

# Outdoor Participation Report

2014

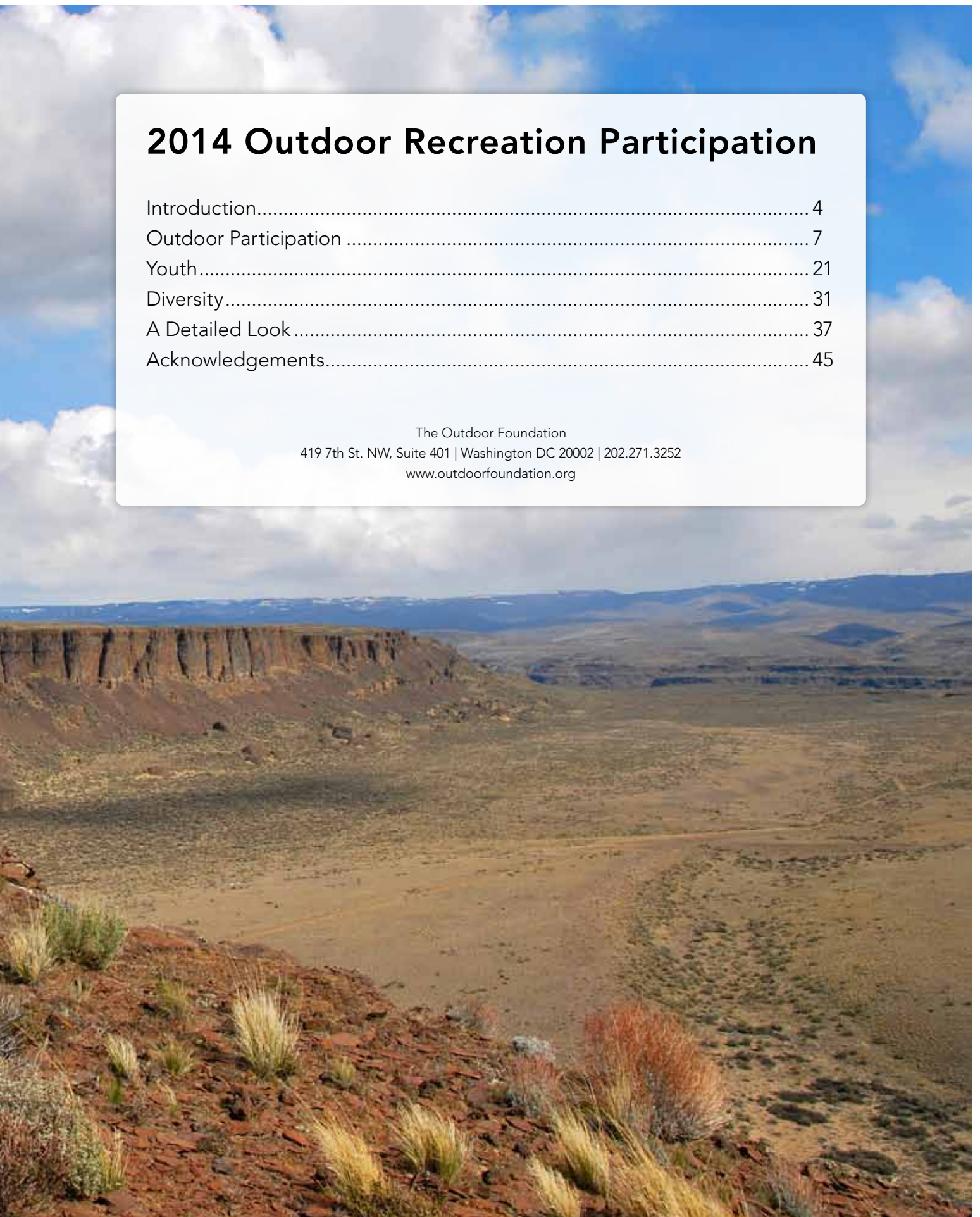




# 2014 Outdoor Recreation Participation

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## Outdoor Recreation: Here to Stay

Outdoor recreation is part of the fabric of America. Every day, Americans take part in a vast array of outdoor opportunities — from pedaling along an urban trail to trekking through the backcountry of one of America’s National Parks to casting a line into a local stream. Indeed, research once again points to America’s strong, steady outdoor participation.

Nearly 143 million Americans, or 49.2 percent of the US population, participated in an outdoor activity at least once in 2013. Although the actual number of outdoor participants increased since 2012, the participation rate fell slightly, due to population growth. Participants went on a total of 12.1 billion outdoor outings, a minor decrease from 12.4 billion in 2012.

There was good news about the outdoor participation rates of female youth. Participation among teenage girls made up for some of the losses seen in 2012 by adding three percentage points. Meanwhile, participation rates among girls and young women increased by two percentage points — bringing young women’s participation to the highest rate since 2006. Participation among male youth, on the other hand, either fell or remained steady.



There is still work to be done to engage minority groups in outdoor recreation. As seen in previous years, Caucasians participated at the highest rate and African Americans at the lowest. The biggest participation gap was seen in Caucasian and African American adolescents. Interestingly, Hispanics participated at the second-lowest rate, but those who did participate averaged the most outdoor outings per person.

## Reconnecting America’s Youth

Nationwide initiatives that reconnect youth to the outdoors are critical to ensuring healthy, active communities and a future for outdoor conservation. To help these efforts, The Outdoor Foundation® has produced the eighth annual *Outdoor Recreation Participation Report*, which provides an understanding of American participation in outdoor activities with a focus on youth and diversity. The report explains the state of outdoor participation so we can effectively work to end America’s inactivity crisis and reconnect youth to the outdoors.

## Key Findings

### OUTDOOR PARTICIPATION

- Nearly 143 million Americans, or 49.2 percent of the US population, participated in an outdoor activity at least once in 2013.
- Although the actual number of outdoor participants increased since 2012, the participation rate fell slightly, due to population growth.
- While 8.1 million Americans started participating in one or more of the outdoor activities measured, 7.4 million stopped. There was net gain of 700,000 total participants and a low churn rate of 5.2 percent.
- Participants went on a total of 12.1 billion outdoor outings, a minor decrease from 12.4 billion in 2012.
- Almost one-quarter of all outdoor enthusiasts participated in outdoor activities at least twice per week.
- Running, including jogging and trail running, was the most popular activity among Americans when measured by number of participants and by number of total annual outings.
- Fifty-five percent of people living in the West North Central region of the US participated in outdoor activities last year, making its population the most active in outdoor participation.
- Walking for fitness is the most popular crossover activity. In 2013, 53 percent of outdoor enthusiasts also walked.

- The biggest motivator for outdoor participation was getting exercise.

### YOUTH

- Among children and young adults, participation rose one percentage point, while the rates among the two older age groups lost one percentage point. Teenagers maintained the same participation rate.
- Since 2012, participation among girls and young women added two percentage points and teenage girls added three. Conversely, participation among males fell or remained steady.
- Youth who did not participate in outdoor activities said they were simply not interested in the outdoors.
- Among adults who are current outdoor participants, 74 percent had physical education and 41 percent enjoyed outdoor activities in elementary school.

### DIVERSITY

- As seen in previous reports, outdoor participation is highest among Caucasians and lowest among African Americans.
- Although Hispanics Americans made up a small percentage of total outdoor participants, those who did participate averaged the most annual outdoor outings per person.
- Running was the most popular outdoor activity for all Americans regardless of ethnic or racial affiliation.

OUTDOOR

PARTICIPATION

# OUTDOOR PARTICIPATION

**50%** In 2013, nearly half, 49.2 percent, of all Americans participated in outdoor recreation.



Running, including jogging and trail running, was the most popular outdoor activity with more than 57 million participants and a participation rate of 20 percent.



46 percent of outdoor participants are females and 54 percent are males.

**Caucasian** In 2013, 70 percent of outdoor participants were Caucasian.



Walking for fitness was the top crossover activity enjoyed by outdoor participants. More than half of all participants also walked.

**700K** There was net gain of 700,000 outdoor participants.



30 percent of all outdoor participants earned an annual household income of \$100,000 or more.



Among females ages 21 to 25, indoor fitness overtakes outdoor recreation as the preferred physical activity, and it remains the most popular form of activity throughout life.



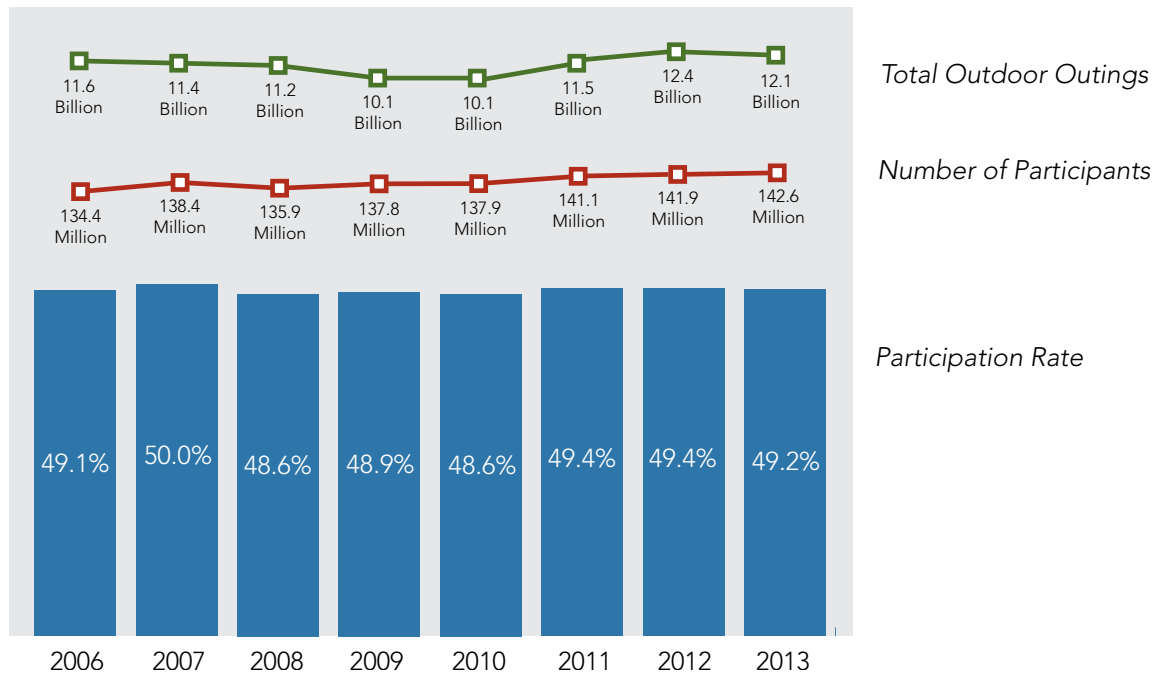
More than 70 percent of outdoor participants were motivated to recreate outdoors as a way of getting exercise.

# Outdoor Participation Over Time

Nearly 143 million Americans, or 49.2 percent of the US population, participated in an outdoor activity at least once in 2013. Although the actual number of outdoor participants increased since 2012, the participation rate fell slightly, due to population growth. Participants went on a total of 12.1 billion outdoor outings, a minor decrease from 12.4 billion in 2012.

## Outdoor Participation

All Americans, Ages 6+



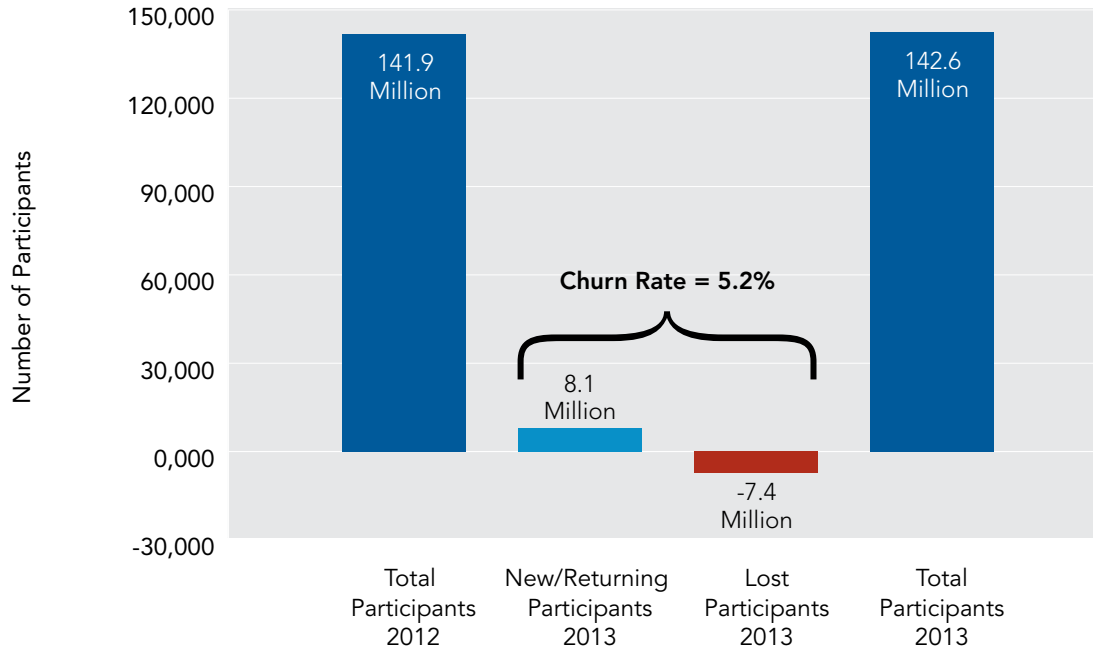
*Note: A participant in outdoor recreation is defined as an individual who took part in one or more of 42 outdoor activities at least once during 2013. Measured outdoor activities include adventure racing, backpacking, bicycling (BMX), bicycling (mountain/non-paved surface), bicycling (road/paved surface), birdwatching, boardsailing/wind-surfing, car or backyard camping, RV camping, canoeing, climbing (sport/indoor/boulder), climbing (traditional/ice/mountaineering), fly fishing, freshwater fishing, saltwater fishing, hiking, hunting (rifle), hunting (shotgun), hunting (handgun), hunting (bow), kayak fishing, kayaking (recreational), kayaking (sea/touring), kayaking (white water), rafting, running/jogging, sailing, scuba diving, skateboarding, skiing (alpine/downhill), skiing (cross-country), skiing (freestyle), snorkeling, snowboarding, snowshoeing, stand up paddling, surfing, telemarking (downhill), trail running, triathlon (non-traditional/off road), triathlon (traditional/road), wakeboarding and wildlife viewing.*



# The Leaky Bucket

All Americans, Ages 6+

The "Leaky Bucket" analysis shows that outdoor activities gained more participants than they lost from 2012 to 2013. While 8.1 million Americans started participating in one or more of the outdoor activities measured, 7.4 million stopped. In other words, there was a net gain of 700,000 total participants and a low churn rate of 5.2 percent.

