

2015 SPECIAL REPORT ON PADDLESPO RTS

KAYAKING | CANOEING | RAFTING | STAND UP PADDLING



A Partnership
Project of:



PADDLESPO RTS

The fifth annual *Special Report on Paddlesports* shows that paddlesports are on the rise, again setting a record for the number of participants. In 2014, 21.7 million Americans — 7.4 percent of the population — enjoyed paddling.

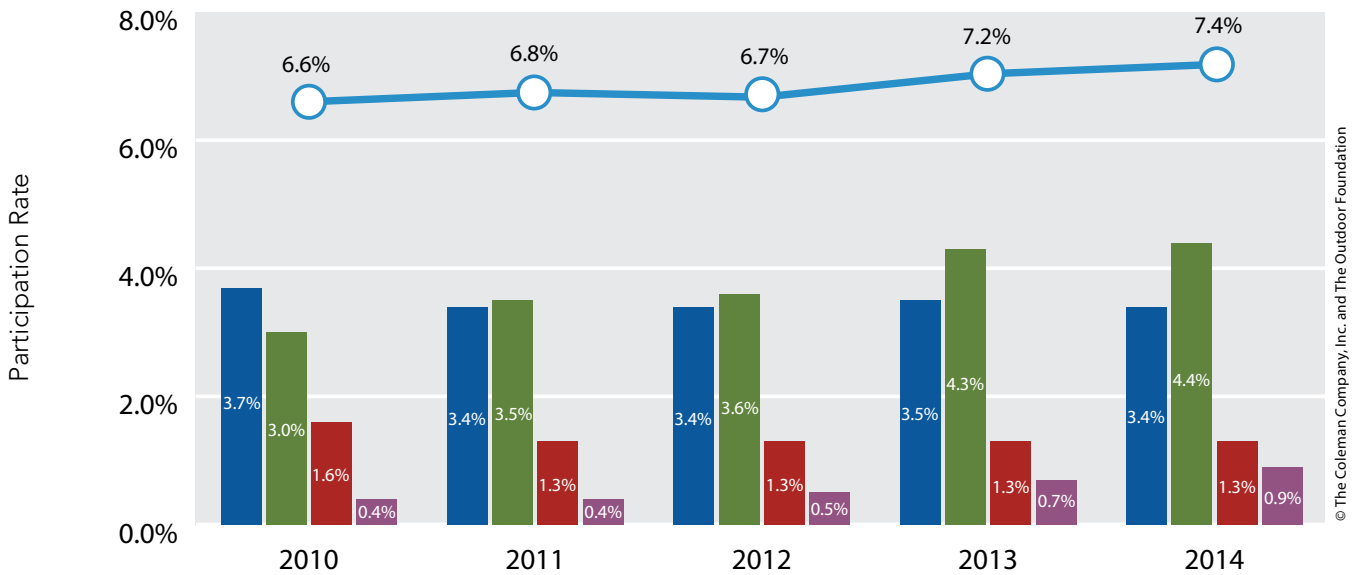
This represents an increase of more than 3 million participants since the study began in 2010.

Paddlers averaged 7 annual outings in 2014, up from 6.8 the year before. Collectively, paddling

participants made nearly 216 million outings.

Though paddling participation is rising, there is significant growth potential among minorities, which are underrepresented in the sport.

Participation in Paddlesports
All Participants, Ages 6+



2014 Participants

■ Paddling (Any Type)	21.7 Million	■ Rafting	3.8 Million
■ Canoeing	10.0 Million	■ Stand Up Paddling	2.8 Million
■ Kayaking (Any Type)	13.0 Million		

Annual Outings

In 2014, paddling participants made 215.8 million annual outings — in kayaks, rafts, canoes and stand up paddle boards. Paddlers made an average of 7 outings each, with kayakers making the most outings and stand up paddlers making the least.

an average of 7 outings per participant

215.8 million annual outings



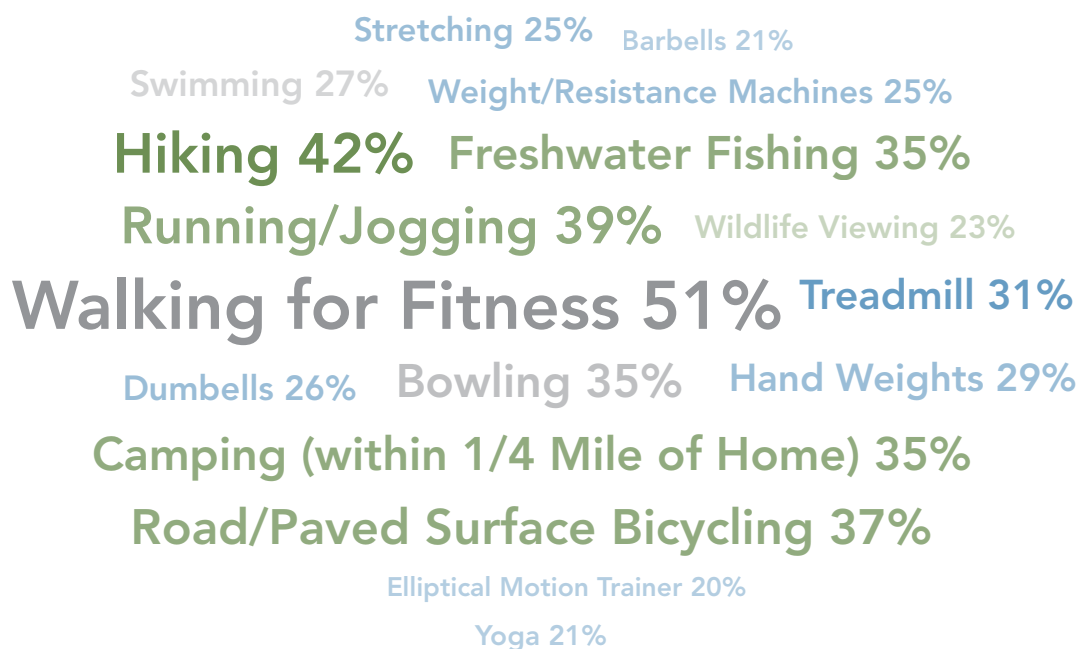
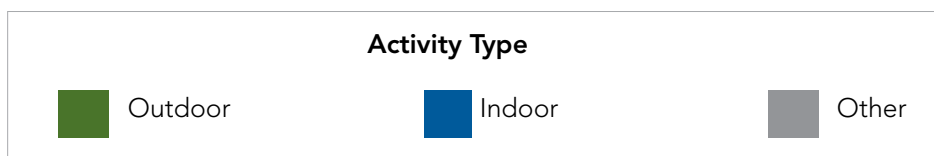
Crossover Participation

Beyond paddling, kayakers, rafters, canoers and stand up paddlers enjoy many of the same “crossover” activities. As seen in past years, fitness walking is the

most popular activity, with more than half of paddlers also walking.

The outdoor activities of hiking, running and bicycling follow.

Paddlers also tend to like bowling and participate in indoor activities, such as using the treadmill and lifting weights.



Activities with less than 20 percent participation are not included.

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KAYAKING

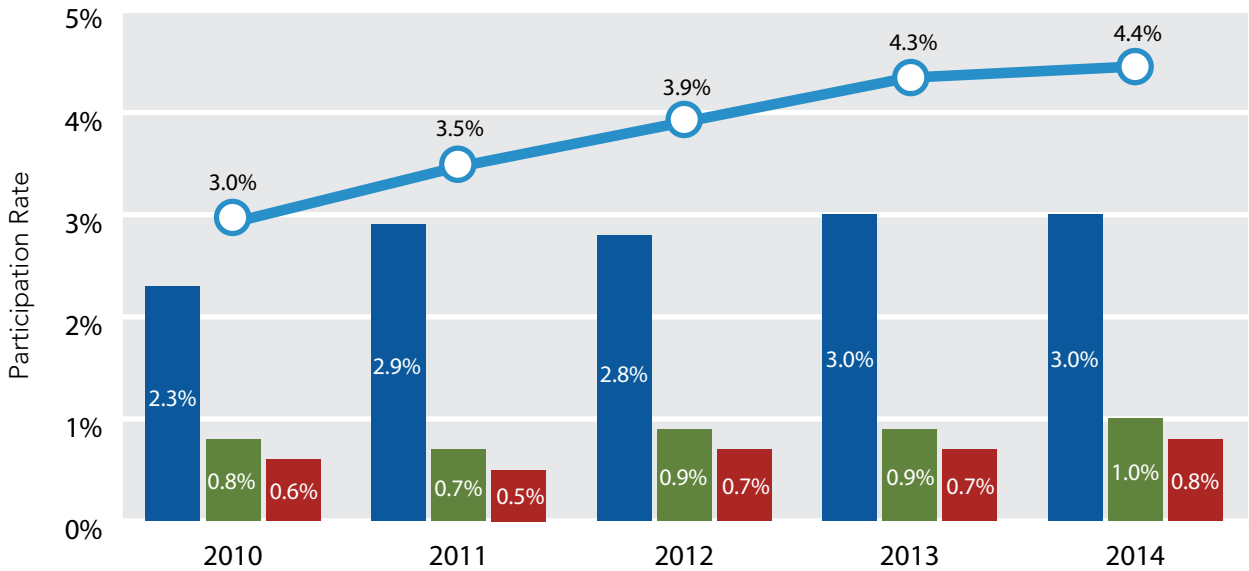
Kayaking is the most popular form of paddling, increasing from 3 percent of Americans participating in 2010 to 4.4 percent in 2014. While the less popular forms of sea/tour kayaking and whitewater kayaking made marginal gains in

participation in 2014, recreational kayaking remained stagnant. Still, recreational kayaking is, by far, the most popular type of kayaking.

