



49%

of the US population ages 6+ only participated  
in an outdoor activity one time in 2017.

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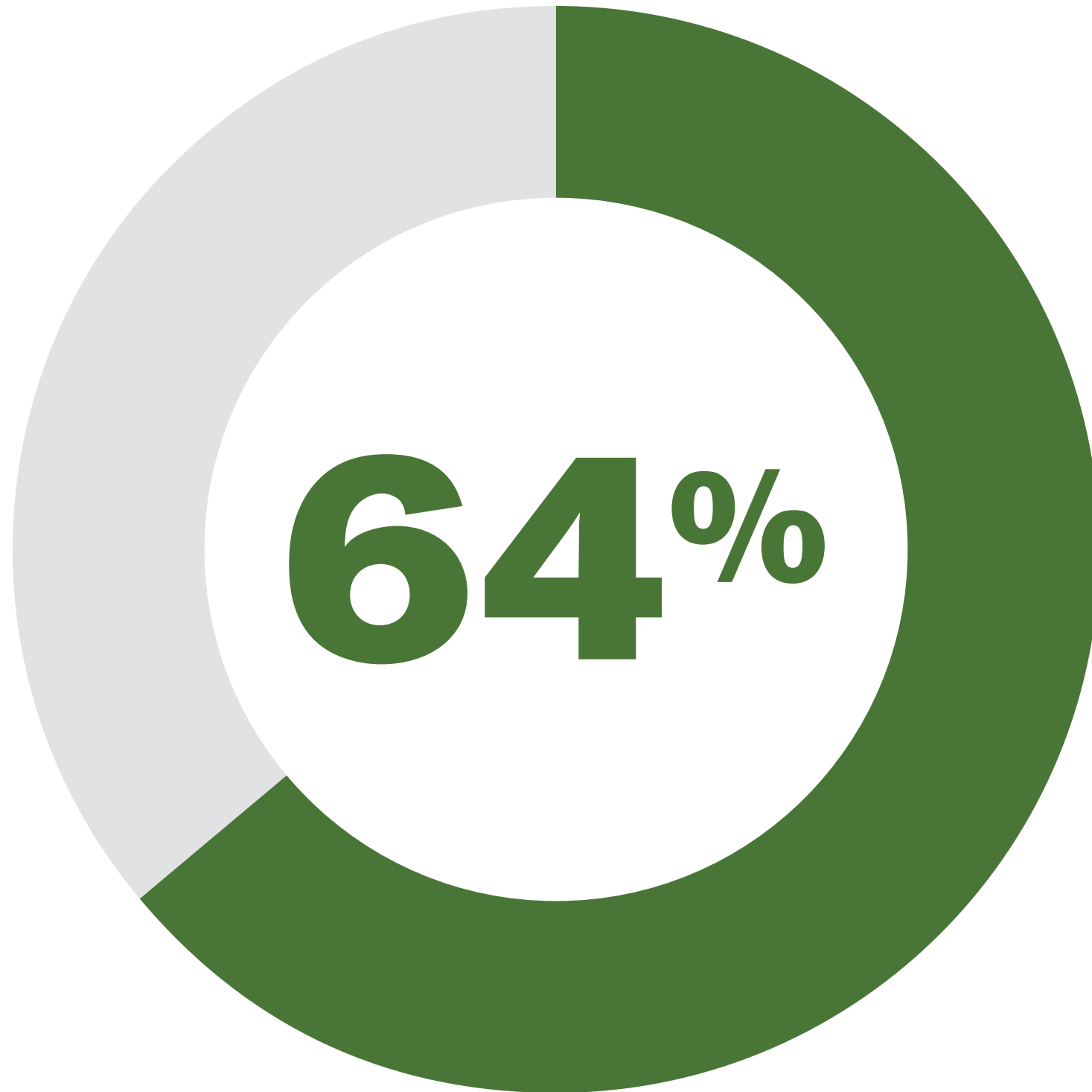


**38% OF ADULTS  
INTRODUCED AS CHILDREN  
PARTICIPATE IN THE  
OUTDOORS NOW.**

**Adults introduced to the outdoors  
as children are more likely to participate  
in outdoor activities as adults.**

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Of adults say that their biggest  
motivation to get outside is to  
**GET EXERCISE**

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A person is running on a dirt trail. The person is wearing a dark long-sleeved shirt, dark shorts, and bright green and black running shoes. The background shows a dirt path leading through a hilly, brushy landscape under a clear blue sky.

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# **RUNNING**

**including jogging and trail  
running – is the most popular  
outdoor activity for Americans.**





**46%**

**of those who didn't go outside last year say they  
want to start participating in outdoor activities.**

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**56%** of adults say  
quality time with family and friends  
is the biggest motivator to get outside.



