



OUTDOOR RECREATION PARTICIPATION STUDY™

SEVENTH EDITION, FOR YEAR 2004

Trend Analysis for the United States

Published June 2005



Prepared by Leisure Trends Group

Boulder, CO

Survey Year: 2004

Report date: June 2005



www.outdoorindustry.org

303.444.3353

OutdoorRetailer

With gratitude to Outdoor Retailer
for providing funding to make this
study possible.



OUTDOOR INDUSTRY ASSOCIATION® is a national trade association whose mission is to ensure the growth and success of the outdoor industry. Outdoor Industry Foundation (OIF) is a non-profit foundation established by Outdoor Industry Association to encourage active outdoor recreation for all Americans. OIF's charter is to increase participation in outdoor recreation and to encourage and support healthier active lifestyles. Through education, partnerships, programs and advocacy, OIF is working to make active outdoor recreation the number one leisure activity in America. We invite you to join us on this important mission. Visit our website at www.outdoorindustry.org or contact us at:

Research Desk: Outdoor Industry Association
4909 Pearl East Circle, Suite 200
Boulder, CO 80301
303/444-3353
Research@outdoorindustry.org

Outdoor Industry Association logo and the Outdoor Industry Foundation logo are registered trademarks of Outdoor Industry Association.



THE LEISURE TRENDS GROUP name or the name of any of its affiliated companies, including **Recreation Research** or **Spring Research**, may not be used in any paid advertising in support of a product or service, or point of view without review and approval by The Leisure Trends Group. Contact the Leisure Trends Group at 303 786-7900 X107.

A Note About Copyright: If data from this report is reproduced, Outdoor Industry Foundation's **Outdoor Recreation Participation Study™** must be referenced as the source. Outdoor Industry Foundation and/or Leisure Trends Group must review and approve all press releases and other documents prepared to assist in the public dissemination of all survey and research data. Outdoor Industry Foundation and/or Leisure Trends Group will complete its review within 48 hours of receipt, and usually within less than 24 hours. Thank you.

TABLE OF CONTENTS

| <u>SECTION</u> | <u>PAGE</u> |
|--|--------------------|
| Objectives of the Study | 5 |
| Seventh Edition Enhancements | 6 |
| Size and Scope of the Outdoor Industry | 7 |
| Introduction | 8 |
| Key Findings – Seven Year Perspective (2004 Compared to 1998) | 15 |
| Overview | 16 |
| Observations and Implications | 17 |
| Findings Summary | 18 |
| Key Findings – Three Year Trends (2004 Compared to 2002) | 23 |
| Overview | 24 |
| Findings Summary | 25 |
| Key Findings – Short Term Trends (2004 Compared to 2003) | 28 |
| Overview | 29 |
| Observations and Implications | 30 |
| Findings Summary | 32 |
| Detailed Findings | |
| All Activities – An Overall Perspective | 40 |
| Youth Market: 16-24 | 55 |
| Female Market | 67 |


Continued 

TABLE OF CONTENTS

| <u>SECTION</u> | <u>PAGE</u> |
|---|-------------|
| Activities Tracked Since 1998 | |
| Backpacking | 80 |
| Bicycling – Paved Road, Single Track, Dirt Road | 89 |
| Camping – Car, Away from Car | 113 |
| Canoeing | 132 |
| Cross-Country/Nordic Skiing | 141 |
| Hiking | 149 |
| Rafting | 158 |
| Snowshoeing | 167 |
| Telemark Skiing | 175 |
| Trail Running | 183 |
| Activities Added Since 1998 | |
| Bird Watching | 193 |
| Climbing – Natural Rock, Artificial Wall, Ice | 202 |
| Fishing- Fly- Fishing, Fishing (Non Fly) | 217 |
| Kayaking – Recreation/Sit-on-Top, Touring/Sea, Whitewater | 234 |
| Competitive Participation in Outdoor Activities | 255 |
| Adventure/Sports/Outdoor Activity Travel | 265 |
| Methodology | 268 |

OBJECTIVES OF STUDY

The objectives of the annual Outdoor Industry Foundation Participation Study are to:

1. Annually track nationwide participation levels for Americans 16 and older in human powered outdoor activities.
2. Give insight into American's behavior as outdoor recreationists and the trends impacting participation.
3. Provide independent and projectable quantitative research to help the outdoor industry and its constituents understand trends in participation levels, demographics and levels of commitment to human powered outdoor activities over time.

SEVENTH EDITION ENHANCEMENTS

The Seventh edition includes new information not contained in previous editions, including:

Competitive Participation

Competitive participation in any one of the tracked human powered outdoor activities has been added to the study for the first time in this edition. Competitive participation was added to provide an additional dimension to how Americans are participating in active outdoor activities. Competitive participation levels among enthusiasts and participants, as well as demographics are summarized in this report. Because this is the first year of inclusion in the study, no trend information is included in the Seventh edition.

Fishing (Non Fly)

The activity of fishing (non-fly) has been added to the study for the first time in this edition. For this study, "Fishing (non fly)" has been defined as "...Any kind of fishing other than fly fishing". The addition of Fishing (non fly) brings the total number of activities tracked by this study to twenty-two (vs. twenty one in the Sixth edition). Participation and enthusiast levels, demographics and frequency of participation for this activity in 2004 are summarized in this report. Because this is the first year of inclusion in the study, no trend information is included in the Seventh edition. Furthermore, any year-to-year total outdoor activity participation comparisons in this report do not include Fishing as an activity. For example: In 1998, 126 million Americans 16+ participated in at least one of the active outdoor activities tracked in this study (13 activities). In 2004, 141 million Americans 16+ participated in at least one of the "Core 13" activities (but a total of 22 activities were tracked in the study, including Fishing [non fly]).

SIZE AND SCOPE OF THE OUTDOOR INDUSTRY

In 2004, the vast majority of Americans 16+ participated at least once in a human powered active outdoor activity*:

- 159 million Americans 16+ participated in an outdoor activity in 2004
 - 71.6% of Americans 16+ were participants
- 50.2 million Americans 16+ participated at an enthusiast level in 2004
 - 22.6% of Americans 16+ (greater than 1 in 5) were enthusiasts
- Participants in human powered outdoor activities in 2004:
 - Males and females (male/females = 56%/44%)
 - All ages (median = 41 years old)
 - All incomes (median household income = \$56,900)
 - Ethnically diverse (21% non-white)
 - Families (49% have children under 18 in household)
- Enthusiasts in human powered outdoor activities are:
 - More likely male (64%)
 - Younger than the Participant population (median = 36 years old)
 - Moderately affluent (median household income = \$62,000)
 - More likely than the Participant population to be Caucasian (83% white)
 - Likely to include the presence of children under 18 in the household (47%)

*Based on participation in 22 human-powered outdoor activities. See page 9 for list and definitions of each outdoor activity.

OUTDOOR RECREATION PARTICIPATION STUDY

INTRODUCTION

INTRODUCTION

ACTIVITIES: DEFINITIONS

Several of the activities tracked in this study are not self-explanatory to the general population. In an effort to provide consistent interpretation among all respondents, several of the activities are defined in greater detail to respondents during the survey process. The table below provides the definitions used for each activity during the data collection process.

| Activity | Tracked Since | Definition |
|----------------------------------|---------------|---|
| Backpacking | 1998 | Backpacked more than a quarter of a mile from vehicle and stayed overnight (camped) |
| Bicycling - Paved Road | 1998 | Bicycling on a paved road |
| Bicycling - Single Track | 1998 | Bicycling on a dirt single track less than five feet wide |
| Bicycling - Dirt Road | 1998 | Bicycling on a dirt road more than five feet wide |
| Bird Watching | 2001 | Bird watching excursion that involved traveling more than one-quarter of a mile from home |
| Canoeing | 1998 | No further explanation provided |
| Car Camping | 1998 | Camping less than one-quarter mile from vehicle |
| Camping (Away from Car) | 1998 | Camped out at least one-quarter of a mile from where you parked your vehicle |
| Climbing - Artificial Wall | 2001 | Climbing with a rope and harness on an artificial wall |
| Climbing - Ice | 2001 | Climbing with an ice axe on an extremely steep or vertical ice surface |
| Climbing - Natural Rock | 2001 | Climbing with a rope and harness on a natural rock surface outside |
| Cross-Country/Nordic Skiing | 1998 | No further explanation provided |
| Fishing (Non-Fly) | 2004 | Any type of fishing OTHER than fly-fishing |
| Fly-Fishing | 2001 | Fishing with a rod and reel specifically designed for fly-fishing. Please consider that fly-fishing is different than spin-cast fishing where you might use live bait |
| Hiking | 1998 | Hiking on an unpaved trail |
| Kayaking - Recreation/Sit-on-Top | 2001 | No further explanation provided |
| Kayaking - Touring/Sea | 2001 | No further explanation provided |
| Kayaking - Whitewater | 2001 | No further explanation provided |
| Rafting | 1998 | No further explanation provided |
| Snowshoeing | 1998 | No further explanation provided |
| Telemark Skiing | 1998 | Downhill with Telemark bindings that allow a free-heeled skiing experience |
| Trail Running | 1998 | Running on an unpaved trail |

ENTHUSIASTS & PARTICIPANTS: DEFINITIONS

Throughout this report, the population that is active in the tracked activities has been segmented into two populations – **Participants** and **Enthusiasts**. The distinction has been made because the demographic profiles and purchase behavior of people highly committed to an activity (**Enthusiasts**) often differ notably from those who can be more casual in their participation frequency (**Participants**). The criteria used to define the two groups are as follows:

Enthusiasts

Enthusiasts are the **most frequent** participants in a particular activity. They represent the core outdoor recreation market. They are the Americans who purchase the majority of higher priced and technologically advanced outdoor products and services. They also use recreational facilities most often. ***In many of the recreational activities reported in this study, the activity growth/decline shown from year-to-year is measurable among Enthusiasts. This is because the incidences are relatively small and even small shifts can have a large impact.***

Participants

The Participant market segment represents all Americans 16 years of age and older who, based on our description of an outdoor activity, believe they participated in that activity **at least one time** during the past year. Enthusiasts are included in this segment, but represent only a fraction of the total. Consequently, most Participants represent “potential” Enthusiasts. It is these potential Enthusiasts that often determine the level of growth of an activity.

Understanding the Results Among the Target Groups

When reviewing the findings of this study, it is important to understand how changes in the Enthusiast and Participant segments differ in their impact on the market potential of an outdoor activity. Companies, associations and services that need to understand trends among the core market of an activity need to focus on Enthusiasts, while those concerned with growing their businesses beyond the core should focus on Participants. In addition, changes to the Enthusiast market tend to impact the more technical and sophisticated merchandise they use, while changes to the Participant market tend to affect lower-cost and impulse purchases outside of the core business.

ENTHUSIASTS: FREQUENCY LEVELS DEFINED

Enthusiasts are the *most frequent* participants in an outdoor activity. Enthusiasts are defined as those Americans who report participating in a certain activity during the past 12 months within the top 15% of frequency levels mentioned by the entire Participant population for a given year.

Example

The population that reported participating in backpacking during the past 12 months was asked how many times they went backpacking during that time period. Responses ranged from one time to 42 times. Analysis was conducted to identify the threshold that represented the top 15% of frequency mentions. People who went backpacking at a level within the top 15% of all frequencies reported are identified as Enthusiasts. In 2004, the top 15% of backpacking participation frequencies was seven times or more.

The following table is provided for further explanation:

| Number of Times Backpacked in Past 12 Months | Percent of Mentions | Cumulative Percent of Total Responses |
|--|---------------------|---------------------------------------|
| 1 time | 32.6% | 32.6% |
| 2 times | 16.7% | 49.3% |
| 3 | 11.6% | 60.9% |
| 4 | 8.7% | 69.6% |
| 5 | 9.0% | 77.5% |
| 6 | 6.2% | 84.8% |
| 7 | 2.2% | 85.9% |
| 8 | 1.1% | 86.2% |
| 10 | 4.0% | 90.9% |
| 12 | 2.5% | 94.8% |
| 18 | 1.4% | 96.8% |
| 25 | 1.4% | 98.1% |
| 30 | 1.4% | 98.7% |
| 42 | 1.2% | 100.0% |

**Backpacking Enthusiasts:
Seven times or more**

ENTHUSIASTS: FREQUENCY LEVELS BY ACTIVITY

By definition, Enthusiast levels are not rigid and cannot be standardized. Depending on the actual frequency levels reported each year, the threshold level for Enthusiast definitions are subject to change. Several dynamics may impact the threshold level used to define Enthusiasts. For example, the number of times that people go Telemark skiing is likely to be much higher in a good snow season than in a season when snowfall is very low. **The changes in Enthusiast definitions does not limit the impact of comparative analysis. Enthusiasts are always the most committed Participants, registering the highest relative frequency levels in any given year.**

The Enthusiast definitions used in this document are shown below. Note that for the most part, only minor shifts in the definitions have occurred from year-to-year.

| | Enthusiast Levels - Top 15% of Annual Participation Frequency | | | | | |
|----------------------------------|---|-----------------|-----------------|-----------------|-----------------|-----------------|
| Activity | 1998/99 | 2000 | 2001 | 2002 | 2003 | 2004 |
| Backpacking | 9 or more times | 7 or more times | 7 or more times | 6 or more times | 6 or more times | 7 or more times |
| Bicycling - Paved Road | 50+ | 52+ | 55+ | 51+ | 49+ | 52+ |
| Bicycling - Single Track | 25+ | 25+ | 27+ | 26+ | 20+ | 20+ |
| Bicycling - Dirt Road | 30+ | 30+ | 25+ | 25+ | 20+ | 20+ |
| Bird Watching | NA | NA | 20+ | 26+ | 20+ | 12+ |
| Camping (Away from Car) | NA | 12+ | 8+ | 7+ | 7+ | 8+ |
| Canoeing | 9+ | 5+ | 6+ | 7+ | 6+ | 7+ |
| Car Camping | 10+ | 7+ | 5+ | 8+ | 7+ | 6+ |
| Climbing - Artificial Wall | NA | NA | 12+ | 12+ | 9+ | 6+ |
| Climbing - Ice | NA | NA | 4+ | 8+ | 2+ | 3+ |
| Climbing - Natural Rock | NA | NA | 10+ | 12+ | 11+ | 10+ |
| Cross-Country/Nordic Skiing | 9+ | 6+ | 8+ | 9+ | 8+ | 8+ |
| Fishing (Non-Fly) | NA | NA | NA | NA | NA | 25+ |
| Fly-Fishing | NA | NA | 13+ | 16+ | 15+ | 15+ |
| Hiking | 13+ | 12+ | 14+ | 14+ | 14+ | 15+ |
| Kayaking - Recreation/Sit-on-Top | NA | NA | 6+ | 10+ | 7+ | 7+ |
| Kayaking - Touring/Sea | NA | NA | 6+ | 7+ | 6+ | 5+ |
| Kayaking - Whitewater | NA | NA | 7+ | 5+ | 3+ | 3+ |
| Rafting | 4+ | 2+ | 4+ | 5+ | 3+ | 3+ |
| Snowshoeing | 9+ | 10+ | 12+ | 5+ | 6+ | 7+ |
| Telemark Skiing | 13+ | 5+ | 8+ | 11+ | 6+ | 5+ |
| Trail Running | 48+ | 48+ | 48+ | 51+ | 49+ | 49+ |

COMPARING RESULTS: SIGNIFICANCE TESTING

The Participation Study is a trend report and much of the value lies in the ability to compare recent results to the previous year – did participation go up, stay the same or decline; are the demographic characteristics of the Participant or Enthusiast population changing? Since it is not practical (or possible) to speak to all 220+ million Americans 16 and older each year for the Participation Study, the results from year-to-year are subject to some variance that is introduced by chance rather than reflecting a true change.

Significance testing is a statistical tool that is commonly used in research to determine if two results are actually different from one another or whether the difference represents a “numeric fluctuation” in the data that is the result of chance. The Participation Study results in 2004 have been compared to 2002 results at the 95% confidence level – a stringent research industry standard. This means that if the study was conducted 100 times in year 2004, the same conclusion would be arrived at 95 out of those 100 times – for example, that fly fishing participation increased in 2004 compared to 2002.

Therefore, increases and decreases in Participant/Enthusiast incidence or demographic profile characteristics that are significantly different can be identified as a true shift - with a high degree of reliability. Results that are not identified as being significantly different must be treated as being flat or unchanged because the numeric differences may be the result of chance – rather than representing an actual shift.

Throughout the report, year 2004 results that are significantly different from results reported in 2002 are noted with a ☐. For continuity reasons, the ☐ has been noted on the year 2004 results. The reader needs only to visually compare the year 2002 and 2004 results to determine if the current results are significantly higher or significantly lower than in 2002.

TREND RESULTS: ROLLING AVERAGE PARTICIPANT AND ENTHUSIAST LEVELS

The primary purpose of the Participation Study is to identify Americans' participation in human powered activities on an annual basis – a specific point in time. The results of the research rightly fluctuate from year-to-year. Participant and Enthusiast levels increase and decline based on a number of factors that include among other dynamics, interest among Americans, follow-through among Americans, weather conditions, free time, activity accessibility, the economic environment, and elements of the research process itself.

The Year 2004 Participation Study features a perspective (first introduced in the Year 2003 report) that serves to smooth out the fluctuations that are noted year to year. A **rolling average** is a mathematical tool that takes into account not only the results from the current year, but also factors in the results from previous years.

Rolling Participant and Enthusiast trends have been reported this year both overall and for each activity, providing a perspective that reveals the cumulative impact of Americans' involvement in human powered activities over the past several years.

For a full overview of the study methodology, see page 268.

OUTDOOR RECREATION PARTICIPATION STUDY

KEY FINDINGS
SEVEN YEAR PERSPECTIVE

2004 Compared to 1998

The seven year perspective considers the participation activity of Americans 16 and older in the 13 core activities that have been tracked since 1998.

See page 9 for a listing of the 13 core activities.

KEY FINDINGS

OVERVIEW

Core 13 Activities Still Popular Seven Years Later

More People, More Often

Despite stiff competition for the attention, time, passion and resources of Americans 16 and older, the 13 core human powered activities are more popular in 2004 than in 1998 – by a wide margin.

A comparison of 1998 and 2004 participation levels in at least one of the 13 core human powered activities reveals an increase of 6% and a net increase of nearly 15 million people as the Participant population grew to 141 million people. Assessment of Enthusiast activity is even more favorable. The 13 core human powered activities yielded an Enthusiast population in 2004 that numbered 43.1 million—a jump of 20% from the Enthusiast population that numbered 34.1 million in 1998.

Several core activities continue to benefit from the interest of Americans 16 and older in 2004. Participant levels are up for canoeing, snowshoeing, Telemark skiing, and trail running. An even wider set of core activities have experienced an increase in Enthusiast levels—single track bicycling, dirt road bicycling, hiking, rafting, snowshoeing, Telemark skiing, and trail running.

The popularity of the 13 core human powered activities is being sourced by two key segments—females and young Americans. Among year 2004 females, participation in at least one of the 13 core human powered activities has grown 10% from 1998's benchmark level and the overall Enthusiast incidence among females has grown 27% over the seven years. Young Americans (16 to 24) have also contributed to the increases in core activity Participant and Enthusiast levels since 1998—increases of 4% and 18% respectively.

From a long term view, key changes in the Participant and Enthusiast populations are evident. In 2004, both populations are increasingly comprised of males, the family-friendly nature of the activities is reflected in the increased number of Participant and Enthusiast households with the presence of children, and human powered activities have made very modest movement towards being more ethnically inclusive.

PERSPECTIVES

Seven Years Of Progress

Outdoor participation is up 6% since 1998.

Nearly two-thirds of Americans over the age of 16 say they play in at least one activity in Mother Nature's arena.

Younger Americans, a generation as big as the baby boom, is stepping out: 4% more participated in 04 than 98.

Women have discovered the out-of-doors in greater numbers: participation in at least one activity increased 10%.

Activities such as snowshoeing, canoeing and trail running are growing rapidly offering clues that growth remains on the horizon as more Americans adopt new ways of doing legacy activities.

In the seven-year period 6% more ethnic Americans are spending time in wilderness. The shift is from 16% to 21%.

Since 2001 adventure sports travel increased 14%.

Observation/Implication

The increase comes despite the fact that more Americans are living virtually and exercising less.

The outdoor industry offers something for everyone or so it would seem. Encompassing some 22 no-roof activities, from peddling to hiking to paddling.

The lure of nature as a place to recreate is attracting more of all Americans: more women, more ethnic Americans, more older and more younger. Increasingly, Americans are re-discovering that reality as experienced in places less trampled provides a better anti-dote to noise, confusion, impersonal computers and machines and the sameness of conventional lives and places to live.

SEVEN YEAR PERSPECTIVE: KEY FINDINGS

Participants and Enthusiasts

- Comparing 1998 and 2004 participation levels in at least one of the core human powered activities reveals a participation increase up 6% and a Participant population that has grown from 126.2 million in 1998 to 141.0 million in 2004.
- Year 2004 is higher than in 1998 for four activities:
 - Canoeing (+16.3%)
 - Kayaking (+130%)
 - Snowshoeing (+50.0%)
 - Telemark skiing (+166.7%)
 - Trail Running (+20.3%)
- Declines are noted in three heritage activities:
 - Backpacking (-23.1%)
 - Paved road bicycling (-5.8%)
 - Car camping (-17.9%)
- During 2004, Participant activity for the remaining activities is on par with 1998 levels:
 - Single track bicycling
 - Dirt road bicycling
 - Camping (away from car)
 - Natural rock climbing
 - Cross-Country/Nordic skiing
 - Hiking
 - Rafting
- The year 2004 overall Enthusiast level is also higher than the 1998 benchmark. One in five (19.4% or 43.1 million) Americans 16 and older participated in at least one of the core outdoor activities in 2004 at Enthusiast levels—compared to the 16.2% (or 34.1 million) Enthusiasts in 1998.

SEVEN YEAR PERSPECTIVE: FINDINGS SUMMARY (continued)

Participants and Enthusiasts

- Several human powered activities have experienced an increase in Enthusiast levels since 1998:
 - Single track bicycling (+183.3%)
 - Dirt road bicycling (+112.5%)
 - Hiking (+21.4%)
 - Rafting (+100.0%)
 - Snowshoeing (+300.0%)
 - Telemark skiing (+200.0%)
 - Trail running (+47.4%)
- **No** human powered activity experienced declines in Enthusiast levels when comparing 2004 to 1998.
- When compared to 1998, Enthusiast levels are unchanged in 2004 for the following activities:
 - Paved road bicycling
 - Backpacking
 - Car camping
 - Canoeing
 - Natural rock climbing
 - Cross-Country /Nordic skiing
- The demographic profile of Americans who were, and are, Participants and Enthusiasts in 1998 and 2004 reveals key shifts during the seven year time period:
 - The overall Participant and Enthusiast populations are increasingly comprised of males. In 1998, one-half (50%) of overall Participants were male, a gender representation that has increased to 56% in 2004. The gender disparity is even greater among the overall Enthusiast population. More than one-half (56%) of overall 1998 Enthusiasts were male, compared to nearly two-thirds (64%) in 2004.
 - In 2004 the households of Participants and Enthusiasts are more likely to have children than in 1998.
 - From an ethnicity perspective, the year 2004 Participant and Enthusiast populations continue to skew strongly Caucasian. Although moderate in scale, the overall 2004 Participant and Enthusiast populations show favorable movement toward being more ethnically inclusive. When compared to 1998, the representation of Caucasians within the overall Participant (84% to 79%) and overall Enthusiast (87% to 83%) has declined in 2004.

SEVEN YEAR PERSPECTIVE: FINDINGS SUMMARY (continued)

16 to 24 Year Olds

- Overall Participant incidence in the core activities has increased among Americans 16 to 24—Participant level of 77.8% in 1998 that has increased to 80.7% in 2004.
- The overall level of Enthusiasts has increased even more significantly among America's youth. In 1998, 25.2% of 16 to 24 year-old's participated at Enthusiast levels in at least one core activity—an Enthusiast level that now equals 29.7%.
- Compared to 1998, year 2004 16 to 24 year old's are more likely to participate in three activities:
 - Telemark skiing (+250.0%)
 - Trail running (+22.7%)
 - Camping away from the car (+39.2%)
- Increased Enthusiast activity among year 2004 16 to 24 year old's has benefited an even wider set of activities:
 - Dirt road bicycling (+77.5%)
 - Single track bicycling (92.5%)
 - Car camping (105.0%)
 - Hiking (+65.0%)
 - Rafting (+170.0%)
 - Telemark skiing (+150.0%)
 - Trail running (+50.0%)

SEVEN YEAR PERSPECTIVE: FINDINGS SUMMARY (continued)

Females

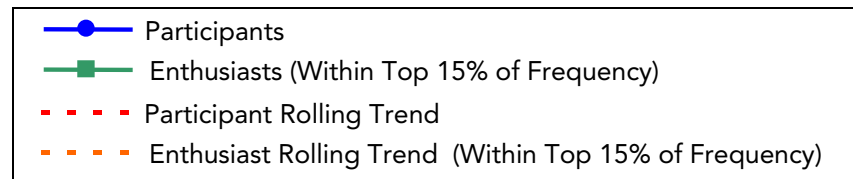
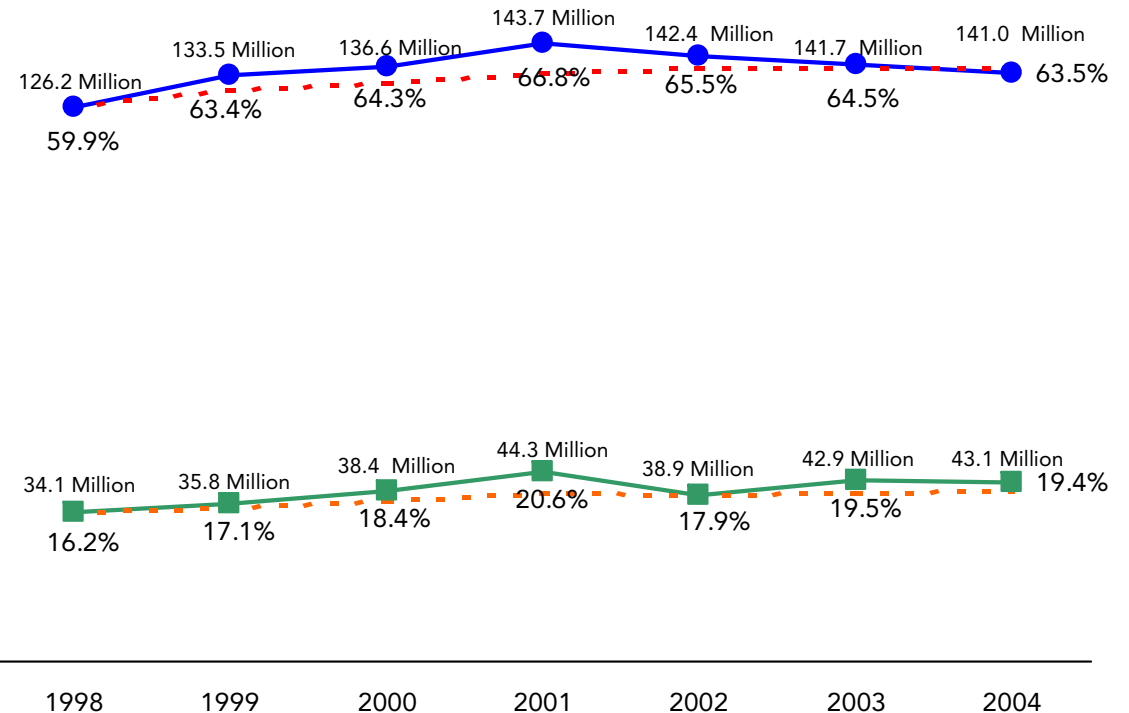
- In 2004, female Americans 16 and older are participating in at least one of the core human powered activities at higher levels than females did in 1998—an overall Participant incidence that has gone from 53.4% to 58.8%.
- Enthusiast activity in at least one of the core outdoor activities is also up in 2004 (15.0%) among females compared to 1998 (11.8%).
- Female Enthusiast activity has grown for four activities when comparing 2004 levels to 1998:
 - Car camping (+72.7%)
 - Paved road bicycling (+42.9%)
 - Single track bicycling (+112.5%)
 - Snowshoeing (+100.0%)

ALL (CORE 13) ACTIVITIES PARTICIPANT AND ENTHUSIAST TRENDS

Year 2004 Participant activity in at least one of the 13 core human powered activities has climbed 6% compared to 1998—yielding a total population that equals 141 million Americans 16 and older.

In 2004, Enthusiast activity in at least one of the 13 core human powered activities has increased 20% from 1998 to a population of 43.1 million Enthusiasts.

Participation in Core 13 Human Powered Activities
% of U.S. Population Age 16 and Older



OUTDOOR RECREATION PARTICIPATION STUDY

KEY FINDINGS
THREE YEAR PERSPECTIVE

2004 Compared to 2002

*The three year perspective considers the participation activity of Americans
16 and older in the 21 activities that have been tracked since 2002.*

See page 9 for a listing of the 21 activities.

KEY FINDINGS

OVERVIEW

Enthusiastic Young Adult Movement

America's Youth Prop Up Participation

A comparison of participation in, and commitment to, human powered activities in 2002 and 2004 reveals mixed news.

Overall Participant and Enthusiast levels are aligned—suggesting that the overall popularity of outdoor activities in 2004 failed to exceed the levels measured three years ago. And in fact, several specific activities that range from bird watching to ice climbing to backpacking have experienced declines in Participant or Enthusiast activity since 2002 among Americans 16 and older.

The wave of females that were predicted to change the face of human powered activity Participants and Enthusiasts has not materialized. In 2004, a lower percentage of female Americans are participating in at least one human powered activity than in 2002—a decrease in Participant incidence of 6%. And the level of overall Enthusiast participation among females has gone unchanged from 2002 to 2004.

When comparing 2002 to 2004 the good news can be found within the ranks of 16 to 24 year old Americans. And their value can be appreciated more for their commitment than for their numbers. Compared to 2002, year 2004 overall Participant levels are unchanged, but the incidence of Enthusiasts among the population increased 33%.

THREE-YEAR TRENDS: KEY FINDINGS

Participants

- Year 2004 overall* Participant levels remain unchanged from activities measured in 2002.
- In 2004, two activities register higher levels of participation than in 2002—paved road bicycling (+8.9%) and fly-fishing (+57.7%).
- Declines in participation incidence are noted across a wide range of activities:
 - Single track bicycling
 - Bird watching
 - Natural rock climbing
 - Artificial wall climbing
 - Ice climbing
 - Cross-Country/Nordic skiing
 - Touring/Sea kayaking
 - Whitewater kayaking
 - Rafting
 - Snowshoeing
- In 2004, the remaining activities show Participant levels that are aligned with 2002

Enthusiast

- Year 2004 overall* Enthusiast levels remain unchanged from activities measured in 2002.
- Dirt road bicycling and car camping register higher levels of Enthusiast activity in 2004.
- Backpacking is the sole activity to experience a decline in participation.

* Fishing (non-fly) was added as an activity in 2004. Comparison of, and references to, overall Participant and Enthusiasts populations in 2002 and 2004 have excluded the impact of fishing (non-fly) on the 2004 results so that the comparison is a fair one.

THREE-YEAR TRENDS: KEY FINDINGS (continued)

Demographics

- The demographic profiles of the 2002 and 2004 Participant and Enthusiast populations reveal several key differences—confirming that the populations continue to evolve:
 - In 2004, overall Participants are more likely to be males than in 2002 (56% compared to 53%)
 - The 2004 Participant population is modestly, yet significantly, more ethnically diverse
 - The year 2004 Enthusiast population is comprised of a greater percentage of 16 to 24 year old's than in 2002 (32% compared to 28%)
 - The presence of children in the households of Participants and Enthusiast is up in 2004

16 to 24 Year Old Young Adults

- Compared to 2002, overall Participant levels among young Americans (16 to 24) are unchanged.
- Young Adult Enthusiast activity in 2004 far outpaces the levels measured in 2002 (30.5% compared to 23.0%).
- During 2004, Americans between the ages of 16 and 24 reported higher levels of participation in paved road bicycling, car camping, fly fishing and touring/sea kayaking.
- Participation in cross-country/Nordic skiing and bird watching dropped off in 2004.
- Young Americans report higher Enthusiast levels in a variety of activities:
 - Paved road bicycling
 - Single track bicycling
 - Dirt road bicycling
 - Car camping
 - Rafting
 - Trail running

THREE-YEAR TRENDS: KEY FINDINGS (continued)

Females

- In 2004, a lower percentage of female Americans are participating in at least one human powered activity than in 2002—an overall Participant incidence that has declined from 62.8% to 58.8%
- Enthusiast activity in at least one outdoor activity remains unchanged in 2004
- Fly fishing is the only activity to show gains in Participant activity
- Year 2004 Enthusiast activity among females is up for car camping; down for canoeing

OUTDOOR RECREATION PARTICIPATION STUDY

SHORT-TERM TRENDS

2004 Compared to 2003

*The short-term perspective considers the participation activity of Americans 16 and older in the 22 activities that were tracked in 2004.
See page 9 for a listing of the 22 activities.*

KEY FINDINGS

OVERVIEW

Holding Ground

An Uneventful Year Still Yields Favorable News for Outdoor Industry

Sometimes you can win by maintaining, rather than gaining. And so it was for human powered activities in year 2004. A direct comparison of overall Participant and Enthusiast trends showed no movement from the levels measured in 2003. Within the specific activities, only fly fishing and ice climbing show signs of growth, and ice climbing was merely rebounding from a particularly soft performance in 2003—rather than building on long-term gains.

Instead, the majority of human powered activities maintained their strong popularity with Americans 16 and older, a challenge made more difficult by the high bar set when Enthusiast activity surged for many activities in 2003. Not all activities were up to the task, but with a few exceptions, declines in Participant and Enthusiast activity does not appear to be signaling diminishing interest among Americans. For example, car camping Participant activity declined from 2003 levels. But car camping experienced a spike in participation incidence in 2003 and the lower results reported in 2004 merely moved the activity back to its more historical level.

Year 2004 results also yielded favorable news that may be out of step with some conventional wisdom. America's youth is not turning their back on human powered activities. During 2004 an impressive 34.4 million Americans 16 to 24 years old participated in outdoor activities—equal to 84.7% of the U.S. population in that age group. Fly fishing, hiking and natural rock climbing experienced increases in Participant activity and no activities registered declines from the levels measured in 2003. The attention of 16 to 24 year old's does not appear to be incidental or fleeting. An eclectic group of activities benefited from increased Enthusiast levels in 2004 resulting in an overall Enthusiast population that grew to include 13.4 million young Americans.

OBSERVATIONS AND IMPLICATIONS

Year 2004 Events of Note

Overall Participant and Enthusiast levels are flat compared to 2003.

Observation/Implications

Year 2004 ranked as the 6th wettest year on record since 1895—rainfall was above average in 34 states; especially in the South and East due to hurricane activity.

Paddlesport Participant levels remained flat; Enthusiast levels declined.

A five-year drought in parts of the West intensified during the first half of 2004 as precipitation remained below average.

Backpacking, hiking and camping (away from car) activity was flat; car camping activity declined.

Although record warm temperatures raised fire danger across the West, the season concluded as below average for the entire United States.

Fishing activity was highest late in 2004, due perhaps to strong runoff levels in streams and rivers.

Short-term drought relief for the West occurred in the fall, as two large storms in hit the area during October.

OBSERVATIONS AND IMPLICATIONS (continued)

Year 2004 Events of Note

Travel related activities—car camping and adventure travel—may have been limited due to concerns over gas prices.



Observations/Implication

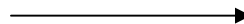
Oil prices rose to recent high levels.

Equipment intensive activities such as fly-fishing and ice-climbing experienced increases in Enthusiast activity during 2004—Americans may have been in a better position to spend on leisure pursuits.



After a brief slowdown at mid-year, the U.S. economy gained strength and grew by about four percent in 2004 as a whole.

Car camping Participant activity is down from 2003 levels.



The National Park Service reports that recreational camping trips across the system are off 10% from 2003 levels.

Paved road participant activity remains on par with recent high populations measured in 2003.



Lance Armstrong wins 6th consecutive Tour de France; OLN ratings up 24% from 2003.

SHORT TERM TRENDS: KEY FINDINGS

Participants

Outdoor activities played a major role in the lives of the majority of Americans 16 and older during 2004.

- During 2004, nearly three-quarters (71.6%) of Americans 16 and older participated in at least one human powered activity - a Participant population that is equal to **159 million** Americans.
- Versatility and variety held the key to generating large Participant populations during 2004. Activities that have multiple formats (something for everyone) attracted the largest number of Americans 16 and older during the year:
 - Bicycling (Any Type) 85.7 million Americans 16 and older
 - Fishing (Any Type) 80.4 million
 - Camping (Any Type) 65.7 million
 - Paddlesports (Any Type) 31.8 million
- The specific activities that were most popular in 2004 (as measured by participation) include:
 - Paved road bicycling 79.1 million Americans 16 and older
 - Fishing (Non-Fly) 76.6 million
 - Hiking 75.3 million
 - Car camping 48.9 million
- Demographically, the face of the year 2004 overall Participant population is well defined and inclusive at the same time:
 - The majority of overall Participants are male (56%)
 - Americans of all ages participate in outdoor activities—and the presence of youth is strong (26% are between 16 and 24 years old)
 - The marital status of overall Participants is split between married (52%) and unmarried (48%)
 - One-half (50%) of Participants report the presence of children in their household
 - Overall Participants report slightly above average affluence--mean household income of \$60,000
 - The overall Participant population remains comprised primarily of Caucasian Americans (79%)
- Americans 16 and older who participated in human powered activities in 2004 are more likely to live in a state located in the South Central region than in any other location

SHORT TERM TRENDS: FINDINGS SUMMARY (continued)

Participants

Year 2004 was a stagnant year for participation in most human powered activities, with only a limited set of activities experiencing shifts in participation incidence.

- Only one human powered activity experienced significant growth in Participant activity in 2004:
 - Fly Fishing (+41.4%)
- Participation in several human powered activities is lower in 2004 than in the previous year:
 - Car camping (-8.7%)
 - Artificial wall climbing (-20.7%)
 - Snowshoeing (-22.2%)
- The incidence of participation in the remaining human powered activities is flat—with either directional increases/decreases shown or levels that are unchanged from 2003.

Enthusiasts

During 2004, Enthusiasts not only participated in outdoor activities, they did so with commitment and frequency.

- In 2004, more than **50 million** Americans 16 and older participated within the top 15% of participation frequency in at least one human powered activity.
- Bicycling (any type), with its three formats, benefited from the largest Enthusiast population in 2004—19.5 million Americans 16 and older hit the paved roads, single tracks and/or dirt roads on their bikes.
- The specific activity that enjoys the largest Enthusiast populations in 2004 include paved road bicycling (12.0 million), non-fly fishing (11.8 million), hiking (11.3 million) and car camping (8.9 million).

SHORT TERM TRENDS: FINDINGS SUMMARY (continued)

Enthusiasts

- Year 2004 Enthusiasts have a distinct demographic profile that has remained relatively consistent in recent years—with one notable exception in 2004
 - Nearly two-thirds (64%) of Enthusiasts are male
 - All age groups are represented—**and the level of 16 to 24 year old's within the population reached an all time high in 2004 (32%)**
 - Nearly one-half (46%) of Enthusiasts report the presence of children 18 and younger in the household
 - Moderate affluence – mean household income of \$60,000
- During 2004, human powered activity Enthusiasts are more likely to live in the South Central (33%) or West (26%) region of the U.S.—areas that have climates and open spaces conducive to frequent participation.

During 2004, nearly all activities maintained Enthusiast levels measured in the previous year, rather than registering increases or decreases. But 2003 was a very strong year for Enthusiast activity, confirming that most activities had a favorable year by merely maintaining recent gains.

- In 2004 Enthusiast levels are up for two activities:
 - Ice Climbing (+100.0%)
 - Fly-fishing (+44.4%)
- The incidence of Enthusiast activity declined for only one activity—paved road bicycling (-20.6%).
- Enthusiast activity in the remaining human powered activities is flat—with either directional increases/decreases shown or levels that are unchanged from 2003.

SHORT TERM TRENDS: FINDINGS SUMMARY (continued)

16 – 24 Year Old Participants

Participation in human powered activity was particularly strong among Americans between the ages of 16 and 24 in 2004.

- More than **34 million** Americans between the ages of 16 and 24 participated in at least one human powered activity in 2004—equal to 84.7% of the entire U.S. population in that age group.

Participant levels were primarily unchanged in 2004, although a limited set of activities experienced increased activity.

- Three activities benefited from an increase in Participant activity in 2004:
 - Fly-Fishing (+52.2%)
 - Hiking (+11.9%)
 - Natural Rock Climbing (+51.2%)
- No human powered activity experienced declines in Participant levels when comparing 2004 to 2003.
- The remaining human powered activities showed a flat Participant trend when compared to 2003—either directional increases/decreases shown or levels that are unchanged.

16 – 24 Year Old Enthusiasts

Overall Enthusiast level activity among 16 to 24 year old Americans in 2004 was high and several activities benefited from the commitment of the key youth segment.

- More than **13 million** Americans between the ages of 16 and 24—or one-third (32.9%) of the entire population—participated in at least one human powered activity at Enthusiast levels in 2004

SHORT TERM TRENDS: FINDINGS SUMMARY (continued)

16 – 24 Year Old Enthusiasts

Compared to 2003, trends in Enthusiast levels within the specific activities are mixed in 2004.

- An eclectic set of activities experienced increases in Enthusiast activity in 2004:
 - Single Track Bicycling (+45.3%)
 - Dirt Road Bicycling (+47.9%)
 - Cross-Country/Nordic Skiing (+100.0%)
 - Hiking (+53.5%)
 - Recreation/Sit-on-Top Kayaking (+125.0%)
 - Touring/Sea Kayaking (+166.7%)
 - Whitewater Kayaking (+200.0%)
 - Snowshoeing (+100.0%)
- Bird watching was the only activity to experience a decline in Enthusiast level from 2003 to 2004 (-50.0%)
- The remaining human powered activities showed a flat Enthusiast trend when compared to 2003—either directional increases/decreases shown or levels that are unchanged.

SHORT TERM TRENDS: FINDINGS SUMMARY (continued)

Female Participants

Female Americans 16 and older participated in human powered activities in large numbers during 2004, but Participant levels for the specific activities are almost universally unchanged.

- In 2004, nearly two-thirds (63.7%) of females 16 and older participated in at least one human powered activity—a level of involvement that yields a population of **73.2 million** Participants.
- Compared to 2003, year 2004 Participant levels increased in only one activity—fly-fishing (+77.4%)
- **No** human powered activity experienced declines in Participant levels when comparing 2004 to 2003
- The remaining human powered activities showed a flat Participant trend when compared to 2002 - either directional increases/decreases shown or levels that are unchanged.

Female Enthusiasts

In 2003 the number of female Enthusiasts remains sizeable – and aligned with previous years.

- Nearly **19 million** female Americans 16 and older are classified as an Enthusiast in one of the activities based on their high levels of participation frequency in 2004.

Year 2004 Enthusiast levels show a limited mix of shifts and stability when compared to the previous year.

- Increased Enthusiast activity is shown in one activity—fly fishing (+500.0%).
- Significant erosion in Enthusiast activity is limited to paved road bicycling (-25.9%).
- The remaining human powered activities showed a flat Enthusiast trend when compared to 2003—either directional increases/decreases shown or levels that are unchanged.

SHORT TERM TRENDS: FINDINGS SUMMARY (continued)

Adventure/Sports Vacations

In 2004 the incidence of adventure/outdoor activity vacations was unchanged from the previous year, but year 2004 travel inspired by the opportunity to participate in sports and activities is more common than in 2001 and 2002.

- Nearly **56 million** Americans took a vacation in 2004 where the primary purpose was to participate in an outdoor or adventure activity—travel activity up 14% from 2002.
- A range of sports and activities were at the center of the adventure travel plans of Americans in 2004:
 - Hiking/Backpacking (9.2 million Americans 16 and older)
 - Swimming (9.1 million)
 - Fishing (8.1 million)
 - Camping (7.5 million)

Competition and Outdoor Activities

Participation in the specific set of human powered activities on a competitive basis is marginal among Participants, but a closer examination suggests that many Participants have a competitive fire.

- During 2004 slightly more than one in 10 (12.3%) Participants report involvement with human powered activities with a competitive element. Although competitive participation is marginal, the incidence translates into a population of nearly 20 million outdoor activity competitors.
- The demographic segments which are more likely to compete include young Americans, males and residents of a state located in the West region.

SHORT TERM TRENDS: FINDINGS SUMMARY (continued)

Non-Participants

The sizeable population (more than 63 million) of Americans 16 and older who did not participate in any human powered activities during 2004 differ demographically from the year 2004 Participant population.

- Non-Participants are more likely to be female, older, less affluent and of non-Caucasian ethnicity.

| <u>Dimension</u> | <u>Non-Participants</u> | <u>Participants</u> |
|-----------------------|--|---|
| Majority Gender | Females (64%) | Males (56%) |
| Median Age | 51.0 | 41.0 |
| Mean Household Income | \$43,900 | \$56,900 |
| Ethnicity | Caucasian (72%) African-American (14%) Hispanic (6%) | Caucasian (79%) African-American (8%) Hispanic (6%) |

OUTDOOR RECREATION PARTICIPATION STUDY
ALL ACTIVITIES

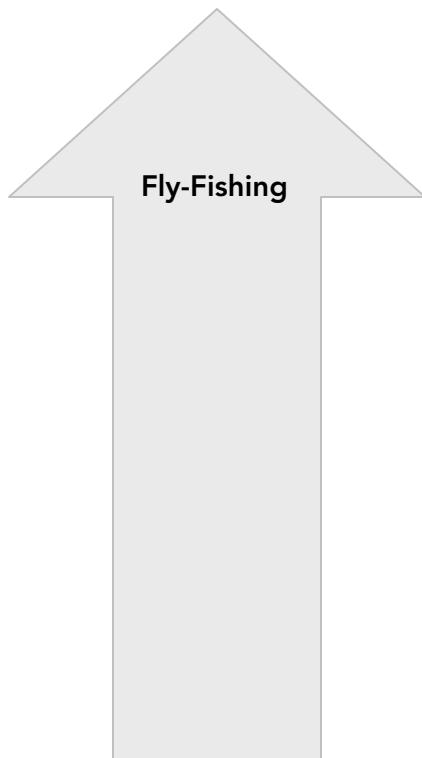
ALL ACTIVITIES

ALL ACTIVITIES: PARTICIPANT LEVELS and TRENDS

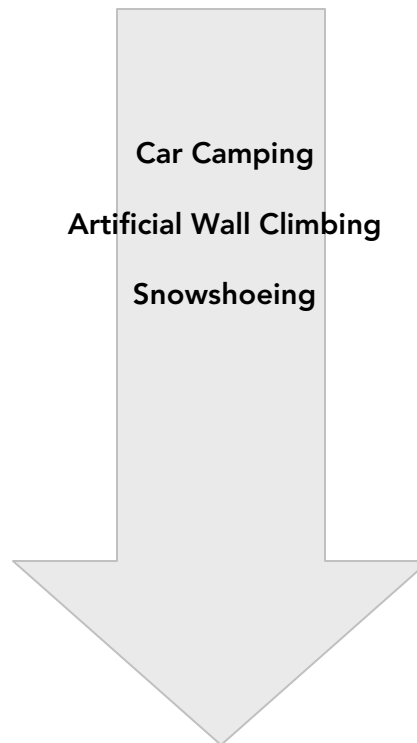
| Activity | Incidence of Participation Among Americans 16 and Older in 2004 | Participant Population (Millions) | Participation Incidence % Change - 2004 vs.1998 | Participation Incidence % Change - 2004 vs.2002 | Participation Incidence % Change - 2004 vs.2003 |
|--|---|-----------------------------------|---|---|---|
| Human Powered Activities - Any Type | 71.6% | 159.0 | NA | NA | NA |
| Backpacking | 6.0% | 13.3 | -23.1% | -7.7% | -3.2% |
| Bicycling - Any Type | 38.6% | 85.7 | -4.7% | -2.8% | -2.5% |
| Bicycling - Paved Road | 35.6% | 79.1 | -5.8% | +8.9% | +0.6% |
| Bicycling - Single Track | 17.8% | 39.5 | +1.1% | -10.1% | -0.6% |
| Bicycling - Wide Dirt Road | 18.0% | 40.0 | -4.8% | -1.1% | +1.1% |
| Bicycling (Mountain Biking) | 23.0% | 51.1 | -4.2% | -3.8% | +8.5% |
| Bird Watching | 6.8% | 15.1 | NA | -19.0% | -6.8% |
| Camping - Any Type | 29.6% | 65.7 | -9.2% | -2.0% | -5.4% |
| Car Camping | 22.0% | 48.9 | -17.9% | -1.8% | -8.7% |
| Camping (Away from Car) | 7.9% | 17.5 | +8.2% | -2.5% | +5.3% |
| Climbing with Rope/Harness - Any Type | 3.4% | 7.6 | NA | -24.4% | -12.8% |
| Climbing - Natural Rock | 2.1% | 4.7 | -12.5% | -32.3% | No Change |
| Climbing - Artificial Wall | 2.3% | 5.1 | NA | -34.3% | -20.7% |
| Climbing - Ice | 0.5% | 1.100 | NA | -54.5% | +66.7% |
| Cross-Country/Nordic Skiing | 4.4% | 9.8 | +4.8% | -29.0% | +2.3% |
| Fishing - Any Type | 36.2% | 80.4 | NA | NA | NA |
| Fishing (Non-Fly) | 34.5% | 76.6 | NA | NA | NA |
| Fly Fishing | 8.2% | 18.2 | NA | +57.7% | +41.4% |
| Hiking | 33.9% | 75.3 | -1.2% | +0.6% | +3.7% |
| Paddlesports - Any Type | 14.3% | 31.8 | NA | -7.1% | -2.8% |
| Canoeing | 10.0% | 22.2 | +16.3% | -2.0% | -2.0% |
| Rafting | 4.3% | 9.6 | -6.5% | -20.4% | -8.5% |
| Kayaking - Any Type | 4.6% | 10.2 | +130.0% | -2.1% | +2.2% |
| Kayaking - Recreation/Sit-on-Top | 3.3% | 7.3 | NA | +10% | +10.0% |
| Kayaking - Touring/Sea | 2.6% | 5.8 | NA | -27.8% | No Change |
| Kayaking - Whitewater | 1.0% | 2.2 | NA | -44.4% | +25.0% |
| Kayaking (Non-Whitewater) | 4.3% | 9.6 | NA | +7.5% | +7.5% |
| Snowshoeing | 2.1% | 4.7 | +50.0% | -22.2% | -22.2% |
| Telemark Skiing | 1.6% | 3.6 | +166.7% | +6.7% | -15.8% |
| Trail Running | 17.8% | 39.5 | +20.3% | -1.1% | +4.1% |

PARTICIPANT TRENDS – 2004 COMPARED TO 2003*

GREW*



DECLINED*



FLAT*

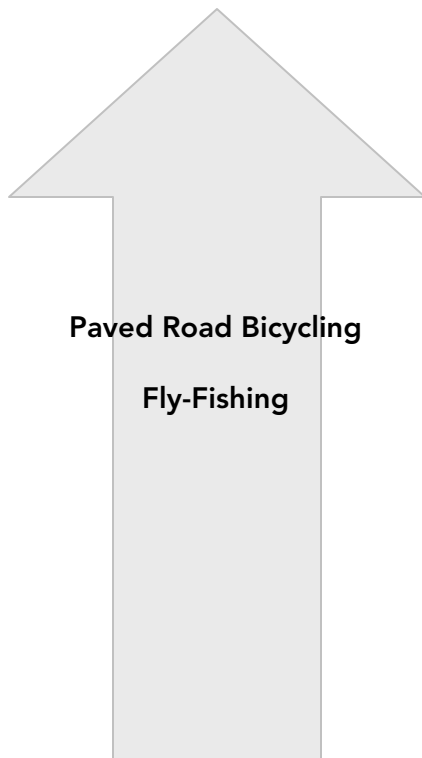


Note: Comparative data from 2003 not available for fishing (non-fly).

* Conclusions based on significant differences between Participant incidence in 2004 compared to 2003.

PARTICIPANT TRENDS – 2004 COMPARED TO 2002*

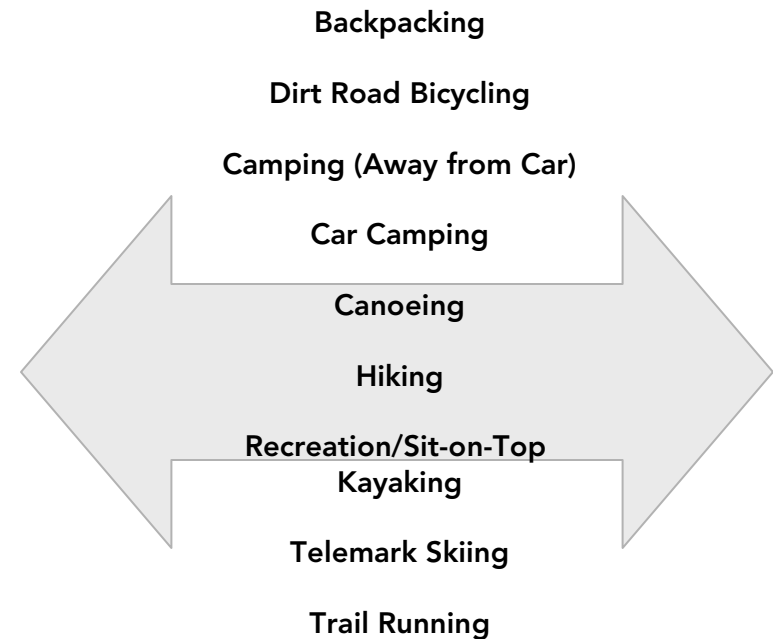
GREW*



DECLINED*



FLAT*



Note: Comparative data from 2002 not available for fishing (non-fly).

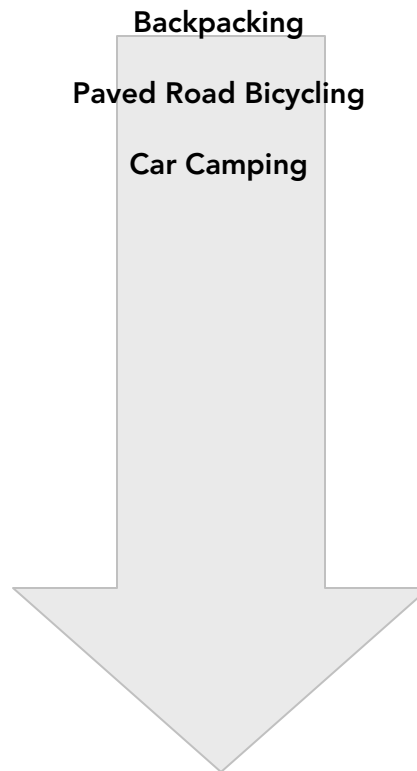
* Conclusions based on significant differences between Participant incidence in 2004 compared to 2002.

PARTICIPANT TRENDS – 2004 COMPARED TO 1998*

GREW*



DECLINED*



FLAT*



Note: Comparative data from 1998 not available for bird watching, natural rock climbing, artificial wall climbing, ice climbing, fly-fishing, fishing (non-fly), touring/sea kayaking, recreation/sit-on-top kayaking, whitewater kayaking.

* Conclusions based on significant differences between Participant incidence in 2004 compared to 1998.

ALL ACTIVITIES: DEMOGRAPHIC PROFILE TRENDS OF PARTICIPANTS

The population profile of year 2004 Participants reveals a true shift. Year 2004 Participants are more likely to be male than in 2002 and in any year except for 2003.

Americans of all ages participated in outdoor activities in 2004—one-half of Participants are between the ages of 16 and 34 (48%) and 35 and older (52%).

The overall Participant population in 2004 is comprised primarily of Caucasian Americans, but the level of representation is slightly more moderate than in 2002.

One-half (49%) of year 2004 Participants report the presence of children 18 and younger in their households—a finding that reflects favorably on both the strong levels of participation among America's youth and the family-friendly nature of human powered activities.

| Dimension | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|-------------------------|------|------|------|------|------|------|------|
| Gender | | | | | | | |
| Male | 50% | 51% | 52% | 53% | 53% | 56% | 56% |
| Female | 50% | 49% | 48% | 47% | 47% | 44% | 44% |
| Age | | | | | | | |
| 16 to 24 | 25% | 23% | 26% | 27% | 28% | 27% | 26% |
| 25 to 34 | 20% | 21% | 21% | 22% | 21% | 22% | 22% |
| 35 to 44 | 24% | 25% | 22% | 20% | 19% | 19% | 19% |
| 45+ | 33% | 34% | 31% | 31% | 32% | 32% | 33% |
| Marital Status | | | | | | | |
| Married | 52% | 54% | 50% | 46% | 50% | 51% | 52% |
| Unmarried | 48% | 46% | 50% | 54% | 50% | 49% | 48% |
| Ethnicity | | | | | | | |
| Caucasian | 84% | 84% | 81% | 79% | 81% | 80% | 79% |
| African-American | 7% | 7% | 8% | 10% | 8% | 7% | 8% |
| Hispanic | 5% | 6% | 6% | 6% | 6% | 6% | 6% |
| Asian | * | 1% | 2% | 1% | 2% | 3% | 2% |
| Other | 4% | 2% | 3% | 4% | 3% | 4% | 6% |
| Children <18 | | | | | | | |
| Yes | 46% | 47% | 48% | 43% | 45% | 50% | 49% |
| Household Income | | | | | | | |
| <\$40k | NA | 37% | 38% | 42% | 38% | 38% | 37% |
| \$40k - \$79k | NA | 41% | 43% | 42% | 40% | 39% | 40% |
| \$80k+ | NA | 22% | 19% | 16% | 22% | 23% | 23% |
| Region | | | | | | | |
| Northeast | 17% | 20% | 18% | 19% | 19% | 18% | 18% |
| South Central | 29% | 31% | 30% | 32% | 33% | 33% | 34% |
| North Central | 26% | 25% | 22% | 24% | 25% | 24% | 23% |
| West | 28% | 24% | 30% | 25% | 24% | 25% | 25% |

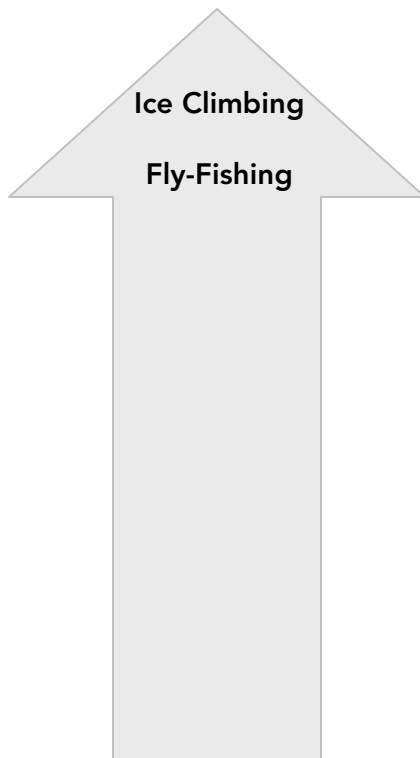
 = Significant difference from 2002

ALL ACTIVITIES: ENTHUSIAST LEVELS and TRENDS

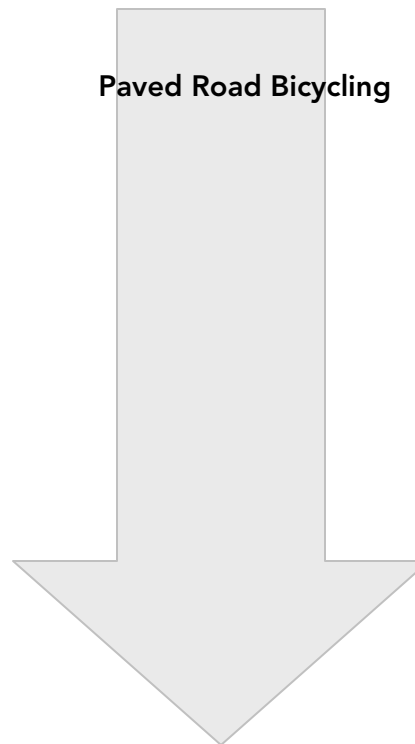
| Activity | Incidence of Enthusiasts Among Americans 16 and Older in 2004 | Enthusiast Population (Millions) | Enthusiast Frequency Level (2004) | Enthusiast Incidence % Change - 2004 vs.1998 | Enthusiast Incidence % Change - 2004 vs.2002 | Enthusiast Incidence % Change - 2004 vs.2003 |
|--|---|----------------------------------|-----------------------------------|--|--|--|
| Human Powered Activities - Any Type | 22.6% | 50.2 | NA* | NA | NA | NA |
| Backpacking | 0.8% | 1.8 | 6+ | -20.0% | -46.7% | No Change |
| Bicycling - Any Type | 8.8% | 19.5 | NA* | +1.1% | +12.8% | -5.4% |
| Bicycling - Paved Road | 5.4% | 12.0 | 52+ | +1.9% | +3.8% | -20.6% |
| Bicycling - Single Track | 3.4% | 7.6 | 20+ | +183.3% | +6.2% | +13.3% |
| Bicycling - Wide Dirt Road | 3.4% | 7.6 | 20+ | +112.5% | +25.9% | +13.3% |
| Bicycling (Mountain Biking) | 5.1% | 11.3 | NA* | +131.8% | +8.5% | +27.5% |
| Bird Watching | 1.0% | 2.2 | 12+ | NA | -16.7% | -16.7% |
| Camping - Any Type | 5.1% | 11.3 | NA* | NA | +24.4% | +4.1% |
| Car Camping | 4.0% | 8.9 | 6+ | +2.6% | +33.3% | +2.6% |
| Camping (Away from Car) | 1.2% | 2.7 | 8+ | NA | +9.1% | +9.1% |
| Climbing with Rope/Harness - Any Type | 0.7% | 1.6 | NA* | NA | -12.5% | No Change |
| Climbing - Natural Rock | 0.3% | 0.666 | 10+ | -40.0% | -25.0% | No Change |
| Climbing - Artificial Wall | 0.5% | 0.888 | 6+ | NA | -20.0% | -20.0% |
| Climbing - Ice | 0.1% | 0.222 | 3+ | NA | No Change | +100.0% |
| Cross-Country/Nordic Skiing | 0.7% | 1.6 | 8+ | +16.7% | -22.2% | No Change |
| Fishing - Any Type | 5.9% | 13.1 | NA* | NA | NA | NA |
| Fishing (Non-Fly) | 5.3% | 11.8 | 25+ | NA | NA | NA |
| Fly Fishing | 1.3% | 2.9 | 15+ | NA | +30.0% | +44.4% |
| Hiking | 5.1% | 11.3 | 15+ | +21.4% | +6.2% | +6.2% |
| Paddlesports - Any Type | 2.9% | 6.4 | NA* | NA | +7.4% | +7.4% |
| Canoeing | 1.6% | 3.6 | 7+ | +14.3% | +14.3% | No Change |
| Rafting | 1.0% | 2.2 | 3+ | +100.0% | +25.0% | +11.1% |
| Kayaking - Any Type | 0.9% | 2.0 | NA* | +350.0% | -10.0% | +28.6% |
| Kayaking - Recreation/Sit-on-Top | 0.4% | 0.888 | 7+ | NA | No Change | +33.3% |
| Kayaking - Touring/Sea | 0.5% | 1.1 | 5+ | NA | No Change | No Change |
| Kayaking - Whitewater | 0.2% | 0.444 | 3+ | NA | -50.0% | No Change |
| Kayaking (Non-Whitewater) | 0.8% | 1.8 | 4+ | NA | No Change | +14.3% |
| Snowshoeing | 0.4% | 0.9 | 7+ | +300.0% | No Change | -20.0% |
| Telemark Skiing | 0.3% | 0.666 | 5+ | +200.0% | +50.0% | No Change |
| Trail Running | 2.8% | 6.2 | 49+ | +47.4% | +12.0% | +7.7% |

ENTHUSIAST TRENDS – 2004 COMPARED TO 2003*

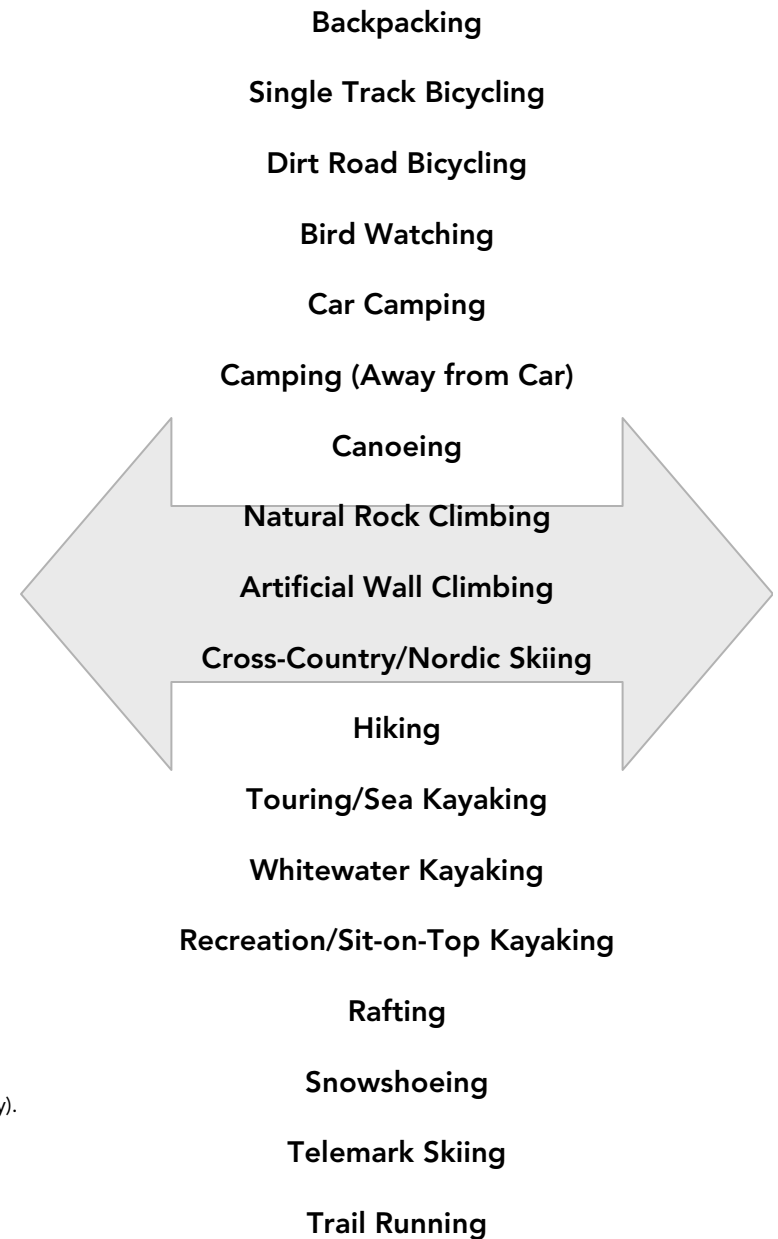
GREW*



DECLINED*



FLAT*

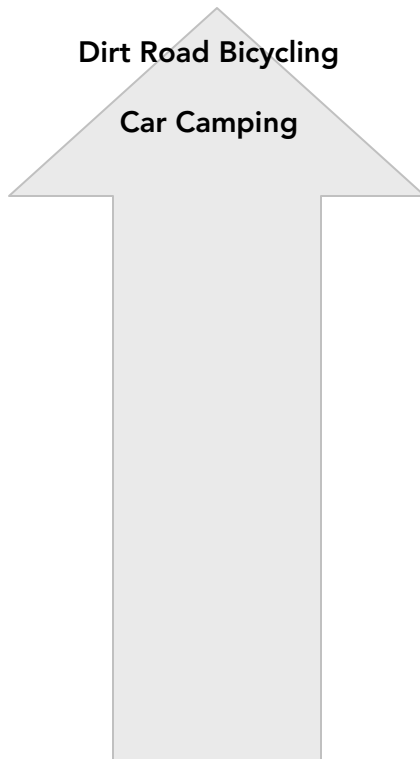


Note: Comparative data from 2003 not available for fishing (non-fly).

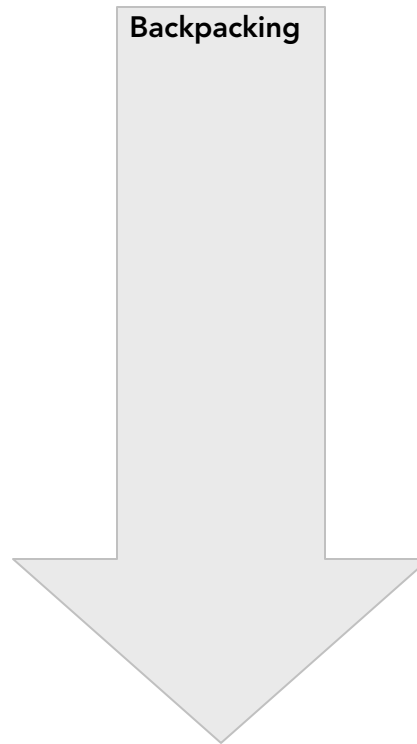
* Conclusions based on significant differences between Enthusiast incidence in 2004 compared to 2003.

ENTHUSIAST TRENDS – 2004 COMPARED TO 2002*

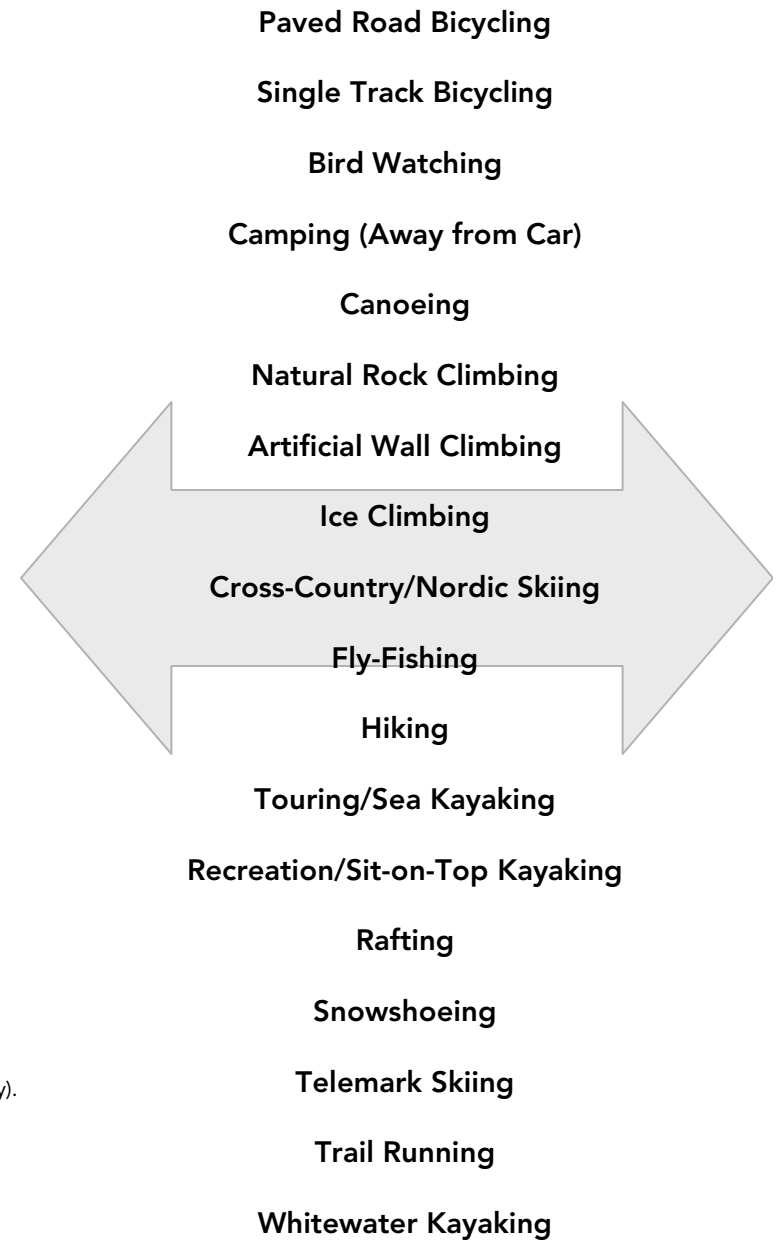
GREW*



DECLINED*



FLAT*



Note: Comparative data from 2002 not available for fishing (non-fly).

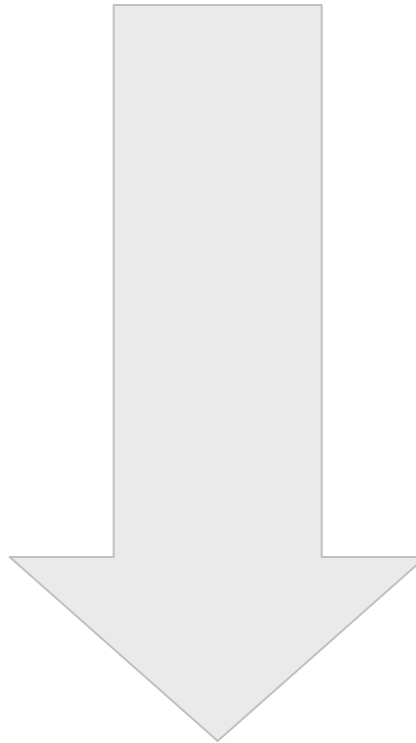
* Conclusions based on significant differences between Enthusiast incidence in 2004 compared to 2002.

ENTHUSIAST TRENDS – 2004 COMPARED TO 1998*

GREW*



DECLINED*



FLAT*



Note: Comparative data from 1998 not available for bird watching, camping (away from car), natural rock climbing, artificial wall climbing, ice climbing, fly-fishing, fishing (non-fly), touring/sea kayaking, recreation/sit-on-top kayaking, whitewater kayaking.

* Conclusions based on significant differences between Enthusiast incidence in 2004 compared to 1998.

ALL ACTIVITIES: DEMOGRAPHIC PROFILE TRENDS OF ENTHUSIASTS

Nearly two-thirds of Americans who participated in at least one human powered activity at Enthusiast levels during 2004 are more likely to be male (64%) than female (36%) – confirming a growing gender imbalance first identified in 2002.

The age profile of Enthusiasts has been relatively consistent throughout the past seven years. All groups are strongly represented within the overall year 2004 Enthusiast population. Notably, the presence of 16 to 24 year olds within the Enthusiast population reached an all-time high in 2004 (32%).

| Dimension | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|-------------------------|------|------|------|------|------|------|------|
| Gender | | | | | | | |
| Male | 56% | 60% | 55% | 56% | 63% | 64% | 64% |
| Female | 44% | 50% | 45% | 44% | 37% | 36% | 36% |
| Age | | | | | | | |
| 16 to 24 | 28% | 24% | 30% | 29% | 28% | 28% | 32% |
| 25 to 34 | 21% | 21% | 17% | 22% | 21% | 22% | 21% |
| 35 to 44 | 17% | 23% | 22% | 21% | 20% | 19% | 18% |
| 45+ | 31% | 32% | 31% | 28% | 31% | 31% | 29% |
| Marital Status | | | | | | | |
| Married | 48% | 49% | 45% | 43% | 48% | 47% | 46% |
| Unmarried | 52% | 51% | 55% | 57% | 52% | 53% | 54% |
| Ethnicity | | | | | | | |
| Caucasian | 87% | 86% | 83% | 85% | 84% | 83% | 83% |
| African-American | 6% | 5% | 5% | 5% | 6% | 5% | 6% |
| Hispanic | 4% | 5% | 6% | 5% | 5% | 5% | 4% |
| Asian | 1% | 1% | * | 1% | 1% | 1% | 1% |
| Other | 2% | 3% | 6% | 4% | 4% | 6% | 6% |
| Children <18 | | | | | | | |
| Yes | 43% | 44% | 50% | 40% | 42% | 47% | 47% |
| Household Income | | | | | | | |
| <\$40k | NA | 34% | 38% | 38% | 36% | 35% | 36% |
| \$40k - \$79k | NA | 43% | 46% | 44% | 40% | 45% | 41% |
| \$80k+ | NA | 23% | 16% | 18% | 24% | 20% | 23% |
| Region | | | | | | | |
| Northeast | 21% | 20% | 22% | 21% | 19% | 19% | 18% |
| South Central | 31% | 28% | 31% | 29% | 33% | 33% | 33% |
| North Central | 24% | 22% | 20% | 21% | 25% | 24% | 23% |
| West | 24% | 30% | 27% | 29% | 24% | 24% | 26% |

 = Significant difference from 2002

ALL ACTIVITIES: MULTI-PARTICIPATING AMONG PARTICIPANTS

During 2004, the majority (82.2%) of overall Participants participated in between one and five separate human powered activities. On average Participants 16 and older participated in slightly more than three different activities in 2004; 16 to 24 year old Participants were involved in nearly five activities on average in 2004; female Participants participated in slightly more than three activities on average during the year.

| Number of Human Powered Activities Participated In During 2004 (Among Participants) | 16 and Older Participants | 16 to 24 Year Old Participants | Female 16 and Older Participants |
|---|---------------------------|--------------------------------|----------------------------------|
| 1 activity only | 24.6% | 15.4% | 29.7% |
| 2 activities | 19.2% | 15.6% | 20.7% |
| 3 | 15.4% | 13.8% | 14.9% |
| 4 | 13.2% | 14.9% | 12.6% |
| 5 | 9.8% | 10.8% | 9.5% |
| 6 | 5.9% | 8.3% | 4.4% |
| 7 | 3.8% | 4.6% | 3.3% |
| 8 | 3.5% | 6.3% | 1.8% |
| 9 | 2.0% | 3.9% | 1.4% |
| 10 | 1.1% | 2.4% | 0.9% |
| 11 | 0.7% | 1.5% | 0.2% |
| 12 | 0.5% | 1.1% | 0.5% |
| 13 | 0.1% | 0.2% | 0.0% |
| 14 | 0.2% | 0.6% | 0.1% |
| 15 | 0.0% | 0.2% | 0.0% |
| 16 | 0.0% | 0.2% | 0.0% |
| 17 | 0.0% | 0.0% | 0.0% |
| 18 | 0.0% | 0.0% | 0.0% |
| 19 | 0.0% | 0.0% | 0.0% |
| 20 | 0.0% | 0.2% | 0.0% |
| 21 | 0.0% | 0.2% | 0.0% |
| 22 activities | 0.0% | 0.0% | 0.0% |
| Mean # of Activities Participated In During 2004 (Among Participants) | 3.5 | 4.5 | 3.1 |

ALL ACTIVITIES: MULTI-PARTICIPATING AMONG ENTHUSIASTS

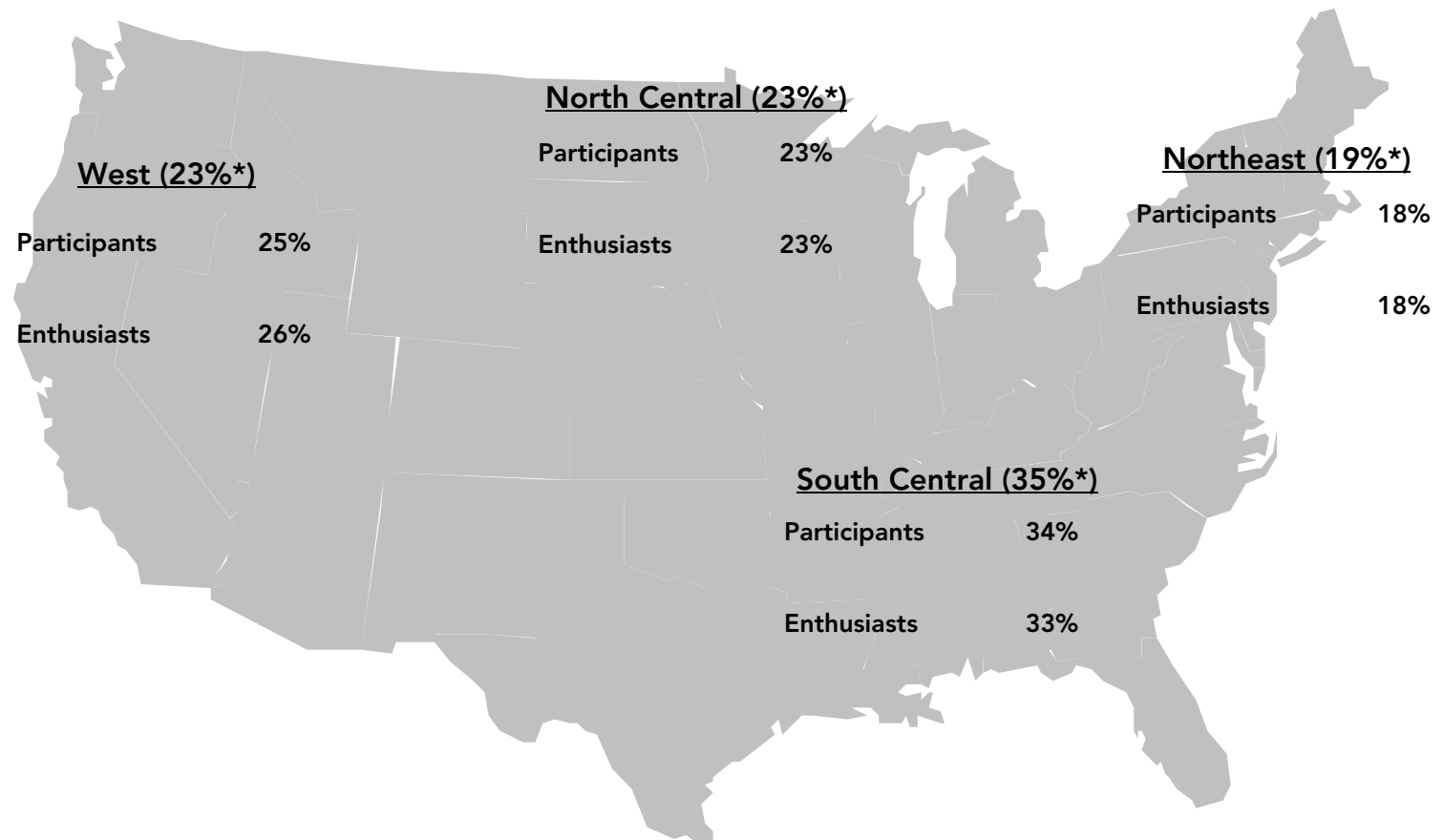
During 2004, most Enthusiasts participated in multiple human powered activities—only a modest percentage of Enthusiast populations are involved in only one activity.

