



Outdoor Recreation

Participation Report 2011





2011 Outdoor Recreation Participation Report

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The Outdoors: An American Value

Americans have inherited a spectacular backyard. From grand national parks to urban green spaces, America's Great Outdoors provide a place to rest, exercise, bond with family and reconnect with nature. In 2010, Americans did just that. Recreation remains a key part of the American lifestyle with strong outdoor participation and encouraging trends among youth.

More young people got up and got outside. Historically underserved youth populations — females, African Americans and Hispanics — saw the most significant uptick in outdoor participation. These trends reflect a greater emphasis and investment by the outdoor community in programs that reconnect youth and nature. But there is much more to do if we are to reverse the documented nature deficient disorder among America's youngest generation.

For the fifth year in a row, The Outdoor Foundation® has produced the *Outdoor Recreation Participation Report* to help understand outdoor participants as well as those that choose not to participate. This annual report will arm the outdoor industry, federal officials and state and local organizations with the information needed to remove barriers to outdoor participation and get more people excited about the world beyond their living rooms.



Reconnecting Youth to the Outdoors

To foster the next generation of outdoor enthusiasts and environmental stewards, we must continue working together to engage our children in the outdoors. We must be the driving force behind an even more massive increase in outdoor recreation in America. Using the findings from the 2011 *Outdoor Recreation Participation Report*, we can identify trends in participation, understand what motivates people and begin to rebuild a strong bond between America's young people and the outdoors.





Our children will follow our lead, so we must be good leaders.

Key Findings

- Nearly 50 percent of Americans ages six and older participated in outdoor recreation in 2010. That is almost the same participation rate as 2009 and equates to a total of 137.9 million Americans.
- Although girls' participation in outdoor recreation is still lower than boys', those participation rates showed improvement or leveling in 2010. Participation rates among boys leveled or fell.
- Youth and adolescents are motivated to get outside simply because they think "outdoor activities are cool."
- Engaging youth in outdoor recreation and other activities makes a lasting impression. Among adults who are current outdoor participants, more than 79 percent reported having a physical education class between the ages of 6 and 12. Almost 60 percent of adult outdoor participants took part in outdoor activities from ages 6 to 12, compared to only 21 percent of non-outdoor participants — that's a nearly 40-percent gap.
- Outdoor enthusiasts use technology to connect to the outdoors. More than 60 percent of outdoor enthusiasts ages 18 to 44 use technology to search for information about outdoor recreation.
- Consistent with past reports, participation in outdoor activities was significantly higher among Caucasians than any other ethnicity and lowest among African Americans in nearly all age groups.
- Although African Americans have the lowest overall outdoor participation rate, there was a significant increase in African American kids' participation this year. Forty-eight percent participated in 2010 compared to 39 percent the previous year.
- A mere 40 percent of outdoor enthusiasts participated in outdoor activities at least once a week in 2010, and only 24 percent got outside two times per week or more.
- Gateway activities, outdoor activities that are popular and accessible, continued to engage Americans in the outdoors. Those who participate in gateway activities are more likely to participate in another outdoor activity than they are likely to participate in only one activity.
- An outdoor lifestyle appears to provide unique fitness and health benefits. On average, outdoor participants rate their fitness levels at 6.4 on a 10-point scale versus 5.1 for non-participants. Participants' perspectives on their own health was even higher with a rating of 7.5 versus 6.5 for non-participants.
- The participation rate among Americans who live in communities with designated walking and biking trails is higher than those without easy access.
- There is some good news about participation in outdoor recreation this year. While there was no significant growth in 2010, most participation rates either leveled off or grew modestly — a marked improvement from the past years' significant drops.

OUTDOOR PARTICIPATION

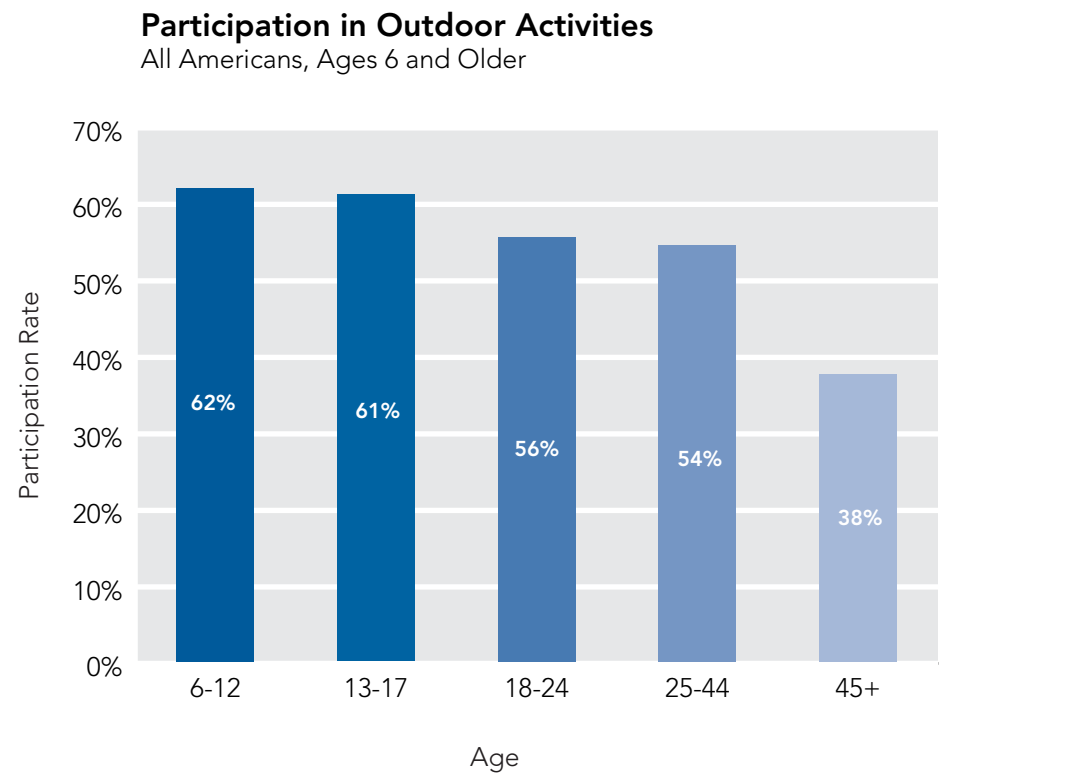
OUTDOOR PARTICIPATION

50% of Americans	In 2010, nearly 50 percent of Americans participated in outdoor recreation, about the same amount that participated in 2009.		55 percent of outdoor participants travel one hour or more to participate in outdoor recreation.
	Running, including jogging and trail running, was the most popular outdoor activity in 2010 with over 50 million participants and a participation rate of 18 percent.	25+ Years	66 percent of participants are ages 25 and older.
	61 percent of outdoor participants are married.		55 percent of outdoor participants are self-employed or work part-time or full-time jobs. Only four percent are unemployed.
Less than Once a Week	60 percent of outdoor participants get out less than every other week, and only 24 percent of participants get out two times a week or more.		Outdoor participants made an average of 57.8 passive outdoor outings, such as picnicking, unstructured play time, visiting a community park or lunch outdoors at a park bench in 2010.
Caucasian	In 2010, 74 percent of outdoor participants were Caucasian.		46 percent of outdoor participants are from households with incomes of \$75,000 or more.

2010 Participation in Outdoor Recreation

In 2010, almost half of all Americans went outside to snowshoe on freshly fallen snow, check out the local wildlife, attempt stand up paddling or enjoy a slew of other exciting outdoor activities. In total, there were 137.9 million of these outdoor participants, or 48.6 percent of the population. Although the percentage of outdoor participants is slightly down from 48.9 percent in 2009, thanks to population growth, the actual number of participants grew by about 100,000 participants.

As seen in previous years, participation in outdoor activities declined with age. Participation reached a high of 62 percent among the youngest surveyed and a low of 38 percent among the oldest. This data demonstrates the importance of introducing Americans to outdoor recreation at a young age to inspire the next generation of outdoor enthusiasts. In fact, according to The Outdoor Foundation’s *Exploring the Active Lifestyle* study, 90 percent of adults who are active in outdoor recreation were exposed to outdoor activities between the ages of 5 and 18.

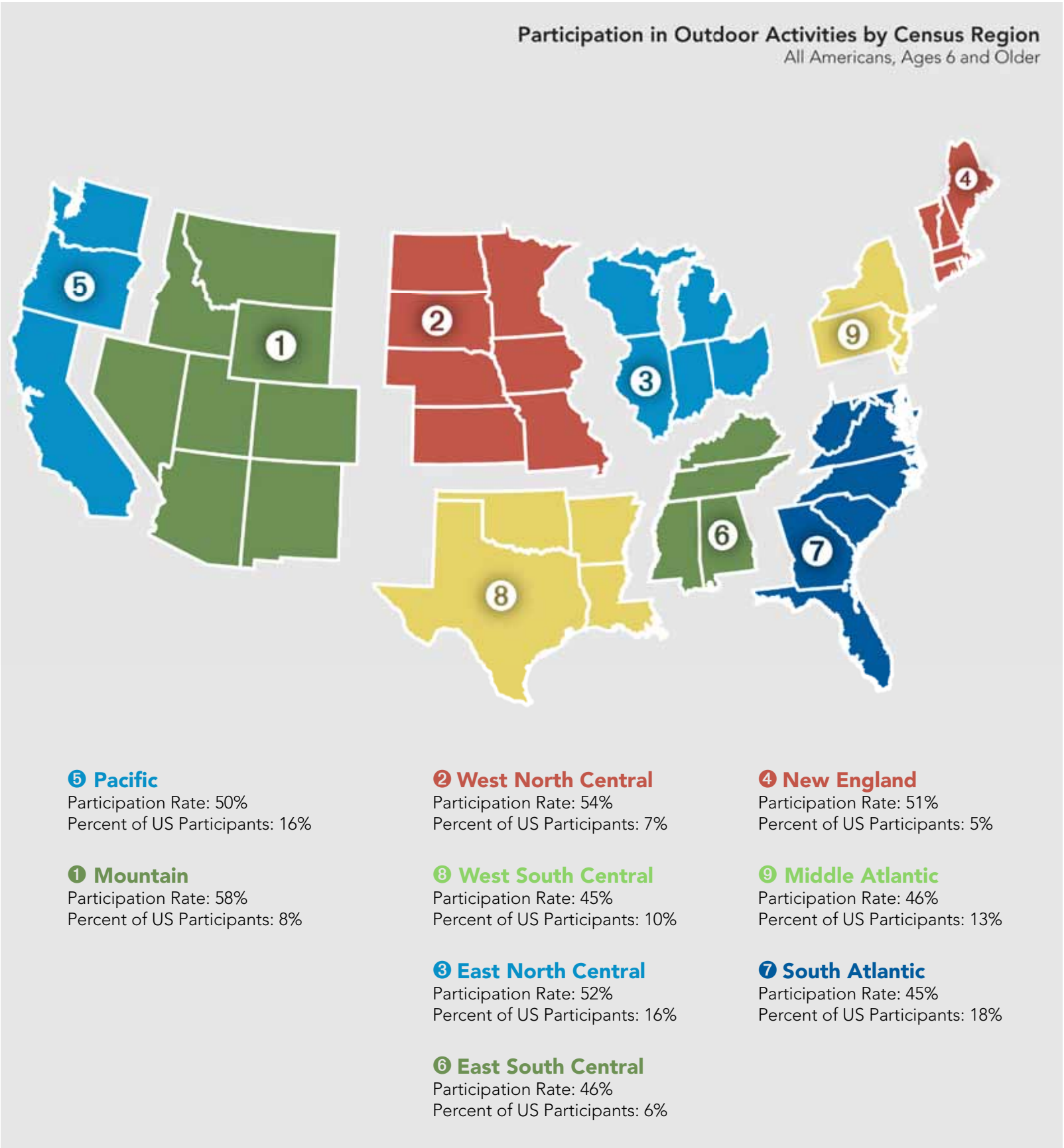
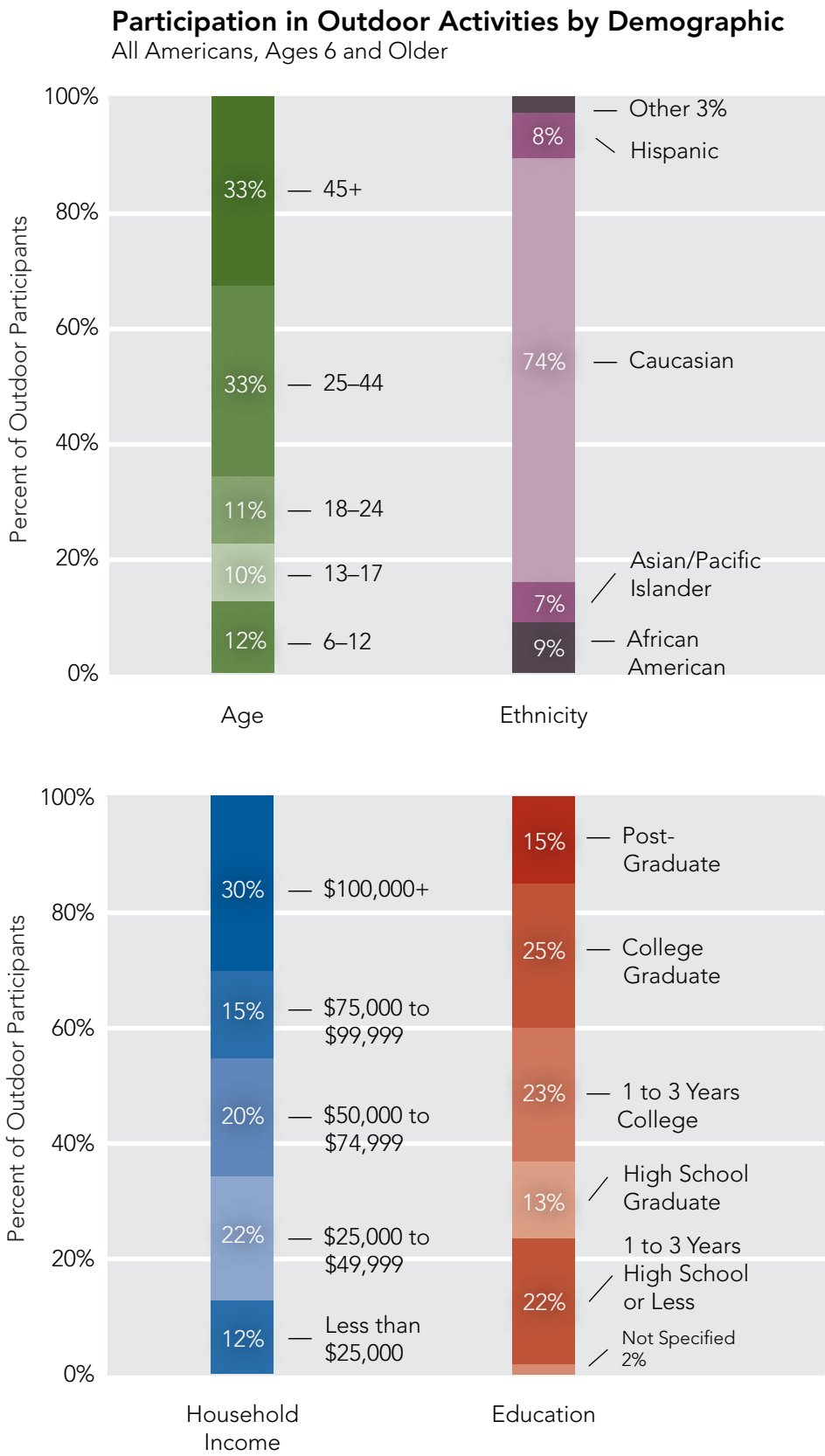


Note: A participant in outdoor recreation is defined as an individual who took part in one or more of 42 outdoor activities at least once during 2010. Measured outdoor activities include adventure racing, backpacking, bicycling (BMX), bicycling (mountain/non-paved surface), bicycling (road/paved surface), birdwatching, boardsailing/wind-surfing, 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), skiing (freestyle), snorkeling, snowboarding, snowshoeing, stand up paddling, surfing, telemarking (downhill), trail running, triathlon (non-traditional/off road), triathlon (traditional/road), wakeboarding and wildlife viewing.

