

OUTDOOR RECREATION

PARTICIPATION

TOPLINE REPORT 2017

**OUTDOOR
FOUNDATION**

Photo credit: Pogo Park, an Outdoor Foundation-supported organization that teaches environmental education to a park poor neighborhood in Northern California.



2016 Outdoor Participation

11.0 Billion Outdoor Outings
76.5 Average Outings Per Participant

In 2016, nearly half of all Americans — 48.6% — reported participating in at least one outdoor activity. That equates to 144 million participants, who went on a total of 11 billion outdoor outings. The participation rate and number of participants slightly increased, while the number of total outings decreased. The decline in outings was a result of the decline in core participation. In other words, in 2016, Americans participated in outdoor activities, such as traditional and non-traditional triathlons, mountain and road biking, boardsailing and others, less often than they did the year before.

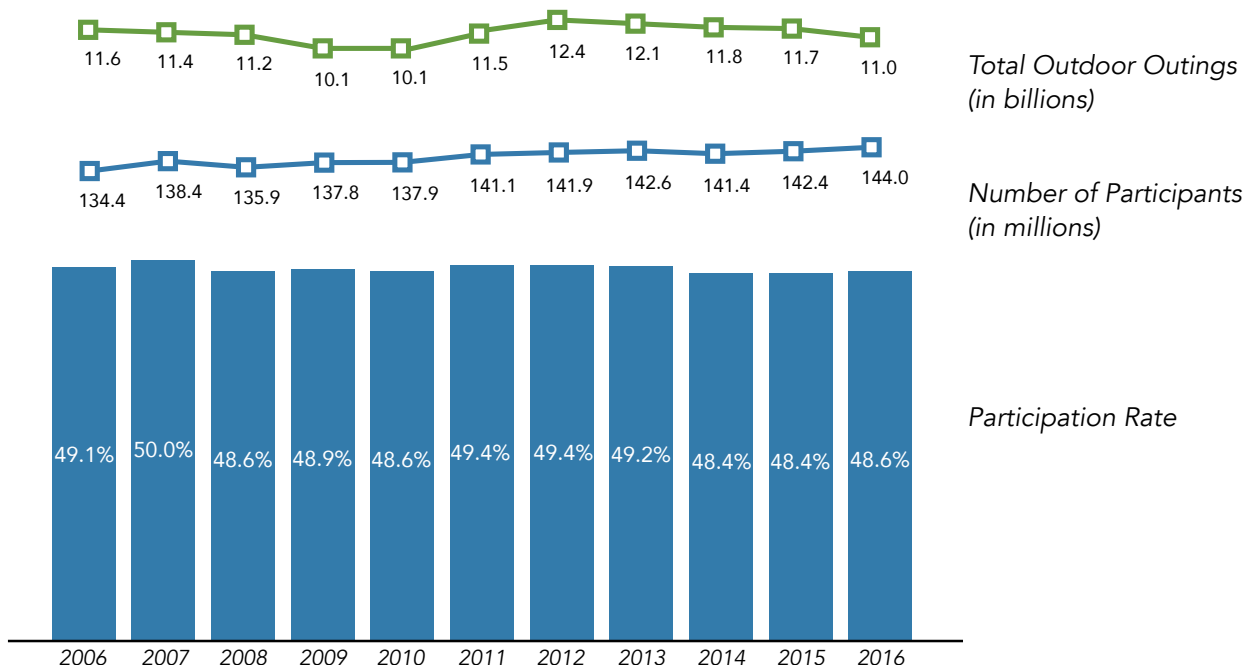
Running, jogging and trail running remained the most popular outdoor activity, but BMX biking saw the largest growth in participants from 2015 to 2016. Over the past three years, stand up paddling was the top outdoor activity for growth, increasing participation an average of 18 percent.

Outdoor participation for youth and young adults skewed heavily Caucasian, with Hispanics coming in a distant second. Among the genders, however, participation was almost evenly split.

Aspirational participation, which measures the physical activities that interest non-participants, showed that many Americans were drawn to outdoor recreation over sports, fitness and leisure activities. In fact, all aspirational participants — regardless of age — reported camping in their top three most appealing activities.

