have been included for your review in the prior table.

However, to create a consistent equipment expenditure methodology between the two surveys in order to develop a combined total economic contribution based on similar methodology, “special equipment” expenditure items were removed, and only “licenses, stamps, tags, permits” and “magazines, books” from the “other expenditures” category were included to develop the expenditures from wildlife-based recreation found in the study and used to develop the combined \$731 billion total national economic contribution.

The hunting, fishing, and wildlife viewing totals derived with the consistent expenditure items can be found in the primary study report on page 19 titled, “Active Outdoor Recreation by Census Division and Activity Category..”

Some assumptions were made to develop the equipment/services and trip related expenditures for census divisions for hunting, fishing, and wildlife viewing:

- 1) The equipment distribution across census divisions found in Table F was maintained with the lowered consistent equipment estimates.
- 2) The distribution of trip expenditures among wildlife-based activities across census divisions is based on the national distribution of trip expenditures across the three wildlife based recreation activities. Overall wildlife trip expenditures are accurate. Refer to the individual source reports for more detailed trip expenditures by state.
- 3) Wildlife-based multipliers (jobs, taxes, total economic contribution) were based on multipliers created by original equipment (included "special" and "other" – table F) and trip expenditures. Variance is minimal as equipment and trip wildlife-based multipliers are similar. (The wildlife census division multipliers to calculate economic contribution are higher than the Active Outdoor Recreation survey multipliers – derived for bicycle, camp, paddle, snow, and trail. The variance is partially due to more leakages in the 5 categories relative to active outdoor recreation and partially attributed to the use of a different model – RIMS II for fish and hunt and IMPLAN for the 6 other activity categories. The tax multipliers used for the wildlife based recreation are significantly lower than the IMPLAN based multipliers used for the 5 active outdoor recreation categories – see 3.11.)
- 4) The survey methodologies used to calculate the economic contributions of the five active outdoor recreation categories (bicycle, camp, paddle, snow, and trail based recreation) differed from the wildlife based recreation categories (fishing, hunting and wildlife-viewing). Without information explaining how to standardize results from the two different surveys, the results are left as-is.
- 5) The wildlife based results were originally developed in 2001 and updating the results to 2005 which introduces some unknown level of error.

If geographic and expenditure line item detail are desired, then reference to the specific reports (ASA, International Association of Wildlife Agencies, U.S. Fish and Wildlife Service) is recommended.

The fishing and hunting results were developed using a different economic model (RIMS II). When comparing the combined effects wildlife-based recreation with the other five active outdoor recreations, use the retail sales figures. This approach eliminates the unknown effects of using different economic models and does not speculate too far from the bounds of the data available. The expenditure totals are found on page 19 titled, “Active Outdoor Recreation by Census Division and Activity Category,” and on pages 6 and 7 titled, “Economic Contribution of Active Outdoor Recreation by Census Division.”

3.11 Jobs and Taxes

The jobs and taxes estimates were based on multiplying the expenditures of related goods and services and trips. For the five active outdoor recreations analyzed by the IMPLAN model, multipliers were provided by the model that estimated tax contributions. For the wildlife-based recreations, the RIMS II model did not provide such multipliers. Instead, tax contributions were estimated by multiplying appropriate federal and state-specific tax rates, combined with appropriate deductions and exemptions, with the retail and income estimates. State and federal income taxes are calculated as are sales taxes.

The jobs figures produced by IMPLAN and RIMS II represent “average annual jobs.” The number of hours in an average annual work year varies by industry. To convert to full time equivalent jobs, divide the average annual work hours in the industry by the standard work year of 2080 hours, then multiply this figure by the number of jobs in for that industry.

Table G. Average Annual Jobs Generated by Five Activity Categories (bicycle, camp, paddle, snow, trail)

<u>Industry</u>	<u>Jobs</u>
11 Ag, Forestry, Fish & Hunting (AGG)	132,768
21 Mining (AGG)	47,353
22 Utilities (AGG)	13,139
23 Construction (AGG)	33,434
31-33 Manufacturing (AGG)	323,875
42 Wholesale Trade (AGG)	172,330
48-49 Transportation & Warehousing (AGG)	181,572
44-45 Retail trade (AGG)	686,051
51 Information (AGG)	93,099
52 Finance & insurance (AGG)	152,196
53 Real estate & rental (AGG)	222,838
54 Professional- scientific & tech svcs (AGG)	194,392
55 Management of companies (AGG)	50,654
56 Administrative & waste services (AGG)	214,794
61 Educational svcs (AGG)	49,323
62 Health & social services (AGG)	251,360
71 Arts- entertainment & recreation (AGG)	407,355
72 Accomodation & food services (AGG)	1,417,791

81 Other services (AGG)	388,474
92 Government & non NAICs (AGG)	26,866

4.0 Summary

In 2005 & 2006, the Outdoor Industry Foundation conducted a comprehensive examination of the economic contributions of the major forms of outdoor active outdoor recreations. An online survey of approximately 14,000 U.S. residents was conducted inquiring about the public's level of participation and expenditures in five activity categories (bicycle, camp, paddle, trail, and snow-based recreation). Detailed information about their expenditures was collected. Additional detail was collected about the intent and purpose of their expenditures. This additional detail was used to make adjustments eliminating expenditures not directly associated with actual outdoor activities. In total, nearly \$237 billion were spent by over 130 million Americans in 2005 for equipment, services and trip-related items that help them enjoy the outdoors (five activity categories). Research from other sources shows that an additional \$52 billion is spent by the Nation's anglers, hunters and wildlife-viewers. The expenditure estimates were then analyzed with economic models to estimate the regional and national economic activity associated with active outdoor recreation. The results help show the level of economic activity and security provided in the U.S. as a result of the one out of three Americans that annually participate in some form of outdoor recreation. Bicycle, camp, paddle, trail and snow based recreation support over 5 million jobs, nearly \$79 billion in state and federal taxes, and stimulate over \$592 billion in economic activity annually. Wildlife based recreation adds an additional 1.4 million jobs, \$9 billion in tax revenues, and \$139 billion in economic activity. Active outdoor recreation, as defined in the study, contributes \$731 billion to the United States economy. Active outdoor recreation not only strengthens the American economy but also improves the quality of life for participants.

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Appendix I:

Participation by Region and Activity

(Adults 18 years +, sample size = 13,435)

[Please note that when developing an estimate of the total dollars spent annually for outdoor recreation, it is not correct to multiply any trips or participation estimate found in this report by the total dollars spent per day or trip. Doing so will overestimate actual expenditures. One needs to consider that not all participants spend money on every trip, and that not all trips are taken for the primary purpose of recreation. Some trips and their expenditures would still occur even if the person could not participate in outdoor recreation. Steps are required to deduct for these events. These adjustments are made in the expenditure section of this report.]

Table I-A. Number of Trips Reported per Region (Adults 18 years +, sample size = 13,435)

TOTAL DAY TRIPS						
-	<u>Trail</u>	<u>Bicycle</u>	<u>Camp</u>	<u>Snow</u>	<u>Paddle</u>	<u>TOTAL:</u>
New England	26,600,000	23,300,000	16,900,000	12,900,000	7,730,000	87,400,000
Middle Atlantic	46,100,000	58,500,000	21,500,000	9,120,000	9,920,000	145,200,000
East North Central	37,900,000	93,100,000	36,300,000	9,950,000	9,050,000	186,300,000
West North Central	18,400,000	50,000,000	19,100,000	3,810,000	4,290,000	95,600,000
South Atlantic	72,500,000	89,100,000	52,900,000	7,210,000	14,500,000	236,300,000
East South Central	13,400,000	12,500,000	9,610,000	650,000	2,990,000	39,200,000
West South Central	24,100,000	77,000,000	28,200,000	540,000	3,480,000	133,300,000
Mountain	46,300,000	58,600,000	31,200,000	16,300,000	5,100,000	157,600,000
<u>Pacific</u>	<u>85,500,000</u>	<u>129,600,000</u>	<u>50,800,000</u>	<u>22,700,000</u>	<u>29,900,000</u>	<u>318,600,000</u>
<i>NATIONAL</i>	<i>370,900,000</i>	<i>591,800,000</i>	<i>266,600,000</i>	<i>83,200,000</i>	<i>87,000,000</i>	<i>1,399,500,000</i>
TOTAL OVERNIGHT TRIPS						
-	<u>Trail</u>	<u>Bicycle</u>	<u>Camp</u>	<u>Snow</u>	<u>Paddle</u>	<u>TOTAL:</u>
New England	13,900,000	23,500,000	15,700,000	6,530,000	5,680,000	65,300,000
Middle Atlantic	26,200,000	29,700,000	28,700,000	5,350,000	20,700,000	110,700,000
East North Central	38,200,000	158,100,000	41,900,000	4,050,000	10,600,000	253,000,000
West North Central	12,400,000	22,700,000	17,300,000	830,000	5,960,000	59,200,000
South Atlantic	38,300,000	73,100,000	40,800,000	2,590,000	11,700,000	166,500,000
East South Central	12,900,000	29,300,000	9,500,000	120,000	2,350,000	54,100,000
West South Central	12,400,000	30,000,000	19,100,000	0	5,050,000	66,600,000
Mountain	46,900,000	52,000,000	33,400,000	14,700,000	7,950,000	155,000,000
<u>Pacific</u>	<u>36,700,000</u>	<u>80,400,000</u>	<u>40,100,000</u>	<u>8,020,000</u>	<u>10,500,000</u>	<u>175,700,000</u>
<i>NATIONAL</i>	<i>238,000,000</i>	<i>498,800,000</i>	<i>246,600,000</i>	<i>42,100,000</i>	<i>80,500,000</i>	<i>1,106,100,000</i>

Table I-B: Number of Participants per Region (Adults 18 years +, sample size = 13,435)

	<u>Trail</u>	<u>Bicycle</u>	<u>Camp</u>	<u>Snow</u>	<u>Paddle</u>	<u>All Activities Combined:</u>
New England	3,050,000	2,500,000	1,870,000	1,470,000	1,590,000	6,760,000
Middle Atlantic	6,650,000	8,160,000	4,910,000	2,160,000	3,360,000	17,800,000
East North Central	8,120,000	11,300,000	8,690,000	2,270,000	4,610,000	21,500,000
West North Central	3,410,000	4,240,000	3,440,000	1,180,000	1,460,000	8,910,000
South Atlantic	9,640,000	10,700,000	7,260,000	2,140,000	4,410,000	24,400,000
East South Central	1,750,000	1,590,000	1,370,000	220,000	700,000	4,000,000
West South Central	5,250,000	6,490,000	4,200,000	780,000	1,640,000	13,800,000
Mountain	5,430,000	4,080,000	4,930,000	1,860,000	1,590,000	9,890,000
Pacific	12,500,000	10,300,000	8,480,000	3,510,000	4,250,000	23,900,000
NATIONAL	55,800,000	59,400,000	45,160,000	15,600,000	23,600,000	130,900,000

Table I-C: Number of Participants by Sub-Activity, U.S. (Adults 18 years +, sample size = 13,435):

Participants, U.S.		
Trail	Trail Running	7,810,000
	Day Hiking	50,300,000
	Backpacking	9,560,000
	Climbing	4,930,000
	<i>Combined</i>	<i>55,800,000</i>
Bicycle	Paved Road	56,400,000
	Off Road	14,800,000
	<i>Combined</i>	<i>59,400,000</i>
Camp	<i>Camping</i>	<i>45,200,000</i>
Snow	Cross Country/Nordic	3,960,000
	Downhill Skiing	9,010,000
	Telemark	400,000
	Snowboarding	3,870,000
	Snowshoeing	2,650,000
	<i>Combined</i>	<i>15,600,000</i>
Paddle	Kayaking	8,470,000
	Rafting	7,180,000
	Canoeing	14,700,000
	<i>Combined</i>	<i>23,600,000</i>
All Activities Combined:	<i>All activities:</i>	<i>130,900,000</i>

Table I-D: Percentage of the General Population That Participates in at Least One of Five Activity Categories (bicycle, camp, paddle, snow, and trail) (Adults 18 years +, sample size = 13,435):

	<u>General Population:</u>	<u>Participants:</u>	<u>% Participation:</u>
New England	11,000,000	6,760,000	61.7%
Middle Atlantic	30,800,000	17,800,000	57.6%
East North Central	34,700,000	21,500,000	62.1%
West North Central	15,000,000	8,910,000	59.3%
South Atlantic	42,600,000	24,400,000	57.4%
East South Central	7,720,000	4,000,000	51.9%
West South Central	24,600,000	13,800,000	56.1%
Mountain	14,900,000	9,890,000	66.4%
Pacific	35,500,000	23,900,000	67.2%
<i>NATIONAL</i>	222,400,000	130,900,000	58.9%

Table I-E: Number of Participants by Sub-Activity, Per Region (Adults 18 yrs +, sample size = 13,435):

		Division 1: New England (CT, ME, MA, NH, RI, VT)	Division 2: Middle Atlantic (CT, RI, NJ, PA)	Division 3: East North Central (IN, IL, MI, OH, WI)	Division 4: West North Central (IA, KS, MN, MO, NE, ND, SD)	Division 5: South Atlantic (DE, D.C., FL, GA, MD, NC, SC, VA, WV)	Division 6: East South Central (AL, KY, MS, TN)	Division 7: West South Central (AR, LA, OK, TX)	Division 8: Mountain (AZ, CO, ID, NM, MT, UT, NV, WY)	Division 9: Pacific (AK, CA, HA, OR, WA)
Trail	Trail Running	270,000	840,000	1,510,000	530,000	1,740,000	130,000	990,000	510,000	1,290,000
	Day Hiking	2,850,000	6,310,000	7,150,000	3,040,000	8,480,000	1,620,000	4,220,000	5,010,000	11,700,000
	Backpacking	480,000	760,000	1,140,000	530,000	1,880,000	250,000	700,000	1,340,000	2,480,000
	Climbing	190,000	580,000	880,000	170,000	990,000	130,000	640,000	500,000	830,000
	Combined	3,050,000	6,650,000	8,120,000	3,410,000	9,640,000	1,750,000	5,250,000	5,430,000	12,500,000
Bicycle	Paved Road	2,280,000	7,590,000	11,000,000	3,960,000	10,400,000	1,450,000	6,130,000	3,790,000	9,900,000
	Off Road	810,000	1,930,000	2,540,000	1,010,000	2,360,000	370,000	1,830,000	1,290,000	2,710,000
	Combined	2,500,000	8,160,000	11,300,000	4,240,000	10,710,000	1,590,000	6,490,000	4,080,000	10,300,000
Camping	Camping	1,870,000	4,910,000	8,690,000	3,440,000	7,260,000	1,370,000	4,200,000	4,930,000	8,480,000
Snow	Cross Country/Nordic	450,000	480,000	1,120,000	290,000	380,000	30,000	60,000	440,000	710,000
	Downhill Skiing	730,000	1,370,000	1,150,000	890,000	1,540,000	180,000	630,000	1,000,000	1,510,000
	Telemark	10,000	0	120,000	60,000	0	40,000	0	40,000	130,000
	Snowboarding	190,000	290,000	590,000	140,000	490,000	30,000	130,000	530,000	1,490,000
	Snowshoeing	510,000	490,000	530,000	190,000	60,000	30,000	80,000	320,000	430,000
	Combined	1,470,000	2,160,000	2,270,000	1,180,000	2,140,000	220,000	780,000	1,860,000	3,510,000
Paddle	Kayaking	830,000	1,190,000	1,210,000	350,000	1,970,000	140,000	290,000	370,000	2,130,000
	Rafting	120,000	840,000	1,230,000	310,000	1,410,000	310,000	690,000	790,000	1,470,000
	Canoeing	1,010,000	2,110,000	3,490,000	1,200,000	2,680,000	390,000	1,150,000	770,000	1,860,000
	Combined	1,590,000	3,360,000	4,610,000	1,460,000	4,410,000	700,000	1,640,000	1,590,000	4,250,000
All Combined	# of Participants Combined:	6,760,000	17,800,000	21,500,000	8,910,000	24,400,000	4,000,000	13,800,000	9,890,000	23,900,000
	% of Regional Pop. that Participates:	61.7%	57.6%	62.1%	59.3%	57.4%	51.9%	56.1%	66.4%	67.2%

Appendix II:

Per Trip Expenditures and Annual Per-Person Purchases of Equipment and Services

(**RED** = observations that were replaced with the national average when the results were questionable. See the text for further details.)

