

# The Next Generation of Outdoor Participants

– 2007 –



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**Outdoor Industry Foundation** (OIF) is a not-for-profit 501(c)3 foundation established by Outdoor Industry Association to inspire and grow future generations of outdoor enthusiasts. OIF's charter is to increase participation in outdoor recreation and to encourage and support healthier, more active lifestyles through education, partnerships, programs and advocacy.

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**OUTDOOR  
INDUSTRY  
FOUNDATION**

[WWW.OUTDOORINDUSTRYFOUNDATION.ORG](http://WWW.OUTDOORINDUSTRYFOUNDATION.ORG)

THE NEXT GENERATION OF OUTDOOR PARTICIPANTS [ page 2 ]

## PURPOSE AND METHODOLOGY

### Purpose:

**Outdoor Industry Foundation (OIF)** created *The Next Generation of Outdoor Participants* to gauge and understand the outdoor recreation participant in order to inspire and grow future generations of outdoor enthusiasts. With this report, OIF can aid the broader outdoor community in impacting the long term trends of outdoor participation.

**For a holistic analysis of activity**, exercise and the active outdoor lifestyle, crossover participation among outdoor activities and non-outdoor activities is identified. Rather than identifying trends in specific outdoor activities, *The Next Generation of Outdoor Participants* examines the active lifestyle profile of respondents. Future analysis will build on the trend created by this study's starting data points.

**Special consideration** is given to the youth segment - our future outdoor enthusiasts. This is the first participation survey that OIF has measured youth outdoor participation. It is important for OIF, the outdoor industry and policy makers to understand the trend in youth participation in outdoor activities and other activities such as ball sports and fitness activities to help reverse the national increase in inactivity and obesity.

### Methodology:

**The Next Generation of Outdoor Participants** is based on a survey commissioned by a partnership of associations and foundations, namely: Outdoor Industry Foundation®, National Golf Foundation, Sporting Goods Manufacturers Association and SnowSports Industries America.

**During late January/early February 2007**, 60,169 individuals completed an online survey. The survey used a nationwide sample of individuals from the US Online Panel operated by Synovate (formerly Market Facts). The total panel includes more than 1 million households, representing 2.6 million Americans, and is maintained as a representative sample of the U.S. population. Synovate over-sampled ethnic groups to boost response from typically under-responding groups.

**The data was weighted** to ensure it reflected the total U.S. population 6 years of age and older. The following variables were used: gender, age, income, household size, region, and population density. The total population figure used was 274,110,000 for 2006 data; 271,362,000 for 2005; and 272,734,000 for the two-year (2005 or 2006) participation analysis.

**The methodology and objective differs** from the previous Outdoor Industry Foundation participation study: *Outdoor Recreation Participation in the United States*. That report was published from 1998 to 2005 and can be found on the Outdoor Industry Foundation website: [www.outdoorindustryfoundation.org](http://www.outdoorindustryfoundation.org).

*An Expanded Methodology is located at the end of this report.*

## Outdoor Recreation is a Mainstay of American Culture

Participation in active outdoor recreation improves the well-being of Americans — both mental (cognitive and social) and physical wellness. Participation\* in bicycling, fishing, hiking, camping, and running/jogging (trail and road) remain the “gateway” outdoor activities, introducing millions of Americans to the active outdoor lifestyle.



ACTIVITY	PARTICIPANTS* in 2005 (in 000's)	PARTICIPANTS* in 2006 (in 000's)
Bicycling (any type)	39,461	42,510
Camping (backyard, car, or RV)	44,482	45,259
Fishing (any type)	50,634	51,815
Hiking (day)	28,057	29,406
Running/Jogging/Trail Running	35,558	38,525

\* Participation is defined as an American age 6 and older taking part in outdoor activities at least once in defined timeframe.

### **Bicycling (any type):**

Bicycling (BMX)

Bicycling (Mountain/Non-paved Surface)

Bicycling (Road/Paved Surface)

### **Camping (backyard, car, or RV):**

Camping (within ¼ mile of vehicle/home)

Camping (Recreational Vehicle)

### **Fishing (any type):**

Fishing (Fly)

Fishing (Freshwater-Other)

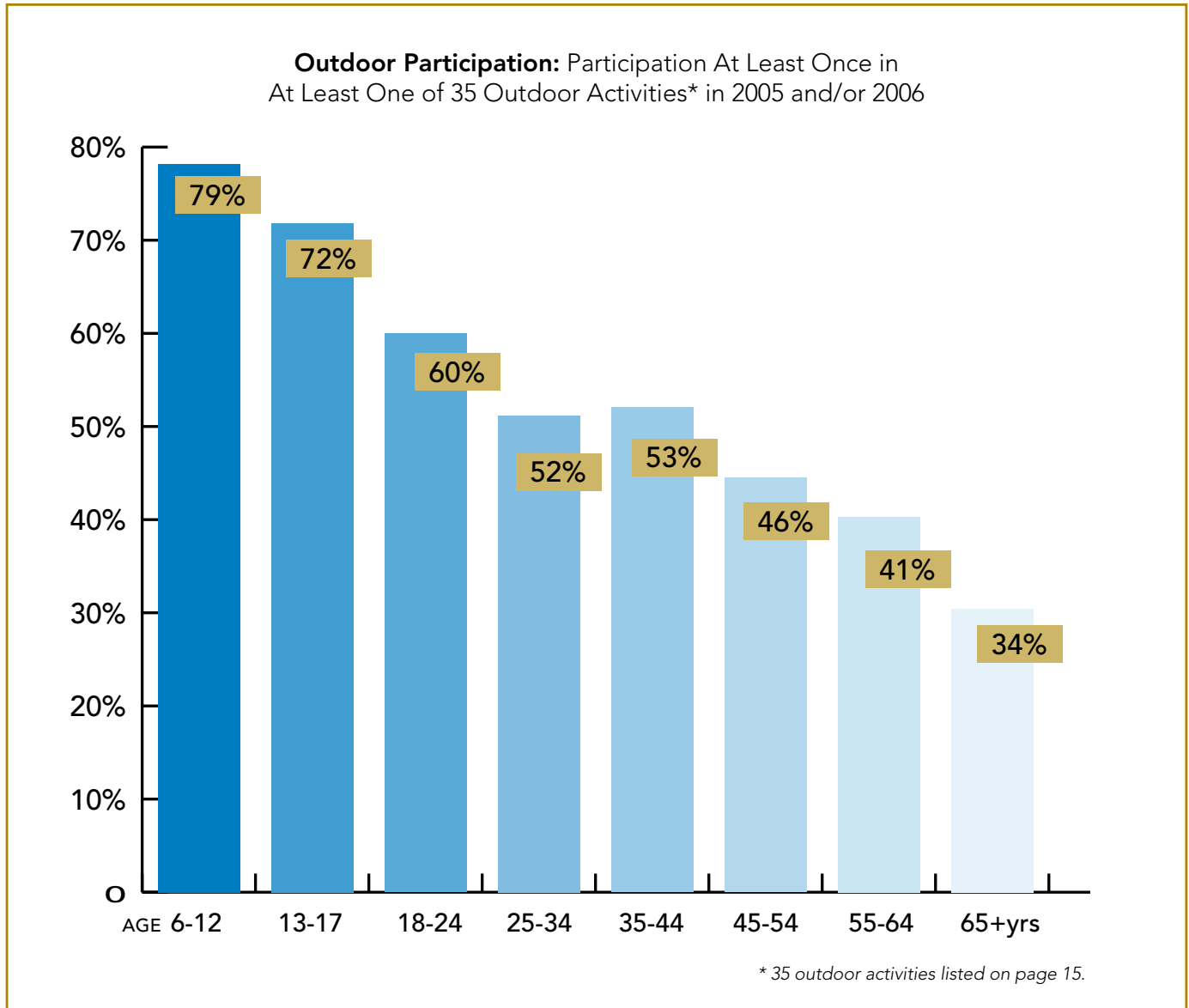
Fishing (Saltwater)

### **Encouraging participation**

in “gateway” outdoor activities leads to participation in other outdoor activities. A car camper or hiker is more likely to become a backpacker.

