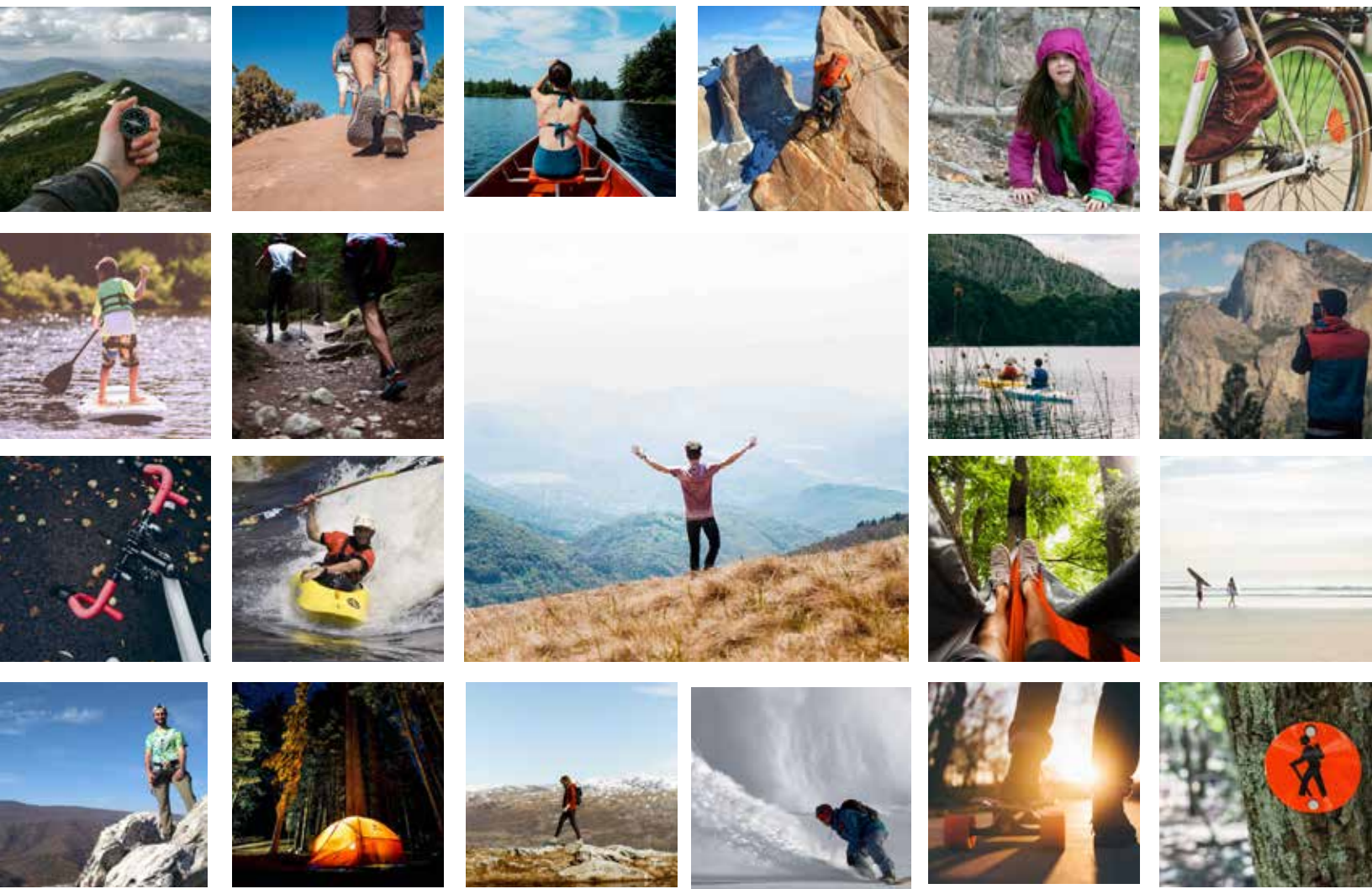


Outdoor Participation Report

2017



**OUTDOOR
FOUNDATION**

2017 Outdoor Recreation Participation

Key Findings.....	1
Outdoor Participation	2
Youth.....	16
Diversity.....	27
A Detailed Look.....	34
Method	40
Acknowledgements.....	42

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Key Findings

OUTDOOR PARTICIPATION

- 144.4 million Americans, or 48.8% of the US population, participated in an outdoor activity at least once in 2016.
- Outdoor participation grew from 48.4% of the US population in 2015 to 48.8% in 2016. This represents an addition of 2 million outdoor participants.
- While 10.6 million Americans returned to or started participating in one or more of the outdoor activities measured, 8.6 million stopped. That equates to a net gain of 2 million total participants and a churn rate of 6%.
- Participants went on a total of 11.0 billion outdoor outings in 2016, a decrease from 11.7 billion in 2015.
- 21% of outdoor enthusiasts participated in outdoor activities at least twice per week.
- Running, including jogging and trail running, was the most popular activity among Americans when measured by both number of participants and by number of total annual outings.
- 19% outdoor participants lived in the South Atlantic region of the US, making its population the most active in outdoor activities.
- Walking for fitness was, by far, the most popular crossover activity. 45% of all outdoor participants also walked.
- The biggest motivator for outdoor participation was getting exercise.

YOUTH

- The participation rate among males ages 6 to 12 and ages 13 to 17 increased by one percentage point since last year to reach 65%. Participation among males ages 18 to 24 dropped by two percentage points to 54%.
- Participation among females experienced opposite results from 2015 to 2016. Participation rates dropped by one percentage point among females ages 6 to 12 and ages 13 to 17. Young adults, ages 18 to 24, added 3 percentage points to reach 56%.
- Data shows that adults who were introduced to the outdoors as children were more likely to participate in outdoor activities during adulthood than those who were not exposed to the outdoors as children. In fact, 37 percent of adults who were introduced to the outdoors during childhood grew up to enjoy outdoor activities as adults. Only 16 percent of adults who do not currently participate in any outdoor activities had outdoor experiences as children.

DIVERSITY

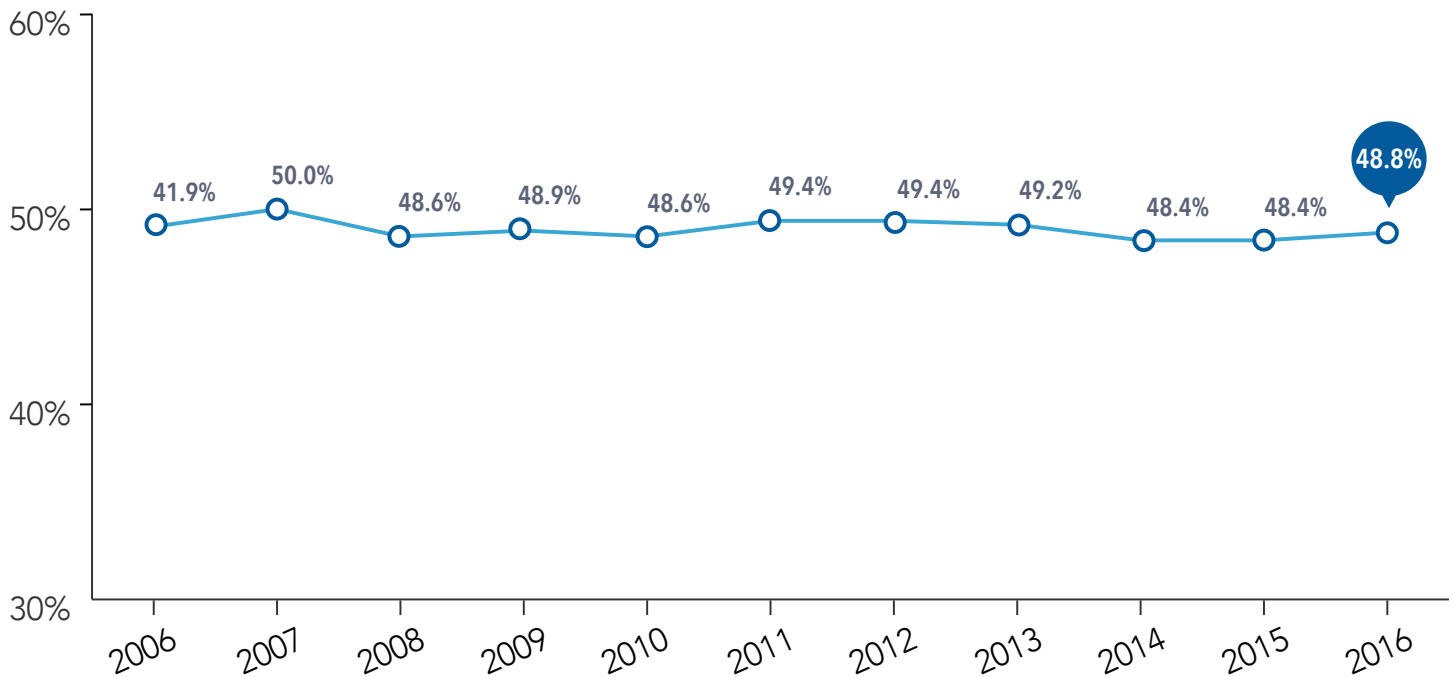
- Participation among Asians has increased by 1.2% over the past five years while Caucasian participation has declined by 0.9%.
- Black and Hispanic participants went on the most average outings per participant.
- Running was the most popular outdoor activity for almost all ethnicities; however, white participants participated in fishing at a higher rate than running.

