

**Outdoor Recreation
In America 2000: Addressing
Key Societal Concerns**

Outdoor Recreation In America 2000: Addressing Key Societal Concerns

Prepared for:
The Recreation Roundtable
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By:

**R O P E R
S T A R C H**

TURNING DATA INTO INTELLIGENCE WORLDWIDESM

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Introduction

Purpose of the Study

This study is the seventh in a series of annual surveys commissioned by The Recreation Roundtable and conducted by Roper Starch Worldwide. The first survey on outdoor recreation in 1994 demonstrated, as the Recreation Roundtable noted upon its release, that “the public associates recreation with three great issues of the 1990’s: family, the environment, and health.”

Over the past seven years, the annual Recreation Roundtable survey has explored various aspects of Americans’ participation in, and attitudes toward, outdoor recreation—from satisfaction with recreational experiences to attitudes toward federal land use. This study expands on the previous studies and for the first time focuses on the role of outdoor recreation in addressing a variety of social problems.

More specifically, the research objectives of this project were:

- To measure participation levels in a wide range of outdoor recreation activities;
- To assess people’s motivations for and attitudes about their outdoor recreation experiences;
- To determine people’s views about outdoor recreation and its relationship with the environment;
- To investigate people’s perceptions about the role outdoor recreation can play in addressing issues of great concern to Americans today.

Study Design

The study is based on 1,986 in-person interviews conducted with Americans 18 and older in their homes. All interviewing was conducted by Roper Starch Worldwide during the period of June 10 to 24, 2000. The sample reported on here is representative of the U.S. adult population.

Outdoor recreation is defined in the survey as 37 leisure activities involving the enjoyment and use of natural resources.

A complete description of the methodology, along with a copy of the questions featured in this report, is included in the Appendix at the back of this report.

Availability On The Internet

This report, and information on reports from prior years, is available on the Internet through www.funoutdoors.com. Also available at this site are links to other key recreation data sources.

STUDY HIGHLIGHTS

- Americans continue to ascribe many benefits to participation in recreation. This new research confirms motivations of fun, fitness, and family togetherness, but also shows that Americans believe that outdoor recreation plays a role in addressing various key social concerns, especially those related to young people. For instance, close to 8 in 10 Americans (79%) believe that outdoor recreation can improve education.
- Americans also see outdoor recreation playing a role in reducing childhood obesity: a full three-quarters of Americans see it as having a role in helping with this problem.
- According to most Americans, participation in outdoor recreation also can significantly aid parent/child communication, with three-quarters crediting it as playing a role.
- Even in the case of tough social problems such as juvenile crime (71%), underage drinking (66%), and illegal drug use (64%), outdoor recreation is viewed by a strong majority as having a positive role to play.

- When it comes to policy-related issues, it is interesting to examine the views of the Influential Americans^{®1}, a bellwether segment of the public who are politically active in their community. Influentials are significantly more likely than others to endorse the idea that kids who take part in outdoor recreation are less apt to engage in vandalism and other criminal activities (57% strongly agree versus 49%). Moreover, Influentials, even more than others, believe that outdoor recreation is an ingredient in addressing some of the societal issues asked about.
- Overwhelmingly Americans believe that if people participated more in outdoor physical activities, the health effects would be beneficial (93%). Outdoor recreation, in fact, is seen almost unanimously as the best way to be physically active (90%).
- Another positive benefit seen in outdoor recreation relates to environmental awareness. Virtually all Americans agree that outdoor recreation is a good way to increase people's appreciation for nature and the environment (95%). Similarly, more than 9 in 10 agree that if people spent more time outdoors, they would better understand the importance of environmental protection.

¹ *See Appendix for full definition of Influential Americans.

- The study finds continued growth in Americans' participation in outdoor recreation. These data show that two-thirds of the American public (66%) are engaging in some type of outdoor recreation at least several times a month. And more than three-quarters of Americans (78%) are participating in outdoor recreation at least once a month, an increase of 11 points in the last year alone. What's more, outdoor recreation participation has undeniably increased across all age and income categories. This increased participation is likely to have broad societal benefits, since those who participate in outdoor recreation regularly report higher satisfaction with their lives.
- About 40% of all Americans reported a visit to a federally operated recreation site during the past year, with sites associated with large bodies of water attracting the most visitors. Overwhelmingly, visitors reported satisfaction with their experiences at these sites (95%).
- The outdoor recreation industry once again was credited by the public with a high level of environmental responsibility, scoring higher than any other industry.

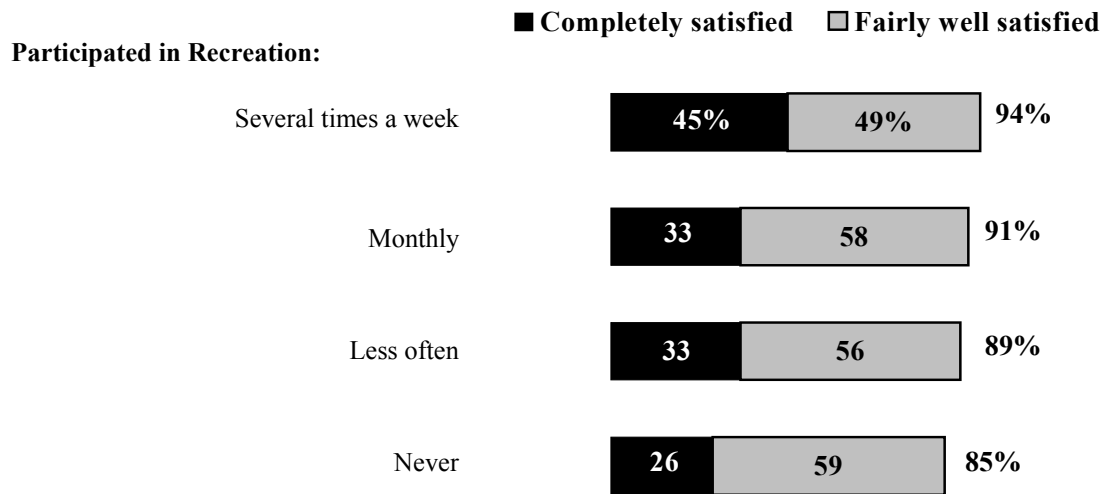
SECTION 1 BEYOND FUN: THE LARGER ROLE OF OUTDOOR RECREATION

Over the past seven years, the Recreation Roundtable surveys have produced a significant database on patterns of recreation in America today. An intriguing finding emerges from these data: people who participate in recreation tend to express more satisfaction with their lives than those who do not participate or do so less often.

Of course, many factors may affect an individual's satisfaction with life, but this year's survey again finds a positive correlation between outdoor recreation and satisfaction with life. Overall, those who are active either weekly or monthly express more satisfaction with the quality of their lives than do those who participate less often or never.

For example, as the accompanying table illustrates, close to half (45%) of those who participate in recreation several times a week say they are "completely satisfied" with the quality of their lives, compared to just one quarter (26%) of non-participants who feel this way.

Satisfaction With Quality Of Life In General



The Context: National Concerns Today

Given the clear positive correlation between outdoor recreation and general life satisfaction, a major goal of the study was to explore other areas where outdoor recreation might be viewed as having a positive effect. To what extent can outdoor recreation help Americans address their biggest social concerns?

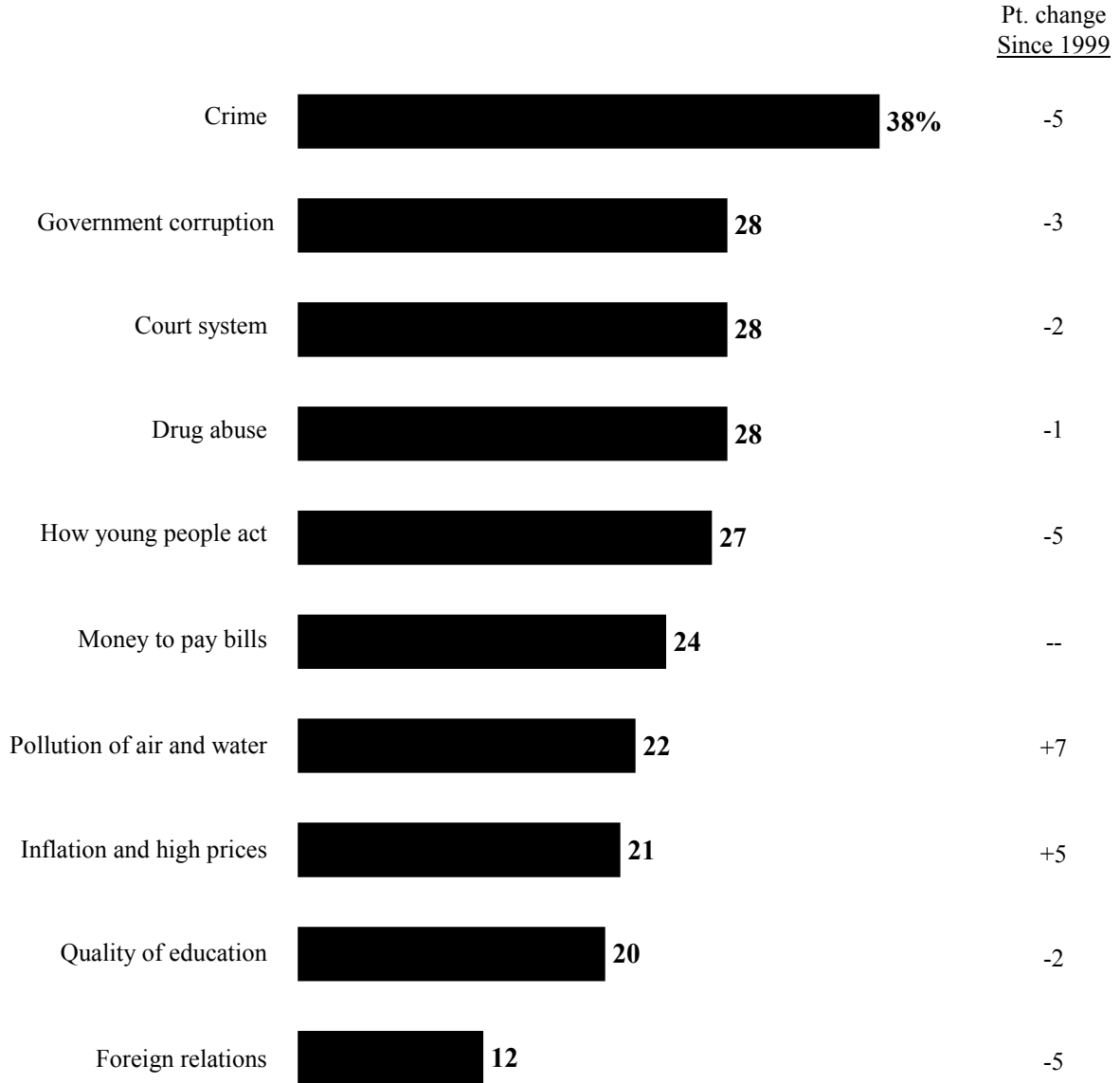
Roper's 2000 Green Gauge Report provides a current indication of Americans' biggest worries—the things that people mention when asked about their top concerns—and tracks changes in public policy concerns over the last decade.

