

OUTDOOR RECREATION PARTICIPATION REPORT 2008



A look at trends in American participation in outdoor activities with a focus on youth, diversity and the future of the outdoors.

Produced by
The Outdoor Foundation®



Starting Young: A Lifetime in the Outdoors

Exploring the outdoors has been a childhood right of passage for hundreds of years – resulting in whole and healthy children and leading to passionate outdoor enthusiasts and committed stewards of our natural resources. Over the past few decades, the critical connection between children and nature has faded. This has had a serious impact on the overall health and well-being of our children and country, our population and planet.

The Outdoor Foundation® produced this annual report, *Outdoor Recreation Participation Report, 2008*, to help national organizations understand and reverse the growing inactivity crisis among our kids and the growing disconnect between children and the outdoors.

Participation Grows, Youth Lag Behind

The good news is participation in outdoor recreation increased in 2007. Our survey, conducted in early 2008, found that American participation in 2007 increased to 50.0%. This means that 138.4 million Americans took part in outdoor activities, getting outside for a total of 11.37 billion outdoor excursions.

The bad news is that from 2006 to 2007, there was an 11.6% drop in participation in outdoor activities among American children ages 6 to 17. Today, children increasingly spend much of their free time indoors or in structured sedentary activity. This trend contributes, researchers say, to skyrocketing rates of childhood obesity (1 in 5 children are clinically obese), as well as increases

in depression (more than 3 million in treatment) and attention deficit hyperactivity disorder (increased 30% since 1997) among children. In turn, young people who grow up without experiencing nature are far less likely to be active participants in the outdoors and champions of the environment as adults– resulting in a negative compounding effect on the health of our children and our natural world.



Among boys ages 6 to 12, participation in outdoor recreation dropped from 79% to 72% in 2007. Among girls of the same age, participation dropped from 77% to 61%. This drop, concerning in and of itself, opened a significant gap between the participation rates of boys and girls ages 6 to 12 – 72% to 61%. In 2006, participation in outdoor activities among these two groups were nearly equal – 79% for boys and 77% for girls.

Diversity in the Outdoors

As we work to strengthen our children's

connection with the outdoors, our nation's changing demographics and landscapes will greatly impact our efforts. In the coming years, the United States will become a majority minority population and have more than 85% of the population living in urban communities. As we become more of an urban nation and as the demographics of our country continue to change, our strategies and messages for how we connect the outdoors to these new audiences, lifestyles and locations must also change.

Participation in outdoor activities is highest in Caucasians for all age groups. Participation is lowest among African Americans, particularly African American kids, and the consequences of this are evident in participation rates throughout adulthood.

Interestingly, although the participation rate in outdoor activities is lower among African Americans and Hispanics than Caucasians, those who do participate in outdoor activities, do so more frequently than Caucasians.

Knowing Our Children's Needs

Our survey asked children ages 6 to 17 about their participation and non-participation in outdoor

activities, and the results are informative. Results vary by age and ethnicity, but the findings will help programs working to connect children and the outdoors to sharpen their messaging and focus their efforts. For example, among children ages 6 to 17, the primary motivations for starting their participation in outdoor activities are parents, friends, family and relatives. According to the children themselves, media, TV, sports icons and the internet have little impact.

With a deeper understanding of why Americans and youth get outside and participate in outdoor activities, those of us working to reverse the inactivity crisis and the so-called "Nature Deficit Disorder" can confidently and successfully engage youth – from all backgrounds.

One thing is clear – our children need our support. While young boys and girls saw a concerning drop in participation in outdoor recreation in 2007, participation among Americans ages 18 to 64 increased. Children won't learn the benefits and joy of a healthy active outdoor lifestyle without our support and encouragement. With a clear understanding of their interests and challenges, we can all teach youth our passion for the outdoors.

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

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ABOUT THIS REPORT

Methodology

The *Outdoor Recreation Participation Report, 2008* is based on a survey commissioned by a partnership of associations and foundations, namely: The Outdoor Foundation®, National Golf Foundation®, Sporting Goods Manufacturers Association® and SnowSports Industries America®.

During the first quarter of 2008 a total of 40,794 online interviews were conducted with a nationwide sample of individuals and households from the US Online Panel operated by Synovate. A total of 15,013 individual and 25,781 household surveys were completed. The total panel has over 1 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 ages 6 and above. The following variables were used: gender, age, income, household size, region and population density. The total population figure used was 276,796,000 people ages 6 and above.

The survey method was changed slightly from 2007 to 2008 to include household interviews in addition to the individual interviews. The two methods were very comparable and all results are indicative of what's happening in sports and leisure participation. However, we may need to wait until the 2009 survey to fully define some trends.

The methodology and objective of this study and its 2007 predecessor, *The Next Generation of Outdoor Participants*, differs significantly from

participation studies from The Outdoor Foundation published from 1998 to 2005. These all can be found on The Outdoor Foundation web site: www.outdoorfoundation.org.

PARTICIPATION at a glance

Overall, participation in outdoor activities increased in 2007 to 50.0% of Americans - from 134.4 million American participants in 2006 to 138.4 million Americans.

Americans made an estimated 11.37 billion outdoor excursions in 2007 - either close to home, in a nearby park or on an overnight trip.

Americans' favorite outdoor activities of those we surveyed by frequency of participation are running/jogging/trail running, bicycling, fishing, wildlife viewing and skateboarding.

Participation in outdoor activities in 2007 ranged from a high of 68%, among ages 6 to 12, to a low of 26%, among ages 65 and older.

Participation in outdoor activities declines with age. The fewer youth introduced to outdoor recreation, the fewer adult participants there will be in future years. According to a 2004 study from The Outdoor Foundation, *Exploring the Active Lifestyle*, 90% of adult participants in outdoor recreation were introduced to outdoor activities between ages 5 and 18.

Half of all participants in outdoor recreation in 2007 participated in outdoor activities 30 times or less, getting out about only once every other week. Only 20% of participants are getting out two times a week or more. Given that 50% of outdoor participants consider outdoor activities as their main source of exercise, these findings shed light on America's inactivity crisis.

2007 PARTICIPATION IN OUTDOOR RECREATION

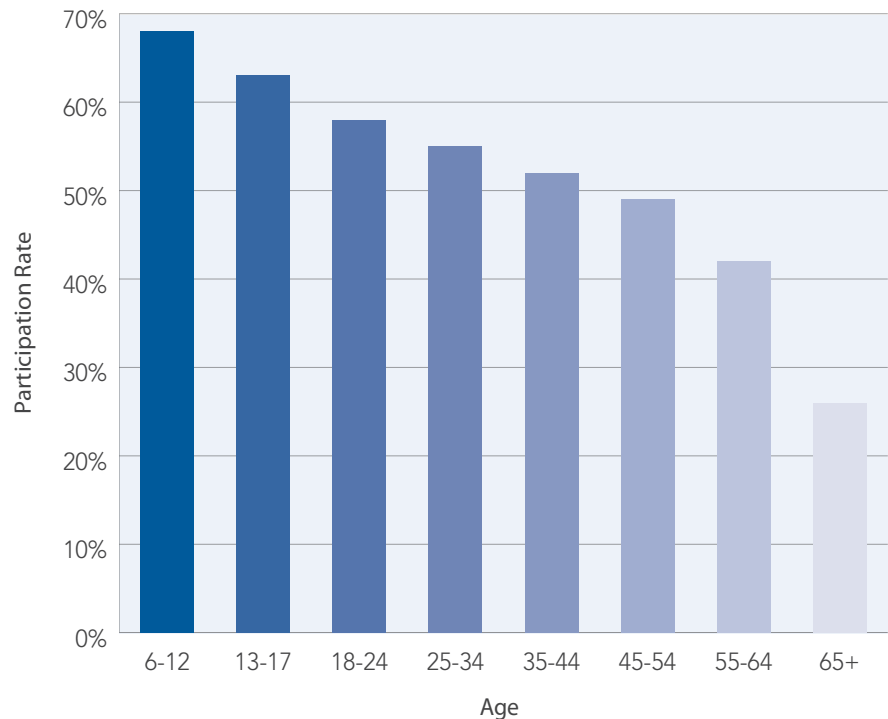
Participation in Outdoor Recreation

Participation in outdoor activities increased in 2007 to 50% of Americans - from 134.4 million American participants in 2006 to 138.4 million Americans in 2007. Participation ranged from a high of 68%, among ages 6 to 12, to a low of 26%, among ages 65 and older.

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Participation in Outdoor Activities

All Americans, Ages 6 and Older



A participant in outdoor recreation is defined as an individual who took part in one or more of 35 outdoor activities at least once during 2007.

Measured outdoor activities

include: Backpacking, BMX

Bicycling, Mountain Bicycling, Road Bicycling, Bird Watching Outdoors, Camping, RV Camping, Canoeing, Sport Climbing, Bouldering, Indoor Climbing, Ice Climbing, Traditional Climbing, Mountaineering, Fly Fishing, Freshwater Fishing, Saltwater Fishing, Hiking, Hunting, Kayaking, Sea Kayaking, Tour Kayaking, Whitewater Kayaking, Adventure Racing, Triathlon, Rafting, Running/Jogging, Skateboarding, Trail Running, Wildlife Viewing, Downhill Skiing, Telemark Skiing, Cross-Country Skiing, Snowboarding, Snowshoeing, Windsurfing, Sailing, Scuba Diving, Snorkeling, Surfing and Wake Boarding.

Frequency of Participation Among Active Americans

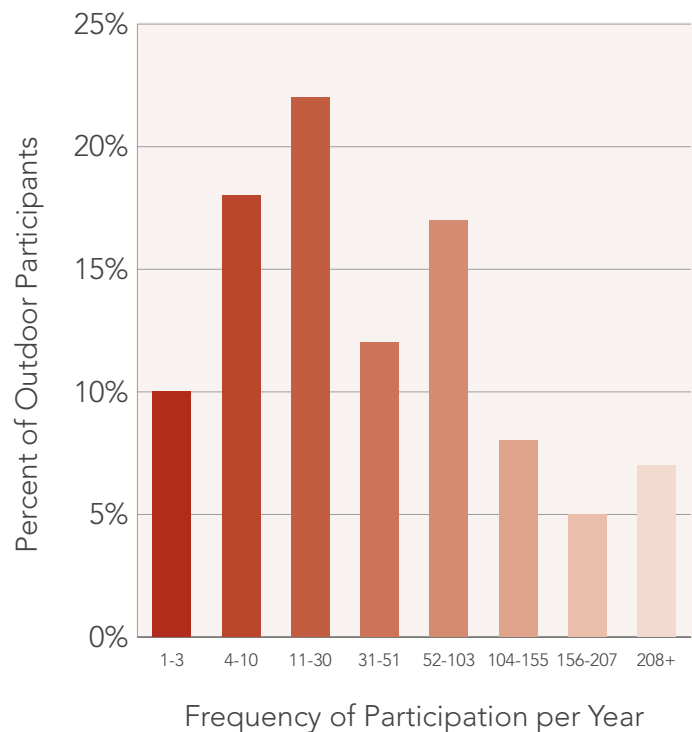
Getting outdoors is essential to staying healthy and fit. Americans made an estimated 11.37 billion outdoor excursions in 2007 - either close to home, in a nearby park or on an overnight trip.

Half of all participants in outdoor recreation in 2007 participated in outdoor activities 30 times or less, getting out about only once every other week. Only 20% of participants are getting out two times a week or more. Given that 50% of outdoor participants consider outdoor activities as their main source of exercise, these findings shed light on America's inactivity crisis.

