

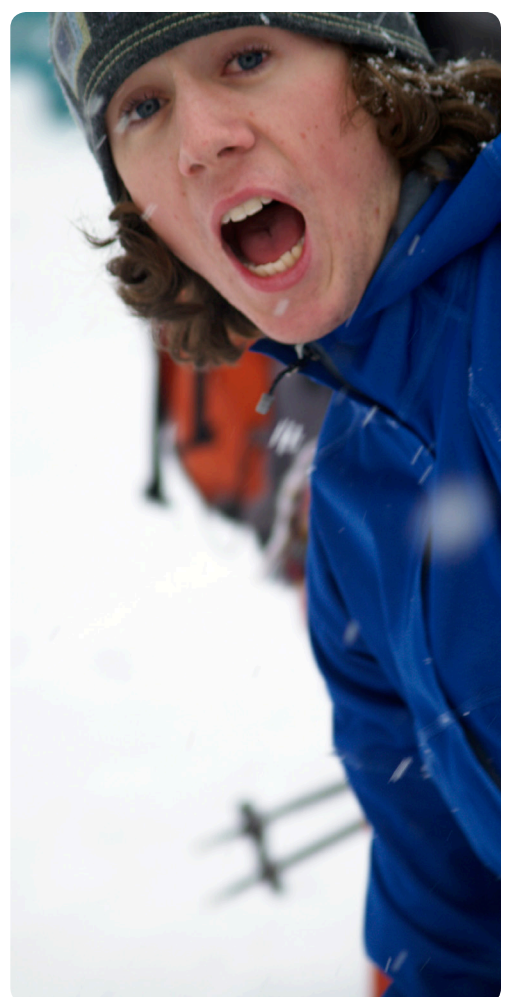
OUTDOOR RECREATION PARTICIPATION

TOPLINE REPORT 2015



OUTDOOR
FOUNDATION®

Photo credit: Pura Vita, an Outdoor Foundation-supported organization that encourages Latino youth and their families to recreate in public lands.



2014 Outdoor Participation

11.8 Billion Outdoor Outings
83.4 Average Outings Per Participant

Nearly half of all Americans — 48.4% — participated in at least one outdoor activity in 2014. This equates to 141.4 million participants, who went on a collective 11.8 billion outdoor outings.

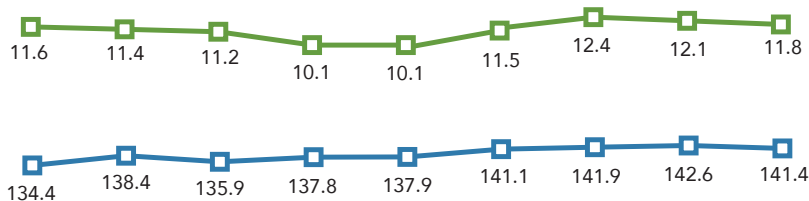
Overall outdoor participation dropped .8% since 2013 and, by a small margin, reached the lowest levels since the report began in 2006. Extreme weather and an unusually cold winter are likely major contributors to the decline. While the typically popular gateway activities of running and biking lost participants in 2014, the indoor versions of these activities — running on the treadmill and using the stationary bike — added participants.*

Paddle sports are a bright spot in outdoor participation. Stand up paddling continued to be the top outdoor activity for growth, increasing participation by 38% from 2013 to 2014. Snow sports, such as telemarking, snowshoeing, freestyle skiing and cross-country skiing, also grew by significant margins.

The Outdoor Foundation® has produced the *Outdoor Recreation Participation Topline Report* to provide a snapshot of American participation in outdoor activities with a focus on youth and young adults. The report is based on an online survey of nearly 11,000 Americans ages six and older. A more in-depth look at outdoor participation in America is forthcoming.