Though down 5 points from last year, crime still heads the list of people's worries, with close to 4 in 10 people (38%) mentioning it as a top concern. Other top concerns include government corruption (28%); the court system (28%); drug abuse (28%); and how young people act (27%). Money to pay bills is a concern for about one-quarter (24%).

Pollution of air and water, in a major shift, has increased 7 points in the last year as a major concern for Americans, and at 22% stands at the highest level it has reached since this question was first asked in this context in a Roper survey in 1982. At this level, worry about pollution is essentially on par with concerns over inflation and education.

National Problems: Americans' Biggest Concerns

% naming as a top concern



Source: 2000 Green Gauge Report

The Role of Outdoor Recreation in Addressing National Concerns

We have seen that Americans top concerns include problems such as education, crime, young people's behavior, and illegal drug use. But what role, if any, can outdoor recreation play as an ingredient in addressing these concerns, especially as they relate to young people?

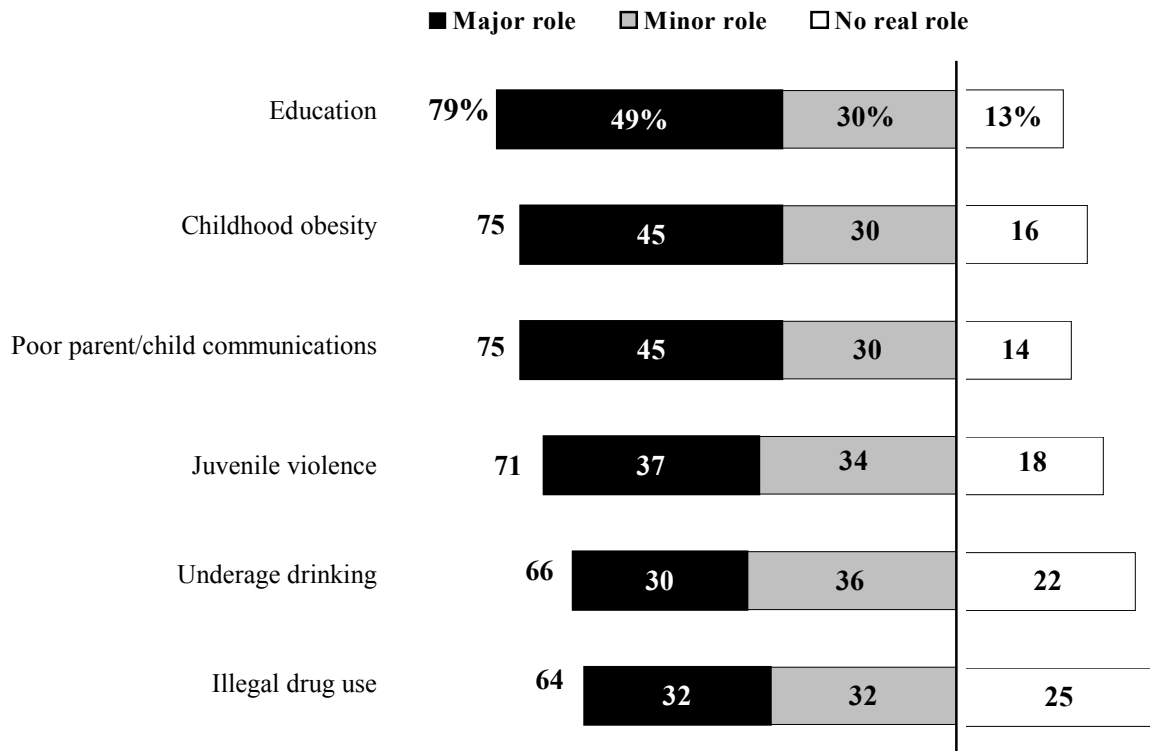
Most Americans believe that outdoor recreation has a positive role to play in helping with various problems. For instance, close to 8 in 10 Americans (79%) believe that outdoor recreation can improve education, with 49% seeing a major role for outdoor recreation and another 30% seeing at least a minor role in this area.

Americans also see outdoor recreation playing a role in reducing childhood obesity. Recent studies have documented the rise in obesity in the U.S. Indeed, a recent statement from the Centers for Disease Control and Prevention called obesity "an epidemic," arguing that it "should be taken as seriously as any infectious disease epidemic." A full three-quarters of Americans see outdoor recreation as having either a major role (45%) or at least a minor role (30%) in helping with this problem.

Moreover, according to most Americans, participation in outdoor recreation also improves parent/child communication. Three-quarters think outdoor recreation could play a role, be it a major role (45%) or minor role (30%).

The Role Of Outdoor Recreation

% believing outdoor recreation has a role in helping with various problems



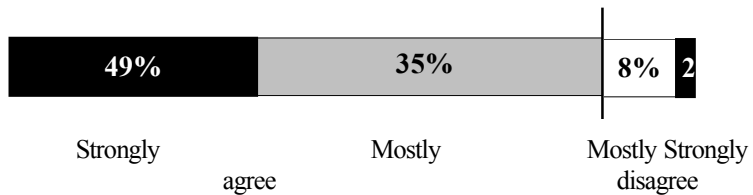
Even in the case of tough social problems such as juvenile crime, underage drinking and illegal drug use, outdoor recreation is viewed as having a beneficial effect. More than 7 in 10 believe that juvenile violence could be reduced through involvement in outdoor recreation. Similarly, about two thirds see outdoor recreation as having the potential to help address the problems of underage drinking (66%) and illegal drug use (64%).

Finally, Americans overwhelmingly view outdoor recreation as reducing problems of criminal activities in youth. Almost half (49%) of Americans strongly agree that “kids who take part in active outdoor recreation are less likely to engage in vandalism and other criminal activities.” Another 35% mostly agree with this statement. Only 10% disagree with this idea.

Outdoor Recreation As A Deterrent Toward Negative Activities

% agreeing

Kids who take part in active outdoor recreation are less likely to engage in vandalism and other criminal activities



Influential Americans[®]: Attitudes Toward the Benefits of Outdoor Recreation

When it comes to policy-related issues, such as the role that outdoor recreation might play in addressing some social problems, Roper finds it interesting to examine the views of an important subset of the American population—the Influential Americans[®]. Roper has monitored this segment for more than 50 years. The Influentials are politically vocal and active in their community, and they tend to be a bellwether segment, often ahead of others in their thinking on a whole range of political, social, and lifestyle issues.

A look at the Influentials' attitudes toward outdoor recreation finds them significantly more likely than the general public to endorse the idea that kids who take part in outdoor recreation are less apt to engage in vandalism and other criminal activities (57% strongly agree compared to 49% of the general public).

Moreover, Influentials, more than others, believe that outdoor recreation could be an ingredient in addressing some of the societal issues asked about. As the accompanying table illustrates, especially in the areas of education and childhood obesity, the Influentials believe that outdoor recreation could play a major positive role.

