

**OUTDOOR
RECREATION**

PARTICIPATION

TOPLINE REPORT

2011



2010 Outdoor Participation

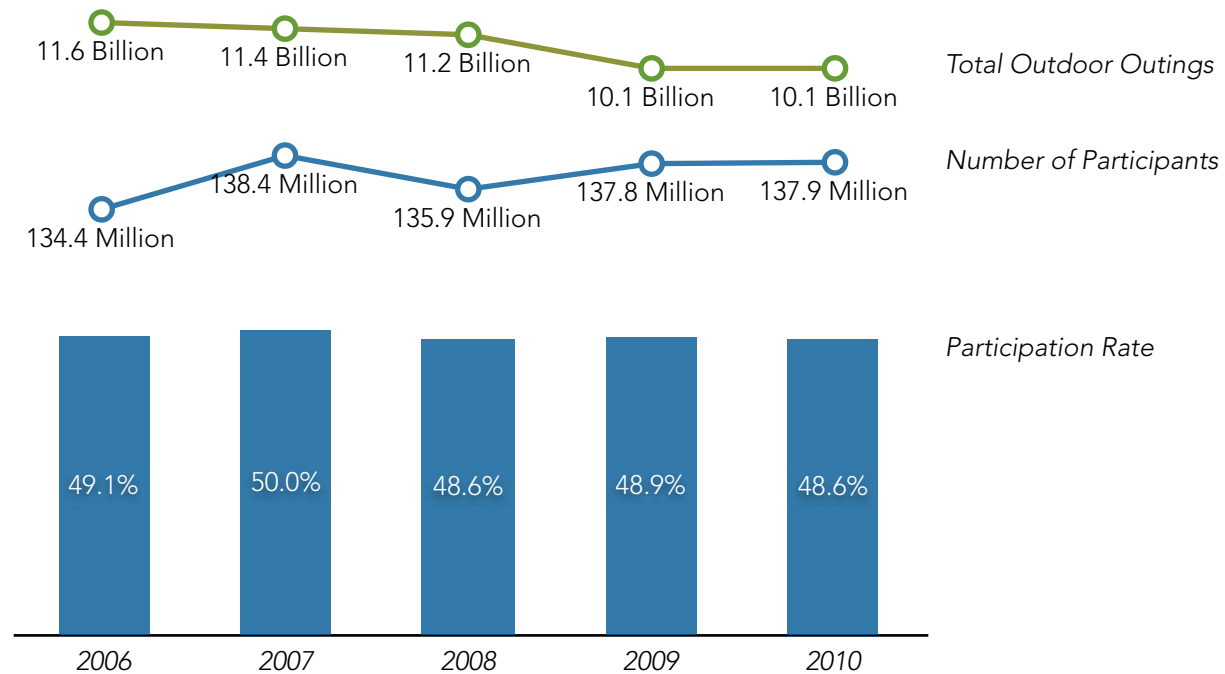
10.1 Billion Outdoor Outings
73 Average Outings Per Participant

Participation in outdoor recreation in 2010 remained steady for a third year in a row, matching levels seen in 2008. 48.6 percent of Americans ages six and older, or 137.9 million individuals, participated in at least one outdoor activity in 2010, making 10.1 billion outdoor outings.

Notably in 2010, ethnically diverse participants made up a significantly higher percentage of participants than in previous years, up over four percentage points since 2007 to 29.5 percent of participants. Adventure sports, including triathlon, adventure racing, backpacking, climbing, kayaking, rafting and scuba diving, showed significant growth in 2010 as well, up 2.3 percent in participation as a group.

Compared to 2009, youth participation in outdoor activities was flat among ages 6 to 12, but increased slightly among ages 13 to 17 and 18 to 24. Running, biking and camping were popular among youth, ages 6 to 24, though backyard, car and RV camping and bicycling continued to see participation decreases in 2010, part of a three-year trend.

