

OUTDOOR RECREATION

PARTICIPATION

TOPLINE REPORT 2014



OUTDOOR
FOUNDATION®



2013 Outdoor Participation

12.1 Billion Outdoor Outings
84.6 Average Outings Per Participant

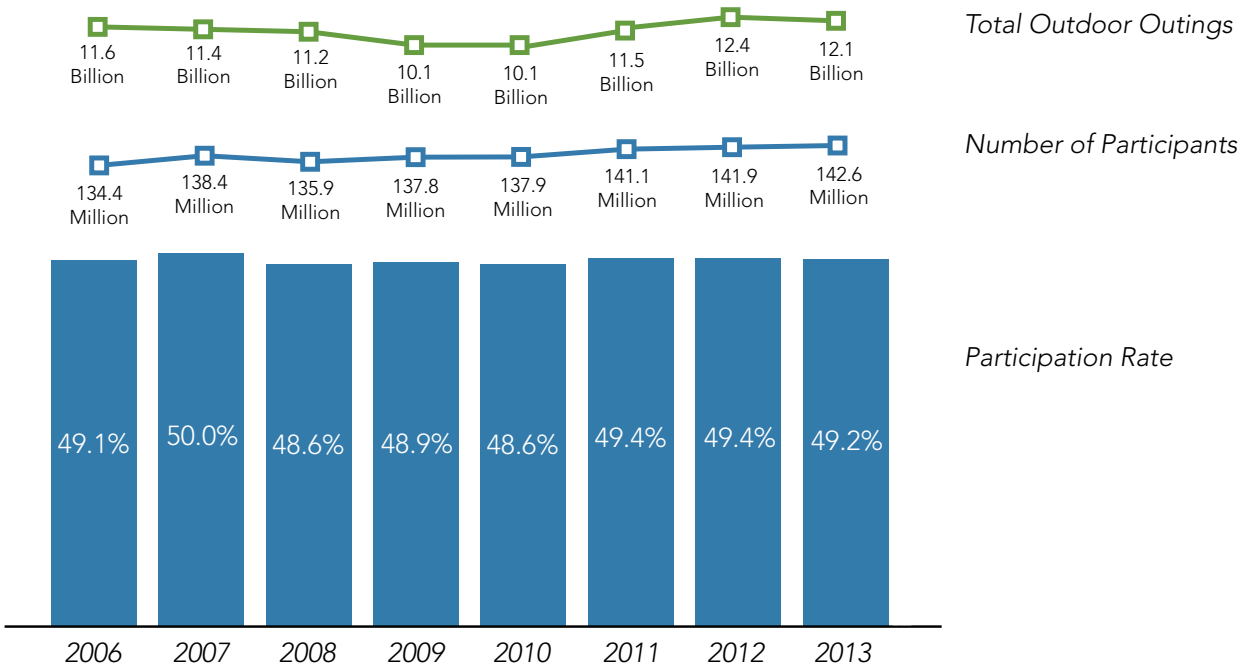
In 2013, a record number of Americans — 142.6 million — participated in at least one outdoor activity and collectively, went on 12.1 billion outdoor outings. Although the number of participants rose, the percentage of participants fell slightly from 49.4 percent in 2012 to 49.2 percent in 2013, due to population increase.

Compared to 2012, participation in outdoor activities increased or remained flat among all age groups, with the exception of those ages 25 to 44 and 45 and over. Participation dropped by one percentage point among those age groups.

Outdoor participation among youth and young adults showed promise. Participation among adolescents ages 13 to 17 levelled off, while participation among children ages six to 12 and young adults ages 18 to 24 made modest gains. Together, the youngest generation got out to enjoy an outdoor activity almost five billion times with an annual average of 99 outdoor outings. That compares to the 77 annual outings participants ages 25 and up took in 2013.

The most popular activities among young people, in terms of overall participation, continued to be running, biking, fishing, camping and hiking. Running, biking and skateboarding were among their top five favorite activities as measured by frequency. Adults reported similar favorite outdoor pursuits.