Influentials Especially Sensitive To Benefits Of Outdoor Recreation

% saying outdoor recreation has a major role

	Total	Influential Americans[®]	Influentials' Point Difference
	%	%	%
Education	49	55	+6
Poor parent/child communications	45	47	+2
Juvenile violence	37	41	+4
Childhood obesity	45	55	+10
Illegal drug use	32	37	+5
Underage drinking	30	32	+2

SECTION 2 OUTDOOR RECREATION PROMOTES HEALTH AND ENVIRONMENTAL CONCERN

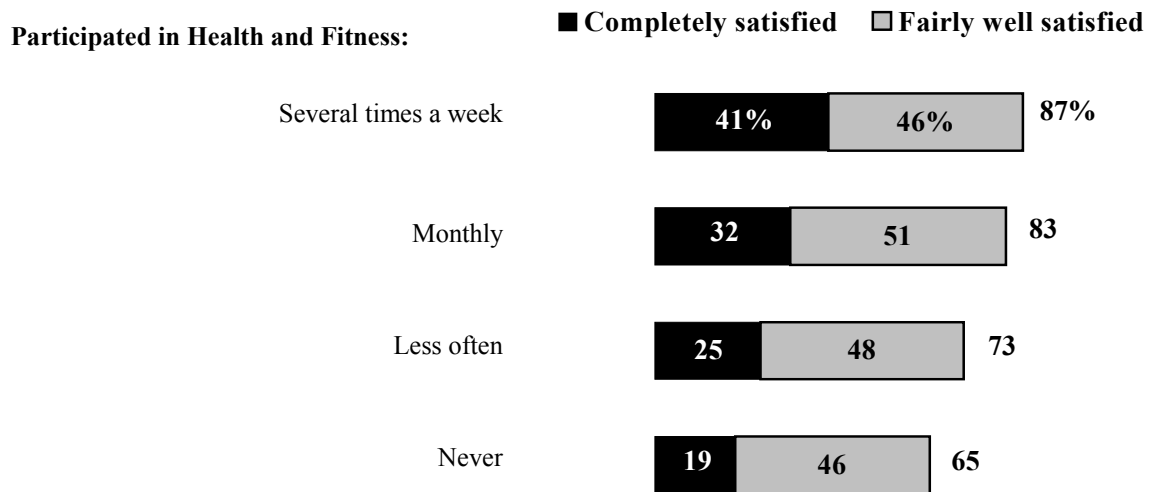
The study looked at the link between outdoor recreation participation and people's feelings about health and fitness. Further, it explored the relationship between outdoor recreation and concern for environmental protection.

Activity Leads to Satisfaction with Health and Fitness

Not surprisingly, perhaps, those who regularly engage in outdoor recreation express the most satisfaction with their own personal health and fitness. As the accompanying chart illustrates, almost 9 out of 10 of those who participate in outdoor recreation most frequently (several times week) say that they are satisfied with their personal health and fitness.

A comparison with those who never participate in outdoor recreation finds that the number who express satisfaction with their personal health and fitness is much lower (65%).

Satisfaction With Personal Health And Fitness



Outdoor Recreation and Healthier Lives

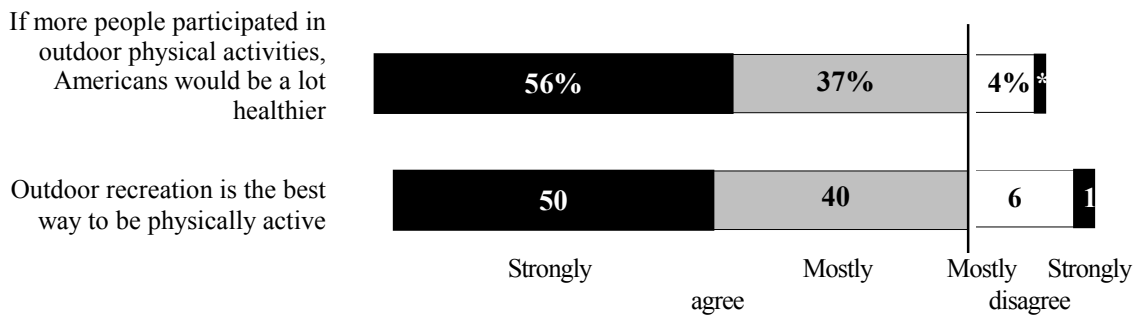
Whether they themselves are active or not, respondents overwhelmingly believe that if Americans participated more in outdoor physical activities, people would be a lot healthier. In fact, more than 9 in 10 Americans (93%) agree with this statement, with a majority (56%) strongly agreeing and 37% mostly agreeing.

Outdoor recreation, in fact, is seen almost unanimously as the best way to be physically active. Nine out of ten Americans agree with the assessment of outdoor recreation as being the best way to be physically active, with half strongly agreeing and 40% mostly agreeing.

Influential Americans[®] agree even more strongly than the general public that if people participated more in outdoor activities they would be a lot healthier (65% strongly agree compared to 56% of the total public).

Outdoor Recreation Linked To Healthier Lives

% agreeing with each statement



Outdoor Recreation Promotes Appreciation of the Environment

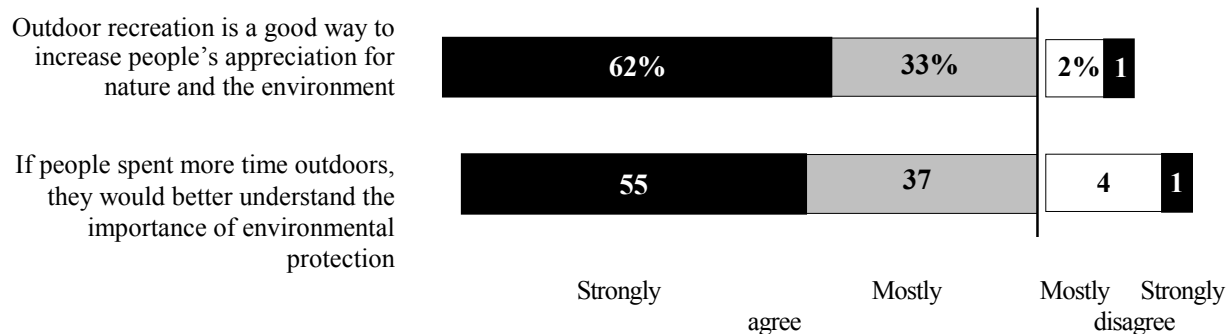
As in previous years, the 2000 study finds a strong association between outdoor recreation and environmental awareness.

Virtually all Americans, for instance, agree that outdoor recreation is a good way to increase people's appreciation for nature and the environment (95%). More than 6 in 10 strongly agree with this idea (62%) and another third (33%) mostly agree.

Similarly, more than 9 in 10 agree that if people spent more time outdoors, they would better understand the importance of environmental protection, with a majority (55%) strongly agreeing with this statement and 37% mostly agreeing.

Outdoor Recreation Promotes Appreciation Of The Environment

% agreeing with each statement



The finding that outdoor recreation correlates with environmental concern is further supported when the American public is examined across a spectrum of varying levels of environmental activism. Since 1990, Roper Starch Worldwide has been conducting a segmentation of the American public based on people's environmental behaviors, such as the degree to which they actively take steps which are environmentally friendly.²

The resulting segmentation organizes Americans into five categories ranging from the most environmentally committed, the "True-Blue Greens" (11% of the public) to the other end of the spectrum, the least environmentally committed, the "Basic Browns" (31%). Between these extremes on the activism spectrum are the "Greenback Greens" (5%), the "Sprouts" (33%), and the "Grouzers" (18%).

A look at these segments across levels of participation in outdoor recreation shows that the most environmentally committed True Blue Greens definitely participate in outdoor recreation with the most frequency. Nearly half of them (47%) say they participate in outdoor recreation several times per week (compared to, for example, just 27% of the Basic Browns who recreate this often).

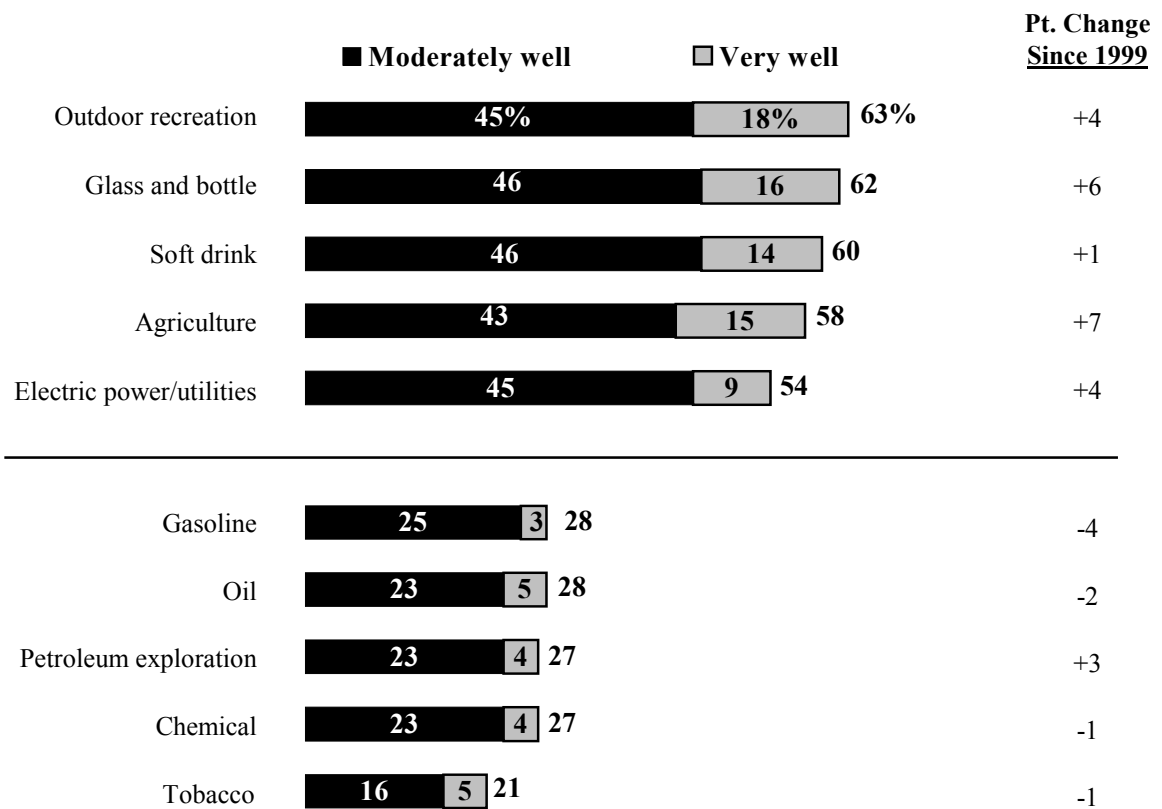
Environmental Efforts of Outdoor Recreation Industry Get High Marks

It is worth noting that the outdoor recreation industry receives favorable ratings from two-thirds of the public (63%) for fulfilling its responsibility to protect the environment. In fact, it is the top rated industry of the thirty two industries asked about, and enjoys a 4 point increase over ratings it received in 1999.

