



# 2021 OUTDOOR PARTICIPATION TRENDS REPORT



# TABLE OF CONTENTS

---

---

**Executive  
Summary**

---

**Outdoor  
Participation  
Snapshot**

---

**Participant  
Profile**

---

**Diversity**

---

**The Next  
Generation**

---

**A Detailed  
Look**

---

**Methodology**



# EXECUTIVE SUMMARY

**In 2020, 53 percent of Americans ages 6 and over participated in outdoor recreation at least once, the highest participation rate on record.** As the COVID-19 pandemic ravaged communities and forced a nationwide shutdown, outdoor spaces became places of refuge to safely socialize, improve physical and mental health, connect with family and recover from screen fatigue. **Remarkably, 7.1 million more Americans participated in outdoor recreation in 2020 than in the year prior.** Despite these gains, nearly half of the U.S. population did not share in the proven, positive health outcomes of outdoor physical activity.

**COVID-19 inspired huge participation growth, as detailed throughout this report. These one-year gains, however, did not fundamentally alter the long-term challenges faced by the outdoor industry. The outdoor industry and its partners are positioned to champion new ways to engage outdoor participants and invest in making the outdoors accessible and welcoming to all Americans.**

---

Outdoor Foundation's [Thrive Outside](#) initiative is focused on reversing the declining trend of outdoor engagement. To build and strengthen networks that provide children and families with repeat and reinforcing experiences in the outdoors, Thrive Outside awards multiyear, capacity-building grants to diverse communities. This community-led initiative is built with trusted local and national partners and is supported by three years of funding. Together, we're working to create a more inclusive and accessible outdoor experience for all.

## TERMINOLOGY

---

### **PARTICIPANT**

A survey respondent who reported participating in at least one outdoor activity in calendar year 2020. Participants often report undertaking multiple activities multiple times throughout the year.

### **PARTICIPATION RATE**

The proportion of a group that participated in outdoor recreation or in an outdoor activity. For example, if 6 in 10 teenagers bicycled in 2020, their bicycling participation rate was 60 percent.

### **OUTING**

A single trip during which an outdoor activity was undertaken.



## POST-COVID CHALLENGES

---

### RETAINING COVID PARTICIPANTS

Research from [Outdoor Industry Association](#) indicated that about one-quarter of new participants say they don't want to continue their new outdoor activities, a number that may grow sharply as consumers return to pre-pandemic habits.

### LACK OF DIVERSITY

Nearly three-quarters of outdoor participants in 2020 were White, versus roughly 60 percent of the U.S. population.

Participation rates:

- Declined 7 percent annually among Asians for the past three years
- Stagnated for the last three years among Blacks
- Grew among Hispanics but their rate remained well below Whites

### DECLINING INTENSITY

There were fewer devoted outdoor participants but more casual ones. A decade ago, 24 percent of total participants reported participating more than twice a week, while in 2020 just 20 percent did. The same pattern occurred among children, young adults and adults.

### FEWER OUTINGS

The average number of annual outings per participant continued a steady, long-term decline, falling from 87 in 2012 to just 71 in 2020.

### STAGNANT FEMALE PARTICIPATION

Despite significant industry efforts to address gender disparities, for the last eight years females have represented just 46 percent of outdoor participants, even though 51 percent of Americans were female.

**Collective action through philanthropy, marketing, and policies at the local, state and federal levels must address these challenges, help bring individuals and entire communities outside, and inspire them to build life-long relationships with the outdoors.**



A female trail runner is captured in motion on a dirt path through a lush, green forest. She is wearing a bright green cap, a matching green tank top, blue shorts with yellow accents, and colorful running shoes. She has a hydration vest on her back and a watch on her left wrist. The path is rocky and surrounded by dense foliage, including ferns and trees. The lighting is bright, suggesting a sunny day.

# OUTDOOR PARTICIPATION SNAPSHOT



# OUTDOOR PARTICIPATION SNAPSHOT

## KEY FINDINGS

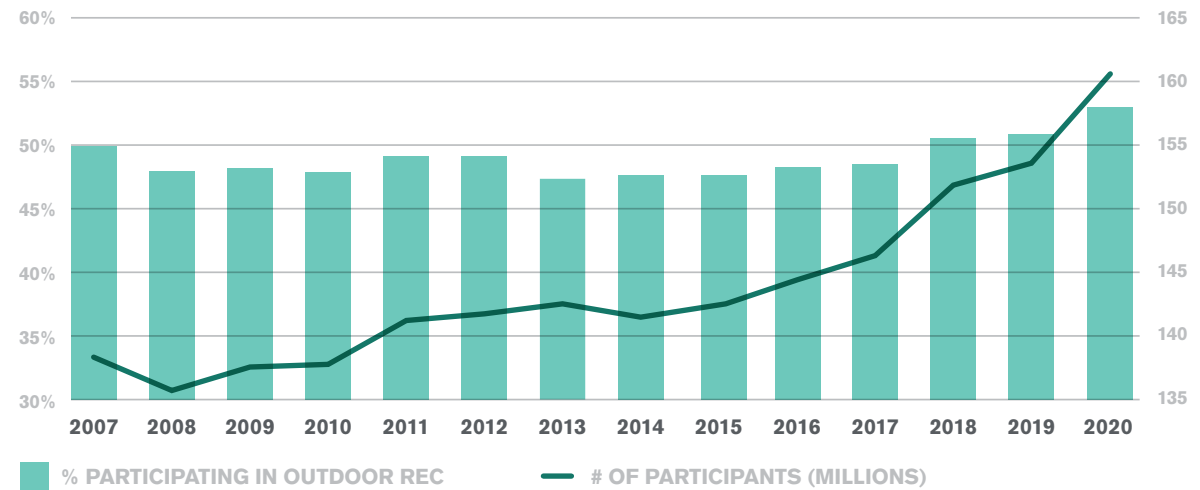
**In 2020, 160.7 million Americans ages 6 and over participated in at least one outdoor activity.**

Driven by COVID impacts, 7.1 million more participated than in 2019.

The outdoor participation rate—the percent of the population that reported participating—rose to 52.9 percent in 2020, up from 50.7 percent in 2019.

**This was the largest one-year jump on record.**

## OUTDOOR PARTICIPATION GROWS AMID COVID-19



## MOST POPULAR OUTDOOR ACTIVITIES BY PARTICIPATION RATE

<b>1 RUNNING, JOGGING AND TRAIL RUNNING</b>	21.0% of Americans	63.8 million participants
<b>2 HIKING</b>	19.0% of Americans	57.8 million participants
<b>3 FRESHWATER, SALTWATER AND FLY FISHING</b>	18.0% of Americans	54.7 million participants
<b>4 ROAD BIKING, MOUNTAIN BIKING AND BMX</b>	17.3% of Americans	52.7 million participants
<b>5 CAR, BACKYARD, BACKPACKING AND RV CAMPING</b>	15.8% of Americans	47.9 million participants



## KEY FINDINGS

---

In each of the last three years,  
**the number of outdoor participants has grown more than 3 percent annually.**

---



Households with children had much higher participation rates than those without children—

**60 percent versus 46 percent.**

---

Just over  
**48 percent of females**  
ages 6 and over participated in 2020,  
up from 46 percent in 2019.



**Participants went on a collective 11.4 billion outdoor outings,**  
a 5 percent gain from 2019 but still below the 12.4 billion outings recorded in 2012.

**The youngest participants, children ages 6 to 17, were outdoors far less.**



In 2012, kids averaged 91 outings per participant versus just 77 in 2020. Young adults ages 18 to 24 exhibited similar declines.

---

**Despite a COVID-related jump, the number of times that participants engaged in outdoor recreation continued to decline in recent years.**

- Participants reported the same number of total outdoor outings—11.4 billion—as in 2007. However, it took an additional 22 million participants in 2020 to reach that same number of outings.
- In 2015, the average number of outings per participant was 82, but in 2020 that number fell to 71. This represents a 13 percent decline in just five years.



# PARTICIPANT PROFILE





# PARTICIPANT PROFILE

## KEY FINDINGS

54 percent of participants were male while 46 percent were female. **This gender gap has not changed in eight years,** suggesting that industry efforts to expand the participation base have been ineffective or stagnated.

**72 percent of 2020 participants were White,** unchanged from the year prior. Over the past three years, Hispanic participation grew over 4 percent annually, Black participation increased just 1 percent annually and Asian participation fell 1 percent each year.