A person is standing on a rocky shore, raising their right arm in a celebratory gesture. The background features a large body of water and a range of mountains under a clear sky. The entire image is overlaid with a semi-transparent blue filter.

OUTDOOR PARTICIPATION

outdoor participation trends

All Americans, ages 6+



Outdoor Participation Over Time

48.8% of the US population participated in an outdoor activity at least once in 2016. This is a slight increase from 48.4% the year before.



Number of Participants

144.4 million Americans, ages 6 and over, participated in outdoor recreation, an increase of 2 million participants since the year before.



Number of Outings

Outdoor outings fell from 11.7 billion excursions in 2015 to 11.0 billion in 2016. These are the fewest outings since 2010.

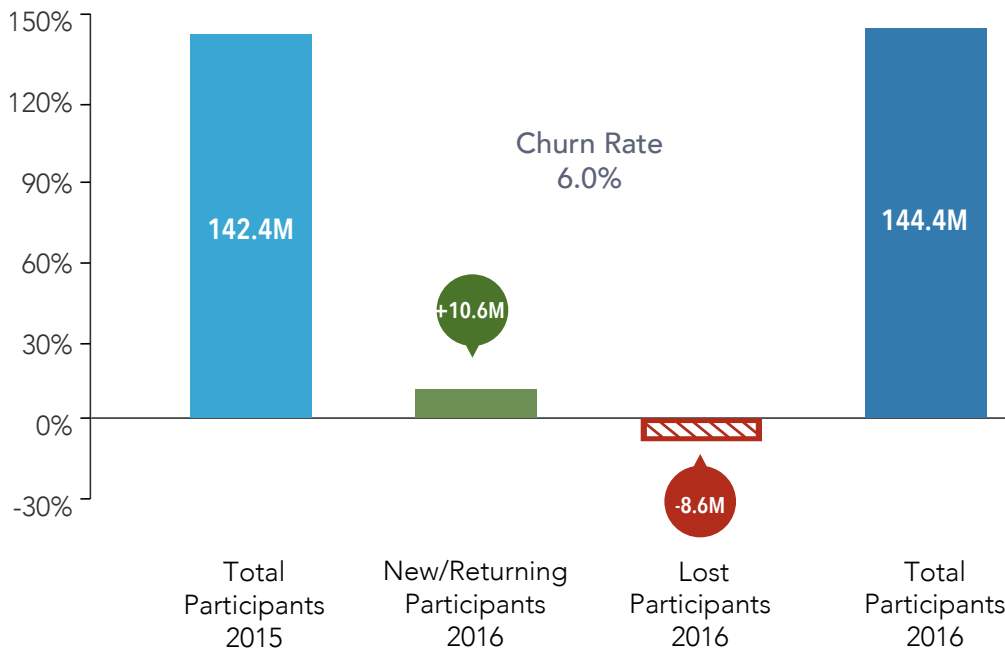


Average Outings

Outdoor participants embarked on an average of 77 outings per person last year. During the year before, the average was 82.5 outings per person.

participation in-depth

All Americans, ages 6+



The Leaky Bucket

The leaky bucket illustrates how outdoor participation grew from 2015 to 2016. Outdoor activities attracted 10.6 million participants who tried outdoor activities for the first time or returned after a hiatus. The loss of participants was much less — only 8.6 million people stopped participating. In addition, more participants were retained, with the churn rate dropping from 6.9% in 2015 to 6.0% in 2016.



New/Returning Participants

New outdoor participants made up 3.3% of total participants, or 4.8 million Americans. Returning participants, those returning after a hiatus, accounted for 4.0% of participants, or 5.8 million people.



Lost Participants

8.6 million people stopped participating in outdoor recreation in 2016. The attrition rate decreased since 2015 when 9.8 million people stopped participating in the outdoors.

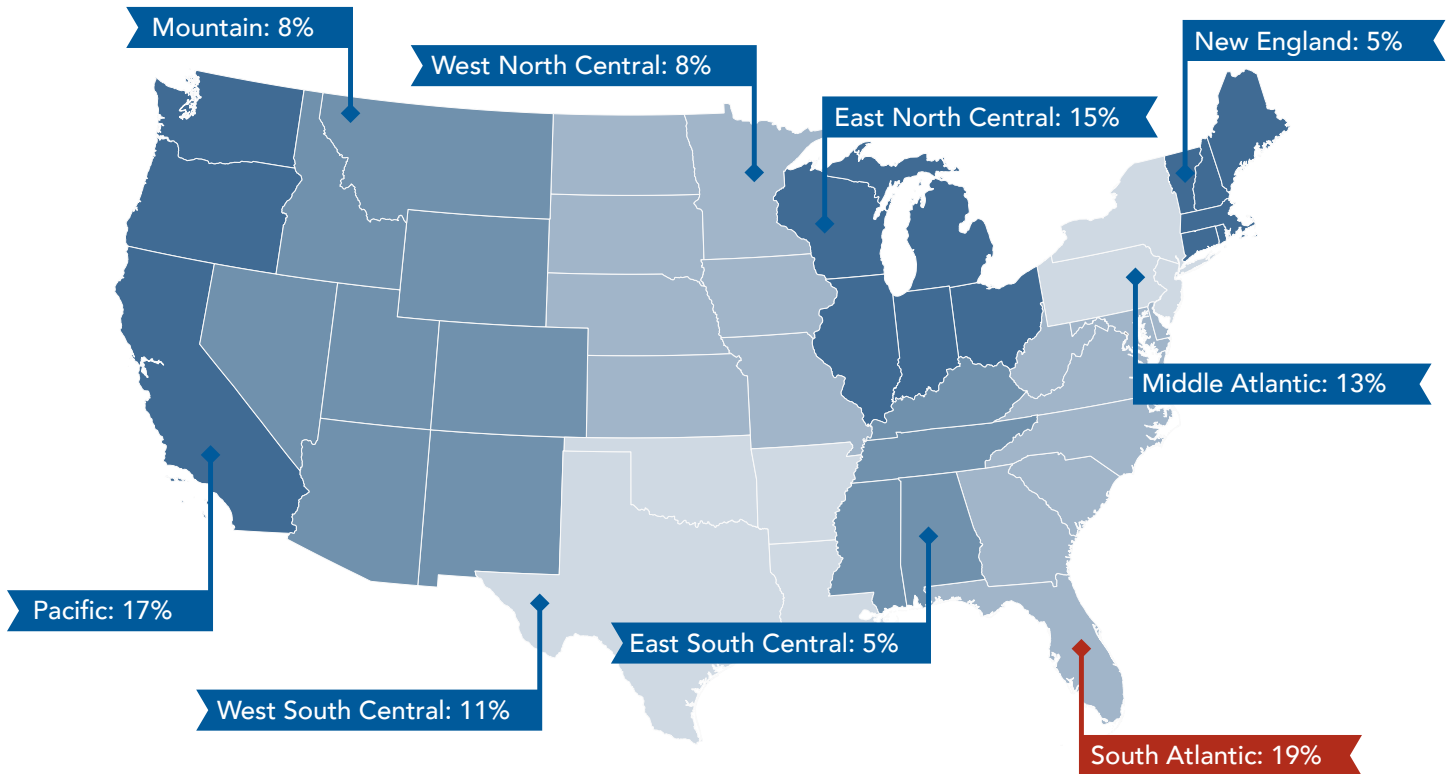


Continuing Participants

The majority of participants, 92.6%, continued participating in outdoor activities from 2015 to 2016. That equates to 133.8 million people.

