



OUTDOOR RECREATION PARTICIPATION 2009 TOPLINE REPORT

Methodology

During January 2009/early February 2009 a total of 41,500 online interviews were carried out with a nationwide sample of individuals and households from the US Online Panel operated by Synovate. A total of 15,013 individual and 26,487 household surveys were completed. The total panel has over 1 million members and is maintained to be representative of the US population. Over sampling of ethnic groups took place to boost response from typically under responding groups.

A weighting technique was used to balance the data to reflect the total US population aged 6 and above. The following variables were used: gender, age, income, household size, region, and population density. The total population figure used was 279,568,000 people aged 6 and above. The report details participation among all Americans, youth, young adults and adults.

The 2008 participation survey sample size of 41,500 completed interviews provides a high degree of statistical accuracy. All surveys are subject to some level of standard error—that is, the degree to which the results might differ from those obtained by a complete census of every person in the U.S. A sport with a participation rate of 5% of the total population has a confidence interval of plus or minus 0.21 percentage points at the 95% confidence level. This translates to plus or minus 4% of participants. Small sports, especially those with less than 1 million participants, can be expected to fluctuate from year to year. For some of these small sports we have adopted a rolling average approach to maximize the sample size.

For more on activities other than outdoor activities:

Snowsports

SnowSports Industry Association
www.snowsports.org
703.556.9020

Team and Ball Sports and Other Activities

Sporting Goods Manufacturer Association
www.sgma.com
202.775.1762

Tennis

Tennis Industry Association
www.tennisindustry.org
843.686.3036

Club/Institutional Fitness

IHRSA
cms.ihrsa.org
617.316.6773

Outdoor Activities	2006	2007	2008	1 Year Change
Adventure Racing				
Total participation	725	698	781	11.9%
Youth (6-17)		104	106	2.1%
Young Adults (18-24)		227	190	-16.3%
Adults (25-44)		296	423	43.0%
Adults (45+)		71	62	-13.3%
Backpacking Overnight - More Than 1/4 Mile From Vehicle/Home				
Total participation	7,067	6,637	7,867	18.5%
Youth (6-17)		1,785	2,069	15.9%
Young Adults (18-24)		1,261	1,133	-10.2%
Adults (25-44)		2,270	2,950	30.0%
Adults (45+)		1,321	1,715	29.8%
Bicycling - BMX				
Total participation	1,655	1,887	1,904	0.9%
Youth (6-17)		934	1,045	11.9%
Young Adults (18-24)		402	305	-24.2%
Adults (25-44)		372	390	5.0%
Adults (45+)		179	164	-8.7%
Bicycling (Mountain/Non-Paved Surface)				
Total participation	6,751	6,892	7,592	10.2%
Youth (6-17)		1,778	2,080	17.0%
Young Adults (18-24)		1,020	774	-24.1%
Adults (25-44)		2,633	2,946	11.9%
Adults (45+)		1,461	1,784	22.1%
Birdwatching More Than 1/4 Mile From Home/Vehicle				
Total participation	11,070	11,783	12,417	5.4%
Youth (6-17)		1,049	1,142	8.9%
Young Adults (18-24)		589	683	15.9%
Adults (25-44)		3,099	3,266	5.4%
Adults (45+)		7,046	7,326	4.0%
Boardsailing/Windsurfing				
Total participation	938	1,118	1,307	16.9%
Youth (6-17)		228	235	3.2%
Young Adults (18-24)		269	341	26.6%
Adults (25-44)		476	461	-3.1%
Adults (45+)		145	269	85.2%
Camping (Recreational vehicle)				
Total participation	16,946	16,168	16,517	2.2%
Youth (6-17)		4,285	3,782	-11.7%
Young Adults (18-24)		1,584	1,553	-2.0%
Adults (25-44)		5,158	5,038	-2.3%
Adults (45+)		5,141	6,144	19.5%
Camping Within 1/4 Mile of Vehicle/Home				
Total participation	35,618	31,375	33,686	7.4%
Youth (6-17)		9,632	9,028	-6.3%
Young Adults (18-24)		3,859	3,739	-3.1%
Adults (25-44)		11,452	12,363	8.0%
Adults (45+)		6,432	8,590	33.6%
Canoeing				
Total participation	9,154	9,797	9,935	1.4%
Youth (6-17)		2,567	2,494	-2.8%
Young Adults (18-24)		1,519	1,292	-14.9%
Adults (25-44)		3,076	3,398	10.5%
Adults (45+)		2,635	2,742	4.0%

