

OUTDOOR RECREATION PARTICIPATION REPORT 2009



OUTDOOR
FOUNDATION®

The Outdoor Foundation
4909 Pearl East Circle, Suite 200
Boulder, CO 80301

303.444.3353

www.outdoorfoundation.org

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2009 Outdoor Recreation Participation Report

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Methodology

During January and February 2009 a total of 41,500 online interviews were carried out with a nationwide sample of individuals and households from the US Online Panel operated by Synovate. A total of 15,013 individual and 26,487 household surveys were completed. The total panel has over one million members and is maintained to be representative of the US population. Oversampling of ethnic groups took place to boost response from typically underresponding groups.

A weighting technique was used to balance the data to reflect the total US population aged six and above. The following variables were used: gender,

age, income, household size, region and population density. The total population figure used was 279,568,000 people aged six and above. The report details participation among all Americans, youth, young adults and adults.

The 2008 participation survey sample size of 41,500 completed interviews provides a high degree of statistical accuracy. All surveys are subject to some level of standard error—that is, the degree to which the results might differ from those obtained by a complete census of every person in the U.S. A sport with a participation rate of five percent of the total population has a confidence interval of plus or

minus 0.21 percentage points at the 95 percent confidence level. This translates to plus or minus four percent of participants. Small groups’ participation, especially those with less than one million participants, can be expected to fluctuate from year to year.

The survey methodology changed slightly in 2007 to include household interviews in addition to individual interviews. The two methodologies are comparable and all results are indicative of the state of sports and leisure participation. Caution is recommended, however, in placing undo emphasis on trends extending back to 2006.

2009 Outdoor Recreation Participation Report

In 2008, American participation in outdoor recreation was marked by encouraging growth in important segments of core outdoor activities as well as continuing, though less dramatic, declines in youth participation. These trends, detailed in The Outdoor Foundation's *2009 Outdoor Recreation Participation Report*, show the beginning of adjustments in American lifestyles brought about by a challenging economy, shifting demographics and changing times.

"In today's economy, people are returning to simpler lifestyles — the 'less is more' ethic," said Christine Fanning, executive director of The Outdoor Foundation. "Historically economic downturns have resulted in increased participation in outdoor recreation. Nature-based activities provide fun, affordable recreation and vacation opportunities for individuals and families. In the resurgence of several core outdoor activities in 2008, we hopefully see Americans beginning to reconnect with nature. With the impacts of the obesity and inactivity crisis felt nationwide — particularly among our kids — a return to a healthier outdoor lifestyle is an encouraging development and important trend."

Nature-Based Outdoor Activities

While participation in team sports, indoor fitness activities, and some outdoor activities either fell or remained relatively unchanged in 2008, participation in many core nature-based outdoor activities increased. Activities like backpacking, mountain biking and trail running

showed double-digit increases in participation in 2008, and hiking and camping grew by 9 percent and 7 percent respectively.

These increases in core nature activities are particularly notable when compared to trends in their urban-based outdoor counterparts.



For example, while participation in bicycling and running on roads or paved surfaces decreased or remained relatively flat, participation in both mountain biking and trail running increased 10 percent and 15 percent, respectively.

Nature-based outdoor activities offer excellent opportunities to introduce Americans to a healthy, active outdoor lifestyle and participation in popular pursuits such as fishing, camping, hiking, mountain biking and trail running often leads to engagement in other outdoor activities.

Youth and Outdoor Recreation

In 2008, participation in outdoor recreation among youth ages 6 to 17 dropped by 6 percent — resulting in a

combined 16.7 percent drop over the last three years. Participation fell most precipitously among the youngest age group measured, ages 6 to 12, which decreased 9 percent.

While this drop in participation is concerning, the rate of decline is not as dramatic as last year and may reflect the positive impact of efforts nationwide to connect youth and the outdoors. The severity of declines in participation reported last year — more than 10 percent — was certainly alarming, and this year's decrease, while still cause for concern, is a positive development.

Additional positive signs are apparent in the participation increases among youth in some key outdoor activities. Participation increased among youth in 2008 in important activities such as mountain biking (17-percent increase), hiking (5-percent increase) and backpacking (16-percent increase).

Children's Busy Lifestyles

Taxed by the requirements of their often highly structured, over-scheduled lives, today's kids are struggling to find the time to get active outdoors and are foregoing outdoor pursuits in favor of other competing priorities. Among outdoor participants ages 6 to 17, a lack of time is the primary reason they don't get outdoors more often. This lack of time is closely followed by a lack of interest and too much schoolwork.

For kids ages 6 to 17 who don't participate in outdoor activities, the chief barrier is a lack of interest

— an ambivalence to the outdoors that is likely the result of a lack of outdoor experience and a surplus of competing priorities.

Like youth ages 6 to 17, young adults ages 18 to 24 who are either outdoor participants or non-participants cite a lack of time as the chief reason they don't get outdoors more or at all. Unlike youth, however, both young adult participants and non-participants cite hesitations about spending money on outdoor gear and equipment as one of their top barriers.

Diversity

Participation in outdoor activities is higher among Caucasians than any other ethnicity and lowest among African Americans in nearly all age groups.

Research by The Outdoor Foundation finds that most outdoor enthusiasts are introduced to the outdoors before age 18. For many ethnicities, fewer youth are introduced to the outdoors, and the impact of this is visible in participation levels among all age groups.

The barriers to participation or increased participation in outdoor recreation cited by younger minorities are similar to those cited by all youth in many ways. But there are important differences noted in the *2009 Outdoor Recreation Participation Report*. Diverse youth participants, for example, cite school work as the top reason they don't get out more often — a barrier they cite more prominently than Caucasian youth. Additionally, Hispanic participants and non-participants alike cite a lack of access to nearby places to participate in outdoor activities as a barrier to participation more often than other ethnicities.

As the United States becomes a majority minority population, participation in outdoor activities among diverse groups is becoming increasingly important to future generations of outdoor enthusiasts and conservationists. Understanding the extent and quality of participation and non-participation among the largest ethnicities in the US is critical to reaching these underrepresented groups.

Key Findings

Key Findings of the *2009 Outdoor Recreation Participation Report* include:

Popular Pastimes: In 2008, 48.6 percent of Americans ages 6 and older participated in outdoor recreation. Americans made an estimated 11.16 billion outdoor excursions in 2008 — either close to home, in a nearby park or on an overnight trip.

A Return to Nature: Americans returned to nature in 2008. Activities like backpacking, mountain biking and trail running showed double-digit increases in participation, and hiking and camping showed 9 percent and 7 percent increases, respectively.

Young Women Head Indoors:

Among women, indoor activities are most popular among ages 21 to 25 and older. Among men, outdoor activities are more popular than indoor fitness activities and team sports among all age groups up to ages 66 and older.

Gateways to Healthy Lives: The 'gateway' activities — fishing, bicycling, running/jogging/trail running, camping and hiking — are popular, accessible and often lead to participation in other outdoor activities.

More Indoor Youth: In 2008, participation in outdoor recreation among youth ages 6 to 17 dropped by six percent.

The Influence of Family: Most youth are introduced to outdoor activities by parents, friends, family and relatives.

It's Fun!: For youth ages 6 to 12, 'fun' is by far the most common motivation for participating in outdoor activities.

Outdoor Participation Varies by Ethnicity:

Participation in outdoor activities is significantly higher among Caucasians than any other ethnicity for all age groups. Conversely, it's lowest among African Americans for nearly all age groups.

Hispanics, Looking for Nearby

Outdoor Recreation: Hispanic participants and non-participants cite a lack of access to nearby places to participate in outdoor activities as a barrier to participation more than other ethnicities.

Diverse Youth, More Focused on

School: Diverse youth participants cite school work as the top reason they don't get out more often — a barrier they cite more prominently than Caucasian youth.



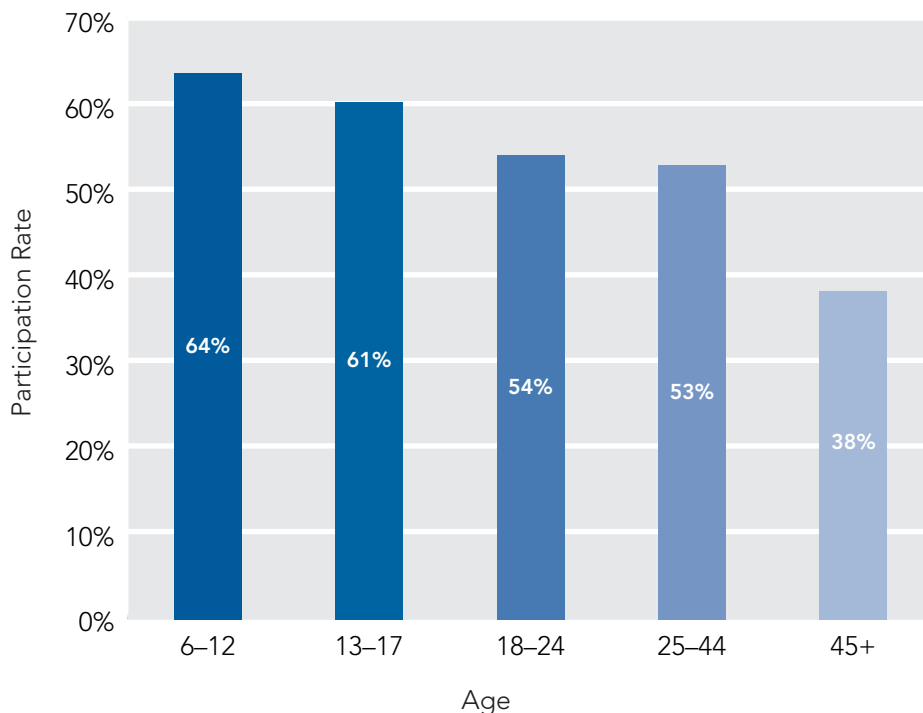
OUTDOOR PARTICIPATION

Participation in Outdoor Recreation

In 2008, 48.6 percent of Americans ages 6 and older participated in outdoor recreation. From day hiking in an urban park to backpacking in a designated wilderness area to snowboarding at a mountain resort, 135.9 million Americans enjoyed the benefits of a healthy, active outdoor lifestyle.

Participation ranged from a high of 64 percent, among individuals ages 6 to 12, to a low of 38 percent, among those ages 45 and older. Foundation data from the last three years shows that participation in outdoor activities typically declines with age. Therefore, it is critical to reach individuals when they are young to ensure a healthy outdoor population. According to a 2004 study by The Outdoor Foundation, Exploring the Active Lifestyle, 90 percent of adult participants in outdoor recreation were introduced to outdoor activities between ages 5 and 18.

Participation in Outdoor Activities
All Americans, Ages 6 and Older



Note: A participant in outdoor recreation is defined as an individual who took part in one or more of 40 outdoor activities at least once during 2008. Measured outdoor activities include: adventure racing, backpacking, bicycling (BMX), bicycling (mountain/non-paved surface), bicycling (road/paved surface), birdwatching, boardsailing/windsurfing, car or backyard camping, RV camping, canoeing, climbing (sport/indoor/boulder), climbing (traditional/ice/mountaineering), fly fishing, freshwater fishing, saltwater fishing, hiking, hunting (rifle), hunting (shotgun), hunting (handgun), hunting (bow), kayaking (recreational), kayaking (sea/touring), kayaking (white water), rafting, running/jogging, sailing, scuba diving, skateboarding, skiing (alpine/downhill), skiing (cross-country), snorkeling, snowboarding, snowshoeing, surfing, telemarking (downhill), trail running, triathlon (non-traditional/off road), triathlon (traditional/road), wakeboarding, and wildlife viewing.

48.6% of Americans

In 2008, 48.6% of Americans ages 6 and older participated in outdoor recreation.

11.16 Billion

Americans made an estimated 11.16 billion outdoor excursions in 2008 — either close to home, in a nearby park or on an overnight trip.



Americans returned to nature in 2008. Activities like backpacking, mountain biking and trail running showed double-digit increases in participation, and hiking and camping showed 9% and 7% increases, respectively.



43% of outdoor participants are female.

