PADDLESPORTS

Paddlesports offer opportunities to get a unique view of the American landscape while enjoying the outdoors. Whether rafting down a river, kayaking in the ocean, stand up paddling on a lake or canoeing through a stream, millions of Americans enjoyed paddlesports in 2012. In fact, more than six percent of Americans participated in paddling — totaling more than 19 million individuals. On average, each paddler took seven trips a year, contributing to 202 million annual paddling outings.

Paddling participation has remained fairly stable in recent years, but there is opportunity to engage minority groups, which are underrepresented in paddlesports.

Participation in Paddlesports
All Participants Ages 6+

<table>
<thead>
<tr>
<th>Year</th>
<th>Paddling (Any Type)</th>
<th>Rafting</th>
<th>Canoeing</th>
<th>Stand Up Paddling</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>3.7%</td>
<td>1.6%</td>
<td>3.0%</td>
<td>0.4%</td>
</tr>
<tr>
<td>2011</td>
<td>3.4%</td>
<td>1.3%</td>
<td>3.5%</td>
<td>0.4%</td>
</tr>
<tr>
<td>2012</td>
<td>3.4%</td>
<td>1.3%</td>
<td>3.6%</td>
<td>0.5%</td>
</tr>
</tbody>
</table>

Annual Outings

In 2012, paddling participants made 202 million annual outings — in kayaks, rafts, canoes and stand up paddle boards. Paddlers made an average of seven outings each, with kayakers and canoers making the most outings per year and rafters making the least.

<table>
<thead>
<tr>
<th>Category</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paddling (Any Type)</td>
<td>19.2 Million</td>
</tr>
<tr>
<td>Rafting</td>
<td>3.7 Million</td>
</tr>
<tr>
<td>Canoeing</td>
<td>9.8 Million</td>
</tr>
<tr>
<td>Stand Up Paddling</td>
<td>1.5 Million</td>
</tr>
<tr>
<td>Kayaking (Any Type)</td>
<td>10.3 Million</td>
</tr>
</tbody>
</table>

202 million annual outings

an average of 7 outings per participant
Outside of their paddling pursuits, kayakers, rafters, canoers and stand up paddlers share a passion for many of the same activities. As a result, there is value in looking at their "crossover" participation. In general, paddlers prefer outdoor recreation rather than indoor or other activities. Interestingly, fitness walking is the most popular activity.

### Activity Type

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outdoor</td>
<td></td>
</tr>
<tr>
<td>Indoor</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Activity Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elliptical Motion Trainer</td>
<td>21%</td>
</tr>
<tr>
<td>Swimming</td>
<td>24%</td>
</tr>
<tr>
<td>Weight/Resistance Machine</td>
<td>28%</td>
</tr>
<tr>
<td>Walking for Fitness</td>
<td>56%</td>
</tr>
<tr>
<td>Free Weights (Barbells)</td>
<td>21%</td>
</tr>
<tr>
<td>Home Gym Exercise</td>
<td>20%</td>
</tr>
<tr>
<td>Hiking</td>
<td>41%</td>
</tr>
<tr>
<td>RV Camping</td>
<td>20%</td>
</tr>
<tr>
<td>Treadmill</td>
<td>30%</td>
</tr>
<tr>
<td>Billiards/Pool</td>
<td>30%</td>
</tr>
<tr>
<td>Freshwater Fishing</td>
<td>38%</td>
</tr>
<tr>
<td>Yoga</td>
<td>21%</td>
</tr>
<tr>
<td>Wildlife Viewing</td>
<td>25%</td>
</tr>
<tr>
<td>Stretching</td>
<td>26%</td>
</tr>
<tr>
<td>Bowling</td>
<td>38%</td>
</tr>
<tr>
<td>Billiards/Pool</td>
<td>30%</td>
</tr>
<tr>
<td>Free Weights (Hand Weights)</td>
<td>31%</td>
</tr>
<tr>
<td>RV Camping</td>
<td>20%</td>
</tr>
<tr>
<td>Camping (within 1/4 Mile of Home)</td>
<td>39%</td>
</tr>
<tr>
<td>Road/Paved Surface Bicycling</td>
<td>36%</td>
</tr>
<tr>
<td>Free Weights (Dumbells)</td>
<td>26%</td>
</tr>
</tbody>
</table>

Activities with less than 20 percent participation are not included.
Kayaking is the most popular type of paddling. Over the past three years the sport of kayaking grew in participation.

