

SPECIAL REPORT ON YOUTH

THE NEXT GENERATION
OF OUTDOOR
CHAMPIONS



OUTDOOR
FOUNDATION™

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A Special Report on Youth

The Future of the Outdoors

Today's young hikers, campers, climbers and paddlers are tomorrow's adult outdoor enthusiasts and conservationists, but sadly fewer and fewer youth are heading outdoors each year. In recent decades — amidst changing technological and social landscapes — the American childhood has rapidly moved indoors, leading to epidemic levels of childhood obesity and inactivity.

The United States is now facing an unprecedented public health and conservation problem. Reconnecting youth with the outdoors has become critical to the health of future generations and the health of our natural landscapes. Our children are desperate for the physical, mental and social benefits of a healthy, active outdoor lifestyle, and our natural landscapes need the support and protection of individuals with a strong connection to the outdoors.

In this *Special Report on Youth*, The Outdoor Foundation examines youth participation in outdoor recreation — profiling the extent and quality of participation among ages 6 to 24. With the vital new information detailed within, it seeks to provide youth organizations,

public agencies, businesses and non-profits with insights needed to get youth outside.

Based on the largest national survey of American participation in outdoor recreation, the report dives deep into youth participation in outdoor activities — from detailing the demographics of youth outdoor participation to examining the motivations of participants and non-participants.

A few of the key findings in this report include:

Total Participation — Nearly 60 percent of American youth ages 6 to 24 participate in outdoor recreation. In recent years, participation has fallen each year.

Frequency of Participation — American youth made an estimated 4.26 billion outdoor excursions in 2008.

Gender Disparities — Males of all ages participate at a higher rate than females. 56 percent of youth outdoor participants ages 6 to 24 are male.

Ethnic Participation — Minority populations are underrepresented in outdoor recreation. 79 percent

of youth outdoor participants are Caucasian.

Top Activities — Running, bicycling, fishing, camping and hiking are the most popular outdoor activities among youth.

Youngest Activities — Skateboarding, BMX bicycling, snowboarding, climbing and triathlon have the highest percentage of youth participants and lowest percentage of adults.

Motivations — Parents, friends and family introduce the most youth to the outdoors. Most youth enjoy the fun, relaxation and exercise of outdoor activities most.

Barriers — A lack of interest and a lack of time are the top barriers keeping youth non-participants in outdoor recreation indoors.

Adults with Children in Their Household — Adults 18 and older with children, ages 1 to 17, in their household participate in outdoor recreation at higher levels than adults without children in their household.





Young Outsiders

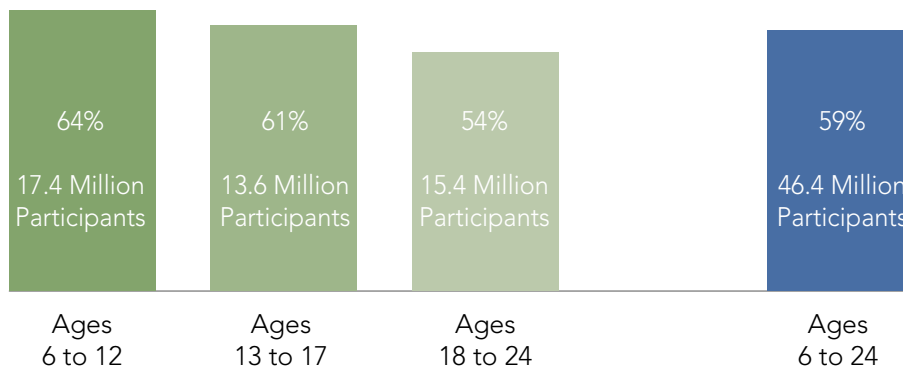
Nearly 60 percent of American youth ages 6 to 24 participate in outdoor recreation. On short day hikes in local parks, overnight camping trips in national parks and bike trips in their local neighborhoods, 46.4 million young Americans get out on average each year to enjoy the healthy benefits of outdoor recreation.^{NOTE}

Youth participants in outdoor recreation make up just over one third of all outdoor participants. Participation is highest among ages 6 to 12 and declines slowly through ages 18 to 24.

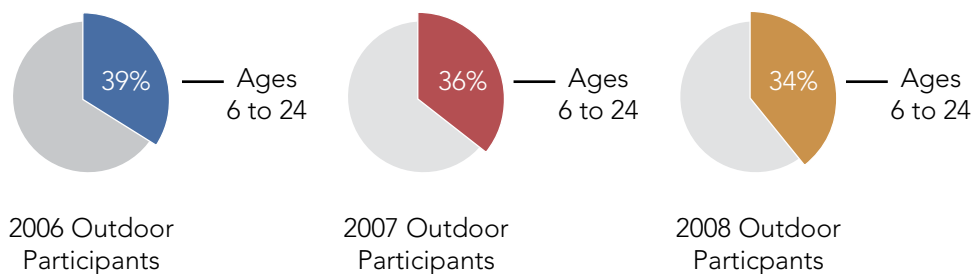
According to a 2004 study by The Outdoor Foundation, Exploring the Active Lifestyle, 90 percent of adult participants in outdoor recreation were introduced to outdoor activities between ages 5 and 18 — making today’s youth participants critical to future generations of outdoor participants.

Youth Participation in Outdoor Recreation

2008 Participation Rates, Ages 6 to 24



Percentage of Outdoor Participants Between Ages 6 and 24



Note: Unless otherwise noted, the data in this report was collected during the latest 2009 participation survey, which focused on American participation during the 2008 calendar year. A participant in outdoor recreation is defined as an individual who took part in one or more of 40 outdoor activities at least once during 2008. 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), kayaking (recreational), kayaking (sea/touring), kayaking (white water), rafting, running/jogging, sailing, scuba diving, skateboarding, skiing (alpine/downhill), skiing (cross-country), snorkeling, snowboarding, snowshoeing, surfing, telemarking (downhill), trail running, triathlon (non-traditional/off road), triathlon (traditional/road), wakeboarding and wildlife viewing.

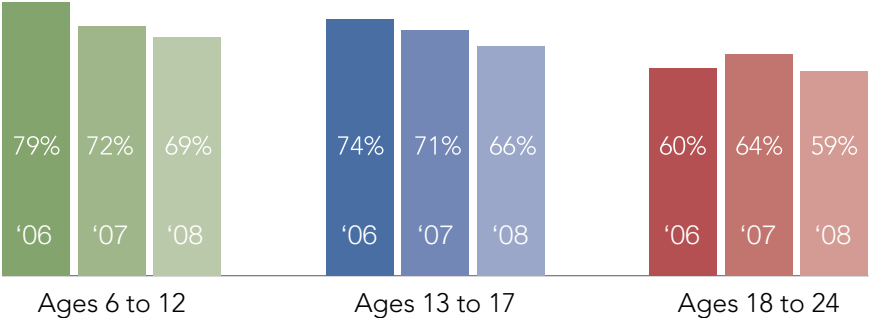
Declining Youth Participation

Participation in outdoor recreation among youth is declining, and the rate of decline is steepest among the youngest age groups, particularly young females.

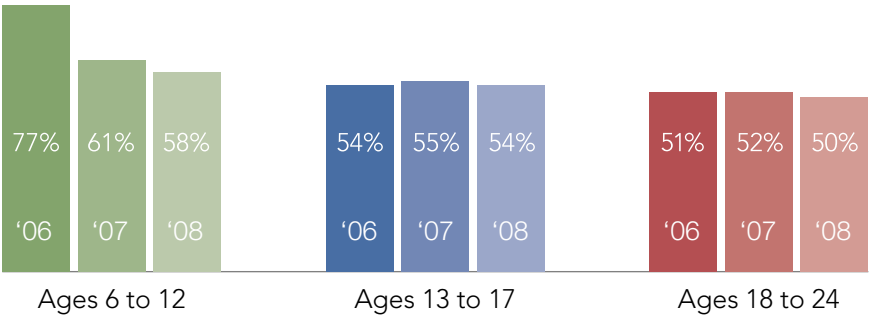
In 2008, participation in outdoor recreation among boys and girls dropped in all age groups — ages 6 to 12, 13 to 17, and 18 to 24. Over the past three years (since this study began tracking youth participation), the participation rate of the youngest girls and boys, ages 6 to 12, fell among girls from 77 percent to 58 percent and among boys from 79 percent to 69 percent.