Less than Twice a Month

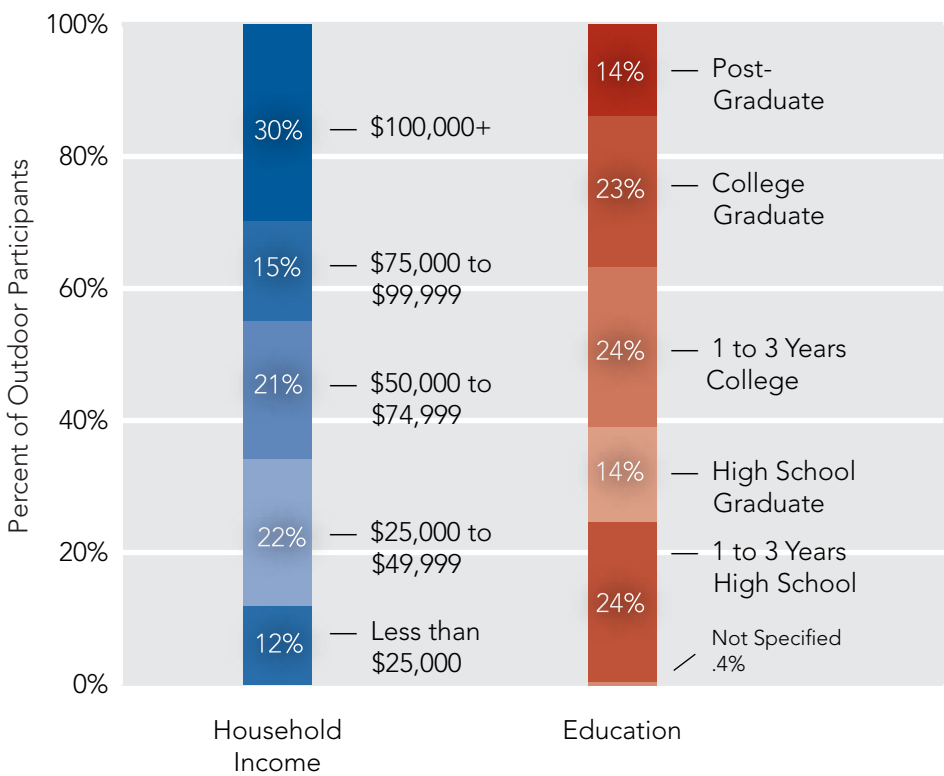
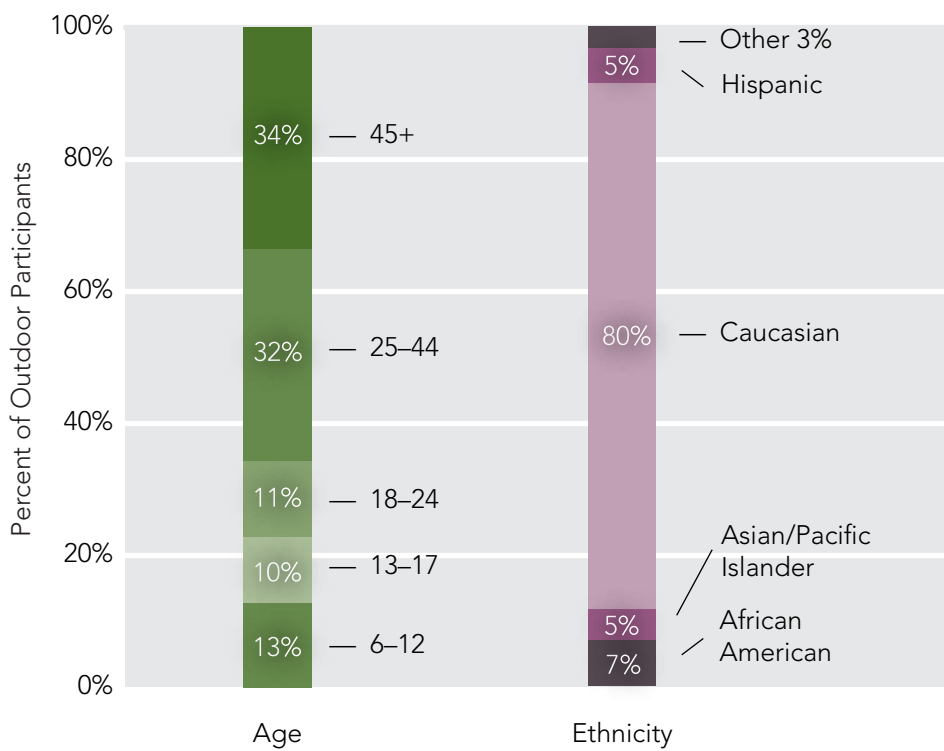
43% of outdoor participants get out less than every other week — shedding light on America's current obesity and inactivity epidemic.

A Snapshot of Outdoor Enthusiasts

The research shows that participants in outdoor recreation represent a diverse population by geography, age and income. Understanding overall demographics is essential to reaching new audiences and inspiring existing enthusiasts.

Participation in Outdoor Activities by Demographic

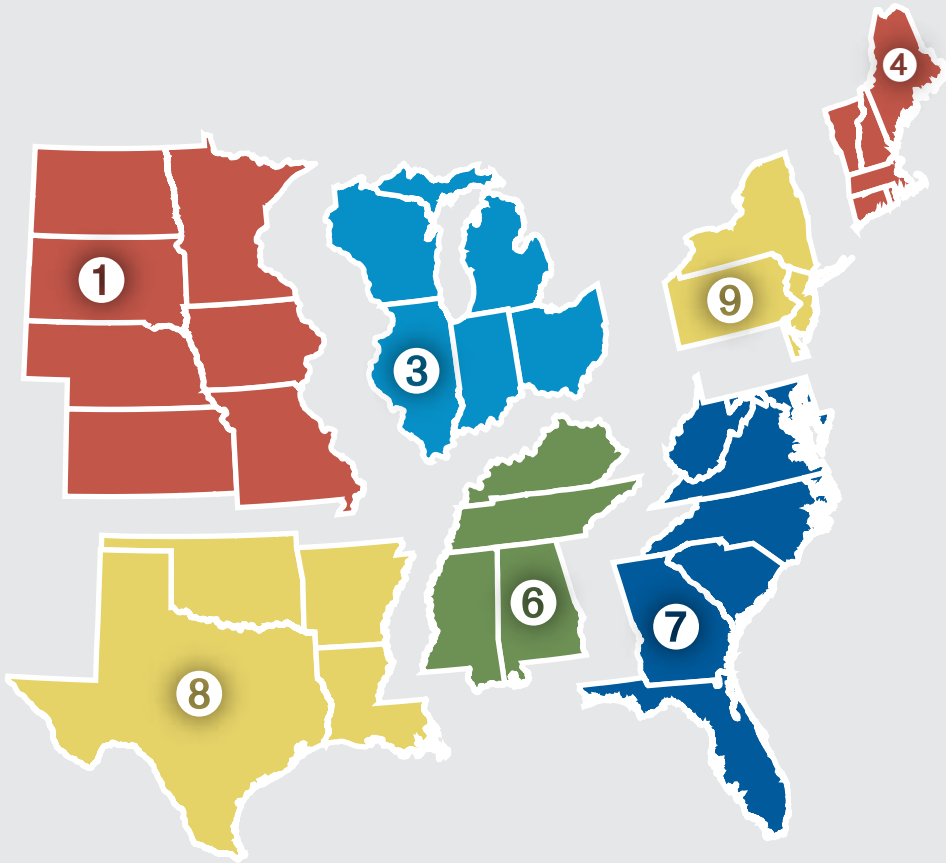
All Americans, Ages 6 and Older



- 5 Pacific**
Participation Rate: 48%
Percent of US Participants: 16%
- 2 Mountain**
Participation Rate: 53%
Percent of US Participants: 8%

Participation in Outdoor Activities by Census Region

All Americans, Ages 6 and Older



1 West North Central

Participation Rate: 54%
Percent of US Participants: 8%

2 West South Central

Participation Rate: 46%
Percent of US Participants: 11%

3 East North Central

Participation Rate: 52%
Percent of US Participants: 17%

6 East South Central

Participation Rate: 46%
Percent of US Participants: 6%

4 New England

Participation Rate: 51%
Percent of US Participants: 5%

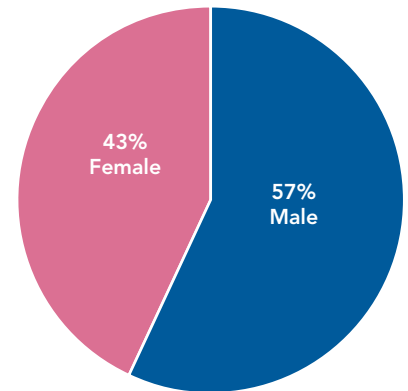
9 Middle Atlantic

Participation Rate: 45%
Percent of US Participants: 13%

7 South Atlantic

Participation Rate: 46%
Percent of US Participants: 19%

Participation in Outdoor Activities by Gender

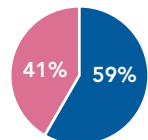


Ages 6+

135.9 Million Participants

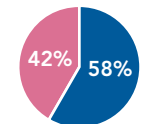
Ages 6–12

17.4 Million Participants



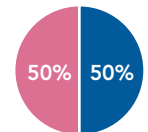
Ages 13–17

13.6 Million Participants



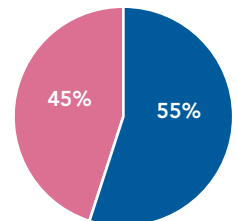
Ages 18–24

15.4 Million Participants



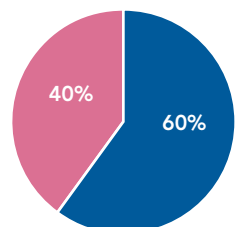
Ages 25–44

43.8 Million Participants



Ages 45+

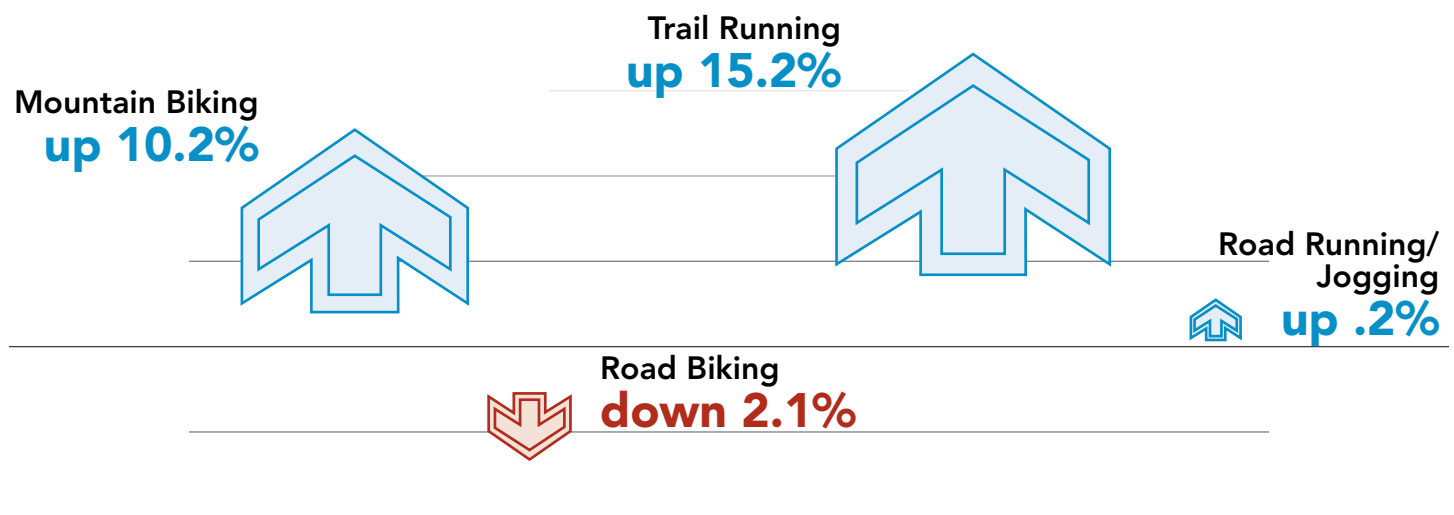
45.7 Million Participants



A Return to Nature

While participation in team sports and indoor fitness activities remained largely unchanged in 2008, participation in nature-based outdoor activities, in many cases, increased significantly. Activities like backpacking, mountain biking and trail running showed double-digit increases in participation, and hiking and camping showed 9 percent and 7 percent increases, respectively.

These increases are particularly notable when participation trends in nature-based activities are compared to trends in their urban-based outdoor counterparts. While participation in bicycling and running on roads or paved surfaces decreased or remained relatively flat, participation in mountain biking and trail running both increased over 10 percent.



