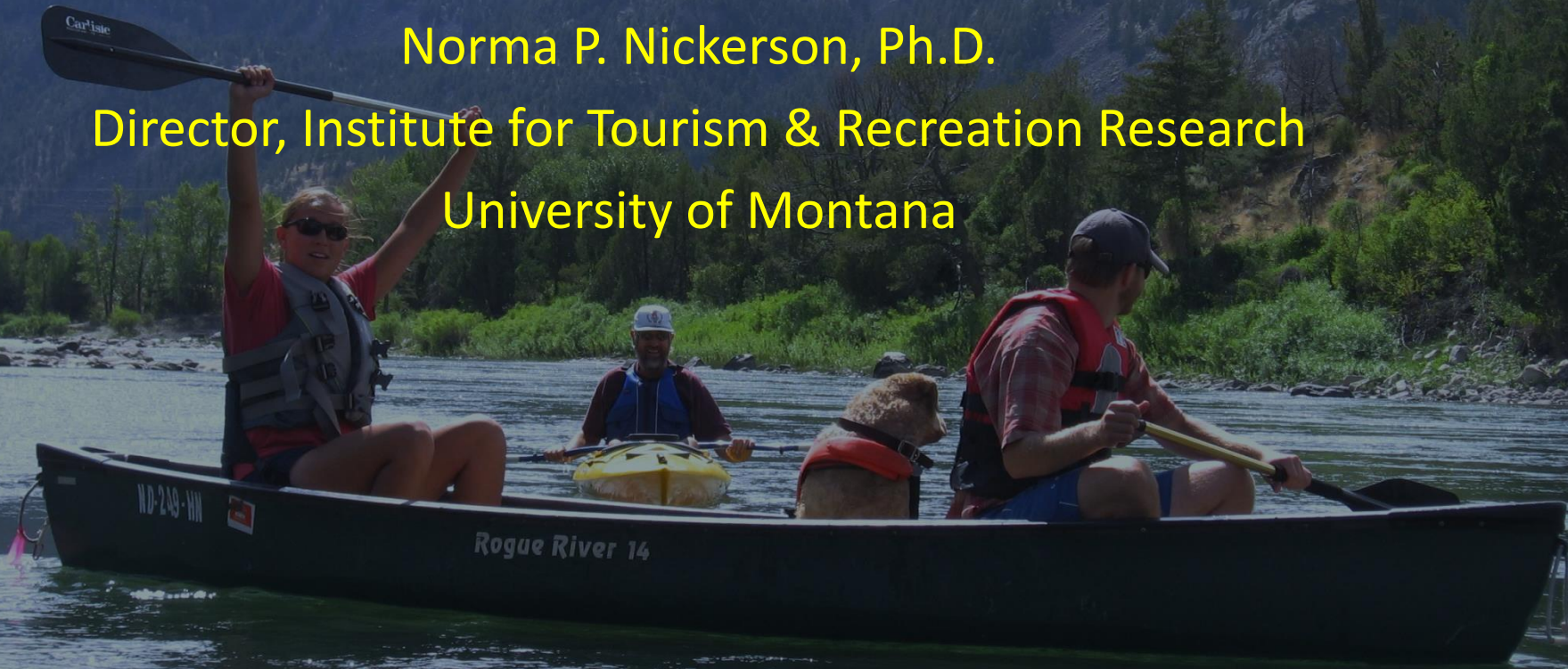


Recreation Participation Trends by You, Montanan's, and the rest of the Country!

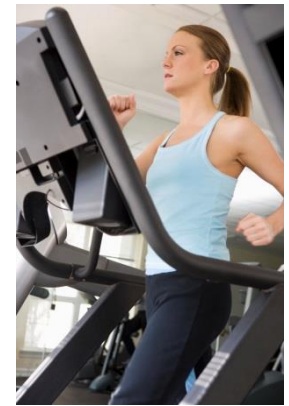
Norma P. Nickerson, Ph.D.

Director, Institute for Tourism & Recreation Research
University of Montana



Recreation Participation Survey

- Nationwide on-line survey Aug 11-15, 2014
- 319 MT and 432 outside of MT responded
- Asked number of times participated in the past 12 months on 96 activities within 9 categories.



Respondent Ages Represented

Ages	Montana	USA
6-17 years old	<u>18%</u> (58)	10% (45)
18-24 years old	6% (20)	7% (29)
25-34 years old	13% (42)	12% (50)
35-44 years old	13% (40)	9% (38)
45-54 years old	15% (49)	15% (63)
55-64 years old	23% (72)	27% (117)
65+	12% (38)	<u>21%</u> (90)