participant demographics

Outdoor Participants, ages 6+



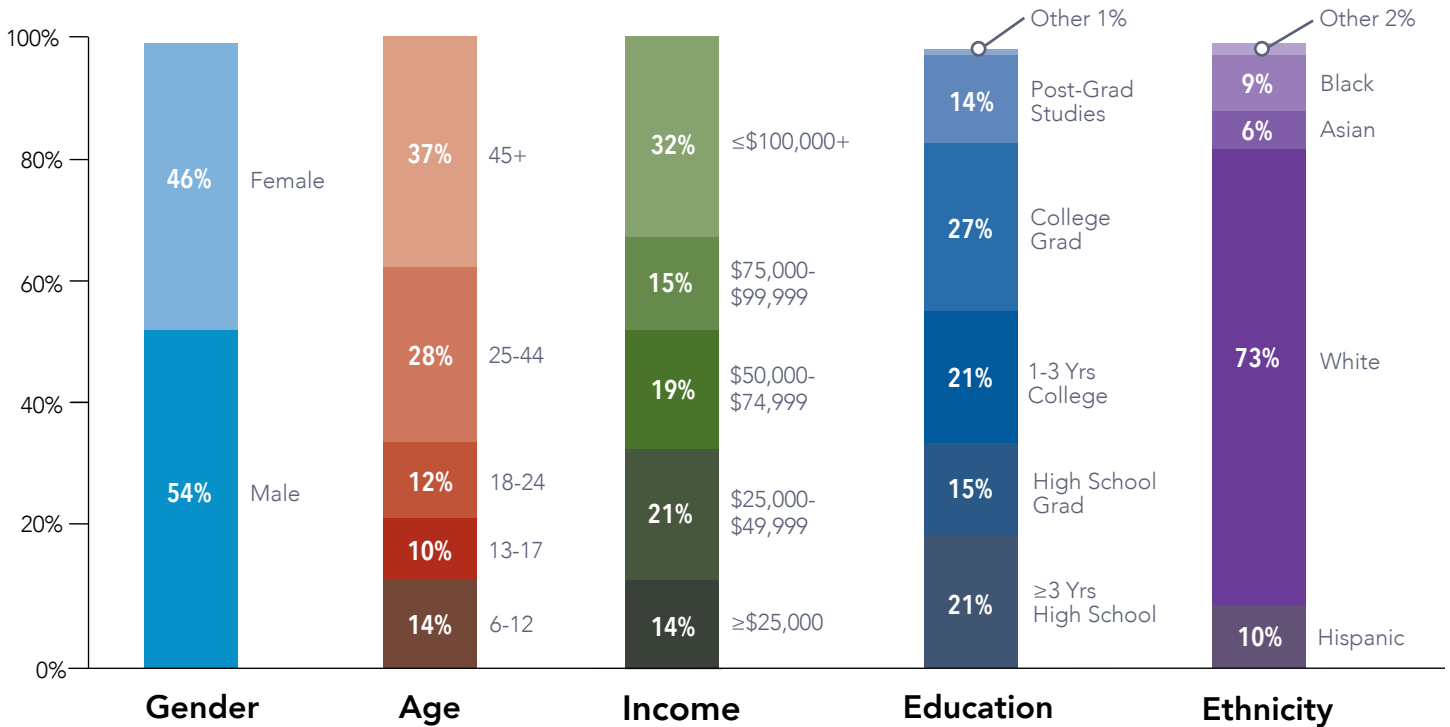
★ highest percentage of participants

Geographic Breakdown of Participants

The South Atlantic region, which includes the southern states on the Eastern Seaboard and West Virginia, had the highest rate of outdoor participation in the country. The Pacific region, including the states on the West Coast, had the second highest participation rate.

participant demographics

Outdoor Participants, ages 6+

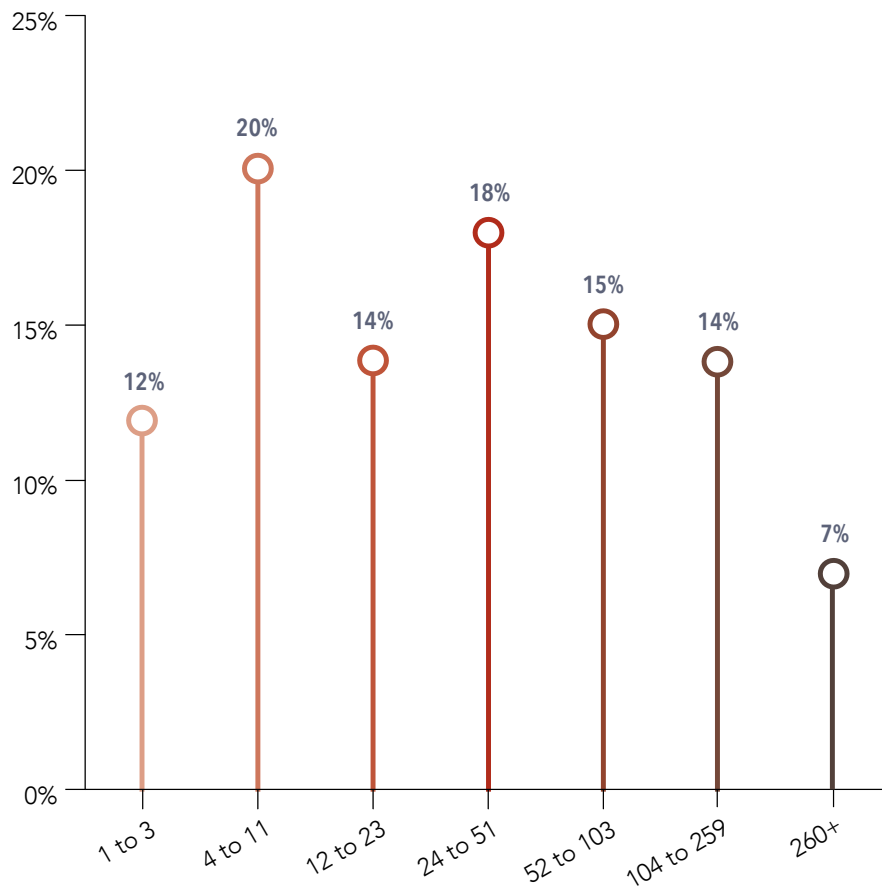


Various Demographic Breakdowns of Participants

Outdoor participation skewed slightly male. Participants also tended to have higher household incomes and have at least some college experience.

annual outdoor outings

Outdoor Participants, ages 6+



Annual Outings per Participant

The frequency of outdoor activity among Americans varied. On the more active side of participation, 21% of participants enjoyed outdoor activities at least twice a week. On the less active side, 32% participated less than once a month. Almost half of Americans were moderately active in outdoor recreation, getting outside between 12 and 103 times per year.

outdoor activities

Outdoor Participants, ages 6+

Most Popular Outdoor Activities by Participation Rate

- 1. Running, Jogging and Trail Running**
18% of Americans / 52.3 million participants
 - 2. Freshwater, Saltwater and Fly Fishing**
16% of Americans / 47.2 million participants
 - 3. Road Biking, Mountain Biking and BMX**
15% of Americans / 45.8 million participants
 - 4. Hiking**
14% of Americans / 42.1 million participants
 - 5. Car, Backyard, Backpacking and RV Camping**
14% of Americans / 40.5 million participants
-

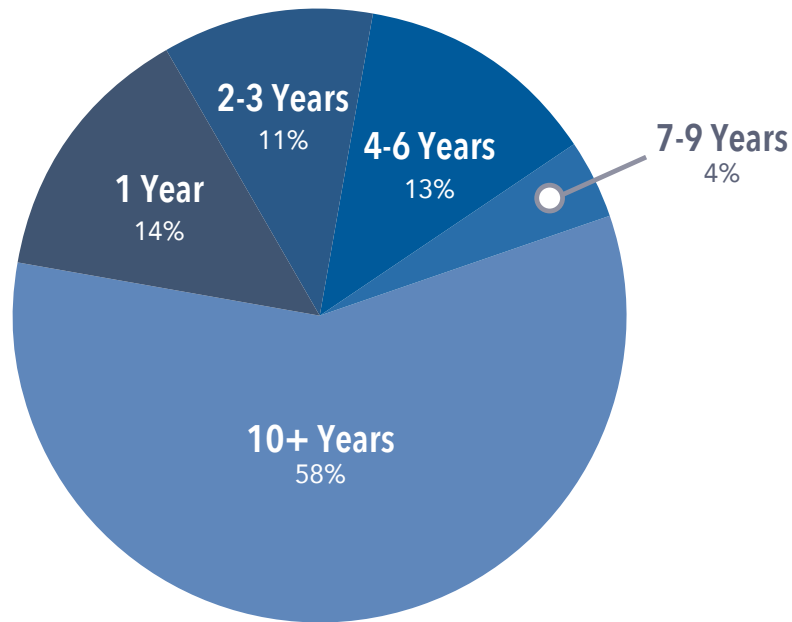
Favorite Outdoor Activities by Frequency of Participation

- 1. Running, Jogging and Trail Running**
82 average outings per runner / 4.3 billion total outings
- 2. Road, Mountain and BMX Biking**
53 average outings per cyclist / 2.4 billion total outings
- 3. Freshwater, Saltwater and Fly Fishing**
19 average outings per angler / 885.5 million total outings
- 4. Hiking**
14 average outings per hiker / 604.5 million total outings
- 5. Car, Backyard, Backpacking and RV Camping**
13 average outings per camper / 537.9 million total outings