A person wearing a blue shirt, dark shorts, and a helmet is performing a wheelie on a mountain bike. They are balancing on the front wheel on a large, light-colored rock. The background shows a forested valley and distant hills under a clear sky with a warm sunset glow. The sun is low on the left, creating a lens flare effect.

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**ROAD, MOUNTAIN,  
AND BMX BIKING**

**are the most popular outdoor activities  
for people between the ages of 6-17.**

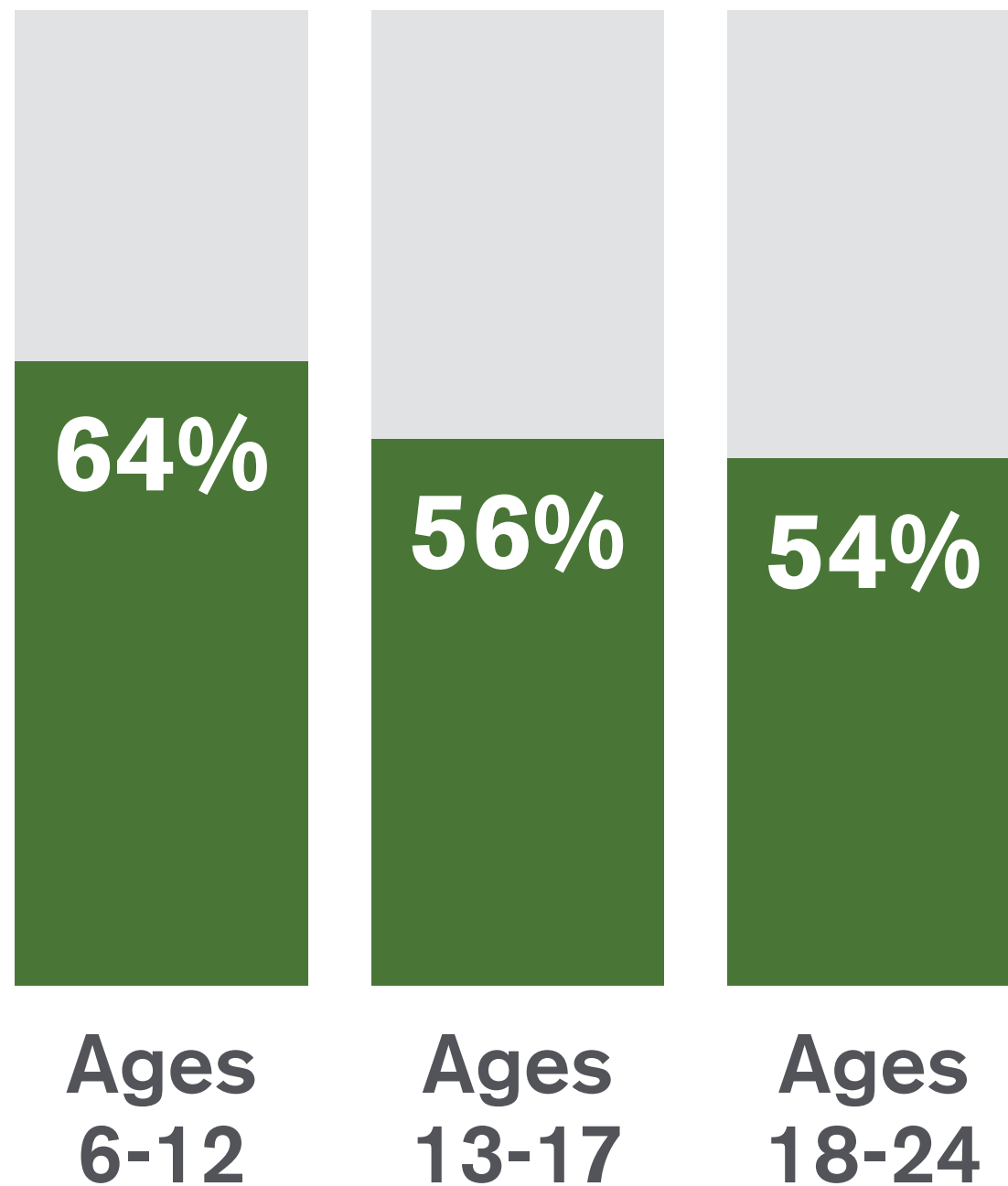




The most frequent activity for youth ages 6-17 is  
**RUNNING, JOGGING,  
AND TRAIL RUNNING.**