Growth in Select Nature-Based Outdoor Activities

All Americans, Ages 6 and Older

Outdoor Activity	2007 Participants	2008 Participants	1-Year Change
Downhill Telemarking	1,173,000	1,435,000	22%
Snowshoeing	2,400,000	2,922,000	22%
Backpacking	6,637,000	7,867,000	19%
Cross-Country Skiing	3,530,000	3,848,000	9%
Hiking	29,965,000	32,511,000	9%
Backyard and Car Camping	31,375,000	33,686,000	7%
Bouldering, Sport and Indoor Climbing	4,514,000	4,769,000	6%
Birdwatching	11,783,000	12,417,000	5%
Wildlife Viewing	22,974,000	24,113,000	5%



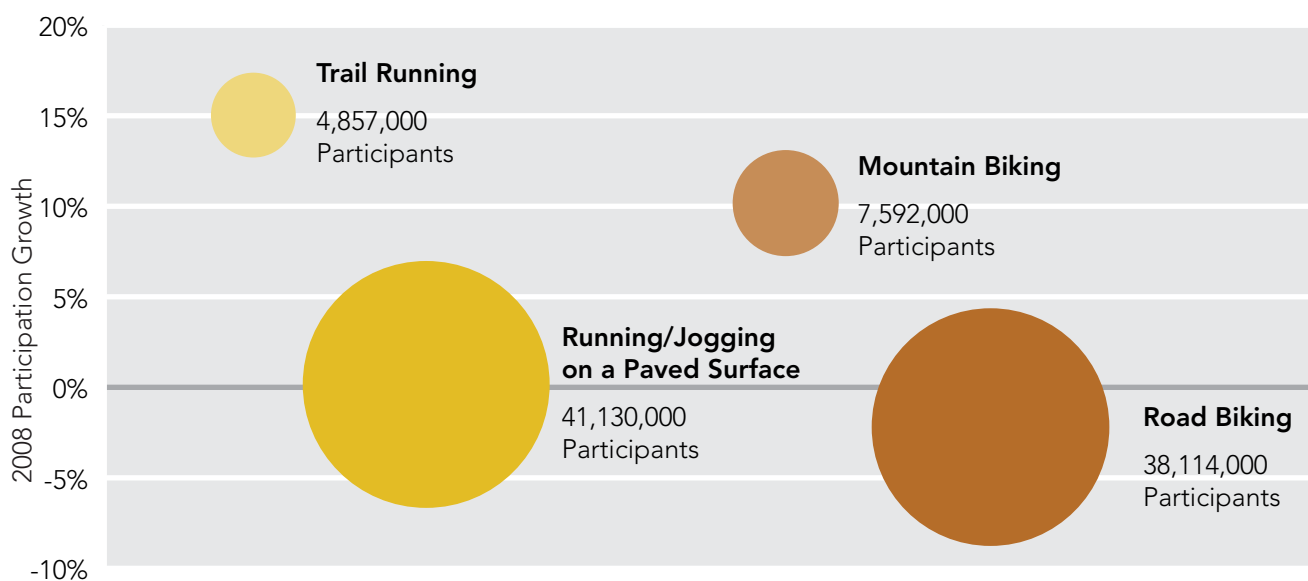
Photo Courtesy: Julie H. Ellison, © 2009

Growth Opportunities

A comparison of nature-based outdoor activities and their urban-based outdoor counterparts reveals the significant opportunities that exist for introducing more Americans to the joys of nature-based recreation. While participation in running, jogging and biking on roads or paved surfaces all remained relatively flat or decreased in 2008, their popularity still far exceeds that of trail running and mountain biking. The current pool of road runners and road bikers are all likely targets for advocates of nature-based outdoor recreation.

Nature and Urban-Based Outdoor Activities

All Americans, Ages 6 and Older



Annual Outings

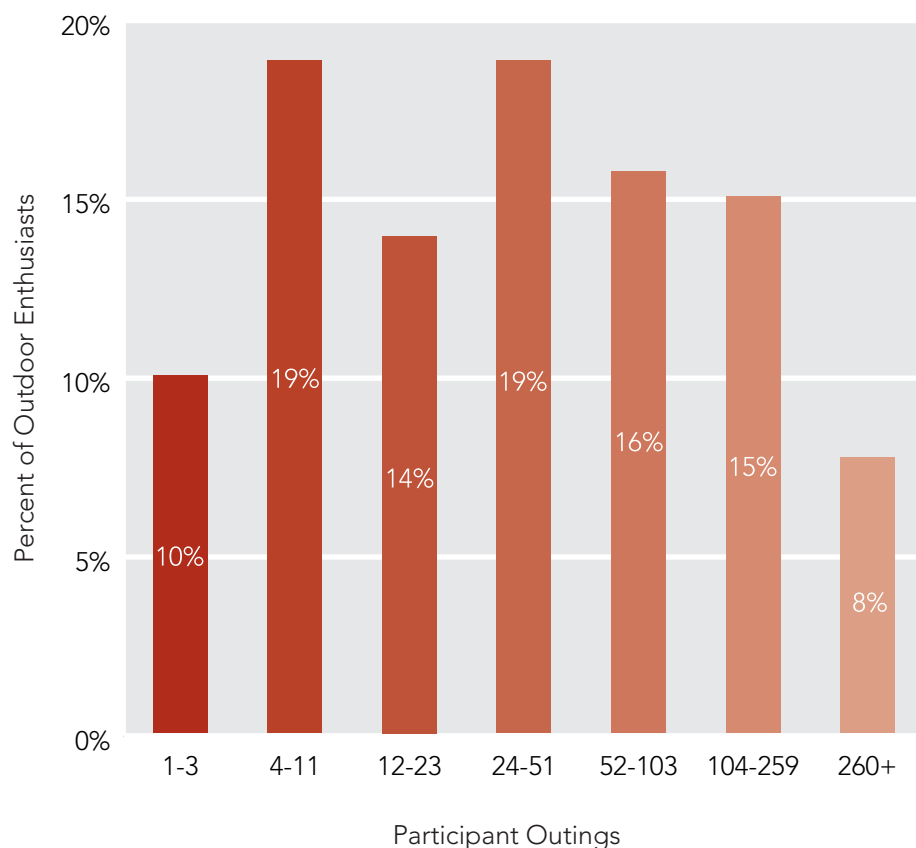
Americans made an estimated 11.16 billion outdoor excursions in 2008 — either close to home, in a nearby park or on an overnight trip.

Getting outdoors is essential to a healthy lifestyle for many Americans — 50 percent of outdoor participants consider outdoor activities as their main source of exercise.¹ Yet in 2008, 43 percent of all participants in outdoor recreation participated in outdoor activities less than once every other week (less than 24 times per year) and only 23 percent of participants got out two times a week or more (104 times per year or more).

These findings shed light on America's current obesity and inactivity epidemic. In its 2008 guidelines, the U.S. Department of Health and Human Services recommends 2.5 hours a week of moderate-intensity exercise for adults and one hour a day or more of moderate-intensity exercise for youth.²

Annual Outings per Outdoor Enthusiast

All Americans, Ages 6 and Older



1 Exploring the Active Lifestyle, The Outdoor Foundation, 2004, www.outdoorfoundation.org/research

2 2008 Physical Activity Guidelines for Americans, U.S. Department of Health and Human Services, <http://www.health.gov/paguidelines/guidelines/>





Most Popular Outdoor Activities by Participation Rate

All Americans, Ages 6 and Older

1. Freshwater, Saltwater and Fly Fishing

17% of Americans Ages 6 and Older, 48.2 million participants

2. Car, Backyard and RV Camping

15% of Americans Ages 6 and Older, 42.4 million participants

3. Running, Jogging and Trail Running

15% of Americans Ages 6 and Older, 42.1 million participants

4. Road Biking, Mountain Biking and BMX

15% of Americans Ages 6 and Older, 41.5 million participants

5. Hiking

12% of Americans Ages 6 and Older, 32.5 million participants

Americans' Favorite Outdoor Activities by Frequency of Participation

All Americans, Ages 6 and Older

1. Running, Jogging and Trail Running

3.65 billion outings / 79 outings per runner

2. Road Biking, Mountain Biking and BMX

2.43 billion outings / 51 average outings per cyclist

3. Freshwater, Saltwater and Fly Fishing

1.04 billion outings / 17 average outings per fishing participant

4. Wildlife Viewing

686 million outings / 28 average outings per wildlife watcher

5. Car, Backyard and RV Camping

598 million outings / 12 average outings per camper

Life Cycle of Participation in Outdoor Activities

The participation rate in outdoor recreation varies among different age groups; as individuals age, their lives are shaped by their environment and life experiences. A one-year snapshot of participation in outdoor recreation helps describe this life cycle.

Although youth participation in outdoor activities is initially high, it declines sharply in adolescence and young adulthood. After this decline, participation among males ages 26 to 30 begins to climb again, increasing gradually until ages 36 to 40. Among females, participation begins to increase again among ages 21 to 25 but quickly resumes a gradual decline lasting through ages 66 and older.

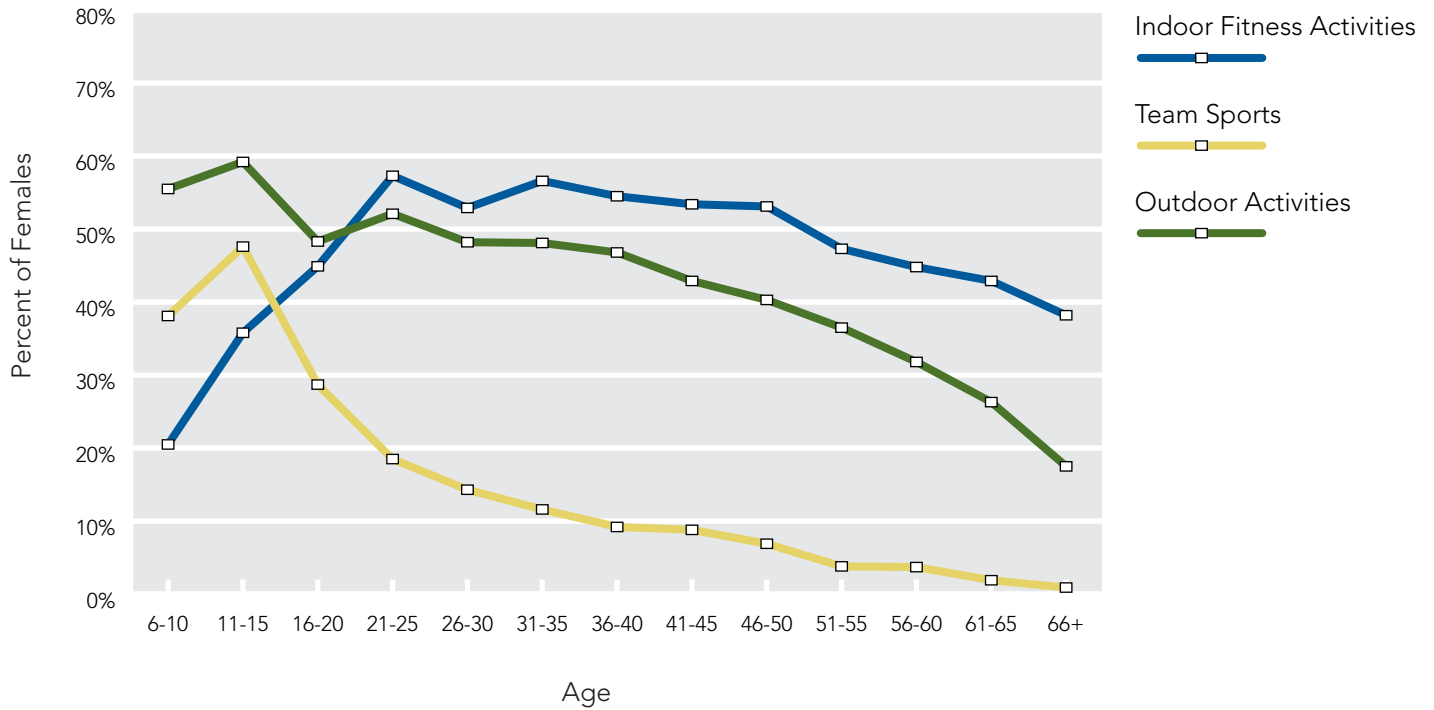
Among men, outdoor activities are more popular than indoor fitness activities and team sports among all age groups up to ages 66 and older. Among women, indoor activities are most popular among ages 21 to 25 and older.

Despite initial popularity with kids, participation in team sports declines quickly among males and females from ages 16 to 20 onward, dipping below 5 percent among ages 66 and older.