Note: Similar activities have been grouped.

time spent as an outdoor participant

Outdoor Participants, Ages 6+



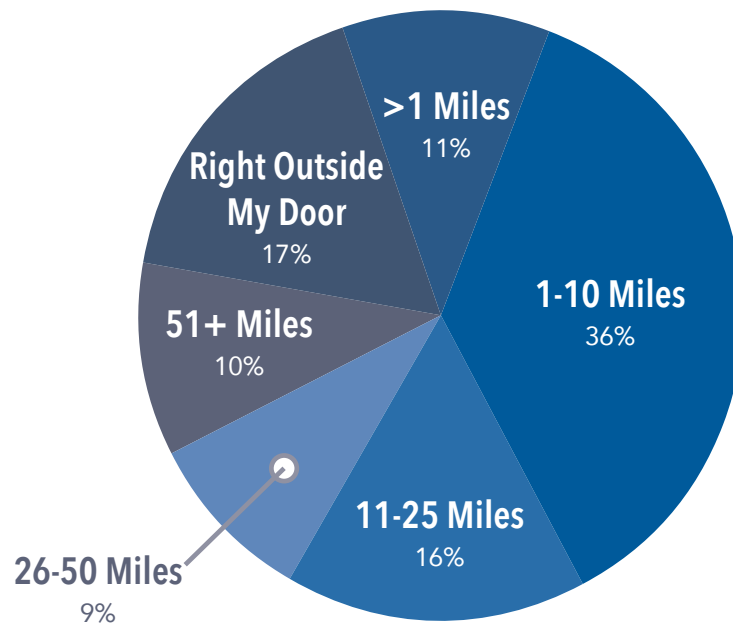
Years Participating

In 2016, the average participant had 21 years of experience enjoying outdoor recreation. The data shows, as would be expected, that the amount of experience increased as the participant aged. In fact, those ages 45 and up averaged 35 years as outdoor participants.

Participant Age	Mean Years
6-12	5
13-17	7
18-24	9
25-44	16
45+	35

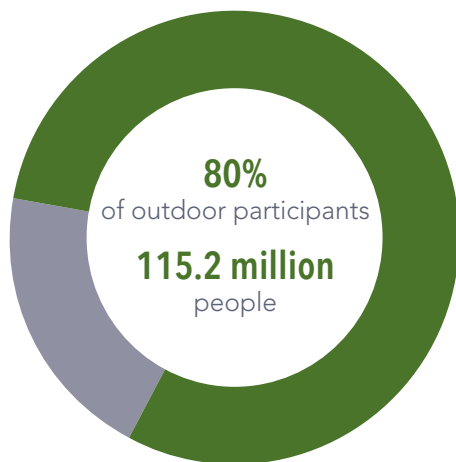
commitment to outdoor recreation

Outdoor Participants, Ages 6+



Travel for Outdoor Recreation

64% of outdoor participants traveled 10 miles or less for outdoor recreation. On average, outdoor participants traveled 16 miles for outdoor recreation.



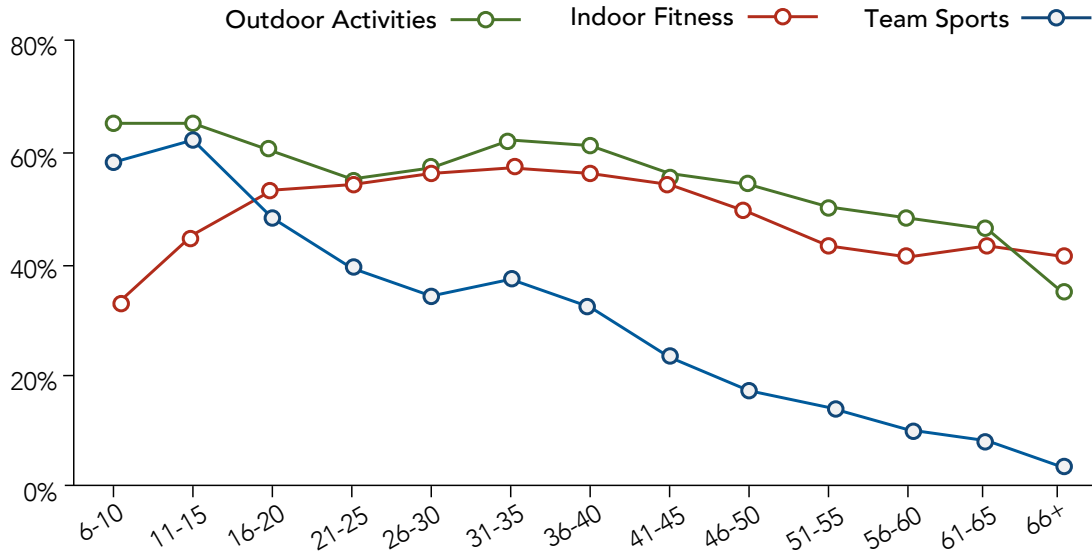
Desire to Participate

In 2016, 80% of outdoor participants wanted to recreate outside more often, while 20% were content they were.

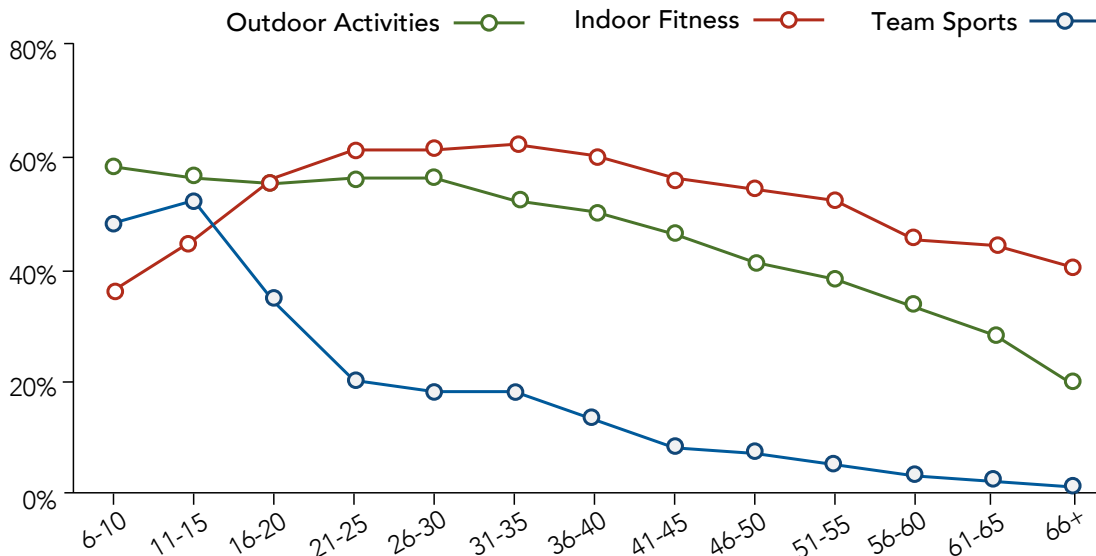
activities by age and gender

All Americans, ages 6+

Male Participation



Female Participation



5 most popular crossover activities

Outdoor Participants, ages 6+

Indoor Fitness

1. Treadmill **28%**
2. Free weights **28%**
3. Stationary cycling **19%**
4. Weight/resistance machines **18%**
5. Elliptical motion trainer **18%**
6. Stretching **18%**

Team Sports

1. Basketball **13%**
2. Baseball **9%**
3. Soccer **7%**
4. Softball **5%**
5. Flag football **4%**
6. Tackle football **4%**

Other Activities

1. Walking for fitness **45%**
2. Bowling **25%**
3. Swimming for fitness **15%**
4. Golf **12%**
5. Tennis **11%**

outdoor spending

Outdoor Participants, ages 6+

I spent...