Kayakers are the most avid paddlers, averaging 8.1 outings.

Overall, kayaking is most popular among young adults, ages 18 to 24. Interestingly, a majority of participants in this age group — 62 percent — are female.

Participation in Kayaking
All Participants Ages 6+



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2014 Participants

- Kayaking (Any Type) 13.0 Million
- Recreational Kayaking 8.9 Million
- Sea/Tour Kayaking 2.9 Million
- Whitewater Kayaking 2.4 Million

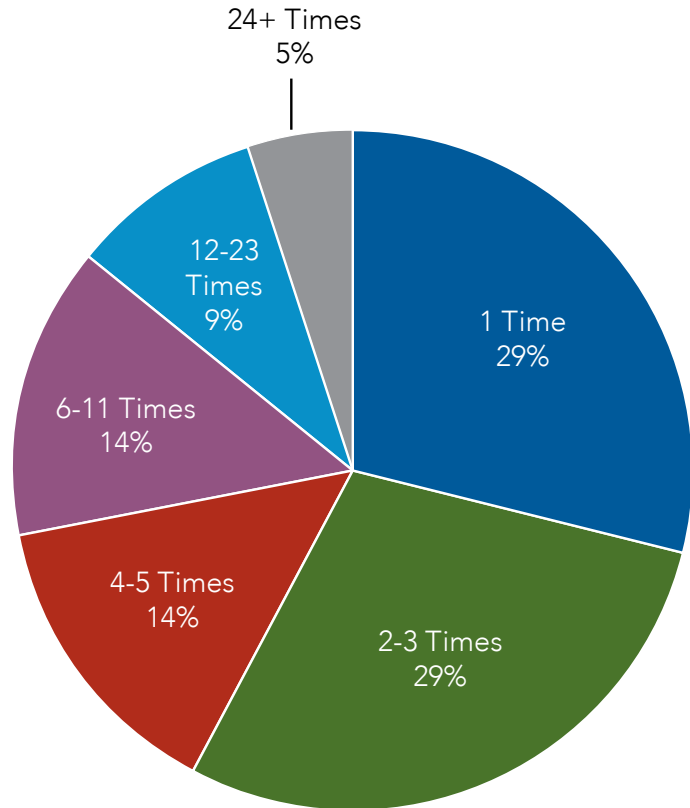


Annual Outings

In 2014, kayakers made a total of 105.2 million annual outings.

8.1 days

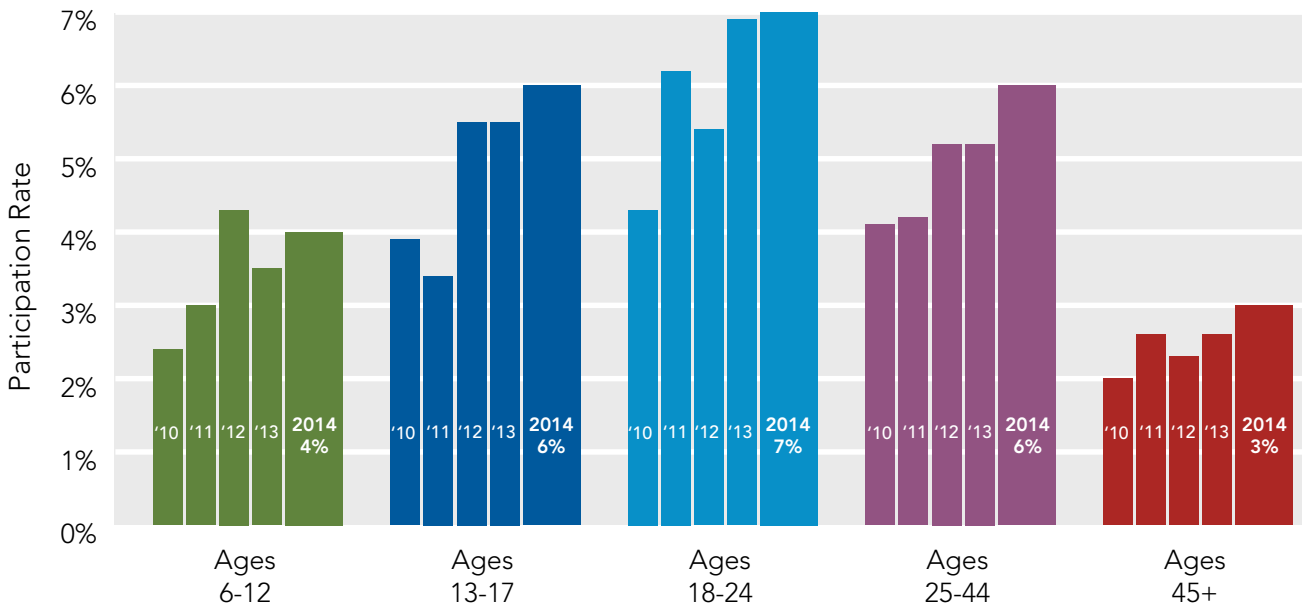
Kayakers made an average of 8.1 outings each in 2014.



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Participation in Kayaking by Age

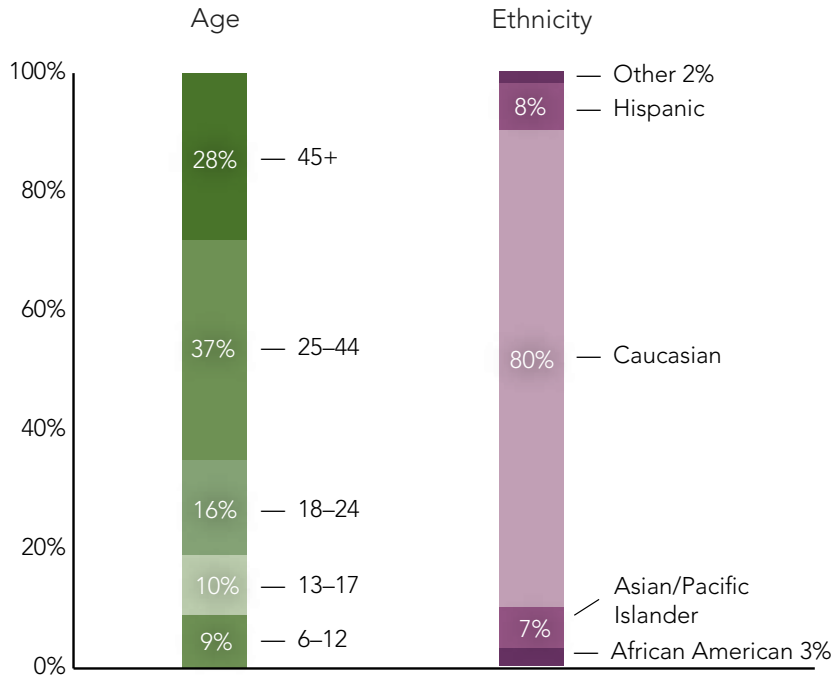
Whitewater, Sea/Touring and Recreational Kayaking



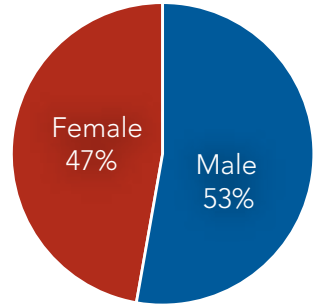
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Demographics

Division of Kayaking Participants by Demographic

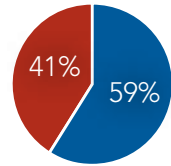


Participation in Kayaking by Gender

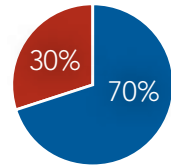


Ages 6+

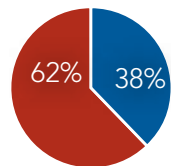
Ages 6-12



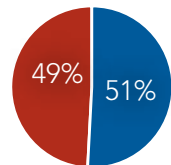
Ages 13-17



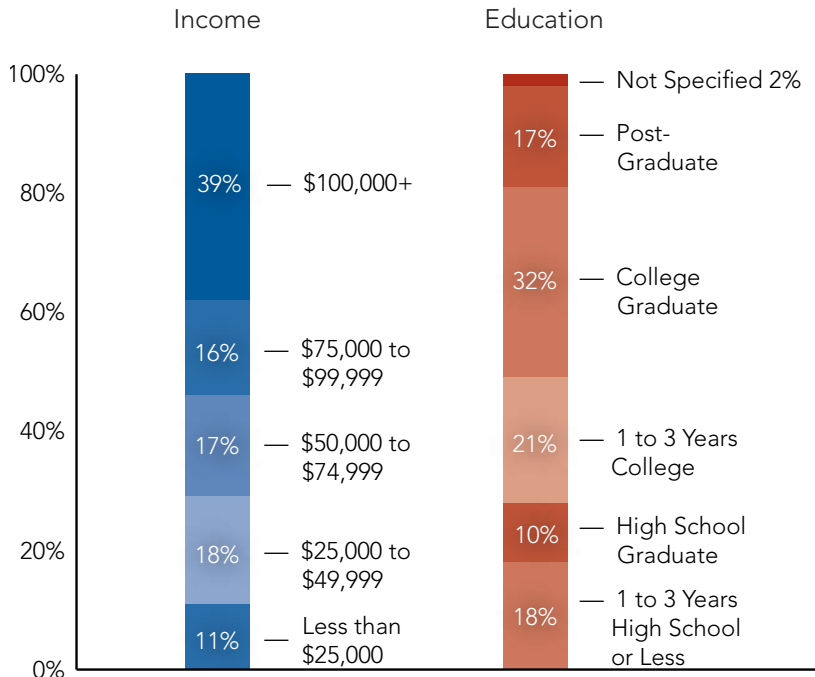
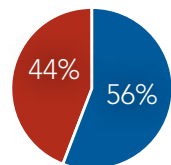
Ages 18-24



