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OPPORTUNITIES IN THE UNITED STATES**

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ABSTRACT---

In 1994 and 1995, the National Survey of Recreation and the Environment (NSRE) was accomplished by interviewing approximately 17,000 Americans over age 15 in random-digit-dialing telephone samplings. The primary purpose was to learn about the outdoor recreation activities of people over age 15 in the United States. They were asked about their participation in 62 specific recreation activities.

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Based on collaborative research between The University of Georgia, the USDA Forest Service, the Sporting Goods Manufacturers Association and the Outdoor Products Council.

FOREWORD

The 1994-95 National Survey on Recreation and the Environment (NSRE) is the latest in a series of national surveys that was started in 1960 by the Outdoor Recreation Resources Review Commission (ORRRC). Since that time, six additional surveys were conducted in 1965, 1970, 1972, 1977, 1982-83, and 1994-95. Through the years, the series has experienced changes in funding, sponsorship, methodology, and composition. In 1960, interviews were done in person over four seasons. In 1965, interviewing was done only in early fall. The 1970 survey instrument was a brief mailed supplement to the national fishing and hunting survey. The 1977 and 1994 surveys have been conducted by telephone, and the 1982 survey was conducted in person in cooperation with the National Crime Survey.

The agencies responsible for the survey have changed considerably over the years. The ORRRC, which did the first survey in 1960, recommended that subsequent surveys be completed at 5-year intervals, but consistent funding and responsibility were not created. From 1965 through 1977, the work was done by the Bureau of Outdoor Recreation and its successor, the Heritage Conservation and Recreation Service. Those Agencies were abolished in 1981, and responsibility for the survey fell to the National Park Service in the U. S. Department of the Interior (USDI). The National Park Service coordinated the development of a consortium that included itself, the Forest Service in the U.S. Department of Agriculture (USDA), the Department of Health and Human Services' Administration on Aging, and the USDI's Bureau of Land Management.

By the late 1980's, it was clear that the National Park Service would no longer assume the financial and organizational demands of a large national survey. Park Service officials asked the Forest Service to assume its coordinating role for the next National Recreation Survey. The Outdoor Recreation and Wilderness Assessment Group, a part of the research branch of the Forest Service, assumed this role jointly with the National Oceanic and Atmospheric Administration (NOAA). The final list of sponsoring agencies for the 1994-95 effort includes the USDA Forest Service, the USDI Bureau of Land Management, the U.S. Army Corps of Engineers, the U.S. Environmental Protection Agency, and the USDA's Economic Research Service. NOAA discontinued its involvement shortly before data collection began. The Sporting Goods Manufacturers Association also joined as a sponsor. In addition, valuable assistance and resources were provided by the National Park Service, the University of Georgia, and Georgia Southern University. The University of Indiana cosponsored the section on people with disabilities.

The name "National Survey on Recreation and the Environment" was coined to reflect the growing interest by Americans in their natural environment. To address that interest, the scope of the survey was expanded from that of earlier surveys to include more issues related to natural resources and the environment.

EXECUTIVE SUMMARY

In 1994 and 1995, the National Survey of Recreation and the Environment (NSRE) was accomplished by interviewing approximately 17,000 Americans over age 15 in random-digit-dialing telephone samplings. The primary purpose was to learn about the outdoor recreation activities of people over age 15 in the United States. They were asked about their participation in 62 specific recreation activities.

Human Powered Outdoor Recreation: The Enthusiasts

The Outdoor Products Council of the Sporting Goods Manufacturers Association, an NSRE sponsor, is interested in the participation patterns of individuals in human powered outdoor recreation. Activities such as hiking, canoeing and kayaking, mountain climbing, and bicycling, are included in this category. Much of this report focuses specifically on the activity patterns of individuals who reported the highest rates of participation in one or more human powered outdoor recreation activities. Enthusiasts, as defined for this report by the Outdoor Recreation Coalition of America and the study's analysts, comprise the most active one-third of participants in human powered outdoor recreation. Enthusiasts account for a large majority of outdoor recreation participation, even though their numbers are relatively small. Most outdoor recreation enthusiasts, and human powered enthusiasts in particular, are either under 25 years of age or in their 30s. They are well educated. Although most of them are men, many women are outdoor enthusiasts as well.

Human Powered Outdoor Recreation: Market Segments

One of the most important results of the NSRE is the division of the U.S. population into groups with similar recreation interests. Very often people that share an interest in one recreation activity also share interests in others. Therefore, individuals who participate in human powered outdoor recreation also participate in other types of outdoor recreation. Seven interest patterns were identified. The separate patterns suggest that people in different segments are seeking different kinds of experiences from outdoor recreation. The groupings, therefore, should be meaningful for marketing of outdoor recreation services and equipment. The seven identified market segments were Sports Hogs, Fitness Buffs, Nature Lovers, Fishin' and Huntin' Avids, the Bass Club, Passives, and Do Nothings.

Sports Hogs like individual sports, team sports, winter sports, horseback riding, boating of all kinds, swimming, snorkeling, and watching outdoor sports events and concerts. There are 19.6 million Sports Hogs in the country. They like many activities, and they pursue them with gusto. They are among the best customers for sporting goods and outdoor equipment manufacturers

Fitness Buffs enjoy running, walking, biking, hiking, and swimming. There are 21.8 million of them. Findings suggest that they engage in a wide range of activities, and that they have the income to enjoy them. This segment also represents important customers

for sporting goods manufacturers and retailers.

Among the favorite activities of Nature Lovers are walking, birdwatching, wildlife and fish viewing, nature study, sightseeing, and going to visitor centers. About 26.6 million Americans over age 15 are Nature Lovers. They like quiet activities in natural settings. About two-thirds of them are women.

Fishin' and Huntin' Avids share interests in fishing, camping, group activities, walking, and hiking. They enjoy nature, but their interest leans toward use of wildlife and fish rather than toward viewing and understanding alone. Fifty-eight percent of this group is male.

Members of the Bass Club also love to fish, but they are not as enthusiastic about other activities as members of the preceding group.

Passives visit the outdoors for sightseeing, enjoyment of beaches, picnicking, getting together with family and friends, and walking. They seldom engage in more vigorous pursuits. There are 43.8 million Passive Americans over age 15. As one might expect, a large number are over 55 years old, but a surprising 17 percent are 16-24. Twenty-four percent of Passives are minority group members.

Do Nothings are the largest group (45.7 million) of Americans over age 15. Their rates of participation in all outdoor recreation activities are extremely low.

The human powered outdoor recreation market is discussed from the perspective of the seven distinct market segments identified

in the NSRE. For example, individuals involved in sports and those involved in fitness activities represent two prominent and distinct market segments of human powered outdoor recreation participation. Individuals involved in sports tend to be more social, and they are more interested in mastery—winning appears to be a primary motivator for these individuals. In addition to active participation, this group also likes to attend outdoor sporting events. Fitness participants, on the other hand, are interested in health and personal improvement. They enjoy outdoor learning activities of all types. Human powered outdoor recreation participation is therefore found in most of the seven segments, but in differing forms and frequencies. As such, this market segmentation should provide opportunities for the outdoor industry to tailor its marketing, and to more effectively allocate its marketing investment.

Mass Markets in Outdoor Recreation

Results show that 94.5 percent of Americans participated in at least one of the surveyed forms of outdoor recreation in 1994. That percentage translates into 189 million participants nationwide. Walking is the single most popular activity, with about 134 million participants. Other activities with over 100 million participants include visiting a beach, gathering outdoors with the family, and sightseeing.

Activities with 60 to 99 million participants include picnicking, visiting a nature center, visiting a historic site, playing yard games, attending sporting events, outdoor pool swimming, other outdoor swimming, visiting a visitor center, and wildlife viewing. Those with 40 to 60 million participants are

boating, skiing, birdwatching, fishing, hiking, water-based nature study, running or jogging, and motorboating. Activities with 25 to 40 million participants are developed-area camping, visiting a prehistoric site, volleyball, off-road driving, softball, warmwater fishing, golf, primitive-area camping, fish viewing, and basketball.

A wide range of activities ranging from tennis to surfboarding and windsurfing attracted less than 25 million participants. Even windsurfing, the least popular of all the activities listed, attracted more than 2 million participants. Thus, there are mass markets for over 60 individual recreation activities. Many activities with less than 25 million participants—such as caving and mountain climbing—require specialized equipment and training.

Outdoor Recreation Trends Since 1982

Since 1982, the population of the nation has increased and the proportion of people participating in at least one activity has risen from 89 to 94.5 percent. As a result, numbers of participants have increased for almost all activities.

In addition, in the 1994 survey a greater variety of activities were included because of their growing popularity. These activities include orienteering, mountain climbing, rock climbing, caving, and specific kinds of nature viewing. Since 1994, more such specialized activities have become more visible. Future surveys should anticipate this growing trend toward specialized outdoor activities.

Marketing Data on Outdoor Recreation Participants

To assist with the marketing of individual recreation activities, various characteristics of the participants in individual activities and groups of activities were tabulated. These characteristics include distributions by age, income, race, sex, size of household, and number of cars in the household.

As one might expect, participation in activities requiring vigorous exercise is considerably higher for young and middle-aged people than for those over 60. Considerable numbers of people over 60 are participants, however. Many of these older people have greater time to recreate because they are retired, and interest in maintaining physical fitness is growing for people of all ages.

For most activities, participation is low for people with family incomes below \$25,000 per year. Interestingly, it often is also low for people with incomes above \$100,000. Participation is highest for people with family incomes between \$25,000 and \$75,000 per year. It appears, therefore, that many outdoor recreation activities are enjoyed primarily by the middle class.

Participation in team sports is greater for African-Americans than for people in other racial groups. For many, camping is a traditional family activity, and participation increases as family size increases.

Constraints

People were asked if they felt constrained in their participation in outdoor recreation activities. Lack of time and money were

most frequently mentioned. A lack of people to do activities with suggests that many people might be attracted to recreate by providing compatible groups for them to join. Inadequate information was also cited. Adequate information probably has been compiled, but systems for distributing the information often fail. Concerns about personal safety were often expressed by Nature Lovers, who are predominantly female, and Do Nothings, who are predominantly over 50 years old and many of whom are minority group members.

Detailed Tables

Probably the most important NSRE results are detailed tables that show rates of participation in individual activities and groups of activities. They also show distributions of participants by age, income, sex, race, and size of household. Relevant tables are located following the text in each chapter.

CHAPTER 1: INTRODUCTION

This report is one of a series that describes the results of the 1994-95 National Survey on Recreation and the Environment (NSRE). The emphasis in this report is on the opportunities manufacturers and retailers have to supply products, equipment, and services for outdoor recreation in the United States now and in the years ahead.

A hundred years ago, Americans realized that their Nation's rapidly expanding industrial systems were not providing satisfactory lives for factory workers. People who had grown up on farms in America and Europe found few pleasures on the crowded streets of the growing cities. One solution was for public agencies to provide recreation facilities and parks located where workers could enjoy them. Another was for private investors to provide outdoor opportunities and services at prices workers could afford. Results of government efforts include public parks, beaches, and forests. Results of private efforts include sporting events, private resorts and facilities for outdoor recreators, information and travel services for tourists, and a wide variety of products and services designed specifically for outdoor recreation participants.

All these efforts made impressive improvements in the quality of the lives of American workers. And the resulting profits were equally impressive. A hundred years ago, who would have dared to predict the huge public interest in professional sports by the end of the 20th century? Who would have guessed that professional athletes would be among the Nation's best-paid employees? It would have taken amazing

imagination to see how important recreation would become.

Predicting demands for recreation goods and services has not become easier. Some see outdoor recreation as a mature industry with slowing growth potential. The findings from the NSRE point to a more promising, growth oriented future for outdoor recreation in the years ahead.

There are two primary indicators for this optimism. The first is that the NSRE finds that 19 out of 20 Americans over the age of 15 already participate in some form of outdoor recreation. It also shows that participation tends to increase as income increases, up to a point. Although the kind of participation varies widely, the NSRE shows that the U.S. is still a nation of individuals who enjoy the outdoors.

The second reason for optimism is that we see a growing psychological need for recreation in natural settings. Increasingly, the professional and personal lives of Americans are dominated by images on computer monitors and television screens. We expect people increasingly to seek natural, outdoor settings for their leisure activities. Because outdoor activities provide a sense of vitality that is not available indoors, many people attach special importance to outdoor activities. Some Americans already prefer to think of themselves as tennis players, golfers, hikers, and fishers rather than as accountants, lawyers, sales agents, and computer operators.

Since the factory system was introduced into Western culture, outdoor recreation has been helping people to refresh and renew themselves. It has been as vital to managers as to factory workers. There is every reason to believe that recreation will be even more important in a world dominated by the virtual reality of the World Wide Web.

Survey Methods

The 1994-95 NSRE was conducted to discover and describe: (1) participation by Americans in outdoor recreation activities, (2) favorite activities and constraints on participation in them, (3) uses and values of wildlife and wilderness, (4) attitudes about recreation policy issues, (5) outdoor recreation patterns and needs of people with challenging and disabling conditions, and (6) recreational trips people take away from home. NSRE data will be used by a variety of public and private organizations for various purposes. The emphasis in this report, of course, is on emerging markets for private investors and on human powered activities.

The NSRE survey was comprised of two random-digit-dialing (RDD) telephone surveys. In the first survey, with a target sample of 12,000 Americans above the age of 15, people were asked questions in four areas: (1) participation in activities and the numbers of days and trips spent in recreation activities, (2) the characteristics of recreation trips, (3) barriers and constraints to outdoor recreation, and (4) alternative strategies for charging user fees for recreation. The average length of interviews for this survey was 20 minutes.

In the second survey, the target sample was 5,000 Americans above age 15. People were asked about their participation in specific outdoor recreation activities and the benefits of that participation. Each respondent also was asked questions in three of five additional randomly assigned modules: (1) favorite activities and barriers and constraints to participation in them, (2) wilderness issues, (3) wildlife issues, (4) awareness about public land management agencies, and (5) freshwater-based trips. For each of the randomly assigned modules, sample size was approximately 2,500.

In both surveys, respondents were asked if they had a disability or challenging physical condition. If the answer was positive, additional questions about accessibility of recreation areas were asked. If respondents indicated that a disabled person other than themselves lived in the home, the disabled person was contacted and interviewed at a convenient date.

Data were collected from January 1994 through May 1995. A total of 17,216 useable interviews were completed—12,214 for survey one and 5,002 for survey two. One goal of survey one was to have valid samples in each of eight regions in the United States. A minimum sample size of 900 was set for regions 1 through 7 and a minimum of 400 was set for Alaska. The Nation's population is heavily concentrated in the Northeast and the South, so individuals in these regions were proportionately under represented in the first survey¹. Samples for the second survey were based on population distribution, so almost 47 percent of the

¹ See page 172, figure 6.1, for a definition of United States regions as used in this report.

samples were in the Northeast and more than 30 percent were in the South.

Sources of Error

State-by-state random digit dialing was employed to sample households across the country. This approach, however, reaches a random sample of telephone numbers, rather than of people. Affluent families are virtually certain to have a telephone number and many have more than one. At the other end of the affluency scale, many low-income households may not have a telephone. As a result, affluent people may have been over-represented somewhat in the survey sample. Demographic characteristics of the NSRE sample are compared with 1990 Census estimates for individuals 16 and above in table 1.1. Differences in age, race, and gender were adjusted for over or under representation during data analysis.

In viewing the results presented in this report, it is important to remember that individuals were asked about their personal participation in specific recreation activities. But they were also asked about the characteristics of their households. Thus, when we report the relationship of family size to rate of participation, the percentages given represent the proportions of respondents in various sizes of households who participated in specific activities.

Activities, Singly and In Groups

Questions were asked about participation in 62 specific outdoor recreation activities. For analysis and description of results, it was useful to place these activities into 13 groups. For simplicity, each activity was placed in only one category. In many cases,

however, activities could have been placed in more than one category. Bicycling, for example, was classed as a fitness activity, which it is for many people. For others, however, bicycling might best be classed as an outdoor adventure activity.

Table 1.1—Comparison of the NSRE survey sample with 1990 Census of Population Estimates.

| Category | NSRE Proportion of Sample | 1990 Census of Population Proportion |
|------------------------|---------------------------|--------------------------------------|
| AGE | | |
| 16-24 | 15.1 | 17.2 |
| 25-29 | 9.0 | 11.1 |
| 30-39 | 23.9 | 22.0 |
| 40-49 | 19.6 | 16.5 |
| 50-59 | 12.8 | 11.5 |
| over 60 | 19.5 | 21.8 |
| RACE | | |
| Caucasian | 85.3 | 81.9 |
| African American | 6.3 | 11.1 |
| American Indian | 1.0 | 0.73 |
| Asian Pacific Islander | 1.5 | 2.8 |
| Other | 5.9 | 3.4 |
| GENDER | | |
| Male | 42.6 | 48.0 |
| Female | 57.4 | 52.0 |

The activity groups and the individual activities surveyed were:

Fitness

- Running, jogging
- Bicycling
- Walking

Individual sports

- Golf
- Tennis

Outdoor team sports

- Baseball
- Softball
- Football
- Basketball
- Soccer
- Volleyball
- Handball

Outdoor spectator activities

- Concerts
- Sports events

Viewing or studying

- Nature centers
- Visitor centers
- Prehistoric sites
- Historic sites
- Bird watching
- Wildlife viewing
- Fish viewing
- Nature study near water
- Sightseeing
- Visiting a beach or waterside

Snow and ice activities

- Ice skating
- Snowboarding
- Sledding
- Downhill skiing
- Cross-country skiing
- Snowmobiling

Camping

- Developed area
- Primitive area

Hunting

- Big game
- Small game
- Migratory bird

Fishing

- Freshwater
- Warmwater
- Coldwater
- Saltwater
- Anadromous
- Catch and release

Boating

Sailing
Canoeing
Kayaking
Rowing
Floating, rafting
Motorboating
Water skiing
Jet skiing
Sailboarding, windsurfing

Swimming

Surfing
Swimming in pool
Swimming/lake, river, ocean
Snorkeling

Outdoor adventure

Hiking
Orienteering
Backpacking
Mountain climbing
Rock climbing
Caving
Off-road vehicle driving
Horseback riding

Traditional social activities

Family gathering
Picnicking
Yard games

CHAPTER 2: OUTDOOR RECREATION-THE BIG PICTURE

Everybody's Doing It

Survey results show that 94.5 percent of Americans 16 years of age or older participated in at least one of the surveyed forms of outdoor recreation between 1994 and 1995. That is almost 19 out of 20 people and approximately 189 million participants nationwide. Walking is the most popular activity, with about 134 million participants (fig. 2.1). Visiting a beach or other waterside and gathering outdoors with family and friends each have about 124 million participants 16 and older. And sightseeing has 113 million such participants.

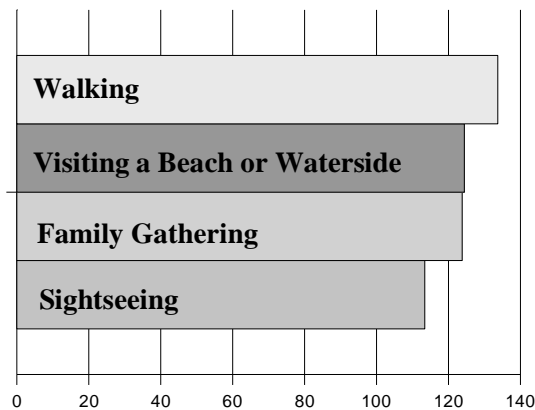


Figure 2.1—The four most popular outdoor recreation activities.

Sightseeing covers a wide range of sites and attractions. The majestic natural attractions that justify an extended vacation are largely concentrated on public land. Transportation, tour services, photography equipment, and lodging and food, however,

are provided by private means. Tourism and travel services and facilities that make sightseeing more enjoyable are on the rise. Similarly, souvenirs that help people to fondly remember their experiences come primarily from the private sector. The increase in numbers of retirees indicate a growing demand for sightseeing opportunities. Equipment that supports sightseeing, such as binoculars, cameras and camcorders, may also be in greater demand in the future.

Less Popular But More Expensive

The forms of outdoor recreation just mentioned probably owe some of their popularity to their relatively low cost. A person need not spend a great deal to take a walk or go sightseeing. Other activities are a little less popular, but are of special interest to manufacturers because participants must purchase equipment and clothing to participate.

A second tier of activities is defined as those that attract 25 to 99 million participants per year (fig. 2.2). This list runs from picnicking, which attracted 98 million participants, to playing basketball, which was enjoyed by 25.6 million.

Picnicking is probably more closely associated with the first tier of activities. It is common and can be done cheaply. Traditionally, sites for picnicking have been provided largely by public agencies. With public budgets constrained, however, private organizations seem likely to play increasing roles in providing high-quality picnic sites.

Attending outdoor sporting events, with 95 million participants, also is near the top of this second list. Interest in outdoor spectator sports is very high. Increasingly, sites for professional sporting events are constructed with a combination of public and private funds. Amateur and professional sports, including outdoor adventure

activities, are becoming more popular as spectator events.

Human Powered Outdoor Recreation

Human powered outdoor recreation appeals to many Americans, not only as spectators but as participants as well. There were 57 million bicyclists over age 15 in 1994, representing over 26 percent of the population. As we will see, bicycling is popular with a variety of Americans. In recent years, bicycling has become more diversified, with bicycles being used not only for road touring, but for dirt road and trail riding as well. Bicycling equipment has become more specialized, providing a safer and more technologically-based experience. Bicyclists at all interest levels can be accommodated, from the casual rider to the specialized enthusiast.

One of the most popular human powered outdoor recreation activities is walking. Walking remains popular across all age

groups, but is an especially popular activity for older Americans. Over two out of three Americans walked for outdoor recreation in 1994, a total of almost 134 million Americans. Walking accommodates a wide range of income levels, and provides outdoor recreation for pleasure as well as sport and fitness. One of the greatest opportunities for the outdoor industry is in footwear, and walking shoes have become a highly specialized product. Walking apparel also is being manufactured to accommodate a wide range of walking interests.

Human powered outdoor adventure activities also grew in popularity. Overall, 37 percent of Americans participated in some form of adventure outdoor recreation. In 1994, almost one in four Americans went hiking, a total of almost 48 million people. More rigorous outdoor adventure activities were also popular, although to a lesser degree. Backpacking was done by 15

million Americans, almost 8 percent of the population. Rock climbing and mountain climbing, both highly technical and specialized activities, were done by 7.5 million and 9 million Americans respectively. These adventure activities require a certain amount of skill and knowledge, and typically require specialized equipment as well. Their popularity indicates continued opportunities for the outdoor recreation industry.

Human powered boating

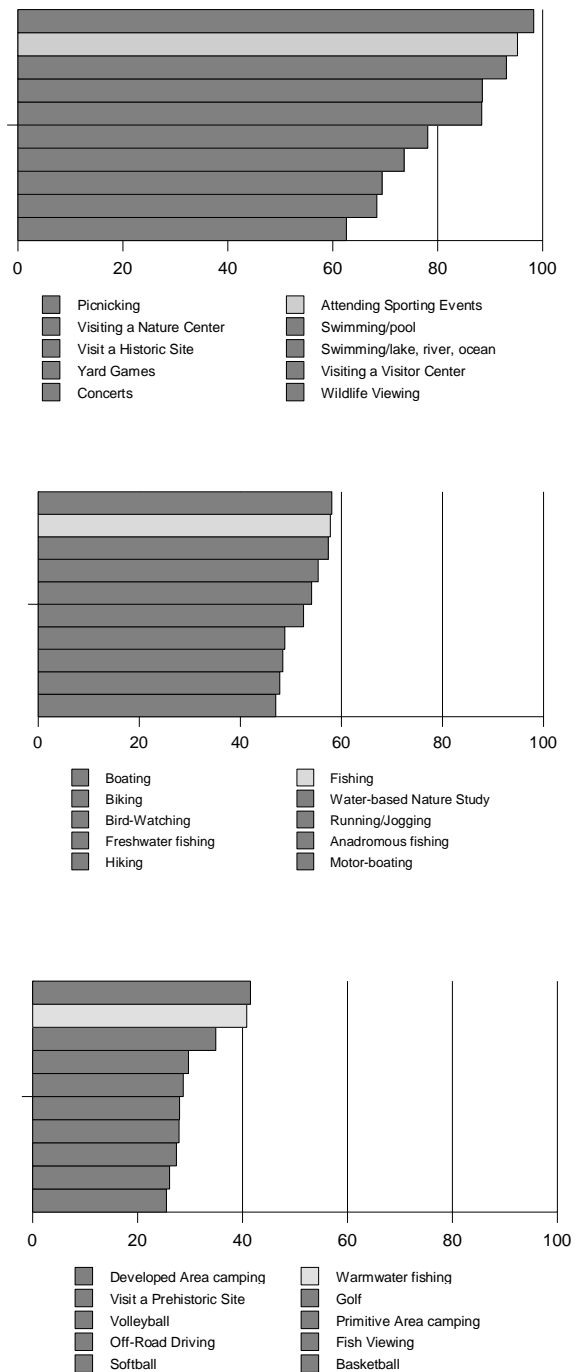


Figure 2.2—Activities with 25 to 99 million participants. Top is 60-99 million, middle is 40 to 59 million, and bottom is 15 to 39 million.

activities were also popular in 1994. Over 7 percent, or about 15 million Americans, went rafting in that year. Another 14 million went canoeing, almost 10 million went sailing, over 8 million went rowing, and almost 3 million went kayaking.

Although only 1 percent of Americans went sailboarding or windsurfing in 1994, that percentage represents over 2 million people. These activities are surprisingly popular, considering their novelty. Human powered boating activities are highly specialized outdoor recreation activities. Participation in these activities usually depends on either specially-produced equipment and services from the outdoor recreation industry. Motor-boating and related activities, such as waterskiing and jet skiing, were also extremely popular. Almost one in four Americans went motor-boating, representing 47 million people.

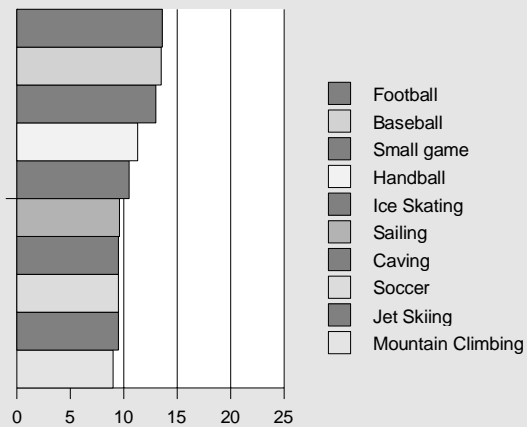
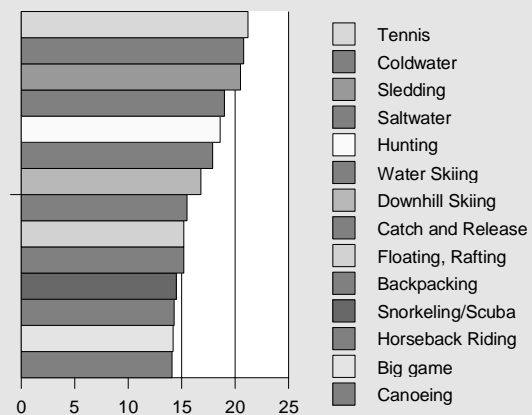
As always, swimming was a popular activity of Americans. Over one in two Americans went swimming in 1994, a total of

almost 109 million people. Specialized swimming activities were also popular. Snorkeling and scuba diving were represented by 14.5 million Americans, and 2.6 million Americans went surfing.

Mass Markets

All of the outdoor recreation activities included in the survey represent enough people and interest to be considered mass markets. Percentages of interviewees who reported participation, and estimates of numbers of American participants over age 15 are shown in the table at the end of this Chapter. Even windsurfing, the least popular of the listed activities, attracted more than 2 million participants.

Among the 13 groups of outdoor recreation activities listed earlier, all types of outdoor viewing had the most participants—an estimated 153 million Americans over 15 years old. More than three-fourths of respondents said they participated in at least one outdoor viewing activity. A little over two-thirds participated in one or more fitness activities, and a slightly smaller proportion participated in outdoor social activities (yard games, picnicking, and family gatherings). **Fitness activities** attract about 137 million



participants, and outdoor social

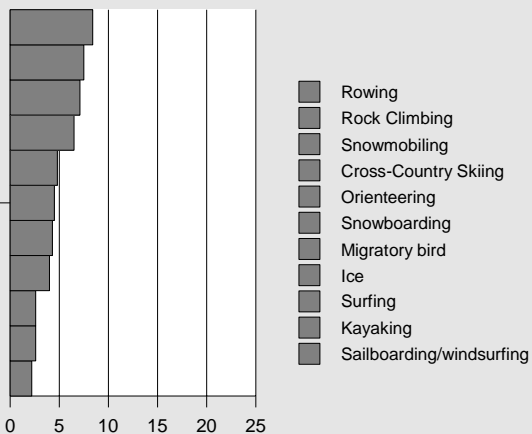


Figure 2.3—Activities with less than 25 million participants. Top is 14-25, middle is 9-13.9, and bottom is 0-8.9.

activities attract 136 million.

Trends Since 1982

In the search for emerging investment opportunities, understanding recent trends in participation in individual activities is important. Table 2.1 compares percentages of participation and millions of participants in 1982 and 1994-95 for individual activities and groups of activities that were included in both surveys.

For most activities, there are millions more participants in 1994 than there were in 1983. Among human powered activities, numbers of hikers had the largest increase—93.5 percent. Backpacking, another human-powered outdoor recreation activity, increased 73 percent. The number of people who walk for recreation increased by 42 percent, from 94 million to 134 million. The number of nonpool swimmers increased from 56 to 78 million, and the number of pool swimmers increased from 76 to 88 million.

Table 2.1—Percentages and millions of Americans who participated in outdoor recreation activities in 1982 and 1994. (Only activities common to both surveys are shown.)

| Activity | Number in 1982-83 (millions) | Number in 1994-95 (millions) | Percent Change |
|-----------------------------------|------------------------------------|------------------------------------|-------------------|
| Bicycling | 56.5 | 57.4 | +1.6 |
| Horseback Riding | 15.9 | 14.3 | -10.1 |
| Golf | 23.0 | 29.7 | +29.1 |
| Tennis | 30.0 | 21.2 | -29.3 |
| Outdoor Team | | | |
| Sports | 42.4 | 53.0 | +25.0 |
| Boating | 49.5 | 58.1 | +17.4 |
| Sailing | 10.6 | 9.6 | -9.4 |
| Motorboating | 33.6 | 47.0 | +39.9 |
| Water Skiing | 15.9 | 17.9 | +12.6 |
| Swimming/pool | 76.0 | 88.5 | +16.4 |
| Swimming/river, lake, or ocean | 56.5 | 78.1 | +38.2 |
| Fishing | 60.1 | 57.8 | -3.8 |
| Hunting | 21.2 | 18.6 | -12.3 |
| Hiking | 24.7 | 47.8 | +93.5 |
| Walking | 93.6 | 133.7 | +42.8 |
| Running/ Jogging | 45.9 | 52.5 | +14.4 |
| Bird Watching | 21.2 | 54.1 | +155.2 |
| Picnicking | 84.8 | 98.3 | +15.9 |
| Sightseeing | 81.3 | 113.4 | +39.5 |
| Off-Road Driving | 19.4 | 27.9 | +43.8 |
| Ice Skating | 10.6 | 10.5 | -0.9 |
| Downhill Skiing | 10.6 | 16.8 | +58.5 |
| Cross-Country | | | |
| Skiing | 5.3 | 6.5 | +22.6 |
| Snow-mobiling | 5.3 | 7.1 | +34.0 |
| Sledding | 17.7 | 20.5 | +15.8 |
| Camping (overall) | 42.4 | 52.8 | +24.5 |
| Developed Area | 30.0 | 41.5 | +38.3 |
| Primitive Area | 17.7 | 28.0 | +58.2 |
| Backpacking | 8.8 | 15.2 | +72.7 |
| Attending a | | | |
| Sports Event | 70.7 | 95.2 | +34.7 |
| Attending an Outdoor | | | |
| Concert or Play | 44.2 | 68.4 | +54.7 |

The number of downhill skiers rose from under 11 million to almost 17 million, an increase of 58.5 percent. Over the same period—from 1983 to 1994—there

was an increase of 24 percent in cross-country skiing.

There also were large increases in camping, particularly in primitive areas. The number of people who camp in primitive areas rose from a little under 17 million in 1983 to 28 million in 1994. Over the same period, the number who camp in developed areas rose from 30 million to 41.5 million. And the number of backpackers increased by 73 percent—from 9 to 15 million.

Some people participate in an activity once or twice a year. Others, the enthusiasts, may do so more frequently. To suppliers of outdoor recreation equipment and services, therefore, the frequency of participation is important. Table 2.2 compares rates of participation in 1994 with those in 1983. This table can only display rates of participation for activities listed in the 1982 and 1994 surveys.

Study of table 2.2 suggests that for people who engage in the listed activities, there has been

relatively little change in the number of days of participation in the last 12 years. An exception is birdwatching, where the percentage of infrequent birdwatchers has increased dramatically. This increase in the number of days of participation probably indicates that more individuals are novice birdwatchers, and that the popularity of this activity is growing rapidly. Table 2.1 confirms increased participation of 155% in birdwatching since 1982.

Large numbers in the left column of table 2.2, which represents 1 or 2 days of activity, suggest that many people are trying the activity. Large percentages in the right column represent high percentages of participants with sufficient interest to pursue an activity for more than 25 days in a given year. Most of the people who engaged in these activities did not do so very often. Many participated only once or twice. We do not know whether they will continue to pursue these activities occasionally or become

avid enthusiasts, but their initial interest represents a potential market for outdoor recreation manufacturers and retailers.

Some changes in the frequency of activity seem particularly important. In sailing, the number of people who do so once or twice a year is down, but the numbers who do so more frequently are up. These numbers probably mean that “enthusiastic” sailing is increasing in popularity. The increase in popularity of experienced backpacking is indicated by the increased percentages of people who are doing that activity more than 10 days a year. The same is true for primitive camping. Not only have the numbers of primitive campers increased as indicated in table 2.1, but the proportion of those people who camp more than 10 days a year also has increased.

Table 2.1 shows a major increase in the number of people who enjoy downhill skiing. Table 2.2, however, suggests that the proportion of all skiers who enjoy all types of skiing more than 10

times a year has dropped. In cross-country skiing, the pattern is different. Not only have the number of cross-country skiers risen by 24.5 percent; the proportions of people who enjoy that activity frequently also have grown.

Table 2.2—Comparison of 1982 to 1994 number of days spent in each activity.

| Activity and year | 1 to 2 days | 3 to 10 days | 11 to 25 days | More than 25 days |
|-----------------------------------|-------------|--------------|---------------|-------------------|
| -----Percent of participants----- | | | | |
| Bicycling | | | | |
| 1982 | 12 | 32 | 19 | 38 |
| 1994 | 14 | 32 | 19 | 36 |
| Horseback riding | | | | |
| 1982 | 47 | 27 | 8 | 17 |
| 1994 | 48 | 26 | 8 | 18 |
| Sailing | | | | |
| 1982 | 56 | 30 | 6 | 8 |
| 1994 | 48 | 33 | 11 | 7 |
| Motorboating | | | | |
| 1982 | 33 | 39 | 17 | 12 |
| 1994 | 29 | 39 | 18 | 14 |
| Pool swimming | | | | |
| 1982 | 14 | 38 | 19 | 29 |
| 1994 | 13 | 38 | 18 | 32 |
| Nonpool swimming | | | | |
| 1982 | 19 | 42 | 20 | 19 |
| 1994 | 18 | 45 | 20 | 16 |
| Fishing | | | | |
| 1982 | 21 | 43 | 21 | 15 |
| Freshwater fishing only | | | | |
| 1994 | 21 | 40 | 20 | 19 |
| Camping and related | | | | |
| Backpacking | | | | |
| 1982 | 39 | 47 | 9 | 6 |
| 1994 | 41 | 41 | 11 | 7 |
| Developed camping | | | | |
| 1982 | 26 | 51 | 16 | 7 |
| 1994 | 24 | 52 | 16 | 8 |
| Primitive camping | | | | |
| 1982 | 36 | 47 | 12 | 6 |
| 1994 | 30 | 48 | 15 | 7 |
| Hiking | | | | |

| | | | | |
|--|----|----|----|-----|
| 1982 | 28 | 47 | 14 | 12 |
| 1994 | 29 | 40 | 16 | 15 |
| Birdwatching and other nature study | | | | |
| 1982 | 15 | 29 | 14 | 42 |
| 1994 | 48 | 30 | 10 | 13 |
| Off-road vehicle driving | | | | |
| 1982 | 23 | 39 | 21 | 17 |
| 1994 | 23 | 40 | 16 | 21 |
| Downhill skiing | | | | |
| 1982 | 34 | 44 | 16 | 7 |
| 1994 | 33 | 49 | 13 | 5 |
| Cross-country skiing | | | | |
| 1982 | 51 | 35 | 10 | 4 |
| 1994 | 36 | 47 | 11 | 5 |
| Snowmobiling | | | | |
| 1982 | 40 | 36 | 14 | 10 |
| 1994 | 46 | 32 | 11 | 11 |
| 1994 adventure activities: | | | | |
| Mtn. climbing | 56 | 36 | 6 | 2 |
| Rock climbing | 60 | 30 | 8 | 2 |
| Caving | 79 | 18 | 2 | 0.1 |
| Orienteering | 51 | 37 | 7 | 5 |

Table 2.3 provides an accounting of the percentage and estimated number of participants in all activities asked by the NSRE.

CHAPTER 3: THE ENTHUSIASTS

Patterns of participation in outdoor recreation are similar to those for many human activities. When people find something they really like, they do it often. As a result, the most active participants account for a majority of the participation in outdoor recreation activities. These participants are the enthusiasts. Enthusiasts are defined for this report as the most active one-third of participants in each activity. In this chapter, the focus is on enthusiasts of human powered outdoor recreation.

For suppliers of outdoor recreation equipment and services, the importance of enthusiasts is obvious. Enthusiasts account for a large share of sales, and in particular may represent a greater percentage of repeat or upgrade sales. Knowing the characteristics of

enthusiasts will help marketers direct advertising to them, and to others with similar characteristics who might be budding enthusiasts.

Enthusiasts dominate the outdoor recreation market. The most enthusiastic one-third account for much higher proportions of total activity—a range from 58 percent for caving to 92 percent for wildlife viewing (table 3.1). What this means is that the most active one-third of the people who report that they viewed wildlife in the past year account for 92% of the total days spent wildlife viewing. From table 3.1, it is clear that enthusiasts account for most of America's outdoor recreation participation. On the average, between 70 percent and 80 percent of all outdoor recreation activity can be attributed to the top one-third

of participants. Although table 3.1 shows the percentage of participation and number of days for enthusiasts of all activities, the majority of the discussion in this chapter will focus on human powered enthusiasts.¹

For each activity, however, there is a good deal of variation in how many participants are enthusiasts. Only 0.9 percent of the U.S. population are enthusiast cross-country skiers. Compare this with enthusiast walkers, which make up 21 percent of the population (table 3.1). It seems that the more specialized activities have fewer enthusiasts, but those enthusiasts still account for the vast majority of participation within each activity. For example, less

than 2 percent of the U.S. population are mountain climbing, rock climbing, or caving enthusiasts, but those small percentages still account for the majority of participation within each activity.

For human powered activities, walking is the only activity for which enthusiasts account for over 10 percent of the U.S. population. Seven percent of the U.S. population are hiking enthusiasts, about equal with the number of biking enthusiasts nationwide. Marketing to enthusiasts of human powered activities is, on the whole, a specialized area that can be focused on the relatively few enthusiasts who represent the majority of participation.

¹For participation information for all human powered outdoor recreation participants, refer to the tables in chapter 5.

Characteristics of Enthusiasts

Within human powered outdoor recreation activities, enthusiasts are young— most are under 40 years old (table 3.2). An exception to this is walking, for which one in four enthusiasts are over 60 years old. For outdoor adventure human powered activities, such as hiking, backpacking, and rock and mountain climbing, a large percentage of participants are between 16 and 24 years old. We will see later that many of these young enthusiasts may also still live with their parents— an important characteristic to consider when marketing to this group. Human powered boating enthusiasts also tend to be young. It should be noted, however, that somewhere around one-fourth of human powered outdoor recreation enthusiasts are between 30 and 39 years old. This

market segment is important because between the ages of 30 and 39, participants may be better established financially and therefore better able to afford specialized outdoor recreation equipment and services.

The overwhelming majority of outdoor recreation enthusiasts are Caucasian (table 3.3). Because the majority of the U.S. population is Caucasian, it is easy to forget that minority cultures also participate in outdoor recreation in the millions. They also represent a small but important percentage of the enthusiasts. For example, almost 14 percent of biking enthusiasts are minorities, and 15 percent of all walking enthusiasts are minorities. These enthusiasts represent emerging markets for the human powered

outdoor recreation industry, as the percentage of minorities in the U.S. population grows and is expected to continue growing into the 21st century.

Enthusiasts are slightly more likely to be men than women, although a significant number of women are enthusiasts (table 3.4). For example, men and women are rafting enthusiasts in almost equal numbers, and women biking, rowing, and sailing enthusiasts comprise over 40 percent of those participants. In sharp contrast, about seven out of ten outdoor adventure enthusiasts are men. More women than men are walking enthusiasts, however, representing over 60 percent of those participants.

On the average, enthusiasts have household incomes of between \$25,000 and

\$75,000 (table 3.5). There are a few exceptions to this, but the overwhelming majority of enthusiasts, including human powered enthusiasts, can be considered upper-middle to middle class. This is an important consideration for the marketing of outdoor recreation equipment and services. Considering the young age of many human powered outdoor recreation enthusiasts, this income range is of interest. For some of these activities, about one in four enthusiasts have lower incomes. For example, between 22 and 27 percent of biking, walking, rowing, hiking, and backpacking enthusiasts have incomes below \$25,000.

Over one quarter of outdoor recreation enthusiasts live in two-person households (table 3.6). Over two-thirds of

biking enthusiasts live in households of between two and four people, suggesting biking's popularity as a household activity. Other activities for which enthusiasts tend to come from households of between two and four people include downhill skiing, camping, fishing, many forms of boating, and swimming. For outdoor adventure activities, enthusiasts seem to be more likely to come from households of between two and three members.

For many human powered outdoor recreation activities, enthusiasts live in households with four or more family members (table 3.7). One explanation for this may be the recent trend of more young people under age 25 to live at home with parents past high school. For some activities, enthusiasts seem to

be somewhat likely to live alone, such as for kayaking (50 percent), and for outdoor adventure activities (about one-third).

Outdoor recreation enthusiasts are well educated (table 3.8). Between one-third and 60 percent of human powered enthusiasts are college educated. Another 20 to 30 percent have post-secondary education experience. This is an important factor to consider when marketing to enthusiast markets. They are obviously a highly literate group, and marketing targeted to this group should reflect their higher-than-average education level.

Marketing for Human Powered Outdoor Recreation Enthusiasts

Enthusiasts represent a special market segment for the outdoor recreation industry. Enthusiasts participate more frequently than most in particular activities, and therefore have differing needs for outdoor recreation equipment and services. They are more likely to buy replacement equipment, especially for equipment with a limited life span. For example, enthusiast walkers and hikers will need to replace their footwear more often than non-enthusiasts. Enthusiasts are also more likely to upgrade their equipment as new technology is introduced. Lighter, stronger, or better performing materials, such as improved metal alloys in off-road bicycles, are likely to attract the attention of enthusiasts. Since enthusiasts are well educated, they are likely to

investigate the claims of equipment manufacturers, and to appreciate technological improvements. They may subscribe to specialist publications, and such publications offer an opportunity to promote new and improved equipment and services to outdoor recreation enthusiasts.

Outdoor recreation enthusiasts represent a small proportion of the total number of participants in each activity— but they also represent a majority of the total number of days of participation in each activity. The current participation profile of the human powered outdoor recreation enthusiast indicates a particular marketing strategy for the industry. It also suggests a number of areas in which marketing may expand. The

outdoor industry, therefore, may want to look closely at:

1. The increasing number of women participating in all forms of outdoor recreation. As equipment becomes lighter in weight and improves in performance, more women are likely to participate in technology-driven activities. For example, as boats become lighter and stronger, more women are likely to join the ranks of canoers and kayakers. The continuing increase in women's participation in team sports will also likely influence their participation in all activities, including all human powered outdoor recreation activities.
2. Minority participation in outdoor recreation. As the proportion of minorities grows in the 21st century, their participation in outdoor recreation will also increase. It is interesting to note that although outdoor recreation marketing has not particularly focused on minority participation, a substantial number of minorities participate in a variety of outdoor recreation activities. Marketing efforts aimed at minority participation may further boost the number of non-Caucasian enthusiasts.
3. The aging of the current enthusiast population. As the current generation of enthusiasts enters their 40s and 50s,

they will probably want to continue to remain active in outdoor recreation. With the aid of technology and the trend toward better health and fitness for older adults, current enthusiasts should remain active as they grow older. Outdoor recreation equipment development and marketing should continue to cater to these enthusiasts. As they grow older, they will likely have greater incomes and willingness to allocate their resources toward continued participation.

they will likely want to continue learning about their favorite activities and the natural environment in which they recreate. Education-oriented outdoor recreation equipment, such as binoculars, field guides, and cameras, will likely supplement and add value to the enthusiasts' experiences as they seek to learn more about and document their outdoor recreation experiences.

4. Interest in viewing and learning activities. Outdoor recreation enthusiasts are well educated. As they age,

5. Singles, couples, and family participants. The tables suggest that many human powered outdoor recreation participants are either single and living alone or living with parents. The tables also suggest that many human powered participants are currently in their 30s. Perhaps in the near future, outdoor recreation marketing for human powered activities should focus on both the single lifestyle and the young professional lifestyle.

When using the tables, it is always important to look at related activities for comparative information. It is also prudent to remember that the enthusiasts represent a small but vitally important market segment, and that their needs, interests, and consumer patterns will likely be different than for the less specialized outdoor recreation participant.

Using the Tables

The following tables provide specific information about outdoor recreation enthusiasts. They can provide a specific enthusiast profile for an activity or a group of related activities.