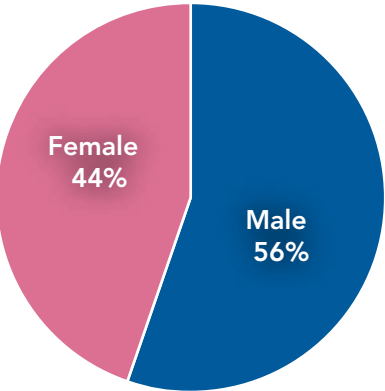


A Snapshot of Outdoor Enthusiasts

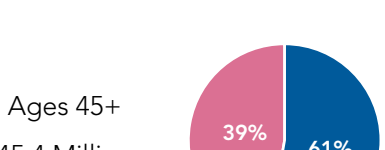
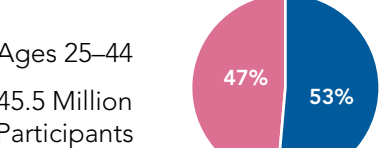
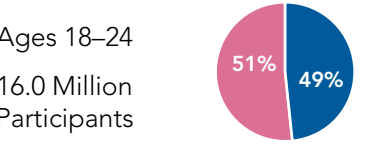
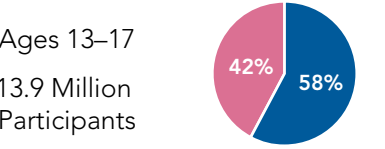
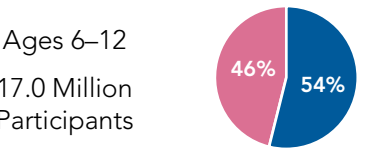
The research shows that participants in outdoor recreation represent a diverse population by geography, age and income. Understanding overall demographics is essential to reaching new audiences and inspiring existing enthusiasts.



Participation in Outdoor Activities by Gender



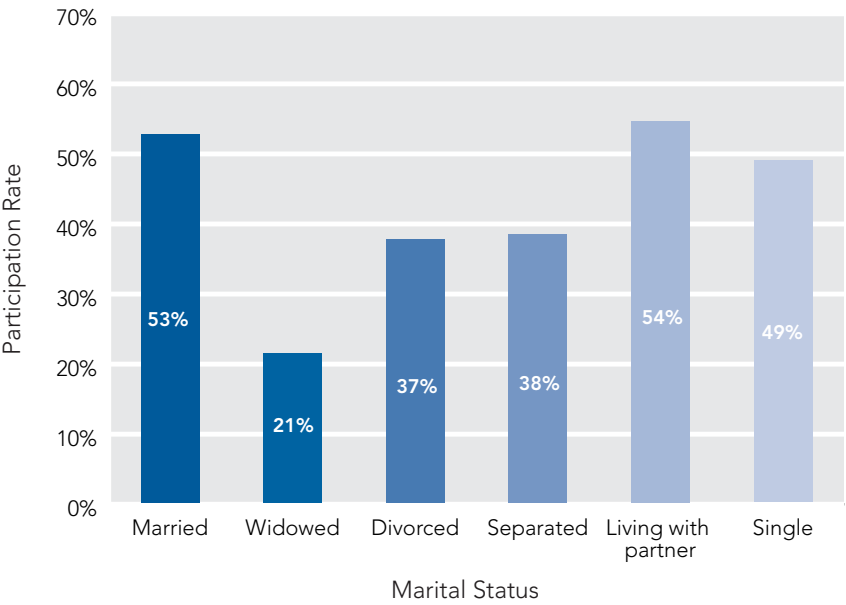
Ages 6+
137.9 Million Participants



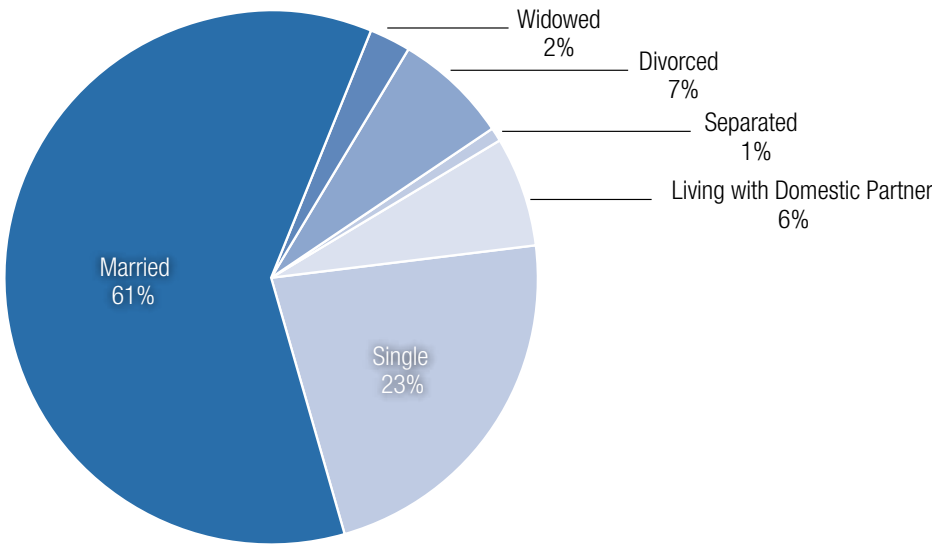
It's a Family Affair

More than half of all married couples and those living with domestic partners participate in outdoor activities. Among those that identify themselves as outdoor participants, 61 percent are married.

Participation in Outdoor Activities by Marital Status
All Americans, Ages 6 and Older



Marital Status in Outdoor Participants
All Americans, Ages 6 and Older



Biggest Increases in Outdoor Participation

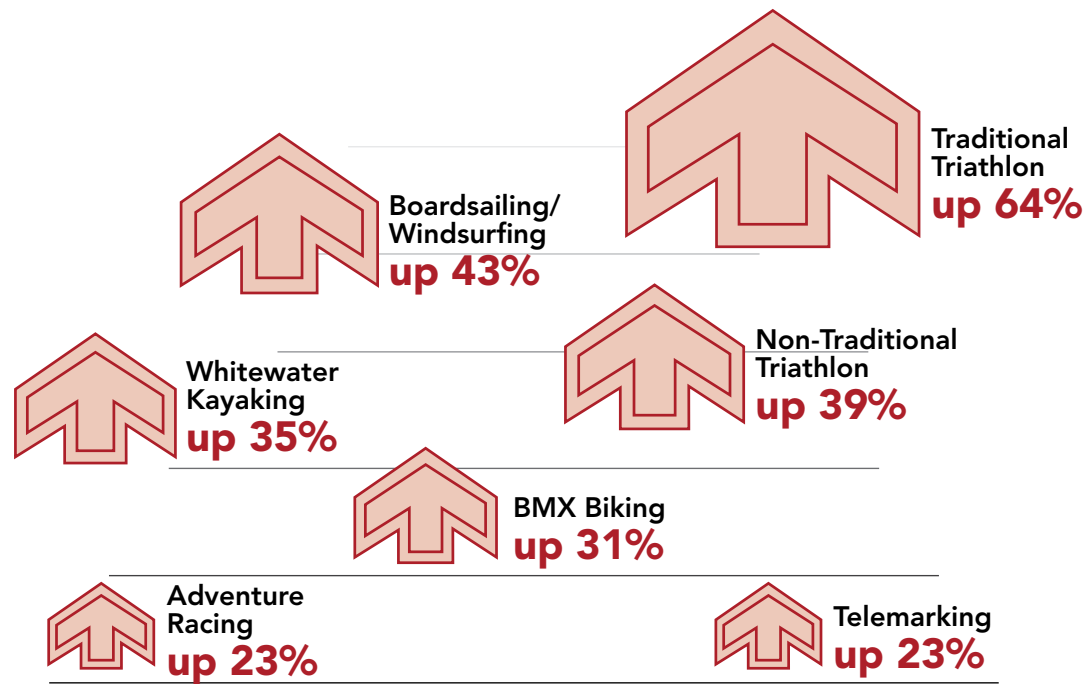
Several outdoor activities saw tremendous growth in 2010. Various forms of racing gained popularity with outdoor participants. Traditional triathlons swelled by 64 percent, non-traditional triathlons grew by 39 percent and adventure racing increased by 23 percent.

Water sports also welcomed a large number of participants in 2010. Boardsailing/windsurfing grew by 43 percent, while white water kayaking increased by 35 percent and sea/touring kayaking elevated by 21 percent. Scuba diving increased by 16 percent and surfing by 15 percent.

While BMX biking increased by 31 percent, biking overall decreased in popularity by 2 percent.

Biggest Percentage Increases in Nature-Based Outdoor Activities

All Americans, Ages 6 and Older



One-Year Change in Outdoor Participation

	2009 Participants	2010 Participants	1-Year Change
Triathlon (Traditional/Road)	1,208,000	1,978,000	64%
Boardsailing/Windsurfing	1,128,000	1,617,000	43%
Triathlon (Non-Traditional/Off-Road)	666,000	929,000	39%
Kayaking (White Water)	1,369,000	1,842,000	35%
Bicycling (BMX)	1,811,000	2,369,000	31%
Adventure Racing	1,089,000	1,339,000	23%
Telemarking (Downhill)	1,482,000	1,821,000	23%
Kayaking (Sea/Touring)	1,771,000	2,144,000	21%
Climbing (Traditional/Ice/Mountaineering)	1,835,000	2,198,000	20%
Scuba Diving	2,723,000	3,154,000	16%
Surfing	2,403,000	2,767,000	15%
Running/Jogging	43,892,000	49,408,000	13%
Running (Running/Jogging or Trail Running)	44,732,000	50,160,000	12%
Snowshoeing	3,431,000	3,823,000	11%
Climbing (Sport/Indoor/Boulder)	4,313,000	4,770,000	11%
Snowboarding	7,421,000	8,196,000	10%

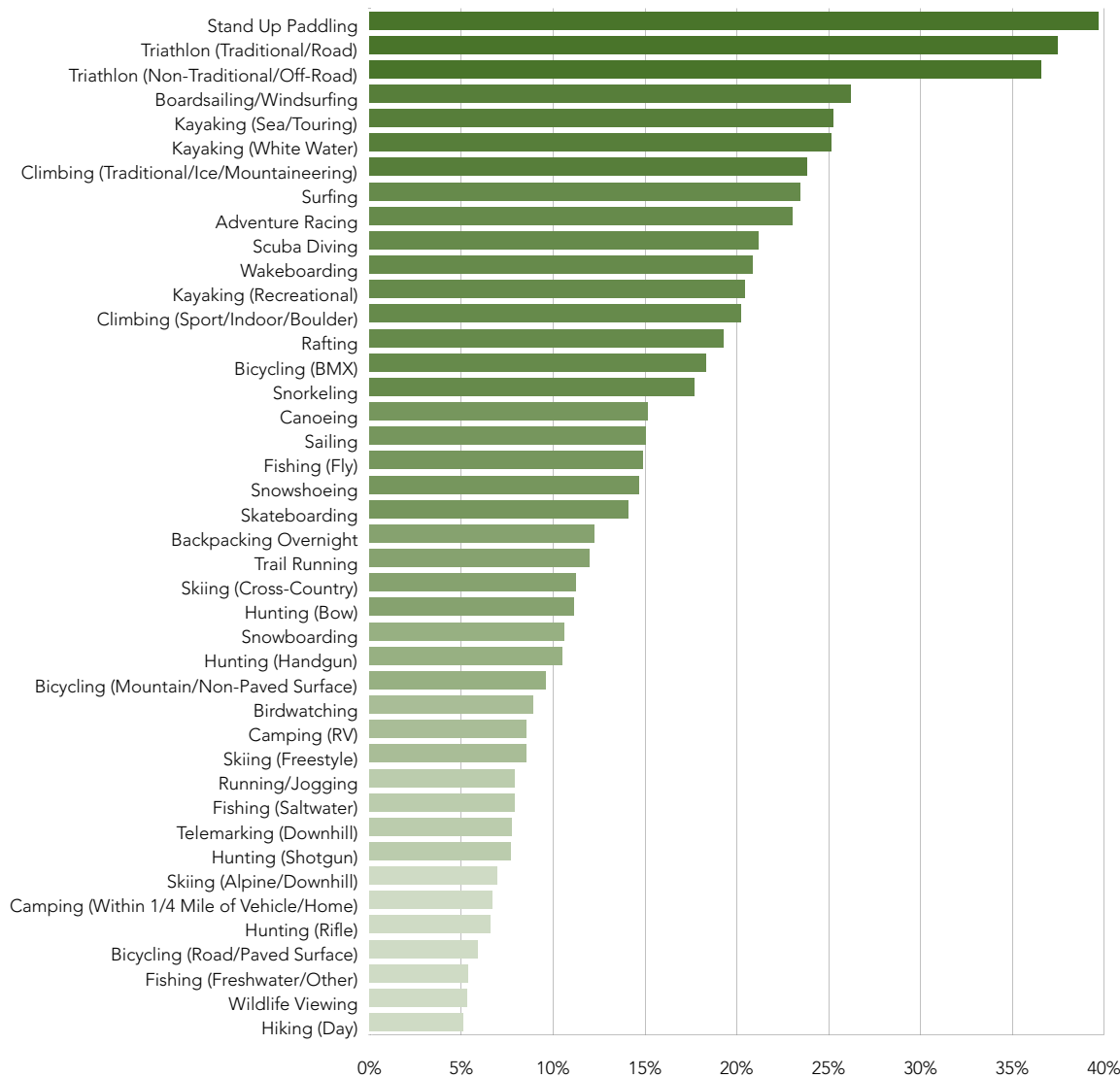


First-Time Participants

The percentage of new participants taking part in an outdoor activity each year can be a strong indicator of growth. Activities with high percentages of first-time participants in 2010 included stand up paddling, triathlon, boardsailing/windsurfing and kayaking.

Though an indicator of growth, the percentage of new participants in an outdoor activity is dependent on an activity's size and can also indicate activities with a high turnover in participants — activities that draw large number of new participants but also lose existing participants at the same time.

Percentage of First-Time Participants in 2010
All Americans, Ages 6 and Older



What Gets First-Time Participants Outdoors?

For youth and young adults, getting outside for the first time simply takes a little encouragement from family and friends. More than half of those between 6 and 24 years old got involved in outdoor activities for the first time because their family or friends already participated. Almost 37 percent were motivated to try something new, and about 25 percent wanted to stay fit and healthy.

The influence of family and friends was also strong among Americans over the age of 25, but more first-time participants in this age group wanted to reap the health benefits of outdoor recreation or expand their horizons by trying something new. Many also used outdoor activities to “relax and manage stress.”

All Americans agreed that exercising outdoors is more fun than exercising indoors and that outdoor activities help bring families together.

Why did you decide to participate in an outdoor activity for the first time?

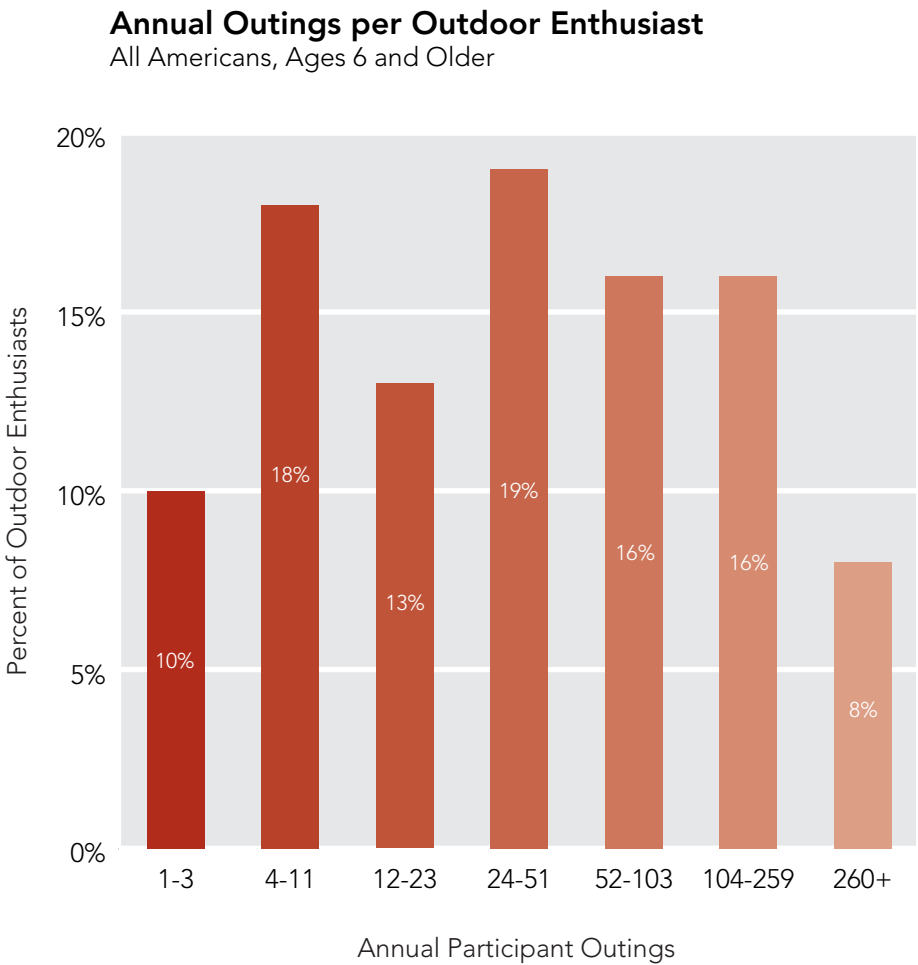
	Ages 6–24	Ages 25+
My friends and/or family participate in outdoor activities.	54%	35%
I wanted to try something new.	38%	39%
Outdoor activities help me stay fit and healthy.	25%	39%
Outdoor activities bring my family together and strengthen family ties.	23%	23%
Exercising outdoors is more fun/motivating than exercise indoors.	22%	30%
Outdoor activities are affordable.	17%	27%
Outdoor activities are close to my home.	15%	21%
I was introduced to outdoor activities at school.	14%	3%
Outdoor activities help me relax and manage stress.	11%	31%
Outdoor activities give me a chance to get back to nature.	11%	25%
My kids are the right age now.	8%	17%
I was pressured by others.	5%	7%
I saw an article, show or video.	2%	3%

Based on 2009 data.