# OUTDOOR RECREATION PARTICIPATION DECLINES INTO ADULTHOOD

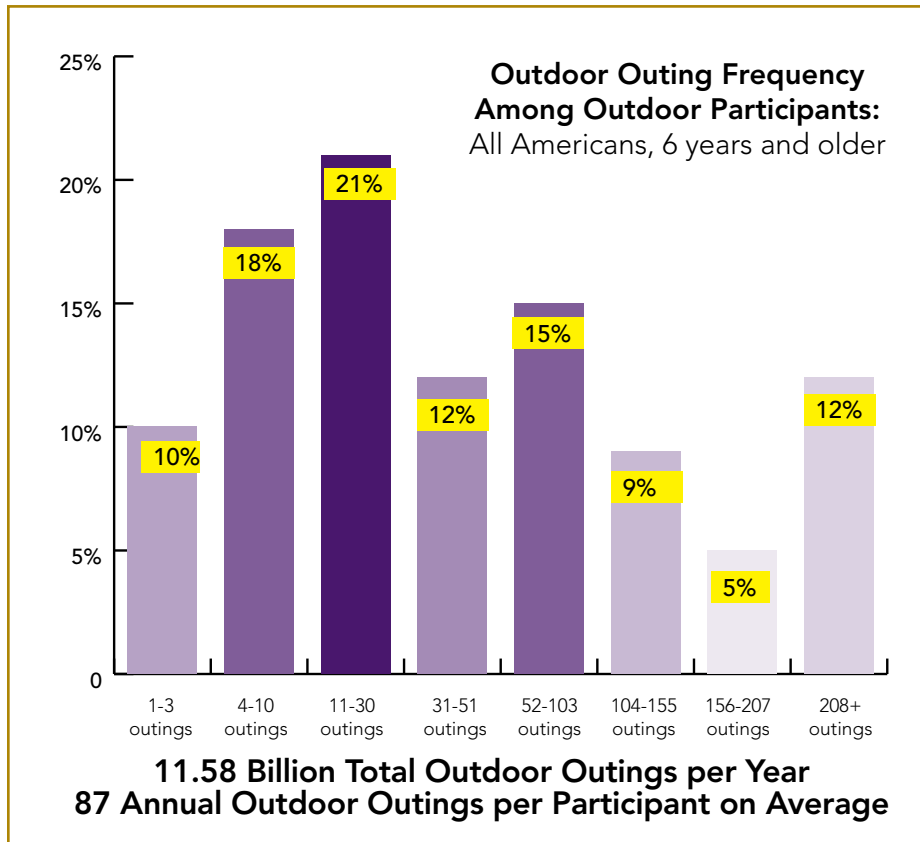
## Outdoor Recreation Participation Declines into Adulthood



**The two-year outdoor participation rate** ranges from a high of near 80% in the youngest age group to below 50% in later adulthood.

**Many Americans are being introduced to outdoor recreation** but are not staying interested in outdoor activities as they age. The outdoor community has the opportunity to maintain high outdoor participation into adulthood for the current generation of youth.

## Profile of American Outdoor Participants (Age 6 years and older; based on one year: 2006)



### Nearly half of American

outdoor participants took 30 or less outdoor outings in 2006.

### How much activity is recommended?

The Centers for Disease Control (CDC) recommends a minimum of 30 minutes of moderate-intensity activity on most days of the week for adults. In 2001, the CDC reported that 54.6% of Americans 18 years of age and older were not active enough to meet these recommendations.

### Although a decent number

of Americans are trying outdoor activities, only 26% of participants are taking part two times a week or more.

### Considering that 50% of outdoor participants

regard outdoor activities as their main source of exercise (*Exploring the Active Lifestyle*, Outdoor Industry Foundation 2004), America is experiencing an inactivity crisis.

### FAVORITE OUTDOOR ACTIVITIES OF ALL AMERICANS BY NUMBER OF OUTINGS:

#### 1. Running/Jogging/Trail Running:

3.65 billion outings / 95 outings per runner/jogger (trail or road)

#### 2. Bicycling (any type):

2.82 billion outings / 66 outings per bicyclist

#### 3. Fishing (any type):

1.17 billion outings / 23 outings per angler

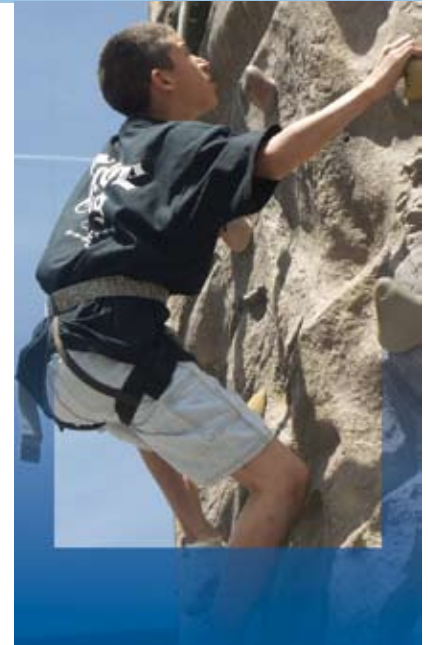
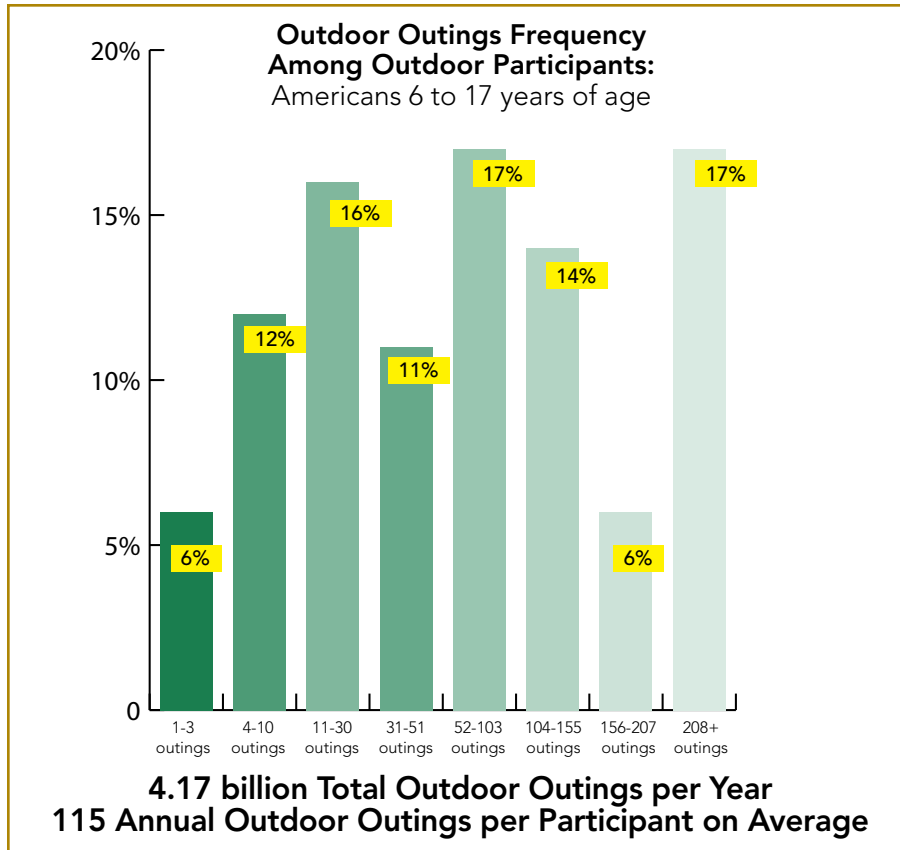
#### 4. Skateboarding:

712 million outings / 64 outing per skateboarder

#### 5. Wildlife Viewing (more than ¼ mile from vehicle/home):

642 million outings / 31 outing per wildlife watcher

## Profile of Youth Outdoor Participant (Age 6 to 17; based on one year: 2006)



**Even with higher overall outdoor recreation participation** and a higher percentage of participants that take part in an outdoor activity at least twice a week (37%) than other age groups, outdoor activity among youth makes up only a small portion of the U.S. Department of Health and Human Services recommended “60 minutes of physical activity on most, preferably all, days of the week.”

**The high number of outings** per youth participant in popular activities like bicycling and skateboarding shows that if youth start going outdoors, outdoor activity plays a significant role in satisfying their activity requirements in a fun way.

### FAVORITE OUTDOOR ACTIVITIES OF AMERICAN YOUTH BY NUMBER OF OUTINGS:

#### 1. Bicycling (any type):

1.47 billion outings / 78 outings per youth bicyclist

#### 2. Running/Jogging/Trail Running:

1.17 billion outings / 94 outings per jogger (trail or road)

#### 3. Skateboarding:

581 million outings / 66 outing per skateboarder

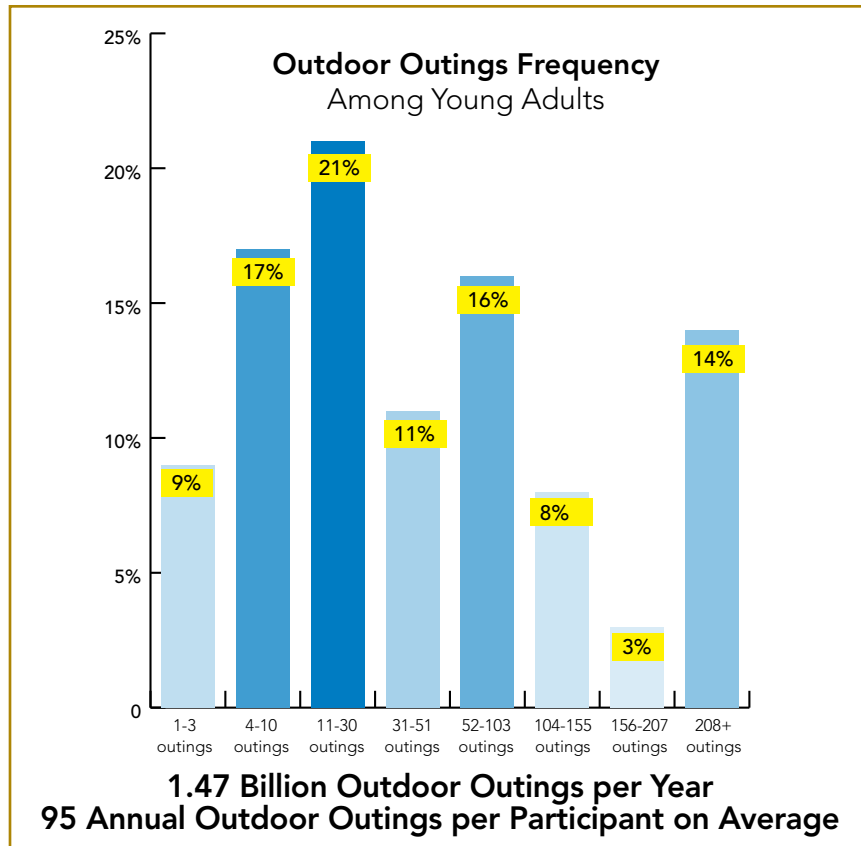
#### 4. Fishing (any type):

314 million outings / 20 outing per angler

#### 5. Wildlife Viewing (at least ¼ mile from vehicle/home):

112 million outings / 25 outing per wildlife viewer

## Profile of Young Adult Outdoor Participants (Age 18 to 24; based on one year: 2006)



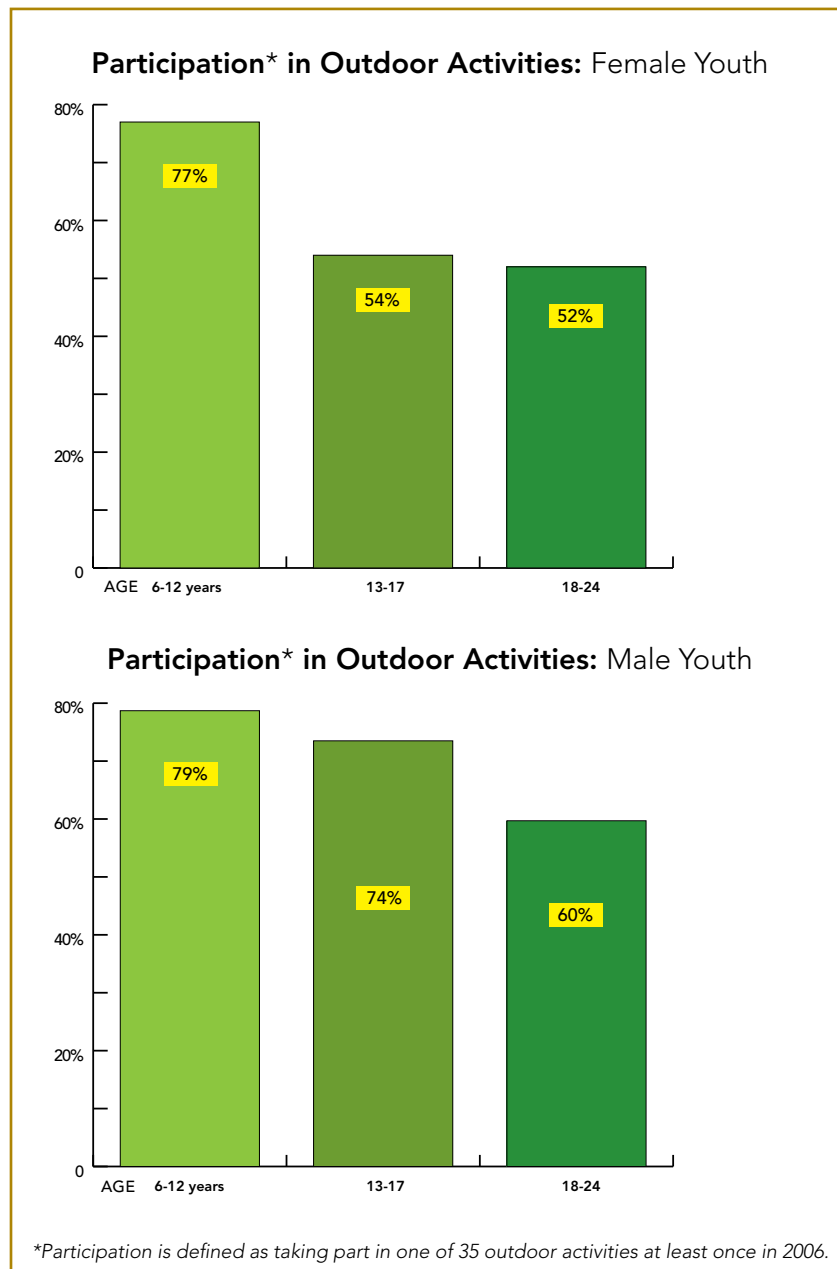
**The frequency of outdoor activity starts to drop off** from youth to young adulthood – the percentage of young adults who take part in outdoor activities twice a week or more drops to 25% for young adults, a 30% decrease from youth rates.

