

Outdoor Participation Report

2013



OUTDOOR
FOUNDATION™



2013 Outdoor Recreation Participation

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The Outdoor Foundation
4909 Pearl East Circle, Suite 200 | Boulder, CO 80301 | 303.444.3353
www.outdoorfoundation.org

Outdoor Recreation: Something for Everyone

Outdoor recreation is as diverse as America itself. Whether jogging through the streets of the nation's capital, windsurfing on the coast of the Carolinas, skiing the slopes of the Rocky Mountains, birdwatching along the mighty Mississippi River or participating in a variety of other outdoor opportunities, there is an outdoor activity for everyone.

In 2012, Americans took advantage of the diversity and accessibility of the nation's outdoor opportunities. Nearly half – 49.4 percent – of all Americans participated in some form of outdoor recreation last year. Although the overall participation rate remained the same as it was in 2011, the number of participants is the highest recorded in this report, thanks to population growth. Nearly 142 million people enjoyed outdoor recreation, up about 800,000 since 2011.

While participation among children and young adults remained steady, participation among adolescents dropped, dragged down by low participation among adolescent girls.

There is vast diversity among outdoor recreation opportunities, but much less diversity among the outdoor participants themselves. Participation among minority populations still lags behind Caucasians. The biggest difference in participation is seen between Caucasian and African American adolescents.



Reconnecting America's Youth

To ensure healthy, active communities and a future for outdoor conservation, America's young people must be engaged in outdoor participation. Nationwide efforts to reconnect youth to the outdoors are critical to reaching young people, increasing accessibility of outdoor recreation for all Americans and educating future outdoor enthusiasts about the diversity of the nation's backyard.

For the seventh 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 and diversity. This annual report helps explain the state of outdoor participation for the outdoor industry, federal officials and state and local organizations. With this in-depth information, we can all work together to end America's inactivity crisis and obesity epidemic and reconnect youth to the outdoors.

Key Findings

- Nearly 50 percent of Americans ages six and older participated in outdoor recreation in 2012. That equates to 141.9 million Americans.
- Although the percentage of outdoor participants is the same as it was in 2011, the number of participants grew by about 800,000, thanks to population growth.
- While 13 million Americans started participating in outdoor activities in 2012, 12 million stopped. This is a net gain of one million total outdoor participants and a churn rate of 6.8 percent.
- The number of total outdoor outings increased, reaching an all-time high. Americans took 12.4 billion outdoor excursions in 2012, up from 11.5 billion excursions in 2011.
- Adventure racing grew the most over the past five years. The sport increased participation by 211 percent.
- Stand up paddling had the highest number of new participants in the past year. More than half of stand up paddling participants tried the sport for the first time in 2012.
- Almost one-quarter of all outdoor enthusiasts participate in outdoor activities at least twice per week.
- Running, including jogging and trail running, is the most popular activities among Americans when measured by number of participants and by number of total annual outings.
- The outdoor participation rate among adolescent boys ages 13 to 17 continued to rise in 2012, adding three-percentage points in the past two years.
- Outdoor participation rates declined among adolescent girls. With just over half of adolescent girls participating in outdoor recreation, the participation rate is the lowest recorded since this report began in 2006.
- 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, 75 percent had physical education and 42 percent enjoyed outdoor activities in elementary school.
- As seen in previous reports, outdoor participation is highest among Caucasians and lowest among African Americans.
- Although Hispanic Americans have one of the lowest outdoor participation rates, those who do participate go outside as often as Caucasians, who have the highest participation rate.

OUTDOOR

PARTICIPATION

OUTDOOR PARTICIPATION

50% of Americans In 2012, nearly 50 percent of all Americans participated in outdoor recreation, the same participation rate as 2011.



Almost one-quarter of outdoor enthusiasts go on an outdoor excursion at least twice per week.



Running, including jogging and trail running, was the most popular outdoor activity with more than 53 million participants and a participation rate of 19 percent.

+1M

There was net gain of one million outdoor participants.



50 percent of outdoor participants are self-employed or work part-time or full-time jobs. Only six percent are temporarily unemployed.



49 percent of outdoor participants are married.



Among females ages 16 to 20, indoor fitness overtakes outdoor recreation as the preferred physical activity, and it remains the most popular form of activity throughout life.

Stand Up Paddling Stand up paddling had the highest percentage of first time participants with 56 percent of participants trying it for the first time.



40 percent of outdoor participants are from households with incomes of \$75,000 or more.

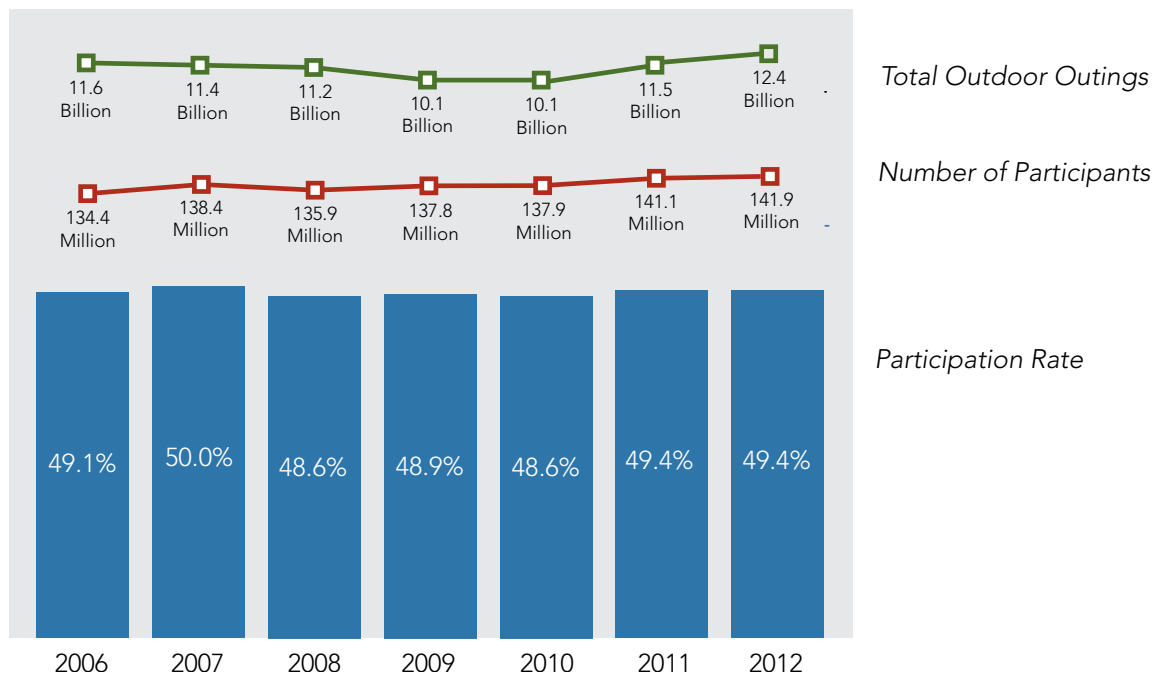
Caucasian In 2012, 70 percent of outdoor participants were Caucasian.

Outdoor Participation Over Time

In 2012, nearly half of all Americans participated in outdoor activities. In total, there were 141.9 million outdoor participants, which is 49.4 percent of the US population. Although the percentage of outdoor participants is the same as it was in 2011, the actual number of participants grew by about 800,000, thanks to population growth. The number of total outdoor outings also increased, reaching an all-time high. Americans took a whopping 12.4 billion outdoor excursions in 2012, up from 11.5 billion excursions the year before.

Outdoor Participation, 2006 to 2012

All Americans, Ages 6+

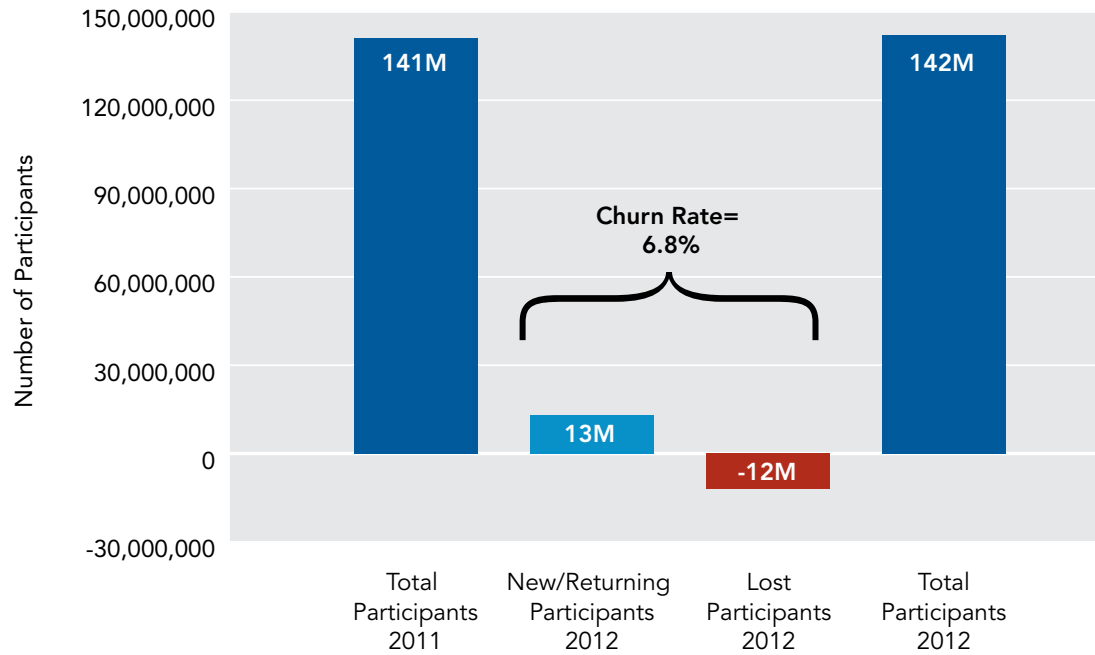


Note: A participant in outdoor recreation is defined as an individual who took part in one or more of 42 outdoor activities at least once during 2012. Measured outdoor activities include adventure racing, backpacking, bicycling (BMX), bicycling (mountain/non-paved surface), bicycling (road/paved surface), 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), kayak fishing, 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.

Outdoor Participation, 2006 to 2012

All Americans, Ages 6+

The "Leaky Bucket" analysis shows that outdoor activities gained more participants than they lost in 2012. While 13 million Americans started participating in outdoor activities, 12 million stopped. In other words, there was a net gain of one million total participants and a relatively low churn rate of 6.8 percent.

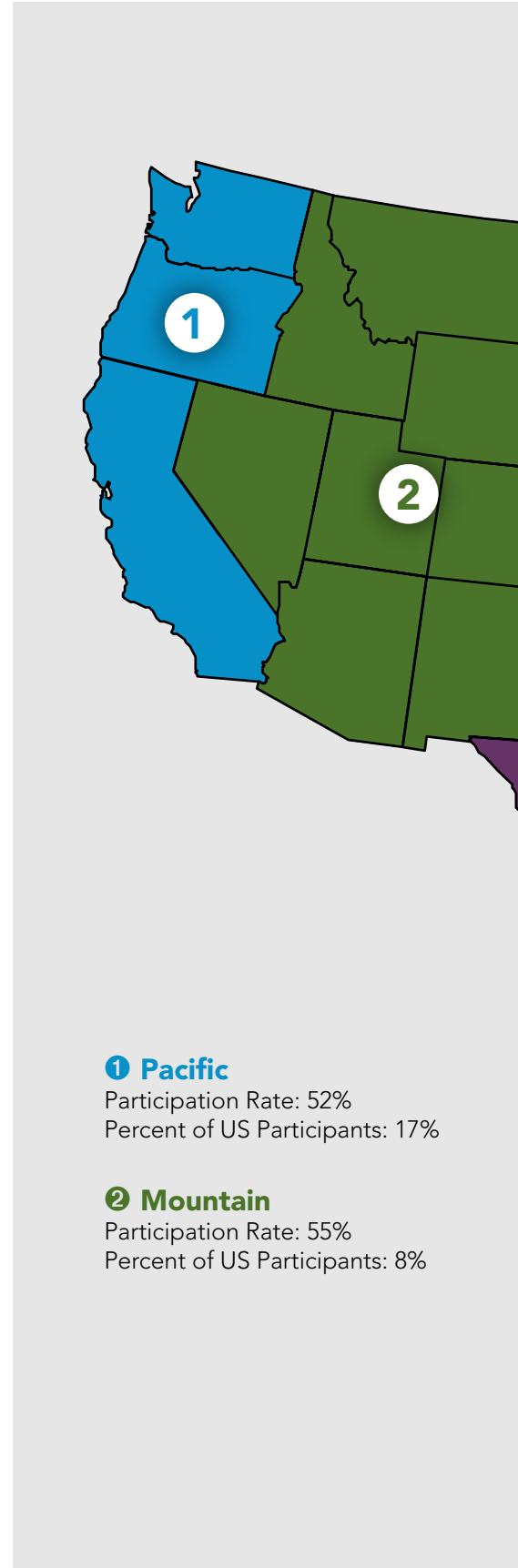
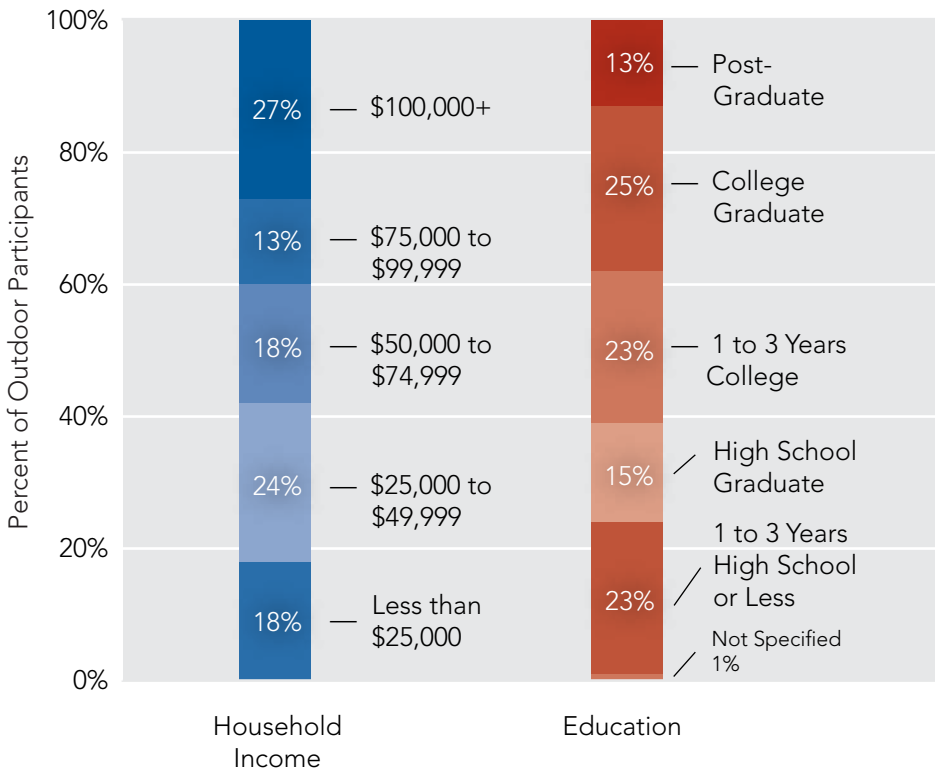
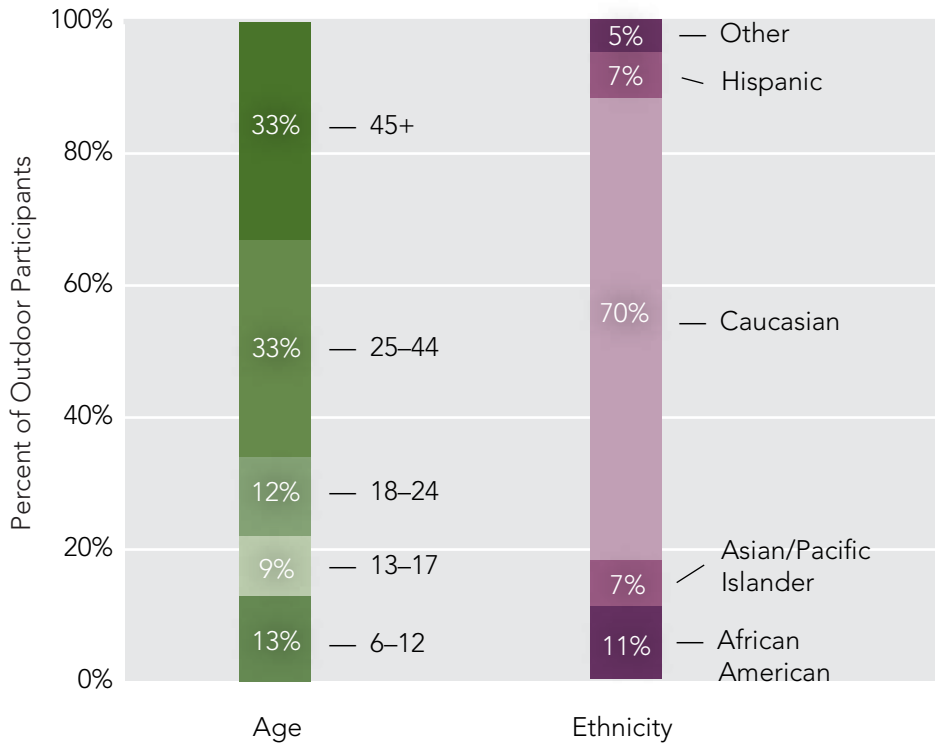