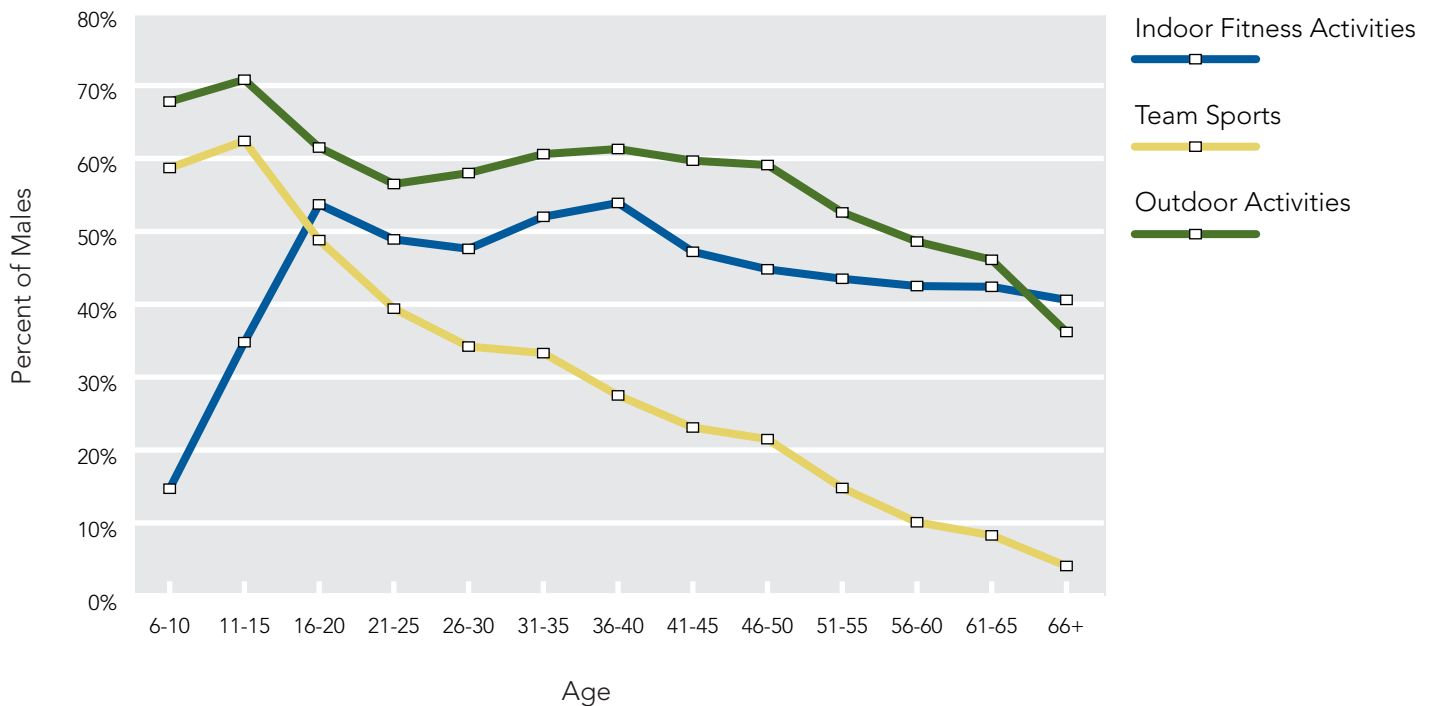
Life Cycle of Participation, Females

Ages 6 and Older



Life Cycle of Participation, Males

Ages 6 and Older



Most Popular Outdoor Activities

All Americans, Ages 6 and Older

1. Freshwater, Saltwater and Fly Fishing

17% of Americans Ages 6 and Older, 48.2 million participants

2. Car, Backyard and RV Camping

15% of Americans Ages 6 and Older, 42.4 million participants

3. Running, Jogging and Trail Running

15% of Americans Ages 6 and Older, 42.1 million participants

4. Road Biking, Mountain Biking and BMX

15% of Americans Ages 6 and Older, 41.5 million participants

5. Hiking

12% of Americans Ages 6 and Older, 32.5 million participants

Most Popular Team Sports

All Americans, Ages 6 and Older

1. Basketball

9% of Americans Ages 6 and Older, 26.3 million participants

2. Football (Touch, Tackle and Flag)

7% of Americans Ages 6 and Older, 18.9 million participants

3. Soccer (Indoor and Outdoor)

6% of Americans Ages 6 and Older, 15.6 million participants

4. Volleyball (Court, Grass and Beach)

5% of Americans Ages 6 and Older, 15.2 million participants

5. Baseball

5% of Americans Ages 6 and Older, 15.0 million participants

Most Popular Indoor Activities

All Americans, Ages 6 and Older

1. Free Weights (Barbells, Dumbbells and Hand Weights)

21% of Americans Ages 6 and Older, 58.9 million participants

2. Treadmill

18% of Americans Ages 6 and Older, 49.4 million participants

3. Weight/Resistance Machines

14% of Americans Ages 6 and Older, 38.4 million participants

4. Stretching

13% of Americans Ages 6 and Older, 36.3 million participants

5. Stationary Cycling (Upright Bikes, Recumbent Bikes and Spinning)

12% of Americans Ages 6 and Older, 34.7 million participants







The Gateway Activities to a Healthy Active Lifestyle

Participants in outdoor activities often begin with specific 'gateway' outdoor activities. These activities – fishing, bicycling, running/jogging/trail running, camping and hiking – are popular, accessible and often lead to participation in other outdoor activities.

Participation in camping, running and hiking increased in 2008. Fishing remains the most popular gateway activity, despite a decrease in participation in 2008. Bicycling fell from the second most popular activity to the fourth.

Participation in the Gateway Activities

All Americans, Ages 6 and Older

Activity	2006 Participants	2007 Participants	2008 Participants
Freshwater, Saltwater and Fly Fishing	49,696,000	51,836,000	48,206,000
Car, Backyard, and RV Camping	43,123,000	39,836,000	42,396,000
Running/Jogging and Trail Running	38,719,000	41,957,000	42,103,000
Road Biking, Mountain Biking and BMX	39,688,000	42,126,000	41,548,000
Hiking	29,863,000	29,965,000	32,511,000

ACTIVE LIFESTYLES



The 'gateway' activities — fishing, bicycling, running/jogging/trail running, camping and hiking — are popular, accessible and often lead to participation in other outdoor activities



87% of hikers participate in more than one outdoor activity.

Vigorous Exercise

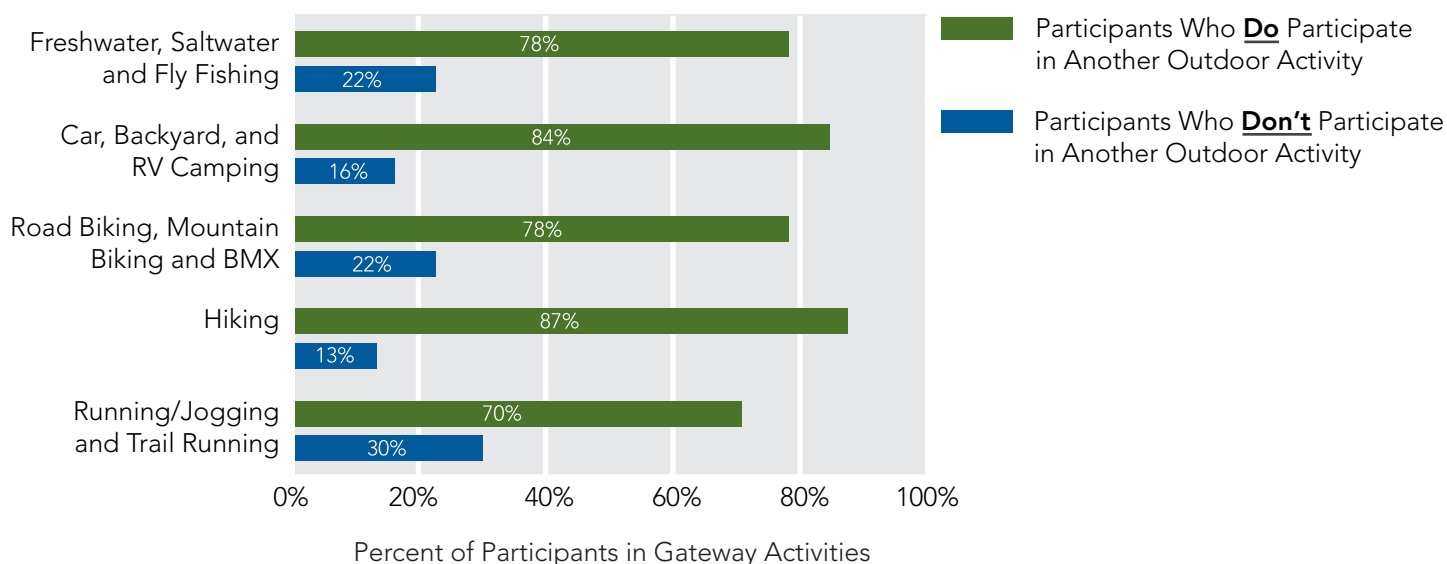
24% of participants in outdoor recreation participate in vigorous physical activity, compared to 7% of non-participants.



Participants in Gateway Activities Are Active in Multiple Outdoor Activities

Participants in gateway activities are much more likely to participate in another outdoor activity than they are likely to participate in one activity alone. Their participation in these activities often leads to higher activity levels and a greater connection with the outdoors.

Contagious Effect of Gateway Activities All Americans, Ages 6 and Older



Lifestyle Profiles of Outdoor Participants and Non-Participants

While participation in outdoor recreation can provide a healthy alternative to indoor sedentary activities, participants don't sacrifice participation in other activities to get outdoors.

Participants in outdoor activities take part in indoor leisure, work/study and physical activities at higher rates than non-participants in outdoor activities. More outdoor participants watch TV, play video games, browse the internet, spend time at work/school, participate in moderate, vigorous, or regular physical activity and study than non-participants.

The most significant difference between outdoor participants and non-participants is seen in their participation in vigorous physical activities. Only 7 percent of non-participants participate in vigorous activity, compared to 24 percent of participants.

Participation in work/study, leisure and physical activities among outdoor participants and non-participants

	Percentage of Non-Participants in Outdoor Recreation	Percentage of Participants in Outdoor Recreation
Watch television or movies	82%	89%
Play video games	31%	47%
Browse the Internet for fun	66%	78%
Go to Work	38%	52%
Go to school/college	12%	20%
Study outside of class time	13%	24%
Participate in physical activity at least 30 minutes a day	44%	61%
Participate in moderate physical exercise	43%	67%
Participate in vigorous physical exercise	7%	24%





A Continuing Drop in Youth Participation

In 2008, participation in outdoor recreation among youth ages 6 to 17 dropped by 6 percent — adding to a combined 16.7 percent drop over the last three years. Participation fell most precipitously among the youngest age group measured, ages 6 to 12, which decreased 9.0 percent.

While this drop in participation is concerning, the rate of decline is not as dramatic as last year and may reflect the positive impact of efforts nationwide to connect youth and the outdoors. The severity of declines in participation reported last year were alarming, and this year's decrease, while still cause for concern, is welcome after last year's news.

Although participation in outdoor activities is higher among youth than any other age group, decreases among youth will likely mean shrinking numbers of outdoor enthusiasts for future generations. Most outdoor participants are introduced to the outdoors between ages 5 and 18.¹

6%↓

In 2008, participation in outdoor recreation among youth ages 6 to 17 dropped by six percent.



Outdoor participation among youth increased in 2008 in some outdoor activities, including mountain biking (up 17%), hiking (up 5%) and backpacking (up 16%).

Family & Friends

Most youth are introduced to outdoor activities by parents, friends, family and relatives.

"It's Fun!"

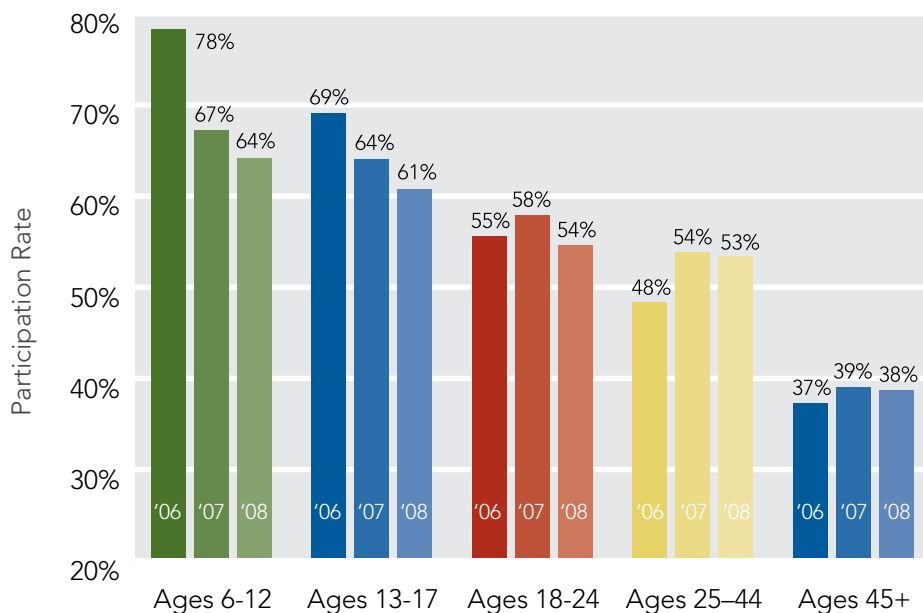
For youth ages 6 to 12, "fun" is by far the most common motivation for participating in outdoor activities.



A lack of time is the number one reason youth of all ages choose not to participate in outdoor activities more often.

