

07/18/2005

Regional Comparisons

Wisconsin Outdoor Recreation Participants Percentage by Activity age 16+

Activity	Wisconsin %	Region 1	Region 2*	Region 3*	Region 4	Region 5	Region 6	Region 7*	Region 8*
Walk for pleasure	85.8	86.6	81.4	81.4	85.7	88.6	86	85.8	85.8
Family gathering	78.9	74.1	84.2	84.2	75.8	79.9	79	81.2	81.2
Driving for pleasure	60.3	68.5	58.3	58.3	58.2	62.1	59.2	62.1	62.1
Picnicking	56.6	60.9	54.3	54.3	54.9	62.5	51.9	56.9	56.9
Bicycling	49.3	42.6	46.9	46.9	47.2	53.5	40.4	55.6	55.6
Boating (any type)	47.6	56.2	48	48	44.7	48.5	47	49.8	49.8
Visit a beach	47.3	48.8	44.9	44.9	51.4	43.4	42.1	47	47
Swimming in lakes, streams, etc.	45.8	52.9	44.5	44.5	47.7	42.7	41.9	46	46
Snow/ice activities (any type)	44.4	48.7	50.1	50.1	42.1	40.8	45.5	46.7	46.7
Freshwater fishing	40.7	49.4	45	45	35.9	35.1	40.3	48.6	48.6
Swimming in an outdoor pool	38.3	24.9	32.9	32.9	43.1	38.6	34	38	38
Visit a wilderness or primitive area	38.3	62.2	34.7	34.7	33.1	39.9	34.3	43.4	43.4
Visit outdoor theme/water park	37.6	28.1	30.4	30.4	36.9	37.9	39.2	42.9	42.9
Warmwater fishing	37	42.4	42.1	42.1	31.4	33.3	36.8	45	45
Motorboating	36.4	44.1	39.5	39.5	33.3	32	37.3	41.3	41.3
Day hiking	35	42.7	34.5	34.5	33.5	38	34.5	33.8	33.8
Developed camping	32.3	30.5	29.7	29.7	29.9	31.4	37.7	36.3	36.3
Visit a farm or agricultural setting	31.8	27	21.2	21.2	28.9	32.9	40.4	38.7	38.7
Mountain biking	31.3	27.8	33.3	33.3	31	30.9	24.6	34.4	34.4
Running or jogging	29.4	28.9	23	23	32.6	32.1	21.1	28.6	28.6
Visit other waterside (besides beach)	26.4	26.4	23.5	23.5	25.8	26.4	23.9	30.1	30.1
Golf	25.9	23.4	29.3	29.3	28.2	22.6	31	21.9	21.9
Drive off-road	25.8	34.5	30.5	30.5	20	17.1	32.5	34.7	34.7
Offroad driving with an ATV	23.4	33.9	29.5	29.5	14.1	15.2	34.6	34.1	34.1
Hunting (any type)	21.7	37.3	26.7	26.7	14.9	16	30.5	27.2	27.2
Canoeing	20.5	29	21	21	18.3	24.6	18.5	19.8	19.8
Target shooting	20.2	20.3	31.4	31.4	15.1	17	29.8	21.5	21.5
Big game hunting	19.2	32.7	23.9	23.9	12.8	12.8	30.2	24.4	24.4
Snowmobiling	18.3	26.5	25.1	25.1	13.9	10.1	21.9	25.1	25.1
Offroad 4-wheel driving	17.7	22.7	25.3	25.3	14.8	11.6	22.2	20.3	20.3
Ice skating outdoors	16.6	14.2	20.7	20.7	15.6	19.9	14.5	15.2	15.2
Nature-based educational program	16.3	9.8	14.1	14.1	18.4	22.6	8.3	14.1	14.1
Primitive camping	16	18.9	17.4	17.4	12.1	18.3	15.6	19.2	19.2
Small Game hunting	14.5	23.1	20.2	20.2	10.3	11.1	18.6	17.4	17.4
Rafting	14.4	11.8	13.4	13.4	13.5	13.2	15.7	17.2	17.2