A Snapshot of Outdoor Enthusiasts

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

Participation in Outdoor Activities by Demographic

Outdoor Participants, Ages 6+

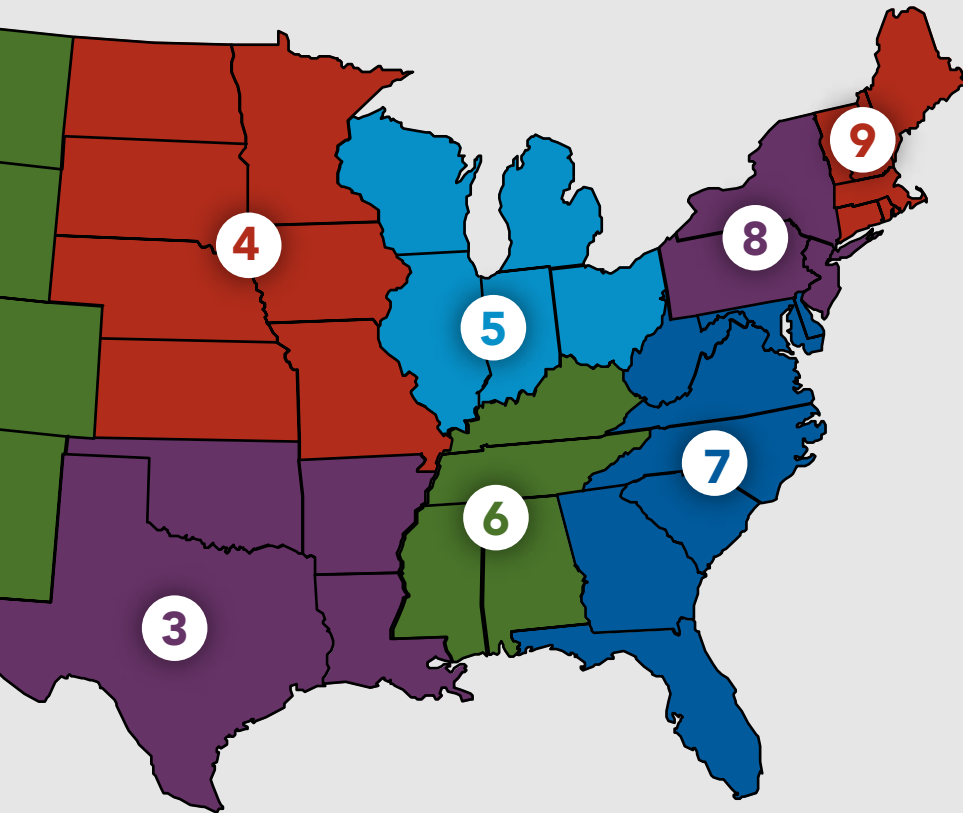


1 Pacific

Participation Rate: 52%
Percent of US Participants: 17%

2 Mountain

Participation Rate: 55%
Percent of US Participants: 8%



3 West South Central
 Participation Rate: 45%
 Percent of US Participants: 11%

4 West North Central
 Participation Rate: 57%
 Percent of US Participants: 8%

5 East North Central
 Participation Rate: 50%
 Percent of US Participants: 15%

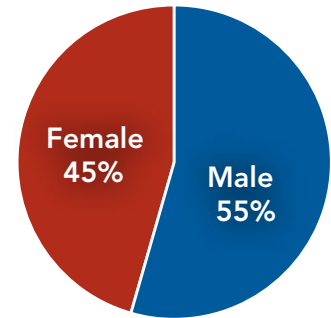
6 East South Central
 Participation Rate: 49%
 Percent of US Participants: 6%

7 South Atlantic
 Participation Rate: 46%
 Percent of US Participants: 18%

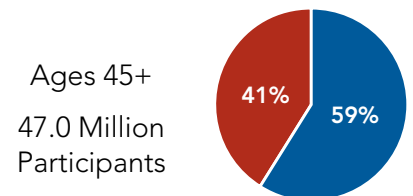
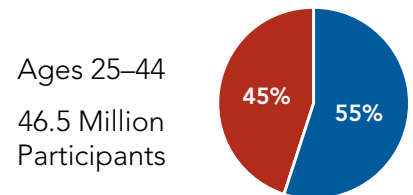
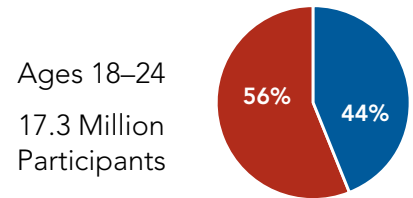
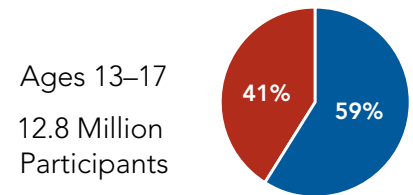
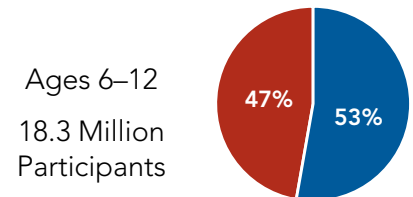
8 Middle Atlantic
 Participation Rate: 47%
 Percent of US Participants: 13%

9 New England
 Participation Rate: 51%
 Percent of US Participants: 5%

Participation in Outdoor Activities by Gender



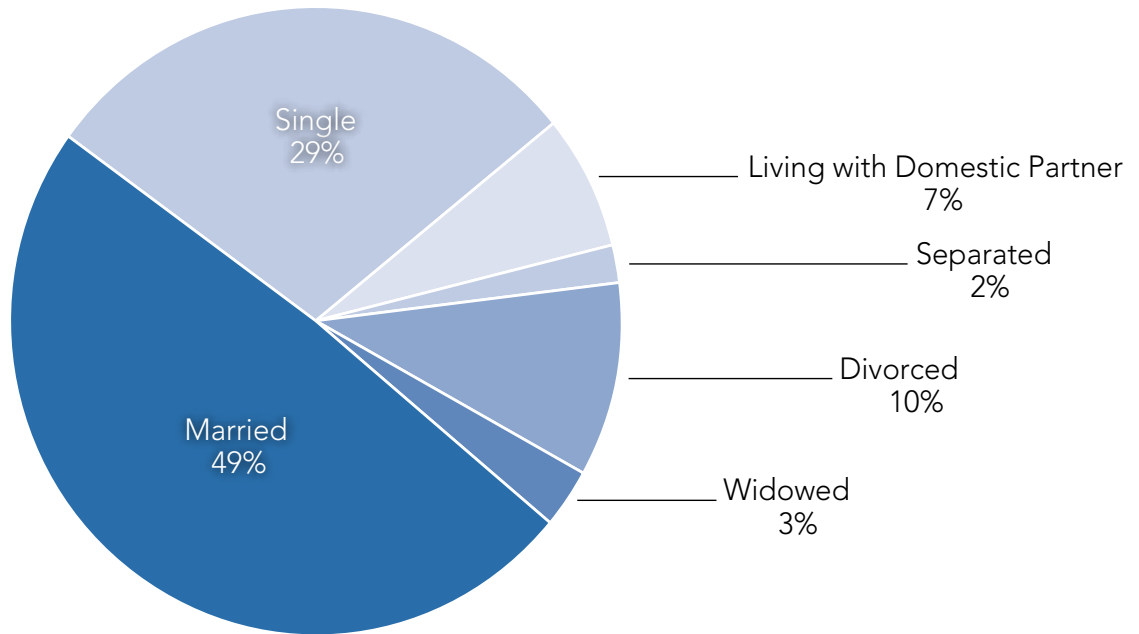
Outdoor Participants, Ages 6+
 141.9 Million Participants



It's a Family Affair

More than half of all married couples and those living with domestic partners are outdoor participants, suggesting that outdoor activities are family-friendly.

Marital Status in Outdoor Participants



Outdoor Participants, Ages 13+



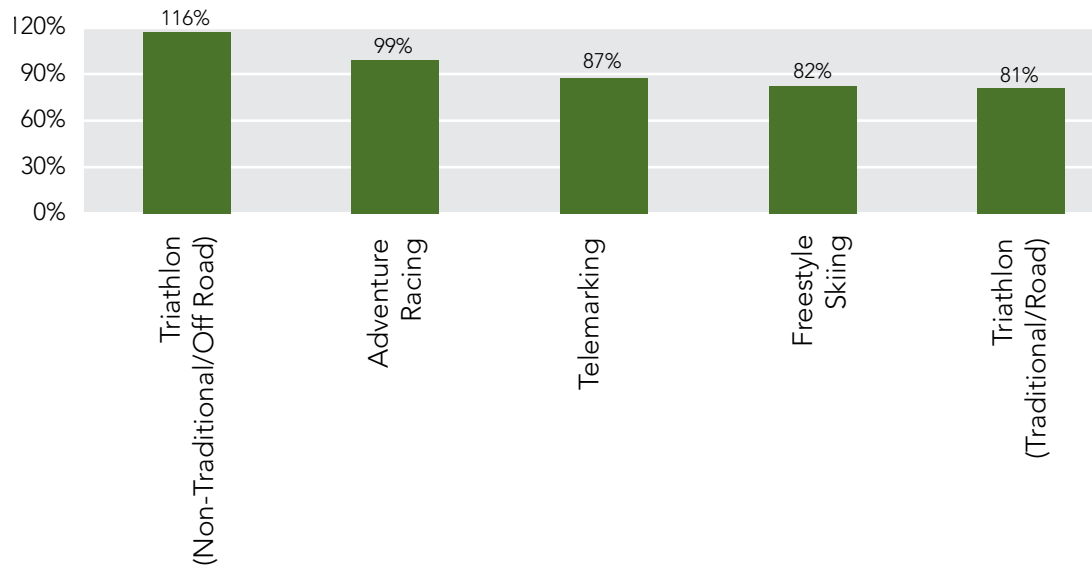
Trends in Outdoor Participation

Recently, non-traditional/off road triathlons and adventure racing have experienced significant growth. In the past three years, participation in non-traditional/off road triathlons grew by 116 percent and adventure racing grew by 99 percent. In the past five years, participation in adventure racing was up 211 percent and non-traditional/off road triathlon up by 199 percent.

