



OUTDOOR RECREATION
PARTICIPATION
TOP LINE REPORT
2010

OUTDOOR RECREATION PARTICIPATION TOP LINE DATA AND ANALYSIS

Outdoor Activities

- Participation in “core” outdoor sports and activities increased 3.3% from 97.5 million to 100.7 million Americans ages 6 and above.
- Camping continues to be strong as it can represent a cost effective activity or vacation for the whole family.
- In a tough economy, activities that can be “done in a day” fulfill the needs of participants to help keep costs down and fit in with busy schedules. Hiking has remained strong through 2009 with 32.6 million participants.

Fishing/Hunting

- The challenging economy in 2009 impacted fly fishing and saltwater fishing which tend to be more expensive “destination” forms of fishing. Freshwater fishing tends to be lower cost so managed a 1.8% increase in the year with 40.9 million participants.
- Hunting (handgun) and hunting (shotgun) both showed declines but bow hunting and rifle hunting increased in 2009.

Water Sports

- The majority of watersports have struggled in the poor economy of 2009, in particular the more expensive activities such as water-skiing and scuba-diving both of which have seen consistent declines since 2000.
- Wakeboarding was relatively stable with only a marginal increase of 0.9%.

Winter Sports

- Winter sports generally had a good year due to great snow over the 08/09 winter season. Most activities had single digit growth. Snowshoeing had an increase of 17.4% from 2.9 million to 3.4 million.
- The only monitored winter sport to show a decline was snowmobiling, typically an expensive option.

Sport	2000	2007	2008	2009	1 yr	9 yr
Walking/running/bicycling						
Adventure Racing		698	920	1,089	18.4%	
Bicycling - BMX	3,213	1,887	1,904	1,811	-4.9%	-43.6%
Bicycling (Mountain/Non-Paved Surface)		6,892	7,592	7,142	-5.9%	
Bicycling (Road/paved surface)		38,940	38,114	40,140	5.3%	
Running/Jogging	31,398	41,064	41,130	43,892	6.7%	39.8%
Triathlon (Non-Traditional/Off Road)		483	602	666	10.6%	
Triathlon (Traditional/Road)		798	1,087	1,208	11.1%	
Walking for Fitness	90,982	108,740	111,668	110,095	-1.4%	21.0%
Outdoors Activities						
Backpacking Overnight - More Than 1/4 Mile From Vehicle/Home		6,637	7,867	7,647	-2.8%	
Birdwatching More Than 1/4 Mile From Home/Vehicle		13,476	14,399	13,294	-7.7%	
Camping (RV)	17,893	16,168	16,517	17,436	5.6%	-2.6%
Camping (Within 1/4 Mile of Vehicle/Home)		31,375	33,686	34,338	1.9%	
Canoeing	10,880	9,797	9,935	10,058	1.2%	-7.6%
Climbing (Sport/Indoor/Boulder)		4,514	4,769	4,313	-9.6%	
Climbing (Traditional/Ice/Mountaineering)		2,062	2,288	1,835	-19.8%	
Hiking (Day)	30,051	29,965	32,511	32,572	0.2%	8.4%
Kayaking (Recreational)		5,070	6,240	6,212	-0.4%	
Kayaking (Sea/Touring)		1,485	1,780	1,771	-0.5%	
Kayaking (White Water)		1,207	1,242	1,369	10.2%	
Rafting	5,259	4,340	4,651	4,318	-7.2%	-17.9%
Trail Running	4,167	4,216	4,857	4,833	-0.5%	16.0%
Wildlife Viewing More Than 1/4 Mile From Home/Vehicle		22,974	24,113	21,291	-11.7%	
Fishing						
Fishing (Fly)	6,717	5,756	5,941	5,568	-6.3%	-17.1%
Fishing (Freshwater-Other)	43,696	43,859	40,331	40,961	1.6%	-6.3%
Fishing (Saltwater)	14,739	14,437	13,804	12,303	-10.9%	-16.5%
Winter Sports						
Skiing (Alpine/Downhill)		10,362	10,346	10,919	5.5%	
Skiing (Cross-country)		3,530	3,848	4,157	8.0%	
Snowboarding		6,841	7,159	7,421	3.7%	
Snowshoeing		2,400	2,922	3,431	17.4%	
Telemarking (Downhill)		1,173	1,435	1,482	3.3%	
Wheeled sports						
Skateboarding	9,859	8,429	7,807	7,352	-5.8%	-25.4%
Hunting						
Hunting (Bow)	4,633	3,818	3,722	4,226	13.5%	-8.8%
Hunting (Handgun)		2,595	2,873	2,276	-20.8%	
Hunting (Rifle)		10,635	10,344	11,114	7.4%	
Hunting (Shotgun)		8,545	8,731	8,490	-2.8%	
Water Sports						
Boardsailing/Windsurfing	1,739	1,118	1,307	1,128	-13.7%	-35.1%
Sailing	4,405	3,786	4,226	4,342	2.7%	-1.4%