In its 2008 guidelines, the U.S. Department of Health and Human Services recommends 2.5 hours a week of moderate-intensity exercise for adults and 1 hour a day or more of moderate-intensity exercise for youth².

Frequency of Participation in Outdoor Activities

All Americans, Ages 6 and Older



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

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

Favorite Outdoor Activities of All Americans, Ages 6 and Older

By frequency of participation

1. Running/Jogging/Trail Running:

3.87 billion outings / 92 outings per runner or jogger (trail or road)

2. Bicycling (Any Type):

2.62 billion outings / 62 outings per bicyclist

3. Fishing (Any Type):

1.09 billion outings / 21 outings per angler

4. Wildlife Viewing (More Than ¼ Mile from Vehicle/Home):

638 million outings / 28 outings per wildlife watcher

5. Skateboarding:

454 million outings / 54 outings per skateboarder



LIFE CYCLE OF MALE AND FEMALE PARTICIPATION

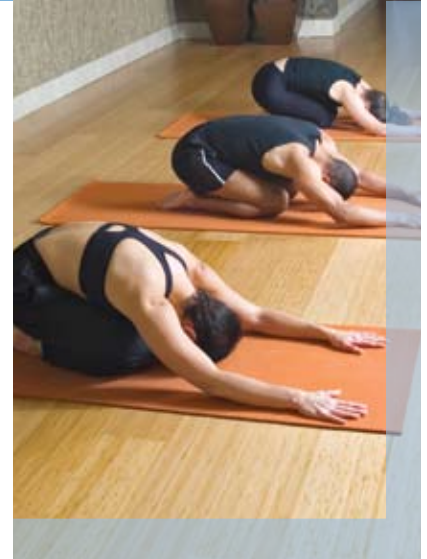
Life Cycle of Male and Female Participation in Outdoor Activities

Among females, indoor fitness activities are more popular than both team ball sports and outdoor activities by a clear margin for age groups 18 to 34 and older. After a sharp decline among youth (ages 6 to 12 and ages 13 to 17), though, participation in outdoor activities increases among female participants between 18 and 44.

Team ball sports decline for female youth onward – throughout all age groups – to a low near 0% for ages 65+.

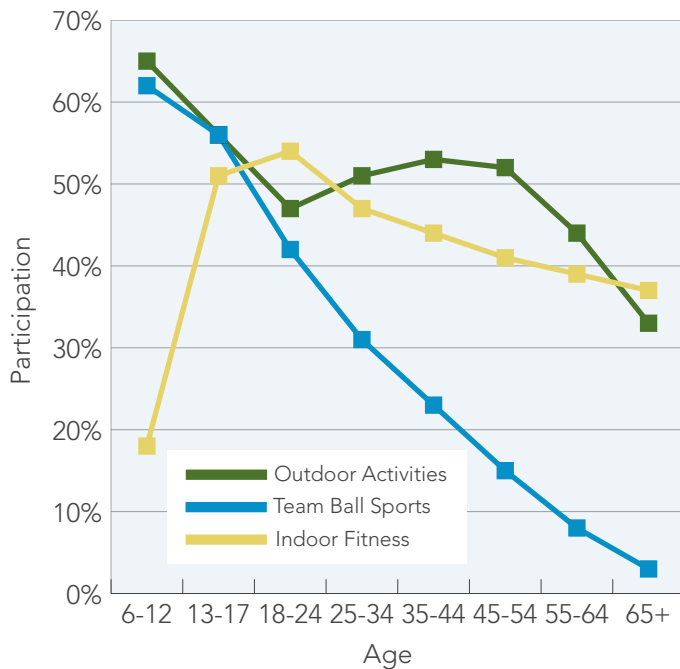
Among males, participation in outdoor activities exceeds participation in both indoor activities and team ball sports for ages 25 to 65. Participation in outdoor activities increases from ages 25 to 44.

As with females, team ball sports are less popular than outdoor activities throughout the male life cycle and decline from age 6 to near 0% for ages 65+.

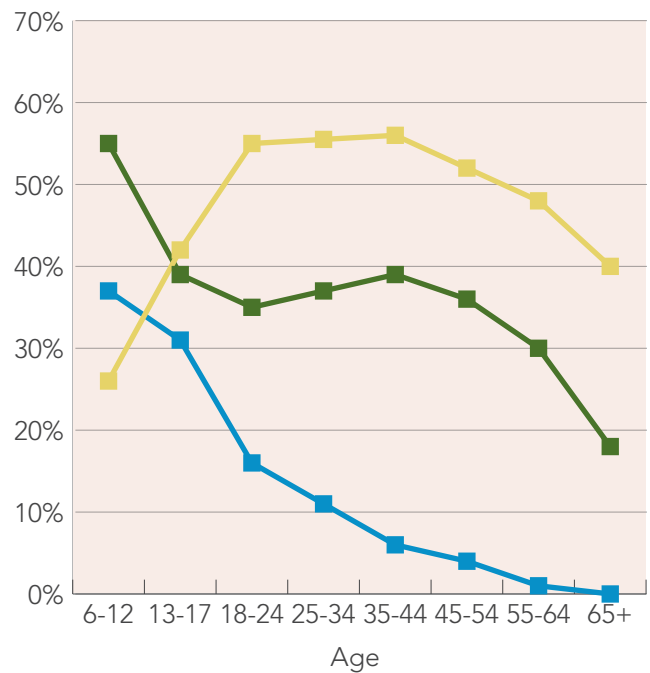


Outdoor, Indoor Fitness and Team Ball Sport Activities

Life Cycle of Male Participation



Life Cycle of Female Participation



Participation in Outdoor Activities, Indoor Activities and Team Ball Sports

Participation in outdoor activities among all Americans ages 6 and older compares well to participation in indoor activities and team ball sports.

Participation in indoor fitness activities is relatively higher than participation in outdoor activities but not by a large margin. Participation in team ball sports is significantly lower than participation in both indoor fitness activities and outdoor activities.

Top 5 Activities Among All Americans Ages 6 and Older for Outdoor Activities, Indoor Activities and Team Ball Sports, by Overall Participation Rate

Outdoor Activities

1. Fishing - Freshwater (15.8%)
2. Running/Jogging (14.8%)
3. Bicycling - Road/Paved Surface (14.1%)
4. Camping - RV (11.3%)
5. Hiking - Day (10.8%)

Team Ball Sports

1. Basketball (9.4%)
2. Baseball (5.8%)
3. Soccer - Outdoor (5.0%)
4. Football - Touch (4.7%)
5. Softball - Slow Pitch (3.4%)

Indoor Activities

1. Treadmill (18.1%)
2. Free Weights - Hand Weights (15.8%)
3. Weight/Resistance Machines (14.2%)
4. Stretching (13.1%)
5. Free Weights - Dumbbells (11.7%)

Participation among youth ages 6 to 17 dropped over 11% in 2007.

Participation among boys and girls ages 6 to 12 dropped significantly from 2006 to 2007. Girls had the biggest decline, falling from 77% to 61%. Boys fell from 79% to 72%.

The participation declines open a significant gap between the participation rates of boys and girls ages 6 to 12. In 2006, participation in outdoor activities among these two groups were nearly equal – 79% for boys and 77% for girls.

Most youth are introduced to outdoor activities by parents, friends, family and relatives. Few youth cite the media, experienced mentors and outdoor education programs as motivations to begin participating in outdoor recreation.

For youth, “fun” is by far the most common motivation for participating in outdoor activities. Other motivators include discovery, exploration, new experiences and exercise.

Youth of all ages who do not participate in outdoor activities cite a lack of interest as their primary reason. Lack of interest is followed by a lack of time, competition from other responsibilities (primarily schoolwork) and a preference for screen media such as TV, computers and video games.

While youth participation fell, participation among Americans ages 18-64 increased in 2007.

YOUTH PARTICIPATION IN OUTDOOR RECREATION

A Troubling Drop in Youth Participation

While overall participation in outdoor activities increased slightly in 2007, participation among youth ages 6 to 17 dropped over 11%. This concerning decline comes as efforts around the country connecting youth and the outdoors are just beginning to gain national attention. There is hope - despite this drop, youth still participate in outdoor activities at a higher rate than other age groups - but significant work remains.

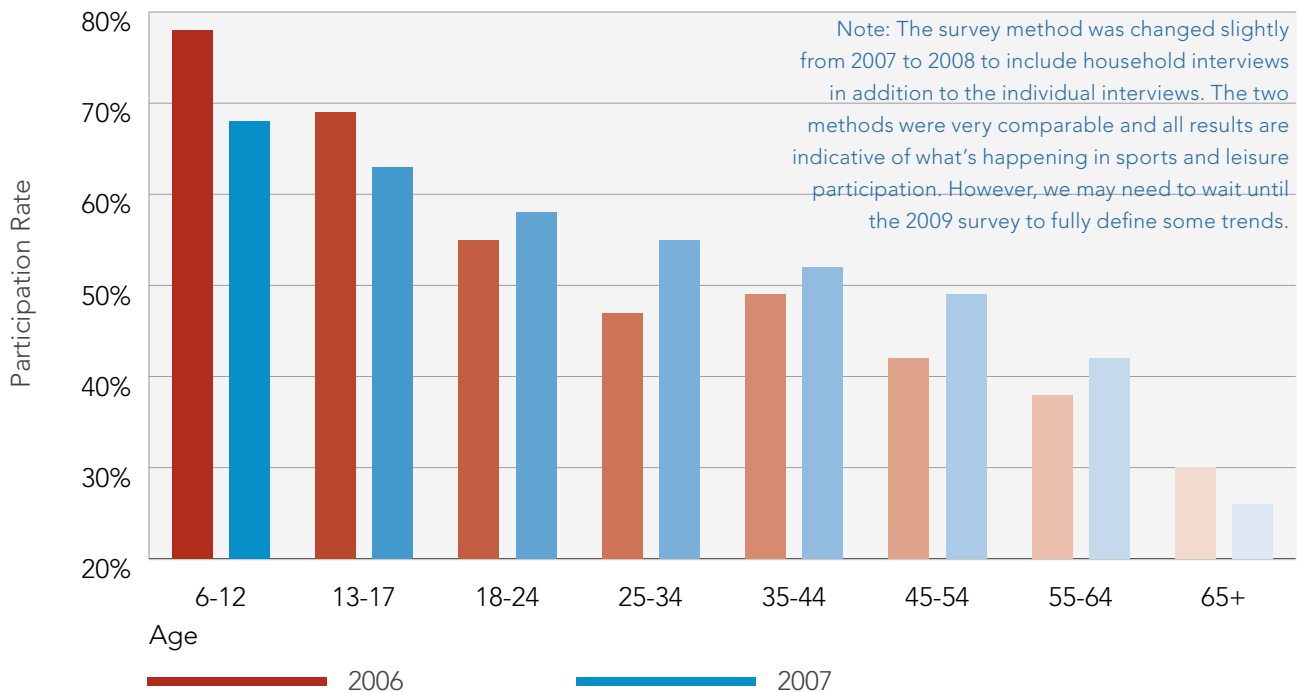


A connection with the outdoors is shown to benefit children emotionally, socially, cognitively and physically in a number of different studies. This drop indicates a greater disconnect with the outdoors among our children and greater risk of increased obesity and associated health problems.

While youth participation fell, participation among Americans ages 18 to 64 increased in 2007. In order to ensure future generations of outdoor participants, adult participants must share their passion for the outdoors. Connecting youth with the outdoors ensures future generations of conservationists, healthier individuals, healthier communities and healthier businesses.

