

**OUTDOOR
FOUNDATION™**

**2022
OUTDOOR
PARTICIPATION
TRENDS REPORT**



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EXECUTIVE SUMMARY

In 2021, 164.2M or 54% of Americans ages 6 and over participated in outdoor recreation at least once, the highest number of participants on record. As the COVID-19 pandemic continued into a second year and vaccines became available most restrictions were lifted. However, the pandemic was far from over, and health and safety issues that drove participation in 2020 continued to have a positive impact on outdoor recreation participation in 2021. **The outdoor participant base grew 6.9% since March 2020.**

KEY FINDINGS

Participation in outdoor recreation is healthy and robust. **The outdoor recreation participant base grew 2.2% in 2021 to 164.2 million participants.**



More than half (54%) of Americans ages 6+ participated in at least one outdoor activity in 2021.

The outdoor recreation participant base grew again in 2021. The outdoor participant base has increased 6.9% since the COVID pandemic began in early 2020. Although many of the official restrictions on indoor entertainment including restaurants, bars, and sporting events ended in 2021, Outdoor recreation participation continued to grow.



The number of kids participating in outdoor recreation is up, but they are participating less frequently.

New outdoor participants are more diverse than the overall outdoor participant base and are driving increasing diversity not only by ethnicity but also across age groups.

High-frequency, or “core” participation, in outdoor recreation is declining. The outdoor recreation “core” participant, who participates 51 times or more in outdoor recreation activities annually declined from 71.9% of the total outdoor recreation participant base in 2007 to 58.7% in 2021. In fact, the number of core participants declined from 99.5 million in 2007 to 96.4 million today.

The number of participants 55 years and older increased more than 14% since 2019, and senior participants ages 65 and older were in the fastest-growing age category, with 16.9% growth since the pandemic began.



Despite increases in the number of participants, total outdoor outings are declining significantly. **Outings have been in decline for the past decade** and the increased number of participants are not stemming the tide.

OUTDOOR PARTICIPATION

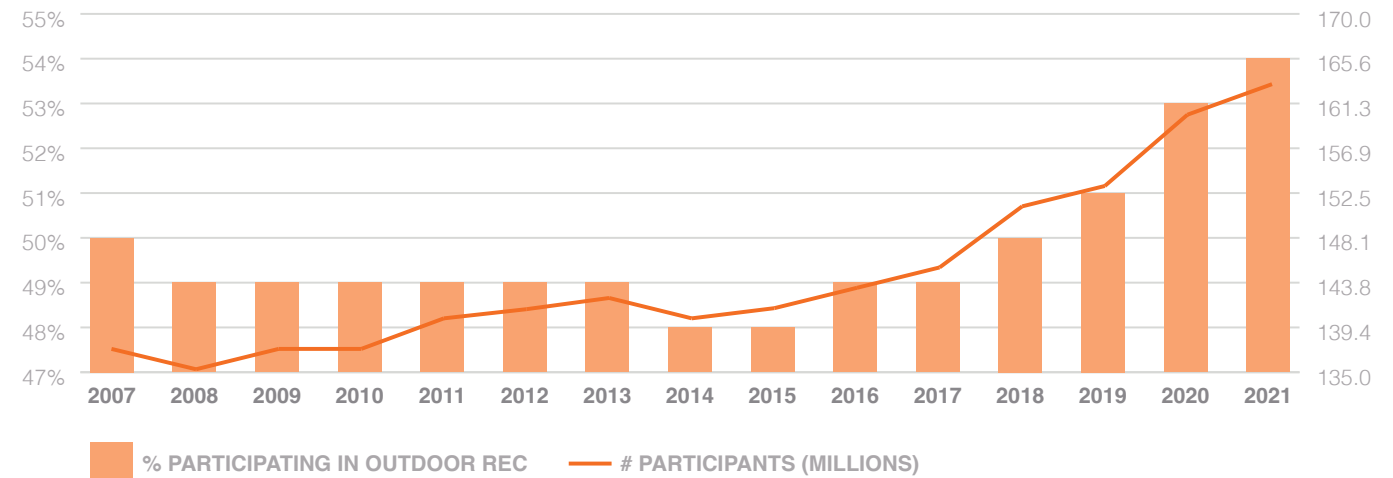
KEY FINDINGS

Since the COVID-19 pandemic was declared in March of 2020, the number of new and returning (lapsed) outdoor participants has increased 26%. The growth in new participants and returning participants in 2021 was the highest ever recorded.

There was a reasonable expectation that during 2021, the second year of the pandemic, outdoor participation would return to 2019 levels as indoor activity including, dining, sporting events, and fitness centers and gyms, reopened. **The 2021 data indicates that participation in outdoor recreation retained momentum in 2021. This data indicates that outdoor recreation is “sticky;” once someone begins to participate, they are likely to continue to participate.**

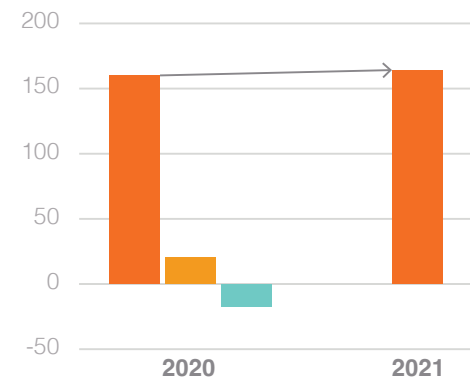
OUTDOOR PARTICIPATION GROWTH TRENDS

2007 TO 2021

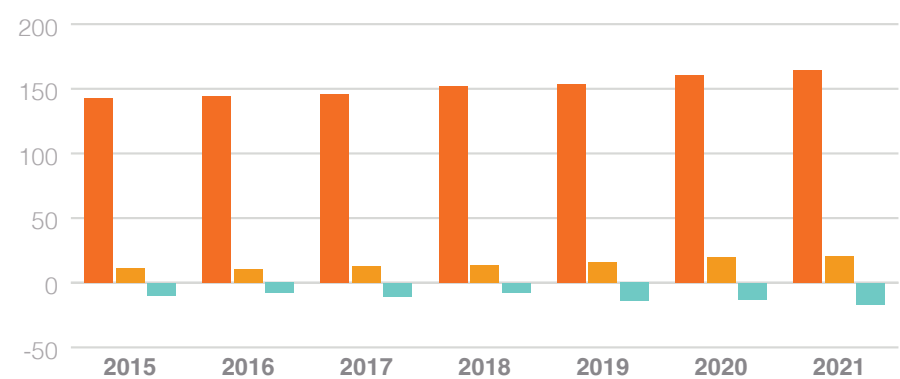


TOTAL, NEW/LAPSED, & LOST PARTICIPANTS (MILLIONS)

2021



2015 - 2021



■ TOTAL PARTICIPANTS
 ■ NEW & RETURNING PARTICIPANTS
 ■ LOST PARTICIPANTS



TERMINOLOGY

PARTICIPANT

A survey respondent who reported participating in at least one outdoor activity in calendar year 2020. Participants often reported 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 outdoor activity was undertaken.






OUTDOOR PARTICIPATION SNAPSHOT








INTEREST LEVEL OF OUTDOOR ACTIVITIES

Growth in outdoor recreation slowed in 2021 in many categories but gains made since 2019 were not lost. Compared to 2020, 14 categories of participation grew, two were flat, and 38 categories declined. Despite slowed growth, outdoor recreation gained a net total of 3.5 million more participants in 2021. Additionally, 6.8 million Americans, a record number, tried outdoor recreation for the first time in 2021. Survey respondents, both outdoor participants and nonparticipants, 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 should remain a key priority for every outdoor company and organization.**

MOST POPULAR OUTDOOR ACTIVITIES

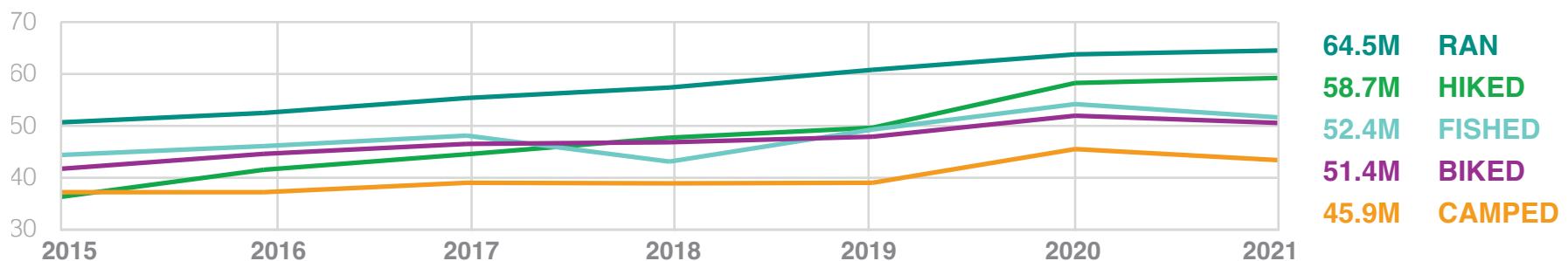
ACTIVITY	PARTICIPANTS (MILLIONS)	CHANGE 2020 TO 2021
	58.7	+889 thousand
	45.9	-2 million
	52.4	-2.3 million
	64.5	+739 thousand
	51.4	-1.4 million

LEGEND





















-  CAMPING
-  BIKING
-  FISHING
-  HIKING
-  RUNNING

TOP FIVE OUTDOOR ACTIVITIES (MILLIONS OF PARTICIPANTS)






2015 TO 2021



INTEREST LEVEL OF OUTDOOR ACTIVITIES BY RACE/ETHNICITY

INTEREST LEVEL	ASIAN/PACIFIC ISLANDER PERSONS	AFRICAN AMERICAN/BLACK PERSONS	HISPANIC/LATINX PERSONS	WHITE PERSONS
1	 23.8%	 15.4%	 20.8%	 22%
2	 22.3%	 11.8%	 17.9%	 18.7%
3	 16.7%	 10.8%	 17%	 17.7%
4	 17.7%	 7.2%	 15.7%	 16.9%
5	 9.8%	 6.3%	 13.8%	 15.4%

LEGEND

-  CAMPING
-  BIKING
-  FISHING
-  HIKING
-  RUNNING



PARTICIPANT PROFILE

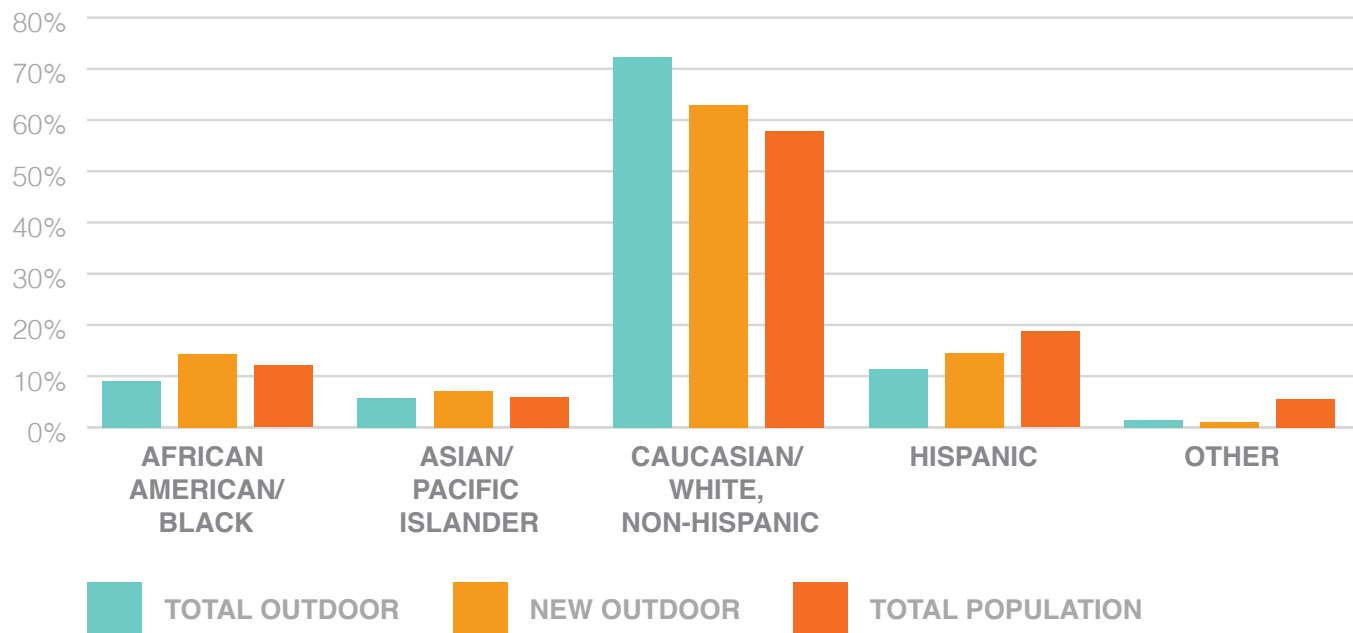
OUTDOOR RECREATION PARTICIPANT DEMOGRAPHICS

Despite slight increases in diversity across outdoor recreation, the current participant base is less diverse than the overall population and significantly less diverse across younger age groups.

At current level of diversity, the outdoor recreation participant base could lose more than 10% of its current number (164 million) of participants. The total U.S. population is [projected to grow from 330 million to 419 million by 2060](#). These Census projections show growth in many aspects of diversity including ethnicity and age. Notably, the projections show a decline in the number of white persons, and no ethnicity with a majority share of the total population. **Currently 72% of outdoor recreation participants are white. If the outdoor participant base does not become more diverse over the next thirty years, the percentage of outdoor recreation participants in the population could slip from 54% today to under 40% by 2060.**

RACE/ETHNICITY AND OUTDOOR RECREATION

TOTAL PARTICIPANTS, NEW PARTICIPANTS, AND THE GENERAL U.S. POPULATION



If not addressed, the lack of diverse outdoor participation could lead to:

significant revenue loss for businesses in the outdoor market

- and -

less support for the conservation of public lands.

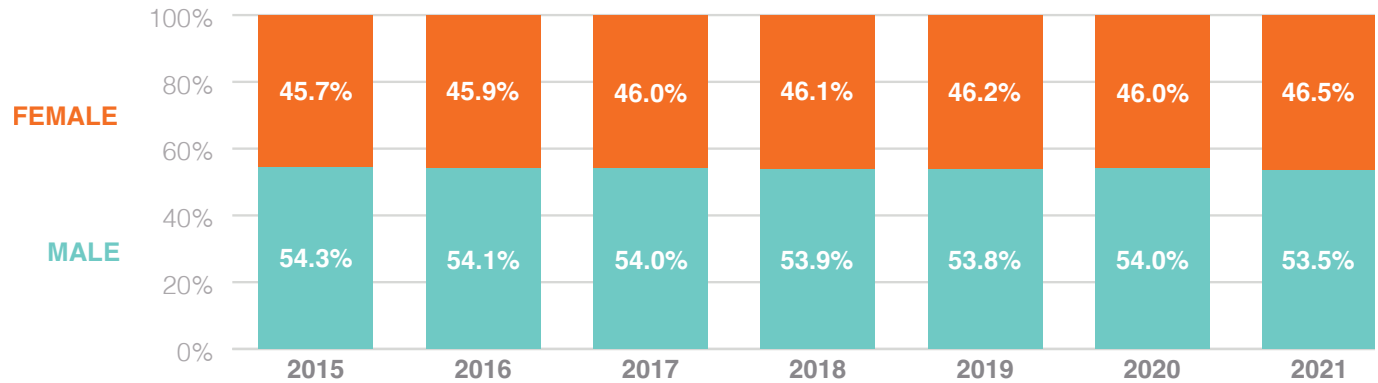


GENDER

In the U.S., [49% of children ages 6 to 17 are female](#). In the outdoor recreation participant base, females 6 years and older make up 46.5% of all outdoor participants. The difference between the number of male and female participants has been slowly inching toward parity over the past two decades. Since 2015, females have gained about 1 percentage. **The number of females participating in outdoor recreation has increased by 20 million since 2015, and the number of males has increased by 19 million.**

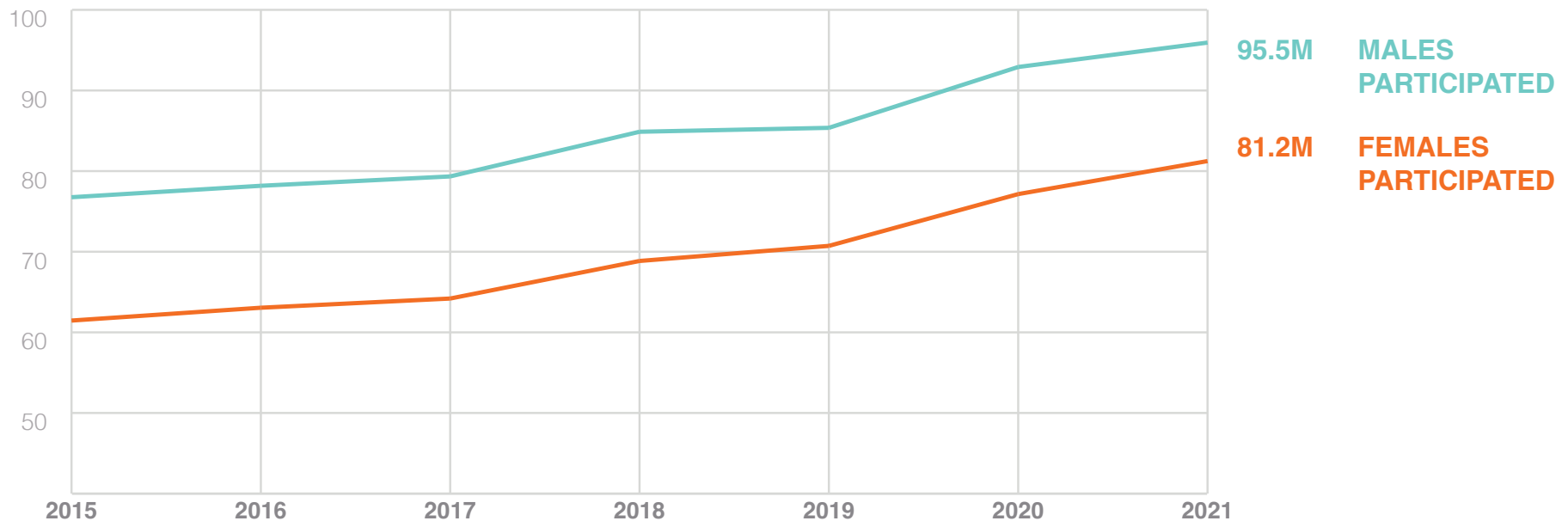
PARTICIPATION BY GENDER

2015 TO 2021



MALE AND FEMALE OUTDOOR RECREATION PARTICIPANTS (MILLIONS)