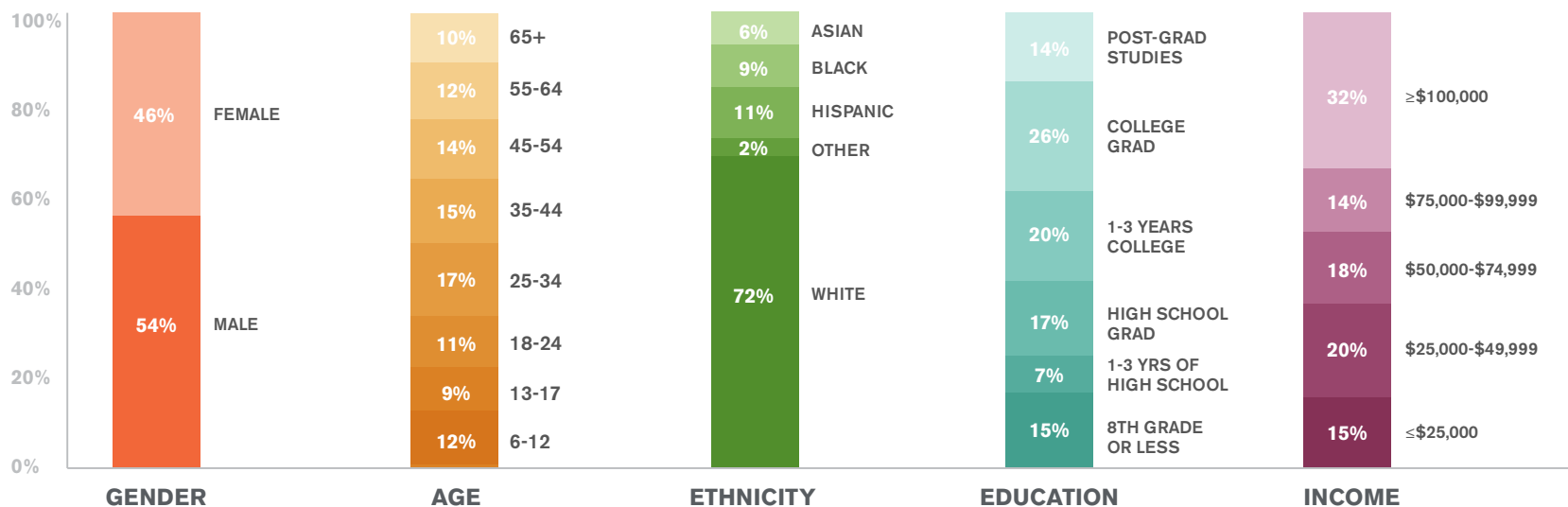
**About 30 percent of participants reported they were more active in the outdoors in 2020**

than the year before. These participants were more likely to be under 25 years old, live in Southern states, and have household incomes above the national average.

**The lowest and highest earners reported the strongest participation growth.**

The participation rate among households with incomes under \$25,000 grew 6 percent annually in the last three years, while those with household incomes over \$100,000 increased 3 percent annually in the past three years.

## PARTICIPANT DEMOGRAPHICS






































































## INTEREST LEVEL OF OUTDOOR ACTIVITIES













Survey respondents, both outdoor participants and non-participants, were asked to choose which of 122 team, individual and outdoor activities they intended to participate in during the next 12 months. Outdoor activities ranked highly on that list. Activating non-participants and retaining current ones must remain a key priority for every outdoor company and organization.

## OUTDOOR ACTIVITIES ARE OF HIGHEST INTEREST

INTEREST LEVEL	UNDER \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000+
1					
2					
3					
4					
5					

INTEREST LEVEL	Ages 6 to 12	Ages 13 to 17	Ages 18 to 24	Ages 25 to 34	Ages 35 to 44	Ages 45 to 54	Ages 55 to 64	Ages 65+
1								
2								
3								
4								
5								

## LEGEND

-  Camping
-  Fishing
-  Hiking
-  Running
-  Baseball
-  Basketball
-  Cardio Fitness
-  Soccer
-  Swimming for fitness
-  Working out with machines
-  Working out with weights
-  Yoga

Total participants and the participation rate increased in 2020, as did the average number of outings per participant, albeit slightly. **Amid these gains, a quiet and troubling trend has taken hold – participants engage less often in outdoor activities.**

**There were fewer highly active participants and more that went out less often.** Prior to 2020, the average number of outings per participant declined every year for the last decade, and during 2020 it rose just 1 percent.

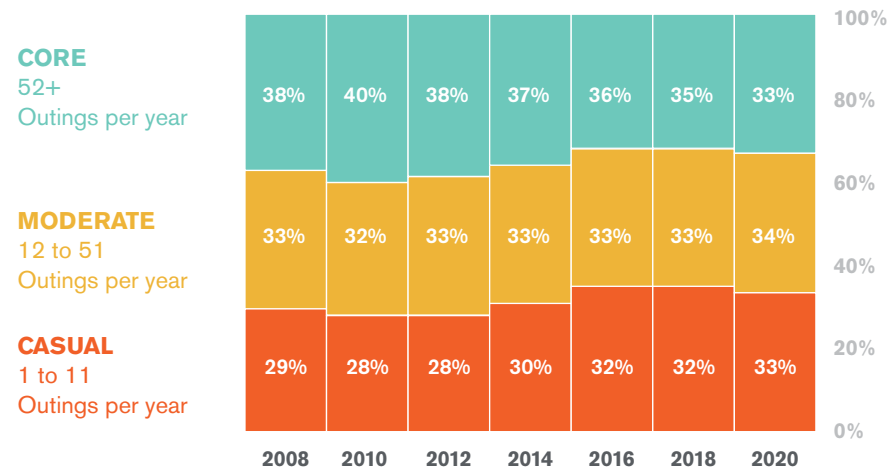
**Casual participants**, those participating less than once a month, grew to 33 percent of all participants from 28 percent in 2010.

**Core participants**, those participating more than once a week, fell from 40 percent of all participants in 2010 to just 33 percent in 2020.

**The most dedicated participants** often recruit friends into outdoor recreation, introduce their children to their favorite activities, and sometimes turn their hobby into a business, spurring innovation and developing future industry leaders.

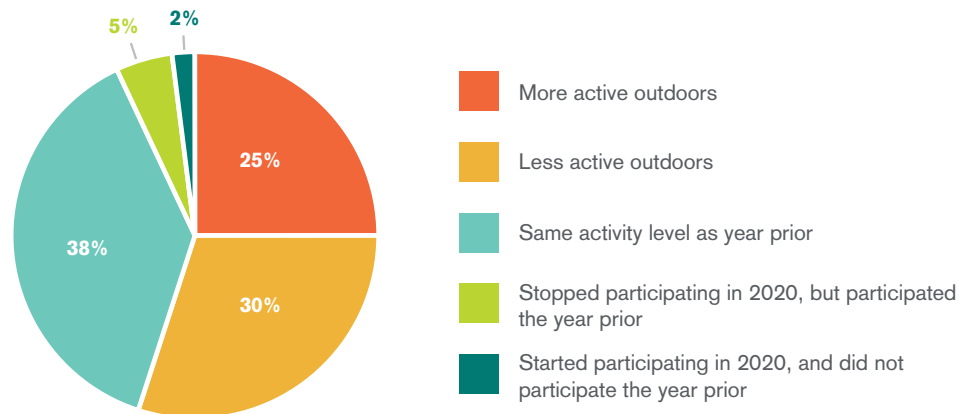
**This loss of highly engaged and devoted participants poses an enormous risk to the industry and underscores the need for action.**

## FREQUENCY CONTINUES TO DECLINE



## HOW HAS YOUR PARTICIPATION IN OUTDOOR ACTIVITIES CHANGED OVER THE LAST YEAR?

ALL AMERICANS AGES 6+





A group of four diverse hikers are gathered on a rocky mountain peak. In the foreground, there is a collection of climbing gear, including red and white helmets, blue and silver carabiners, and yellow and white ropes. The hikers are dressed in outdoor gear; one woman is wearing a purple jacket and a red beanie, another is in a grey and teal jacket, and a man in the background is wearing a red jacket. They appear to be in conversation and smiling. The background shows a vast mountain range under a clear blue sky with some light clouds.

# DIVERSITY

# DIVERSITY

## KEY FINDINGS

### Black and Hispanic Americans remained significantly underrepresented outside.

Despite some progress, coordinated ongoing outreach must accelerate if the U.S. outdoor industry wants to truly represent our diverse nation.

### Just 38 percent of Black Americans ages 6 and over participated in 2020, down from 40 percent in 2019.

Only 9 percent of outdoor participants in 2020 were Black, a level that changed little in the past 7 years. Blacks also had the highest proportion, 36 percent, of casual participants (those participating less than once a month), narrowly outpacing Asians at 35 percent.

### Hispanics, the fastest-growing ethnic group in the U.S., made up 11 percent of outdoor participants in 2020, down slightly from the prior year.

Just under 48 percent of Hispanics ages 6 and over participated, unchanged from 2019 but much higher than the 34 percent reported a decade ago. Hispanics had both the highest number of average outings per participant (75) and the highest proportion of those recreating more than once a week (22 percent).

### Asian Americans represented 6 percent of outdoor participants in 2020.

They also reported the highest participation rate of 59 percent, well above that of Whites at 55 percent. However, they undertook the fewest average outings, 65.

