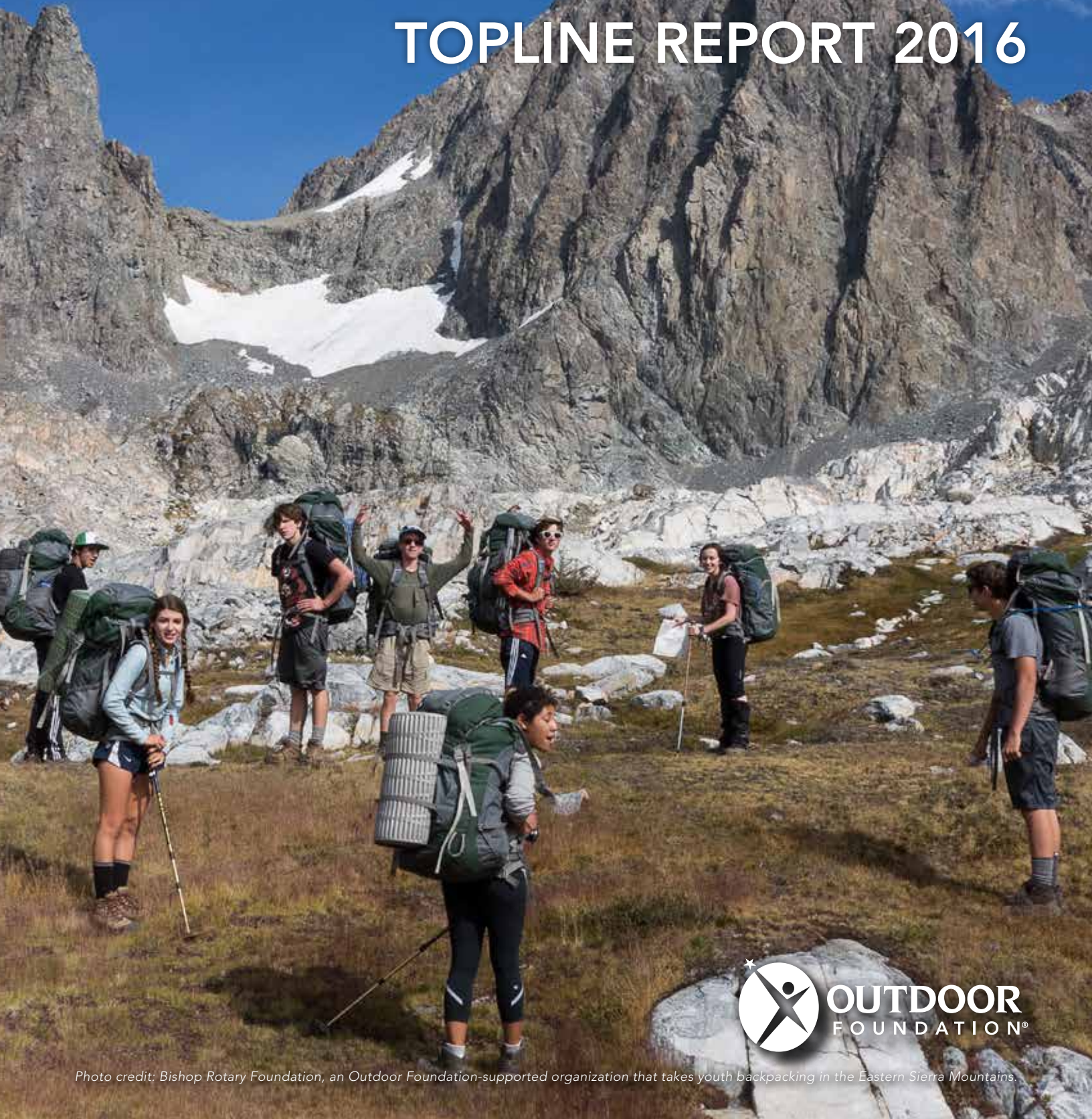


OUTDOOR RECREATION PARTICIPATION

TOPLINE REPORT 2016



OUTDOOR
FOUNDATION®

Photo credit: Bishop Rotary Foundation, an Outdoor Foundation-supported organization that takes youth backpacking in the Eastern Sierra Mountains.