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Regional Comparisons

Wisconsin Outdoor Recreation Participants Percentage by Activity age 16+

Activity	Wisconsin %	Region 1	Region 2*	Region 3*	Region 4	Region 5	Region 6	Region 7*	Region 8*
Coldwater fishing	13.9	17.1	16.9	16.9	12.1	11	15.6	16.2	16.2
Visit a dog park to walk a pet	12.4	2.8	5.2	5.2	14.3	14.5	11.5	13.2	13.2
Tennis outdoors	12.3	3.7	8.1	8.1	13.6	16.4	10.5	11.9	11.9
Waterskiing	12.2	8.7	11.8	11.8	12	7.1	16.4	15.7	15.7
Cross country skiing	11.4	17.3	19.4	19.4	10.1	7.3	6.9	13.3	13.3
Fishing in the Great Lakes	11	13.2	15	15	14.1	5.8	6.5	9.2	9.2
Hunt upland birds	10.5	14.7	15.5	15.5	9.2	5	19.2	10	10
Rowing	10.1	12.2	14.6	14.6	10.8	6.2	3.9	11.7	11.7
Horseback riding (any type)	9.8	9.2	7.4	7.4	9.2	10.2	10.4	11.6	11.6
Downhill skiing	9.7	14.1	9	9	8.6	8.8	13.3	10	10
Use personal watercraft	9.7	5.7	11.5	11.5	10.5	6.4	12.2	9.9	9.9
Frisbee golf	8.8	5.9	7	7	9.3	6.7	5.3	12.3	12.3
Horseback riding on trails	8.1	4.1	5.8	5.8	7.5	9.3	7.1	10.7	10.7
Snowshoeing	8	15.5	18	18	5.6	3.5	5.8	9.8	9.8
Snorkeling	7.7	8.9	9	9	8.8	6.4	4	7.8	7.8
Backpacking	6.9	9.6	7.4	7.4	6.3	6.9	7.6	6.5	6.5
Paintball games	6.6	5.9	7.7	7.7	6.5	4.8	8.9	6.5	6.5
Kayaking	6.3	5.3	5.3	5.3	7.2	7.2	1.8	6.9	6.9
Offroad motorcycling	5.9	5.2	4.3	4.3	6.2	2.8	7.2	7.9	7.9
Migratory bird hunting	5	7.7	4.4	4.4	4.7	3	7.5	5.6	5.6
Sailing	4.9	3.9	7	7	6.1	5	2.9	3.1	3.1
Snowboarding	4.7	1.5	6.2	6.2	5.5	3.3	5.8	3.9	3.9
Ice hockey outdoors	4	2.9	5.3	5.3	3.8	4	3.5	4.1	4.1
Skateboarding	2.6	0	4.4	4.4	4	1.5	1	1.6	1.6
Geocaching	2	1.4	3	3	2.1	1.3	0.9	2.3	2.3
Scuba diving	1.3	1.1	2.1	2.1	1.1	1.2	0.9	1.4	1.4
Dog sledding	1.1	3	1.9	1.9	0.5	2.1	0	0.8	0.8
Windsurfing	0.7	1.1	1.9	1.9	1	0	0	0.2	0.2
Surfing	0.3	0	0	0	0.7	0	0	0.2	0.2

*Because of the small sample size in Regions 2 and 3 these results were combined, thus the same numbers are used for both regions, this was also done for Regions 7 and 8.

Source: NSRE 2000-2004. Versions 1-18 (except 12 & 17), N=2,935. Interview dates: 7/99 to 11/04.

07/18/2005

Sorted by Activity

Wisconsin Outdoor Recreation Participants Percentage by Activity age 16+

Activity	Wisconsin %
Attend outdoor concerts, plays, etc.	38.5
Attend outdoor sports events	56.9
Baseball	7
Basketball outdoors	11.6
Bicycling - any type	49.3
<i>Bicycling – Off-road*</i>	20.4
<i>Bicycling – Paved road*</i>	34.1
<i>Bicycling – Single track*</i>	18
Biking - Mountain	31.3
Boat tours or excursions	11.5
Boating - Motor	36.4
Boating - personal watercraft	9.7
Boating - Rowing	10.1
Boating (any type)	47.6
Boating Sailing	4.9
Camping - Backpacking	6.9
Camping - Developed	32.3
Camping - Primitive	16
Canoeing	20.5
Caving	1.6
Climbing - any type	5.9
<i>Climbing – Artificial wall*</i>	1.8
<i>Climbing – Ice*</i>	1.2
<i>Climbing – Natural rock*</i>	2.4
Dog sledding	1.1
Drive off-road	25.8
Driving for pleasure	60.3
Family gathering	78.9
Fishing - Freshwater	40.7
Fishing - Coldwater	13.9
<i>Fishing - Fly*</i>	4.8
Fishing - Warmwater	37
Fishing in the Great Lakes	11
Football	7
Frisbee golf	8.8
Gardening or landscaping for pleasure	65.3
Geocaching	2
Golf	25.9
Handball or racquetball outdoors	5
Hiking	35
Horseback riding (any type)	9.8
Horseback riding on trails	8.1
Hunting - Big game	19.2
Hunting - Small Game	14.5
Hunting - Upland birds	10.5
Hunting (any type)	21.7
Hunting Migratory bird	5
Ice fishing	11.4
Ice hockey outdoors	4
Ice skating outdoors	16.6
Inline skating	20
Kayaking - any type	6.3
<i>Kayaking – Recreation/Sit-on-top*</i>	2.4
<i>Kayaking – Touring/Sea*</i>	0.2