### The troubling youth gap in Black participation remained.

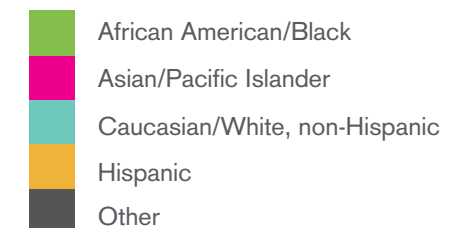
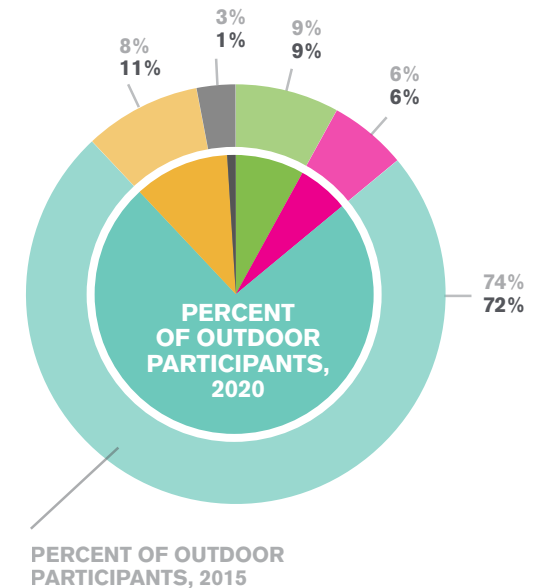
Just 49 percent of children ages 6 to 12 and 46 percent of children ages 13 to 17 participated. These rates were much lower than any other group, which points toward a future gap in Black adult outdoor participation.

### History indicates that adults who were not exposed to outdoor recreation as children are far less likely to become adult outdoor participants.

## CORE PARTICIPATION BY ETHNICITY

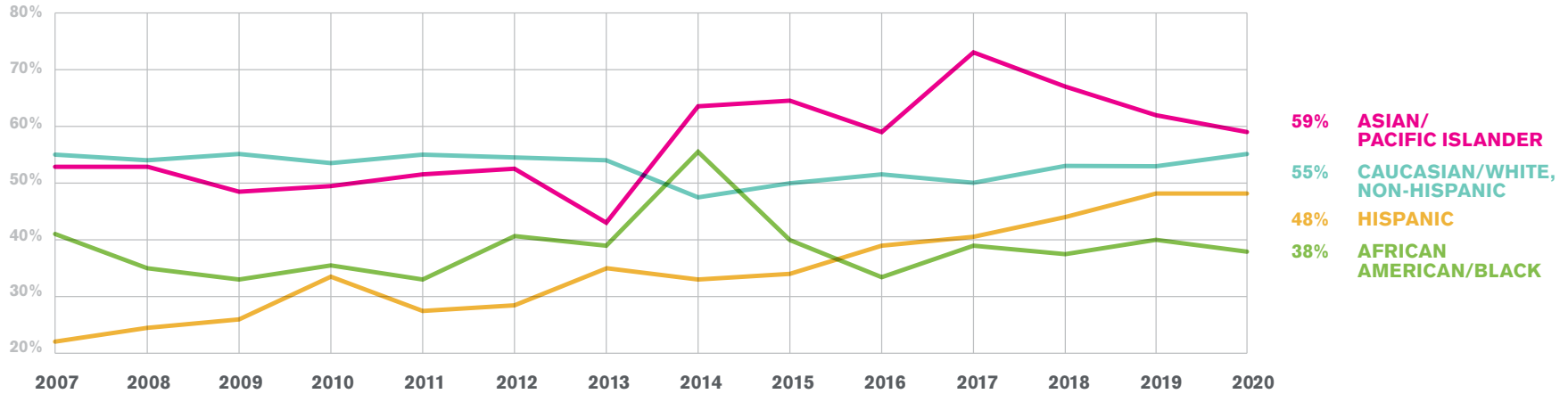
RECREATE MORE THAN ONCE A WEEK

The profile of the outdoor's most dedicated participants (those that participated more than once a week) has remained largely unchanged in recent years.





## PARTICIPATION RATES BY ETHNICITY



## OUTDOOR PARTICIPATION TRENDS

72 percent outdoor participants in 2020 were White. Hispanics represented 11 percent, followed by Blacks at 9 percent and Asians at 6 percent.

In terms of participation rate, the proportion of people within a group who participated, Asians led the way at 59 percent, higher than any other group.

Hispanics had the highest participation rate growth, increasing about 6 percent annually for the past three years.

Blacks had the lowest participation rate growth, increasing just 0.3 percent annually for the past three years. The participation rate for Blacks has not topped 40 percent since 2014, and remains stubbornly low compared to other groups.

## SELF-PERCEPTION AMONG PARTICIPANTS

Despite representing the most participants, Whites were less likely than Blacks or Hispanics to call themselves an outdoor fanatic or indicate outdoor activities were among their favorite things to do.

Regardless of ethnicity, a plurality of participants described themselves as casual participants, ranging from 37 percent for Blacks to 46 percent for Asians.

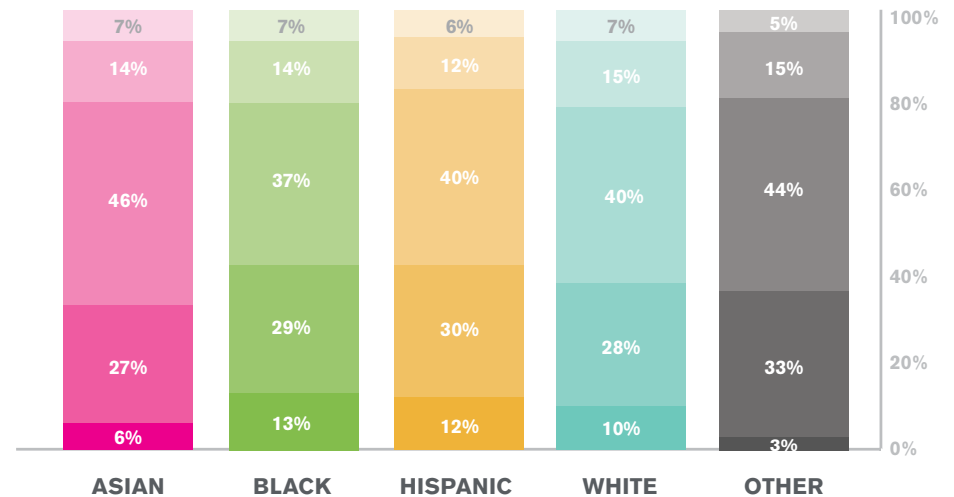
Don't consider myself an outdoor participant

They are okay, I tend to do something else

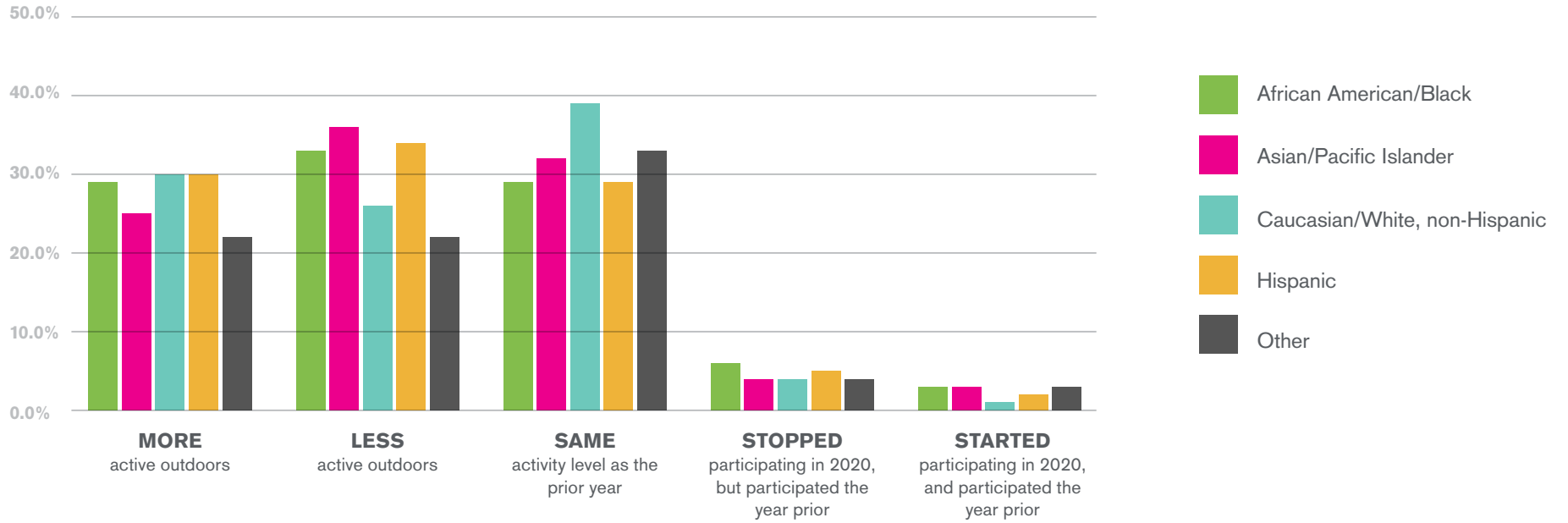
I'm a casual participant

One of my favorite things to do

I'm a fanatic























## HOW HAS YOUR PARTICIPATION IN OUTDOOR ACTIVITIES CHANGED OVER THE LAST YEAR? AGES 6+ BY ETHNICITY





## TOP FIVE MOST POPULAR OUTDOOR ACTIVITIES\*

The popularity of outdoor activities has been determined by those with the highest participation rates.