Category of Spending	More than Last Year	Same as Last Year	Less than Last Year	No Money
Sports and recreational footwear	10%	41%	10%	39%
Sports and recreational clothing	9%	38%	11%	42%
Outdoor recreational activities	8%	43%	10%	40%
Gym membership and fees	7%	25%	6%	62%
Sports and recreational equipment	7%	32%	10%	52%
Travel to take part in sports and recreation	7%	27%	8%	58%
Individual sporting events	5%	18%	5%	72%
Team sports	5%	19%	5%	71%
Lessons and sports camps	5%	16%	5%	75%
Team sports at school	4%	15%	4%	76%

motivation to get outside

Outdoor Participants, ages 6+

Reasons	% of Participants
Get exercise	64%
Be with family and friends	55%
Keep physically fit	50%
Observe scenic beauty	49%
Be close to nature	47%
Enjoy the sounds and smells of nature	47%
Get away from the usual demands	40%
Be with people who enjoy the same things I do	31%
Experience excitement and adventure	32%
Experience solitude	20%
Be with people who share my values	19%
Gain a sense of accomplishment	18%
Gain a sense of self-confidence	15%
Because it is cool	15%
Talk to new and varied people	9%
Other	4%

Note: Only activities with more than 2% response have been included.

reasons not to get outside

Non-Outdoor Participants, ages 6+

Reasons	% of Non-participants
Too busy with family responsibilities	21%
Outdoor recreation equipment is too expensive	18%
Do not have anyone to participate with	17%
Do not have the skills or abilities	16%
Have a physical disability	14%
My health is poor	11%
Places for outdoor recreation cost too much	10%
Too busy with other recreation activities	10%
Places for outdoor recreation are too far away	10%
Do not have enough information	7%
Have no way to get to venues for outdoor recreation	5%
Places for outdoor recreation are too crowded	4%
Have household members with a physical disability	4%
Am afraid of getting hurt by other people	3%
Other reason	15%

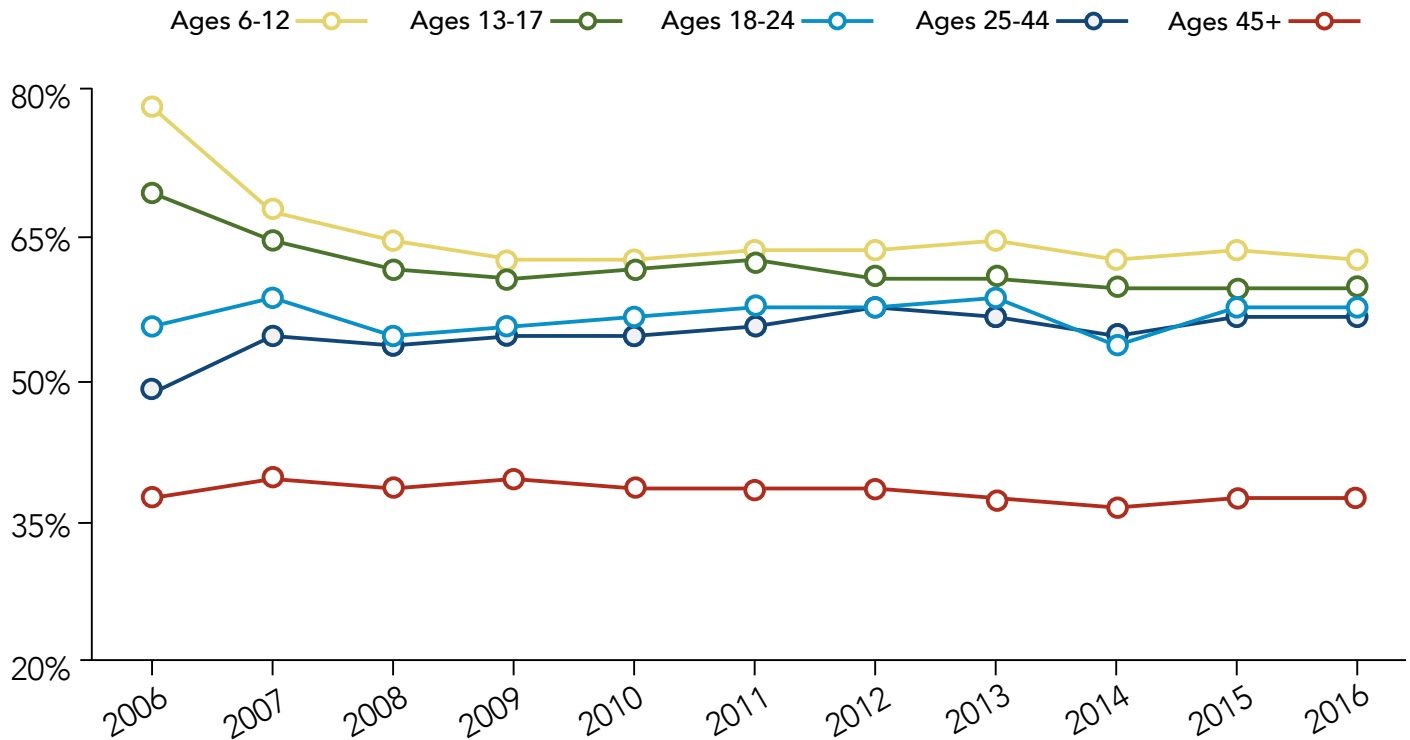
Note: Only activities with more than 2% response have been included.

YOUTH PARTICIPATION



outdoor participation by age

All Americans, ages 6+



Participant Age	Participation Rate in 2016	5-year Average Annual Growth
6-12	62%	-0.2%
13-17	59%	-1.0%
18-24	57%	0.2%
25-44	56%	0.2%
45+	37%	-0.3%

youth participation in sports and recreation among outdoor enthusiasts

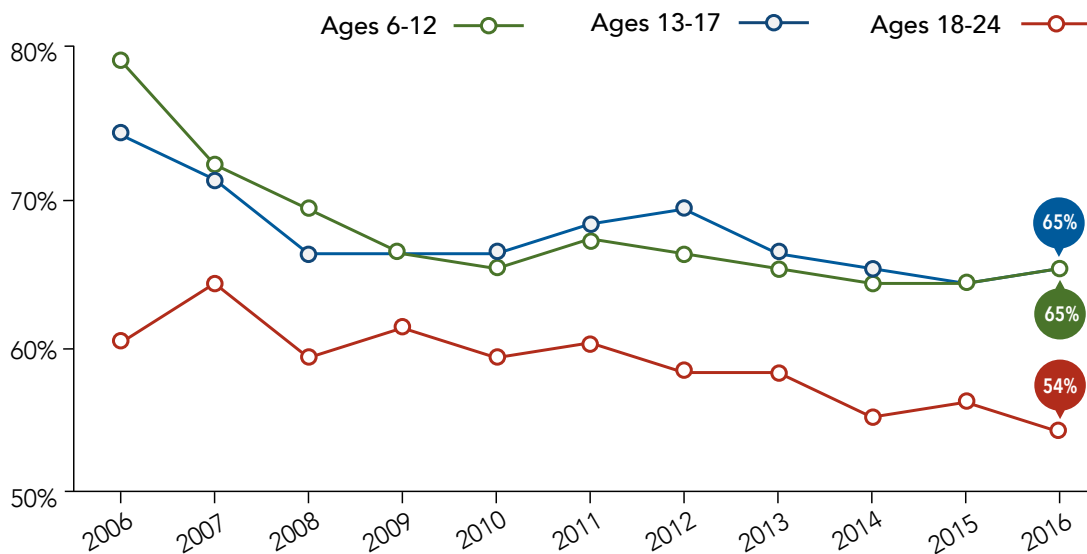
Outdoor Participants, ages 18+

Activity	Adults at age 6-12		Adults at age 13-17	
	Outdoor Participant	Non-outdoor Participant	Outdoor Participant	Non-outdoor Participant
PE at school	71%	57%	68%	58%
Outdoor activities	37%	17%	42%	20%
Team sports	37%	21%	41%	24%
Cycling	33%	22%	33%	20%
Running/jogging	21%	12%	34%	16%
Swimming for fitness	19%	11%	21%	11%
Water sports	17%	8%	19%	9%
Winter sports	14%	6%	18%	7%
Racquet sports	7%	3%	14%	7%
Fitness activities	5%	2%	11%	4%
Golf	5%	2%	11%	5%
None	13%	33%	13%	32%

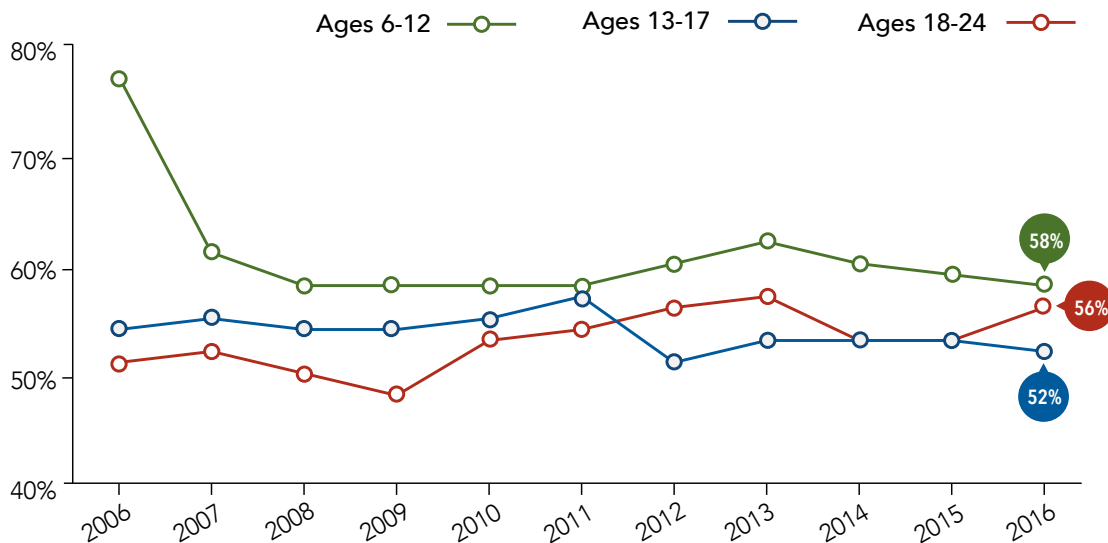
youth outdoor participation by age and gender

