

An aerial photograph of a kayaker in a red and black kayak on a calm lake. The kayaker is positioned in the lower right quadrant, leaving a V-shaped wake. To the left, a rocky island features a large, vibrant green pine tree and some autumn-colored shrubs. The water is dark blue with subtle ripples and reflections. The overall scene is serene and scenic.

2019 SPECIAL REPORT ON PADDLESPO RTS & SAFETY

BY THE OUTDOOR FOUNDATION

VERSION 2

2019 RESEARCH METHODOLOGY FOR PAC STUDY

Each year, the Physical Activity Council (PAC) conducts the largest single-source research study of sports, recreation and leisure activity participation in the U.S. The PAC is made up of eight of the leading sports and manufacturer associations who are dedicated to growing participation in their respective sports and activities.

During 2018, a total of 20,069 online interviews were carried out with a nationwide sample of individuals from the U.S. Online Panel of over one million people operated by IPSOS. The total panel is maintained to be representative of the U.S. population for people ages six and older. Strict quotas associated with gender, age, income, region and ethnicity were followed to ensure a balanced sample.

The 2018 participation survey sample size of 20,069 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 U.S. A sport with a participation rate of five percent has a confidence interval of plus or minus 0.31 percentage points at the 95 percent confidence level.

A weighting technique was used to balance the data to reflect the total U.S. population ages six and above. The following variables were used: gender, age, income, ethnicity, household size, region, population density and panel join date. The total population figure used was 300,652,039 people age six and older.

Data in the certain sections may have utilized a sample size of less than 100. Accident data was derived from the 2015-2017 USCG releasable data set, in conjunction with NASBLA reporting tools.

¹Recent Research on Recreational Boating Accidents and the Contribution of Boating Under the Influence by Bruce A. Lawrence | Ted R. Miller | Pacific Institute for Research & Evaluation

*There are often "unknowns" - even with fatalities and especially with paddling incidents - and the national statistics have accommodated that by indicating the stats are based on the "knowns."



NATIONAL ASSOCIATION OF STATE BOATING LAW ADMINISTRATORS (NASBLA)

is a professional community leading recreational boating safety through innovation and collaboration for excellence in policy development, national standards, and best practices. NASBLA represents the recreational boating authorities of all 50 states and the U.S. territories.

We offer a variety of resources, including training, model acts, education standards, publications and more. Through a national network of thousands of professional educators, law enforcement officers and volunteers, we affect the lives of over 76 million American boaters.

GOALS

- Eliminate Barriers for Boaters: Reduce barriers to safe and enjoyable boating to increase public participation.
- Expanded Training: Expand training and professional development opportunities to better serve a diversity of needs.
- Proactive Legislative Program: Advocate and build support for state and national policy positions to advance innovative solutions for safety and security challenges.
- State Program Performance and Efficiency: Promote excellence in state boating program administration to increase efficiency and effectiveness.
- Diversified Funding: Create a diversified funding portfolio to ensure the association's sustainability and broaden revenue streams for future initiatives.

UNITED STATES COAST GUARD

To minimize the loss of life, personal injury, property damage, and environmental impact associated with the use of recreational boats, through preventive means, in order to maximize safe use and enjoyment of U.S. Waterways by the public.

The Coast Guard has released the Strategic Plan of the National Recreational Boating Safety Program for 2017-2021 to address the following initiatives:

- 1) Improve and expand recreational boating education, training, and outreach;
- 2) Update, leverage, and enforce policies, regulations, and standards; and
- 3) Improve upon and expand recreational boating data collection and research.

To view the Strategic Plan of the Program, please visit the Office's website at www.uscgboating.org/content/strategic-plan.php

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Paddling Safety
& Incidents

PFD DATA CAN BE FOUND
ON PAGE 50.



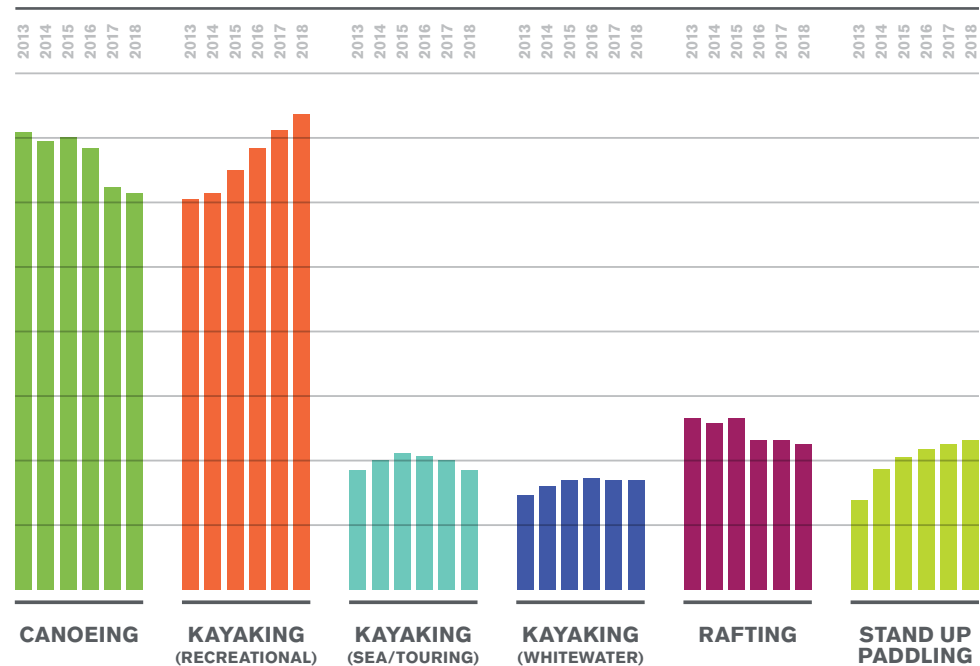
2019 PADDLESPORT EXECUTIVE SUMMARY

Paddlesports offer Americans unique ways to enjoy the nation's landscape and connect with its expansive waterways. Paddling activities are remarkably accessible, as they can accommodate a wide range of paddlers' interests, locations, and skill levels.

In 2018, 22.9 million Americans, or 7.6 percent of the U.S. population, took to rivers, streams, lakes, and oceans to participate in at least one paddling activity. This participation rate is a slight decrease from 7.7 percent in 2017 and 7.8 percent in 2016.

In terms of specific paddlesports, recreational kayaking continues to grow in popularity and seems to be replacing many Americans' desires to canoe. Stand up paddling, on the other hand, doesn't have nearly as high a participation rate as either canoeing or recreational kayaking, but its popularity has soared in recent years, gaining 1.5 million participants since 2013.

YEAR OVER YEAR PARTICIPATION

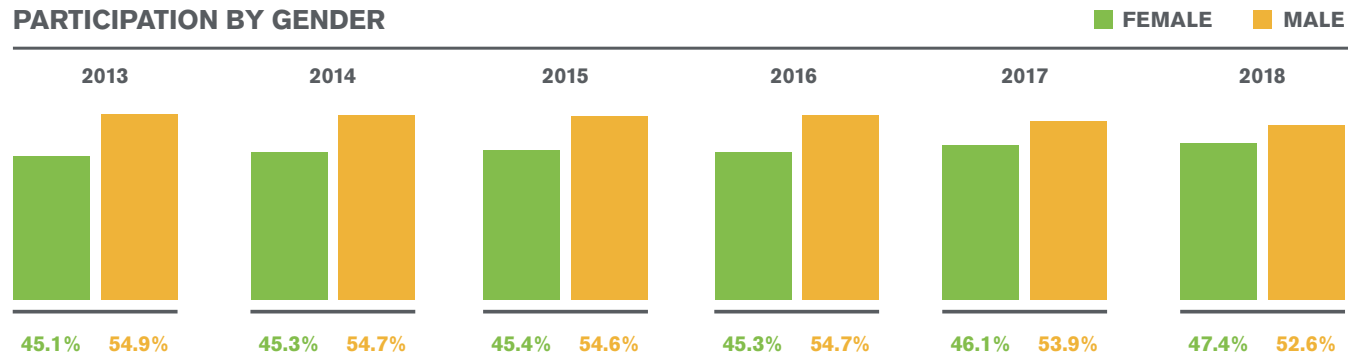


Paddlers usually live where waterways are plentiful. An impressive 4.7 million participants reside in the South Atlantic region, which is made up of states that line the Atlantic Coast. Another 3.8 million participants live in the East North Central region, around the Great Lakes, and 3.5 million live in the Pacific region, along the Pacific coast.

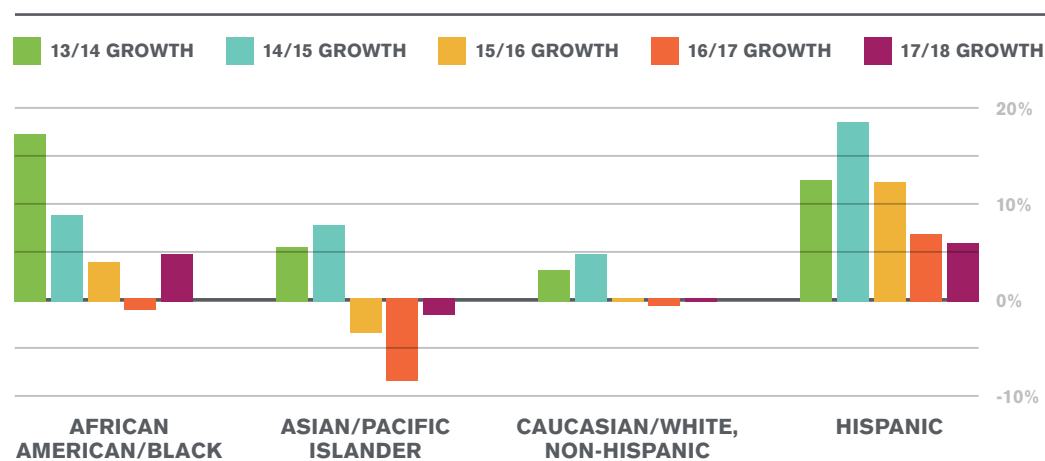
Paddling participants tend to be Caucasians who have attended or graduated from college. They are best represented by an average annual household income of at least \$75,000, a demographic characteristic that has steadily climbed since 2014.

At 53 percent, males make up a slightly larger percentage of paddlers than females. Male participation, however, is declining at about one percent per year, and female participation is increasing by the same amount.

PARTICIPATION BY GENDER



YEAR-OVER-YEAR GROWTH BY ETHNICITY

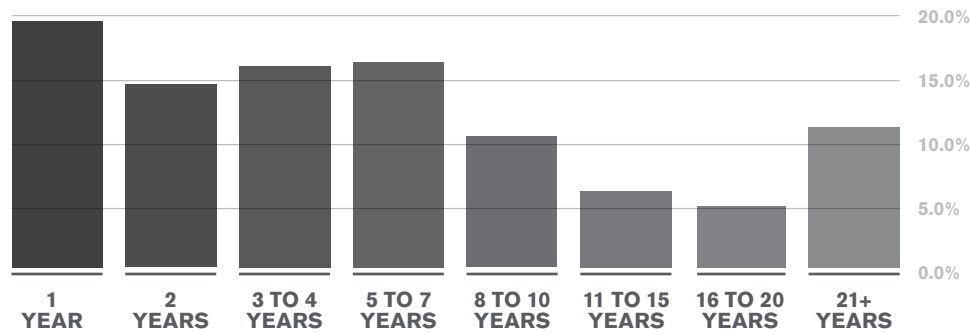


Although the vast majority of paddlers are Caucasian, there is an opportunity to engage minority groups, which are largely underrepresented in paddlesports. While Caucasian participation has remained relatively unchanged since 2015, Hispanic participation has increased by almost three percent since 2013. That's more than 773,000 new participants in just six years. African American participation has also increased incrementally, by about one percent per year since 2013.

Among adolescents ages 13 to 17, participation has steadily declined from 2.6 million in 2015 to 2.3 million today. Lack of interest among this age group is concerning, since participation during adolescence often leads to participation later in life.

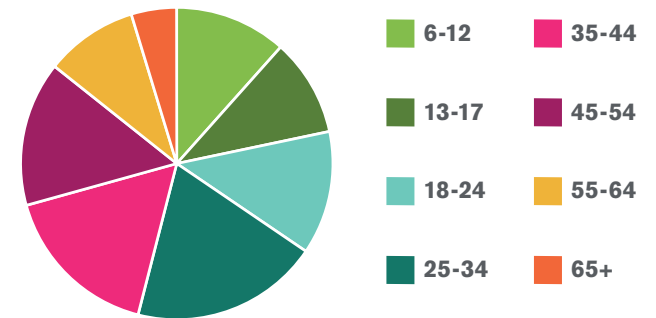
The impact of paddlesports on younger participants is also illustrated by the average participant's paddling experience. Thirty-two percent of participants have been paddling for between three and seven years. With the highest percentage of paddlers falling

YEARS OF PARTICIPATION



between the ages of 25 and 34, it appears most started in adolescence or young adulthood. This is even further proven by the 11 percent who have been participating for 21 or more years. In other words, once a young person starts paddling, they are likely to continue paddling as a lifelong active pursuit.

% OF PADDLING PARTICIPANTS BY AGE



| 6-17 | 18-34 | 35-54 | 55+ |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>9% MORE LIKELY to participate because it's cool to do</p> <p>7% MORE LIKELY to participate to develop their skills and abilities</p> <p>LESS LIKELY to do it for exercise</p> | <p>9% MORE LIKELY to participate for excitement and adventure</p> <p>6% MORE LIKELY to participate to gain a sense of self confidence</p> <p>LESS LIKELY to do it for exercise</p> | <p>6% MORE LIKELY to participate for exercise</p> <p>5% MORE LIKELY to participate to be close to nature</p> <p>LESS LIKELY to do it because it's cool</p> | <p>12% MORE LIKELY to participate for exercise</p> <p>7% MORE LIKELY to participate to be close to nature</p> <p>LESS LIKELY to do it for excitement and adventure</p> |

Even though paddlers self-identify as casual participants, they overwhelmingly report that paddling itself is the impetus for their outings. They set out for the water with paddling in mind, instead of tacking the activity onto a broader outing.

Participants generally like that paddling offers a chance to catch up with friends and family, although breaking down motivations by age presents an interesting narrative. Younger generations, those composed of individuals ages six to 34, do not paddle as a means of getting exercise, while those ages 35 and up report exercise as one of the main reasons for getting out onto the water.

FIRST-TIME PARTICIPANTS

A large percentage of Americans are trying various paddlesports for the first time. The high rate of new participation is positive news for the overall growth of paddling, as long as the attrition rate stays low.



56%

2018 was the first time participating in **WHITEWATER KAYAKING**



53%

2018 was the first time participating in **SEA OR TOURING KAYAKING**



49%

2018 was the first time participating in **RAFTING**



48%

2018 was the first time participating in **STAND UP PADDLING**



31%

2018 was the first time participating in **CANOEING**



29%

2018 was the first time participating in **RECREATIONAL KAYAKING**



WHERE AND HOW DO THEY PADDLE?

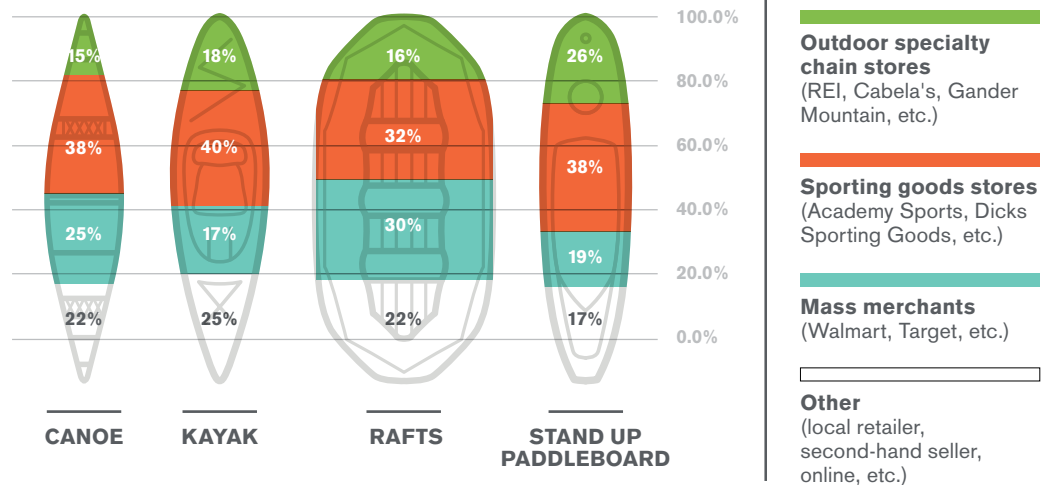
The average participant spends more time preparing for a paddling trip than actually paddling. Participants spend 6.1 hours on prep, including over two hours planning, 1.6 hours packing, and 2.3 hours traveling to the paddling destination. Compare this to the length of an average trip, which includes just over four hours of paddling.

| WHERE | HOW |
|---------------|--------------------|
| 59% - Lakes | 77% Day trips |
| 45% - Rivers | 11% Multiday trips |
| 19% - Oceans | 9% Overnight trips |
| 16% - Ponds | |
| 15% - Streams | |

72 percent of paddlers own at least one type of paddle craft, which is in close alignment with the majority of paddlers who report taking close-to-home paddling trips.