These declines are reflective of the inactivity and obesity crisis facing American youth today. In addition, this potential trend could negatively impact the future of conservation efforts that rely on individuals with a strong connection to and an understanding of natural systems and recreational landscapes.

Boys' Participation in Outdoor Recreation 2006-2008 Participation Rates by Age and Year



Girls' Participation in Outdoor Recreation 2006-2008 Participation Rates by Age and Year

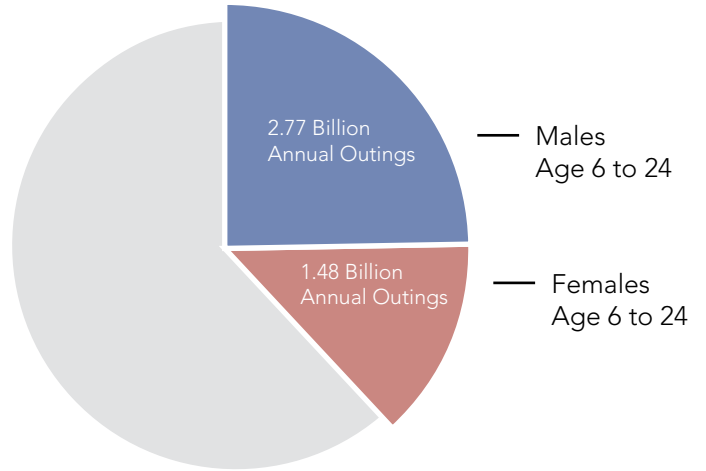


Frequency of Participation

American youth, ages 6 to 24, made an estimated 4.26 billion outdoor excursions in 2008. These outings accounted for 38 percent of all excursions made by outdoor participants.

Young males are, on average, more active than young females. Males make an average of 107 outings per year, while females average only 72 outings annually.

Thirty-three percent of young males and 44 percent of young females participate in outdoor recreation less than twice a month.



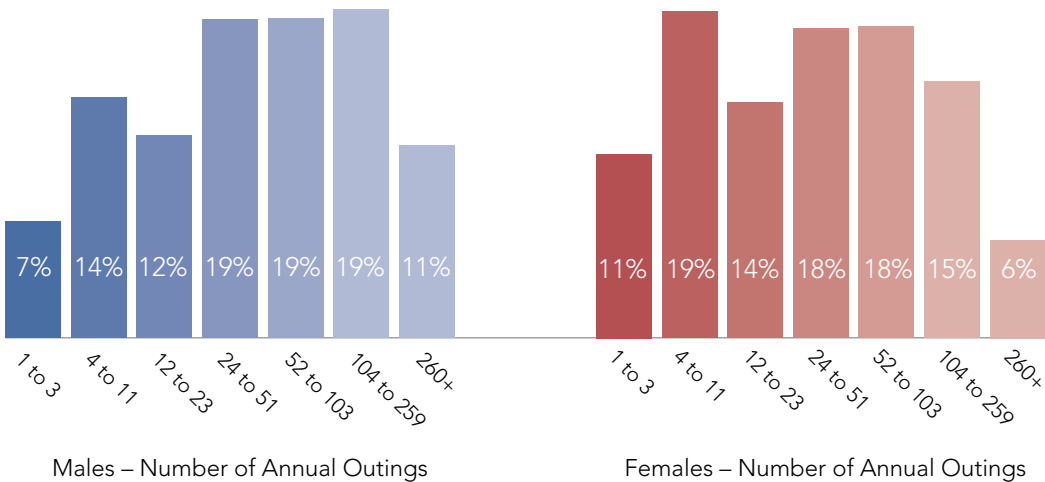
Total 2008 Outdoor Outings
Ages 6+
11.16 Billion

Average Annual Outings

| | All | Males | Females |
|---------------|-------|-------|---------|
| Ages 6 to 12 | 85.0 | 97.9 | 67.0 |
| Ages 13 to 17 | 104.6 | 128.6 | 71.0 |
| Ages 18 to 24 | 87.9 | 97.9 | 77.9 |
| Ages 6 to 24 | 91.7 | 107.3 | 72.1 |

Average Annual Youth Outings

Distribution by Frequency, Ages 6 to 24



Demographics of Youth Participation

Understanding the demographics of youth participation in outdoor recreation is essential for public agencies, businesses and non-profits looking to increase youth participation among enthusiasts and underrepresented groups. The demographics of youth participation are by many measures diverse, but significant growth is required among females and ethnic minorities.

Gender — 56 percent of youth outdoor participants ages 6 to 24 are male. According to the US Census Bureau's 2008 estimates, 51 percent of the US population ages 5 to 24 are male.

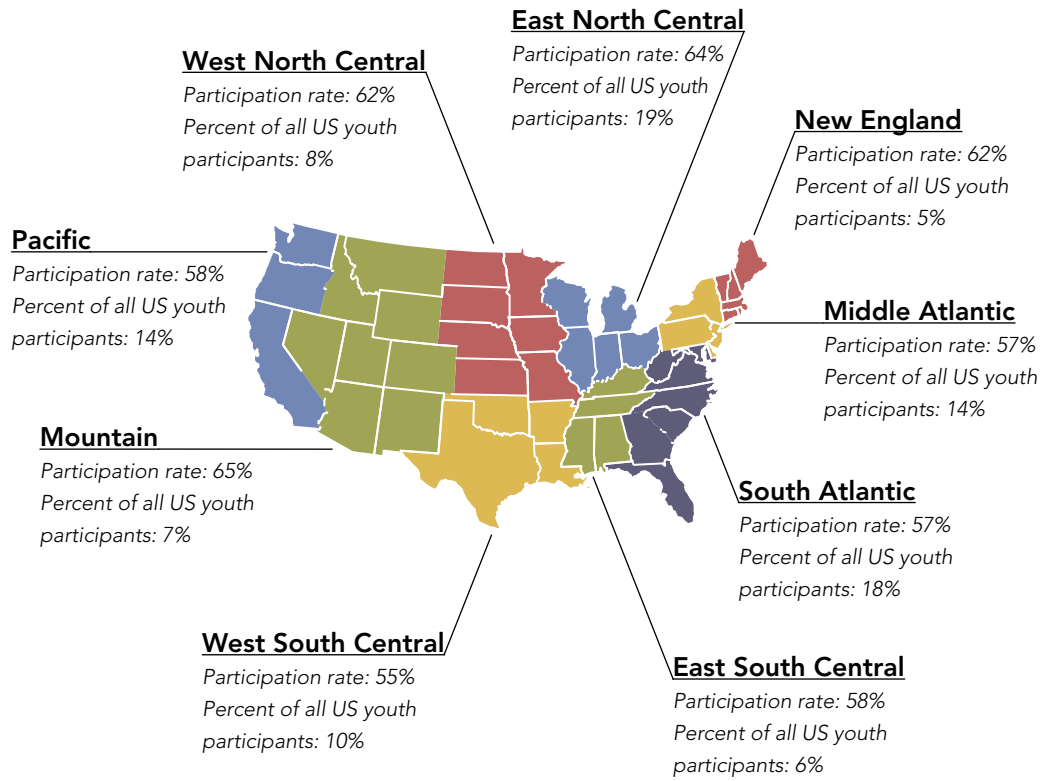
Ethnicity — 79 percent of youth outdoor participants are Caucasian. According to the US Census Bureau's 2008 estimates, only 66 percent of all Americans are Caucasian, and, if current trends hold, minorities will become the majority in 2042.

Age — The distribution of youth outdoor participants by age group is relatively balanced. Each age group — 6 to 12, 13 to 17 and 18 to 24 — is well represented. The median age of youth outdoor participants is 15. The median age of all outdoor participants ages 6 and older is 34. In 2006, the median age for all participants was 32 and for youth participants was 14.