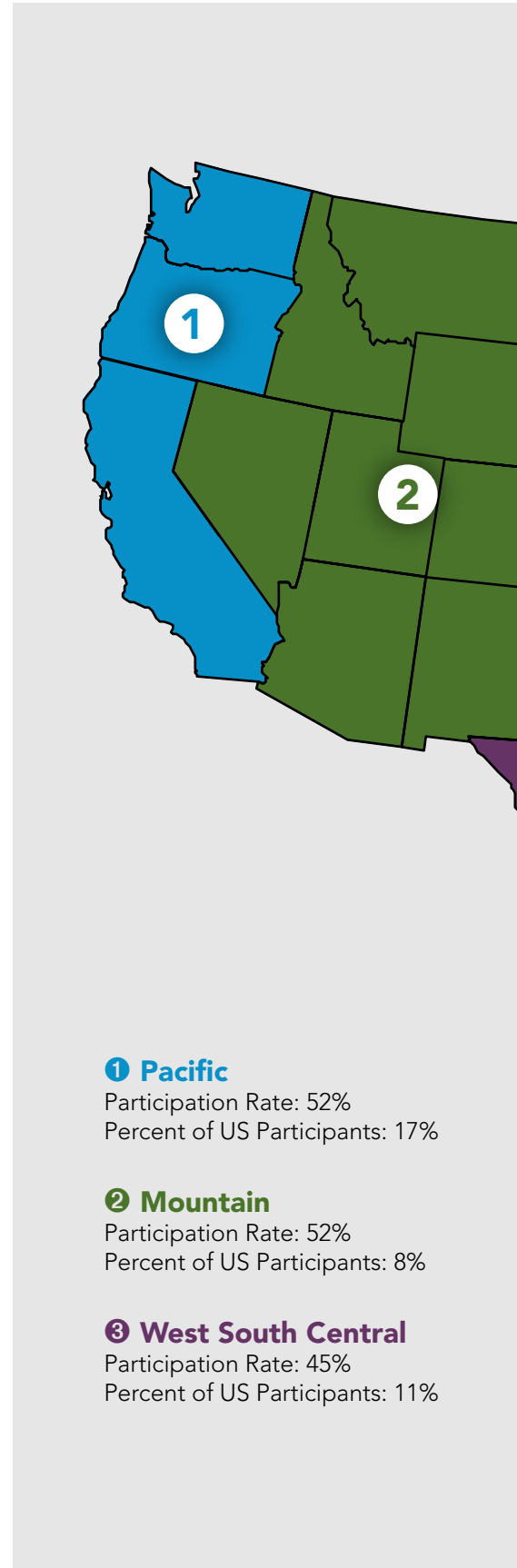
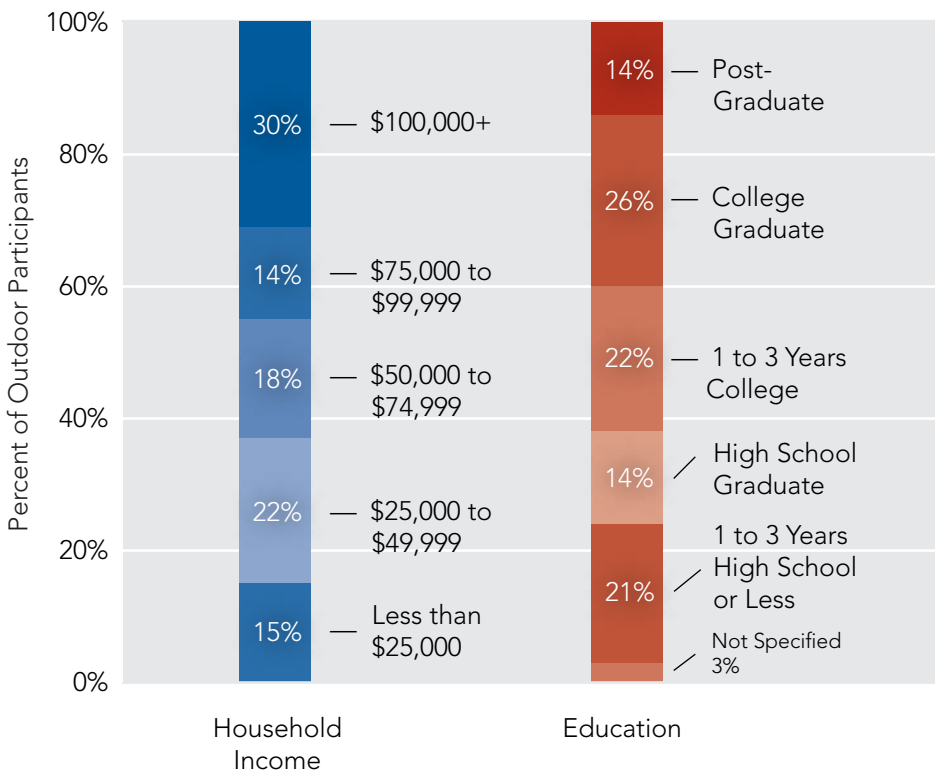
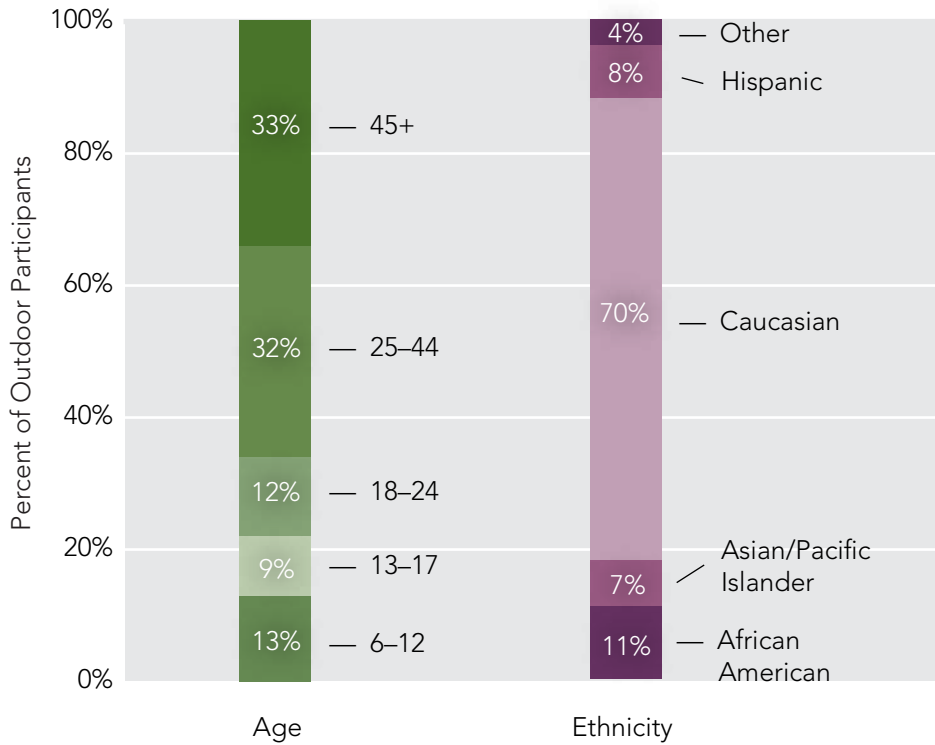


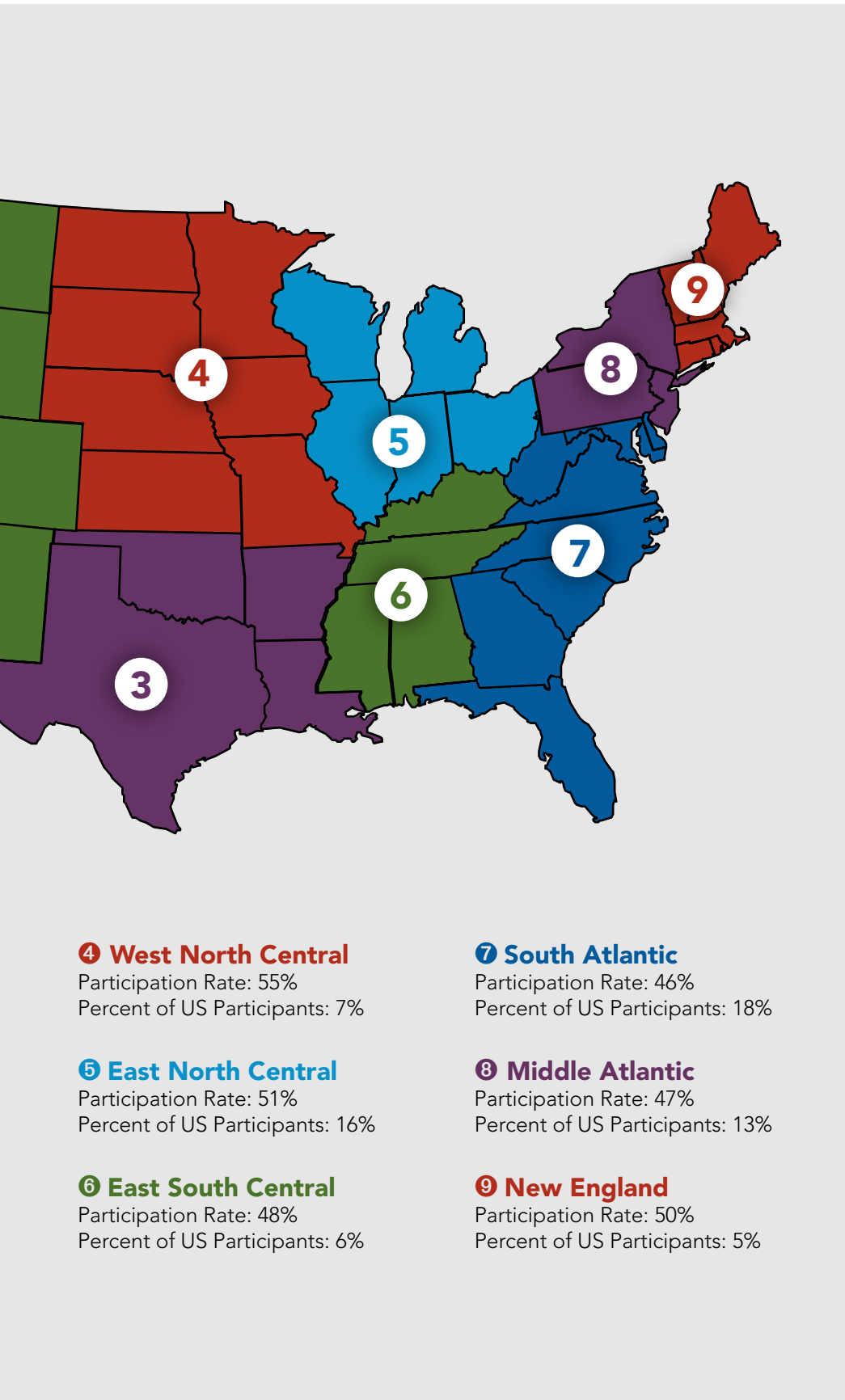
# A Snapshot of Outdoor Enthusiasts

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

## Participation in Outdoor Activities by Demographic

Outdoor Participants, Ages 6+





**4 West North Central**  
 Participation Rate: 55%  
 Percent of US Participants: 7%

**5 East North Central**  
 Participation Rate: 51%  
 Percent of US Participants: 16%

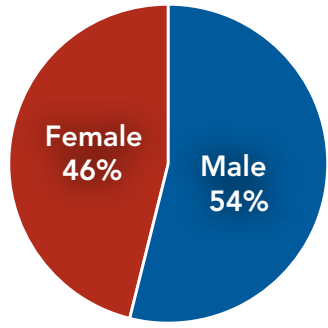
**6 East South Central**  
 Participation Rate: 48%  
 Percent of US Participants: 6%

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

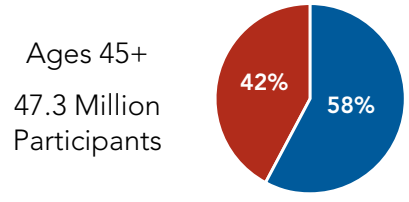
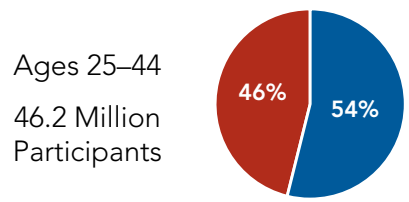
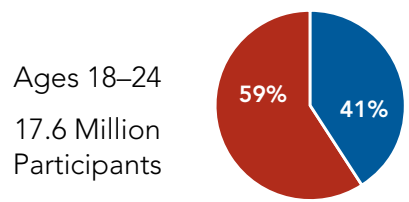
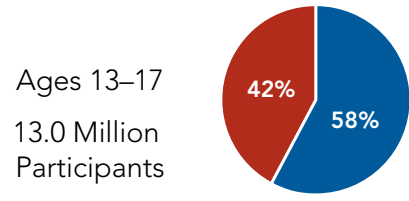
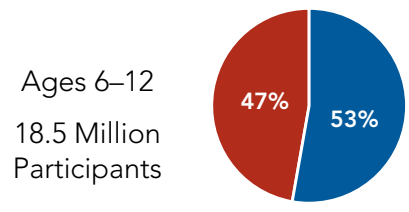
**8 Middle Atlantic**  
 Participation Rate: 47%  
 Percent of US Participants: 13%

**9 New England**  
 Participation Rate: 50%  
 Percent of US Participants: 5%

### Participation in Outdoor Activities by Gender



Outdoor Participants, Ages 6+  
 142.6 Million Participants

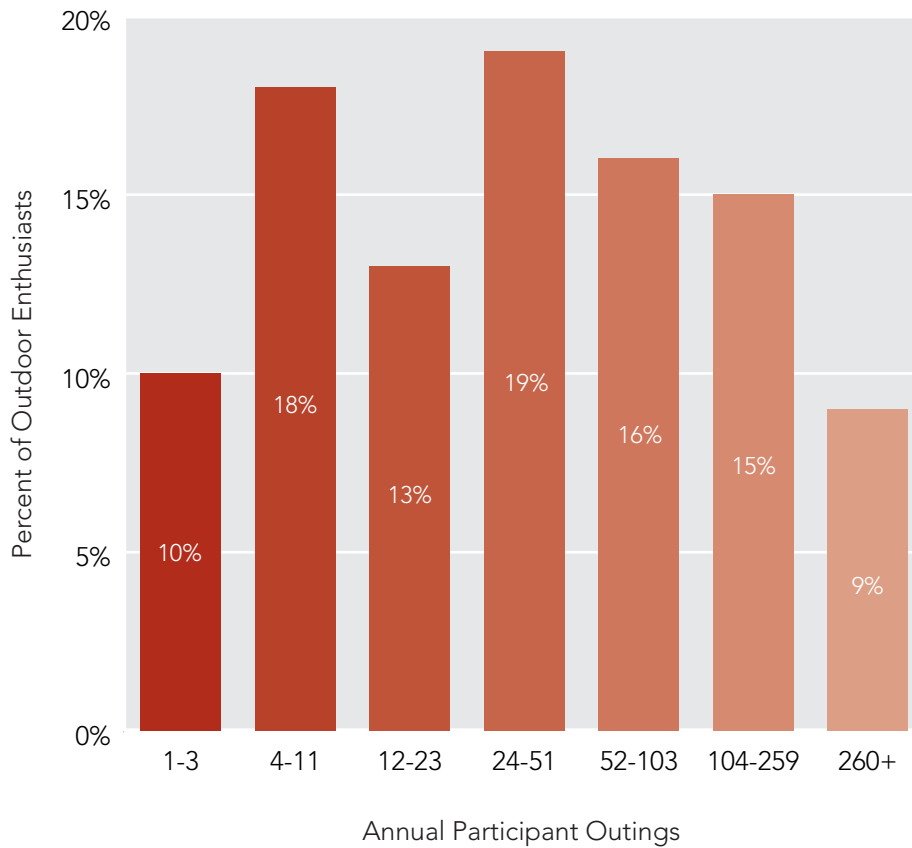


# Annual Outings

Some outdoor participants were very active and got outside often, while others only enjoyed the outdoors a few times per year. On the more active side of outdoor participation, 24 percent of participants enjoyed outdoor activities at least twice a week. On the less active side, 28 percent participated less than once a month. Almost half of Americans were somewhere in the middle, getting outside between 12 and 103 times per year.