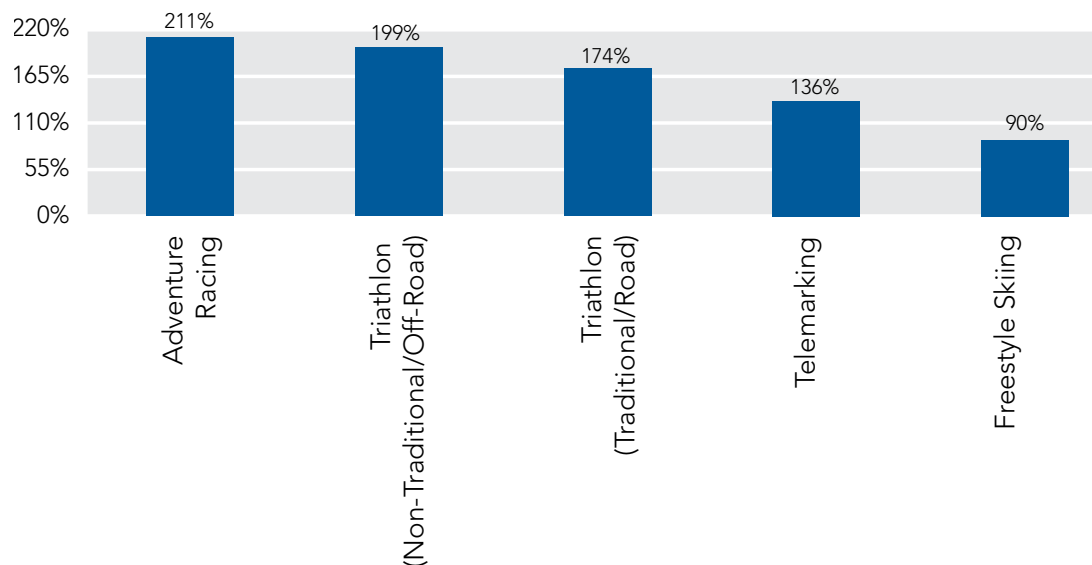
Top Five Biggest Participation Percentage Increases in Outdoor Activities

Outdoor Participants, Ages 6+

In the Past Three Years



In the Past Five Years



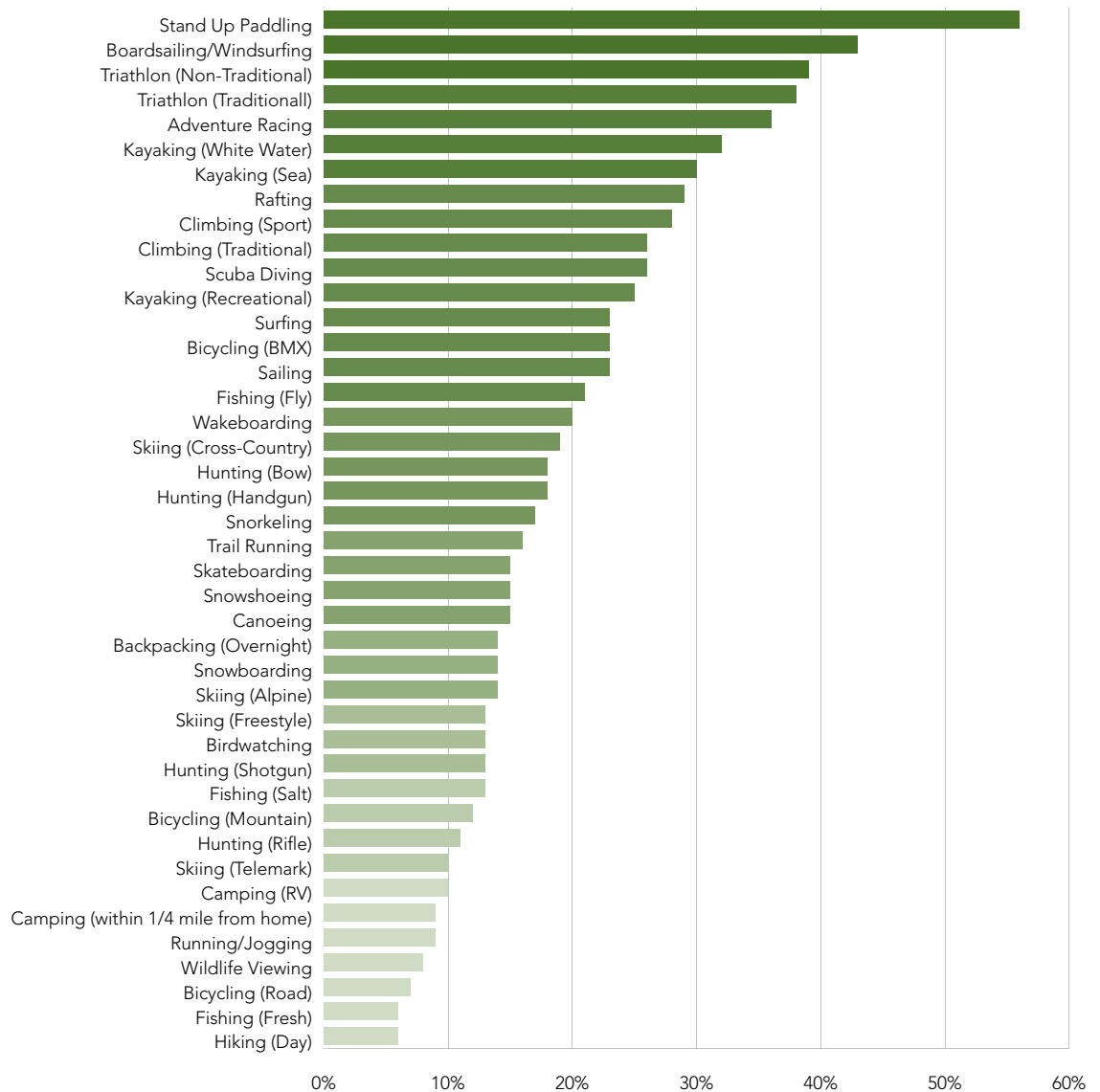
First-Time Participants

The percentage of new participants taking part in an outdoor activity can be an indicator of growth. Activities with high percentages of first-time participants in 2012 included stand up paddling, boardsailing/windsurfing and non-traditional and traditional triathlons.

Though a growth indicator, the percentage of new participants in an outdoor activity is dependent on an activity's size. It can also mean the activity has a high turnover rate — drawing new participants but, at the same time, losing existing participants.

Percentage of First-Time Participants in 2012

Outdoor Participants, Ages 6+



Median Age of Outdoor Participants

Outdoor Participants, Ages 6+

Adult participants in their late 20's or early 30's are most likely to try a new outdoor activity. The most popular outdoor activity among first-time participants, stand up paddling, has a median participant age of 28. Boardsailing and windsurfing, the second most popular activities, welcomed young adult participants with the median age of 30.

	% of First-Time Participants	Median Age
Stand Up Paddling	56%	28
Boardsailing/Windsurfing	43%	30
Triathlon (Non-Traditional)	39%	31
Triathlon (Traditional)	38%	30
Adventure Racing	36%	29
Kayaking (White Water)	32%	29
Kayaking (Sea)	30%	32
Rafting	28%	30
Climbing (Sport)	27%	26
Climbing (Traditional)	26%	31
Scuba Diving	26%	29
Kayaking (Recreational)	25%	32
Surfing	23%	27
Bicycling (BMX)	23%	28
Sailing	23%	29
Fishing (Fly)	21%	32
Wakeboarding	20%	26
Skiing (Cross-Country)	19%	27
Hunting (Bow)	18%	27
Hunting (Handgun)	18%	29

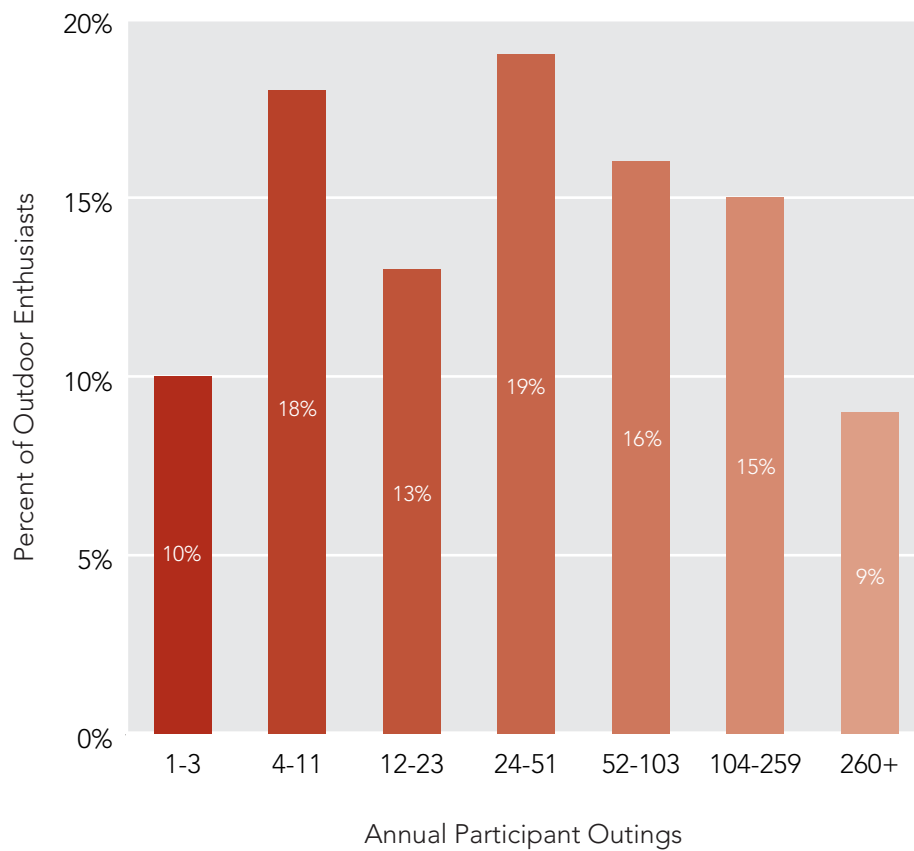
Note: Top 20 activities listed.

Annual Outings

Some outdoor participants are very active and get outside often, while others only enjoy the outdoors a few times per year. On the more active side of outdoor participation, 24 percent of participants enjoy outdoor activities at least twice a week. On the less active side, 28 percent of participants get outdoors less than once a month.

Annual Outings per Outdoor Enthusiast

All Americans, Ages 6+



Most Popular Outdoor Activities by Participation Rate

Outdoor Participants, Ages 6+

1. Running, Jogging and Trail Running

19% of Americans Ages 6+, 53.2 million participants

2. Freshwater, Saltwater and Fly Fishing

16% of Americans Ages 6+, 46.0 million participants

3. Road Biking, Mountain Biking and BMX

15% of Americans Ages 6+, 42.3 million participants

4. Car, Backyard and RV Camping

13% of Americans Ages 6+ 38.0 million participants

5. Hiking

12% of Americans Ages 6+, 34.5 million participants

Favorite Outdoor Activities by Frequency of Participation

Outdoor Participants, Ages 6+

1. Running, Jogging and Trail Running

87 average outings per runner / 4.6 billion total outings

2. Road Biking, Mountain Biking and BMX

64 average outings per cyclist / 2.7 billion total outings

3. Birdwatching/Wildlife Viewing

46 average outings per viewer / 1.2 billion total outings

4. Freshwater, Saltwater and Fly Fishing

22 average outings per fishing participant / 1.0 billion total outings

5. Hiking

18 average outings per hiker / 603 million total outings

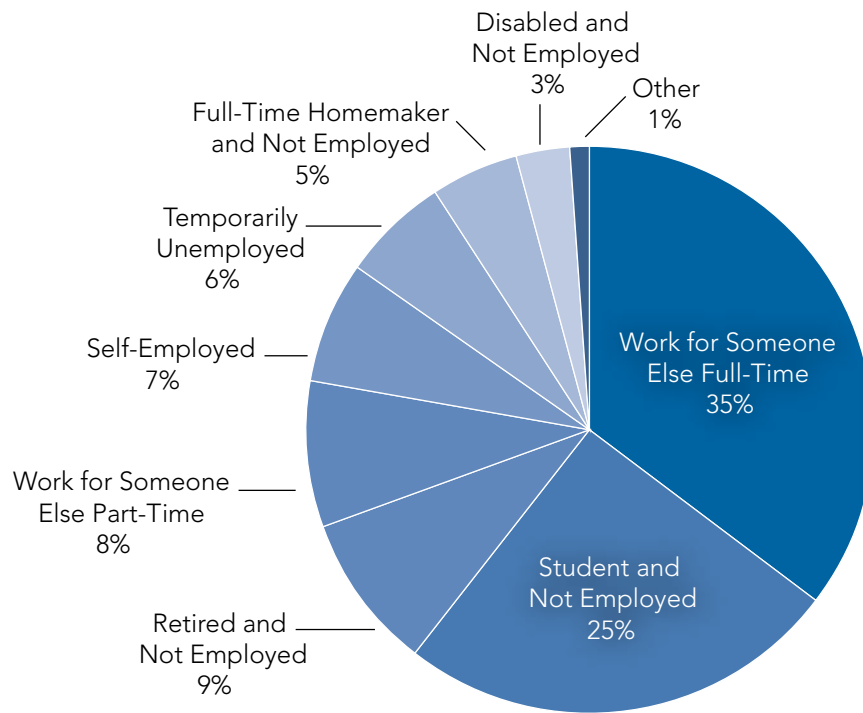
Note: Similar activities have been grouped.

Outdoor Participation and the Economy

More than half of outdoor participants are employed, and only six percent are temporarily unemployed. One-quarter of participants are students and do not have jobs yet.

It appears that the economic downturn is still impacting many Americans. Thirty-five percent of outdoor participants and 33 percent of non-participants report that they are cutting back on non-essentials. Only a few Americans report spending more on recreation from 2011 to 2012 or are planning to increase spending in 2013.