The Outdoor Foundation® has produced the *Outdoor Recreation Participation Topline Report* to provide a snapshot of American participation in outdoor activities with a focus on youth and young adults. The report is based on an online survey of 24,134 Americans ages six and older. A more in-depth look at outdoor participation in America is forthcoming.

Outdoor Participation, 2006 to 2016



Youth & Young Adult Participation

4.1 Billion Outdoor Outings
83.8 Average Outings Per Participant

Most Popular Youth Outdoor Activities

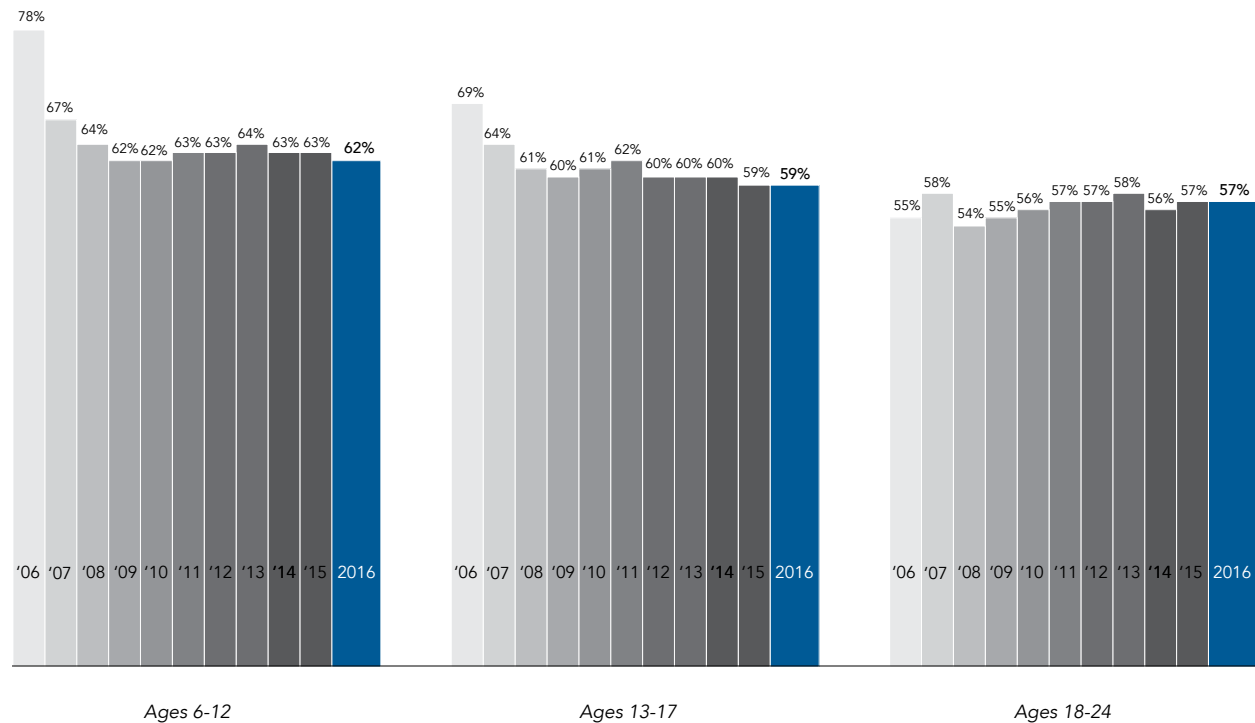
By Participation Rate, Ages 6 to 24

1. Running, Jogging and Trail Running
25.3% of youth, 20.3 million participants
2. Bicycling (Road, Mountain and BMX)
22.6% of youth, 18.2 million participants
3. Fishing (Fresh, Salt and Fly)
19.5% of youth, 15.6 million participants
4. Camping (Car, Backyard and RV)
19.0% of youth, 15.3 million participants
5. Hiking
15.5% of youth, 12.5 million participants