## Annual Outings per Outdoor Enthusiast

All Americans, Ages 6+



## Most Popular Outdoor Activities by Participation Rate

Outdoor Participants, Ages 6+

### 1. Running, Jogging and Trail Running

20% of Americans Ages 6+, 57.5 million participants

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

16% of Americans Ages 6+, 46.6 million participants

### 3. Freshwater, Saltwater and Fly Fishing

16% of Americans Ages 6+, 45.9 million participants

### 4. Car, Backyard, Backpacking and RV Camping

14% of Americans Ages 6+, 40.1 million participants

### 5. Hiking

12% of Americans Ages 6+, 34.4 million participants

## Favorite Outdoor Activities by Frequency of Participation

Outdoor Participants, Ages 6+

### 1. Running, Jogging and Trail Running

82 average outings per runner / 4.7 billion total outings

### 2. Road, Mountain and BMX Biking

58 average outings per cyclist / 2.7 billion total outings

### 3. Birdwatching/Wildlife Viewing

39 average outings per person / 1.0 billion total outings

### 4. Freshwater, Saltwater and Fly Fishing

20 average outings per angler / 904.2 million total outings

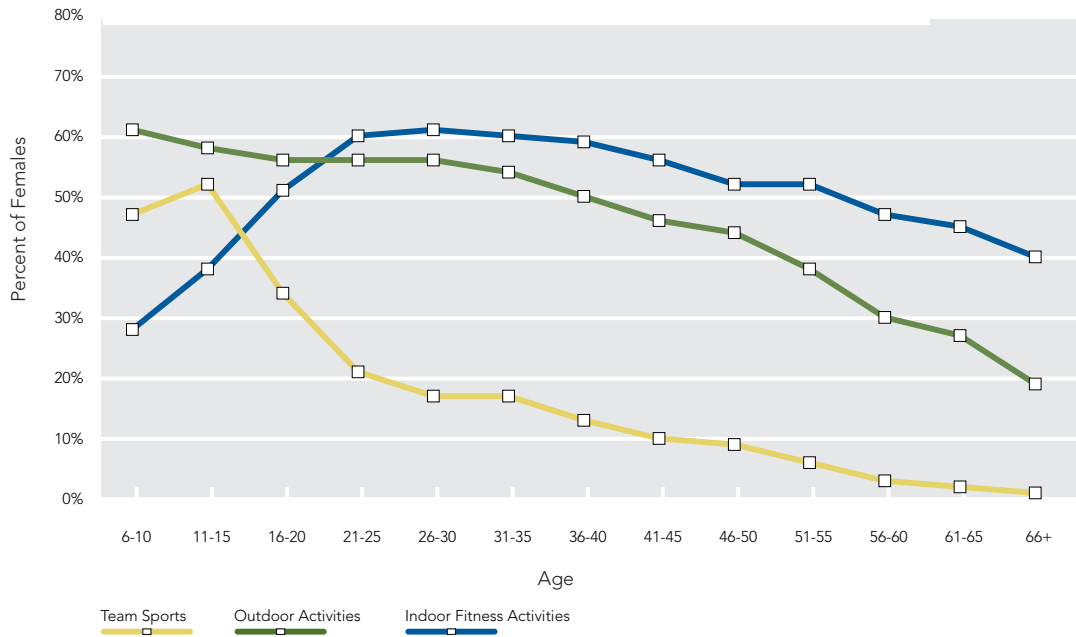
### 5. Car, Backyard, Backpacking and RV Camping

15 average outings per camper / 597.7 million total outings

*Note: Similar activities have been grouped.*

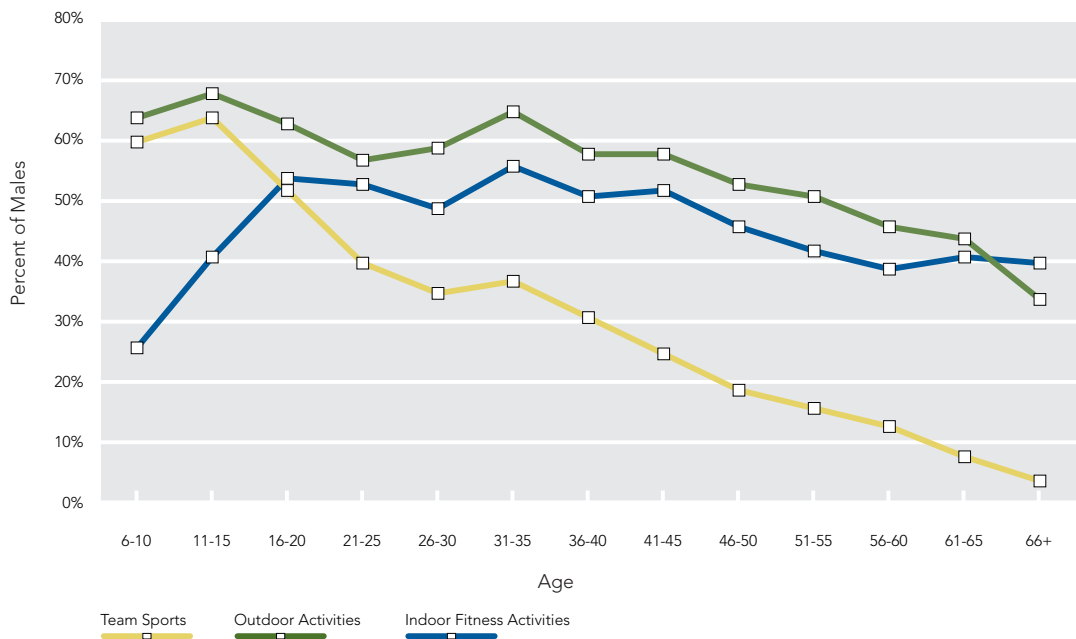
## Participation by Age, Females

Outdoor Participants, Ages 6+



## Participation by Age, Males

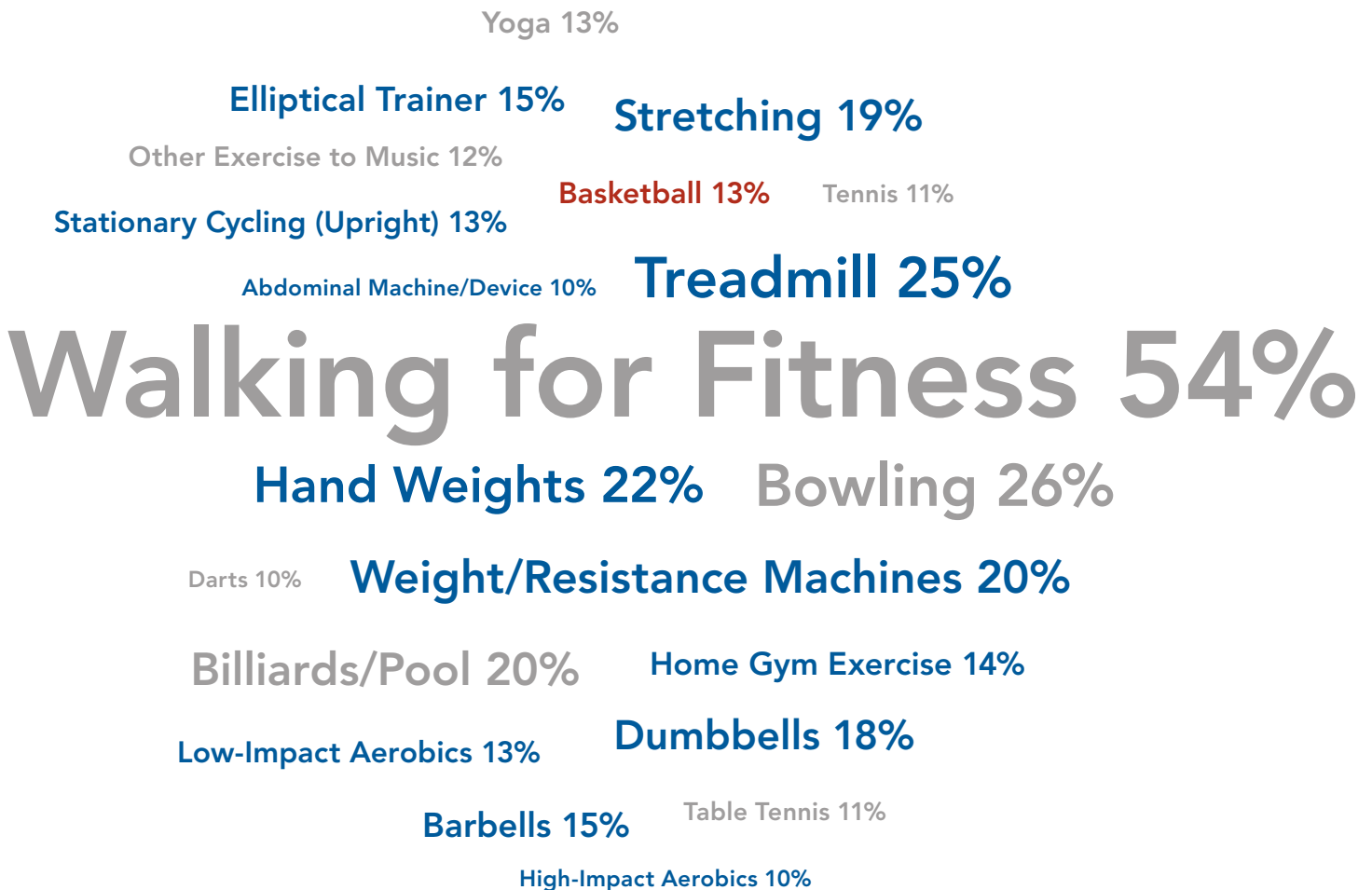
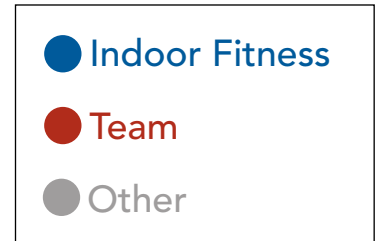
Outdoor Participants, Ages 6+



# Crossover Participation

Outdoor Participants, Ages 6+

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



Note: Activities with more than nine percent participation included.

## Sports and Recreation Spending in 2013

Outdoor Participants, Ages 6+

	More Than Last Year	Same As Last Year	Less Than Last Year	No Spending
<i>Sports/Recreation Footwear</i>	12%	43%	9%	36%
<i>Sports/Recreation Clothing</i>	11%	41%	9%	39%
<i>Sports/Recreation Equipment</i>	9%	35%	10%	46%
<i>Outdoor Recreation Activities</i>	9%	41%	7%	42%
<i>Team Sports Outside of School</i>	8%	23%	5%	64%
<i>Team Sports at School</i>	7%	18%	4%	71%
<i>Travel to Take Part in Sports/ Recreation</i>	7%	26%	7%	60%
<i>Gym Memberships/Fees</i>	7%	22%	6%	64%
<i>Lessons/Sports Camps</i>	6%	17%	5%	72%
<i>Individual Sports Events</i>	6%	17%	5%	72%

## Sports and Recreation Planned Spending for 2014

Outdoor Participants, Ages 6+

	More Than Last Year	Same As Last Year	Less Than Last Year	No Spending
<i>Sports/Recreation Footwear</i>	14%	45%	8%	34%
<i>Sports/Recreation Clothing</i>	13%	44%	8%	34%
<i>Outdoor Recreation Activities</i>	12%	40%	5%	42%
<i>Sports/Recreation Equipment</i>	11%	39%	8%	42%
<i>Travel to Take Part in Sports and Recreation</i>	10%	27%	5%	58%
<i>Team Sports Outside of School</i>	9%	24%	4%	63%
<i>Gym Memberships/Fees</i>	9%	25%	5%	61%
<i>Individual Sports Events</i>	9%	20%	4%	67%
<i>Team Sports at School</i>	8%	20%	3%	69%
<i>Lessons/Sports Camps</i>	8%	20%	4%	68%



# What Motivates Americans to Get Outside

The majority of Americans participated in outdoor activities to get exercise. The second biggest motivator was the opportunity to spend time with friends and family, which highlights the family-friendly nature of many outdoor activities.