II-A. DAY TRIP EXPENDITURES:

Region 1 - New England

	Trail		Bicycle		Camp		Snow		Paddle	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Food & Drink	\$29	200	\$21	134	\$83	124	\$51	73	\$37	61
Transportation	\$38	200	\$20	134	\$89	124	\$56	73	\$34	61
Recreation, Entertainment & Activities	\$14	200	\$10	134	\$35	124	\$57	73	\$37	61
Souvenirs, Gifts & Other Miscellaneous	\$17	200	\$7	134	\$20	124	\$16	73	\$9	61

Region 2 - Middle Atlantic

	Trail		Bicycle		Camp		Snow		Paddle	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Food & Drink	\$29	200	\$21	134	\$83	124	\$51	73	\$37	61
Transportation	\$38	200	\$20	134	\$89	124	\$56	73	\$34	61
Recreation, Entertainment & Activities	\$14	200	\$10	134	\$35	124	\$57	73	\$37	61
Souvenirs, Gifts & Other Miscellaneous	\$17	200	\$7	134	\$20	124	\$16	73	\$9	61

Region 3 - East North Central

	Trail		Bicycle		Camp		Snow		Paddle	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Food & Drink	\$23	179	\$21	164	\$70	133	\$30	78	\$41	98
Transportation	\$26	179	\$12	164	\$58	133	\$30	78	\$35	98
Recreation, Entertainment & Activities	\$15	179	\$2	164	\$31	133	\$56	78	\$39	98
Souvenirs, Gifts & Other Miscellaneous	\$5	179	\$2	164	\$22	133	\$5	78	\$11	98

Region 4 - West North Central

	Trail		Bicycle		Camp		Snow		Paddle	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Food & Drink	\$28	192	\$16	166	\$73	116	\$36	80	\$37	125
Transportation	\$32	192	\$15	166	\$77	116	\$39	80	\$35	125
Recreation, Entertainment & Activities	\$12	192	\$5	166	\$32	116	\$59	80	\$31	125
Souvenirs, Gifts & Other Miscellaneous	\$9	192	\$2	166	\$20	116	\$10	80	\$5	125

Region 5 - South Atlantic

	Trail		Bicycle		Camp		Snow		Paddle	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Food & Drink	\$35	237	\$21	223	\$93	118	\$32	188	\$24	170
Transportation	\$38	237	\$20	223	\$81	118	\$39	188	\$28	170
Recreation, Entertainment & Activities	\$19	237	\$12	223	\$45	118	\$31	188	\$18	170
Souvenirs, Gifts & Other Miscellaneous	\$16	237	\$6	223	\$22	118	\$5	188	\$7	170

Region 6 - East South Central

	Trail		Bicycle		Camp		Snow		Paddle	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Food & Drink	\$27	56	\$21	75	\$88	64	\$33	33	\$34	27
Transportation	\$21	56	\$20	75	\$86	64	\$43	33	\$35	27
Recreation, Entertainment & Activities	\$9	56	\$12	75	\$52	64	\$61	33	\$36	27
Souvenirs, Gifts & Other Miscellaneous	\$5	56	\$6	75	\$24	64	\$14	33	\$8	27

Region 7 - West South Central

	Trail		Bicycle		Camp		Snow		Paddle	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Food & Drink	\$34	125	\$19	97	\$88	77	\$47	18	\$31	47
Transportation	\$38	125	\$20	97	\$83	77	\$47	18	\$23	47
Recreation, Entertainment & Activities	\$20	125	\$10	97	\$45	77	\$56	18	\$35	47
Souvenirs, Gifts & Other Miscellaneous	\$15	125	\$7	97	\$22	77	\$17	18	\$9	47

Region 8 - Mountain

	Trail		Bicycle		Camp		Snow		Paddle	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Food & Drink	\$32	260	\$14	232	\$86	154	\$44	109	\$25	115
Transportation	\$38	260	\$15	232	\$77	154	\$38	109	\$25	115
Recreation, Entertainment & Activities	\$17	260	\$5	232	\$52	154	\$45	109	\$37	115
Souvenirs, Gifts & Other Miscellaneous	\$13	260	\$2	232	\$22	154	\$8	109	\$4	115

Region 9 - Pacific

	Trail		Bicycle		Camp		Snow		Paddle	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Food & Drink	\$40	173	\$18	131	\$70	101	\$56	75	\$34	87
Transportation	\$38	173	\$11	131	\$74	101	\$53	75	\$31	87
Recreation, Entertainment & Activities	\$21	173	\$11	131	\$28	101	\$55	75	\$42	87
Souvenirs, Gifts & Other Miscellaneous	\$11	173	\$4	131	\$17	101	\$18	75	\$9	87

National

	Trail		Bicycle		Camp		Snow		Paddle	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Food & Drink	\$31	1622	\$19	1356	\$81	1011	\$41	727	\$32	791
Transportation	\$35	1622	\$17	1356	\$79	1011	\$43	727	\$31	791
Recreation, Entertainment & Activities	\$16	1622	\$8	1356	\$39	1011	\$49	727	\$33	791
Souvenirs, Gifts & Other Miscellaneous	\$13	1622	\$4	1356	\$21	1011	\$10	727	\$7	791

II-B. OVERNIGHT TRIP EXPENDITURES:

Region 1 - New England

	Trail		Bicycle		Camp		Snow		Paddle	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Food & Drink	\$78	78	\$84	39	\$108	217	\$139	19	\$41	26
Transportation	\$71	78	\$47	39	\$95	217	\$163	19	\$56	26
Recreation, Entertainment & Activities	\$19	78	\$57	39	\$38	217	\$96	19	\$39	26
Souvenirs, Gifts & Other Miscellaneous	\$19	74	\$22	39	\$11	217	\$35	19	\$7	26
Lodging	\$78	62	\$76	32	\$54	172	\$225	15	\$74	22

Region 2 - Middle Atlantic

	Trail		Bicycle		Camp		Snow		Paddle	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Food & Drink	\$55	64	\$69	17	\$78	195	\$83	32	\$87	32
Transportation	\$74	64	\$50	17	\$77	195	\$64	32	\$46	32
Recreation, Entertainment & Activities	\$19	64	\$53	17	\$31	195	\$81	32	\$44	32
Souvenirs, Gifts & Other Miscellaneous	\$11	63	\$25	17	\$17	195	\$14	32	\$8	32
Lodging	\$79	54	\$76	12	\$45	149	\$165	24	\$73	24

Region 3 - East North Central

	Trail		Bicycle		Camp		Snow		Paddle	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Food & Drink	\$53	61	\$53	31	\$83	238	\$74	31	\$87	33
Transportation	\$51	61	\$39	31	\$80	238	\$49	31	\$52	33
Recreation, Entertainment & Activities	\$12	61	\$37	31	\$40	238	\$76	31	\$45	33
Souvenirs, Gifts & Other Miscellaneous	\$6	58	\$13	31	\$16	238	\$6	31	\$18	33
Lodging	\$55	50	\$72	25	\$56	188	\$166	25	\$66	27

Region 4 - West North Central

	Trail		Bicycle		Camp		Snow		Paddle	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Food & Drink	\$60	107	\$42	30	\$73	241	\$73	27	\$79	44
Transportation	\$50	107	\$38	30	\$66	241	\$95	27	\$43	44
Recreation, Entertainment & Activities	\$14	107	\$11	30	\$29	241	\$76	27	\$26	44
Souvenirs, Gifts & Other Miscellaneous	\$11	99	\$5	30	\$15	241	\$11	27	\$18	44
Lodging	\$37	88	\$20	24	\$56	189	\$187	23	\$34	33

Region 5 - South Atlantic

	Trail		Bicycle		Camp		Snow		Paddle	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Food & Drink	\$64	100	\$84	41	\$99	264	\$117	64	\$79	57
Transportation	\$99	100	\$73	41	\$102	264	\$65	64	\$65	57
Recreation, Entertainment & Activities	\$34	100	\$60	41	\$56	264	\$75	64	\$42	57
Souvenirs, Gifts & Other Miscellaneous	\$23	99	\$26	41	\$24	264	\$21	64	\$10	57
Lodging	\$76	79	\$92	30	\$75	202	\$255	54	\$80	46

Region 6 - East South Central

	Trail		Bicycle		Camp		Snow		Paddle	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Food & Drink	\$46	31	\$75	11	\$95	101	\$139	11	\$83	20
Transportation	\$61	31	\$73	11	\$93	101	\$135	11	\$78	20
Recreation, Entertainment & Activities	\$12	31	\$57	11	\$46	101	\$115	11	\$45	20
Souvenirs, Gifts & Other Miscellaneous	\$4	30	\$23	11	\$20	101	\$34	11	\$18	20
Lodging	\$39	27	\$83	8	\$65	82	\$113	9	\$86	18

Region 7 - West South Central

	Trail		Bicycle		Camp		Snow		Paddle	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Food & Drink	\$74	48	\$65	15	\$77	118	\$148	16	\$71	19
Transportation	\$46	48	\$48	15	\$70	118	\$135	16	\$78	19
Recreation, Entertainment & Activities	\$22	48	\$52	15	\$26	118	\$115	16	\$45	19
Souvenirs, Gifts & Other Miscellaneous	\$23	48	\$31	15	\$12	118	\$34	16	\$18	19
Lodging	\$58	39	\$66	9	\$62	95	\$123	10	\$57	17

Region 8 - Mountain

	Trail		Bicycle		Camp		Snow		Paddle	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Food & Drink	\$87	94	\$56	36	\$91	254	\$122	54	\$76	50
Transportation	\$97	94	\$61	36	\$102	254	\$101	54	\$75	50
Recreation, Entertainment & Activities	\$31	94	\$12	36	\$46	254	\$103	54	\$39	50
Souvenirs, Gifts & Other Miscellaneous	\$23	88	\$5	36	\$20	254	\$29	54	\$6	50
Lodging	\$76	80	\$39	28	\$69	191	\$166	42	\$72	45

Region 9 - Pacific

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	Trail		Bicycle		Camp		Snow		Paddle	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Food & Drink	\$85	69	\$70	26	\$107	168	\$167	42	\$64	38
Transportation	\$97	69	\$66	26	\$90	168	\$135	42	\$63	38
Recreation, Entertainment & Activities	\$31	69	\$31	26	\$30	168	\$127	42	\$45	38
Souvenirs, Gifts & Other Miscellaneous	\$18	64	\$14	26	\$24	168	\$30	42	\$10	38
Lodging	\$58	55	\$69	17	\$36	130	\$242	35	\$65	36

National

	Trail		Bicycle		Camp		Snow		Paddle	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Food & Drink	\$68	652	\$67	246	\$90	1796	\$117	296	\$75	319
Transportation	\$75	652	\$55	246	\$87	1796	\$95	296	\$61	319
Recreation, Entertainment & Activities	\$23	652	\$39	246	\$39	1796	\$93	296	\$40	319
Souvenirs, Gifts & Other Miscellaneous	\$16	623	\$17	246	\$18	1796	\$23	296	\$12	319
Lodging	\$63	534	\$64	185	\$58	1398	\$199	237	\$67	268

II-C ANNUAL EQUIPMENT & SERVICES EXPENDITURES:

Region 1 - New England

	Trail		Bicycle		Camp		Snow		Paddle	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Apparel, Self	\$88	132	\$69	125	\$51	202	\$72	61	\$16	48
Apparel, Children	\$13	132	\$9	125	\$15	202	\$19	61	\$6	48
Equipment, Self	\$47	132	\$167	125	\$127	202	\$49	61	\$98	48
Equipment, Children	\$11	132	\$13	125	\$16	202	\$19	61	\$9	48
Accessories, Self	\$34	132	\$34	125	\$57	202	\$32	61	\$34	48
Accessories, Children	\$3	132	\$3	125	\$6	202	\$8	61	\$7	48
Services, Self	\$15	132	\$22	125	\$46	202	\$51	61	\$28	48
Services, Children	\$1	132	\$2	125	\$5	202	\$20	61	\$7	48

Region 2 - Middle Atlantic

	Trail		Bicycle		Camp		Snow		Paddle	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Apparel, Self	\$90	118	\$57	91	\$55	188	\$103	80	\$29	49
Apparel, Children	\$10	118	\$11	91	\$15	188	\$23	80	\$6	49
Equipment, Self	\$51	118	\$121	91	\$127	188	\$100	80	\$149	49
Equipment, Children	\$4	118	\$10	91	\$8	188	\$36	80	\$7	49
Accessories, Self	\$30	118	\$39	91	\$57	188	\$36	80	\$41	49
Accessories, Children	\$3	118	\$6	91	\$13	188	\$5	80	\$1	49
Services, Self	\$9	118	\$19	91	\$46	188	\$37	80	\$26	49
Services, Children	\$1	118	\$2	91	\$8	188	\$7	80	\$2	49

Region 3 - East North Central

	Trail		Bicycle		Camp		Snow		Paddle	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Apparel, Self	\$66	102	\$42	130	\$58	228	\$92	68	\$42	65
Apparel, Children	\$14	102	\$4	130	\$14	228	\$41	68	\$11	65
Equipment, Self	\$24	102	\$105	130	\$122	228	\$48	68	\$61	65
Equipment, Children	\$5	102	\$11	130	\$8	228	\$27	68	\$9	65
Accessories, Self	\$27	102	\$25	130	\$47	228	\$24	68	\$28	65
Accessories, Children	\$1	102	\$3	130	\$7	228	\$9	68	\$7	65
Services, Self	\$13	102	\$12	130	\$46	228	\$28	68	\$31	65
Services, Children	\$5	102	\$1	130	\$8	228	\$17	68	\$7	65

Region 4 - West North Central

	Trail		Bicycle		Camp		Snow		Paddle	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Apparel, Self	\$108	126	\$44	134	\$36	230	\$60	70	\$61	84
Apparel, Children	\$9	126	\$9	134	\$18	230	\$13	70	\$4	84
Equipment, Self	\$51	126	\$88	134	\$126	230	\$96	70	\$105	84
Equipment, Children	\$6	126	\$13	134	\$16	230	\$29	70	\$2	84
Accessories, Self	\$37	126	\$28	134	\$53	230	\$47	70	\$50	84
Accessories, Children	\$7	126	\$6	134	\$18	230	\$9	70	\$0	84
Services, Self	\$30	126	\$12	134	\$21	230	\$31	70	\$46	84
Services, Children	\$7	126	\$2	134	\$9	230	\$4	70	\$0	84

Region 5 - South Atlantic

	Trail		Bicycle		Camp		Snow		Paddle	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Apparel, Self	\$85	183	\$75	162	\$57	249	\$136	155	\$55	91
Apparel, Children	\$12	183	\$8	162	\$14	249	\$37	155	\$11	91
Equipment, Self	\$34	183	\$184	162	\$126	249	\$112	155	\$105	91
Equipment, Children	\$6	183	\$12	162	\$16	249	\$28	155	\$9	91
Accessories, Self	\$37	183	\$41	162	\$57	249	\$49	155	\$42	91
Accessories, Children	\$10	183	\$6	162	\$17	249	\$10	155	\$7	91
Services, Self	\$10	183	\$22	162	\$49	249	\$41	155	\$52	91
Services, Children	\$2	183	\$2	162	\$8	249	\$13	155	\$8	91

