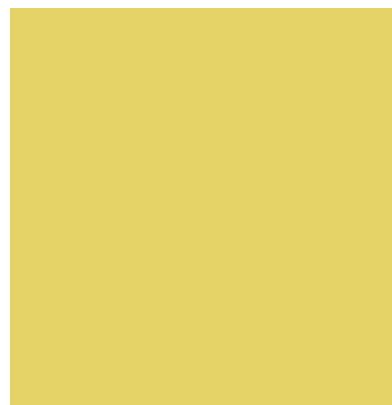


Outdoor Recreation

Participation Report 2012





2012 Outdoor Recreation Participation Report

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www.outdoorfoundation.org

Outdoor Participation on the Move

Paddling on a placid lake. Snowshoeing across a snow-covered meadow. Snorkeling through a world of color. These outdoor activities, and many others, allow Americans to appreciate their incredible natural inheritance, maintain their physical and mental well-being and make time for loved ones.

In 2011, outdoor recreation reached the highest participation level in the past five years. Nearly half of the U.S. population enjoyed various forms of outdoor recreation. That equates to a total of 141.1 million Americans, millions more participants than 2010.

Perhaps most significant, participation rates rose among America's youngest generations. Thanks to nationwide efforts to reconnect youth to the outdoors, more children, adolescents and young adults got up and got outdoors in 2011.

Although this is positive news, there is more work to be done. America's inactivity crisis and obesity epidemic needs to be reversed by reenergizing and reinspiring *all* young people to leave their sedentary habits for a healthy outdoor lifestyle.



An outdoor lifestyle must be reinforced as not just an American value, but also a family value. Research dictates that building the critical connection to nature at an early age is vital to the enjoyment of the outdoors later in life. And, youth report spending time with family and friends as a top reason why they enjoy the outdoors. So, to engage youth, entire families and whole communities must emphasize the importance of the outdoors as a lifestyle choice in order to foster a generation of passionate outdoor enthusiasts and committed stewards.

The findings in the 2012 *Outdoor Recreation Participation Report* helps the outdoor community, legislators and non-profit organizations better engage young people and their families in America's great outdoors. Indeed, for the sixth year in a row, The Outdoor Foundation® has produced the *Outdoor Recreation Participation Report* to provide a deeper understanding of American participation in outdoor activities with a focus on youth, diversity and the future of the outdoors. With a better understanding of the state of outdoor participation, we can all work together to stop America's growing inactivity crisis and repair the disconnect between children and the outdoors.

Key Findings

- Nearly 50 percent of Americans ages six and older participated in outdoor recreation in 2011. That equates to a total of 141.1 million Americans.
- Outdoor recreation reached the highest participation level in five years. Outdoor recreation added three million participants in 2011 — a significant improvement over the past few years when participation either dropped or remained stagnant.
- In 2011, outdoor participants made 11.5 billion outings — that is 1.4 billion more outings than 2010.
- Freestyle skiing participation grew 59 percent over the past three years.
- Almost 60 percent of stand up paddling participants tried the activity for the first time in 2011.
- Almost half of all outdoor enthusiasts participate in outdoor activities at least once per week.
- Participants in gateway activities are more likely to enjoy multiple outdoor activities, rather than just one. In fact, 87 percent of hikers participate in one or more other outdoor activities.
- For the first time since 2006, participation in outdoor recreation among young boys reversed its downward trend and added participants. The participation rate among female teenagers also grew, reaching the highest rate recorded in this report.
- Although participation rates among youth ages six to 17 are up, average annual outings are down from 98 outings per participant in 2010 to 81 outings in 2011.
- Youth who do not participate in outdoor activities say they are not interested in the outdoors. For young adults, lack of time is a bigger barrier than lack of interest.
- Introducing outdoor recreation and physical activities early in life has a lasting effect. Among adults who are current outdoor participants, 82 percent report having a physical education class between the ages of six and 12. Forty-five percent of adult outdoor participants took part in outdoor activities from ages six to 12.
- As seen in previous reports, participation in outdoor activities is significantly higher among Caucasians than any other ethnicity and lowest among African Americans.
- Although Hispanic Americans have one of the lowest overall outdoor participation rates, those who do participate go outside the most often.

OUTDOOR

PARTICIPATION

OUTDOOR PARTICIPATION

50% of Americans In 2011, nearly 50 percent of all Americans participated in outdoor recreation, a slightly higher rate than 2010.



Running, jogging and trail running are the most popular outdoor activities with almost 51 million participants and a participation rate of 18 percent.



66 percent of outdoor participants are married.

Less than Once a Week 52 percent of outdoor participants get outside less than once per week, while 29 percent of participants get out two times per week or more.

25+ Years

66 percent of outdoor participants are ages 25 and up.



79 percent of outdoor participants are either employed full-time or part-time or are students. Only four percent are unemployed.



45 percent of outdoor participants live in households with incomes of \$75,000 or more.



In 2011, outdoor participants made 1.4 billion more outings than were made in 2010.

Caucasians 78 percent of American outdoor participants identify themselves as Caucasian.

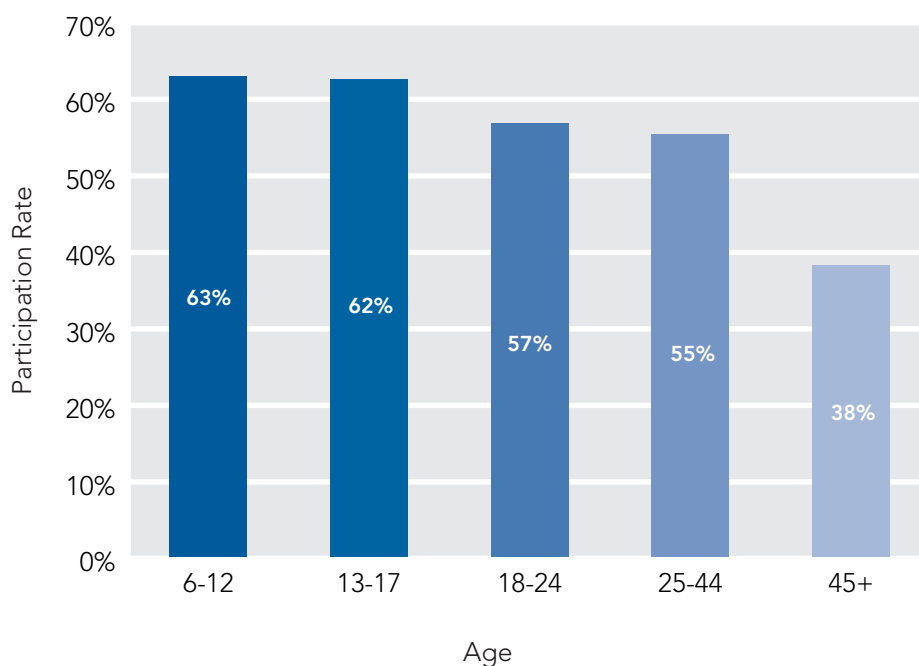
2011 Participation in Outdoor Recreation

In 2011, nearly half of all Americans got up and got outside. In total, there were 141.1 million outdoor participants, or 49.4 percent of the population. From adventure racing to scuba diving to mountain biking, outdoor participants made an impressive 11.5 billion outings — that is 1.4 billion more outings than 2010.

As seen in previous years, participation in outdoor activities declines steadily as people age. While Americans ages six to 12 have the highest participation rate at 63 percent, those ages 45 and older have the lowest at 38 percent. This trend in participation demonstrates the importance of introducing young people to outdoor recreation to inspire a lifelong connection to the outdoors.

Participation in Outdoor Activities

All Americans, Ages 6 and Older

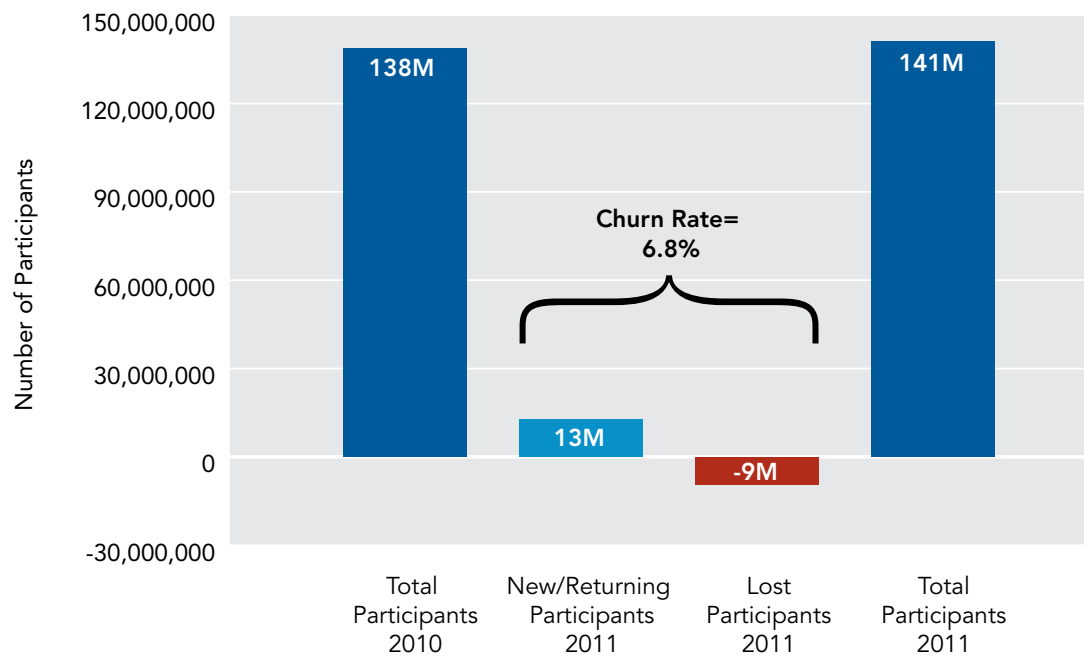


Note: A participant in outdoor recreation is defined as an individual who took part in one or more of 42 outdoor activities at least once during 2011. Measured outdoor activities include adventure racing, backpacking, bicycling (BMX), bicycling (mountain/non-paved surface), bicycling (road/paved surface), 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.

The Leaky Bucket

Outdoor Participants, Ages 6 and Older

The “Leaky Bucket” analysis shows that outdoor activities gained more participants than they lost in 2011. While nine million participants stopped engaging in outdoor activities, 13 million former participants or new participants started. This equates to a gain of three million participants and a relatively low churn rate of 6.8 percent.

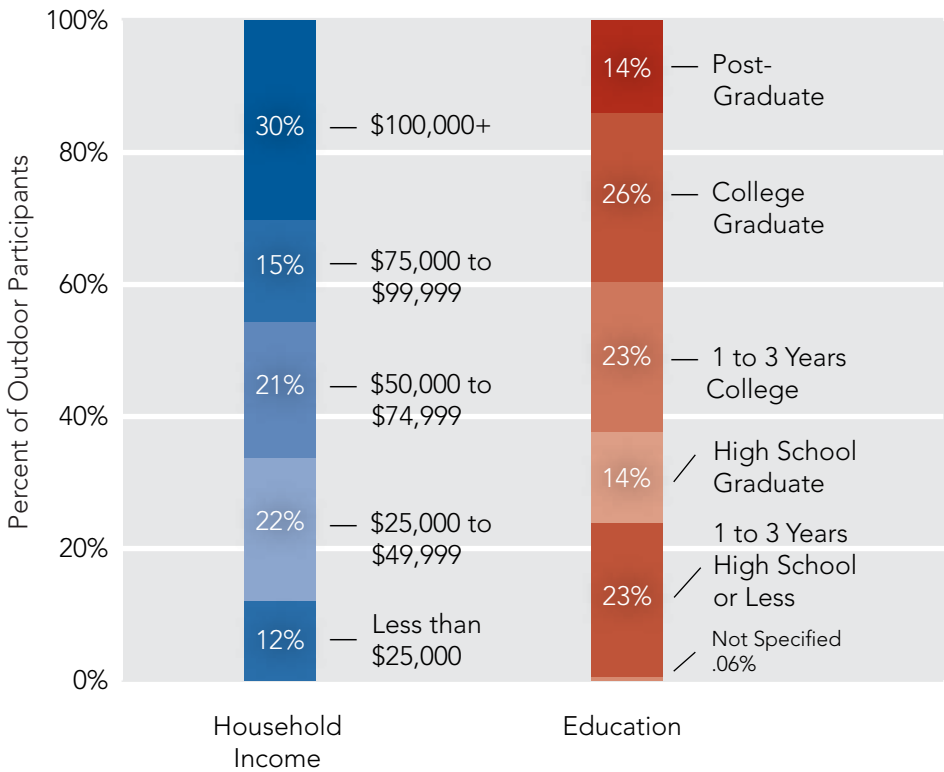
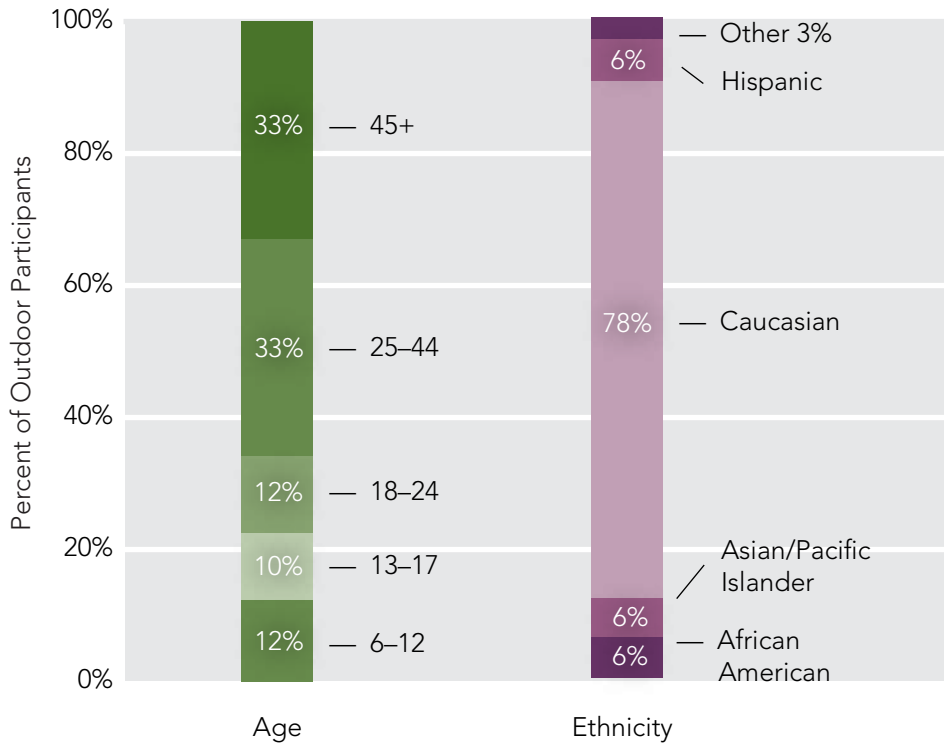


A Snapshot of Outdoor Enthusiasts

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

Participation in Outdoor Activities by Demographic

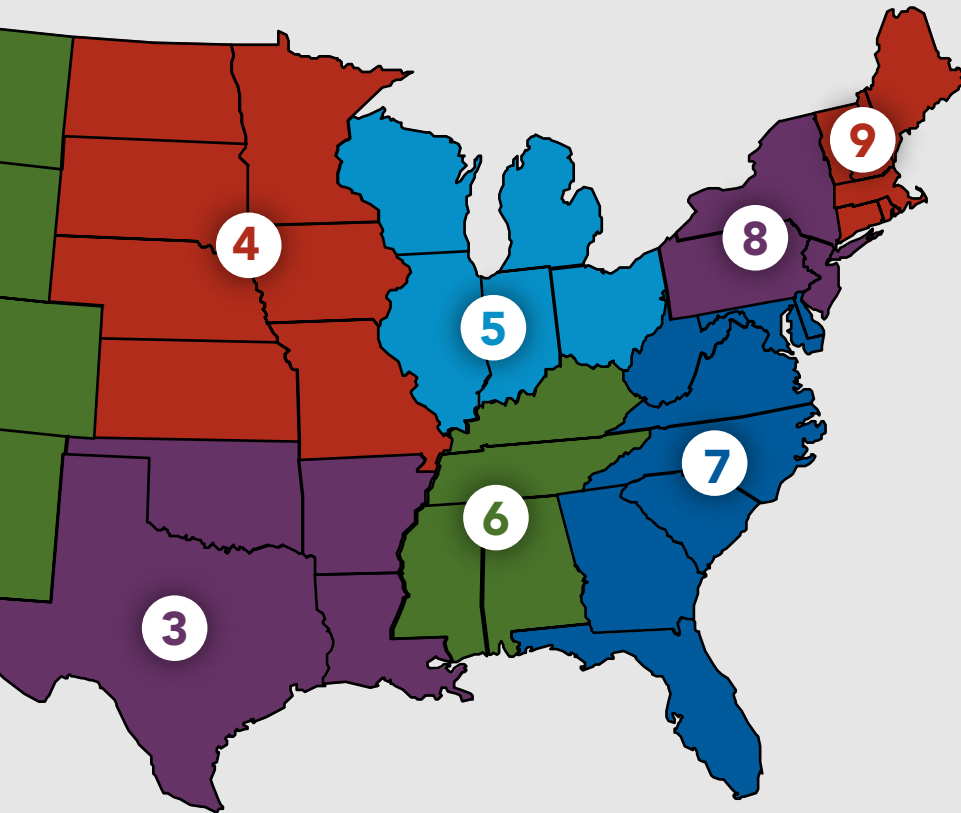
All Americans, Ages 6 and Older



- 1. Pacific**
Participation Rate: 51%
Percent of US Participants: 16%
- 2. Mountain**
Participation Rate: 61%
Percent of US Participants: 9%