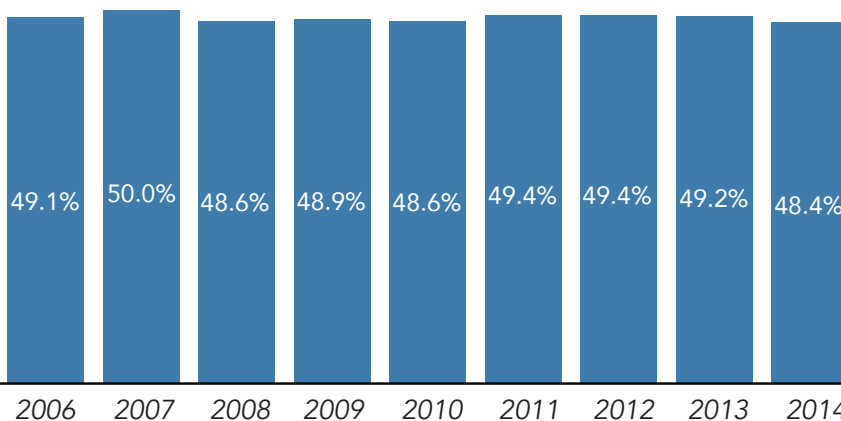
* Data from participation in indoor activities comes from the overall Physical Activity Council's survey, which measures various types of activity and forms the basis of this report. Since this report focuses on outdoor participation, indoor participation numbers are not included.

Outdoor Participation, 2006 to 2014



Total Outdoor Outings
(in billions)

Number of Participants
(in millions)



