

OUTDOOR RECREATION

PARTICIPATION

TOPLINE REPORT 2012



OUTDOOR
FOUNDATION®



2011 Outdoor Participation

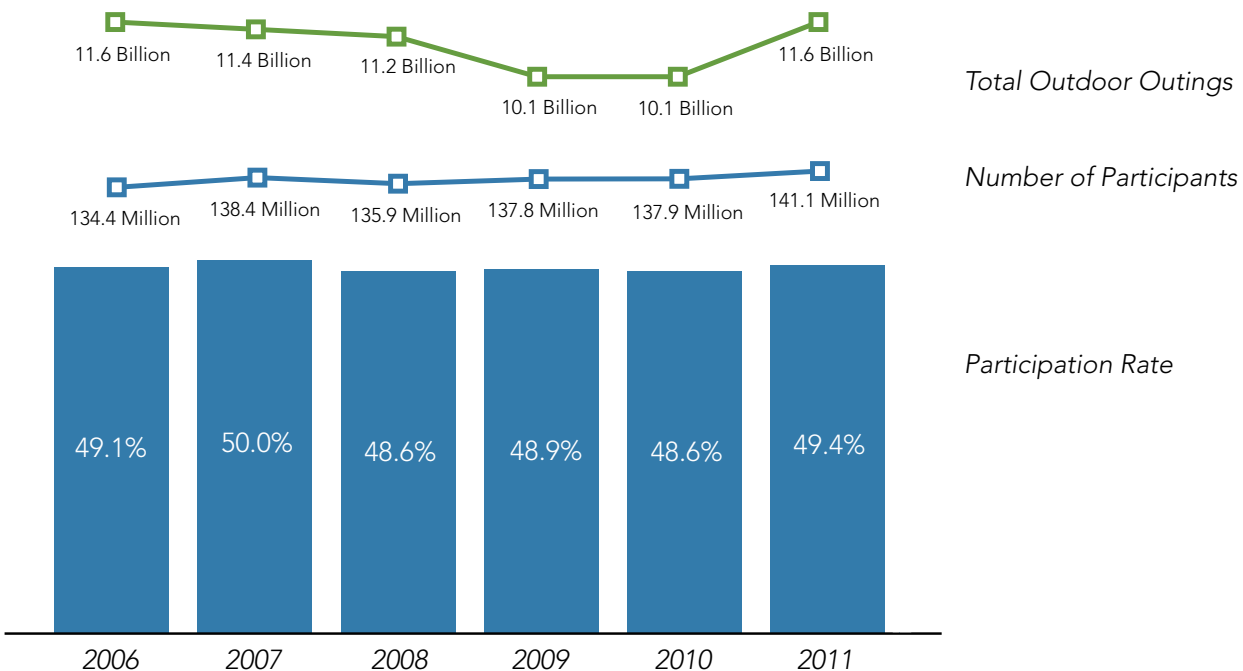
11.6 Billion Outdoor Outings
81.9 Average Outings Per Participant

In 2011, outdoor recreation among Americans reached the highest participation level in the last five years. Nearly 50 percent of all Americans ages six and older, or 141.1 million individuals, participated in at least one outdoor activity in 2011, making 11.6 billion outings. In fact, last year, Americans enjoyed 1.5 billion more outings than the previous year. Compared to 2010, participation in outdoor activities increased slightly among all age groups from 6 to 44, while participation among those ages 44 and up remained relatively flat.

Outdoor participation among youth and young adults continued the promising but modest trend — with one percentage increases in every age bracket, 6 to 12, 13 to 17 and 18 to 24 respectively. This accounted for more than 4 billion outdoor outings for the younger generation with an annual average of nearly 90 outdoor outings. While encouraging, these rates are significantly lower than those recorded in 2006. For example, 63 percent of youth ages 6 to 12 participated in outdoor recreation in 2011, compared to 78 percent in 2006.