	ASIANS	AFRICAN AMERICANS	HISPANICS	WHITES
<b>1</b>	Running, Jogging and Trail Running <b>25%</b> 	Running, Jogging and Trail Running <b>17%</b> 	Running, Jogging and Trail Running <b>21%</b> 	Hiking <b>22%</b> 
<b>2</b>	Hiking <b>22%</b> 	Road Biking, Mountain Biking and BMX <b>12%</b> 	Road Biking, Mountain Biking and BMX <b>17%</b> 	Freshwater, Saltwater and Fly Fishing <b>19%</b> 
<b>3</b>	Road Biking, Mountain Biking and BMX <b>16%</b> 	Freshwater, Saltwater and Fly Fishing <b>11%</b> 	Hiking <b>17%</b> 	Car, Backyard, Backpacking, and RV camping <b>18%</b> 
<b>4</b>	Car, Backyard, Backpacking, and RV camping <b>12%</b> 	Car, Backyard, Backpacking and RV Camping <b>7%</b> 	Car, Backyard, Backpacking and RV Camping <b>16%</b> 	Road Biking, Mountain Biking and BMX <b>17%</b> 
<b>5</b>	Freshwater, Saltwater and Fly Fishing <b>10%</b> 	Hiking <b>6%</b> 	Freshwater, Saltwater and Fly Fishing <b>14%</b> 	Running, Jogging and Trail Running <b>16%</b> 

\*Note: Similar activities have been grouped.



A group of four children are engaged in a field activity. On the left, a boy with a backpack and rain boots stands on a wooden boardwalk. In the center, a girl in a pink shirt and a girl in a purple shirt are kneeling on the boardwalk, examining a net held by the girl in purple. To the right, a boy in a brown jacket and blue boots stands watching them. The background is a lush green field with tall grasses and a wooden post-and-rail fence.

# THE NEXT GENERATION



# THE NEXT GENERATION

## KEY FINDINGS

### 2020 brought good news about youth participation.

Nearly 34 million children ages 6 to 17 participated, the highest number on record.

**Almost 71 percent of children ages 6 to 12 participated**, another record and a strong increase from 65 percent in 2019.

**Teen participation also grew** from 64 percent in 2019 to 66 percent in 2020.

Like adults, **children and young adults have drifted away from frequent participation** toward casual, less frequent outdoor activity.

**Among males, young adults ages 18 to 24 reported solid three-year participation growth**, up 2 percent annually.

**Among females, teens 13 to 17 reported strong three-year participation growth**, up 3 percent annually.

**Bicycling, camping and fishing were the most popular outdoor activities for children ages 6 to 17**, while running, hiking and bicycling topped the list among young adults 18 to 24.

**Boys ages 6 to 12 had the highest participation rate** among all children, young adults and adults that participated.

**Youth and young adults were about twice as likely as adults to describe themselves as outdoor fanatics.** Older age groups tended to describe themselves as casual participants.

**Outdoor participants ages 6 to 17** were much more likely than non-participants to join extracurricular activities, including Scouts, student council, music, dance and other clubs and classes.

## ANNUAL OUTINGS PER YOUTH PARTICIPANT

Children ages 6 to 17 embarked on an average of 77 outdoor outings per person per year, unchanged from the year prior. Even with a COVID bump, the average number of outings has not topped 80 since 2015, confirming a downward trend in youth outdoor engagement.

## ANNUAL OUTINGS PER YOUNG ADULT PARTICIPANT

Young adult outdoor participants ages 18 to 24 embarked on 1.53 billion outdoor outings in 2020, down 7 percent from the previous year. Average outings also fell 7 percent, despite the number of young adult participants topping 18 million for the first time since 2012.

AGES 6 TO 17	2020	1-YEAR CHANGE	3-YEAR CHANGE
<b>Total outings</b>	<b>2.57 billion</b>	<b>3%</b>	<b>2%</b>
<b>Participants</b>	<b>33.7 million</b>	<b>4%</b>	<b>2%</b>
<b>Average outings per participant</b>	<b>76.5</b>	<b>-1%</b>	<b>0%</b>
AGES 18 TO 24	2020	1-YEAR CHANGE	3-YEAR CHANGE
<b>Total outings</b>	<b>1.53 billion</b>	<b>-7%</b>	<b>-2%</b>
<b>Participants</b>	<b>18 million</b>	<b>1%</b>	<b>2%</b>
<b>Average outings per participant</b>	<b>91.2</b>	<b>-7%</b>	<b>-4%</b>



## PARTICIPATION IN OUTDOOR RECREATION AMONG ADULTS WITH CHILDREN

Households with children had much higher participation rates than those without children—**60 percent versus 46 percent**. Households with children ages 6 to 12 had the highest overall household participation rates at 62 percent.

Households with children continued to drive participation growth. Without families and young participants the outdoor industry risks losing ground.

## HOUSEHOLDS (HH) WITH CHILDREN DRIVE PARTICIPATION GROWTH

	PARTICIPATION RATE	1-YEAR CHANGE	3-YEAR CHANGE
No children ages 1 to 17 in HH	46%	2%	3%
Children ages 1 to 17 in HH	60%	3%	3%
HH with children ages 1 to 5	60%	2%	3%
HH with children ages 6 to 12	62%	4%	4%
HH with children ages 13 to 17	58%	3%	4%

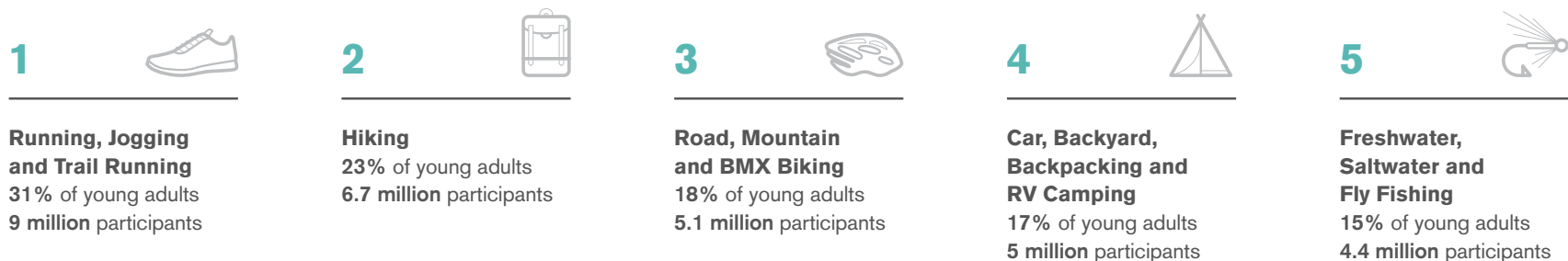
## YOUTH (6 TO 17) MOST POPULAR OUTDOOR ACTIVITIES\*

The popularity of outdoor activities has been determined by those with the highest participation rates.



## YOUNG ADULTS (18 TO 24) MOST POPULAR OUTDOOR ACTIVITIES\*

The popularity of outdoor activities has been determined by those with the highest participation rates.



\*Note: Similar activities have been grouped.



A photograph of a family in a park. A young girl with curly hair, wearing a white helmet, a yellow sweater, and blue overalls, is riding a blue bicycle with training wheels. She is smiling and looking forward. A woman with curly hair, wearing a purple sweater and grey pants, is leaning forward and holding the handlebars of the bicycle. A man with a beard, wearing a brown sweater and light-colored pants, is leaning forward and holding the back of the bicycle. They are all smiling and appear to be helping the child learn to ride. The background consists of large trees and a grassy area. The text "A DETAILED LOOK" is overlaid on the left side of the image in large, white, bold, sans-serif capital letters.