2015 Outdoor Participation

11.7 Billion Outdoor Outings
82.5 Average Outings Per Participant

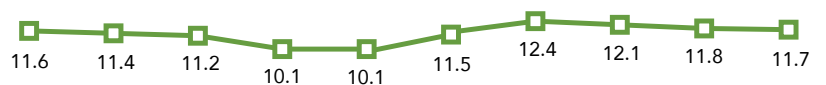
Nearly half of all Americans — 48.4% — participated in at least one outdoor activity in 2015. That equates to 142.4 million participants, who went on a collective 11.7 billion outdoor outings. While the actual number of outdoor participants increased by one million over the one-year period, the overall participation rate remained the same due to population increase.

Aspirational participation, which measures the physical activities that interest non-participants, showed that Americans are often drawn to outdoor recreation over sports, fitness and leisure activities. In fact, all aspirational participants — regardless of age — reported camping and bicycling in their top three most appealing activities.

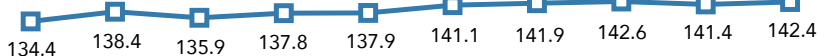
Paddle sports continued to be a growing sector in the outdoor industry. Over the past three years, stand up paddling was the top activity for growth, increasing participation an average of 26 percent from 2012 to 2015. Kayak fishing, white water kayaking and sea/tour kayaking also saw some of the biggest participation increases during that time. While participation in running/jogging was down 5 percent from 2014 to 2015, running-related activities gained in popularity. Participation in traditional triathlon grew the most over the year, increasing by 24 percent. Adventure racing, non-traditional triathlon and trail running were also among the year's top trending outdoor activities.

The Outdoor Foundation® has produced the *Outdoor Recreation Participation Topline Report* to provide a snapshot of American participation in outdoor activities with a focus on youth and young adults. The report is based on an online survey of 32,658 Americans ages 6 and older. A more in-depth look at outdoor participation in America is forthcoming.

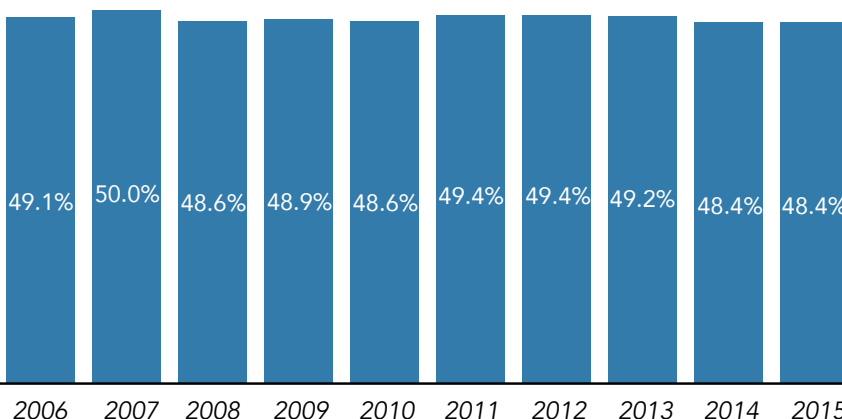
Outdoor Participation, 2006 to 2015



Total Outdoor Outings
(in billions)



Number of Participants
(in millions)