Outdoor Participation, 2006 to 2013



Youth & Young Adult Participation

Ages
6 to 24

4.9 Billion Outdoor Outings
99.0 Average Outings Per Participant

Most Popular Youth Outdoor Activities

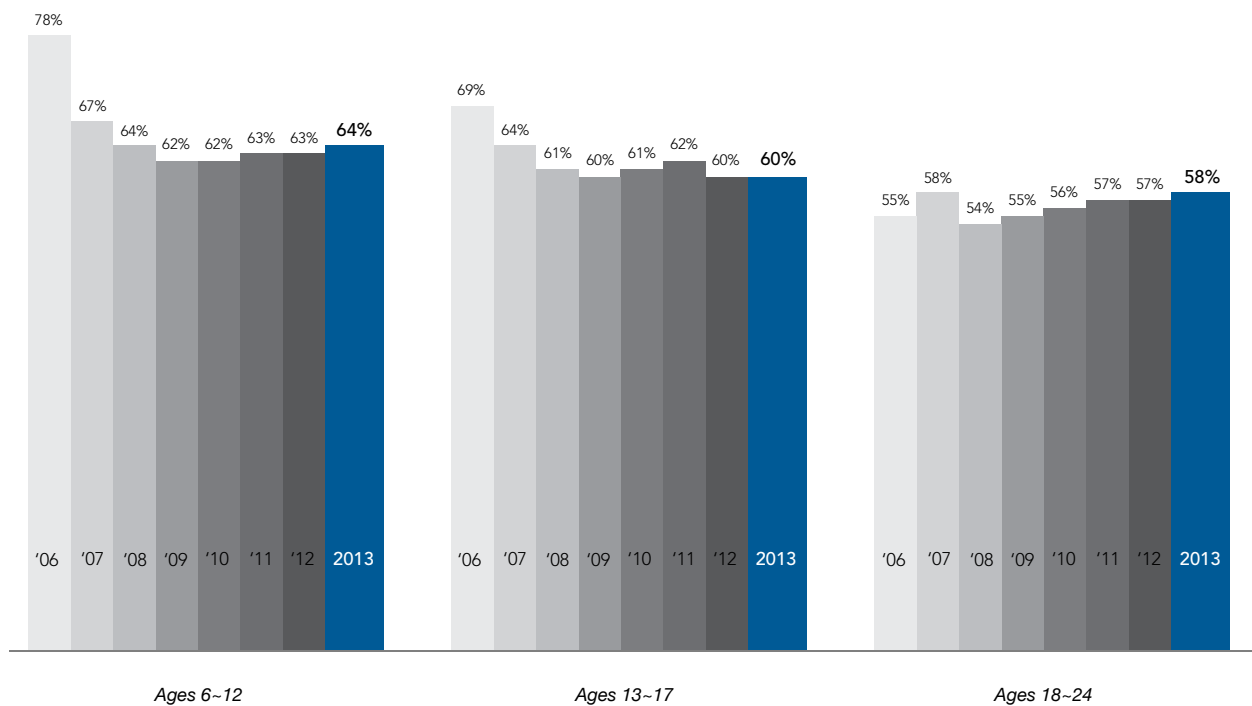
By Participation Rate, Ages 6 to 24

1. Running, Jogging and Trail Running
29.3% of youth, 23.8 million participants
2. Bicycling (Road, Mountain and BMX)
23.7% of youth, 19.2 million participants
3. Fishing (Fresh, Salt and Fly)
18.4% of youth, 14.9 million participants
4. Camping (Car, Backyard and RV)
17.2% of youth, 13.9 million participants
5. Hiking
13.1% of youth, 10.6 million participants

Favorite Youth Outdoor Activities

By Frequency of Participation, Ages 6 to 24

1. Running, Jogging and Trail Running
81.6 average outings per runner,
1.9 billion total outings
2. Bicycling (Road, Mountain and BMX)
67.5 average outings per cyclist,
1.3 billion total outings
3. Skateboarding
60.7 average outings per skateboarder,
285.9 million total outings
4. Wildlife Viewing
21.7 average outings per wildlife viewer,
107.7 million total outings
5. Birdwatching
28.2 average outings per birdwatcher,
83.0 million total outings