Participation in Outdoor Recreation 2006 to 2008

All Americans



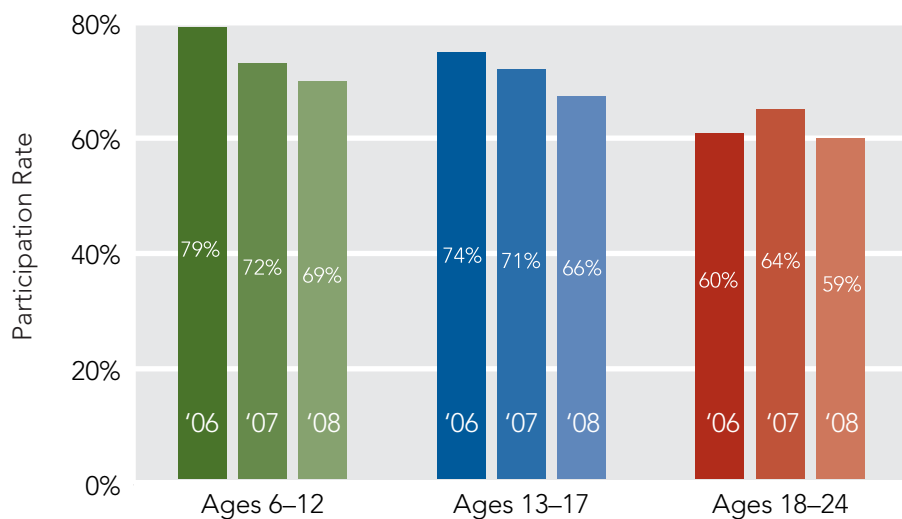
¹ Exploring the Active Lifestyle, The Outdoor Foundation, 2004, www.outdoorfoundation.org/research

Further Declines in Boys' and Girls' Participation

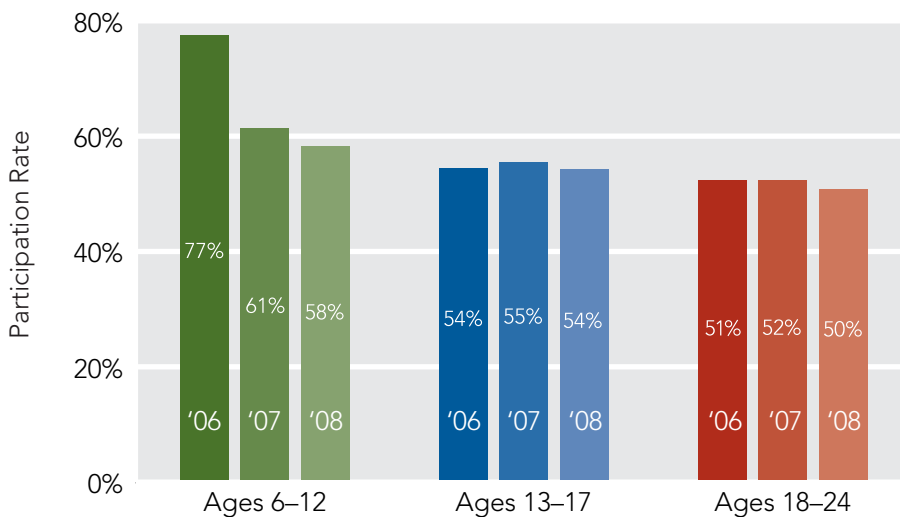
Participation in outdoor recreation among boys and girls dropped in 2008 among ages 6 to 12, 13 to 17, and 18 to 24. Over the past three years (since this study began tracking youth participation), youth participation among girls and boys ages 6 to 12 has decreased the sharpest, falling among girls from 77 percent to 58 percent and among boys from 79 percent to 69 percent.

Despite this drop, there are a few signs of hope. Participation in outdoor recreation among youth increased in 2008 in some outdoor activities. These activities include mountain biking (17 percent increase), hiking (5 percent increase) and backpacking (16 percent increase).

Boys' Participation in Outdoor Recreation, 2006–2008



Girls' Participation in Outdoor Recreation, 2006–2008



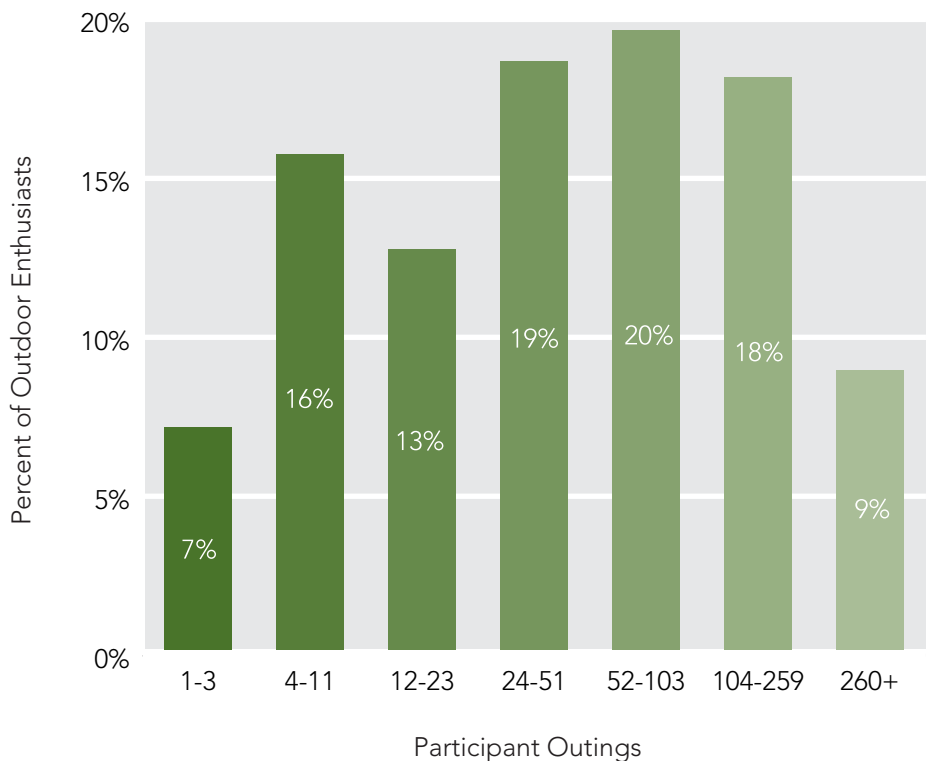
Profile of Youth Participants

Youth ages 6 to 17 participate in outdoor recreation at a higher rate than any other age group. They also participate more frequently than other age groups — a higher percentage take part in outdoor activities at least twice a week than other age groups.

Yet 36 percent of youth participants take part in an outdoor activity less than 24 times a year or twice a month. The infrequency of their participation in outdoor activities suggests youth are not satisfying the minimum activity levels recommended by the U.S. Department of Health and Human Services.

Annual Outings per Outdoor Enthusiast

Youth, Ages 6 to 17



Total Outings

Youth, Ages 6 to 17

2.90 billion outings
94 average outings per participant

Most Popular Outdoor Activities by Participation Rate

Youth, Ages 6 to 17

- 1. Road Biking, Mountain Biking or BMX**
30% of American Youth, 14.7 million participants
- 2. Freshwater, Saltwater and Fly Fishing**
23% of American Youth, 11.3 million participants
- 3. Car, Backyard and RV Camping**
22% of American Youth, 10.9 million participants
- 4. Running, Jogging and Trail Running**
19% of American Youth, 9.6 million participants
- 5. Hiking**
12% of American Youth, 6.1 million participants

Youth’s Favorite Outdoor Activities by Frequency of Participation

Youth, Ages 6 to 17

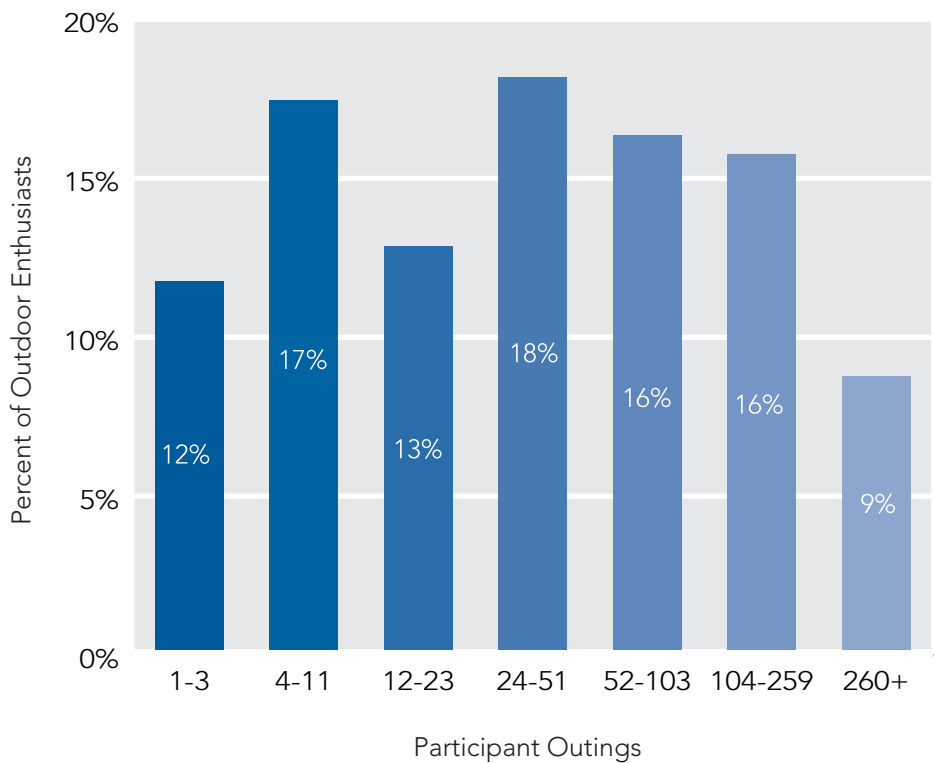
- 1. Road Biking, Mountain Biking and BMX**
1.05 billion outings / 64 average outings per cyclist
- 2. Running, Jogging and Trail Running**
800 million outings / 80 average outings per runner
- 3. Skateboarding**
371 million outings / 68 average outings per skateboarder
- 4. Freshwater, Saltwater and Fly Fishing**
185 million outings / 14 average outings per fishing participant
- 5. Car, Backyard and RV Camping**
117 million outings / 9 average outings per camper

Profile of Young Adult Participants

As young people’s priorities change and the responsibilities of adulthood begin to monopolize time, frequency of participation begins to drop. Young adults ages 18 to 24 participate in outdoor activities an average of 88 times per year, while youth get out an average of 94 times per year.

Young adults’ activity preferences also begin to shift. Biking drops from the number one outdoor activity to the number four outdoor activity, while running moves to the top of their list.

Annual Outings per Outdoor Enthusiast
Young Adults, Ages 18 to 24



Total Outings
Young Adults, Ages 18 to 24

1.36 billion outings
88 average outings per participant

Most Popular Outdoor Activities by Participation Rate Young Adults, Ages 18 to 24

- 1. Running, Jogging and Trail Running**
28% of young adults, 8.1 million participants
- 2. Car, Backyard and RV Camping**
16% of young adults, 4.5 million participants
- 3. Freshwater, Saltwater and Fly Fishing**
15% of young adults, 4.4 million participants
- 4. Road Biking, Mountain Biking and BMX**
13% of young adults, 3.7 million participants
- 5. Hiking**
12% of young adults, 3.4 million participants

Young Adults’ Favorite Outdoor Activities by Frequency of Participation Young Adults, Ages 18 to 24

- 1. Running, Jogging and Trail Running**
670 million outings / 75 outings per runner
- 2. Road Biking, Mountain Biking and BMX**
186 million outings / 42 average outings per cyclist
- 3. Freshwater, Saltwater and Fly Fishing**
83 million outings / 15 average outings per fishing participant
- 4. Car, Backyard and RV Camping**
51 million outings / 10 average outings per camper
- 5. Hiking**
48 million outings / 14 average outings per camper

Who Introduces Youth to Outdoor Activities?

Most youth are introduced to outdoor activities by parents, friends, family and relatives. As outdoor participants age, the parents' role in their participation diminishes, and friends gain an increasingly influential role. Self-motivated individuals (those not influenced to participate in outdoor activities by anyone but themselves) also emerge in young adulthood.

Few youth ages 6 to 17 cite the media, experienced mentors or outdoor education programs as motivations to begin participating in outdoor recreation.

Who influenced your decision to participate in outdoor activities?

	Ages 6–12	Ages 13–17	Ages 18–24
Parents	75% ①	64% ①	30% ②
Brothers, sisters, or other relatives	36% ②	26% ③	25% ③
Friends	33% ③	44% ②	53% ①
Myself (no one else influenced me)	13% ④	20% ④	30% ②
Community program (Boy Scouts, YMCA, neighborhood program)	13% ⑤	10%	5%
School program.	12%	12% ⑤	7% ④
TV, movies, magazines, books, web sites about the outdoors	5%	4%	6% ⑤
Something else	3%	3%	6% ⑤
Experienced mentor (trained and skilled)	1%	3%	6%
Media icon, sports figure, accomplished athlete	1%	1%	2%
Outdoor education program such as Outward Bound	1%	1%	1%





What Gets Youth Outdoors?

For youth ages 6 to 12, “fun” is by far the most common motivation for participating in outdoor activities, far more than youth ages 13 to 17 and young adults ages 18 to 24.

While “fun” is cited as the number one motivator for kids ages 13 to 17, as well, relaxation is the top motivator for young adults. Overall, young adults more often cite motivations related to self-fulfillment, such as challenges, new experiences and escape from routines, and youth more often cite simple pleasures and accessibility, such as fun and proximity to home.

Discovery and exploration are common motivators for all age groups. Health and exercise are chosen most frequently by young adults.

What motivates you to participate in outdoor activities?