Participation Rate

Youth & Young Adult Participation

4.7 Billion Outdoor Outings
96.5 Average Outings Per Participant

Most Popular Youth Outdoor Activities

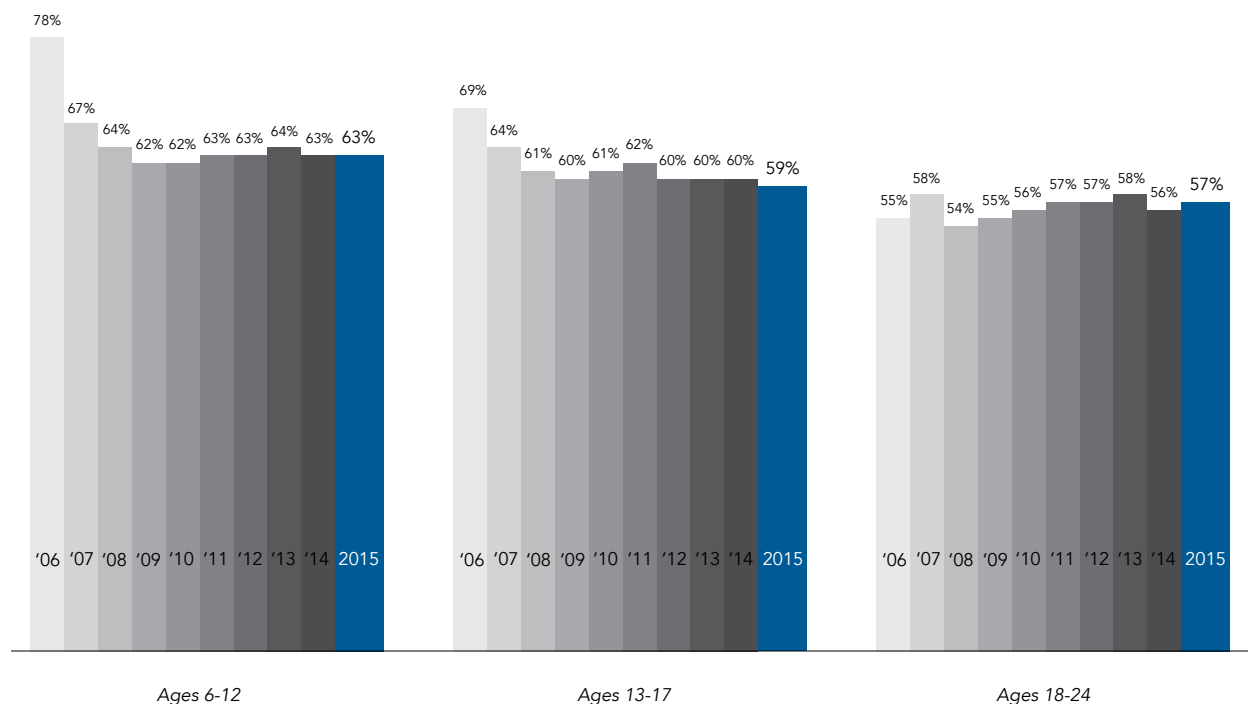
By Participation Rate, Ages 6 to 24

1. Running, Jogging and Trail Running
24.2% of youth, 19.9 million participants
2. Bicycling (Road, Mountain and BMX)
20.6% of youth, 16.9 million participants
3. Camping (Car, Backyard and RV)
18.2% of youth, 15.0 million participants
4. Fishing (Fresh, Salt and Fly)
18.0% of youth, 14.8 million participants
5. Hiking
13.1% of youth, 10.8 million participants

Favorite Youth Outdoor Activities

By Frequency of Participation, Ages 6 to 24

1. Running, Jogging and Trail Running
97.4 average outings per runner,
1.9 billion total outings
2. Bicycling (Road, Mountain and BMX)
76.5 average outings per cyclist,
1.3 billion total outings
3. Skateboarding
62.4 average outings per skateboarder,
285.9 million total outings
4. Fishing (Fresh, Salt and Fly)
17.9 average outings per fishing participant,
265.1 million total outings
5. Camping (Car, Backyard and RV)
12.2 average outings per camper,
182.0 million total outings



Youth & Young Adult Participant Demographics

		2007	2008	2009	2010	2011	2012	2013	2014	2015
Gender										
	Male	52%	50%	57%	53%	53%	52%	50%	50%	51%
	Female	48%	50%	43%	47%	47%	49%	50%	50%	49%
Age		2007	2008	2009	2010	2011	2012	2013	2014	2015
	6 to 12	33%	29%	37%	36%	36%	38%	38%	38%	39%
	13 to 17	24%	25%	30%	30%	30%	26%	26%	27%	28%
	18 to 24	44%	46%	34%	34%	34%	36%	31%	34%	33%
Race/ Ethnicity		2007	2008	2009	2010	2011	2012	2013	2014	2015
	African American/Black	8%	8%	8%	11%	7%	11%	11%	10%	8%
	Asian/Pacific Islander	4%	6%	5%	6%	6%	7%	7%	7%	7%
	Caucasian/ White, non- Hispanic	77%	75%	78%	71%	76%	71%	68%	70%	71%
	Hispanic	7%	7%	7%	9%	8%	8%	10%	10%	12%
	Other	4%	4%	3%	4%	4%	4%	3%	3%	2%
Census Region		2007	2008	2009	2010	2011	2012	2013	2014	2015
	New England	5%	5%	5%	5%	4%	5%	5%	4%	4%
	Middle Atlantic	15%	14%	12%	13%	13%	13%	13%	13%	13%
	East North Central	17%	17%	17%	17%	17%	16%	17%	17%	17%
	West North Central	7%	7%	8%	7%	7%	8%	7%	7%	7%
	South Atlantic	18%	19%	18%	17%	18%	18%	18%	19%	19%
	East South Central	5%	6%	7%	6%	6%	6%	6%	6%	6%
	West South Central	9%	9%	10%	10%	11%	10%	11%	11%	10%
	Mountain	8%	8%	8%	9%	9%	8%	8%	9%	8%
	Pacific	16%	15%	15%	16%	16%	16%	15%	14%	15%