The specific categories of whitewater kayaking and sea/touring kayaking increased in participation while recreational kayaking slightly decreased. Still, recreational kayaking remains the most popular style of kayaking.

Most kayakers live in states bordering the Atlantic and Pacific Ocean — the Middle Atlantic, South Atlantic and Pacific regions of the United States. Overall, 10.3 million Americans participated in kayaking in 2012.

### Participation in Kayaking

#### All Participants Ages 6+

<table>
<thead>
<tr>
<th>Year</th>
<th>Kayaking (Any Type)</th>
<th>Sea/Tour Kayaking</th>
<th>Recreational Kayaking</th>
<th>Whitewater Kayaking</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>10.3 Million</td>
<td>2.3%</td>
<td>0.8%</td>
<td>0.6%</td>
</tr>
<tr>
<td>2011</td>
<td>10.3 Million</td>
<td>2.9%</td>
<td>0.7%</td>
<td>0.5%</td>
</tr>
<tr>
<td>2012</td>
<td>10.3 Million</td>
<td>3.6%</td>
<td>0.9%</td>
<td>0.7%</td>
</tr>
</tbody>
</table>

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Annual Outings
In 2012, kayakers made 99.9 million annual outings. For some participants, this meant getting out once a season and for others, once a month or more.

8 days
Kayakers made an average of eight outings each in 2012.

Participation in Kayaking by Age
Whitewater, Sea/Touring and Recreational Kayaking
Demographics
Division of Kayaking Participants by Demographic

- Age
  - Ages 6–12
  - Ages 13–17
  - Ages 18–24
  - Ages 25–44
  - Ages 45+

- Ethnicity
  - Caucasian
  - Asian/Pacific Islander
  - African American
  - Hispanic
  - Other

- Participation in Kayaking by Gender
  - Female 48%
  - Male 53%

- Income
  - $100,000+
  - $75,000 to $99,999
  - $50,000 to $74,999
  - $25,000 to $49,999
  - Less than $25,000

- Education
  - Not Specified
  - Post-Graduate
  - College Graduate
  - 1 to 3 Years College
  - High School Graduate
  - 1 to 3 Years High School or Less

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Participation in Kayaking by Census Region
All Americans, Ages 6+

1 Pacific
Participation Rate: 4.2%
Percent of US Participants: 17.6%

2 Mountain
Participation Rate: 2.3%
Percent of US Participants: 4.2%

3 West South Central
Participation Rate: 2.4%
Percent of US Participants: 7.1%

4 West North Central
Participation Rate: 3.2%
Percent of US Participants: 5.3%

5 East North Central
Participation Rate: 3.4%
Percent of US Participants: 13.1%

6 East South Central
Participation Rate: 3.0%
Percent of US Participants: 4.5%

7 South Atlantic
Participation Rate: 4.3%
Percent of US Participants: 21.7%

8 Middle Atlantic
Participation Rate: 4.9%
Percent of US Participants: 16.6%

9 New England
Participation Rate: 8.2%
Percent of US Participants: 9.9%

Participation Rate by Region looks at participation within a geographic area. It refers to the what percentage of each region’s population participates.

Percent of US Participants compares each region’s participation to one another. It illustrates which regions have the highest participation rates within the US.
Canoeing is the second most popular type of paddling behind kayaking. Canoers get out more often than kayakers with nearly 50 percent canoeing four or more times per year.

Canoeing appeals to youth and is the most popular paddlesport among youth ages six to 17.

Geographically, most canoers — more than 40 percent of all participants — are located in the East North Central and South Atlantic regions of the country, which includes states bordering the Great Lakes and Atlantic Ocean.
Annual Outings

In 2012, canoers made 74.1 million annual outings. For some participants, this meant getting out once a season and for others, once a month or more.

8 days
Canoers made an average of eight outings each in 2012.

Participation in Canoeing by Age
Years 2010, 2011 and 2012

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Demographics
Division of Canoeing Participants by Demographic

**Age Distribution:**
- **6–12:** 14%
- **13–17:** 24%
- **18–24:** 35%
- **25–44:** 13%
- **45+:** 14%

**Ethnicity Distribution:**
- Caucasian: 82%
- Asian/Pacific Islander: 5%
- Hispanic: 5%
- Other: 3%
- African American: 5%

**Gender Distribution:**
- Female: 43%
- Male: 57%

**Income Distribution:**
- Less than $25,000: 13%
- $25,000 to $49,999: 19%
- $50,000 to $74,999: 22%
- $75,000 to $99,999: 14%
- $100,000+: 32%

**Education Distribution:**
- Not Specified: 6%
- 1 to 3 Years High School or Less: 27%
- High School Graduate: 11%
- 1 to 3 Years College: 22%
- College Graduate: 27%
- Post-Graduate: 11%

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Participation Rate by Region looks at participation within a geographic area. It refers to the what percentage of each region’s population participates.