	Ages 6–12	Ages 13–17	Ages 18–24
<i>It's fun.</i>	73% ①	52% ①	46% ③
<i>I enjoy discovery and exploration.</i>	42% ②	32% ⑤	40% ⑤
<i>It's relaxing.</i>	28% ③	37% ②	56% ①
<i>I can do outdoor activities near my house.</i>	28% ④	21%	14%
<i>It is a great way to get exercise.</i>	28% ⑤	32% ④	47% ②
<i>I get to hang out with my friends.</i>	27%	32%	29%
<i>I like new experiences.</i>	27%	26%	36%
<i>I get away from my usual routine.</i>	23%	34% ③	41% ④
<i>I want to be healthy.</i>	23%	23%	38%
<i>I like challenges.</i>	19%	24%	25%
<i>I get a feeling of accomplishment.</i>	12%	13%	20%

Why Don't Youth Participate in Outdoor Activities More Often?

A lack of time is the number one reason youth of all ages don't participate in outdoor activities more often.

Among youth ages 6 to 17, a lack of time is followed closely by a lack of interest and the impact of schoolwork. Among young adults ages 18 to 24, hesitation about spending money on additional gear and equipment is the third most cited reason to limit outdoor activities, though a lack of time is cited twice as often as concerns about funds.

What keeps you from participating in outdoor activities more?

	Ages 6–12	Ages 13–17	Ages 18–24
<i>I don't have the time.</i>	24% ❶	38% ❶	58% ❶
<i>I'm not interested.</i>	22% ❷	36% ❷	29% ❷
<i>I have too much schoolwork.</i>	22% ❸	31% ❸	26% ❹
<i>I'm involved in other activities such as team sports and fitness activities.</i>	20% ❹	22% ❺	8%
<i>My parents don't take me to go on outdoor activities.</i>	20% ❺	11%	1%
<i>I would rather spend free time watching TV/movies, on a computer, or playing video games.</i>	20%	22%	13%
<i>There aren't places to do outdoor activities near where I live.</i>	16%	10%	10%
<i>I'd rather hang out with my friends.</i>	15%	23% ❹	14%
<i>I don't know how to get started, what to do, or where to go.</i>	10%	6%	14%
<i>I don't have friends who will go with me.</i>	9%	14%	22% ❺
<i>I don't want to spend the money on gear or equipment.</i>	9%	11%	28% ❸
<i>I don't like bugs or dirt.</i>	6%	7%	11%
<i>I'm worried I might get hurt.</i>	6%	1%	3%
<i>I think the outdoors is scary.</i>	3%	1%	3%
<i>I don't enjoy exercise.</i>	3%	6%	6%
<i>I'm not in physical shape.</i>	2%	6%	9%



Why Don't Youth Participate in Outdoor Activities?

While youth ages 6 to 17 who do not participate in outdoor activities cite a lack of interest as their primary motivation, young adults ages 18 to 24 cite a lack of time and a lack of interest almost equally.

For all groups, schoolwork and a preference for screen media such as TV, computers and video games, work together to keep them indoors.

Again, like young adult participants ages 18 to 24 considering more frequent outdoor activity, young adult non-participants ages 18 to 24 are kept indoors by concerns about spending money on outdoor gear and equipment.

What motivates your decision NOT to participate in outdoor activities?

	Ages 6–12	Ages 13–17	Ages 18–24
<i>I'm not interested.</i>	39% ①	54% ①	46% ②
<i>My parents don't take me to go on outdoor activities.</i>	17% ②	11%	4%
<i>I have too much schoolwork.</i>	16% ③	29% ②	19% ⑤
<i>I don't have the time.</i>	15% ④	25% ⑤	47% ①
<i>I would rather spend free time watching TV/movies, on a computer, or playing video games.</i>	15% ⑤	27% ③	20% ④
<i>I'm involved in other activities such as team sports and fitness activities.</i>	12%	11%	2%
<i>I'd rather hang out with my friends.</i>	11%	26% ④	14%
<i>I don't want to spend the money on gear or equipment.</i>	11%	11%	23% ③
<i>There aren't places to do outdoor activities near where I live.</i>	11%	7%	10%
<i>I don't like bugs or dirt.</i>	10%	14%	13%
<i>I don't know how to get started, what to do, or where to go.</i>	10%	5%	13%
<i>I don't have friends who will go with me.</i>	8%	12%	19%
<i>I don't enjoy exercise.</i>	5%	10%	10%
<i>I'm worried I might get hurt.</i>	3%	3%	4%
<i>I think the outdoors is scary.</i>	2%	4%	3%
<i>I'm not in physical shape.</i>	2%	5%	14%





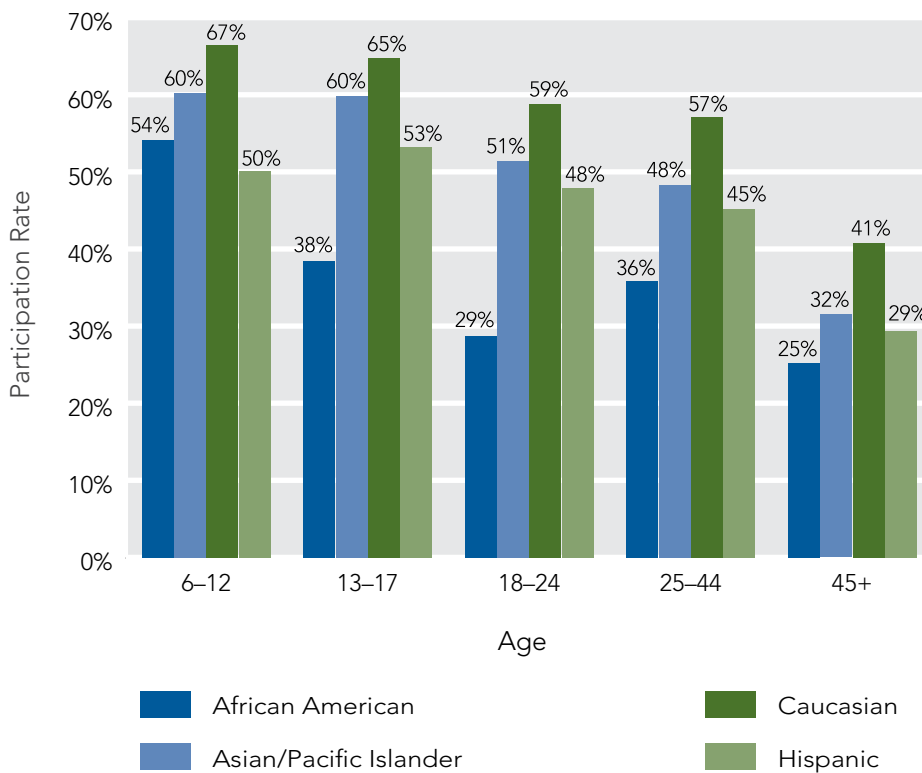
Participation in Outdoor Recreation Among Diverse Groups

The United States will soon become a majority minority population. As populations of diverse groups such as Hispanics, African Americans and Asians/Pacific Islanders, continue to grow, their importance to future generations of outdoor enthusiasts and conservationists does as well. Unfortunately, they are underrepresented in outdoor recreation.

Participation in outdoor activities is significantly higher among Caucasians than any other ethnicity for all age groups. Conversely, it's lowest among African Americans for nearly all age groups.

Although participation is lower among diverse groups, diverse participants get out more often than Caucasians. African Americans, with the lowest participation rate, get out the most frequently, followed closely by Hispanics and then Asian Pacific Islanders.

Participation in Outdoor Recreation 2006 to 2008
All Americans by Ethnicity



African Americans

Participation in outdoor activities is lowest among African Americans.

Diverse Enthusiasts are Active

Although participation is lower among diverse groups, they do get out more often than Caucasians.



Hispanic participants and non-participants cite a lack of access to nearby places to participate in outdoor activities as a barrier to participation more than other ethnicities.

School Work

Diverse youth participants cite school work as the top reason they don't get out more often — a barrier they cite more prominently than Caucasian youth.

Average Outings per Outdoor Participant

African American	90	Caucasian	80
Asian/Pacific Islander	85	Hispanic	89



Most Popular Outdoor Activities Among Different Ethnicities

All four of the largest ethnic groups in the US participate in biking, running, camping, fishing and hiking more than any other outdoor activities. They participate in these activities at varying rates, however. Running is the most popular activity among African Americans, Asian Pacific Islanders, and Hispanics, but the fourth most popular activity among Caucasians. Hiking — while the fifth most popular activity among African Americans, Caucasians, and Hispanics — is the third most popular activity among Asians/Pacific Islanders.

Comparing the relative participation rates of each activity, the lower participation among African Americans is again apparent.

African Americans

Ages 6 and Older

1. Running/Jogging and Trail Running **14%**
2. Road Biking, Mountain Biking and BMX **12%**
3. Freshwater, Saltwater and Fly Fishing **11%**
4. Car, Backyard, and RV Camping **4%**
5. Hiking **3%**

Caucasians

Ages 6 and Older

1. Freshwater, Saltwater and Fly Fishing **19%**
2. Car, Backyard, and RV Camping **17%**
3. Road Biking, Mountain Biking and BMX **16%**
4. Running/Jogging and Trail Running **14%**
5. Hiking **13%**

Asian/Pacific Islanders

Ages 6 and Older

1. Running/Jogging and Trail Running **23%**
2. Road Biking, Mountain Biking and BMX **13%**
3. Hiking **12%**
4. Freshwater, Saltwater and Fly Fishing **10%**
5. Car, Backyard, and RV Camping **10%**

Hispanics

Ages 6 and Older

1. Running/Jogging and Trail Running **18%**
2. Freshwater, Saltwater and Fly Fishing **14%**
3. Road Biking, Mountain Biking and BMX **12%**
4. Car, Backyard, and RV Camping **11%**
5. Hiking **7%**

Who Introduces Youth of Different Ethnicities to Outdoor Activities?

When youth are asked who or what introduced them to outdoor activities, youth ages 6 to 17 of all major ethnicities – Caucasian, Hispanic, African American and Asian — cite parents, family, relatives and friends as the top motivations. Parents are the leading motivator for all groups, although they are cited less often by African Americans.

School programs are the fourth most common motivation for African American, Asian/Pacific Islander, and Hispanic youth and cited by youth of all three ethnicities more often than Caucasians.

Who influenced your decision to participate in outdoor activities?

Outdoor Participants, Ages 6 to 17

	Hispanic	African American	Asian/Pacific Islander	Caucasian
Parents	71% ①	50% ①	76% ①	73% ①
Friends	38% ②	32% ②	43% ②	40% ②
Brothers, sisters, or other relatives	34% ③	26% ③	30% ③	32% ③
School program	14% ④	13% ④	21% ④	11% ⑤
Community program (Boy Scouts, YMCA, neighborhood program)	10% ⑤	12% ⑤	11% ⑤	11% ④
TV, movies, magazines, books, web sites about the outdoors	8%	8%	6%	4%
Something else	4%	5%	1%	2%
Media icon, sports figure, accomplished athlete	2%	.4%	1%	1%
Experienced mentor (trained and skilled)	1%	4%	4%	2%
Outdoor education program such as Outward Bound	.1%	2%	.3%	1%



What Do Youth of Different Ethnicities Enjoy About Outdoor Activities?

When youth participants ages 6 to 17 of all ethnicities are asked why they choose outdoor activities, they cite “fun” most often by a large margin.

Hispanics cite relaxation more frequently than other ethnicities and Caucasians site opportunities for discovery and exploration more often than other ethnicities.

What motivates you to participate in outdoor activities? Outdoor Participants, Ages 6 to 17

	Hispanic	African American	Asian/Pacific Islander	Caucasian
<i>It’s fun.</i>	64% ❶	64% ❶	60% ❶	63% ❶
<i>I like new experiences.</i>	36% ❷	22%	27% ❺	27%
<i>I enjoy discovery and exploration.</i>	35% ❸	24% ❺	31% ❸	40% ❷
<i>It is a great way to get exercise.</i>	33% ❹	24%	32% ❷	30% ❹
<i>I get to hang out with my friends.</i>	33% ❹	27% ❹	29% ❹	30% ❺
<i>It’s relaxing.</i>	30% ❺	31% ❷	32% ❷	32% ❸
<i>I want to be healthy.</i>	27%	19%	25%	23%
<i>I like challenges.</i>	25%	18%	24%	21%
<i>Some other reason not listed.</i>	23%	12%	6%	12%
<i>I get away from my usual routine.</i>	22%	27% ❸	26%	28%
<i>I can do outdoor activities near my house.</i>	15%	19%	16%	27%
<i>I get a feeling of accomplishment.</i>	8%	11%	18%	13%

Photo Courtesy: Julie H. Ellison, © 2009



Why Don't Youth of Different Ethnicities Participate in Outdoor Activities More?

When youth participants in outdoor recreation ages 6 to 17 are asked what keeps them from getting outdoors more often, school work is cited most often by African Americans, Asians/Pacific Islanders and Hispanics. Asians/Pacific Islanders cite too much schoolwork significantly more than other ethnicities.