Participation Rate

Youth & Young Adult Participation Ages 6 to 24

4.4 Billion Outdoor Outings
108.4 Average Outings Per Participant

Most Popular Youth Outdoor Activities

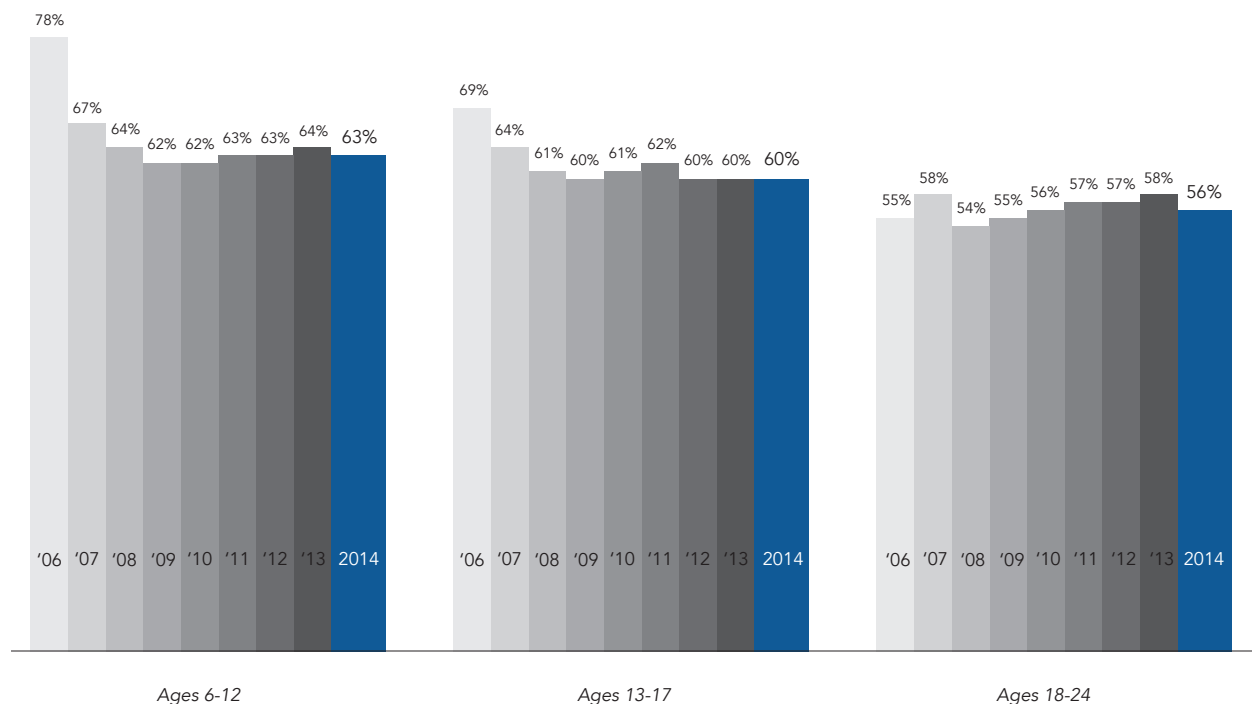
By Participation Rate, Ages 6 to 24

1. Running, Jogging and Trail Running
25.6% of youth, 20.7 million participants
2. Bicycling (Road, Mountain and BMX)
21.2% of youth, 17.2 million participants
3. Camping (Car, Backyard and RV)
18.5% of youth, 15.0 million participants
4. Fishing (Fresh, Salt and Fly)
18.0% of youth, 14.6 million participants
5. Hiking
12.8% of youth, 10.4 million participants

Favorite Youth Outdoor Activities

By Frequency of Participation, Ages 6 to 24

1. Running, Jogging and Trail Running
87.2 average outings per runner,
1.8 billion total outings
2. Bicycling (Road, Mountain and BMX)
67.2 average outings per cyclist,
1.2 billion total outings
3. Skateboarding
52.8 average outings per skateboarder,
245.7 million total outings
4. Surfing
23.4 average outings per surfer,
25.8 million total outings
5. Birdwatching
22.9 average outings per birdwatcher,
61.9 million total outings



Youth & Young Adult Participant Demographics

		2007	2008	2009	2010	2011	2012	2013	2014
Gender	Male	52%	50%	57%	53%	53%	52%	50%	50%
	Female	48%	50%	43%	47%	47%	49%	50%	50%

		2007	2008	2009	2010	2011	2012	2013	2014
Age	6 to 12	33%	29%	37%	36%	36%	38%	38%	38%
	13 to 17	24%	25%	30%	30%	30%	26%	26%	27%
	18 to 24	44%	46%	34%	34%	34%	36%	31%	34%

		2007	2008	2009	2010	2011	2012	2013	2014
Race/ Ethnicity	African American/Black	8%	8%	8%	11%	7%	11%	11%	10%
	Asian/Pacific Islander	4%	6%	5%	6%	6%	7%	7%	7%
	Caucasian/ White, non- Hispanic	77%	75%	78%	71%	76%	71%	68%	70%
	Hispanic	7%	7%	7%	9%	8%	8%	10%	10%
	Other	4%	4%	3%	4%	4%	4%	3%	3%

		2007	2008	2009	2010	2011	2012	2013	2014
Census Region	New England	5%	5%	5%	5%	4%	5%	5%	4%
	Middle Atlantic	15%	14%	12%	13%	13%	13%	13%	13%
	East North Central	17%	17%	17%	17%	17%	16%	17%	17%
	West North Central	7%	7%	8%	7%	7%	8%	7%	7%
	South Atlantic	18%	19%	18%	17%	18%	18%	18%	19%
	East South Central	5%	6%	7%	6%	6%	6%	6%	6%
	West South Central	9%	9%	10%	10%	11%	10%	11%	11%
	Mountain	8%	8%	8%	9%	9%	8%	8%	9%