Participation in Outdoor Activities by Census Region

All Americans, Ages 6 and Older



3. West South Central

Participation Rate: 47%
Percent of US Participants: 11%

4. West North Central

Participation Rate: 54%
Percent of US Participants: 7%

5. East North Central

Participation Rate: 52%
Percent of US Participants: 16%

6. East South Central

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

7. South Atlantic

Participation Rate: 46%
Percent of US Participants: 18%

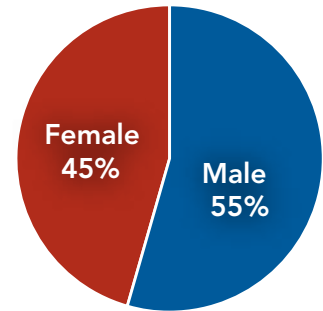
8. Middle Atlantic

Participation Rate: 45%
Percent of US Participants: 12%

9. New England

Participation Rate: 49%
Percent of US Participants: 5%

Participation in Outdoor Activities by Gender

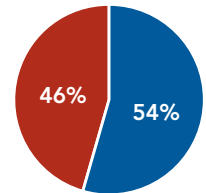


Ages 6+

141.1 Million Participants

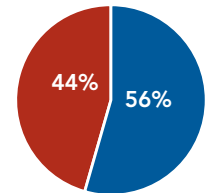
Ages 6–12

17.5 Million
Participants



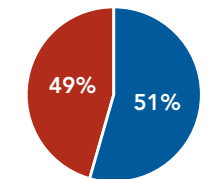
Ages 13–17

14.2 Million
Participants



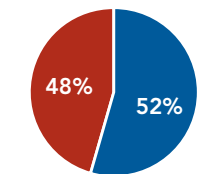
Ages 18–24

16.5 Million
Participants



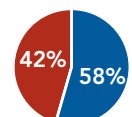
Ages 25–44

46.4 Million
Participants



Ages 45+

46.5 Million
Participants

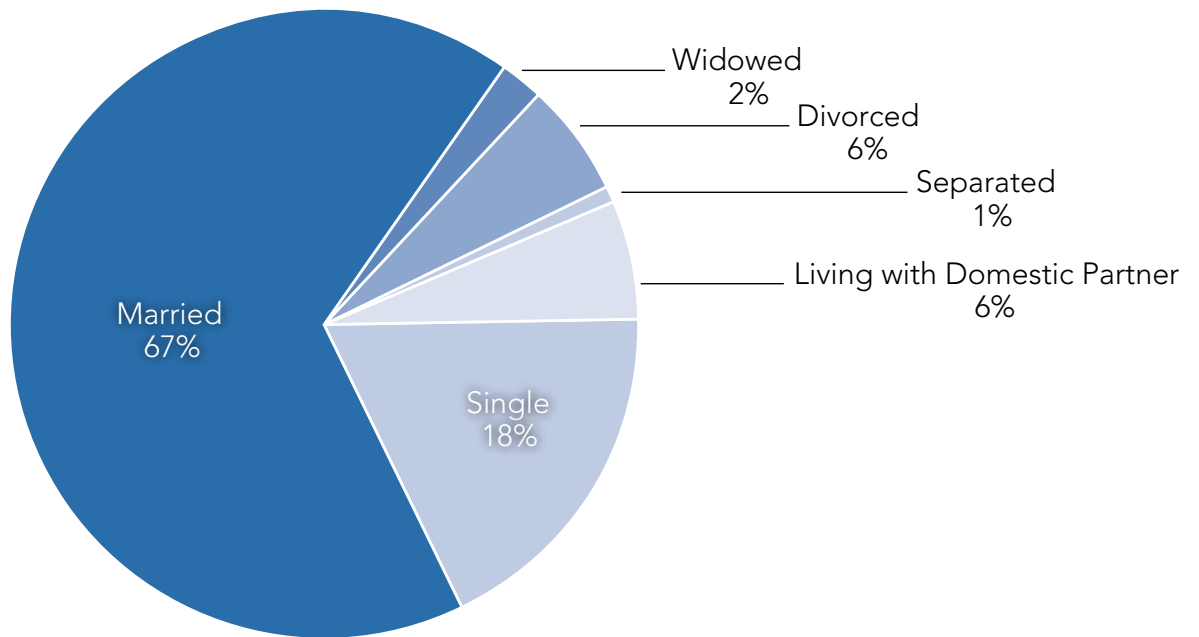


It's a Family Affair

Research on family life suggests that outdoor activities are family-friendly. Among outdoor participants, 73 percent are married or living with a domestic partner. Only 18 percent identify themselves as being single.

Marital Status in Outdoor Participants

Outdoor Participants, Ages 18 and Older



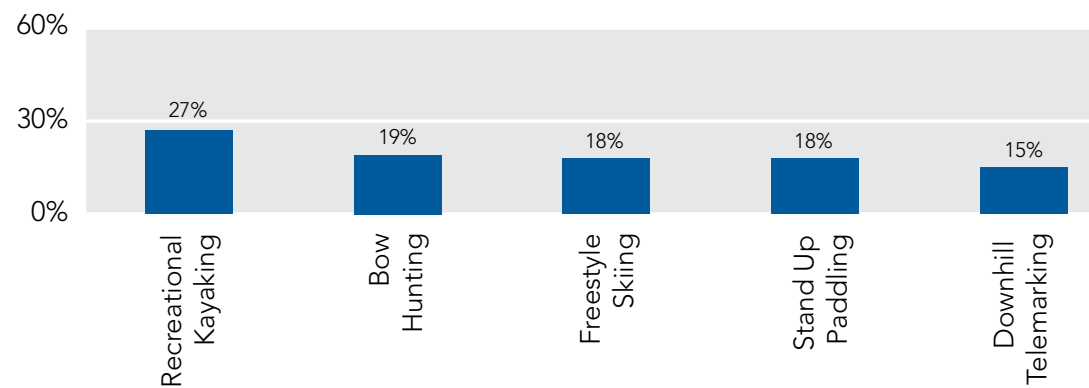
Trends in Outdoor Participation

Many outdoor activities grew substantially in the past few years. In the last year, participation in recreational kayaking grew by 27 percent. When looking at growth over the last three years, freestyle skiing tops the list with 59 percent growth.

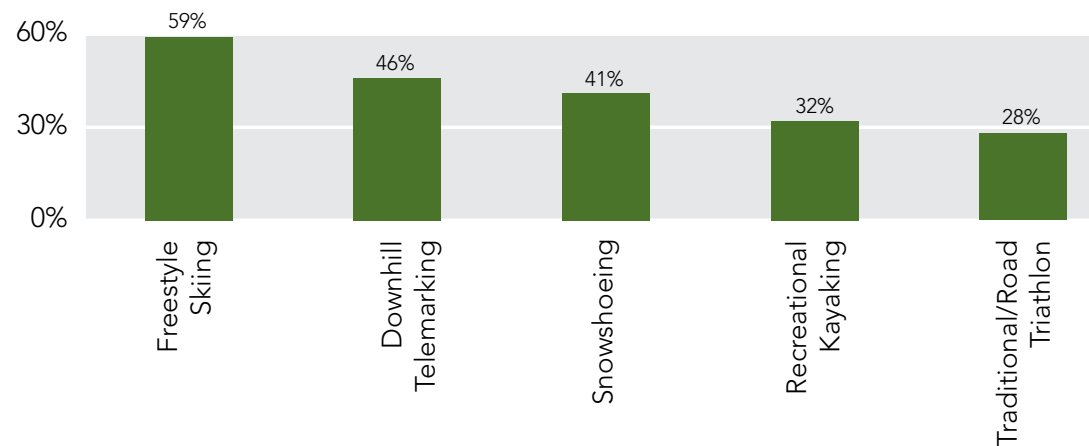
Top Five Biggest Percentage Increases in Outdoor Activities

Outdoor Participants, Ages 6 and Older

Over the Past Year



Over the Past Three Years



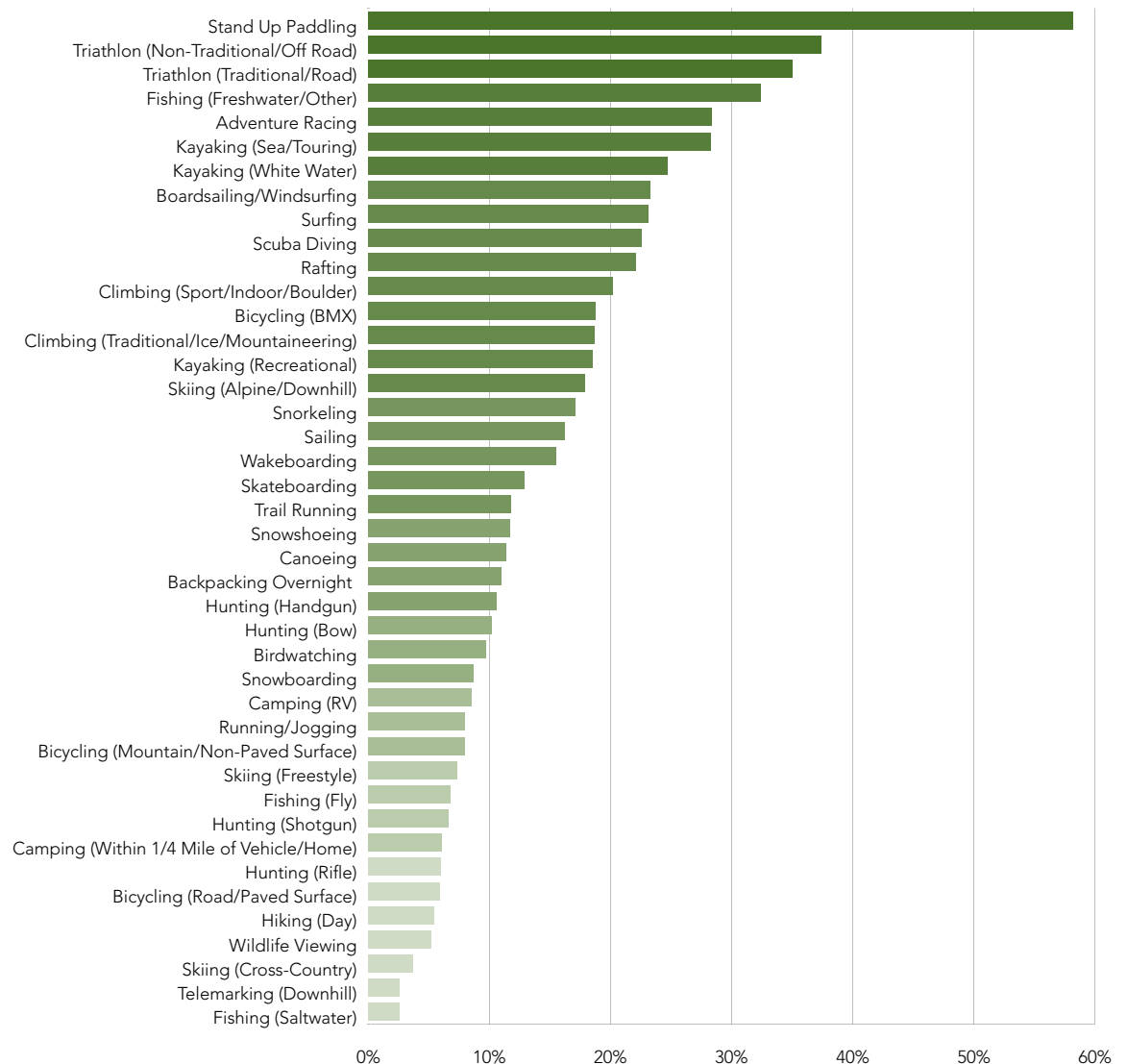
First-Time Participants

The percentage of new participants taking part in an outdoor activity can be a strong indicator of growth. Activities with the highest percentages of first-time participants in 2011 include stand up paddling, traditional and non-traditional triathlons, freshwater fishing and adventure racing.

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 2011

All Americans, Ages 6 and Older



Median Age of First-Time Participants

Outdoor Participants, Ages 6 and Older

Teenage and young adult participants are most likely to try a new outdoor activity — setting out on a first triathlon, picking up a surf board for the first time or getting scuba certified. Of these popular first-time activities, sailing tends to have the oldest participants with a median age of 31. Skateboarding has the youngest with a median age of 11.

The most popular activity among first-time participants, stand up paddling, has a median participant age of 30. Non-traditional and traditional triathlons, second and third most popular activities among first-time participants, respectively, also attract young adult participants. Non-traditional triathlons welcomed new participants with a median age of 27 and traditional triathlons welcomed those with a median age of 30.

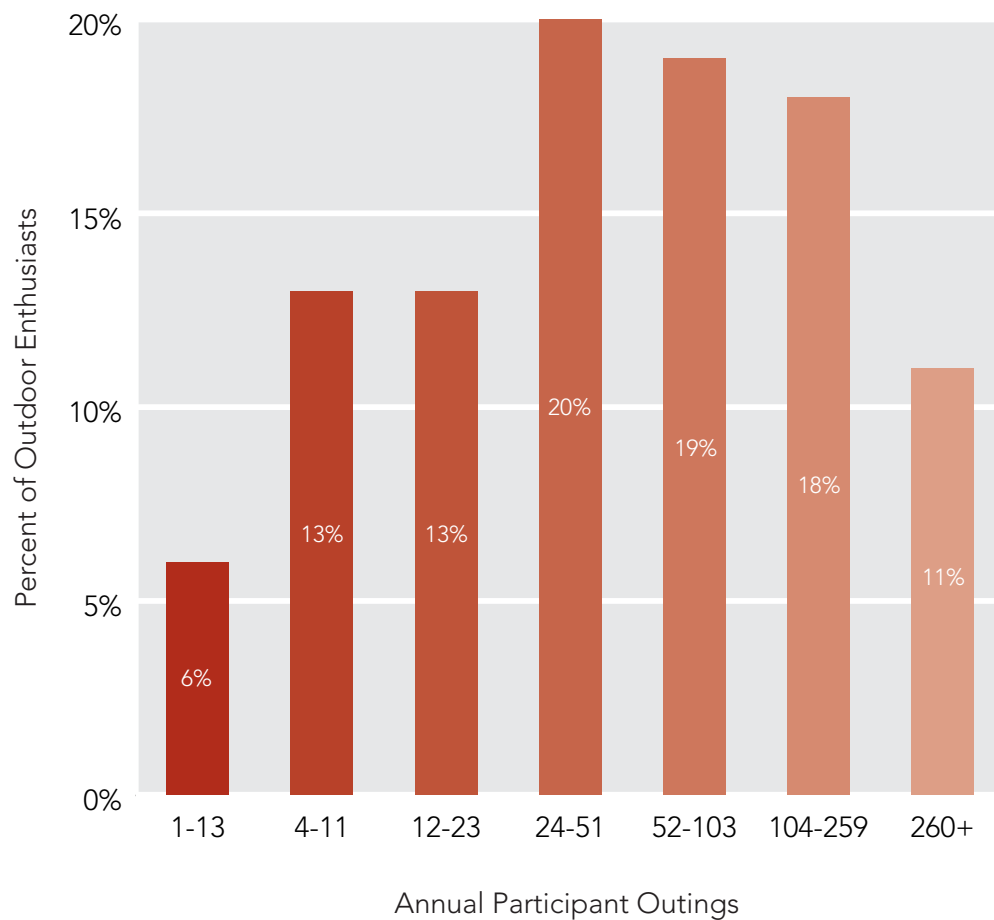
| | % of First-Time Participants | Median Age |
|---|---------------------------------|------------|
| Stand Up Paddling | 58% | 30 |
| Triathlon (Non-Traditional/Off Road) | 37% | 27 |
| Triathlon (Traditional/Road) | 35% | 30 |
| Fishing (Freshwater/Other) | 32% | 17 |
| Adventure Racing | 28% | 29 |
| Kayaking (Sea/Touring) | 28% | 26 |
| Kayaking (White Water) | 25% | 27 |
| Boardsailing/Windsurfing | 23% | 32 |
| Surfing | 23% | 24 |
| Scuba Diving | 23% | 28 |
| Rafting | 22% | 29 |
| Climbing (Sport/Indoor/Boulder) | 20% | 19 |
| Bicycling (BMX) | 19% | 22 |
| Climbing (Traditional/Ice/Mountaineering) | 19% | 19 |
| Kayaking (Recreational) | 19% | 28 |
| Skiing (Alpine/Downhill) | 18% | 15 |
| Snorkeling | 17% | 24 |
| Sailing | 16% | 31 |
| Wakeboarding | 16% | 23 |
| Skateboarding | 13% | 11 |

Annual Outings

About half of outdoor participants go outside less than once per week, while the other half enjoy the outdoors once per week or more. Fifty-two percent of outdoor participants say that they enjoy outdoor activities between one and 51 times per year, or less than once per week. On the other hand, 48 percent are more active in outdoor activities, participating 52 times and up, or at least once per week. Of those very active outdoor participants, 29 percent participate two times per week or more.