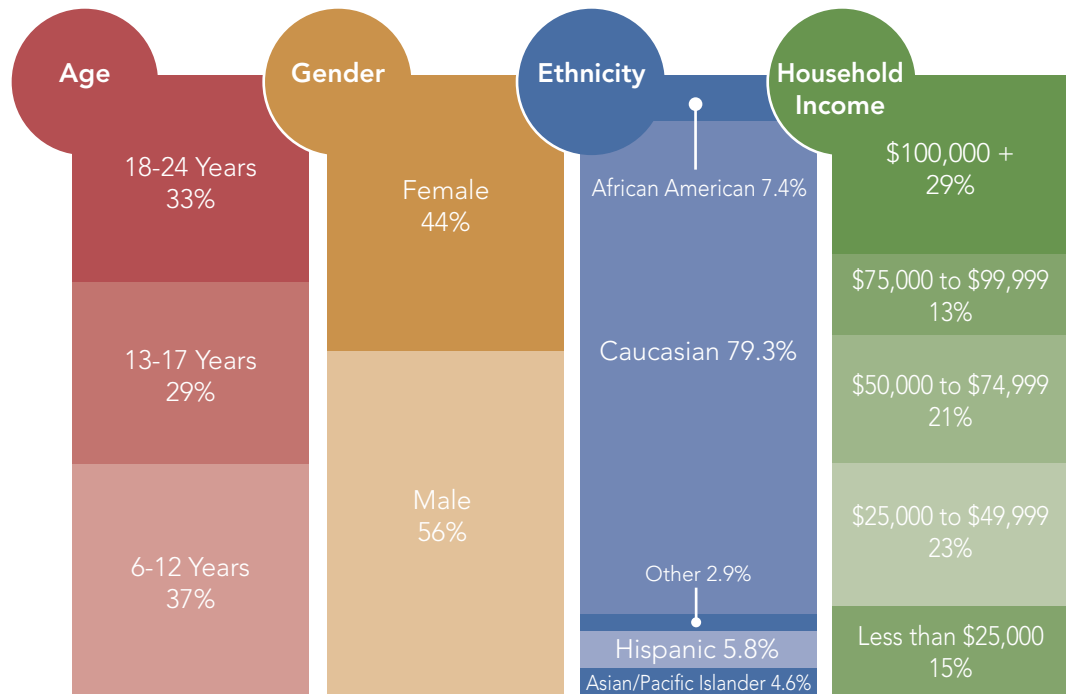
Geography — The US Census region with the highest youth participation rate is the Mountain region where 65 percent of youth ages 6 to 24 participate in outdoor recreation. The region that is home to the largest portion of youth participants is the East North Central region where 19 percent of all American youth participants live.



The demographics of youth participants in outdoor recreation.



Youth Outdoor Participation by Census Region



Youth Participants by Demographic

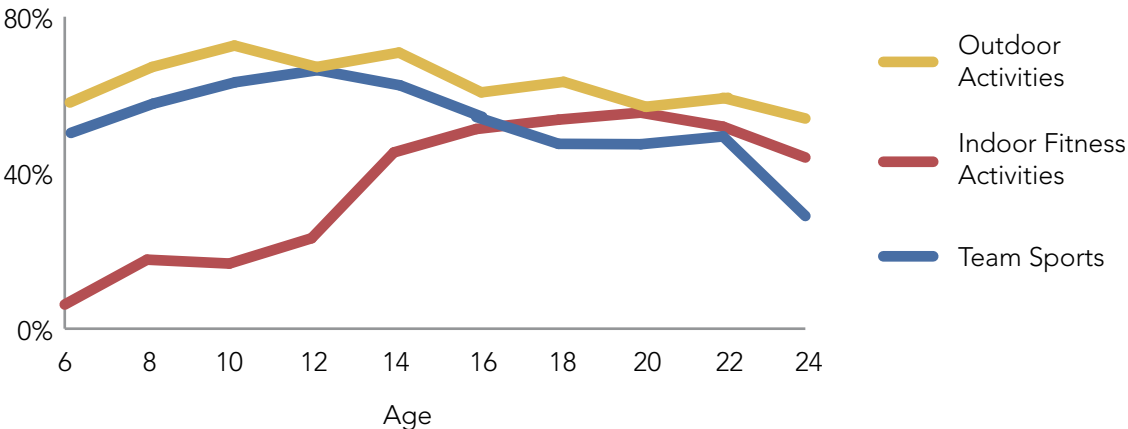
Life Cycle of Youth Participation in Outdoor Recreation

The participation rate in outdoor recreation varies by age; as individuals age, their lives are shaped by their environment and life experiences. A one-year snapshot of participation in outdoor recreation helps describe this life cycle.

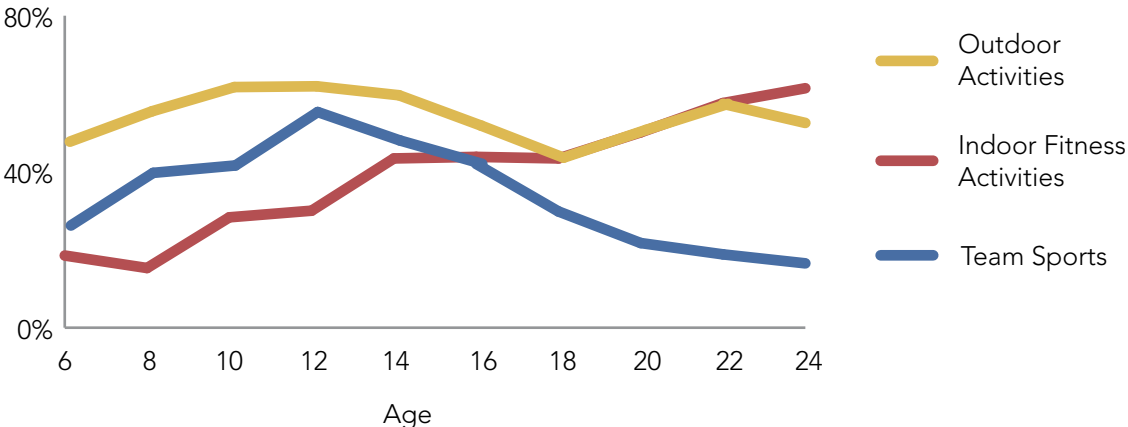
Youth participation in outdoor recreation peaks around age 10 for males and females. Male participation declines gradually but remains more popular than indoor fitness activities and team sports through age 24. Female participation declines gradually from age 10 and then briefly increases again from ages 18 to 22. Outdoor activities are more popular than team sports and indoor fitness activities through adolescence among females, but by age 22, indoor fitness activities are more popular.

Despite initial popularity with kids, participation in team sports peaks around age 12 and declines quickly among males and females.

Life Cycle of Participation, Males
2008 Participation, Ages 6 to 24



Life Cycle of Participation, Females
2008 Participation, Ages 6 to 24





Youth Participation in Outdoor Activities

Youth participation in outdoor activities ranges from a high of 22.2 percent for running/jogging to a low of .4 percent for adventure racing. The most popular activities tend to be widely accessible and have limited technical and geographic requirements.

While participation rates are one measure of an activity's popularity among youth, frequencies of participation among participants are another. The activities with the highest average annual outings among youth — predominantly running and biking activities — are accessible right out the front door for many youth and are convenient forms of alternative transportation.

On average, youth, like adults, participate in three outdoor activities each.