Year 2004 overall Enthusiasts 16 and older participated in more than five different activities. Enthusiasts between the ages of 16 and 24 have a particularly wide set of activities in which they participated during 2004—more than six on average. Female Enthusiasts were involved with nearly five separate activities on average during 2004.

| Number of Human Powered Activities Participated In During 2004 (Among Enthusiasts) | 16 and Older Enthusiasts | 16 to 24 Year Old Enthusiasts | Female 16 and Older Enthusiasts |
|---|---------------------------------|--------------------------------------|--|
| 1 activity only | 7.9% | 4.8% | 11.9% |
| 2 activities | 11.9% | 6.7% | 12.2% |
| 3 | 12.9% | 8.6% | 12.8% |
| 4 | 15.9% | 14.4% | 16.1% |
| 5 | 13.7% | 12.4% | 16.4% |
| 6 | 10.1% | 11.5% | 9.0% |
| 7 | 7.0% | 7.2% | 7.1% |
| 8 | 7.9% | 12.4% | 5.5% |
| 9 | 5.0% | 8.6% | 4.6% |
| 10 | 2.7% | 4.3% | 2.3% |
| 11 | 1.8% | 2.8% | 1.7% |
| 12 | 1.5% | 2.4% | 0.0% |
| 13 | 0.3% | 0.5% | 0.4% |
| 14 | 0.6% | 1.4% | 0.0% |
| 15 | 0.2% | 0.5% | 0.0% |
| 16 | 0.2% | 0.5% | 0.0% |
| 17 | 0.2% | 0.5% | 0.0% |
| 18 | 0.0% | 0.0% | 0.0% |
| 19 | 0.0% | 0.0% | 0.0% |
| 20 | 0.2% | 0.5% | 0.0% |
| 21 | 0.0% | 0.0% | 0.0% |
| 22 activities | 0.0% | 0.0% | 0.0% |
| Mean # of Activities Participated In During 2004 (Among Enthusiasts) | 5.1 | 6.2 | 4.6 |

ALL ACTIVITIES: WHERE THEY LIVE IN YEAR 2004

In 2004, Participants and Enthusiasts in human powered activities are more likely to live in the South, followed by the West, and North Central regions.



* Percentage of **total** Americans 16 and older living in each region

Outdoor Industry Foundation © 2005

NON-PARTICIPANTS (NO ACTIVITIES): DEMOGRAPHIC PROFILE TRENDS

As a group, Non-Participants tend to be female (64%), 45 years of age or older (60%), ethnically diverse, and of moderate affluence.

Compared to the Non Participant population in 2002, year 2004 Americans who do not participate in human powered activities are more likely to be female.

| Dimension | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|-------------------------|------|------|------|------|------|------|------|
| Gender | | | | | | | |
| Male | NA | NA | NA | NA | 42% | 40% | 36% |
| Female | NA | NA | NA | NA | 58% | 60% | 64% |
| Age | | | | | | | |
| 16 to 24 | NA | NA | NA | NA | 13% | 13% | 12% |
| 25 to 34 | NA | NA | NA | NA | 13% | 13% | 14% |
| 35 to 44 | NA | NA | NA | NA | 15% | 14% | 14% |
| 45+ | NA | NA | NA | NA | 59% | 60% | 60% |
| Marital Status | | | | | | | |
| Married | NA | NA | NA | NA | 52% | 49% | 47% |
| Unmarried | NA | NA | NA | NA | 48% | 51% | 53% |
| Ethnicity | | | | | | | |
| Caucasian | NA | NA | NA | NA | 76% | 74% | 72% |
| African-American | NA | NA | NA | NA | 13% | 14% | 14% |
| Hispanic | NA | NA | NA | NA | 6% | 5% | 6% |
| Asian | NA | NA | NA | NA | 2% | 2% | 2% |
| Other | NA | NA | NA | NA | 3% | 5% | 6% |
| Children <18 | | | | | | | |
| Yes | NA | NA | NA | NA | 31% | 33% | 32% |
| Household Income | | | | | | | |
| <\$40k | NA | NA | NA | NA | 58% | 54% | 56% |
| \$40k - \$79k | NA | NA | NA | NA | 30% | 32% | 31% |
| \$80k+ | NA | NA | NA | NA | 12% | 14% | 13% |
| Region | | | | | | | |
| Northeast | NA | NA | NA | NA | 20% | 20% | 22% |
| South Central | NA | NA | NA | NA | 37% | 38% | 37% |
| North Central | NA | NA | NA | NA | 24% | 22% | 21% |
| West | NA | NA | NA | NA | 19% | 21% | 20% |

= Significant difference from 2002

OUTDOOR RECREATION PARTICIPATION STUDY
YOUNG ADULTS: AGE 16-24

YOUNG ADULTS: AGES 16-24

16-24 AMERICANS: PARTICIPANT LEVELS

| Activity | Incidence of Participation Among Americans 16 to 24 in 2004 | Participant Population (Millions) | Participation Incidence % Change - 2004 vs.1998 | Participation Incidence % Change - 2004 vs.2002 | Participation Incidence % Change - 2004 vs.2003 |
|--|---|-----------------------------------|---|---|---|
| Human Powered Activities - Any Type | 84.7% | 34.4 | NA | NA | NA |
| Backpacking | 13.5% | 5.5 | -20.6% | +12.5% | +10.7% |
| Bicycling - Any Type | 51.4% | 20.9 | NA | +0.2% | +0.8% |
| Bicycling - Paved Road | 48.0% | 19.5 | -7.7% | +10.6% | +6.4% |
| Bicycling - Single Track | 32.7% | 13.3 | -16.2% | +3.8% | +6.2% |
| Bicycling - Wide Dirt Road | 31.1% | 12.6 | -20.3% | +7.6% | +4.4% |
| Bicycling (Mountain Biking) | 38.7% | 15.7 | -8.5% | +4.8% | +5.1% |
| Bird Watching | 3.3% | 1.3 | NA | -37.7% | -29.8% |
| Camping - Any Type | 45.0% | 18.3 | NA | +13.4% | +7.4% |
| Car Camping | 28.3% | 11.5 | -2.4% | +14.1% | +2.9% |
| Camping (Away from Car) | 16.7% | 6.8 | +39.2% | +9.9% | +15.2% |
| Climbing with Rope/Harness - Any Type | 9.9% | 4.0 | NA | +6.5% | +12.5% |
| Climbing - Natural Rock | 6.4% | 2.6 | -8.6% | +10.3% | +51.2% |
| Climbing - Artificial Wall | 7.2% | 2.9 | NA | -6.5% | -7.7% |
| Climbing - Ice | 1.3% | 0.528 | NA | -38.1% | +85.7% |
| Cross-Country/Nordic Skiing | 4.7% | 1.9 | -6.0% | -37.3% | +6.8% |
| Fishing - Any Type | 45.1% | 18.3 | NA | NA | NA |
| Fishing (Non-Fly) | 43.4% | 17.6 | NA | NA | NA |
| Fly Fishing | 10.5% | 4.3 | NA | +78.0% | +52.2% |
| Hiking | 40.3% | 16.4 | +0.7% | +3.9% | +11.9% |
| Paddlesports - Any Type | 20.6% | 8.4 | NA | +0.5% | No Change |
| Canoeing | 14.3% | 5.8 | +2.1% | +16.3% | +1.4% |
| Rafting | 8.3% | 3.4 | -17.0% | +2.5% | +6.4% |
| Kayaking - Any Type | 7.5% | 3.1 | +275.0% | +1.4% | +4.2% |
| Kayaking - Recreation/Sit-on-Top | 5.5% | 2.2 | NA | +12.2% | +37.5% |
| Kayaking - Touring/Sea | 3.9% | 1.6 | NA | -37.1% | +5.4% |
| Kayaking - Whitewater | 2.2% | 0.894 | NA | -31.3% | +69.2% |
| Kayaking (Non-Whitewater) | 7.1% | 2.9 | NA | No Change | +7.6% |
| Snowshoeing | 2.5% | 1.0 | +25.0% | -28.6% | -19.4% |
| Telemark Skiing | 3.5% | 1.4 | +250.0% | +40.0% | -14.6% |
| Trail Running | 36.8% | 15.0 | +22.7% | +7.0% | -6.1% |

16 to 24: DEMOGRAPHIC PROFILE TRENDS OF PARTICIPANTS

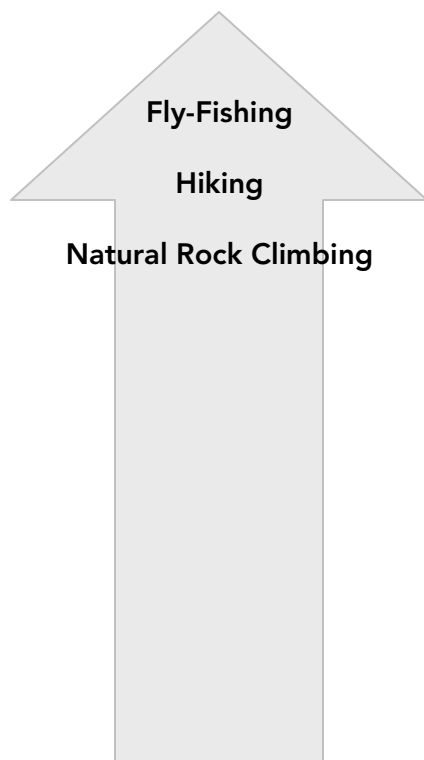
- Year 2004 overall youth Participants are more likely to be male than in 2002.
- The overall youth Participant population is defined by an increasingly inclusive ethnic profile—particularly when compared to 1998.
- More than one-third (38%) of youth Participants live in the South Central region—increased representation from 1998.

| <u>Dimension</u> | <u>1998</u> | <u>1999</u> | <u>2000</u> | <u>2001</u> | <u>2002</u> | <u>2003</u> | <u>2004</u> |
|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <u>Gender</u> | | | | | | | |
| Male | 62% | 60% | 61% | 58% | 57% | 60% | 61% |
| Female | 38% | 40% | 39% | 42% | 43% | 40% | 39% |
| <u>Age</u> | | | | | | | |
| 16 to 24 | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| 25 to 34 | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 35 to 44 | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 45+ | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| <u>Marital Status</u> | | | | | | | |
| Married | 10% | 12% | 14% | 11% | 11% | 11% | 10% |
| Unmarried | 90% | 88% | 86% | 89% | 89% | 89% | 90% |
| <u>Ethnicity</u> | | | | | | | |
| Caucasian | 74% | 78% | 75% | 69% | 68% | 67% | 66% |
| African-American | 8% | 4% | 7% | 10% | 12% | 11% | 11% |
| Hispanic | 4% | 4% | 5% | 9% | 13% | 11% | 11% |
| Asian | * | 2% | 2% | 2% | 4% | 3% | 5% |
| Other | 14% | 12% | 11% | 10% | 3% | 8% | 7% |
| <u>Children <18</u> | | | | | | | |
| Yes | 52% | 50% | 51% | 52% | 54% | 59% | 56% |
| <u>Household Income</u> | | | | | | | |
| <\$40k | 50% | 48% | 51% | 50% | 53% | 57% | 50% |
| \$40k - \$79k | 32% | 36% | 30% | 36% | 31% | 31% | 36% |
| \$80k+ | 18% | 16% | 19% | 14% | 16% | 12% | 14% |
| <u>Region</u> | | | | | | | |
| Northeast | 15% | 20% | 15% | 19% | 18% | 17% | 14% |
| South Central | 35% | 32% | 35% | 35% | 34% | 36% | 38% |
| North Central | 26% | 29% | 25% | 24% | 23% | 22% | 20% |
| West | 24% | 19% | 25% | 22% | 25% | 25% | 28% |

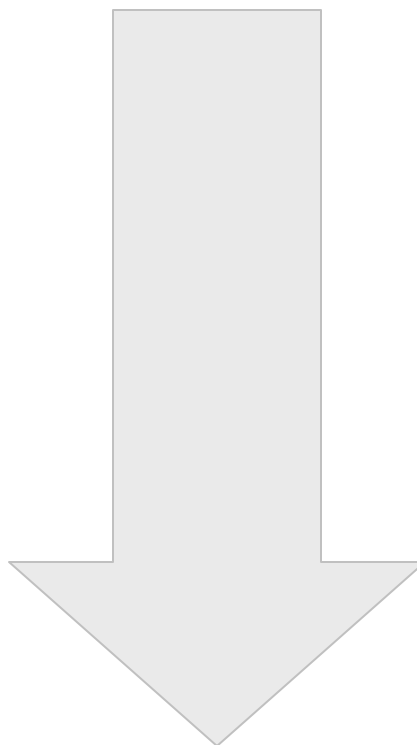
 = Significant difference from 2002

16-24 AMERICANS: PARTICIPANT TRENDS – 2004 COMPARED TO 2003*

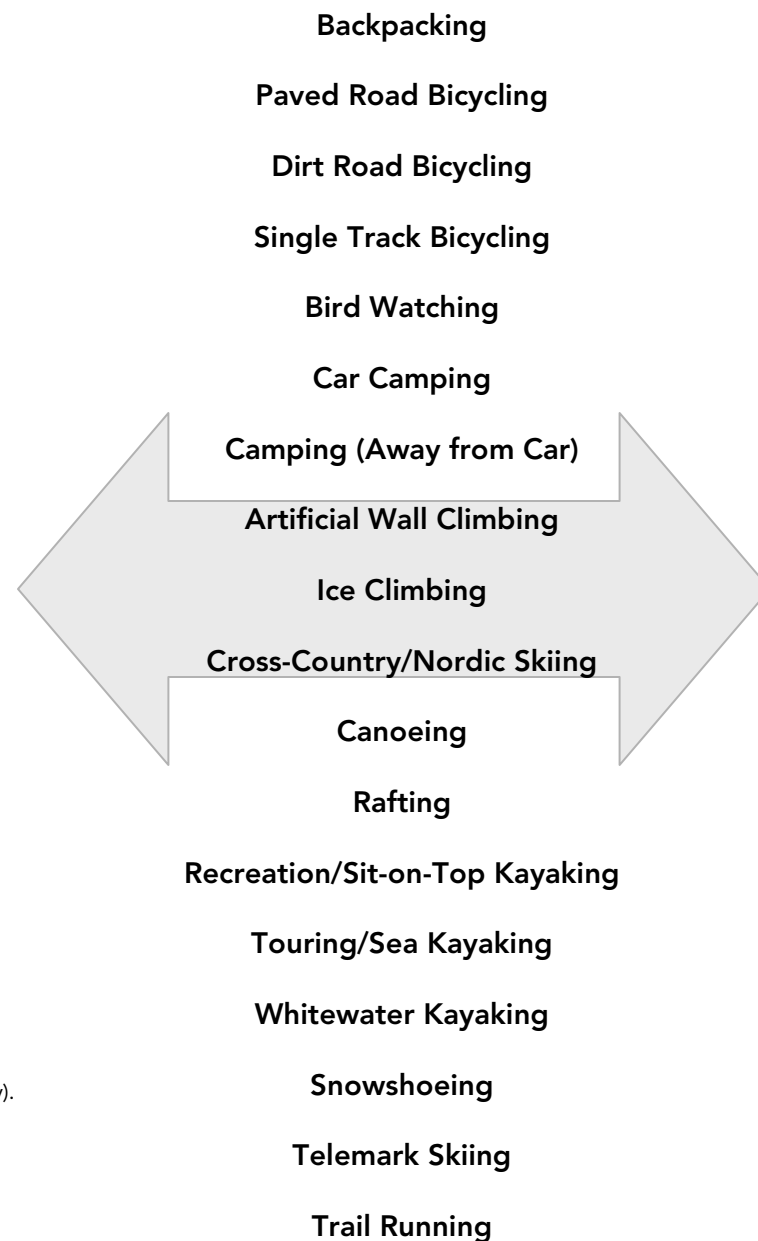
GREW*



DECLINED*



FLAT*



Note: Comparative data from 2003 not available for fishing (non-fly).

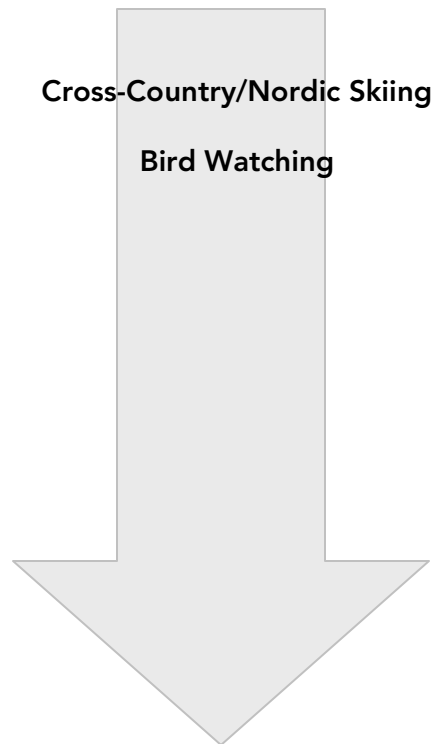
* Conclusions based on significant differences between Participant incidence in 2004 and 2003

16-24 AMERICANS: PARTICIPANT TRENDS – 2004 COMPARED TO 2002*

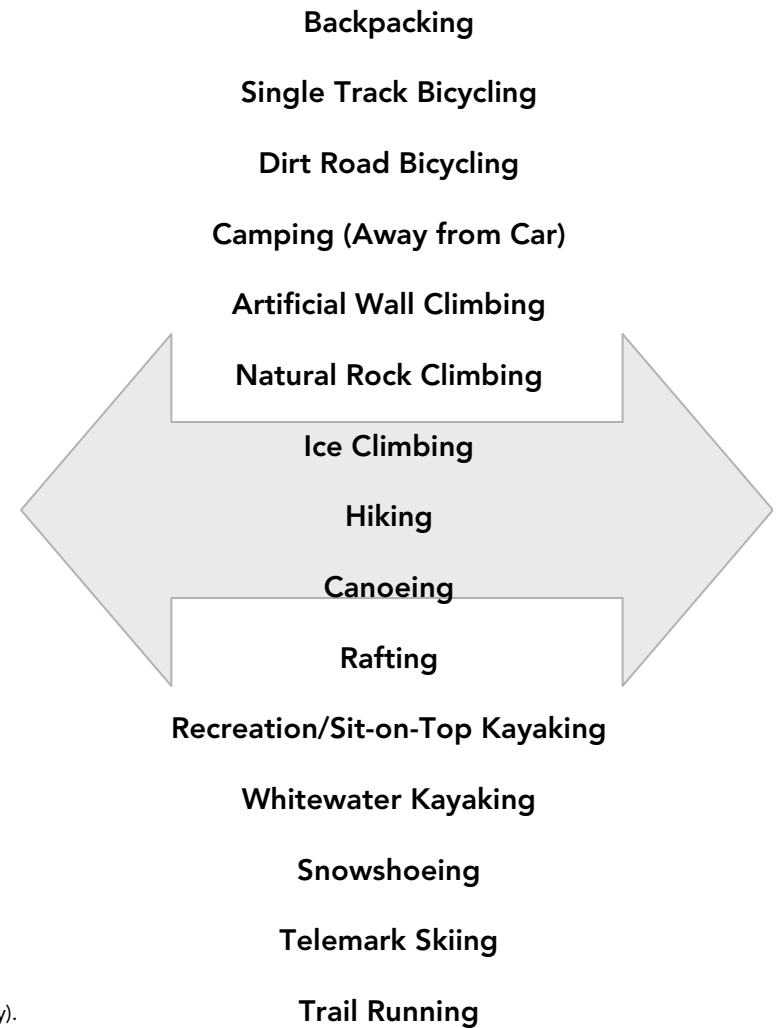
GREW*



DECLINED*



FLAT*

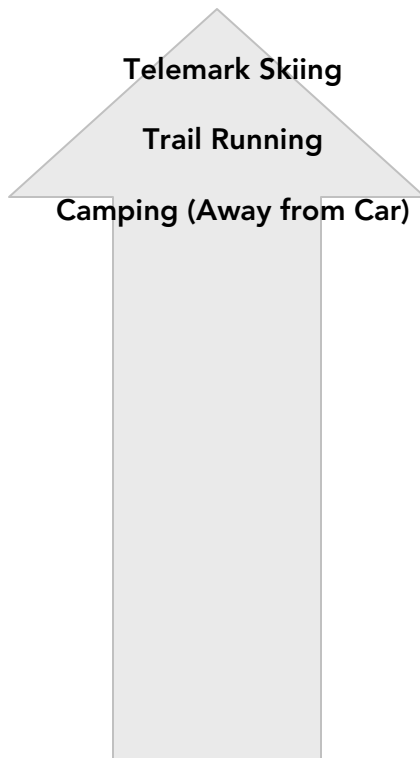


Note: Comparative data from 2002 not available for fishing (non-fly).

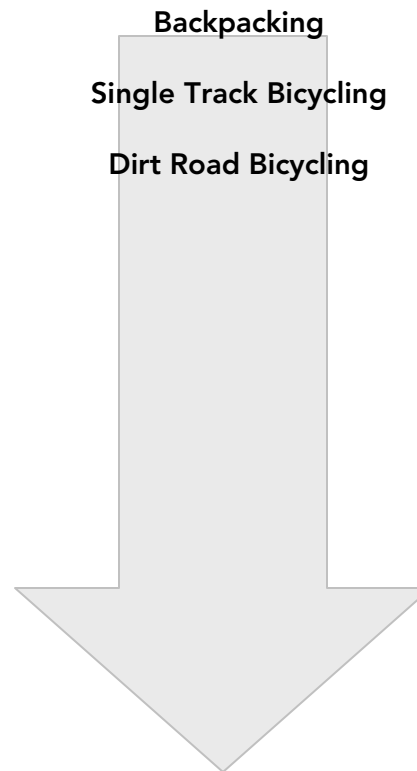
* Conclusions based on significant differences between Participant incidence in 2004 compared to 2002.

16-24 AMERICANS: PARTICIPANT TRENDS – 2004 COMPARED TO 1998*

GREW*



DECLINED*



FLAT*



Note: Comparative data from 1998 not available for bird watching, natural rock climbing, artificial wall climbing, ice climbing, fly-fishing, fishing (non-fly), touring/sea kayaking, recreation/sit-on-top kayaking, whitewater kayaking.

* Conclusions based on significant differences between Participant incidence in 2004 compared to 1998.

16-24 AMERICANS: ENTHUSIAST LEVELS

| Activity | Incidence of Enthusiasts Among Americans 16 to 24 in 2004 | Enthusiast Population (Millions) | Enthusiast Frequency Level (2004) | Enthusiast Incidence % Change - 2004 vs.1998 | Enthusiast Incidence % Change - 2004 vs.2002 | Enthusiast Incidence % Change - 2004 vs.2003 |
|--|---|----------------------------------|-----------------------------------|--|--|--|
| Human Powered Activities - Any Type | 32.9% | 13.4 | NA* | NA | NA | NA |
| Backpacking | 1.3% | 0.529 | 6+ | -35.0% | -59.4% | +30.0% |
| Bicycling - Any Type | 15.9% | 6.5 | NA* | NA | +43.2% | +24.2% |
| Bicycling - Paved Road | 9.6% | 3.9 | 52+ | -20.0% | +31.5% | +17.1% |
| Bicycling - Single Track | 7.7% | 3.1 | 20+ | +92.5% | +54.0% | +45.3% |
| Bicycling - Wide Dirt Road | 7.1% | 2.9 | 20+ | +77.5% | +79.1% | +47.9% |
| Bicycling (Mountain Biking) | 10.7% | 4.3 | NA* | +27.4% | +32.1% | +40.8% |
| Bird Watching | 0.5% | 0.203 | 12+ | NA | No Change | -50.0% |
| Camping - Any Type | 7.4% | 3.0 | NA* | NA | +57.4% | +12.1% |
| Car Camping | 4.1% | 1.7 | 6+ | +105.0% | +70.8% | No Change |
| Camping (Away from Car) | 3.3% | 1.3 | 8+ | NA | +43.5% | +32.0% |
| Climbing with Rope/Harness - Any Type | 2.2% | 0.894 | NA* | NA | +46.7% | +15.8% |
| Climbing - Natural Rock | 0.8% | 0.325 | 10+ | -20.0% | -11.1% | +14.3% |
| Climbing - Artificial Wall | 1.4% | 0.569 | 6+ | NA | +55.6% | -6.7% |
| Climbing - Ice | 0.2% | 0.081 | 3+ | NA | +100.0% | +100.0% |
| Cross-Country/Nordic Skiing | 0.8% | 0.325 | 8+ | -20.0% | -20.0% | +100.0% |
| Fishing - Any Type | 8.3% | 3.4 | NA* | NA | NA | NA |
| Fishing (Non-Fly) | 8.2% | 3.3 | 25+ | NA | NA | NA |
| Fly Fishing | 1.4% | 0.569 | 15+ | NA | +7.7% | +40.0% |
| Hiking | 6.6% | 0.027 | 15+ | +65.0% | +24.5% | +53.5% |
| Paddlesports - Any Type | 5.5% | 2.2 | NA* | NA | +57.1% | +19.6% |
| Canoeing | 2.4% | 0.976 | 7+ | +20.0% | +14.3% | -14.3% |
| Rafting | 2.7% | 1.1 | 3+ | +170.0% | +200.0% | +28.6% |
| Kayaking - Any Type | 1.6% | 0.650 | NA* | -20.0% | +6.7% | +166.7% |
| Kayaking - Recreation/Sit-on-Top | 0.9% | 0.366 | 7+ | NA | +28.6% | +125.0% |
| Kayaking - Touring/Sea | 0.8% | 0.325 | 5+ | NA | -11.1% | +166.7% |
| Kayaking - Whitewater | 0.3% | 0.122 | 3+ | NA | -40.0% | +200.0% |
| Kayaking (Non-Whitewater) | 0.9% | 0.366 | 4+ | NA | +12.5% | +50.0% |
| Snowshoeing | 0.2% | 0.081 | 7+ | No Change | -77.8% | +100.0% |
| Telemark Skiing | 0.5% | 0.203 | 5+ | +150.0% | No Change | -44.4% |
| Trail Running | 6.0% | 0.024 | 49+ | +50.0% | -14.3% | +17.6% |

16 to 24: DEMOGRAPHIC PROFILE TRENDS OF ENTHUSIASTS

- The year 2004 overall youth Participant population skews male—an historically consistent finding over the past seven years.
- Similar to previous years, three-quarters of Americans between the ages of 16 and 24 who participated in human powered activities during 2004 are Caucasian, but the representation of African Americans within the population is down from 2002 levels.
- During 2004, youth Participants were most likely to live in the South Central region—the highest representation of that region since 1998.

| <u>Dimension</u> | <u>1998</u> | <u>1999</u> | <u>2000</u> | <u>2001</u> | <u>2002</u> | <u>2003</u> | <u>2004</u> |
|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <u>Gender</u> | | | | | | | |
| Male | 72% | 70% | 68% | 65% | 69% | 70% | 68% |
| Female | 28% | 30% | 32% | 35% | 31% | 30% | 32% |
| <u>Age</u> | | | | | | | |
| 16 to 24 | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| 25 to 34 | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 35 to 44 | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 45+ | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| <u>Marital Status</u> | | | | | | | |
| Married | 10% | 11% | 12% | 10% | 14% | 8% | 10% |
| Unmarried | 90% | 89% | 88% | 90% | 86% | 92% | 90% |
| <u>Ethnicity</u> | | | | | | | |
| Caucasian | 74% | 76% | 75% | 74% | 71% | 75% | 77% |
| African-American | 6% | 7% | 9% | 11% | 12% | 7% | 7% |
| Hispanic | 5% | 4% | 9% | 8% | 12% | 8% | 8% |
| Asian | 2% | 1% | 2% | 3% | 5% | 2% | 2% |
| Other | 13% | 12% | 5% | 4% | * | 8% | 6% |
| <u>Children <18</u> | | | | | | | |
| Yes | 50% | 51% | 52% | 50% | 49% | 52% | 52% |
| <u>Household Income</u> | | | | | | | |
| <\$40k | 50% | 51% | 50% | 49% | 51% | 47% | 54% |
| \$40k - \$79k | 36% | 35% | 38% | 34% | 32% | 41% | 32% |
| \$80k+ | 14% | 14% | 12% | 17% | 17% | 12% | 14% |
| <u>Region</u> | | | | | | | |
| Northeast | 20% | 19% | 22% | 20% | 19% | 20% | 18% |
| South Central | 37% | 32% | 35% | 32% | 31% | 32% | 37% |
| North Central | 22% | 19% | 20% | 23% | 22% | 23% | 18% |
| West | 21% | 30% | 23% | 25% | 28% | 25% | 27% |

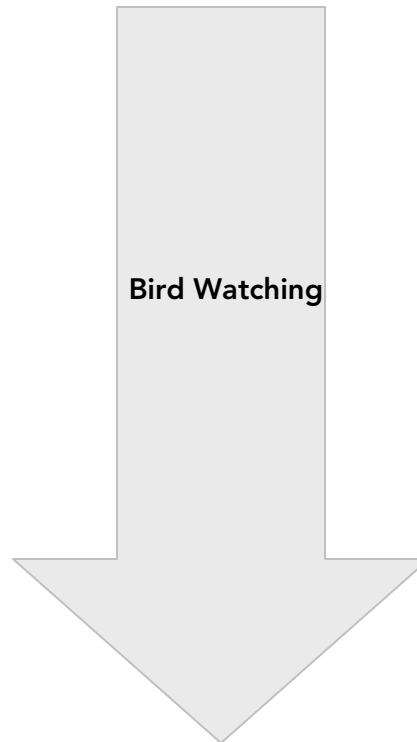
= Significant difference from 2002

16-24 AMERICANS: ENTHUSIAST TRENDS – 2004 COMPARED TO 2003*

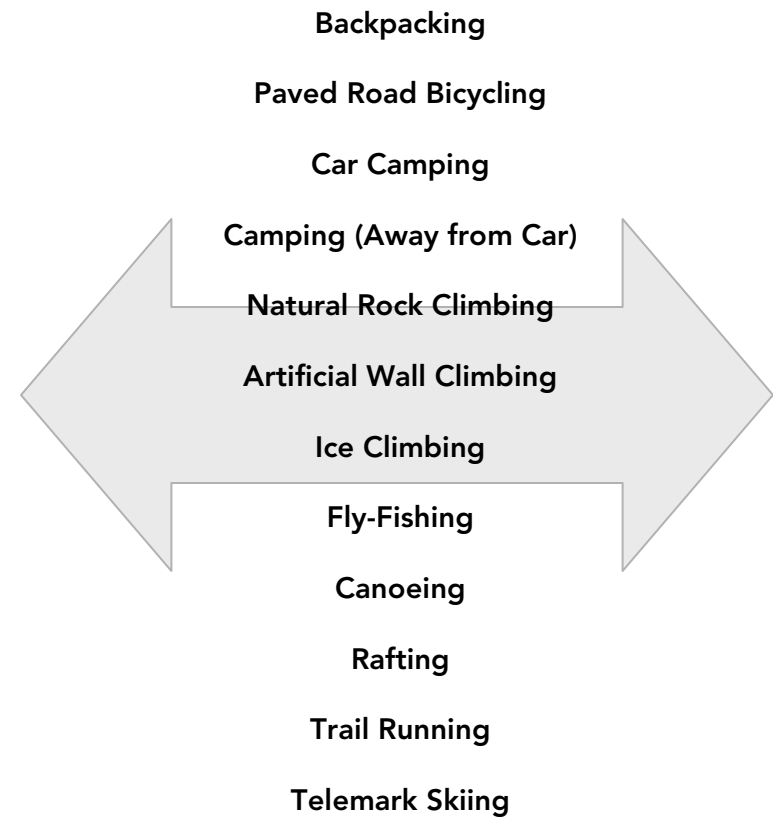
GREW*



DECLINED*



FLAT*



Note: Comparative data from 2003 not available for fishing (non-fly).

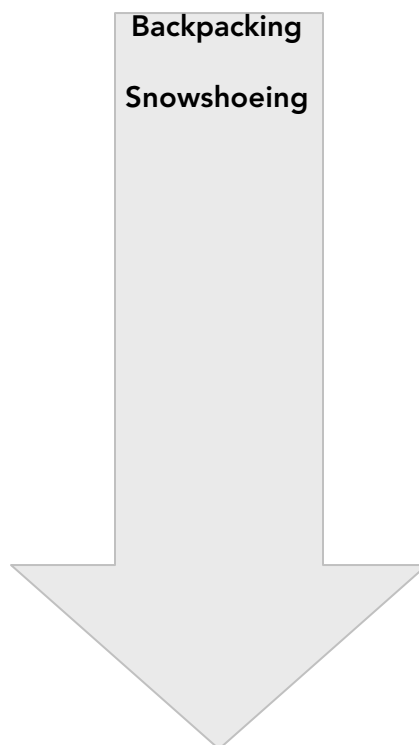
* Conclusions based on significant differences between Enthusiast incidence in 2004 and 2003

16-24 AMERICANS: ENTHUSIAST TRENDS – 2004 COMPARED TO 2002*

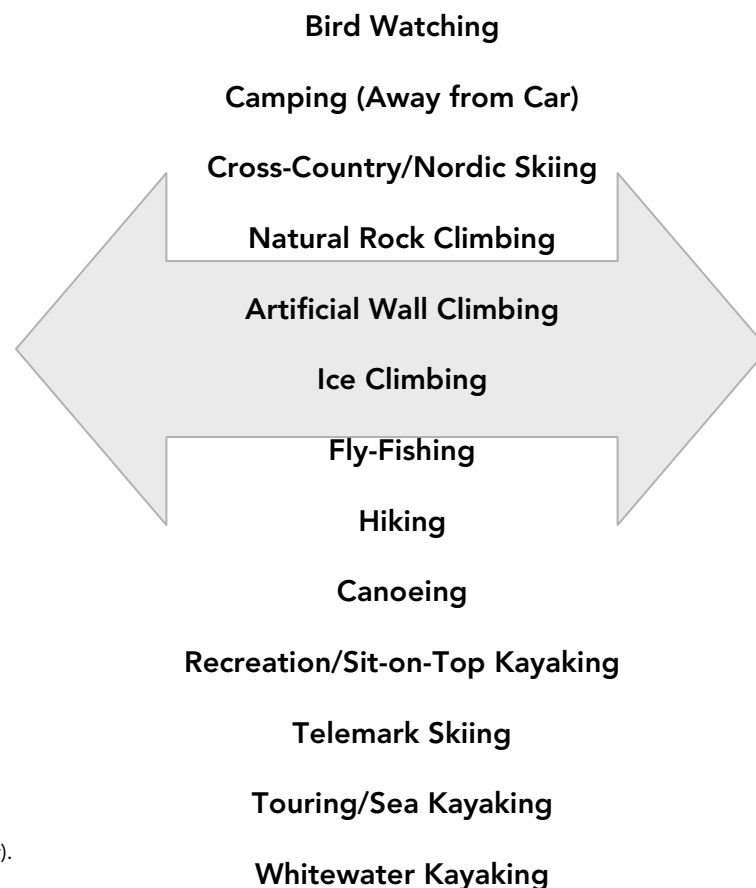
GREW*



DECLINED*



FLAT*



Note: Comparative data from 2002 not available for fishing (non-fly).

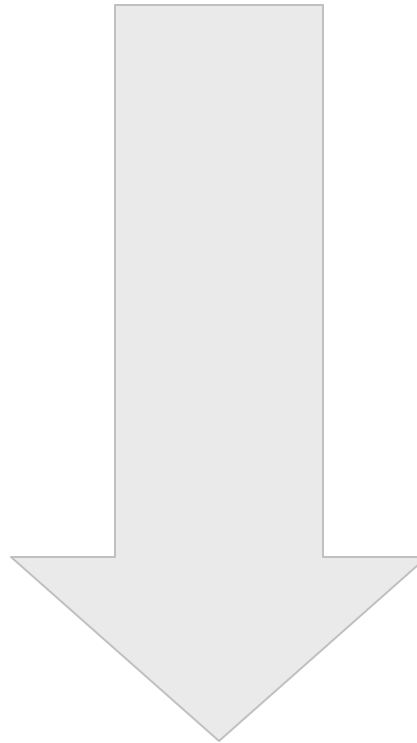
* Conclusions based on significant differences between Enthusiast incidence in 2004 compared to 2002.

16-24 AMERICANS: ENTHUSIAST TRENDS – 2004 COMPARED TO 1998*

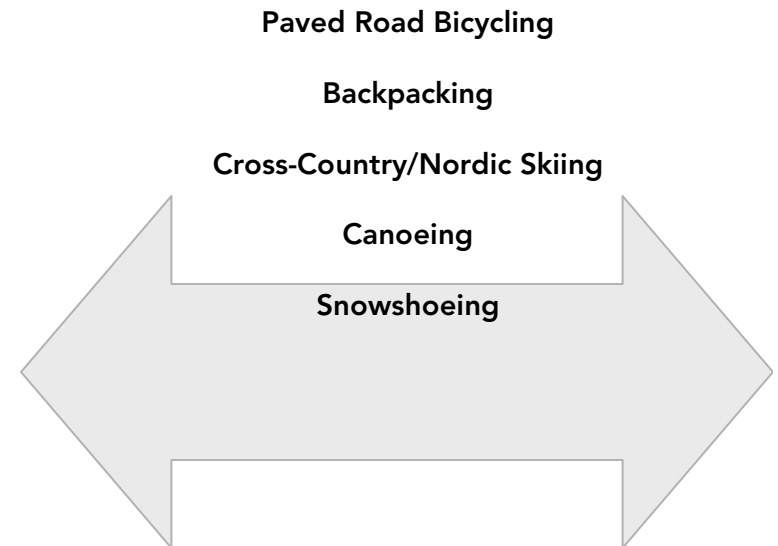
GREW*



DECLINED*



FLAT*

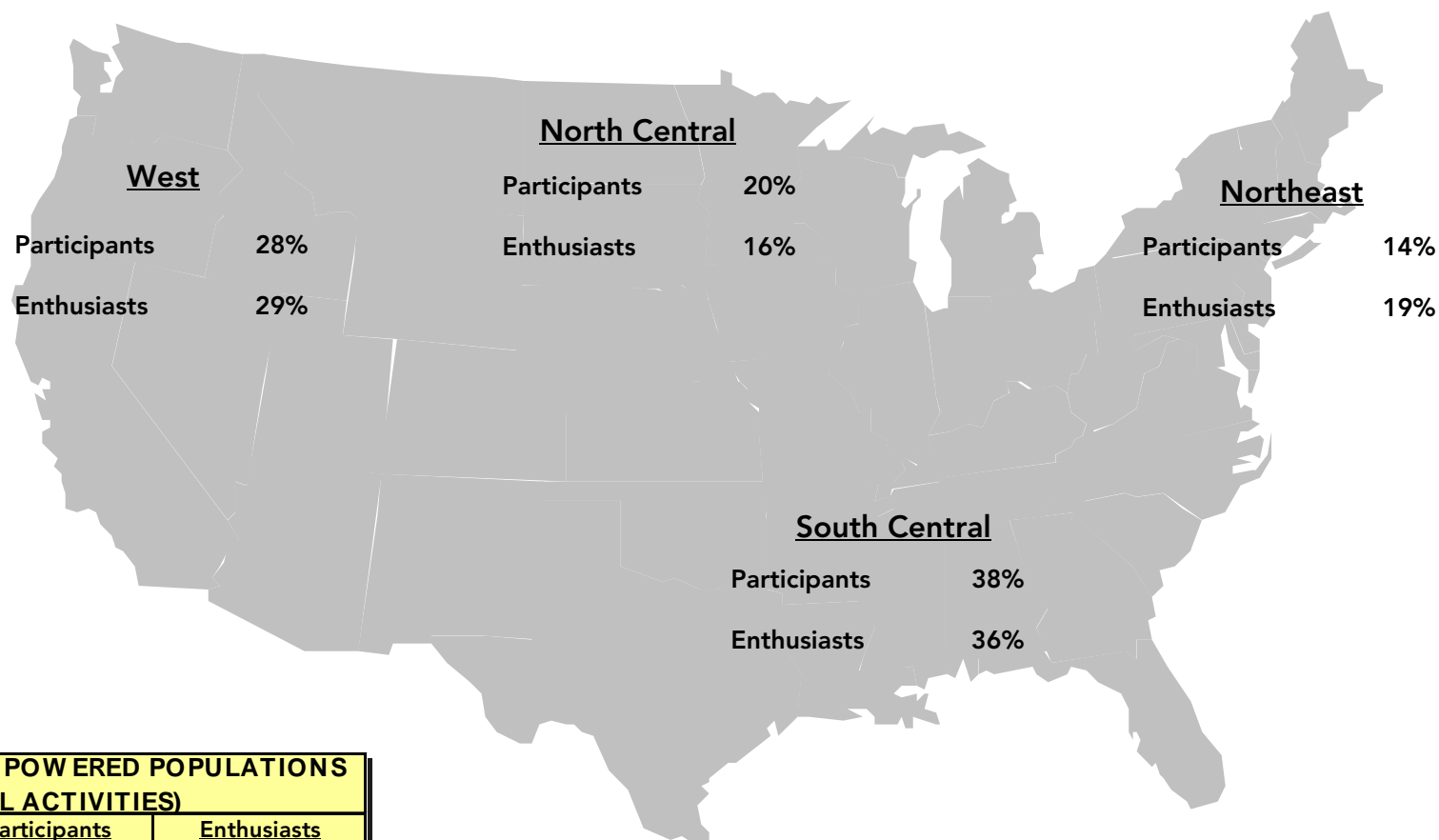


Note: Comparative data from 1998 not available for bird watching, camping (away from car), natural rock climbing, artificial wall climbing, ice climbing, fly-fishing, fishing (non-fly), touring/sea kayaking, recreation/sit-on-top kayaking, whitewater kayaking.

* Conclusions based on significant differences between Participant incidence in 2004 compared to 1998.

16 – 24 - ALL ACTIVITIES: WHERE THEY LIVE IN YEAR 2004

Year 2004 Participants and Enthusiasts between the ages of 16 and 24 are most likely to live in the South, followed by the West and North Central regions.



| TOTAL HUMAN POWERED POPULATIONS (ALL ACTIVITIES) | | |
|---|--------------|-------------|
| Region | Participants | Enthusiasts |
| Northeast | 18% | 18% |
| South Central | 34% | 33% |
| North Central | 23% | 23% |
| West | 25% | 26% |

OUTDOOR RECREATION PARTICIPATION STUDY
FEMALE PARTICIPATION

FEMALE PARTICIPATION

FEMALES: PARTICIPANT LEVELS

| Activity | Incidence of Participation Among Female Americans 16 and Older in 2004 | Participant Population (Millions) | Participation Incidence % Change - 2004 vs.1998 | Participation Incidence % Change - 2004 vs.2002 | Participation Incidence % Change - 2004 vs.2003 |
|--|--|-----------------------------------|---|---|---|
| Human Powered Activities - Any Type | 63.7% | 73.2 | NA | NA | NA |
| Backpacking | 3.1% | 3.6 | -29.5% | -18.4% | -16.2% |
| Bicycling - Any Type | 33.6% | 38.6 | NA | -5.1% | -3.7% |
| Bicycling - Paved Road | 31.1% | 35.7 | -9.6% | +8.4% | -1.0% |
| Bicycling - Single Track | 12.3% | 14.1 | -19.1% | -19.6% | -9.6% |
| Bicycling - Wide Dirt Road | 13.1% | 15.1 | -19.1% | -5.1% | -4.4% |
| Bicycling (Mountain Biking) | 17.4% | 20.0 | -17.1% | -12.8 | -8.4 |
| Bird Watching | 7.1% | 8.2 | NA | -18.4% | +7.6% |
| Camping - Any Type | 24.3% | 27.9 | NA | -6.9% | -9.3% |
| Car Camping | 19.9% | 22.9 | -15.7% | -3.4% | -11.2% |
| Camping (Away from Car) | 4.1% | 4.7 | No Change | -25.5% | -6.8% |
| Climbing with Rope/Harness - Any Type | 2.0% | 2.3 | NA | -31.0% | -20.0% |
| Climbing - Natural Rock | 0.6% | 0.689 | -60.0% | -64.7% | -40.0% |
| Climbing - Artificial Wall | 1.7% | 2.0 | NA | -29.2% | -15.0% |
| Climbing - Ice | 0.2% | 0.230 | NA | -66.7% | No Change |
| Cross-Country/Nordic Skiing | 4.1% | 4.7 | +2.5% | -26.8% | +7.9% |
| Fishing - Any Type | 26.2% | 30.1 | NA | NA | NA |
| Fishing (Non-Fly) | 24.6% | 28.3 | NA | NA | NA |
| Fly Fishing | 5.5% | 6.3 | NA | +71.9% | +77.4% |
| Hiking | 30.6% | 35.2 | -4.1% | -2.2% | +7.0% |
| Paddlesports - Any Type | 11.3% | 13.0 | NA | -11.7% | -5.8% |
| Canoeing | 7.8% | 9.0 | +2.6% | -8.2% | No Change |
| Rafting | 3.1% | 3.6 | -13.9% | -27.9% | -20.5% |
| Kayaking - Any Type | 3.7% | 4.3 | +117.6% | No Change | +5.7% |
| Kayaking - Recreation/Sit-on-Top | 2.5% | 2.9 | NA | No Change | +13.6% |
| Kayaking - Touring/Sea | 2.3% | 2.6 | NA | -20.7% | +4.5% |
| Kayaking - Whitewater | 0.6% | 0.689 | NA | -50.0% | No Change |
| Kayaking -(Non-Whitewater) | 3.5% | 4.0 | NA | No Change | 16.7% |
| Snowshoeing | 1.3% | 1.5 | +62.5% | -27.8% | -38.1% |
| Telemark Skiing | 1.0% | 1.1 | +42.9% | No Change | -23.1% |
| Trail Running | 13.7% | 15.7 | +5.4% | +0.7% | +7.9% |

FEMALES: DEMOGRAPHIC PROFILE TRENDS OF PARTICIPANTS

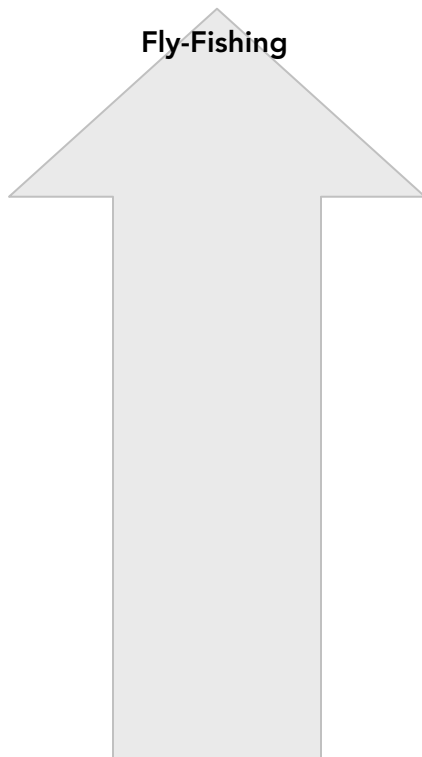
- Females of all ages participated in human powered activities during 2004, but the population skews older (33% are 45 years of age or older).
- The year 2004 female Participant population is comprised of fewer Americans than in 2002 who classify their ethnicity as Caucasian.
- Historically, female Participants are most likely to live in the South Central and North Central regions of the United States.

| Dimension | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|-------------------------|------|------|------|------|------|------|------|
| Gender | | | | | | | |
| Male | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Female | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Age | | | | | | | |
| 16 to 24 | 24% | 21% | 22% | 25% | 25% | 25% | 23% |
| 25 to 34 | 22% | 25% | 25% | 23% | 21% | 21% | 24% |
| 35 to 44 | 22% | 26% | 24% | 20% | 19% | 20% | 20% |
| 45+ | 32% | 28% | 29% | 32% | 35% | 34% | 33% |
| Marital Status | | | | | | | |
| Married | 55% | 51% | 52% | 51% | 54% | 53% | 53% |
| Unmarried | 45% | 49% | 48% | 49% | 46% | 47% | 47% |
| Ethnicity | | | | | | | |
| Caucasian | 89% | 84% | 85% | 84% | 84% | 80% | 79% |
| African-American | 4% | 4% | 6% | 5% | 7% | 7% | 8% |
| Hispanic | 2% | 1% | 4% | 5% | 5% | 7% | 5% |
| Asian | 1% | * | 2% | 1% | 2% | 2% | 1% |
| Other | 4% | 11% | 3% | 5% | 2% | 4% | 7% |
| Children <18 | | | | | | | |
| Yes | 45% | 48% | 50% | 51% | 47% | 52% | 52% |
| Household Income | | | | | | | |
| <\$40k | 40% | 39% | 40% | 39% | 41% | 41% | 41% |
| \$40k - \$79k | 36% | 35% | 40% | 39% | 39% | 37% | 37% |
| \$80k+ | 24% | 26% | 20% | 22% | 20% | 22% | 22% |
| Region | | | | | | | |
| Northeast | 18% | 20% | 20% | 19% | 17% | 19% | 18% |
| South Central | 30% | 29% | 28% | 29% | 30% | 33% | 34% |
| North Central | 27% | 26% | 29% | 27% | 28% | 26% | 26% |
| West | 25% | 25% | 23% | 25% | 25% | 22% | 22% |

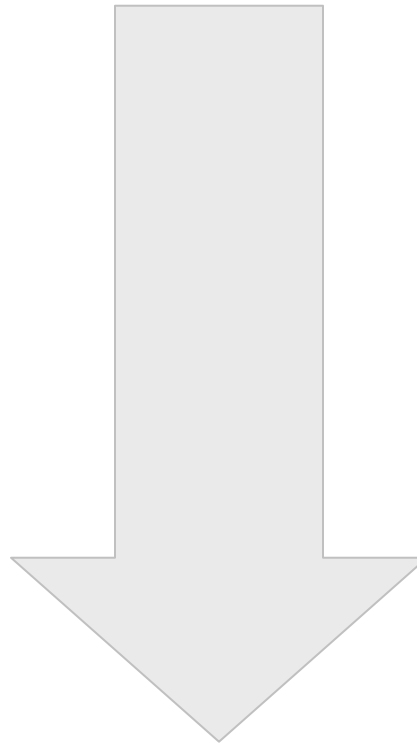
 = Significant difference from 2002

FEMALES: PARTICIPANT TRENDS – 2004 COMPARED TO 2003*

GREW*



DECLINED*



FLAT*

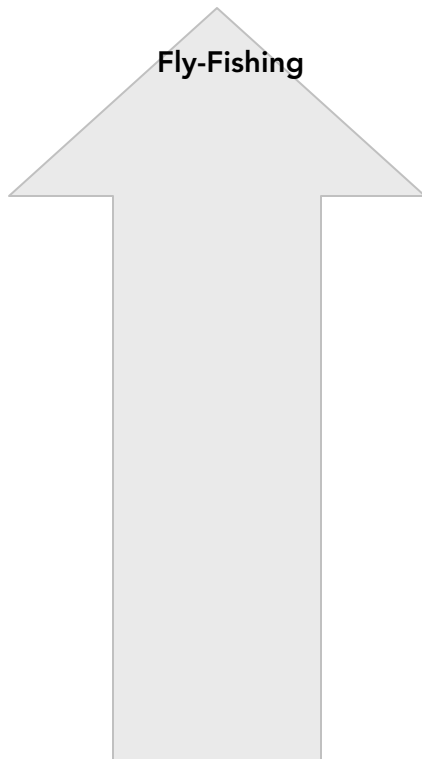
Backpacking
Paved Road Bicycling
Single Track Bicycling
Dirt Road Bicycling
Bird Watching
Car Camping
Camping (Away from Car)
Natural Rock Climbing
Artificial Wall Climbing
Ice Climbing
Cross-Country/Nordic Skiing
Hiking
Canoeing
Rafting
Recreation/Sit-on-Top Kayaking
Touring/Sea Kayaking
Whitewater Kayaking
Snowshoeing
Telemark Skiing
Trail Running

Note: Comparative data from 2003 not available for fishing (non-fly).

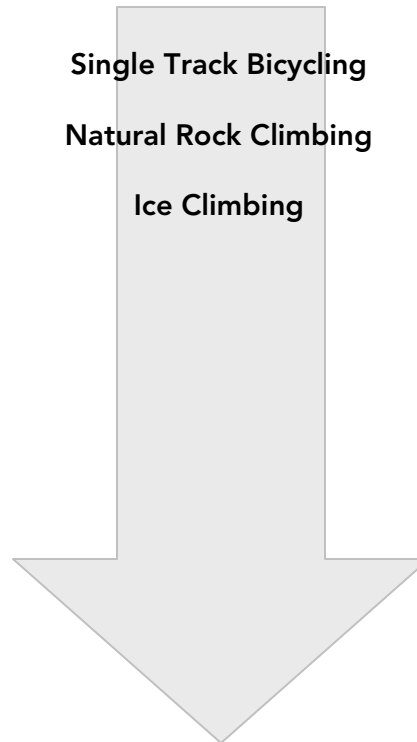
* Conclusions based on significant differences between Participant incidence in 2004 and 2003

FEMALES: PARTICIPANT TRENDS – 2004 COMPARED TO 2002*

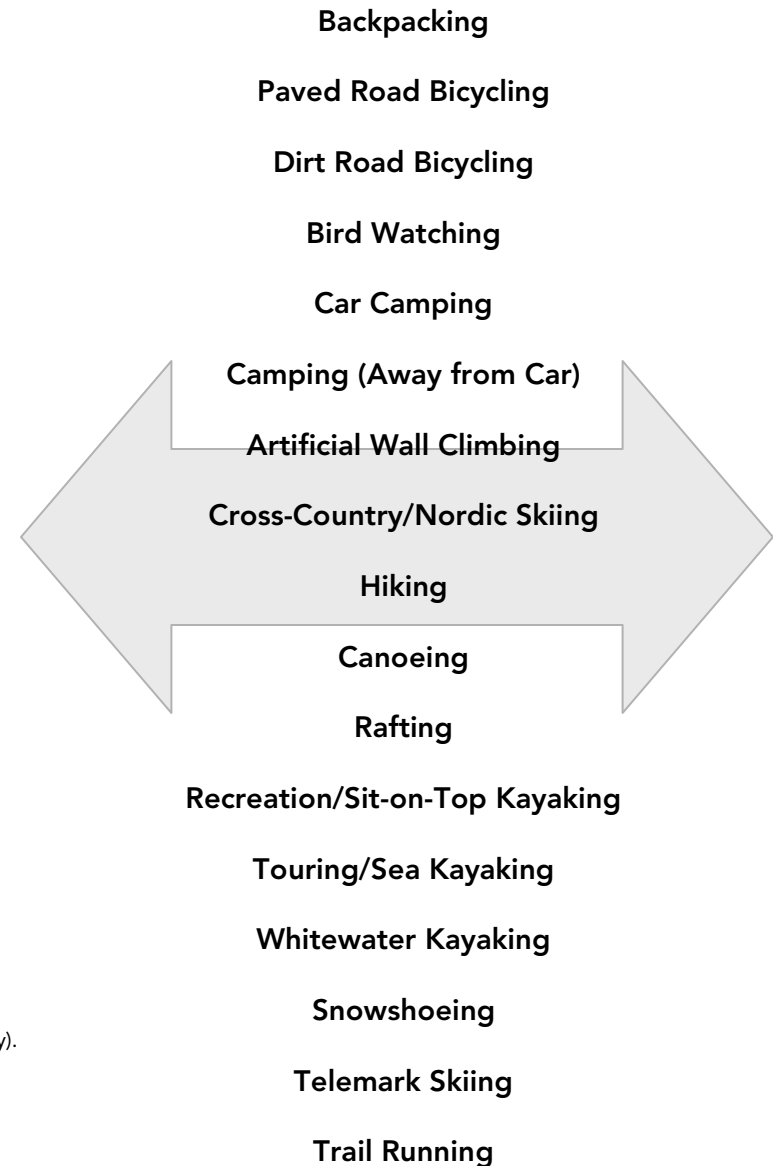
GREW*



DECLINED*



FLAT*

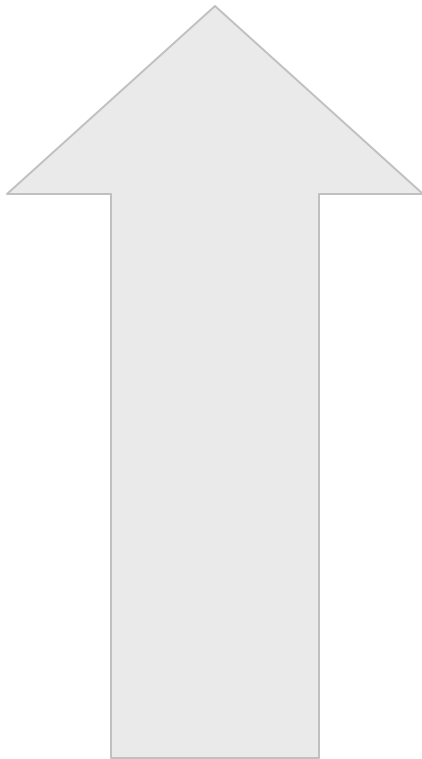


Note: Comparative data from 2002 not available for fishing (non-fly).

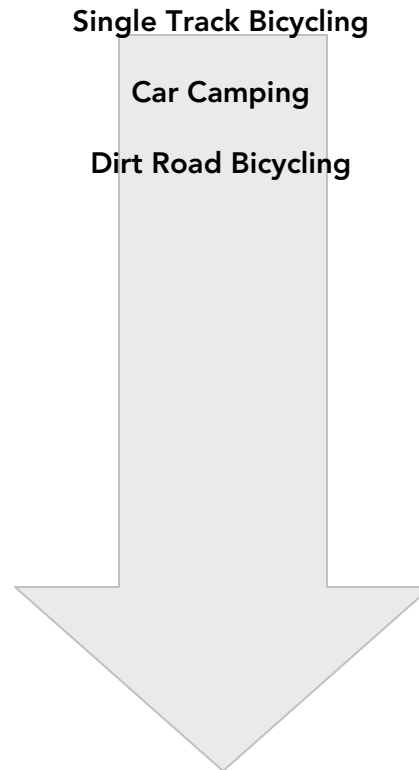
* Conclusions based on significant differences between Participant incidence in 2004 compared to 2002.

FEMALES: PARTICIPANT TRENDS – 2004 COMPARED TO 1998*

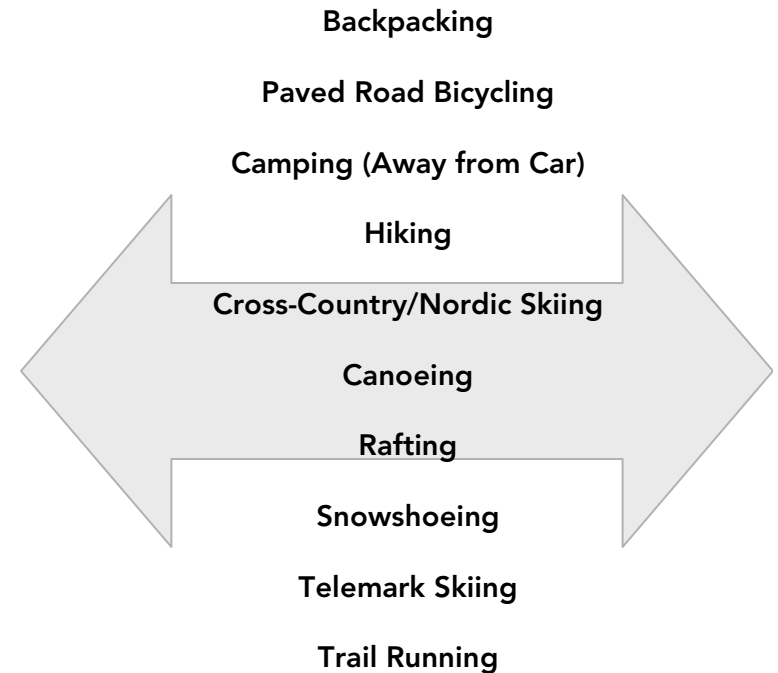
GREW*



DECLINED*



FLAT*



Note: Comparative data from 1998 not available for bird watching, natural rock climbing, artificial wall climbing, ice climbing, fly-fishing, fishing (non-fly), touring/sea kayaking, recreation/sit-on-top kayaking, whitewater kayaking.

* Conclusions based on significant differences between Participant incidence in 2004 compared to 1998.

FEMALES: ENTHUSIAST LEVELS

| Activity | Incidence of Enthusiasts Among Female Americans 16 and Older in 2004 | Enthusiast Population (Millions) | Enthusiast Frequency Level (2004) | Enthusiast Incidence % Change - 2004 vs.1998 | Enthusiast Incidence % Change - 2004 vs.2002 | Enthusiast Incidence % Change - 2004 vs.2003 |
|---|--|----------------------------------|-----------------------------------|--|--|--|
| Human Powered Activities - All Types | 16.2% | 18.6 | NA* | NA | NA | NA |
| Backpacking | 0.3% | 0.345 | 6+ | -50.0% | -25.0% | +50.0% |
| Bicycling - All Types | 6.2% | 7.1 | NA* | NA | +14.8% | +9.7% |
| Bicycling - Paved Road | 4.0% | 4.6 | 52+ | +42.9% | +5.3% | -25.9% |
| Bicycling - Single Track | 1.7% | 2.0 | 20+ | +112.5% | No Change | +6.2% |
| Bicycling - Wide Dirt Road | 2.0% | 2.3 | 20+ | +42.9% | +17.6% | +25.0% |
| Bicycling (Mountain Biking) | 3.2% | 3.7 | NA* | +60.0% | +6.7% | +16.7% |
| Bird Watching | 0.8% | 0.919 | 12+ | NA | -38.5% | No Change |
| Camping - All Types | 3.9% | 4.5 | NA* | NA | +56.0% | +11.4% |
| Car Camping | 3.8% | 4.4 | 6+ | +72.7% | +81.0% | +26.7% |
| Camping (Away from Car) | 0.2% | 0.230 | 8+ | NA | -33.3% | -50.0% |
| Climbing with Rope/Harness - All Types | 0.3% | 0.345 | NA* | NA | +50.0% | +50.0% |
| Climbing - Natural Rock | 0.1% | 0.115 | 10+ | -50.0% | No Change | No Change |
| Climbing - Artificial Wall | 0.3% | 0.345 | 6+ | NA | +200.0% | +200.0% |
| Climbing - Ice | 0.05% | 0.058 | 3+ | NA | No Change | No Change |
| Cross-Country/Nordic Skiing | 0.5% | 0.575 | 8+ | -28.6% | -16.7% | -28.6% |
| Fishing - All Types | 3.2% | 3.7 | NA* | NA | NA | NA |
| Fishing (Non-Fly) | 2.9% | 3.3 | 25+ | NA | NA | NA |
| Fly Fishing | 0.6% | 0.689 | 15+ | NA | +20.0% | +500.0% |
| Hiking | 3.8% | 4.4 | 15+ | +2.7% | No Change | -11.6% |
| Paddlesports - All Types | 1.8% | 2.1 | NA* | NA | +28.6% | -11.1% |
| Canoeing | 0.9% | 1.0 | 7+ | No change | -22.2% | +12.5% |
| Rafting | 0.5% | 0.575 | 3+ | +150.0% | +25.0% | No Change |
| Kayaking - All Types | 0.7% | 0.804 | NA* | +250.0% | No Change | +75.0% |
| Kayaking - Recreation/Sit-on-Top | 0.3% | 0.345 | 7+ | NA | No Change | No Change |
| Kayaking - Touring/Sea | 0.5% | 0.575 | 5+ | NA | +66.7% | +25.0% |
| Kayaking - Whitewater | 0.1% | 0.115 | 3+ | NA | -50.0% | No Change |
| Kayaking (Non-Whitewater) | 0.7% | 0.804 | 4+ | NA | +16.7% | +75.0% |
| Snowshoeing | 0.1% | 0.115 | 7+ | +100.0% | No Change | -66.7% |
| Telemark Skiing | 0.1% | 0.115 | 5+ | -50.0% | No Change | -50.0% |
| Trail Running | 1.8% | 2.1 | 49+ | +20.0% | +38.5% | +28.6% |

FEMALES: DEMOGRAPHIC PROFILE TRENDS OF ENTHUSIASTS

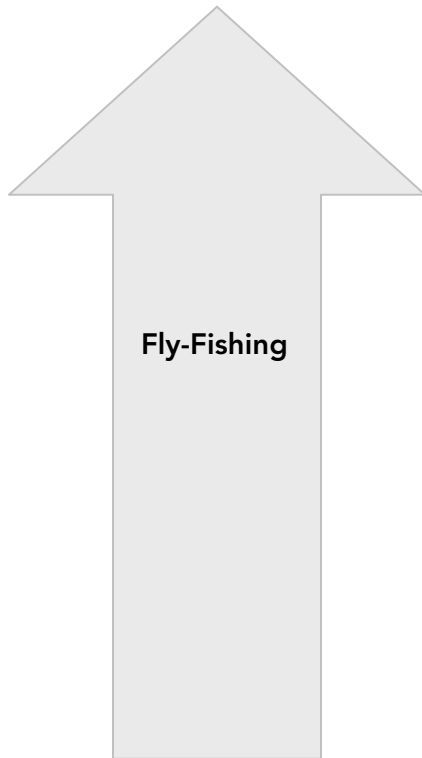
- During 2004, more than one-quarter (29%) of overall female Enthusiasts are sourced from the youth segment—the highest representation of that age group in seven years.
- The majority of year 2004 female Enthusiast report the presence of children in their households—a higher incidence than in 2002.

| <u>Dimension</u> | <u>1998</u> | <u>1999</u> | <u>2000</u> | <u>2001</u> | <u>2002</u> | <u>2003</u> | <u>2004</u> |
|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <u>Gender</u> | | | | | | | |
| Male | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Female | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| <u>Age</u> | | | | | | | |
| 16 to 24 | 22% | 23% | 20% | 21% | 23% | 23% | 29% |
| 25 to 34 | 27% | 25% | 29% | 27% | 20% | 25% | 23% |
| 35 to 44 | 19% | 21% | 22% | 24% | 20% | 20% | 18% |
| 45+ | 32% | 31% | 29% | 28% | 37% | 32% | 30% |
| <u>Marital Status</u> | | | | | | | |
| Married | 51% | 52% | 49% | 52% | 53% | 53% | 50% |
| Unmarried | 49% | 48% | 51% | 48% | 47% | 47% | 50% |
| <u>Ethnicity</u> | | | | | | | |
| Caucasian | 88% | 86% | 85% | 85% | 84% | 85% | 83% |
| African-American | 4% | 3% | 4% | 6% | 7% | 5% | 5% |
| Hispanic | 2% | 3% | 3% | 5% | 5% | 5% | 3% |
| Asian | 1% | * | 1% | 2% | 2% | 1% | 1% |
| Other | 5% | 8% | 7% | 2% | 2% | 4% | 8% |
| <u>Children <18</u> | | | | | | | |
| Yes | 49% | 50% | 52% | 53% | 47% | 51% | 52% |
| <u>Household Income</u> | | | | | | | |
| <\$40k | 46% | 44% | 41% | 44% | 41% | 40% | 42% |
| \$40k - \$79k | 32% | 30% | 33% | 37% | 39% | 41% | 36% |
| \$80k+ | 22% | 26% | 26% | 19% | 20% | 19% | 22% |
| <u>Region</u> | | | | | | | |
| Northeast | 18% | 21% | 20% | 18% | 16% | 21% | 19% |
| South Central | 28% | 25% | 22% | 29% | 31% | 30% | 30% |
| North Central | 25% | 28% | 26% | 30% | 29% | 27% | 31% |
| West | 29% | 26% | 32% | 19% | 24% | 22% | 20% |

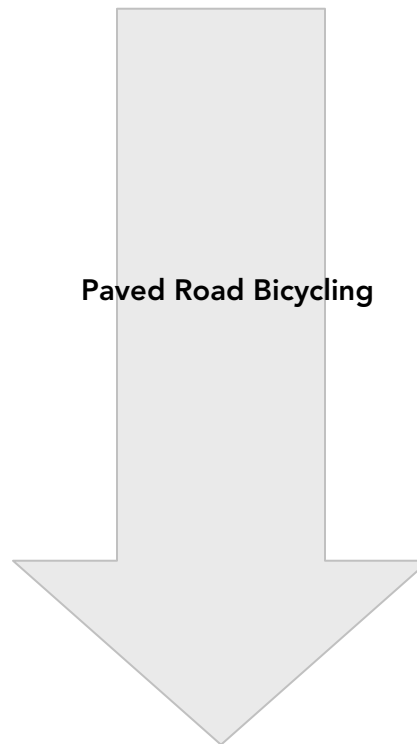
 = Significant difference from 2002

FEMALES: ENTHUSIAST TRENDS – 2004 COMPARED TO 2003*

GREW*



DECLINED*



FLAT*

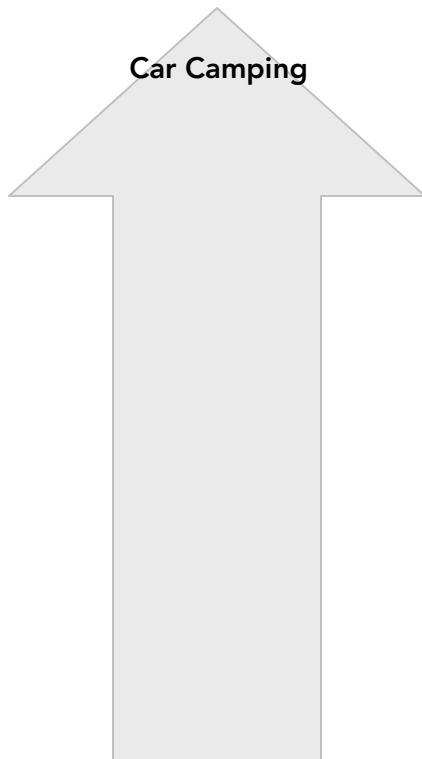


Note: Comparative data from 2003 not available for fishing (non-fly).

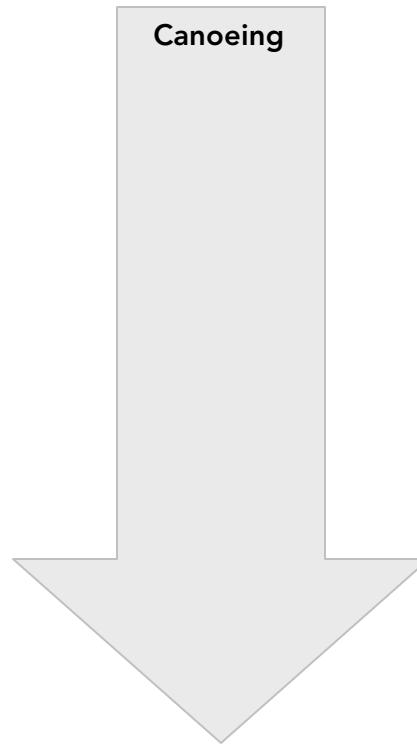
* Conclusions based on significant differences between Enthusiast incidence in 2004 and 2003

FEMALES: ENTHUSIAST TRENDS – 2004 COMPARED TO 2002*

GREW*



DECLINED*



FLAT*

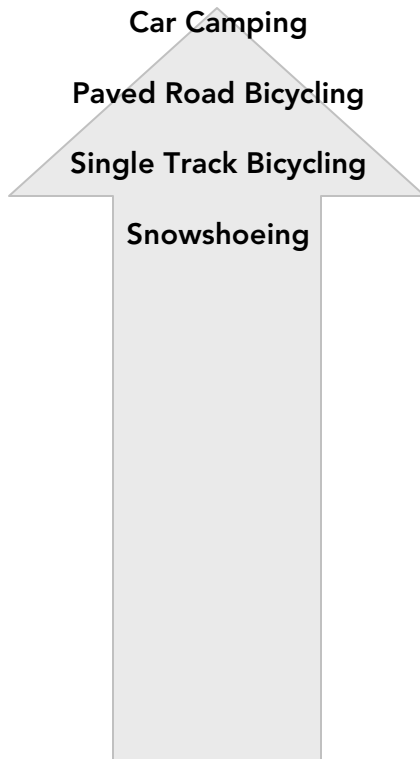


Note: Comparative data from 2002 not available for fishing (non-fly).

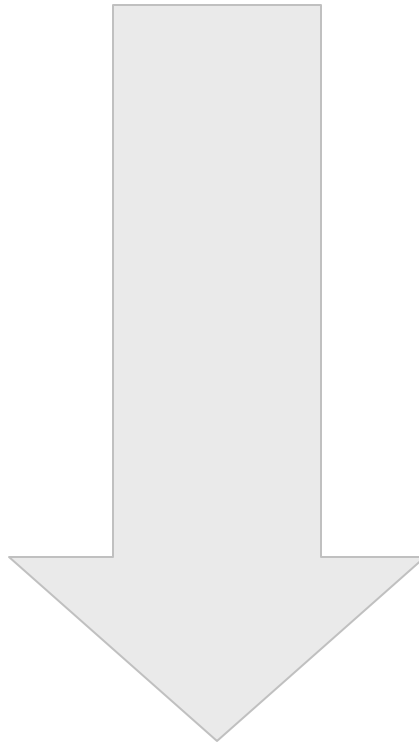
* Conclusions based on significant differences between Enthusiast incidence in 2004 compared to 2002.

FEMALES: ENTHUSIAST TRENDS – 2004 COMPARED TO 1998*

GREW*



DECLINED*



FLAT*

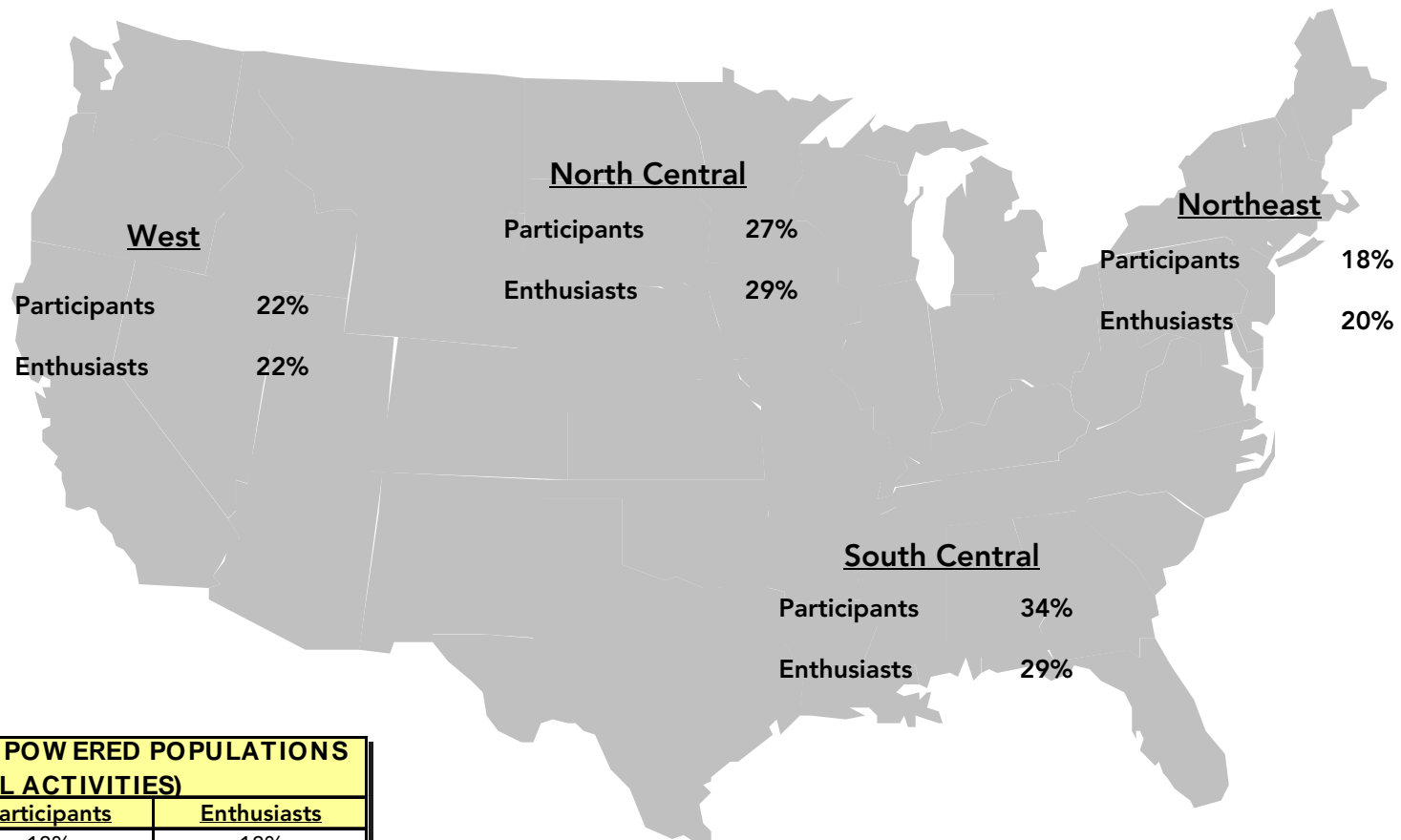


Note: Comparative data from 1998 not available for bird watching, camping (away from car), natural rock climbing, artificial wall climbing, ice climbing, fly-fishing, fishing (non-fly) touring/sea kayaking, recreation/sit-on-top kayaking, whitewater kayaking.

* Conclusions based on significant differences between Enthusiast incidence in 2004 compared to 1998.

FEMALES - ALL ACTIVITIES: WHERE THEY LIVE IN YEAR 2004

In 2004, female Participants and Enthusiasts are most likely to live in the South, followed by the North Central region.



| TOTAL HUMAN POWERED POPULATIONS (ALL ACTIVITIES) | | |
|---|--------------|-------------|
| Region | Participants | Enthusiasts |
| Northeast | 18% | 18% |
| South Central | 34% | 33% |
| North Central | 23% | 23% |
| West | 25% | 26% |

OUTDOOR RECREATION PARTICIPATION STUDY

ACTIVITIES TRACKED SINCE 1998

OUTDOOR RECREATION PARTICIPATION STUDY

BACKPACKING

"Have you gone on an overnight backpacking trip of more than one-quarter mile from where you parked your vehicle?"

BACKPACKING 2004: 13.3 million Participants, 1.8 million Enthusiasts

In 2004, Americans who backpack are:

- Primarily male and unmarried.
- Between the ages of 16 and 34 (median age among Participants of 25 years).
- Most likely to live in the western United States.
- Staying active when not backpacking by participating in hiking, camping (away from car), bicycling (paved road) and fishing (non-fly).

During the last seven years, several shifts within the backpacking population have occurred:

- **Ethnicity:** The backpacking population has become more diverse since 1998. In 2004, backpackers are twice as likely to be non-Caucasian than the group of Americans backpacking in 1998.
- **Age:** Trend results show a steady growth in 16 to 24 year-old backpackers since 1998—reaching a point in 2004 where one-half of backpackers fall within this age group. The growth of young backpackers has offset attrition among older (45+) backpackers who comprised only 15% of the backpacking population in 2004—down from a high of 23% in 2002.
- **Household Affluence:** In 2004, 40% of backpackers report a household income between \$40k and \$79k, a significant jump in affluence of 29% when compared to 2002.
- **Region:** During 2002 and 2003, backpackers were more likely to live in the South Central region of the United States. But in 2004, the West region held the highest concentration of Americans 16 and older participating in backpacking.

Although the late 1990's represent the time period when participation in backpacking was at its strongest, participation has held constant over the past three years and the average number of Participant outings in 2004 increased by 12 million over the previous year. Enthusiasts continue to represent a large population, but the incidence of Enthusiast activity is down by nearly-one half when compared to 2002.

On average backpackers hit the trails five times during 2004, but more than one-third of Participants limited their activity to only a single backpacking outing during the year.

Year 2004 Events of Note

Its not your father's activity.

Observation/Implication

America's youth are discovering backpacking.
Half of today's backpackers are 16-24.

BACKPACKING PARTICIPANT & ENTHUSIAST TRENDS

Overall Perspective: Backpacking participation has leveled off in the past three years—down from the strongest levels of participation reported at the end of the 1990's.

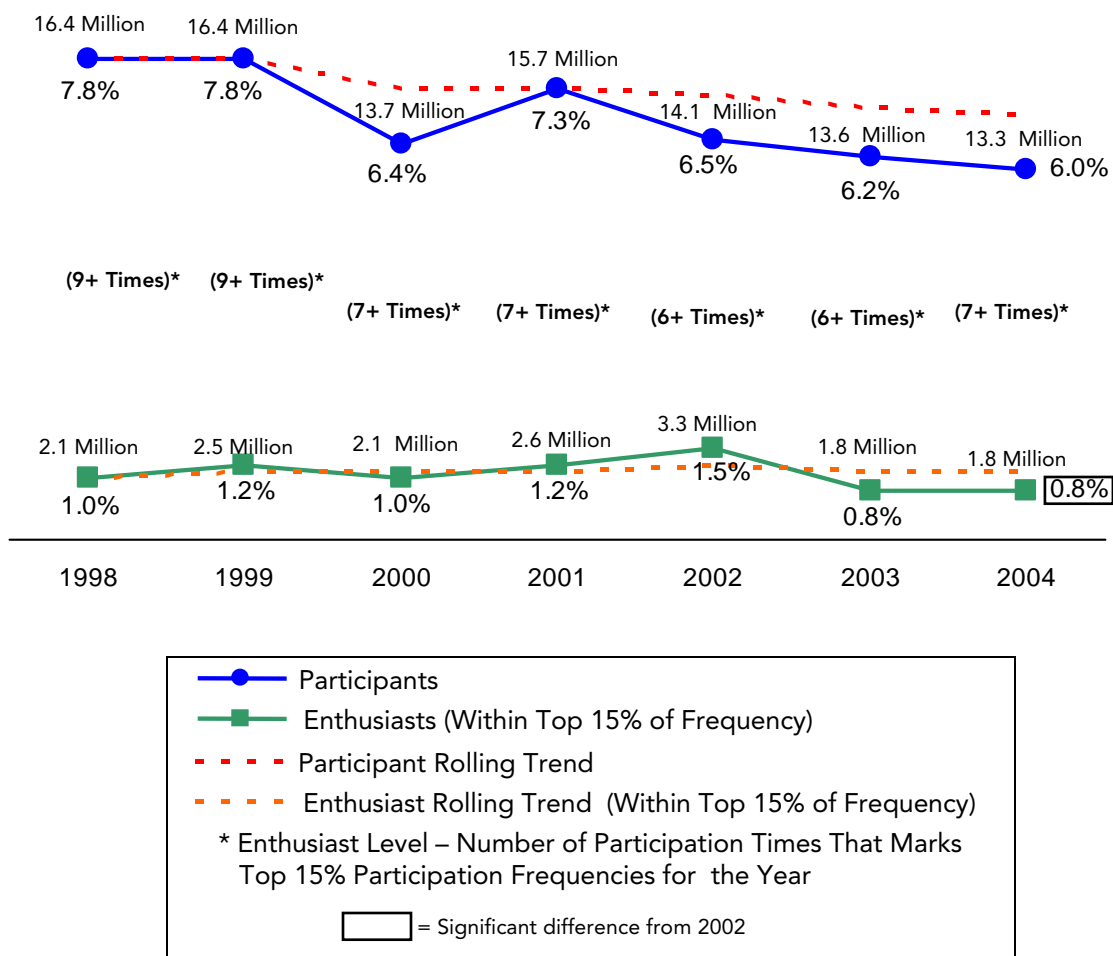
Three-Year Perspective (Compared to 2002): The incidence of Enthusiasts among the American population age 16 and older has declined 47% from the record high Enthusiast activity reported in 2002.

Long-term Perspective (Compared to 1998): Compared to seven years ago, the incidence of backpacking participation (7.8%) among Americans 16 and older has declined in 2004 (6.0%).