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Sorted by Activity

Wisconsin Outdoor Recreation Participants Percentage by Activity age 16+

Activity	Wisconsin %
<i>Kayaking – Whitewater*</i>	1.8
Mountain climbing	3.4
Nature-based educational program	16.3
Offroad 4-wheel driving	17.7
Offroad driving with an ATV	23.4
Offroad motorcycling	5.9
Orienteering	2.7
Paintball games	6.6
Picnicking	56.6
Rafting	14.4
<i>Running - trail*</i>	18.6
Running or jogging	29.4
Scuba diving	1.3
Sightseeing	55.3
Skateboarding	2.6
Skiing - Cross country	11.4
Skiing - Downhill	9.7
<i>Skiing – Telemark*</i>	2.4
Sledding	29.3
Snorkeling	7.7
Snow/ice activities (any type)	44.4
Snowboarding	4.7
Snowmobiling	18.3
Snowshoeing	8
Soccer outdoors	9.8
Surfing	0.3
Swimming in an outdoor pool	38.3
Swimming in lakes, streams, etc.	45.8
Target shooting	20.2
Tennis outdoors	12.3
View/photograph birds	40.9
View/photograph fish	28.1
View/photograph natural scenery	67.5
View/photograph other wildlife	57
Visit a beach	47.3
Visit a dog park to walk a pet	12.4
Visit a farm or agricultural setting	31.8
Visit a wilderness or primitive area	38.3
Visit historic sites	45.2
Visit nature centers, etc.	65.3
Visit other waterside (besides beach)	26.4
Visit outdoor theme/water park	37.6
Visit prehistoric/archeological sites	19.4
Volleyball outdoors	14.8
Walk for pleasure	85.8
Waterskiing	12.2
Windsurfing	0.7
Yard games, e.g., horseshoes	44.8

* Source Outdoor Industry Foundation / remainder from

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Activity	Wisconsin %
Walk for pleasure	85.8
Family gathering	78.9
View/photograph natural scenery	67.5
Gardening or landscaping for pleasure	65.3
Visit nature centers, etc.	65.3
Driving for pleasure	60.3
View/photograph other wildlife	57
Attend outdoor sports events	56.9
Picnicking	56.6
Sightseeing	55.3
Bicycling - any type	49.3
Boating (any type)	47.6
Visit a beach	47.3
Swimming in lakes, streams, etc.	45.8
Visit historic sites	45.2
Yard games, e.g., horseshoes	44.8
Snow/ice activities (any type)	44.4
View/photograph birds	40.9
Fishing - Freshwater	40.7
Attend outdoor concerts, plays, etc.	38.5
Swimming in an outdoor pool	38.3
Visit a wilderness or primitive area	38.3
Visit outdoor theme/water park	37.6
Fishing - Warmwater	37
Boating - Motor	36.4
Hiking	35
<i>Bicycling – Paved road*</i>	34.1
Camping - Developed	32.3
Visit a farm or agricultural setting	31.8
Biking - Mountain	31.3
Running or jogging	29.4
Sledding	29.3
View/photograph fish	28.1
Visit other waterside (besides beach)	26.4
Golf	25.9
Drive off-road	25.8
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Snowmobiling	18.3
<i>Bicycling – Single track*</i>	18
Offroad 4-wheel driving	17.7
Ice skating outdoors	16.6
Nature-based educational program	16.3
Camping - Primitive	16
Volleyball outdoors	14.8
Hunting - Small Game	14.5
Rafting	14.4

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Tennis outdoors	12.3
Waterskiing	12.2
Basketball outdoors	11.6
Boat tours or excursions	11.5
Ice fishing	11.4
Skiing - Cross country	11.4
Fishing in the Great Lakes	11
Hunting - Upland birds	10.5
Boating - Rowing	10.1
Horseback riding (any type)	9.8
Soccer outdoors	9.8
Skiing - Downhill	9.7
Boating - personal watercraft	9.7
Frisbee golf	8.8
Horseback riding on trails	8.1
Snowshoeing	8
Snorkeling	7.7
Baseball	7
Football	7
Camping - Backpacking	6.9
Paintball games	6.6
Kayaking - any type	6.3
Climbing - any type	5.9
Offroad motorcycling	5.9
Handball or racquetball outdoors	5
Hunting Migratory bird	5
Boating Sailing	4.9
<i>Fishing - Fly*</i>	4.8
Snowboarding	4.7
Ice hockey outdoors	4
Mountain climbing	3.4
Orienteering	2.7
Skateboarding	2.6
<i>Climbing – Natural rock*</i>	2.4
<i>Kayaking – Recreation/Sit-on-top*</i>	2.4
<i>Skiing – Telemark*</i>	2.4
Geocaching	2
<i>Climbing – Artificial wall*</i>	1.8
<i>Kayaking – Whitewater*</i>	1.8
Caving	1.6
Scuba diving	1.3
<i>Climbing – Ice*</i>	1.2
Dog sledding	1.1
Windsurfing	0.7
Surfing	0.3
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