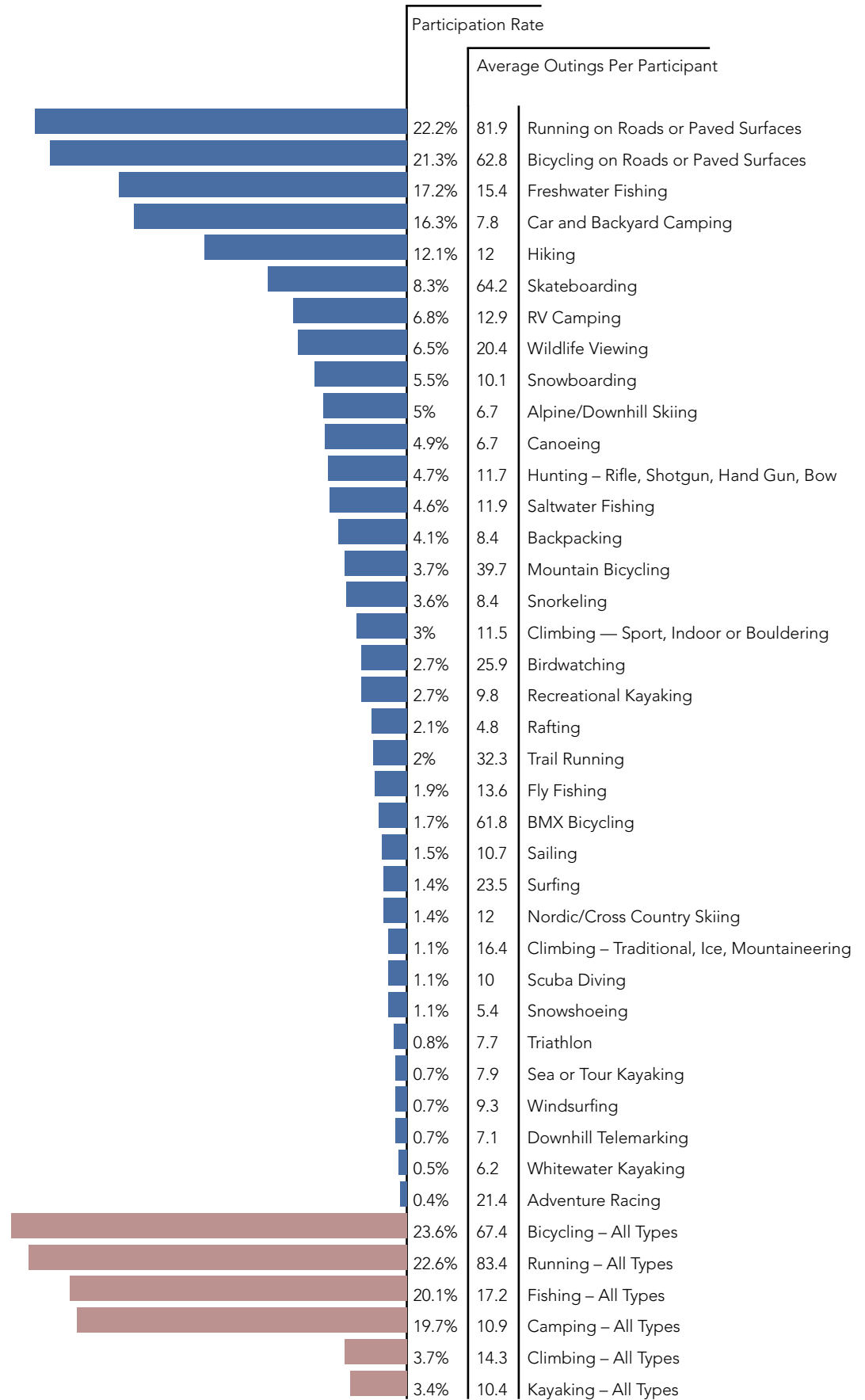
Most Popular Outdoor Activities

1. Running on roads or paved surfaces
22.2% of youth ages 6 to 24
2. Bicycling on roads or paved surfaces
21.3% of youth ages 6 to 24
3. Freshwater fishing
17.2% of youth ages 6 to 24
4. Car and backyard camping
16.3% of youth ages 6 to 24
5. Hiking
12.1% of youth ages 6 to 24

Most Frequent Outdoor Activities

1. Running on roads or paved surfaces
81.9 average outings per youth participant
2. Skateboarding
64.2 average outings per youth participant
3. Bicycling on roads or paved surfaces
62.8 average outings per youth participant
4. BMX bicycling
61.8 average outings per youth participant
5. Mountain bicycling
39.7 average outings per youth participant

What outdoor activities are popular among youth?



Youthful Outdoor Activities

The percentage of youth participants ages 6 to 24 relative to the percentage of adult participants varies by outdoor activity. Some activities have higher numbers of youth and lower numbers of adults, while others have a high number of adults and low numbers of youth. Those with higher concentrations of youth tend to have lower median ages and more youthful demographics.

The percentage of youth participants is highest in activities like BMX bicycling, snowboarding and bouldering/sport/indoor climbing and lowest in activities like birdwatching, wildlife viewing and fly fishing.

Most Youthful Outdoor Activities

1. Skateboarding
83.0% of participants are between ages 6 and 24
2. BMX bicycling
70.9% of participants are between ages 6 and 24
3. Snowboarding
59.7% of participants are between ages 6 and 24
4. Climbing – Sport, Indoor or Bouldering
49.9% of participants are between ages 6 and 24
5. Triathlon
47.0% of participants are between ages 6 and 24
6. Windsurfing
44.1% of participants are between ages 6 and 24
7. Bicycling on Roads or Paved Surfaces
43.6% of participants are between ages 6 and 24
8. Surfing
42.6% of participants are between ages 6 and 24
9. Running on Roads or Paved Surfaces
42.1% of participants are between ages 6 and 24
10. Backpacking
40.7% of participants are between ages 6 and 24

Least Youthful Outdoor Activities

1. Birdwatching
14.7% of participants are between ages 6 and 24
2. Wildlife Viewing
21.0% of participants are between ages 6 and 24
3. Fly Fishing
24.4% of participants are between ages 6 and 24
4. Saltwater Fishing
25.8% of participants are between ages 6 and 24
5. Hunting – Rifle, Shotgun, Hand Gun or Bow
26.2% of participants are between ages 6 and 24

What outdoor activities have high percentages of youth participants?

| | Percentage of Total Participants Between Ages of 6 and 24 | Median Age of Participants Ages 6 to 24 | Median Age of Participants Ages 6 and Older |
|---------------------------------------------|-----------------------------------------------------------|-----------------------------------------|---------------------------------------------|
| Skateboarding | 83.0% | 13 | 14 |
| BMX Bicycling | 70.9% | 14 | 16 |
| Snowboarding | 59.7% | 17 | 22 |
| Climbing – Sport, Indoor or Bouldering | 49.9% | 16 | 25 |
| Triathlon | 47.0% | 19 | 26 |
| Windsurfing | 44.1% | 19 | 28 |
| Bicycling on Roads or Paved Surfaces | 43.6% | 12 | 30 |
| Surfing | 42.6% | 18 | 27 |
| Running on Roads or Paved Surfaces | 42.1% | 17 | 27 |
| Backpacking | 40.7% | 15 | 29 |
| Canoeing | 38.2% | 14 | 32 |
| Alpine/Downhill Skiing | 38.1% | 16 | 31 |
| Adventure Racing | 37.9% | 20 | 27 |
| Car and Backyard Camping | 37.9% | 14 | 31 |
| Mountain Bicycling | 37.7% | 13 | 32 |
| Downhill Telemarking | 36.9% | 18 | 28 |
| Climbing – Traditional, Ice, Mountaineering | 36.2% | 17 | 30 |
| Rafting | 35.4% | 17 | 30 |
| Whitewater Kayaking | 34.2% | 20 | 30 |
| Recreational Kayaking | 33.9% | 16 | 34 |
| Freshwater Fishing | 33.4% | 13 | 36 |
| RV Camping | 32.3% | 14 | 36 |
| Trail Running | 32.1% | 19 | 32 |
| Sea or Tour Kayaking | 29.4% | 20 | 32 |
| Nordic/Cross Country Skiing | 29.2% | 16 | 35 |
| Hiking | 29.1% | 15 | 37 |
| Snowshoeing | 28.5% | 16 | 33 |
| Sailing | 28.3% | 17 | 39 |
| Scuba Diving | 27.7% | 20 | 35 |
| Snorkeling | 27.6% | 16 | 38 |
| Hunting – Rifle, Shotgun, Hand Gun, Bow | 26.2% | 16 | 38 |
| Saltwater Fishing | 25.8% | 15 | 41 |
| Fly Fishing | 24.4% | 17 | 42 |
| Wildlife Viewing | 21.0% | 15 | 44 |
| Birdwatching | 14.7% | 15 | 49 |
| Climbing – All Types | 46.1% | 16 | 26 |
| Bicycling – All Types | 44.3% | 12 | 29 |
| Running – All Types | 41.8% | 17 | 28 |
| Camping – All Types | 36.3% | 14 | 33 |
| Kayaking – All Types | 33.8% | 17 | 32 |
| Fishing – All Types | 32.5% | 13 | 36 |

Crossover Activities

In addition to their outdoor pursuits, youth participants in outdoor recreation enjoy team sports, indoor fitness activities and other pastimes. Describing this “crossover” participation provides a richer understanding of youth participants’ lifestyles and interests.