Sport	2000	2007	2008	2009	1 yr	9 yr
Scuba Diving	4,305	2,965	3,216	2,723	-15.3%	-36.7%
Snorkeling	10,302	9,294	10,296	9,358	-9.1%	-9.2%
Surfing	2,191	2,206	2,607	2,403	-7.8%	9.7%
Wakeboarding	4,558	3,521	3,544	3,577	0.9%	-21.5%

ADDITIONAL FINDINGS

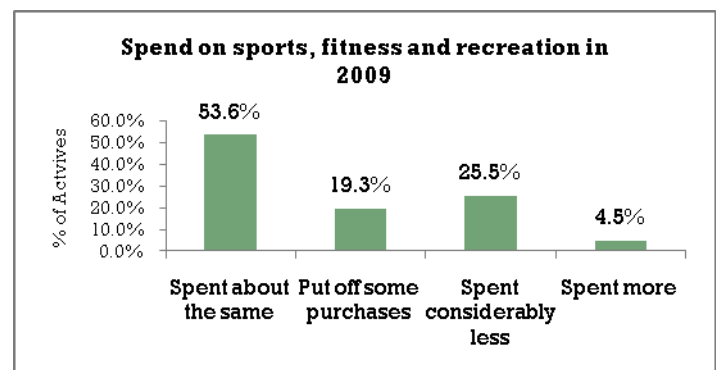
Overall Activity Levels

- The Outdoor Foundation worked with its partners in the Physical Activity Council to measure participation in 117 sports fitness and recreation activities. 77% of Americans age 6 and over took part in at least one activity (217.0 million people). This leaves 64.6 million people who are inactive according to even this broadest definition of activity.
- Around 151 million Americans took part in at least 1 high calorie activity. This number drops to 78 million frequent participants in high calorie activities – only 28% of the population.
- In fact over 50% of Americans take part in no activities at all or are infrequent participants (see table below in blue).

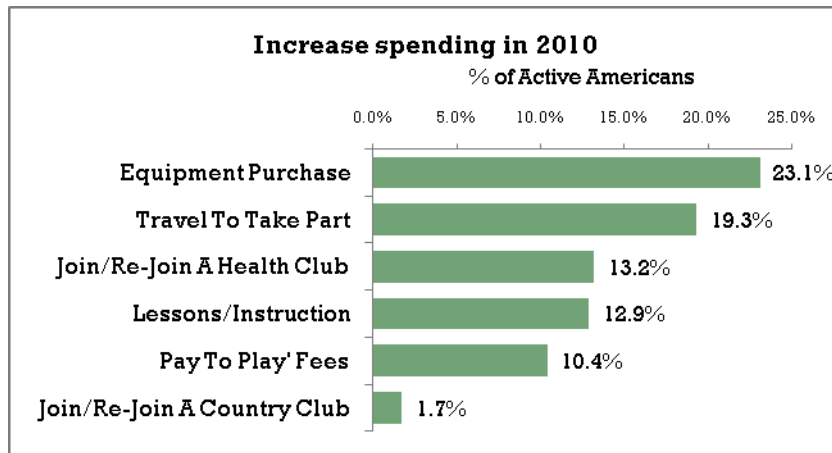
All Americans	281,658,000	100.0%
High Calorie Activity – Frequent Participants	78,642,000	27.9%
Medium Calorie Activity – Frequent Participants	25,595,000	9.1%
Low Calorie Activity - Frequent Participants	20,417,000	7.2%
Infrequent Participants	92,364,000	32.8%
None	64,640,000	22.9%

Overall impact of the economy

- The economy in 2009 had a major impact on spending on sports, fitness and recreation. Only 4.5% of active participants said they had spent more than in 2008. A quarter of actives had spent considerably less.