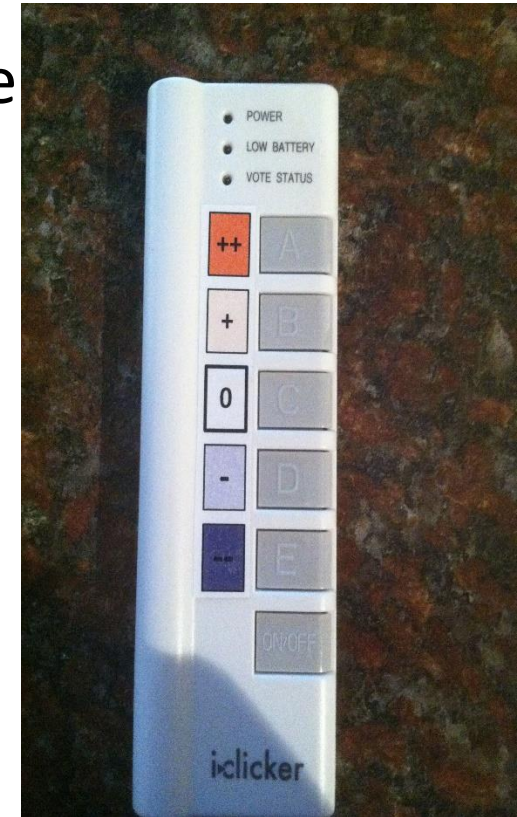


How do you compare to other Montanan's and others nationwide?



How to use your Clicker!

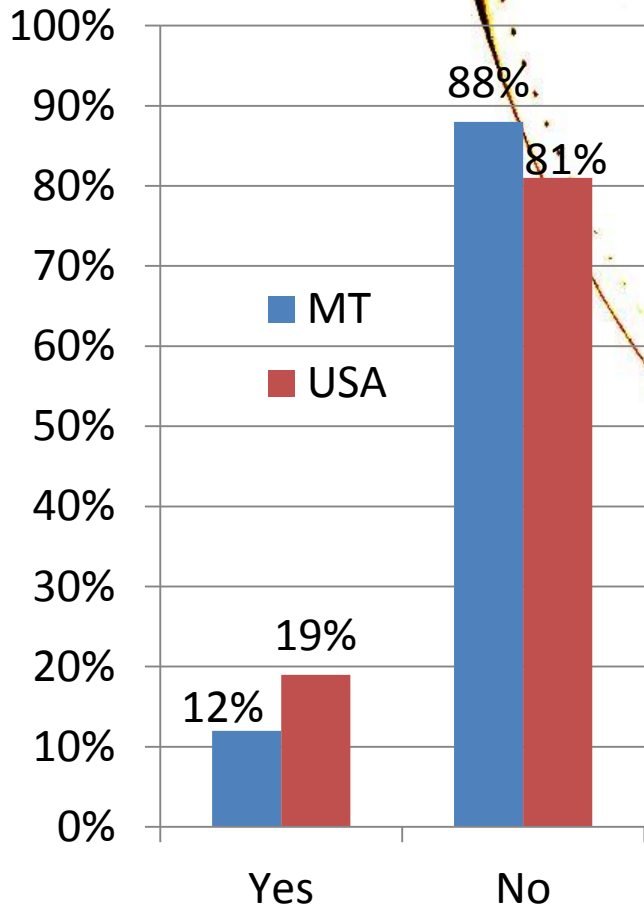
- I will present a question and enable polling.
- You will respond by “clicking” the appropriate button for your answer choice.
- A radio signal is sent immediately from each responding clicker to the receiver.
- The receiver stores the data.
- Graphic display results in a graph to the audience.
- Be sure to return your clicker as you leave the room. Any clicker not returned is registered as nonfunctioning and it will not work elsewhere.



In the past 12 months, did you play...

Q1: Tennis?