From common American pastimes like bowling to fitness activities like free weights to less common sports like ice hockey, young outdoor participants enjoy a diverse array of activities indoors and on courts and fields nationwide.

Top 5 Crossover Youth Indoor Fitness Activities

1. Free Weights
26% of youth outdoor participants
2. Weight/Resistance Machines
17% of youth outdoor participants
3. Treadmill
17% of youth outdoor participants
4. Stretching
16% of youth outdoor participants
5. Stationary Cycling
12% of youth outdoor participants

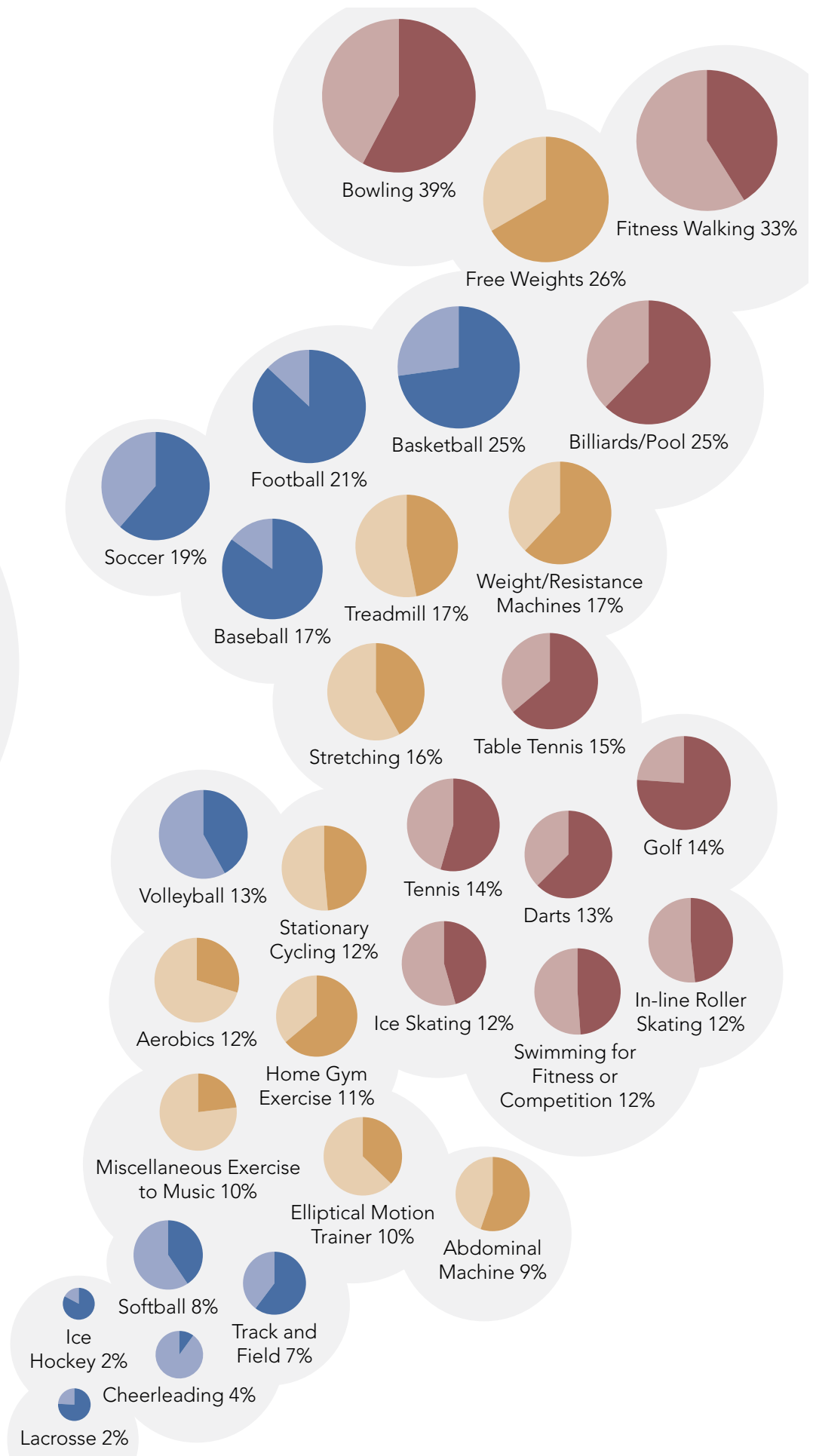
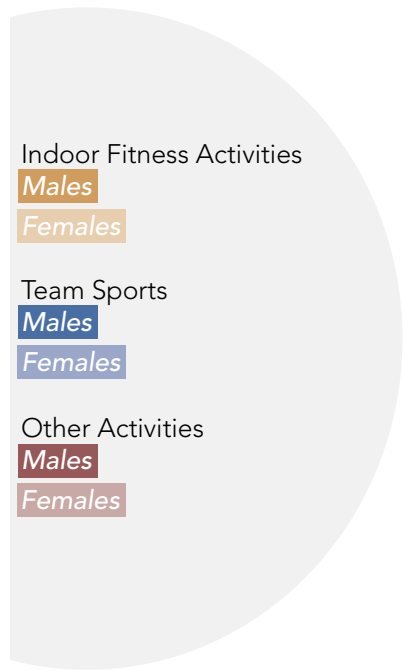
Top 5 Crossover Youth Team Sports

1. Basketball
25% of youth outdoor participants
2. Football
21% of youth outdoor participants
3. Soccer
19% of youth outdoor participants
4. Baseball
17% of youth outdoor participants
5. Volleyball
13% of youth outdoor participants

Top 5 Other Crossover Youth Activities

1. Bowling
39% of youth outdoor participants
2. Fitness Walking
33% of youth outdoor participants
3. Billiards/Pool
25% of youth outdoor participants
4. Table Tennis
15% of youth outdoor participants
5. Golf
14% of youth outdoor participants

What team, indoor fitness and other activities do youth outdoor participants enjoy?



Motivations and Barriers

Understanding the motivations and barriers to participation in outdoor activities among youth is essential to efforts to recruit new participants and convert casual participants into enthusiasts. Key to this understanding is identifying what gets youth outdoors, who introduces youth to the outdoors and what keeps youth from getting outdoors more.

Who influences youth to participate in outdoor recreation? — Parents, friends and family are the most influential among youth outdoor participants. As youth age, the influence of parents, brothers, sisters and relatives is slowly overshadowed by the influence of friends and the interests of youth themselves.

What motivates youth to participate in outdoor recreation? — Among youth ages 6 to 17, the top motivator is simple fun. For youth ages 18 to 24, relaxation and exercise become the top motivations.

What keeps youth participants from getting outdoors more? — For all ages, a lack of time and interest keeps youth participants from getting outdoors more. Males ages 6 to 17 express a preference for TV, video games and computers significantly more than females of the same age.

What keeps non-participants in outdoor recreation from getting out? — Among youth non-participants ages 6 to 17, a lack of interest is the top reason for staying indoors. Among ages 18 to 24, a lack of time is the top reason. Non-participants demonstrate the biggest disparities between the motivations of males and females. Among other differences, non-participant females ages 6 to 17 cite schoolwork and a preference for time with friends as barriers more often. Males ages 13 to 17 cite a preference for TV, video games and computers more often.



Who influenced your decision to participate in outdoor activities?

Ages 6-12

| | All | Males | Females |
|---------------------------------------------------------------------|-----|-------|---------|
| 1. Parents | 75% | 75% | 77% |
| 2. Brothers, sisters, or other relatives | 36% | 34% | 39% |
| 3. Friends | 33% | 34% | 32% |
| 4. Myself – no one else influenced me | 13% | 13% | 12% |
| 5. Community program – Boy Scouts, YMCA, neighborhood program, etc. | 13% | 13% | 12% |
| 6. School program | 12% | 11% | 14% |

Ages 13-17

| | All | Males | Females |
|---------------------------------------------------------------------|-----|-------|---------|
| 1. Parents | 64% | 65% | 63% |
| 2. Friends | 44% | 46% | 43% |
| 3. Brothers, sisters, or other relatives | 26% | 26% | 27% |
| 4. Myself – no one else influenced me | 20% | 20% | 20% |
| 5. School program | 12% | 11% | 12% |
| 6. Community program – Boy Scouts, YMCA, neighborhood program, etc. | 10% | 13% | 5% |

Ages 18-24

| | All | Males | Females |
|---------------------------------------------|-----|-------|---------|
| 1. Friends | 53% | 51% | 55% |
| 2. Myself – no one else influenced me | 30% | 29% | 30% |
| 3. Parents | 30% | 33% | 27% |
| 4. Brothers, sisters, or other relatives | 25% | 23% | 27% |
| 5. School program | 7% | 8% | 7% |
| 6. Experienced mentor (trained and skilled) | 6% | 9% | 3% |

What motivates youth to participate in outdoor activities?