Aspirational Youth & Young Adult Participation

Aspirational participation measures non-participants' interest in specific outdoor recreation, sports, fitness and leisure activities. When comparing the types of activities that appeal to non-participants, many aspirational participants reported being drawn to outdoor recreation. In fact, youth and young adults in every age cohort reported camping as their top interest. Bicycling came in second among aspirational young adult participants, ages 18 to 24, and the activity came in third among non-participants, ages 6 to 12 and ages 13 to 27. Hiking and running/jogging were also activities that each age group wanted to try.

Aspirational Participants, Ages 6-12

<i>Physical Activity</i>	<i>Interest Rate</i>
1. Camping	16.5%
2. Swimming For Fitness	16.1%
3. Bicycling	14.7%
4. Basketball	14.6%
5. Running/Jogging	13.1%
6. Soccer	12.6%
7. Fishing	11.9%
8. Football	11.3%
9. Swimming On A Team	11.2%
10. Hiking	10.9%

Aspirational Participants, Ages 13-17

<i>Physical Activity</i>	<i>Interest Rate</i>
1. Camping	14.3%
2. Swimming For Fitness	12.5%
3. Bicycling	11.0%
4. Working Out with Machines	10.6%
5. Running/Jogging	9.5%
6. Hiking	9.3%
7. Fishing	9.1%
8. Working Out with Weights	9.0%
9. Shooting	7.7%
10. Martial Arts	6.8%

Aspirational Participants, Ages 18-24

<i>Physical Activity</i>	<i>Interest Rate</i>
1. Camping	17.2%
2. Bicycling	16.2%
3. Swimming For Fitness	15.3%
4. Hiking	14.4%
5. Backpacking	13.1%
6. Working Out with Weights	12.9%
7. Running/Jogging	12.9%
8. Martial Arts	12.8%
9. Working Out with Machines	12.2%
10. Climbing	12.1%