2015 TO 2021



PREFERENCE FOR OUTDOOR ACTIVITIES

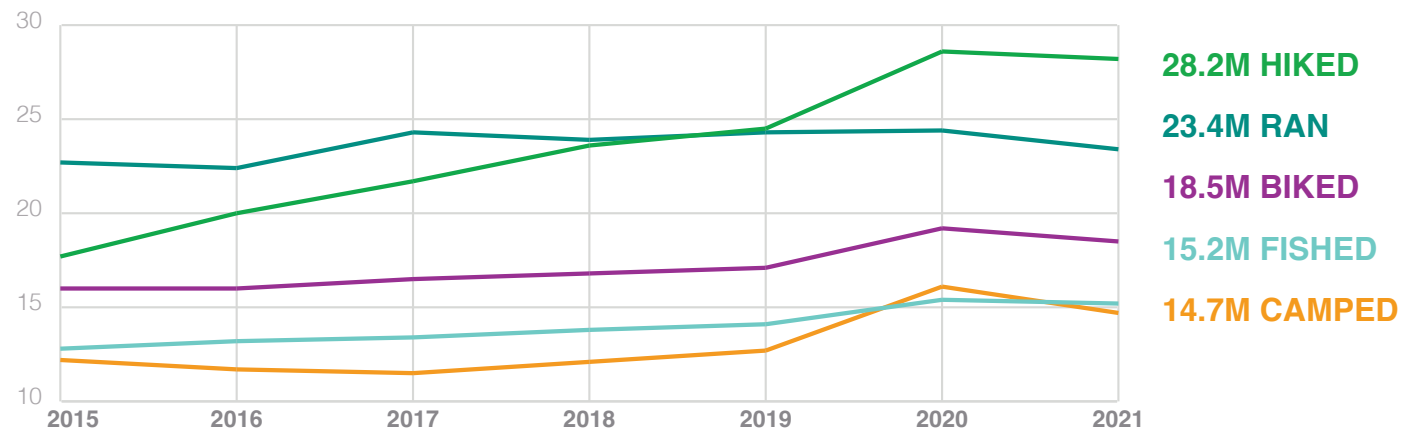
BY GENDER

Male and female participants don't always agree on their favorite activities. Retailers who have a better knowledge about their consumers' preferences are likely to sell them more products. Understanding how preferences differ between segments of the market, like the differences between male and female consumers is key to engaging consumers. Knowing that women really love to hike and are more likely to prefer running and biking to fishing can help us sell them the right gear for their outdoor experiences and keep them in the market longer.

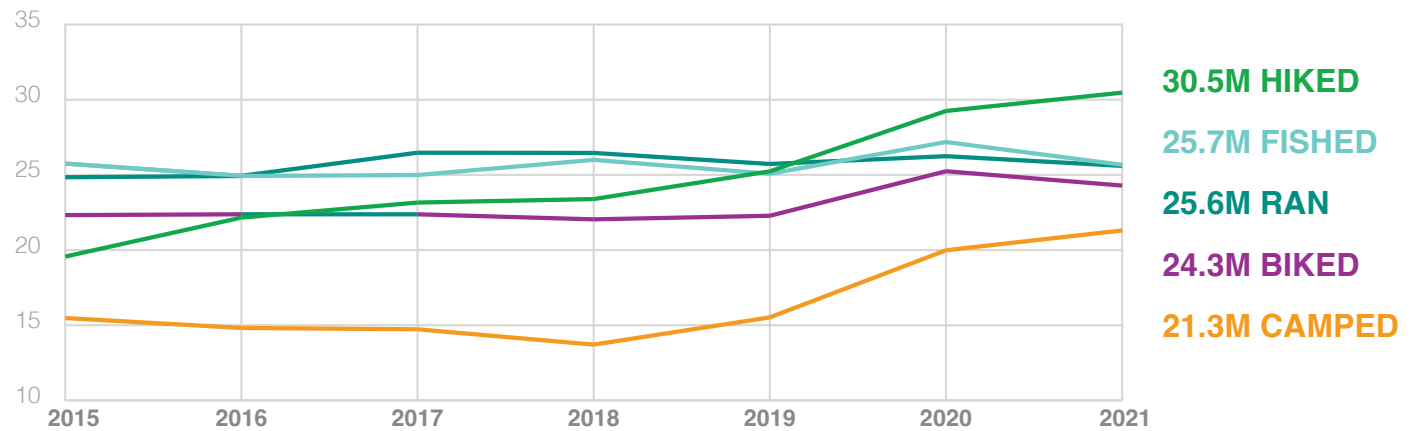


TOP FIVE OUTDOOR ACTIVITIES

FEMALE PARTICIPANTS: 2015 TO 2021 (MILLIONS)



MALE PARTICIPANTS: 2015 TO 2021 (MILLIONS)



LEGEND



RUNNING



HIKING



FISHING



BIKING



CAMPING

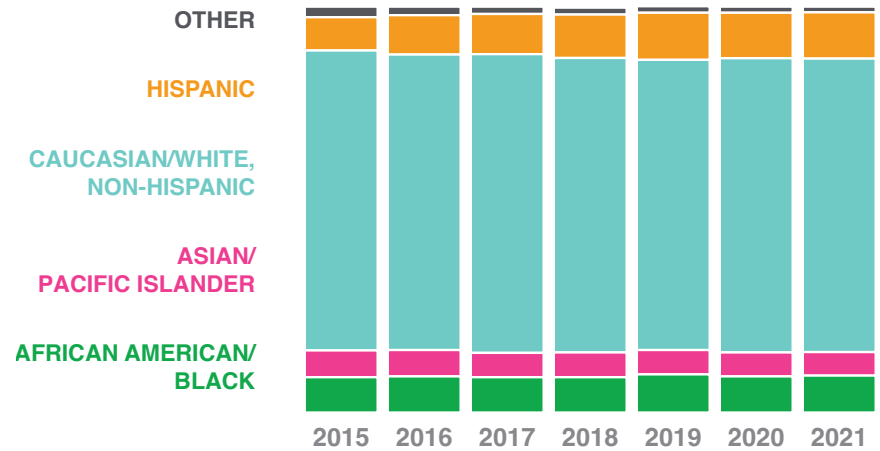
ETHNICITY & RACE IN OUTDOOR RECREATION

The outdoor recreation participant base is slowly gaining ethnic diversity, but nearly three in four participants are white. In fact, despite a more diverse group of new participants, the number of white participants grew by more 2 million in 2021, while the number of Hispanic persons participating increased by 1 million.

Participation rates across ethnicity and race reveal a different view of participation showing the percentage of persons in an ethnic group who participate in outdoor recreation. African American/Black persons have the lowest overall participation rate by ethnicity at 38.6%. Asian persons and Pacific Islanders have the highest participation rate at 58%. 56.6% of white persons participate, and 51.1% of Hispanic persons participate.

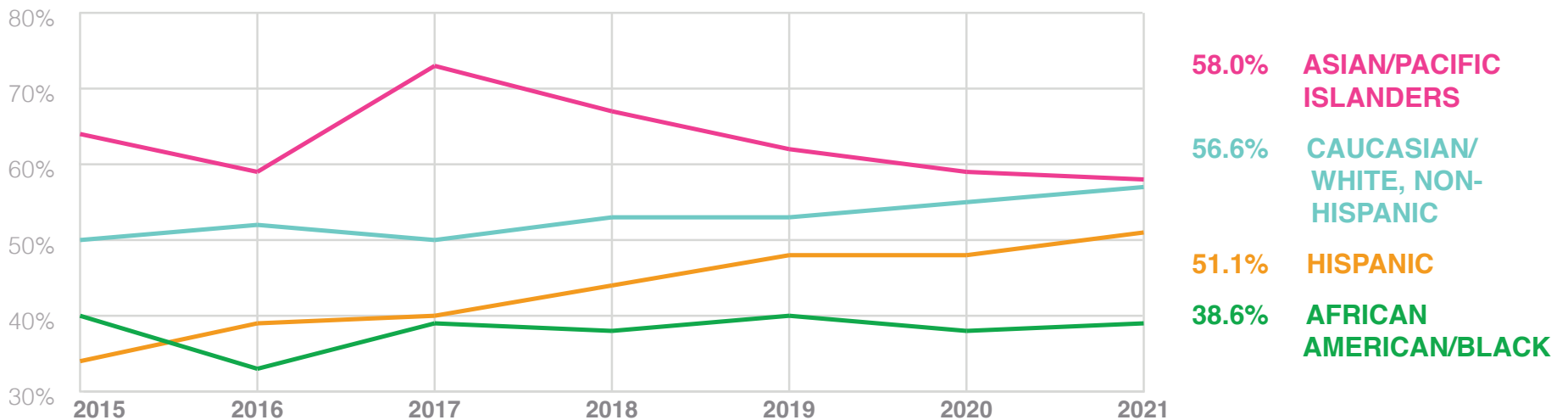
DIVERSITY IN PARTICIPATION

2015 TO 2021



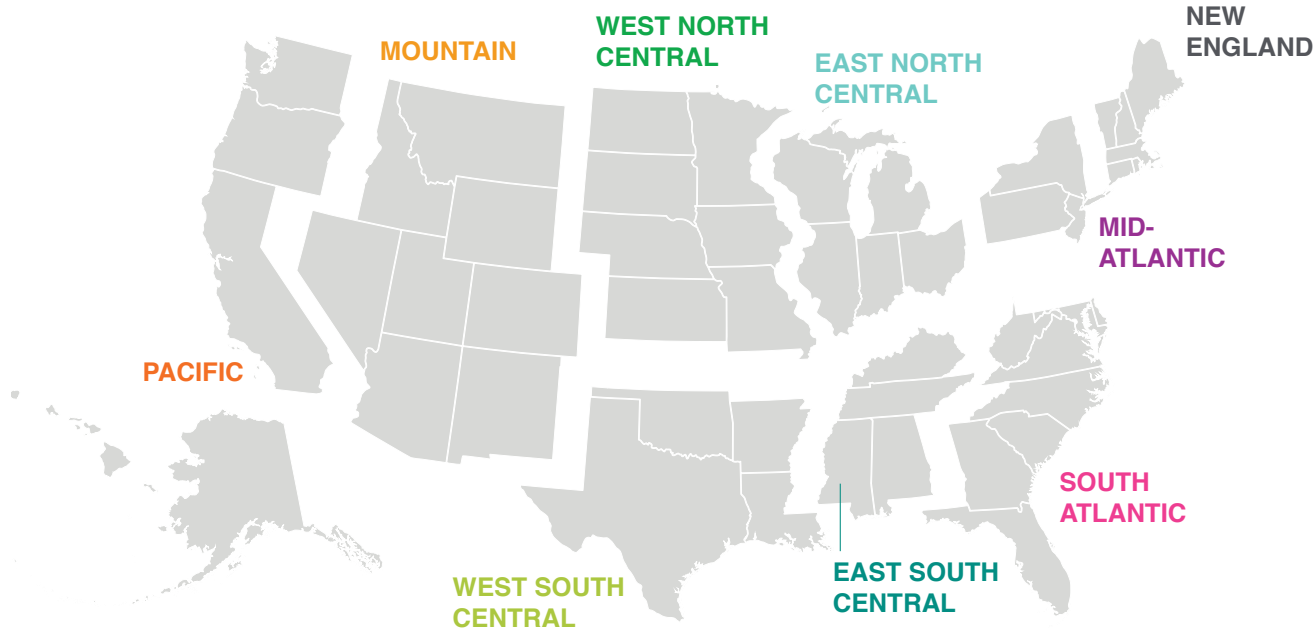
OUTDOOR RECREATION PARTICIPATION RATES BY ETHNICITY AND RACE

2015 TO 2021



GEOGRAPHIC LOCATION BY REGION

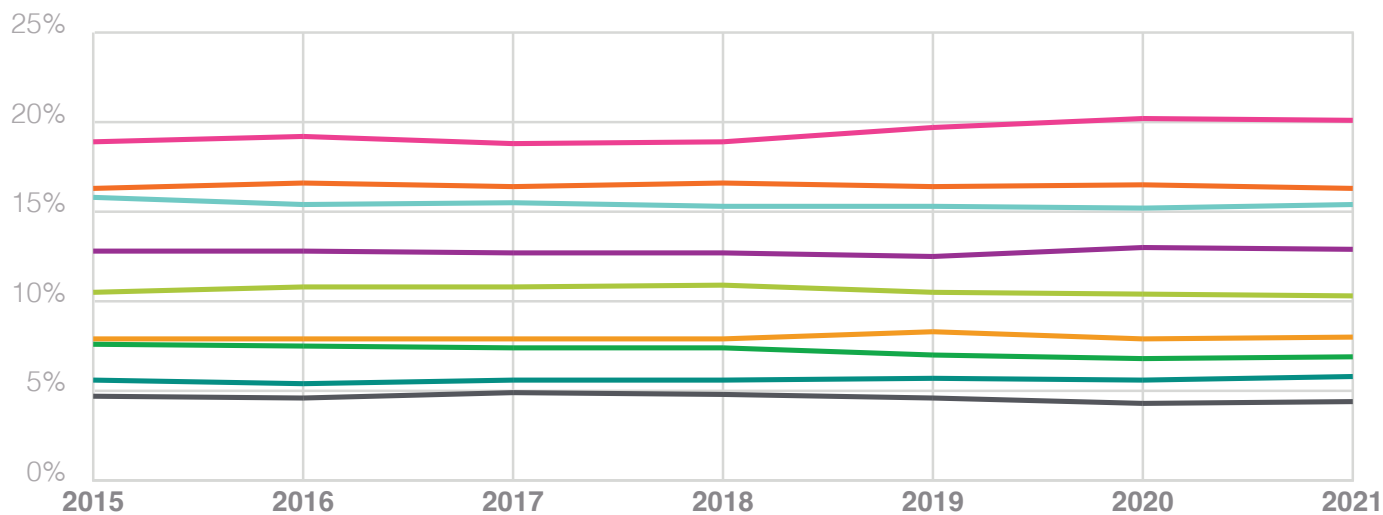
2015 TO 2021



REGIONAL PARTICIPATION

The South Atlantic region (DE., FL, GA, MD, NC, SC, VA, WV, and DC) provides the largest share of outdoor recreation participants by region with 20.1% of all participants.

The Pacific region (CA, WA, and OR) delivers 16.3% of participants, the East North Central region (IL, MI, IN, and OH) comes in third with 15.4%, and Middle Atlantic (NY, NJ, and PA) came in fourth with 12.9%.