Ages 6-12

| | All | Males | Females |
|-----------------------------------------------------------|-----|-------|---------|
| 1. It's fun. | 73% | 74% | 71% |
| 2. I enjoy discovery and exploration. | 42% | 42% | 41% |
| 3. It's relaxing. | 28% | 28% | 28% |
| 4. I can participate in outdoor activities near my house. | 28% | 27% | 28% |
| 5. It's a great way to get exercise. | 28% | 26% | 29% |
| 6. I get to hang out with my friends. | 27% | 27% | 28% |
| 7. I like new experiences. | 27% | 25% | 30% |

Ages 13-17

| | All | Males | Females |
|---------------------------------------|-----|-------|---------|
| 1. It's fun. | 52% | 53% | 50% |
| 2. It's relaxing. | 37% | 36% | 38% |
| 3. I get away from my usual routine. | 34% | 35% | 32% |
| 4. It's a great way to get exercise. | 32% | 32% | 33% |
| 5. I enjoy discovery and exploration. | 32% | 35% | 28% |
| 6. I get to hang out with my friends. | 32% | 33% | 30% |

Ages 18-24

| | All | Males | Females |
|---------------------------------------|-----|-------|---------|
| 1. It's relaxing. | 56% | 62% | 51% |
| 2. It's a great way to get exercise. | 47% | 45% | 50% |
| 3. It's fun. | 46% | 42% | 50% |
| 4. I get away from my usual routine. | 41% | 38% | 44% |
| 5. I enjoy discovery and exploration. | 40% | 42% | 39% |
| 6. I want to be healthy. | 38% | 35% | 40% |

What keeps youth from participating in outdoor activities more often?

Ages 6-12

| | All | Males | Females |
|-------------------------------------------------------------------------------------------------------|-----|-------|---------|
| 1. I don't have the time. | 24% | 24% | 24% |
| 2. I'm not interested. | 22% | 19% | 26% |
| 3. I have too much schoolwork. | 22% | 19% | 24% |
| 4. I'm involved in other activities such as team sports or fitness activities. | 20% | 21% | 20% |
| 5. My parents don't take me on outdoor activities. | 20% | 22% | 18% |
| 6. I would rather spend free time watching TV or movies, surfing the internet or playing video games. | 20% | 26% | 13% |

Ages 13-17

| | All | Males | Females |
|-------------------------------------------------------------------------------------------------------|-----|-------|---------|
| 1. I don't have the time. | 38% | 34% | 44% |
| 2. I'm not interested. | 36% | 37% | 34% |
| 3. I have too much schoolwork. | 31% | 28% | 36% |
| 4. I'd rather spend time with my friends. | 23% | 20% | 28% |
| 5. I'm involved in other activities such as team sports or fitness activities. | 22% | 19% | 26% |
| 6. I would rather spend free time watching TV or movies, surfing the internet or playing video games. | 22% | 27% | 15% |

Ages 18-24

| | All | Males | Females |
|------------------------------------------------------|-----|-------|---------|
| 1. I don't have the time. | 58% | 57% | 59% |
| 2. I'm not interested. | 29% | 30% | 28% |
| 3. I don't want to spend money on gear or equipment. | 28% | 24% | 31% |
| 4. I have too much schoolwork. | 26% | 28% | 24% |
| 5. I don't have friends to go with. | 22% | 19% | 25% |

What keeps youth who don't participate in outdoor activities indoors?

Ages 6-12

| | All | Males | Females |
|-------------------------------------------------------------------------------------------------------|-----|-------|---------|
| 1. I'm not interested. | 39% | 35% | 43% |
| 2. My parents don't take me on outdoor activities. | 17% | 16% | 18% |
| 3. I have too much schoolwork. | 16% | 10% | 21% |
| 4. I don't have the time. | 15% | 11% | 18% |
| 5. I would rather spend free time watching TV or movies, surfing the internet or playing video games. | 15% | 16% | 14% |
| 6. I'd rather spend time with my friends. | 11% | 5% | 15% |
| 7. I don't want to spend money on gear or equipment. | 11% | 16% | 6% |
| 8. I don't know how to get started, what to do or where to go. | 10% | 14% | 7% |

Ages 13-17

| | All | Males | Females |
|-------------------------------------------------------------------------------------------------------|-----|-------|---------|
| 1. I'm not interested. | 54% | 59% | 50% |
| 2. I have too much schoolwork. | 29% | 24% | 33% |
| 3. I would rather spend free time watching TV or movies, surfing the internet or playing video games. | 27% | 36% | 20% |
| 4. I'd rather spend time with my friends. | 26% | 21% | 30% |
| 5. I don't have the time. | 25% | 21% | 29% |

Ages 18-24

| | All | Males | Females |
|-------------------------------------------------------------------------------------------------------|-----|-------|---------|
| 1. I don't have the time. | 47% | 41% | 51% |
| 2. I'm not interested. | 46% | 51% | 42% |
| 3. I don't want to spend money on gear or equipment. | 23% | 18% | 26% |
| 4. I would rather spend free time watching TV or movies, surfing the internet or playing video games. | 20% | 23% | 17% |
| 5. I have too much schoolwork. | 19% | 18% | 21% |
| 6. I don't like bugs or dirt. | 13% | 7% | 18% |



Lifestyle Profiles of Young Outdoor Participants and Non-Participants

Youth who participate in outdoor recreation also find time to engage in other activities such as watching TV, playing video games and studying.

Participants in outdoor activities take part in indoor leisure, work/study and physical activities at higher rates than non-participants in outdoor activities. More outdoor participants watch TV, play video games, browse the internet, spend time at work/school and participate in physical activity than non-participants.

The most significant difference between outdoor participants and non-participants is seen in their participation in vigorous physical activities. Only 9 percent of non-participants engage in vigorous activity, compared to 26 percent of participants.

Youth participants in outdoor recreation compete in outdoor activities and travel overnight to participate in outdoor activities slightly less than adults. Males tend to compete and travel overnight more than females.

Percentage of Youth Outdoor Participants and Non-Participants in Outdoor Recreation Who Take Part in Work, Study, Leisure and Physical Activities

| | Non-Participants | Participants |
|-------------------------------------------------------------------|------------------|--------------|
| <i>Watch television or movies</i> | 82% | 90% |
| <i>Play video games</i> | 60% | 72% |
| <i>Browse the Internet for fun</i> | 68% | 75% |
| <i>Go to Work</i> | 27% | 36% |
| <i>Study outside of class time</i> | 40% | 53% |
| <i>Participate in physical activity at least 30 minutes a day</i> | 51% | 69% |
| <i>Participate in moderate physical exercise</i> | 40% | 65% |
| <i>Participate in vigorous physical exercise</i> | 9% | 26% |

Percentage of Outdoor Participants Who Travel Overnight to Engage in Outdoor Activities

| All Youth | Male Youth | Female Youth | Adults |
|-----------|------------|--------------|--------|
| 46% | 48% | 45% | 50% |