**Unfortunately,** young adult participation in outdoor activities and other sports and activities is not sufficient to meet recommended activity guidelines (CDC).

### FAVORITE OUTDOOR ACTIVITIES OF YOUNG ADULT AMERICANS BY NUMBER OF OUTINGS:

- 1. Running/Jogging/Trail Running:**  
654 million outings / 86 outings per jogger (trail or road)
- 2. Bicycling (any type):**  
227 million outings / 73 outings per young adult bicyclist
- 3. Fishing (any type):**  
130 million outings / 28 outing per angler
- 4. Skateboarding:**  
73 million outings / 75 outing per skateboarder
- 5. Wildlife Viewing (at least ¼ mile from vehicle/home):**  
49 million outings / 33 outing per wildlife viewer

## Outdoor Activities Start to Lose Appeal to Females in Their Teen Years and Males in Young Adulthood



***“A lot of girls my age don’t do sports anymore... they aren’t interested. So I like to encourage them.”***

Outdoor Idol™ – Age 12

*Outdoor Idols™ is an OIF program designed to celebrate youth role models in outdoor recreation.*

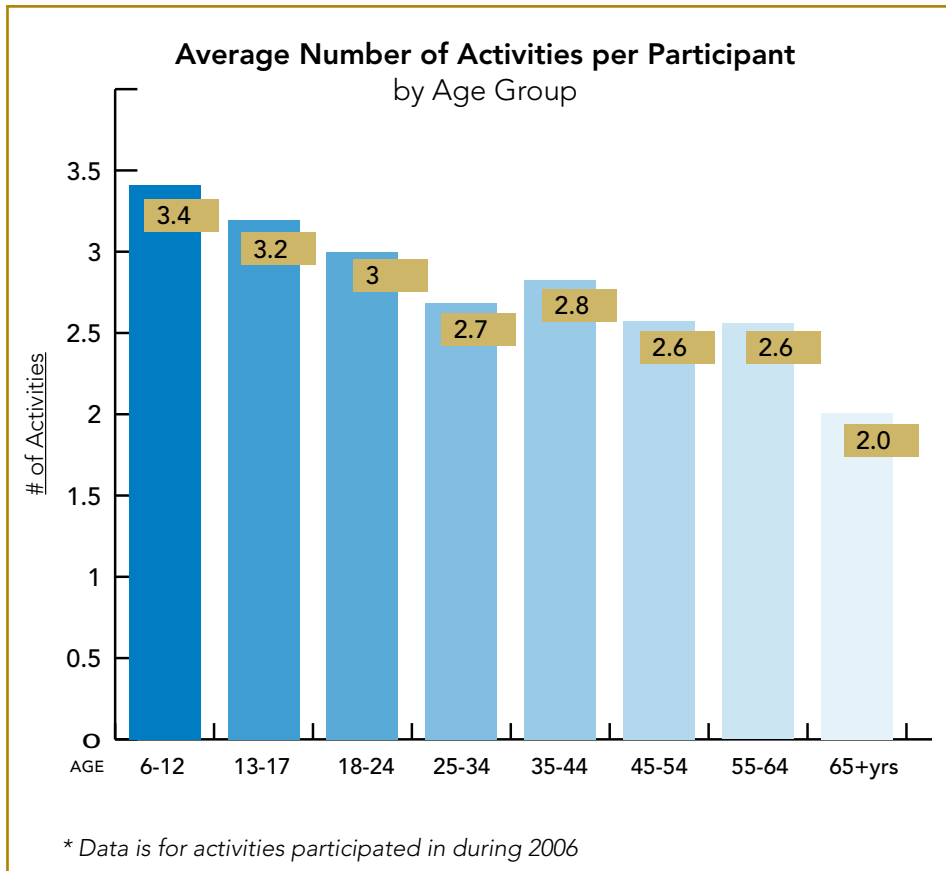
**76% of boys** try outdoor activities versus **69% of girls** (age 6-17).

**The drop-off in the outdoor participation rate** between the “child” age group (6 to 12 year olds) and the “teenage” group (13 to 17) is sharper among girls than boys.

**Mentor chains,** school programs and parents need to work together to stop the decline in the outdoor participation rate among girls as they enter teen years.

**The outdoor participation rate** drops sharply among males between the teenage years and young adulthood (18 to 24 year olds).

## Participants Take Part in Fewer Outdoor Activities As They Age

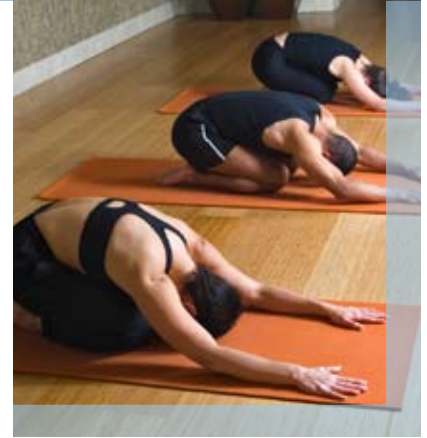


**Youth participate** in an average of 3.4 outdoor activities.

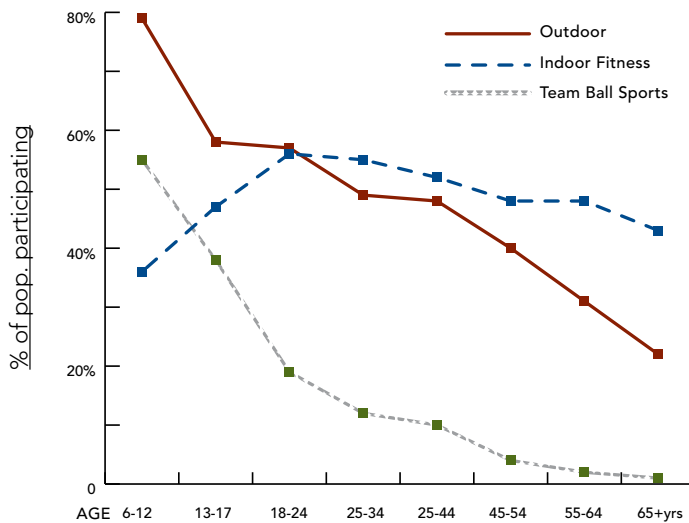
**Participants become more focused** as they age, taking part in a fewer number of activities.