Outdoor Participation, 2006 to 2010



2010 Participation Growth

	2007	2008	2009	2010	1 Year Change
Adventure Sports (Triathlon, Adventure Racing, Backpacking, Canoeing, Climbing, Kayaking, Rafting, Windsurfing and Scuba Diving)	27,599	28,560	28,411	29,075	2.3%
Running, Jogging and Trail Running	41,957	42,103	44,732	50,370	12.6%
Percentage of Diverse Participants		25.3%	21.8%	29.5%	35.3%

Youth Participation

Ages
6 to 24

3.9 Billion Outdoor Outings
82 Average Outings Per Participant

Most Popular Youth Outdoor Activities

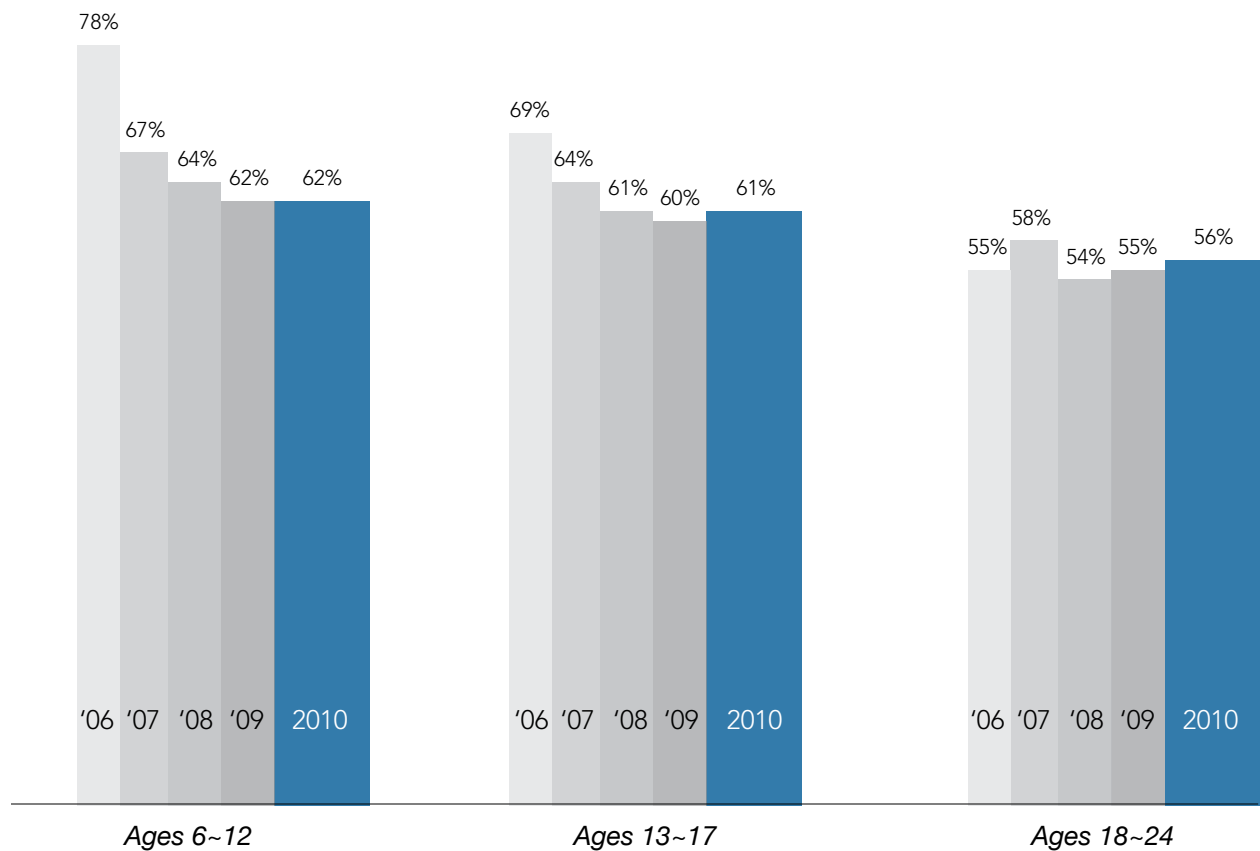
By Participation Rate, Ages 6 to 24

1. Running, Jogging and Trail Running
25.8% of youth, 20.4 million participants
2. Bicycling (Road, Mountain and BMX)
22.4% of youth, 17.8 million participants
3. Camping (Car, Backyard and RV)
18.9% of youth, 15.0 million participants
4. Fishing (Fresh, Salt and Fly)
18.4% of youth, 14.5 million participants
5. Hiking
12.3% of youth, 9.7 million participants

Favorite Youth Outdoor Activities

By Frequency of Participation, Ages 6 to 24

1. Running, Jogging and Trail Running
89.4 average outings per runner, 1.8 billion total outings
2. Bicycling (Road, Mountain and BMX)
67.7 average outings per cyclist, 1.2 billion total outings
3. Skateboarding
61.3 average outings per skateboarder, 329 million total outings
4. Birdwatching
32.4 average outings per birdwatcher, 74 million total outings
5. Surfing
21.9 average outings per surfer, 25 million total outings