Participation in Outdoor Activities by Age

A 2006 and 2007 Comparison



Profile of Youth Participants, Ages 6 to 17

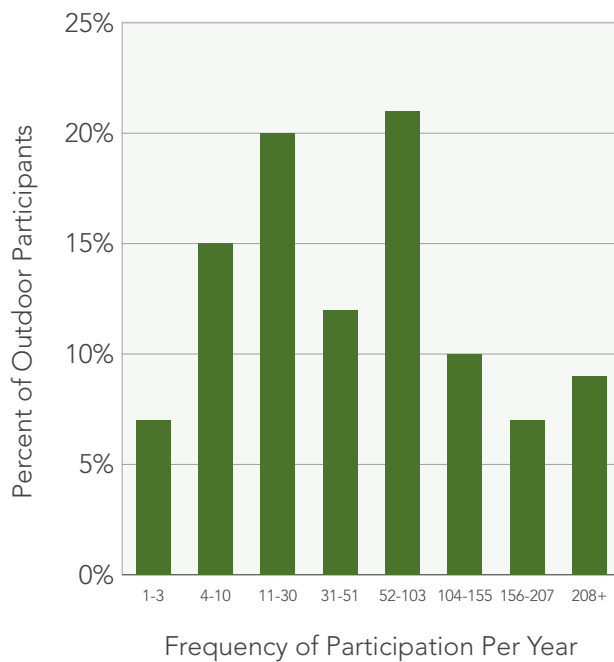
Among youth, the rate of participation in outdoor activities is higher than the rate for team ball sports and indoor fitness activities. A higher percentage of youth participate in outdoor recreation than any other age group. A higher percentage of youth take part in outdoor activities at least twice a week as well.

Yet, 42% of youth participants take part in an outdoor activity only 30 times a year or less. The infrequency of their participation in outdoor activities suggests youth are not satisfying the minimum recommended activity levels suggested by the U.S. Department of Health and Human Services.



Frequency of Participation in Outdoor Activities

Youth, Ages 6 to 17



Favorite Outdoor Activities of Youth, Ages 6 to 17

By frequency of participation

1. Bicycling (Any Type):

1.15 billion outings / 74 outings per bicyclist

2. Running/Jogging/Trail Running:

962 million outings / 86 outings per jogger (trail or road)

3. Skateboarding:

361 million outings / 62 outings per skateboarder

4. Fishing (Any Type):

192 million outings / 15 outings per angler

5. Camping (Within ¼ Mile of Vehicle/Home):

77 million outings / 8 outings per camper

Profile of Young Adult Participants, Ages 18 to 24

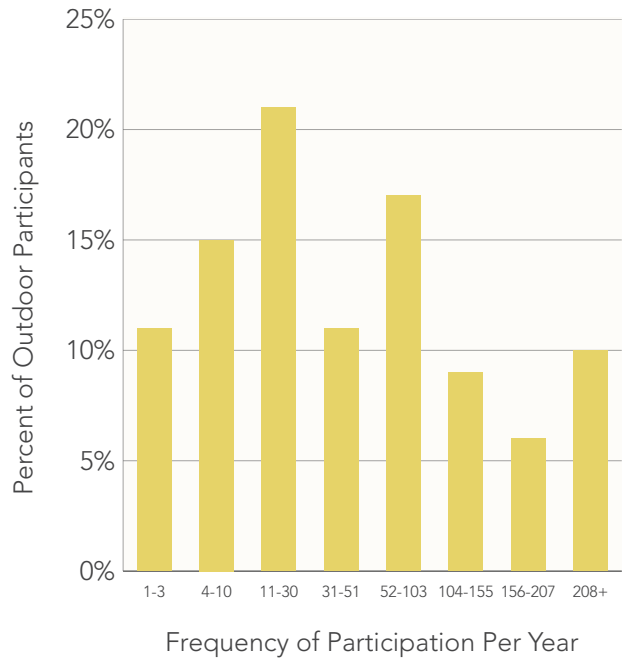
Participation in outdoor activities continues to decline in young adulthood. 55% of young adults participate in outdoor activities, down from 66% of youth ages 6 to 17.

Frequency of participation continues to decline as well. 47% of young adults participate in an outdoor activity 30 times or less, up from 42% of youth ages 6 to 17.

Nearly the same percentage of youth and young adults get outside to participate in outdoor activities 2 times per week or more – 26% of youth and 25% of young adults.

Frequency of Participation in Outdoor Activities

Young Adults, Ages 18 to 24



Favorite Outdoor Activities of Young Adults, Ages 18 to 24

By frequency of participation

- 1. Running/Jogging/Trail Running:** 805 million outings / 94 outings per jogger (trail or road)
- 2. Bicycling (any type):** 223 million outings / 57 outings per young adult bicyclist
- 3. Fishing (any type):** 107 million outings / 22 outings per angler
- 4. Skateboarding:** 65 million outings / 47 outings per skateboarder
- 5. Wildlife Viewing (at least ¼ mile from vehicle/home):** 37 million outings / 23 outings per wildlife viewer

A NEW GAP BETWEEN BOYS' AND GIRLS' PARTICIPATION RATES

A New Gap Between Boys' and Girls' Participation in Outdoor Activities

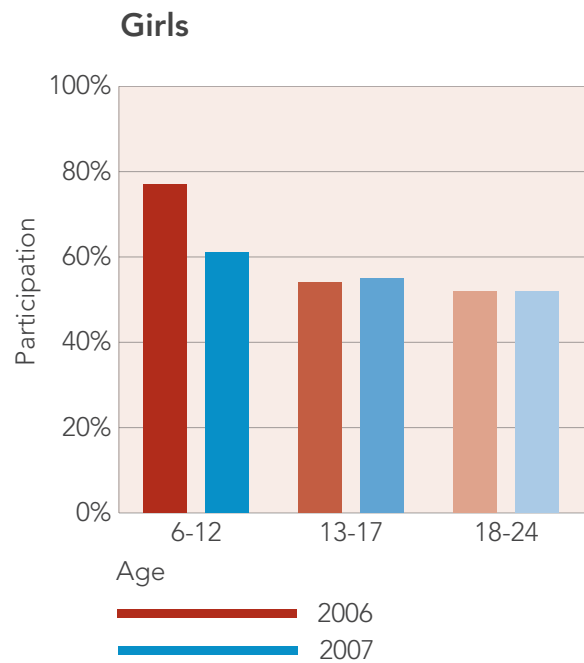
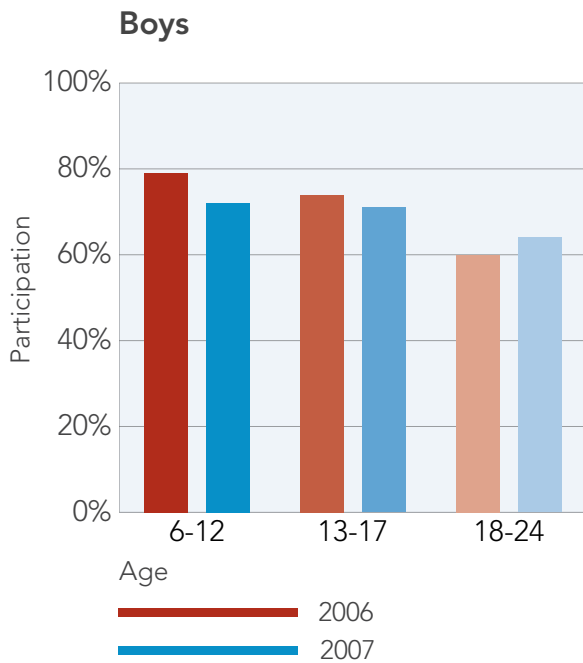
Participation among boys and girls ages 6 to 12 dropped significantly from 2006 to 2007. Girls had the biggest decline, falling from 77% to 61%. Boys fell from 79% to 72%.



In addition to this concerning decline in participation among youth participants, a significant gap has opened between the participation rates of boys and girls ages 6 to 12. In 2006, participation in outdoor activities between these two groups was nearly equal – 79% for boys and 77% for girls.

Participation in outdoor activities declines rapidly among youth and young adults. In 2007, as in previous years, boys' participation declines between childhood (6-17) and young adulthood (18-24) before climbing again among 25-34 year olds. Girls' participation, however, declines rapidly between the 6-12 and 13-17 age groups before climbing slightly again in the 25-34 age group.

Participation in Outdoor Activities Among Boys and Girls [\(See note, page 12\)](#)



WHY DO YOUTH GET OUTSIDE AND ACTIVE?

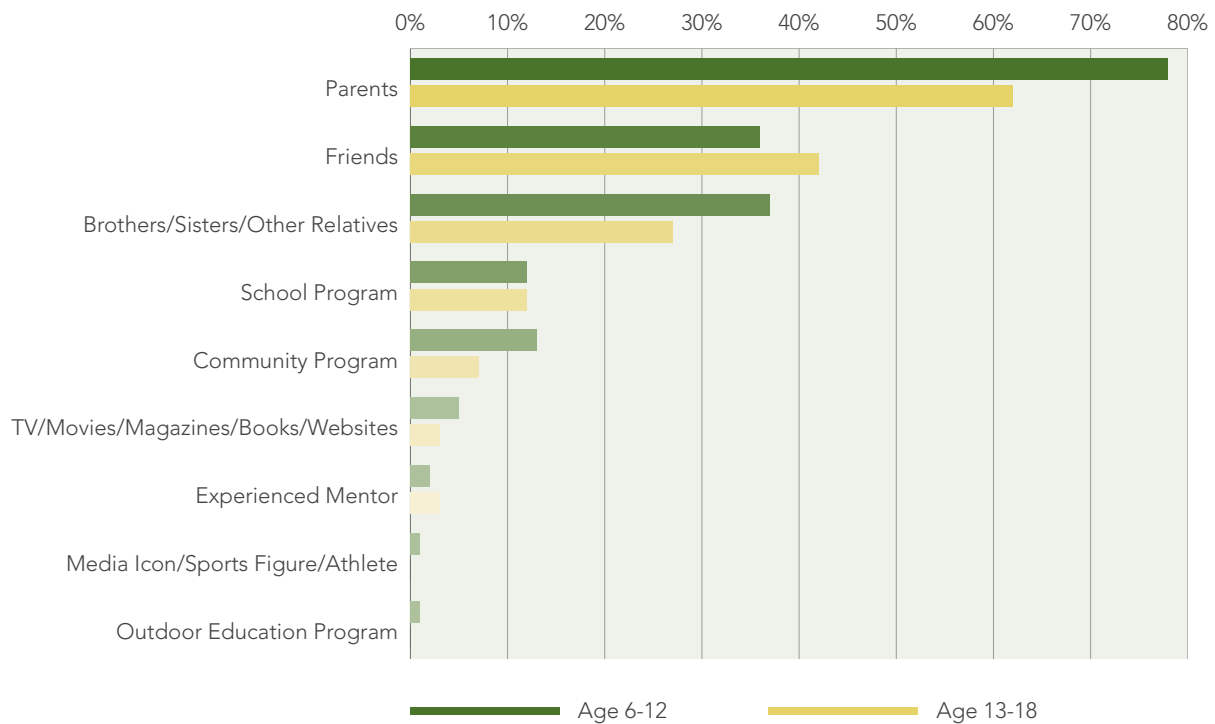


Who Introduces Youth to Outdoor Activities?