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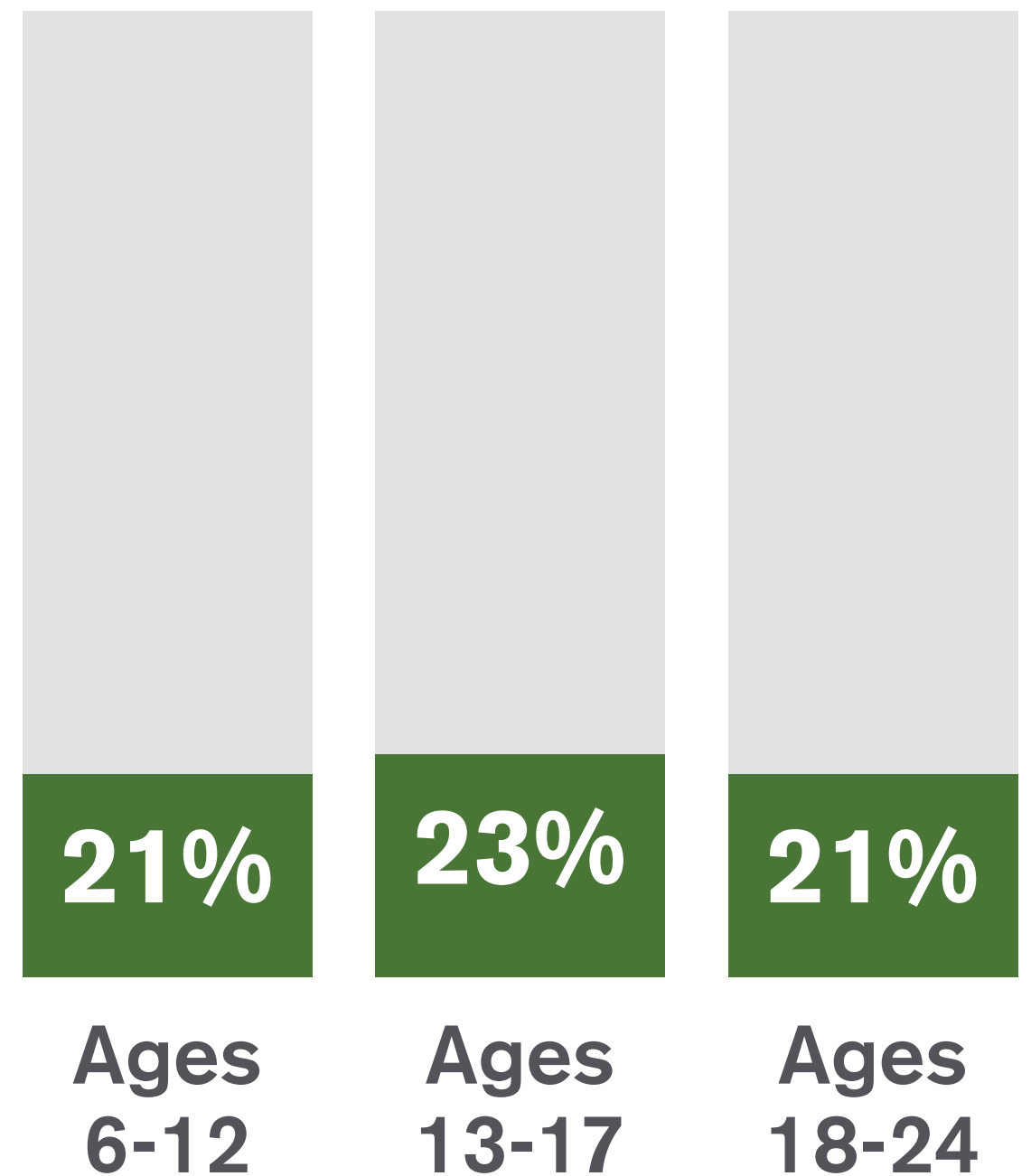


# THE BIGGEST MOTIVATOR TO GET OUTSIDE

for American youth is to  
be with family and friends.