All Americans, ages 6-24

Male Participation

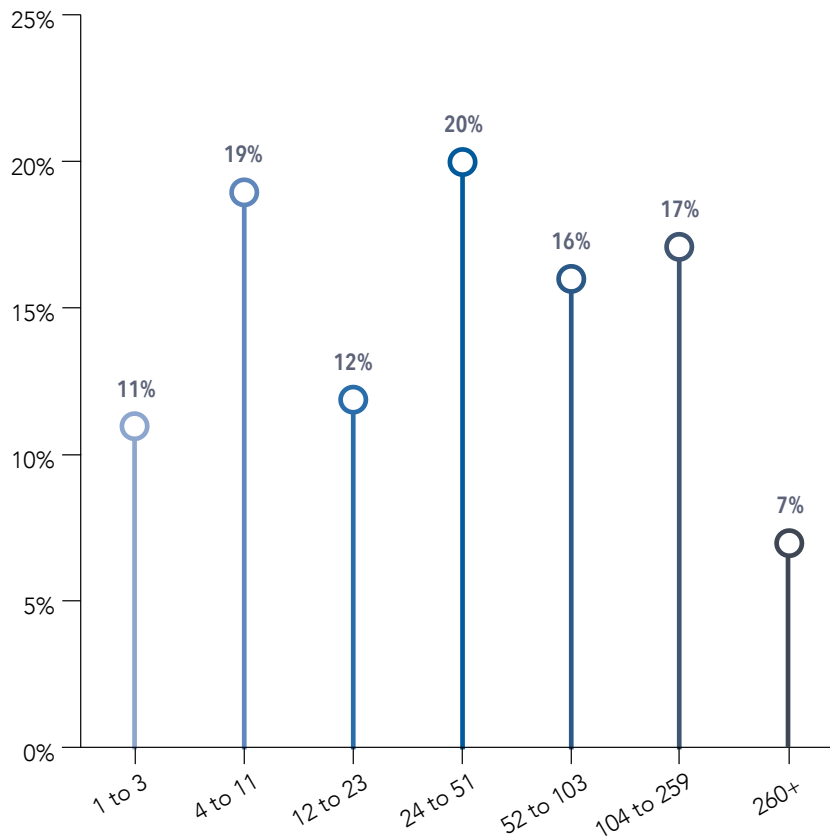


Female Participation



frequency of youth participation

Outdoor Participants, ages 6-17



Annual Outings per Youth Participant

Like all outdoor participants, there was a wide range of frequency of participation among youth participants. A majority of participants enjoyed outdoor recreation between once a month and twice a week.



Number of Participants

In 2016, there were 33.4 million youth outdoor participants. This is an increase from 31.4 million in 2015.



Number of Outings

Youth participants logged a total 2.2 billion outdoor outings in 2016. This is a decrease from 2.4 billion outings in 2015.



Average Outings

The average annual outings per participants also dropped — from 77 outings in 2015 to 66 outings in 2016.

outdoor activities among youth

Outdoor Participants, ages 6-17

Most Popular Outdoor Activities by Participation Rate

- 1. Road, Mountain and BMX Biking**
25% of American youth / 12.9 million participants
 - 2. Running, Jogging and Trail Running**
21% of American youth / 11.0 million participants
 - 3. Freshwater, Saltwater and Fly Fishing**
21% of American youth / 11.0 million participants
 - 4. Car, Backyard, Backpacking and RV Camping**
21% of American youth / 10.7 million participants
 - 5. Hiking**
15% of American youth / 7.4 million participants
-

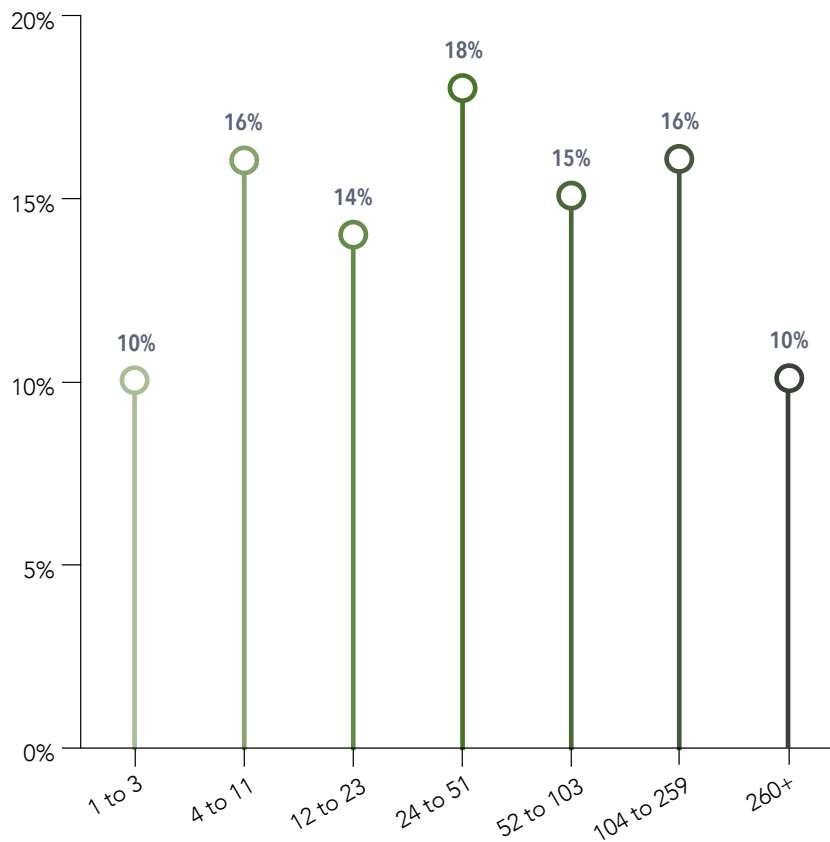
Favorite Outdoor Activities by Frequency of Participation

- 1. Running, Jogging and Trail Running**
70 average outings per runner / 884.5 million total outings
- 2. Road, Mountain and BMX Biking**
54 average outings per cyclist / 355.1 million total outings
- 3. Freshwater, Saltwater and Fly Fishing**
14 average outings per angler / 101.6 million total outings
- 4. Skateboarding**
36 average outings per skateboarder / 97.2 million total outings
- 5. Car, Backyard, Backpacking and RV Camping**
9 average outings per camper / 93.2 million total outings

Note: Similar activities have been grouped.

frequency of young adult participation

Outdoor Participants, ages 18-24



Annual Outings per Young Adult Participant

The pattern of young adults' outdoor outings followed a similar pattern as their younger counterparts. The frequency of most participants was fairly moderate.



Number of Participants

15.3 million young adults participated in outdoor recreation in 2016. This was roughly half as many youth that participated.



Number of Outings

Young adults went on a total of 1.9 billion outdoor outings, a decrease from 2.3 billion outings in 2015.



Average Outings

The average annual outings per young adult participant was 122, which is nearly double as many outings as youth went on in 2016.

outdoor activities among young adults

Outdoor Participants, ages 18-24

Most Popular Outdoor Activities by Participation Rate

- 1. Running, Jogging and Trail Running**
31% of American young adults / 9.2 million participants
 - 2. Hiking**
18% of American young adults / 5.3 million participants
 - 3. Car, Backyard, Backpacking and RV Camping**
15% of American young adults / 4.3 million participants
 - 4. Road, Mountain and BMX Biking**
14% of American young adults / 4.2 million participants
 - 5. Freshwater, Saltwater and Fly Fishing**
14% of American young adults / 4.2 million participants
-

Favorite Outdoor Activities by Frequency of Participation

- 1. Running, Jogging and Trail Running**
96 average outings per runner / 767.9 million total outings
- 2. Road, Mountain and BMX Biking**
86 average outings per cyclist / 698.6 million total outings
- 3. Freshwater, Saltwater and Fly Fishing**
24 average outings per angler / 149.7 million total outings
- 4. Skateboarding**
18 average outings per skateboarder / 115.0 million total outings
- 5. Car, Backyard, Backpacking and RV Camping**
22 average outings per camper / 95.9 million total outings

Note: Similar activities have been grouped.