- 56 percent own kayak(s)
- 36 percent own canoe(s)
- 28 percent own raft(s)
- 22 percent own stand up paddleboard(s)

TOP 3 PURCHASE LOCATIONS





CANOEING



CANOEING

Canoes were used for early transportation, exploration, and trade. Today canoeing is a popular recreational paddling activity, with 9.1 million participants in the United States. Canoes are extremely versatile, equipped to support both long and short trips, solo and group paddling, floating, fishing, and even camping.

Most canoe participants travel short distances, from one to 25 miles, to lakes and rivers for a day of paddling. The motivation behind these trips tends to be leisure—an outdoor adventure, or quality time with loved ones.

The typical canoeist tends to work full time, own a single-family home, and have an annual household income of at least \$75,000 dollars. In other words, they have disposable income to spend on outdoor recreation.

DEMOGRAPHICS



47%

FEMALE



53%

MALE



80%

WHITE/
CAUCASIAN



37%

MARRIED



39%

SINGLE/
NEVER
MARRIED



63%

HOMEOWNERS

Canoeing participants are generally an educated group.

More than half attended college or graduated with at least a bachelor's degree.



Women canoe participants are 5% more likely than the average canoe participant and 10% more likely than **male** participants to travel more than 50 miles for paddling activities.

CANOE



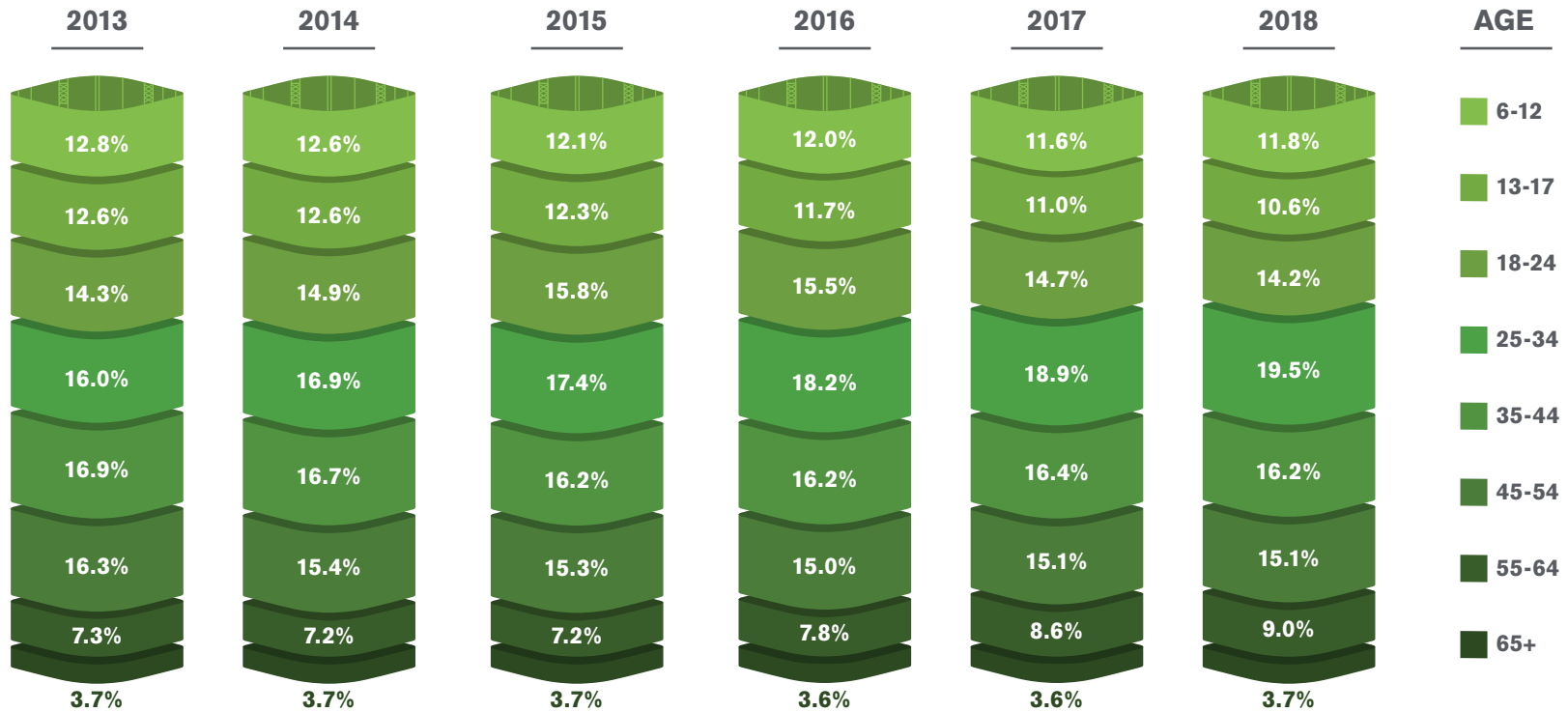
PARTICIPATION BY AGE GROUP

The tranquil nature of canoeing tends to attract older participants, with canoeing participation rates skewing older than the other paddlesports. The bulk of its participants are still younger adults, ages 25 to 44.

Canoeing has continued to decline in popularity among younger Americans, ages 13 to 24. In fact, more than 612,000 people in this age group have stopped canoeing since 2015. In contrast, participation among an older generation, ages 55 to 64, has increased by almost 80,000 people.

On a positive note, a large percentage of Americans—31 percent—report that they paddled a canoe for the first time in 2018. As seen in other outdoor recreation activities, age plays a significant role in determining a participant’s willingness to try canoeing for the first time. The earlier individuals are exposed to canoeing, the more likely they are to try it.

PARTICIPATION BY AGE GROUP



CANOE



New canoeing participants have different pre-trip habits from their more seasoned counterparts. For example, first-time canoeists tend to be hastier when preparing for trips. Beginners are 19 percent more likely to only spend an hour packing and 24 percent more likely to only spend an hour planning than people who have at least one year of canoeing experience. First-time participants are also 21 percent more prone to wishing that they had checked the weather report before getting out on the water.

STEPS TO GETTING OUTSIDE



HOURS SPENT
PLANNING
2.5 HOURS



HOURS SPENT
PACKING
1.5 HOURS



HOURS SPENT
PADDLING
4.6 HOURS



HOURS SPENT **TRAVELING ROUNDTRIP** ~2.3 HOURS



Experienced canoeists spend less time on the water per trip than new participants. They are more inclined to only spend an hour paddling, while new participants paddle three or four hours per trip. Interestingly, participants who have had previous canoeing experience are 16 percent more likely to wish they had taken training to improve their paddling skills.





HOW DO THEY PARTICIPATE?

On average, each canoeing participant paddles six days per year, contributing to a total of 55 million days on the water. Youth and adolescents spend the most time canoeing, an average of eight days per year, while participants 55 years and older are right behind, averaging seven annual days of canoeing.

Half of all canoeing participants own canoes, which are generally purchased from sporting goods chains, like Academy Sports and Dicks Sporting Goods. Most households only have one canoe, perhaps due to the fact that the typical household has two canoeing participants and most canoes—notably the popular tandem canoe—hold more than one participant.

For participants who do not own a canoe, 43 percent rent them, and 24 percent borrow them from a family member or friend. Most renters opt for the convenient option of renting from an onsite provider, like a boathouse or marina.

WHERE DO THEY RENT?



59%

ONSITE RENTAL PROVIDER

(boathouse, marina, etc.)



21%

LOCAL INDEPENDENT OUTDOOR SPECIALTY STORE



19%

OUTDOOR SPECIALTY CHAIN

(REI, Cabela's, etc.)

Because canoeing is seen as an accessible activity, participants do not ordinarily seek skills training. Most participants—74 percent—receive no formal or informal instruction at all. Of those that do receive training, the source of information is usually a friend, local paddling club or American Canoe Association (ACA)-certified teacher.

OF THOSE THAT HAVE RECEIVED TRAINING



36%

from a friend



31%

from a local paddling club



30%

from an ACA-certified instructor

*American Canoe Association (ACA)



Only one-quarter of canoe participants consider taking formal training to further their paddling skills.

CANOE



CROSSOVER ACTIVITIES

Canoeing participants are largely open to trying other paddlesports, and recreational kayaking is especially popular among this group. More than half of canoeists also participate in recreational kayaking, likely because the two paddlesports have transferable skills and offer alternate ways to enjoy the water.

A significant percentage of canoeing participants also spend time sea or touring kayaking, whitewater kayaking and rafting.



SEA OR TOURING KAYAKING

41%

WENT 2 TO 3 TIMES



CANOEING

37%

WENT 2 TO 3 TIMES



RAFTING

33%

WENT 2 TO 3 TIMES

Stand up paddling is gaining in popularity among canoeists. Of those who went stand up paddling, nearly half tried it for the first time in 2018.

Even outside of their paddling pursuits, canoeing participants are generally active people—and especially active in the outdoors. They are nine percent more likely to car camp than the average paddle participant and five percent more likely to take part in wildlife viewing. Hiking, walking and other water-related activities, like fishing and swimming, are also popular among this group.

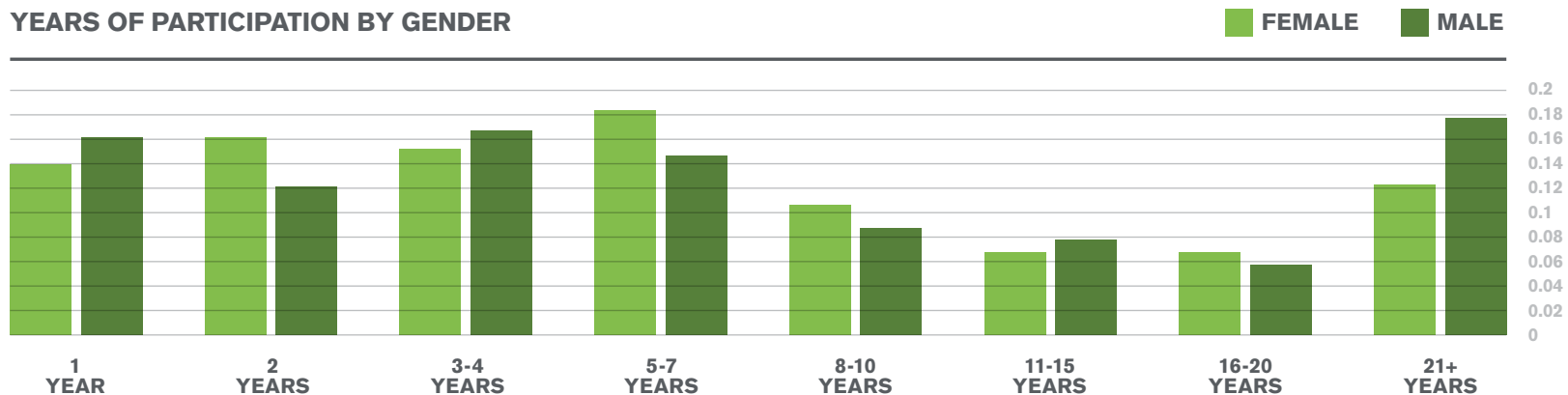
For the majority of canoeing participants—81 percent to be exact—paddling is the primary reason for going on a particular outing. In other words, paddling is not typically tacked on to a larger trip.



Both females and males generally classify themselves as casual participants who love to canoe and engage in other recreational activities.

Compared to other paddlesport participants, canoeists tend to have the most experience, averaging 11 years.

YEARS OF PARTICIPATION BY GENDER



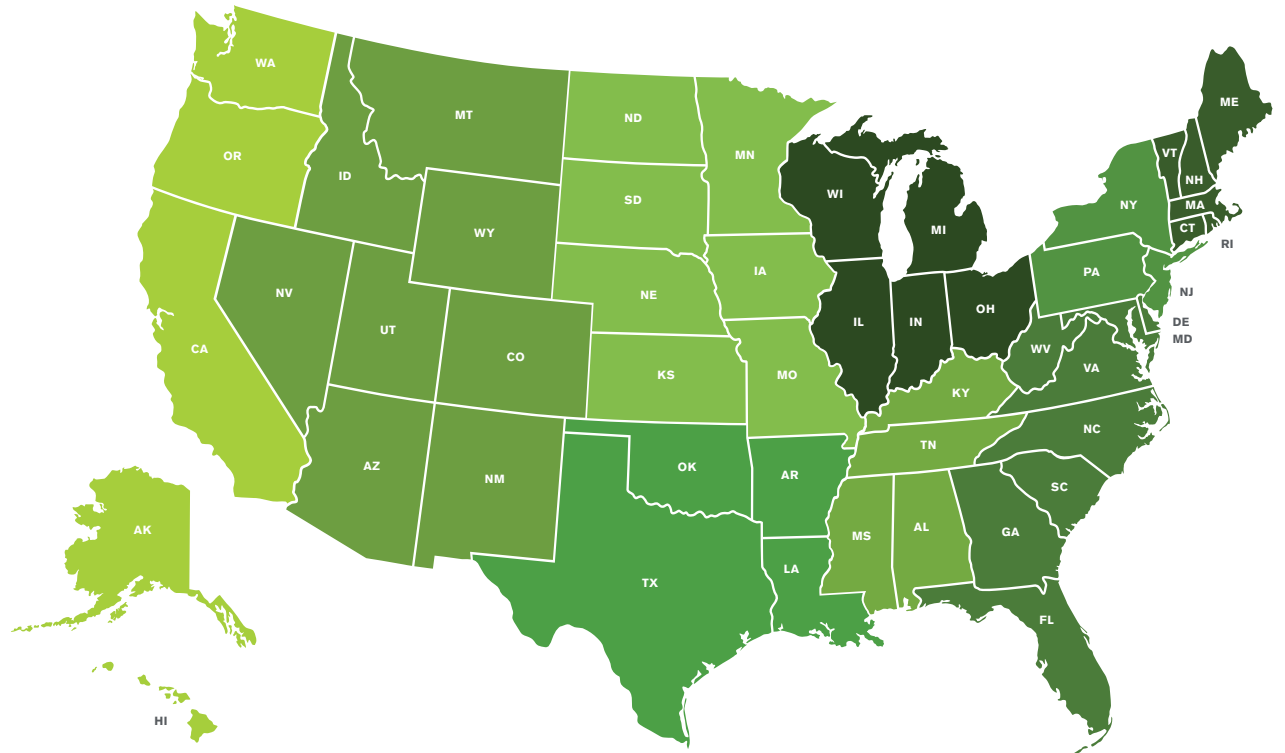
CANOE



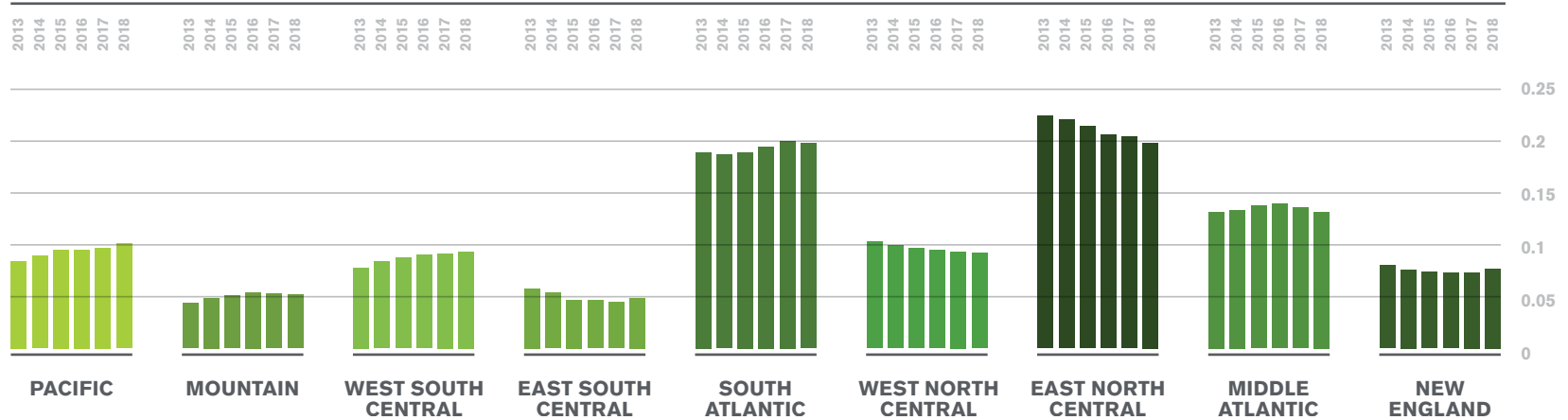
REGIONAL PARTICIPATION

It appears that geographic canoe participation is reshuffling. Some of the regions with historically high participation rates, like the East North Central and Middle Atlantic, are now seeing the most consistent year-over-year participation losses.

In the meantime, the Pacific region is seeing some of the biggest annual participation increases. Similarly, the West South Central region of the United States, including Texas, Oklahoma, Arkansas, and Louisiana, is also seeing a resurgence in canoeing popularity.



YEAR-OVER-YEAR PARTICIPATION BY REGION





RECREATIONAL KAYAKING

RECREATIONAL KAYAKING

The Inuit people of the far north developed kayaks for hunting and fishing in the Arctic waters off of Canada, Greenland, and Alaska. Kayaking started catching on as a recreational activity in the 19th century, and it finally entered the mainstream in the 1970s. Today, recreational kayaking is the most popular paddlesport with more than 11 million participants.