Adult Participation

7.0 Billion Outdoor Outings
74.9 Average Outings Per Participant

Most Popular Adult Outdoor Activities

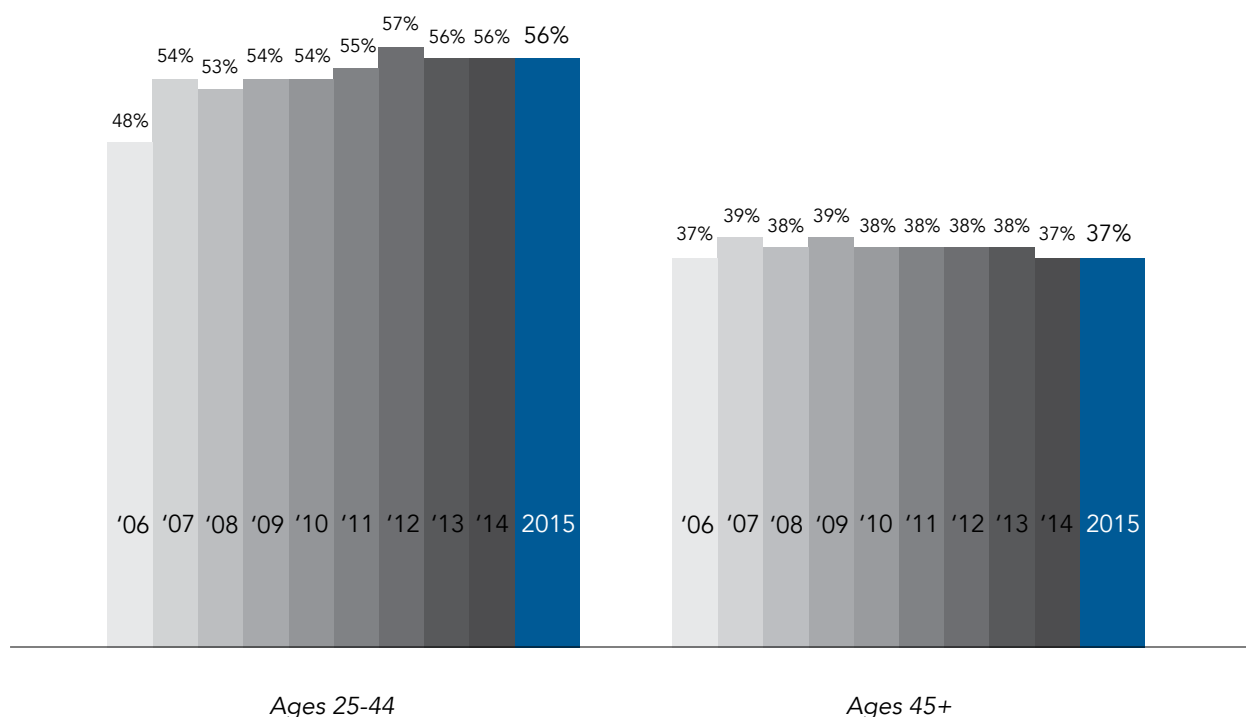
By Participation Rate, Ages 25+

1. Running, Jogging and Trail Running
14.9% of adults, 31.6 million participants
2. Fishing (Fresh, Salt and Fly)
14.6% of adults, 30.9 million participants
3. Hiking
12.5% of adults, 26.4 million participants
4. Bicycling (Road, Mountain and BMX)
12.3% of adults, 26.1 million participants
5. Camping (Car, Backyard, Backpacking and RV)
11.8% of adults, 25.0 million participants

Favorite Adult Outdoor Activities

By Frequency of Participation, Ages 25+

1. Running, Jogging and Trail Running
87.1 average outings per runner,
2.8 billion total outings
2. Bicycling (Road, Mountain and BMX)
54.2 average outings per cyclist,
1.4 billion total outings
3. Fishing
20.1 average outings per fishing participant,
621.5 million total outings
3. Birdwatching
40.6 average outings per birdwatcher,
422.3 million total outings
4. Wildlife Viewing
26.4 average outings per wildlife viewer,
413.4 million total outings



Aspirational Adult Participation

For aspirational adult participants of all ages — and aspirational participants of all ages — camping and bicycling were in the top 3 most interesting activities out of a range of outdoor, sports, fitness and leisure activities. Hiking and running/jogging also rated in the top 10 most appealing activities among adult participants. Indeed, Americans who wanted to try new activities were most drawn to different forms of outdoor recreation.

Aspirational Participants, Ages 25-34

<i>Physical Activity</i>	<i>Interest Rate</i>
1. Swimming For Fitness	17.4%
2. Camping	16.7%
3. Bicycling	15.1%
4. Hiking	13.8%
5. Running/Jogging	12.2%
6. Canoeing	12.0%
7. Backpacking	11.5%
8. Working Out with Machines	11.3%
9. Working Out with Weights	11.1%
10. Kayaking	9.5%

Aspirational Participants, Ages 35-44

<i>Physical Activity</i>	<i>Interest Rate</i>
1. Camping	15.7%
2. Swimming For Fitness	15.2%
3. Bicycling	14.6%
4. Hiking	14.5%
5. Working Out with Weights	12.6%
6. Working Out with Machines	11.0%
7. Running/Jogging	10.3%
8. Fishing	10.1%
9. Canoeing	9.7%
10. Backpacking	9.5%