# A DETAILED LOOK



**PARTICIPANT ACTIVITY  
AGES 6+**

	2007		2008		2009		2010		2011		2012		2013	
	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%
Archery	5,950	2.1%	6,180	2.2%	6,368	2.3%	6,323	2.2%	6,471	2.3%	7,173	2.5%	7,647	2.6%
Adventure Racing	698	0.3%	920	0.3%	1,089	0.4%	1,339	0.5%	1,065	0.4%	2,170	0.8%	2,095	0.7%
Backpacking Overnight (more than 1/4 mile from vehicle/home)	6,637	2.4%	7,867	2.8%	7,647	2.7%	8,349	2.9%	7,095	2.5%	8,771	3.1%	9,069	3.1%
Bicycling (BMX)	1,887	0.7%	1,904	0.7%	1,811	0.6%	2,369	0.8%	1,547	0.5%	2,175	0.8%	2,168	0.7%
Bicycling (Mountain/Non-Paved Surface)	6,892	2.5%	7,592	2.7%	7,142	2.5%	7,161	2.5%	6,816	2.4%	7,714	2.7%	8,542	2.9%
Bicycling (Road/Mountain/BMX)	42,126	15.2%	41,548	14.9%	43,265	15.4%	42,347	14.9%	42,970	15.0%	42,336	14.9%	46,603	16.1%
Bicycling (Road/Paved Surface)	38,940	14.1%	38,114	13.6%	40,140	14.3%	39,320	13.9%	40,348	14.1%	39,790	13.9%	40,888	14.1%
Birdwatching (more than 1/4 mile from vehicle/home)	13,476	4.9%	14,399	5.2%	13,294	4.7%	13,339	4.7%	12,794	4.5%	13,535	4.7%	14,152	4.9%
Boardsailing/Windsurfing	1,118	0.4%	1,307	0.5%	1,128	0.4%	1,617	0.6%	1,151	0.4%	1,372	0.5%	1,324	0.5%
Camping (Car, Backyard, Backpacking, & RV)	41,691	15.1%	44,664	16.0%	46,231	16.4%	42,300	14.9%	44,757	15.7%	40,518	14.1%	40,094	13.8%
Camping (RV)	16,168	5.8%	16,517	5.9%	17,436	6.2%	15,865	5.6%	16,698	5.8%	15,108	5.3%	14,556	5.0%
Camping (within 1/4 mile of vehicle/home)	31,375	11.3%	33,686	12.0%	34,338	12.2%	30,996	10.9%	32,925	11.5%	29,982	10.4%	29,269	10.1%
Canoeing	9,797	3.5%	9,935	3.6%	10,058	3.6%	10,553	3.7%	9,787	3.4%	9,839	3.4%	10,153	3.5%
Climbing (Indoor)														
Climbing (Sport/Boulder)														
Climbing (Traditional/Ice/Mountaineering)	2,084	0.8%	2,288	0.8%	1,835	0.7%	2,198	0.8%	1,609	0.6%	2,189	0.8%	2,319	0.8%
Fishing (Fly)	5,756	2.1%	5,941	2.1%	5,568	2.0%	5,478	1.9%	5,683	2.0%	6,012	2.1%	5,878	2.0%
Fishing (Fly/Salt/Fresh)	51,836	18.7%	48,206	17.2%	48,046	17.0%	45,394	16.0%	46,178	16.2%	47,049	16.4%	45,854	15.8%
Fishing (Freshwater/Other)	43,859	15.8%	40,331	14.4%	40,961	14.5%	38,860	13.7%	38,868	13.6%	39,135	13.6%	37,796	13.0%
Fishing (Saltwater)	14,437	5.2%	13,804	4.9%	12,303	4.4%	11,809	4.2%	11,983	4.2%	12,017	4.2%	11,790	4.1%
Hiking (Day)	29,965	10.8%	32,511	11.6%	32,572	11.6%	32,496	11.5%	34,492	12.1%	34,519	12.0%	34,378	11.9%
Hunting (Rifle/Shotgun/Handgun/Bow)	14,138	5.1%	13,980	5.0%	15,273	5.4%	14,007	4.9%	14,887	5.2%	14,705	5.1%	13,526	4.7%
Hunting (Bow)	3,818	1.4%	3,770	1.3%	3,974	1.4%	4,067	1.4%	4,271	1.5%	4,354	1.5%	4,079	1.4%
Hunting (Handgun)	2,595	0.9%	2,734	1.0%	2,575	0.9%	2,493	0.9%	2,690	0.9%	3,112	1.1%	3,198	1.1%
Hunting (Rifle)	10,635	3.8%	10,490	3.8%	10,729	3.8%	10,632	3.7%	10,479	3.7%	10,485	3.7%	9,792	3.4%
Hunting (Shotgun)	8,545	3.1%	8,731	3.1%	8,490	3.0%	8,062	2.8%	8,678	3.0%	8,174	2.8%	7,894	2.7%
Kayak Fishing							1,044	0.4%	1,201	0.4%	1,409	0.5%	1,798	0.6%
Kayaking (Recreational)	5,070	1.8%	6,240	2.2%	6,212	2.2%	6,465	2.3%	8,229	2.9%	8,144	2.8%	8,716	3.0%
Kayaking (Sea/Touring)	1,485	0.5%	1,780	0.6%	1,771	0.6%	2,144	0.8%	2,029	0.7%	2,446	0.9%	2,694	0.9%
Kayaking (White Water)	1,207	0.4%	1,242	0.4%	1,369	0.5%	1,842	0.6%	1,546	0.5%	1,878	0.7%	2,146	0.7%
Rafting	4,340	1.6%	4,651	1.7%	4,318	1.5%	4,460	1.6%	3,821	1.3%	3,690	1.3%	3,836	1.3%
Running, Jogging, & Trail Running	41,957	15.2%	42,103	15.10%	44,732	15.90%	50,370	17.8%	51,495	18.0%	53,214	18.5%	57,545	19.8%
Running/Jogging	41,064	14.8%	41,130	14.7%	43,892	15.6%	49,408	17.4%	50,713	17.7%	52,187	18.2%	54,188	18.7%
Sailing	3,786	1.4%	4,226	1.5%	4,342	1.5%	3,869	1.4%	3,725	1.3%	3,841	1.3%	3,915	1.3%
Scuba Diving	2,965	1.1%	3,216	1.2%	2,723	1.0%	3,153	1.1%	2,579	0.9%	2,781	1.0%	3,174	1.1%
Shooting (Sport Clays)	4,115	1.5%	4,199	1.5%	4,232	1.5%	4,291	1.5%	4,296	1.5%	4,544	1.6%	4,479	1.5%
Shooting (Trap/Skeet)	3,376	1.2%	3,523	1.3%	3,519	1.2%	3,489	1.2%	3,453	1.2%	3,591	1.3%	3,784	1.3%
Skateboarding	8,429	3.0%	7,807	2.8%	7,352	2.6%	6,808	2.4%	5,827	2.0%	6,227	2.2%	6,350	2.2%
Skiing (Alpine/Downhill/Freeski/Telemark)														
Skiing (Cross-Country)	3,530	1.3%	3,689	1.3%	3,848	1.4%	4,157	1.5%	4,530	1.6%	4,318	1.5%	4,516	1.6%
Snorkeling	9,294	3.4%	10,296	3.7%	9,358	3.3%	9,305	3.3%	9,318	3.3%	8,664	3.0%	8,700	3.0%
Snowboarding	6,841	2.5%	7,000	2.5%	7,159	2.5%	7,421	2.6%	8,196	2.9%	7,579	2.6%	7,351	2.5%
Snowshoeing	2,400	0.9%	2,661	1.0%	4,922	1.7%	3,431	1.2%	3,823	1.3%	4,111	1.4%	4,029	1.4%
Stand Up Paddling							1,050	0.4%	1,242	0.4%	1,542	0.5%	1,993	0.7%
Surfing	2,206	0.8%	2,607	0.9%	2,403	0.9%	2,767	1.0%	2,195	0.8%	2,545	0.9%	2,658	0.9%
Trail Running	4,216	1.5%	4,857	1.7%	4,833	1.7%	5,136	1.8%	5,610	2.0%	6,003	2.1%	6,792	2.3%
Triathlon (Non-Traditional/Off Road)	483	0.2%	602	0.2%	666	0.2%	929	0.3%	709	0.2%	1,442	0.5%	1,390	0.5%
Triathlon (Traditional/Road)	798	0.3%	1,087	0.4%	1,208	0.4%	1,978	0.7%	1,393	0.5%	2,184	0.8%	2,262	0.8%
Wakeboarding	3,521	1.3%	3,544	1.3%	3,577	1.3%	3,645	1.3%	3,389	1.2%	3,368	1.2%	3,316	1.1%
Wildlife Viewing (more than 1/4 mile from vehicle/home)	22,974	8.3%	24,113	8.6%	21,291	7.6%	21,025	7.4%	21,964	7.7%	22,482	7.8%	21,359	7.4%
Winter Fat Biking														