Annual Outings

In 2010, Americans who identified themselves as outdoor participants actually spent a modest amount of time outside. Sixty percent participated in outdoor activities less than once per week. Of those outdoor participants, 29 percent enjoyed outdoor activities less than once per month.

A mere 40 percent participated in outdoor activities at least once per week, and only 24 percent got out two times per week or more.



Most Popular Outdoor Activities by Participation Rate

All Americans, Ages 6 and Older

- 1. Running, Jogging and Trail Running**
18% of Americans Ages 6 and Older, 50.2 million participants
- 2. Freshwater, Saltwater and Fly Fishing**
16% of Americans Ages 6 and Older, 45.4 million participants
- 3. Road Biking, Mountain Biking and BMX**
15% of Americans Ages 6 and Older, 42.4 million participants
- 4. Car, Backyard and RV Camping**
15% of Americans Ages 6 and Older, 42.3 million participants
- 5. Hiking**
11% of Americans Ages 6 and Older, 32.4 million participants

Americans' Favorite Outdoor Activities by Frequency of Participation

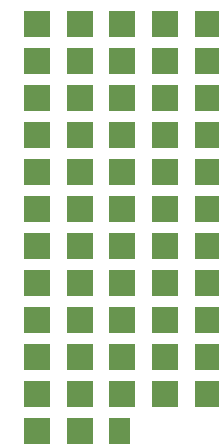
All Americans, Ages 6 and Older

- 1. Running, Jogging and Trail Running**
88 average outings per runner / 4.41 billion total outings
- 2. Road Biking, Mountain Biking and BMX**
58 average outings per cyclist / 2.44 billion total outings
- 3. Skateboarding**
52 average outings per skateboarder / 357 million total outings
- 4. Birdwatching**
40 average outings per birder / 538 million total outings
- 5. Training For Road or Off-Road Triathlon**
35 average outings per racer / 70 million total outings

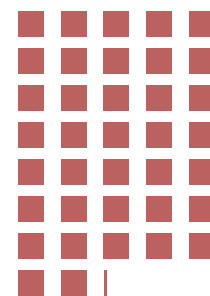
Participation in Passive Outdoor Activities

All Americans, Ages 6 and Older

How many days in 2010 did you participate in passive outdoor activities, such as picnicking, unstructured play time, visiting a community park, kite flying, lunch outdoors at a park bench or a short walk at lunch?



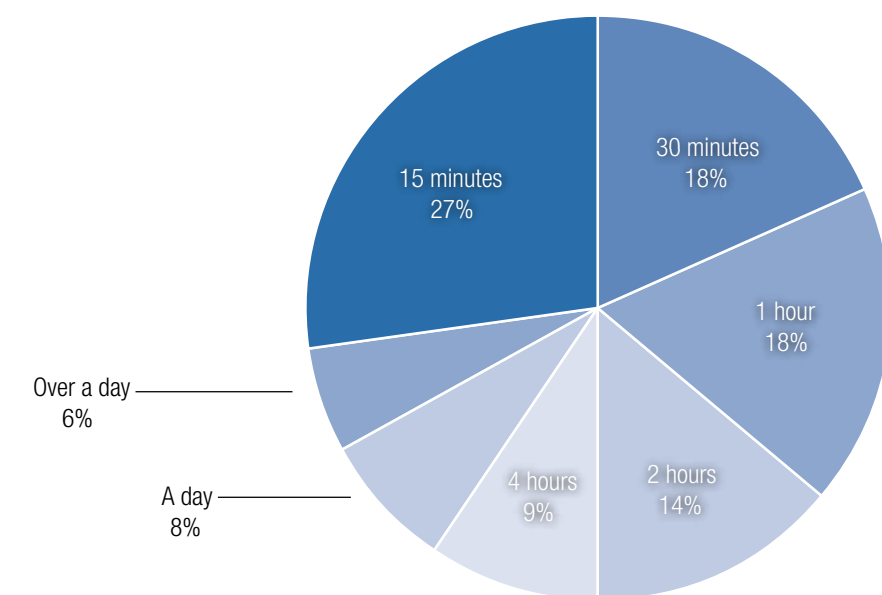
57.8 days
average annual
number of passive
outdoor outings per
outdoor participant



37.1 days
average annual number of
passive outdoor outings per
outdoor non-participant

Time Traveled from Home

Time Participants Traveled from Home on Their Last In-Season Outdoor Outing
All Americans, Ages 6 and Older



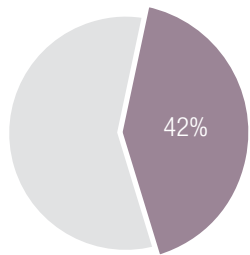
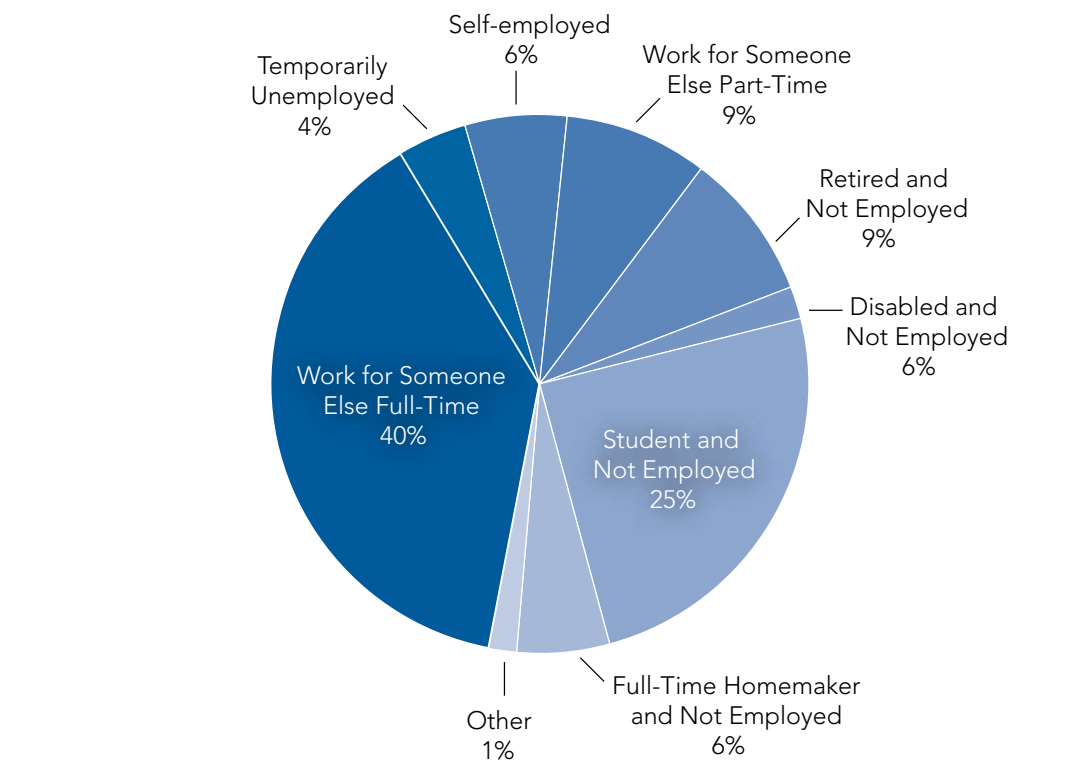
Outdoor Participation and the Economy

The economy affects whether Americans participate in outdoor recreation. More than half of outdoor participants are employed, and only 4 percent are unemployed. In addition to jobs, the overall state of the economy influences outdoor participation with 42 percent of outdoor enthusiasts saying the economy impacts how often they get outside.

Despite the still uncertain economy, 60 percent of all outdoor participants spent about the same amount on indoor and outdoor sports and recreation as they had the previous year. Thirty-six percent said they put off spending or spent considerably less and only seven percent reported spending more. In general, outdoor participants spent only slightly more on indoor and outdoor sports and recreation in 2010 than non-outdoor participants.

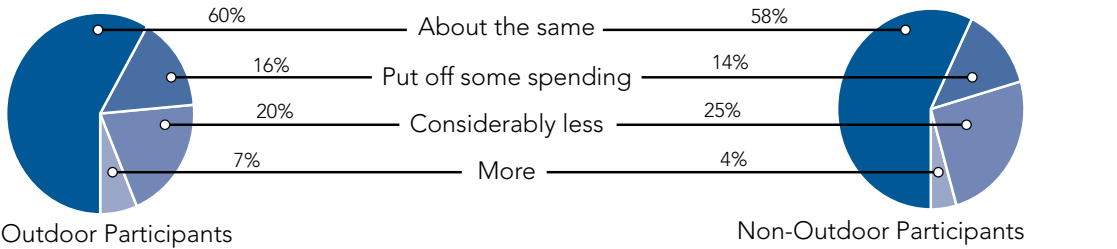
Both outdoor participants and non-outdoor participants cut back on equipment purchases, travel for participation in sports and recreation and pay-to-play fees.

Outdoor Participation by Employment Status Americans, Ages 6 and Older



The Economy and Participation
42% of outdoor participants say the economy impacts how often they participate in outdoor activities.
Based on 2009 data.

Compared to 2009, how much did you spend on sports and recreation in 2010?



	If you spent less on indoor and outdoor goods and services, what areas did you spend less on?		If you put off purchases, what areas of spending have you put off?	
	Outdoor Participants	Non-Outdoor Participants	Outdoor Participants	Non-Outdoor Participants
Equipment purchase	51%	45%	52%	46%
Travel to take part in sports/recreation	45%	37%	41%	35%
'Pay to play' fees	30%	27%	31%	28%
Membership dues for a health club	26%	24%	26%	28%
Lessons/instruction	20%	22%	20%	22%
Membership dues for a country club	10%	12%	13%	13%
Other Activities	8%	15%	5%	11%

	What will you spend more on in 2011?	
	Outdoor Participants	Non-Outdoor Participants
Equipment Purchase	14%	8%
Travel To Take Part In Sports/Recreation	14%	5%
Join/Re-Join A Health Club	9%	7%
Lessons/Instruction	8%	6%
'Pay to play' Fees	7%	4%
Join/Re-Join A Country Club	2%	1%
Other Activities	1%	1%

Participation in Outdoor Activities by Age

The participation rate in outdoor recreation varies among different age groups — as individuals age, their lives are shaped by their environment and life experiences.

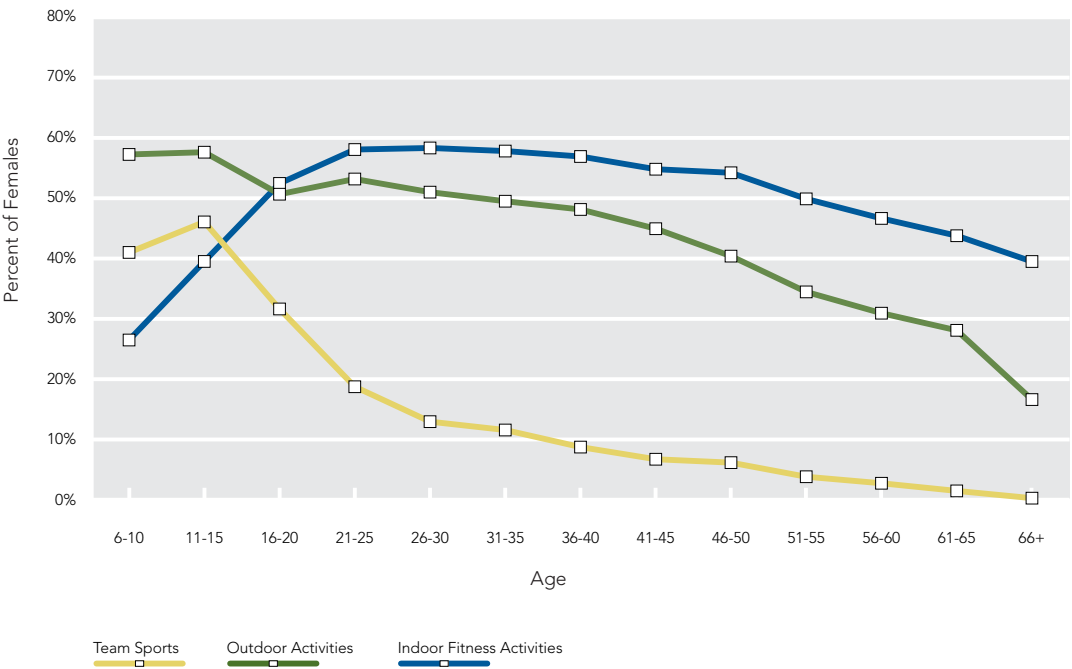
Among children, outdoor activities are popular, but outdoor participation drops during adolescence and young adulthood. Participation rates climb back up slightly for females in their early 20's before gradually declining throughout life. Male participation bumps up during the early 30's and then also begins a slow decline.

Indoor fitness becomes more popular than outdoor activities among young women ages 16 to 20 and remains the most popular form of activity for the rest of their lives. Men, on the other hand, prefer outdoor activities until they reach the age of 66 and older.

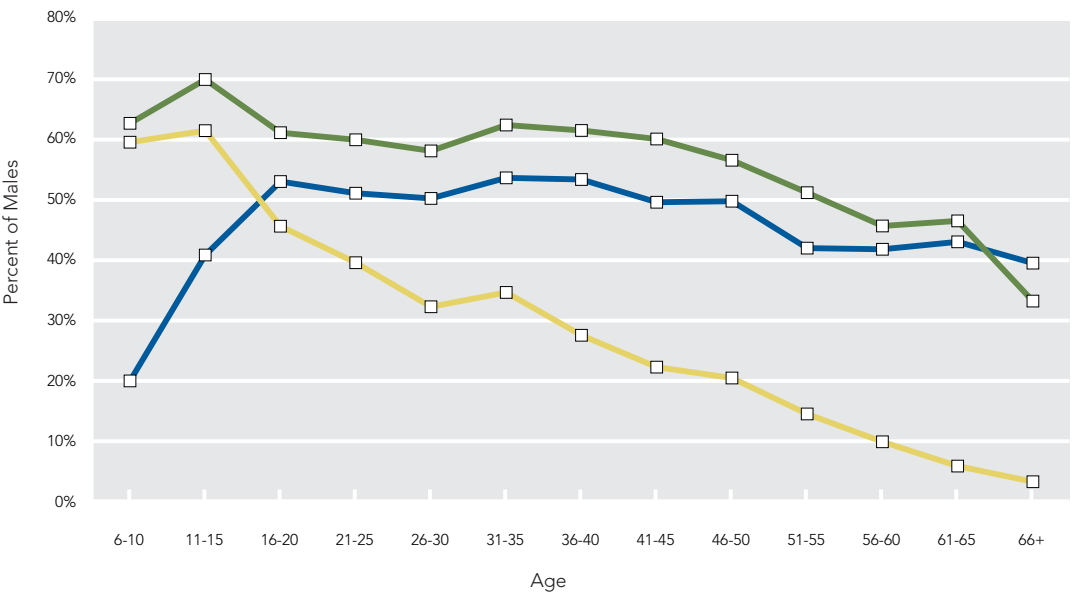
Team sports are the second most popular activity during childhood for both men and women, but that popularity declines sharply and continues to fall throughout the rest of life.



Participation by Age, Females
Ages 6 and Older



Participation by Age, Males
Ages 6 and Older



Most Popular Outdoor Activities

All Americans, Ages 6 and Older

1. Running, Jogging and Trail Running

18% of Americans Ages 6 and Older, 50.2 million participants

2. Freshwater, Saltwater and Fly Fishing

16% of Americans Ages 6 and Older, 45.4 million participants

3. Road Biking, Mountain Biking and BMX

15% of Americans Ages 6 and Older, 42.3 million participants

4. Car, Backyard and RV Camping

15% of Americans Ages 6 and Older, 42.3 million participants

5. Hiking

11% of Americans Ages 6 and Older, 32.4 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)

6% of Americans ages 6 and older, 16.7 million participants

3. Soccer (Indoor and Outdoor)

6% of Americans ages 6 and older, 15.7 million participants

4. Baseball

5% of Americans ages 6 and older, 14.6 million participants

5. Volleyball (Court, Grass and Beach)

5% of Americans ages 6 and older, 13.1 million participants

Most Popular Indoor Activities

All Americans, Ages 6 and Older

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

22% of Americans ages 6 and older, 63.8 million participants

2. Treadmill

18% of Americans ages 6 and older, 53.1 million participants

3. Weight/Resistance Machines

14% of Americans ages 6 and older, 38.6 million participants

4. Stationary Cycling (Upright Bikes, Recumbent Bikes and Group)

13% of Americans ages 6 and older, 35.6 million participants







5. Stretching

12% of Americans ages 6 and older, 35.1 million participants



ACTIVE LIFESTYLES

ACTIVE LIFESTYLES

 <p>Gateway activities — fishing, running, camping, bicycling and hiking — are popular, accessible and often lead to participation in other outdoor activities.</p>	 <p>Outdoor participants rate their fitness level 26 percent higher on average than non-participants (6.4 on a scale of one to ten for participants versus 5.1 for non-participants).</p>
 <p>88 percent of bikers participate in more than one outdoor activity.</p>	 <p>The participation rate in outdoor activities of Americans with walking routes near their home is 9 percent higher than those without, and the participation rate of those with nearby biking routes is nearly 11 percent higher than those without.</p>
 <p>Outdoor participants rate their health level 15 percent higher on average than non-participants (7.5 on a scale of one to ten for participants versus 6.5 for non-participants).</p>	 <p>The majority of Americans agree that preserving undeveloped land for outdoor recreation is important, though more outdoor participants than non-outdoor participants feel this way (89 percent of participants versus 75 percent of non-participants).</p>
<p>Vigorous Exercise 31 percent of participants in outdoor recreation exercise vigorously, compared to 8 percent of non-participants.</p>	

A Gateway to a Healthy Active Lifestyle

For many Americans, a lifelong love affair with the outdoors starts with a first fishing trip, a night under the stars or a breathtaking view after a tough hike. Such “gateway” activities are popular, accessible and often lead to participation in other outdoor activities.