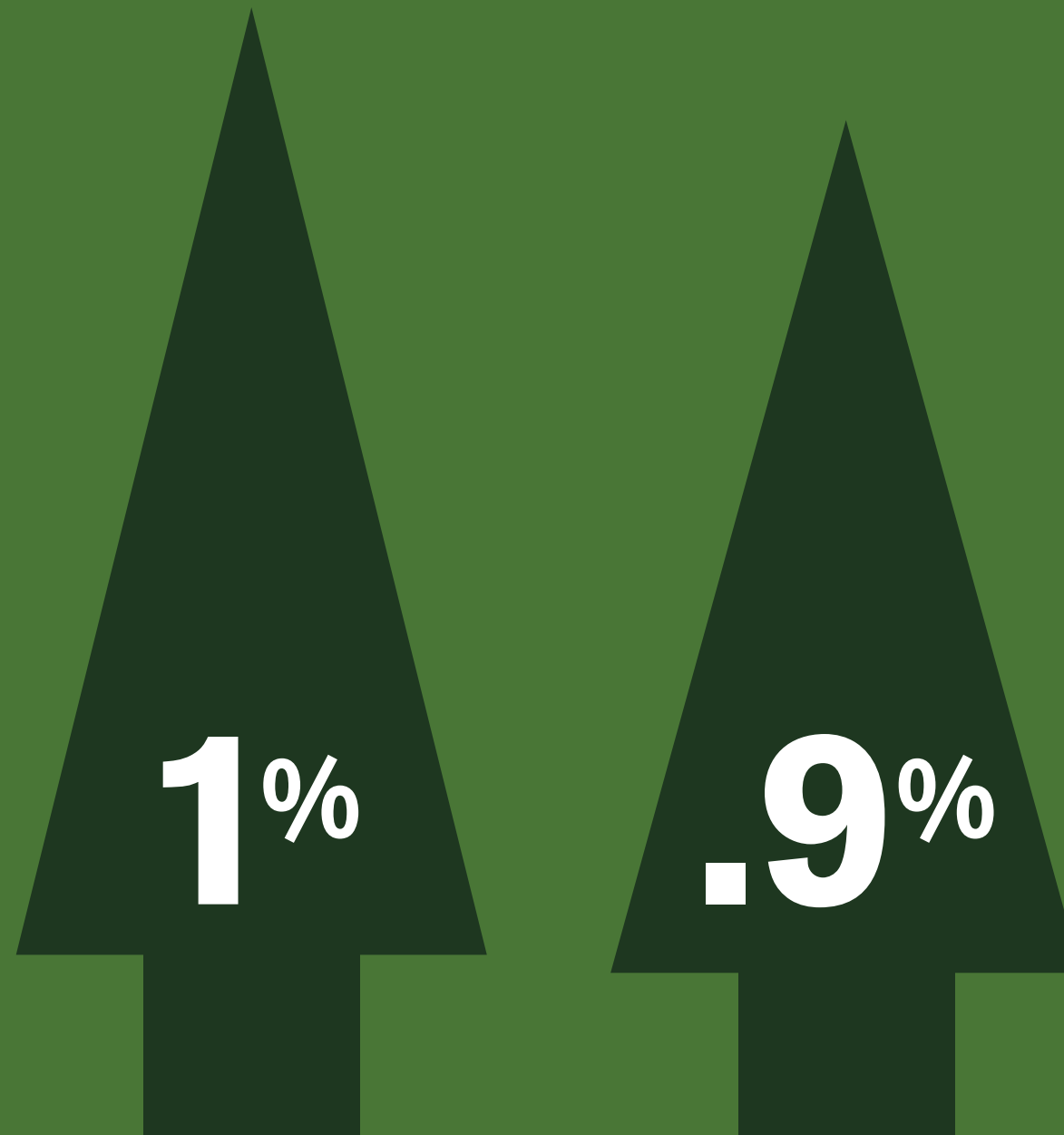
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The biggest reason youth don't go outside  
is because outdoor recreation equipment  
**IS TOO EXPENSIVE**



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Hispanics

Asians

# OUTDOOR PARTICIPATION

among Hispanics has increased by an average 1.0% over the past five years and among Asians by 0.9%.

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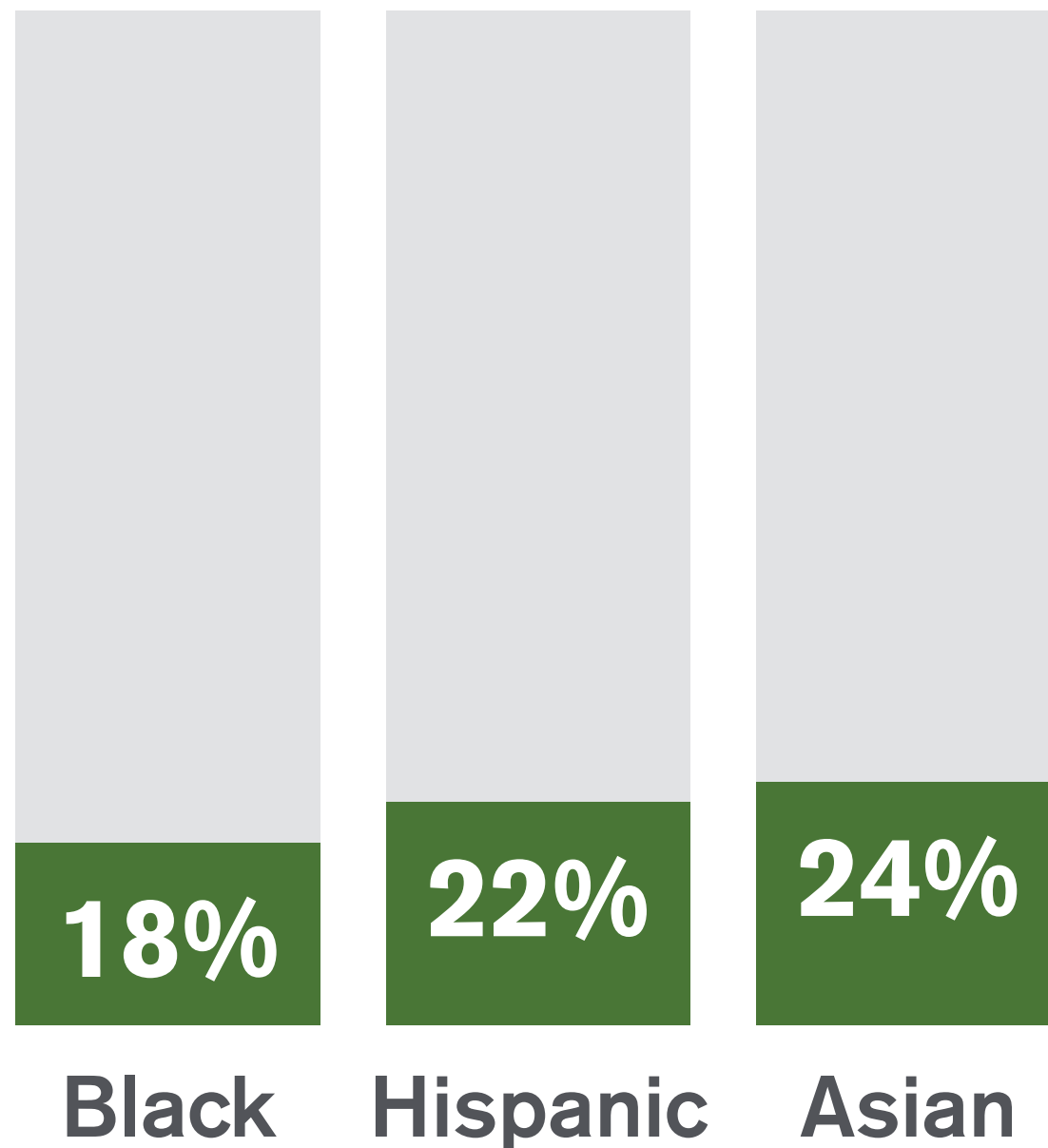
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## **HIKING**