Outdoor Activities (cont.)	2006	2007	2008	1 Year Change
Climbing (Sport/Indoor/Boulder)				
Total participation	4,728	4,514	4,769	5.6%
Youth (6-17)		1,584	1,378	-13.0%
Young Adults (18-24)		1,052	1,001	-4.8%
Adults (25-44)		1,395	1,846	32.3%
Adults (45+)		483	544	12.6%
Climbing (Traditional/Ice/Mountaineering)				
Total participation	1,586	2,062	2,288	10.9%
Youth (6-17)		505	442	-12.6%
Young Adults (18-24)		505	387	-23.5%
Adults (25-44)		681	897	31.8%
Adults (45+)		371	563	51.6%
Hiking (Day)				
Total participation	29,863	29,965	32,511	8.5%
Youth (6-17)		5,813	6,080	4.6%
Young Adults (18-24)		3,476	3,414	-1.8%
Adults (25-44)		10,338	11,476	11.0%
Adults (45+)		10,368	11,541	11.3%
Kayaking (Recreational)				
Total participation	4,134	4,702	5,025	6.9%
Youth (6-17)		978	990	1.2%
Young Adults (18-24)		738	714	-3.3%
Adults (25-44)		1,514	1,744	15.2%
Adults (45+)		1,472	1,578	7.2%
Kayaking (Sea/Touring)				
Total participation	1,136	1,485	1,467	-1.2%
Youth (6-17)		241	147	-39.0%
Young Adults (18-24)		241	285	18.3%
Adults (25-44)		558	640	14.6%
Adults (45+)		444	396	-10.8%
Kayaking (White Water)				
Total participation	828	1,187	1,086	-8.5%
Youth (6-17)		194	144	-25.4%
Young Adults (18-24)		220	226	2.8%
Adults (25-44)		496	512	3.1%
Adults (45+)		278	204	-26.5%
Rafting				
Total participation	3,609	4,340	4,651	7.2%
Youth (6-17)		933	870	-6.8%
Young Adults (18-24)		742	777	4.7%
Adults (25-44)		1,424	1,860	30.7%
Adults (45+)		1,241	1,149	-7.4%
Sailing				
Total participation	3,390	3,786	4,226	11.6%
Youth (6-17)		492	604	22.8%
Young Adults (18-24)		424	596	40.5%
Adults (25-44)		1,151	1,323	14.9%
Adults (45+)		1,719	1,707	-0.7%
Scuba Diving				
Total participation	2,965	2,965	3,216	8.5%
Youth (6-17)		279	322	15.4%
Young Adults (18-24)		522	569	9.1%
Adults (25-44)		1,328	1,212	-8.7%
Adults (45+)		836	1,110	32.7%

Outdoor Activities (cont.)	2006	2007	2008	1 Year Change
Skiing (Alpine/Downhill)				
Total participation		10,362	10,346	-0.2%
Youth (6-17)		2,331	2,597	11.4%
Young Adults (18-24)		1,958	1,242	-36.6%
Adults (25-44)		3,906	3,735	-4.4%
Adults (45+)		2,166	2,773	28.0%
Skiing (Cross-country)				
Total participation		3,530	3,848	9.0%
Youth (6-17)		600	570	-5.1%
Young Adults (18-24)		346	339	-2.1%
Adults (25-44)		1,352	1,474	9.0%
Adults (45+)		1,232	1,466	19.0%
Snorkeling				
Total participation	8,395	9,294	10,296	10.8%
Youth (6-17)		1,450	1,699	17.2%
Young Adults (18-24)		1,050	1,143	8.8%
Adults (25-44)		3,392	3,624	6.8%
Adults (45+)		3,392	3,820	12.6%
Snowboarding				
Total participation		6,841	7,159	4.6%
Youth (6-17)		1,539	1,353	-12.1%
Young Adults (18-24)		1,149	1,210	5.3%
Adults (25-44)		2,586	2,713	4.9%
Adults (45+)		1,567	1,876	19.7%
Snowshoeing				
Total participation		2,400	2,922	21.8%
Youth (6-17)		336	275	-18.3%
Young Adults (18-24)		334	394	18.2%
Adults (25-44)		929	1,245	34.0%
Adults (45+)		804	1,008	25.4%
Surfing				
Total participation	2,170	2,206	2,607	18.2%
Youth (6-17)		465	519	11.5%
Young Adults (18-24)		664	589	-11.3%
Adults (25-44)		803	1,045	30.2%
Adults (45+)		274	454	65.8%
Telemarking (Downhill)				
Total participation		1,173	1,435	22.3%
Youth (6-17)		178	210	17.5%
Young Adults (18-24)		353	352	-0.4%
Adults (25-44)		477	649	35.9%
Adults (45+)		164	225	37.2%
Trail Running				
Total participation	4,558	4,216	4,857	15.2%
Youth (6-17)		658	617	-6.2%
Young Adults (18-24)		797	937	17.6%
Adults (25-44)		1,750	2,331	33.2%
Adults (45+)		1,012	971	-4.0%
Triathlon (Non-Traditional/Off Road)				
Total participation	281	382	422	10.5%
Youth (6-17)		71	56	-21.0%
Young Adults (18-24)		89	138	54.8%
Adults (25-44)		183	184	0.3%
Adults (45+)		38	43	14.9%