Favorite Youth Outdoor Activities

By Frequency of Participation, Ages 6 to 24

1. Running, Jogging and Trail Running
81.3 average outings per runner,
1.7 billion total outings
2. Bicycling (Road, Mountain and BMX)
58.0 average outings per cyclist,
1.1 billion total outings
3. Fishing (Fresh, Salt and Fly)
16.1 average outings per fishing participant,
251.4 million total outings
4. Skateboarding
46.8 average outings per skateboarder,
212.2 million total outings
5. Camping (Car, Backyard and RV)
12.4 average outings per camper,
189.0 million total outings



Youth & Young Adult Participant Demographics

		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Gender	Male	52%	50%	57%	53%	53%	52%	50%	50%	51%	51%
	Female	48%	50%	43%	47%	47%	49%	50%	50%	49%	49%
Age		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
	6 to 12	33%	29%	37%	36%	36%	38%	38%	38%	39%	39%
	13 to 17	24%	25%	30%	30%	30%	26%	26%	27%	28%	28%
	18 to 24	44%	46%	34%	34%	34%	36%	36%	34%	33%	33%
Race/ Ethnicity		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
	African American/Black	8%	8%	8%	11%	7%	11%	11%	10%	8%	9%
	Asian/Pacific Islander	4%	6%	5%	6%	6%	7%	7%	7%	7%	7%
	Caucasian/White, non-Hispanic	77%	75%	78%	71%	76%	71%	68%	70%	71%	70%
	Hispanic	7%	7%	7%	9%	8%	8%	10%	10%	12%	12%
	Other	4%	4%	3%	4%	4%	4%	3%	3%	2%	2%
Census Region		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
	New England	5%	5%	5%	5%	4%	5%	5%	4%	4%	4%
	Middle Atlantic	15%	14%	12%	13%	13%	13%	13%	13%	13%	14%
	East North Central	17%	17%	17%	17%	17%	16%	17%	17%	17%	16%
	West North Central	7%	7%	8%	7%	7%	8%	7%	7%	7%	7%
	South Atlantic	18%	19%	18%	17%	18%	18%	18%	19%	19%	19%
	East South Central	5%	6%	7%	6%	6%	6%	6%	6%	6%	6%
	West South Central	9%	9%	10%	10%	11%	10%	11%	11%	10%	11%
	Mountain	8%	8%	8%	9%	9%	8%	8%	9%	8%	8%
	Pacific	16%	15%	15%	16%	16%	16%	15%	14%	15%	16%

Aspirational Youth & Young Adult Participation

Aspirational participation measures non-participants' interest in specific outdoor recreation, sports, fitness and leisure activities. When comparing the types of activities that appeal to non-participants, many aspirational participants reported being drawn to outdoor activities. In fact, youth and young adults in every age group reported camping as their top interest. Bicycling was another outdoor activity that non-participants in each age cohort were interested in trying.

Aspirational Participants, Ages 6-12

<i>Physical Activity</i>	<i>Interest Rate</i>
1. Camping	16%
2. Basketball	14%
3. Fishing	13%
4. Soccer	13%
5. Swimming for Fitness	12%
6. Bicycling	12%
7. Running/Jogging	11%
8. Football	11%
9. Swimming on a Team	10%
10. Martial Arts	10%

Aspirational Participants, Ages 13-17

<i>Physical Activity</i>	<i>Interest Rate</i>
1. Camping	13%
2. Swimming for Fitness	10%
3. Running/Jogging	9%
4. Fishing	9%
5. Bicycling	9%
6. Working Out with Machines	8%
7. Hiking	7%
8. Basketball	7%
9. Football	7%
10. Martial Arts	7%

Aspirational Participants, Ages 18-24

<i>Physical Activity</i>	<i>Interest Rate</i>
1. Camping	18%
2. Bicycling	16%
3. Backpacking	14%
4. Martial Arts	14%
5. Climbing	12%
6. Working Out with Weights	12%
7. Hiking	11%
8. Swimming for Fitness	11%
9. Working Out with Machines	11%
10. Kayaking	10%