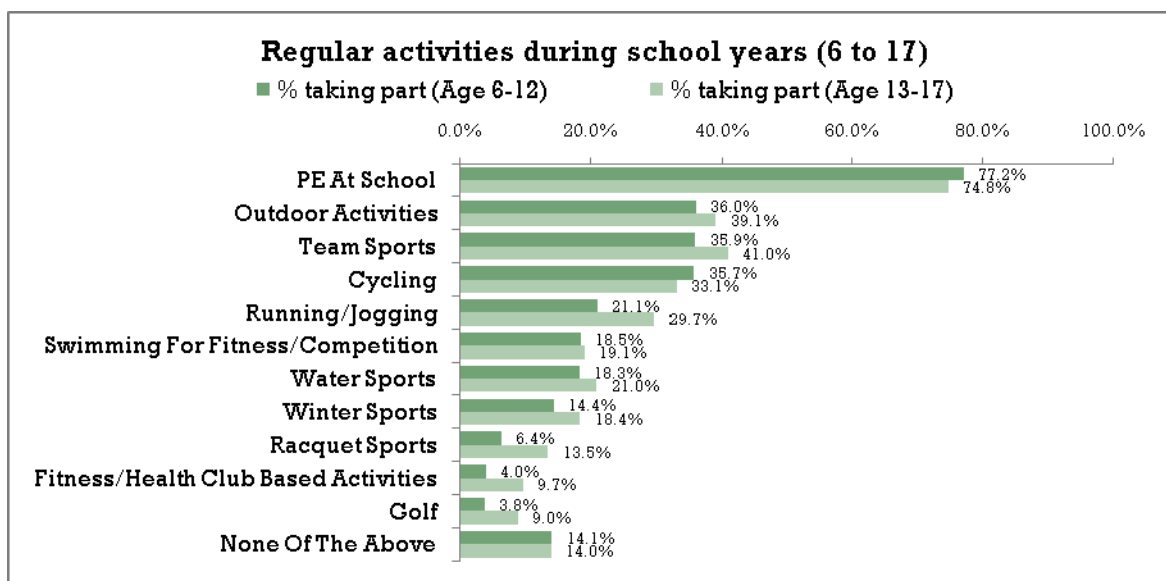


- Of those who had spent less, over half had spent less on equipment, closely followed by reduced spend on travel. There was a similar picture for spending that had been postponed.
- Looking forward, there are positive signs for 2010 with significant numbers of active participants set to increase spending. The leading increase is for equipment, followed by travel.