Adult Participation

Ages
25+

7.4 Billion Outdoor Outings
73.3 Average Outings Per Participant

Most Popular Adult Outdoor Activities

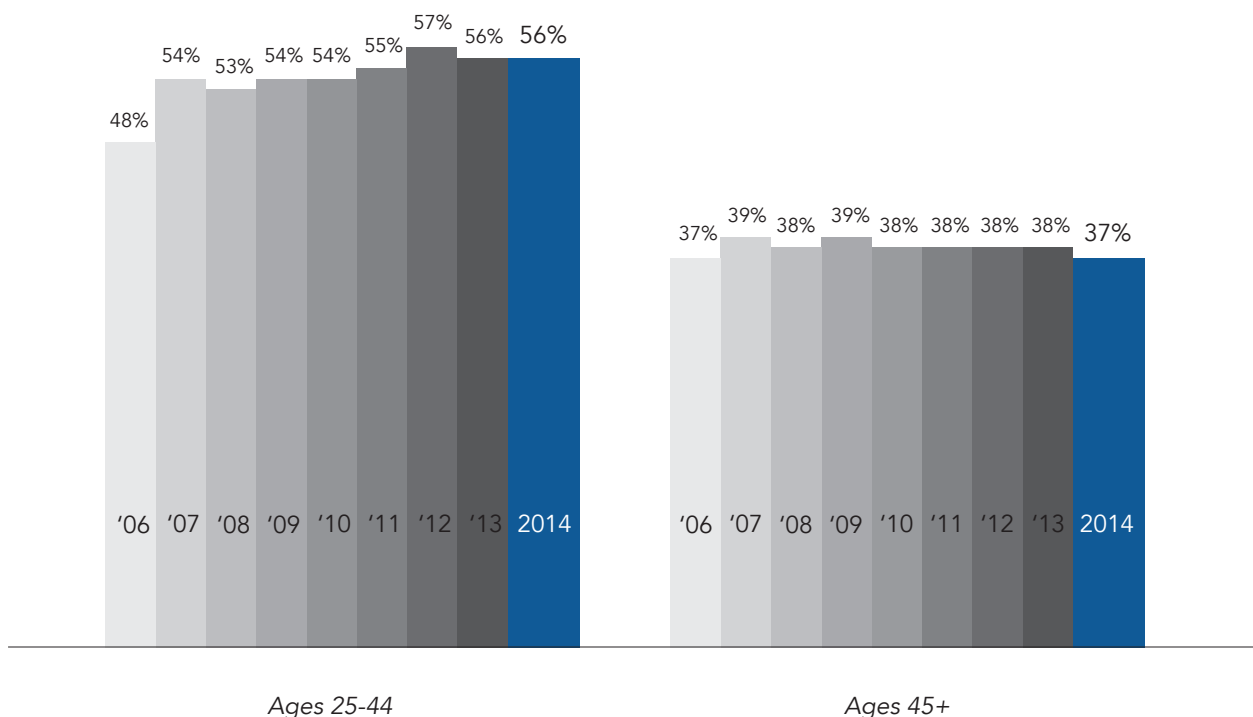
By Participation Rate, Ages 25+

1. Running, Jogging and Trail Running
15.8% of adults, 33.0 million participants
2. Fishing (Fresh, Salt and Fly)
15.0% of adults, 31.4 million participants
3. Bicycling (Road, Mountain and BMX)
12.8% of adults, 26.8 million participants
4. Hiking
12.4% of adults, 25.9 million participants
5. Camping (Car, Backyard, Backpacking and RV)
12.2% of adults, 25.5 million participants