Region 6 - East South Central

	Trail		Bicycle		Camp		Snow		Paddle	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Apparel, Self	\$92	32	\$58	64	\$43	103	\$70	25	\$77	21
Apparel, Children	\$16	32	\$9	64	\$12	103	\$13	25	\$11	21
Equipment, Self	\$51	32	\$185	64	\$147	103	\$119	25	\$105	21
Equipment, Children	\$12	32	\$13	64	\$16	103	\$1	25	\$10	21
Accessories, Self	\$37	32	\$41	64	\$64	103	\$36	25	\$20	21
Accessories, Children	\$9	32	\$6	64	\$10	103	\$0	25	\$2	21
Services, Self	\$16	32	\$24	64	\$46	103	\$51	25	\$19	21
Services, Children	\$3	32	\$1	64	\$3	103	\$0	25	\$1	21

Region 7 - West South Central

	Trail		Bicycle		Camp		Snow		Paddle	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Apparel, Self	\$109	68	\$60	68	\$38	114	\$158	19	\$62	43
Apparel, Children	\$16	68	\$10	68	\$15	114	\$37	19	\$11	43
Equipment, Self	\$51	68	\$132	68	\$132	114	\$130	19	\$44	43
Equipment, Children	\$10	68	\$6	68	\$16	114	\$56	19	\$9	43
Accessories, Self	\$40	68	\$42	68	\$65	114	\$65	19	\$16	43
Accessories, Children	\$10	68	\$6	68	\$20	114	\$21	19	\$7	43
Services, Self	\$26	68	\$23	68	\$81	114	\$51	19	\$21	43
Services, Children	\$3	68	\$1	68	\$8	114	\$17	19	\$7	43

Region 8 - Mountain

	Trail		Bicycle		Camp		Snow		Paddle	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Apparel, Self	\$78	167	\$68	184	\$52	257	\$136	102	\$79	92
Apparel, Children	\$16	167	\$6	184	\$9	257	\$28	102	\$6	92
Equipment, Self	\$46	167	\$135	184	\$130	257	\$112	102	\$40	92
Equipment, Children	\$10	167	\$13	184	\$8	257	\$26	102	\$6	92
Accessories, Self	\$32	167	\$40	184	\$39	257	\$65	102	\$55	92
Accessories, Children	\$9	167	\$3	184	\$8	257	\$11	102	\$7	92
Services, Self	\$21	167	\$21	184	\$34	257	\$46	102	\$51	92
Services, Children	\$8	167	\$0	184	\$3	257	\$11	102	\$7	92

Region 9 - Pacific

	Trail		Bicycle		Camp		Snow		Paddle	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Apparel, Self	\$91	113	\$69	120	\$57	172	\$152	65	\$77	74
Apparel, Children	\$3	113	\$4	120	\$18	172	\$17	65	\$3	74
Equipment, Self	\$39	113	\$167	120	\$124	172	\$112	65	\$60	74
Equipment, Children	\$4	113	\$15	120	\$16	172	\$13	65	\$7	74
Accessories, Self	\$32	113	\$45	120	\$58	172	\$53	65	\$50	74
Accessories, Children	\$4	113	\$4	120	\$11	172	\$7	65	\$2	74
Services, Self	\$33	113	\$24	120	\$35	172	\$31	65	\$50	74
Services, Children	\$3	113	\$3	120	\$6	172	\$8	65	\$5	74

National

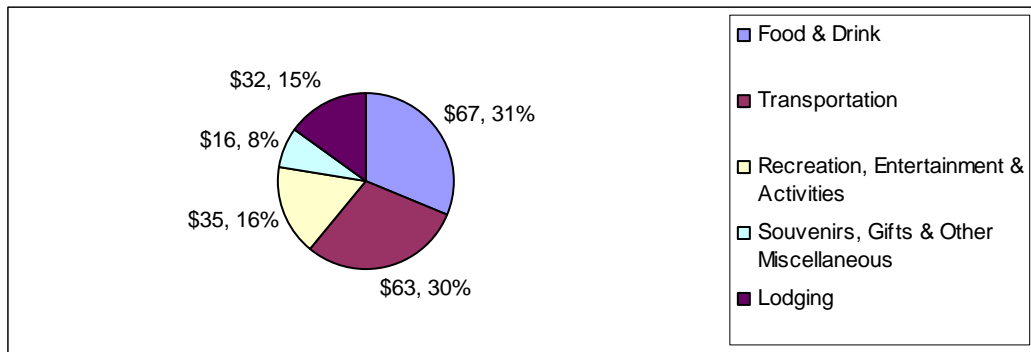
	Trail		Bicycle		Camp		Snow		Paddle	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Apparel, Self	\$88	1041	\$61	1078	\$51	1743	\$113	645	\$57	567
Apparel, Children	\$12	1041	\$7	1078	\$14	1743	\$27	645	\$7	567
Equipment, Self	\$43	1041	\$142	1078	\$128	1743	\$97	645	\$82	567
Equipment, Children	\$7	1041	\$12	1078	\$13	1743	\$26	645	\$7	567
Accessories, Self	\$34	1041	\$37	1078	\$53	1743	\$46	645	\$41	567
Accessories, Children	\$6	1041	\$5	1078	\$12	1743	\$9	645	\$4	567
Services, Self	\$19	1041	\$20	1078	\$43	1743	\$40	645	\$40	567
Services, Children	\$4	1041	\$2	1078	\$6	1743	\$11	645	\$5	567

Appendix III:

Average and Total Expenditures for Active outdoor Outdoor Recreation, by Region and for the U.S.

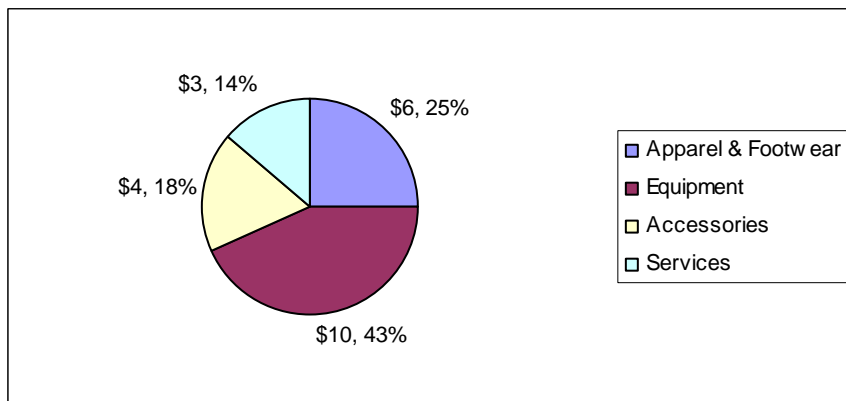
National Breakdown of Trip Expenditure by Expense Category:

**TOTAL TRIP EXPENDITURES: \$213 BILLION
(IN BILLIONS)**



National Breakdown of Equipment and Services Sales by Category:

**TOTAL EQUIPMENT AND SERVICES: \$24 BILLION
(IN BILLIONS)**



Region 1 - New England

Expenditures:

<i>Trip-Related:</i>	<u>Trail</u>	<u>Bicycle</u>	<u>Camp</u>	<u>Snow</u>	<u>Paddle</u>	<u>TOTAL:</u>
Food & Drink	\$607,600,000	\$867,200,000	\$2,390,000,000	\$974,000,000	\$156,200,000	\$4,995,100,000
Transportation	\$662,700,000	\$574,600,000	\$2,286,700,000	\$1,111,800,000	\$173,400,000	\$4,809,200,000
Recreation, Entertainment & Activities	\$218,600,000	\$545,100,000	\$909,800,000	\$855,500,000	\$155,600,000	\$2,684,500,000
Souvenirs, Gifts & Other Miscellaneous	\$244,400,000	\$240,400,000	\$390,400,000	\$270,300,000	\$33,100,000	\$1,178,600,000
<u>Lodging</u>	<u>\$331,500,000</u>	<u>\$587,200,000</u>	<u>\$669,400,000</u>	<u>\$879,600,000</u>	<u>\$112,300,000</u>	<u>\$2,580,100,000</u>
<i>Total Trip Costs =</i>	<i>\$2,064,800,000</i>	<i>\$2,814,500,000</i>	<i>\$6,646,400,000</i>	<i>\$4,091,100,000</i>	<i>\$630,600,000</i>	<i>\$16,247,400,000</i>

Equipment & Services:

Apparel	\$76,800,000	\$77,300,000	\$60,000,000	\$66,200,000	\$9,020,000	\$289,400,000
Equipment	\$54,200,000	\$188,600,000	\$168,300,000	\$52,100,000	\$55,600,000	\$518,800,000
Accessories	\$34,600,000	\$39,000,000	\$71,900,000	\$31,700,000	\$19,900,000	\$197,000,000
<u>Services</u>	<u>\$18,900,000</u>	<u>\$26,400,000</u>	<u>\$61,800,000</u>	<u>\$55,600,000</u>	<u>\$16,600,000</u>	<u>\$179,200,000</u>
<i>Total Equip. & Services =</i>	<i>\$184,400,000</i>	<i>\$331,300,000</i>	<i>\$361,900,000</i>	<i>\$205,700,000</i>	<i>\$101,100,000</i>	<i>\$1,184,300,000</i>

Tot. Expenditures =	\$2,249,200,000	\$3,145,700,000	\$7,008,400,000	\$4,296,800,000	\$731,600,000	\$17,431,700,000
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Participation:

	<u>Trail</u>	<u>Bicycle</u>	<u>Camp</u>	<u>Snow</u>	<u>Paddle</u>	<u>TOTAL:</u>
<i>Number of Participants:</i>	3,050,000	2,500,000	1,870,000	1,470,000	1,590,000	6,760,000
<i>Number of Trips:</i>						
Day Trips	21,400,000	19,700,000	14,600,000	11,900,000	6,420,000	87,400,000
Overnight	9,450,000	14,400,000	14,300,000	5,510,000	3,740,000	65,300,000
Total Trips:	30,800,000	34,100,000	28,900,000	17,400,000	10,200,000	152,700,000

Expenditures Per:

	<u>Trail</u>	<u>Bicycle</u>	<u>Camp</u>	<u>Snow</u>	<u>Paddle</u>	<u>TOTAL:</u>
Per Participant, Annually: (trip expenditures + equipment & services)	\$738	\$1,260	\$3,740	\$2,916	\$461	\$2,577

Region 2 - Middle Atlantic

Expenditures:

<i>Trip-Related:</i>	<u>Trail</u>	<u>Bicycle</u>	<u>Camp</u>	<u>Snow</u>	<u>Paddle</u>	<u>TOTAL:</u>
Food & Drink	\$989,200,000	\$913,400,000	\$3,137,700,000	\$727,700,000	\$522,600,000	\$6,290,600,000
Transportation	\$1,314,500,000	\$774,500,000	\$3,183,000,000	\$683,100,000	\$346,600,000	\$6,301,700,000
Recreation, Entertainment & Activities	\$421,700,000	\$577,400,000	\$1,268,200,000	\$760,400,000	\$356,200,000	\$3,383,900,000
Souvenirs, Gifts & Other Miscellaneous	\$411,500,000	\$315,500,000	\$703,900,000	\$174,300,000	\$73,600,000	\$1,678,900,000
<u>Lodging</u>	<u>\$655,500,000</u>	<u>\$515,700,000</u>	<u>\$988,400,000</u>	<u>\$701,800,000</u>	<u>\$291,500,000</u>	<u>\$3,152,800,000</u>
<i>Total Trip Costs =</i>	<i>\$3,792,300,000</i>	<i>\$3,096,500,000</i>	<i>\$9,281,100,000</i>	<i>\$3,047,300,000</i>	<i>\$1,590,500,000</i>	<i>\$20,807,800,000</i>

Equipment & Services:

Apparel	\$179,300,000	\$165,100,000	\$157,900,000	\$158,600,000	\$38,400,000	\$699,200,000
Equipment	\$125,300,000	\$339,400,000	\$402,100,000	\$179,600,000	\$220,600,000	\$1,267,100,000
Accessories	\$69,300,000	\$115,400,000	\$185,900,000	\$57,600,000	\$58,900,000	\$487,100,000
<u>Services</u>	<u>\$27,200,000</u>	<u>\$57,800,000</u>	<u>\$155,500,000</u>	<u>\$64,800,000</u>	<u>\$38,000,000</u>	<u>\$343,200,000</u>
<i>Total Equip. & Services =</i>	<i>\$401,100,000</i>	<i>\$677,700,000</i>	<i>\$901,400,000</i>	<i>\$460,500,000</i>	<i>\$355,800,000</i>	<i>\$2,796,600,000</i>

Tot. Expenditures =	\$4,193,400,000	\$3,774,300,000	\$10,182,500,000	\$3,507,900,000	\$1,946,300,000	\$23,604,400,000
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Participation:

	<u>Trail</u>	<u>Bicycle</u>	<u>Camp</u>	<u>Snow</u>	<u>Paddle</u>	<u>TOTAL:</u>
<i>Number of Participants:</i>	6,650,000	8,160,000	4,910,000	2,160,000	3,360,000	17,800,000
<i>Number of Trips:</i>						
Day Trips	38,700,000	54,900,000	20,800,000	8,590,000	9,130,000	145,200,000
Overnight	17,400,000	17,100,000	27,400,000	5,030,000	7,730,000	110,700,000
Total Trips:	56,100,000	72,000,000	48,200,000	13,600,000	16,900,000	255,900,000

Expenditures Per:

	<u>Trail</u>	<u>Bicycle</u>	<u>Camp</u>	<u>Snow</u>	<u>Paddle</u>	<u>TOTAL:</u>
Per Participant, Annually: (trip expenditures + equipment & services)	\$631	\$462	\$2,074	\$1,624	\$580	\$1,329

Region 3 - East North Central

Expenditures:

<i>Trip-Related:</i>	<u>Trail</u>	<u>Bicycle</u>	<u>Camp</u>	<u>Snow</u>	<u>Paddle</u>	<u>TOTAL:</u>
Food & Drink	\$659,800,000	\$3,231,100,000	\$4,887,500,000	\$370,000,000	\$579,800,000	\$9,728,200,000
Transportation	\$667,600,000	\$2,258,900,000	\$4,445,400,000	\$311,100,000	\$399,400,000	\$8,082,500,000
Recreation, Entertainment & Activities	\$222,600,000	\$1,769,800,000	\$2,269,000,000	\$537,600,000	\$393,100,000	\$5,192,100,000
Souvenirs, Gifts & Other Miscellaneous	\$90,200,000	\$693,000,000	\$1,177,400,000	\$43,800,000	\$128,800,000	\$2,133,200,000
<u>Lodging</u>	<u>\$496,200,000</u>	<u>\$3,256,400,000</u>	<u>\$1,907,300,000</u>	<u>\$409,400,000</u>	<u>\$280,300,000</u>	<u>\$6,349,600,000</u>
<i>Total Trip Costs =</i>	<i>\$2,136,500,000</i>	<i>\$11,209,200,000</i>	<i>\$14,686,700,000</i>	<i>\$1,671,800,000</i>	<i>\$1,781,400,000</i>	<i>\$31,485,600,000</i>

Equipment & Services:

Apparel	\$128,800,000	\$189,700,000	\$318,000,000	\$130,400,000	\$102,600,000	\$869,700,000
Equipment	\$58,400,000	\$500,800,000	\$750,300,000	\$79,000,000	\$169,100,000	\$1,557,600,000
Accessories	\$53,200,000	\$122,500,000	\$288,400,000	\$36,700,000	\$77,300,000	\$578,100,000
<u>Services</u>	<u>\$40,500,000</u>	<u>\$60,400,000</u>	<u>\$302,900,000</u>	<u>\$48,800,000</u>	<u>\$83,900,000</u>	<u>\$536,500,000</u>
<i>Total Equip. & Services =</i>	<i>\$280,900,000</i>	<i>\$873,400,000</i>	<i>\$1,659,700,000</i>	<i>\$294,900,000</i>	<i>\$433,000,000</i>	<i>\$3,541,900,000</i>