During that same time period the incidence of backpackers participating at Enthusiast levels has remained unchanged.

Cumulative Perspective (Rolling Trend): Rolling trend results show a gradual decline in backpacking participation over the last seven years, while Enthusiast levels have remained flat.

Participation in Backpacking
% of U.S. Population Age 16 and Older



BACKPACKING FREQUENCY OF PARTICIPATION AND OUTINGS

During 2004, backpacking Participants averaged five outings—yielding a one year increase of 12 million in total outings (66 million in 2004) from the previous year (54 million).

The backpacking population has historically been comprised of a significant percentage of Participants who go on only one outing per year. During 2004 more than one-third (38%) of Participants fit this “casual” frequency profile—an incidence that is higher than levels measured in 2002.

Backpacking Frequency and Outings Among Americans 16 and Older

| Frequency | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|---------------------------------|------------|------------|------------|------------|------------|------------|------------|
| 1 time | 34% | 25% | 31% | 24% | 31% | 35% | 38% |
| 2 times | 24% | 21% | 23% | 17% | 25% | 27% | 19% |
| 3 to 6 times | 27% | 30% | 26% | 28% | 25% | 25% | 28% |
| 7 to 10 times | 5% | 12% | 12% | 11% | 8% | 9% | 8% |
| 11 to 30 | 9% | 10% | 6% | 12% | 8% | 4% | 5% |
| 31 or more times | 1% | 2% | 3% | 8% | 3% | 1% | 2% |
| One-Time Frequency | 34% | 25% | 31% | 24% | 31% | 35% | 38% |
| Average Frequency | 6.0 | 6.0 | 5.0 | 8.0 | 6.0 | 4.0 | 5.0 |
| Total Outings (Millions) | 98 | 98 | 69 | 126 | 85 | 54 | 66 |

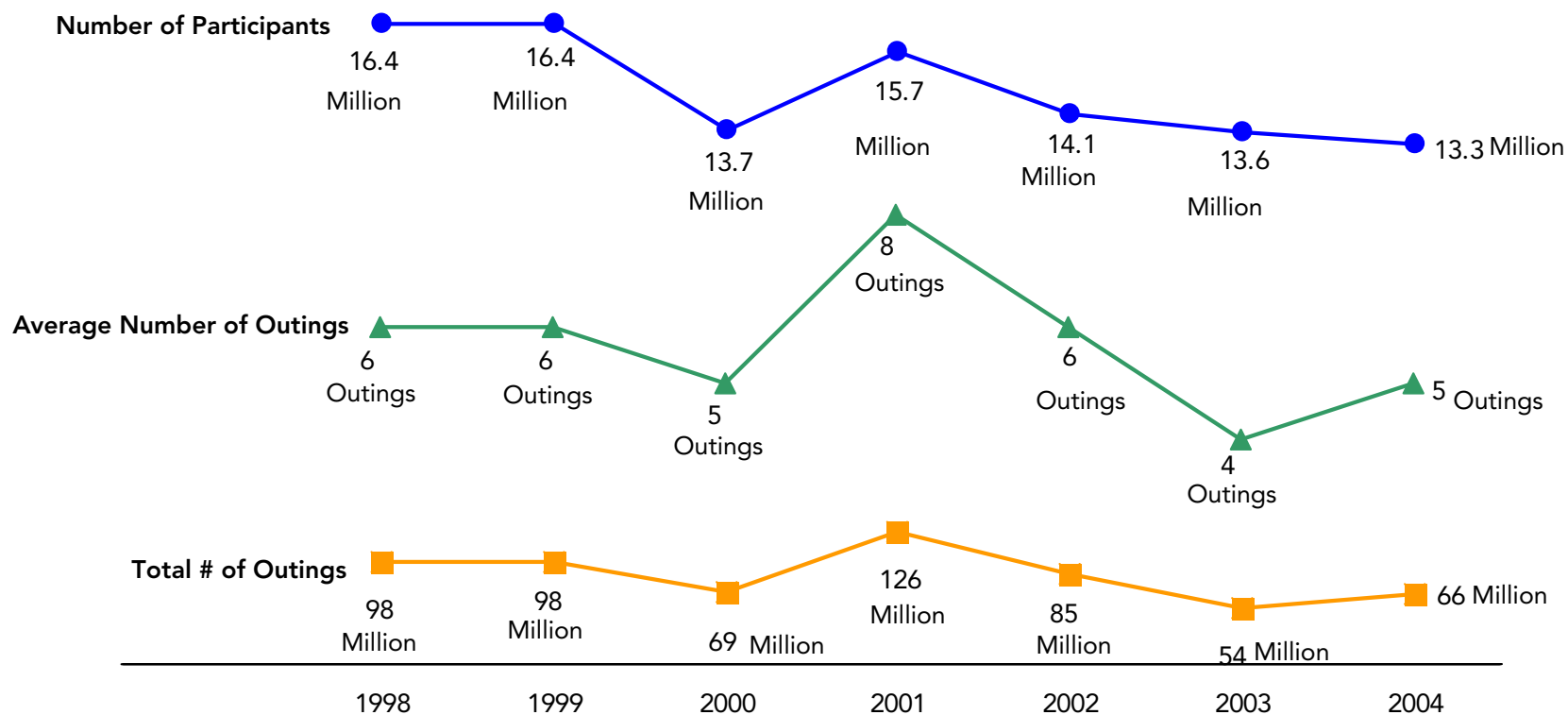
 = Significant difference from 2002

BACKPACKING: PARTICIPATION and FREQUENCY – IMPACT ON TOTAL ANNUAL OUTINGS

During the past seven years, the number of total outings generated by Americans 16 and older who went backpacking peaked in 2001 when the average number of outings equaled eight—pushing the total number of outings to 126 million.

In the past three years, the number of Americans participating in backpacking has plateaued below the near record levels measured in 2001. The decline in the number of Americans backpacking has been accompanied by a decrease in the average number of outings each year. However, in 2004 the average number of outings increased slightly—yielding an increase of 12 million additional outings in 2004 (66) than were generated in 2003 (54 million).

Backpacking: Participation, Frequency, Total Outings



BACKPACKING DEMOGRAPHIC PROFILE TRENDS OF PARTICIPANTS

- During 2004, three-quarters (75%) of Americans who went backpacking are male—a population composition that has remained consistent over the past seven years.
- The 2004 backpacking Participant population is comprised primarily of younger Americans. Nearly three-quarters (71%) of Participants are between the ages of 16 and 34—and one-half (50%) are 16 to 24 years old. The median age of year 2004 Participants is 25—younger by more than five years than in 2002 (30).
- Compared to 2002, the regions in which year 2004 backpacking Participants live reveal several shifts—most notably an increase in the representation of Americans living in the West among the Participant population.

| Dimension | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|-------------------------|------|------|------|------|------|------|------|
| Gender | | | | | | | |
| Male | 71% | 71% | 71% | 67% | 71% | 71% | 75% |
| Female | 29% | 29% | 29% | 33% | 29% | 29% | 25% |
| Age | | | | | | | |
| 16 to 24 | 39% | 32% | 42% | 41% | 43% | 43% | 50% |
| 25 to 34 | 23% | 29% | 26% | 24% | 18% | 23% | 21% |
| 35 to 44 | 21% | 22% | 17% | 17% | 16% | 14% | 14% |
| 45+ | 17% | 17% | 16% | 18% | 23% | 20% | 15% |
| Marital Status | | | | | | | |
| Married | 34% | 41% | 35% | 31% | 33% | 37% | 32% |
| Unmarried | 66% | 58% | 65% | 69% | 67% | 63% | 68% |
| Ethnicity | | | | | | | |
| Caucasian | 84% | 83% | 79% | 79% | 79% | 70% | 69% |
| African-American | 4% | 7% | 5% | 8% | 7% | 10% | 10% |
| Hispanic | 5% | 4% | 7% | 8% | 7% | 8% | 9% |
| Asian | 5% | 4% | 5% | 3% | 4% | 6% | 5% |
| Other | 2% | 2% | 4% | 2% | 3% | 6% | 7% |
| Children <18 | | | | | | | |
| Yes | 4% | 49% | 54% | 36% | 41% | 50% | 55% |
| Household Income | | | | | | | |
| <\$40k | NA | 33% | 37% | 48% | 43% | 42% | 38% |
| \$40k - \$79k | NA | 35% | 41% | 39% | 31% | 37% | 40% |
| \$80k+ | NA | 18% | 22% | 12% | 26% | 21% | 22% |
| Region | | | | | | | |
| Northeast | 21% | 17% | 7% | 21% | 15% | 20% | 20% |
| South Central | 36% | 37% | 30% | 32% | 38% | 37% | 28% |
| North Central | 13% | 19% | 27% | 16% | 21% | 11% | 14% |
| West | 31% | 27% | 35% | 31% | 25% | 32% | 38% |

 = Significant difference from 2002

BACKPACKING DEMOGRAPHIC PROFILE TRENDS OF ENTHUSIASTS

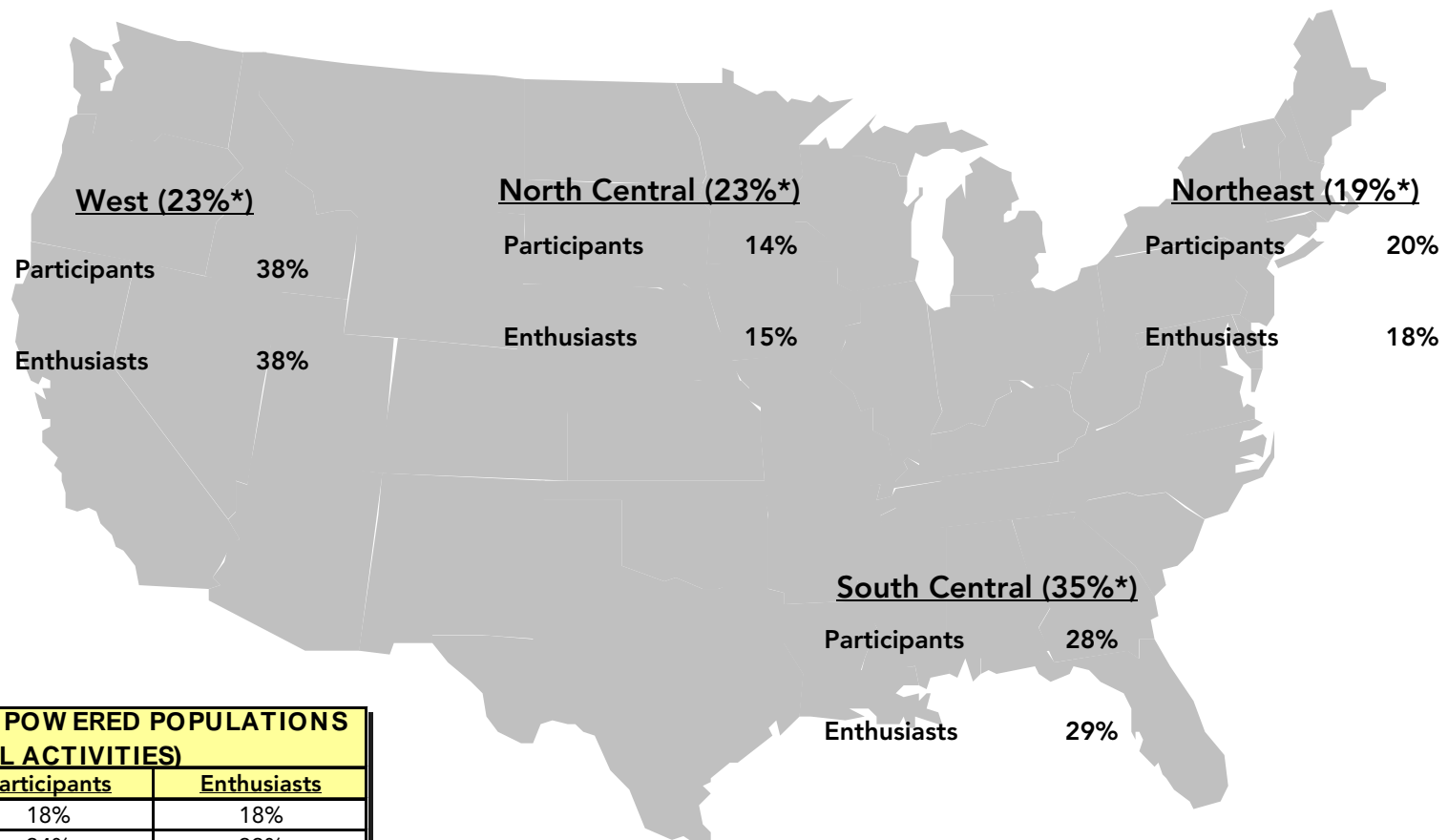
- During 2004 Enthusiast backpackers (seven or more outings) are more likely to be male than female by a wide margin (84% compared to 16%)—a gender skew that has been constant since 2001.
- The 2004 Enthusiast population reflects a more balanced age profile than in previous years—yielding a median age of 32 years.
- As a population, 2004 Enthusiasts are more affluent than in 2002—reporting a mean income of \$62,000 compared to \$51,000.

| Dimension | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|-------------------------|------|------|------|------|------|------|------|
| Gender | | | | | | | |
| Male | 65% | 89% | 65% | 81% | 85% | 87% | 84% |
| Female | 35% | 11% | 35% | 19% | 15% | 13% | 16% |
| Age | | | | | | | |
| 16 to 24 | 39% | 31% | 42% | 45% | 49% | 27% | 37% |
| 25 to 34 | 22% | 36% | 27% | 26% | 14% | 33% | 21% |
| 35 to 44 | 17% | 22% | 15% | 13% | 14% | 12% | 25% |
| 45+ | 22% | 11% | 15% | 16% | 23% | 29% | 17% |
| Marital Status | | | | | | | |
| Married | 34% | 41% | 35% | 35% | 37% | 46% | 37% |
| Unmarried | 66% | 58% | 65% | 65% | 63% | 54% | 63% |
| Ethnicity | | | | | | | |
| Caucasian | 90% | 74% | 89% | 87% | 76% | 72% | 73% |
| African-American | 5% | 6% | 4% | 9% | 8% | 11% | 2% |
| Hispanic | 5% | 6% | 8% | 2% | 8% | 12% | 9% |
| Asian | * | 2% | * | 2% | 3% | * | * |
| Other | * | 12% | * | * | 5% | 5% | 16% |
| Children <18 | | | | | | | |
| Yes | 39% | 31% | 65% | 34% | 35% | 37% | 58% |
| Household Income | | | | | | | |
| <\$40k | NA | 42% | 37% | 32% | 58% | 43% | 28% |
| \$40k - \$79k | NA | 33% | 41% | 55% | 18% | 34% | 48% |
| \$80k+ | NA | 19% | 22% | 13% | 24% | 23% | 24% |
| Region | | | | | | | |
| Northeast | 15% | 19% | 4% | 22% | 25% | 26% | 18% |
| South Central | 46% | 36% | 40% | 44% | 31% | 41% | 29% |
| North Central | 15% | 14% | 24% | 7% | 8% | 8% | 15% |
| West | 23% | 31% | 32% | 27% | 36% | 25% | 38% |

BACKPACKING: WHERE THEY LIVE IN YEAR 2004

During 2004 backpacking Participants (38%) and Enthusiasts (38%) are most likely to live in a state located in the Western region of the U.S.

Year 2004 backpackers are least likely to live in the North Central region.



| TOTAL HUMAN POWERED POPULATIONS (ALL ACTIVITIES) | | |
|---|--------------|-------------|
| Region | Participants | Enthusiasts |
| Northeast | 18% | 18% |
| South Central | 34% | 33% |
| North Central | 23% | 23% |
| West | 25% | 26% |

* Percentage of **total** Americans 16 and older living in each region

BACKPACKING CROSSOVER ACTIVITY TRENDS AND 2004 POPULATION SIZES

Hiking and camping (away from car) are the activities that backpackers are most likely to have also participated in during 2004.

Year 2004 participation in camping (both car and away from car) is stronger than in 2002, but trend results reveal that over the past four years camping (away from car) has grown in popularity among backpackers, while involvement with car camping has steadily declined.

| CROSSOVER PARTICIPATION INCIDENCE | | | | | |
|-----------------------------------|------------------------|------------------------|------------------------|------------------------|---|
| Activities | Backpackers in 2001 | Backpackers in 2002 | Backpackers In 2003 | Backpackers in 2004 | Size of 2004 Crossover Participation Populations (Millions) |
| Backpacking | 100.0% | 100.0% | 100.0% | 100.0% | 13.3 |
| Hiking | 81.8% | 74.7% | 75.0% | 78.4% | 10.5 |
| Camping (Away from Car) | 50.3% | 49.8% | 56.2% | 57.9% | 7.7 |
| Bicycling - Paved Road | 52.1% | 52.5% | 52.1% | 56.4% | 7.5 |
| Fishing (Non-Fly) | NA | NA | NA | 54.1% | 7.2 |
| Bicycling - Single Track | 41.4% | 46.0% | 40.0% | 44.1% | 5.9 |
| Bicycling - Dirt Road | 38.4% | 41.4% | 41.0% | 42.5% | 5.7 |
| Trail Running | 42.1% | 43.7% | 41.9% | 41.9% | 5.6 |
| Canoeing | 33.2% | 26.8% | 29.3% | 28.5% | 3.8 |
| Fly-Fishing | 16.8% | 18.4% | 20.1% | 24.0% | 3.2 |
| Car Camping | 31.2% | 31.8% | 23.8% | 23.7% | 3.2 |
| Cross-Country/Nordic Skiing | 17.5% | 23.0% | 13.3% | 16.6% | 2.2 |
| Rafting | 22.9% | 18.8% | 20.1% | 15.8% | 2.1 |
| Bird Watching | 16.8% | 15.3% | 14.8% | 14.1% | 1.6 |
| Climbing - Natural Rock | 18.5% | 18.0% | 14.2% | 12.7% | 1.7 |
| Climbing - Artificial Wall | 13.4% | 15.3% | 11.4% | 11.3% | 1.5 |
| Snowshoeing | 12.0% | 12.3% | 10.6% | 11.1% | 1.5 |
| Kayaking - Recreation/Sit-on-Top | 7.2% | 8.8% | 10.9% | 9.7% | 1.3 |
| Kayaking - Touring/Sea | 9.2% | 10.3% | 8.9% | 9.7% | 1.3 |
| Kayaking - Whitewater | 5.8% | 9.6% | 3.0% | 8.2% | 1.1 |
| Telemark Skiing | 6.2% | 7.3% | 5.2% | 5.1% | 0.688 |
| Climbing - Ice | 3.8% | 6.5% | 2.2% | 2.8% | 0.372 |

 = Significant difference from 2002

OUTDOOR RECREATION PARTICIPATION STUDY

BICYCLING

"Have you gone bicycling on a paved road?"

"Have you gone bicycling on a dirt track less than five feet wide?"

"Have you gone bicycling on a dirt road more than five feet wide?"

BICYCLING

BICYCLING (ANY TYPE) 2004: 85.7 million Participants, 19.5 million Enthusiasts

BICYCLING – PAVED ROAD 2004: 79.1 million Participants, 12.0 million Enthusiasts

In many ways bicycling represents the cornerstone of human powered activities. The activity's accessibility, affordability and familiarity fosters participation. The different bicycling formats offer variety and wide-ranging experiences to meet the interests of Americans 16 and older. In turn, each year since 1998 bicycling (any type) has generated the largest Participant and Enthusiast populations of any activity.

In 2004, paved road participants represent a broad spectrum of the American population.

- Relatively gender balanced
- Participation among all age groups. Greater Enthusiast participation among unmarried, youth.
- Geographically dispersed
- More than four in 10 paved road bicyclists also went dirt road (42.7%) and single track (40.9%) bicycling in 2004.

The Participant population has made few shifts over the last seven years. The Enthusiast population has changed slightly.

- **Ethnicity:** Over three-fourths of the Year 2004 paved road bicycling population is Caucasian. African American makes up 9% and Hispanics make up 6% of paved road participants.
- **Age:** The age profile of 2004 Participants is very balanced across all age segments. A greater number of Enthusiasts are younger (16 to 24) than they were in 2002.
- **Household Affluence:** In 2004, 41% of bicyclists report a household income between \$40k and \$79k. Almost half (46%) of Enthusiasts had incomes in this range and increase from 2002.
- **Region:** Participant and Enthusiast paved road bicyclists are least likely to live in the Northeast than other regions. Enthusiast participation declined in the North Central region from 2002.

Over the past seven years participation in paved road bicycling has been primarily steady. Participants averaged 33 outings during 2004—activity that generated a total of 2.6 billion outings.

Year 2004 Events of Note

In 2004, 16-24 year old enthusiasts devoted more time to paved road bicycling.

Observation/Implication

Lance Armstrong has inspired a new generation of cyclists.

BICYCLING (MOUNTAIN BIKING) 2004: 51.1 million Participants, 11.3 million Enthusiasts
BICYCLING – SINGLE TRACK 2004: 39.5 million Participants, 7.6 million Enthusiasts
BICYCLING – DIRT ROAD 2004 : 40.0 million Participants, 7.6 million Enthusiasts

In 2004, Mountain Biking, which includes single track and dirt road bicycling, participation levels surpassed activity reported in the previous year. There is distinction between mountain biking and paved road participants. However, few demographic differences exist between the two types of Mountain Biking (single track and dirt road).

- Primarily male
- Young (16 to 24)
- A resident of a state in the West or South Central part of the United States
- Nearly all (88.9%) dirt road Participants also went paved road bicycling in 2004 and nearly three-quarters (71.0%) went single track bicycling during the year.
- Most (87.2%) single track Participants also went paved road bicycling in 2004 and nearly three-quarters (71.9%) went dirt road bicycling during the year.

The Participant population has made few shifts over the last seven years. The Enthusiast population has changed slightly.

- **Ethnicity:** Over three-fourths of the Year 2004 of single track and dirt road bicycling population is Caucasian.
- **Age:** Young Americans (16 to 24) comprise the majority of both single track and dirt road participants. Enthusiast levels among this age group has increased since 2002.
- **Household Affluence:** In 2004, 39% of single track and 43% of dirt road participants report a household income between \$40k and \$79k. Enthusiasts in both groups have lower income levels
- **Region:** Compared to 2002, single track and dirt road participants are less likely to live in the North Central region of the United States.

Single track (632 million) and dirt road (640 million) generated similar numbers of total outings in 2004.

Year 2004 Events of Note

Mountain biking captures the under 34 crowd.

Observation/Implication

16-34 year olds now comprise the majority of single track and dirt road participant populations.

BICYCLING - ANY TYPE: PARTICIPANT & ENTHUSIAST TRENDS

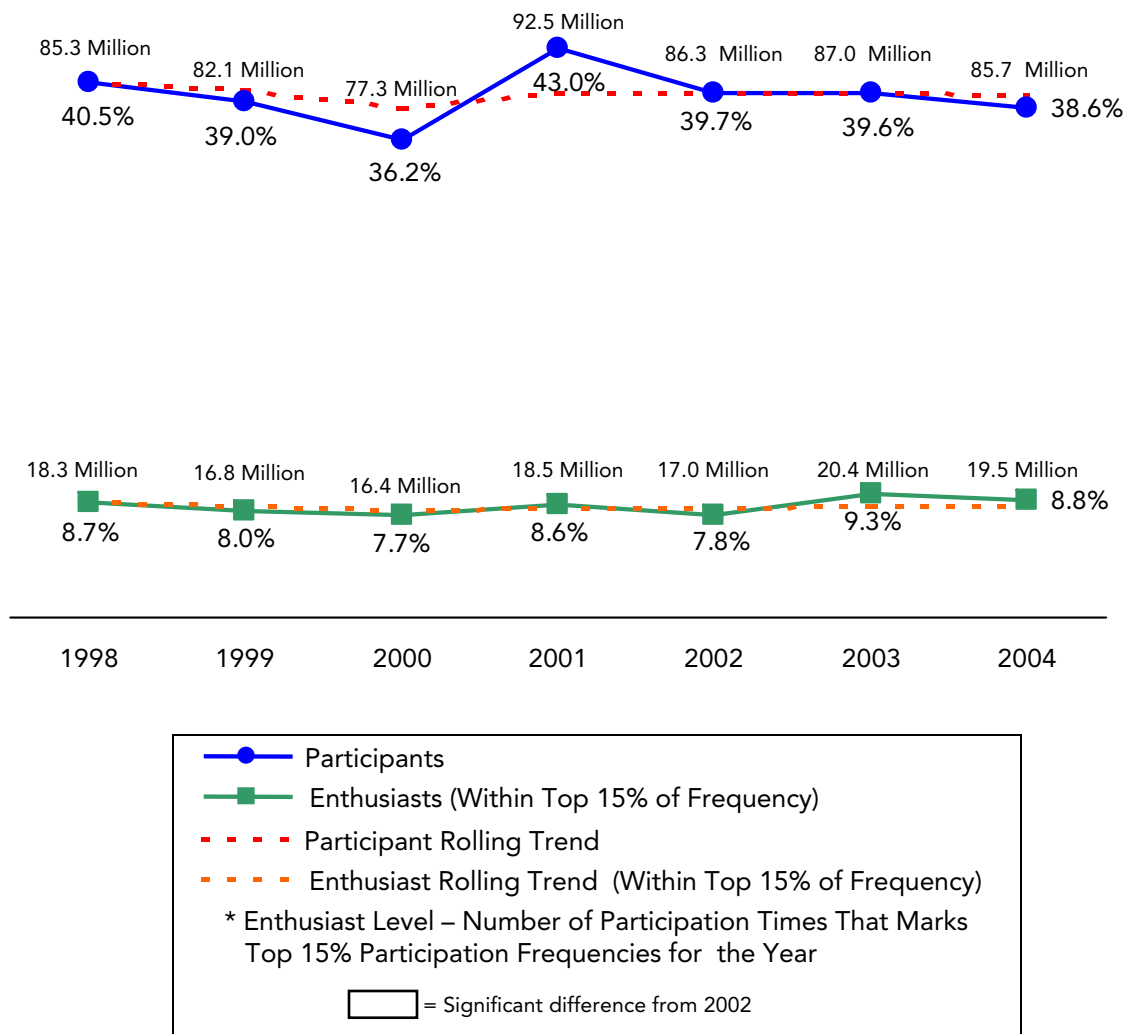
Overall Perspective: Since 1998, bicycling (any type) has been one of the most popular forms of human powered activities. Bicycling (any type) has consistently generated the largest Participant and Enthusiast populations of any activity type—particularly during the record year of 2001.

Long-term Perspective (Compared to 1998): In 2004 bicycling (any type) continues to generate strong levels of participation.

Year 2004 and 1998 Enthusiast levels are aligned.

Cumulative Perspective (Rolling Trend): Rolling trend Participant and Enthusiast levels have remained primarily unchanged during the past seven years.

Participation in Bicycling (Any Type)
% of U.S. Population Age 16 and Older



BICYCLING – MOUNTAIN BIKING: PARTICIPANT & ENTHUSIAST TRENDS

Overall Perspective: Following several years of waning participation in the early 2000's, Americans' involvement in mountain biking (includes dirt road and single track bicycling) shows signs of rebounding in 2004.

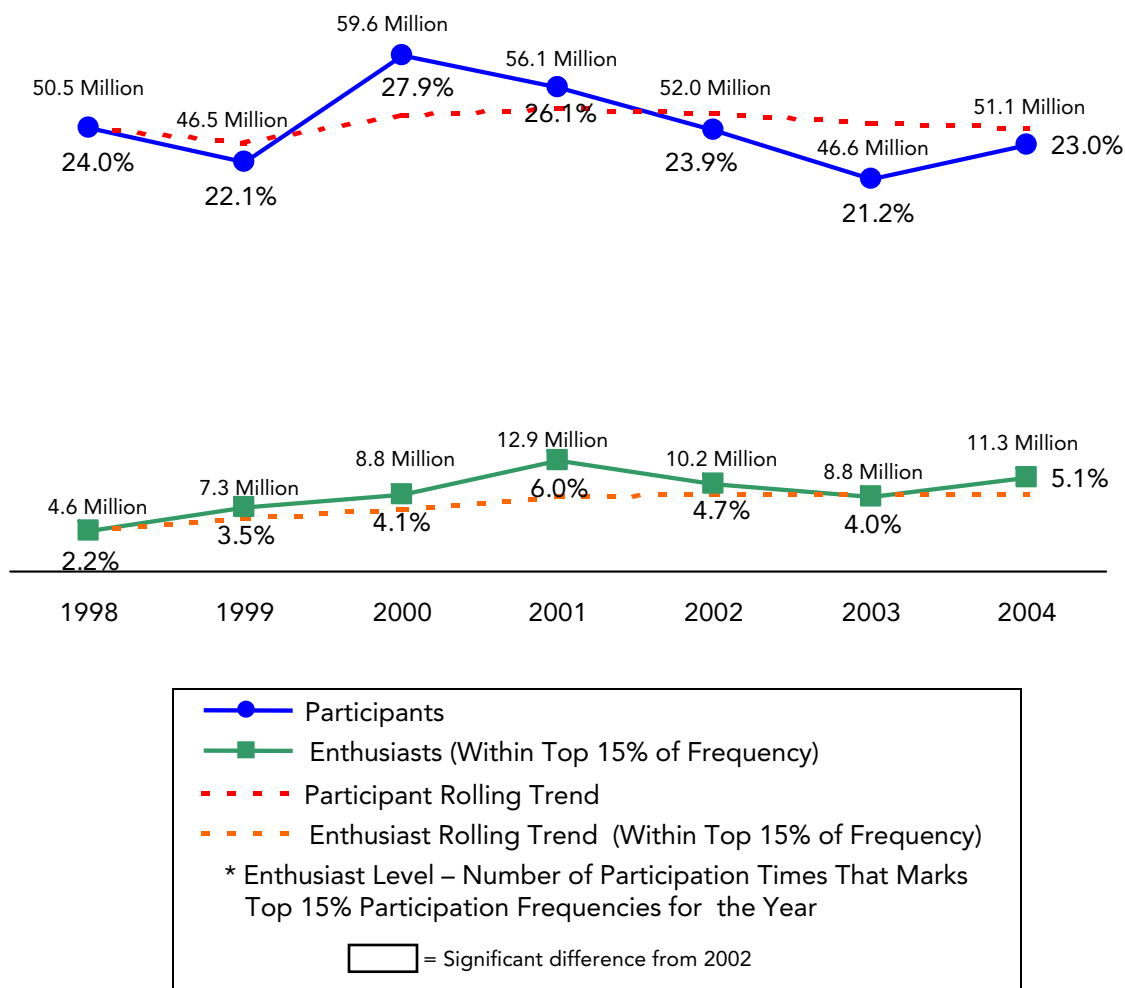
Short-term Perspective (Compared to 2003): During 2004, Participant and Enthusiast levels surpassed activity reported in the previous year.

Long-term Perspective (Compared to 1998): Year 2004 participant levels remain unchanged when compared to 1998, but the incidence of Enthusiast activity during that same time period has more than doubled.

Cumulative Perspective (Rolling Trend): Rolling trend Participant results reflect a modest increase through 2001, before a three-year trend of declines caused a leveling off of Participant activity.

Rolling trend Enthusiast results show a gradual increase during the past seven years.

Participation in Bicycling (Mountain Biking)
% of U.S. Population Age 16 and Older



BICYCLING – PAVED ROAD: PARTICIPANT & ENTHUSIAST TRENDS

Overall Perspective: For the second consecutive year, Americans 16 and older report strong levels of participation in paved road bicycling—strengthening the activity's place as the most popular specific human powered activity.

Short-term Perspective (Compared to 2003): Participant activity in 2004 remained unchanged from the previous year.

Enthusiast activity decreased in 2004—down 21%—following a sharp increase in Enthusiast activity noted in the previous year.

Three-Year Perspective (Compared to 2002): In 2004, participation in paved road bicycling among Americans 16 and older surpassed Participant levels reported in 2002.

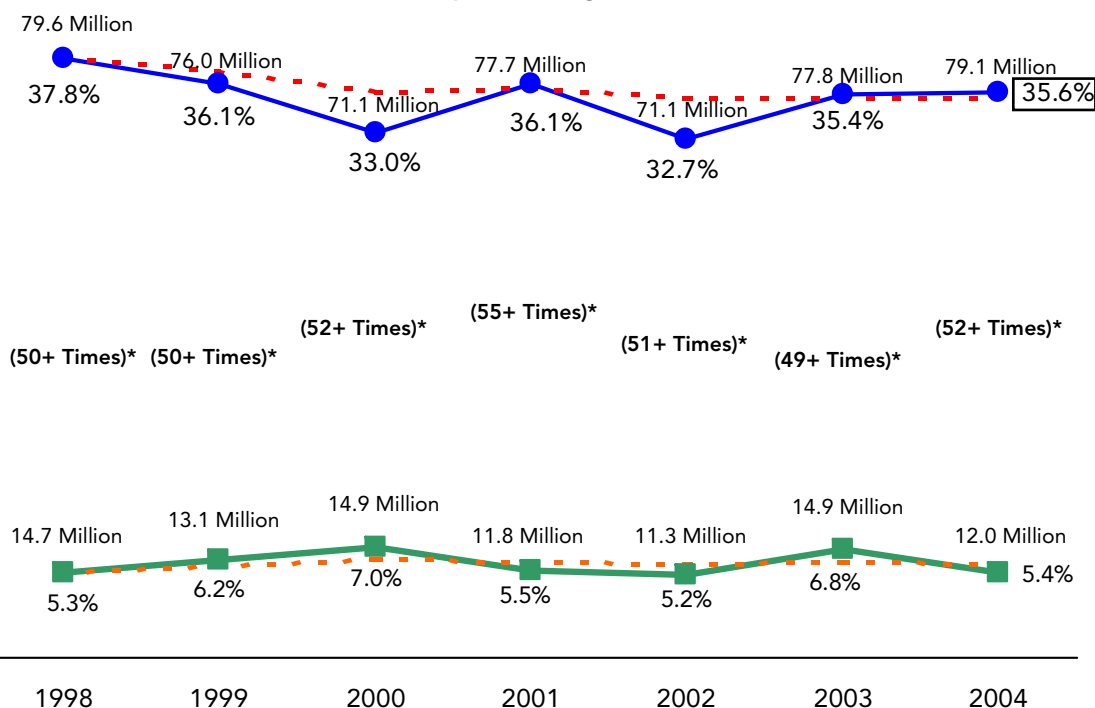
Enthusiast levels are unchanged from three years ago.

Long-term Perspective (Compared to 1998): Despite the strong levels of participation in 2004, Participant levels remain below the all time participation reported in 1998.

Commitment to the activity is flat when compared to seven years ago—Enthusiast levels are unchanged.

Cumulative Perspective (Rolling Trend): The rolling trend results show a slight decline in participation through 2003 that has leveled off in the past two years.

Participation in Paved Road Bicycling
% of U.S. Population Age 16 and Older



BICYCLING – PAVED ROAD FREQUENCY OF PARTICIPATION AND OUTINGS

During 2004, paved road bicycling Participants averaged 33 outings—yielding a total of 2.6 billion outings among all Participants.

The increased accessibility and familiarity of paved road bicycling reduces the incidence of Participants who only participate at very casual levels—only 7% of year 2004 Participants limited their activity to one outing.

Paved Road Bicycling Frequency and Outings Among Americans 16 and Older

| Frequency | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|---------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 1 time | 6% | 6% | 7% | 7% | 6% | 6% | 7% |
| 2 times | 10% | 8% | 6% | 9% | 9% | 7% | 8% |
| 3 to 6 times | 20% | 24% | 24% | 23% | 24% | 24% | 25% |
| 7 to 10 times | 13% | 13% | 10% | 10% | 9% | 11% | 10% |
| 11 to 30 | 28% | 27% | 27% | 23% | 25% | 28% | 27% |
| 31 or more times | 24% | 22% | 26% | 28% | 27% | 24% | 23% |
| One-Time Frequency | 6% | 6% | 7% | 7% | 6% | 6% | 7% |
| Average Frequency | 35.0 | 29.0 | 38.0 | 39.0 | 37.0 | 34.0 | 33.0 |
| Total Outings (Billions) | 2.8 | 2.2 | 2.7 | 3.0 | 2.6 | 2.8 | 2.6 |

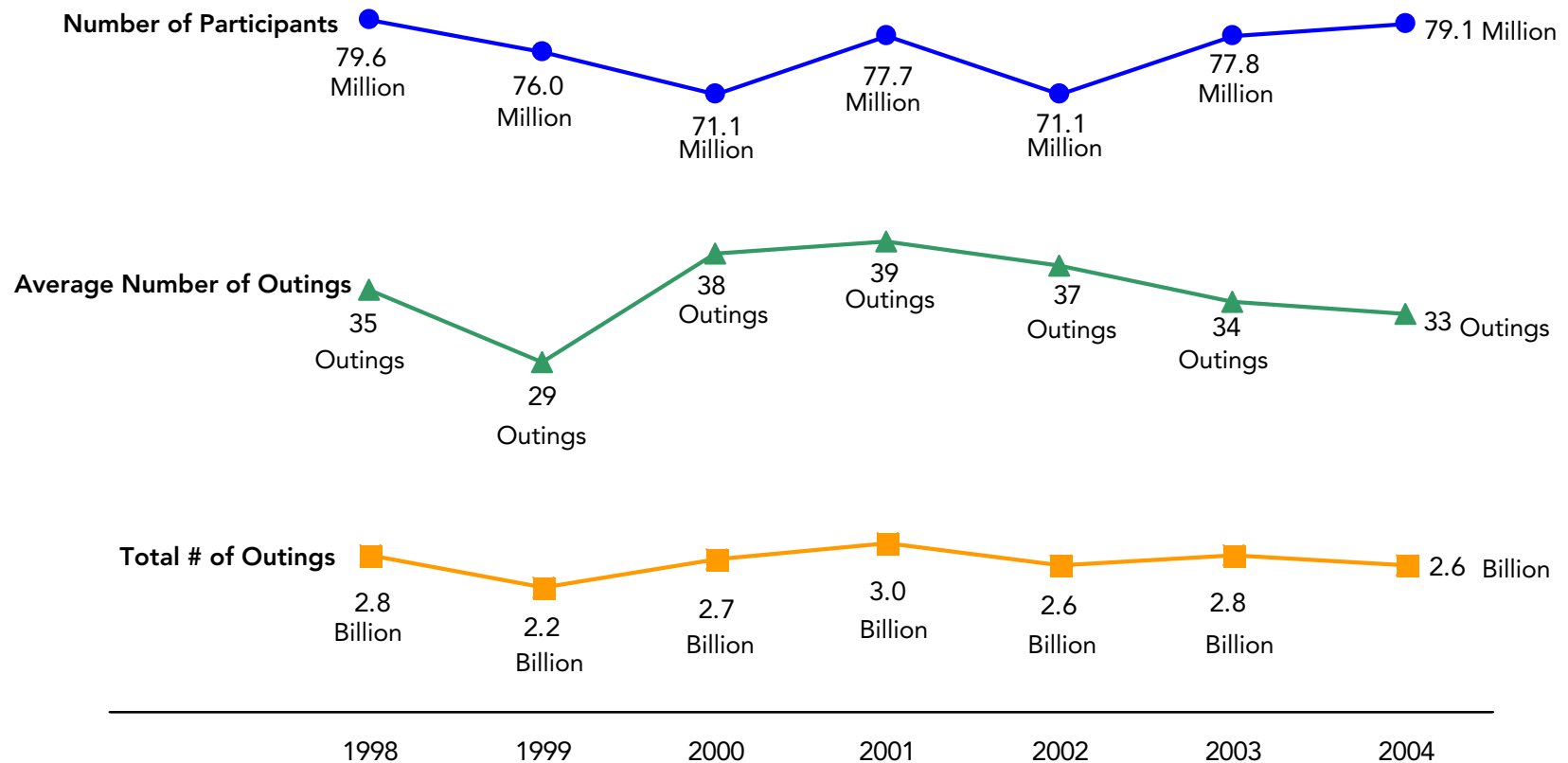
PAVED ROAD BICYCLING: PARTICIPATION and FREQUENCY – IMPACT ON TOTAL ANNUAL OUTINGS

Despite fluctuations in the size of the Participant population and the frequency of participation during the past seven years—total paved road bicycling outings have remained relatively consistent.

For example, the number of Americans 16 and older who went paved road bicycling in 2002 slipped to 71.1 million. During that year Americans who did participate did so at very frequent levels—averaging 37 outings on their bicycles during the year. The high number of average outings compensated for the downturn in Participant population and the number of outings reached 2.6 billion.

During 2004, the dynamic was reversed. The number of Americans participating climbed to more than 79 million, but the average frequency of participation dropped to 33 outings during the year. The result was a total number of outings that is on par with historical levels—2.6 billion.

Paved Road Bicycling: Participation, Frequency, Total Outings



BICYCLING – PAVED ROAD: DEMOGRAPHIC PROFILE TRENDS OF PARTICIPANTS

- The balanced profile of paved road bicyclists through the years reflects favorably on the widespread popularity of the activity.
- The 2004 paved road bicycling population is relatively gender balanced—males (57%) and females (43%)—but the representation of females within the population is lower than in 1998.
- The age profile of 2004 Participants is very balanced across all age segments.
- For the second consecutive year, the majority of Participants report the presence of children under the age of 18 in their household and incidence is greater than levels in 2002.

| <u>Dimension</u> | <u>1998</u> | <u>1999</u> | <u>2000</u> | <u>2001</u> | <u>2002</u> | <u>2003</u> | <u>2004</u> |
|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <u>Gender</u> | | | | | | | |
| Male | 50% | 52% | 54% | 53% | 56% | 56% | 57% |
| Female | 50% | 48% | 46% | 47% | 44% | 44% | 43% |
| <u>Age</u> | | | | | | | |
| 16 to 24 | 26% | 23% | 29% | 29% | 30% | 28% | 30% |
| 25 to 34 | 20% | 22% | 22% | 24% | 22% | 23% | 20% |
| 35 to 44 | 26% | 26% | 23% | 22% | 21% | 22% | 22% |
| 45+ | 28% | 29% | 26% | 25% | 27% | 27% | 28% |
| <u>Marital Status</u> | | | | | | | |
| Married | 52% | 52% | 50% | 45% | 49% | 50% | 49% |
| Unmarried | 48% | 48% | 50% | 55% | 51% | 50% | 51% |
| <u>Ethnicity</u> | | | | | | | |
| Caucasian | 82% | 81% | 80% | 81% | 79% | 79% | 78% |
| African-American | 9% | 8% | 9% | 8% | 10% | 8% | 9% |
| Hispanic | 5% | 7% | 7% | 6% | 7% | 6% | 6% |
| Asian | 3% | 2% | 2% | 1% | 2% | 3% | 1% |
| Other | 1% | 2% | 2% | 4% | 2% | 5% | 6% |
| <u>Children <18</u> | | | | | | | |
| Yes | 51% | 51% | 53% | 47% | 49% | 55% | 55% |
| <u>Household Income</u> | | | | | | | |
| <\$40k | NA | 29% | 36% | 39% | 34% | 35% | 33% |
| \$40k - \$79k | NA | 35% | 43% | 43% | 40% | 41% | 41% |
| \$80k+ | NA | 21% | 21% | 18% | 26% | 24% | 26% |
| <u>Region</u> | | | | | | | |
| Northeast | 22% | 17% | 10% | 19% | 20% | 19% | 20% |
| South Central | 32% | 34% | 33% | 31% | 29% | 32% | 31% |
| North Central | 26% | 25% | 29% | 25% | 28% | 25% | 25% |
| West | 20% | 24% | 28% | 25% | 23% | 24% | 24% |

= Significant difference from 2002

BICYCLING – PAVED ROAD: DEMOGRAPHIC PROFILE TRENDS OF ENTHUSIASTS

- In 2004, nearly two-thirds (64%) of Enthusiast paved road bicyclists are male—extending a long term trend that has been in place since 1998.
- During 2004, the representation of young (16 to 24) Enthusiast reached the highest level measured over the past seven years.
- Compared to 1998, year 2004 Enthusiasts are more likely to live in the West and less likely to live in the Northeast regions of the U.S.

| Dimension | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|-------------------------|------|------|------|------|------|------|------|
| Gender | | | | | | | |
| Male | 60% | 64% | 62% | 61% | 62% | 60% | 64% |
| Female | 40% | 36% | 38% | 39% | 38% | 40% | 36% |
| Age | | | | | | | |
| 16 to 24 | 23% | 30% | 29% | 34% | 32% | 27% | 39% |
| 25 to 34 | 25% | 20% | 22% | 22% | 20% | 27% | 22% |
| 35 to 44 | 21% | 20% | 23% | 21% | 20% | 18% | 16% |
| 45+ | 31% | 31% | 26% | 23% | 28% | 28% | 23% |
| Marital Status | | | | | | | |
| Married | 51% | 41% | 40% | 36% | 45% | 45% | 34% |
| Unmarried | 49% | 59% | 60% | 64% | 55% | 55% | 66% |
| Ethnicity | | | | | | | |
| Caucasian | 88% | 85% | 73% | 79% | 77% | 80% | 77% |
| African-American | 8% | 4% | 8% | 8% | 11% | 6% | 10% |
| Hispanic | 2% | 6% | 10% | 7% | 8% | 3% | 6% |
| Asian | 1% | 2% | 1% | 1% | 4% | 4% | * |
| Other | 1% | 3% | 8% | 5% | * | 7% | 7% |
| Children <18 | | | | | | | |
| Yes | 41% | 44% | 51% | 41% | 44% | 49% | 47% |
| Household Income | | | | | | | |
| <\$40k | NA | 31% | 48% | 38% | 38% | 37% | 38% |
| \$40k - \$79k | NA | 32% | 31% | 37% | 34% | 41% | 46% |
| \$80k+ | NA | 22% | 21% | 25% | 28% | 22% | 16% |
| Region | | | | | | | |
| Northeast | 26% | 12% | 10% | 19% | 16% | 18% | 16% |
| South Central | 31% | 38% | 35% | 31% | 34% | 27% | 36% |
| North Central | 26% | 28% | 18% | 20% | 26% | 27% | 22% |
| West | 17% | 22% | 37% | 29% | 25% | 28% | 26% |

BICYCLING – SINGLE TRACK: PARTICIPANT & ENTHUSIAST TRENDS

Overall Perspective: Following a spike in involvement among Americans 16 and older in 2001, and subsequent declines in participation, single track bicycling has leveled off in the past two years.

Three-Year Perspective (Compared to 2002): In 200, participation in single track bicycling has declined from the levels of participation reported in 2002.

Despite the decline in Participant levels, Enthusiast levels have remained primarily unchanged compared to 2002.

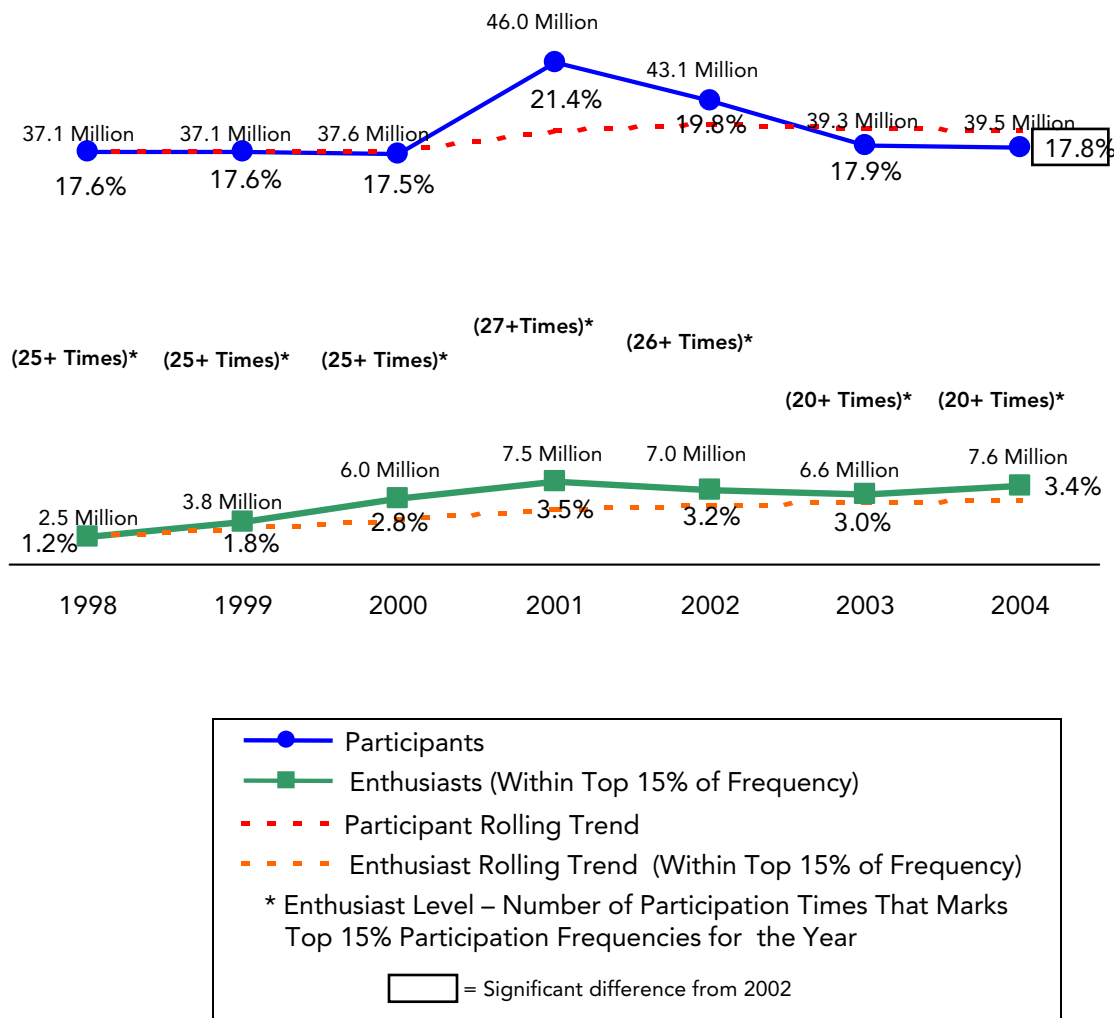
Long-term Perspective (Compared to 1998): In 2004, the Participant level has returned to the incidence reported in 1998.

Commitment to the activity is up from seven years ago—Enthusiast levels have increased nearly three-fold from 1998.

Cumulative Perspective (Rolling Trend): Driven by record high participation in 2001, rolling trend results show a slight increase in participation through 2001—and a leveling off in the years since.

Enthusiast levels have also increased moderately.

Participation in Single Track Bicycling
% of U.S. Population Age 16 and Older



* Enthusiast Level – Number of Participation Times That Marks Top 15% Participation Frequencies for the Year

BICYCLING – SINGLE TRACK FREQUENCY OF PARTICIPATION AND OUTINGS

The total number of outings generated by single track bicyclists reached 632 million in 2004—an increase of 42 million over the previous year.

On average, 2004 Participants went single track bicycling 16 times during the year.

Single Track Bicycling Frequency and Outings Among Americans 16 and Older

| Frequency | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|---------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 1 time | 16% | 15% | 12% | 12% | 10% | 14% | 11% |
| 2 times | 15% | 18% | 19% | 10% | 12% | 20% | 25% |
| 3 to 6 times | 38% | 34% | 32% | 25% | 24% | 34% | 38% |
| 7 to 10 times | 14% | 10% | 6% | 10% | 6% | 6% | 9% |
| 11 to 30 | 13% | 15% | 12% | 15% | 11% | 12% | 15% |
| 31 or more times | 4% | 9% | 19% | 28% | 37% | 14% | 2% |
| One-Time Frequency | 16% | 15% | 12% | 12% | 10% | 14% | 11% |
| Average Frequency | 14.0 | 11.0 | 18.0 | 21.0 | 22.0 | 15.0 | 16.0 |
| Total Outings (Millions) | 519 | 408 | 677 | 966 | 948 | 590 | 632 |

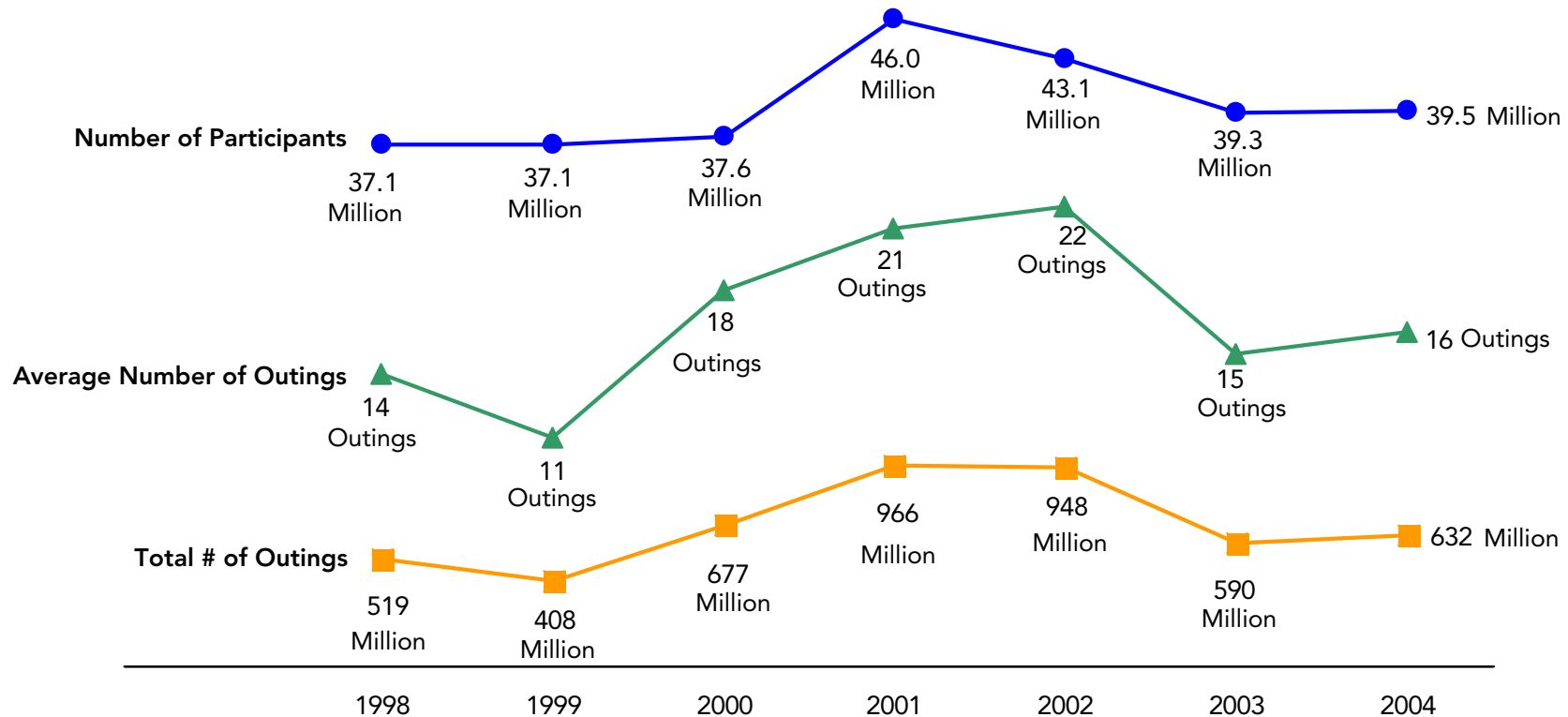
 = Significant difference from 2002

SINGLE TRACK BICYCLING: PARTICIPATION and FREQUENCY – IMPACT ON TOTAL ANNUAL OUTINGS

Trended results show that 2001 and 2002 was a particularly strong time period for participation in single track bicycling. In each of those years, large numbers of Americans 16 and older participated in the activity, and at very frequent levels—generating total outings that approached 1 billion in each respective year.

In the past two years, a leveling off of the size of the Participant population has occurred., but the total number of outings generated in 2004 increased over 2003 by 42 million—driven by the higher number of average outings taken during the year.

Single Track Bicycling: Participation, Frequency, Total Outings



BICYCLING – SINGLE TRACK: DEMOGRAPHIC PROFILE TRENDS OF PARTICIPANTS

- Two-thirds (66%) of year 2004 single track bicyclists are male—the highest representation of males within any Participant population since 1998.
- Young Americans comprise the majority of the year 2004 single track bicycling population. Nearly two-thirds (63%) of Participants are between the ages of 16 and 34.
- The majority (56%) of year 2004 Participants report the presence of children 18 years of age and younger in their household—an incidence higher than reported in 2002 (50%).
- Compared to 2002, year 2004 single track bicyclists are less likely to live in the North Central region of the United States.

| <u>Dimension</u> | <u>1998</u> | <u>1999</u> | <u>2000</u> | <u>2001</u> | <u>2002</u> | <u>2003</u> | <u>2004</u> |
|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <u>Gender</u> | | | | | | | |
| Male | 53% | 61% | 62% | 58% | 61% | 62% | 66% |
| Female | 47% | 39% | 38% | 42% | 39% | 38% | 34% |
| <u>Age</u> | | | | | | | |
| 16 to 24 | 39% | 33% | 40% | 35% | 37% | 38% | 41% |
| 25 to 34 | 22% | 24% | 25% | 26% | 24% | 25% | 22% |
| 35 to 44 | 19% | 21% | 18% | 20% | 18% | 18% | 18% |
| 45+ | 20% | 22% | 18% | 19% | 21% | 19% | 19% |
| <u>Marital Status</u> | | | | | | | |
| Married | 39% | 44% | 42% | 40% | 43% | 41% | 41% |
| Unmarried | 61% | 56% | 58% | 60% | 57% | 59% | 59% |
| <u>Ethnicity</u> | | | | | | | |
| Caucasian | 83% | 77% | 78% | 76% | 76% | 73% | 75% |
| African-American | 7% | 9% | 8% | 9% | 10% | 8% | 9% |
| Hispanic | 7% | 8% | 8% | 9% | 9% | 7% | 8% |
| Asian | 2% | 2% | 2% | 2% | 3% | 4% | 2% |
| Other | 1% | 4% | 4% | 4% | 2% | 8% | 6% |
| <u>Children <18</u> | | | | | | | |
| Yes | 48% | 51% | 55% | 46% | 50% | 56% | 56% |
| <u>Household Income</u> | | | | | | | |
| <\$40k | NA | 28% | 36% | 39% | 37% | 39% | 35% |
| \$40k - \$79k | NA | 37% | 43% | 44% | 40% | 40% | 39% |
| \$80k+ | NA | 19% | 21% | 17% | 23% | 21% | 26% |
| <u>Region</u> | | | | | | | |
| Northeast | 22% | 18% | 10% | 20% | 20% | 19% | 22% |
| South Central | 33% | 32% | 32% | 30% | 31% | 32% | 31% |
| North Central | 22% | 22% | 28% | 22% | 24% | 22% | 20% |
| West | 22% | 28% | 30% | 29% | 25% | 27% | 27% |

 = Significant difference from 2002

BICYCLING – SINGLE TRACK: DEMOGRAPHIC PROFILE TRENDS OF ENTHUSIASTS

- Americans who went single track bicycling 20 or more times in 2004 are more likely to be male (76%) than female (24%) by nearly a three-fold margin—a continuation of a strong male skew within the population first revealed in 2002.
- The strong levels of Enthusiast activity reported in 2004 was driven by an influx of young (16 to 24) within the Enthusiast population.
- The presence of Enthusiast living in the North Central part of the United States is down when the 2002 and 2004 region profiles are compared.

| <u>Dimension</u> | <u>1998</u> | <u>1999</u> | <u>2000</u> | <u>2001</u> | <u>2002</u> | <u>2003</u> | <u>2004</u> |
|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <u>Gender</u> | | | | | | | |
| Male | 58% | 71% | 66% | 69% | 73% | 74% | 76% |
| Female | 42% | 29% | 34% | 31% | 27% | 26% | 24% |
| <u>Age</u> | | | | | | | |
| 16 to 24 | 43% | 29% | 31% | 31% | 36% | 39% | 50% |
| 25 to 34 | 20% | 25% | 21% | 31% | 27% | 24% | 23% |
| 35 to 44 | 17% | 22% | 29% | 22% | 16% | 16% | 16% |
| 45+ | 20% | 23% | 19% | 17% | 21% | 21% | 11% |
| <u>Marital Status</u> | | | | | | | |
| Married | 33% | 47% | 50% | 37% | 41% | 48% | 33% |
| Unmarried | 67% | 53% | 50% | 63% | 59% | 52% | 67% |
| <u>Ethnicity</u> | | | | | | | |
| Caucasian | 80% | 79% | 76% | 77% | 85% | 75% | 77% |
| African-American | 12% | 7% | 6% | 8% | 7% | 6% | 8% |
| Hispanic | 4% | 8% | 9% | 10% | 4% | 7% | 3% |
| Asian | 4% | 2% | 2% | 1% | 1% | 5% | 3% |
| Other | * | 4% | 7% | 4% | 3% | 7% | 9% |
| <u>Children <18</u> | | | | | | | |
| Yes | 46% | 46% | 59% | 40% | 45% | 53% | 49% |
| <u>Household Income</u> | | | | | | | |
| <\$40k | NA | 25% | 34% | 38% | 36% | 34% | 39% |
| \$40k - \$79k | NA | 39% | 48% | 42% | 43% | 44% | 31% |
| \$80k+ | NA | 22% | 19% | 20% | 21% | 22% | 30% |
| <u>Region</u> | | | | | | | |
| Northeast | 37% | 26% | 4% | 21% | 20% | 22% | 21% |
| South Central | 22% | 29% | 24% | 28% | 29% | 28% | 32% |
| North Central | 30% | 26% | 34% | 20% | 23% | 26% | 14% |
| West | 11% | 20% | 38% | 32% | 28% | 25% | 33% |

 = Significant difference from 2002

BICYCLING – DIRT ROAD: PARTICIPANT & ENTHUSIAST TRENDS

Overall Perspective: With the exception of a spike in participation during 2001, participation in dirt road bicycling has been constant over the past seven years.

Three-Year Perspective (Compared to 2002): Year 2004 participant levels are unchanged from 2002, but Enthusiast activity has increased significantly.

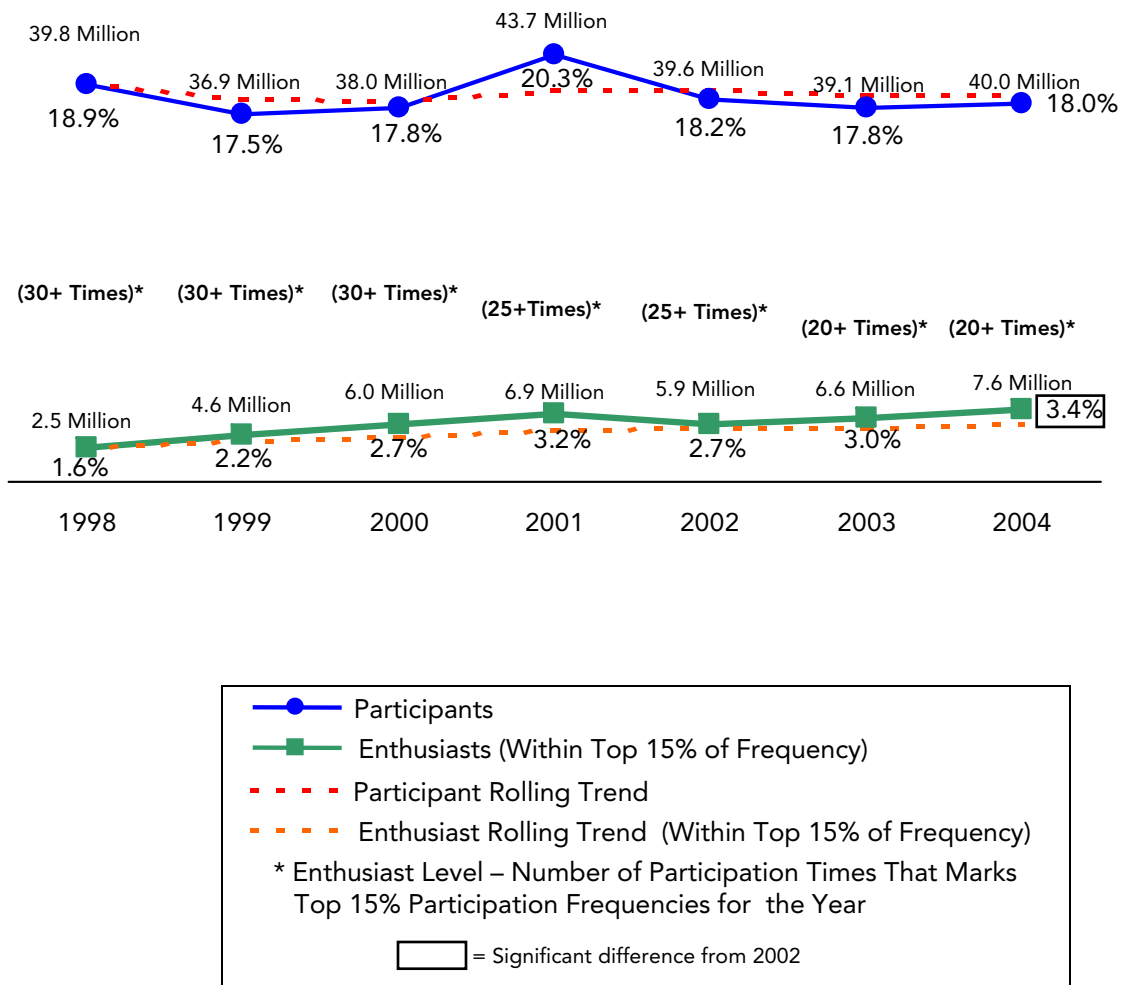
Long-term Perspective (Compared to 1998): In 2004, the Participant level is on par with the incidence measured in 1998.

Commitment to the activity is up from seven years ago—Enthusiast levels have increased significantly.

Cumulative Perspective (Rolling Trend): Rolling trend results show a Participant level that has remained primarily flat over the last seven years.

Rolling trend Enthusiast levels reflect a moderate increase since 1998.

Participation in Dirt Road Bicycling
% of U.S. Population Age 16 and Older



BICYCLING – DIRT ROAD FREQUENCY OF PARTICIPATION AND OUTINGS

During 2004, dirt road bicyclists averaged 16 outings. When the size of the Participant population and average frequency are considered, a total of 640 million dirt road bicycling outings were generated in 2004—down from the record number of outings taken in 2001.

Dirt Road Bicycling Frequency and Outings Among Americans 16 and Older

| Frequency | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|---------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 1 time | 13% | 15% | 14% | 16% | 20% | 16% | 15% |
| 2 times | 19% | 16% | 18% | 14% | 10% | 17% | 20% |
| 3 to 6 times | 27% | 30% | 14% | 14% | 16% | 26% | 28% |
| 7 to 10 times | 10% | 10% | 5% | 6% | 7% | 10% | 10% |
| 11 to 30 | 21% | 18% | 12% | 8% | 10% | 14% | 19% |
| 31 or more times | 10% | 11% | 37% | 42% | 37% | 17% | 8% |
| One-Time Frequency | 13% | 15% | 14% | 16% | 20% | 16% | 15% |
| Average Frequency | 20.0 | 14.0 | 19.0 | 22.0 | 23.0 | 15.0 | 16.0 |
| Total Outings (Millions) | 796 | 517 | 722 | 961 | 911 | 587 | 640 |

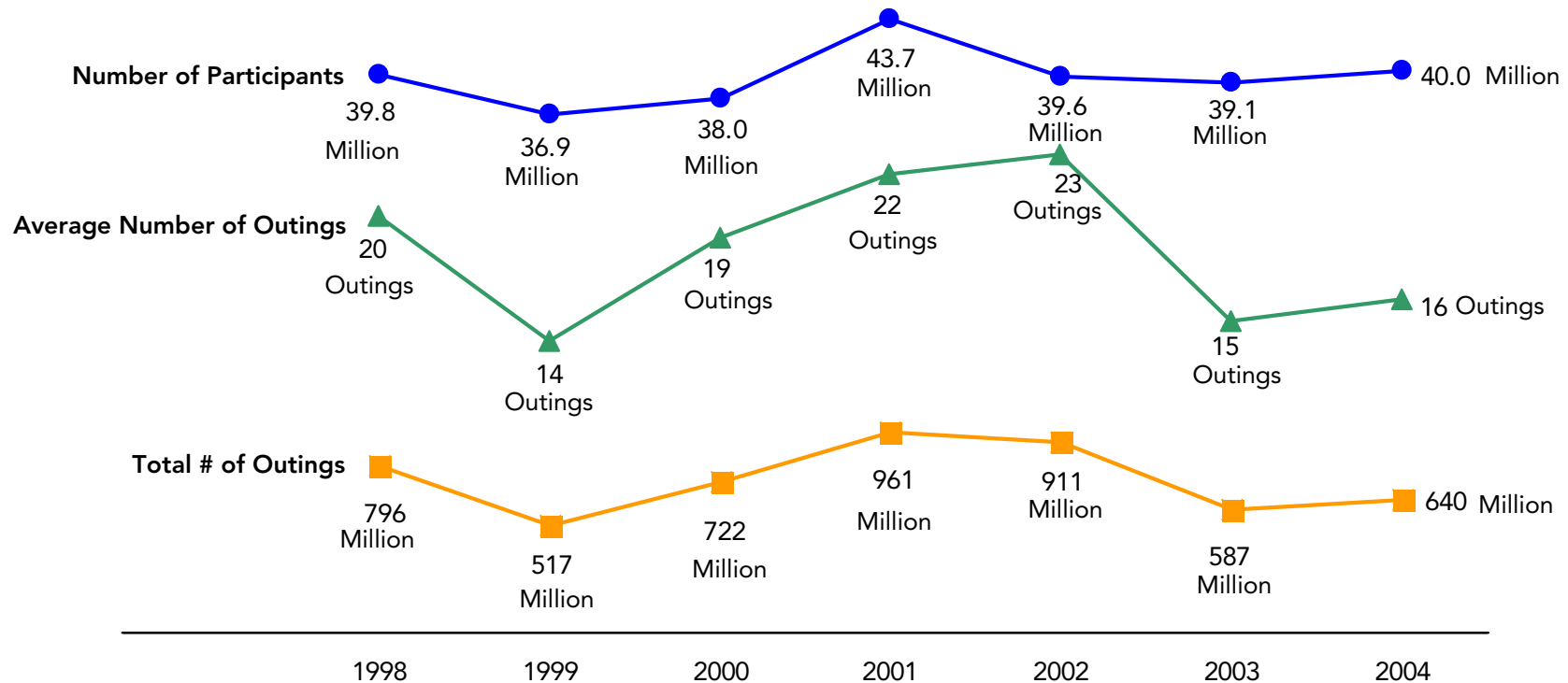
 = Significant difference from 2002

DIRT ROAD BICYCLING: PARTICIPATION and FREQUENCY – IMPACT ON TOTAL ANNUAL OUTINGS

Since the early 2000's, the number of average outings that dirt road bicyclists have taken has declined, resulting in lower numbers of total outings in the past two years.

In 2004 (40.0 million), a similar number of Americans 16 and older went dirt road bicycling as participated in 2002 (39.6 million). But during 2004, the average number of outings among Participants fell to 16—compared to 23 in 2002. The disparity in the average number of times Participants went dirt road bicycling resulted in far fewer total outings during 2004 (640 million) than in 2002 (911 million).

Dirt Road Bicycling: Participation, Frequency, Total Outings



BICYCLING – DIRT ROAD: DEMOGRAPHIC PROFILE TRENDS OF PARTICIPANTS

- Similar to recent populations, the 2004 Participant population is comprised of a strong majority of males (64%). The representation of males is higher in 2004 than in 1998.
- In 2004 dirt road bicycling participation is driven primarily by younger Americans—more than one-half (59%) of Participants are between the ages of 16 and 34.
- Year 2004 dirt road bicycling Participants are geographically dispersed, but compared to 2002 the representation of Participants in North Central region has declined.

| <u>Dimension</u> | <u>1998</u> | <u>1999</u> | <u>2000</u> | <u>2001</u> | <u>2002</u> | <u>2003</u> | <u>2004</u> |
|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <u>Gender</u> | | | | | | | |
| Male | 53% | 61% | 58% | 56% | 62% | 62% | 64% |
| Female | 47% | 39% | 42% | 44% | 38% | 38% | 36% |
| <u>Age</u> | | | | | | | |
| 16 to 24 | 37% | 31% | 38% | 37% | 36% | 37% | 38% |
| 25 to 34 | 18% | 22% | 25% | 24% | 22% | 22% | 21% |
| 35 to 44 | 23% | 24% | 19% | 20% | 20% | 18% | 17% |
| 45+ | 22% | 23% | 19% | 19% | 22% | 24% | 24% |
| <u>Marital Status</u> | | | | | | | |
| Married | 44% | 44% | 50% | 39% | 46% | 42% | 42% |
| Unmarried | 46% | 46% | 50% | 61% | 54% | 58% | 58% |
| <u>Ethnicity</u> | | | | | | | |
| Caucasian | 83% | 79% | 79% | 78% | 78% | 77% | 78% |
| African-American | 7% | 8% | 9% | 8% | 10% | 8% | 8% |
| Hispanic | 7% | 8% | 7% | 8% | 8% | 6% | 6% |
| Asian | 2% | 2% | 2% | 1% | 3% | 3% | 1% |
| Other | 1% | 3% | 3% | 5% | 1% | 6% | 7% |
| <u>Children <18</u> | | | | | | | |
| Yes | 52% | 52% | 56% | 48% | 52% | 57% | 55% |
| <u>Household Income</u> | | | | | | | |
| <\$40k | NA | 29% | 36% | 41% | 36% | 37% | 31% |
| \$40k - \$79k | NA | 36% | 43% | 43% | 41% | 43% | 43% |
| \$80k+ | NA | 20% | 21% | 16% | 23% | 20% | 26% |
| <u>Region</u> | | | | | | | |
| Northeast | 24% | 18% | 10% | 21% | 19% | 19% | 21% |
| South Central | 32% | 33% | 30% | 29% | 29% | 33% | 30% |
| North Central | 23% | 22% | 30% | 22% | 27% | 23% | 21% |
| West | 21% | 28% | 30% | 28% | 26% | 25% | 28% |

 = Significant difference from 2002

BICYCLING – DIRT ROAD: DEMOGRAPHIC PROFILE TRENDS OF ENTHUSIASTS

- Nearly three-quarters (71%) of year 2004 dirt road Enthusiast bicyclists are male.
- During 2004, the strong levels of dirt road Enthusiast activity was driven by the committed activity of younger Americans—the presence of 16 to 24 year old's within the population reaches an all time high (46%) compared to 2002.
- Nearly one-third (32%) of Americans who went dirt road bicycling 20 or more times in 2004 live in the South Central region of the United States.

| <u>Dimension</u> | <u>1998</u> | <u>1999</u> | <u>2000</u> | <u>2001</u> | <u>2002</u> | <u>2003</u> | <u>2004</u> |
|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <u>Gender</u> | | | | | | | |
| Male | 51% | 68% | 61% | 67% | 69% | 73% | 71% |
| Female | 49% | 32% | 39% | 33% | 31% | 27% | 29% |
| <u>Age</u> | | | | | | | |
| 16 to 24 | 39% | 37% | 40% | 33% | 36% | 37% | 46% |
| 25 to 34 | 22% | 24% | 18% | 24% | 26% | 31% | 20% |
| 35 to 44 | 23% | 25% | 16% | 24% | 14% | 13% | 15% |
| 45+ | 16% | 14% | 25% | 19% | 24% | 20% | 19% |
| <u>Marital Status</u> | | | | | | | |
| Married | 42% | 44% | 40% | 43% | 47% | 41% | 33% |
| Unmarried | 58% | 56% | 60% | 57% | 53% | 59% | 67% |
| <u>Ethnicity</u> | | | | | | | |
| Caucasian | 86% | 83% | 75% | 76% | 82% | 80% | 82% |
| African-American | 4% | 6% | 3% | 7% | 7% | 2% | 5% |
| Hispanic | 6% | 7% | 10% | 10% | 7% | 9% | 7% |
| Asians | 3% | 2% | 2% | * | 3% | 5% | 1% |
| Other | 1% | 2% | 10% | 7% | 1% | 4% | 5% |
| <u>Children <18</u> | | | | | | | |
| Yes | 51% | 54% | 57% | 46% | 54% | 56% | 53% |
| <u>Household Income</u> | | | | | | | |
| <\$40k | NA | 26% | 40% | 34% | 33% | 35% | 35% |
| \$40k - \$79k | NA | 38% | 40% | 42% | 43% | 44% | 39% |
| \$80k+ | NA | 20% | 20% | 24% | 24% | 21% | 26% |
| <u>Region</u> | | | | | | | |
| Northeast | 28% | 13% | 9% | 22% | 19% | 21% | 18% |
| South Central | 22% | 34% | 33% | 24% | 34% | 28% | 32% |
| North Central | 22% | 19% | 23% | 22% | 22% | 23% | 25% |
| West | 28% | 34% | 35% | 33% | 24% | 28% | 25% |

 = Significant difference from 2002

BICYCLING: WHERE THEY LIVE IN YEAR 2004

Bicycling Participants are geographically dispersed across the United States in year 2004, with slightly greater percentages tending to live in the South Central region.

Enthusiast bicyclists also live in all regions of the U.S., but in general are most likely to live in the West and South Central regions.

North Central (23%*)

Bicycling (Any Type) Participants 24%

Paved Road Bicycling Participants 25%

Single Track Bicycling Participants 20%

Dirt Road Bicycling Participants 21%

Bicycling (Any Type) Enthusiasts 22%

Paved Road Bicycling Enthusiasts 22%

Single Track Bicycling Enthusiasts 14%

Dirt Road Bicycling Enthusiasts 25%

Northeast (19%*)

Bicycling (Any Type) Participants 20%

Paved Road Bicycling Participants 20%

Single Track Bicycling Participants 22%

Dirt Road Bicycling Participants 21%

Bicycling (Any Type) Enthusiasts 18%

Paved Road Bicycling Enthusiasts 16%

Single Track Bicycling Enthusiasts 21%

Dirt Road Bicycling Enthusiasts 18%

West (23%*)

Bicycling (Any Type) Participants 25%

Paved Road Bicycling Participants 24%

Single Track Bicycling Participants 27%

Dirt Road Bicycling Participants 28%

Bicycling (Any Type) Enthusiasts 29%

Paved Road Bicycling Enthusiasts 26%

Single Track Bicycling Enthusiasts 33%

Dirt Road Bicycling Enthusiasts 25%

South Central (35%*)

Bicycling (Any Type) Participants 31%

Paved Road Bicycling Participants 31%

Single Track Bicycling Participants 31%

Dirt Road Bicycling Participants 30%

Bicycling (Any Type) Enthusiasts 31%

Paved Road Bicycling Enthusiasts 36%

Single Track Bicycling Enthusiasts 32%

Dirt Road Bicycling Enthusiasts 32%

| TOTAL HUMAN POWERED POPULATIONS (ALL ACTIVITIES) | | |
|---|--------------|-------------|
| Region | Participants | Enthusiasts |
| Northeast | 18% | 18% |
| South Central | 34% | 33% |
| North Central | 23% | 23% |
| West | 25% | 26% |

* Percentage of **total** Americans 16 and older living in each region

BICYCLING – PAVED ROAD: CROSSOVER ACTIVITY IN YEAR 2004

In contrast to some activities with multiple formats, bicyclists participated at high levels in each of the different types of bicycling in 2004.

More than four in 10 paved road bicyclists also went dirt road (42.7%) and single track (40.9%) bicycling in 2004.

| Activities | CROSSOVER PARTICIPATION INCIDENCE | | | | Size of Crossover Participation Population (Millions) |
|----------------------------------|-----------------------------------|-------------------------------|-------------------------------|-------------------------------|---|
| | Paved Road Bicyclists In 2001 | Paved Road Bicyclists In 2002 | Paved Road Bicyclists In 2003 | Paved Road Bicyclists In 2004 | |
| Bicycling - Paved Road | 100.0% | 100.0% | 100.0% | 100.0% | 79.1 |
| Hiking | 51.2% | 49.7% | 49.3% | 50.3% | 39.8 |
| Bicycling - Dirt Road | 48.1% | 47.7% | 43.9% | 42.7% | 33.8 |
| Fishing (Non-Fly) | NA | NA | NA | 41.7% | 33.0 |
| Bicycling - Single Track | 50.1% | 49.4% | 43.5% | 40.9% | 32.4 |
| Car Camping | 32.0% | 28.1% | 33.5% | 28.3% | 22.4 |
| Trail Running | 29.4% | 29.3% | 28.0% | 27.5% | 21.8 |
| Canoeing | 16.5% | 16.5% | 15.5% | 16.2% | 12.8 |
| Camping (Away from Car) | 11.7% | 13.4% | 10.5% | 11.3% | 8.9 |
| Fly-Fishing | 7.6% | 6.4% | 7.6% | 9.7% | 7.7 |
| Backpacking | 10.5% | 10.5% | 9.1% | 8.4% | 6.6 |
| Bird Watching | 10.9% | 10.2% | 7.6% | 8.4% | 6.6 |
| Rafting | 8.4% | 8.5% | 8.5% | 6.8% | 5.4 |
| Cross-Country/Nordic Skiing | 9.2% | 10.5% | 7.3% | 6.6% | 5.2 |
| Kayaking - Recreation/Sit-on-Top | 3.5% | 5.1% | 5.7% | 5.4% | 4.3 |
| Kayaking - Touring/Sea | 4.9% | 6.6% | 5.2% | 4.5% | 3.6 |
| Climbing - Artificial Wall | 4.9% | 6.6% | 5.3% | 3.4% | 2.7 |
| Snowshoeing | 3.5% | 4.0% | 4.0% | 3.0% | 2.4 |
| Telemark Skiing | 2.6% | 2.1% | 3.1% | 2.6% | 2.1 |
| Climbing - Natural Rock | 4.4% | 5.7% | 3.2% | 2.5% | 2.0 |
| Kayaking - Whitewater | 1.9% | 2.9% | 1.7% | 1.2% | 0.949 |
| Climbing - Ice | 0.8% | 1.8% | 0.4% | 0.7% | 0.554 |

BICYCLING – DIRT ROAD: CROSSOVER ACTIVITY IN YEAR 2004

Year 2004 dirt road bicyclists were active in other types of bicycling during the year.