Most participants choose to kayak because the activity allows them to exercise outdoors while socializing with family and friends. Like many other paddlesport participants, kayakers prefer day trips over longer outings, and they favor lakes and rivers to other waterways.

Recreational kayaking appeals to both males and females. The activity also appeals to an educated group—more than 54 percent of participants have some college-level education or have graduated from college. These participants tend to be in the upper income bracket and own their own kayaks. In fact, 68 percent own a kayak, most of which were purchased from stores that sell outdoor and sporting goods.

DEMOGRAPHICS



49%

FEMALE



51%

MALE



83%

WHITE/
CAUCASIAN



44%

MARRIED



33%

SINGLE/
NEVER
MARRIED



68%

HOMEOWNERS

Female participation has increased by 3% since 2016.

Although stand up paddling has the highest rate of female participation out of all of the paddlesports, recreational kayaking is close behind.



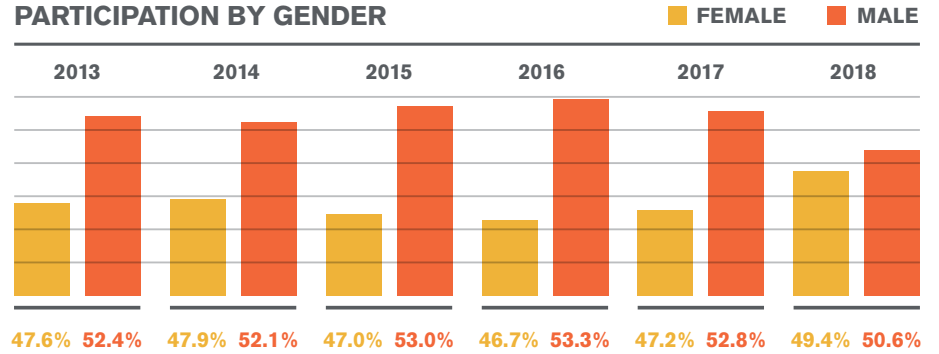


PARTICIPATION BY AGE GROUP

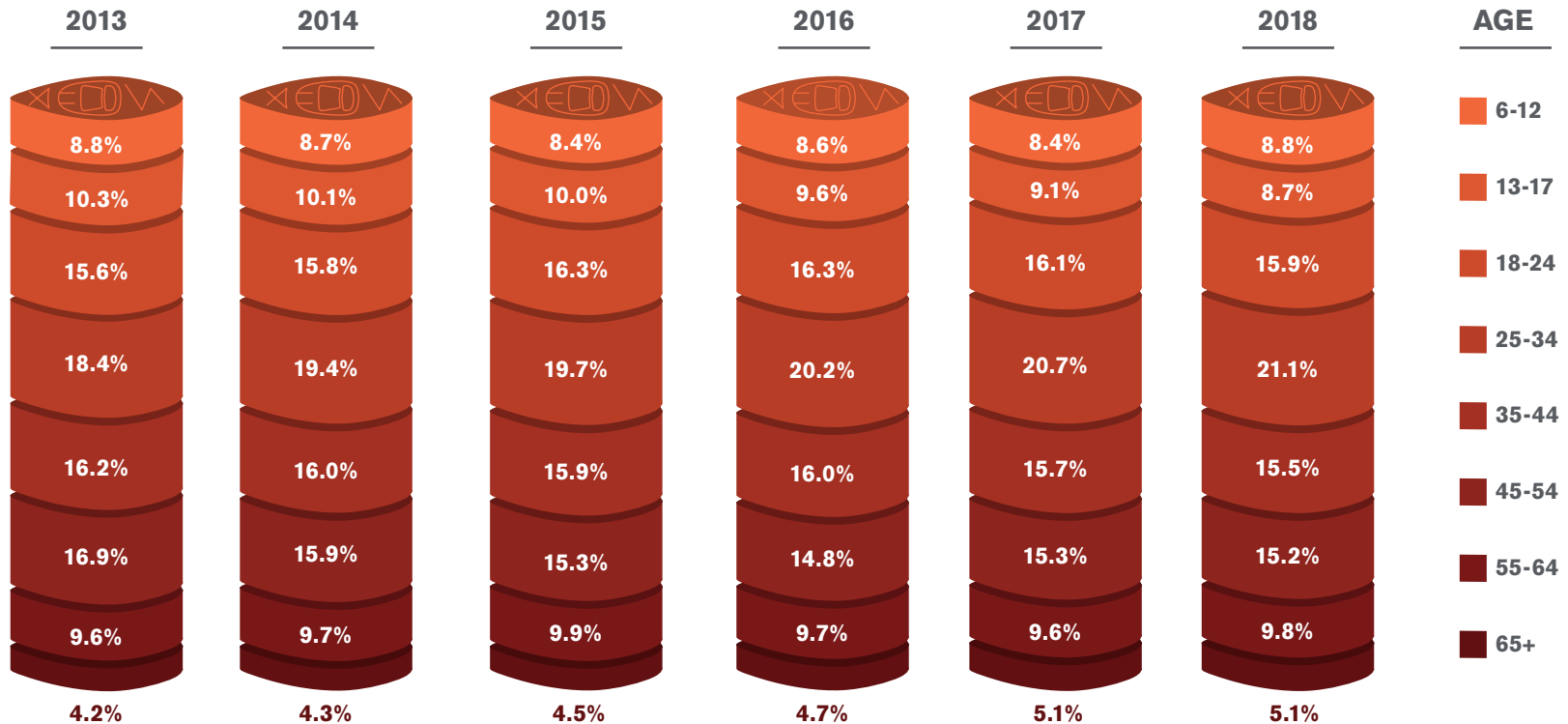
There are similar trends in kayaking and canoeing participation. As seen in canoeing, participation among those ages 25 to 34 continues to increase in recreational kayaking. Part of this age group's participation growth is due to its high percentage of first-time kayakers. At the same time, kayaking participation among adolescents and young adults ages 13 to 24, is continuing a three-year decline.

The highest percentage of first-time recreational kayakers are children. Youth, ages six to 12, are seven percent more likely than the average paddlesport participant to have tried recreational kayaking for the first time in 2018. Although the overall percentage of first-time kayakers is a low 29 percent, newly engaged youth could be good news for the future growth of the activity.

PARTICIPATION BY GENDER



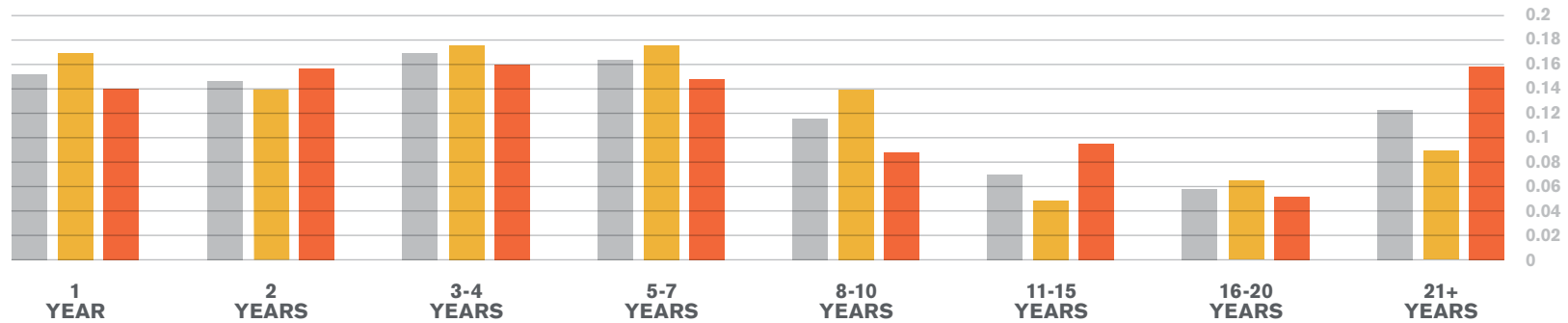
PARTICIPATION BY AGE GROUP





YEARS PARTICIPATING BY GENDER

■ AVERAGE ■ FEMALE ■ MALE



Preferring to optimize time on the water, participants spend a minimal amount of time preparing for kayaking trips. On average, participants prepare for 3.3 hours and only travel one to 10 miles before they start paddling.

STEPS TO GETTING OUTSIDE



HOURS SPENT
PLANNING
1.9 HOURS



HOURS SPENT
PACKING
1.4 HOURS



HOURS SPENT
PADDLING
3.9 HOURS



HOURS SPENT **TRAVELING ROUNDTRIP** ~2 HOURS

TEXAS

Rio Vista was converted into a white water playground (body boarders, SUP, toobers and anything else is also allowed) in 2006 when the city was fixing the Rio Vista Dam. The city created three man-made rapids through the dam area to give locals more options in the water. The park is an all-purpose park with BBQ grills, tennis courts, basketball courts and lots of swimmers and tubers. The best time for the kayakers is in the spring, the fall, or early in the morning and late at night in the summertime (the park is lit and allows kayaking late into the night).

<https://rootsrated.com/austin-tx/white-water-paddling/rio-vista-white-water-park>





HOW DO THEY PARTICIPATE?

Most participants have one or two kayaks. For those who do not have their own kayaks, 27 percent rent them and 22 percent borrow them.

WHERE DO THEY RENT?



65%

ONSITE RENTAL PROVIDER

(boathouse, marina, etc.)



21%

LOCAL INDEPENDENT OUTDOOR SPECIALTY STORE



8%

OUTDOOR SPECIALTY CHAIN

(REI, Cabela's, etc.)

A vast majority of participants—79 percent—have received no instruction in recreational kayaking, but first-time participants seem to be more open to instruction. Beginner recreational kayakers are 17 percent more likely to seek instruction than the average recreational kayaker and 24 percent more likely to seek instruction than the average seasoned kayaker. Additionally, first-time participants are 11 percent more likely to seek continued training to further their skills than their seasoned counterparts.

OF THOSE THAT HAVE RECEIVED TRAINING



34%

from a friend



31%

from a local paddling club



31%

from an ACA*-certified instructor

*American Canoe Association (ACA)



Only 23 percent of recreational kayaking participants have considered taking formal training to further their skills.

CROSSOVER ACTIVITIES

Recreational kayaking participants enjoy a variety of paddlesports. In fact, they get out on the water in canoes and on stand up paddleboards fairly often—an average of six days per year.



SEA OR TOURING KAYAKING

39%

WENT 2 TO 3 TIMES



CANOEING

37%

WENT 2 TO 3 TIMES



STAND UP PADDLEBOARDING

30%

WENT 2 TO 3 TIMES

Forty-two percent

of recreational kayakers tried stand up paddleboarding for the first time in 2018.

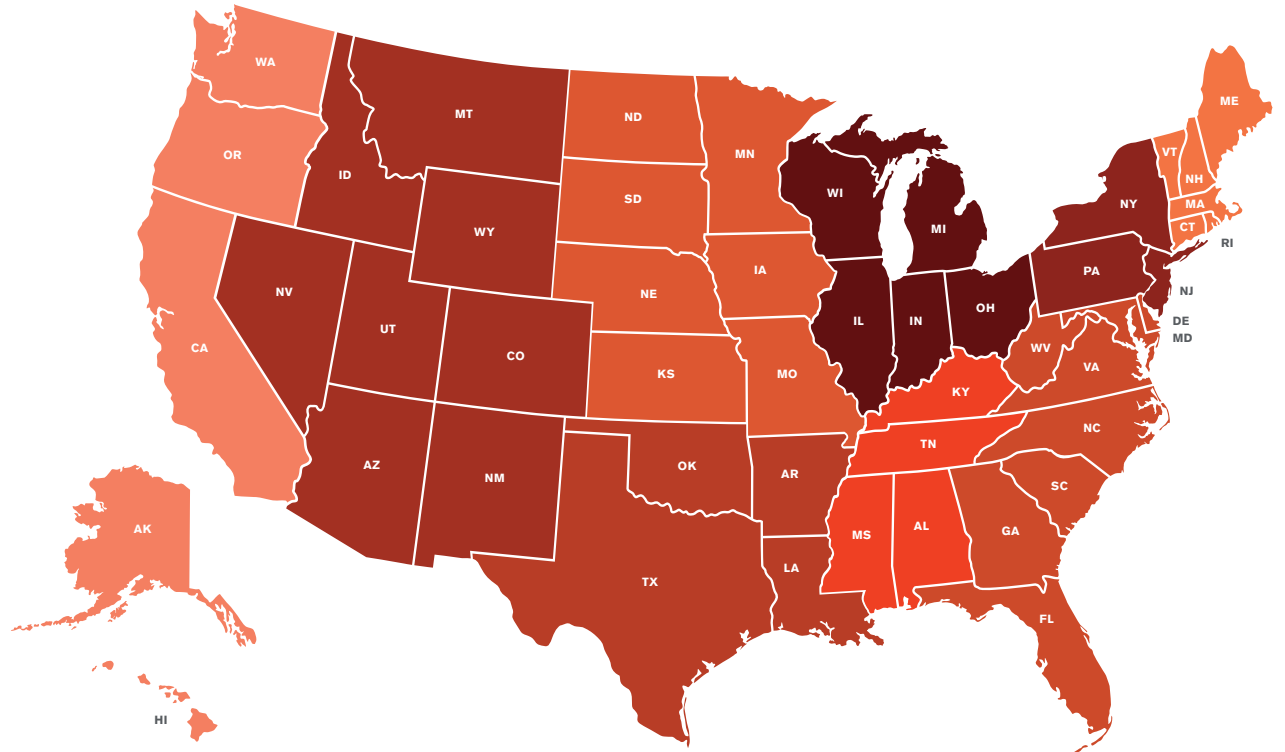
**KAYAKING
(RECREATIONAL)**



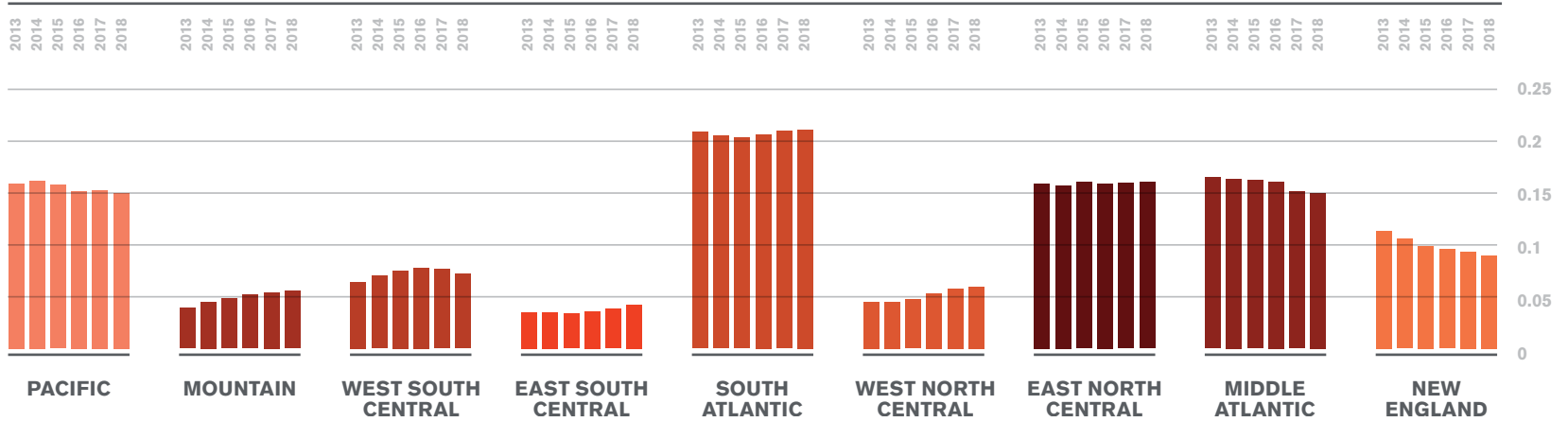
REGIONAL PARTICIPATION

Recreational kayaking participation aligns closely with national population density trends. As more Americans move to western states, the relative populations in the Mountain and West North Central regions are growing. This population realignment is boosting recreational kayaking participation too. While these regions still have relatively low participation rates in comparison to traditional kayaking hot spots, the area's participation rates continue to grow year after year.

In terms of the most popular regions for recreational kayaking, the South Atlantic region has the strongest participation. The Pacific region is not too far behind the South Atlantic; however, participation in the Pacific is declining.



YEAR-OVER-YEAR PARTICIPATION BY REGION





WHITEWATER KAYAKING

WHITewater KAYAKING

As with other forms of kayaking, the ancestry of modern-day whitewater kayaking can be traced to Inuit cultures. Their innovations and designs fed the development of handmade fiberglass kayak molds during the 1950s, which then led to the launch of commercial plastic river kayak manufacturing.

Since then, whitewater kayaking has branched into highly competitive arenas. For example, the sport of whitewater slalom kayaking, where paddlers navigate their kayaks through gates on river rapids, gained acclaim when it was added to the Olympic Games in the early 1970s. Today, 2.6 million people in the United States participate in some form of whitewater kayaking.

Whitewater kayakers are driven by the thrill of adventure. They also see this type of kayaking as a way to hang out with loved ones while sneaking in some exercise. One characteristic that sets whitewater kayakers apart from other paddlesport participants is that they are more likely to be passionate about their sport and the outdoors.

Whitewater kayakers spend some time paddling on lakes and rivers, but their primary focus is on whitewater rapids. Most participants take daytrips; however, a significant 21 percent prefer longer, multiday adventures. More than three-quarters of participants take their own kayaks. Whether traditional plastic or inflatable, most of these whitewater kayakers are purchased from sporting goods stores.

