



# Outdoor Recreation

## Participation Report

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



# 2010





# 2010 Outdoor Recreation Participation Report

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# The Outdoors: Growing and Learning for a Lifetime

Imagine living life indoors. Imagine days spent watching television, playing on the computer, or shuffling from one room to another without exercise or fresh air.

To those of us who believe in the power of nature, living a life cooped up inside our homes and offices for days and weeks at a time sounds like torture. Most of us can't image a life without drinking in the sights and sounds of nature, and enjoying the fulfillment that comes with a brisk winter hike or a relaxing family camping trip.

Yet, to many Americans, the great outdoors is an illusive dream, something to be watched on TV, not savored in person.

Over the past few decades, more and more children have grown up inside, not out, and their critical connection to nature has faded. As a result, the overall health of our children and planet have been compromised.

For the fourth year in a row, The Outdoor Foundation® has produced this annual report, *Outdoor Recreation Participation Report, 2010*, to help the outdoor industry, federal officials and state and local organizations better address the continuing inactivity crisis among our kids and the growing disconnect between children and the outdoors.

## **"Go outside and play"**

Those four words defined many of our childhoods, and many of us are living that way as adults. In fact, the entire outdoor industry is built around the belief that living, real living, starts when we step outside. Leaning on the findings from this research and building on what we already know about why Americans spend time outside participating in outdoor activities, we can slow the inactivity crisis and can begin to better engage kids of all ages and backgrounds.

Our vision is as crystal clear as a high mountain lake: to be a driving force behind a massive increase in active outdoor recreation in America. Understanding the implications of this research is a first step, but we have a lot of work to do, and we must do it together. Children will learn the joy and benefits of a healthy active outdoor lifestyle from us — their parents, mentors, teachers, and friends. We are their best advocates and they are relying on us to do the right thing. Go outside and play.



## Key Findings

- Nearly 50 percent of Americans ages six and older participated in outdoor recreation in 2009. That's a slight increase from 2008 and equates to a total of 137.8 million Americans.
- While less than a quarter of all participants reported getting outside two times a week or more in 2009, 82 percent said that they plan to spend more time participating in outdoor activities in 2010.
- 42 percent of outdoor participants said the economy impacted how often they participated in outdoor activities in 2009. Almost half said they cut back on non-essentials, and nearly as many said they were cutting back on dining and entertainment.
- Participation in so-called gateway activities generally increased in 2009, and participants in those popular and accessible activities said they were much more likely to participate in another outdoor activity than they were likely to participate in one activity alone.
- The fitness and health benefits of outdoor participation are apparent. Outdoor participants rate their fitness level at 6.4 on a 10-point scale versus 4.9 for non-participants. In terms of health, outdoor participants rate their health level at 7.5 versus 6.6 for non-participants.
- The majority of Americans agree that preserving undeveloped land for outdoor recreation is important, though more outdoor participants than non-outdoor participants feel that way. A large percentage of outdoor participants also believe that developing local parks and hiking and walking trails is important and that there should be more outdoor education and activities during the school day.
- This study continues to track an overall downward slide in outdoor recreation among 6 to 12 year olds. While the drop wasn't as significant as we've seen in past years, 62 percent of that group participated in some form of outdoor recreation in 2009 compared to 64 percent in 2008 and 78 percent in 2006.
- There are signs among 6 to 17 year olds that there is reason to hope that participation rates have stabilized.
- Most youth are introduced to outdoor activities by parents, friends, family and relatives. Three-quarters of children ages 6 to 12 are influenced to participate in outdoor activities by their parents. As they age, of course, their parent's role in their participation diminishes, and friends gain an increasingly influential role.
- The importance of providing physical education in school can't be understated. Among adults ages 18 and older who are current outdoor participants, 83 percent say they had PE in school between the ages of 6 and 12. That compares with just 70 percent of non-outdoor participants. 81 percent of adult outdoor participants also say they had PE in school from 13 to 17 years of age, while only 69 percent of non-outdoor participants recall PE in school during the same period of time.
- In 2009, participation in outdoor activities was significantly higher among Caucasians than any other ethnicity and lowest among African Americans in nearly all age groups.
- While 67 percent of Caucasian youth ages 6 to 12 participated in some form of outdoor recreation in 2009, only 50 percent of Hispanic kids and 39 percent of African American kids in the same age range participated.

PARTICIPATION

# OUTDOOR PARTICIPATION

**48.9% of Americans** In 2009, 48.9 percent of Americans ages six and older participated in outdoor recreation, a slight increase from 2008.



62 percent of outdoor participants travel one hour or less to participate in outdoor recreation.

**10.1 Billion** In backyards, neighborhoods and national parks, Americans made an estimated 10.1 billion outdoor outings in 2009, down from 11.2 billion in 2008.

**25+ Years**

67 percent of participants are ages 25 and older.



42 percent of outdoor participants say the economy impacts how often they participate in outdoor activities.



44 percent of outdoor participants are female.

**Less than Twice a Month** 42 percent of outdoor participants get out less than every other week, and only 22 percent of participants get out two times a week or more.



Outdoor participants made an average of 54.2 passive outdoor outings, such as picnicking, unstructured play time, visiting a community park or lunch outdoors at a park bench in 2009.



82 percent of outdoor participants plan to spend more time participating in outdoor activities in 2010.



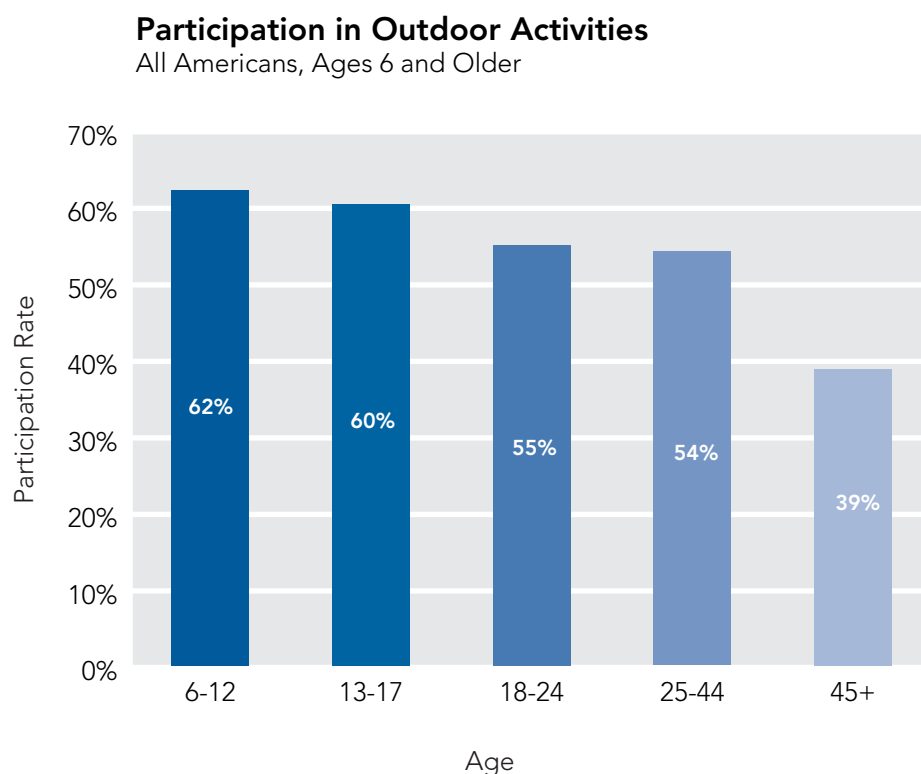
45 percent of outdoor participants are from households with incomes of \$75,000 or greater.



## 2009 Participation in Outdoor Recreation

From backpacking in a National Park to snowboarding at a mountain resort, 48.9 percent of Americans ages six and older participated in outdoor recreation in 2009. That's a slight increase from 2008 and equates to a total of 137.8 million Americans, up from 135.9 million the previous year.

Americans who enjoyed the benefits of a healthy, active outdoor lifestyle made 10.1 billion outings in 2009. Participation ranged from a high of 62 percent for children ages 6 to 12, to a low of 39 percent for adults 45 and older. The Outdoor Foundation data from the last four years shows that participation in outdoor activities typically declines with age, which illustrates why it's critical to reach children to ensure a healthy outdoor population. According to a 2004 study by The Outdoor Foundation, *Exploring the Active Lifestyle*, 90 percent of active adult participants in outdoor recreation were introduced to outdoor activities between ages 5 and 18.



Note: A participant in outdoor recreation is defined as an individual who took part in one or more of 40 outdoor activities at least once during 2009. 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), kayaking (recreational), kayaking (sea/touring), kayaking (white water), rafting, running/jogging, sailing, scuba diving, skateboarding, skiing (alpine/downhill), skiing (cross-country), snorkeling, snowboarding, snowshoeing, surfing, telemarking (downhill), trail running, triathlon (non-traditional/off road), triathlon (traditional/road), wakeboarding and wildlife viewing.



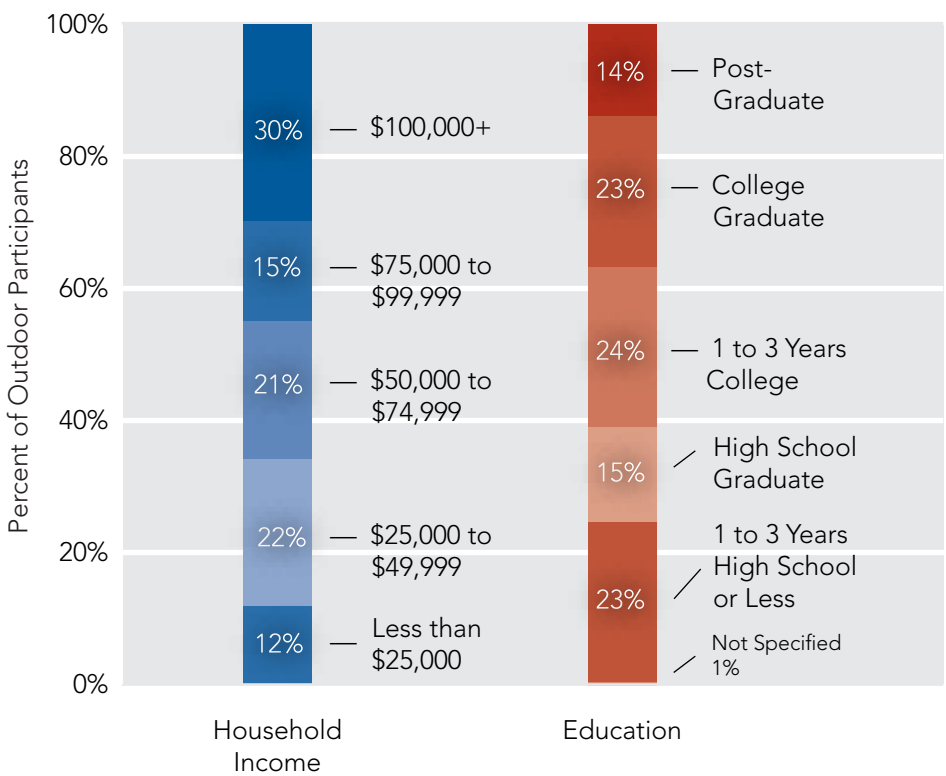
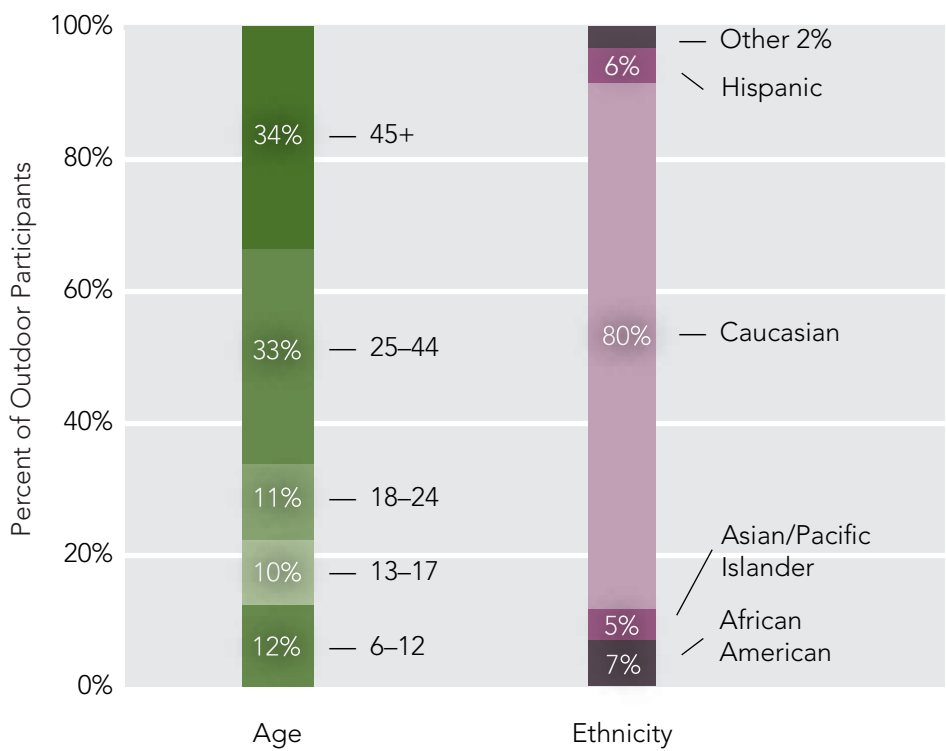


# A Snapshot of Outdoor Enthusiasts

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

## Participation in Outdoor Activities by Demographic

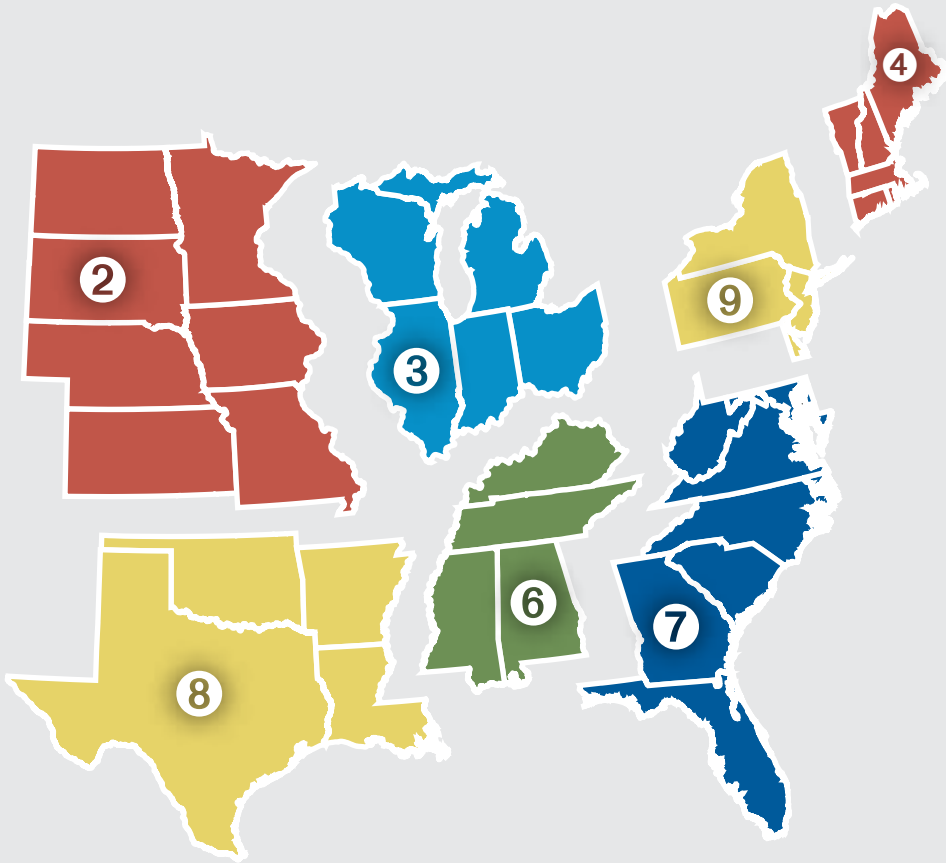
All Americans, Ages 6 and Older



- 5 Pacific**  
Participation Rate: 51%  
Percent of US Participants: 16%
- 1 Mountain**  
Participation Rate: 55%  
Percent of US Participants: 8%