Ages
25 +

Adult Participation

6.2 Billion Outdoor Outings
68 Average Outings Per Participant

Most Popular Adult Outdoor Activities

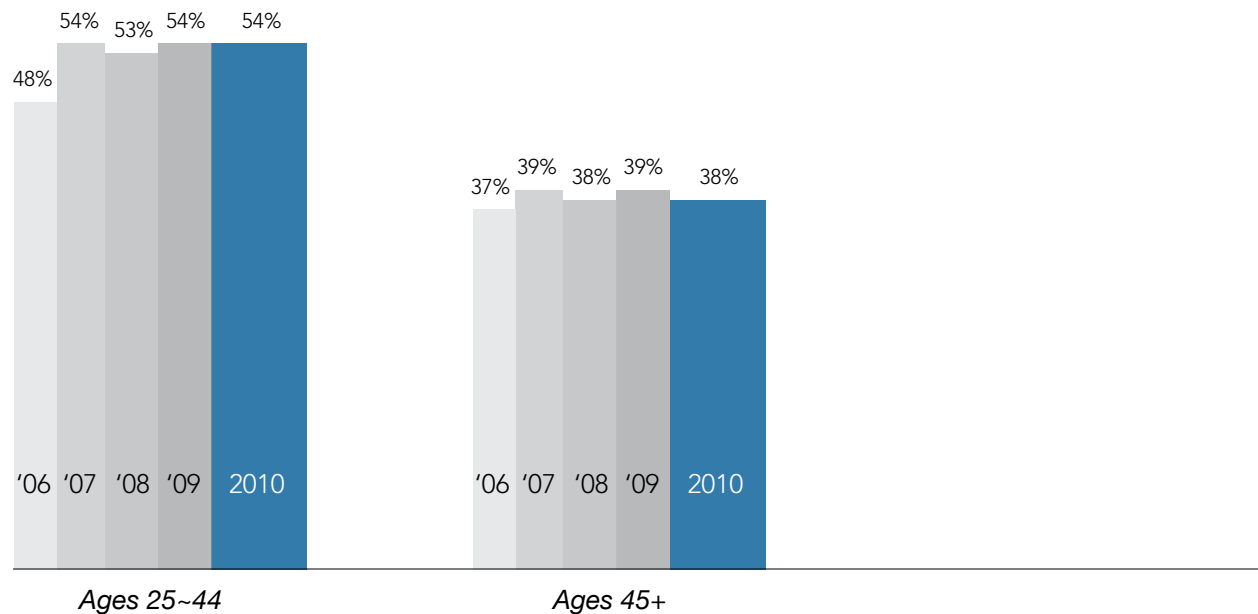
By Participation Rate, Ages 25+

1. Fishing (Fresh, Salt and Fly)
15.1% of adults, 30.9 million participants
2. Running, Jogging and Trail Running
14.7% of adults, 30.0 million participants
3. Camping (Car, Backyard and RV)
12.2% of adults, 25.0 million participants
4. Bicycling (Road, Mountain and BMX)
12.0% of adults, 24.6 million participants
5. Hiking
11.1% of adults, 22.8 million participants