Hispanic participants in outdoor recreation cite a lack of access to places to participate in outdoor activities more than other ethnicities and cite a lack of interest in outdoor activities less than other ethnicities.

What keeps you from participating in outdoor activities more?

Outdoor Participants, Ages 6 to 17

	Hispanic	African American	Asian/Pacific Islander	Caucasian
<i>I have too much schoolwork.</i>	29% ①	27% ①	44% ①	25% ③
<i>There aren't places to do outdoor activities near where I live.</i>	28% ②	17%	13%	12%
<i>I would rather spend free time watching TV/movies, on a computer, or playing video games.</i>	27% ③	20% ③	26% ④	20% ⑤
<i>I'm not interested.</i>	22% ④	27% ②	30% ③	29% ②
<i>I'm involved in other activities such as team sports and fitness activities.</i>	22% ⑤	18% ④	19%	22% ④
<i>I don't have the time.</i>	22%	17% ⑤	37% ②	32% ①
<i>My parents don't take me to go on outdoor activities.</i>	19%	15%	18%	15%
<i>I don't want to spend the money on gear or equipment.</i>	14%	7%	15%	10%
<i>I'd rather hang out with my friends.</i>	13%	15%	21% ⑤	20%
<i>Some other reason not listed.</i>	13%	15%	16%	20%
<i>I don't know how to get started, what to do or where to go.</i>	10%	13%	9%	7%
<i>I'm worried I might get hurt.</i>	7%	5%	6%	3%
<i>I think the outdoors is scary.</i>	6%	3%	4%	2%
<i>I don't like bugs or dirt.</i>	5%	8%	19%	6%
<i>I don't enjoy exercise.</i>	5%	2%	6%	5%
<i>I don't have friends who would go with me.</i>	4%	14%	12%	11%
<i>I'm not in physical shape.</i>	4%	3%	7%	3%

Why Don't Youth of Different Ethnicities Choose Outdoor Activities?

When youth ages 6 to 17 of all ethnicities except Asians/Pacific Islanders who choose not to participate in outdoor activities are asked about their choice, the number one reason they cite is a lack of interest.

Caucasians and Asians/Pacific Islanders cite a preference for screen media — such as TV's, computers and video games — and time with friends more often than Hispanics and African Americans.

Hispanics mention a lack of access to opportunities for nearby outdoor recreation and a lack of interest in purchasing outdoor gear more often than other ethnicities.

What motivates your decision to **NOT** participate in outdoor activities?

Outdoor **Non**-Participants, Ages 6 to 17

	Hispanic	African American	Asian/Pacific Islander	Caucasian
<i>I'm not interested.</i>	40% ①	44% ①	28% ②	52% ①
<i>I have too much schoolwork.</i>	21% ②	25% ②	22% ⑤	23% ③
<i>I don't have the time.</i>	17% ③	18% ③	11%	22% ④
<i>I don't want to spend the money on gear or equipment.</i>	16% ④	7%	16%	11%
<i>There aren't places to do outdoor activities near where I live.</i>	16% ⑤	14%	-	5%
<i>Some other reason not listed.</i>	15%	16%	4%	19%
<i>I would rather spend free time watching TV/movies, on a computer, or playing video games.</i>	14%	18% ④	22% ④	24% ②
<i>I'm involved in other activities such as team sports and fitness activities.</i>	13%	5%	15%	14%
<i>I don't like bugs or dirt.</i>	11%	13%	13%	12%
<i>My parents don't take me to go on outdoor activities.</i>	10%	16% ⑤	31% ①	13%
<i>I'd rather hang out with my friends.</i>	10%	15%	17%	22% ⑤
<i>I don't have friends who would go with me.</i>	8%	9%	17%	11%
<i>I don't enjoy exercise.</i>	5%	3%	6%	10%
<i>I'm not in physical shape.</i>	4%	3%	-	4%
<i>I don't know how to get started, what to do or where to go.</i>	3%	11%	24% ③	6%
<i>I think the outdoors is scary.</i>	2%	4%	4%	3%
<i>I'm worried I might get hurt.</i>	-	5%	3%	3%





Participation in Outdoor Recreation

The following pages include full participation data for activities included in the *2009 Outdoor Recreation Participation Report*. Data is broken out for outdoor activities by the age groups: youth (ages 6 to 17), young adults (18 to 24) and all Americans (ages 6 and Older). A participant is defined as an individual who took part in an activity at least once during 2008.

Notes

Hunting (all) represents a combination of four individually measured activities, including hunting (rifle), hunting (shotgun), hunting (handgun) and hunting (bow).

For greater accuracy, snow sports participation is measured annually for each winter season. In the following tables, 2007 participation represents participation in the 2006/2007 winter season, and 2008 participation represents participation in the 2007/2008 winter season.

Groupings

In this report, outdoor activities include: adventure racing, backpacking, bicycling (BMX), bicycling (mountain/non-paved surface), bicycling (road/paved surface), birdwatching (more than 1/4 mile from home/vehicle), boardsailing/windsurfing, camping (backyard or car, within 1/4 mile of vehicle/home), camping (recreational vehicle), canoeing, climbing (sport/indoor/boulder), climbing (traditional/ice/mountaineering), fishing (fly), fishing (freshwater/other), fishing (saltwater), hiking, hunting (rifle), hunting (shotgun), hunting (handgun), hunting (bow), kayaking (recreational), kayaking (sea/touring), kayaking (white water), rafting, running/jogging, sailing, scuba diving, skateboarding, skiing (alpine/downhill), skiing (cross-country), snorkeling, snowboarding, snowshoeing, surfing, telemarking (downhill), trail running, triathlon (non-traditional/off road), triathlon (traditional/road), wakeboarding, wildlife viewing (more than 1/4 mile from home/vehicle).

Team sports include: baseball, basketball, cheerleading, ice hockey, field hockey, football (touch), football (tackle), football (flag), lacrosse, rugby, soccer (indoor), soccer (outdoor), softball (regular), softball (fast-pitch), track and field, volleyball (court), volleyball (grass), volleyball (beach).

Indoor fitness activities include: aerobics (high impact), aerobics (low impact), aerobics (step), other exercise to music, aquatic exercise, calisthenics, cardio kickboxing, pilates training, stretching, yoga, tai chi, barbells, dumbbells, hand weights, weight/resistance machines, home gym exercise, abdominal machine, rowing machine exercise, stationary cycling (upright bike), stationary cycling (spinning), stationary cycling (recumbent bike), treadmill exercise, stair-climbing machine exercise, elliptical motion trainer, and cross-country ski machine exercise.

Youth Participation in Outdoor Activities, Ages 6 to 17

	2006 in 000's	% of Pop.	2007 in 000's	% of Pop.	2008 in 000's	% of Pop.
Adventure Racing	203	0.4%	104	0.2%	125	0.3%
Backpacking	2,435	4.8%	1,786	3.6%	2,067	4.2%
Bicycling (BMX)	1,344	2.7%	935	1.9%	1,045	2.1%
Bicycling (Mountain/Non-Paved Surface)	2,369	4.7%	1,775	3.5%	2,083	4.2%
Bicycling (Road/Paved Surface, Mountain/NonPaved Surface, BMX)	17,463	34.8%	15,550	30.9%	14,716	29.6%
Bicycling (Road/Paved Surface)	17,401	34.7%	14,336	28.5%	13,325	26.8%
Birdwatching (More Than 1/4 Mile from Home/Vehicle)	1,756	3.5%	1,194	2.4%	1,320	2.7%
Boardsailing/Windsurfing	225	0.4%	228	0.5%	236	0.5%
Camping (Backyard or Car, Within 1/4 Mile of Vehicle/Home)	12,702	25.3%	9,627	19.1%	9,012	18.1%
Camping (Car, Backyard, or RV)	14,662	29.2%	11,730	23.3%	10,887	21.9%
Camping (Recreational Vehicle)	5,993	11.9%	4,284	8.5%	3,783	7.6%
Canoeing	3,515	7.0%	2,564	5.1%	2,497	5.0%
Climbing (Sport/Indoor/Boulder)	2,583	5.1%	1,585	3.2%	1,379	2.8%
Climbing (Traditional/Ice/Mountaineering)	470	0.9%	510	1.0%	441	0.9%
Fishing (Fly, Freshwater/Other or Saltwater)	15,406	30.7%	12,394	24.7%	11,282	22.7%
Fishing (Fly)	1,440	2.9%	711	1.4%	734	1.5%
Fishing (Freshwater/Other)	14,399	28.7%	10,932	21.7%	9,912	20.0%
Fishing (Saltwater)	2,859	5.7%	2,579	5.1%	2,257	4.5%
Hiking	7,138	14.2%	5,800	11.5%	6,078	12.2%
Hunting (All)	3,832	7.6%	2,088	4.2%	2,138	4.3%
Kayaking (Recreational)	1,189	2.4%	1,056	2.1%	1,227	2.5%
Kayaking (Sea/Touring)	124	0.2%	241	0.5%	178	0.4%
Kayaking (White Water)	244	0.5%	197	0.4%	165	0.3%
Rafting	1,100	2.2%	993	2.0%	869	1.8%
Running (Running/Jogging or Trail Running)	13,164	26.2%	11,223	22.3%	9,552	19.2%
Running/Jogging	12,640	25.2%	11,102	22.1%	9,377	18.9%
Sailing	651	1.3%	526	1.0%	603	1.2%
Scuba Diving	225	0.4%	278	0.6%	323	0.6%
Skateboarding	8,745	17.4%	5,783	11.5%	5,469	11.0%
Skiing (Alpine/Downhill)	n/a	n/a	2,236	4.4%	2,417	4.9%
Skiing (Cross-country)	n/a	n/a	568	1.1%	628	1.3%
Snorkeling	1,671	3.3%	1,610	3.2%	1,700	3.4%
Snowboarding	n/a	n/a	2,396	4.8%	2,267	4.6%
Snowshoeing	n/a	n/a	400	0.8%	474	1.0%
Surfing	451	0.9%	465	0.9%	520	1.0%
Telemarking (Downhill)	n/a	n/a	172	0.3%	234	0.5%
Trail Running	1,161	2.3%	657	1.3%	618	1.2%
Triathlon (Non-Traditional/Off Road)	58	0.1%	90	0.2%	80	0.2%
Triathlon (Traditional/Road)	65	0.1%	113	0.2%	240	0.5%
Wakeboarding	1,520	3.0%	1,437	2.9%	1,084	2.2%
Wildlife Viewing (More Than 1/4 Mile from Home/Vehicle)	4,519	9.0%	2,967	5.9%	3,213	6.5%

Young Adult Participation in Outdoor Activities, Ages 18 to 24

	2006 in 000's	% of Pop.	2007 in 000's	% of Pop.	2008 in 000's	% of Pop.
Adventure Racing	123	0.4%	227	0.8%	224	0.8%
Backpacking	1,026	3.6%	1,262	4.4%	1,132	4.0%
Bicycling (BMX)	308	1.1%	401	1.4%	305	1.1%
Bicycling (Mountain/Non-Paved Surface)	970	3.4%	1,019	3.6%	776	2.7%
Bicycling (Road/Paved Surface, Mountain/NonPaved Surface, BMX)	2,778	9.8%	3,882	13.7%	3,687	13.0%
Bicycling (Road/Paved Surface)	2,673	9.5%	3,335	11.7%	3,297	11.6%
Birdwatching (More Than 1/4 Mile from Home/Vehicle)	533	1.9%	670	2.4%	793	2.8%
Boardsailing/Windsurfing	296	1.0%	269	0.9%	341	1.2%
Camping (Backyard or Car, Within 1/4 Mile of Vehicle/Home)	4,281	15.1%	3,862	13.6%	3,739	13.2%
Camping (Car, Backyard, or RV)	4,312	15.3%	4,606	16.2%	4,483	15.8%
Camping (Recreational Vehicle)	1,336	4.7%	1,589	5.6%	1,558	5.5%
Canoeing	1,090	3.9%	1,521	5.4%	1,295	4.6%
Climbing (Sport/Indoor/Boulder)	993	3.5%	1,054	3.7%	1,002	3.5%
Climbing (Traditional/Ice/Mountaineering)	406	1.4%	510	1.8%	387	1.4%
Fishing (Fly, Freshwater/Other or Saltwater)	4,473	15.8%	4,809	16.9%	4,382	15.4%
Fishing (Fly)	789	2.8%	695	2.4%	718	2.5%
Fishing (Freshwater/Other)	4,068	14.4%	4,069	14.3%	3,549	12.5%
Fishing (Saltwater)	1,224	4.3%	1,410	5.0%	1,302	4.6%
Hiking	3,895	13.8%	3,465	12.2%	3,399	12.0%
Hunting (All)	1,791	6.3%	1,707	6.0%	1,522	5.4%
Kayaking (Recreational)	532	1.9%	795	2.8%	889	3.1%
Kayaking (Sea/Touring)	251	0.9%	241	0.8%	345	1.2%
Kayaking (White Water)	215	0.8%	223	0.8%	259	0.9%
Rafting	551	1.9%	789	2.8%	775	2.7%
Running (Running/Jogging or Trail Running)	7,744	27.4%	8,583	30.2%	8,061	28.4%
Running/Jogging	7,572	26.8%	8,441	29.7%	7,944	27.9%
Sailing	214	0.8%	455	1.6%	595	2.1%
Scuba Diving	623	2.2%	523	1.8%	570	2.0%
Skateboarding	970	3.4%	1,377	4.8%	1,011	3.6%
Skiing (Alpine/Downhill)	n/a	n/a	1,826	6.4%	1,522	5.4%
Skiing (Cross-country)	n/a	n/a	452	1.6%	496	1.7%
Snorkeling	1,251	4.4%	1,168	4.1%	1,144	4.0%
Snowboarding	n/a	n/a	1,896	6.7%	2,006	7.1%
Snowshoeing	n/a	n/a	429	1.5%	358	1.3%
Surfing	749	2.7%	663	2.3%	590	2.1%
Telemarking (Downhill)	n/a	n/a	310	1.1%	295	1.0%
Trail Running	1,018	3.6%	796	2.8%	939	3.3%
Triathlon (Non-Traditional/Off Road)	52	0.2%	113	0.4%	198	0.7%
Triathlon (Traditional/Road)	70	0.2%	173	0.6%	266	0.9%
Wakeboarding	597	2.1%	1,040	3.7%	809	2.8%
Wildlife Viewing (More Than 1/4 Mile from Home/Vehicle)	1,460	5.2%	1,587	5.6%	1,859	6.5%