## Participation in Outdoor Activities by Census Region

All Americans, Ages 6 and Older



### ② West North Central

Participation Rate: 53%  
Percent of US Participants: 7%

### ⑧ West South Central

Participation Rate: 45%  
Percent of US Participants: 10%

### ③ East North Central

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

### ⑥ East South Central

Participation Rate: 49%  
Percent of US Participants: 6%

### ④ New England

Participation Rate: 51%  
Percent of US Participants: 5%

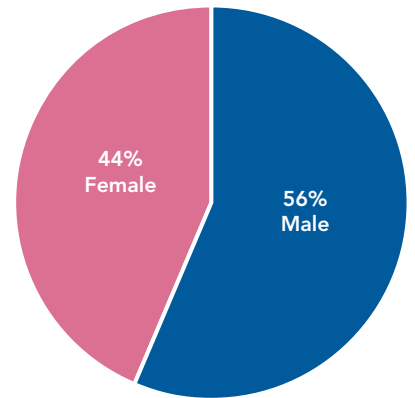
### ⑨ Middle Atlantic

Participation Rate: 45%  
Percent of US Participants: 12%

### ⑦ South Atlantic

Participation Rate: 45%  
Percent of US Participants: 18%

## Participation in Outdoor Activities by Gender

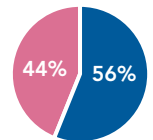


Ages 6+

137.8 Million Participants

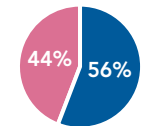
Ages 6–12

17.0 Million Participants



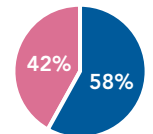
Ages 13–17

13.7 Million Participants



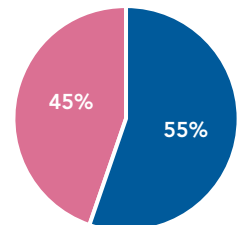
Ages 18–24

15.7 Million Participants



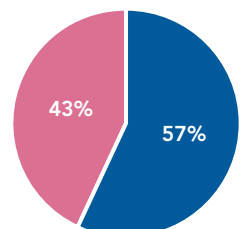
Ages 25–44

44.9 Million Participants



Ages 45+

46.5 Million Participants



## Increases in Outdoor Participation

While participation in team sports and higher cost “destination activities” was generally down in 2009, participation in human-powered outdoor activities, in many cases, increased significantly.

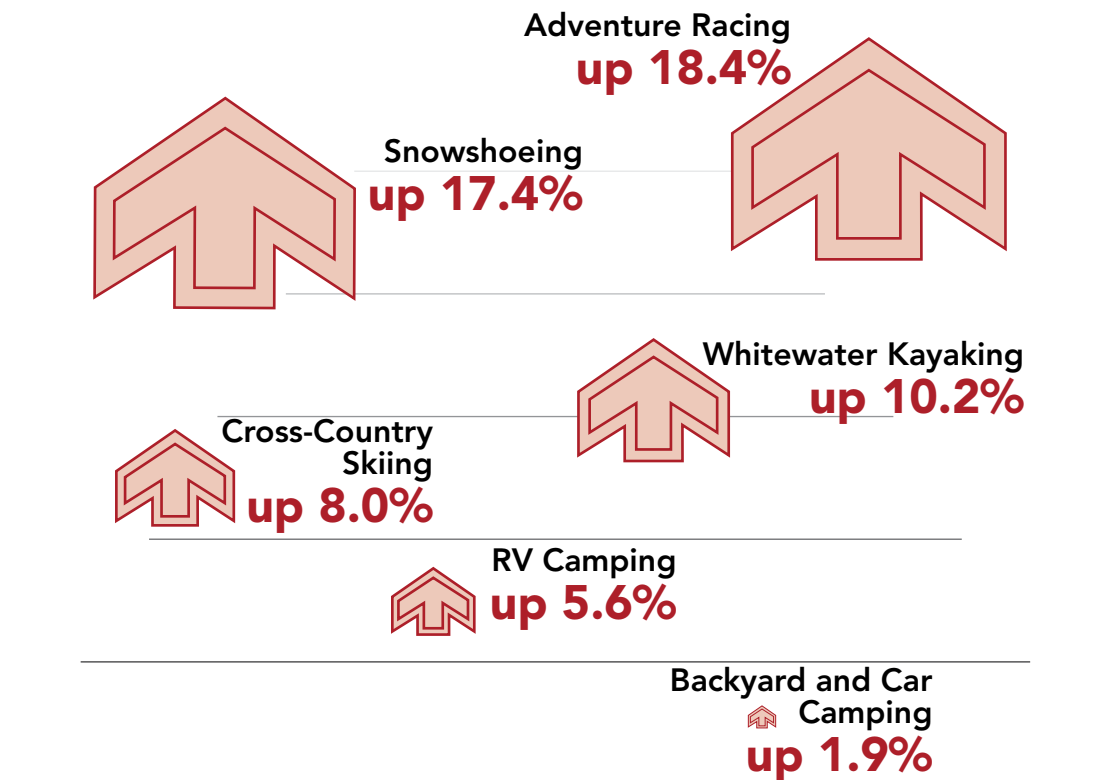
Adventure racing, bow hunting, triathlon and whitewater kayaking all showed double-digit increases in participation. In response to a need for more cost-effective vacations, increasing numbers of Americans took to the outdoors for hiking, trail running and camping vacations.

More expensive activities like saltwater fishing, water-skiing and scuba diving have seen consistent declines in recent years.

Snow-based activities also benefited from a good winter with several nature-based winter sports like snowshoeing and cross-country skiing showing significant increases.

### Growth in Select Nature-Based Outdoor Activities

All Americans, Ages 6 and Older





	2008 Participants	2009 Participants	1-Year Change
Adventure Racing	920,000	1,089,000	18.4%
Snowshoeing	2,922,000	3,431,000	17.4%
Triathlon (Non-Traditional/ Off-Road)	602,000	666,000	10.6%
Kayaking (Whitewater)	1,242,000	1,369,000	10.2%
Skiing (Cross-Country)	3,848,000	4,157,000	8.0%
Camping (RV)	16,517,000	17,436,000	5.6%
Skiing (Alpine/Downhill)	10,346,000	10,919,000	5.5%
Bicycling (Road/Paved Surface)	38,114,000	40,140,000	5.3%
Running/Jogging	41,130,000	43,892,000	6.7%
Snowboarding	7,159,000	7,421,000	3.7%
Telemarking (Downhill)	1,435,000	1,482,000	3.3%
Camping (Within 1/4 Mile of Vehicle/Home)	33,686,000	34,338,000	1.9%



# First-Time Participants

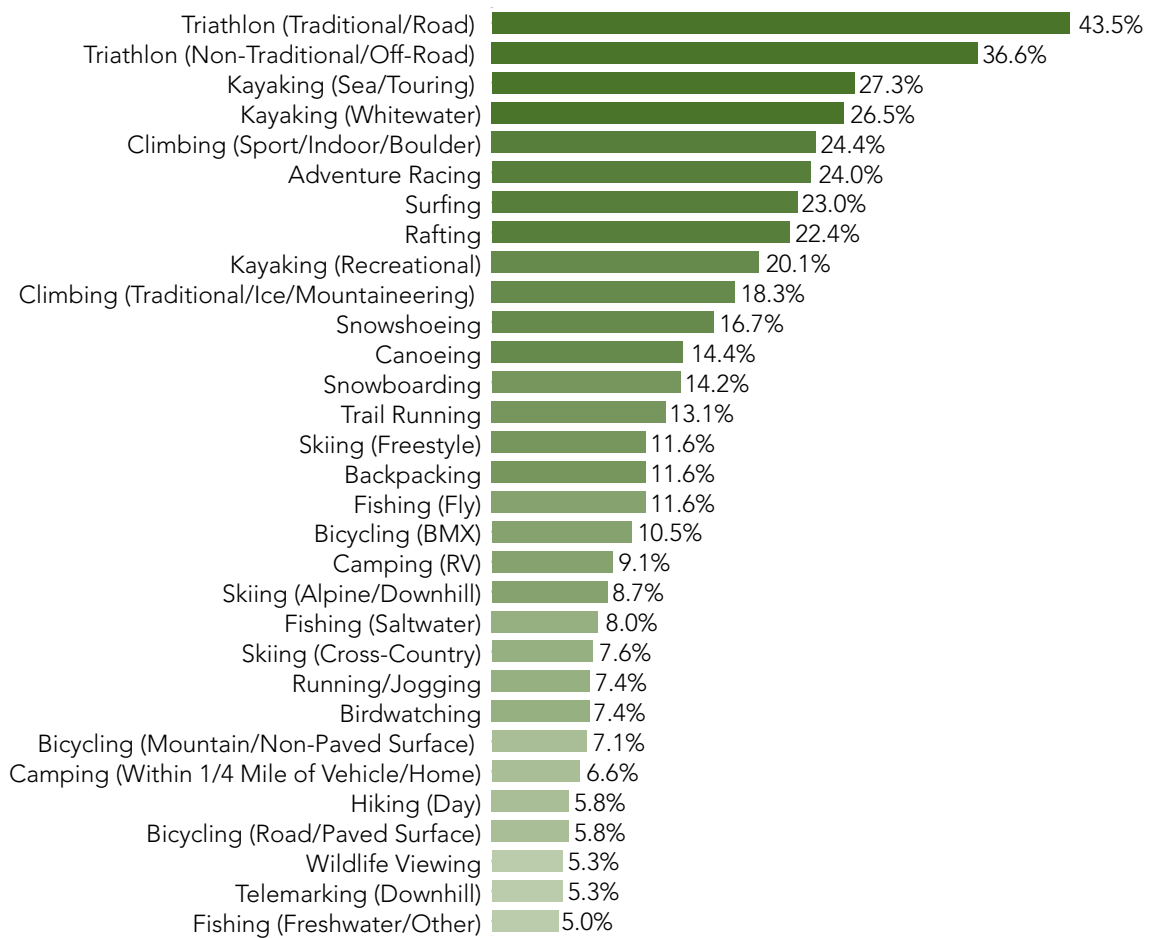
The percentage of new participants taking part in an outdoor activity each year can be a strong indicator of growth. In 2009, the percentage of new participants in the outdoor activities tracked by The Outdoor Foundation varied from 5 percent to 44 percent.

Activities with high percentages of first-time participants in 2009 included triathlon, kayaking, climbing and adventure racing. Activities with low percentages included freshwater fishing, telemarking, hiking and wildlife viewing.

Though an indicator of growth, the percentage of new participants in an outdoor activity is dependent on an activity's size and can also indicate activities with a high turnover in participants — activities that draw large number of new participants but also lose existing participants at the same time.

## Percentage of First-Time Participants in 2009

All Americans, Ages 6 and Older



## What Gets First-Time Participants Outdoors?

Family and friends are enormously important in encouraging participation in new outdoor activities, especially for young people. 54 percent of 6 to 24 year olds say that their friends' and/or family's participation in outdoor activities was the main reason they decided to participate in an outdoor activity for the first time in 2009. 37 percent said they wanted to try something new, and 25 percent pointed to the health benefits associated with outdoor activities.

While the encouragement of family and friends is clearly still important to older Americans, 39 percent of adults 25 and older pointed both to the health benefits and a desire to "try something new" as important motivators. Many also said that outdoor activities help them "relax and manage stress."

A significant number of Americans in both groups agreed that exercising outdoors is more fun or motivating than exercising indoors and that outdoor activities strengthen family ties.

On the flip side, classes, community programs, pressure by others, and articles or videos about outdoor activities didn't appear to get many up and active.

## Why did you decide to participate in an outdoor activity for the first time this year?

	Ages 6–24	Ages 25+
<i>My friends and/or family participate in outdoor activities.</i>	53.9%	34.9%
<i>I wanted to try something new.</i>	36.7%	39.0%
<i>Outdoor activities help me stay fit and healthy.</i>	25.2%	38.8%
<i>Outdoor activities bring my family together and strengthen family ties.</i>	23.2%	23.1%
<i>Exercising outdoors is more fun/motivating than exercise indoors</i>	22.4%	30.3%
<i>Outdoor activities are affordable.</i>	17.2%	26.7%
<i>Outdoor activities are close to my home.</i>	14.8%	21.0%
<i>I was introduced to outdoor activities at school.</i>	13.8%	3.2%
<i>Outdoor activities help me relax and manage stress.</i>	11.4%	30.5%
<i>Outdoor activities give me a chance to get back to nature.</i>	11.3%	24.6%
<i>I took a class or community program.</i>	8.2%	2.1%
<i>My kids are the right age now.</i>	7.9%	17.2%
<i>I was pressured by others.</i>	4.7%	7.3%
<i>I saw an article, show or video.</i>	2.0%	2.8%

## Annual Outings

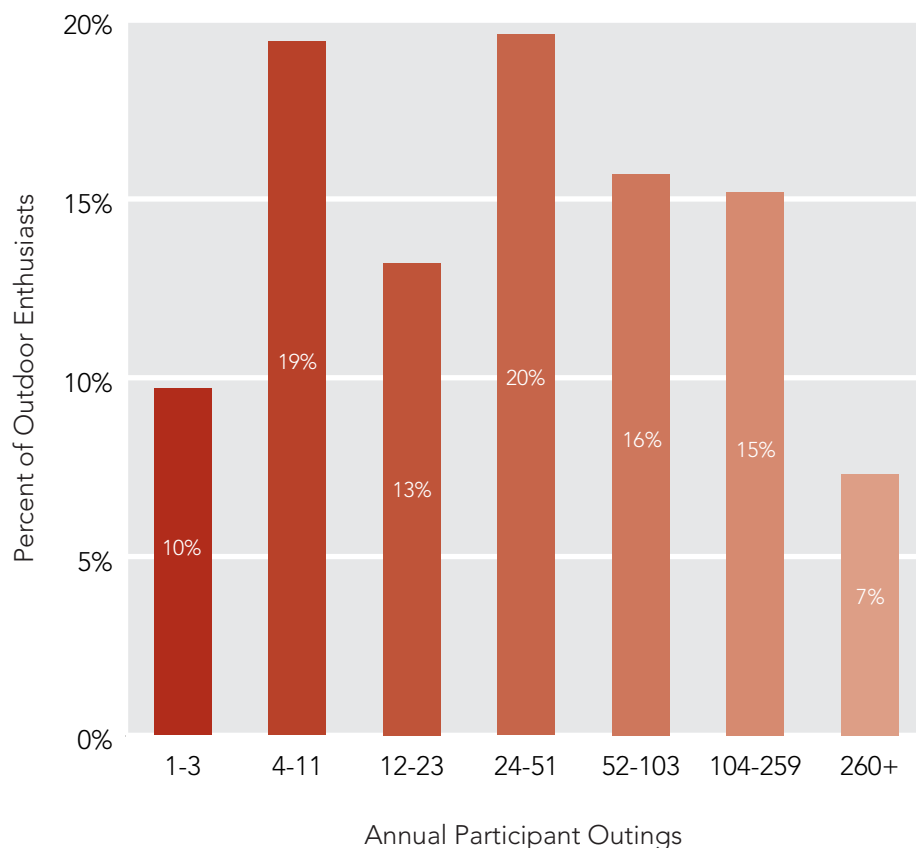
Americans are getting outside with an estimated 10.1 billion outdoor excursions in 2009, and they agree that getting outdoors is essential to a healthy lifestyle. In fact, 50 percent of outdoor participants consider outdoor activities their main source of exercise.<sup>1</sup>

Yet, in 2009, 42 percent of all participants in outdoor recreation participated in outdoor activities less than once every other week, and only 22 percent of participants got out two times a week or more. Good news though: 82 percent of outdoor participants say they plan to spend more time participating in outdoor activities in 2010.