Adult Participation

6.9 Billion Outdoor Outings
72.8 Average Outings Per Participant

Most Popular Adult Outdoor Activities

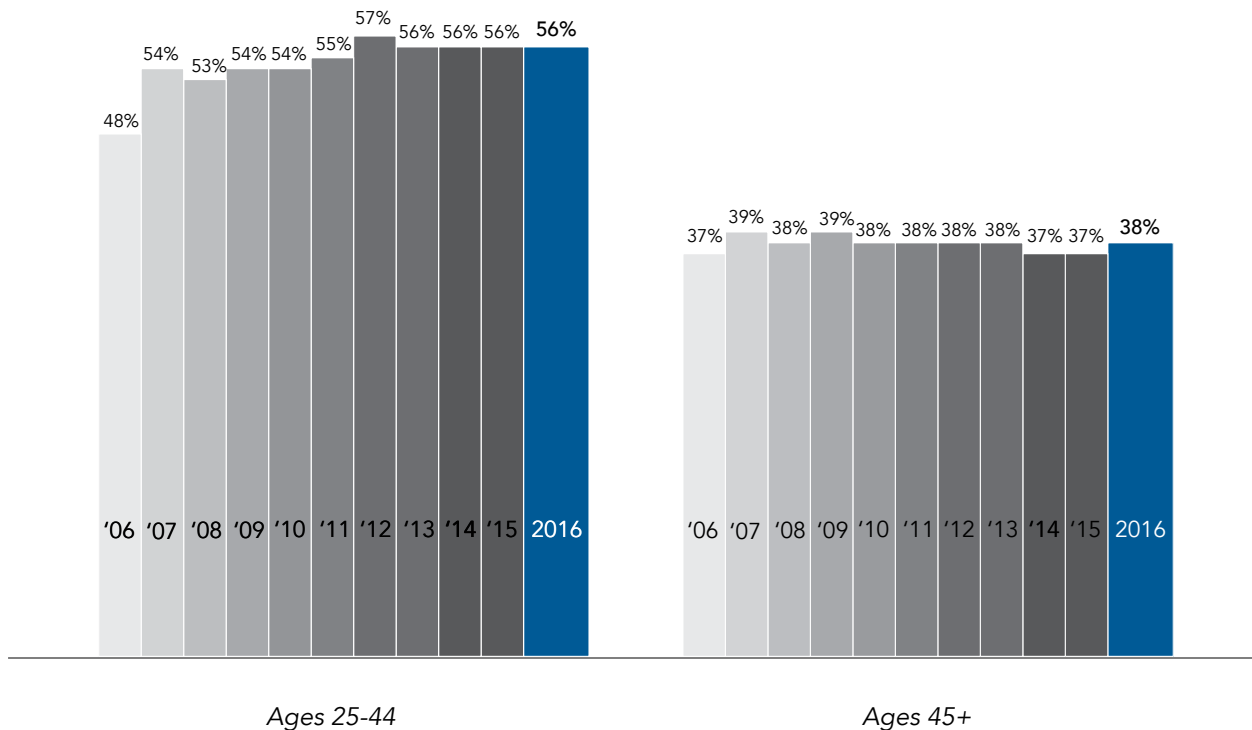
By Participation Rate, Ages 25+

1. Running, Jogging and Trail Running
14.8% of adults, 32.0 million participants
2. Fishing (Fresh, Salt and Fly)
14.6% of adults, 31.5 million participants
3. Hiking
13.7% of adults, 29.7 million participants
4. Bicycling (Road, Mountain and BMX)
12.8% of adults, 27.7 million participants
5. Camping (Car, Backyard, Backpacking and RV)
11.7% of adults, 25.2 million participants

Favorite Adult Outdoor Activities

By Frequency of Participation, Ages 25+

1. Running, Jogging and Trail Running
81.0 average outings per runner,
2.6 billion total outings
2. Bicycling (Road, Mountain and BMX)
76.0 average outings per cyclist,
1.4 billion total outings
3. Fishing
40.1 average outings per fishing participant,
627.9 million total outings
3. Hiking
98.2 average outings per hiker,
445.3 million total outings
4. Wildlife Viewing
25.2 average outings per wildlife viewer,
384.6 million total outings



Aspirational Adult Participation

Like youth and young adult aspirational participants, adult aspirational participants were also particularly interested in outdoor activities. Camping ranked as the number one or two most popular activity out of a range of outdoor, sports, fitness and leisure activities. Running/jogging, hiking, backpacking, canoeing and fishing also rated in the top ten most appealing activities among every age group, signaling that there is a significant opportunity for the outdoor industry to engage these non-participants.