Most youth are introduced to outdoor activities by parents, friends, family and relatives. Higher percentages of youth ages 6 to 12 are introduced by family members and relatives than friends, and higher percentages of youth ages 13 to 17 are introduced by friends than family members and relatives.

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

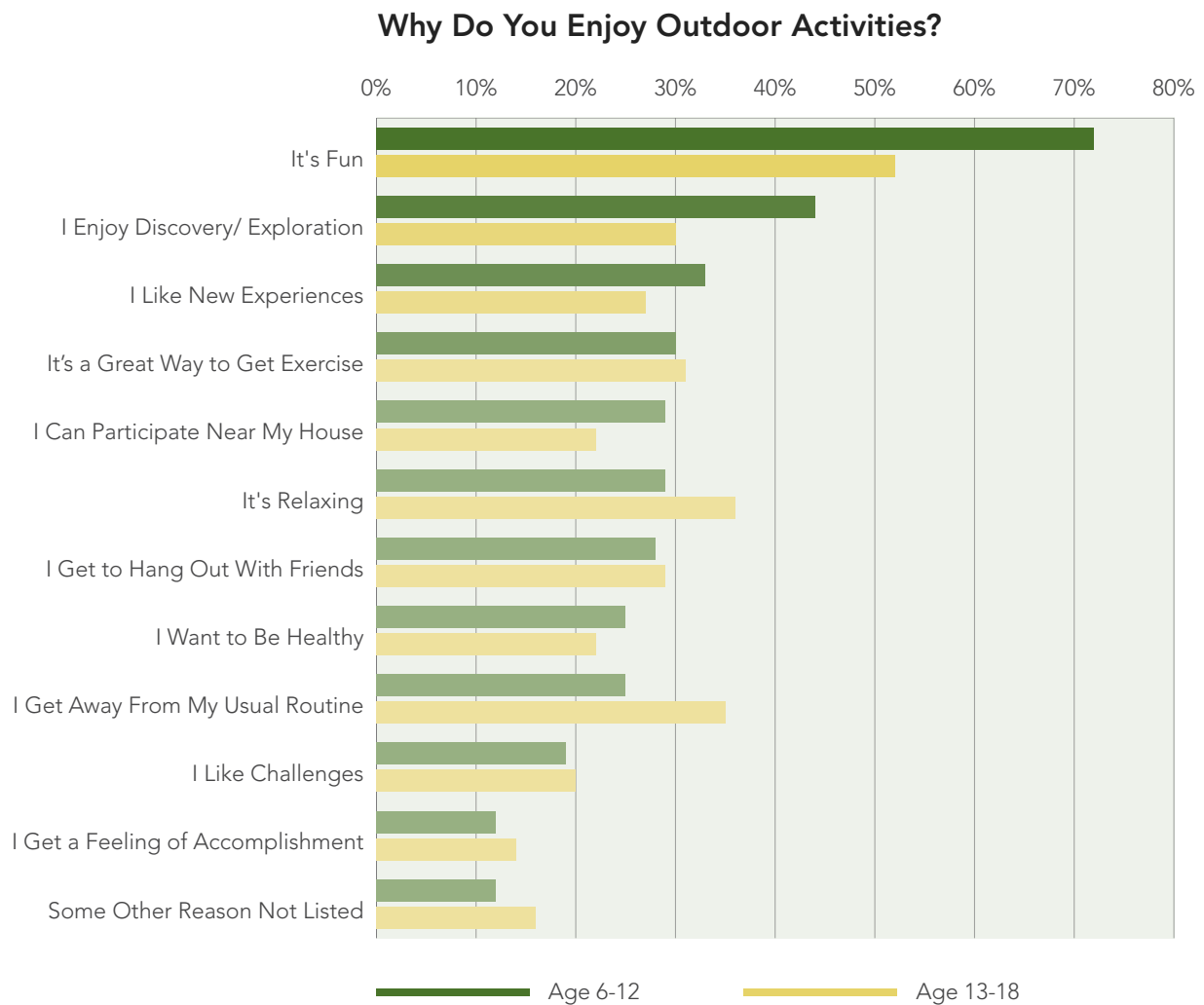
Why Did You Start Participating in Outdoor Activities?



Why Do Youth Choose Outdoor Activities?

For youth ages 6 to 12, "fun" is by far the most common motivation for participating in outdoor activities, far more than youth ages 13 to 17, young adults ages 18 to 24 and adults. Fun is followed by discovery/ exploration, new experiences and exercise.

For youth ages 13 to 17, "fun" is still the most common motivation for participating in outdoor activities but by a smaller margin. While youth ages 13 to 17 are also motivated by exercise, relaxation and a break from routines are farther up their list of motivations than they are for youth ages 6 to 12.



Why Do Youth Choose Not to Participate in Outdoor Activities?

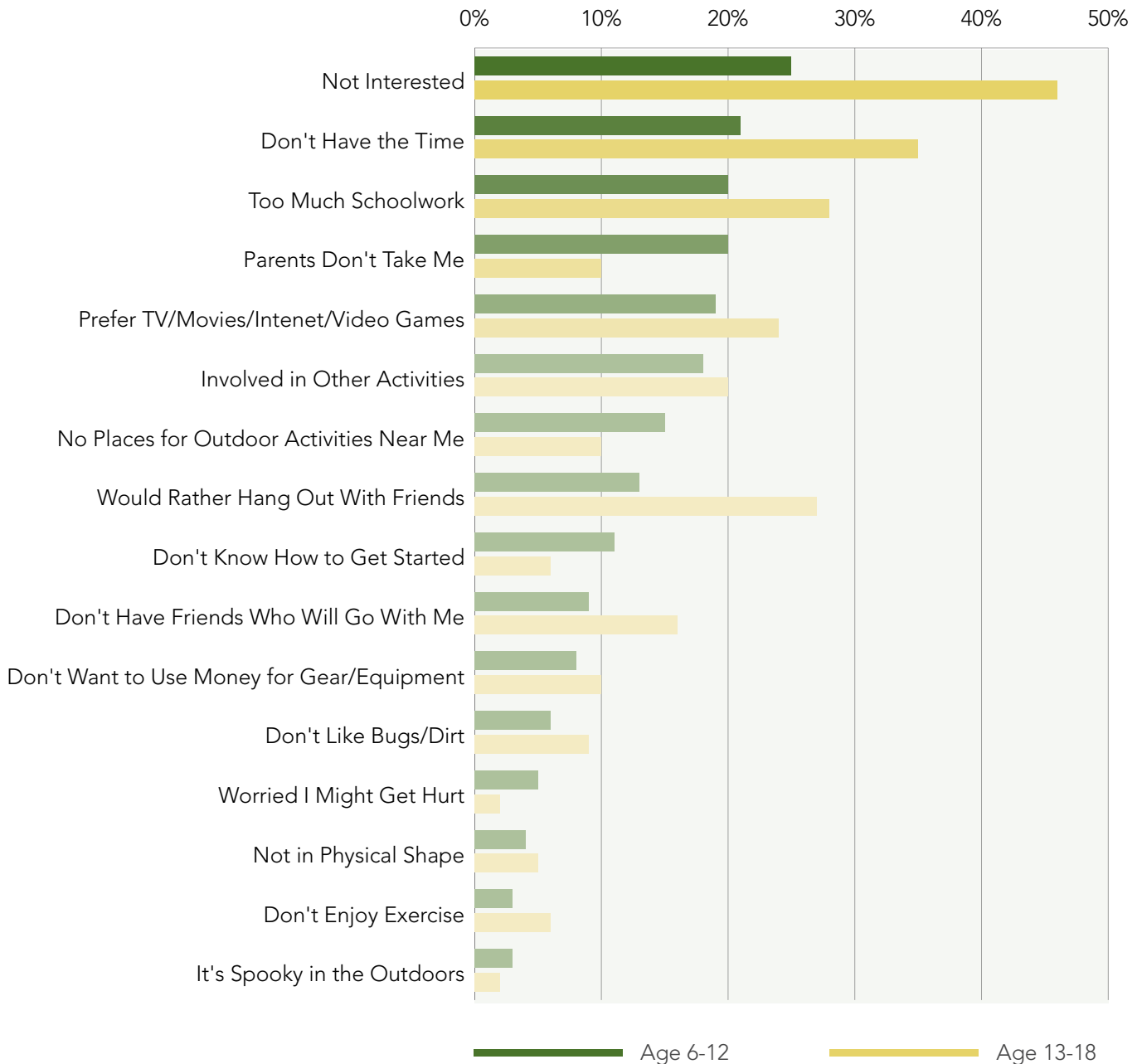
Youth of all ages who do not participate in outdoor activities cite a lack of interest as their primary reason – 25% of youth non-participants ages 6 to 12 and 46% of youth non-participants ages 13 to 17.



Second to their perceived lack of interest is a lack of time, competition from other responsibilities (primarily schoolwork) and a preference for screen media such as TV, computers and video games.

Youth ages 13 to 17 also express a preference for time with friends as a reason for their non-participation, and youth ages 6 to 12 also cite parents who don't include outdoor activities as an activity option.

Why Don't You Participate in Outdoor Activities?



GATEWAY ACTIVITIES

at a glance

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

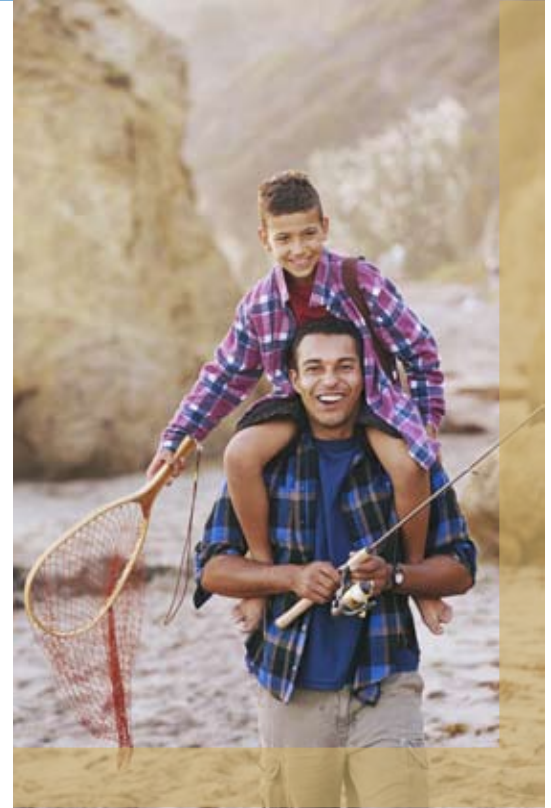
Participants in a “gateway” activity are significantly more likely to participate in multiple outdoor activities than one activity alone.

THE GATEWAY ACTIVITIES

The “Gateway” Activities to a Healthy, Active Lifestyle

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

Participation in these activities remained relatively steady from 2006 to 2007. Running/jogging/trail running experienced the biggest increase and camping experienced the biggest decrease.