The most popular activities among young people, in terms of overall participation, continued to be running, biking, camping, fishing and hiking. Skateboarding, triathlons and birdwatching were among their top five favorite activities as measured by frequency. Interestingly, adults share a passion for similar recreational pursuits.

Outdoor Participation, 2006 to 2011



Youth & Young Adult Participation

Ages
6 to 24

4.2 Billion Outdoor Outings
87.2 Average Outings Per Participant

Most Popular Youth Outdoor Activities

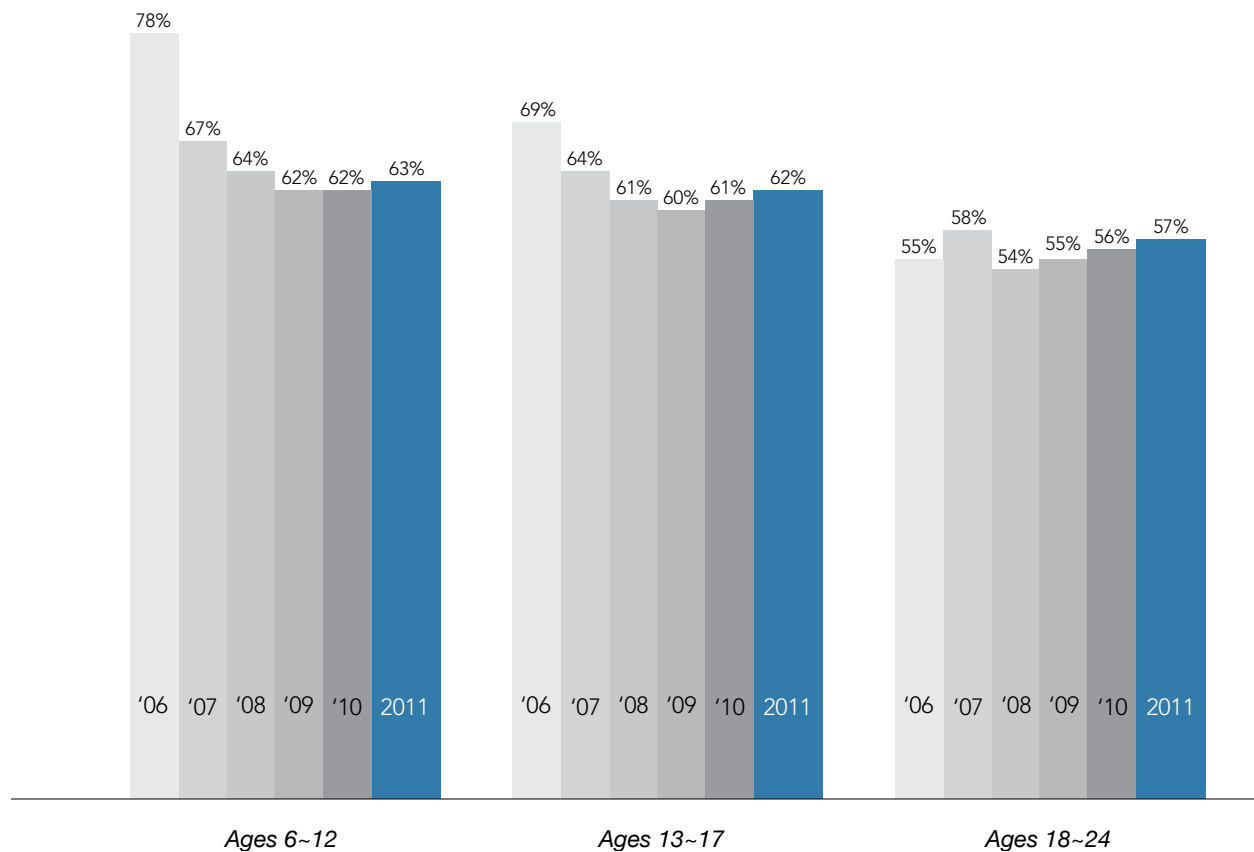
By Participation Rate, Ages 6 to 24

1. Running, Jogging and Trail Running
26.2% of youth, 20.9 million participants
2. Bicycling (Road, Mountain and BMX)
21.9% of youth, 17.5 million participants
3. Camping (Car, Backyard and RV)
20.6% of youth, 16.4 million participants
4. Fishing (Fresh, Salt and Fly)
18.8% of youth, 15.0 million participants
5. Hiking
12.9% of youth, 10.3 million participants