Ages 25-44



Ages 45+

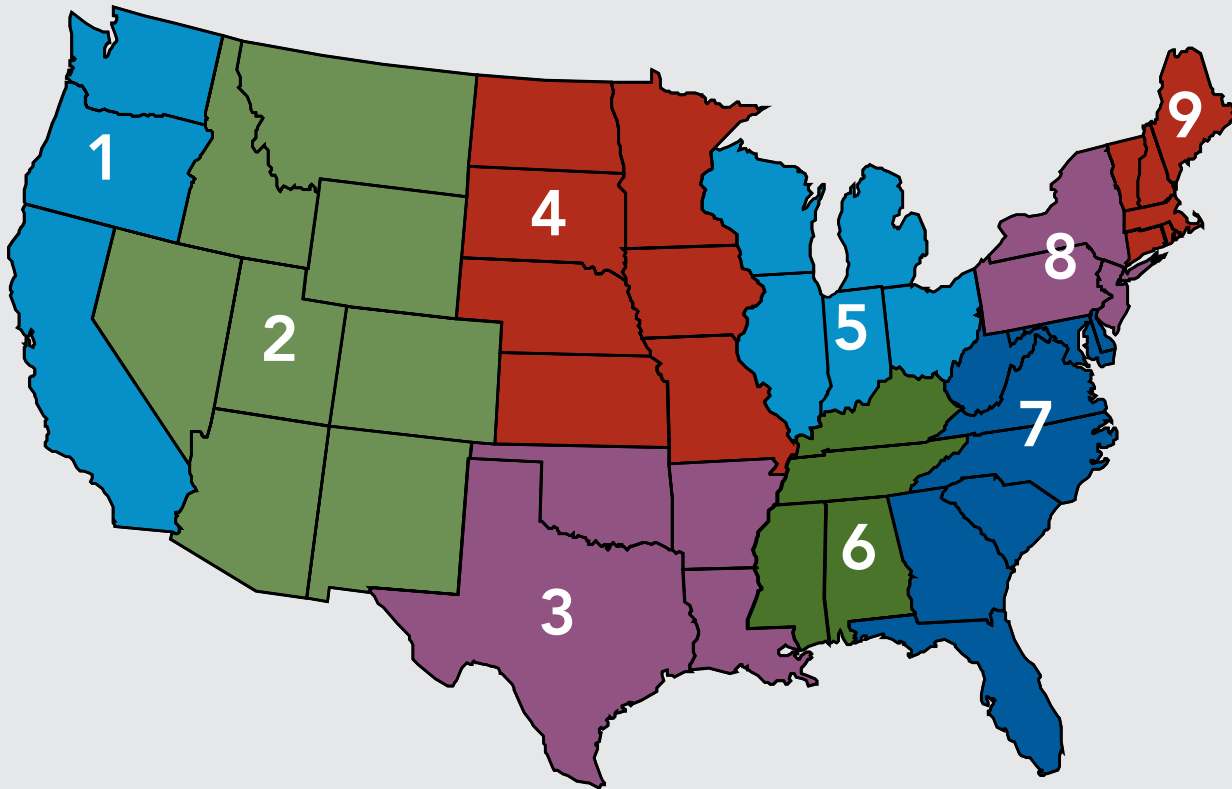


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Participation in Kayaking by Census Region

All Americans, Ages 6+



1 Pacific

Participation Rate: 5%
Percent of US Participants: 18%

2 Mountain

Participation Rate: 4%
Percent of US Participants: 6%

3 West South Central

Participation Rate: 3%
Percent of US Participants: 8%

4 West North Central

Participation Rate: 2%
Percent of US Participants: 4%

5 East North Central

Participation Rate: 4%
Percent of US Participants: 15%

6 East South Central

Participation Rate: 2%
Percent of US Participants: 3%

7 South Atlantic

Participation Rate: 5%
Percent of US Participants: 21%

8 Middle Atlantic

Participation Rate: 6%
Percent of US Participants: 18%

9 New England

Participation Rate: 7%
Percent of US Participants: 8%

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

Although canoeing participation slightly decreased in 2014, the sport remains the second most popular paddlesport. Marginal decreases in participation were seen in all age groups, except for young adults, ages 18 to 24.

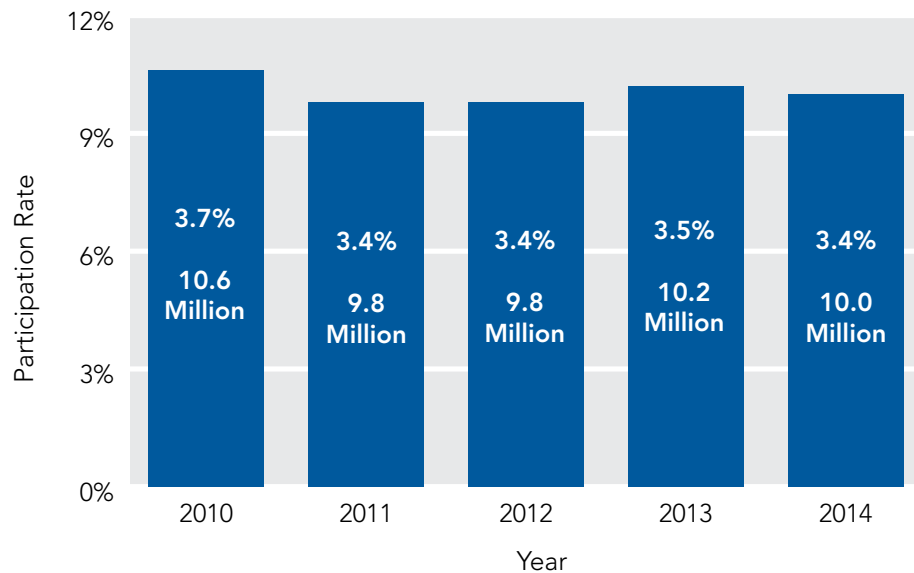
Consistent with previous years, canoeing participants are the

least ethnically diverse. Eighty-two percent are Caucasian, and only 18 percent come from other ethnic groups.

Canoeing participants tend to live in the East North Central region, which includes the five states bordering the Great Lakes.

Participation in Canoeing

All Participants, Ages 6+

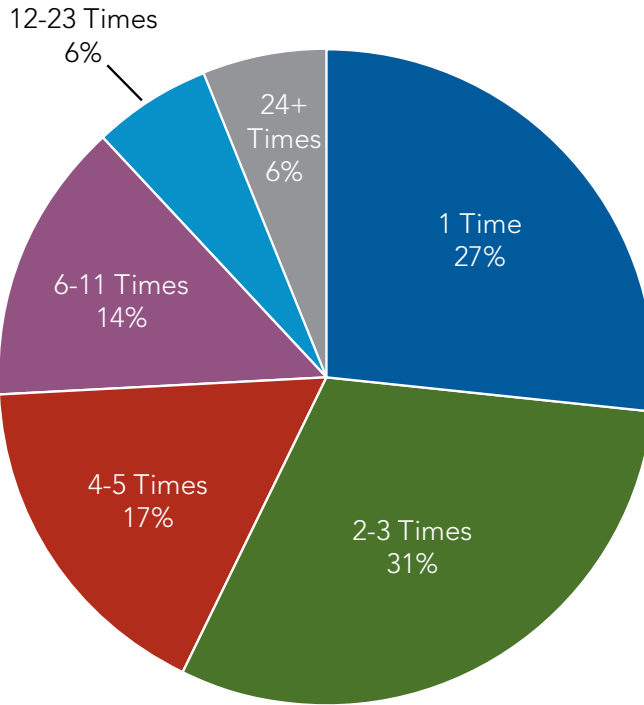


Annual Outings

In 2014, canoers made a total of 70.5 million annual outings.