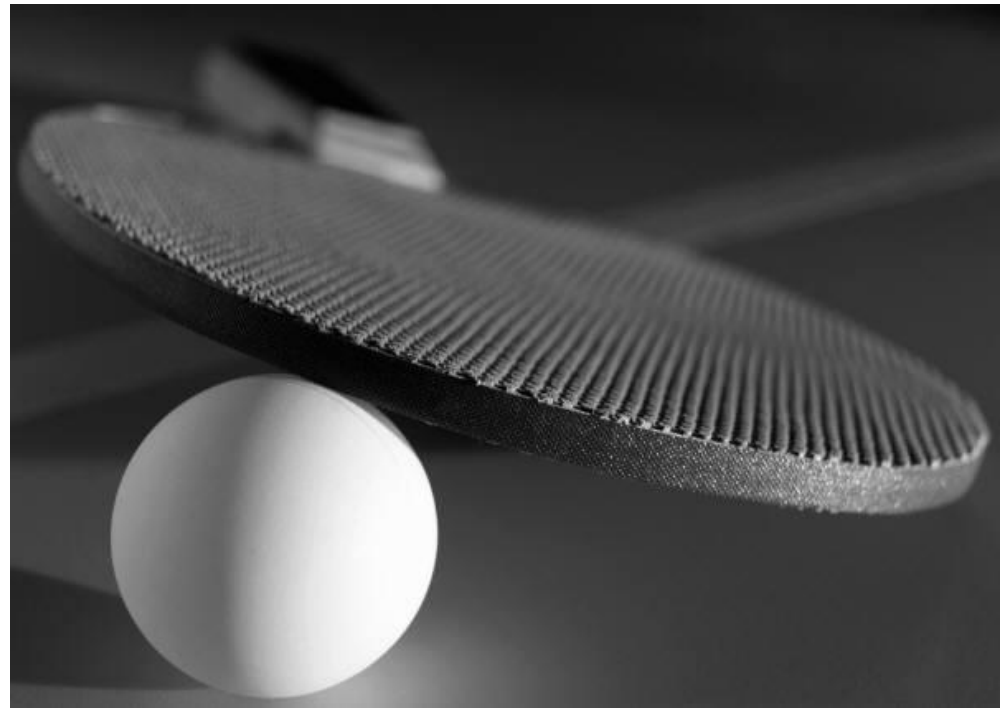
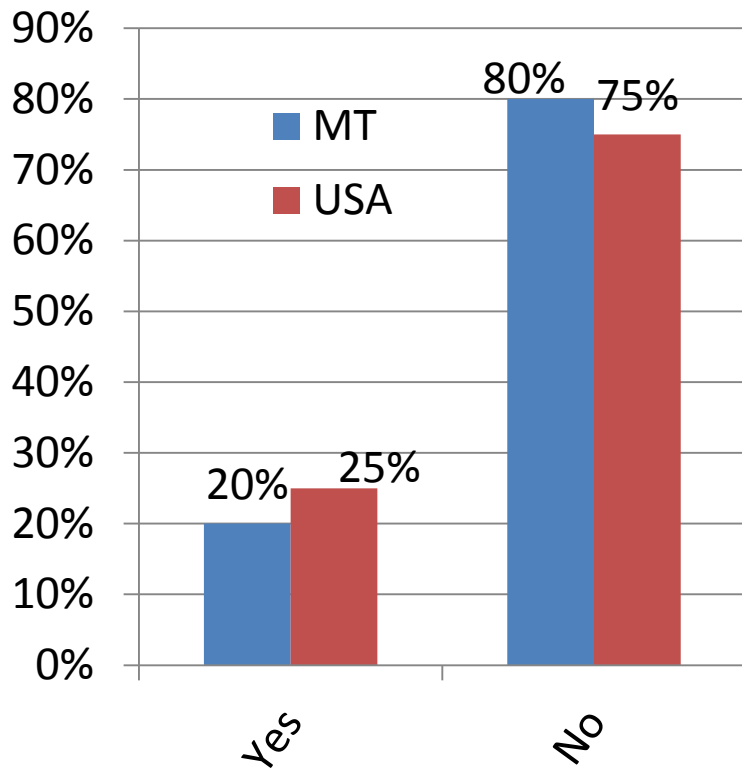
Tennis (% participation)



In the past 12 months, did you play...

Q2: Table Tennis?

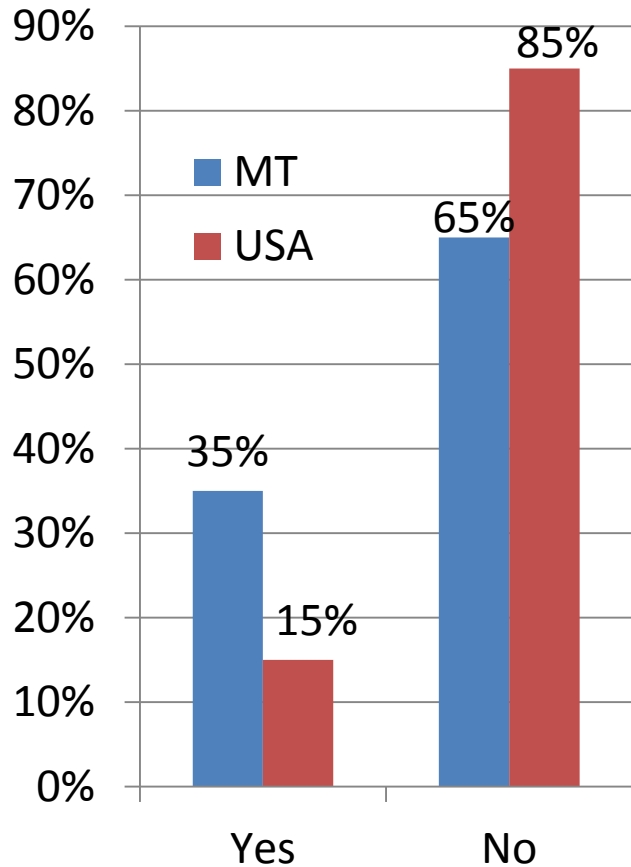
Table Tennis (% participation)



In the past 12 months, did you...

Q3: downhill ski?