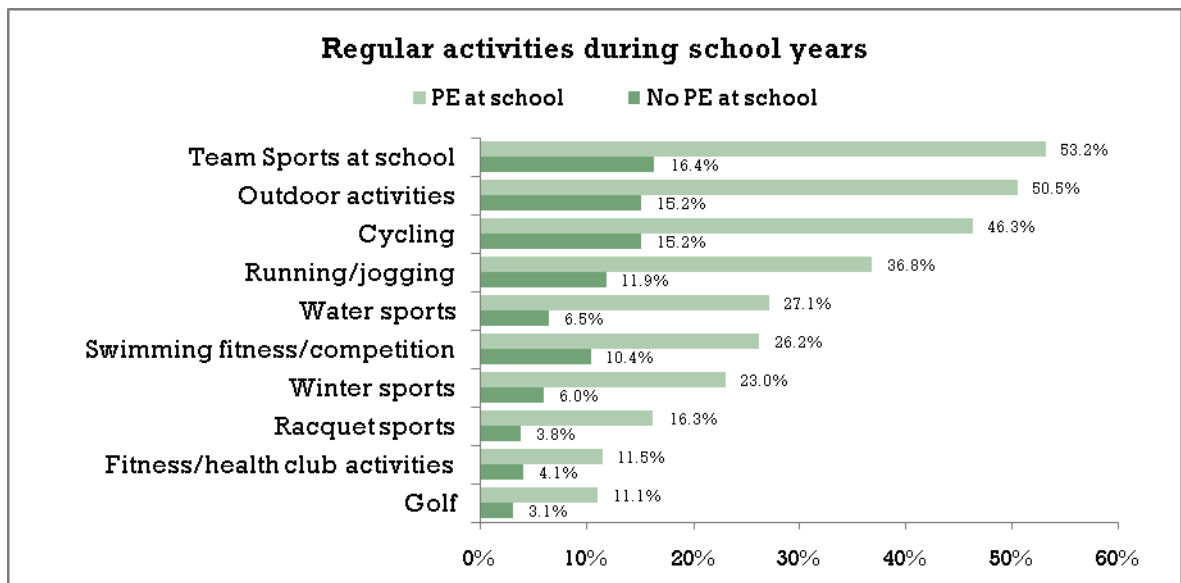


ACTIVITIES AT SCHOOL AGE

- Three quarters of respondents took part in PE at school regularly. Just over a third took part in outdoor activities, team sports and cycling.



PE is the pathway to all the activities listed.



Active during school years leads to active adults

- There is clear evidence that those who are active during their school years are more active as adults.

Adults Age 21 and over	Inactive at school	Active at school (at least one activity)	Multiplier
Number Of Times Participated In Sports Activity in 2009			
Non-active	55.6%	19.1%	0.34
Low activity level (1-60 times)	16.4%	18.9%	1.15
Moderate activity level (61-200 times)	10.5%	19.4%	1.85
High activity level (201-499 times)	10.7%	21.7%	2.03
Super high activity level (500+ times)	6.7%	20.9%	3.12
Participation in activities by calories burned			
High Calorie Activities	23.3%	54.9%	2.36
Medium Calorie Activities	24.8%	57.3%	2.31
Low Calorie Activities	18.7%	49.4%	2.64
None	55.6%	19.1%	0.34

So those who are active during their school years are:

- Three times more likely to be super active as adults
- More than twice as likely to take part in high calorie burning activities.

PE at school leads to active adults

- There is also clear evidence that PE at school is a significant pathway to adult activity and health.

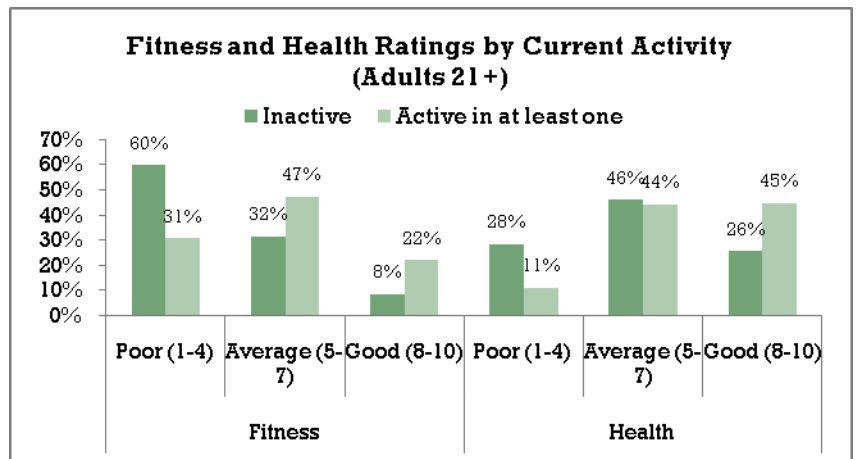
Adults 21+	No PE at school	PE at school (all ages)	Multiplier
Number Of Times Participated In Sports Activity in 2009			
Non-active	42.6%	19.0%	0.45
Low activity level (1-60 times)	17.6%	18.8%	1.07
Moderate activity level (61-200 times)	14.7%	19.1%	1.30
High activity level (201-499 times)	13.8%	21.9%	1.59
Super high activity level (500+ times)	11.3%	21.1%	1.87
Participation in activities by calories burned			
High Calorie Activity	34.1%	55.1%	1.62
Medium Calorie Activity	35.5%	57.6%	1.62
Low Calorie Activity	27.8%	49.9%	1.79
None	42.6%	19.0%	0.45

So those who take PE at school are:

- Nearly twice as likely to be super active as adults
- 62% more likely to take part in medium and high calorie burning activities.