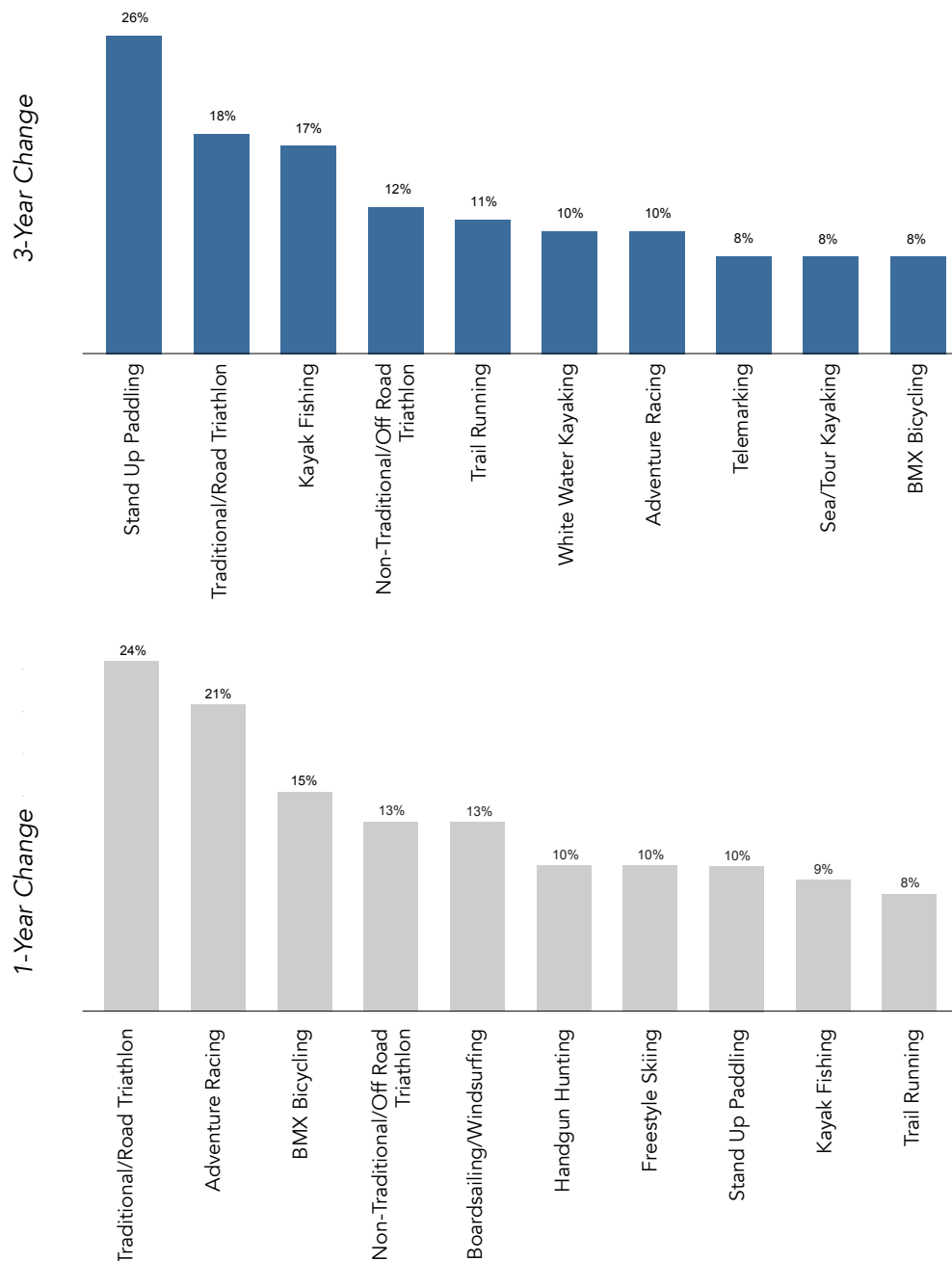
Aspirational Participants, Ages 45+

<i>Physical Activity</i>	<i>Interest Rate</i>
1. Camping	12.3%
2. Swimming For Fitness	12.0%
3. Bicycling	11.7%
4. Working Out with Machines	9.9%
5. Hiking	9.7%
6. Fishing	9.0%
7. Working Out with Weights	8.8%
8. Birdwatching/ Wildlife Viewing	8.0%
9. Running/Jogging	7.6%
10. Basketball	7.0%

2015 Positive Outdoor Trends

Paddle sports continued to be a bright spot in outdoor participation. Over the past 3 years, stand up paddling was the top outdoor activity for growth, increasing participation an average of 26 percent from 2012 to 2015. Kayak fishing, white water kayaking and sea/tour kayaking also saw some of the biggest participation increases over the three-year period. While participation in running/jogging was down 5 percent from 2014 to 2015, running-related activities tended to gain in popularity. Participation in traditional triathlon grew the most over the year, increasing by 24 percent. Adventure racing, non-traditional triathlon and trail running were also among the year's top trending outdoor activities.