Percent of US Participants compares each region’s participation to one another. It illustrates which regions have the highest participation rates within the US.
Rafting participation is lower than participation in kayaking and canoeing. Like kayaking, rafting is largely made up of casual participants. Thirty-eight percent of rafters went on only one outing per year and 68 percent made three outings or less.

Participation in rafting fell from 2010 to 2011 but remained relatively steady from 2011 to 2012. Rafting is most popular among teenage boys.
Annual Outings

In 2012, rafting participants made 18.9 million annual outings. A large percentage of participants made only one to three outings in 2012.

5 days

Rafters made an average of five outings each in 2012.

Participation in Rafting by Age
Years 2010, 2011 and 2012

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Demographics
Division of Rafting Participants by Demographic

Age
- 45+ (28%)
- 25–44 (37%)
- 18–24 (13%)
- 13–17 (13%)
- 6–12 (8%)

Ethnicity
- Caucasian (79%)
- Other (5%)
- Hispanic (5%)
- Asian/Pacific Islander (6%)
- African American (6%)

Participation in Rafting by Gender
- Female (46%)
- Male (54%)

Ages 6+
- Ages 6–12 (49%)
- Ages 13–17 (34%)
- Ages 18–24 (21%)
- Ages 25–44 (17%)
- Ages 45+ (15%)

Income
- $100,000+ (35%)
- $75,000 to $99,999 (13%)
- $50,000 to $74,999 (21%)
- $25,000 to $49,999 (17%)
- Less than $25,000 (15%)

Education
- Not Specified (3%)
- Post-Graduate (14%)
- College Graduate (26%)
- 1 to 3 Years College (23%)
- High School Graduate (15%)
- 1 to 3 Years High School or Less (20%)

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Participation in Rafting by Census Region
All Americans, Ages 6+

Participation Rate by Region looks at participation within a geographic area. It refers to the what percentage of each region’s population participates.

Percent of US Participants compares each region’s participation to one another. It illustrates which regions have the highest participation rates within the US.
The emerging paddlesport of stand up paddling has made modest participation gains over the past three years. In 2012, 1.5 million stand up paddling participants made 9.6 million outings.

Stand up paddling appeals most to young adults ages 18 to 24 and adults ages 25 to 44, an age group which saw significant participation gains in 2012.

Like kayaking, stand up paddling participants tend to live in the Pacific and South Atlantic regions of the United States.

### Participation in Stand Up Paddling
All Participants Ages 6+

<table>
<thead>
<tr>
<th>Year</th>
<th>Participation Rate</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>0.4%</td>
<td>1.1 Million</td>
</tr>
<tr>
<td>2011</td>
<td>0.4%</td>
<td>1.2 Million</td>
</tr>
<tr>
<td>2012</td>
<td>0.5%</td>
<td>1.5 Million</td>
</tr>
</tbody>
</table>
Annual Outings

In 2012, stand up paddlers made 9.6 million annual outings. For some participants, this meant getting out once a season and for others, once a month or more.

6 days

Stand up paddlers made an average of six outings each in 2012.

Participation in Stand Up Paddling by Age

Years 2010, 2011 and 2012
Demographics
Division of Stand Up Paddling Participants by Demographic

Participation in Stand Up Paddling by Gender

Ages 6+
- Female 43%
- Male 57%

Ages 6–12
- 56%
- 44%

Ages 13–17
- 25%
- 75%

Ages 18–24
- 25%
- 75%

Ages 25–44
- 46%
- 54%

Ages 45+
- 45%
- 55%

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Participation Rate by Region looks at participation within a geographic area. It refers to the what percentage of each region’s population participates.

Percent of US Participants compares each region’s participation to one another. It illustrates which regions have the highest participation rates within the US.
Understanding the motivation of participation in paddling is important when looking to recruit new participants and to turn casual participants into enthusiasts. Key to this understanding is identifying what gets paddlers outdoors. A majority of kayakers, rafters and canoers participate for exercise while stand up paddlers participate as a way to spend time with friends and family.

