2019 OUTDOOR PARTICIPATION REPORT

OUTDOOR FOUNDATION®

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image: Thrive Outside San Diego, courtesy of Casa Familiar

EXECUTIVE SUMMARY

In 2018, a little more than half of the U.S. population participated in outdoor recreation at least once. Unfortunately, this also meant that a little less than half of the U.S. population did not participate in outdoor recreation at all, and very few got outdoors often enough to enjoy the full benefits of health and well-being outdoor activities can provide.

Americans went on one billion fewer outdoor outings in 2018 than they did just ten years earlier.

Of outdoor participants, 63.3% report they recreate within 10 miles of their home.

Only 17.9 percent of the total population recreated outside at least once a week.

That lack of consistent outdoor recreation was perhaps best illustrated by the activity of moderate outdoor participants, those embarking on outdoor outings about once a month. In 2018, only 33.2 percent of outdoor participants were considered moderate participants, a drop from 35.1 percent just a decade earlier.

The frequency of outdoor activity among youth was equally worrisome. Kids went on 15 percent fewer annual outings in 2018 than they did in 2012. The decline in youth activity was particularly concerning as youth participation is a strong indicator of future activity. In fact, adults that were active outside as children were twice as likely to be active when they became adults.

There continues to be a gap between the diversity of outdoor participants and the diversity of the U.S. population.

In terms of participation by ethnicity, outdoor participants still skewed more Caucasian than the total population, despite increases in Hispanic and overall ethnic youth participation. Like the broader population, all non-Caucasian ethnic groups reported going on far fewer outings in 2018 than they did just five years ago.

More needs to be done to change this narrative, for the health of the industry and the health of society. Collective action through philanthropy, marketing, and policies at the local, state and federal level can help bring not only individuals, but entire communities, to the outdoors and inspire a nationwide outdoor habit.

LEARN MORE AT OUTDOORFOUNDATION.ORG.

Over the past few years, outdoor participation has been on track with the growth of the U.S. population, but concerning trends are beginning to emerge:

-2%

The moderate participation rate has declined by nearly two percent over the past decade.

-7.4

Overall outdoor outings declined by an average of 7.4 outings per participant over the past year.

-1.4%

Youth outdoor outings have dropped by 1.4 percent over the past three years.

While the overall picture for outdoor participation was not promising, there were some bright spots:

Female participation rates increased by an average of 3.2 percent versus last year.

Hispanic participation growth was the strongest among the ethnic groups over the past year.

From 2017 to 2018, there were **participation surges** in some individual activities, like BMX biking and sailing.

OUTDOOR PARTICIPATION SNAPSHOT

OUTDOOR PARTICIPATION SNAPSHOT

A dramatic dip in outdoor outings was fueled by declining consistent participation

KEY FINDINGS

More than half of the US population

151.8 million Americans

participated in at least one outdoor activity in 2018.

Since 2016, outdoor participation rates have grown an average of

1.4 percent

Female outdoor participation rates increased by an average of

1.7 percent

over the last three years.

In 2018, participants went on a collective

10.2 billion

outdoor outings, a significant 6.5 percent drop over the past three years.

MODERATE PARTICIPANTS

…recreate outdoors about once a month

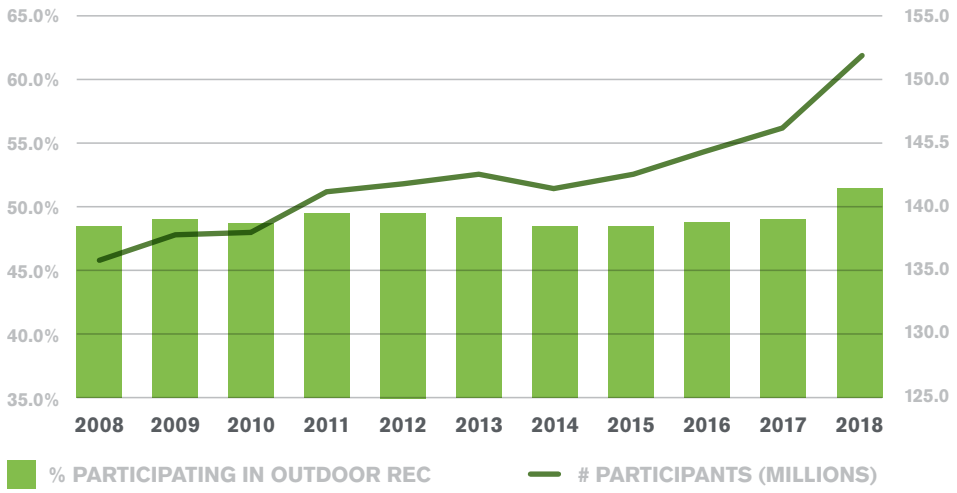
- In 2018, nearly one-third of participants—a total of 98 million Americans—were considered moderate participants.
- The moderate participation rate has declined by nearly two percent over the past decade.
- While the percentage of females that make up moderate participants has increased, the overall number females decreased (due to the decline in overall moderate participation).

OUTDOOR PARTICIPATION OVER TIME

In 2018, just over half of all Americans, 50.5 percent of the population, engaged in outdoor activities. This 3.1 percent increase from 2017 to 2018 continued a three-year streak of modest growth in outdoor participation rates. The number of outdoor participants also slightly increased. In 2018, 151.8 million people participated in at least one outdoor activity, an increase of 5.7 million participants from 2017 to 2018.

Among the genders, female outdoor participation rates grew by 3.2 percent from 2017 to 2018, maintaining another three-year growth streak. Another positive trend was that male and female participation rates differed by 0.2 percent, in favor of females, further shrinking the participation gender gap.

OUTDOOR PARTICIPATION TRENDING



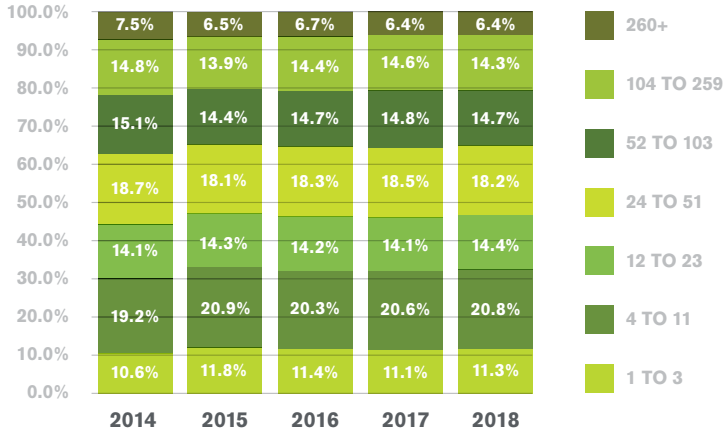
ANNUAL OUTDOOR OUTINGS

Outdoor participation meant different things to different people, which was evident in the frequency of each participant's outdoor activity. The most active 35.4 percent engaged in outdoor recreation at least once per week. Eleven percent participated once per quarter or less. The fastest-growing segment of participants fell in the middle of the pack, as Americans reporting 12 to 23 total outings climbed 1.6 percent from 2017 to 2018.

In total, Americans embarked on a collective 10.2 billion outdoor outings, an average of 67.2 annual outings per outdoor participant. Even though nearly half of all participants said they were as active in the outdoors in 2018 as they were during the year before, outings actually declined by an average of 7.4 trips per participant.

Unfortunately, the declining frequency of outings was in line with long-term trends. Over the past three years, overall outings have dropped by 4.5 percent. This historical downward trend indicates that Americans will likely continue spending less time outdoors, especially with intensifying external barriers, such as work and family demands as well as technology and cost of entry.

OF ANNUAL OUTDOOR OUTINGS

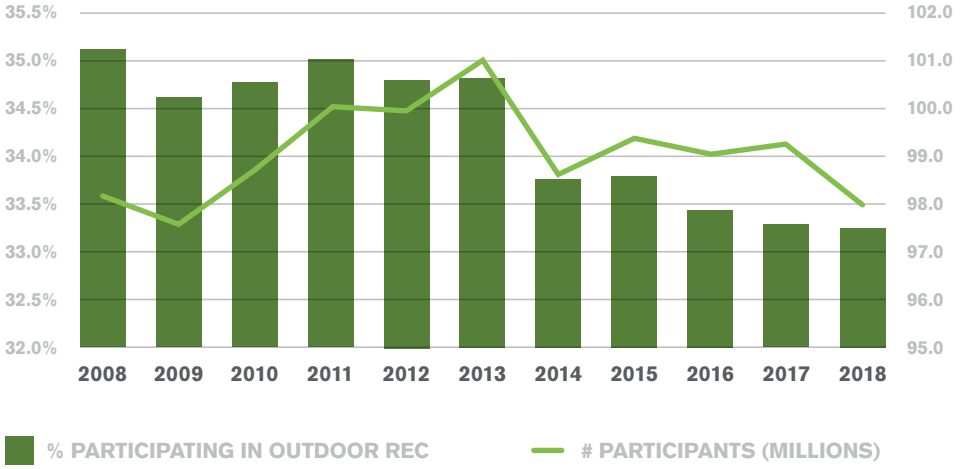


WHO ARE THE MODERATE PARTICIPANTS?

In 2018, 98 million Americans were considered moderate participants and spent at least ten days out of the year participating in outdoor recreation. This equated to 33.2 percent of all outdoor participants.

Over the past decade, moderate participation has fallen nearly two percent. This decrease reflects two key demographic trends: an aging U.S. populace and the declining number of young moderate participants. In fact, from 2008 to 2018, the moderate participation rate among those ages 17 and under fell from one-quarter of all participants to only one-fifth.

MODERATE PARTICIPATION TRENDING



PARTICIPANT DEFINITIONS:

New Participants: Participants trying outdoor activities for the first time

Returning Participants: Participants returning to outdoor activities after a hiatus

Continued Participants: Participants continuing to participate in outdoor activities year over year

Moderate Participants: Participants that recreate outdoors about once a month

The 2019 Outdoor Participation Report measured 42 common outdoor activities and considered an "outdoor participant" an American age six or older who participated in an outdoor activity at least once during the 2018 calendar year.

PARTICIPANT PROFILE

PARTICIPANT PROFILE

Outdoor participants largely preferred low commitment, close-to-home recreation

KEY FINDINGS

Most outdoor participants,

63.5 percent,

had at least some college-level education.

Participants tended to travel between

one and ten miles

from their homes to their destinations for outdoor activities.

Participation skewed male with

53.9 percent

of American males participating and

46.1 percent

of American females participating.

In 2018,

41.7 percent

of outdoor participants identified themselves as casual participants,

while

29.4 percent

said outdoor activities were some of their favorite things to do.

MODERATE PARTICIPANTS

…recreate outdoors about once a month

- Moderate participants were slightly younger, wealthier and more educated than average outdoor participants.
- Compared to all outdoor participants, moderate participants tended to be male and Caucasian.

DEMOGRAPHIC BREAKDOWN OF OUTDOOR PARTICIPANTS

With a vast array of outdoor activities appealing to people of varying physical abilities, interests and geographies, just about anyone could be an outdoor participant. But, what did the "average" participant look like in 2018?

skewed male

had a mean age of 36.2

tended to be educated

and lived in households with higher-than-average household incomes

Among participants

48.2% had household incomes of at least $75,000

Almost three-quarters of participants were Caucasian, although there was significant growth in participation among Hispanics.

TRAVEL FOR OUTDOOR RECREATION

Research continued to confirm that the making of an outdoor participant began with convenient, close-to-home outdoor recreation opportunities. Most participants, 63.3 percent, traveled only ten miles from their homes to their outdoor activities. A much smaller 18.9 percent of participants ventured 25 miles or more to their destinations.