² A fuller definition of the segmentation appears in the appendix.

Outdoor Recreation Industry Earns High Rating For Environmental Responsibility

% saying how well each industry is doing fulfilling its environmental responsibility



Top 5 and bottom 5 industries shown

SECTION 3

PARTICIPATION IN OUTDOOR RECREATION INCREASES

This section documents levels of participation in outdoor recreation, examining how often people engage in recreation and considering the specific activities that they enjoy.

Outdoor Recreation Participation Increases

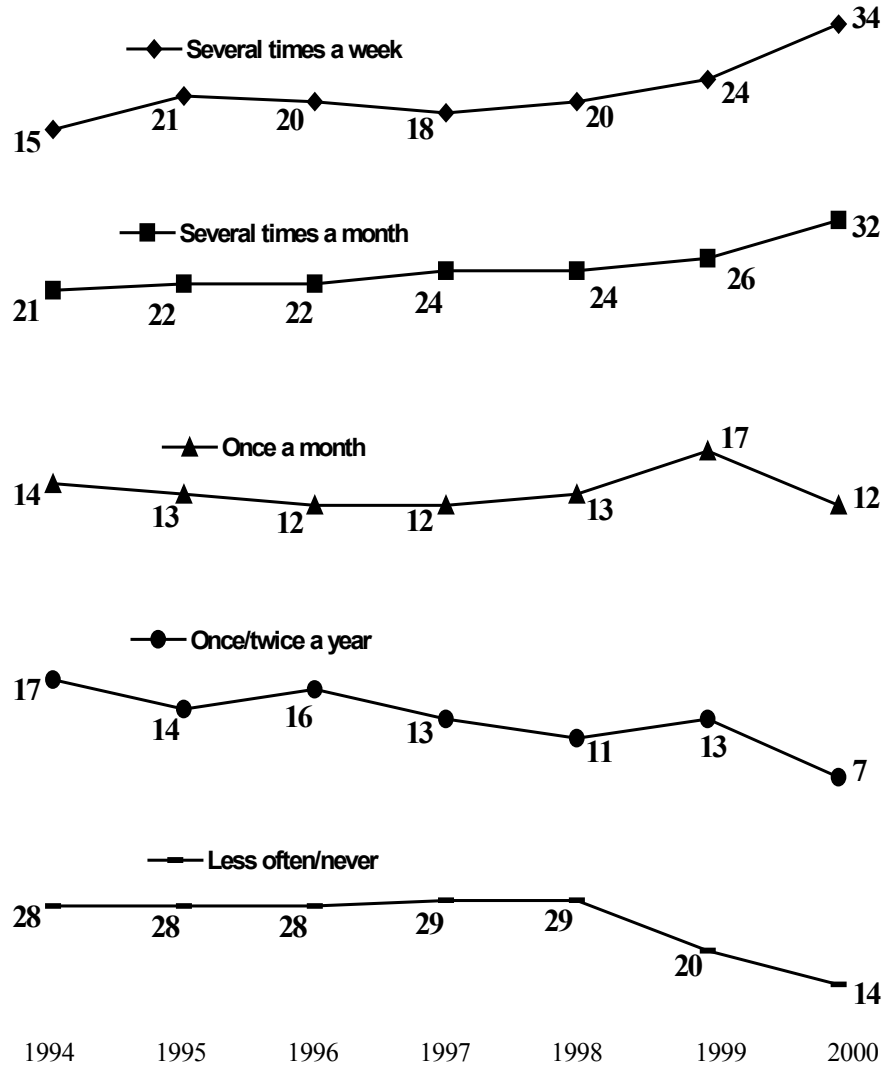
The study finds continued growth in Americans' participation in outdoor recreation. These data show that two-thirds of the American public (66%) are engaging in some type of outdoor recreation at least several times a month.

In the last year alone, the number of people who say that several times per week they participate in outdoor recreational activities has risen 10 points, to more than one-third of the public (34%).

The number of Americans who engage in outdoor activities several times a month has increased significantly as well, with a rise of 6 points in the last year to almost one-third of the public (32%).

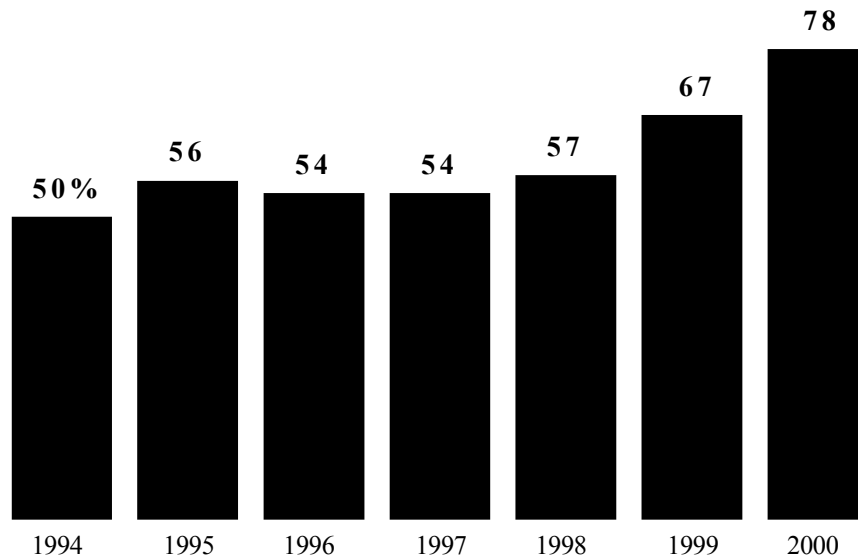
How Often Americans Participate In Outdoor Recreation

% saying they participate



When the numbers who participate at least once a month are added to those who engage in outdoor recreation more frequently, the findings are noteworthy. The study finds that more than three-quarters of Americans (78%) are participating in outdoor recreation at least once a month. This number has been rising for several years and increased 11 points in the last year alone.

Recreation Participation Rates: At Least Once A Month



Outdoor Recreation Increases Across All Age and Income Groups

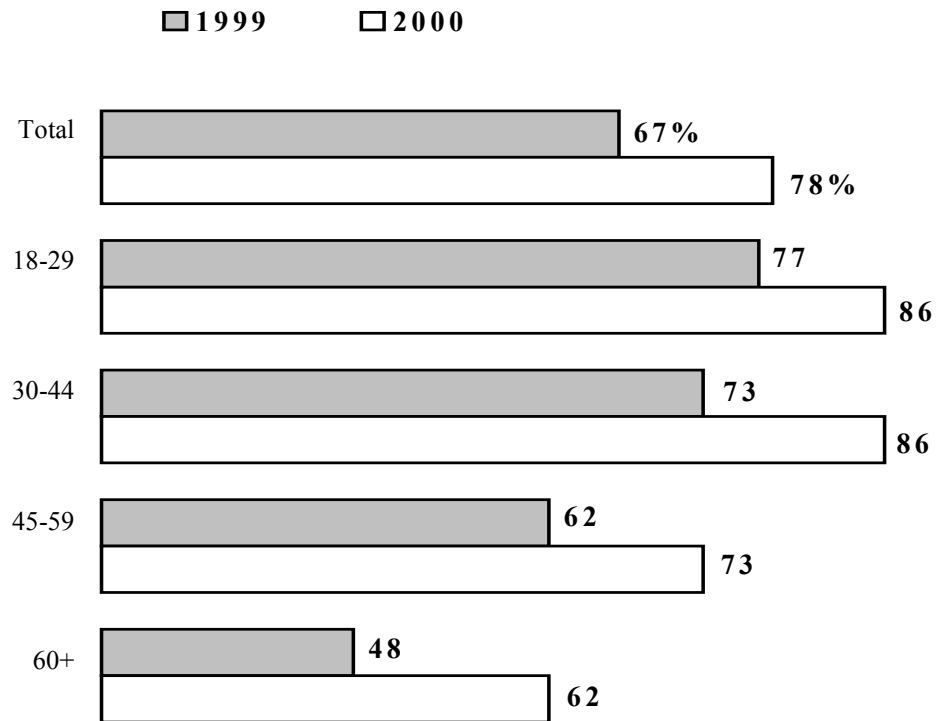
A recent article in American Demographics Magazine highlighting the outdoors observed that outdoor recreation is “becoming increasingly appealing to every demographic. Today’s seniors, laden with free time, unprecedented good health, and generally hefty retirement accounts, are indulging in outdoor activities...[while] environmentally conscious Baby Boomers are flocking to exotic adventure travel destinations...[and] Gen Xers and Ys...have spurred the development of non-traditional outdoor activities.”