Aspirational Participants, Ages 25-34

<i>Physical Activity</i>	<i>Interest Rate</i>
1. Swimming For Fitness	16%
2. Camping	15%
3. Bicycling	13%
4. Running/Jogging	11%
5. Hiking	11%
6. Backpacking	11%
7. Canoeing	11%
8. Fishing	10%
9. Working Out with Machines	10%
10. Working Out with Weights	9%

Aspirational Participants, Ages 35-44

<i>Physical Activity</i>	<i>Interest Rate</i>
1. Camping	14%
2. Bicycling	13%
3. Swimming for Fitness	13%
4. Hiking	11%
5. Working Out with Weights	10%
6. Fishing	9%
7. Running/Jogging	9%
8. Working Out with Machines	9%
9. Canoeing	9%
10. Backpacking	8%

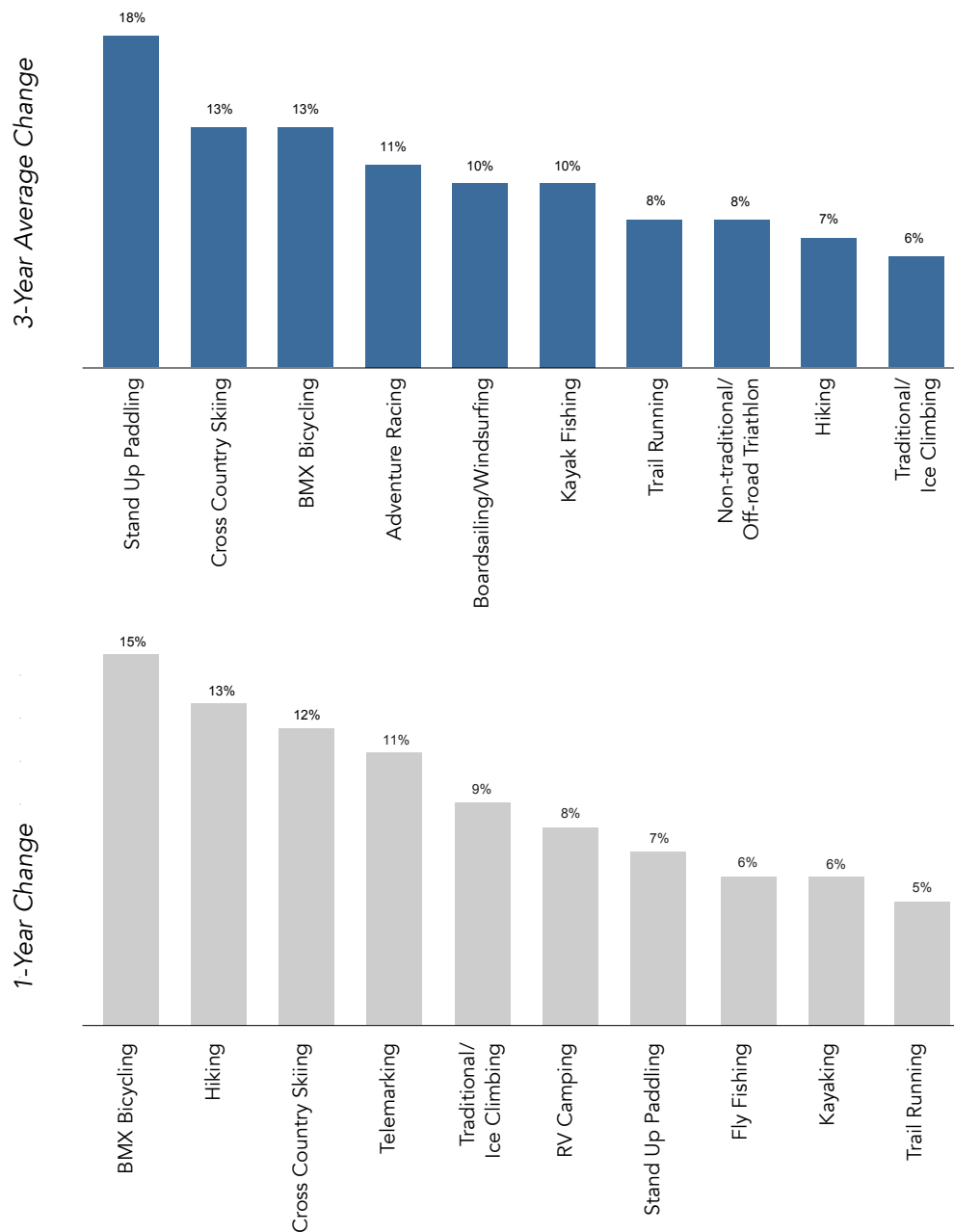
Aspirational Participants, Ages 45+

<i>Physical Activity</i>	<i>Interest Rate</i>
1. Camping	11%
2. Birdwatching /Wildlife Viewing	11%
3. Fishing	10%
4. Bicycling	10%
5. Swimming for Fitness	10%
6. Hiking	9%
7. Working Out with Machines	8%
8. Canoeing	7%
9. Working Out with Weights	7%
10. Backpacking	5%

2016 Positive Outdoor Trends

Positive outdoor trends details the activities that saw the most growth in participation. Over the past three years, stand up paddling was the top outdoor activity for growth, increasing participation an average of 18 percent from 2013 to 2016. Although still adding new participants, growth for the activity slowed compared to previous years. From 2015 to 2016, BMX biking saw the most growth in participation. This activity, along with cross country skiing, were among the top activities for growth over a one year- and three-year period.