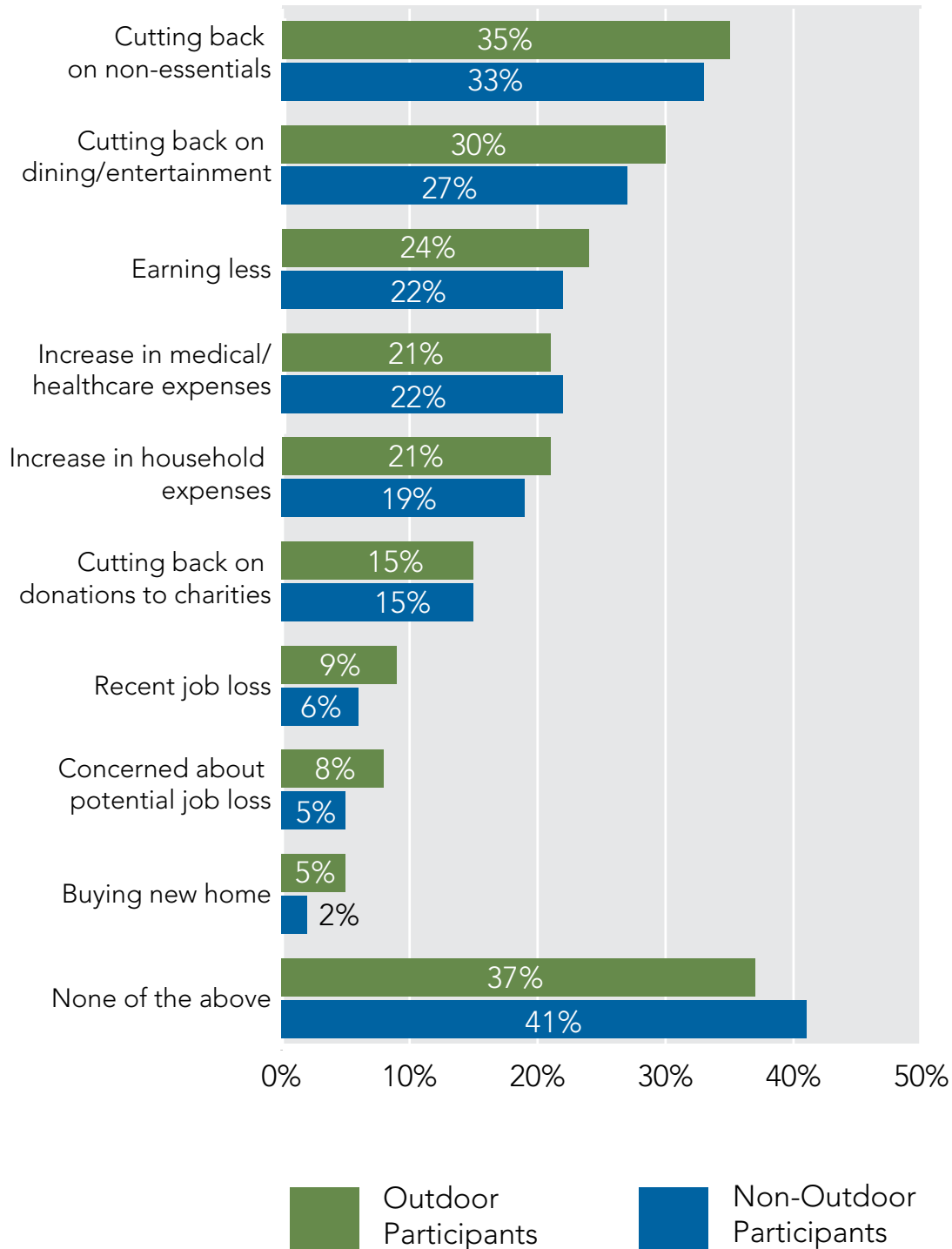
Outdoor Participation by Employment Status



Outdoor Participants, Ages 13+

Current Economic Status

All Americans, Ages 6+



Spending in 2012

All Americans, Ages 6+

	More Than Last Year	Same As Last Year	Less Than Last Year	No Spending
<i>Sports/Recreation Footwear</i>	10%	36%	9%	45%
<i>Sports/Recreation Clothing</i>	9%	34%	9%	48%
<i>Sports/Recreation Equipment</i>	8%	27%	9%	56%
<i>Outdoor Recreation Activities</i>	7%	32%	7%	54%
<i>Sports Outside of School</i>	7%	19%	5%	69%
<i>Gym Memberships/Fees</i>	6%	18%	6%	70%
<i>Team Sports at School</i>	6%	16%	4%	74%
<i>Travel to Take Part in Sports/ Recreation</i>	6%	21%	7%	67%
<i>Lessons/Sports Camps</i>	5%	13%	4%	77%
<i>Individual Sports Events</i>	4%	13%	4%	79%

Planned Spending for 2013

All Americans, Ages 6+

	More Than Last Year	Same As Last Year	Less Than Last Year	No Spending
<i>Outdoor Recreation Activities</i>	12%	31%	5%	52%
<i>Sports/Recreation Footwear</i>	12%	38%	7%	43%
<i>Sports/Recreation Clothing</i>	11%	37%	7%	45%
<i>Sports/Recreation Equipment</i>	9%	31%	7%	53%
<i>Travel to Take Part in Sports and Recreation</i>	8%	22%	5%	65%
<i>Gym Memberships/Fees</i>	8%	21%	4%	68%
<i>Team Sports Outside of School</i>	8%	20%	4%	69%
<i>Individual Sports Events</i>	7%	15%	3%	75%
<i>Lessons/Sports Camps</i>	7%	16%	3%	74%
<i>Team Sports at School</i>	7%	17%	3%	73%



Participation in Outdoor Activities by Age

Participation in outdoor recreation, team sports and indoor fitness activities vary as individuals age. Gender also plays a role in determining behaviors and participation trends.

Outdoor activities are popular among children, especially among boys ages 11 to 15. Participation rates drop for both males and females from ages 16 to 20. These rates climb back up slightly for females in their early 20's and males late 20's before gradually declining throughout life.

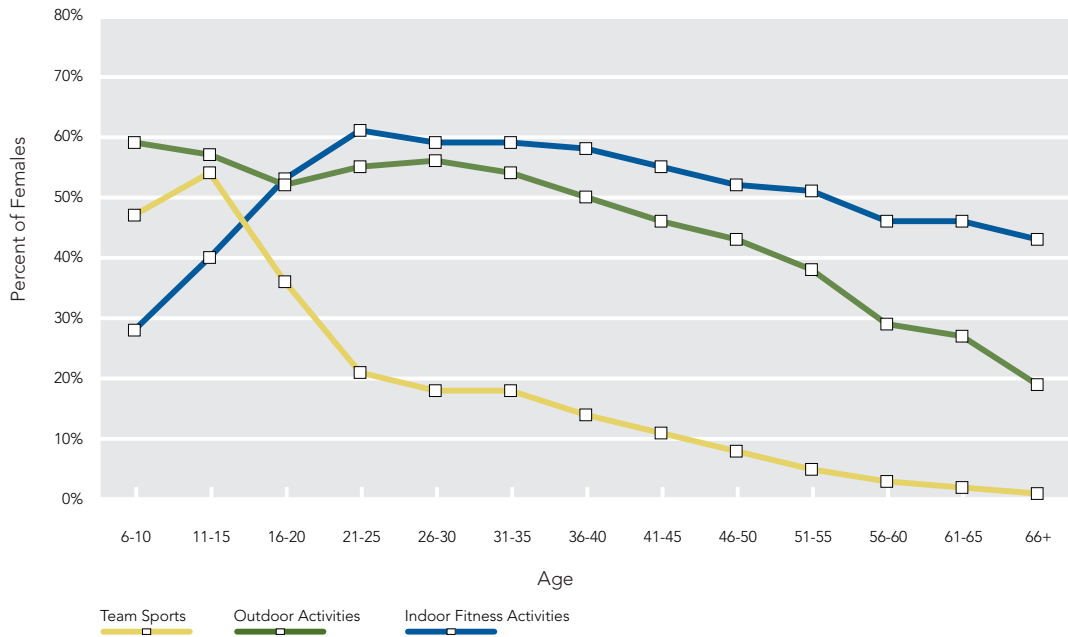
Indoor fitness becomes the preferred activity among young women ages 16 to 20 and remains the most popular form of activity. Males, however, favor outdoor activities until they are age 66 and older.

Team sports are the second most popular activity during childhood for both males and females, but that popularity declines sharply during young adulthood and continues to fall throughout life.



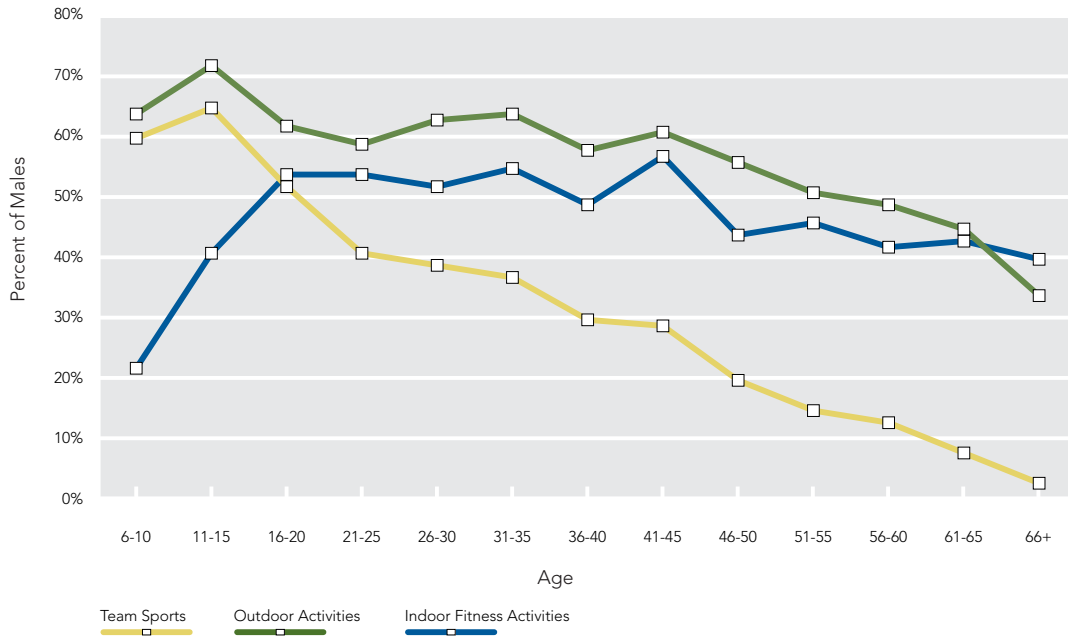
Participation by Age, Females

Ages 6+



Participation by Age, Males

Ages 6+



ACTIVE

STYLES

ACTIVE LIFESTYLES



Gateway activities — fishing,

running, camping, bicycling and hiking — are popular, accessible and often lead to participation in other outdoor activities.



Running, including jogging and trail running, gained 1.7 million participants from 2011 to 2012.



Outdoor participants rate their health at an

average of 7.3 on a one-to-10-point scale.



70 percent of outdoor participants see outdoor activities as a way to get exercise.



Outdoor participants rate their fitness level at 6.3 on a one-to-10-point scale.



Walking for fitness is the top crossover activity enjoyed by outdoor participants. More than half of all outdoor participants enjoy walking for fitness.



Outdoor participants ages 18 to 24 use technology to engage in outdoor recreation the most. Forty-three percent of these participants use Smart phones and 40 percent use iPods or other music players.

A Gateway to a Healthy Active Lifestyle

For many Americans, one accessible, popular outdoor activity leads to interest in many more outdoor recreational opportunities. The most popular of these “gateway” activities is running. Various kinds of running gained 1.7 million participants from 2011 to 2012.

Participation in the Gateway Activities

All Americans, Ages 6+

	2006	2007	2008	2009	2010	2011	2012
<i>Running, Jogging and Trail Running</i>	38,719,000	41,957,000	42,103,000	44,732,000	50,160,000	51,495,000	53,241,000
<i>Freshwater, Saltwater and Fly Fishing</i>	49,696,000	51,836,000	48,206,000	48,046,000	45,394,000	46,178,000	47,049,000
<i>Road Biking, Mountain Biking and BMX</i>	39,688,000	42,126,000	41,548,000	43,264,000	42,347,000	42,970,000	42,336,000
<i>Car, Backyard, and RV Camping</i>	43,123,000	39,836,000	42,396,000	44,034,000	42,301,000	42,548,000	38,049,000
<i>Hiking</i>	29,863,000	29,965,000	32,511,000	32,572,000	32,495,000	34,492,000	34,545,000

Self Perception

All Americans, Ages 6+

Outdoor participants see themselves as fit and healthy. Out of a 10-point scale, outdoor participants rate their fitness level at a 6.3 and their health at a 7.3.

Fitness Perceptions

6.3 Outdoor participants rate their fitness level at 6.3 on a one-to-10-point scale.

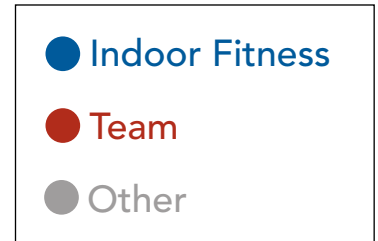
Health Perceptions

7.3 Outdoor participants rate their health at 7.3 on a one-to-10-point scale.

Crossover Participation

All Americans, Ages 6+

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



Note: Top 20 most popular crossover activities included.

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 spending time with friends and family, reinforcing the fact that outdoor activities are family-friendly.

Why do you participate in outdoor activities?

Outdoor Participants, Ages 6+

<i>Get exercise</i>	70%
<i>Be with family/friends</i>	54%
<i>Keep physically fit</i>	51%
<i>Be close to nature</i>	47%
<i>Get away from the usual demands</i>	46%
<i>Observe scenic beauty</i>	46%
<i>Experience excitement/adventure</i>	45%
<i>Enjoy the sounds/smells of nature</i>	44%
<i>Develop my skills/abilities</i>	36%
<i>Be with people who enjoy the same things</i>	32%
<i>Gain a sense of accomplishment</i>	29%
<i>Experience solitude</i>	25%
<i>Develop a sense of self-confidence</i>	24%
<i>Be with people who share my values</i>	19%
<i>It is cool</i>	18%
<i>Talk to new/varied people</i>	12%
<i>Other reason(s)</i>	6%

Why Americans Don't Participate in Outdoor Activities More Often

Lack of interest is the number one reason why Americans don't get outside more often. Thirty-seven percent of non-participants say that they are simply not interested in outdoor activities. Lack of time is the second biggest reason why people stay indoors with 26 percent of non-participants saying they don't have time to enjoy outdoor recreation.

What keeps you from participating in outdoor activities?

Non-Outdoor Participants, Ages 6+

<i>Not interested</i>	37%
<i>Do not have time</i>	26%
<i>Do not have the skills/abilities</i>	21%
<i>Do not have anyone to participate with</i>	18%
<i>Too busy with family responsibilities</i>	17%
<i>It is too expensive</i>	16%
<i>I have a physical-limiting disability</i>	14%
<i>My health is poor</i>	13%
<i>Places for outdoor recreation cost too much</i>	9%
<i>Places for outdoor recreation are too far away</i>	9%
<i>Too busy with other recreation activities</i>	7%
<i>No way to get to venues</i>	4%
<i>Do not have enough information</i>	4%
<i>Places for outdoor recreation are too crowded</i>	3%
<i>Household members have physical disability</i>	3%
<i>Afraid of getting hurt by other people</i>	3%
<i>Places for outdoor recreation are poorly maintained</i>	2%
<i>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>	1%
<i>Some other reason(s)</i>	13%

Use of Information Technology While Engaging in Outdoor Recreation

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

Outdoor participants ages 18 to 24 use technology to engage in outdoor recreation the most. Forty-three percent of these participants use Smart phones and 40 percent use iPods or other music players. Adults ages 25 to 44 are the second biggest technology users when it comes to outdoor recreation, while young children ages six to 12 use technology the least.