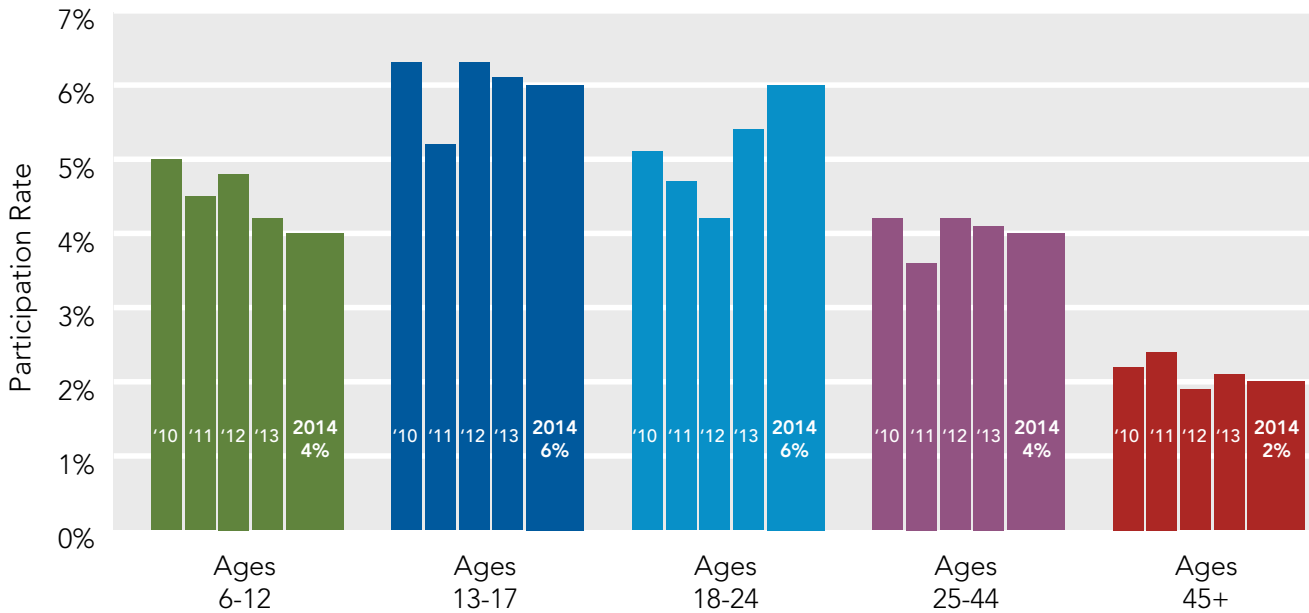
7.0 days

Canoers made an average of 7 outings each in 2014.



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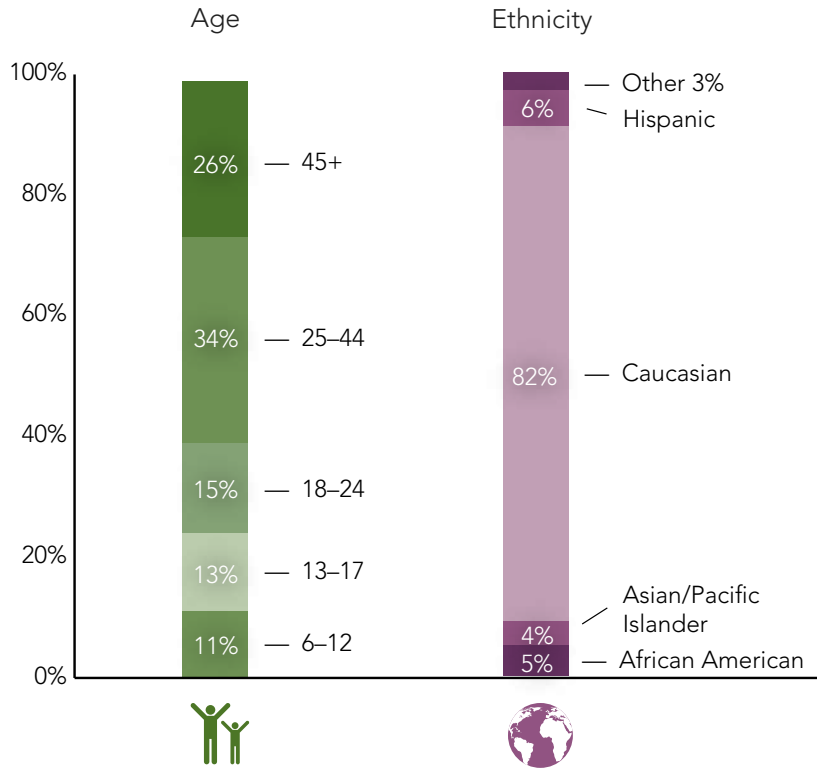
Participation in Canoeing by Age Years 2010-2014



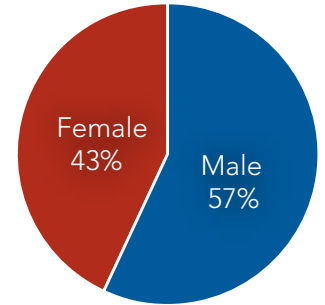
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Demographics

Division of Canoeing Participants by Demographic

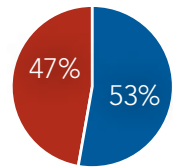


Participation in Canoeing by Gender

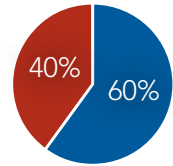


Ages 6+

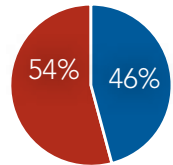
Ages 6-12



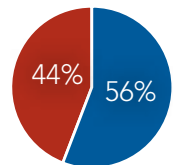
Ages 13-17



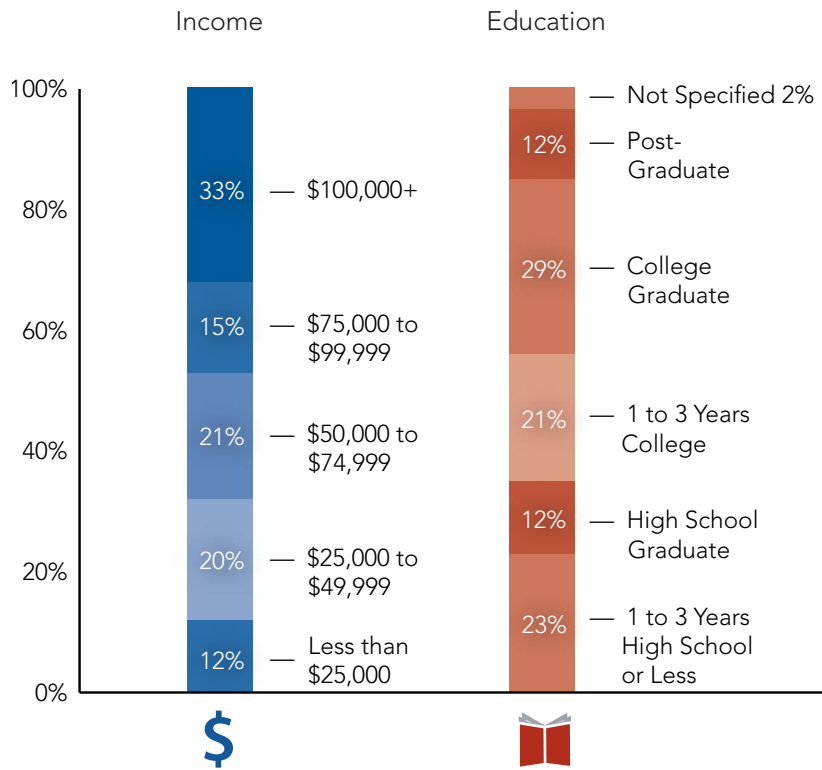
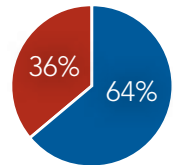
Ages 18-24



Ages 25-44



Ages 45+

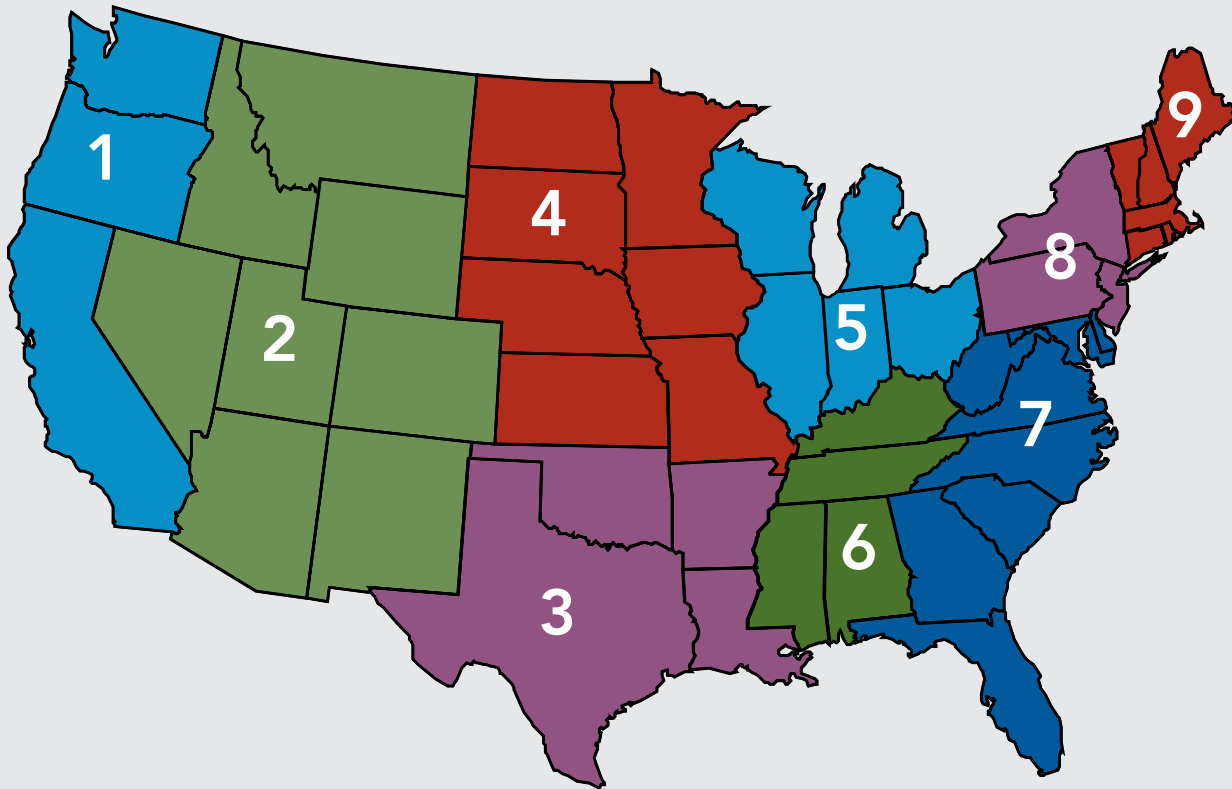


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Participation in Canoeing by Census Region