TRAVEL DEMOGRAPHICS How Far Typically Travel for Outdoor Recreation	RIGHT OUTSIDE MY DOOR	LESS THAN A MILE	BETWEEN 1 - 10 MILES	BETWEEN 10 - 25 MILES	BETWEEN 25 - 50 MILES	GREATER THAN 50 MILES
OVERALL	17.2%	10.2%	35.9%	17.8%	9.2%	9.7%
MALE	16.7%	10.6%	35.9%	18.3%	8.4%	10.1%
FEMALE	17.4%	9.5%	35.6%	17.4%	10.6%	9.4%
6-12	23.2%	14.8%	37.2%	13.5%	5.9%	5.4%
13-17	13.9%	12.4%	39.4%	18.2%	9.8%	6.3%
18-24	8.0%	10.2%	45.3%	18.0%	12.2%	6.3%
25-34	12.5%	8.8%	39.8%	21.8%	9.6%	7.5%
35-44	14.2%	8.3%	34.6%	20.7%	11.4%	10.8%
45-54	19.8%	8.2%	28.3%	19.1%	10.2%	14.4%
55-64	22.9%	9.7%	29.7%	15.6%	8.9%	13.2%
65+	25.8%	10.5%	31.3%	12.2%	5.7%	14.4%
AFRICAN AMERICAN/ BLACK	14.6%	14.6%	37.9%	16.7%	7.9%	8.2%
ASIAN/PACIFIC ISLANDER	8.6%	11.9%	37.7%	20.5%	10.5%	10.7%
CAUCASIAN/WHITE, NON-HISPANIC	19.0%	9.4%	34.1%	17.7%	9.8%	10.1%
HISPANIC	11.0%	10.3%	43.4%	18.9%	8.5%	7.8%
OTHER	20.6%	9.4%	32.6%	16.7%	6.0%	14.7%

OUTDOOR ACTIVITIES AMONG PARTICIPANTS*

Most Popular Outdoor Outings by Participation Rate

1

Running, Jogging and Trail Running
19.2%
of Americans
57.8 million
participants

2

Freshwater, Saltwater and Fly Fishing
16.4%
of Americans
49.4 million
participants

3

Road Biking, Mountain Biking and BMX
15.9%
of Americans
47.9 million
participants

4

Hiking
15.9%
of Americans
47.9 million
participants

5

Car, Backyard, Backpacking and RV Camping
13.9%
of Americans
41.7 million
participants

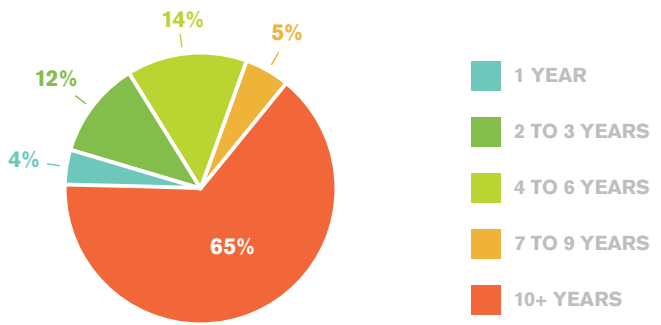
SELF-PERCEPTION OF OUTDOOR PARTICIPATION

Outdoor participants tended to see themselves as casual participants. Only 7.3 percent said they were fanatics about getting into the outdoors. Interestingly, about the same percentage did not classify themselves as outdoor participants at all, even though they reported participating in outdoor recreation in some way.

YEARS OF OUTDOOR EXPERIENCE

In 2018, the average participant had a depth of outdoor experience. Participants averaged an impressive 21.9 years of outdoor recreation experience. A notable 64.8 percent had ten or more years of experience.

NUMBER OF YEARS PARTICIPATING IN OUTDOOR RECREATIONAL ACTIVITIES

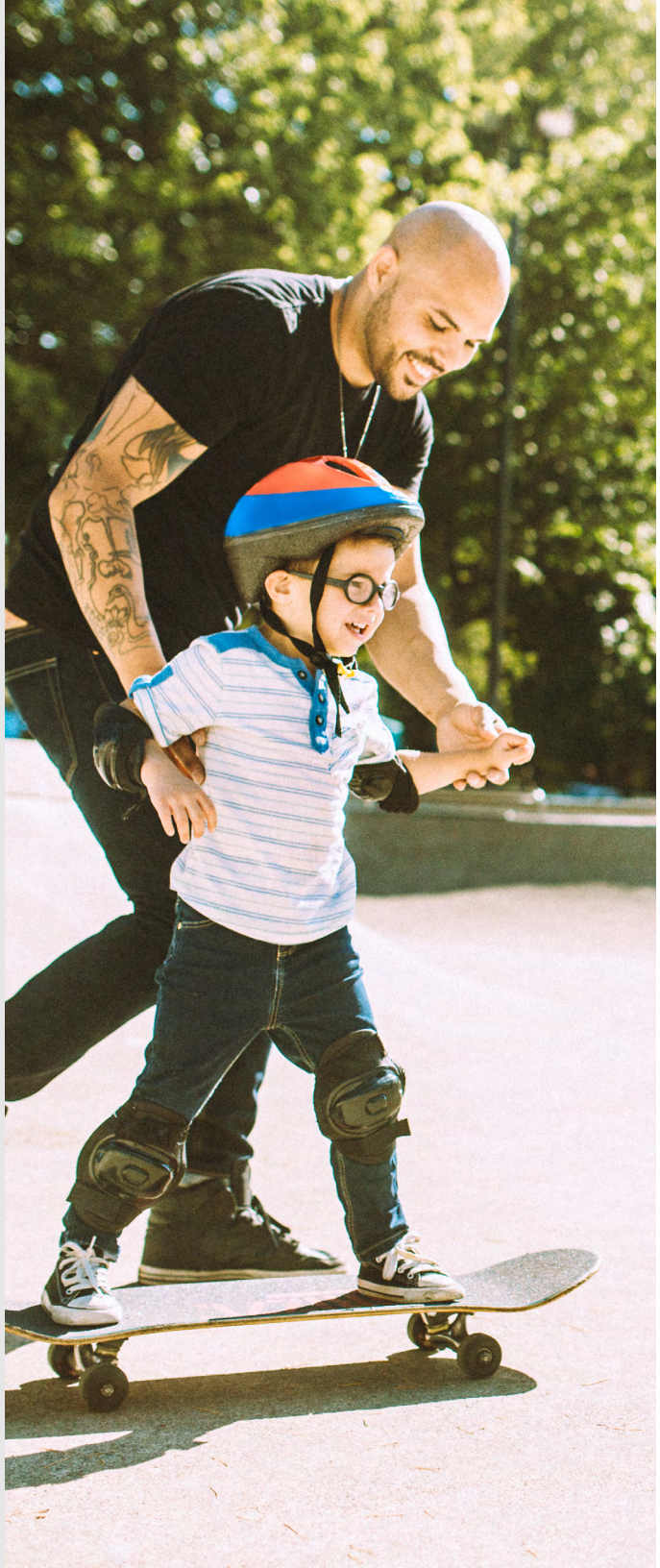


*Note: Similar activities have been grouped.

MODERATE PARTICIPATION: DEMOGRAPHIC TRENDS

Recent changes in moderate participant demographics mirrored those of the broader outdoor participant population. Like overall outdoor participation growth, moderate participation showed promising increases among underrepresented groups. Hispanic moderate participation nearly doubled over the last decade, from 5.3 percent in 2008 to 10.3 percent in 2018. African American and Asian moderate participation also increased, albeit more slowly. Over the last decade, African American moderate participation climbed from 6.8 percent to 8.0 percent and Asian participation from 4.0 percent to 5.8 percent.

Females also made headway. Nearly 45.0 percent of moderate participants were female—the highest level on record—up from less than 41.0 percent a decade ago.



	TYPICAL MODERATE PARTICIPANT	THE AVERAGE OUTDOOR PARTICIPANT
	36.0 MEAN AGE	**36.2** MEAN AGE
	55.4 % MALE	**53.9** % MALE
	$73,668 HOUSEHOLD INCOME	**$73,049** HOUSEHOLD INCOME
	74.3% CAUCASIAN	**73.7%** CAUCASIAN
	49.5% SOME COLLEGE OR COLLEGE GRAD	**48.8%** SOME COLLEGE OR COLLEGE GRAD

THE
NEXT
GENERATION

THE NEXT GENERATION

Despite decreasing outdoor outings, young women emerged as the future of outdoor participation

KEY FINDINGS

Participation among female young adults ages 18 to 24 grew—rising 1.8 percent in the last three years—and had the biggest

historical increase

among youth and young adults measured in this report.

Female children

ages six to 12 and male adolescents ages 13 to 17 had the highest participation rates among youth and young adults within their gender.

Among youth and young adults,

males participated

in outdoor activities at a higher rate than females did.

At 67.2 percent,

adolescent males

ages 13 to 17 had the highest participation rate among all ages and genders.

Young adults

ages 18 to 24 averaged 92.3 outdoor outings per year, which is 15.7 more days per year than youth participants ages six to 17.

Running

was the most popular activity for both youth and young adults.

Participants under age 18 preferred recreating less than one

mile from their homes.

Youth tended to describe themselves as

outdoor fanatics,

while older age groups tended to describe themselves as casual participants.

Adults with children

in their households engaged in outdoor recreation at higher rates than those without children.

THE NEXT GENERATION'S MODERATE PARTICIPANTS

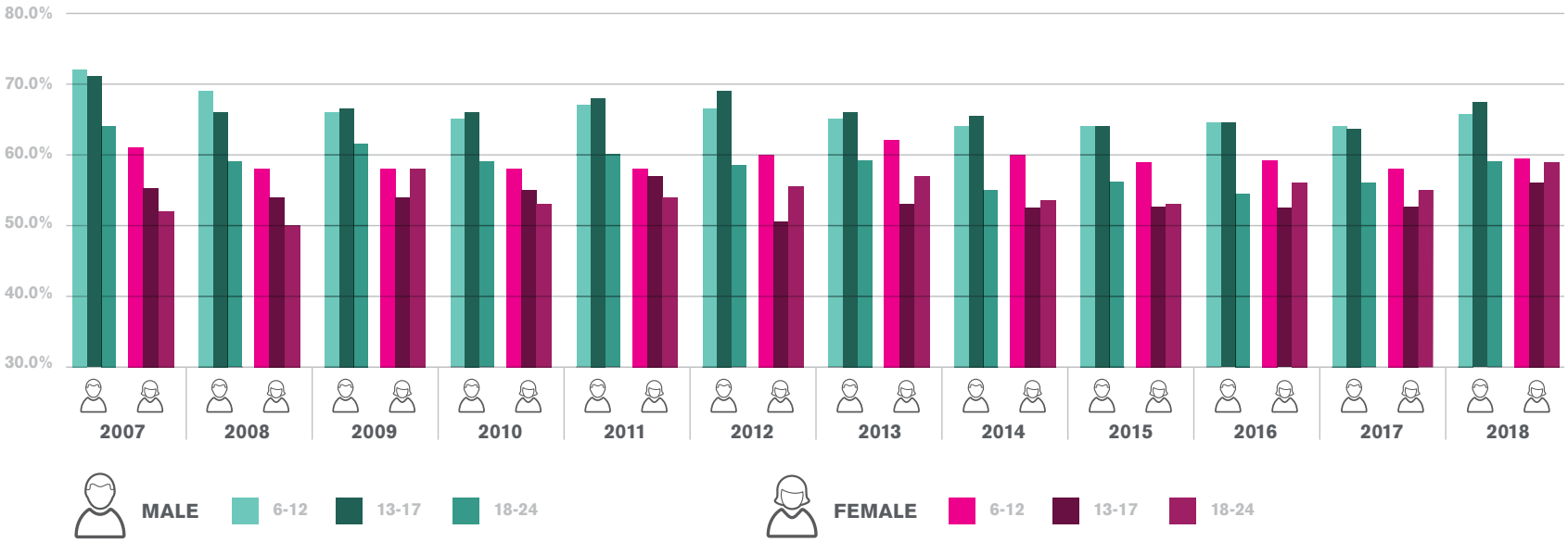
…recreate outdoors about once a month

Adolescents ages 6 to 12 have seen the largest decline in moderate participation. Down over 3.1% percent from 2007 and on a consistent decline over the past 4 years.