Top Outdoor Activities for Growth



Outdoor Participation by Activity

** All participation numbers in this table are in the thousands (000).

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	3-Year Change
Adventure Racing	725	698	920	1,089	1,339	1,065	2,170	2,213	2,368	2,864	2,999	35.5%
Backpacking Overnight - More Than 1/4 Mile From Vehicle/Home	7,067	6,637	7,867	7,647	8,349	7,095	8,771	9,069	10,101	10,100	10,151	11.9%
Bicycling (BMX)	1,655	1,887	1,904	1,811	2,369	1,547	2,175	2,168	2,350	2,690	3,104	43.2%
Bicycling (Mountain/Non-Paved Surface)	6,751	6,892	7,592	7,142	7,161	6,816	7,714	8,542	8,044	8,316	8,615	0.9%
Bicycling (Road/Paved Surface)	38,457	38,940	38,114	40,140	39,320	40,349	39,232	40,888	39,725	38,280	38,365	-6.2%
Birdwatching More Than 1/4 Mile From Home/Vehicle	11,070	13,476	14,399	13,294	13,339	12,794	14,275	14,152	13,179	13,093	11,589	-18.1%
Boardsailing/Windsurfing	938	1,118	1,307	1,128	1,617	1,151	1,593	1,324	1,562	1,766	1,737	31.2%
Camping (RV)	16,946	16,168	16,517	17,436	15,865	16,698	15,108	14,556	14,633	14,699	15,855	8.9%
Camping (Within 1/4 Mile of Vehicle/Home)	35,618	31,375	33,686	34,338	30,996	32,925	29,982	29,269	28,660	27,742	26,467	-9.6%
Canoeing	9,154	9,797	9,935	10,058	10,553	9,787	9,839	10,153	10,044	10,236	10,046	-1.1%
Climbing (Sport/Indoor/Boulder)	4,728	4,514	4,769	4,313	4,770	4,119	4,592	4,745	4,536	4,684	4,905	3.4%
Climbing (Traditional/Ice/Mountaineering)	1,586	2,062	2,288	1,835	2,198	1,609	2,189	2,319	2,457	2,571	2,790	20.3%
Fishing (Fly)	6,071	5,756	5,941	5,568	5,478	5,683	6,012	5,878	5,842	6,089	6,456	9.8%
Fishing (Freshwater/Other)	43,100	43,859	40,331	40,961	38,860	38,868	39,135	37,796	37,821	37,682	38,121	0.9%
Fishing (Saltwater)	12,466	14,437	13,804	12,303	11,809	11,983	12,017	11,790	11,817	11,975	12,266	4.0%
Hiking (Day)	29,863	29,965	32,511	32,572	32,496	34,491	34,545	34,378	36,222	37,232	42,128	22.5%
Hunting (Bow)	3,875	3,818	3,722	4,226	3,908	4,633	4,075	4,079	4,411	4,564	4,427	8.5%
Hunting (Handgun)	2,525	2,595	2,873	2,276	2,709	2,671	3,553	3,198	3,091	3,400	3,512	9.8%
Hunting (Rifle)	11,242	10,635	10,344	11,114	10,150	10,807	10,164	9,792	10,081	10,778	10,797	10.3%
Hunting (Shotgun)	8,987	8,545	8,731	8,490	8,062	8,678	8,174	7,894	8,220	8,438	8,271	4.8%
Kayak Fishing	n/a	n/a	n/a	n/a	1,044	1,201	1,409	1,798	2,074	2,265	2,371	31.8%
Kayaking (Recreational)	4,134	5,070	6,240	6,212	6,465	8,229	8,144	8,716	8,855	9,499	10,017	14.9%