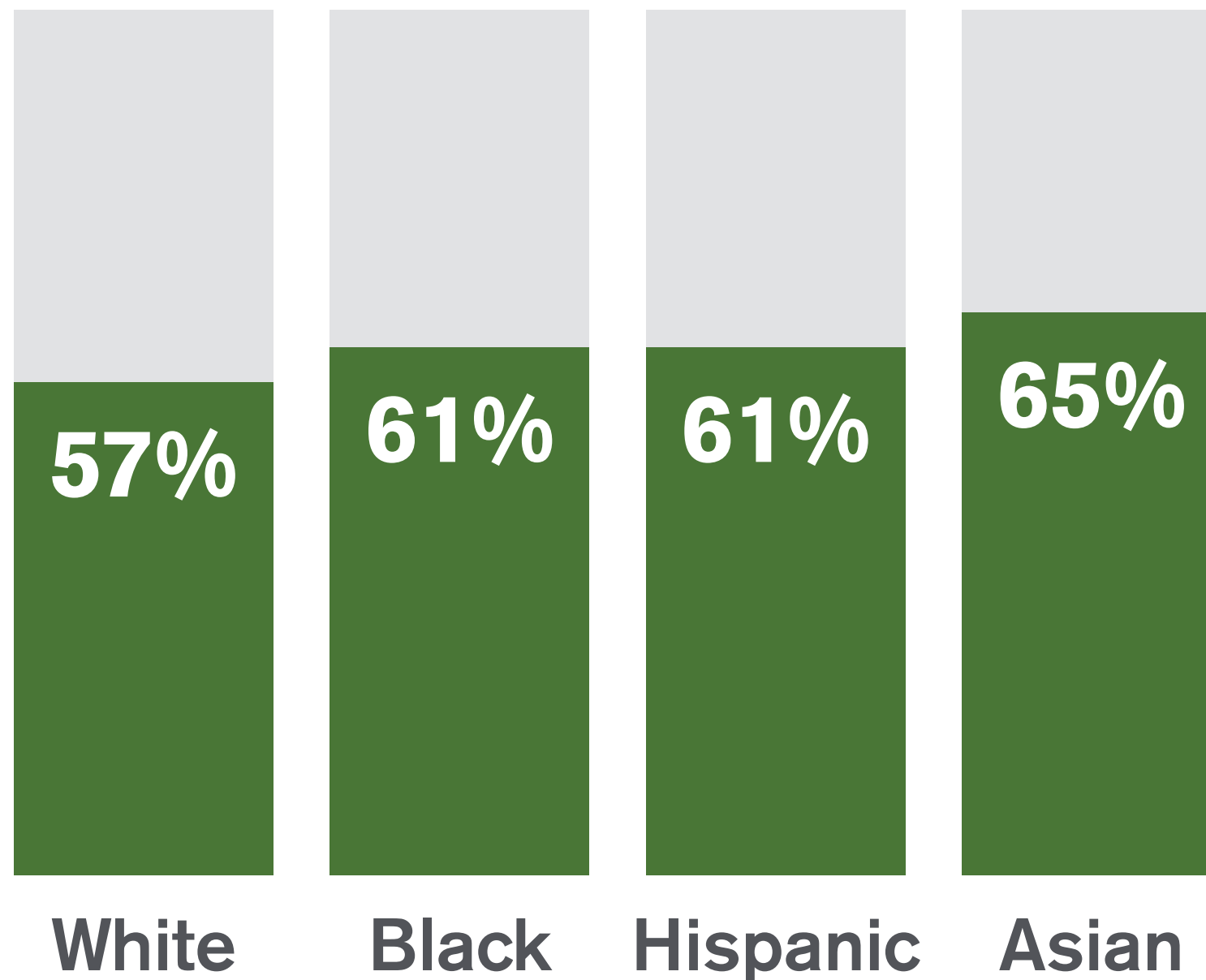
**is the most popular  
outdoor activity for  
white populations.**