Favorite Youth Outdoor Activities

By Frequency of Participation, Ages 6 to 24

1. Running, Jogging and Trail Running
86.8 average outings per runner,
1.8 billion total outings
2. Bicycling (Road, Mountain and BMX)
61.6 average outings per cyclist,
1.1 billion total outings
3. Skateboarding
56.1 average outings per skateboarder,
263.4 million total outings
4. Triathlon (Traditional/Road and
Non-Traditional/Off Road)
50.2 average outings per triathlon participant,
23.5 million total outings
5. Birdwatching
22.2 average outings per birdwatcher,
54.2 million total outings



Youth & Young Adult Participant Demographics

		2007	2008	2009	2010	2011
Gender	Male	52%	50%	57%	53%	53%
	Female	48%	50%	43%	47%	47%

		2007	2008	2009	2010	2011
Age	6 to 12	33%	29%	37%	36%	36%
	13 to 17	24%	25%	30%	30%	30%
	18 to 24	44%	46%	34%	34%	34%

		2007	2008	2009	2010	2011
Race/ Ethnicity	African American/Black	8%	8%	8%	11%	7%
	Asian/Pacific Islander	4%	6%	5%	6%	6%
	Caucasian/White, non-Hispanic	77%	75%	78%	71%	76%
	Hispanic	7%	7%	7%	9%	8%
	Other	4%	4%	3%	4%	4%

		2007	2008	2009	2010	2011
Census Region	New England	5%	5%	5%	5%	4%
	Middle Atlantic	15%	14%	12%	13%	13%
	East North Central	17%	17%	17%	17%	17%
	West North Central	7%	7%	8%	7%	7%
	South Atlantic	18%	19%	18%	17%	18%
	East South Central	5%	6%	7%	6%	6%
	West South Central	9%	9%	10%	10%	11%
	Mountain	8%	8%	8%	9%	9%
	Pacific	16%	15%	15%	16%	16%