Americans get outside most often to go running, jogging and trail running, making an average of 88 outings per runner in 2009, and fishing (fresh, salt, or fly) is the most popular activity based on participation rate.

### Annual Outings per Outdoor Enthusiast

All Americans, Ages 6 and Older



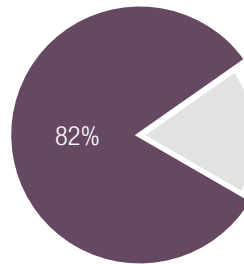
<sup>1</sup> Exploring the Active Lifestyle, The Outdoor Foundation, 2004, [www.outdoorfoundation.org/research](http://www.outdoorfoundation.org/research)

<sup>2</sup> 2008 Physical Activity Guidelines for Americans, U.S. Department of Health and Human Services, [www.health.gov/paguidelines/guidelines/](http://www.health.gov/paguidelines/guidelines/)



## Outdoor Participants Look Forward to 2010

**82%** of outdoor participants plan to spend more time participating in outdoor activities in 2010.



## Most Popular Outdoor Activities by Participation Rate

All Americans, Ages 6 and Older

### 1. Freshwater, Saltwater and Fly Fishing

17% of Americans Ages 6 and Older, 48.0 million participants

### 2. Running, Jogging and Trail Running

16% of Americans Ages 6 and Older, 44.7 million participants

### 3. Car, Backyard and RV Camping

16% of Americans Ages 6 and Older, 44.0 million participants

### 4. Road Biking, Mountain Biking and BMX

15% of Americans Ages 6 and Older, 43.3 million participants

### 5. Hiking

12% of Americans Ages 6 and Older, 32.6 million participants

## Americans' Favorite Outdoor Activities by Frequency of Participation

All Americans, Ages 6 and Older

### 1. Running, Jogging and Trail Running

88 average outings per runner / 3.95 billion total outings

### 2. Road Biking, Mountain Biking and BMX

59 average outings per cyclist / 2.54 billion total outings

### 3. Skateboarding

58 average outings per skateboarder / 427 million total outings

### 4. Hunting (Rifle, Shotgun, Handgun, Bow)

23 average outings per hunter / 352 million total outings

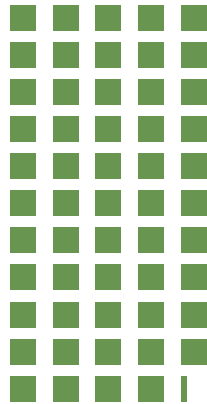
### 5. Surfing

22 average outings per surfer / 52 million total outings

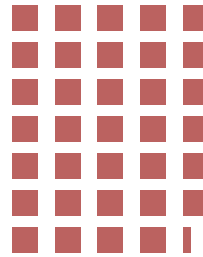
## Participation in Passive Outdoor Activities

All Americans, Ages 6 and Older

How many days in 2009 did you participate in passive outdoor activities, such as picnicking, unstructured play time, visiting a community park, kite flying, lunch outdoors at a park bench or a short walk at lunch?



**54.2** days  
average annual  
number of passive  
outdoor outings per  
outdoor participant

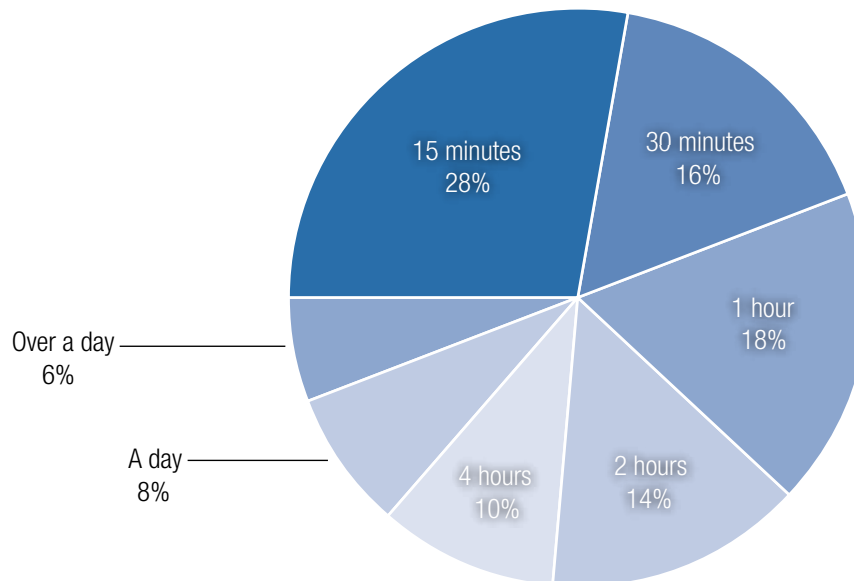


**34.3** days  
average annual number of  
passive outdoor outings per  
outdoor non-participant

## Time Traveled from Home

Time Participants Traveled from Home on Their Last In-Season Outdoor Outing

All Americans, Ages 6 and Older



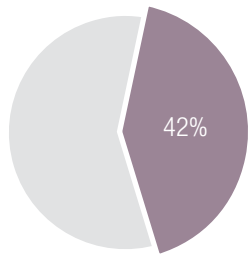


# Outdoor Participation and the Economy

The economy in 2009 continued to impact the outdoor industry, with 42 percent of outdoor participants saying the economy affects how often they participate in outdoor activities. 47 percent said they cut back on non-essentials, and 42 percent said they were cutting back on dining and entertainment. A quarter of all outdoor participants reflected that they are earning less and seeing increases in medical and healthcare expenses. Less than four percent reported buying a new home in 2009.

That said, more than half of all outdoor participants said they spent about the same amount on sports, fitness and recreation activities in 2009 as they had the previous year. That is the same number as non-outdoor participants. About a fourth of both groups reported spending considerably less in 2009 than in 2008, and only a fraction of each spent more in 2009.

Those cuts in spending came primarily from equipment purchases, travel for participation in sports and recreation and pay-to-play fees.



## The Economy and Participation

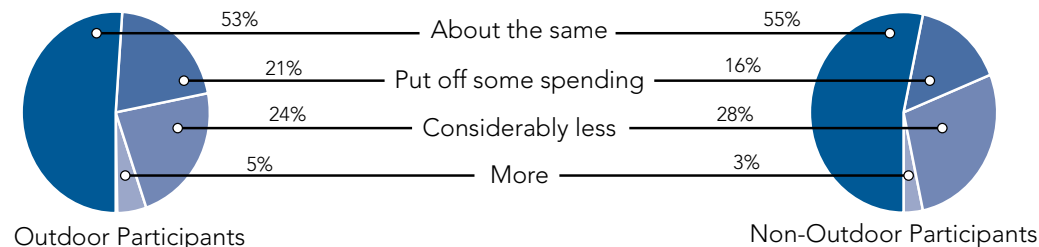
**42%** of outdoor participants say the economy impacts how often they participate in outdoor activities.

## What was your economic situation in 2009?

	Outdoor Participants	Non-Outdoor Participants
<i>Cutting back on non-essentials</i>	47.0%	44.2%
<i>Cutting back on dining/entertainment</i>	41.9%	39.1%
<i>Earning less</i>	25.1%	24.3%
<i>Increase in medical/healthcare expenses</i>	25.0%	27.5%
<i>Increase in household expenses</i>	24.0%	24.2%
<i>Cutting back on donations to charities</i>	23.3%	23.9%
<i>Concerned about potential job loss</i>	10.1%	8.0%
<i>Recent job loss</i>	9.2%	8.2%
<i>Buying new home</i>	3.8%	2.3%



## Compared to 2008, how much did you spend on sports and recreation in 2009?



	If you spent less, what areas did you spend less on?		If you put off purchases, what areas of spending have you put off?	
	Outdoor Participants	Non-Outdoor Participants	Outdoor Participants	Non-Outdoor Participants
Equipment purchases	54%	47%	60%	54%
Travel for participation in sports and recreation	50%	37%	43%	37%
Pay-to-play fees	35%	29%	29%	29%
Health club membership dues	23%	26%	25%	27%
Lessons and instruction for sports and recreation	24%	23%	28%	29%
Country club membership	11%	11%	11%	10%

	What will you spend more on in 2010?	
	Outdoor Participants	Non-Outdoor Participants
Equipment purchases	26%	19%
Travel for participation in sports and recreation	24%	12%
Pay-to-play fees	11%	9%
Join or re-join health club	13%	13%
Lessons and instruction for sports and recreation	13%	12%
Join or re-join country club	2%	1%

## Life Cycle of Participation in Outdoor Activities

The participation rate in outdoor recreation varies among different age groups; as individuals age, their lives are shaped by their environment and life experiences. A one-year snapshot of participation in outdoor recreation helps describe this life cycle.

Although youth participation in outdoor activities is initially high, it declines sharply in adolescence and young adulthood. After this decline, participation among males ages 31 to 35 climbs again but then resumes a gradual decline. Among females, participation begins to increase again among ages 21 to 25 and briefly plateaus but quickly resumes a gradual decline at ages 31 to 35 as well.

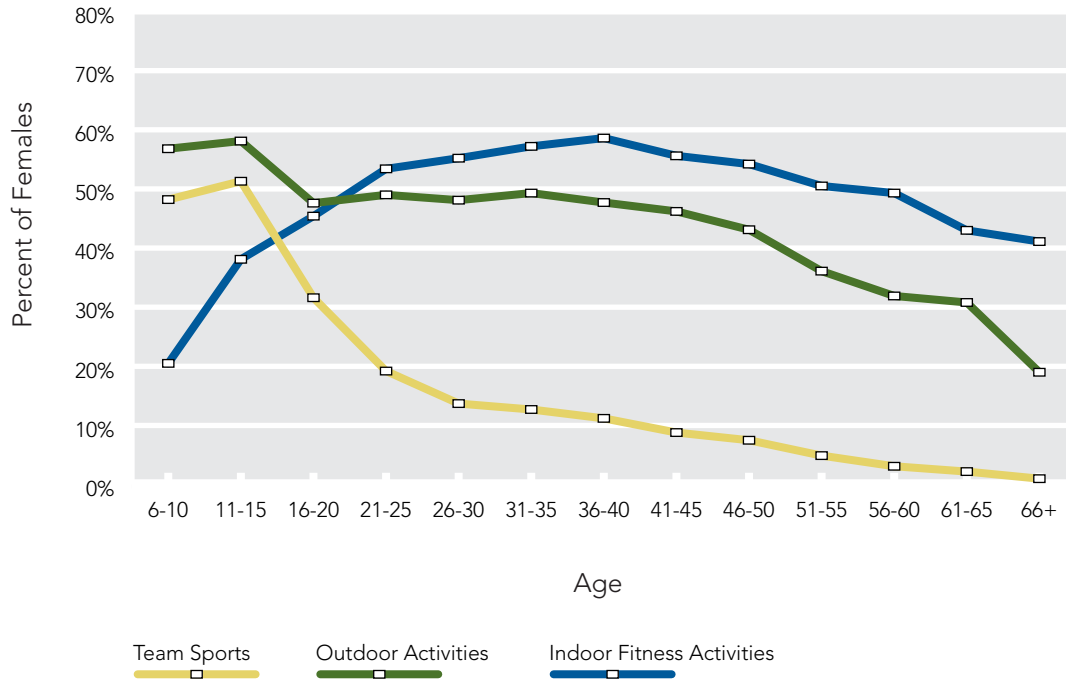
Among men, outdoor activities are more popular than both indoor fitness activities and team sports among all age groups up to ages 66 and older. Among women, indoor activities are most popular among ages 21 to 25 and older.

Despite initial popularity with kids, participation in team sports declines quickly among males and females from ages 16 to 20 onward, dipping below 5 percent among ages 66 and older.



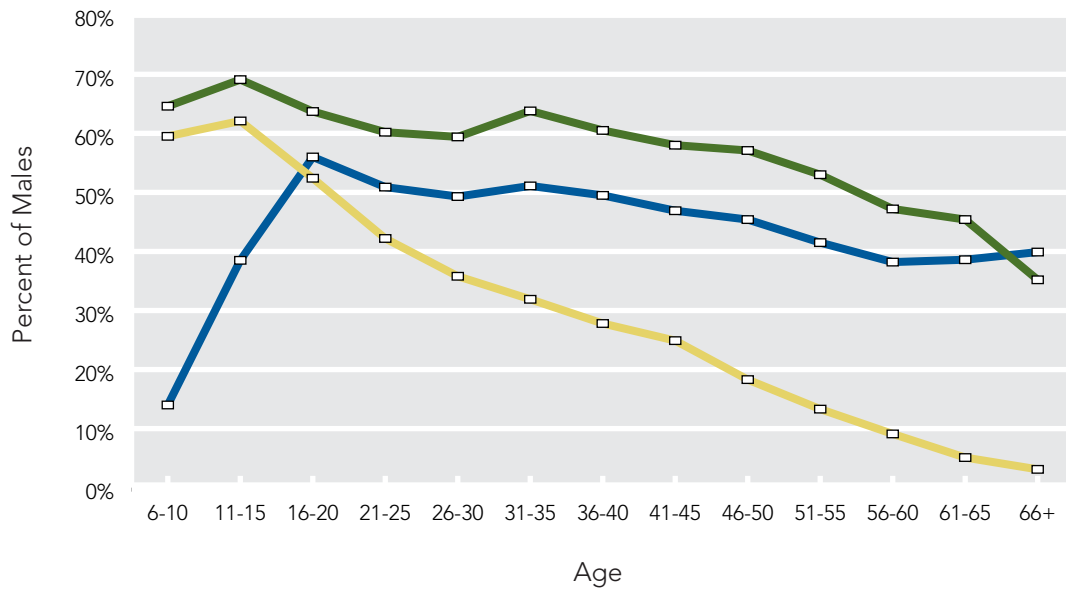
## Life Cycle of Participation, Females

Ages 6 and Older



## Life Cycle of Participation, Males

Ages 6 and Older



## Most Popular Outdoor Activities

All Americans, Ages 6 and Older

### 1. Freshwater, Saltwater and Fly Fishing

17% of Americans ages 6 and older, 48.0 million participants

### 2. Running, Jogging and Trail Running

16% of Americans ages 6 and older, 44.7 million participants

### 3. Car, Backyard and RV Camping

16% of Americans ages 6 and older, 44.0 million participants

### 4. Road Biking, Mountain Biking and BMX

15% of Americans ages 6 and older, 43.3 million participants

### 5. Hiking

12% of Americans ages 6 and older, 32.6 million participants

## Most Popular Team Sports

All Americans, Ages 6 and Older

### 1. Basketball

9% of Americans ages 6 and older, 24.0 million participants

### 2. Football (Touch, Tackle and Flag)

6% of Americans ages 6 and older, 16.8 million participants

### 3. Soccer (Indoor and Outdoor)

6% of Americans ages 6 and older, 15.4 million participants

### 4. Baseball

5% of Americans ages 6 and older, 13.8 million participants

### 5. Volleyball (Court, Grass and Beach)

5% of Americans ages 6 and older, 13.4 million participants

## Most Popular Indoor Activities

All Americans, Ages 6 and Older

### 1. Free Weights (Barbells, Dumbbells and Hand Weights)

22% of Americans ages 6 and older, 61.9 million participants

### 2. Treadmill

18% of Americans ages 6 and older, 51.4 million participants

### 3. Weight/Resistance Machines

14% of Americans ages 6 and older, 39.8 million participants

### 4. Stretching

13% of Americans ages 6 and older, 36.3 million participants

### 5. Stationary Cycling (Upright Bikes, Recumbent Bikes and Group)

12% of Americans ages 6 and older, 34.8 million participants







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# ACTIVE LIFESTYLES



The gateway activities

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



Outdoor participants rate their

fitness level 30 percent higher on average than non-participants (6.4 on a scale of one to ten for participants versus 4.9 for non-participants).