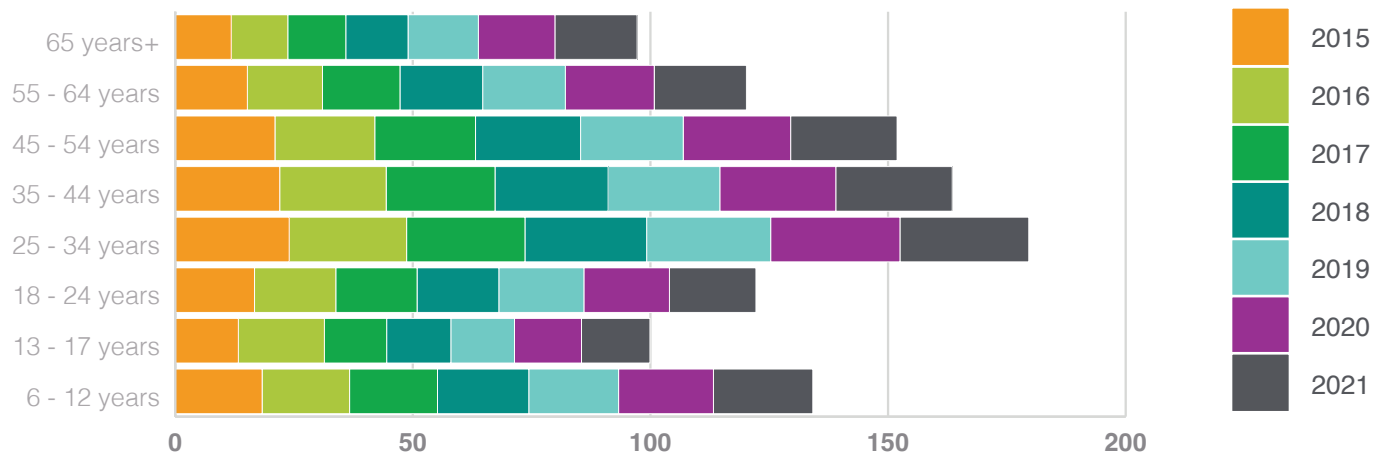


- 20.1% SOUTH ATLANTIC
- 16.3% PACIFIC
- 15.4% EAST NORTH CENTRAL
- 12.9% MID-ATLANTIC
- 10.3% WEST SOUTH CENTRAL
- 8.0% MOUNTAIN
- 6.9% WEST NORTH CENTRAL
- 5.8% EAST SOUTH CENTRAL
- 4.4% NEW ENGLAND

AGE

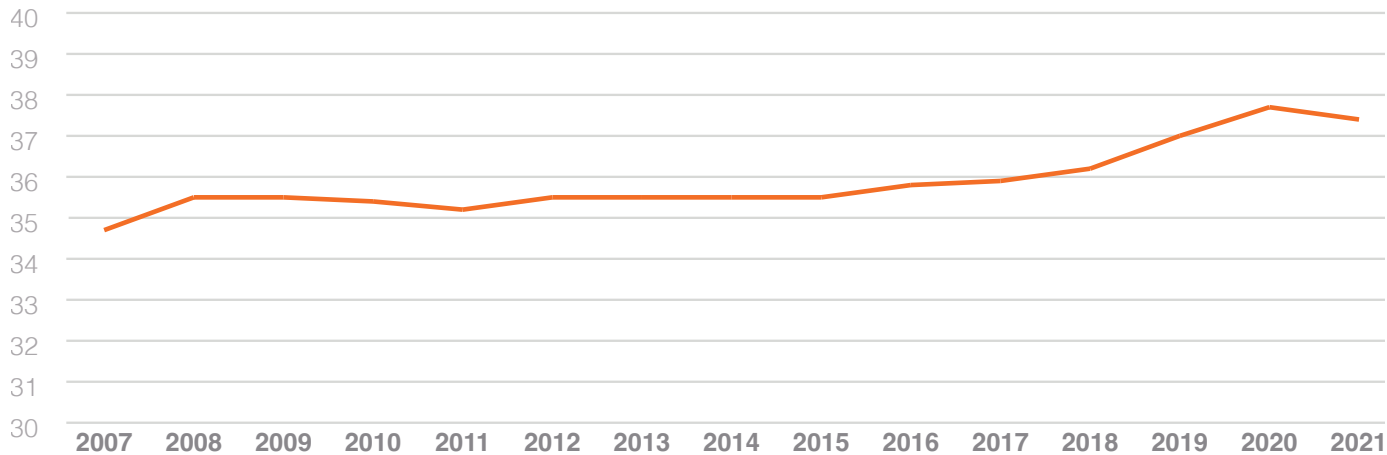
Outdoor participation is not centered in any age group; people of all ages make up an age-diverse participant base, but there are some surprises. The number of seniors, ages 65 and older, grew by an astounding 2.5 million or 16.8% since 2019 — the largest increase by percentage and by count in the entire participant base. The next oldest age group (55 to 64) increased the second most with 2 million new participants for an increase of 11.7%. In fact, increases in participation by persons older than 55 made up 43% of the total increase in participation since 2019, the period most affected by issues related to the pandemic.

NUMBER OF OUTDOOR PARTICIPANTS BY AGE GROUP (MILLIONS)
2015 TO 2021



OUTDOOR PARTICIPANTS AVERAGE AGE

2007 TO 2021

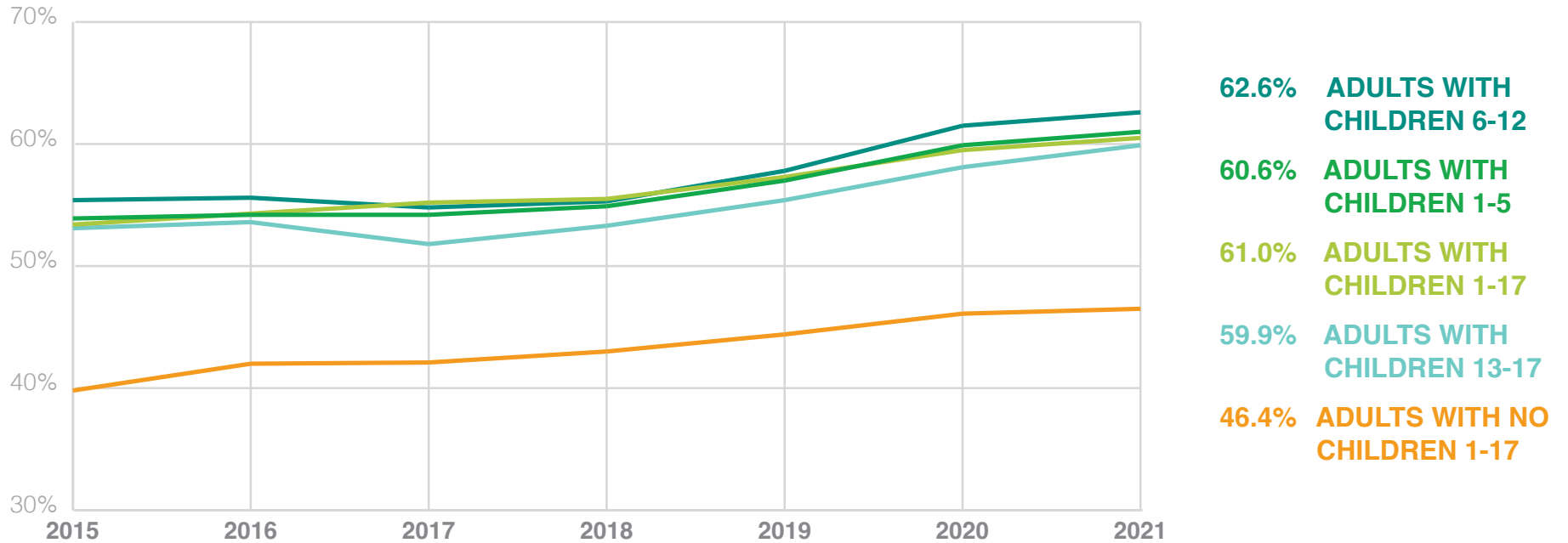


AVERAGE AGE OF A PARTICIPANT IN 2021:

37.4

HOUSEHOLDS WITH CHILDREN

The participation rate for households with children has trended up for more than five years, and the pandemic accelerated that trend. More families are participating in outdoor recreation activities than ever according to our participation data. Typically, families participate at significantly higher rates than adults with no children (46% to 61%). Further, family participation is critical to future participation; most adults who participate frequently in outdoor recreation started participating when they were children.



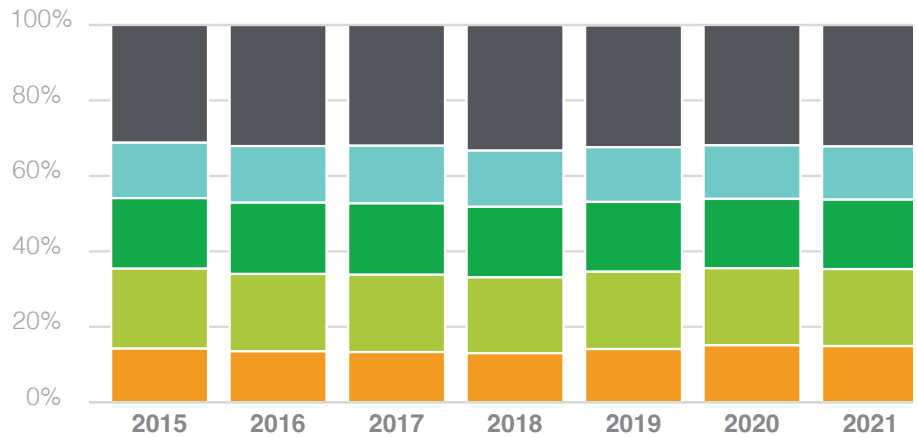
INCOME

In 2021, according to the Bureau of Labor Statistics (BLS), the average (mean) household income in the United States was \$87,864, and the average personal income was \$63,214.

The average personal income of outdoor participants is \$70,635, about \$10,000 more than the average for all Americans. In fact, about one-third of outdoor participants earn \$100,000 or more annually, and nearly half earn \$75,000 or more.

OUTDOOR PARTICIPANTS AVERAGE INCOME

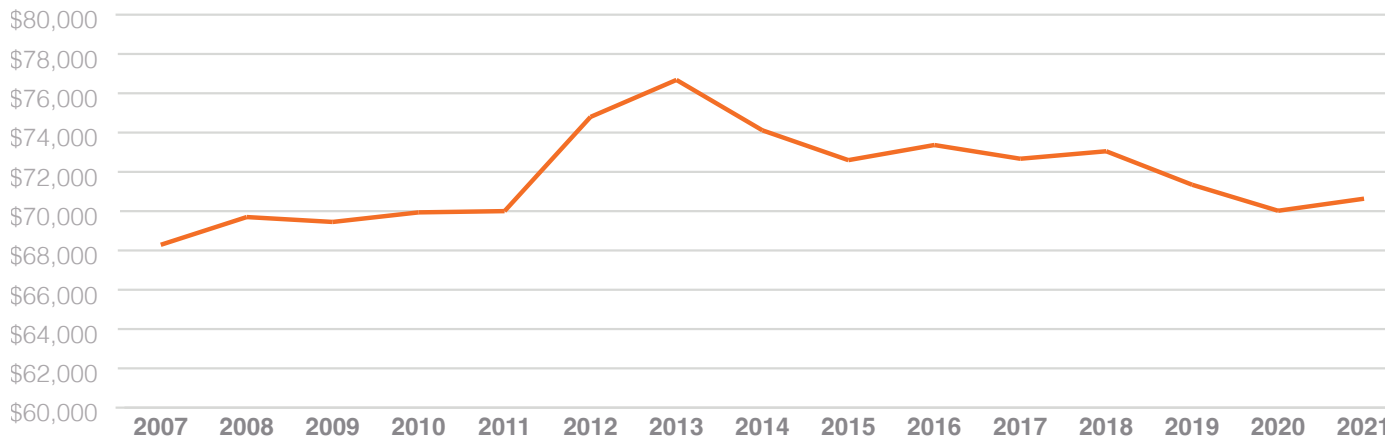
2015 TO 2021



- 32.2%** \$100,000+
- 14.1%** \$75,000 to 999,999
- 18.4%** \$50,000 TO \$74,999
- 20.4%** \$25,000 TO \$49,999
- 14.9%** Under \$25,000

OUTDOOR PARTICIPANTS AVERAGE INCOME

2007 TO 2021



AVERAGE INCOME OF A PARTICIPANT IN 2021:

\$70,635

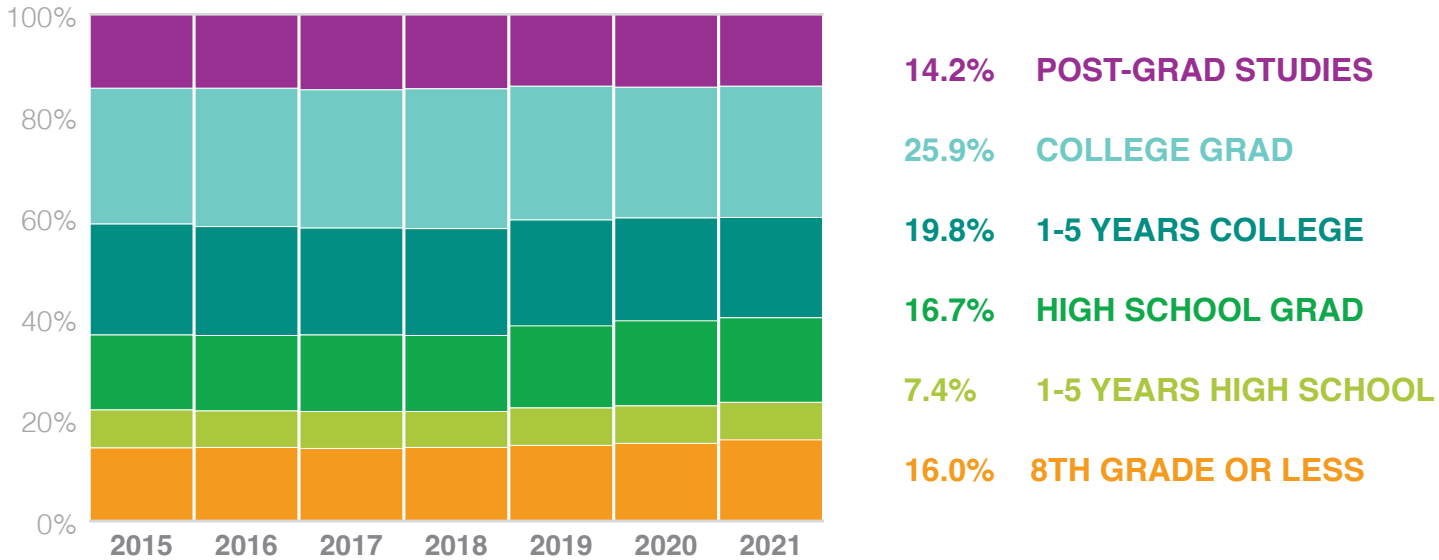


EDUCATION

In the United States, highly educated persons are more likely to participate in outdoor recreation. Consider that, overall, 35% of Americans 25 years and older have earned a bachelor's degree or higher, but more than 40% of outdoor participants in the same age group have a bachelor's degree or higher.

OUTDOOR RECREATION PARTICIPATION BY EDUCATION LEVELS

2015 TO 2021



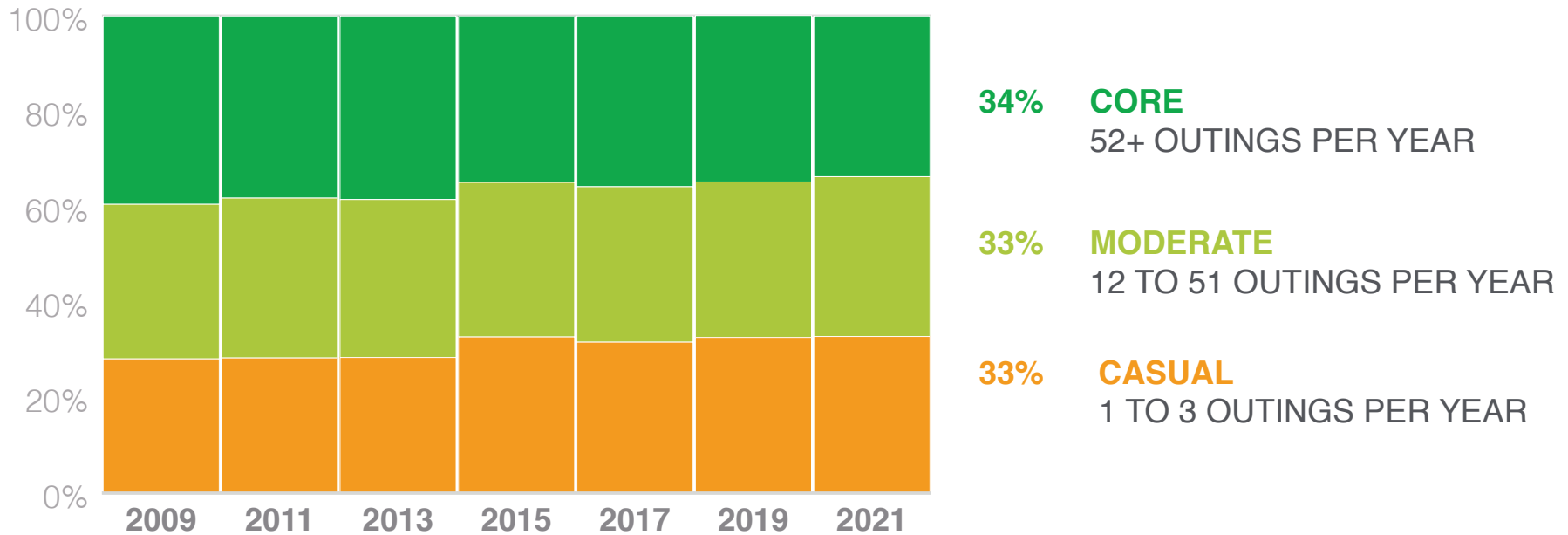
FREQUENCY OF PARTICIPATION

Outdoor participants spend a lot of time outdoors, and it shows. **One-third of the 164 million participants in outdoor recreation recorded 52 or more outdoor activities per year (or one outdoor activity at least once per week or more). Another one-third participated 12 to 51 times per year, or a few times per month. The final third participated in outdoor recreation between 1 and 11 times per year. The most frequent participants (51 outings or more in a year) are considered “core” participants.**

Note that percentage of “core” participants has fallen slightly over the past decade. Considering the size of the participant base, the real number of core participants continues to grow. Considering the high percentage of outdoor outings driven by core participants, losses in this category are a concern. The issues of engagement, particularly the fostering of core participants, should be included in discourse around potential participation issues for the outdoor industry.