OUTDOOR PARTICIPATION OVER TIME

When comparing participation among America's young people, more youth ages six to 17 participated in outdoor recreation than young adults ages 18 to 24. In fact, in 2018, there were 32.9 million youth participants and only 17.2 million young adult participants. These participation numbers have remained fairly stable in recent years.

AGE AND GENDER PARTICIPATION RATES



OUTDOOR PARTICIPATION BY AGE AND GENDER

Boys and young men participated in outdoor recreation at higher rates than females of the same age did. Male adolescents ages 13 to 17 had the highest participation rate, 67.2 percent, out of all age groups and genders.

Girls ages six to 12 had the highest participation rate in their gender group at 59.4 percent. Female adolescents ages 13 to 17 had a particularly low outdoor recreation rate of 55.9 percent. That rate rebounded to 58.7 percent among young women ages 18 to 24.

TRENDS IN OUTDOOR PARTICIPATION BY AGE AND GENDER

In contrast to increasing participation among girls and young women, young male participation has steadily declined over the last decade. For example, in 2007, 72 percent of boys ages six to 12 recreated outside. In 2018, that figure fell to just 65.8 percent.

While youth participation among young males has been decreasing, participation among young females has been rising. Indeed, participation among young women ages 18 to 24 grew by an average of 3.3 percent in just the past three years. And girls ages six to 12 have had remarkably steady participation, averaging right around 59.0 percent over the past decade.

ANNUAL OUTINGS PER YOUTH PARTICIPANT

Youth ages six to 17 embarked on an average of 76.6 annual outdoor outings per person. Although these outings have dropped by 1.4 percent over the past three years, youth outings were still significantly higher than the overall national average of 57.3.

OF ANNUAL OUTDOOR OUTINGS

AGES 6 TO 17	2018	1-YEAR CHANGE	3-YEAR CHANGE
Total outings	2.504 billion	4.0%	-1.4%
# participants	32.7 million	0.7%	1.1%
Average # outings per participant	76.6	0.7%	-2.5%

ANNUAL OUTINGS PER YOUNG ADULT PARTICIPANT

Young adult outdoor participants between the ages of 18 and 24 went on a total of 1.59 billion outdoor outings. These collective outings declined by a staggering 6.3 percent since the previous year. Likewise, the average outings per participant also decreased from 95.5 outings in 2015 to 92.3 outings in 2018. Despite these losses, the average young adult participant still went on 15.7 more outings than youth and 35.0 more outings than the average participant.

OF ANNUAL OUTDOOR OUTINGS

AGES 18 TO 24	2018	1-YEAR CHANGE	3-YEAR CHANGE
Total outings	1.586 billion	-2.7%	-0.1%
# participants	17.2 million	0.6%	1.1%
Average # outings per participant	92.3	-3.3%	-1.1%

YOUTH (6 TO 17):
TOP FIVE MOST POPULAR OUTDOOR ACTIVITIES*

The popularity of outdoor activities has been determined by those with the highest participation rates.

1

Road, Mountain and BMX Biking
24.6% of American youth
12.7 million participants

2

Freshwater, Saltwater and Fly Fishing
21.8% of American youth
11.2 million participants

3

Running, Jogging and Trail Running
21.5% of American youth
11.1 million participants

4

Car, Backyard, Backpacking and RV Camping
20.5% of American youth
10.6 million participants

5

Hiking
16.1% of American youth
8.3 million participants

YOUTH (6 TO 17):
TOP FIVE FAVORITE OUTDOOR ACTIVITIES*

Favorite outdoor activities have been measured by those with the highest frequency in participation.

1

Road, Mountain and BMX Biking
40.0 average outings
508.6 million total outings

2

Running, Jogging and Trail Running
45.7 average outings
507.4 million total outings

3

Freshwater, Saltwater and Fly Fishing
12.5 average outings
140.7 million total outings

4

Skateboarding
44.7 average outings
137.2 million total outings

5

Car, Backyard, Backpacking and RV Camping
9.6 average outings
101 million total outings

*Note: Similar activities have been grouped.

YOUNG ADULTS (18 TO 24):
TOP FIVE MOST POPULAR OUTDOOR ACTIVITIES*

The popularity of outdoor activities has been determined by those with the highest participation rates.

1

Running, Jogging and Trail Running
31.0% of American young adults
6.2 million participants

2

Hiking
19.5% of American young adults
3.9 million participants

3

Car, Backyard, Backpacking and RV Camping
15.2% of American young adults
3.1 million participants

4

Road, Mountain and BMX Biking
14.7% of American young adults
3.0 million participants

5

Freshwater, Saltwater and Fly Fishing
14.6% of American young adults
2.9 million participants

YOUNG ADULTS (18 TO 24):
TOP FIVE MOST FAVORITE OUTDOOR ACTIVITIES*

Favorite outdoor activities have been measured by those with the highest frequency in participation.

1

Running, Jogging and Trail Running
48.6 average outings per runner
303.2 million total outings

2

Road, Mountain and BMX Biking
43.2 average outings per cyclist
128.1 million total outings

3

Hiking
14.5 average outings per hiker
57.3 million total outings

4

Freshwater, Saltwater and Fly Fishing
16.0 average outings per angler
47.1 million total outings

5

Car, Backyard, Backpacking and RV Camping
10.6 average outings per camper
32.6 million total outings

*Note: Similar activities have been grouped.

THE NEXT GENERATION'S SELF-PERCEPTION OF OUTDOOR PARTICIPATION

Children ages six to 12 and adolescents ages 13 to 17 were more likely to describe themselves as outdoor fanatics than were other age groups. This characterization also aligned with their actual frequency of outdoor participation.

PARTICIPATION IN OUTDOOR RECREATION AMONG ADULTS WITH CHILDREN

Adults with children in their households participated in outdoor recreation at much higher rates than adults without children: 54.9 percent versus 43.0 percent. Notably, those with young children ages one to five were the most engaged in outdoor activities. This group not only participated at the highest rate, but their participation rate also grew the most, increasing by an average of 1.3 percent over the last three years.

YOUTH CLOSE-TO-HOME OUTDOOR PARTICIPATION

Youth outdoor participants under age 18 preferred to recreate less than one mile from their homes. This was consistent with the preferences of all outdoor participants but was particularly prevalent among youth.

WHO ARE THE YOUTH AND YOUNG ADULT MODERATE PARTICIPANTS?

Female youth and young adult moderate participation has typically lagged behind male youth and young adult moderate participation, but it has started to catch up. In 2018, nearly 45 percent of moderate participants were female. This was the highest level of female moderate participation on record, up from less than 41 percent a decade ago.

One decade ago, youth ages six to 17 were the most likely to be moderate participants, but outdoor frequency and age dynamics have drastically changed. From 2008 to 2018, moderate youth participation sunk by four percent to reach its lowest rate on record at just 21.0 percent. This reversed moderate participation trends, making adults the most likely to be moderate participants.

image: Thrive Outside San Diego, courtesy of Outdoor Outreach

ETHNIC
DIVERSITY

ETHNIC DIVERSITY

Hispanics saw the most growth but still trailed behind in outdoor participation

KEY FINDINGS

Although youth participation has been declining,

those under age 18

still made up the highest percentage of participants in each ethnic group.

In 2018, 73.7 percent of outdoor participants were

Caucasian,

down from 82.8 percent in 2007.

Asians had the highest participation rates at 66.9 percent.

Hispanic participation growth

was the strongest among the ethnic groups; however, they represented just 10.7 percent of outdoor participants, compared to their 18.3 percent of the U.S. population.

After a surge in participation rates from 2016 to 2017,

African American

participation rates declined by 3.4 percent in 2018.

At 12.6 percent,

African Americans

were more likely than other ethnic group to say they were fanatics about outdoor recreation.

Hispanics went on the most annual outings, an average of 62.7 trips per participant.

Asians went on the fewest outdoor outings per year, an average of 53.5 trips per participant.

Running was the

most popular

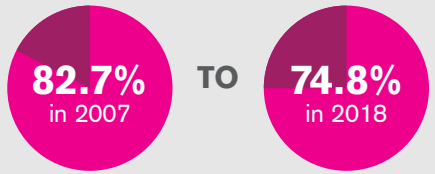
outdoor activity for all ethnicities except Caucasians, who preferred hiking by a small margin.

MODERATE PARTICIPANTS BY ETHNICITY

…recreate outdoors about once a month

Caucasians represented 74.8% of moderate participants, the highest among ethnic groups.

Caucasian moderate participation fell from

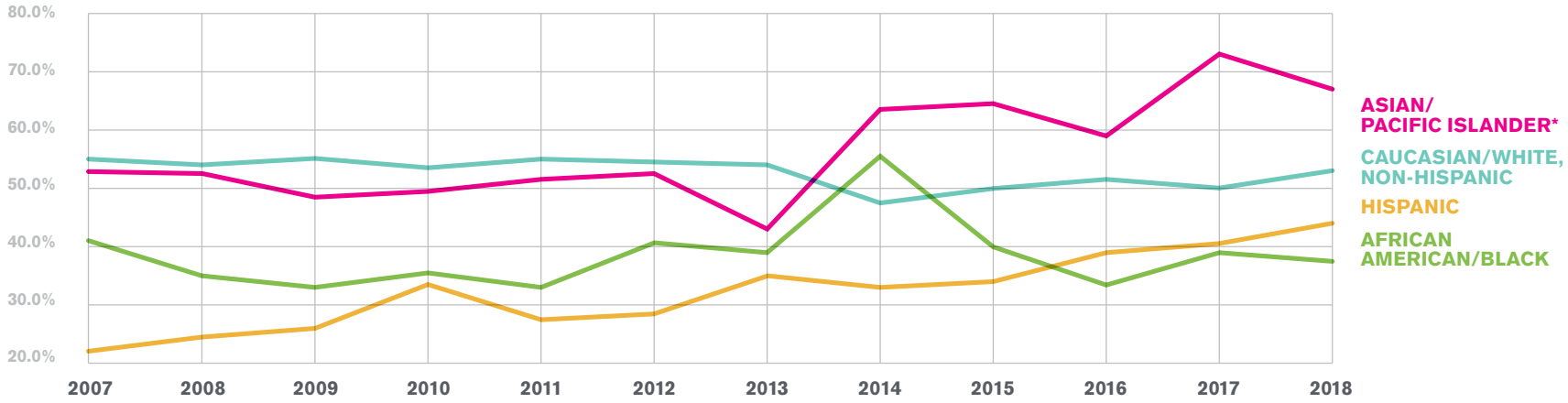


Hispanic moderate participation grew the most since 2008, reaching 10.1 million moderate participants in 2018.

Asian moderate participation increased by 1.8 percent from 2017, the first increase since 2013.