Annual Outings per Outdoor Enthusiast

All Americans, Ages 6 and Older



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, 51.5 million participants

2. Freshwater, Saltwater and Fly Fishing

16% of Americans Ages 6 and Older, 46.2 million participants

3. Road Biking, Mountain Biking and BMX

15% of Americans Ages 6 and Older, 43.0 million participants

4. Car, Backyard and RV Camping

15% of Americans Ages 6 and Older, 42.5 million participants

5. Hiking

12% of Americans Ages 6 and Older, 34.5 million participants

Americans' Favorite Outdoor Activities by Frequency of Participation

All Americans, Ages 6 and Older

1. Running, Jogging and Trail Running

85 average outings per runner / 4.4 billion total outings

2. Road Biking, Mountain Biking and BMX

56 average outings per cyclist / 2.4 billion total outings

3. Birdwatching

39 average outings per birder / 994 million total outings

3. Freshwater, Saltwater and Fly Fishing

18 average outings per fisher / 839 million total outings

5. Hiking

16 average outings per hiker / 538 million total outings

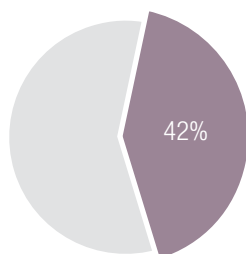
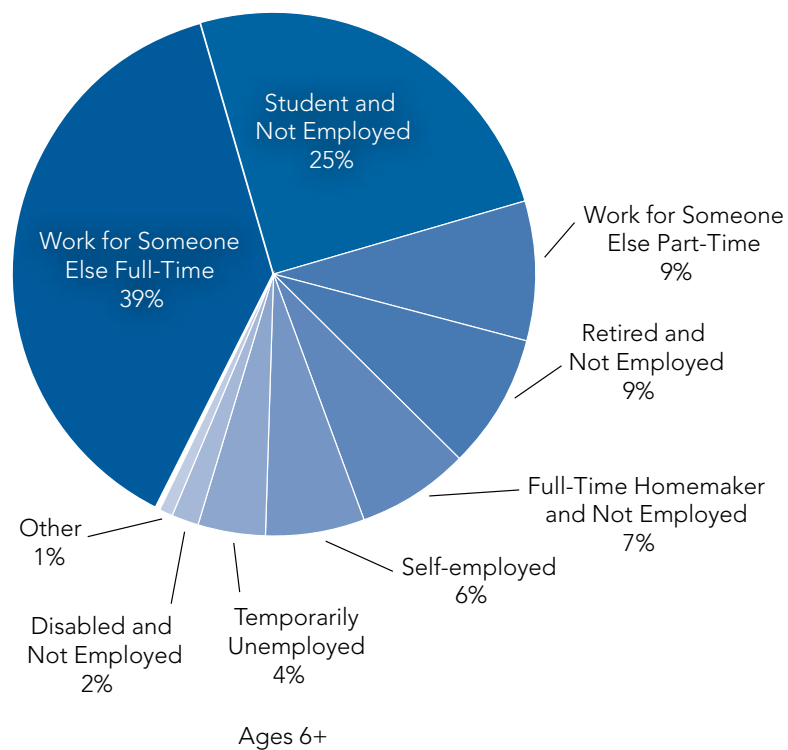
Note: Similar outdoor activities have been grouped.

Outdoor Participation and the Economy

Research confirms that employment status and the overall state of the economy affect people's decisions to participate in outdoor activities. More than half of outdoor participants are employed, and only four percent are temporarily unemployed. In addition to employment, the overall state of the economy influences outdoor participation with 42 percent of outdoor enthusiasts saying the economy impacts how often they get outside.

The fallout from the economic downturn still affects Americans. Forty percent of outdoor participants and 39 percent of non-participants report that they are cutting back on non-essentials. Few outdoor participants and non-participants report that they spent more on outdoor goods and services from 2010 to 2011 and few plan to increase spending in 2012.

Outdoor Participation by Employment Status Americans, Ages 6 and Older



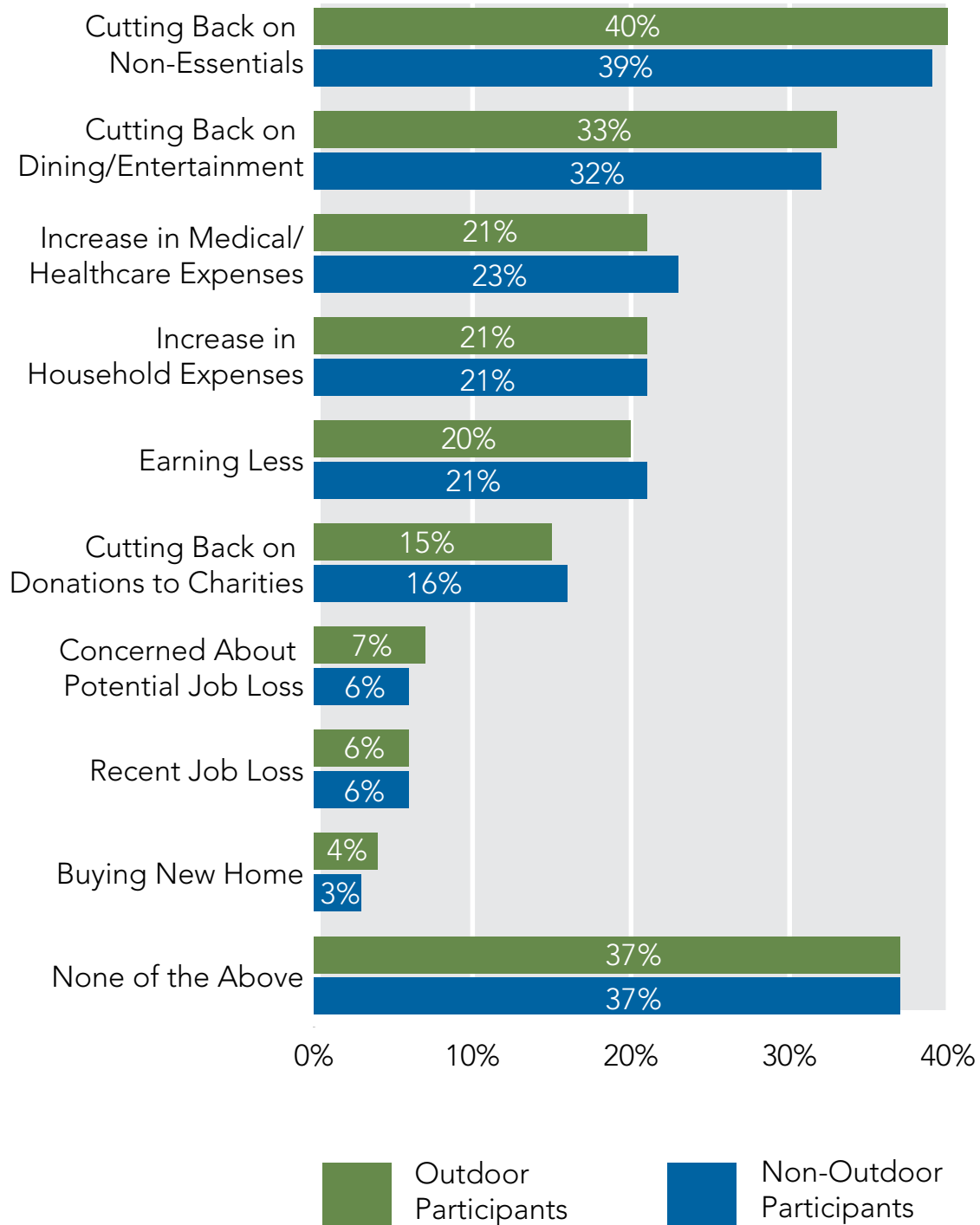
The Economy and Participation

42% of outdoor participants say the economy impacts how often they participate in outdoor activities.

Based on 2009 data.

Current Economic Status

Americans, Ages 6 and Older



Spending in 2011, Compared to Spending in 2010

Americans, Ages 6 and Older

| | More | Same | Less | No Spending |
|---|------|------|------|----------------|
| <i>Sports/Recreation Footwear</i> | 12% | 43% | 9% | 36% |
| <i>Sports/Recreation Clothing</i> | 11% | 41% | 9% | 39% |
| <i>Outdoor Recreation Activities</i> | 10% | 43% | 9% | 39% |
| <i>Sports/Recreation Equipment</i> | 10% | 35% | 10% | 46% |
| <i>Travel to Take Part in Sports and Recreation</i> | 8% | 26% | 8% | 58% |
| <i>Sports Outside of School</i> | 7% | 21% | 6% | 66% |
| <i>Gym Membership/Fees</i> | 7% | 20% | 6% | 67% |
| <i>Lessons/Instruction/ Sports Camp</i> | 6% | 14% | 5% | 75% |

Planned Spending for 2012, Compared to Spending in 2011

Americans, Ages 6 and Older

| | More | Same | Less | No Spending |
|---|------|------|------|----------------|
| <i>Outdoor Recreation Activities</i> | 12% | 42% | 5% | 41% |
| <i>Sports/Recreation Footwear</i> | 11% | 46% | 9% | 34% |
| <i>Sports/Recreation Clothing</i> | 11% | 44% | 9% | 36% |
| <i>Sports/Recreation Equipment</i> | 9% | 38% | 10% | 43% |
| <i>Travel to Take Part in Sports and Recreation</i> | 9% | 27% | 6% | 59% |
| <i>Sports Outside of School</i> | 7% | 22% | 4% | 66% |
| <i>Gym Membership/Fees</i> | 7% | 23% | 4% | 66% |
| <i>Lessons/Instruction/ Sports Camp</i> | 7% | 17% | 4% | 73% |



Participation in Activities by Age

Participation in team sports, outdoor recreation and indoor fitness activities vary as individuals age and their lives are shaped by their environment and life experience. Gender also plays a role in determining behaviors and participation trends.

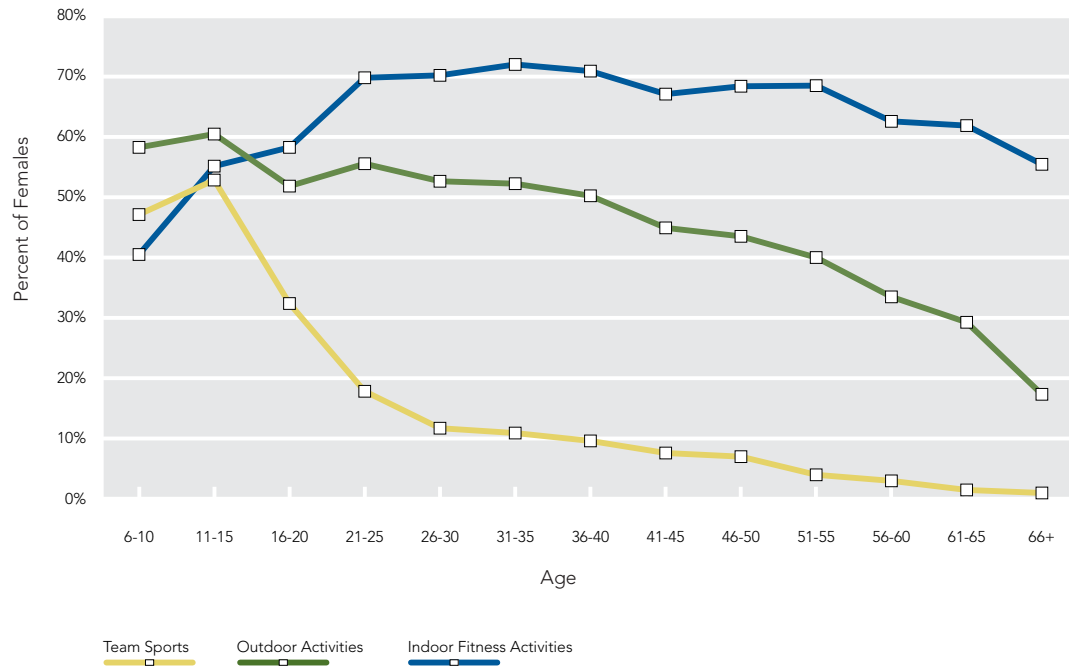
Outdoor activities are popular among children, but participation drops during adolescence and young adulthood. Outdoor participation among females ages 21 to 25 increases slightly and then continually slides as females age. A similar participation bump occurs later among males. Participation increases among males ages 31 to 35 and then also gradually dwindles.

Although indoor fitness is initially less popular than outdoor activities, this participation surpasses outdoor participation when women reach ages 16 to 20. Indoor fitness maintains popularity throughout life, only declining slightly as women age. Men, on the other hand, prefer outdoor activities until they reach the age of 36 and older.

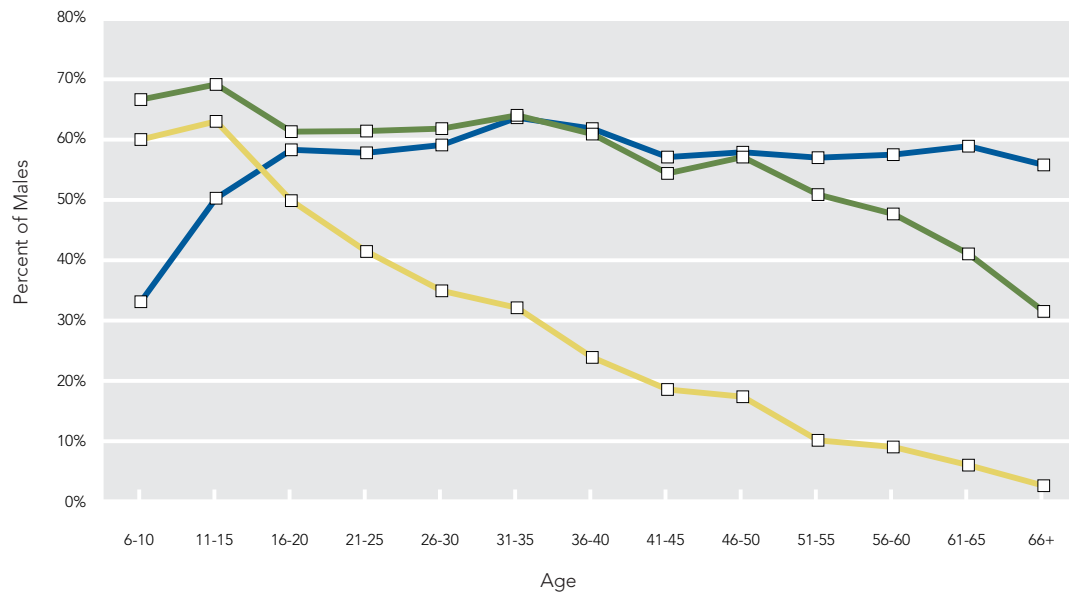
Team sports are the second most popular activity during childhood for both men and women, but that popularity declines sharply during adolescence and continues to fall throughout the rest of life.



Participation by Age, Females Ages 6 and Older



Participation by Age, Males Ages 6 and Older



ACTIVE

SYSTEMS

ACTIVE LIFESTYLES



46.2 million people participate

in fishing, making it one of the most popular "gateway activities," which are accessible activities that often lead to other outdoor participation.



Outdoor participants think of

themselves as fit. Participants rate their fitness level at 6.4 on a scale of one to ten.