*Allowing youth to experiment with different outdoor activities will help them discover how they fit in the active outdoor lifestyle — what they like to do. Since American youth are trying a few outdoor activities each year, the outdoor community has the opportunity to create life-long passion for the outdoors.*

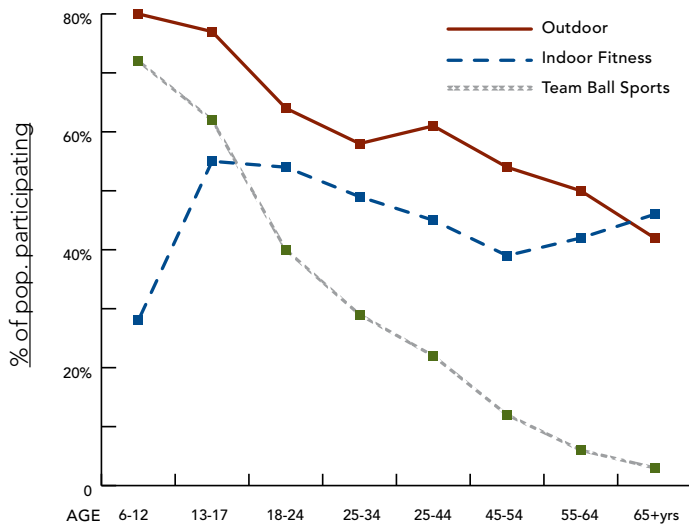
## Participants Migrate From Outdoor Activities and Team Ball Sports to Indoor Fitness Activities as They Age



**Outdoor, Indoor Fitness and Team Ball Sports Activities:**  
Life Cycle of Female Participation\*



**Outdoor, Indoor Fitness and Team Ball Sports:**  
Life Cycle of Male Participation\*



\*Participation is defined as taking part in one activity within the activity category at least once in 2005 and/or 2006. Details on activity categories can be found on page 16/17.

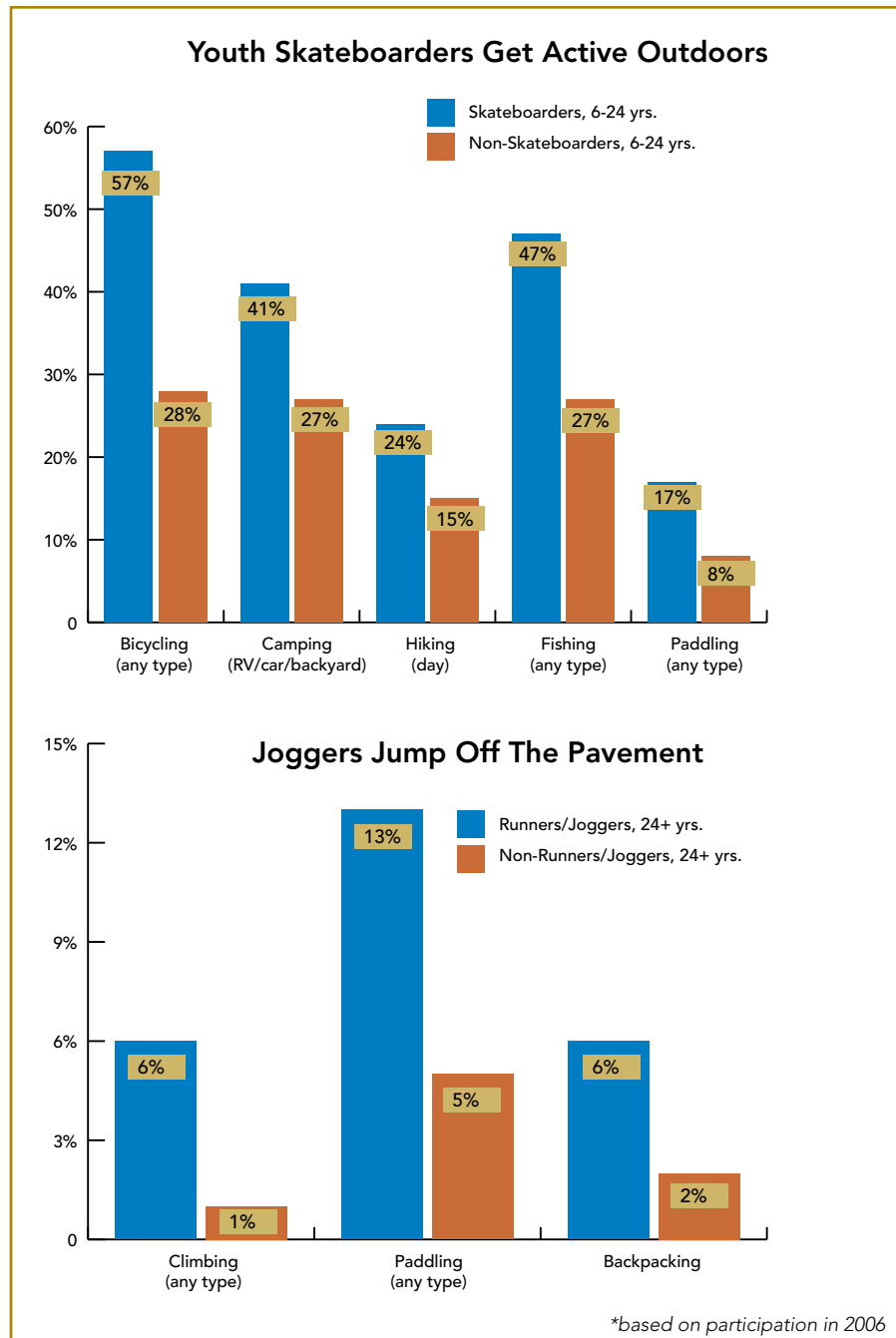
**Indoor fitness** gains participants and does not drop in late adulthood like outdoor. **The trend is more pronounced among females.**

**Participation in indoor fitness** reaches parity with outdoor by the young adult age group (18-24).

**Outdoor has an opportunity** to attract adult participants looking for wellness and convenient fitness.

**More close-to-home outdoor recreation opportunities will keep Americans active in the outdoors.**

## Participants in "Urban-Associated" Outdoor Activities Are More Likely To Take Part in "Traditional" Outdoor Activities

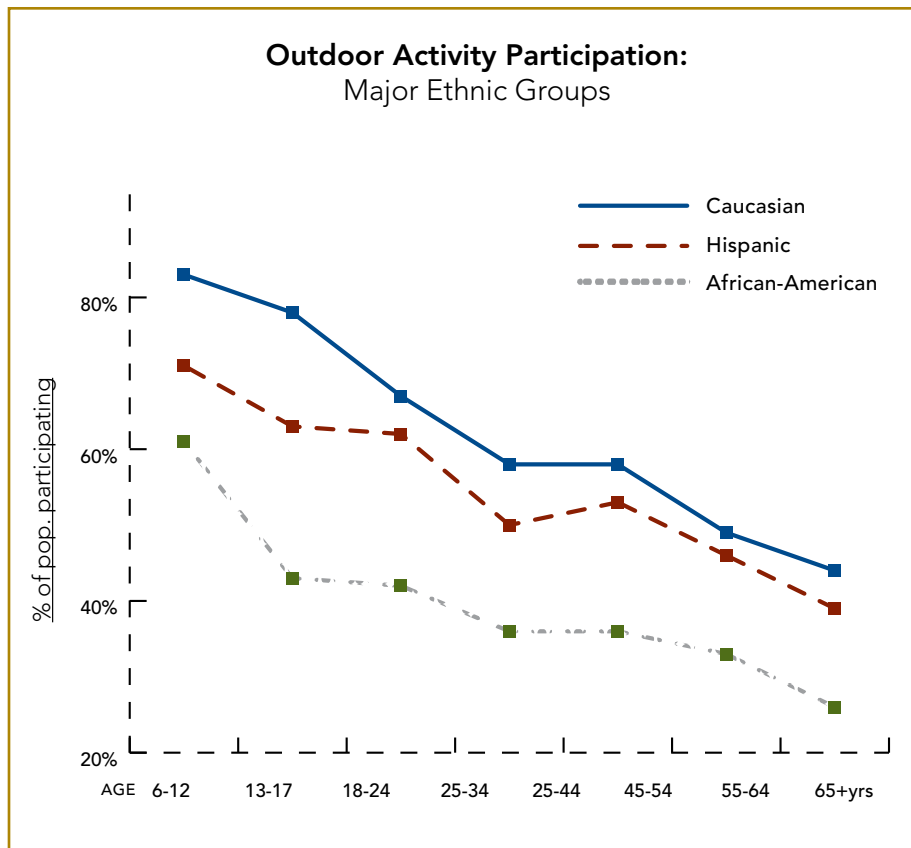


**Skateboarders** (age 6 to 24 years old) are more than twice as likely to bicycle (any type) than those who do not skateboard (age 6 to 24).