Table 3.1.– Percent and number of people 16 years and older who participated in individual outdoor recreation activities in 1994-95, and the enthusiasts who participated the most in each activity.¹

| Activity ¹² | Percent of U.S. population | Total number participating in each activity (millions) | To be classified as an Enthusiast, an individual had to participate at least this number of days annually | Percent of U.S. population classified as Enthusiasts | Number of enthusiasts (millions) | Percent of total days of participation by Enthusiasts (for each activity) |
|--------------------------------|----------------------------|--|---|--|----------------------------------|---|
| Fitness Activities | | | | | | |
| Biking | 28.7 | 57.4 | 30 | 7.4 | 14.7 | 80 |
| Walking | 66.7 | 133.7 | 112 | 21.4 | 42.8 | 76 |
| Viewing Activities | | | | | | |
| Visit a Prehistoric Site | 17.4 | 34.9 | 3 | 4.3 | 8.6 | 75 |
| Visit a Historic Site | 44.1 | 88.4 | 4 | 11.8 | 23.7 | 72 |
| Bird-Watching | 27.0 | 54.1 | 50 | 9.1 | 18.1 | 91 |
| Wildlife Viewing | 31.2 | 62.6 | 12 | 9.6 | 19.2 | 92 |
| Fish Viewing | 13.7 | 27.4 | 10 | 3.7 | 7.4 | 85 |
| Sightseeing | 56.6 | 113.4 | 12 | 17.4 | 34.9 | 78 |
| Visiting a Beach or Waterside | 62.1 | 124.4 | 15 | 19.7 | 39.5 | 84 |
| Studying Nature near Water | 27.6 | 55.4 | 10 | 8.5 | 17 | 89 |
| Snow and Ice Activities | | | | | | |
| Downhill Skiing | 8.4 | 16.9 | 6 | 2.6 | 5.2 | 74 |
| Cross-Country Skiing | 3.3 | 6.5 | 6 | 0.9 | 1.7 | 73 |
| Snowmobiling | 3.6 | 7.1 | 5 | 1.1 | 2.1 | 84 |
| Camping (overall) | | | | | | |
| Developed Area | 20.7 | 41.5 | 8 | 6.3 | 12.7 | 76 |
| Primitive Area | 14.0 | 28.0 | 7 | 4.1 | 8.1 | 76 |
| Hunting | | | | | | |
| Big game | 7.1 | 14.2 | 12 | 2.4 | 4.8 | 74 |
| Small game | 6.5 | 13.0 | 10 | 1.9 | 3.9 | 77 |
| Migratory bird | 2.1 | 4.3 | 7 | 0.6 | 1.2 | 71 |
| Fishing | | | | | | |

¹Enthusiasts are the most active one-third of participants in each activity, by number of days participating in each activity annually.

| Activity ¹² | Percent of U.S. population | Total number participating (all participants in each activity) (millions) | To be classified as an Enthusiast, an individual had to participate at least this number of days annually | Percent of U.S. population classified as Enthusiasts | Number of enthusiasts (millions) | Percent of total days of participation by Enthusiasts (for each activity) |
|-------------------------------------|----------------------------|---|---|--|----------------------------------|---|
| Freshwater | 24.4 | 48.8 | 15 | 7.1 | 14.2 | 79 |
| Saltwater | 9.5 | 19.0 | 7 | 2.6 | 5.1 | 85 |
| Warmwater | 20.4 | 40.8 | 14 | 6.2 | 12.4 | 82 |
| Coldwater | 10.4 | 20.8 | 10 | 2.3 | 4.6 | 76 |
| Anadromous | 1.8 | 3.6 | 6 | 1.0 | 2 | 80 |
| Catch and Release | 7.7 | 15.5 | 15 | 3.9 | 7.8 | 80 |
| Boating | | | | | | |
| Sailing | 4.8 | 9.6 | 5 | 1.4 | 2.9 | 81 |
| Canoeing | 7.0 | 14.1 | 4 | 1.8 | 3.6 | 73 |
| Kayaking | 1.3 | 2.7 | 5 | 0.2 | 0.4 | 78 |
| Rowing | 4.2 | 8.4 | 3 | 1.1 | 2.3 | 79 |
| Floating, Rafting | 7.6 | 15.2 | 4 | 1.9 | 3.8 | 75 |
| Sailboard/windsurfing | 1.1 | 2.2 | 4 | 0.3 | 0.6 | 81 |
| Swimming Activities | | | | | | |
| Surfing | 1.3 | 2.6 | 15 | 0.3 | 0.7 | 89 |
| Swimming/pool | 44.2 | 88.5 | 25 | 13.0 | 26.1 | 80 |
| Swimming/non-pool | 39.0 | 78.1 | 13 | 11.9 | 23.9 | 78 |
| Snorkeling/Scuba | 7.2 | 14.5 | 5 | 1.8 | 3.6 | 77 |
| Outdoor Adventure Activities | | | | | | |
| Hiking | 23.9 | 47.8 | 10 | 7.1 | 14.1 | 83 |
| Orienteering | 2.4 | 4.8 | 5 | 0.6 | 1.2 | 75 |
| Backpacking | 7.6 | 15.2 | 5 | 2.4 | 4.9 | 81 |
| Mountain Climbing | 4.5 | 9.0 | 3 | 1.3 | 2.7 | 74 |
| Rock Climbing | 3.7 | 7.5 | 3 | 1.0 | 2 | 78 |
| Caving | 4.7 | 9.5 | 2 | 1.1 | 2.2 | 58 |
| Off-Road Driving | 13.9 | 27.9 | 14 | 4.5 | 9 | 87 |
| Horseback Riding | 7.1 | 14.3 | 6 | 2.3 | 4.7 | 94 |
| Social Activities | | | | | | |
| Picnicking | 49.1 | 98.3 | 7 | 15.0 | 30 | 73 |

Table 3.2. – Percentage of Enthusiasts among activities by age group, 1994-95.¹

| Activity | 16-24 | 25-29 | 30-39 | 40-49 | 50-59 | Over 60 |
|--------------------------------|-------|-------|-------|-------|-------|---------|
| Fitness Activities | | | | | | |
| Biking | 24.4 | 15.8 | 25.3 | 15.8 | 8.5 | 10.2 |
| Walking | 15 | 9.8 | 19.6 | 16 | 13.1 | 26.5 |
| Viewing Activities | | | | | | |
| Visit a Prehistoric Site | 17.2 | 12 | 21.5 | 19.6 | 11.6 | 18.1 |
| Visit a Historic Site | 14.7 | 11.8 | 23.4 | 20.7 | 12.2 | 17.2 |
| Bird-Watching | 4.9 | 7.1 | 18.8 | 18.4 | 17.5 | 33.3 |
| Wildlife Viewing | 10.6 | 11.3 | 25.1 | 21.3 | 14.7 | 17.1 |
| Fish Viewing | 9.5 | 12.7 | 23.7 | 21.9 | 11.3 | 20.9 |
| Sightseeing | 13.1 | 10.9 | 20.7 | 18.9 | 13.9 | 22.5 |
| Visiting a Beach or Waterside | 20.4 | 14.1 | 24.9 | 18.6 | 8.1 | 13.9 |
| Studying Nature Near Water | 12.3 | 11.8 | 23.9 | 23.1 | 13.9 | 14.9 |
| Snow and Ice Activities | | | | | | |
| Downhill Skiing | 35.8 | 16.4 | 21.5 | 15.7 | 6.7 | 3.9 |
| Cross-Country Skiing | 16.8 | 14.3 | 24.7 | 15.4 | 16.5 | 12.3 |
| Snowmobiling | 22 | 15.5 | 26.6 | 20.5 | 9.1 | 6.4 |
| Camping (overall) | | | | | | |
| Developed Area | 15 | 15.2 | 24.5 | 20 | 11.4 | 13.8 |
| Primitive Area | 24.2 | 15.6 | 24.1 | 20.3 | 8.9 | 7 |
| Hunting | | | | | | |
| Big Game | 20.8 | 17.5 | 30.4 | 16.7 | 6 | 8.6 |
| Small Game | 18.6 | 20.2 | 26 | 18.4 | 9.7 | 7.1 |
| Migratory Bird | 20.2 | 12 | 27.8 | 17.3 | 9.1 | 13.7 |

¹Enthusiasts are the most active one-third of participants in each activity, by number of days participating in each activity annually.

| Activity | 16-24 | 25-29 | 30-39 | 40-49 | 50-59 | Over 60 |
|-------------------------------------|-------|-------|-------|-------|-------|---------|
| Fishing | | | | | | |
| Freshwater | 16.5 | 13 | 24.8 | 17.9 | 13 | 14.7 |
| Saltwater | 17.2 | 14.7 | 23.4 | 19.3 | 10 | 15.4 |
| Warmwater | 18.7 | 14.2 | 23.7 | 16.8 | 11.7 | 14.8 |
| Coldwater | 13.2 | 18.3 | 22.4 | 15.2 | 11.8 | 19.1 |
| Anadromous | 16.6 | 15 | 24.7 | 17.5 | 11.3 | 14.9 |
| Catch and Release | 19.3 | 17.7 | 25.3 | 15.2 | 10.8 | 11.7 |
| Boating | | | | | | |
| Sailing | 23.4 | 12 | 22.3 | 15.5 | 7.8 | 19 |
| Canoeing | 27.6 | 9.3 | 24 | 16.1 | 13.5 | 9.6 |
| Kayaking | 22.5 | 21.6 | 33 | 16.7 | 0.1 | 6.1 |
| Rowing | 15.5 | 6.6 | 26.6 | 18.1 | 12.9 | 20.2 |
| Floating, Rafting | 37.1 | 20.1 | 23.6 | 11.8 | 4 | 3.5 |
| Sailboarding/windsurfing | 24.5 | 7.7 | 31.7 | 17.2 | 3.1 | 15.7 |
| Swimming Activities | | | | | | |
| Surfing | 54.2 | 22.2 | 12 | 4.4 | --- | 7.1 |
| Swimming/pool | 26.9 | 13.4 | 26.9 | 14.7 | 7.5 | 10.6 |
| Swimming/non-pool | 27 | 15.3 | 25.4 | 18 | 7 | 7.3 |
| Snorkeling/Scuba | 20.2 | 21.7 | 28 | 18.3 | 7.9 | 4 |
| Outdoor Adventure Activities | | | | | | |
| Hiking | 24.4 | 15.3 | 25.9 | 17.1 | 8.5 | 8.8 |
| Orienteering | 32.2 | 23.1 | 18.7 | 13.2 | 6.3 | 6.5 |
| Backpacking | 33.4 | 18.2 | 22.1 | 15.7 | 6.8 | 3.9 |
| Mountain Climbing | 29.5 | 20.4 | 21.7 | 13.5 | 8.8 | 6 |
| Rock Climbing | 45.5 | 23.8 | 12.6 | 12 | 5.6 | 0.6 |

| Activity | 16-24 | 25-29 | 30-39 | 40-49 | 50-59 | Over 60 |
|---|-------|-------|-------|-------|-------|---------|
| Outdoor Adventure Activities (continued) | | | | | | |
| Caving | 34.4 | 23.3 | 21.2 | 10.1 | 8.8 | 2.2 |
| Off-Road Driving | 25.6 | 18.2 | 24.4 | 14.4 | 7 | 10.3 |
| Horseback Riding | 36.8 | 12.4 | 21.5 | 18.7 | 6.3 | 4.2 |
| Social Activities | | | | | | |
| Picnicking | 13.5 | 12.8 | 31.6 | 19.6 | 11.4 | 11.2 |

Table 3.3.– Percentage of Enthusiasts among activities by racial group, 1994-95.¹

| Activity | Caucasian | African American | Other (includes Hispanic) |
|--------------------------------|-----------|------------------|---------------------------|
| Fitness Activities | | | |
| Biking | 86.2 | 8.2 | 5.6 |
| Walking | 85.0 | 9.7 | 5.3 |
| Viewing Activities | | | |
| Visit a Prehistoric Site | 82.6 | 9.3 | 8.1 |
| Visit a Historic Site | 91.9 | 4.3 | 3.8 |
| Bird-Watching | 90.6 | 7.7 | 1.7 |
| Wildlife Viewing | 91.0 | 6.1 | 2.9 |
| Fish Viewing | 89.2 | 6.7 | 4.1 |
| Sightseeing | 89.2 | 6.1 | 4.8 |
| Visiting a Beach or Waterside | 90.5 | 4.9 | 4.6 |
| Studying Nature Near Water | 93.4 | 2.6 | 3.9 |
| Snow and Ice Activities | | | |
| Downhill Skiing | 94.7 | 0.6 | 4.8 |
| Cross-Country Skiing | 96.7 | --- | 3.3 |
| Snowmobiling | 95.7 | 3.0 | 1.3 |
| Camping (overall) | | | |
| Developed Area | 95.0 | 1.4 | 3.5 |
| Primitive Area | 93.1 | 2.9 | 4.0 |
| Hunting | | | |
| Big Game | 97.2 | 1.7 | 1.1 |
| Small Game | 94.9 | 2.2 | 2.9 |
| Migratory Bird | 98.9 | --- | 1.1 |

¹Enthusiasts are the most active one-third of participants in each activity, by number of days participating in each activity annually.

| Activity | Caucasian | African American | Other (includes Hispanic) |
|-------------------------------------|-----------|------------------|---------------------------|
| Fishing | | | |
| Freshwater | 89.9 | 7.5 | 2.6 |
| Saltwater | 82.7 | 7.5 | 9.7 |
| Warmwater | 88.7 | 8.7 | 2.6 |
| Coldwater | 95.2 | 2.4 | 2.4 |
| Anadromous | 90.7 | 3.8 | 5.6 |
| Catch and Release | 91.9 | 5.8 | 2.4 |
| Boating | | | |
| Sailing | 93.8 | 3.2 | 3.0 |
| Canoeing | 96.4 | 0.9 | 2.7 |
| Kayaking | 98.0 | --- | 2.0 |
| Rowing | 91.4 | 5.9 | 2.7 |
| Floating, Rafting | 92.4 | 3.2 | 4.4 |
| Sailboarding/windsurfing | 88.3 | 7.4 | 4.3 |
| Swimming Activities | | | |
| Surfing | 97.7 | | 2.3 |
| Swimming/pool | 94.0 | 2.7 | 3.3 |
| Swimming/non-pool | 94.6 | 1.6 | 3.8 |
| Snorkeling/Scuba | 94.7 | 2.7 | 2.6 |
| Outdoor Adventure Activities | | | |
| Hiking | 88.2 | 5.6 | 6.2 |
| Orienteering | 83.1 | 8.0 | 8.9 |
| Backpacking | 91.7 | 2.9 | 5.4 |
| Mountain Climbing | 93.3 | 2.1 | 4.6 |
| Rock Climbing | 92.5 | 0.4 | 7.1 |

| Activity | Caucasian | African American | Other (includes Hispanic) |
|---|-----------|------------------|---------------------------|
| Outdoor Adventure Activities (continued) | | | |
| Caving | 88.3 | 0.9 | 10.8 |
| Off-Road Driving | 92.6 | 4.2 | 3.2 |
| Horseback Riding | 93.9 | 1.5 | 4.6 |
| Social Activities | | | |
| Picnicking | 86.1 | 8.1 | 5.8 |

Table 3.4.– Percentage of Enthusiasts among activities by gender group, 1994-95.¹

| Activity | Male | Female |
|--------------------------------|------|--------|
| Fitness Activities | | |
| Biking | 57.0 | 43.0 |
| Walking | 39.5 | 60.5 |
| Viewing Activities | | |
| Visit a Prehistoric Site | 55.9 | 44.1 |
| Visit a Historic Site | 52.4 | 47.6 |
| Bird-Watching | 37.8 | 62.2 |
| Wildlife Viewing | 48.7 | 51.3 |
| Fish Viewing | 56.3 | 43.7 |
| Sightseeing | 46.6 | 53.4 |
| Visiting a Beach or Waterside | 51.9 | 48.1 |
| Studying Nature Near Water | 49.9 | 50.1 |
| Snow and Ice Activities | | |
| Downhill Skiing | 62.7 | 37.3 |
| Cross-Country Skiing | 51.3 | 48.7 |
| Snowmobiling | 67.6 | 32.4 |
| Camping (overall) | | |
| Developed Area | 53.9 | 46.1 |
| Primitive Area | 71.0 | 29.0 |
| Hunting | | |
| Big Game | 93.0 | 7.0 |
| Small Game | 92.9 | 7.1 |
| Migratory Bird | 93.8 | 6.2 |

¹Enthusiasts are the most active one-third of participants in each activity, by number of days participating in each activity annually.

| Activity | Male | Female |
|-------------------------------------|------|--------|
| Fishing | | |
| Freshwater | 74.0 | 26.0 |
| Saltwater | 71.3 | 28.7 |
| Warmwater | 72.6 | 27.4 |
| Coldwater | 74.3 | 25.7 |
| Anadromous | 77.0 | 23.0 |
| Catch and Release | 78.7 | 21.3 |
| Boating | | |
| Sailing | 56.9 | 43.1 |
| Canoeing | 64.4 | 35.6 |
| Kayaking | 78.8 | 21.2 |
| Rowing | 56.3 | 43.7 |
| Floating, Rafting | 50.2 | 49.8 |
| Sailboarding/windsurfing | 58.8 | 41.2 |
| Swimming Activities | | |
| Surfing | 87.9 | 12.1 |
| Swimming/pool | 41.1 | 58.9 |
| Swimming/non-pool | 51.9 | 48.1 |
| Snorkeling/Scuba | 67.9 | 32.1 |
| Outdoor Adventure Activities | | |
| Hiking | 56.7 | 43.3 |
| Orienteering | 70.4 | 29.6 |
| Backpacking | 75.4 | 24.6 |
| Mountain Climbing | 72.2 | 27.8 |
| Rock Climbing | 71.9 | 28.1 |

| Activity | Male | Female |
|---|------|--------|
| Outdoor Adventure Activities (continued) | | |
| Caving | 65.8 | 34.2 |
| Off-Road Driving | 67.2 | 32.8 |
| Horseback Riding | 44.8 | 55.2 |
| Social Activities | | |
| Picnicking | 39.5 | 60.5 |

Table 3.5.– Percentage of Enthusiasts among activities by income group, 1994-95.¹

| Activity | Under \$15,000 | \$15,000-24,999 | \$25,000-49,999 | \$50,000-74,999 | \$75,000-99,999 | Over \$100,000 |
|--------------------------------|----------------|-----------------|-----------------|-----------------|-----------------|----------------|
| Fitness Activities | | | | | | |
| Biking | 7.4 | 15.0 | 33.8 | 22.5 | 11.7 | 9.6 |
| Walking | 9.5 | 17.6 | 35.6 | 22.1 | 8.3 | 6.8 |
| Viewing Activities | | | | | | |
| Visit a Prehistoric Site | 4.1 | 13.0 | 39.7 | 23.4 | 10. | 9.0 |
| Visit a Historic Site | 4.4 | 9.7 | 36.8 | 26.1 | 12.3 | 10.7 |
| Bird-Watching | 9.0 | 18.7 | 36.6 | 21.1 | 9.3 | 5.2 |
| Wildlife Viewing | 8.4 | 15.7 | 36.3 | 22.9 | 10.4 | 6.3 |
| Fish Viewing | 5.7 | 13.9 | 38.1 | 22.9 | 11.4 | 8.1 |
| Sightseeing | 6.0 | 14.3 | 35.7 | 24.1 | 10.6 | 9.3 |
| Visiting a Beach or Waterside | 7.1 | 13.6 | 36.6 | 23.1 | 10.2 | 9.3 |
| Studying Nature Near Water | 4.9 | 15.3 | 34.2 | 25.2 | 12.0 | 8.4 |
| Snow and Ice Activities | | | | | | |
| Downhill Skiing | 3.8 | 6.9 | 27.0 | 25.2 | 14.9 | 22.3 |
| Cross-Country Skiing | 2.6 | 15.1 | 36.8 | 23.2 | 15.8 | 6.5 |
| Snowmobiling | 1.3 | 13.9 | 45.4 | 26.7 | 7.9 | 4.8 |
| Camping (overall) | | | | | | |
| Developed Area | 5.5 | 12.8 | 39.5 | 25.3 | 11.1 | 5.8 |
| Primitive Area | 8.7 | 14.5 | 40.6 | 23.2 | 6.8 | 6.2 |

¹Enthusiasts are the most active one-third of participants in each activity, by number of days participating in each activity annually.

| Activity | Under \$15,000 | \$15,000-24,999 | \$25,000-49,999 | \$50,000-74,999 | \$75,000-99,999 | Over \$100,000 |
|----------------------------|----------------|-----------------|-----------------|-----------------|-----------------|----------------|
| Hunting | | | | | | |
| Big Game | 5.2 | 15.9 | 42.1 | 18.0 | 12.3 | 6.5 |
| Small Game | 5.6 | 17.8 | 39.8 | 18.2 | 12.3 | 6.2 |
| Migratory Bird | 4.2 | 15.1 | 45.7 | 12.3 | 16.6 | 6.0 |
| Fishing | | | | | | |
| Freshwater | 7.2 | 20.4 | 41.5 | 17.5 | 9.8 | 3.7 |
| Saltwater | 7.0 | 13.8 | 34.6 | 24.0 | 11.9 | 8.7 |
| Warmwater | 7.5 | 21.6 | 38.3 | 19.5 | 9.0 | 4.2 |
| Coldwater | 5.3 | 20.0 | 44.3 | 16.3 | 10.5 | 3.7 |
| Anadromous | 1.0 | 10.7 | 40.9 | 30.1 | 14.1 | 3.2 |
| Catch and Release | 7.2 | 18.9 | 36.2 | 20.3 | 11.9 | 5.5 |
| Boating | | | | | | |
| Sailing | 6.2 | 8.6 | 26.0 | 28.3 | 16.4 | 14.5 |
| Canoeing | 5.2 | 11.2 | 32.7 | 30.4 | 13.1 | 7.4 |
| Kayaking | 5.3 | 8.9 | 42.5 | 38.4 | 0.7 | 4.2 |
| Rowing | 12.4 | 15.6 | 40.1 | 17.2 | 6.0 | 8.7 |
| Floating, Rafting | 4.9 | 10.4 | 40.1 | 28.2 | 10.2 | 6.3 |
| Sailboarding/windsurfing | --- | 8.6 | 16.9 | 33.9 | 23.9 | 16.8 |
| Swimming Activities | | | | | | |
| Surfing | 10.7 | 16.5 | 17.8 | 30.1 | 3.7 | 21.2 |
| Swimming/pool | 6.1 | 10.1 | 36.7 | 26.5 | 10.4 | 10.3 |
| Swimming/non-pool | 6.2 | 12.7 | 36.4 | 22.7 | 11.1 | 11.0 |
| Snorkeling/Scuba | 3.8 | 6.9 | 28.5 | 29.3 | 14.4 | 17.2 |

| Activity | Under \$15,000 | \$15,000- 24,999 | \$25,000- 49,999 | \$50,000- 74,999 | \$75,000- 99,999 | Over \$100,000 |
|-------------------------------------|-------------------|---------------------|---------------------|---------------------|---------------------|-------------------|
| Outdoor Adventure Activities | | | | | | |
| Hiking | 8.8 | 13.9 | 35.4 | 25.0 | 9.6 | 7.2 |
| Orienteering | 10.0 | 9.5 | 46.7 | 24.6 | 8.2 | 0.9 |
| Backpacking | 10.1 | 17.2 | 32.6 | 24.3 | 8.2 | 7.7 |
| Mountain Climbing | 4.4 | 9.4 | 35.3 | 30.6 | 7.9 | 12.3 |
| Rock Climbing | 7.4 | 11.0 | 38.8 | 21.3 | 6.2 | 15.4 |
| Caving | 8.5 | 12.6 | 42.9 | 17.4 | 10.3 | 8.3 |
| Off-Road Driving | 6.1 | 16.1 | 41.6 | 21.9 | 7.3 | 7.2 |
| Horseback Riding | 7.2 | 9.0 | 34.4 | 26.4 | 11.5 | 11.4 |
| Social Activities | | | | | | |
| Picnicking | 9.0 | 14.5 | 39.8 | 22.4 | 9.2 | 5.1 |

Table 3.6.– Percentage of Enthusiasts among activities by number in household, 1994-95.¹

| Activity | One person household | Two person household | Three person household | Four person household | Five or more person household |
|--------------------------------|----------------------|----------------------|------------------------|-----------------------|-------------------------------|
| Fitness Activities | | | | | |
| Biking | 15.9 | 27.9 | 20.5 | 20.8 | 14.9 |
| Walking | 17.7 | 35.7 | 17.6 | 16.1 | 12.8 |
| Viewing Activities | | | | | |
| Visit a Prehistoric Site | 15.4 | 36.8 | 17.8 | 19.1 | 11.0 |
| Visit a Historic Site | 15.4 | 35.5 | 19.2 | 18.7 | 11.3 |
| Bird-Watching | 17.8 | 43.9 | 15.1 | 14.7 | 8.5 |
| Wildlife Viewing | 16.8 | 34.6 | 19.7 | 16.9 | 12.0 |
| Fish Viewing | 15.2 | 36.4 | 17.9 | 19.8 | 10.7 |
| Sightseeing | 15.7 | 39.5 | 17.8 | 16.5 | 10.4 |
| Visiting a Beach or Waterside | 15.2 | 31.2 | 18.9 | 21.0 | 13.7 |
| Studying Nature Near Water | 14.7 | 34.3 | 20.0 | 18.5 | 12.4 |
| Snow and Ice Activities | | | | | |
| Downhill Skiing | 16.2 | 26.2 | 21.3 | 22.2 | 14.1 |
| Cross-Country Skiing | 18.8 | 36.7 | 14.7 | 14.5 | 15.2 |
| Snowmobiling | 7.5 | 29.2 | 23.0 | 25.8 | 14.6 |
| Camping (overall) | | | | | |
| Developed Area | 10.2 | 32.7 | 20.6 | 22.2 | 14.4 |
| Primitive Area | 14.5 | 31.4 | 17.1 | 22.0 | 15.0 |

¹Enthusiasts are the most active one-third of participants in each activity, by number of days participating in each activity annually.

| Activity | One person household | Two person household | Three person household | Four person household | Five or more person household |
|----------------------------|----------------------|----------------------|------------------------|-----------------------|-------------------------------|
| Hunting | | | | | |
| Big Game | 11.5 | 28.5 | 22.8 | 23.1 | 14.1 |
| Small Game | 14.7 | 20.1 | 28.6 | 22.8 | 13.8 |
| Migratory Bird | 20.3 | 28.1 | 23.6 | 19.9 | 8.0 |
| Fishing | | | | | |
| Freshwater | 15.4 | 31.5 | 19.9 | 21.6 | 11.5 |
| Saltwater | 11.5 | 31.9 | 18.8 | 26.9 | 10.8 |
| Warmwater | 13.1 | 32.1 | 20.7 | 21.9 | 12.2 |
| Coldwater | 17.3 | 35.8 | 16.9 | 20.7 | 9.3 |
| Anadromous | 16.8 | 24.5 | 24.7 | 25.4 | 8.5 |
| Catch and Release | 14.1 | 29.9 | 18.5 | 24.2 | 13.3 |
| Boating | | | | | |
| Sailing | 24.3 | 28.8 | 15.2 | 21.9 | 9.7 |
| Canoeing | 16.5 | 23.7 | 23.9 | 20.1 | 15.8 |
| Kayaking | 33.6 | 29.1 | 19.3 | 14.1 | 3.9 |
| Rowing | 18.7 | 28.3 | 16.5 | 22.6 | 13.9 |
| Floating, Rafting | 11.1 | 25.6 | 29.4 | 20.1 | 13.7 |
| Sailboarding/windsurfing | 23.7 | 26.6 | 23.5 | 14.2 | 12.0 |
| Swimming Activities | | | | | |
| Surfing | 20.9 | 39.3 | 18.5 | 4.3 | 17.0 |
| Swimming/pool | 10.5 | 24.9 | 19.9 | 24.4 | 20.4 |
| Swimming/non-pool | 13.8 | 26.2 | 20.2 | 23.6 | 16.2 |
| Snorkeling/Scuba | 20.9 | 29.2 | 20.4 | 19.6 | 9.9 |

| Activity | One person household | Two person household | Three person household | Four person household | Five or more person household |
|-------------------------------------|----------------------|----------------------|------------------------|-----------------------|-------------------------------|
| Outdoor Adventure Activities | | | | | |
| Hiking | 16.5 | 33.3 | 18.7 | 19.3 | 12.2 |
| Orienteering | 5737 | 18.2 | 20.8 | 32.3 | 4.3 |
| Backpacking | 20.8 | 26.2 | 23.8 | 18.3 | 10.9 |
| Mountain Climbing | 20.9 | 28.2 | 18.6 | 18.9 | 13.4 |
| Rock Climbing | 19.1 | 23.7 | 20.7 | 21.6 | 15.0 |
| Caving | 8.1 | 33.3 | 23.2 | 19.1 | 16.3 |
| Off-Road Driving | 10.7 | 30.0 | 22.6 | 20.3 | 16.4 |
| Horseback Riding | 15.4 | 20.8 | 22.6 | 24.7 | 16.5 |
| Social Activities | | | | | |
| Picnicking | 12.1 | 27.2 | 19.8 | 22.7 | 18.1 |

Table 3.7.– Percentage of Enthusiasts among activities by number of family members in household, 1994-95.¹

| Activity | One family member in household | Two family members in household | Three family members in household | Four or more family members in household |
|--------------------------------|--------------------------------|---------------------------------|-----------------------------------|--|
| Fitness Activities | | | | |
| Biking | 23.6 | 24.2 | 18.6 | 33.5 |
| Walking | 22.5 | 33.5 | 17.0 | 26.9 |
| Viewing Activities | | | | |
| Visit a Prehistoric Site | 21.5 | 35.0 | 14.6 | 28.9 |
| Visit a Historic Site | 22.2 | 31.6 | 17.7 | 28.5 |
| Bird-Watching | 22.5 | 41.2 | 14.1 | 22.2 |
| Wildlife Viewing | 21.6 | 31.1 | 19.8 | 27.4 |
| Fish Viewing | 22.5 | 31.6 | 16.6 | 29.4 |
| Sightseeing | 21.8 | 36.7 | 16.2 | 25.4 |
| Visiting a Beach or Waterside | 23.2 | 26.9 | 18.1 | 31.8 |
| Studying Nature Near Water | 20.6 | 32.3 | 18.3 | 28.8 |
| Snow and Ice Activities | | | | |
| Downhill Skiing | 27.7 | 19.0 | 18.5 | 34.8 |
| Cross-Country Skiing | 31.7 | 30.0 | 12.6 | 25.7 |
| Snowmobiling | 13.4 | 29.1 | 19.2 | 38.3 |
| Camping (overall) | | | | |
| Developed Area | 15.5 | 29.9 | 19.8 | 34.8 |
| Primitive Area | 22.2 | 25.5 | 16.2 | 36.1 |

¹Enthusiasts are the most active one-third of participants in each activity, by number of days participating in each activity annually.

| Activity | One family member in household | Two family members in household | Three family members in household | Four or more family members in household |
|----------------------------|--------------------------------|---------------------------------|-----------------------------------|--|
| Hunting | | | | |
| Big Game | 18.6 | 24.3 | 22.1 | 35.0 |
| Small Game | 20.2 | 18.2 | 28.3 | 33.3 |
| Migratory Bird | 27.2 | 22.2 | 25.3 | 25.3 |
| Fishing | | | | |
| Freshwater | 21.7 | 28.0 | 19.8 | 30.5 |
| Saltwater | 19.2 | 27.6 | 18.5 | 34.6 |
| Warmwater | 19.5 | 28.3 | 21.2 | 31.1 |
| Coldwater | 23.9 | 32.8 | 16.5 | 26.8 |
| Anadromous | 23.6 | 23.1 | 21.0 | 32.3 |
| Catch and Release | 21.1 | 26.2 | 18.5 | 34.1 |
| Boating | | | | |
| Sailing | 30.3 | 26.2 | 14.6 | 28.8 |
| Canoeing | 23.5 | 20.6 | 22.4 | 33.5 |
| Kayaking | 50.4 | 15.5 | 18.0 | 16.1 |
| Rowing | 25.8 | 23.3 | 15.4 | 35.4 |
| Floating, Rafting | 24.8 | 19.2 | 24.3 | 31.7 |
| Sailboarding/windsurfing | 31.9 | 26.2 | 16.5 | 25.4 |
| Swimming Activities | | | | |
| Surfing | 31.1 | 33.8 | 15.0 | 20.0 |
| Swimming/pool | 17.3 | 21.7 | 18.7 | 42.3 |
| Swimming/non-pool | 22.8 | 21.5 | 18.8 | 37.0 |
| Snorkeling/Scuba | 33.9 | 22.8 | 16.3 | 27.0 |

| Activity | One family member in household | Two family members in household | Three family members in household | Four or more family members in household |
|-------------------------------------|--------------------------------|---------------------------------|-----------------------------------|--|
| Outdoor Adventure Activities | | | | |
| Hiking | 26.4 | 27.5 | 16.7 | 29.4 |
| Orienteering | 33.7 | 16.2 | 18.1 | 32.0 |
| Backpacking | 33.5 | 18.0 | 20.2 | 28.2 |
| Mountain Climbing | 34.9 | 20.5 | 13.9 | 30.7 |
| Rock Climbing | 34.3 | 13.7 | 17.1 | 35.0 |
| Caving | 20.7 | 24.9 | 22.3 | 32.1 |
| Off-Road Driving | 18.1 | 26.4 | 20.8 | 34.7 |
| Horseback Riding | 21.7 | 18.8 | 21.4 | 38.1 |
| Social Activities | | | | |
| Picnicking | 17.8 | 24.9 | 18.6 | 38.7 |

Table 3.8. – Percentage of Enthusiasts among activities by level of education attained, 1994-95.¹

| Activity | Some High School | Completed High School | Some College or Trade School | Completed College |
|--------------------------------|------------------|-----------------------|------------------------------|-------------------|
| Fitness Activities | | | | |
| Biking | 10.8 | 22.7 | 30.8 | 35.8 |
| Walking | 10.4 | 26.2 | 30.5 | 33.0 |
| Viewing Activities | | | | |
| Visit a Prehistoric Site | 6.9 | 20.0 | 32.6 | 40.5 |
| Visit a Historic Site | 6.5 | 19.3 | 30.1 | 44.0 |
| Bird-Watching | 6.2 | 30.8 | 32.6 | 30.5 |
| Wildlife Viewing | 6.5 | 27.9 | 31.9 | 33.7 |
| Fish Viewing | 7.2 | 26.1 | 32.5 | 34.1 |
| Sightseeing | 5.6 | 25.5 | 30.4 | 38.5 |
| Visiting a Beach or Waterside | 8.6 | 26.5 | 31.4 | 33.5 |
| Studying Nature Near Water | 20.6 | 32.3 | 18.3 | 28.8 |
| Snow and Ice Activities | | | | |
| Downhill Skiing | 14.8 | 13.2 | 26.1 | 46.0 |
| Cross-Country Skiing | 7.2 | 18.3 | 20.9 | 53.6 |
| Snowmobiling | 6.6 | 37.9 | 35.8 | 19.7 |
| Camping (overall) | | | | |
| Developed Area | 11.2 | 29.8 | 30.6 | 28.5 |
| Primitive Area | 11.9 | 29.0 | 29.6 | 29.5 |
| Hunting | | | | |
| Big Game | 7.1 | 42.4 | 33.7 | 16.8 |
| Small Game | 6.6 | 38.3 | 31.1 | 24.0 |
| Migratory Bird | 4.0 | 33.5 | 33.4 | 29.1 |

¹Enthusiasts are the most active one-third of participants in each activity, by number of days participating in each activity annually.

| Activity | Some High School | Completed High School | Some College or Trade School | Completed College |
|-------------------------------------|------------------|-----------------------|------------------------------|-------------------|
| Fishing | | | | |
| Freshwater | 10.2 | 37.6 | 31.2 | 21.0 |
| Saltwater | 8.0 | 33.8 | 29.4 | 28.7 |
| Warmwater | 8.9 | 40.4 | 32.1 | 18.5 |
| Coldwater | 9.8 | 33.0 | 31.0 | 26.3 |
| Anadromous | 13.9 | 20.3 | 36.8 | 29.0 |
| Catch and Release | 6.7 | 38.5 | 30.8 | 24.0 |
| Boating | | | | |
| Sailing | 13.0 | 15.1 | 19.3 | 52.5 |
| Canoeing | 12.6 | 23.9 | 26.7 | 36.9 |
| Kayaking | 13.2 | 5.8 | 19.2 | 61.8 |
| Rowing | 6.4 | 34.2 | 28.6 | 30.8 |
| Floating, Rafting | 17.8 | 27.3 | 28.8 | 26.1 |
| Sailboarding/windsurfing | 10.1 | 8.3 | 20.1 | 61.6 |
| Swimming Activities | | | | |
| Surfing | 11.3 | 31.1 | 22.4 | 35.2 |
| Swimming/pool | 11.1 | 26.6 | 30.3 | 32.1 |
| Swimming/non-pool | 9.4 | 26.2 | 32.2 | 32.1 |
| Snorkeling/Scuba | 7.2 | 17.8 | 24.8 | 50.2 |
| Outdoor Adventure Activities | | | | |
| Hiking | 9.6 | 23.2 | 32.0 | 35.2 |
| Orienteering | 13.5 | 22.4 | 23.4 | 40.7 |
| Backpacking | 11.1 | 19.7 | 31.7 | 37.5 |
| Mountain Climbing | 11.8 | 23.9 | 27.9 | 36.4 |
| Rock Climbing | 13.8 | 21.7 | 30.1 | 34.3 |

| Activity | Some High School | Completed High School | Some College or Trade School | Completed College |
|---|------------------|-----------------------|------------------------------|-------------------|
| Outdoor Adventure Activities (continued) | | | | |
| Caving | 15.6 | 22.1 | 29.9 | 32.3 |
| Off-Road Driving | 10.6 | 34.0 | 36.8 | 18.7 |
| Horseback Riding | 15.8 | 25.3 | 32.7 | 26.3 |
| Social Activities | | | | |
| Picnicking | 7.2 | 27.3 | 33.0 | 32.5 |

Table 3.9.– Percentage of Enthusiasts among activities by number of household members over age 15, 1994-95.¹

| Activity | One household member over age 15 | Two household members over age 15 | Three or more household members over age 15 |
|--------------------------------|----------------------------------|-----------------------------------|---|
| Fitness Activities | | | |
| Biking | 24.0 | 49.9 | 26.2 |
| Walking | 24.1 | 53.7 | 22.3 |
| Viewing Activities | | | |
| Visit a Prehistoric Site | 21.2 | 53.4 | 25.4 |
| Visit a Historic Site | 19.7 | 58.2 | 22.1 |
| Bird-Watching | 23.5 | 59.5 | 16.9 |
| Wildlife Viewing | 23.4 | 55.4 | 21.2 |
| Fish Viewing | 19.1 | 59.8 | 21.1 |
| Sightseeing | 21.7 | 58.3 | 20.0 |
| Visiting a Beach or Waterside | 22.3 | 52.1 | 25.6 |
| Studying Nature Near Water | 20.3 | 56.6 | 23.1 |
| Snow and Ice Activities | | | |
| Downhill Skiing | 22.0 | 41.2 | 36.8 |
| Cross-Country Skiing | 25.2 | 57.3 | 17.5 |
| Snowmobiling | 14.3 | 58.6 | 27.1 |
| Camping (overall) | | | |
| Developed Area | 17.8 | 59.4 | 22.8 |
| Primitive Area | 20.7 | 52.9 | 26.3 |

¹Enthusiasts are the most active one-third of participants in each activity, by number of days participating in each activity annually.

| Activity | One household member over age 15 | Two household members over age 15 | Three or more household members over age 15 |
|----------------------------|----------------------------------|-----------------------------------|---|
| Hunting | | | |
| Big Game | 16.5 | 57.1 | 26.3 |
| Small Game | 21.0 | 48.7 | 30.3 |
| Migratory Bird | 22.1 | 55.4 | 22.5 |
| Fishing | | | |
| Freshwater | 21.3 | 53.6 | 25.1 |
| Saltwater | 15.8 | 58.0 | 26.2 |
| Warmwater | 19.1 | 55.0 | 25.9 |
| Coldwater | 21.8 | 60.2 | 18.0 |
| Anadromous | 20.6 | 52.2 | 27.2 |
| Catch and Release | 18.7 | 55.7 | 25.6 |
| Boating | | | |
| Sailing | 28.5 | 47.4 | 24.1 |
| Canoeing | 22.7 | 43.1 | 34.2 |
| Kayaking | 40.1 | 45.2 | 14.7 |
| Rowing | 22.6 | 51.2 | 26.2 |
| Floating, Rafting | 18.6 | 44.9 | 36.5 |
| Sailboarding/windsurfing | 24.5 | 54.7 | 20.8 |
| Swimming Activities | | | |
| Surfing | 23.3 | 45.5 | 31.1 |
| Swimming/pool | 18.0 | 53.1 | 28.9 |
| Swimming/non-pool | 20.0 | 50.3 | 29.7 |
| Snorkeling/Scuba | 27.6 | 51.8 | 20.6 |

| Activity | One household member over age 15 | Two household members over age 15 | Three or more household members over age 15 |
|-------------------------------------|----------------------------------|-----------------------------------|---|
| Outdoor Adventure Activities | | | |
| Hiking | 24.7 | 50.8 | 24.5 |
| Orienteering | 28.8 | 38.6 | 32.6 |
| Backpacking | 28.3 | 46.3 | 25.4 |
| Mountain Climbing | 25.5 | 47.5 | 27.0 |
| Rock Climbing | 24.2 | 42.8 | 33.0 |
| Caving | 18.1 | 44.2 | 37.7 |
| Off-Road Driving | 19.5 | 51.9 | 28.6 |
| Horseback Riding | 21.2 | 43.9 | 35.0 |
| Social Activities | | | |
| Picnicking | 22.0 | 56.9 | 21.1 |

Table 3.10.– Percentage of Enthusiasts among activities by whether or not the household included children under 6 years old, 1994-95.¹

| Activity | No children under 6 years old in household | At least one child 6 years old in household |
|--------------------------------|--|---|
| Fitness Activities | | |
| Biking | 78.7 | 21.3 |
| Walking | 80.8 | 19.2 |
| Viewing Activities | | |
| Visit a Prehistoric Site | 83.5 | 16.5 |
| Visit a Historic Site | 83.2 | 16.8 |
| Bird-Watching | 87.2 | 12.8 |
| Wildlife Viewing | 80.3 | 19.7 |
| Fish Viewing | 82.0 | 18.0 |
| Sightseeing | 82.0 | 18.0 |
| Visiting a Beach or Waterside | 78.4 | 21.6 |
| Studying Nature Near Water | 79.1 | 20.9 |
| Snow and Ice Activities | | |
| Downhill Skiing | 86.1 | 13.9 |
| Cross-Country Skiing | 78.8 | 21.2 |
| Snowmobiling | 73.4 | 26.6 |
| Camping (overall) | | |
| Developed Area | 75.9 | 24.1 |
| Primitive Area | 79.4 | 20.6 |

¹Enthusiasts are the most active one-third of participants in each activity, by number of days participating in each activity annually.

| Activity | No children under 6 years old in household | At least one child 6 years old in household |
|----------------------------|--|---|
| Hunting | | |
| Big Game | 74.8 | 25.2 |
| Small Game | 72.7 | 27.3 |
| Migratory Bird | 80.4 | 19.6 |
| Fishing | | |
| Freshwater | 79.8 | 20.2 |
| Saltwater | 77.2 | 22.8 |
| Warmwater | 78.0 | 22.0 |
| Coldwater | 77.7 | 22.3 |
| Anadromous | 76.7 | 23.3 |
| Catch and Release | 76.7 | 23.3 |
| Boating | | |
| Sailing | 85.2 | 14.8 |
| Canoeing | 84.9 | 15.1 |
| Kayaking | 84.0 | 16.0 |
| Rowing | 81.0 | 19.0 |
| Floating, Rafting | 81.5 | 18.5 |
| Sailboarding/windsurfing | 82.4 | 17.6 |
| Swimming Activities | | |
| Surfing | 100.0 | --- |
| Swimming/pool | 72.4 | 27.6 |
| Swimming/non-pool | 76.7 | 23.3 |
| Snorkeling/Scuba | 82.5 | 17.5 |

| Activity | No children under 6 years old in household | At least one child 6 years old in household |
|-------------------------------------|--|---|
| Outdoor Adventure Activities | | |
| Hiking | 79.4 | 20.6 |
| Orienteering | 84.7 | 15.3 |
| Backpacking | 80.4 | 19.6 |
| Mountain Climbing | 79.0 | 21.0 |
| Rock Climbing | 77.9 | 22.1 |
| Caving | 80.3 | 19.7 |
| Off-Road Driving | 74.2 | 25.8 |
| Horseback Riding | 76.1 | 23.9 |
| Social Activities | | |
| Picnicking | 70.0 | 30.0 |

Table 3.11.– Percentage of Enthusiasts among activities by number of vehicles in the household, 1994-95.¹

| Activity | No vehicles in household | One vehicle in household | Two vehicles in household | Three or more vehicles in household |
|--------------------------------|--------------------------|--------------------------|---------------------------|-------------------------------------|
| Fitness Activities | | | | |
| Biking | 2.8 | 22.8 | 43.1 | 31.2 |
| Walking | 4.5 | 26.1 | 41.4 | 27.9 |
| Viewing Activities | | | | |
| Visit a Prehistoric Site | 4.0 | 20.8 | 37.3 | 37.9 |
| Visit a Historic Site | 2.6 | 19.6 | 43.3 | 34.5 |
| Bird-Watching | 3.4 | 22.7 | 43.3 | 30.6 |
| Wildlife Viewing | 1.6 | 20.8 | 41.8 | 35.7 |
| Fish Viewing | 0.9 | 18.9 | 44.0 | 36.2 |
| Sightseeing | 3.3 | 21.3 | 44.6 | 30.8 |
| Visiting a Beach or Waterside | 1.9 | 21.0 | 41.0 | 36.1 |
| Studying Nature Near Water | 1.1 | 19.4 | 43.4 | 36.1 |
| Snow and Ice Activities | | | | |
| Downhill Skiing | 1.1 | 19.3 | 35.0 | 44.6 |
| Cross-Country Skiing | 0.3 | 23.5 | 44.2 | 32.0 |
| Snowmobiling | 1.3 | 6.5 | 42.3 | 49.9 |
| Camping (overall) | | | | |
| Developed Area | 1.4 | 12.8 | 42.0 | 43.8 |
| Primitive Area | 2.4 | 15.3 | 36.8 | 45.5 |
| Hunting | | | | |
| Big Game | 0.1 | 13.5 | 39.5 | 47.0 |
| Small Game | 0.1 | 13.1 | 37.1 | 49.7 |
| Migratory Bird | --- | 15.9 | 40.5 | 43.6 |

¹Enthusiasts are the most active one-third of participants in each activity, by number of days participating in each activity annually.

| Activity | No vehicles in household | One vehicle in household | Two vehicles in household | Three or more vehicles in household |
|----------------------------|--------------------------|--------------------------|---------------------------|-------------------------------------|
| Fishing | | | | |
| Freshwater | 0.9 | 17.3 | 43.3 | 38.6 |
| Saltwater | 3.6 | 13.8 | 43.8 | 38.8 |
| Warmwater | 1.0 | 16.1 | 42.9 | 40.0 |
| Coldwater | 0.7 | 23.6 | 42.7 | 33.0 |
| Anadromous | 2.4 | 15.9 | 37.9 | 43.7 |
| Catch and Release | 0.3 | 17.6 | 42.0 | 40.0 |
| Boating | | | | |
| Sailing | 2.0 | 23.0 | 40.8 | 34.2 |
| Canoeing | 1.3 | 17.7 | 37.2 | 43.7 |
| Kayaking | 6.7 | 24.5 | 37.8 | 31.1 |
| Rowing | --- | 28.9 | 35.6 | 35.5 |
| Floating, Rafting | 1.8 | 15.3 | 36.8 | 46.2 |
| Sailboarding/windsurfing | --- | 21.0 | 48.7 | 30.3 |
| Swimming Activities | | | | |
| Surfing | --- | 20.4 | 33.8 | 45.8 |
| Swimming/pool | 1.1 | 19.2 | 44.9 | 34.8 |
| Swimming/non-pool | 1.6 | 18.8 | 41.9 | 37.7 |
| Snorkeling/Scuba | 1.4 | 19.6 | 39.9 | 39.0 |

| Activity | No vehicles in household | One vehicle in household | Two vehicles in household | Three or more vehicles in household |
|-------------------------------------|--------------------------|--------------------------|---------------------------|-------------------------------------|
| Outdoor Adventure Activities | | | | |
| Hiking | 2.0 | 22.4 | 42.4 | 33.2 |
| Orienteering | 1.4 | 22.0 | 41.7 | 34.9 |
| Backpacking | 1.4 | 22.3 | 40.7 | 35.6 |
| Mountain Climbing | --- | 22.3 | 38.0 | 39.7 |
| Rock Climbing | 1.1 | 22.3 | 33.3 | 43.3 |
| Caving | 1.5 | 17.5 | 31.2 | 49.8 |
| Off-Road Driving | 1.1 | 12.8 | 37.3 | 48.8 |
| Horseback Riding | 1.5 | 16.7 | 29.4 | 52.4 |
| Social Activities | | | | |
| Picnicking | 2.3 | 20.7 | 45.9 | 31.1 |

²This table includes only activities for which the number of days participated was asked.

CHAPTER 4: REGIONAL ESTIMATES OF PARTICIPATION

People vary widely in the outdoor activities they pursue. Some like high energy, adventure recreation, while others prefer to stroll or sightsee and learn. One of the most important results of the NSRE is the division of the U.S. population into groups with similar outdoor recreation interests. These groups or market segments are meaningful for marketing outdoor recreation services and equipment, for the human powered recreation industry as well as outdoor recreation in general.

The market segment analysis identified higher-than-average and lower-than-average participation rates across the various recreation activities. As the analysis proceeded, patterns emerged showing that people who participate in one type of recreation often participate in other, related activities.

Each market segment represents tens of millions of people, and the participation patterns of each are distinctive (table 4.1). The identified patterns suggest that people in the different segments are seeking different kinds of experiences. Different kinds of experiences indicate a need for different marketing approaches. Individuals may be members of more than one segment, however, indicating multiple interest and motivations for outdoor recreation.