DEMOGRAPHICS



36%

FEMALE



64%

MALE



68%

WHITE/
CAUCASIAN



36%

MARRIED



43%

SINGLE/
NEVER
MARRIED



62%

HOMEOWNERS





PARTICIPATION BY AGE GROUP

A broad view of whitewater kayaking participation shows that a substantial 62 percent of participants are adults between the ages of 18 and 44. Of those, 29 percent fall between the ages of 25 and 34. However, this demographic breakdown looks to be changing.

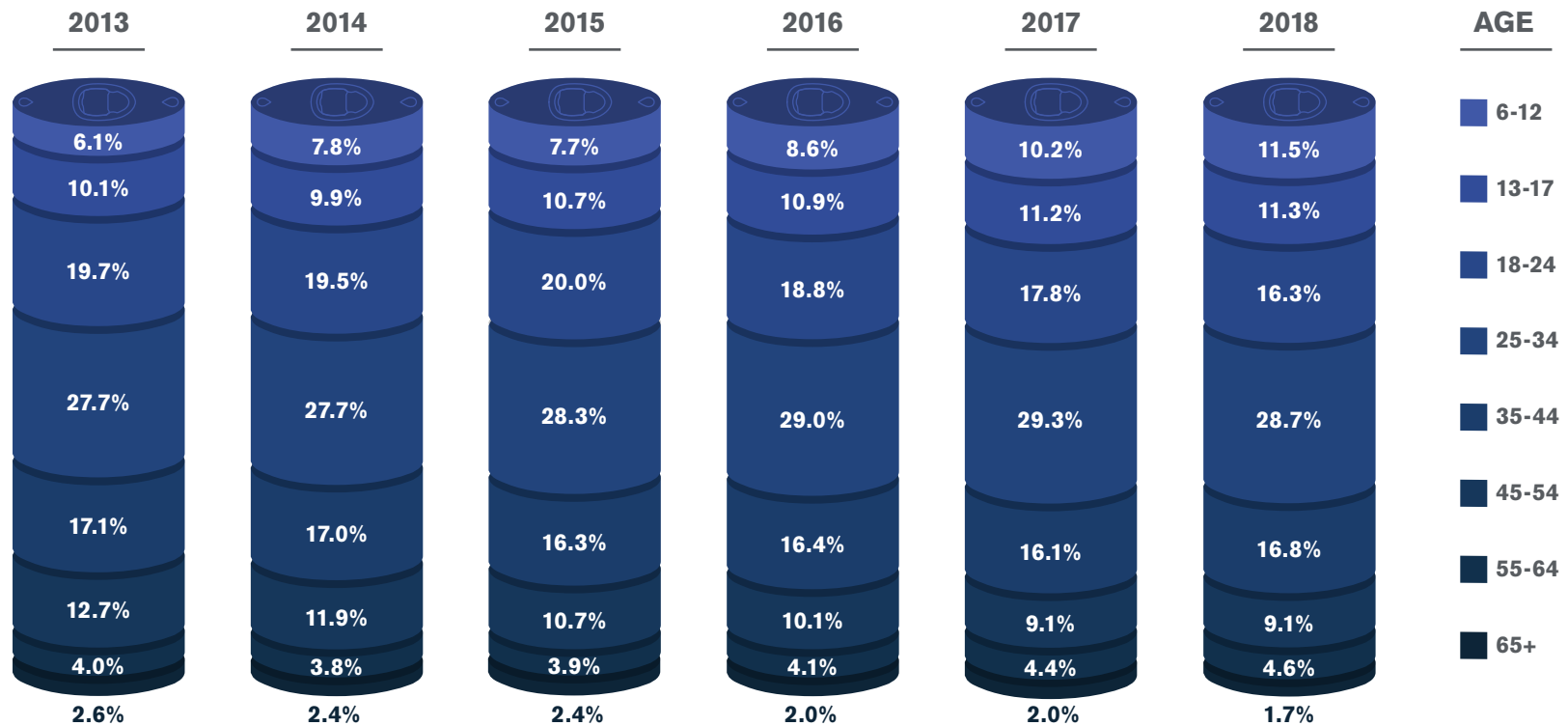
Participation in whitewater kayaking among young adults ages 18 to 24 is waning. Although participation rates among those 35 to 44 is increasing, the biggest year-over-year growth is with youth ages six to 12.

In fact, participation among children ages six to 12 has increased by 126 percent since 2013. This growth is likely due to newly established whitewater programs at schools and summer camps, organized paddling clubs and the publicity of whitewater events and organizations.

The growth of whitewater kayaking looks promising. At 56 percent, whitewater kayaking had the highest first-time participation of any paddlesport in 2018.

Like other paddlers, whitewater kayakers tend to stay close to home during paddling trips, typically only traveling one to 10 miles. In comparison to other types of paddlers, they spend the most time planning their trips, watching videos, looking up water levels (beta) and arranging transportation. Whitewater kayakers are just behind rafting participants in spending the most time out on the water.

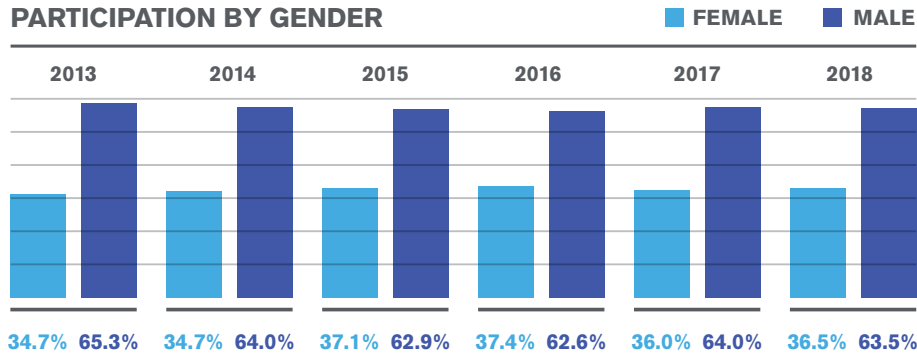
PARTICIPATION BY AGE GROUP



**KAYAKING
(WHITEWATER)**



PARTICIPATION BY GENDER



IOWA

When you think of rural Iowa, you probably don't think of whitewater sports. In the past six years, three whitewater courses have opened on rivers in three small Iowa towns, all within an hour's drive of each other in the state's northeast quadrant. These courses – which are short river segments that have been engineered to create a series of drops and waves – were conceived and created independently by local advocates in each community. Though the courses are competition-ready, they're also approachable to beginners (all are given a "novice" rating on the international scale of river difficulty), and are used by everyone from kayakers to stand up paddleboarders.

<https://www.dailyyonder.com/whitewater-thrills-chills-spills-rejuvenate-iowa-towns/2017/07/10/20207/>

STEPS TO GETTING OUTSIDE



**HOURS SPENT
PLANNING
3.1 HOURS**



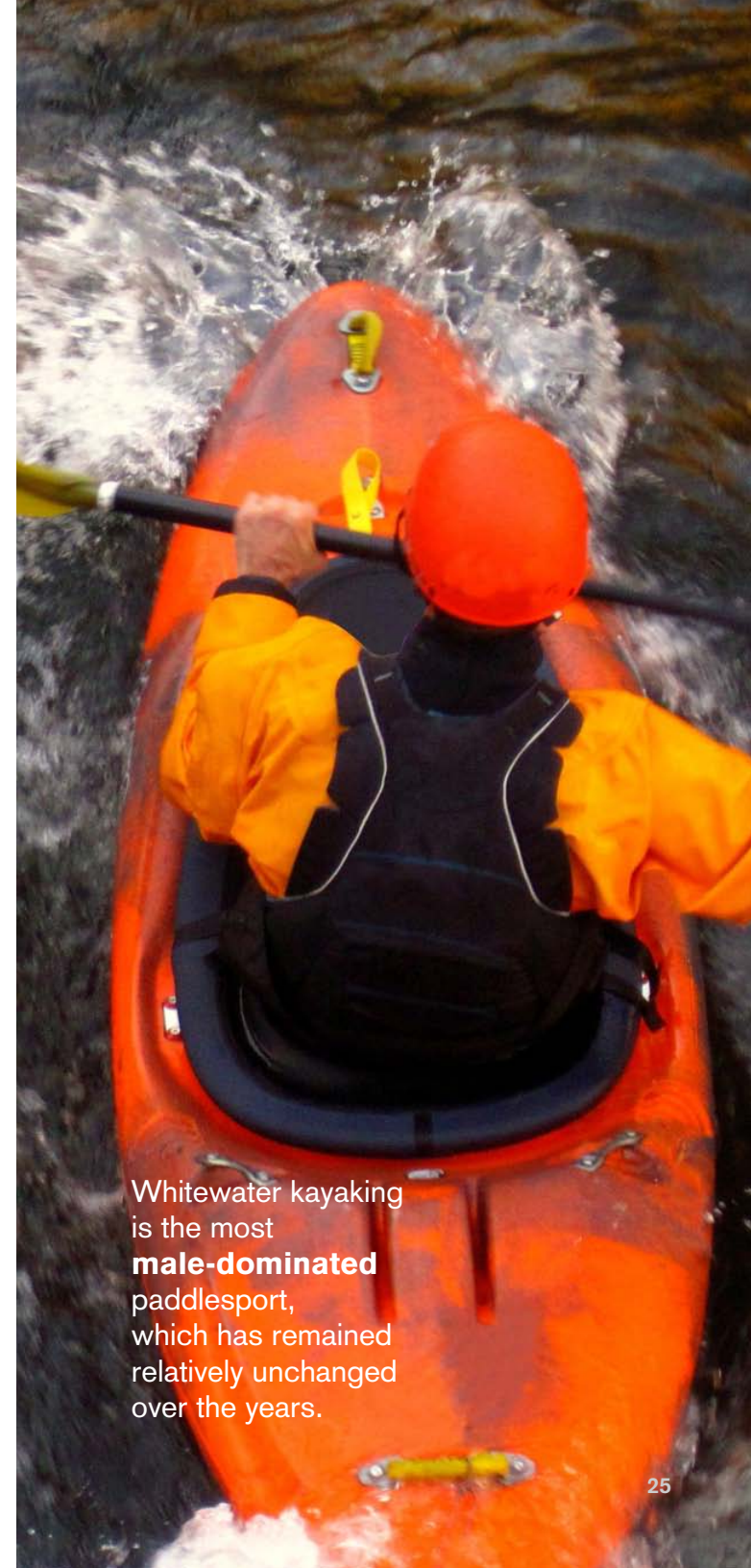
**HOURS SPENT
PACKING
1.9 HOURS**



**HOURS SPENT
PADDLING
4.3 HOURS**



HOURS SPENT TRAVELING ROUNDTRIP ~3.3 HOURS



Whitewater kayaking is the most **male-dominated** paddlesport, which has remained relatively unchanged over the years.



HOW DO THEY PARTICIPATE?

Whitewater kayaking participants are out on the river an average of 7.5 days per year. A passionate seven percent paddle whitewater between 10 and 20 times. Only 23 percent of participants do not own their own kayaks. Of those, the majority either rent (32 percent) or borrow (30 percent).

WHERE DO THEY RENT?



30%

ONSITE RENTAL PROVIDER

(boathouse, marina, etc.)



23%

LOCAL INDEPENDENT OUTDOOR SPECIALTY STORE



32%

OUTDOOR SPECIALTY CHAIN

(REI, Cabela's, etc.)

Because technical paddling skills, a knowledge of water dynamics and an understanding of river features are critical to safe whitewater kayaking, participants tend to be fairly well trained in the activity. Forty-four percent of participants have taken whitewater skills development courses. These participants are 10 percent more likely than the average paddler to receive training from an ACA-certified instructor and 13 percent more likely to pursue online classes or certifications of those that have received training.



40%

from a local paddling club



38%

from an ACA*-certified instructor



35%

from a friend

*American Canoe Association (ACA)

Eighteen percent

of whitewater participants have between five and seven years of whitewater paddling experience.

Whitewater kayakers own an average of two kayaks per household.

Since whitewater kayaks are designed for specific uses, it can make sense for paddlers to own more than one boat for their different paddling pursuits.

CROSSOVER ACTIVITIES

Whitewater participants clearly enjoy the sport of kayaking as a whole. Half of them also participate in recreational kayaking. In fact, whitewater participants tend to spend slightly more time recreational kayaking, an average of eight days per year, than whitewater kayaking, an average of 7.5 days. It is important to keep in mind that recreational kayaking can be used to practice whitewater techniques and strengthen comprehensive kayaking skills.



RECREATIONAL KAYAKING

50%

PARTICIPATED IN 2018



CANOEING

43%

PARTICIPATED IN 2018



SEA AND TOURING KAYAK AND RAFTING

33%

PARTICIPATED IN 2018

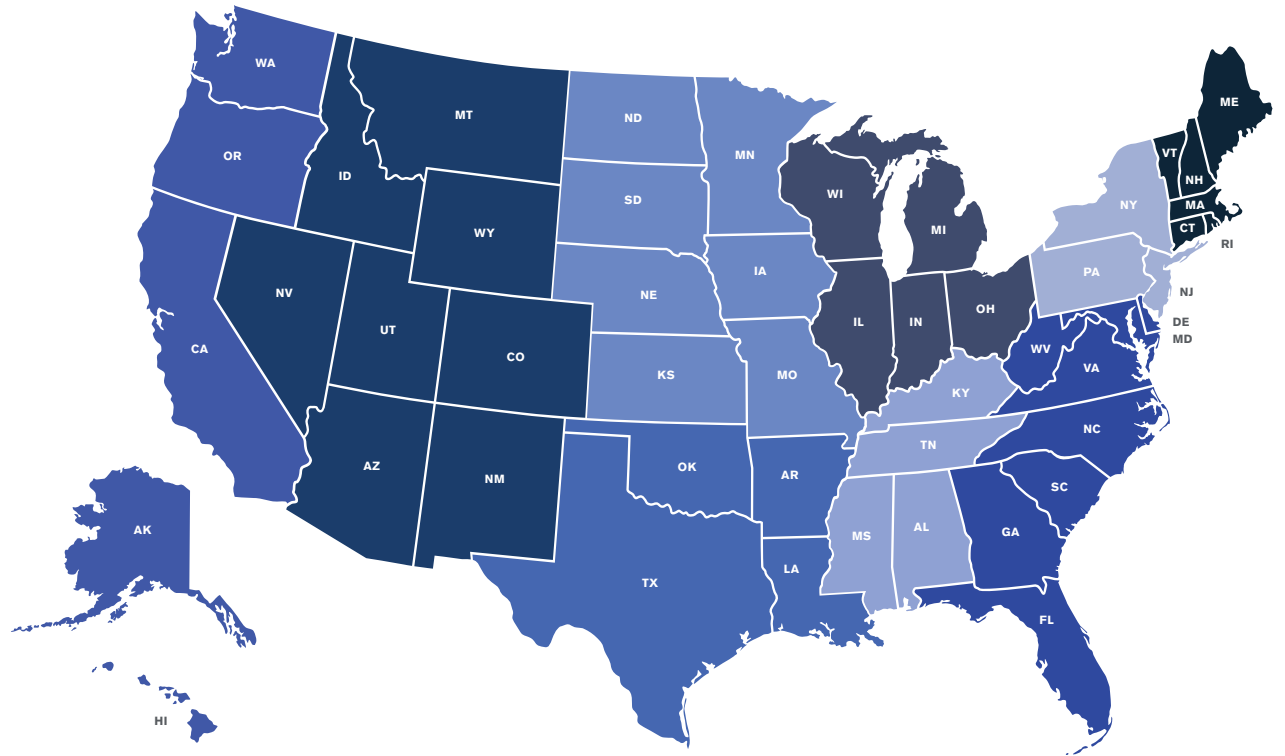
**KAYAKING
(WHITEWATER)**



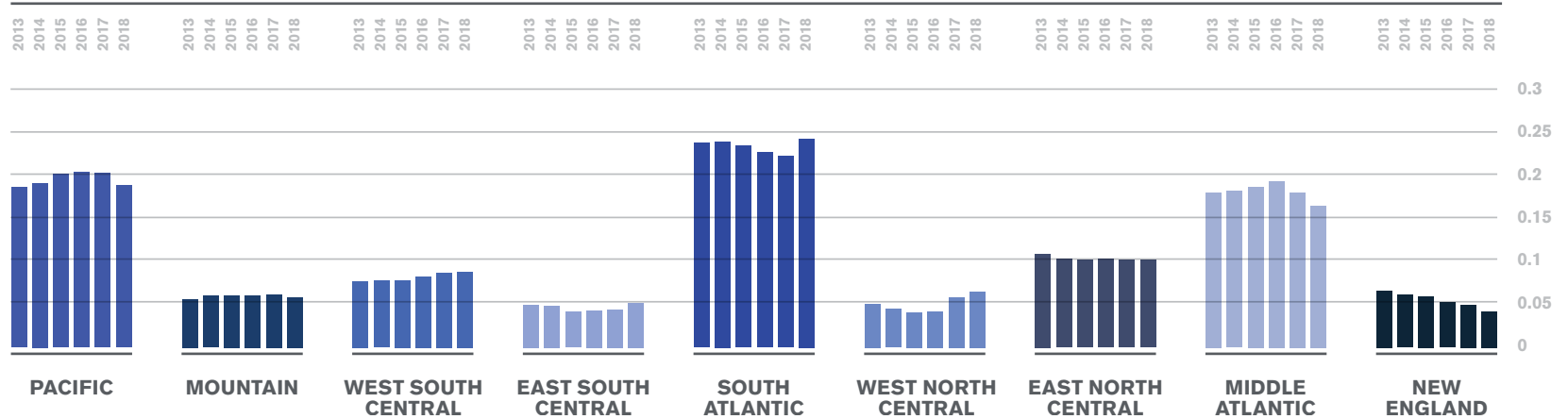
REGIONAL PARTICIPATION

The biggest spike in whitewater kayaking participation is in the center of the country—to the west of the Mississippi River, in the West South Central and West North Central regions. Most impressively, the West South Central jumped up from 7.1 percent in 2013 to 8.8 percent in 2018.