All Americans, Ages 6+



1 Pacific

Participation Rate: 2%
Percent of US Participants: 9%

2 Mountain

Participation Rate: 3%
Percent of US Participants: 6%

3 West South Central

Participation Rate: 3%
Percent of US Participants: 9%

4 West North Central

Participation Rate: 5%
Percent of US Participants: 10%

5 East North Central

Participation Rate: 5%
Percent of US Participants: 24%

6 East South Central

Participation Rate: 3%
Percent of US Participants: 4%

7 South Atlantic

Participation Rate: 3%
Percent of US Participants: 18%

8 Middle Atlantic

Participation Rate: 4%
Percent of US Participants: 14%

9 New England

Participation Rate: 5%
Percent of US Participants: 7%

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

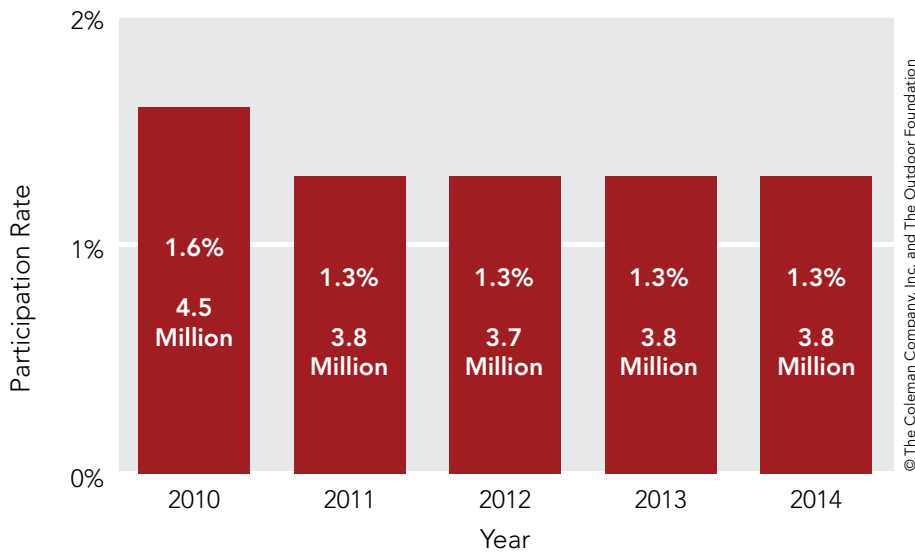
Participation in rafting, the third most popular type of paddlesport, has remained stagnant at 1.3 percent for the past four years. The sport is most popular among teens, ages 13 to 17. This group is 67 percent male.

In fact, rafting is the only paddlesport that is more popular among males than females in every age group.

The highest concentration of rafting participants is found in the South Atlantic region.

Participation in Rafting

All Participants, Ages 6+

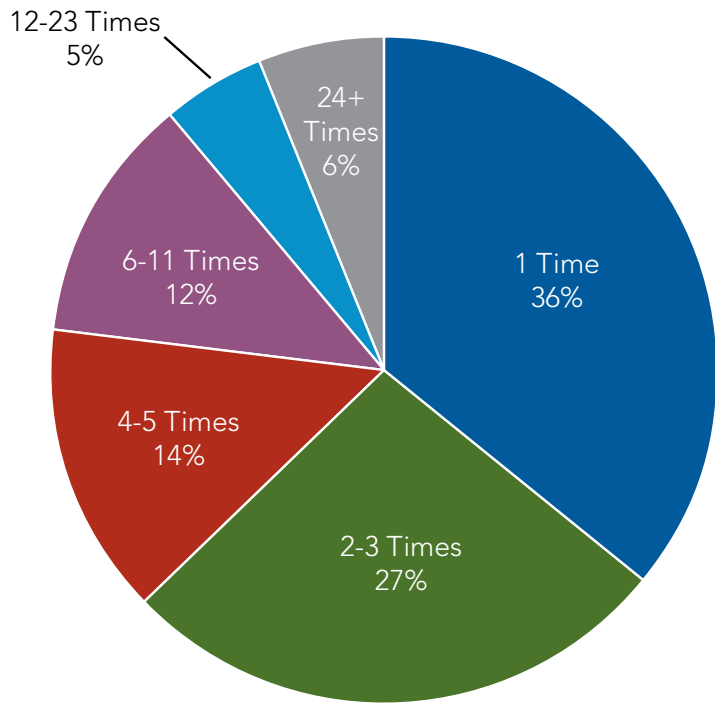


Annual Outings

In 2014, rafting participants made a total of 20.5 million annual outings.

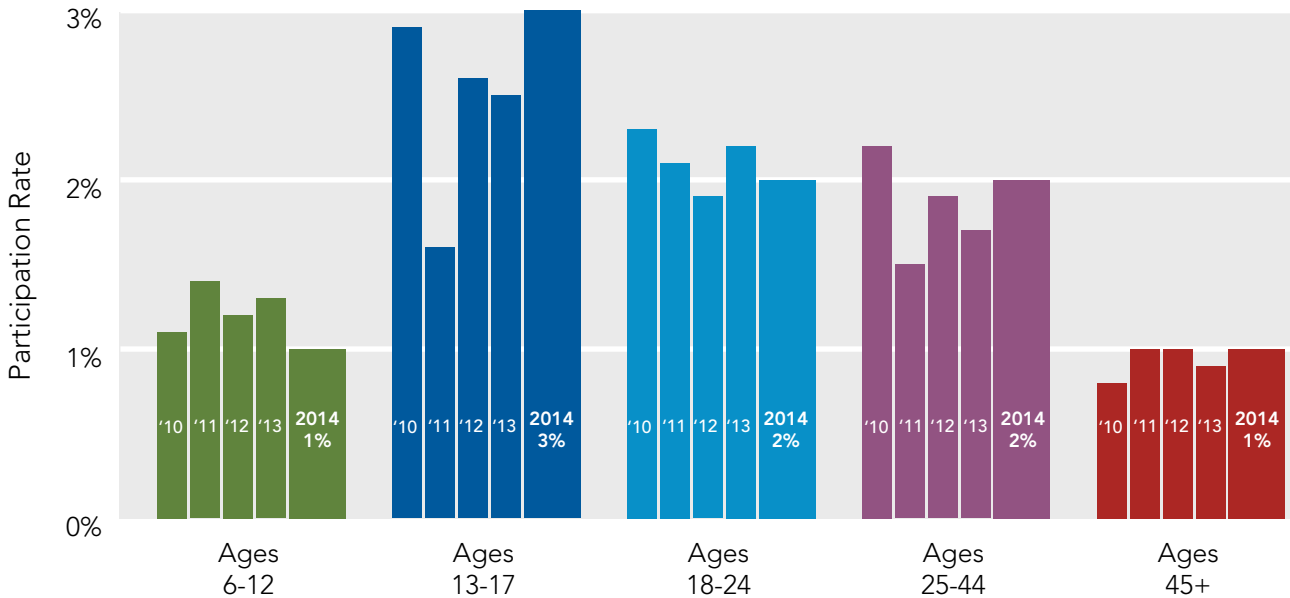
5.4 days

Rafters made an average of 5.4 outings each in 2014.