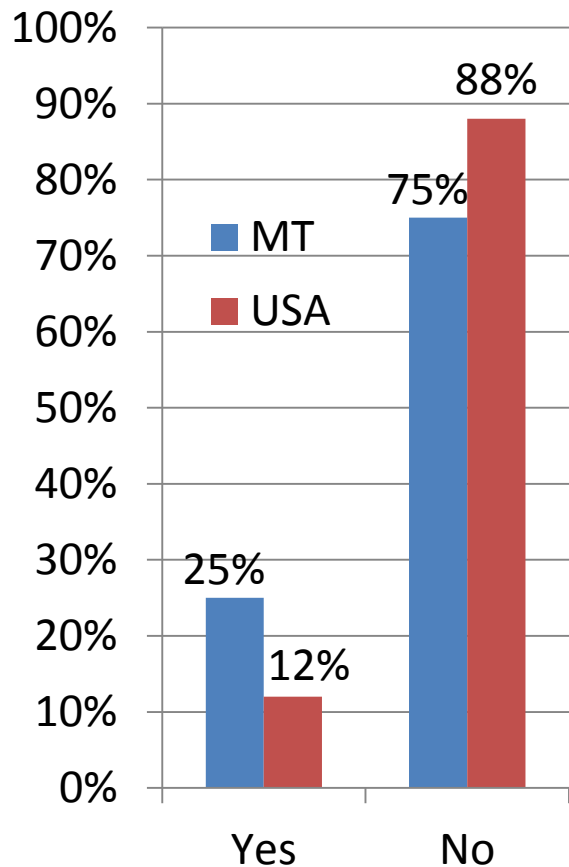
Downhill skiing (% participation)



In the past 12 months, did you...

Q4: XC ski?

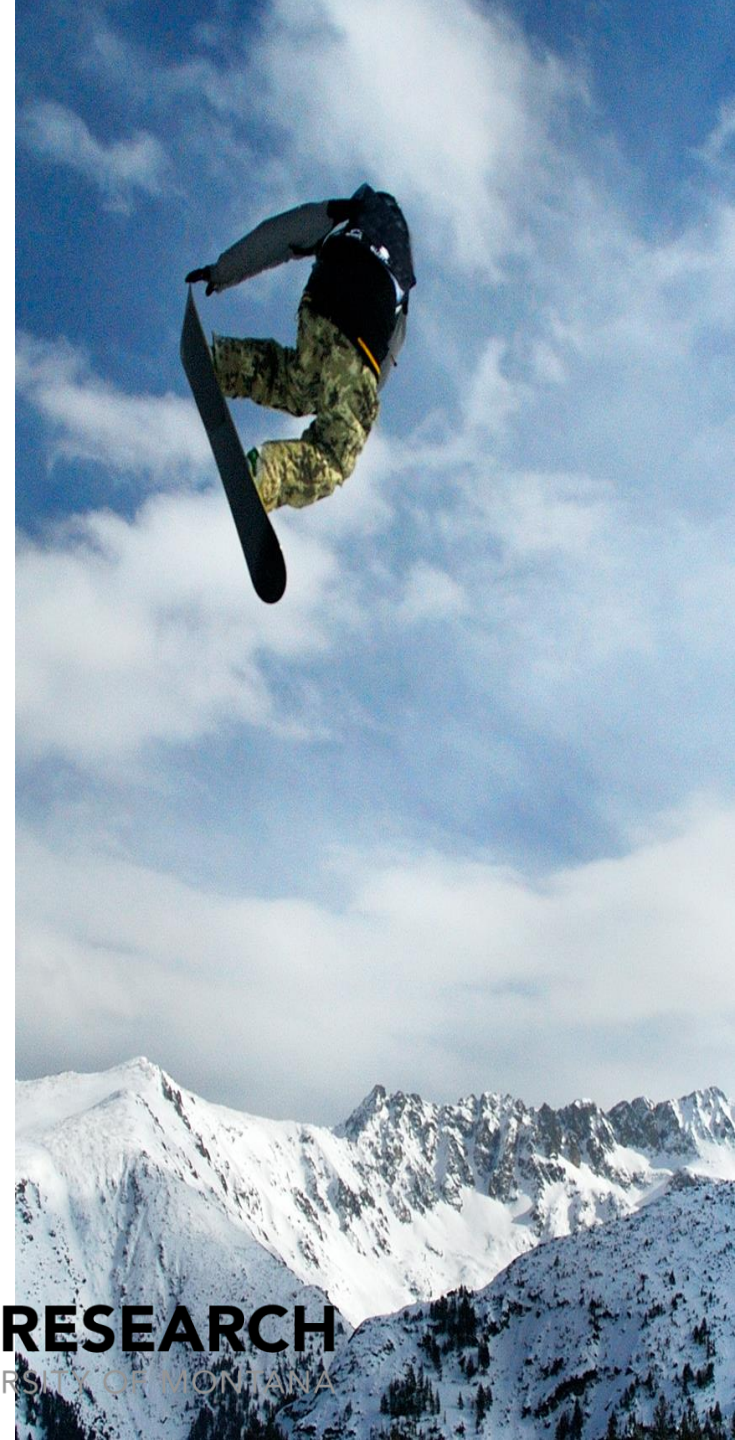
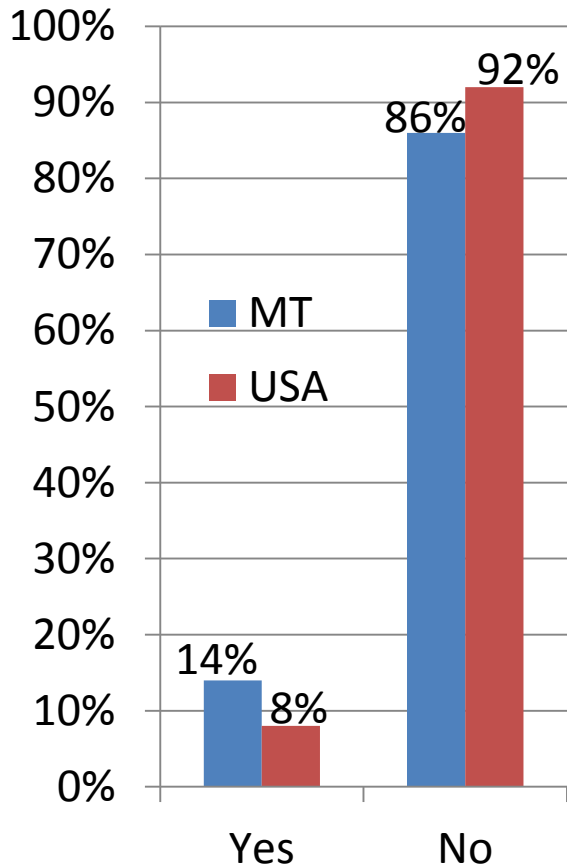
XC skiing (% of participation)