## Why did you participate in outdoor activities?

Outdoor Participants, Ages 6+

<i>Get exercise</i>	72%
<i>Be with family/friends</i>	54%
<i>Keep physically fit</i>	53%
<i>Be close to nature</i>	48%
<i>Get away from usual demands of life</i>	46%
<i>Observe scenic beauty</i>	46%
<i>Enjoy the sounds/smells of nature</i>	44%
<i>Experience excitement/adventure</i>	43%
<i>Develop my skills/abilities</i>	35%
<i>Be with people who enjoy the same things I do</i>	31%
<i>Gain a sense of accomplishment</i>	29%
<i>Experience solitude</i>	26%
<i>Gain self-confidence</i>	24%
<i>Be with people who share my values</i>	18%
<i>It is cool</i>	18%
<i>Talk to new/varied people</i>	12%
<i>Other reason(s)</i>	6%

# Why Americans Didn't Participate in Outdoor Activities More Often

As seen in previous years, lack of interest in outdoor activities was the top reason for why Americans didn't get outside more often in 2013. Thirty-six percent of non-participants said that they were uninterested in outdoor activities. Lack of time was also a deterrent. More than one-quarter of non-participants said they didn't have time to enjoy outdoor recreation.

## What keeps you from participating in outdoor activities?

Non-Outdoor Participants, Ages 6+

<i>I am not interested</i>	36%
<i>I do not have time</i>	24%
<i>I do not have the skills/abilities</i>	20%
<i>Too busy with family responsibilities</i>	17%
<i>I do not have anyone to participate with</i>	17%
<i>It is too expensive</i>	16%
<i>I have a physically limiting disability</i>	15%
<i>My health is poor</i>	13%
<i>Places for outdoor recreation are too far away</i>	9%
<i>Places for outdoor recreation cost too much</i>	8%
<i>Too busy with other recreation activities</i>	7%
<i>I do not have transportation to outdoor venues</i>	4%
<i>I do not have enough information</i>	4%
<i>Places for outdoor recreation are too crowded</i>	3%
<i>I have household members with a physical disability</i>	3%
<i>I am afraid of getting hurt by other people</i>	2%
<i>Places for outdoor recreation are poorly maintained</i>	2%
<i>I am afraid of getting hurt by animals</i>	1%
<i>Places for outdoor recreation are overdeveloped</i>	1%
<i>Other reason(s)</i>	13%



YOUTH

# YOUTH



Among children and young adults, participation rose one percentage point, while the rate among older age groups, those in the 25 to 44 category and the 45 and up category, lost one percentage point. Teenagers maintained the same participation rate.



In 2013, outdoor participation among girls was on the rise, while participation among boys fell or remained stagnant. Participation among girls and young women increased by two percentage points and teenage girls by three.



Adults with children in the house participated in outdoor recreation at a higher rate than adults without children. Adults with children enjoyed outdoor recreation at a rate of 55 percent, while those without children at a rate of 43 percent.

## Family & Friends

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

## PE

Among adults who are current outdoor participants, more than 74 percent reported having physical education classes between the ages of six and 12. That compares to 60 percent of non-participants.



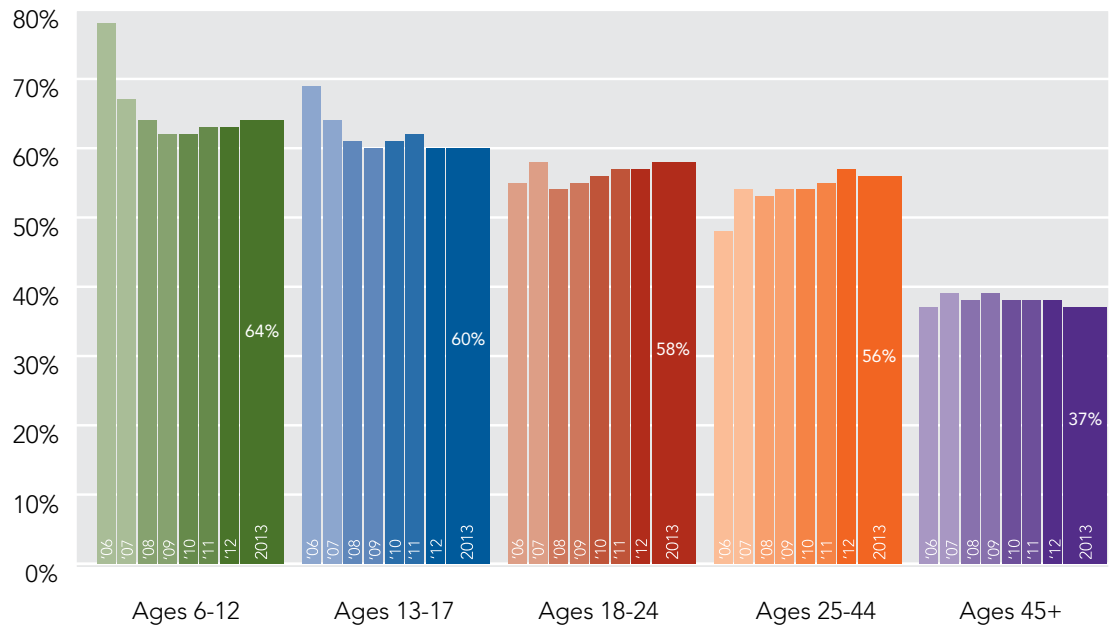
Outdoor participation among boys lost one percentage point, male teenagers lost three percentage points and young men remained the same at 58. When compared to their female counterparts, males still participated at a higher rate as youth.

# Outdoor Participation by Age

Outdoor participation rates by age changed only slightly from 2012 to 2013. Due in part to national efforts to get more young people outdoors and active, participation rose one percentage point among children, ages six to 12, and young adults, ages 18 to 24. The rate among older age groups, those in the 25 to 44 category and the 45 and up category, lost one percentage point. Teenagers, ages 13 to 17, maintained the same participation rate.

## Participation in Outdoor Recreation, 2006-2013

All Americans, Ages 6+



# Youth Participation in Sports and Recreation Among Current Outdoor Enthusiasts

The impact of early exposure to outdoor activities and other recreation cannot be underestimated. Americans who were introduced to an active lifestyle as children and adolescents tended to choose this lifestyle as adults.

Forty-one percent of participants enjoyed outdoor activities during childhood, while only 18 percent of non-participants were exposed to the outdoors as children. Outdoor recreation during adolescence had an even larger impact.

	Adults at Age 6–12		Adults at Age 13–17	
	Outdoor Participants	Non-Outdoor Participants	Outdoor Participants	Non-Outdoor Participants
PE at School	74%	60%	71%	60%
Outdoor Activities	41%	18%	46%	21%
Team Sports	40%	23%	45%	27%
Cycling	37%	24%	36%	22%
Running/Jogging	24%	14%	38%	19%
Swimming for Fitness	23%	13%	25%	13%
Water Sports	19%	9%	21%	9%
Winter Sports	14%	5%	18%	7%
Racquet Sport	8%	3%	15%	8%
Fitness/Health Club-Based Activities	5%	2%	13%	4%
Golf	5%	2%	11%	4%
None of the Above	11%	30%	11%	28%

	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

## Getting Youth and Young Adults Outdoors

Like all outdoor participants, youth and young adult participants were motivated to recreate outdoors by being with loved ones and getting exercise. There were differences in age however. Seventy-six percent of children cited friends and family as the biggest motivator, but youth participants were less likely to be motivated by being with friends and family as they aged. Similarly, 75 percent of young adults said getting exercise was the top reason, which is less of a motivator for the younger age groups.

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

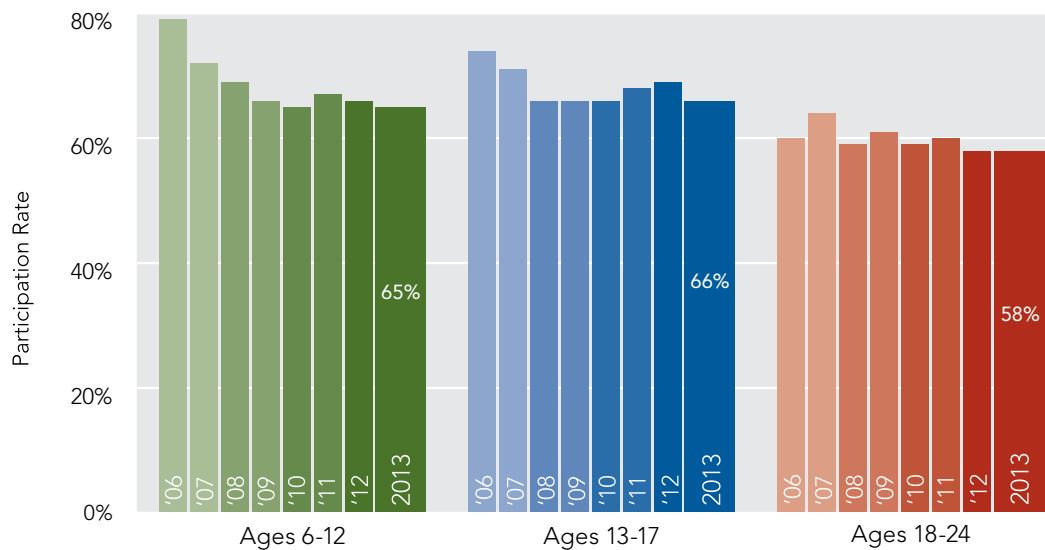
	Ages 6–12	Ages 13–17	Ages 18–24
<i>Be with family/friends</i>	76%	63%	51%
<i>Get exercise</i>	65%	69%	75%
<i>Experience excitement/adventure</i>	52%	44%	51%
<i>Develop my skills/abilities</i>	48%	50%	43%
<i>It is cool</i>	42%	28%	19%
<i>Be with people who enjoy the same things I do</i>	38%	43%	25%
<i>Keep physically fit</i>	36%	56%	60%
<i>Be close to nature</i>	31%	33%	47%
<i>Enjoy the sounds/smells of nature</i>	26%	26%	39%
<i>Gain self-confidence</i>	24%	30%	35%
<i>Gain a sense of accomplishment</i>	22%	31%	39%
<i>Observe scenic beauty</i>	22%	27%	44%
<i>Get away from usual demands</i>	18%	33%	49%
<i>Be with people who share my values</i>	13%	24%	18%
<i>Talk to new/varied people</i>	10%	13%	12%
<i>Experience solitude</i>	5%	13%	29%
<i>Other reason(s)</i>	7%	5%	5%



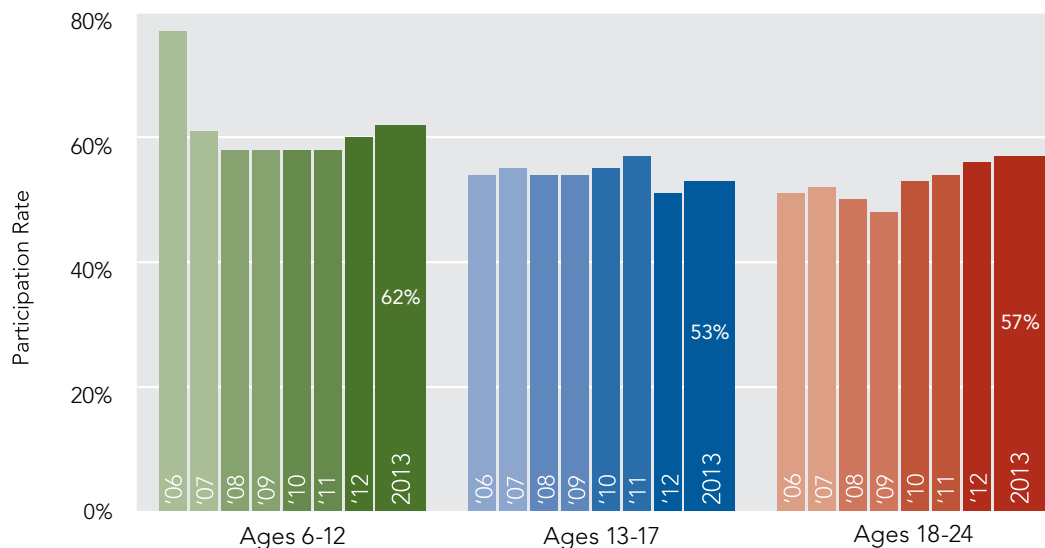
# Youth and Young Adult Participation by Gender

In 2013, participation in outdoor recreation among girls was on the rise, while participation among boys fell or remained stagnant. Participation among girls and young women increased two percentage points and teenage girls by three. Conversely, participation among boys lost one percentage point, male teenagers lost three percentage points and young men remained the same at 58 percent. When compared to their female counterparts, male youth still participate at a higher rate.

## Males' Participation in Outdoor Recreation, 2006-2013

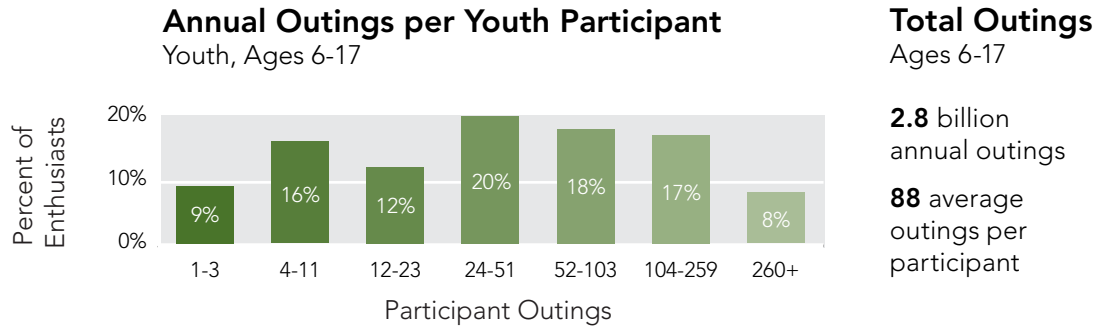


## Females' Participation in Outdoor Recreation, 2006-2013



# Profile of Youth Participants

Outdoor participants ages six to 17 made 2.8 billion outings, an average of 88 outings per youth participant. More than a quarter of this age group enjoyed biking, making it the most popular outdoor activity by participation rate. In terms of frequency, running edged out biking. The average youth runner made 77 outings per year to participate in the activity.