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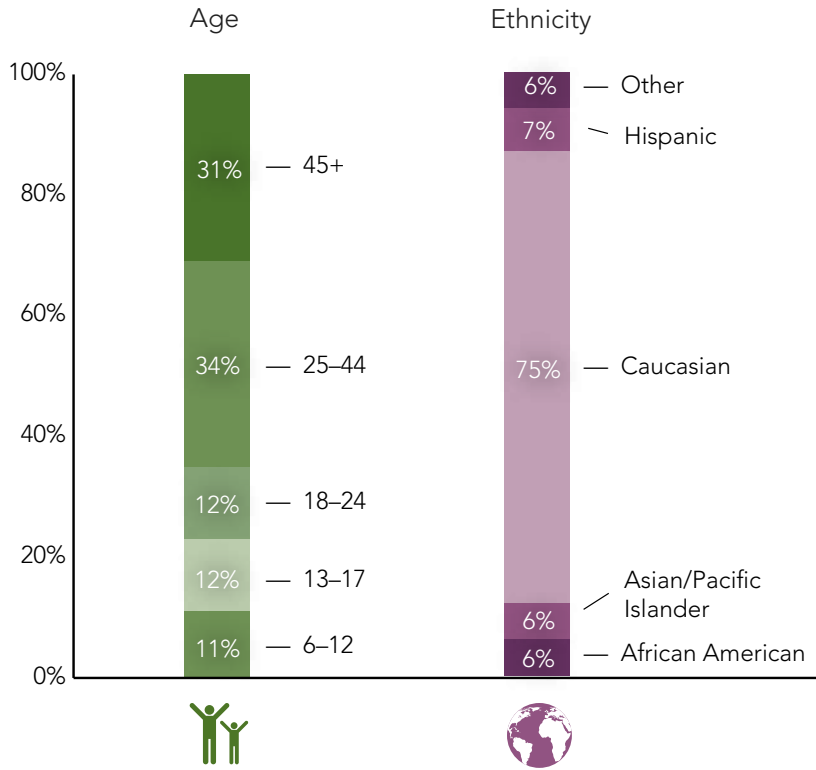
Participation in Rafting by Age Years 2010-2014



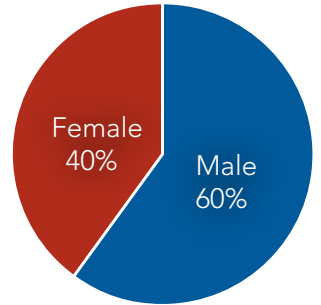
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Demographics

Division of Rafting Participants by Demographic

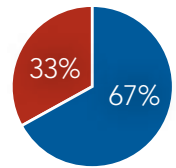


Participation in Rafting by Gender

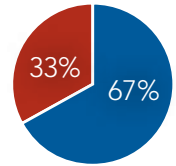


Ages 6+

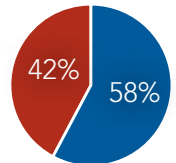
Ages 6-12



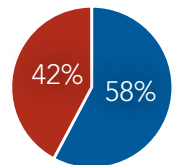
Ages 13-17



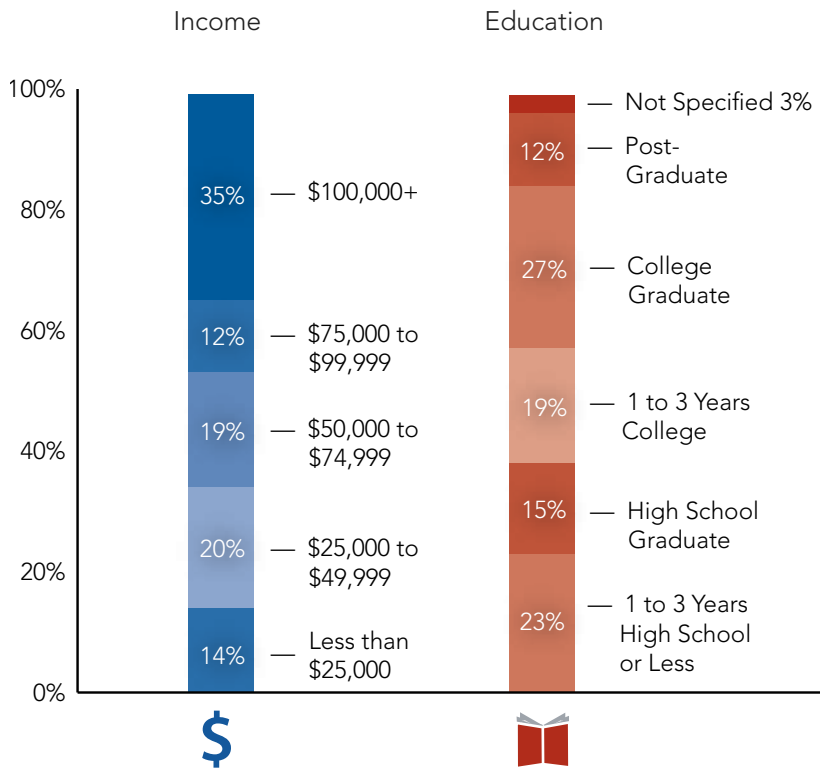
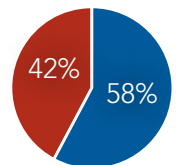
Ages 18-24



Ages 25-44



Ages 45+

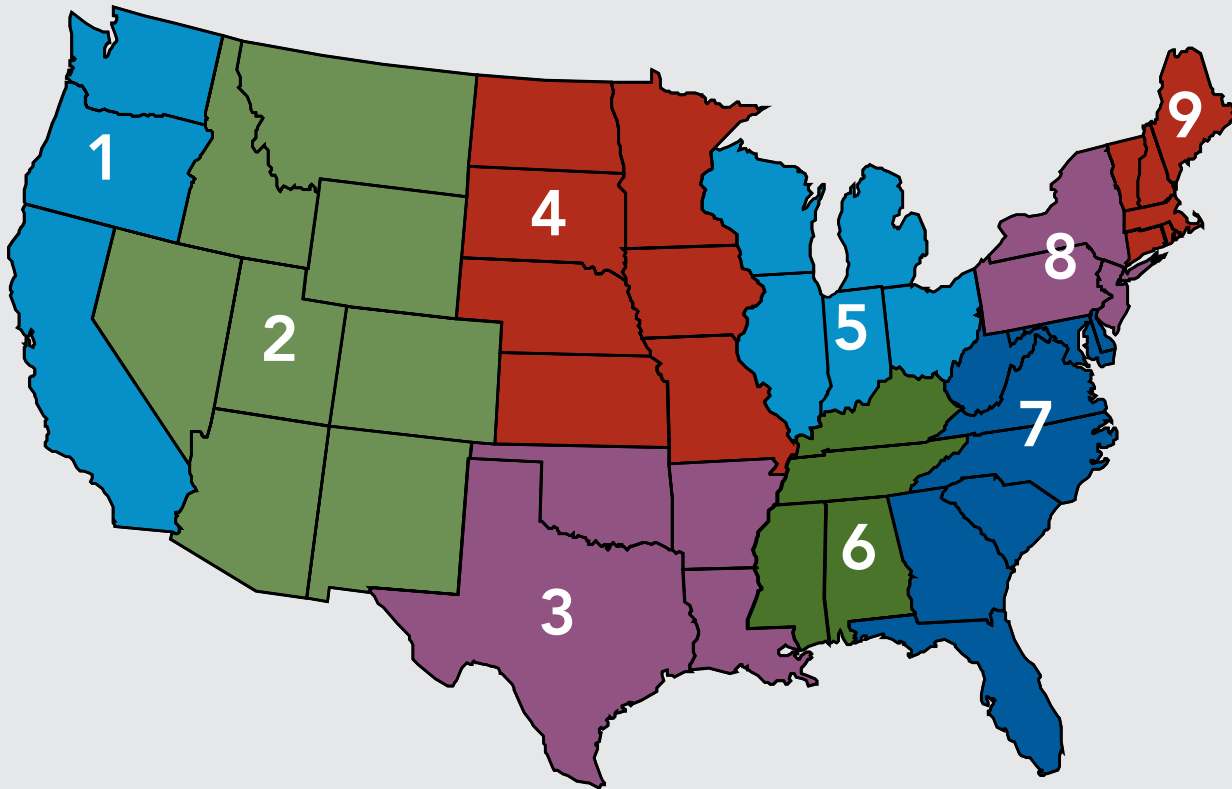


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Participation in Rafting by Census Region

All Americans, Ages 6+



1 Pacific

Participation Rate: 2%
Percent of US Participants: 18%

2 Mountain

Participation Rate: 2%
Percent of US Participants: 9%

3 West South Central

Participation Rate: 1%
Percent of US Participants: 9%

4 West North Central

Participation Rate: 1%
Percent of US Participants: 6%

5 East North Central

Participation Rate: 1%
Percent of US Participants: 14%

6 East South Central

Participation Rate: 1%
Percent of US Participants: 4%

7 South Atlantic

Participation Rate: 1%
Percent of US Participants: 20%

8 Middle Atlantic

Participation Rate: 2%
Percent of US Participants: 18%

9 New England

Participation Rate: 1%
Percent of US Participants: 3%

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.

STAND UP PADDLING

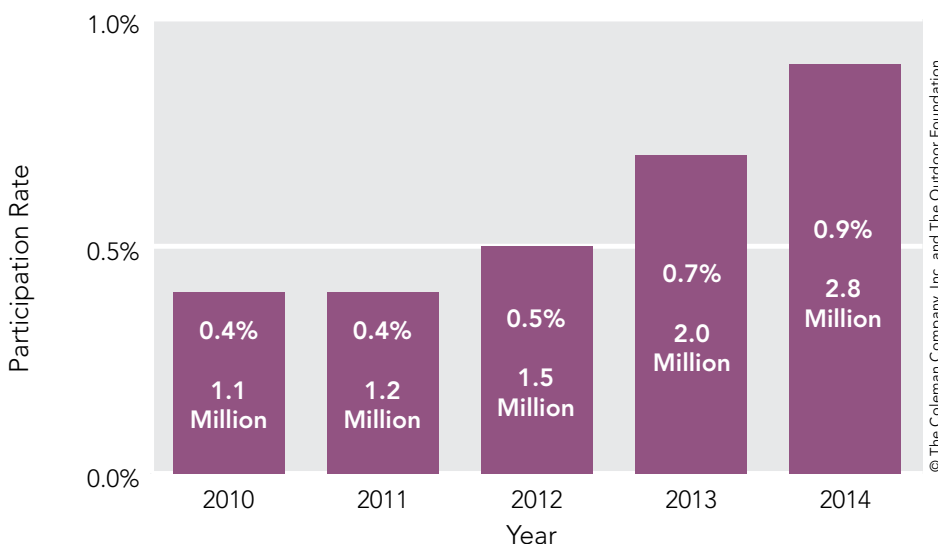
Stand up paddling continues to increase in popularity. In 2014, 2.8 million Americans, almost 1 percent of the population, participated in stand up paddling. These participants averaged 5 annual outings each, making a total of 13.7 million outings last year.