Gaining more than five million participants, running became the most popular gateway activity in 2010. Fishing, biking, camping and hiking all lost participants.

Participation in the Gateway Activities

All Americans, Ages 6 and Older

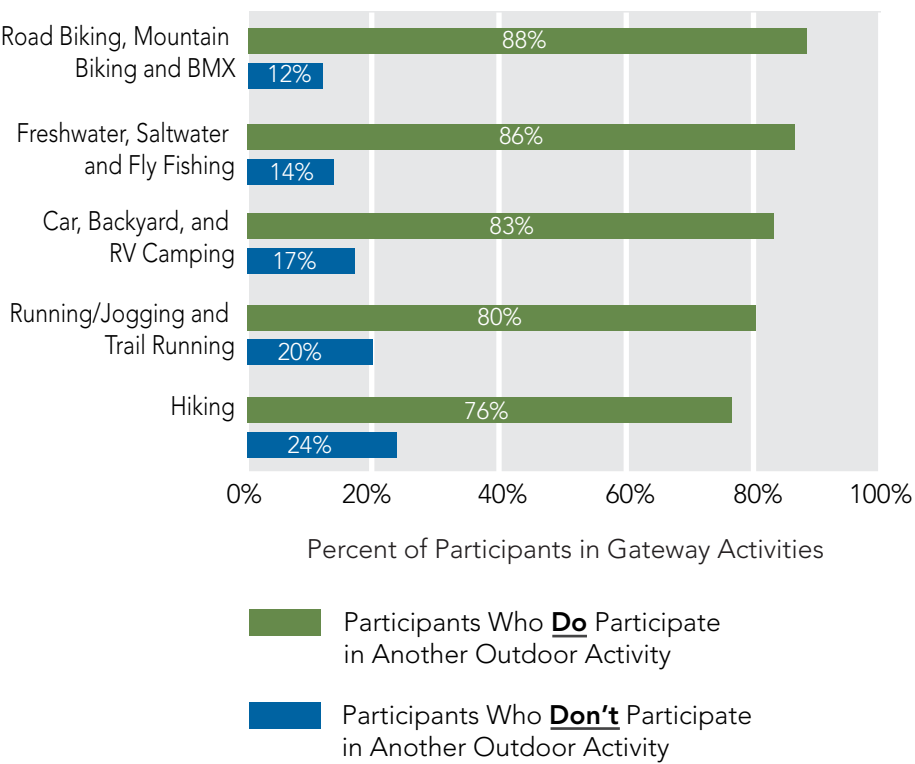
	2006 Participants	2007 Participants	2008 Participants	2009 Participants	2010 Participants
Running/Jogging and Trail Running	38,719,000	41,957,000	42,103,000	44,732,000	50,160,000
Freshwater, Saltwater and Fly Fishing	49,696,000	51,836,000	48,206,000	48,046,000	45,394,000
Road Biking, Mountain Biking and BMX	39,688,000	42,126,000	41,548,000	43,264,000	42,347,000
Car, Backyard, and RV Camping	43,123,000	39,836,000	42,396,000	44,034,000	42,301,000
Hiking	29,863,000	29,965,000	32,511,000	32,572,000	32,495,000

Participants in Gateway Activities Are Active in Multiple Outdoor Activities

The Outdoor Foundation’s research shows that gateway activities have a contagious effect. Participants in gateway activities get hooked on outdoor recreation and often go on to try other activities. In fact, 88 percent of bikers participate in one or more other outdoor activities. That is closely followed by fishing participants at 86 percent and camping participants at 83 percent.

Contagious Effect of Gateway Activities

All Americans, Ages 6 and Older



Lifestyle Profiles of Outdoor Participants and Non-Participants

An outdoor lifestyle can provide unique fitness and health benefits. On average, outdoor participants rate their fitness levels at 6.4 on a 10-point scale versus 5.1 for non-participants. Participants’ perspectives on their own health was even higher with a rating of 7.5 versus 6.5 for non-participants.

Again, underscoring outdoor participants’ interest in health and well-being, the most significant difference between the activities of outdoor participants and non-participants was exercise. About three-quarters of outdoor participants do moderate physical exercise, compared to 47 percent of non-participants, and 31 percent do strenuous exercise compared to only eight percent of non-participants.

In addition to physical activities, outdoor participants take part in indoor leisure, studying and work activities at a higher rate than those who don’t participate in outdoor activities. More outdoor participants than non-participants watch TV and movies, browse the Internet, spend time at work or school, play video games and study.

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

All Americans, Ages 6 and Older

	Outdoor Participants	Non-Outdoor Participants
Watching television/movies	91%	85%
Surfing the Internet for fun	82%	69%
Moderate physical exercise	73%	47%
Working time	60%	41%
Playing video games	42%	27%
Strenuous physical exercise	31%	8%
Studying outside of class time	18%	9%
Class time at school/college/university	12%	6%

Fitness Perceptions

All Americans, Ages 6 and Older

26% Outdoor participants rate their fitness level 26 percent higher on average than non-participants (6.4 out of 10 for participants versus 5.1 out of 10 for non-participants).

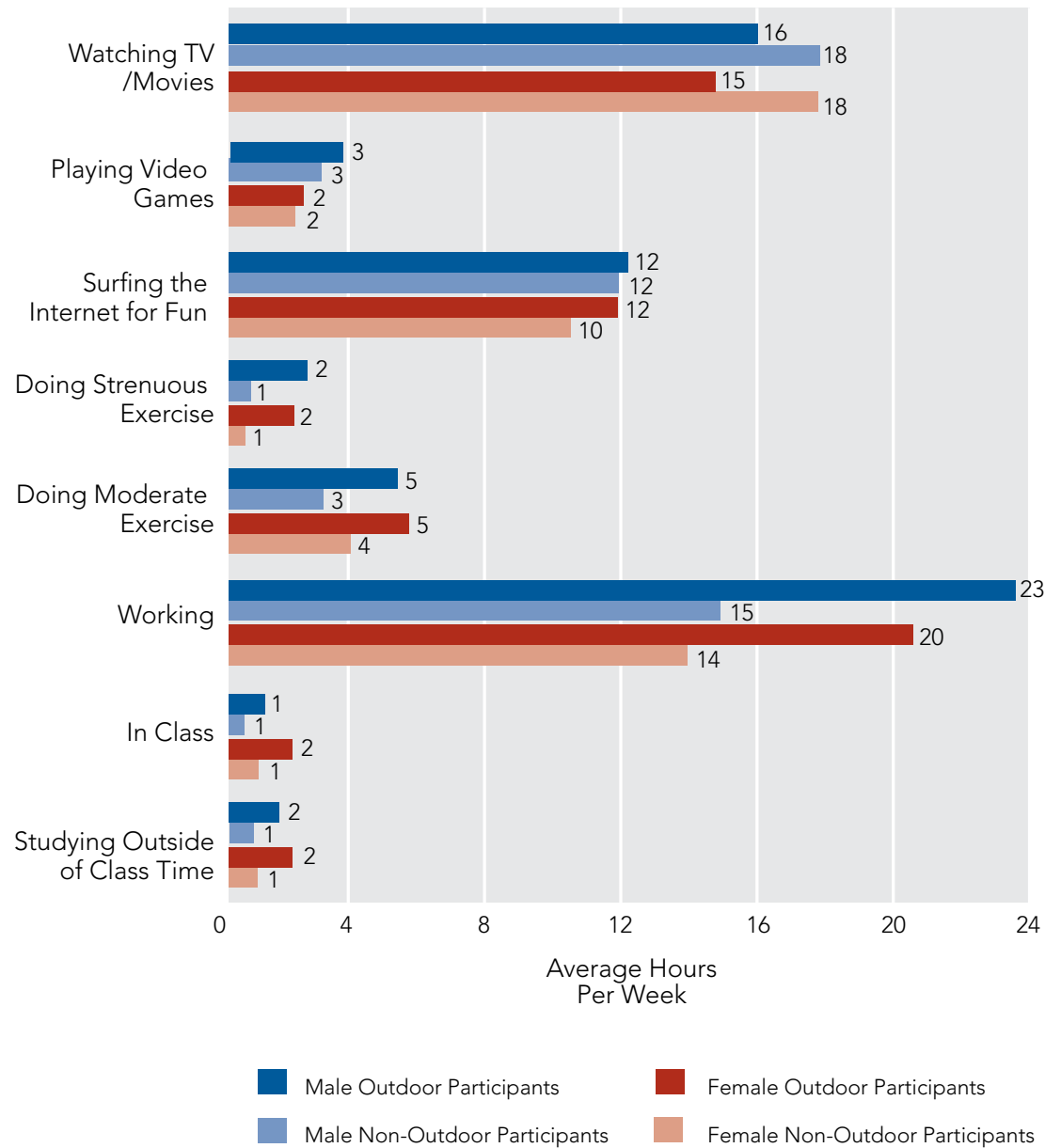
15% Outdoor participants rate their health level 15 percent higher on average than non-participants (7.5 out of 10 for participants versus 6.5 out of 10 for non-participants).

Participants in Outdoor Activities Are More Active Inside Too

Americans who participate in outdoor activities also spend a significant amount of time indoors. Most of the time is spent at work — male outdoor participants spend an average of 23 hours per week at work and female participants spend an average of 20 hours per week at work. Males who do not participate in the outdoors only spend 15 hours per week working and females 14 hours per week. Outdoor participants spend less time watching TV and movies than people who do not participate in the outdoors.

Average Number of Hours Spent Indoors

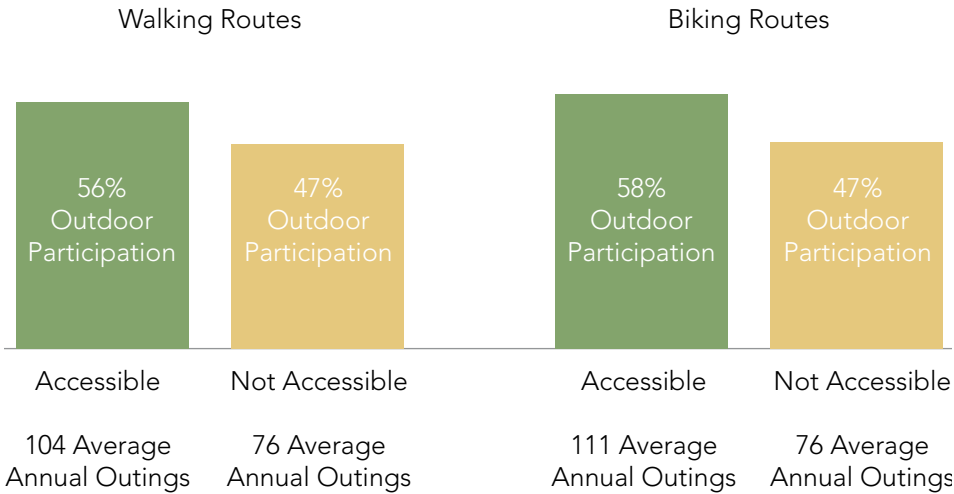
Americans, Ages 6 and Older



Impact of Walking and Biking Routes on Participation in Outdoor Activities

Americans with walking routes near their homes get outdoors at a rate of 56 percent (104 annual outings on average), compared to a rate of 47 percent (76 annual outings for those without). The participation rate of those with nearby biking routes is 58 percent (111 annual outings), compared to 47 percent (76 annual outings for those without).

Participation Rate in Outdoor Recreation with and without Walking and Biking Routes
All Americans, Ages 6 and Older



Perceptions of Common Recreation Issues

Although outdoor participants are more active in outdoor issues than non-outdoor participants, both groups have strong beliefs. A majority of both outdoor participants and non-participants agree that preserving undeveloped land for outdoor recreation is important, but almost 15 percent more outdoor participants than non-outdoor participants feel that way. A slightly larger percentage of outdoor participants believe that it is important to develop parks and biking and walking trails and that there should be more outdoor education in schools. Outdoor participants also supported environmental and conservation efforts more through volunteerism and donations.

How important are recreation issues to you?
All Americans, Ages 6 and Older

	Outdoor Participants	Non- Outdoor Participants
Preserving undeveloped land for outdoor recreation is important.	89%	75%
Developed parks/biking/walking trails in my neighborhood are important.	84%	71%
There should be more outdoor education/activities during the school day.	81%	68%
I regularly vote.	66%	66%
I have volunteered/donated to support environmental/conservation efforts.	38%	23%

Based on 2009 data.



Use of Information Technology to Engage in the Outdoors

Modern technology has revolutionized the way we find information, communicate with each other and — for outdoor enthusiasts — engage in outdoor recreation.

Outdoor participants ages 25 to 44 use technology to search for information about outdoor recreation more often than participants in other age groups. Sixty-three percent of these adult outdoor participants use technology to search for outdoor information, followed closely by 62 percent of 18 to 24 year olds. That compares to 40 percent of teenagers ages 13 to 17 and only 26 percent of children ages 6 to 12.

How do you use information technology when engaging in outdoor activities? Outdoor Participants, Ages 6 and Older

	Ages 6–12	Ages 13–17	Ages 18–24	Ages 25–44	Ages 45+
<i>Mobile technologies take away from my enjoyment of outdoor activities.</i>	26%	25%	36%	35%	32%
<i>I use a laptop/desktop computer to search for information about outdoor recreation activities/sites before/while/after outdoors.</i>	26%	40%	62%	63%	51%
<i>I use mobile technologies/home computers/Internet to plan/organize outdoor activities.</i>	23%	42%	59%	56%	40%
<i>Mobile technologies/Internet make it easier to participate in outdoor activities with friends/on my own.</i>	22%	41%	56%	50%	34%
<i>I like to share experiences in outdoor recreation with others through use of mobile technologies.</i>	20%	48%	52%	45%	21%
<i>I use mobile technologies when I participate in outdoor activities.</i>	20%	45%	49%	42%	22%
<i>Mobile technologies improve/add to my experiences in outdoor activities.</i>	19%	36%	46%	42%	25%
<i>I use mobile technologies to search for information about outdoor recreation activities/sites before/while/after outdoors.</i>	16%	29%	47%	47%	27%
<i>I use mobile phones with GPS features/maps/location-aware apps when participating in outdoor activities.</i>	8%	15%	28%	28%	11%

Use of Information Technology by Gender

Use of technology to explore and enjoy the outdoors varies little between genders. The largest gap occurs when using mobile technologies to share experiences in outdoor recreation. Females share experiences through these means almost eight percent more than males do. In each category, females use mobile technologies at a slightly higher rate than their male counterparts.

How do you use information technology when engaging in outdoor activities? Outdoor Participants, Ages 6 and Older

	Female	Male
<i>I use a laptop/desktop computer to search for information about outdoor recreation activities/sites before/while/after outdoors.</i>	54%	50%
<i>I use mobile technologies/home computers/Internet to plan/organize outdoor activities.</i>	47%	44%
<i>Mobile technologies/Internet make it easier to participate in outdoor activities with friends/on my own.</i>	41%	40%
<i>I like to share experiences in outdoor recreation with others through use of mobile technologies.</i>	39%	31%
<i>I use mobile technologies to search for information about outdoor recreation activities/sites before/while/after outdoors.</i>	36%	33%
<i>I use mobile technologies when I participate in outdoor activities.</i>	35%	32%
<i>Mobile technologies take away from my enjoyment of outdoor activities.</i>	34%	30%
<i>Mobile technologies improve/add to my experiences in outdoor activities.</i>	34%	32%
<i>I use mobile phones with GPS features/maps/location-aware apps when participating in outdoor activities.</i>	18%	18%

Use of Information Technology in Urban vs. Rural Residents

The use of technology before, during or after participating in the outdoors varies slightly between urban and rural residents. City dwellers tend to use technology at a higher rate than those in the country.