Use of Technology by Outdoor Participants

	Ages 6–12	Ages 13–17	Ages 18–24	Ages 25–44	Ages 45+
<i>iPod/Music Player</i>	13%	38%	40%	30%	14%
<i>Smart phone</i>	6%	21%	43%	39%	17%
<i>Handheld GPS</i>	3%	3%	4%	7%	5%
<i>Laptop Computer</i>	2%	4%	10%	15%	6%
<i>Tablet</i>	2%	2%	5%	9%	3%
<i>Other Technology</i>	2%	1%	2%	2%	4%
<i>Fitness Monitor</i>	1%	3%	5%	6%	5%
<i>Watch-based GPS</i>	.2%	1%	3%	4%	2%
<i>None</i>	79%	48%	31%	35%	64%

Use of Information Technology by Gender

Outdoor Participants, Ages 6+

Use of technology to explore and enjoy the outdoors varies little between genders. The largest gap is among users of iPods and other music players. Twenty-eight percent of females use music technology, while only 21 percent of males do the same. On the other hand, males tend to use laptops, tablets and handheld GPSs more than females. Watch-based GPS devices are rarely used by either gender.

	Female	Male
<i>iPod/Music Player</i>	28%	21%
<i>Smart phone</i>	26%	26%
<i>Laptop Computer</i>	8%	10%
<i>Fitness Monitor</i>	5%	4%
<i>Tablet</i>	4%	6%
<i>Handheld GPS</i>	3%	7%
<i>Other Technology</i>	2%	3%
<i>Watch-based GPS</i>	2%	2%
<i>None</i>	50%	53%

YOUTH

YOUTH



Outdoor participation remained

fairly steady from 2011 to 2012; however, participation rates dropped among teens ages 13 to 17 and rose among adults ages 25 to 44. Participation among youth, young adults and adults in the oldest age bracket, ages 45 and over, stayed the same.



While participation rates among teenage boys increased, participation

among teenage girls decreased. With just over half of teenage girls participating in outdoor recreation, the participation rate is the lowest recorded since this report began in 2006.



Adults with children in the house

participate in outdoor recreation at a higher rate than adults without children. Adults with children enjoyed outdoor recreation at a rate of 53 percent, while those without children participated at a rate of 44 percent.

Family & Friends

Youth participants are

motivated to get outside by spending time with family and friends.



Young adults say they do not have enough

time to participate in outdoor recreation. Youth and adolescents cite lack of interest as the number one reason why they don't get outdoors more often.

PE

Among adults who are current outdoor

participants, more than 75 percent reported having physical education classes between the ages of six and 12. That compares to just 62 percent of non-outdoor participants.



Outdoor participation rates among teenage boys ages 13 to 17

continued to rise in 2012, adding three-percentage points since 2010. Participation rates among boys ages six to 12 and among young men ages 18 to 24 slightly decreased.

Outdoor Participation by Age

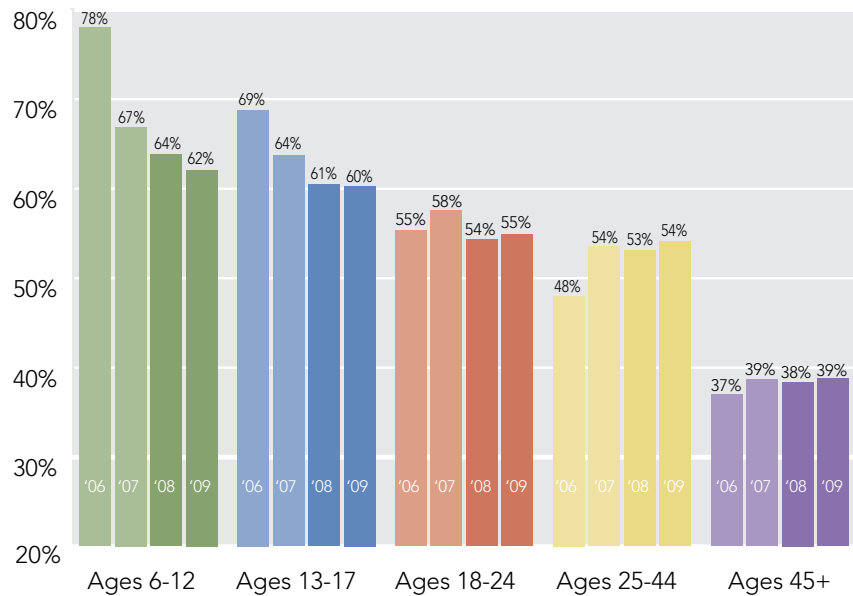
Outdoor participation remained fairly steady from 2011 to 2012; however, participation rates dropped among adolescents ages 13 to 17 and rose among adults ages 25 to 44.

Among adolescents, participation dropped to 60 percent, losing the modest two-percentage point gain seen from 2010 to 2012. Despite the decline in participation, adolescents still have a higher participation rate than all of the older age groups. Youth participation remained steady at 63 percent. Despite this stagnation, youth maintain the highest participation rate.

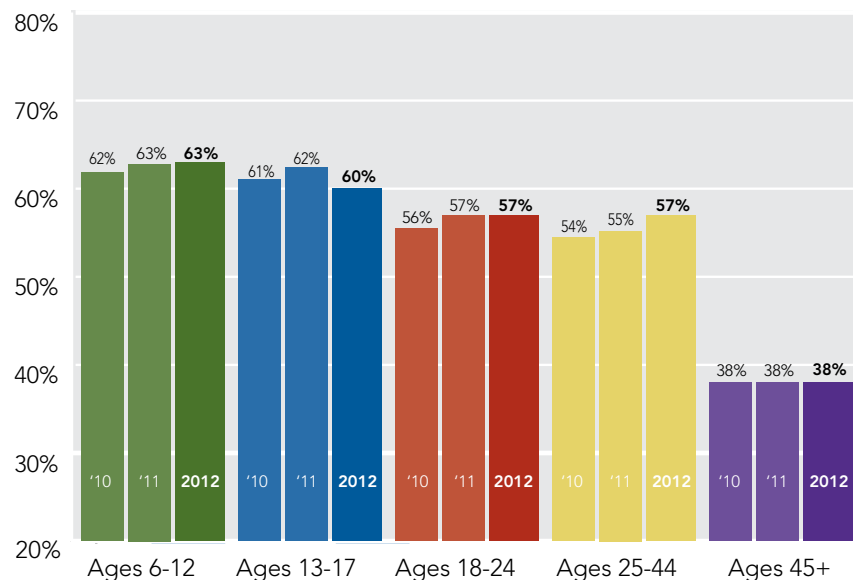
Participation in Outdoor Recreation

All Americans, Ages 6+

From 2006-2009



From 2010-2012

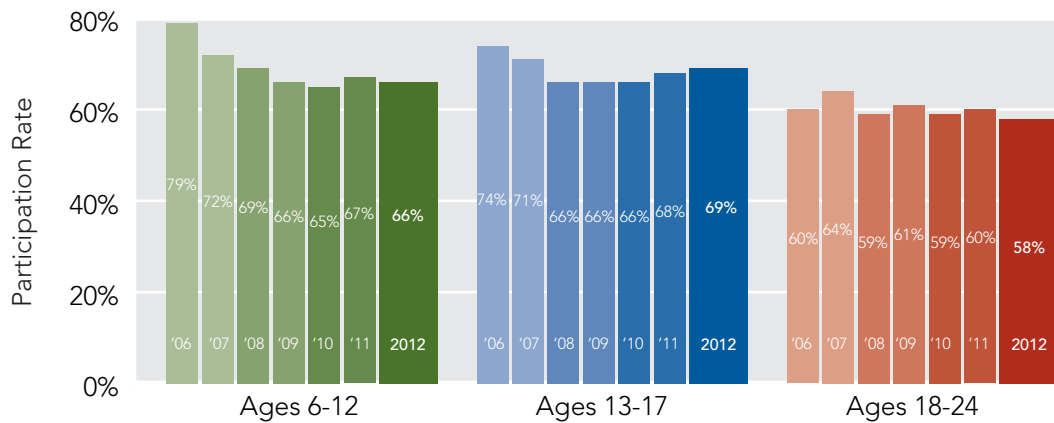


Youth and Young Adult Participation by Gender

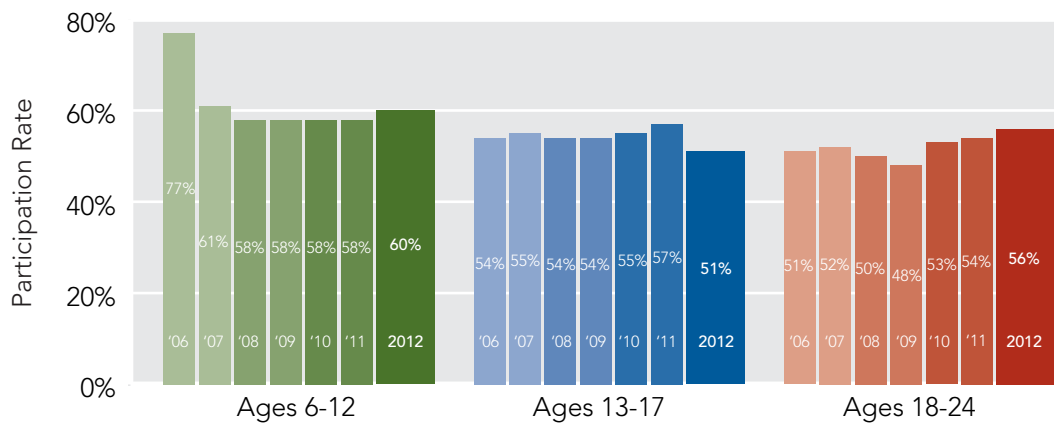
Participation in outdoor recreation among adolescent boys ages 13 to 17 continued to rise in 2012, adding three-percentage points since 2010. Unfortunately, participation rates declined among boys ages six to 12 and among young men ages 18 to 24.

While adolescent boys gained outdoor participants, adolescent girls lost participants. With just over half of teenage girls participating in outdoor recreation, the participation rate is the lowest recorded since this report began. On the positive side, the participation rates for girls ages six to 12 and female young adults ages 18 to 24 both rose two-percentage points.

Males' Participation in Outdoor Recreation, 2006-2012

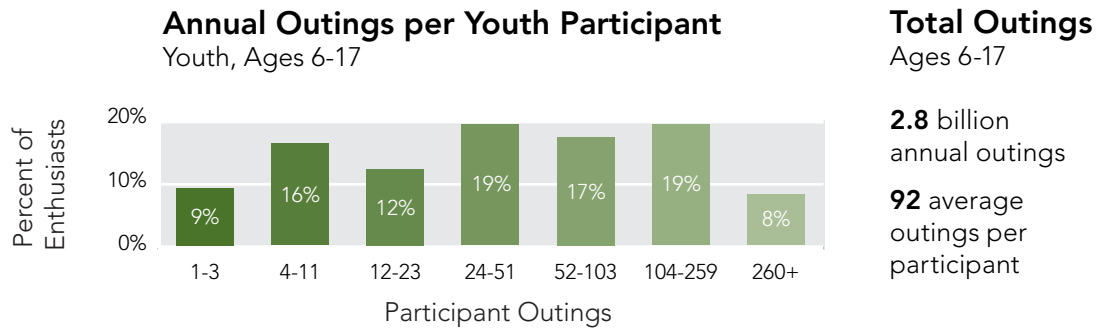


Females' Participation in Outdoor Recreation, 2006-2012



Profile of Youth Participants

Outdoor participants ages six to 17 made 2.8 billion outings, an average of 92 outings per youth participant. Although participation rates among this age group slightly decreased, these annual outings are up. Total outings increased by 200,000 and average outings grew by a significant 11 outings per participant.



Most Popular Outdoor Activities

By Participation Rate, Ages 6-17

- 1. Road, Mountain and BMX Biking**
27% of American youth / 13.4 million participants
- 2. Running, Jogging and Trail Running**
24% of American youth / 12.1 million participants
- 3. Car, Backyard and RV Camping**
20% of American youth / 10.2 million participants
- 4. Freshwater, Saltwater and Fly Fishing**
20% of American youth / 9.9 million participants
- 5. Hiking**
12% of American youth / 6.1 million participants

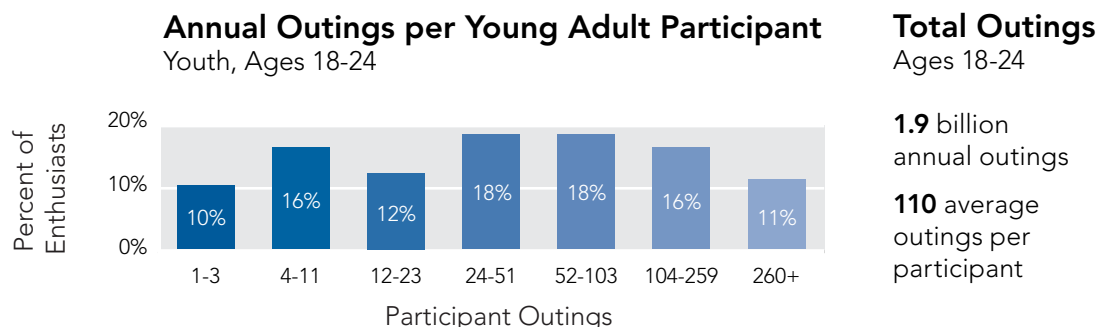
Favorite Outdoor Activities

By Frequency of Participation, Ages 6-17

- 1. Running, Jogging and Trail Running**
82 average outings per runner / 992 million outings
- 2. Road Biking, Mountain Biking and BMX**
71 average outings per cyclist / 947 million outings
- 3. Skateboarding**
58 average outings per skateboarder / 220 million outings
- 4. Freshwater, Saltwater and Fly Fishing**
16 average outings per fishing participant / 155 million total outings
- 5. Car, Backyard and RV Camping**
11 average outings per camper / 113 million outings

Profile of Young Adult Participants

Young adults ages 18 to 24 made 1.9 billion outdoor outings in 2012 for an average of 110 annual outings per participant. Although young adults made nearly one billion fewer total outdoor outings than youth, each participant averaged 18 more annual outings per participant. Young adults who do participate in the outdoors get outside more often than their younger counterparts.