## Most Popular Outdoor Activities

By Participation Rate, Ages 6-17

- 1. Road, Mountain and BMX Biking**  
27% of American youth / 13.6 million participants
- 2. Running, Jogging and Trail Running**  
24% of American youth / 12.1 million participants
- 3. Freshwater, Saltwater and Fly Fishing**  
21% of American youth / 10.5 million participants
- 4. Car, Backyard, Backpacking and RV Camping**  
20% of American youth / 10.2 million participants
- 5. Hiking**  
12% of American youth / 6.2 million

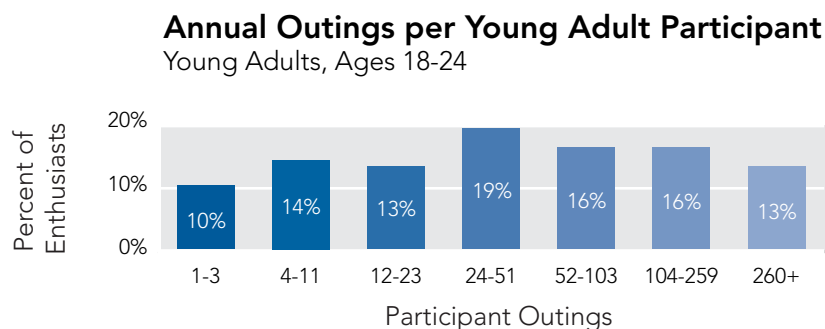
## Favorite Outdoor Activities

By Frequency of Participation, Ages 6-17

- 1. Running, Jogging and Trail Running**  
77 average outings per runner / 936.9 million outings
- 2. Road Biking, Mountain Biking and BMX**  
65 average outings per cyclist / 887.9 million outings
- 3. Skateboarding**  
53 average outings per skateboarder / 187.3 million outings
- 4. Freshwater, Saltwater and Fly Fishing**  
15 average outings per fishing participant / 158.0 million total outings
- 5. Car, Backyard, Backpacking and RV Camping**  
15 average outings per camper / 150.3 million outings

## Profile of Young Adult Participants

Young adults, ages 18 to 24, made 2.1 billion outdoor outings in 2013 for an average of 118 annual outings per participant. Although youth made more total outings in 2013, young adults averaged more outings per participant — 88 outings for youth, compared to 118 outings for young adults.



### Total Outings Ages 18-24

**2.1 billion**  
annual outings

**118** average  
outings per  
participant

### Most Popular Outdoor Activities

By Participation Rate, Ages 18-24

**1. Running, Jogging and Trail Running**

36% of young adults / 10.7 million

**2. Car, Backyard, Backpacking and RV Camping**

22% of young adults / 6.6 million participants

**3. Road, Mountain and BMX Biking**

16% of young adults / 4.8 million participants

**4. Hiking**

14% of young adults / 4.4 million participants

**5. Freshwater, Saltwater and Fly Fishing**

14% of young adults / 4.4 million participants

### Favorite Outdoor Activities

By Frequency of Participation, Ages 18-24

**1. Running, Jogging and Trail Running**

96 average outings per runner / 1.0 billion outings

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

89 average outings per cyclist / 424.8 million outings

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

24 average outings per fishing participant / 105.5 million outings

**4. Hiking**

21 average outings per hiker / 90.6 million outings

**5. Skateboarding**

68 average outings per skateboarder / 83.5 million outings

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

Lack of interest was the number one reason why American children, adolescents and young adults did not participate in outdoor activities. The second most cited reason for not participating varied by age. While children thought outdoor activities were too expensive, adolescents and young adults said they did not have enough time.

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

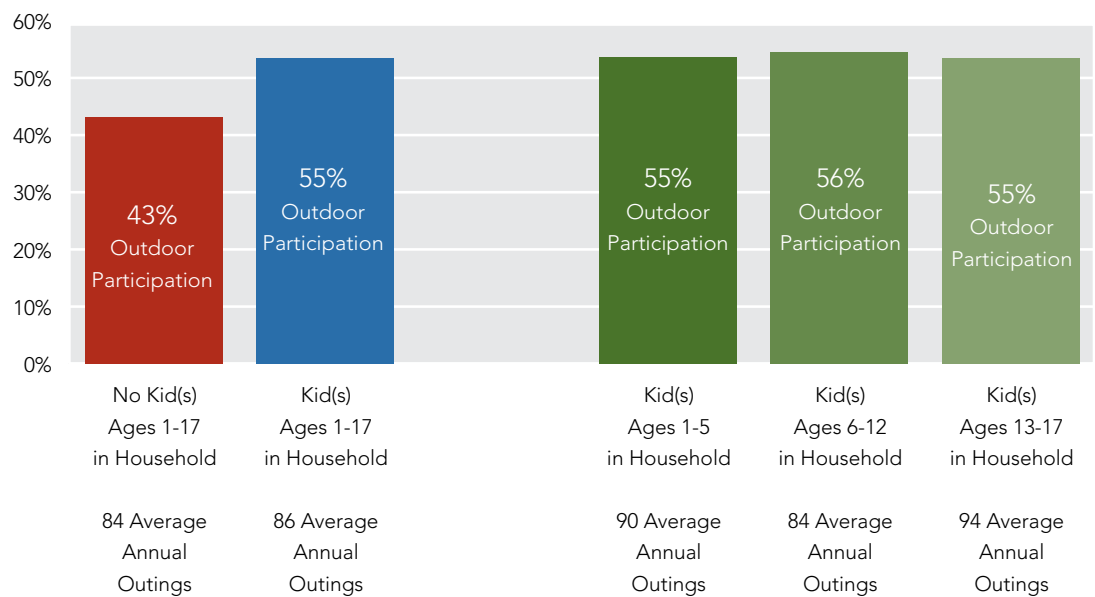
	Ages 6–12	Ages 13–17	Ages 18–24
<i>I am not interested</i>	33%	41%	38%
<i>It is too expensive</i>	21%	18%	16%
<i>Too busy with other recreation activities</i>	18%	13%	5%
<i>I do not have time</i>	14%	22%	36%
<i>Too busy with family responsibilities</i>	12%	7%	16%
<i>I do not have the skills/abilities</i>	12%	17%	25%
<i>I do not have anyone to participate with</i>	12%	17%	30%
<i>Places for outdoor recreation cost too much</i>	11%	8%	9%
<i>Places for outdoor recreation are too far away</i>	10%	12%	12%
<i>I do not have transportation to outdoor venues</i>	6%	8%	7%
<i>I do not have enough information</i>	5%	7%	5%
<i>I am afraid of getting hurt by other people</i>	4%	3%	3%
<i>My health is poor</i>	3%	3%	6%
<i>I have a physically limiting disability</i>	3%	3%	2%
<i>Places for outdoor recreation are too crowded</i>	2%	2%	5%
<i>Places for outdoor recreation are poorly maintained</i>	2%	2%	3%
<i>I have household members with a physical disability</i>	1%	1%	1%
<i>Venues for outdoor recreation are too polluted</i>	1%	0%	0%
<i>I am afraid of getting hurt by animals</i>	1%	0%	2%
<i>Places for outdoor recreation are overdeveloped</i>	1%	0%	0%
<i>Other reason(s)</i>	18%	16%	15%

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

Illustrating the family-friendly nature of many outdoor activities, adults with children in the household participated in outdoor recreation at a higher rate (53 percent) than adults without children (44 percent). Parents with children ages six to 12 participated at a slightly higher rate than parents of other aged kids; however, parents of teenagers ages 13 to 17 got outside the most often at 94 annual outings.

## Adult Participation in Outdoor Recreation with and without Children in Household

All Americans, Ages 18+



DIVERSITY

# DIVERSITY

**African Americans** Participation in outdoor activities was lowest among African Americans and highest among Caucasians.

**Hispanic Americans** Although Hispanics made up a small percentage of total outdoor participants, those who did participate averaged the most annual outdoor outings per person.

**X** All ethnicities and races agreed that the number one reason why they did not participate in outdoor activities more often was because they were not interested.



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

# Participation in Outdoor Recreation Among Diverse Groups

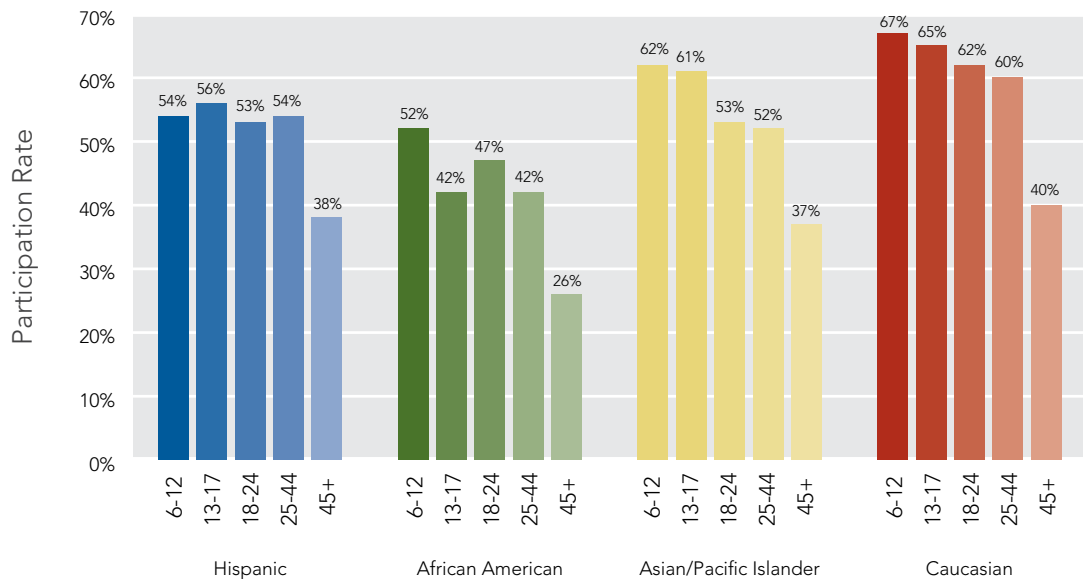
As minority groups make up a larger share of the population, engaging diverse populations in outdoor recreation has never been more critical. Unfortunately, minorities still lag behind in outdoor participation.

As seen in previous years, participation in outdoor activities was highest among Caucasians in all age groups and lowest among African Americans. The largest gap in participation was between Caucasian and African American adolescents. While 65 percent of Caucasian adolescents, ages 13 to 17, participated in outdoor recreation in 2013, only 42 percent of African American adolescents participated.

Although Hispanic Americans had the second-lowest outdoor participation rate, those who did participate tended to get outdoors the most.

## Participation in Outdoor Recreation

All Americans by Age and Ethnicity



## Average Outings per Outdoor Participant

African American	40	Caucasian	43
Asian/Pacific Islander	37	Hispanic	47





## Most Popular Outdoor Activities Among Diverse Groups

Running was the most popular outdoor activity for all Americans regardless of ethnic or racial affiliation. Fishing, camping and biking were also in each group's list of favorite activities, but each activity's popularity varied by group.

### African Americans

Ages 6+

1. Running/Jogging and Trail Running **18%**
2. Road Biking, Mountain Biking and BMX **11%**
3. Freshwater, Saltwater and Fly Fishing **11%**
4. Birdwatching/Wildlife Viewing **4%**
5. Car, Backyard, Backpacking and RV Camping **4%**

### Asian/Pacific Islanders

Ages 6+

1. Running/Jogging and Trail Running **24%**
2. Hiking **15%**
3. Road Biking, Mountain Biking and BMX **14%**
4. Car, Backyard, Backpacking and RV Camping **11%**
5. Freshwater, Saltwater and Fly Fishing **10%**

### Caucasians

Ages 6+

1. Running/Jogging and Trail Running **19%**
2. Freshwater, Saltwater and Fly Fishing **18%**
3. Road Biking, Mountain Biking and BMX **17%**
4. Car, Backyard, Backpacking and RV Camping **16%**
5. Hiking **14%**

### Hispanics

Ages 6+

1. Running/Jogging and Trail Running **24%**
2. Road Biking, Mountain Biking and BMX **15%**
3. Freshwater, Saltwater and Fly Fishing **14%**
4. Car, Backyard, Backpacking and RV Camping **13%**
5. Hiking **9%**

## Getting Diverse Youth and Young Adults Outdoors

Most youth participants, ages six to 17, of all ethnic and racial groups were motivated to get outside because it is a good way to connect with family and friends. Getting exercise was the second most cited reason.

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

Outdoor Participants, Ages 6+

	Hispanic	African American	Asian/Pacific Islander	Caucasian
<i>Get exercise</i>	68%	67%	73%	72%
<i>Keep physically fit</i>	52%	56%	56%	53%
<i>Be with family/friends</i>	45%	46%	54%	51%
<i>Experience excitement/adventure</i>	39%	42%	43%	45%
<i>Get away from usual demands</i>	35%	41%	43%	45%
<i>Be close to nature</i>	34%	39%	45%	50%
<i>Develop my skills/abilities</i>	32%	38%	35%	35%
<i>Enjoy the sounds/smells of nature</i>	32%	39%	40%	45%
<i>Observe scenic beauty</i>	30%	39%	45%	45%
<i>Be with people who enjoy the same things</i>	29%	27%	29%	28%
<i>Gain a sense of accomplishment</i>	26%	30%	30%	29%
<i>Gain self-confidence</i>	24%	22%	25%	22%
<i>Experience solitude</i>	20%	22%	23%	26%
<i>It is cool</i>	19%	14%	16%	19%
<i>Be with people who share my values</i>	16%	18%	17%	18%
<i>Talk to new/varied people</i>	3%	3%	5%	7%
<i>Other reason(s)</i>	14%	15%	13%	13%

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

All ethnicities and races agreed that the number one reason why they did not participate in outdoor activities more often was because they were not interested. Lack of time was the second most cited reason.