Percentage of Outdoor Participants Who Compete in Outdoor Activities

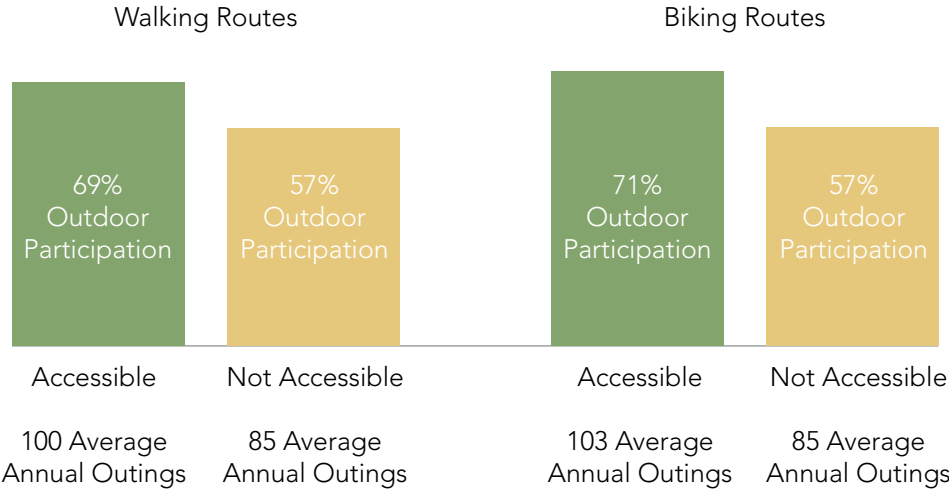
| All Youth | Male Youth | Female Youth | Adults |
|-----------|------------|--------------|--------|
| 27% | 29% | 24% | 33% |

Impact of Nearby Walking and Biking Routes on Youth Participation in Outdoor Activities

For youth, like all Americans, close-to-home opportunities for outdoor recreation are essential. The participation rate in outdoor recreation of youth who live in communities with designated walking and biking trails is significantly higher than youth without. The participation rate of youth with nearby walking routes is 21 percent higher, and the participation rate of youth with nearby biking routes is nearly 25 percent higher.

Among outdoor participants, frequency of participation is highest among those with walking and biking routes. Youth with local outdoor infrastructure average more outings than those without — about 20 percent higher on average.

Participation Rate in Outdoor Recreation for Youth With and Without Accessible Walking and Biking Routes in Their Neighborhoods
Ages 6 to 24



Participation in Outdoor Recreation Among Adults with Youth in Their Households

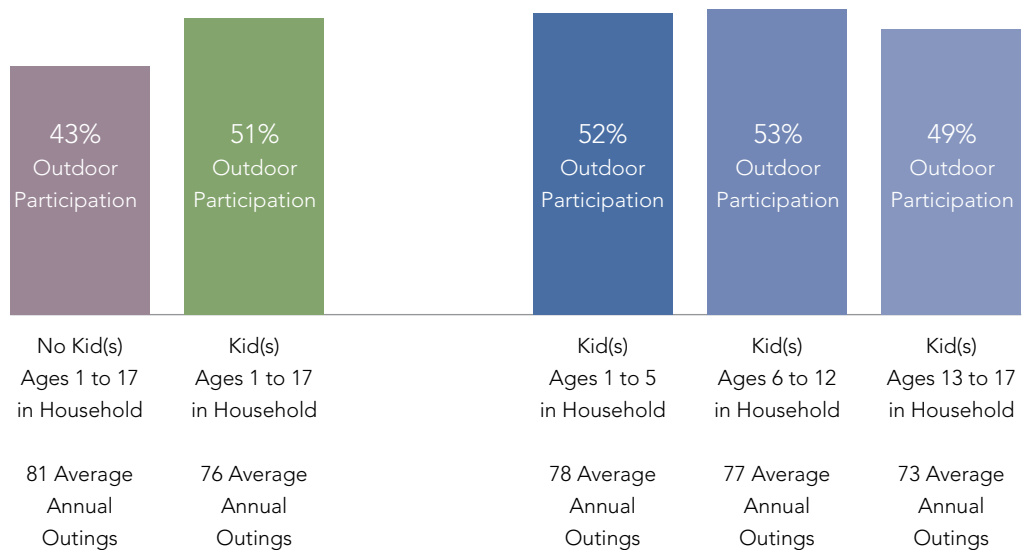
Adults 18 and older with children in their household participate in outdoor recreation at higher levels than adults without children — despite the responsibilities and time commitments often associated with having younger children in the home.

Fifty-one percent of adults age 18 and older with children ages 1 to 17 in their household participate in outdoor recreation, while only 43 percent of adults without children in their household participate.

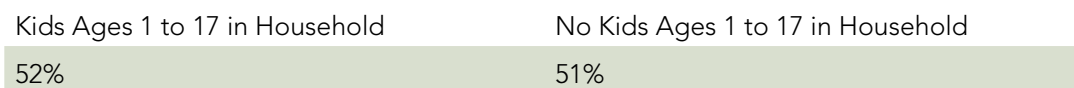
Despite their lower participation rate, adults without children in their household who do participate in outdoor recreation, get out slightly more often on average than adults with children in their household.

Adult Participation Rate in Outdoor Recreation With and Without Children Ages 1 to 17 in Household

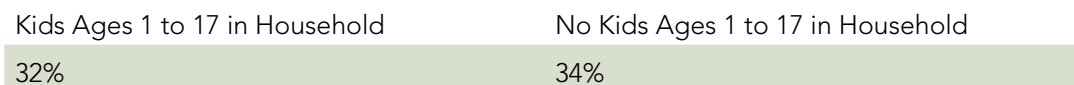
Adults 18 and Older



Percentage of Adult Outdoor Participants Who Travel Overnight to Participate in Outdoor Activities



Percentage of Adult Outdoor Participants Who Compete in Outdoor Activities





Methodology

During January and 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 one million members and is maintained to be representative of the US population. Oversampling of ethnic groups took place to boost response from typically underresponding groups.

A weighting technique was used to balance the data to reflect the total US population aged six 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 six 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 five percent of the total population has a confidence interval of plus or minus 0.21 percentage points at the 95 percent confidence level. This translates to plus or minus four percent of participants. Small groups' participation, especially those with less than one million participants, can be expected to fluctuate from year to year.

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. Caution is recommended, however, in placing undue emphasis on trends extending back to 2006.

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 age 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

Unless otherwise noted, the data in this report was collected during the latest 2009 participation survey, which focused on American participation in the 2008 calendar year. 2006 and 2007 data noted in the report was collected in previous surveys.

For greater accuracy, snow sports participation is measured annually for each winter season. 2007 participation represents participation in the 2006/2007 winter season, and 2008 participation represents participation in the 2007/2008 winter season. Hunting represents a combination of four individually measured activities, including hunting (rifle), hunting (shotgun), hunting (handgun) and hunting (bow).