Top Outdoor Activities for Growth



Outdoor Participation by Activity

** All participation numbers in this table are in the thousands (000).

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	3-Year Change
Adventure Racing	725	698	920	1,089	1,339	1,065	2,170	2,213	2,368	2,864	10.0%
Backpacking Overnight - More Than 1/4 Mile From Vehicle/Home	7,067	6,637	7,867	7,647	8,349	7,095	8,771	9,069	10,101	10,100	4.9%
Bicycling (BMX)	1,655	1,887	1,904	1,811	2,369	1,547	2,175	2,168	2,350	2,690	7.5%
Bicycling (Mountain/Non-Paved Surface)	6,751	6,892	7,592	7,142	7,161	6,816	7,714	8,542	8,044	8,316	2.8%
Bicycling (Road/Paved Surface)	38,457	38,940	38,114	40,140	39,320	40,349	39,232	40,888	39,725	38,280	-0.8%
Birdwatching More Than 1/4 Mile From Home/Vehicle	11,070	13,476	14,399	13,294	13,339	12,794	14,275	14,152	13,179	13,093	-2.8%
Boardsailing/Windsurfing	938	1,118	1,307	1,128	1,617	1,151	1,593	1,324	1,562	1,766	4.7%
Camping (RV)	16,946	16,168	16,517	17,436	15,865	16,698	15,108	14,556	14,633	14,699	-0.9%
Camping (Within 1/4 Mile of Vehicle/Home)	35,618	31,375	33,686	34,338	30,996	32,925	29,982	29,269	28,660	27,742	-2.6%
Canoeing	9,154	9,797	9,935	10,058	10,553	9,787	9,839	10,153	10,044	10,236	1.3%
Climbing (Sport/Indoor/Boulder)	4,728	4,514	4,769	4,313	4,770	4,119	4,592	4,745	4,536	4,684	0.7%
Climbing (Traditional/Ice/Mountaineering)	1,586	2,062	2,288	1,835	2,198	1,609	2,189	2,319	2,457	2,571	5.5%
Fishing (Fly)	6,071	5,756	5,941	5,568	5,478	5,683	6,012	5,878	5,842	6,089	0.5%
Fishing (Freshwater/Other)	43,100	43,859	40,331	40,961	38,860	38,868	39,135	37,796	37,821	37,682	-1.2%
Fishing (Saltwater)	12,466	14,437	13,804	12,303	11,809	11,983	12,017	11,790	11,817	11,975	-0.1%
Hiking (Day)	29,863	29,965	32,511	32,572	32,496	34,491	34,545	34,378	36,222	37,232	2.6%
Hunting (Bow)	3,875	3,818	3,722	4,226	3,908	4,633	4,075	4,079	4,411	4,564	3.9%
Hunting (Handgun)	2,525	2,595	2,873	2,276	2,709	2,671	3,553	3,198	3,091	3,400	-1.1%
Hunting (Rifle)	11,242	10,635	10,344	11,114	10,150	10,807	10,164	9,792	10,081	10,778	2.1%
Hunting (Shotgun)	8,987	8,545	8,731	8,490	8,062	8,678	8,174	7,894	8,220	8,438	1.1%
Kayak Fishing	n/a	n/a	n/a	n/a	1,044	1,201	1,409	1,798	2,074	2,265	17.4%
Kayaking (Recreational)	4,134	5,070	6,240	6,212	6,465	8,229	8,144	8,716	8,855	9,499	5.3%
Kayaking (Sea/Touring)	1,136	1,485	1,780	1,771	2,144	2,029	2,446	2,694	2,912	3,079	8.0%
Kayaking (White Water)	828	1,207	1,242	1,369	1,842	1,546	1,878	2,146	2,351	2,518	10.3%
Rafting	3,609	4,340	4,651	4,318	4,460	3,821	3,690	3,836	3,781	3,883	1.7%
Running/Jogging	38,559	41,064	41,130	43,892	49,408	50,713	52,187	54,188	51,127	48,496	-2.3%
Sailing	3,390	3,786	4,226	4,342	3,869	3,725	3,958	3,915	3,924	4,099	1.2%
Scuba Diving	2,965	2,965	3,216	2,723	3,153	2,579	2,982	3,174	3,145	3,274	3.2%
Skateboarding	10,130	8,429	7,807	7,352	6,808	5,827	6,627	6,350	6,582	6,436	-0.9%
Skiing (Alpine/Downhill)	n/a	10,362	10,346	10,919	11,504	10,201	8,243	8,044	8,649	9,378	-1.9%
Skiing (Cross-Country)	n/a	3,530	3,848	4,157	4,530	3,641	3,307	3,377	3,820	4,146	5.7%
Skiing (Freestyle)	n/a	2,817	2,711	2,950	3,647	4,318	5,357	4,007	4,564	4,465	1.5%
Snorkeling	8,395	9,294	10,296	9,358	9,305	9,318	8,011	8,700	8,752	8,874	3.5%
Snowboarding	n/a	6,841	7,159	7,421	8,196	7,579	7,351	6,418	6,785	7,676	0.5%
Snowshoeing	n/a	2,400	2,922	3,431	3,823	4,111	4,029	3,012	3,501	3,885	-1.6%
Stand Up Paddling	n/a	n/a	n/a	n/a	1,050	1,242	1,542	1,993	2,751	3,020	25.7%
Surfing	2,170	2,206	2,607	2,403	2,767	2,195	2,895	2,658	2,721	2,701	-2.2%