Since 2013, African American moderate participation has remained **steady around eight percent.**

PARTICIPATION RATES BY ETHNICITY



OUTDOOR PARTICIPATION TRENDS BY ETHNICITY

At 73.7 percent, a large majority of outdoor participants were Caucasian. Hispanics made up the second-largest ethnic group of outdoor participants at 10.7 percent.

Asians led the way in participation rates within an ethnicity—in other words the percentage of people within that group who participated. Among the Asian population, an impressive 66.9 percent participated—that's 14.1 percent higher than Caucasians and 23.1 percent higher than Hispanics.

In terms of participation growth, Hispanics came out on top, increasing an impressive 4.5 percent from 2017 to 2018. Despite this significant year-over-year growth, Hispanic outdoor participation still did not reflect the group's share of the US population. While 10.7 percent of Hispanics in America participated in outdoor activities, this trailed their 18.3 percent of the U.S. population.

After a surge in participation from 2016 to 2017, African American participation rates dropped again—by 3.4 percent from 2017 to 2018.

SELF-PERCEPTION OF OUTDOOR PARTICIPATION BY ETHNICITY

At 12.6 percent, African American participants were more likely than any other ethnic group to say they were fanatics about outdoor activities. Hispanics were the second-most likely to report being fanatics at 10.2 percent. Asians, on the other hand, tended to report being casual participants at 47.9 percent, with Caucasians right behind at 43 percent.

AVERAGE OUTDOOR OUTINGS BY ETHNICITY

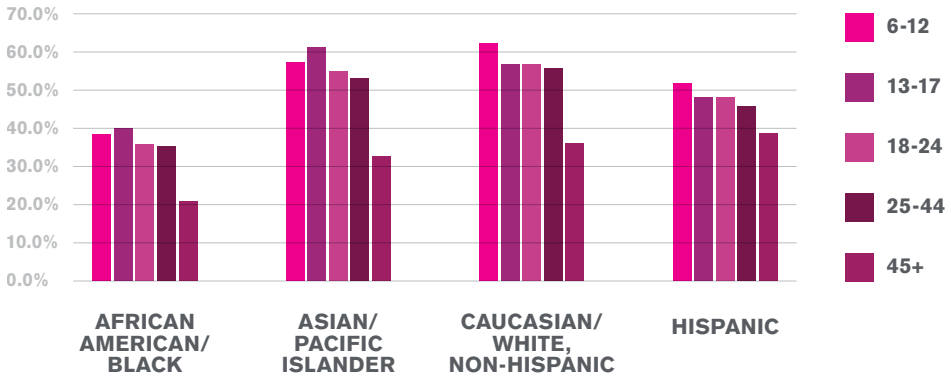
The number of outings per participant has fallen over the past three years, regardless of ethnicity. Despite the losses, Hispanics had the highest average annual outings at 62.7 outings per participant, with African Americans just behind at 61.6. Although Caucasians made up the largest percentage of outdoor participants, they only averaged 55.7 annual outings. Asians reported the fewest annual outdoor trips, an average of 53.5 outings per participant.

*Asian/Pacific Islander only make up 6.1 percent of outdoor participants

PARTICIPATION RATES AMONG ETHNIC GROUPS BY AGE

Although youth participation has been declining, young people still made up the highest percentage of participants in every ethnicity. Among children, Caucasians had the highest participation rate at 65.9 percent. In the meantime, Asians had the top participation rate among adolescents at 64.9 percent.

ETHNICITY PARTICIPATION BY AGE



ETHNIC GROUPS: TOP FIVE MOST POPULAR OUTDOOR ACTIVITIES*

The popularity of outdoor activities has been determined by those with the highest participation rates.

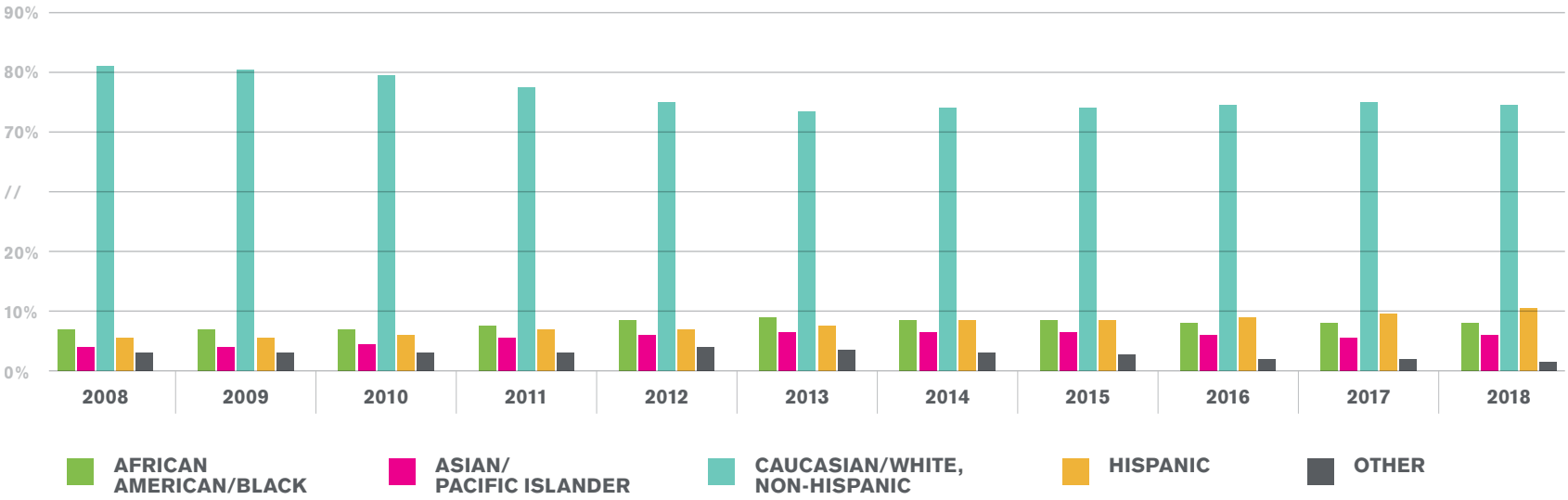
	CAUCASIANS	AFRICAN AMERICANS	HISPANICS	ASIANS
1	Hiking 20.0%	Running/ Jogging and Trail Running 17.3%	Running/ Jogging and Trail Running 20.6%	Running/ Jogging and Trail Running 26.1%
2	Freshwater, Saltwater, and Fly Fishing 18.2%	Road Biking, Mountain Biking and BMX 10.4%	Road Biking, Mountain Biking and BMX 14.7%	Hiking 21.2%
3	Running/ Jogging and Trail Running 16.9%	Freshwater, Saltwater and Fly Fishing 9.9%	Hiking 14.6%	Road Biking, Mountain Biking and BMX 16.4%
4	Car, Backyard, Backpacking, and RV camping 16.3%	Car, Backyard, Backpacking and RV Camping 5.9%	Car, Backyard, Backpacking and RV Camping 14.2%	Car, Backyard, Backpacking, and RV camping 11.3%
5	Road Biking, Mountain Biking and BMX 15.5%	Hiking 5.5%	Freshwater, Saltwater and Fly Fishing 13.2%	Freshwater, Saltwater and Fly Fishing 9.9%

*Note: Similar activities have been grouped.

WHO ARE THE ETHNICALLY DIVERSE MODERATE PARTICIPANTS

In 2018, non-Caucasian groups made up more than one-quarter of moderate participants. However, over the past ten years, all ethnic groups, except Caucasians, increased in moderate participation. Only Caucasian moderate participation declined, dropping by 6.5 percent over the last decade.

MODERATE PARTICIPATION BY ETHNICITY



A DETAILED LOOK

WHAT WERE THE YEAR-OVER-YEAR TRENDS IN SPECIFIC OUTDOOR ACTIVITIES?

ACTIVITY PARTICIPATION AGES 6+	2007		2008		2009		2010		2011		2012	
	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%
Adventure Racing	698	0.30%	920	0.30%	1,089	0.40%	1,339	0.50%	1,065	0.40%	2,170	0.80%
Backpacking Overnight - More Than 1/4 Mile From Vehicle/Home	6,637	2.40%	7,867	2.80%	7,647	2.70%	8,349	2.90%	7,095	2.50%	8,771	3.10%
Bicycling (BMX)	1,887	0.70%	1,904	0.70%	1,811	0.60%	2,369	0.80%	1,547	0.50%	2,175	0.80%
Bicycling (Mountain/Non-Paved Surface)	6,892	2.50%	7,592	2.70%	7,142	2.50%	7,161	2.50%	6,816	2.40%	7,714	2.70%
Bicycling (Road/Mountain/BMX)	42,126	15.20%	41,548	14.90%	43,265	15.40%	42,347	14.90%	42,970	15.00%	42,336	14.90%
Bicycling (Road/Paved Surface)	38,940	14.10%	38,114	13.60%	40,140	14.30%	39,320	13.90%	40,348	14.10%	39,790	13.90%
Birdwatching More Than 1/4 Mile From Home/Vehicle	13,476	4.90%	14,399	5.20%	13,294	4.70%	13,339	4.70%	12,794	4.50%	13,535	4.70%
Boardsailing/Windsurfing	1,118	0.40%	1,307	0.50%	1,128	0.40%	1,617	0.60%	1,151	0.40%	1,372	0.50%
Camping (Car, Backyard, Backpacking, & RV)	41,691	15.10%	44,664	16.00%	46,231	16.40%	42,300	14.90%	44,757	15.70%	40,518	14.10%
Camping (RV)	16,168	5.80%	16,517	5.90%	17,436	6.20%	15,865	5.60%	16,698	5.80%	15,108	5.30%
Camping (Within 1/4 Mile of Vehicle/Home)	31,375	11.30%	33,686	12.00%	34,338	12.20%	30,996	10.90%	32,925	11.50%	29,982	10.40%
Canoeing	9,797	3.50%	9,935	3.60%	10,058	3.60%	10,553	3.70%	9,787	3.40%	9,839	3.40%
Climbing (Indoor)												
Climbing (Sport/Boulder)												
Climbing (Traditional/Ice/Mountaineering)	2,084	0.80%	2,288	0.80%	1,835	0.70%	2,198	0.80%	1,609	0.60%	2,189	0.80%
Fishing (Fly)	5,756	2.10%	5,941	2.10%	5,568	2.00%	5,478	1.90%	5,683	2.00%	6,012	2.10%
Fishing (Fly/Salt/Fresh)	51,836	18.70%	48,206	17.20%	48,046	17.00%	45,394	16.00%	46,178	16.20%	47,049	16.40%
Fishing (Freshwater/Other)	43,859	15.80%	40,331	14.40%	40,961	14.50%	38,860	13.70%	38,868	13.60%	39,135	13.60%
Fishing (Saltwater)	14,437	5.20%	13,804	4.90%	12,303	4.40%	11,809	4.20%	11,983	4.20%	12,017	4.20%
Hiking (Day)	29,965	10.80%	32,511	11.60%	32,572	11.60%	32,496	11.50%	34,492	12.10%	34,519	12.00%
Hunting (Rifle/Shotgun/Handgun/Bow)	14,138	5.10%	13,980	5.00%	15,273	5.40%	14,007	4.90%	14,887	5.20%	14,705	5.10%
Hunting (Bow)	3,818	1.40%	3,770	1.30%	3,974	1.40%	4,067	1.40%	4,271	1.50%	4,354	1.50%
Hunting (Handgun)	2,595	0.90%	2,734	1.00%	2,575	0.90%	2,493	0.90%	2,690	0.90%	3,112	1.10%
Hunting (Rifle)	10,635	3.80%	10,490	3.80%	10,729	3.80%	10,632	3.70%	10,479	3.70%	10,485	3.70%
Hunting (Shotgun)	8,545	3.10%	8,731	3.10%	8,490	3.00%	8,062	2.80%	8,678	3.00%	8,174	2.80%
Kayak Fishing							1,044	0.40%	1,201	0.40%	1,409	0.50%
Kayaking (Recreational)	5,070	1.80%	6,240	2.20%	6,212	2.20%	6,465	2.30%	8,229	2.90%	8,144	2.80%
Kayaking (Sea/Touring)	1,485	0.50%	1,780	0.60%	1,771	0.60%	2,144	0.80%	2,029	0.70%	2,446	0.90%
Kayaking (White Water)	1,207	0.40%	1,242	0.40%	1,369	0.50%	1,842	0.60%	1,546	0.50%	1,878	0.70%
Rafting	4,340	1.60%	4,651	1.70%	4,318	1.50%	4,460	1.60%	3,821	1.30%	3,690	1.30%
Running, Jogging, & Trail Running	41,957	15.20%	42,103	15.10%	44,732	15.90%	50,370	17.80%	51,495	18.00%	53,214	18.50%
Running/Jogging	41,064	14.80%	41,130	14.70%	43,892	15.60%	49,408	17.40%	50,713	17.70%	52,187	18.20%
Sailing	3,786	1.40%	4,226	1.50%	4,342	1.50%	3,869	1.40%	3,725	1.30%	3,841	1.30%
Scuba Diving	2,965	1.10%	3,216	1.20%	2,723	1.00%	3,153	1.10%	2,579	0.90%	2,781	1.00%
Skateboarding	8,429	3.00%	7,807	2.80%	7,352	2.60%	6,808	2.40%	5,827	2.00%	6,227	2.20%
Skiing (Alpine/Downhill/Freeski/Telemark)												
Skiing (Cross-Country)	3,530	1.30%	3,689	1.30%	3,848	1.40%	4,157	1.50%	4,530	1.60%	4,318	1.50%
Snorkeling	9,294	3.40%	10,296	3.70%	9,358	3.30%	9,305	3.30%	9,318	3.30%	8,664	3.00%
Snowboarding	6,841	2.50%	7,000	2.50%	7,159	2.50%	7,421	2.60%	8,196	2.90%	7,579	2.60%
Snowshoeing	2,400	0.90%	2,661	1.00%	4,922	1.70%	3,431	1.20%	3,823	1.30%	4,111	1.40%
Stand Up Paddling							1,050	0.40%	1,242	0.40%	1,542	0.50%
Surfing	2,206	0.80%	2,607	0.90%	2,403	0.90%	2,767	1.00%	2,195	0.80%	2,545	0.90%
Trail Running	4,216	1.50%	4,857	1.70%	4,833	1.70%	5,136	1.80%	5,610	2.00%	6,003	2.10%
Triathlon (Non-Traditional/Off Road)	483	0.20%	602	0.20%	666	0.20%	929	0.30%	709	0.20%	1,442	0.50%
Triathlon (Traditional/Road)	798	0.30%	1,087	0.40%	1,208	0.40%	1,978	0.70%	1,393	0.50%	2,184	0.80%
Wakeboarding	3,521	1.30%	3,544	1.30%	3,577	1.30%	3,645	1.30%	3,389	1.20%	3,368	1.20%
Wildlife Viewing More Than 1/4 Mile From Home/Vehicle	22,974	8.30%	24,113	8.60%	21,291	7.60%	21,025	7.40%	21,964	7.70%	22,482	7.80%