For manufacturers and suppliers of human powered outdoor recreation equipment and services, it is easy to imagine human powered outdoor recreation as a market segment of its own. The analysis described here, however, indicates that human powered activities may belong in a number of market segments. Such information can

Table 4.1–Participation Patterns

| |
|------------------------|
| 1. The Sports Hogs |
| 2. The Fitness Buffs |
| 3. Nature Lovers |
| 4. Fishin' and Huntin' |
| 5. The Bass Club |
| 6. The Passives |
| 7. The Do Nothings |

help the industry to design information to appeal to different dimensions of the human powered outdoor recreationist's experience.

The Sports Hogs

About 19.6 million of Americans over age 16 (9.8 percent of that population) are Sports Hogs. This group is characterized by high participation in individual sports, team sports, winter sports, horseback riding, boating of all kinds, outdoor swimming, snorkeling, and watching outdoor sporting events and concerts.

Walking, picnicking, gathering outdoors with family and friends, sightseeing, and visiting beaches are also popular activities for Sports Hogs.

Two thirds of Sports Hogs are male, and 88 percent of them are less than 40 years old (figure 4.1). About 12 percent are minority group members. Educational level is about the average for Americans over age 15, and income is near the average. Nearly half of Sports Hogs are in households with four or more members. That figure is considerably higher than for other groups. In keeping

Table 4.1.— Participation in each activity by market segment in 1994-95.

| | The Sports Hogs | | The Fitness Buffs | | Nature Lovers | | The Huntin' Fishin' Avids | | The Bass Club | | The Passives | | The 'Do Nothings' | |
|--------------------------------------|-----------------|--------------|-------------------|--------------|---------------|--------------|---------------------------|--------------|---------------|--------------|--------------|--------------|-------------------|-------------|
| | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number |
| Fitness Activities | 89.45 | 17.56 | 89.16 | 19.47 | 91.68 | 24.43 | 92.63 | 15.22 | 77.8 | 20.26 | 84.17 | 36.93 | 9.67 | 4.42 |
| Running/ Jogging | 62.89 | 12.35 | 49.47 | 10.8 | 20.01 | 5.33 | 33.01 | 5.42 | 21.84 | 5.69 | 26.63 | 11.68 | 2.4 | 1.1 |
| Biking | 54.33 | 10.67 | 57.18 | 12.49 | 31.93 | 8.51 | 48.85 | 8.02 | 25.85 | 6.73 | 23.32 | 10.23 | 1.45 | 0.66 |
| Walking | 80.48 | 15.8 | 88.8 | 19.39 | 91.24 | 24.31 | 89.53 | 14.71 | 74.8 | 19.48 | 82.53 | 36.21 | 7.95 | 3.63 |
| Individual Sport Activities | 50.15 | 9.85 | 37.6 | 8.21 | 20.78 | 5.54 | 28.11 | 4.62 | 23.16 | 6.03 | 20.11 | 8.82 | 2.08 | 0.95 |
| Golf | 32.05 | 6.29 | 21.77 | 4.75 | 13.17 | 3.51 | 21.3 | 3.5 | 19.36 | 5.04 | 13.37 | 5.86 | 1.52 | 0.7 |
| Tennis | 29.16 | 5.72 | 22.28 | 4.87 | 9.5 | 2.53 | 11.9 | 1.95 | 6.77 | 1.76 | 9.17 | 4.02 | 0.66 | 0.3 |
| Outdoor Team Sport Activities | 81.78 | 16.06 | 35.89 | 7.84 | 19.39 | 5.17 | 31.38 | 5.15 | 26.09 | 6.8 | 25.09 | 11.01 | 1.89 | 0.86 |
| Baseball | 31.91 | 6.27 | 6.47 | 1.41 | 3.52 | 0.94 | 6.46 | 1.06 | 5.91 | 1.54 | 4.67 | 2.05 | 0.42 | 0.19 |
| Softball | 54.95 | 10.79 | 14.8 | 3.23 | 7.71 | 2.05 | 12.19 | 2 | 11.91 | 3.1 | 10.55 | 4.63 | 0.57 | 0.26 |
| Football | 36.64 | 7.19 | 5.22 | 1.14 | 2.02 | 0.54 | 4.61 | 0.76 | 6.1 | 1.59 | 4.78 | 2.1 | 0.52 | 0.24 |
| Basketball | 60.76 | 11.93 | 12.1 | 2.64 | 5.99 | 1.59 | 9.53 | 1.57 | 9.66 | 2.51 | 10.96 | 4.81 | 0.97 | 0.44 |
| Soccer | 23.22 | 4.56 | 6.74 | 1.47 | 1.83 | 0.49 | 4.39 | 0.72 | 2.37 | 0.62 | 3.26 | 1.43 | 0.34 | 0.16 |
| Volleyball | 62.24 | 12.22 | 16.4 | 3.58 | 9.59 | 2.56 | 14.39 | 2.36 | 10.41 | 2.71 | 11.29 | 4.95 | 0.53 | 0.24 |
| Handball | 15.07 | 2.96 | 9.59 | 2.09 | 5.77 | 1.54 | 8.07 | 1.33 | 4.48 | 1.17 | 4.47 | 1.96 | 0.49 | 0.22 |
| Outdoor Spectator Activities | 92.93 | 18.24 | 84.15 | 18.38 | 77.79 | 20.73 | 83.6 | 13.73 | 65.65 | 17.1 | 62.6 | 27.46 | 3.85 | 1.76 |
| Concerts | 61.9 | 12.15 | 58.16 | 12.7 | 51.85 | 13.81 | 53.24 | 8.75 | 27.58 | 7.18 | 29.84 | 13.09 | 1.41 | 0.65 |
| Attending Sporting Events | 86.4 | 16.96 | 67.7 | 14.78 | 57.96 | 15.44 | 69.73 | 11.45 | 54.13 | 14.1 | 47.86 | 21 | 2.87 | 1.31 |

| | The Sports Hogs | | The Fitness Buffs | | Nature Lovers | | The Huntin' Fishin' Avids | | The Bass Club | | The Passives | | The 'Do Nothings' | |
|-------------------------------|-----------------|--------|-------------------|--------|---------------|--------|---------------------------|--------|---------------|--------|--------------|--------|-------------------|--------|
| | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number |
| Viewing Activities | 97.25 | 19.09 | 97.68 | 21.33 | 97.7 | 26.03 | 97.7 | 16.05 | 95.52 | 24.88 | 93.83 | 41.17 | 8.5 | 3.88 |
| Visiting a Nature Center | 64.25 | 12.61 | 76.74 | 16.76 | 80.94 | 21.57 | 84.47 | 13.88 | 40.62 | 10.58 | 38.45 | 16.87 | 1.41 | 0.64 |
| Visiting a Visitor Center | 45.99 | 9.03 | 59.75 | 13.05 | 71.25 | 18.98 | 74.53 | 12.24 | 26.94 | 7.02 | 19.46 | 8.54 | 0.85 | 0.39 |
| Visiting a Prehistoric Site | 27.06 | 5.31 | 27.62 | 6.03 | 32.42 | 8.64 | 48.3 | 7.93 | 10.65 | 2.77 | 8.85 | 3.88 | 0.51 | 0.23 |
| Visiting a Historic Site | 65.1 | 12.78 | 75.46 | 16.48 | 81.68 | 21.76 | 82.77 | 13.6 | 36.27 | 9.45 | 31.36 | 13.76 | 1 | 0.46 |
| Bird-Watching | 21.71 | 4.26 | 11.34 | 2.48 | 73.62 | 19.62 | 65.14 | 10.7 | 26.14 | 6.81 | 20.9 | 9.17 | 2.12 | 0.97 |
| Wildlife Viewing | 41.37 | 8.12 | 22.97 | 5.02 | 76.36 | 20.35 | 80.69 | 13.26 | 31.01 | 8.08 | 15.95 | 7 | 1.39 | 0.64 |
| Fish Viewing | 18.48 | 3.63 | 6.3 | 1.38 | 30.3 | 8.07 | 48.44 | 7.96 | 16.36 | 4.26 | 4.47 | 1.96 | 0.27 | 0.12 |
| Other Nature Study | 17.67 | 3.47 | 16.07 | 3.51 | 33.28 | 8.87 | 32.44 | 5.33 | 9.95 | 2.59 | 8 | 3.51 | 0.47 | 0.22 |
| Sightseeing | 68.04 | 13.36 | 81.7 | 17.84 | 91.53 | 24.39 | 90.38 | 14.85 | 59.42 | 15.48 | 59.79 | 26.23 | 2.48 | 1.13 |
| Visiting a Beach or Waterside | 90.81 | 17.83 | 87.86 | 19.19 | 86.95 | 23.17 | 92 | 15.11 | 75.98 | 19.79 | 63.99 | 28.08 | 2.29 | 1.05 |
| Studying Nature near Water | 39.14 | 7.68 | 29.5 | 6.44 | 64.58 | 17.21 | 70.39 | 11.56 | 23.51 | 6.12 | 13.83 | 6.07 | 0.39 | 0.18 |
| Snow and Ice Activities | 46.46 | 9.12 | 35.67 | 7.79 | 17.94 | 4.78 | 35.39 | 5.81 | 15.71 | 4.09 | 9.9 | 4.34 | 0.63 | 0.29 |
| Ice Skating | 17.04 | 3.35 | 11.37 | 2.48 | 4.34 | 1.16 | 10.93 | 1.8 | 3.18 | 0.83 | 1.95 | 0.85 | 0.06 | 0.03 |
| Snowboarding | 9.73 | 1.91 | 3.51 | 0.77 | 1.69 | 0.45 | 4.22 | 0.69 | 1.27 | 0.33 | 0.82 | 0.36 | 0.05 | 0.02 |
| Sledding | 29.93 | 5.88 | 19.45 | 4.25 | 10.41 | 2.77 | 21.34 | 3.51 | 7.72 | 2.01 | 4.34 | 1.91 | 0.23 | 0.1 |
| Downhill Skiing | 28.88 | 5.67 | 19.52 | 4.26 | 4.75 | 1.26 | 14.43 | 2.37 | 4.97 | 1.3 | 4.23 | 1.86 | 0.21 | 0.09 |
| Cross-Country Skiing | 7.55 | 1.48 | 7.44 | 1.62 | 3.59 | 0.96 | 8.52 | 1.4 | 1.76 | 0.46 | 1.33 | 0.58 | 0.03 | 0.01 |
| Snowmobiling | 12.7 | 2.49 | 3.72 | 0.81 | 1.8 | 0.48 | 10.51 | 1.73 | 4.33 | 1.13 | 0.92 | 0.4 | 0.11 | 0.05 |
| Camping (overall) | 56.39 | 11.07 | 50.26 | 10.97 | 20.22 | 5.39 | 68.18 | 11.2 | 34.09 | 8.88 | 10.39 | 4.56 | 1.36 | 0.62 |
| Developed Area | 44.9 | 8.81 | 41.46 | 9.05 | 16.98 | 4.52 | 54.79 | 9 | 23.28 | 6.06 | 7.96 | 3.49 | 1 | 0.46 |
| Primitive Area | 35.89 | 7.05 | 24.83 | 5.42 | 7.13 | 1.9 | 43.22 | 7.1 | 17.8 | 4.64 | 3.71 | 1.63 | 0.49 | 0.22 |

| | The Sports Hogs | | The Fitness Buffs | | Nature Lovers | | The Huntin' Fishin' Avids | | The Bass Club | | The Passives | | The 'Do Nothings' | |
|------------------------------|-----------------|--------|-------------------|--------|---------------|--------|---------------------------|--------|---------------|--------|--------------|--------|-------------------|--------|
| | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number |
| Hunting | 22.2 | 4.36 | 4.71 | 1.03 | 2.22 | 0.59 | 26.2 | 4.3 | 24.15 | 6.29 | 3.7 | 1.62 | 0.86 | 0.39 |
| Big game | 17.49 | 3.43 | 3.37 | 0.74 | 1.39 | 0.37 | 21.31 | 3.5 | 18.78 | 4.89 | 2.17 | 0.95 | 0.69 | 0.32 |
| Small game | 16.12 | 3.16 | 2.63 | 0.57 | 1.38 | 0.37 | 19.35 | 3.18 | 16.99 | 4.43 | 2.39 | 1.05 | 0.44 | 0.2 |
| Migratory bird | 4.91 | 0.96 | 0.93 | 0.2 | 0.37 | 0.1 | 7.27 | 1.19 | 5.65 | 1.47 | 0.64 | 0.28 | 0.12 | 0.05 |
| Fishing | 60.47 | 11.87 | 16.85 | 3.68 | 12.35 | 3.29 | 81.05 | 13.31 | 82.94 | 21.6 | 6.79 | 2.98 | 2.36 | 1.08 |
| Freshwater | 52.7 | 10.35 | 8.85 | 1.93 | 5.23 | 1.39 | 77.52 | 12.74 | 80.59 | 20.99 | 1.09 | 0.48 | 1.99 | 0.91 |
| Saltwater | 22.74 | 4.46 | 7.94 | 1.73 | 7.15 | 1.91 | 27.07 | 4.45 | 16.19 | 4.22 | 4.63 | 2.03 | 0.35 | 0.16 |
| Warmwater | 44.81 | 8.8 | 4.75 | 1.04 | 3.71 | 0.99 | 65.42 | 10.75 | 69.59 | 18.12 | 1.03 | 0.45 | 1.33 | 0.61 |
| Coldwater | 23.8 | 4.67 | 4.14 | 0.9 | 1.85 | 0.49 | 41.56 | 6.83 | 27.98 | 7.29 | 0.78 | 0.34 | 0.47 | 0.21 |
| Ice | 4.29 | 0.84 | 0.37 | 0.08 | 0.31 | 0.08 | 8.82 | 1.45 | 5.62 | 1.46 | 0.09 | 0.04 | 0.07 | 0.03 |
| Anadromous | 11.95 | 2.35 | 1.48 | 0.32 | 1.35 | 0.36 | 18.96 | 3.12 | 9.7 | 2.53 | 0.69 | 0.3 | 0.15 | 0.07 |
| Catch and Release | 15.68 | 3.08 | 2.54 | 0.55 | 2.11 | 0.56 | 26.8 | 4.4 | 24.85 | 6.47 | 0.63 | 0.27 | 0.3 | 0.14 |
| Boating | 66.09 | 12.98 | 37.21 | 8.13 | 30.95 | 8.25 | 64.41 | 10.58 | 43.29 | 11.27 | 14.37 | 6.3 | 1.03 | 0.47 |
| Sailing | 10.95 | 2.15 | 8.85 | 1.93 | 7.66 | 2.04 | 10.28 | 1.69 | 2.54 | 0.66 | 2.41 | 1.06 | 0.07 | 0.03 |
| Canoeing | 23.15 | 4.55 | 8.82 | 1.93 | 6.05 | 1.61 | 23.69 | 3.89 | 6.49 | 1.69 | 0.92 | 0.4 | 0.01 | 0 |
| Kayaking | 4.96 | 0.97 | 2.05 | 0.45 | 1.24 | 0.33 | 3.25 | 0.53 | 0.89 | 0.23 | 0.28 | 0.12 | 0 | 0 |
| Rowing | 11.58 | 2.27 | 3.77 | 0.82 | 4.73 | 1.26 | 14.75 | 2.42 | 4.83 | 1.26 | 0.87 | 0.38 | 0 | 0 |
| Floating, Rafting | 31.31 | 6.15 | 9.11 | 1.99 | 4.46 | 1.19 | 22.79 | 3.74 | 5.35 | 1.39 | 1.61 | 0.7 | 0.09 | 0.04 |
| Motor-boating | 56.54 | 11.1 | 25.05 | 5.47 | 22.47 | 5.99 | 55.88 | 9.18 | 38.42 | 10.01 | 10.82 | 4.75 | 0.94 | 0.43 |
| Water Skiing | 40.78 | 8.01 | 9.46 | 2.07 | 3.22 | 0.86 | 19.75 | 3.24 | 9.82 | 2.56 | 2.42 | 1.06 | 0.15 | 0.07 |
| Jet Skiing | 23.54 | 4.62 | 5.09 | 1.11 | 1.64 | 0.44 | 10.28 | 1.69 | 3.54 | 0.92 | 1.54 | 0.68 | 0.05 | 0.02 |
| Sailboarding/ windsurfing | 3.93 | 0.77 | 2.01 | 0.44 | 1.11 | 0.29 | 2.53 | 0.42 | 0.39 | 0.1 | 0.43 | 0.19 | 0 | 0 |

| | The Sports Hogs | | The Fitness Buffs | | Nature Lovers | | The Huntin' Fishin' Avids | | The Bass Club | | The Passives | | The 'Do Nothings' | |
|------------------------------|-----------------|--------|-------------------|--------|---------------|--------|---------------------------|--------|---------------|--------|--------------|--------|-------------------|--------|
| | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number |
| Swimming Activities | 87.69 | 17.22 | 82.99 | 18.12 | 69.68 | 18.57 | 84.18 | 13.83 | 63.09 | 16.43 | 52.58 | 23.07 | 2.69 | 1.23 |
| Surfing | 6.45 | 1.27 | 1.84 | 0.4 | 0.57 | 0.15 | 3.64 | 0.6 | 0.49 | 0.13 | 0.1 | 0.05 | 0.02 | 0.01 |
| Swimming/pool | 80.23 | 15.75 | 69.92 | 15.27 | 56.13 | 14.96 | 68.61 | 11.27 | 45.52 | 11.85 | 41.91 | 18.39 | 1.97 | 0.9 |
| Swimming/non-pool | 76.57 | 15.03 | 67.02 | 14.64 | 47.19 | 12.57 | 72.99 | 11.99 | 43.33 | 11.29 | 27.27 | 11.96 | 1.05 | 0.48 |
| Snorkeling/ Scuba | 20.67 | 4.06 | 12.19 | 2.66 | 7.33 | 1.95 | 18.66 | 3.07 | 5.5 | 1.43 | 2.94 | 1.29 | 0.03 | 0.01 |
| Outdoor Adventure Activities | 69.28 | 13.6 | 65.75 | 14.36 | 44.72 | 11.92 | 74.54 | 12.24 | 39.78 | 10.36 | 23.28 | 10.22 | 1.81 | 0.83 |
| Hiking | 42.47 | 8.34 | 54.58 | 11.92 | 30.66 | 8.17 | 58.54 | 9.62 | 16.93 | 4.41 | 11.39 | 5 | 0.52 | 0.24 |
| Orienteering | 7.46 | 1.47 | 3.82 | 0.83 | 2.35 | 0.63 | 7.96 | 1.31 | 1.16 | 0.3 | 0.64 | 0.28 | 0.01 | 0 |
| Backpacking | 21.79 | 4.28 | 18.18 | 3.97 | 5.18 | 1.38 | 22.87 | 3.76 | 3.54 | 0.92 | 1.73 | 0.76 | 0.13 | 0.06 |
| Mountain Climbing | 13.14 | 2.58 | 9.63 | 2.1 | 3.87 | 1.03 | 11.3 | 1.86 | 2.53 | 0.66 | 1.64 | 0.72 | 0.06 | 0.03 |
| Rock Climbing | 12.34 | 2.42 | 8.14 | 1.78 | 2.57 | 0.68 | 8.51 | 1.4 | 2.09 | 0.54 | 1.37 | 0.6 | 0.03 | 0.01 |
| Caving | 13.45 | 2.64 | 9.47 | 2.07 | 4.39 | 1.17 | 13.57 | 2.23 | 2.74 | 0.71 | 1.37 | 0.6 | 0.02 | 0.01 |
| Off-Road Driving | 35.7 | 7.01 | 14.83 | 3.24 | 12.56 | 3.35 | 33 | 5.42 | 18.9 | 4.92 | 8.07 | 3.54 | 0.78 | 0.36 |
| Horseback Riding | 21.03 | 4.13 | 11.44 | 2.5 | 6 | 1.6 | 14.96 | 2.46 | 6.72 | 1.75 | 3.7 | 1.63 | 0.41 | 0.19 |
| Social Activities | 89.41 | 17.55 | 88.64 | 19.36 | 87.84 | 23.41 | 89.73 | 14.74 | 83.82 | 21.83 | 81.65 | 35.82 | 6.53 | 2.98 |
| Yard Games | 70.52 | 13.84 | 56.89 | 12.42 | 45.03 | 12 | 66.42 | 10.91 | 43.74 | 11.39 | 27.87 | 12.23 | 1.47 | 0.67 |
| Picnicking | 64.22 | 12.61 | 70.67 | 15.43 | 73.33 | 19.54 | 76.79 | 12.61 | 54.19 | 14.11 | 51.86 | 22.75 | 2.38 | 1.09 |
| Family Gathering | 87.11 | 17.1 | 79.62 | 17.39 | 82.5 | 21.98 | 88.69 | 14.57 | 75.17 | 19.58 | 71.46 | 31.35 | 3.6 | 1.64 |

with their active lifestyle, an unusually high percentage of Sports Hog households have three or more cars.

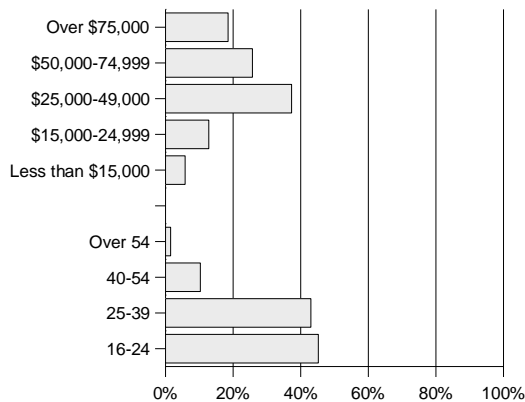


Figure 4.1—Income and age distribution for Sports Hogs.

NSRE respondents were asked whether they were constrained from participating in their activities. Those who felt constrained were asked additional questions. Results are summarized in table 4.2. For all market segments, the leading constraints are not enough time and not enough money. Eleven percent of Sports Hogs felt constrained. Given their high levels of activity, this low percentage is not surprising. Crowded activity areas, inadequate information, and a lack of people to do activities with were frequently mentioned as constraints by Sports Hogs.

Many sporting goods manufacturers will recognize Sports Hogs as one of their primary markets. Sports Hogs appear to be interested in personal challenge and skill development. For this group, human powered activities are not necessarily nature-based, although they are outdoor activities. Sports Hogs not only want to be active participants in outdoor recreation, they appear to enjoy watching others excel in personal and team accomplishments. Their

activities are often socially-oriented, suggesting that getting together with others is an important part of their overall experience. This group represents a special subset of the human powered market, with distinctively different expectations and motivations than other types of human powered recreationists. Less than 10 percent of the U.S. population accounts for such a large percentage of outdoor recreation activity and a high percentage of the purchases of recreation goods and services. A challenge to manufacturers and suppliers will be to develop strategies to increase the size of this group, because doing so would markedly increase sporting goods and outdoor equipment markets.

The Fitness Buffs

About 10.9 percent of Americans over age 15 (some 21.8 million people) are enthusiastic participants in fitness activities. These activities include running, biking, walking, hiking, and swimming. Most Fitness Buffs do not hunt or view wildlife, and few of them participate in human-powered boating.

High interest in nature centers, historic sites, and visitor centers suggests that Fitness Buffs are people who are interested in the world around them as well as in their personal fitness. Fitness Buffs represent another subset of the human powered outdoor recreation market. They are well educated and interested in learning. Unlike Sports Hogs, they are not particularly oriented toward social activities. Their outdoor recreation participation appears to be aimed less at winning and more at health and fitness. Overall, they appear to be interested in personal improvement. Thus, their involvement in human powered outdoor recreation is motivated by different needs

and interests than other human powered enthusiasts.

In comparison with Sports Hogs, Fitness Buffs are often older. More than a fifth are 40 to 54 years old, and nearly 10 percent are over 54 years old (figure 4.2). Eleven percent of Fitness Buffs are minority group members, and slightly more than half are women. The proportion of women in this group is about the same as for the U.S. population as a whole. Over 70 percent of Fitness Buffs have attended at least some college, and 42 percent are college graduates. Family incomes are above average. The proportion living in households with four or more people is also above average.

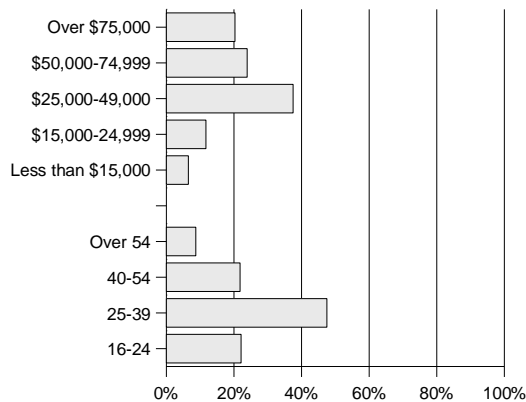


Figure 4.2—Income and age distribution for Fitness Buffs.

Twelve percent of Fitness Buffs reported a constraint on their recreation activity. For those who felt constrained, the leading causes were insufficient time and money. Lack of someone to do activities with was another major constraint.

Like Sports Hogs, Fitness Buffs very frequently participate in a wide range of recreation activities. Relatively high incomes

permit Fitness Buffs to purchase the equipment and clothing that are sometimes necessary.

Nature Lovers

About 26.6 million Americans—13.3 percent of the people over age 15—are Nature Lovers. Nature Lovers participate in walking, birdwatching, wildlife and fish viewing, nature study, sightseeing, and going to visitor centers. Nature Lovers seldom hunt or fish.

Nature Lovers also represent marketing opportunities for the human powered outdoor recreation industry. Although they do not participate in rugged or challenging human powered activities, their interest in nature and the outdoors means that they may need outdoor recreation equipment to enhance their learning about and enjoyment of nature. Over 9 of 10 Nature Lovers are walkers, and they participate often in viewing activities. Thus, they may represent an excellent market for outdoor footwear and apparel, as well as educational support gear, such as cameras, binoculars, and educational information.

Most Nature Lovers are over age 54 (figure 4.3). Almost 13 percent are minority group members, and nearly two-thirds are female. Forty five percent have completed college and another 30 percent have attended or are attending college. Household incomes of members of this group are above average. A below-average proportion of people in this group live in households with four or more members, and an unusually high percentage are in households with just two members.

A high proportion of Nature Lovers feel constrained in pursuing their favorite activities. In addition to insufficient time and money, they are often constrained by lack of a person to do activities with, inadequate information, crowding of activity areas, concerns about personal safety, and perceived pollution problems.

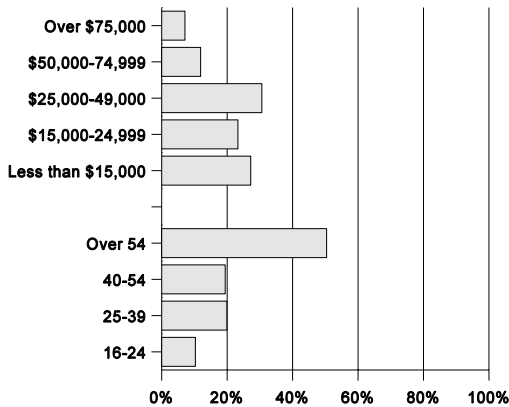


Figure 4.3—Income and age distribution for Nature Lovers.

High levels of participation suggest a great deal of interest in nature and nature-based activities. High education levels suggest that materials written for people in this group can be directed at a high technical level. High incomes and small size households suggest an ability to pay for experiences, equipment, and services.

Fishin’ and Huntin’ Avids

About 8.2 percent of Americans over age 15 (16.4 million people) are what we call the “Fishin’ and Huntin’ Avids.” This group is among the most active of market segments across all types of outdoor recreation. We call them Fishin’ and Huntin’ Avids because they are so very avid in all forms of outdoor recreation and because they have the highest rates of participation in hunting and fishing

combined. But in addition to hunting and fishing, these people do a lot of camping, group activities, walking, and hiking.

Rates of hunting participation for members of this group are 30 percent for big game and 23.5 percent for small game. These are the highest rates among all of the market segments, but they still represent well under half of the group members. Thus, hunters could be regarded as a separate market within this group. They are included because so many enjoy fishing as well as hunting. Fishin’ and Huntin’ Avids may also be of some interest to the human powered outdoor recreation industry. Although they do not appear to be particularly interested in human performance activities, they still participate in some human powered activities. For example, almost 90 percent of them are walkers. They may not be interested in purchasing specialized human powered recreation equipment, but they still represent a subset of the human powered market.

The distribution of Fishin’ and Huntin’ Avids is weighted toward middle-aged Caucasian males. Few people in this group are under 25 or over 55 (figure 4.4). Only 6 percent of

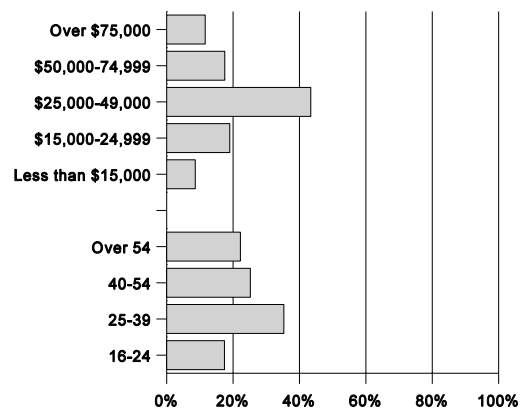


Figure 4.4—Income and age distribution for Fishin’ and Huntin’ Avids.

the Avids are in minority groups. Fifty-eight percent are male. Education levels for members of this group are near the national averages. A high proportion of Avids are in households with just two people over age 15. The number of Avids in households with three or more cars is above average.

In addition to a love for freshwater fishing, it appears that members of this group share an interest in nature. That interest, however, is somewhat different from the interest of the Nature Lovers. The interest here leans more toward use and consumption of wildlife and fish rather than toward viewing and learning.

Only 13 percent of the members of this group reported a constraint on participation in their favorite activities. For those who reported a constraint, an unusually high proportion (93 percent) cited a lack of time as a constraint. As in other groups, many also cited a lack of money. Other frequently mentioned constraints were no one to do activities with, crowded activity areas, inadequate information, and pollution problems.

The Bass Club

People in the Bass Club are primarily anglers. About 13.0 percent of Americans over age 15 (some 26.0 million people) make up the Bass Club. About 12 percent are minority group members, and 35 percent are female. Numbers of Bass Club members who have attended college are below average. Their family incomes are also below average (figure 4.5). Households of various sizes are well represented. Some 47 percent of households have two cars.

The separate identity of Bass Club members from the Fishin' and Huntin' Avids indicates

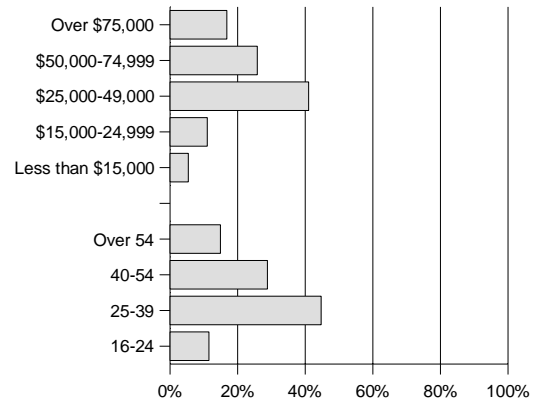


Figure 4.5—Income and age distribution for the Bass Club.

a different pattern of activity participation. Freshwater fishing is enjoyed by members of both groups. Bass Club members, however, participate more in warmwater fishing and motorboating than in other activities.

About 12 percent of Bass Club members mentioned a constraint on activity participation. Almost a third of those who mentioned a constraint said they lacked activity companions. Crowding of activity areas also was often mentioned.

The Passives

Almost 44 million Americans over age 15 (21.9 percent) do not participate in active outdoor pursuits. They go outdoors to sightsee, visit beaches, picnic, get together with family and friends, and walk. But they seldom engage in more vigorous pursuits. As one might expect, a lot of people who prefer passive pursuits are over 54 years old (figure 4.6). A surprising 17 percent, however, are 16-24 years old. One would expect people in that age group to be more active in their recreation. The 24 percent minority group members among Passives is quite high. And the 57 percent females in this group is somewhat higher than the 52 percent for the

population as a whole. Education levels and income levels are a little below those for the more active groups.

Since they are relatively inactive, the constraints on recreating for this group are

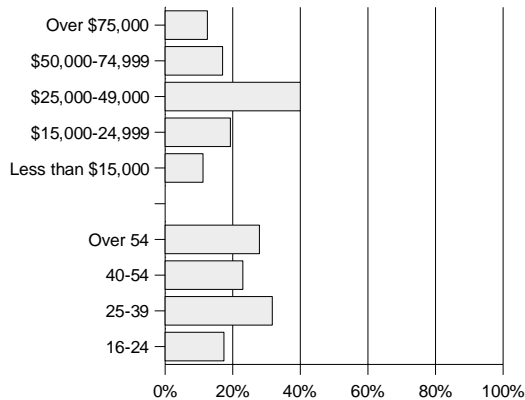


Figure 4.6—Income and age distribution for the Passives.

of some interest. Some 19 percent mentioned personal health problems as a constraint on their activities. Thirty-two percent said they lacked an activity companion. Crowding of activity areas and inadequate information also were often mentioned as problems.

The Do Nothings

This is the largest of the identified groups. It includes about 22.8 percent of Americans over age 15 (some 45.7 million people).

The extremely low participation rates show that these people seldom recreate outdoors. About half of Do Nothings are over 54 years old. A fourth are minority group members, and 60 percent are female. Education levels and family incomes are far below average. As one might expect with so many people over age 50, households with one or two members predominate (figure 4.7).

Numbers of cars are clearly lower than for other groups. It is probable that low income and advancing age restrict the recreational

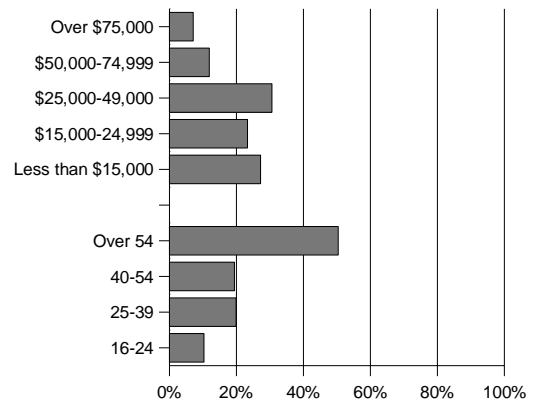


Figure 4.7—Income and age distribution for the Do Nothings.

activity of many Do Nothings.

These conclusions are supported by the constraints mentioned by members of this group. Only a little over half mentioned a lack of time as a constraint, while a relatively high 44 percent mentioned a lack of money. Thirty-five percent said that personal health problems limited their activities, and 18 percent cited a physically limiting condition. Twenty eight percent said they had no one with which to do activities.

Constraints Are Opportunities

To some extent, people may have listed constraints on their activities to provide excuses for not being as active as they thought they should be. In a large measure, however, the listed constraints present opportunities for outdoor recreation suppliers and supporters.

An important constraint for people in all seven market sectors is a lack of activity companions. This suggests that people

might be attracted to recreate by providing compatible groups for them to join, or by finding ways to promote companionship and socializing at facilities or through other means.

Inadequate information was a fairly common complaint. Within outdoor recreation, it is possible that adequate information has been compiled but that systems for distributing the information often fail.

Concerns about personal safety were often expressed by Nature Lovers, who are predominantly female, and Do Nothings, who are predominantly over 50 years old and many of whom are minority group members. Reducing these concerns probably would increase the amounts of recreation activity by minority group members, women of all ages, and men and women over 50 years old.

Human Powered Marketing Opportunities

This analysis identified seven distinct groups of outdoor recreationists. For the human powered outdoor recreation industry, this segmentation demonstrates that the human powered outdoor recreation market is more diverse than it might first appear. Sports Hogs and Fitness Buffs, for example, are both avid participants in human powered outdoor recreation. However, their motivations, expectations, and the satisfaction they derive from participation appears to be very different. Such differences suggest that marketing to the human powered outdoor recreation market could be designed for those other factors, and should not focus singularly on human powered equipment or services.

The human powered outdoor recreation industry may want to consider these points:

1. Sports Hogs and fitness Buffs represent a large proportion of the human powered market. Marketing to them, however, should be designed to meet different needs:

Sports Hogs are interested in competition, winning, and exciting challenge. They enjoy recreating in groups, and participate in a wide array of challenging activities, many of which are not nature-oriented or human powered. They also enjoy watching others participate in challenging sporting events. They can be reached through spectator sporting events, sporting enthusiast publications, and other sources of challenging sports information or action. They are interested in either team or individual challenges, with an emphasis on competition, winning, and mastery. Marketing human powered equipment to sports Hogs should focus on these experiences, rather than on personal fitness, skill development, or being in the out-of-doors.

Fitness Buffs are interested in personal health and individual accomplishment. They are more likely to hear messages aimed at the promotion of physical and mental health, including the emotional benefits of nature-oriented activities, the reduction of stress, and overall improvement in individual well-being. They are not as likely to be lured by socially-oriented messages. They may participate in some of the same activities as Sports Hogs, but the expression of their participation is radically different. They are interested in learning and are

more likely than sports Hogs to pay attention to educational or technical information regarding their individual activity interests. Marketing to Fitness Buffs should include technical information and should highlight the personal benefits of specialized equipment, participation, and knowledge.

2. When marketing to Fitness Buffs, the almost equal participation of men and women should be noted. In addition, Fitness Buffs tend to have relatively high incomes, and therefore are better able to afford specialized equipment to enhance personal achievement and the attainment of better personal health. Fitness Buffs may be interested in a range of human powered activities, since these activities are the ones most able to promote physical health.
3. Nature Lovers, Fishin' and Huntin' Avids, Bass Club members, and Passives are all likely to participate in less physically challenging human powered outdoor recreation, such as walking, recreational swimming, and wildlife viewing. They are consumers of equipment that supports these activities, such as outdoor footwear, foul weather wear, other outdoor apparel, and equipment such as binoculars and cameras. They are not driven by the same needs for excitement or physical improvement as Sports Hogs or Fitness Buffs, and therefore will not respond to the same marketing messages. Marketing to these groups should focus on outdoor comfort and practicality of use during their outdoor activities.
4. Many Passives are women and minorities. Therefore, at least some of

the marketing of human powered equipment and supplies should be designed to appeal to these groups. Because both of these groups frequently mentioned issues of safety as constraints to participation, addressing issues of personal safety during participation may encourage greater participation in human powered activities, and therefore an increase in consumption of equipment and apparel.

5. As the baby boomers age, we can expect interest in health and fitness activities to grow. These aging baby boomers represent an opportunity for the human powered outdoor recreation industry to increase its market share by promoting the mental and physical health benefits of a variety of human powered activities that are rugged enough to be health promoting, but not too challenging for older adults. As technology improves human powered equipment, the fitness benefits of a wider array of activities will become available to aging Americans.
6. Increasing environmental awareness will help make human powered activities more attractive to a larger market share. The environmentally-friendly character of human powered activities can be used to market these activities to Nature Lovers in particular, but also to other concerned market segments, such as Passives and some Bass Club members.

Table 4.2. – Percentage of population 16 and older by age, race and gender, groups for seven outdoor recreation market segments¹, 1994-95

| Demographics | The Sports Hogs | The Fitness Buffs | The Nature Lovers | The Huntin' & Fishin' Avids | The Bass Club | The Passives | The Do Nothings |
|--------------------|-----------------|-------------------|-------------------|-----------------------------|---------------|--------------|-----------------|
| Age | | | | | | | |
| 16-24 | 45.2 | 22.1 | 7.2 | 17.4 | 11.5 | 17.4 | 10.3 |
| 25-39 | 43.0 | 47.5 | 29.8 | 35.3 | 44.7 | 31.7 | 19.9 |
| 40-54 | 10.3 | 21.8 | 33.8 | 25.2 | 28.8 | 23.0 | 19.4 |
| >54 | 1.5 | 8.7 | 29.1 | 22.2 | 14.9 | 27.9 | 50.4 |
| Race | | | | | | | |
| Caucasian | 87.7 | 88.8 | 87.5 | 87.6 | 94.0 | 76.5 | 73.9 |
| Other ² | 12.3 | 11.2 | 12.5 | 12.4 | 6.0 | 23.5 | 26.1 |
| Sex | | | | | | | |
| Male | 67.0 | 47.0 | 33.7 | 64.8 | 58.5 | 43.3 | 39.6 |
| Female | 33.0 | 53.0 | 66.3 | 35.2 | 41.5 | 56.7 | 60.4 |

¹Market segments were identified by a cluster analysis of participation incidence across approximately 17,000 respondents to the National Survey on Recreation and the environment, 1994-95.

²The “other” race category includes African American, Asian American, Hispanic speaking and Native American respondents.

Table 4.3.– Percentage of population, 16 or older, by educational attainment and income level for seven outdoor recreation market segments¹

| Demographics | The Sports Hogs | The Fitness Buffs | The Nature Lovers | The Huntin' & Fishin' Avids | The Bass Club | The Passives | The Do Nothings |
|-----------------------|-----------------|-------------------|-------------------|-----------------------------|---------------|--------------|-----------------|
| Education | | | | | | | |
| Some High School | 20.6 | 7.6 | 3.7 | 11.6 | 6.7 | 11.0 | 23.2 |
| Completed High School | 25.4 | 19.1 | 22.0 | 38.6 | 26.8 | 31.4 | 36.5 |
| Some College | 29.3 | 31.5 | 29.7 | 28.2 | 33.4 | 28.9 | 22.5 |
| Completed College | 24.7 | 41.8 | 44.5 | 20.7 | 33.1 | 28.7 | 17.9 |
| Household Income | | | | | | | |
| <\$15,000 | 5.8 | 6.5 | 7.4 | 8.6 | 5.4 | 11.2 | 27.2 |
| \$15,000 - 24,999 | 12.8 | 11.7 | 13.0 | 19.0 | 11.0 | 19.3 | 23.3 |
| \$25,000 - 49,999 | 37.3 | 37.5 | 39.7 | 43.4 | 41.0 | 40.0 | 30.6 |
| \$50,000 - 74,999 | 25.7 | 23.9 | 21.2 | 17.5 | 25.8 | 17.0 | 11.9 |
| \$75,000 + | 18.5 | 20.3 | 18.7 | 11.6 | 16.8 | 12.5 | 7.1 |

¹Market segments were identified by a cluster analysis of participation incidence across approximately 17,000 respondents to the National Survey on Recreation and the environment, 1994-95.

Table 4.4. – Percentage of population by number in household, family members in the household, and number in household over 16 and under 6 for seven outdoor recreation market segments¹, 1994-95.

| Demographics | The Sports Hogs | The Fitness Buffs | The Nature Lovers | The Huntin' & Fishin' Avids | The Bass Club | The Passives | The Do Nothings |
|---------------------------------------|-----------------|-------------------|-------------------|-----------------------------|---------------|--------------|-----------------|
| Number of People in Household | | | | | | | |
| One | 9.5 | 14.0 | 15.5 | 15.2 | 9.9 | 20.1 | 28.2 |
| Two | 19.2 | 27.1 | 40.3 | 31.5 | 31.2 | 30.9 | 34.8 |
| Three | 23.2 | 20.4 | 18.1 | 18.9 | 22.4 | 19.9 | 14.0 |
| Four or more | 48.1 | 38.5 | 26.1 | 34.4 | 36.5 | 29.1 | 22.9 |
| Number of Family Members in Household | | | | | | | |
| One | 19.5 | 22.6 | 20.9 | 15.7 | 20.0 | 25.0 | 32.1 |
| Two | 15.2 | 22.9 | 37.0 | 28.3 | 28.8 | 29.3 | 33.4 |
| Three | 20.8 | 18.4 | 17.7 | 21.3 | 19.0 | 18.6 | 12.9 |
| Four or more | 44.5 | 36.1 | 24.5 | 34.7 | 32.2 | 27.1 | 21.6 |
| Number in Household over age 16 | | | | | | | |
| One | 16.1 | 20.8 | 20.8 | 20.9 | 17.3 | 27.4 | 35.2 |
| Two | 43.3 | 55.6 | 59.4 | 56.7 | 61.7 | 48.5 | 45.1 |
| Three or more | 40.7 | 23.6 | 19.7 | 22.4 | 21.0 | 24.1 | 19.7 |
| Number in Household under age 6 | | | | | | | |
| Zero | 73.5 | 75.4 | 83.2 | 76.8 | 76.1 | 78.9 | 85.7 |
| One or more | 26.5 | 24.6 | 16.8 | 23.2 | 23.9 | 21.1 | 14.3 |

¹Market segments were identified by a cluster analysis of participation incidence across approximately 17,000 respondents to the National Survey on Recreation and the environment, 1994-95.

Table 4.5. – Percentage of population by number of cars in the household for seven outdoor recreation market segments¹, 1994-95.

| Demographics | The Sports Hogs | The Fitness Buffs | The Nature Lovers | The Huntin' & Fishin' Avids | The Bass Club | The Passives | The Do Nothings |
|-----------------------------------|-----------------|-------------------|-------------------|-----------------------------|---------------|--------------|-----------------|
| Number of Cars Owned in Household | | | | | | | |
| Zero | 2.2 | 2.1 | 2.4 | 1.3 | 1.1 | 4.9 | 11.1 |
| One | 13.3 | 20.8 | 23.9 | 18.1 | 15.3 | 29.7 | 37.3 |
| Two | 39.7 | 45.3 | 46.2 | 46.9 | 42.0 | 40.3 | 32.4 |
| Three or more | 44.8 | 31.8 | 27.6 | 33.8 | 41.6 | 25.1 | 19.3 |

¹Market segments were identified by a cluster analysis of participation incidence across approximately 17,000 respondents to the National Survey on Recreation and the environment, 1994-95.

Table 4.6. – Percentage of population by perceived constraint to participation in activities for seven outdoor recreation in market segments¹, 1994-95.

| Respondent Constraints to participation | The Sports Hogs- 11.17% responding | The Fitness Buffs- 11.8% responding | The Nature Lovers- 84.08% responding | The Huntin' and Fishin' Avids-13.16% responding | The Bass Club- 12.07% responding | The Passives- 10.7% responding | The Do Nothings- 84.08 % responding |
|---|------------------------------------|-------------------------------------|--------------------------------------|---|----------------------------------|--------------------------------|-------------------------------------|
| Not enough time | 89.4 | 89.3 | 80.5 | 84.8 | 93.3 | 76.3 | 54.5 |
| Not enough money | 44.2 | 34.4 | 36.5 | 39.3 | 44.8 | 36.6 | 44.3 |
| Personal health problems | 3.7 | 4.5 | 16.0 | 14.5 | 8.1 | 19.1 | 35.4 |
| No one to do activities with | 19.7 | 25.8 | 26.5 | 32.6 | 23.5 | 31.5 | 28.3 |
| Inadequate transportation | 11.2 | 6.5 | 8.2 | 7.8 | 8.4 | 8.7 | 17.7 |
| Crowded activity areas | 26.1 | 16.1 | 19.8 | 21.2 | 24.6 | 19.1 | 20.3 |
| Personal safety concerns | 3.0 | 7.1 | 17.8 | 7.4 | 7.9 | 12.1 | 15.9 |
| Inadequate facilities | 17.8 | 11.6 | 14.3 | 14.2 | 18.7 | 11.6 | 18.1 |
| Poorly maintained | 13.4 | 8.4 | 9.5 | 10.9 | 12.7 | 12.5 | 15.3 |
| Pollution problems | 14.6 | 9.7 | 17.0 | 15.0 | 19.9 | 10.7 | 12.5 |
| Inadequate info for activities | 20.2 | 16.1 | 20.1 | 17.8 | 20.1 | 19.3 | 22.1 |
| Physically limiting condition | 1.8 | 0.7 | 2.9 | 4.0 | 1.3 | 8.0 | 18.1 |
| Member of family with disability | 1.0 | 0.0 | 1.6 | 1.3 | 0.8 | 4.9 | 7.8 |

¹Market segments were identified by a cluster analysis of participation incidence across approximately 17,000 respondents to the National Survey on Recreation and the environment, 1994-95.

