## OUTDOOR RECREATION PARTICIPATION TOPLINE REPORT 2014




## ${ }_{6+}^{\text {Aage }} 2013$ Outdoor Participation

12.1 Billion Outdoor Outings
84.6 Average Outings Per Participant

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

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

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

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

Outdoor Participation, 2006 to 2013


Total Outdoor Outings


Number of Participants

Participation Rate

## Youth \& Young Adult Participation

4.9 Billion Outdoor Outings 99.0 Average Outings Per Participant

Most Popular Youth Outdoor Activities
By Participation Rate, Ages 6 to 24

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

## Favorite Youth Outdoor Activities

By Frequency of Participation, Ages 6 to 24

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


## ${ }_{\substack{\text { Agese } \\ 6.64}}^{\text {Youth \& Young Adult Participant Demographics }}$

|  |  | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 |
| :--- | :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Gender | Male | $52 \%$ | $50 \%$ | $57 \%$ | $53 \%$ | $53 \%$ | $52 \%$ | $50 \%$ |
|  | Female | $48 \%$ | $50 \%$ | $43 \%$ | $47 \%$ | $47 \%$ | $49 \%$ | $50 \%$ |
|  |  |  |  |  |  |  |  |  |
|  |  | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 |
| Age | 6 to 12 | $33 \%$ | $29 \%$ | $37 \%$ | $36 \%$ | $36 \%$ | $38 \%$ | $38 \%$ |
|  | 13 to 17 | $24 \%$ | $25 \%$ | $30 \%$ | $30 \%$ | $30 \%$ | $26 \%$ | $26 \%$ |
|  | 18 to 24 | $44 \%$ | $46 \%$ | $34 \%$ | $34 \%$ | $34 \%$ | $36 \%$ | $31 \%$ |