Residents of urban areas use technology to search for information about outdoor opportunities at a rate of 36 percent compared to 27 percent of rural residents. This nearly 10-percent difference could indicate that residents in rural communities are more familiar with close-to-home outdoor recreation.

How do you use information technology when engaging in outdoor activities?
Outdoor Participants, Ages 6 and Older

	Rural*	Urban*
I use a laptop/desktop computer to search for information about outdoor recreation activities/sites before/while/after outdoors.	45%	53%
I use mobile technologies/home computers/Internet to plan/organize outdoor activities.	39%	46%
Mobile technologies/Internet make it easier to participate in outdoor activities with friends/on my own.	34%	42%
I like to share experiences in outdoor recreation with others through use of mobile technologies.	33%	35%
Mobile technologies take away from my enjoyment of outdoor activities.	30%	32%
I use mobile technologies when I participate in outdoor activities.	28%	34%
Mobile technologies improve/add to my experiences in outdoor activities.	27%	34%
I use mobile technologies to search for information about outdoor recreation activities/sites before/while/after outdoor activities.	27%	36%
I use mobile phones With GPS features/maps/location-aware apps when participating in outdoor activities.	12%	19%

*Urban (metro) counties, versus rural (nonmetro) counties, include one or more cities with 50,000 residents or more.



YOUTH



There was better news about participation in outdoor recreation in 2010. For the first time, participation among youth ages 6 to 12 remained flat instead of falling. In addition, adolescent and young adult participation both grew by one percentage point.



Although girls' participation in outdoor recreation was still lower than boys', participation rates among girls showed improvement or at least leveling in 2010. For females ages 18 to 24, participation rates increased by five percentage points.



Despite the time commitments of parenting, adults with children in the house participated in outdoor recreation at a higher rate than adults without children. Parents enjoyed outdoor recreation at a rate of 52 percent, while those without children participated at a rate of 46 percent.

"Cool!" Youth ages 6 to 17 are motivated to get outside because "outdoor activities are cool."



While 25 percent of children say that mobile technologies take away from their enjoyment of outdoor activities, 32 percent of adolescents and 40 percent of young adults say technology adds to their experiences.

PE

Among adults who are current outdoor participants, more than 79 percent reported having physical education classes between the ages of 6 and 12. That compares to just 63 percent of non-outdoor participants.



Youth ages 6 to 12 and adolescents ages 13 to 17 blame school as the number one reason why they don't get outside more often.



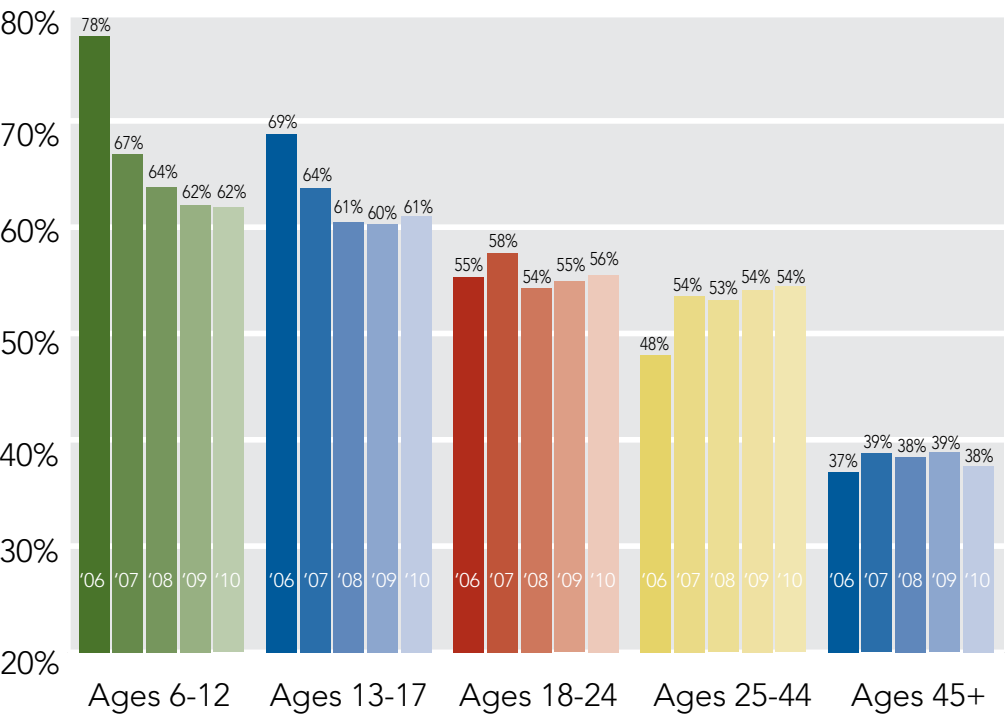
Better News About Youth Outdoor Enthusiasts

There is better news about participation in outdoor recreation this year. While there was no significant growth in 2010, most participation rates either leveled off or grew modestly — an improvement from the past years’ significant drops.

For the first time, participation among youth ages 6 to 12 remained flat instead of falling. In addition, adolescent and young adult participation both grew by one percentage point. Among adults ages 25 to 44, participation remained at 54 percent while participation for older Americans dropped by one percentage point.

Youth participation is still higher than other age groups; however, these numbers still must grow in order to cultivate the next generation of outdoor enthusiasts.

Participation in Outdoor Recreation 2006 to 2010
All Americans, Ages 6 and Older

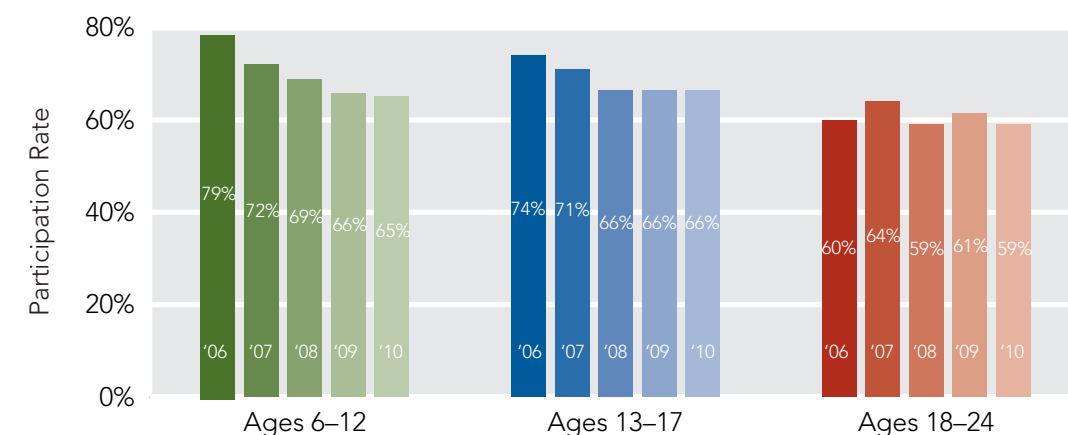


Declines in Boys' Participation

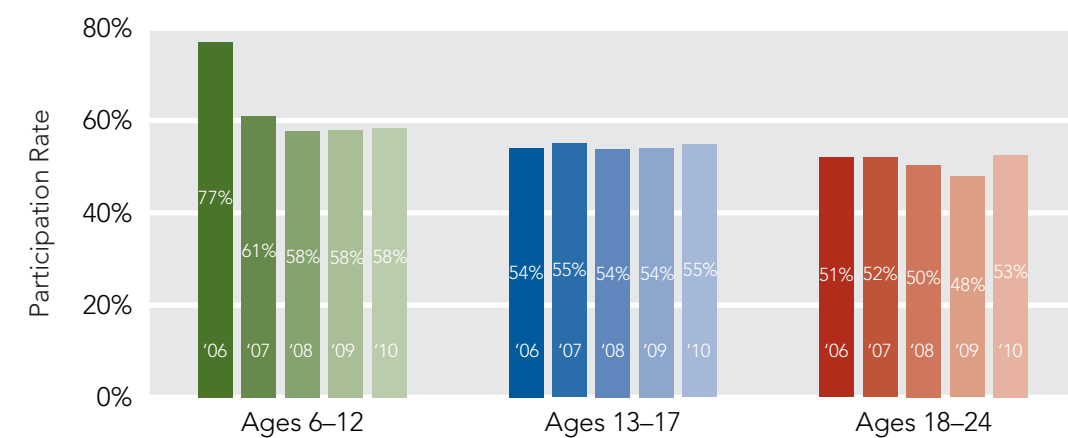
For the third year in a row, participation in outdoor recreation among teenage boys ages 13 to 17 remained steady at 66 percent. Unfortunately, participation among boys ages 6 to 12 continued to slide in 2010, and participation among young men ages 18 to 24 lost last year's two-point gain, dipping back down to 59 percent.

Although girls' participation in outdoor recreation is still lower than boys', those participation rates showed improvement — or at least leveling — in 2010. Participation rates for girls ages 6 to 17 held steady at 58 percent. Rates increased by one percentage point for 13 to 17 year olds and by five percentage points for 18 to 24 year olds.

Boys' Participation in Outdoor Recreation, 2006–2010



Girls' Participation in Outdoor Recreation, 2006–2010

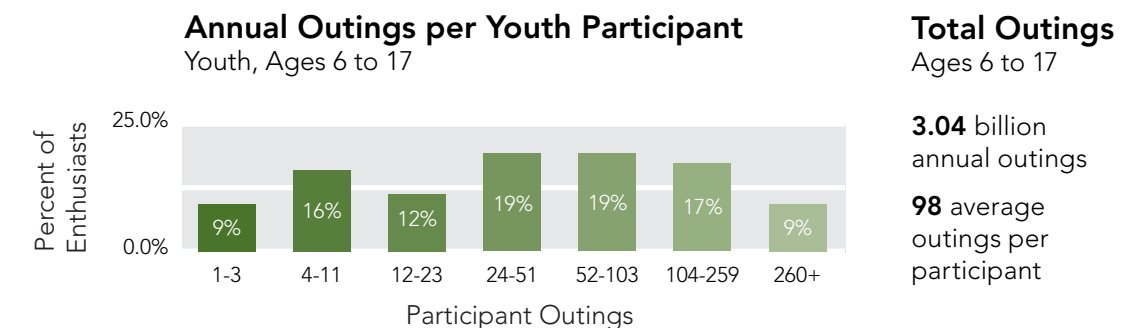


Profile of Youth Participants

Outdoor participation among 6 to 17 year olds was stagnant or fell in 2010. Participation rates remained the same in all of the most popular outdoor activities, except biking which dipped from 29 percent in 2009 to 27 percent in 2010.

The good news is those youth who did participate in the outdoors got outside a little more often. In 2010, youth made 3.04 billion excursions into the outdoors at an average of 98 outings per participant. This is up from 2.68 billion outings and an average of 87 outings per participant in 2009.

Although this is an improvement, youth still don't spend enough time enjoying the outdoors. Thirty-seven percent of youth participants take part in an outdoor activity less than twice a month — and that is among only those who consider themselves outdoor participants. The infrequency of outdoor participation suggests youth are not getting the recommended 60 minutes of physical activity each day.



Most Popular Outdoor Activities

By Participation Rate, Ages 6 to 17

- 1. Road Biking, Mountain Biking or BMX**
27% of American youth, 13.7 million participants
- 2. Car, Backyard and RV Camping**
23% of American youth, 11.6 million participants
- 3. Running, Jogging and Trail Running**
23% of American youth, 11.3 million participants
- 4. Freshwater, Saltwater and Fly Fishing**
20% of American youth, 10.3 million participants
- 5. Hiking**
12% of American youth, 6 million participants

Favorite Outdoor Activities

By Frequency of Participation, Ages 6 to 17

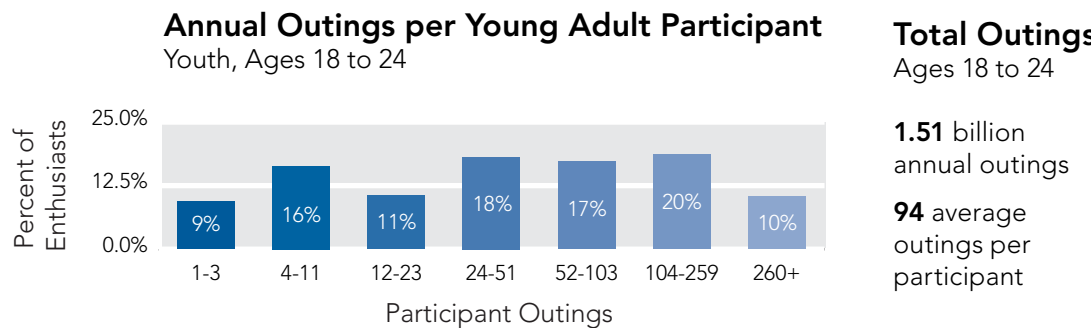
- 1. Running, Jogging and Trail Running**
88 average outings per runner / 993 million outings
- 2. Road Biking, Mountain Biking and BMX**
72 average outings per cyclist / 989 million outings
- 3. Skateboarding**
64 average outings per skateboarder / 278 million outings
- 4. Training For Road or Off-Road Triathlon**
48 average outings per racer / 4 million total outings
- 5. Birdwatching**
33 average outings per birder / 53 million outings

Profile of Young Adult Participants

With age often comes increased responsibility and decreased outdoor recreation. Young adults participate in outdoor activities an average of 94 times per year, while younger kids get out an average of 98 times per year.

The good news is the overall outdoor participation rate continued to increase slightly among young adults ages 18 to 24. Participation among men dropped back to the 2008 rate of 59 percent, while rates for women’s crept from 48 percent up to 53 percent.

Young adults prefer to run when they get outdoors. The participation rate increased by one percentage point in 2010. Biking, number one among youth, dropped down to fourth most popular among this age group.



Most Popular Outdoor Activities

By Participation Rate, Ages 18 to 24

- 1. Running, Jogging and Trail Running**
31% of young adults, 9.0 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, 4.3 million participants
- 4. Road Biking, Mountain Biking and BMX**
14% of young adults, 4.1 million participants
- 5. Hiking**
13% of young adults, 3.7 million participants

Favorite Outdoor Activities

By Frequency of Participation, Ages 18 to 24

- 1. Running, Jogging and Trail Running**
94 average outings per runner / 844 million outings
- 2. Road Biking, Mountain Biking and BMX**
52 average outings per cyclist / 214 million outings
- 3. Skateboarding**
51 average outings per skateboarder / 50 million outings
- 4. Birdwatching**
31 average outings per birder / 21 million outings
- 5. Hunting**
22 average outings per hunter / 36 million outings

Getting Youth Outdoors

Youth and adolescents are motivated to get outside simply because they think “outdoor activities are cool.” While the cool factor is still present in young adults, slightly more participants in this age group cite exercise as their top motivator for outdoor participation. Young adults also seek outdoor activities as a way of managing stress, while youth and adolescents go outside because their relatives participate in outdoor activities.

What motivates you to participate in outdoor activities?

	Ages 6–12	Ages 13–17	Ages 18–24
<i>Outdoor activities are cool.</i>	54%	46%	45%
<i>My parents/brothers/sisters/other relatives participate.</i>	42%	42%	21%
<i>Outdoor activities are a good way to get exercise/stay fit.</i>	42%	43%	57%
<i>I can do outdoor activities near my home.</i>	40%	39%	37%
<i>I want to try something new.</i>	32%	33%	42%
<i>My friends participate.</i>	30%	42%	30%
<i>Outdoor activities are affordable.</i>	23%	33%	36%
<i>Outdoor activities look fun in magazines/books/websites/TV/movies.</i>	20%	13%	16%
<i>I like challenges.</i>	19%	32%	39%
<i>A school/community/other organized program introduced me.</i>	19%	14%	5%
<i>I want to relax/manage stress.</i>	13%	15%	44%
<i>I want a change from my usual routine.</i>	12%	19%	35%
<i>Some other reason not listed above.</i>	4%	3%	3%

Why Youth Don’t Participate in Outdoor Activities More Often

Lack of time is a major reason why American youth don’t get outdoors more often. Youth ages 6 to 12 equally blame time spent at school and poor weather conditions. Not having the right gear is the next biggest concern among this age group. Adolescents age 13 to 17 also blame time at school as their number one reason why they don’t get outside, which is closely followed by a preference to hang out with friends. Those ages 18 to 24 cite not having appropriate gear as the main reason for not getting outdoors and not enough vacation time as the second biggest reason.

What keeps you from participating in outdoor activities more?