OUTDOOR RECREATION PARTICIPATION BY EDUCATION LEVELS

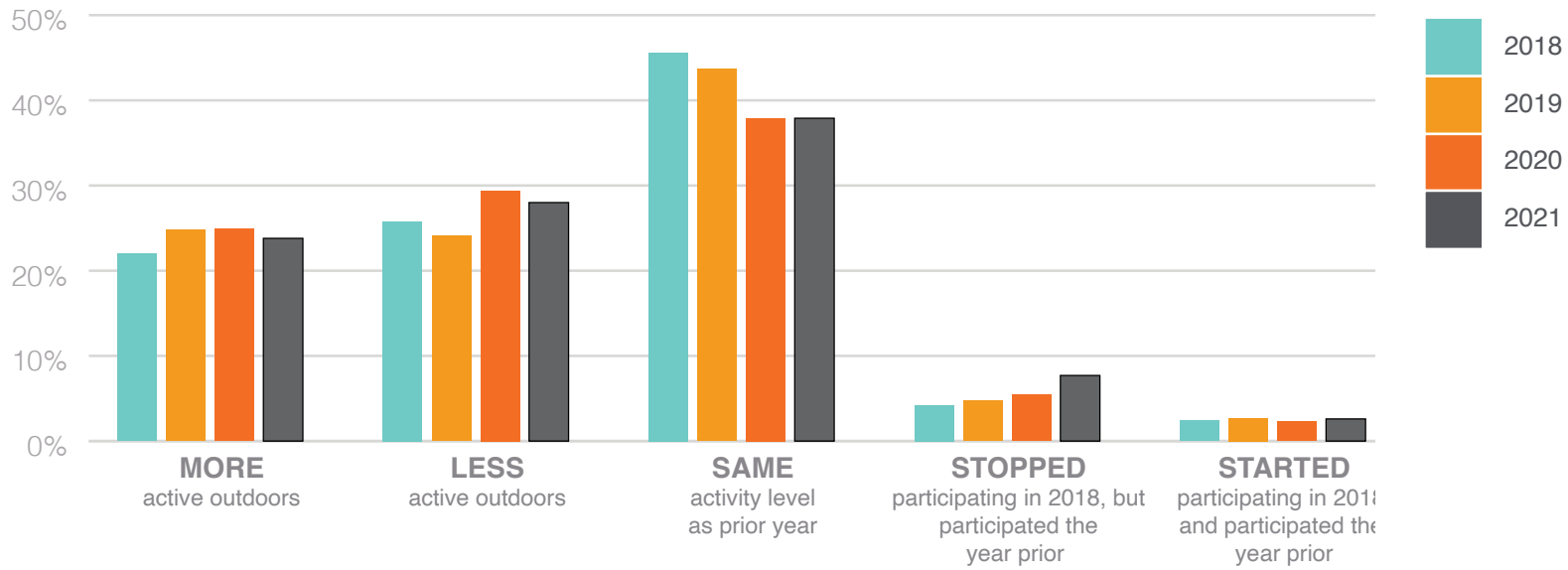
2009 TO 2021



COVID-19 PANDEMIC IMPACTS

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

2018 TO 2021



OUTINGS

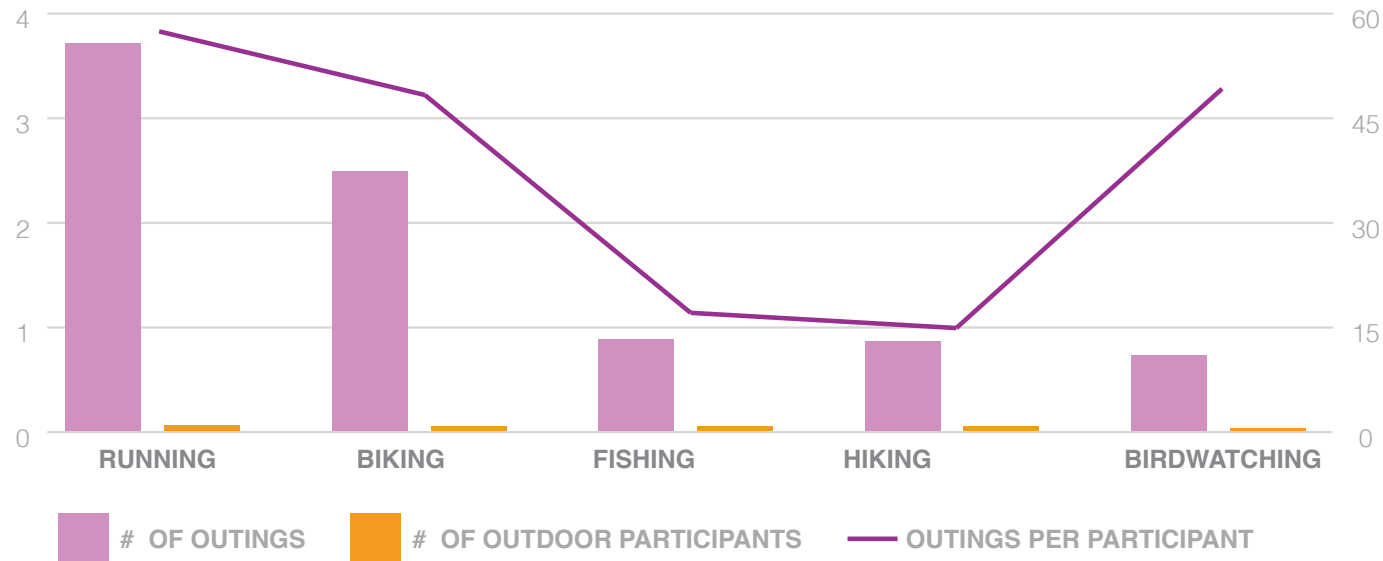


OUTINGS

The number of outdoor outings was up 8.4% in 2021 to 12.4 billion outings. The average number of outdoor outings per participant increased 6.1% in 2021 to 75.6 outings per participant. Note that core participants described in the section on frequency of participation represent 1 in 3 participants. Most in the core category are participating in outdoor activities several times per week.


2021 OUTDOOR ACTIVITIES

WITH THE HIGHEST NUMBER OF OUTINGS (MILLIONS) AND AVERAGE OUTINGS PER PARTICIPANT



THE AVERAGE # OF OUTDOOR OUTINGS PER PARTICIPANT IN 2021:

75.6

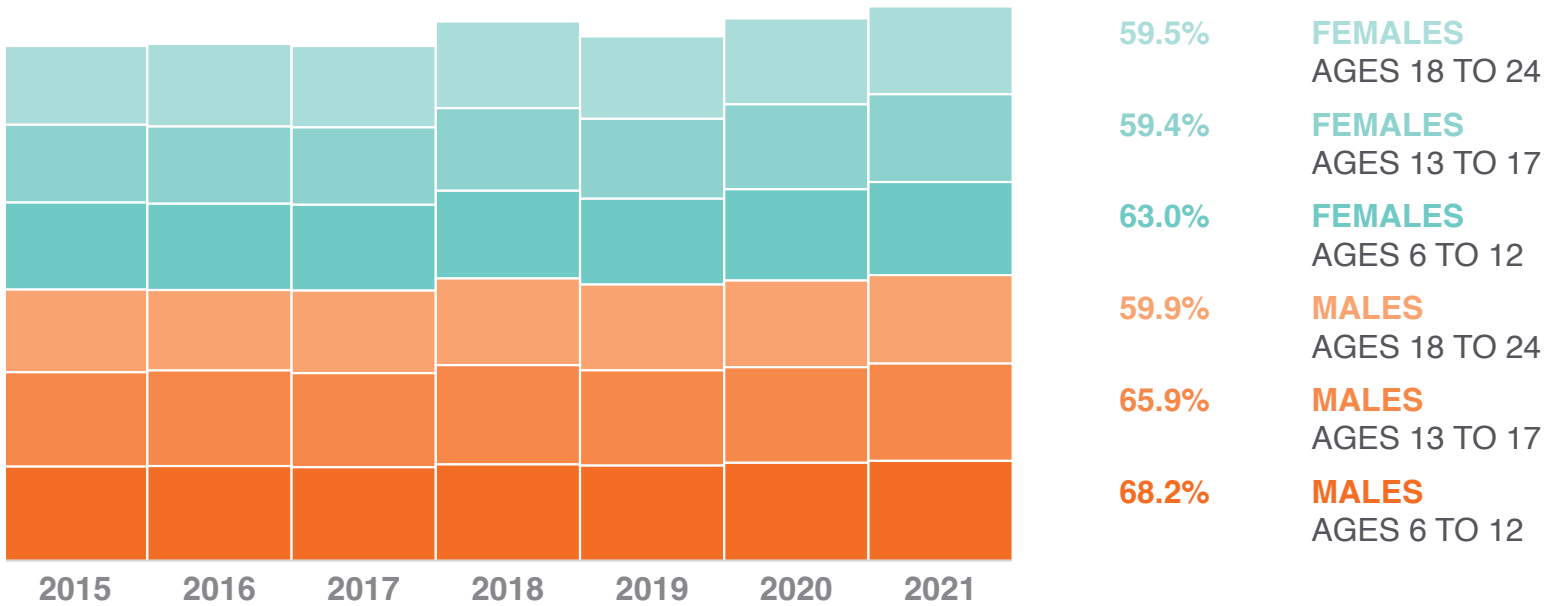


PARTICIPATION RATES FOR YOUNGER AGE GROUPS BY GENDER

Over the past two years, participation rates are up across the board for America's youth. Since 2019, girls ages 6 to 12 are now participating at a rate 4.9% higher, and girls 13 to 17 are now participating at rate 5.3% higher. Males ages 13 to 24 were less impacted by the pandemic; their participation rates increased less than 2%. Time will tell if these impacts continue to push girls and boys toward parity in outdoor participation in the future or if the gains made by girls will fade as participants return to pre-pandemic behavioral patterns.

PARTICIPATION RATES AGES 6 TO 24 BY GENDER AND AGE GROUP

2015 TO 2021

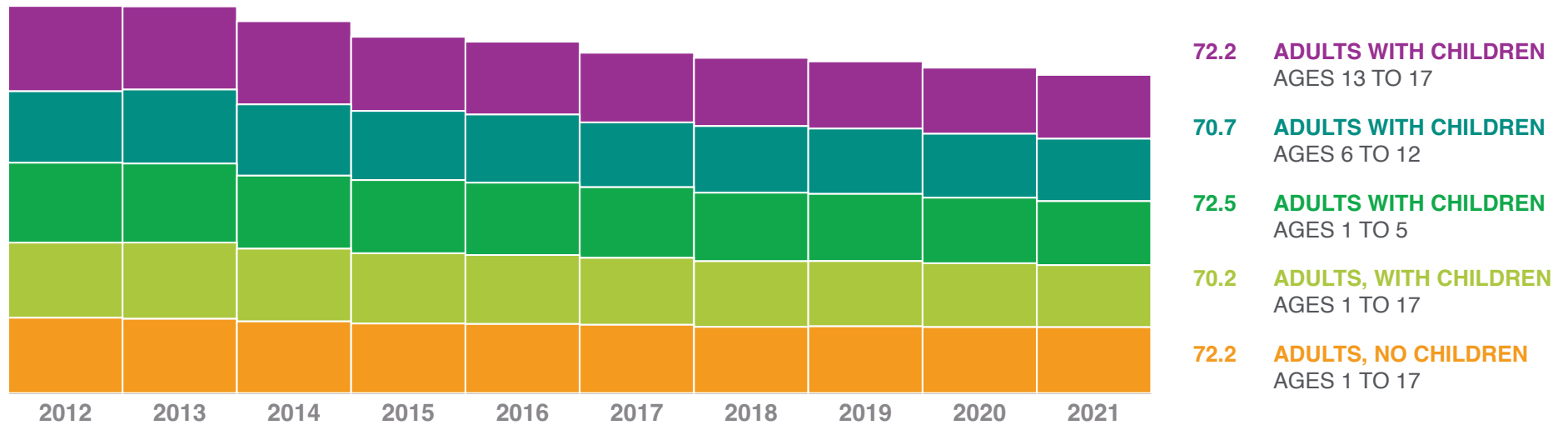


OUTINGS FOR HOUSEHOLDS WITH CHILDREN

The pandemic had a negative impact on the number of outdoor outings experienced by individuals in households with children, but the pandemic is not the only downward force on family participation. The number of outings per family has declined over the past five years, and in 2021, for the first time ever, adults with no children had higher participation rates than all families. The downward trend of family participation might be more of a concern for the outdoor industry if the overall number of participants and the rate of participation were not up significantly. However, this trend is still concerning and could portend a future drop in participation if children aren't introduced to outdoor activities by and with their families.

AVERAGE NUMBER OF OUTINGS FOR FAMILIES WITH CHILDREN AND ADULTS WITH NO CHILDREN

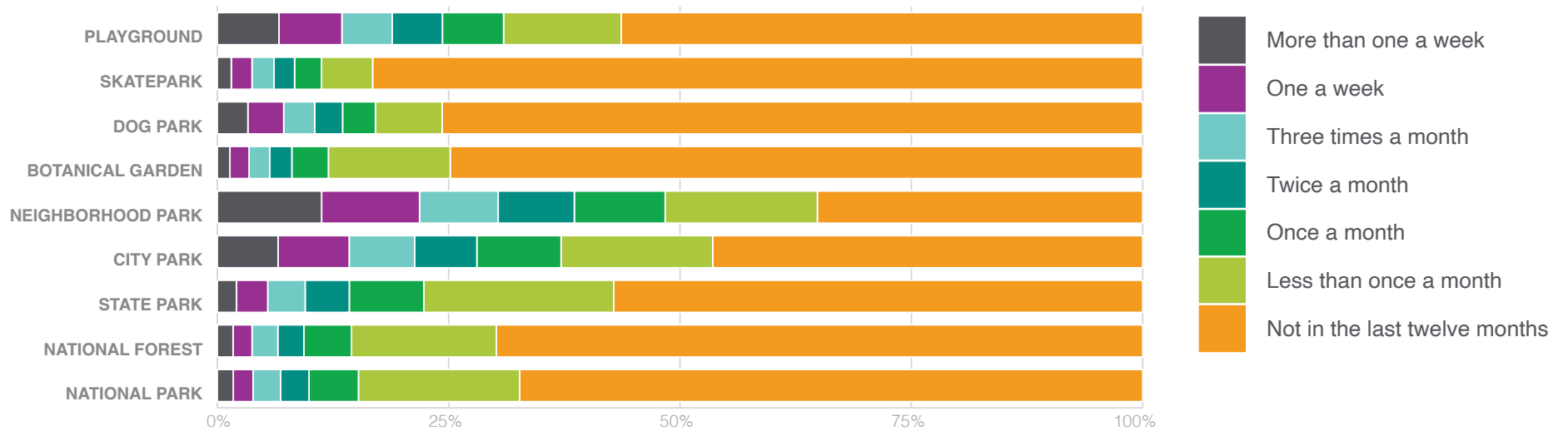
2012 TO 2021



VENUES FOR OUTINGS

Participation in outdoor recreation starts close to home. Local neighborhood parks, playgrounds, and city parks are the most popular venues for outdoor outings. The following chart indicates that more accessible, closer-to-home outdoor venues are not only more popular overall but are visited more frequently by participants. While national parks and forests are visited by fewer participants on a less-frequent basis, these public lands are seeing record visits. Participants who visit close-to-home venues frequently are more likely to visit destination venues like national parks at least once a year.

HOW OFTEN HAVE YOU VISITED THE FOLLOWING OUTDOOR VENUES IN THE PAST 12 MONTHS?





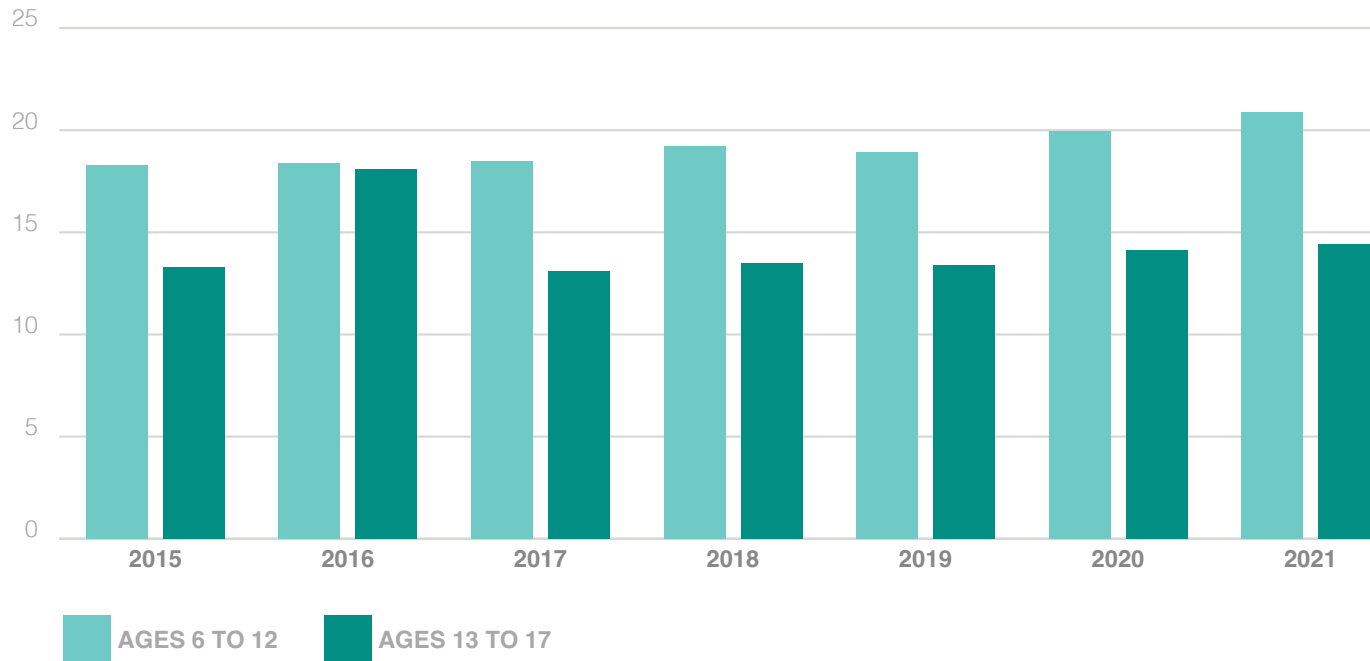
THE NEXT GENERATION

THE NEXT GENERATION: YOUTH OUTDOORS

America's children are spending more time outdoors over the past decade, and the COVID pandemic accelerated that trend. Overall, the percentage of America's kids participating in outdoor recreation was high in 2021, at just over 70%. Younger kids (ages 6 to 12) participated at higher rates than older kids (ages 13 to 17).