Favorite Adult Outdoor Activities

By Frequency of Participation, Ages 25+

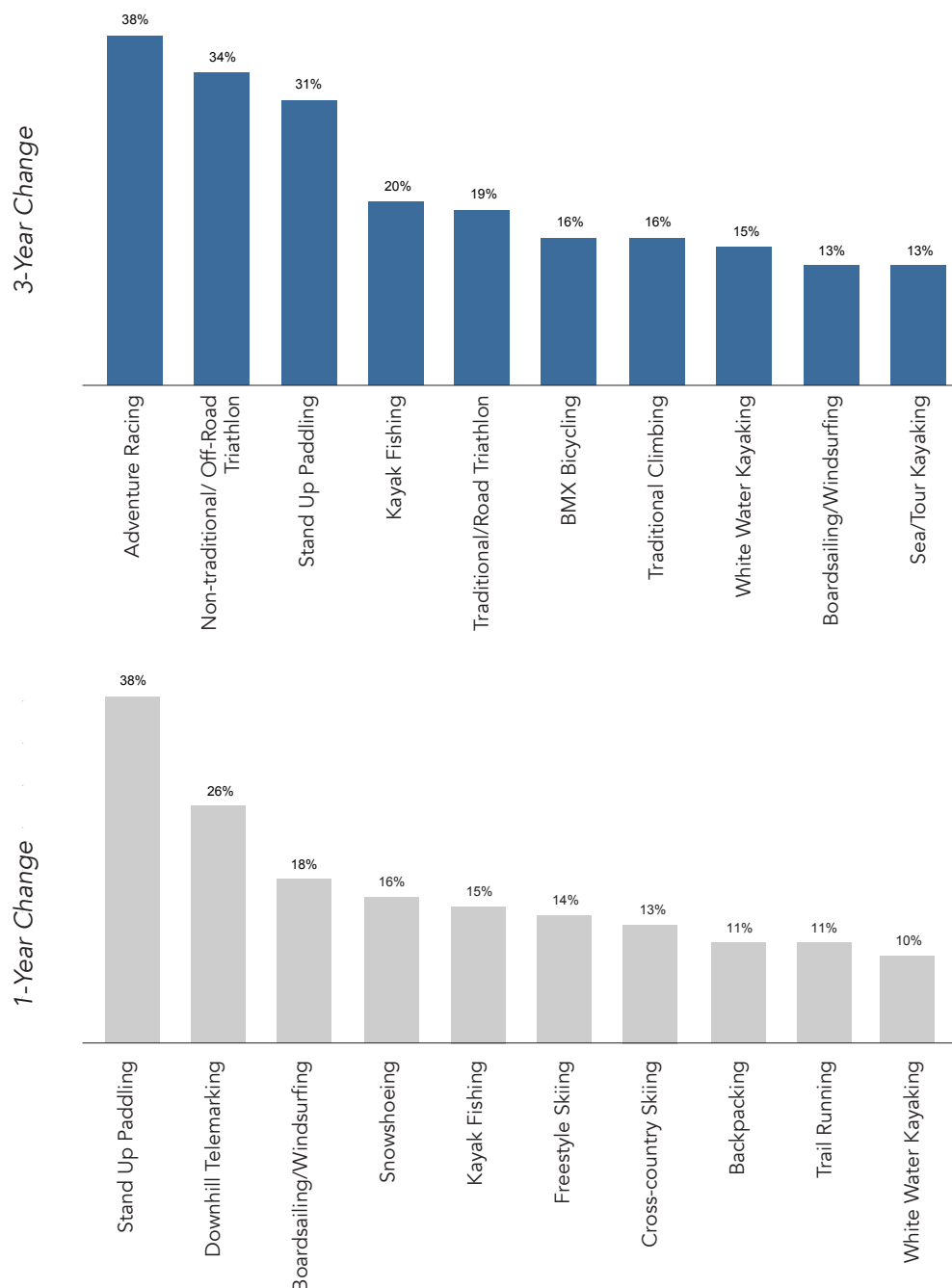
1. Running, Jogging and Trail Running
79.5 average outings per runner,
2.6 billion total outings
2. Bicycling (Road, Mountain and BMX)
54.3 average outings per cyclist,
1.5 billion total outings
3. Birdwatching
39.1 average outings per birdwatcher,
409.7 million total outings
4. Wildlife Viewing
28.0 average outings per wildlife viewer,
450.1 million total outings
5. Hunting
23.3 average outings per hunter,
245.6 million total outings



2014 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.