The South Atlantic region has the most whitewater kayakers, with more than 620,000 participants. The strength of the whitewater paddling community in this region has been influenced by early commercial paddling operations and a high density of accessible whitewater rivers.



YEAR-OVER-YEAR PARTICIPATION BY REGION





SEA AND TOURING KAYAKING



SEA AND TOURING KAYAKING

Evidence suggests that Inuit cultures were using homemade kayaks for long-distance voyages and hunting vessels as early as the 17th century. The frames of these early kayaks were made from wood and wrapped with seal or sea lion skins. The sea and touring kayaks of today are customized for specific uses and waterways, and they usually exchange turning radius and maneuverability for storage space and greater tracking ability. There are now 2.8 million people in the United States who enjoy taking on the open water in sea and touring kayaks.

Sea and touring kayakers tend to participate in the activity as a way to get close to nature while enjoying quality time with loved ones and getting a taste of adventure. A majority of these participants enjoy daytrips to their local lakes, rivers, and ocean access points, averaging seven trips per year. A substantial 71 percent of participants own sea or touring kayaks, and they usually purchase them from sporting goods stores.

Sea and touring kayaking is a relatively niche paddling activity with among the fewest participants out of the surveyed paddlesports. Participation is strongest among affluent males, ages 25 to 34, who have a college degree or some college-level education. Participants tend to be homeowners and are almost evenly split between being married and single.

DEMOGRAPHICS



43%

FEMALE



57%

MALE



71%

WHITE/
CAUCASIAN



37%

MARRIED



39%

SINGLE/
NEVER
MARRIED



65%

HOMEOWNERS

Participation among females and males has been relatively stable for last six years; however, female participation jumped 2.3 percent from 2017 to 2018.





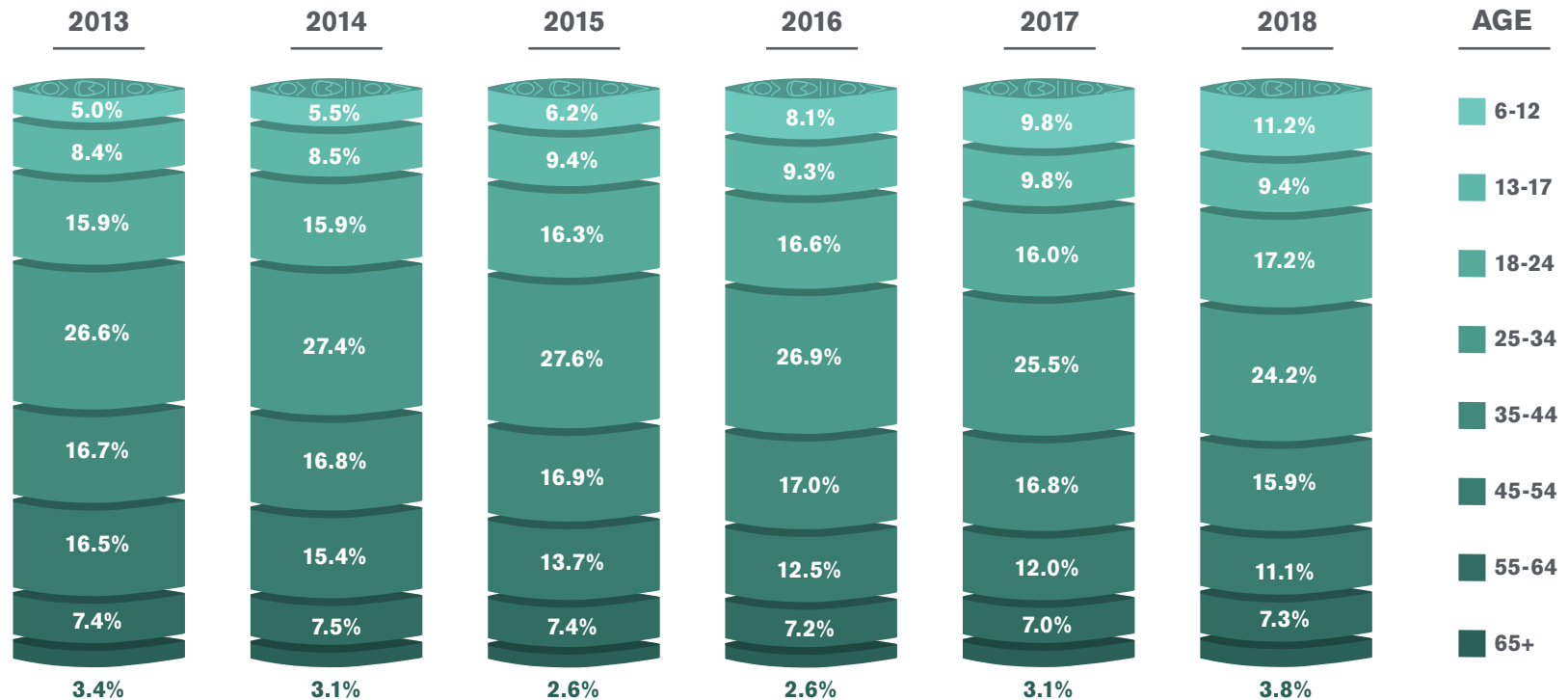
PARTICIPATION BY AGE GROUP

The sea and touring kayaking participation rate is strongest among adults ages 25 to 34. This age demographic represents 679,000 of the activity's 2.8 million participants. Despite that, the participation rate among these adults, ages 25 to 34, is declining and has been for the past four years.

Meanwhile, 2018 was a benchmark year for participation among children ages six to 12. Youth participation increased by 24,000 participants from 2017 to 2018. The larger picture is even more encouraging: Over the last six years, the participation rate among children has jumped by 17,000 participants.

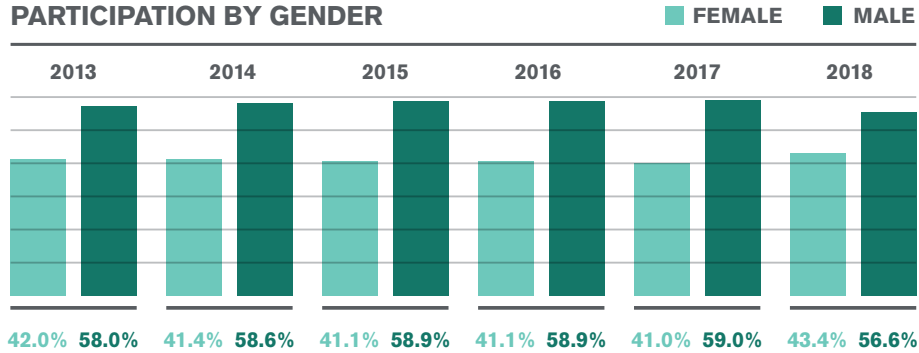
Also promising, is the fact that more than half of participants were new to the activity in 2018. Organized outings played a large role in motivating these first-timers. In fact, first-time participants were eight percent more likely to go paddling with a club or group than more experienced paddlers.

PARTICIPATION BY AGE GROUP





PARTICIPATION BY GENDER



Female participants are relatively experienced

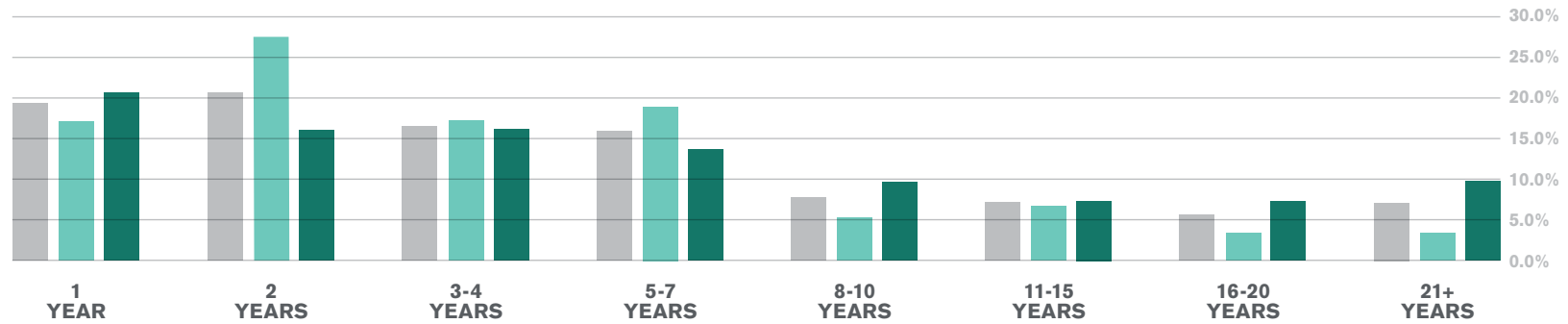
in sea and touring kayaking. They far surpass males in mid-range experience, which is defined as two to seven years of sea and touring kayak experience.





YEARS PARTICIPATING BY GENDER

AVERAGE FEMALE MALE



STEPS TO GETTING OUTSIDE



HOURS SPENT
PLANNING
2.7 HOURS



HOURS SPENT
PACKING
2.1 HOURS



HOURS SPENT
PADDLING
4.2 HOURS



HOURS SPENT **TRAVELING ROUNDTRIP** ~2.8 HOURS

Participants spend slightly more time planning and packing for their trips than they spend paddling. The average participant preps for 4.8 hours and paddles for 4.2.

Female participants are 10 percent more likely than their male counterparts to travel more than 50 miles to go sea or touring kayaking.





HOW DO THEY PARTICIPATE?

A vast majority of participants own at least one sea or touring kayak. Those who do not own boats are almost evenly divided on renting versus borrowing them. Thirty-one percent rent, and 29 percent borrow from someone.

WHERE DO THEY RENT?



52%

ONSITE RENTAL PROVIDER

(boathouse, marina, etc.)



34%

LOCAL INDEPENDENT OUTDOOR SPECIALTY STORE



6%

OUTDOOR SPECIALTY CHAIN

(REI, Cabela's, etc.)

Because taking on the open ocean or large lakes can require paddling technique and a solid knowledge of water and navigation, many sea and touring kayakers—45 percent—have received paddling training. First-time participants are even more likely to have training. They are six percent more likely than the average and 13 percent more likely than seasoned paddlers to have received some sort of paddling instruction.

Online training tools are attractive to sea and touring kayakers. This group is 10 percent more likely than the average paddling participant to stream tutorials or get other online instruction.

OF THOSE THAT HAVE RECEIVED TRAINING



37%

from a local paddling club



35%

from an ACA*-certified instructor



32%

from a online tutorial (ex: YouTube)

*American Canoe Association (ACA)



Only 30 percent of sea and touring kayakers have considered taking formal instruction to further their skills.

CROSSOVER ACTIVITIES

Participants do not limit themselves to just sea and touring kayaking; nearly half of them walk and jog as well. They also enjoy trying out different paddlesports. In fact, 54 percent went rafting and 44 percent went canoeing for the first time in 2018.



CANOEING

44%

WENT 2 TO 3 TIMES



RECREATIONAL KAYAKING

26%

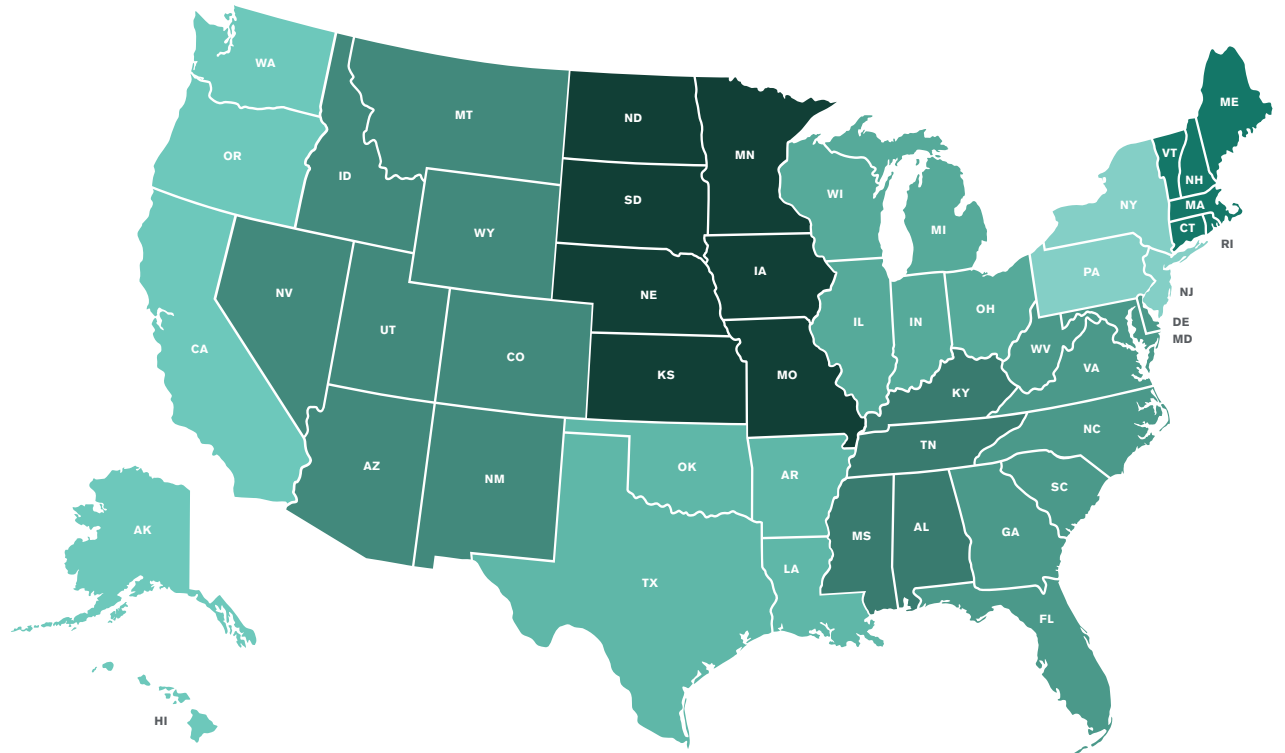
WENT 4 TO 6 TIMES

KAYAKING
(SEA AND TOURING)

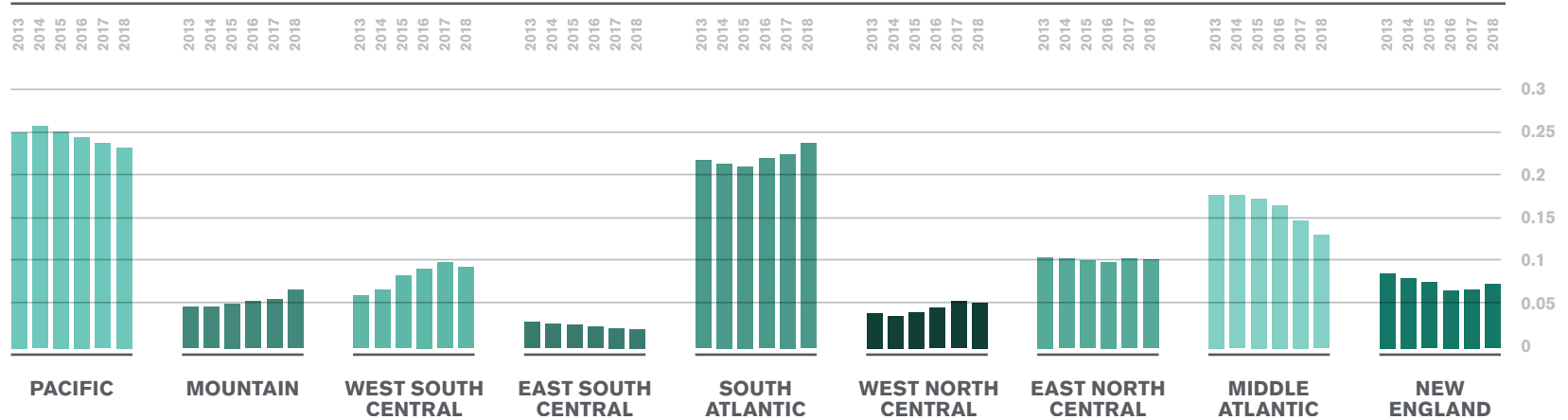


REGIONAL PARTICIPATION

Like participation in other paddlesports, regional participation in sea and touring kayaking is shifting. The South Atlantic accounts for the largest number of participants with more than 663,000 of the 2.8 million total participants. While this region has maintained steady growth over the past few years, the West South Central and Mountain regions have experienced strong growth. The West South Central region is up by 3 percent, closely followed by the Mountain region, which has increased by 2 percent. On the other hand, once strong areas for participation, like the Pacific, New England and Middle Atlantic regions, are seeing noticeable drops in participation. In fact, the Middle Atlantic is down almost five percent from six years ago.