Table 4.7. – Percentage of population by proportion of recreational trips that are day trips and by hours spent traveling for seven outdoor recreation market segments¹, 1994-95.

| Demographics | The Sports Hogs | The Fitness Buffs | The Nature Lovers | The Huntin' & Fishin' Avids | The Bass Club | The Passives | The Do Nothings |
|---|-----------------|-------------------|-------------------|-----------------------------|---------------|--------------|-----------------|
| Proportion of trips for one day only | | | | | | | |
| 0-25% | 3.8 | 3.4 | 2.2 | 2.4 | 4.5 | 1.5 | 1.8 |
| 25-50% | 15.4 | 10.2 | 13.0 | 9.6 | 12.3 | 8.6 | 8.5 |
| 50-75% | 9.5 | 7.1 | 5.4 | 4.5 | 5.5 | 3.1 | 2.5 |
| 75-100% | 71.3 | 79.3 | 79.4 | 83.5 | 77.7 | 86.8 | 87.2 |
| Hours spent traveling to site | | | | | | | |
| 0-1 hour | 40.8 | 46.0 | 45.2 | 45.0 | 40.5 | 48.9 | 53.2 |
| 1.1-2 hours | 22.6 | 19.4 | 18.2 | 22.4 | 19.9 | 19.6 | 14.9 |
| 2.1-5 hours | 22.6 | 20.9 | 21.3 | 19.3 | 22.9 | 18.6 | 19.8 |
| 5.1-10 hours | 7.8 | 7.9 | 9.2 | 9.3 | 11.5 | 8.4 | 8.9 |
| > 10 hours | 6.2 | 5.8 | 6.1 | 4.1 | 5.2 | 4.6 | 3.2 |

¹Market segments were identified by a cluster analysis of participation incidence across approximately 17,000 respondents to the National Survey on Recreation and the environment, 1994-95.

Table 4.8. – Percentage of population by number of others accompanying the respondent on the last trip taken for seven outdoor recreation market segments¹, 1994-95.

| Demographics | The Sports Hogs | The Fitness Buffs | The Nature Lovers | The Huntin' & Fishin' Avids | The Bass Club | The Passives | The Do Nothings |
|---------------------------------|-----------------|-------------------|-------------------|-----------------------------|---------------|--------------|-----------------|
| Number of others on trip | | | | | | | |
| Zero | 2.4 | 4.5 | 5.2 | 5.6 | 3.6 | 5.7 | 13.4 |
| 1-3 others | 54.4 | 61.3 | 67.3 | 63.8 | 64.9 | 59.8 | 63.2 |
| 4-5 others | 22.2 | 19.7 | 15.4 | 18.5 | 17.4 | 16.0 | 12.5 |
| 6-8 others | 11.8 | 6.7 | 4.9 | 5.2 | 7.5 | 7.1 | 5.8 |
| 9 or more | 9.3 | 7.8 | 7.1 | 7.0 | 6.6 | 11.4 | 5.2 |

¹Market segments were identified by a cluster analysis of participation incidence across approximately 17,000 respondents to the National Survey on Recreation and the environment, 1994-95.

Table 4.9. – Percentage of population by private or government ownership of area last visited and by state in which visited area is located for seven outdoor recreation market segments¹, 1994-95.

| Demographics | The Sports Hogs | The Fitness Buffs | The Nature Lovers | The Huntin' & Fishin' Avids | The Bass Club | The Passives | The Do Nothings |
|-------------------------------|-----------------|-------------------|-------------------|-----------------------------|---------------|--------------|-----------------|
| Percent Private/Public | | | | | | | |
| Privately owned | 33.2 | 26.0 | 27.0 | 31.8 | 27.2 | 29.3 | 36.5 |
| Government owned | 52.6 | 61.3 | 57.7 | 54.2 | 60.9 | 55.0 | 49.3 |
| Refused to answer | 0.0 | 0.1 | 0.0 | 0.4 | 0.0 | 0.0 | 0.0 |
| Don't know | 14.2 | 12.6 | 15.3 | 13.7 | 11.9 | 15.8 | 14.3 |
| State of Destination | | | | | | | |
| 1st | CA - 9.3 | CA - 17.9 | CA - 9.7 | CA - 6.9 | CA - 7.8 | CA-11.3 | CA - 12.0 |
| 2nd | NY - 6.7 | NY - 6.4 | NY - 9.1 | NY - 4.9 | NY - 5.9 | PA -6.9 | TN - 8.7 |
| 3rd | PA - 6.1 | PA - 5.9 | PA - 5.7 | TX - 4.9 | PA - 4.7 | NY - 6.7 | NC - 5.7 |
| 4th | MI - 5.1 | OH - 4.3 | FL - 5.6 | GA - 4.8 | MI - 4.3 | FL - 5.1 | NY - 5.4 |
| 5th | TX - 5.1 | MI - 4.3 | OH - 4.8 | MI - 4.5 | TX - 3.8 | IL - 4.4 | PA - 5.3 |

¹Market segments were identified by a cluster analysis of participation incidence across approximately 17,000 respondents to the National Survey on Recreation and the environment, 1994-95.

Table 4.10. – Percent of population by whether or not the last trip taken involved wildlife in any way for seven outdoor recreation market segments¹, 1994-95.

| Demographics | The Sports Hogs | The Fitness Buffs | The Nature Lovers | The Huntin' & Fishin' Avids | The Bass Club | The Passives | The Do Nothings |
|-----------------------------------|-----------------|-------------------|-------------------|-----------------------------|---------------|--------------|-----------------|
| Percent involving wildlife | | | | | | | |
| Yes | 34.2 | 27.3 | 37.9 | 34.5 | 53.6 | 18.2 | 20.7 |
| No | 65.4 | 72.0 | 61.6 | 64.3 | 46.0 | 80.4 | 76.6 |
| Refused | 0.0 | 0.3 | 0.0 | 0.3 | 0.2 | 0.1 | 0.0 |
| Don't Know | 0.4 | 0.4 | 0.4 | 0.8 | 0.3 | 1.3 | 2.7 |

¹Market segments were identified by a cluster analysis of participation incidence across approximately 17,000 respondents to the National Survey on Recreation and the environment, 1994-95.

Table 4.11. – Percentage of population by type of transportation used to travel to the area last visited for seven outdoor recreation market segments¹, 1994-95.

| Demographics | The Sports Hogs | The Fitness Buffs | The Nature Lovers | The Huntin' & Fishin' Avids | The Bass Club | The Passives | The Do Nothings |
|-------------------------------------|-----------------|-------------------|-------------------|-----------------------------|---------------|--------------|-----------------|
| Percent by travel means type | | | | | | | |
| Car, Truck, Van | 91.4 | 86.1 | 85.0 | 89.6 | 86.7 | 85.4 | 84.4 |
| Camper van, Motorhome | 1.6 | 1.4 | 2.1 | 2.2 | 5.2 | 1.0 | 2.5 |
| Pulling a pop-up camper | 0.2 | 0.5 | 0.9 | 0.4 | 0.4 | 0.6 | 0.7 |
| Motorcycle | 0.7 | 0.4 | 0.0 | 0.4 | 0.4 | 0.4 | 0.6 |
| Train | 0.0 | 0.1 | 0.2 | 0.2 | 0.6 | 0.8 | 1.7 |
| Bus | 1.4 | 1.9 | 2.5 | 1.2 | 1.1 | 3.8 | 1.6 |
| Airplane | 3.1 | 6.0 | 6.7 | 3.2 | 3.6 | 4.9 | 2.9 |
| Ship, Boat, Ferry | 0.2 | 0.4 | 0.7 | 0.5 | 0.7 | 0.3 | 0.3 |
| Bicycle | 0.7 | 1.8 | 0.8 | 0.6 | 0.4 | 1.4 | 1.2 |
| Walking | 0.1 | 1.0 | 0.6 | 0.7 | 0.7 | 0.5 | 2.7 |

¹Market segments were identified by a cluster analysis of participation incidence across approximately 17,000 respondents to the National Survey on Recreation and the environment, 1994-95

Table 4.12.— Percentage of population by primary setting where the main activity for the last trip taken occurred for seven outdoor recreation market segments¹, 1994-95.

| Demographics | The Sports Hogs | The Fitness Buffs | The Nature Lovers | The Huntin' & Fishin' Avids | The Bass Club | The Passives | The Do Nothings |
|--|-----------------|-------------------|-------------------|-----------------------------|---------------|--------------|-----------------|
| Percent of Trips by Setting | | | | | | | |
| Developed site - campground, recreation park | 44.0 | 37.0 | 43.4 | 46.2 | 37.4 | 51.4 | 47.4 |
| Near maintained roads for regular vehicles | 16.8 | 18.9 | 25.1 | 22.7 | 24.4 | 22.9 | 20.1 |
| Walking or riding away from maintained roads | 31.6 | 37.6 | 23.4 | 20.0 | 31.3 | 16.5 | 17.7 |
| Refused | 0.2 | 0.7 | 0.4 | 1.0 | 0.3 | 0.9 | 0.9 |
| Don't know | 7.4 | 5.9 | 7.6 | 10.0 | 6.6 | 8.2 | 13.9 |

¹Market segments were identified by a cluster analysis of participation incidence across approximately 17,000 respondents to the National Survey on Recreation and the environment, 1994-95.

CHAPTER 5: OVERALL PARTICIPATION IN OUTDOOR RECREATION

Details are provided in the text of this chapter on the characteristics of participants in individual activities. For the most part, however, the discussion focuses on groups of related activities. Detailed information about participants in individual activities can be found in the tables following the text in this chapter.

Fitness Activities

This group of activities includes running or jogging, bicycling, and walking. Some 137 million Americans engage in at least one of these activities. Participation is highest for people 16-24 years old but remains high for people up to 59. Participation decreases considerably for those over age 60 (fig. 5.1). As one might expect, the decrease in participation with age is most pronounced for running and jogging and least pronounced for walking. Just under 50 percent of the surveyed people over age 60 continue to walk outdoors.

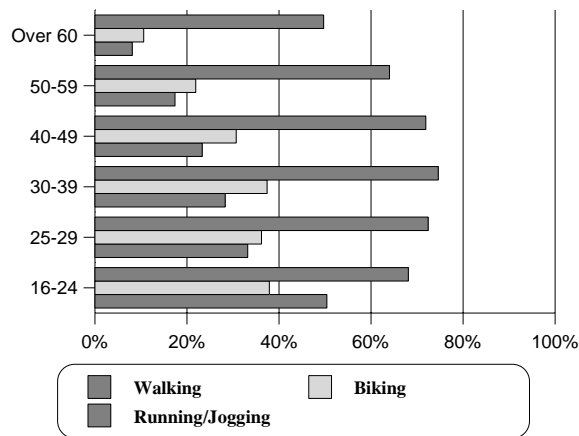


Figure 5.1—Percent of age group participating in fitness activities.

Race has relatively little relationship to participation in fitness activities. Walking and bicycling are somewhat more popular among Caucasians than among African-Americans and others (including Hispanics). Running and jogging, however, are proportionately more popular among minority group members than among Caucasians.

Males and females are nearly equal in participation in fitness activities. As with many activities, women’s participation in fitness activities has risen in recent years. At present, the proportion of females walking is slightly higher than the proportion of males.

In all fitness activities, participation increases as family income increases (fig.5.2). Since these activities are not particularly expensive, one can speculate that the increases in participation with income may be associated with greater amounts of leisure time, peer pressure, or an interest in health and fitness.

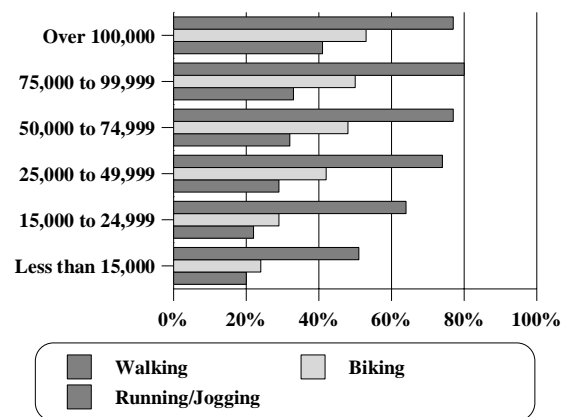


Figure 5.2—Percent of income group participating in fitness activities.

The likelihood of an individual participating in a fitness activity increases as the number of people in the household increases from one to four. There is no additional participation increase for households with more than 4 members.

For those who completed high school, participation in fitness activities increases with increased education. Interestingly, however, participation in running and jogging is highest for those who have not completed high school.

As number of cars owned or leased by the household increases, so does participation in fitness activities. Number of cars is a strong indicator of income as well as mobility. Even so, the effects on participation in fitness activities, which do not require high income, are somewhat stronger than we expected.

Individual Sports

Golf and tennis are the individual sports included in the survey. About 44 million Americans over age 15 participate in golf or tennis or both. Participation in both decreases with age (fig. 5.3), but, not surprisingly, the dropoff is greatest for tennis. About 10 percent of people over age 60 continue to play golf.

Caucasians are more likely to play tennis and considerably more are likely to play golf than are African-Americans. Minority group members other than African-Americans, are more likely to play tennis than are Caucasians (12.8 to 10.8 percent).

Males are almost three times as likely to play golf as females. Numbers of male and female tennis players are more nearly equal.

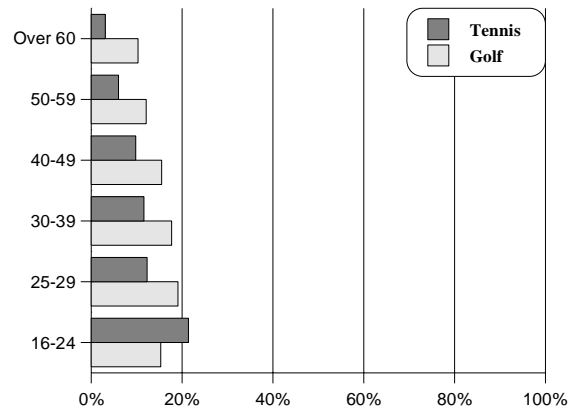


Figure 5.3—Percent of age group participating in tennis and golf.

Participation in both sports rises rapidly as family income increases (fig. 5.4). As household size increases, so does the rate of participation in tennis. No clear relationship between family size and participation exists for golf. There is a strong positive relationship between years of education and

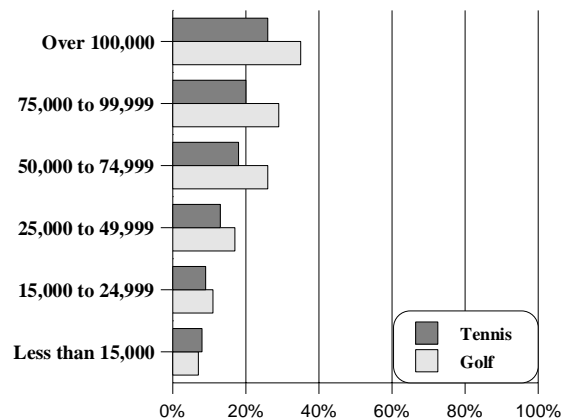


Figure 5.4—Percent of income group participating in tennis and golf.

playing golf. No clear trend is apparent for tennis. For both sports, likelihood of participation increases as number of cars in the household increase. That relationship is stronger for golf than for tennis.

Outdoor Team Sports

The outdoor team sports surveyed include baseball, softball, football, basketball, soccer, volleyball, and handball. About 53 million Americans play one or more of these sports. In all these sports, participation decreases markedly with age (fig. 5.5). Nearly half of the surveyed people age 16-24 participate in at least one of the outdoor team sports. Only 4 percent of those over age 60 do so. African-Americans and other minority group

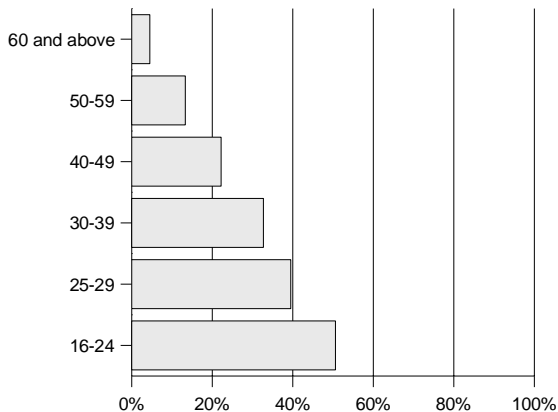


Figure 5.5—Percent of age group participating in outdoor team sports.

members are somewhat more likely to play team sports than are Caucasians. This difference holds for all of the sports except soccer. For soccer, other minority groups are more likely to participate than Caucasians or African-Americans.

Males are far more likely to compete in outdoor team sports than are females. This difference has been decreasing in recent

years, however. Participation in team sports increases somewhat with increases in family income (fig. 5.6). At over \$100,000 in income, however, participation is lower than for middle incomes. As the number of people living in the household increases, participation in team sports increases markedly. A person living in a household of five or more is more than twice as likely to participate in team sports as is a person living alone. As amount of education increases, the likelihood of participation in team sports decreases. Participation rises markedly as number of cars in the household increase.

Attending Outdoor Spectator Events

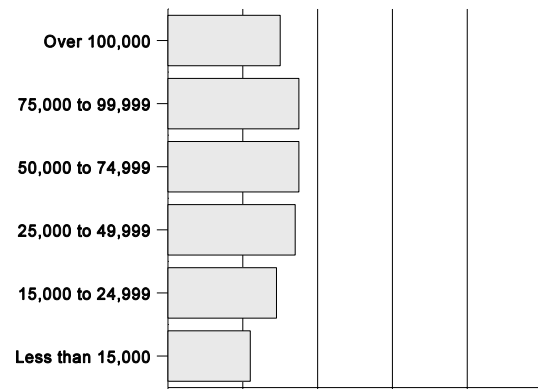


Figure 5.6—Percent of income group participating in outdoor team sports.

This activity group includes outdoor concerts and sporting events. About 118 million Americans over age 15 participate in one or both of these spectator activities. For both activities, attendance decreases with age (fig. 5.7). Concert attendance is similar among racial groups. Caucasians are somewhat more likely to attend outdoor sporting events than are minority group members. Slightly more males than females attend outdoor concerts (22 vs. 20 percent), but considerably

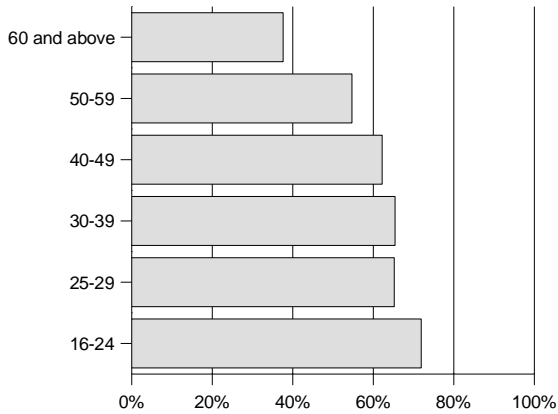


Figure 5.7—Percent of age group participating in outdoor spectator events.

more males than females (54 vs. 42 percent) attend outdoor sporting events.

For many reasons, including rising costs of admission, attendance decreases as family income decreases (fig. 5.8). Family size has little relationship with concert attendance. The likelihood of attending an outdoor sporting event increases considerably as family size increases.

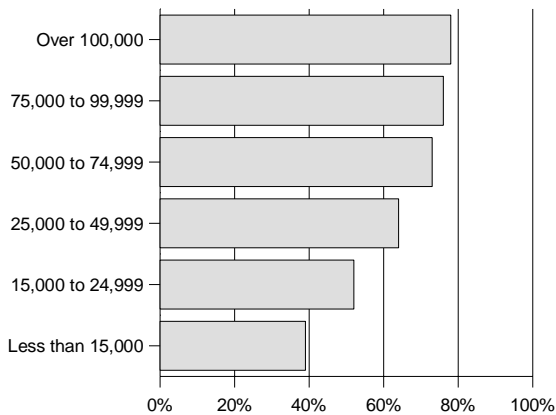


Figure 5.8—Percent of income group participating in outdoor spectator events.

Outdoor spectator participation increases as education level increases. It also increases as the number of cars in the household increases.

Viewing or Studying

This group of activities includes visiting nature centers, visitor centers, prehistoric sites, or historic sites; bird watching; wildlife viewing; fish viewing; studying nature near water; sightseeing; and visiting a beach or waterside. Some 153 million Americans over age 15 do at least one of the activities on this list. These activities are often a part of vacation trips.

Participation in these activities as a group stays nearly level until about age 40, and then declines (fig. 5.9). The lower percentages of participation for people 60 and over are somewhat surprising—one might expect retirees to participate often in these activities. In any case, the popularity of all these activities is high, even among older Americans.

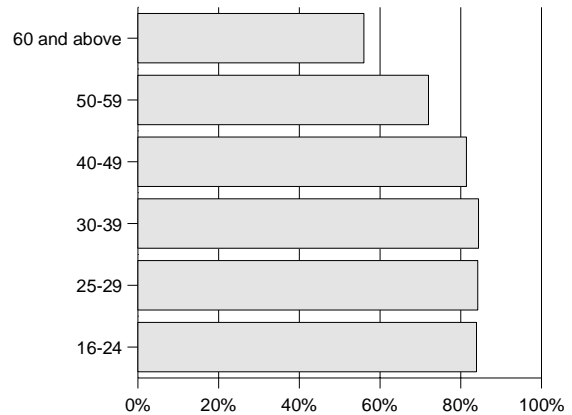


Figure 5.9—Percent of age group participating in viewing or studying.

Viewing and studying are more popular among Caucasians than among African-Americans and other minority group members. Among minority group members, participation is slightly lower for African-Americans than for others. Males and females participate about equally in these activities.

In general, viewing and studying increase with family income for incomes below \$100,000 (fig.5.10). Participation drops slightly for those in families with incomes over \$100,000. The percentage of people participating in these activities increases as numbers in the household increase from one to three, then levels off for those in larger households. Participation rises sharply with increases in level of education and increases in number of cars in the household.

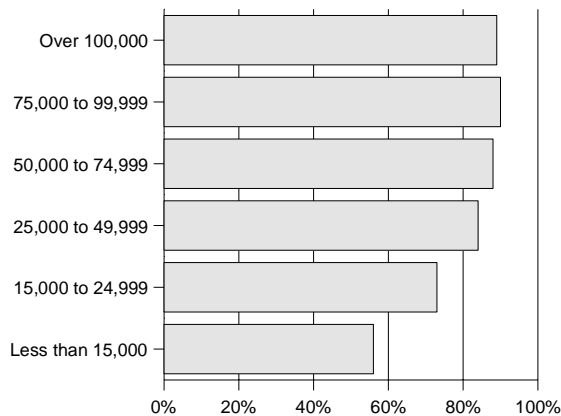


Figure 5.10—Percent of income group participating in viewing or studying.

Snow and Ice Activities

Snow and ice activities are participated in by 36 million Americans over age 15. These activities include ice skating, snowboarding, sledding, downhill skiing, cross-country skiing, and snowmobiling. Among these

activities, the most popular is sledding with 20.5 million participants. Downhill skiing ranks second with 16.8 million, and ice skating with 10.5 million.

As one might expect for such activities, which require considerable energy, participation is highest for the young and drops off noticeably for people over 50 (fig. 5.11). Even so, 1.8 million people over 50 did some sledding in 1994, and 1.3 million did some downhill skiing.

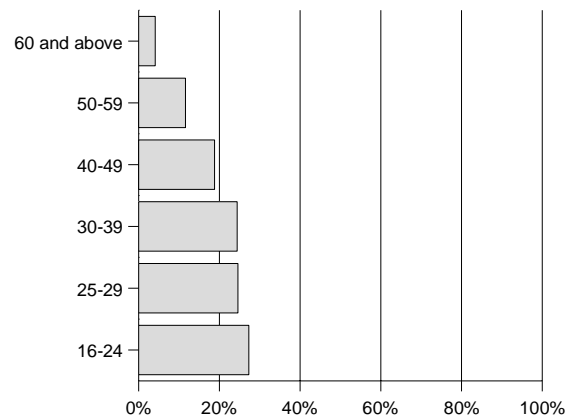


Figure 5.11—Percent of age group participating in snow and ice activities.

Among racial and ethnic groups, African-Americans are least likely to participate in snow and ice activities. Participation is almost twice as high among other minority groups, and almost three times as high among Caucasians. Thus, for sledding, 18.9 million of the participants are Caucasian, and only 1.5 million are minority group members. For downhill skiing, 15.3 million are Caucasian and only 1.6 million are minority group members.

It should be noted that these participation figures are representative of nationwide

participation. However, for many areas of the United States, snow and ice activities are limited or prohibited by climate. Therefore, regional variations should be considered when using snow and ice participation figures (see chapter 6). The likelihood of engaging in a snow or ice activity rises steadily as household income rises (fig. 5.12). Downhill skiing in particular is relatively expensive and ski runs are seldom located close to population centers. For many, therefore, downhill skiing entails a major trip and an overnight stay as well as the cost of the lift, food, and services.

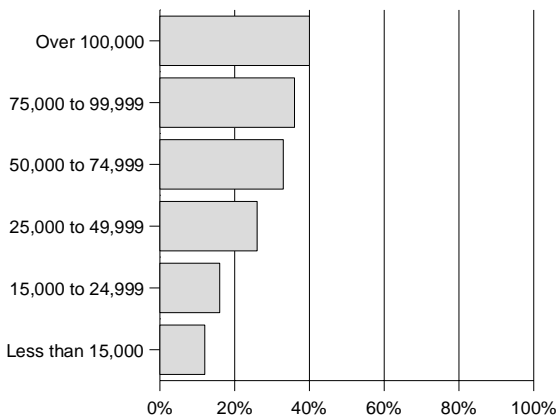


Figure 5.12—Percent of income group participating in snow and ice activities.

Participation increases as number of people in the household increases from one to four. There is no increase for households with more than four people. The likelihood of participating in snow and ice activities is higher among people who have completed college than for those who have not. It increases sharply as number of cars in the household increases.

Camping

This group includes camping in developed campgrounds as well as in undeveloped primitive areas. About 53 million Americans over age 15 camp. Of the two types, developed camping is somewhat more popular. In general, the likelihood of camping declines as a person ages (fig. 5.13). African-Americans are considerably less likely to camp than are Caucasians or other minority group members. Men are about 1.5 times as likely to camp as are females (31 vs. 22 percent). The gender difference is small for developed areas but quite large for primitive areas.

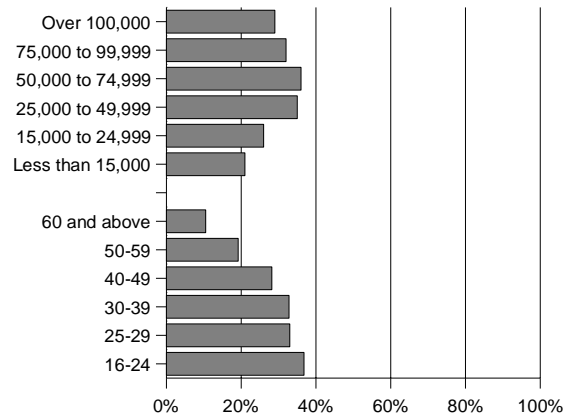


Figure 5.13—Percent of income and age group participating in camping.

The likelihood of camping increases with household income through \$75,000 per year, but declines slightly at the highest incomes (fig. 5.13). Camping is often a family activity, and participation increases as household size increases. Level of education does not appear to be related to the probability of a person camping. The probability increases sharply as the number of cars in the household increases, however.

Hunting

This group includes big game, small game, and migratory bird hunting. Of the three, big game and small game hunting are about equally popular. Migratory bird hunting is considerably less popular. About 18.6 million Americans over 15 years old hunted in 1994. The popularity of hunting has declined in recent decades, while the popularity of viewing birds and wildlife has grown. The latest survey reveals that about 62 million people view wildlife, while less than 19 million hunt. Many do both.

Until a person reaches age 60, the probability that he or she will hunt declines only a little with age (fig. 5.14). Hunting is most popular among Caucasians and least popular among African-Americans. Men are more than five times as likely to hunt as are women (16.8 vs. 2.7 percent).

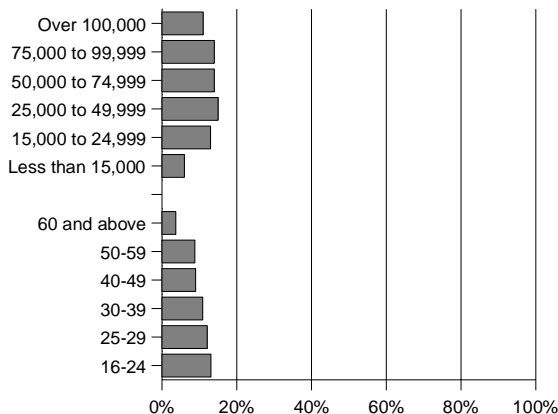


Figure 5.14—Percent of income and age group participating in hunting.

People with household incomes less than \$15,000 per year are considerably less likely to hunt than are people with higher incomes. For people with incomes above \$15,000, effects of income on the probability of hunting are quite small (fig. 5.14).

Participation increases as family size increases.

People who have completed college are somewhat less likely to hunt than are people with lower education levels. No other effects of education on participation are apparent. Participation rises rapidly as number of cars in the household increases.

Fishing

This group includes freshwater, warmwater, coldwater, saltwater, anadromous (migratory), and catch and release fishing. Almost 58 million Americans over age 15 fished in 1994. Participation in all types of fishing decreases slightly as a person ages, but fishing rapidly declines in popularity among people over age 60 (fig. 5.15). Fishing is more popular among Caucasians than among minority group members. Men are more likely to fish than are women (38 vs. 21 percent).

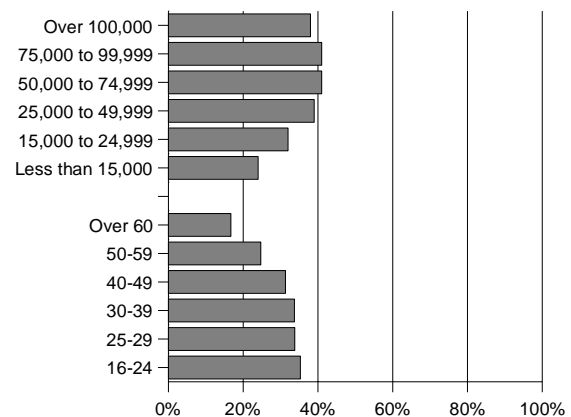


Figure 5.15—Percent of income and age group participating in fishing.

People with household incomes above \$25,000 are more likely to fish than are people with lower incomes (fig. 5.15).

Participation increases as number of people in the household increases. Effects of education level on participation are small. As the number of cars in the household increases from one to three or more, the probability of participation almost doubles.

Boating

This group of activities includes sailing, canoeing, kayaking, rowing, floating or rafting, motorboating, water skiing, and sailboarding or windsurfing. About 58 million Americans over age 15 did at least one kind of boating in 1994.

Among boating activities, canoeing, kayaking, and rowing require a lot of physical exertion. It is not surprising, therefore, that participation in these more active forms of boating as a whole declines with age, particularly among people over 60. In 1994, 14.1 million people did some canoeing. Only 1.9 million of those people were over 60. Floating or rafting was participated in by 15.2 million people. Only about 1.4 million participants were over 50.

In contrast, motorboating, which requires little exertion, is popular for people of all ages. Of the 47 million people who did some motorboating in 1994, 10.6 million were over 50.

Caucasians are more likely to go boating than are minority group members. Men are somewhat more likely to go boating than are women. Since boats are often expensive, it is not surprising that boating participation increases as household income increases (fig. 5.16).

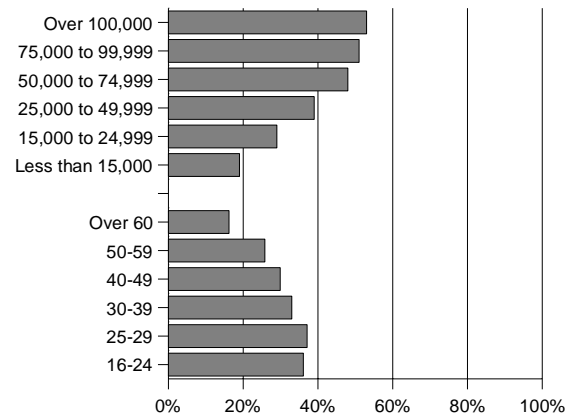


Figure 5.16—Percent of income and age group participating in boating.

Participation also increases as number of people in the household increases from one to three, then levels off for larger households. Perhaps because of a correlation with income, participation also increases as level of education increases. Participation doubles as number of cars in the household increases from one to three or more.

Swimming

Activities in this group include surfing, outdoor pool swimming, non-pool swimming (in lakes, ponds, ocean, or river), and snorkeling. Just under 109 million Americans over age 15 went swimming at least once in 1994.

In 1994, people 16-24 years old were about three times as likely to swim as were people over 60 (fig. 5.17). Nevertheless, of the 88.5 million people who went swimming in outdoor pools in that year, 17.5 million were over 50. And of the 78.1 million people who went swimming in places other than pools, 14.3 million were over 50.

Caucasians are more likely to swim than are minority group members (58 percent of Caucasians, 34 percent of African-Americans, and 46 percent of other minorities). Men and women participate in almost equal proportions.

The likelihood of a person swimming increases as household income increases to \$100,000 per year (fig. 5.17).

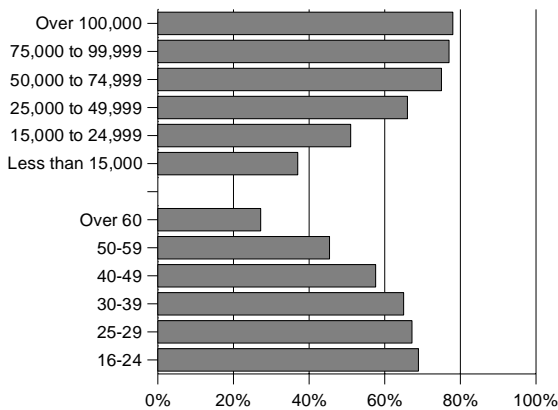


Figure 5.17– Percents of income and age groups participating in swimming activities.

Participation increases as number of people in the household increases up to four. Further increases in household numbers do not increase participation. As education level increases, so does swimming participation. And, as with virtually all activities, participation increases as number of cars in the household increase.

Outdoor Adventure

This group includes the traditional activities of hiking, backpacking, and horseback riding, plus orienteering, mountain climbing, rock climbing, and caving, which have only recently become popular. The popularity of all of these activities except horseback riding

has grown rapidly in recent years. About 74 million Americans over age 15 participated in one of these activities in 1994. Hiking, whose popularity rose very rapidly, drew the most participants in 1994 (47.8 million). Backpacking, another human-powered activity with a rapidly growing group of participants, attracted 15.2 million in 1994.

As one might expect for activities that require a lot of physical exertion, participation is greatest for the young and decreases with age (fig. 5.18). But people over 50 are well represented. Some 8.3 million hikers and 1.6 million backpackers were over 50. Of the 7.5 million people who did some rock climbing in 1994, 700,000 were over 50.

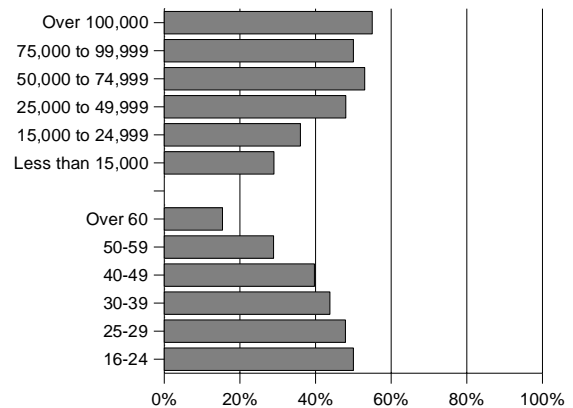


Figure 5.18– Percent of income and age group participating in outdoor adventure activities.

Caucasians are much more likely to seek adventure activities than are African-Americans. Other minority group members, however, participate about as frequently as Caucasians. Men are slightly more likely than women to participate in adventure activities (54.6 vs. 45.4 percent). In general, the likelihood of participation in outdoor adventure activities rises as income rises

through \$75,000 per year (fig. 5.18). At incomes above \$75,000, participation does not rise appreciably.

Participation in adventure activities increases as number of people in the household increase. It also increases with level of education and with number of cars in the household.

Traditional Social Activities

This group includes family gatherings, picnics, and yard games. About 136 million Americans over age 15 participated in at least one of these activities in 1994. These are among the most popular outdoor recreation activities. They are particularly favored by families with young children, so participation is greatest for adults ranging from 25 to 40 years old (fig. 5.19). Participation is somewhat greater for Caucasians than for minority group members. Similar proportions of men and women participate in these activities. There is a general rise in participation as household income increases (fig. 5.19). Participation also generally increases as the size of the household increases.

There is a small increase in likelihood of participating in these activities as level of education increases. And there is an increase as number of vehicles in the household increases.

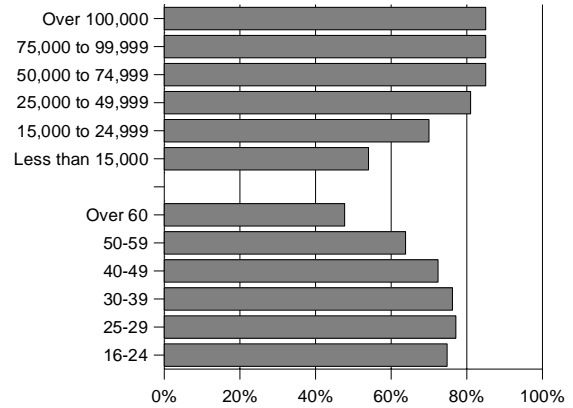


Figure 5.19—Percent of income and age group participating in traditional social activities.

Table 5.1.– Number and percent of U.S. population participating in outdoor recreation by activity and age, 1994-5. (Millions, top; percent of age group participating, middle; and percent of activity participants, bottom).

| Activity | 16-24 | 25-29 | 30-39 | 40-49 | 50-59 | Over 60 |
|-------------------------------|-------|-------|-------|-------|-------------------|-------------------|
| Fitness Activities | 26.6 | 16.6 | 33.5 | 23.8 | 14.7 | 21.7 |
| | 77.2 | 74.7 | 76.1 | 72.0 | 64.0 | 49.7 |
| | 19.4 | 12.1 | 24.5 | 17.4 | 10.8 | 15.9 |
| Running/Jogging | 17.4 | 7.4 | 12.5 | 7.7 | 4.0 | 3.5 |
| | 50.4 | 33.2 | 28.3 | 23.3 | 17.4 | 8.1 |
| | 33.1 | 14.1 | 23.8 | 14.7 | 7.7 | 6.7 |
| Biking | 13.1 | 8.1 | 16.5 | 10.1 | 5.0 | 4.6 |
| | 37.9 | 36.2 | 37.4 | 30.7 | 21.9 | 10.6 |
| | 22.8 | 14.0 | 28.7 | 17.7 | 8.8 | 8.1 |
| Walking | 23.5 | 16.1 | 32.9 | 23.8 | 14.7 ¹ | 21.7 ¹ |
| | 68.1 | 72.4 | 74.6 | 71.9 | 64.0 | 49.7 |
| | 17.6 | 12.0 | 24.6 | 17.8 | 10.8 | 15.9 |
| Individual Sport Activities | 10.9 | 5.9 | 11.2 | 7.2 | 3.7 | 5.3 |
| | 31.5 | 26.7 | 25.4 | 21.7 | 16.0 | 12.1 |
| | 24.6 | 13.5 | 25.4 | 16.3 | 8.4 | 12.0 |
| Golf | 5.3 | 4.3 | 7.8 | 5.1 | 2.8 | 4.5 |
| | 15.3 | 19.1 | 17.7 | 15.5 | 12.1 | 10.3 |
| | 17.7 | 14.3 | 26.2 | 17.2 | 9.4 | 15.2 |
| Tennis | 7.4 | 2.7 | 5.1 | 3.3 | 1.4 | 1.4 |
| | 21.4 | 12.3 | 11.6 | 9.8 | 6.0 | 3.1 |
| | 34.8 | 12.9 | 24.2 | 15.3 | 6.5 | 6.4 |
| Outdoor Team Sport Activities | 17.4 | 8.8 | 14.4 | 7.3 | 3.1 | 2.0 |
| | 50.6 | 39.5 | 32.7 | 22.2 | 13.3 | 4.5 |
| | 32.9 | 16.6 | 27.2 | 13.9 | 5.8 | 3.7 |
| Baseball | 4.9 | 1.8 | 3.5 | 2.0 | 0.8 | 0.5 |
| | 14.1 | 8.1 | 8.0 | 6.0 | 3.7 | 1.1 |
| | 36.0 | 13.3 | 26.1 | 14.8 | 6.3 | 3.6 |
| Softball | 7.0 | 5.0 | 7.8 | 4.0 | 1.5 | 0.8 |
| | 20.4 | 22.6 | 17.7 | 12.1 | 6.3 | 1.9 |
| | 27.0 | 19.2 | 29.8 | 15.3 | 5.6 | 3.1 |

¹Note that the participation estimates for walking, ages 50 and above, are equal to the participation estimate for the group. This is an indirect result of applying the weighting procedures summarized in Appendix A.

| Activity | 16-24 | 25-29 | 30-39 | 40-49 | 50-59 | Over 60 |
|------------------------------|-------|-------|-------|-------|-------|---------|
| Football | 7.1 | 2.6 | 2.7 | 0.8 | 0.3 | 0.1 |
| | 20.6 | 11.7 | 6.2 | 2.3 | 1.1 | 0.3 |
| | 52.2 | 19.1 | 20.1 | 5.6 | 1.9 | 1.1 |
| Basketball | 10.7 | 4.2 | 6.2 | 2.9 | 1.1 | 0.5 |
| | 31.1 | 18.7 | 14.1 | 8.7 | 4.8 | 1.1 |
| | 41.9 | 16.3 | 24.3 | 11.3 | 4.3 | 1.9 |
| Soccer | 4.5 | 1.3 | 2.2 | 1.0 | 0.3 | 0.0 |
| | 13.2 | 6.0 | 5.0 | 3.0 | 1.5 | 0.1 |
| | 48.0 | 14.0 | 23.4 | 10.5 | 3.6 | 0.5 |
| Volleyball | 9.7 | 5.2 | 7.8 | 3.7 | 1.6 | 0.7 |
| | 28.1 | 23.2 | 17.8 | 11.2 | 7.0 | 1.6 |
| | 33.7 | 18.0 | 27.3 | 13.0 | 5.6 | 2.5 |
| Handball | 4.3 | 1.6 | 2.5 | 1.3 | 0.9 | 0.7 |
| | 12.5 | 7.3 | 5.8 | 3.9 | 3.8 | 1.5 |
| | 38.3 | 14.3 | 22.5 | 11.4 | 7.7 | 5.9 |
| Outdoor Spectator Activities | 24.8 | 14.5 | 28.8 | 20.6 | 12.6 | 16.4 |
| | 71.9 | 65.2 | 65.4 | 62.2 | 54.7 | 37.6 |
| | 21.1 | 12.3 | 24.5 | 17.5 | 10.7 | 14.0 |
| Concerts | 14.9 | 9.4 | 16.3 | 11.6 | 6.7 | 9.6 |
| | 43.4 | 42.2 | 36.9 | 35.0 | 29.1 | 22.0 |
| | 21.8 | 13.7 | 23.8 | 16.9 | 9.8 | 14.1 |
| Attending Sporting Events | 20.5 | 11.3 | 23.8 | 17.3 | 10.1 | 12.3 |
| | 59.4 | 50.9 | 53.9 | 52.5 | 43.8 | 28.1 |
| | 21.5 | 11.9 | 25.0 | 18.2 | 10.6 | 12.9 |
| Viewing Activities | 28.9 | 18.7 | 37.2 | 26.9 | 16.6 | 24.5 |
| | 83.9 | 84.2 | 84.4 | 81.4 | 72.0 | 56.0 |
| | 18.9 | 12.3 | 24.4 | 17.6 | 10.9 | 16.0 |
| Visiting a Nature Center | 15.2 | 12.2 | 24.9 | 17.3 | 10.2 | 13.3 |
| | 44.3 | 54.8 | 56.6 | 52.5 | 44.1 | 30.4 |
| | 16.4 | 13.1 | 26.8 | 18.6 | 10.9 | 14.3 |
| Visiting a Visitor Center | 10.2 | 8.3 | 18.1 | 13.8 | 8.7 | 10.4 |
| | 29.5 | 37.1 | 41.0 | 41.8 | 37.8 | 23.9 |
| | 14.7 | 11.9 | 26.1 | 19.9 | 12.5 | 15.0 |
| Visit a Prehistoric Site | 6.4 | 4.4 | 8.5 | 6.5 | 4.0 | 5.1 |
| | 18.5 | 19.8 | 19.3 | 19.8 | 17.2 | 11.7 |
| | 18.2 | 12.6 | 24.4 | 18.7 | 11.4 | 14.7 |

| Activity | 16-24 | 25-29 | 30-39 | 40-49 | 50-59 | Over 60 |
|-------------------------------|-------|-------|-------|-------|-------|---------|
| Visit a Historic Site | 15.4 | 10.8 | 21.9 | 16.7 | 10.4 | 13.4 |
| | 44.6 | 48.5 | 49.8 | 50.4 | 45.3 | 30.6 |
| | 17.4 | 12.2 | 24.8 | 18.8 | 11.8 | 15.1 |
| Bird-Watching | 5.7 | 4.7 | 12.5 | 11.2 | 7.5 | 12.6 |
| | 16.5 | 21.2 | 28.4 | 33.8 | 32.7 | 28.8 |
| | 10.5 | 8.7 | 23.1 | 20.6 | 13.9 | 23.2 |
| Wildlife Viewing | 9.9 | 7.2 | 16.1 | 12.4 | 7.5 | 9.5 |
| | 28.8 | 32.2 | 36.4 | 37.7 | 32.7 | 21.8 |
| | 15.8 | 11.5 | 25.7 | 19.9 | 12.0 | 15.2 |
| Fish Viewing | 4.1 | 3.1 | 7.4 | 5.5 | 3.2 | 4.3 |
| | 11.9 | 13.9 | 16.7 | 16.5 | 13.7 | 9.8 |
| | 14.9 | 11.3 | 26.8 | 19.9 | 11.5 | 15.7 |
| Other Wildlife Viewing | 4.8 | 2.9 | 6.2 | 5.4 | 3.4 | 4.8 |
| | 13.9 | 13.1 | 14.2 | 16.4 | 15.0 | 10.9 |
| | 17.4 | 10.5 | 22.7 | 19.6 | 12.5 | 17.3 |
| Sightseeing | 17.9 | 13.4 | 27.9 | 21.3 | 13.7 | 19.4 |
| | 52.0 | 60.2 | 63.3 | 64.4 | 59.5 | 44.4 |
| | 15.8 | 11.8 | 24.6 | 18.8 | 12.1 | 17.1 |
| Visiting a Beach or Waterside | 24.2 | 15.9 | 31.4 | 22.1 | 13.2 | 17.8 |
| | 70.1 | 71.4 | 71.2 | 66.9 | 57.2 | 40.7 |
| | 19.4 | 12.8 | 25.2 | 17.8 | 10.6 | 14.3 |
| Water-based Nature Study | 8.8 | 6.8 | 14.4 | 11.5 | 6.7 | 7.2 |
| | 25.7 | 30.7 | 32.7 | 34.7 | 29.0 | 16.5 |
| | 16.0 | 12.3 | 26.0 | 20.7 | 12.1 | 13.1 |
| Snow and Ice Activities | 9.4 | 5.5 | 10.8 | 6.2 | 2.7 | 1.8 |
| | 27.3 | 24.6 | 24.4 | 18.8 | 11.6 | 4.1 |
| | 25.9 | 15.1 | 29.7 | 17.1 | 7.4 | 5.0 |
| Ice Skating | 3.4 | 1.4 | 3.0 | 1.9 | 0.6 | 0.4 |
| | 9.9 | 6.3 | 6.7 | 5.6 | 2.5 | 0.8 |
| | 32.3 | 13.2 | 28.1 | 17.6 | 5.5 | 3.3 |
| Snowboarding | 1.9 | 0.6 | 1.1 | 0.6 | 0.2 | 0.1 |
| | 5.5 | 2.8 | 2.5 | 1.8 | 0.9 | 0.2 |
| | 41.9 | 13.5 | 24.4 | 13.4 | 4.5 | 2.2 |
| Sledding | 5.4 | 2.9 | 6.9 | 3.5 | 1.0 | 0.8 |
| | 15.6 | 13.0 | 15.7 | 10.5 | 4.5 | 1.8 |
| | 26.3 | 14.2 | 33.8 | 16.9 | 5.0 | 3.9 |