Tot. Expenditures =	\$2,417,400,000	\$12,082,600,000	\$16,346,400,000	\$1,966,700,000	\$2,214,400,000	\$35,027,500,000
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Participation:

<i>Number of Participants:</i>	8,120,000	11,300,000	8,690,000	2,270,000	4,610,000	21,500,000
<i>Number of Trips:</i>						
Day Trips	22,700,000	82,400,000	32,600,000	9,620,000	7,630,000	186,300,000
Overnight	26,500,000	91,700,000	38,200,000	3,780,000	6,240,000	253,000,000
Total Trips:	49,200,000	174,100,000	70,700,000	13,400,000	13,900,000	439,300,000

Expenditures Per:

Per Participant, Annually: (trip expenditures + equipment & services)	\$298	\$1,067	\$1,882	\$865	\$481	\$1,627
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Region 4 - West North Central

Expenditures:

<i>Trip-Related:</i>	<u>Trail</u>	<u>Bicycle</u>	<u>Camp</u>	<u>Snow</u>	<u>Paddle</u>	<u>TOTAL:</u>
Food & Drink	\$301,500,000	\$684,800,000	\$2,057,100,000	\$154,000,000	\$189,800,000	\$3,387,100,000
Transportation	\$293,000,000	\$640,000,000	\$2,025,200,000	\$177,900,000	\$129,400,000	\$3,265,600,000
Recreation, Entertainment & Activities	\$96,900,000	\$205,600,000	\$854,700,000	\$222,400,000	\$95,000,000	\$1,474,600,000
Souvenirs, Gifts & Other Miscellaneous	\$74,900,000	\$94,000,000	\$502,700,000	\$37,600,000	\$36,900,000	\$746,100,000
<u>Lodging</u>	<u>\$102,500,000</u>	<u>\$156,800,000</u>	<u>\$731,700,000</u>	<u>\$122,300,000</u>	<u>\$54,500,000</u>	<u>\$1,167,900,000</u>
<i>Total Trip Costs =</i>	<i>\$868,800,000</i>	<i>\$1,781,300,000</i>	<i>\$6,171,400,000</i>	<i>\$714,300,000</i>	<i>\$505,600,000</i>	<i>\$10,041,400,000</i>

Equipment & Services:

Apparel	\$87,900,000	\$72,300,000	\$86,700,000	\$53,600,000	\$40,200,000	\$340,600,000
Equipment	\$50,000,000	\$157,000,000	\$306,000,000	\$91,600,000	\$73,400,000	\$678,000,000
Accessories	\$37,700,000	\$55,300,000	\$149,300,000	\$40,800,000	\$35,100,000	\$318,100,000
<u>Services</u>	<u>\$33,100,000</u>	<u>\$25,200,000</u>	<u>\$64,400,000</u>	<u>\$27,200,000</u>	<u>\$33,100,000</u>	<u>\$183,100,000</u>
<i>Total Equip. & Services =</i>	<i>\$208,800,000</i>	<i>\$309,800,000</i>	<i>\$606,400,000</i>	<i>\$213,100,000</i>	<i>\$181,800,000</i>	<i>\$1,519,800,000</i>

Tot. Expenditures =	\$1,077,600,000	\$2,091,000,000	\$6,777,800,000	\$927,400,000	\$687,400,000	\$11,561,200,000
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Participation:

<i>Number of Participants:</i>	3,410,000	4,240,000	3,440,000	1,180,000	1,460,000	8,910,000
<i>Number of Trips:</i>						
Day Trips	14,200,000	44,500,000	17,400,000	3,560,000	3,050,000	95,600,000
Overnight	8,100,000	15,200,000	15,000,000	790,000	2,870,000	59,190,000
Total Trips:	22,300,000	59,800,000	32,400,000	4,350,000	5,910,000	154,800,000

Expenditures Per:

Per Participant, Annually: (trip expenditures + equipment & services)	\$316	\$494	\$1,970	\$789	\$470	\$1,298
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Region 5 - South Atlantic

Expenditures:

<i>Trip-Related:</i>	<u>Trail</u>	<u>Bicycle</u>	<u>Camp</u>	<u>Snow</u>	<u>Paddle</u>	<u>TOTAL:</u>
Food & Drink	\$1,487,900,000	\$2,294,000,000	\$6,505,100,000	\$397,300,000	\$519,600,000	\$11,203,900,000
Transportation	\$1,878,800,000	\$2,065,600,000	\$6,151,500,000	\$343,100,000	\$488,800,000	\$10,927,700,000
Recreation, Entertainment & Activities	\$814,200,000	\$1,551,500,000	\$3,383,800,000	\$316,800,000	\$318,300,000	\$6,384,600,000
Souvenirs, Gifts & Other Miscellaneous	\$627,500,000	\$695,100,000	\$1,554,900,000	\$66,300,000	\$96,000,000	\$3,039,800,000
<u>Lodging</u>	<u>\$678,000,000</u>	<u>\$1,665,900,000</u>	<u>\$2,271,200,000</u>	<u>\$466,600,000</u>	<u>\$334,700,000</u>	<u>\$5,416,500,000</u>
<i>Total Trip Costs =</i>	<i>\$5,486,400,000</i>	<i>\$8,272,100,000</i>	<i>\$19,866,500,000</i>	<i>\$1,590,100,000</i>	<i>\$1,757,300,000</i>	<i>\$36,972,500,000</i>

Equipment & Services:

Apparel	\$229,300,000	\$310,500,000	\$232,800,000	\$194,700,000	\$111,400,000	\$1,078,700,000
Equipment	\$117,100,000	\$775,000,000	\$596,500,000	\$181,300,000	\$240,900,000	\$1,910,700,000
Accessories	\$127,700,000	\$183,500,000	\$277,600,000	\$74,300,000	\$94,200,000	\$757,300,000
<u>Services</u>	<u>\$42,600,000</u>	<u>\$100,500,000</u>	<u>\$237,700,000</u>	<u>\$67,300,000</u>	<u>\$116,300,000</u>	<u>\$564,500,000</u>
<i>Total Equip. & Services =</i>	<i>\$516,600,000</i>	<i>\$1,369,600,000</i>	<i>\$1,344,500,000</i>	<i>\$517,600,000</i>	<i>\$562,800,000</i>	<i>\$4,311,200,000</i>

Tot. Expenditures =	\$6,003,100,000	\$9,641,800,000	\$21,211,100,000	\$2,107,700,000	\$2,320,100,000	\$41,283,700,000
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Participation:

<i>Number of Participants:</i>	9,640,000	10,700,000	7,260,000	2,140,000	4,410,000	24,400,000
<i>Number of Trips:</i>						
Day Trips	59,200,000	79,400,000	47,700,000	7,060,000	12,700,000	236,300,000
Overnight	20,000,000	38,800,000	37,700,000	2,250,000	6,910,000	166,500,000
Total Trips:	79,200,000	118,200,000	85,400,000	9,320,000	19,600,000	402,800,000

Expenditures Per:

Per Participant, Annually: (trip expenditures + equipment & services)	\$623	\$900	\$2,922	\$984	\$526	\$1,690
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R6 - East South Central

Expenditures:

<i>Trip-Related:</i>	<u>Trail</u>	<u>Bicycle</u>	<u>Camp</u>	<u>Snow</u>	<u>Paddle</u>	<u>TOTAL:</u>
Food & Drink	\$340,300,000	\$782,500,000	\$1,330,100,000	\$26,300,000	\$172,800,000	\$2,651,900,000
Transportation	\$361,800,000	\$753,800,000	\$1,303,600,000	\$29,700,000	\$170,100,000	\$2,619,100,000
Recreation, Entertainment & Activities	\$101,300,000	\$569,500,000	\$711,700,000	\$35,000,000	\$131,800,000	\$1,549,400,000
Souvenirs, Gifts & Other Miscellaneous	\$44,800,000	\$239,700,000	\$324,600,000	\$8,530,000	\$39,100,000	\$656,800,000
<u>Lodging</u>	<u>\$154,700,000</u>	<u>\$738,700,000</u>	<u>\$452,300,000</u>	<u>\$10,900,000</u>	<u>\$102,500,000</u>	<u>\$1,459,200,000</u>
<i>Total Trip Costs =</i>	<i>\$1,002,900,000</i>	<i>\$3,084,300,000</i>	<i>\$4,122,300,000</i>	<i>\$110,488,470</i>	<i>\$616,300,000</i>	<i>\$8,936,400,000</i>

Equipment & Services:

Apparel	\$53,200,000	\$41,600,000	\$37,800,000	\$11,500,000	\$33,400,000	\$177,500,000
Equipment	\$39,000,000	\$128,800,000	\$144,200,000	\$20,200,000	\$52,500,000	\$384,800,000
Accessories	\$27,000,000	\$30,500,000	\$62,400,000	\$5,820,000	\$9,990,000	\$135,700,000
<u>Services</u>	<u>\$13,800,000</u>	<u>\$17,600,000</u>	<u>\$45,300,000</u>	<u>\$8,680,000</u>	<u>\$9,130,000</u>	<u>\$94,500,000</u>
<i>Total Equip. & Services =</i>	<i>\$132,900,000</i>	<i>\$218,500,000</i>	<i>\$289,800,000</i>	<i>\$46,200,000</i>	<i>\$105,000,000</i>	<i>\$792,500,000</i>

Tot. Expenditures =	\$1,135,900,000	\$3,302,800,000	\$4,412,200,000	\$156,700,000	\$721,300,000	\$9,728,900,000
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Participation:

<i>Number of Participants:</i>	1,750,000	1,590,000	1,370,000	220,000	700,000	4,000,000
 <i>Number of Trips:</i>						
Day Trips	12,100,000	10,500,000	8,710,000	470,000	2,660,000	39,200,000
Overnight	8,202,873	17,372,781	8,003,767	115,332	1,457,885	54,100,000
Total Trips:	20,300,000	27,900,000	16,700,000	580,000	4,120,000	93,300,000

Expenditures Per:

Per Participant, Annually: (trip expenditures + equipment & services)	\$650	\$2,074	\$3,211	\$700	\$1,027	\$2,430
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Region 7 - West South Central

Expenditures:

<i>Trip-Related:</i>	<u>Trail</u>	<u>Bicycle</u>	<u>Camp</u>	<u>Snow</u>	<u>Paddle</u>	<u>TOTAL:</u>
Food & Drink	\$584,900,000	\$1,129,200,000	\$3,269,700,000	\$0	\$199,800,000	\$5,183,700,000
Transportation	\$520,900,000	\$1,045,700,000	\$3,067,600,000	\$0	\$193,700,000	\$4,827,900,000
Recreation, Entertainment & Activities	\$266,900,000	\$736,900,000	\$1,459,900,000	\$0	\$164,600,000	\$2,628,300,000
Souvenirs, Gifts & Other Miscellaneous	\$223,900,000	\$486,100,000	\$694,900,000	\$0	\$53,200,000	\$1,458,100,000
<u>Lodging</u>	<u>\$195,100,000</u>	<u>\$543,100,000</u>	<u>\$962,100,000</u>	<u>\$0</u>	<u>\$100,500,000</u>	<u>\$1,800,800,000</u>
<i>Total Trip Costs =</i>	<i>\$1,791,600,000</i>	<i>\$3,941,100,000</i>	<i>\$9,454,200,000</i>	<i>\$0</i>	<i>\$711,800,000</i>	<i>\$15,898,700,000</i>

Equipment & Services:

Apparel	\$206,700,000	\$132,600,000	\$107,800,000	\$49,600,000	\$67,000,000	\$563,700,000
Equipment	\$115,700,000	\$316,100,000	\$403,400,000	\$45,000,000	\$51,800,000	\$932,000,000
Accessories	\$92,900,000	\$111,900,000	\$222,000,000	\$20,700,000	\$21,400,000	\$468,800,000
<u>Services</u>	<u>\$58,600,000</u>	<u>\$60,800,000</u>	<u>\$263,100,000</u>	<u>\$16,500,000</u>	<u>\$27,700,000</u>	<u>\$426,600,000</u>
<i>Total Equip. & Services =</i>	<i>\$473,900,000</i>	<i>\$621,400,000</i>	<i>\$996,300,000</i>	<i>\$131,700,000</i>	<i>\$167,900,000</i>	<i>\$2,391,100,000</i>

Tot. Expenditures =	\$2,265,500,000	\$4,562,500,000	\$10,450,500,000	\$131,700,000	\$879,600,000	\$18,289,800,000
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Participation:

<i>Number of Participants:</i>	5,250,000	6,490,000	4,200,000	780,000	1,640,000	13,800,000
<i>Number of Trips:</i>						
Day Trips	18,900,000	65,700,000	26,300,000	0	3,200,000	133,300,000
Overnight	66,200,000	17,000,000	17,100,000	0	2,400,000	66,600,000
Total Trips:	25,600,000	82,700,000	43,400,000	0	5,620,000	199,900,000

Expenditures Per:

Per Participant, Annually: (trip expenditures + equipment & services)	\$432	\$703	\$2,486	\$170	\$537	\$1,325
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Region 8 - Mountain

Expenditures:

<i>Trip-Related:</i>	<u>Trail</u>	<u>Bicycle</u>	<u>Camp</u>	<u>Snow</u>	<u>Paddle</u>	<u>TOTAL:</u>
Food & Drink	\$1,821,500,000	\$1,258,400,000	\$4,363,400,000	\$1,682,000,000	\$242,700,000	\$9,368,000,000
Transportation	\$2,068,900,000	\$1,375,500,000	\$4,429,700,000	\$1,411,600,000	\$239,300,000	\$9,525,100,000
Recreation, Entertainment & Activities	\$740,500,000	\$331,600,000	\$2,395,800,000	\$1,508,800,000	\$184,300,000	\$5,161,000,000
Souvenirs, Gifts & Other Miscellaneous	\$574,500,000	\$129,900,000	\$1,028,000,000	\$365,400,000	\$24,600,000	\$2,122,400,000
<u>Lodging</u>	<u>\$1,102,100,000</u>	<u>\$619,800,000</u>	<u>\$1,775,000,000</u>	<u>\$1,533,500,000</u>	<u>\$169,200,000</u>	<u>\$5,199,500,000</u>
<i>Total Trip Costs =</i>	<i>\$6,307,400,000</i>	<i>\$3,715,200,000</i>	<i>\$13,991,800,000</i>	<i>\$6,501,300,000</i>	<i>\$860,200,000</i>	<i>\$31,376,000,000</i>

Equipment & Services:

Apparel	\$140,900,000	\$98,100,000	\$154,500,000	\$181,900,000	\$56,800,000	\$632,300,000
Equipment	\$98,100,000	\$223,600,000	\$437,600,000	\$159,800,000	\$32,400,000	\$951,500,000
Accessories	\$70,800,000	\$70,200,000	\$147,300,000	\$84,900,000	\$43,700,000	\$416,900,000
<u>Services</u>	<u>\$51,300,000</u>	<u>\$37,000,000</u>	<u>\$124,700,000</u>	<u>\$63,000,000</u>	<u>\$42,300,000</u>	<u>\$318,400,000</u>
<i>Total Equip. & Services =</i>	<i>\$361,100,000</i>	<i>\$429,000,000</i>	<i>\$864,100,000</i>	<i>\$489,700,000</i>	<i>\$175,200,000</i>	<i>\$2,319,100,000</i>

Tot. Expenditures =	\$6,668,500,000	\$4,144,200,000	\$14,856,000,000	\$6,991,000,000	\$1,035,400,000	\$33,695,000,000
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Participation:

<i>Number of Participants:</i>	5,430,000	4,080,000	4,930,000	1,860,000	1,590,000	9,890,000
<i>Number of Trips:</i>						
Day Trips	40,000,000	51,100,000	26,900,000	15,800,000	4,530,000	157,600,000
Overnight	33,300,000	30,900,000	29,700,000	11,800,000	4,190,000	155,000,000
Total Trips:	73,300,000	82,000,000	56,600,000	27,500,000	8,720,000	312,500,000

Expenditures Per:

Per Participant, Annually: (trip expenditures + equipment & services)	\$1,227	\$1,016	\$3,011	\$3,763	\$653	\$3,409
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Region 9 - Pacific

Expenditures:

<i>Trip-Related:</i>	<u>Trail</u>	<u>Bicycle</u>	<u>Camp</u>	<u>Snow</u>	<u>Paddle</u>	<u>TOTAL:</u>
Food & Drink	\$2,222,900,000	\$2,925,300,000	\$6,091,300,000	\$1,546,200,000	\$944,200,000	\$13,729,800,000
Transportation	\$2,295,300,000	\$2,327,600,000	\$5,733,700,000	\$1,372,900,000	\$870,000,000	\$12,599,400,000
Recreation, Entertainment & Activities	\$1,028,500,000	\$1,521,000,000	\$2,070,900,000	\$1,368,400,000	\$1,007,300,000	\$6,996,100,000
Souvenirs, Gifts & Other Miscellaneous	\$564,600,000	\$626,100,000	\$1,419,900,000	\$396,200,000	\$220,900,000	\$3,227,700,000
<u>Lodging</u>	<u>\$614,600,000</u>	<u>\$1,623,500,000</u>	<u>\$1,077,600,000</u>	<u>\$1,002,000,000</u>	<u>\$282,500,000</u>	<u>\$4,600,200,000</u>
<i>Total Trip Costs =</i>	<i>\$6,725,900,000</i>	<i>\$9,023,500,000</i>	<i>\$16,393,500,000</i>	<i>\$5,685,600,000</i>	<i>\$3,324,900,000</i>	<i>\$41,153,300,000</i>

Equipment & Services:

Apparel	\$324,600,000	\$280,200,000	\$307,700,000	\$326,000,000	\$177,000,000	\$1,415,600,000
Equipment	\$168,100,000	\$772,500,000	\$742,000,000	\$255,100,000	\$153,200,000	\$2,091,600,000
Accessories	\$141,000,000	\$219,200,000	\$373,500,000	\$112,900,000	\$125,400,000	\$972,000,000
<u>Services</u>	<u>\$145,500,000</u>	<u>\$127,200,000</u>	<u>\$229,000,000</u>	<u>\$71,200,000</u>	<u>\$129,700,000</u>	<u>\$702,600,000</u>
<i>Total Equip. & Services =</i>	<i>\$779,900,000</i>	<i>\$1,399,200,000</i>	<i>\$1,652,200,000</i>	<i>\$765,200,000</i>	<i>\$585,300,000</i>	<i>\$5,181,800,000</i>

Tot. Expenditures =	\$7,505,800,000	\$10,422,700,000	\$18,045,700,000	\$6,450,800,000	\$3,910,200,000	\$46,335,200,000
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Participation:

<i>Number of Participants:</i>	12,500,000	10,300,000	8,480,000	3,510,000	4,250,000	23,900,000
<i>Number of Trips:</i>						
Day Trips	77,700,000	119,700,000	47,500,000	22,135,594	28,230,723	318,597,302
Overnight	24,700,000	40,800,000	34,400,000	6,025,333	6,340,162	175,674,153
Total Trips:	102,400,000	160,600,000	81,900,000	28,200,000	34,600,000	494,300,000

Expenditures Per:

Per Participant, Annually: (trip expenditures + equipment & services)	\$599	\$1,011	\$2,128	\$1,840	\$921	\$1,943
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United States (all regions combined)

Expenditures:

<i>Trip-Related:</i>	<u>Trail</u>	<u>Bicycle</u>	<u>Camp</u>	<u>Snow</u>	<u>Paddle</u>	<u>TOTAL:</u>
Food & Drink	\$9,015,500,000	\$14,085,900,000	\$34,031,900,000	\$5,877,400,000	\$3,527,500,000	\$66,538,300,000
Transportation	\$10,063,400,000	\$11,816,200,000	\$32,626,500,000	\$5,441,300,000	\$3,010,700,000	\$62,958,100,000
Recreation, Entertainment & Activities	\$3,911,200,000	\$7,808,500,000	\$15,323,800,000	\$5,604,900,000	\$2,806,100,000	\$35,454,500,000
Souvenirs, Gifts & Other						
Miscellaneous	\$2,856,300,000	\$3,520,000,000	\$7,796,700,000	\$1,362,300,000	\$706,200,000	\$16,241,500,000
<u>Lodging</u>	<u>\$4,330,300,000</u>	<u>\$9,707,100,000</u>	<u>\$10,835,100,000</u>	<u>\$5,126,100,000</u>	<u>\$1,728,000,000</u>	<u>\$31,726,600,000</u>
<i>Total Trip Costs =</i>	<i>\$30,176,700,000</i>	<i>\$46,937,700,000</i>	<i>\$100,614,000,000</i>	<i>\$23,412,000,000</i>	<i>\$11,778,600,000</i>	<i>\$212,919,000,000</i>
	0	0	0	0	0	0
 <i>Equipment & Services:</i>						
Apparel	\$1,427,500,000	\$1,367,600,000	\$1,463,200,000	\$1,172,500,000	\$635,800,000	\$6,066,600,000
Equipment	\$826,700,000	\$3,401,900,000	\$3,950,400,000	\$1,063,600,000	\$1,049,400,000	\$10,292,000,000
Accessories	\$654,000,000	\$947,500,000	\$1,778,400,000	\$465,400,000	\$485,900,000	\$4,331,100,000
<u>Services</u>	<u>\$431,500,000</u>	<u>\$512,900,000</u>	<u>\$1,484,300,000</u>	<u>\$423,100,000</u>	<u>\$496,700,000</u>	<u>\$3,348,600,000</u>
<i>Total Equip. & Services =</i>	<i>\$3,339,600,000</i>	<i>\$6,229,900,000</i>	<i>\$8,676,300,000</i>	<i>\$3,124,700,000</i>	<i>\$2,667,800,000</i>	<i>\$24,038,300,000</i>
	0	0	0	0	0	0
Tot. Expenditures =	\$33,516,300,000	\$53,167,600,000	\$109,290,300,000	\$26,536,700,000	\$14,446,400,000	\$236,957,300,000
	0	0	0	0	0	0

Participation:

<i>Number of Participants:</i>	55,800,000	59,400,000	45,200,000	15,600,000	23,600,000	130,925,653
 <i>Number of Trips:</i>						
Day Trips	302,500,000	527,500,000	240,400,000	78,500,000	77,700,000	1,399,526,327
Overnight	156,600,000	296,300,000	220,500,000	35,100,000	47,400,000	1,106,068,672
Total Trips:	459,100,000	823,800,000	460,900,000	113,700,000	125,100,000	2,505,600,000

Expenditures Per:

Per Participant, Annually: (trip expenditures + equipment & services)	\$600	\$895	\$2,420	\$1,702	\$612	\$1,810
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Appendix IV:

Survey Statistics

II –A: Trip Expenditures

(Adults 18 years +, sample size = 4,679)

	Mean	N	Standard Deviation	Standard Error	95%CI:Lower Limit	95% C.I. Upper Limit	Margin of Error
DAYTRIPS							
BikeFoodDay	21	1378	52.44	1.412661386	18.23	23.77	13.2%
BikeTransDay	20	1378	54.36	1.464383542	17.13	22.87	14.4%
BikeActivitiesDay	11	1378	40.08	1.079700007	8.88	13.12	19.2%
BikeOtherDay	6	1378	34.39	0.926419242	4.18	7.82	30.3%
CampFoodDay	88	1021	109.27	3.419700501	81.30	94.70	7.6%
CampTransDay	74	1021	101.52	3.177157453	67.77	80.23	8.4%
CampActivitiesDay	45	1021	75.96	2.377234832	40.34	49.66	10.4%
CampOtherDay	20	1021	52.24	1.634896625	16.80	23.20	16.0%
SnowFoodDay	47	770	79.55	2.866783006	41.38	52.62	12.0%
SnowTransDay	47	770	86.44	3.115081371	40.89	53.11	13.0%
SnowActivitiesDay	56	770	88.75	3.198327993	49.73	62.27	11.2%
SnowOtherDay	17	770	63.06	2.272524656	12.55	21.45	26.2%
TrailFoodDay	33	1656	71.89	1.766600371	29.54	36.46	10.5%
TrailTransDay	38	1656	77.95	1.915516747	34.25	41.75	9.9%
TrailActivitiesDay	19	1656	66.4	1.631690981	15.80	22.20	16.8%
TrailOtherDay	15	1656	61.93	1.521846724	12.02	17.98	19.9%
WaterFoodDay	34	829	72.44	2.515945194	29.07	38.93	14.5%
WaterTransDay	35	829	74.79	2.597564067	29.91	40.09	14.5%
WaterActivitiesDay	36	829	78.64	2.731280094	30.65	41.35	14.9%
WaterOtherDay	9	829	36.15	1.255541396	6.54	11.46	27.3%
OVERNIGHT TRIPS							
BikeFoodOvernight	75	252	131.78	8.301359709	58.73	91.27	21.7%
BikeTransOvernight	73	252	117.04	7.372826987	58.55	87.45	19.8%

BikeActivitiesOvernight	57	252	226.35	14.25870974	29.05	84.95	49.0%
BikeOtherOvernight	26	252	94.65	5.962389562	14.31	37.69	44.9%
BikeLodgingOvernight	76	191	186.34	13.4830892	49.57	102.43	34.8%
CampFoodOvernight	95	1873	167.96	3.880940436	87.39	102.61	8.0%
CampTransOvernight	93	1873	210.19	4.856721066	83.48	102.52	10.2%
CampActivitiesOvernight	46	1873	133.95	3.095093899	39.93	52.07	13.2%
CampOtherOvernight	20	1873	72.99	1.686531569	16.69	23.31	16.5%
CampLodgingOvernight	65	1454	185.78	4.872106301	55.45	74.55	14.7%
SnowFoodOvernight	139	299	181.4	10.49063287	118.44	159.56	14.8%
SnowTransOvernight	135	299	267.34	15.46067139	104.70	165.30	22.4%
SnowActivitiesOvernight	115	299	167.87	9.708172763	95.97	134.03	16.5%
SnowOtherOvernight	34	299	85.91	4.968303581	24.26	43.74	28.6%
SnowLodgingOvernight	225	240	416.81	26.90496981	172.27	277.73	23.4%
TrailFoodOvernight	85	678	185.58	7.127156963	71.03	98.97	16.4%
TrailTransOvernight	97	678	230.48	8.851531074	79.65	114.35	17.9%
TrailActivitiesOvernight	31	678	94.03	3.611200394	23.92	38.08	22.8%
TrailOtherOvernight	23	678	71.53	2.7470931	17.62	28.38	23.4%
TrailLodgingOvernight	76	558	199.8	8.458208458	59.42	92.58	21.8%
WaterFoodOvernight	83	325	139.64	7.74583354	67.82	98.18	18.3%
WaterTransOvernight	78	325	152.28	8.446974588	61.44	94.56	21.2%
WaterActivitiesOvernight	45	325	80.43	4.461453678	36.26	53.74	19.4%
WaterOtherOvernight	18	325	93.51	5.187001535	7.83	28.17	56.5%
WaterLodgingOvernight	73	273	163.54	9.897891069	53.60	92.40	26.6%

II-B: Equipment & Services Expenditures

	Mean	N	Standard Deviation	Standard Error	95%CI: Lower Limit	95%CI: Upper Limit	Margin of Error	Margin of Error - Percentage
Bike Apparel, Self	69	1098	150.7042923	4.548041844	60.44	78.27	8.91	0.13
Bike Apparel, Child	9	1098	55.74764489	1.682384873	5.47	12.06	3.30	0.38
Bike Equip., Self	167	1098	485.5347283	14.65274962	137.93	195.37	28.72	0.17
Bike Equip, Child	13	1098	49.4404126	1.492041547	9.77	15.62	2.92	0.23
Bike Access.,Self	40	1098	90.276577	2.724419083	35.00	45.68	5.34	0.13
Bike Access,Child	6	1098	32.17979748	0.971140657	3.89	7.69	1.90	0.33
Bike Services, Self	24	1098	81.05495627	2.446123646	19.48	29.07	4.79	0.20
Bike Services,Child	2	1098	14.38025428	0.433975683	1.49	3.20	0.85	0.36
Camp Apparel, Self	51	1821	121.5639664	2.848720816	45.76	56.93	5.58	0.11
Camp Apparel, Child	15	1821	47.70396925	1.117891216	12.67	17.05	2.19	0.15
Camp Equip., Self	127	1821	305.1886948	7.151768844	113.47	141.51	14.02	0.11
Camp Equip, Child	16	1821	64.40500685	1.50926207	12.59	18.51	2.96	0.19
Camp Access.,Self	57	1821	154.5636269	3.62203237	49.66	63.86	7.10	0.13
Camp Access,Child	17	1821	108.8922414	2.551772569	11.52	21.52	5.00	0.30
Camp Services, Self	46	1821	175.1565543	4.104605476	38.07	54.16	8.05	0.17
Camp Services,Child	8	1821	38.72577032	0.907496779	5.94	9.49	1.78	0.23
Snow Apparel, Self	136	665	251.8033412	9.76451475	116.74	155.02	19.14	0.14
Snow Apparel, Child	37	665	177.4449551	6.881020219	24.00	50.97	13.49	0.36
Snow Equip., Self	112	665	266.5453062	10.33618363	92.16	132.68	20.26	0.18
Snow Equip, Child	56	665	448.8958295	17.40743363	21.98	90.22	34.12	0.61
Snow Access, Self	65	665	195.0205641	7.562573103	50.54	80.19	14.82	0.23
Snow Access,Child	21	665	133.0704778	5.160251797	11.01	31.24	10.11	0.48
Snow Services, Self	51	665	121.3763645	4.706773531	41.44	59.89	9.23	0.18
Snow Services,Child	17	665	83.28653435	3.229713273	10.77	23.43	6.33	0.37
Trail Apparel, Self	92	1076	139.3073907	4.246860758	83.31	99.96	8.32	0.09
Trail Apparel, Child	16	1076	63.12176382	1.924300932	12.08	19.63	3.77	0.24
Trail Equip., Self	51	1076	156.45438	4.769595955	41.65	60.35	9.35	0.18
Trail Equip, Child	10	1076	51.63834519	1.574222737	6.64	12.81	3.09	0.32
Trail Access.,Self	37	1076	83.93364548	2.558762342	31.77	41.80	5.02	0.14
Trail Access,Child	9	1076	50.55066394	1.541064188	6.06	12.10	3.02	0.33
Trail Services, Self	33	1076	146.8824212	4.477789639	23.74	41.30	8.78	0.27
Trail Services,Child	8	1076	51.17506496	1.56009939	4.70	10.82	3.06	0.39
Water Apparel, Self	77	578	278.7504475	11.5944901	54.69	100.14	22.73	0.29
Water Apparel, Child	11	578	54.80423316	2.279555583	6.35	15.28	4.47	0.41
Water Equip., Self	105	578	444.2116283	18.47676792	68.82	141.25	36.21	0.34
Water Equip, Child	9	578	54.75778067	2.277623414	4.84	13.77	4.46	0.48
Water Access.,Self	50	578	190.730483	7.93334223	34.79	65.89	15.55	0.31
Water Access,Child	7	578	38.56683234	1.604168746	3.37	9.66	3.14	0.48
Water Services, Self	46	578	169.446015	7.048025075	32.11	59.74	13.81	0.30
Water Services,Child	7	578	26.48226453	1.10151699	4.75	9.07	2.16	0.31

Appendix IV:
Survey Questionnaire

HARRIS INTERACTIVE
Rochester, NY 14623

SURVEY TITLE (CLIENT NAME) OIF: Economic Impact Study

TITLE FOR INITIAL SURVEY PAGE: Outdoor Activities

SUBJECTS FOR QUESTIONNAIRE

SECTION 400: SAMPLE PRELOAD AND SCREENING QUESTIONS

SECTION 500: EQUIPMENT SPENDING

SECTION 600: TRIP INFO AND SPENDING

SECTION 700: SOFT EXIT QUESTIONS

SECTION 800: WEBOGRAPHIC QUESTIONS

SECTION 100: DEMOGRAPHICS

Information for Online Surveys

Harris Interactive-approved Soft Exit Items:	Q700
Number of Response Equivalents (REs):	145
Estimated Survey Duration:	18 MINUTES
Survey Template:	HI CORPORATE
TTT Code (Q23):	059999
HIpoints Identifying Phrase:	Outdoor Activities
Demographics Template:	PRELOAD

SCREENING SECTION

BASE: ALL RESPONDENTS

Q101 [GENDER/YEAR OF BIRTH QUESTION PLACEMENT (Q102/Q104)]

[PROGRAMMER NOTE: GET CODE 1.]