Participation increased among all age groups. Like rafting, it is most popular among teenagers. More than three-quarters of these teen participants are male.

Twenty-six percent of participants live in the Pacific region of the United States.

Participation in Stand Up Paddling

All Participants, Ages 6+

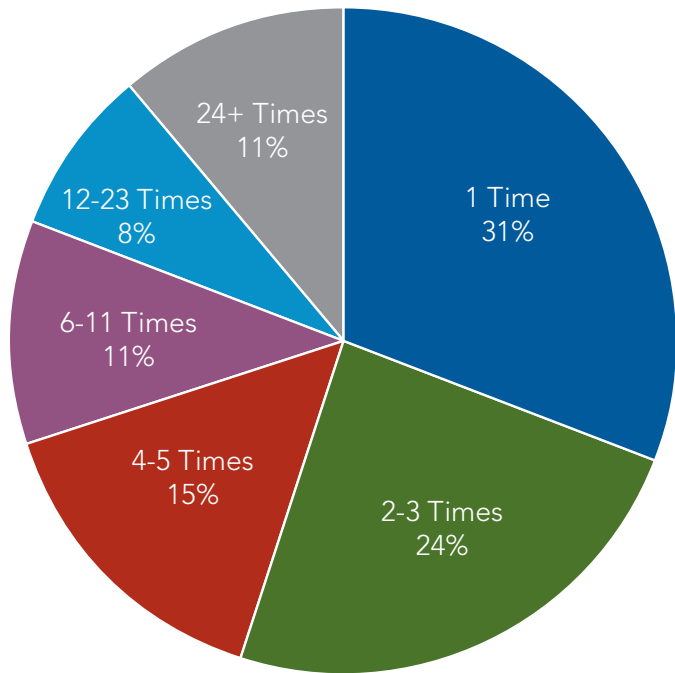


Annual Outings

In 2014, stand up paddlers made a total of 13.7 million annual outings.

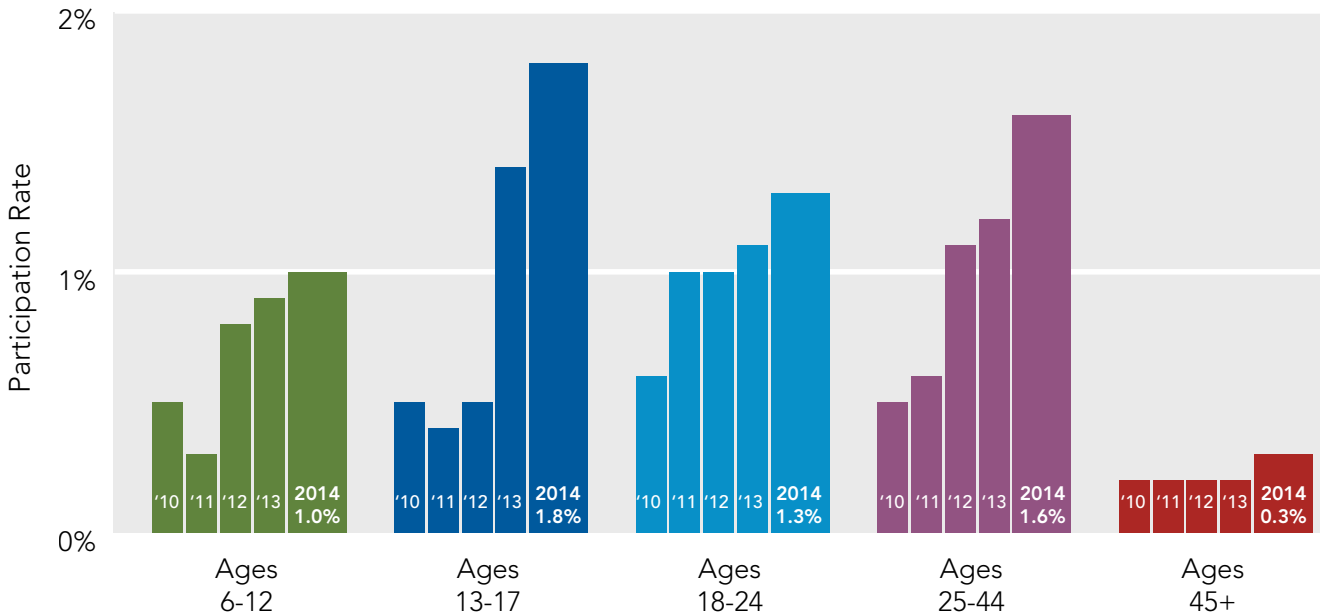
5.0 days

Stand up paddlers made an average of 5 outings each in 2014.



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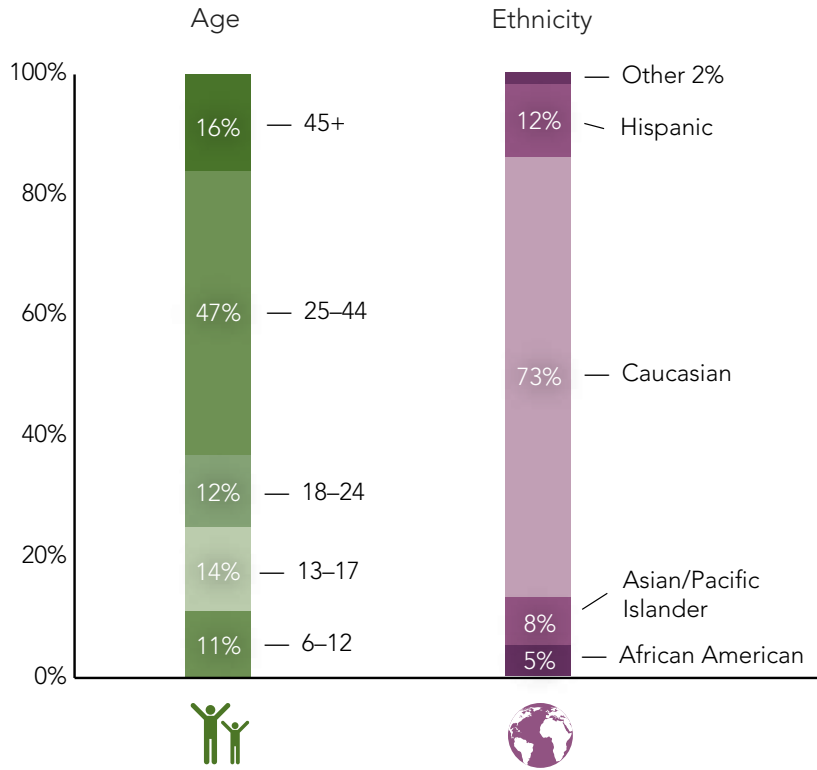
Participation in Stand Up Paddling by Age Years 2010-2014



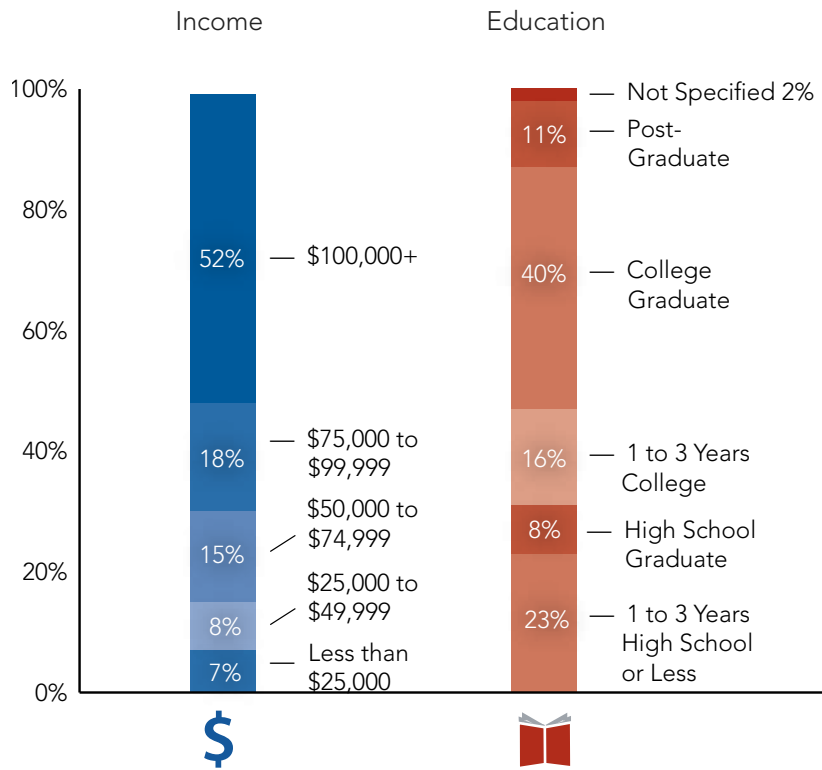
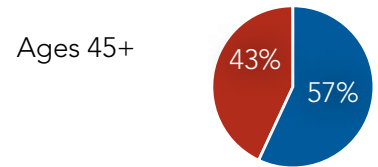
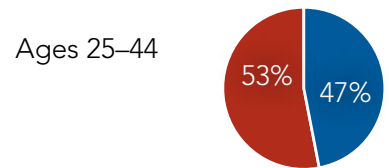
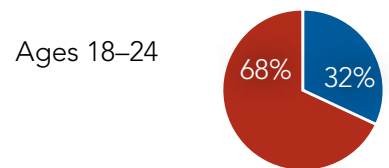
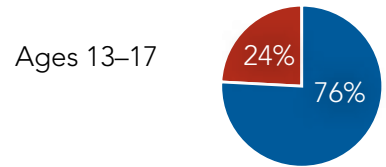
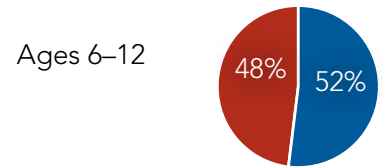
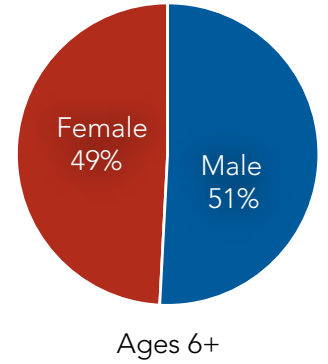
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Demographics