In the past 12 months, did you...

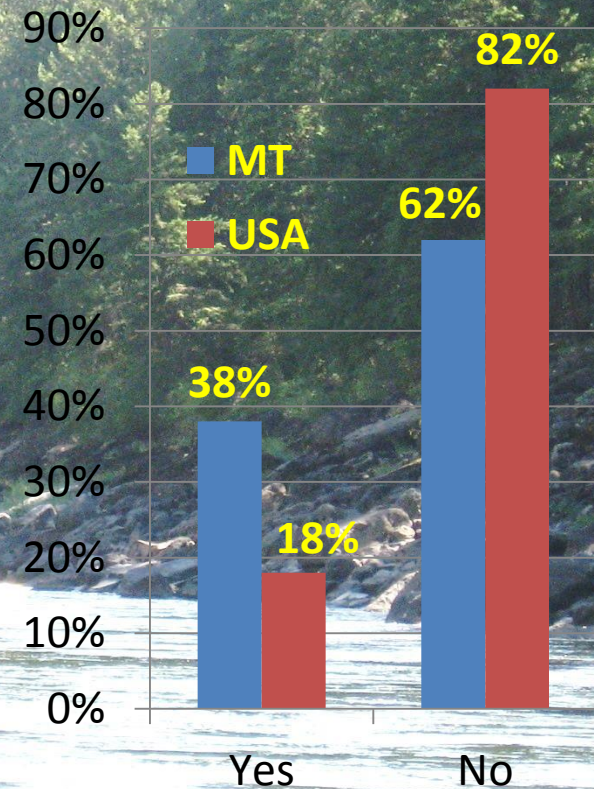
Q5: Snowboard?

Snowboarding (% of participation)



In the past 12 months, did you go...

Q6: Rafting?

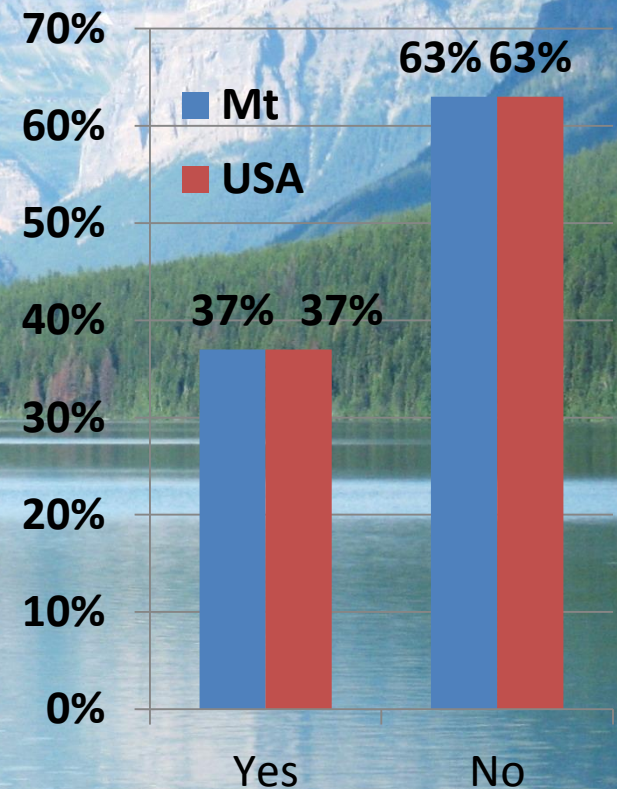


Water Sports

In the past 12 months, did you go...

Q7: Canoeing?