Kayaking (Sea/Touring)	1,136	1,485	1,780	1,771	2,144	2,029	2,446	2,694	2,912	3,079	3,124	16.0%
Kayaking (White Water)	828	1,207	1,242	1,369	1,842	1,546	1,878	2,146	2,351	2,518	2,552	18.9%
Rafting	3,609	4,340	4,651	4,318	4,460	3,821	3,690	3,836	3,781	3,883	3,428	-10.6%
Running/Jogging	38,559	41,064	41,130	43,892	49,408	50,713	52,187	54,188	51,127	48,496	47,384	-12.6%
Sailing	3,390	3,786	4,226	4,342	3,869	3,725	3,958	3,915	3,924	4,099	4,095	4.6%
Scuba Diving	2,965	2,965	3,216	2,723	3,153	2,579	2,982	3,174	3,145	3,274	3,111	-2.0%
Skateboarding	10,130	8,429	7,807	7,352	6,808	5,827	6,627	6,350	6,582	6,436	6,442	1.5%
Skiing (Alpine/Downhill)	n/a	10,362	10,346	10,919	11,504	10,201	8,243	8,044	8,649	9,378	9,267	12.4%
Skiing (Cross-Country)	n/a	3,530	3,848	4,157	4,530	3,641	3,307	3,377	3,820	4,146	4,640	40.3%
Skiing (Freestyle)	n/a	2,817	2,711	2,950	3,647	4,318	5,357	4,007	4,564	4,465	4,640	2.7%
Snorkeling	8,395	9,294	10,296	9,358	9,305	9,318	8,011	8,700	8,752	8,874	8,717	0.2%
Snowboarding	n/a	6,841	7,159	7,421	8,196	7,579	7,351	6,418	6,785	7,676	7,602	3.4%
Snowshoeing	n/a	2,400	2,922	3,431	3,823	4,111	4,029	3,012	3,501	3,885	3,533	-12.3%
Stand Up Paddling	n/a	n/a	n/a	n/a	1,050	1,242	1,542	1,993	2,751	3,020	3,220	61.6%
Surfing	2,170	2,206	2,607	2,403	2,767	2,195	2,895	2,658	2,721	2,701	2,793	5.1%
Telemarking (Downhill)	n/a	1,173	1,435	1,482	1,821	2,099	2,766	1,732	2,188	2,569	2,848	3.0%
Trail Running	4,558	4,216	4,857	4,833	5,136	5,610	6,003	6,792	7,531	8,139	8,582	26.4%

Triathlon (Non-Traditional/ Off-Road)	281	483	543	634	798	819	1,075	1,390	1,411	1,744	1,705	5.0%
Triathlon (Traditional/Road)	640	798	943	1,148	1,593	1,686	1,789	2,262	2,203	2,498	2,374	22.6%
Wakeboarding	3,046	3,521	3,544	3,577	3,645	3,389	3,348	3,316	3,125	3,226	2,912	-12.2%
Wildlife Viewing More Than 1/4 Mile From Home/Vehicle	20,294	22,974	24,113	21,291	21,025	21,964	22,999	21,359	21,110	20,718	20,746	-2.9%

Method

During the 2016 calendar year, a total of 24,134 online interviews were carried out with a nationwide sample of individuals and households from the US Online Panel of over one million people operated by Synovate/IPSOS. A total of 11,453 individual and 12,681 household surveys were completed. The total panel is maintained to be representative of the US population for people ages six and older. Over sampling of ethnic groups took place to boost response from typically under responding groups.