Most Popular Outdoor Activities

By Participation Rate, Ages 18-24

1. Running, Jogging and Trail Running

36% of young adults / 10.4 million participants

2. Road, Mountain and BMX Biking

15% of young adults / 4.4 million participants

3. Freshwater, Saltwater and Fly Fishing

15% of young adults / 4.3 million participants

4. Hiking

14% of young adults / 4.2 million participants

5. Car, Backyard and RV Camping

14% of young adults / 4.1 million participants

Favorite Outdoor Activities

By Frequency of Participation, Ages 18-24

1. Running, Jogging and Trail Running

90 average outings per runner / 935.2 million outings

2. Road Biking, Mountain Biking and BMX

62 average outings per cyclist / 269.4 million outings

3. Freshwater, Saltwater and Fly Fishing

28 average outings per fishing participant / 119.8 million outings

4. Hiking

18 average outings per hiker / 73.2 million outings

5. Skateboarding

62 average outings per skateboarder / 71.9 million outings

Getting Youth and Young Adults Outdoors

Youth outdoor participants see outdoor activities as a way to spend time with family and friends. While adolescents are also motivated by enjoying time with loved ones, slightly more participants in this age group cite exercise as their top motivator for outdoor participation. Young adults are also motivated by exercise and much less motivated by family and friends.

What motivates you to participate in outdoor activities?

	Ages 6–12	Ages 13–17	Ages 18–24
<i>Be with family/friends</i>	77%	69%	49%
<i>Get exercise</i>	66%	72%	74%
<i>Experience excitement/adventure</i>	54%	46%	52%
<i>Develop my skills/abilities</i>	51%	51%	43%
<i>It is cool</i>	45%	31%	18%
<i>Be with people who enjoy the same things</i>	41%	45%	25%
<i>Keep physically fit</i>	36%	55%	59%
<i>Be close to nature</i>	32%	30%	44%
<i>Develop a sense of self-confidence</i>	26%	31%	33%
<i>Enjoy the sounds/smells of nature</i>	26%	27%	39%
<i>Observe the scenic beauty</i>	22%	26%	43%
<i>Gain a sense of accomplishment</i>	22%	31%	39%
<i>Get away from the usual demands</i>	18%	34%	49%
<i>Be with people who share my values</i>	14%	22%	17%
<i>Talk to new/varied people</i>	12%	13%	11%
<i>Experience solitude</i>	5%	11%	26%
<i>Other reason(s)</i>	9%	6%	6%

Why Youth and Young Adults Don't Participate in Outdoor Activities More Often

Lack of interest is the number one reason why American youth and adolescents do not participate in outdoor activities. Forty percent of youth and 48 percent of adolescents say they are simply not interested in the outdoors. Young adults blame lack of time with 40 percent saying they are too busy to enjoy outdoor recreation.

What keeps you from participating in outdoor activities more?

	Ages 6–12	Ages 13–17	Ages 18–24
<i>Not interested</i>	40%	48%	29%
<i>Too expensive</i>	22%	19%	16%
<i>Too busy with other recreation activities</i>	19%	16%	6%
<i>Do not have time</i>	15%	25%	40%
<i>Places for outdoor recreation cost too much</i>	15%	10%	9%
<i>Do not have the skills/abilities</i>	14%	17%	23%
<i>Places for outdoor recreation are too far away</i>	13%	10%	11%
<i>Do not have anyone to participate with</i>	12%	15%	27%
<i>Too busy with family responsibilities</i>	10%	7%	14%
<i>Have no way to get to venues for outdoor recreation</i>	8%	10%	5%
<i>Afraid of getting hurt by other people</i>	4%	2%	4%
<i>Do not have enough information</i>	3%	4%	6%
<i>My health is poor</i>	3%	1%	6%
<i>Places for outdoor recreation are too crowded</i>	3%	3%	4%
<i>Have a physical-limiting disability</i>	2%	2%	3%
<i>Places for outdoor recreation are poorly maintained</i>	2%	1%	4%
<i>Have household members with a physical disability</i>	2%	2%	1%
<i>Venues for outdoor recreation are too polluted</i>	1%	0%	0%
<i>Afraid of getting hurt by animals</i>	1%	0%	2%
<i>Places for outdoor recreation are over-developed</i>	1%	1%	1%
<i>Other reason(s)</i>	18%	16%	15%

Youth Participation in Sports and Recreation Among Current Outdoor Enthusiasts

Early exposure to outdoor activities and other recreation can make a lasting impression. More Americans who were introduced to these activities as children and adolescents grew up to choose an active lifestyle.

Among adults who are current outdoor participants, 75 percent had physical education during elementary school. That compares to just 62 percent of non-outdoor participants. Physical education during adolescence had nearly the same result.

When measuring various activities, an early introduction to the outdoors has the biggest effect on outdoor participation. Forty-two percent of outdoor participants enjoyed outdoor activities during childhood, while only 17 percent of non-outdoor participants were exposed to the outdoors. Outdoor recreation during adolescence had nearly the same impact.

	Adults at Age 6–12		Adults at Age 13–17	
	Outdoor Participants	Non-Outdoor Participants	Outdoor Participants	Non-Outdoor Participants
<i>PE at School</i>	75%	62%	72%	62%
<i>Outdoor Activities</i>	42%	17%	46%	20%
<i>Team Sports</i>	41%	23%	45%	28%
<i>Cycling</i>	37%	24%	35%	23%
<i>Running/Jogging</i>	25%	13%	39%	19%
<i>Swimming for Fitness</i>	24%	13%	26%	14%
<i>Water Sports</i>	19%	8%	22%	10%
<i>Winter Sports</i>	14%	6%	19%	8%
<i>Racquet Sport</i>	8%	4%	15%	8%
<i>Fitness/Health Club-Based Activities</i>	6%	2%	13%	4%
<i>Golf</i>	5%	2%	10%	5%
<i>None of the Above</i>	10%	28%	10%	27%

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

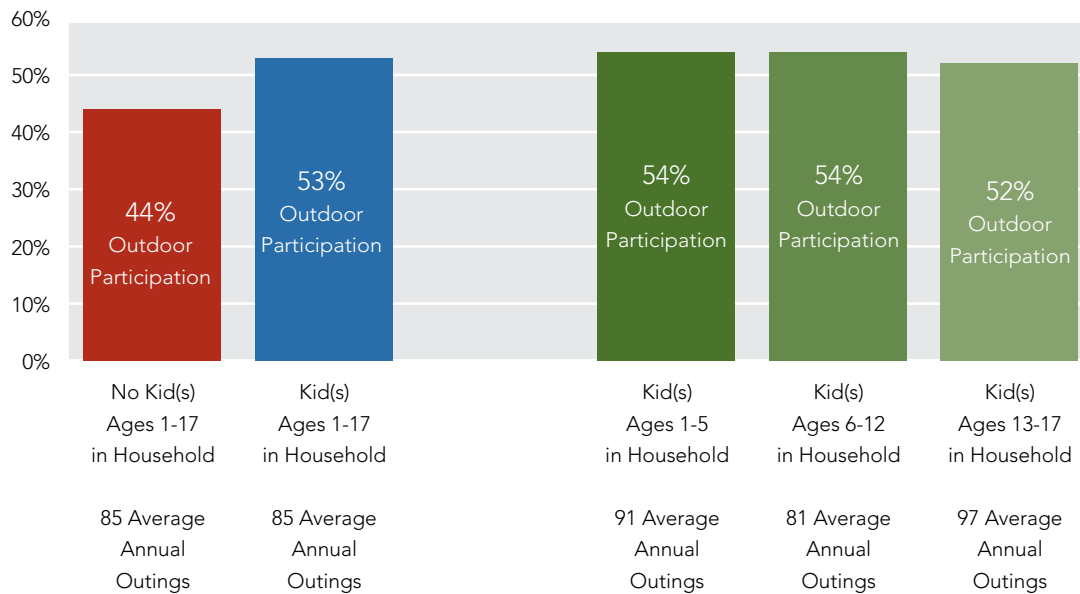
Participation in Outdoor Recreation Among Adults with Youth in Their Households

Adults with children in the household participate in outdoor recreation at a higher rate than adults without children. Again illustrating the family-friendly nature of outdoor activities, adults with children in their household enjoy outdoor recreation at a rate of 53 percent, while adults without children participate at a rate of 44 percent.

Fifty-four percent of people with children ages one to 12 participate in outdoor recreation, but those with younger children ages one to five get outside more often (91 annual outings) than those with older children ages six to 12 (81 annual outings). Adults with adolescent children ages 13 to 17 had a lower rate of participation (52 percent), but they got outside the most often (97 annual outings).

Adult Participation in Outdoor Recreation with and without Children in Household

All Americans, Ages 18+

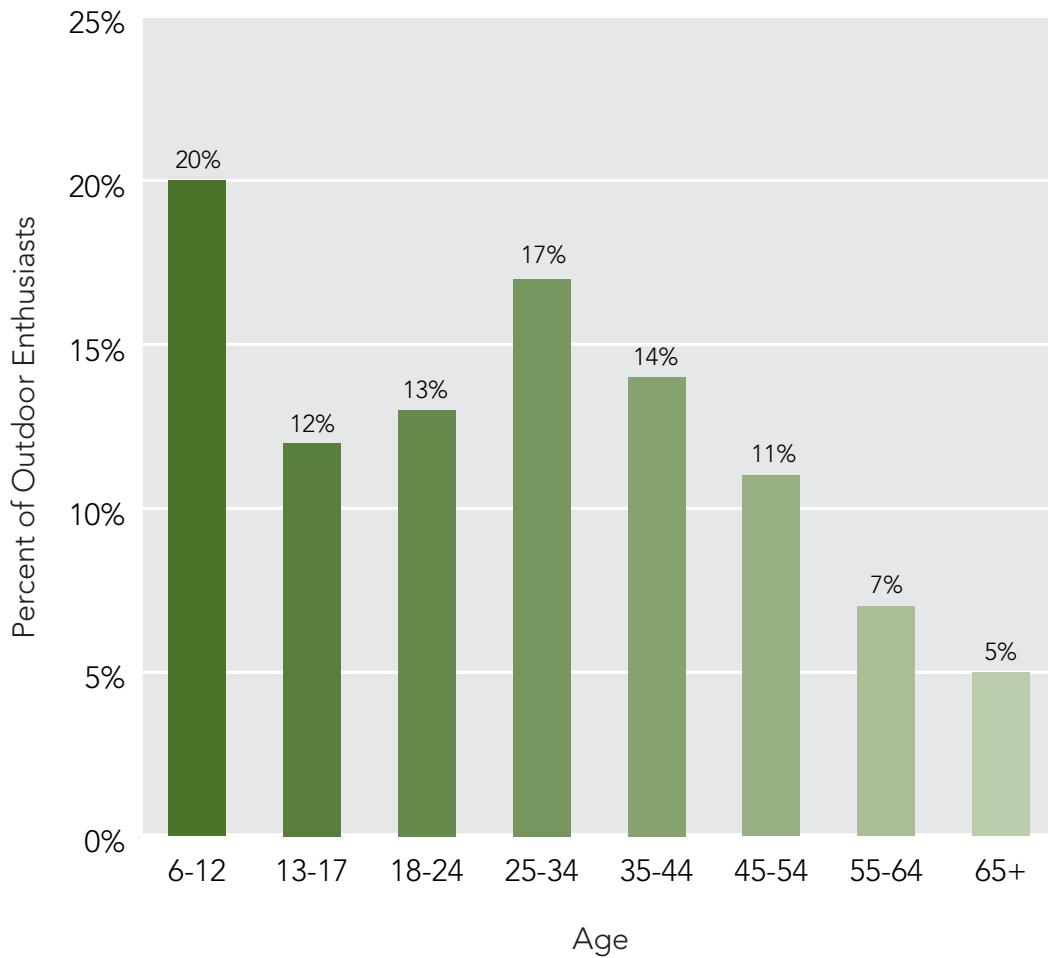


Participation in Organized Outdoor Outings

Children ages six to 12 are the most likely to participate in organized outdoor activities. Twenty percent of children who are outdoor participants reported going on at least one organized outdoor excursion in 2012. Adults ages 65 and over are the least likely to participate in organized outdoor activities.

Participation in Organized Outdoor Activities by Yourself or in a Group

Outdoor Participants. Ages 6+





DIVERSITY

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 Americans who do enjoy outdoor recreation get out the same amount of times as Caucasian participants.



All ethnicities and races agree that the number one reason why they do not participate in outdoor activities more often is because they are not interested.



Biking, running, fishing and camping are the most popular outdoor activities for all Americans, though each ethnic/racial group participates in each to varying degrees.



When engaging in outdoor recreation, Smart phones are the most popular form of technology for all ethnicities and iPods or other music players are the second most popular form of technology.



Participation in Outdoor Recreation Among Diverse Groups

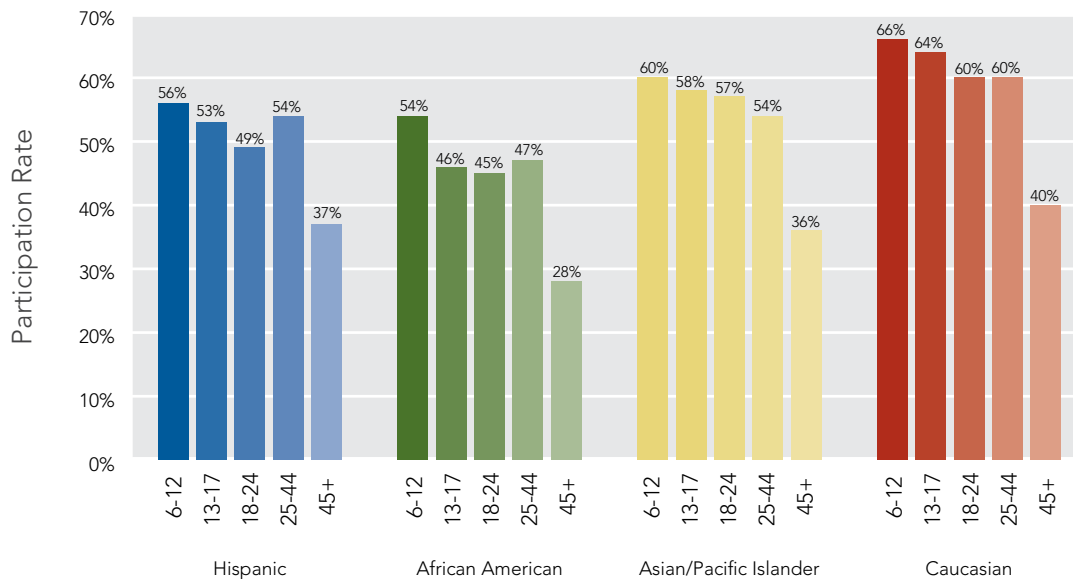
As minority groups make up a larger share of the population and are predicted to become the majority by 2040, engaging diverse populations in outdoor recreation has never been more critical. Unfortunately, minorities still lag behind in outdoor participation.