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



Walking for fitness is the most popular crossover activity

out of indoor fitness, team sports and other activities. 51 percent of outdoor participants enjoy walking to stay fit.



Outdoor participants perceive themselves

as being healthy. Participants rate their health level at 7.6 on a scale of one to ten.



Most Americans are motivated to participate in outdoor activities

because getting outside is a good way of getting exercise. 68 percent of outdoor participants report that they get outside to get exercise.

A Gateway to a Healthy, Active Lifestyle

For many outdoor participants, interest in the great outdoors begins by picking up a first fishing pole, lacing up a new pair of running shoes or learning how to pitch a tent. These simple actions are often gateways to other kinds of outdoor recreation.

Running, jogging and trail running are the most popular gateway activities, followed by fishing and biking.

Participation in the Gateway Activities

All Americans, Ages 6 and Older

| | 2006 Participants | 2007 Participants | 2008 Participants | 2009 Participants | 2010 Participants | 2011 Participants |
|---------------------------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| Running/Jogging and Trail Running | 38,719,000 | 41,957,000 | 42,103,000 | 44,732,000 | 50,970,000 | 51,495,000 |
| Freshwater, Saltwater and Fly Fishing | 49,696,000 | 51,836,000 | 48,206,000 | 48,046,000 | 45,394,000 | 46,178,000 |
| Road Biking, Mountain Biking and BMX | 39,688,000 | 42,126,000 | 41,548,000 | 43,264,000 | 42,347,000 | 42,970,000 |
| Car, Backyard, and RV Camping | 43,123,000 | 39,836,000 | 42,396,000 | 44,034,000 | 39,909,000 | 42,548,000 |
| Hiking | 29,863,000 | 29,965,000 | 32,511,000 | 32,572,000 | 32,495,000 | 34,492,000 |

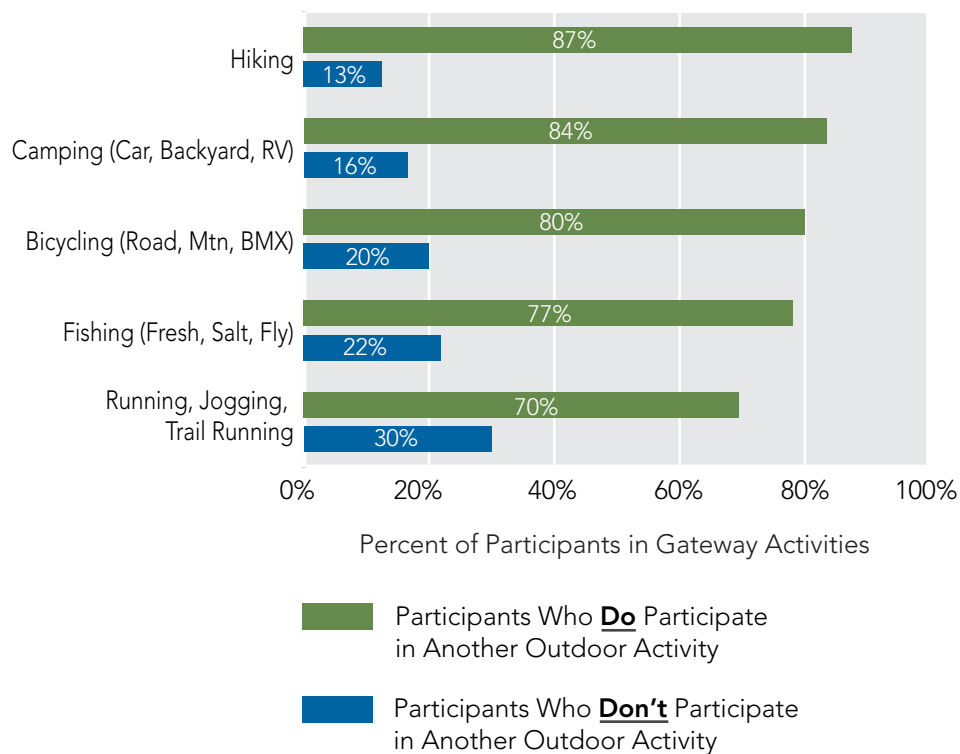


Participants in Gateway Activities Are Active in Multiple Outdoor Activities

Gateway activities, those activities that are affordable and accessible, have a contagious effect. In fact, 87 percent of hikers participate in one or more other outdoor activities. That is followed by camping participants at 84 percent and fishing participants at 78 percent.

Contagious Effect of Gateway Activities

All Americans, Ages 6 and Older



Fitness and Health Perceptions

All Americans, Ages 6 and Older

6.4 Outdoor participants rate their fitness level at 6.4 on a one to 10-point scale.

7.6 Outdoor participants rate their health level at 7.6 on a one to 10-point scale.

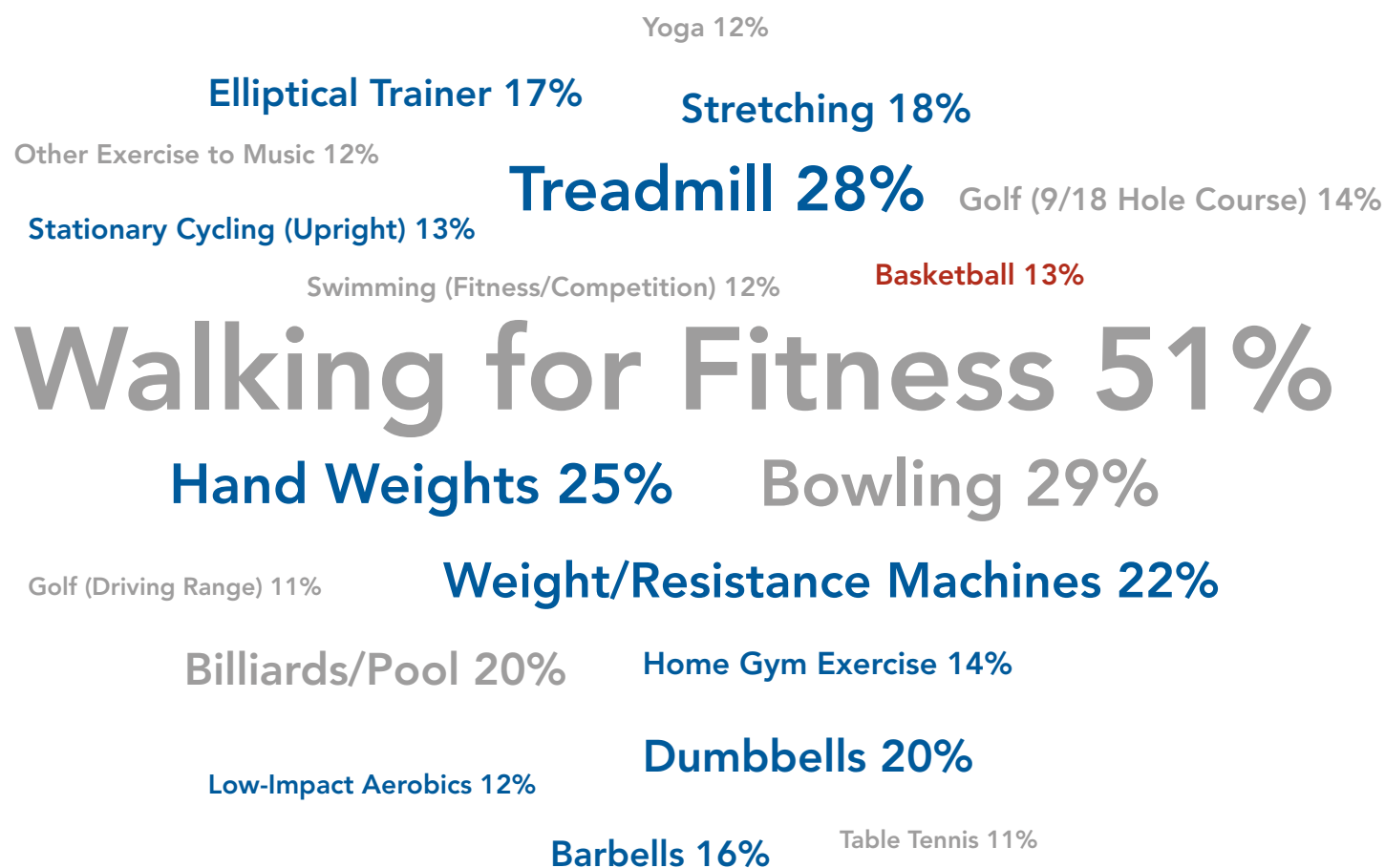
Crossover Participation

What are the top indoor fitness, team and other activities enjoyed by outdoor participants?

● Indoor Fitness

● Team

● Other



Note: Data includes top 20 most popular crossover activities.



What Motivates Americans to Get Outside

Most Americans participate in outdoor activities because getting outside is a good way of getting exercise. The second biggest motivator is being with friends and family, reinforcing the fact that outdoor activities are family-friendly.

Do you participate in outdoor activities to...?

Outdoor Participants, Ages 6 and Older

| | Americans 6+ |
|---|--------------|
| <i>Get exercise</i> | 68% |
| <i>Be with family/friends</i> | 59% |
| <i>Get away from the usual demands</i> | 51% |
| <i>Keep physically fit</i> | 48% |
| <i>Be close to nature</i> | 46% |
| <i>Observe the scenic beauty</i> | 45% |
| <i>Experience excitement/adventure</i> | 43% |
| <i>Enjoy the sounds/smells of nature</i> | 43% |
| <i>Be with people who enjoy the same things</i> | 35% |
| <i>Develop my skills/abilities</i> | 34% |
| <i>Gain a sense of accomplishment</i> | 27% |
| <i>Develop a sense of self-confidence</i> | 21% |
| <i>Experience solitude</i> | 21% |
| <i>Be with people who share my values</i> | 17% |
| <i>Because it is cool to do so</i> | 16% |
| <i>Talk to new/varied people</i> | 10% |
| <i>Other reasons</i> | 5% |

Why Americans Don't Participate in Outdoor Activities More Often

Lack of interest is a major reason why Americans don't get outdoors more often. Thirty-seven percent of non-participants say that they are simply not interested in outdoor activities. Too little time is cited as the second biggest reason why people stay indoors with 30 percent of non-participants saying they don't have time to enjoy outdoor recreation.

What keeps you from participating in outdoor activities?

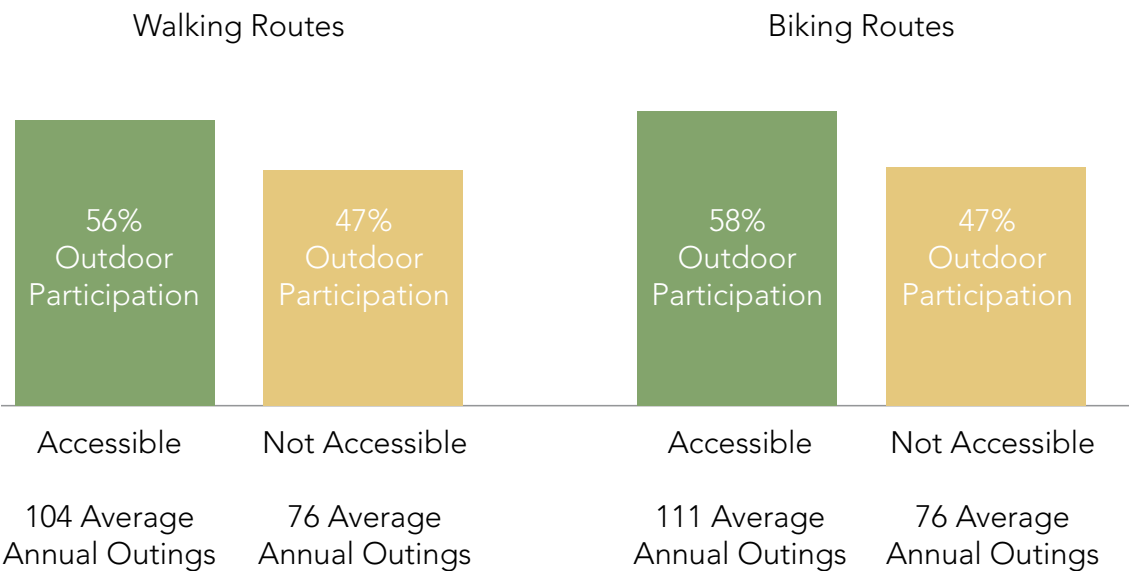
| | Ages 6+ |
|--|---------|
| <i>I am not interested</i> | 37% |
| <i>I do not have the time</i> | 30% |
| <i>I do not have the skills/abilities</i> | 20% |
| <i>Too busy with family responsibilities</i> | 17% |
| <i>It is too expensive</i> | 16% |
| <i>I do not have anyone to participate with</i> | 16% |
| <i>My health is poor</i> | 15% |
| <i>I have a physical-limiting disability</i> | 13% |
| <i>Places for outdoor recreation cost too much</i> | 11% |
| <i>Places for outdoor recreation are too far away</i> | 9% |
| <i>Too busy with other recreation activities</i> | 7% |
| <i>I have no way to get to venues</i> | 4% |
| <i>I do not have enough information</i> | 3% |
| <i>Places for outdoor recreation are too crowded</i> | 3% |
| <i>I am afraid of getting hurt by other people</i> | 2% |
| <i>Places for outdoor recreation are poorly maintained</i> | 2% |
| <i>I have household members with a physical disability</i> | 2% |
| <i>I am afraid of getting hurt by animals</i> | 1% |
| <i>Places for outdoor recreation are over-developed</i> | 1% |
| <i>Venues for outdoor recreation are too polluted</i> | .4% |
| <i>Some other reasons</i> | 12% |

Impact of Walking and Biking Routes on Participation in Outdoor Activities

Accessibility is an important factor in getting Americans outside. People with walking routes near their homes get outdoors at a rate of 56 percent (104 annual outings on average) — a significantly higher rate than 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



Based on 2010 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 — search for outdoor recreation opportunities.

When outdoor participants use technology to search for outdoor information, they are most likely to use a desktop or laptop computer. Sixty-six percent of participants ages 18 to 24 and 62 percent of those ages 25 to 44 use a laptop to search for outdoor information. Participants ages 45 and older are more likely to use a desktop.

There is little difference in the use of information technology by gender. Females are slightly more likely to use laptops, while males are more likely to use desktops.

Which technologies do you use to find information about outdoor recreation? Outdoor Participants, Ages 6 and Older

Use of Information Technology by Age

| | Ages 6–12 | Ages 13–17 | Ages 18–24 | Ages 25–44 | Ages 45+ |
|--------------------|--------------|---------------|---------------|---------------|-------------|
| Desktop Computer | 35% | 38% | 34% | 48% | 51% |
| Laptop Computer | 31% | 48% | 66% | 62% | 43% |
| Other Technologies | 10% | 10% | 5% | 4% | 9% |
| Tablet | 8% | 7% | 8% | 13% | 6% |
| Smartphone | 8% | 20% | 35% | 35% | 12% |
| None | 39% | 23% | 17% | 13% | 23% |

Use of Information Technology by Gender

| | Male | Female |
|--------------------|------|--------|
| Laptop Computer | 50% | 52% |
| Desktop Computer | 46% | 44% |
| Smartphone | 22% | 21% |
| Tablet | 9% | 9% |
| Other Technologies | 7% | 7% |
| None | 21% | 21% |

YOUTH

YOUTH



Youth participation grew by one percentage point in each age group, from 6 to 24.



Biking is the most popular outdoor activity for youth ages 6 to 17.



Participation among females ages 13 to 17 grew by two-percentage points, reaching the highest participation rate for female teenagers recorded in this report.



For the first time since 2006, participation in outdoor recreation among boys ages 6 to 12 reversed its downward trend.



Despite the time commitments of parenting, adults with children in the household participate in outdoor recreation at a higher rate than adults who do not have children.

PE

Of the adults who are current outdoor participants, 82 percent report having physical education classes between the ages of 6 and 12.



In 2011, youth ages 6 to 17 made 2.6 billion annual outdoor outings, a billion more than young adults ages 18 to 24 made.



45 percent of youth ages 13 to 17 say they do not participate in outdoor activities simply because they are not interested in the outdoors.