motivation to get outside

Outdoor Participants, ages 6-24

Reasons	Ages 6-12	Ages 13-17	Ages 18-24
Be with family and friends	63%	57%	57%
Get exercise	51%	51%	64%
Experience excitement and adventure	36%	31%	39%
Be with people who enjoy the same things I do	35%	44%	24%
Enjoy the sounds and smells of nature	30%	30%	45%
Because it is cool	30%	22%	18%
Be close to nature	28%	33%	50%
Keep physically fit	28%	44%	54%
Observe scenic beauty	24%	31%	50%
Develop my skills and abilities	24%	27%	22%
Be with people who share my values	15%	24%	16%
Gain a sense of self-confidence	15%	14%	18%
Get away from the usual demands	14%	26%	47%
Gain a sense of accomplishment	13%	14%	24%
Talk to new and varied people	8%	10%	12%
Experience solitude	6%	12%	31%
Other reason	4%	2%	6%

Note: Only activities with more than 2% response have been included.

reasons not to get outside

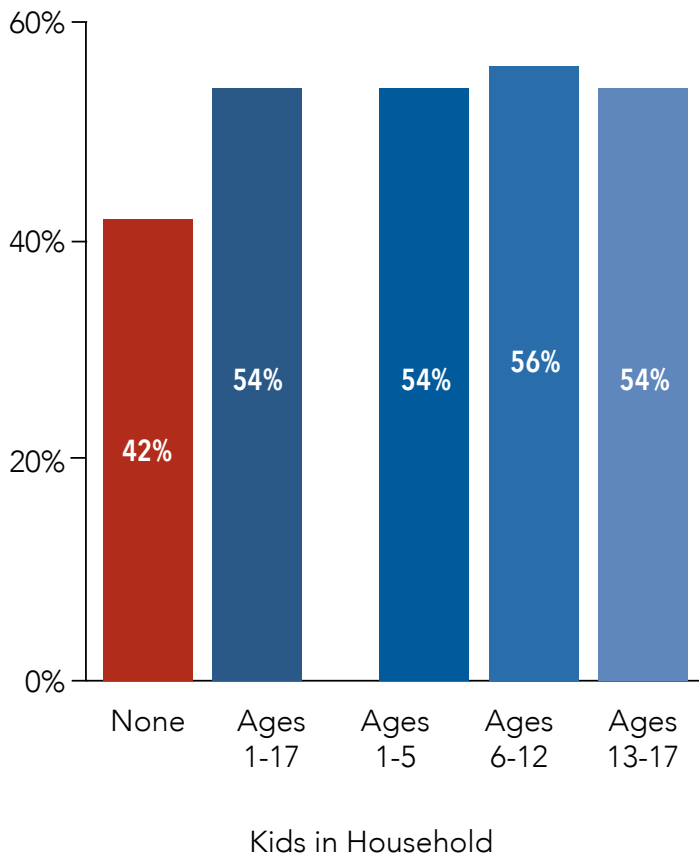
Non-Outdoor Participants, ages 6-24

Reasons	Ages 6-12	Ages 13-17	Ages 18-24
Outdoor recreation equipment is too expensive	22%	23%	22%
Too busy with other recreation activities	17%	16%	11%
Too busy with family responsibilities	15%	12%	19%
Do not have anyone to participate with	12%	14%	26%
Places for outdoor recreation cost too much	12%	12%	10%
Do not have the skills or abilities	12%	13%	19%
Places for outdoor recreation are too far away	9%	14%	12%
Do not have enough information	8%	7%	13%
Have no way to get to venues for outdoor recreation	6%	9%	8%
Am afraid of getting hurt by other people	5%	3%	5%
Places for outdoor recreation are too crowded	5%	3%	6%
Have a physical disability	3%	3%	4%
My health is poor	3%	3%	3%
Am are afraid of getting hurt by animals	3%	2%	3%
Have household members with a physical disability	2%	3%	1%
Places for outdoor recreation are poorly maintained	2%	3%	3%
Places for outdoor recreation are over-developed	2%	1%	3%
Other	19%	15%	15%

Note: Only activities with more than 2% response have been included.

outdoor habits among families

adult participants, ages 18+



Participation in Outdoor Recreation Among Adults with Children

Adults with children in their households participated in outdoor recreation at higher levels than adults without children. 54% of adults with children, ages 1 to 17, in their households participated, and only 42% of adults without children participated. Those with children ages 6 to 12 had the highest participation rates, but they went on the fewest outings.

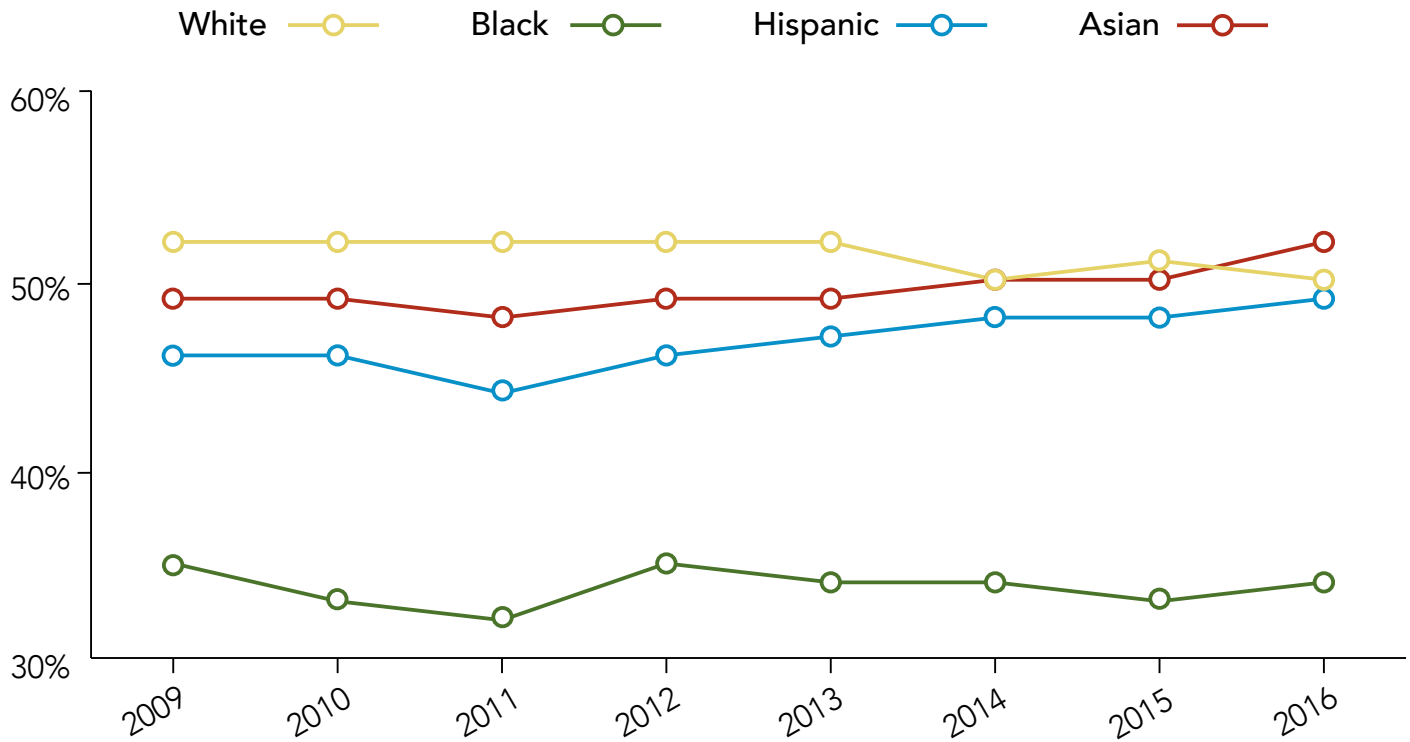
Kids in Household	Average Annual Outings per Family
None	78
Ages 1-17	78
Ages 1-5	82
Ages 6-12	77
Ages 13-17	82

A blue-tinted photograph of a snowy mountain landscape. In the foreground, several people are gathered in a snowy clearing, some sitting and some standing, appearing to be in a group activity or meeting. The background shows a vast, snow-covered mountain range under a clear sky. The overall scene is serene and winter-themed.