Participation in Outdoor Activities, All Americans Ages 6 and Older

	2006 in 000's	% of Pop.	2007 in 000's	% of Pop.	2008 in 000's	% of Pop.
Adventure Racing	725	0.3%	698	0.3%	920	0.3%
Backpacking	7,067	2.6%	6,637	2.4%	7,867	2.8%
Bicycling (BMX)	1,655	0.6%	1,887	0.7%	1,904	0.7%
Bicycling (Mountain/Non-Paved Surface)	6,751	2.5%	6,892	2.5%	7,592	2.7%
Bicycling (Road/Paved Surface, Mountain/NonPaved Surface, BMX)	39,688	14.5%	42,126	15.2%	41,548	14.9%
Bicycling (Road/Paved Surface)	38,457	14.0%	38,940	14.1%	38,114	13.6%
Birdwatching (More Than 1/4 Mile from Home/Vehicle)	11,070	4.0%	13,476	4.9%	14,399	5.2%
Boardsailing/Windsurfing	938	0.3%	1,118	0.4%	1,307	0.5%
Camping (Backyard or Car, Within 1/4 Mile of Vehicle/Home)	35,618	13.0%	31,375	11.3%	33,686	12.0%
Camping (Car, Backyard, or RV)	43,123	15.7%	39,836	14.4%	42,396	15.2%
Camping (Recreational Vehicle)	16,946	6.2%	16,168	5.8%	16,517	5.9%
Canoeing	9,154	3.3%	9,797	3.5%	9,935	3.6%
Climbing (Sport/Indoor/Boulder)	4,728	1.7%	4,514	1.6%	4,769	1.7%
Climbing (Traditional/Ice/Mountaineering)	1,586	0.6%	2,084	0.8%	2,288	0.8%
Fishing (Fly, Freshwater/Other or Saltwater)	49,696	18.1%	51,836	18.7%	48,206	17.2%
Fishing (Fly)	6,071	2.2%	5,756	2.1%	5,941	2.1%
Fishing (Freshwater/Other)	43,100	15.7%	43,859	15.8%	40,331	14.4%
Fishing (Saltwater)	12,466	4.5%	14,437	5.2%	13,804	4.9%
Hiking	29,863	10.9%	29,965	10.8%	32,511	11.6%
Hunting (All)	15,097	5.5%	14,138	5.1%	13,980	5.0%
Kayaking (Recreational)	4,134	1.5%	5,070	1.8%	6,240	2.2%
Kayaking (Sea/Touring)	1,136	0.4%	1,485	0.5%	1,780	0.6%
Kayaking (White Water)	828	0.3%	1,207	0.4%	1,242	0.4%
Rafting	3,609	1.3%	4,616	1.7%	4,651	1.7%
Running (Running/Jogging or Trail Running)	38,719	14.1%	41,957	15.2%	42,103	15.1%
Running/Jogging	38,559	14.1%	41,064	14.8%	41,130	14.7%
Sailing	3,390	1.2%	4,056	1.5%	4,226	1.5%
Scuba Diving	2,965	1.1%	2,965	1.1%	3,216	1.2%
Skateboarding	10,130	3.7%	8,429	3.0%	7,807	2.8%
Skiing (Alpine/Downhill)	n/a	n/a	10,362	3.7%	10,346	3.7%
Skiing (Cross-country)	n/a	n/a	3,530	1.3%	3,848	1.4%
Snorkeling	8,395	3.1%	10,294	3.7%	10,296	3.7%
Snowboarding	n/a	n/a	6,841	2.5%	7,159	2.6%
Snowshoeing	n/a	n/a	2,400	0.9%	2,922	1.0%
Surfing	2,170	0.8%	2,206	0.8%	2,607	0.9%
Telemarking (Downhill)	n/a	n/a	1,173	0.4%	1,435	0.5%
Trail Running	4,558	1.7%	4,216	1.5%	4,857	1.7%
Triathlon (Non-Traditional/Off Road)	281	0.1%	483	0.2%	602	0.2%
Triathlon (Traditional/Road)	640	0.2%	798	0.3%	1,087	0.4%
Wakeboarding	3,046	1.1%	4,083	1.5%	3,544	1.3%
Wildlife Viewing (More Than 1/4 Mile from Home/Vehicle)	20,294	7.4%	22,974	8.3%	24,113	8.6%

Participation in Other Activities, All Americans Ages 6 and Older

	2006 in 000's	% of Pop.	2007 in 000's	% of Pop.	2008 in 000's	% of Pop.
Indoor Fitness Activities						
Abdominal Machine/Device	23,656	8.6%	20,426	7.4%	19,917	7.1%
Aerobics (High impact)	10,934	4.0%	11,287	4.1%	12,272	4.4%
Aerobics (Low impact)	21,952	8.0%	22,397	8.1%	24,168	8.6%
Aerobics (Step)	8,676	3.2%	8,528	3.1%	10,318	3.7%
Aquatic Exercise	9,528	3.5%	9,757	3.5%	9,267	3.3%
Calisthenics	7,120	2.6%	7,562	2.7%	7,943	2.8%
Cardio Kickboxing	4,952	1.8%	4,812	1.7%	4,997	1.8%
Cross-Country Ski Machine	4,168	1.5%	3,696	1.3%	3,490	1.2%
Elliptical Motion Trainer	24,548	9.0%	23,586	8.5%	25,284	9.0%
Free Weights (Barbells)	28,887	10.5%	25,499	9.2%	26,142	9.4%
Free Weights (Dumbbells)	35,462	12.9%	32,371	11.7%	34,391	12.3%
Free Weights (Hand Weights)	46,627	17.0%	43,821	15.8%	42,997	15.4%
Home Gym Exercise	26,687	9.7%	25,823	9.3%	24,514	8.8%
Other Exercise to Music	21,749	7.9%	22,294	8.1%	21,893	7.8%
Pilates Training	10,925	4.0%	9,192	3.3%	8,886	3.2%
Rowing Machine	9,500	3.5%	8,782	3.2%	9,021	3.2%
Stair Climbing Machine	14,978	5.5%	13,521	4.9%	14,204	5.1%
Stationary Cycling (Recumbent)	11,694	4.3%	10,818	3.9%	11,389	4.1%
Stationary Cycling (Spinning)	6,610	2.4%	6,314	2.3%	6,693	2.4%
Stationary Cycling (Upright)	26,954	9.8%	24,531	8.9%	25,304	9.1%
Stretching	32,858	12.0%	36,181	13.1%	36,288	13.0%
Swimming (Fitness/Competition)	18,220	6.6%	18,368	6.6%	19,041	6.8%
Tai Chi	n/a	n/a	n/a	n/a	3,424	1.2%
Treadmill	52,161	19.0%	50,073	18.1%	49,371	17.7%
Weight/Resistance Machines	43,651	15.9%	39,290	14.2%	38,397	13.7%
Yoga	n/a	n/a	n/a	n/a	17,758	6.4%

Team Sports						
Baseball	14,586	5.3%	16,058	5.8%	15,020	5.4%
Basketball	23,680	8.6%	25,961	9.4%	26,254	9.4%
Cheerleading	2,931	1.1%	3,279	1.2%	3,104	1.1%
Field Hockey	774	0.3%	1,127	0.4%	1,118	0.4%
Football (Flag)	n/a	n/a	n/a	n/a	7,310	2.6%
Football (Tackle)	8,404	3.1%	7,939	2.9%	7,692	2.8%
Football (Touch)	12,344	4.5%	12,988	4.7%	10,493	3.8%
Ice Hockey	1,717	0.6%	1,840	0.7%	1,902	0.7%
Lacrosse	871	0.3%	1,058	0.4%	1,127	0.4%

	2006 in 000's	% of Pop.	2007 in 000's	% of Pop.	2008 in 000's	% of Pop.
Rugby	514	0.2%	617	0.2%	690	0.2%
Soccer (Indoor)	4,701	1.7%	4,237	1.5%	4,737	1.7%
Soccer (Outdoor)	13,598	5.0%	13,708	5.0%	14,223	5.1%
Softball (Fast Pitch)	1,759	0.6%	2,345	0.8%	2,316	0.8%
Softball (Slow Pitch)	9,518	3.5%	9,485	3.4%	9,835	3.5%
Track and Field	4,031	1.5%	4,691	1.7%	4,516	1.6%
Volleyball (Beach)	3,315	1.2%	3,878	1.4%	4,171	1.5%
Volleyball (Court)	6,132	2.2%	6,986	2.5%	8,190	2.9%
Volleyball (Grass)	4,372	1.6%	4,940	1.8%	5,086	1.8%

Other Activities

Archery	7,215	2.6%	5,950	2.1%	6,409	2.3%
Badminton	5,981	2.2%	7,057	2.5%	7,239	2.6%
Billiards/Pool	47,953	17.5%	51,089	18.5%	49,018	17.5%
Bowling	54,421	19.9%	60,184	21.7%	58,650	21.0%
Boxing	2,040	0.7%	2,279	0.8%	2,358	0.8%
Cardio Tennis	n/a	n/a	n/a	n/a	830	0.3%
Darts	22,974	8.4%	24,709	8.9%	23,451	8.4%
Golf (9/18-Hole Course)	29,816	10.9%	29,525	10.7%	27,608	9.9%
Gymnastics	3,630	1.3%	4,066	1.5%	3,883	1.4%
Horseback Riding	11,384	4.2%	12,098	4.4%	10,816	3.9%
Ice Skating	9,653	3.5%	11,430	4.1%	10,999	3.9%
Jet Skiing	6,918	2.5%	8,055	2.9%	7,815	2.8%
Martial Arts	5,998	2.2%	6,865	2.5%	6,770	2.4%
Paintball	4,547	1.7%	5,476	2.0%	4,857	1.7%
Racquetball	3,559	1.3%	4,229	1.5%	4,993	1.8%
Roller Hockey	1,383	0.5%	1,847	0.7%	1,562	0.6%
Roller Skating (2x2 Wheels)	7,553	2.8%	8,921	3.2%	7,855	2.8%
Roller Skating (Inline Wheels)	12,314	4.5%	10,814	3.9%	9,608	3.4%
Scooter Riding (Non-Motorized)	7,653	2.8%	6,782	2.5%	6,394	2.3%
Shooting (Sport/Clays)	4,062	1.5%	4,115	1.5%	4,282	1.5%
Shooting (Trap/Skeet)	3,013	1.1%	3,376	1.2%	3,669	1.3%
Snowmobiling	n/a	n/a	4,811	1.7%	4,660	1.7%
Squash	503	0.2%	612	0.2%	706	0.3%
Table Tennis	15,091	5.5%	15,955	5.8%	17,201	6.2%
Target Shooting (Handgun)	9,995	3.6%	11,736	4.2%	13,365	4.8%
Target Shooting (Rifle)	11,803	4.3%	12,436	4.5%	13,102	4.7%
Tennis	14,563	5.3%	16,940	6.1%	18,558	6.6%
Ultimate Frisbee	3,698	1.3%	4,038	1.5%	4,879	1.7%
Walking for Fitness	101,229	36.9%	108,740	39.3%	111,668	39.9%
Water Skiing	5,273	1.9%	5,918	2.1%	5,593	2.0%
Wrestling	2,914	1.1%	3,313	1.2%	3,358	1.2%

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The Outdoor Foundation is a not-for-profit 501(c)3 established by Outdoor Industry Association to inspire and grow future generations of outdoor enthusiasts. Its vision is to be a driving force behind a massive increase in active outdoor recreation in America.

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