YEAR-OVER-YEAR PARTICIPATION BY REGION





RAFTING



RAFTING

Similar to canoes and kayaks, rafts were once used for transportation and exploration. One of the first recorded group rafting trips dates back to the early 1800s with an attempted paddle down the Snake River in Wyoming. The raft, however, was constructed using available resources, and the primitive raft and other equipment limitations prevented the rafters from completing the journey.

Today's rafts are built from flexible rubberized synthetic fabrics, PVC and polyurethane, and they can be used for everything from a casual day float to a classic Grand Canyon trip. In fact, these modern, durable materials and the refinement of raft designs allowed for the rise of the commercial rafting industry in the 1960s. Rafting participation is still strong today, now with 3.4 million participants across the United States.

Rafting participants seem to enjoy that navigating the boat requires teamwork. Many of them report that experiencing adventure in the company of family and friends is the main reason they raft.

People who raft tend to consider themselves casual participants who split their time between multiple recreational activities. Indeed, outings usually only last one day, and participants travel between just one and 10 miles to put in. A mere 17 percent of participants stay overnight during rafting trips.

Typical rafting participants are affluent single men who have at least some college education. More than half of all rafting participants have a household income of at least \$75,000 per year and own a single-family home. Many of these singles with expendable cash also own their own rafts, which are usually purchased from sporting goods stores or mass merchants.

DEMOGRAPHICS



45%

FEMALE



55%

MALE



77%

WHITE/
CAUCASIAN



29%

MARRIED



43%

SINGLE/
NEVER
MARRIED



59%

HOMEOWNERS

More females are taking up rafting and other paddlesports for the first time and slowly closing the overall gender gap in paddlesport participation.

Participation among females and males has been relatively stable for last six years; however, **female participation jumped 2.3 percent from 2017 to 2018.**



RAFTING



PARTICIPATION BY AGE GROUP

As rafting has evolved, so have boat technology and cost. Now, with significantly higher entry costs than other paddlesports, rafting is growing among older generations who have more time and disposable income than younger generations. While adults ages 25 to 34 still represent 21 percent of the 3.5 million rafting participants, their participation rate has plateaued. In the meantime, rafting participation among those slightly older, ages 35 to 44, has been

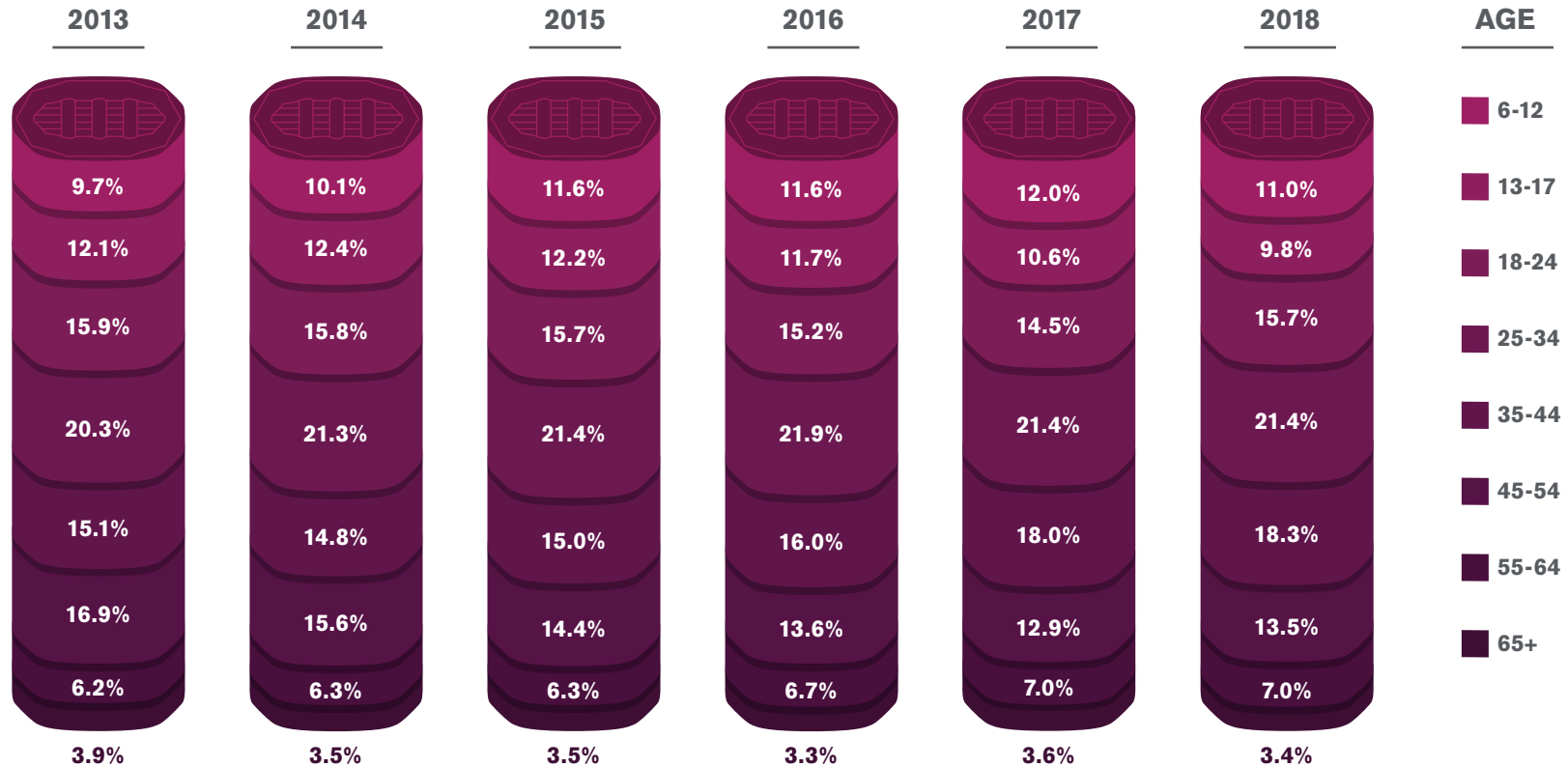
growing. This trend toward older rafters is further proven by rafting’s second strongest growth area: adults ages 55 to 64.

Rafting participants spend a significant amount of time preparing for their trips—4.8 hours in total—but they also spend a significant amount of time on the water. Each daytrip averages a solid 4.7 hours of rafting.

Nearly half of all participants—

49 percent—tried rafting for the first time in 2018. If these new participants continue rafting, it would be a welcome boost in participation. This is especially encouraging since overall rafting participation is slightly lower than it was in previous years.

PARTICIPATION BY AGE GROUP



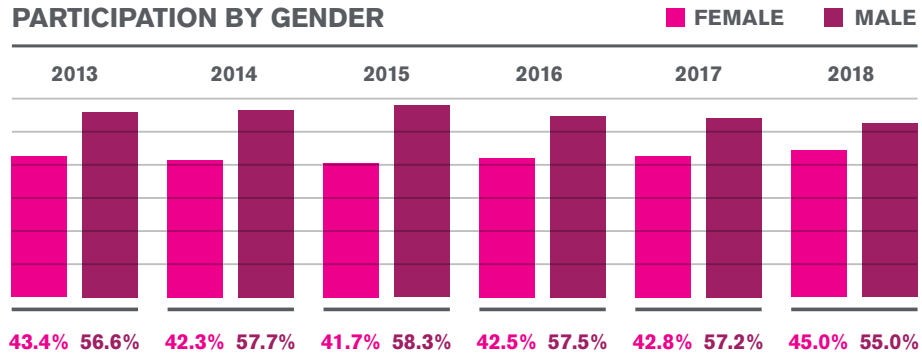
RAFTING



STEPS TO GETTING OUTSIDE



PARTICIPATION BY GENDER



Women are 12 percent more likely than men to travel more than 50 miles to go rafting.

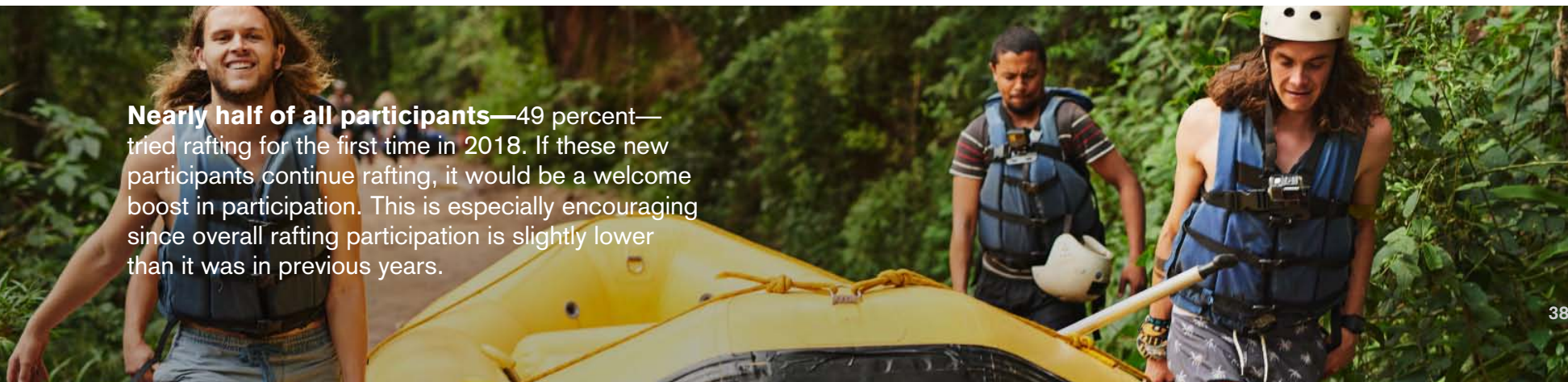
OKLAHOMA

Located within the heart of downtown Oklahoma City is a whitewater paddler's dream. Riversport Rapids is a world class, manmade whitewater course which offers adventures for whitewater kayak, canoe, and rafting paddlers. Also a home for aspiring and current U.S. national canoe and kayak athletes, the facility is renowned as being the most advanced artificial river course ever to be built. With many other family friendly recreational activities offered within the boathouse district, this facility continues to serve as an economic development driver for recreational tourism in the region as well as a steady source of paddlesport participation.

<https://www.okc.gov/Home/Components/News/News/1672/140?npage=8&selcat=61&arch=1>



Nearly half of all participants—49 percent—tried rafting for the first time in 2018. If these new participants continue rafting, it would be a welcome boost in participation. This is especially encouraging since overall rafting participation is slightly lower than it was in previous years.





HOW DO THEY PARTICIPATE?

The average participant rafts 4.2 days out of the year, with a determined eight percent rafting 10 to 20 times per year. Most participants take these trips in their own rafts, but of the 45 percent of participants who do not own one, 31 percent rent, and 24 percent borrow.

WHERE DO THEY RENT?



56%

ONSITE RENTAL PROVIDER

(boathouse, marina, etc.)



26%

LOCAL INDEPENDENT OUTDOOR SPECIALTY STORE



12%

OUTDOOR SPECIALTY CHAIN

(REI, Cabela's, etc.)

Since most rafting participants classify themselves as casual participants, it is uncommon for them to seek training. Those 36 percent that do seek to further their skills tend to go to a local paddling club for instruction. In fact, rafting participants are 11 percent more likely to receive training from a local paddling club than the average paddling participant.

OF THOSE THAT HAVE RECEIVED TRAINING



38%

from a local paddling club



33%

from an ACA*-certified instructor



30%

from a friend

*American Canoe Association (ACA)



41 percent of rafting participants have between three and seven years of paddling experience.

CROSSOVER ACTIVITIES

When they are not rafting, 51 percent of participants enjoy a good day of hiking and 45 percent like to go car camping. They also enjoy different types of paddling with about half of participants canoeing and kayaking.



CANOEING

54%

CROSS PARTICIPATION IN 2018



RECREATIONAL KAYAKING

49%

CROSS PARTICIPATION IN 2018



WHITEWATER KAYAKING

27%

CROSS PARTICIPATION IN 2018

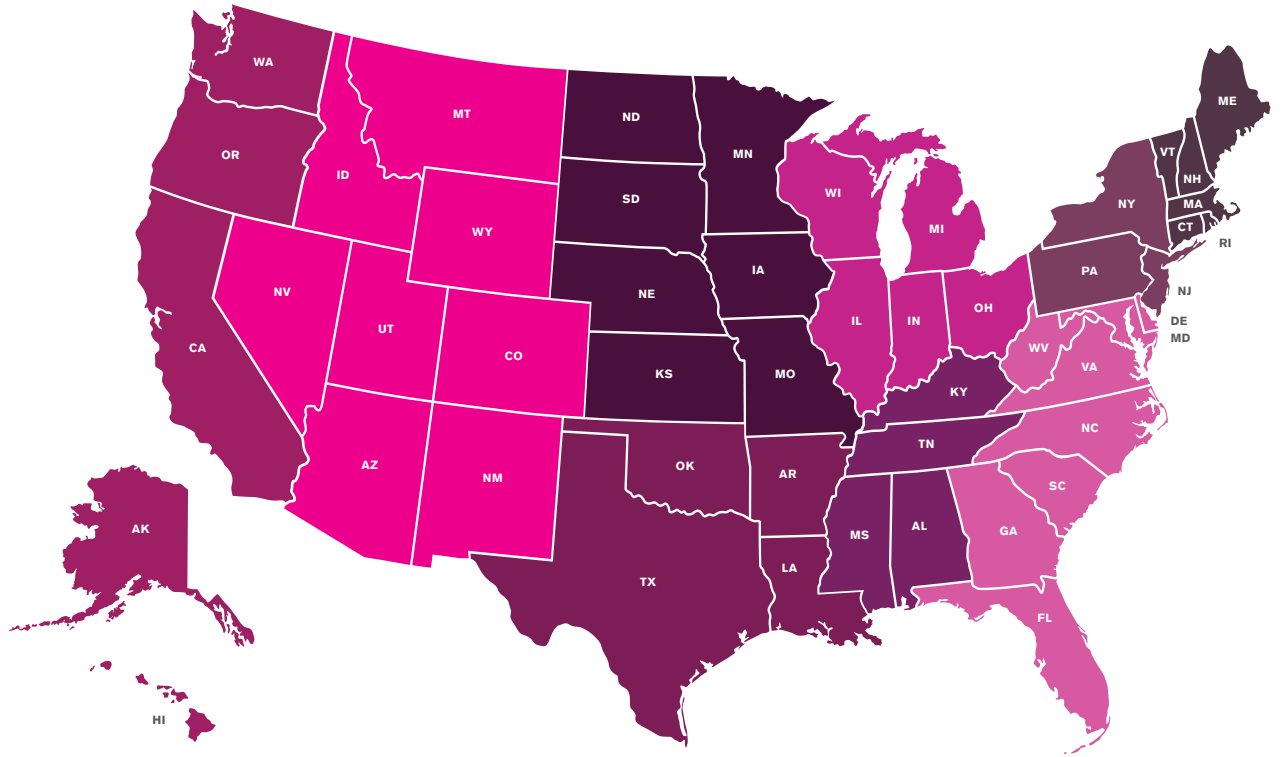
42 percent of rafting participants canoe two or three times per year.

RAFTING



REGIONAL PARTICIPATION

Since rafting can be as serene or extreme as the participant wants and rafts can navigate a variety of waterways, rafting participation is spread fairly evenly across the United States. The Pacific region, with plentiful lakes and rivers flowing into the Pacific Ocean, has the highest participation rate. Despite this, rafting popularity is slowly declining in the Pacific. The same can be seen in the South Atlantic. On the other hand, participation in the East North Central region is steadily climbing.



YEAR-OVER-YEAR PARTICIPATION BY REGION





STAND UP PADDLING



STAND UP PADDLING

While stand up paddling may seem like a new activity, it has actually been around for quite some time. This type of paddling has been used for various purposes throughout the world but has undeniable Polynesian roots. Hawaiian surfers cast a spotlight on the activity that most closely relates to today's stand up paddling, and the surf culture and mindset still lingers through the stand up paddling community.

Recent enthusiasm for outdoor activities has brought increased popularity to stand up paddling. Today 3.5 million Americans participate in the activity, using a board and paddle to create endless possibilities—surfing, racing, cruising, fishing, yoga and even taking loved ones or pets for a ride.

Stand up paddlers see themselves as casual participants who, like other participants, enjoy paddling as a workout and a way to spend time with loved ones. These casual participants like taking daytrips to nearby lakes and rivers, although a noteworthy 11 percent regularly take multiday trips.

Unlike the other paddling activities, stand up paddling has more female participants than male. In the last six years, female participation has jumped an impressive seven percent.

Stand up paddling participants tend to be married homeowners whose household income is at least \$75,000. With space and reliable income, almost half of participants own stand up paddleboards that were purchased from sporting goods stores or outdoor specialty chain stores.

DEMOGRAPHICS



51%

FEMALE



49%

MALE



74%

WHITE/
CAUCASIAN



44%

MARRIED



37%

SINGLE/
NEVER
MARRIED



67%

HOMEOWNERS

Males were ten percent more likely than females to have participated in stand up paddling for the first time in 2018.