[PROGRAMMER NOTE: INSERT THE FOLLOWING CUSTOM INTRO INTO Q102 “Thank you for agreeing to participate in this survey! We are conducting a study about people’s behavior and opinions on the activities in which they participate. Our first few questions are for classification purposes and they enable us to select the questions to ask you later in the survey. They will also help us properly analyze responses to this survey. Please be assured that all of your responses will be kept strictly confidential and will only be looked at in the aggregate, together with other responses.

Thank you again for participating – we really appreciate your perspective. “]

- 1 PRESENT GENDER/YOB AS FIRST ITEMS
- 2 PRESENT GENDER/YOB FOLLOWING SCREENER ITEMS
- 3 PRESENT GENDER/YOB IN DEMOGRAPHIC SECTION

BASE: ALL RESPONDENTS

Q109 [HIDDEN QUESTION FOR COUNTRY OF RESIDENCE POSITION.]

[PROGRAMMER NOTE: GET CODE 1.]

- 1 PRESENT COUNTRY OF RESIDENCE QUESTION BEFORE DEMO SECTION (Q110/Q166)
- 2 PRESENT COUNTRY OF RESIDENCE QUESTION IN NORMAL POSITION OF DEMOGRAPHIC SECTION (Q110/Q166)

[PN: IF US RESIDENT AS Q110/244 ASK Q400; JUMP OTHERS TO Q425]

BASE: U.S. RESIDENT (Q110/244)

Q400 In which state do you currently reside?

[DROP DOWN MENU]

[PN IF RESPONDENT IS 18+ (105/18+) AND U.S. RESIDENT (Q110/244) ASK Q405; JUMP OTHERS TO Q425]

BASE: 18+ (105/18+) AND U.S. RESIDENT (Q110/244)

Q405 Which activities have you personally participated in within the [past year](#)? Please select [all](#) that apply.

[MULTIPLE RESPONSE]

[RANDOMIZE GROUPS AND CODES WITHIN GROUPS; ALWAYS GROUP 9,10 AND 16,17]

Trail

- 1 Trail running (running on an unpaved trail)
- 2 Day hiking on an unpaved trail
- 3 Backpacking
- 4 Climbing ice or natural rock

Bicycling

- 5 Bicycling on a paved road for exercise, competitively or just for fun
- 6 Bicycling off road (including dirt roads, trails, etc.)

- Camping**
 7 Camping in an RV at a campsite, in a tent, or rustic lodge
- Snow Sports**
 8 Cross-Country/Nordic Skiing
 9 Downhill skiing
 10 Telemark skiing (skiing downhill with telemark bindings that allow a free-heel skiing experience)
 11 Snowboarding
 12 Snowshoeing
- Water Sports**
 13 Kayaking – Recreational/Sea/Whitewater
 14 Rafting
 15 Canoeing
 16 Outdoor swimming (excluding swimming in an outdoor swimming pool)
 17 Outdoor pool swimming
 97 None of these [ANCHOR, E]

[PN: IF HAVE PARTICIPATED IN AT LEAST 1 ACTIVITY (Q405/1-17) ASK Q410; JUMP OTHERS TO Q425]

BASE: BASE: 18+ (105/18+) AND U.S. RESIDENT (Q110/244) AND HAVE PARTICIPATED IN AT LEAST 1 ACTIVITY (Q405/1-17)

Q410 Of the activities you have personally participated in within the past year, which activities have you [spent money on in the past year](#)? This should include money spent on apparel, footwear, equipment, accessories, or services related to the activity. Please select [all](#) that apply.

[MULTIPLE RESPONSE]

[PN: KEEP ONLY CODES SELECTED AT Q405 AND KEEP IN THE SAME ORDER AND ALWAYS GET CODE 97]

- Trail**
 1 Trail running (running on an unpaved trail)
 2 Day hiking on an unpaved trail
 3 Backpacking
 4 Climbing ice or natural rock
- Bicycling**
 5 Bicycling on a paved road for exercise, competitively or just for fun
 6 Bicycling off road (including dirt roads, trails, etc.)
- Camping**
 7 Camping in an RV at a campsite or in a tent, or rustic lodge
- Snow Sports**
 8 Cross-Country/Nordic Skiing
 9 Downhill skiing
 10 Telemark skiing (skiing downhill with telemark bindings that allow a free-heel skiing experience)
 11 Snowboarding
 12 Snowshoeing
- Water Sports**
 13 Kayaking – Recreational/Sea/Whitewater
 14 Rafting
 15 Canoeing
 16 Outdoor swimming (excluding swimming in an outdoor swimming pool)
 17 Outdoor pool swimming
 97 None of these [ANCHOR, E]

BASE: BASE: 18+ (105/18+) AND U.S. RESIDENT (Q110/244) AND HAVE PARTICIPATED IN AT LEAST 1 ACTIVITY (Q405/1-17)

Q415 Of the activities you have personally participated in within the past year, for which activities have any children under the age of 18 in your household also participated? Please select **all** that apply.

[MULTIPLE RESPONSE]

[PN: KEEP ONLY CODES SELECTED AT Q405 AND KEEP IN THE SAME ORDER AND ALWAYS GET CODE 97]

- Trail**
- 1 Trail running (running on an unpaved trail)
- 2 Day hiking on an unpaved trail
- 3 Backpacking
- 4 Climbing ice or natural rock
- Bicycling**
- 5 Bicycling on a paved road for exercise, competitively or just for fun
- 6 Bicycling off road (including dirt roads, trails, etc.)
- Camping**
- 7 Camping in an RV at a campsite, in a tent, or rustic lodge
- Snow Sports**
- 8 Cross-Country/Nordic Skiing
- 9 Downhill skiing
- 10 Telemark skiing (skiing downhill with telemark bindings that allow a free-heel skiing experience)
- 11 Snowboarding
- 12 Snowshoeing
- Water Sports**
- 13 Kayaking – Recreational/Sea/Whitewater
- 14 Rafting
- 15 Canoeing
- 16 Outdoor swimming (excluding swimming in an outdoor swimming pool)
- 17 Outdoor pool swimming
- 97 None of these [ANCHOR, E]

BASE: BASE: 18+ (105/18+) AND U.S. RESIDENT (Q110/244) AND HAVE PARTICIPATED IN AT LEAST 1 ACTIVITY (Q405/1-17)

Q420 HIDDEN QUESTION

[PN: ASSIGN RESPONDENTS TO ACTIVITIES BASED ON Q410. IF AN INDIVIDUAL QUALIFIES FOR MORE THAN 3 ACTIVITIES, SELECT 3 ACTIVITIES WITH THE LEAST NUMBER OF RESPONDENTS.]

- 1 Trail running (running on an unpaved trail)
- 2 Day hiking on an unpaved trail
- 3 Backpacking
- 4 Climbing ice or natural rock
- 5 Bicycling on a paved road for exercise, competitively or just for fun
- 6 Bicycling off road (including dirt roads, trails, etc.)
- 7 Camping in an RV at a campsite, in a tent, or rustic lodge
- 8 Cross-Country/Nordic Skiing
- 9 Downhill skiing

- 10 Telemark skiing (skiing downhill with telemark bindings that allow a free-heel skiing experience)
- 11 Snowboarding
- 12 Snowshoeing
- 13 Kayaking – Recreational/Sea/Whitewater
- 14 Rafting
- 15 Canoeing
- 16 Outdoor swimming (excluding swimming in an outdoor swimming pool)
- 17 Outdoor pool swimming

BASE: ALL RESPONDENTS

Q425 QUOTA QUESTION: IF

- 1. AGE 18+ (Q105/18+)
- 2. US RESIDENT (Q110/244)
- 3. HAVE SPENT MONEY ON AN ACTIVITY (Q410/1-17)

IF 1-3 ARE TRUE AND ARE FROM

ALABAMA;	GET CODE 1
ALASKA;	GET CODE 2
ARIZONA;	GET CODE 3
ARKANSAS;	GET CODE 4
CALIFORNIA;	GET CODE 5
COLORADO;	GET CODE 6
CONNECTICUT;	GET CODE 7
DELAWARE;	GET CODE 8
DISTICT OF COLUMBIA	GET CODE 20
FLORIDA;	GET CODE 9
GEORGIA;	GET CODE 10
HAWAII;	GET CODE 11
IDAHO;	GET CODE 12
ILLINOIS;	GET CODE 13
INDIANA;	GET CODE 14
IOWA;	GET CODE 15
KANSAS;	GET CODE 16
KENTUCKY;	GET CODE 17
LOUISIANA;	GET CODE 18
MAINE;	GET CODE 19
MARYLAND;	GET CODE 20
MASSACHUSETTS;	GET CODE 21
MICHIGAN;	GET CODE 22
MINNESOTA;	GET CODE 23
MISSISSIPPI;	GET CODE 24
MISSOURI;	GET CODE 25
MONTANA;	GET CODE 26
NEBRASKA;	GET CODE 27
NEVADA;	GET CODE 28
NEW HAMPSHIRE;	GET CODE 29
NEW JERSEY;	GET CODE 30
NEW MEXICO;	GET CODE 31
NEW YORK;	GET CODE 32
NORTH CAROLINA;	GET CODE 33
NORTH DAKOTA;	GET CODE 34
OHIO;	GET CODE 35

OKLAHOMA;	GET CODE 36
OREGON;	GET CODE 37
PENNSYLVANIA;	GET CODE 38
RHODE ISLAND;	GET CODE 39
SOUTH CAROLINA;	GET CODE 40
SOUTH DAKOTA;	GET CODE 41
TENNESSEE;	GET CODE 42
TEXAS;	GET CODE 43
UTAH;	GET CODE 44
VERMONT;	GET CODE 45
VIRGINIA;	GET CODE 46
WASHINGTON;	GET CODE 47
WEST VIRGINIA;	GET CODE 48
WISCONSIN;	GET CODE 49
WYOMING;	GET CODE 50
ALL OTHERS CODE AS 51	

1	Alabama	[QUOTA = 50]
2	Alaska	[QUOTA = 125]
3	Arizona	[QUOTA = 125]
4	Arkansas	[QUOTA = 50]
5	California	[QUOTA = 125]
6	Colorado	[QUOTA = 125]
7	Connecticut	[QUOTA = 50]
8	Delaware	[QUOTA = 50]
9	Florida	[QUOTA = 50]
10	Georgia	[QUOTA = 50]
11	Hawaii	[QUOTA = 50]
12	Idaho	[QUOTA = 50]
13	Illinois	[QUOTA = 50]
14	Indiana	[QUOTA = 50]
15	Iowa	[QUOTA = 50]
16	Kansas	[QUOTA = 50]
17	Kentucky	[QUOTA = 50]
18	Louisiana	[QUOTA = 125]
19	Maine	[QUOTA = 125]
20	Maryland	[QUOTA = 50]
21	Massachusetts	[QUOTA = 125]
22	Michigan	[QUOTA = 50]
23	Minnesota	[QUOTA = 50]
24	Mississippi	[QUOTA = 50]
25	Missouri	[QUOTA = 50]
26	Montana	[QUOTA = 125]
27	Nebraska	[QUOTA = 50]
28	Nevada	[QUOTA = 125]
29	New Hampshire	[QUOTA = 125]
30	New Jersey	[QUOTA = 50]
31	New Mexico	[QUOTA = 125]
32	New York	[QUOTA = 125]
33	North Carolina	[QUOTA = 125]
34	North Dakota	[QUOTA = 50]
35	Ohio	[QUOTA = 50]
36	Oklahoma	[QUOTA = 50]
37	Oregon	[QUOTA = 125]

38	Pennsylvania	[QUOTA = 50]
39	Rhode Island	[QUOTA = 50]
40	South Carolina	[QUOTA = 50]
41	South Dakota	[QUOTA = 50]
42	Tennessee	[QUOTA = 125]
43	Texas	[QUOTA = 50]
44	Utah	[QUOTA = 125]
45	Vermont	[QUOTA = 125]
46	Virginia	[QUOTA = 125]
47	Washington	[QUOTA = 125]
48	West Virginia	[QUOTA = 125]
49	Wisconsin	[QUOTA = 125]
50	Wyoming	[QUOTA = 125]
51	Not qualified	

BASE: ALL RESPONDENTS

Q430 QUOTA CHECK QUESTION (DOES NOT APPEAR ON SCREEN)

[PROGRAMMER NOTE: CHECK QUOTAS AT Q425.]

- 1 Quota cell closed
- 2 Quota cell open
- 3 Quota cell not found

BASE: ALL RESPONDENTS

Q77 [HI POINTS VALUE – DOES NOT APPEAR ON SCREEN]

[IF QUALIFIED AND QUOTA CELL OPEN/NOT FOUND (Q430/2,3 AND Q425/1-50) GET CODE 2]
 [IF NON-QUALIFIED OR QUOTA CELL CLOSED (Q430/1 OR Q425/51) GET CODE 1]

- 1 30
- 2 100

[DISABLE BACK BUTTON]

[PROGRAMMER: IF QUALIFIED AND QUOTA CELL OPEN/NOT FOUND (Q77/2) ASK Q500. ALL OTHERS JUMP TO Q700.]

SECTION 500: EQUIPMENT DOLLARS SPENT

BASE: QUALIFIED RESPONDENTS (Q77/2)

Q505 HIDDEN QUESTION

[PN: RANDOMIZE ACTIVITIES SELECTED AT Q420 AND HOLD HERE]

- 1 Trail running (running on an unpaved trail)
- 2 Day hiking on an unpaved trail
- 3 Backpacking
- 4 Climbing ice or natural rock
- 5 Bicycling on a paved road for exercise, competitively or just for fun
- 6 Bicycling off road (including dirt roads, trails, etc.)
- 7 Camping in an RV at a campsite or in a tent, or rustic lodge
- 8 Cross-Country/Nordic Skiing
- 9 Downhill skiing
- 10 Telemark skiing (skiing downhill with telemark bindings that allow a free-heel skiing experience)
- 11 Snowboarding
- 12 Snowshoeing
- 13 Kayaking – Recreational/Sea/Whitewater
- 14 Rafting
- 15 Canoeing
- 16 Outdoor swimming (excluding swimming in an outdoor swimming pool)
- 17 Outdoor pool swimming

BASE: QUALIFIED RESPONDENTS (Q77/2)

Q510 HIDDEN QUESTION

- 1 special socks, boots/shoes, hats, and jackets, etc.
- 2 backpacks, climbing gear, etc.
- 3 sunglasses, GPS & other devices, maps & books, first aid, etc.
- 4 cycling shorts, jerseys, shoes, etc.
- 5 bicycles and parts, etc.
- 6 head gear, water bottles & hydration systems, tools, sports racks, repair items & services, and eye wear etc.
- 7 jackets, thermal underwear, rain gear, head wear, and other apparel bought primarily for camping.
- 8 tents, campers, sleeping bags, stoves & lanterns, etc.
- 9 flashlights, first aid, storage containers, bear bags, tools, etc.
- 10 ski jackets, waterproof clothing and shells, bibs, vests, and other apparel purchased primarily for skiing
- 11 skis, snowboards, ski poles, snow shoes
- 12 goggles & eye wear, helmets, gloves, tuning services, waxes, boot carriers and ski bags, car racks, etc.
- 13 rain gear, bathing suits, waterproof footwear, rash guards, neoprene, etc.
- 14 canoes, kayaks, rafts, paddles and oars, etc.
- 15 dry bags and other storage, eye wear, ear plugs, car racks, rope, life preservers/PFDs, helmets, kayak skirts, water toys, trailers, swim fins, etc.