ACTIVITY PARTICIPATION AGES 6+	2013		2014		2015		2016		2017		2018	
	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%
Adventure Racing	2,095	0.70%	2,368	0.80%	2,864	1.00%	2,999	1.00%	2,529	0.80%	2,215	0.70%
Backpacking Overnight - More Than 1/4 Mile From Vehicle/Home	9,069	3.10%	10,101	3.50%	10,100	3.40%	10,151	3.40%	10,975	3.70%	10,540	3.50%
Bicycling (BMX)	2,168	0.70%	2,350	0.80%	2,690	0.90%	3,104	1.00%	3,413	1.10%	3,439	1.10%
Bicycling (Mountain/Non-Paved Surface)	8,542	2.90%	8,044	2.80%	8,316	2.80%	8,615	2.90%	8,609	2.90%	8,690	2.90%
Bicycling (Road/Mountain/BMX)	46,603	16.10%	44,014	15.10%	43,073	14.60%	45,827	15.50%	47,535	16.00%	47,877	15.90%
Bicycling (Road/Paved Surface)	40,888	14.10%	39,725	13.60%	38,280	13.00%	38,365	13.00%	38,866	13.00%	39,041	13.00%
Birdwatching More Than 1/4 Mile From Home/Vehicle	14,152	4.90%	13,179	4.50%	13,093	4.50%	11,589	3.90%	12,296	4.10%	12,344	4.10%
Boardsailing/Windsurfing	1,324	0.50%	1,562	0.50%	1,766	0.60%	1,737	0.60%	1,573	0.50%	1,556	0.50%
Camping (Car, Backyard, Backpacking, & RV)	40,094	13.80%	40,500	13.90%	40,015	13.60%	40,518	13.70%	41,768	14.10%	41,674	13.90%
Camping (RV)	14,556	5.00%	14,633	5.00%	14,699	5.00%	15,855	5.40%	16,159	5.40%	15,980	5.30%
Camping (Within 1/4 Mile of Vehicle/Home)	29,269	10.10%	28,660	9.80%	27,742	9.40%	26,467	8.90%	26,262	8.80%	27,416	9.10%
Canoeing	10,153	3.50%	10,044	3.40%	10,236	3.50%	10,046	3.40%	9,220	3.10%	9,129	3.00%
Climbing (Indoor)									5,045	1.70%	5,112	1.70%
Climbing (Sport/Boulder)									2,103	0.70%	2,184	0.70%
Climbing (Traditional/Ice/Mountaineering)	2,319	0.80%	2,457	0.80%	2,571	0.90%	2,790	0.90%	2,527	0.80%	2,541	0.80%
Fishing (Fly)	5,878	2.00%	5,842	2.00%	6,089	2.10%	6,456	2.20%	6,791	2.30%	6,939	2.30%
Fishing (Fly/Salt/Fresh)	45,854	15.80%	46,045	15.80%	45,687	15.50%	47,151	15.90%	49,081	16.60%	49,423	16.40%
Fishing (Freshwater/Other)	37,796	13.00%	37,821	12.90%	37,682	12.80%	38,121	12.90%	38,346	12.90%	38,998	13.00%
Fishing (Saltwater)	11,790	4.10%	11,817	4.00%	11,975	4.10%	12,266	4.10%	13,062	4.40%	12,830	4.30%
Hiking (Day)	34,378	11.90%	36,222	12.40%	37,232	12.70%	42,128	14.20%	44,900	15.10%	47,860	15.90%
Hunting (Rifle/Shotgun/Handgun/Bow)	13,526	4.70%	14,847	5.10%	15,526	5.30%	15,467	5.20%	15,626	5.30%	15,689	5.20%
Hunting (Bow)	4,079	1.40%	4,411	1.50%	4,564	1.60%	4,427	1.50%	4,640	1.60%	4,601	1.50%
Hunting (Handgun)	3,198	1.10%	3,091	1.10%	3,400	1.20%	3,512	1.20%	3,240	1.10%	3,202	1.10%
Hunting (Rifle)	9,792	3.40%	10,081	3.50%	10,778	3.70%	10,797	3.60%	11,190	3.80%	11,272	3.70%
Hunting (Shotgun)	7,894	2.70%	8,220	2.80%	8,438	2.90%	8,271	2.80%	8,552	2.90%	8,298	2.80%
Kayak Fishing	1,798	0.60%	2,074	0.70%	2,265	0.80%	2,373	0.80%	2,371	0.80%	2,535	0.80%
Kayaking (Recreational)	8,716	3.00%	8,855	3.00%	9,499	3.20%	10,017	3.40%	10,533	3.50%	11,017	3.70%
Kayaking (Sea/Touring)	2,694	0.90%	2,912	1.00%	3,079	1.00%	3,124	1.10%	2,955	1.00%	2,805	0.90%
Kayaking (White Water)	2,146	0.70%	2,351	0.80%	2,518	0.90%	2,552	0.90%	2,500	0.80%	2,562	0.90%
Rafting	3,836	1.30%	3,781	1.30%	3,883	1.30%	3,428	1.20%	3,479	1.20%	3,404	1.10%
Running, Jogging, & Trail Running	57,545	19.80%	53,700	18.40%	51,515	17.50%	52,325	17.70%	55,922	18.90%	57,831	19.20%
Running/Jogging	54,188	18.70%	51,127	17.50%	48,496	16.50%	47,384	16.00%	50,770	17.00%	49,459	16.50%
Sailing	3,915	1.30%	3,924	1.30%	4,099	1.40%	4,095	1.40%	3,974	1.30%	3,754	1.20%
Scuba Diving	3,174	1.10%	3,145	1.10%	3,274	1.10%	3,111	1.10%	2,874	1.00%	2,849	0.90%
Skateboarding	6,350	2.20%	6,582	2.30%	6,436	2.20%	6,442	2.20%	6,382	2.10%	6,500	2.20%
Skiing (Alpine/Downhill/Freeski/Telemark)											14,726	4.90%
Skiing (Cross-Country)	4,516	1.60%	4,291	1.50%	4,146	1.40%	4,640	1.60%	5,059	1.70%	5,104	1.70%
Snorkeling	8,700	3.00%	8,752	3.00%	8,874	3.00%	8,717	2.90%	8,384	2.80%	7,815	2.60%
Snowboarding	7,351	2.50%	7,399	2.50%	7,676	2.60%	7,602	2.60%	7,557	2.50%	7,126	2.40%
Snowshoeing	4,029	1.40%	3,603	1.20%	3,885	1.30%	3,533	1.20%	3,711	1.20%	3,530	1.20%
Stand Up Paddling	1,993	0.70%	2,751	0.90%	3,020	1.00%	3,220	1.10%	3,325	1.10%	3,453	1.10%
Surfing	2,658	0.90%	2,721	0.90%	2,701	0.90%	2,793	0.90%	2,680	0.90%	2,874	1.00%
Trail Running	6,792	2.30%	7,531	2.60%	8,139	2.80%	8,582	2.90%	9,149	3.10%	10,010	3.30%
Triathlon (Non-Traditional/Off Road)	1,390	0.50%	1,411	0.50%	1,744	0.60%	1,705	0.60%	1,878	0.60%	1,589	0.50%
Triathlon (Traditional/Road)	2,262	0.80%	2,203	0.80%	2,498	0.80%	2,374	0.80%	2,162	0.70%	2,168	0.70%
Wakeboarding	3,316	1.10%	3,125	1.10%	3,226	1.10%	2,912	1.00%	3,005	1.00%	2,796	0.90%
Wildlife Viewing More Than 1/4 Mile From Home/Vehicle	21,359	7.40%	21,110	7.20%	20,718	7.00%	20,746	7.00%	20,351	6.80%	20,556	6.80%