Division of Stand Up Paddling Participants by Demographic



Participation in Stand Up Paddling by Gender

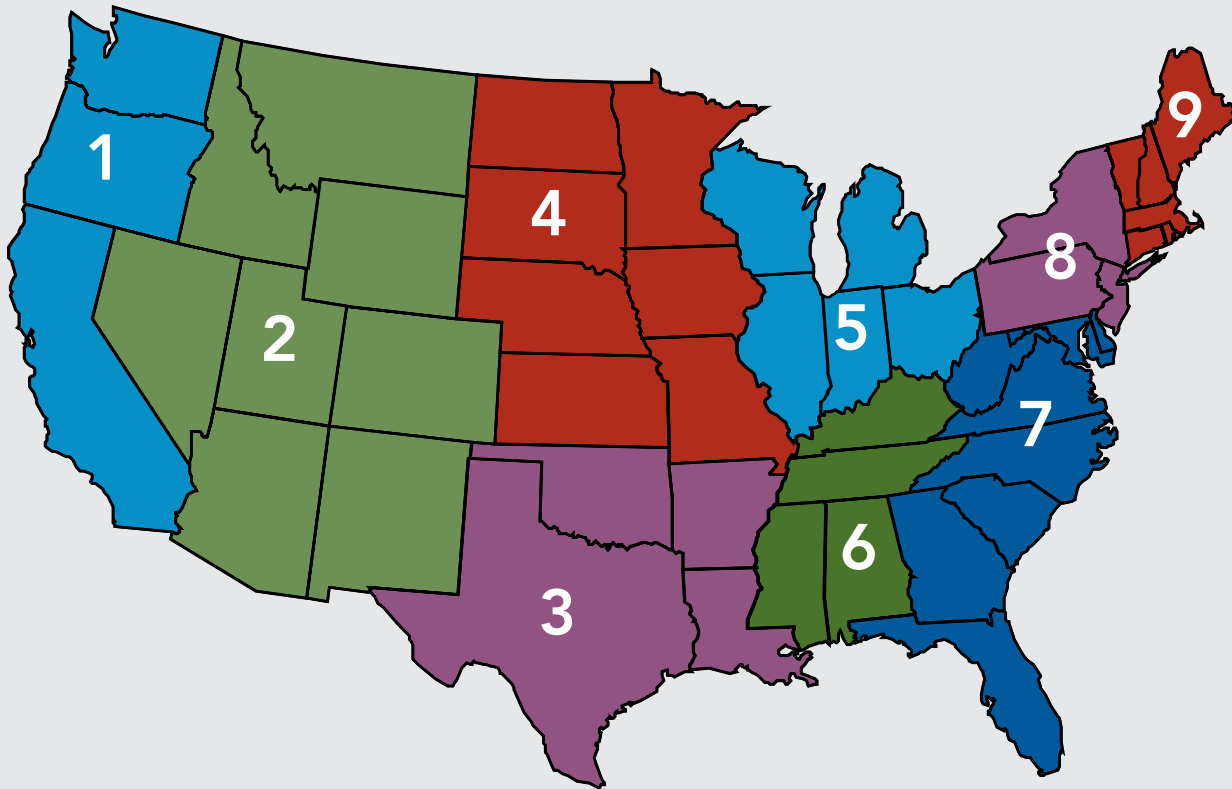


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Participation in Stand Up Paddling by Census Region

All Americans, Ages 6+



1 Pacific

Participation Rate: 2%
Percent of US Participants: 26%

2 Mountain

Participation Rate: 1%
Percent of US Participants: 8%

3 West South Central

Participation Rate: 1%
Percent of US Participants: 9%

4 West North Central

Participation Rate: 1%
Percent of US Participants: 5%

5 East North Central

Participation Rate: 1%
Percent of US Participants: 12%

6 East South Central

Participation Rate: 0.4%
Percent of US Participants: 3%

7 South Atlantic

Participation Rate: 1%
Percent of US Participants: 20%

8 Middle Atlantic

Participation Rate: 1%
Percent of US Participants: 13%

9 New England

Participation Rate: 1%
Percent of US Participants: 5%

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.

MOTIVATIONS

Identifying the motivations of paddling participants helps understand paddlers and ultimately grow the sport. A majority of

paddlers, regardless of category, get outside to get exercise. Being with family and friends is the second most popular answer

among all paddlers, except stand up paddlers. These participants consider keeping physically fit the second biggest motivator.

What Gets Paddlers Outdoors?

	Kayakers (All)	Rafters	Canoers	Stand Up Paddlers
<i>Get exercise</i>	72%	63%	68%	73%
<i>Be with family/friends</i>	59%	55%	65%	59%
<i>Keep physically fit</i>	58%	49%	55%	62%
<i>Observe the scenic beauty</i>	57%	47%	56%	52%
<i>Be close to nature</i>	56%	45%	60%	50%
<i>Enjoy the sounds/smells of nature</i>	51%	49%	55%	43%
<i>Experience excitement/adventure</i>	49%	52%	55%	39%
<i>Get away from the usual demands</i>	48%	43%	53%	42%
<i>Develop my skills/abilities</i>	42%	40%	44%	35%
<i>Be with people who enjoy the same things I do</i>	40%	42%	45%	47%
<i>Gain a sense of accomplishment</i>	33%	31%	35%	23%
<i>Experience solitude</i>	33%	31%	33%	24%
<i>Gain a sense of self-confidence</i>	29%	26%	27%	21%
<i>Be with people who share my values</i>	27%	28%	30%	28%
<i>Because it's cool</i>	22%	25%	23%	21%
<i>Talk to new/varied people</i>	15%	19%	19%	10%
<i>Other</i>	6%	8%	5%	0%

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ENGAGEMENT

Adult paddlers, ages 25 to 44, are the most likely participants to describe themselves as paddling fanatics. That age group is also

the most likely to say they are “hooked” on paddlesports. When comparing genders, female participants are the most likely to

describe themselves as fanatics, while males are the most likely to describe themselves as hooked on the sport.

What Type of Paddler Are You?

	Ages 6-12	Ages 13-17	Ages 18-24	Ages 25-44	Ages 45+
<i>I'm a fanatic. I love being outside and it's my favorite activity.</i>	6%	17%	11%	46%	20%
<i>I'm "hooked." It's one of my favorite things to do.</i>	16%	14%	9%	33%	28%
<i>I'm a "casual" participant. It's one of several ways I like to spend my time.</i>	13%	10%	2%	37%	38%
<i>It's OK, but I most often chose to do something else.</i>	5%	12%	8%	44%	31%
<i>I don't really consider myself a participant. I go at the urging of others.</i>	18%	12%	10%	41%	19%

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	Male	Female
<i>I'm a fanatic. I love being outside and it's my favorite activity.</i>	41%	59%
<i>I'm "hooked." It's one of my favorite things to do.</i>	59%	41%
<i>I'm a "casual" participant. It's one of several ways I like to spend my time.</i>	61%	39%
<i>It's OK, but I most often chose to do something else.</i>	59%	41%
<i>I don't really consider myself a participant. I go at the urging of others.</i>	47%	53%

Method

Each year the Physical Activity Council (PAC) carries out the largest sports participation study in the USA. During January and February of 2014 a total of 10,778 online interviews were carried out with a nationwide sample of individuals and households from the US Online Panel of over one million people operated by Synovate/IPSOS. A total of 5,067 individual and 5,711 household surveys were completed. The total panel is maintained to be representative of the US population for people ages six and older. Over sampling of ethnic groups took place to boost response from typically under responding groups.

The 2015 participation survey sample size of 10,778 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.

A weighting technique was used to balance the data to reflect the total US population ages 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 292,064,000 people ages six and older.

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 respondent's age six to 12, but they are asked to complete the survey themselves.

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