Adult Participation

Ages
25+

7.4 Billion Outdoor Outings
79.2 Average Outings Per Participant

Most Popular Adult Outdoor Activities

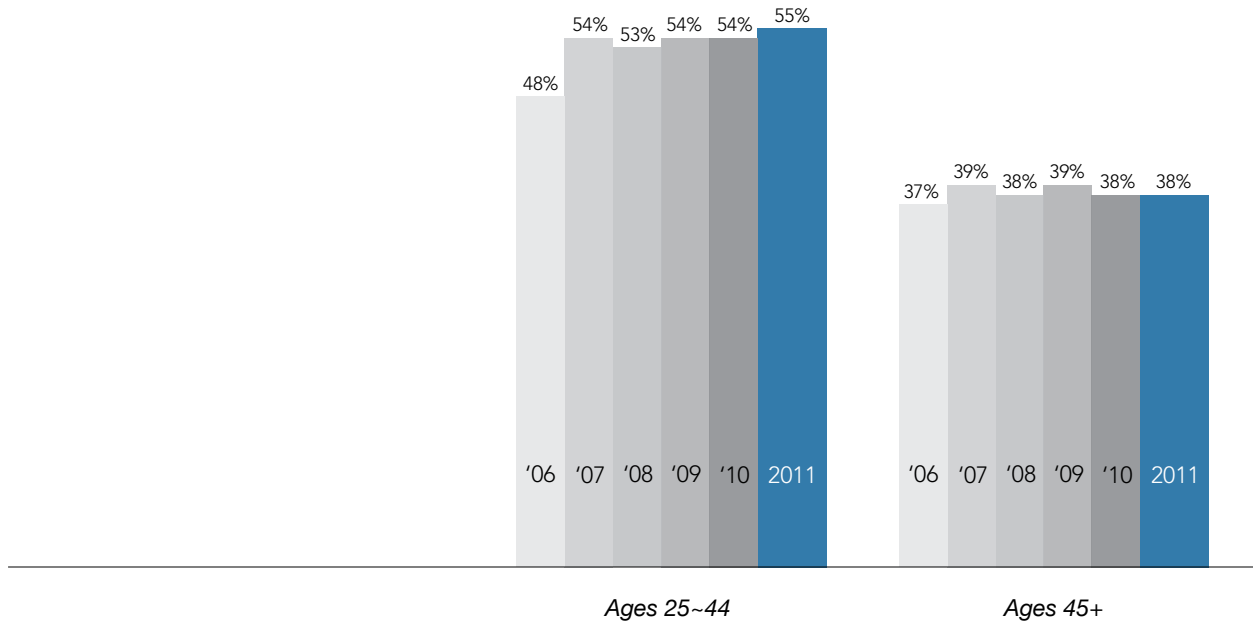
By Participation Rate, Ages 25+

1. Fishing (Fresh, Salt and Fly)
15.1% of adults, 31.2 million participants
2. Running, Jogging and Trail Running
14.8% of adults, 30.6 million participants
3. Camping (Car, Backyard and RV)
12.7% of adults, 26.1 million participants
4. Bicycling (Road, Mountain and BMX)
12.4% of adults, 25.5 million participants
5. Hiking
11.8% of adults, 24.2 million participants

Favorite Adult Outdoor Activities