### What Gets Paddlers Outdoors?

<table>
<thead>
<tr>
<th>Motivation</th>
<th>Kayakers (All)</th>
<th>Rafters</th>
<th>Canoers</th>
<th>Stand Up Paddlers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Get exercise</td>
<td>72.0%</td>
<td>60.7%</td>
<td>72.3%</td>
<td>48.3%</td>
</tr>
<tr>
<td>Keep physically fit</td>
<td>59.6%</td>
<td>51.6%</td>
<td>56.7%</td>
<td>42.6%</td>
</tr>
<tr>
<td>Experience excitement/adventure</td>
<td>59.1%</td>
<td>51.2%</td>
<td>62.6%</td>
<td>47.5%</td>
</tr>
<tr>
<td>Be with family/friends</td>
<td>58.8%</td>
<td>56.5%</td>
<td>67.9%</td>
<td>49.8%</td>
</tr>
<tr>
<td>Be close to nature</td>
<td>54.0%</td>
<td>47.2%</td>
<td>59.8%</td>
<td>38.3%</td>
</tr>
<tr>
<td>Get away from the usual demands of life</td>
<td>52.8%</td>
<td>50.3%</td>
<td>56.5%</td>
<td>46.1%</td>
</tr>
<tr>
<td>Enjoy the sounds/smells of nature</td>
<td>52.6%</td>
<td>48.4%</td>
<td>57.2%</td>
<td>46.5%</td>
</tr>
<tr>
<td>Observe scenic beauty</td>
<td>52.3%</td>
<td>47.2%</td>
<td>53.1%</td>
<td>45.1%</td>
</tr>
<tr>
<td>Develop my skills/abilities</td>
<td>46.9%</td>
<td>40.8%</td>
<td>51.1%</td>
<td>40.4%</td>
</tr>
<tr>
<td>Be with people who enjoy the same things I do</td>
<td>39.9%</td>
<td>36.1%</td>
<td>46.5%</td>
<td>36.5%</td>
</tr>
<tr>
<td>Gain a sense of accomplishment</td>
<td>37.9%</td>
<td>32.7%</td>
<td>37.6%</td>
<td>35.7%</td>
</tr>
<tr>
<td>Gain a sense of self-confidence</td>
<td>33.2%</td>
<td>26.6%</td>
<td>33.5%</td>
<td>26.0%</td>
</tr>
<tr>
<td>Experience solitude</td>
<td>29.2%</td>
<td>25.9%</td>
<td>30.2%</td>
<td>24.9%</td>
</tr>
<tr>
<td>Be with people who share my values</td>
<td>26.5%</td>
<td>23.0%</td>
<td>30.6%</td>
<td>21.0%</td>
</tr>
<tr>
<td>Because it is cool</td>
<td>24.2%</td>
<td>25.3%</td>
<td>23.6%</td>
<td>20.7%</td>
</tr>
<tr>
<td>Talk to new/varied people</td>
<td>16.1%</td>
<td>18.9%</td>
<td>20.7%</td>
<td>17.2%</td>
</tr>
<tr>
<td>Some other reason(s)</td>
<td>8.7%</td>
<td>7.3%</td>
<td>8.2%</td>
<td>6.9%</td>
</tr>
</tbody>
</table>
During January and early February of 2013, a total of 42,363 online interviews were carried out with a nationwide sample of individuals and households from the US Online Panel operated by Synovate/IPSOS. A total of 15,770 individual and 26,593 household surveys were completed. The total panel has over one million members and is maintained to be representative of the US population. Oversampling of ethnic groups took place to boost response from typically under responding groups.

A weighting technique was used to balance the data to reflect the total US population aged six and above. The following variables were used: gender, age, income, household size, region, population density and panel join date. The total population figure used was 287,138,000 people aged 6 and above. The 2013 participation survey sample size of 42,363 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 US. A sport with a participation rate of five percent has a confidence interval of plus or minus 0.21 percentage points at the 95 percent confidence level. This translates to plus or minus four percent of participants.

Unless otherwise noted, the data in this report was collected during the latest 2013 participation survey, which focused on American participation in the 2012 calendar year. 2010 and 2011 data was collected in previous surveys.

Charts in this report may not always add up to 100 percent exactly. This is a result of rounding errors and the errors do not persist in the unrounded data.

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 6 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.

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