A subgroup analysis of this year’s data shows that increases in outdoor recreation participation have undeniably occurred across all age and income categories.

Among various age groups, the largest jump in outdoor recreation participation in the last year is actually seen among those 60 and over. At the same time, increases among all age groups are at significant levels. As the accompanying table illustrates, in the last year the number engaging in outdoor activity at least once a month has risen 9 points among 18-29 year olds, 13 points among 30-44 year olds, 11 points among 30-44 year olds, and a remarkable 14 points among those 60 and older.

Outdoor Recreation Increases Across All Age Categories

% saying they engage in outdoor activity at least monthly

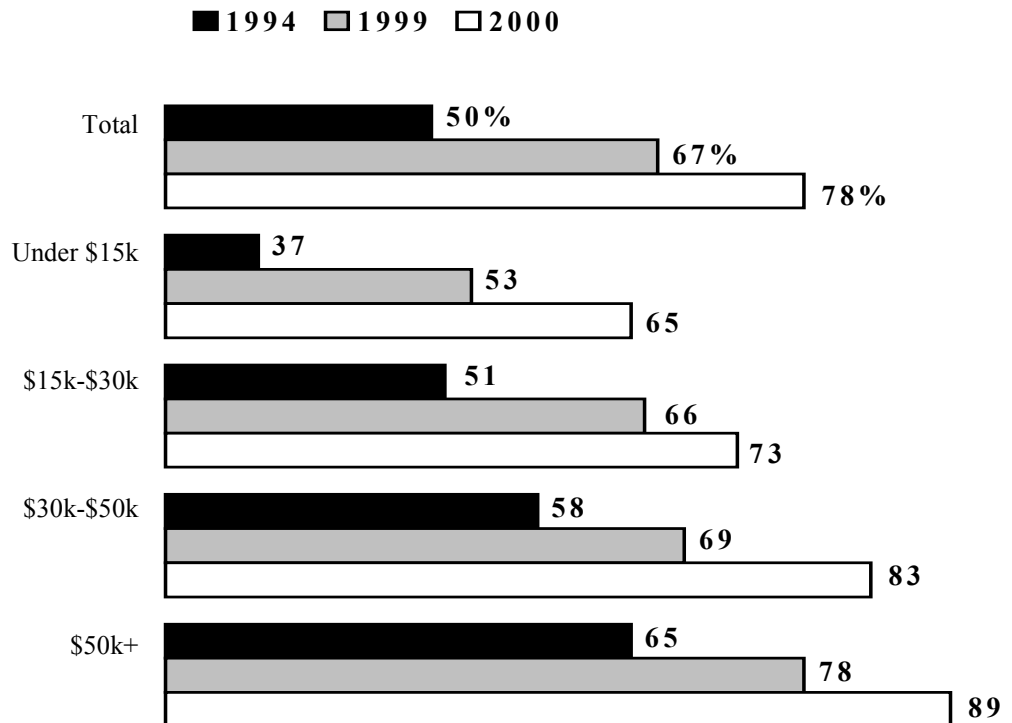


The increase in participation rates across all income groups, which was noted in last year's report, continues as well. Significant increases have occurred in just one year, and are considerably higher than the benchmark levels of the first study in 1994.

While increases are noted across all income categories, the biggest increases this year have come among those with household incomes of \$30,000 to \$50,000 (14 points) and those with incomes under \$15,000 (12 points).

Outdoor Recreation Continues To Increase Across All Income Categories

% saying they engage in outdoor activity at least monthly



Frequent Participants in Outdoor Recreation and Enjoying It Year Round

Who participates in outdoor recreation with the most frequency? While 78% of the public say they participate at least once a month in outdoor activity, a look at demographics shows some significantly higher than average participation among certain subgroups.

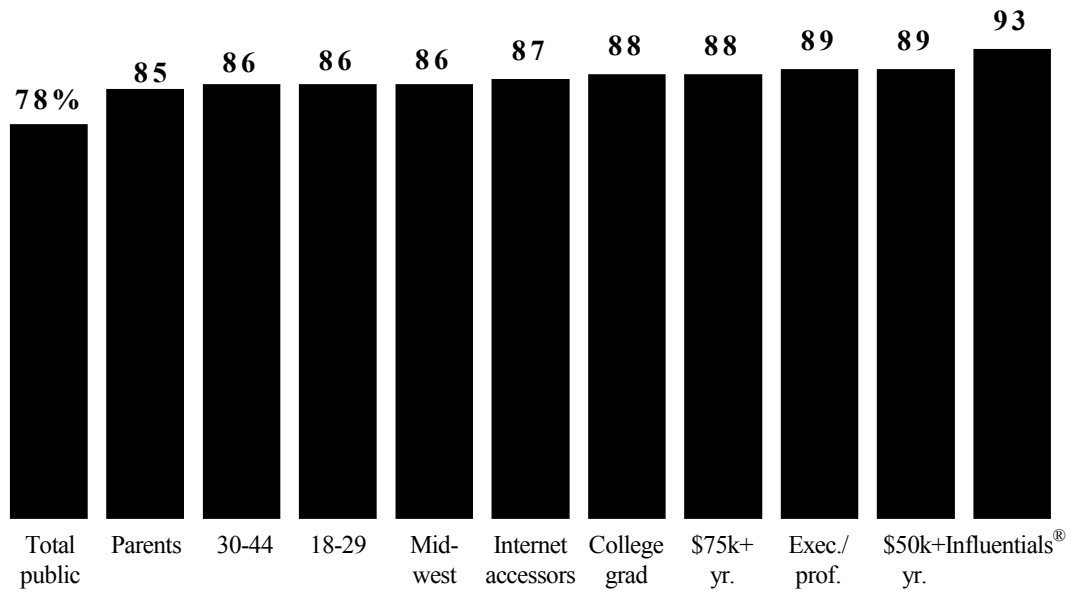
The accompanying table, based on those who participate in outdoor recreation on at least a monthly basis, highlights those groups with higher than average participation. Notable is the fact that parents are more likely than average to participate in outdoor recreation at least monthly (85% compared to 78% of the total population). Those aged 18 to 44 also are more likely than average to engage in outdoor recreation activity at least monthly.

Looking at income and education, those in the highest income categories, college graduates and executive/professionals are more likely than average to be frequent participants in outdoor recreation, as are Internet accessors. The Influential Americans[®] register the highest level of participation among the subgroups, with more than 9 in 10 saying they participate in outdoor recreation at least monthly.

Finally, looked at by region, those from the Midwest participate at a greater than average rate, with a substantial 8 in 10 (86%) saying that they participate in outdoor recreation at least monthly. This finding, coupled with the fact that strong majorities from the other regions (Northeast at 77%; the South at 76%; and the West at 73%;) say they participate in outdoor recreation at least monthly, suggests that outdoor recreation is not something that is only enjoyed in the summer months, but rather is something that is pursued year round.

Who's Engaging In Outdoor Recreation Most Often

% saying they engage in outdoor activity at least monthly



Popular Outdoor Recreation Activities

Americans enjoy a wide variety of outdoor activities, and the survey documented involvement with a broad range of pursuits—from swimming to rock climbing to snowboarding.

During the last year, the most popular outdoor recreation activity was rigorous walking, with close to two-thirds (62%) of the public engaging in this activity, either in the form of walking for fitness or recreation (57%) or hiking (19%).

About 4 in 10 Americans reported driving for pleasure (41%) or swimming (40%) as outdoor recreation activities they engage in. Picnicking is popular with more than one third of the public (36%).

More than one-quarter of the public enjoy camping (26%), fishing (26%), and viewing wildlife (25%). Bicycling is another popular activity for about one-quarter (24%).

The accompanying table displays all of the activities asked about and their participation rates over the last year.

Outdoor Recreation Activities Participated In During Last Year

% who have participated in during past year; some activities netted into broad categories

	%		%
Rigorous walking (net)	62	Photography (outdoor)	17
Walking for fitness/recreation	57	Visiting cultural/archaeological sites	16
Hiking	19	Boating (net)	16
Driving for pleasure	41	Motor-boating	9
Swimming (net)	40	Canoeing/Kayaking	5
Swimming	39	Personal water craft	5
Water-skiing	4	Rowing	2
Snorkeling/Scuba diving	3	Sailing	2
Picnicking	36	Golf	13
Camping (net)	26	Tennis	8
Campground camping – tent	17	Hunting	8
Camping – RV	9	Off-road vehicle driving	7
Backpacking	9	Target shooting	6
Wilderness camping	8	Skiing (net)	5
Fishing	26	Downhill	4
Viewing wildlife (net)	25	Cross Country	2
Bird watching	16	Horseback riding	5
Wildlife viewing	16	In-line skating	5
Bicycling (net)	24	Motorcycling	5
Bicycling (paved routes)	23	Rock climbing	4
Mountain biking (off-road)	5	Snowboarding	2
Running/jogging	18	Snowmobiling	2
		Other	4

Looked at another way, the accompanying table displays the trend data over the past seven years for all of the outdoor recreation activities asked about in the survey.

The most striking finding, perhaps, is the fact that the number of people who report walking for fitness or recreation has increased 15 points in the last year alone.