| Activity | 16-24 | 25-29 | 30-39 | 40-49 | 50-59 | Over 60 |
|----------------------|-------|-------|-------|-------|-------|---------|
| Downhill Skiing | 5.3 | 3.2 | 4.4 | 2.7 | 0.9 | 0.4 |
| | 15.5 | 14.3 | 9.9 | 8.1 | 3.8 | 1.0 |
| | 31.7 | 18.8 | 25.9 | 15.8 | 5.3 | 2.5 |
| Cross-Country Skiing | 1.2 | 0.8 | 1.6 | 1.5 | 0.9 | 0.5 |
| | 3.5 | 3.5 | 3.7 | 4.4 | 4.0 | 1.2 |
| | 18.5 | 11.8 | 25.2 | 22.3 | 14.0 | 8.2 |
| Snowmobiling | 2.0 | 1.2 | 2.1 | 1.0 | 0.5 | 0.3 |
| | 5.9 | 5.4 | 4.7 | 3.0 | 2.1 | 0.8 |
| | 28.5 | 17.0 | 29.1 | 13.9 | 6.9 | 4.7 |
| Camping (overall) | 12.7 | 7.3 | 14.4 | 9.3 | 4.4 | 4.6 |
| | 36.8 | 33.0 | 32.8 | 28.2 | 19.2 | 10.5 |
| | 24.0 | 13.9 | 27.4 | 17.7 | 8.4 | 8.7 |
| Developed Area | 9.5 | 5.7 | 11.4 | 7.5 | 3.6 | 3.9 |
| | 27.5 | 25.5 | 26.0 | 22.6 | 15.4 | 8.9 |
| | 22.9 | 13.7 | 27.6 | 18.0 | 8.6 | 9.4 |
| Primitive Area | 7.8 | 4.4 | 7.3 | 4.6 | 2.1 | 1.9 |
| | 22.7 | 19.9 | 16.5 | 13.8 | 9.1 | 4.2 |
| | 27.9 | 15.8 | 26.0 | 16.3 | 7.5 | 6.6 |
| Hunting | 4.5 | 2.7 | 4.8 | 3.0 | 2.0 | 1.6 |
| | 13.1 | 12.1 | 10.9 | 9.0 | 8.8 | 3.7 |
| | 24.2 | 14.5 | 25.9 | 15.9 | 11.0 | 8.6 |
| Big game | 3.3 | 2.2 | 3.8 | 2.3 | 1.5 | 1.1 |
| | 9.7 | 9.7 | 8.7 | 6.9 | 6.6 | 2.6 |
| | 23.5 | 15.2 | 26.8 | 16.0 | 10.6 | 8.0 |
| Small game | 3.3 | 2.0 | 3.3 | 2.0 | 1.5 | 1.0 |
| | 9.5 | 9.2 | 7.4 | 6.0 | 6.3 | 2.3 |
| | 25.1 | 15.8 | 25.1 | 15.3 | 11.3 | 7.6 |
| Migratory bird | 1.0 | 0.5 | 1.1 | 0.7 | 0.5 | 0.4 |
| | 3.0 | 2.2 | 2.6 | 2.2 | 2.0 | 1.0 |
| | 24.4 | 11.5 | 26.7 | 16.7 | 10.7 | 10.1 |

| Activity | 16-24 | 25-29 | 30-39 | 40-49 | 50-59 | Over 60 |
|-------------------|-------|-------|-------|-------|-------|---------|
| Fishing | 12.2 | 7.5 | 14.9 | 10.3 | 5.7 | 7.3 |
| | 35.3 | 33.8 | 33.7 | 31.3 | 24.7 | 16.7 |
| | 21.0 | 13.0 | 25.7 | 17.9 | 9.8 | 12.6 |
| Freshwater | 10.4 | 6.2 | 12.7 | 8.8 | 4.6 | 6.1 |
| | 30.2 | 28.0 | 28.9 | 26.7 | 20.0 | 13.9 |
| | 21.3 | 12.7 | 26.0 | 18.0 | 9.5 | 12.5 |
| Saltwater | 4.1 | 2.8 | 4.4 | 3.5 | 1.9 | 2.3 |
| | 11.8 | 12.6 | 10.0 | 10.4 | 8.3 | 5.4 |
| | 21.5 | 14.7 | 23.3 | 18.2 | 10.1 | 12.3 |
| Warmwater | 9.0 | 5.3 | 10.6 | 7.4 | 3.9 | 4.6 |
| | 26.2 | 23.8 | 24.0 | 22.3 | 16.9 | 10.6 |
| | 22.1 | 13.0 | 26.0 | 18.1 | 9.6 | 11.4 |
| Coldwater | 4.7 | 3.0 | 5.2 | 3.3 | 1.9 | 2.6 |
| | 13.6 | 13.4 | 11.9 | 10.1 | 8.3 | 6.0 |
| | 22.5 | 14.3 | 25.2 | 16.1 | 9.2 | 12.7 |
| Ice | 0.9 | 0.5 | 1.1 | 0.7 | 0.4 | 0.5 |
| | 2.7 | 2.2 | 2.6 | 2.0 | 1.5 | 1.1 |
| | 23.0 | 12.1 | 28.2 | 16.6 | 8.8 | 11.5 |
| Anadromous | 2.1 | 1.1 | 2.2 | 1.5 | 0.9 | 1.1 |
| | 6.2 | 5.1 | 5.1 | 4.5 | 4.0 | 2.6 |
| | 23.6 | 12.4 | 24.7 | 16.5 | 10.2 | 12.6 |
| Catch and Release | 3.5 | 2.3 | 4.0 | 3.0 | 1.3 | 1.4 |
| | 10.2 | 10.1 | 9.1 | 9.2 | 5.6 | 3.2 |
| | 22.6 | 14.6 | 25.9 | 19.6 | 8.3 | 9.1 |
| Boating | 12.5 | 8.2 | 14.6 | 9.9 | 5.9 | 7.1 |
| | 36.1 | 37.1 | 33.0 | 29.9 | 25.8 | 16.2 |
| | 21.4 | 14.2 | 25.1 | 17.0 | 10.2 | 12.2 |
| Sailing | 2.2 | 1.4 | 2.2 | 1.8 | 0.8 | 1.2 |
| | 6.3 | 6.3 | 5.1 | 5.3 | 3.6 | 2.8 |
| | 22.6 | 14.5 | 23.3 | 18.3 | 8.7 | 12.6 |
| Canoeing | 4.0 | 2.1 | 3.6 | 2.4 | 1.1 | 0.8 |
| | 11.6 | 9.4 | 8.2 | 7.4 | 4.9 | 1.9 |
| | 28.4 | 14.8 | 25.6 | 17.3 | 8.0 | 6.0 |

| Activity | 16-24 | 25-29 | 30-39 | 40-49 | 50-59 | Over 60 |
|---------------------------|-------|-------|-------|-------|-------|---------|
| Kayaking | 0.9 | 0.4 | 0.6 | 0.4 | 0.2 | 0.1 |
| | 2.7 | 1.8 | 1.3 | 1.3 | 0.9 | 0.2 |
| | 35.5 | 14.7 | 21.6 | 16.8 | 8.1 | 3.4 |
| Rowing | 2.0 | 1.0 | 1.9 | 1.5 | 0.9 | 1.2 |
| | 5.9 | 4.5 | 4.3 | 4.5 | 3.9 | 2.6 |
| | 23.9 | 11.7 | 22.2 | 17.8 | 10.7 | 13.7 |
| Floating, Rafting | 5.4 | 2.6 | 3.7 | 2.1 | 0.8 | 0.6 |
| | 15.8 | 11.9 | 8.4 | 6.3 | 3.3 | 1.4 |
| | 35.6 | 17.3 | 24.3 | 13.6 | 5.0 | 4.1 |
| Motor-boating | 9.6 | 6.7 | 12.2 | 8.0 | 4.8 | 5.8 |
| | 27.7 | 30.2 | 27.6 | 24.2 | 20.9 | 13.2 |
| | 20.3 | 14.3 | 25.9 | 17.0 | 10.3 | 12.3 |
| Water Skiing | 6.1 | 3.5 | 4.8 | 2.3 | 0.8 | 0.3 |
| | 17.6 | 15.8 | 10.9 | 7.1 | 3.6 | 0.8 |
| | 34.0 | 19.6 | 26.7 | 13.1 | 4.6 | 1.9 |
| Jet Skiing | 3.6 | 1.8 | 2.4 | 1.1 | 0.4 | 0.2 |
| | 10.4 | 8.2 | 5.5 | 3.4 | 1.8 | 0.4 |
| | 37.8 | 19.1 | 25.4 | 11.7 | 4.3 | 1.8 |
| Sailboarding/windsurfing | 0.6 | 0.4 | 0.6 | 0.3 | 0.1 | 0.2 |
| | 1.7 | 1.7 | 1.4 | 1.0 | 0.5 | 0.4 |
| | 26.4 | 17.3 | 28.7 | 14.5 | 5.7 | 7.5 |
| Swimming Activities | 23.7 | 14.9 | 28.7 | 19.0 | 10.5 | 11.9 |
| | 68.9 | 67.2 | 65.0 | 57.6 | 45.4 | 27.2 |
| | 21.9 | 13.8 | 26.4 | 17.5 | 9.6 | 10.9 |
| Surfing | 1.3 | 0.4 | 0.5 | 0.2 | 0.1 | 0.1 |
| | 3.7 | 1.8 | 1.2 | 0.5 | 0.5 | 0.3 |
| | 49.2 | 15.7 | 19.8 | 6.8 | 4.3 | 4.3 |
| Swimming/pool | 20.9 | 12.1 | 23.3 | 14.8 | 8.0 | 9.5 |
| | 60.6 | 54.6 | 52.9 | 44.9 | 34.6 | 21.7 |
| | 23.6 | 13.7 | 26.3 | 16.8 | 9.0 | 10.7 |
| Swimming/lake,river,ocean | 17.7 | 11.0 | 21.2 | 14.0 | 7.0 | 7.3 |
| | 51.3 | 49.4 | 48.1 | 42.4 | 30.4 | 16.6 |
| | 22.6 | 14.1 | 27.1 | 18.0 | 9.0 | 9.3 |
| Snorkeling/Scuba | 3.6 | 2.4 | 4.2 | 2.7 | 1.1 | 0.6 |
| | 10.4 | 10.8 | 9.4 | 8.1 | 4.7 | 1.4 |
| | 24.8 | 16.5 | 28.6 | 18.5 | 7.5 | 4.2 |

| Activity | 16-24 | 25-29 | 30-39 | 40-49 | 50-59 | Over 60 |
|------------------------------|-------|-------|-------|-------|-------|---------|
| Outdoor Adventure Activities | 17.2 | 10.7 | 19.3 | 13.1 | 6.7 | 6.7 |
| | 50.0 | 47.9 | 43.8 | 39.7 | 28.9 | 15.4 |
| | 23.4 | 14.5 | 26.2 | 17.8 | 9.0 | 9.2 |
| Hiking | 10.8 | 6.7 | 13.0 | 8.9 | 4.1 | 4.2 |
| | 31.5 | 30.2 | 29.5 | 27.0 | 18.0 | 9.6 |
| | 22.7 | 14.0 | 27.2 | 18.7 | 8.7 | 8.8 |
| Orienteering | 1.4 | 0.7 | 1.2 | 0.8 | 0.3 | 0.4 |
| | 4.1 | 3.3 | 2.7 | 2.3 | 1.5 | 0.9 |
| | 29.1 | 15.1 | 24.9 | 16.1 | 7.0 | 7.8 |
| Backpacking | 4.9 | 2.6 | 3.6 | 2.3 | 1.0 | 0.6 |
| | 14.3 | 11.9 | 8.2 | 7.0 | 4.4 | 1.4 |
| | 32.5 | 17.4 | 24.0 | 15.3 | 6.7 | 4.2 |
| Mountain Climbing | 2.8 | 1.4 | 2.3 | 1.2 | 0.5 | 0.8 |
| | 8.2 | 6.3 | 5.2 | 3.6 | 2.3 | 1.7 |
| | 31.2 | 15.6 | 25.7 | 13.4 | 5.8 | 8.4 |
| Rock Climbing | 2.9 | 1.2 | 1.7 | 1.0 | 0.4 | 0.3 |
| | 8.3 | 5.5 | 3.9 | 2.9 | 1.8 | 0.7 |
| | 38.4 | 16.5 | 22.8 | 12.9 | 5.5 | 3.9 |
| Caving | 2.7 | 1.6 | 2.3 | 1.4 | 0.7 | 0.7 |
| | 8.0 | 7.1 | 5.3 | 4.3 | 2.9 | 1.6 |
| | 29.0 | 16.7 | 24.8 | 15.1 | 7.0 | 7.5 |
| Off-Road Driving | 8.1 | 4.3 | 6.7 | 4.0 | 2.4 | 2.4 |
| | 23.4 | 19.2 | 15.2 | 12.2 | 10.3 | 5.6 |
| | 28.9 | 15.3 | 24.1 | 14.5 | 8.6 | 8.8 |
| Horseback Riding | 4.3 | 2.3 | 3.9 | 2.4 | 1.0 | 0.5 |
| | 12.4 | 10.2 | 8.8 | 7.2 | 4.3 | 1.2 |
| | 29.8 | 15.9 | 27.0 | 16.8 | 6.9 | 3.6 |
| Social Activities | 25.8 | 17.1 | 33.6 | 23.9 | 14.7 | 20.8 |
| | 74.8 | 77.1 | 76.2 | 72.4 | 63.8 | 47.7 |
| | 19.0 | 12.6 | 24.7 | 17.6 | 10.8 | 15.3 |
| Yard Games | 15.0 | 10.3 | 20.8 | 13.0 | 7.2 | 7.3 |
| | 43.5 | 46.5 | 47.1 | 39.3 | 31.2 | 16.8 |
| | 20.4 | 14.1 | 28.2 | 17.7 | 9.8 | 10.0 |

| Activity | 16-24 | 25-29 | 30-39 | 40-49 | 50-59 | Over 60 |
|------------------|-------|-------|-------|-------|-------|---------|
| Picnicking | 15.5 | 12.0 | 26.3 | 18.3 | 11.0 | 15.3 |
| | 45.1 | 53.9 | 59.7 | 55.3 | 47.7 | 34.9 |
| | 15.8 | 12.2 | 26.8 | 18.6 | 11.2 | 15.5 |
| Family Gathering | 23.4 | 15.5 | 30.4 | 21.6 | 13.7 | 19.2 |
| | 68.0 | 69.9 | 69.0 | 65.4 | 59.5 | 43.9 |
| | 18.9 | 12.6 | 24.6 | 17.5 | 11.1 | 15.5 |

Table 5.2.— Number and percent of U.S. population participating in outdoor recreation by activity and race, 1994-95. (Millions, top; percent of ethnic group participating, middle; and percent of activity participants, bottom).

| Activity | Caucasian | African-American | Other (Includes Hispanics) |
|-------------------------------|-----------|------------------|----------------------------|
| Fitness Activities | 115.1 | 13.1 | 8.6 |
| | 70.2 | 58.7 | 62.0 |
| | 84.1 | 9.5 | 6.3 |
| Running/Jogging | 40.9 | 7.1 | 4.5 |
| | 25.0 | 32.0 | 32.2 |
| | 78.1 | 13.6 | 8.5 |
| Biking | 49.0 | 4.7 | 3.6 |
| | 29.9 | 21.2 | 26.1 |
| | 85.4 | 8.2 | 6.3 |
| Walking | 113.0 | 12.4 | 8.2 |
| | 68.9 | 55.7 | 58.9 |
| | 84.6 | 9.3 | 6.1 |
| Individual Sport Activities | 39.0 | 2.5 | 2.5 |
| | 23.8 | 11.3 | 17.9 |
| | 88.6 | 5.7 | 5.6 |
| Golf | 27.7 | 0.9 | 1.0 |
| | 16.9 | 4.2 | 7.3 |
| | 93.4 | 3.1 | 3.4 |
| Tennis | 17.7 | 1.7 | 1.8 |
| | 10.8 | 7.8 | 12.8 |
| | 83.4 | 8.2 | 8.4 |
| Outdoor Team Sport Activities | 41.5 | 7.4 | 4.1 |
| | 25.3 | 33.1 | 29.3 |
| | 78.4 | 13.9 | 7.7 |
| Baseball | 10.3 | 2.1 | 1.0 |
| | 6.3 | 9.4 | 7.5 |
| | 76.6 | 15.5 | 7.7 |
| Softball | 21.1 | 3.5 | 1.4 |
| | 12.9 | 15.8 | 10.1 |
| | 81.0 | 13.5 | 5.4 |
| Football | 10.0 | 2.2 | 1.4 |
| | 6.1 | 10.0 | 9.8 |
| | 73.7 | 16.5 | 10.0 |

| Activity | Caucasian | African-American | Other (Includes Hispanics) |
|------------------------------|-----------|------------------|----------------------------|
| Basketball | 18.8 | 4.9 | 1.9 |
| | 11.5 | 21.9 | 13.5 |
| | 73.6 | 19.1 | 7.3 |
| Soccer | 7.7 | 0.8 | 1.0 |
| | 4.7 | 3.5 | 7.2 |
| | 81.4 | 8.3 | 10.6 |
| Volleyball | 23.1 | 3.6 | 1.9 |
| | 14.1 | 16.2 | 14.0 |
| | 80.5 | 12.6 | 6.8 |
| Handball | 8.0 | 1.9 | 1.4 |
| | 4.9 | 8.4 | 10.3 |
| | 70.8 | 16.6 | 12.6 |
| Outdoor Spectator Activities | 99.6 | 10.8 | 7.0 |
| | 60.7 | 48.6 | 50.6 |
| | 84.7 | 9.2 | 6.0 |
| Concerts | 57.4 | 6.7 | 4.3 |
| | 35.0 | 30.0 | 30.9 |
| | 83.9 | 9.8 | 6.3 |
| Attending Sporting Events | 80.9 | 8.6 | 5.6 |
| | 49.3 | 38.5 | 40.4 |
| | 85.0 | 9.0 | 5.9 |
| Viewing Activities | 129.1 | 13.9 | 9.5 |
| | 78.7 | 62.4 | 68.6 |
| | 84.6 | 9.1 | 6.2 |
| Visiting a Nature Center | 79.8 | 7.4 | 5.9 |
| | 48.6 | 33.2 | 42.4 |
| | 85.7 | 7.9 | 6.3 |
| Visiting a Visitor Center | 60.3 | 5.1 | 4.0 |
| | 36.7 | 22.8 | 29.1 |
| | 86.9 | 7.3 | 5.8 |
| Visit a Prehistoric Site | 29.4 | 2.9 | 2.5 |
| | 17.9 | 13.2 | 18.3 |
| | 84.4 | 8.4 | 7.3 |
| Visit a Historic Site | 76.3 | 6.9 | 5.1 |
| | 46.5 | 31.0 | 36.7 |
| | 86.3 | 7.8 | 5.8 |

| Activity | Caucasian | African-American | Other (Includes Hispanics) |
|-------------------------------|-----------|------------------|----------------------------|
| Bird-Watching | 46.5 | 4.6 | 2.9 |
| | 28.3 | 20.5 | 20.8 |
| | 86.0 | 8.4 | 5.3 |
| Wildlife Viewing | 55.0 | 4.0 | 3.5 |
| | 33.5 | 17.9 | 25.0 |
| | 87.9 | 6.4 | 5.5 |
| Fish Viewing | 23.5 | 1.9 | 2.1 |
| | 14.3 | 8.5 | 14.9 |
| | 85.6 | 6.9 | 7.5 |
| Other Wildlife Viewing | 23.6 | 2.0 | 1.9 |
| | 14.4 | 9.1 | 13.8 |
| | 85.7 | 7.3 | 7.0 |
| Sightseeing | 97.4 | 9.3 | 6.7 |
| | 59.4 | 41.9 | 48.2 |
| | 85.9 | 8.2 | 5.9 |
| Visiting a Beach or Waterside | 106.1 | 10.3 | 7.9 |
| | 64.7 | 46.1 | 57.1 |
| | 85.3 | 8.2 | 6.4 |
| Water-based Nature Study | 48.3 | 3.4 | 3.5 |
| | 29.4 | 15.5 | 25.6 |
| | 87.2 | 6.2 | 6.4 |
| Snow and Ice Activities | 33.1 | 1.4 | 1.7 |
| | 20.2 | 6.4 | 12.1 |
| | 91.2 | 3.9 | 4.6 |
| Ice Skating | 9.7 | 0.4 | 0.3 |
| | 5.9 | 1.7 | 2.5 |
| | 92.7 | 3.6 | 3.2 |
| Snowboarding | 3.8 | 0.4 | 0.3 |
| | 2.3 | 1.7 | 2.4 |
| | 83.6 | 8.6 | 7.4 |
| Sledding | 18.9 | 0.7 | 0.8 |
| | 11.5 | 3.2 | 5.8 |
| | 92.4 | 3.4 | 3.9 |
| Downhill Skiing | 15.3 | 0.6 | 1.0 |
| | 9.3 | 2.7 | 6.9 |
| | 90.5 | 3.5 | 5.7 |

| Activity | Caucasian | African-American | Other (Includes Hispanics) |
|----------------------|-----------|------------------|----------------------------|
| Cross-Country Skiing | 6.2 | 0.1 | 0.2 |
| | 3.8 | 0.4 | 1.6 |
| | 94.9 | 1.3 | 3.3 |
| Snowmobiling | 6.6 | 0.2 | 0.3 |
| | 4.0 | 1.0 | 1.8 |
| | 92.5 | 3.3 | 3.6 |
| Camping (overall) | 47.7 | 1.8 | 3.2 |
| | 29.1 | 8.2 | 23.0 |
| | 90.4 | 3.5 | 6.0 |
| Developed Area | 37.5 | 1.4 | 2.6 |
| | 22.9 | 6.3 | 18.4 |
| | 90.5 | 3.4 | 6.2 |
| Primitive Area | 25.4 | 0.9 | 1.6 |
| | 15.5 | 4.1 | 11.7 |
| | 90.6 | 3.2 | 5.8 |
| Hunting | 17.1 | 0.8 | 0.7 |
| | 10.4 | 3.4 | 5.0 |
| | 91.7 | 4.0 | 3.7 |
| Big game | 13.2 | 0.4 | 0.5 |
| | 8.1 | 1.9 | 3.4 |
| | 93.1 | 3.0 | 3.3 |
| Small game | 11.7 | 0.7 | 0.5 |
| | 7.1 | 3.0 | 3.8 |
| | 90.4 | 5.1 | 4.0 |
| Migratory bird | 4.0 | 0.1 | 0.2 |
| | 2.5 | 0.3 | 1.2 |
| | 94.6 | 1.3 | 3.8 |
| Fishing | 50.2 | 4.3 | 3.3 |
| | 30.6 | 19.1 | 23.5 |
| | 86.9 | 7.4 | 5.6 |
| Freshwater | 43.1 | 3.3 | 2.3 |
| | 26.3 | 15.0 | 16.8 |
| | 88.3 | 6.8 | 4.8 |
| Saltwater | 15.8 | 1.7 | 1.5 |
| | 9.6 | 7.5 | 10.8 |
| | 83.3 | 8.8 | 7.9 |

| Activity | Caucasian | African-American | Other (Includes Hispanics) |
|-------------------|-----------|------------------|----------------------------|
| Warmwater | 36.0 | 2.8 | 1.9 |
| | 21.9 | 12.8 | 13.6 |
| | 88.3 | 7.0 | 4.6 |
| Coldwater | 18.7 | 1.1 | 1.0 |
| | 11.4 | 4.8 | 7.0 |
| | 89.8 | 5.2 | 4.7 |
| Ice | 3.8 | 0.1 | 0.1 |
| | 2.3 | 0.3 | 0.6 |
| | 95.3 | 1.9 | 2.2 |
| Anadromous | 7.9 | 0.7 | 0.4 |
| | 4.8 | 3.2 | 3.1 |
| | 86.8 | 7.7 | 4.7 |
| Catch and Release | 13.9 | 0.9 | 0.7 |
| | 8.5 | 3.9 | 5.2 |
| | 89.8 | 5.5 | 4.6 |
| Boating | 53.1 | 2.1 | 2.7 |
| | 32.4 | 9.5 | 19.2 |
| | 91.5 | 3.6 | 4.6 |
| Sailing | 8.6 | 0.5 | 0.5 |
| | 5.2 | 2.0 | 3.6 |
| | 89.8 | 4.7 | 5.2 |
| Canoeing | 13.0 | 0.4 | 0.7 |
| | 7.9 | 1.6 | 4.7 |
| | 92.2 | 2.6 | 4.6 |
| Kayaking | 2.4 | 0.1 | 0.2 |
| | 1.4 | 0.2 | 1.4 |
| | 88.9 | 1.9 | 7.4 |
| Rowing | 7.5 | 0.5 | 0.4 |
| | 4.6 | 2.3 | 3.2 |
| | 88.6 | 6.0 | 5.3 |
| Floating, Rafting | 14.2 | 0.4 | 0.7 |
| | 8.6 | 1.7 | 4.8 |
| | 92.9 | 2.5 | 4.4 |
| Motor-boating | 43.5 | 1.5 | 1.9 |
| | 26.5 | 6.9 | 13.7 |
| | 92.5 | 3.3 | 4.1 |

| Activity | Caucasian | African-American | Other (Includes Hispanics) |
|------------------------------|-----------|------------------|----------------------------|
| Water Skiing | 16.9 | 0.2 | 0.7 |
| | 10.3 | 1.1 | 5.1 |
| | 94.4 | 1.4 | 4.0 |
| Jet Skiing | 8.7 | 0.3 | 0.5 |
| | 5.3 | 1.3 | 3.6 |
| | 91.8 | 2.9 | 5.3 |
| Sailboarding/windsurfing | 1.9 | 0.2 | 0.1 |
| | 1.1 | 1.1 | 0.8 |
| | 84.0 | 10.7 | 4.9 |
| Swimming Activities | 94.5 | 7.6 | 6.4 |
| | 57.6 | 34.2 | 45.8 |
| | 87.1 | 7.0 | 5.9 |
| Surfing | 2.2 | 0.1 | 0.2 |
| | 1.4 | 0.5 | 1.7 |
| | 85.3 | 4.5 | 9.2 |
| Swimming/pool | 77.0 | 6.4 | 5.0 |
| | 46.9 | 28.9 | 36.2 |
| | 87.0 | 7.3 | 5.7 |
| Swimming/lake,river,ocean | 69.8 | 3.7 | 4.5 |
| | 42.5 | 16.8 | 32.3 |
| | 89.4 | 4.8 | 5.7 |
| Snorkeling/Scuba | 12.8 | 0.7 | 1.1 |
| | 7.8 | 3.0 | 7.6 |
| | 88.1 | 4.6 | 7.3 |
| Outdoor Adventure Activities | 64.4 | 4.0 | 5.1 |
| | 39.3 | 18.2 | 36.7 |
| | 87.5 | 5.5 | 6.9 |
| Hiking | 42.7 | 1.8 | 3.2 |
| | 26.0 | 8.1 | 23.3 |
| | 89.4 | 3.8 | 6.8 |
| Orienteering | 4.0 | 0.4 | 0.5 |
| | 2.4 | 1.7 | 3.3 |
| | 82.7 | 7.9 | 9.5 |
| Backpacking | 13.5 | 0.7 | 1.0 |
| | 8.2 | 3.0 | 7.1 |
| | 88.7 | 4.4 | 6.5 |

| Activity | Caucasian | African-American | Other (Includes Hispanics) |
|-------------------|-----------|------------------|----------------------------|
| Mountain Climbing | 7.9 | 0.4 | 0.7 |
| | 4.8 | 1.9 | 4.7 |
| | 87.8 | 4.7 | 7.3 |
| Rock Climbing | 6.9 | 0.1 | 0.5 |
| | 4.2 | 0.4 | 3.2 |
| | 92.6 | 1.2 | 6.0 |
| Caving | 8.4 | 0.4 | 0.6 |
| | 5.1 | 1.7 | 4.6 |
| | 88.8 | 4.0 | 6.8 |
| Off-Road Driving | 24.1 | 1.8 | 1.9 |
| | 14.7 | 8.2 | 13.8 |
| | 86.5 | 6.5 | 6.9 |
| Horseback Riding | 12.5 | 0.8 | 0.9 |
| | 7.6 | 3.7 | 6.5 |
| | 87.9 | 5.7 | 6.3 |
| Social Activities | 114.5 | 12.8 | 8.5 |
| | 69.8 | 57.7 | 61.1 |
| | 84.2 | 9.5 | 6.2 |
| Yard Games | 64.2 | 5.9 | 3.4 |
| | 39.1 | 26.4 | 24.6 |
| | 87.2 | 8.0 | 4.6 |
| Picnicking | 82.4 | 9.0 | 6.8 |
| | 50.2 | 40.4 | 49.1 |
| | 83.9 | 9.1 | 6.9 |
| Family Gathering | 103.4 | 12.4 | 7.9 |
| | 63.0 | 56.0 | 56.6 |
| | 83.5 | 10.1 | 6.4 |

Table 5.3.– Number and percent of U.S. population participating in outdoor recreation by activity and gender, 1994-95. (Millions, top; percent of gender participating, middle; and percent of activity participants, bottom).

| Activity | Male | Female |
|-------------------------------|------|-------------------|
| Fitness Activities | 67.5 | 69.4 |
| | 70.2 | 66.6 |
| | 49.3 | 50.7 |
| Running/Jogging | 30.4 | 22 |
| | 31.7 | 21.1 |
| | 58.0 | 42.0 |
| Biking | 29.8 | 27.6 |
| | 31.0 | 26.5 |
| | 51.9 | 48.1 |
| Walking | 62.5 | 69.4 ¹ |
| | 65.0 | 66.6 |
| | 46.8 | 50.7 |
| Individual Sport Activities | 27.6 | 16.5 |
| | 28.7 | 15.8 |
| | 62.7 | 37.3 |
| Golf | 21.5 | 8.2 |
| | 22.4 | 7.9 |
| | 72.4 | 27.6 |
| Tennis | 11.3 | 9.9 |
| | 11.7 | 9.6 |
| | 53.1 | 46.9 |
| Outdoor Team Sport Activities | 31.5 | 21.5 |
| | 32.7 | 20.7 |
| | 59.4 | 40.6 |
| Baseball | 9.3 | 4.2 |
| | 9.7 | 4.0 |
| | 69.2 | 30.9 |
| Softball | 15.6 | 10.6 |
| | 16.2 | 10.1 |
| | 59.6 | 40.4 |

¹Note that the participation estimate for walking by females is equal to the participation estimate for the group. This is an indirect result of applying the weighting procedures summarized in Appendix A.

| Activity | Male | Female |
|------------------------------|------|--------|
| Football | 11.5 | 2.1 |
| | 11.9 | 2.0 |
| | 84.5 | 15.6 |
| Basketball | 17.8 | 7.8 |
| | 18.5 | 7.5 |
| | 69.7 | 30.4 |
| Soccer | 5.9 | 3.6 |
| | 6.2 | 3.4 |
| | 62.5 | 37.5 |
| Volleyball | 16 | 12.7 |
| | 16.7 | 12.2 |
| | 55.8 | 44.2 |
| Handball | 6 | 5.3 |
| | 6.2 | 5.1 |
| | 53.2 | 46.8 |
| Outdoor Spectator Activities | 61.4 | 56.2 |
| | 63.8 | 54.0 |
| | 52.2 | 47.8 |
| Concerts | 34.3 | 34.1 |
| | 35.7 | 32.8 |
| | 50.1 | 49.9 |
| Attending Sporting Events | 51.5 | 43.7 |
| | 53.6 | 41.9 |
| | 54.1 | 45.9 |
| Viewing Activities | 76.9 | 75.8 |
| | 79.9 | 72.7 |
| | 50.4 | 49.6 |
| Visiting a Nature Center | 44.5 | 48.6 |
| | 46.3 | 46.6 |
| | 47.8 | 52.2 |
| Visiting a Visitor Center | 34.6 | 34.8 |
| | 36.0 | 33.4 |
| | 49.8 | 50.2 |
| Visit a Prehistoric Site | 18.7 | 16.2 |
| | 19.4 | 15.6 |
| | 53.5 | 46.5 |

| Activity | Male | Female |
|-------------------------------|------|--------|
| Visit a Historic Site | 44.2 | 44.2 |
| | 46.0 | 42.4 |
| | 50.0 | 50.0 |
| Bird-Watching | 23.8 | 30.3 |
| | 24.8 | 29.1 |
| | 44.0 | 56.0 |
| Wildlife Viewing | 30.2 | 32.4 |
| | 31.4 | 31.1 |
| | 48.3 | 51.8 |
| Fish Viewing | 13.4 | 14 |
| | 13.9 | 13.5 |
| | 48.8 | 51.2 |
| Other Wildlife Viewing | 13 | 14.6 |
| | 13.5 | 14.0 |
| | 47.1 | 52.9 |
| Sightseeing | 55.5 | 57.9 |
| | 57.7 | 55.6 |
| | 48.9 | 51.1 |
| Visiting a Beach or Waterside | 62.4 | 61.9 |
| | 64.9 | 59.5 |
| | 50.2 | 49.8 |
| Water-based Nature Study | 27.3 | 28.1 |
| | 28.4 | 26.9 |
| | 49.3 | 50.7 |
| Snow and Ice Activities | 19.9 | 16.4 |
| | 20.7 | 15.7 |
| | 54.9 | 45.1 |
| Ice Skating | 5 | 5.5 |
| | 5.2 | 5.3 |
| | 47.4 | 52.6 |
| Snowboarding | 2.9 | 1.6 |
| | 3.0 | 1.6 |
| | 64.2 | 35.8 |
| Sledding | 10.4 | 10.1 |
| | 10.8 | 9.7 |
| | 50.7 | 49.3 |

| Activity | Male | Female |
|----------------------|------|--------|
| Downhill Skiing | 10.1 | 6.8 |
| | 10.5 | 6.5 |
| | 59.7 | 40.3 |
| Cross-Country Skiing | 3.4 | 3.2 |
| | 3.5 | 3.0 |
| | 51.7 | 48.3 |
| Snowmobiling | 4.5 | 2.6 |
| | 4.7 | 2.5 |
| | 62.9 | 37.1 |
| Camping (overall) | 29.6 | 23.2 |
| | 30.8 | 22.3 |
| | 56.0 | 44.0 |
| Developed Area | 22 | 19.5 |
| | 22.9 | 18.7 |
| | 53.0 | 47.0 |
| Primitive Area | 18.2 | 9.8 |
| | 19.0 | 9.4 |
| | 65.1 | 34.9 |
| Hunting | 15.9 | 2.7 |
| | 16.5 | 2.6 |
| | 85.5 | 14.6 |
| Big game | 12.2 | 2 |
| | 12.7 | 2.0 |
| | 85.7 | 14.4 |
| Small game | 11.6 | 1.4 |
| | 12.0 | 1.4 |
| | 89.2 | 10.9 |
| Migratory bird | 3.9 | 0.4 |
| | 4.1 | .4 |
| | 91.2 | 8.9 |
| Fishing | 36.2 | 21.7 |
| | 37.7 | 20.8 |
| | 62.6 | 37.5 |
| Freshwater | 31 | 17.9 |
| | 32.2 | 17.1 |
| | 63.5 | 36.6 |

| Activity | Male | Female |
|-------------------|------|--------|
| Saltwater | 12.8 | 6.2 |
| | 13.3 | 5.9 |
| | 67.5 | 32.5 |
| Warmwater | 26 | 14.8 |
| | 27.1 | 14.2 |
| | 63.8 | 36.2 |
| Coldwater | 13.8 | 7 |
| | 14.4 | 6.7 |
| | 66.5 | 33.6 |
| Ice | 3.1 | 0.9 |
| | 3.3 | .8 |
| | 78.8 | 21.3 |
| Anadromous | 6.5 | 2.6 |
| | 6.8 | 2.5 |
| | 71.8 | 28.3 |
| Catch and Release | 10.4 | 5.1 |
| | 10.8 | 4.9 |
| | 66.8 | 33.2 |
| Boating | 32.1 | 26 |
| | 33.4 | 24.9 |
| | 55.3 | 44.7 |
| Sailing | 5 | 4.5 |
| | 5.2 | 4.4 |
| | 52.7 | 47.4 |
| Canoeing | 8.8 | 5.3 |
| | 9.1 | 5.1 |
| | 62.2 | 37.9 |
| Kayaking | 1.8 | 0.9 |
| | 1.8 | .9 |
| | 66.7 | 33.4 |
| Rowing | 4.8 | 3.7 |
| | 5.0 | 3.5 |
| | 56.5 | 43.5 |
| Floating, Rafting | 8.4 | 6.9 |
| | 8.7 | 6.6 |
| | 54.9 | 45.1 |

| Activity | Male | Female |
|------------------------------|------|--------|
| Motor-boating | 26.3 | 20.7 |
| | 27.4 | 19.9 |
| | 56.0 | 44.1 |
| Water Skiing | 11.1 | 6.8 |
| | 11.5 | 6.6 |
| | 61.9 | 38.2 |
| Jet Skiing | 5.8 | 3.7 |
| | 6.0 | 3.6 |
| | 61.0 | 39.0 |
| Sailboarding/windsurfing | 1.3 | 1 |
| | 1.3 | .9 |
| | 56.9 | 43.1 |
| Swimming Activities | 55.2 | 53.4 |
| | 57.4 | 51.3 |
| | 50.8 | 49.2 |
| Surfing | 2.1 | 0.5 |
| | 2.2 | .5 |
| | 79.1 | 21.0 |
| Swimming/pool | 43.8 | 44.7 |
| | 45.5 | 43.0 |
| | 49.5 | 50.5 |
| Swimming/lake,river,ocean | 41.1 | 37 |
| | 42.7 | 35.5 |
| | 52.6 | 47.4 |
| Snorkeling/Scuba | 8.8 | 5.7 |
| | 9.1 | 5.5 |
| | 60.4 | 39.6 |
| Outdoor Adventure Activities | 40.2 | 33.4 |
| | 41.8 | 32.1 |
| | 54.6 | 45.4 |
| Hiking | 26 | 21.7 |
| | 27.1 | 20.9 |
| | 54.5 | 45.5 |
| Orienteering | 3.5 | 1.4 |
| | 3.6 | 1.3 |
| | 71.9 | 28.2 |

| Activity | Male | Female |
|-------------------|------|--------|
| Backpacking | 9.8 | 5.3 |
| | 10.2 | 5.1 |
| | 64.8 | 35.3 |
| Mountain Climbing | 5.6 | 3.4 |
| | 5.8 | 3.3 |
| | 61.9 | 38.1 |
| Rock Climbing | 4.9 | 2.6 |
| | 5.1 | 2.5 |
| | 65.5 | 34.5 |
| Caving | 5.5 | 4 |
| | 5.7 | 3.8 |
| | 57.8 | 42.2 |
| Off-Road Driving | 17.1 | 10.7 |
| | 17.8 | 10.3 |
| | 61.5 | 38.5 |
| Horseback Riding | 6.7 | 7.6 |
| | 7.0 | 7.3 |
| | 47.0 | 53.0 |
| Social Activities | 68 | 67.9 |
| | 70.7 | 65.2 |
| | 50.1 | 50.0 |
| Yard Games | 39.4 | 34.2 |
| | 41.0 | 32.8 |
| | 53.6 | 46.5 |
| Picnicking | 45.3 | 53 |
| | 47.1 | 50.9 |
| | 46.1 | 53.9 |
| Family Gathering | 61.2 | 62.5 |
| | 63.7 | 60.0 |
| | 49.5 | 50.5 |

Table 5.4.— Number and percent of U.S. population participating in outdoor recreation by activity and income, 1994-95. (Millions, top; percent of income group participating, middle; and percent of activity participants, bottom).

| Activity | Less than \$15,000 | \$15,000 to \$24,999 | \$25,000 to \$49,999 | \$50,000 to \$74,999 | \$75,000 to \$99,999 | Over \$100,000 |
|-------------------------------|--------------------|----------------------|----------------------|----------------------|----------------------|----------------|
| Fitness Activities | 11.7 | 20.8 | 54.1 | 28.8 | 12.1 | 9.4 |
| | 55.0 | 69.0 | 80.0 | 85.0 | 86.0 | 86.0 |
| | 8.5 | 15.2 | 39.5 | 21.1 | 8.9 | 6.9 |
| Running/Jogging | 4.4 | 7 | 20.2 | 11.3 | 4.9 | 4.7 |
| | 20.0 | 22.0 | 29.0 | 32.0 | 33.0 | 41.0 |
| | 8.5 | 13.4 | 38.4 | 21.5 | 9.3 | 8.9 |
| Biking | 4.1 | 7.1 | 22.8 | 13.2 | 5.6 | 4.6 |
| | 24.0 | 29.0 | 42.0 | 48.0 | 50.0 | 53.0 |
| | 7.2 | 12.3 | 39.7 | 22.9 | 9.8 | 8.1 |
| Walking | 11.6 | 20.4 | 53.2 | 27.8 | 11.8 | 8.9 |
| | 51.0 | 64.0 | 74.0 | 77.0 | 80.0 | 77.0 |
| | 8.7 | 15.3 | 39.8 | 20.8 | 8.8 | 6.7 |
| Individual Sport Activities | 2.4 | 4.7 | 15.9 | 11.1 | 5.2 | 4.8 |
| | 13.0 | 18.0 | 27.0 | 38.0 | 42.0 | 50.0 |
| | 5.3 | 10.7 | 36.0 | 25.3 | 11.8 | 11.0 |
| Golf | 1.3 | 3.0 | 10.3 | 8.0 | 3.6 | 3.4 |
| | 7.0 | 11.0 | 17.0 | 26.0 | 29.0 | 35.0 |
| | 4.3 | 10.1 | 34.8 | 27.1 | 12.2 | 11.6 |
| Tennis | 1.5 | 2.4 | 7.5 | 5.2 | 2.4 | 2.3 |
| | 8.0 | 9.0 | 13.0 | 18.0 | 20.0 | 26.0 |
| | 6.9 | 11.1 | 35.2 | 24.5 | 11.2 | 11.0 |
| Outdoor Team Sport Activities | 4.4 | 8.0 | 21.8 | 11.1 | 4.6 | 3.1 |
| | 22.0 | 29.0 | 34.0 | 35.0 | 35.0 | 30.0 |
| | 8.2 | 15.2 | 41.1 | 21.0 | 8.7 | 5.9 |
| Baseball | 1.0 | 2.0 | 5.7 | 2.8 | 1.2 | 0.8 |
| | 5.0 | 7.0 | 9.0 | 9.0 | 9.0 | 11.0 |
| | 7.3 | 14.8 | 42.1 | 21.0 | 8.9 | 6.0 |
| Softball | 1.7 | 3.8 | 11.1 | 6.1 | 2.2 | 1.2 |
| | 9.0 | 14.0 | 18.0 | 20.0 | 17.0 | 12.0 |
| | 6.6 | 14.6 | 42.5 | 23.3 | 8.3 | 4.7 |
| Football | 1.1 | 2.0 | 5.6 | 2.9 | 1.0 | 0.9 |
| | 5.0 | 6.0 | 8.0 | 8.0 | 7.0 | 8.0 |
| | 8.2 | 14.8 | 41.3 | 21.6 | 7.6 | 6.5 |

| Activity | Less than \$15,000 | \$15,000 to \$24,999 | \$25,000 to \$49,999 | \$50,000 to \$74,999 | \$75,000 to \$99,999 | Over \$100,000 |
|------------------------------|--------------------|----------------------|----------------------|----------------------|----------------------|----------------|
| Basketball | 2.3 | 3.8 | 10.1 | 5.5 | 2.4 | 1.5 |
| | 11.0 | 13.0 | 16.0 | 17.0 | 18.0 | 14.0 |
| | 8.9 | 14.9 | 39.7 | 21.5 | 9.4 | 5.7 |
| Soccer | 0.8 | 1.3 | 3.4 | 2.3 | 0.9 | 0.8 |
| | 4.0 | 5.0 | 5.0 | 7.0 | 7.0 | 8.0 |
| | 8.5 | 13.9 | 35.9 | 23.8 | 9.3 | 8.7 |
| Volleyball | 2.3 | 4.1 | 12.3 | 5.9 | 2.5 | 1.5 |
| | 12.0 | 15.0 | 20.0 | 19.0 | 19.0 | 14.0 |
| | 8.2 | 14.4 | 42.9 | 20.7 | 8.8 | 5.1 |
| Handball | 1.2 | 2.1 | 3.9 | 2.2 | 1.1 | 0.8 |
| | 6.0 | 7.0 | 6.0 | 7.0 | 8.0 | 8.0 |
| | 10.5 | 18.5 | 34.6 | 19.4 | 9.9 | 7.1 |
| Outdoor Spectator Activities | 8.7 | 16.5 | 46 | 26.1 | 11.3 | 9 |
| | 39.0 | 52.0 | 64.0 | 73.0 | 76.0 | 78.0 |
| | 7.4 | 14.0 | 39.2 | 22.2 | 9.6 | 7.6 |
| Concerts | 5.4 | 9.3 | 26.5 | 14.8 | 6.8 | 5.7 |
| | 24.0 | 29.0 | 37.0 | 41.0 | 46.0 | 49.0 |
| | 7.9 | 13.6 | 38.7 | 21.6 | 9.9 | 8.3 |
| Attending Sporting Events | 6.4 | 12.6 | 36.6 | 22.3 | 9.6 | 7.7 |
| | 28.0 | 40.0 | 51.0 | 62.0 | 65.0 | 66.0 |
| | 6.7 | 13.3 | 38.5 | 23.4 | 10.1 | 8.1 |
| Viewing Activities | 12.7 | 23.5 | 60.6 | 31.9 | 13.4 | 10.4 |
| | 56.0 | 73.0 | 84.0 | 88.0 | 90.0 | 89.0 |
| | 8.3 | 15.4 | 39.7 | 20.9 | 8.8 | 6.8 |
| Visiting a Nature Center | 6.5 | 12.3 | 37.1 | 21.1 | 9.2 | 6.9 |
| | 30.0 | 40.0 | 53.0 | 60.0 | 63.0 | 61.0 |
| | 7.0 | 13.2 | 39.9 | 22.7 | 9.9 | 7.4 |
| Visiting a Visitor Center | 4.9 | 8.5 | 27.4 | 16.4 | 6.8 | 5.4 |
| | 22.0 | 27.0 | 39.0 | 47.0 | 46.0 | 48.0 |
| | 7.0 | 12.3 | 39.5 | 23.7 | 9.7 | 7.8 |
| Visit a Prehistoric Site | 2.5 | 4.6 | 13.8 | 7.9 | 3.2 | 2.9 |
| | 11.0 | 15.0 | 20.0 | 22.0 | 22.0 | 25.0 |
| | 7.1 | 13.2 | 39.7 | 22.7 | 9.1 | 8.3 |