ACTIVITY PARTICIPATION AGES 6 TO 17

	2007		2008		2009		2010		2011		2012	
	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%
Adventure Racing	104	0.20%	125	0.30%	147	0.30%	183	0.40%	144	0.30%	362	0.70%
Backpacking Overnight - More Than 1/4 Mile From Vehicle/Home	1,786	3.60%	2,067	4.20%	1,849	3.70%	2,228	4.40%	1,778	3.50%	2,219	4.40%
Bicycling (BMX)	935	1.90%	1,045	2.10%	726	1.50%	1,165	2.30%	783	1.50%	940	1.90%
Bicycling (Mountain/Non-Paved Surface)	1,775	3.50%	2,083	4.20%	1,793	3.60%	1,927	3.80%	1,567	3.10%	1,612	3.20%
Bicycling (Road/Mountain/BMX)	15,550	30.90%	14,716	29.60%	14,652	29.30%	13,657	27.10%	13,283	26.20%	13,421	26.70%
Bicycling (Road/Paved Surface)	14,336	28.50%	13,325	26.80%	13,652	27.30%	12,442	24.70%	12,330	24.30%	12,397	24.70%
Birdwatching More Than 1/4 Mile From Home/Vehicle	1,194	2.40%	1,320	2.70%	1,473	2.90%	1,619	3.20%	1,661	3.30%	1,813	3.60%
Boardsailing/Windsurfing	228	0.50%	236	0.50%	200	0.40%	221	0.40%	109	0.20%	215	0.40%
Camping (Car, Backyard, Backpacking, & RV)	12,230	24.30%	11,583	23.30%	11,917	23.80%	11,559	23.00%	12,170	24.00%	10,734	21.40%
Camping (RV)	4,284	8.50%	3,783	7.60%	4,045	8.10%	3,810	7.60%	3,941	7.80%	3,732	7.40%
Camping (Within 1/4 Mile of Vehicle/Home)	9,627	19.10%	9,012	18.10%	9,252	18.50%	8,779	17.40%	9,147	18.00%	8,065	16.10%
Canoeing	2,564	5.10%	2,497	5.00%	2,416	4.80%	2,811	5.60%	2,435	4.80%	2,735	5.40%
Climbing (Indoor)												
Climbing (Sport/Boulder)												
Climbing (Traditional/Ice/Mountaineering)	510	1.00%	441	0.90%	282	0.60%	354	0.70%	272	0.50%	436	0.90%
Fishing (Fly)	711	1.40%	734	1.50%	880	1.80%	834	1.70%	735	1.40%	715	1.40%
Fishing (Fly/Salt/Fresh)	12,394	24.70%	11,282	22.70%	11,240	22.50%	10,254	20.40%	10,330	20.40%	9,945	19.80%
Fishing (Freshwater/Other)	10,932	21.70%	9,912	20.00%	9,987	20.00%	8,984	17.80%	9,038	17.80%	8,962	17.80%
Fishing (Saltwater)	2,579	5.10%	2,257	4.50%	2,028	4.10%	1,816	3.60%	1,926	3.80%	1,935	3.90%
Hiking (Day)	5,800	11.50%	6,078	12.20%	6,128	12.30%	5,976	11.90%	6,391	12.60%	6,114	12.20%
Hunting (Rifle/Shotgun/Handgun/Bow)	2,088	4.20%	2,138	4.30%	2,225	4.40%	2,236	4.40%	2,296	4.50%	2,294	4.60%
Hunting (Bow)	579	1.20%	484	1.00%	513	1.00%	492	1.00%	570	1.10%	552	1.10%
Hunting (Handgun)	158	0.30%	130	0.30%	122	0.20%	150	0.30%	195	0.40%	248	0.50%
Hunting (Rifle)	1,466	2.90%	1,487	3.00%	1,532	3.10%	1,565	3.10%	1,607	3.20%	1,585	3.20%
Hunting (Shotgun)	1,087	2.20%	1,156	2.30%	1,082	2.20%	1,097	2.20%	1,089	2.10%	1,080	2.10%
Kayak Fishing							96	0.20%	181	0.40%	220	0.40%
Kayaking (Recreational)	1,056	2.10%	1,227	2.50%	1,199	2.40%	1,152	2.30%	1,388	2.70%	1,743	3.50%
Kayaking (Sea/Touring)	241	0.50%	178	0.40%	164	0.30%	358	0.70%	228	0.40%	333	0.70%
Kayaking (White Water)	197	0.40%	165	0.30%	312	0.60%	256	0.50%	151	0.30%	432	0.90%
Rafting	993	2.00%	869	1.80%	1,064	2.10%	966	1.90%	750	1.50%	793	1.60%
Running, Jogging, & Trail Running	11,223	22.30%	9,552	19.20%	10,048	20.10%	11,360	22.60%	11,728	23.10%	12,133	24.10%
Running/Jogging	11,102	22.10%	9,377	18.90%	9,999	20.00%	11,176	22.20%	11,587	22.90%	11,951	23.80%
Sailing	526	1.00%	603	1.20%	664	1.30%	580	1.20%	382	0.80%	562	1.10%
Scuba Diving	278	0.60%	323	0.70%	277	0.60%	306	0.60%	243	0.50%	379	0.80%
Skateboarding	5,783	11.50%	5,469	11.00%	4,968	9.90%	4,377	8.70%	3,736	7.40%	3,797	7.60%
Skiing (Alpine/Downhill/Freeski/Telemark)	2,648	5.30%	2,704	5.40%	2,737	5.50%	2,848	5.70%	2,843	5.60%	2,980	5.90%
Skiing (Cross-Country)	568	1.10%	628	1.30%	661	1.30%	739	1.50%	635	1.30%	579	1.20%
Snorkeling	1,610	3.20%	1,700	3.40%	1,315	2.60%	1,211	2.40%	1,480	2.90%	1,194	2.40%
Snowboarding	2,396	4.80%	2,267	4.60%	2,370	4.70%	2,561	5.10%	2,025	4.00%	1,676	3.30%
Snowshoeing	400	0.80%	474	1.00%	599	1.20%	615	1.20%	528	1.00%	681	1.40%
Stand Up Paddling							242	0.50%	186	0.40%	290	0.60%
Surfing	465	0.90%	520	1.00%	589	1.20%	547	1.10%	523	1.00%	715	1.40%
Trail Running	657	1.30%	618	1.20%	501	1.00%	676	1.30%	689	1.40%	810	1.60%
Triathlon (Non-Traditional/Off Road)	90	0.20%	80	0.20%	155	0.30%	93	0.20%	72	0.10%	221	0.40%
Triathlon (Traditional/Road)	113	0.20%	240	0.50%	136	0.30%	328	0.70%	168	0.30%	415	0.80%
Wakeboarding	1,437	2.90%	1,084	2.20%	1,096	2.20%	1,089	2.20%	1,126	2.20%	998	2.00%
Wildlife Viewing More Than 1/4 Mile From Home/Vehicle	2,967	5.90%	3,213	6.50%	2,775	5.50%	3,035	6.00%	3,351	6.60%	3,197	6.40%

ACTIVITY PARTICIPATION AGES 6 TO 17	2013		2014		2015		2016		2017		2018	
	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%
Adventure Racing	341	0.70%	525	1.00%	1,002	1.90%	939	1.80%	866	1.70%	853	1.70%
Backpacking Overnight - More Than 1/4 Mile From Vehicle/Home	2,536	5.00%	2,729	5.30%	2,994	5.80%	2,739	5.40%	2,467	4.80%	2,374	4.60%
Bicycling (BMX)	1,014	2.00%	1,261	2.50%	1,526	3.00%	1,650	3.20%	1,609	3.10%	1,730	3.40%
Bicycling (Mountain/Non-Paved Surface)	1,877	3.70%	1,736	3.40%	1,975	3.80%	1,889	3.70%	2,029	3.90%	1,982	3.80%
Bicycling (Road/Mountain/BMX)	13,498	26.60%	12,953	25.40%	12,461	24.20%	12,889	25.20%	12,535	24.30%	12,703	24.60%
Bicycling (Road/Paved Surface)	12,363	24.40%	11,610	22.70%	10,696	20.80%	10,995	21.50%	10,731	20.80%	10,726	20.80%
Birdwatching More Than 1/4 Mile From Home/Vehicle	1,967	3.90%	1,893	3.70%	1,616	3.10%	1,557	3.00%	1,525	3.00%	1,483	2.90%
Boardsailing/Windsurfing	322	0.60%	495	1.00%	790	1.50%	673	1.30%	650	1.30%	610	1.20%
Camping (Car, Backyard, Backpacking, & RV)	10,994	21.70%	10,452	20.50%	10,860	21.10%	10,661	20.80%	10,656	20.70%	10,560	20.50%
Camping (RV)	3,815	7.50%	3,623	7.10%	3,592	7.00%	3,785	7.40%	3,954	7.70%	3,820	7.40%
Camping (Within 1/4 Mile of Vehicle/Home)	8,046	15.90%	7,490	14.70%	6,769	13.20%	6,505	12.70%	6,135	11.90%	6,685	13.00%
Canoeing	2,543	5.00%	2,523	4.90%	2,454	4.80%	2,249	4.40%	2,029	3.90%	1,953	3.80%
Climbing (Indoor)									1,612	3.10%	1,767	3.40%
Climbing (Sport/Boulder)									655	1.30%	703	1.40%
Climbing (Traditional/Ice/Mountaineering)	477	0.90%	708	1.40%	780	1.50%	762	1.50%	649	1.30%	652	1.30%
Fishing (Fly)	913	1.80%	938	1.80%	1,267	2.50%	1,229	2.40%	1,419	2.80%	1,468	2.80%
Fishing (Fly/Salt/Fresh)	10,307	20.30%	10,566	20.70%	10,685	20.80%	10,974	21.40%	11,596	22.50%	11,246	21.80%
Fishing (Freshwater/Other)	9,020	17.80%	9,135	17.90%	9,546	18.60%	8,936	17.50%	9,191	17.80%	9,052	17.50%
Fishing (Saltwater)	1,858	3.70%	2,004	3.90%	2,221	4.30%	2,160	4.20%	2,376	4.60%	2,369	4.60%
Hiking (Day)	6,196	12.20%	6,749	13.20%	7,719	15.00%	7,446	14.50%	8,219	15.90%	8,315	16.10%
Hunting (Rifle/Shotgun/Handgun/Bow)	2,463	4.90%	2,685	5.30%	3,423	6.70%	2,969	5.80%	3,212	6.20%	3,102	6.00%
Hunting (Bow)	688	1.40%	698	1.40%	1,039	2.00%	1,055	2.10%	1,090	2.10%	942	1.80%
Hunting (Handgun)	270	0.50%	342	0.70%	667	1.30%	648	1.30%	653	1.30%	615	1.20%
Hunting (Rifle)	1,647	3.30%	1,687	3.30%	2,234	4.30%	2,173	4.20%	2,246	4.40%	1,915	3.70%
Hunting (Shotgun)	1,060	2.10%	1,257	2.50%	1,633	3.20%	1,583	3.10%	1,457	2.80%	1,304	2.50%
Kayak Fishing	295	0.60%	234	0.50%	295	0.60%	280	0.50%	270	0.50%	282	0.50%
Kayaking (Recreational)	1,628	3.20%	1,771	3.50%	2,083	4.00%	1,988	3.90%	1,864	3.60%	2,525	4.90%
Kayaking (Sea/Touring)	388	0.80%	536	1.00%	890	1.70%	743	1.50%	718	1.40%	802	1.60%
Kayaking (White Water)	422	0.80%	628	1.20%	819	1.60%	661	1.30%	772	1.50%	828	1.60%
Rafting	859	1.70%	989	1.90%	1,086	2.10%	869	1.70%	819	1.60%	609	1.20%
Running, Jogging, & Trail Running	12,049	23.80%	11,289	22.10%	10,505	20.40%	11,002	21.50%	11,038	21.40%	13,662	26.50%
Running/Jogging	11,871	23.40%	10,873	21.30%	9,855	19.20%	10,396	20.30%	10,447	20.30%	12,664	24.50%
Sailing	663	1.30%	736	1.40%	909	1.80%	811	1.60%	742	1.40%	808	1.60%
Scuba Diving	494	1.00%	487	1.00%	577	1.10%	520	1.00%	505	1.00%	595	1.20%
Skateboarding	3,481	6.90%	3,294	6.50%	3,084	6.00%	3,222	6.30%	2,943	5.70%	3,746	7.30%
Skiing (Alpine/Downhill/Freeski/Telemark)	3,323	6.60%	3,959	7.80%	4,684	9.10%	4,568	8.90%	4,040	7.80%	2,836	5.50%
Skiing (Cross-Country)	855	1.70%	1,273	2.50%	1,063	2.10%	1,139	2.20%	1,028	2.00%	1,394	2.70%
Snorkeling	1,597	3.20%	1,485	2.90%	1,665	3.20%	1,541	3.00%	1,441	2.80%	1,460	2.80%
Snowboarding	1,985	3.90%	2,093	4.10%	2,032	4.00%	2,236	4.40%	2,171	4.20%	3,106	6.00%
Snowshoeing	824	1.60%	838	1.60%	716	1.40%	619	1.20%	519	1.00%	709	1.40%
Stand Up Paddling	550	1.10%	570	1.10%	823	1.60%	621	1.20%	622	1.20%	556	1.10%
Surfing	664	1.30%	684	1.30%	703	1.40%	780	1.50%	703	1.40%	1,046	2.00%
Trail Running	858	1.70%	1,148	2.20%	1,583	3.10%	1,555	3.00%	1,514	2.90%	2,438	4.70%
Triathlon (Non-Traditional/Off Road)	255	0.50%	297	0.60%	601	1.20%	404	0.80%	370	0.70%	371	0.70%
Triathlon (Traditional/Road)	440	0.90%	434	0.90%	616	1.20%	426	0.80%	453	0.90%	347	0.70%
Wakeboarding	1,029	2.00%	838	1.60%	997	1.90%	824	1.60%	736	1.40%	673	1.30%
Wildlife Viewing More Than 1/4 Mile From Home/Vehicle	3,128	6.20%	3,354	6.60%	3,269	6.40%	3,221	6.30%	2,992	5.80%	3,650	7.10%