Nearly all (88.9%) dirt road Participants also went paved road bicycling in 2004 and nearly three-quarters (71.0%) went single track bicycling during the year.

| | CROSSOVER PARTICIPATION INCIDENCE | | | | |
|----------------------------------|-----------------------------------|------------------------------|------------------------------|-------------------------------|---|
| Activities | Dirt Road Bicyclists In 2001 | Dirt Road Bicyclists In 2002 | Dirt Road Bicyclists In 2003 | Paved Road Bicyclists In 2004 | Size of Crossover Participation Population (Millions) |
| Bicycling - Dirt Road | 100.0% | 100.0% | 100.0% | 100.0% | 79.1 |
| Bicycling - Paved Road | 85.2% | 85.7% | 87.3% | 88.9% | 35.6 |
| Bicycling - Single Track | 76.9% | 77.2% | 70.8% | 71.0% | 28.4 |
| Hiking | 59.7% | 54.9% | 57.3% | 58.0% | 23.2 |
| Fishing (Non-Fly) | NA | NA | NA | 49.9% | 20.0 |
| Trail Running | 37.6% | 39.6% | 37.1% | 41.8% | 16.7 |
| Car Camping | 36.2% | 32.7% | 36.4% | 31.3% | 12.5 |
| Canoeing | 19.4% | 19.6% | 19.4% | 22.1% | 8.8 |
| Camping (Away from Car) | 15.4% | 17.0% | 16.6% | 18.2% | 7.3 |
| Backpacking | 15.4% | 14.8% | 14.3% | 14.2% | 5.7 |
| Fly-Fishing | 10.2% | 8.5% | 11.1% | 13.7% | 5.5 |
| Rafting | 10.6% | 12.0% | 10.3% | 9.4% | 3.8 |
| Bird Watching | 12.3% | 11.5% | 9.5% | 9.4% | 3.8 |
| Cross-Country/Nordic Skiing | 11.6% | 12.4% | 9.7% | 8.9% | 3.6 |
| Kayaking - Recreation/Sit-on-Top | 3.9% | 5.2% | 6.3% | 6.7% | 2.7 |
| Kayaking - Touring/Sea | 6.2% | 7.0% | 7.1% | 6.6% | 2.6 |
| Climbing - Artificial Wall | 6.9% | 8.1% | 6.8% | 6.6% | 2.6 |
| Climbing - Natural Rock | 7.0% | 8.2% | 5.0% | 6.1% | 2.4 |
| Snowshoeing | 5.9% | 5.1% | 5.8% | 3.9% | 1.6 |
| Telemark Skiing | 3.0% | 2.9% | 3.1% | 3.5% | 1.4 |
| Kayaking - Whitewater | 2.7% | 3.2% | 2.1% | 2.8% | 1.1 |
| Climbing - Ice | 1.2% | 3.0% | 0.8% | 0.9% | 0.360 |

BICYCLING – SINGLE TRACK: CROSSOVER ACTIVITY IN YEAR 2004

Year 2004 single track bicyclists also devoted time and effort to other bicycling formats during the year.

Nearly all (87.2%) single track Participants also went paved road bicycling in 2003 and nearly three-quarters (71.9%) went dirt road bicycling during the year.

| | CROSSOVER PARTICIPATION INCIDENCE | | | | |
|----------------------------------|-----------------------------------|---------------------------------|---------------------------------|---------------------------------|---|
| Activities | Single Track Bicyclists In 2001 | Single Track Bicyclists In 2002 | Single Track Bicyclists In 2003 | Single Track Bicyclists In 2004 | Size of Crossover Participation Population (Millions) |
| Bicycling - Single Track | 100.0% | 100.0% | 100.0% | 100.0% | 39.5 |
| Bicycling - Paved Road | 84.3% | 81.8% | 86.1% | 87.2% | 34.4 |
| Bicycling - Dirt Road | 73.0% | 71.1% | 70.5% | 71.9% | 28.4 |
| Hiking | 56.8% | 54.1% | 57.7% | 58.7% | 23.2 |
| Fishing (Non-Fly) | NA | NA | NA | 49.9% | 19.7 |
| Trail Running | 37.5% | 39.9% | 38.9% | 43.3% | 17.1 |
| Car Camping | 34.7% | 28.4% | 35.3% | 31.8% | 12.6 |
| Canoeing | 19.2% | 19.4% | 18.4% | 21.1% | 8.3 |
| Camping (Away from Car) | 14.4% | 17.7% | 16.7% | 20.6% | 8.1 |
| Backpacking | 14.1% | 15.2% | 13.9% | 14.9% | 5.9 |
| Fly-Fishing | 10.9% | 8.7% | 11.6% | 14.1% | 5.6 |
| Rafting | 10.9% | 11.3% | 9.6% | 11.0% | 4.3 |
| Cross-Country/Nordic Skiing | 10.7% | 12.3% | 9.1% | 9.2% | 3.6 |
| Bird Watching | 13.6% | 11.5% | 8.9% | 8.4% | 3.3 |
| Kayaking - Recreation/Sit-on-Top | 4.9% | 5.7% | 7.2% | 7.2% | 2.8 |
| Climbing - Artificial Wall | 6.4% | 7.7% | 7.8% | 6.9% | 2.7 |
| Kayaking - Touring/Sea | 7.0% | 7.1% | 7.3% | 6.8% | 2.7 |
| Climbing - Natural Rock | 6.8% | 7.3% | 6.2% | 6.8% | 2.7 |
| Telemark Skiing | 3.4% | 2.8% | 3.6% | 4.3% | 1.7 |
| Snowshoeing | 5.5% | 5.7% | 4.8% | 4.1% | 1.6 |
| Kayaking - Whitewater | 3.3% | 3.9% | 3.0% | 3.0% | 1.2 |

OUTDOOR RECREATION PARTICIPATION STUDY

CAMPING

"Have you camped out at least one-quarter of a mile from where you parked your vehicle?"

"Have you camped less than one-quarter of a mile from your vehicle?"

CAMPING

CAMPING (ANY TYPE) 2004: 65.7 million Participants, 11.3 million Enthusiasts

CAR CAMPING 2004: 48.9 million Participants, 8.9 million Enthusiasts

Participation in camping—regardless of type—has been remarkably consistent among Americans 16 and older during the past seven years. Both forms of camping suffered from soft levels of participation in the late 1990s, but have since rebounded to draw respectively strong levels of Participants and Enthusiasts through 2004.

- The majority of the the car camping Participant population is comprised of females (52%), which has grown over the past two years.
 - The majority are married with children
 - More than three-quarters of year 2004 car campers usually camp with a family member—specifically spouses/partners (39%), children (33%), other family members (27%).
 - During 2004, only 2.9% of car camping Participants also went camping away from their car.
-
- **Ethnicity:** The car camping population is less diverse than other outdoor pursuits. Eighty-seven percent of car camping participants and 91% of Enthusiasts are Caucasian
 - **Age:** Trend results show growth in 16 to 24 year-old car campers since 2002.
 - **Household Affluence:** In 2004, Enthusiast car campers have higher incomes than participant car campers and income has increased for the Enthusiast population since 2002.
 - **Region:** Most car campers live in the South Central, North Central or West regions of the United States. The representation of car campers in the North Central region has declined since 2002.

Year 2004 car camping Participants averaged five outings during 2004—as a population rolling up 245 million total outings.

Year 2004 Events of Note

Car camping is a family focused activity.

Observation/Implication

Car camping is an American family tradition. With 245 million outings in 2004 this activity is a perfect way to bring a busy family together.

CAMPING (AWAY FROM CAR) 2004: 17.5 million Participants, 2.7 million Enthusiasts

Although sharing a name, car camping and camping away from the car are two distinct and separate activities. Each type of camping draws its own unique type of Participant and rarely do Americans cross the line and participate in both types of camping.

- Primarily male (74%)
- Young and unmarried
- Most likely to share the experience with friends (51%).
- During 2004, only 8.1% of campers (away from car) also went car camping

- **Ethnicity:** More ethnically diverse than car camping. Seventy-six percent are Caucasian, 6% African American, 8% Hispanic and 2% Asian. Enthusiast participation levels have increased among African American and Hispanic populations.
- **Age:** Participation among older American's, 45+, is declining. Down to 15% from 2002 high of 23%
- **Household Affluence:** In 2004, 80% of campers (away from car) had household incomes under \$80K.
- **Region:** Participation has declined in the North Central region and increased in the West. Very few Enthusiasts live in the Northeast (9%), a decline of 9 percentage points since 2002.

Americans who camp away from the car averaged six outings during 2004, but due to the smaller size of the Participant population generated only 105 million outings. The total number of outings in 2004 shows an increase of 22 million more than activity measured in the previous year.

Year 2004 Events of Note

Camping away from car is focused on friends.

Observation/Implication

This is a different activity than car camping with very little cross over. The activity is predominantly young, unmarried and male.

CAMPING - ANY TYPE: PARTICIPANT & ENTHUSIAST TRENDS

Overall Perspective: Despite a two year period of participation decline, camping has been a consistently popular activity among Americans 16 and older during the past four years.

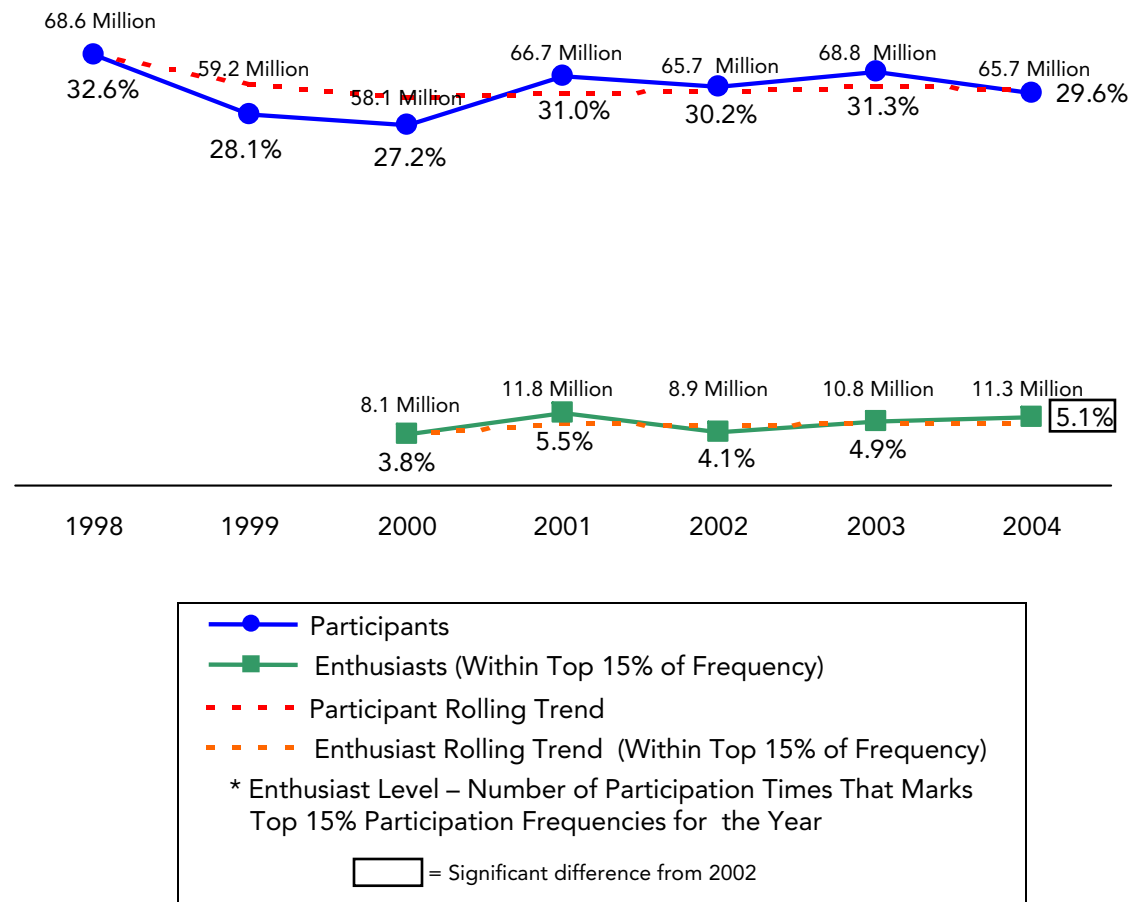
Three-Year Perspective (Compared to 2002): Although Participant activity has remained flat, the incidence of Enthusiast campers (any type) among the American population 16 and older in 2004 is higher than in 2002.

Long-term Perspective (Compared to 1998): Although participation in camping (any type) is strong in 2004, Participant levels fall short of the high-water mark set in 1998.

Cumulative Perspective (Rolling Trend): Rolling trend Participant results show that the activity has recovered from a decline in participation measured in 1999 and 2000.

Rolling trend Enthusiast levels have remained primarily flat since 2000.

Participation in Camping (Any Type)
% of U.S. Population Age 16 and Older



CAR CAMPING: PARTICIPANT & ENTHUSIAST TRENDS

Overall Perspective: Car camping has been a consistently popular activity among Americans 16 and older.

Short-term Perspective (Compared to 2003): In 2004, Participant activity failed to match the renewed interest in car camping reported in 2003—resulting in a decline of 8.7%.

During 2004 Enthusiast participation in car camping remained unchanged from the previous year.

Three-Year Perspective (Compared to 2002): Year 2004 Participation levels are on par with the levels reported in 2002.

The incidence of Enthusiast activity is higher in 2004 than in 2002.

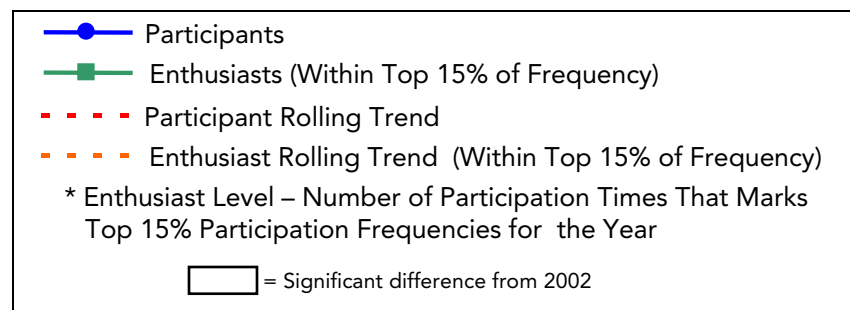
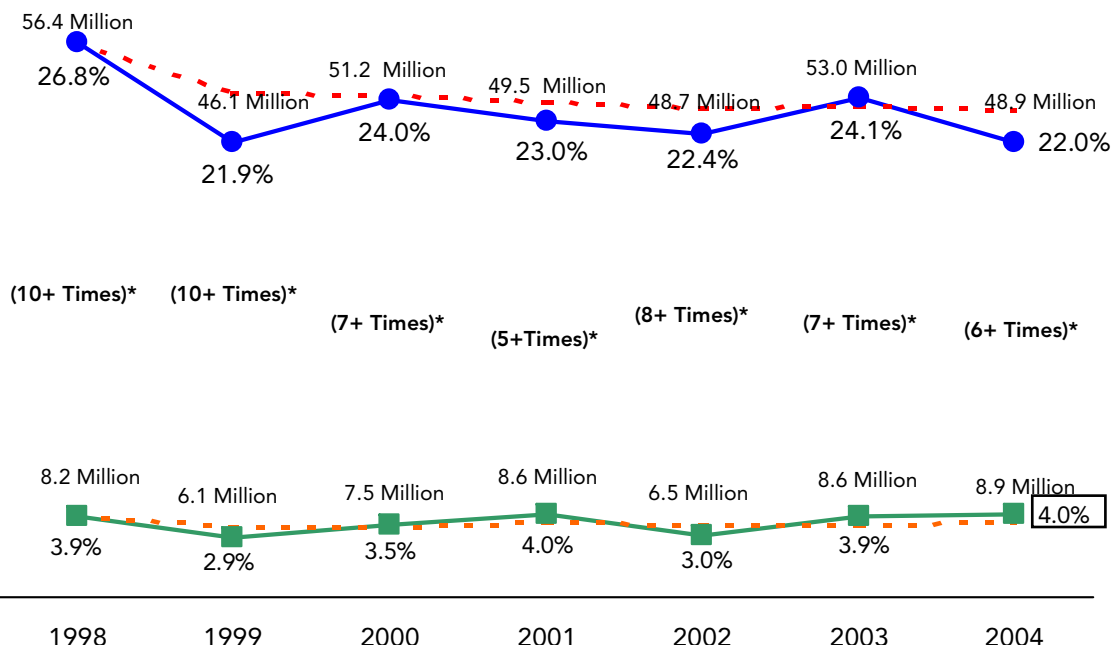
Long-term Perspective (Compared to 1998): The Participant level is lower than reported in the record year of 1998.

Enthusiast levels are on par with activity reported in 1998.

Cumulative Perspective (Rolling Trend): Rolling trend results show a gradual decline in Participant levels though 2000 and then a leveling off over the next four years.

Rolling trend Enthusiast levels have remained primarily stable over the past seven years.

**Participation in Car Camping
% of U.S. Population Age 16 and Older**



CAR CAMPING FREQUENCY OF PARTICIPATION AND OUTINGS

The combination of fewer Americans participating in car camping during 2004, and a lower average number of outings, yields the smallest number of total outings registered in seven years – 245 million.

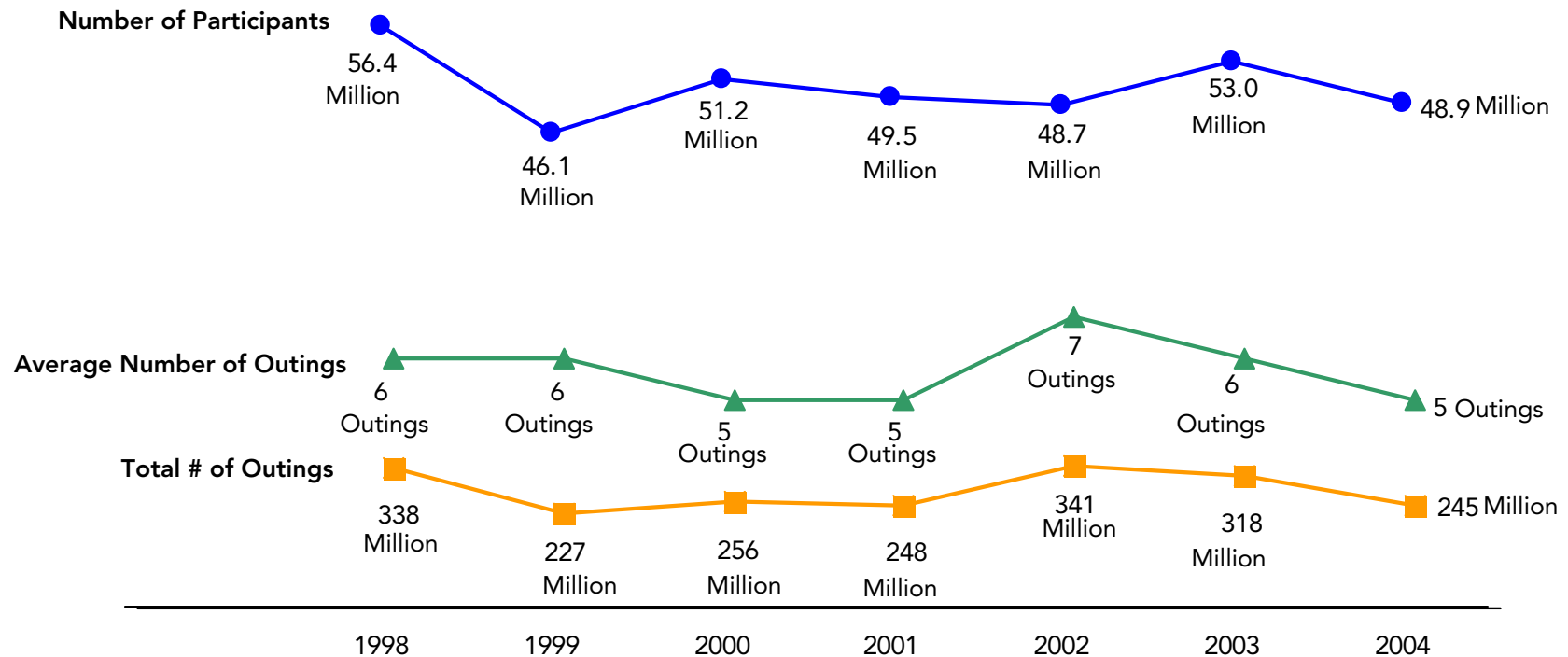
Car Camping Frequency and Outings Among Americans 16 and Older

| Frequency | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|---------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 1 time | 27% | 25% | 33% | 33% | 30% | 30% | 33% |
| 2 times | 21% | 23% | 19% | 17% | 22% | 22% | 19% |
| 3 to 6 times | 32% | 32% | 31% | 30% | 30% | 31% | 34% |
| 7 to 10 times | 8% | 7% | 6% | 6% | 6% | 7% | 6% |
| 11 to 30 | 10% | 9% | 8% | 7% | 7% | 8% | 6% |
| 31 or more times | 2% | 4% | 3% | 7% | 5% | 3% | 2% |
| One-Time Frequency | 27% | 25% | 33% | 33% | 30% | 30% | 33% |
| Average Frequency | 6.0 | 6.0 | 5.0 | 5.0 | 7.0 | 6.0 | 5.0 |
| Total Outings (Millions) | 338 | 277 | 256 | 248 | 341 | 318 | 245 |

CAR CAMPING: PARTICIPATION and FREQUENCY – IMPACT ON TOTAL ANNUAL OUTINGS

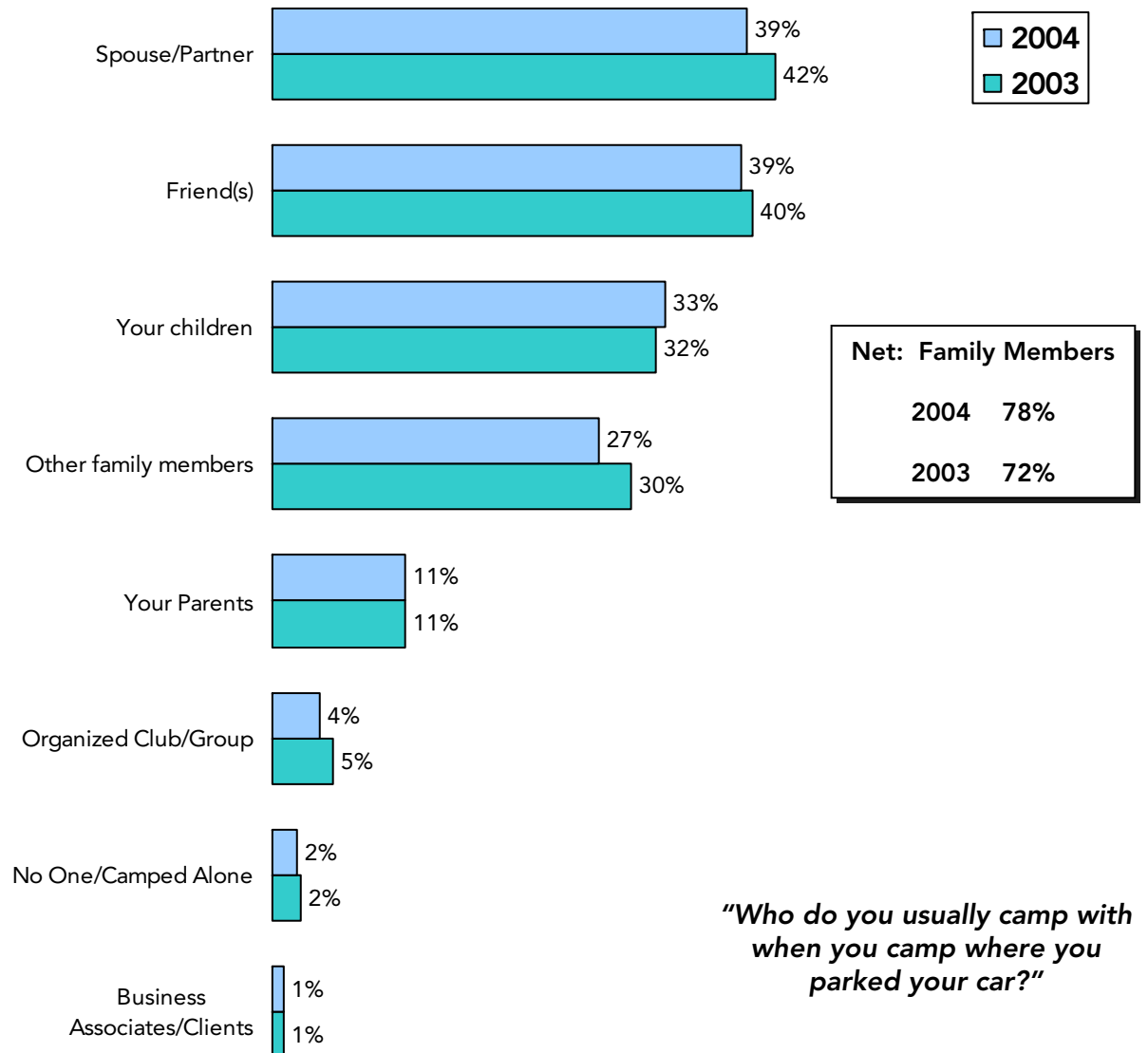
The combination of fewer Americans participating in car camping and a frequency level lower than in the two previous years resulted in 245 million total outings during 2004—one of the the lowest number of total annual outing levels since 1998.

Car Camping: Participation, Frequency, Total Outings



CAR CAMPING: CAMPING PARTY IN YEAR 2004*

In 2004, car camping remains a family-friendly; activity—and family participation is on the rise. More than three-quarters (78%) of car campers participated in the activity with family in 2004—compared to 72% in 2003.



* Percentages based to Americans who car camped (22.0%).

CAR CAMPING: DEMOGRAPHIC PROFILE TRENDS OF PARTICIPANTS

- The majority of year 2004 car campers are female (52%)—the first time since 1998 that the population has been comprised of a greater percentage of females.
- Car campers in 2004 are sourced from all age groups, and the presence of 16 to 24 year old's within the population is higher than in 2002.
- Although more than one-quarter (26%) of year 2004 car campers live in the North Central region, the representation is down from 2002 levels.

| <u>Dimension</u> | <u>1998</u> | <u>1999</u> | <u>2000</u> | <u>2001</u> | <u>2002</u> | <u>2003</u> | <u>2004</u> |
|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <u>Gender</u> | | | | | | | |
| Male | 48% | 55% | 51% | 53% | 54% | 54% | 48% |
| Female | 52% | 45% | 49% | 47% | 46% | 46% | 52% |
| <u>Age</u> | | | | | | | |
| 16 to 24 | 28% | 21% | 26% | 28% | 25% | 25% | 29% |
| 25 to 34 | 23% | 20% | 23% | 23% | 22% | 23% | 24% |
| 35 to 44 | 19% | 26% | 23% | 22% | 24% | 22% | 21% |
| 45+ | 29% | 33% | 28% | 26% | 29% | 30% | 26% |
| <u>Marital Status</u> | | | | | | | |
| Married | 52% | 57% | 54% | 50% | 54% | 53% | 54% |
| Unmarried | 48% | 43% | 46% | 50% | 46% | 47% | 46% |
| <u>Ethnicity</u> | | | | | | | |
| Caucasian | 89% | 89% | 87% | 85% | 88% | 88% | 87% |
| African-American | 3% | 3% | 4% | 4% | 4% | 3% | 3% |
| Hispanic | 5% | 4% | 4% | 6% | 5% | 4% | 4% |
| Asian | 2% | 2% | 2% | 1% | 2% | 2% | 1% |
| Other | 1% | 2% | 3% | 4% | 1% | 3% | 5% |
| <u>Children <18</u> | | | | | | | |
| Yes | 44% | 51% | 52% | 50% | 50% | 55% | 54% |
| <u>Household Income</u> | | | | | | | |
| <\$40k | NA | 34% | 38% | 41% | 39% | 39% | 39% |
| \$40k - \$79k | NA | 38% | 45% | 46% | 42% | 41% | 39% |
| \$80k+ | NA | 14% | 17% | 13% | 19% | 20% | 22% |
| <u>Region</u> | | | | | | | |
| Northeast | 12% | 14% | 7% | 12% | 14% | 16% | 14% |
| South Central | 31% | 30% | 32% | 27% | 27% | 30% | 29% |
| North Central | 31% | 26% | 29% | 27% | 31% | 26% | 26% |
| West | 26% | 30% | 32% | 33% | 28% | 28% | 31% |

= Significant difference from 2002

CAR CAMPING: DEMOGRAPHIC PROFILE TRENDS OF ENTHUSIASTS

- In 2004 car camping Enthusiasts tend to be male (54%), but the level of females within the population is higher than in 2002.
- The car camping Enthusiast population continues to skew towards older Americans – more than one-half (55%) of Enthusiasts are 35 years of age or older—but in 2004 the representation of 16 to 24 year-old's is higher than in 2002.
- Car camping Enthusiasts are nearly universally (91%) Caucasian in ethnicity.
- Year 2004 car camping Enthusiast report higher levels of affluence than in 2002.

| Dimension | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|-------------------------|------|------|------|------|------|------|------|
| Gender | | | | | | | |
| Male | 70% | 56% | 43% | 52% | 65% | 61% | 54% |
| Female | 30% | 44% | 57% | 48% | 35% | 39% | 46% |
| Age | | | | | | | |
| 16 to 24 | 42% | 11% | 13% | 20% | 18% | 24% | 22% |
| 25 to 34 | 9% | 16% | 25% | 22% | 20% | 22% | 23% |
| 35 to 44 | 19% | 24% | 23% | 24% | 22% | 14% | 20% |
| 45+ | 30% | 49% | 40% | 33% | 40% | 41% | 35% |
| Marital Status | | | | | | | |
| Married | 44% | 68% | 62% | 55% | 64% | 55% | 60% |
| Unmarried | 56% | 32% | 38% | 45% | 36% | 45% | 40% |
| Ethnicity | | | | | | | |
| Caucasian | 96% | 94% | 91% | 93% | 92% | 95% | 91% |
| African-American | 0% | 2% | 4% | 1% | 3% | 1% | 1% |
| Hispanic | 4% | 1% | * | 2% | 3% | 1% | * |
| Asian | * | * | 1% | 1% | 1% | * | 1% |
| Other | * | 3% | 4% | 3% | 1% | 3% | 7% |
| Children <18 | | | | | | | |
| Yes | 37% | 37% | 45% | 40% | 45% | 46% | 48% |
| Household Income | | | | | | | |
| <\$40k | NA | 38% | 28% | 35% | 39% | 37% | 36% |
| \$40k - \$79k | NA | 33% | 51% | 49% | 44% | 52% | 37% |
| \$80k+ | NA | 14% | 22% | 16% | 17% | 11% | 27% |
| Region | | | | | | | |
| Northeast | 14% | 11% | 6% | 13% | 17% | 11% | 13% |
| South Central | 28% | 19% | 31% | 26% | 30% | 24% | 29% |
| North Central | 28% | 32% | 39% | 26% | 30% | 30% | 28% |
| West | 31% | 38% | 25% | 36% | 24% | 35% | 30% |

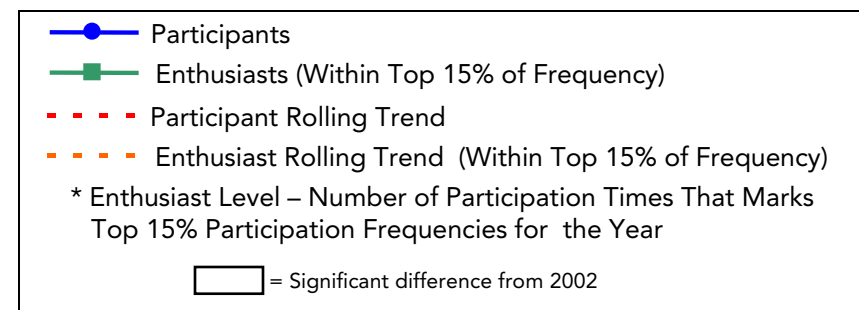
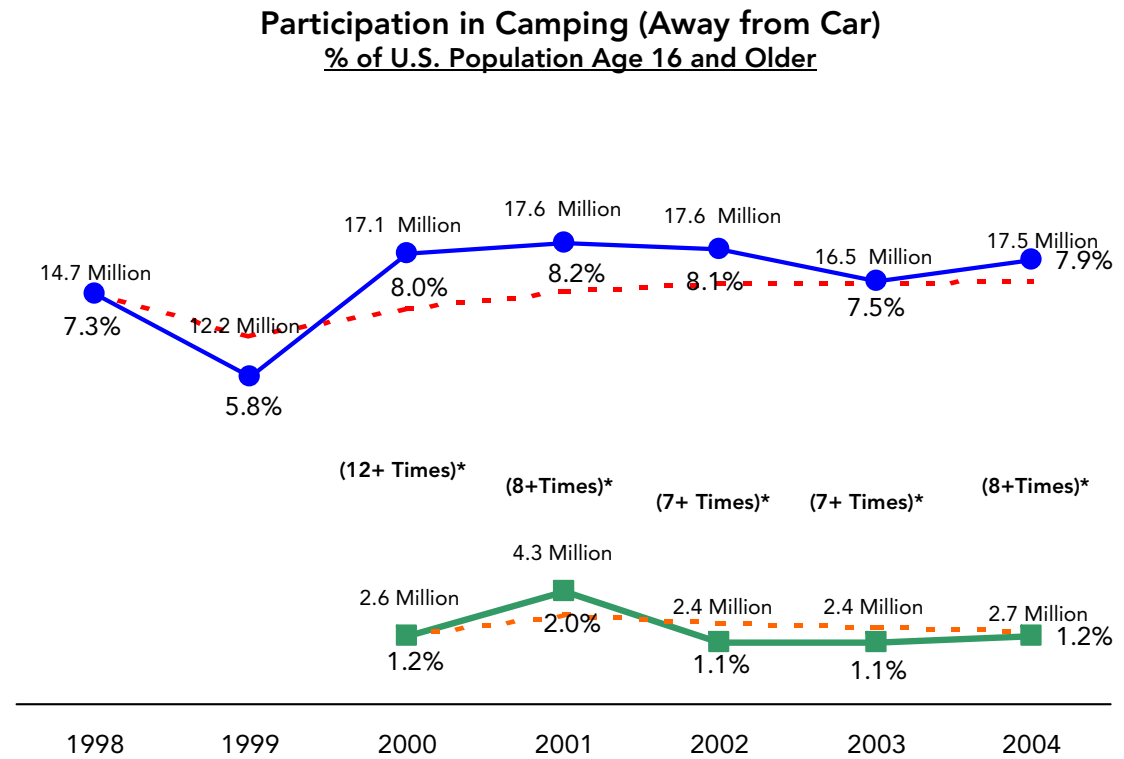
= Significant difference from 2002

CAMPING (AWAY FROM CAR): PARTICIPANT & ENTHUSIAST TRENDS

Overall Perspective: With the exception of an usually down year in 1999, camping (away from car) activity has remained primarily stable during the past seven years.

Cumulative Perspective (Rolling Trend): Rolling trend results show a gradual increase in Participant levels.

Rolling trend Enthusiast levels have remained primarily stable over the past four years.



CAMPING (AWAY FROM CAR) FREQUENCY OF PARTICIPATION AND OUTINGS

Strong participation in camping (away from car) during 2004 resulted in a total of 105 million outings—an increase of 22 million from the previous year.

Camping (Away from Car) Frequency and Outings Among Americans 16 and Older

| Frequency | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|---------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 1 time | NA | NA | 31% | 22% | 24% | 24% | 29% |
| 2 times | NA | NA | 15% | 19% | 22% | 24% | 19% |
| 3 to 6 times | NA | NA | 34% | 43% | 42% | 38% | 32% |
| 7 to 10 times | NA | NA | 2% | 5% | 6% | 8% | 7% |
| 11 to 30 | NA | NA | 19% | 10% | 5% | 6% | 7% |
| 31 or more times | NA | NA | 0% | 0% | 0% | 0% | 6% |
| One-Time Frequency | NA | NA | 31% | 22% | 24% | 24% | 29% |
| Average Frequency | NA | NA | 6.0 | 8.0 | 6.0 | 5.0 | 6.0 |
| Total Outings (Millions) | NA | NA | 103 | 141 | 106 | 83 | 105 |

= Significant difference from 2002

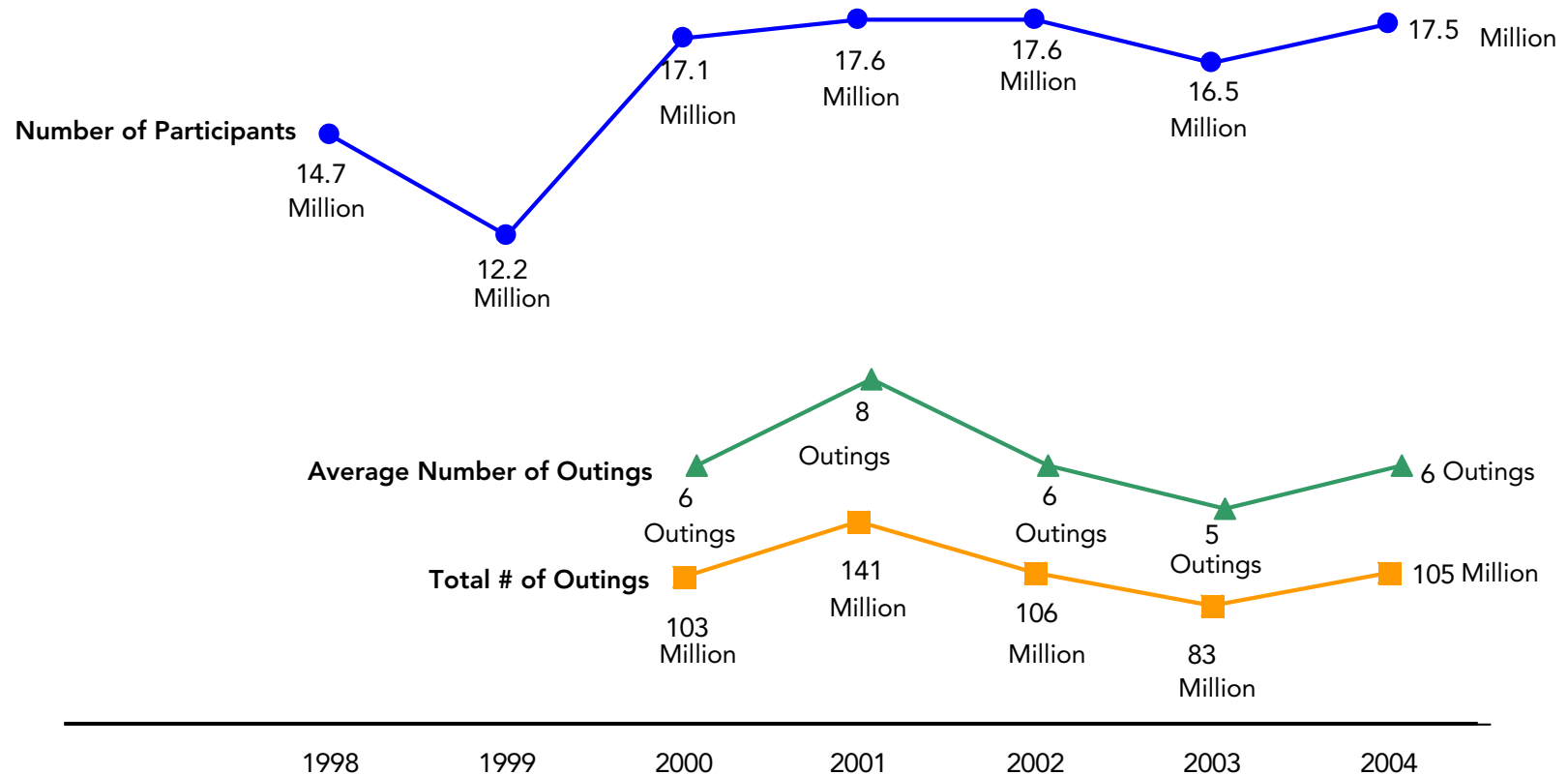
CAMPING (AWAY FROM CAR): PARTICIPATION and FREQUENCY – IMPACT ON TOTAL ANNUAL OUTINGS

The number of Americans participating in camping (away from car) has remained primarily constant since 2000, but frequency levels in each of the year's have shown shifts.

Year 2001 was a record year for camping (away from car)—benefiting from a total number of 141 million outings that was driven by an average participation frequency of eight trips.

During 2004, the average frequency among Participants increased slightly, resulting in an increase of 22 million outings over the previous year.

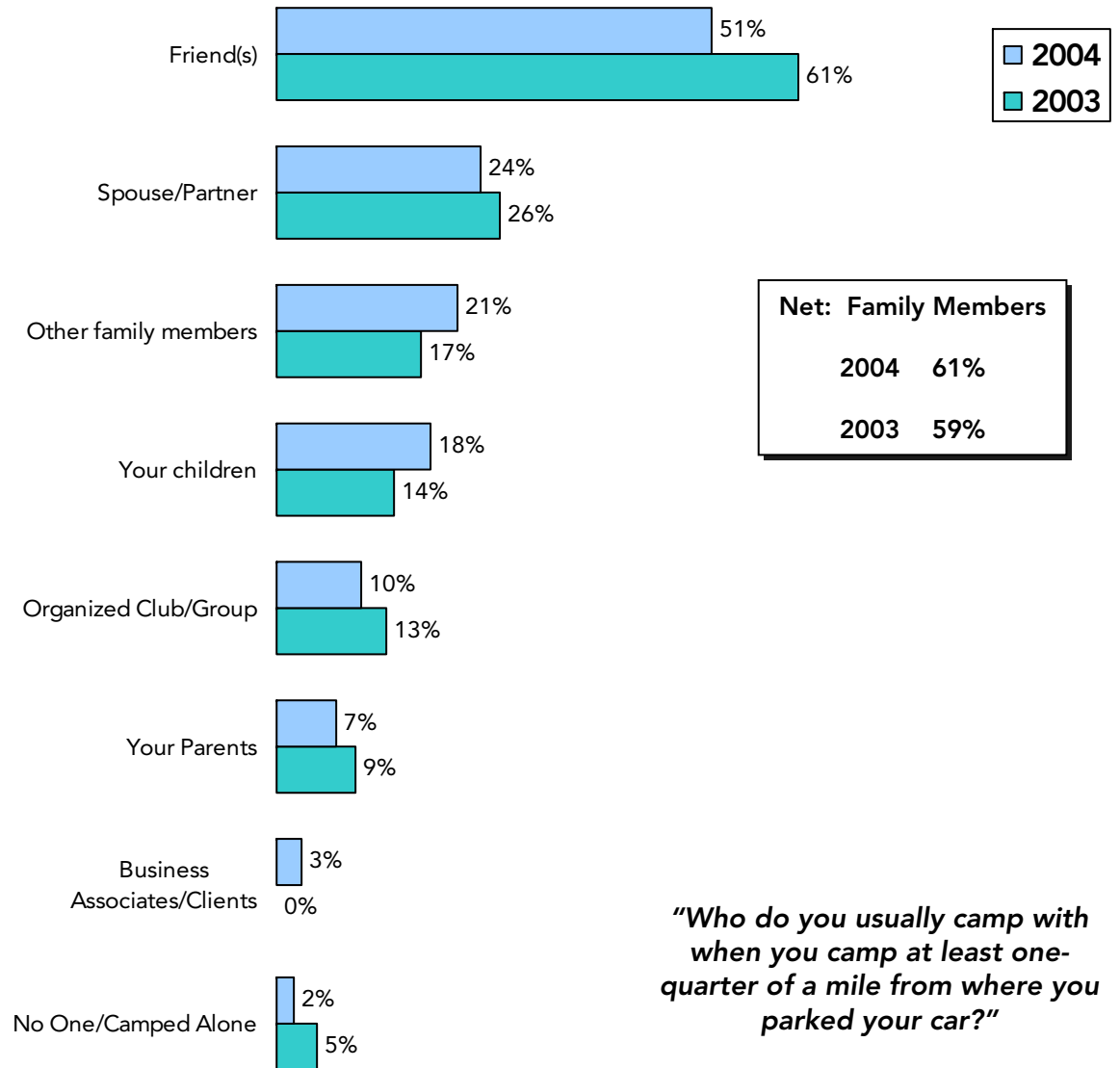
Camping (Away from Car): Participation, Frequency, Total Outings



CAMPING AWAY FROM CAR: CAMPING PARTY IN YEAR 2004*

The camping (away from car) parties of Americans in 2004 were varied.

Friends (51%) are the most common activity companions among Americans who went camping away from the car in 2004, followed by spouse/partner (24%), other family members (21%) and children (18%).



* Percentages based to Americans who camped away from car (7.9%) .

CAMPING AWAY FROM CAR: DEMOGRAPHIC PROFILE TRENDS OF PARTICIPANTS

- The population of Americans who went camping away from their car in 2004 skews strongly male (74%)—similar to the gender composition of previous Participant populations.
- Camping (away from car) activity continues to be driven by younger Americans—nearly one-half (47%) of the 2004 Participant population is between the ages of 16 and 24.
- The year 2004 Participant population is more ethnically inclusive than in 2002—with strong levels of Hispanic and African-American representation.
- Camping (away from car) was popular with Americans living in the West in 2004—more than one-third (36%) of Participants live in a western state.

| <u>Dimension</u> | <u>1998</u> | <u>1999</u> | <u>2000</u> | <u>2001</u> | <u>2002</u> | <u>2003</u> | <u>2004</u> |
|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <u>Gender</u> | | | | | | | |
| Male | 69% | 65% | 63% | 66% | 66% | 71% | 74% |
| Female | 31% | 35% | 0% | 34% | 34% | 29% | 26% |
| <u>Age</u> | | | | | | | |
| 16 to 24 | 42% | 35% | 42% | 39% | 44% | 43% | 47% |
| 25 to 34 | 22% | 28% | 23% | 25% | 17% | 26% | 22% |
| 35 to 44 | 21% | 19% | 16% | 16% | 16% | 13% | 16% |
| 45+ | 15% | 18% | 19% | 20% | 23% | 18% | 15% |
| <u>Marital Status</u> | | | | | | | |
| Married | 35% | 39% | 34% | 35% | 35% | 35% | 32% |
| Unmarried | 65% | 61% | 66% | 65% | 65% | 65% | 68% |
| <u>Ethnicity</u> | | | | | | | |
| Caucasian | 83% | 82% | 82% | 82% | 85% | 79% | 76% |
| African-American | 5% | 8% | 4% | 5% | 5% | 4% | 6% |
| Hispanic | 8% | 6% | 7% | 8% | 5% | 7% | 8% |
| Asian | 2% | 2% | 6% | 2% | 3% | 3% | 2% |
| Other | 2% | 2% | 1% | 3% | 2% | 7% | 8% |
| <u>Children <18</u> | | | | | | | |
| Yes | 46% | 46% | 51% | 39% | 45% | 48% | 50% |
| <u>Household Income</u> | | | | | | | |
| <\$40k | NA | 43% | 46% | 49% | 39% | 38% | 38% |
| \$40k - \$79k | NA | 35% | 38% | 39% | 39% | 40% | 42% |
| \$80k+ | NA | 22% | 16% | 12% | 22% | 22% | 20% |
| <u>Region</u> | | | | | | | |
| Northeast | 14% | 14% | 11% | 21% | 19% | 21% | 19% |
| South Central | 34% | 30% | 36% | 36% | 34% | 31% | 30% |
| North Central | 26% | 26% | 29% | 16% | 21% | 19% | 15% |
| West | 26% | 30% | 24% | 27% | 27% | 29% | 36% |

 = Significant difference from 2002

CAMPING AWAY FROM CAR: DEMOGRAPHIC PROFILE TRENDS OF ENTHUSIASTS

- Demographically, year 2004 camping (away from car) Enthusiasts have a very distinct gender and age profile—male (93%) and young (62% are between 16 and 24 years old).
- The year 2004 Enthusiast population has evolved to be more ethnically inclusive than in recent years, as the representation of Hispanics and African-Americans is on the rise.
- Enthusiast participation in camping (away from car) among Americans living in the Northeast was down in 2004, but the declines were offset by stronger representation of Enthusiast campers living in the West.

| Dimension | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|-------------------------|------|------|------|------|------|------|------|
| Gender | | | | | | | |
| Male | NA | NA | NA | 75% | 84% | 84% | 93% |
| Female | NA | NA | NA | 25% | 16% | 16% | 7% |
| Age | | | | | | | |
| 16 to 24 | NA | NA | NA | 43% | 47% | 48% | 62% |
| 25 to 34 | NA | NA | NA | 22% | 9% | 22% | 17% |
| 35 to 44 | NA | NA | NA | 17% | 16% | 17% | 7% |
| 45+ | NA | NA | NA | 18% | 28% | 14% | 14% |
| Marital Status | | | | | | | |
| Married | NA | NA | NA | 31% | 28% | 32% | 26% |
| Unmarried | NA | NA | NA | 69% | 72% | 68% | 74% |
| Ethnicity | | | | | | | |
| Caucasian | NA | NA | NA | 87% | 87% | 80% | 77% |
| African-American | NA | NA | NA | 3% | 3% | 4% | 6% |
| Hispanic | NA | NA | NA | 6% | 6% | 6% | 9% |
| Asian | NA | NA | NA | 3% | 2% | 6% | * |
| Other | NA | NA | NA | 1% | 2% | 4% | 8% |
| Children <18 | | | | | | | |
| Yes | NA | NA | NA | 37% | 27% | 62% | 38% |
| Household Income | | | | | | | |
| <\$40k | NA | NA | NA | 50% | 42% | 24% | 39% |
| \$40k - \$79k | NA | NA | NA | 34% | 33% | 50% | 34% |
| \$80k+ | NA | NA | NA | 16% | 25% | 26% | 27% |
| Region | | | | | | | |
| Northeast | NA | NA | NA | 22% | 18% | 19% | 9% |
| South Central | NA | NA | NA | 27% | 33% | 38% | 37% |
| North Central | NA | NA | NA | 13% | 18% | 21% | 17% |
| West | NA | NA | NA | 38% | 31% | 22% | 37% |

☐ = Significant difference from 2002

CAMPING: WHERE THEY LIVE IN YEAR 2004

Overall, camping (any type) Participants and Enthusiast tend to live in the South Central and West regions.

Car camping Participants and Enthusiast tend to live in three regions—South Central, West and North Central.

Americans who camp away from their vehicle primarily live in the South Central and West regions of the United States.

North Central (23%)

Camping (Any Type) Participants 23%

Car Camping Participants 26%

Camping (Away from Car) Participants 15%

Camping (Any Type) Enthusiasts 25%

Car Camping Enthusiasts 28%

Camping (Away from Car) Enthusiasts 17%

Northeast (19%*)

Camping (Any Type) Participants 16%

Car Camping Participants 14%

Camping (Away from Car) Participants 19%

Camping (Any Type) Enthusiasts 12%

Car Camping Enthusiasts 13%

Camping (Away from Car) Enthusiasts 9%

South Central (35%*)

Camping (Any Type) Participants 30%

Car Camping Participants 29%

Camping (Away from Car) Participants 30%

Camping (Any Type) Enthusiasts 32%

Car Camping Enthusiasts 29%

Camping (Away from Car) Enthusiasts 37%

West (23%)

Camping (Any Type) Participants 32%

Car Camping Participants 31%

Camping (Away from Car) Participants 36%

Camping (Any Type) Enthusiasts 31%

Car Camping Enthusiasts 30%

Camping (Away from Car) Enthusiasts 37%

| TOTAL HUMAN POWERED POPULATIONS (ALL ACTIVITIES) | | |
|---|--------------|-------------|
| Region | Participants | Enthusiasts |
| Northeast | 18% | 18% |
| South Central | 34% | 33% |
| North Central | 23% | 23% |
| West | 25% | 26% |

* Percentage of **total** Americans 16 and older living in each region

CAR CAMPING: CROSSOVER ACTIVITY AND POPULATION SIZES

Car campers in 2004 participated at moderate levels in other human powered activities.

The majority (55.4%) of Participants also went fishing (non-fly), but no other activity registered majority levels of participation.

Notably, Participants show a strong preference for their chosen camping format—only 2.9% of car camping Participants also went camping away from the car in 2004.

| CROSSOVER PARTICIPATION INCIDENCE | | | | | Size of 2004 Crossover Participation Populations (Millions) |
|-----------------------------------|---------------------|---------------------|---------------------|---------------------|---|
| Activities | Car Campers in 2001 | Car Campers in 2002 | Car Campers In 2003 | Car Campers in 2004 | |
| Car Camping | 100.0% | 100.0% | 100.0% | 100.0% | 48.9 |
| Fishing (Non-Fly) | NA | NA | NA | 55.4% | 27.1 |
| Hiking | 59.2% | 54.2% | 52.4% | 55.0% | 26.9 |
| Bicycling - Paved Road | 50.3% | 41.1% | 49.3% | 47.4% | 23.2 |
| Bicycling - Single Track | 32.4% | 25.0% | 26.2% | 25.7% | 12.6 |
| Bicycling - Dirt Road | 32.0% | 26.6% | 26.9% | 25.6% | 12.5 |
| Trail Running | 25.5% | 25.3% | 21.7% | 24.4% | 11.9 |
| Canoeing | 21.1% | 17.5% | 20.4% | 19.2% | 9.4 |
| Fly-Fishing | 10.7% | 9.5% | 9.4% | 12.0% | 5.9 |
| Rafting | 12.0% | 9.9% | 8.5% | 8.5% | 4.2 |
| Bird Watching | 10.1% | 11.2% | 9.9% | 8.2% | 4.0 |
| Backpacking | 9.9% | 9.3% | 6.1% | 6.5% | 3.2 |
| Cross-Country/Nordic Skiing | 8.5% | 8.6% | 6.7% | 6.0% | 2.9 |
| Kayaking - Recreation/Sit-on-Top | 2.6% | 4.8% | 3.8% | 5.1% | 2.5 |
| Climbing - Artificial Wall | 3.5% | 5.3% | 3.7% | 4.0% | 2.0 |
| Kayaking - Touring/Sea | 3.4% | 5.7% | 3.0% | 3.6% | 1.8 |
| Climbing - Natural Rock | 3.7% | 5.0% | 2.4% | 3.4% | 1.7 |
| Telemark Skiing | 3.2% | 1.8% | 3.0% | 3.2% | 1.6 |
| Camping (Away from Car) | 2.4% | 2.8% | 2.0% | 2.9% | 1.4 |
| Snowshoeing | 3.5% | 3.6% | 3.6% | 2.2% | 1.1 |
| Kayaking - Whitewater | 1.7% | 3.1% | 1.3% | 1.1% | 0.538 |
| Climbing - Ice | 0.2% | 1.2% | 0.5% | 0.6% | 0.293 |

CAMPING AWAY FROM CAR: CROSSOVER ACTIVITY AND POPULATION SIZES

Year 2004 campers (away from car) report high levels of participation in a variety of human powered activities.

Nearly three-quarters (73.7%) of campers (away from car) also went hiking in 2004.

Other activities in which campers (away from car) participated in during 2004 include fishing (non-fly), paved road bicycling, backpacking, single track bicycling, wide track bicycling, and trail running.

Campers (away from car) have little interest in car camping. During 2004, only 8.1% of camping (away from car) Participants also went car camping.

| Activities | Campers (Away from Car) in 2001 | Campers (Away from Car) in 2002 | Campers (Away from Car) in 2003 | Campers (Away from Car) in 2004 | Size of 2004 Crossover Participation Populations (Millions) |
|----------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---|
| Camping (Away from Car) | 100.0% | 100.0% | 100.0% | 100.0% | 17.5 |
| Hiking | 74.3% | 70.2% | 73.1% | 73.7% | 12.9 |
| Fishing (Non-Fly) | NA | NA | NA | 65.3% | 11.4 |
| Bicycling - Paved Road | 51.7% | 54.2% | 50.0% | 56.8% | 9.9 |
| Bicycling - Single Track | 37.6% | 43.1% | 40.1% | 46.5% | 8.1 |
| Backpacking | 45.0% | 40.0% | 46.7% | 44.2% | 7.7 |
| Trail Running | 40.7% | 40.0% | 38.5% | 42.0% | 7.4 |
| Bicycling - Dirt Road | 38.2% | 38.2% | 39.7% | 41.7% | 7.3 |
| Canoeing | 31.5% | 32.9% | 32.8% | 29.3% | 5.1 |
| Fly-Fishing | 16.5% | 16.0% | 17.5% | 24.4% | 4.3 |
| Rafting | 18.7% | 18.2% | 17.7% | 15.7% | 2.7 |
| Cross-Country/Nordic Skiing | 14.7% | 13.5% | 13.5% | 13.0% | 2.3 |
| Climbing - Natural Rock | 14.7% | 13.5% | 13.1% | 11.9% | 2.1 |
| Kayaking - Recreation/Sit-on-Top | 7.3% | 8.0% | 11.6% | 10.2% | 1.8 |
| Climbing - Artificial Wall | 11.6% | 12.6% | 13.9% | 10.0% | 1.8 |
| Bird Watching | 14.7% | 13.8% | 13.2% | 9.3% | 1.6 |
| Kayaking - Touring/Sea | 10.4% | 9.5% | 9.4% | 9.1% | 1.6 |
| Snowshoeing | 6.1% | 8.6% | 9.6% | 8.4% | 1.5 |
| Car Camping | 6.7% | 7.7% | 6.6% | 8.1% | 1.4 |
| Kayaking - Whitewater | 4.6% | 7.4% | 2.6% | 5.8% | 1.0 |
| Telemark Skiing | 5.5% | 5.5% | 6.1% | 3.5% | 0.613 |
| Climbing - Ice | 3.4% | 4.0% | 1.6% | 2.0% | 0.350 |

OUTDOOR RECREATION PARTICIPATION STUDY

CANOEING

"Have you gone canoeing?"

CANOEING

CANOEING 2004: 22.2 million Participants, 3.6 million Enthusiasts

During the last seven years, canoeing has consistently placed as the most popular form of paddlesports activity—larger Participant and Enthusiast populations than rafting and kayaking by a wide margin. Americans who took to the waters in a canoe in 2004 present a defined profile:

- Canoers tend to be male, particularly Enthusiasts (72%).
 - Old (45+) and young (16 to 24) represent the majority of canoers.
 - The canoeing population tends to be nearly universally Caucasian in ethnicity.
 - Year 2004 canoers are least likely to live in a state located in the West.
-
- **Ethnicity:** The canoeing population tends to be nearly universally Caucasian in ethnicity. Although, the number of Caucasian Participants is on the decline and Hispanics are on the increase.
 - **Age:** Participants and Enthusiasts tend to be both old and young—most likely to be between the ages of 16 to 24 (31%) or 45 years of age and older (29%).
 - **Household Affluence:** Income level of participant canoers is evenly split. Enthusiasts tend to have household incomes between \$40K and \$79K (48%).
 - **Region:** Year 2004 canoers are least likely to live in a state located in the West

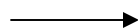
The popularity of the canoeing over the past seven years can be broken down into three phases:

- From 1998 to 2000 Participants and Enthusiast activity was strong, but remained unchanged from year to year.
- Canoeing exploded in 2001 as a record number of Americans not only went canoeing, but participated at Enthusiast levels.
- Following the record year in 2001, participation in canoeing has fallen back somewhat and has remained unchanged over the past three years.

On average Americans went canoeing six times during 2004, generating a total of 133 million outings with one-third of participants only going one-time a year.

Year 2004 Events of Note

Canoeists are not making transition from participant (tried) to enthusiast (committed).



Observation/Implication

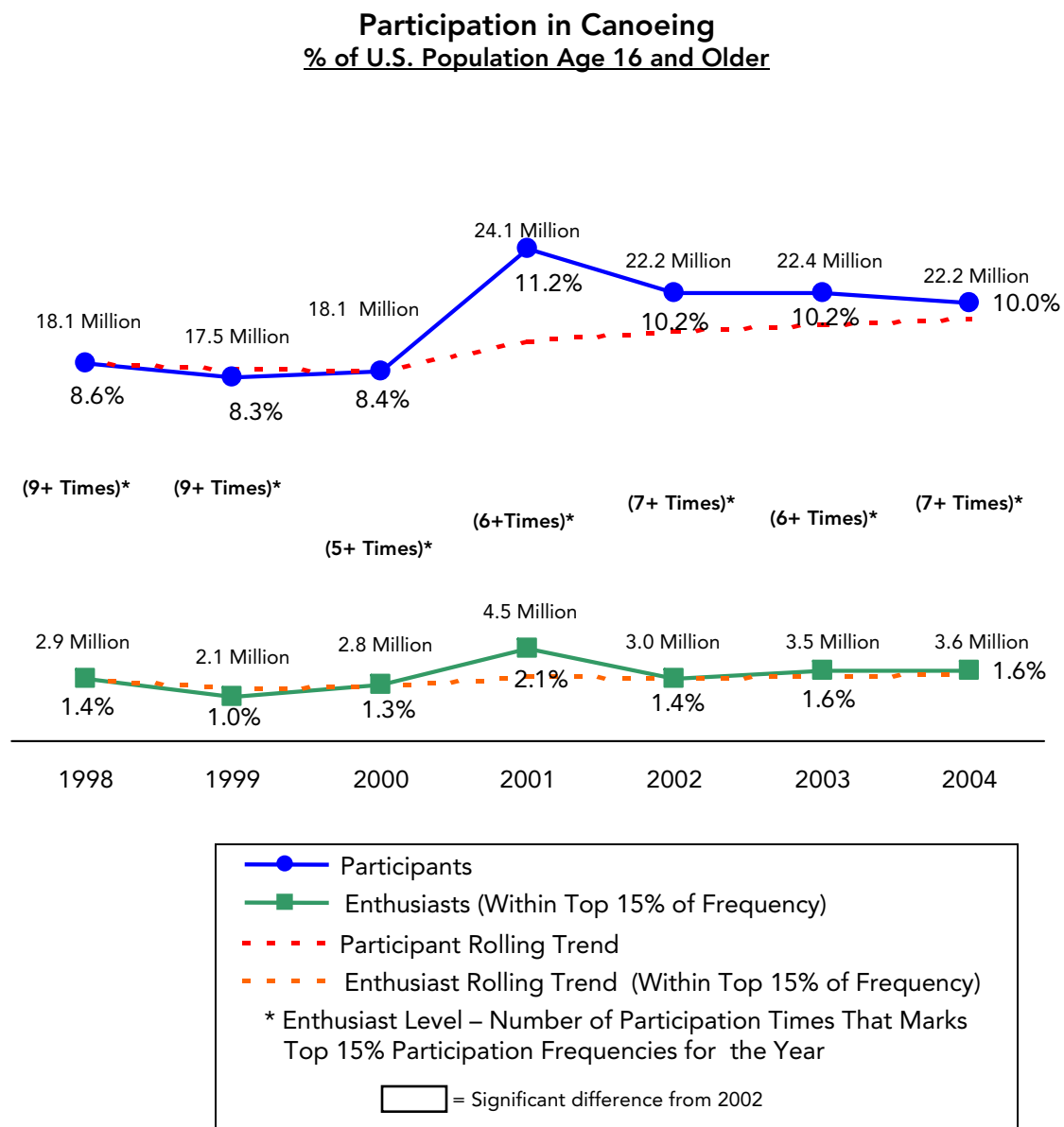
Canoeing is the perfect activity for outreach efforts. Position canoeing as a fun and social outdoor activity. Social and fun activities appeal to all: singles, families, old, young and diverse ethnicities.

CANOEING: PARTICIPANT & ENTHUSIAST TRENDS

Overall Perspective: Following a surge in canoeing participation reported in 2001, involvement with the activity has leveled off in the past three years.

Cumulative Perspective (Rolling Trend): Rolling trend results reveal a steady, yet moderate, increase in Participant levels—driven by record Participant levels reported in 2001.

Rolling trend Enthusiast levels have remained primarily stable over the past seven years.



CANOEING FREQUENCY OF PARTICIPATION AND OUTINGS

The average number of times that Americans went canoeing in 2004 equals six outings. In total, canoers generated 133 million outings during 2004—up from 112 million in the previous year, but well-below the record number of outings taken in 2001 and 2002.

The canoeing population has historically been comprised of a significant percentage of Participants who go on only one outing per year—more than one-third (37%) of 2004 Participants fit this “casual” frequency profile.

Canoeing Frequency and Outings Among Americans 16 and Older

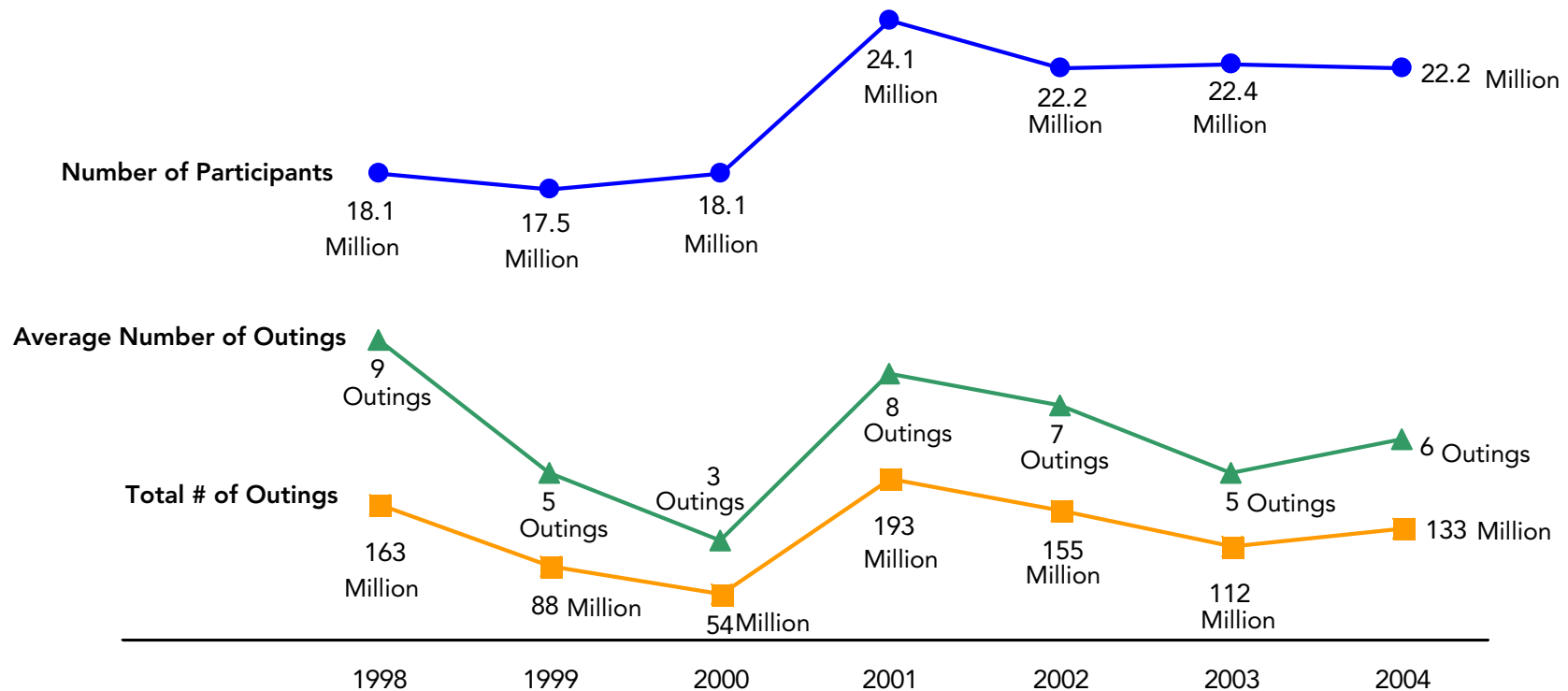
| Frequency | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|---------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 1 time | 33% | 35% | 39% | 35% | 34% | 35% | 37% |
| 2 times | 22% | 21% | 29% | 24% | 26% | 23% | 24% |
| 3 to 6 times | 28% | 26% | 21% | 25% | 25% | 29% | 24% |
| 7 to 10 times | 4% | 5% | 6% | 7% | 5% | 4% | 6% |
| 11 to 30 | 10% | 8% | 5% | 6% | 7% | 8% | 7% |
| 31 or more times | 3% | 6% | 0% | 3% | 4% | 1% | 2% |
| One-Time Frequency | 33% | 35% | 39% | 35% | 34% | 35% | 37% |
| Average Frequency | 9.0 | 5.0 | 3.0 | 8.0 | 7.0 | 5.0 | 6.0 |
| Total Outings (Millions) | 163 | 88 | 54 | 163 | 155 | 112 | 133 |

CANOEING: PARTICIPATION and FREQUENCY— IMPACT ON TOTAL ANNUAL OUTINGS

Over the past three years, the number of Americans 16 and older who participate in canoeing has remained constant, but average frequency levels have shifted—resulting in differences in the total number of outings.

During 2003 the number of outings taken by canoers averaged five—yielding a total of 155 million outings. During year 2004, the average number of canoeing outings increased to six, resulting in a gain of 21 million outings (total outings equaled 133 million) year-over-year.

Canoeing: Participation, Frequency, Total Outings



CANOEING: DEMOGRAPHIC PROFILE TRENDS OF PARTICIPANTS

- The majority of Americans who participated in canoeing during 2004 are male.
- Americans of all ages went canoeing in 2004 and the activity benefited from the interest of Participants at both ends of the age spectrum—16 to 24 year-olds (31%) and 45 and older (29%).
- During 2004 canoers are nearly universally of Caucasian ethnicity, although the representation of Hispanics within the population doubled from 2002 levels.
- Americans who went canoeing in 2004 are less affluent than the Participant population in 2002.

| Dimension | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|-------------------------|------|------|------|------|------|------|------|
| Gender | | | | | | | |
| Male | 55% | 55% | 53% | 56% | 58% | 62% | 61% |
| Female | 45% | 45% | 47% | 44% | 42% | 38% | 39% |
| Age | | | | | | | |
| 16 to 24 | 29% | 29% | 23% | 29% | 29% | 31% | 31% |
| 25 to 34 | 19% | 25% | 20% | 22% | 23% | 22% | 20% |
| 35 to 44 | 25% | 23% | 29% | 24% | 21% | 19% | 20% |
| 45+ | 27% | 24% | 27% | 25% | 27% | 28% | 29% |
| Marital Status | | | | | | | |
| Married | 48% | 54% | 51% | 44% | 47% | 50% | 51% |
| Unmarried | 52% | 46% | 49% | 56% | 53% | 50% | 49% |
| Ethnicity | | | | | | | |
| Caucasian | 94% | 93% | 91% | 90% | 90% | 93% | 86% |
| African-American | 1% | 2% | 2% | 2% | 3% | 2% | 3% |
| Hispanic | 2% | 3% | 2% | 4% | 2% | 2% | 4% |
| Asian | 2% | * | 2% | 2% | 3% | 2% | 1% |
| Other | 1% | 2% | 3% | 2% | 2% | 1% | 6% |
| Children <18 | | | | | | | |
| Yes | 46% | 48% | 56% | 43% | 49% | 53% | 51% |
| Household Income | | | | | | | |
| <\$40k | NA | 24% | 26% | 35% | 26% | 33% | 31% |
| \$40k - \$79k | NA | 39% | 45% | 47% | 43% | 41% | 37% |
| \$80k+ | NA | 21% | 29% | 18% | 31% | 26% | 32% |
| Region | | | | | | | |
| Northeast | 26% | 20% | 9% | 21% | 25% | 23% | 26% |
| South Central | 35% | 33% | 40% | 31% | 30% | 33% | 29% |
| North Central | 30% | 33% | 36% | 28% | 32% | 28% | 28% |
| West | 9% | 15% | 15% | 20% | 13% | 16% | 17% |

= Significant difference from 2002

CANOEING: DEMOGRAPHIC PROFILE TRENDS OF ENTHUSIASTS

- Nearly three-quarters (72%) of Americans who went canoeing seven or more times in 2004 are male—an extension of a trend of higher representation of males first revealed in 2002.
- Similar to previous years, Enthusiast canoeing activity in 2004 was undertaken almost exclusively by Americans of Caucasian ethnicity (98%).
- One-third (34%) of year 2004 canoeing Enthusiasts report the presence of children under the age of 18 in their household—well-down from previous years.

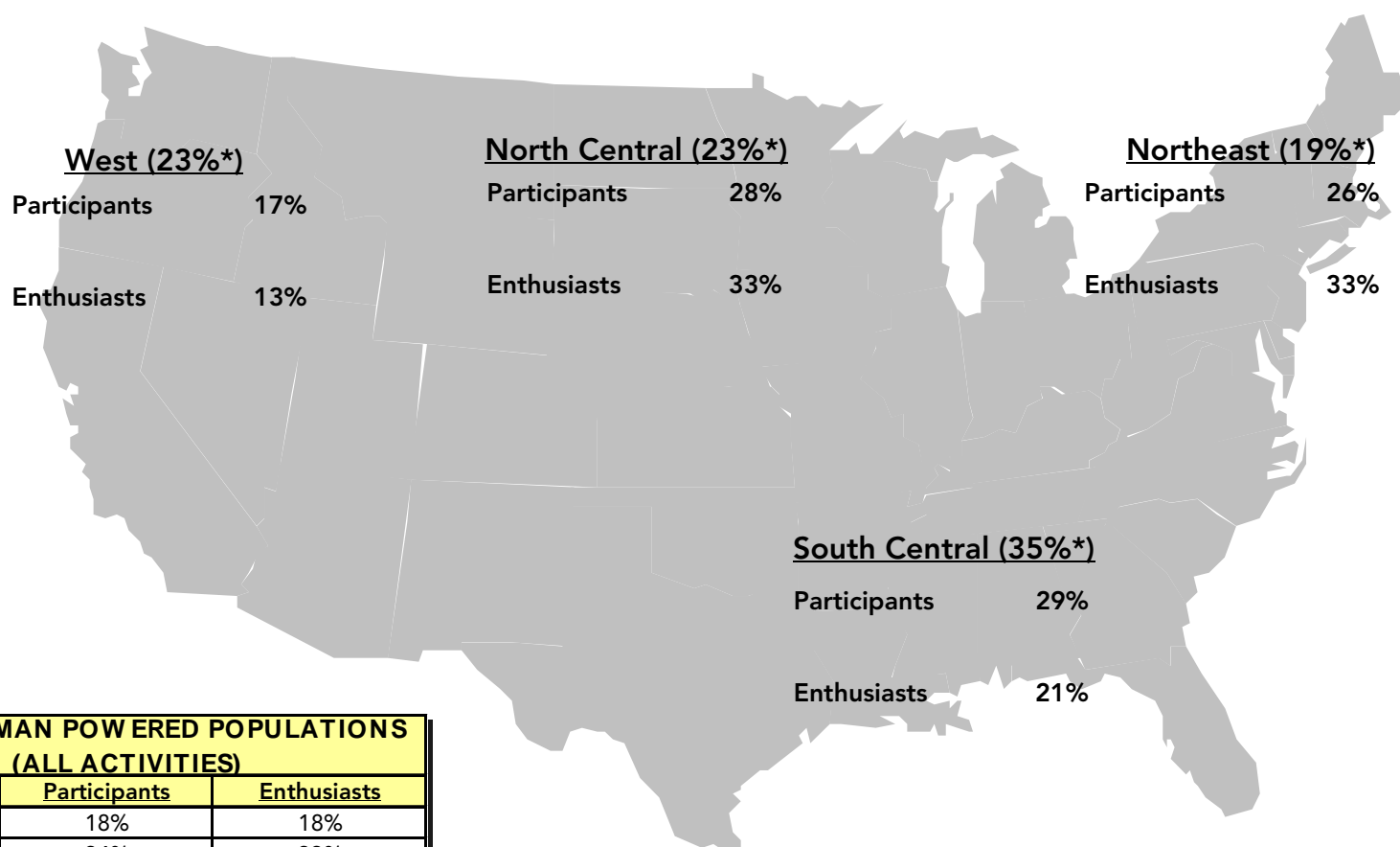
| <u>Dimension</u> | <u>1998</u> | <u>1999</u> | <u>2000</u> | <u>2001</u> | <u>2002</u> | <u>2003</u> | <u>2004</u> |
|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <u>Gender</u> | | | | | | | |
| Male | 63% | 48% | 59% | 63% | 76% | 75% | 72% |
| Female | 37% | 35% | 41% | 37% | 24% | 25% | 28% |
| <u>Age</u> | | | | | | | |
| 16 to 24 | 25% | 23% | 12% | 26% | 33% | 38% | 33% |
| 25 to 34 | 16% | 13% | 7% | 24% | 20% | 12% | 21% |
| 35 to 44 | 25% | 23% | 39% | 25% | 22% | 11% | 14% |
| 45+ | 34% | 42% | 42% | 26% | 25% | 39% | 32% |
| <u>Marital Status</u> | | | | | | | |
| Married | 63% | 52% | 61% | 51% | 44% | 43% | 45% |
| Unmarried | 37% | 48% | 39% | 49% | 56% | 57% | 55% |
| <u>Ethnicity</u> | | | | | | | |
| Caucasian | 93% | 90% | 90% | 91% | 96% | 91% | 98% |
| African-American | 3% | 7% | * | 3% | 1% | 4% | 2% |
| Hispanic | 3% | 0% | * | 0% | 1% | 0% | * |
| Asian | * | * | 6% | 3% | 1% | 2% | * |
| Other | 1% | 3% | 4% | 3% | 1% | 3% | * |
| <u>Children <18</u> | | | | | | | |
| Yes | 46% | 48% | 56% | 43% | 43% | 48% | 34% |
| <u>Household Income</u> | | | | | | | |
| <\$40k | NA | 24% | 26% | 30% | 27% | 39% | 25% |
| \$40k - \$79k | NA | 39% | 45% | 46% | 44% | 39% | 48% |
| \$80k+ | NA | 21% | 29% | 24% | 29% | 22% | 27% |
| <u>Region</u> | | | | | | | |
| Northeast | 29% | 19% | 10% | 20% | 33% | 38% | 33% |
| South Central | 29% | 52% | 48% | 39% | 33% | 19% | 21% |
| North Central | 25% | 16% | 36% | 25% | 17% | 33% | 33% |
| West | 17% | 13% | 7% | 17% | 17% | 10% | 13% |

 = Significant difference from 2002

CANOEING: WHERE THEY LIVE IN YEAR 2004

Americans who went canoeing in 2004 are most likely to live in one of three region—the South Central (29%), North Central (28%) and Northeast regions (26%).

Canoers who participated at Enthusiast levels in 2004 are concentrated in the Northeast (33%) and the North Central (33%) regions of the United States.



| TOTAL HUMAN POWERED POPULATIONS (ALL ACTIVITIES) | | |
|---|--------------|-------------|
| Region | Participants | Enthusiasts |
| Northeast | 18% | 18% |
| South Central | 34% | 33% |
| North Central | 23% | 23% |
| West | 25% | 26% |

* Percentage of **total** Americans 16 and older living in each region

CANOEING: CROSSOVER ACTIVITY IN YEAR 2004

During 2004 canoers stayed active in a wide variety of other outdoor activities. The majority of canoers also went hiking (74.0%), and paved road bicycling (59.3%)—two activities that canoers participated in at higher levels than in 2002.

Fewer than one in five (17.6%) canoers also participated in rafting during 2004—a decline in crossover participation when compared to 2002 (22.6%).

| CROSSOVER PARTICIPATION INCIDENCE | | | | | Size of 2004 Crossover Participation Populations (Millions) |
|-----------------------------------|-----------------|-----------------|-----------------|-------------------|---|
| Activities | Canoers in 2001 | Canoers in 2002 | Canoers In 2003 | Canoers - In 2004 | |
| Canoeing | 100.0% | 100.0% | 100.0% | 100.0% | 22.2 |
| Hiking | 70.7% | 67.2% | 71.3% | 74.0% | 16.6 |
| Bicycling - Paved Road | 53.2% | 52.9% | 53.8% | 59.3% | 12.8 |
| Fishing (Non-Fly) | NA | NA | NA | 58.7% | 13.1 |
| Car Camping | 43.4% | 38.5% | 48.4% | 42.1% | 9.4 |
| Bicycling - Dirt Road | 35.3% | 35.0% | 33.9% | 39.6% | 8.8 |
| Trail Running | 33.1% | 31.1% | 31.7% | 39.2% | 8.7 |
| Bicycling - Single Track | 36.7% | 37.5% | 32.4% | 37.4% | 8.3 |
| Camping (Away from Car) | 23.0% | 26.2% | 24.1% | 23.0% | 5.1 |
| Fly-Fishing | 15.4% | 15.4% | 15.9% | 18.6% | 4.1 |
| Kayaking - Recreation/Sit-on-Top | 7.8% | 14.0% | 13.7% | 18.3% | 4.1 |
| Rafting | 22.1% | 23.5% | 22.6% | 17.6% | 4.0 |
| Backpacking | 21.7% | 17.2% | 17.9% | 17.1% | 3.8 |
| Kayaking - Touring/Sea | 11.2% | 15.2% | 10.2% | 13.3% | 3.0 |
| Bird Watching | 16.3% | 14.5% | 12.9% | 12.9% | 2.9 |
| Cross-Country/Nordic Skiing | 15.9% | 18.4% | 12.4% | 12.7% | 2.8 |
| Climbing - Artificial Wall | 8.7% | 13.0% | 9.3% | 9.7% | 2.2 |
| Climbing - Natural Rock | 8.9% | 11.8% | 7.0% | 9.3% | 2.1 |
| Snowshoeing | 7.2% | 7.4% | 10.1% | 7.6% | 1.7 |
| Kayaking - Whitewater | 5.4% | 7.8% | 3.9% | 5.2% | 1.2 |
| Telemark Skiing | 3.4% | 4.2% | 4.5% | 4.1% | 0.910 |
| Climbing - Ice | 1.3% | 4.4% | 0.5% | 1.3% | 0.289 |

= Significant difference from 2002

OUTDOOR RECREATION PARTICIPATION STUDY

CROSS-COUNTRY/NORDIC SKIING

"Have you gone cross-country or Nordic skiing?"

CROSS-COUNTRY / NORDIC SKIING

CROSS-COUNTRY/NORDIC SKIING 2004: 9.8 million Participants, 1.6 million Enthusiasts

Year 2004 cross-country/Nordic skiers tend to be:

- Male (53%), although females comprise nearly one-half (47%) of the Participant population
- Split evenly among all age groups
- Caucasian (87%)
- Live in the North Central or West region of the United States.
- Almost three-quarters of Cross-country/Nordic skiers are also hikers.

- **Ethnicity:** Cross-country/Nordic skiers tend to be mostly Caucasian (87%).
- **Age:** Participation in cross-country/Nordic skiing has been inconsistent among Americans 16 and older during the past seven years.
 - From 1998 to 2000 Participant activity showed moderate declines.
 - During 2001 and 2002 the popularity of cross-country/Nordic skiing jumped as the size of the Participant populations in each of those years reached double digit figures (millions).
 - Following the strong years in 2001 and 2002, participation in cross-country/Nordic has dropped off to the levels measured before 2000.
- **Household Affluence:** Seven in 10 (70%) of Cross-country/Nordic skiers report incomes of \$40k or more, a continuing trend.
- **Region:** Participation in the Northeast region of the United States has declined since 2002 (34% to 25%).

On average Americans went Cross-country/Nordic skiing six times during 2004, generating a total of 59 million outings. The incidence of Americans who participated only one time reached an all-time high of 33% in 2004.

Notes:

A revision made to the description of cross-country/Nordic skiing in 2001 may have impacted the trend results for cross-country/Nordic skiing.

A revision made to the description of Telemark skiing in 2003 may have impacted the trend results for cross-country/Nordic skiing.

Year 2004 Events of Note

The Cross-country/Nordic skiing population is age diverse and three quarters are hikers.

Observation/Implication

To encourage new participation, promote the joys and benefits of Cross-Country skiing to hikers.

CROSS-COUNTRY/NORDIC SKIING: PARTICIPANT & ENTHUSIAST TRENDS

Overall Perspective: Participation in cross-country/Nordic skiing has been cyclical during the past seven years—highlighted by large gains in participation during 2001 and 2002 (that may be due in part to refinements in the cross-country/Nordic skiing and Telemark skiing definitions during those time periods).