YOUTH OUTDOOR RECREATION PARTICIPANTS (MILLIONS)

2015 TO 2021



In 2021, OUTDOOR PARTICIPANTS INCLUDED:

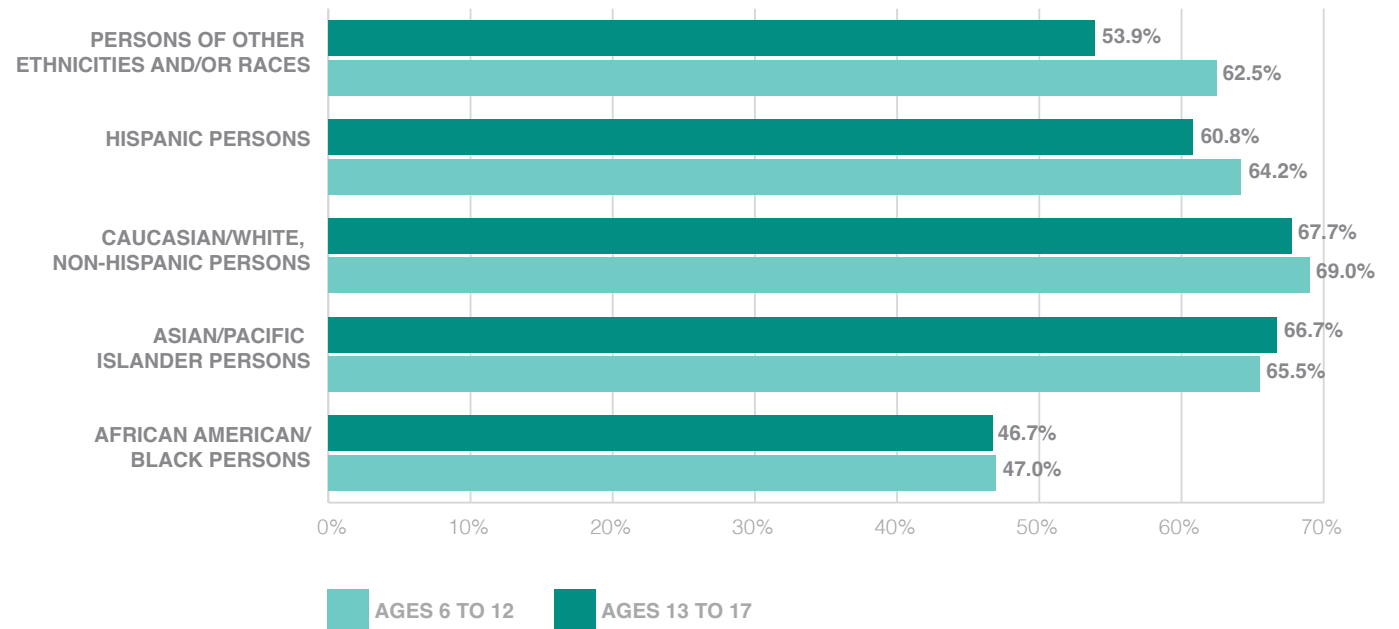
20.9 MILLION
YOUNGER KIDS (6 TO 12)

14.4 MILLION
OLDER KIDS (13 TO 17)

PARTICIPATION BY YOUTH AGE CATEGORIES

Younger kids are more active in the outdoors than teens and adults regardless of ethnicity/race. Kids ages 6 to 17 years who are white have the highest participation rates of any age or ethnic group with nearly 70% participating in outdoor recreation activities. African American/Black kids participate at much lower rates possibly due to lack of access to outdoor spaces.

YOUTH PARTICIPATION IN OUTDOOR BY ETHNICITY AND AGE GROUP

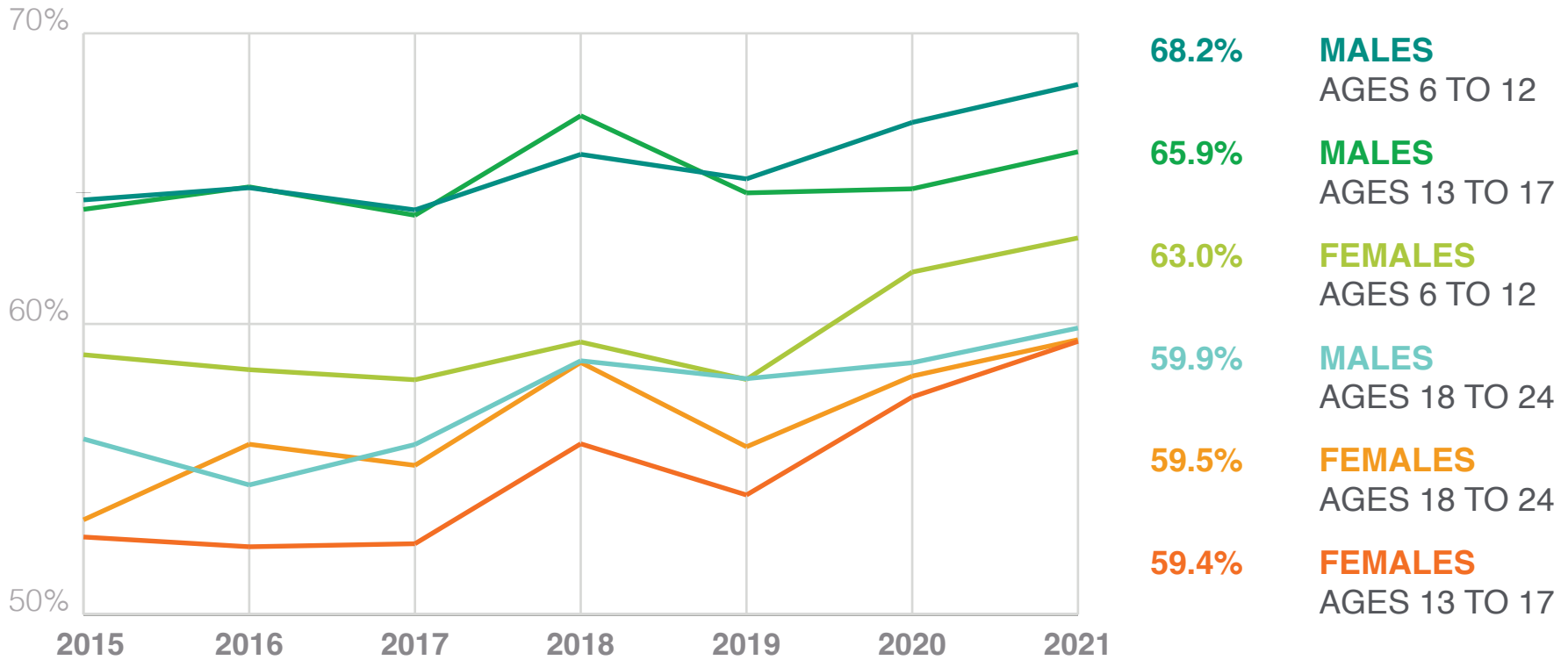


YOUTH PARTICIPATION RATES BY AGE GROUPING AND GENDER

Girls ages 13 to 17 have the lowest participation rate in the youth category. Participation rates and counts of girls tend to fall off in correlation with the onset of puberty, but the rate for this group is increasing. The participation rate for teen girls went from 52.7% in 2015 to 59.4% in 2021. Young girls, ages 6 to 12 increased their participation rate from 58.9% in 2015 to 63% in 2021. Boys' participation rates rose during that time period, as well, from about 64% in 2015 to about 67% in 2021.

YOUTH OUTDOOR RECREATION PARTICIPANTS (MILLIONS)






2015 TO 2021



MOST POPULAR OUTDOOR ACTIVITIES






BY PARTICIPATION RATE

AGES 6 TO 17

ACTIVITY	PARTICIPATION RATE	# OF PARTICIPANTS (MILLIONS)
 BIKING	29.9%	14.9
 CAMPING	26.2%	13.1
 FISHING	25.6%	12.8
 RUNNING	21.3%	10.7
 HIKING	20.2%	10.1

BY ANNUAL FREQUENCY

AGES 6 TO 17

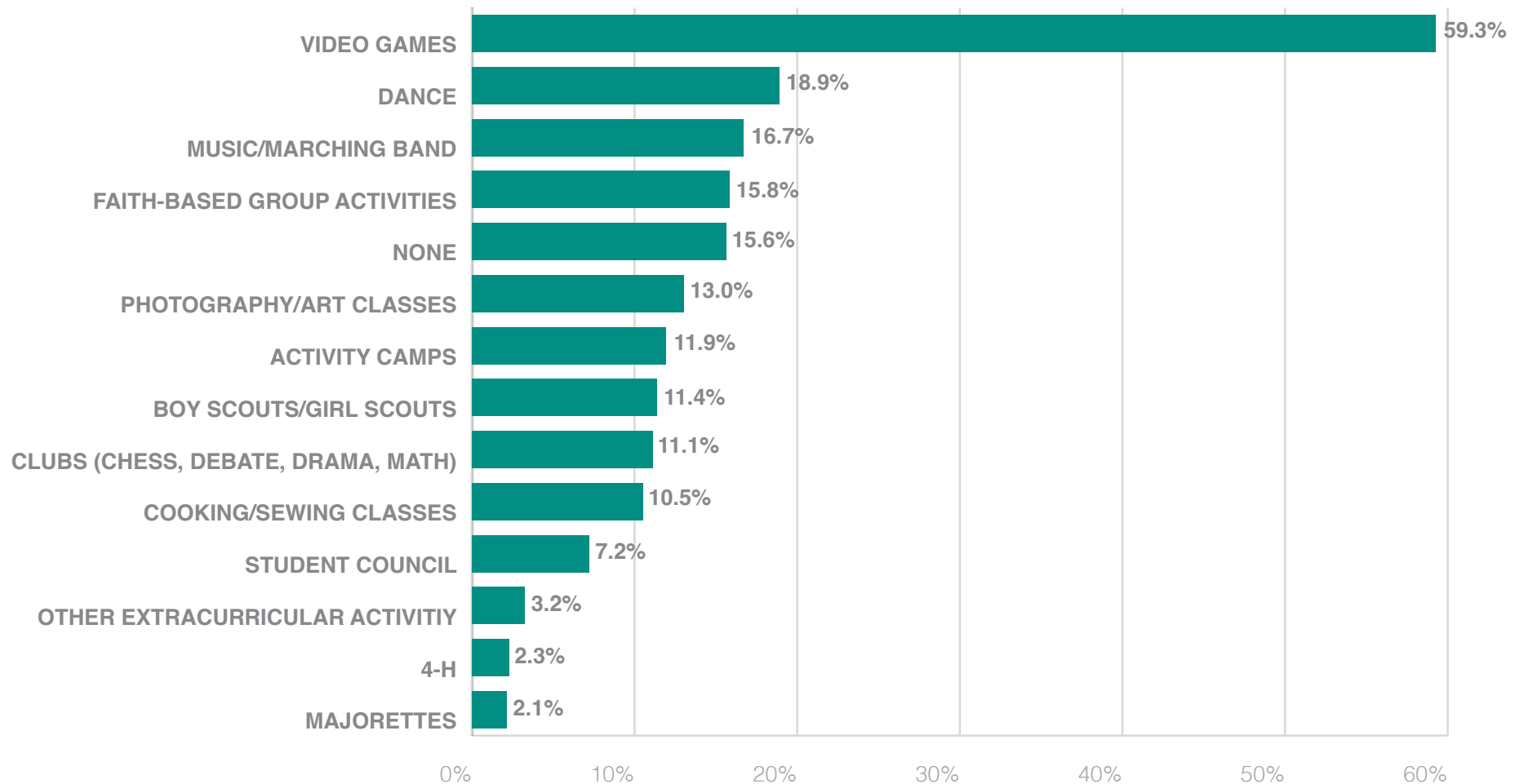
ACTIVITY	# OF OUTINGS	AVE ANNUAL OUTINGS PER PARTICIPANT
 BIKING	622,320	33.7
 RUNNING	497,092	41.2
 FISHING	170,301	13.9
 SKATEBOARDING	167,376	43.5
 CAMPING	123,831	9.2

KIDS' VIDEO GAMING AND OUTDOOR ACTIVITY

The most popular non-outdoor recreation activity for kids who participated in outdoor recreation in 2021 was video games, by a very large margin. Kids have been playing video games for decades, and while it likely has a large impact on the frequency of outdoor recreation, data indicate that video games do not have a negative correlation with casual participation in outdoor recreation.

WHAT OTHER NON-SPORT/EXTRACURRICULAR ACTIVITIES DID YOU PARTICIPATE IN THE PAST 12 MONTHS?

PARTICIPANTS, AGES 6 TO 17



CORE PARTICIPANTS



CORE PARTICIPANTS

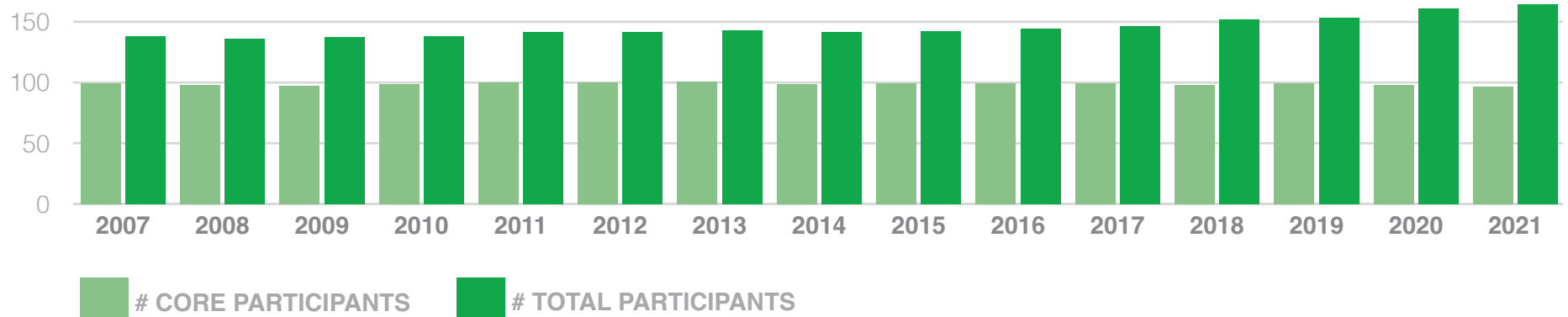
In 2021, 58.7% of outdoor participants (96.4 million) participated in outdoor recreation with levels of frequency that qualified them as core participants. Participants who report 51 or more outings across the 53 activities that make up outdoor recreation are considered core participants. That tracks with the definition of core participants in the most accessible activities like hiking and running. Smaller categories like cross-country skiing define core as someone who participates nine or more times in the activity.

Core participants are critical to the outdoor industry because they participate most often, and they are most reliable consumers of outdoor products. Additionally, they help set the tone for norms and trends in specific categories like camping and cycling. This is where one can find the most dedicated outdoorists, including thru-hikers, live-to-shred mountain bikers, and backcountry skiers. The typical core outdoor recreation participant is about 37 years old, white, slightly more likely to be male (53%), and college educated, with annual income around \$74K. Core participants' education levels and geographic regions of residence do not vary significantly from the overall participant base.

The percentage of participants who qualify as core participants is declining. In 2011, the percentage of core participants in outdoor recreation was 70.9%, and it has been in decline since. In the past decade, the number of core participants has declined by 3.7%, while the total number of outdoor recreation participants has increased 16.3%. There are many variables that may explain this decline, including the rise of social media, broader experiences across a wide array of activities rather than a deep dive in one, and, of course, the impacts of the COVID pandemic.

TOTAL AND CORE PARTICIPANT COUNTS (MILLIONS)

2007 TO 2021

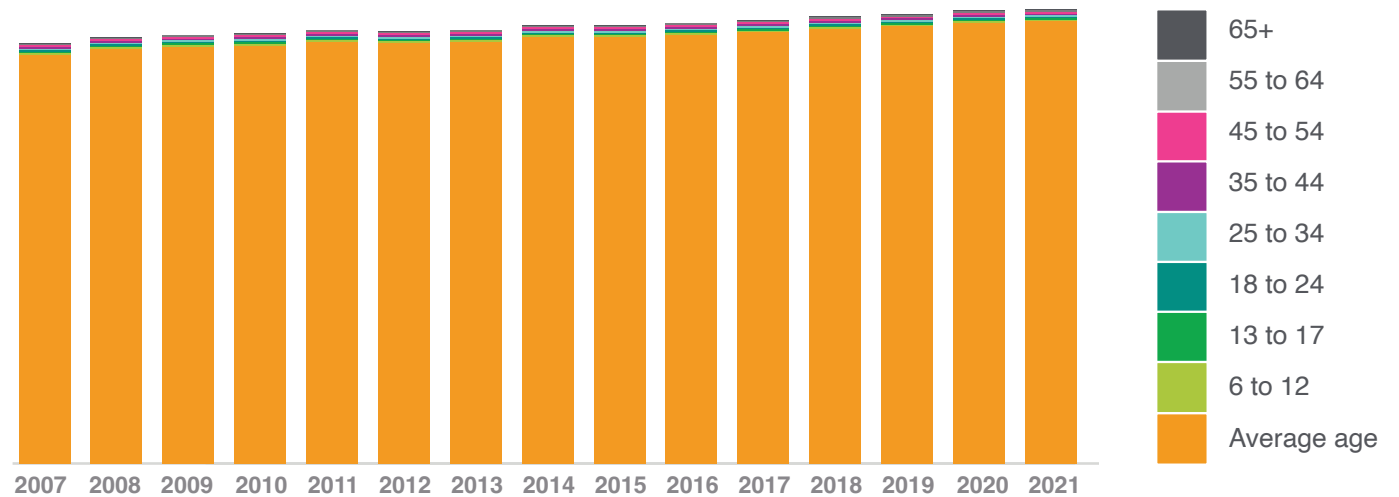


CORE PARTICIPATION

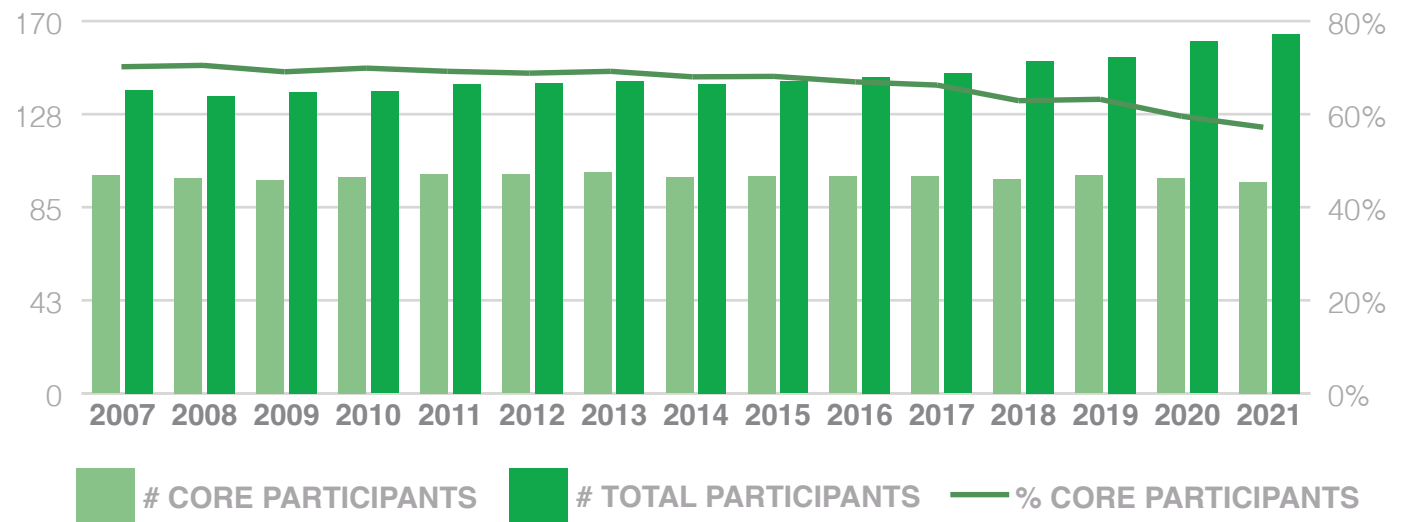
Core participants are getting older. In 2007, fewer than 16% of core participants were 55 or older; today, participants 55 or older make up 22% of the core participant base. The average age of core participants has dropped from 34 in 2007 to 37 in 2021. The decrease in the percentage and number of core participants in younger age group portends the extension of this decline in high-frequency participants well into the future. Older core participants appear to be sticking to their high-frequency participation habits longer than previous generations, which will help soften any impacts the declining base of young core participants will have. High frequency participants 55 years and older have the highest levels of income and the most time at their disposal to spend participating.