WHAT WERE THE TRENDS IN NON-OUTDOOR ACTIVITIES?

INDOOR FITNESS

	2007		2008		2009		2010		2011		2012	
	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%
Aquatic Exercise	9,757	3.5%	9,512	3.4%	8,965	3.2%	8,947	3.2%	9,042	3.2%	9,177	3.2%
Barre												
Bodyweight Exercise & Bodyweight Accessory-Assisted Training												
Boot Camp Style Training									7,706	2.7%	7,496	2.6%
Cardio Kickboxing	4,812	1.7%	4,905	1.8%	5,500	2.0%	6,287	2.2%	6,488	2.3%	6,725	2.3%
Cross-Training Style Workouts												
Dance, Step, and Other Choreographed Exercise to Music												
Elliptical Motion/Cross-Trainer	23,586	8.5%	24,435	8.7%	25,903	9.2%	27,319	9.6%	29,734	10.4%	28,560	9.9%
Free Weights (Barbells)	25,499	9.2%	25,821	9.2%	26,595	9.4%	27,194	9.6%	27,056	9.5%	26,688	9.3%
Free Weights (Dumbbells/Hand Weights)												
High Impact/Intensity Training	11,287	4.1%	11,780	4.2%	12,771	4.5%	14,567	5.1%	15,755	5.5%	16,178	5.6%
Kettlebells												
Pilates Training	9,192	3.3%	9,039	3.2%	8,770	3.1%	8,404	3.0%	8,507	3.0%	8,519	3.0%
Rowing Machine	8,782	3.2%	8,902	3.2%	9,098	3.2%	9,469	3.3%	9,765	3.4%	9,975	3.5%
Stair-Climbing Machine	13,521	4.9%	13,863	5.0%	13,653	4.8%	13,269	4.7%	13,409	4.7%	12,979	4.5%
Stationary Cycling (Group)	6,314	2.3%	6,504	2.3%	6,762	2.4%	7,854	2.8%	8,738	3.1%	8,477	3.0%
Stationary Cycling (Recumbent/Upright)	35,349	12.8%	36,021	12.9%	36,215	12.9%	36,036	12.7%	36,341	12.7%	35,987	12.5%
Swimming for Fitness									21,517	7.5%	23,216	8.1%
Tai Chi			3,424	1.2%	3,315	1.2%	3,193	1.1%	2,975	1.0%	3,203	1.1%
Treadmill	50,073	18.1%	49,722	17.8%	50,395	17.9%	52,275	18.4%	53,260	18.6%	50,839	17.7%
Walking for Fitness	108,740	39.3%	110,204	39.4%	110,882	39.4%	112,082	39.5%	112,715	39.4%	114,029	39.7%
Weight/Resistance Machines	39,290	14.2%	38,844	13.9%	39,075	13.9%	39,185	13.8%	39,548	13.8%	38,999	13.6%
Yoga			17,758	6.4%	18,934	6.7%	20,998	7.4%	22,107	7.7%	23,253	8.1%

INDOOR FITNESS

	2013		2014		2015		2016		2017		2018	
	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%
Aquatic Exercise	8,483	2.9%	9,122	3.1%	9,226	3.1%	10,575	3.6%	10,459	3.5%	10,518	3.5%
Barre	2,901	1.0%	3,200	1.1%	3,583	1.2%	3,329	1.1%	3,436	1.2%	3,532	1.2%
Bodyweight Exercise & Bodyweight Accessory-Assisted Training			22,390	7.7%	22,146	7.5%	25,110	8.5%	24,454	8.3%	24,183	8.0%
Boot Camp Style Training	6,911	2.4%	6,774	2.3%	6,722	2.3%	6,583	2.2%	6,651	2.2%	6,695	2.2%
Cardio Kickboxing	6,311	2.2%	6,747	2.3%	6,708	2.3%	6,899	2.3%	6,693	2.3%	6,838	2.3%
Cross-Training Style Workouts			11,265	3.9%	11,710	4.0%	12,914	4.4%	13,622	4.6%	13,338	4.4%
Dance, Step, and Other Choreographed Exercise to Music			21,455	7.3%	21,487	7.3%	21,839	7.4%	22,616	7.6%	22,391	7.4%
Elliptical Motion/Cross-Trainer	30,410	10.5%	31,826	10.9%	32,321	11.0%	32,218	10.9%	32,283	10.9%	33,238	11.1%
Free Weights (Barbells)	25,641	8.8%	25,623	8.8%	25,381	8.6%	26,473	8.9%	27,444	9.3%	27,834	9.3%
Free Weights (Dumbbells/Hand Weights)	58,267	20.1%	56,124	19.2%	54,716	18.6%	51,513	17.4%	52,217	17.6%	51,291	17.1%
High Impact/Intensity Training	17,323	6.0%	19,746	6.8%	20,464	7.0%	21,390	7.2%	21,476	7.2%	21,611	7.2%
Kettlebells		0.0%	10,240	3.5%	10,408	3.5%	10,743	3.6%	12,182	4.1%	12,511	4.2%
Pilates Training	8,069	2.8%	8,504	2.9%	8,594	2.9%	8,893	3.0%	9,047	3.1%	9,084	3.0%
Rowing Machine	10,183	3.5%	9,813	3.4%	10,106	3.4%	10,830	3.7%	11,707	4.0%	12,096	4.0%
Stair-Climbing Machine	12,642	4.4%	13,216	4.5%	13,234	4.5%	15,079	5.1%	14,948	5.0%	15,025	5.0%
Stationary Cycling (Group)	8,309	2.9%	8,449	2.9%	8,677	3.0%	8,937	3.0%	9,409	3.2%	9,434	3.1%
Stationary Cycling (Recumbent/Upright)	35,247	12.2%	35,693	12.2%	35,553	12.1%	36,118	12.2%	36,035	12.2%	36,668	12.2%
Swimming for Fitness	26,354	9.1%	25,304	8.7%	26,319	8.9%	26,601	9.0%	27,135	9.2%	27,575	9.2%
Tai Chi	3,469	1.2%	3,446	1.2%	3,651	1.2%	3,706	1.3%	3,787	1.3%	3,761	1.3%
Treadmill	48,166	16.6%	50,241	17.2%	50,398	17.1%	51,872	17.5%	52,966	17.9%	53,737	17.9%
Walking for Fitness	117,351	40.5%	112,583	38.5%	109,829	37.3%	107,895	36.4%	110,805	37.4%	111,001	36.9%
Weight/Resistance Machines	36,267	12.5%	35,841	12.3%	35,310	12.0%	35,768	12.1%	36,291	12.3%	36,372	12.1%
Yoga	24,310	8.4%	25,262	8.6%	25,289	8.6%	26,268	8.9%	27,354	9.2%	28,745	9.6%

TEAM SPORTS

	2007		2008		2009		2010		2011		2012	
	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%
Baseball	16,058	5.8%	15,539	5.6%	14,429	5.1%	14,198	5.0%	13,561	4.7%	12,976	4.5%
Basketball	25,961	9.4%	26,108	9.3%	25,131	8.9%	25,156	8.9%	24,790	8.7%	23,708	8.3%
Cheerleading	3,279	1.2%	3,192	1.1%	3,070	1.1%	3,134	1.1%	3,049	1.1%	3,244	1.1%
Field Hockey	1,127	0.4%	1,122	0.4%	1,092	0.4%	1,182	0.4%	1,147	0.4%	1,237	0.4%
Football (Flag)			7,310	2.6%	6,932	2.5%	6,660	2.3%	6,325	2.2%	5,865	2.0%
Football (Tackle)	7,939	2.9%	7,816	2.8%	7,243	2.6%	6,850	2.4%	6,448	2.3%	6,220	2.2%
Football (Touch)	12,988	4.7%	10,493	3.8%	9,726	3.5%	8,663	3.1%	7,684	2.7%	7,295	2.5%
Ice Hockey	1,840	0.7%	1,871	0.7%	2,018	0.7%	2,140	0.8%	2,131	0.7%	2,363	0.8%
Lacrosse	1,058	0.4%	1,093	0.4%	1,162	0.4%	1,423	0.5%	1,501	0.5%	1,607	0.6%
Rugby	617	0.2%	654	0.2%	720	0.3%	940	0.3%	850	0.3%	887	0.3%
Soccer (Indoor)	4,237	1.5%	4,487	1.6%	4,825	1.7%	4,920	1.7%	4,631	1.6%	4,617	1.6%
Soccer (Outdoor)	13,708	5.0%	13,966	5.0%	13,957	5.0%	13,883	4.9%	13,667	4.8%	12,944	4.5%
Softball (Fast-Pitch)	2,345	0.8%	2,331	0.8%	2,476	0.9%	2,513	0.9%	2,400	0.8%	2,624	0.9%
Softball (Slow-Pitch)	9,485	3.4%	9,660	3.5%	9,180	3.3%	8,477	3.0%	7,809	2.7%	7,411	2.6%
Swimming on a team									2,363	0.8%	2,502	0.9%
Track and Field	4,691	1.7%	4,604	1.6%	4,480	1.6%	4,383	1.5%	4,341	1.5%	4,257	1.5%
Volleyball (Beach/Sand)	3,878	1.4%	4,025	1.4%	4,324	1.5%	4,752	1.7%	4,451	1.6%	4,505	1.6%
Volleyball (Court)	6,986	2.5%	7,588	2.7%	7,737	2.7%	7,315	2.6%	6,662	2.3%	6,384	2.2%
Volleyball (Grass)	4,940	1.8%	5,013	1.8%	4,970	1.8%	4,714	1.7%	4,211	1.5%	4,088	1.4%