Youth & Young Adult Participant Demographics

		2007	2008	2009	2010	2011	2012	2013
Gender	Male	52%	50%	57%	53%	53%	52%	50%
	Female	48%	50%	43%	47%	47%	49%	50%

		2007	2008	2009	2010	2011	2012	2013
Age	6 to 12	33%	29%	37%	36%	36%	38%	38%
	13 to 17	24%	25%	30%	30%	30%	26%	26%
	18 to 24	44%	46%	34%	34%	34%	36%	31%

		2007	2008	2009	2010	2011	2012	2013
Race/ Ethnicity	African American/Black	8%	8%	8%	11%	7%	11%	11%
	Asian/Pacific Islander	4%	6%	5%	6%	6%	7%	7%
	Caucasian/White, non-Hispanic	77%	75%	78%	71%	76%	71%	68%
	Hispanic	7%	7%	7%	9%	8%	8%	10%
	Other	4%	4%	3%	4%	4%	4%	3%

		2007	2008	2009	2010	2011	2012	2013
Census Region	New England	5%	5%	5%	5%	4%	5%	5%
	Middle Atlantic	15%	14%	12%	13%	13%	13%	13%
	East North Central	17%	17%	17%	17%	17%	16%	17%
	West North Central	7%	7%	8%	7%	7%	8%	7%
	South Atlantic	18%	19%	18%	17%	18%	18%	18%
	East South Central	5%	6%	7%	6%	6%	6%	6%
	West South Central	9%	9%	10%	10%	11%	10%	11%
	Mountain	8%	8%	8%	9%	9%	8%	8%
	Pacific	16%	15%	15%	16%	16%	16%	15%