Outdoor Activities (cont.)	2006	2007	2008	1 Year Change
Wildlife Viewing More Than 1/4 Mile From Home/Vehicle				
Total participation	20,294	22,974	24,113	5.0%
Youth (6-17)		2,964	3,207	8.2%
Young Adults (18-24)		1,585	1,857	17.1%
Adults (25-44)		6,961	7,234	3.9%
Adults (45+)		11,441	11,815	3.3%

Hunting / Fishing	2006	2007	2008	1 Year Change
Fishing (Fly)				
Total participation	6,071	5,756	5,941	3.2%
Fishing (Freshwater-Other)				
Total participation	43,100	43,859	40,331	-8.0%
Fishing (Saltwater)				
Total participation	12,466	14,437	13,804	-4.4%
Hunting (Bow)				
Total participation	3,875	3,818	3,722	-2.5%
Hunting (Handgun)				
Total participation	2,525	2,595	2,873	10.7%
Hunting (Rifle)				
Total participation	11,242	10,635	10,344	-2.7%
Hunting (Shotgun)				
Total participation	8,987	8,545	8,731	2.2%
Shooting (Sport Clays)				
Total participation	4,062	4,115	4,282	4.1%
Shooting (Trap/Skeet)				
Total participation	3,013	3,376	3,669	8.7%
Target Shooting (Handgun)				
Total participation	9,995	11,736	13,365	13.9%
Target Shooting (Rifle)				
Total participation	11,803	12,436	13,102	5.4%
Indoor Activities	2006	2007	2008	1 Year Change
Aerobics (High impact)				
Total participation	10,934	11,287	12,272	8.7%
Aerobics (Low impact)				
Total participation	21,952	22,397	24,168	7.9%
Aerobics (Step)				
Total participation	8,676	8,528	10,318	21.0%
Aquatic Exercise				
Total participation	9,528	9,757	9,267	-5.0%
Cardio Kickboxing				
Total participation	4,952	4,812	4,997	3.8%
Cross-Country Ski Machine				
Total participation	4,168	3,696	3,490	-5.6%
Elliptical Motion Trainer				
Total participation	24,548	23,586	25,284	7.2%
Other Exercise to Music				
Total participation	21,749	22,294	21,893	-1.8%
Stair Climbing Machine				
Total participation	14,978	13,521	14,204	5.1%
Stationary Cycling (Recumbent)				
Total participation	11,694	10,818	11,389	5.3%
Stationary Cycling (Spinning)				
Total participation	6,610	6,314	6,693	6.0%
Stationary Cycling (Upright)				
Total participation	26,954	24,531	25,304	3.2%
Treadmill				
Total participation	52,161	50,073	49,371	-1.4%
Abdominal Machine/Device				
Total participation	23,656	20,426	19,917	-2.5%
Calisthenics				
Total participation	7,120	7,562	7,943	5.0%