Participation in Gateway Outdoor Activities Among All Americans Ages 6 and Older

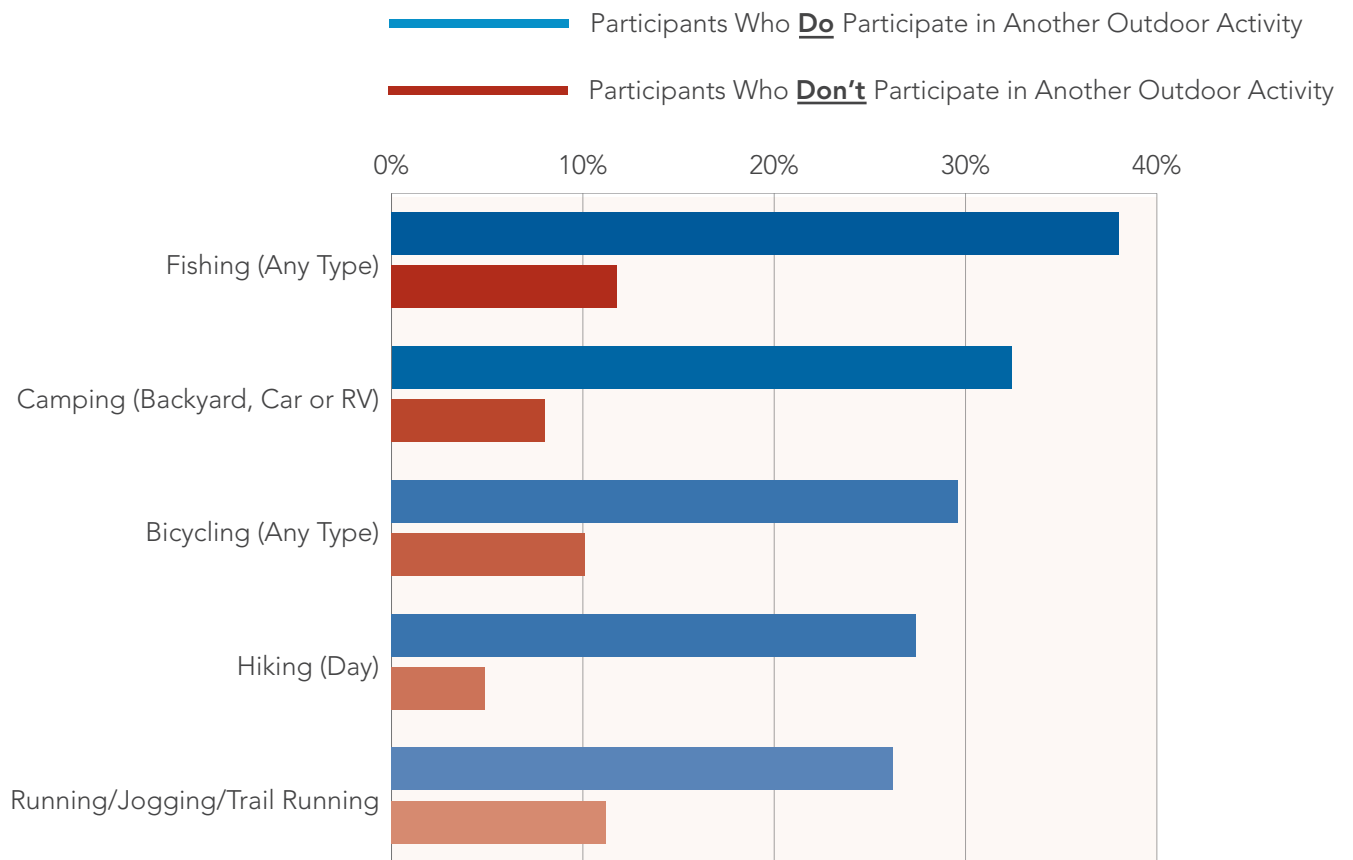
Activity	Participants in 2006 (in 000's)	Participants in 2007 (in 000's)
Fishing (any type)	49,696	51,836
Bicycling (any type)	39,688	42,126
Running/Jogging/Trail Running	38,719	41,957
Camping (backyard, car or RV)	43,123	39,836
Hiking (day)	29,863	29,965

Bicycling (any type): Bicycling (BMX), Bicycling (Mountain/Non-paved Surface), Bicycling (Road/Paved Surface); Camping (backyard, car, or RV): Camping (within ¼ mile of vehicle/home), Camping (Recreational Vehicle); Fishing (any type): Fishing (fly), Fishing (Freshwater-Other), Fishing (Saltwater)

Participants in the “Gateway” Activities Are Much More Likely to Participate in Other Outdoor Activities

Depending on the activity, participants in a “gateway” activity are two, three or four times as likely to participate in another outdoor activity as they are likely to participate in one activity alone. Their participation in these activities often leads to higher activity levels and a greater connection with the outdoors.

The Contagious Effects of Gateway Activities



Interestingly, participants in households with children are 3% to 9% more likely to participate in “gateway” activities, depending on the activity, than participants in households without children (9.1% for car campers, 8% for freshwater fishing and 5.8% for road biking, for example).

Participation in outdoor activities is highest among Caucasians for all age groups.

Participation is lowest among African Americans. Participation among African American youth is markedly lower than Caucasian, Hispanic and Asian/Pacific Islander youth, and the consequences of this are evident in participation rates throughout adulthood.

Although the participation rate in outdoor activities is lower among Hispanics and African Americans than Caucasians, those who do participate get outside more frequently than Caucasians.

When youth are asked what motivated them to start participating in outdoor activities, youth ages 6 to 17 of all major ethnicities cite parents, family, relatives and friends as the top motivations. Parents are the leading motivator for all groups, although parents are cited more often by Caucasians (74%) than Hispanics (59%), African Americans (59%) and Asians/Pacific Islanders (65%).

School programs are the fourth most common motivation for youth of all four ethnicities and cited most often by African American youth and Asian/Pacific Islander youth.

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

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

African Americans cite a lack of interest more often than other ethnicities.

Hispanic and African American youth cite a lack of access to places to enjoy outdoor activities in greater numbers than Caucasian and Asian/Pacific Islander youth.

For all youth of all ethnicities who don't participate in outdoor activities, a dislike for exercise, a perceived lack of physical shape, concerns about injury and fear of the outdoors are the least often cited motivations for their preference of other activities.

Participation in Outdoor Activities Among Different Ethnicities

Participation in outdoor activities is highest in Caucasians for all age groups.

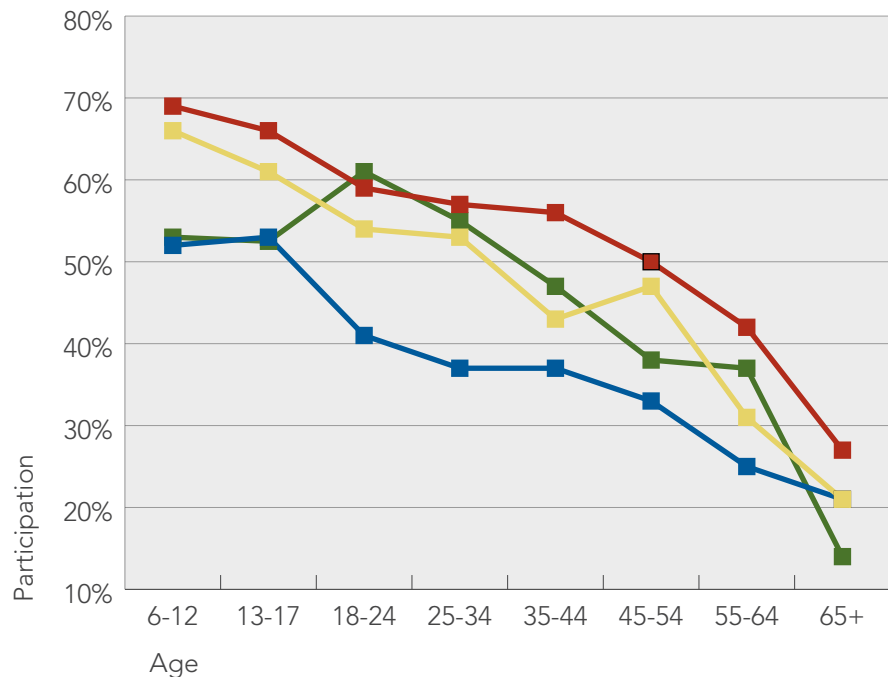
Participation is lowest among African Americans. Participation among African American youth is markedly lower than Caucasian, Hispanic and Asian/Pacific Islander youth, and the consequences of this are evident in participation rates throughout adulthood.

Although the participation rate in outdoor activities is lower among Hispanics and African Americans than Caucasians, those who do participate get outside more frequently than Caucasians.

Hispanic youths are the fastest growing segment of the Hispanic population and the most promising for engaging in outdoor recreation. Fully one third of Hispanics are under the age of 18 and suffer from obesity at much higher rates than the rest of the population. More information on the Hispanic community and outdoor recreation can be found in *The Hispanic Community and Outdoor Recreation*¹, a 2006 report by The Outdoor Foundation.

Participation Among Ethnicities by Age

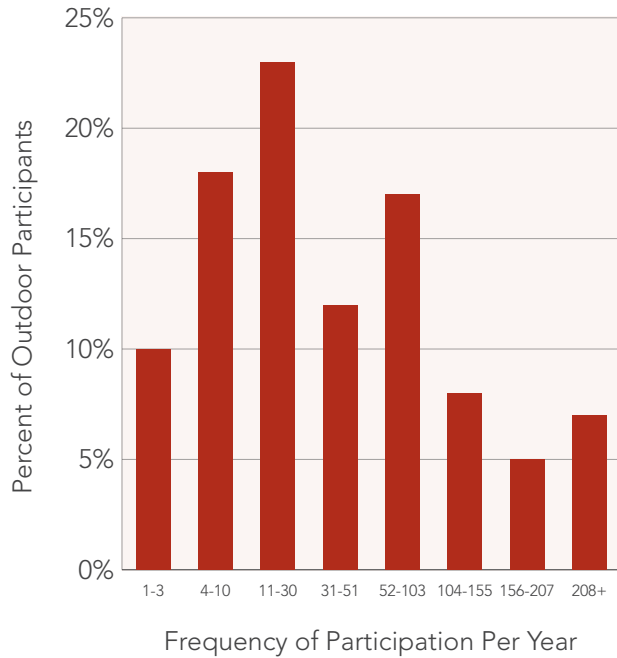
- Caucasians
- Hispanics
- African-Americans
- Asians/Pacific Islanders



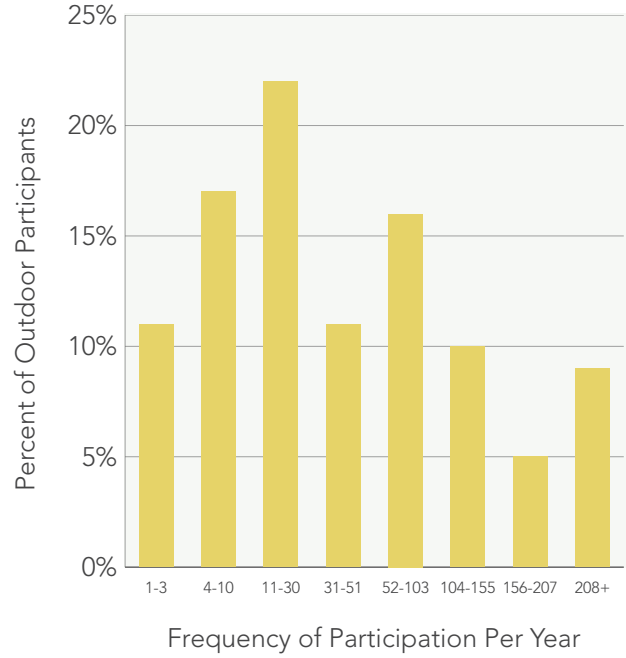
¹ *The Hispanic Community and Outdoor Recreation*, The Outdoor Foundation, 2006, www.outdoorfoundation.org/research