Adult Participation

Ages
25+

7.2 Billion Outdoor Outings
77.0 Average Outings Per Participant

Most Popular Adult Outdoor Activities

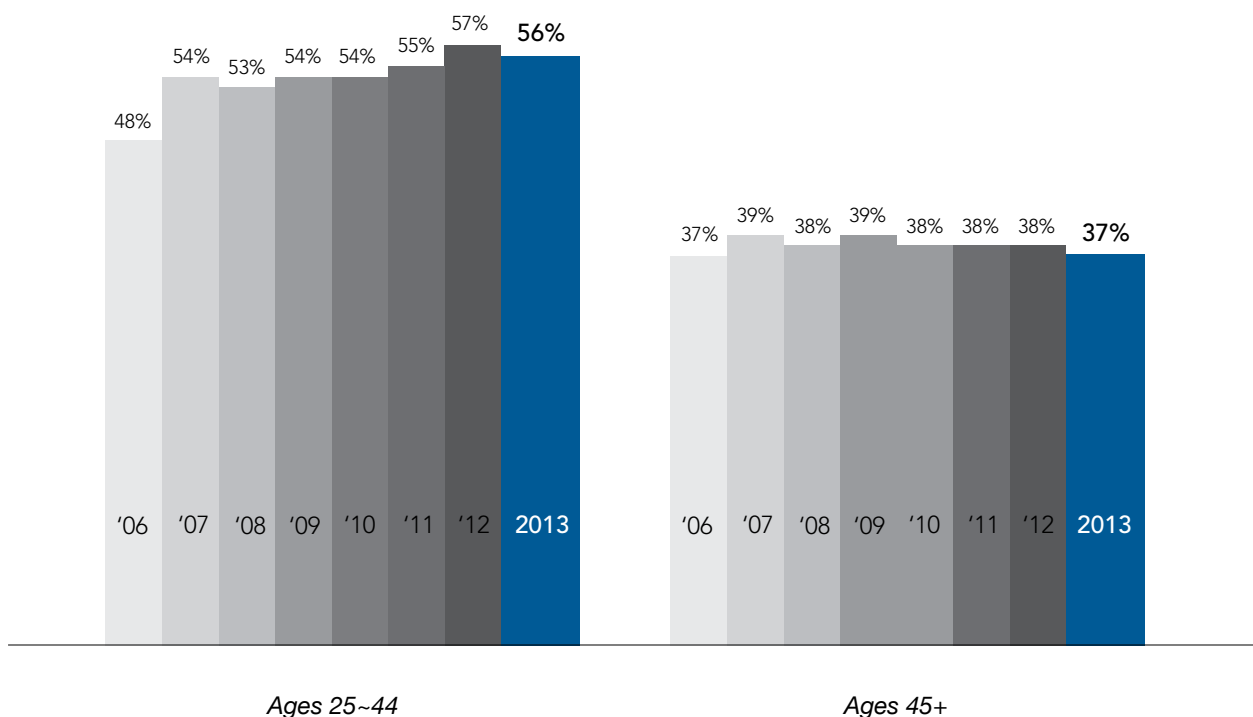
By Participation Rate, Ages 25+

1. Running, Jogging and Trail Running
16.2% of adults, 33.8 million participants
2. Fishing (Fresh, Salt and Fly)
14.8% of adults, 31.0 million participants
3. Bicycling (Road, Mountain and BMX)
13.1% of adults, 27.4 million participants
4. Hiking
11.4% of adults, 23.8 million participants
5. Camping (Car, Backyard and RV)
10.6% of adults, 22.1 million participants