**88%** 88 percent of hikers participate in more than one outdoor activity.



The participation rate in outdoor activities of

Americans with walking routes near their home is 20 percent higher than those without, and the participation rate of those with nearby biking routes is nearly 25 percent higher than those without.



Outdoor participants rate their health level

15 percent higher on average than non-participants (7.5 on a scale of one to ten for participants versus 6.6 for non-participants).



The majority of Americans agree that

preserving undeveloped land for outdoor recreation is important, though more outdoor participants than non-outdoor participants feel this way (89% of participants versus 75% of non-participants).

**Vigorous Exercise** 24 percent of participants

in outdoor recreation participate in vigorous physical exercise, compared to 7 percent of non-participants.

# The Gateway Activities to a Healthy Active Lifestyle

*"Newton's First Law: A body at rest tends to stay at rest. A body in motion tends to stay in motion."*

Getting Americans active often needs a spark, an outside force that will provide incentive to move off the couch and away from the television. That spark can come from a 'gateway' outdoor activity like fishing, running, camping, bicycling or hiking. Activities like these are popular, accessible and often lead to participation in other outdoor activities.

Participation in these gateway activities generally increased in 2009. Despite a decline since 2007, fishing remains the most popular gateway activity, with running and camping following close behind. Biking and hiking have both grown in popularity since 2006.

## Participation in the Gateway Activities

All Americans, Ages 6 and Older

	2006 Participants	2007 Participants	2008 Participants	2009 Participants
Freshwater, Saltwater and Fly Fishing	49,696,000	51,836,000	48,206,000	48,046,000
Running/Jogging and Trail Running	38,719,000	41,957,000	42,103,000	44,732,000
Car, Backyard, and RV Camping	43,123,000	39,836,000	42,396,000	44,034,000
Road Biking, Mountain Biking and BMX	39,688,000	42,126,000	41,548,000	43,264,000
Hiking	29,863,000	29,965,000	32,511,000	32,572,000



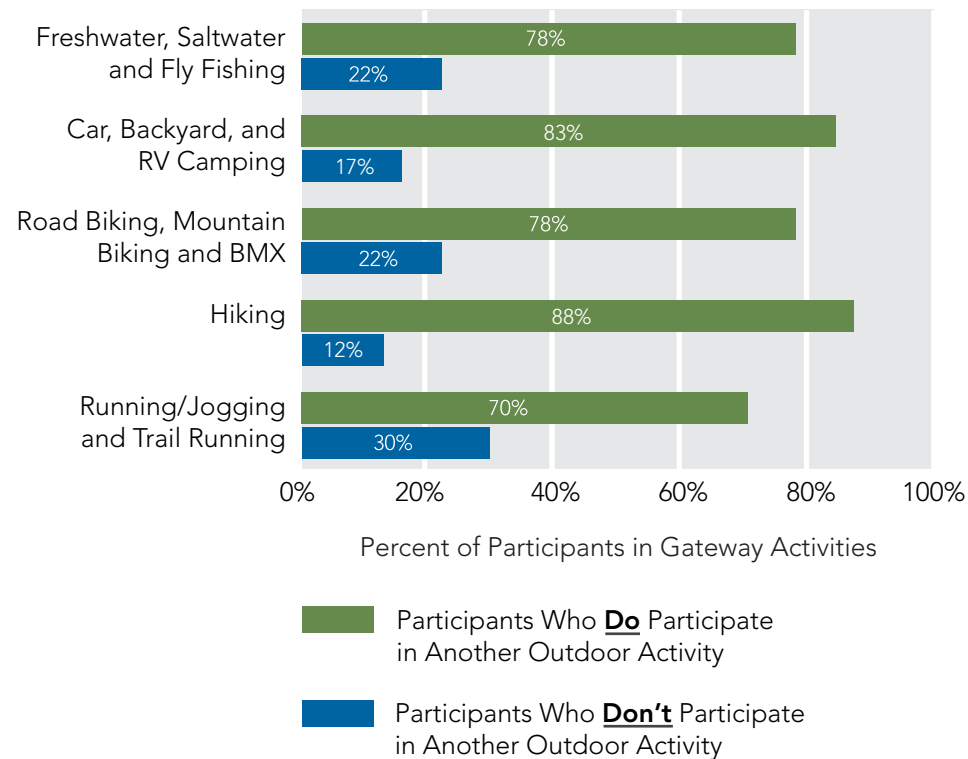


## Participants in Gateway Activities Are Active in Multiple Outdoor Activities

There's also another, terrific benefit of gateway activities. Participants in those popular and accessible activities are much more likely to participate in another outdoor activity than they are likely to participate in one activity alone. 88 percent of hikers, in fact, participate in more than one outdoor activity. Their participation in these activities often leads to higher activity levels and a greater connection with the outdoors.

### Contagious Effect of Gateway Activities

All Americans, Ages 6 and Older



# Lifestyle Profiles of Outdoor Participants and Non-Participants

The fitness and health benefits of outdoor participation are apparent. Outdoor participants rate their fitness level at 6.4 on a 10-point scale versus 4.9 for non-participants. In terms of health, outdoor participants rate their health level at 7.5 versus 6.6 for non-participants.

Unfortunately, that doesn't mean that outdoor participants have sacrificed their television and video game time. Participants in outdoor activities take part in indoor leisure, studying, work and physical activities at higher rates than non-participants in outdoor activities. More outdoor participants watch TV, play video games, browse the Internet, spend time at work or school and participate in moderate, vigorous, or regular physical activity and study than non-participants.

While participation in outdoor recreation can provide a healthy alternative to indoor sedentary activities, participants don't seem to sacrifice participation in other activities to get outdoors.

The most significant difference between outdoor participants and non-participants is seen in their participation in vigorous physical activities. Only seven percent of non-participants participate in vigorous activity, compared to 24 percent of participants.

## Participation in work/study, leisure and physical activities among outdoor participants and non-participants

	Outdoor Participants	Non- Outdoor Participants
<i>Watch television or movies</i>	89%	82%
<i>Play video games</i>	47%	31%
<i>Browse the Internet for fun</i>	78%	66%
<i>Go to Work</i>	52%	38%
<i>Go to school/college</i>	20%	12%
<i>Study outside of class time</i>	24%	13%
<i>Participate in physical activity at least 30 minutes a day</i>	61%	44%
<i>Participate in moderate physical exercise</i>	67%	43%
<i>Participate in vigorous physical exercise</i>	24%	7%

Based on 2008 data.

## Fitness Perceptions Among Outdoor Participants

All Americans, Ages 6 and Older

**30%** Outdoor participants rate their fitness level 30 percent higher on average than non-participants (6.4 out of 10 for participants versus 4.9 out of 10 for non-participants).

**15%** Outdoor participants rate their health level 15 percent higher on average than non-participants (7.5 out of 10 for participants versus 6.6 out of 10 for non-participants).

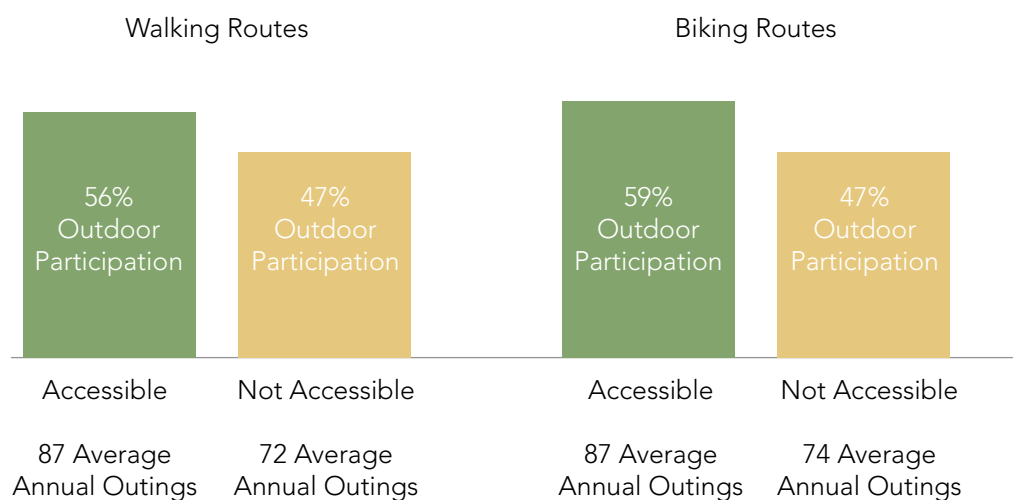


# Impact of Nearby Walking and Biking Routes on Participation in Outdoor Activities

Close-to-home opportunities for outdoor recreation are essential. The participation rate in outdoor recreation of Americans who live in communities with designated walking and biking trails is significantly higher than those without. The participation rate of Americans with nearby walking routes is 20 percent higher, and the participation rate of those with nearby biking routes is nearly 25 percent higher.

Among outdoor participants, frequency of participation is highest among those with walking and biking routes. Americans with local outdoor infrastructure average more outings than those without — around 20 percent higher on average.

**Participation Rate in Outdoor Recreation With and Without Nearby, Accessible Walking and Biking Routes**  
All Americans, Ages 6 and Older



*Based on 2008 data.*



## Perceptions of Common Recreation Issues

The majority of Americans agree that preserving undeveloped land for outdoor recreation is important, though more outdoor participants than non-outdoor participants feel that way. A larger percentage of outdoor participants also believe that developing local parks and hiking and walking trails is important and that there should be more outdoor education and activities during the school day. An equal number of outdoor and non-outdoor participants vote, but a greater percentage of outdoor participants have volunteered and donated to support environmental and conservation efforts.

	Outdoor Participants	Non- Outdoor Participants
<i>Preserving undeveloped land for outdoor recreation is important.</i>	89%	75%
<i>Developed parks/biking/walking trails in my neighborhood are important.</i>	84%	71%
<i>There should be more outdoor education/activities during the school day.</i>	81%	68%
<i>I regularly vote.</i>	66%	66%
<i>I have volunteered/donated to support environmental/conservation efforts.</i>	38%	23%



YOUTH

# YOUTH



Although participation

among youth continued to decline in 2009, the declines were not as significant as in past years. Participation among ages 6 to 12 dropped from 64 percent to 62 percent and dropped among ages 13 to 17 from 61 percent to 60 percent.

**"I'm not interested."**

Youth ages 6 to 17

who do not participate in outdoor activities cite a lack of interest as their primary motivation.

**"Fun."**

For youth ages 6 to 17,

"fun" is the most common motivation for participating in outdoor activities.



Participation in outdoor recreation among youth

increased in some outdoor activities in 2009, including snowshoeing (up 26 percent) rafting (up 22 percent), fly fishing (up 20 percent) and adventure racing (up 18 percent).

**PE**

Among adults who are current

outdoor participants, 83 percent say they had PE in school between the ages of 6 to 12. That compares with just 70 percent of non-outdoor participants. 81 percent of outdoor participants also say they had PE in school from 13 to 17 years of age, while only 69 percent of non-outdoor participants recall PE in school during the same period of time.



Adults 18 and older with children in their

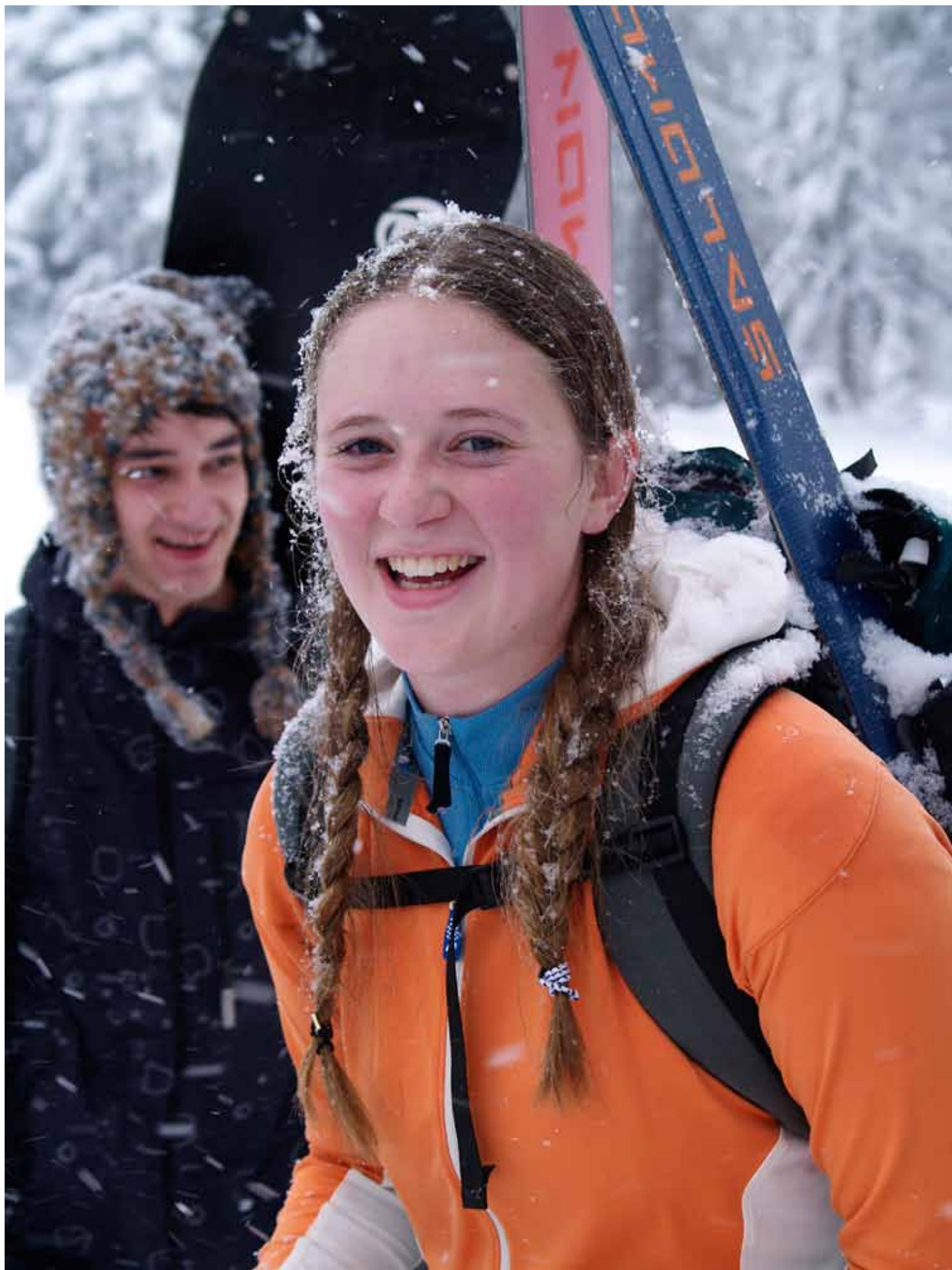
household participate in outdoor recreation at higher levels than adults without children — despite the responsibilities and time commitments often associated with younger children in the home.



Most youth are introduced to outdoor activities

by parents, friends, family and relatives.