| Activity | Less than \$15,000 | \$15,000 to \$24,999 | \$25,000 to \$49,999 | \$50,000 to \$74,999 | \$75,000 to \$99,999 | Over \$100,000 |
|-------------------------------|--------------------|----------------------|----------------------|----------------------|----------------------|----------------|
| Visit a Historic Site | 6.0 | 11.4 | 35.0 | 20.4 | 8.5 | 7.1 |
| | 27.0 | 37.0 | 50.0 | 58.0 | 58.0 | 62.0 |
| | 6.8 | 13.0 | 39.6 | 23.1 | 9.6 | 8.0 |
| Bird-Watching | 4.8 | 8.7 | 21.1 | 11.0 | 4.9 | 3.5 |
| | 20.0 | 30.0 | 30.0 | 30.0 | 30.0 | 30.0 |
| | 8.9 | 16.1 | 39.0 | 20.4 | 9.1 | 6.5 |
| Wildlife Viewing | 4.6 | 8.7 | 25.5 | 13.5 | 6.1 | 4.2 |
| | 20.0 | 30.0 | 40.0 | 40.0 | 40.0 | 40.0 |
| | 7.4 | 14.0 | 40.7 | 21.6 | 9.7 | 6.7 |
| Fish Viewing | 1.7 | 3.5 | 11.2 | 6.1 | 2.7 | 2.2 |
| | 8.0 | 11.0 | 15.0 | 17.0 | 18.0 | 18.0 |
| | 6.3 | 12.9 | 40.9 | 22.2 | 9.9 | 7.9 |
| Other Wildlife Viewing | 2.3 | 3.8 | 10.8 | 6.2 | 2.3 | 2.2 |
| | 10.0 | 11.0 | 14.0 | 16.0 | 15.0 | 18.0 |
| | 8.3 | 13.8 | 39.3 | 22.3 | 8.5 | 7.8 |
| Sightseeing | 8.4 | 15.7 | 45.5 | 25 | 10.6 | 8.3 |
| | 38.0 | 50.0 | 65.0 | 71.0 | 73.0 | 73.0 |
| | 7.4 | 13.8 | 40.1 | 22.0 | 9.3 | 7.3 |
| Visiting a Beach or Waterside | 9 | 18.2 | 48.7 | 27.3 | 12 | 9.3 |
| | 41.0 | 58.0 | 69.0 | 77.0 | 82.0 | 81.0 |
| | 7.2 | 14.6 | 39.2 | 21.9 | 9.6 | 7.5 |
| Studying Nature near Water | 3.4 | 7.5 | 21.5 | 12.9 | 6 | 4.1 |
| | 16.0 | 24.0 | 31.0 | 37.0 | 41.0 | 37.0 |
| | 6.2 | 13.6 | 38.8 | 23.3 | 10.8 | 7.4 |
| Snow and Ice Activities | 2 | 3.9 | 14.1 | 8.8 | 4 | 3.5 |
| | 12.0 | 16.0 | 26.0 | 33.0 | 36.0 | 40.0 |
| | 5.5 | 10.8 | 38.8 | 24.3 | 11.0 | 9.6 |
| Ice Skating | 0.6 | 1 | 4 | 2.7 | 1.3 | 0.9 |
| | 4.0 | 4.0 | 7.0 | 10.0 | 12.0 | 10.0 |
| | 5.8 | 9.3 | 37.8 | 25.8 | 12.5 | 8.8 |
| Snowboarding | 0.4 | 0.5 | 1.7 | 1.2 | 0.3 | 0.4 |
| | 2.0 | 2.0 | 3.0 | 4.0 | 3.0 | 5.0 |
| | 8.7 | 11.3 | 37.8 | 25.7 | 7.2 | 9.4 |
| Sledding | 1.1 | 2.3 | 8.3 | 5.2 | 2.1 | 1.4 |
| | 7.0 | 10.0 | 15.0 | 19.0 | 19.0 | 16.0 |
| | 5.4 | 11.3 | 40.5 | 25.6 | 10.2 | 7.0 |

| Activity | Less than \$15,000 | \$15,000 to \$24,999 | \$25,000 to \$49,999 | \$50,000 to \$74,999 | \$75,000 to \$99,999 | Over \$100,000 |
|----------------------|--------------------|----------------------|----------------------|----------------------|----------------------|----------------|
| Downhill Skiing | 0.8 | 1.5 | 5.6 | 4.3 | 2.2 | 2.4 |
| | 5.0 | 6.0 | 11.0 | 16.0 | 20.0 | 28.0 |
| | 4.9 | 8.8 | 33.5 | 25.4 | 13.1 | 14.3 |
| Cross-Country Skiing | 0.3 | 0.6 | 2.2 | 1.8 | 0.8 | 0.7 |
| | 2.0 | 3.0 | 4.0 | 7.0 | 8.0 | 8.0 |
| | 4.5 | 9.8 | 34.0 | 28.1 | 12.9 | 10.7 |
| Snowmobiling | 0.3 | 0.8 | 3.1 | 1.6 | 0.8 | 0.5 |
| | 2.0 | 3.0 | 6.0 | 6.0 | 7.0 | 6.0 |
| | 3.9 | 11.3 | 44.1 | 22.9 | 11.0 | 6.8 |
| Camping (overall) | 4.3 | 7.1 | 22.4 | 11.8 | 4.3 | 2.9 |
| | 21.0 | 26.0 | 35.0 | 36.0 | 32.0 | 29.0 |
| | 8.1 | 13.4 | 42.4 | 22.4 | 8.2 | 5.5 |
| Developed Area | 3.3 | 5.8 | 17.5 | 9.2 | 3.4 | 2.4 |
| | 17.0 | 19.0 | 27.0 | 29.0 | 25.0 | 22.0 |
| | 7.9 | 14.0 | 42.2 | 22.1 | 8.1 | 5.7 |
| Primitive Area | 2.3 | 4.1 | 11.7 | 6 | 2.2 | 1.6 |
| | 11.0 | 14.0 | 18.0 | 18.0 | 17.0 | 16.0 |
| | 8.2 | 14.8 | 41.9 | 21.4 | 7.9 | 5.9 |
| Hunting | 0.9 | 3 | 8.3 | 3.9 | 1.6 | 0.9 |
| | 6.0 | 13.0 | 15.0 | 14.0 | 14.0 | 11.0 |
| | 5.1 | 16.3 | 44.5 | 20.7 | 8.4 | 5.0 |
| Big game | 0.7 | 2.4 | 6.4 | 2.9 | 1.1 | 0.7 |
| | 4.0 | 10.0 | 12.0 | 11.0 | 10.0 | 8.0 |
| | 4.9 | 16.7 | 45.2 | 20.6 | 7.7 | 4.9 |
| Small game | 0.6 | 2.2 | 5.8 | 2.6 | 1.2 | 0.7 |
| | 4.0 | 9.0 | 11.0 | 9.0 | 11.0 | 7.0 |
| | 4.9 | 16.6 | 44.3 | 19.7 | 9.5 | 5.0 |
| Migratory bird | 0.2 | 0.5 | 1.7 | 1 | 0.6 | 0.4 |
| | 1.0 | 2.0 | 3.0 | 3.0 | 5.0 | 5.0 |
| | 3.6 | 11.1 | 39.5 | 22.7 | 13.0 | 10.1 |

| Activity | Less than \$15,000 | \$15,000 to \$24,999 | \$25,000 to \$49,999 | \$50,000 to \$74,999 | \$75,000 to \$99,999 | Over \$100,000 |
|-------------------|--------------------|----------------------|----------------------|----------------------|----------------------|----------------|
| Fishing | 4.6 | 8.5 | 23.5 | 12.4 | 5.1 | 3.8 |
| | 24.0 | 32.0 | 39.0 | 41.0 | 41.0 | 38.0 |
| | 8.0 | 14.8 | 40.5 | 21.5 | 8.8 | 6.5 |
| Freshwater | 3.7 | 7.5 | 20.2 | 10.4 | 4.2 | 2.8 |
| | 19.0 | 28.0 | 33.0 | 34.0 | 33.0 | 28.0 |
| | 7.6 | 15.3 | 41.4 | 21.4 | 8.6 | 5.8 |
| Saltwater | 1.2 | 2.2 | 7.4 | 4.2 | 2.2 | 1.8 |
| | 6.0 | 8.0 | 12.0 | 14.0 | 17.0 | 19.0 |
| | 6.4 | 11.3 | 38.9 | 22.4 | 11.3 | 9.7 |
| Warmwater | 3.1 | 6.2 | 17 | 8.8 | 3.4 | 2.3 |
| | 16.0 | 23.0 | 28.0 | 29.0 | 27.0 | 24.0 |
| | 7.6 | 15.1 | 41.7 | 21.5 | 8.4 | 5.7 |
| Coldwater | 1.5 | 3.2 | 8.5 | 4.3 | 1.9 | 1.5 |
| | 8.0 | 12.0 | 14.0 | 14.0 | 15.0 | 15.0 |
| | 7.1 | 15.2 | 40.9 | 20.5 | 9.1 | 7.2 |
| Ice | 0.3 | 0.5 | 1.9 | 0.9 | 0.3 | 0.2 |
| | 1.0 | 2.0 | 3.0 | 3.0 | 2.0 | 2.0 |
| | 6.4 | 13.0 | 47.7 | 22.2 | 6.5 | 4.2 |
| Anadromous | 0.6 | 0.9 | 3.9 | 2 | 0.9 | 0.7 |
| | 3.0 | 3.0 | 6.0 | 7.0 | 7.0 | 7.0 |
| | 6.7 | 10.2 | 43.0 | 22.5 | 9.9 | 7.6 |
| Catch and Release | 0.9 | 2.4 | 5.9 | 3.7 | 1.7 | 0.9 |
| | 5.0 | 9.0 | 10.0 | 12.0 | 13.0 | 10.0 |
| | 6.1 | 15.3 | 37.8 | 24.1 | 10.7 | 6.1 |
| Boating | 3.4 | 7.4 | 22.4 | 13.9 | 6.1 | 4.9 |
| | 19.0 | 29.0 | 39.0 | 48.0 | 51.0 | 53.0 |
| | 5.8 | 12.8 | 38.6 | 23.9 | 10.5 | 8.4 |
| Sailing | 0.5 | 0.8 | 3.1 | 2.8 | 1.3 | 1.2 |
| | 3.0 | 3.0 | 5.0 | 9.0 | 11.0 | 12.0 |
| | 5.1 | 7.9 | 32.0 | 28.9 | 13.9 | 12.3 |
| Canoeing | 0.6 | 1.5 | 5.3 | 3.9 | 1.5 | 1.1 |
| | 4.0 | 6.0 | 9.0 | 14.0 | 13.0 | 12.0 |
| | 4.5 | 10.9 | 37.8 | 28.0 | 10.7 | 8.1 |

| Activity | Less than \$15,000 | \$15,000 to \$24,999 | \$25,000 to \$49,999 | \$50,000 to \$74,999 | \$75,000 to \$99,999 | Over \$100,000 |
|-------------------------------|--------------------|----------------------|----------------------|----------------------|----------------------|----------------|
| Kayaking | 0.2 | 0.2 | 0.9 | 0.7 | 0.3 | 0.4 |
| | 1.0 | 1.0 | 2.0 | 2.0 | 2.0 | 4.0 |
| | 6.4 | 8.7 | 35.3 | 25.1 | 10.5 | 14.0 |
| Rowing | 0.5 | 1.2 | 3.1 | 2.1 | 0.7 | 0.8 |
| | 3.0 | 5.0 | 5.0 | 7.0 | 6.0 | 9.0 |
| | 6.1 | 14.4 | 36.7 | 24.5 | 8.4 | 9.9 |
| Floating, Rafting | 0.9 | 1.7 | 5.8 | 3.9 | 1.4 | 1.4 |
| | 5.0 | 7.0 | 10.0 | 13.0 | 12.0 | 15.0 |
| | 6.0 | 11.5 | 38.3 | 25.7 | 9.5 | 9.1 |
| Motor-boating | 2.6 | 5.9 | 18.5 | 11.0 | 5.1 | 3.9 |
| | 15.0 | 23.0 | 33.0 | 39.0 | 43.0 | 43.0 |
| | 5.6 | 12.5 | 39.4 | 23.5 | 10.8 | 8.3 |
| Water Skiing | 0.9 | 2.1 | 6.8 | 4.4 | 2 | 1.7 |
| | 5.0 | 8.0 | 12.0 | 15.0 | 17.0 | 19.0 |
| | 4.9 | 11.8 | 37.8 | 24.7 | 11.2 | 9.6 |
| Jet Skiing | 0.4 | 1 | 3.4 | 2.3 | 1.3 | 1.2 |
| | 2.0 | 4.0 | 6.0 | 8.0 | 11.0 | 13.0 |
| | 4.5 | 10.6 | 35.7 | 23.7 | 13.3 | 12.3 |
| Sailboarding/ wind-surfing | 0.2 | 0.1 | 0.6 | 0.7 | 0.2 | 0.4 |
| | 1.0 | 0.0 | 1.0 | 2.0 | 2.0 | 4.0 |
| | 8.0 | 5.5 | 29.1 | 30.6 | 10.0 | 16.8 |
| Swimming Activities | 7.6 | 14.6 | 43.3 | 24.4 | 10.4 | 8.3 |
| | 37.0 | 51.0 | 66.0 | 75.0 | 77.0 | 78.0 |
| | 7.0 | 13.5 | 39.9 | 22.5 | 9.6 | 7.6 |
| Surfing | 0.2 | 0.3 | 0.8 | 0.7 | 0.3 | 0.4 |
| | 1.0 | 1.0 | 1.0 | 2.0 | 2.0 | 4.0 |
| | 7.9 | 9.9 | 29.3 | 25.5 | 10.7 | 16.8 |
| Swimming/pool | 5.8 | 11.3 | 35.1 | 20.3 | 9.1 | 7 |
| | 28.0 | 39.0 | 54.0 | 62.0 | 67.0 | 66.0 |
| | 6.5 | 12.7 | 39.7 | 22.9 | 10.2 | 7.9 |
| Swimming/lake,river, ocean | 5.4 | 10.1 | 30.6 | 17.6 | 7.9 | 6.4 |
| | 26.0 | 35.0 | 47.0 | 54.0 | 59.0 | 61.0 |
| | 6.9 | 12.9 | 39.3 | 22.6 | 10.1 | 8.2 |
| Snorkeling/Scuba | 0.6 | 1.2 | 4.5 | 4 | 2.1 | 2.1 |
| | 3.0 | 4.0 | 7.0 | 12.0 | 16.0 | 20.0 |
| | 3.9 | 8.4 | 30.9 | 27.9 | 14.6 | 14.4 |

| Activity | Less than \$15,000 | \$15,000 to \$24,999 | \$25,000 to \$49,999 | \$50,000 to \$74,999 | \$75,000 to \$99,999 | Over \$100,000 |
|------------------------------|--------------------|----------------------|----------------------|----------------------|----------------------|--------------------|
| Outdoor Adventure Activities | 5.7 29.0 7.7 | 9.9 36.0 13.4 | 29.7 48.0 40.4 | 16.4 53.0 22.3 | 6.4 50.0 8.7 | 5.6 55.0 7.6 |
| Hiking | 3.7 18.0 7.7 | 5.8 20.0 12.1 | 18.9 29.0 39.5 | 11.1 34.0 23.2 | 4.5 34.0 9.5 | 3.8 37.0 8.0 |
| Orienteering | 0.3 1.0 5.8 | 0.6 2.0 13.3 | 1.9 3.0 39.9 | 1.2 3.0 24.8 | 0.4 3.0 8.6 | 0.4 3.0 7.7 |
| Backpacking | 1.2 6.0 8.1 | 2.1 7.0 13.7 | 5.7 9.0 37.8 | 3.6 11.0 23.9 | 1.3 10.0 8.7 | 1.2 11.0 7.9 |
| Mountain Climbing | 0.6 3.0 7.1 | 1.2 4.0 13.8 | 3.3 5.0 36.9 | 2.1 6.0 23.5 | 0.9 6.0 10.1 | 0.8 7.0 8.7 |
| Rock Climbing | 0.6 2.0 7.5 | 1.1 3.0 14.5 | 2.6 4.0 35.5 | 2.1 6.0 28.5 | 0.4 3.0 5.8 | 0.6 5.0 8.2 |
| Caving | 0.8 3.0 8.2 | 1.3 4.0 14.1 | 3.8 5.0 40.7 | 2.1 6.0 21.9 | 0.8 5.0 8.5 | 0.6 5.0 6.6 |
| Off-Road Driving | 2.2 12.0 7.8 | 3.9 15.0 13.9 | 11.8 21.0 42.2 | 6.1 21.0 21.8 | 2 17.0 7.3 | 2 22.0 7.1 |
| Horseback Riding | 0.8 5.0 5.9 | 1.8 8.0 12.5 | 5.4 11.0 37.5 | 3.5 14.0 24.5 | 1.5 14.0 10.4 | 1.3 16.0 9.2 |

| Activity | Less than \$15,000 | \$15,000 to \$24,999 | \$25,000 to \$49,999 | \$50,000 to \$74,999 | \$75,000 to \$99,999 | Over \$100,000 |
|-------------------|--------------------|----------------------|----------------------|----------------------|----------------------|----------------|
| Social Activities | 11.4 | 20.7 | 54.4 | 28.4 | 11.8 | 9.2 |
| | 54.0 | 70.0 | 81.0 | 85.0 | 85.0 | 85.0 |
| | 8.4 | 15.3 | 40.0 | 20.9 | 8.7 | 6.8 |
| Yard Games | 5.1 | 10.4 | 30.3 | 16.5 | 6.6 | 4.6 |
| | 27.0 | 38.0 | 49.0 | 54.0 | 52.0 | 46.0 |
| | 7.0 | 14.1 | 41.2 | 22.4 | 9.0 | 6.3 |
| Picnicking | 8.1 | 15 | 40.2 | 20.5 | 8.4 | 6.1 |
| | 41.0 | 53.0 | 63.0 | 64.0 | 64.0 | 59.0 |
| | 8.3 | 15.3 | 40.9 | 20.9 | 8.6 | 6.2 |
| Family Gathering | 10 | 18.7 | 49.9 | 26 | 10.6 | 8.5 |
| | 45.0 | 59.0 | 70.0 | 73.0 | 72.0 | 74.0 |
| | 8.1 | 15.1 | 40.3 | 21.0 | 8.6 | 6.9 |

Table 5.5.— Number and percent of U.S. population participating in outdoor recreation by activity and number of people in household, 1994-95. (Millions, top; percent of household size group participating, middle; and percent of activity participants, bottom).

| Activity | One person household | Two person household | Three person household | Four person household | Five or more person household |
|-------------------------------|----------------------|----------------------|------------------------|-----------------------|-------------------------------|
| Fitness Activities | 21.2 | 42.1 | 27.4 | 27.3 | 18.8 |
| | 58.4 | 66.6 | 72.8 | 73.7 | 72.2 |
| | 15.5 | 30.8 | 20.1 | 20.0 | 13.7 |
| Running/Jogging | 7.3 | 13.2 | 11.1 | 11.7 | 9.2 |
| | 20.1 | 20.9 | 29.5 | 31.6 | 35.3 |
| | 14.0 | 25.1 | 21.2 | 22.2 | 17.5 |
| Biking | 7.4 | 15.2 | 12.1 | 13.5 | 9.2 |
| | 20.4 | 24.0 | 32.1 | 36.4 | 35.3 |
| | 12.9 | 26.5 | 21.0 | 23.5 | 16.1 |
| Walking | 20.8 | 42.1 | 26.6 | 26.3 | 17.8 |
| | 57.3 | 66.6 | 70.7 | 71.0 | 68.3 |
| | 15.6 | 31.5 | 19.9 | 19.7 | 13.4 |
| Individual Sport Activities | 6.4 | 13.2 | 9.2 | 9.2 | 6.1 |
| | 17.6 | 20.9 | 24.4 | 24.8 | 23.4 |
| | 14.6 | 30.0 | 20.8 | 20.8 | 13.9 |
| Golf | 4.5 | 10.1 | 6.1 | 5.6 | 3.4 |
| | 12.4 | 16.0 | 16.2 | 15.1 | 13.1 |
| | 15.2 | 33.9 | 20.7 | 18.8 | 11.5 |
| Tennis | 2.9 | 5.4 | 4.5 | 4.8 | 3.7 |
| | 8.0 | 8.5 | 12.0 | 13.0 | 14.2 |
| | 13.7 | 25.3 | 21.4 | 22.5 | 17.2 |
| Outdoor Team Sport Activities | 6.2 | 11.4 | 11.8 | 13.3 | 10.2 |
| | 17.1 | 18.0 | 31.3 | 35.9 | 39.2 |
| | 11.8 | 21.5 | 22.3 | 25.1 | 19.2 |
| Baseball | 1.1 | 2.5 | 3.3 | 3.5 | 3.1 |
| | 3.0 | 4.0 | 8.8 | 9.4 | 11.9 |
| | 8.2 | 18.2 | 24.4 | 26.3 | 22.9 |
| Softball | 3.1 | 6 | 5.4 | 6.8 | 4.8 |
| | 8.5 | 9.5 | 14.3 | 18.3 | 18.4 |
| | 11.9 | 22.8 | 20.8 | 26.2 | 18.3 |

| Activity | One person household | Two person household | Three person household | Four person household | Five or more person household |
|------------------------------|----------------------|----------------------|------------------------|-----------------------|-------------------------------|
| Football | 1.4 | 2.4 | 3.2 | 3.6 | 2.9 |
| | 3.9 | 3.8 | 8.5 | 9.7 | 11.1 |
| | 10.5 | 17.8 | 23.9 | 26.6 | 21.2 |
| Basketball | 2.4 | 5 | 5.9 | 6.9 | 5.3 |
| | 6.6 | 7.9 | 15.7 | 18.6 | 20.3 |
| | 9.5 | 19.5 | 23.3 | 26.9 | 20.9 |
| Soccer | 0.8 | 1.4 | 1.9 | 2.8 | 2.5 |
| | 2.2 | 2.2 | 5.0 | 7.6 | 9.6 |
| | 8.3 | 15.2 | 20.1 | 30.1 | 26.4 |
| Volleyball | 3.6 | 6.5 | 6.2 | 6.9 | 5.4 |
| | 9.9 | 10.3 | 16.5 | 18.6 | 20.7 |
| | 12.6 | 22.7 | 21.8 | 24.1 | 18.8 |
| Handball | 1.3 | 2.3 | 2.6 | 2.6 | 2.4 |
| | 3.6 | 3.6 | 6.9 | 7.0 | 9.2 |
| | 11.9 | 20.4 | 23.2 | 23.2 | 21.3 |
| Outdoor Spectator Activities | 17.1 | 34.8 | 24.2 | 24.7 | 16.9 |
| | 47.1 | 55.0 | 64.3 | 66.6 | 64.9 |
| | 14.5 | 29.6 | 20.6 | 21.0 | 14.3 |
| Concerts | 11.1 | 21.1 | 14.4 | 13.1 | 8.7 |
| | 30.6 | 33.4 | 38.3 | 35.3 | 33.4 |
| | 16.2 | 30.9 | 21.0 | 19.2 | 12.7 |
| Attending Sporting Events | 12.8 | 27.2 | 19.6 | 20.9 | 14.7 |
| | 35.2 | 43.0 | 52.1 | 56.4 | 56.4 |
| | 13.5 | 28.6 | 20.6 | 22.0 | 15.4 |
| Viewing Activities | 23.8 | 46.9 | 30.4 | 30.8 | 20.7 |
| | 65.5 | 74.1 | 80.8 | 83.1 | 79.5 |
| | 15.6 | 30.8 | 19.9 | 20.2 | 13.6 |
| Visiting a Nature Center | 12.8 | 28.5 | 18.4 | 20 | 13.4 |
| | 35.2 | 45.1 | 48.9 | 54.0 | 51.4 |
| | 13.7 | 30.6 | 19.8 | 21.5 | 14.4 |
| Visiting a Visitor Center | 9.6 | 22.5 | 13.8 | 14 | 9.5 |
| | 26.4 | 35.6 | 36.7 | 37.8 | 36.5 |
| | 13.8 | 32.5 | 19.9 | 20.2 | 13.6 |

| Activity | One person household | Two person household | Three person household | Four person household | Five or more person household |
|-------------------------------|----------------------|----------------------|------------------------|-----------------------|-------------------------------|
| Visit a Prehistoric Site | 4.6 | 10.8 | 7.2 | 7.5 | 4.8 |
| | 12.7 | 17.1 | 19.1 | 20.2 | 18.4 |
| | 13.2 | 30.8 | 20.7 | 21.5 | 13.8 |
| Visit a Historic Site | 12.7 | 28.4 | 17.7 | 18 | 11.7 |
| | 35.0 | 44.9 | 47.0 | 48.6 | 44.9 |
| | 14.4 | 32.1 | 20.0 | 20.3 | 13.2 |
| Bird-Watching | 8.7 | 20.2 | 9.7 | 9.2 | 6.3 |
| | 23.9 | 31.9 | 25.8 | 24.8 | 24.2 |
| | 16.1 | 37.3 | 17.9 | 17.1 | 11.6 |
| Wildlife Viewing | 8.6 | 20.8 | 12.5 | 12.3 | 8.3 |
| | 23.7 | 32.9 | 33.2 | 33.2 | 31.9 |
| | 13.7 | 33.3 | 20.0 | 19.7 | 13.3 |
| Fish Viewing | 4 | 8.7 | 5.6 | 5.2 | 3.9 |
| | 11.0 | 13.8 | 14.9 | 14.0 | 15.0 |
| | 14.8 | 31.6 | 20.5 | 18.8 | 14.3 |
| Other Wildlife Viewing | 4.1 | 9.2 | 5.4 | 4.9 | 3.9 |
| | 11.3 | 14.5 | 14.3 | 13.2 | 15.0 |
| | 15.0 | 33.6 | 19.5 | 17.9 | 14.2 |
| Sightseeing | 17.4 | 37.4 | 22.1 | 22.2 | 14.4 |
| | 47.9 | 59.1 | 58.7 | 59.9 | 55.3 |
| | 15.3 | 33.0 | 19.5 | 19.6 | 12.7 |
| Visiting a Beach or Waterside | 18.2 | 37.9 | 25.3 | 25.6 | 17.3 |
| | 50.1 | 59.9 | 67.2 | 69.1 | 66.4 |
| | 14.7 | 30.5 | 20.3 | 20.6 | 13.9 |
| Water-based Nature Study | 7.6 | 18.3 | 11.1 | 11.2 | 7.2 |
| | 20.9 | 28.9 | 29.5 | 30.2 | 27.6 |
| | 13.8 | 33.0 | 20.0 | 20.3 | 13.0 |
| Snow and Ice Activities | 4.2 | 8.7 | 7.7 | 9.2 | 6.4 |
| | 11.6 | 13.8 | 20.5 | 24.8 | 24.6 |
| | 11.7 | 24.1 | 21.3 | 25.3 | 17.6 |
| Ice Skating | 1 | 2.1 | 2.3 | 2.8 | 2.3 |
| | 2.8 | 3.3 | 6.1 | 7.6 | 8.8 |
| | 9.5 | 20.0 | 21.9 | 26.5 | 22.1 |

| Activity | One person household | Two person household | Three person household | Four person household | Five or more person household |
|----------------------|----------------------|----------------------|------------------------|-----------------------|-------------------------------|
| Snowboarding | 0.5 | 0.8 | 1 | 1.2 | 1 |
| | 1.4 | 1.3 | 2.7 | 3.2 | 3.8 |
| | 10.3 | 18.1 | 23.0 | 26.4 | 22.3 |
| Sledding | 1.7 | 3.6 | 4.3 | 6.3 | 4.6 |
| | 4.7 | 5.7 | 11.4 | 17.0 | 17.7 |
| | 8.2 | 17.8 | 21.0 | 30.6 | 22.3 |
| Downhill Skiing | 2.4 | 4.7 | 3.7 | 3.5 | 2.6 |
| | 6.6 | 7.4 | 9.8 | 9.4 | 10.0 |
| | 14.3 | 27.7 | 21.7 | 20.9 | 15.4 |
| Cross-Country Skiing | 0.9 | 2.1 | 1.3 | 1.4 | 0.8 |
| | 2.5 | 3.3 | 3.5 | 3.8 | 3.1 |
| | 14.3 | 32.6 | 19.4 | 20.7 | 12.9 |
| Snowmobiling | 0.9 | 1.7 | 1.7 | 1.6 | 1.2 |
| | 2.5 | 2.7 | 4.5 | 4.3 | 4.6 |
| | 12.3 | 24.2 | 23.5 | 23.1 | 16.9 |
| Camping (overall) | 6.5 | 14.8 | 11.3 | 11.5 | 8.7 |
| | 17.9 | 23.4 | 30.0 | 31.0 | 33.4 |
| | 12.3 | 28.0 | 21.4 | 21.8 | 16.5 |
| Developed Area | 4.9 | 11.6 | 8.9 | 9.2 | 6.9 |
| | 13.5 | 18.3 | 23.6 | 24.8 | 26.5 |
| | 11.7 | 28.0 | 21.6 | 22.1 | 16.7 |
| Primitive Area | 3.7 | 7.8 | 6.1 | 5.7 | 4.7 |
| | 10.2 | 12.3 | 16.2 | 15.4 | 18.0 |
| | 13.3 | 27.9 | 21.7 | 20.5 | 16.6 |
| Hunting | 2.5 | 5.2 | 4.3 | 3.9 | 2.8 |
| | 6.9 | 8.2 | 11.4 | 10.5 | 10.7 |
| | 13.3 | 27.7 | 23.1 | 21.1 | 14.8 |
| Big game | 1.8 | 3.8 | 3.3 | 3.1 | 2.2 |
| | 5.0 | 6.0 | 8.8 | 8.4 | 8.4 |
| | 13.0 | 26.7 | 22.9 | 21.8 | 15.7 |
| Small game | 1.7 | 3.4 | 3.1 | 2.7 | 2 |
| | 4.7 | 5.4 | 8.2 | 7.3 | 7.7 |
| | 13.5 | 26.5 | 23.7 | 21.0 | 15.3 |

| Activity | One person household | Two person household | Three person household | Four person household | Five or more person household |
|-------------------|----------------------|----------------------|------------------------|-----------------------|-------------------------------|
| Migratory bird | 0.7 | 1.3 | 0.9 | 0.9 | 0.5 |
| | 1.9 | 2.1 | 2.4 | 2.4 | 1.9 |
| | 16.7 | 30.2 | 21.7 | 20.1 | 11.2 |
| Fishing | 7.3 | 16.5 | 12.1 | 13.3 | 8.6 |
| | 20.1 | 26.1 | 32.1 | 35.9 | 33.0 |
| | 12.7 | 28.6 | 20.9 | 22.9 | 14.9 |
| Freshwater | 5.9 | 13.9 | 10 | 11.6 | 7.4 |
| | 16.2 | 22.0 | 26.6 | 31.3 | 28.4 |
| | 12.1 | 28.5 | 20.5 | 23.8 | 15.1 |
| Saltwater | 2.5 | 5.6 | 4.2 | 3.9 | 2.7 |
| | 6.9 | 8.9 | 11.2 | 10.5 | 10.4 |
| | 13.3 | 29.6 | 22.3 | 20.5 | 14.3 |
| Warmwater | 4.8 | 11.4 | 8.9 | 9.6 | 6.2 |
| | 13.2 | 18.0 | 23.6 | 25.9 | 23.8 |
| | 11.8 | 27.9 | 21.7 | 23.5 | 15.1 |
| Coldwater | 2.5 | 6.1 | 4.6 | 4.4 | 3.1 |
| | 6.9 | 9.6 | 12.2 | 11.9 | 11.9 |
| | 11.9 | 29.4 | 22.4 | 21.3 | 15.1 |
| Ice | 0.6 | 1.3 | 0.9 | 0.8 | 0.5 |
| | 1.7 | 2.1 | 2.4 | 2.2 | 1.9 |
| | 14.2 | 31.4 | 21.5 | 19.3 | 13.6 |
| Anadromous | 1.1 | 2.8 | 1.9 | 2 | 1.4 |
| | 3.0 | 4.4 | 5.0 | 5.4 | 5.4 |
| | 11.7 | 30.6 | 20.6 | 21.9 | 15.3 |
| Catch and Release | 1.9 | 4.4 | 3.2 | 3.7 | 2.4 |
| | 5.2 | 7.0 | 8.5 | 10.0 | 9.2 |
| | 12.1 | 28.2 | 20.7 | 23.6 | 15.5 |

| Activity | One person household | Two person household | Three person household | Four person household | Five or more person household |
|-------------------------------|----------------------|----------------------|------------------------|-----------------------|-------------------------------|
| Boating | 8.1 | 17.9 | 12 | 12.4 | 7.7 |
| | 22.3 | 28.3 | 31.9 | 33.5 | 29.6 |
| | 14.0 | 30.8 | 20.6 | 21.3 | 13.3 |
| Sailing | 1.9 | 3 | 1.7 | 1.9 | 1.2 |
| | 5.2 | 4.7 | 4.5 | 5.1 | 4.6 |
| | 19.5 | 31.3 | 17.3 | 19.5 | 12.4 |
| Canoeing | 1.6 | 3.9 | 3 | 3.2 | 2.4 |
| | 4.4 | 6.2 | 8.0 | 8.6 | 9.2 |
| | 11.5 | 28.0 | 21.1 | 22.5 | 17.0 |
| Kayaking | 0.4 | 0.8 | 0.6 | 0.5 | 0.4 |
| | 1.1 | 1.3 | 1.6 | 1.3 | 1.5 |
| | 13.8 | 28.6 | 23.1 | 19.3 | 15.1 |
| Rowing | 1 | 2.5 | 1.7 | 1.8 | 1.4 |
| | 2.8 | 4.0 | 4.5 | 4.9 | 5.4 |
| | 11.3 | 30.2 | 20.1 | 21.8 | 16.7 |
| Floating, Rafting | 1.9 | 3.9 | 3.5 | 3.6 | 2.4 |
| | 5.2 | 6.2 | 9.3 | 9.7 | 9.2 |
| | 12.7 | 25.4 | 22.9 | 23.4 | 15.7 |
| Motor-boating | 6.4 | 14.4 | 9.8 | 10.2 | 6.1 |
| | 17.6 | 22.8 | 26.0 | 27.5 | 23.4 |
| | 13.7 | 30.8 | 20.9 | 21.8 | 12.9 |
| Water Skiing | 2.3 | 4.5 | 4.2 | 4.1 | 2.8 |
| | 6.3 | 7.1 | 11.2 | 11.1 | 10.7 |
| | 12.8 | 25.0 | 23.6 | 23.1 | 15.6 |
| Jet Skiing | 1.4 | 2.2 | 2 | 2.2 | 1.7 |
| | 3.9 | 3.5 | 5.3 | 5.9 | 6.5 |
| | 14.9 | 23.2 | 21.5 | 22.9 | 17.5 |
| Sailboarding/ wind-surfing | 0.4 | 0.6 | 0.5 | 0.4 | 0.4 |
| | 1.1 | 0.9 | 1.3 | 1.1 | 1.5 |
| | 16.3 | 26.0 | 23.5 | 17.6 | 16.6 |

| Activity | One person household | Two person household | Three person household | Four person household | Five or more person household |
|---------------------------------|----------------------|----------------------|------------------------|-----------------------|-------------------------------|
| Swimming Activities | 14.4 | 30.8 | 23.1 | 24.2 | 16.1 |
| | 39.6 | 48.7 | 61.4 | 65.3 | 61.8 |
| | 13.2 | 28.3 | 21.3 | 22.3 | 14.8 |
| Surfing | 0.5 | 0.6 | 0.7 | 0.5 | 0.4 |
| | 1.4 | 0.9 | 1.9 | 1.3 | 1.5 |
| | 17.3 | 23.2 | 25.6 | 18.0 | 15.9 |
| Swimming/pool | 10.8 | 24.2 | 19.1 | 20.5 | 14 |
| | 29.7 | 38.3 | 50.7 | 55.3 | 53.7 |
| | 12.2 | 27.3 | 21.6 | 23.2 | 15.8 |
| Swimming/lake,river,oc ean | 10.3 | 22.1 | 16.7 | 17.3 | 11.8 |
| | 28.4 | 34.9 | 44.4 | 46.7 | 45.3 |
| | 13.2 | 28.3 | 21.4 | 22.1 | 15.1 |
| Snorkeling/Scuba | 2 | 4.4 | 3.3 | 2.7 | 2.1 |
| | 5.5 | 7.0 | 8.8 | 7.3 | 8.1 |
| | 13.9 | 30.4 | 22.5 | 18.9 | 14.4 |
| Outdoor Adventure Activities | 10.2 | 21.1 | 16 | 14.8 | 11.5 |
| | 28.1 | 33.4 | 42.5 | 39.9 | 44.1 |
| | 13.9 | 28.7 | 21.7 | 20.2 | 15.6 |
| Hiking | 6.7 | 14 | 10.1 | 9.6 | 7.4 |
| | 18.4 | 22.1 | 26.8 | 25.9 | 28.4 |
| | 14.0 | 29.2 | 21.1 | 20.2 | 15.6 |
| Orienteering | 0.8 | 1.2 | 0.9 | 1.1 | 0.9 |
| | 2.2 | 1.9 | 2.4 | 3.0 | 3.5 |
| | 15.6 | 24.3 | 19.0 | 22.8 | 18.3 |
| Backpacking | 2.2 | 4.1 | 3.6 | 2.8 | 2.4 |
| | 6.1 | 6.5 | 9.6 | 7.6 | 9.2 |
| | 14.6 | 26.8 | 24.0 | 18.7 | 16.0 |
| Mountain Climbing | 1.3 | 2.7 | 1.8 | 1.6 | 1.6 |
| | 3.6 | 4.3 | 4.8 | 4.3 | 6.1 |
| | 14.8 | 29.7 | 20.5 | 17.3 | 17.6 |
| Rock Climbing | 1.1 | 1.9 | 1.6 | 1.5 | 1.3 |
| | 3.0 | 3.0 | 4.3 | 4.0 | 5.0 |
| | 15.3 | 26.0 | 21.7 | 20.0 | 17.1 |

| Activity | One person household | Two person household | Three person household | Four person household | Five or more person household |
|-------------------|----------------------|----------------------|------------------------|-----------------------|-------------------------------|
| Caving | 1 | 2.9 | 2.2 | 1.9 | 1.4 |
| | 2.8 | 4.6 | 5.8 | 5.1 | 5.4 |
| | 10.4 | 30.8 | 23.5 | 20.2 | 15.1 |
| Off-Road Driving | 3.8 | 7.8 | 6.5 | 5.6 | 4.2 |
| | 10.5 | 12.3 | 17.3 | 15.1 | 16.1 |
| | 13.8 | 27.9 | 23.2 | 19.9 | 15.2 |
| Horseback Riding | 1.9 | 3.1 | 3.2 | 3.5 | 2.6 |
| | 5.2 | 4.9 | 8.5 | 9.4 | 10.0 |
| | 13.3 | 21.8 | 22.4 | 24.4 | 18.1 |
| Social Activities | 20.6 | 41.2 | 27.2 | 27.9 | 18.8 |
| | 56.7 | 65.1 | 72.3 | 75.3 | 72.2 |
| | 15.2 | 30.4 | 20.0 | 20.6 | 13.9 |
| Yard Games | 9.1 | 20.2 | 15.6 | 17.1 | 11.5 |
| | 25.0 | 31.9 | 41.4 | 46.1 | 44.1 |
| | 12.4 | 27.5 | 21.1 | 23.3 | 15.7 |
| Picnicking | 14 | 29.4 | 19.9 | 20.6 | 14.4 |
| | 38.5 | 46.5 | 52.9 | 55.6 | 55.3 |
| | 14.2 | 30.0 | 20.2 | 20.9 | 14.7 |
| Family Gathering | 18.2 | 37.6 | 24.9 | 25.7 | 17.4 |
| | 50.1 | 59.4 | 66.2 | 69.3 | 66.8 |
| | 14.7 | 30.4 | 20.1 | 20.8 | 14.0 |

Table 5.6.— Number and percent of U.S. population participating in outdoor recreation by activity and number of family members living in the household, 1994-95. (Millions, top; percent of family size group participating, middle; and percent of activity participants, bottom).

| Activity | One family member in household | Two family members in household | Three family members in household | Four or more members in household |
|-------------------------------|--------------------------------|---------------------------------|-----------------------------------|-----------------------------------|
| Fitness Activities | 29.6 | 38.2 | 25.9 | 43.2 |
| | 62.0 | 65.7 | 73.2 | 73.1 |
| | 21.7 | 27.9 | 18.9 | 31.5 |
| Running/Jogging | 11.2 | 11.7 | 10.2 | 19.3 |
| | 23.5 | 20.2 | 28.9 | 32.6 |
| | 21.4 | 22.4 | 19.5 | 36.7 |
| Biking | 11.2 | 13.6 | 11.3 | 21.3 |
| | 23.4 | 23.4 | 31.9 | 36.1 |
| | 19.5 | 23.7 | 19.6 | 37.1 |
| Walking | 28.9 | 38.2 ¹ | 25.3 | 41.3 |
| | 60.4 | 65.7 | 71.5 | 69.9 |
| | 21.6 | 27.9 | 18.9 | 30.9 |
| Individual Sport Activities | 9.6 | 11.6 | 8.5 | 14.3 |
| | 20.0 | 20.0 | 24.2 | 24.3 |
| | 21.7 | 26.4 | 19.4 | 32.5 |
| Golf | 6.5 | 9.0 | 5.7 | 8.5 |
| | 13.7 | 15.5 | 16.0 | 14.4 |
| | 22.0 | 30.3 | 19.1 | 28.6 |
| Tennis | 4.7 | 4.4 | 4.2 | 7.8 |
| | 9.9 | 7.6 | 11.9 | 13.2 |
| | 22.4 | 20.9 | 19.9 | 36.8 |
| Outdoor Team Sport Activities | 10.4 | 9.8 | 11.0 | 21.8 |
| | 21.8 | 16.9 | 31.0 | 36.9 |
| | 19.6 | 18.5 | 20.7 | 41.1 |
| Baseball | 1.9 | 2.3 | 3.1 | 6.1 |
| | 4.0 | 4.0 | 8.8 | 10.4 |
| | 14.3 | 17.2 | 23.1 | 45.5 |

¹Note that the participation estimate for walking, two, is equal to the participation estimate for the group. This is an indirect result of applying the weighting procedures summarized in Appendix A.