Top Outdoor Activities for Growth



Outdoor Participation by Activity

Ages
6+

** All participation numbers in this table are in the thousands (000).

	2006	2007	2008	2009	2010	2011	2012	2013	2014	3-Year Change
Adventure Racing	725	698	920	1,089	1,339	1,065	2,170	2,213	2,368	37.6%
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	10,101	12.8%
Bicycling (BMX)	1,655	1,887	1,904	1,811	2,369	1,547	2,175	2,168	2,350	16.2%
Bicycling (Mountain/Non-Paved Surface)	6,751	6,892	7,592	7,142	7,161	6,816	7,714	8,542	8,044	6.0%
Bicycling (Road/Paved Surface)	38,457	38,940	38,114	40,140	39,320	40,349	39,232	40,888	39,725	-0.5%
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	13,179	1.3%
Boardsailing/Windsurfing	938	1,118	1,307	1,128	1,617	1,151	1,593	1,324	1,562	13.2%
Camping (RV)	16,946	16,168	16,517	17,436	15,865	16,698	15,108	14,556	14,633	-4.2%
Camping (Within 1/4 Mile of Vehicle/Home)	35,618	31,375	33,686	34,338	30,996	32,925	29,982	29,269	28,660	-4.5%
Canoeing	9,154	9,797	9,935	10,058	10,553	9,787	9,839	10,153	10,044	0.9%
Climbing (Sport/Indoor/Boulder)	4,728	4,514	4,769	4,313	4,770	4,119	4,592	4,745	4,536	3.5%
Climbing (Traditional/Ice/Mountaineering)	1,586	2,062	2,288	1,835	2,198	1,609	2,189	2,319	2,457	16.0%
Fishing (Fly)	6,071	5,756	5,941	5,568	5,478	5,683	6,012	5,878	5,842	1.0%
Fishing (Freshwater/Other)	43,100	43,859	40,331	40,961	38,860	38,868	39,135	37,796	37,821	-0.9%
Fishing (Saltwater)	12,466	14,437	13,804	12,303	11,809	11,983	12,017	11,790	11,817	-0.5%
Hiking (Day)	29,863	29,965	32,511	32,572	32,496	34,491	34,545	34,378	36,222	1.7%
Hunting (Bow)	3,875	3,818	3,722	4,226	3,908	4,633	4,075	4,079	4,411	-1.3%
Hunting (Handgun)	2,525	2,595	2,873	2,276	2,709	2,671	3,553	3,198	3,091	6.6%
Hunting (Rifle)	11,242	10,635	10,344	11,114	10,150	10,807	10,164	9,792	10,081	-2.2%
Hunting (Shotgun)	8,987	8,545	8,731	8,490	8,062	8,678	8,174	7,894	8,220	-1.7%
Kayak Fishing	n/a	n/a	n/a	n/a	1,044	1,201	1,409	1,798	2,074	20.1%
Kayaking (Recreational)	4,134	5,070	6,240	6,212	6,465	8,229	8,144	8,716	8,855	2.5%
Kayaking (Sea/Touring)	1,136	1,485	1,780	1,771	2,144	2,029	2,446	2,694	2,912	12.9%
Kayaking (White Water)	828	1,207	1,242	1,369	1,842	1,546	1,878	2,146	2,351	15.1%
Rafting	3,609	4,340	4,651	4,318	4,460	3,821	3,690	3,836	3,781	-0.3%
Running/Jogging	38,559	41,064	41,130	43,892	49,408	50,713	52,187	54,188	51,127	0.4%
Sailing	3,390	3,786	4,226	4,342	3,869	3,725	3,958	3,915	3,924	1.8%
Scuba Diving	2,965	2,965	3,216	2,723	3,153	2,579	2,982	3,174	3,145	7.0%
Skateboarding	10,130	8,429	7,807	7,352	6,808	5,827	6,627	6,350	6,582	4.4%
Skiing (Alpine/Downhill)	n/a	10,362	10,346	10,919	11,504	10,201	8,243	8,044	8,649	-4.7%
Skiing (Cross-Country)	n/a	3,530	3,848	4,157	4,530	3,641	3,307	3,377	3,820	2.0%
Skiing (Freestyle)	n/a	2,817	2,711	2,950	3,647	4,318	5,357	4,007	4,564	4.3%
Snorkeling	8,395	9,294	10,296	9,358	9,305	9,318	8,011	8,700	8,752	-1.6%
Snowboarding	n/a	6,841	7,159	7,421	8,196	7,579	7,351	6,418	6,785	-3.3%