Favorite Adult Outdoor Activities

By Frequency of Participation, Ages 25+

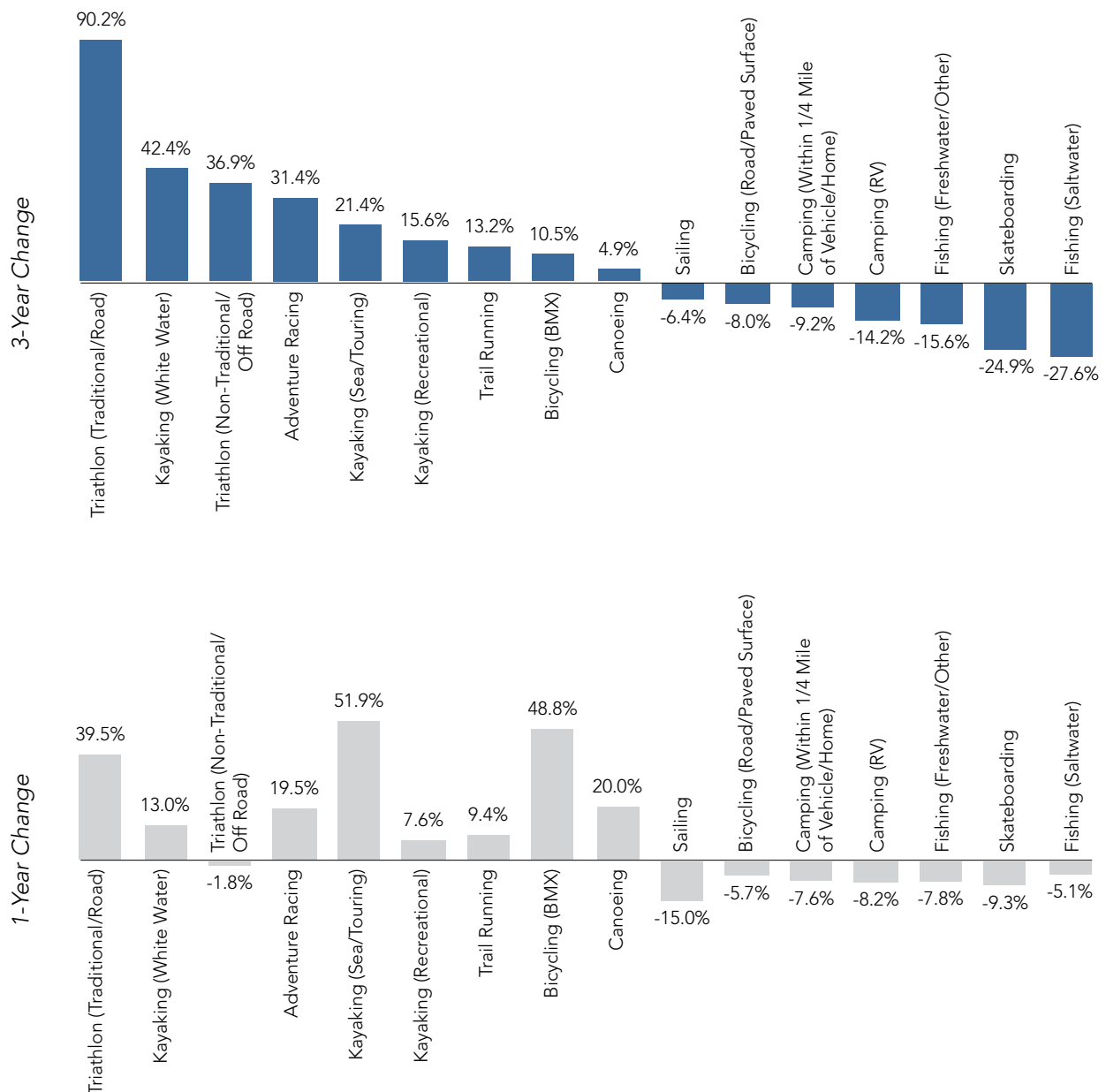
1. Running, Jogging and Trail Running
86.1 average outings per runner, 2.6 billion total outings
2. Bicycling (Road, Mountain and BMX)
50.5 average outings per cyclist, 1.2 billion total outings
3. Birdwatching
42.0 average outings per birdwatcher, 464 million total outings
4. Wildlife Viewing
27.2 average outings per wildlife viewer, 453 million total outings
5. Fishing (Fresh, Salt and Fly)
22.4 average outings per angler, 692 million total outings



Among youth ages 6 to 24, participation in activities such as triathlon, kayaking, adventure racing and trail running has increased significantly over the past three years and over the past year, with the exception of non-traditional/off-road triathlon. Car camping and backyard camping (but not backpacking), cycling and fishing have not fared as well in recent years, showing significant declines in youth participation.

Demographically, youth participation in outdoor activities has not changed very much in recent years, with one notable and welcomed exception: participation by ethnicity. Diverse participants made up 29 percent of all youth outdoor participants in 2010, the highest level in recent years.