	Ages 6–12	Ages 13–17	Ages 18–24
Time spent at school instead	24%	30%	24%
Too hot/cold/too poor weather	24%	21%	27%
Don't have the right gear	20%	22%	30%
Time spent with family instead	17%	18%	15%
No one to go with me.	15%	16%	18%
Time spent with friends instead	12%	24%	15%
Not enough vacation time	12%	16%	28%
Rather spend time watching TV/movies	12%	12%	10%
Don't like bugs/animals	11%	14%	12%
Prefer other activities/vacation options	11%	16%	10%
Don't have transportation options	11%	12%	9%
Concerned about vulnerability/security/safety outdoors	9%	7%	10%
Hassle of setting up/cleaning up for activities	8%	9%	15%
Nowhere nearby for outdoor activities	6%	8%	10%
Rather spend time online	6%	13%	9%
Prefer team sports	6%	11%	4%
Concerned about getting injured	5%	3%	6%
Hassle of planning	4%	7%	12%
Prefer indoor fitness activities	3%	6%	8%
Concerned about sanitation issues/getting dirty	3%	5%	8%
Lack of sleep	3%	4%	10%
Time spent at work instead	2%	6%	25%
Not healthy/fit enough to participate	2%	1%	6%
Don't enjoy physical activities	2%	3%	3%
None of these/able to participate in all outdoor activities I wish	29%	23%	14%
Some other reason not listed above	13%	9%	9%

Youth Participation in Sports and Recreation Among Current Outdoor Enthusiasts

Engaging youth in outdoor recreation and other activities that promote a healthy lifestyle makes a lasting impression. The importance of early exposure cannot be forgotten as budget cuts slash programs that seek to educate and engage our youth.

Among adults who are current outdoor participants, more than 79 percent reported having physical education between the ages of 6 and 12. That compares to just 63 percent of non-outdoor participants. Physical education during the teen years had nearly the same impact.

An early introduction to outdoor activities had an astounding effect on outdoor participation. Almost 60 percent of adult outdoor participants took part in outdoor activities from ages 6 to 12, compared to only 21 percent of non-outdoor participants — a nearly 40-percent gap.

	Adults at Age 6–12		Adults at Age 13–17	
	Outdoor Participants	Non-Outdoor Participants	Outdoor Participants	Non-Outdoor Participants
PE at School	79%	63%	78%	65%
Outdoor Activities	59%	21%	46%	25%
Team Sports	43%	24%	49%	30%
Cycling	42%	29%	41%	27%
Water Sports	24%	11%	27%	12%
Running/Jogging	23%	14%	38%	20%
Swimming For Fitness/Competition	22%	12%	24%	13%
Winter Sports	18%	9%	23%	10%
Racquet Sports	9%	4%	17%	9%
Fitness/Health Club-Based Activities	5%	2%	12%	5%
Golf	5%	2%	12%	5%

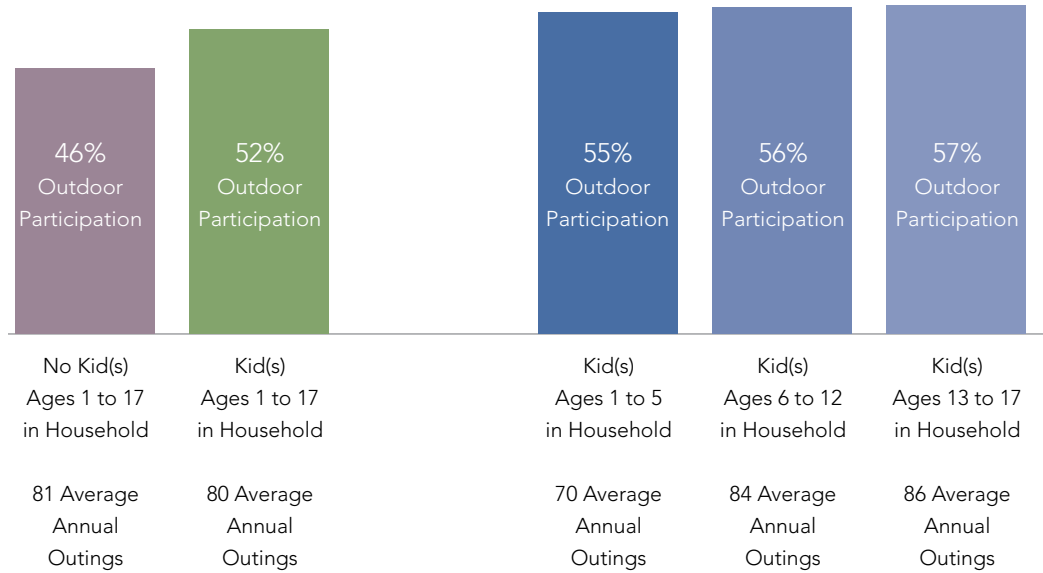
	Adults at Age 6–17	
	Outdoor Participants	Non-Outdoor Participants
On a scale of 1 to 5, 5 being the highest, how much did you enjoy physical education classes in school?	3.6	3.3

Participation in Outdoor Recreation Among Adults with Youth in Their Households

Despite the responsibilities and time commitments of parenting, adults 18 and older with children in the household participate in outdoor recreation at a higher rate than adults without children. Parents enjoy outdoor recreation at a rate of 52 percent, while adults without children participate at a rate of 46 percent.

As the children age, parents participate in outdoor activities at slightly higher levels and get outdoors a little more often.

Adult Participation Rate in Outdoor Recreation with and without Children Ages 1 to 17 in Household
Adults 18 and Older



Use of Information Technology to Engage in the Outdoors Among Youth

As youth age, technology plays a larger role in how they participate in outdoor activities. While 26 percent of children say that mobile technologies take away from their enjoyment of outdoor activities, 41 percent of adolescents and 56 percent of young adults say mobile technologies add to their outdoor experiences.

Using social media, email and other technologies to share outdoor experiences is popular among adolescents and young adults. Forty-eight percent of adolescents and 52 percent of young adults report sharing their outdoor experiences via mobile technologies.





How do you use information technology when engaging in outdoor activities?

	Ages 6-12	Ages 13-17	Ages 18-24
<i>Mobile technologies take away from my enjoyment of outdoor activities.</i>	26%	25%	36%
<i>I use a laptop/desktop computer to search for information about outdoor recreation activities/sites before/while/after outdoors.</i>	26%	40%	62%
<i>I use mobile technologies/home computers/Internet to plan/organize outdoor activities.</i>	23%	42%	59%
<i>Mobile technologies/Internet make it easier to participate in outdoor activities with friends/on my own.</i>	22%	41%	56%
<i>I like to share experiences in outdoor recreation with others through use of mobile technologies.</i>	20%	48%	52%
<i>I use mobile technologies when I participate in outdoor activities.</i>	20%	45%	49%
<i>Mobile technologies improve/add to my experiences in outdoor activities.</i>	19%	36%	46%
<i>I use mobile technologies to search for information about outdoor recreation activities/sites before/while/after outdoors.</i>	16%	29%	47%
<i>I use mobile phones with GPS features/maps/location-aware apps when participating in outdoor activities.</i>	8%	15%	28%



DIVERSE

DIVERSITY

African Americans	Participation in outdoor activities is lowest among African Americans and highest among Caucasians.	 Schoolwork is the number one reason Caucasian youth ages 6 to 17 don't get outdoors more often. Hispanics cite both schoolwork and lack of appropriate gear. African Americans and Asians/Pacific Islanders point to lack of gear as the top reason.
Active Diverse Participants	Despite lower participation rates, African American and Hispanic participants get outdoors more frequently than other outdoor participants.	 Americans that are active outdoors are generally active indoors as well. Outdoor participants spent more time doing indoor activities per week than those non-outdoor participants.
"Cool!"	Outdoor participants ages 6 to 17 of all ethnic and racial groups say they participate in outdoor activities because "outdoor activities are cool."	 Outdoor participants who identify themselves as Asian/Pacific Islanders are by far the biggest users of technologies when engaging in outdoor activities. Sixty-eight percent of these outdoor participants use mobile technologies to search for information about outdoor recreation.
	Biking, running, camping, fishing and hiking are the most popular outdoor activities for all Americans, though each ethnic/racial group participates in each to varying degrees.	



Participation in Outdoor Recreation Among Diverse Groups

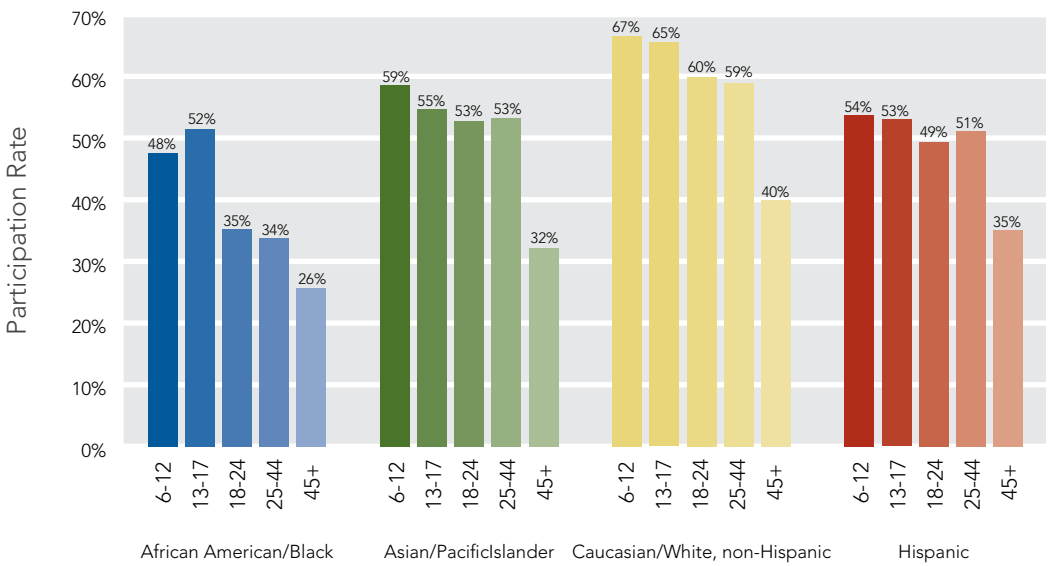
Engaging diverse populations in outdoor activities is increasingly important as minority groups make up a large share of the population. Understanding the extent and quality of participation and non-participation among the diverse groups in the United States is critical to reaching these underrepresented groups.

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

While 67 percent of Caucasian children ages 6 to 12 participated in outdoor recreation in 2010, only 48 percent of African American kids in the same age range participated. Still, this was the largest increase seen from 2009 to 2010, from 39 percent to 48 percent.

Although their participation rate is much lower, African American and Hispanic participants tend to participate more frequently than Caucasians in outdoor activities.

Participation in Outdoor Recreation
All Americans by Ethnicity



Average Outings per Outdoor Participant

African American	108	Caucasian	81
Asian/Pacific Islander	77	Hispanic	94



Most Popular Outdoor Activities Among Diverse Groups

Running, fishing, biking, camping and hiking are the most popular outdoor activities for all Americans regardless of ethnic or racial affiliation. Although each group participates in these activities at varying rates, running, jogging and trail running are the favorite form of outdoor recreation for all groups other than Caucasians. Fishing is the top choice for Caucasians, followed closely by camping and running.

- African Americans**
Ages 6 and Older
1. Running/Jogging and Trail Running **17%**

2. Freshwater, Saltwater and Fly Fishing **11%**

3. Road Biking, Mountain Biking and BMX **11%**

4. Car, Backyard, and RV Camping **5%**

5. Hiking **3%**

- Asian/Pacific Islanders**
Ages 6 and Older
1. Running/Jogging and Trail Running **25%**

2. Road Biking, Mountain Biking and BMX **13%**

3. Hiking **12%**

4. Car, Backyard, and RV Camping **11%**

5. Freshwater, Saltwater and Fly Fishing **9%**

- Caucasians**
Ages 6 and Older
1. Freshwater, Saltwater and Fly Fishing **18%**

2. Car, Backyard, and RV Camping **17%**

3. Running/Jogging and Trail Running **17%**

4. Road Biking, Mountain Biking and BMX **16%**

5. Hiking **13%**

- Hispanics**
Ages 6 and Older
1. Running/Jogging and Trail Running **21%**

2. Car, Backyard, and RV Camping **15%**

3. Road Biking, Mountain Biking and BMX **14%**

4. Freshwater, Saltwater and Fly Fishing **14%**

5. Hiking **10%**

Getting Diverse Youth Outdoors

When youth participants ages 6 to 17 of all ethnic and racial groups are asked why they participate in outdoor activities, they say, “outdoor activities are cool.” Caucasians cite opportunities for exercise and influence from relatives more often than the other ethnicities.

What motivates you to participate in outdoor activities?

Outdoor Participants, Ages 6 to 17

	Hispanic	African American	Asian/Pacific Islander	Caucasian
<i>Outdoor activities are cool.</i>	54%	45%	40%	52%
<i>Outdoor activities are a good way to get exercise/ stay fit.</i>	37%	35%	31%	46%
<i>I can do outdoor activities near my home.</i>	37%	34%	19%	42%
<i>I want to try something new.</i>	36%	33%	40%	31%
<i>My parents/brothers/sisters/ other relatives participate.</i>	35%	33%	34%	46%
<i>I like challenges.</i>	27%	27%	18%	24%
<i>My friends participate.</i>	25%	35%	29%	37%
<i>I want a change from my usual routine.</i>	20%	18%	16%	13%
<i>A school/community/ other organized program introduced me.</i>	18%	19%	20%	16%
<i>Outdoor activities are affordable.</i>	18%	26%	12%	31%
<i>Outdoor activities look fun in magazines/books/ websites/TV/movies.</i>	15%	16%	27%	17%
<i>I want to relax/manage stress.</i>	13%	15%	14%	13%
<i>My kids are the right age now.</i>	7%	6%	13%	8%
<i>Some other reason not listed above.</i>	2%	2%	7%	4%

Why Don't Diverse Youth Participate in Outdoor Activities

Hispanic youth cite schoolwork and lack of gear as the top reasons why they don't get into the outdoors more often. Caucasian youth also blame too much schoolwork while African American and Asian/Pacific Islander youth both agree that they don't have the right gear.

What keeps you from participating in outdoor activities more? Outdoor Non-Participants, Ages 6 to 17

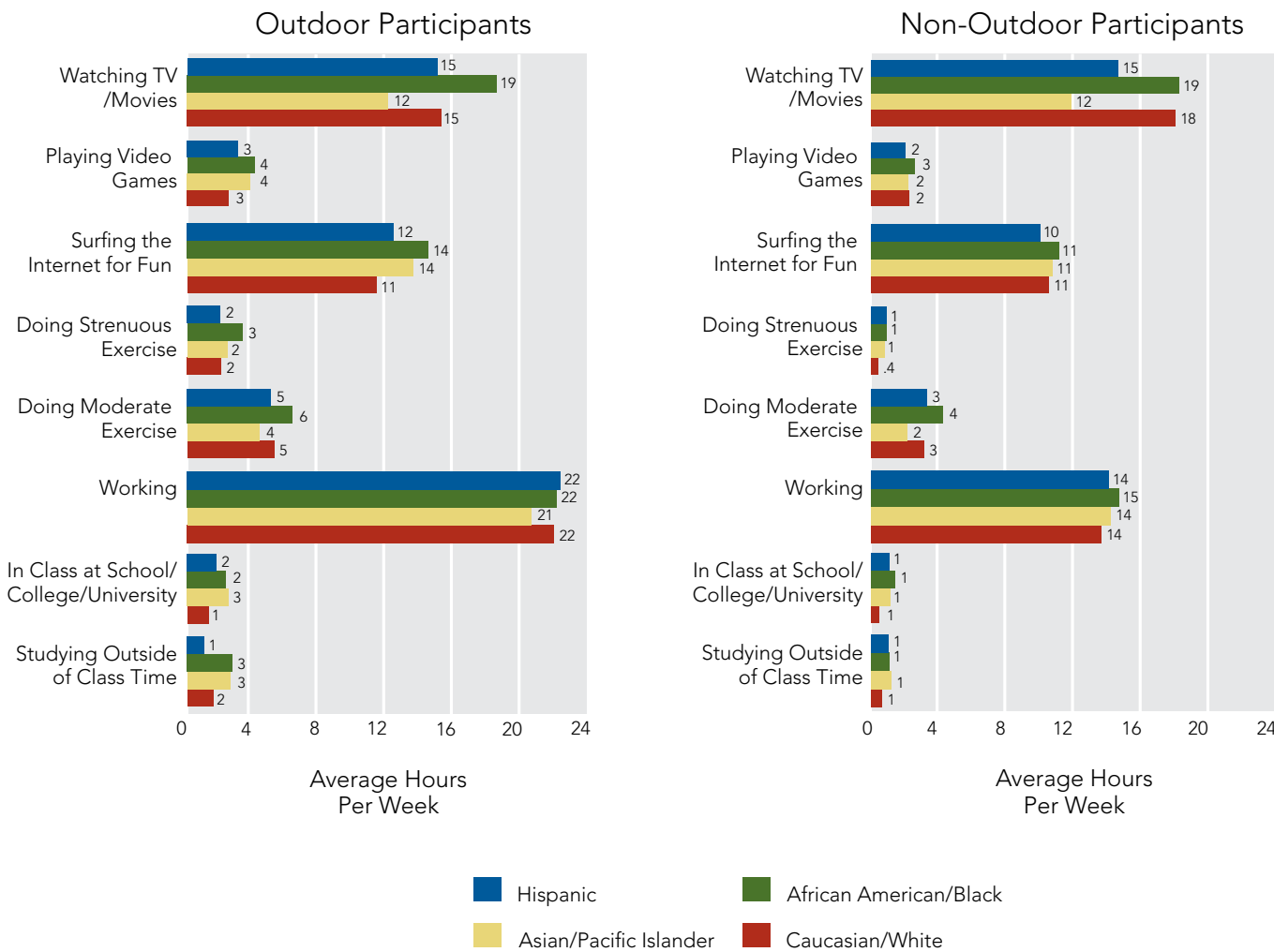
	Hispanic	African American	Asian/Pacific Islander	Caucasian
Time spent at school instead	24%	23%	24%	28%
Don't have the right gear	24%	24%	28%	19%
Time spent with friends instead	17%	19%	17%	17%
Time spent with family instead	16%	19%	20%	17%
Too hot/cold/too poor weather	16%	23%	26%	24%
No one to go with me	15%	13%	15%	16%
Don't have transportation options	13%	9%	12%	12%
Not enough vacation time	12%	11%	20%	14%
Don't like bugs/animals	12%	17%	19%	11%
Some other reason not listed above	12%	11%	9%	11%
Rather spend time watching TV/movies	11%	12%	10%	12%
Concerned about vulnerability/security/safety outdoors	10%	10%	16%	6%
Hassle of planning	9%	4%	12%	5%
Hassle of setting up/cleaning up for activities	9%	5%	21%	8%
Nowhere nearby for outdoor activities	9%	9%	14%	6%
Rather spend time online	8%	11%	16%	8%
Prefer other activities/vacation options	8%	17%	16%	13%
Prefer team sports	7%	7%	7%	8%
Concerned about sanitation issues/getting dirty	4%	7%	8%	3%
Don't enjoy physical activities	3%	2%	3%	2%
Prefer indoor fitness activities	3%	6%	11%	4%
Concerned about getting injured	3%	6%	14%	3%
Time spent at work instead	3%	4%	4%	4%
Not healthy/fit enough to participate	2%	2%	1%	1%
Lack of sleep	2%	4%	5%	3%

A Look at an Average Week by Ethnicity and Race

Americans that are active outdoors are generally active indoors as well. Outdoor participants spent more time doing certain indoor activities per week than non-outdoor participants; however, there was not a large discrepancy between ethnic and racial groups.