**PARTICIPANT ACTIVITY  
AGES 6+**

	2014		2015		2016		2017		2018		2019		2020	
	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%
Archery	8,435	2.9%	8,378	2.8%	7,903	2.7%	7,769	2.6%	7,654	2.5%	7,449	2.5%	7,249	2.4%
Adventure Racing	2,368	0.8%	2,864	1.0%	2,999	1.0%	2,529	0.8%	2,215	0.7%	2,143	0.7%	1,966	0.6%
Backpacking Overnight (more than 1/4 mile from vehicle/home)	10,101	3.5%	10,100	3.4%	10,151	3.4%	10,975	3.7%	10,540	3.5%	10,660	3.5%	10,746	3.5%
Bicycling (BMX)	2,350	0.8%	2,690	0.9%	3,104	1.0%	3,413	1.1%	3,439	1.1%	3,648	1.2%	3,880	1.3%
Bicycling (Mountain/Non-Paved Surface)	8,044	2.8%	8,316	2.8%	8,615	2.9%	8,609	2.9%	8,690	2.9%	8,622	2.8%	8,998	3.0%
Bicycling (Road/Mountain/BMX)	44,014	15.1%	43,073	14.6%	45,827	15.5%	47,535	16.0%	47,877	15.9%	48,883	16.1%	52,730	17.3%
Bicycling (Road/Paved Surface)	39,725	13.6%	38,280	13.0%	38,365	13.0%	38,866	13.0%	39,041	13.0%	39,388	13.0%	44,471	14.6%
Birdwatching (more than 1/4 mile from vehicle/home)	13,179	4.5%	13,093	4.5%	11,589	3.9%	12,296	4.1%	12,344	4.1%	12,817	4.2%	15,228	5.0%
Boardsailing/Windsurfing	1,562	0.5%	1,766	0.6%	1,737	0.6%	1,573	0.5%	1,556	0.5%	1,405	0.5%	1,268	0.4%
Camping (Car, Backyard, Backpacking, & RV)	40,500	13.9%	40,015	13.6%	40,518	13.7%	41,768	14.1%	41,674	13.9%	41,757	13.8%	47,935	15.8%
Camping (RV)	14,633	5.0%	14,699	5.0%	15,855	5.4%	16,159	5.4%	15,980	5.3%	15,426	5.1%	17,825	5.9%
Camping (within 1/4 mile of vehicle/home)	28,660	9.8%	27,742	9.4%	26,467	8.9%	26,262	8.8%	27,416	9.1%	28,183	9.3%	36,082	11.9%
Canoeing	10,044	3.4%	10,236	3.5%	10,046	3.4%	9,220	3.1%	9,129	3.0%	8,995	3.0%	9,595	3.2%
Climbing (Indoor)							5,045	1.7%	5,112	1.7%	5,309	1.8%	5,535	1.8%
Climbing (Sport/Boulder)							2,103	0.7%	2,184	0.7%	2,183	0.7%	2,290	0.8%
Climbing (Traditional/Ice/Mountaineering)	2,457	0.8%	2,571	0.9%	2,790	0.9%	2,527	0.8%	2,541	0.8%	2,400	0.8%	2,456	0.8%
Fishing (Fly)	5,842	2.0%	6,089	2.1%	6,456	2.2%	6,791	2.3%	6,939	2.3%	7,014	2.3%	7,753	2.6%
Fishing (Fly/Salt/Fresh)	46,045	15.8%	45,687	15.5%	47,151	15.9%	49,081	16.6%	49,423	16.4%	50,165	16.6%	54,744	18.0%
Fishing (Freshwater/Other)	37,821	12.9%	37,682	12.8%	38,121	12.9%	38,346	12.9%	38,998	13.0%	39,185	12.9%	42,556	14.0%
Fishing (Saltwater)	11,817	4.0%	11,975	4.1%	12,266	4.1%	13,062	4.4%	12,830	4.3%	13,193	4.4%	14,527	4.8%
Hiking (Day)	36,222	12.4%	37,232	12.7%	42,128	14.2%	44,900	15.1%	47,860	15.9%	49,697	16.4%	57,808	19.0%
Hunting (Rifle/Shotgun/Handgun/Bow)	14,847	5.1%	15,526	5.3%	15,467	5.2%	15,626	5.3%	15,689	5.2%	15,088	5.0%	14,996	4.9%
Hunting (Bow)	4,411	1.5%	4,564	1.6%	4,427	1.5%	4,640	1.6%	4,601	1.5%	4,628	1.5%	4,656	1.5%
Hunting (Handgun)	3,091	1.1%	3,400	1.2%	3,512	1.2%	3,240	1.1%	3,202	1.1%	3,015	1.0%	2,998	1.0%
Hunting (Rifle)	10,081	3.5%	10,778	3.7%	10,797	3.6%	11,190	3.8%	11,272	3.7%	11,084	3.7%	11,098	3.7%
Hunting (Shotgun)	8,220	2.8%	8,438	2.9%	8,271	2.8%	8,552	2.9%	8,298	2.8%	8,083	2.7%	7,874	2.6%
Kayak Fishing	2,074	0.7%	2,265	0.8%	2,373	0.8%	2,371	0.8%	2,535	0.8%	2,748	0.9%	3,016	1.0%
Kayaking (Recreational)	8,855	3.0%	9,499	3.2%	10,017	3.4%	10,533	3.5%	11,017	3.7%	11,382	3.8%	13,002	4.3%
Kayaking (Sea/Touring)	2,912	1.0%	3,079	1.0%	3,124	1.1%	2,955	1.0%	2,805	0.9%	2,652	0.9%	2,508	0.8%
Kayaking (White Water)	2,351	0.8%	2,518	0.9%	2,552	0.9%	2,500	0.8%	2,562	0.9%	2,583	0.9%	2,605	0.9%
Rafting	3,781	1.3%	3,883	1.3%	3,428	1.2%	3,479	1.2%	3,404	1.1%	3,438	1.1%	3,474	1.1%
Running, Jogging, & Trail Running	53,700	18.4%	51,515	17.5%	52,325	17.7%	55,922	18.9%	57,831	19.2%	61,012	20.2%	63,753	21.0%
Running/Jogging	51,127	17.5%	48,496	16.5%	47,384	16.0%	50,770	17.0%	49,459	16.5%	50,052	16.5%	50,652	16.7%
Sailing	3,924	1.3%	4,099	1.4%	4,095	1.4%	3,974	1.3%	3,754	1.2%	3,618	1.2%	3,486	1.1%
Scuba Diving	3,145	1.1%	3,274	1.1%	3,111	1.1%	2,874	1.0%	2,849	0.9%	2,715	0.9%	2,588	0.9%
Shooting (Sport Clays)	4,645	1.6%	5,362	1.8%	5,471	1.8%	5,078	1.7%	5,091	1.7%	4,852	1.6%	4,699	1.5%
Shooting (Trap/Skeet)	3,837	1.3%	4,368	1.5%	4,600	1.6%	4,300	1.5%	4,515	1.5%	4,057	1.3%	3,837	1.3%
Skateboarding	6,582	2.3%	6,436	2.2%	6,442	2.2%	6,382	2.1%	6,500	2.2%	6,610	2.2%	8,872	2.9%
Skiing (Alpine/Downhill/Freeski/Telemark)									14,726	4.9%	14,884	4.9%	14,347	4.7%
Skiing (Cross-Country)	4,291	1.5%	4,146	1.4%	4,640	1.6%	5,059	1.7%	5,104	1.7%	4,877	1.6%	4,768	1.6%
Snorkeling	8,752	3.0%	8,874	3.0%	8,717	2.9%	8,384	2.8%	7,815	2.6%	7,659	2.5%	7,729	2.5%
Snowboarding	7,399	2.5%	7,676	2.6%	7,602	2.6%	7,557	2.5%	7,126	2.4%	7,798	2.6%	7,885	2.6%
Snowshoeing	3,603	1.2%	3,885	1.3%	3,533	1.2%	3,711	1.2%	3,530	1.2%	3,421	1.1%	3,385	1.1%
Stand Up Paddling	2,751	0.9%	3,020	1.0%	3,220	1.1%	3,325	1.1%	3,453	1.1%	3,562	1.2%	3,675	1.2%
Surfing	2,721	0.9%	2,701	0.9%	2,793	0.9%	2,680	0.9%	2,874	1.0%	2,964	1.0%	3,800	1.2%
Trail Running	7,531	2.6%	8,139	2.8%	8,582	2.9%	9,149	3.1%	10,010	3.3%	10,997	3.6%	11,854	3.9%
Triathlon (Non-Traditional/Off Road)	1,411	0.5%	1,744	0.6%	1,705	0.6%	1,878	0.6%	1,589	0.5%	1,472	0.5%	1,363	0.4%
Triathlon (Traditional/Road)	2,203	0.8%	2,498	0.8%	2,374	0.8%	2,162	0.7%	2,168	0.7%	2,001	0.7%	1,846	0.6%
Wakeboarding	3,125	1.1%	3,226	1.1%	2,912	1.0%	3,005	1.0%	2,796	0.9%	2,729	0.9%	2,754	0.9%
Wildlife Viewing (more than 1/4 mile from vehicle/home)	21,110	7.2%	20,718	7.0%	20,746	7.0%	20,351	6.8%	20,556	6.8%	20,040	6.6%	21,038	6.9%
Winter Fat Biking									1,440	0.5%	1,567	0.5%	1,580	0.5%