Snowshoeing	n/a	2,400	2,922	3,431	3,823	4,111	4,029	3,012	3,501	-3.7%
Stand Up Paddling	n/a	n/a	n/a	n/a	1,050	1,242	1,542	1,993	2,751	30.5%
Surfing	2,170	2,206	2,607	2,403	2,767	2,195	2,895	2,658	2,721	8.7%
Telemarking (Downhill)	n/a	1,173	1,435	1,482	1,821	2,099	2,766	1,732	2,188	6.9%
Trail Running	4,558	4,216	4,857	4,833	5,136	5,610	6,003	6,792	7,531	10.3%
Triathlon (Non-Traditional/Off-Road)	281	483	602	666	929	709	1,442	1,390	1,411	33.8%
Triathlon (Traditional/Road)	640	798	1,087	1,208	1,978	1,393	2,184	2,262	2,203	19.3%
Wakeboarding	3,046	3,521	3,544	3,577	3,645	3,389	3,348	3,316	3,125	-2.6%
Wildlife Viewing More Than 1/4 Mile From Home/Vehicle	20,294	22,974	24,113	21,291	21,025	21,964	22,999	21,359	21,110	-1.2%

Method

During January and February of 2014 a total of 10,778 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 5,067 individual and 5,711 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 2015 participation survey sample size of 10,778 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 0.21 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, income, household size, region, population density and panel join date. The total population figure used was 292,064,000 people ages six and older.

About the Physical Activity Council (PAC)

The survey that forms the basis of the Topline 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 their specific areas of interest. Partners include: the Outdoor Foundation (OF); National Golf Foundation (NGF); Snowsports Industries America (SIA); Tennis Industry Association (TIA); United States Tennis Association (USTA), International Health, Racquet and Sportsclub Association (IHRSA); and Sporting Goods Manufacturers Association (SGMA).

About The Outdoor Foundation

Founded in 2000, the Outdoor Foundation is a national not-for-profit organization dedicated to inspiring and growing future generations of outdoor leaders and enthusiasts. Through youth engagement, community grant-making and groundbreaking research, the Foundation works with young leaders and partners to mobilize a major cultural shift that leads all Americans to the great outdoors. Visit us at outdoorfoundation.org.

© 2015, All Rights Reserved. ® The Outdoor Foundation and The Outdoor Foundation logo are registered trademarks of The Outdoor Foundation.

The Outdoor Foundation
419 7th Street, NW, Suite 401 | Washington, DC 20002 | 202.271.3252
www.outdoorfoundation.org

Thank You

This report is made possible through the generous support of our donors:



and...