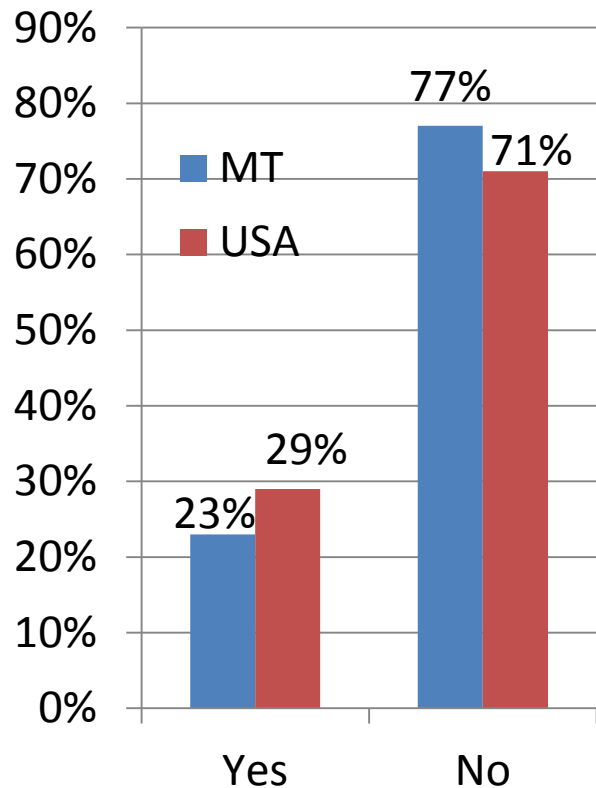
Canoeing (% of participation)



In the past 12 months, did you go...

Q8: Lake/sea kayaking?

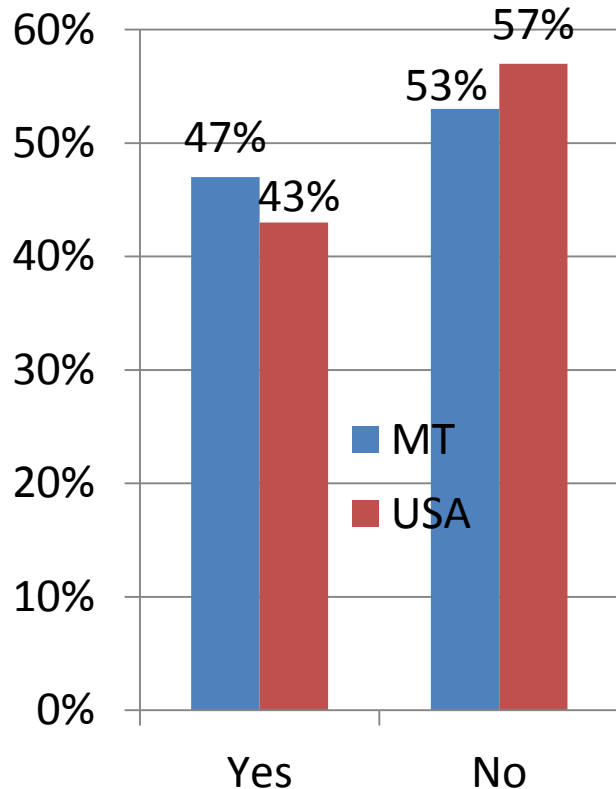
Lake/sea kayaking (% of participation)



In the past 12 months, did you go...

Q9: Bowling?

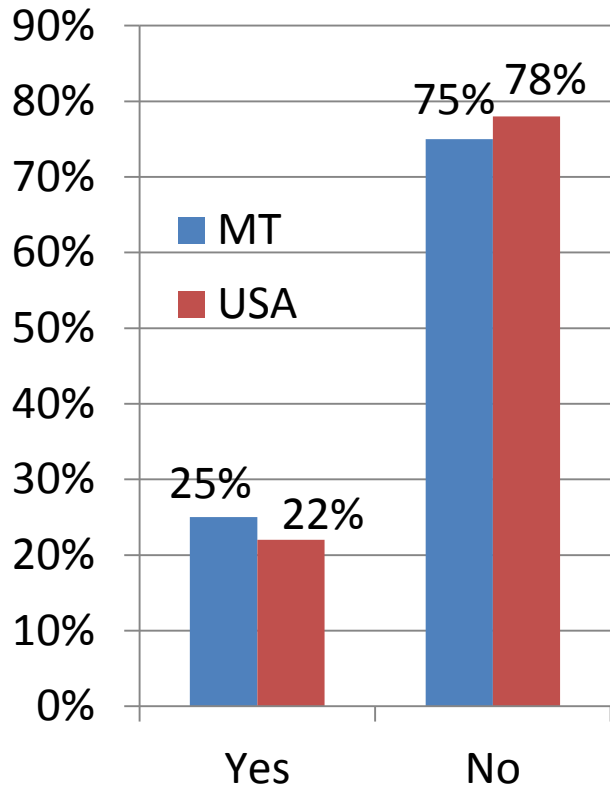
Bowling (% of participation)



In the past 12 months, did you go...

Q10: Horseback riding?