# Declining Numbers of Youth Outdoor Enthusiasts

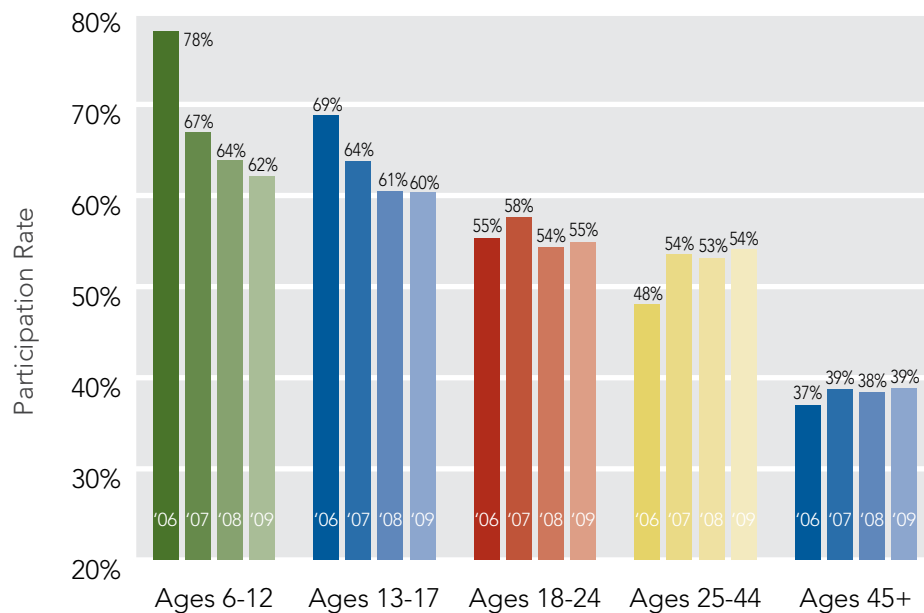
This study continues to track an overall downward slide in outdoor recreation among 6 to 12 year olds. While the drop wasn't as significant as we've seen in past years, 62 percent of this group participated in some form of outdoor recreation in 2009 compared to 64 percent in 2008 and 78 percent in 2006.

This decline among 6 to 12 year olds is due largely to decreased participation rates among boys, while participation among girls in the same age remained nearly flat.

Though these participation rates continue to be concerning, there is some good news that the drops were not as significant as in past years. The participation rate for 13 to 17 year olds remained virtually flat, while we saw some growth in all groups over 18 years old.

Although participation in outdoor activities is higher among youth than any other age group, decreases among youth may mean shrinking numbers of outdoor enthusiasts for future generations. Most outdoor participants are introduced to the outdoors between ages 5 and 18.<sup>1</sup>

**Participation in Outdoor Recreation 2006 to 2009**  
All Americans, Ages 6 and Older



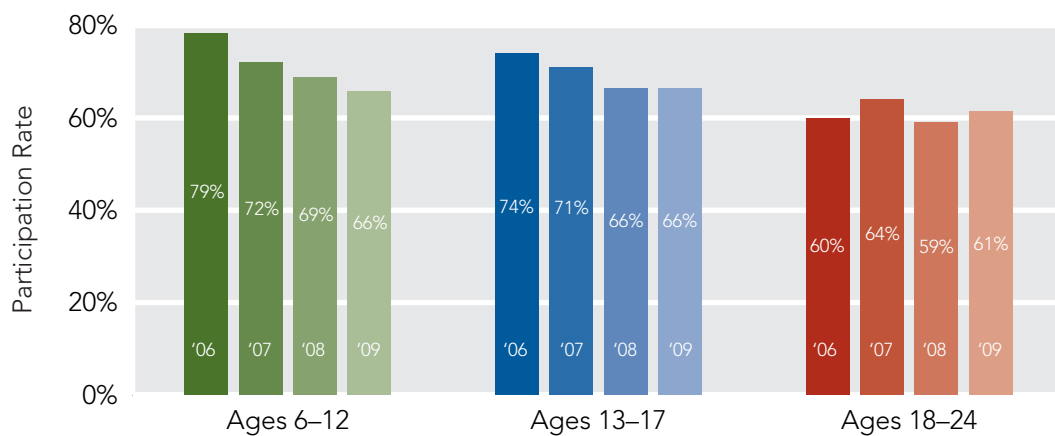
<sup>1</sup> Exploring the Active Lifestyle, The Outdoor Foundation, 2004, [www.outdoorfoundation.org/research](http://www.outdoorfoundation.org/research)

## Further Declines in Boys' and Girls' Participation

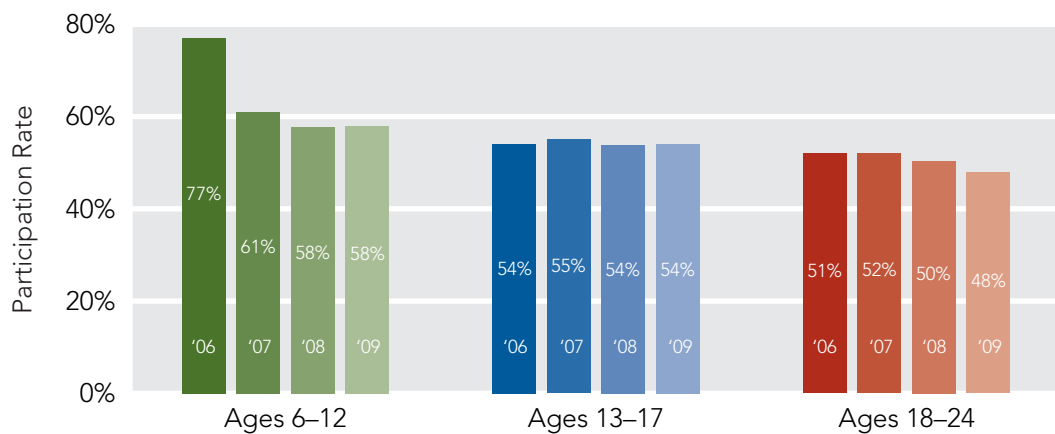
Though participation in outdoor recreation among boys ages 6 to 12 continued to slide in 2009, participation rates for older boys stabilized and even slightly increased. For teen boys, ages 13 to 17, participation rates remained stable at 66 percent. Among 18 to 24 year old young men, rates increased slightly from 59 percent in 2008 to 61 percent in 2009.

Participation rates for girls ages 6 to 17 stabilized in 2009 but declined slightly for 18 to 24 year olds. Despite these drops, there are a few signs of hope. Participation in outdoor recreation among youth increased in 2009 in some outdoor activities. These activities include snowshoeing (up 26 percent), rafting (up 22 percent), fly fishing (up 20 percent) and adventure racing (up 18 percent).

**Boys' Participation in Outdoor Recreation, 2006–2009**



**Girls' Participation in Outdoor Recreation, 2006–2009**

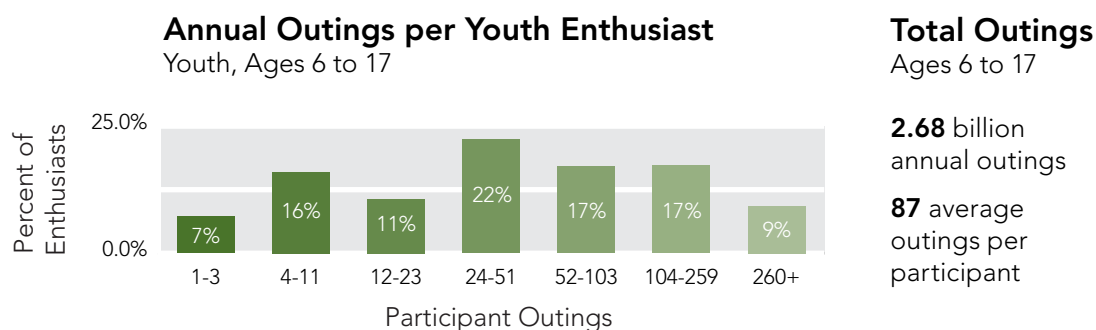


## Profile of Youth Participants

There are signs among 6 to 17 year olds that there is reason to hope that participation rates have stabilized. Participation increased in the active outdoor activity space with such activities as hiking (up 1 percent), running/jogging (up 7 percent), road bicycling (up 2 percent), and indoor climbing (up 5 percent).

Additionally, youth between the ages of 6 and 17 participate in outdoor recreation at a higher rate than any other age group. They also participate more frequently than other age groups — a higher percentage take part in outdoor activities at least twice a week than other age groups.

However, they don't spend enough time outdoors. In fact, 34 percent of youth participants take part in an outdoor activity less than 24 times a year or twice a month. The infrequency of their participation in outdoor activities suggests youth are not satisfying the minimum activity levels recommended by the U.S. Department of Health and Human Services.



### Most Popular Outdoor Activities

By Participation Rate, Ages 6 to 17

#### 1. Road Biking, Mountain Biking or BMX

29% of American youth, 14.7 million participants

#### 2. Car, Backyard and RV Camping

23% of American youth, 11.4 million participants

#### 3. Freshwater, Saltwater and Fly Fishing

23% of American youth, 11.2 million participants

#### 4. Running, Jogging and Trail Running

20% of American youth, 10.0 million participants

#### 5. Hiking

12% of American youth, 6.1 million participants

### Favorite Outdoor Activities

By Frequency of Participation, Ages 6 to 17

#### 1. Running, Jogging and Trail Running

80 average outings per runner / 808 million outings

#### 2. Road Biking, Mountain Biking and BMX

71 average outings per cyclist / 1.04 billion outings

#### 3. Skateboarding

70 average outings per skateboarder / 346 million outings

#### 4. Scuba Diving

24 average outings per diver / 6 million outings

#### 5. Hunting (Rifle, Shotgun, Handgun, Bow)

23 average outings per hunter / 52 million outings

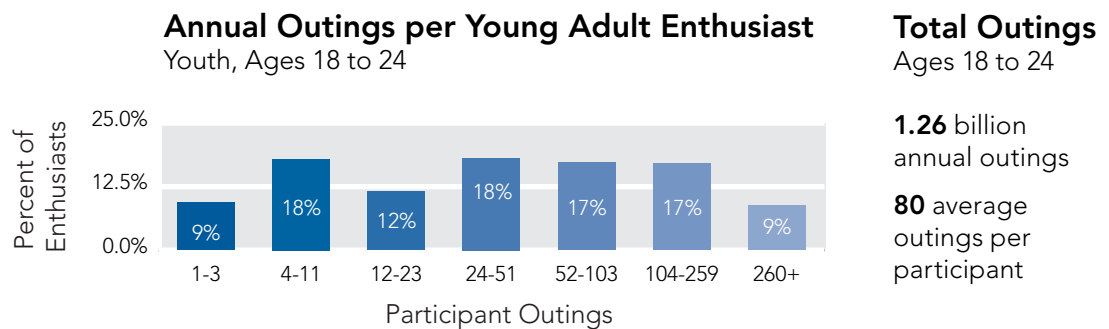
## Profile of Young Adult Participants

Young adult participation in outdoor recreation among ages 18 to 24 increased slightly in 2009, primarily thanks to an increase in participation among young men. Their participation rate increased from 59 percent in 2008 to 61 percent in 2009, while young women slid in the opposite direction, going from 50 percent in 2008 to 48 percent in 2009.

As with most other age groups, running, jogging, and trail running are far and away the most popular activities for young adults.

As young people age, their priorities change, and frequency of participation begins to drop. Young adults ages 18 to 24 participate in outdoor activities an average of 80 times per year, while younger kids get out an average of 87 times per year.

Young adults' activity preferences also begin to shift. Biking drops from the number one outdoor activity to the number four outdoor activity, while running moves to the top of the list.



### Most Popular Outdoor Activities

By Participation Rate, Ages 18 to 24

- 1. Running, Jogging and Trail Running**  
30% of young adults, 8.6 million participants
- 2. Car, Backyard and RV Camping**  
17% of young adults, 4.7 million participants
- 3. Freshwater, Saltwater and Fly Fishing**  
15% of young adults, 4.3 million participants
- 4. Road Biking, Mountain Biking and BMX**  
14% of young adults, 3.9 million participants
- 5. Hiking**  
12% of young adults, 3.4 million participants

### Favorite Outdoor Activities

By Frequency of Participation, Ages 18 to 24

- 1. Running, Jogging and Trail Running**  
94 outings per runner / 807 million outings
- 2. Skateboarding**  
57 average outings per skateboarder / 54 million outings
- 3. Road Biking, Mountain Biking and BMX**  
55 average outings per cyclist / 217 million outings
- 4. Hunting (Rifle, Shotgun, Handgun, Bow)**  
22 average outings per hunter / 44 million outings
- 5. Surfing**  
20 average outings per surfer / 9 million outings



# Introducing Youth to Outdoor Activities

Most youth are introduced to outdoor activities by parents, friends, family and relatives. Three-quarters of children ages 6 to 12 are influenced in their participation in outdoor activities by their parents. As they age, of course, their parent's role in their participation diminishes, and friends gain an increasingly influential role.

Self-motivated individuals who are not influenced to participate in outdoor activities by anyone but themselves also emerge in young adulthood. The media, experienced mentors and outdoor education programs aren't strong motivators to youth as they begin participating in outdoor recreation.

## Who influenced your decision to participate in outdoor activities?

	Ages 6–12	Ages 13–17	Ages 18–24
Parents	75%	64%	30%
Brothers, sisters, or other relatives	36%	26%	25%
Friends	33%	44%	53%
Myself (no one else influenced me)	13%	20%	30%
Community program (Boy Scouts, YMCA, neighborhood program)	13%	10%	5%
School program.	12%	12%	7%
TV, movies, magazines, books, web sites about the outdoors	5%	4%	6%
Something else	3%	3%	6%
Experienced mentor (trained and skilled)	1%	3%	6%
Media icon, sports figure, accomplished athlete	1%	1%	2%
Outdoor education program such as Outward Bound	1%	1%	1%

Based on 2008 data.

# Getting Youth Outdoors

For youth ages 6 to 12, “fun” is by far the most common motivation for participating in outdoor activities, far more than youth ages 13 to 17 and young adults ages 18 to 24.

While “fun” is cited as the number one motivator for kids ages 13 to 17, as well, relaxation is the top motivator for young adults. Overall, young adults more often site motivations related to self-fulfillment, such as challenges, new experiences and escape from routines, and youth more often cite simple pleasures and accessibility, such as fun and proximity to home.

Discovery and exploration are common motivators for all age groups. Health and exercise are chosen more frequently by young adults than other age groups.

## What motivates you to participate in outdoor activities?

	Ages 6–12	Ages 13–17	Ages 18–24
<i>It’s fun.</i>	73%	52%	46%
<i>I enjoy discovery and exploration.</i>	42%	32%	40%
<i>It’s relaxing.</i>	28%	37%	56%
<i>I can do outdoor activities near my house.</i>	28%	21%	14%
<i>It is a great way to get exercise.</i>	28%	32%	47%
<i>I get to hang out with my friends.</i>	27%	32%	29%
<i>I like new experiences.</i>	27%	26%	36%
<i>I get away from my usual routine.</i>	23%	34%	41%
<i>I want to be healthy.</i>	23%	23%	38%
<i>I like challenges.</i>	19%	24%	25%
<i>I get a feeling of accomplishment.</i>	12%	13%	20%

Based on 2008 data.

# Why Youth Don't Participate in Outdoor Activities More Often

Using an excuse familiar to many adults, a lack of time is the number one reason youth of all ages don't participate in outdoor activities more often.

Among youth ages 6 to 17, a lack of time is followed closely by a lack of interest and the impact of schoolwork. Among young adults ages 18 to 24, hesitation about spending money on additional gear and equipment is the third most cited reason to limit outdoor activities, though a lack of time is cited twice as often as concerns about funds.