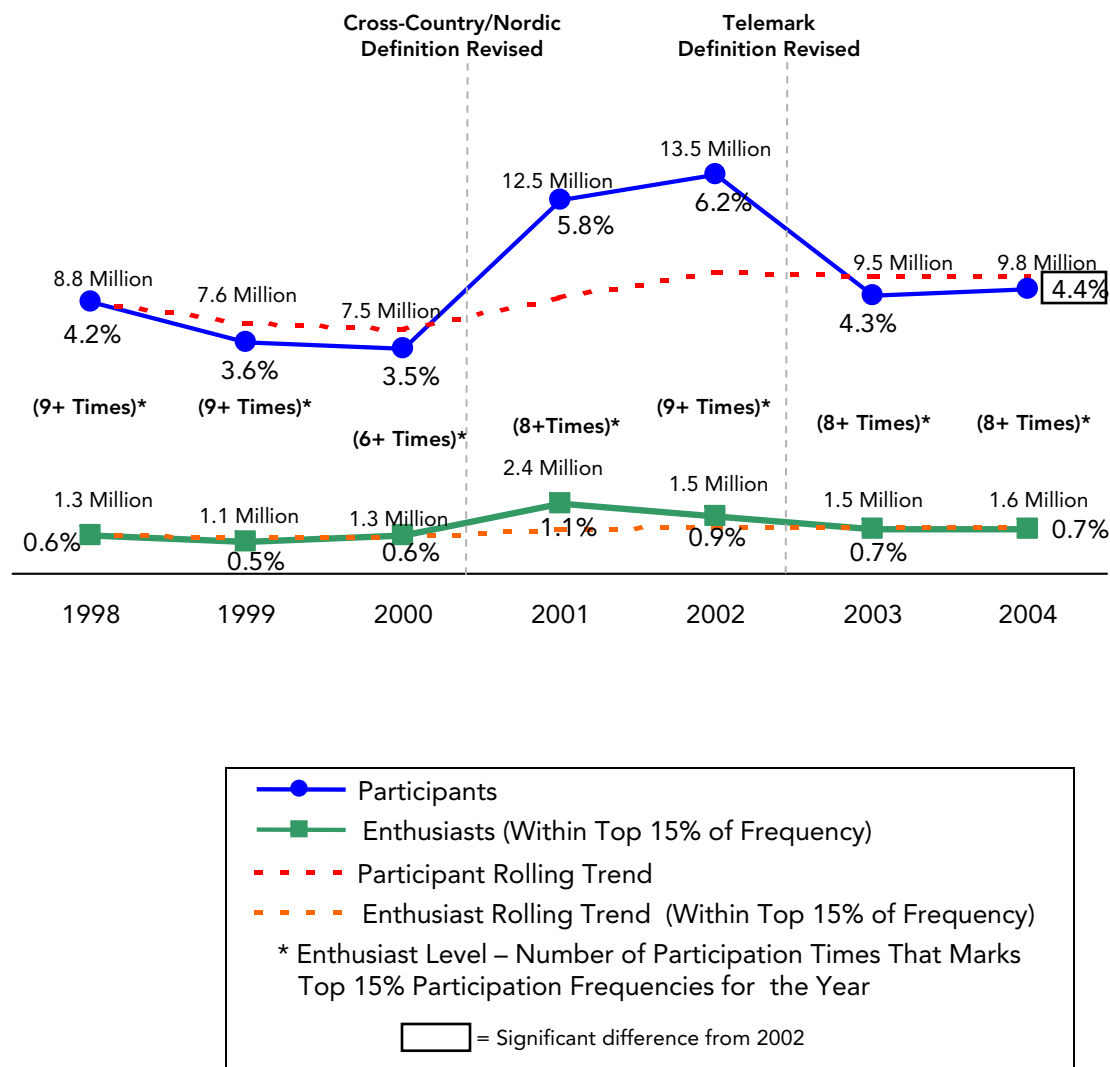
Three-Year Perspective (Compared to 2002): In 2004, participation in cross-country/Nordic skiing declined when compared to participation reported in 2002.

Enthusiast levels in 2004 remain aligned with the committed activity reported in 2002.

Cumulative Perspective (Rolling Trend): Rolling trend results show a modest increase in Participant levels through 2002, before leveling off in the past two years.

Rolling trend Enthusiast levels have remained primarily stable over the past seven years.

Participation in Cross-Country/Nordic Skiing
% of U.S. Population Age 16 and Older



CROSS-COUNTRY/NORDIC SKIING FREQUENCY OF PARTICIPATION AND OUTINGS

During 2004, Americans who went cross-country/Nordic skiing averaged six outings—activity that rolls up to 59 million total excursions across the total Participant population.

The cross-country/Nordic skiing population has historically been comprised of a significant percentage of Participants who go on only one outing per year—a casual participation profile that reached an all time high in 2004 (33%).

Cross-Country/Nordic Skiing Frequency and Outings Among Americans 16 and Older

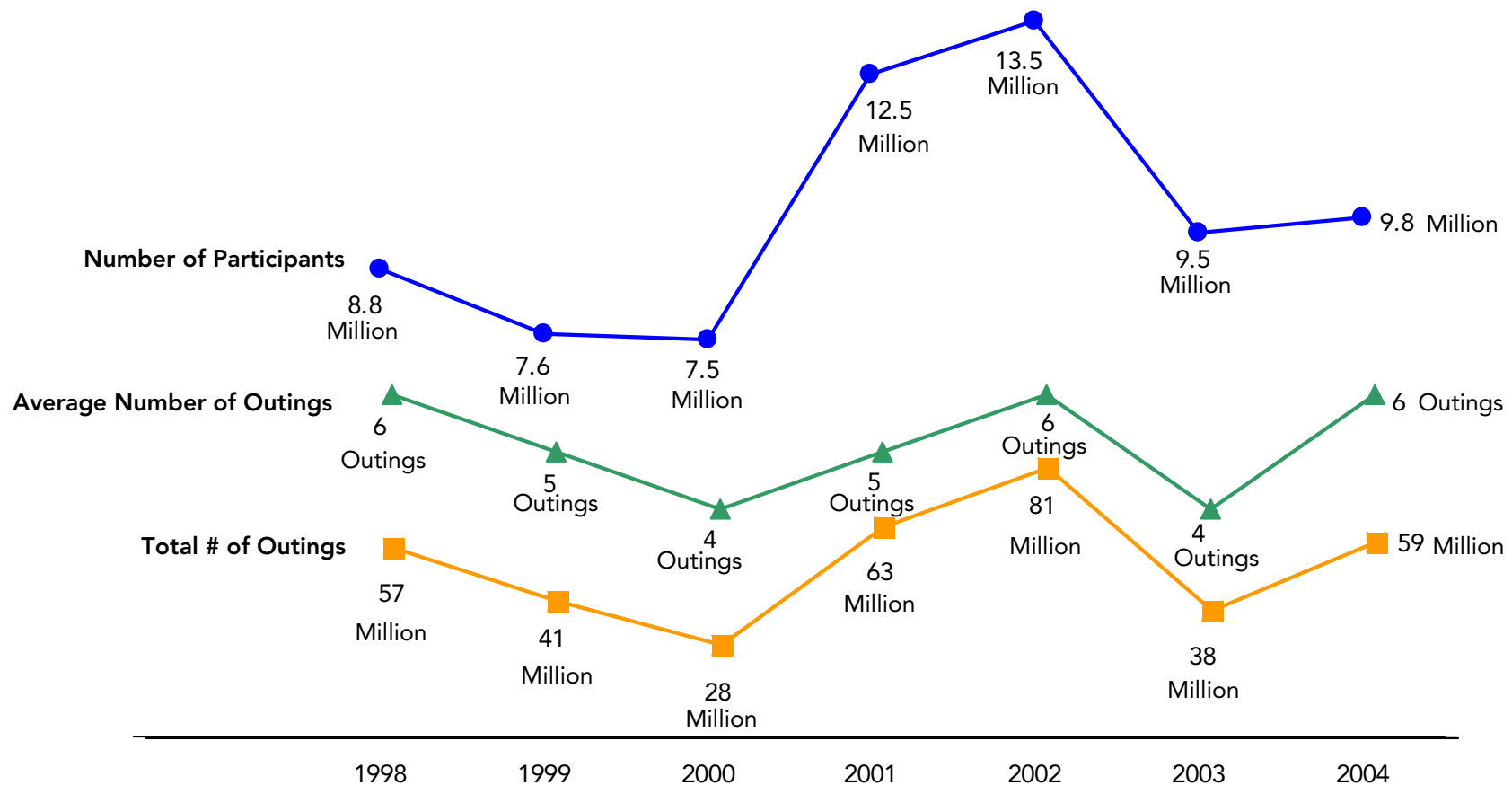
| Frequency | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|---------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 1 time | 15% | 25% | 27% | 29% | 27% | 24% | 33% |
| 2 times | 26% | 21% | 25% | 20% | 16% | 21% | 15% |
| 3 to 6 times | 28% | 36% | 35% | 29% | 39% | 31% | 35% |
| 7 to 10 times | 9% | 10% | 6% | 10% | 9% | 9% | 9% |
| 11 to 30 | 10% | 7% | 6% | 12% | 7% | 7% | 7% |
| 31 or more times | 12% | 1% | 1% | 1% | 2% | 8% | 1% |
| One-Time Frequency | 15% | 25% | 27% | 29% | 27% | 24% | 33% |
| Average Frequency | 6.0 | 5.0 | 4.0 | 5.0 | 6.0 | 4.0 | 6.0 |
| Total Outings (Millions) | 57 | 41 | 28 | 63 | 81 | 38 | 59 |

CROSS-COUNTRY/NORDIC SKIING: PARTICIPATION and FREQUENCY – IMPACT ON TOTAL ANNUAL OUTINGS

Participation in cross-country/Nordic skiing has been cyclical in the past seven years. From 1998 through 2000, the number of Americans participating in the activity declined slightly—as did the average number of outings (and therefore the total number of annual outings). The activity enjoyed a surge in participation during 2001 and 2002—as more Americans participated in cross-country/Nordic skiing and at higher average frequency levels.

During the past two years, the number of Americans participating in the activity has leveled off well-below the record years of 2001 and 2002. But in 2004, the average frequency of outings climbed to six among Participants—driving the total number of outings up to 59 million (representing a gain of 21 million outings over 2003.)

Cross-Country/Nordic Skiing: Participation, Frequency, Total Outings



CROSS-COUNTRY/NORDIC SKIING: DEMOGRAPHIC PROFILE TRENDS OF PARTICIPANTS

- The majority (53%) of Participants in 2004 are male, a gender skew that has been present since 2000.
- The age profile of 2004 cross-country/Nordic skiers is balanced—Participants represent all age groups near equally. Compared to 2002, cross-country/Nordic skiing attracted a younger population (25 to 34 of Participants in 2004).
- Although Northeast cross-country/Nordic skiers comprise a substantial portion of the Participant population in 2004 (25%), the representation is lower than in 2002 when one-third (34%) of Participants lived in the Northeast.

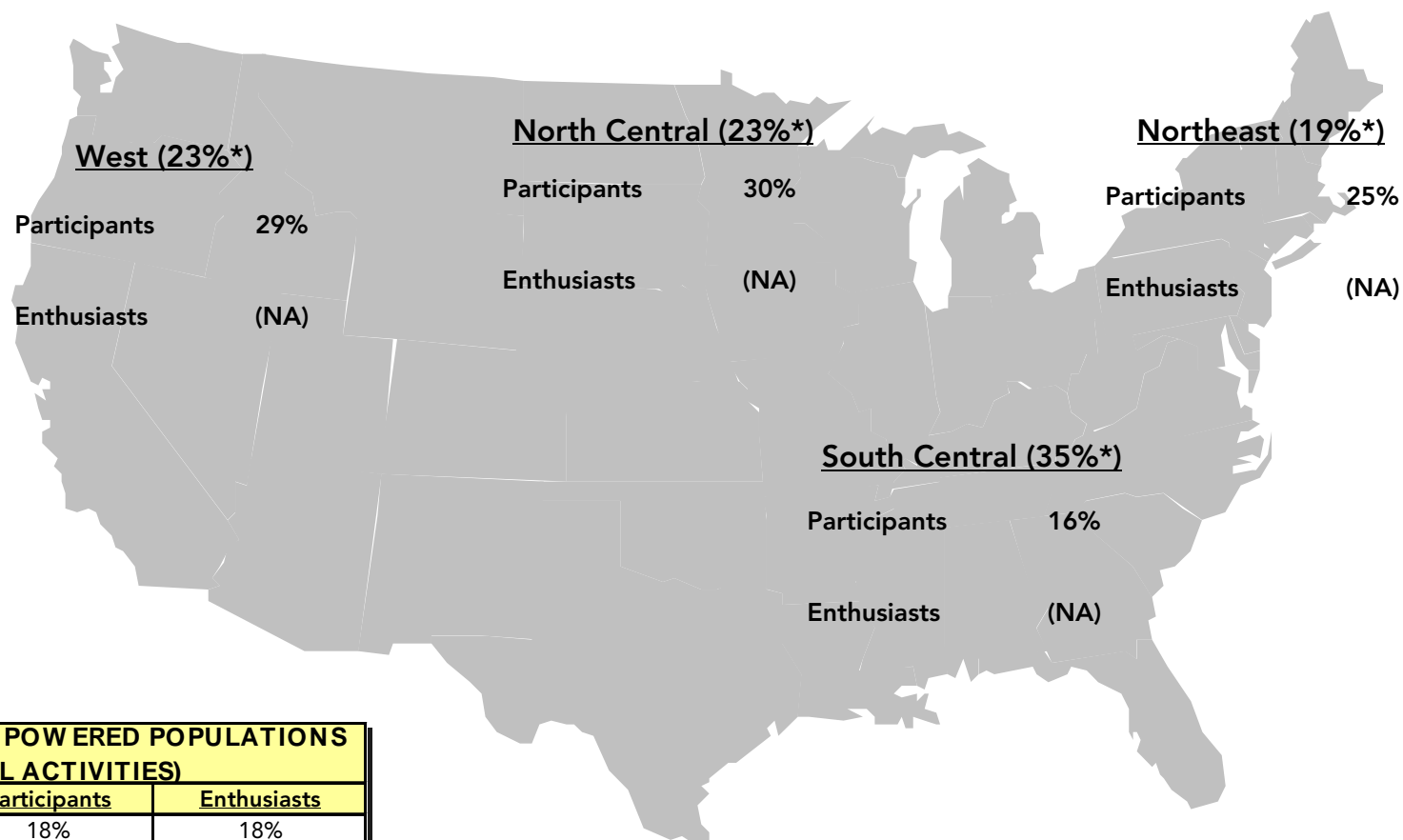
| <u>Dimension</u> | <u>1998</u> | <u>1999</u> | <u>2000</u> | <u>2001</u> | <u>2002</u> | <u>2003</u> | <u>2004</u> |
|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <u>Gender</u> | | | | | | | |
| Male | 48% | 50% | 55% | 55% | 54% | 56% | 53% |
| Female | 52% | 50% | 45% | 45% | 46% | 44% | 47% |
| <u>Age</u> | | | | | | | |
| 16 to 24 | 30% | 19% | 29% | 27% | 28% | 23% | 24% |
| 25 to 34 | 11% | 17% | 17% | 23% | 18% | 26% | 25% |
| 35 to 44 | 21% | 24% | 22% | 22% | 24% | 20% | 22% |
| 45+ | 38% | 40% | 32% | 28% | 30% | 31% | 29% |
| <u>Marital Status</u> | | | | | | | |
| Married | 46% | 55% | 43% | 48% | 51% | 50% | 45% |
| Unmarried | 54% | 45% | 57% | 52% | 49% | 50% | 55% |
| <u>Ethnicity</u> | | | | | | | |
| Caucasian | 94% | 90% | 89% | 92% | 86% | 88% | 87% |
| African-American | 5% | 2% | 5% | 2% | 5% | 3% | 5% |
| Hispanic | * | 3% | * | 3% | 5% | 3% | 2% |
| Asian | * | * | * | 1% | 1% | 1% | 1% |
| Other | 1% | 5% | 6% | 2% | 3% | 5% | 5% |
| <u>Children <18</u> | | | | | | | |
| Yes | 41% | 32% | 44% | 39% | 45% | 53% | 51% |
| <u>Household Income</u> | | | | | | | |
| <\$40k | NA | 21% | 22% | 29% | 24% | 30% | 30% |
| \$40k - \$79k | NA | 31% | 51% | 45% | 41% | 37% | 41% |
| \$80k+ | NA | 30% | 27% | 26% | 35% | 33% | 29% |
| <u>Region</u> | | | | | | | |
| Northeast | 29% | 23% | 12% | 36% | 34% | 32% | 25% |
| South Central | 14% | 11% | 16% | 8% | 13% | 19% | 16% |
| North Central | 18% | 35% | 44% | 28% | 30% | 27% | 30% |
| West | 40% | 31% | 29% | 28% | 24% | 22% | 29% |

= Significant difference from 2002

CROSS-COUNTRY/NORDIC SKIING: WHERE THEY LIVE IN YEAR 2004

In 2004, the North Central (30%), West (29%) and Northeast (25%) regions of the U.S. are the areas in which cross-country/Nordic skiers are most likely to live.

The impact of geography on participation in some outdoor activities is clearly demonstrated within the cross-country/Nordic skiing population. Although one-third of overall Participants live in the South Central region of the United States, the representation of cross-country/Nordic skiers living in this warm weather region is only 16%.



| TOTAL HUMAN POWERED POPULATIONS (ALL ACTIVITIES) | | |
|---|--------------|-------------|
| Region | Participants | Enthusiasts |
| Northeast | 18% | 18% |
| South Central | 34% | 33% |
| North Central | 23% | 23% |
| West | 25% | 26% |

* Percentage of **total** Americans 16 and older living in each region

CROSS-COUNTRY/NORDIC SKIING: CROSSOVER ACTIVITY IN YEAR 2004

Hiking (72.0%) and paved road bicycling (54.2%) are the two activities in which the majority of cross-country/Nordic skiers also participated in during 2004.

Cross-country/Nordic skiers show above average levels of participation in other snow sports during 2004—snowshoeing (16.2%) and Telemark skiing (10.5%).

| Activities | CROSSOVER PARTICIPATION INCIDENCE | | | | Size of 2004 Crossover Participation Populations (Millions) |
|------------------------------------|---|---|---|---|--|
| | Cross-Country/ Nordic Skiers In 2001 | Cross-Country/ Nordic Skiers In 2002 | Cross-Country/ Nordic Skiers In 2003 | Cross-Country/ Nordic Skiers In 2004 | |
| Cross-Country/Nordic Skiing | 100.0% | 100.0% | 100.0% | 100.0% | 9.8 |
| Hiking | 71.4% | 67.2% | 71.5% | 72.0% | 7.1 |
| Bicycling - Paved Road | 57.1% | 55.2% | 60.4% | 54.2% | 5.3 |
| Fishing (Non-Fly) | NA | NA | NA | 48.1% | 4.7 |
| Trail Running | 43.3% | 43.2% | 43.6% | 40.0% | 3.9 |
| Bicycling - Single Track | 39.8% | 38.8% | 37.9% | 37.4% | 3.7 |
| Bicycling - Dirt Road | 40.7% | 36.0% | 40.3% | 36.6% | 3.6 |
| Car Camping | 33.8% | 30.8% | 37.9% | 30.1% | 2.9 |
| Canoeing | 30.7% | 30.0% | 29.3% | 29.1% | 2.9 |
| Camping (Away from Car) | 20.8% | 17.6% | 23.4% | 23.5% | 2.3 |
| Backpacking | 22.1% | 24.0% | 19.2% | 22.8% | 2.2 |
| Fly-Fishing | 11.3% | 13.6% | 21.1% | 19.1% | 1.9 |
| Snowshoeing | 19.9% | 15.6% | 21.3% | 16.2% | 1.6 |
| Rafting | 15.6% | 14.8% | 13.3% | 14.9% | 1.5 |
| Bird Watching | 15.2% | 12.4% | 14.0% | 14.2% | 1.4 |
| Kayaking - Touring/Sea | 11.3% | 11.2% | 8.2% | 11.3% | 1.1 |
| Telemark Skiing | 9.5% | 10.0% | 9.2% | 10.5% | 1.0 |
| Climbing - Natural Rock | 9.5% | 12.0% | 6.5% | 9.4% | 0.921 |
| Kayaking - Recreation/Sit-on-Top | 10.4% | 10.4% | 11.8% | 9.2% | 0.902 |
| Climbing - Artificial Wall | 9.1% | 12.8% | 8.2% | 8.8% | 0.862 |
| Kayaking - Whitewater | 4.8% | 8.4% | 3.8% | 5.6% | 0.549 |
| Climbing - Ice | 2.6% | 6.4% | 1.2% | 3.1% | 0.304 |

OUTDOOR RECREATION PARTICIPATION STUDY

HIKING

"Have you gone hiking on an unpaved trail?"

HIKING

HIKING 2004: 75.3 million Participants, 11.3 million Enthusiasts

During the past seven years hiking has maintained its position as one of the most popular outdoor activities—trailing only paved road bicycling in Participant and Enthusiast population sizes among specific activities. But has affinity for the activity maxed out?

The profile of the year 2004 hiker population is defined primarily by inclusiveness and long-term stability:

- Hiking Participants tend to be male, but females are strongly represented within the population
 - Americans of all ages went hiking in 2004—median age of 36 years
 - Hiking draws Americans of all affluence levels
 - Reside in a state located in the West, followed by the South and North Central regions
 - Year 2004 hikers report strong crossover participation in two similarly mature and established activities—paved road bicycling and fishing (non-fly).
-
- **Ethnicity:** In stark contrast to the diversity of the population on other dimensions, hiking fails to attract Americans of non-Caucasian ethnicity—nearly all Participants and Enthusiasts in 2004 are Caucasian.
 - **Age:** Hiking is not benefiting as strongly as other activities from the strong interest of the key youth segment.
 - **Household Affluence:** Income levels of hikers has increased since 2004
 - **Region:** While South Central region saw a decline in the number of Hiker participants and enthusiasts since 2002, The West increased in participation and the Northeast increased in enthusiasts.

Participant and Enthusiast levels since 1998 have remained remarkably flat with few gains or declines shown. The hiking population participated in the activity an average of 11 times in 2004—an average frequency that resulted in the fewest number of total outings since 1998.

Year 2004 Events of Note

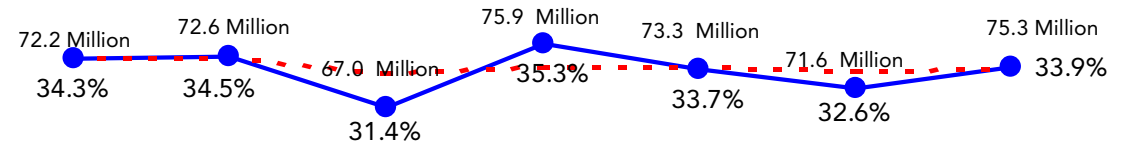
Time to broaden the appeal of hiking.

Observation/Implication

Hikers are Caucasian and hiking is not gaining participants from the young.

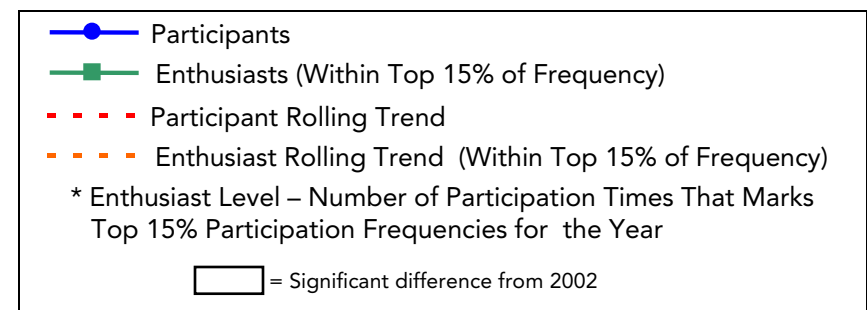
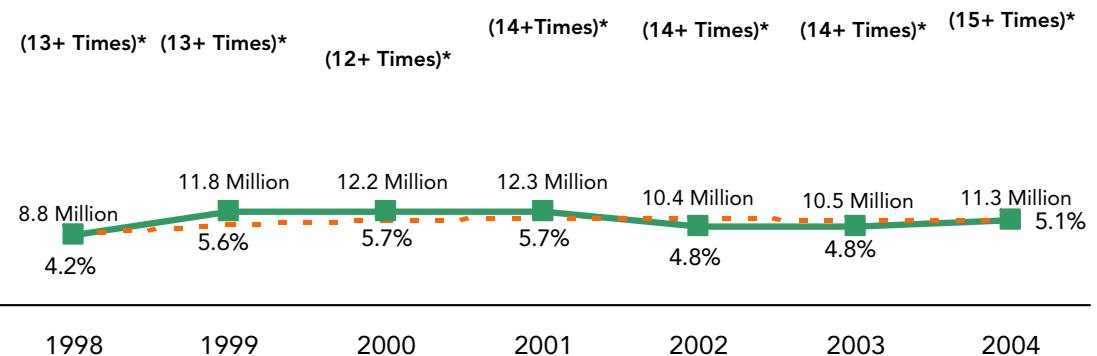
HIKING: PARTICIPANT & ENTHUSIAST TRENDS

Participation in Hiking
% of U.S. Population Age 16 and Older



Overall Perspective: The popularity of hiking (as measured by participation) has remained consistently strong throughout the past seven years.

Cumulative Perspective (Rolling Trend): Rolling trend Participant and Enthusiast levels have remained relatively stable since 1998.



HIKING FREQUENCY OF PARTICIPATION AND OUTINGS

Americans who hiked in 2004 took to the trails an average of 11 times during the year. Based on the size of the Participant population and hiking frequency, 828 million hiking outings were generated during 2004—the lowest number of total outings since 1998.

Fewer than one-in five (17%) hikers limited their participation to only one outing during the year—one of the lowest one-time frequencies of any human powered activity.

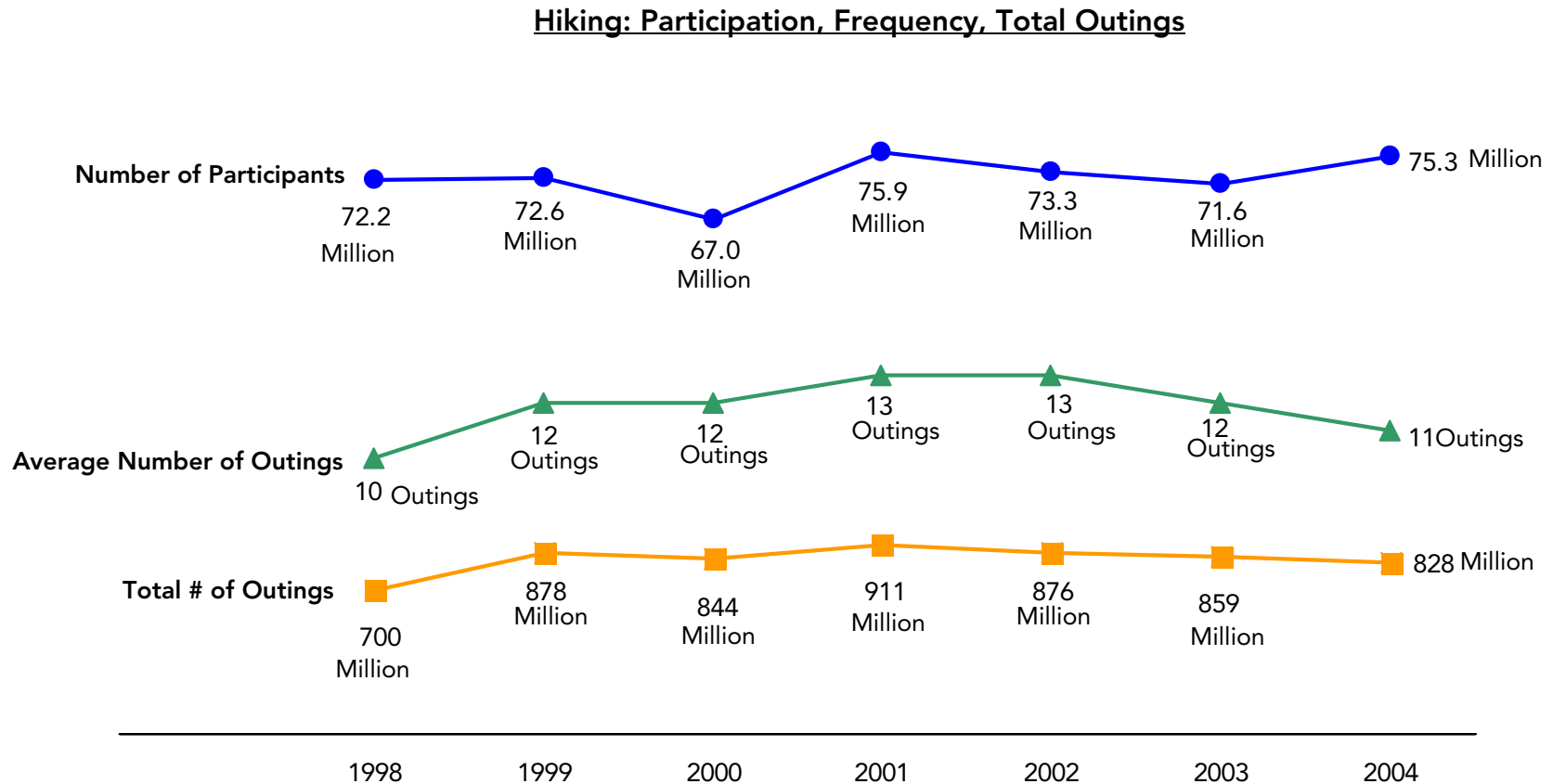
Hiking Frequency and Outings Among Americans 16 and Older

| Frequency | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|---------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 1 time | 19% | 16% | 16% | 16% | 17% | 17% | 17% |
| 2 times | 17% | 19% | 19% | 18% | 20% | 21% | 21% |
| 3 to 6 times | 38% | 38% | 38% | 38% | 36% | 35% | 33% |
| 7 to 10 times | 10% | 9% | 7% | 8% | 8% | 8% | 8% |
| 11 to 30 | 12% | 11% | 11% | 9% | 12% | 10% | 12% |
| 31 or more times | 4% | 8% | 9% | 12% | 7% | 10% | 9% |
| One-Time Frequency | 19% | 16% | 16% | 16% | 17% | 17% | 17% |
| Average Frequency | 10.0 | 12.0 | 12.0 | 13.0 | 13.0 | 12.0 | 11.0 |
| Total Outings (Millions) | 700 | 878 | 844 | 911 | 876 | 859 | 828 |

HIKING: PARTICIPATION and FREQUENCY – IMPACT ON TOTAL ANNUAL OUTINGS

During the past seven years, the number of total outings generated by Americans 16 and older who went hiking has fluctuated from a low of 700 million (1998) to a high of 911 million (2001).

During 2004 a near record number of Americans (75.3 million) went hiking, but the number of outings during the year slipped to an average of 11—lower than in the previous five years. The 828 million outings generated by year 2004 hikers is the result of the lower number of average outings taken during the year.



HIKING: DEMOGRAPHIC PROFILE TRENDS OF PARTICIPANTS

- Hiking attracts one of the most balanced Participant populations of any human powered activity—strong representation of Americans of both genders, all ages, household affluence, and region.
- More than one-quarter (28%) of year 2004 hikers have an household income of \$80,000 or more—yielding a more affluent population overall than in 2002.
- Ethnicity is one dimension that points to a lack of inclusion among the hiker population—nearly all (86%) of Americans who went hiking in 2004 are Caucasian.
- Compared to 2002, the representation of hikers living in the West was up in 2004; down in South Central region.

| <u>Dimension</u> | <u>1998</u> | <u>1999</u> | <u>2000</u> | <u>2001</u> | <u>2002</u> | <u>2003</u> | <u>2004</u> |
|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <u>Gender</u> | | | | | | | |
| Male | 52% | 52% | 52% | 54% | 53% | 57% | 55% |
| Female | 48% | 48% | 48% | 46% | 47% | 43% | 45% |
| <u>Age</u> | | | | | | | |
| 16 to 24 | 21% | 18% | 25% | 25% | 26% | 24% | 26% |
| 25 to 34 | 22% | 23% | 20% | 25% | 22% | 23% | 22% |
| 35 to 44 | 23% | 26% | 23% | 21% | 19% | 20% | 20% |
| 45+ | 34% | 34% | 32% | 30% | 33% | 33% | 32% |
| <u>Marital Status</u> | | | | | | | |
| Married | 52% | 56% | 51% | 48% | 51% | 53% | 53% |
| Unmarried | 48% | 44% | 49% | 52% | 49% | 47% | 47% |
| <u>Ethnicity</u> | | | | | | | |
| Caucasian | 91% | 90% | 87% | 87% | 88% | 87% | 86% |
| African-American | 3% | 4% | 3% | 3% | 4% | 3% | 3% |
| Hispanic | 4% | 3% | 5% | 4% | 4% | 3% | 4% |
| Asian | 2% | 2% | 3% | 2% | 2% | 3% | 1% |
| Other | * | 1% | 2% | 4% | 2% | 4% | 6% |
| <u>Children <18</u> | | | | | | | |
| Yes | 43% | 46% | 47% | 41% | 43% | 48% | 49% |
| <u>Household Income</u> | | | | | | | |
| <\$40k | NA | 27% | 33% | 37% | 34% | 33% | 31% |
| \$40k - \$79k | NA | 37% | 46% | 45% | 41% | 43% | 41% |
| \$80k+ | NA | 21% | 21% | 18% | 25% | 24% | 28% |
| <u>Region</u> | | | | | | | |
| Northeast | 19% | 18% | 10% | 18% | 19% | 19% | 18% |
| South Central | 30% | 29% | 29% | 27% | 31% | 30% | 27% |
| North Central | 24% | 24% | 29% | 24% | 24% | 23% | 23% |
| West | 28% | 29% | 33% | 30% | 26% | 28% | 32% |

= Significant difference from 2002

HIKING: DEMOGRAPHIC PROFILE TRENDS OF ENTHUSIASTS

- Nearly two-thirds (63%) of Americans who went hiking at Enthusiast levels in 2004 are male.
- In 2004, the majority (52%) of hiking Enthusiasts are between the ages of 16 and 34—the highest representation of young Americans within the population in seven years.
- The representation of Enthusiast hikers from the four regions of the United States is similar.

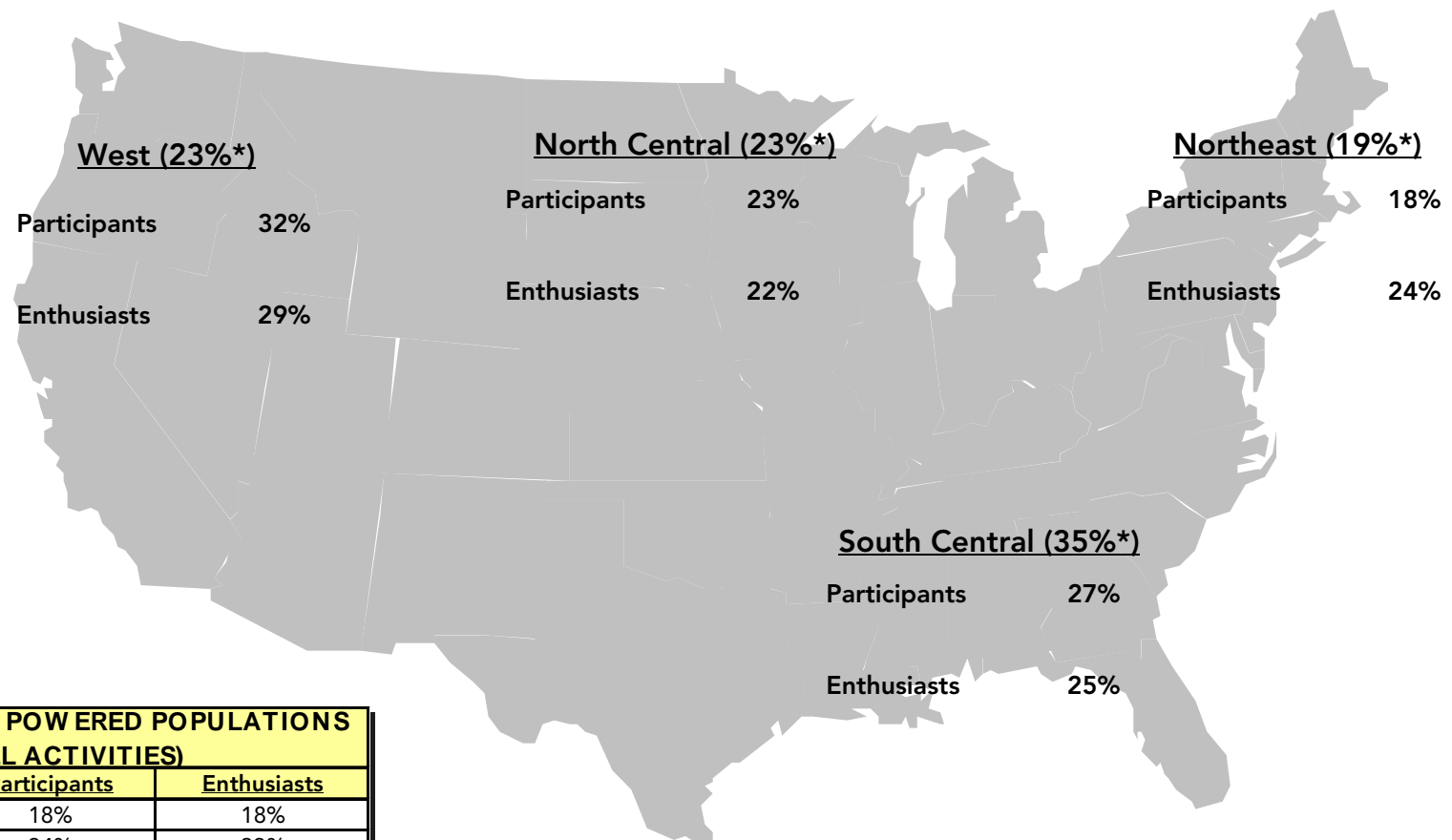
| Dimension | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|-------------------------|------|------|------|------|------|------|------|
| Gender | | | | | | | |
| Male | 50% | 59% | 51% | 60% | 60% | 60% | 63% |
| Female | 50% | 41% | 49% | 40% | 40% | 40% | 37% |
| Age | | | | | | | |
| 16 to 24 | 17% | 14% | 16% | 24% | 25% | 20% | 29% |
| 25 to 34 | 20% | 29% | 17% | 24% | 21% | 23% | 23% |
| 35 to 44 | 22% | 24% | 25% | 20% | 20% | 21% | 17% |
| 45+ | 40% | 33% | 43% | 32% | 34% | 36% | 31% |
| Marital Status | | | | | | | |
| Married | 52% | 52% | 52% | 45% | 50% | 47% | 47% |
| Unmarried | 48% | 48% | 48% | 55% | 50% | 53% | 53% |
| Ethnicity | | | | | | | |
| Caucasian | 97% | 93% | 92% | 89% | 91% | 88% | 87% |
| African-American | 0% | 1% | 1% | 1% | 3% | 3% | 2% |
| Hispanic | 3% | 2% | 3% | 4% | 3% | 1% | 3% |
| Asian | * | 1% | 1% | 1% | 2% | 3% | 1% |
| Other | * | 3% | 3% | 5% | 1% | 5% | 7% |
| Children <18 | | | | | | | |
| Yes | 37% | 37% | 44% | 32% | 40% | 41% | 38% |
| Household Income | | | | | | | |
| <\$40k | NA | 28% | 34% | 32% | 36% | 33% | 35% |
| \$40k - \$79k | NA | 37% | 43% | 47% | 44% | 41% | 41% |
| \$80k+ | NA | 21% | 23% | 21% | 20% | 26% | 24% |
| Region | | | | | | | |
| Northeast | 21% | 15% | 8% | 19% | 17% | 16% | 24% |
| South Central | 26% | 27% | 26% | 28% | 31% | 24% | 25% |
| North Central | 15% | 23% | 28% | 20% | 25% | 26% | 22% |
| West | 38% | 36% | 38% | 30% | 27% | 35% | 29% |

= Significant difference from 2002

HIKING: WHERE THEY LIVE IN YEAR 2004

Hiking Participants in 2004 live in all parts of the United States, particularly in the West (32%) and South Central (27%) regions.

The regional residence profile of hiking Enthusiasts is balanced similarly across the West (29%), South Central (25%), Northeast (24%), and North Central (22%).



| TOTAL HUMAN POWERED POPULATIONS (ALL ACTIVITIES) | | |
|---|--------------|-------------|
| Region | Participants | Enthusiasts |
| Northeast | 18% | 18% |
| South Central | 34% | 33% |
| North Central | 23% | 23% |
| West | 25% | 26% |

* Percentage of **total** Americans 16 and older living in each region

HIKING: CROSSOVER ACTIVITY IN YEAR 2004

Hikers report measurable levels of crossover participation in a core set of activities - paved road bicycling (53.6%), non-fly fishing (47.7%), car camping (35.7%), trail running (34.3%), single track (30.9%) and dirt road (30.9%) bicycling.

The year 2004 crossover interests of hikers reveal some shifts from 2002. Hiking Participants contributed to the overall growth seen in fly-fishing in 2004—a 51% increase in fly-fishing participation when compared to 2002. Participation in paved road bicycling was also up in 2004.

The renewed attention on established activities such as hiking, paved road bicycling and fly-fishing, resulted in a decline in participation in two activities requiring specialized demands—whitewater kayaking and ice climbing.

| CROSSOVER PARTICIPATION INCIDENCE | | | | | Size of 2004 Crossover Participation Populations (Millions) |
|-----------------------------------|----------------|----------------|----------------|----------------|---|
| Activities | Hikers in 2001 | Hikers in 2002 | Hikers In 2003 | Hikers In 2004 | |
| Hiking | 100.0% | 100.0% | 100.0% | 100.0% | 75.3 |
| Bicycling - Paved Road | 52.4% | 48.4% | 53.5% | 53.6% | 39.5 |
| Fishing (Non-Fly) | NA | NA | NA | 47.7% | 35.9 |
| Car Camping | 38.5% | 36.1% | 38.6% | 35.7% | 26.9 |
| Trail Running | 32.3% | 32.7% | 32.1% | 34.3% | 25.7 |
| Bicycling - Single Track | 34.5% | 31.8% | 31.6% | 30.9% | 23.2 |
| Bicycling - Dirt Road | 34.4% | 29.8% | 31.2% | 30.9% | 16.4 |
| Canoeing | 22.4% | 20.4% | 22.2% | 22.0% | 12.9 |
| Camping (Away from Car) | 17.2% | 17.0% | 16.7% | 17.2% | 10.4 |
| Backpacking | 17.0% | 14.5% | 14.2% | 13.9% | 10.5 |
| Fly-Fishing | 10.2% | 9.0% | 11.0% | 13.6% | 10.2 |
| Bird Watching | 14.1% | 14.2% | 13.5% | 12.6% | 9.2 |
| Cross-Country/Nordic Skiing | 11.7% | 12.5% | 9.4% | 9.3% | 7.7 |
| Rafting | 11.7% | 11.4% | 10.6% | 9.2% | 7.0 |
| Kayaking - Recreation/Sit-on-Top | 5.0% | 6.1% | 7.1% | 7.4% | 5.6 |
| Kayaking - Touring/Sea | 6.1% | 7.4% | 5.9% | 6.3% | 4.8 |
| Climbing - Artificial Wall | 5.7% | 7.3% | 6.1% | 5.5% | 4.1 |
| Climbing - Natural Rock | 6.3% | 7.3% | 5.3% | 5.3% | 4.0 |
| Snowshoeing | 5.2% | 5.5% | 5.2% | 5.0% | 3.7 |
| Telemark Skiing | 3.5% | 2.8% | 2.9% | 3.1% | 2.3 |
| Kayaking - Whitewater | 2.4% | 3.6% | 1.8% | 2.4% | 1.8 |
| Climbing - Ice | 1.1% | 2.7% | 0.6% | 1.0% | 0.753 |

 = Significant difference from 2002

OUTDOOR RECREATION PARTICIPATION STUDY

RAFTING

"Have you gone rafting?"

RAFTING

RAFTING 2004: 9.6 million Participants, 2.2 million Enthusiasts

Rafting enjoyed a resurgence of participation in 2001, but in the past three years participation levels have slipped consistently—and has now returned to the benchmark levels first measured in 1998. Notably, as Participant levels have slid in the past three years, Enthusiast levels have remained unchanged—indicating that Americans who do participate, continue to do so at frequent levels.

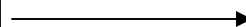
The rafting population in 2004 has a distinct profile:

- The majority of rafters are male.
 - Americans between the ages of 16 and 24 make-up the greatest percentage of the rafting population.
 - Caucasian is the leading ethnicity among rafters by a wide margin.
 - Year 2004 rafters tend to live in the West and Northeast
-
- **Ethnicity:** Rafter tend to be nearly universally Caucasian (86%).
 - **Age:** Rafter tend to be young. Forty-three percent of participants and 60% of Enthusiasts are between 16 and 24.
 - **Household Affluence:** Almost two-thirds (62%) of rafters have incomes under \$80K.
 - **Region:** The majority of rafters live in the West and South Central region. Almost half of enthusiast rafters live in the West.

The three outings that rafters took on average in 2004 yielded 29 million total rafting excursions during the year—an increase of 8 million outings over 2003. Rafting appears to be an “occasion” activity—that is an activity that Americans do not, or can not, participate in at high frequency levels. During any given year since 1998, the majority of Americans who have gone rafting only went a single time.

Year 2004 Events of Note

Rafting is big but participation is declining.



Observation/Implication

Rafting delivers a rush and is a good gateway to the out-of-doors.

RAFTING: PARTICIPANT & ENTHUSIAST TRENDS

Overall Perspective: Following two years of strong participation levels, rafting is in the midst of a steady three-year decline in participation among Americans 16 and older.

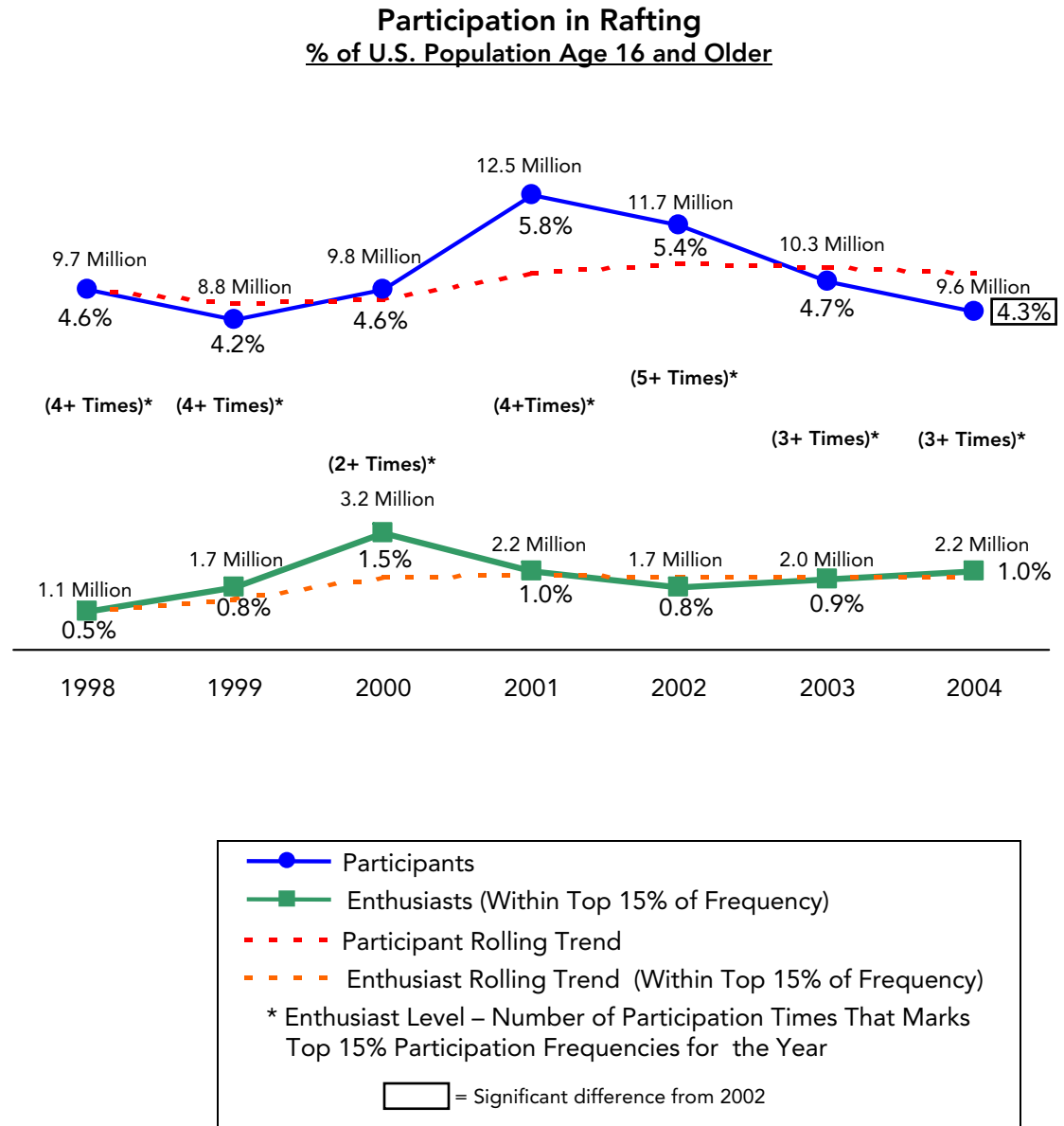
Three-Year Perspective (Compared to 2002): In 2004, participation in rafting fails to match the particularly strong levels reported in 2002.

The percentage of rafting Enthusiasts among the population of Americans 16 and older are unchanged when 2002 and 2004 are compared.

Long-term Perspective (Compared to 1998): Participant levels in 2004 are on par with activity reported seven years ago, but the population of committed Enthusiasts has doubled.

Cumulative Perspective (Rolling Trend): Rolling trend Participant levels reveal steady, growth through 2002 that has stalled due to flagging participation in the past three years.

Rolling trend Enthusiast levels have remained primarily unchanged in the past seven years.



RAFTING FREQUENCY OF PARTICIPATION AND OUTINGS

During each of the past seven years the majority of Americans who went rafting, limited their participation to single outing—the highest one-time frequency of any activity.

The average number of rafting outings in 2004 equaled three. Based on the size of the Participant population and rafting frequency, 29 million rafting outings were generated during 2004.

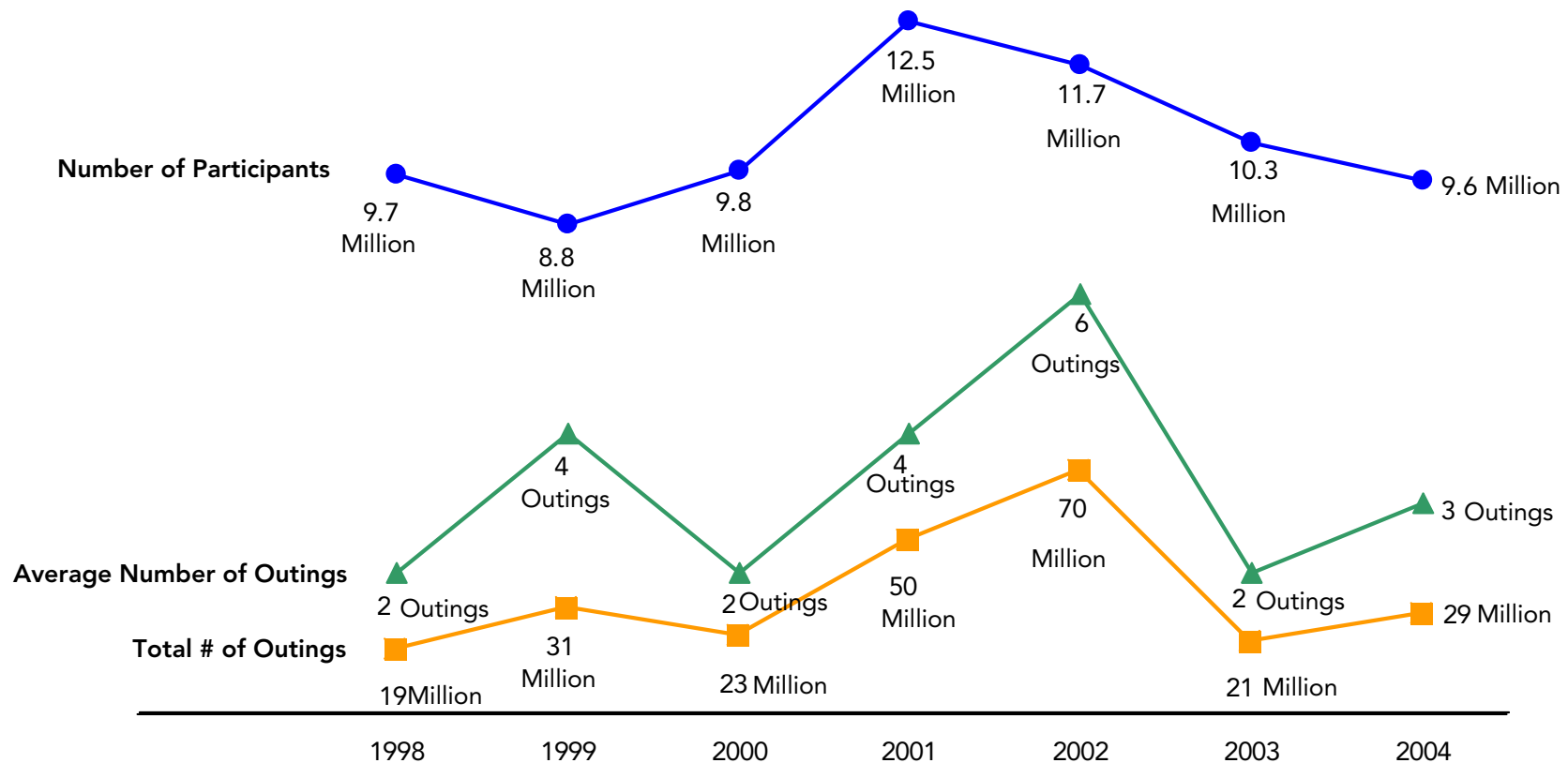
Rafting Frequency and Outings Among Americans 16 and Older

| Frequency | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|---------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 1 time | 70% | 60% | 66% | 56% | 60% | 53% | 56% |
| 2 times | 15% | 17% | 20% | 17% | 14% | 27% | 21% |
| 3 to 6 times | 14% | 15% | 5% | 16% | 17% | 16% | 17% |
| 7 to 10 times | 0% | 5% | 5% | 3% | 3% | 2% | 4% |
| 11 to 30 | 1% | 2% | 4% | 6% | 6% | 2% | 3% |
| 31 or more times | 1% | 1% | 0% | 2% | 0% | 0% | 0% |
| One-Time Frequency | 70% | 60% | 66% | 56% | 60% | 53% | 56% |
| Average Frequency | 2.0 | 4.0 | 2.0 | 4.0 | 6.0 | 2.0 | 3.0 |
| Total Outings (Millions) | 19 | 31 | 23 | 50 | 70 | 21 | 29 |

RAFTING: PARTICIPATION and FREQUENCY – IMPACT ON TOTAL ANNUAL OUTINGS

In 2004, the number of rafters has declined for the third consecutive year. However the average number of outings is moderately higher than in 2003—translating into an increase of 8 million outings taken during the year.

Rafting: Participation, Frequency, Total Outings



RAFTING: DEMOGRAPHIC PROFILE TRENDS OF PARTICIPANTS

- Similar to Participant populations from recent years, the majority of year 2004 rafting Participants are male (64%), young (54% between the ages of 16 and 34), unmarried (56%), Caucasian (86%) Americans.

| <u>Dimension</u> | <u>1998</u> | <u>1999</u> | <u>2000</u> | <u>2001</u> | <u>2002</u> | <u>2003</u> | <u>2004</u> |
|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <u>Gender</u> | | | | | | | |
| Male | 60% | 52% | 51% | 62% | 59% | 59% | 64% |
| Female | 40% | 48% | 49% | 38% | 41% | 41% | 36% |
| <u>Age</u> | | | | | | | |
| 16 to 24 | 39% | 30% | 43% | 40% | 35% | 37% | 43% |
| 25 to 34 | 19% | 21% | 19% | 21% | 19% | 19% | 11% |
| 35 to 44 | 16% | 27% | 21% | 22% | 20% | 18% | 22% |
| 45+ | 26% | 22% | 18% | 17% | 26% | 26% | 24% |
| <u>Marital Status</u> | | | | | | | |
| Married | 40% | 53% | 32% | 34% | 40% | 43% | 44% |
| Unmarried | 60% | 47% | 68% | 66% | 60% | 57% | 56% |
| <u>Ethnicity</u> | | | | | | | |
| Caucasian | 85% | 94% | 87% | 87% | 89% | 91% | 86% |
| African-American | 3% | 1% | 4% | 6% | 3% | 2% | 4% |
| Hispanic | 7% | 4% | 7% | 5% | 3% | 2% | 4% |
| Asian | 2% | * | 1% | 1% | 4% | 1% | 1% |
| Other | 4% | 1% | 1% | 1% | 1% | 4% | 5% |
| <u>Children <18</u> | | | | | | | |
| Yes | 45% | 51% | 57% | 41% | 46% | 48% | 51% |
| <u>Household Income</u> | | | | | | | |
| <\$40k | NA | 23% | 38% | 43% | 30% | 29% | 26% |
| \$40k - \$79k | NA | 33% | 39% | 42% | 34% | 39% | 36% |
| \$80k+ | NA | 23% | 22% | 15% | 36% | 32% | 38% |
| <u>Region</u> | | | | | | | |
| Northeast | 15% | 10% | 7% | 24% | 14% | 21% | 16% |
| South Central | 45% | 34% | 39% | 27% | 38% | 35% | 31% |
| North Central | 22% | 19% | 24% | 18% | 20% | 22% | 19% |
| West | 19% | 37% | 31% | 32% | 28% | 22% | 34% |

RAFTING: DEMOGRAPHIC PROFILE TRENDS OF ENTHUSIASTS

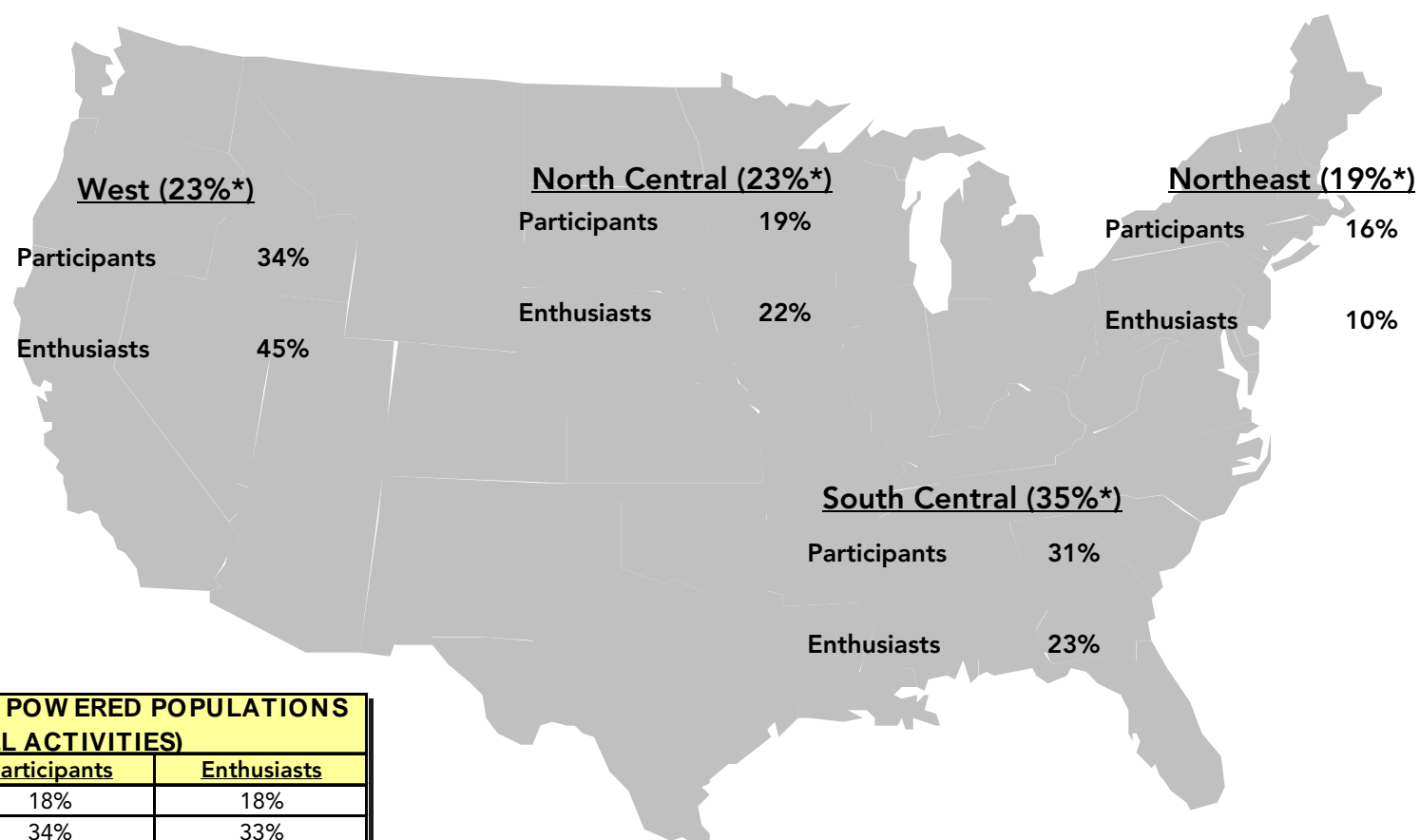
- The 2004 rafting Enthusiast population skews heavily male (77%)—in contrast to the more balanced gender profile of the 2000 and 2001 Enthusiast populations.
- In 2004, the age breakdown of rafting Enthusiasts was highlighted by a high presentation of young Americans—60% between the ages of 16 and 24.
- As a group, rafting Enthusiasts are nearly universally (87%) of Caucasian ethnicity.

| <u>Dimension</u> | <u>1998</u> | <u>1999</u> | <u>2000</u> | <u>2001</u> | <u>2002</u> | <u>2003</u> | <u>2004</u> |
|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <u>Gender</u> | | | | | | | |
| Male | NA | NA | 50% | 59% | 73% | 71% | 77% |
| Female | NA | NA | 41% | 50% | 27% | 29% | 23% |
| <u>Age</u> | | | | | | | |
| 16 to 24 | NA | NA | 46% | 44% | 32% | 48% | 60% |
| 25 to 34 | NA | NA | 16% | 20% | 18% | 13% | 4% |
| 35 to 44 | NA | NA | 22% | 22% | 18% | 16% | 16% |
| 45+ | NA | NA | 15% | 16% | 32% | 23% | 20% |
| <u>Marital Status</u> | | | | | | | |
| Married | NA | NA | 30% | 20% | 39% | 25% | 16% |
| Unmarried | NA | NA | 70% | 80% | 61% | 75% | 84% |
| <u>Ethnicity</u> | | | | | | | |
| Caucasian | NA | NA | 81% | 80% | 95% | 94% | 87% |
| African-American | NA | NA | 5% | 5% | 1% | 1% | 3% |
| Hispanic | NA | NA | 8% | 13% | 3% | 1% | 4% |
| Asian | NA | NA | * | * | * | 1% | 4% |
| Other | NA | NA | 6% | 2% | 1% | 3% | 2% |
| <u>Children <18</u> | | | | | | | |
| Yes | NA | NA | 57% | 44% | 32% | 39% | 52% |
| <u>Household Income</u> | | | | | | | |
| <\$40k | NA | NA | 49% | 58% | 32% | 32% | 33% |
| \$40k - \$79k | NA | NA | 38% | 27% | 36% | 43% | 25% |
| \$80k+ | NA | NA | 13% | 15% | 32% | 25% | 42% |
| <u>Region</u> | | | | | | | |
| Northeast | NA | NA | 8% | 10% | 13% | 30% | 10% |
| South Central | NA | NA | 39% | 28% | 30% | 24% | 23% |
| North Central | NA | NA | 19% | 21% | 26% | 15% | 22% |
| West | NA | NA | 33% | 41% | 30% | 31% | 45% |

RAFTING: WHERE THEY LIVE IN YEAR 2004

In 2004, rafting Participants are most likely to live in a state located in the West (34%) and South Central (31%) region of the United States.

Nearly one-half (45%) of Enthusiast rafters in 2004 reside in a state located in the West region.



| TOTAL HUMAN POWERED POPULATIONS (ALL ACTIVITIES) | | |
|---|--------------|-------------|
| Region | Participants | Enthusiasts |
| Northeast | 18% | 18% |
| South Central | 34% | 33% |
| North Central | 23% | 23% |
| West | 25% | 26% |

* Percentage of **total** Americans 16 and older living in each region

RAFTING: CROSSOVER ACTIVITY IN YEAR 2004

Among rafters in 2004, crossover participation is highest in hiking (72.9%), paved road bicycling (60.6%) and non-fly fishing (53.8%).

Four in 10 (41.2%) rafters also went canoeing in 2004—a versatile paddlesports population that totals 4 million Americans 16 and older.

| CROSSOVER PARTICIPATION INCIDENCE | | | | | Size of 2004 Crossover Participation Populations (Millions) |
|-----------------------------------|-----------------|-----------------|-----------------|-----------------|---|
| Activities | Rafters in 2001 | Rafters in 2002 | Rafters In 2003 | Rafters In 2004 | |
| Rafting | 100.0% | 100.0% | 100.0% | 100.0% | 9.6 |
| Hiking | 71.7% | 70.5% | 74.0% | 72.9% | 7.0 |
| Bicycling - Paved Road | 52.6% | 51.2% | 64.8% | 60.6% | 5.8 |
| Fishing (Non-Fly) | NA | NA | NA | 53.8% | 5.2 |
| Bicycling - Single Track | 40.4% | 41.0% | 36.7% | 45.8% | 4.4 |
| Trail Running | 35.7% | 38.2% | 36.9% | 44.7% | 4.3 |
| Car Camping | 47.8% | 41.0% | 44.0% | 43.6% | 4.2 |
| Canoeing | 43.0% | 44.2% | 49.3% | 41.2% | 4.0 |
| Bicycling - Dirt Road | 37.4% | 40.1% | 39.1% | 39.6% | 3.8 |
| Camping (Away from Car) | 26.5% | 27.2% | 28.2% | 29.0% | 2.8 |
| Backpacking | 29.1% | 22.6% | 26.8% | 22.2% | 2.1 |
| Fly-Fishing | 23.0% | 17.5% | 16.4% | 17.6% | 1.7 |
| Cross-Country/Nordic Skiing | 15.7% | 17.1% | 12.2% | 15.2% | 1.5 |
| Climbing - Natural Rock | 13.0% | 15.2% | 9.6% | 14.8% | 1.4 |
| Kayaking - Recreation/Sit-on-Top | 7.8% | 11.5% | 14.4% | 14.2% | 1.4 |
| Kayaking - Touring/Sea | 9.6% | 16.6% | 7.5% | 13.6% | 1.3 |
| Climbing - Artificial Wall | 10.4% | 15.6% | 9.0% | 12.7% | 1.2 |
| Bird Watching | 12.2% | 17.1% | 11.2% | 10.6% | 1.0 |
| Telemark Skiing | 5.7% | 6.0% | 6.1% | 10.1% | 0.970 |
| Kayaking - Whitewater | 7.8% | 12.0% | 6.7% | 8.4% | 0.806 |
| Snowshoeing | 7.4% | 7.8% | 7.7% | 7.9% | 0.758 |
| Climbing - Ice | 2.2% | 6.0% | 1.5% | 2.4% | 0.230 |

= Significant difference from 2002

OUTDOOR RECREATION PARTICIPATION STUDY

SNOWSHOEING

"Have you gone snowshoeing?"

SNOWSHOEING

SNOWSHOEING 2004: 4.7 million Participants, 888 thousand Enthusiasts

For the first time in seven years, snowshoeing showed a decline in Participant levels in 2004—a decline of 22% from the record high activity reported in 2002 and 2003.

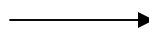
The news is not all dire for snowshoeing however:

- Enthusiast levels remain on par with recent years, revealing a large population of frequent snowshoers.
 - The six outings that snowshoers averaged in 2004 actually generated a greater number of total outings in 2004 (28 million) than in the two previous years when more people were snowshoeing, but fewer times during the year.
 - The Participant population is relatively diverse—reflecting favorably on the broadbased appeal of the activity.
-
- **Ethnicity:** Snowshoers tend to be nearly universally Caucasian (83%). In 2004, the number of Asian snowshoers declined by half.
 - **Age:** The majority (53%) of snowshoers are under the age of 35 in 2004. Snowshoers aged 35 to 44 participated in smaller numbers compared to previous years, while 45+ participated in greater numbers.
 - **Household Affluence:** Nearly eight in 10 (77%) of snowshoers report incomes of \$40k or more, a continuing trend.
 - **Region:** The regional profiles of snowshoers reveal that Participants in 2004 were more likely to call a state in the Northeast home and are less likely to live in the South Central region.

Hiking is a particularly popular activity among snowshoers—and crossover participation has increased over the past few years to the point where more than three-quarters of snowshoers also went hiking in 2004.

Year 2004 Events of Note

Affluent, empty nesters take up winter hiking.



Observation/Implication

Snowshoeing is a perfect winter outdoor hiking experience for those who want to stay fit and explore.

SNOWSHOEING: PARTICIPANT & ENTHUSIAST TRENDS

Overall Perspective: The steady growth in snowshoeing participation since 1998 experienced a setback in 2004.

Short-term Perspective (Compared to 2003): In 2004, snowshoeing Participant levels declined from the levels reported in the previous year.

The incidence of Enthusiast snowshoers in 2004 is aligned with 2003 levels.

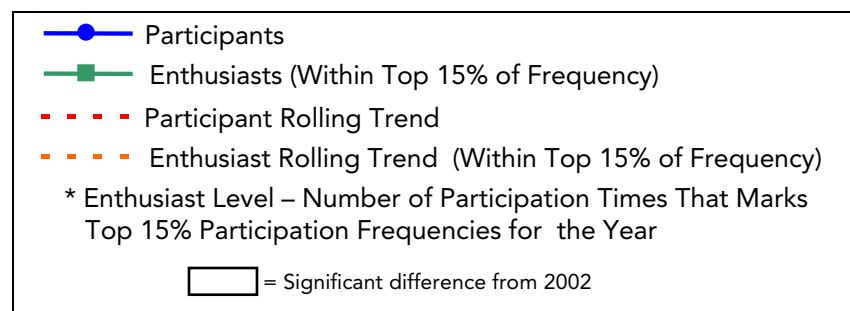
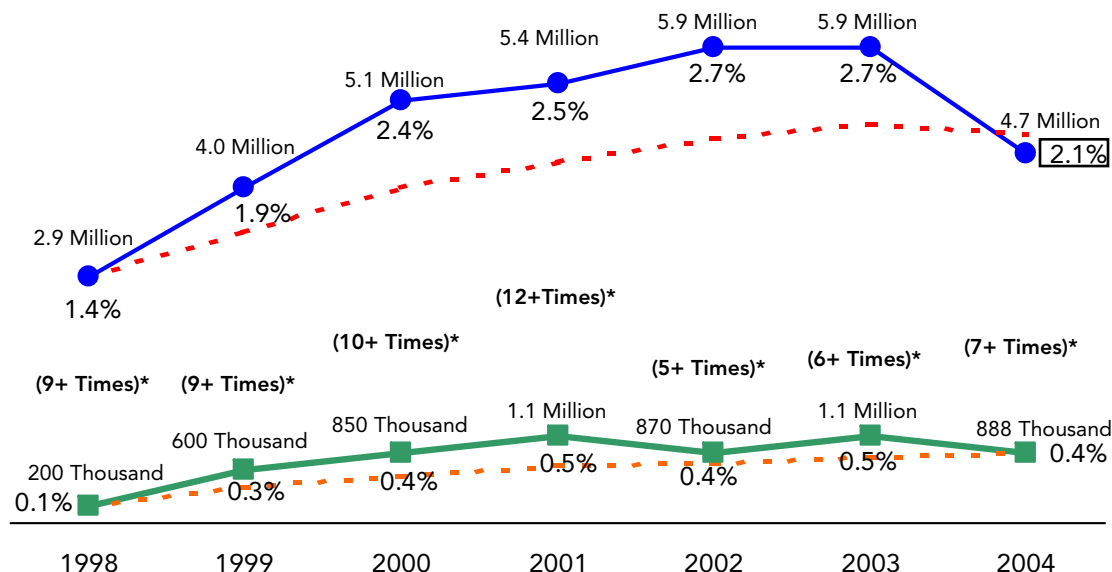
Three-Year Perspective (Compared to 2002): The incidence of snowshoeing Participants among the population of Americans 16 and older are down from 2002, but Enthusiast levels have remained constant.

Long-term Perspective (Compared to 1998): Despite a downturn in participation in 2004, snowshoeing remains a far more popular activity among Americans 16 and older than in 1998.

Although modest in number, the incidence of Enthusiast snowshoers has increased dynamically (+300%) since 1998.

Cumulative Perspective (Rolling Trend): Rolling trend Participant and Enthusiast levels reveal consistent growth.

Participation in Snowshoeing
% of U.S. Population Age 16 and Older



SNOWSHOEING FREQUENCY OF PARTICIPATION AND OUTINGS

The average number of times that Americans went snowshoeing in 2004 equals six outings. In total, snowshoers generated 28 million outings during 2004—up from 24 million in the previous year, but well-below the record number of outings taken in 2000 and 2001.

The snowshoer population has historically been comprised of a significant percentage of Participants who go on only one outing per year—nearly one-third (31%) of 2004 Participants fit this “casual” frequency profile.

Snowshoeing Frequency and Outings Among Americans 16 and Older

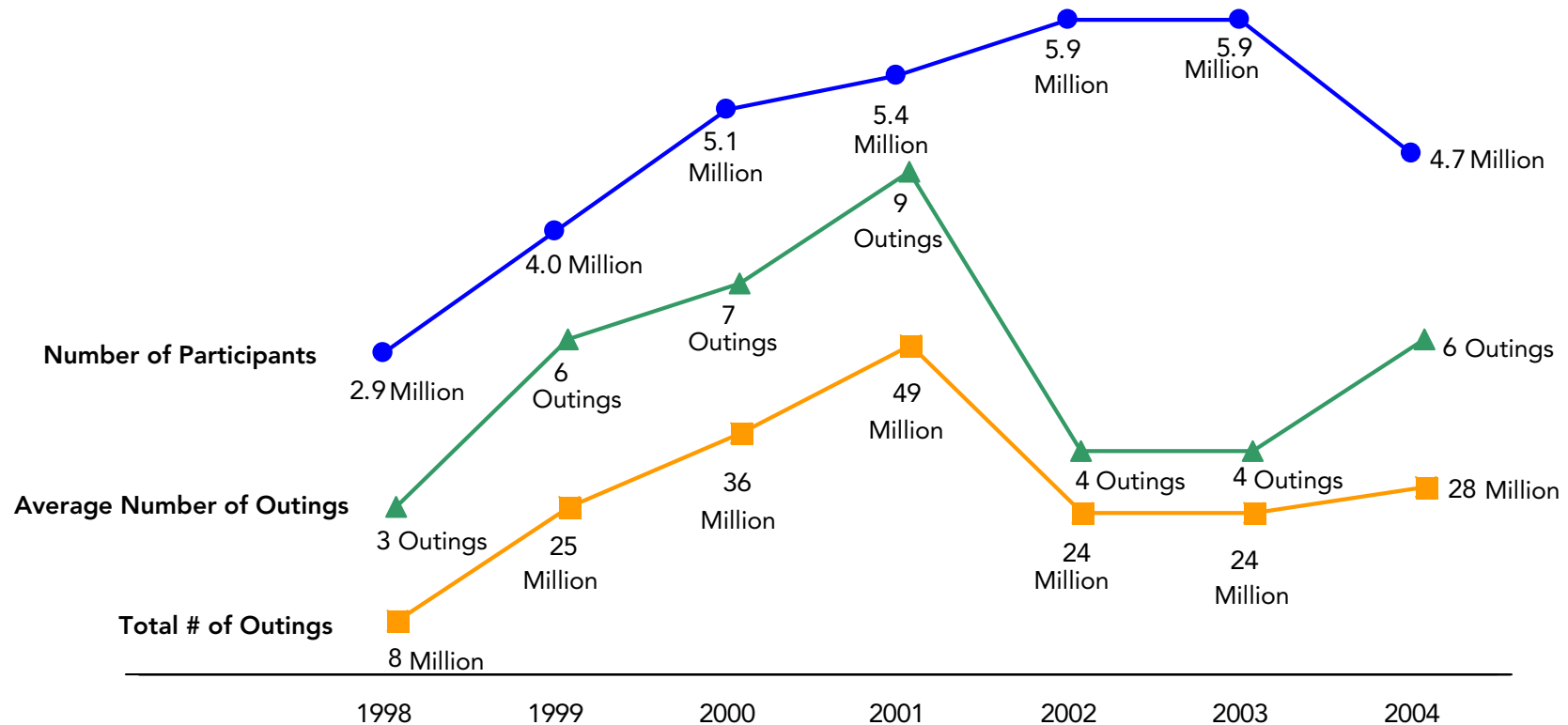
| Frequency | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|---------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 1 time | 44% | 30% | 39% | 34% | 34% | 39% | 31% |
| 2 times | 17% | 21% | 21% | 17% | 28% | 18% | 19% |
| 3 to 6 times | 33% | 27% | 21% | 25% | 24% | 28% | 31% |
| 7 to 10 times | 6% | 10% | 9% | 6% | 6% | 6% | 8% |
| 11 to 30 | 0% | 6% | 3% | 12% | 6% | 6% | 7% |
| 31 or more times | 0% | 6% | 8% | 6% | 2% | 3% | 4% |
| One-Time Frequency | 44% | 30% | 39% | 34% | 34% | 39% | 31% |
| Average Frequency | 3.0 | 6.0 | 7.0 | 9.0 | 4.0 | 4.0 | 6.0 |
| Total Outings (Millions) | 8 | 25 | 36 | 49 | 24 | 24 | 28 |

= Significant difference from 2002

SNOWSHOEING: PARTICIPATION and FREQUENCY – IMPACT ON TOTAL ANNUAL OUTINGS

Although the number of snowshoers declined in 2004—the activity remains healthy from a total outings perspective. The average frequency increased to six outings in 2004, yielding 28 million snowshoeing outings and compensating in some part for the decline in the number of Participants.

Snowshoeing: Participation, Frequency, Total Outings



SNOWSHOEING: DEMOGRAPHIC PROFILE TRENDS OF PARTICIPANTS

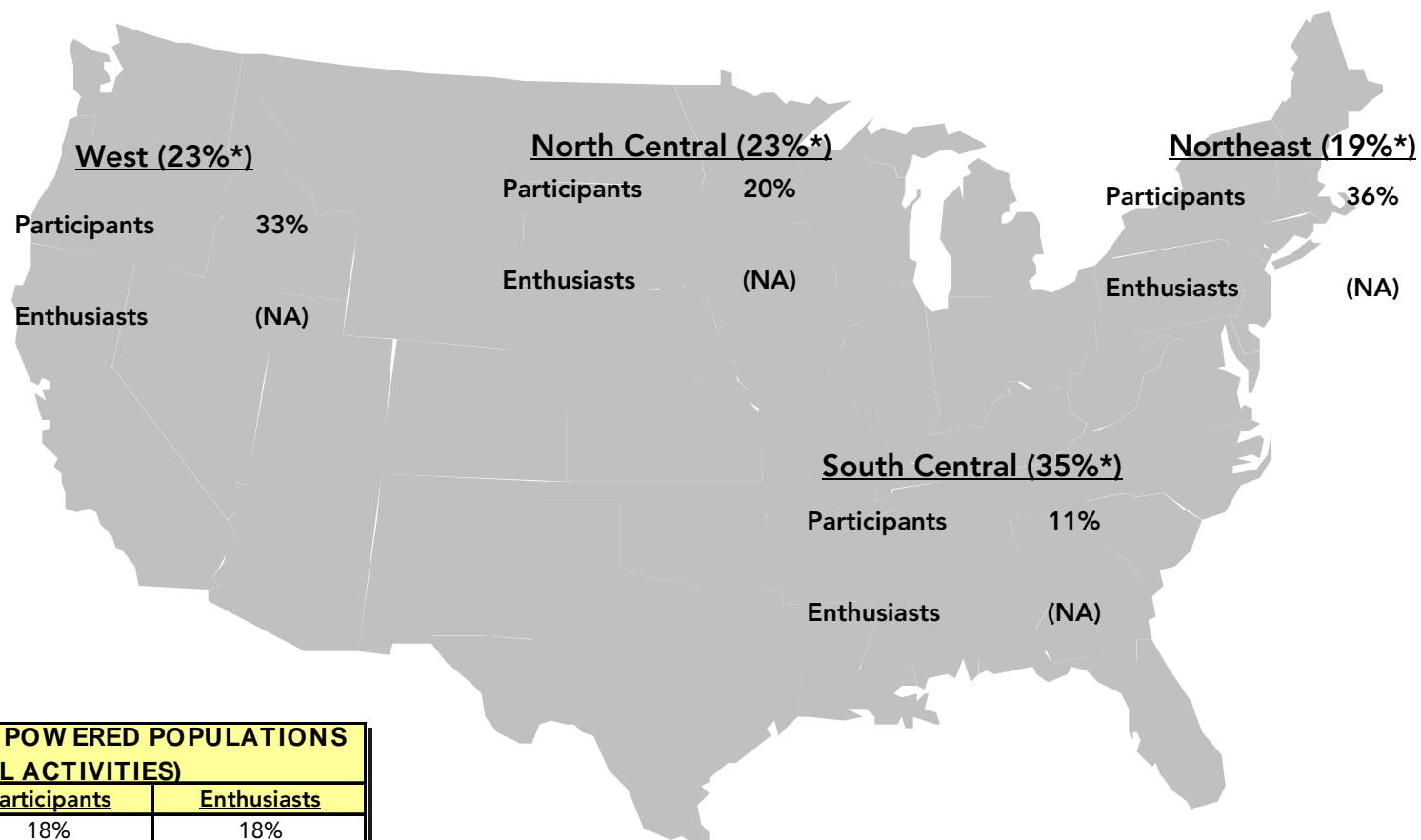
- The snowshoer Participant base continues to be comprised primarily of males—particularly in 2004 (70.0%).
- Snowshoers in year 2004 are sourced from all age groups—nearly one-half of Participants are between the ages of 16 and 34 (53%) and 35 years of age or older (47%).
- In 2004, more than three-quarters (77%) of snowshoeing Participants report a household income of more than \$40,000—identifying a more affluent population than in 2002.

| <u>Dimension</u> | <u>1998</u> | <u>1999</u> | <u>2000</u> | <u>2001</u> | <u>2002</u> | <u>2003</u> | <u>2004</u> |
|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <u>Gender</u> | | | | | | | |
| Male | 65% | 66% | 64% | 56% | 67% | 62% | 70% |
| Female | 35% | 34% | 36% | 44% | 33% | 38% | 30% |
| <u>Age</u> | | | | | | | |
| 16 to 24 | 30% | 20% | 24% | 32% | 30% | 25% | 26% |
| 25 to 34 | 25% | 25% | 15% | 27% | 19% | 26% | 27% |
| 35 to 44 | 20% | 18% | 25% | 17% | 20% | 18% | 10% |
| 45+ | 25% | 38% | 36% | 24% | 31% | 31% | 37% |
| <u>Marital Status</u> | | | | | | | |
| Married | 50% | 52% | 48% | 48% | 51% | 52% | 54% |
| Unmarried | 52% | 48% | 50% | 52% | 49% | 48% | 46% |
| <u>Ethnicity</u> | | | | | | | |
| Caucasian | 90% | 91% | 86% | 75% | 81% | 77% | 83% |
| African-American | 1% | 2% | 5% | 9% | 9% | 4% | 5% |
| Hispanic | 5% | 3% | 3% | 5% | 9% | 5% | 6% |
| Asian | 4% | 2% | 3% | 7% | 1% | 5% | 2% |
| Other | * | 2% | 3% | 4% | * | 9% | 4% |
| <u>Children <18</u> | | | | | | | |
| Yes | 50% | 29% | 39% | 35% | 39% | 48% | 35% |
| <u>Household Income</u> | | | | | | | |
| <\$40k | NA | 23% | 32% | 39% | 35% | 30% | 23% |
| \$40k - \$79k | NA | 39% | 39% | 36% | 35% | 49% | 39% |
| \$80k+ | NA | 25% | 30% | 25% | 31% | 21% | 38% |
| <u>Region</u> | | | | | | | |
| Northeast | 30% | 21% | 10% | 27% | 25% | 30% | 36% |
| South Central | 30% | 14% | 21% | 14% | 25% | 21% | 11% |
| North Central | 25% | 23% | 31% | 22% | 15% | 18% | 20% |
| West | 15% | 41% | 38% | 37% | 35% | 32% | 33% |

 = Significant difference from 2002

SNOWSHOEING: WHERE THEY LIVE IN YEAR 2004

Year 2004 snowshoers tend to live in one of two regions—Northeast (36%) and West (33%).



| TOTAL HUMAN POWERED POPULATIONS (ALL ACTIVITIES) | | |
|---|--------------|-------------|
| Region | Participants | Enthusiasts |
| Northeast | 18% | 18% |
| South Central | 34% | 33% |
| North Central | 23% | 23% |
| West | 25% | 26% |

* Percentage of **total** Americans 16 and older living in each region

SNOWSHOEING: CROSSOVER ACTIVITY IN YEAR 2004

During year 2003, more than three-quarters (79.7%) of snowshoeing Participants also went hiking—revealing a crossover population of nearly four million (3.7) Americans 16 and older.