Other increases are seen in the number of people enjoying: driving for pleasure (up 6 points); outdoor photography (up 5 points); and bird watching (up 5 points).

Outdoor Recreation Activities Participated In Past Year: Trend Data

% who have participated in during past year; ranked by 2000 data

	1994	1995	1996	1997	1998	1999	2000	Pt. change since 1999
	%	%	%	%	%	%	%	%
Walking for fitness/recreation	NA	45	39	42	47	42	57	+15
Driving for pleasure	40	36	33	34	39	35	41	+6
Swimming	35	31	28	31	33	40	39	-1
Picnicking	33	29	24	26	30	32	36	+4
Fishing	26	24	22	20	22	28	26	-2
Bicycling	21	20	16	19	19	22	23	+1
Hiking	18	18	12	15	17	15	19	+4
Running/jogging	19	16	13	12	16	16	18	+2
Outdoor photography	15	15	10	13	15	12	17	+5
Campground camping	16	16	12	12	15	21	17	-4
Wildlife viewing	18	15	10	14	16	15	16	+1
Bird watching	14	11	8	11	10	11	16	+5
Visiting cultural sites	NA	NA	12	14	18	16	16	--
Golf	11	12	11	11	12	12	13	+1
Back packing	13	12	8	7	10	10	9	-1
Motor boating	10	9	5	8	9	11	9	-2
RV camping	8	8	6	7	7	9	9	--
Wilderness camping	NA	NA	NA	NA	NA	NA	8	NA
Hunting	8	7	7	5	7	8	8	--
Tennis	9	9	7	8	5	6	8	+2
Off road vehicle driving	5	5	5	5	7	7	7	--
Target shooting	8	6	5	4	5	7	6	-1
Canoeing/kayaking	6	5	4	5	5	7	5	-2
In-line skating	NA	4	4	5	6	5	5	--
Personal water craft (e.g. jet skis)	NA	NA	NA	3	5	5	5	--
Motorcycling	7	5	6	4	4	6	5	-1
Horseback riding	6	5	5	4	4	6	5	-1
Mountain biking	5	5	4	4	4	6	5	-1
Downhill skiing	6	6	5	5	5	4	4	--
Water-skiing	6	6	3	4	4	6	4	-2
Rock climbing	4	4	3	3	4	3	4	+1
Snorkeling/Scuba diving	4	3	3	3	3	4	3	-1
Sailing	4	3	3	3	2	3	2	-1
Cross-country skiing	2	3	2	2	2	1	2	+1
Snowmobiling	2	3	2	1	2	2	2	--
Rowing	3	2	1	2	1	1	2	+1
Snowboarding	NA	NA	NA	NA	1	3	2	-1

(NA) denotes not asked

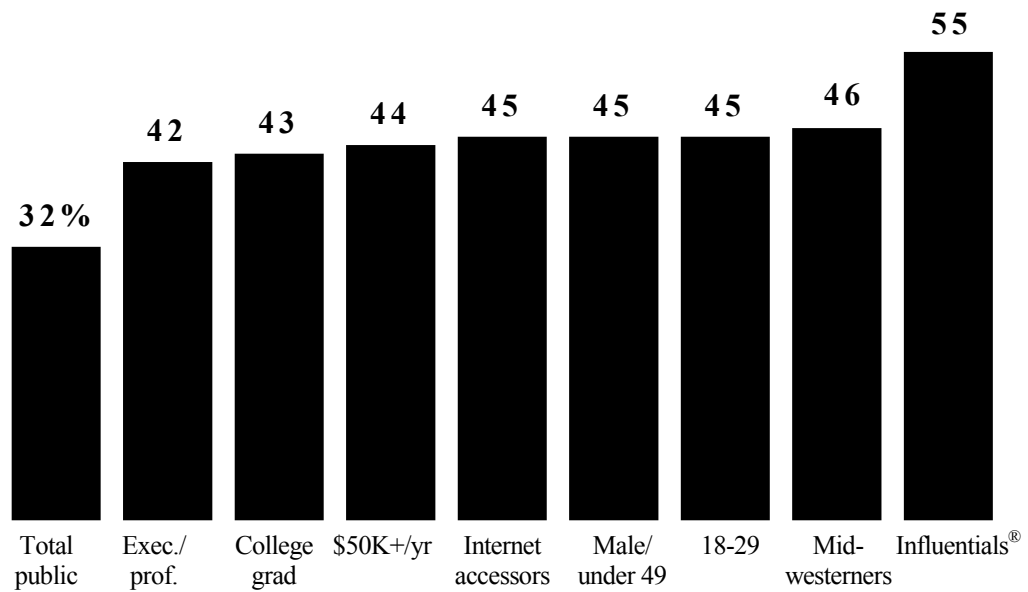
Who Enjoys the Widest Range of Outdoor Recreation Activities

Given the scope of possible outdoor recreation pursuits available, who enjoys the widest range of activities? The data was analyzed to look at the types of people most likely to engage in 6 or more activities over the course of a year.

Those who tend to participate in the greatest variety of pursuits (6 or more) tend to be, compared to the average, of higher income, or college educated, or executive/professionals. On average, they are more likely to be Internet accessors, or to be young, or male. Midwesterners are more likely than average to participate in six or more activities during the year. And in keeping with their higher than average level of involvement in many areas of life, Influential Americans[®] are more likely than average to participate in 6 or more outdoor recreation activities over the year.

Who Engages In The Widest Variety Of Recreational Activities

% saying they have participated in six or more of the activities about which they were asked



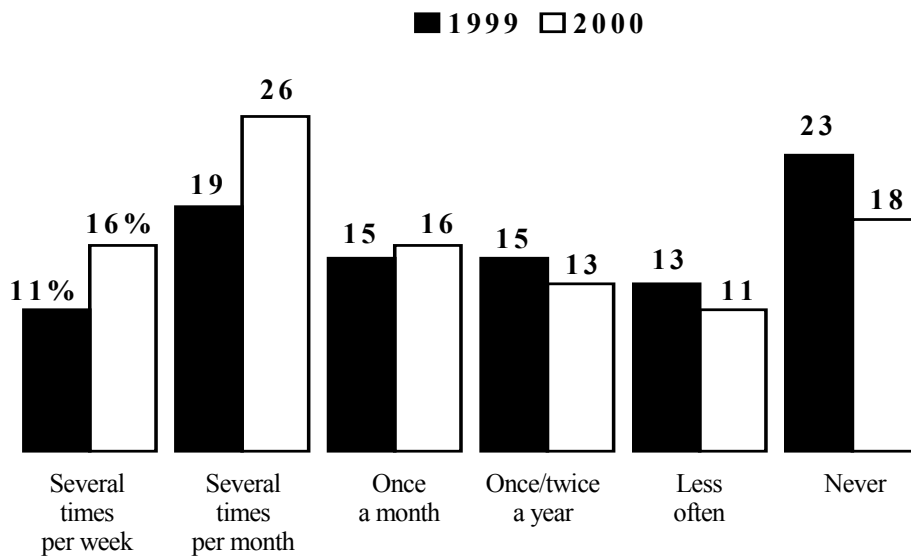
Outdoor Recreation As a Family Pursuit Increases

Respondents not only report outdoor recreation involvement on a higher level individually this year, they also register an increase in the number saying they have engaged in outdoor recreation activities “as a family.”

In fact, family pursuits of outdoor recreation have increased substantially over the last year, with a 5 point increase (to 16%) in the number saying they recreated as a family several times per week, and a 7 point increase in the number who said they did so as a family several times a month.

How Often Family Time Is Spent Outdoors

% saying how often they “engage in outdoor recreation as a family”

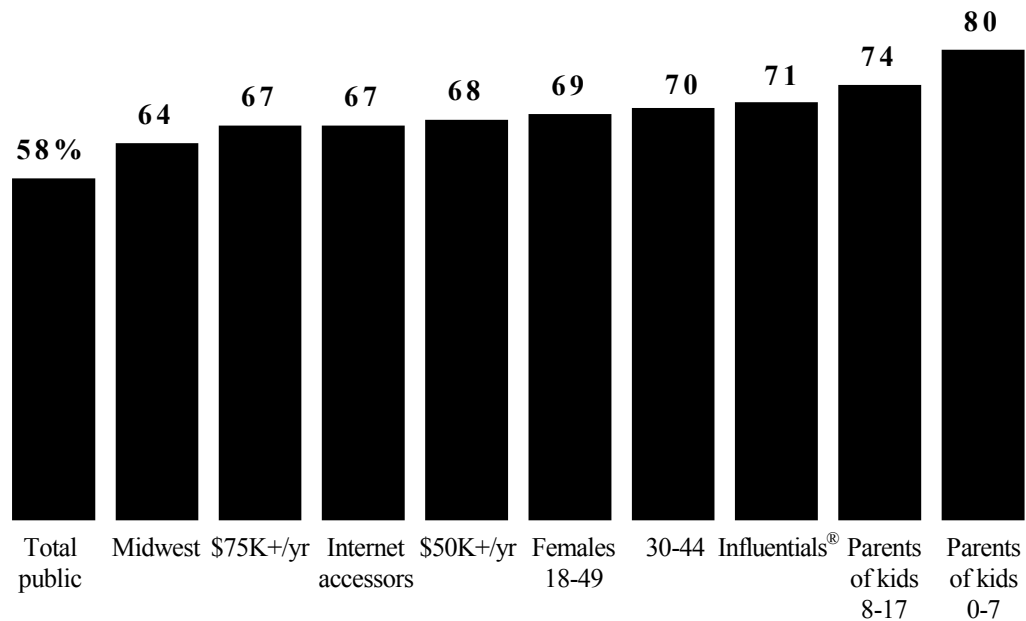


Who is most apt to enjoy outdoor recreation as a family? As was true last year, parents of the very youngest children (under age 7) are the most likely to report involvement in outdoor recreation as a family, with 8 in 10 saying they do so at least monthly. Parents of kids aged 8-17 are the second most likely group to report recreating as a family at least monthly (74%).