[PROGRAMMER NOTE: LOOP THROUGH Q520 - Q545 FOR EACH ACTIVITY PARTICIPATED IN AT Q505.]

[BANK Q515 AND Q520 ON THE SAME PAGE: SHOW Q515 FOR FIRST LOOP ONLY]

BASE: QUALIFIED RESPONDENTS (Q77/2)

Q515 In this section we would like to ask about your spending on each of the activities you participate in. [INSERT VARIABLE WORDING IF ANY CODES AT Q410 ARE ALSO SELECTED AT Q505 "If you have

children under 18 in your household that also participate in the activity, please include their information in the appropriate space.”]

BASE: QUALIFIED RESPONDENTS (Q77/2)

Q520 In the past year, how much have you spent on [apparel and footwear](#) for [\[INSERT ACTIVITY FROM Q505\]](#)? [VARIABLE WORDING IF CODE AT Q505 IS ALSO SELECTED AT Q410 “Please include any money spent on children under 18 in your household for this activity.”] We are interested in items bought specifically for this activity, big or small, including such things as [VARIABLE WORDING; IF Q505/1-4 GET Q510/1, IF Q505/5-6 GET Q510/4, IF Q505/7 GET 510/7, IF 505/8-12 GET 510/10, IF Q505/13-17 GET 510/13]. If you did not spend any money in the past year, please enter ‘0’.

[GET Q521 IF CODE AT Q505 IS ALSO SELECTED AT Q410]

[RANGE 0-99999]

Apparel & footwear for yourself	\$ _ _ _ _ _ .00
Q521 Apparel & footwear for children under 18 in your household	\$ _ _ _ _ _ .00

[PN: IF SPENT MONEY (Q520>0 OR Q521>0) ASK Q525; JUMP OTHERS TO Q535.
[ENABLE BACK BUTTON]

BASE: SPENT MONEY (Q520>0) OR SPENT MONEY ON KIDS (Q521>0)

Q525 Thinking about all of the money you spent on [\[INSERT ACTIVITY FROM Q505\]](#) [apparel and footwear](#) last year, approximately what percentage of your total do you think you would have spent even if you had [not](#) done any [\[INSERT ACTIVITY FROM Q505\]](#)?

[RANGE 0-100%]

[GET Q526 IF Q520>0. GET Q527 IF Q521>0]

Q526 Apparel & footwear for yourself	_ _ %
Q527 Apparel & footwear for children under 18 in your household	_ _ %

[PN: IF (% AT Q526>0%OR Q527>0%) AND MORE THAN ONE CODE SELECTED AT Q405/1-17 ASK Q530; JUMP OTHERS TO Q535]

BASE: SPENT MORE THAN 0% (Q525>0%) OR MORE THAN 0% ON KIDS (Q526>0%) AND MORE THAN ONE CODE SELECTED AT Q405/1-17

Q530 Of the remaining percentage of your purchases which you did not make specifically for [\[INSERT ACTIVITY FROM Q505\]](#), what other activities did you purchase this [apparel or footwear](#) for? Please select [all](#) that apply.

[GET CODES FROM Q405 AND ALWAYS GET CODE 18]

[IF Q526<100% DISPLAY Q531/1, IF Q527<100% DISPLAY Q531/2]

[MULTIPLE RESPONSE]

Q531

- 1 Apparel & footwear for yourself
- 2 Apparel & footwear for children under 18 in your household

- 1 Trail running (running on an unpaved trail)
- 2 Day hiking on an unpaved trail
- 3 Backpacking
- 4 Climbing ice or natural rock

- 5 Bicycling on a paved road for exercise, competitively or just for fun
- 6 Bicycling off road (including dirt roads, trails, etc.)
- 7 Camping in an RV at a campsite or in a tent, or rustic lodge
- 8 Cross-Country/Nordic Skiing
- 9 Downhill skiing
- 10 Telemark skiing (skiing downhill with telemark bindings that allow a free-heel skiing experience)
- 11 Snowboarding
- 12 Snowshoeing
- 13 Kayaking – Recreational/Sea/Whitewater
- 14 Rafting
- 15 Canoeing
- 16 Outdoor swimming (excluding swimming in an outdoor swimming pool)
- 17 Outdoor pool swimming
- 18 Some other use

BASE: QUALIFIED RESPONDENTS (Q77/2)

Q535 In the past year, how much have you spent on [INSERT ACTIVITY FROM Q505] equipment? [VARIABLE WORDING IF CODE AT Q505 IS ALSO SELECTED AT Q410 "Please include any money spent on children under 18 in your household for this activity.] We are interested in items bought specifically for this activity, big or small, including such things as [VARIABLE WORDING; IF Q505/1-4 GET Q510/2, IF Q505/5-6 GET Q510/5, IF Q505/7 GET 510/8, IF 505/8-12 GET 510/11, IF Q505/13-17 GET 510/14]. If did not spend any money in the past year, please enter '0'.

[GET Q536 IF CODE AT Q505 IS ALSO SELECTED AT Q410]

[RANGE 0-99999]

Q535	Equipment for yourself	\$ _ _ _ _ _ .00
Q536	Equipment for children under 18 in your household	\$ _ _ _ _ _ .00

[PN: IF SPENT MONEY (Q535>0 OR Q536>0) ASK Q540; JUMP OTHERS TO Q550.]

BASE: SPENT MONEY (Q535>0) OR SPENT MONEY ON KIDS (Q536>0)

Q540 Thinking about all of the money you spent on [INSERT ACTIVITY FROM Q505] equipment last year, approximately what percentage of your total do you think you would have spent even if you had not done any [INSERT ACTIVITY FROM Q505]?

[RANGE 0-100%]

[GET Q541 IF Q535>0. GET Q542 IF Q536>0]

Q541	Equipment for yourself	_ _ _ %
Q542	Equipment for children under 18 in your household	_ _ _ %

[PN: IF (% AT Q541>0% OR Q542>0%) AND MORE THAN ONE CODE SELECTED AT Q405/1-17 ASK Q545; JUMP OTHERS TO Q550]

BASE: SPENT MORE THAN 0% (Q541>0%) OR MORE THAN 0% ON KIDS (Q542>0%) AND MORE THAN ONE CODE SELECTED AT Q405/1-17

Q545 Of the remaining percentage of your purchases which you did not make specifically for [INSERT ACTIVITY FROM Q505], what other activities did you purchase this equipment for? Please select all that apply.

[GET CODES FROM Q405 AND ALWAYS GET CODE 18]

[IF Q541<100% DISPLAY Q546/1, IF Q542<100% DISPLAY Q546/2]
[MULTIPLE RESPONSE]

Q546

- 1 Equipment for yourself
- 2 Equipment for children under 18 in your household

- 1 Trail running (running on an unpaved trail)
- 2 Day hiking on an unpaved trail
- 3 Backpacking
- 4 Climbing ice or natural rock
- 5 Bicycling on a paved road for exercise, competitively or just for fun
- 6 Bicycling off road (including dirt roads, trails, etc.)
- 7 Camping in an RV at a campsite or in a tent, or rustic lodge
- 8 Cross-Country/Nordic Skiing
- 9 Downhill skiing
- 10 Telemark skiing (skiing downhill with telemark bindings that allow a free-heel skiing experience)
- 11 Snowboarding
- 12 Snowshoeing
- 13 Kayaking – Recreational/Sea/Whitewater
- 14 Rafting
- 15 Canoeing
- 16 Outdoor swimming (excluding swimming in an outdoor swimming pool)
- 17 Outdoor pool swimming
- 18 Some other use

BASE: QUALIFIED RESPONDENTS (Q77/2)

Q550 In the past year, how much have you spent on [accessories and services](#) for [\[INSERT ACTIVITY FROM Q505\]](#)? [VARIABLE WORDING IF CODE AT Q505 IS ALSO SELECTED AT Q410 “Please include any money spent on children under 18 in your household for this activity.”] We are interested in items bought specifically for this activity, big or small, including such things as [VARIABLE WORDING; IF Q505/1-4 GET Q510/3, IF Q505/5-6 GET Q510/6, IF Q505/7 GET 510/9, IF 505/8-12 GET 510/12, IF Q505/13-17 GET 510/15]. If did not spend any money in the past year, please enter ‘0’.

[GET Q551 IF CODE AT Q505 IS ALSO SELECTED AT Q410]
[RANGE 0-99999]

Accessories for yourself \$|_|_|_|_|_|.00
Q551 Accessories for children under 18 in your household \$|_|_|_|_|_|.00

[GET Q553 IF CODE AT Q505 IS ALSO SELECTED AT Q410]

Q552 Services for yourself \$|_|_|_|_|_|.00
Q553 Services for children under 18 in your household \$|_|_|_|_|_|.00

[PN: IF SPENT MONEY (Q550>0 OR Q551>0 OR Q552>0 OR Q553>0) ASK Q555; JUMP OTHERS TO Q605.]

BASE: SPENT MONEY (Q535>0) OR SPENT MONEY ON KIDS (Q551>0)

Q555 Thinking about all of the money you spent on [INSERT ACTIVITY FROM Q505] accessories and services last year, approximately what percentage of your total do you think you would have spent even if you had not done any [INSERT ACTIVITY FROM Q505]?

[RANGE 0-100%]

[GET Q556 IF Q550>0. GET Q557 IF Q551>0. GET Q558 IF Q552>0. GET Q559 IF Q553>0]

Q556

Accessories for yourself | | | | %

Q557

Accessories for children under 18 in your household | | | | %

Q558

Services for yourself | | | | %

Q559

Services for children under 18 in your household | | | | %

[PN: SPENT MORE THAN 0% ON THEMSELVES OR KIDS (Q556>0% OR Q557>0% OR Q558>0% OR Q559>0%) AND MORE THAN ONE CODE SELECTED AT Q405/1-17 ASK Q560; JUMP OTHERS TO Q605]

BASE: SPENT MORE THAN 0% ON THEMSELVES OR KIDS (Q556>0%<OR Q557>0% OR Q558>0% OR Q559>0%) AND MORE THAN ONE CODE SELECTED AT Q405/1-17

Q560 Of the remaining percentage of your purchases which you did not make specifically for [INSERT ACTIVITY FROM Q505], what other activities did you purchase these accessories and services for? Please select all that apply.

[GET CODES FROM Q405 AND ALWAYS GET CODE 18]

[IF Q556<100% DISPLAY Q561/1, IF Q557<100% DISPLAY Q561/2, IF Q558<100% DISPLAY Q561/3, IF Q559<100% DISPLAY Q561/4]

[MULTIPLE RESPONSE]

Q561

- 1 Accessories for yourself
- 2 Accessories for children under 18 in your household
- 3 Services of yourself
- 4 Services for children under 18 in your household

- 1 Trail running (running on an unpaved trail)
- 2 Day hiking on an unpaved trail
- 3 Backpacking
- 4 Climbing ice or natural rock
- 5 Bicycling on a paved road for exercise, competitively or just for fun
- 6 Bicycling off road (including dirt roads, trails, etc.)
- 7 Camping in an RV at a campsite or in a tent, or rustic lodge
- 8 Cross-Country/Nordic Skiing
- 9 Downhill skiing
- 10 Telemark skiing (skiing downhill with telemark bindings that allow a free-heel skiing experience)
- 11 Snowboarding
- 12 Snowshoeing
- 13 Kayaking – Recreational/Sea/Whitewater
- 14 Rafting
- 15 Canoeing
- 16 Outdoor swimming (excluding swimming in an outdoor swimming pool)
- 17 Outdoor pool swimming

18 Some other use

SECTION 600: TRIP INFORMATION

BASE: QUALIFIED RESPONDENTS

Q605 Below is a list of the activities in which you actively participate. Thinking about **all** of these activities, how many of each type of trip have you taken in the **past year** for the purpose of participating in any one or more of these activities?

[RANGE 0-99]

[PN: GET ONLY THOSE CODES CHOSEN AT Q405 AND DISPLAY AS A LIST...THESE ARE NOT ANSWER CODES. DISPLAY # TRIPS CODES BELOW THIS LIST]

- 1 # of day trips |_|
- 2 # of overnight trips |_|

- 1 Trail running (running on an unpaved trail)
- 2 Day hiking on an unpaved trail
- 3 Backpacking
- 4 Climbing ice or natural rock
- 5 Bicycling on a paved road for exercise, competitively or just for fun
- 6 Bicycling off road (including dirt roads, trails, etc.)
- 7 Camping in an RV at a campsite or in a tent, or rustic lodge
- 8 Cross-Country/Nordic Skiing
- 9 Downhill skiing
- 10 Telemark skiing (skiing downhill with telemark bindings that allow a free-heeled skiing experience)
- 11 Snowboarding
- 12 Snowshoeing
- 13 Kayaking – Recreational/Sea/Whitewater
- 14 Rafting
- 15 Canoeing
- 16 Outdoor swimming (excluding swimming in an outdoor swimming pool)
- 17 Outdoor pool swimming

[PN: IF HAVE TAKEN A DAY TRIP (Q605/1>0) AND MORE THAN ONE CODE SELECTED AT Q405/1-17 ASK Q610; JUMP OTHERS TO Q650]

BASE: HAVE TAKEN A DAY TRIP (Q605/1>0) AND MORE THAN ONE CODE SELECTED AT Q405/1-17

Q610 In the past year how many **day trips** have you taken for each activity in which you participated? If you participated in more than one activity on the same trip, please record each activity as a separate trip below. If you did not take any trips of a certain type, please enter '0'.

[PN: GET ONLY THOSE CODES CHOSEN AT Q405]

[RANGE 0-99]

- | | Total day trips taken |
|---|-----------------------|
| 1 Trail running (running on an unpaved trail) | _ |
| 2 Day hiking on an unpaved trail | _ |
| 3 Backpacking | _ |
| 4 Climbing ice or natural rock | _ |
| 5 Bicycling on a paved road for exercise, competitively or just for fun | _ |
| 6 Bicycling off road (including dirt roads, trails, etc.) | _ |
| 7 Camping in an RV at a campsite or in a tent, or rustic lodge | _ |
| 8 Cross-Country/Nordic Skiing | _ |
| 9 Downhill skiing | _ |
| 10 Telemark skiing (skiing downhill with telemark bindings that allow a | _ |

- | | | | |
|----|---|--|------|
| | free-heel skiing experience) | | [[] |
| 11 | Snowboarding | | [[] |
| 12 | Snowshoeing | | [[] |
| 13 | Kayaking – Recreational/Sea/Whitewater | | [[] |
| 14 | Rafting | | [[] |
| 15 | Canoeing | | [[] |
| 16 | Outdoor swimming (excluding swimming in an outdoor swimming pool) | | [[] |
| 17 | Outdoor pool swimming | | [[] |

BASE: HAVE TAKEN A DAY TRIP (Q605/1>0)

Q615 Of the day trips you mentioned, how many trips were taken for the **primary** reason of engaging in the mentioned activity. If you did not take any trips for the **primary** reason of engaging in the mentioned activity, please enter '0'.