Snowshoers also report strong levels of crossover participation in fishing (non fly) and paved road bicycling.

| Activities | CROSSOVER PARTICIPATION INCIDENCE | | | | Size of 2004 Crossover Participation Populations (Millions) |
|----------------------------------|-----------------------------------|--------------------|--------------------|--------------------|---|
| | Snowshoers In 2001 | Snowshoers In 2002 | Snowshoers In 2003 | Snowshoers In 2004 | |
| Snowshoeing | 100.0% | 100.0% | 100.0% | 100.0% | 4.7 |
| Hiking | 72.3% | 68.5% | 62.9% | 79.7% | 3.7 |
| Fishing (Non-Fly) | NA | NA | NA | 50.9% | 2.4 |
| Bicycling - Paved Road | 50.5% | 49.1% | 52.6% | 50.4% | 2.4 |
| Trail Running | 41.6% | 49.1% | 35.3% | 43.0% | 2.0 |
| Canoeing | 31.7% | 27.8% | 37.9% | 35.9% | 1.7 |
| Bicycling - Single Track | 46.5% | 41.7% | 31.9% | 34.4% | 1.6 |
| Bicycling - Dirt Road | 47.5% | 34.3% | 38.2% | 33.2% | 1.6 |
| Cross-Country/Nordic Skiing | 45.5% | 36.1% | 33.7% | 33.2% | 1.6 |
| Backpacking | 34.7% | 29.6% | 24.1% | 31.1% | 1.5 |
| Camping (Away from Car) | 19.8% | 25.9% | 26.4% | 30.8% | 1.4 |
| Fly-Fishing | 11.3% | 18.5% | 18.9% | 25.1% | 1.2 |
| Car Camping | 31.7% | 29.6% | 31.9% | 22.7% | 1.1 |
| Bird Watching | 15.8% | 18.5% | 13.6% | 22.7% | 1.1 |
| Rafting | 16.8% | 15.7% | 13.2% | 15.8% | 0.743 |
| Kayaking - Recreation/Sit-on-Top | 11.9% | 11.1% | 12.6% | 14.7% | 0.691 |
| Climbing - Artificial Wall | 15.8% | 10.2% | 7.2% | 14.3% | 0.672 |
| Telemark Skiing | 10.9% | 16.7% | 16.0% | 11.0% | 0.517 |
| Climbing - Natural Rock | 16.8% | 12.0% | 4.9% | 10.8% | 0.508 |
| Kayaking - Touring/Sea | 14.9% | 13.9% | 5.1% | 10.6% | 0.498 |
| Kayaking - Whitewater | 6.9% | 13.0% | 2.9% | 8.2% | 0.385 |
| Climbing - Ice | 5.0% | 10.2% | 2.0% | 7.9% | 0.371 |

= Significant difference from 2002

OUTDOOR RECREATION PARTICIPATION STUDY

TELEMARK SKIING

"Have you gone Telemark skiing - downhill with Telemark bindings that allow a free-heeled skiing experience

TELEMARK SKIING

TELEMARK SKIING 2004: 3.6 million Participants, 666 thousand Enthusiasts

Americans who Telemark ski share a distinct profile:

- More than two-thirds of Participants are male
- Participants tend to be young—nearly one half are between the ages of 16 and 24
- The majority of Telemark skiers are unmarried
- Eight in ten Telemark skiers are Caucasian
- Year 2004 Telemark skiers have a wide range of activities in which they also participate, including hiking, fishing (non fly), trail running, paved road bicycling, dirt road bicycling and car camping.

- **Ethnicity:** Although primarily a Caucasian sport, a number of Hispanics (8%) and Asians (5%) are also participating.
- **Age:** Telemark is dominated by younger participants. Three in five participants are between the ages of 16 and 34.
- **Household Affluence:** Following the age trend, two-thirds of Telemark skiers have incomes below \$80K.
- **Region:** Telemark skiers are geographically dispersed.

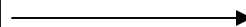
On average Americans went Telemark skiing four times during 2004, generating a total of 12 million outings. The incidence of Americans who participated only one time reached an all-time high of 45% in 2004.

Notes:

A revision made to the description of cross-country/Nordic skiing in 2001 may have impacted the trend results for cross-country/Nordic skiing.
The description of Telemark skiing was revised in 2003 to include the following – “downhill with Telemark bindings that allow a free-heeled skiing experience”

Year 2004 Events of Note

Young males are turned-on by the daddy of turning.



Observation/Implication

Youth keeps looking for different ways of skiing.

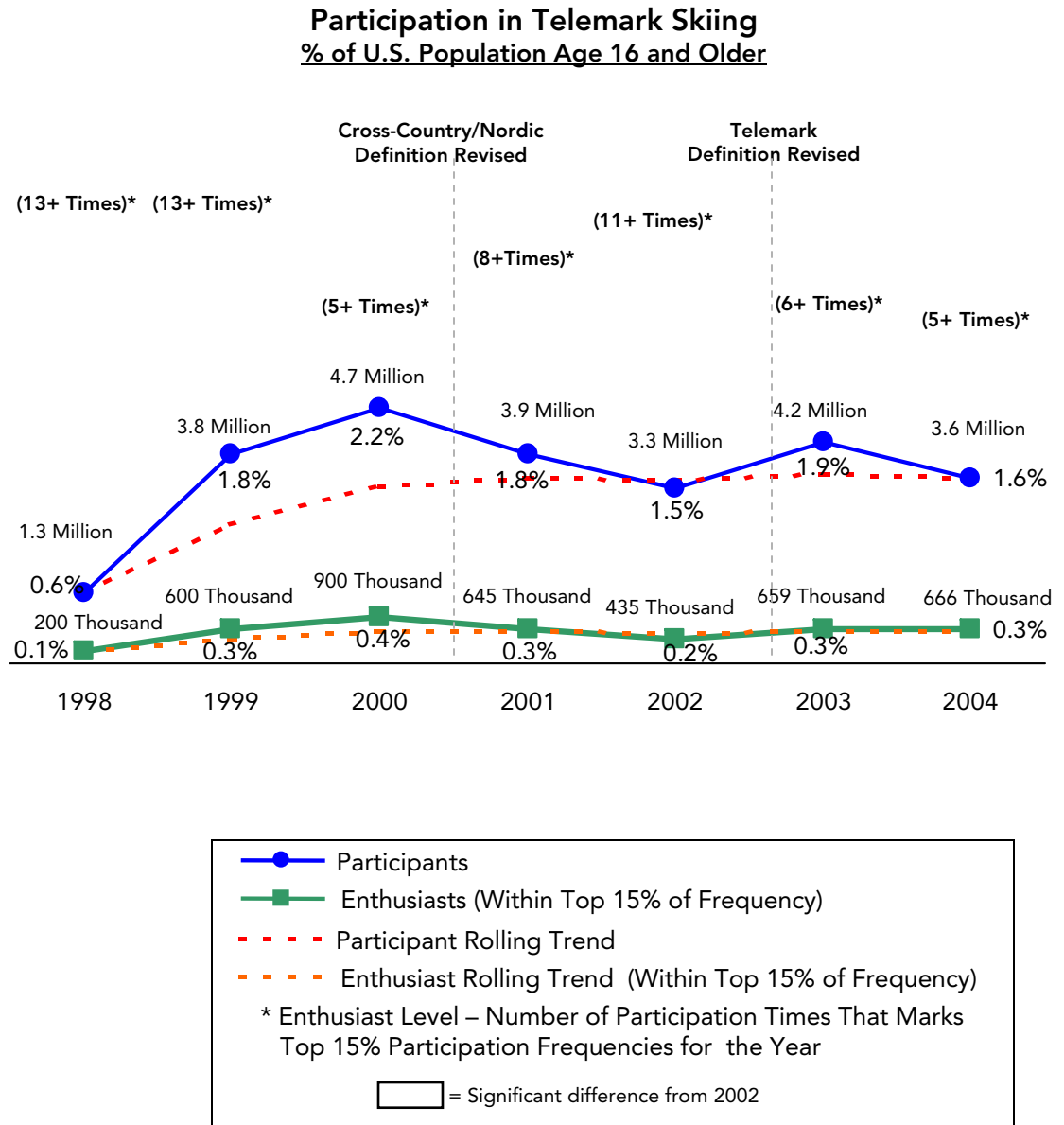
TELEMARK SKIING: PARTICIPANT & ENTHUSIAST TRENDS

Overall Perspective: Participation in Telemark skiing has been cyclical during the past seven years—highlighted by strong levels of participation in 2000 and in 2003.

Long-term Perspective (Compared to 1998): Compared to 1998, participation in Telemark skiing is up sharply—Participant and Enthusiast levels have increased dramatically.

Cumulative Perspective (Rolling Trend): Rolling trend results show a leveling off of Participant levels since year 2000.

Rolling trend Enthusiast levels have remained primarily stable over the past seven years.



TELEMARK SKIING FREQUENCY OF PARTICIPATION AND OUTINGS

The average number of times that Americans went Telemark skiing in 2004 equals four outings. In total, Telemark skiers generated 14 million outings during 2004—down from 21 million in the previous year.

During 2004 the Participant population is comprised of a high number of “casual” skiers—nearly one-half (45%) went Telemark skiing only once.

Telemark Skiing Frequency and Outings Among Americans 16 and Older

| Frequency | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|---------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 1 time | NA | 20% | 43% | 31% | 22% | 35% | 45% |
| 2 times | NA | 22% | 19% | 16% | 24% | 23% | 21% |
| 3 to 6 times | NA | 32% | 24% | 31% | 22% | 30% | 21% |
| 7 to 10 times | NA | 9% | 6% | 9% | 11% | 1% | 4% |
| 11 to 30 | NA | 15% | 4% | 11% | 7% | 8% | 9% |
| 31 or more times | NA | 2% | 4% | 2% | 14% | 3% | 0% |
| One-Time Frequency | NA | 20% | 43% | 31% | 22% | 35% | 45% |
| Average Frequency | NA | 6.0 | 4.0 | 6.0 | 8.0 | 5.0 | 4.0 |
| Total Outings (Millions) | NA | 24 | 17 | 21 | 26 | 21 | 14 |

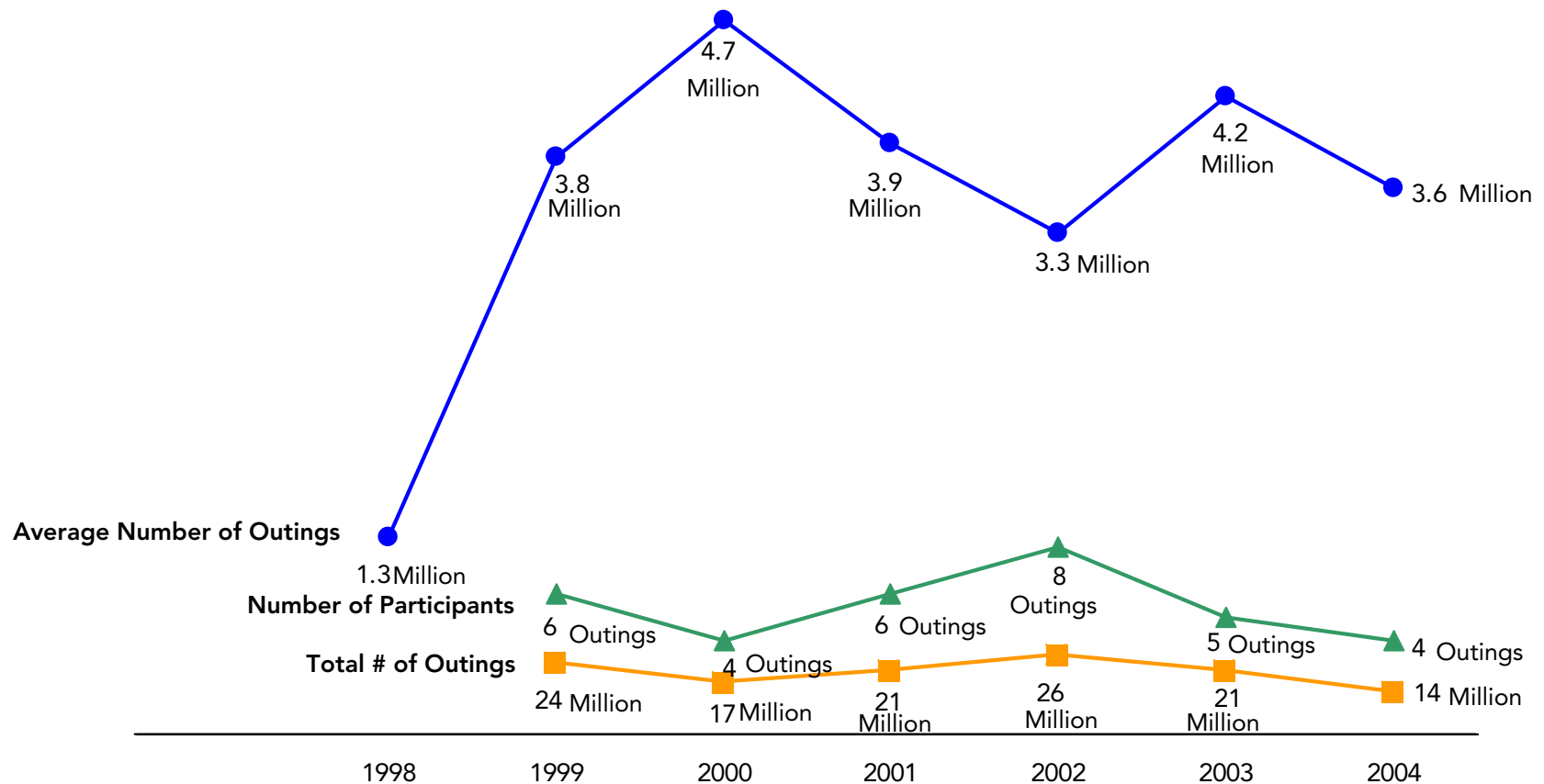
 = Significant difference from 2002

TELEMARK SKIING: PARTICIPATION and FREQUENCY – IMPACT ON TOTAL ANNUAL OUTINGS

During 2004, the total number of Telemark skiing outings reached an all-time low level (14 million).

Although the number of Americans participating in Telemark skiing during 2004 is in general alignment with recent years, the average number of outings slipped to four for the year—resulting in only 14 million total outings.

Telemark Skiing: Participation, Frequency, Total Outings



TELEMARK SKIING: DEMOGRAPHIC PROFILE TRENDS OF PARTICIPANTS

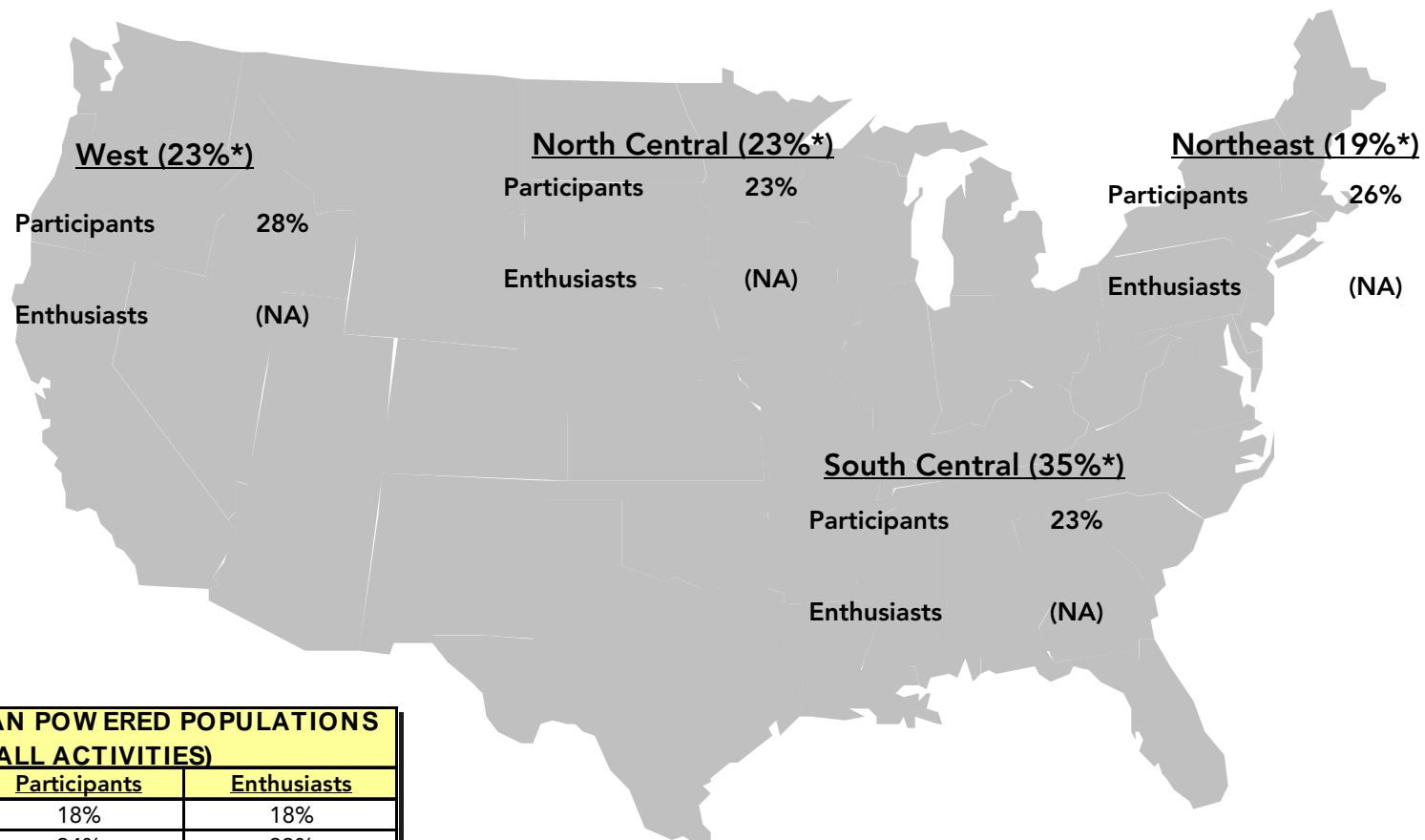
- Americans who went Telemark skiing in 2004 have a distinct profile—the majority of Participants are male (69%), between the ages of 16 and 34 (60%), unmarried (64%) and Caucasian (80%).

| <u>Dimension</u> | <u>1998</u> | <u>1999</u> | <u>2000</u> | <u>2001</u> | <u>2002</u> | <u>2003</u> | <u>2004</u> |
|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <u>Gender</u> | | | | | | | |
| Male | NA | 69% | 58% | 58% | 66% | 61% | 69% |
| Female | NA | 31% | 42% | 42% | 34% | 39% | 31% |
| <u>Age</u> | | | | | | | |
| 16 to 24 | NA | 16% | 37% | 40% | 42% | 41% | 46% |
| 25 to 34 | NA | 29% | 20% | 25% | 17% | 24% | 14% |
| 35 to 44 | NA | 20% | 33% | 17% | 25% | 17% | 20% |
| 45+ | NA | 22% | 22% | 18% | 16% | 18% | 20% |
| <u>Marital Status</u> | | | | | | | |
| Married | NA | 53% | 43% | 38% | 36% | 38% | 36% |
| Unmarried | NA | 47% | 57% | 62% | 64% | 62% | 64% |
| <u>Ethnicity</u> | | | | | | | |
| Caucasian | NA | 83% | 82% | 88% | 78% | 74% | 80% |
| African-American | NA | 4% | 4% | 1% | 8% | 5% | 3% |
| Hispanic | NA | 6% | 13% | 4% | 10% | 4% | 8% |
| Asian | NA | 2% | * | 3% | 2% | 7% | 5% |
| Other | NA | 5% | 1% | 4% | 2% | 10% | 4% |
| <u>Children <18</u> | | | | | | | |
| Yes | NA | 44% | 48% | 42% | 53% | 53% | 55% |
| <u>Household Income</u> | | | | | | | |
| <\$40k | NA | 20% | 22% | 36% | 41% | 17% | 35% |
| \$40k - \$79k | NA | 35% | 42% | 38% | 35% | 45% | 31% |
| \$80k+ | NA | 29% | 27% | 26% | 24% | 38% | 34% |
| <u>Region</u> | | | | | | | |
| Northeast | NA | 27% | 9% | 28% | 30% | 17% | 26% |
| South Central | NA | 29% | 28% | 16% | 27% | 32% | 23% |
| North Central | NA | 20% | 30% | 19% | 12% | 24% | 23% |
| West | NA | 24% | 32% | 36% | 30% | 27% | 28% |

= Significant difference from 2002

TELEMARK SKIING: WHERE THEY LIVE IN YEAR 2004

Americans 16 and older who went Telemark skiing in year 2004 are geographically dispersed.



| TOTAL HUMAN POWERED POPULATIONS (ALL ACTIVITIES) | | |
|---|--------------|-------------|
| Region | Participants | Enthusiasts |
| Northeast | 18% | 18% |
| South Central | 34% | 33% |
| North Central | 23% | 23% |
| West | 25% | 26% |

* Percentage of **total** Americans 16 and older living in each region

TELEMARK SKIING: CROSSOVER ACTIVITY IN YEAR 2004

Telemark Participants most often stay active by participating in a core set of activities that include hiking (63.9%), non-fly fishing (62.6%), trail running (60.2%), and paved road bicycling (59.8%).

Year 2004 Telemark skiers report higher levels of participation than their 2002 counterparts in a wide variety of activities.

| Activities | CROSSOVER PARTICIPATION INCIDENCE | | | | Size of 2004 Crossover Participation Populations (Millions) |
|----------------------------------|-----------------------------------|-------------------------|-------------------------|-------------------------|---|
| | Telemark Skiers In 2001 | Telemark Skiers In 2002 | Telemark Skiers In 2003 | Telemark Skiers In 2004 | |
| Telemark Skiing | 100% | 100% | 100% | 100.0% | 3.6 |
| Hiking | 67.1% | 62.7% | 49.1% | 63.9% | 2.3 |
| Fishing (Non-Fly) | NA | NA | NA | 62.6% | 2.3 |
| Trail Running | 42.5% | 52.5% | 36.7% | 60.2% | 2.2 |
| Bicycling - Paved Road | 52.1% | 47.5% | 56.5% | 59.8% | 2.2 |
| Bicycling - Single Track | 39.7% | 37.3% | 32.7% | 47.0% | 1.7 |
| Car Camping | 39.7% | 27.1% | 38.0% | 43.6% | 1.6 |
| Bicycling - Dirt Road | NA | 35.6% | 29.7% | 38.4% | 1.4 |
| Cross-Country/Nordic Skiing | 30.1% | 42.4% | 20.9% | 28.3% | 1.0 |
| Rafting | 17.8% | 22.0% | 15.0% | 26.6% | 1.0 |
| Canoeing | 20.5% | 28.8% | 22.9% | 25.5% | 0.918 |
| Fly-Fishing | 8.2% | 11.9% | 16.9% | 23.2% | 0.835 |
| Backpacking | 24.7% | 32.2% | 16.7% | 19.1% | 0.688 |
| Camping (Away from Car) | 24.7% | 30.5% | 22.8% | 16.9% | 0.608 |
| Bird Watching | 6.8% | 18.6% | 10.6% | 16.2% | 0.583 |
| Climbing - Artificial Wall | 16.4% | 22.0% | 16.0% | 15.8% | 0.569 |
| Snowshoeing | 15.1% | 30.5% | 22.5% | 14.5% | 0.522 |
| Climbing - Natural Rock | 21.9% | 16.9% | 11.6% | 14.4% | 0.518 |
| Kayaking - Recreation/Sit-on-Top | 4.1% | 10.2% | 13.2% | 11.0% | 0.396 |
| Kayaking - Whitewater | 6.8% | 11.9% | 2.9% | 9.9% | 0.356 |
| Kayaking - Touring/Sea | 6.8% | 15.3% | 4.9% | 7.3% | 0.263 |
| Climbing - Ice | 4.1% | 13.6% | 3.8% | 5.9% | 0.212 |

 = Significant difference from 2002

OUTDOOR RECREATION PARTICIPATION STUDY

TRAIL RUNNING

"Have you gone running on a non-paved trail?"

TRAIL RUNNING

TRAIL RUNNING 2004: 39.5 million Participants, 6.2 million Enthusiasts

In 2004, Americans who participate in trail running are:

- Primarily male and unmarried.
- Between the ages of 16 and 24
- Most likely to live in the West or South Central United States.
- Staying active when not trail running by participating in hiking, bicycling (paved road), fishing (non-fly), single track bicycling, and dirt road bicycling.
- **Ethnicity:** Comparatively, the trail running population is one of the most ethnically diverse of all of the human powered activities. Hispanics and African-Americans are well represented within both the Participant and Enthusiast populations, suggesting that trail running may represent a particularly promising “gateway” activity for drawing non-Caucasians to human powered activities.
- **Age:** Trend results reveal a steady growth from 1998 through 2004 in the presence of young (16 to 24) Americans among the Participant and Enthusiast populations. In 2004, Americans between the ages of 16 and 24 account for nearly one-half of trail runners.
- **Household Affluence:** Seven in 10 (71%) of trail runners report an annual household income of less than \$80k. Of these, the majority report incomes of between \$40K and \$79K.
- **Region:** In 2004, trail runners were more likely to live in the South Central (33%) region of the United States. The Northeast (17%) region experiences the lowest concentration of Americans 16 and older participating in trail running.

On average runners hit the trails 29 times during 2004—one of the highest average frequencies of any of the activities, and reflecting favorably on the level of commitment and affinity that Participants and Enthusiasts have for trail running.

Year 2004 Events of Note

Trail Runners, diverse and youthful, get fit in the out-of-doors

Observation/Implication

Easy to access with a low barrier to entry (all you need are shoes on your feet) this activity offers fitness in the out-of-doors.

TRAIL RUNNING: PARTICIPANT & ENTHUSIAST TRENDS

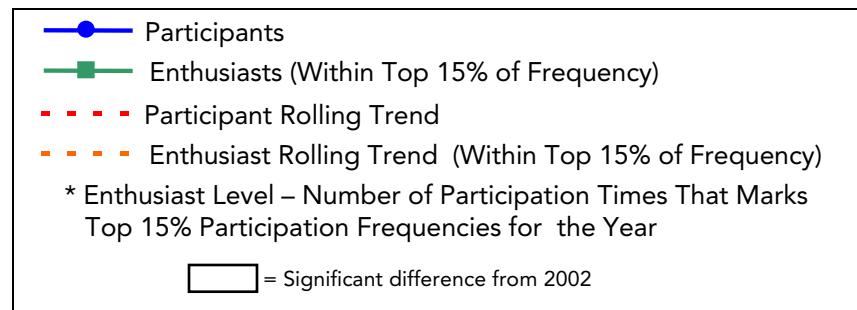
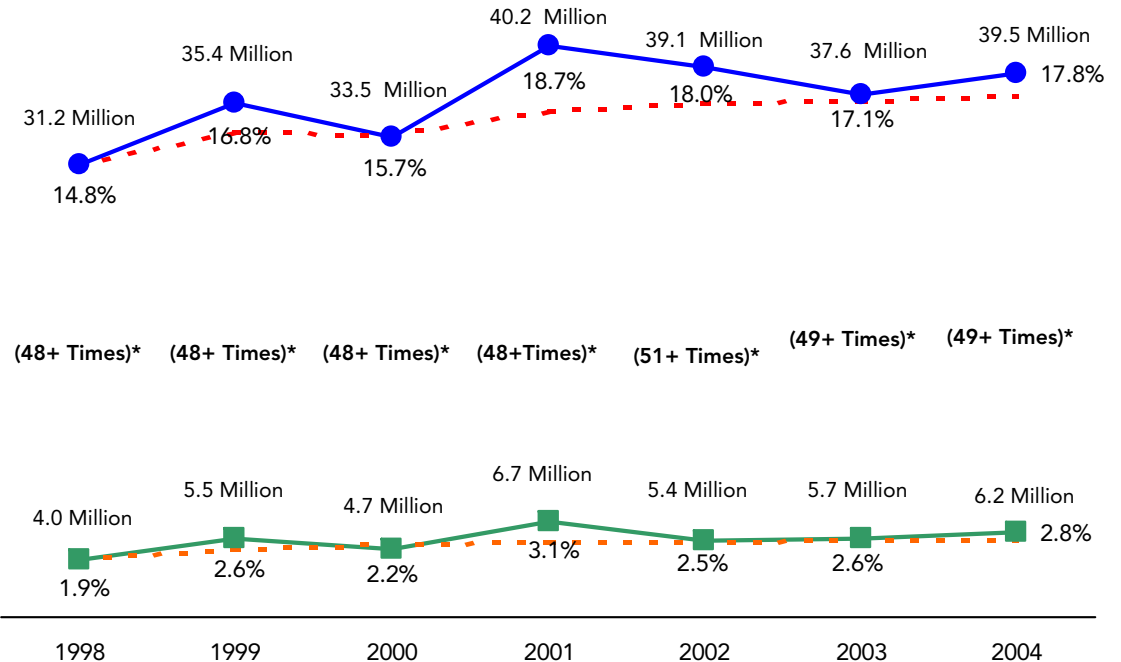
Overall Perspective: A strong level of participation in trail running during 2004 reverses a two year trend of declining participation.

Long-term Perspective (Compared to 1998): Participation in trail running has grown dynamically since 1998—Participant incidence up 20% and Enthusiast incidence has grown 47%.

Cumulative Perspective (Rolling Trend): Rolling trend results show steady growth in Participant levels since year 1998.

Rolling trend Enthusiast levels have remained primarily stable over the past seven years.

Participation in Trail Running
% of U.S. Population Age 16 and Older



TRAIL RUNNING FREQUENCY OF PARTICIPATION AND OUTINGS

The average number of times that Americans went trail running in 2004 is 29 times.

In total, trail runners generated 1.1 billion outings during 2004.

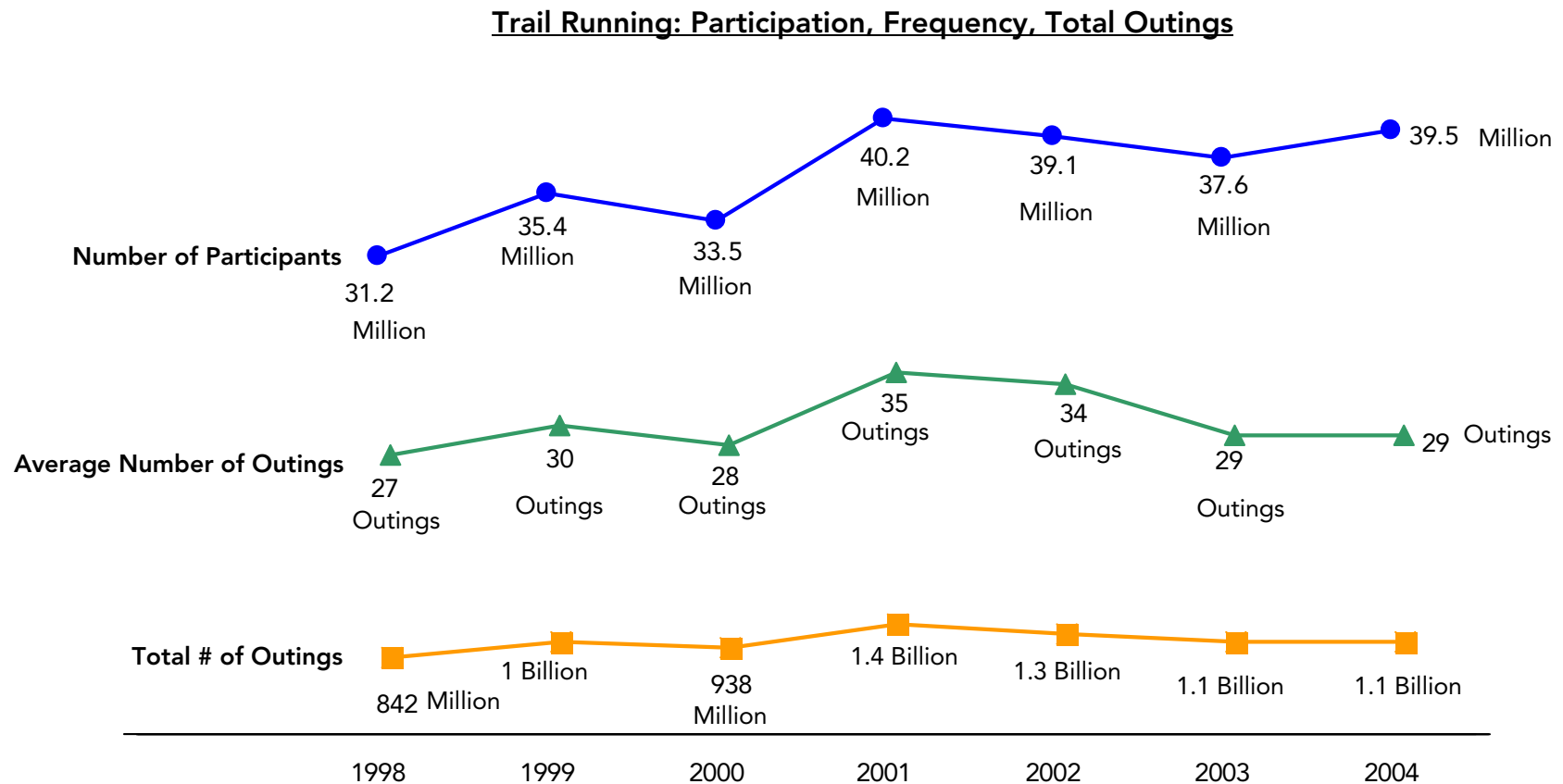
Trail Running Frequency and Outings Among Americans 16 and Older

| Frequency | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|---------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| 1 time | 8% | 9% | 10% | 9% | 9% | 9% | 9% |
| 2 times | 15% | 13% | 14% | 13% | 12% | 14% | 14% |
| 3 to 6 times | 36% | 24% | 26% | 28% | 27% | 28% | 28% |
| 7 to 10 times | 10% | 10% | 8% | 10% | 9% | 8% | 9% |
| 11 to 30 | 14% | 24% | 22% | 19% | 19% | 20% | 22% |
| 31 or more times | 17% | 20% | 20% | 21% | 24% | 21% | 18% |
| One-Time Frequency | 8% | 9% | 10% | 9% | 9% | 9% | 9% |
| Average Frequency | 27.0 | 30.0 | 28.0 | 35.0 | 34.0 | 29.0 | 29.0 |
| Total Outings | 842 Million | 1.0 Billion | 938 Million | 1.4 Billion | 1.3 Billion | 1.1 Billion | 1.1 Billion |

TRAIL RUNNING: PARTICIPATION and FREQUENCY – IMPACT ON TOTAL ANNUAL OUTINGS

Trail running participation peaked in 2001 and 2002 when record numbers of Americans 16 and older took to the trails—and at all-time high frequency levels.

During 2003 and 2004 the number of Americans participating in trail running has remained within reach of the 2001 and 2002 populations, but average frequency has dropped off—yielding comparatively fewer total outings in the past two years.



TRAIL RUNNING: DEMOGRAPHIC PROFILE TRENDS OF PARTICIPANTS

- Historically, males comprise the majority of the trail running Participant population and in 2004 nearly two-thirds (62%) of trail runners are male.
- Since 2000 the trail running Participant population has experienced a growing representation of young Americans and the trend is continued in 2004—nearly one-half (45%) of year 2004 Participants are between the ages of 16 and 24.
- Nearly three-quarters (73%) of Participants are Caucasian, however the year 2004 Participant population reflects a measurable degree of ethnic diversity—African-Americans (9%) and Hispanics (8%).

| <u>Dimension</u> | <u>1998</u> | <u>1999</u> | <u>2000</u> | <u>2001</u> | <u>2002</u> | <u>2003</u> | <u>2004</u> |
|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <u>Gender</u> | | | | | | | |
| Male | 55% | 61% | 61% | 59% | 62% | 63% | 62% |
| Female | 45% | 39% | 39% | 41% | 38% | 37% | 38% |
| <u>Age</u> | | | | | | | |
| 16 to 24 | 36% | 34% | 45% | 43% | 44% | 45% | 45% |
| 25 to 34 | 21% | 24% | 24% | 27% | 21% | 24% | 26% |
| 35 to 44 | 23% | 20% | 15% | 16% | 15% | 14% | 15% |
| 45+ | 20% | 23% | 16% | 14% | 20% | 17% | 14% |
| <u>Marital Status</u> | | | | | | | |
| Married | 41% | 40% | 36% | 34% | 38% | 37% | 36% |
| Unmarried | 59% | 60% | 64% | 66% | 62% | 63% | 64% |
| <u>Ethnicity</u> | | | | | | | |
| Caucasian | 80% | 77% | 74% | 77% | 78% | 75% | 73% |
| African-American | 9% | 11% | 10% | 9% | 9% | 9% | 9% |
| Hispanic | 7% | 7% | 10% | 7% | 7% | 7% | 8% |
| Asian | 4% | 3% | 3% | 3% | 3% | 3% | 3% |
| Other | * | 2% | 3% | 4% | 3% | 6% | 7% |
| <u>Children <18</u> | | | | | | | |
| Yes | 49% | 49% | 53% | 43% | 49% | 45% | 54% |
| <u>Household Income</u> | | | | | | | |
| <\$40k | NA | 29% | 37% | 40% | 36% | 35% | 34% |
| \$40k - \$79k | NA | 36% | 37% | 41% | 38% | 38% | 37% |
| \$80k+ | NA | 20% | 26% | 19% | 26% | 27% | 29% |
| <u>Region</u> | | | | | | | |
| Northeast | 18% | 15% | 9% | 20% | 18% | 19% | 17% |
| South Central | 37% | 38% | 36% | 31% | 33% | 35% | 33% |
| North Central | 19% | 20% | 23% | 19% | 23% | 18% | 20% |
| West | 26% | 27% | 32% | 30% | 26% | 28% | 30% |

 = Significant difference from 2002

TRAIL RUNNING: DEMOGRAPHIC PROFILE TRENDS OF ENTHUSIASTS

- In 2004 the gender profile of Enthusiasts continues to skew male (69%).
- Nearly one-half (47%) of year 2004 Enthusiasts are between the ages of 16 and 24.
- Compared to 2002, year 2004 trail running Enthusiasts are less likely to live in the North Central region of the United States.

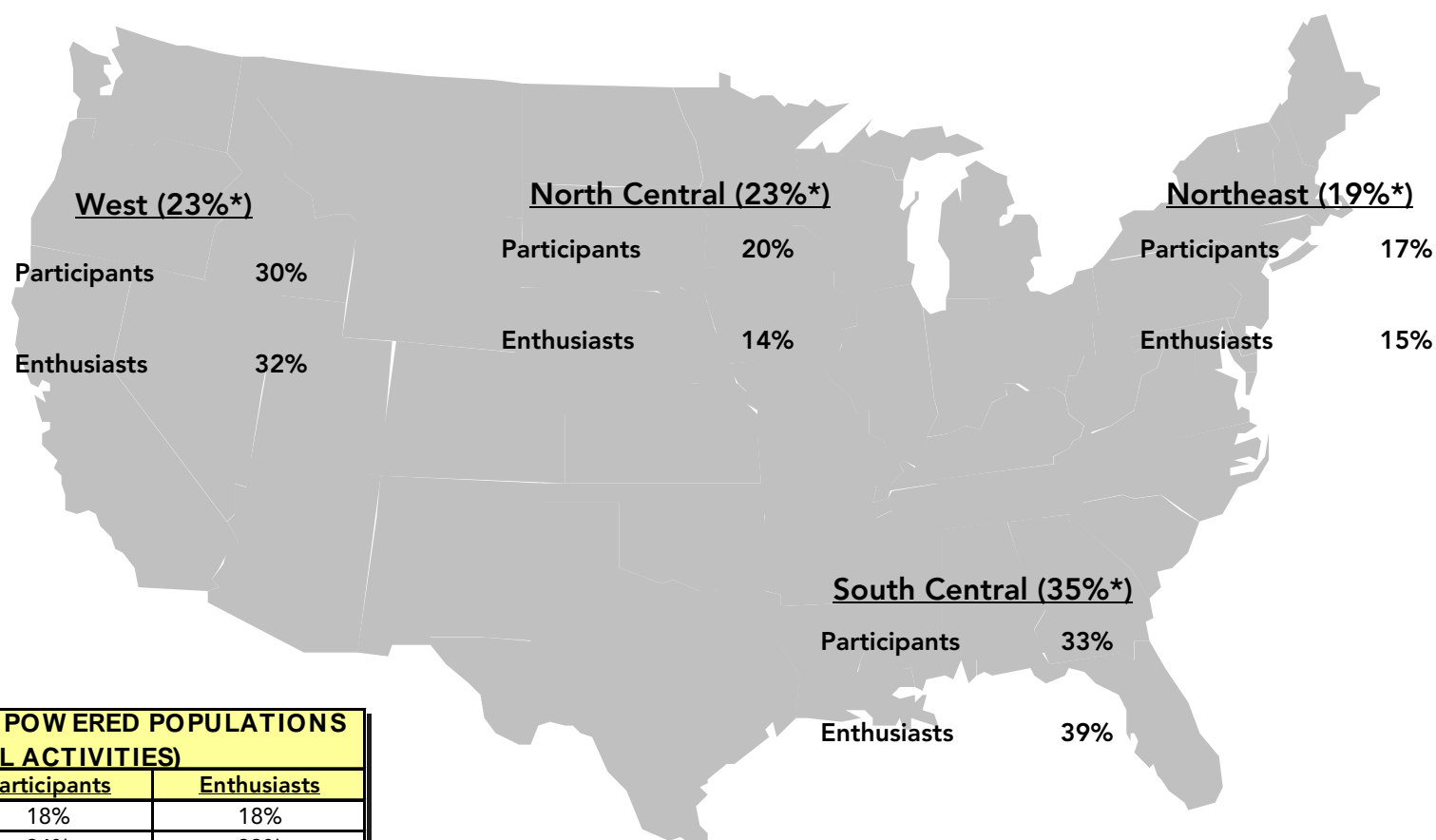
| <u>Dimension</u> | <u>1998</u> | <u>1999</u> | <u>2000</u> | <u>2001</u> | <u>2002</u> | <u>2003</u> | <u>2004</u> |
|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <u>Gender</u> | | | | | | | |
| Male | 55% | 65% | 64% | 63% | 73% | 73% | 69% |
| Female | 45% | 35% | 36% | 37% | 27% | 27% | 31% |
| <u>Age</u> | | | | | | | |
| 16 to 24 | 33% | 37% | 49% | 33% | 38% | 43% | 47% |
| 25 to 34 | 14% | 17% | 15% | 30% | 25% | 21% | 25% |
| 35 to 44 | 14% | 14% | 19% | 23% | 16% | 19% | 15% |
| 45+ | 38% | 32% | 17% | 14% | 21% | 17% | 13% |
| <u>Marital Status</u> | | | | | | | |
| Married | 45% | 35% | 29% | 40% | 38% | 41% | 33% |
| Unmarried | 55% | 65% | 71% | 60% | 62% | 59% | 67% |
| <u>Ethnicity</u> | | | | | | | |
| Caucasian | 78% | 78% | 72% | 78% | 82% | 68% | 77% |
| African-American | 10% | 7% | 11% | 6% | 7% | 13% | 7% |
| Hispanic | 7% | 7% | 6% | 8% | 8% | 12% | 7% |
| Asian | 3% | 1% | 4% | 3% | 1% | 2% | 1% |
| Other | 2% | 7% | 7% | 5% | 2% | 5% | 8% |
| <u>Children <18</u> | | | | | | | |
| Yes | 41% | 44% | 56% | 39% | 39% | 39% | 44% |
| <u>Household Income</u> | | | | | | | |
| <\$40k | NA | 22% | 34% | 29% | 36% | 39% | 27% |
| \$40k - \$79k | NA | 40% | 35% | 43% | 44% | 38% | 42% |
| \$80k+ | NA | 22% | 31% | 28% | 20% | 23% | 31% |
| <u>Region</u> | | | | | | | |
| Northeast | 13% | 19% | 6% | 27% | 14% | 16% | 15% |
| South Central | 36% | 33% | 32% | 29% | 37% | 39% | 39% |
| North Central | 16% | 15% | 17% | 18% | 26% | 18% | 14% |
| West | 36% | 32% | 46% | 26% | 23% | 35% | 32% |

= Significant difference from 2002

TRAIL RUNNING: WHERE THEY LIVE IN YEAR 2004

One-third (33%) of year 2004 Participants call a state in the South home, followed by the West (30%).

Enthusiast trail runners are most likely to live in the South Central (39%) and the West (32%)—regions that have weather that is conducive to year-round activity.



| TOTAL HUMAN POWERED POPULATIONS (ALL ACTIVITIES) | | |
|---|--------------|-------------|
| Region | Participants | Enthusiasts |
| Northeast | 18% | 18% |
| South Central | 34% | 33% |
| North Central | 23% | 23% |
| West | 25% | 26% |

* Percentage of **total** Americans 16 and older living in each region

TRAIL RUNNING: CROSSOVER ACTIVITY

Nearly two-thirds (65.1%) of trail runners also participated in hiking—the most popular crossover activity among year 2004 trail runners.

Paved road bicycling is a popular activity among trail runners and crossover participation has increased when compared to 2002.

| CROSSOVER PARTICIPATION INCIDENCE | | | | | Size of 2004 Crossover Participation Populations (Millions) |
|-----------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|---|
| Activities | Trail Runners in 2001 | Trail Runners in 2002 | Trail Runners In 2003 | Trail Runners In 2004 | |
| Trail Running | 100.0% | 100.0% | 100.0% | 100.0% | 39.5 |
| Hiking | 61.0% | 61.2% | 61.3% | 65.1% | 25.8 |
| Bicycling - Paved Road | 56.8% | 53.4% | 57.9% | 60.3% | 23.8 |
| Fishing (Non-Fly) | NA | NA | NA | 49.0% | 19.5 |
| Bicycling - Single Track | 43.0% | 43.8% | 40.7% | 43.2% | 17.1 |
| Bicycling - Dirt Road | 41.0% | 40.1% | 38.7% | 42.3% | 16.7 |
| Car Camping | 31.3% | 31.4% | 30.5% | 30.0% | 11.9 |
| Canoeing | 19.8% | 17.7% | 18.8% | 22.1% | 8.7 |
| Camping (Away from Car) | 17.8% | 18.1% | 16.8% | 18.5% | 7.4 |
| Backpacking | 16.5% | 15.9% | 15.2% | 14.1% | 5.6 |
| Fly-Fishing | 11.2% | 8.5% | 8.3% | 12.4% | 4.9 |
| Rafting | 11.0% | 11.5% | 10.1% | 10.7% | 4.3 |
| Cross-Country/Nordic Skiing | 13.4% | 15.0% | 10.9% | 9.8% | 3.9 |
| Bird Watching | 12.7% | 12.8% | 10.2% | 9.2% | 3.6 |
| Kayaking - Recreation/Sit-on-Top | 5.4% | 7.6% | 7.6% | 8.7% | 3.5 |
| Climbing - Artificial Wall | 8.6% | 10.7% | 10.0% | 8.7% | 3.5 |
| Kayaking - Touring/Sea | 7.6% | 9.3% | 7.6% | 7.7% | 3.0 |
| Climbing - Natural Rock | 9.0% | 10.4% | 6.8% | 7.1% | 2.9 |
| Telemark Skiing | 4.1% | 4.3% | 4.0% | 5.5% | 2.2 |
| Snowshoeing | 5.6% | 7.4% | 5.6% | 5.2% | 2.0 |
| Kayaking - Whitewater | 3.5% | 5.3% | 2.0% | 3.6% | 1.4 |
| Climbing - Ice | 2.3% | 4.0% | 0.6% | 1.6% | 0.632 |

= Significant difference from 2002

OUTDOOR RECREATION PARTICIPATION STUDY

NEW ACTIVITIES ADDED SINCE 1998

OUTDOOR RECREATION PARTICIPATION STUDY

BIRD WATCHING

"Have you gone on a bird watching excursion that involved traveling more than one-quarter of a mile from your home?"

BIRD WATCHING

BIRD WATCHING 2004: 15.1 million Participants, 2.2 million Enthusiasts

In 2004, bird watching Participants tend to be:

- Female, by a slight margin.
- Age 45 and older.
- Living in the South Central region of the United States.
- Of Caucasian ethnicity.

During the early years of the decade, bird watching benefited from the involvement of a diverse population of Participants. But in the past two years the profile of bird watchers has sharpened and as a result Participant levels have declined—revealing an activity that primarily draws older Americans.

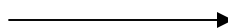
The Bird Watching population has experienced very few shifts in the last four years:

- **Ethnicity:** Since 2001, the ethnicity of birdwatchers has remained relatively stable. The overwhelming majority of birdwatchers tend to be Caucasian.
- **Age:** Trending analysis shows a considerable growth in 35-44 year-old bird watchers over the last year. Bird watching as a whole is losing popularity among those aged 16-24.
- **Household Affluence:** In 2004, 43% of bird watchers report a household income between \$40K and \$79K. Year to year comparison of income yields little change.
- **Region:** Nearly one-third (31%) of bird watchers reside in the South Central region of the United States.

During 2004, Participants averaged 11 bird watching outings—well below the average number of outings reported in previous years. The combination of fewer Americans participating, and the lower number of outings taken, yielded the fewest number of total outings in the past four years—by a very wide margin.

Year 2004 Events of Note

Youth not looking at the birds.



Observation/Implication

This activity appeals primarily to women and older Americans. Organize group hikes to observe local wildlife and bird migrations.

BIRD WATCHING: PARTICIPANT & ENTHUSIAST TRENDS

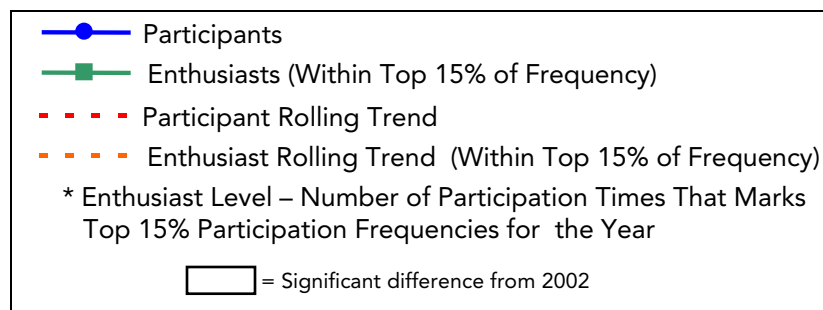
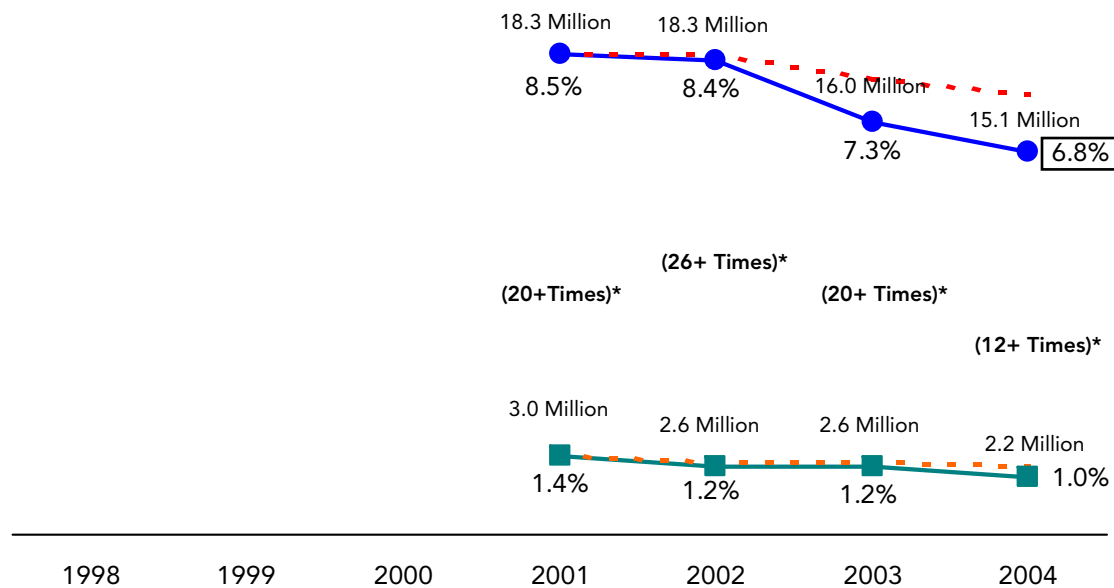
Overall Perspective: For the second consecutive year American participation in bird watching showed sharp declines from the levels reported in 2001 and 2002.

Three-Year Perspective (Compared to 2002): Participation in bird watching is significantly lower in 2004 than in 2002, but Enthusiast levels have remained primarily unchanged.

Cumulative Perspective (Rolling Trend): Rolling trend results show a Participant level that is diminishing—driven down by the sharp decreases in the past two years.

Rolling trend Enthusiast levels have remained unchanged over the past four years.

Participation in Bird Watching
% of U.S. Population Age 16 and Older



BIRD WATCHING FREQUENCY OF PARTICIPATION AND OUTINGS

The combination of fewer Americans participating in bird watching, and a lower average number of outings, yields the smallest number of total outings registered in four years – 166 million.

Approximately one-quarter of bird watchers in 2001 through 2004 limited their participation to one excursion.

Bird Watching Frequency and Outings Among Americans 16 and Older

| Frequency | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|---------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 1 time | NA | NA | NA | 27% | 25% | 24% | 29% |
| 2 times | NA | NA | NA | 20% | 18% | 19% | 17% |
| 3 to 6 times | NA | NA | NA | 24% | 24% | 28% | 31% |
| 7 to 10 times | NA | NA | NA | 6% | 6% | 6% | 6% |
| 11 to 30 | NA | NA | NA | 10% | 12% | 11% | 11% |
| 31 or more times | NA | NA | NA | 13% | 15% | 12% | 6% |
| One-Time Frequency | NA | NA | NA | 27% | 25% | 24% | 29% |
| Average Frequency | NA | NA | NA | 31.0 | 35.0 | 21.0 | 11.0 |
| Total Outings (Millions) | NA | NA | NA | 567 | 641 | 336 | 166 |

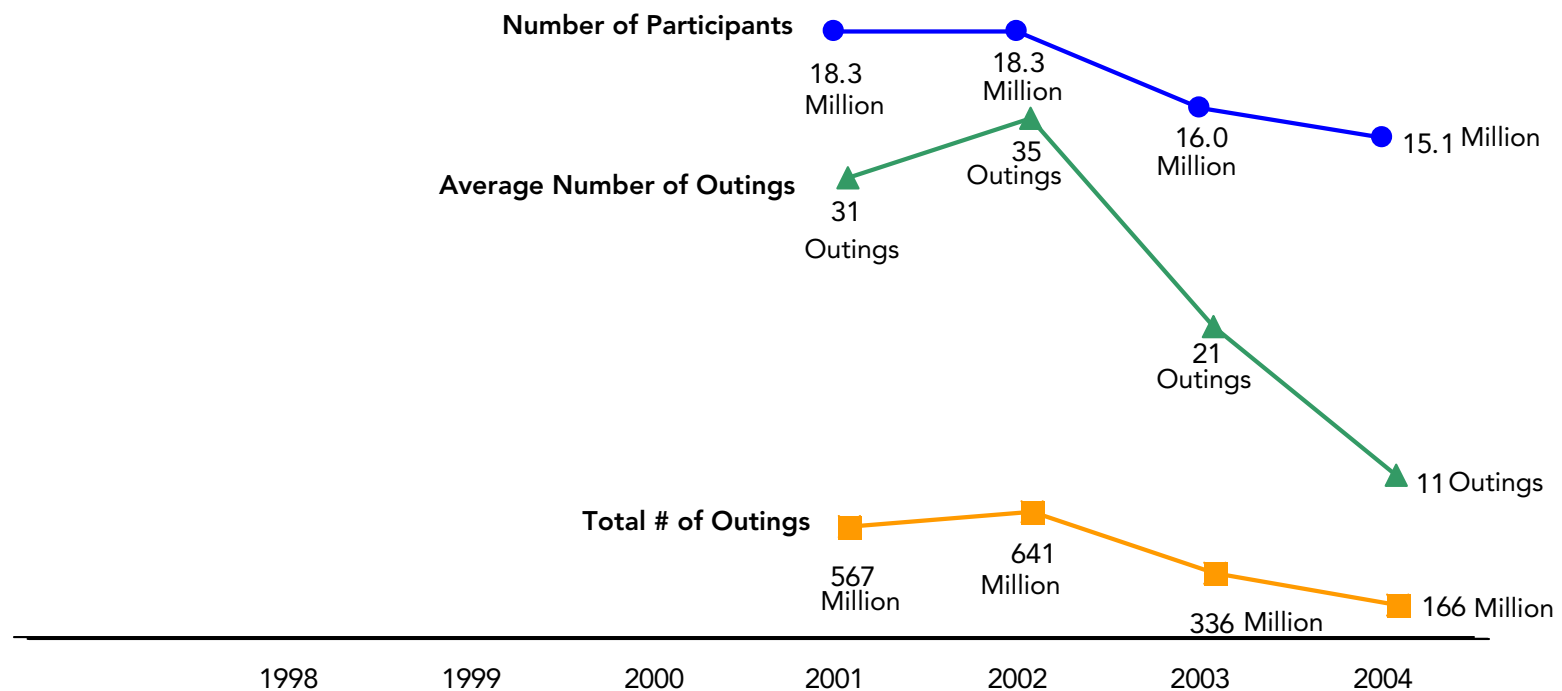
 = Significant difference from 2002

BIRDWATCHING: PARTICIPATION and FREQUENCY – IMPACT ON TOTAL ANNUAL OUTINGS

Recent birdwatching participation has dropped off from the strong levels measured in the early 2000s.

The combination of fewer Americans participating in the activity and a sharp decrease in the number of average outings has lead to a total number of outings in 2003 and 2004 that registered well-below the total number of outings generated in 2001 and 2002.

Birdwatching: Participation, Frequency, Total Outings



BIRD WATCHING: DEMOGRAPHIC PROFILE TRENDS OF PARTICIPANTS

- During 2004, more than one-half (52%) of Americans participating in bird watching are female—one of only two (car camping) human powered activities with a majority female population.
- Year 2004 bird watchers are the oldest Participant group—with more than one-half (51%) age 45 or older.
- As in recent years, bird watchers in 2004 are most likely to live in the South Central region of the United States (31%).

| <u>Dimension</u> | <u>1998</u> | <u>1999</u> | <u>2000</u> | <u>2001</u> | <u>2002</u> | <u>2003</u> | <u>2004</u> |
|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <u>Gender</u> | | | | | | | |
| Male | NA | NA | NA | 50% | 47% | 55% | 48% |
| Female | NA | NA | NA | 50% | 53% | 45% | 52% |
| <u>Age</u> | | | | | | | |
| 16 to 24 | NA | NA | NA | 15% | 14% | 14% | 11% |
| 25 to 34 | NA | NA | NA | 16% | 16% | 17% | 16% |
| 35 to 44 | NA | NA | NA | 23% | 16% | 17% | 22% |
| 45+ | NA | NA | NA | 46% | 54% | 52% | 51% |
| <u>Marital Status</u> | | | | | | | |
| Married | NA | NA | NA | 52% | 54% | 56% | 61% |
| Unmarried | NA | NA | NA | 48% | 46% | 44% | 39% |
| <u>Ethnicity</u> | | | | | | | |
| Caucasian | NA | NA | NA | 82% | 85% | 81% | 84% |
| African-American | NA | NA | NA | 5% | 8% | 3% | 6% |
| Hispanic | NA | NA | NA | 5% | 2% | 7% | 4% |
| Asian | NA | NA | NA | 2% | 3% | 3% | 2% |
| Other | NA | NA | NA | 6% | 2% | 6% | 4% |
| <u>Children <18</u> | | | | | | | |
| Yes | NA | NA | NA | 34% | 29% | 37% | 45% |
| <u>Household Income</u> | | | | | | | |
| <\$40k | NA | NA | NA | 42% | 43% | 34% | 37% |
| \$40k - \$79k | NA | NA | NA | 40% | 37% | 44% | 43% |
| \$80k+ | NA | NA | NA | 18% | 21% | 22% | 20% |
| <u>Region</u> | | | | | | | |
| Northeast | NA | NA | NA | 22% | 19% | 18% | 21% |
| South Central | NA | NA | NA | 27% | 36% | 32% | 31% |
| North Central | NA | NA | NA | 26% | 24% | 28% | 23% |
| West | NA | NA | NA | 26% | 22% | 22% | 25% |

= Significant difference from 2002

BIRD WATCHING: DEMOGRAPHIC PROFILE TRENDS OF ENTHUSIASTS

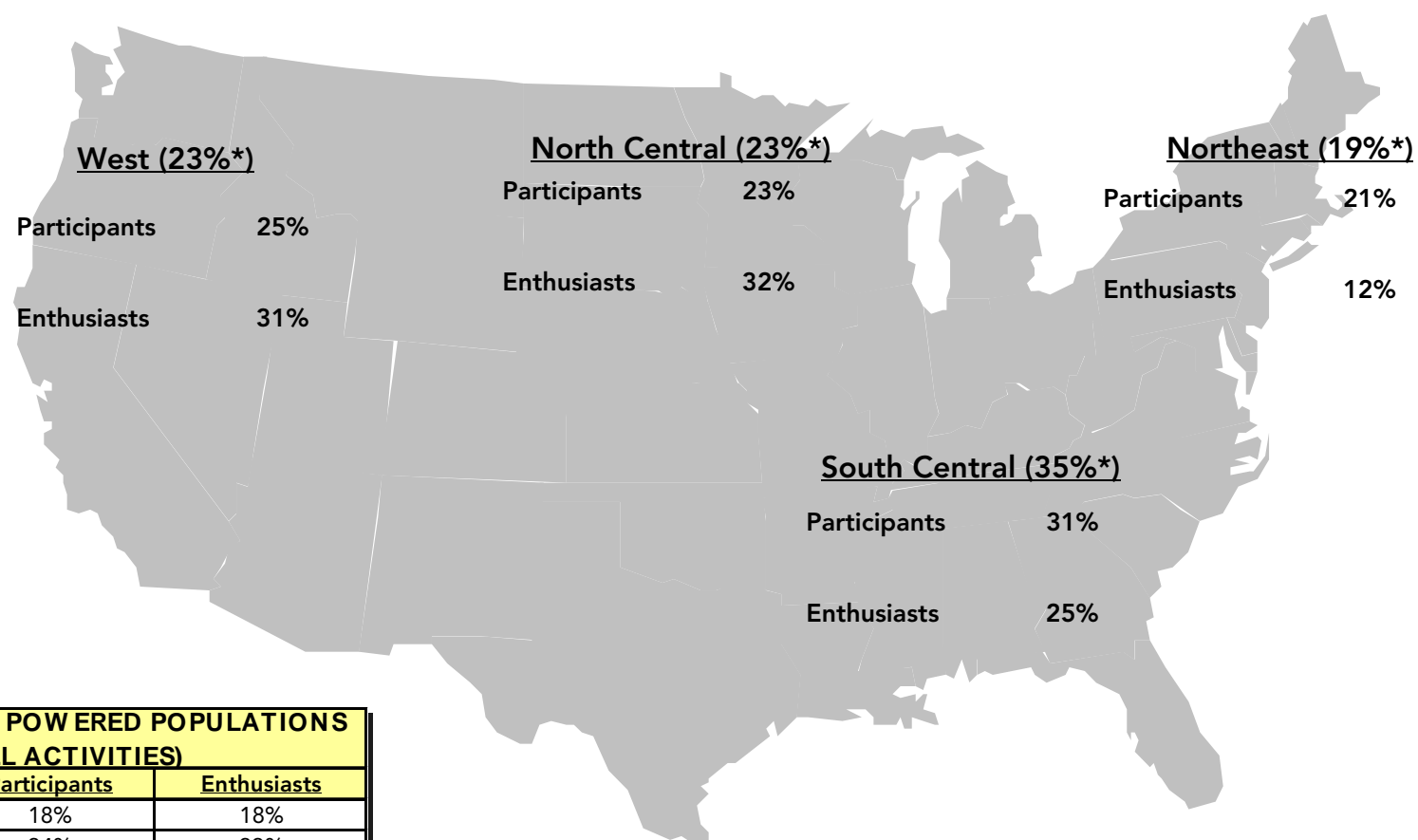
- Nearly two-thirds (61%) of the year 2004 bird watching Enthusiast population are male—a reversal of the majority female Enthusiast population identified in 2002.
- The bird watching Enthusiast population is the oldest of any human powered activities tracked--nearly two-thirds (61%) of Enthusiast are 45 and older.

| <u>Dimension</u> | <u>1998</u> | <u>1999</u> | <u>2000</u> | <u>2001</u> | <u>2002</u> | <u>2003</u> | <u>2004</u> |
|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <u>Gender</u> | | | | | | | |
| Male | NA | NA | NA | 54% | 44% | 66% | 61% |
| Female | NA | NA | NA | 46% | 56% | 34% | 39% |
| <u>Age</u> | | | | | | | |
| 16 to 24 | NA | NA | NA | 9% | 8% | 19% | * |
| 25 to 34 | NA | NA | NA | 11% | 17% | 16% | 20% |
| 35 to 44 | NA | NA | NA | 25% | 10% | 18% | 19% |
| 45+ | NA | NA | NA | 55% | 65% | 47% | 61% |
| <u>Marital Status</u> | | | | | | | |
| Married | NA | NA | NA | 47% | 63% | 51% | 65% |
| Unmarried | NA | NA | NA | 53% | 37% | 49% | 35% |
| <u>Ethnicity</u> | | | | | | | |
| Caucasian | NA | NA | NA | 88% | 84% | 80% | 78% |
| African-American | NA | NA | NA | 4% | 5% | 2% | 4% |
| Hispanic | NA | NA | NA | 0% | 2% | 9% | 3% |
| Asian | NA | NA | NA | 2% | 1% | * | * |
| Other | NA | NA | NA | 6% | 8% | 9% | 15% |
| <u>Children <18</u> | | | | | | | |
| Yes | NA | NA | NA | 27% | 21% | 33% | 44% |
| <u>Household Income</u> | | | | | | | |
| <\$40k | NA | NA | NA | 47% | 47% | 31% | 39% |
| \$40k - \$79k | NA | NA | NA | 33% | 37% | 40% | 46% |
| \$80k+ | NA | NA | NA | 20% | 16% | 29% | 15% |
| <u>Region</u> | | | | | | | |
| Northeast | NA | NA | NA | 15% | 10% | 18% | 12% |
| South Central | NA | NA | NA | 36% | 35% | 41% | 25% |
| North Central | NA | NA | NA | 15% | 27% | 22% | 32% |
| West | NA | NA | NA | 34% | 27% | 18% | 31% |

= Significant difference from 2002

BIRD WATCHING: WHERE THEY LIVE IN YEAR 2004

Americans 16 and older who participated in bird watching during 2004 are most likely to live in the South Central region of the U.S.—one-third (31%).



| TOTAL HUMAN POWERED POPULATIONS (ALL ACTIVITIES) | | |
|---|--------------|-------------|
| Region | Participants | Enthusiasts |
| Northeast | 18% | 18% |
| South Central | 34% | 33% |
| North Central | 23% | 23% |
| West | 25% | 26% |

* Percentage of **total** Americans 16 and older living in each region

BIRD WATCHING: CROSSOVER ACTIVITY IN YEAR 2004

The majority of Americans who went bird watching in 2004 also participated in hiking—most likely considering the two activities to be complementary.

The older age profile of the population influences the activities in which bird watchers also participate—less strenuous and physically demanding activities are preferred.

| CROSSOVER PARTICIPATION INCIDENCE | | | | | Size of 2004 Crossover Participation Populations (Millions) |
|-----------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|---|
| Activities | Bird Watchers In 2001 | Bird Watchers In 2002 | Bird Watchers In 2003 | Bird Watchers In 2004 | |
| Bird Watching | 100.0% | 100.0% | 100.0% | 100.0% | 15.1 |
| Hiking | 58.4% | 56.8% | 60.2% | 60.8% | 9.2 |
| Fishing (Non-Fly) | NA | NA | NA | 42.4% | 6.4 |
| Bicycling - Paved Road | 46.0% | 39.6% | 36.5% | 38.5% | 5.8 |
| Car Camping | 27.3% | 29.8% | 32.3% | 26.0% | 3.9 |
| Bicycling - Dirt Road | 29.3% | 25.0% | 23.0% | 22.2% | 3.4 |
| Trail Running | 27.9% | 27.4% | 23.8% | 20.8% | 3.1 |
| Bicycling - Single Track | 34.0% | 27.1% | 21.6% | 19.4% | 2.9 |
| Canoeing | 21.4% | 17.6% | 17.8% | 17.4% | 2.6 |
| Fly-Fishing | 12.3% | 11.0% | 12.8% | 13.5% | 2.0 |
| Backpacking | 14.4% | 11.9% | 12.5% | 10.8% | 1.6 |
| Camping (Away from Car) | 14.1% | 13.4% | 13.4% | 9.7% | 1.5 |
| Cross-Country/Nordic Skiing | 10.3% | 9.2% | 8.2% | 8.3% | 1.3 |
| Snowshoeing | 4.7% | 6.0% | 5.0% | 6.2% | 0.936 |
| Rafting | 8.2% | 11.0% | 7.1% | 5.9% | 0.891 |
| Kayaking - Recreation/Sit-on-Top | 4.4% | 6.0% | 4.4% | 4.9% | 0.740 |
| Kayaking - Touring/Sea | 5.3% | 7.4% | 4.4% | 3.8% | 0.574 |
| Climbing - Artificial Wall | 3.8% | 5.7% | 4.0% | 3.5% | 0.529 |
| Climbing - Natural Rock | 4.1% | 7.1% | 3.4% | 3.5% | 0.529 |
| Telemark Skiing | 1.5% | 3.3% | 3.1% | 3.1% | 0.468 |
| Kayaking - Whitewater | 2.3% | 4.8% | 1.4% | 2.1% | 0.317 |
| Climbing - Ice | 0.6% | 2.4% | 1.6% | 1.4% | 0.211 |

 = Significant difference from 2002

OUTDOOR RECREATION PARTICIPATION STUDY

CLIMBING

"Have you gone climbing with a rope & harness on an artificial climbing wall?"

"Have you gone climbing with a rope & harness on a natural rock surface outside?"

"Have you gone climbing with a rope & harness on an extremely steep or vertical ice surface?"

CLIMBING

CLIMBING (ANY TYPE) 2004: 7.6 million Participants, 1.6 million Enthusiasts
CLIMBING – NATURAL ROCK 2004: 4.7 million Participants, 666 thousand Enthusiasts
CLIMBING - ARTIFICIAL WALL 2004: 5.1 million Participants, 888 thousand Enthusiasts
CLIMBING – ICE 2004: 1.1 million Participants, 222 thousand Enthusiasts

The evolution of climbing as an activity with mainstream appeal was proceeding smoothly until 2002, when Participant activity for each of the formats took a downturn. The different climbing formats draw Americans with similar demographic profiles:

- Male
- Young (16 to 24)
- Caucasian
- Resident of a state in the western United States
- Climbing format crossover participation is common. Nearly one-half of artificial wall climbers went natural rock climbing in 2004. More than one-half (53.9%) of natural rock Participants went climbing on an artificial wall during 2004.
- **Ethnicity:** While almost nine in ten artificial rock climbers are Caucasian, almost seven in ten natural rock climbers are Caucasians.
- **Age:** Both natural rock and artificial wall climbing is attracting a greater percentage of younger American's. Participation among 16 to 24 year olds increased significantly since 2002.
- **Household Affluence:** Nearly seven in 10 climbers report incomes of \$80k or less.
- **Region:** The West draws the greatest number of natural rock climbers while artificial rock climbing is split evenly among those in the West and South Central regions.

During 2004, natural rock climbers averaged 12 outings—generating a total of 56 million outings for the year. Artificial wall climbers participated less frequently (4 outings on average) and therefore generate significantly fewer outings during 2004—20 million.

Year 2004 Events of Note

Climbing is still a niche sport!

Observation/Implication

Rock climbers averaged 12 outings in 2004 compared to an average of four times for artificial wall climbers. Did the proliferation of rock and ice climbing clinics create a grass roots interest in the sport?

CLIMBING - ANY TYPE: PARTICIPANT & ENTHUSIAST TRENDS

Participation in Climbing (Any Type) % of U.S. Population Age 16 and Older

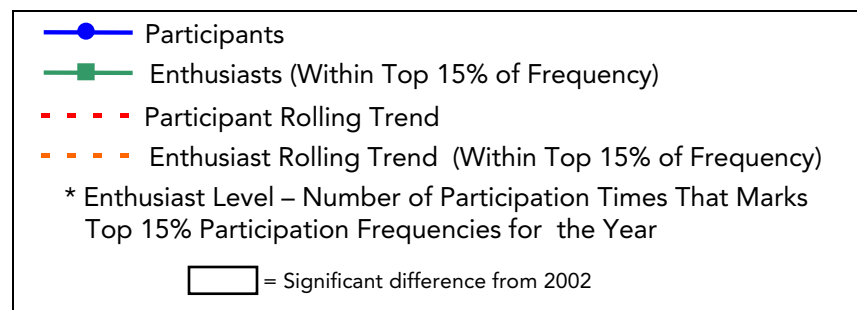
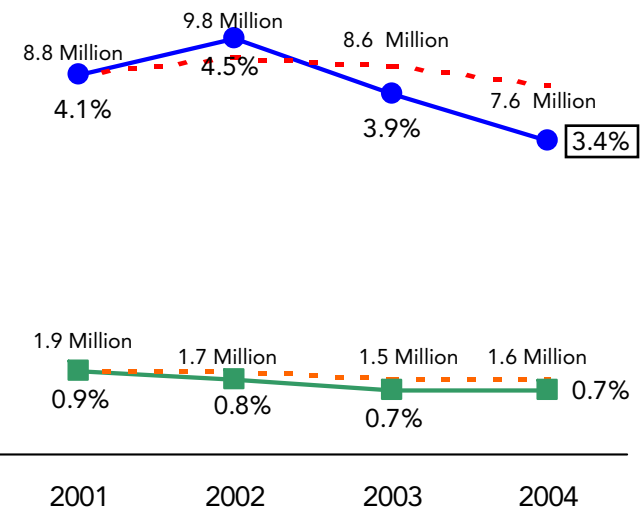
Overall Perspective: Participation in climbing (any type) peaked in 2002 and has experienced steady declines in the two subsequent years.

Three-Year Perspective (Compared to 2002): Participation in climbing (any type) is lower in 2004 than in the record year of 2002.

Enthusiast levels are unchanged when comparing 2002 to 2004.

Cumulative Perspective (Rolling Trend): Rolling trend Participant levels reveal moderate, but steady declines since 2001.

Enthusiast levels have remained primarily unchanged.



CLIMBING - NATURAL ROCK: PARTICIPANT & ENTHUSIAST TRENDS

Overall Perspective: The steady growth in popularity enjoyed by rock climbing through 2002 has not been extended in the past two years.

Three-Year Perspective (Compared to 2002): In 2004, participation in natural rock climbing is lower than in 2002.

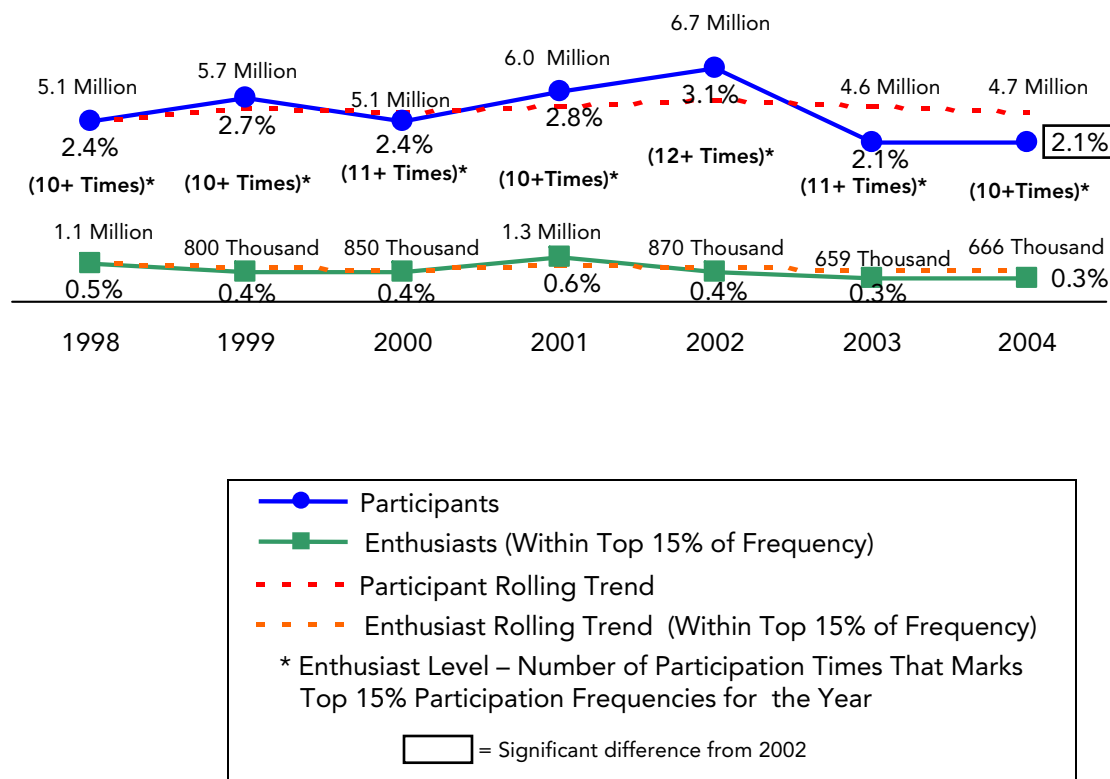
Enthusiast levels have remained unchanged.

Long-term Perspective (Compared to 1998): Participation in natural rock climbing in 2004 is on par with the activity level reported in 1998.

Commitment to the activity is also similar to 1998 levels—Enthusiast incidence is unchanged.

Cumulative Perspective (Rolling Trend): Rolling trend Participant and Enthusiast levels have remained primarily stable over the past seven years—stability that is supported by gains experienced before 2003.

Participation in Rock Climbing
% of U.S. Population Age 16 and Older



CLIMBING - NATURAL ROCK FREQUENCY OF PARTICIPATION AND OUTINGS

In total, natural rock climbers generated 56 million outings during 2004—driven by the highest average frequency reported in seven years.

The natural rock climbing population has historically been comprised of a significant percentage of Participants who go on only one outing per year—more than one-third (35%) of 2004 Participants fit this “casual” frequency profile.