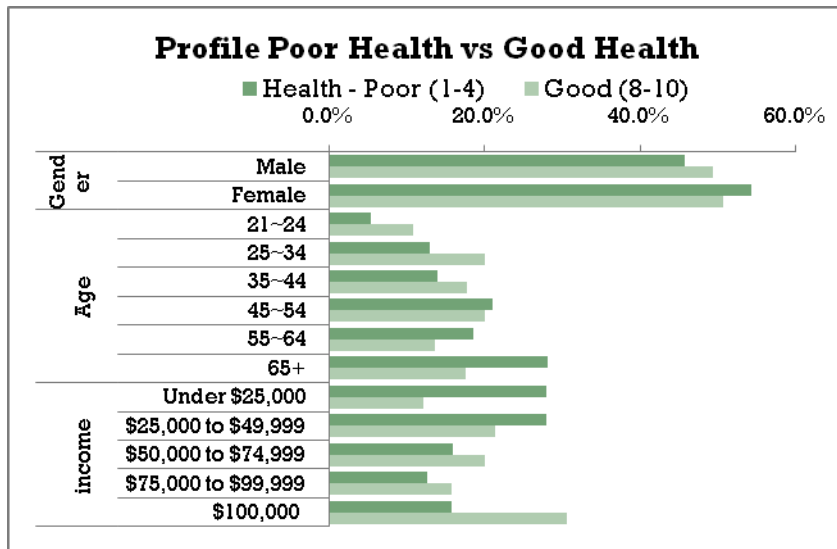
Active adults are more likely to say they are fit and healthy

- Active adults are significantly more likely to feel they are healthy: Active adults are nearly three times more likely to feel fit and nearly twice more likely to feel in good health.

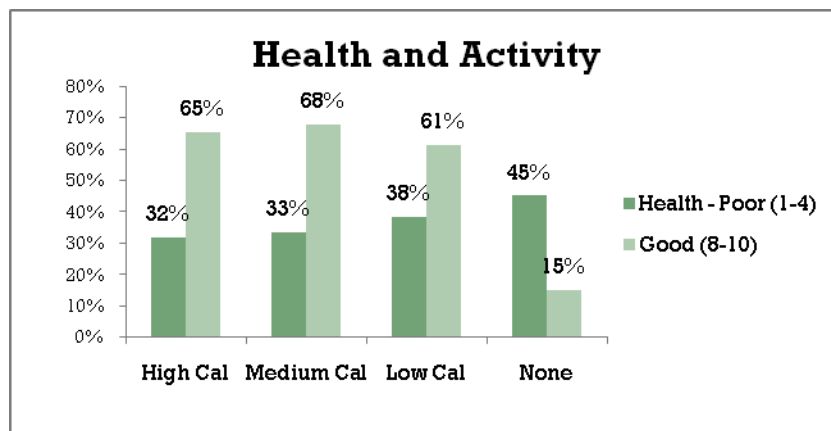


Profile of “Active Adults” vs “Inactive Adults

- Those rating themselves as healthy are relatively more likely to be: ages 21 to 44, earn over \$50,000.



- Respondents who rated themselves as in “good health” were twice as likely to take part in high calorie burning activities than those in “poor health”.



METHOD

During January 2010/early February 2010 a total of 40,141 online interviews were carried out with a nationwide sample of individuals and households from the US Online Panel operated by Synovate. A total of 15,067 individual and 25,074 household surveys were completed. The total panel has over 1 million members and is maintained to be representative of the US population. Over sampling of ethnic groups took place to boost response from typically under responding groups.

A weighting technique was used to balance the data to reflect the total US population aged 6 and above. The following variables were used: gender, age, income, household size, region, and population density. The total population figure used was 281,658,000 people aged 6 and above.

The 2010 participation survey sample size of 41,141 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 5% has a confidence interval of plus or minus 0.21 percentage points at the 95% confidence level. This translates to plus or minus 4% of participants.

The Outdoor Recreation Participation Report is available online at www.outdoorfoundation.org. For more information, please email spenn@outdoorfoundation.org.

The Outdoor Foundation
1502 Sixth Street, NW
Washington DC 20001