Trending Youth Activities



Youth Demographics

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

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

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

		2007	2008	2009	2010
Household Income	Under \$25,000	17%	18%	15%	15%
	\$25,000 to \$49,999	25%	25%	24%	22%
	\$50,000 to \$74,999	20%	20%	20%	20%
	\$75,000 to \$99,999	14%	11%	14%	13%
	\$100,000+	25%	27%	29%	29%

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

Outdoor Participation by Activity Ages 6+

	2006 in 000's	2007 in 000's	2008 in 000's	2009 in 000's	2010 in 000's	1 Year Change
Adventure Racing	725	698	920	1,089	1,339	23.0%
Backpacking Overnight - More Than 1/4 Mile From Vehicle/Home	7,067	6,637	7,867	7,647	8,349	9.2%
Bicycling (BMX)	1,655	1,887	1,904	1,811	2,369	30.8%
Bicycling (Mountain/Non-Paved Surface)	6,751	6,892	7,592	7,142	7,161	0.3%
Bicycling (Road/Paved Surface)	38,457	38,940	38,114	40,140	39,320	-2.0%
Birdwatching More Than 1/4 Mile From Home/Vehicle	11,070	13,476	14,399	13,294	13,339	0.3%
Boardsailing/Windsurfing	938	1,118	1,307	1,128	1,617	43.4%
Camping (RV)	16,946	16,168	16,517	17,436	15,865	-9.0%
Camping (Within 1/4 Mile of Vehicle/Home)	35,618	31,375	33,686	34,338	30,996	-9.7%
Canoeing	9,154	9,797	9,935	10,058	10,553	4.9%
Climbing (Sport/Indoor/Boulder)	4,728	4,514	4,769	4,313	4,770	10.6%
Climbing (Traditional/Ice/Mountaineering)	1,586	2,084	2,288	1,835	2,198	19.8%
Fishing (Fly)	6,071	5,756	5,941	5,568	5,478	-1.6%
Fishing (Freshwater/Other)	43,100	43,859	40,331	40,961	38,860	-5.1%
Fishing (Saltwater)	12,466	14,437	13,804	12,303	11,809	-4.0%
Hiking (Day)	29,863	29,965	32,511	32,572	32,496	-0.2%
Hunting (Bow)	3,875	3,818	3,722	4,226	3,908	-7.5%
Hunting (Handgun)	2,525	2,595	2,873	2,276	2,709	19.0%
Hunting (Rifle)	11,242	10,635	10,344	11,114	10,150	-8.7%
Hunting (Shotgun)	8,987	8,545	8,731	8,490	8,062	-5.0%
Kayak Fishing					1,044	n/a
Kayaking (Recreational)	4,134	5,070	6,240	6,212	6,465	4.1%
Kayaking (Sea/Touring)	1,136	1,485	1,780	1,771	2,144	21.1%
Kayaking (White Water)	828	1,207	1,242	1,369	1,842	34.6%
Rafting	3,609	4,616	4,651	4,318	4,460	3.3%
Running/Jogging	38,559	41,064	41,130	43,892	49,408	12.6%
Sailing	3,390	4,056	4,226	4,342	3,869	-10.9%
Scuba Diving	2,965	2,965	3,216	2,723	3,153	15.8%
Skateboarding	10,130	8,429	7,807	7,352	6,808	-7.4%
Skiing (Alpine/Downhill)	n/a	10,362	10,346	10,919	11,504	5.4%
Skiing (Cross-Country)	n/a	3,530	3,848	4,157	4,530	9.0%
Skiing (Freestyle)	n/a	2,817	2,711	2,950	3,647	23.6%
Snorkeling	8,395	10,294	10,296	9,358	9,305	-0.6%

Snowboarding	n/a	6,841	7,159	7,421	8,196	10.4%
Snowshoeing	n/a	2,400	2,922	3,431	3,823	11.4%
Stand Up Paddling					1,050	n/a
Surfing	2,170	2,206	2,607	2,403	2,767	15.1%
Telemarking (Downhill)	n/a	1,173	1,435	1,482	1,821	22.9%
Trail Running	4,558	4,216	4,857	4,833	5,136	6.3%
Triathlon (Non-Traditional/Off Road)	281	483	602	666	929	39.5%
Triathlon (Traditional/Road)	640	798	1,087	1,208	1,978	63.7%
Wakeboarding	3,046	4,083	3,544	3,577	3,645	1.9%
Wildlife Viewing More Than 1/4 Mile From Home/Vehicle	20,294	22,974	24,113	21,291	21,025	-1.2%

Methodology

During January and early February, 2011, a total of 38,742 online interviews were carried out with a nationwide sample of individuals and households from the U.S. Online Panel operated by Synovate. A total of 15,086 individual and 23,656 household surveys were completed. The total panel has over one million members and is maintained to be representative of the U.S. population. Over sampling 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 U.S. 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 283,743,000 people ages six and above.

The 2011 participation survey sample size of 38,742 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 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.

About The Outdoor Foundation

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

For more information visit www.outdoorfoundation.org.

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