## What keeps you from participating in outdoor activities more?

	Ages 6–12	Ages 13–17	Ages 18–24
<i>I don't have the time.</i>	24%	38%	58%
<i>I'm not interested.</i>	22%	36%	29%
<i>I have too much schoolwork.</i>	22%	31%	26%
<i>I'm involved in other activities such as team sports and fitness activities.</i>	20%	22%	8%
<i>My parents don't take me to go on outdoor activities.</i>	20%	11%	1%
<i>I would rather spend free time watching TV/ movies, on a computer, or playing video games.</i>	20%	22%	13%
<i>There aren't places to do outdoor activities near where I live.</i>	16%	10%	10%
<i>I'd rather hang out with my friends.</i>	15%	23%	14%
<i>I don't know how to get started, what to do or where to go.</i>	10%	6%	14%
<i>I don't have friends who will go with me.</i>	9%	14%	22%
<i>I don't want to spend the money on gear or equipment.</i>	9%	11%	28%
<i>I don't like bugs or dirt.</i>	6%	7%	11%
<i>I'm worried I might get hurt.</i>	6%	1%	3%
<i>I think the outdoors is scary.</i>	3%	1%	3%
<i>I don't enjoy exercise.</i>	3%	6%	6%
<i>I'm not in physical shape.</i>	2%	6%	9%

Based on 2008 data.

# Why Youth Fail To Participate in Outdoor Activities

"I'm not interested." Sounding just like "typical" teenagers, youth ages 6 to 17 who do not participate in outdoor activities cite a lack of interest as their primary motivation. While that attitude continues somewhat for older teens and young adults, those from 18 to 24 cite a lack of time and a lack of interest almost equally.

For all age groups, schoolwork and a preference for screen media, such as TV, computers and video games, work together to keep them indoors. Again, like young adult participants ages 18 to 24 considering more frequent outdoor activity, young adult non-participants ages 18 to 24 are kept indoors by concerns about spending money on outdoor gear and equipment.

## What motivates your decision NOT to participate in outdoor activities?

	Ages 6–12	Ages 13–17	Ages 18–24
<i>I'm not interested.</i>	39%	54%	46%
<i>My parents don't take me to go on outdoor activities.</i>	17%	11%	4%
<i>I have too much schoolwork.</i>	16%	29%	19%
<i>I don't have the time.</i>	15%	25%	47%
<i>I would rather spend free time watching TV/ movies, on a computer, or playing video games.</i>	15%	27%	20%
<i>I'm involved in other activities such as team sports and fitness activities.</i>	12%	11%	2%
<i>I'd rather hang out with my friends.</i>	11%	26%	14%
<i>I don't want to spend the money on gear or equipment.</i>	11%	11%	23%
<i>There aren't places to do outdoor activities near where I live.</i>	11%	7%	10%
<i>I don't like bugs or dirt.</i>	10%	14%	13%
<i>I don't know how to get started, what to do, or where to go.</i>	10%	5%	13%
<i>I don't have friends who will go with me.</i>	8%	12%	19%
<i>I don't enjoy exercise.</i>	5%	10%	10%
<i>I'm worried I might get hurt.</i>	3%	3%	4%
<i>I think the outdoors is scary.</i>	2%	4%	3%
<i>I'm not in physical shape.</i>	2%	5%	14%

Based on 2008 data.

# Youth Participation in Sports and Recreation Among Adult Participants

As budget cuts ravage school districts across the country and programs are being dropped across the board, the importance of providing physical education (PE) in school can't be understated.

Among adults who are current outdoor participants, 83 percent say they had PE in school between the ages of 6 and 12. That compares with just 70 percent of non-outdoor participants. 81 percent of outdoor participants also say they had PE in school from 13 to 17 years of age, while only 69 percent of non-outdoor participants recall PE in school during the same period of time.

Team sports also seem to have an impact. More than half of all outdoor participants took part in team sports from ages 13 to 17, while less than one-third of non-outdoor participants took part in team sports during the same period.

	Adults at Age 6–12		Adults at Age 13–17	
	Outdoor Participants	Non- Outdoor Participants	Outdoor Participants	Non- Outdoor Participants
PE at school	83%	70%	81%	69%
Outdoor activities	48%	26%	53%	28%
Team sports	45%	26%	51%	32%
Cycling	44%	31%	42%	28%
Water sports	25%	13%	29%	15%
Running/jogging	25%	17%	38%	22%
Swimming for fitness	24%	14%	25%	15%
Winter sports	21%	11%	27%	12%
Racquet sports	9%	5%	18%	10%
Fitness/health club based activities	5%	3%	13%	6%
Golf	5%	2%	13%	6%

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



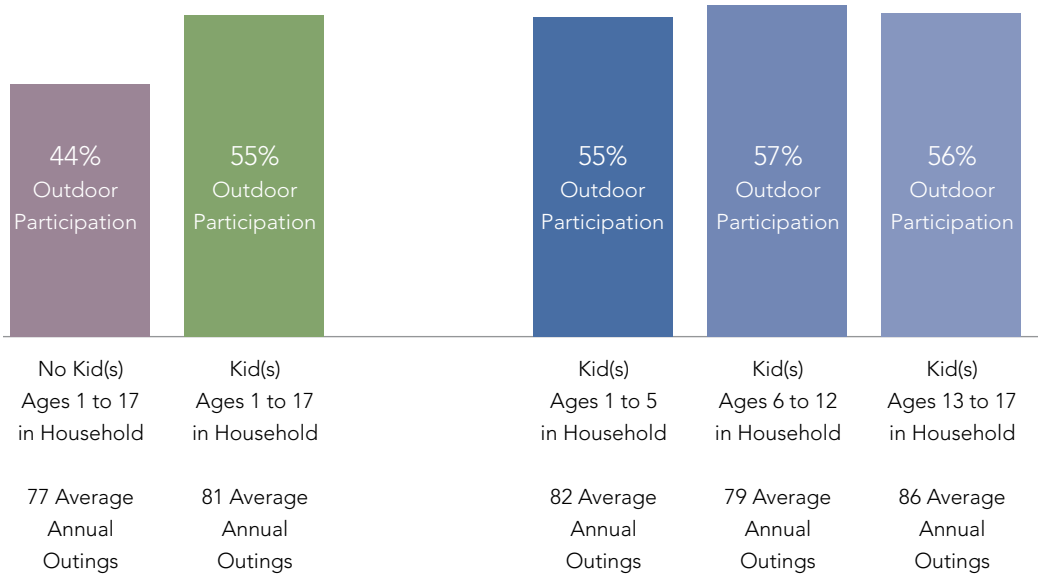
# Participation in Outdoor Recreation Among Adults with Youth in Their Households

Adults 18 and older with children in their household participate in outdoor recreation at higher levels than adults without children — despite the responsibilities and time commitments often associated with having younger children in the home.

Fifty-five percent of adults age 18 and older with children ages 1 to 17 in their household participate in outdoor recreation, while only 44 percent of adults without children in their household participate.

In addition to their higher participation rate, adults with children in their household who do participate in outdoor recreation get out slightly more often on average than adults without children in their household.

**Adult Participation Rate in Outdoor Recreation With and Without Children Ages 1 to 17 in Household**  
Adults 18 and Older





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# DIVERSITY

## African Americans

Participation in outdoor

activities is lowest among African Americans and highest among Caucasians.



Schoolwork is the number one reason African

American, Asian/Pacific Islander and Hispanic youth ages 6 to 17 don't get outdoors more often. Asians/Pacific Islanders cite too much schoolwork significantly more than other ethnicities.

## Active Diverse Participants

Despite their lower participation rates, African

American and Hispanic participants get out more often than participants of other ethnicities.



African Americans, Hispanics

and Caucasians say they choose not to participate in outdoor activities because they aren't interested. Asian/Pacific Islanders cite their parents.

## "Fun."

When youth participants

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



Hispanics mention a lack of

access to opportunities for nearby outdoor recreation and a lack of interest in purchasing outdoor gear as a barrier to participation more often than other ethnicities.



Biking, running, camping, fishing and

hiking are the most popular outdoor activities for all Americans, though each ethnic group participates in each to varying degrees.







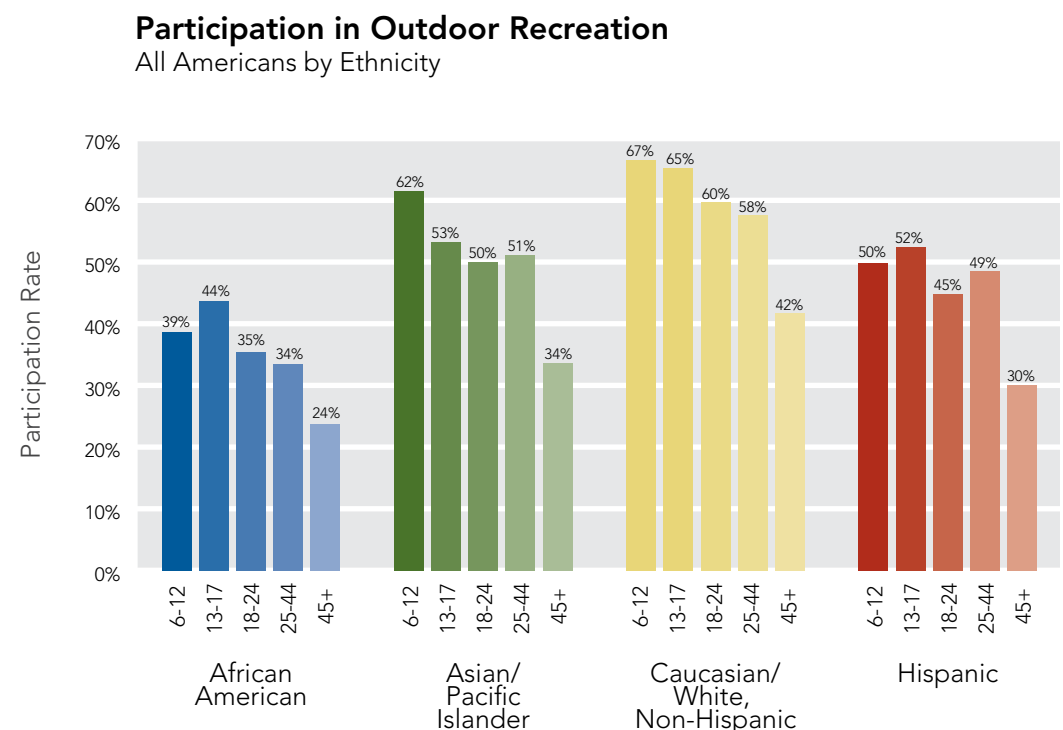
# Participation in Outdoor Recreation Among Diverse Groups

As the United States becomes a majority minority population, participation in outdoor activities among diverse groups is becoming increasingly important to future generations of outdoor enthusiasts and conservationists. Understanding the extent and quality of participation and non-participation among the largest ethnicities in the US is critical to reaching these underrepresented groups.

In 2009, participation in outdoor activities was significantly higher among Caucasians than any other ethnicity and lowest among African Americans in nearly all age groups.

While 67 percent of Caucasian youngsters ages 6 to 12 participated in some form of outdoor recreation in 2009, only 50 percent of Hispanic kids and 39 percent of African American kids in the same age range participated. These trends mirror older age groups.

Although their participation rate is much lower, African American and Hispanic participants tend to participate more frequently than Caucasians in outdoor activities.



## Average Outings per Outdoor Participant

African American	100	Caucasian	77
Asian/Pacific Islander	68	Hispanic	90



## Most Popular Outdoor Activities Among Different Ethnicities

Biking, running, camping, fishing and hiking are the most popular outdoor activities for all Americans, though each ethnic group participates in each to varying degrees. African Americans, Asian/Pacific Islanders, and Hispanics all choose running, jogging and trail running as their favorite outdoor activities. Fishing is the top choice for Caucasians, followed closely by camping and biking. Comparing the relative participation rates of each activity, the lower participation among African Americans is again apparent.

### African Americans

Ages 6 and Older

1. Running/Jogging and Trail Running **15%**
2. Freshwater, Saltwater and Fly Fishing **10%**
3. Road Biking, Mountain Biking and BMX **10%**
4. Car, Backyard, and RV Camping **4%**
5. Hiking **3%**

### Asian/Pacific Islanders

Ages 6 and Older

1. Running/Jogging and Trail Running **22%**
2. Road Biking, Mountain Biking and BMX **14%**
3. Hiking **12%**
4. Freshwater, Saltwater and Fly Fishing **10%**
5. Car, Backyard, and RV Camping **9%**

### Caucasians

Ages 6 and Older

1. Freshwater, Saltwater and Fly Fishing **19%**
2. Car, Backyard, and RV Camping **18%**
3. Road Biking, Mountain Biking and BMX **16%**
4. Running/Jogging and Trail Running **15%**
5. Hiking **13%**

### Hispanics

Ages 6 and Older

1. Running/Jogging and Trail Running **19%**
2. Road Biking, Mountain Biking and BMX **14%**
3. Freshwater, Saltwater and Fly Fishing **14%**
4. Car, Backyard, and RV Camping **13%**
5. Hiking **8%**

# Introducing Youth of All Ethnicities to Outdoor Activities

Parents, family, relatives, and friends are the top influencers for all major ethnicities for youth ages 6 to 17. Not surprisingly, parents are the leading motivator for all groups, although they are cited less often by African Americans, with just 50 percent saying parents are key influencers in getting them involved in outdoor activities.

School programs are the fourth most common motivation for African American, Asian/Pacific Islander, and Hispanic youth and cited by youth of all three ethnicities more often than Caucasians.

## Who influenced your decision to participate in outdoor activities? Outdoor Participants, Ages 6 to 17

	Hispanic	African American	Asian/Pacific Islander	Caucasian
Parents	71%	50%	76%	73%
Friends	38%	32%	43%	40%
Brothers, sisters, or other relatives	34%	26%	30%	32%
School program	14%	13%	21%	11%
Community program (Boy Scouts, YMCA, neighborhood program)	10%	12%	11%	11%
TV, movies, magazines, books, web sites about the outdoors	8%	8%	6%	4%
Something else	4%	5%	1%	2%
Media icon, sports figure, accomplished athlete	2%	0.4%	1%	1%
Experienced mentor (trained and skilled)	1%	4%	4%	2%
Outdoor education program such as Outward Bound	0.1%	2%	0.3%	1%

Based on 2008 data.

## Fun, Fun, Fun.

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

Hispanics cite relaxation more frequently than other ethnicities and Caucasians site opportunities for discovery and exploration more often than other ethnicities.

### What motivates you to participate in outdoor activities?

Outdoor Participants, Ages 6 to 17

	Hispanic	African American	Asian/Pacific Islander	Caucasian
<i>It's fun.</i>	64%	64%	60%	63%
<i>I like new experiences.</i>	36%	22%	27%	27%
<i>I enjoy discovery and exploration.</i>	35%	24%	31%	40%
<i>It is a great way to get exercise.</i>	33%	24%	32%	30%
<i>I get to hang out with my friends.</i>	33%	27%	29%	30%
<i>It's relaxing.</i>	30%	31%	32%	32%
<i>I want to be healthy.</i>	27%	19%	25%	23%
<i>I like challenges.</i>	25%	18%	24%	21%
<i>Some other reason not listed.</i>	23%	12%	6%	12%
<i>I get away from my usual routine.</i>	22%	27%	26%	28%
<i>I can do outdoor activities near my house.</i>	15%	19%	16%	27%
<i>I get a feeling of accomplishment.</i>	8%	11%	18%	13%

Based on 2008 data.