One of the largest differences between outdoor and non-outdoor participants was the amount of hours per week spent working. Most outdoor participants spent more time working per week than non-outdoor participants. Because research shows that the economy has a large impact on whether or not people participate in outdoor activities, it is possible that those who are working feel they can afford to travel to outdoor recreation and buy gear that will help them enjoy the outdoors.

Average Number of Hours Diverse Groups Spent on Indoor Activities Ages 6 and Older



Use of Information Technology Among Diverse Groups

Outdoor participants who identify themselves as Asian/Pacific Islanders are by far the biggest users of technologies when engaging in outdoor activities. Sixty-eight percent of these outdoor participants use mobile technologies to search for information about outdoor recreation. Hispanics and Caucasians search at a rate of 51 percent and African Americans at 48 percent.

How do you use information technologies when engaging in outdoor activities? Outdoor Participants, Ages 6 and Older

	Hispanic	African American	Asian/ Pacific Islander	Caucasian
<i>I use a laptop/desktop computer to search for information about outdoor recreation activities/sites before/while/after outdoor activities.</i>	51%	48%	68%	51%
<i>I use mobile technologies/home computers/Internet to plan/organize outdoor activities.</i>	47%	42%	61%	44%
<i>Mobile technologies/Internet make it easier to participate in outdoor activities with friends/on my own.</i>	43%	44%	61%	38%
<i>I like to share experiences in outdoor recreation with others through mobile technologies.</i>	41%	35%	50%	33%
<i>I use mobile technologies when I participate in outdoor activities.</i>	40%	41%	46%	31%
<i>Mobile technologies improve/add to my experiences in outdoor activities.</i>	39%	38%	51%	30%
<i>I use mobile technologies to search for information about outdoor recreation activities/sites before/while/after outdoor activity.</i>	39%	34%	52%	33%
<i>Mobile technologies take away from my enjoyment of outdoor activities.</i>	33%	26%	36%	32%
<i>I use mobile phones with GPS features/maps/location-aware apps when participating in outdoor activities.</i>	26%	21%	34%	16%



A DETAILED LOOK

The following pages include full participation data for activities surveyed in the *2011 Outdoor Recreation Participation Report*. Data is broken out for outdoor activities by the age groups: youth (ages 6 to 17), young adults (ages 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 in 2010.

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.	2009 in 000's	% of Pop.	2010 in 000's	% of Pop.
Adventure Racing	203	0.4%	104	0.2%	125	0.3%	147	0.3%	183	0.4%
Backpacking	2,435	4.8%	1,786	3.6%	2,067	4.2%	1,849	3.7%	2,228	4.4%
Bicycling (BMX)	1,344	2.7%	935	1.9%	1,045	2.1%	726	1.5%	1,165	2.3%
Bicycling (Mountain/Non-Paved Surface)	2,369	4.7%	1,775	3.5%	2,083	4.2%	1,793	3.6%	1,927	3.8%
Bicycling (Road/Paved Surface, Mountain/ Non-Paved Surface, BMX)	17,463	34.8%	15,550	30.9%	14,716	29.6%	14,652	29.3%	13,657	27.1%
Bicycling (Road/Paved Surface)	17,401	34.7%	14,336	28.5%	13,325	26.8%	13,652	27.3%	12,442	24.7%
Birdwatching (More Than 1/4 Mile of Home/Vehicle)	1,756	3.5%	1,194	2.4%	1,320	2.7%	1,473	2.9%	1,619	3.2%
Boardsailing/Windsurfing	225	0.4%	228	0.5%	236	0.5%	200	0.4%	221	0.4%
Camping (Within 1/4 Mile of Vehicle/Home)	12,702	25.3%	9,627	19.1%	9,012	18.1%	9,252	18.5%	8,779	17.4%
Camping (Car, Backyard, or RV)	14,662	29.2%	11,730	23.3%	10,887	21.9%	11,443	22.9%	10,933	21.7%
Camping (Recreational Vehicle)	5,993	11.9%	4,284	8.5%	3,783	7.6%	4,045	8.1%	3,810	7.6%
Canoeing	3,515	7.0%	2,564	5.1%	2,497	5.0%	2,416	4.8%	2,811	5.6%
Climbing (Sport/Indoor/Boulder)	2,583	5.1%	1,585	3.2%	1,379	2.8%	1,446	2.9%	1,583	3.1%
Climbing (Traditional/Ice/Mountaineering)	470	0.9%	510	1.0%	441	0.9%	282	0.6%	354	0.7%
Fishing (Fly, Freshwater/Other or Saltwater)	15,406	30.7%	12,394	24.7%	11,282	22.7%	11,240	22.5%	10,254	20.4%
Fishing (Fly)	1,440	2.9%	711	1.4%	734	1.5%	880	1.8%	834	1.7%
Fishing (Freshwater/Other)	14,399	28.7%	10,932	21.7%	9,912	20.0%	9,987	20.0%	8,984	17.8%
Fishing (Saltwater)	2,859	5.7%	2,579	5.1%	2,257	4.5%	2,028	4.1%	1,816	3.6%
Hiking	7,138	14.2%	5,800	11.5%	6,078	12.2%	6,128	12.3%	5,976	11.9%
Hunting (All)	3,832	7.6%	2,088	4.2%	2,138	4.3%	2,225	4.4%	2,236	4.4%
Kayaking (Recreational)	1,189	2.4%	1,056	2.1%	1,227	2.5%	1,199	2.4%	1,152	2.3%
Kayaking (Sea/Touring)	124	0.2%	241	0.5%	178	0.4%	164	0.3%	358	0.7%
Kayaking (Whitewater)	244	0.5%	197	0.4%	165	0.3%	312	0.6%	256	0.5%
Rafting	1,100	2.2%	993	2.0%	869	1.8%	1,064	2.1%	966	1.9%
Running (Running/Jogging or Trail Running)	13,164	26.2%	11,223	22.3%	9,552	19.2%	10,048	20.1%	11,360	22.6%
Running/Jogging	12,640	25.2%	11,102	22.1%	9,377	18.9%	9,999	20.0%	11,176	22.2%
Sailing	651	1.3%	526	1.0%	603	1.2%	664	1.3%	580	1.2%
Scuba Diving	225	0.4%	278	0.6%	323	0.6%	277	0.6%	306	0.6%
Skateboarding	8,745	17.4%	5,783	11.5%	5,469	11.0%	4,968	9.9%	4,377	8.7%
Skiing (Alpine/Downhill)	n/a	n/a	2,236	4.4%	2,417	4.9%	2,350	4.7%	2,442	4.9%
Skiing (Cross-Country)	n/a	n/a	568	1.1%	628	1.3%	661	1.3%	739	1.5%
Snorkeling	1,671	3.3%	1,610	3.2%	1,700	3.4%	1,315	2.6%	1,211	2.4%
Snowboarding	n/a	n/a	2,396	4.8%	2,267	4.6%	2,370	4.7%	2,561	5.1%
Snowshoeing	n/a	n/a	400	0.8%	474	1.0%	599	1.2%	615	1.2%
Stand Up Paddling	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	242	0.5%
Surfing	451	0.9%	465	0.9%	520	1.0%	589	1.2%	547	1.1%
Telemarking (Downhill)	n/a	n/a	172	0.3%	234	0.5%	217	0.4%	286	0.6%
Trail Running	1,161	2.3%	657	1.3%	618	1.2%	501	1.0%	676	1.3%
Triathlon (Non-Traditional/Off Road)	58	0.1%	90	0.2%	80	0.2%	155	0.3%	93	0.2%
Triathlon (Traditional/Road)	65	0.1%	113	0.2%	240	0.5%	136	0.3%	328	0.7%
Wakeboarding	1,520	3.0%	1,437	2.9%	1,084	2.2%	1,096	2.2%	1,089	2.2%
Wildlife Viewing (More Than 1/4 Mile of Home/Vehicle)	4,519	9.0%	2,967	5.9%	3,213	6.5%	2,775	5.5%	3,035	6.0%

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.	2009 in 000's	% of Pop.	2010 in 000's	% of Pop.
Adventure Racing	123	0.4%	227	0.8%	224	0.8%	217	0.8%	252	0.9%
Backpacking	1,026	3.6%	1,262	4.4%	1,132	4.0%	1,358	4.7%	1,296	4.5%
Bicycling (BMX)	308	1.1%	401	1.4%	305	1.1%	266	0.9%	311	1.1%
Bicycling (Mountain/Non-Paved Surface)	970	3.4%	1,019	3.6%	776	2.7%	781	2.7%	955	3.3%
Bicycling (Road/Paved Surface, Mountain/ Non-Paved Surface, BMX)	2,778	9.8%	3,882	13.7%	3,687	13.0%	3,935	13.7%	4,106	14.2%
Bicycling (Road/Paved Surface)	2,673	9.5%	3,335	11.7%	3,297	11.6%	3,594	12.6%	3,818	13.2%
Birdwatching (More Than 1/4 Mile of Home/Vehicle)	533	1.9%	670	2.4%	793	2.8%	676	2.4%	669	2.3%
Boardsailing/Windsurfing	296	1.0%	269	0.9%	341	1.2%	228	0.8%	385	1.3%
Camping (Within 1/4 Mile of Vehicle/Home)	4,281	15.1%	3,862	13.6%	3,739	13.2%	4,004	14.0%	3,463	12.0%
Camping (Car, Backyard, or RV)	4,312	15.3%	4,606	16.2%	4,483	15.8%	4,724	16.5%	4,020	13.9%
Camping (Recreational Vehicle)	1,336	4.7%	1,589	5.6%	1,558	5.5%	1,444	5.0%	1,228	4.3%
Canoeing	1,090	3.9%	1,521	5.4%	1,295	4.6%	1,154	4.0%	1,474	5.1%
Climbing (Sport/Indoor/Boulder)	993	3.5%	1,054	3.7%	1,002	3.5%	769	2.7%	989	3.4%
Climbing (Traditional/Ice/Mountaineering)	406	1.4%	510	1.8%	387	1.4%	381	1.3%	431	1.5%
Fishing (Fly, Freshwater/Other or Saltwater)	4,473	15.8%	4,809	16.9%	4,382	15.4%	4,337	15.2%	4,287	14.9%
Fishing (Fly)	789	2.8%	695	2.4%	718	2.5%	454	1.6%	643	2.2%
Fishing (Freshwater/Other)	4,068	14.4%	4,069	14.3%	3,549	12.5%	3,757	13.1%	3,683	12.8%
Fishing (Saltwater)	1,224	4.3%	1,410	5.0%	1,302	4.6%	1,017	3.6%	1,074	3.7%
Hiking	3,895	13.8%	3,465	12.2%	3,399	12.0%	3,392	11.9%	3,741	13.0%
Hunting (All)	1,791	6.3%	1,707	6.0%	1,522	5.4%	2,025	17.1%	1,686	5.8%
Kayaking (Recreational)	532	1.9%	795	2.8%	889	3.1%	790	2.8%	988	3.4%
Kayaking (Sea/Touring)	251	0.9%	241	0.8%	345	1.2%	221	0.8%	227	0.8%
Kayaking (Whitewater)	215	0.8%	223	0.8%	259	0.9%	217	0.8%	342	1.2%
Rafting	551	1.9%	789	2.8%	775	2.7%	668	2.3%	674	2.3%
Running (Running/Jogging or Trail Running)	7,744	27.4%	8,583	30.2%	8,061	28.4%	8,554	29.9%	9,033	31.3%
Running/Jogging	7,572	26.8%	8,441	29.7%	7,944	27.9%	8,404	29.4%	8,898	30.9%
Sailing	214	0.8%	455	1.6%	595	2.1%	416	1.5%	337	1.2%
Scuba Diving	623	2.2%	523	1.8%	570	2.0%	294	1.0%	384	1.3%
Skateboarding	970	3.4%	1,377	4.8%	1,011	3.6%	958	3.3%	999	3.5%
Skiing (Alpine/Downhill)	n/a	n/a	1,826	6.4%	1,522	5.4%	1,431	5.0%	1,707	5.9%
Skiing (Cross-Country)	n/a	n/a	452	1.6%	496	1.7%	457	1.6%	586	2.0%
Snorkeling	1,251	4.4%	1,168	4.1%	1,144	4.0%	969	3.4%	1,251	4.3%
Snowboarding	n/a	n/a	1,896	6.7%	2,006	7.1%	2,049	7.2%	1,874	6.5%
Snowshoeing	n/a	n/a	429	1.5%	358	1.3%	383	1.3%	477	1.7%
Stand Up Paddling	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	171	0.6%
Surfing	749	2.7%	663	2.3%	590	2.1%	450	1.6%	607	2.1%
Telemarking (Downhill)	n/a	n/a	310	1.1%	295	1.0%	269	0.9%	310	1.1%
Trail Running	1,018	3.6%	796	2.8%	939	3.3%	1,003	3.5%	969	3.4%
Triathlon (Non-Traditional/Off Road)	52	0.2%	113	0.4%	198	0.7%	128	0.4%	185	0.6%
Triathlon (Traditional/Road)	70	0.2%	173	0.6%	266	0.9%	254	0.9%	216	0.7%
Wakeboarding	597	2.1%	1,040	3.7%	809	2.8%	794	2.8%	798	2.8%
Wildlife Viewing (More Than 1/4 Mile of Home/Vehicle)	1,460	5.2%	1,587	5.6%	1,859	6.5%	1,501	5.2%	1,351	4.7%