Frequency of Participation in Outdoor Recreation Among Ethnicities

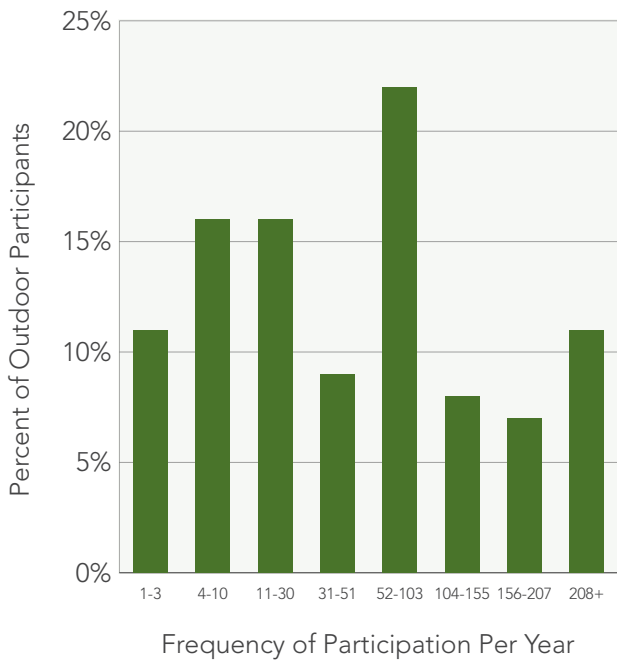
Caucasians



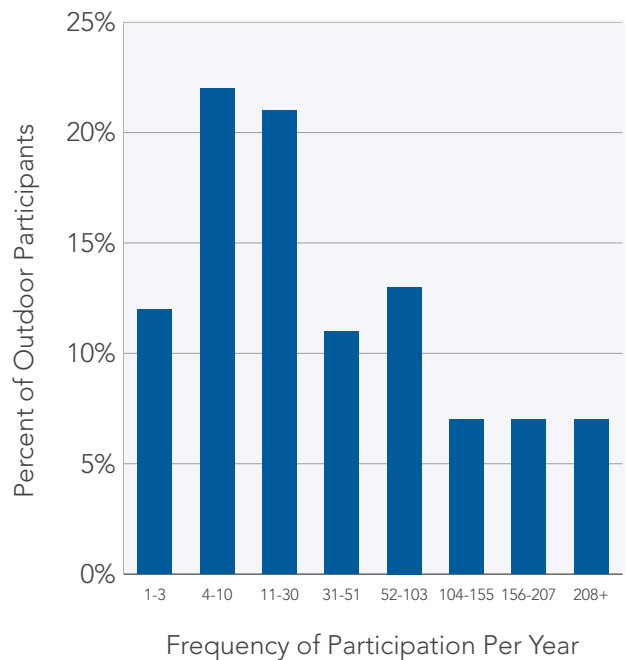
Hispanics



African Americans



Asians and Pacific Islanders

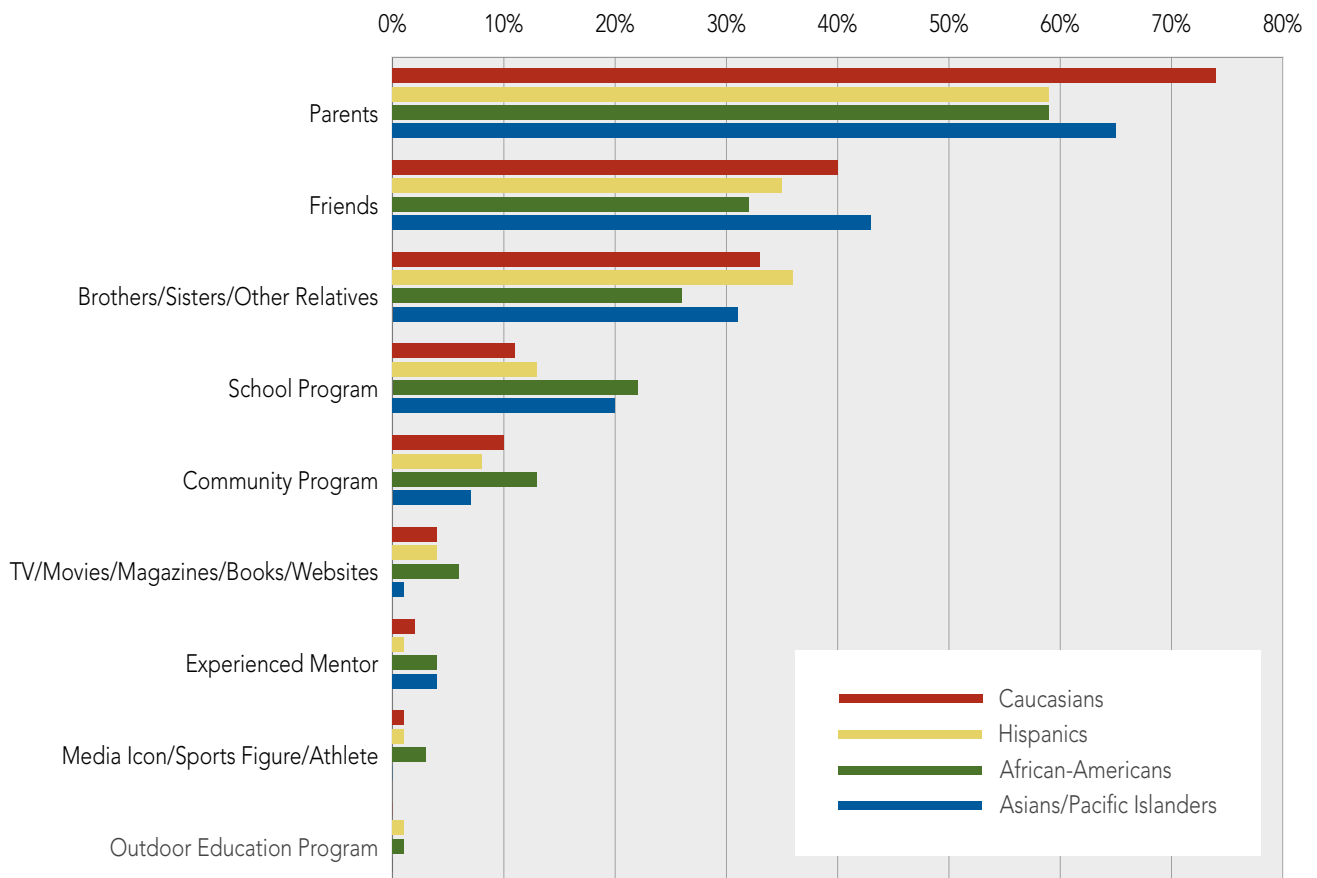


Who Introduces Youth of Different Ethnicities to Outdoor Activities?

When youth are asked what motivated them to start participating in outdoor activities, youth ages 6 to 17 of all major ethnicities – Caucasian, Hispanic, African American and Asian - cite parents, family, relatives and friends as the top motivations. Parents are the leading motivator for all groups, although parents are cited more often by Caucasians (74%) than Hispanics (59%), African Americans (59%) and Asians/Pacific Islanders (65%). Caucasians have the highest overall participation in outdoor activities among youth and adults.

School programs are the fourth most common motivation for youth of all four ethnicities and cited most often by African American youth (22%) and Asian/Pacific Islander youth (20%) and less often by Caucasian youth (11%) and Hispanic youth (13%).

What Motivates Youth of Different Ethnicities to try Outdoor Activities?



Why Do Youth of Different Ethnicities Choose Outdoor Activities?

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

Asian/Pacific Islanders cite new experiences and exercise more than youth participants of other ethnicities.

African Americans cite exercise as their second most common motivation and cite it more often than Caucasians and Hispanics.

Asians/Pacific Islanders and African Americans cite the close proximity of their homes to opportunities for outdoor activities as a motivation less often than Caucasians and Hispanics.

Top Motivations for Participation in Outdoor Activities Among Youth Ages 6 to 17

Caucasians

1. It's Fun (65%)
2. I Enjoy Discovery/Exploration (40%)
3. It's Relaxing (33%)
4. It Is a Great Way to Exercise (30%)
5. I Like New Experiences (30%)

African Americans

1. It's Fun (56%)
2. It's a Great Way to Exercise (36%)
3. I Get to Hang Out With Friends (30%)
4. I Like New Experiences (28%)
5. I Get Away from My Usual Routine (28%)

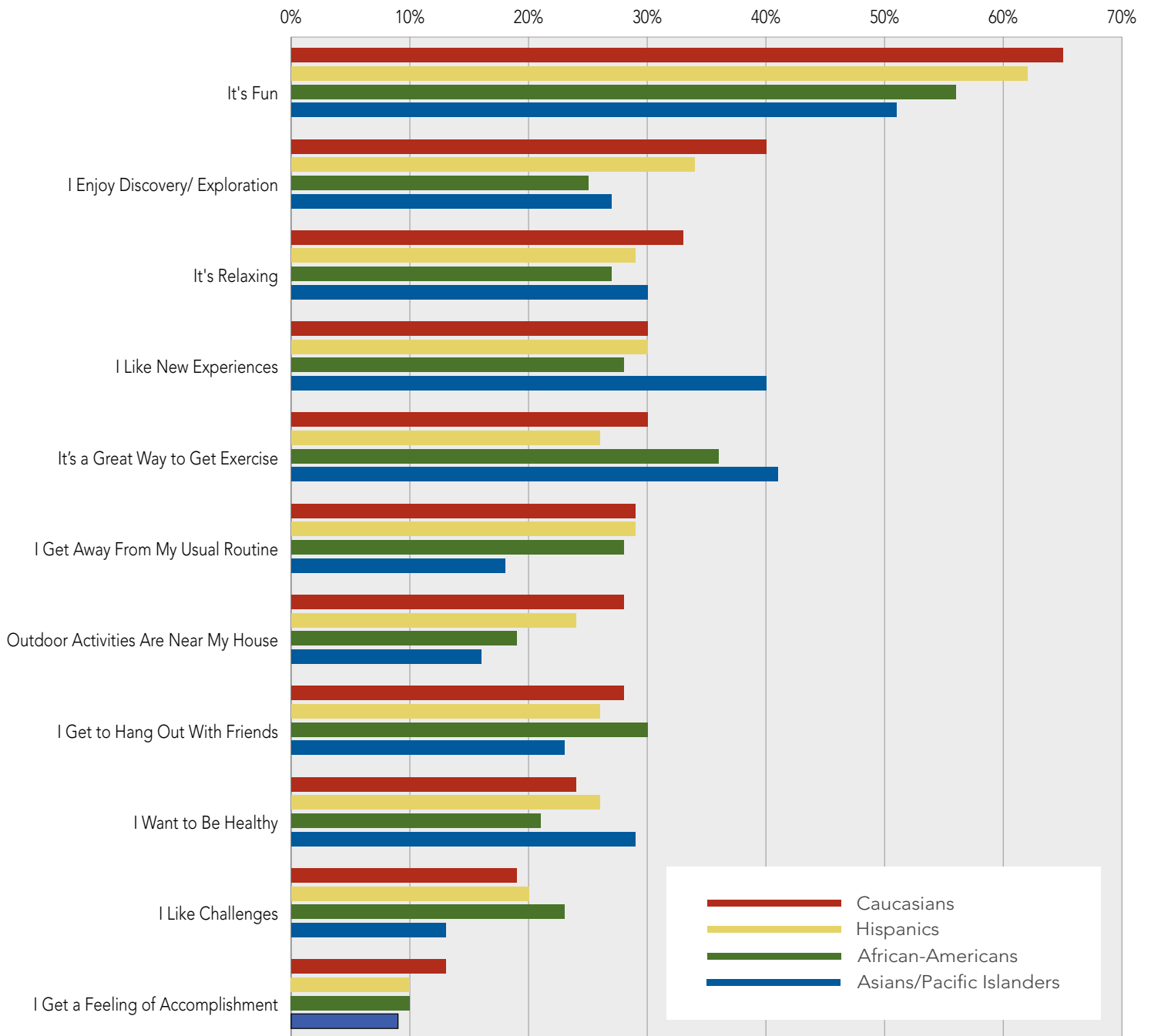
Hispanics

1. It's Fun (62%)
2. I Enjoy Discovery/Exploration (34%)
3. I Like New Experiences (30%)
4. It's Relaxing (29%)
5. I Get Away from My Usual Routine (29%)

Asians/Pacific Islanders

1. It's Fun (51%)
2. It's a Great Way to Exercise (41%)
3. I Like New Experiences (40%)
4. It's Relaxing (30%)
5. I Want to Be Healthy (29%)

Top Motivations for Youth Ages 6 to 17 of Different Ethnicities to Choose to Participate in Outdoor Activities



Why Do Youth of Different Ethnicities Choose Not to Participate in Outdoor Activities?