In 2012, participation in outdoor activities was highest among Caucasians in all age groups and lowest among African Americans. The biggest difference in participation rates was between Caucasian and African American adolescents. While 64 percent of Caucasian adolescents ages 13 to 17 participated in outdoor recreation in 2012, only 46 percent of African Americans in the same age range participated.

Although their participation rate is much lower, those Hispanic Americans who participate in outdoor activities tend to participate the same amount as Caucasians.

Participation in Outdoor Recreation

All Americans by Age and Ethnicity



Average Outings per Outdoor Participant

African American	39	Caucasian	43
Asian/Pacific Islander	37	Hispanic	43



Most Popular Outdoor Activities Among Diverse Groups

Running, fishing, biking and camping are among the most popular outdoor activities for all Americans regardless of ethnic or racial affiliation. Although each group participates in these activities at varying rates, running is the favorite form of outdoor recreation for all groups.

African Americans

Ages 6+

1. Running/Jogging and Trail Running **19%**
2. Freshwater, Saltwater and Fly Fishing **11%**
3. Road Biking, Mountain Biking and BMX **11%**
4. Birdwatching/Wildlife Viewing **5%**
5. Car, Backyard and RV camping **4%**

Asian/Pacific Islanders

Ages 6+

1. Running/Jogging and Trail Running **24%**
2. Road Biking, Mountain Biking and BMX **14%**
3. Hiking **13%**
4. Car, Backyard and RV Camping **10%**
5. Freshwater, Saltwater and Fly Fishing **9%**
5. Cross-country, Alpine, Freestyle and Telemark Skiing **8%**

Caucasians

Ages 6+

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

Hispanics

Ages 6+

1. Running/Jogging and Trail Running **22%**
2. Road Biking, Mountain Biking and BMX **17%**
3. Freshwater, Saltwater and Fly Fishing **14%**
4. Car, Backyard and RV Camping **11%**
5. Hiking **9%**

Getting Diverse Youth and Young Adults Outdoors

Most youth participants ages six to 17 of all ethnic and racial groups are motivated to get outside by exercise. Among Hispanic, African American and Asian/Pacific Islander participants, the second biggest reason is related — to keep physically fit. Caucasians cite being with friends and family as the second biggest reason to participate in outdoor activities.

What motivates you to participate in outdoor activities?

Outdoor Participants, Ages 6+

	Hispanic	African American	Asian/Pacific Islander	Caucasian
Get exercise	63%	69%	71%	72%
Keep physically fit	47%	57%	56%	51%
Be with family/friends	46%	40%	51%	58%
Experience excitement/adventure	45%	42%	44%	45%
Be close to nature	39%	34%	39%	51%
Get away from the usual demands	36%	39%	38%	49%
Develop my skills/abilities	35%	39%	37%	36%
Enjoy the sounds/smells of nature	34%	36%	34%	47%
Observe scenic beauty	33%	35%	39%	49%
Be with people who enjoy the same things	30%	27%	26%	33%
Develop my self-confidence	28%	26%	27%	23%
Gain a sense of accomplishment	28%	33%	32%	28%
It is cool	21%	15%	14%	19%
Experience solitude	16%	24%	20%	27%
Be with people who share my values	16%	18%	16%	19%
Talk to new/varied people	13%	18%	14%	11%
Other reasons	4%	4%	4%	7%

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

All ethnicities and races agree that the number one reason why they do not participate in outdoor activities more often is because they are not interested. Lack of time is the second biggest reason.

What keeps you from participating in outdoor activities more?

Non-Outdoor Participants, Ages 6+

	Hispanic	African American	Asian/Pacific Islander	Caucasian
<i>Not interested</i>	31%	36%	31%	39%
<i>Do not have time</i>	29%	22%	34%	26%
<i>Do not have the skills/abilities</i>	21%	18%	24%	21%
<i>Do not have anyone to participate with</i>	22%	17%	25%	16%
<i>Too busy with family responsibilities</i>	18%	13%	20%	18%
<i>Too expensive</i>	17%	11%	25%	16%
<i>I have a physical-limiting disability</i>	6%	13%	5%	16%
<i>My health is poor</i>	8%	13%	5%	15%
<i>Places for outdoor recreation cost too much</i>	11%	7%	11%	10%
<i>Places for outdoor recreation are too far away</i>	13%	9%	9%	8%
<i>Too busy with other recreation activities</i>	8%	6%	8%	7%
<i>Have no way to get to venues</i>	5%	5%	2%	3%
<i>Do not have enough information</i>	6%	5%	7%	2%
<i>Places for outdoor recreation are too crowded</i>	6%	3%	4%	3%
<i>I have household members with a physical disability</i>	2%	2%	1%	3%
<i>Afraid of getting hurt by other people</i>	2%	3%	2%	3%
<i>Places for outdoor recreation are poorly maintained</i>	3%	3%	2%	1%
<i>Afraid of getting hurt by animals</i>	1%	2%	2%	1%
<i>Places for outdoor recreation are over-developed</i>	2%	0%	1%	1%
<i>Venues for outdoor recreation are too polluted</i>	1%	0%	0%	1%
<i>Some other reason(s)</i>	11%	13%	11%	13%

Use of Information Technology While Engaging in Outdoor Recreation Among Diverse Groups

When engaging in outdoor recreation, Smart phones are the most popular form of technology for all ethnicities and iPods or other music players are the second most popular form of technology. Overall, Hispanic participants report using technology more than any other ethnicity or race.

How do you use information technology while engaging in outdoor recreation?

Outdoor Participants, Ages 6+

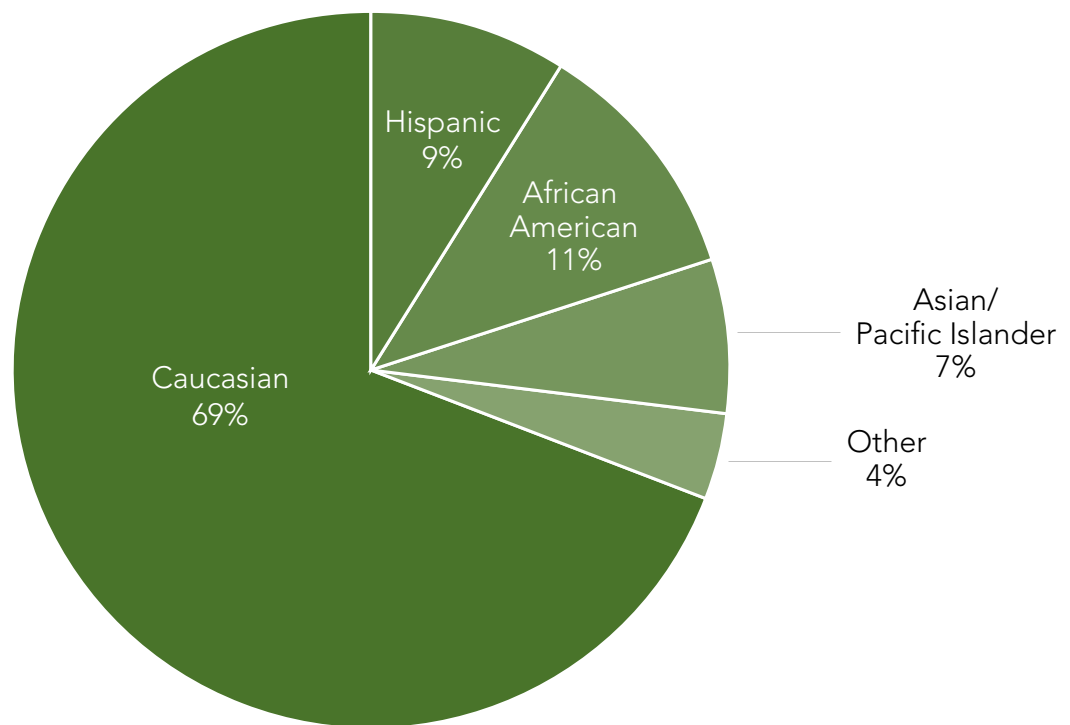
	Hispanic	African American	Asian/ Pacific Islander	Caucasian
<i>Smart phone</i>	40%	33%	38%	23%
<i>iPod/Music Player</i>	35%	30%	28%	22%
<i>Laptop Computer</i>	18%	16%	14%	6%
<i>Tablet</i>	12%	8%	9%	3%
<i>Fitness Monitor</i>	8%	7%	7%	4%
<i>Handheld GPS</i>	7%	5%	5%	5%
<i>Watch Based GPS</i>	5%	2%	4%	2%
<i>Other Technology</i>	2%	5%	2%	3%
<i>None</i>	34%	37%	39%	56%

Participation in Organized Outdoor Outings

A majority — 69 percent — of the participants who went on at least one organized outdoor excursion in 2012 were Caucasian. Only seven percent were Asian/Pacific Islander.

Participation in Organized Outdoor Activities by Yourself or in a Group

Outdoor Participants. Ages 6+



Outdoor Participants, Ages 6+



A DETAILED LOOK

A DETAILED LOOK

The following pages include full participation data for activities surveyed in the *2013 Outdoor Recreation Participation Report*. Data is broken out for outdoor activities by the age groups: youth (ages 6-17), young adults (ages 18-24) and all Americans (ages 6+). A participant is defined as an individual who took part in an activity at least once in 2012.

Youth Participation in Outdoor Activities, Ages 6-17

	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.	2012 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%	362	0.7%
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%	2,219	4.4%
Bicycling (BMX)	1,344	2.7%	935	1.9%	1,045	2.1%	726	1.5%	1,165	2.3%	783	1.5%	940	1.9%
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%	1,612	3.2%
Bicycling (Road/Paved Surface, Mountain/Non-Paved Surface, BMX)	17,463	34.8%	15,550	30.9%	14,716	29.6%	14,652	29.3%	13,657	27.1%	13,283	26.2%	13,421	26.5%
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%	12,397	24.5%
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%	1,813	3.6%
Boardsailing/Windsurfing	225	0.4%	228	0.5%	236	0.5%	200	0.4%	221	0.4%	109	0.2%	215	0.4%
Camping (Within 1/4 Mile of Vehicle/Home)	12,702	25.3%	9,627	19.1%	9,012	18.1%	9,252	18.5%	8,779	17.4%	9,147	18.0%	8,065	15.9%
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%	10,159	20.1%
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%	3,732	7.4%
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%	2,735	5.4%
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%	1,281	2.5%
Climbing (Traditional/Ice/Mountaineering)	470	0.9%	510	1.0%	441	0.9%	282	0.6%	354	0.7%	272	0.5%	436	0.9%
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%	9,945	19.7%
Fishing (Fly)	1,440	2.9%	711	1.4%	734	1.5%	880	1.8%	834	1.7%	735	1.4%	715	1.4%
Fishing (Freshwater/Other)	14,399	28.7%	10,932	21.7%	9,912	20.0%	9,987	20.0%	8,984	17.8%	9,038	17.8%	8,962	17.7%
Fishing (Saltwater)	2,859	5.7%	2,579	5.1%	2,257	4.5%	2,028	4.1%	1,816	3.6%	1,926	3.8%	1,935	3.8%
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%	6,114	12.1%
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%	2,294	4.5%
Kayak Fishing	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	96	0.2%	181	0.4%	220	0.4%
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%	1,743	3.4%
Kayaking (Sea/Touring)	124	0.2%	241	0.5%	178	0.4%	164	0.3%	358	0.7%	228	0.4%	333	0.7%
Kayaking (Whitewater)	244	0.5%	197	0.4%	165	0.3%	312	0.6%	256	0.5%	151	0.3%	432	0.9%
Rafting	1,100	2.2%	993	2.0%	869	1.7%	1,064	2.1%	966	1.9%	750	1.5%	793	1.6%
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%	12,133	24.0%
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%	11,951	23.6%
Sailing	651	1.3%	526	1.0%	603	1.2%	664	1.3%	580	1.2%	382	0.8%	562	1.1%
Scuba Diving	225	0.4%	278	0.6%	323	0.6%	277	0.6%	306	0.6%	243	0.5%	379	0.7%
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%	3,797	7.5%
Skiing (Alpine/Downhill)	n/a	n/a	2,236	4.4%	2,417	4.9%	2,350	4.7%	2,442	4.9%	2,348	4.6%	1,879	3.7%
Skiing (Cross-Country)	n/a	n/a	568	1.1%	628	1.3%	661	1.3%	739	1.5%	635	1.3%	579	1.1%
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%	1,194	2.4%
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%	1,676	3.3%
Snowshoeing	n/a	n/a	400	0.8%	474	1.0%	599	1.2%	615	1.2%	528	1.0%	681	1.3%
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%	290	0.6%
Surfing	451	0.9%	465	0.9%	520	1.0%	589	1.2%	547	1.1%	523	1.0%	715	1.4%
Telemarking (Downhill)	n/a	n/a	172	0.3%	234	0.5%	217	0.4%	286	0.6%	286	0.6%	539	1.1%
Trail Running	1,161	2.3%	657	1.3%	618	1.2%	501	1.0%	676	1.3%	689	1.4%	810	1.6%
Triathlon (Non-Traditional/Off Road)	58	0.1%	90	0.2%	80	0.2%	155	0.3%	93	0.2%	72	0.1%	221	0.4%
Triathlon (Traditional/Road)	65	0.1%	113	0.2%	240	0.5%	136	0.3%	328	0.7%	168	0.3%	415	0.8%
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%	998	2.0%
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%	3,197	6.3%