37.5 | adidas Outdoor | Advanced Elements | Advanced Flexible Materials, Inc. | Advanlink Inc. | All Terrain | Alpine Shop, Ltd | Alta Group Inc | Amater-
race, Inc. | Angler's Covey | Appalachian Outfitters | Ascension Sales LLC | Ashland Outdoor Store | ATI Corporation of North America | Backcountry Expe-
rience | Backpacker's Pantry / American Outdoor Products Inc | Bergans of Norway | Berghaus USA | Black Diamond | Boreas Gear | Briggs & Riley | Brun-
ton | Buff Inc. | Burton Snowboards/RED/Anon | C4 Waterman/Wenonah | Cabela's | CamelBak Products, LLC | Carhartt Inc | Centerstone Technologies |
Chaco Inc | Chinaberry Inc | Clear Creek Reps Inc | Clif Bar Inc | Circadence | COLDRUF Base Layer | Confluence Outdoor | Costa Del Mar Sunglasses |
Crescent Sock Co./FITS Sock Co. | Cushe Footwear | Darn Tough Vermont | Deckers Outdoor Corporation | Delaware State Parks | Dock High Logistics |
Dolphin Dive Center | Duofold | Duraflex | Eagles Nest Outfitters | Eartheasy.com | Eastside Sports | ECCO USA | Eddie Bauer | EMS (Eastern Mountain
Sports) | EnerPlex/Ascent Solar | EORA (Eastern Outdoor Reps Association) | Exped LLC | FalconGuides/The Globe Pequot Press | Ferrall Dietrich | Fred
Clark | Goal Zero | Great Outdoor Store | GSI Outdoors | GU Energy Gel | Gutwein Law | Hillsound Equipment Inc | HO YU Textile Co., Ltd. | Hohenstein
Institute America, Inc | Hungs Fortune Intl Co | Icelantic LLC | Injinji | Invista | J. Adams & Associates LTD DBA Jana Designs | JanSport | Jiangsu Acome
(HK) Outdoor Products Co., Ltd. | Katadyn North America, Inc. | Kellogg & Lawrence | Kitty Hawk Kites, Inc. | Kiva Designs, Inc. | Kora Limited | L.C. Indus-
tries Inc. | Latitude Camper Company LLC. | Level Six Incorporated | LOKI | Mariner Biomedical, Inc | Marmot Mountain | Maven Fly | McNett Corporation
| Morsel Munk, LLC | Mountain Equipment Co-op (MEC) | Mountain House | MSP Holdings | National Fish & Wildlife Foundation | Nation's Best Sports |
Native Eyewear | New Balance Athletic Shoe Inc. | New Zealand Merino Co. Ltd | Nexgen Packaging | Noble Biomaterials, Inc. | Nordic Innovation | North-
ern Lights Trading Co., Inc. | NPD Group - Sports & Leisure Trends | O. A. R. S. | Orthaheel / Vionic | Ortlieb USA | Osprey Packs | outdoor DIVAs | Outdoor
Sports Marketing | Outside Magazine | Pacific Edge Indoor Climbing Facility | Pelican International | Periscope | Pertex | Petzl America | Phunkshun Wear,
LLC | Pigeon Mountain Industries Inc | Point 65 Sweden | prAna | PrimaLoft, Inc. | Prism Designs, Inc | Purdy Associates Dba Waypoint Outdoor | R & W
Enterprises | Red Wing Shoe Company | River Sports Outfitters | Robert W. Baird & Co. | Salida Mountain Sports | Sauce Headwear | Saucony | Sea to Sum-
mit Inc. | Seattle Sports Company | Shuksan Trading | Sierra Trading Post, Inc | Simms Fishing Products LLC | SJ Creations, Inc. | Skadaddle | Sorini, Samet
& Associates | Sports Specialists Ltd | STAGE | Stella International Ltd. | Sterling Ropes | Sullivan-Bishop Agency | Summit Sales, Inc. | Sunbeat Inc. | super.
natural LLC | Terra PR | Terramar Sports Inc. | The Conservation Fund | The Ferris Sporting Brand LLC | The Printed Image | The Ready Project | The Sports
Alley Ltd. | The Timberland Company | The Trail House | The Whiting Group | Thermore | Tifosi Optics, Inc | Topo Athletic | Toray International America |
Trailblazer | TrailHeads | Travelon | Trust Your Journey, LLC. | TSM Worldwide LLC | Twenty Two Designs, LLC | Vibram USA | VisOptical | Vuly Trampolines
| W & W Associates, Inc. | W.L. Gore and Associates | Wagner Custom Skis | Washington Homeopathic Products | Water Sports LLC | Watershed Drybags
LLC | Western Mountaineering | Wild River Outfitters | Williamsburg Feather Co | Wisconsin State Parks | Yakima Products | Yaleet Inc/Naot | YRC Freight



© 2015, All Rights Reserved