Natural Rock Climbing Frequency and Outings Among Americans 16 and Older

| Frequency | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|---------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 1 time | 32% | 28% | 29% | 33% | 36% | 30% | 35% |
| 2 times | 18% | 12% | 25% | 17% | 23% | 27% | 22% |
| 3 to 6 times | 23% | 26% | 24% | 20% | 16% | 22% | 23% |
| 7 to 10 times | 12% | 14% | 4% | 11% | 6% | 7% | 8% |
| 11 to 30 | 9% | 12% | 8% | 15% | 10% | 9% | 10% |
| 31 or more times | 6% | 8% | 10% | 4% | 9% | 5% | 2% |
| One-Time Frequency | 32% | 28% | 29% | 33% | 36% | 30% | 35% |
| Average Frequency | 4.0 | 4.0 | 5.0 | 7.0 | 10.0 | 8.0 | 12.0 |
| Total Outings (Millions) | 20 | 23 | 26 | 42 | 67 | 37 | 56 |

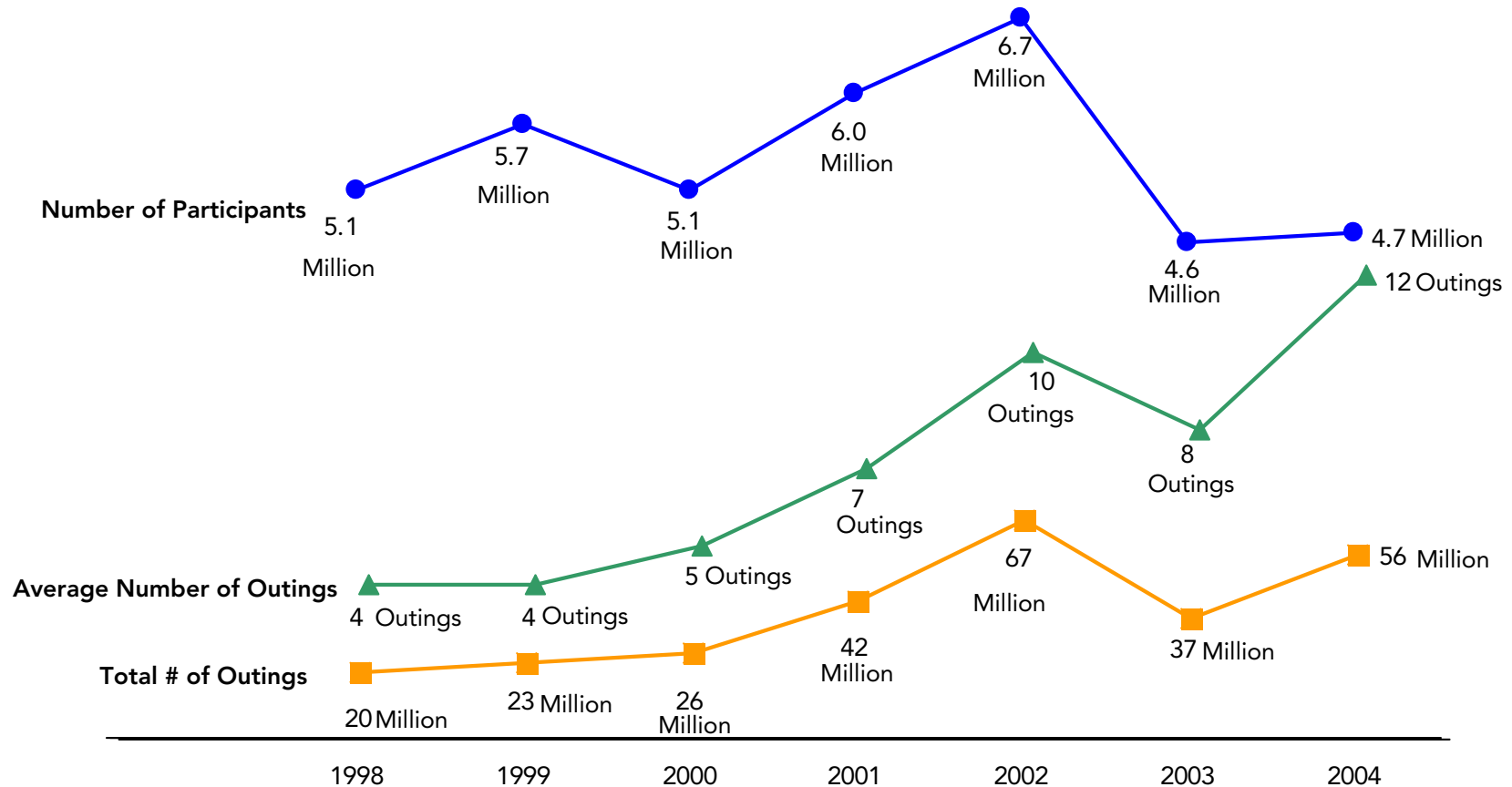
= Significant difference from 2002

CLIMBING-NATURAL ROCK: PARTICIPATION and FREQUENCY – IMPACT ON TOTAL ANNUAL OUTINGS

Year 2002 represents the high-water year for natural rock climbing—the largest population of Americans participating and one of the highest frequency levels yielded the largest number of total annual outings of any year (67 million).

During 2004, the number of Americans participating remained unchanged from 2003, but average number of outings jumped to 12—resulting in an increase of nearly 20 million total outings when compared to 2003.

Natural Rock Climbing: Participation, Frequency, Total Outings



CLIMBING - NATURAL ROCK: DEMOGRAPHIC PROFILE TRENDS OF PARTICIPANTS

- Natural rock climbing remains an activity primarily participated in by males—more than three-quarters (77%) of year 2004 Participants are male.
- The 2004 rock climbing Participant population is primarily comprised of young Americans. More than two-thirds (69%) of Participants in 2004 are between the ages of 16 and 24—yielding the youngest population of the seven years.
- More than one-third (37%) of year 2004 natural rock climbers live in the West—a higher representation for that region than in 2002.

| Dimension | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|-------------------------|------|------|------|------|------|------|------|
| Gender | | | | | | | |
| Male | 67% | 68% | 61% | 66% | 72% | 76% | 77% |
| Female | 33% | 32% | 39% | 34% | 28% | 24% | 23% |
| Age | | | | | | | |
| 16 to 24 | 20% | 42% | 52% | 54% | 46% | 45% | 69% |
| 25 to 34 | 26% | 21% | 22% | 22% | 20% | 34% | 17% |
| 35 to 44 | 13% | 21% | 17% | 14% | 17% | 12% | 10% |
| 45+ | 11% | 17% | 9% | 11% | 17% | 10% | 4% |
| Marital Status | | | | | | | |
| Married | 26% | 29% | 31% | 32% | 36% | 30% | 33% |
| Unmarried | 74% | 71% | 69% | 68% | 64% | 70% | 67% |
| Ethnicity | | | | | | | |
| Caucasian | 91% | 83% | 81% | 84% | 84% | 73% | 77% |
| African-American | 2% | 4% | 3% | 4% | 10% | 7% | 6% |
| Hispanic | 4% | 1% | 3% | 3% | 4% | 3% | 4% |
| Asian | 2% | 4% | 2% | 2% | 2% | 8% | 4% |
| Other | 1% | 8% | 11% | 7% | * | 9% | 9% |
| Children <18 | | | | | | | |
| Yes | 33% | 49% | 51% | 39% | 54% | 49% | 47% |
| Household Income | | | | | | | |
| <\$40k | NA | 29% | 35% | 43% | 38% | 32% | 34% |
| \$40k - \$79k | NA | 27% | 37% | 37% | 27% | 49% | 38% |
| \$80k+ | NA | 21% | 27% | 20% | 35% | 19% | 28% |
| Region | | | | | | | |
| Northeast | 20% | 16% | 13% | 16% | 20% | 13% | 16% |
| South Central | 28% | 24% | 29% | 30% | 35% | 39% | 32% |
| North Central | 25% | 18% | 25% | 19% | 22% | 19% | 15% |
| West | 28% | 42% | 34% | 35% | 23% | 28% | 37% |

= Significant difference from 2002

CLIMBING - ARTIFICIAL WALL: PARTICIPANT & ENTHUSIAST TRENDS

Participation in Artificial Wall Climbing % of U.S. Population Age 16 and Older

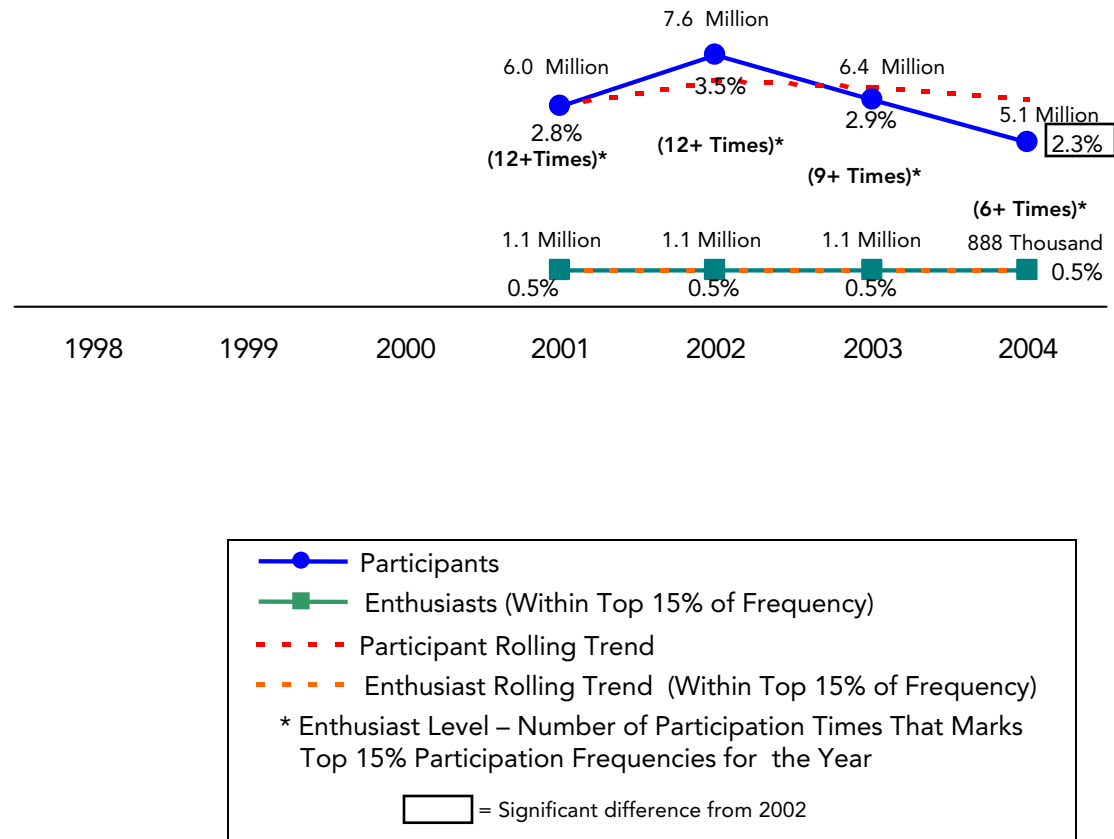
Overall Perspective: The surge in wall climbing participation experienced in 2002 was short-lived—two years of declines have followed.

Short-term Perspective (Compared to 2003): Participant levels in 2004 declined from the activity reported in 2003.

During 2004, Enthusiast activity in artificial wall climbing remains constant with 2003 levels.

Three-Year Perspective (Compared to 2002): In 2004, Participant levels are down from 2002, but Enthusiast levels remain aligned.

Cumulative Perspective (Rolling Trend): Rolling trend Participant and Enthusiast levels have remained primarily stable over the past four years, but recent declines are beginning to influence the trend downward.



CLIMBING - ARTIFICIAL WALL FREQUENCY OF PARTICIPATION AND OUTINGS

During 2004 fewer Americans went artificial wall climbing than in the past and Americans who did go artificial wall climbing went less often than in the past—resulting in the fewest number of total outing in the past four years by a wide margin (20 million).

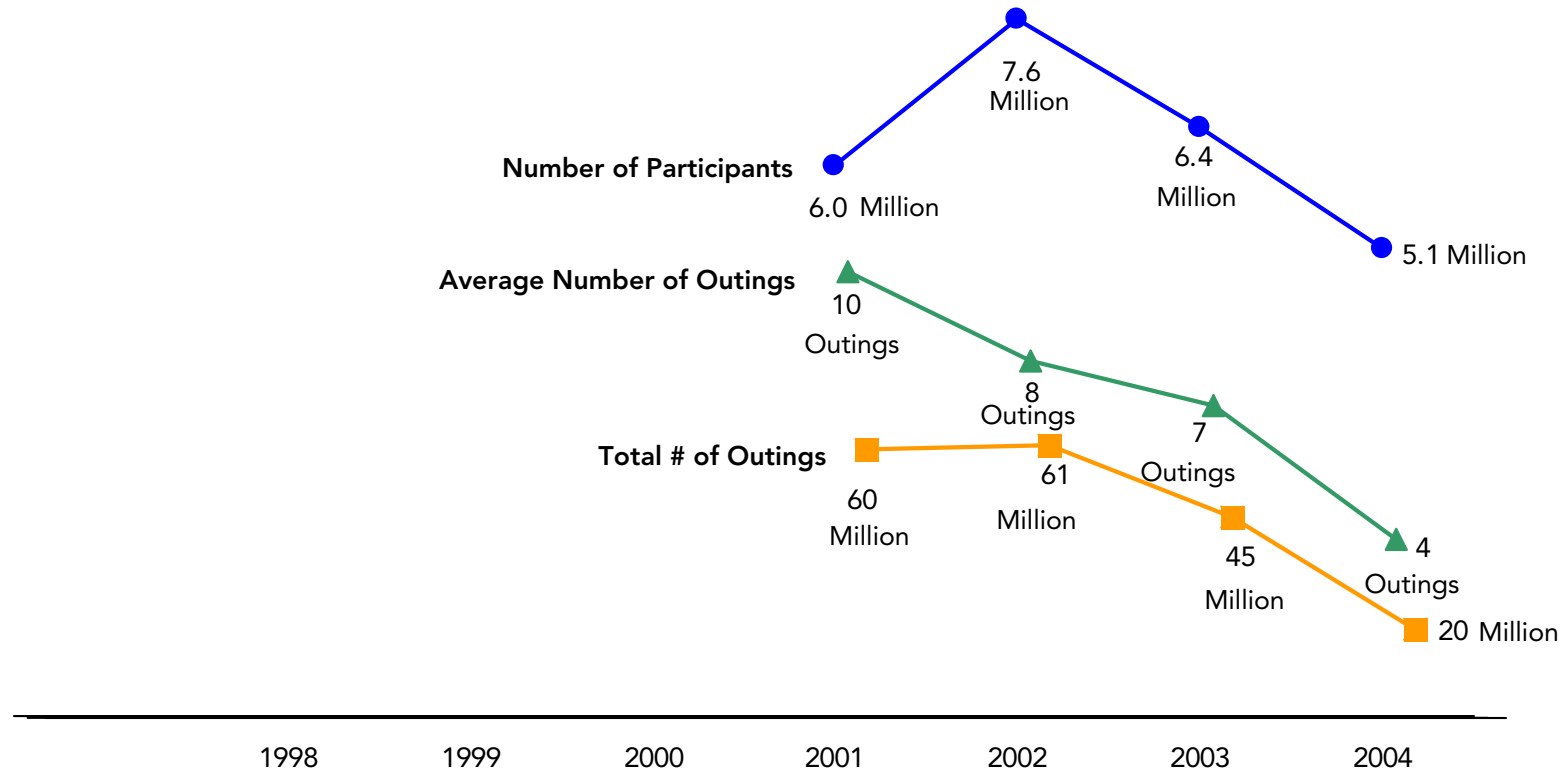
Artificial Wall Climbing Frequency and Outings Among Americans 16 and Older

| Frequency | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|---------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 1 time | NA | NA | NA | 33% | 35% | 37% | 34% |
| 2 times | NA | NA | NA | 24% | 27% | 16% | 23% |
| 3 to 6 times | NA | NA | NA | 16% | 16% | 27% | 29% |
| 7 to 10 times | NA | NA | NA | 7% | 5% | 8% | 9% |
| 11 to 30 | NA | NA | NA | 7% | 7% | 9% | 6% |
| 31 or more times | NA | NA | NA | 14% | 11% | 4% | 0% |
| One-Time Frequency | NA | NA | NA | 33% | 35% | 37% | 34% |
| Average Frequency | NA | NA | NA | 10.0 | 8.0 | 7.0 | 4.0 |
| Total Outings (Millions) | NA | NA | NA | 60 | 61 | 45 | 20 |

CLIMBING-ARTIFICIAL WALL: PARTICIPATION and FREQUENCY – IMPACT ON TOTAL ANNUAL OUTINGS

In the past two years artificial wall climbing has experienced both a decline in the number of Participants and in the average frequency with which they participate. The result is the lowest number of total annual outings registered since 2001—year 2004 equals only 20 million.

Artificial Wall Climbing: Participation, Frequency, Total Outings



CLIMBING - ARTIFICIAL WALL: DEMOGRAPHIC PROFILE TRENDS OF PARTICIPANTS

- Nearly two-thirds (62%) of Americans who climbed on an artificial wall in 2004 are male—a gender skew similar to previous years.
- The representation of young (16 to 24) Americans within the Participant population is on the rise—reaching an all-time high of 67.8% in 2004.

| Dimension | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|-------------------------|------|------|------|------|------|------|------|
| Gender | | | | | | | |
| Male | NA | NA | NA | 64% | 65% | 66% | 62% |
| Female | NA | NA | NA | 36% | 35% | 34% | 38% |
| Age | | | | | | | |
| 16 to 24 | NA | NA | NA | 60% | 52% | 60% | 68% |
| 25 to 34 | NA | NA | NA | 21% | 17% | 22% | 17% |
| 35 to 44 | NA | NA | NA | 14% | 19% | 14% | 9% |
| 45+ | NA | NA | NA | 5% | 12% | 5% | 6% |
| Marital Status | | | | | | | |
| Married | NA | NA | NA | 29% | 33% | 25% | 26% |
| Unmarried | NA | NA | NA | 71% | 67% | 75% | 74% |
| Ethnicity | | | | | | | |
| Caucasian | NA | NA | NA | 76% | 84% | 74% | 87% |
| African-American | NA | NA | NA | 8% | 8% | 9% | 3% |
| Hispanic | NA | NA | NA | 6% | 3% | 2% | 4% |
| Asian | NA | NA | NA | 6% | 4% | 8% | 2% |
| Other | NA | NA | NA | 4% | 1% | 7% | 4% |
| Children <18 | | | | | | | |
| Yes | NA | NA | NA | 47% | 54% | 60% | 53% |
| Household Income | | | | | | | |
| <\$40k | NA | NA | NA | 45% | 34% | 36% | 35% |
| \$40k - \$79k | NA | NA | NA | 36% | 30% | 41% | 36% |
| \$80k+ | NA | NA | NA | 19% | 36% | 23% | 29% |
| Region | | | | | | | |
| Northeast | NA | NA | NA | 18% | 21% | 18% | 21% |
| South Central | NA | NA | NA | 28% | 30% | 35% | 31% |
| North Central | NA | NA | NA | 18% | 25% | 24% | 17% |
| West | NA | NA | NA | 37% | 24% | 24% | 31% |

= Significant difference from 2002

CLIMBING - ICE: PARTICIPANT & ENTHUSIAST TRENDS

Overall Perspective: Participation in ice climbing has been varied since 2001—highlighted by a record year of participation in 2002 that has not been matched since.

Short-term Perspective (Compared to 2003): Year 2004 Participant and Enthusiast levels remain primarily unchanged with the sharp decline in activity measured in 2003.

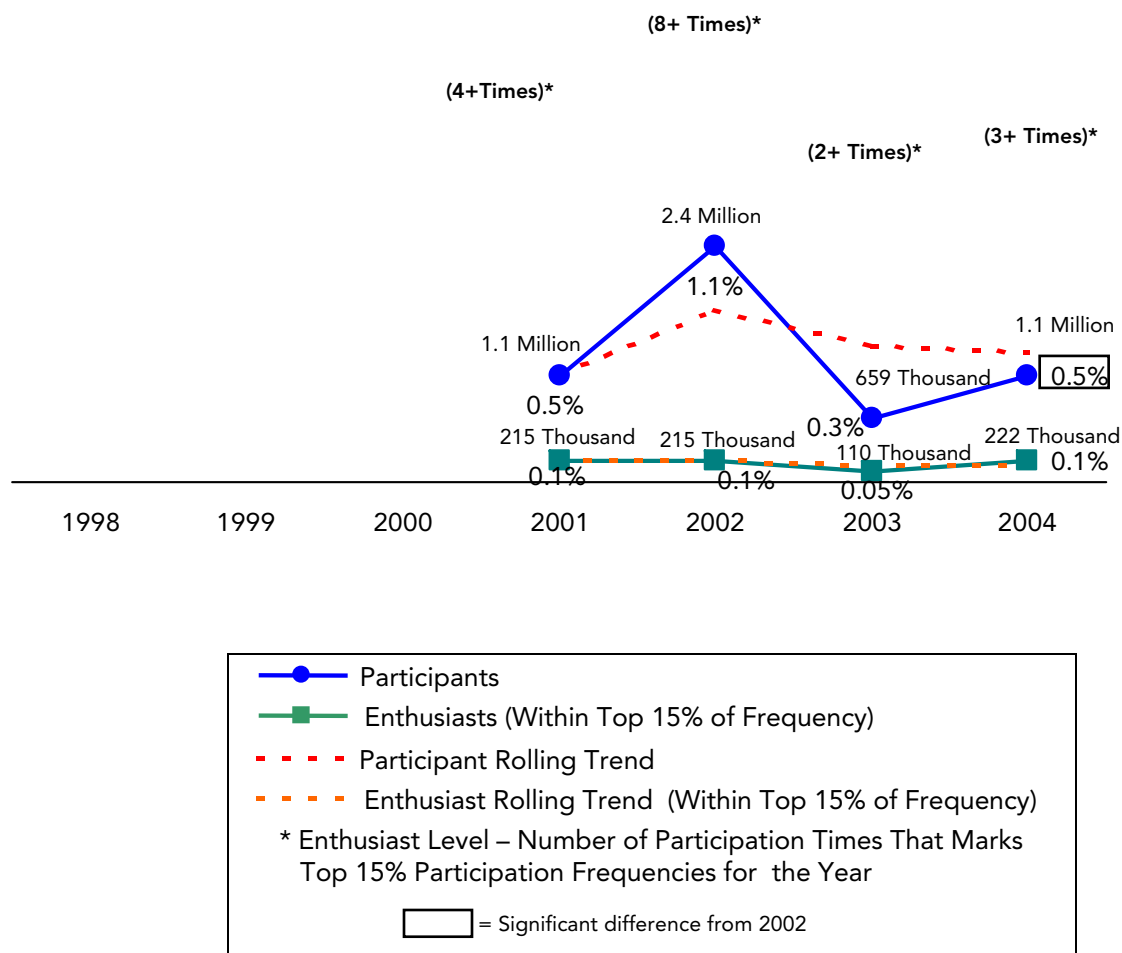
Three-Year Perspective (Compared to 2002): In 2004, ice climbing activity remained well below the record levels measured in 2002.

Enthusiast levels remain unchanged.

Cumulative Perspective (Rolling Trend): Rolling trend Participant levels have begun a downturn as recent declines offset the strong year in 2002.

Rolling trend Enthusiast levels have remained flat in the past four years.

Participation in Ice Climbing
% of U.S. Population Age 16 and Older



CLIMBING: WHERE THEY LIVE IN YEAR 2004

Overall, the majority of year 2004 climbers live in either the South Central or West region of the U.S.

North Central (23%*)

Northeast (19%*)

West (23%*)

| | |
|----------------------------------|------|
| Climbing (Any Type) Participants | 34% |
| Climbing Wall Participants | 31% |
| Natural Rock Participants | 37% |
| Ice Climbing Participants | (NA) |
| Climbing (Any Type) Enthusiasts | (NA) |
| Climbing Wall Enthusiasts | (NA) |
| Natural Rock Enthusiasts | (NA) |
| Ice Climbing Enthusiasts | (NA) |

| | |
|----------------------------------|------|
| Climbing (Any Type) Participants | 16% |
| Climbing Wall Participants | 17% |
| Natural Rock Participants | 15% |
| Ice Climbing Participants | (NA) |
| Climbing (Any Type) Enthusiasts | (NA) |
| Climbing Wall Enthusiasts | (NA) |
| Natural Rock Enthusiasts | (NA) |
| Ice Climbing Enthusiasts | (NA) |

| | |
|----------------------------------|------|
| Climbing (Any Type) Participants | 18% |
| Climbing Wall Participants | 21% |
| Natural Rock Participants | 16% |
| Ice Climbing Participants | (NA) |
| Climbing (Any Type) Enthusiasts | (NA) |
| Climbing Wall Enthusiasts | (NA) |
| Natural Rock Enthusiasts | (NA) |
| Ice Climbing Enthusiasts | (NA) |

South Central (35%*)

| | |
|----------------------------------|------|
| Climbing (Any Type) Participants | 32% |
| Climbing Wall Participants | 31% |
| Natural Rock Participants | 32% |
| Ice Climbing Participants | (NA) |
| Climbing (Any Type) Enthusiasts | (NA) |
| Climbing Wall Enthusiasts | (NA) |
| Natural Rock Enthusiasts | (NA) |
| Ice Climbing Enthusiasts | (NA) |

| TOTAL HUMAN POWERED POPULATIONS (ALL ACTIVITIES) | | |
|---|--------------|-------------|
| Region | Participants | Enthusiasts |
| Northeast | 18% | 18% |
| South Central | 34% | 33% |
| North Central | 23% | 23% |
| West | 25% | 26% |

* Percentage of **total** Americans 16 and older living in each region

CLIMBING - ARTIFICIAL WALL: CROSSOVER ACTIVITY IN YEAR 2004

During 2004 artificial wall climbers report crossover participation in a variety of other activities.

The activities that the majority of artificial wall climbers participated in during 2004 include hiking, trail running, paved road bicycling, single track bicycling and dirt road bicycling.

Year 2004 Participants did not limit their climbing activity to artificial rock surfaces—nearly one-half (48.1%) of Participants also took their climbing activity outside to natural rock surface (2.5 million Americans 16 and older). Crossover participation in ice climbing is more moderate among year 2004 artificial wall climbers—12.8% of artificial wall climbers also went ice climbing.

| CROSSOVER PARTICIPATION INCIDENCE | | | | | Size of 2004 Crossover Participation Populations (Millions) |
|-----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|---|
| Activities | Artificial Wall Climbers in 2001 | Artificial Wall Climbers in 2002 | Artificial Wall Climbers in 2003 | Artificial Wall Climbers in 2004 | |
| Climbing - Artificial Wall | 100.0% | 100.0% | 100.0% | 100.0% | 5.1 |
| Hiking | 73.6% | 70.5% | 69.6% | 80.9% | 4.1 |
| Trail Running | 58.2% | 55.4% | 59.8% | 66.9% | 3.4 |
| Bicycling - Paved Road | 64.5% | 61.9% | 65.1% | 62.0% | 3.2 |
| Bicycling - Single Track | 50.0% | 43.9% | 48.7% | 53.3% | 2.7 |
| Bicycling - Dirt Road | 50.9% | 42.4% | 42.6% | 51.4% | 2.6 |
| Fishing (Non-Fly) | NA | NA | NA | 49.7% | 2.5 |
| Climbing - Natural Rock | 55.5% | 63.3% | 44.6% | 48.1% | 2.5 |
| Canoeing | 35.5% | 38.1% | 32.9% | 42.3% | 2.2 |
| Car Camping | 29.1% | 33.8% | 30.7% | 38.2% | 1.9 |
| Camping (Away from Car) | 34.5% | 29.5% | 36.2% | 33.9% | 1.7 |
| Backpacking | 35.5% | 28.8% | 24.1% | 29.3% | 1.5 |
| Rafting | 21.8% | 25.9% | 14.7% | 23.6% | 1.2 |
| Fly-Fishing | 15.5% | 12.2% | 13.0% | 19.4% | 1.0 |
| Cross-Country/Nordic Skiing | 19.1% | 23.0% | 12.3% | 16.6% | 0.847 |
| Kayaking - Recreation/Sit-on-Top | 13.6% | 12.2% | 18.2% | 16.3% | 0.831 |
| Kayaking - Touring/Sea | 18.2% | 15.1% | 7.7% | 14.1% | 0.719 |
| Bird Watching | 11.8% | 13.7% | 10.2% | 13.9% | 0.709 |
| Snowshoeing | 14.5% | 7.9% | 6.9% | 13.2% | 0.673 |
| Kayaking - Whitewater | 10.0% | 9.4% | 5.2% | 13.1% | 0.668 |
| Climbing - Ice | 17.3% | 26.6% | 7.3% | 12.8% | 0.653 |
| Telemark Skiing | 9.0% | 9.4% | 10.5% | 11.0% | 0.561 |

CLIMBING - NATURAL ROCK: CROSSOVER ACTIVITY IN YEAR 2004

Year 2004 natural rock climbers are particularly active and report diverse interests in human powered activities, including hiking, non-fly fishing, trail running, single track bicycling, dirt road bicycling, and paved road bicycling.

During 2004, Participants did not limit their climbing activity to natural rock surface. More than one-half (53.9%) of Participants also went artificial wall climbing and nearly one in five (16.4%) natural rock climbers also tackled ice climbing in 2004.

| CROSSOVER PARTICIPATION INCIDENCE | | | | | |
|-----------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|---|
| Activities | Natural Rock Climbers in 2001 | Natural Rock Climbers in 2002 | Natural Rock Climbers in 2003 | Natural Rock Climbers in 2004 | Size of 2004 Crossover Participation Populations (Millions) |
| Climbing - Natural Rock | 100.0% | 100.0% | 100.0% | 100.0% | 4.7 |
| Hiking | 80.2% | 79.0% | 82.4% | 86.6% | 4.1 |
| Fishing (Non-Fly) | NA | NA | NA | 68.9% | 3.2 |
| Trail Running | 60.4% | 60.5% | 56.0% | 61.7% | 2.9 |
| Bicycling - Single Track | 52.3% | 46.8% | 53.0% | 58.4% | 2.7 |
| Climbing - Artificial Wall | 55.0% | 71.0% | 61.3% | 53.9% | 2.5 |
| Bicycling - Dirt Road | 51.4% | 48.4% | 42.6% | 53.4% | 2.5 |
| Bicycling - Paved Road | 57.7% | 61.9% | 54.6% | 52.7% | 2.5 |
| Camping (Away from Car) | 43.2% | 35.5% | 46.8% | 45.2% | 2.1 |
| Canoeing | 36.0% | 38.7% | 34.0% | 45.0% | 2.1 |
| Backpacking | 48.6% | 37.9% | 42.1% | 36.9% | 1.7 |
| Car Camping | 30.6% | 35.5% | 27.9% | 36.7% | 1.7 |
| Rafting | 27.0% | 26.6% | 21.4% | 30.8% | 1.4 |
| Fly-Fishing | 18.0% | 16.1% | 25.6% | 23.7% | 1.1 |
| Cross-Country/Nordic Skiing | 19.8% | 24.2% | 13.4% | 20.0% | 0.940 |
| Kayaking - Recreation/Sit-on-Top | 13.5% | 12.1% | 16.2% | 19.9% | 0.935 |
| Kayaking - Touring/Sea | 18.0% | 15.3% | 13.8% | 16.5% | 0.776 |
| Kayaking - Whitewater | 13.5% | 12.9% | 3.0% | 16.4% | 0.771 |
| Climbing - Ice | 15.3% | 31.5% | 10.6% | 16.4% | 0.771 |
| Bird Watching | 12.6% | 19.4% | 12.0% | 14.8% | 0.696 |
| Telemark Skiing | 14.4% | 8.1% | 10.6% | 11.3% | 0.531 |
| Snowshoeing | 15.3% | 10.5% | 6.3% | 11.2% | 0.526 |

OUTDOOR RECREATION PARTICIPATION STUDY

FISHING

"Have you gone fly-fishing? That is fishing with a rod and reel specifically designed for fly-fishing. Please consider that fly-fishing is different than spin-cast fishing where you might use live bait."

"Have you gone fishing? That is any type of fishing OTHER than fly-fishing?"

FISHING

FISHING (ANY TYPE) 2004: 80.4 million Participants, 13.1 million Enthusiasts

FISHING (FLY FISHING) 2004: 18.2 million Participants, 2.9 million Enthusiasts

Fishing was a hot activity in 2004. Participation in any of the formats of fishing included more than 80 million Americans 16 and older—a Participant population smaller only than bicycling (any format).

Although less mainstream than non-fly fishing, fly-fishing activity spiked in 2004—one of the few human powered activities to show gains in Participant activity. The increase in fly-fishing participation can be tracked in part to the more diverse group of Americans who hit the streams to fly-fish—representation of females and older Americans is up from 2002.

- Primarily male
 - Skewed old an young - between the ages of 16 to 24 or 45 years of age and older.
 - The fly fishing population is made up primarily of Caucasians
 - While fewer participants live in the Northeast, Enthusiasts are drawn from this region.
-
- **Ethnicity:** The fly fishing population is made up primarily of Caucasians (81%), with 7% being African-American and 6% Hispanic
 - **Age:** Participants are both young and old—most likely to be between the ages of 16 to 24 (29%) or 45 years of age and older (39%). A drop in year 2004 participation from 2002 is noted among 25 to 34 year olds (18% from 26%)
 - **Household Affluence:** Affluence among fly fishermen is nearly even among all income levels. The majority (38%) of fly fisherman report an annual household income of between \$40K and \$79K.
 - **Region:** Year 2004 Enthusiast fly fishermen are most likely to live in a state located in the Northeast. This has doubled from 2002 while Enthusiast fly fishermen in the South Central Region have been cut almost in half

The increased number of Americans fly-fishing in 2004—and at greater frequency—yielded a total number of outings in 2004 that reached an all time high (328 million outings) and more than doubled previous years' activity.

Year 2004 Events of Note

Water Water Everywhere. Saltwater or fresh, rivers or lakes, more Americans tried fly fishing this year.

Observation/Implication

Fly fishing is non-competitive, inspirational and mentally challenging. This Zen-like activity offers pure enjoyment, relaxation and challenge in the outdoors.

FISHING (NON FLY) 2004: 76.6 million Participants, 11.8 million Enthusiasts

Fishing (non-fly) is the most popular form of fishing and draws an impressively large (76.6 million Participants/11.8 million Enthusiasts) number of Americans.

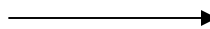
- Fisherman tend to be primarily male (65%), but the female population is also high (35%).
- All age levels participate in fishing (non-fly)
- The fishing (non fly) population tends to be nearly universally Caucasian in ethnicity.
- Northeast is not a main local for fishing (non-fly)

- **Ethnicity:** Over eight in 10 (82%) of the Fishing (Non Fly) population is Caucasian, with African Americans (7%), Hispanics (5%) and Asians (1%) rounding out secondary levels.
- **Age:** Fishing (Non Fly) is a population consisting of all age levels, with nearly even percentages in each age bracket.
- **Household Affluence:** The majority of Fishermen (Non Fly) report an annual household income of under \$80K (79%).
- **Region:** South Central (40%) United States has the greatest population density of fishermen (Non Fly) for both Participants and Enthusiasts. Only 1 in five year 2004 fishermen (non fly) live in the Northeast.

The passion and affinity that Americans have for fishing is also reflected in the frequency and outings registered by fishing (non fly) Participants in year 2004. On average, fishermen (non-fly) went fishing 16 times during the year, yielding a total outing level that is on par with hiking and bicycling as the most participated in activities in 2004 (1.2 billion).

Year 2004 Events of Note

Something for every age



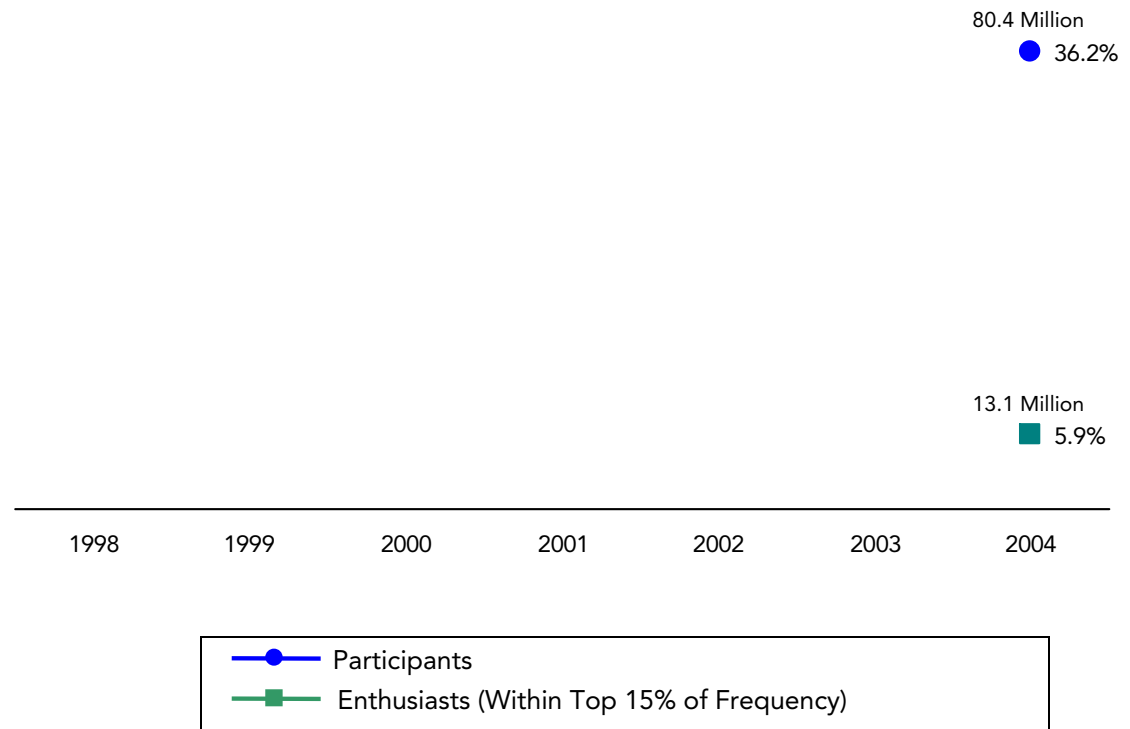
Observation/Implication

This is an excellent cross-generational activity which can bring grandparents, parents and children together in the out-of-doors

FISHING (ANY TYPE): PARTICIPANT & ENTHUSIAST TRENDS

Participation in Fishing (Any Type) % of U.S. Population Age 16 and Older

Overall Perspective: Fishing is a remarkably popular activity among Americans 16 and older—80.4 million Participants and 13.1 million Enthusiasts.



FLY-FISHING: PARTICIPANT & ENTHUSIAST TRENDS

Overall Perspective: Following an off-year for fly-fishing in 2002 and 2003, strong levels of participation returned in 2004.

Short-term Perspective (Compared to 2003): The incidence of fly-fishing Participants and Enthusiasts increased compared to 2003 levels.

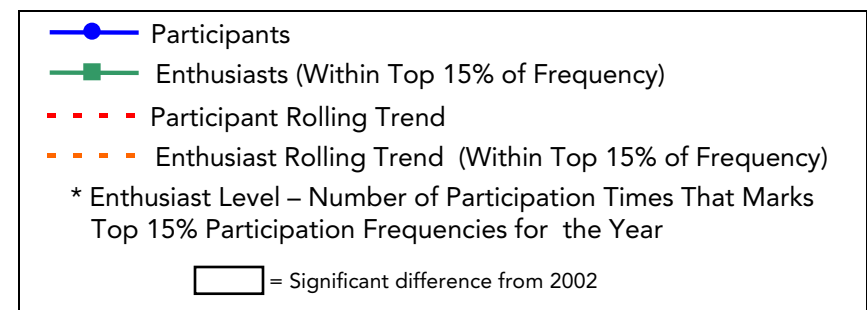
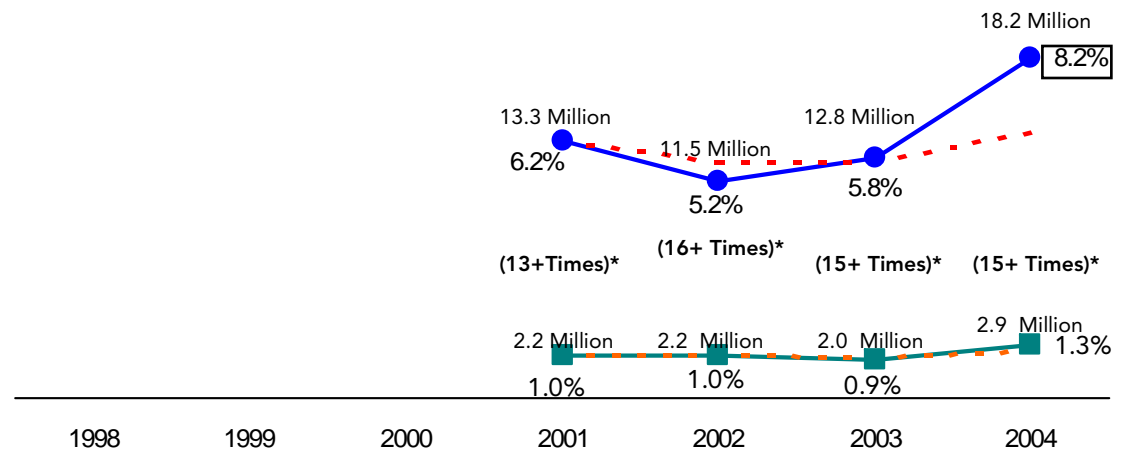
Three-Year Perspective (Compared to 2002): In 2004, Participant levels for fly-fishing are up from 2002.

Enthusiast activity remains unchanged.

Cumulative Perspective (Rolling Trend): Driven by the strong level of activity in 2004, rolling trend results show an increase in Participant levels.

Rolling trend Enthusiast levels have remained primarily stable over the past four years.

Participation in Fly-Fishing
% of U.S. Population Age 16 and Older



FLY-FISHING FREQUENCY OF PARTICIPATION AND OUTINGS

Interest in fly-fishing surged during 2004. The average number of outings equaled 18—a significantly higher average number of outings than in the previous three years.

The increased number of Americans fly-fishing in 2004—and at greater frequency—yielded a total number of outings in 2004 that doubled previous levels.

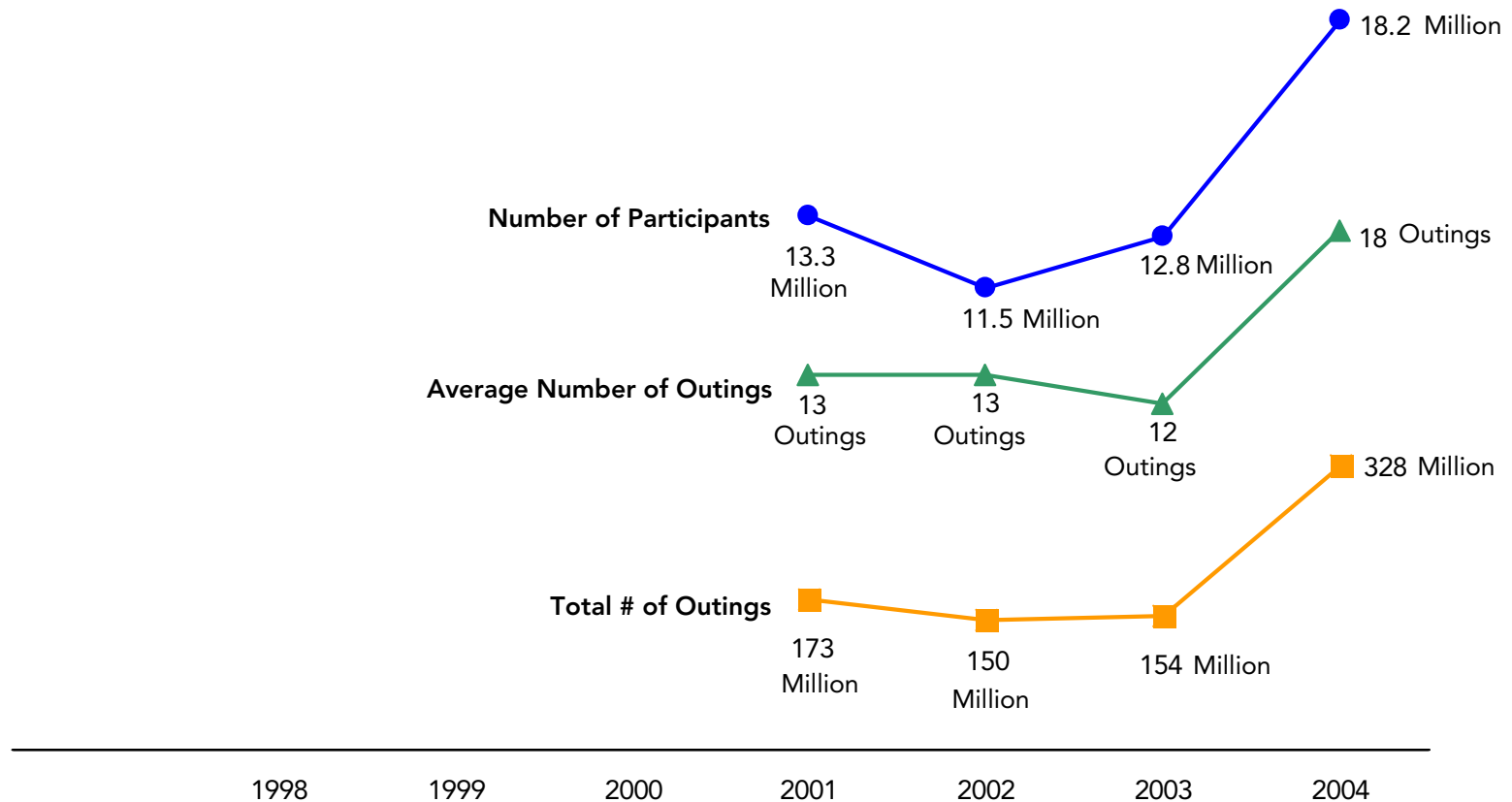
Fly-Fishing Frequency and Outings Among Americans 16 and Older

| Frequency | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|---------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 1 time | NA | NA | NA | 17% | 19% | 17% | 18% |
| 2 times | NA | NA | NA | 17% | 16% | 17% | 29% |
| 3 to 6 times | NA | NA | NA | 31% | 25% | 36% | 28% |
| 7 to 10 times | NA | NA | NA | 9% | 8% | 10% | 6% |
| 11 to 30 | NA | NA | NA | 15% | 20% | 14% | 12% |
| 31 or more times | NA | NA | NA | 12% | 12% | 6% | 7% |
| One-Time Frequency | NA | NA | NA | 17% | 19% | 17% | 18% |
| Average Frequency | NA | NA | NA | 13.0 | 13.0 | 12.0 | 18.0 |
| Total Outings | NA | NA | NA | 173 | 150 | 154 | 328 |

FLY-FISHING: PARTICIPATION and FREQUENCY – IMPACT ON TOTAL ANNUAL OUTINGS

During 2004 the number of Americans 16 and older who participated in fly-fishing, and the frequency with which they participated, increased sharply. More than 18 million Americans 16 and older took to the waters to fly-fish in 2004—an all time high number of Participants since 2001 by a wide margin. The growing Participant population took an average of 18 outings—an average frequency higher than in previous years. In total, fly-fishing activity in 2004 generated a total of 328 million outings – more than doubling the number of outings in the two previous years.

Fly-Fishing: Participation, Frequency, Total Outings



FLY-FISHING: DEMOGRAPHIC PROFILE TRENDS OF PARTICIPANTS

- The resurgence of fly-fishing activity in 2004 was accompanied by a greater representation of females within the Participant population.
- Compared to 2002, year 2004 fly-fishermen tended to be older (39% age 45 and older compared to 32%).
- In 2004, active fly-fisherman could be found living in all regions of the United States—the South Central and West particularly.

| <u>Dimension</u> | <u>1998</u> | <u>1999</u> | <u>2000</u> | <u>2001</u> | <u>2002</u> | <u>2003</u> | <u>2004</u> |
|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <u>Gender</u> | | | | | | | |
| Male | NA | NA | NA | 75% | 70% | 74% | 66% |
| Female | NA | NA | NA | 25% | 30% | 26% | 34% |
| <u>Age</u> | | | | | | | |
| 16 to 24 | NA | NA | NA | 30% | 26% | 27% | 29% |
| 25 to 34 | NA | NA | NA | 20% | 26% | 17% | 18% |
| 35 to 44 | NA | NA | NA | 21% | 16% | 15% | 14% |
| 45+ | NA | NA | NA | 29% | 32% | 42% | 39% |
| <u>Marital Status</u> | | | | | | | |
| Married | NA | NA | NA | 38% | 50% | 52% | 49% |
| Unmarried | NA | NA | NA | 62% | 50% | 48% | 51% |
| <u>Ethnicity</u> | | | | | | | |
| Caucasian | NA | NA | NA | 87% | 84% | 86% | 81% |
| African-American | NA | NA | NA | 5% | 6% | 5% | 7% |
| Hispanic | NA | NA | NA | 5% | 5% | 4% | 6% |
| Asian | NA | NA | NA | * | 3% | 2% | 2% |
| Other | NA | NA | NA | 3% | 2% | 3% | 4% |
| <u>Children <18</u> | | | | | | | |
| Yes | NA | NA | NA | 40% | 42% | 48% | 46% |
| <u>Household Income</u> | | | | | | | |
| <\$40k | NA | NA | NA | 47% | 39% | 40% | 39% |
| \$40k - \$79k | NA | NA | NA | 38% | 39% | 41% | 38% |
| \$80k+ | NA | NA | NA | 15% | 22% | 19% | 23% |
| <u>Region</u> | | | | | | | |
| Northeast | NA | NA | NA | 17% | 17% | 19% | 21% |
| South Central | NA | NA | NA | 33% | 33% | 36% | 30% |
| North Central | NA | NA | NA | 21% | 23% | 20% | 20% |
| West | NA | NA | NA | 29% | 27% | 25% | 29% |

 = Significant difference from 2002

FLY-FISHING: DEMOGRAPHIC PROFILE TRENDS OF ENTHUSIASTS

- Following a strong representation of males in 2003, the gender composition of year 2004 Enthusiast fly-fishermen returned to the more balanced profile identified in 2002.
- Older Enthusiasts (45 and older) are more strongly represented in the 2004 population than in 2002.
- In 2004, the level of Enthusiasts living in the Northeast increased to a record high level.

| <u>Dimension</u> | <u>1998</u> | <u>1999</u> | <u>2000</u> | <u>2001</u> | <u>2002</u> | <u>2003</u> | <u>2004</u> |
|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <u>Gender</u> | | | | | | | |
| Male | NA | NA | NA | 92% | 74% | 95% | 75% |
| Female | NA | NA | NA | 8% | 26% | 5% | 25% |
| <u>Age</u> | | | | | | | |
| 16 to 24 | NA | NA | NA | 18% | 28% | 27% | 25% |
| 25 to 34 | NA | NA | NA | 24% | 31% | 22% | 22% |
| 35 to 44 | NA | NA | NA | 29% | 15% | 18% | 9% |
| 45+ | NA | NA | NA | 29% | 26% | 34% | 40% |
| <u>Marital Status</u> | | | | | | | |
| Married | NA | NA | NA | 53% | 45% | 58% | 44% |
| Unmarried | NA | NA | NA | 47% | 55% | 42% | 56% |
| <u>Ethnicity</u> | | | | | | | |
| Caucasian | NA | NA | NA | 87% | 83% | 84% | 84% |
| African-American | NA | NA | NA | * | 1% | 7% | 8% |
| Hispanic | NA | NA | NA | 11% | 6% | 3% | 4% |
| Asian | NA | NA | NA | 1% | 2% | 4% | * |
| Other | NA | NA | NA | 1% | 8% | 2% | 4% |
| <u>Children <18</u> | | | | | | | |
| Yes | NA | NA | NA | 40% | 26% | 49% | 28% |
| <u>Household Income</u> | | | | | | | |
| <\$40k | NA | NA | NA | 44% | 33% | 37% | 30% |
| \$40k - \$79k | NA | NA | NA | 47% | 37% | 47% | 38% |
| \$80k+ | NA | NA | NA | 9% | 30% | 16% | 32% |
| <u>Region</u> | | | | | | | |
| Northeast | NA | NA | NA | 11% | 15% | 17% | 34% |
| South Central | NA | NA | NA | 46% | 31% | 34% | 17% |
| North Central | NA | NA | NA | 23% | 23% | 24% | 22% |
| West | NA | NA | NA | 20% | 31% | 26% | 28% |

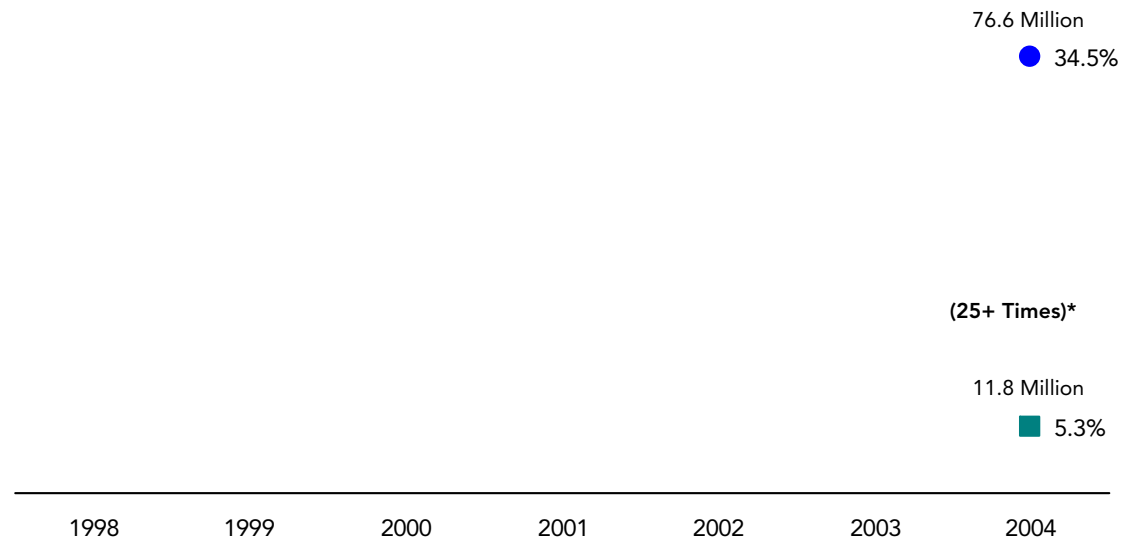
= Significant difference from 2002

FISHING (NON-FLY): PARTICIPANT & ENTHUSIAST TRENDS

Participation in Fishing (Non-Fly) % of U.S. Population Age 16 and Older

Overall Perspective: More than one-third of Americans 16 and older went fishing (non-fly) in 2004.

Nearly 12 million Americans 16 and older participated in fishing (non-fly) at Enthusiast levels.



—●— Participants
—■— Enthusiasts (Within Top 15% of Frequency)

* Enthusiast Level – Number of Participation Times That Marks Top 15% Participation Frequencies for the Year

FISHING (NON FLY) FREQUENCY OF PARTICIPATION AND OUTINGS

During 2004, Americans who went fishing (non-fly) averaged 16 outings—activity that rolls up to 1.2 billion total excursions across the total Participant population.

Fishing (Non Fly) Frequency and Outings Among Americans 16 and Older

| Frequency | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|---------------------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------------|
| 1 time | NA | NA | NA | NA | NA | NA | 14% |
| 2 times | NA | NA | NA | NA | NA | NA | 13% |
| 3 to 6 times | NA | NA | NA | NA | NA | NA | 30% |
| 7 to 10 times | NA | NA | NA | NA | NA | NA | 12% |
| 11 to 30 | NA | NA | NA | NA | NA | NA | 22% |
| 31 or more times | NA | NA | NA | NA | NA | NA | 10% |
| One-Time Frequency | NA | NA | NA | NA | NA | NA | 14% |
| Average Frequency | NA | NA | NA | NA | NA | NA | 16.0 |
| Total Outings | NA | NA | NA | NA | NA | NA | 1.2 Billion |

FISHING (NON-FLY): PARTICIPATION and FREQUENCY – IMPACT ON TOTAL ANNUAL OUTINGS

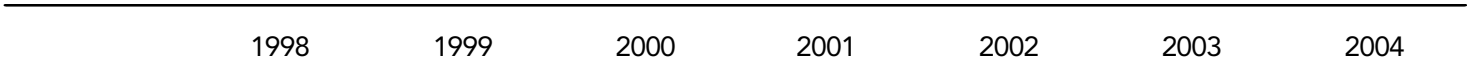
During 2004, the nearly 80 million Americans 16 and older who went fishing (non-fly) averaged 16 outings on the water—generating a total of 1.2 billion fishing (non-fly) outings for the year.

Fishing (Non-Fly): Participation, Frequency, Total Outings

Number of Participants ● 76.6 Million

Average Number of Outings ▲ 16 Outings

Total # of Outings ■ 1.2 Billion



FISHING (NON-FLY): DEMOGRAPHIC PROFILE TRENDS OF PARTICIPANTS

- Fishermen (non fly) tend to be male (65%), of all ages, Caucasian (82%), and living in the South Central region (40%).

| <u>Dimension</u> | <u>1998</u> | <u>1999</u> | <u>2000</u> | <u>2001</u> | <u>2002</u> | <u>2003</u> | <u>2004</u> |
|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <u>Gender</u> | | | | | | | |
| Male | NA | NA | NA | NA | NA | NA | 65% |
| Female | NA | NA | NA | NA | NA | NA | 35% |
| <u>Age</u> | | | | | | | |
| 16 to 24 | NA | NA | NA | NA | NA | NA | 28% |
| 25 to 34 | NA | NA | NA | NA | NA | NA | 20% |
| 35 to 44 | NA | NA | NA | NA | NA | NA | 21% |
| 45+ | NA | NA | NA | NA | NA | NA | 31% |
| <u>Marital Status</u> | | | | | | | |
| Married | NA | NA | NA | NA | NA | NA | 52% |
| Unmarried | NA | NA | NA | NA | NA | NA | 48% |
| <u>Ethnicity</u> | | | | | | | |
| Caucasian | NA | NA | NA | NA | NA | NA | 82% |
| African-American | NA | NA | NA | NA | NA | NA | 7% |
| Hispanic | NA | NA | NA | NA | NA | NA | 5% |
| Asian | NA | NA | NA | NA | NA | NA | 1% |
| Other | NA | NA | NA | NA | NA | NA | 5% |
| <u>Children <18</u> | | | | | | | |
| Yes | NA | NA | NA | NA | NA | NA | 51% |
| <u>Household Income</u> | | | | | | | |
| <\$40k | NA | NA | NA | NA | NA | NA | 38% |
| \$40k - \$79k | NA | NA | NA | NA | NA | NA | 41% |
| \$80k+ | NA | NA | NA | NA | NA | NA | 21% |
| <u>Region</u> | | | | | | | |
| Northeast | NA | NA | NA | NA | NA | NA | 14% |
| South Central | NA | NA | NA | NA | NA | NA | 40% |
| North Central | NA | NA | NA | NA | NA | NA | 24% |
| West | NA | NA | NA | NA | NA | NA | 22% |

FISHING (NON-FLY): DEMOGRAPHIC PROFILE TRENDS OF ENTHUSIASTS

- Enthusiast fishermen (non fly) tend to be male (75%), of all ages, Caucasian (85%), and living in the South Central region (46%).

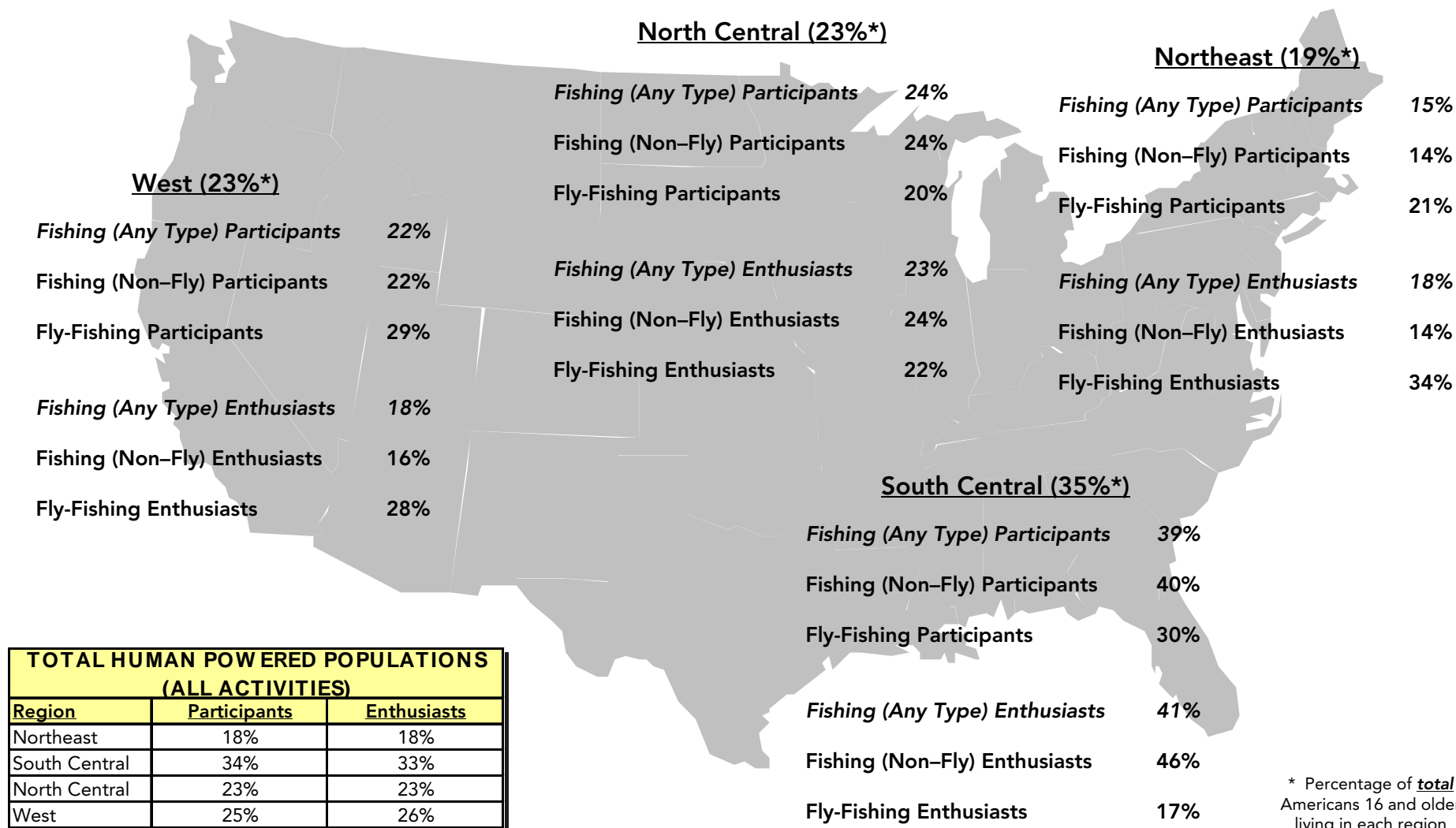
| <u>Dimension</u> | <u>1998</u> | <u>1999</u> | <u>2000</u> | <u>2001</u> | <u>2002</u> | <u>2003</u> | <u>2004</u> |
|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <u>Gender</u> | | | | | | | |
| Male | NA | NA | NA | NA | NA | NA | 75% |
| Female | NA | NA | NA | NA | NA | NA | 25% |
| <u>Age</u> | | | | | | | |
| 16 to 24 | NA | NA | NA | NA | NA | NA | 34% |
| 25 to 34 | NA | NA | NA | NA | NA | NA | 22% |
| 35 to 44 | NA | NA | NA | NA | NA | NA | 17% |
| 45+ | NA | NA | NA | NA | NA | NA | 27% |
| <u>Marital Status</u> | | | | | | | |
| Married | NA | NA | NA | NA | NA | NA | 45% |
| Unmarried | NA | NA | NA | NA | NA | NA | 55% |
| <u>Ethnicity</u> | | | | | | | |
| Caucasian | NA | NA | NA | NA | NA | NA | 85% |
| African-American | NA | NA | NA | NA | NA | NA | 8% |
| Hispanic | NA | NA | NA | NA | NA | NA | 3% |
| Asian | NA | NA | NA | NA | NA | NA | 1% |
| Other | NA | NA | NA | NA | NA | NA | 3% |
| <u>Children <18</u> | | | | | | | |
| Yes | NA | NA | NA | NA | NA | NA | 47% |
| <u>Household Income</u> | | | | | | | |
| <\$40k | NA | NA | NA | NA | NA | NA | 41% |
| \$40k - \$79k | NA | NA | NA | NA | NA | NA | 41% |
| \$80k+ | NA | NA | NA | NA | NA | NA | 18% |
| <u>Region</u> | | | | | | | |
| Northeast | NA | NA | NA | NA | NA | NA | 14% |
| South Central | NA | NA | NA | NA | NA | NA | 46% |
| North Central | NA | NA | NA | NA | NA | NA | 24% |
| West | NA | NA | NA | NA | NA | NA | 16% |

FISHING: WHERE THEY LIVE IN YEAR 2004

In 2004, fishing (any type) Participants and Enthusiasts are most likely to live in a state located in the South Central region of the United States.

Americans who went fly fishing in 2004 are most likely to live in the South Central and West regions.

The highest concentration of fishing (non-fly) Participants are located in the South Central region.



* Percentage of **total** Americans 16 and older living in each region

FLY-FISHING: CROSSOVER ACTIVITY IN YEAR 2004

More than three-quarters of fly-fisherman also participated in non-fly fishing during 2004.

During 2004, the majority of fly fishermen also participated in hiking.

| Activities | CROSSOVER PARTICIPATION INCIDENCE | | | | Size of Crossover Participation Population (Millions) |
|----------------------------------|-----------------------------------|-----------------------|-----------------------|-----------------------|---|
| | Fly Fisherman In 2001 | Fly Fisherman In 2002 | Fly Fisherman In 2003 | Fly Fisherman In 2004 | |
| Fly-Fishing | 100.0% | 100.0% | 100.0% | 100.0% | 18.2 |
| Fishing (Non-Fly) | NA | NA | NA | 79.2% | 14.4 |
| Hiking | 57.8% | 57.6% | 61.9% | 56.1% | 10.2 |
| Bicycling - Paved Road | 44.2% | 40.0% | 46.2% | 42.4% | 7.7 |
| Car Camping | 39.4% | 40.5% | 39.3% | 32.4% | 5.9 |
| Bicycling - Single Track | 37.2% | 29.5% | 36.0% | 30.6% | 5.6 |
| Bicycling - Dirt Road | 33.3% | 29.5% | 34.2% | 30.3% | 5.5 |
| Trail Running | 33.7% | 29.0% | 24.5% | 27.1% | 4.9 |
| Camping (Away from Car) | 21.7% | 24.8% | 22.5% | 23.5% | 4.3 |
| Canoeing | 27.7% | 30.0% | 27.8% | 22.8% | 4.1 |
| Backpacking | 19.7% | 22.9% | 21.5% | 17.6% | 3.2 |
| Bird Watching | 16.9% | 17.6% | 16.3% | 11.5% | 2.1 |
| Cross-Country/Nordic Skiing | 10.4% | 16.2% | 15.7% | 10.2% | 1.9 |
| Rafting | 21.3% | 18.1% | 13.2% | 9.2% | 1.7 |
| Snowshoeing | 6.0% | 9.5% | 8.9% | 6.6% | 1.2 |
| Kayaking - Recreation/Sit-on-Top | 2.4% | 5.2% | 7.5% | 6.6% | 1.2 |
| Climbing - Natural Rock | 8.0% | 9.5% | 9.2% | 6.0% | 1.1 |
| Climbing - Artificial Wall | 6.8% | 8.1% | 6.4% | 5.5% | 1.0 |
| Kayaking - Whitewater | 2.4% | 5.2% | 1.9% | 5.1% | 0.928 |
| Kayaking - Touring/Sea | 3.6% | 10.0% | 3.8% | 5.1% | 0.928 |
| Telemark Skiing | 2.4% | 3.3% | 5.5% | 4.6% | 0.837 |
| Climbing - Ice | 1.6% | 2.4% | 1.9% | 1.6% | 0.291 |

 = Significant difference from 2002

FISHING (NON-FLY): CROSSOVER ACTIVITY IN YEAR 2004

Nearly one in five (18.8%) fishermen (non fly) went fly fishing in 2004.

| | CROSSOVER PARTICIPATION INCIDENCE | |
|----------------------------------|-----------------------------------|---|
| Activities | Fishermen (Non-Fly) In 2004 | Size of 2004 Crossover Participation Populations (Millions) |
| Fishing (Non-Fly) | 100.0% | 76.6 |
| Hiking | 46.9% | 35.9 |
| Bicycling - Paved Road | 44.0% | 33.7 |
| Car Camping | 35.4% | 27.1 |
| Bicycling - Dirt Road | 26.1% | 20.0 |
| Bicycling - Single Track | 25.8% | 19.8 |
| Trail Running | 25.4% | 19.5 |
| Fly-Fishing | 18.8% | 14.4 |
| Canoeing | 17.1% | 13.1 |
| Camping (Away from Car) | 14.9% | 11.4 |
| Backpacking | 9.4% | 7.2 |
| Bird Watching | 8.8% | 6.7 |
| Rafting | 6.7% | 5.1 |
| Cross-Country/Nordic Skiing | 6.1% | 4.7 |
| Kayaking - Recreation/Sit-on-Top | 5.1% | 3.9 |
| Climbing - Natural Rock | 4.1% | 3.1 |
| Climbing - Artificial Wall | 3.3% | 2.5 |
| Snowshoeing | 3.2% | 2.5 |
| Kayaking - Touring/Sea | 3.0% | 2.3 |
| Telemark Skiing | 2.9% | 2.2 |
| Kayaking - Whitewater | 1.7% | 1.3 |
| Climbing - Ice | 0.8% | 0.613 |

OUTDOOR RECREATION PARTICIPATION STUDY

KAYAKING

"Have you gone touring / sea kayaking?"
"Have you gone whitewater kayaking?"
"Have you gone recreation / sit on top kayaking?"

KAYAKING

KAYAKING (ANY TYPE) 2004: 10.2 million Participants, 2.0 million Enthusiasts

KAYAKING – WHITEWATER 2004: 2.2 million Participants, 222 thousand Enthusiasts

Overall, kayaking has enjoyed very steady and favorable growth over the past seven years. Kayaking (any type) has experienced a doubling in the size of activity's Participant and Enthusiast populations from 1998 to 2004

- Interest in whitewater kayaking shows signs of rebounding following a soft year for participation in 2003

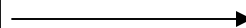
Whitewater kayaking draws the following demographic profile of Americans.

- Male
 - Young (16 to 24)
 - Caucasian
 - Number of married kayakers has increased since 2002
 - The majority of whitewater kayakers also participated in recreation/sit-on-top kayaking (61.2%), touring/sea kayaking (56.2%) during 2004.
-
- **Ethnicity:** Whitewater kayakers are primarily Caucasian (83%), followed by Hispanic (6%) and African American (5%)
 - **Age:** Young American's participate the most in whitewater kayaking with close to two-thirds under the age of 35 and almost half between the ages of 16 and 24.
 - **Household Affluence:** Nearly eight in 10 (77%) of whitewater kayakers report incomes of \$40k or more, a continuing trend.
 - **Region:** The North Central region sees the smallest number of whitewater kayakers (17%). Since 2002, Whitewater Kayaking has increased in the South Central region and declined in the West.

The average number of outings among whitewater kayakers equaled 3.0--yielding a total of seven million outings for 2004. Individuals either go on one (39%) or two (44%) outings a year.

Year 2004 Events of Note

Whitewater kayaking is showing signs of rebounding.



Observation/Implication

To encourage participation, whitewater kayaking needs clinics, water parks and store sponsored group outings/trips.

KAYAKING (NON-WHITEWATER) 2004 9.6 million Participants, 1.8 million Enthusiasts
KAYAKING – TOURING/SEA 2004: 5.8 million Participants, 1.1 million Enthusiasts
KAYAKING - REC/ SIT-ON-TOP 2004: 7.3 million Participants, 888 thousand Enthusiasts

Touring/sea kayaking interest has leveled off during the past two years. Recreational/sit-on-top has emerged as the most popular format within kayaking—enjoying steady gains in Participant activity over the past four years

The different kayaking formats draw Americans with similar demographic profiles:

- Male
- Young (16 to 24)
- Caucasian
- Nearly two-thirds (62.0%) of touring/sea kayakers also participated in recreation/sit-on-top kayaking during the year.
- Recreation/sit-on-top kayakers also engaged in other paddlesports at high levels in 2004—touring/sea kayaking (48.2%) and canoeing (56.1%).
- **Ethnicity:** Touring/sea kayaking is becoming a more diverse sport. Fewer Caucasians (73%) participated compared to the 2002. Hispanic participation is increasing. Ethnicity among recreation/sit-on-top kayakers remained unchanged from 2002.
- **Age:** Young American's participate the most in both types of kayaking. Fifty-two percent of touring/sea kayakers and 60% of recreation/sit-on-top kayakers are under age 34.
- **Household Affluence:** Kayakers are more affluent than participants in other sports. Forty-two percent of of touring/sea kayakers and 39% of recreation/sit-on-top kayakers have incomes over \$80K.
- **Region:** Most kayakers live in the Northeast and West regions of the United States.

During 2004, touring/sea kayakers averaged 4.0 outings—generating a total of 23 million outings for the year. Almost half only went touring/sea kayaking one-time. Recreational/sit-on-top kayakers participated more frequently (6 outings on average) and therefore generated significantly more outings during 2004—44 million.

Year 2004 Events of Note

Hispanic are doing it.

Observation/Implication

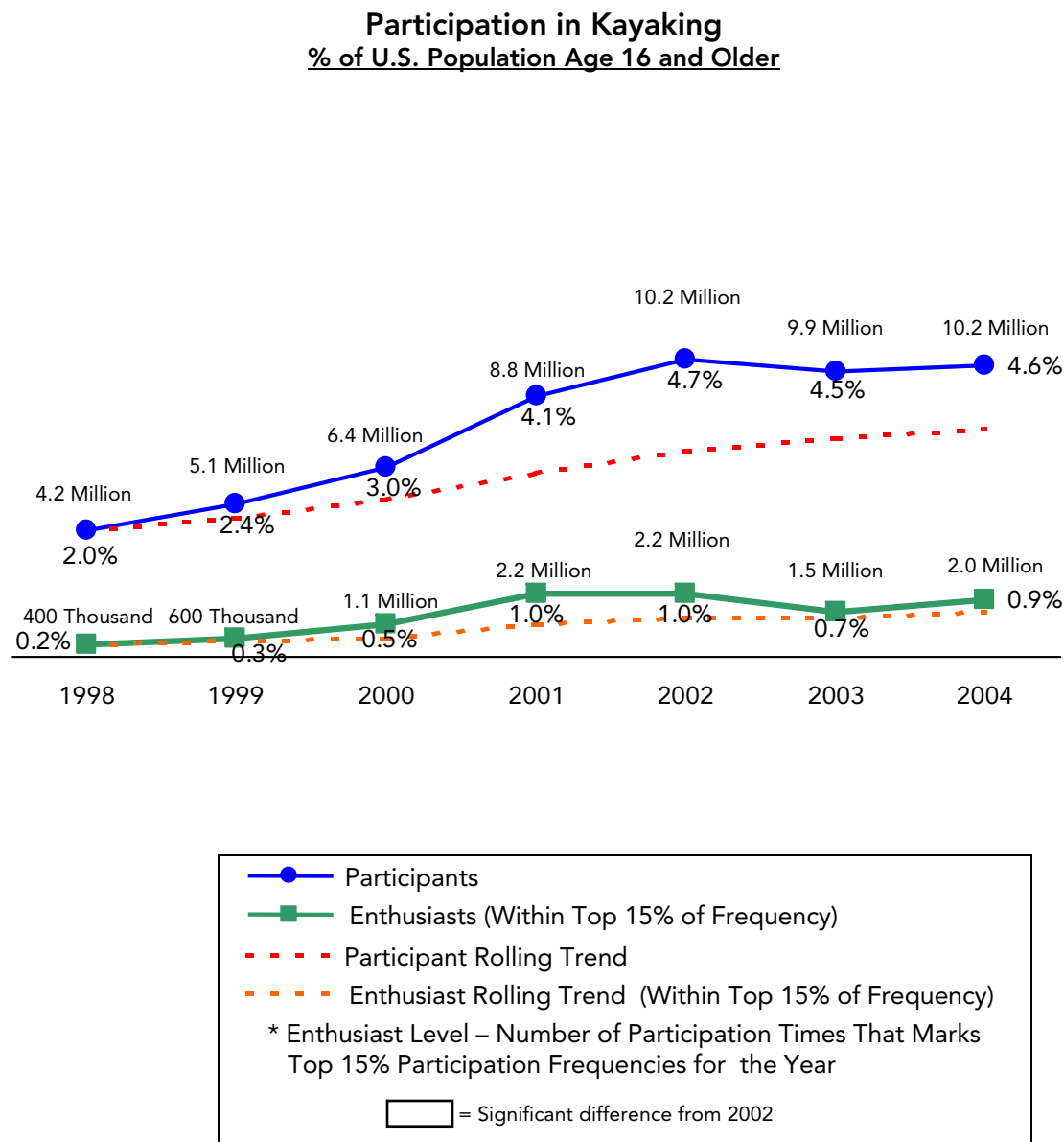
Group outings with family and/or friends is the key to encouraging more diverse participation.

KAYAKING – ANY TYPE: PARTICIPANT & ENTHUSIAST TRENDS

Overall Perspective: Following several years of dynamic growth, kayaking shows signs of maturing as an activity as Participant and Enthusiast activity has leveled off.

Long-term Perspective (Compared to 1998): Participation in kayaking has grown dynamically from six years ago. The year 2004 Participant and Enthusiast populations have more than doubled since 1998.

Cumulative Perspective (Rolling Trend): Rolling trend Participant and Enthusiast levels reveal steady growth.



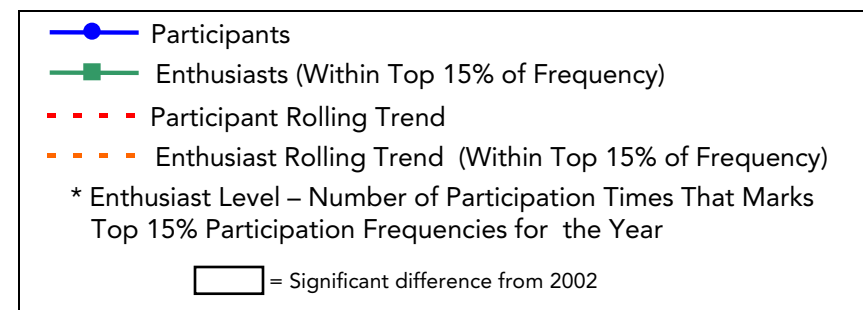
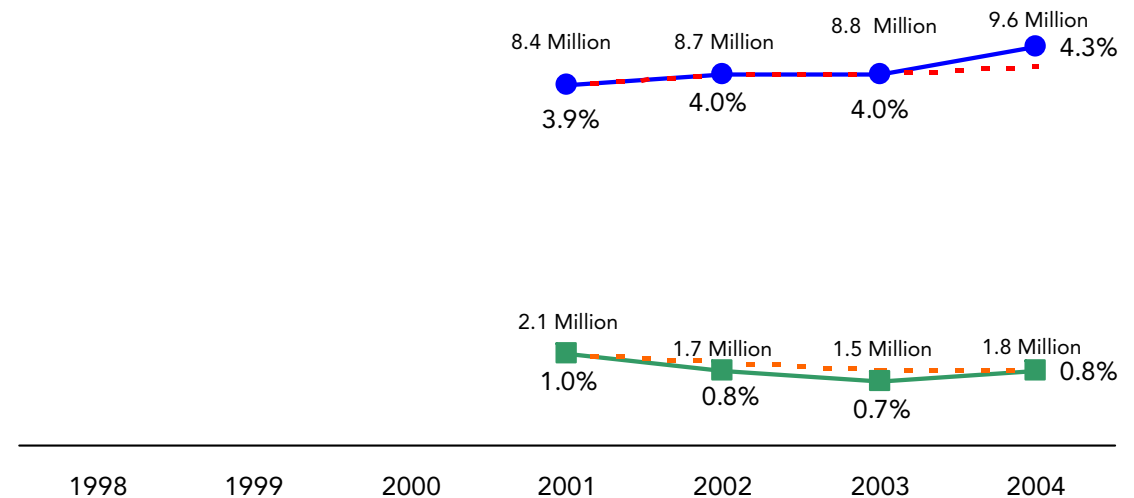
KAYAKING (NON-WHITewater): PARTICIPANT & ENTHUSIAST TRENDS

Participation in Kayaking (Non-Whitewater)
% of U.S. Population Age 16 and Older

Overall Perspective: Participation in kayaking formats other than whitewater have gradually enjoyed increased popularity in the past four years.

Cumulative Perspective (Rolling Trend): Rolling trend Participant results have gradually increased since 2001.

Rolling trend Enthusiast results have remained primarily unchanged during the past four years.



KAYAKING - TOURING / SEA: PARTICIPANT AND ENTHUSIAST TRENDS

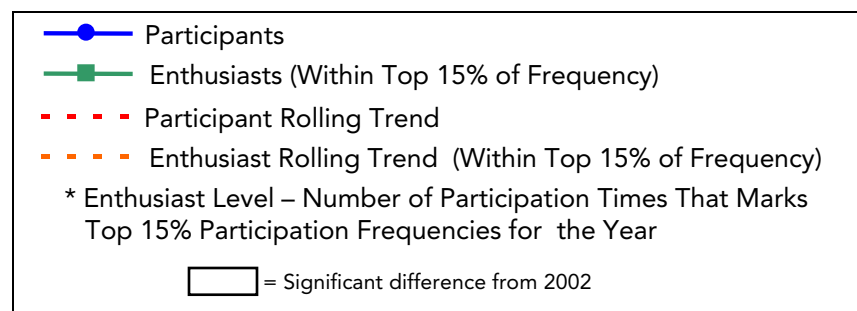
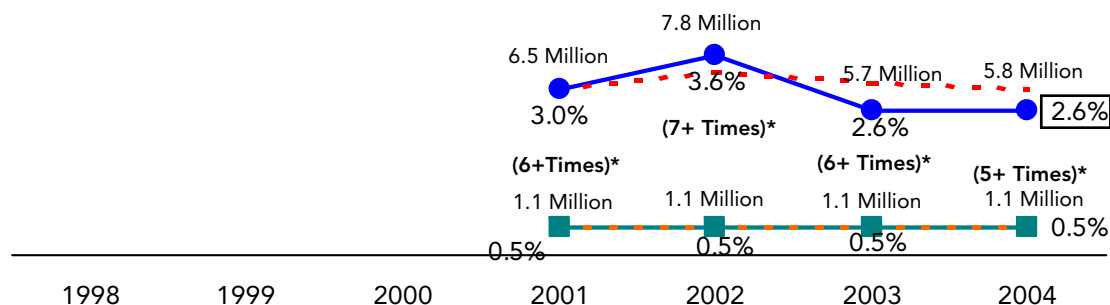
Overall Perspective: With the exception of a particularly strong year in 2002, participation in touring/sea kayaking has been primarily stable since 2001.

Three-Year Perspective (Compared to 2002): Year 2004 Participant levels are down from the activity reported in 2002.

Enthusiast levels remain unchanged.

Cumulative Perspective (Rolling Trend): Rolling trend Participant and Enthusiast levels have remained primarily stable over the past four years.

Participation in Touring/Sea Kayaking % of U.S. Population Age 16 and Older



KAYAKING – TOURING/SEA: FREQUENCY OF PARTICIPATION AND OUTINGS

The average number of touring/sea kayaking outings in 2004 equaled four. Based on the size of the Participant population and frequency, 23 million touring/sea kayaking outings were generated during 2004.

Nearly one-half (49%) of Participants limited their participation to a single outing in 2004.