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

Non-Outdoor Participants, Ages 6+

	Hispanic	African American	Asian/Pacific Islander	Caucasian
<i>I am not interested</i>	31%	33%	35%	33%
<i>I do not have time</i>	24%	26%	29%	26%
<i>I do not have anyone to participate with</i>	20%	20%	20%	17%
<i>I do not have the skills/abilities</i>	19%	20%	23%	20%
<i>It is too expensive</i>	16%	17%	20%	18%
<i>Too busy with family responsibilities</i>	16%	15%	19%	19%
<i>Places for outdoor recreation are too far away</i>	13%	11%	8%	10%
<i>I have a physically limiting disability</i>	10%	9%	11%	13%
<i>My health is poor</i>	9%	10%	10%	11%
<i>Places for outdoor recreation cost too much</i>	9%	12%	9%	8%
<i>Too busy with other recreation activities</i>	6%	7%	8%	6%
<i>I do not have enough information</i>	5%	8%	5%	4%
<i>I have no way to get to venues</i>	5%	5%	2%	4%
<i>Places for outdoor recreation are too crowded</i>	4%	4%	3%	3%
<i>I am afraid of getting hurt by other people</i>	3%	2%	2%	3%
<i>Places for outdoor recreation are poorly maintained</i>	3%	2%	2%	2%
<i>I am afraid of getting hurt by animals</i>	2%	1%	1%	1%
<i>I have household members with a physical disability</i>	2%	2%	2%	3%
<i>Places for outdoor recreation are over-developed</i>	1%	0%	1%	0%
<i>Venues for outdoor recreation are too polluted</i>	0%	1%	0%	1%
<i>Other reason(s)</i>	13%	12%	12%	13%

A DETAILED LOOK

# A DETAILED LOOK

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

# Youth Participation in Outdoor Activities, Ages 6-17

	2007 in 000's	% of Pop.	2008 in 000's	% of Pop.	2009 in 000's	% of Pop.	2010 in 000's	% of Pop.	2011 in 000's	% of Pop.	2012 in 000's	% of Pop.	2013 in 000's	% of Pop.
<b>Adventure Racing</b>	104	0.2%	125	0.3%	147	0.3%	183	0.4%	144	0.3%	362	0.7%	341	0.7%
<b>Backpacking</b> (Overnight)	1,786	3.6%	2,067	4.2%	1,849	3.7%	2,228	4.4%	1,778	3.5%	2,219	4.4%	2,536	5.0%
<b>Bicycling</b> (BMX)	935	1.9%	1,045	2.1%	726	1.5%	1,165	2.3%	783	1.5%	940	1.9%	1,014	2.0%
<b>Bicycling</b> (Mountain/Non-Paved Surface)	1,775	3.5%	2,083	4.2%	1,793	3.6%	1,927	3.8%	1,567	3.1%	1,612	3.2%	1,877	3.7%
<b>Bicycling</b> (Road/Paved Surface, Mountain/Non-Paved Surface, BMX)	15,550	30.9%	14,716	29.6%	14,652	29.3%	13,657	27.1%	13,283	26.2%	13,421	26.5%	13,498	26.6%
<b>Bicycling</b> (Road/Paved Surface)	14,336	28.5%	13,325	26.8%	13,652	27.3%	12,442	24.7%	12,330	24.3%	12,397	24.5%	12,363	24.4%
<b>Birdwatching</b>	1,194	2.4%	1,320	2.7%	1,473	2.9%	1,619	3.2%	1,661	3.3%	1,813	3.6%	1,967	3.9%
<b>Boardsailing/Windsurfing</b>	228	0.5%	236	0.5%	200	0.4%	221	0.4%	109	0.2%	215	0.4%	322	0.6%
<b>Camping</b> (Within 1/4 Mile of Vehicle/Home)	9,627	19.1%	9,012	18.1%	9,252	18.5%	8,779	17.4%	9,147	18.0%	8,065	15.9%	8,046	15.9%
<b>Camping</b> (Car, Backyard, Backpacking or RV)	12,230	24.3%	11,583	23.3%	11,917	23.8%	11,559	23.0%	12,170	24.0%	10,734	21.4%	10,994	21.7%
<b>Camping</b> (Recreational Vehicle)	4,284	8.5%	3,783	7.6%	4,045	8.1%	3,810	7.6%	3,941	7.8%	3,732	7.4%	3,815	7.5%
<b>Canoeing</b>	2,564	5.1%	2,497	5.0%	2,416	4.8%	2,811	5.6%	2,435	4.8%	2,735	5.4%	2,543	5.0%
<b>Climbing</b> (Sport/Indoor/Boulder)	1,585	3.2%	1,379	2.8%	1,446	2.9%	1,583	3.1%	1,365	2.7%	1,281	2.5%	1,407	2.8%
<b>Climbing</b> (Traditional/Ice/Mountaineering)	510	1.0%	441	0.9%	282	0.6%	354	0.7%	272	0.5%	436	0.9%	477	0.9%
<b>Fishing</b> (Fly, Freshwater/Other or Saltwater)	12,394	24.7%	11,282	22.7%	11,240	22.5%	10,254	20.4%	10,330	20.4%	9,945	19.7%	10,307	20.3%
<b>Fishing</b> (Fly)	711	1.4%	734	1.5%	880	1.8%	834	1.7%	735	1.4%	715	1.4%	913	1.8%
<b>Fishing</b> (Freshwater/Other)	10,932	21.7%	9,912	20.0%	9,987	20.0%	8,984	17.8%	9,038	17.8%	8,962	17.7%	9,020	17.8%
<b>Fishing</b> (Saltwater)	2,579	5.1%	2,257	4.5%	2,028	4.1%	1,816	3.6%	1,926	3.8%	1,935	3.8%	1,858	3.7%
<b>Hiking</b>	5,800	11.5%	6,078	12.2%	6,128	12.3%	5,976	11.9%	6,391	12.6%	6,114	12.1%	6,196	12.2%
<b>Hunting</b> (All)	2,088	4.2%	2,138	4.3%	2,225	4.4%	2,236	4.4%	2,296	4.5%	2,294	4.5%	2,463	4.9%
<b>Kayak Fishing</b>	n/a	n/a	n/a	n/a	n/a	n/a	96	0.2%	181	0.4%	220	0.4%	295	0.6%
<b>Kayaking</b> (Recreational)	1,056	2.1%	1,227	2.5%	1,199	2.4%	1,152	2.3%	1,388	2.7%	1,743	3.4%	1,628	3.2%
<b>Kayaking</b> (Sea/Touring)	241	0.5%	178	0.4%	164	0.3%	358	0.7%	228	0.4%	333	0.7%	388	0.8%
<b>Kayaking</b> (Whitewater)	197	0.4%	165	0.3%	312	0.6%	256	0.5%	151	0.3%	432	0.9%	422	0.8%
<b>Rafting</b>	993	2.0%	869	1.7%	1,064	2.1%	966	1.9%	750	1.5%	793	1.6%	859	1.7%
<b>Running</b> (Running/Jogging or Trail Running)	11,223	22.3%	9,552	19.2%	10,048	20.1%	11,360	22.6%	11,728	23.1%	12,133	24.0%	12,049	23.8%
<b>Running/Jogging</b>	11,102	22.1%	9,377	18.9%	9,999	20.0%	11,176	22.2%	11,587	22.9%	11,951	23.6%	11,871	23.4%
<b>Sailing</b>	526	1.0%	603	1.2%	664	1.3%	580	1.2%	382	0.8%	562	1.1%	663	1.3%
<b>Scuba Diving</b>	278	0.6%	323	0.6%	277	0.6%	306	0.6%	243	0.5%	379	0.7%	494	1.0%
<b>Skateboarding</b>	5,783	11.5%	5,469	11.0%	4,968	9.9%	4,377	8.7%	3,736	7.4%	3,797	7.5%	3,481	6.9%
<b>Skiing</b> (Alpine/Downhill)	2,236	4.4%	2,417	4.9%	2,350	4.7%	2,442	4.9%	2,348	4.6%	1,879	3.7%	2,198	4.3%
<b>Skiing</b> (Cross-Country)	568	1.1%	628	1.3%	661	1.3%	739	1.5%	635	1.3%	579	1.1%	855	1.7%
<b>Snorkeling</b>	1,610	3.2%	1,700	3.4%	1,315	2.6%	1,211	2.4%	1,480	2.9%	1,194	2.4%	1,597	3.2%
<b>Snowboarding</b>	2,396	4.8%	2,267	4.6%	2,370	4.7%	2,561	5.1%	2,025	4.0%	1,676	3.3%	1,985	3.9%
<b>Snowshoeing</b>	400	0.8%	474	1.0%	599	1.2%	615	1.2%	528	1.0%	681	1.3%	824	1.6%
<b>Stand Up Paddling</b>	n/a	n/a	n/a	n/a	n/a	n/a	242	0.5%	186	0.4%	290	0.6%	550	1.1%
<b>Surfing</b>	465	0.9%	520	1.0%	589	1.2%	547	1.1%	523	1.0%	715	1.4%	664	1.3%
<b>Telemarking</b> (Downhill)	172	0.3%	234	0.5%	217	0.4%	286	0.6%	286	0.6%	539	1.1%	646	1.3%
<b>Trail Running</b>	657	1.3%	618	1.2%	501	1.0%	676	1.3%	689	1.4%	810	1.6%	858	1.7%
<b>Triathlon</b> (Non-Traditional/Off Road)	90	0.2%	80	0.2%	155	0.3%	93	0.2%	72	0.1%	221	0.4%	255	0.5%
<b>Triathlon</b> (Traditional/Road)	113	0.2%	240	0.5%	136	0.3%	328	0.7%	168	0.3%	415	0.8%	440	0.9%
<b>Wakeboarding</b>	1,437	2.9%	1,084	2.2%	1,096	2.2%	1,089	2.2%	1,126	2.2%	998	2.0%	1,029	2.0%
<b>Wildlife Viewing</b>	2,967	5.9%	3,213	6.5%	2,775	5.5%	3,035	6.0%	3,351	6.6%	3,197	6.3%	3,128	6.2%

# Young Adult Participation in Outdoor Activities, Ages 18-24

	2007 in 000's	% of Pop.	2008 in 000's	% of Pop.	2009 in 000's	% of Pop.	2010 in 000's	% of Pop.	2011 in 000's	% of Pop.	2012 in 000's	% of Pop.	2013 in 000's	% of Pop.
<b>Adventure Racing</b>	227	0.8%	224	0.8%	217	0.8%	252	0.9%	178	0.6%	419	1.4%	472	1.6%
<b>Backpacking</b> (Overnight)	1,262	4.4%	1,132	4.0%	1,358	4.7%	1,296	4.5%	1,065	3.7%	1,070	3.7%	1,249	4.1%
<b>Bicycling</b> (BMX)	401	1.4%	305	1.1%	266	0.9%	311	1.1%	256	0.9%	231	0.8%	345	1.1%
<b>Bicycling</b> (Mountain/Non-Paved Surface)	1,019	3.6%	776	2.7%	781	2.7%	955	3.3%	776	2.7%	995	3.4%	1,214	4.0%
<b>Bicycling</b> (Road/Paved Surface, Mountain/Non-Paved Surface, BMX)	3,882	13.7%	3,687	13.0%	3,935	13.7%	4,106	14.2%	4,179	14.0%	4,361	15.0%	5,682	18.8%
<b>Bicycling</b> (Road/Paved Surface)	3,335	11.7%	3,297	11.6%	3,594	12.6%	3,818	13.2%	3,872	13.3%	4,002	13.7%	4,304	14.2%
<b>Birdwatching</b>	670	2.4%	793	2.8%	676	2.4%	669	2.3%	777	2.7%	928	3.2%	982	3.2%
<b>Boardsailing/Windsurfing</b>	269	0.9%	341	1.2%	228	0.8%	385	1.3%	284	1.0%	250	0.9%	218	0.7%
<b>Camping</b> (Within 1/4 Mile of Vehicle/Home)	3,862	13.6%	3,739	13.2%	4,004	14.0%	3,463	12.0%	3,896	13.4%	3,478	11.9%	3,611	11.9%
<b>Camping</b> (Car, Backyard, Backpacking or RV)	5,002	17.6%	4,879	17.2%	5,274	18.4%	4,489	15.6%	5,175	17.8%	4,396	14.4%	4,710	15.5%
<b>Camping</b> (Recreational Vehicle)	1,589	5.6%	1,558	5.5%	1,444	5.0%	1,228	4.3%	1,749	6.0%	1,209	4.1%	1,300	4.3%
<b>Canoeing</b>	1,521	5.4%	1,295	4.6%	1,154	4.0%	1,474	5.1%	1,357	4.7%	1,279	4.4%	1,620	5.3%
<b>Climbing</b> (Sport/Indoor/Boulder)	1,054	3.7%	1,002	3.5%	769	2.7%	989	3.4%	856	2.9%	951	3.3%	1,250	4.1%
<b>Climbing</b> (Traditional/Ice/Mountaineering)	510	1.8%	387	1.4%	381	1.3%	431	1.5%	390	1.3%	339	1.2%	488	1.6%
<b>Fishing</b> (Fly, Freshwater/Other or Saltwater)	4,809	16.9%	4,382	15.4%	4,337	15.2%	4,287	14.9%	4,647	16.0%	4,328	14.8%	4,581	15.1%
<b>Fishing</b> (Fly)	695	2.4%	718	2.5%	454	1.6%	643	2.2%	742	2.6%	691	2.4%	830	2.7%
<b>Fishing</b> (Freshwater/Other)	4,069	14.3%	3,549	12.5%	3,757	13.1%	3,683	12.8%	3,911	13.5%	3,600	12.4%	3,602	11.9%
<b>Fishing</b> (Saltwater)	1,410	5.0%	1,302	4.6%	1,017	3.6%	1,074	3.7%	1,162	4.0%	1,166	4.0%	1,173	3.9%
<b>Hiking</b>	3,465	12.2%	3,399	12.0%	3,392	11.9%	3,741	13.0%	3,894	13.4%	4,180	14.3%	4,376	14.4%
<b>Hunting</b> (All)	1,707	6.0%	1,522	5.4%	2,025	7.1%	1,686	5.8%	1,796	6.2%	1,809	6.2%	1,551	5.1%
<b>Kayak Fishing</b>	n/a	n/a	n/a	n/a	n/a	n/a	204	0.7%	205	0.7%	165	0.5%	296	1.0%
<b>Kayaking</b> (Recreational)	795	2.8%	889	3.1%	790	2.8%	988	3.4%	1,392	4.8%	1,181	4.1%	1,671	5.5%
<b>Kayaking</b> (Sea/Touring)	241	0.8%	345	1.2%	221	0.8%	227	0.8%	413	1.4%	323	1.1%	462	1.5%
<b>Kayaking</b> (Whitewater)	223	0.8%	259	0.9%	217	0.8%	342	1.2%	357	1.2%	316	1.1%	528	1.7%
<b>Rafting</b>	789	2.8%	775	2.7%	668	2.3%	674	2.3%	618	2.1%	494	1.7%	717	2.4%
<b>Running</b> (Running/Jogging or Trail Running)	8,583	30.2%	8,061	28.4%	8,554	29.9%	9,033	31.3%	9,186	31.6%	10,430	35.8%	11,705	38.6%
<b>Running/Jogging</b>	8,441	29.7%	7,944	27.9%	8,404	29.4%	8,898	30.9%	9,022	31.1%	10,281	35.3%	10,548	34.8%
<b>Sailing</b>	455	1.6%	595	2.1%	416	1.5%	337	1.2%	498	1.7%	388	1.3%	464	1.5%
<b>Scuba Diving</b>	523	1.8%	570	2.0%	294	1.0%	384	1.3%	275	0.9%	358	1.2%	424	1.4%
<b>Skateboarding</b>	1,377	4.8%	1,011	3.6%	958	3.3%	999	3.5%	955	3.3%	1,153	4.0%	1,232	4.1%
<b>Skiing</b> (Alpine/Downhill)	1,826	6.4%	1,522	5.4%	1,431	5.0%	1,707	5.9%	1,524	5.2%	1,072	3.7%	1,574	5.2%
<b>Skiing</b> (Cross-Country)	452	1.6%	496	1.7%	457	1.6%	586	2.0%	602	2.1%	453	1.6%	1,375	4.5%
<b>Snorkeling</b>	1,168	4.1%	1,144	4.0%	969	3.4%	1,251	4.3%	982	3.4%	985	3.4%	1,028	3.4%
<b>Snowboarding</b>	1,896	6.7%	2,006	7.1%	2,049	7.2%	1,874	6.5%	1,874	6.5%	1,492	5.1%	1,410	4.7%
<b>Snowshoeing</b>	429	1.5%	358	1.3%	383	1.3%	477	1.7%	552	1.9%	451	1.5%	361	1.2%
<b>Stand Up Paddling</b>	n/a	n/a	n/a	n/a	n/a	n/a	171	0.6%	281	1.0%	259	0.9%	349	1.2%
<b>Surfing</b>	663	2.3%	590	2.1%	450	1.6%	607	2.1%	434	1.5%	504	1.7%	487	1.6%
<b>Telemarking</b> (Downhill)	310	1.1%	295	1.0%	269	0.9%	310	1.1%	366	1.3%	343	1.2%	125	0.4%
<b>Trail Running</b>	796	2.8%	939	3.3%	1,003	3.5%	969	3.4%	1,175	4.0%	1,201	4.1%	1,603	5.3%
<b>Triathlon</b> (Non-Traditional/Off Road)	113	0.4%	198	0.7%	128	0.4%	185	0.6%	97	0.3%	251	0.9%	288	1.0%
<b>Triathlon</b> (Traditional/Road)	173	0.6%	266	0.9%	254	0.9%	216	0.7%	236	0.8%	360	1.2%	396	1.3%
<b>Wakeboarding</b>	1,040	3.7%	809	2.8%	794	2.8%	798	2.8%	805	2.8%	680	2.3%	717	2.4%
<b>Wildlife Viewing</b>	1,587	5.6%	1,859	6.5%	1,501	5.2%	1,351	4.7%	1,799	6.2%	1,679	5.8%	1,846	6.1%