**Joggers** (age 24 and over) are three times as likely to go backpacking as those who do not jog (age 24 and over).

**Taking part in "urban-associated" outdoor activities** like skateboarding, running, and bouldering can lead to an appreciation of being outdoors and higher fitness levels that increase levels of participation in "traditional" outdoor activities. Encouraging any outdoor activity can lead to future growth across all outdoor activities.

## Outdoor Participation Rate Among Ethnic Groups



\*Based on two-year participation, 2005 and/or 2006

**Engaging the ethnic youth population will increase overall outdoor participation in the future.**

### Hispanic outdoor

**participation** is below that of White/Caucasian, while African-American outdoor participation lags substantially.

**African-Americans** have lower participation in "gateway" activities except for running/jogging.

### A lower percentage of African-American youth

take part in outdoor activities than Caucasian or Hispanic youth. The consequence is evident in lower African-American participation rates throughout adulthood.

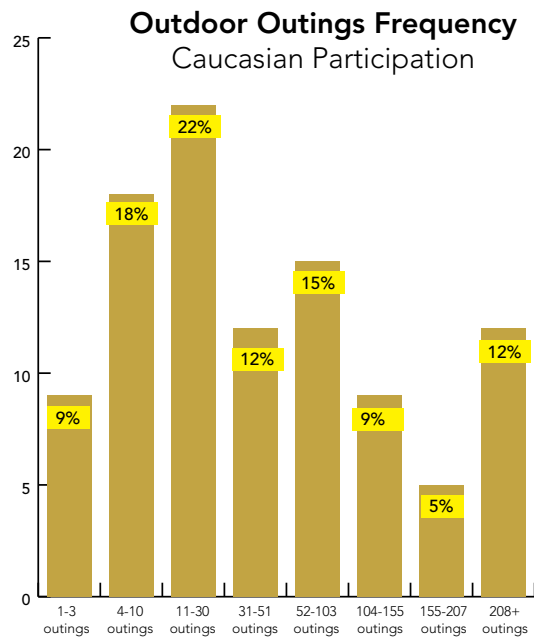
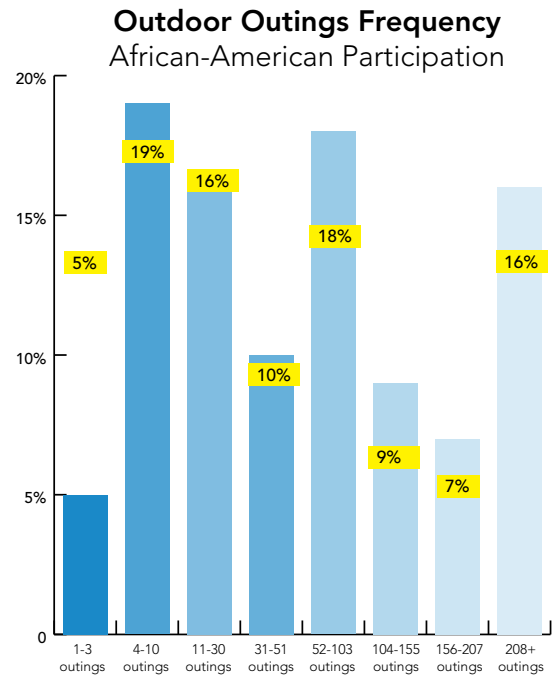
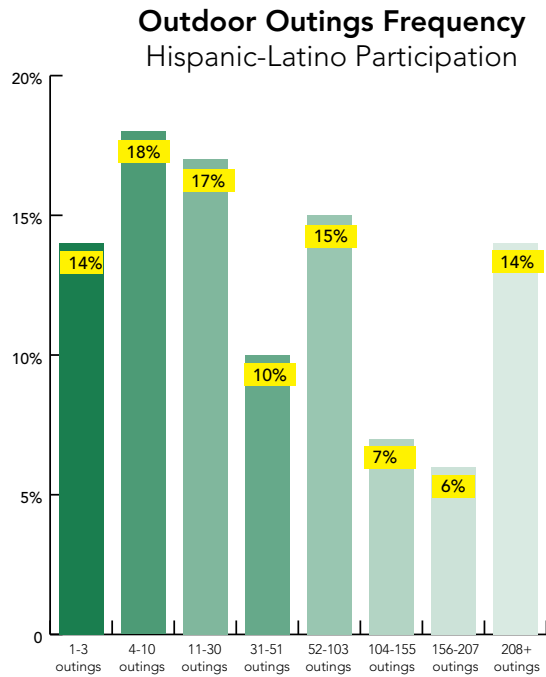
### 90% of Outdoor participants

were introduced to outdoor activities before the age of 18 (*Exploring the Active Lifestyle*, Outdoor Industry Foundation, 2004).

### The drop-off in ball sports

among Hispanics and African Americans is not as pronounced as it is for Caucasians. Indoor Fitness trends are similar.

## Once Introduced to Outdoor Recreation, Ethnic Differences Dissolve



*Introducing newcomers to the outdoors may not just create more infrequent participants but may create many more who are avid in the outdoors!*

The frequency of outdoor outings is similar for outdoor participants from major ethnic groups.

46% of the Hispanic population is under the age of 25 relative to 33% of the Caucasian population.

Holding age constant, frequency of outdoor activity among participants from different ethnic groups is similar.

# OUTDOOR PARTICIPATION AMONG AMERICAN YOUTH AND YOUNG ADULTS

Participation is defined as "participating one time or more in given time period."

Americans age 6 to 24 years of age\*

## "Gateway" Outdoor Activities

("Gateway" activities introduce millions of Americans to the active outdoor lifestyle.)

	Participation: 2005 and/or 2006		2005		2006	
	in thousands	% of pop.	in thousands	% of pop.	in thousands	% of pop.
<b>Bicycling</b> (any type)	23,251*	29.8%	19,953	25.7%	21,932	27.9%
<b>Camping</b> (backyard, car, or RV)	23,776	30.3%	19,428	25.0%	20,064	25.6%
<b>Fishing</b> (any type)	22,937	29.4%	18,865	24.3%	20,767	26.5%
<b>Hiking</b> (day)	12,561	16.10%	10,414	13.4%	11,033	14.1%
<b>Running/Jogging/Trail Running</b>	21,712	27.8%	18,289	23.3%	20,420	26.0%

\*23,251 in thousands equals 23,251,000. Over 23 million 6 to 24 year old Americans bicycled in 2005 and/or 2006.