Touring/Sea Kayaking Frequency and Outings Among Americans 16 and Older

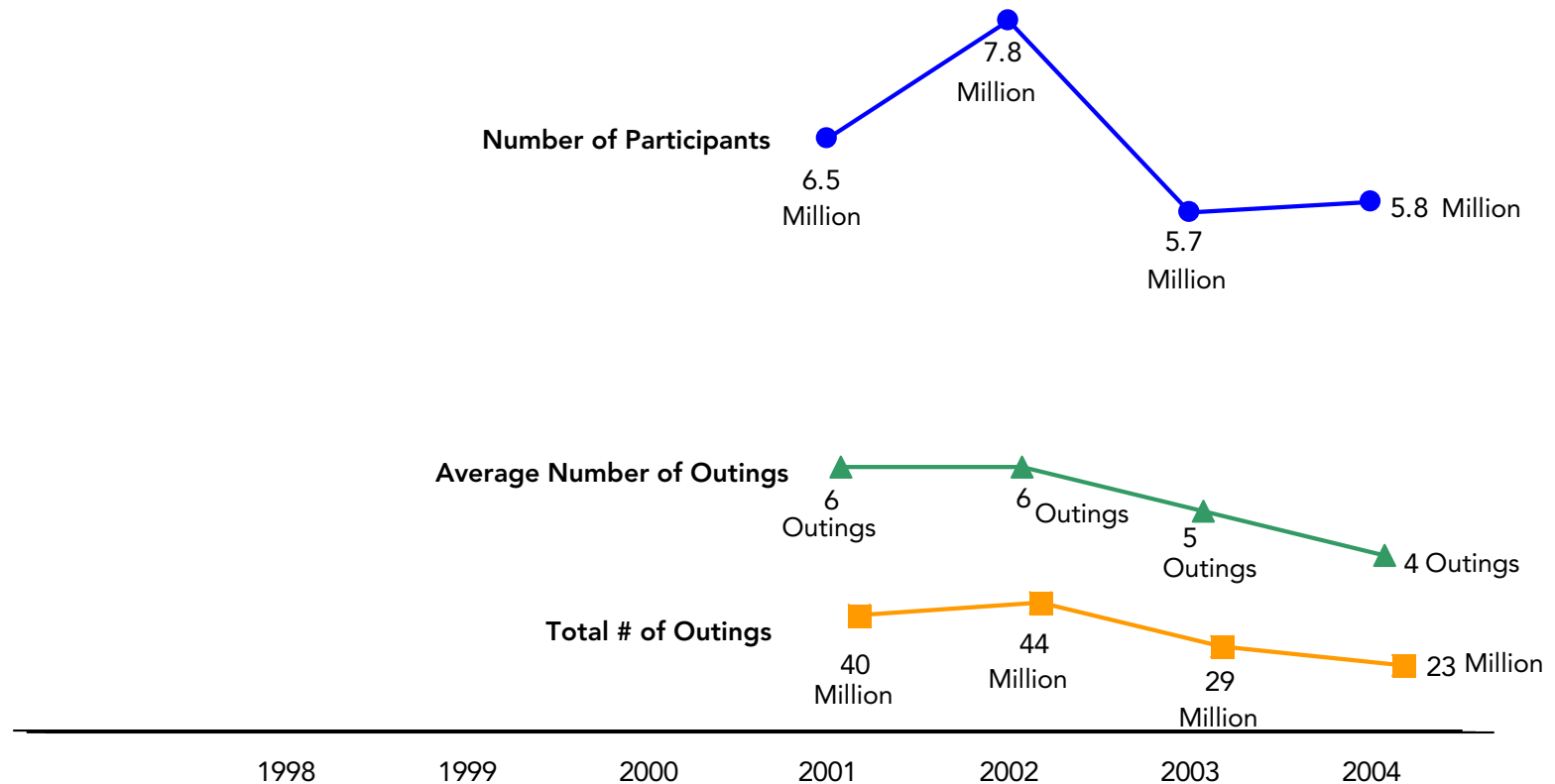
| Frequency | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|---------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 1 time | NA | NA | NA | 35% | 44% | 42% | 49% |
| 2 times | NA | NA | NA | 22% | 16% | 19% | 18% |
| 3 to 6 times | NA | NA | NA | 20% | 25% | 29% | 23% |
| 7 to 10 times | NA | NA | NA | 7% | 4% | 3% | 6% |
| 11 to 30 | NA | NA | NA | 5% | 6% | 7% | 3% |
| 31 or more times | NA | NA | NA | 10% | 5% | 1% | 1% |
| One-Time Frequency | NA | NA | NA | 35% | 44% | 42% | 49% |
| Average Frequency | NA | NA | NA | 6.0 | 6.0 | 5.0 | 4.0 |
| Total Outings (Millions) | NA | NA | NA | 40 | 44 | 29 | 23 |

KAYAKING-TOURING/SEA: PARTICIPATION and FREQUENCY – IMPACT ON TOTAL ANNUAL OUTINGS

Participation in touring/sea kayaking peaked in 2002 when 44 million outings were generated.

The number of Americans participating has leveled off in the past two years and frequency has slipped somewhat—year 2004 total outings are at nearly one-half the level registered in 2002.

Touring/Sea Kayaking: Participation, Frequency, Total Outings



KAYAKING - TOURING / SEA: DEMOGRAPHIC PROFILE TRENDS OF PARTICIPANTS

- The 2004 touring/sea kayaking Participant population is comprised of a majority of males (55%).
- In 2004, touring/sea kayaking drew Participants of all ages. One-half of Participants are between the ages of 16 to 24 (52%).
- Year 2004 touring/sea kayaking activity was more ethnically inclusive than in 2002—particularly among Hispanics.

| <u>Dimension</u> | <u>1998</u> | <u>1999</u> | <u>2000</u> | <u>2001</u> | <u>2002</u> | <u>2003</u> | <u>2004</u> |
|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <u>Gender</u> | | | | | | | |
| Male | NA | NA | NA | 51% | 60% | 58% | 55% |
| Female | NA | NA | NA | 49% | 40% | 42% | 45% |
| <u>Age</u> | | | | | | | |
| 16 to 24 | NA | NA | NA | 41% | 39% | 31% | 34% |
| 25 to 34 | NA | NA | NA | 26% | 16% | 20% | 18% |
| 35 to 44 | NA | NA | NA | 15% | 16% | 21% | 21% |
| 45+ | NA | NA | NA | 18% | 29% | 29% | 27% |
| <u>Marital Status</u> | | | | | | | |
| Married | NA | NA | NA | 52% | 42% | 40% | 46% |
| Unmarried | NA | NA | NA | 48% | 58% | 60% | 54% |
| <u>Ethnicity</u> | | | | | | | |
| Caucasian | NA | NA | NA | 83% | 88% | 88% | 73% |
| African-American | NA | NA | NA | 4% | 5% | 1% | 2% |
| Hispanic | NA | NA | NA | 7% | 4% | 4% | 9% |
| Asian | NA | NA | NA | 4% | 2% | 2% | 3% |
| Other | NA | NA | NA | 3% | 1% | 5% | 13% |
| <u>Children <18</u> | | | | | | | |
| Yes | NA | NA | NA | 36% | 44% | 39% | 51% |
| <u>Household Income</u> | | | | | | | |
| <\$40k | NA | NA | NA | 23% | 23% | 27% | 18% |
| \$40k - \$79k | NA | NA | NA | 48% | 36% | 35% | 40% |
| \$80k+ | NA | NA | NA | 29% | 41% | 38% | 42% |
| <u>Region</u> | | | | | | | |
| Northeast | NA | NA | NA | 26% | 34% | 29% | 31% |
| South Central | NA | NA | NA | 31% | 23% | 22% | 23% |
| North Central | NA | NA | NA | 15% | 15% | 18% | 16% |
| West | NA | NA | NA | 28% | 28% | 32% | 30% |

= Significant difference from 2002

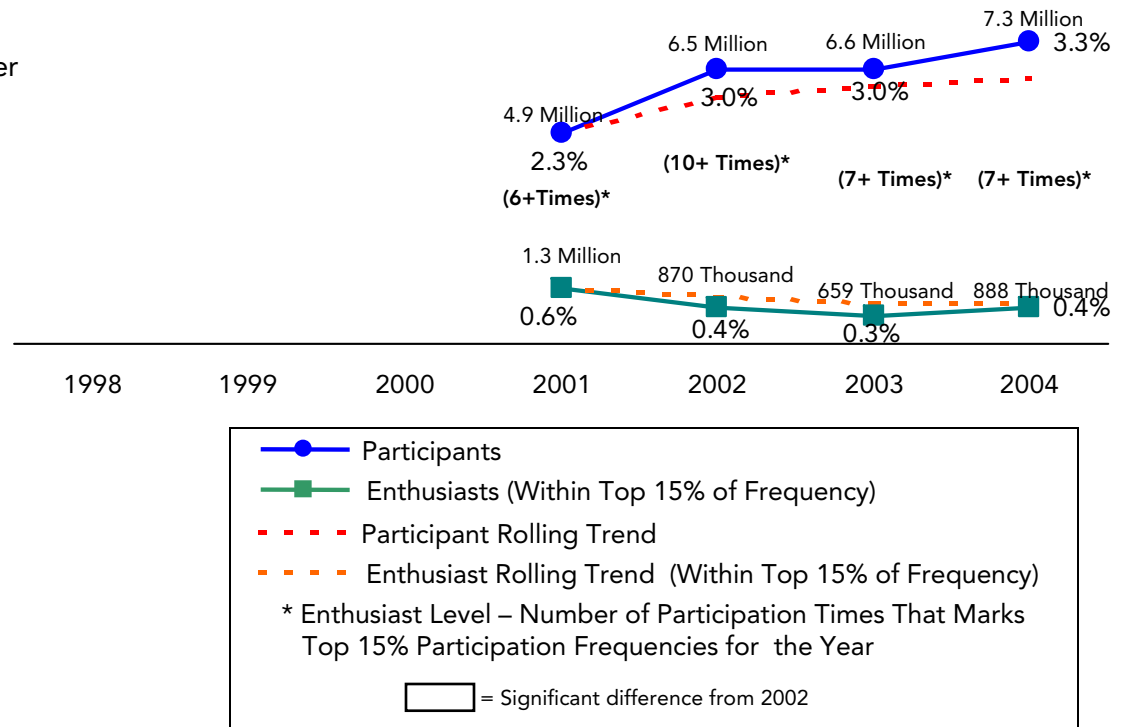
KAYAKING - RECREATION / SIT ON TOP: PARTICIPANT & ENTHUSIAST TRENDS

Overall Perspective: Recreation/sit on top kayaking has enjoyed steady gains in Participant activity over the past four years.

Cumulative Perspective (Rolling Trend): Rolling trend results reveal moderate growth in Participant levels.

Enthusiast levels have declined moderately over the past three years.

Participation in Recreation/Sit-On-Top Kayaking
% of U.S. Population Age 16 and Older



KAYAKING - RECREATION / SIT ON TOP : FREQUENCY OF PARTICIPATION AND OUTINGS

During 2004 a total of 44 million recreation/sit on top kayaking outings were generated—the highest number of outings yet measured.

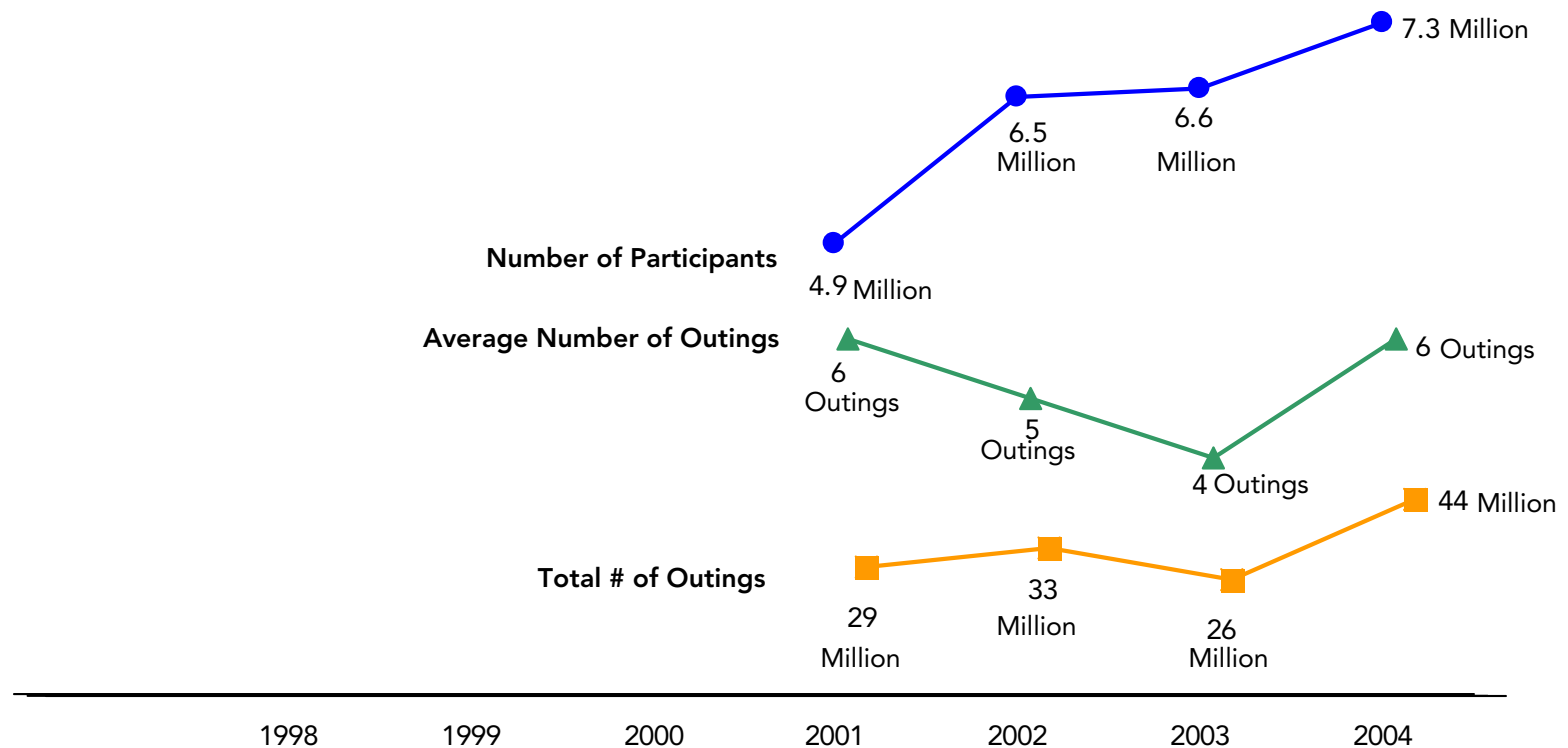
Recreation/Sit-on-Top Kayaking Frequency and Outings Among Americans 16 and Older

| Frequency | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|---------------------------------|-----------|-----------|-----------|------------|------------|------------|------------|
| 1 time | NA | NA | NA | 38% | 41% | 48% | 41% |
| 2 times | NA | NA | NA | 25% | 16% | 13% | 25% |
| 3 to 6 times | NA | NA | NA | 14% | 21% | 28% | 23% |
| 7 to 10 times | NA | NA | NA | 8% | 8% | 4% | 3% |
| 11 to 30 | NA | NA | NA | 10% | 9% | 5% | 6% |
| 31 or more times | NA | NA | NA | 5% | 5% | 2% | 2% |
| One-Time Frequency | NA | NA | NA | 38% | 41% | 48% | 41% |
| Average Frequency | NA | NA | NA | 6.0 | 5.0 | 4.0 | 6.0 |
| Total Outings (Millions) | NA | NA | NA | 29 | 33 | 26 | 44 |

KAYAKING-RECREATIONAL/SIT ON TOP: PARTICIPATION and FREQUENCY – IMPACT ON TOTAL ANNUAL OUTINGS

Recreational/sit-on-top kayaking participation is on the rise. During 2004, a record number of Americans participated and the average frequency of six outings taken during the year generated a record number of total annual outings 944 million).

Recreational/Sit-on-Top Kayaking: Participation, Frequency, Total Outings



KAYAKING - RECREATION / SIT ON TOP: DEMOGRAPHIC PROFILE TRENDS OF PARTICIPANTS

- In 2004, the recreation/sit-on-top kayaking population continues to reveal a shift to a majority male Participant population.
- Recreation/sit-on-top kayakers represent all ages groups.
- One-third (34%) of year 2004 recreation/sit on top kayakers live in the Northeast.

| Dimension | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|-------------------------|------|------|------|------|------|------|------|
| Gender | | | | | | | |
| Male | NA | NA | NA | 48% | 58% | 64% | 62% |
| Female | NA | NA | NA | 52% | 42% | 36% | 38% |
| Age | | | | | | | |
| 16 to 24 | NA | NA | NA | 34% | 37% | 29% | 37% |
| 25 to 34 | NA | NA | NA | 26% | 16% | 23% | 23% |
| 35 to 44 | NA | NA | NA | 20% | 18% | 23% | 11% |
| 45+ | NA | NA | NA | 21% | 29% | 26% | 29% |
| Marital Status | | | | | | | |
| Married | NA | NA | NA | 40% | 39% | 47% | 49% |
| Unmarried | NA | NA | NA | 60% | 61% | 53% | 51% |
| Ethnicity | | | | | | | |
| Caucasian | NA | NA | NA | 86% | 87% | 92% | 81% |
| African-American | NA | NA | NA | 2% | 4% | 2% | 3% |
| Hispanic | NA | NA | NA | 6% | 5% | 1% | 6% |
| Asian | NA | NA | NA | 2% | 3% | 2% | 2% |
| Other | NA | NA | NA | 4% | 1% | 3% | 8% |
| Children <18 | | | | | | | |
| Yes | NA | NA | NA | 37% | 47% | 53% | 49% |
| Household Income | | | | | | | |
| <\$40k | NA | NA | NA | 30% | 23% | 26% | 20% |
| \$40k - \$79k | NA | NA | NA | 38% | 44% | 43% | 41% |
| \$80k+ | NA | NA | NA | 32% | 33% | 31% | 39% |
| Region | | | | | | | |
| Northeast | NA | NA | NA | 30% | 31% | 27% | 34% |
| South Central | NA | NA | NA | 30% | 21% | 27% | 22% |
| North Central | NA | NA | NA | 16% | 16% | 21% | 18% |
| West | NA | NA | NA | 24% | 31% | 26% | 26% |

KAYAKING - WHITEWATER : PARTICIPANT & ENTHUSIAST TRENDS

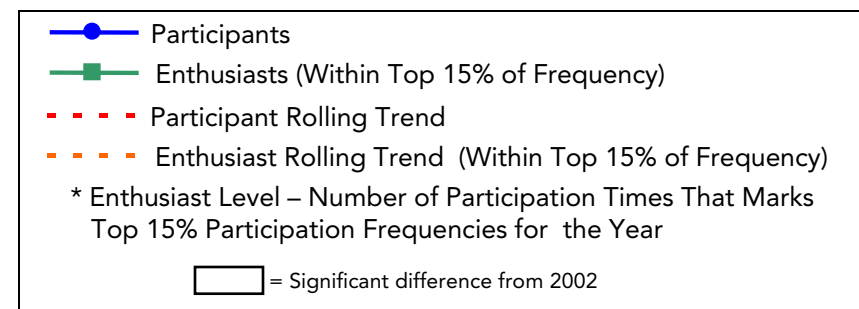
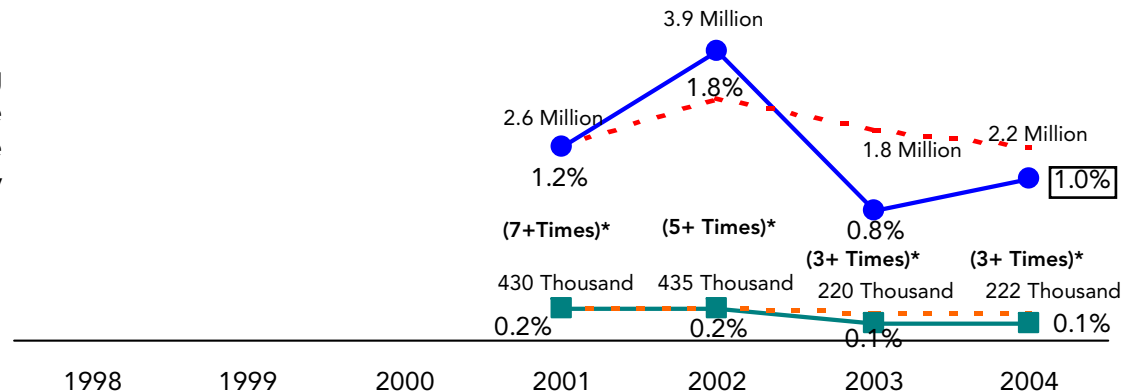
Overall Perspective: Year 2004 participation activity have returned to the benchmark levels set in 2001, but falls far short of matching the record year of 2002.

Three-Year Perspective (Compared to 2002): Year 2004 Participant levels are down from levels reported in 2002.

Enthusiast levels are unchanged.

Cumulative Perspective (Rolling Trend): Rolling trend Participant and Enthusiast levels have remained primarily stable over the past three years, but reflect the result of the sharp activity declines noted in 2003 and 2004.

Participation in Whitewater Kayaking
% of U.S. Population Age 16 and Older



KAYAKING - WHITEWATER: FREQUENCY OF PARTICIPATION AND OUTINGS

The average number of whitewater kayaking outings in 2004 equaled three. Based on the size of the Participant population and kayaking frequency, 7 million whitewater kayaking outings were generated during 2004.

The specialized needs (skills, equipment, access) associated with whitewater kayaking may be responsible for the limited frequency in which kayakers participate—83% of Participants went only one or two times during the year.

Whitewater Kayaking Frequency and Outings Among Americans 16 and Older

| Frequency | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|---------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 1 time | NA | NA | NA | 45% | 39% | 47% | 39% |
| 2 times | NA | NA | NA | 23% | 19% | 32% | 44% |
| 3 to 6 times | NA | NA | NA | 6% | 18% | 9% | 14% |
| 7 to 10 times | NA | NA | NA | 9% | 4% | 0% | 0% |
| 11 to 30 | NA | NA | NA | 6% | 4% | 6% | 3% |
| 31 or more times | NA | NA | NA | 11% | 17% | 6% | 0% |
| One-Time Frequency | NA | NA | NA | 45% | 39% | 47% | 39% |
| Average Frequency | NA | NA | NA | 3.0 | 5.0 | 3.0 | 3.0 |
| Total Outings (Millions) | NA | NA | NA | 8 | 14 | 5 | 7 |

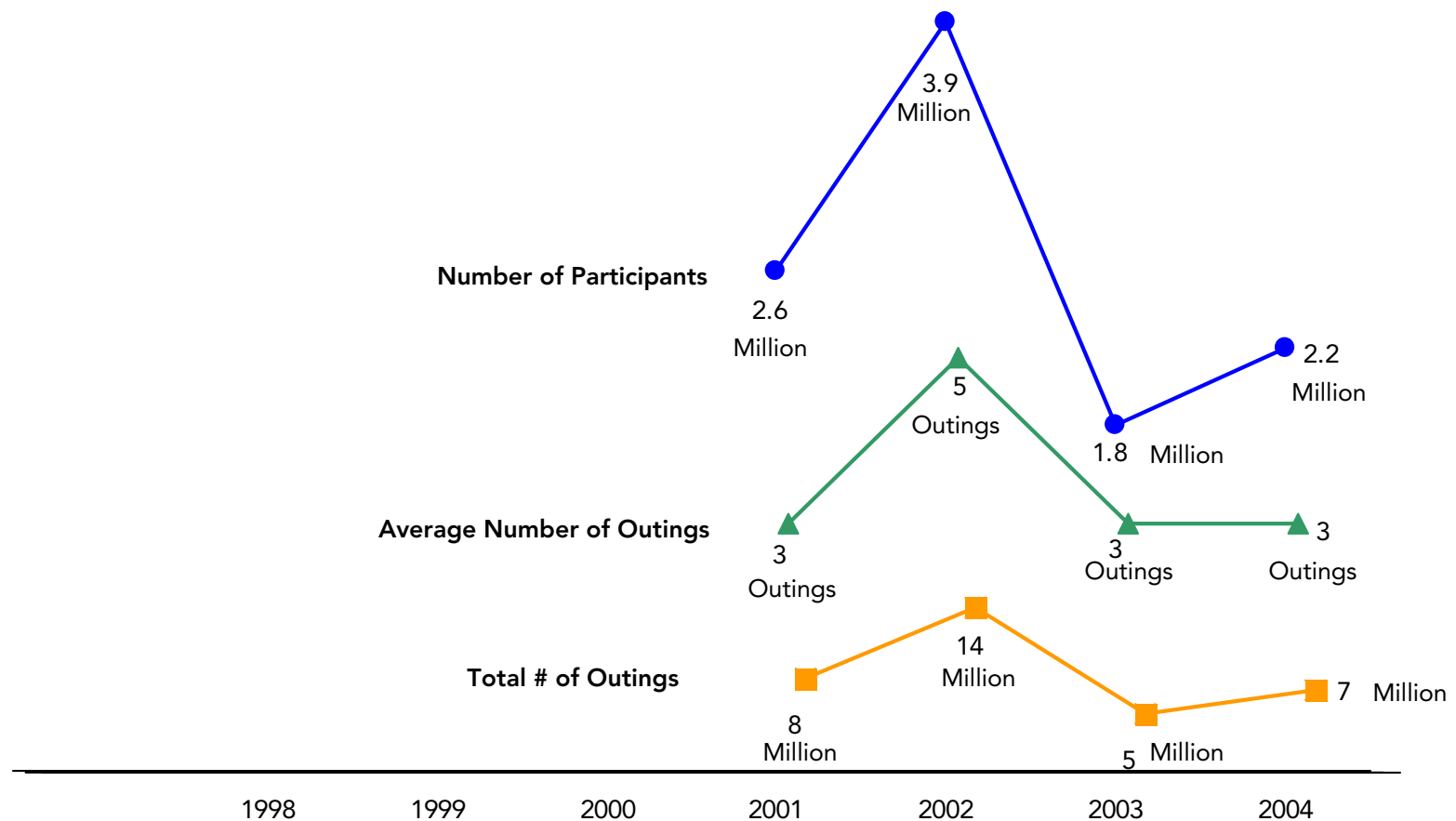
 = Significant difference from 2002

KAYAKING-WHITEWATER: PARTICIPATION and FREQUENCY – IMPACT ON TOTAL ANNUAL OUTINGS

Participating in whitewater kayaking peaked in 2003 when a total of 14 million outings were generated—driven by the large Participant population.

During 2004, whitewater kayaking rebounded from a soft year 2003—the number of Americans participating increased, driving the total number of outings up to seven million.

Whitewater Kayaking: Participation, Frequency, Total Outings



KAYAKING - WHITEWATER: DEMOGRAPHIC PROFILE TRENDS OF PARTICIPANTS

- Americans 16 and older who went whitewater kayaking in 2004 tend to be male (71%).
- In 2004, nearly one-half (48%) of Participants are between the ages of 16 and 24—the highest representation of the youth age group in four years.
- The region profile of whitewater kayakers is more balanced than in 2002.

| Dimension | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|-------------------------|------|------|------|------|------|------|------|
| Gender | | | | | | | |
| Male | NA | NA | NA | 60% | 65% | 63% | 71% |
| Female | NA | NA | NA | 40% | 35% | 37% | 29% |
| Age | | | | | | | |
| 16 to 24 | NA | NA | NA | 34% | 42% | 35% | 48% |
| 25 to 34 | NA | NA | NA | 28% | 18% | 15% | 16% |
| 35 to 44 | NA | NA | NA | 21% | 19% | 17% | 19% |
| 45+ | NA | NA | NA | 17% | 21% | 33% | 17% |
| Marital Status | | | | | | | |
| Married | NA | NA | NA | 34% | 35% | 54% | 54% |
| Unmarried | NA | NA | NA | 66% | 65% | 46% | 46% |
| Ethnicity | | | | | | | |
| Caucasian | NA | NA | NA | 85% | 86% | 90% | 83% |
| African-American | NA | NA | NA | 4% | 5% | 4% | 5% |
| Hispanic | NA | NA | NA | 7% | 6% | 4% | 6% |
| Asian | NA | NA | NA | 4% | 2% | 2% | 2% |
| Other | NA | NA | NA | * | 1% | * | 4% |
| Children <18 | | | | | | | |
| Yes | NA | NA | NA | 30% | 46% | 56% | 35% |
| Household Income | | | | | | | |
| <\$40k | NA | NA | NA | 24% | 30% | 20% | 23% |
| \$40k - \$79k | NA | NA | NA | 52% | 38% | 54% | 39% |
| \$80k+ | NA | NA | NA | 24% | 32% | 26% | 38% |
| Region | | | | | | | |
| Northeast | NA | NA | NA | 24% | 25% | 23% | 27% |
| South Central | NA | NA | NA | 32% | 11% | 35% | 29% |
| North Central | NA | NA | NA | 20% | 11% | 26% | 17% |
| West | NA | NA | NA | 24% | 53% | 16% | 27% |

= Significant difference from 2002

KAYAKING: WHERE THEY LIVE IN YEAR 2004

In 2004 kayaking (any type) are most likely to live in the Northeast (33%).

Within the specific kayaking formats, Participants geographically dispersed. In general, year 2004 kayakers are least likely to call the North Central region home.

West (23%*)

| | |
|---|-----|
| Kayaking (Any Type) Participants | 26% |
| Recreation/Sit-on-Top Kayaking Participants | 26% |
| Touring/Sea Kayaking Participants | 30% |
| Whitewater Kayaking Participants | 27% |
| Kayaking (Any Type) Enthusiasts | 14% |
| Recreation/Sit-on-Top Kayaking Enthusiasts | NA |
| Touring/Sea Kayaking Enthusiasts | NA |
| Whitewater Kayaking Enthusiasts | NA |

North Central (23%*)

| | |
|---|-----|
| Kayaking (Any Type) Participants | 16% |
| Recreation/Sit-on-Top Kayaking Participants | 18% |
| Touring/Sea Kayaking Participants | 16% |
| Whitewater Kayaking Participants | 17% |
| Kayaking (Any Type) Enthusiasts | 19% |
| Recreation/Sit-on-Top Kayaking Enthusiasts | NA |
| Touring/Sea Kayaking Enthusiasts | NA |
| Whitewater Kayaking Enthusiasts | NA |

Northeast (19%*)

| | |
|---|-----|
| Kayaking (Any Type) Participants | 33% |
| Recreation/Sit-on-Top Kayaking Participants | 34% |
| Touring/Sea Kayaking Participants | 31% |
| Whitewater Kayaking Participants | 27% |
| Kayaking (Any Type) Enthusiasts | 35% |
| Recreation/Sit-on-Top Kayaking Enthusiasts | NA |
| Touring/Sea Kayaking Enthusiasts | NA |
| Whitewater Kayaking Enthusiasts | NA |

South Central (35%)

| | |
|---|-----|
| Kayaking (Any Type) Participants | 25% |
| Recreation/Sit-on-Top Kayaking Participants | 22% |
| Touring/Sea Kayaking Participants | 23% |
| Whitewater Kayaking Participants | 29% |
| Kayaking (Any Type) Enthusiasts | 31% |
| Recreation/Sit-on-Top Kayaking Enthusiasts | NA |
| Touring/Sea Kayaking Enthusiasts | NA |
| Whitewater Kayaking Enthusiasts | NA |

| TOTAL HUMAN POWERED POPULATIONS (ALL ACTIVITIES) | | |
|---|--------------|-------------|
| Region | Participants | Enthusiasts |
| Northeast | 18% | 18% |
| South Central | 34% | 33% |
| North Central | 23% | 23% |
| West | 25% | 26% |

* Percentage of **total** Americans 16 and older living in each region

KAYAKING - TOURING/SEA : CROSSOVER ACTIVITY IN YEAR 2004

In 2004, touring/sea kayakers hiking (83.3%) and paved road bicycling (62.0%) are the activities most often participated in by year 2004 touring/sea kayakers.

Nearly two-thirds (62.0%) of touring/sea kayakers also participated in recreation/sit-on-top kayaking during the year—equal to a crossover population of 3.6 million Americans 16 and older.

| Activities | CROSSOVER PARTICIPATION INCIDENCE | | | | Size of Crossover Participation Population (Millions) |
|----------------------------------|-----------------------------------|------------------------------|------------------------------|------------------------------|---|
| | Touring/Sea Kayaking In 2001 | Touring/Sea Kayaking In 2002 | Touring/Sea Kayaking In 2003 | Touring/Sea Kayaking In 2004 | |
| Kayaking- Touring/Sea | 100.0% | 100.0% | 100.0% | 100.0% | 5.8 |
| Hiking | 73.5% | 69.0% | 72.9% | 83.3% | 4.8 |
| Bicycling - Paved Road | 59.8% | 60.0% | 69.5% | 65.1% | 3.8 |
| Kayaking - Recreation/Sit-on-Top | 49.6% | 64.1% | 51.1% | 62.0% | 3.6 |
| Trail Running | 48.7% | 46.2% | 49.2% | 53.7% | 3.1 |
| Canoeing | 42.7% | 42.8% | 39.6% | 52.4% | 3.0 |
| Bicycling - Single Track | 51.3% | 38.6% | 49.5% | 47.3% | 2.7 |
| Bicycling - Dirt Road | 42.7% | 35.2% | 48.3% | 46.6% | 2.7 |
| Fishing (Non-Fly) | NA | NA | NA | 40.9% | 2.4 |
| Car Camping | 26.5% | 35.2% | 27.3% | 30.9% | 1.8 |
| Camping (Away from Car) | 29.1% | 21.4% | 26.7% | 28.2% | 1.6 |
| Rafting | 18.8% | 24.8% | 13.3% | 22.8% | 1.3 |
| Backpacking | 23.5% | 18.6% | 21.0% | 22.7% | 1.3 |
| Kayaking - Whitewater | 30.8% | 40.7% | 17.3% | 22.1% | 1.3 |
| Cross-Country/Nordic Skiing | 22.2% | 19.3% | 13.4% | 19.4% | 1.1 |
| Fly-Fishing | 7.3% | 14.5% | 8.4% | 16.4% | 1.0 |
| Climbing - Natural Rock | 17.1% | 13.1% | 11.0% | 13.4% | 0.777 |
| Climbing - Artificial Wall | 17.1% | 14.5% | 8.4% | 12.8% | 0.742 |
| Bird Watching | 15.4% | 17.2% | 12.3% | 11.9% | 0.690 |
| Snowshoeing | 12.8% | 10.3% | 5.3% | 8.9% | 0.516 |
| Telemark Skiing | 4.3% | 6.2% | 3.6% | 4.6% | 0.267 |
| Climbing - Ice | 1.1% | 6.2% | 0.9% | 2.7% | 0.157 |

 = Significant difference from 2002

KAYAKING - RECREATION / SIT ON TOP: CROSSOVER ACTIVITY IN YEAR 2004

Hiking (76.3%) and paved road bicycling (60.8%) are among the most popular crossover activities among recreation/sit-on-top Participants in 2004.

Recreation/sit-on-top kayakers also engaged in other paddlesports at high levels in 2004—touring/sea kayaking (48.2%) and canoeing (56.1%) particularly.

| Activities | CROSSOVER PARTICIPATION INCIDENCE | | | | Size of Crossover Participation Population (Millions) |
|--------------------------------|-----------------------------------|---------------------------------|---------------------------------|---------------------------------|---|
| | Rec/Sit-on-Top Kayakers In 2001 | Rec/Sit-on-Top Kayakers In 2002 | Rec/Sit-on-Top Kayakers In 2003 | Rec/Sit-on-Top Kayakers In 2004 | |
| Kayaking-Recreation/Sit On Top | 100.0% | 100.0% | 100.0% | 100.0% | 7.3 |
| Hiking | 74.1% | 68.3% | 77.7% | 76.3% | 5.6 |
| Bicycling - Paved Road | 56.8% | 55.8% | 67.1% | 60.8% | 4.4 |
| Canoeing | 42.6% | 47.5% | 46.5% | 56.1% | 4.1 |
| Fishing (Non-Fly) | NA | NA | NA | 53.3% | 3.9 |
| Kayaking - Touring/Sea | 72.2% | 77.5% | 46.1% | 48.2% | 3.5 |
| Trail Running | 45.1% | 45.8% | 43.8% | 47.6% | 3.5 |
| Bicycling - Single Track | 48.8% | 37.5% | 42.9% | 39.2% | 2.9 |
| Bicycling - Dirt Road | 38.9% | 21.7% | 37.7% | 37.0% | 2.7 |
| Car Camping | 27.8% | 35.8% | 31.1% | 34.0% | 2.5 |
| Camping (Away from Car) | 25.9% | 21.7% | 29.0% | 24.6% | 1.8 |
| Kayaking - Whitewater | 29.6% | 43.3% | 17.1% | 18.7% | 1.4 |
| Rafting | 21.0% | 20.8% | 22.5% | 18.6% | 1.4 |
| Backpacking | 23.5% | 19.2% | 22.6% | 17.7% | 1.3 |
| Fly-Fishing | 9.3% | 9.2% | 14.6% | 16.6% | 1.2 |
| Climbing - Natural Rock | 16.0% | 12.5% | 11.3% | 12.5% | 0.913 |
| Cross-Country/Nordic Skiing | 24.7% | 21.7% | 17.8% | 12.2% | 0.891 |
| Bird Watching | 15.4% | 16.7% | 10.9% | 12.2% | 0.891 |
| Climbing - Artificial Wall | 13.6% | 14.2% | 17.5% | 11.5% | 0.840 |
| Snowshoeing | 12.3% | 10.0% | 11.5% | 9.6% | 0.701 |
| Telemark Skiing | 5.6% | 5.0% | 8.4% | 5.5% | 0.402 |

 = Significant difference from 2002

KAYAKING - WHITEWATER: CROSSOVER ACTIVITY IN YEAR 2004

Year 2004 whitewater kayakers have a broad range of interests and crossover participation is becoming more common among the population.

Hiking (80.7%) is the outdoor activity that whitewater kayakers are most likely to have participated in during 2004.

The specialized skills demanded by whitewater kayaking yields a population that appears comfortable and interested in the other forms of paddlesports. High levels of whitewater kayakers also participated in recreation/sit-on-top kayaking (61.2%), touring/sea kayaking (56.2%) and canoeing (52.0%).

| Activities | CROSSOVER PARTICIPATION INCIDENCE | | | | Size of Crossover Participation Population (Millions) |
|----------------------------------|-----------------------------------|-----------------------------|-----------------------------|-----------------------------|---|
| | Whitewater Kayakers In 2001 | Whitewater Kayakers In 2002 | Whitewater Kayakers In 2003 | Whitewater Kayakers In 2004 | |
| Kayaking-Whitewater | 100.0% | 100.0% | 100.0% | 100.0% | 2.2 |
| Hiking | 70.8% | 69.0% | 71.8% | 80.7% | 1.8 |
| Trail Running | 54.2% | 53.5% | 41.5% | 64.9% | 1.4 |
| Kayaking - Recreation/Sit-on-Top | 56.2% | 73.2% | 61.2% | 61.2% | 1.3 |
| Fishing (Non-Fly) | NA | NA | NA | 56.8% | 1.2 |
| Kayaking - Touring/Sea | 75.0% | 83.1% | 54.4% | 56.2% | 1.2 |
| Bicycling - Single Track | 58.3% | 43.7% | 64.4% | 54.1% | 1.2 |
| Canoeing | 50.0% | 45.1% | 47.1% | 52.0% | 1.1 |
| Bicycling - Paved Road | 56.2% | 53.5% | 73.2% | 50.8% | 1.1 |
| Bicycling - Dirt Road | 45.8% | 32.4% | 45.3% | 49.7% | 1.1 |
| Backpacking | 35.4% | 35.2% | 22.2% | 49.1% | 1.1 |
| Camping (Away from Car) | 31.2% | 33.8% | 23.1% | 45.4% | 1.0 |
| Fly-Fishing | 12.5% | 15.5% | 13.3% | 41.9% | 0.922 |
| Rafting | 21.0% | 36.6% | 37.6% | 35.7% | 0.785 |
| Climbing - Natural Rock | 31.2% | 22.5% | 7.5% | 33.8% | 0.744 |
| Climbing - Artificial Wall | 22.9% | 18.3% | 18.0% | 30.2% | 0.664 |
| Car Camping | 33.3% | 39.4% | 36.9% | 24.5% | 0.539 |
| Cross-Country/Nordic Skiing | 22.9% | 29.6% | 19.5% | 24.2% | 0.532 |
| Bird Watching | 16.7% | 22.5% | 12.0% | 19.6% | 0.431 |
| Snowshoeing | 14.6% | 19.7% | 9.4% | 17.6% | 0.387 |
| Telemark Skiing | 10.4% | 9.9% | 6.8% | 16.0% | 0.352 |
| Climbing - Ice | 1.7% | 9.9% | * | 10.1% | 0.222 |

* = Less than 1%

= Significant difference from 2002

OUTDOOR RECREATION PARTICIPATION STUDY

COMPETITIVE PARTICIPATION IN OUTDOOR ACTIVITIES

"In the past 12 months have you participated in ANY of the activities that we asked about COMPETITIVELY?"

Those activities include camping, hiking, backpacking, climbing with rope and harness, trail running, canoeing, rafting, kayaking, snowshoeing, cross-country skiing, telemark skiing, bicycling, birdwatching or fishing.

COMPETITIVE PARTICIPATION

COMPETITIVE PARTICIPATION IN OUTDOOR ACTIVITIES AMONG OUTDOOR ACTIVITY PARTICIPANTS AND ENTHUSIASTS

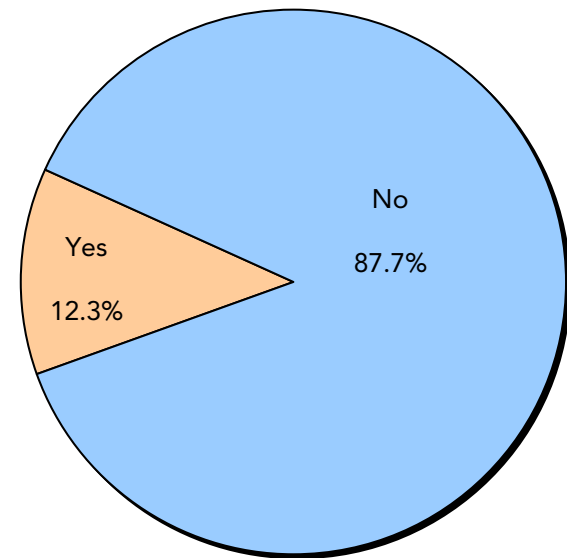
Americans who participate in human powered activities, do not typically do so competitively (87.7%).

The balance (12.3%) of Participants report that their involvement with human powered activities has included an aspect of competition.

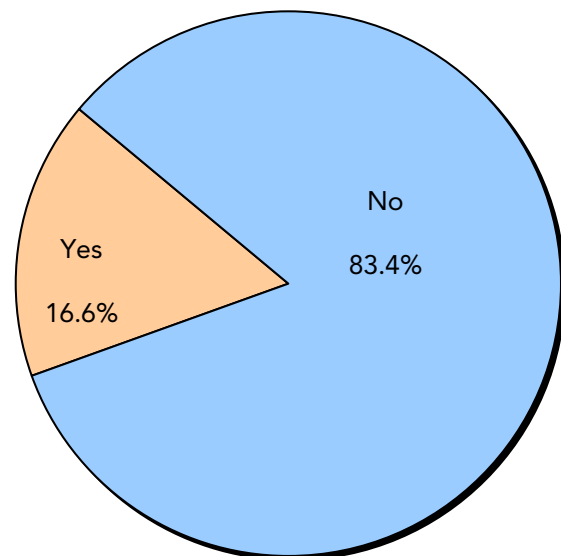
Notably, many of the human powered activities are not well-suited or readily accepted as competitive activities—indicating that the population of nearly 20 million human powered activity competitors should not be minimized.

Nearly one in five (16.6%) overall Enthusiasts report participation in a competitive human powered activity in the past year.

Participants



Enthusiasts



"In the past 12 months have participated in ANY of the activities that we asked about COMPETITIVELY? Those activities include camping, hiking, backpacking, climbing with rope and harness, trail running, canoeing, rafting, kayaking, snowshoeing, cross-country skiing, telemark skiing, bicycling, birdwatching or fishing. "

COMPETITIVE PARTICIPATION IN OUTDOOR ACTIVITIES AMONG OUTDOOR ACTIVITY PARTICIPANTS

Competitive participation in outdoor activities differs across specific Participant populations.

Males are more likely than females to participate competitively.

Nearly one-quarter (23.7%) of 16 to 24 year-old Participants is a past-year competitor—the highest incidence of any age group.

The competitive fires of outdoor Participants living in the North Central region burn the least intensely—fewer than one in 10 (9.2%) have participated competitively in outdoor activities during the past year.

| Competitive Participation in Outdoor Activities | PARTICIPANTS | | | | | | | | | |
|--|--------------|--------|---------|---------|---------|-------|----------------|------------------|------------------|-------|
| | Male | Female | 16 - 24 | 25 - 34 | 35 - 44 | 45+ | North- east | South Central | North Central | West |
| Yes | 16.8% | 6.8% | 23.7% | 13.2% | 8.2% | 6.2% | 12.8% | 12.8% | 9.2% | 14.1% |
| No | 83.2% | 93.2% | 76.3% | 86.8% | 91.8% | 93.8% | 87.2% | 87.2% | 90.8% | 85.9% |

"In the past 12 months have participated in ANY of the activities that we asked about COMPETITIVELY? Those activities include camping, hiking, backpacking, climbing with rope and harness, trail running, canoeing, rafting, kayaking, snowshoeing, cross-country skiing, telemark skiing, bicycling, birdwatching or fishing. "

A MORE FOCUSED LOOK AT OUTDOOR ACTIVITIES AND COMPETITION

During the fourth quarter of 2004, Leisure Trends Group fielded a short survey on competition and outdoor activities for the Outdoor Industry Foundation.

This brief survey was conducted over the Internet using a randomly selected list of active Americans 16 and older sourced from the Leisure Trends Most Active American Panel™ (MAAP™).

IMPORTANT NOTE: As a group, the Americans who are part of the Most Active American Panel tend to be highly committed to outdoor activities. In this way, the results presented in this document do not reflect the entire universe of outdoor participants. Instead the information reflects the behaviors and perceptions of a population extremely important and relevant to outdoor activity entities—the most committed and active enthusiast.

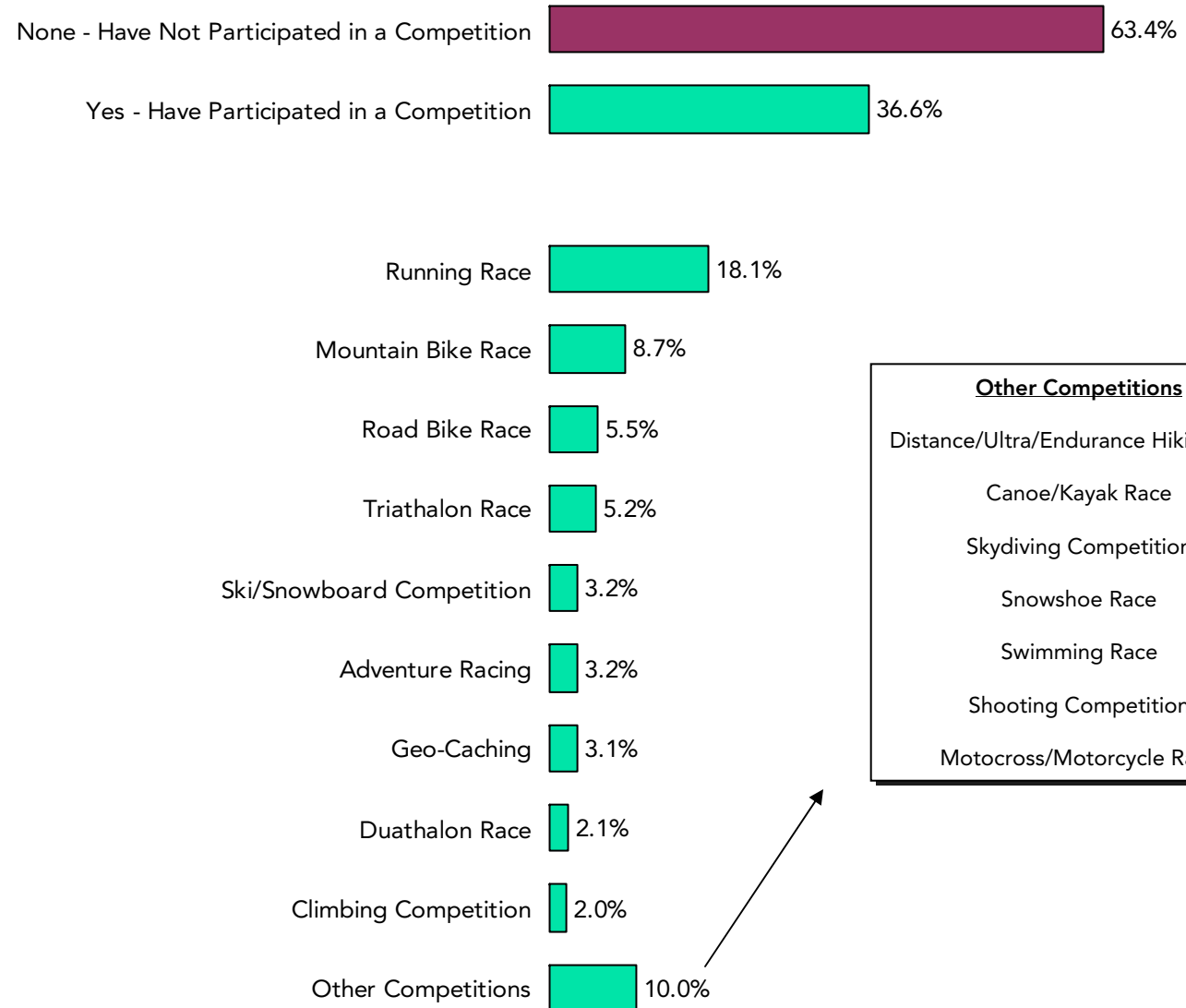
The results of this short survey are shown on the following pages. The reader is asked to keep in mind that although all survey participants report regular participation in outdoor activities, the differences in sample sourcing and methodology make direct comparison of these results with the other information presented in this document inappropriate.

Past 12 Month Participation in Outdoor Adventure Competitions

Q: Which of the following types of sports or outdoor adventure COMPETITIONS have you participated in during the past 12 months?

More than one-third (36.6%) of surveyed "most active" Americans 16 and older have participated in an outdoor adventure competition within the past 12 months.

Competitive participation in the past 12 months has been most common in running races (18.1%), followed by mountain bike races (8.7%).



Past 12 Month Participation in Outdoor Adventure Competitions

Q: Which of the following types of sports or outdoor adventure COMPETITIONS have you participated in during the past 12 months?

Males (44.9%) are more likely than females (32.2%) to have participated in outdoor adventure competitions within the past year.

Running races are the most popular type of outdoor sport competitions among both males and females.

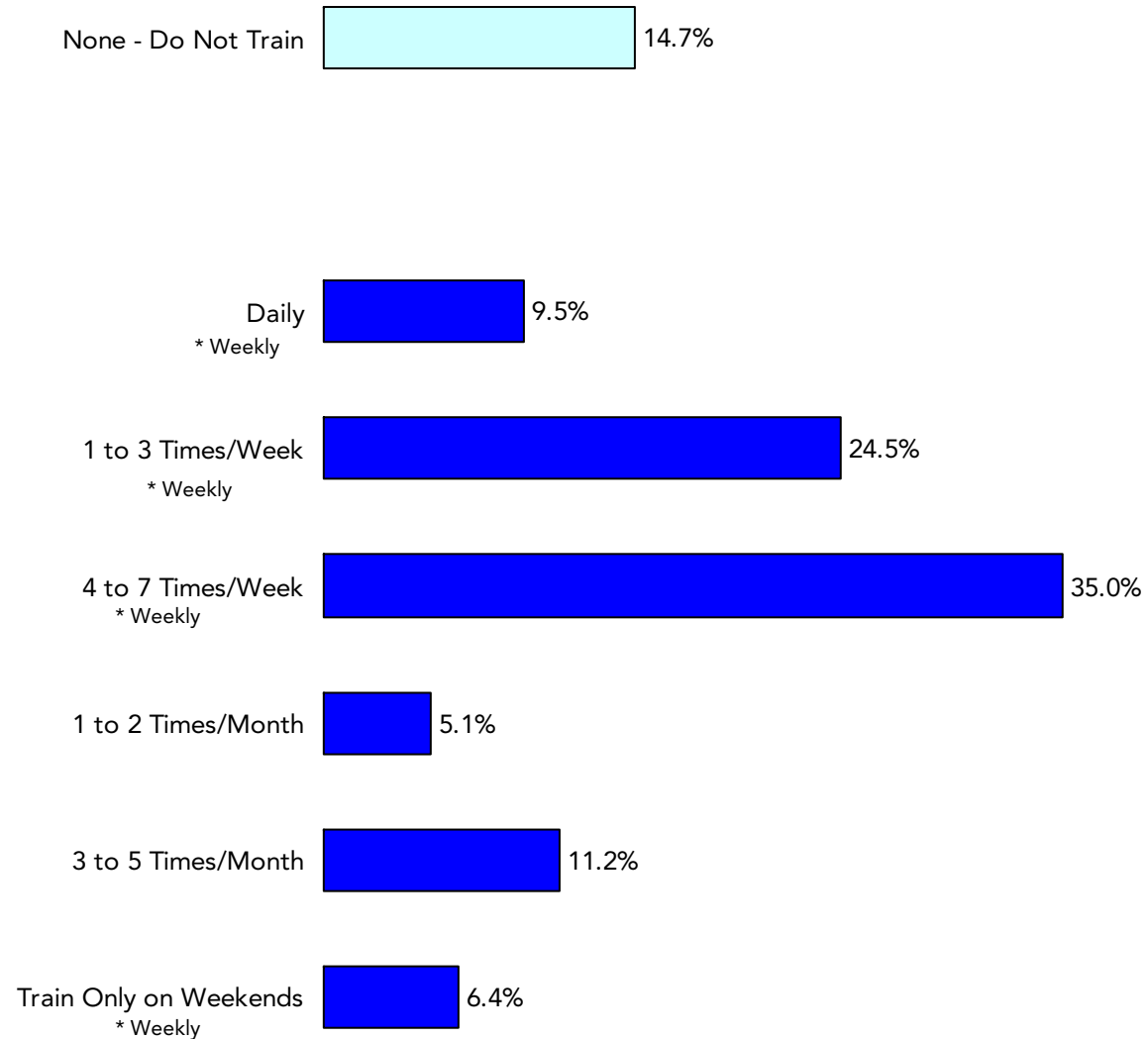
| Outdoor Competitions | Male | Female |
|---|-------|--------|
| None - Have Not Participated in a Competition | 55.1% | 67.8% |
| Yes - Have Participated in a Competition | 44.9% | 32.2% |
| Running Race | 19.6% | 21.3% |
| Mountain Bike Race | 9.2% | 6.6% |
| Road Bike Race | 6.2% | 5.1% |
| Ski/Snowboard Competition | 5.0% | 1.1% |
| Triathlon Race | 4.0% | 6.2% |
| Geo-Caching | 3.9% | 2.0% |
| Adventure Racing | 3.8% | 3.5% |
| Duathlon Race | 1.2% | 0.7% |
| Climbing Competition | 0.8% | 0.5% |

Outdoor Adventure Competition Training Habits

Q: IF YOU HAVE PARTICIPATED IN OUTDOOR COMPETITIONS: Which of the following best describes how frequently you trained for competitive events in the past 12 months?

Nearly all surveyed competition participants report that they train with some degree of frequency for the events in which they participate.

Three-quarters (75.4%) of competition participants report that they train on a weekly basis.



Outdoor Adventure Competition Training Habits

Q: IF YOU HAVE PARTICIPATED IN OUTDOOR COMPETITIONS: Which of the following best describes how frequently you trained for competitive events in the past 12 months?

Overall, female competitors (77.0%) are more likely than males (66.7%) to train for the competitions they participate in on a weekly basis.

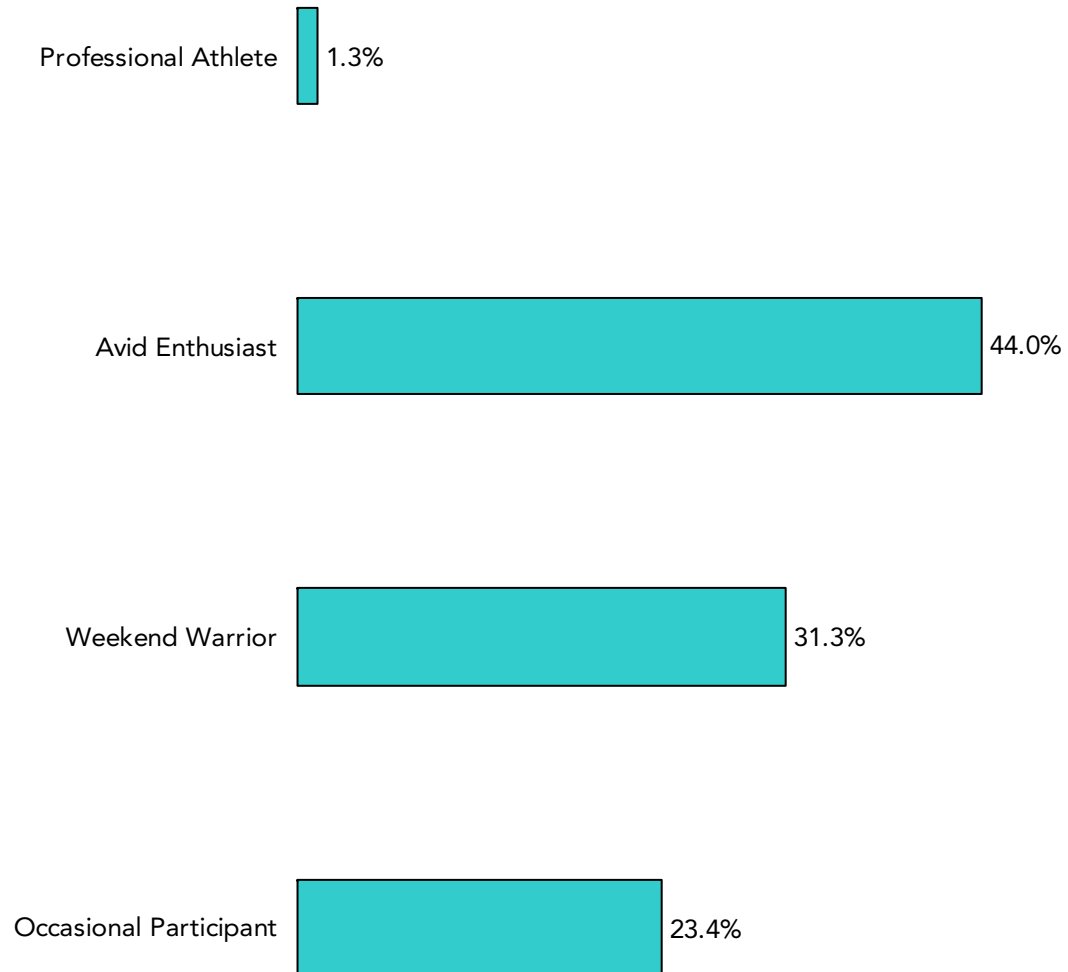
| Training for Outdoor Competitions | | Male | Female |
|-----------------------------------|------------------------|-------|--------|
| None - Do Not Train | | 16.0% | 11.4% |
| * Weekly | Daily | 14.2% | 9.5% |
| * Weekly | 1 to 3 Times/Week | 24.1% | 23.2% |
| * Weekly | 4 to 7 Times/Week | 16.1% | 37.8% |
| | 1 to 2 Times/Month | 7.0% | 5.5% |
| | 3 to 5 Times/Month | 10.3% | 6.1% |
| * Weekly | Train Only on Weekends | 12.3% | 6.5% |

Commitment to Favorite Activity

Q: When it comes to your FAVORITE sports activity, which of the following best describes you?

When considering their favorite sport, surveyed "most active" Americans are most likely (44.0%) to categorize themselves as avid enthusiasts.

Nearly one-third (31.3%) of "most active" Americans consider themselves to be a weekend warrior when it comes to their favorite sports activity.



Commitment to Favorite Activity

Q: When it comes to your FAVORITE sports activity, which of the following best describes you?

Nearly one-half (48.9%) of “most active” males classify themselves as an avid enthusiast in their favorite sport. An additional one-third (36.0%) assign their commitment level to weekend warrior status.

Surveyed females are more diverse when assessing their commitment to their favorite sport—occasional participant (35.3%), avid enthusiast (39.6%) and weekend warrior (24.7%).

| Commitment to Favorite Activity | Male | Female |
|---------------------------------|-------|--------|
| Professional Athlete | 1.1% | 0.4% |
| Avid Enthusiast | 48.9% | 39.6% |
| Weekend Warrior | 36.0% | 24.7% |
| Occasional Participant | 14.0% | 35.3% |

OUTDOOR RECREATION PARTICIPATION STUDY

ADVENTURE / SPORTS TRAVEL

"In 2004 did you take a vacation where the primary purpose was to experience an outdoor adventure or adventurous activity?"

"What sport or recreational activity did you participate in?"

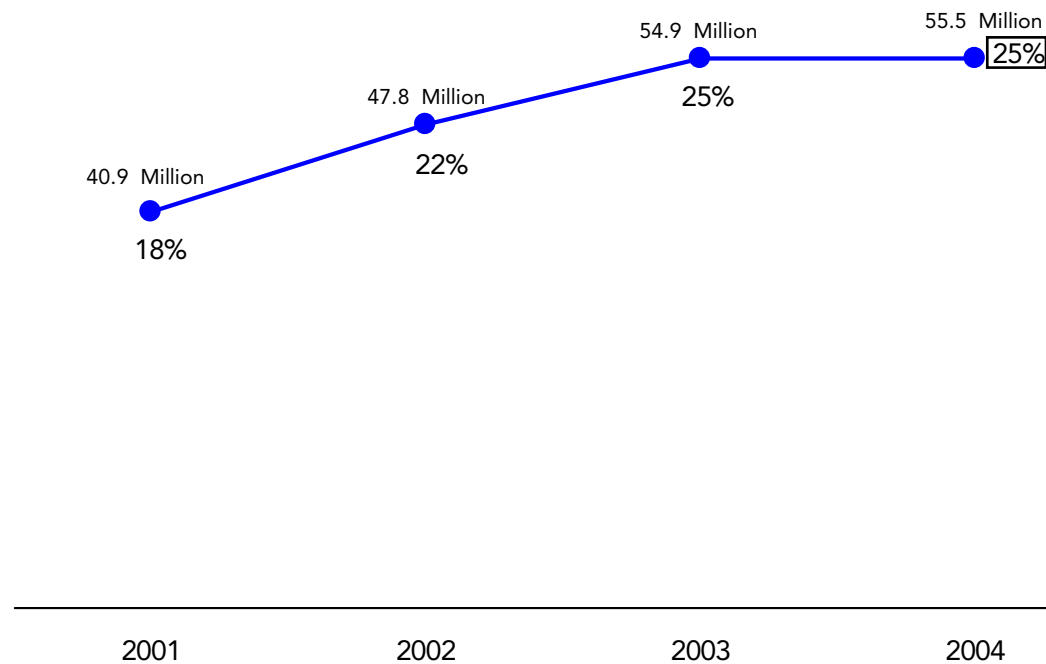
ADVENTURE / SPORTS TRAVEL

TOOK AN ADVENTURE/OUTDOOR ACTIVITY VACATION IN 2004

Following two years of post 9-11 rebound, adventure/outdoor travel leveled off in 2004—but remains higher than in 2001 and 2002.

One-quarter of Americans 16 and older—a population of nearly 56 million travelers—took a vacation where the primary purpose was to participate in an adventure or outdoor activity.

Adventure/Outdoor Activity Vacation in 2004
% of U.S. Population Age 16 and Older

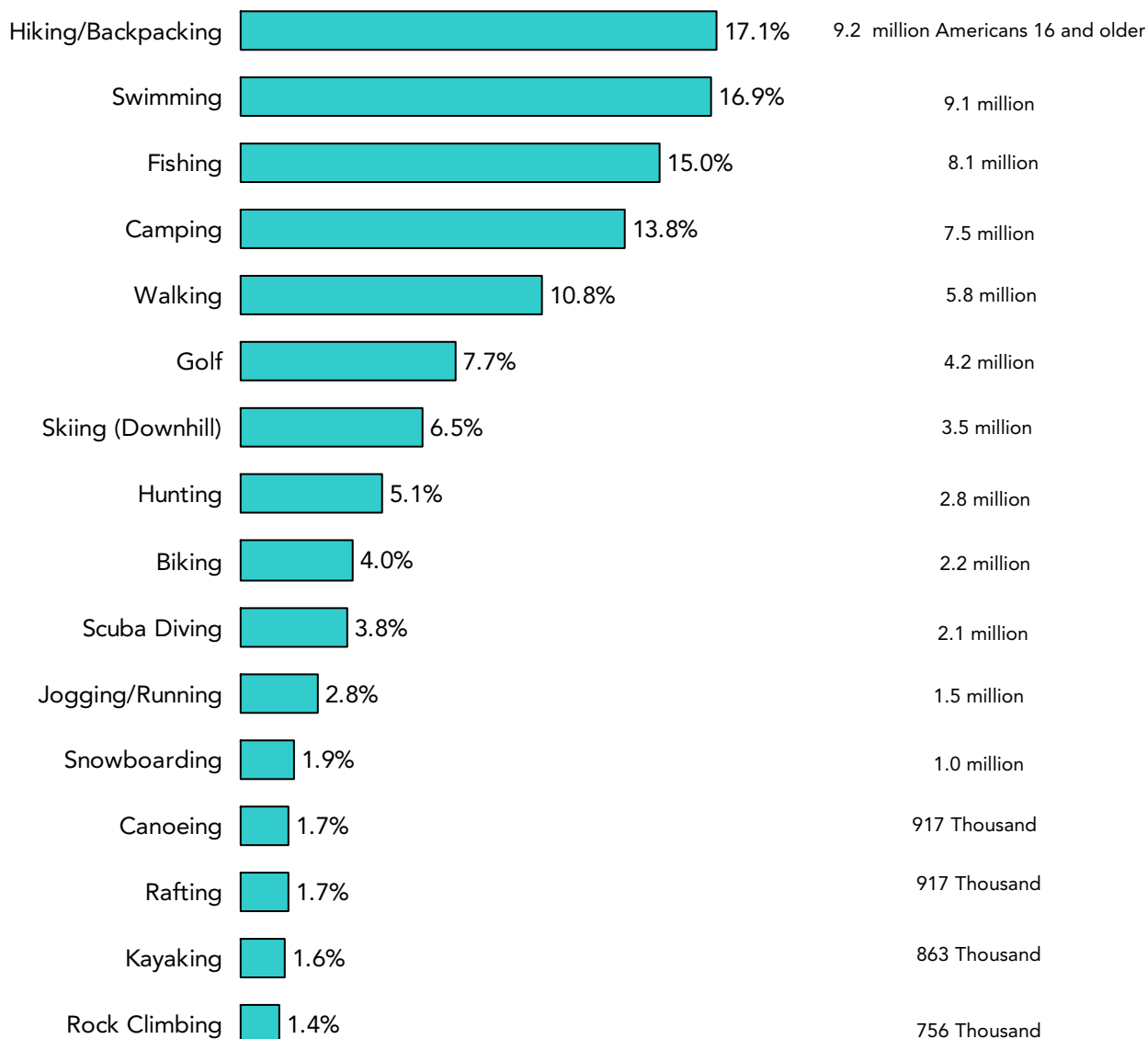


25% = Significant difference from 2002

TOOK AN ADVENTURE/OUTDOOR ACTIVITY VACATION IN 2004* – ACTIVITIES

A wide variety of activities inspired adventure/outdoor activity vacations in 2004.

Four activities were the most popular among traveling Americans in 2004—hiking/backpacking (9.2 million Americans 16 and older), swimming (9 million), fishing (8.1 million), and camping (7.5 million).



* Percentages based on Americans who traveled on an adventure/outdoor activity (25%) vacation.

DEMOGRAPHIC PROFILE TREND OF ADVENTURE/OUTDOOR ACTIVITY VACATIONERS

Americans 16+ Who Took Adventure/Outdoor Activity Vacation

| Dimension | 2001 | 2002 | 2003 | 2004 |
|-------------------------|-----------|-----------|-----------|-----------|
| Gender | | | | |
| Male | 56% | 55% | 58% | 58% |
| Female | 44% | 45% | 42% | 42% |
| Age | | | | |
| 16 to 24 | 25% | 25% | 19% | 28% |
| 25 to 34 | 18% | 19% | 17% | 19% |
| 35 to 44 | 21% | 20% | 21% | 21% |
| 45+ | 37% | 36% | 43% | 32% |
| MEAN AGE | 40 | 39 | 42 | 37 |
| Marital Status | | | | |
| Married | 53% | 52% | 58% | 52% |
| Unmarried | 47% | 48% | 42% | 48% |
| Ethnicity | | | | |
| Caucasian | 84% | 81% | 85% | 79% |
| African-American | 6% | 7% | 6% | 6% |
| Hispanic | 5% | 6% | 3% | 6% |
| Asian | 3% | 3% | 2% | 2% |
| Other | 2% | 3% | 4% | 7% |
| Children <18 | | | | |
| Yes | 39% | 44% | 46% | 52% |
| Household Income | | | | |
| <\$40k | 33% | 31% | 21% | 30% |
| \$40k - \$79k | 47% | 43% | 43% | 42% |
| \$80k+ | 20% | 26% | 26% | 28% |
| Region | | | | |
| Northeast | 18% | 17% | 16% | 18% |
| South Central | 31% | 33% | 34% | 34% |
| North Central | 19% | 25% | 26% | 21% |
| West | 32% | 25% | 24% | 27% |

OUTDOOR RECREATION PARTICIPATION STUDY
METHODOLOGY

METHODOLOGY

METHODOLOGY OF THE PARTICIPATION STUDY

Outdoor Industry Foundation (OIF) presents the **Outdoor Recreation Participation Study™**. This is the 7th edition of this annual report, produced for OIF by The Leisure Trends Group, tracking nationwide participation levels for Americans 16 and older in 22 outdoor activities.

A Trend Report

This **Participation Study** is a *trend* report. It is designed to give insight into Americans' perceptions of themselves as outdoor recreationists. The results are not expected to directly correlate with the sale of outdoor recreation products. This is not a consumer expenditure study, but does provide insight into potential consumer markets. Snowshoeing is a good example of trend identification. The survey question for Snowshoeing is undefined. The question was simply asked, "Have you gone Snowshoeing?" The question is open to the respondent's interpretation. Regardless of interpretation, the participation trend reported for seven years has been consistent and validates the accurate *trend* reported here. Consistent and stable numbers show a trend for increased participation, awareness, and interest in Snowshoeing.

Methodology Summary

A more detailed methodology section can be found at the close of the full report. In summary, data for this study were collected as part of the LeisureTRAK®, an on-going study of Americans' leisure time behavior and attitudes. For comparative purposes, the quarterly data collected for this report have been aggregated on an annual basis for each of the years shown, 1998 through 2004. During 2004, 4,000 telephone interviews were conducted using scientific sampling and random digit dial methodology. The overall 2004 results are projectable to the American population, age 16 and over, with a margin of error of +/- 1.6% at the 95% confidence level.

For some activities, low participation levels yield a Participant and/or Enthusiast sample that is too small for in-depth demographic/cross-participation/total number of outings profiling. In the detailed section of these activities you will note the absence of demographic/cross-participation total number of outings information.

METHODOLOGY OF THE PARTICIPATION STUDY (continued)

Telemark Skiing & Cross-Country/Nordic Skiing

Year 2003

The 2003 Participant Study included a revised definition for Telemark skiing – an activity that had been tracked since 1998 without any additional information provided to respondents (“Have you gone Telemark skiing?”). In 2003, the definition of the activity was revised to include the following descriptor – “downhill with Telemark bindings that allow for a free-heel skiing experience.”

This more detailed description of Telemark skiing may have played a role in the participation levels reported in year 2003—as surveyed Americans were able to more accurately attribute their participation during the year to Telemark skiing based on the expanded definition provided.

The revised Telemark skiing definition may have also impacted the participation levels reported for cross-country/Nordic skiing in year 2003. Free-heel skiers who may have attributed their activity to cross-country/Nordic skiing in previous studies, appear to now be attributing their participation to Telemark skiing – based on the more detailed description of the activity. Therefore, conclusions regarding the participation in these two activities *must* be made with this dynamic in mind. It is believed that the 2003 results for both activities reflect the most accurate measurement of the Americans’ involvement with the respective activities.

Year 2001

Beginning with the 2001 Participation Study, the activity of cross-country skiing was revised to include Nordic skiing in the wording of the question. The question used for the first three years of the report was “Have you gone cross-country skiing?” The question was revised to “Have you gone cross-country or Nordic skiing?”

This change in definition appears to have caused a shift in the way that Americans attributed their participation in the activity in 2001 and 2002. Cross-country/Nordic skiing participation (as measured in this report) experienced an increase in participation while Telemark skiing saw declines.

The shifts in participation levels in both activities during those years may be due to the change in definition. Nordic skiers who may have attributed their activity activity to Telemark skiing in previous studies, appeared to attribute their participation to cross-country/Nordic skiing based on the revised definition. Therefore, conclusions based on growth or declines in participation in/from 2001 and 2002 *must* be made with this dynamic in mind.

METHODOLOGY OF THE PARTICIPATION STUDY (continued)

Camping, Backpacking and Car Camping Explained

At first glance, the activities described as Camping, Backpacking, and Car Camping sound similar. However, the survey results show that Americans interpret these as separate activities. The populations of these three activities have less than 50% overlap. This means that there is a distinction in Americans' minds about camping, backpacking, and car camping. Camping away from your car, but not backpacking, can be done for a variety of reasons such as fishing, hunting, surfing, island camping, attending festivals or concerts, star gazing, etc. People may travel by boat or canoe to a campsite using dry bags for gear as opposed to backpacks. People spend the night out-of-doors for a wide variety of reasons. OIF will continue to add and/or revise questions as needed to gain more insight into these three activities.

METHODOLOGY OF THE PARTICIPATION STUDY (continued)

Data for this study were collected as part of the LeisureTRAK®, an on-going study of Americans' leisure time behavior and attitudes. For comparative purposes, the quarterly data collected for this report have been aggregated on an annual basis for each of the years shown – 1998/1999/2000/2001/2002/2003/2004.

Specifics of the data collection efforts are as follows:

| Year | Number of Interviews | Data Collection Time Period |
|------|----------------------|----------------------------------|
| 1998 | 2,255 | January/June/October |
| 1999 | 3,026 | February/June/September/November |
| 2000 | 2,502 | March/June/November |
| 2001 | 4,000 | March/June/September/December |
| 2002 | 4,000 | March/June/September/December |
| 2003 | 4,000 | March/June/September/December |
| 2004 | 4,000 | March/June/September/December |

Each quarter, telephone interviews are conducted using scientific sampling and random digit dial methodology. A disproportionate stratified random sample by census region is used for the study. Calls are made at random until a representative quota for each region is reached, and a total of 1,000 interviews are conducted. Only Americans age 16 and older are interviewed. Interviewing for the LeisureTRAK® is spread over 14 consecutive days in each quarter.

The overall 2004 Participant/Enthusiasts results are projected to the American population, age 16 and over, with a margin of error of +/- 1.6% at the 95% level of confidence. This is a constant because all of the Participant and Enthusiast levels are calculated using the information provided by all 4,000 respondents.

The detailed activity results (demographic profiles, cross-over participation, etc.) are subject to higher margins of errors because the results are calculated using the number of Participants and Enthusiast for each activity identified within the sample. As a general rule, consider that the higher the Participant and Enthusiast incidence (for example, paved road bicycling, hiking, car camping), the lower the margin of error for the demographic profiles and crossover participation levels.

METHODOLOGY OF THE PARTICIPATION STUDY (continued)

The data collected for this study have been used to make projections to the U.S. population so that the size of activity populations can be determined. The following U.S. Census information is used to estimate the population sizes for each activity.

| Populations | 1998/99 | 2000 | 2001 | 2002 | 2003 | 2004 |
|---------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Total - Americans 16 and Older | 210,605,000 | 213,454,000 | 215,123,000 | 217,443,000 | 219,748,000 | 222,080,000 |
| Young Americans - 16 to 24 | 37,200,000 | 38,600,000 | 39,077,000 | 39,901,000 | 40,137,000 | 40,650,000 |
| Female Americans - 16 and Older | 107,714,000 | 110,514,000 | 111,400,000 | 112,569,000 | 113,734,000 | 114,914,000 |

It is important to note that the 2004 Census estimate reflects a 1.2% increase in the total U.S. population 16 and over compared to 2003. This increase has an impact on the projected populations of OIF tracked activities. When comparing the estimated activity populations across different years, consideration must be given to the fact that the 2004 projection is based on a total U.S. population that is larger by millions of people than in previous years. The percentage of respondents who indicate participating in an activity may have declined slightly from the previous year, but may project to a larger activity population—simply because of the increase in U.S. population 16 and older during that time. **For that reason, the determination of growth or decline in each activity has been focused on the incidence of people participating in activities, rather than changes in the projected population sizes.**

Low participation levels in some activities yield a Participant/Enthusiast sample that is too small for in-depth demographic profiling, including:

No detailed **Participant** information available for:

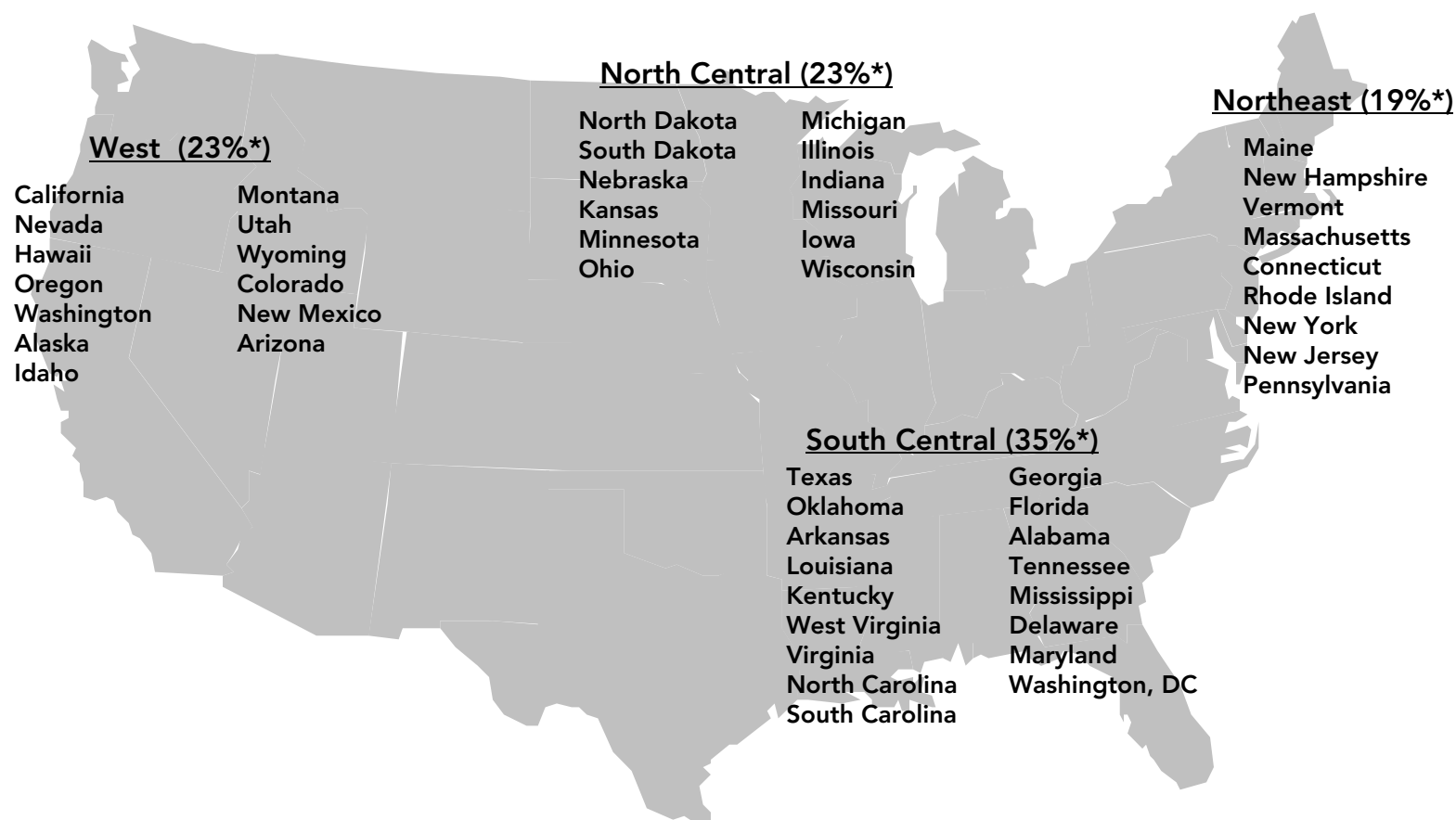
Ice Climbing

No detailed **Enthusiast** information available for:

Ice Climbing
 Artificial Wall Climbing
 Natural Rock Climbing
 Cross-Country/Nordic Skiing
 Touring/Sea Kayaking
 Recreation/Sit-on-Top Kayaking
 Whitewater Kayaking
 Snowshoeing
 Telemark Skiing

METHODOLOGY OF THE PARTICIPATION STUDY (continued)

Census-based information has been used to classify Participants and Enthusiasts by the region in which they live. Detailed below are the four Census-based regions, the percent of Americans 16 and older in the U.S. that live in each of the regions, and the states that comprise each region.



* Percentage of **total** Americans 16 and older living in each region



OUTDOOR INDUSTRY ASSOCIATION® is a national trade association whose mission is to ensure the growth and success of the outdoor industry. Outdoor Industry Foundation (OIF) is a non-profit foundation established by Outdoor Industry Association to encourage active outdoor recreation for all Americans. OIF's charter is to increase participation in outdoor recreation and to encourage and support healthier active lifestyles. Through education, partnerships, programs and advocacy, OIF is working to make active outdoor recreation the number one leisure activity in America. We invite you to join us on this important mission. Visit our website at www.outdoorindustry.org or contact us at:

Research Desk: Outdoor Industry Association
4909 Pearl East Circle, Suite 200
Boulder, CO 80301
303/444-3353
Research@outdoorindustry.org

Outdoor Industry Association logo and the Outdoor Industry Foundation logo are registered trademarks of Outdoor Industry Association.



THE LEISURE TRENDS GROUP name or the name of any of its affiliated companies, including **Recreation Research** or **Spring Research**, may not be used in any paid advertising in support of a product or service, or point of view without review and approval by The Leisure Trends Group. Contact the Leisure Trends Group at 303 786-7900 X107.

A Note About Copyright: If data from this report is reproduced, Outdoor Industry Foundation's **Outdoor Recreation Participation Study™** must be referenced as the source. Outdoor Industry Foundation and/or Leisure Trends Group must review and approve all press releases and other documents prepared to assist in the public dissemination of all survey and research data. Outdoor Industry Foundation and/or Leisure Trends Group will complete its review within 48 hours of receipt, and usually within less than 24 hours. Thank you.