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

African Americans cite a lack of interest more often than other races. 43% of African Americans, 35% Asians/Pacific Islanders, 33% Caucasians and 28% of Hispanics cite a lack of interest.

When it comes to friends, Hispanic, African American and Asian/Pacific Islander non-participants cite a preference for “hanging out with friends” noticeably less often than Caucasians. 22% of Caucasians, 15% of African Americans, 12% Asians/Pacific Islanders and 10% of Hispanics cite a preference for time with friends.

Hispanic and African American youth cite a lack of access to places to enjoy outdoor activities, 20% and 17%, respectively, in greater numbers than Caucasian and Asian/Pacific Islander youth, 11% and 7%, respectively.

For all youth ages 6 to 17 of all ethnicities who don't participate in outdoor activities, a dislike for exercise, a perceived lack of physical shape, concerns about injury and fear of the outdoors, are the least often cited motivations for their preference of other activities.



Top Motivations for Youth Ages 6 to 17 of Different Ethnicities Who Choose Not to Participate in Outdoor Activities

Caucasians

1. Not Interested (33%)
2. Do Not Have the Time (29%)
3. Have Too Much Schoolwork (23%)
4. Would Rather Spend Time With Screen Media Such As TV/Computers/Video Games (22%)
5. Would Rather Hang Out With Friends (22%)

Hispanics

1. Not Interested (28%)
2. Do Not Have the Time (27%)
3. Have Too Much Schoolwork (21%)
4. There Aren't Places To Do Outdoor Activities Where I Live (20%)
5. Parents Don't Take Me to Go on Outdoor Activities (18%)

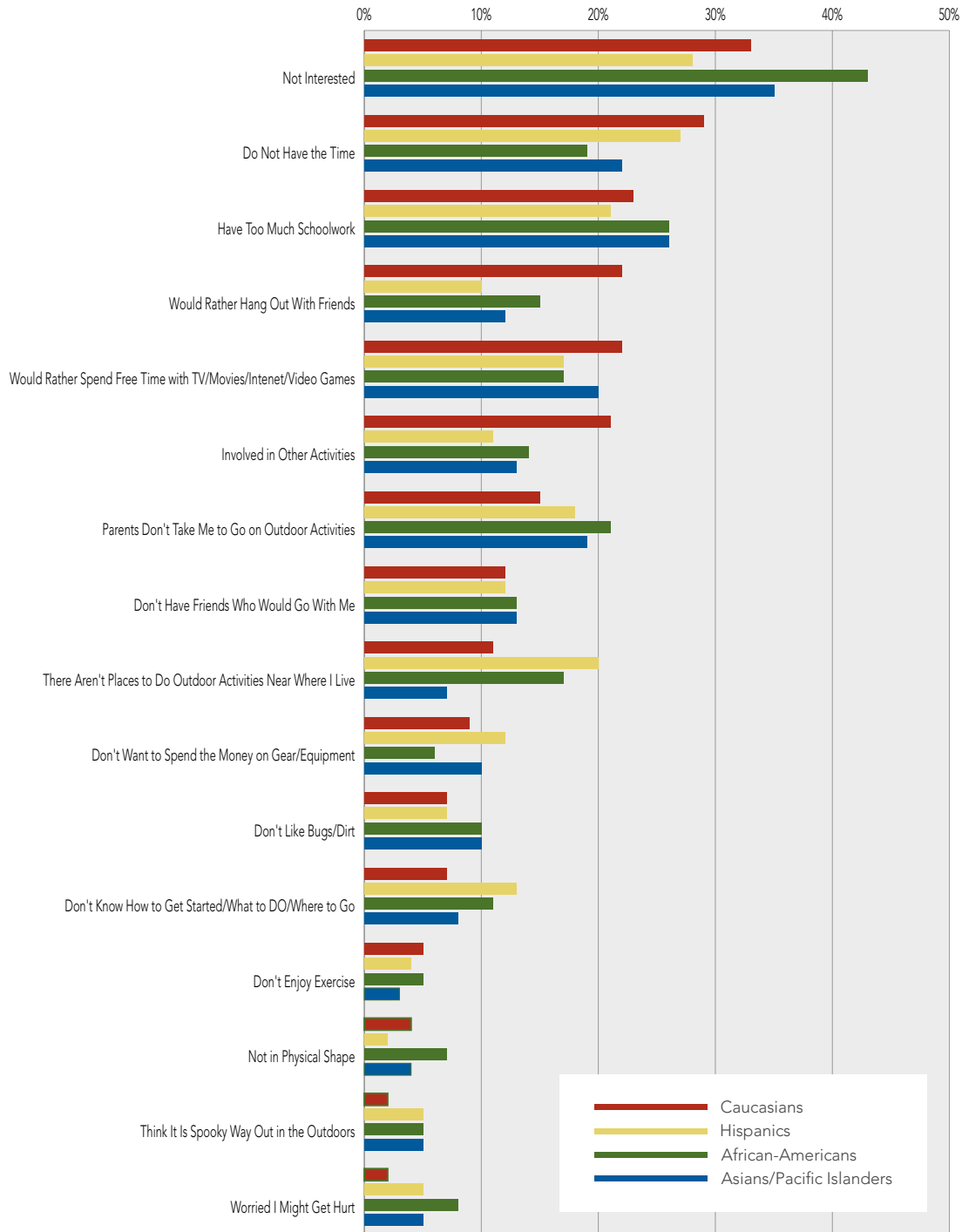
African Americans

1. Not Interested (43%)
2. Have Too Much Schoolwork (26%)
3. Parents Don't Take Me to Go on Outdoor Activities (21%)
4. Do Not Have the Time (19%)
5. Would Rather Spend Time with Screen Media Such As TV/Computers/Video Games (17%)

Asians/Pacific Islanders

1. Not Interested (35%)
2. Do Not Have the Time (26%)
3. Have Too Much Schoolwork (22%)
4. Would Rather Spend Time with Screen Media Such As TV/Computers/Video Games (20%)
5. Parents Don't Take Me to Go on Outdoor Activities (19%)

Why Do Youth of Different Ethnicities Choose Not to Participate in Outdoor Activities?



PARTICIPATION IN OUTDOOR ACTIVITIES: A DETAILED LOOK

Youth Participation in Outdoor Activities, Ages 6 to 17

"Gateway" Outdoor Activities

Introducing millions of Americans to outdoor recreation. See page 22.

	2006		2007		change
	in thousands	% of pop.	in thousands	% of pop.	
Bicycling (Any Type)	17,463	34.8%	15,550	30.9%	↓
Camping (Backyard, Car, or RV)	14,662	29.2%	11,730	23.3%	↓
Fishing (Any Type)	15,406	30.7%	12,394	24.7%	↓
Hiking (Day)	7,138	14.2%	5,800	11.5%	↓
Running/Jogging/Trail Running	13,164	26.2%	11,223	22.3%	↓

All Outdoor Recreation

	2006		2007		change
	in thousands	% of pop.	in thousands	% of pop.	
Backpacking Overnight (More Than 1/4 Mile From Vehicle/Home)	2,435	4.8%	1,786	3.6%	↓
Bicycling (BMX)	1,344	2.7%	935	1.9%	↓
Bicycling (Mountain/Non-Paved Surface)	2,369	4.7%	1,775	3.5%	↓
Bicycling (Road/Paved Surface)	17,401	34.7%	14,336	28.5%	↓
Birdwatching (More Than 1/4 Mile From Home/Vehicle)	1,756	3.5%	1,194	2.4%	↓
Camping (Within 1/4 Mile of Vehicle/Home)	12,702	25.3%	9,627	19.1%	↓
Camping (RV)	5,593	11.1%	4,284	8.5%	↓
Canoeing	3,515	7.0%	2,564	5.1%	↓
Climbing (Sport/Indoor/Boulder)	2,583	5.1%	1,585	3.2%	↓
Climbing (Traditional/Ice/Mountaineering)	470	0.9%	510	1.0%	↑
Fishing (Fly)	1,440	2.9%	711	1.4%	↓
Fishing (Freshwater/Other)	14,399	28.7%	10,932	21.7%	↓
Fishing (Saltwater)	2,859	5.7%	2,579	5.1%	↓
Hiking (Day)	7,138	14.2%	5,800	11.5%	↓
Hunting (Any Type)	3,832	7.6%	2,088	4.2%	↓
Kayaking (Recreational)	1,189	2.4%	1,056	2.1%	↓
Kayaking (Sea/Touring)	124	0.2%	241	0.5%	↑
Kayaking (Whitewater)	244	0.5%	197	0.4%	↓
Multi-sport (Adventure Racing, Triathlon - Road/Off Road)	293	0.6%	285	0.6%	no change
Rafting	1,100	2.2%	993	2.0%	↓
Running/Jogging	12,640	25.2%	11,102	22.1%	↓
Skateboarding	8,745	17.4%	5,783	11.5%	↓
Trail Running	1,161	2.3%	657	1.3%	↓
Wildlife Viewing (More Than 1/4 Mile From Home/Vehicle)	4,519	9.0%	2,967	5.9%	↓

Snow Sports & Water Sports activities are not reported individually but are used for analysis of general outdoor recreation category. **Snow Sports:** Downhill/Telemark/Cross-country Skiing, Snowboarding and Snowshoeing. **Water Sports:** Boardsailing/Windsurfing, Sailing, Scuba Diving, Snorkeling, Surfing, Wakeboarding.

Participation is defined as participating one time or more in given time period.

23,251 in thousands equals 23,251,000. Over 23 million Americans ages 6 to 24 bicycled in 2007.

Young Adult Participation in Outdoor Activities, Ages 18 to 24

"Gateway" Outdoor Activities

Introducing millions of Americans to outdoor recreation. See page 22.