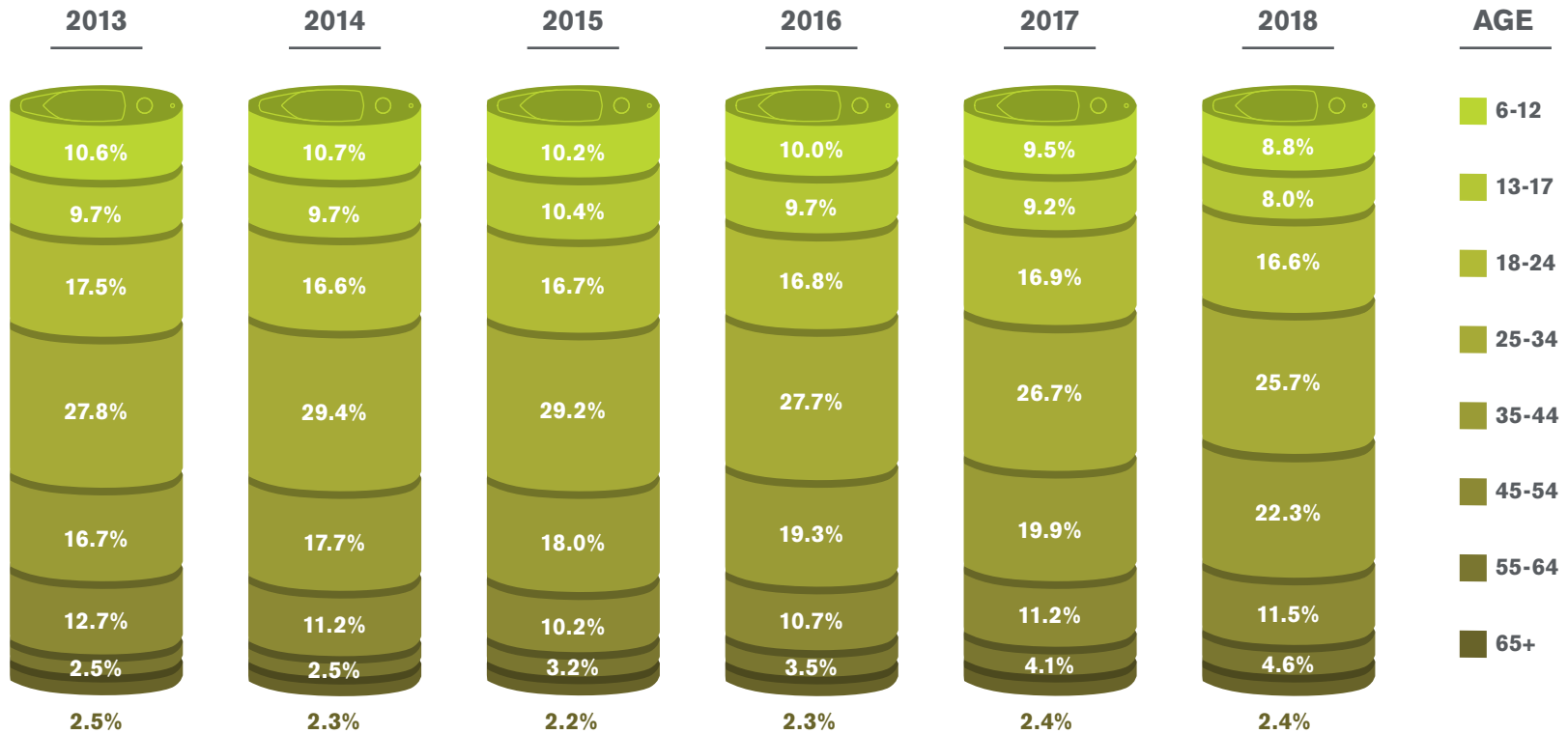
PARTICIPATION BY AGE GROUP

Along with stand up paddling's gender shift, the age profile is also changing. Adults ages 25 to 34 currently have the highest participation rate; just over one-quarter of all participants are within this age range. However, participation among slightly older adults, ages 35 to 44, is rapidly increasing.

Along those same lines, steady growth is seen in adults ages 55 to 64. These older adults are making up for the decline in the participation of children and adolescents.

Stand up paddling can be a fairly straightforward activity that requires minimal equipment. This simplicity leads most participants to spend minimal time and effort preparing for an outing. In fact, participants spend just 2.2 hours planning and 1.6 hours packing. Like other paddling participants, stand up paddlers opt to stay close to home. More than half travel only one to 10 miles.

PARTICIPATION BY AGE GROUP



STAND UP PADDLING

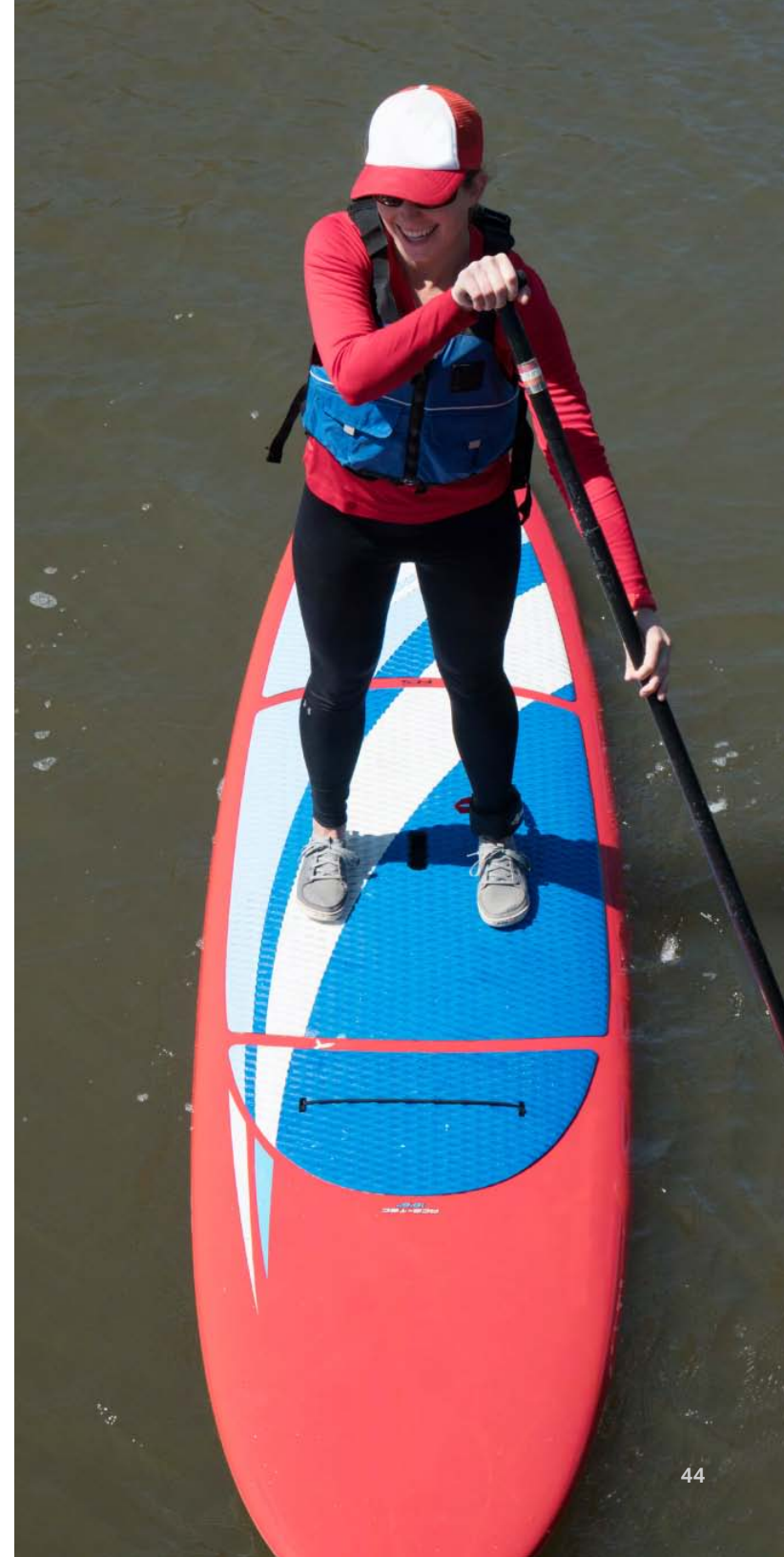
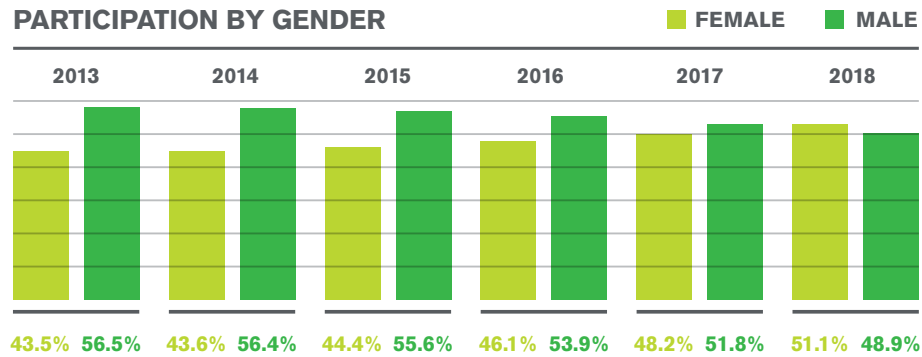


STEPS TO GETTING OUTSIDE



Twenty percent of stand up paddlers travel between 10 and 25 miles to their paddling destinations. A committed 17 percent travel more than 50 miles. Out of all of the paddling activities, stand up paddlers are willing to travel the farthest. Women are nine percent more likely than men to travel the extra distance.

PARTICIPATION BY GENDER





HOW DO THEY PARTICIPATE?

Stand up paddlers average 6.3 days per year out on their boards, with 26 percent going out seven to 10 times annually. Almost half of stand up paddlers have their own paddleboards. For the 53 percent who do not own boards, 42 percent rent them, and 26 percent borrow them from someone.

WHERE DO THEY RENT?



76%

ONSITE RENTAL PROVIDER

(boathouse, marina, etc.)



18%

LOCAL INDEPENDENT OUTDOOR SPECIALTY STORE



4%

OUTDOOR SPECIALTY CHAIN

(REI, Cabela's, etc.)

Stand up paddling participants tend to be self-taught paddlers, with only 31 percent completing some type of hands-on training. They appear to be willing to advance their skills online. Stand up paddlers are eight percent more likely than the average paddling participant to receive training from an online tutorial, such as YouTube.

OF THOSE THAT HAVE RECEIVED TRAINING



38%

from a local paddling club



35%

from a friend



30%

online tutorial (ex: YouTube)



Stand up paddlers use onsite rental providers more than any other paddlesport participants.

CROSSOVER ACTIVITIES

Stand up paddlers love to get outside, even if it's without their boards. A majority walk and hike in their spare time. They also regularly participate in other paddling activities, particularly recreational kayaking, which engages 66 percent of stand up paddlers.



RECREATIONAL KAYAKING

66%

CROSS PARTICIPATION IN 2018



CANOEING

40%

CROSS PARTICIPATION IN 2018



RAFTING

23%

CROSS PARTICIPATION IN 2018

28 percent

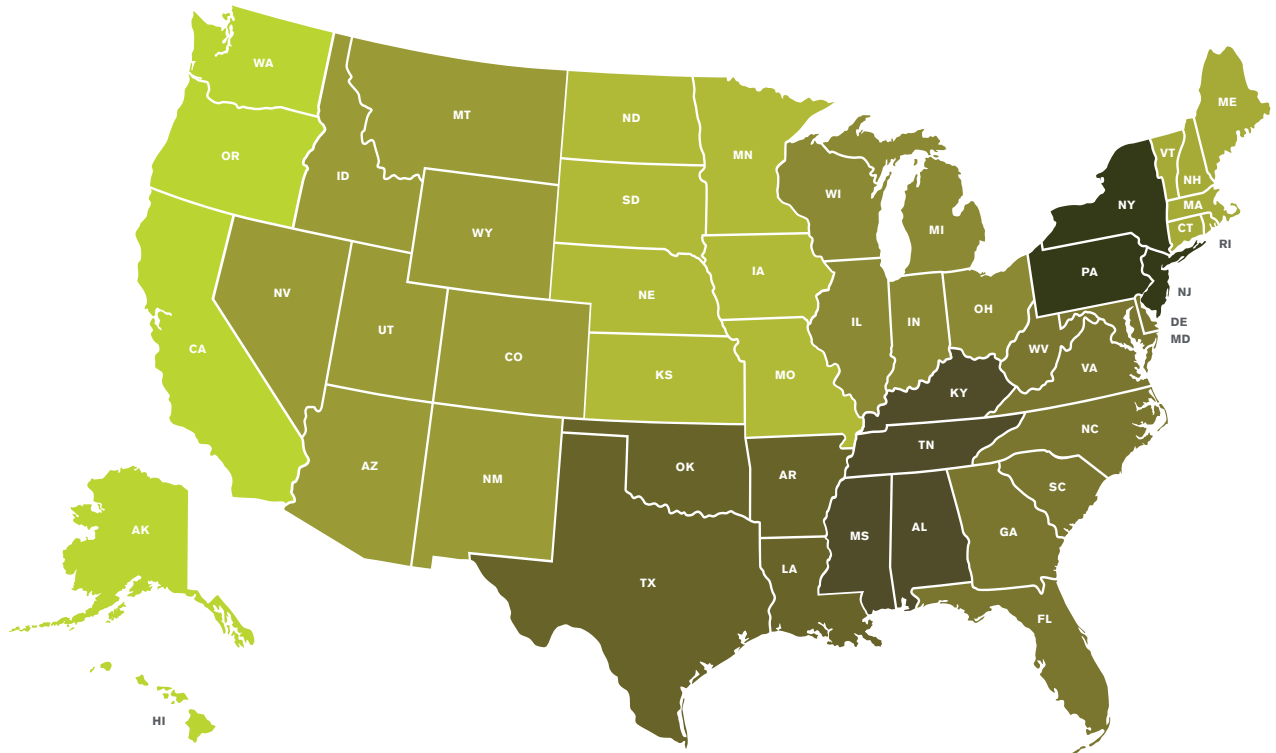
of stand up paddlers went recreational kayaking four to six times in 2018.

STAND UP PADDLING

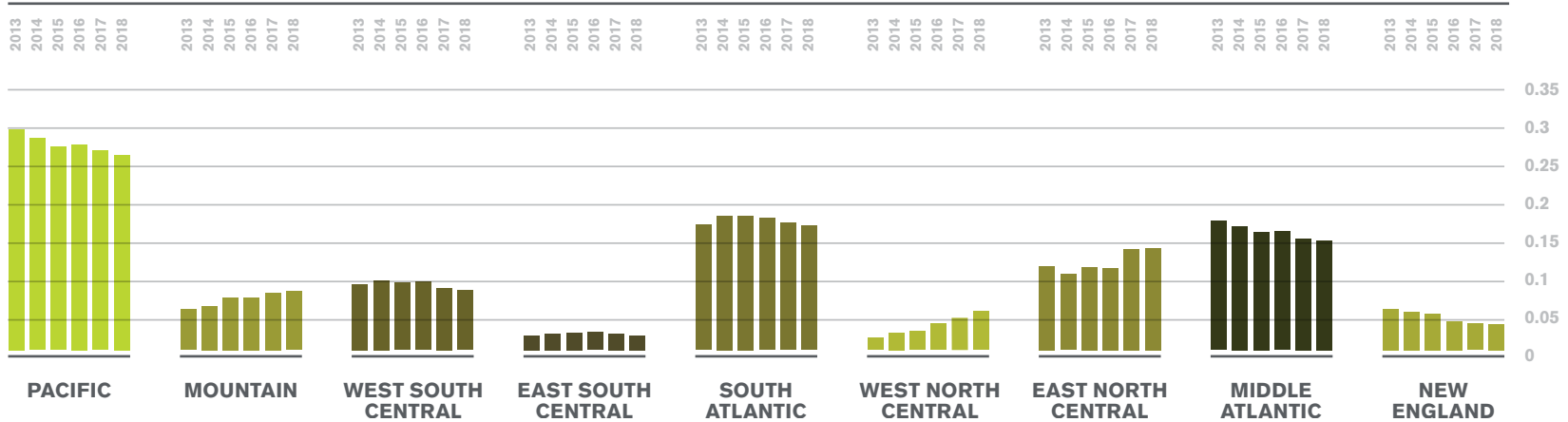


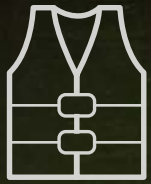
REGIONAL PARTICIPATION

The geographic breakdown of stand up paddling participation is dispersed throughout the country and resembles that of rafting. While the Pacific region includes more than one-quarter of the nation's 3.5 million stand up paddlers, this region's historical dominance in participation is weakening. In the meantime, stand up paddling participation is growing fast just to the east, in the Mountain, East North Central and West North Central regions. This surge in participation is likely due to the increased access of waterways and availability of stand up paddling equipment.



YEAR-OVER-YEAR PARTICIPATION BY REGION





PADDLING SAFETY AND INCIDENTS



PADDLING SAFETY AND INCIDENTS

With 22.9 million Americans participating in paddling activities each year, there are an unfortunate number of paddling-related accidents, injuries, and fatalities. The United States Coast Guard reported that paddlesport accidents from 2015 to 2017 resulted in 1,624 injuries and 758 deaths, but the number of incidents that go unreported is substantially larger¹. Although some accidents are inevitable, there are simple ways to increase safety and reduce risk. For example, 30 percent of paddlers do not own a personal flotation device, and 26 percent do not file a float plan.