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



# Adult Participation 

## Most Popular Adult Outdoor Activities

By Participation Rate, Ages 25+

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

## Favorite Adult Outdoor Activities

By Frequency of Participation, Ages 25+

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


## 2013 Positive Outdoor Trends

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

Trending Activities


## Outdoor Participation by Activity

|  | $\begin{array}{r} 2006 \\ \text { in 000's } \end{array}$ | $\begin{array}{r} 2007 \\ \text { in 000's } \end{array}$ | $\begin{array}{r} 2008 \\ \text { in 000's } \end{array}$ | $\begin{array}{r} 2009 \\ \text { in 000's } \end{array}$ | $\begin{array}{r} 2010 \\ \text { in 000's } \end{array}$ | $\begin{array}{r} 2011 \\ \text { in 000's } \end{array}$ | $\begin{array}{r} 2012 \\ \text { in 000's } \end{array}$ | $\begin{array}{r} 2013 \\ \text { in 000's } \end{array}$ | 3 Year Change |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adventure Racing | 725 | 698 | 920 | 1,089 | 1,339 | 1,065 | 2,170 | 2,213 | 28.4\% |
| Backpacking Overnight More Than 1/4 Mile From Vehicle/Home | 7,067 | 6,637 | 7,867 | 7,647 | 8,349 | 7,095 | 8,771 | 9,069 | 4.0\% |
| Bicycling (BMX) | 1,655 | 1,887 | 1,904 | 1,811 | 2,369 | 1,547 | 2,175 | 2,168 | 1.9\% |
| Bicycling (Mountain/NonPaved Surface) | 6,751 | 6,892 | 7,592 | 7,142 | 7,161 | 6,816 | 7,714 | 8,542 | 6.4\% |
| Bicycling (Road/Paved Surface) | 38,457 | 38,940 | 38,114 | 40,140 | 39,320 | 40,349 | 39,232 | 40,888 | 1.4\% |
| Birdwatching More Than 1/4 Mile From Home/Vehicle | 11,070 | 13,476 | 14,399 | 13,294 | 13,339 | 12,794 | 14,275 | 14,152 | 2.2\% |
| Boardsailing/Windsurfing | 938 | 1,118 | 1,307 | 1,128 | 1,617 | 1,151 | 1,593 | 1,324 | -2.4\% |
| Camping (RV) | 16,946 | 16,168 | 16,517 | 17,436 | 15,865 | 16,698 | 15,108 | 14,556 | -2.6\% |
| Camping (Within 1/4 Mile of Vehicle/Home) | 35,618 | 31,375 | 33,686 | 34,338 | 30,996 | 32,925 | 29,982 | 29,269 | -1.7\% |
| Canoeing | 9,154 | 9,797 | 9,935 | 10,058 | 10,553 | 9,787 | 9,839 | 10,153 | -1.2\% |
| Climbing (Sport/Indoor/ Boulder) | 4,728 | 4,514 | 4,769 | 4,313 | 4,770 | 4,119 | 4,592 | 4,745 | 0.4\% |
| Climbing (Traditional//ce/ Mountaineering) | 1,586 | 2,062 | 2,288 | 1,835 | 2,198 | 1,609 | 2,189 | 2,319 | 5.1\% |
| Fishing (Fly) | 6,071 | 5,756 | 5,941 | 5,568 | 5,478 | 5,683 | 6,012 | 5,878 | 2.4\% |
| Fishing (Freshwater/Other) | 43,100 | 43,859 | 40,331 | 40,961 | 38,860 | 38,868 | 39,135 | 37,796 | -0.9\% |
| Fishing (Saltwater) | 12,466 | 14,437 | 13,804 | 12,303 | 11,809 | 11,983 | 12,017 | 11,790 | 0.0\% |
| Hiking (Day) | 29,863 | 29,965 | 32,511 | 32,572 | 32,496 | 34,491 | 34,545 | 34,378 | 1.9\% |
| Hunting (Bow) | 3,875 | 3,818 | 3,722 | 4,226 | 3,908 | 4,633 | 4,075 | 4,079 | 2.2\% |
| Hunting (Handgun) | 2,525 | 2,595 | 2,873 | 2,276 | 2,709 | 2,671 | 3,553 | 3,198 | 7.2\% |
| Hunting (Rifle) | 11,242 | 10,635 | 10,344 | 11,114 | 10,150 | 10,807 | 10,164 | 9,792 | -1.0\% |
| Hunting (Shotgun) | 8,987 | 8,545 | 8,731 | 8,490 | 8,062 | 8,678 | 8,174 | 7,894 | -0.5\% |
| Kayak Fishing | n/a | n/a | n/a | n/a | 1,044 | 1,201 | 1,409 | 1,798 | 20.0\% |
| Kayaking (Recreational) | 4,134 | 5,070 | 6,240 | 6,212 | 6,465 | 8,229 | 8,144 | 8,716 | 11.1\% |
| Kayaking (Sea/Touring) | 1,136 | 1,485 | 1,780 | 1,771 | 2,144 | 2,029 | 2,446 | 2,694 | 8.4\% |
| Kayaking (White Water) | 828 | 1,207 | 1,242 | 1,369 | 1,842 | 1,546 | 1,878 | 2,146 | 6.6\% |
| Rafting | 3,609 | 4,340 | 4,651 | 4,318 | 4,460 | 3,821 | 3,690 | 3,836 | -4.6\% |
| Running/Jogging | 38,559 | 41,064 | 41,130 | 43,892 | 49,408 | 50,713 | 52,187 | 54,188 | 3.1\% |
| Sailing | 3,390 | 3,786 | 4,226 | 4,342 | 3,869 | 3,725 | 3,958 | 3,915 | 0.5\% |
| Scuba Diving | 2,965 | 2,965 | 3,216 | 2,723 | 3,153 | 2,579 | 2,982 | 3,174 | 1.3\% |
| Skateboarding | 10,130 | 8,429 | 7,807 | 7,352 | 6,808 | 5,827 | 6,627 | 6,350 | -1.6\% |
| Skiing (Alpine/Downhill) | $\mathrm{n} / \mathrm{a}$ | 10,362 | 10,346 | 10,919 | 11,504 | 10,201 | 8,243 | 8,044 | -11.0\% |
| Skiing (Cross-Country) | n/a | 3,530 | 3,848 | 4,157 | 4,530 | 3,641 | 3,307 | 3,377 | -8.9\% |
| Skiing (Freestyle) | n/a | 2,817 | 2,711 | 2,950 | 3,647 | 4,318 | 5,357 | 4,007 | 5.8\% |
| Snorkeling | 8,395 | 9,294 | 10,296 | 9,358 | 9,305 | 9,318 | 8,011 | 8,700 | -1.8\% |
| Snowboarding | n/a | 6,841 | 7,159 | 7,421 | 8,196 | 7,579 | 7,351 | 6,418 | -7.7\% |
| Snowshoeing | n/a | 2,400 | 2,922 | 3,431 | 3,823 | 4,111 | 4,029 | 3,012 | -6.6\% |


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

## Method

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

The 2014 participation survey sample size of 19,240 completed interviews provides a high degree of statistical accuracy. All surveys are subject to some level of standard error - that is, the degree to which the results might differ from those obtained by a complete census of every person in the US. A sport with a participation rate of five percent has a confidence interval of plus or minus 0.31 percentage points at the 95 percent confidence level. This translates to plus or minus four percent of participants.

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

## About The Outdoor Foundation

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