Better News About Youth Participation

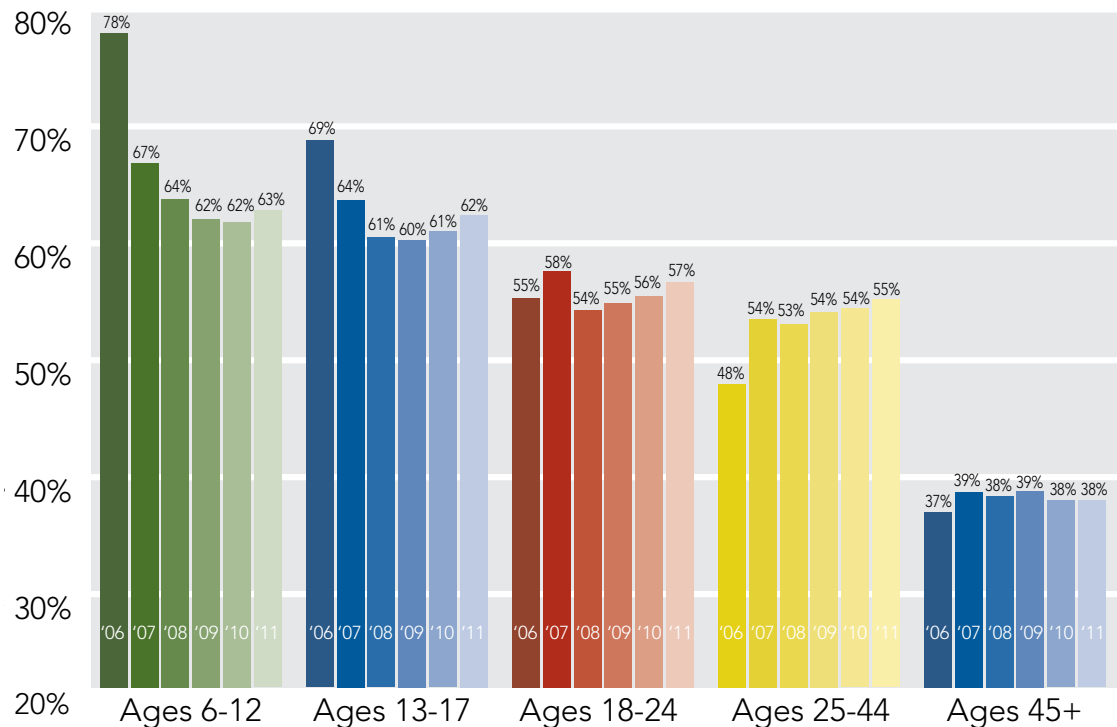
From 2006 to 2008, outdoor participation among America's youngest generations plummeted. Children ages six to 12 experienced the biggest drop in participation, losing 14 percent of their outdoor participants. After stabilizing over the past few years, participation is finally recovering from its significant losses.

Among children ages six to 12 and adolescents ages 13 to 17, participation grew by one percentage point, continuing its upward trend. Participation rates among adults ages 18 to 24 and adults 25 to 44 also grew by one percentage point.

While youth participation is still higher than other age groups, participation among the youngest generation must continue its upward trajectory to ensure that America cultivates a new generation of outdoor enthusiasts.

Participation in Outdoor Recreation 2006 to 2011

All Americans, Ages 6 and Older

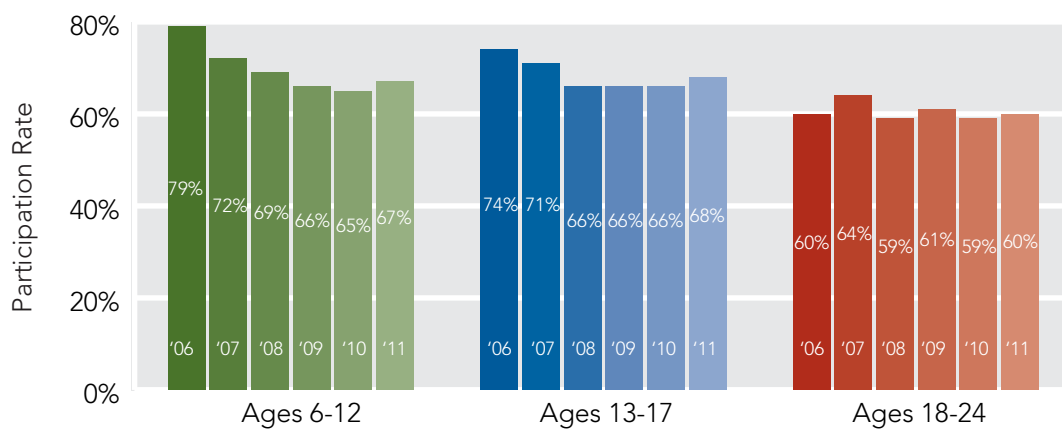


Participation Improves for Males and Females

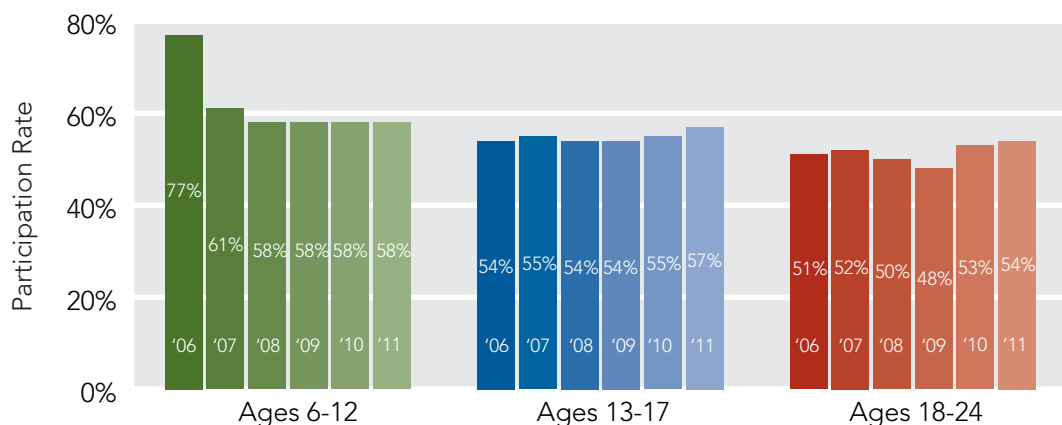
For the first time since 2006, participation in outdoor recreation among young boys reversed its downward trend. Participation rates among boys ages six to 12 gained two-percentage points, increasing from 65 percent in 2010 to 67 percent in 2011. Teenage participation also rose by two-percentage points, from 66 percent in 2010 to 68 percent in 2011. Male young adult participation added one-percentage point.

There is good news for female participation too. Although participation rates for girls ages six to 12 remained stagnant, participation among females ages 13 to 17 grew from 55 percent in 2010 to 57 percent in 2011. This is the highest participation rate for female teenagers recorded in this report.

Males' Participation in Outdoor Recreation, 2006–2011



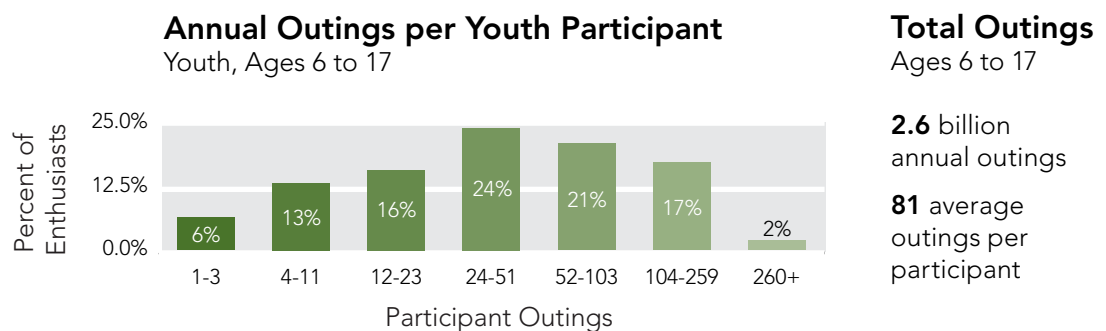
Females' Participation in Outdoor Recreation, 2006–2011



Profile of Youth Participants

Outdoor participants ages six to 17 made 2.6 billion outings, an average of 81 outings per youth participant. Although participation rates among this age group are up, these annual outings are down. In 2010, youth made three billion excursions into the outdoors at an average of 98 outings per participant.

Although higher participation rates are encouraging, youth still don't spend enough time enjoying the outdoors. Forty percent of youth participants take part in an outdoor activity less than twice a month. So few outdoor outings suggest 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, Mountain and BMX Biking**
26% of American youth, 13.3 million participants
- 2. Running, Jogging and Trail Running**
23% of American youth, 11.7 million participants
- 3. Car, Backyard and RV Camping**
23% of American youth, 11.5 million participants
- 4. Freshwater, Saltwater and Fly Fishing**
20% of American youth, 10.3 million participants
- 5. Hiking**
13% of American youth, 6.4 million participants

Favorite Outdoor Activities

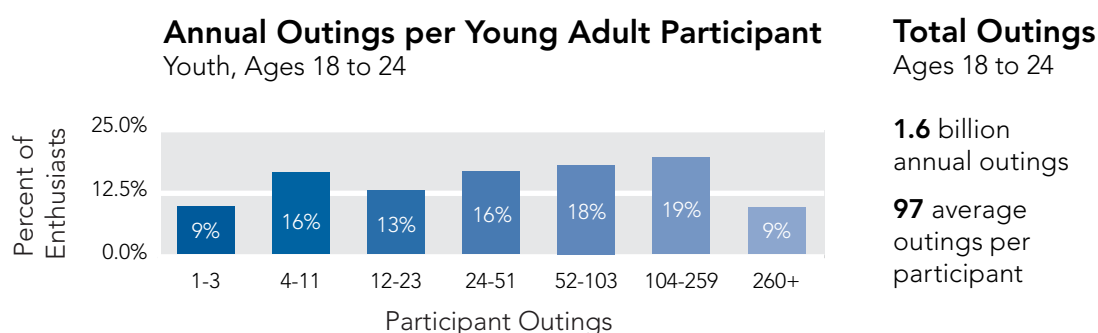
By Frequency of Participation, Ages 6 to 17

- 1. Running, Jogging and Trail Running**
82 average outings per runner / 955.9 million outings
- 2. Road Biking, Mountain Biking and BMX**
64 average outings per cyclist / 854.4 million outings
- 3. Skateboarding**
57 average outings per skateboarder / 211.6 million outings
- 4. Freshwater, Saltwater and Fly Fishing**
13 average outings per fishing participant / 138.8 million total outings
- 5. Camping**
10 average outings per camper / 113.4 million outings

Profile of Young Adult Participants

Young adults ages 18 to 24 made 1.6 billion outdoor outings in 2011 for an average of 97 outings per participant. Although young adults made one billion fewer total outdoor outings than young kids, each participant averaged 16 more annual outings per participant. In other words, those young adults that do participate in the outdoors get outside often.

Both the 11-percentage point increase in participation and the frequency of outdoor outings are positive signs for young adult outdoor participation.



Most Popular Outdoor Activities

By Participation Rate, Ages 18 to 24

- 1. Running, Jogging and Trail Running**
32% of young adults, 9.2 million participants
- 2. Car, Backyard and RV Camping**
17% of young adults, 4.9 million participants
- 3. Freshwater, Saltwater and Fly Fishing**
16% of young adults, 4.6 million participants
- 4. Road, Mountain, and BMX Biking**
14% of young adults, 4.2 million participants
- 5. Hiking**
13% of young adults, 3.9 million participants

Favorite Outdoor Activities

By Frequency of Participation, Ages 18 to 24

- 1. Running, Jogging and Trail Running**
95 average outings per runner / 870.8 million outings
- 2. Road Biking, Mountain Biking and BMX**
53 average outings per cyclist / 221.5 million outings
- 3. Freshwater, Saltwater and Fly Fishing**
17 average outings per fishing participant / 80.2 million outings
- 4. Birdwatching / Wildlife Viewing**
34 average outings per birder / 67.5 million outings
- 5. Hunting**
34 average outings per hunter / 61.3 million outings

Getting Youth Outdoors

Enjoying time with family and friends and getting exercise are the most popular reasons why American youth get up and get outdoors. Participants ages six to 12 and adolescents ages 13 to 17 are motivated to get outside by family and friends. Exercise comes in a close second. Among young adults ages 18 to 24, exercise becomes the most important reason to participate in outdoor recreation and time with family and friends drops to number two.

Why do you participate in outdoor recreation?

| | Ages 6–12 | Ages 13–17 | Ages 18–24 |
|---|-----------|------------|------------|
| <i>Be with family/friends</i> | 76% | 68% | 60% |
| <i>Get exercise</i> | 65% | 66% | 71% |
| <i>Experience excitement/adventure</i> | 56% | 45% | 50% |
| <i>Develop my skills/abilities</i> | 51% | 48% | 40% |
| <i>Because its is cool to do so</i> | 46% | 31% | 18% |
| <i>Be with people who enjoy the same things</i> | 40% | 44% | 39% |
| <i>Keep physically fit</i> | 33% | 49% | 58% |
| <i>Be close to nature</i> | 29% | 31% | 40% |
| <i>Develop a sense of self-confidence</i> | 29% | 26% | 27% |
| <i>Enjoy the sounds/smells of nature</i> | 25% | 25% | 34% |
| <i>Observe the scenic beauty</i> | 22% | 26% | 36% |
| <i>Gain a sense of accomplishment</i> | 21% | 29% | 33% |
| <i>Get away from the usual demands</i> | 17% | 35% | 53% |
| <i>Be with people who share my values</i> | 12% | 19% | 22% |
| <i>Talk to new/varied people</i> | 9% | 9% | 12% |
| <i>Experience solitude</i> | 4% | 11% | 20% |
| <i>Other reasons</i> | 7% | 6% | 4% |

Why Youth Don't Participate in Outdoor Activities More Often

Children ages six to 12 and adolescents ages 13 to 17 do not participate in outdoor activities because they are not interested in the outdoors. Almost 30 percent of children and 45 percent of adolescents report a lack of interest in the outdoors. As youth age, time becomes a more important factor. Forty-three percent of young adults ages 18 to 24 cite time as the most important reason why they are not active in the outdoors.

What keeps you from participating in outdoor activities?

| | Ages 6–12 | Ages 13–17 | Ages 18–24 |
|--|-----------|------------|------------|
| <i>I am not interested</i> | 29% | 45% | 37% |
| <i>It is too expensive</i> | 26% | 17% | 14% |
| <i>I do not have the time</i> | 15% | 24% | 43% |
| <i>Places for outdoor recreation cost too much</i> | 13% | 15% | 11% |
| <i>Too busy with other recreation activities</i> | 13% | 16% | 8% |
| <i>I do not have anyone to participate with</i> | 12% | 16% | 19% |
| <i>Places for outdoor recreation are too far away</i> | 12% | 13% | 8% |
| <i>I do not have the skills/abilities</i> | 11% | 17% | 18% |
| <i>Too busy with family responsibilities</i> | 10% | 8% | 12% |
| <i>I have no way to get to venues</i> | 9% | 9% | 4% |
| <i>I do not have enough information</i> | 7% | 2% | 5% |
| <i>I am afraid of getting hurt by other people</i> | 4% | 2% | 1% |
| <i>Places for outdoor recreation are poorly maintained</i> | 3% | 2% | 3% |
| <i>I have a physical-limiting disability</i> | 3% | 3% | 4% |
| <i>My health is poor</i> | 2% | 3% | 4% |
| <i>I have household members with a physical disability</i> | 1% | 2% | 1% |
| <i>I am afraid of getting hurt by animals</i> | 1% | 1% | .3% |
| <i>Places for outdoor recreation are too crowded</i> | 1% | 2% | 2% |
| <i>Venues for outdoor recreation are too polluted</i> | 1% | 1% | 0% |
| <i>Places for outdoor recreation are over-developed</i> | 0% | .2% | .3% |
| <i>Some other reasons</i> | 18% | 14% | 11% |

Youth Participation in Sports and Recreation Among Current Outdoor Enthusiasts

Getting youth active in the outdoors at a young age is critical to their well-being. Research shows that introducing youth to physical education (PE), outdoor activities, team sports and other kinds of active recreation affects their interest in the outdoors later in life.

Among adults who are current outdoor participants, the majority — 82 percent — say they took PE between the ages of six and 12. Taking PE class during adolescence had a similar effect on participants.