	2006		2007		change
	in thousands	% of pop.	in thousands	% of pop.	
Bicycling (Any Type)	2,778	9.8%	3,882	13.7%	↑
Camping (Backyard, Car, or RV)	4,312	15.3%	4,606	16.2%	↑
Fishing (Any Type)	4,473	15.8%	4,809	16.9%	↑
Hiking (Day)	3,895	13.8%	3,465	12.2%	↓
Running/Jogging/Trail Running	7,744	27.4%	8,583	30.2%	↑

All Outdoor Recreation

	2006		2007		change
	in thousands	% of pop.	in thousands	% of pop.	
Backpacking Overnight (More Than 1/4 Mile From Vehicle/Home)	1,026	3.6%	1,262	4.4%	↑
Bicycling (BMX)	308	1.1%	401	1.4%	↑
Bicycling (Mountain/Non-Paved Surface)	970	3.4%	1,019	3.6%	↑
Bicycling (Road/Paved Surface)	2,673	9.5%	3,335	11.7%	↑
Birdwatching (More Than 1/4 Mile From Home/Vehicle)	533	1.9%	670	2.4%	↑
Camping (Within 1/4 Mile of Vehicle/Home)	4,281	15.1%	3,862	13.6%	↓
Camping (RV)	1,336	4.7%	1,589	5.6%	↑
Canoeing	1,090	3.9%	1,521	5.4%	↑
Climbing (Sport/Indoor/Boulder)	993	3.5%	1,054	3.7%	↑
Climbing (Traditional/Ice/Mountaineering)	406	1.4%	510	1.8%	↑
Fishing (Fly)	789	2.8%	695	2.4%	↓
Fishing (Freshwater/Other)	4,068	14.4%	4,069	14.3%	↓
Fishing (Saltwater)	1,224	4.3%	1,410	5.0%	↑
Hiking (Day)	3,895	13.8%	3,465	12.2%	↓
Hunting (Any Type)	1,791	6.3%	1,707	6.0%	↓
Kayaking (Recreational)	532	1.9%	795	2.8%	↑
Kayaking (Sea/Touring)	251	0.9%	241	0.8%	↓
Kayaking (Whitewater)	215	0.8%	223	0.8%	no change
Multi-sport (Adventure Racing, Triathlon - Road/Off Road)	146	0.5%	384	1.4%	↑
Rafting	551	1.9%	789	2.8%	↑
Running/Jogging	7,572	26.8%	8,441	29.7%	↑
Skateboarding	970	3.4%	1,377	4.8%	↑
Trail Running	1,018	3.6%	796	2.8%	↓
Wildlife Viewing (More Than 1/4 Mile From Home/Vehicle)	1,460	5.2%	1,587	5.6%	↑

Snow Sports & Water Sports activities are not reported individually but are used for analysis of general outdoor recreation category. **Snow Sports:** Downhill/Telemark/Cross-country Skiing, Snowboarding and Snowshoeing. **Water Sports:** Boardsailing/Windsurfing, Sailing, Scuba Diving, Snorkeling, Surfing, Wakeboarding.

Participation is defined as participating one time or more in given time period.

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Participation in Outdoor Activities, All Americans Ages 6 and Older

"Gateway" Outdoor Activities

Introducing millions of Americans to outdoor recreation. See page 22.

	2006		2007		change
	in thousands	% of pop.	in thousands	% of pop.	
Bicycling (Any Type)	39,688	14.5%	42,126	15.2%	↑
Camping (Backyard, Car, or RV)	43,123	15.7%	39,836	14.4%	↓
Fishing (Any Type)	49,696	18.1%	51,836	18.7%	↑
Hiking (Day)	29,863	10.9%	29,965	10.8%	↓
Running/Jogging/Trail Running	38,719	14.1%	41,957	15.2%	↑

All Outdoor Recreation

	2006		2007		change
	in thousands	% of pop.	in thousands	% of pop.	
Backpacking Overnight (More Than 1/4 Mile From Vehicle/Home)	7,067	2.6%	6,637	2.4%	↓
Bicycling (BMX)	1,655	0.6%	1,887	0.7%	↑
Bicycling (Mountain/Non-Paved Surface)	6,751	2.5%	6,892	2.5%	no change
Bicycling (Road/Paved Surface)	38,457	14.0%	38,940	14.1%	↑
Birdwatching (More Than 1/4 Mile From Home/Vehicle)	11,070	4.0%	13,476	4.9%	↑
Camping (Within 1/4 Mile of Vehicle/Home)	35,618	13.0%	31,375	11.3%	↓
Camping (RV)	16,946	6.2%	16,168	5.8%	↓
Canoeing	9,154	3.3%	9,797	3.5%	↑
Climbing (Sport/Indoor/Boulder)	4,728	1.7%	4,514	1.6%	↓
Climbing (Traditional/Ice/Mountaineering)	1,586	0.6%	2,084	0.8%	↑
Fishing (Fly)	6,071	2.2%	5,756	2.1%	↓
Fishing (Freshwater/Other)	43,100	15.7%	43,859	15.8%	↑
Fishing (Saltwater)	12,466	4.5%	14,437	5.2%	↑
Hiking (Day)	29,863	10.9%	29,965	10.8%	↓
Hunting (Any Type)	15,097	5.5%	14,138	5.1%	↓
Kayaking (Recreational)	4,134	1.5%	5,070	1.8%	↑
Kayaking (Sea/Touring)	1,136	0.4%	1,485	0.5%	↑
Kayaking (Whitewater)	828	0.3%	1,207	0.4%	↑
Multi-sport (Adventure Racing, Triathlon - Road/Off Road)	1,272	0.5%	1,549	0.6%	↑
Rafting	3,609	1.3%	4,616	1.7%	↑
Running/Jogging	38,559	14.1%	41,064	14.8%	↑
Skateboarding	10,130	3.7%	8,429	3.0%	↓
Trail Running	4,558	1.7%	4,216	1.5%	↓
Wildlife Viewing (More Than 1/4 Mile From Home/Vehicle)	20,294	7.4%	22,974	8.3%	↑

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PARTICIPATION IN OTHER ACTIVITIES: A DETAILED LOOK

Participation in Other Activities, All Americans Ages 6 and Older

Indoor Fitness

	2006		2007		change
	in thousands	% of pop.	in thousands	% of pop.	
Abdominal Machine/Device	23,656	8.6%	20,426	7.4%	↓
Aerobics (High-Impact)	10,934	4.0%	11,287	4.1%	↑
Aerobics (Low-Impact)	21,952	8.0%	22,397	8.1%	↑
Aerobics (Step)	8,676	3.2%	8,528	3.1%	↓
Aquatic Exercise	9,528	3.5%	9,757	3.5%	no change
Calisthenics	7,120	2.6%	7,562	2.7%	↑
Cardio Kickboxing	4,952	1.8%	4,812	1.7%	↓
Cross-Country Ski Machine	4,168	1.5%	3,696	1.3%	↓
Elliptical Motion Trainer	24,548	9.0%	23,586	8.5%	↓
Free Weights (Barbells)	28,887	10.5%	25,499	9.2%	↓
Free Weights (Dumbbells)	35,462	12.9%	32,371	11.7%	↓
Free Weights (Hand Weights)	46,627	17.0%	43,821	15.8%	↓
Home Gym Exercise	26,687	9.7%	25,823	9.3%	↓
Other Exercise to Music	21,749	7.9%	22,294	8.1%	↑
Pilates Training	10,925	4.0%	9,192	3.3%	↓
Rowing Machine	9,500	3.5%	8,782	3.2%	↓
Stair-Climbing Machine	14,978	5.5%	13,521	4.9%	↓
Stationary Cycling (Recumbent)	11,694	4.3%	10,818	3.9%	↓
Stationary Cycling (Spinning)	6,610	2.4%	6,314	2.3%	↓
Stationary Cycling (Upright)	26,954	9.8%	24,531	8.9%	↓
Stretching	32,858	12.0%	36,181	13.1%	↑
Treadmill	52,161	19.0%	50,073	18.1%	↓
Weight/Resistance Machines	43,651	15.9%	39,290	14.2%	↓
Yoga/Tai Chi	14,737	5.4%	14,072	5.1%	↓

Team Ball Sports

	2006		2007		change
	in thousands	% of pop.	in thousands	% of pop.	
Baseball	14,586	5.3%	16,058	5.8%	↑
Basketball	23,680	8.6%	25,961	9.4%	↑
Field Hockey	774	0.3%	1,127	0.4%	↑
Football (Tackle)	8,404	3.1%	7,939	2.9%	↓
Football (Touch)	12,344	4.5%	12,9889	4.7%	↑
Ice Hockey	1,717	0.6%	1,840	0.7%	↑
Lacrosse	871	0.3%	1,058	0.4%	↑
Rugby	514	0.2%	617	0.2%	no change
Soccer (Indoor)	4,701	1.7%	4,237	1.5%	↓
Soccer (Outdoor)	13,598	5.0%	13,708	5.0%	no change
Softball (Fast-Pitch)	1,759	0.6%	2,345	0.8%	↑
Softball (Slow-Pitch)	9,518	3.5%	9,485	3.4%	↓

Participation is defined as participating one time or more in given time period.

Participation in Other Activities, All Americans Ages 6 and Older

Other Activities

	2006		2007		change
	in thousands	% of pop.	in thousands	% of pop.	
Archery	7,215	2.6%	5,950	2.1%	↓
Badminton	5,981	2.2%	7,057	2.5%	↑
Billiards/Pool	47,953	17.5%	51,089	18.5%	↑
Bowling	54,421	19.9%	60,184	21.7%	↑
Boxing	2,040	0.7%	2,279	0.8%	↑
Cheerleading	2,931	1.1%	3,279	1.2%	↑
Darts	22,974	8.4%	24,709	8.9%	↑
Golf (9/18 Hole Course)	29,816	10.9%	29,525	10.7%	↓
Gymnastics	3,630	1.3%	4,066	1.5%	↑
Horseback Riding	11,384	4.2%	12,098	4.4%	↑
Ice Skating	9,653	3.5%	11,430	4.1%	↑
Martial Arts	5,998	2.2%	6,865	2.5%	↑
Paintball	4,547	1.7%	5,476	2.0%	↑
Racquetball	3,559	1.3%	4,229	1.5%	↑
Roller Hockey	1,383	0.5%	1,847	0.7%	↑
Roller Skating (2x2 Wheel)	7,553	2.8%	8,921	3.2%	↑
Roller Skating (In-line)	12,314	4.5%	10,814	3.9%	↓
Scooter Riding (Non-Motorized)	7,653	2.8%	6,782	2.5%	↓
Shooting (Sport Clay)	4,062	1.5%	4,115	1.5%	no change
Shooting (Trap/Skeet)	3,013	1.1%	3,376	1.2%	↑
Squash	503	0.2%	612	0.2%	no change
Swimming (Fitness/Competition)	18,220	6.6%	18,368	6.6%	no change
Table Tennis	15,091	5.5%	15,955	5.8%	↑
Target Shooting (Handgun)	9,995	3.6%	11,736	4.2%	↑
Target Shooting (Rifle)	11,803	4.3%	12,436	4.5%	↑
Tennis	14,563	5.3%	16,940	6.1%	↑
Track and Field	4,031	1.5%	4,691	1.7%	↑
Ultimate Frisbee	3,698	1.3%	4,038	1.5%	↑
Volleyball (Beach)	3,315	1.2%	3,878	1.4%	↑
Volleyball (Court)	6,132	2.2%	6,986	2.5%	↑
Volleyball (Grass)	4,372	1.6%	4,940	1.8%	↑
Walking (Fitness)	101,229	36.9%	108,740	39.3%	↑
Wrestling	2,914	1.1%	3,313	1.2%	↑

Participation is defined as participating one time or more in given time period.

Acknowledgements

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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 go to:

www.outdoorfoundation.org



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