By Frequency of Participation, Ages 25+

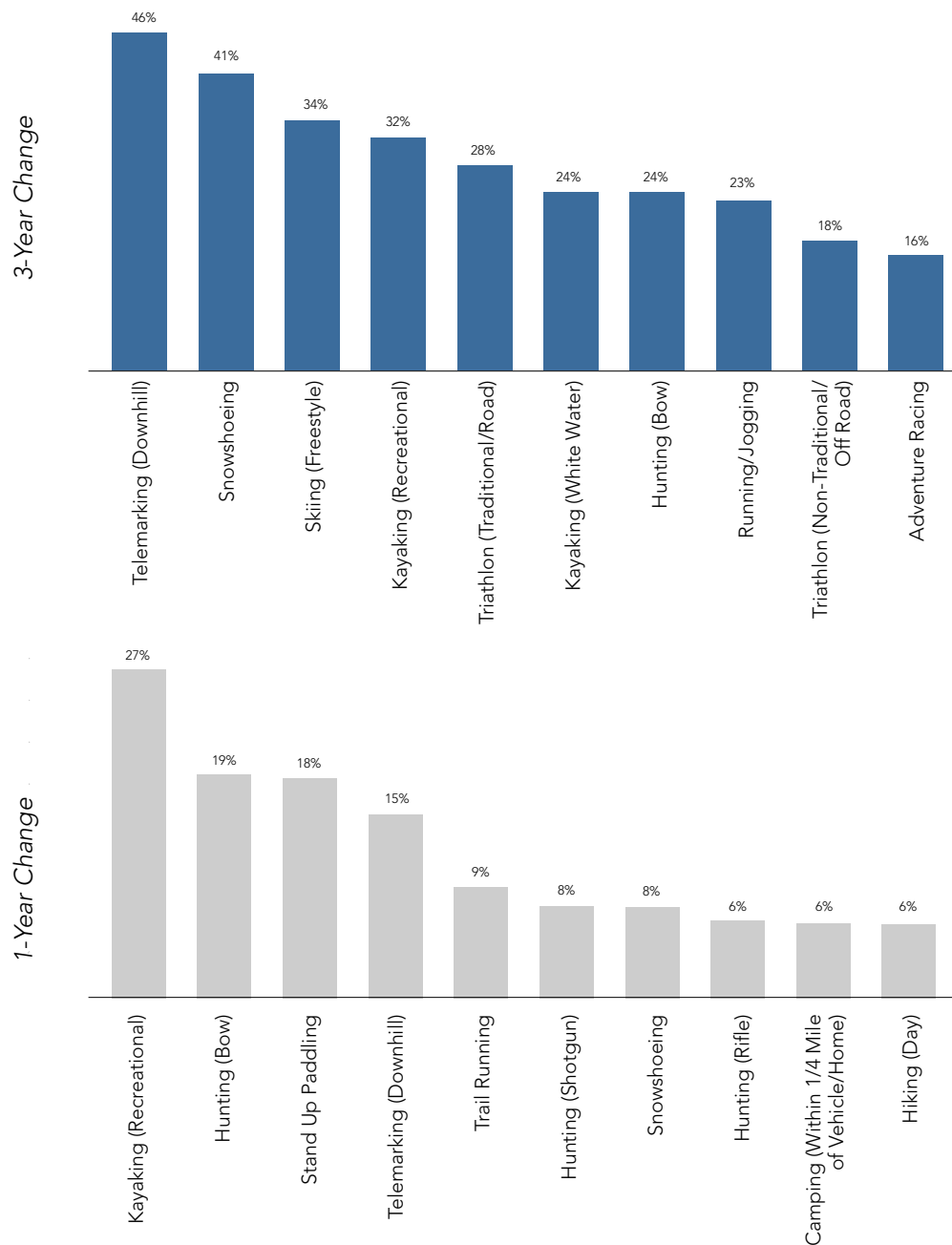
1. Running, Jogging and Trail Running
93.5 average outings per runner,
2.9 billion total outings
2. Bicycling (Road, Mountain and BMX)
52.2 average outings per cyclist,
1.3 billion total outings
3. Triathlon (Traditional/Road and
Non-Traditional/Off Road)
48.3 average outings per triathlon participant,
60.5 million total outings
4. Birdwatching
39.1 average outings per birdwatcher,
405.2 million total outings
5. Skateboarding
32.9 average outings per skateboarder,
37.3 million total outings