The 2016 participation survey sample size of 24,134 completed interviews provides a high degree of statistical accuracy. All surveys are subject to some level of standard error — that is, the degree to which the results might differ from those obtained by a complete census of every person in the US. A sport with a participation rate of five percent has a confidence interval of plus or minus 0.31 percentage points at the 95 percent confidence level.

A weighting technique was used to balance the data to reflect the total US population ages six and above. The following variables were used: gender, age, income, household size, region, population density and panel join date. The total population figure used was 296,251,344 people ages six and older.

About the Physical Activity Council (PAC)

The survey that forms the basis of the Topline Report is produced by the Physical Activity Council (PAC), which is a partnership of leading organizations in the US sports, fitness and leisure industries. While the overall aim of the survey is to establish levels of activity and identify key trends in sports, fitness and recreation participation, each partner produces detailed reports on their specific areas of interest. Partners include: the Outdoor Foundation (OF); National Golf Foundation (NGF); Snowsports Industries America (SIA); Tennis Industry Association (TIA); USA Football; United States Tennis Association (USTA), International Health, Racquet and Sportsclub Association (IHRSA); Sports and Fitness Industry Association (SFIA); and USA Football.

About The Outdoor Foundation

Founded in 2000, the Outdoor Foundation is a national not-for-profit organization dedicated to inspiring and growing future generations of outdoor leaders and enthusiasts. Through youth engagement, community grant-making and groundbreaking research, the Foundation works with young leaders and partners to mobilize a major cultural shift that leads all Americans to the great outdoors. Visit us at outdoorfoundation.org.

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Baird & Co. | Rocky Mountain Rafts | Ross Automatics, LLC | Rowman + Littlefield | Rsport | Ryan Michael Trading | Sanitized USA Inc. | Sanitas Sales Group | Saucony | Sauce Headwear | Sea to Summit | Seals Sprayskirts | Seattle Sports | Shoes on the Web | Shoulders of Giants | Shuksan Trading | SIDFACTOR | Sierra Trading Post, Inc | Simms Fishing Products | SJ Creations Inc. | Smartwool | SOAR Communications | Sorini, Samet & Associates | Sperry Top-Sider | Spikeball Inc. | The Sports Alley Ltd. | Star Arrow Company | STORMDFX | Strongback Chairs | Summit Sales, Inc. | Summit Distribution | Sunday Afternoons, Inc. | Surf Technicians LLC | Sustainable Down Source / Down Decor | swrve | Tasc Performance, Inc. | Tenkara USA | tentree | Terramar Sports | TEXSPORT | The American Alpine Club | The Conservation Fund | Thermore | Thomas Bates / Bates Accessories, Inc. | Thrive Creative Labs | Thule | Toad&Co | TomTom | Travel Country Outdoors | Travelon | TrailHeads | Trailtopia LLC | Trek Light Gear | TSL Snowshoes, LLC | Twenty Two Designs, LLC | Ugly Mugz | Uinta Brewing | Ultimate Direction Inc | Unlikely Hero | US Gearheads | Vasque / Red Wing Shoe Company | Vetex NV | Vibram USA | Victorinox Swiss Army Brand Inc. | VSSL Outdoor Utility Tools | Waypoint Outdoor | Werner Paddles | Western Mountaineering | Western Rise | The Whiting Group | Wicked Mountain Outfitters | wild | Wild Places | WindWarrior LLC | Winthrop Mountain Sports | Wolverine / Wolverine World Wide | World T.E.A.M. Sports | Wow Sports LLC. | WSI-Sales LLC | Yaleet Inc/Naot | Yeti Coolers | Zamst | Zamberlan USA | ZANheadgear & Bobster Eyewear | ZEAL Optics

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