**PARTICIPANT ACTIVITY  
AGES 6 TO 17**

	2007		2008		2009		2010		2011		2012		2013	
	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%
Archery	2,216	4.4%	2,121	4.3%	2,207	4.4%	2,202	4.4%	2,347	4.6%	2,323	4.6%	2,770	5.5%
Adventure Racing	104	0.2%	125	0.3%	147	0.3%	183	0.4%	144	0.3%	362	0.7%	341	0.7%
Backpacking Overnight (more than 1/4 mile from vehicle/home)	1,786	3.6%	2,067	4.2%	1,849	3.7%	2,228	4.4%	1,778	3.5%	2,219	4.4%	2,536	5.0%
Bicycling (BMX)	935	1.9%	1,045	2.1%	726	1.5%	1,165	2.3%	783	1.5%	940	1.9%	1,014	2.0%
Bicycling (Mountain/Non-Paved Surface)	1,775	3.5%	2,083	4.2%	1,793	3.6%	1,927	3.8%	1,567	3.1%	1,612	3.2%	1,877	3.7%
Bicycling (Road/Mountain/BMX)	15,550	30.9%	14,716	29.6%	14,652	29.3%	13,657	27.1%	13,283	26.2%	13,421	26.7%	13,498	26.6%
Bicycling (Road/Paved Surface)	14,336	28.5%	13,325	26.8%	13,652	27.3%	12,442	24.7%	12,330	24.3%	12,397	24.7%	12,363	24.4%
Birdwatching (more than 1/4 mile from vehicle/home)	1,194	2.4%	1,320	2.7%	1,473	2.9%	1,619	3.2%	1,661	3.3%	1,813	3.6%	1,967	3.9%
Boardsailing/Windsurfing	228	0.5%	236	0.5%	200	0.4%	221	0.4%	109	0.2%	215	0.4%	322	0.6%
Camping (Car, Backyard, Backpacking, & RV)	12,230	24.3%	11,583	23.3%	11,917	23.8%	11,559	23.0%	12,170	24.0%	10,734	21.4%	10,994	21.7%
Camping (RV)	4,284	8.5%	3,783	7.6%	4,045	8.1%	3,810	7.6%	3,941	7.8%	3,732	7.4%	3,815	7.5%
Camping (within 1/4 mile of vehicle/home)	9,627	19.1%	9,012	18.1%	9,252	18.5%	8,779	17.4%	9,147	18.0%	8,065	16.1%	8,046	15.9%
Canoeing	2,564	5.1%	2,497	5.0%	2,416	4.8%	2,811	5.6%	2,435	4.8%	2,735	5.4%	2,543	5.0%
Climbing (Indoor)														
Climbing (Sport/Boulder)														
Climbing (Traditional/Ice/Mountaineering)	510	1.0%	441	0.9%	282	0.6%	354	0.7%	272	0.5%	436	0.9%	477	0.9%
Fishing (Fly)	711	1.4%	734	1.5%	880	1.8%	834	1.7%	735	1.4%	715	1.4%	913	1.8%
Fishing (Fly/Salt/Fresh)	12,394	24.7%	11,282	22.7%	11,240	22.5%	10,254	20.4%	10,330	20.4%	9,945	19.8%	10,307	20.3%
Fishing (Freshwater/Other)	10,932	21.7%	9,912	20.0%	9,987	20.0%	8,984	17.8%	9,038	17.8%	8,962	17.8%	9,020	17.8%
Fishing (Saltwater)	2,579	5.1%	2,257	4.5%	2,028	4.1%	1,816	3.6%	1,926	3.8%	1,935	3.9%	1,858	3.7%
Hiking (Day)	5,800	11.5%	6,078	12.2%	6,128	12.3%	5,976	11.9%	6,391	12.6%	6,114	12.2%	6,196	12.2%
Hunting (Rifle/Shotgun/Handgun/Bow)	2,088	4.2%	2,138	4.3%	2,225	4.4%	2,236	4.4%	2,296	4.5%	2,294	4.6%	2,463	4.9%
Hunting (Bow)	579	1.2%	484	1.0%	513	1.0%	492	1.0%	570	1.1%	552	1.1%	688	1.4%
Hunting (Handgun)	158	0.3%	130	0.3%	122	0.2%	150	0.3%	195	0.4%	248	0.5%	270	0.5%
Hunting (Rifle)	1,466	2.9%	1,487	3.0%	1,532	3.1%	1,565	3.1%	1,607	3.2%	1,585	3.2%	1,647	3.3%
Hunting (Shotgun)	1,087	2.2%	1,156	2.3%	1,082	2.2%	1,097	2.2%	1,089	2.1%	1,080	2.1%	1,060	2.1%
Kayak Fishing							96	0.2%	181	0.4%	220	0.4%	295	0.6%
Kayaking (Recreational)	1,056	2.1%	1,227	2.5%	1,199	2.4%	1,152	2.3%	1,388	2.7%	1,743	3.5%	1,628	3.2%
Kayaking (Sea/Touring)	241	0.5%	178	0.4%	164	0.3%	358	0.7%	228	0.4%	333	0.7%	388	0.8%
Kayaking (White Water)	197	0.4%	165	0.3%	312	0.6%	256	0.5%	151	0.3%	432	0.9%	422	0.8%
Rafting	993	2.0%	869	1.8%	1,064	2.1%	966	1.9%	750	1.5%	793	1.6%	859	1.7%
Running, Jogging, & Trail Running	11,223	22.3%	9,552	19.2%	10,048	20.1%	11,360	22.6%	11,728	23.1%	12,133	24.1%	12,049	23.8%
Running/Jogging	11,102	22.1%	9,377	18.9%	9,999	20.0%	11,176	22.2%	11,587	22.9%	11,951	23.8%	11,871	23.4%
Sailing	526	1.0%	603	1.2%	664	1.3%	580	1.2%	382	0.8%	562	1.1%	663	1.3%
Scuba Diving	278	0.6%	323	0.7%	277	0.6%	306	0.6%	243	0.5%	379	0.8%	494	1.0%
Shooting (Sport Clays)	549	1.1%	536	1.1%	533	1.1%	581	1.2%	553	1.1%	554	1.1%	588	1.2%
Shooting (Trap/Skeet)	462	0.9%	464	0.9%	425	0.9%	403	0.8%	354	0.7%	376	0.7%	385	0.8%
Skateboarding	5,783	11.5%	5,469	11.0%	4,968	9.9%	4,377	8.7%	3,736	7.4%	3,797	7.6%	3,481	6.9%
Skiing (Alpine/Downhill/Freeski/Telemark)	2,648	5.3%	2,704	5.4%	2,737	5.5%	2,848	5.7%	2,843	5.6%	2,980	5.9%	3,323	6.6%
Skiing (Cross-Country)	568	1.1%	628	1.3%	661	1.3%	739	1.5%	635	1.3%	579	1.2%	855	1.7%
Snorkeling	1,610	3.2%	1,700	3.4%	1,315	2.6%	1,211	2.4%	1,480	2.9%	1,194	2.4%	1,597	3.2%
Snowboarding	2,396	4.8%	2,267	4.6%	2,370	4.7%	2,561	5.1%	2,025	4.0%	1,676	3.3%	1,985	3.9%
Snowshoeing	400	0.8%	474	1.0%	599	1.2%	615	1.2%	528	1.0%	681	1.4%	824	1.6%
Stand Up Paddling							242	0.5%	186	0.4%	290	0.6%	550	1.1%
Surfing	465	0.9%	520	1.0%	589	1.2%	547	1.1%	523	1.0%	715	1.4%	664	1.3%
Trail Running	657	1.3%	618	1.2%	501	1.0%	676	1.3%	689	1.4%	810	1.6%	858	1.7%
Triathlon (Non-Traditional/Off Road)	90	0.2%	80	0.2%	155	0.3%	93	0.2%	72	0.1%	221	0.4%	255	0.5%
Triathlon (Traditional/Road)	113	0.2%	240	0.5%	136	0.3%	328	0.7%	168	0.3%	415	0.8%	440	0.9%
Wakeboarding	1,437	2.9%	1,084	2.2%	1,096	2.2%	1,089	2.2%	1,126	2.2%	998	2.0%	1,029	2.0%
Wildlife Viewing (more than 1/4 mile from vehicle/home)	2,967	5.9%	3,213	6.5%	2,775	5.5%	3,035	6.0%	3,351	6.6%	3,197	6.4%	3,128	6.2%
Winter Fat Biking														