The accompanying table highlights other demographic subgroups that, on average, are more apt to enjoy pursuing outdoor recreation activities as a family.

Who Is Most Apt To Enjoy Outdoor Recreation As A Family

% saying they “engage in outdoor recreation as a family” at least monthly

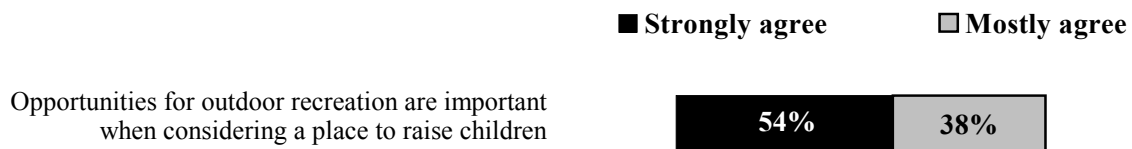


Fostering Outdoor Recreation

Americans are in almost unanimous agreement that outdoor recreation is beneficial for children. More than 9 in 10 (92%) agree that “opportunities for outdoor recreation are important when considering a place to raise children.” A majority (54%) strongly agrees with this statement and another 38% mostly agree.

Outdoor Recreation Beneficial For Children

% agreeing



Who do people point to as the person most responsible for interesting them in their major outdoor recreational pursuit?

As the accompanying table illustrates, for the youngest adults, it seems that parents and friends have been equally important (each cited by 31%). Nevertheless, about one third (36%) of young people say they got interested in the activity by themselves.

For 30 – 59 year olds, a similar pattern emerges, with parents and friends being credited, and spouses being cited as an additional important influence on their interest in an activity. About 4 in 10 of this age range say they got interested in the activity themselves.

For the 60 plus age group, almost half (46%) say they got interested in their major outdoor recreation activity on their own. There are several possible explanations. Perhaps they fail to clearly remember who introduced them to their favorite activity, or perhaps their recreational activities have changed as they have aged, toward more passive and solitary recreation forms and away from more active pursuits they enjoyed earlier and to which they were introduced by others.

Influences On Interest In Outdoor Recreation Activity

Top responses

	Age				
	Total	18-29	30-44	45-59	60+
	%	%	%	%	%
Got interested by myself	41	36	41	42	46
A parent	24	31	26	22	14
A friend	21	31	21	21	13
Other family member	18	24	18	17	12
Your spouse	16	13	20	16	12

SECTION 4 EXPERIENCE WITH OUDOOR RECREATION AT FEDERAL SITES

This final section of the report looks at people's experience and satisfaction with federal recreation sites.

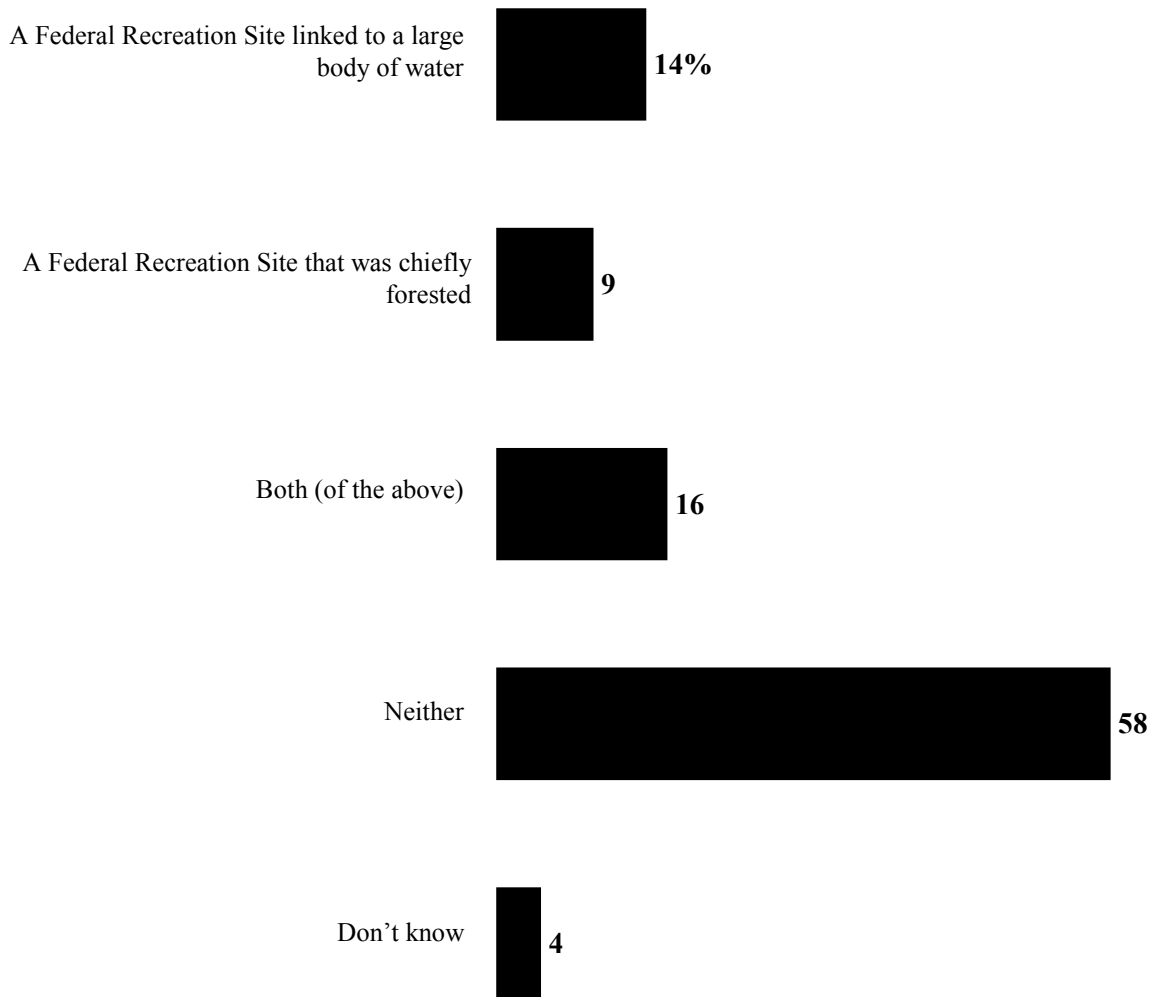
Experience with Federal Recreation Sites

Respondents were asked whether or not they have visited several types of federal recreation sites in the last 12 months.

Federal recreation sites linked to a large body of water were visited by 14% of the public over the past year. Federal recreation sites that were chiefly forested were visited by 9%. And another 16% of the public, say that they have been to *both* a federal recreation site linked to a large body of water, and to a federal recreation site that was chiefly forested in the past year.

Experience With Federal Recreation Sites

% who have visited sites in the last 12 months

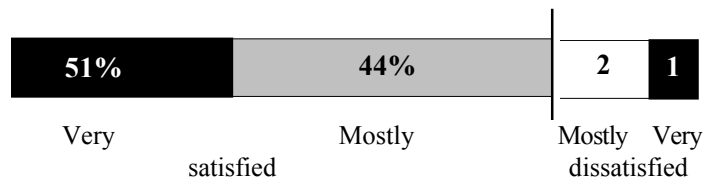


Satisfaction with Federal Recreation Sites

Overwhelmingly, people who visited federal recreation sites expressed satisfaction with them. More than half, in fact, said that they were very satisfied (51%). Another 44% said that they were mostly satisfied. A mere (3%) expressed dissatisfaction.