Youth Participation in Outdoor Activities, Ages 6 to 17

| | 2006 in 000's | % of Pop. | 2007 in 000's | % of Pop. | 2008 in 000's | % of Pop. |
|-------------------------------------------------------------------|------------------|--------------|------------------|--------------|------------------|--------------|
| Adventure Racing | 203 | 0.4% | 104 | 0.2% | 125 | 0.3% |
| Backpacking | 2,435 | 4.8% | 1,786 | 3.6% | 2,067 | 4.2% |
| Bicycling (BMX) | 1,344 | 2.7% | 935 | 1.9% | 1,045 | 2.1% |
| Bicycling (Mountain/Non-Paved Surface) | 2,369 | 4.7% | 1,775 | 3.5% | 2,083 | 4.2% |
| Bicycling (Road/Paved Surface, Mountain, BMX) | 17,463 | 34.8% | 15,550 | 30.9% | 14,716 | 29.6% |
| Bicycling (Road/Paved Surface) | 17,401 | 34.7% | 14,336 | 28.5% | 13,325 | 26.8% |
| Birdwatching (More Than 1/4 Mile from Home/Vehicle) | 1,756 | 3.5% | 1,194 | 2.4% | 1,320 | 2.7% |
| Boardsailing/Windsurfing | 225 | 0.4% | 228 | 0.5% | 236 | 0.5% |
| Camping (Backyard or Car, Within 1/4 Mile of Vehicle/Home) | 12,702 | 25.3% | 9,627 | 19.1% | 9,012 | 18.1% |
| Camping (Car, Backyard, or RV) | 14,662 | 29.2% | 11,730 | 23.3% | 10,887 | 21.9% |
| Camping (Recreational Vehicle) | 5,993 | 11.9% | 4,284 | 8.5% | 3,783 | 7.6% |
| Canoeing | 3,515 | 7.0% | 2,564 | 5.1% | 2,497 | 5.0% |
| Climbing (Sport/Indoor/Boulder) | 2,583 | 5.1% | 1,585 | 3.2% | 1,379 | 2.8% |
| Climbing (Traditional/Ice/Mountaineering) | 470 | 0.9% | 510 | 1.0% | 441 | 0.9% |
| Fishing (Fly, Freshwater/Other or Saltwater) | 15,406 | 30.7% | 12,394 | 24.7% | 11,282 | 22.7% |
| Fishing (Fly) | 1,440 | 2.9% | 711 | 1.4% | 734 | 1.5% |
| Fishing (Freshwater/Other) | 14,399 | 28.7% | 10,932 | 21.7% | 9,912 | 20.0% |
| Fishing (Saltwater) | 2,859 | 5.7% | 2,579 | 5.1% | 2,257 | 4.5% |
| Hiking | 7,138 | 14.2% | 5,800 | 11.5% | 6,078 | 12.2% |
| Hunting (All) | 3,832 | 7.6% | 2,088 | 4.2% | 2,138 | 4.3% |
| Kayaking (Recreational) | 1,189 | 2.4% | 1,056 | 2.1% | 1,227 | 2.5% |
| Kayaking (Sea/Touring) | 124 | 0.2% | 241 | 0.5% | 178 | 0.4% |
| Kayaking (White Water) | 244 | 0.5% | 197 | 0.4% | 165 | 0.3% |
| Rafting | 1,100 | 2.2% | 993 | 2.0% | 869 | 1.7% |
| Running (Running/Jogging or Trail Running) | 13,164 | 26.2% | 11,223 | 22.3% | 9,552 | 19.2% |
| Running/Jogging | 12,640 | 25.2% | 11,102 | 22.1% | 9,377 | 18.9% |
| Sailing | 651 | 1.3% | 526 | 1.0% | 603 | 1.2% |
| Scuba Diving | 225 | 0.4% | 278 | 0.6% | 323 | 0.6% |
| Skateboarding | 8,745 | 17.4% | 5,783 | 11.5% | 5,469 | 11.0% |
| Skiing (Alpine/Downhill) | n/a | n/a | 2,236 | 4.4% | 2,417 | 4.9% |
| Skiing (Cross-country) | n/a | n/a | 568 | 1.1% | 628 | 1.3% |
| Snorkeling | 1,671 | 3.3% | 1,610 | 3.2% | 1,700 | 3.4% |
| Snowboarding | n/a | n/a | 2,396 | 4.8% | 2,267 | 4.6% |
| Snowshoeing | n/a | n/a | 400 | 0.8% | 474 | 1.0% |
| Surfing | 451 | 0.9% | 465 | 0.9% | 520 | 1.0% |
| Telemarking (Downhill) | n/a | n/a | 172 | 0.3% | 234 | 0.5% |
| Trail Running | 1,161 | 2.3% | 657 | 1.3% | 618 | 1.2% |
| Triathlon (Non-Traditional/Off Road) | 58 | 0.1% | 90 | 0.2% | 80 | 0.2% |
| Triathlon (Traditional/Road) | 65 | 0.1% | 113 | 0.2% | 240 | 0.5% |
| Wakeboarding | 1,520 | 3.0% | 1,437 | 2.9% | 1,084 | 2.2% |
| Wildlife Viewing (More Than 1/4 Mile from Home/Vehicle) | 4,519 | 9.0% | 2,967 | 5.9% | 3,213 | 6.5% |

Young Adult Participation in Outdoor Activities, Ages 18 to 24

| | 2006 in 000's | % of Pop. | 2007 in 000's | % of Pop. | 2008 in 000's | % of Pop. |
|-------------------------------------------------------------------|------------------|--------------|------------------|--------------|------------------|--------------|
| Adventure Racing | 123 | 0.4% | 227 | 0.8% | 224 | 0.8% |
| Backpacking | 1,026 | 3.6% | 1,262 | 4.4% | 1,132 | 4.0% |
| Bicycling (BMX) | 308 | 1.1% | 401 | 1.4% | 305 | 1.1% |
| Bicycling (Mountain/Non-Paved Surface) | 970 | 3.4% | 1,019 | 3.6% | 776 | 2.7% |
| Bicycling (Road/Paved Surface, Mountain, BMX) | 2,778 | 9.8% | 3,882 | 13.7% | 3,687 | 13.0% |
| Bicycling (Road/Paved Surface) | 2,673 | 9.5% | 3,335 | 11.7% | 3,297 | 11.6% |
| Birdwatching (More Than 1/4 Mile from Home/Vehicle) | 533 | 1.9% | 670 | 2.4% | 793 | 2.8% |
| Boardsailing/Windsurfing | 296 | 1.0% | 269 | 0.9% | 341 | 1.2% |
| Camping (Backyard or Car, Within 1/4 Mile of Vehicle/Home) | 4,281 | 15.1% | 3,862 | 13.6% | 3,739 | 13.2% |
| Camping (Car, Backyard, or RV) | 4,312 | 15.3% | 4,606 | 16.2% | 4,483 | 15.8% |
| Camping (Recreational Vehicle) | 1,336 | 4.7% | 1,589 | 5.6% | 1,558 | 5.5% |
| Canoeing | 1,090 | 3.9% | 1,521 | 5.4% | 1,295 | 4.6% |
| Climbing (Sport/Indoor/Boulder) | 993 | 3.5% | 1,054 | 3.7% | 1,002 | 3.5% |
| Climbing (Traditional/Ice/Mountaineering) | 406 | 1.4% | 510 | 1.8% | 387 | 1.4% |
| Fishing (Fly, Freshwater/Other or Saltwater) | 4,473 | 15.8% | 4,809 | 16.9% | 4,382 | 15.4% |
| Fishing (Fly) | 789 | 2.8% | 695 | 2.4% | 718 | 2.5% |
| Fishing (Freshwater/Other) | 4,068 | 14.4% | 4,069 | 14.3% | 3,549 | 12.5% |
| Fishing (Saltwater) | 1,224 | 4.3% | 1,410 | 5.0% | 1,302 | 4.6% |
| Hiking | 3,895 | 13.8% | 3,465 | 12.2% | 3,399 | 12.0% |
| Hunting (All) | 1,791 | 6.3% | 1,707 | 6.0% | 1,522 | 5.4% |
| Kayaking (Recreational) | 532 | 1.9% | 795 | 2.8% | 889 | 3.1% |
| Kayaking (Sea/Touring) | 251 | 0.9% | 241 | 0.8% | 345 | 1.2% |
| Kayaking (White Water) | 215 | 0.8% | 223 | 0.8% | 259 | 0.9% |
| Rafting | 551 | 1.9% | 789 | 2.8% | 775 | 2.7% |
| Running (Running/Jogging or Trail Running) | 7,744 | 27.4% | 8,583 | 30.2% | 8,061 | 28.4% |
| Running/Jogging | 7,572 | 26.8% | 8,441 | 29.7% | 7,944 | 27.9% |
| Sailing | 214 | 0.8% | 455 | 1.6% | 595 | 2.1% |
| Scuba Diving | 623 | 2.2% | 523 | 1.8% | 570 | 2.0% |
| Skateboarding | 970 | 3.4% | 1,377 | 4.8% | 1,011 | 3.6% |
| Skiing (Alpine/Downhill) | n/a | n/a | 1,826 | 6.4% | 1,522 | 5.4% |
| Skiing (Cross-country) | n/a | n/a | 452 | 1.6% | 496 | 1.7% |
| Snorkeling | 1,251 | 4.4% | 1,168 | 4.1% | 1,144 | 4.0% |
| Snowboarding | n/a | n/a | 1,896 | 6.7% | 2,006 | 7.1% |
| Snowshoeing | n/a | n/a | 429 | 1.5% | 358 | 1.3% |
| Surfing | 749 | 2.7% | 663 | 2.3% | 590 | 2.1% |
| Telemarking (Downhill) | n/a | n/a | 310 | 1.1% | 295 | 1.0% |
| Trail Running | 1,018 | 3.6% | 796 | 2.8% | 939 | 3.3% |
| Triathlon (Non-Traditional/Off Road) | 52 | 0.2% | 113 | 0.4% | 198 | 0.7% |
| Triathlon (Traditional/Road) | 70 | 0.2% | 173 | 0.6% | 266 | 0.9% |
| Wakeboarding | 597 | 2.1% | 1,040 | 3.7% | 809 | 2.8% |
| Wildlife Viewing (More Than 1/4 Mile from Home/Vehicle) | 1,460 | 5.2% | 1,587 | 5.6% | 1,859 | 6.5% |

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. Special thanks to

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

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