Young Adult Participation in Outdoor Activities, Ages 18-24

	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.	2012 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%	419	1.4%
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%	1,070	3.7%
Bicycling (BMX)	308	1.1%	401	1.4%	305	1.1%	266	0.9%	311	1.1%	256	0.9%	231	0.8%
Bicycling (Mountain/Non-Paved Surface)	970	3.4%	1,019	3.6%	776	2.7%	781	2.7%	955	3.3%	776	2.7%	995	3.4%
Bicycling (Road/Paved Surface, Mountain/ Non-Paved Surface, BMX)	2,778	9.8%	3,882	13.7%	3,687	13.0%	3,935	13.7%	4,106	14.2%	4,179	14.0%	4,361	15.0%
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%	4,002	13.7%
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%	928	3.2%
Boardsailing/Windsurfing	296	1.0%	269	0.9%	341	1.2%	228	0.8%	385	1.3%	284	1.0%	250	0.9%
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%	3,478	11.9%
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%	4,071	14.0%
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%	1,209	4.1%
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%	1,279	4.4%
Climbing (Sport/Indoor/Boulder)	993	3.5%	1,054	3.7%	1,002	3.5%	769	2.7%	989	3.4%	856	2.9%	951	3.3%
Climbing (Traditional/Ice/Mountaineering)	406	1.4%	510	1.8%	387	1.4%	381	1.3%	431	1.5%	390	1.3%	339	1.2%
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%	4,328	14.8%
Fishing (Fly)	789	2.8%	695	2.4%	718	2.5%	454	1.6%	643	2.2%	742	2.6%	691	2.4%
Fishing (Freshwater/Other)	4,068	14.4%	4,069	14.3%	3,549	12.5%	3,757	13.1%	3,683	12.8%	3,911	13.5%	3,600	12.4%
Fishing (Saltwater)	1,224	4.3%	1,410	5.0%	1,302	4.6%	1,017	3.6%	1,074	3.7%	1,162	4.0%	1,166	4.0%
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%	4,180	14.3%
Hunting (All)	1,791	6.3%	1,707	6.0%	1,522	5.4%	2,025	7.1%	1,686	5.8%	1,796	6.2%	1,809	6.2%
Kayak Fishing	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	204	0.7%	205	0.7%	165	0.5%
Kayaking (Recreational)	532	1.9%	795	2.8%	889	3.1%	790	2.8%	988	3.4%	1,392	4.8%	1,181	4.1%
Kayaking (Sea/Touring)	251	0.9%	241	0.8%	345	1.2%	221	0.8%	227	0.8%	413	1.4%	323	1.1%
Kayaking (Whitewater)	215	0.8%	223	0.8%	259	0.9%	217	0.8%	342	1.2%	357	1.2%	316	1.1%
Rafting	551	1.9%	789	2.8%	775	2.7%	668	2.3%	674	2.3%	618	2.1%	494	1.7%
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%	10,430	35.8%
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%	10,281	35.3%
Sailing	214	0.8%	455	1.6%	595	2.1%	416	1.5%	337	1.2%	498	1.7%	388	1.3%
Scuba Diving	623	2.2%	523	1.8%	570	2.0%	294	1.0%	384	1.3%	275	0.9%	358	1.2%
Skateboarding	970	3.4%	1,377	4.8%	1,011	3.6%	958	3.3%	999	3.5%	955	3.3%	1,153	4.0%
Skiing (Alpine/Downhill)	n/a	n/a	1,826	6.4%	1,522	5.4%	1,431	5.0%	1,707	5.9%	1,524	5.2%	1,072	3.7%
Skiing (Cross-Country)	n/a	n/a	452	1.6%	496	1.7%	457	1.6%	586	2.0%	602	2.1%	453	1.6%
Snorkeling	1,251	4.4%	1,168	4.1%	1,144	4.0%	969	3.4%	1,251	4.3%	982	3.4%	985	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%	1,492	5.1%
Snowshoeing	n/a	n/a	429	1.5%	358	1.3%	383	1.3%	477	1.7%	552	1.9%	451	1.5%
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%	259	0.9%
Surfing	749	2.7%	663	2.3%	590	2.1%	450	1.6%	607	2.1%	434	1.5%	504	1.7%
Telemarking (Downhill)	n/a	n/a	310	1.1%	295	1.0%	269	0.9%	310	1.1%	366	1.3%	343	1.2%
Trail Running	1,018	3.6%	796	2.8%	939	3.3%	1,003	3.5%	969	3.4%	1,175	4.0%	1,201	4.1%
Triathlon (Non-Traditional/Off Road)	52	0.2%	113	0.4%	198	0.7%	128	0.4%	185	0.6%	97	0.3%	251	0.9%
Triathlon (Traditional/Road)	70	0.2%	173	0.6%	266	0.9%	254	0.9%	216	0.7%	236	0.8%	360	1.2%
Wakeboarding	597	2.1%	1,040	3.7%	809	2.8%	794	2.8%	798	2.8%	805	2.8%	680	2.3%
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%	1,679	5.8%

Participation in Outdoor Activities, All Americans Ages 6+

	2006 in 000's	% of Pop.	2007 in 000's	% of Pop.	2008 in 000's	% of Pop.	2009 in 000's	% of Pop.	2010 in 000's	% of Pop.	2011 in 000's	% of Pop.	2012 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%	2,170	0.8%
Backpacking (Overnight)	7,067	2.6%	6,637	2.4%	7,867	2.8%	7,647	2.7%	8,349	2.9%	7,095	2.5%	8,771	3.1%
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%	2,175	0.8%
Bicycling (Mountain/Non-Paved Surface)	6,751	2.5%	6,892	2.5%	7,592	2.7%	7,142	2.5%	7,161	2.5%	6,816	2.4%	7,714	2.7%
Bicycling (Road/Paved Surface, Mountain/ Non-Paved Surface, BMX)	39,688	14.5%	42,126	15.2%	41,548	14.9%	43,264	15.4%	42,347	14.9%	42,970	15.0%	42,336	14.7%
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%	39,232	13.7%
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%	14,275	5.0%
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%	1,593	0.6%
Camping (Within 1/4 Mile of Vehicle/ Home)	35,618	13.0%	31,375	11.3%	33,686	12.0%	34,338	12.2%	30,996	10.9%	32,925	11.5%	29,982	10.4%
Camping (Car, Backyard, or RV)	43,123	15.7%	39,836	14.4%	42,396	15.2%	44,034	15.6%	39,909	14.1%	42,548	14.9%	38,049	13.3%
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%	15,108	5.3%
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%	9,839	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%	4,592	1.6%
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%	2,189	0.8%
Fishing (Fly, Freshwater/Other or Saltwater)	49,696	18.3%	51,836	18.7%	48,206	17.2%	48,046	17.0%	45,394	16.0%	46,178	16.2%	47,049	16.4%
Fishing (Fly)	6,071	2.2%	5,756	2.1%	5,941	2.1%	5,568	2.0%	5,478	1.9%	5,683	2.1%	6,012	2.1%
Fishing (Freshwater/Other)	43,100	15.7%	43,859	15.8%	40,331	14.4%	40,961	14.5%	38,860	13.7%	38,868	13.6%	39,135	13.6%
Fishing (Saltwater)	12,466	4.5%	14,437	5.2%	13,804	4.9%	12,303	4.4%	11,809	4.2%	11,983	4.2%	12,017	4.2%
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%	34,545	12.0%
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%	14,705	5.1%
Kayak Fishing	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	1,044	0.4%	1,201	0.4%	1,409	0.5%
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%	8,144	2.8%
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%	2,446	0.9%
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%	1,878	0.7%
Rafting	3,609	1.3%	4,340	1.6%	4,651	1.7%	4,318	1.5%	4,460	1.6%	3,821	1.3%	3,690	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	17.8%	51,495	18.0%	53,214	18.5%
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%	52,187	18.2%
Sailing	3,390	1.2%	3,786	1.4%	4,226	1.5%	4,342	1.5%	3,869	1.4%	3,725	1.3%	3,958	1.4%
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%	2,982	1.0%
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%	6,627	2.3%
Skiing (Alpine/Downhill)	n/a	n/a	10,362	3.7%	10,346	3.7%	10,919	3.9%	11,504	4.1%	10,201	3.6%	8,243	2.9%
Skiing (Cross-Country)	n/a	n/a	3,530	1.3%	3,848	1.4%	4,157	1.5%	4,530	1.6%	3,641	1.3%	3,307	1.2%
Snorkeling	8,395	3.1%	9,294	3.4%	10,296	3.7%	9,358	3.3%	9,305	3.3%	9,318	3.3%	8,011	2.8%
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%	7,351	2.6%
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%	4,029	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%	1,542	0.5%
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%	2,895	1.0%
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%	2,766	1.0%
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%	6,003	2.1%
Triathlon (Non-Traditional/Off Road)	281	0.1%	483	0.2%	602	0.2%	666	0.2%	929	0.3%	709	0.2%	1,442	0.5%
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%	2,184	0.8%
Wakeboarding	3,046	1.1%	3,521	1.3%	3,544	1.3%	3,577	1.3%	3,645	1.3%	3,389	1.2%	3,348	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%	22,999	8.0%

Participation in Other Activities, All Americans Ages 6+

	2006 in 000's	% of Pop.	2007 in 000's	% of Pop.	2008 in 000's	% of Pop.	2009 in 000's	% of Pop.	2010 in 000's	% of Pop.	2011 in 000's	% of Pop.	2012 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%	18,864	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%	16,710	5.8%
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%	26,690	9.3%
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%	9,891	3.4%
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%	9,502	3.3%
Calisthenics	7,120	2.6%	8,629	3.1%	9,147	3.3%	9,106	3.2%	9,088	3.2%	8,485	3.0%	10,227	3.6%
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%	7,047	2.5%
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%	2,740	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%	25,769	9.0%
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%	26,603	9.3%
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%	37,657	13.1%
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%	45,164	15.7%
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%	25,399	8.8%
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%	25,808	9.0%
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%	8,178	2.8%
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%	10,185	3.5%
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%	12,576	4.4%
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%	11,141	3.9%
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%	8,355	2.9%
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%	24,486	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%	37,502	13.1%
Swimming (Fitness/Competition)	18,220	6.6%	18,368	6.6%	19,041	6.8%	17,443	6.2%	17,145	6.0%	n/a	n/a	n/a	n/a
Swimming (Fitness)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	21,517	7.5%	24,914	8.7%
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%	3,637	1.3%
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%	48,289	16.8%
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	39.0%	116,695	40.6%
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%	37,522	13.1%
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%	24,180	8.4%

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%	13,389	4.7%
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%	24,141	8.4%
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%	3,622	1.3%
Field Hockey	774	0.3%	1,127	0.4%	1,118	0.4%	1,066	0.4%	1,298	0.5%	996	0.3%	1,478	0.5%
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%	5,847	2.0%
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%	6,451	2.2%
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%	7,590	2.6%
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%	2,610	0.9%
Lacrosse	871	0.3%	1,058	0.4%	1,127	0.4%	1,197	0.4%	1,648	0.6%	1,353	0.5%	1,860	0.6%
Rugby	514	0.2%	617	0.2%	690	0.2%	750	0.3%	1,130	0.4%	569	0.2%	1,205	0.4%

	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.	2012 in 000's	% of Pop.
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%	4,898	1.7%
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%	12,630	4.4%
Softball (Fast Pitch)	1,759	0.6%	2,345	0.8%	2,316	0.8%	2,636	0.9%	2,389	0.8%	2,411	0.8%	2,838	1.0%
Softball (Slow Pitch)	9,518	3.5%	9,485	3.4%	9,835	3.5%	8,525	3.0%	8,429	3.0%	7,189	2.5%	7,633	2.7%
Swimming (Competition)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	2,363	0.8%	2,641	0.9%
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%	4,154	1.4%
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%	5,136	1.8%
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%	6,791	2.4%
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%	4,328	1.5%

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%	7,722	2.7%
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%	7,876	2.7%
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%	35,147	12.2%
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%	45,292	15.8%
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	5,190	1.8%
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%	1,278	0.4%
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%	5,190	1.8%
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%	1,442	0.5%
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%	16,001	5.6%
Golf (9/18-Hole Course)	29,816	10.9%	29,528	10.7%	28,571	10.2%	27,103	9.6%	26,122	9.2%	25,682	9.0%	22,442	7.8%
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%	5,398	1.9%
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%	7,985	2.8%
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%	11,201	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%	6,597	2.3%
Martial Arts	5,998	2.2%	6,865	2.5%	6,770	2.4%	6,516	2.3%	5,488	1.9%	4,585	1.6%	5,566	1.9%
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%	983	0.3%
Martial Arts (for Fitness)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	1,745	0.6%	1,649	0.6%	2,305	0.8%
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%	3,499	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%	4,055	1.4%
Roller Hockey	1,383	0.5%	1,681	0.6%	1,456	0.5%	1,397	0.5%	1,350	0.5%	1,124	0.4%	1,611	0.6%
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%	6,973	2.4%
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%	6,374	2.2%
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%	4,476	1.6%
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%	4,896	1.7%
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%	3,886	1.4%
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%	2,876	1.0%
Squash	503	0.2%	612	0.2%	706	0.3%	885	0.3%	1,177	0.4%	1,046	0.4%	1,533	0.5%
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%	15,971	5.6%
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%	16,059	5.6%
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%	14,186	4.9%
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%	17,020	5.9%
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%	5,276	1.8%
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	39.0%	116,695	40.6%
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%	4,452	1.6%
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%	1,991	0.7%

Notes

Hunting (all) represents a combination of four individually measured activities, including hunting (rifle), hunting (shotgun), hunting (handgun) and hunting (bow).

For greater accuracy, snow sports participation is measured annually for each winter season. In the preceding tables, 2007 participation represents participation in the 2006/2007 winter season, 2008 participation represents participation in the 2007/2008 winter season, 2009 participation represents participation in the 2008/2009 winter season, 2010 participation represents participation in the 2009/2010 winter season.

Groupings

In this report, outdoor activities include adventure racing, backpacking, bicycling (BMX), bicycling (mountain/non-paved surface), bicycling (road/paved surface), birdwatching (more than 1/4 mile from home/vehicle), boardsailing/windsurfing, camping (backyard or car, within 1/4 mile of vehicle/home), camping (recreational vehicle), canoeing, climbing (sport/indoor/boulder), climbing (traditional/ice/mountaineering), fishing (fly), fishing (freshwater/other), fishing (saltwater), hiking, hunting (rifle), hunting (shotgun), hunting (handgun), hunting (bow), kayak fishing, 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 2013, a total of 42,363 online interviews were carried out with a nationwide sample of individuals and households from the US Online Panel operated by Synovate/IPSOS. A total of 15,770 individual and 26,593 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, population density and panel join date. The total population figure used was 287,138,000 people aged 6 and above. The 2013 participation survey sample size of 42,363 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 undue emphasis on trends extending back to 2006.

Unless otherwise noted, the data in this report was collected during the latest 2013 participation survey, which focused on American participation in the 2012 calendar year. 2006, 2007, 2008, 2009, 2010 and 2011 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.

Acknowledgements

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

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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.