Telemarking (Downhill)	n/a	1,173	1,435	1,482	1,821	2,099	2,766	1,732	2,188	2,569	8.3%
Trail Running	4,558	4,216	4,857	4,833	5,136	5,610	6,003	6,792	7,531	8,139	10.7%
Triathlon (Non-Traditional/ Off-Road)	281	483	602	666	929	709	1,442	1,390	1,411	2,498	12.4%
Triathlon (Traditional/Road)	640	798	1,087	1,208	1,978	1,393	2,184	2,262	2,203	1,744	18.1%
Wakeboarding	3,046	3,521	3,544	3,577	3,645	3,389	3,348	3,316	3,125	3,226	-1.2%
Wildlife Viewing More Than 1/4 Mile From Home/Vehicle	20,294	22,974	24,113	21,291	21,025	21,964	22,999	21,359	21,110	20,718	-3.4%

Method

During the 2015 calendar year, a total of 32,658 online interviews were carried out with a nationwide sample of individuals and households from the US Online Panel of over one million people operated by Synovate/IPSOS. A total of 15,167 individual and 17,491 household surveys were completed. The total panel is maintained to be representative of the US population for people ages six and older. Over sampling of ethnic groups took place to boost response from typically under responding groups.

The 2015 participation survey sample size of 32,658 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 0.24 percentage points at the 95 percent confidence level.

A weighting technique was used to balance the data to reflect the total US population ages six and above. The following variables were used: gender, age, income, household size, region, population density and panel join date. The total population figure used was 249,141,894 people ages six and older.

About the Physical Activity Council (PAC)

The survey that forms the basis of the Topline Report is produced by the Physical Activity Council (PAC), which is a partnership of leading organizations in the US sports, fitness and leisure industries. While the overall aim of the survey is to establish levels of activity and identify key trends in sports, fitness and recreation participation, each partner produces detailed reports on their specific areas of interest. Partners include: the Outdoor Foundation (OF); National Golf Foundation (NGF); Snowsports Industries America (SIA); Tennis Industry Association (TIA); USA Football; United States Tennis Association (USTA), International Health, Racquet and Sportsclub Association (IHRSA); and Sporting Goods Manufacturers Association (SGMA).

About The Outdoor Foundation

Founded in 2000, the Outdoor Foundation is a national not-for-profit organization dedicated to inspiring and growing future generations of outdoor leaders and enthusiasts. Through youth engagement, community grant-making and groundbreaking research, the Foundation works with young leaders and partners to mobilize a major cultural shift that leads all Americans to the great outdoors. Visit us at outdoorfoundation.org.

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