# Participation in Outdoor Activities, All Americans Ages 6+

	2007 in 000's	% of Pop.	2008 in 000's	% of Pop.	2009 in 000's	% of Pop.	2010 in 000's	% of Pop.	2011 in 000's	% of Pop.	2012 in 000's	% of Pop.	2013 in 000's	% of Pop.
<b>Adventure Racing</b>	698	0.3%	920	0.3%	1,089	0.4%	1,339	0.5%	1,065	0.4%	2,170	0.8%	2,095	0.7%
<b>Backpacking</b> (Overnight)	6,637	2.4%	7,867	2.8%	7,647	2.7%	8,349	2.9%	7,095	2.5%	8,771	3.1%	9,069	3.1%
<b>Bicycling</b> (BMX)	1,887	0.7%	1,904	0.7%	1,811	0.6%	2,369	0.8%	1,547	0.5%	2,175	0.8%	2,168	0.7%
<b>Bicycling</b> (Mountain/Non-Paved Surface)	6,892	2.5%	7,592	2.7%	7,142	2.5%	7,161	2.5%	6,816	2.4%	7,714	2.7%	8,542	2.9%
<b>Bicycling</b> (Road/Paved Surface, Mountain/Non-Paved Surface, BMX)	42,126	15.2%	41,548	14.9%	43,264	15.4%	42,347	14.9%	42,970	15.0%	42,336	14.7%	46,603	16.1%
<b>Bicycling</b> (Road/Paved Surface)	38,940	14.1%	38,114	13.6%	40,140	14.3%	39,320	13.9%	40,348	14.1%	39,232	13.7%	40,888	14.1%
<b>Birdwatching</b>	13,476	4.9%	14,399	5.2%	13,294	4.7%	13,339	4.7%	12,794	4.5%	14,275	5.0%	14,152	4.9%
<b>Boardsailing/Windsurfing</b>	1,118	0.4%	1,307	0.5%	1,128	0.4%	1,617	0.6%	1,151	0.4%	1,593	0.6%	1,324	0.5%
<b>Camping</b> (Within 1/4 Mile of Vehicle/Home)	31,375	11.3%	33,686	12.0%	34,338	12.2%	30,996	10.9%	32,925	11.5%	29,982	10.4%	29,269	10.1%
<b>Camping</b> (Car, Backyard, Backpacking or RV)	41,691	15.1%	44,664	16.0%	46,231	16.4%	42,300	14.9%	44,757	15.7%	40,518	14.1%	40,094	13.8%
<b>Camping</b> (Recreational Vehicle)	16,168	5.8%	16,517	5.9%	17,436	6.2%	15,865	5.6%	16,698	5.8%	15,108	5.3%	14,556	5.0%
<b>Canoeing</b>	9,797	3.5%	9,935	3.6%	10,058	3.6%	10,553	3.7%	9,787	3.4%	9,839	3.4%	10,153	3.5%
<b>Climbing</b> (Sport/Indoor/Boulder)	4,514	1.6%	4,769	1.7%	4,313	1.5%	4,770	1.7%	4,119	1.4%	4,592	1.6%	4,745	1.6%
<b>Climbing</b> (Traditional/Ice/Mountaineering)	2,084	0.8%	2,288	0.8%	1,835	0.7%	2,198	0.8%	1,609	0.6%	2,189	0.8%	6,473	2.2%
<b>Fishing</b> (Fly, Freshwater/Other or Saltwater)	51,836	18.7%	48,206	17.2%	48,046	17.0%	45,394	16.0%	46,178	16.2%	47,049	16.4%	45,854	15.8%
<b>Fishing</b> (Fly)	5,756	2.1%	5,941	2.1%	5,568	2.0%	5,478	1.9%	5,683	2.1%	6,012	2.1%	5,878	2.0%
<b>Fishing</b> (Freshwater/Other)	43,859	15.8%	40,331	14.4%	40,961	14.5%	38,860	13.7%	38,868	13.6%	39,135	13.6%	37,796	13.0%
<b>Fishing</b> (Saltwater)	14,437	5.2%	13,804	4.9%	12,303	4.4%	11,809	4.2%	11,983	4.2%	12,017	4.2%	11,790	4.1%
<b>Hiking</b>	29,965	10.8%	32,511	11.6%	32,572	11.6%	32,496	11.5%	34,492	12.1%	34,545	12.0%	34,378	11.9%
<b>Hunting</b> (All)	14,138	5.1%	13,980	5.0%	15,273	5.4%	14,007	4.9%	14,887	5.2%	14,705	5.1%	13,526	4.7%
<b>Kayak Fishing</b>	n/a	n/a	n/a	n/a	n/a	n/a	1,044	0.4%	1,201	0.4%	1,409	0.5%	1,798	0.6%
<b>Kayaking</b> (Recreational)	5,070	1.8%	6,240	2.2%	6,212	2.2%	6,465	2.3%	8,229	2.9%	8,144	2.8%	8,716	3.0%
<b>Kayaking</b> (Sea/Touring)	1,485	0.5%	1,780	0.6%	1,771	0.6%	2,144	0.8%	2,029	0.7%	2,446	0.9%	2,694	0.9%
<b>Kayaking</b> (Whitewater)	1,207	0.4%	1,242	0.4%	1,369	0.5%	1,842	0.6%	1,546	0.5%	1,878	0.7%	2,146	0.7%
<b>Rafting</b>	4,340	1.6%	4,651	1.7%	4,318	1.5%	4,460	1.6%	3,821	1.3%	3,690	1.3%	3,836	1.3%
<b>Running</b> (Running/Jogging or Trail Running)	41,957	15.2%	42,103	15.1%	44,732	15.9%	50,159	17.8%	51,495	18.0%	53,214	18.5%	57,545	19.8%
<b>Running/Jogging</b>	41,064	14.8%	41,130	14.7%	43,892	15.6%	49,408	17.4%	50,713	17.7%	52,187	18.2%	54,188	18.7%
<b>Sailing</b>	3,786	1.4%	4,226	1.5%	4,342	1.5%	3,869	1.4%	3,725	1.3%	3,958	1.4%	3,915	1.3%
<b>Scuba Diving</b>	2,965	1.1%	3,216	1.2%	2,723	1.0%	3,153	1.1%	2,579	0.9%	2,982	1.0%	3,174	1.1%
<b>Skateboarding</b>	8,429	3.0%	7,807	2.8%	7,352	2.6%	6,808	2.4%	5,827	2.0%	6,627	2.3%	6,350	2.2%
<b>Skiing</b> (Alpine/Downhill)	10,362	3.7%	10,346	3.7%	10,919	3.9%	11,504	4.1%	10,201	3.6%	8,243	2.9%	8,044	2.8%
<b>Skiing</b> (Cross-Country)	3,530	1.3%	3,848	1.4%	4,157	1.5%	4,530	1.6%	3,641	1.3%	3,307	1.2%	3,377	1.2%
<b>Snorkeling</b>	9,294	3.4%	10,296	3.7%	9,358	3.3%	9,305	3.3%	9,318	3.3%	8,011	2.8%	8,700	3.0%
<b>Snowboarding</b>	6,841	2.5%	7,159	2.6%	7,421	2.6%	8,196	2.9%	7,579	2.7%	7,351	2.6%	6,418	2.2%
<b>Snowshoeing</b>	2,400	0.9%	2,922	1.0%	3,431	1.2%	3,823	1.3%	4,111	1.4%	4,029	1.4%	3,012	1.0%
<b>Stand Up Paddling</b>	n/a	n/a	n/a	n/a	n/a	n/a	1,050	0.4%	1,242	0.4%	1,542	0.5%	1,993	0.7%
<b>Surfing</b>	2,206	0.8%	2,607	0.9%	2,403	0.9%	2,767	1.0%	2,195	0.8%	2,895	1.0%	2,658	0.9%
<b>Telemarking</b> (Downhill)	1,173	0.4%	1,435	0.5%	1,482	0.5%	1,821	0.6%	2,099	0.7%	2,766	1.0%	1,732	0.6%
<b>Trail Running</b>	4,216	1.5%	4,857	1.7%	4,833	1.7%	5,136	1.8%	5,610	2.0%	6,003	2.1%	6,792	2.3%
<b>Triathlon</b> (Non-Traditional/Off Road)	483	0.2%	602	0.2%	666	0.2%	929	0.3%	709	0.2%	1,442	0.5%	1,390	0.5%
<b>Triathlon</b> (Traditional/Road)	798	0.3%	1,087	0.4%	1,208	0.4%	1,978	0.7%	1,393	0.5%	2,184	0.8%	2,262	0.8%
<b>Wakeboarding</b>	3,521	1.3%	3,544	1.3%	3,577	1.3%	3,645	1.3%	3,389	1.2%	3,348	1.2%	3,316	1.1%
<b>Wildlife Viewing</b>	22,974	8.3%	24,113	8.6%	21,291	7.6%	21,025	7.4%	21,964	7.7%	22,999	8.0%	21,359	7.4%



# Participation in Other Activities, All Americans Ages 6+

	2007	%	2008	%	2009	%	2010	%	2011	%	2012	%	2013	%
	in	of	in	of	in	of	in	of	in	of	in	of	in	of
	000's	Pop.	000's	Pop.	000's	Pop.	000's	Pop.	000's	Pop.	000's	Pop.	000's	Pop.
<b>Indoor Fitness Activities</b>														
<b>Abdominal Machine/Device</b>	20,426	7.4%	19,917	7.1%	19,465	6.9%	18,491	6.5%	18,950	6.6%	18,864	6.6%	18,439	6.4%
<b>Aerobics (High-Impact)</b>	11,287	4.1%	12,272	4.4%	13,269	4.7%	15,864	5.6%	15,646	5.5%	16,710	5.8%	17,323	6.0%
<b>Aerobics (Low-Impact)</b>	22,397	8.1%	24,168	8.6%	25,685	9.1%	27,177	9.6%	24,723	8.7%	26,690	9.3%	25,033	8.6%
<b>Aerobics (Step)</b>	8,528	3.1%	10,318	3.7%	10,784	3.8%	11,283	4.0%	9,263	3.2%	9,891	3.4%	8,961	3.1%
<b>Aquatic Exercise</b>	9,757	3.5%	9,267	3.3%	8,662	3.1%	9,231	3.3%	8,852	3.1%	9,502	3.3%	8,483	2.9%
<b>Barre</b>	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	2,901	1.0%
<b>Calisthenics/Weight Training</b>	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	10,670	3.7%
<b>Cardio Kickboxing</b>	4,812	1.7%	4,997	1.8%	6,002	2.1%	6,571	2.3%	6,404	2.2%	7,047	2.5%	6,311	2.2%
<b>Cardio Cross Trainer</b>	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	5,430	1.9%
<b>Elliptical Motion Trainer</b>	23,586	8.5%	25,284	9.0%	26,521	9.4%	28,117	9.9%	31,351	11.0%	25,769	9.0%	27,119	9.4%
<b>Free Weights (Barbells)</b>	25,499	9.2%	26,142	9.4%	27,048	9.6%	27,339	9.6%	26,773	9.4%	26,603	9.3%	25,641	8.8%
<b>Free Weights (Dumbbells)</b>	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	32,209	11.1%
<b>Free Weights (Hand Weights)</b>	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	43,164	14.9%
<b>Home Gym Exercise</b>	25,823	9.3%	24,514	8.8%	24,762	8.8%	24,581	8.7%	25,585	9.0%	25,399	8.8%	25,514	8.8%
<b>Other Exercise to Music</b>	22,294	8.1%	21,893	7.8%	22,045	7.8%	22,960	8.1%	24,260	8.5%	25,808	9.0%	23,497	8.1%
<b>Pilates Training</b>	9,192	3.3%	8,886	3.2%	8,653	3.1%	8,154	2.9%	8,860	3.1%	8,178	2.8%	8,069	2.8%
<b>Rowing Machine</b>	8,782	3.2%	9,021	3.2%	9,174	3.3%	9,763	3.4%	9,766	3.4%	10,185	3.5%	10,183	3.5%
<b>Stair Climbing Machine</b>	13,521	4.9%	14,204	5.1%	13,101	4.7%	13,436	4.7%	13,382	4.7%	12,576	4.4%	12,642	4.4%
<b>Stationary Cycling</b> (Recumbent)	10,818	3.9%	11,389	4.1%	11,208	4.0%	11,709	4.1%	12,156	4.3%	11,141	3.9%	11,159	3.8%
<b>Stationary Cycling (Group)</b>	6,314	2.3%	6,693	2.4%	6,831	2.4%	8,876	3.1%	8,599	3.0%	8,355	2.9%	8,309	2.9%
<b>Stationary Cycling (Upright)</b>	24,531	8.9%	25,304	9.1%	24,528	8.7%	24,627	8.7%	24,190	8.5%	24,486	8.5%	24,088	8.3%
<b>Stretching</b>	36,181	13.1%	36,288	13.0%	36,310	12.9%	35,129	12.4%	34,244	12.0%	37,502	13.1%	36,202	12.5%
<b>Swimming (Fitness)</b>	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	21,517	7.5%	24,914	8.7%	26,354	9.1%
<b>Tai Chi</b>	n/a	n/a	3,424	1.2%	3,205	1.1%	3,180	1.1%	2,769	1.0%	3,637	1.3%	3,469	1.2%
<b>Treadmill</b>	50,073	18.1%	49,371	17.7%	51,418	18.3%	53,131	18.7%	53,388	18.7%	48,289	16.8%	48,166	16.6%
<b>Walking for Fitness</b>	108,740	39.3%	111,668	39.9%	110,095	39.1%	114,068	40.2%	111,362	39.0%	116,695	40.6%	117,351	40.5%
<b>Weight/Resistance Machines</b>	39,290	14.2%	38,397	13.7%	39,752	14.1%	38,618	13.6%	40,477	14.2%	37,522	13.1%	36,267	12.5%
<b>Yoga</b>	n/a	n/a	17,758	6.4%	20,109	7.1%	21,886	7.7%	22,327	7.8%	24,180	8.4%	24,310	8.4%