# Why Youth of Different Ethnicities Don't Participate More Often in Outdoor Activities

Schoolwork is the number one reason cited by African American, Asian/Pacific Islander and Hispanic youth ages 6 to 17 when asked why they don't get into the outdoors more often. Asians/Pacific Islanders cite too much schoolwork significantly more than other ethnicities. Nearly one-third of Hispanic outdoor recreation participants cite a lack of access to places to participate in outdoor activities as a top reason for failing to get into the outdoors more often. Only a handful of all participants say that being out of shape keeps them from getting outside more often.

## What keeps you from participating in outdoor activities more? Outdoor Participants, Ages 6 to 17

	Hispanic	African American	Asian/Pacific Islander	Caucasian
<i>I have too much schoolwork.</i>	29%	27%	44%	25%
<i>There aren't places for outdoor activities near me.</i>	28%	17%	13%	12%
<i>I would rather spend time watching TV, on a computer or playing video games.</i>	27%	20%	26%	20%
<i>I'm not interested.</i>	22%	27%	30%	29%
<i>I'm involved in other activities such as team sports and fitness activities.</i>	22%	18%	19%	22%
<i>I don't have the time.</i>	22%	17%	37%	32%
<i>My parents don't take me out for outdoor activities.</i>	19%	15%	18%	15%
<i>I don't want to spend money on gear or equipment.</i>	14%	7%	15%	10%
<i>I'd rather hang out with friends.</i>	13%	15%	21%	20%
<i>Some other reason not listed.</i>	13%	15%	16%	20%
<i>I don't know how to get started, what to do or where to go.</i>	10%	13%	9%	7%
<i>I'm worried I might get hurt.</i>	7%	5%	6%	3%
<i>I think the outdoors is scary.</i>	6%	3%	4%	2%
<i>I don't like bugs or dirt.</i>	5%	8%	19%	6%
<i>I don't enjoy exercise.</i>	5%	2%	6%	5%
<i>I don't have friends to go with.</i>	4%	14%	12%	11%
<i>I'm not in physical shape.</i>	4%	3%	7%	3%

Based on 2008 data.



# Why Youth of Different Ethnicities Fail to Choose Outdoor Activities

Asian/Pacific Islander youth ages 6 to 17 point to their parents as the number one reason why they don't participate in outdoor activities. All other ethnicities say they choose not to participate in outdoor activities because they "aren't interested." Caucasians and Asians/Pacific Islanders cite a preference for screen media — such as TV's, computers and video games — and time with friends more often than Hispanics and African Americans. Hispanics mention a lack of access to opportunities for nearby outdoor recreation and a lack of interest in purchasing outdoor gear more often than other ethnicities.

## What motivates your decision to **NOT** participate in outdoor activities? Outdoor **Non**-Participants, Ages 6 to 17

	Hispanic	African American	Asian/Pacific Islander	Caucasian
<i>I'm not interested.</i>	40%	44%	28%	52%
<i>I have too much schoolwork.</i>	21%	25%	22%	23%
<i>I don't have the time.</i>	17%	18%	11%	22%
<i>I don't want to spend the money on gear/equipment.</i>	16%	7%	16%	11%
<i>There aren't places for outdoor activities near me.</i>	16%	14%	-	5%
<i>I would rather spend my free time watching TV, on a computer or playing video games.</i>	14%	18%	22%	24%
<i>I'm involved in other activities such as team sports and fitness activities.</i>	13%	5%	15%	14%
<i>I don't like bugs or dirt.</i>	11%	13%	13%	12%
<i>My parents don't take me out for outdoor activities.</i>	10%	16%	31%	13%
<i>I'd rather hang out with friends.</i>	10%	15%	17%	22%
<i>I don't have friends to go with.</i>	8%	9%	17%	11%
<i>I don't enjoy exercise.</i>	5%	3%	6%	10%
<i>I'm not in physical shape.</i>	4%	3%	-	4%
<i>I don't know how to get started, what to do or where to go.</i>	3%	11%	24%	6%
<i>I think the outdoors is scary.</i>	2%	4%	4%	3%
<i>I'm worried I might get hurt.</i>	-	5%	3%	3%

Based on 2008 data.



A DETAILED LOOK

# A DETAILED LOOK

The following pages include full participation data for activities surveyed in the *2010 Outdoor Recreation Participation Report*. Data is broken out for outdoor activities by the age groups: youth (ages 6 to 17), young adults (ages 18 to 24) and all Americans (ages 6 and older). A participant is defined as an individual who took part in an activity at least once in 2009.

# Youth Participation in Outdoor Activities, Ages 6 to 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.
<b>Adventure Racing</b>	203	0.4%	104	0.2%	125	0.3%	147	0.3%
<b>Backpacking</b>	2,435	4.8%	1,786	3.6%	2,067	4.2%	1,849	3.7%
<b>Bicycling</b> (BMX)	1,344	2.7%	935	1.9%	1,045	2.1%	726	1.5%
<b>Bicycling</b> (Mountain/Non-Paved Surface)	2,369	4.7%	1,775	3.5%	2,083	4.2%	1,793	3.6%
<b>Bicycling</b> (Road/Paved Surface, Mountain/Non-Paved Surface, BMX)	17,463	34.8%	15,550	30.9%	14,716	29.6%	14,652	29.3%
<b>Bicycling</b> (Road/Paved Surface)	17,401	34.7%	14,336	28.5%	13,325	26.8%	13,652	27.3%
<b>Birdwatching</b> (More Than 1/4 Mile of Home/Vehicle)	1,756	3.5%	1,194	2.4%	1,320	2.7%	1,473	2.9%
<b>Boardsailing/Windsurfing</b>	225	0.4%	228	0.5%	236	0.5%	200	0.4%
<b>Camping</b> (Within 1/4 Mile of Vehicle/Home)	12,702	25.3%	9,627	19.1%	9,012	18.1%	9,252	18.5%
<b>Camping</b> (Car, Backyard, or RV)	14,662	29.2%	11,730	23.3%	10,887	21.9%	11,443	22.9%
<b>Camping</b> (Recreational Vehicle)	5,993	11.9%	4,284	8.5%	3,783	7.6%	4,045	8.1%
<b>Canoeing</b>	3,515	7.0%	2,564	5.1%	2,497	5.0%	2,416	4.8%
<b>Climbing</b> (Sport/Indoor/Boulder)	2,583	5.1%	1,585	3.2%	1,379	2.8%	1,446	2.9%
<b>Climbing</b> (Traditional/Ice/Mountaineering)	470	0.9%	510	1.0%	441	0.9%	282	0.6%
<b>Fishing</b> (Fly, Freshwater/Other or Saltwater)	15,406	30.7%	12,394	24.7%	11,282	22.7%	11,240	22.5%
<b>Fishing</b> (Fly)	1,440	2.9%	711	1.4%	734	1.5%	880	1.8%
<b>Fishing</b> (Freshwater/Other)	14,399	28.7%	10,932	21.7%	9,912	20.0%	9,987	20.0%
<b>Fishing</b> (Saltwater)	2,859	5.7%	2,579	5.1%	2,257	4.5%	2,028	4.1%
<b>Hiking</b>	7,138	14.2%	5,800	11.5%	6,078	12.2%	6,128	12.3%
<b>Hunting</b> (All)	3,832	7.6%	2,088	4.2%	2,138	4.3%	2,225	4.4%
<b>Kayaking</b> (Recreational)	1,189	2.4%	1,056	2.1%	1,227	2.5%	1,199	2.4%
<b>Kayaking</b> (Sea/Touring)	124	0.2%	241	0.5%	178	0.4%	164	0.3%
<b>Kayaking</b> (Whitewater)	244	0.5%	197	0.4%	165	0.3%	312	0.6%
<b>Rafting</b>	1,100	2.2%	993	2.0%	869	1.8%	1,064	2.1%
<b>Running</b> (Running/Jogging or Trail Running)	13,164	26.2%	11,223	22.3%	9,552	19.2%	10,048	20.1%
<b>Running/Jogging</b>	12,640	25.2%	11,102	22.1%	9,377	18.9%	9,999	20.0%
<b>Sailing</b>	651	1.3%	526	1.0%	603	1.2%	664	1.3%
<b>Scuba Diving</b>	225	0.4%	278	0.6%	323	0.6%	277	0.6%
<b>Skateboarding</b>	8,745	17.4%	5,783	11.5%	5,469	11.0%	4,968	9.9%
<b>Skiing</b> (Alpine/Downhill)	n/a	n/a	2,236	4.4%	2,417	4.9%	2,350	4.7%
<b>Skiing</b> (Cross-Country)	n/a	n/a	568	1.1%	628	1.3%	661	1.3%
<b>Snorkeling</b>	1,671	3.3%	1,610	3.2%	1,700	3.4%	1,315	2.6%
<b>Snowboarding</b>	n/a	n/a	2,396	4.8%	2,267	4.6%	2,370	4.7%
<b>Snowshoeing</b>	n/a	n/a	400	0.8%	474	1.0%	599	1.2%
<b>Surfing</b>	451	0.9%	465	0.9%	520	1.0%	589	1.2%
<b>Telemarking</b> (Downhill)	n/a	n/a	172	0.3%	234	0.5%	217	0.4%
<b>Trail Running</b>	1,161	2.3%	657	1.3%	618	1.2%	501	1.0%
<b>Triathlon</b> (Non-Traditional/Off Road)	58	0.1%	90	0.2%	80	0.2%	155	0.3%
<b>Triathlon</b> (Traditional/Road)	65	0.1%	113	0.2%	240	0.5%	136	0.3%
<b>Wakeboarding</b>	1,520	3.0%	1,437	2.9%	1,084	2.2%	1,096	2.2%
<b>Wildlife Viewing</b> (More Than 1/4 Mile of Home/Vehicle)	4,519	9.0%	2,967	5.9%	3,213	6.5%	2,775	5.5%



# Young Adult Participation in Outdoor Activities, Ages 18 to 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.
<b>Adventure Racing</b>	123	0.4%	227	0.8%	224	0.8%	217	0.8%
<b>Backpacking</b>	1,026	3.6%	1,262	4.4%	1,132	4.0%	1,358	4.7%
<b>Bicycling</b> (BMX)	308	1.1%	401	1.4%	305	1.1%	266	0.9%
<b>Bicycling</b> (Mountain/Non-Paved Surface)	970	3.4%	1,019	3.6%	776	2.7%	781	2.7%
<b>Bicycling</b> (Road/Paved Surface, Mountain/Non-Paved Surface, BMX)	2,778	9.8%	3,882	13.7%	3,687	13.0%	3,935	13.7%
<b>Bicycling</b> (Road/Paved Surface)	2,673	9.5%	3,335	11.7%	3,297	11.6%	3,594	12.6%
<b>Birdwatching</b> (More Than 1/4 Mile of Home/Vehicle)	533	1.9%	670	2.4%	793	2.8%	676	2.4%
<b>Boardsailing/Windsurfing</b>	296	1.0%	269	0.9%	341	1.2%	228	0.8%
<b>Camping</b> (Within 1/4 Mile of Vehicle/Home)	4,281	15.1%	3,862	13.6%	3,739	13.2%	4,004	14.0%
<b>Camping</b> (Car, Backyard, or RV)	4,312	15.3%	4,606	16.2%	4,483	15.8%	4,724	16.5%
<b>Camping</b> (Recreational Vehicle)	1,336	4.7%	1,589	5.6%	1,558	5.5%	1,444	5.0%
<b>Canoeing</b>	1,090	3.9%	1,521	5.4%	1,295	4.6%	1,154	4.0%
<b>Climbing</b> (Sport/Indoor/Boulder)	993	3.5%	1,054	3.7%	1,002	3.5%	769	2.7%
<b>Climbing</b> (Traditional/Ice/Mountaineering)	406	1.4%	510	1.8%	387	1.4%	381	1.3%
<b>Fishing</b> (Fly, Freshwater/Other or Saltwater)	4,473	15.8%	4,809	16.9%	4,382	15.4%	4,337	15.2%
<b>Fishing</b> (Fly)	789	2.8%	695	2.4%	718	2.5%	454	1.6%
<b>Fishing</b> (Freshwater/Other)	4,068	14.4%	4,069	14.3%	3,549	12.5%	3,757	13.1%
<b>Fishing</b> (Saltwater)	1,224	4.3%	1,410	5.0%	1,302	4.6%	1,017	3.6%
<b>Hiking</b>	3,895	13.8%	3,465	12.2%	3,399	12.0%	3,392	11.9%
<b>Hunting</b> (All)	1,791	6.3%	1,707	6.0%	1,522	5.4%	2,025	17.1%
<b>Kayaking</b> (Recreational)	532	1.9%	795	2.8%	889	3.1%	790	2.8%
<b>Kayaking</b> (Sea/Touring)	251	0.9%	241	0.8%	345	1.2%	221	0.8%
<b>Kayaking</b> (Whitewater)	215	0.8%	223	0.8%	259	0.9%	217	0.8%
<b>Rafting</b>	551	1.9%	789	2.8%	775	2.7%	668	2.3%
<b>Running</b> (Running/Jogging or Trail Running)	7,744	27.4%	8,583	30.2%	8,061	28.4%	8,554	29.9%
<b>Running/Jogging</b>	7,572	26.8%	8,441	29.7%	7,944	27.9%	8,404	29.4%
<b>Sailing</b>	214	0.8%	455	1.6%	595	2.1%	416	1.5%
<b>Scuba Diving</b>	623	2.2%	523	1.8%	570	2.0%	294	1.0%
<b>Skateboarding</b>	970	3.4%	1,377	4.8%	1,011	3.6%	958	3.3%
<b>Skiing</b> (Alpine/Downhill)	n/a	n/a	1,826	6.4%	1,522	5.4%	1,431	5.0%
<b>Skiing</b> (Cross-Country)	n/a	n/a	452	1.6%	496	1.7%	457	1.6%
<b>Snorkeling</b>	1,251	4.4%	1,168	4.1%	1,144	4.0%	969	3.4%
<b>Snowboarding</b>	n/a	n/a	1,896	6.7%	2,006	7.1%	2,049	7.2%
<b>Snowshoeing</b>	n/a	n/a	429	1.5%	358	1.3%	383	1.3%
<b>Surfing</b>	749	2.7%	663	2.3%	590	2.1%	450	1.6%
<b>Telemarking</b> (Downhill)	n/a	n/a	310	1.1%	295	1.0%	269	0.9%
<b>Trail Running</b>	1,018	3.6%	796	2.8%	939	3.3%	1,003	3.5%
<b>Triathlon</b> (Non-Traditional/Off Road)	52	0.2%	113	0.4%	198	0.7%	128	0.4%
<b>Triathlon</b> (Traditional/Road)	70	0.2%	173	0.6%	266	0.9%	254	0.9%
<b>Wakeboarding</b>	597	2.1%	1,040	3.7%	809	2.8%	794	2.8%
<b>Wildlife Viewing</b> (More Than 1/4 Mile of Home/Vehicle)	1,460	5.2%	1,587	5.6%	1,859	6.5%	1,501	5.2%