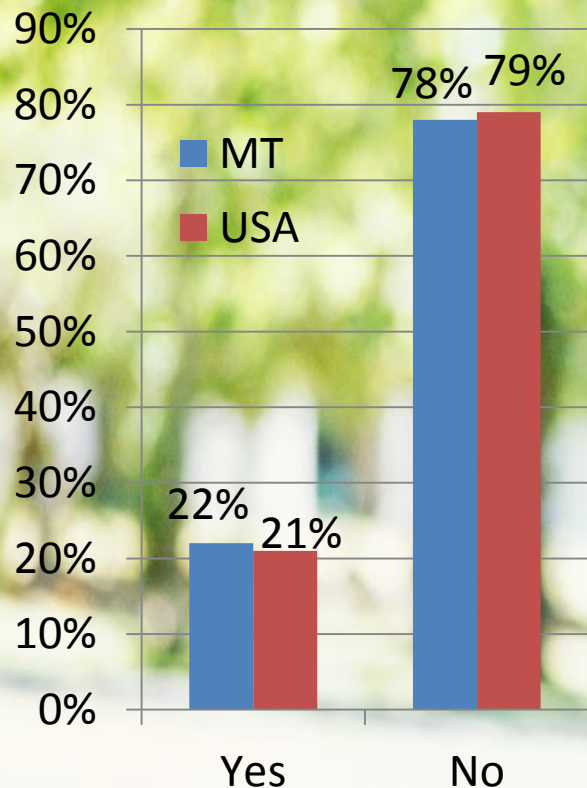
Horseback Riding (% of participation)



In the past 12 months, did you go...

Q11: Trail running?

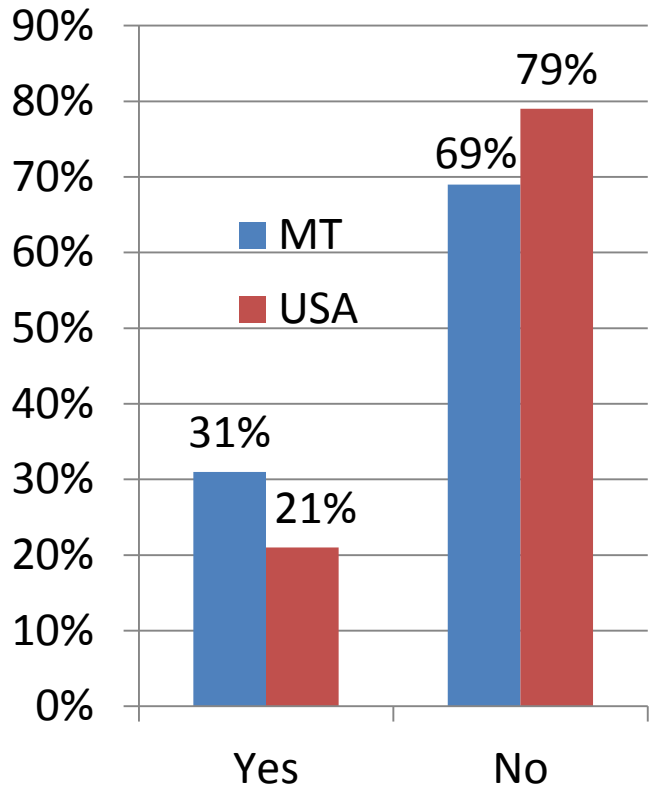
Trail running (% of Participation)



In the past 12 months, did you play...

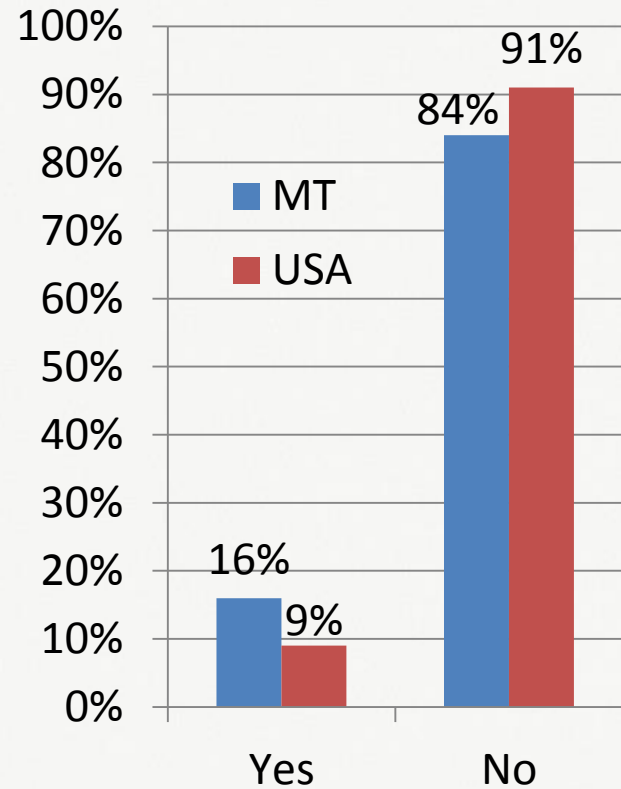
Q12: Basketball

Basketball (% of participation)



In the past 12 months, did you play...