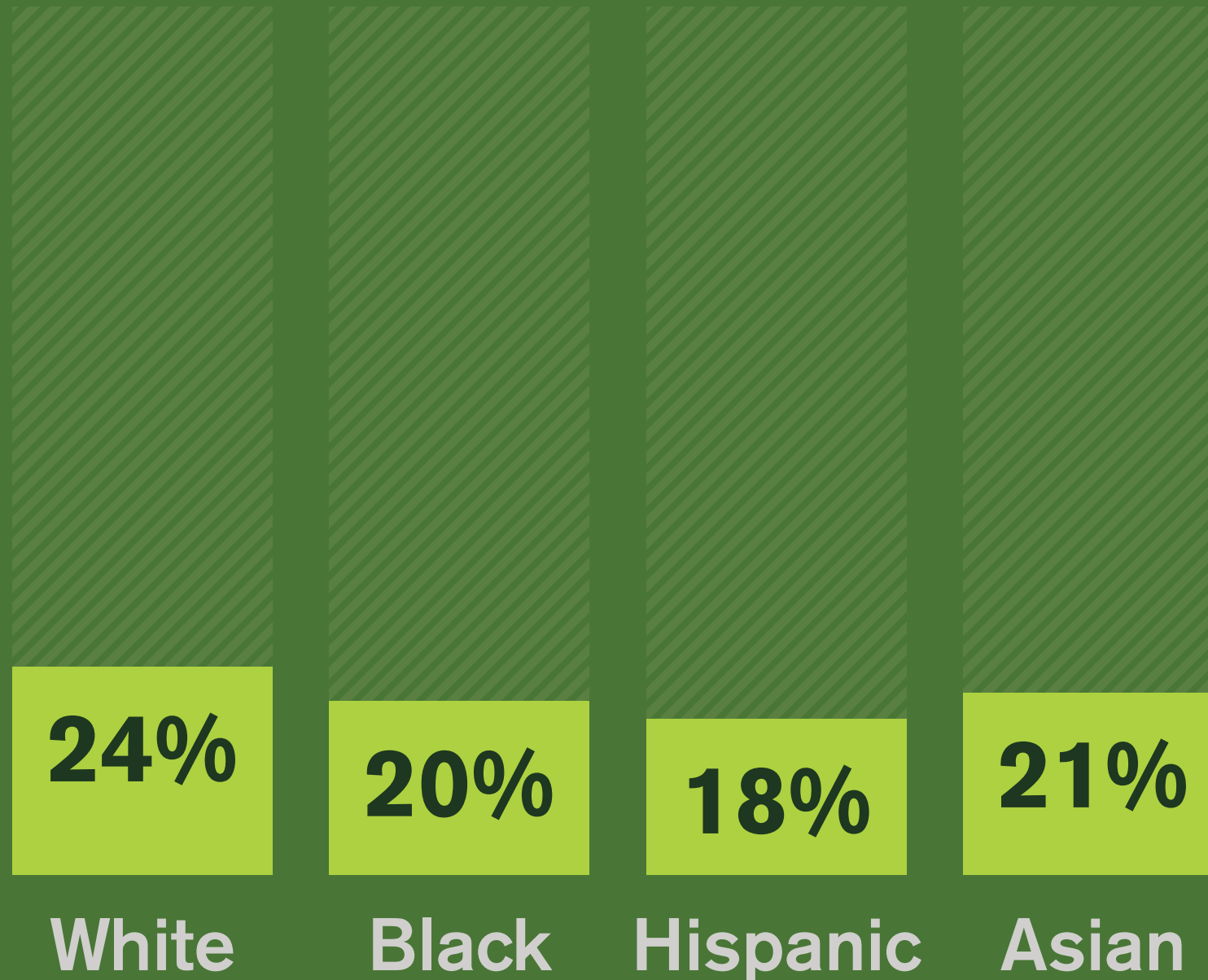
# **RUNNING/JOGGING AND TRAIL RUNNING**

**are the most popular activity for Black,  
Hispanic, and Asian populations.**



**THE BIGGEST MOTIVATOR  
TO GET OUTSIDE**  
was to get exercise for all ethnicities.

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# THE BIGGEST REASON NOT TO GET OUTSIDE

was that they were too busy with family  
responsibilities for all ethnicities.