DIVERSE PARTICIPATION

participation rates among diverse groups over time

All Americans, ages 6+



Ethnicity	Participation Rate in 2016	5-year Average Annual Growth
White	50%	-0.9%
Black	33%	0.4%
Hispanic	48%	1.8%
Asian	51%	1.2%

outdoor outings by ethnicity

All Americans, ages 6+

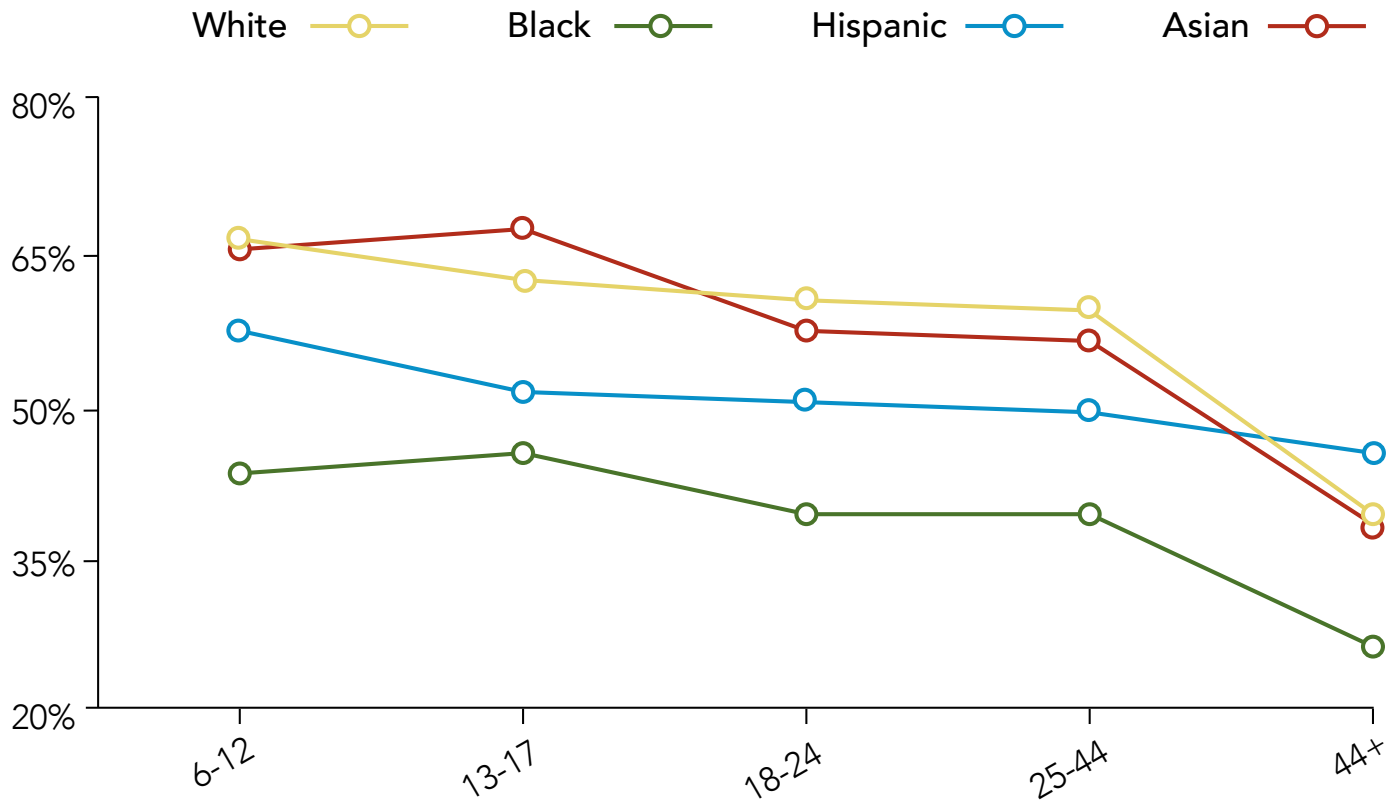
Average Outdoor Outings per Participant

In 2016, black and Hispanic participant went on an average of 88 outdoor outings. That is 11 more outings per year than white and asian participants embarked on.

Ethnicity	Average Annual Outings per Participant
White	77
Black	88
Hispanic	88
Asian	77

participation rates among diverse groups by age

All Americans, ages 6+



	White	Black	Hispanic	Asian
Ages 6-12	66%	43%	57%	65%
Ages 13-17	62%	45%	51%	67%
Ages 18-24	60%	39%	50%	57%
Ages 25-44	59%	39%	49%	56%
Ages 45+	39%	26%	45%	38%

most popular outdoor activities among ethnicities

Outdoor Participants, ages 6+

White

1. Freshwater, Saltwater and Fly Fishing **18%**
2. Hiking **17%**
3. Running/Jogging and Trail Running **17%**
4. Road Biking, Mountain Biking and BMX **16%**
5. Car, Backyard, Backpacking and RV Camping **15%**

Black

1. Running/Jogging and Trail Running **17%**
2. Road Biking, Mountain Biking and BMX **10%**
3. Freshwater, Saltwater and Fly Fishing **9%**
4. Car, Backyard, Backpacking and RV Camping **5%**
5. Hiking **4%**

Hispanic

1. Running/Jogging and Trail Running **23%**
2. Road Biking, Mountain Biking and BMX **15%**
3. Hiking **13%**
4. Car, Backyard, Backpacking and RV Camping **11%**
5. Freshwater, Saltwater and Fly Fishing **11%**

Asian

1. Running/Jogging and Trail Running **25%**
2. Hiking **19%**
3. Road Biking, Mountain Biking and BMX **16%**
4. Car, Backyard, Backpacking and RV Camping **14%**
5. Freshwater, Saltwater and Fly Fishing **12%**

motivation to get outside

Outdoor Participants, ages 6+

Reasons	White	Black	Hispanic	Asian
Get exercise	66%	62%	58%	60%
Be with family and friends	58%	39%	43%	59%
Observe scenic beauty	52%	33%	39%	40%
Keep physically fit	51%	48%	41%	51%
Enjoy the sounds and smells of nature	50%	32%	38%	35%
Be close to nature	50%	33%	39%	38%
Get away from the usual demands	43%	29%	31%	32%
Be with people who enjoy the same things I do	33%	32%	23%	24%
Experience excitement and adventure	32%	27%	31%	23%
Experience solitude	28%	19%	19%	15%
Develop my skills and abilities	20%	22%	19%	17%
Be with people who share my values	19%	20%	15%	15%
Gain a sense of accomplishment	18%	20%	16%	18%
Gain a sense of self-confidence	14%	16%	17%	11%
Because it is cool	14%	20%	18%	15%
Talk to new and varied people	8%	15%	11%	9%
Other	5%	4%	4%	3%

Note: Only activities with more than 2% response have been included.

reasons not to participate in outdoor recreation

Non-Outdoor Participants, ages 6+

Reasons	White	Black	Hispanic	Asian
Too busy with family responsibilities	23%	18%	19%	19%
Outdoor recreation equipment is too expensive	18%	21%	18%	17%
Do not have anyone to participate with	16%	19%	19%	18%
Do not have the skills or abilities	16%	21%	14%	18%
Have a physical disability	11%	9%	10%	11%
Places for outdoor recreation cost too much	10%	11%	9%	12%
Places for outdoor recreation are too far away	10%	13%	13%	12%
My health is poor	9%	8%	9%	8%
Too busy with other recreation activities	9%	9%	12%	13%
Do not have enough information	7%	15%	8%	8%
Have no way to get to venues for outdoor recreation	5%	6%	5%	6%
Places for outdoor recreation are too crowded	4%	5%	5%	4%
Have household members with a physical disability	3%	3%	5%	3%
Am afraid of getting hurt by other people	3%	3%	4%	3%
Am are afraid of getting hurt by animals	2%	4%	4%	2%
Places for outdoor recreation are poorly maintained	2%	2%	3%	3%
Other	14%	12%	12%	14%

Note: Only activities with more than 2% response have been included.

A DETAILED LOOK



Method

During the 2016 calendar year, a total of 24,134 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 11,453 individual and 12,681 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. Data is based on Nielsen's measure of the Hispanic population in the United States, ages 6 and up, which is 296,251,344 individuals.

The 2017 participation survey sample size of 24,134 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.

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 296,251,344 people ages six and older.

The survey methodology changed slightly in 2007 to include household interviews in addition to individual interviews. The two methodologies are comparable and all results are indicative of the state of sports and leisure participation.

Unless otherwise noted, the data in this report was collected during the latest 2017 participation survey, which focused on American participation in the 2016 calendar year. 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014 and 2015 data noted in the report was collected in previous surveys.

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

About the Physical Activity Council (PAC)

The survey that forms the basis of the 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 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); Sporting Goods Manufacturers Association (SGMA); and USA Football.

Youth Interviews

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

Notes

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 2016. 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, 2013 participation represents participation in the 2012/2013 winter season.

Groupings

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

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

Indoor fitness activities include aquatic exercise, calisthenics, cardio kickboxing, pilates training, stretching, yoga, tai chi, barbells, dumbbells, weight/resistance machines, rowing machine exercise, stationary cycling, stationary cycling (group), treadmill exercise, stair-climbing machine exercise, barre, boot-camp style cross-training, cross-training style workouts, elliptical/cardio cross trainer, high impact/intensity training, kettlebells, swimming for fitness, and walking for fitness.

Acknowledgements

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

We would also like to thank the members of The Outdoor Foundation Board of Directors:

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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.

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