# Participation in Outdoor Activities, All Americans Ages 6 and Older

	2006 in 000's	% of Pop.	2007 in 000's	% of Pop.	2008 in 000's	% of Pop.	2009 in 000's	% of Pop.
<b>Adventure Racing</b>	725	0.3%	698	0.3%	920	0.3%	1,089	0.4%
<b>Backpacking</b>	7,067	2.6%	6,637	2.4%	7,867	2.8%	7,647	2.7%
<b>Bicycling</b> (BMX)	1,655	0.6%	1,887	0.7%	1,904	0.7%	1,811	0.6%
<b>Bicycling</b> (Mountain/Non-Paved Surface)	6,751	2.5%	6,892	2.5%	7,592	2.7%	7,142	2.5%
<b>Bicycling</b> (Road/Paved Surface, Mountain/Non-Paved Surface, BMX)	39,688	14.5%	42,126	15.2%	41,548	14.9%	43,264	15.4%
<b>Bicycling</b> (Road/Paved Surface)	38,457	14.0%	38,940	14.1%	38,114	13.6%	40,140	14.3%
<b>Birdwatching</b> (More Than 1/4 Mile of Home/Vehicle)	11,070	4.0%	13,476	4.9%	14,399	5.2%	13,294	4.7%
<b>Boardsailing/Windsurfing</b>	938	0.3%	1,118	0.4%	1,307	0.5%	1,128	0.4%
<b>Camping</b> (Within 1/4 Mile of Vehicle/Home)	35,618	13.0%	31,375	11.3%	33,686	12.0%	34,338	12.2%
<b>Camping</b> (Car, Backyard, or RV)	43,123	15.7%	39,836	14.4%	42,396	15.2%	44,034	15.6%
<b>Camping</b> (Recreational Vehicle)	16,946	6.2%	16,168	5.8%	16,517	5.9%	17,436	6.2%
<b>Canoeing</b>	9,154	3.3%	9,797	3.5%	9,935	3.6%	10,058	3.6%
<b>Climbing</b> (Sport/Indoor/Boulder)	4,728	1.7%	4,514	1.6%	4,769	1.7%	4,313	1.5%
<b>Climbing</b> (Traditional/Ice/Mountaineering)	1,586	0.6%	2,084	0.8%	2,288	0.8%	1,835	0.7%
<b>Fishing</b> (Fly, Freshwater/Other or Saltwater)	49,696	18.1%	51,836	18.7%	48,206	17.2%	47,973	17.0%
<b>Fishing</b> (Fly)	6,071	2.2%	5,756	2.1%	5,941	2.1%	5,568	2.0%
<b>Fishing</b> (Freshwater/Other)	43,100	15.7%	43,859	15.8%	40,331	14.4%	40,961	14.5%
<b>Fishing</b> (Saltwater)	12,466	4.5%	14,437	5.2%	13,804	4.9%	12,303	4.4%
<b>Hiking</b>	29,863	10.9%	29,965	10.8%	32,511	11.6%	32,572	11.6%
<b>Hunting</b> (All)	15,097	5.5%	14,138	5.1%	13,980	5.0%	15,273	5.4%
<b>Kayaking</b> (Recreational)	4,134	1.5%	5,070	1.8%	6,240	2.2%	6,212	2.2%
<b>Kayaking</b> (Sea/Touring)	1,136	0.4%	1,485	0.5%	1,780	0.6%	1,771	0.6%
<b>Kayaking</b> (Whitewater)	828	0.3%	1,207	0.4%	1,242	0.4%	1,369	0.5%
<b>Rafting</b>	3,609	1.3%	4,616	1.7%	4,651	1.7%	4,318	1.5%
<b>Running</b> (Running/Jogging or Trail Running)	38,719	14.1%	41,957	15.2%	42,103	15.1%	44,732	15.9%
<b>Running/Jogging</b>	38,559	14.1%	41,064	14.8%	41,130	14.7%	43,892	15.6%
<b>Sailing</b>	3,390	1.2%	4,056	1.5%	4,226	1.5%	4,342	1.5%
<b>Scuba Diving</b>	2,965	1.1%	2,965	1.1%	3,216	1.2%	2,723	1.0%
<b>Skateboarding</b>	10,130	3.7%	8,429	3.0%	7,807	2.8%	7,352	2.6%
<b>Skiing</b> (Alpine/Downhill)	n/a	n/a	10,362	3.7%	10,346	3.7%	10,919	3.9%
<b>Skiing</b> (Cross-Country)	n/a	n/a	3,530	1.3%	3,848	1.4%	4,157	1.5%
<b>Snorkeling</b>	8,395	3.1%	10,294	3.7%	10,296	3.7%	9,358	3.3%
<b>Snowboarding</b>	n/a	n/a	6,841	2.5%	7,159	2.6%	7,421	2.6%
<b>Snowshoeing</b>	n/a	n/a	2,400	0.9%	2,922	1.0%	3,431	1.2%
<b>Surfing</b>	2,170	0.8%	2,206	0.8%	2,607	0.9%	2,403	0.9%
<b>Telemarking</b> (Downhill)	n/a	n/a	1,173	0.4%	1,435	0.5%	1,482	0.5%
<b>Trail Running</b>	4,558	1.7%	4,216	1.5%	4,857	1.7%	4,833	1.7%
<b>Triathlon</b> (Non-Traditional/Off Road)	281	0.1%	483	0.2%	602	0.2%	666	0.2%
<b>Triathlon</b> (Traditional/Road)	640	0.2%	798	0.3%	1,087	0.4%	1,208	0.4%
<b>Wakeboarding</b>	3,046	1.1%	4,083	1.5%	3,544	1.3%	3,577	1.3%
<b>Wildlife Viewing</b> (More Than 1/4 Mile of Home/Vehicle)	20,294	7.4%	22,974	8.3%	24,113	8.6%	21,291	7.6%

# Participation in Other Activities, All Americans Ages 6 and Older

	2006 in 000's	% of Pop.	2007 in 000's	% of Pop.	2008 in 000's	% of Pop.	2009 in 000's	% of Pop.
<b>Indoor Fitness Activities</b>								
<b>Abdominal Machine/Device</b>	23,656	8.6%	20,426	7.4%	19,917	7.1%	19,465	6.9%
<b>Aerobics</b> (High-Impact)	10,934	4.0%	11,287	4.1%	12,272	4.4%	13,269	4.7%
<b>Aerobics</b> (Low-Impact)	21,952	8.0%	22,397	8.1%	24,168	8.6%	25,685	9.1%
<b>Aerobics</b> (Step)	8,676	3.2%	8,528	3.1%	10,318	3.7%	10,784	3.8%
<b>Aquatic Exercise</b>	9,528	3.5%	9,757	3.5%	9,267	3.3%	8,662	3.1%
<b>Calisthenics</b>	7,120	2.6%	7,562	2.7%	7,943	2.8%	9,106	3.2%
<b>Cardio Kickboxing</b>	4,952	1.8%	4,812	1.7%	4,997	1.8%	6,002	2.1%
<b>Cross-Country Ski Machine</b>	4,168	1.5%	3,696	1.3%	3,490	1.2%	3,097	1.1%
<b>Elliptical Motion Trainer</b>	24,548	9.0%	23,586	8.5%	25,284	9.0%	26,521	9.4%
<b>Free Weights</b> (Barbells)	28,887	10.5%	25,499	9.2%	26,142	9.4%	27,048	9.6%
<b>Free Weights</b> (Dumbbells)	35,462	12.9%	32,371	11.7%	34,391	12.3%	35,744	12.7%
<b>Free Weights</b> (Hand Weights)	46,627	17.0%	43,821	15.8%	42,997	15.4%	45,934	16.3%
<b>Home Gym Exercise</b>	26,687	9.7%	25,823	9.3%	24,514	8.8%	24,762	8.8%
<b>Other Exercise to Music</b>	21,749	7.9%	22,294	8.1%	21,893	7.8%	22,045	7.8%
<b>Pilates Training</b>	10,925	4.0%	9,192	3.3%	8,886	3.2%	8,653	3.1%
<b>Rowing Machine</b>	9,500	3.5%	8,782	3.2%	9,021	3.2%	9,174	3.3%
<b>Stair Climbing Machine</b>	14,978	5.5%	13,521	4.9%	14,204	5.1%	13,101	4.7%
<b>Stationary Cycling</b> (Recumbent)	11,694	4.3%	10,818	3.9%	11,389	4.1%	11,208	4.0%
<b>Stationary Cycling</b> (Group)	6,610	2.4%	6,314	2.3%	6,693	2.4%	6,831	2.4%
<b>Stationary Cycling</b> (Upright)	26,954	9.8%	24,531	8.9%	25,304	9.1%	24,528	8.7%
<b>Stretching</b>	32,858	12.0%	36,181	13.1%	36,288	13.0%	36,310	12.9%
<b>Swimming</b> (Fitness/Competition)	18,220	6.6%	18,368	6.6%	19,041	6.8%	17,443	6.2%
<b>Tai Chi</b>	n/a	n/a	n/a	n/a	3,424	1.2%	3,205	1.1%
<b>Treadmill</b>	52,161	19.0%	50,073	18.1%	49,371	17.7%	51,418	18.3%
<b>Weight/Resistance Machines</b>	43,651	15.9%	39,290	14.2%	38,397	13.7%	39,752	14.1%
<b>Yoga</b>	n/a	n/a	n/a	n/a	17,758	6.4%	20,109	7.1%

<b>Team Sports</b>								
<b>Baseball</b>	14,586	5.3%	16,058	5.8%	15,020	5.4%	13,837	4.9%
<b>Basketball</b>	23,680	8.6%	25,961	9.4%	26,254	9.4%	24,007	8.5%
<b>Cheerleading</b>	2,931	1.1%	3,279	1.2%	3,104	1.1%	3,036	1.1%
<b>Field Hockey</b>	774	0.3%	1,127	0.4%	1,118	0.4%	1,066	0.4%
<b>Football</b> (Flag)	n/a	n/a	n/a	n/a	7,310	2.6%	6,553	2.3%
<b>Football</b> (Tackle)	8,404	3.1%	7,939	2.9%	7,692	2.8%	6,794	2.4%
<b>Football</b> (Touch)	12,344	4.5%	12,988	4.7%	10,493	3.8%	8,959	3.2%
<b>Ice Hockey</b>	1,717	0.6%	1,840	0.7%	1,902	0.7%	2,134	0.8%
<b>Lacrosse</b>	871	0.3%	1,058	0.4%	1,127	0.4%	1,197	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.
<b>Rugby</b>	514	0.2%	617	0.2%	690	0.2%	750	0.3%
<b>Soccer</b> (Indoor)	4,701	1.7%	4,237	1.5%	4,737	1.7%	4,913	1.7%
<b>Soccer</b> (Outdoor)	13,598	5.0%	13,708	5.0%	14,223	5.1%	13,691	4.9%
<b>Softball</b> (Fast Pitch)	1,759	0.6%	2,345	0.8%	2,316	0.8%	2,636	0.9%
<b>Softball</b> (Slow Pitch)	9,518	3.5%	9,485	3.4%	9,835	3.5%	8,525	3.0%
<b>Track and Field</b>	4,031	1.5%	4,691	1.7%	4,516	1.6%	4,443	1.6%
<b>Volleyball</b> (Beach)	3,315	1.2%	3,878	1.4%	4,171	1.5%	4,476	1.6%
<b>Volleyball</b> (Court)	6,132	2.2%	6,986	2.5%	8,190	2.9%	7,283	2.6%
<b>Volleyball</b> (Grass)	4,372	1.6%	4,940	1.8%	5,086	1.8%	4,853	1.7%

Other Activities								
<b>Archery</b>	7,215	2.6%	5,950	2.1%	6,409	2.3%	6,326	2.2%
<b>Badminton</b>	5,981	2.2%	7,057	2.5%	7,239	2.6%	7,699	2.7%
<b>Billiards/Pool</b>	47,953	17.5%	51,089	18.5%	49,018	17.5%	43,005	15.3%
<b>Bowling</b>	54,421	19.9%	60,184	21.7%	58,650	21.0%	57,293	20.3%
<b>Boxing</b>	2,040	0.7%	2,279	0.8%	2,358	0.8%	2,932	1.0%
<b>Cardio Tennis</b>	n/a	n/a	n/a	n/a	830	0.3%	1,177	0.4%
<b>Darts</b>	22,974	8.4%	24,709	8.9%	23,451	8.4%	20,022	7.1%
<b>Golf</b> (9/18-Hole Course)	29,816	10.9%	29,525	10.7%	27,608	9.9%	27,103	9.6%
<b>Gymnastics</b>	3,630	1.3%	4,066	1.5%	3,883	1.4%	4,021	1.4%
<b>Horseback Riding</b>	11,384	4.2%	12,098	4.4%	10,816	3.9%	9,755	3.5%
<b>Ice Skating</b>	9,653	3.5%	11,430	4.1%	10,999	3.9%	10,929	3.9%
<b>Jet Skiing</b>	6,918	2.5%	8,055	2.9%	7,815	2.8%	7,724	2.7%
<b>Martial Arts</b>	5,998	2.2%	6,865	2.5%	6,770	2.4%	6,516	2.3%
<b>Paintball</b>	4,547	1.7%	5,476	2.0%	4,857	1.7%	4,552	1.6%
<b>Racquetball</b>	3,559	1.3%	4,229	1.5%	4,993	1.8%	4,575	1.6%
<b>Roller Hockey</b>	1,383	0.5%	1,847	0.7%	1,562	0.6%	1,397	0.5%
<b>Roller Skating</b> (2x2 Wheels)	7,553	2.8%	8,921	3.2%	7,855	2.8%	8,147	2.9%
<b>Roller Skating</b> (Inline Wheels)	12,314	4.5%	10,814	3.9%	9,608	3.4%	8,276	2.9%
<b>Scooter Riding</b> (Non-Motorized)	7,653	2.8%	6,782	2.5%	6,394	2.3%	5,064	1.8%
<b>Shooting</b> (Sport/Clays)	4,062	1.5%	4,115	1.5%	4,282	1.5%	4,182	1.5%
<b>Shooting</b> (Trap/Skeet)	3,013	1.1%	3,376	1.2%	3,669	1.3%	3,368	1.2%
<b>Snowmobiling</b>	n/a	n/a	4,811	1.7%	4,660	1.7%	4,798	1.7%
<b>Squash</b>	503	0.2%	612	0.2%	706	0.3%	885	0.3%
<b>Table Tennis</b>	15,091	5.5%	15,955	5.8%	17,201	6.2%	19,301	6.9%
<b>Target Shooting</b> (Handgun)	9,995	3.6%	11,736	4.2%	13,365	4.8%	12,473	4.4%
<b>Target Shooting</b> (Rifle)	11,803	4.3%	12,436	4.5%	13,102	4.7%	12,730	4.5%
<b>Tennis</b>	14,563	5.3%	16,940	6.1%	18,558	6.6%	18,534	6.6%
<b>Ultimate Frisbee</b>	3,698	1.3%	4,038	1.5%	4,879	1.7%	4,392	1.6%
<b>Walking for Fitness</b>	101,229	36.9%	108,740	39.3%	111,668	39.9%	110,095	39.1%
<b>Water Skiing</b>	5,273	1.9%	5,918	2.1%	5,593	2.0%	4,862	1.7%
<b>Wrestling</b>	2,914	1.1%	3,313	1.2%	3,358	1.2%	2,982	1.1%

# 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 and 2009 participation represents participation in the 2008/2009 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), kayaking (recreational), kayaking (sea/touring), kayaking (white water), rafting, running/jogging, sailing, scuba diving, skateboarding, skiing (alpine/downhill), skiing (cross-country), snorkeling, snowboarding, snowshoeing, 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.



## Methodology

During January and February 2010, a total of 40,141 online interviews were carried out with a nationwide sample of individuals and households from the US Online Panel operated by Synovate. A total of 15,067 individual surveys and 25,074 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 underresponding groups.

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 281,658,000 people ages six and above. The report details participation among all Americans: youth, young adults and adults.

The 2009 participation survey sample size of 40,141 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 U.S. A sport with a participation rate of five percent of the total population 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 participation rates of small groups, especially those with less than one million participants, can be expected to fluctuate from year to year.

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 2010 participation survey, which focused on American participation in the 2009 calendar year. 2006, 2007 and 2008 data noted in the report was collected in previous surveys.

### 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. Special thanks to

*Outdoor Industry Association*  
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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](http://www.outdoorfoundation.org).