| Activity | One family member in household | Two family members in household | Three family members in household | Four or more members in household |
|------------------------------|--------------------------------|---------------------------------|-----------------------------------|-----------------------------------|
| Softball | 5.4 | 4.9 | 5.1 | 10.7 |
| | 11.3 | 8.5 | 14.4 | 18.1 |
| | 20.7 | 18.9 | 19.5 | 41.0 |
| Football | 2.8 | 2.0 | 2.9 | 5.9 |
| | 5.8 | 3.4 | 8.2 | 10.0 |
| | 20.3 | 14.7 | 21.5 | 43.5 |
| Basketball | 4.5 | 4.2 | 5.5 | 11.3 |
| | 9.5 | 7.2 | 15.6 | 19.1 |
| | 17.7 | 16.5 | 21.6 | 44.2 |
| Soccer | 1.8 | 1.1 | 1.6 | 5.0 |
| | 3.7 | 1.9 | 4.6 | 8.5 |
| | 18.5 | 11.4 | 17.3 | 52.8 |
| Volleyball | 5.9 | 5.6 | 5.7 | 11.4 |
| | 12.4 | 9.7 | 16.2 | 19.3 |
| | 20.6 | 19.6 | 19.9 | 39.8 |
| Handball | 2.2 | 2.1 | 2.5 | 4.6 |
| | 4.5 | 3.6 | 7.0 | 7.7 |
| | 19.1 | 18.5 | 22.1 | 40.3 |
| Outdoor Spectator Activities | 24.6 | 31.4 | 22.9 | 38.7 |
| | 51.4 | 54.0 | 64.8 | 65.6 |
| | 20.9 | 26.7 | 19.5 | 32.9 |
| Concerts | 16.6 | 18.5 | 13.4 | 20.0 |
| | 34.8 | 31.7 | 37.8 | 33.8 |
| | 24.3 | 27.0 | 19.5 | 29.2 |
| Attending Sporting Events | 18.4 | 24.7 | 18.7 | 33.4 |
| | 38.6 | 42.5 | 52.8 | 56.5 |
| | 19.4 | 26.0 | 19.6 | 35.0 |
| Viewing Activities | 33.3 | 42.5 | 28.6 | 48.2 |
| | 69.6 | 73.0 | 81.0 | 81.7 |
| | 21.8 | 27.8 | 18.8 | 31.6 |
| Visiting a Nature Center | 18.6 | 25.6 | 17.4 | 31.5 |
| | 39.0 | 44.0 | 49.1 | 53.3 |
| | 20.0 | 27.5 | 18.7 | 33.8 |

| Activity | One family member in household | Two family members in household | Three family members in household | Four or more members in household |
|-------------------------------|--------------------------------|---------------------------------|-----------------------------------|-----------------------------------|
| Visiting a Visitor Center | 13.9 | 20.2 | 13.2 | 22.0 |
| | 29.2 | 34.7 | 37.4 | 37.3 |
| | 20.1 | 29.1 | 19.0 | 31.7 |
| Visit a Prehistoric Site | 6.9 | 9.6 | 6.9 | 11.5 |
| | 14.5 | 16.5 | 19.4 | 19.4 |
| | 19.9 | 27.5 | 19.7 | 32.9 |
| Visit a Historic Site | 18.7 | 25.2 | 16.7 | 27.7 |
| | 39.2 | 43.4 | 47.4 | 46.9 |
| | 21.2 | 28.5 | 18.9 | 31.3 |
| Bird-Watching | 11.5 | 18.7 | 9.3 | 14.6 |
| | 24.2 | 32.1 | 26.3 | 24.7 |
| | 21.3 | 34.5 | 17.2 | 27.0 |
| Wildlife Viewing | 12.6 | 18.8 | 11.8 | 19.4 |
| | 26.3 | 32.4 | 33.3 | 32.8 |
| | 20.1 | 30.1 | 18.8 | 31.0 |
| Fish Viewing | 5.8 | 7.9 | 5.3 | 8.5 |
| | 12.1 | 13.5 | 15.0 | 14.4 |
| | 21.1 | 28.6 | 19.3 | 30.9 |
| Other Wildlife Viewing | 6.0 | 8.4 | 5.0 | 8.2 |
| | 12.5 | 14.4 | 14.2 | 13.8 |
| | 21.8 | 30.4 | 18.2 | 29.7 |
| Sightseeing | 24.0 | 34.3 | 20.9 | 34.3 |
| | 50.3 | 59.0 | 59.0 | 58.0 |
| | 21.2 | 30.2 | 18.4 | 30.2 |
| Visiting a Beach or Waterside | 26.4 | 34.0 | 23.9 | 40.1 |
| | 55.3 | 58.4 | 67.6 | 67.9 |
| | 21.3 | 27.3 | 19.2 | 32.2 |
| Water-based Nature Study | 11.3 | 16.5 | 10.3 | 17.3 |
| | 23.6 | 28.4 | 29.1 | 29.3 |
| | 20.4 | 29.8 | 18.6 | 31.3 |

| Activity | One family member in household | Two family members in household | Three family members in household | Four or more members in household |
|-------------------------|--------------------------------|---------------------------------|-----------------------------------|-----------------------------------|
| Snow and Ice Activities | 7.0 | 7.4 | 7.2 | 14.7 |
| | 14.7 | 12.7 | 20.3 | 24.9 |
| | 19.4 | 20.4 | 19.7 | 40.5 |
| Ice Skating | 1.9 | 1.7 | 2.1 | 4.9 |
| | 3.9 | 2.9 | 5.8 | 8.3 |
| | 17.8 | 16.1 | 19.6 | 46.5 |
| Snowboarding | 0.8 | 0.7 | 1.0 | 2.0 |
| | 1.7 | 1.2 | 2.9 | 3.4 |
| | 18.2 | 15.4 | 22.5 | 43.9 |
| Sledding | 2.9 | 3.1 | 4.2 | 10.3 |
| | 6.1 | 5.3 | 11.8 | 17.4 |
| | 14.2 | 15.1 | 20.4 | 50.3 |
| Downhill Skiing | 4.2 | 3.6 | 3.2 | 5.7 |
| | 8.9 | 6.3 | 9.2 | 9.7 |
| | 25.2 | 21.6 | 19.2 | 34.0 |
| Cross-Country Skiing | 1.5 | 1.8 | 1.2 | 2.0 |
| | 3.2 | 3.1 | 3.4 | 3.4 |
| | 23.7 | 27.3 | 18.7 | 30.3 |
| Snowmobiling | 1.5 | 1.4 | 1.5 | 2.7 |
| | 3.1 | 2.5 | 4.3 | 4.5 |
| | 20.5 | 20.2 | 21.6 | 37.7 |
| Camping (overall) | 10.5 | 12.9 | 10.4 | 19.0 |
| | 22.1 | 22.1 | 29.3 | 32.2 |
| | 20.0 | 24.3 | 19.7 | 36.0 |
| Developed Area | 7.9 | 10.2 | 8.3 | 15.1 |
| | 16.6 | 17.6 | 23.4 | 25.6 |
| | 19.1 | 24.6 | 19.9 | 36.4 |
| Primitive Area | 6.1 | 6.6 | 5.4 | 9.9 |
| | 12.8 | 11.4 | 15.3 | 16.7 |
| | 21.9 | 23.6 | 19.3 | 35.2 |

| Activity | One family member in household | Two family members in household | Three family members in household | Four or more members in household |
|----------------|--------------------------------|---------------------------------|-----------------------------------|-----------------------------------|
| Hunting | 3.5 | 4.7 | 4.1 | 6.3 |
| | 7.4 | 8.0 | 11.7 | 10.6 |
| | 19.0 | 25.1 | 22.3 | 33.6 |
| Big game | 2.7 | 3.5 | 3.1 | 5.0 |
| | 5.6 | 5.9 | 8.8 | 8.5 |
| | 18.7 | 24.3 | 21.8 | 35.2 |
| Small game | 2.4 | 3.1 | 3.0 | 4.5 |
| | 5.1 | 5.3 | 8.4 | 7.6 |
| | 18.7 | 23.9 | 23.0 | 34.4 |
| Migratory bird | 1.0 | 1.1 | 0.9 | 1.2 |
| | 2.1 | 1.8 | 2.7 | 2.1 |
| | 23.7 | 25.1 | 22.0 | 29.2 |
| Fishing | 10.7 | 14.9 | 11.6 | 20.7 |
| | 22.3 | 25.7 | 32.7 | 35.0 |
| | 18.5 | 25.8 | 20.0 | 35.7 |
| Freshwater | 8.7 | 12.6 | 9.6 | 17.9 |
| | 18.3 | 21.7 | 27.0 | 30.4 |
| | 17.9 | 25.8 | 19.6 | 36.8 |
| Saltwater | 3.8 | 4.8 | 4.1 | 6.3 |
| | 8.0 | 8.3 | 11.6 | 10.6 |
| | 20.0 | 25.5 | 21.5 | 32.9 |
| Warmwater | 7.1 | 10.3 | 8.5 | 14.9 |
| | 14.8 | 17.8 | 24.0 | 25.2 |
| | 17.4 | 25.3 | 20.8 | 36.5 |
| Coldwater | 3.8 | 5.4 | 4.4 | 7.1 |
| | 7.9 | 9.4 | 12.5 | 12.1 |
| | 18.2 | 26.2 | 21.3 | 34.3 |
| Ice | 0.9 | 1.1 | 0.8 | 1.2 |
| | 1.8 | 1.9 | 2.3 | 2.1 |
| | 21.2 | 26.9 | 20.7 | 31.0 |
| Anadromous | 1.6 | 2.5 | 1.8 | 3.1 |
| | 3.39 | 4.2 | 5.2 | 5.3 |
| | 17.9 | 27.1 | 20.3 | 34.7 |

| Activity | One family member in household | Two family members in household | Three family members in household | Four or more members in household |
|---------------------------|--------------------------------|---------------------------------|-----------------------------------|-----------------------------------|
| Catch and Release | 2.8 | 3.9 | 3.1 | 5.6 |
| | 6.0 | 6.7 | 8.8 | 9.6 |
| | 18.4 | 25.2 | 20.0 | 36.4 |
| Boating | 12.3 | 15.8 | 11.3 | 18.7 |
| | 25.7 | 27.1 | 32.0 | 31.7 |
| | 21.2 | 27.2 | 19.5 | 32.2 |
| Sailing | 2.7 | 2.6 | 1.5 | 2.7 |
| | 5.7 | 4.5 | 4.3 | 4.7 |
| | 28.5 | 27.1 | 15.7 | 28.7 |
| Canoeing | 2.7 | 3.5 | 2.8 | 5.1 |
| | 5.7 | 6.0 | 7.8 | 8.7 |
| | 19.2 | 24.8 | 19.6 | 36.4 |
| Kayaking | 0.7 | 0.7 | 0.5 | 0.8 |
| | 1.5 | 1.1 | 1.4 | 1.4 |
| | 26.4 | 24.6 | 18.3 | 30.8 |
| Rowing | 1.5 | 2.3 | 1.7 | 3.0 |
| | 3.2 | 3.9 | 4.7 | 5.0 |
| | 18.1 | 27.1 | 19.7 | 35.1 |
| Floating, Rafting | 3.4 | 3.2 | 3.1 | 5.6 |
| | 7.0 | 5.5 | 8.8 | 9.4 |
| | 22.0 | 21.0 | 20.5 | 36.5 |
| Motor-boating | 9.8 | 12.8 | 9.2 | 15.2 |
| | 20.4 | 21.9 | 26.2 | 25.8 |
| | 20.8 | 27.1 | 19.7 | 32.4 |
| Water Skiing | 4.1 | 3.5 | 3.8 | 6.4 |
| | 8.6 | 6.1 | 10.8 | 10.9 |
| | 22.9 | 19.8 | 21.3 | 36.0 |
| Jet Skiing | 2.4 | 1.7 | 1.9 | 3.6 |
| | 5.0 | 2.9 | 5.3 | 6.1 |
| | 25.0 | 17.5 | 19.7 | 37.8 |
| Sailboarding/wind-surfing | 0.6 | 0.4 | 0.5 | 0.7 |
| | 1.3 | 0.8 | 1.4 | 1.1 |
| | 28.0 | 19.7 | 22.7 | 29.6 |

| Activity | One family member in household | Two family members in household | Three family members in household | Four or more members in household |
|------------------------------|--------------------------------|---------------------------------|-----------------------------------|-----------------------------------|
| Swimming Activities | 21.5 | 27.5 | 21.8 | 37.9 |
| | 45.1 | 47.2 | 61.5 | 64.1 |
| | 19.8 | 25.3 | 20.0 | 34.9 |
| Surfing | 0.7 | 0.5 | 0.6 | 0.8 |
| | 1.5 | 0.8 | 1.8 | 1.4 |
| | 27.1 | 17.5 | 24.2 | 31.2 |
| Swimming/pool | 16.5 | 21.5 | 18.1 | 32.4 |
| | 34.5 | 37.0 | 51.1 | 54.9 |
| | 18.6 | 24.3 | 20.4 | 36.6 |
| Swimming/lake,river,ocean | 16.0 | 19.3 | 15.5 | 27.1 |
| | 33.6 | 33.3 | 44.0 | 46.0 |
| | 20.5 | 24.8 | 19.9 | 34.8 |
| Snorkeling/Scuba | 3.5 | 3.8 | 2.8 | 4.5 |
| | 7.3 | 6.5 | 7.8 | 7.6 |
| | 23.9 | 26.1 | 19.1 | 30.9 |
| Outdoor Adventure Activities | 15.8 | 18.4 | 14.9 | 24.5 |
| | 33.1 | 31.6 | 42.3 | 41.5 |
| | 21.5 | 24.9 | 20.3 | 33.3 |
| Hiking | 10.6 | 12.2 | 9.1 | 15.9 |
| | 22.2 | 21.0 | 25.7 | 26.9 |
| | 22.2 | 25.6 | 19.0 | 33.2 |
| Orienteering | 1.1 | 1.0 | 0.9 | 1.8 |
| | 2.3 | 1.7 | 2.6 | 3.1 |
| | 22.6 | 21.0 | 19.1 | 37.3 |
| Backpacking | 3.8 | 3.3 | 3.2 | 4.9 |
| | 8.0 | 5.7 | 8.9 | 8.3 |
| | 25.1 | 21.7 | 20.9 | 32.3 |
| Mountain Climbing | 2.4 | 2.2 | 1.6 | 2.9 |
| | 4.9 | 3.8 | 4.5 | 4.8 |
| | 26.2 | 24.3 | 17.8 | 31.7 |
| Rock Climbing | 1.9 | 1.5 | 1.5 | 2.6 |
| | 3.9 | 2.6 | 4.2 | 4.4 |
| | 25.3 | 20.0 | 20.1 | 34.6 |

| Activity | One family member in household | Two family members in household | Three family members in household | Four or more members in household |
|-------------------|--------------------------------|---------------------------------|-----------------------------------|-----------------------------------|
| Caving | 1.9 | 2.4 | 2.1 | 3.1 |
| | 3.9 | 4.2 | 5.8 | 5.3 |
| | 19.6 | 25.7 | 21.8 | 32.8 |
| Off-Road Driving | 5.9 | 6.7 | 6.1 | 9.2 |
| | 12.3 | 11.6 | 17.1 | 15.6 |
| | 21.1 | 24.2 | 21.7 | 33.0 |
| Horseback Riding | 2.8 | 2.7 | 3.0 | 5.7 |
| | 6.0 | 4.7 | 8.4 | 9.7 |
| | 20.0 | 19.2 | 20.8 | 40.0 |
| Social Activities | 28.9 | 37.3 | 25.8 | 43.8 |
| | 60.5 | 64.2 | 72.8 | 74.3 |
| | 21.3 | 27.5 | 19.0 | 32.3 |
| Yard Games | 13.7 | 18.2 | 14.8 | 26.9 |
| | 28.7 | 31.3 | 41.9 | 45.5 |
| | 18.7 | 24.7 | 20.1 | 36.5 |
| Picnicking | 19.5 | 26.9 | 18.9 | 33.0 |
| | 40.8 | 46.3 | 53.4 | 56.0 |
| | 19.8 | 27.4 | 19.2 | 33.6 |
| Family Gathering | 25.5 | 34.3 | 23.6 | 40.3 |
| | 53.3 | 59.1 | 66.8 | 68.3 |
| | 20.6 | 27.7 | 19.1 | 32.6 |

Table 5.7.— Number and percent of U.S. population participating in outdoor recreation by activity and education, 1994-95. (Millions, top; percent of educational group participating, middle; and percent of activity participants, bottom).

| Activity | Some High School | Completed High School | Some College or Trade School | Completed College |
|-------------------------------|------------------|-----------------------|------------------------------|-------------------|
| Fitness Activities | 14.4 | 37.8 | 40.8 | 43.9 |
| | 55.0 | 63.0 | 72.0 | 76.3 |
| | 10.5 | 27.6 | 29.8 | 32.1 |
| Running/Jogging | 8.3 | 12.3 | 14.3 | 17.5 |
| | 31.7 | 20.5 | 25.2 | 30.4 |
| | 15.8 | 23.5 | 27.4 | 33.4 |
| Biking | 6.1 | 14.4 | 17.1 | 19.7 |
| | 23.3 | 24.0 | 30.2 | 34.3 |
| | 10.7 | 25.2 | 29.9 | 34.3 |
| Walking | 13.3 | 36.6 | 40.3 | 43.5 |
| | 50.8 | 61.0 | 71.1 | 75.6 |
| | 9.9 | 27.4 | 30.2 | 32.6 |
| Individual Sport Activities | 4.7 | 9.3 | 12.7 | 17.4 |
| | 17.9 | 15.5 | 22.4 | 30.3 |
| | 10.6 | 21.1 | 28.8 | 39.5 |
| Golf | 2.4 | 6.2 | 8.9 | 12.2 |
| | 9.2 | 10.3 | 15.7 | 21.2 |
| | 8.0 | 20.8 | 30.0 | 41.1 |
| Tennis | 2.9 | 4.1 | 5.7 | 8.5 |
| | 11.1 | 6.8 | 10.1 | 14.8 |
| | 13.6 | 19.4 | 26.9 | 40.1 |
| Outdoor Team Sport Activities | 8.4 | 15.1 | 15.7 | 13.7 |
| | 32.1 | 25.2 | 27.7 | 23.8 |
| | 15.8 | 28.6 | 29.7 | 25.9 |
| Baseball | 2.9 | 4.4 | 3.5 | 2.7 |
| | 11.1 | 7.3 | 6.2 | 4.7 |
| | 21.3 | 32.9 | 26.2 | 19.7 |
| Softball | 3.2 | 7.7 | 8.2 | 7.1 |
| | 12.2 | 12.8 | 14.5 | 12.3 |
| | 12.4 | 29.4 | 31.2 | 27.0 |
| Football | 3.5 | 4.0 | 3.5 | 2.6 |
| | 13.4 | 6.7 | 6.2 | 4.5 |
| | 25.8 | 29.5 | 25.7 | 19.1 |

| Activity | Some High School | Completed High School | Some College or Trade School | Completed College |
|------------------------------|------------------|-----------------------|------------------------------|-------------------|
| Basketball | 5.2 | 7.4 | 7.1 | 5.9 |
| | 19.9 | 12.3 | 12.5 | 10.3 |
| | 20.4 | 29.1 | 27.6 | 23.0 |
| Soccer | 2.4 | 2.1 | 2.3 | 2.6 |
| | 9.2 | 3.5 | 4.1 | 4.5 |
| | 25.5 | 22.4 | 24.2 | 27.9 |
| Volleyball | 4.2 | 8.1 | 8.8 | 7.7 |
| | 16.0 | 13.5 | 15.5 | 13.4 |
| | 14.5 | 28.3 | 30.5 | 26.7 |
| Handball | 2.1 | 3.2 | 3.2 | 2.8 |
| | 8.0 | 5.3 | 5.6 | 4.9 |
| | 19.0 | 28.0 | 28.4 | 24.5 |
| Outdoor Spectator Activities | 12.5 | 30.8 | 34.7 | 39.6 |
| | 47.7 | 51.4 | 61.2 | 68.9 |
| | 10.6 | 26.2 | 29.5 | 33.7 |
| Concerts | 6.5 | 16.4 | 20.5 | 25.1 |
| | 24.8 | 27.3 | 36.2 | 43.7 |
| | 9.5 | 23.9 | 29.9 | 36.7 |
| Attending Sporting Events | 10.6 | 24.5 | 27.8 | 32.3 |
| | 40.5 | 40.9 | 49.1 | 56.2 |
| | 11.2 | 25.7 | 29.2 | 33.9 |
| Viewing Activities | 15.5 | 43.1 | 45.6 | 48.5 |
| | 59.2 | 71.9 | 80.5 | 84.3 |
| | 10.2 | 28.2 | 29.9 | 31.8 |
| Visiting a Nature Center | 7.5 | 22.9 | 28.6 | 34.0 |
| | 28.6 | 38.2 | 50.5 | 59.1 |
| | 8.1 | 24.6 | 30.7 | 36.6 |
| Visiting a Visitor Center | 5.0 | 16.6 | 21.4 | 26.3 |
| | 19.1 | 27.7 | 37.8 | 45.7 |
| | 7.2 | 24.0 | 30.9 | 38.0 |
| Visit a Prehistoric Site | 2.9 | 8.0 | 11.0 | 12.9 |
| | 11.1 | 13.3 | 19.4 | 22.4 |
| | 8.4 | 23.1 | 31.5 | 37.0 |
| Visit a Historic Site | 7.1 | 20.9 | 27.0 | 33.4 |
| | 27.1 | 34.9 | 47.6 | 58.1 |
| | 8.0 | 23.7 | 30.6 | 37.8 |

| Activity | Some High School | Completed High School | Some College or Trade School | Completed College |
|-------------------------------|------------------|-----------------------|------------------------------|-------------------|
| Bird-Watching | 4.1 | 15.0 | 16.3 | 18.7 |
| | 15.7 | 25.0 | 28.8 | 32.5 |
| | 7.6 | 27.7 | 30.2 | 34.5 |
| Wildlife Viewing | 5.3 | 17.0 | 19.3 | 20.9 |
| | 20.2 | 28.3 | 34.1 | 36.3 |
| | 8.4 | 27.2 | 30.9 | 33.5 |
| Fish Viewing | 2.4 | 7.2 | 8.7 | 9.1 |
| | 9.2 | 12.0 | 15.4 | 15.8 |
| | 8.7 | 26.4 | 31.8 | 33.1 |
| Other Wildlife Viewing | 2.3 | 6.5 | 8.2 | 10.6 |
| | 8.8 | 10.8 | 14.5 | 18.4 |
| | 8.5 | 23.5 | 29.7 | 38.4 |
| Sightseeing | 9.2 | 30.0 | 34.6 | 39.7 |
| | 35.1 | 50.0 | 61.1 | 69.0 |
| | 8.1 | 26.4 | 30.5 | 35.0 |
| Visiting a Beach or Waterside | 11.8 | 33.5 | 37.8 | 41.3 |
| | 45.0 | 55.9 | 66.7 | 71.8 |
| | 9.5 | 26.9 | 30.4 | 33.2 |
| Water-based Nature Study | 4.5 | 13.8 | 16.5 | 20.6 |
| | 17.2 | 23.0 | 29.1 | 35.8 |
| | 8.1 | 25.0 | 29.8 | 37.2 |
| Snow and Ice Activities | 4.0 | 8.1 | 10.7 | 13.5 |
| | 15.3 | 13.5 | 18.9 | 23.5 |
| | 11.1 | 22.3 | 29.4 | 37.2 |
| Ice Skating | 1.5 | 2.2 | 3.0 | 3.9 |
| | 5.7 | 3.7 | 5.3 | 6.8 |
| | 13.9 | 21.3 | 28.2 | 36.6 |
| Snowboarding | 0.9 | 1.3 | 1.2 | 1.1 |
| | 3.4 | 2.2 | 2.1 | 1.9 |
| | 20.0 | 28.4 | 27.1 | 24.5 |
| Sledding | 2.5 | 5.0 | 6.3 | 6.6 |
| | 9.5 | 8.3 | 11.1 | 11.5 |
| | 12.4 | 24.2 | 30.9 | 32.5 |
| Downhill Skiing | 2.0 | 2.7 | 4.9 | 7.3 |
| | 7.6 | 4.5 | 8.6 | 12.7 |
| | 11.7 | 16.1 | 29.1 | 43.2 |

| Activity | Some High School | Completed High School | Some College or Trade School | Completed College |
|----------------------|------------------|-----------------------|------------------------------|-------------------|
| Cross-Country Skiing | 0.4 | 0.9 | 1.6 | 3.5 |
| | 1.5 | 1.5 | 2.8 | 6.1 |
| | 6.9 | 13.9 | 25.1 | 54.1 |
| Snowmobiling | 1.0 | 2.3 | 2.2 | 1.7 |
| | 3.8 | 3.8 | 3.9 | 3.0 |
| | 13.5 | 31.9 | 30.9 | 23.8 |
| Camping (overall) | 6.5 | 15.3 | 16.1 | 14.8 |
| | 24.8 | 25.5 | 28.4 | 25.7 |
| | 12.4 | 29.0 | 30.5 | 28.1 |
| Developed Area | 5.1 | 11.8 | 12.9 | 11.7 |
| | 19.5 | 19.7 | 22.8 | 20.3 |
| | 12.3 | 28.4 | 31.1 | 28.2 |
| Primitive Area | 3.8 | 8.4 | 8.3 | 7.5 |
| | 14.5 | 14.0 | 14.6 | 13.0 |
| | 13.6 | 29.8 | 29.8 | 26.7 |
| Hunting | 2.7 | 6.4 | 5.6 | 3.9 |
| | 10.3 | 10.7 | 9.9 | 6.8 |
| | 14.8 | 34.4 | 29.9 | 21.0 |
| Big game | 2.0 | 5.2 | 4.4 | 2.6 |
| | 7.6 | 8.7 | 7.8 | 4.5 |
| | 14.1 | 36.3 | 31.1 | 18.5 |
| Small game | 1.9 | 4.4 | 3.8 | 2.8 |
| | 7.3 | 7.3 | 6.7 | 4.9 |
| | 14.7 | 33.7 | 29.6 | 21.9 |
| Migratory bird | 0.5 | 1.2 | 1.3 | 1.3 |
| | 1.9 | 2.0 | 2.3 | 2.3 |
| | 11.9 | 27.2 | 30.3 | 30.5 |
| Fishing | 7.1 | 18.3 | 17.5 | 15.0 |
| | 27.1 | 30.5 | 30.9 | 26.1 |
| | 12.2 | 31.6 | 30.3 | 26.0 |
| Freshwater | 6.1 | 15.6 | 14.9 | 12.2 |
| | 23.3 | 26.0 | 26.3 | 21.2 |
| | 12.5 | 31.9 | 30.6 | 25.1 |
| Saltwater | 2.0 | 5.5 | 5.8 | 5.7 |
| | 7.5 | 9.2 | 10.2 | 9.9 |
| | 10.4 | 28.7 | 30.8 | 30.1 |

| Activity | Some High School | Completed High School | Some College or Trade School | Completed College |
|-------------------|------------------|-----------------------|------------------------------|-------------------|
| Warmwater | 5.1 | 13.6 | 12.4 | 9.7 |
| | 19.5 | 22.7 | 21.9 | 16.9 |
| | 12.5 | 33.3 | 30.3 | 23.9 |
| Coldwater | 2.7 | 6.4 | 6.0 | 5.6 |
| | 10.3 | 10.7 | 10.6 | 9.7 |
| | 13.2 | 30.8 | 29.0 | 27.1 |
| Ice | 0.5 | 1.4 | 1.2 | 0.9 |
| | 1.9 | 2.3 | 2.1 | 1.6 |
| | 11.3 | 36.2 | 30.5 | 22.0 |
| Anadromous | 1.3 | 2.7 | 2.5 | 2.5 |
| | 5.0 | 4.5 | 4.4 | 4.3 |
| | 14.7 | 29.6 | 28.1 | 27.6 |
| Catch and Release | 1.9 | 4.7 | 4.6 | 4.3 |
| | 7.3 | 7.8 | 8.1 | 7.5 |
| | 12.3 | 30.1 | 30.0 | 27.7 |
| Boating | 5.7 | 15.4 | 17.4 | 19.5 |
| | 21.8 | 25.7 | 30.7 | 33.9 |
| | 9.8 | 26.6 | 30.0 | 33.6 |
| Sailing | 1.0 | 1.4 | 2.5 | 4.8 |
| | 3.7 | 2.3 | 4.3 | 8.3 |
| | 10.0 | 14.6 | 25.6 | 49.9 |
| Canoeing | 1.8 | 3.2 | 4.0 | 5.1 |
| | 6.9 | 5.3 | 7.1 | 8.9 |
| | 12.7 | 22.6 | 28.2 | 36.5 |
| Kayaking | 0.4 | 0.6 | 0.6 | 1.1 |
| | 1.5 | 1.0 | 1.1 | 1.9 |
| | 13.3 | 23.4 | 21.9 | 41.5 |
| Rowing | 1.2 | 2.2 | 2.0 | 3.1 |
| | 4.6 | 3.7 | 3.5 | 5.4 |
| | 13.7 | 26.5 | 23.6 | 36.3 |
| Floating, Rafting | 2.3 | 4.1 | 4.5 | 4.4 |
| | 8.8 | 6.8 | 7.9 | 7.7 |
| | 15.0 | 26.8 | 29.6 | 28.6 |
| Motor-boating | 4.4 | 13.1 | 14.6 | 14.9 |
| | 16.8 | 21.8 | 25.8 | 25.9 |
| | 9.4 | 27.8 | 31.1 | 31.7 |

| Activity | Some High School | Completed High School | Some College or Trade School | Completed College |
|------------------------------|------------------|-----------------------|------------------------------|-------------------|
| Water Skiing | 2.3 | 4.3 | 5.7 | 5.6 |
| | 8.8 | 7.2 | 10.1 | 9.7 |
| | 13.0 | 24.2 | 31.7 | 31.2 |
| Jet Skiing | 1.4 | 2.4 | 3.1 | 2.6 |
| | 5.3 | 4.0 | 5.5 | 4.5 |
| | 14.6 | 24.8 | 32.9 | 27.7 |
| Sailboarding/wind-surfing | 0.3 | 0.4 | 0.5 | 1.0 |
| | 1.1 | 0.7 | 0.9 | 1.7 |
| | 13.8 | 17.2 | 22.4 | 46.7 |
| Swimming Activities | 11.3 | 28.9 | 32.8 | 35.6 |
| | 43.1 | 48.2 | 57.9 | 61.9 |
| | 10.4 | 26.6 | 30.2 | 32.8 |
| Surfing | 0.4 | 0.6 | 0.7 | 0.9 |
| | 1.5 | 1.0 | 1.2 | 1.6 |
| | 14.5 | 23.7 | 27.4 | 34.4 |
| Swimming/pool | 9.4 | 22.9 | 27.1 | 29.2 |
| | 35.9 | 38.2 | 47.8 | 50.8 |
| | 10.6 | 25.8 | 30.6 | 32.9 |
| Swimming/lake, river, ocean | 8.1 | 20.2 | 23.6 | 26.3 |
| | 30.9 | 33.7 | 41.6 | 45.7 |
| | 10.3 | 25.9 | 30.2 | 33.6 |
| Snorkeling/Scuba | 1.5 | 2.7 | 4.1 | 6.3 |
| | 5.7 | 4.5 | 7.2 | 11.0 |
| | 10.2 | 18.4 | 28.2 | 43.3 |
| Outdoor Adventure Activities | 7.8 | 18.7 | 22.7 | 24.4 |
| | 29.8 | 31.2 | 40.1 | 42.4 |
| | 10.7 | 25.4 | 30.9 | 33.1 |
| Hiking | 4.8 | 10.5 | 14.6 | 17.9 |
| | 18.3 | 17.5 | 25.8 | 31.1 |
| | 10.1 | 22.0 | 30.5 | 37.4 |
| Orienteering | 0.8 | 1.1 | 1.2 | 1.8 |
| | 3.1 | 1.8 | 2.1 | 3.1 |
| | 16.0 | 22.8 | 24.8 | 36.4 |
| Backpacking | 1.9 | 3.3 | 4.4 | 5.5 |
| | 7.3 | 5.5 | 7.8 | 9.6 |
| | 12.8 | 21.6 | 29.2 | 36.4 |

| Activity | Some High School | Completed High School | Some College or Trade School | Completed College |
|-------------------|------------------|-----------------------|------------------------------|-------------------|
| Mountain Climbing | 1.2 | 2.1 | 2.8 | 2.8 |
| | 4.6 | 3.5 | 4.9 | 4.9 |
| | 13.7 | 23.8 | 31.1 | 31.4 |
| Rock Climbing | 1.0 | 2.0 | 2.1 | 2.3 |
| | 3.9 | 3.3 | 3.7 | 4.0 |
| | 13.5 | 26.4 | 28.8 | 31.4 |
| Caving | 1.3 | 2.4 | 3.1 | 2.6 |
| | 5.0 | 4.0 | 5.5 | 4.5 |
| | 14.2 | 25.6 | 32.9 | 27.4 |
| Off-Road Driving | 3.7 | 8.5 | 9.4 | 6.3 |
| | 14.1 | 14.2 | 16.6 | 11.0 |
| | 13.4 | 30.3 | 33.6 | 22.6 |
| Horseback Riding | 2.0 | 3.6 | 4.3 | 4.5 |
| | 7.6 | 6.0 | 7.6 | 7.8 |
| | 13.8 | 25.2 | 29.8 | 31.3 |
| Social Activities | 13.9 | 38.8 | 40.6 | 42.5 |
| | 53.1 | 64.7 | 71.6 | 73.9 |
| | 10.3 | 28.6 | 29.9 | 31.3 |
| Yard Games | 7.3 | 21.3 | 22.9 | 22.1 |
| | 27.9 | 35.5 | 40.4 | 38.4 |
| | 9.9 | 28.9 | 31.1 | 30.1 |
| Picnicking | 8.5 | 27.5 | 30.0 | 32.4 |
| | 32.4 | 45.9 | 52.9 | 56.3 |
| | 8.6 | 27.9 | 30.5 | 32.9 |
| Family Gathering | 12.6 | 35.6 | 37.0 | 38.6 |
| | 48.1 | 59.4 | 65.3 | 67.1 |
| | 10.2 | 28.8 | 29.9 | 31.2 |

Table 5.8.— Number and percent of U.S. population participating in outdoor recreation by activity and number of people in the household 16 years of age or older, 1994-95. (Millions, top; percent of household size group participating, middle; and percent of activity participants, bottom).

| Activity | One person 16 years or older in household | Two persons 16 years or older in household | Three or more persons 16 years or older in household |
|-------------------------------|---|--|--|
| Fitness Activities | 30.3 | 72.6 | 34.1 |
| | 60.9 | 70.2 | 72.0 |
| | 22.1 | 53.0 | 24.9 |
| Running/Jogging | 11.1 | 24.5 | 16.8 |
| | 22.4 | 23.7 | 35.5 |
| | 21.2 | 46.8 | 32.0 |
| Biking | 11.4 | 30.5 | 15.5 |
| | 23.0 | 29.5 | 32.8 |
| | 19.9 | 53.1 | 27.0 |
| Walking | 29.6 | 72.0 | 32.1 |
| | 59.7 | 69.6 | 67.9 |
| | 22.2 | 53.8 | 24.0 |
| Individual Sport Activities | 8.7 | 23.3 | 12.1 |
| | 17.6 | 22.5 | 25.5 |
| | 19.8 | 52.8 | 27.4 |
| Golf | 6.1 | 16.8 | 6.8 |
| | 12.2 | 16.3 | 14.5 |
| | 20.4 | 56.6 | 23.0 |
| Tennis | 4.0 | 10.2 | 7.0 |
| | 8.1 | 9.9 | 14.8 |
| | 18.9 | 48.1 | 32.9 |
| Outdoor Team Sport Activities | 10.1 | 25.6 | 17.3 |
| | 20.4 | 24.8 | 36.5 |
| | 19.1 | 48.3 | 32.6 |
| Baseball | 2.1 | 6.4 | 5.0 |
| | 4.2 | 6.2 | 10.6 |
| | 15.5 | 47.2 | 37.3 |
| Softball | 5.0 | 13.7 | 7.5 |
| | 10.0 | 13.2 | 15.8 |
| | 19.0 | 52.4 | 28.5 |

| Activity | One person 16 years or older in household | Two persons 16 years or older in household | Three or more persons 16 years or older in household |
|------------------------------|---|--|--|
| Football | 2.3 | 5.2 | 6.1 |
| | 4.7 | 5.0 | 12.8 |
| | 17.2 | 38.2 | 44.6 |
| Basketball | 4.4 | 11.6 | 9.5 |
| | 8.9 | 11.2 | 20.2 |
| | 17.2 | 45.4 | 37.3 |
| Soccer | 1.4 | 4.0 | 4.1 |
| | 2.8 | 3.9 | 8.6 |
| | 14.5 | 42.6 | 42.9 |
| Volleyball | 5.9 | 13.4 | 9.4 |
| | 11.8 | 13.0 | 19.8 |
| | 20.5 | 46.9 | 32.7 |
| Handball | 2.2 | 4.9 | 4.2 |
| | 4.4 | 4.7 | 8.9 |
| | 19.5 | 43.4 | 37.2 |
| Outdoor Spectator Activities | 24.7 | 61.8 | 31.1 |
| | 49.7 | 59.8 | 65.7 |
| | 21.0 | 52.6 | 26.4 |
| Concerts | 15.4 | 35.3 | 17.7 |
| | 31.1 | 34.1 | 37.5 |
| | 22.5 | 51.5 | 25.9 |
| Attending Sporting Events | 18.8 | 50.1 | 26.2 |
| | 37.9 | 48.5 | 55.4 |
| | 19.8 | 52.7 | 27.5 |
| Viewing Activities | 33.7 | 81.4 | 37.6 |
| | 67.8 | 78.7 | 79.4 |
| | 22.1 | 53.3 | 24.6 |
| Visiting a Nature Center | 19.1 | 52.8 | 21.2 |
| | 38.4 | 51.1 | 44.7 |
| | 20.5 | 56.8 | 22.7 |
| Visiting a Visitor Center | 14.1 | 39.5 | 15.7 |
| | 28.5 | 38.2 | 33.2 |
| | 20.4 | 57.0 | 22.6 |
| Visit a Prehistoric Site | 6.8 | 18.9 | 9.1 |
| | 13.8 | 18.3 | 19.2 |
| | 19.6 | 54.3 | 26.0 |

| Activity | One person 16 years or older in household | Two persons 16 years or older in household | Three or more persons 16 years or older in household |
|-------------------------------|---|--|--|
| Visit a Historic Site | 18.0 | 49.1 | 21.4 |
| | 36.2 | 47.5 | 45.2 |
| | 20.3 | 55.5 | 24.2 |
| Bird-Watching | 11.9 | 30.9 | 11.3 |
| | 23.9 | 29.9 | 23.9 |
| | 21.9 | 57.1 | 20.9 |
| Wildlife Viewing | 12.7 | 34.7 | 15.1 |
| | 25.6 | 33.6 | 32.0 |
| | 20.3 | 55.5 | 24.2 |
| Fish Viewing | 5.8 | 14.8 | 6.9 |
| | 11.7 | 14.3 | 14.5 |
| | 21.1 | 53.8 | 25.0 |
| Other Wildlife Viewing | 5.8 | 14.5 | 7.3 |
| | 11.6 | 14.0 | 15.5 |
| | 20.9 | 52.5 | 26.6 |
| Sightseeing | 24.2 | 62.6 | 26.6 |
| | 48.7 | 60.6 | 56.3 |
| | 21.3 | 55.2 | 23.5 |
| Visiting a Beach or Waterside | 26.3 | 66.9 | 31.2 |
| | 52.9 | 64.7 | 66.0 |
| | 21.1 | 53.8 | 25.1 |
| Water-based Nature Study | 11.2 | 31.3 | 12.8 |
| | 22.5 | 30.3 | 27.1 |
| | 20.2 | 56.6 | 23.2 |
| Snow and Ice Activities | 6.4 | 19.4 | 10.5 |
| | 12.9 | 18.8 | 22.2 |
| | 17.6 | 53.5 | 28.9 |
| Ice Skating | 1.7 | 5.4 | 3.4 |
| | 3.5 | 5.2 | 7.3 |
| | 16.4 | 51.0 | 32.7 |
| Snowboarding | 0.8 | 1.8 | 2.0 |
| | 1.5 | 1.7 | 4.2 |
| | 16.5 | 39.6 | 43.8 |
| Sledding | 3.2 | 11.4 | 5.9 |
| | 6.4 | 11.0 | 12.5 |
| | 15.5 | 55.5 | 29.0 |

| Activity | One person 16 years or older in household | Two persons 16 years or older in household | Three or more persons 16 years or older in household |
|----------------------|---|--|--|
| Downhill Skiing | 3.3 | 8.2 | 5.4 |
| | 6.5 | 8.0 | 11.4 |
| | 19.3 | 48.8 | 31.9 |
| Cross-Country Skiing | 1.3 | 3.6 | 1.6 |
| | 2.7 | 3.5 | 3.4 |
| | 20.6 | 54.6 | 24.8 |
| Snowmobiling | 1.3 | 3.8 | 2.1 |
| | 2.6 | 3.6 | 4.4 |
| | 17.9 | 52.8 | 29.3 |
| Camping (overall) | 10.1 | 28.5 | 14.2 |
| | 20.3 | 27.6 | 30.0 |
| | 19.1 | 54.1 | 26.8 |
| Developed Area | 7.8 | 22.7 | 10.9 |
| | 15.8 | 22.0 | 23.1 |
| | 18.9 | 54.7 | 26.4 |
| Primitive Area | 5.6 | 14.6 | 7.9 |
| | 11.2 | 14.1 | 16.7 |
| | 19.8 | 52.0 | 28.2 |
| Hunting | 3.5 | 10.0 | 5.1 |
| | 7.0 | 9.7 | 10.8 |
| | 18.7 | 53.8 | 27.5 |
| Big game | 2.6 | 7.7 | 3.9 |
| | 5.3 | 7.4 | 8.2 |
| | 18.6 | 54.1 | 27.3 |
| Small game | 2.4 | 6.8 | 3.8 |
| | 4.8 | 6.6 | 8.0 |
| | 18.4 | 52.4 | 29.3 |
| Migratory bird | 0.9 | 2.2 | 1.1 |
| | 1.9 | 2.2 | 2.3 |
| | 22.1 | 52.1 | 25.8 |
| Fishing | 11.2 | 31.7 | 14.9 |
| | 22.6 | 30.6 | 31.5 |
| | 19.4 | 54.8 | 25.8 |
| Freshwater | 9.2 | 27.0 | 12.7 |
| | 18.4 | 26.1 | 26.8 |
| | 18.8 | 55.3 | 25.9 |

| Activity | One person 16 years or older in household | Two persons 16 years or older in household | Three or more persons 16 years or older in household |
|-------------------|---|--|--|
| Saltwater | 3.6 | 10.4 | 5.0 |
| | 7.2 | 10.1 | 10.6 |
| | 18.8 | 54.8 | 26.4 |
| Warmwater | 7.5 | 22.6 | 10.7 |
| | 15.1 | 21.8 | 22.7 |
| | 18.4 | 55.3 | 26.3 |
| Coldwater | 3.8 | 11.6 | 5.4 |
| | 7.6 | 11.2 | 11.4 |
| | 18.3 | 55.9 | 25.9 |
| Ice | 0.8 | 2.2 | 0.9 |
| | 1.7 | 2.2 | 1.9 |
| | 20.9 | 56.2 | 22.9 |
| Anadromous | 1.6 | 5.1 | 2.4 |
| | 3.2 | 4.9 | 5.1 |
| | 17.5 | 55.0 | 26.6 |
| Catch and Release | 2.9 | 8.3 | 4.4 |
| | 5.8 | 8.0 | 9.2 |
| | 18.4 | 53.4 | 28.2 |
| Boating | 11.6 | 31.8 | 14.7 |
| | 23.3 | 30.7 | 31.2 |
| | 19.9 | 54.7 | 25.4 |
| Sailing | 2.5 | 4.7 | 2.4 |
| | 4.9 | 4.5 | 5.2 |
| | 25.6 | 48.8 | 25.5 |
| Canoeing | 2.5 | 7.3 | 4.3 |
| | 5.0 | 7.1 | 9.2 |
| | 17.5 | 51.8 | 30.7 |
| Kayaking | 0.6 | 1.2 | 0.9 |
| | 1.2 | 1.2 | 1.9 |
| | 21.8 | 45.2 | 33.0 |
| Rowing | 1.4 | 4.8 | 2.2 |
| | 2.9 | 4.6 | 4.7 |
| | 17.0 | 56.9 | 26.1 |
| Floating, Rafting | 2.9 | 7.3 | 5.0 |
| | 5.9 | 7.0 | 10.6 |
| | 19.2 | 47.8 | 33.0 |

| Activity | One person 16 years or older in household | Two persons 16 years or older in household | Three or more persons 16 years or older in household |
|------------------------------|---|--|--|
| Motor-boating | 9.2 | 26.2 | 11.6 |
| | 18.6 | 25.3 | 24.5 |
| | 19.7 | 55.7 | 24.7 |
| Water Skiing | 3.5 | 8.8 | 5.5 |
| | 7.1 | 8.5 | 11.7 |
| | 19.8 | 49.3 | 30.9 |
| Jet Skiing | 1.9 | 4.4 | 3.2 |
| | 3.9 | 4.2 | 6.7 |
| | 20.4 | 46.2 | 33.4 |
| Sailboarding/wind-surfing | 0.5 | 0.9 | 0.7 |
| | 1.1 | 0.9 | 1.5 |
| | 24.2 | 42.7 | 33.1 |
| Swimming Activities | 21.5 | 58.2 | 28.9 |
| | 43.3 | 56.3 | 61.2 |
| | 19.8 | 53.6 | 26.6 |
| Surfing | 0.6 | 0.9 | 1.1 |
| | 1.3 | 0.9 | 2.3 |
| | 24.0 | 34.2 | 41.8 |
| Swimming/pool | 16.6 | 47.6 | 24.3 |
| | 33.4 | 46.0 | 51.4 |
| | 18.8 | 53.8 | 27.5 |
| Swimming/lake,river,ocean | 15.4 | 41.9 | 20.8 |
| | 30.9 | 40.5 | 44.0 |
| | 19.7 | 53.7 | 26.7 |
| Snorkeling/Scuba | 2.9 | 7.6 | 4.0 |
| | 5.8 | 7.4 | 8.5 |
| | 19.8 | 52.5 | 27.7 |
| Outdoor Adventure Activities | 15.1 | 38.6 | 20.0 |
| | 30.4 | 37.3 | 42.2 |
| | 20.5 | 52.4 | 27.1 |
| Hiking | 9.7 | 25.1 | 13.0 |
| | 19.6 | 24.3 | 27.4 |
| | 20.3 | 52.5 | 27.1 |
| Orienteering | 1.1 | 2.1 | 1.6 |
| | 2.1 | 2.1 | 3.5 |
| | 21.9 | 44.0 | 34.0 |

| Activity | One person 16 years or older in household | Two persons 16 years or older in household | Three or more persons 16 years or older in household |
|-------------------|---|--|--|
| Backpacking | 3.3 | 7.1 | 4.8 |
| | 6.6 | 6.9 | 10.1 |
| | 21.5 | 47.1 | 31.5 |
| Mountain Climbing | 1.9 | 4.4 | 2.6 |
| | 3.9 | 4.3 | 5.6 |
| | 21.4 | 49.2 | 29.3 |
| Rock Climbing | 1.6 | 3.3 | 2.6 |
| | 3.1 | 3.2 | 5.5 |
| | 20.8 | 44.5 | 34.7 |
| Caving | 1.8 | 4.9 | 2.7 |
| | 3.6 | 4.8 | 5.8 |
| | 18.8 | 52.3 | 28.9 |
| Off-Road Driving | 5.5 | 14.2 | 8.2 |
| | 11.1 | 13.7 | 17.3 |
| | 19.8 | 50.9 | 29.3 |
| Horseback Riding | 2.9 | 7.1 | 4.3 |
| | 5.8 | 6.8 | 9.2 |
| | 20.0 | 49.5 | 30.5 |
| Social Activities | 29.7 | 72.5 | 33.6 |
| | 59.9 | 70.1 | 71.0 |
| | 21.9 | 53.4 | 24.7 |
| Yard Games | 14.0 | 40.1 | 19.5 |
| | 28.1 | 38.8 | 41.1 |
| | 19.0 | 54.6 | 26.4 |
| Picnicking | 21.1 | 54.4 | 22.8 |
| | 42.4 | 52.6 | 48.3 |
| | 21.4 | 55.3 | 23.2 |
| Family Gathering | 26.6 | 66.7 | 30.5 |
| | 53.6 | 64.5 | 64.4 |
| | 21.5 | 53.9 | 24.6 |

Table 5.9.— Number and percent of U.S. population participating in outdoor recreation by activity and number of people in the household 6 years of age or younger, 1994-95. (Millions, top; percent of household size group participating, middle; and percent of activity participants, bottom).

| Activity | None under 6 years old | At least one under 6 years old |
|-------------------------------|------------------------|--------------------------------|
| Fitness Activities | 106.9 | 29.9 |
| | 67.1 | 73.3 |
| | 78.1 | 21.9 |
| Running/Jogging | 40.2 | 12.2 |
| | 25.2 | 29.9 |
| | 76.7 | 23.3 |
| Biking | 43.5 | 13.9 |
| | 27.3 | 33.9 |
| | 75.9 | 24.1 |
| Walking | 104.2 | 29.5 |
| | 65.3 | 72.2 |
| | 77.9 | 22.1 |
| Individual Sport Activities | 35.0 | 9.0 |
| | 22.0 | 22.2 |
| | 79.5 | 20.5 |
| Golf | 23.9 | 5.8 |
| | 15.0 | 14.3 |
| | 80.4 | 19.6 |
| Tennis | 16.8 | 4.4 |
| | 10.5 | 10.7 |
| | 79.3 | 20.7 |
| Outdoor Team Sport Activities | 38.4 | 14.6 |
| | 24.1 | 35.7 |
| | 72.4 | 27.6 |
| Baseball | 9.8 | 3.7 |
| | 6.1 | 9.1 |
| | 72.5 | 27.5 |
| Softball | 18.4 | 7.7 |
| | 11.6 | 18.8 |
| | 70.6 | 29.4 |

| Activity | None under 6 years old | At least one under 6 years old |
|------------------------------|------------------------|--------------------------------|
| Football | 10.0 | 3.6 |
| | 6.3 | 8.7 |
| | 73.8 | 26.2 |
| Basketball | 18.5 | 7.0 |
| | 11.6 | 17.2 |
| | 72.6 | 27.4 |
| Soccer | 6.9 | 2.5 |
| | 4.3 | 6.2 |
| | 73.3 | 26.7 |
| Volleyball | 20.8 | 7.9 |
| | 13.1 | 19.2 |
| | 72.6 | 27.4 |
| Handball | 8.1 | 3.2 |
| | 5.1 | 7.8 |
| | 71.9 | 28.1 |
| Outdoor Spectator Activities | 92.2 | 25.4 |
| | 57.8 | 62.1 |
| | 78.4 | 21.6 |
| Concerts | 55.2 | 13.3 |
| | 34.6 | 32.5 |
| | 80.6 | 19.4 |
| Attending Sporting Events | 74.3 | 20.8 |
| | 46.6 | 51.0 |
| | 78.1 | 21.9 |
| Viewing Activities | 119.1 | 33.5 |
| | 74.7 | 82.0 |
| | 78.1 | 21.9 |
| Visiting a Nature Center | 69.9 | 23.2 |
| | 43.8 | 56.7 |
| | 75.1 | 24.9 |
| Visiting a Visitor Center | 54.5 | 14.9 |
| | 34.2 | 36.4 |
| | 78.5 | 21.5 |
| Visit a Prehistoric Site | 27.4 | 7.4 |
| | 17.2 | 18.2 |
| | 78.7 | 21.3 |

| Activity | None under 6 years old | At least one under 6 years old |
|-------------------------------|------------------------|--------------------------------|
| Visit a Historic Site | 70.4 | 18.0 |
| | 44.2 | 44.0 |
| | 79.7 | 20.3 |
| Bird-Watching | 44.1 | 10.0 |
| | 27.6 | 24.5 |
| | 81.5 | 18.5 |
| Wildlife Viewing | 49.0 | 13.6 |
| | 30.7 | 33.2 |
| | 78.3 | 21.7 |
| Fish Viewing | 21.7 | 5.7 |
| | 13.6 | 14.0 |
| | 79.2 | 20.8 |
| Other Wildlife Viewing | 22.5 | 5.1 |
| | 14.1 | 12.4 |
| | 81.6 | 18.4 |
| Sightseeing | 89.9 | 23.6 |
| | 56.4 | 57.7 |
| | 79.2 | 20.8 |
| Visiting a Beach or Waterside | 96.3 | 28.1 |
| | 60.4 | 68.8 |
| | 77.4 | 22.6 |
| Water-based Nature Study | 43.5 | 11.9 |
| | 27.3 | 29.0 |
| | 78.6 | 21.4 |
| Snow and Ice Activities | 26.9 | 9.4 |
| | 16.9 | 22.9 |
| | 74.2 | 25.8 |
| Ice Skating | 7.8 | 2.7 |
| | 4.9 | 6.7 |
| | 73.9 | 26.1 |
| Snowboarding | 3.5 | 1.0 |
| | 2.2 | 2.5 |
| | 77.4 | 22.6 |
| Sledding | 13.7 | 6.8 |
| | 8.6 | 16.6 |
| | 66.8 | 33.2 |

| Activity | None under 6 years old | At least one under 6 years old |
|----------------------|------------------------|--------------------------------|
| Downhill Skiing | 13.5 | 3.4 |
| | 8.5 | 8.2 |
| | 80.0 | 20.0 |
| Cross-Country Skiing | 5.5 | 1.1 |
| | 3.4 | 2.6 |
| | 83.7 | 16.3 |
| Snowmobiling | 5.2 | 1.9 |
| | 3.3 | 4.7 |
| | 73.2 | 26.8 |
| Camping (overall) | 40.2 | 12.6 |
| | 25.2 | 30.8 |
| | 76.2 | 23.8 |
| Developed Area | 31.6 | 9.9 |
| | 19.8 | 24.3 |
| | 76.1 | 23.9 |
| Primitive Area | 21.6 | 6.5 |
| | 13.5 | 15.8 |
| | 77.0 | 23.0 |
| Hunting | 14.0 | 4.6 |
| | 8.8 | 11.3 |
| | 75.2 | 24.8 |
| Big game | 10.4 | 3.8 |
| | 6.5 | 9.3 |
| | 73.4 | 26.6 |
| Small game | 9.6 | 3.4 |
| | 6.0 | 8.3 |
| | 74.0 | 26.0 |
| Migratory bird | 3.5 | 0.8 |
| | 2.2 | 1.9 |
| | 82.0 | 18.0 |
| Fishing | 44.0 | 13.8 |
| | 27.6 | 33.7 |
| | 76.2 | 23.8 |
| Freshwater | 37.0 | 11.8 |
| | 23.2 | 29.0 |
| | 75.8 | 24.2 |

| Activity | None under 6 years old | At least one under 6 years old |
|-------------------|------------------------|--------------------------------|
| Saltwater | 14.7 | 4.3 |
| | 9.2 | 10.6 |
| | 77.2 | 22.8 |
| Warmwater | 30.9 | 9.9 |
| | 19.4 | 24.1 |
| | 75.8 | 24.2 |
| Coldwater | 15.8 | 5.0 |
| | 9.9 | 12.1 |
| | 76.1 | 23.9 |
| Ice | 3.1 | 0.9 |
| | | 2.0 |
| | | 78.1 |
| Anadromous | | 7.0 |
| | | 4.4 |
| | | 77.1 |
| Catch and Release | | 11.8 |
| | | 7.4 |
| | | 76.3 |
| Boating | | 45.6 |
| | | 28.6 |
| | | 78.5 |
| Sailing | 8.0 | 1.5 |
| | 5.0 | 3.8 |
| | 83.9 | 16.1 |
| Canoeing | 11.1 | 3.0 |
| | 6.9 | 7.4 |
| | 78.6 | 21.4 |
| Kayaking | 2.2 | 0.5 |
| | 1.4 | 1.2 |
| | 82.2 | 17.8 |
| Rowing | 6.7 | 1.8 |
| | 4.2 | 4.3 |
| | 79.2 | 20.8 |
| Floating, Rafting | 11.9 | 3.4 |
| | 7.4 | 8.2 |
| | 77.9 | 22.1 |

| Activity | None under 6 years old | At least one under 6 years old |
|------------------------------|------------------------|--------------------------------|
| Motor-boating | 36.6 | 10.4 |
| | 22.9 | 25.5 |
| | 77.8 | 22.2 |
| Water Skiing | 13.6 | 4.3 |
| | 8.5 | 10.6 |
| | 75.8 | 24.2 |
| Jet Skiing | 7.4 | 2.1 |
| | 4.6 | 5.2 |
| | 77.6 | 22.4 |
| Sailboarding/wind-surfing | 1.8 | 0.4 |
| | 1.1 | 1.1 |
| | 79.9 | 20.1 |
| Swimming Activities | 82.5 | 26.1 |
| | 51.7 | 63.9 |
| | 76.0 | 24.0 |
| Surfing | 2.2 | 0.4 |
| | 1.4 | 0.9 |
| | 86.0 | 14.0 |
| Swimming/pool | 66.5 | 22.0 |
| | 41.7 | 53.8 |
| | 75.2 | 24.8 |
| Swimming/lake,river,ocean | 59.7 | 18.4 |
| | 37.4 | 45.1 |
| | 76.4 | 23.6 |
| Snorkeling/Scuba | 11.5 | 3.0 |
| | 7.2 | 7.5 |
| | 79.0 | 21.0 |
| Outdoor Adventure Activities | 56.9 | 16.8 |
| | 35.7 | 41.1 |
| | 77.2 | 22.8 |
| | 37.3 | 10.5 |
| | 23.4 | 25.6 |
| | 78.1 | 21.9 |
| Hiking | 3.8 | 1.0 |
| | 2.4 | 2.5 |
| | 78.5 | 21.5 |

| Activity | None under 6 years old | At least one under 6 years old |
|-------------------|------------------------|--------------------------------|
| Backpacking | 12.1 | 3.1 |
| | 7.6 | 7.5 |
| | 79.7 | 20.3 |
| Mountain Climbing | 7.2 | 1.8 |
| | 4.5 | 4.5 |
| | 79.7 | 20.3 |
| Rock Climbing | 6.0 | 1.5 |
| | 3.7 | 3.7 |
| | 80.0 | 20.0 |
| Caving | 7.5 | 1.9 |
| | 4.7 | 4.8 |
| | 79.5 | 20.5 |
| Off-Road Driving | 21.3 | 6.6 |
| | 13.4 | 16.1 |
| | 76.4 | 23.6 |
| Horseback Riding | 10.5 | 3.8 |
| | 6.6 | 9.3 |
| | 73.5 | 26.5 |
| Social Activities | 105.2 | 30.7 |
| | 65.9 | 75.1 |
| | 77.4 | 22.6 |
| Yard Games | 54.9 | 18.6 |
| | 34.4 | 45.6 |
| | 74.7 | 25.3 |
| Picnicking | 74.1 | 24.2 |
| | 46.4 | 59.2 |
| | 75.4 | 24.6 |
| Family Gathering | 95.3 | 28.4 |
| | 59.8 | 69.6 |
| | 77.0 | 23.0 |