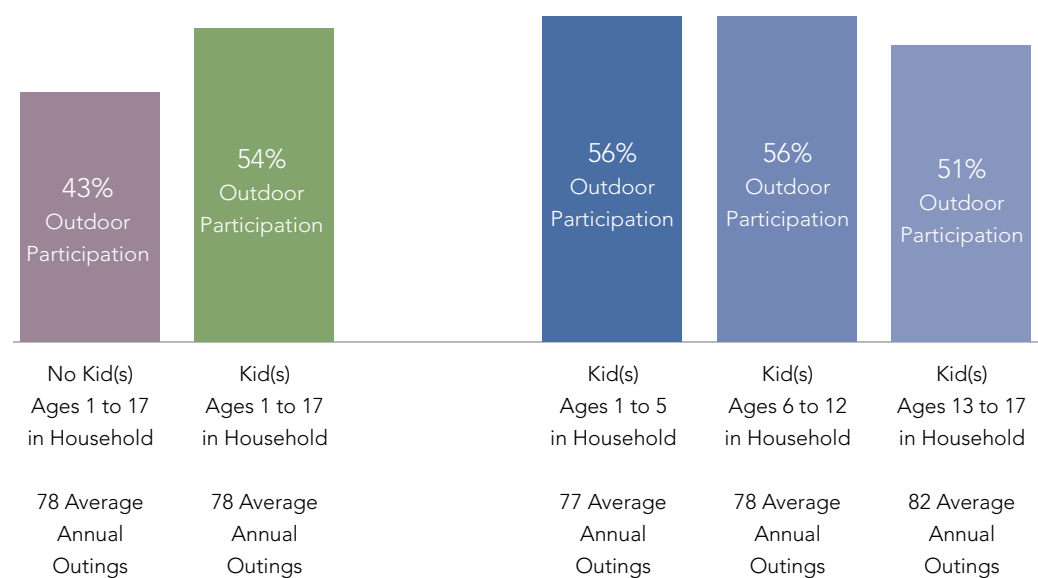
Introducing youth to the outdoors also affected their participation as adults. Forty-five percent of adult outdoor participants took part in outdoor activities from ages six to 12. Getting outside during adolescence had an even greater effect with 49 percent of outdoor participants getting outside as teenagers.

| | Adults at Age 6-12 | Adults at Age 13-17 |
|---|--------------------|---------------------|
| <i>PE at school</i> | 82% | 77% |
| <i>Outdoor activities</i> | 45% | 49% |
| <i>Team sports</i> | 44% | 48% |
| <i>Cycling</i> | 36% | 34% |
| <i>Water sports</i> | 20% | 25% |
| <i>Running/Jogging</i> | 20% | 35% |
| <i>Swimming for fitness</i> | 20% | 22% |
| <i>Winter sports</i> | 15% | 21% |
| <i>None of the above</i> | 7% | 7% |
| <i>Racquet sports</i> | 7% | 14% |
| <i>Golf</i> | 5% | 11% |
| <i>Fitness/Health Club-Based Activities</i> | 5% | 11% |

Participation in Outdoor Recreation Among Adults with Youth in Their Households

Outdoor recreation makes for great family fun. Although parents have increased responsibilities and time commitments, adults 18 and older with children in the household get outdoors at a higher rate than adults without children. Parents participate in outdoor recreation at a rate of 54 percent, while adults without children participate at a rate of just 43 percent.

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



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DIVERSITY

African Americans

Participation in outdoor activities is lowest among African Americans and highest among Caucasians.



Regardless of ethnic and racial group, Americans are motivated to get outside to exercise.

Active Diverse Participants

Despite lower participation rates, Hispanic participants get outdoors more frequently than other outdoor participants.



Laptop computers are the most popular way for all Americans, regardless of ethnicity or race, to find information about outdoor recreation. Asian/Pacific Islander participants use laptops the most often, while Hispanics use the technology the least.



Hispanics and Asian/Pacific Islanders cite lack of time as the top reason why they don't get into the outdoors more often.



Biking, running, camping, and fishing 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

With more than half of all births in the United States belonging to ethnic or racial minorities, engaging diverse populations in outdoor activities has never been more important. Understanding participation and non-participation among diverse populations is critical to reaching traditionally underrepresented groups.

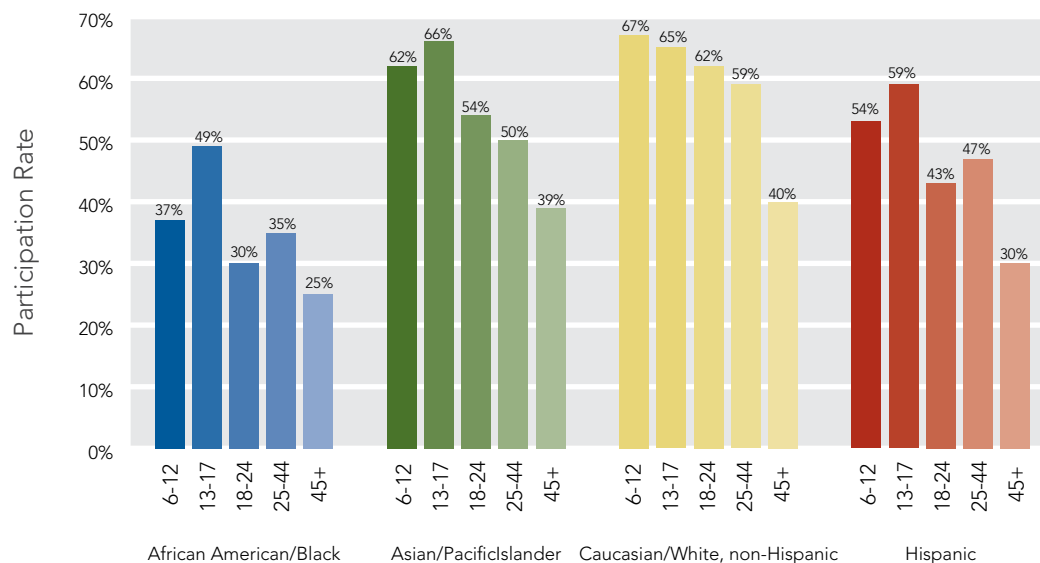
Participation in outdoor activities is lowest among African Americans. Outdoor participation is generally highest among Caucasians, with the exception of Asian/Pacific Islander adolescents ages 13 to 17, who participate at a slightly higher rate.

While 67 percent of Caucasian children ages six to 12 participated in outdoor recreation in 2011, only 37 percent of African American children in the same age range participated.

Although Hispanics participate in outdoor recreation at a lower rate than Caucasians, those who do participate tend to get outdoors more frequently, making an average of 60 outings per year.

Participation in Outdoor Recreation

All Americans by Ethnicity



Average Outings per Outdoor Participant

| | | | |
|------------------------|----|-----------|----|
| African American | 45 | Caucasian | 55 |
| Asian/Pacific Islander | 49 | Hispanic | 60 |



Most Popular Outdoor Activities Among Diverse Groups

Various forms of running are the most popular activities for all Americans regardless of ethnic or racial affiliation. For Caucasians, however, running *and* fishing are both top choices with 18 percent of the group participating in each activity.

African Americans

Ages 6 and Older

1. Running/Jogging and Trail Running **16%**
2. Road Biking, Mountain Biking and BMX **10%**
3. Freshwater, Saltwater and Fly Fishing **9%**
4. Car, Backyard, and RV Camping **4%**
5. Birdwatching/Wildlife Viewing **4%**

Asian/Pacific Islanders

Ages 6 and Older

1. Running/Jogging and Trail Running **24%**
2. Road Biking, Mountain Biking and BMX **15%**
3. Hiking **14%**
4. Car, Backyard, and RV Camping **11%**
5. Freshwater, Saltwater and Fly Fishing **10%**

Caucasians

Ages 6 and Older

1. Running/Jogging and Trail Running **18%**
2. Freshwater, Saltwater and Fly Fishing **18%**
3. Car, Backyard, and RV Camping **17%**
4. Road Biking, Mountain Biking and BMX **16%**
5. Hiking **14%**

Hispanics

Ages 6 and Older

1. Running/Jogging and Trail Running **20%**
2. Road Biking, Mountain Biking and BMX **13%**
3. Car, Backyard, and RV Camping **12%**
4. Freshwater, Saltwater and Fly Fishing **12%**
5. Hiking **8%**

Getting Diverse Youth Outdoors

Regardless of ethnic and racial group, Americans are motivated to get outside to exercise. While the top choice is the same for all groups, the second most important factor changes by group. Hispanics and Caucasians cite being with family and friends as the second most important factor, and African Americans and Asian/Pacific Islanders say outdoor activities are a way of keeping physical fit.

What motivates you to participate in outdoor activities?

Outdoor Participants, Ages 6 to 17

| | Hispanic | African American | Asian/ Pacific Islander | Caucasian |
|---|----------|------------------|-------------------------------|-----------|
| <i>Get exercise</i> | 70% | 69% | 65% | 68% |
| <i>Be with family/friends</i> | 59% | 44% | 49% | 61% |
| <i>Keep physically fit</i> | 51% | 58% | 52% | 47% |
| <i>Get away from the usual demands</i> | 43% | 38% | 41% | 53% |
| <i>Experience excitement/adventure</i> | 43% | 39% | 40% | 44% |
| <i>Be close to nature</i> | 38% | 30% | 39% | 48% |
| <i>Develop my skills/abilities</i> | 36% | 39% | 37% | 34% |
| <i>Enjoy the sounds/smells of nature</i> | 36% | 27% | 31% | 46% |
| <i>Observe the scenic beauty</i> | 35% | 27% | 35% | 48% |
| <i>Be with people who enjoy the same things</i> | 27% | 29% | 25% | 36% |
| <i>Gain a sense of accomplishment</i> | 25% | 29% | 31% | 26% |
| <i>Develop a sense of self-confidence</i> | 24% | 22% | 24% | 21% |
| <i>Because its is cool to do so</i> | 16% | 17% | 9% | 16% |
| <i>Experience solitude</i> | 16% | 20% | 14% | 22% |
| <i>Be with People who Share My Values</i> | 14% | 15% | 13% | 18% |
| <i>Talk to new/varied People</i> | 9% | 12% | 10% | 10% |
| <i>Other reasons</i> | 5% | 4% | 4% | 5% |

Why Diverse Populations Don't Participate in Outdoor Activities More Often

Hispanic and Asian/Pacific Islander youth cite lack of time as the top reason why they don't get outdoors more often. African American and Caucasian youth both agree that they are just not interested in outdoor activities.

What keeps you from participating in outdoor activities?

| | Hispanic | African American | Asian/ Pacific Islander | Caucasian |
|--|----------|------------------|----------------------------|-----------|
| <i>I do not have the time</i> | 32% | 26% | 36% | 30% |
| <i>I am not interested</i> | 31% | 32% | 30% | 39% |
| <i>Too busy with family responsibilities</i> | 20% | 13% | 18% | 18% |
| <i>It is too expensive</i> | 19% | 12% | 18% | 16% |
| <i>I do not have the skills/abilities</i> | 18% | 16% | 20% | 21% |
| <i>I do not have anyone to participate with</i> | 15% | 15% | 17% | 15% |
| <i>Places for outdoor recreation cost too much</i> | 15% | 7% | 11% | 10% |
| <i>Places for outdoor recreation are too far away</i> | 11% | 10% | 8% | 8% |
| <i>My health is poor</i> | 10% | 11% | 7% | 16% |
| <i>I have a physical-limiting disability</i> | 10% | 9% | 7% | 15% |
| <i>I have no way to get to venues</i> | 8% | 5% | 3% | 3% |
| <i>Too busy with other recreation activities</i> | 4% | 6% | 6% | 7% |
| <i>I am afraid of getting hurt by other people</i> | 4% | 3% | 2% | 2% |
| <i>Places for outdoor recreation are poorly maintained</i> | 4% | 3% | 2% | 2% |
| <i>I do not have enough information</i> | 4% | 5% | 10% | 2% |
| <i>I am afraid of getting hurt by animals</i> | 2% | 2% | 3% | .6% |
| <i>Places for outdoor recreation are too crowded</i> | 2% | 2% | 3% | 3% |
| <i>I have household members with a physical disability</i> | 2% | 1% | 2% | 2% |
| <i>Places for outdoor recreation are over-developed</i> | .4% | .2% | 0% | .6% |
| <i>Venues for outdoor recreation are too polluted</i> | .1% | 1% | .1% | .3% |
| <i>Some other reasons</i> | 13% | 12% | 13% | 11% |

Use of Information Technology Among Diverse Groups

Laptop computers are the most popular way for all Americans, regardless of ethnicity or race, to find information about outdoor recreation. Asian/Pacific Islander participants use laptops the most often at a rate of 69 percent, while Hispanics use the technology the least at a rate of 49 percent.

Which technologies do you use to find information about outdoor recreation? Outdoor Participants, Ages 6 and Older

| | Hispanic | African American | Asian/ Pacific Islander | Caucasian |
|---------------------------|----------|------------------|-------------------------------|-----------|
| <i>Laptop Computer</i> | 49% | 51% | 69% | 50% |
| <i>Desktop Computer</i> | 44% | 47% | 47% | 45% |
| <i>Smartphone</i> | 27% | 27% | 32% | 21% |
| <i>Tablet</i> | 9% | 7% | 16% | 8% |
| <i>Other Technologies</i> | 7% | 10% | 4% | 7% |
| <i>None</i> | 19% | 18% | 11% | 22% |

A DETAILED LOOK

A DETAILED LOOK

The following pages include full participation data for activities surveyed in the 2012 *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 2011.

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. | 2011 in 000's | % of Pop. |
|---|------------------|--------------|------------------|--------------|------------------|--------------|------------------|--------------|------------------|--------------|------------------|--------------|
| Adventure Racing | 203 | 0.4% | 104 | 0.2% | 125 | 0.3% | 147 | 0.3% | 183 | 0.4% | 144 | 0.3% |
| Backpacking | 2,435 | 4.8% | 1,786 | 3.6% | 2,067 | 4.2% | 1,849 | 3.7% | 2,228 | 4.4% | 1,778 | 3.5% |
| Bicycling (BMX) | 1,344 | 2.7% | 935 | 1.9% | 1,045 | 2.1% | 726 | 1.5% | 1,165 | 2.3% | 783 | 1.5% |
| 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% | 1,567 | 3.1% |
| Bicycling (Road/Paved Surface, Mountain/Non-Paved Surface, or BMX) | 17,463 | 34.8% | 15,550 | 30.9% | 14,716 | 29.6% | 14,652 | 29.3% | 13,657 | 27.1% | 13,283 | 26.2% |
| Bicycling (Road/Paved Surface) | 17,401 | 34.7% | 14,336 | 28.5% | 13,325 | 26.8% | 13,652 | 27.3% | 12,442 | 24.7% | 12,330 | 24.3% |
| 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% | 1,661 | 3.3% |
| Boardsailing/Windsurfing | 225 | 0.4% | 228 | 0.5% | 236 | 0.5% | 200 | 0.4% | 221 | 0.4% | 109 | 0.2% |
| 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% | 9,147 | 18.0% |
| 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% | 11,540 | 22.8% |
| Camping (Recreational Vehicle) | 5,993 | 11.9% | 4,284 | 8.5% | 3,783 | 7.6% | 4,045 | 8.1% | 3,810 | 7.6% | 3,941 | 7.8% |
| Canoeing | 3,515 | 7.0% | 2,564 | 5.1% | 2,497 | 5.0% | 2,416 | 4.8% | 2,811 | 5.6% | 2,435 | 4.8% |
| Climbing (Sport/Indoor/Boulder) | 2,583 | 5.1% | 1,585 | 3.2% | 1,379 | 2.8% | 1,446 | 2.9% | 1,583 | 3.1% | 1,365 | 2.7% |
| Climbing (Traditional/Ice/Mountaineering) | 470 | 0.9% | 510 | 1.0% | 441 | 0.9% | 282 | 0.6% | 354 | 0.7% | 272 | 0.5% |
| 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% | 10,330 | 20.4% |
| Fishing (Fly) | 1,440 | 2.9% | 711 | 1.4% | 734 | 1.5% | 880 | 1.8% | 834 | 1.7% | 1,926 | 3.8% |
| Fishing (Freshwater/Other) | 14,399 | 28.7% | 10,932 | 21.7% | 9,912 | 20.0% | 9,987 | 20.0% | 8,984 | 17.8% | 735 | 1.4% |
| Fishing (Saltwater) | 2,859 | 5.7% | 2,579 | 5.1% | 2,257 | 4.5% | 2,028 | 4.1% | 1,816 | 3.6% | 9,038 | 17.8% |
| Hiking | 7,138 | 14.2% | 5,800 | 11.5% | 6,078 | 12.2% | 6,128 | 12.3% | 5,976 | 11.9% | 6,391 | 12.6% |
| Hunting (All) | 3,832 | 7.6% | 2,088 | 4.2% | 2,138 | 4.3% | 2,225 | 4.4% | 2,236 | 4.4% | 2,296 | 4.5% |
| Kayaking (Recreational) | 1,189 | 2.4% | 1,056 | 2.1% | 1,227 | 2.5% | 1,199 | 2.4% | 1,152 | 2.3% | 1,388 | 2.7% |
| Kayaking (Sea/Touring) | 124 | 0.2% | 241 | 0.5% | 178 | 0.4% | 164 | 0.3% | 358 | 0.7% | 228 | 0.4% |
| Kayaking (Whitewater) | 244 | 0.5% | 197 | 0.4% | 165 | 0.3% | 312 | 0.6% | 256 | 0.5% | 151 | 0.3% |
| Rafting | 1,100 | 2.2% | 993 | 2.0% | 869 | 1.8% | 1,064 | 2.1% | 966 | 1.9% | 750 | 1.5% |
| 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% | 11,728 | 23.1% |
| Running/Jogging | 12,640 | 25.2% | 11,102 | 22.1% | 9,377 | 18.9% | 9,999 | 20.0% | 11,176 | 22.2% | 11,587 | 22.9% |
| Sailing | 651 | 1.3% | 526 | 1.0% | 603 | 1.2% | 664 | 1.3% | 580 | 1.2% | 382 | 0.8% |
| Scuba Diving | 225 | 0.4% | 278 | 0.6% | 323 | 0.6% | 277 | 0.6% | 306 | 0.6% | 243 | 0.5% |
| Skateboarding | 8,745 | 17.4% | 5,783 | 11.5% | 5,469 | 11.0% | 4,968 | 9.9% | 4,377 | 8.7% | 3,736 | 7.4% |
| Skiing (Alpine/Downhill) | n/a | n/a | 2,236 | 4.4% | 2,417 | 4.9% | 2,350 | 4.7% | 2,442 | 4.9% | 635 | 1.3% |
| Skiing (Cross-Country) | n/a | n/a | 568 | 1.1% | 628 | 1.3% | 661 | 1.3% | 739 | 1.5% | 2,348 | 4.6% |
| Snorkeling | 1,671 | 3.3% | 1,610 | 3.2% | 1,700 | 3.4% | 1,315 | 2.6% | 1,211 | 2.4% | 1,480 | 2.9% |
| Snowboarding | n/a | n/a | 2,396 | 4.8% | 2,267 | 4.6% | 2,370 | 4.7% | 2,561 | 5.1% | 2,025 | 4.0% |
| Snowshoeing | n/a | n/a | 400 | 0.8% | 474 | 1.0% | 599 | 1.2% | 615 | 1.2% | 528 | 1.0% |
| Stand Up Paddling | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | 242 | 0.5% | 186 | 0.4% |
| Surfing | 451 | 0.9% | 465 | 0.9% | 520 | 1.0% | 589 | 1.2% | 547 | 1.1% | 523 | 1.0% |
| Telemarking (Downhill) | n/a | n/a | 172 | 0.3% | 234 | 0.5% | 217 | 0.4% | 286 | 0.6% | 286 | 0.6% |
| Trail Running | 1,161 | 2.3% | 657 | 1.3% | 618 | 1.2% | 501 | 1.0% | 676 | 1.3% | 689 | 1.4% |
| Triathlon (Non-Traditional/Off Road) | 58 | 0.1% | 90 | 0.2% | 80 | 0.2% | 155 | 0.3% | 93 | 0.2% | 72 | 0.1% |
| Triathlon (Traditional/Road) | 65 | 0.1% | 113 | 0.2% | 240 | 0.5% | 136 | 0.3% | 328 | 0.7% | 168 | 0.3% |
| Wakeboarding | 1,520 | 3.0% | 1,437 | 2.9% | 1,084 | 2.2% | 1,096 | 2.2% | 1,089 | 2.2% | 1,126 | 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% | 3,351 | 6.6% |