Satisfaction With Federal Recreation Sites

Base: those who have visited federal recreation sites in the last year



Recreation Use of Specific Federal Agency Sites

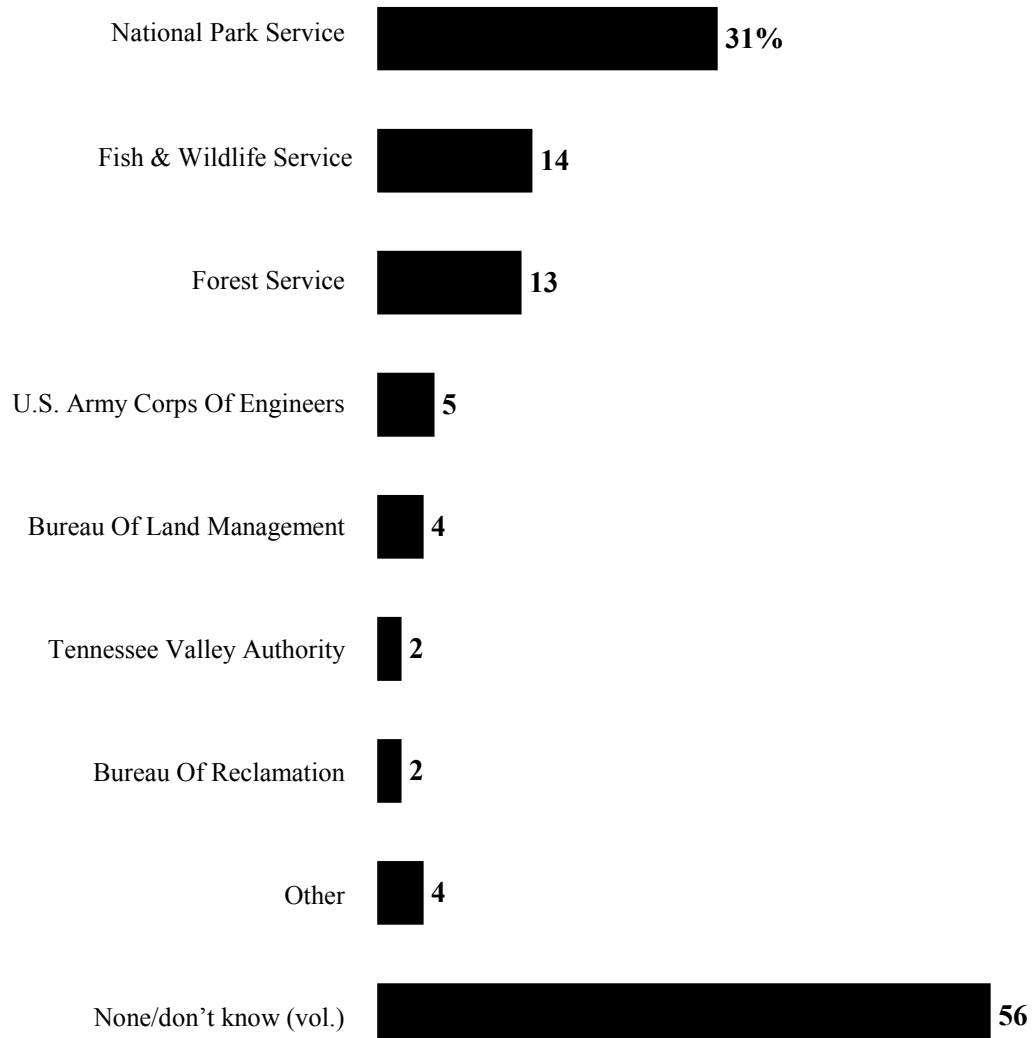
Recreation sites managed by the National Park Service were visited most often according to respondents, with 31% saying that they visited a site managed by that agency in the past year.

Another 14% of the public said that they had visited a site managed by the U.S. Fish & Wildlife Service, and 13% say they visited a site managed by the U.S. Forest Service.

The accompanying chart also shows the proportion of people who report visiting a site managed by other agencies.

Recreation Use Of Specific Federal Agency Sites

% who have personally used public lands managed by each agency in the last 12 months



Federal Agencies' Role in Promoting Outdoor Activity

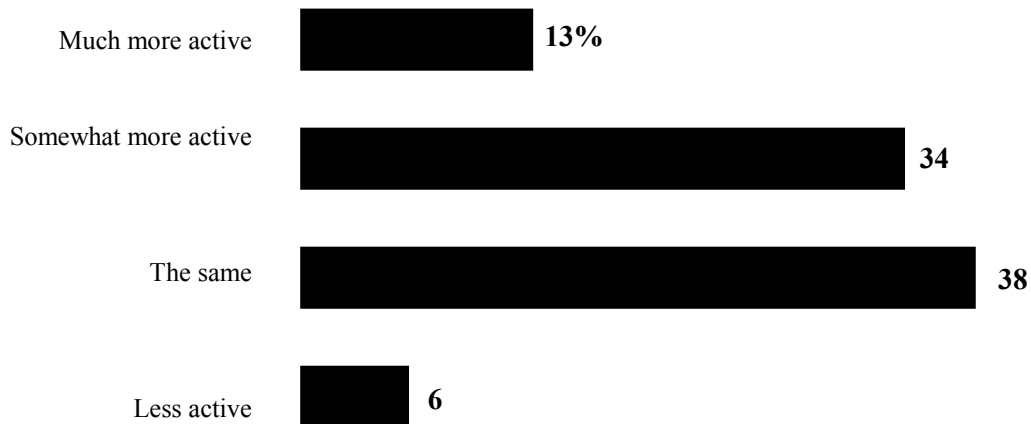
What role, if any, should federal agencies play in fostering outdoor activity?

A plurality of Americans (47%) believes that federal agencies could be more active. A full 13% think they could be much more active, and another 34% think they could be somewhat more active.

Slightly less than 4 in 10 (38%) think that federal agencies effort to involve Americans in outdoor activity should stay the same.

Federal Agencies Efforts To Involve Americans In Outdoor Activity

Agencies should be:



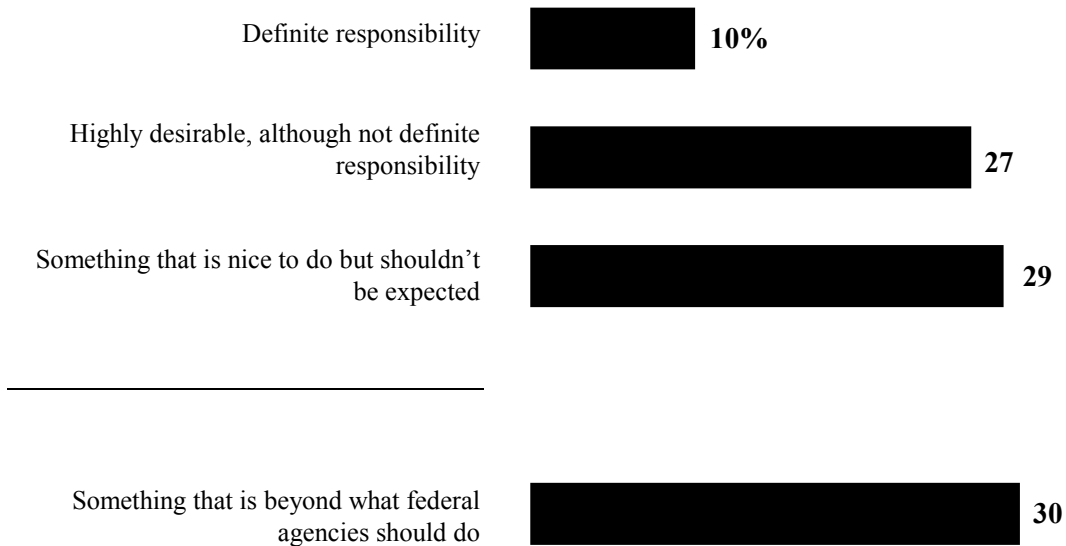
At the same time, a majority of Americans believe that it is at least desirable that federal agencies promote physical activity.

One in ten Americans think that it is a definite responsibility of federal agencies to promote physical activity. Almost 3 in 10 (27%) feel that it is highly desirable, though not a definite responsibility of federal agencies to do so, while 29% say that it is something nice to do, but should not be expected of federal agencies.

About 3 in 10 Americans say that promoting physical activity is something beyond what federal agencies should do.

Responsibility Of Federal Agencies To Promote Physical Activity

% saying each



TECHNICAL APPENDIX

Methodology

The survey was conducted among 1,986 men and women 18 years of age and over. Interviews were conducted by Roper Starch Worldwide in person, in respondents' homes. Interviewing was conducted June 10 through June 24, 2000.

Sampling Method

The persons interviewed in this study comprise a representative sample of the population of the continental United States, ages 18 and older – exclusive of institutionalized segments of the population (military bases, nursing homes, prisons, etc.).

A multi-stage probability sample of interviewing locations is employed in the research. The probabilities of selection at each stage are based on the latest U.S. Census population data, and detailed Census maps are used to identify and locate the selected areas.

At the first stage, 1,000 counties are selected with probabilities proportionate to population, after all the counties in the 48 contiguous states and the District of Columbia are ordered by population size within 18 strata. The strata are constructed by classifying counties as metropolitan or non-metropolitan with each of the nine Census Geographic Divisions.

Definitions

Influential Americans[®] are derived from a list of activities respondents report having engaged in during the past year – such as having run for political office, written a letter to the editor, made a speech or written an article, been an officer of a civic/fraternal organization, etc. Respondents who have done three or more things on the list (not including signing a petition) are classified as “Influentials[®],” and number about 11% of the population. They can roughly be equated with “thought leaders.”

The segmentation analysis used a clustering technique to look for homogeneous groups which exist in the sample of the population examined; it did not create these groups. Rather, the technique, (K-Means clustering procedure) identifies members of existing groups by looking at the responses of each respondent in the sample to see if that respondent is similar to any existing group and, simultaneously, different from the respondents in any other groups. In this case, we selected environmental behavior as our criteria, and we used these items as the basis for grouping or segmenting the population. Briefly, the Segmentation Groups can be described as follows:

True-Blue Greens are the environmental leaders and activists.

Greenback Greens are the environmental spenders – people willing to pay to improve the environment, but with little time to get involved themselves.

Sprouts are the middling swing group whose attitudes and behaviors can cut both ways – both pro-environmental and anti-environmental.

Grouzers are not very involved in environmental activities for many reasons, but mainly because they think others are not doing much either.

Basic Browns are the least involved in the environment because they think indifference to the environment is mainstream.

Questionnaire

The questions commissioned by The Recreational Roundtable were part of the larger Roper Green Gauge 2000 Survey. The questions on which this report was based follow.