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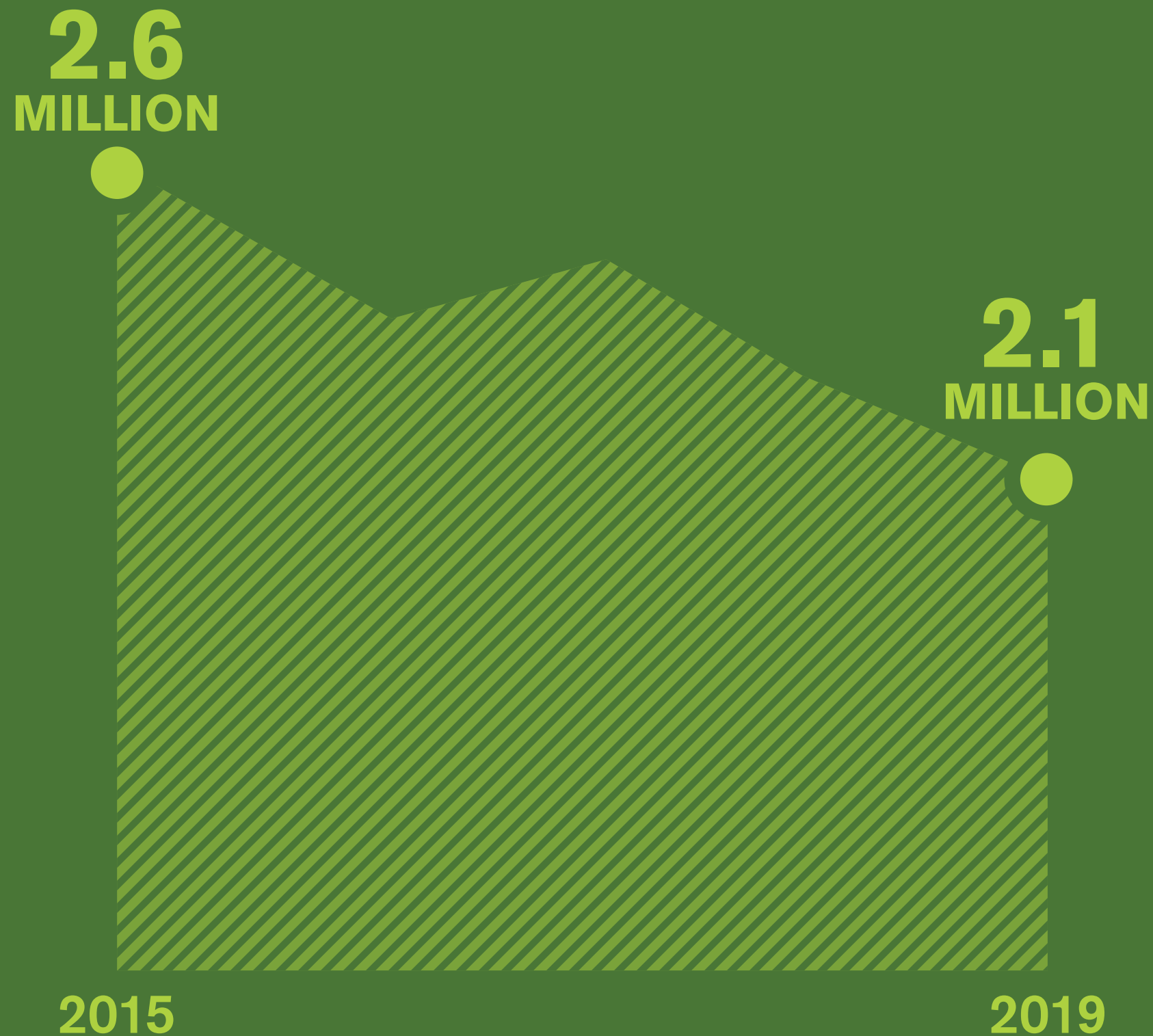




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IN 2018, NEARLY  
**23 MILLION  
AMERICANS**  
participated in at least  
one paddle activity.





**Paddling participation among those ages 13 to 17 has steadily declined. This lack of interest is concerning, since participation during youth often leads to participation later in life.**

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People who start paddling as children often maintain their love of paddle sports through adulthood.