CORE PARTICIPANTS BY AGE GROUP AND AVERAGE AGE 2007 TO 2021



COUNT AND PERCENT OF CORE PARTICIPANTS (MILLIONS AND %) 2007 TO 2021

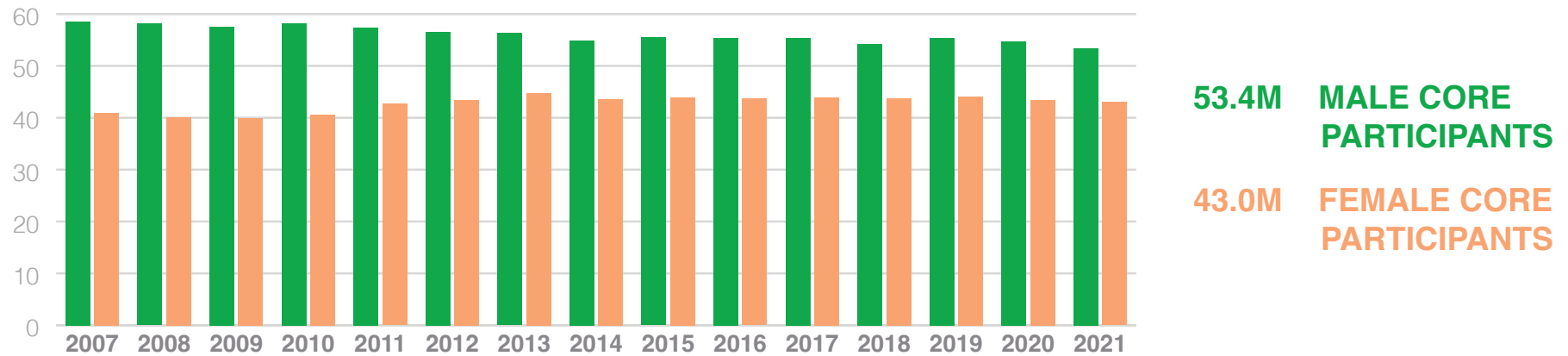


CORE PARTICIPATION BY GENDER

In 2021, the share of female core participants hit a record high of 44.6% of the participant base. The record number of females participating was set in 2013 at 44.7 million female, 1.7 million more than participated in 2021. The increasing share of females in core participation is positive for the market as women make about 70 to 80% of all consumer spending decisions [according to Forbes](#).

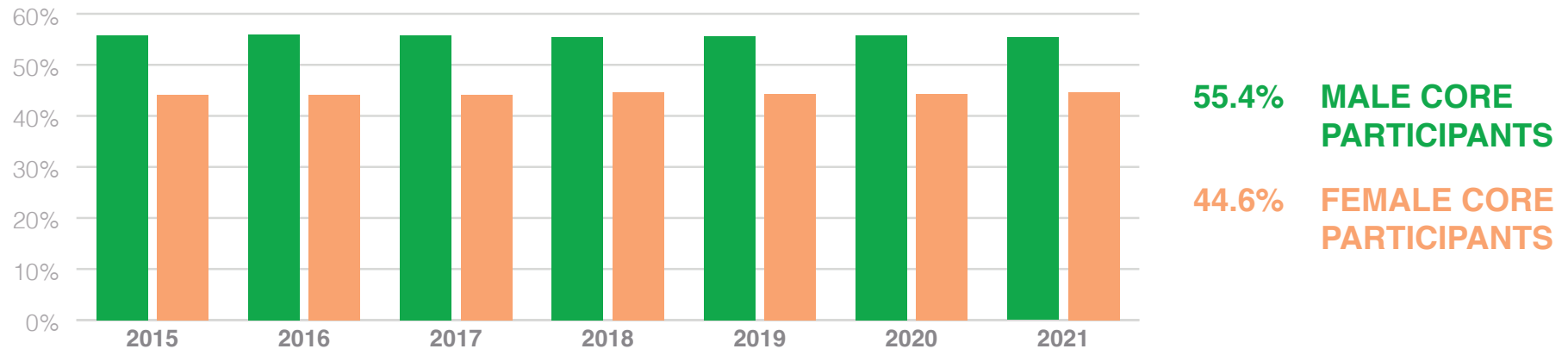
NUMBER OF MALE AND FEMALE CORE PARTICIPANTS (MILLIONS)

2007 TO 2021



CORE OUTDOOR PARTICIPANT GENDER SPLIT

2015 TO 2021

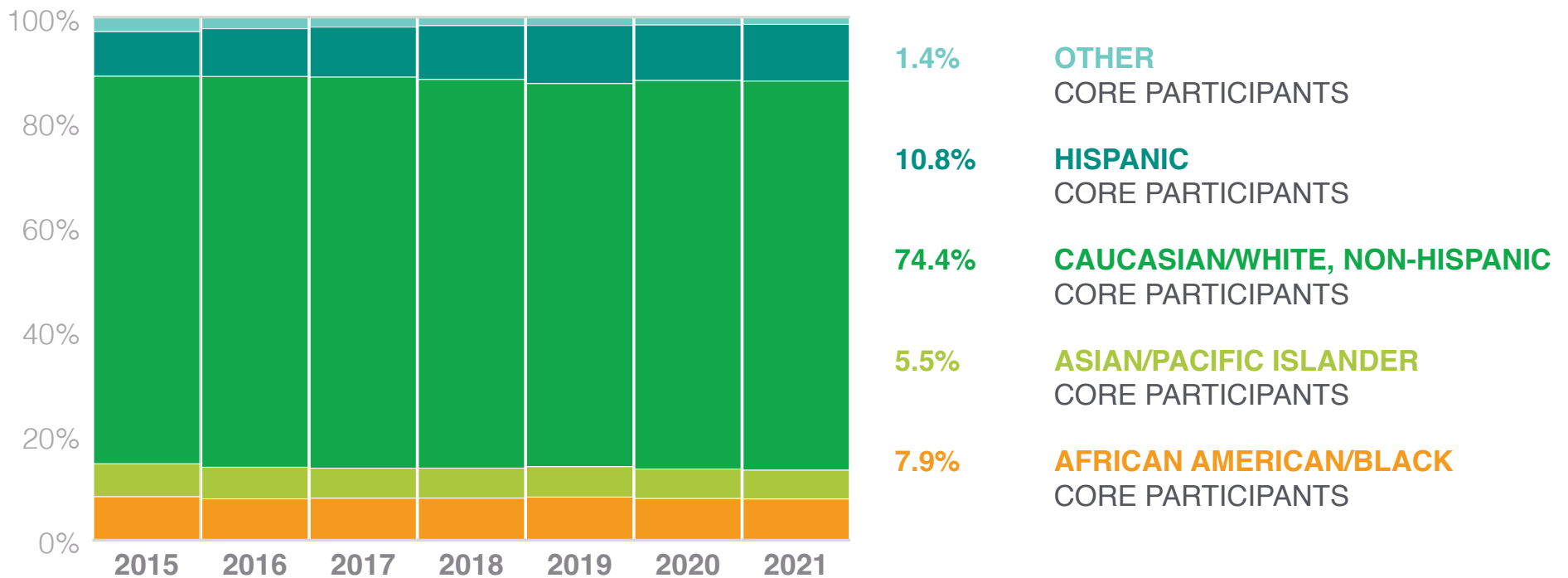


CORE DIVERSITY BY ETHNICITY/RACE

The core participant base is less diverse than the total participant base and diversity is shrinking rather than increasing among high frequency outdoor recreation participants. So far, increases in diversity in the broader participant base are not translating into the core category. This indicates that new participants who are more likely to be BIPOC participate less frequently. The reduction in the number of core participants and the decline in diversity as it accelerates in the overall population especially in younger age groups is an area of concern for the industry. Further, the lack of, and continuing decline of diversity among core participants should be an area of study and a target for change in the Outdoor Industry.

DIVERSITY IN CORE PARTICIPANTS

2015 TO 2021

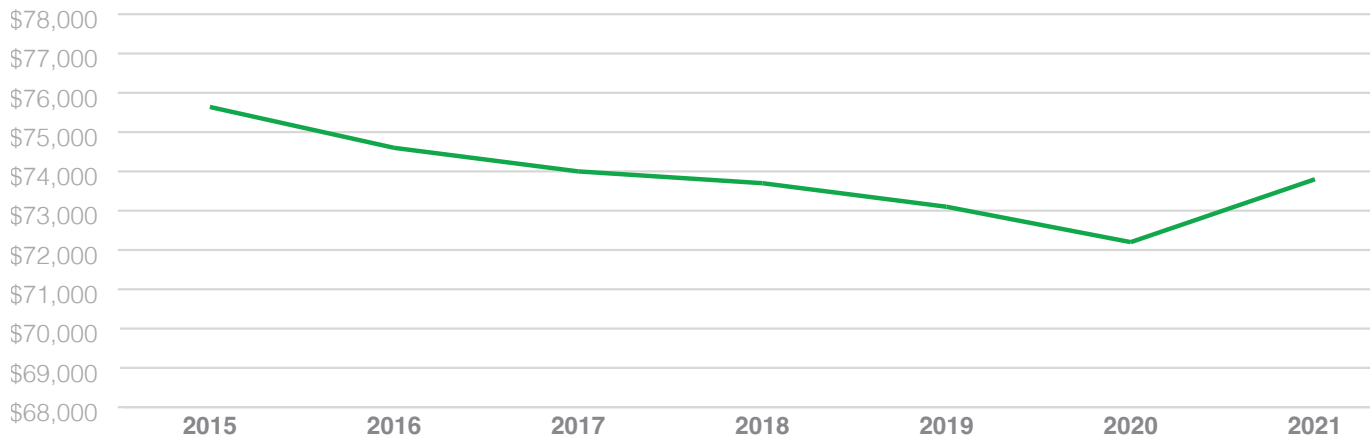


CORE PARTICIPANTS' INCOME TRENDS

Core participants have slightly higher income levels than the broader Outdoor participant base. The average income of a core participant is about \$74K, \$K above the overall average for outdoor recreators. The downward trend in income levels of core participants turned positive in 2021, a year in which real wage growth grew 4.4% as public-facing workers across industries were in short supply and demand for their services was strong. The increase in average income among core outdoor participants is likely more a reflection of the U.S. economy rather than a dramatic reversal of a downward trend. Core participants have slightly higher income levels than the broader Outdoor participant base. The average income of a core participant is about \$74K, \$K above the overall average for outdoor recreators. The downward trend in income levels of core participants turned positive in 2021, a year in which real wage growth grew 4.4% as public-facing workers across industries were in short supply and demand for their services was strong. The increase in average income among core Outdoor participants is likely more a reflection of the U.S. economy rather than a dramatic reversal of a downward trend.

CORE PARTICIPANTS AVERAGE INCOME

2015 TO 2021



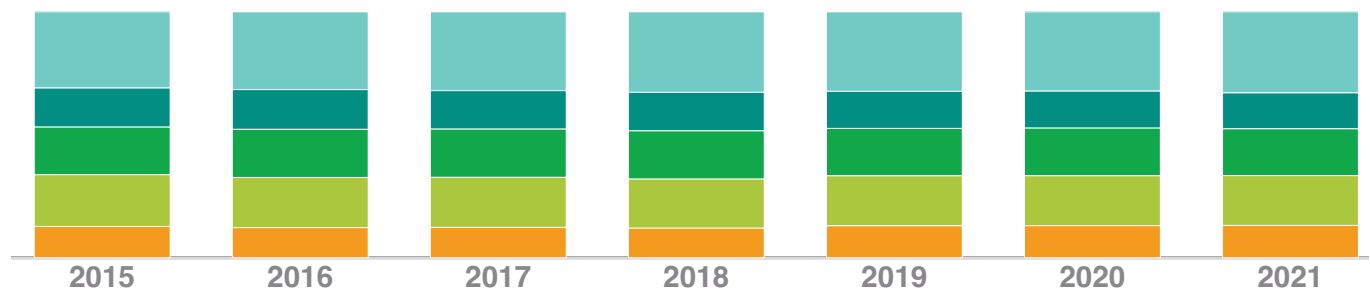
**AVERAGE INCOME
OF A CORE
PARTICIPANT
IN 2021:**

\$73,828



CORE PARTICIPANTS BY INCOME

2015 TO 2021



33.0% \$100,000+
14.6% \$75,000 TO \$99,999
19.0% \$50,000 TO \$74,999
20.2% \$25,000 TO \$49,999
13.1% UNDER \$25,000

A group of people, including a woman with long dark hair and a man with a beard, are sitting on the grass outdoors. They are wearing green shirts and white gloves, suggesting they are participating in an outdoor activity or community service. The background shows a large tree and a grassy area. The text "OTHER OUTDOOR PARTICIPATION TOPICS" is overlaid in large white letters on the left side of the image.

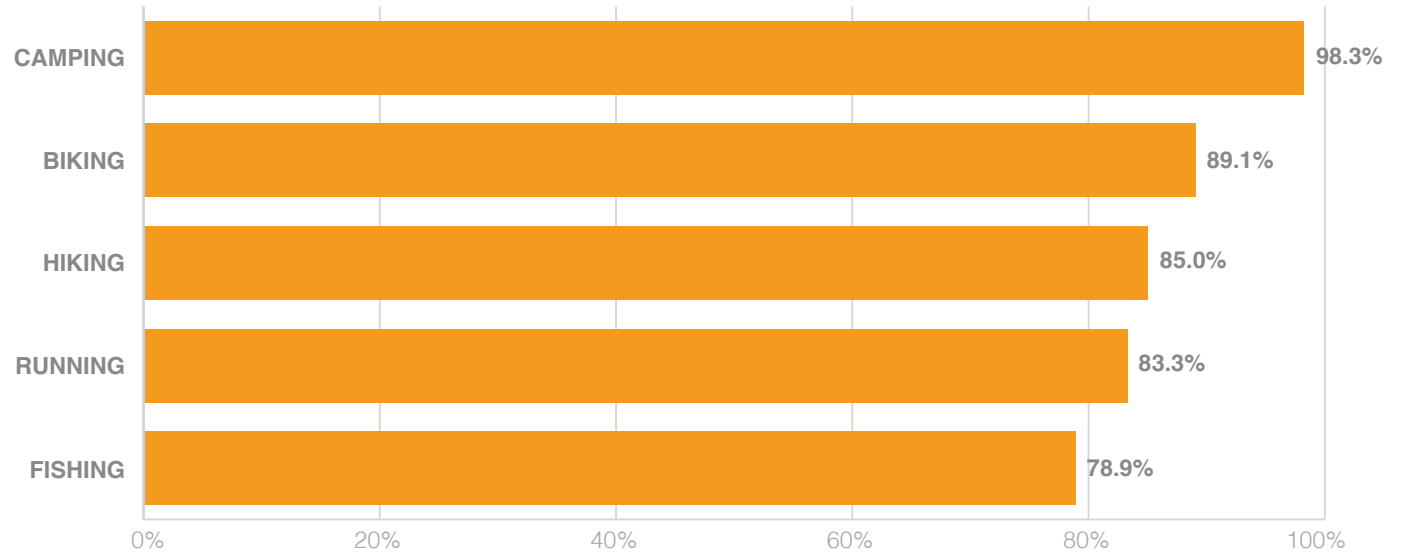
OTHER OUTDOOR PARTICIPATION TOPICS

GATEWAYS TO OUTDOOR PARTICIPATION

Campers most frequently participate in other outdoor activities, but most **outdoor participants enjoy a wide variety of both indoor and outdoor physical activities.**

GATEWAYS TO OUTDOOR PARTICIPATION

ACTIVITIES WITH HIGHEST CROSS-PARTICIPATION IN OTHER OUTDOOR ACTIVITIES

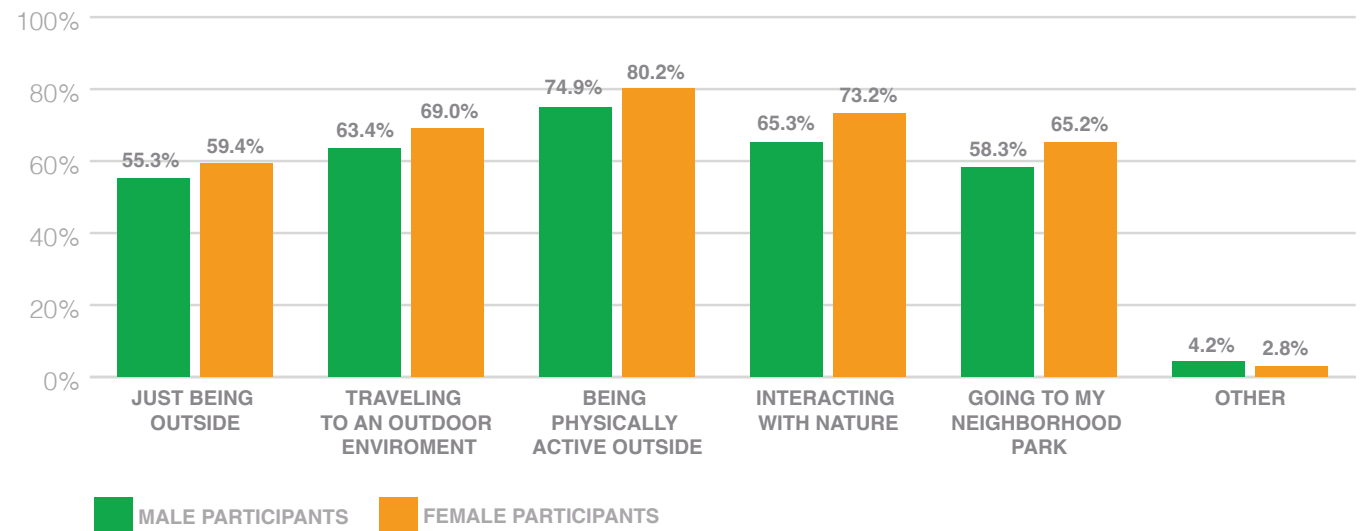


WHAT ATTRACTS PARTICIPANTS IN OUTDOOR RECREATION?