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. | 2011 in 000's | % of Pop. |
|--|------------------|--------------|------------------|--------------|------------------|--------------|------------------|--------------|------------------|--------------|------------------|--------------|
| Adventure Racing | 123 | 0.4% | 227 | 0.8% | 224 | 0.8% | 217 | 0.8% | 252 | 0.9% | 178 | 0.6% |
| Backpacking | 1,026 | 3.6% | 1,262 | 4.4% | 1,132 | 4.0% | 1,358 | 4.7% | 1,296 | 4.5% | 1,065 | 3.7% |
| Bicycling (BMX) | 308 | 1.1% | 401 | 1.4% | 305 | 1.1% | 266 | 0.9% | 311 | 1.1% | 256 | 0.9% |
| Bicycling (Mountain/Non-Paved Surface) | 970 | 3.4% | 1,019 | 3.6% | 776 | 2.7% | 781 | 2.7% | 955 | 3.3% | 776 | 2.7% |
| Bicycling (Road/Paved Surface, Mountain/ Non-Paved Surface, or BMX) | 2,778 | 9.8% | 3,882 | 13.7% | 3,687 | 13.0% | 3,935 | 13.7% | 4,106 | 14.2% | 4,179 | 14.4% |
| Bicycling (Road/Paved Surface) | 2,673 | 9.5% | 3,335 | 11.7% | 3,297 | 11.6% | 3,594 | 12.6% | 3,818 | 13.2% | 3,872 | 13.3% |
| Birdwatching (More Than 1/4 Mile of Home/Vehicle) | 533 | 1.9% | 670 | 2.4% | 793 | 2.8% | 676 | 2.4% | 669 | 2.3% | 777 | 2.7% |
| Boardsailing/Windsurfing | 296 | 1.0% | 269 | 0.9% | 341 | 1.2% | 228 | 0.8% | 385 | 1.3% | 284 | 1.0% |
| 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% | 3,896 | 13.4% |
| 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% | 4,859 | 16.7% |
| Camping (Recreational Vehicle) | 1,336 | 4.7% | 1,589 | 5.6% | 1,558 | 5.5% | 1,444 | 5.0% | 1,228 | 4.3% | 1,749 | 6.0% |
| Canoeing | 1,090 | 3.9% | 1,521 | 5.4% | 1,295 | 4.6% | 1,154 | 4.0% | 1,474 | 5.1% | 1,357 | 4.7% |
| Climbing (Sport/Indoor/Boulder) | 993 | 3.5% | 1,054 | 3.7% | 1,002 | 3.5% | 769 | 2.7% | 989 | 3.4% | 856 | 2.9% |
| Climbing (Traditional/Ice/Mountaineering) | 406 | 1.4% | 510 | 1.8% | 387 | 1.4% | 381 | 1.3% | 431 | 1.5% | 390 | 1.3% |
| 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% | 4,647 | 16.0% |
| Fishing (Fly) | 789 | 2.8% | 695 | 2.4% | 718 | 2.5% | 454 | 1.6% | 643 | 2.2% | 1,162 | 4.0% |
| Fishing (Freshwater/Other) | 4,068 | 14.4% | 4,069 | 14.3% | 3,549 | 12.5% | 3,757 | 13.1% | 3,683 | 12.8% | 742 | 2.6% |
| Fishing (Saltwater) | 1,224 | 4.3% | 1,410 | 5.0% | 1,302 | 4.6% | 1,017 | 3.6% | 1,074 | 3.7% | 3,911 | 13.5% |
| Hiking | 3,895 | 13.8% | 3,465 | 12.2% | 3,399 | 12.0% | 3,392 | 11.9% | 3,741 | 13.0% | 3,894 | 13.4% |
| Hunting (All) | 1,791 | 6.3% | 1,707 | 6.0% | 1,522 | 5.4% | 2,025 | 17.1% | 1,686 | 5.8% | 1,796 | 6.2% |
| Kayaking (Recreational) | 532 | 1.9% | 795 | 2.8% | 889 | 3.1% | 790 | 2.8% | 988 | 3.4% | 1,392 | 4.8% |
| Kayaking (Sea/Touring) | 251 | 0.9% | 241 | 0.8% | 345 | 1.2% | 221 | 0.8% | 227 | 0.8% | 413 | 1.4% |
| Kayaking (Whitewater) | 215 | 0.8% | 223 | 0.8% | 259 | 0.9% | 217 | 0.8% | 342 | 1.2% | 357 | 1.2% |
| Rafting | 551 | 1.9% | 789 | 2.8% | 775 | 2.7% | 668 | 2.3% | 674 | 2.3% | 618 | 2.1% |
| 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% | 9,186 | 31.6% |
| Running/Jogging | 7,572 | 26.8% | 8,441 | 29.7% | 7,944 | 27.9% | 8,404 | 29.4% | 8,898 | 30.9% | 9,022 | 31.1% |
| Sailing | 214 | 0.8% | 455 | 1.6% | 595 | 2.1% | 416 | 1.5% | 337 | 1.2% | 498 | 1.7% |
| Scuba Diving | 623 | 2.2% | 523 | 1.8% | 570 | 2.0% | 294 | 1.0% | 384 | 1.3% | 275 | 0.9% |
| Skateboarding | 970 | 3.4% | 1,377 | 4.8% | 1,011 | 3.6% | 958 | 3.3% | 999 | 3.5% | 955 | 3.3% |
| Skiing (Alpine/Downhill) | n/a | n/a | 1,826 | 6.4% | 1,522 | 5.4% | 1,431 | 5.0% | 1,707 | 5.9% | 602 | 2.1% |
| Skiing (Cross-Country) | n/a | n/a | 452 | 1.6% | 496 | 1.7% | 457 | 1.6% | 586 | 2.0% | 1,524 | 5.2% |
| Snorkeling | 1,251 | 4.4% | 1,168 | 4.1% | 1,144 | 4.0% | 969 | 3.4% | 1,251 | 4.3% | 982 | 3.4% |
| Snowboarding | n/a | n/a | 1,896 | 6.7% | 2,006 | 7.1% | 2,049 | 7.2% | 1,874 | 6.5% | 1,874 | 6.5% |
| Snowshoeing | n/a | n/a | 429 | 1.5% | 358 | 1.3% | 383 | 1.3% | 477 | 1.7% | 552 | 1.9% |
| Stand Up Paddling | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | 171 | 0.6% | 281 | 1.0% |
| Surfing | 749 | 2.7% | 663 | 2.3% | 590 | 2.1% | 450 | 1.6% | 607 | 2.1% | 434 | 1.5% |
| Telemarking (Downhill) | n/a | n/a | 310 | 1.1% | 295 | 1.0% | 269 | 0.9% | 310 | 1.1% | 366 | 1.3% |
| Trail Running | 1,018 | 3.6% | 796 | 2.8% | 939 | 3.3% | 1,003 | 3.5% | 969 | 3.4% | 1,175 | 4.0% |
| Triathlon (Non-Traditional/Off Road) | 52 | 0.2% | 113 | 0.4% | 198 | 0.7% | 128 | 0.4% | 185 | 0.6% | 97 | 0.3% |
| Triathlon (Traditional/Road) | 70 | 0.2% | 173 | 0.6% | 266 | 0.9% | 254 | 0.9% | 216 | 0.7% | 236 | 0.8% |
| Wakeboarding | 597 | 2.1% | 1,040 | 3.7% | 809 | 2.8% | 794 | 2.8% | 798 | 2.8% | 805 | 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% | 1,799 | 6.2% |

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. | 2011 in 000's | % of Pop. |
|--|------------------|--------------|------------------|--------------|------------------|--------------|------------------|--------------|------------------|--------------|------------------|--------------|
| Adventure Racing | 725 | 0.3% | 698 | 0.3% | 920 | 0.3% | 1,089 | 0.4% | 1,339 | 0.5% | 1,065 | 0.4% |
| Backpacking | 7,067 | 2.6% | 6,637 | 2.4% | 7,867 | 2.8% | 7,647 | 2.7% | 8,349 | 2.9% | 7,095 | 2.5% |
| Bicycling (BMX) | 1,655 | 0.6% | 1,887 | 0.7% | 1,904 | 0.7% | 1,811 | 0.6% | 2,369 | 0.8% | 1,547 | 0.5% |
| 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% | 6,816 | 2.4% |
| Bicycling (Road/Paved Surface, Mountain/ Non-Paved Surface, or BMX) | 39,688 | 14.5% | 42,126 | 15.2% | 41,548 | 14.9% | 43,264 | 15.4% | 42,347 | 14.9% | 42,970 | 15.0% |
| Bicycling (Road/Paved Surface) | 38,457 | 14.0% | 38,940 | 14.1% | 38,114 | 13.6% | 40,140 | 14.3% | 39,320 | 13.9% | 40,348 | 14.1% |
| 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% | 12,794 | 4.5% |
| Boardsailing/Windsurfing | 938 | 0.3% | 1,118 | 0.4% | 1,307 | 0.5% | 1,128 | 0.4% | 1,617 | 0.6% | 1,151 | 0.4% |
| 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% | 32,925 | 11.5% |
| 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% | 42,548 | 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% | 16,698 | 5.8% |
| Canoeing | 9,154 | 3.3% | 9,797 | 3.5% | 9,935 | 3.6% | 10,058 | 3.6% | 10,553 | 3.7% | 9,787 | 3.4% |
| Climbing (Sport/Indoor/Boulder) | 4,728 | 1.7% | 4,514 | 1.6% | 4,769 | 1.7% | 4,313 | 1.5% | 4,770 | 1.7% | 4,119 | 1.4% |
| Climbing (Traditional/Ice/Mountaineering) | 1,586 | 0.6% | 2,084 | 0.8% | 2,288 | 0.8% | 1,835 | 0.7% | 2,198 | 0.8% | 1,609 | 0.6% |
| 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% | 46,178 | 16.2% |
| Fishing (Fly) | 6,071 | 2.2% | 5,756 | 2.1% | 5,941 | 2.1% | 5,568 | 2.0% | 5,478 | 1.9% | 11,983 | 4.2% |
| Fishing (Freshwater/Other) | 43,100 | 15.7% | 43,859 | 15.8% | 40,331 | 14.4% | 40,961 | 14.5% | 38,860 | 13.7% | 5,683 | 2.0% |
| Fishing (Saltwater) | 12,466 | 4.5% | 14,437 | 5.2% | 13,804 | 4.9% | 12,303 | 4.4% | 11,809 | 4.2% | 38,868 | 13.6% |
| Hiking | 29,863 | 10.9% | 29,965 | 10.8% | 32,511 | 11.6% | 32,572 | 11.6% | 32,496 | 11.5% | 34,492 | 12.1% |
| Hunting (All) | 15,097 | 5.5% | 14,138 | 5.1% | 13,980 | 5.0% | 15,273 | 5.4% | 14,007 | 4.9% | 14,887 | 5.2% |
| Kayaking (Recreational) | 4,134 | 1.5% | 5,070 | 1.8% | 6,240 | 2.2% | 6,212 | 2.2% | 6,465 | 2.3% | 8,229 | 2.9% |
| Kayaking (Sea/Touring) | 1,136 | 0.4% | 1,485 | 0.5% | 1,780 | 0.6% | 1,771 | 0.6% | 2,144 | 0.8% | 2,029 | 0.7% |
| Kayaking (Whitewater) | 828 | 0.3% | 1,207 | 0.4% | 1,242 | 0.4% | 1,369 | 0.5% | 1,842 | 0.6% | 1,546 | 0.5% |
| Rafting | 3,609 | 1.3% | 4,616 | 1.7% | 4,651 | 1.7% | 4,318 | 1.5% | 4,460 | 1.6% | 3,821 | 1.3% |
| 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% | 51,495 | 18.0% |
| Running/Jogging | 38,559 | 14.1% | 41,064 | 14.8% | 41,130 | 14.7% | 43,892 | 15.6% | 49,408 | 17.4% | 50,713 | 17.7% |
| Sailing | 3,390 | 1.2% | 4,056 | 1.5% | 4,226 | 1.5% | 4,342 | 1.5% | 3,869 | 1.4% | 3,725 | 1.3% |
| Scuba Diving | 2,965 | 1.1% | 2,965 | 1.1% | 3,216 | 1.2% | 2,723 | 1.0% | 3,153 | 1.1% | 2,579 | 0.9% |
| Skateboarding | 10,130 | 3.7% | 8,429 | 3.0% | 7,807 | 2.8% | 7,352 | 2.6% | 6,808 | 2.4% | 5,827 | 2.0% |
| Skiing (Alpine/Downhill) | n/a | n/a | 10,362 | 3.7% | 10,346 | 3.7% | 10,919 | 3.9% | 11,504 | 4.1% | 4,318 | 1.5% |
| Skiing (Cross-Country) | n/a | n/a | 3,530 | 1.3% | 3,848 | 1.4% | 4,157 | 1.5% | 4,530 | 1.6% | 10,201 | 3.6% |
| Snorkeling | 8,395 | 3.1% | 10,294 | 3.7% | 10,296 | 3.7% | 9,358 | 3.3% | 9,305 | 3.3% | 9,318 | 3.3% |
| Snowboarding | n/a | n/a | 6,841 | 2.5% | 7,159 | 2.6% | 7,421 | 2.6% | 8,196 | 2.9% | 7,579 | 2.7% |
| Snowshoeing | n/a | n/a | 2,400 | 0.9% | 2,922 | 1.0% | 3,431 | 1.2% | 3,823 | 1.3% | 4,111 | 1.4% |
| Stand Up Paddling | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | 1,050 | 0.4% | 1,242 | 0.4% |
| Surfing | 2,170 | 0.8% | 2,206 | 0.8% | 2,607 | 0.9% | 2,403 | 0.9% | 2,767 | 1.0% | 2,195 | 0.8% |
| Telemarking (Downhill) | n/a | n/a | 1,173 | 0.4% | 1,435 | 0.5% | 1,482 | 0.5% | 1,821 | 0.6% | 2,099 | 0.7% |
| Trail Running | 4,558 | 1.7% | 4,216 | 1.5% | 4,857 | 1.7% | 4,833 | 1.7% | 5,136 | 1.8% | 5,610 | 2.0% |
| Triathlon (Non-Traditional/Off Road) | 281 | 0.1% | 483 | 0.2% | 602 | 0.2% | 666 | 0.2% | 929 | 0.3% | 709 | 0.2% |
| Triathlon (Traditional/Road) | 640 | 0.2% | 798 | 0.3% | 1,087 | 0.4% | 1,208 | 0.4% | 1,978 | 0.7% | 1,393 | 0.5% |
| Wakeboarding | 3,046 | 1.1% | 4,083 | 1.5% | 3,544 | 1.3% | 3,577 | 1.3% | 3,645 | 1.3% | 3,389 | 1.2% |
| 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% | 21,964 | 7.7% |