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.	2009 in 000's	% of Pop.	2010 in 000's	% of Pop.
Adventure Racing	725	0.3%	698	0.3%	920	0.3%	1,089	0.4%	1,339	0.5%
Backpacking	7,067	2.6%	6,637	2.4%	7,867	2.8%	7,647	2.7%	8,349	2.9%
Bicycling (BMX)	1,655	0.6%	1,887	0.7%	1,904	0.7%	1,811	0.6%	2,369	0.8%
Bicycling (Mountain/Non-Paved Surface)	6,751	2.5%	6,892	2.5%	7,592	2.7%	7,142	2.5%	7,161	2.5%
Bicycling (Road/Paved Surface, Mountain/ Non-Paved Surface, BMX)	39,688	14.5%	42,126	15.2%	41,548	14.9%	43,264	15.4%	42,347	14.9%
Bicycling (Road/Paved Surface)	38,457	14.0%	38,940	14.1%	38,114	13.6%	40,140	14.3%	39,320	13.9%
Birdwatching (More Than 1/4 Mile of Home/Vehicle)	11,070	4.0%	13,476	4.9%	14,399	5.2%	13,294	4.7%	13,339	4.7%
Boardsailing/Windsurfing	938	0.3%	1,118	0.4%	1,307	0.5%	1,128	0.4%	1,617	0.6%
Camping (Within 1/4 Mile of Vehicle/Home)	35,618	13.0%	31,375	11.3%	33,686	12.0%	34,338	12.2%	30,996	10.9%
Camping (Car, Backyard, or RV)	43,123	15.7%	39,836	14.4%	42,396	15.2%	44,034	15.6%	42,301	14.9%
Camping (Recreational Vehicle)	16,946	6.2%	16,168	5.8%	16,517	5.9%	17,436	6.2%	15,865	5.6%
Canoeing	9,154	3.3%	9,797	3.5%	9,935	3.6%	10,058	3.6%	10,553	3.7%
Climbing (Sport/Indoor/Boulder)	4,728	1.7%	4,514	1.6%	4,769	1.7%	4,313	1.5%	4,770	1.7%
Climbing (Traditional/Ice/Mountaineering)	1,586	0.6%	2,084	0.8%	2,288	0.8%	1,835	0.7%	2,198	0.8%
Fishing (Fly, Freshwater/Other or Saltwater)	49,696	18.1%	51,836	18.7%	48,206	17.2%	47,973	17.0%	45,394	16.0%
Fishing (Fly)	6,071	2.2%	5,756	2.1%	5,941	2.1%	5,568	2.0%	5,478	1.9%
Fishing (Freshwater/Other)	43,100	15.7%	43,859	15.8%	40,331	14.4%	40,961	14.5%	38,860	13.7%
Fishing (Saltwater)	12,466	4.5%	14,437	5.2%	13,804	4.9%	12,303	4.4%	11,809	4.2%
Hiking	29,863	10.9%	29,965	10.8%	32,511	11.6%	32,572	11.6%	32,496	11.5%
Hunting (All)	15,097	5.5%	14,138	5.1%	13,980	5.0%	15,273	5.4%	14,007	4.9%
Kayaking (Recreational)	4,134	1.5%	5,070	1.8%	6,240	2.2%	6,212	2.2%	6,465	2.3%
Kayaking (Sea/Touring)	1,136	0.4%	1,485	0.5%	1,780	0.6%	1,771	0.6%	2,144	0.8%
Kayaking (Whitewater)	828	0.3%	1,207	0.4%	1,242	0.4%	1,369	0.5%	1,842	0.6%
Rafting	3,609	1.3%	4,616	1.7%	4,651	1.7%	4,318	1.5%	4,460	1.6%
Running (Running/Jogging or Trail Running)	38,719	14.1%	41,957	15.2%	42,103	15.1%	44,732	15.9%	50,159	17.7%
Running/Jogging	38,559	14.1%	41,064	14.8%	41,130	14.7%	43,892	15.6%	49,408	17.4%
Sailing	3,390	1.2%	4,056	1.5%	4,226	1.5%	4,342	1.5%	3,869	1.4%
Scuba Diving	2,965	1.1%	2,965	1.1%	3,216	1.2%	2,723	1.0%	3,153	1.1%
Skateboarding	10,130	3.7%	8,429	3.0%	7,807	2.8%	7,352	2.6%	6,808	2.4%
Skiing (Alpine/Downhill)	n/a	n/a	10,362	3.7%	10,346	3.7%	10,919	3.9%	11,504	4.1%
Skiing (Cross-Country)	n/a	n/a	3,530	1.3%	3,848	1.4%	4,157	1.5%	4,530	1.6%
Snorkeling	8,395	3.1%	10,294	3.7%	10,296	3.7%	9,358	3.3%	9,305	3.3%
Snowboarding	n/a	n/a	6,841	2.5%	7,159	2.6%	7,421	2.6%	8,196	2.9%
Snowshoeing	n/a	n/a	2,400	0.9%	2,922	1.0%	3,431	1.2%	3,823	1.3%
Stand Up Paddling	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	1,050	0.4%
Surfing	2,170	0.8%	2,206	0.8%	2,607	0.9%	2,403	0.9%	2,767	1.0%
Telemarking (Downhill)	n/a	n/a	1,173	0.4%	1,435	0.5%	1,482	0.5%	1,821	0.6%
Trail Running	4,558	1.7%	4,216	1.5%	4,857	1.7%	4,833	1.7%	5,136	1.8%
Triathlon (Non-Traditional/Off Road)	281	0.1%	483	0.2%	602	0.2%	666	0.2%	929	0.3%
Triathlon (Traditional/Road)	640	0.2%	798	0.3%	1,087	0.4%	1,208	0.4%	1,978	0.7%
Wakeboarding	3,046	1.1%	4,083	1.5%	3,544	1.3%	3,577	1.3%	3,645	1.3%
Wildlife Viewing (More Than 1/4 Mile of Home/Vehicle)	20,294	7.4%	22,974	8.3%	24,113	8.6%	21,291	7.6%	21,025	7.4%

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.	2009 in 000's	% of Pop.	2010 in 000's	% of Pop.
Indoor Fitness Activities										
Abdominal Machine/Device	23,656	8.6%	20,426	7.4%	19,917	7.1%	19,465	6.9%	18,491	6.5%
Aerobics (High-Impact)	10,934	4.0%	11,287	4.1%	12,272	4.4%	13,269	4.7%	15,864	5.6%
Aerobics (Low-Impact)	21,952	8.0%	22,397	8.1%	24,168	8.6%	25,685	9.1%	27,177	9.6%
Aerobics (Step)	8,676	3.2%	8,528	3.1%	10,318	3.7%	10,784	3.8%	11,283	4.0%
Aquatic Exercise	9,528	3.5%	9,757	3.5%	9,267	3.3%	8,662	3.1%	9,231	3.3%
Calisthenics	7,120	2.6%	7,562	2.7%	7,943	2.8%	9,106	3.2%	9,088	3.2%
Cardio Kickboxing	4,952	1.8%	4,812	1.7%	4,997	1.8%	6,002	2.1%	6,571	2.3%
Cross-Country Ski Machine	4,168	1.5%	3,696	1.3%	3,490	1.2%	3,097	1.1%	3,084	1.1%
Elliptical Motion Trainer	24,548	9.0%	23,586	8.5%	25,284	9.0%	26,521	9.4%	28,117	9.9%
Free Weights (Barbells)	28,887	10.5%	25,499	9.2%	26,142	9.4%	27,048	9.6%	27,339	9.6%
Free Weights (Dumbbells)	35,462	12.9%	32,371	11.7%	34,391	12.3%	35,744	12.7%	37,388	13.2%
Free Weights (Hand Weights)	46,627	17.0%	43,821	15.8%	42,997	15.4%	45,934	16.3%	45,922	16.2%
Home Gym Exercise	26,687	9.7%	25,823	9.3%	24,514	8.8%	24,762	8.8%	24,581	8.7%
Other Exercise to Music	21,749	7.9%	22,294	8.1%	21,893	7.8%	22,045	7.8%	22,960	8.1%
Pilates Training	10,925	4.0%	9,192	3.3%	8,886	3.2%	8,653	3.1%	8,154	2.9%
Rowing Machine	9,500	3.5%	8,782	3.2%	9,021	3.2%	9,174	3.3%	9,763	3.4%
Stair Climbing Machine	14,978	5.5%	13,521	4.9%	14,204	5.1%	13,101	4.7%	13,436	4.7%
Stationary Cycling (Recumbent)	11,694	4.3%	10,818	3.9%	11,389	4.1%	11,208	4.0%	11,709	4.1%
Stationary Cycling (Group)	6,610	2.4%	6,314	2.3%	6,693	2.4%	6,831	2.4%	8,876	3.1%
Stationary Cycling (Upright)	26,954	9.8%	24,531	8.9%	25,304	9.1%	24,528	8.7%	24,627	8.7%
Stretching	32,858	12.0%	36,181	13.1%	36,288	13.0%	36,310	12.9%	35,129	12.4%
Swimming (Fitness/Competition)	18,220	6.6%	18,368	6.6%	19,041	6.8%	17,443	6.2%	17,145	6.0%
Tai Chi	n/a	n/a	n/a	n/a	3,424	1.2%	3,205	1.1%	3,180	1.1%
Treadmill	52,161	19.0%	50,073	18.1%	49,371	17.7%	51,418	18.3%	53,131	18.7%
Walking for Fitness	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	114,068	40.2%
Weight/Resistance Machines	43,651	15.9%	39,290	14.2%	38,397	13.7%	39,752	14.1%	38,618	13.6%
Yoga	n/a	n/a	n/a	n/a	17,758	6.4%	20,109	7.1%	21,886	7.7%

Team Sports										
Baseball	14,586	5.3%	16,058	5.8%	15,020	5.4%	13,837	4.9%	14,558	5.1%
Basketball	23,680	8.6%	25,961	9.4%	26,254	9.4%	24,007	8.5%	26,304	9.3%
Cheerleading	2,931	1.1%	3,279	1.2%	3,104	1.1%	3,036	1.1%	3,232	1.1%
Field Hockey	774	0.3%	1,127	0.4%	1,118	0.4%	1,066	0.4%	1,298	0.5%
Football (Flag)	n/a	n/a	n/a	n/a	7,310	2.6%	6,553	2.3%	6,767	2.4%
Football (Tackle)	8,404	3.1%	7,939	2.9%	7,692	2.8%	6,794	2.4%	6,905	2.4%
Football (Touch)	12,344	4.5%	12,988	4.7%	10,493	3.8%	8,959	3.2%	8,367	2.9%
Ice Hockey	1,717	0.6%	1,840	0.7%	1,902	0.7%	2,134	0.8%	2,145	0.8%
Lacrosse	871	0.3%	1,058	0.4%	1,127	0.4%	1,197	0.4%	1,648	0.6%

	2006 in 000's	% of Pop.	2007 in 000's	% of Pop.	2008 in 000's	% of Pop.	2009 in 000's	% of Pop.	2010 in 000's	% of Pop.
Rugby	514	0.2%	617	0.2%	690	0.2%	750	0.3%	1,130	0.4%
Soccer (Indoor)	4,701	1.7%	4,237	1.5%	4,737	1.7%	4,913	1.7%	4,927	1.7%
Soccer (Outdoor)	13,598	5.0%	13,708	5.0%	14,223	5.1%	13,691	4.9%	14,075	5.0%
Softball (Fast Pitch)	1,759	0.6%	2,345	0.8%	2,316	0.8%	2,636	0.9%	2,389	0.8%
Softball (Slow Pitch)	9,518	3.5%	9,485	3.4%	9,835	3.5%	8,525	3.0%	8,429	3.0%
Track and Field	4,031	1.5%	4,691	1.7%	4,516	1.6%	4,443	1.6%	4,322	1.5%
Volleyball (Beach)	3,315	1.2%	3,878	1.4%	4,171	1.5%	4,476	1.6%	5,028	1.8%
Volleyball (Court)	6,132	2.2%	6,986	2.5%	8,190	2.9%	7,283	2.6%	7,346	2.6%
Volleyball (Grass)	4,372	1.6%	4,940	1.8%	5,086	1.8%	4,853	1.7%	4,574	1.6%

Other Activities										
Archery	7,215	2.6%	5,950	2.1%	6,409	2.3%	6,326	2.2%	6,319	2.2%
Badminton	5,981	2.2%	7,057	2.5%	7,239	2.6%	7,699	2.7%	7,590	2.7%
Billiards/Pool	47,953	17.5%	51,089	18.5%	49,018	17.5%	43,005	15.3%	39,385	13.9%
Bowling	54,421	19.9%	60,184	21.7%	58,650	21.0%	57,293	20.3%	55,877	19.7%
Boxing	2,040	0.7%	2,279	0.8%	2,358	0.8%	2,932	1.0%	n/a	n/a
Boxing (for Competition)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	855	0.3%
Boxing (for Fitness)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	4,788	1.7%
Cardio Tennis	n/a	n/a	n/a	n/a	830	0.3%	1,177	0.4%	1,503	0.5%
Darts	22,974	8.4%	24,709	8.9%	23,451	8.4%	20,022	7.1%	18,118	6.4%
Golf (9/18-Hole Course)	29,816	10.9%	29,525	10.7%	27,608	9.9%	27,103	9.6%	26,122	9.2%
Gymnastics	3,630	1.3%	4,066	1.5%	3,883	1.4%	4,021	1.4%	4,815	1.7%
Horseback Riding	11,384	4.2%	12,098	4.4%	10,816	3.9%	9,755	3.5%	9,809	3.5%
Ice Skating	9,653	3.5%	11,430	4.1%	10,999	3.9%	10,929	3.9%	12,024	4.2%
Jet Skiing	6,918	2.5%	8,055	2.9%	7,815	2.8%	7,724	2.7%	7,753	2.7%
Martial Arts	5,998	2.2%	6,865	2.5%	6,770	2.4%	6,516	2.3%	n/a	n/a
Martial Arts (for Competition)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	910	0.3%
Martial Arts (for Fitness)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	1,745	0.6%
Paintball	4,547	1.7%	5,476	2.0%	4,857	1.7%	4,552	1.6%	3,655	1.3%
Racquetball	3,559	1.3%	4,229	1.5%	4,993	1.8%	4,575	1.6%	4,630	1.6%
Roller Hockey	1,383	0.5%	1,847	0.7%	1,562	0.6%	1,397	0.5%	1,350	0.5%
Roller Skating (2x2 Wheels)	7,553	2.8%	8,921	3.2%	7,855	2.8%	8,147	2.9%	8,126	2.9%
Roller Skating (Inline Wheels)	12,314	4.5%	10,814	3.9%	9,608	3.4%	8,276	2.9%	7,980	2.8%
Scooter Riding (Non-Motorized)	7,653	2.8%	6,782	2.5%	6,394	2.3%	5,064	1.8%	4,861	1.7%
Shooting (Sport/Clays)	4,062	1.5%	4,115	1.5%	4,282	1.5%	4,182	1.5%	4,399	1.6%
Shooting (Trap/Skeet)	3,013	1.1%	3,376	1.2%	3,669	1.3%	3,368	1.2%	3,610	1.3%
Snowmobiling	n/a	n/a	4,811	1.7%	4,660	1.7%	4,798	1.7%	5,116	1.8%
Squash	503	0.2%	612	0.2%	706	0.3%	885	0.3%	1,177	0.4%
Table Tennis	15,091	5.5%	15,955	5.8%	17,201	6.2%	19,301	6.9%	19,446	6.9%
Target Shooting (Handgun)	9,995	3.6%	11,736	4.2%	13,365	4.8%	12,473	4.4%	12,497	4.4%
Target Shooting (Rifle)	11,803	4.3%	12,436	4.5%	13,102	4.7%	12,730	4.5%	12,544	4.4%
Tennis	14,563	5.3%	16,940	6.1%	18,558	6.6%	18,534	6.6%	18,903	6.7%
Ultimate Frisbee	3,698	1.3%	4,038	1.5%	4,879	1.7%	4,392	1.6%	4,749	1.7%
Walking for Fitness	101,229	36.9%	108,740	39.3%	111,668	39.9%	110,095	39.1%	114,068	40.2%
Water Skiing	5,273	1.9%	5,918	2.1%	5,593	2.0%	4,862	1.7%	4,836	1.7%
Wrestling	2,914	1.1%	3,313	1.2%	3,358	1.2%	2,982	1.1%	2,089	0.7%

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 preceding tables, 2007 participation represents participation in the 2006/2007 winter season, 2008 participation represents participation in the 2007/2008 winter season, 2009 participation represents participation in the 2008/2009 winter season and 2010 participation represents participation in the 2009/2010 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, stand up paddling, 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 (group), stationary cycling (recumbent bike), treadmill exercise, stair-climbing machine exercise, elliptical motion trainer, and cross-country ski machine exercise.

Method

During January 2011 and early February 2011 a total of 38,742 online interviews were carried out with a nationwide sample of individuals and households from the US Online Panel operated by Synovate. A total of 15,086 individual and 23,656 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 under responding 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 283,743,000 people aged 6 and above. The 2011 participation survey sample size of 38,742 completed interviews provides a high degree of statistical accuracy. All surveys are subject to some level of standard error—that is, the degree to which the results might differ from those obtained by a complete census of every person in the US. A sport with a participation rate of five percent has a confidence interval of plus or minus 0.21 percentage points at the 95 percent confidence level. This translates to plus or minus four percent of participants.

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.

Unless otherwise noted, the data in this report was collected during the latest 2011 participation survey, which focused on American participation in the 2010 calendar year. 2006, 2007, 2008 and 2009 data noted in the report was collected in previous surveys.

Charts in this report may not always add up to 100 percent exactly. This is a result of rounding errors and the errors do not persist in the unrounded data.

Youth Interviews

All interviews of children under 13 were carried out following the guidelines set out in the Children’s Online Privacy Protection Act of 1998 (COPPA). No children were contacted directly. The panel is a balanced sample of households with children in each age group, but contact is always made through designated adult panelists. The adult panelist receives the survey invitation on behalf of a specified child, age 6 to 12, and they are asked to complete the survey together. Respondents ages 13 to 17 are contacted in a manner similar to respondents ages 6 to 12, but they are asked to complete the survey themselves.

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We would like to thank the generous donors of The Outdoor Foundation for their support of our work to connect youth with the outdoors for healthier children, healthier communities and healthier businesses. Please visit The Outdoor Foundation online for a complete list of our donors.

We would also like to thank the members of The Outdoor Foundation Board of Directors:

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About The Outdoor Foundation

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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