## All Outdoor Recreation

	Participation: 2005 and/or 2006		2006	
	in thousands	% of pop.	in thousands	% of pop.
<b>Backpacking Overnight</b> (More Than 1/4 Mile From Vehicle/Home)	4,795	6.1%	3,462	4.4%
<b>Bicycling (BMX)</b>	2,220	2.8%	1,652	2.1%
<b>Bicycling</b> (Mountain/Non-Paved Surface)	4,115	5.3%	3,339	4.3%
<b>Bicycling</b> (Road/Paved Surface)	21,018	26.9%	20,075	25.6%
<b>Birdwatching</b> (More Than 1/4 Mile From Home/Vehicle)	2,900	3.7%	2,290	2.9%
<b>Camping</b> (Within 1/4 Mile of Vehicle/Home)	20,155	25.8%	16,983	21.6%
<b>Camping</b> (RV)	8,177	10.5%	6,929	8.8%
<b>Canoeing</b>	6,147	7.9%	4,605	5.9%
<b>Climbing</b> (Sport/Indoor/Boulder)	4,799	6.1%	3,576	4.6%
<b>Climbing</b> (Traditional/Ice/Mountaineering)	1,682	2.2%	875	1.1%
<b>Fishing</b> (Fly)	2,778	3.6%	2,228	2.8%
<b>Fishing</b> (Freshwater/Other)	20,634	26.4%	18,467	23.5%
<b>Fishing</b> (Saltwater)	5,002	6.4%	4,084	5.2%
<b>Hiking</b> (Day)	12,561	16.1%	11,033	14.1%
<b>Hunting</b> (any type)	6,312	8.1%	5,623	7.2%
<b>Kayaking</b> (Recreational)	2,628	3.4%	1,721	2.2%
<b>Kayaking</b> (Sea/Touring)	900	1.2%	375	0.5%
<b>Kayaking</b> (White Water)	932	1.2%	458	0.6%
<b>Multi-sport</b> (Adventure Racing, Triathlon (Road/ Off Road)	905	1.2%	439	0.6%
<b>Rafting</b>	2,807	3.6%	1,651	2.1%
<b>Running/Jogging</b>	21,522	27.6%	20,212	25.8%
<b>Skateboarding</b>	10,870	13.9%	9,714	12.4%
<b>Trail Running</b>	2,981	3.8%	2,180	2.8%
<b>Wildlife Viewing</b> (More Than 1/4 Mile From Home/Vehicle)	6,752	8.6%	5,979	7.6%

Snow Sports & Water Sports activities are not reported individually but are used for analysis of general outdoor recreation category.

Snow Sports: Downhill/Telemark/Cross-country Skiing, Snowboarding, and Snowshoeing

Water Sports: Boardsailing/Windsurfing, Sailing, Scuba Diving, Snorkeling, Surfing, Wakeboarding

\*5,446 sample size for 6-24 year olds. The sample size establishes a margin of error range (at a 95% confidence level) from a low (as a % of participants) for Camping (RV, car, or backyard) - 30.3%, plus or minus 1.22%; to a high for Kayaking (Sea/Touring) - .5%, plus or minus .206%.

# OUTDOOR PARTICIPATION AMONG ALL AMERICANS

Participation is defined as "participating one time or more in given time period."

Americans age 6 years and older

## "Gateway" Outdoor Activities

("Gateway" activities introduce millions of Americans to the active outdoor lifestyle.)

	Participation: 2005 and/or 2006		2005		2006	
	in thousands	% of pop.	in thousands	% of pop.	in thousands	% of pop.
<b>Bicycling</b> (any type)	46,401*	17.0%	39,461	14.5%	42,510	15.5%
<b>Camping</b> (backyard, car, or RV)	53,979	19.8%	44,482	16.4%	45,259	16.5%
<b>Fishing</b> (any type)	59,222	21.7%	50,634	18.7%	51,815	18.9%
<b>Hiking</b> (day)	33,118	12.1%	27,776	10.2%	29,406	10.7%
<b>Running/Jogging/Trail Running</b>	42,374	15.5%	35,737	13.1%	38,525	14.1%

\*46,401 in thousands equals 46,401,000. Over 46 million 6 to 24 year old Americans bicycled in 2005 and/or 2006.

## All Outdoor Recreation

	Participation: 2005 and/or 2006		2006	
	in thousands	% of pop.	in thousands	% of pop.
<b>Backpacking Overnight</b> (More Than 1/4 Mile From Vehicle/Home)	9,907	3.6%	7,084	2.6%
<b>Bicycling (BMX)</b>	3,357	1.2%	2,144	0.8%
<b>Bicycling</b> (Mountain/Non-Paved Surface)	8,709	3.2%	6,978	2.5%
<b>Bicycling</b> (Road/Paved Surface)	42,682	15.6%	39,398	14.4%
<b>Birdwatching</b> More Than 1/4 Mile From Home/Vehicle	13,128	4.8%	11,183	4.1%
<b>Camping</b> (Within 1/4 Mile of Vehicle/Home)	43,570	16.0%	36,107	13.2%
<b>Camping</b> (RV)	20,794	7.6%	17,328	6.3%
<b>Canoeing</b>	13,277	4.9%	9,633	3.5%
<b>Climbing</b> (Sport/Indoor/Boulder)	7,401	2.7%	5,215	1.9%
<b>Climbing</b> (Traditional/Ice/Mountaineering)	3,568	1.3%	1,897	0.7%
<b>Fishing</b> (Fly)	8,079	3.0%	6,121	2.2%
<b>Fishing</b> (Freshwater/Other)	50,831	18.6%	44,597	16.3%
<b>Fishing</b> (Saltwater)	16,220	5.9%	12,684	4.6%
<b>Hiking</b> (Day)	33,118	12.1%	29,406	10.7%
<b>Hunting</b> (any type)	17,487	6.4%	15,097	5.5%
<b>Kayaking</b> (Recreational)	6,728	2.5%	4,371	1.6%
<b>Kayaking</b> (Sea/Touring)	2,858	1.0%	1,236	0.5%
<b>Kayaking</b> (White Water)	2,268	0.8%	1,007	0.4%
<b>Multi-sport</b> (Adventure Racing, Triathlon (Road/ Off Road)	2,432	0.9%	1,272	0.5%
<b>Rafting</b>	6,495	2.4%	3,791	1.4%
<b>Running/Jogging</b>	41,647	15.3%	37,922	13.8%
<b>Skateboarding</b>	12,917	4.7%	11,083	4.0%
<b>Trail Running</b>	6,090	2.2%	4,436	1.6%
<b>Wildlife Viewing</b> (More Than 1/4 Mile From Home/Vehicle)	22,736	8.3%	20,451	7.5%

Snow Sports & Water Sports activities are not reported individually but are used for analysis of general outdoor recreation category.

Snow Sports: Downhill/Telemark/Cross-country Skiing, Snowboarding, and Snowshoeing

Water Sports: Boardsailing/Windsurfing, Sailing, Scuba Diving, Snorkeling, Surfing, Wakeboarding

## PARTICIPATION IN OTHER ACTIVITES AMONG ALL AMERICANS

Participation is defined as "participating one time or more in given time period."