[PN: ONLY GET CODES WITH Q610>0. INDICATE NUMBER OF TRIPS MENTIONED AT Q610 TO THE LEFT OF THE NUMERICAL TEXT BOX]

[PN: NUMBERS AT Q615 CAN NOT EXCEED THOSE AT Q610]

- | | Total trips taken | Total primary reason trips |
|----|---|----------------------------|
| 1 | Trail running (running on an unpaved trail) | [[] |
| 2 | Day hiking on an unpaved trail | [[] |
| 3 | Backpacking | [[] |
| 4 | Climbing ice or natural rock | [[] |
| 5 | Bicycling on a paved road for exercise, competitively or just for fun | [[] |
| 6 | Bicycling off road (including dirt roads, trails, etc.) | [[] |
| 7 | Camping in an RV at a campsite or in a tent, or rustic lodge | [[] |
| 8 | Cross-Country/Nordic Skiing | [[] |
| 9 | Downhill skiing | [[] |
| 10 | Telemark skiing (skiing downhill with telemark bindings that allow a free-heel skiing experience) | [[] |
| 11 | Snowboarding | [[] |
| 12 | Snowshoeing | [[] |
| 13 | Kayaking – Recreational/Sea/Whitewater | [[] |
| 14 | Rafting | [[] |
| 15 | Canoeing | [[] |
| 16 | Outdoor swimming (excluding swimming in an outdoor swimming pool) | [[] |
| 17 | Outdoor pool swimming | [[] |

BASE: HAVE TAKEN A DAY TRIP (Q605/1>0)

Q620 HIDDEN QUESTION

[PN: ASSIGN RESPONDENTS UP TO 3TRIP TYPES BASED ON Q610 (IF Q610>0). IF AN INDIVIDUAL QUALIFIES FOR MORE THAN 3 TYPES, SELECT 3 TYPES WITH THE LEAST NUMBER OF RESPONDENTS.]

- 1 Trail running (running on an unpaved trail)
- 2 Day hiking on an unpaved trail
- 3 Backpacking
- 4 Climbing ice or natural rock
- 5 Bicycling on a paved road for exercise, competitively or just for fun
- 6 Bicycling off road (including dirt roads, trails, etc.)
- 7 Camping in an RV at a campsite or in a tent, or rustic lodge
- 8 Cross-Country/Nordic Skiing
- 9 Downhill skiing

[PN: IF HAVE TAKEN AN OUT OF STATE DAY TRIP (Q625/2>0) AND HAVE SPENT MONEY (Q631/1-4>0), ASK Q645; JUMP OTHERS TO Q650]

BASE: HAVE TAKEN AN OUT OF STATE DAY TRIP (Q625/2>0) AND HAVE SPENT MONEY (Q631/1-4>0)

Q645 On a typical [INSERT ACTIVITY FROM Q620] day trip, about what percentage of your total trip expenses were in-state, and what percentage were out-of-state? The total percentage of your trip expenses spent in state and out-of-state should sum to 100% for each category.

[RANGE 0-100%]

[PN: GET CODES BASED ON Q631 AS FOLLOWS. IF Q631/1, GET Q645/1-2. IF Q631/2, GET Q645/3-4. IF Q631/3, GET Q645/5-6. IF Q631/4, GET Q645/7-8, ALWAYS GET CODES 9 AND 10.]

[PN: CODES 1 AND 2 SHOULD SUM TO 100%, CODES 3 AND 4 SHOULD SUM TO 100%, CODES 5 AND 6 SHOULD SUM TO 100%, CODES 7 AND 8 SHOULD SUM TO 100%]

[PN: DISPLAY Q643 AND Q644 LAST]

Q635 In-state: Food & Drink (groceries used on the trip, restaurants, bars etc.) |__|__|%

Q636 Out-of-state: Food & Drink (groceries used on the trip, restaurants, bars etc.) |__|__|%

[INSERT SUM PERCENTAGE LEFT CALCULATION]

Q637 In-state: Transportation (gas & oil for the trip, bus, train, shuttle, etc.) |__|__|%

Q638 Out-of-state: Transportation (gas & oil for the trip, bus, train, shuttle, etc.) |__|__|%

[INSERT SUM PERCENTAGE LEFT CALCULATION]

Q639 In-state: Recreation, Entertainment and Activities (entry/access/parking fees, equipment rental, guide fees, etc) |__|__|%

Q640 Out-of-state: Recreation, Entertainment and Activities (entry/access/parking fees, equipment rental, guide fees, etc) |__|__|%

[INSERT SUM PERCENTAGE LEFT CALCULATION]

Q641 In-state: Souvenirs, gifts, other miscellaneous |__|__|%

Q642 Out-of-state: Souvenirs, gifts, other miscellaneous |__|__|%

[INSERT SUM PERCENTAGE LEFT CALCULATION]

Q643 In-state: Total expenses |__|__|%

Q644 Out-of-state: Total expenses |__|__|%

[INSERT SUM PERCENTAGE LEFT CALCULATION]

[PN: IF HAVE TAKEN AN OVERNIGHT TRIP (Q605/2>0) AND MORE THAN ONE CODE SELECTED AT Q405/1-17ASK Q650; JUMP OTHERS TO Q700]

BASE: HAVE TAKEN AN OVERNIGHT TRIP (Q605/2>0) AND MORE THAN ONE CODE SELECTED AT Q405/1-17

Q650 Now we would like to ask you about the overnight trips you have taken in the past year.<P>

How many [overnight trips](#) have you taken for each activity in which you participated during the [past year](#)? If you participated in more than one activity on the same trip, please record each activity as a separate trip below. If you did not take any trips of a certain type, please enter '0'.

[PN: GET ONLY THOSE CODES CHOSEN AT Q405]

[RANGE0-99]

		Total overnight trips taken
1	Trail running (running on an unpaved trail)	__
2	Day hiking on an unpaved trail	__

- | | | | |
|----|---|--------------------------|--------------------------|
| 3 | Backpacking | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Climbing ice or natural rock | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Bicycling on a paved road for exercise, competitively or just for fun | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Bicycling off road (including dirt roads, trails, etc.) | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | Camping in an RV at a campsite or in a tent, or rustic lodge | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 | Cross-Country/Nordic Skiing | <input type="checkbox"/> | <input type="checkbox"/> |
| 9 | Downhill skiing | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 | Telemark skiing (skiing downhill with telemark bindings that allow a free-heel skiing experience) | <input type="checkbox"/> | <input type="checkbox"/> |
| 11 | Snowboarding | <input type="checkbox"/> | <input type="checkbox"/> |
| 12 | Snowshoeing | <input type="checkbox"/> | <input type="checkbox"/> |
| 13 | Kayaking – Recreational/Sea/Whitewater | <input type="checkbox"/> | <input type="checkbox"/> |
| 14 | Rafting | <input type="checkbox"/> | <input type="checkbox"/> |
| 15 | Canoeing | <input type="checkbox"/> | <input type="checkbox"/> |
| 16 | Outdoor swimming (excluding swimming in an outdoor swimming pool) | <input type="checkbox"/> | <input type="checkbox"/> |
| 17 | Outdoor pool swimming | <input type="checkbox"/> | <input type="checkbox"/> |

BASE: HAVE TAKEN AN OVERNIGHT TRIP (Q605/2>0)

Q655 HIDDEN QUESTION

[PN: ASSIGN RESPONDENTS UP TO 3 TRIP TYPES BASED ON Q650. IF AN INDIVIDUAL QUALIFIES FOR MORE THAN 3 TYPES, SELECT 3 TYPES WITH THE LEAST NUMBER OF RESPONDENTS.]

- 1 Trail running (running on an unpaved trail)
- 2 Day hiking on an unpaved trail
- 3 Backpacking
- 4 Climbing ice or natural rock
- 5 Bicycling on a paved road for exercise, competitively or just for fun
- 6 Bicycling off road (including dirt roads, trails, etc.)
- 7 Camping in an RV at a campsite or in a tent, or rustic lodge
- 8 Cross-Country/Nordic Skiing
- 9 Downhill skiing
- 10 Telemark skiing (skiing downhill with telemark bindings that allow a free-heel skiing experience)
- 11 Snowboarding
- 12 Snowshoeing
- 13 Kayaking – Recreational/Sea/Whitewater
- 14 Rafting
- 15 Canoeing
- 16 Outdoor swimming (excluding swimming in an outdoor swimming pool)
- 17 Outdoor pool swimming

[PN: LOOP THROUGH Q660 – Q690 FOR EACH TRIP TYPE SELECTED AT 655]

BASE: HAVE TAKEN AN OVERNIGHT TRIP (Q605/2>0)

Q660 What **other** activities do you usually participate in when you are on an overnight **[INSERT ACTIVITIES FROM Q655]** trip?

[PN: KEEP ONLY CODES SELECTED AT Q405]

[PN: AUTOFILL AS 97 IF ONLY ONE CODE SELECTED AT Q405/1-17]

- 1 Trail running (running on an unpaved trail)

- 2 Day hiking on an unpaved trail
- 3 Backpacking
- 4 Climbing ice or natural rock
- 5 Bicycling on a paved road for exercise, competitively or just for fun
- 6 Bicycling off road (including dirt roads, trails, etc.)
- 7 Camping in an RV at a campsite or in a tent, or rustic lodge
- 8 Cross-Country/Nordic Skiing
- 9 Downhill skiing
- 10 Telemark skiing (skiing downhill with telemark bindings that allow a free-heel skiing experience)
- 11 Snowboarding
- 12 Snowshoeing
- 13 Kayaking – Recreational/Sea/Whitewater
- 14 Rafting
- 15 Canoeing
- 16 Outdoor swimming (excluding swimming in an outdoor swimming pool)
- 17 Outdoor pool swimming
- 97 None of these

BASE: HAVE TAKEN AN OVERNIGHT TRIP (Q605/2>0)

Q665 Of the [INSERT NUMBER FROM Q650 WHICH MATCHES CODE AT Q655] [INSERT ACTIVITIES FROM Q655] trip(s) you took in the past year, how many were primarily to go [INSERT ACTIVITIES FROM Q655]?

[NUMBER CAN NOT EXCEED Q650 FOR Q655 LOOP]

[RANGE 0-99]

|||

BASE: HAVE TAKEN AN OVERNIGHT TRIP (Q605/2>0)

Q670 Thinking about your typical overnight [INSERT ACTIVITIES FROM Q655] trip, how many days in total are you usually away from home?

[RANGE 1-60]

|||

BASE: HAVE TAKEN AN OVERNIGHT TRIP (Q605/2>0)

Q671 Of the [INSERT NUMBER FROM Q650 WHICH MATCHES CODE AT Q655] overnight [INSERT ACTIVITIES FROM Q655] trip(s) you have taken in the past year, how many have been in-state trips, and how many have been out-of-state? If you did not take any trips of a certain type, please enter '0'.

[SUM OF CODE 1 AND CODE 2 MUST = NUMBER FROM Q650]

[RANGE 0-99]

1 In-state |||

2 Out-of-state |||

[PN IF HAVE TAKEN AN OUT OF STATE DAY TRIP (Q671/2>0), ASK Q675 JUMP OTHERS TO Q680]

BASE: HAVE TAKEN OUT-OF-STATE DAY TRIP (Q671/2>0)

Q675 To which state(s) have you personally taken an overnight trip to or through for the purpose of going [INSERT ACTIVITY FROM Q655]? Please select all that apply.

[MULTIPLE RESPONSE]

[LIST THE 50 STATES IN ALPHABETICAL ORDER AND EXCLUDE HOME STATE FROM Q400]

BASE: HAVE TAKEN AN OVERNIGHT TRIP (Q605/2>0)

Q680 Now please think about all of the [INSERT ACTIVITY FROM Q655] overnight trips you have taken in the past year. On a typical overnight trip, how much was usually spent on each of the following categories? [VARIABLE WORDING IF CODE AT Q655 IS ALSO SELECTED AT Q410 "Please include any money spent on children under 18 in your household for this activity."] If you did not spend any money on a particular category, please enter '0'.

[RANGE 0-99999]

- | | | |
|---|---|------------------|
| 1 | Food & Drink (groceries used on the trip, restaurants, bars etc.) | \$ _ _ _ _ _ .00 |
| 2 | Transportation (gas & oil for the trip, bus, train, shuttle, etc.) | \$ _ _ _ _ _ .00 |
| 3 | Recreation, Entertainment and Activities (entry/access/parking fees, equipment rental, guide fees, etc) | \$ _ _ _ _ _ .00 |
| 4 | Souvenirs, gifts, other miscellaneous | \$ _ _ _ _ _ .00 |
| 5 | Lodging - Motel, lodge, cabin, B&B, camping etc. | \$ _ _ _ _ _ .00 |

BASE: HAVE TAKEN AN OVERNIGHT TRIP (Q605/2>0)

Q685 On a typical [INSERT ACTIVITY FROM Q620] overnight trip, how many people are usually in the trip party?

[RANGE 1-20]

|_|

[PN: IF HAVE TAKEN AN OUT OF STATE OVERNIGHT TRIP (Q671/2>0) AND HAVE SPENT MONEY (Q680/1-4>0), ASK Q690; JUMP OTHERS TO Q700]

BASE: HAVE TAKEN AN OUT OF STATE DAY TRIP (Q671/2>0) AND HAVE SPENT MONEY (Q680/1-4>0)

Q690 On a typical [INSERT ACTIVITY FROM Q655] overnight trip, about what percentage of your total trip expenses were in-state, and what percentage were out-of-state? The total percentage of your trip expenses spent in state and out-of-state should sum to 100% for each category.

[RANGE 0-100%]

[PN: GET CODES BASED ON Q680 AS FOLLOWS. IF Q680/1, GET Q690/1-2. IF Q680/2, GET Q690/3-4. IF Q680/3, GET Q690/5-6. IF Q680/4, GET Q690/7-8 ALWAYS GET CODES 9 AND 10.]

[PN: CODES 1 AND 2 SHOULD SUM TO 100%, CODES 3 AND 4 SHOULD SUM TO 100%, CODES 5 AND 6 SHOULD SUM TO 100%, CODES 7 AND 8 SHOULD SUM TO 100%]

[PN: DISPLAY Q695 AND Q696 LAST]

In-state: Lodging – Motel, lodge, cabin, B&B, camping etc.	_ _ %
Out-of-state: Lodging – Motel, lodge, cabin, B&B, camping etc.	_ _ %

Q687 In-state: Food & Drink (groceries used on the trip, restaurants, bars etc.) |_|_|%

Q688 Out-of-state: Food & Drink (groceries used on the trip, restaurants, bars etc.) |_|_|%
[INSERT SUM PERCENTAGE LEFT CALCULATION]

Q689 In-state: Transportation (gas & oil for the trip, bus, train, shuttle, etc.) |_|_|%

Q690 Out-of-state: Transportation (gas & oil for the trip, bus, train, shuttle, etc.) |_|_|%
[INSERT SUM PERCENTAGE LEFT CALCULATION]

Q691 In-state: Recreation, Entertainment and Activities (entry/access/parking fees, equipment rental, guide fees, etc) |_|_|%

Q692 Out-of-state: Recreation, Entertainment and Activities (entry/access/parking fees, equipment rental, guide fees, etc) |_|_|%
[INSERT SUM PERCENTAGE LEFT CALCULATION]

Q693 In-state: Souvenirs, gifts, other miscellaneous |_|_|%

Q694 Out-of-state: Souvenirs, gifts, other miscellaneous |_|_|_|%
[INSERT SUM PERCENTAGE LEFT CALCULATION]

Q695 In-state: Total expenses |_|_|_|%
Q696 Out-of-state: Total expenses |_|_|_|%
[INSERT SUM PERCENTAGE LEFT CALCULATION]