2011 Positive Outdoor Trends

Participation in snowsports, such as telemarking, snowshoeing and freestyle skiing, has increased significantly over the past three years. Races, like triathlons and adventure races, have also seen an increase in participation during the past several years. From 2010 to 2011, recreational kayaking saw the largest increase in participation.

Trending Activities



Outdoor Participation by Activity

Ages
6+

	2006 in 000's	2007 in 000's	2008 in 000's	2009 in 000's	2010 in 000's	2011 in 000's	3 Year Change
Adventure Racing	725	698	920	1,089	1,339	1,065	15.8%
Backpacking Overnight - More Than 1/4 Mile From Vehicle/Home	7,067	6,637	7,867	7,647	8,349	7,095	-9.8%
Bicycling (BMX)	1,655	1,887	1,904	1,811	2,369	1,547	-18.8%
Bicycling (Mountain/Non-Paved Surface)	6,751	6,892	7,592	7,142	7,161	6,816	5.9%
Bicycling (Road/Paved Surface)	38,457	38,940	38,114	40,140	39,320	40,349	-10.2%
Birdwatching More Than 1/4 Mile From Home/Vehicle	11,070	13,476	14,399	13,294	13,339	12,794	-11.2%
Boardsailing/Windsurfing	938	1,118	1,307	1,128	1,617	1,151	-11.9%
Camping (RV)	16,946	16,168	16,517	17,436	15,865	16,698	1.1%
Camping (Within 1/4 Mile of Vehicle/Home)	35,618	31,375	33,686	34,338	30,996	32,925	-2.3%
Canoeing	9,154	9,797	9,935	10,058	10,553	9,787	-1.5%
Climbing (Sport/Indoor/Boulder)	4,728	4,514	4,769	4,313	4,770	3,650	-23.5%
Climbing (Traditional/Ice/Mountaineering)	1,586	2,084	2,288	1,835	2,198	1,618	-29.3%
Fishing (Fly)	6,071	5,756	5,941	5,568	5,478	5,360	-9.8%
Fishing (Freshwater/Other)	43,100	43,859	40,331	40,961	38,860	39,071	-3.1%
Fishing (Saltwater)	12,466	14,437	13,804	12,303	11,809	11,880	-13.9%
Hiking (Day)	29,863	29,965	32,511	32,572	32,496	34,491	6.1%
Hunting (Bow)	3,875	3,818	3,722	4,226	3,908	4,633	24.5%
Hunting (Handgun)	2,525	2,595	2,873	2,276	2,709	2,671	-7.0%
Hunting (Rifle)	11,242	10,635	10,344	11,114	10,150	10,807	4.5%
Hunting (Shotgun)	8,987	8,545	8,731	8,490	8,062	8,678	-0.6%
Kayak Fishing	n/a	n/a	n/a	n/a	1,044	n/a	n/a
Kayaking (Recreational)	4,134	5,070	6,240	6,212	6,465	8,229	31.9%
Kayaking (Sea/Touring)	1,136	1,485	1,780	1,771	2,144	2,029	14.0%
Kayaking (White Water)	828	1,207	1,242	1,369	1,842	1,546	24.5%
Rafting	3,609	4,616	4,651	4,318	4,460	3,821	-17.9%
Running/Jogging	38,559	41,064	41,130	43,892	49,408	50,713	23.3%
Sailing	3,390	4,056	4,226	4,342	3,869	3,725	-11.9%
Scuba Diving	2,965	2,965	3,216	2,723	3,153	2,579	-19.8%
Skateboarding	10,130	8,429	7,807	7,352	6,808	5,827	-25.4%
Skiing (Alpine/Downhill)	n/a	10,362	10,346	10,919	11,504	10,201	-1.4%
Skiing (Cross-Country)	n/a	3,530	3,848	4,157	4,530	4,318	12.2%
Skiing (Freestyle)	n/a	2,817	2,711	2,950	3,647	3,641	34.3%
Snorkeling	8,395	10,294	10,296	9,358	9,305	9,318	-9.5%
Snowboarding	n/a	6,841	7,159	7,421	8,196	7,572	5.8%
Snowshoeing	n/a	2,400	2,922	3,431	3,823	4,111	40.7%
Stand Up Paddling	n/a	n/a	n/a	n/a	1,050	1,242	n/a
Surfing	2,170	2,206	2,607	2,403	2,767	2,195	-15.8%

Telemarking (Downhill)	n/a	1,173	1,435	1,482	1,821	2,099	46.3%
Trail Running	4,558	4,216	4,857	4,833	5,136	5,610	15.5%
Triathlon (Non-Traditional/Off Road)	281	483	602	666	929	709	17.8%
Triathlon (Traditional/Road)	640	798	1,087	1,208	1,978	1,393	28.2%
Wakeboarding	3,046	4,083	3,544	3,577	3,645	3,389	-4.4%
Wildlife Viewing More Than 1/4 Mile From Home/Vehicle	20,294	22,974	24,113	21,291	21,025	21,964	-8.9%

Methods

During January and February of 2012 a total of 38,172 online interviews were carried out with a nationwide sample of individuals and households from the US Online Panel of over one million people operated by Synovate. A total of 15,113 individual and 23,059 household surveys were completed. The total panel is maintained to be representative of the US population for people ages 6 and older. Over sampling of ethnic groups took place to boost response from typically under responding groups.

The 2011 participation survey sample size of 38,172 completed interviews provides a high degree of statistical accuracy. All surveys are subject to some level of standard error — that is, the degree to which the results might differ from those obtained by a complete census of every person in the US. A sport with a participation rate of five percent has a confidence interval of plus or minus 0.21 percentage points at the 95 percent confidence level. This translates to plus or minus four percent of participants.

A weighting technique was used to balance the data to reflect the total US population ages six and above. The following variables were used: gender, age, income, household size, region and population density. The total population figure used was 285,753,000 people ages six and older.

Acknowledgment

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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.

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