Americans age 6 years and older

### Indoor Fitness

	Participation: 2006	
	in thousands	% of pop.
<b>Abdominal Machine/Device</b>	22,539	8.2%
<b>Aerobics</b> (High-Impact)	10,459	3.8%
<b>Aerobics</b> (Low-Impact)	21,569	7.9%
<b>Aerobics</b> (Step)	8,488	3.1%
<b>Aquatic Exercise</b>	9,723	3.5%
<b>Calisthenics</b>	7,580	2.8%
<b>Cardio Kickboxing</b>	4,885	1.8%
<b>Cross-Country Ski Machine</b>	4,010	1.5%
<b>Elliptical Motion Trainer</b>	22,751	8.3%
<b>Free Weights</b> (Barbells)	27,402	10.0%
<b>Free Weights</b> (Dumbbells)	33,941	12.4%
<b>Free Weights</b> (Hand Weights)	45,222	16.5%
<b>Home Gym Exercise</b>	25,654	9.4%
<b>Other Exercise to Music</b>	21,552	7.9%
<b>Pilates Training</b>	10,672	3.9%
<b>Rowing Machine</b>	8,737	3.2%
<b>Stair-Climbing Machine</b>	13,940	5.1%
<b>Stationary Cycling</b> (Recumbent)	11,090	4.0%
<b>Stationary Cycling</b> (Spinning)	6,332	2.3%
<b>Stationary Cycling</b> (Upright)	25,845	9.4%
<b>Stretching</b>	32,570	11.9%
<b>Treadmill</b>	49,798	18.2%
<b>Weight/Resistance Machines</b>	41,385	15.1%
<b>Yoga/Tai Chi</b>	14,152	5.2%

### Team Ball Sports

	Participation: 2006	
	in thousands	% of pop.
<b>Baseball</b>	16,114	5.9%
<b>Basketball</b>	24,665	9.0%
<b>Field Hockey</b>	943	0.3%
<b>Football</b> (Tackle)	9,016	3.3%
<b>Football</b> (Touch)	11,974	4.4%
<b>Ice Hockey</b>	1,849	0.7%
<b>Lacrosse</b>	1,153	0.4%
<b>Rugby</b>	683	0.2%
<b>Soccer</b> (Indoor)	4,811	1.8%
<b>Soccer</b> (Outdoor)	14,665	5.4%
<b>Softball</b> (Fast-Pitch)	1,897	0.7%
<b>Softball</b> (Slow-Pitch)	8,640	3.2%

### Other Activities

	Participation: 2006	
	in thousands	% of pop.
<b>Archery</b>	7,497	2.7%
<b>Badminton</b>	6,323	2.3%
<b>Billiards/Pool</b>	46,990	17.1%
<b>Bowling</b>	54,305	19.8%
<b>Boxing</b>	2,072	0.8%
<b>Cheerleading</b>	3,125	1.1%
<b>Darts</b>	22,195	8.1%
<b>Golf</b> (9/18 Hole Course)	28,743	10.5%
<b>Gymnastics</b>	4,552	1.7%
<b>Horseback Riding</b>	11,576	4.2%
<b>Ice Skating</b>	10,578	3.9%
<b>Martial Arts</b>	6,270	2.3%
<b>Paintball</b>	4,960	1.8%
<b>Racquetball</b>	3,476	1.3%
<b>Roller Hockey</b>	1,289	0.5%
<b>Roller Skating</b> (2x2 Wheel)	8,147	3.0%
<b>Roller Skating</b> (In-line)	13,069	4.8%
<b> Scooter Riding</b> (Non-Motorized)	8,495	3.1%
<b>Shooting</b> (Sport Clay)	3,670	1.3%
<b>Shooting</b> (Trap/Skeet)	2,934	1.1%
<b>Squash</b>	569	0.2%
<b>Swimming</b> (Fitness/Competition)	18,694	6.8%
<b>Table Tennis</b>	15,107	5.5%
<b>Target Shooting</b> (Handgun)	9,773	3.6%
<b>Target Shooting</b> (Rifle)	11,911	4.3%
<b>Tennis</b>	14,665	5.4%
<b>Track and Field</b>	4,638	1.7%
<b>Ultimate Frisbee</b>	4,073	1.5%
<b>Volleyball</b> (Beach)	3,072	1.1%
<b>Volleyball</b> (Court)	6,005	2.2%
<b>Volleyball</b> (Grass)	4,328	1.6%
<b>Walking</b> (Fitness)	100,239	36.6%
<b>Wrestling</b>	3,326	1.2%

## EXPANDED METHODOLOGY

### The Next Generation of Outdoor Participants, Years 2005 and 2006

#### Capturing the Youth Segment

All online surveys of those respondents under 18 years of age were administered with an adult member of Synovate's U.S. Online Panel. Synovate, the survey vendor, complies with all COPPA and CASRO guidelines. 2,708 total surveys were collected among the 6-17 age group; 1,570 in the 6-12 year old age group; and 1,138 in the 13-17 year old age group; 2,738 surveys were completed by Americans age 18 to 24 years of age. A smaller percent of youth participated in the survey than the youth segment represents as a percent of population; therefore, the youth sample had to be weighted to produce participation rates for the general population. Future studies will strive for a greater youth sample.

#### Trend Continuation and Margin of Error

Continuing trending from the previous

Outdoor Industry Foundation participation study: *Outdoor Recreation Participation in the United States 1998-2005* (former study – [www.outdoorindustryfoundation.org](http://www.outdoorindustryfoundation.org)) to the current study: *The Next Generation of Outdoor Participants* (new study) was not possible since the methodologies and objectives between the two participation studies varied greatly. The former study included those 16 years of age and older, while the new study captures participation from those 6 years of age and older. Since the sample size of the new study is 60,000 – relative to the 4,000 sample size for the former study – annual variations must be larger in the former study to be statistically significant. Many outdoor activities have low overall participation rates that are difficult to measure unless the survey sample size is substantial.

Example with a low incidence activity that has a 3% national participation rate (paddling, climbing, snow sport activities), assuming the same participation rate for both methodologies:

Sample size	4,000	60,000
Expected participation %	3%	3%
Survey estimate of participants	8,223,300	8,223,300
Confidence Interval (+/- SE% * 2)	0.54%	0.14%
Confidence Interval (as # of participants)	1,478,670	381,791
Confidence Interval (as % of participants)	17.98%	4.64%
Percentage point change required from Yr 1 to Yr 2 to be statistically significant ( $=\sqrt{p1q1/n1+p2q2/n2} * 2$ )	0.76%	0.20%
# of additional participants required for a statistically significant change	2,091,156	539,934
% change in number of participants required for a statistically significant change	25%	7%

\* Confidence interval determined by a 95% confidence level

## EXPANDED METHODOLOGY (cont.)

### Ethnic Participation

Ethnicity was self-identified by survey respondents. The “Caucasian/White” definition specified “non-Hispanic”; thus, respondents answered “Hispanic” based on race or ethnicity. The sample size for the Hispanic population is 1,317. The Hispanic outdoor participation rate determined by the study is 55.7%, plus or minus 2.68% at a 95% confidence interval. The sample size for the African-American population is 4,199. The African-American outdoor participation rate determined by the study is 38.1%, plus or minus 1.46% at a 95% confidence interval.

### The Two-Year Figure and Future Trending

The new participation report presents for participation in the two previous years. It is thought that a respondent who participated two years ago but not last year is still very likely to participate again in the activity; therefore, the two-year data point (participation 2005 and/or 2006) is published in the report. Many respondents will be able to recall participation with high accuracy for the most recent year (2006); however, the respondent may overestimate participation in the prior year (2005) since it is more difficult to recall if participation occurred in the prior year or earlier. This recall bias is more pronounced with low incidence activities like canoeing. This study will focus on long term trends in future years’ releases and not variations from one data point to another.



**For more information on methodology, please read *Frequently Asked Questions* located at [www.outdoorindustryfoundation.org](http://www.outdoorindustryfoundation.org) or call OIF at 303.444.3353.**



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