**PARTICIPANT ACTIVITY  
AGES 6 TO 17**

	2014		2015		2016		2017		2018		2019		2020	
	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%	#(000's)	%
Archery	2,951	5.8%	2,839	5.5%	2,699	5.3%	2,545	4.9%	2,490	4.8%	2,403	4.8%	2,273	4.6%
Adventure Racing	525	1.0%	1,002	1.9%	939	1.8%	866	1.7%	853	1.7%	557	1.1%	609	1.2%
Backpacking Overnight (more than 1/4 mile from vehicle/home)	2,729	5.3%	2,994	5.8%	2,739	5.4%	2,467	4.8%	2,374	4.6%	1,491	3.0%	1,776	3.6%
Bicycling (BMX)	1,261	2.5%	1,526	3.0%	1,650	3.2%	1,609	3.1%	1,730	3.4%	1,578	3.2%	2,577	5.3%
Bicycling (Mountain/Non-Paved Surface)	1,736	3.4%	1,975	3.8%	1,889	3.7%	2,029	3.9%	1,982	3.8%	1,992	4.0%	2,059	4.2%
Bicycling (Road/Mountain/BMX)	12,953	25.4%	12,461	24.2%	12,889	25.2%	12,535	24.3%	12,703	24.6%	12,743	25.6%	13,555	27.6%
Bicycling (Road/Paved Surface)	11,610	22.7%	10,696	20.8%	10,995	21.5%	10,731	20.8%	10,726	20.8%	11,102	22.3%	10,605	21.6%
Birdwatching (more than 1/4 mile from vehicle/home)	1,893	3.7%	1,616	3.1%	1,557	3.0%	1,525	3.0%	1,483	2.9%	1,350	2.7%	1,825	3.7%
Boardsailing/Windsurfing	495	1.0%	790	1.5%	673	1.3%	650	1.3%	610	1.2%	406	0.8%	587	1.2%
Camping (Car, Backyard, Backpacking, & RV)	10,452	20.5%	10,860	21.1%	10,661	20.8%	10,656	20.7%	10,560	20.5%	11,268	22.6%	11,988	24.4%
Camping (RV)	3,623	7.1%	3,592	7.0%	3,785	7.4%	3,954	7.7%	3,820	7.4%	3,724	7.5%	2,879	5.9%
Camping (within 1/4 mile of vehicle/home)	7,490	14.7%	6,769	13.2%	6,505	12.7%	6,135	11.9%	6,685	13.0%	8,920	17.9%	9,485	19.3%
Canoeing	2,523	4.9%	2,454	4.8%	2,249	4.4%	2,029	3.9%	1,953	3.8%	1,415	2.8%	1,716	3.5%
Climbing (Indoor)							1,612	3.1%	1,767	3.4%	1,200	2.4%	1,681	3.4%
Climbing (Sport/Boulder)							655	1.3%	703	1.4%	317	0.6%	635	1.3%
Climbing (Traditional/Ice/Mountaineering)	708	1.4%	780	1.5%	762	1.5%	649	1.3%	652	1.3%	380	0.8%	532	1.1%
Fishing (Fly)	938	1.8%	1,267	2.5%	1,229	2.4%	1,419	2.8%	1,468	2.8%	1,254	2.5%	1,862	3.8%
Fishing (Fly/Salt/Fresh)	10,566	20.7%	10,685	20.8%	10,974	21.4%	11,596	22.5%	11,246	21.8%	10,851	21.8%	11,801	24.1%
Fishing (Freshwater/Other)	9,135	17.9%	9,546	18.6%	8,936	17.5%	9,191	17.8%	9,052	17.5%	9,176	18.4%	9,079	18.5%
Fishing (Saltwater)	2,004	3.9%	2,221	4.3%	2,160	4.2%	2,376	4.6%	2,369	4.6%	2,337	4.7%	2,646	5.4%
Hiking (Day)	6,749	13.2%	7,719	15.0%	7,446	14.5%	8,219	15.9%	8,315	16.1%	8,887	17.8%	9,221	18.8%
Hunting (Rifle/Shotgun/Handgun/Bow)	2,685	5.3%	3,423	6.7%	2,969	5.8%	3,212	6.2%	3,102	6.0%	2,869	5.8%	3,097	6.3%
Hunting (Bow)	698	1.4%	1,039	2.0%	1,055	2.1%	1,090	2.1%	942	1.8%	910	1.8%	1,133	2.3%
Hunting (Handgun)	342	0.7%	667	1.3%	648	1.3%	653	1.3%	615	1.2%	413	0.8%	396	0.8%
Hunting (Rifle)	1,687	3.3%	2,234	4.3%	2,173	4.2%	2,246	4.4%	1,915	3.7%	1,876	3.8%	1,701	3.5%
Hunting (Shotgun)	1,257	2.5%	1,633	3.2%	1,583	3.1%	1,457	2.8%	1,304	2.5%	1,268	2.5%	1,109	2.3%
Kayak Fishing	234	0.5%	295	0.6%	280	0.5%	270	0.5%	282	0.5%	329	0.7%	796	1.6%
Kayaking (Recreational)	1,771	3.5%	2,083	4.0%	1,988	3.9%	1,864	3.6%	2,525	4.9%	1,997	4.0%	2,256	4.6%
Kayaking (Sea/Touring)	536	1.0%	890	1.7%	743	1.5%	718	1.4%	802	1.6%	448	0.9%	452	0.9%
Kayaking (White Water)	628	1.2%	819	1.6%	661	1.3%	772	1.5%	828	1.6%	655	1.3%	795	1.6%
Rafting	989	1.9%	1,086	2.1%	869	1.7%	819	1.6%	609	1.2%	514	1.0%	714	1.5%
Running, Jogging, & Trail Running	11,289	22.1%	10,505	20.4%	11,002	21.5%	11,038	21.4%	13,662	26.5%	11,592	23.3%	10,897	22.2%
Running/Jogging	10,873	21.3%	9,855	19.2%	10,396	20.3%	10,447	20.3%	12,664	24.5%	10,436	20.9%	9,436	19.2%
Sailing	736	1.4%	909	1.8%	811	1.6%	742	1.4%	808	1.6%	621	1.2%	797	1.6%
Scuba Diving	487	1.0%	577	1.1%	520	1.0%	505	1.0%	595	1.2%	412	0.8%	530	1.1%
Shooting (Sport Clays)	717	1.4%	906	1.8%	1,015	2.0%	920	1.8%	940	1.8%	877	1.8%	903	1.8%
Shooting (Trap/Skeet)	552	1.1%	654	1.3%	702	1.4%	640	1.2%	686	1.3%	623	1.3%	574	1.2%
Skateboarding	3,294	6.5%	3,084	6.0%	3,222	6.3%	2,943	5.7%	3,746	7.3%	3,271	6.6%	3,263	6.7%
Skiing (Alpine/Downhill/Freeski/Telemark)	3,959	7.8%	4,684	9.1%	4,568	8.9%	4,040	7.8%	2,836	5.5%	1,995	4.0%	1,967	4.0%
Skiing (Cross-Country)	1,273	2.5%	1,063	2.1%	1,139	2.2%	1,028	2.0%	1,394	2.7%	981	2.0%	1,205	2.5%
Snorkeling	1,485	2.9%	1,665	3.2%	1,541	3.0%	1,441	2.8%	1,460	2.8%	1,326	2.7%	1,069	2.2%
Snowboarding	2,093	4.1%	2,032	4.0%	2,236	4.4%	2,171	4.2%	3,106	6.0%	2,334	4.7%	2,841	5.8%
Snowshoeing	838	1.6%	716	1.4%	619	1.2%	519	1.0%	709	1.4%	674	1.4%	924	1.9%
Stand Up Paddling	570	1.1%	823	1.6%	621	1.2%	622	1.2%	556	1.1%	592	1.2%	614	1.3%
Surfing	684	1.3%	703	1.4%	780	1.5%	703	1.4%	1,046	2.0%	781	1.6%	1,139	2.3%
Trail Running	1,148	2.2%	1,583	3.1%	1,555	3.0%	1,514	2.9%	2,438	4.7%	2,390	4.8%	2,731	5.6%
Triathlon (Non-Traditional/Off Road)	297	0.6%	601	1.2%	404	0.8%	370	0.7%	371	0.7%	320	0.6%	355	0.7%
Triathlon (Traditional/Road)	434	0.9%	616	1.2%	426	0.8%	453	0.9%	347	0.7%	462	0.9%	568	1.2%
Wakeboarding	838	1.6%	997	1.9%	824	1.6%	736	1.4%	673	1.3%	679	1.4%	526	1.1%
Wildlife Viewing (more than 1/4 mile from vehicle/home)	3,354	6.6%	3,269	6.4%	3,221	6.3%	2,992	5.8%	3,650	7.1%	2,641	5.3%	2,786	5.7%
Winter Fat Biking									272	0.5%	262	0.5%	262	1.8%





# METHODOLOGY



# METHODOLOGY

## How was the participation study conducted?

During 2020, a total of 18,000 online interviews were carried out with a nationwide sample of individuals from U.S. proprietary online panels representative of the U.S. population for people ages six and over. Strict quotas associated with gender, age, income, region, and ethnicity were followed to ensure a balanced sample.

The 2020 participation survey sample size of 18,000 completed interviews provides a high degree of statistical accuracy. All surveys are subject to some level of standard error - that is, the degree to which the results might differ from those obtained by a complete census of every person in the U.S. A sport or activity with a participation rate of 5% has a confidence interval of plus or minus 0.32 percentage points at the 95 percent confidence level.

A weighting technique was used to balance the data to reflect the total U.S. population ages six and above. The following variables were used: gender, age, income, ethnicity, household size, region, and population density. The total population figure used was 303,971,652 people age six and over. Activity reported is based on a rolling 12-month participation rate. "Inactivity" was defined to include those participants who reported no to limited physical activity during the reporting year.

## YOUTH INTERVIEWS

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

## ABOUT THE PHYSICAL ACTIVITY COUNCIL (PAC)

The survey that forms the basis of the 2021 Outdoor Participation Trends Report is produced by the Physical Activity Council (PAC), which is a partnership of leading organizations in the U.S. sports, fitness and leisure industries. While the overall aim of the survey is to establish levels of activity and identify key trends in sports, fitness and recreation participation, each partner produces detailed reports on specific areas of interest. Partners include: Outdoor Foundation (OF); National Golf Foundation (NGF); Snowsports Industries America (SIA); Tennis Industry Association (TIA); USA Football; United States Tennis Association (USTA), International Health and Racquet and Sportsclub Association (IHRSA); and Sport and Fitness Industry Association (SFIA).

## NOTES

Unless otherwise noted, the data in this report was collected during the 2020 participation survey, which focused on American participation in the 2020 calendar year. Please note that some information includes data that was collected during previous surveys, as some questions are not asked every year.



---

**OUTDOOR FOUNDATION**

P.O. Box 21497  
Boulder, CO 80308 USA  
303.444.3353

**OUTDOORFOUNDATION.ORG**