Favorite Adult Outdoor Activities

By Frequency of Participation, Ages 25+

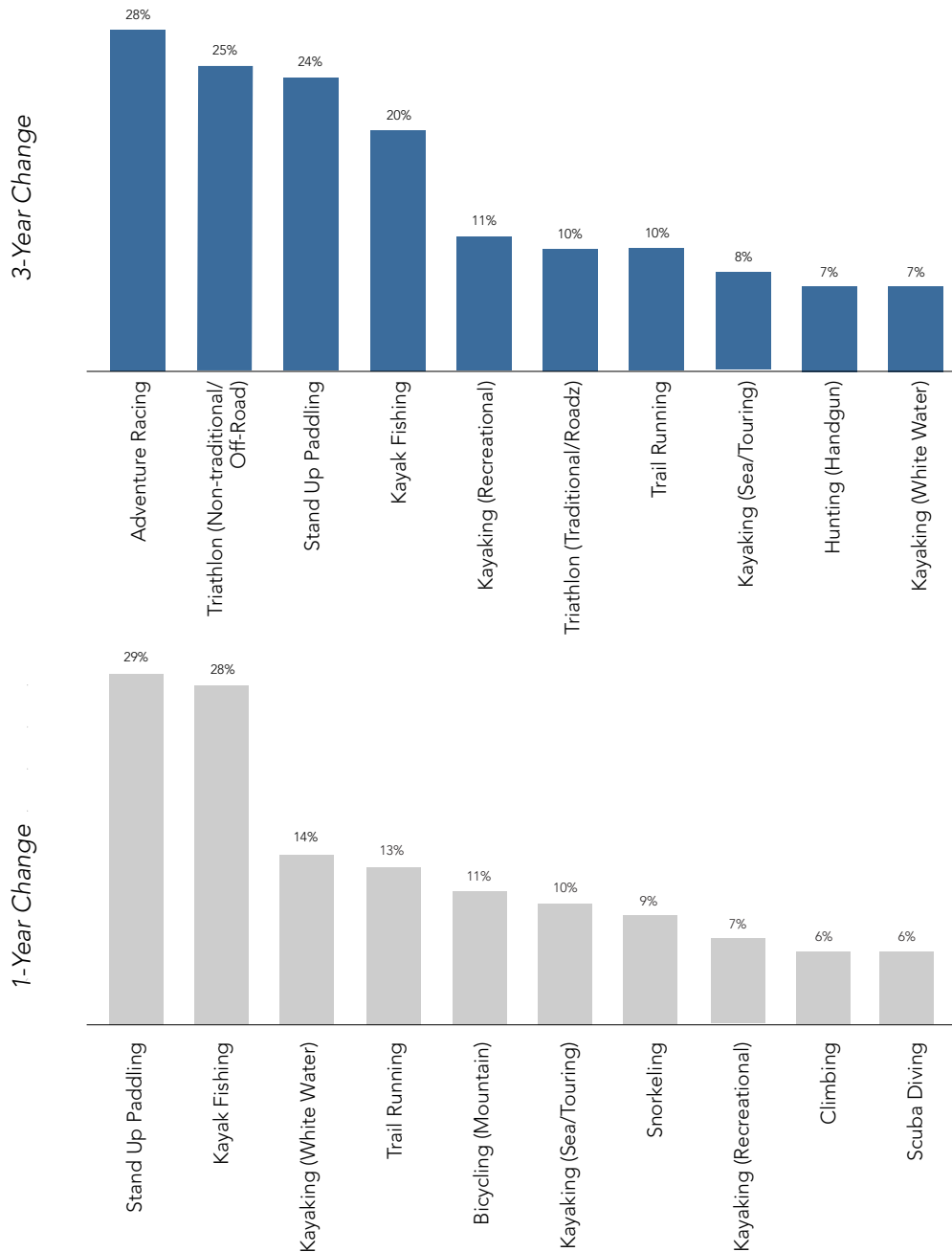
1. Running, Jogging and Trail Running
81.4 average outings per runner,
2.8 billion total outings
2. Bicycling (Road, Mountain and BMX)
51.7 average outings per cyclist,
1.4 billion total outings
3. Birdwatching
37.7 average outings per birdwatcher,
422.3 million total outings
4. Wildlife Viewing
25.2 average outings per wildlife viewer,
413.4 million total outings
5. Hunting
24.2 average outings per hunter,
230.3 million total outings