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**PEOPLE AGES 35+**

**EXERCISE**

**is one of the biggest motivators  
for getting out onto the water.**

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Canoeing has continued to decline in popularity  
among Americans, ages 13 to 24. In fact,  
**612,000+ FEWER PEOPLE**  
**IN THIS AGE GROUP CANOE SINCE 2015.**

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A man with a beard and a dark cap is kayaking on a calm lake. He is wearing a blue denim shirt and tan shorts. The kayak is orange and red. The background features a dense forest of evergreen trees and a mountain peak in the distance under a clear blue sky.

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Recreational kayaking is the  
most popular paddle sport with  
**11 MILLION+  
PARTICIPANTS.**





# **MOST PEOPLE KAYAK**

**because it allows them to get exercise and  
socialize with family and friends.**

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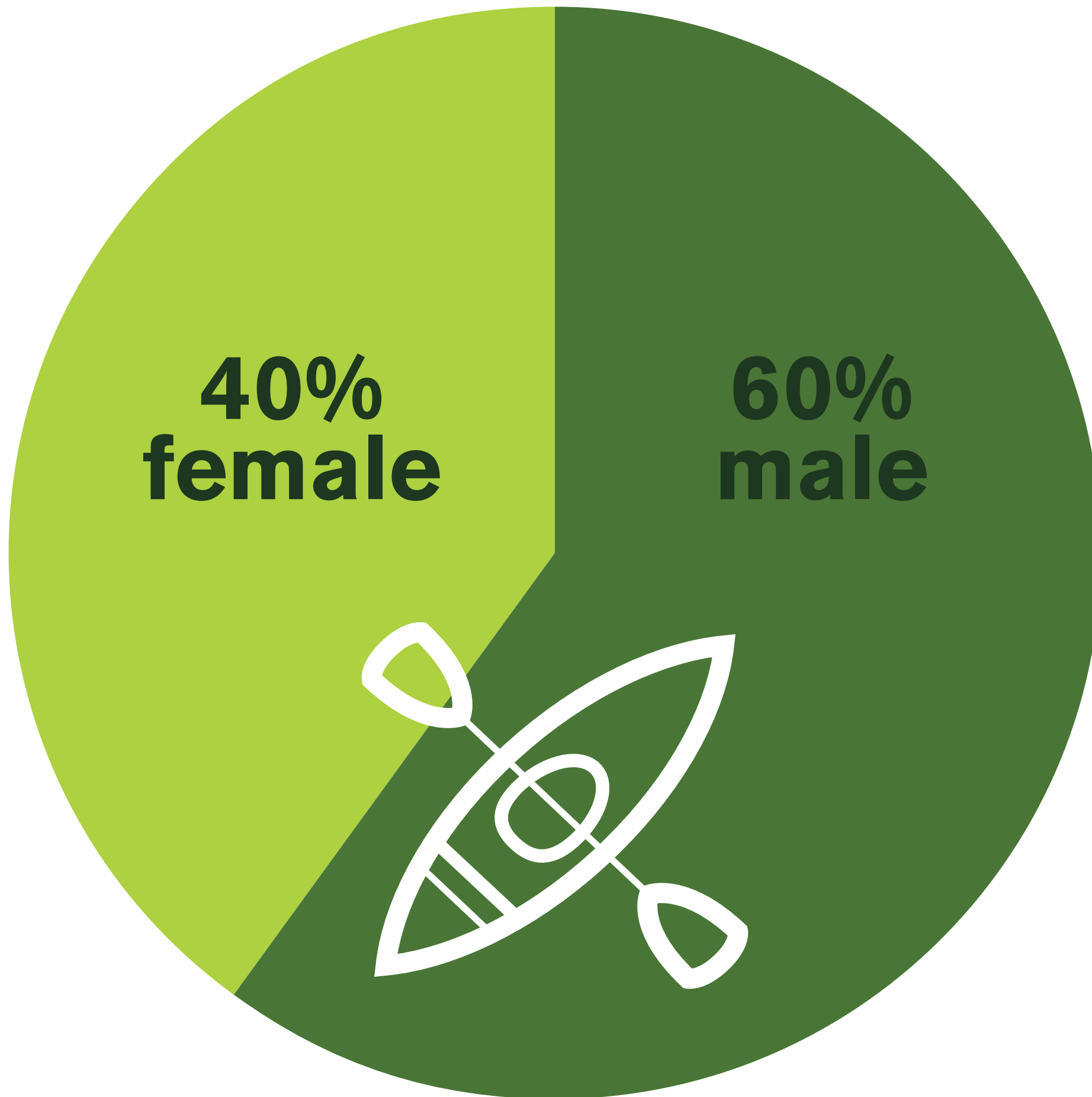


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**Kayaking among adolescents is decreasing  
just like in canoeing (currently in a 3 year decline).**





**Whitewater kayaking is a  
male dominated sport.**

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**INCREASE**  
**126%**  
**SINCE 2013**



**Whitewater kayaking is increasing  
among ages 6-12. This is mainly due to the  
establishment of whitewater programs in  
schools and summer camps.**

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