The idea of being physically active outside is enough to spur on **75% of male and 80% of female outdoor recreation participants.** Interacting with the natural environment, going to neighborhood parks, and traveling through natural environments are favorite aspects of outdoor recreation activities for participants.

GATEWAYS TO OUTDOOR PARTICIPATION

ACTIVITIES WITH HIGHEST CROSS-PARTICIPATION IN OTHER OUTDOOR ACTIVITIES

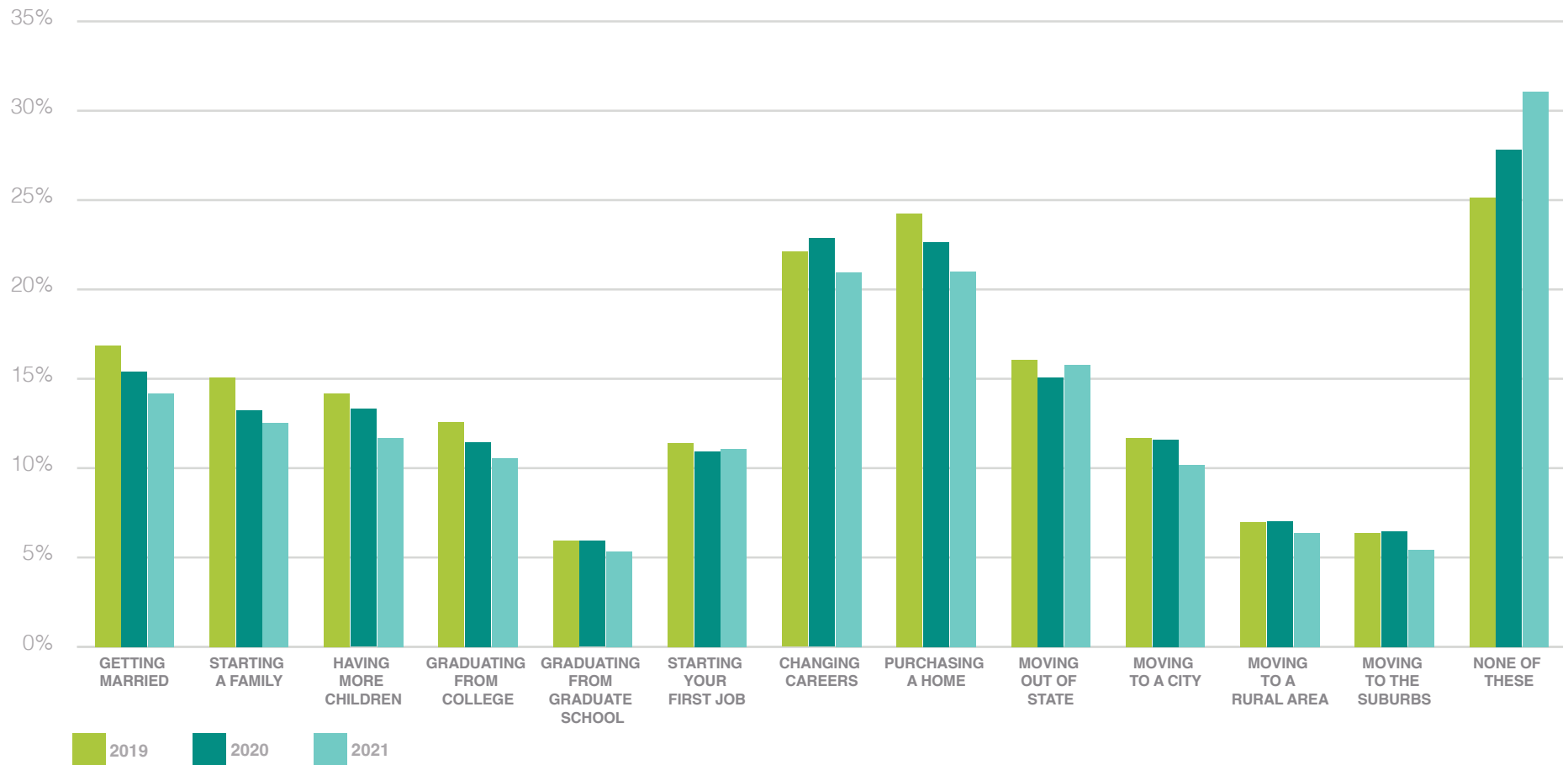


OTHER LIFE EVENTS OF OUTDOOR PARTICIPANTS

The past two years have been extraordinarily dynamic, the pandemic, political, and economic forces have driven significant changes to our way of life in the U.S. Outdoor participants indicated that they are seeking major life events less in 2021, but many expected to change jobs and buy a home in 2022 or 2023. Just 12.5% expect to start a family and 31% do not expect any (of those listed) major life event in the next 1 to 2 years. **Maybe everyone just wants to take a break from the whirlwind of change all have experienced since January 2020.**

IN THE NEXT 1-TO-2 YEARS, DO YOU SEE YOURSELF...?

AGES 18 TO 44



CONCLUSION

2021 was an excellent year for outdoor recreation participation. **Participation rates are up across demographics, but positive signs include increasing participation rates for children, for females of all ages, and for men overall.** Interest in outdoor recreation remains high even as disruptions related to the COVID pandemic came and went and came back again in 2021. **During this year, a record number (164M) Americans participated in outdoor recreation.** Outdoor recreation participation continues to be a robust recreation category with 54% of Americans participating overall and increasing.

The COVID pandemic and related societal disruptions gave outdoor recreation a boost as Americans looked for safe alternatives to indoor recreation venues including restaurants, gyms, and bars. Many recognized the relative safety of outdoor environments in the midst of a pandemic virus spread by aerosol. **In 2021, with the introduction of relatively effective vaccines, some restriction began to life, but the pandemic lasted well into 2022 and the long-term impacts on our overall health, habits, and economy will not become apparent for several years.**





APPENDIX

PARTICIPATION CATEGORIES THAT GREW AND DECLINED

2020

2021

GREW	DECLINED	GREW	DECLINED
Backpacking Overnight - More Than 1/4 Mile from Vehicle/	Adventure Racing	Archery	Adventure Racing
Bicycling (BMX)	Archery	Boardsailing/Windsurfing	Alpine Touring
Bicycling (Mountain/Non-Paved Surface)	Boardsailing/Windsurfing	Climbing (Sport/Boulder)	Backpacking Overnight - More Than 1/4 Mile from Vehicle/
Bicycling (Road/Paved Surface)	Hunting (Handgun)	Hiking (Day)	Bicycling (BMX)
Birdwatching More Than 1/4 Mile from Home/Vehicle	Hunting (Shotgun)	Kayaking (Recreational)	Bicycling (Mountain/Non-Paved Surface)
Camping	Kayaking (Sea/Touring)	Kayaking (Sea/Touring)	Bicycling (Road/Paved Surface)
Camping (RV)	Shooting (Sport Clays)	Kayaking (White Water)	Birdwatching More Than 1/4 Mile From Home/Vehicle
Canoeing	Shooting (Trap/Skeet)	Snowboarding	Camping
Climbing (Sport/Boulder)	Skiing (Alpine/Downhill/Freeski/Telemark)	Stand Up Paddling	Camping (RV)
Climbing (Traditional/Ice/Mountaineering)	Skiing (Cross-Country)	Trail Running	Canoeing
Fishing (Fly)	Sledding/Saucer Riding/Snow Tubing	Wakesurfing	Climbing (Traditional/Ice/Mountaineering)
Fishing (Freshwater/Other)	Snowshoeing	Walking for Fitness	Fishing (Fly)
Fishing (Saltwater)	Triathlon (Non-Traditional/Off Road)		Fishing (Freshwater/Other)
Hiking (Day)	Triathlon (Traditional/Road)		Fishing (Saltwater)
Hunting (Bow)			Hunting (Bow)
Kayaking (Recreational)			Hunting (Handgun)
Kayaking (White Water)			Hunting (Rifle)
Rafting			Hunting (Shotgun)
Running/Jogging			Rafting
Skateboarding			Running/Jogging
Snorkeling			Shooting (Sport Clays)
Snowboard Touring			Shooting (Trap/Skeet)
Snowboarding			Skateboarding
Stand Up Paddling			Skiing (Alpine/Downhill/Freeski/Telemark)
Surfing			Skiing (Cross-Country)
Trail Running			Sledding/Saucer Riding/Snow Tubing
Wakesurfing			Snorkeling
Walking for Fitness			Snowboard Touring
Wildlife Viewing More Than 1/4 Mile From Home/Vehicle			Snowshoeing
Winter Fat Biking			Surfing
			Triathlon (Non-Traditional/Off Road)
			Triathlon (Traditional/Road)
			Wildlife Viewing More Than 1/4 Mile From Home/Vehicle
			Winter Fat Biking

ACTIVITY PARTICIPATION (MILLIONS)

AGES 6+

SPORT	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	1-YR CHANGE	2-YR	5-YR AAG
Adventure Racing	698	809	1,005	1,214	1,202	1,618	2,095	2,368	2,864	2,999	2,529	2,215	2,143	1,966	1,826	-7.1%	-14.8%	-9.3%
Alpine Touring												998	1,122	1,126	1,100	-2.3%	-2.0%	
Aquatic Exercise	9,757	9,512	8,965	8,947	9,042	9,177	8,483	9,122	9,226	10,575	10,459	10,518	11,189	10,954	10,400	-5.1%	-7.1%	-0.3%
Archery	5,950	6,180	6,368	6,323	6,471	7,173	7,647	8,435	8,378	7,903	7,769	7,654	7,449	7,249	7,342	1.3%	-1.4%	-1.5%
Backpacking Overnight - More Than 1/4 Mile From Vehicle/Home	6,637	7,252	7,757	7,998	7,722	7,933	9,069	10,101	10,100	10,151	10,975	10,540	10,660	10,746	10,306	-4.1%	-3.3%	0.4%
Badminton	7,057	7,148	7,469	7,645	7,135	7,278	7,150	7,176	7,198	7,354	6,430	6,337	6,095	5,862	6,061	3.4%	-0.6%	-3.7%
Barre							2,901	3,200	3,583	3,329	3,436	3,532	3,665	3,579	3,659	2.2%	-0.2%	1.9%
Baseball	16,058	15,539	14,429	14,198	13,561	12,976	13,284	13,152	13,711	14,760	15,642	15,877	15,804	15,731	15,587	-0.9%	-1.4%	1.1%
Basketball	25,961	26,108	25,131	25,156	24,790	23,708	23,669	23,067	23,410	22,343	23,401	24,225	24,917	27,753	27,135	-2.2%	8.9%	4.1%
Bicycling (BMX)	1,887	1,896	1,858	2,090	1,958	1,861	2,168	2,350	2,690	3,104	3,413	3,439	3,648	3,880	3,861	-0.5%	5.8%	4.5%
Bicycling (Mountain/Non-Paved Surface)	6,892	7,242	7,367	7,152	6,989	7,265	8,542	8,044	8,316	8,615	8,609	8,690	8,622	8,998	8,693	-3.4%	0.8%	0.2%
Bicycling (Road/Paved Surface)	38,940	38,527	39,127	39,730	39,834	39,790	40,888	39,725	38,280	38,365	38,866	39,041	39,388	44,471	42,775	-3.8%	8.6%	2.3%
Birdwatching More Than 1/4 Mile From Home/ Vehicle	13,476	13,938	13,847	13,317	13,067	13,535	14,152	13,179	13,093	11,589	12,296	12,344	12,817	15,228	14,815	-2.7%	15.6%	5.3%
Boardsailing/Windsurfing	1,118	1,213	1,218	1,373	1,384	1,372	1,324	1,562	1,766	1,737	1,573	1,556	1,405	1,268	1,297	2.3%	-7.6%	-5.5%
Bodyweight Exercise & Bodyweight Accessory-Assisted Training								22,390	22,146	25,110	24,454	24,183	23,504	22,845	22,629	-0.9%	-3.7%	-2.1%
Boot Camp Style Training					7,706	7,496	6,911	6,774	6,722	6,583	6,651	6,695	6,830	4,969	5,169	4.0%	-24.3%	-3.9%
Bowling	60,184	59,417	57,972	56,585	53,906	48,614	46,209	46,642	45,931	45,925	45,491	45,793	45,372	40,143	41,666	3.8%	-8.2%	-1.8%
Boxing for Competition				855	747	959	1,134	1,278	1,355	1,210	1,368	1,310	1,417	1,361	1,460	7.3%	3.1%	4.1%
Boxing for Fitness				4,788	4,631	4,832	5,251	5,113	5,419	5,175	5,157	5,166	5,198	5,230	5,237	0.1%	0.8%	0.2%
Camping	31,375	32,531	34,012	32,667	31,961	29,982	29,269	28,660	27,742	26,467	26,262	27,416	28,183	36,082	35,985	-0.3%	27.7%	6.8%
Camping (RV)	16,168	16,343	16,977	16,651	16,282	15,108	14,556	14,633	14,699	15,855	16,159	15,980	15,426	17,825	16,371	-8.2%	6.1%	0.9%
Canoeing	9,797	9,866	9,997	10,306	10,170	9,839	10,153	10,044	10,236	10,046	9,220	9,129	8,995	9,595	9,199	-4.1%	2.3%	-1.6%
Cardio Kickboxing	4,812	4,905	5,500	6,287	6,488	6,725	6,311	6,747	6,708	6,899	6,693	6,838	7,026	5,295	5,099	-3.7%	-27.4%	-5.3%
Cardio Tennis		830	1,004	1,340	1,293	1,442	1,539	1,617	1,821	2,125	2,223	2,499	2,501	2,503	2,608	4.2%	4.3%	4.3%
Cheerleading	3,279	3,192	3,070	3,134	3,049	3,244	3,235	3,456	3,608	4,029	3,816	3,841	3,752	3,308	3,465	4.8%	-7.6%	-2.8%
Climbing (Indoor)											5,045	5,112	5,309	5,535	5,684	2.7%	7.1%	
Climbing (Sport/Boulder)											2,103	2,184	2,183	2,290	2,301	0.5%	5.4%	
Climbing (Traditional/Ice/ Mountaineering)	2,062	2,175	2,062	2,017	1,904	2,189	2,319	2,457	2,571	2,790	2,527	2,541	2,400	2,456	2,374	-3.3%	-1.1%	-3.1%