TEAM SPORTS

	2013		2014		2015		2016		2017		2018	
	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%
Baseball	13,284	4.6%	13,152	4.5%	13,711	4.7%	14,760	5.0%	15,642	5.3%	15,877	5.3%
Basketball	23,669	8.2%	23,067	7.9%	23,410	8.0%	22,343	7.5%	23,401	7.9%	24,225	8.1%
Cheerleading	3,235	1.1%	3,456	1.2%	3,608	1.2%	4,029	1.4%	3,816	1.3%	3,841	1.3%
Field Hockey	1,474	0.5%	1,557	0.5%	1,565	0.5%	1,512	0.5%	1,596	0.5%	1,460	0.5%
Football (Flag)	5,610	1.9%	5,508	1.9%	5,829	2.0%	6,173	2.1%	6,551	2.2%	6,572	2.2%
Football (Tackle)	6,165	2.1%	5,978	2.0%	6,222	2.1%	5,481	1.9%	5,224	1.8%	5,157	1.7%
Football (Touch)	7,140	2.5%	6,586	2.3%	6,487	2.2%	5,686	1.9%	5,629	1.9%	5,517	1.8%
Ice Hockey	2,393	0.8%	2,421	0.8%	2,546	0.9%	2,697	0.9%	2,544	0.9%	2,447	0.8%
Lacrosse	1,813	0.6%	2,011	0.7%	2,094	0.7%	2,090	0.7%	2,171	0.7%	2,098	0.7%
Rugby	1,183	0.4%	1,276	0.4%	1,349	0.5%	1,550	0.5%	1,621	0.5%	1,560	0.5%
Soccer (Indoor)	4,803	1.7%	4,530	1.6%	4,813	1.6%	5,117	1.7%	5,399	1.8%	5,233	1.7%
Soccer (Outdoor)	12,726	4.4%	12,592	4.3%	12,646	4.3%	11,932	4.0%	11,924	4.0%	11,405	3.8%
Softball (Fast-Pitch)	2,498	0.9%	2,424	0.8%	2,460	0.8%	2,467	0.8%	2,309	0.8%	2,303	0.8%
Softball (Slow-Pitch)	6,868	2.4%	7,077	2.4%	7,114	2.4%	7,690	2.6%	7,283	2.5%	7,386	2.5%
Swimming on a team	2,638	0.9%	2,710	0.9%	2,892	1.0%	3,369	1.1%	3,007	1.0%	3,045	1.0%
Track and Field	4,071	1.4%	4,105	1.4%	4,222	1.4%	4,116	1.4%	4,161	1.4%	4,143	1.4%
Volleyball (Beach/Sand)	4,769	1.6%	4,651	1.6%	4,785	1.6%	5,489	1.9%	4,947	1.7%	4,770	1.6%
Volleyball (Court)	6,433	2.2%	6,304	2.2%	6,423	2.2%	6,216	2.1%	6,317	2.1%	6,317	2.1%
Volleyball (Grass)	4,098	1.4%	3,911	1.3%	3,888	1.3%	4,295	1.4%	3,454	1.2%	3,464	1.2%

ADVENTURE RACING

Adventure racing participation has plummeted over the last three years, down 29.3 percent from 2015 to 2018. Despite these precipitous losses, there was increased interest in adventure racing among young participants. In 2018, participants under 18 represented one-fourth of total participants, and the average participant's age was just 27. In addition, over 80 percent of first-time participants were under 35, with an even younger average age of 26. Yet another strength: Hispanics participated in adventure racing at a rate of 23 percent, well higher than the group's proportion of the U.S. population. Young racers plus a growing Hispanic participation could be the key to adventure racing's future.

BMX BIKING

BMX participation grew a remarkable 22 percent in last three years, reaching nearly 3.5 million participants in 2018. Although a clear majority of participants—73.2 percent—were male, participants were otherwise ethnically and geographically diverse. They were also young. At an average age of 18.9, continued BMX participants were some of the youngest among the outdoor participants. BMX participants also had among the lowest household income levels at $50,900.

ROAD BIKING

In 2018, road biking was an accessible and dynamic activity for its 39.0 million participants. The activity included short trips through the park with kids to commuting to work to covering serious mileage. It appealed to a wide age distribution:

AGE	Under 24	25-44	45+
PARTICIPATION RATE	39.2%	28.9%	31.9%

CAR CAMPING

Car camping, defined as camping within one-fourth of a mile from a vehicle, kept participants—particularly ethnically diverse participants—coming back. While both Hispanics and African Americans saw growth in returning participants, Asians had the most growth, up a strong 3.5 percent since 2017. Caucasians, on the other hand, lost returning car camping participants, down five percent from the previous year.

MOUNTAIN BIKING

Male mountain bikers outnumbered their female counterparts two to one, both in overall and first-time participation. This activity not only attracted males but also appealed to wealthy participants. Nearly half of participants lived in households with incomes of at least $75,000.

Among the ethnic groups, Caucasians experienced the most growth in first-time participation, from 60.7 percent in 2015 to 66.2 percent in 2018. During that time, Hispanic first-time participation slightly increased while African American and Asian first-time participation declined.

RUNNING AND JOGGING

In 2018, running and jogging demographics mirrored national demographics. For example, the male to female gender split of running was 48 to 52 percent, which was similar to the broader U.S. population split of 49 to 51 percent. In addition, 31 percent of runners held a college degree—the same number as the general population (per the US Census). Runners, however, were more ethnically diverse than the overall population. This was due to low running participation among seniors, who tended to be less diverse.

FISHING

Nearly four in ten first-time freshwater fishing participants were youth, which is an indicator of future growth. Among the fishing categories, fly fishing boasted the youngest average age of new participants at 29.3. The average age of first-time saltwater fishing participants was close behind at 30.5. In addition to young participants, saltwater fishing attracted an impressive amount of female first-timers. Four in ten first-time saltwater fishing participants were female. Unfortunately, this type of fishing struggled to convert women to enthusiasts—fewer than three in ten returned to the sport.

CROSS-COUNTRY SKIING

Over the last three years, cross-country skiing participation has skyrocketed by 18 percent, and much of that gain can be attributed to youth. In fact, participation among youth under age 18 rose from 19 percent in 2015 to 26 percent in 2018. The rate of young people trying cross-country skiing for the first time also increased. In 2018, three in ten first-timers were youth under age 18.

INDOOR CLIMBING

The African American population led the way in year-over-year growth in indoor climbing, increasing three percent from 2017 to 2018. And, African American participation saw the biggest boost in first-time indoor climbing participation with a six-percent increase since the previous year. Interestingly, while African American participants have embraced indoor climbing, they have essentially dropped out of outdoor climbing.

HIKING

The average age of a committed hiking participant has considerably dropped. In 2015, a continued hiking participant's average age was 37. Just three years later, it plummeted to age 31. A big factor in the slipping age was a decline in continued hiking participation among the third-largest segment of hikers, adults ages 45 to 54.

SPORT CLIMBING

From 2017 to 2018, sport climbing experienced a seven-percent jump in female participation. After that increase, females represented a slight majority of participants—51 percent—over their male counterparts. In addition to increased female participation, the average age of a sport climbing participant also jumped, this time by two years to 28. This meant more adults than youth got outside to sport climb in 2018.

ALPINE SKIING

In 2018, participation rates in alpine skiing among African Americans, Hispanics and Asians declined or remained stagnant, which has been a trend since 2015. On the bright side, one-third of first-time alpine skiers were youth.

SNOWBOARDING

In 2018, snowboarding welcomed a large percentage of first-time participants who were under age 18. The percentage of first-time participants, 35.6 percent, was not far from the 30.9 percent of total participants in that age group, indicating that first-time participants were often converted to continued participants. The "stickiness" of snowboarding among youth has helped offset a steady yet unsurprising decline in participation among those over age 45.

SKATEBOARDING

Skateboarding welcomed a notable percentage of adult participants in 2018. In fact, more than 35 percent of first-time participants were adults between the ages of 18 and 34. Some national demographics, in this case ethnic breakdown, were mirrored in skateboarding demographics:

	Skateboarding	US Population, 2018
AFRICAN AMERICAN	12.3%	13.4%
HISPANIC	20.1%	18.3%
CAUCASIAN	60.0%	60.4%
ASIAN	5.6%	5.9%

STAND UP PADDING

In 2018, stand up paddling held on to its surf culture roots while continuing to cross over into fishing, cruising and even yoga. These paddling activities resonated with women. At 52 percent participation, females edged out their male counterparts for the majority, and outparticipated males in a paddlesport for the first time.

SNOWSHOEING

Like many snowsports, snowshoeing has historically appealed to high-income-earning, Caucasian males. Not only did that trend continue, it intensified in 2018. Nearly 78 percent of first-time participants were Caucasian, a significant increase from 67.7 percent in 2015.

SAILING

As sailing schools and camps that are geared toward youth continued to popped up around the United States, youth interest in the activity also increased. Over the last four years, sailing participation among children ages six to 12 has grown gradually, but over the past year it jumped by 1.7 percent. Also promising for the activity was that sailing had the steepest growth among first-time participants out of all of the activities measured, up 5.5 percent from 2017 to 2018.

SURFING

Surfing participation among children ages six to 12 has remained relatively flat, but first-time participation has continued to grow. Overall participation increased by 1.3 percent from 2017 to 2018, which is the activity's biggest gain in four years.

METHODOLOGY

Image: Thrive Outside San Diego, courtesy of Escondido Creek Conservancy

METHODOLOGY

How was the participation study conducted?

During the 2018 calendar year, a total of 20,069 online interviews were carried out with a nationwide sample of individuals from the US Online Panel of over one million people operated by IPSOS. 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. Data is based on Nielsen's measure of the Hispanic population in the United States, ages 6 and up, which is 37,185,894 individuals.

The 2019 participation survey sample size of 20,069 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 United States. 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.

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, household income, ethnicity, household size, region, population density and panel join date. The total population figure used was 300,652,039 people ages six and older.

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 six to 12, and they are asked to complete the survey together. Respondents ages 13 to 17 are contacted in a manner similar to respondents age six to 12, but they are asked to complete the survey themselves.

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 2018. Measured outdoor activities include adventure racing, backpacking, bicycling (BMX), bicycling (mountain/non-paved surface), bicycling (road/paved surface), birdwatching, boardsailing/windsurfing, 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.

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, 2018 participation represents participation in the 2017/2018 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 aquatic exercise, calisthenics, cardio kickboxing, pilates training, stretching, yoga, tai chi, barbells, dumbbells, weight/resistance machines, rowing machine exercise, stationary cycling (group), treadmill exercise, stair-climbing machine exercise, barre, boot-camp crosstraining, cross-training style workouts, elliptical/cardio cross trainer, high impact/intensity training, kettlebells, stationary cycling (recumbent or upright), swimming for fitness and walking for fitness.

ABOUT THE PHYSICAL ACTIVITY COUNCIL (PAC)

The survey that forms the basis of the *2019 Outdoor Participation Report* is produced by the Physical Activity Council (PAC), which is a partnership of leading organizations in the US sports, fitness and leisure industries. While the overall aim of the survey is to establish levels of activity and identify key trends in sports, fitness and recreation participation, each partner produces detailed reports on specific areas of interest. Partners include: Outdoor Foundation (OF); National Golf Foundation (NGF); Snowsports Industries America (SIA); Tennis Industry Association (TIA); USA Football; United States Tennis Association (USTA), International Health and Racquet and Sportsclub Association (IHRSA); and Sport and Fitness Industry Association (SFIA).

image: Thrive Outside Grand Rapids, courtesy of Grand Rapids Parks & Recreation

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