This section on paddling safety and accidents will help educate the paddlesport industry and paddling participants about waterway hazards and ways to mitigate the risks of accidents, injuries, and fatalities through proper planning and a safety-minded attitude.

REPORTED INCIDENTS

While paddling activities appear low-risk, an alarmingly high 29 percent of incidents reported from 2015 to 2017 resulted in a fatality.

Reasons for paddlesport incidents vary, but more than three-quarters of reported incidents occur when there is clear visibility. Some accidents are attributed to environmental conditions, like hazardous water conditions or bad weather. Human error, like operator inexperience, inattention, and alcohol use, accounts for many of the other causes of an incident.



TOP REPORTED CAUSES OF PADDLE ACCIDENTS



HAZARDOUS WATERS



OPERATOR INEXPERIENCE



ALCOHOL USE



WEATHER



OPERATOR INATTENTION

Infrequent paddlers, those who participate less than four times per year, are more likely to admit that they have been in dangerous paddling conditions. These events seem to have a strong impact as first-time paddlers are 13 percent more likely to consider taking additional paddling education.

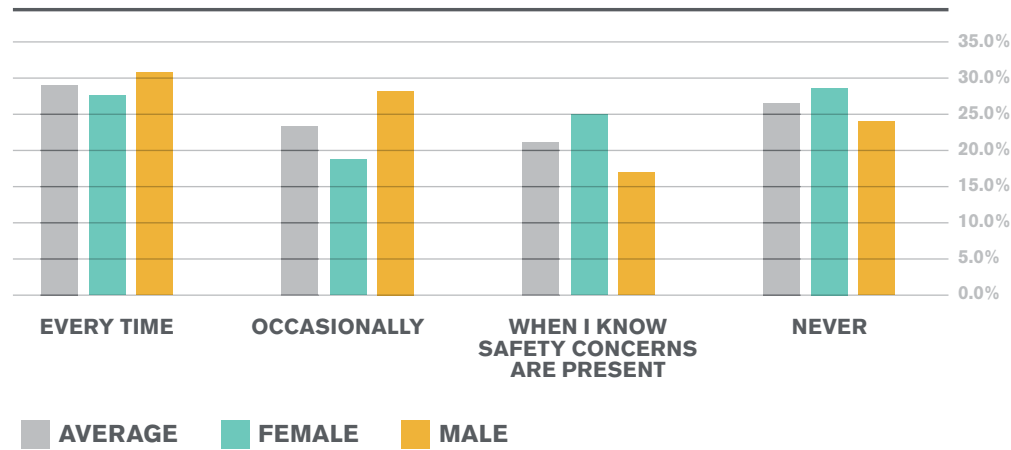


FLOAT PLANS

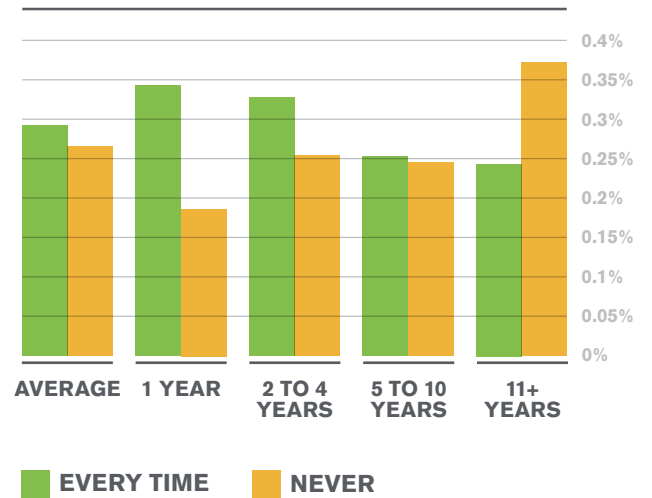
An important step in paddlesport safety is to create and file a float plan, a document that details specific information about the outing. Female participants are more likely than male participants to skip this step and not complete a float plan. On the other hand, women are more likely than men to create a plan when they are aware of possible safety concerns.

With age comes experience—but that may not apply to paddling safety. Paddlers ages 55 and older are nearly twice as likely to never complete a float plan, and they are less likely than the average paddler to complete one every time.

DO YOU CREATE A FLOAT PLAN?



FLOAT PLANS BY YEARS PARTICIPATING



FLOAT PLANS BY ACTIVITY

CREATE OR FILE A FLOAT PLAN



KAYAK
28% EVERY TIME
22% NEVER



CANOE
32% EVERY TIME
18% NEVER



RAFT
37% EVERY TIME
12% NEVER



STAND UP PADDLEBOARD
29% EVERY TIME
27% NEVER

PADDLING SAFETY



PERSONAL FLOTATION DEVICES (PFD)

According to data published by the U.S. Coast Guard, 149 people died while participating in paddling activities in 2017. Of those fatalities, where cause of death was known, 88 percent died by drowning.

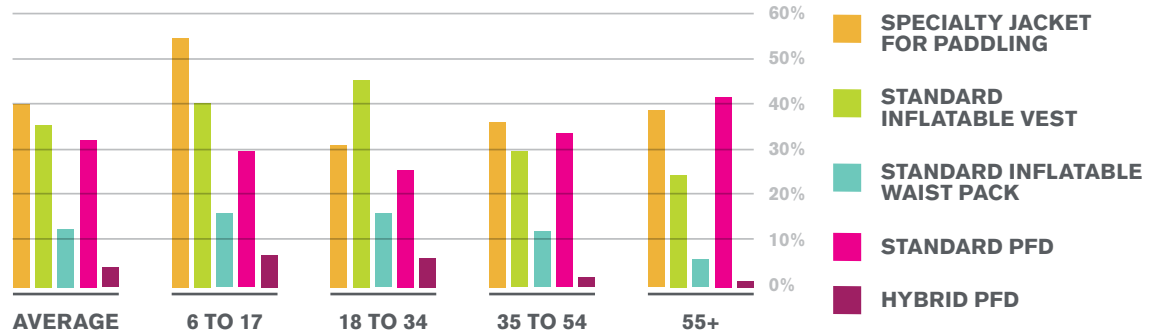
While wearing personal flotation devices is perhaps the simplest way to prevent drowning, survey data found that three in 10 paddling participants do not own a personal flotation device. This alone may not be a cause for concern since many participants borrow flotation devices and most boat rentals include them. What is alarming is that 15 percent of participants feel that flotation devices are generally unnecessary. That's roughly 3.4 million paddlers taking needless risk on the water.

Twenty percent of young adults ages 18 to 34 also think personal flotation devices are unnecessary. That being said, they are nine percent more likely than the average paddler and 11 percent more likely than those over age 54 to wear a flotation device when they think their paddling trip could be dangerous.

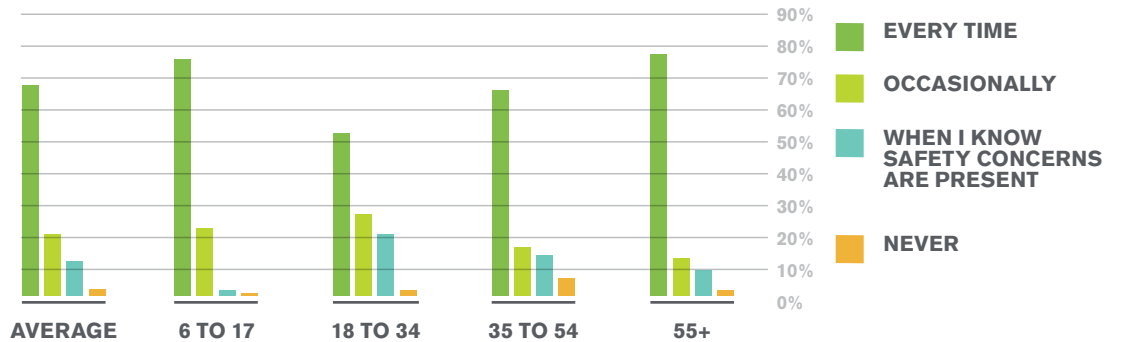
Where cause of death was known, 79 percent of paddle-related fatalities from 2015 to 2017 involved drownings. Of those drowning victims, an astounding 74 percent were not wearing personal flotation devices.

First-time paddlers tend to be more cautious. They are 19 percent more likely than experienced paddlers to wear flotation devices and nine percent more likely to borrow them. Among experienced paddlers, 72 percent own flotation devices.

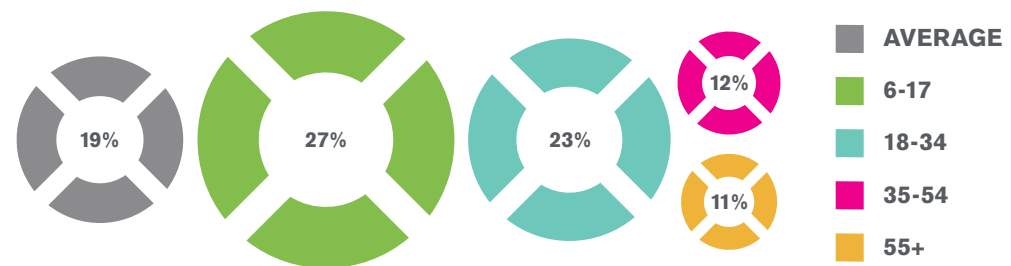
TYPE OF PFD BY AGE GROUP



LIKELIHOOD TO WEAR A PFD BY AGE GROUP



WEAR IT! BOATING SAFETY CAMPAIGN AWARENESS BY AGE GROUP



PADDLING SAFETY



SAFETY GEAR

Wearing proper safety gear when paddling—and educating paddlers about the necessary gear—is critically important. Female participants are more likely to paddle without proper gear. Notably, they are five percent less likely to take first-aid kits.

For the average paddling participant, when it comes to safety gear, the top three items to bring on a trip are first-aid kits, paddle leashes, and whistles. These items vary greatly depending on the age of the participant. Personal Locator Beacons are the least likely piece of safety gear brought on paddlesport outings.

MORE LIKELY THAN AVERAGE TO TAKE

6-17

Paddle Float
Paddle Leash
Dry suit

18-34

First-Aid Kit
Flotation
Helmet

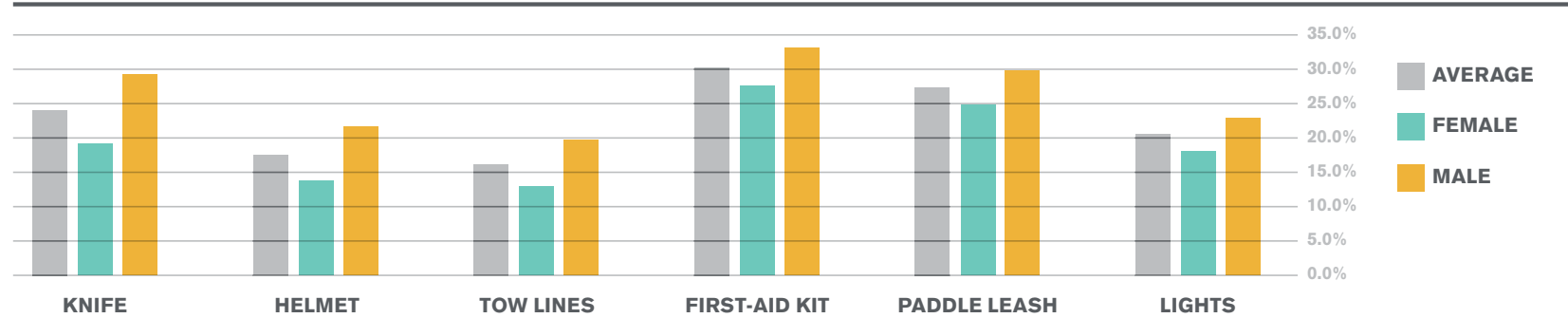
35-54

Knife
Tow Line
Light

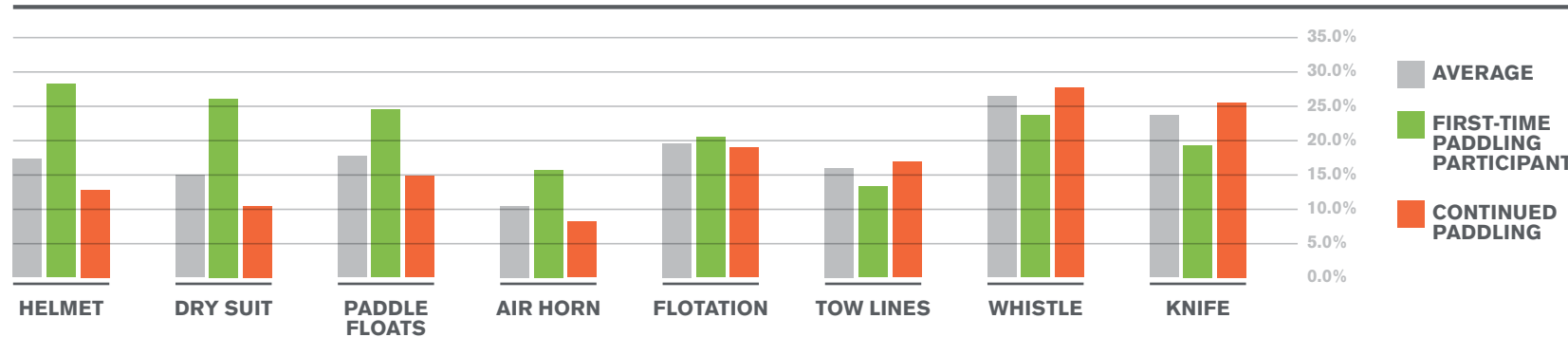
55+

Tow Line
Whistle
Knife

MOST COMMON GEAR TAKEN BY GENDER



ADDITIONAL SAFETY GEAR BY EXPERIENCE LEVEL



| PARTICIPATION RATES | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
|----------------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| All Paddling Activities | 7.2% | 7.4% | 7.8% | 7.8% | 7.7% | 7.6% |
| Canoe | 3.5% | 3.4% | 3.5% | 3.4% | 3.1% | 3.0% |
| Kayak Recreational | 3.0% | 3.0% | 3.2% | 3.4% | 3.5% | 3.7% |
| Kayak Sea/Touring | 0.9% | 1.0% | 1.0% | 1.1% | 1.0% | 0.9% |
| Kayak Whitewater | 0.7% | 0.8% | 0.9% | 0.9% | 0.8% | 0.9% |
| Rafting | 1.3% | 1.3% | 1.3% | 1.2% | 1.2% | 1.1% |
| Stand Up Paddling | 0.7% | 0.9% | 1.0% | 1.1% | 1.1% | 1.1% |

| PARTICIPANTS | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
|-------------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| All Paddling Activities | 20,842 | 21,748 | 22,997 | 23,047 | 22,825 | 22,929 |
| Canoe | 10,153 | 10,044 | 10,236 | 10,046 | 9,220 | 9,129 |
| Kayak Recreational | 8,716 | 8,855 | 9,499 | 10,017 | 10,533 | 11,017 |
| Kayak Sea/Touring | 2,694 | 2,912 | 3,079 | 3,124 | 2,955 | 2,805 |
| Kayak Whitewater | 2,146 | 2,351 | 2,518 | 2,552 | 2,500 | 2,562 |
| Rafting | 3,836 | 3,781 | 3,883 | 3,428 | 3,479 | 3,404 |
| Stand Up Paddling | 1,993 | 2,751 | 3,020 | 3,220 | 3,325 | 3,453 |

| DEMOGRAPHIC PROFILE | | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
|----------------------------|--------|-------------|-------------|-------------|-------------|-------------|-------------|
| All Paddling Activities | Male | 54.9% | 54.7% | 54.6% | 54.7% | 53.9% | 52.6% |
| | Female | 45.1% | 45.3% | 45.4% | 45.3% | 46.1% | 47.4% |
| Canoe | Male | 56.7% | 56.7% | 57.0% | 56.4% | 55.2% | 53.0% |
| | Female | 43.3% | 43.3% | 43.0% | 43.6% | 44.8% | 47.0% |
| Kayak Recreational | Male | 52.4% | 52.1% | 53.0% | 53.3% | 52.8% | 50.6% |
| | Female | 47.6% | 47.9% | 47.0% | 46.7% | 47.2% | 49.4% |
| Kayak Sea/Touring | Male | 58.0% | 58.6% | 58.9% | 58.9% | 59.0% | 56.6% |
| | Female | 42.0% | 41.4% | 41.1% | 41.1% | 41.0% | 43.4% |
| Kayak Whitewater | Male | 65.3% | 64.0% | 62.9% | 62.6% | 64.0% | 63.5% |
| | Female | 34.7% | 36.0% | 37.1% | 37.4% | 36.0% | 36.5% |
| Rafting | Male | 56.6% | 57.7% | 58.3% | 57.5% | 57.2% | 55.0% |
| | Female | 43.4% | 42.3% | 41.7% | 42.5% | 42.8% | 45.0% |
| Stand Up Paddling | Male | 56.5% | 56.4% | 55.6% | 53.9% | 51.8% | 48.9% |
| | Female | 43.5% | 43.6% | 44.4% | 46.1% | 48.2% | 51.1% |

OUTDOOR FOUNDATION



ACA Safety Education & Instruction Department
sei@americancanoe.org
540.907.4460



Ron Sarver, CAE
Chief, Knowledge & Learning Management
859.225.9487 | ron@nasbla.org




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DOLLARS AT WORK



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RBSInfo@uscg.mil