Table 5.10.— Number and percent of U.S. population participating in outdoor recreation by activity and number of cars in household. (Millions, top; percent by number of vehicles in household group participating, middle; and percent of activity participants, bottom).

| Activity | Zero cars in household | One cars in household | Two cars in household | Three or more cars in household |
|-------------------------------|------------------------|-----------------------|-----------------------|---------------------------------|
| Fitness Activities | 4.3 | 30.6 | 58.5 | 43.5 |
| | 51.0 | 66.0 | 79.0 | 81.0 |
| | 3.1 | 22.4 | 42.8 | 31.8 |
| Running/Jogging | 1.7 | 10.3 | 22.3 | 18 |
| | 20.0 | 22.0 | 29.0 | 33.0 |
| | 3.3 | 19.7 | 42.6 | 34.4 |
| Biking | 1.5 | 11.3 | 24.8 | 19.8 |
| | 22.0 | 30.0 | 41.0 | 46.0 |
| | 2.7 | 19.6 | 43.2 | 34.5 |
| Walking | 4.3 ¹ | 30.4 | 57.7 | 41.3 |
| | 51.0 | 62.0 | 73.0 | 73.0 |
| | 3.1 | 22.7 | 43.1 | 30.9 |
| Individual Sport Activities | 0.7 | 8.5 | 19.7 | 15.2 |
| | 9.0 | 21.0 | 30.0 | 32.0 |
| | 1.6 | 19.2 | 44.6 | 34.6 |
| Golf | 0.3 | 5.2 | 14 | 10.2 |
| | 4.0 | 12.0 | 20.0 | 20.0 |
| | 1.0 | 17.6 | 47.1 | 34.3 |
| Tennis | 0.5 | 4.3 | 9 | 7.4 |
| | 8.0 | 11.0 | 15.0 | 17.0 |
| | 2.5 | 20.3 | 42.4 | 34.8 |
| Outdoor Team Sport Activities | 1.6 | 10.3 | 22 | 19 |
| | 21.0 | 24.0 | 32.0 | 38.0 |
| | 3.1 | 19.5 | 41.6 | 35.8 |
| Baseball | 0.5 | 2.3 | 5.8 | 5 |
| | 6.0 | 5.0 | 8.0 | 10.0 |
| | 3.4 | 16.8 | 42.9 | 37.0 |

¹Note that the participation estimate for walking, no cars, is equal to the participation estimate for the group. This is an indirect result of applying the weighting procedures summarized in Appendix A.

| Activity | Zero cars in household | One cars in household | Two cars in household | Three or more cars in household |
|------------------------------|------------------------|-----------------------|-----------------------|---------------------------------|
| Softball | 0.8 | 4.9 | 11.4 | 9.1 |
| | 10.0 | 11.0 | 16.0 | 18.0 |
| | 2.9 | 18.7 | 43.5 | 34.9 |
| Football | 0.4 | 2.2 | 5.2 | 5.8 |
| | 6.0 | 5.0 | 7.0 | 12.0 |
| | 3.3 | 16.1 | 38.0 | 42.5 |
| Basketball | 0.8 | 4.6 | 10.7 | 9.4 |
| | 10.0 | 11.0 | 15.0 | 19.0 |
| | 3.2 | 18.0 | 41.8 | 37.0 |
| Soccer | 0.2 | 1.5 | 3.9 | 3.8 |
| | 3.0 | 4.0 | 6.0 | 8.0 |
| | 2.6 | 16.3 | 41.2 | 39.9 |
| Volleyball | 0.8 | 5.7 | 11.8 | 10.5 |
| | 10.0 | 13.0 | 17.0 | 21.0 |
| | 2.7 | 19.7 | 41.1 | 36.5 |
| Handball | 0.5 | 2.3 | 4.4 | 4.1 |
| | 6.0 | 5.0 | 6.0 | 8.0 |
| | 4.3 | 20.7 | 38.7 | 36.4 |
| Outdoor Spectator Activities | 3 | 24.6 | 50.1 | 39.8 |
| | 34.0 | 50.0 | 63.0 | 70.0 |
| | 2.6 | 20.9 | 42.6 | 33.8 |
| Concerts | 2.1 | 15.7 | 27.9 | 22.7 |
| | 23.0 | 32.0 | 35.0 | 40.0 |
| | 3.1 | 23.0 | 40.8 | 33.1 |
| Attending Sporting Events | 2.1 | 18.2 | 41.8 | 33.1 |
| | 23.0 | 37.0 | 53.0 | 58.0 |
| | 2.2 | 19.1 | 43.9 | 34.7 |
| Viewing Activities | 4.4 | 33.7 | 65.6 | 48.9 |
| | 49.0 | 68.0 | 82.0 | 85.0 |
| | 2.9 | 22.1 | 43.0 | 32.0 |
| Visiting a Nature Center | 2.6 | 19.4 | 41.7 | 29.3 |
| | 29.0 | 40.0 | 53.0 | 52.0 |
| | 2.8 | 20.9 | 44.9 | 31.5 |
| Visiting a Visitor Center | 1.4 | 13.8 | 31.3 | 22.9 |
| | 16.0 | 28.0 | 40.0 | 40.0 |
| | 2.0 | 19.9 | 45.1 | 33.0 |

| Activity | Zero cars in household | One cars in household | Two cars in household | Three or more cars in household |
|-------------------------------|------------------------|-----------------------|-----------------------|---------------------------------|
| Visit a Prehistoric Site | 1.1 | 6.7 | 14.2 | 12.8 |
| | 12.0 | 14.0 | 18.0 | 23.0 |
| | 3.0 | 19.4 | 40.9 | 36.8 |
| Visit a Historic Site | 2.1 | 18.4 | 38.7 | 29.3 |
| | 23.0 | 37.0 | 49.0 | 52.0 |
| | 2.3 | 20.8 | 43.7 | 33.2 |
| Bird-Watching | 1.5 | 12.5 | 23.2 | 17 |
| | 16.0 | 25.0 | 28.0 | 29.0 |
| | 2.7 | 23.0 | 42.9 | 31.4 |
| Wildlife Viewing | 1.3 | 12.3 | 26.8 | 22.2 |
| | 14.0 | 24.0 | 33.0 | 38.0 |
| | 2.0 | 19.7 | 42.9 | 35.5 |
| Fish Viewing | 0.6 | 5.4 | 11.7 | 9.8 |
| | 7.0 | 11.0 | 14.0 | 17.0 |
| | 2.3 | 19.5 | 42.5 | 35.6 |
| Other Wildlife Viewing | 0.8 | 6 | 10.6 | 10.2 |
| | 8.0 | 12.0 | 13.0 | 17.0 |
| | 2.8 | 21.7 | 38.4 | 37.1 |
| Sightseeing | 2.6 | 24.8 | 49.6 | 36.4 |
| | 29.0 | 51.0 | 63.0 | 64.0 |
| | 2.3 | 21.9 | 43.7 | 32.1 |
| Visiting a Beach or Waterside | 2.9 | 26.1 | 54.4 | 41 |
| | 33.0 | 53.0 | 69.0 | 72.0 |
| | 2.4 | 21.0 | 43.7 | 33.0 |
| Water-based Nature Study | 1.1 | 11.3 | 24.1 | 18.8 |
| | 12.0 | 23.0 | 31.0 | 33.0 |
| | 2.0 | 20.5 | 43.6 | 34.0 |
| Snow and Ice Activities | 0.7 | 6.2 | 15.5 | 14 |
| | 10.0 | 16.0 | 26.0 | 32.0 |
| | 1.8 | 17.0 | 42.7 | 38.5 |
| Ice Skating | 0.2 | 2 | 4.3 | 4 |
| | 3.0 | 5.0 | 7.0 | 9.0 |
| | 2.2 | 19.2 | 40.9 | 37.8 |
| Snowboarding | 0.1 | 0.8 | 1.6 | 2.1 |
| | 2.0 | 2.0 | 3.0 | 5.0 |
| | 2.3 | 17.7 | 34.2 | 45.9 |

| Activity | Zero cars in household | One cars in household | Two cars in household | Three or more cars in household |
|----------------------|------------------------|-----------------------|-----------------------|---------------------------------|
| Sledding | 0.4 | 3.3 | 9.1 | 7.8 |
| | 5.0 | 9.0 | 15.0 | 18.0 |
| | 1.8 | 16.0 | 44.3 | 37.9 |
| Downhill Skiing | 0.3 | 2.8 | 6.9 | 6.9 |
| | 4.0 | 7.0 | 11.0 | 16.0 |
| | 1.6 | 16.8 | 40.9 | 40.8 |
| Cross-Country Skiing | 0.1 | 1.2 | 3 | 2.2 |
| | 2.0 | 3.0 | 5.0 | 5.0 |
| | 2.2 | 18.1 | 45.9 | 33.9 |
| Snowmobiling | 0.1 | 0.9 | 2.7 | 3.4 |
| | 1.0 | 2.0 | 5.0 | 8.0 |
| | .7 | 13.0 | 38.4 | 47.9 |
| Camping (overall) | 0.8 | 9.2 | 22.2 | 20.5 |
| | 11.0 | 20.0 | 30.0 | 40.0 |
| | 1.6 | 17.5 | 42.1 | 38.9 |
| Developed Area | 0.7 | 7.1 | 17.2 | 16.5 |
| | 8.0 | 16.0 | 24.0 | 31.0 |
| | 1.7 | 17.2 | 41.4 | 39.8 |
| Primitive Area | 0.5 | 4.6 | 11.1 | 11.8 |
| | 6.0 | 10.0 | 15.0 | 23.0 |
| | 1.7 | 16.5 | 39.6 | 42.2 |
| Hunting | 0.1 | 2.3 | 7.7 | 8.5 |
| | 2.0 | 6.0 | 13.0 | 19.0 |
| | .7 | 12.3 | 41.6 | 45.4 |
| Big game | 0.1 | 1.7 | 5.8 | 6.6 |
| | 1.0 | 5.0 | 9.0 | 15.0 |
| | .7 | 12.1 | 40.9 | 46.3 |
| Small game | 0.1 | 1.5 | 5.2 | 6.2 |
| | 1.0 | 4.0 | 8.0 | 14.0 |
| | .5 | 11.7 | 39.8 | 48.0 |
| Migratory bird | 0 | 0.5 | 1.7 | 2 |
| | 0.0 | 1.0 | 3.0 | 5.0 |
| | .0 | 12.4 | 40.1 | 47.5 |

| Activity | Zero cars in household | One cars in household | Two cars in household | Three or more cars in household |
|-------------------|------------------------|-----------------------|-----------------------|---------------------------------|
| Fishing | 1 | 10.1 | 25.8 | 21 |
| | 13.0 | 24.0 | 38.0 | 43.0 |
| | 1.8 | 17.4 | 44.5 | 36.3 |
| Freshwater | 0.7 | 8.1 | 21.7 | 18.3 |
| | 10.0 | 19.0 | 32.0 | 38.0 |
| | 1.5 | 16.6 | 44.5 | 37.4 |
| Saltwater | 0.4 | 3.2 | 8.4 | 7.1 |
| | 5.0 | 8.0 | 12.0 | 15.0 |
| | 1.9 | 16.7 | 44.2 | 37.3 |
| Warmwater | 0.6 | 6.6 | 18.1 | 15.6 |
| | 7.0 | 16.0 | 27.0 | 32.0 |
| | 1.4 | 16.1 | 44.3 | 38.2 |
| Coldwater | 0.4 | 3.6 | 8.9 | 7.9 |
| | 5.0 | 9.0 | 13.0 | 16.0 |
| | 1.9 | 17.2 | 42.8 | 38.0 |
| Ice | 0 | 0.6 | 1.8 | 1.6 |
| | 0.0 | 1.0 | 3.0 | 3.0 |
| | .5 | 14.5 | 45.6 | 39.4 |
| Anadromous | 0.2 | 1.4 | 4 | 3.5 |
| | 2.0 | 3.0 | 6.0 | 7.0 |
| | 2.1 | 15.3 | 44.3 | 38.3 |
| Catch and Release | 0.1 | 2.4 | 7.1 | 5.9 |
| | 2.0 | 6.0 | 10.0 | 12.0 |
| | .9 | 15.7 | 45.5 | 38.0 |
| Boating | 0.8 | 10 | 25.4 | 21.8 |
| | 11.0 | 25.0 | 39.0 | 47.0 |
| | 1.4 | 17.3 | 43.7 | 37.6 |
| Sailing | 0.3 | 2.1 | 4.1 | 3.2 |
| | 3.0 | 48.0 | 6.0 | 7.0 |
| | 2.6 | 21.0 | 43.1 | 33.3 |
| Canoeing | 0.1 | 2.1 | 5.9 | 5.9 |
| | 2.0 | 5.0 | 9.0 | 13.0 |
| | .9 | 14.9 | 42.2 | 42.1 |
| Kayaking | 0.1 | 0.4 | 1 | 1.1 |
| | 1.0 | 1.0 | 2.0 | 2.0 |
| | 1.9 | 16.4 | 38.4 | 43.3 |

| Activity | Zero cars in household | One cars in household | Two cars in household | Three or more cars in household |
|-------------------------------|------------------------|-----------------------|-----------------------|---------------------------------|
| Rowing | 0.2 | 1.6 | 3.5 | 3.2 |
| | 2.0 | 4.0 | 6.0 | 7.0 |
| | 1.8 | 18.8 | 42.0 | 37.4 |
| Floating, Rafting | 0.3 | 2.4 | 5.8 | 6.8 |
| | 4.0 | 6.0 | 9.0 | 15.0 |
| | 2.0 | 15.8 | 37.9 | 44.3 |
| Motor-boating | 0.5 | 7.5 | 20.9 | 18.2 |
| | 7.0 | 19.0 | 32.0 | 39.0 |
| | 1.1 | 15.9 | 44.4 | 38.7 |
| Water Skiing | 0.2 | 2.5 | 7.2 | 8 |
| | 2.0 | 6.0 | 11.0 | 17.0 |
| | 1.0 | 14.1 | 40.3 | 44.7 |
| Jet Skiing | 0.1 | 1.2 | 3.6 | 4.5 |
| | 1.0 | 3.0 | 6.0 | 10.0 |
| | 1.1 | 12.7 | 38.4 | 47.8 |
| Sailboarding/wind-surfing | 0.1 | 0.5 | 0.8 | 0.8 |
| | 1.0 | 1.0 | 1.0 | 2.0 |
| | 3.3 | 20.7 | 38.3 | 37.7 |
| Swimming Activities | 2.3 | 21.5 | 47.6 | 37.1 |
| | 28.0 | 47.0 | 65.0 | 71.0 |
| | 2.1 | 19.8 | 43.9 | 34.2 |
| Surfing | 0.1 | 0.5 | 0.9 | 1.2 |
| | 1.0 | 1.0 | 1.0 | 2.0 |
| | 2.0 | 19.1 | 32.8 | 46.0 |
| Swimming/pool | 1.9 | 17.2 | 39.1 | 30.3 |
| | 23.0 | 38.0 | 54.0 | 58.0 |
| | 2.2 | 19.4 | 44.2 | 34.2 |
| Swimming/lake,river, ocean | 1.4 | 14.8 | 34.3 | 27.5 |
| | 17.0 | 33.0 | 47.0 | 52.0 |
| | 1.9 | 19.0 | 44.0 | 35.2 |
| Snorkeling/Scuba | 0.3 | 2.1 | 6.2 | 5.9 |
| | 4.0 | 5.0 | 8.0 | 11.0 |
| | 2.2 | 14.8 | 42.7 | 40.4 |

| Activity | Zero cars in household | One cars in household | Two cars in household | Three or more cars in household |
|------------------------------|------------------------|-----------------------|-----------------------|---------------------------------|
| Outdoor Adventure Activities | 1.5 | 13.8 | 30.9 | 27.5 |
| | 18.0 | 32.0 | 44.0 | 55.0 |
| | 2.0 | 18.7 | 42.0 | 37.4 |
| Hiking | 1 | 9.3 | 20.2 | 17.2 |
| | 12.0 | 20.0 | 28.0 | 33.0 |
| | 2.1 | 19.4 | 42.4 | 36.1 |
| Orienteering | 0.2 | 0.9 | 1.8 | 1.9 |
| | 2.0 | 2.0 | 2.0 | 3.0 |
| | 3.9 | 18.3 | 37.7 | 40.1 |
| Backpacking | 0.4 | 2.9 | 6 | 5.9 |
| | 4.0 | 6.0 | 8.0 | 11.0 |
| | 2.3 | 19.3 | 39.4 | 39.0 |
| Mountain Climbing | 0.2 | 1.7 | 3.6 | 3.5 |
| | 2.0 | 3.0 | 4.0 | 6.0 |
| | 1.7 | 19.4 | 39.9 | 38.9 |
| Rock Climbing | 0.2 | 1.2 | 2.8 | 3.3 |
| | 2.0 | 2.0 | 3.0 | 6.0 |
| | 2.6 | 16.2 | 37.4 | 43.8 |
| Caving | 0.1 | 1.7 | 3.9 | 3.7 |
| | 2.0 | 3.0 | 5.0 | 6.0 |
| | 1.5 | 18.5 | 41.4 | 38.6 |
| Off-Road Driving | 0.3 | 4.4 | 10.9 | 12.3 |
| | 5.0 | 11.0 | 17.0 | 27.0 |
| | 1.2 | 15.6 | 39.1 | 44.1 |
| Horseback Riding | 0.3 | 2.3 | 5.8 | 5.9 |
| | 5.0 | 7.0 | 10.0 | 15.0 |
| | 2.1 | 16.2 | 40.5 | 41.2 |

| Activity | Zero cars in household | One cars in household | Two cars in household | Three or more cars in household |
|-------------------|------------------------|-----------------------|-----------------------|---------------------------------|
| Social Activities | 3.8 | 29.7 | 58.6 | 43.7 |
| | 46.0 | 65.0 | 79.0 | 82.0 |
| | 2.8 | 21.8 | 43.2 | 32.2 |
| Yard Games | 1.5 | 13.6 | 33.4 | 25.2 |
| | 19.0 | 32.0 | 48.0 | 51.0 |
| | 2.0 | 18.4 | 45.4 | 34.2 |
| Picnicking | 2.7 | 21.6 | 43.2 | 30.7 |
| | 33.0 | 48.0 | 60.0 | 60.0 |
| | 2.8 | 22.0 | 44.0 | 31.3 |
| Family Gathering | 3.4 | 26.8 | 53.4 | 40.1 |
| | 38.0 | 55.0 | 68.0 | 71.0 |
| | 2.8 | 21.6 | 43.2 | 32.4 |

CHAPTER 6: REGIONAL VARIATIONS

The four major regions of the United States—the Northeast, the Midwest, the South, and the West (fig. 6.1)—differ somewhat from each other in climate, topography, and culture. These differences lead to regional variations in recreation patterns. The regions also differ somewhat in total population. The Northeast has about 42 million people 16 and older, the Midwest has 48 million, the South has 69 million, and the West has 42 million.

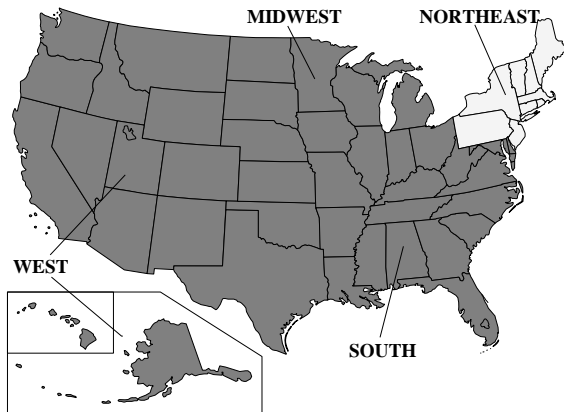


Figure 6.1– The four census regions.

This report contains both national and regional participation tables. Demographics at the national level were presented in chapters 2-5. Industries that market on a regional level will benefit from the greater precision that is present in regional tables which are available upon request. This Chapter highlights some of the major regional differences in outdoor recreation participation for the 13 groups of activities.

Fitness Activities

In the South, about 66 percent of the people engage in at least one of the fitness

activities—running/jogging, bicycling, and walking. The total is 3 to 4 percentage points higher in other regions (fig. 6.2). Percentages are lower for both bicycling and walking in the South. One reason for these lower values may be the concentration of retired people in the South. Another may be a small cultural difference in how physical fitness is viewed. Regional variations in participation in fitness activities are shown in figure 6.2.

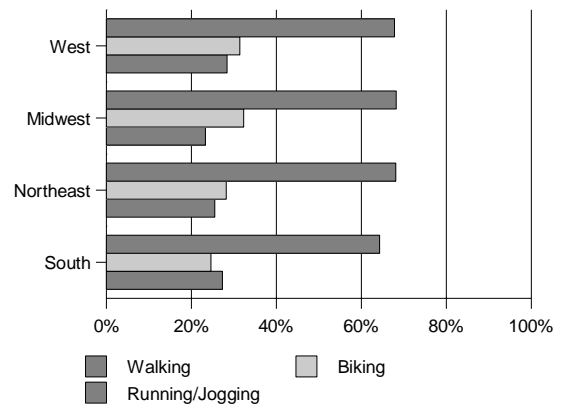


Figure 6.2– Fitness activities by region.

Individual Sports

Participation in golf or tennis is lowest in the South (20 percent) and highest in the Midwest (25 percent) (fig. 6.3). Since these outdoor sports can be enjoyed over a larger proportion of the year in the South, one might have expected this region to lead rather than to trail the others. Reasons for the regional differences are not known. It may be that facilities for golf and tennis are somewhat more widely available in the Midwest.

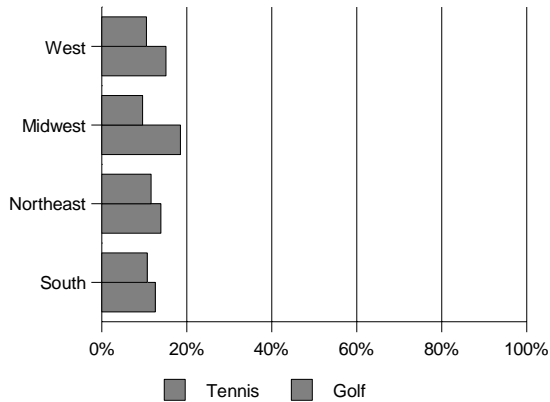


Figure 6.3— Individual sport activities by region.

Team Sports

The overall participation rates for outdoor team sports range 25 percent in the West to 27 percent in the Northeast. Thus, the regional differences in the overall rates are quite small. These averages mask somewhat larger differences for particular sports, but regional participation rates are surprisingly similar.

Outdoor Spectator Activities

Averages range from 57 percent in the South to 60 percent in the Northeast and Midwest. Some 31 percent of Southerners attend outdoor concerts, while 38 percent of the people in the Northeast go to concerts.

Viewing Activities

Participation in one or more viewing activities ranges from 74 percent in the South to 79 percent in the West (fig. 6.4). Regional variations are somewhat larger for individual activities. For example, 43 percent of Southerners visited a nature center in 1994 while 50 percent of

Midwesterners did so. Given differences in climate, culture, and availability of viewing opportunities among regions, the regional percentages are remarkably similar.

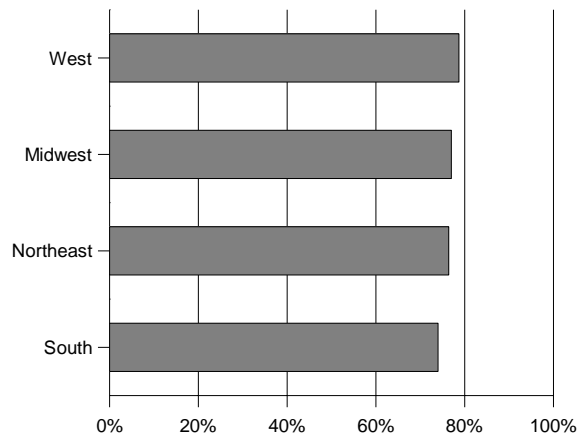


Figure 6.4—Viewing activities by regions.

Snow and Ice Activities

For obvious reasons, Southerners are considerably less likely to engage in outdoor snow and ice activities than are their counterparts in other regions (fig. 6.5). Regional participation rates range from 10 percent for the South to 25 percent for the Northeast. For Southerners, a skiing weekend is likely to involve a long trip at a high cost. Despite the expense, some 3.8

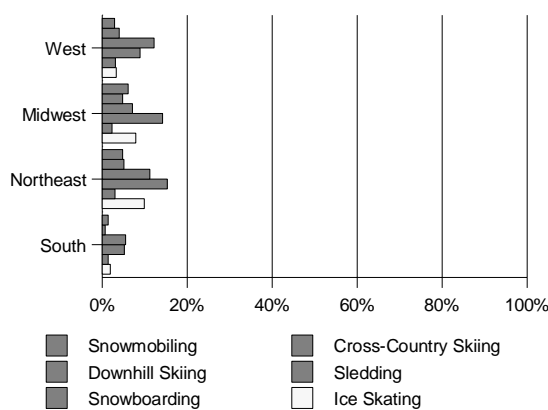


Figure 6.5—Snow and ice activities by regions.

million people from the South enjoy downhill skiing. But many more who might ski if they lived in another region probably substitute some other form of outdoor recreation.

Camping

Perhaps because of the vast areas of public land available for it in the West, camping is more popular there than in other regions (fig. 6.6). Some 36 percent of Westerners camp, while only about 22 percent of the people in the Northeast and South do so. One person out of 5 enjoys primitive camping in the West, while only 1 in 10 does so in the Northeast. In planning their recreation trips, people clearly are taking advantage of what is readily available to them.

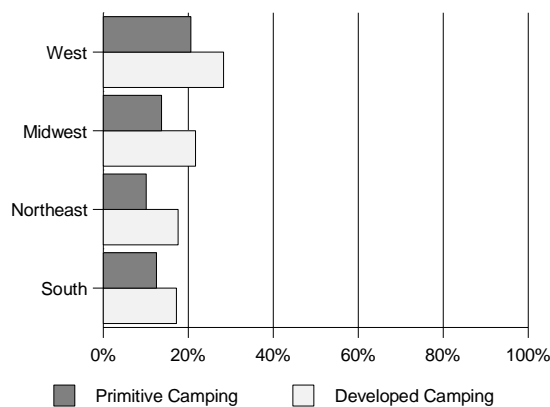


Figure 6.6—Camping activities across regions.

Hunting

About 11 percent of the people in the Midwest and South hunt. Only 7 percent of the people in the Northeast and the West do so (fig. 6.7). These regional differences represent hunting opportunities, but they also represent cultural differences. Large tracts

have something to do with availability of public land in the West are open to hunting. The low proportion of Westerners that hunt is probably related to a cultural change in the country. Increasing numbers of Americans do not hunt and would prefer if others did not hunt either.

Fishing

Regional participation in fishing ranges from 24 percent in the Northeast to 32 percent in the Midwest and the South (fig. 6.7). The individual kinds of fishing also vary considerably by region, depending largely on availability.

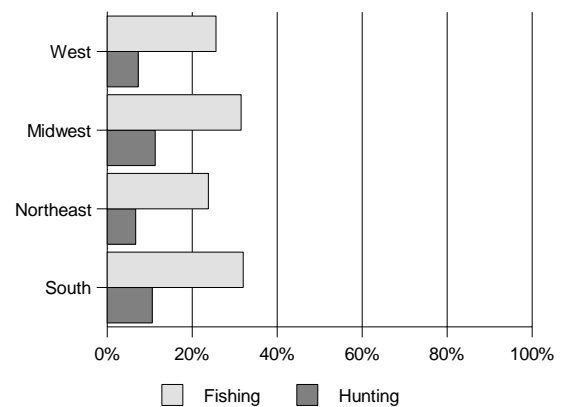


Figure 6.7—Hunting and fishing by region.

Boating

The percentages of people who enjoy boating range from 17 percent in the West to 32 percent in the Midwest (fig. 6.8). Motorboating is by far the most popular of this group of activities. About 27 percent of the people in the Midwest and 24 percent of those in the South enjoy this activity. The popularity of canoeing ranges from 4 percent participation in the West to about 9 percent in the Midwest.

Swimming

Swimming participation ranges from 53 percent in the South, Midwest, and West to 58 percent in the Northeast. One might expect nonpool swimming to be most popular in the South, where water temperatures are high. In fact, however, the popularity of nonpool swimming is highest (45 percent participation) in the Northeast.

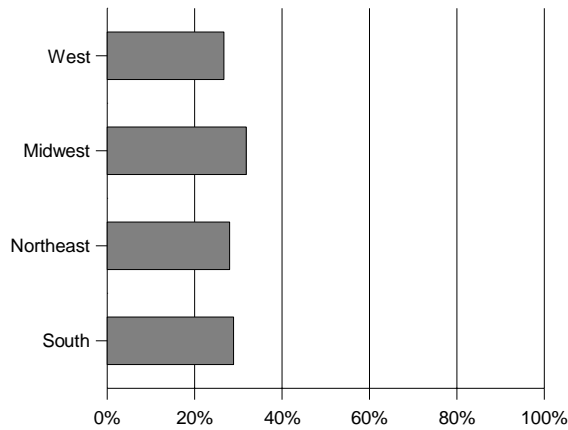


Figure 6.8—Boating by region.

Outdoor Adventure

About a third of the people in the Northeast, Midwest, and South enjoy at least one of the activities we have classed as “outdoor adventure.” About 47 percent of the people in the West do so (fig. 6.9). This is a major regional difference that deserves additional study in the near future. Backpacking is about twice as popular in the West as in the rest of the country. Mountain climbing, rock climbing and caving are also more popular in the West than in other regions. Differences in regional topography and in the presence of public land explain much of the difference. We suspect, however, that these activities have been more heavily marketed in the

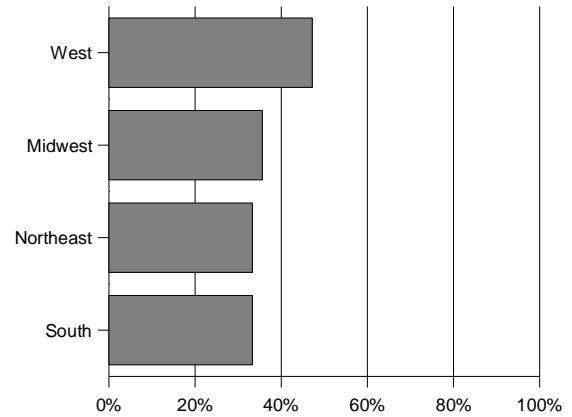


Figure 6.9—Outdoor adventure activities by region.

West, and that opportunities for expansion are available in other regions.

Social Activities

Participation in one or more of the traditional outdoor social activities—yard games, picnicking, and family gathering—ranges from 65 percent in the South to 70 percent in the Midwest. Participation in yard games is highest in the Midwest and the Northeast (40 percent) and lowest in the West (32 percent). Regional variations in participation in social activities are shown in fig. 6.10.

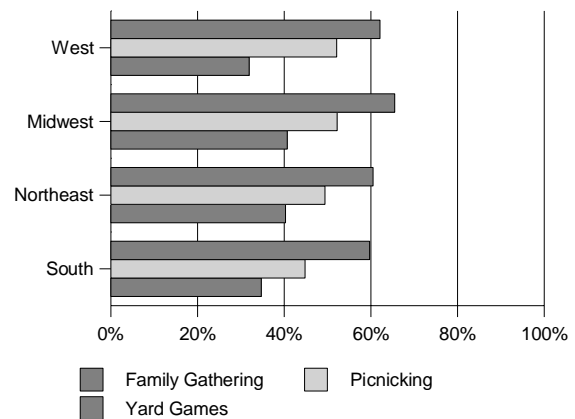


Figure 6.10—Social activities by region.

Table 6.1.—Percentage and millions 16 years and older participating in outdoor activities by Census Region of the U.S., 1994-95.¹

| Activity | SOUTH | | NORTHEAST | | MIDWEST | | WEST | |
|-------------------------------|---------|-------------------|-----------|-------------------|---------|-------------------|---------|-------------------|
| | Percent | Number (millions) | Percent | Number (millions) | Percent | Number (millions) | Percent | Number (millions) |
| Fitness Activities | 65.9 | 45.3 | 69.0 | 29.0 | 69.5 | 33.2 | 70.2 | 29.4 |
| Running/Jogging | 27.3 | 18.8 | 25.5 | 10.7 | 23.3 | 11.1 | 28.4 | 11.9 |
| Biking | 24.6 | 16.9 | 28.2 | 11.8 | 32.3 | 15.4 | 31.4 | 13.2 |
| Walking | 64.3 | 44.2 | 68.1 | 28.6 | 68.2 | 32.5 | 67.8 | 28.4 |
| Individual Sport Activities | 20.4 | 14.0 | 21.7 | 9.1 | 24.6 | 11.7 | 21.9 | 9.2 |
| Golf | 12.6 | 8.6 | 13.9 | 5.8 | 18.5 | 8.8 | 15.1 | 6.3 |
| Tennis | 10.7 | 7.4 | 11.6 | 4.9 | 9.6 | 4.6 | 10.5 | 4.4 |
| Outdoor Team Sport Activities | 26.4 | 18.2 | 27.4 | 11.5 | 26.6 | 12.7 | 25.3 | 10.6 |
| Baseball | 6.5 | 4.5 | 7.2 | 3.0 | 6.8 | 3.2 | 6.6 | 2.7 |
| Softball | 13.7 | 9.4 | 12.6 | 5.3 | 14.1 | 6.7 | 11.2 | 4.7 |
| Football | 7.1 | 4.9 | 6.9 | 2.9 | 6.2 | 2.9 | 6.7 | 2.8 |
| Basketball | 13.1 | 9.0 | 13.2 | 5.5 | 12.6 | 6.0 | 11.8 | 4.9 |
| Soccer | 4.4 | 3.0 | 5.7 | 2.4 | 3.6 | 1.7 | 5.7 | 2.4 |
| Volleyball | 14.5 | 10.0 | 14.9 | 6.3 | 15.3 | 7.3 | 12.3 | 5.2 |
| Handball | 5.4 | 3.7 | 6.4 | 2.7 | 4.7 | 2.2 | 6.4 | 2.7 |
| Outdoor Spectator Activities | 57.4 | 39.4 | 59.5 | 25.0 | 59.9 | 28.6 | 58.6 | 24.6 |
| Concerts | 31.3 | 21.5 | 37.6 | 15.8 | 33.4 | 15.9 | 36.6 | 15.3 |
| Attending Sporting Events | 47.9 | 32.9 | 47.6 | 20.0 | 48.5 | 23.1 | 45.8 | 19.2 |
| Viewing Activities | 74.0 | 50.8 | 76.4 | 32.0 | 77.0 | 36.8 | 78.7 | 33.0 |
| Visiting a Nature Center | 42.9 | 29.5 | 44.3 | 18.6 | 50.4 | 24.1 | 49.7 | 20.8 |
| Visiting a Visitor Center | 33.4 | 23.0 | 32.7 | 13.7 | 36.0 | 17.2 | 36.8 | 15.4 |
| Visiting a Prehistoric Site | 16.2 | 11.2 | 15.2 | 6.4 | 16.8 | 8.0 | 22.1 | 9.3 |
| Visiting a Historic Site | 43.6 | 30.0 | 44.8 | 18.8 | 43.9 | 21.0 | 44.7 | 18.7 |

¹The South includes the states of Delaware, Maryland, District of Columbia, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida, Kentucky, Tennessee, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma, and Texas; the Northeast includes the states of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, and Pennsylvania; the Midwest includes the states of Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, and Kansas; and the West includes the states of Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada, Washington, Oregon, California, Alaska, and Hawaii.

| Activity | SOUTH | | NORTHEAST | | MIDWEST | | WEST | |
|-------------------------------|---------|-------------------|-----------|-------------------|---------|-------------------|---------|-------------------|
| | Percent | Number (millions) | Percent | Number (millions) | Percent | Number (millions) | Percent | Number (millions) |
| Bird-Watching | 26.2 | 18.0 | 28.0 | 11.7 | 29.2 | 13.9 | 24.8 | 10.4 |
| Wildlife Viewing | 28.9 | 19.9 | 30.5 | 12.8 | 34.0 | 16.2 | 32.4 | 13.6 |
| Fish Viewing | 13.7 | 9.4 | 13.0 | 5.5 | 12.9 | 6.2 | 15.3 | 6.4 |
| Other Wildlife Viewing | 11.9 | 8.2 | 14.7 | 6.2 | 13.3 | 6.3 | 16.5 | 6.9 |
| Sightseeing | 54.3 | 37.3 | 56.4 | 23.7 | 57.5 | 27.4 | 59.6 | 25.0 |
| Visiting a Beach or Waterside | 60.4 | 41.5 | 64.3 | 27.0 | 61.3 | 29.3 | 63.7 | 26.7 |
| Water-based Nature Study | 26.6 | 18.3 | 28.3 | 11.9 | 26.2 | 12.5 | 30.4 | 12.7 |
| Snow and Ice Activities | 9.8 | 6.7 | 25.1 | 10.6 | 22.7 | 10.8 | 19.7 | 8.3 |
| Ice Skating | 1.9 | 1.3 | 9.9 | 4.1 | 7.9 | 3.8 | 3.3 | 1.4 |
| Snowboarding | 1.4 | 1.0 | 3.0 | 1.2 | 2.3 | 1.1 | 3.1 | 1.3 |
| Sledding | 5.2 | 3.6 | 15.3 | 6.4 | 14.2 | 6.8 | 8.9 | 3.7 |
| Downhill Skiing | 5.5 | 3.8 | 11.2 | 4.7 | 7.1 | 3.4 | 12.2 | 5.1 |
| Cross-Country Skiing | 0.7 | 0.5 | 5.1 | 2.1 | 4.8 | 2.3 | 4.0 | 1.7 |
| Snowmobiling | 1.4 | 0.9 | 4.8 | 2.0 | 6.1 | 2.9 | 2.9 | 1.2 |
| Camping (overall) | 22.4 | 15.4 | 21.8 | 9.2 | 27.2 | 13.0 | 36.3 | 15.2 |
| Developed Area | 17.2 | 11.8 | 17.6 | 7.4 | 21.7 | 10.4 | 28.3 | 11.9 |
| Primitive Area | 12.5 | 8.6 | 10.1 | 4.2 | 13.7 | 6.5 | 20.6 | 8.6 |
| Hunting | 10.6 | 7.3 | 6.7 | 2.8 | 11.3 | 5.4 | 7.3 | 3.1 |
| Big game | 8.0 | 5.5 | 5.7 | 2.4 | 8.3 | 4.0 | 5.6 | 2.3 |
| Small game | 7.9 | 5.4 | 4.4 | 1.8 | 8.0 | 3.8 | 4.3 | 1.8 |
| Migratory bird | 2.5 | 1.7 | 1.3 | 0.5 | 2.3 | 1.1 | 2.2 | 0.9 |
| Fishing | 32.0 | 22.0 | 23.8 | 10.0 | 31.5 | 15.0 | 25.6 | 10.7 |
| Freshwater | 26.2 | 18.0 | 18.4 | 7.7 | 29.4 | 14.0 | 21.1 | 8.8 |
| Saltwater | 13.4 | 9.2 | 11.2 | 4.7 | 3.3 | 1.6 | 8.8 | 3.7 |
| Warmwater | 24.3 | 16.7 | 14.7 | 6.2 | 27.2 | 13.0 | 11.0 | 4.6 |
| Coldwater | 8.0 | 5.5 | 11.1 | 4.7 | 8.4 | 4.0 | 15.9 | 6.7 |
| Ice | 0.3 | 0.2 | 1.6 | 0.7 | 5.3 | 2.5 | 1.2 | 0.5 |
| Anadromous | 4.0 | 2.8 | 4.7 | 2.0 | 4.0 | 1.9 | 5.8 | 2.4 |
| Catch and Release | 9.0 | 6.2 | 5.7 | 2.4 | 8.0 | 3.8 | 7.3 | 3.0 |

| Activity | SOUTH | | NORTHEAST | | MIDWEST | | WEST | |
|------------------------------|---------|-------------------|-----------|-------------------|---------|-------------------|---------|-------------------|
| | Percent | Number (millions) | Percent | Number (millions) | Percent | Number (millions) | Percent | Number (millions) |
| Boating | 28.9 | 19.9 | 28.0 | 11.7 | 31.8 | 15.2 | 26.7 | 11.2 |
| Sailing | 3.8 | 2.6 | 6.4 | 2.7 | 4.0 | 1.9 | 5.9 | 2.5 |
| Canoeing | 6.6 | 4.5 | 8.4 | 3.5 | 9.0 | 4.3 | 4.1 | 1.7 |
| Kayaking | 1.1 | 0.7 | 1.2 | 0.5 | 1.2 | 0.6 | 2.0 | 0.8 |
| Rowing | 3.1 | 2.2 | 6.1 | 2.6 | 5.1 | 2.4 | 3.1 | 1.3 |
| Floating, Rafting | 7.9 | 5.4 | 6.5 | 2.7 | 8.0 | 3.8 | 7.7 | 3.2 |
| Motor-boating | 24.4 | 16.8 | 20.6 | 8.6 | 27.1 | 12.9 | 20.3 | 8.5 |
| Water Skiing | 9.4 | 6.5 | 6.8 | 2.8 | 9.7 | 4.6 | 9.3 | 3.9 |
| Jet Skiing | 5.5 | 3.8 | 3.3 | 1.4 | 4.7 | 2.3 | 4.9 | 2.1 |
| Sailboarding/wind-surfing | 1.1 | 0.7 | 1.2 | 0.5 | 0.9 | 0.4 | 1.4 | 0.6 |
| Swimming Activities | 53.3 | 36.6 | 58.3 | 24.5 | 53.4 | 25.5 | 52.8 | 22.1 |
| Surfing | 1.4 | 0.9 | 1.1 | 0.4 | 0.4 | 0.2 | 2.5 | 1.0 |
| Swimming/pool | 44.8 | 30.8 | 47.6 | 20.0 | 42.2 | 20.1 | 42.2 | 17.7 |
| Swimming/lake, river, ocean | 37.3 | 25.6 | 44.9 | 18.8 | 39.1 | 18.7 | 35.9 | 15.1 |
| Snorkeling/Scuba | 7.7 | 5.3 | 7.2 | 3.0 | 5.2 | 2.5 | 9.0 | 3.8 |
| Outdoor Adventure Activities | 33.3 | 22.9 | 33.3 | 14.0 | 35.6 | 17.0 | 47.2 | 19.8 |
| Hiking | 18.6 | 12.8 | 21.8 | 9.1 | 22.5 | 10.7 | 36.1 | 15.1 |
| Orienteering | 2.1 | 1.4 | 2.8 | 1.2 | 2.2 | 1.0 | 2.9 | 1.2 |
| Backpacking | 5.9 | 4.1 | 7.6 | 3.2 | 5.4 | 2.6 | 12.8 | 5.4 |
| Mountain Climbing | 3.6 | 2.4 | 4.4 | 1.8 | 2.7 | 1.3 | 8.3 | 3.5 |
| Rock Climbing | 2.9 | 2.0 | 3.2 | 1.3 | 3.3 | 1.6 | 6.1 | 2.6 |
| Caving | 4.6 | 3.1 | 2.7 | 1.1 | 5.5 | 2.6 | 6.1 | 2.5 |
| Off-Road Driving | 14.7 | 10.1 | 11.1 | 4.7 | 12.6 | 6.0 | 16.9 | 7.1 |
| Horseback Riding | 7.4 | 5.1 | 5.4 | 2.3 | 6.8 | 3.3 | 8.7 | 3.6 |
| Social Activities | 65.1 | 44.8 | 68.2 | 28.6 | 70.1 | 33.4 | 69.3 | 29.0 |
| Yard Games | 34.7 | 23.8 | 40.3 | 16.9 | 40.7 | 19.4 | 31.9 | 13.3 |
| Picnicking | 44.8 | 30.8 | 49.4 | 20.7 | 52.2 | 24.9 | 52.1 | 21.8 |
| Family Gathering | 59.7 | 41.0 | 60.5 | 25.4 | 65.5 | 31.2 | 62.1 | 26.0 |