Pilates Training				
Total participation	10,925	9,192	8,886	-3.3%
Rowing Machine				
Total participation	9,500	8,782	9,021	2.7%
Stretching				
Total participation	32,858	36,181	36,288	0.3%
Tai Chi				
Total participation			3,424	
Yoga				
Total participation			17,758	
Free Weights (Barbells)				
Total participation	28,887	25,499	26,142	2.5%
Free Weights (Dumbbells)				
Total participation	35,462	32,371	34,391	6.2%
Free Weights (Hand Weights)				
Total participation	46,627	43,821	42,997	-1.9%
Home Gym Exercise				
Total participation	26,687	25,823	24,514	-5.1%
Weight/Resistance Machines				
Total participation	43,651	39,290	38,397	-2.3%
Team Ball Sports	2006	2007	2008	1 Year Change
Baseball				
Total participation	14,586	16,058	15,020	-6.5%
Basketball				
Total participation	23,680	25,961	26,254	1.1%
Field Hockey				
Total participation	774	1,127	1,118	-0.8%
Football (Flag)				
Total participation			7,310	
Football (Touch)				
Total participation	12,344	12,988	10,493	-19.2%
Football (Tackle)				
Total participation	8,404	7,939	7,692	-3.1%
Ice Hockey				
Total participation	1,717	1,840	1,902	3.4%
Lacrosse				
Total participation	871	1,058	1,127	6.5%
Roller Hockey				
Total participation	1,383	1,847	1,562	-15.4%
Rugby				
Total participation	514	617	690	11.8%
Soccer (Indoor)				
Total participation	4,701	4,237	4,737	11.8%
Soccer (Outdoor)				
Total participation	13,598	13,708	14,223	3.8%
Softball (Fast Pitch)				
Total participation	1,759	2,345	2,316	-1.2%
Softball (Slow-Pitch)				
Total participation	9,518	9,485	9,835	3.7%
Volleyball (Beach)				
Total participation	3,315	3,878	4,171	7.5%
Volleyball (Court)				
Total participation	6,132	6,986	8,190	17.2%
Volleyball (Grass)				
Total participation	4,372	4,940	5,086	3.0%

Other Activities	2006	2007	2008	1 Year Change
Archery				
Total participation	7,215	5,950	6,409	7.7%
Bicycling (Road/paved surface)				
Total participation	38,457	38,940	38,114	-2.1%
Billiards/Pool				
Total participation	47,953	51,089	49,018	-4.1%
Bowling				
Total participation	54,421	60,184	58,650	-2.5%
Boxing				
Total participation	2,040	2,279	2,358	3.5%
Darts				
Total participation	22,974	24,709	23,451	-5.1%
Horseback Riding				
Total participation	11,384	12,098	10,816	-10.6%
Ice Skating				
Total participation	9,653	11,430	10,999	-3.8%
Jet Skiing				
Total participation	6,918	8,055	7,815	-3.0%
Martial Arts				
Total participation	5,998	6,865	6,770	-1.4%
Roller Skating (2x2 wheels)				
Total participation	7,553	8,921	7,855	-11.9%
Roller Skating (Inline wheels)				
Total participation	12,314	10,814	9,608	-11.2%
Running/Jogging				
Total participation	38,559	41,064	41,130	0.2%
Scooter Riding (Non-motorized)				
Total participation	7,653	6,782	6,394	-5.7%
Skateboarding				
Total participation	10,130	8,429	7,807	-7.4%
Snowmobiling				
Total participation		4,811	4,660	-3.1%
Swimming (Fitness/Competition)				
Total participation	18,220	18,368	19,041	3.7%
Triathlon (Traditional/Road)				
Total participation	640	719	815	13.4%
Wakeboarding				
Total participation	3,046	3,521	3,370	-4.3%
Walking for Fitness				
Total participation	101,229	108,740	111,668	2.7%
Water Skiing				
Total participation	5,273	5,918	5,593	-5.5%
Badminton				
Total participation	5,981	7,057	7,239	2.6%
Cardio Tennis				
Total participation			830	
Racquetball				
Total participation	3,559	4,229	4,993	18.1%
Squash				
Total participation	503	612	706	15.5%
Table Tennis				
Total participation	15,091	15,955	17,201	7.8%
Tennis				
Total participation	14,563	16,940	18,558	9.6%

Cheerleading

Total participation	2,931	3,279	3,104	-5.3%
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Gymnastics

Total participation	3,630	4,066	3,883	-4.5%
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Paintball

Total participation	4,547	5,476	4,857	-11.3%
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Wrestling

Total participation	2,914	3,313	3,358	1.4%
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Track and Field

Total participation	4,031	4,691	4,516	-3.7%
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Ultimate Frisbee

Total participation	3,698	4,038	4,879	20.8%
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