<b>Team Sports</b>														
<b>Baseball</b>	16,058	5.8%	15,020	5.4%	13,837	4.9%	14,558	5.1%	12,564	4.4%	13,389	4.7%	13,284	4.6%
<b>Basketball</b>	25,961	9.4%	26,254	9.4%	24,007	8.5%	26,304	9.3%	23,275	8.1%	24,141	8.4%	23,669	8.2%
<b>Cheerleading</b>	3,279	1.2%	3,104	1.1%	3,036	1.1%	3,232	1.1%	2,865	1.0%	3,622	1.3%	3,235	1.1%
<b>Field Hockey</b>	1,127	0.4%	1,118	0.4%	1,066	0.4%	1,298	0.5%	996	0.3%	1,478	0.5%	1,474	0.5%
<b>Football (Flag)</b>	n/a	n/a	7,310	2.6%	6,553	2.3%	6,767	2.4%	5,883	2.1%	5,847	2.0%	5,610	1.9%
<b>Football (Tackle)</b>	7,939	2.9%	7,692	2.8%	6,794	2.4%	6,905	2.4%	5,990	2.1%	6,451	2.2%	6,165	2.1%
<b>Football (Touch)</b>	12,988	4.7%	10,493	3.8%	8,959	3.2%	8,367	2.9%	7,000	2.4%	7,590	2.6%	7,140	2.5%
<b>Ice Hockey</b>	1,840	0.7%	1,902	0.7%	2,134	0.8%	2,145	0.8%	2,117	0.7%	2,610	0.9%	2,393	0.8%
<b>Lacrosse</b>	1,058	0.4%	1,127	0.4%	1,197	0.4%	1,648	0.6%	1,353	0.5%	1,860	0.6%	1,813	0.6%
<b>Rugby</b>	617	0.2%	690	0.2%	750	0.3%	1,130	0.4%	569	0.2%	1,205	0.4%	1,183	0.4%
<b>Soccer (Indoor)</b>	4,237	1.5%	4,737	1.7%	4,913	1.7%	4,927	1.7%	4,335	1.5%	4,898	1.7%	4,803	1.7%
<b>Soccer (Outdoor)</b>	13,708	5.0%	14,223	5.1%	13,691	4.9%	14,075	5.0%	13,259	4.6%	12,630	4.4%	12,726	4.4%
<b>Softball (Fast Pitch)</b>	2,345	1.0%	2,316	0.8%	2,636	0.9%	2,389	0.8%	2,411	0.8%	2,838	1.0%	2,498	0.9%

	2007 in 000's	% of Pop.	2008 in 000's	% of Pop.	2009 in 000's	% of Pop.	2010 in 000's	% of Pop.	2011 in 000's	% of Pop.	2012 in 000's	% of Pop.	2013 in 000's	% of Pop.
<b>Softball</b> (Slow Pitch)	9,485	3.4%	9,835	3.5%	8,525	3.0%	8,429	3.0%	7,189	2.5%	7,633	2.7%	6,868	2.4%
<b>Swimming</b> (On a Team)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	2,363	0.8%	2,641	0.9%	2,638	0.9%
<b>Track and Field</b>	4,691	1.7%	4,516	1.6%	4,443	1.6%	4,322	1.5%	4,360	1.5%	4,154	1.4%	4,071	1.4%
<b>Volleyball</b> (Sand/Beach)	3,878	1.4%	4,171	1.5%	4,476	1.6%	5,028	1.8%	3,874	1.4%	5,136	1.8%	4,769	1.6%
<b>Volleyball</b> (Court)	6,986	2.5%	8,190	2.9%	7,283	2.6%	7,346	2.6%	5,978	2.1%	6,791	2.4%	6,433	2.2%
<b>Volleyball</b> (Grass)	4,940	1.8%	5,086	1.8%	4,853	1.7%	4,574	1.6%	3,847	1.3%	4,328	1.5%	4,098	1.4%

## Other Activities

<b>Archery</b>	5,950	2.1%	6,409	2.3%	6,326	2.2%	6,319	2.2%	6,623	2.3%	7,722	2.7%	7,647	2.6%
<b>Badminton</b>	7,057	2.5%	7,239	2.6%	7,699	2.7%	7,590	2.7%	6,679	2.3%	7,876	2.7%	7,150	2.5%
<b>Billiards/Pool</b>	51,089	18.5%	49,018	17.5%	43,005	15.3%	39,385	13.9%	34,277	12.0%	35,147	12.2%	34,548	11.9%
<b>Bowling</b>	60,184	21.7%	58,650	21.0%	57,293	20.3%	55,877	19.7%	51,935	18.2%	45,292	15.8%	46,209	15.9%
<b>Boxing</b> (for Competition)	n/a	n/a	n/a	n/a	n/a	n/a	855	0.3%	639	0.2%	1,278	0.4%	1,134	0.4%
<b>Boxing</b> (for Fitness)	n/a	n/a	n/a	n/a	n/a	n/a	4,788	1.7%	4,473	1.6%	5,190	1.8%	5,251	1.8%
<b>Cardio Tennis</b>	n/a	n/a	830	0.3%	1,177	0.4%	1,503	0.5%	1,083	0.4%	1,442	0.5%	1,539	0.5%
<b>Darts</b>	24,709	8.9%	23,451	8.4%	20,022	7.1%	18,118	6.4%	16,379	5.7%	16,001	5.6%	16,643	5.7%
<b>Golf</b> (On a Golf Course)	29,528	10.7%	28,571	10.2%	27,103	9.6%	26,122	9.2%	25,682	9.0%	22,442	7.8%	24,720	8.5%
<b>Gymnastics</b>	4,066	1.5%	3,883	1.4%	4,021	1.4%	4,815	1.7%	4,832	1.7%	5,398	1.9%	4,972	1.7%
<b>Horseback Riding</b>	12,098	4.4%	10,816	3.9%	9,755	3.5%	9,809	3.5%	8,861	3.1%	7,985	2.8%	8,089	2.8%
<b>Ice Skating</b>	11,430	4.1%	10,999	3.9%	10,929	3.9%	12,024	4.2%	11,227	3.9%	11,201	3.9%	10,679	3.7%
<b>Jet Skiing</b>	8,055	2.9%	7,815	2.8%	7,724	2.7%	7,753	2.7%	7,395	2.6%	6,597	2.3%	6,413	2.2%
<b>Martial Arts</b>	6,865	2.5%	6,770	2.4%	6,516	2.3%	5,488	1.9%	4,585	1.6%	5,566	1.9%	5,314	1.8%
<b>Martial Arts</b> (for Competition)	n/a	n/a	n/a	n/a	n/a	n/a	910	0.3%	515	0.2%	983	0.3%	977	0.3%
<b>Martial Arts</b> (for Fitness)	n/a	n/a	n/a	n/a	n/a	n/a	1,745	0.6%	1,649	0.6%	2,305	0.8%	2,255	0.8%
<b>Paintball</b>	5,476	2.0%	4,857	1.7%	4,552	1.6%	3,655	1.3%	3,557	1.2%	3,499	1.2%	3,595	1.2%
<b>Racquetball</b>	4,229	1.5%	4,993	1.8%	4,575	1.6%	4,630	1.6%	4,084	1.4%	4,055	1.4%	3,824	1.3%
<b>Roller Hockey</b>	1,681	0.6%	1,456	0.5%	1,397	0.5%	1,350	0.5%	1,124	0.4%	1,611	0.6%	1,574	0.5%
<b>Roller Skating</b> (2x2 Wheels)	8,921	3.2%	7,855	2.8%	8,147	2.9%	8,126	2.9%	7,576	2.7%	6,973	2.4%	6,599	2.3%
<b>Roller Skating</b> (Inline Wheels)	10,814	3.9%	9,608	3.4%	8,276	2.9%	7,980	2.8%	6,921	2.4%	6,374	2.2%	6,129	2.1%
<b> Scooter Riding</b> (Non-Motorized)	6,782	2.5%	6,394	2.3%	5,064	1.8%	4,861	1.7%	4,797	1.7%	4,476	1.6%	4,061	1.4%
<b>Shooting</b> (Sport/Clays)	4,115	1.5%	4,282	1.5%	4,182	1.5%	4,399	1.6%	4,193	1.5%	4,896	1.7%	4,479	1.5%
<b>Shooting</b> (Trap/Skeet)	3,376	1.2%	3,669	1.3%	3,368	1.2%	3,610	1.3%	3,295	1.2%	3,886	1.4%	3,784	1.3%
<b>Snowmobiling</b>	4,811	1.7%	4,660	1.7%	4,798	1.7%	5,116	1.8%	4,700	1.6%	2,876	1.0%	2,984	1.0%
<b>Squash</b>	612	0.2%	706	0.3%	885	0.3%	1,177	0.4%	1,046	0.4%	1,533	0.5%	1,414	0.5%
<b>Table Tennis</b>	15,955	5.8%	17,201	6.2%	19,301	6.9%	19,446	6.9%	17,676	6.2%	15,971	5.6%	17,079	5.9%
<b>Target Shooting</b> (Handgun)	11,736	4.2%	13,365	4.8%	12,473	4.4%	12,497	4.4%	14,778	5.2%	16,059	5.6%	14,370	5.0%
<b>Target Shooting</b> (Rifle)	12,436	4.5%	13,102	4.7%	12,730	4.5%	12,544	4.4%	13,520	4.7%	14,186	4.9%	13,023	4.5%
<b>Tennis</b>	16,940	6.1%	18,558	6.6%	18,534	6.6%	18,903	6.7%	16,641	5.8%	17,020	5.9%	17,678	6.1%
<b>Ultimate Frisbee</b>	4,038	1.5%	4,879	1.7%	4,392	1.6%	4,749	1.7%	4,986	1.7%	5,276	1.8%	5,077	1.8%
<b>Water Skiing</b>	5,918	2.1%	5,593	2.0%	4,862	1.7%	4,836	1.7%	4,416	1.5%	4,452	1.6%	4,202	1.4%
<b>Wrestling</b>	3,313	1.2%	3,358	1.2%	2,982	1.1%	2,089	0.7%	1,852	0.6%	1,991	0.7%	1,829	0.6%

## 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. For example, in the preceding tables, 2013 participation represents participation in the 2012/2013 winter season.

## Groupings

In this report, outdoor activities include adventure racing, backpacking, bicycling (BMX), bicycling (mountain/non-paved surface), bicycling (road/paved surface), birdwatching (more than 1/4 mile from home/vehicle), boardsailing/windsurfing, camping (backyard or car, within 1/4 mile of vehicle/home), camping (recreational vehicle), canoeing, climbing (sport/indoor/boulder), climbing (traditional/ice/mountaineering), fishing (fly), fishing (freshwater/other), fishing (saltwater), hiking, hunting (rifle), hunting (shotgun), hunting (handgun), hunting (bow), kayak fishing, kayaking (recreational), kayaking (sea/touring), kayaking (white water), rafting, running/jogging, sailing, scuba diving, skateboarding, skiing (alpine/downhill), skiing (cross-country), snorkeling, snowboarding, snowshoeing, stand up paddling, surfing, telemarking (downhill), trail running, triathlon (non-traditional/off road), triathlon (traditional/road), wakeboarding, wildlife viewing (more than 1/4 mile from home/vehicle).

Team sports include baseball, basketball, cheerleading, ice hockey, field hockey, football (touch), football (tackle), football (flag), lacrosse, rugby, soccer (indoor), soccer (outdoor), swimming (on a team), softball (regular), softball (fast-pitch), track and field, volleyball (court), volleyball (grass), volleyball (sand/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, barre and cardio cross trainer.

## Method

During January and early February of 2014, a total of 19,240 online interviews were carried out with a nationwide sample of individuals and households from the US Online Panel operated by Synovate/IPSOS. A total of 7,528 individual and 11,712 household surveys were completed. The total panel has over one million members and is maintained to be representative of the US population. Oversampling of ethnic groups took place to boost response from typically under responding groups.

A weighting technique was used to balance the data to reflect the total US population aged six and above. The following variables were used: gender, age, income, household size, region, population density and panel join date. The total population figure used was 290,001,000 people aged 6 and above. The 2013 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.

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.

Unless otherwise noted, the data in this report was collected during the latest 2014 participation survey, which focused on American participation in the 2013 calendar year. 2006, 2007, 2008, 2009, 2010, 2011 and 2012 data noted in the report was collected in previous surveys.

Charts in this report may not always add up to 100 percent exactly. This is a result of rounding errors and the errors do not persist in the unrounded data.

## Youth Interviews

All interviews of children under 13 were carried out following the guidelines set out in the Children’s Online Privacy Protection Act of 1998 (COPPA). No children were contacted directly. The panel is a balanced sample of households with children in each age group, but contact is always made through designated adult panelists. The adult panelist receives the survey invitation on behalf of a specified child, age 6 to 12, and they are asked to complete the survey together. Respondents ages 13 to 17 are contacted in a manner similar to respondents ages 6 to 12, but they are asked to complete the survey themselves.

## Acknowledgements

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

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## About The Outdoor Foundation

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

For more information visit [www.outdoorfoundation.org](http://www.outdoorfoundation.org).