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. | 2011 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% | 18,950 | 6.6% |
| Aerobics (High-Impact) | 10,934 | 4.0% | 11,287 | 4.1% | 12,272 | 4.4% | 13,269 | 4.7% | 15,864 | 5.6% | 15,646 | 5.5% |
| Aerobics (Low-Impact) | 21,952 | 8.0% | 22,397 | 8.1% | 24,168 | 8.6% | 25,685 | 9.1% | 27,177 | 9.6% | 24,723 | 8.7% |
| Aerobics (Step) | 8,676 | 3.2% | 8,528 | 3.1% | 10,318 | 3.7% | 10,784 | 3.8% | 11,283 | 4.0% | 9,263 | 3.2% |
| Aquatic Exercise | 9,528 | 3.5% | 9,757 | 3.5% | 9,267 | 3.3% | 8,662 | 3.1% | 9,231 | 3.3% | 8,852 | 3.1% |
| Calisthenics | 7,120 | 2.6% | 7,562 | 2.7% | 7,943 | 2.8% | 9,106 | 3.2% | 9,088 | 3.2% | 8,485 | 3.0% |
| Cardio Kickboxing | 4,952 | 1.8% | 4,812 | 1.7% | 4,997 | 1.8% | 6,002 | 2.1% | 6,571 | 2.3% | 6,404 | 2.2% |
| Cross-Country Ski Machine | 4,168 | 1.5% | 3,696 | 1.3% | 3,490 | 1.2% | 3,097 | 1.1% | 3,084 | 1.1% | 2,742 | 1.0% |
| Elliptical Motion Trainer | 24,548 | 9.0% | 23,586 | 8.5% | 25,284 | 9.0% | 26,521 | 9.4% | 28,117 | 9.9% | 31,351 | 11.0% |
| Free Weights (Barbells) | 28,887 | 10.5% | 25,499 | 9.2% | 26,142 | 9.4% | 27,048 | 9.6% | 27,339 | 9.6% | 26,773 | 9.4% |
| Free Weights (Dumbbells) | 35,462 | 12.9% | 32,371 | 11.7% | 34,391 | 12.3% | 35,744 | 12.7% | 37,388 | 13.2% | 35,551 | 12.4% |
| Free Weights (Hand Weights) | 46,627 | 17.0% | 43,821 | 15.8% | 42,997 | 15.4% | 45,934 | 16.3% | 45,922 | 16.2% | 47,965 | 16.8% |
| Home Gym Exercise | 26,687 | 9.7% | 25,823 | 9.3% | 24,514 | 8.8% | 24,762 | 8.8% | 24,581 | 8.7% | 25,585 | 9.0% |
| Other Exercise to Music | 21,749 | 7.9% | 22,294 | 8.1% | 21,893 | 7.8% | 22,045 | 7.8% | 22,960 | 8.1% | 24,260 | 8.5% |
| Pilates Training | 10,925 | 4.0% | 9,192 | 3.3% | 8,886 | 3.2% | 8,653 | 3.1% | 8,154 | 2.9% | 8,860 | 3.1% |
| Rowing Machine | 9,500 | 3.5% | 8,782 | 3.2% | 9,021 | 3.2% | 9,174 | 3.3% | 9,763 | 3.4% | 9,766 | 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% | 13,382 | 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% | 12,156 | 4.3% |
| Stationary Cycling (Group) | 6,610 | 2.4% | 6,314 | 2.3% | 6,693 | 2.4% | 6,831 | 2.4% | 8,876 | 3.1% | 8,599 | 3.0% |
| Stationary Cycling (Upright) | 26,954 | 9.8% | 24,531 | 8.9% | 25,304 | 9.1% | 24,528 | 8.7% | 24,627 | 8.7% | 24,190 | 8.5% |
| Stretching | 32,858 | 12.0% | 36,181 | 13.1% | 36,288 | 13.0% | 36,310 | 12.9% | 35,129 | 12.4% | 34,244 | 12.0% |
| Swimming (Fitness/Competition) | 18,220 | 6.6% | 18,368 | 6.6% | 19,041 | 6.8% | 17,443 | 6.2% | 17,145 | 6.0% | 21,517 | 7.5% |
| Tai Chi | n/a | n/a | n/a | n/a | 3,424 | 1.2% | 3,205 | 1.1% | 3,180 | 1.1% | 2,769 | 1.0% |
| Treadmill | 52,161 | 19.0% | 50,073 | 18.1% | 49,371 | 17.7% | 51,418 | 18.3% | 53,131 | 18.7% | 53,388 | 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% | 111,362 | 39.0% |
| Weight/Resistance Machines | 43,651 | 15.9% | 39,290 | 14.2% | 38,397 | 13.7% | 39,752 | 14.1% | 38,618 | 13.6% | 40,477 | 14.2% |
| Yoga | n/a | n/a | n/a | n/a | 17,758 | 6.4% | 20,109 | 7.1% | 21,886 | 7.7% | 22,327 | 7.8% |

| | | | | | | | | | | | | |
|--------------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|------|
| Team Sports | | | | | | | | | | | | |
| Baseball | 14,586 | 5.3% | 16,058 | 5.8% | 15,020 | 5.4% | 13,837 | 4.9% | 14,558 | 5.1% | 12,564 | 4.4% |
| Basketball | 23,680 | 8.6% | 25,961 | 9.4% | 26,254 | 9.4% | 24,007 | 8.5% | 26,304 | 9.3% | 23,275 | 8.1% |
| Cheerleading | 2,931 | 1.1% | 3,279 | 1.2% | 3,104 | 1.1% | 3,036 | 1.1% | 3,232 | 1.1% | 2,865 | 1.0% |
| Field Hockey | 774 | 0.3% | 1,127 | 0.4% | 1,118 | 0.4% | 1,066 | 0.4% | 1,298 | 0.5% | 996 | 0.3% |
| Football (Flag) | n/a | n/a | n/a | n/a | 7,310 | 2.6% | 6,553 | 2.3% | 6,767 | 2.4% | 5,883 | 2.1% |
| Football (Tackle) | 8,404 | 3.1% | 7,939 | 2.9% | 7,692 | 2.8% | 6,794 | 2.4% | 6,905 | 2.4% | 5,990 | 2.1% |
| Football (Touch) | 12,344 | 4.5% | 12,988 | 4.7% | 10,493 | 3.8% | 8,959 | 3.2% | 8,367 | 2.9% | 7,000 | 2.4% |
| Ice Hockey | 1,717 | 0.6% | 1,840 | 0.7% | 1,902 | 0.7% | 2,134 | 0.8% | 2,145 | 0.8% | 2,117 | 0.7% |
| Lacrosse | 871 | 0.3% | 1,058 | 0.4% | 1,127 | 0.4% | 1,197 | 0.4% | 1,648 | 0.6% | 1,353 | 0.5% |

| | 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. | 2011 in 000's | % of Pop. |
|------------------------------|------------------|--------------|------------------|--------------|------------------|--------------|------------------|--------------|------------------|--------------|------------------|--------------|
| Rugby | 514 | 0.2% | 617 | 0.2% | 690 | 0.2% | 750 | 0.3% | 1,130 | 0.4% | 569 | 0.2% |
| Soccer (Indoor) | 4,701 | 1.7% | 4,237 | 1.5% | 4,737 | 1.7% | 4,913 | 1.7% | 4,927 | 1.7% | 4,335 | 1.5% |
| Soccer (Outdoor) | 13,598 | 5.0% | 13,708 | 5.0% | 14,223 | 5.1% | 13,691 | 4.9% | 14,075 | 5.0% | 13,259 | 4.6% |
| Softball (Fast Pitch) | 1,759 | 0.6% | 2,345 | 0.8% | 2,316 | 0.8% | 2,636 | 0.9% | 2,389 | 0.8% | 7,189 | 2.5% |
| Softball (Slow Pitch) | 9,518 | 3.5% | 9,485 | 3.4% | 9,835 | 3.5% | 8,525 | 3.0% | 8,429 | 3.0% | 2,411 | 0.8% |
| Track and Field | 4,031 | 1.5% | 4,691 | 1.7% | 4,516 | 1.6% | 4,443 | 1.6% | 4,322 | 1.5% | 4,360 | 1.5% |
| Volleyball (Beach) | 3,315 | 1.2% | 3,878 | 1.4% | 4,171 | 1.5% | 4,476 | 1.6% | 5,028 | 1.8% | 3,874 | 1.4% |
| Volleyball (Court) | 6,132 | 2.2% | 6,986 | 2.5% | 8,190 | 2.9% | 7,283 | 2.6% | 7,346 | 2.6% | 5,978 | 2.1% |
| Volleyball (Grass) | 4,372 | 1.6% | 4,940 | 1.8% | 5,086 | 1.8% | 4,853 | 1.7% | 4,574 | 1.6% | 3,847 | 1.3% |

Other Activities

| | | | | | | | | | | | | |
|---------------------------------------|---------|-------|---------|-------|---------|-------|---------|-------|---------|-------|---------|-------|
| Archery | 7,215 | 2.6% | 5,950 | 2.1% | 6,409 | 2.3% | 6,326 | 2.2% | 6,319 | 2.2% | 6,623 | 2.3% |
| Badminton | 5,981 | 2.2% | 7,057 | 2.5% | 7,239 | 2.6% | 7,699 | 2.7% | 7,590 | 2.7% | 6,679 | 2.3% |
| Billiards/Pool | 47,953 | 17.5% | 51,089 | 18.5% | 49,018 | 17.5% | 43,005 | 15.3% | 39,385 | 13.9% | 34,277 | 12.0% |
| Bowling | 54,421 | 19.9% | 60,184 | 21.7% | 58,650 | 21.0% | 57,293 | 20.3% | 55,877 | 19.7% | 51,935 | 18.2% |
| Boxing | 2,040 | 0.7% | 2,279 | 0.8% | 2,358 | 0.8% | 2,932 | 1.0% | n/a | n/a | 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% | 639 | 0.2% |
| Boxing (for Fitness) | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | 4,788 | 1.7% | 4,473 | 1.6% |
| Cardio Tennis | n/a | n/a | n/a | n/a | 830 | 0.3% | 1,177 | 0.4% | 1,503 | 0.5% | 1,083 | 0.4% |
| Darts | 22,974 | 8.4% | 24,709 | 8.9% | 23,451 | 8.4% | 20,022 | 7.1% | 18,118 | 6.4% | 16,379 | 5.7% |
| 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% | 25,626 | 9.0% |
| Gymnastics | 3,630 | 1.3% | 4,066 | 1.5% | 3,883 | 1.4% | 4,021 | 1.4% | 4,815 | 1.7% | 4,832 | 1.7% |
| Horseback Riding | 11,384 | 4.2% | 12,098 | 4.4% | 10,816 | 3.9% | 9,755 | 3.5% | 9,809 | 3.5% | 8,861 | 3.1% |
| Ice Skating | 9,653 | 3.5% | 11,430 | 4.1% | 10,999 | 3.9% | 10,929 | 3.9% | 12,024 | 4.2% | 11,227 | 3.9% |
| Jet Skiing | 6,918 | 2.5% | 8,055 | 2.9% | 7,815 | 2.8% | 7,724 | 2.7% | 7,753 | 2.7% | 7,395 | 2.6% |
| Martial Arts | 5,998 | 2.2% | 6,865 | 2.5% | 6,770 | 2.4% | 6,516 | 2.3% | n/a | n/a | 4,585 | 1.6% |
| Martial Arts (for Competition) | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | 910 | 0.3% | 515 | 0.2% |
| Martial Arts (for Fitness) | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | 1,745 | 0.6% | 1,649 | 0.6% |
| Paintball | 4,547 | 1.7% | 5,476 | 2.0% | 4,857 | 1.7% | 4,552 | 1.6% | 3,655 | 1.3% | 3,557 | 1.2% |
| Racquetball | 3,559 | 1.3% | 4,229 | 1.5% | 4,993 | 1.8% | 4,575 | 1.6% | 4,630 | 1.6% | 4,084 | 1.4% |
| Roller Hockey | 1,383 | 0.5% | 1,847 | 0.7% | 1,562 | 0.6% | 1,397 | 0.5% | 1,350 | 0.5% | 1,124 | 0.4% |
| Roller Skating (2x2 Wheels) | 7,553 | 2.8% | 8,921 | 3.2% | 7,855 | 2.8% | 8,147 | 2.9% | 8,126 | 2.9% | 7,576 | 2.7% |
| Roller Skating (Inline Wheels) | 12,314 | 4.5% | 10,814 | 3.9% | 9,608 | 3.4% | 8,276 | 2.9% | 7,980 | 2.8% | 6,921 | 2.4% |
| Scooter Riding (Non-Motorized) | 7,653 | 2.8% | 6,782 | 2.5% | 6,394 | 2.3% | 5,064 | 1.8% | 4,861 | 1.7% | 4,797 | 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% | 4,193 | 1.5% |
| Shooting (Trap/Skeet) | 3,013 | 1.1% | 3,376 | 1.2% | 3,669 | 1.3% | 3,368 | 1.2% | 3,610 | 1.3% | 3,295 | 1.2% |
| Snowmobiling | n/a | n/a | 4,811 | 1.7% | 4,660 | 1.7% | 4,798 | 1.7% | 5,116 | 1.8% | 4,700 | 1.6% |
| Squash | 503 | 0.2% | 612 | 0.2% | 706 | 0.3% | 885 | 0.3% | 1,177 | 0.4% | 1,046 | 0.4% |
| Table Tennis | 15,091 | 5.5% | 15,955 | 5.8% | 17,201 | 6.2% | 19,301 | 6.9% | 19,446 | 6.9% | 17,676 | 6.2% |
| Target Shooting (Handgun) | 9,995 | 3.6% | 11,736 | 4.2% | 13,365 | 4.8% | 12,473 | 4.4% | 12,497 | 4.4% | 14,778 | 5.2% |
| Target Shooting (Rifle) | 11,803 | 4.3% | 12,436 | 4.5% | 13,102 | 4.7% | 12,730 | 4.5% | 12,544 | 4.4% | 13,520 | 4.7% |
| Tennis | 14,563 | 5.3% | 16,940 | 6.1% | 18,558 | 6.6% | 18,534 | 6.6% | 18,903 | 6.7% | 16,641 | 5.8% |
| Ultimate Frisbee | 3,698 | 1.3% | 4,038 | 1.5% | 4,879 | 1.7% | 4,392 | 1.6% | 4,749 | 1.7% | 4,986 | 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% | 111,362 | 39% |
| Water Skiing | 5,273 | 1.9% | 5,918 | 2.1% | 5,593 | 2.0% | 4,862 | 1.7% | 4,836 | 1.7% | 4,416 | 1.5% |
| Wrestling | 2,914 | 1.1% | 3,313 | 1.2% | 3,358 | 1.2% | 2,982 | 1.1% | 2,089 | 0.7% | 1,852 | 0.6% |

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, 2010 participation represents participation in the 2009/2010 winter season and 2011 participation represents participation in the 2010/2011 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 and early February of 2012, a total of 38,172 online interviews were carried out with a nationwide sample of individuals and households from the US Online Panel operated by Synovate. A total of 15,113 individual and 23,059 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 285,753,000 people aged 6 and above. The 2012 participation survey sample size of 38,172 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 2012 participation survey, which focused on American participation in the 2011 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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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. For more information visit www.outdoorfoundation.org.