SPORT	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	1-YR CHANGE	2-YR	5-YR AAG
Cross-Training Style Workouts								11,265	11,710	12,914	13,622	13,338	13,542	9,179	9,764	6.4%	-27.9%	-4.2%
Dance, Step, and Other Choreographed Exercise to Music								21,455	21,487	21,839	22,616	22,391	23,957	25,160	24,752	-1.6%	3.3%	2.6%
Elliptical Motion/ Cross-Trainer	23,586	24,435	25,903	27,319	29,734	28,560	30,410	31,826	32,321	32,218	32,283	33,238	33,056	27,920	27,618	-1.1%	-16.5%	-2.8%
Fishing (Fly)	5,756	5,849	5,755	5,523	5,581	6,012	5,878	5,842	6,089	6,456	6,791	6,939	7,014	7,753	7,458	-3.8%	6.3%	3.0%
Fishing (Freshwater/Other)	43,859	42,095	40,646	39,911	38,864	39,135	37,796	37,821	37,682	38,121	38,346	38,998	39,185	42,556	40,853	-4.0%	4.3%	1.5%
Fishing (Saltwater)	14,437	14,121	13,054	12,056	11,896	12,017	11,790	11,817	11,975	12,266	13,062	12,830	13,193	14,527	13,790	-5.1%	4.5%	2.5%
Football (Flag)		7,310	6,932	6,660	6,325	5,865	5,610	5,508	5,829	6,173	6,551	6,572	6,783	7,001	6,889	-1.6%	1.6%	2.3%
Football (Tackle)	7,939	7,816	7,243	6,850	6,448	6,220	6,165	5,978	6,222	5,481	5,224	5,157	5,107	5,054	5,228	3.4%	2.4%	-0.9%
Football (Touch)	12,988	10,493	9,726	8,663	7,684	7,295	7,140	6,586	6,487	5,686	5,629	5,517	5,171	4,846	4,884	0.8%	-5.5%	-3.0%
Free Weights (Barbells)	25,499	25,821	26,595	27,194	27,056	26,688	25,641	25,623	25,381	26,473	27,444	27,834	28,379	28,790	28,243	-1.9%	-0.5%	1.3%
Free Weights (Dumbbells/ Hand Weights)							58,267	56,124	54,716	51,513	52,217	51,291	51,450	53,256	52,636	-1.2%	2.3%	0.5%
Gymnastics	4,066	3,975	3,952	4,418	4,824	5,115	4,972	4,621	4,679	5,381	4,805	4,770	4,699	3,848	4,268	10.9%	-9.2%	-4.0%
High Impact/Intensity Training	11,287	11,780	12,771	14,567	15,755	16,178	17,323	19,746	20,464	21,390	21,476	21,611	22,044	22,487	21,973	-2.3%	-0.3%	0.6%
Hiking (Day)	29,965	31,238	32,542	32,534	33,494	34,519	34,378	36,222	37,232	42,128	44,900	47,860	49,697	57,808	58,697	1.5%	18.1%	7.0%
Horseback Riding	12,098	11,457	10,286	9,782	9,335	8,423	8,089				7,046	7,044	6,990	6,748	6,919	2.5%	-1.0%	
Hunting (Bow)	3,818	3,770	3,974	4,067	4,271	4,354	4,079	4,411	4,564	4,427	4,640	4,601	4,628	4,656	4,577	-1.7%	-1.1%	0.7%
Hunting (Handgun)	2,595	2,734	2,575	2,493	2,690	3,112	3,198	3,091	3,400	3,512	3,240	3,202	3,015	2,998	2,900	-3.3%	-3.8%	-3.7%
Hunting (Rifle)	10,635	10,490	10,729	10,632	10,479	10,485	9,792	10,081	10,778	10,797	11,190	11,272	11,084	11,098	10,762	-3.0%	-2.9%	0.0%
Hunting (Shotgun)	8,545	8,638	8,611	8,276	8,370	8,426	7,894	8,220	8,438	8,271	8,552	8,298	8,083	7,874	7,627	-3.1%	-5.6%	-1.6%
Ice Hockey	1,840	1,871	2,018	2,140	2,131	2,363	2,393	2,421	2,546	2,697	2,544	2,447	2,357	2,270	2,306	1.6%	-2.1%	-3.1%
Ice Skating	11,430	11,215	10,964	11,477	11,626	11,214	10,679	10,649	10,485	10,315	9,998	9,721	9,460	9,857	9,481	-3.8%	0.2%	-1.6%
Jet Skiing	8,055	7,935	7,770	7,739	7,574	6,996	6,413	6,355	6,263	5,783	5,418	5,324	5,108	4,900	5,062	3.3%	-0.9%	-2.6%
Kayaking (Recreational)	5,070	5,655	6,226	6,339	7,347	8,187	8,716	8,855	9,499	10,017	10,533	11,017	11,382	13,002	13,351	2.7%	17.3%	6.0%
Kayaking (Sea/ Touring)	1,485	1,633	1,776	1,958	2,087	2,446	2,694	2,912	3,079	3,124	2,955	2,805	2,652	2,508	2,587	3.1%	-2.5%	-3.6%
Kayaking (White Water)	1,207	1,225	1,306	1,606	1,694	8,144	2,146	2,351	2,518	2,552	2,500	2,562	2,583	2,605	2,623	0.7%	1.6%	0.6%
Kettlebells								10,240	10,408	10,743	12,182	12,511	12,857	13,576	13,557	-0.1%	5.4%	4.9%
Lacrosse	1,058	1,093	1,162	1,423	1,501	1,607	1,813	2,011	2,094	2,090	2,171	2,098	2,115	1,884	1,892	0.4%	-10.6%	-1.8%
Martial Arts	6,865	6,818	6,643	6,002	5,037	5,075	5,314	5,364	5,507	5,745	5,838	5,821	6,068	6,064	6,186	2.0%	2.0%	1.5%
MMA for competition				910	713	749	977	1,235	1,290	1,133	1,047	977	978	979	1,026	4.7%	4.9%	-1.9%
MMA for fitness				1,745	1,697	1,977	2,255	2,455	2,612	2,446	2,376	2,365	2,405	2,445	2,339	-4.3%	-2.7%	-0.9%
Paintball	5,476	5,167	4,705	4,104	3,606	3,528	3,595	3,443	3,385	3,707	3,406	3,096	2,881	2,781	2,562	-7.9%	-11.1%	-7.1%

SPORT	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	1-YR CHANGE	2-YR	5-YR AAG
Pickleball								2,462	2,506	2,815	3,132	3,301	3,460	4,199	4,819	14.8%	39.3%	11.5%
Pilates Training	9,192	9,039	8,770	8,404	8,507	8,519	8,069	8,504	8,594	8,893	9,047	9,084	9,243	9,905	9,745	-1.6%	5.4%	1.9%
Pop Tennis/Paddle Tennis/ Platform Tennis											1,065	1,055	1,385	1,817	1,681	-7.5%	21.4%	
Racquetball	4,229	4,611	4,784	4,603	4,357	4,070	3,824	3,594	3,883	3,579	3,526	3,480	3,453	3,426	3,260	-4.8%	-5.6%	-1.8%
Rafting	4,340	4,496	4,485	4,389	4,141	3,690	3,836	3,781	3,883	3,428	3,479	3,404	3,438	3,474	3,383	-2.6%	-1.6%	-0.2%
Roller Hockey	1,681	1,569	1,427	1,374	1,237	1,367	1,574	1,736	1,907	1,929	1,834	1,734	1,616	1,500	1,425	-5.0%	-11.8%	-5.9%
Roller Skate 2x2	8,921	8,388	8,001	8,137	7,851	7,274	6,599	6,914	6,646	6,500	6,313	6,568	6,612	6,160	6,373	3.5%	-3.6%	-0.3%
Roller Skating (Inline Wheels)	10,814	10,211	8,942	8,128	7,451	6,647	6,129	6,061	6,024	5,381	5,268	5,040	4,816	4,892	4,940	1.0%	2.6%	-1.7%
Rowing Machine	8,782	8,902	9,098	9,469	9,765	9,975	10,183	9,813	10,106	10,830	11,707	12,096	12,809	11,694	11,586	-0.9%	-9.5%	1.5%
Rugby	617	654	720	940	850	887	1,183	1,276	1,349	1,550	1,621	1,560	1,392	1,242	1,238	-0.4%	-11.1%	-4.2%
Running/Jogging	41,064	41,097	42,511	46,650	50,061	51,450	54,188	51,127	48,496	47,384	50,770	49,459	50,052	50,652	48,977	-3.3%	-2.1%	0.7%
Sailing	3,786	4,006	4,284	4,106	3,797	3,841	3,915	3,924	4,099	4,095	3,974	3,754	3,618	3,486	3,463	-0.7%	-4.3%	-3.3%
Scuba Diving	2,965	3,091	2,970	2,938	2,866	2,781	3,174	3,145	3,274	3,111	2,874	2,849	2,715	2,588	2,476	-4.3%	-8.8%	-4.4%
Shooting (Sport Clays)	4,115	4,199	4,232	4,291	4,296	4,544	4,479	4,645	5,362	5,471	5,078	5,091	4,852	4,699	4,618	-1.7%	-4.8%	-3.3%
Shooting (Trap/Skeet)	3,376	3,523	3,519	3,489	3,453	3,591	3,784	3,837	4,368	4,600	4,300	4,515	4,057	3,837	3,750	-2.3%	-7.6%	-3.9%
Skateboarding	8,429	8,118	7,580	7,080	6,318	6,227	6,350	6,582	6,436	6,442	6,382	6,500	6,610	8,872	8,747	-1.4%	32.3%	7.1%
Skiing (Alpine/Downhill/ Freeski/Telemark)			12,258	12,670	12,781	13,788	14,537	14,889	15,299	15,590	15,277	14,726	14,884	14,347	13,636	-5.0%	-8.4%	-2.6%
Skiing (Cross-Country)	3,530	3,689	4,003	4,344	4,086	3,474	3,377	3,820	4,146	4,640	5,059	5,104	4,877	4,768	4,470	-6.2%	-8.3%	-0.6%
Sledding/Saucer Riding/ Snow Tubing								8,560	8,811	8,861	9,538	9,484	9,849	9,382	8,887	-5.3%	-9.8%	0.2%
Snorkeling	9,294	9,795	9,827	9,332	9,312	8,664	8,700	8,752	8,874	8,717	8,384	7,815	7,659	7,729	7,316	-5.4%	-4.5%	-3.4%
Snowboard Touring												1,357	1,487	1,498	1,425	-4.9%	-4.2%	
Snowboarding	6,841	7,000	7,290	7,809	7,888	7,465	6,418	6,785	7,676	7,602	7,557	7,126	7,798	7,885	7,961	1.0%	2.1%	1.0%
Snowshoeing	2,400	2,661	3,177	3,627	3,967	4,070	3,012	3,501	3,885	3,533	3,711	3,530	3,421	3,385	3,178	-6.1%	-7.1%	-2.0%
Soccer (Indoor)	4,237	4,487	4,825	4,920	4,631	4,617	4,803	4,530	4,813	5,117	5,399	5,233	5,336	5,440	5,408	-0.6%	1.4%	1.2%
Soccer (Outdoor)	13,708	13,966	13,957	13,883	13,667	12,944	12,726	12,592	12,646	11,932	11,924	11,405	11,913	12,444	12,556	0.9%	5.4%	1.1%
Softball (Fast-Pitch)	2,345	2,331	2,476	2,513	2,400	2,624	2,498	2,424	2,460	2,467	2,309	2,303	2,242	1,811	2,088	15.3%	-6.9%	-2.6%
Softball (Slow-Pitch)	9,485	9,660	9,180	8,477	7,809	7,411	6,868	7,077	7,114	7,690	7,283	7,386	7,071	6,349	6,008	-5.4%	-15.0%	-4.7%
Squash	612	659	796	1,031	1,112	1,290	1,414	1,596	1,710	1,549	1,492	1,285	1,222	1,163	1,185	1.9%	-3.0%	-5.1%
Stair-Climbing Machine	13,521	13,863	13,653	13,269	13,409	12,979	12,642	13,216	13,234	15,079	14,948	15,025	15,359	11,261	11,786	4.7%	-23.3%	-4.0%
Stand Up Paddling				1,050	1,146	1,542	1,993	2,751	3,020	3,220	3,325	3,453	3,562	3,675	3,739	1.8%	5.0%	3.0%
Stationary Cycling (Group)	6,314	6,504	6,762	7,854	8,738	8,477	8,309	8,449	8,677	8,937	9,409	9,434	9,930	6,054	5,939	-1.9%	-40.2%	-6.0%

SPORT	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	1-YR CHANGE	2-YR	5-YR AAG
Stationary Cycling (Recurrent/Upright)	35,349	36,021	36,215	36,036	36,341	35,987	35,247	35,693	35,553	36,118	36,035	36,668	37,085	31,287	32,453	3.7%	-12.5%	-1.8%
Surfing	2,206	2,407	2,505	2,585	2,481	2,545	2,658	2,721	2,701	2,793	2,680	2,874	2,964	3,800	3,463	-8.9%	16.9%	5.1%
Swimming for Fitness					21,517	23,216	26,354	25,304	26,319	26,601	27,135	27,575	28,219	25,666	25,620	-0.2%	-9.2%	-0.7%
Swimming on a team					2,363	2,502	2,638	2,710	2,892	3,369	3,007	3,045	2,822	2,615	2,824	8.0%	0.1%	-3.2%
Table Tennis	15,955	16,578	18,251	19,374	18,561	16,823	17,079	16,385	16,565	16,568	16,041	15,592	14,908	16,854	15,390	-8.7%	3.2%	-1.2%
Tai Chi		3,424	3,315	3,193	2,975	3,203	3,469	3,446	3,651	3,706	3,787	3,761	3,793	3,300	3,393	2.8%	-10.5%	-1.6%
Target Shooting (Handgun)	11,736	12,551	12,919	12,485	13,638	15,418	14,370	14,426	15,744	16,199	16,330	15,626	14,579	14,253	13,952	-2.1%	-4.3%	-2.9%
Target Shooting (Rifle)	12,436	12,769	12,916	12,637	13,032	13,853	13,023	13,029	13,720	14,039	14,126	13,684	13,197	12,728	12,388	-2.7%	-6.1%	-2.5%
Tennis	16,940	17,749	18,546	18,719	17,772	17,020	17,678	17,904	17,963	18,079	17,683	17,841	17,684	21,642	22,617	4.5%	27.9%	4.9%
Track and Field	4,691	4,604	4,480	4,383	4,341	4,257	4,071	4,105	4,222	4,116	4,161	4,143	4,139	3,636	3,587	-1.3%	-13.3%	-2.6%
Trail Running	4,216	4,537	4,845	4,985	5,373	5,806	6,792	7,531	8,139	8,582	9,149	10,010	10,997	11,854	12,520	5.6%	13.9%	7.9%
Treadmill	50,073	49,722	50,395	52,275	53,260	50,839	48,166	50,241	50,398	51,872	52,966	53,737	56,823	49,832	53,627	7.6%	-5.6%	0.9%
Triathlon (Non-Traditional/Off Road)	483	543	634	798	819	1,075	1,390	1,411	1,744	1,705	1,878	1,589	1,472	1,363	1,304	-4.3%	-11.4%	-4.9%
Triathlon (Traditional/Road)	798	943	1,148	1,593	1,686	1,789	2,262	2,203	2,498	2,374	2,162	2,168	2,001	1,846	1,748	-5.3%	-12.6%	-5.9%
Ultimate Frisbee	4,038	4,459	4,636	4,571	4,868	5,131	5,077	4,530	4,409	3,673	3,126	2,710	2,290	2,325	2,190	-5.8%	-4.4%	-9.6%
Volleyball (Beach/Sand)	3,878	4,025	4,324	4,752	4,451	4,505	4,769	4,651	4,785	5,489	4,947	4,770	4,400	4,320	4,184	-3.2%	-4.9%	-5.2%
Volleyball (Court)	6,986	7,588	7,737	7,315	6,662	6,384	6,433	6,304	6,423	6,216	6,317	6,317	6,487	5,410	5,849	8.1%	-9.8%	-0.8%
Volleyball (Grass)	4,940	5,013	4,970	4,714	4,211	4,088	4,098	3,911	3,888	4,295	3,454	3,464	3,136	2,738	2,807	2.5%	-10.5%	-7.8%
Wakeboarding	3,521	3,532	3,561	3,611	3,517	3,368	3,316	3,125	3,226	2,912	3,005	2,796	2,729	2,754	2,674	-2.9%	-2.0%	-1.6%
Wakesurfing											412	421	461	505	520	3.0%	12.7%	
Walking for Fitness	108,740	110,204	110,882	112,082	112,715	114,029	117,351	112,583	109,829	107,895	110,805	111,001	111,439	114,044	115,814	1.6%	3.9%	1.4%
Water Skiing	5,918	5,756	5,228	4,849	4,626	4,434	4,202	4,007	3,948	3,700	3,572	3,363	3,203	3,050	3,058	0.2%	-4.5%	-3.7%
Weight/Resistance Machines	39,290	38,844	39,075	39,185	39,548	38,999	36,267	35,841	35,310	35,768	36,291	36,372	36,181	30,651	30,577	-0.2%	-15.5%	-2.9%
Wildlife Viewing More Than 1/4 Mile From Home/Vehicle	22,974	23,544	22,702	21,158	21,495	22,482	21,359	21,110	20,718	20,746	20,351	20,556	20,040	21,038	20,452	-2.8%	2.1%	-0.2%
Winter Fat Biking												1,440	1,567	1,580	1,454	-7.9%	-7.2%	
Wrestling	3,313	3,335	3,170	2,536	1,971	1,922	1,829	1,891	1,978	1,922	1,896	1,908	1,944	1,931	1,937	0.3%	-0.4%	0.2%
Yoga		17,758	18,934	20,998	22,107	23,253	24,310	25,262	25,289	26,268	27,354	28,745	30,456	32,808	34,347	4.7%	12.8%	5.5%

METHODOLOGY



METHODOLOGY

HOW WAS THE REPORT CONDUCTED?

2021 PARTICIPATION DATA

All participation statistics are from a nationwide study conducted during the 2021 calendar year by Sports Marketing Surveys USA (SMS). Under the guidance of the Sports and Fitness Industry Association (SFIA) and seven other sports industry associations that make up the Physical Activity Council (PAC), the participation study was designed and launched by Digital Research (DRI). All other data is attributable to the SFIA/SMS research partnership.

SAMPLE SPECIFICATION

During 2021, 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 older. Strict quotas associated with gender, age, income, region, and ethnicity were followed to ensure a balanced sample.

The 2021 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 with a participation rate of five percent 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 304,745,039 people aged 6 and older.

Activity reporting is based on a rolling 12-month participation rate. All charts represent data from U.S. populations ages 6 and over, unless otherwise specified. If you have specific questions regarding the methodology, please contact Sports Marketing Surveys at info@sportsmarketingsurveysusa.com.

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 ages 6 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 2022 Special Report on Hunting & The Shooting Sports 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 2021 participation survey, which focused on American participation in the 2021 calendar year. Please note that some information includes data that was collected during previous surveys, as some questions are not asked every year.

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