2013 Positive Outdoor Trends

Participation in racing, such as adventure racing and triathlons, has increased significantly over the past three years. Water sports, like stand up paddling and kayak fishing, have also seen an increase in participation during the past several years.

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	2012 in 000's	2013 in 000's	3 Year Change
Adventure Racing	725	698	920	1,089	1,339	1,065	2,170	2,213	28.4%
Backpacking Overnight - More Than 1/4 Mile From Vehicle/Home	7,067	6,637	7,867	7,647	8,349	7,095	8,771	9,069	4.0%
Bicycling (BMX)	1,655	1,887	1,904	1,811	2,369	1,547	2,175	2,168	1.9%
Bicycling (Mountain/Non- Paved Surface)	6,751	6,892	7,592	7,142	7,161	6,816	7,714	8,542	6.4%
Bicycling (Road/Paved Surface)	38,457	38,940	38,114	40,140	39,320	40,349	39,232	40,888	1.4%
Birdwatching More Than 1/4 Mile From Home/Vehicle	11,070	13,476	14,399	13,294	13,339	12,794	14,275	14,152	2.2%
Boardsailing/Windsurfing	938	1,118	1,307	1,128	1,617	1,151	1,593	1,324	-2.4%
Camping (RV)	16,946	16,168	16,517	17,436	15,865	16,698	15,108	14,556	-2.6%
Camping (Within 1/4 Mile of Vehicle/Home)	35,618	31,375	33,686	34,338	30,996	32,925	29,982	29,269	-1.7%
Canoeing	9,154	9,797	9,935	10,058	10,553	9,787	9,839	10,153	-1.2%
Climbing (Sport/Indoor/ Boulder)	4,728	4,514	4,769	4,313	4,770	4,119	4,592	4,745	0.4%
Climbing (Traditional/Ice/ Mountaineering)	1,586	2,062	2,288	1,835	2,198	1,609	2,189	2,319	5.1%
Fishing (Fly)	6,071	5,756	5,941	5,568	5,478	5,683	6,012	5,878	2.4%
Fishing (Freshwater/Other)	43,100	43,859	40,331	40,961	38,860	38,868	39,135	37,796	-0.9%
Fishing (Saltwater)	12,466	14,437	13,804	12,303	11,809	11,983	12,017	11,790	0.0%
Hiking (Day)	29,863	29,965	32,511	32,572	32,496	34,491	34,545	34,378	1.9%
Hunting (Bow)	3,875	3,818	3,722	4,226	3,908	4,633	4,075	4,079	2.2%
Hunting (Handgun)	2,525	2,595	2,873	2,276	2,709	2,671	3,553	3,198	7.2%
Hunting (Rifle)	11,242	10,635	10,344	11,114	10,150	10,807	10,164	9,792	-1.0%
Hunting (Shotgun)	8,987	8,545	8,731	8,490	8,062	8,678	8,174	7,894	-0.5%
Kayak Fishing	n/a	n/a	n/a	n/a	1,044	1,201	1,409	1,798	20.0%
Kayaking (Recreational)	4,134	5,070	6,240	6,212	6,465	8,229	8,144	8,716	11.1%
Kayaking (Sea/Touring)	1,136	1,485	1,780	1,771	2,144	2,029	2,446	2,694	8.4%
Kayaking (White Water)	828	1,207	1,242	1,369	1,842	1,546	1,878	2,146	6.6%
Rafting	3,609	4,340	4,651	4,318	4,460	3,821	3,690	3,836	-4.6%
Running/Jogging	38,559	41,064	41,130	43,892	49,408	50,713	52,187	54,188	3.1%
Sailing	3,390	3,786	4,226	4,342	3,869	3,725	3,958	3,915	0.5%
Scuba Diving	2,965	2,965	3,216	2,723	3,153	2,579	2,982	3,174	1.3%
Skateboarding	10,130	8,429	7,807	7,352	6,808	5,827	6,627	6,350	-1.6%
Skiing (Alpine/Downhill)	n/a	10,362	10,346	10,919	11,504	10,201	8,243	8,044	-11.0%
Skiing (Cross-Country)	n/a	3,530	3,848	4,157	4,530	3,641	3,307	3,377	-8.9%
Skiing (Freestyle)	n/a	2,817	2,711	2,950	3,647	4,318	5,357	4,007	5.8%
Snorkeling	8,395	9,294	10,296	9,358	9,305	9,318	8,011	8,700	-1.8%
Snowboarding	n/a	6,841	7,159	7,421	8,196	7,579	7,351	6,418	-7.7%
Snowshoeing	n/a	2,400	2,922	3,431	3,823	4,111	4,029	3,012	-6.6%

<i>Stand Up Paddling</i>	n/a	n/a	n/a	n/a	1,050	1,242	1,542	1,993	23.9%
<i>Surfing</i>	2,170	2,206	2,607	2,403	2,767	2,195	2,895	2,658	1.0%
<i>Telemarking (Downhill)</i>	n/a	1,173	1,435	1,482	1,821	2,099	2,766	1,732	3.2%
<i>Trail Running</i>	4,558	4,216	4,857	4,833	5,136	5,610	6,003	6,792	9.8%
<i>Triathlon (Non-Traditional/Off-Road)</i>	281	483	602	666	929	709	1,442	1,390	25.4%
<i>Triathlon (Traditional/Road)</i>	640	798	1,087	1,208	1,978	1,393	2,184	2,262	10.3%
<i>Wakeboarding</i>	3,046	3,521	3,544	3,577	3,645	3,389	3,348	3,316	-3.1%
<i>Wildlife Viewing More Than 1/4 Mile From Home/Vehicle</i>	20,294	22,974	24,113	21,291	21,025	21,964	22,999	21,359	0.7%

Method

During January and February of 2013 a total of 19,240 online interviews were carried out with a nationwide sample of individuals and households from the US Online Panel of over one million people operated by Synovate/IPSOS. A total of 7,528 individual and 11,712 household surveys were completed. The total panel is maintained to be representative of the US population for people ages six and older. Over sampling of ethnic groups took place to boost response from typically under responding groups.

The 2014 participation survey sample size of 19,240 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 0.31 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, population density and panel join date. The total population figure used was 290,001,000 people ages six and older.

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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