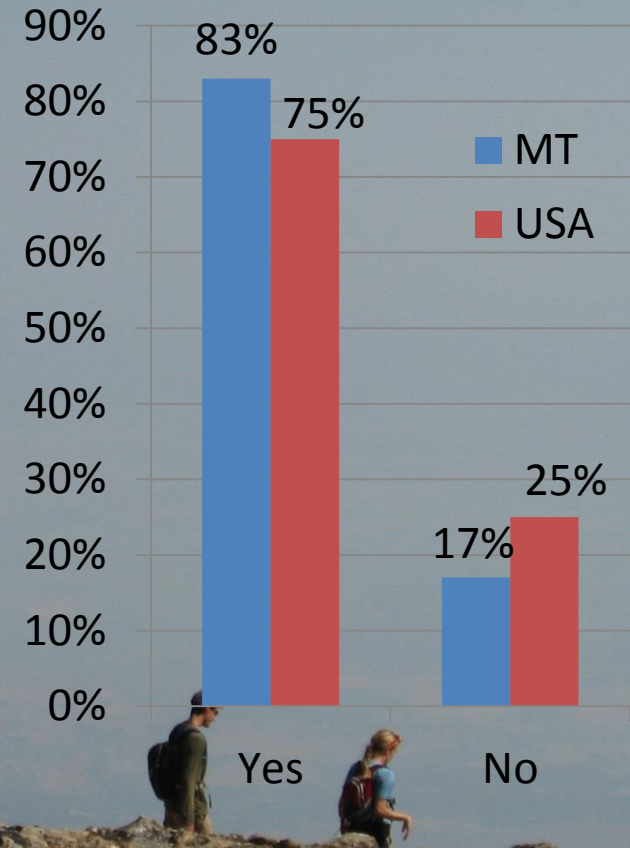
Q13: Outdoor soccer?



Outdoor Sports

In the past 12 months, did you...

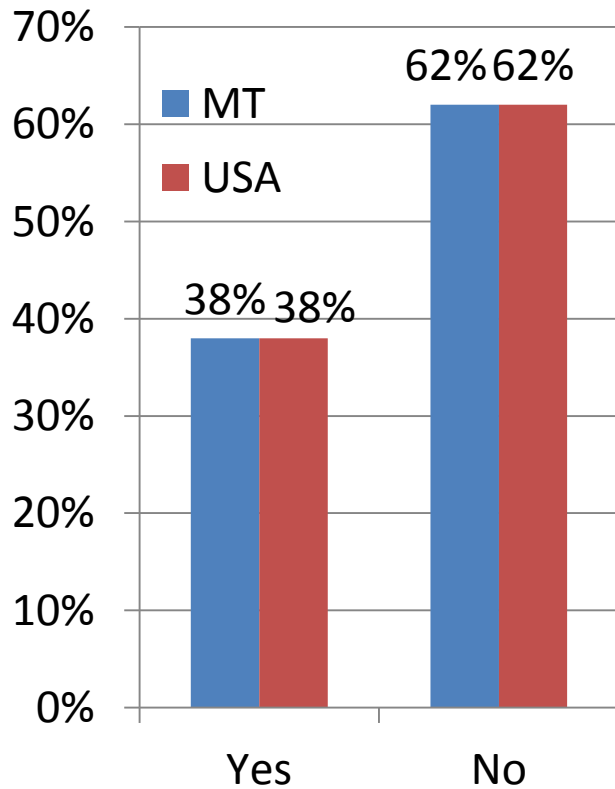
Q15: Go hiking?



Outdoor Sports

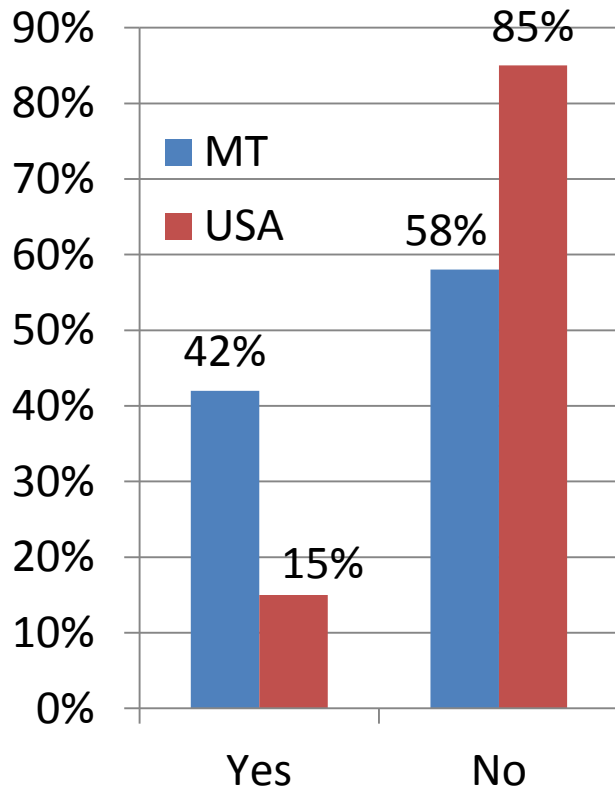
In the past 12 months, did you go...

Q16: Road bicycling?



Outdoor Sports

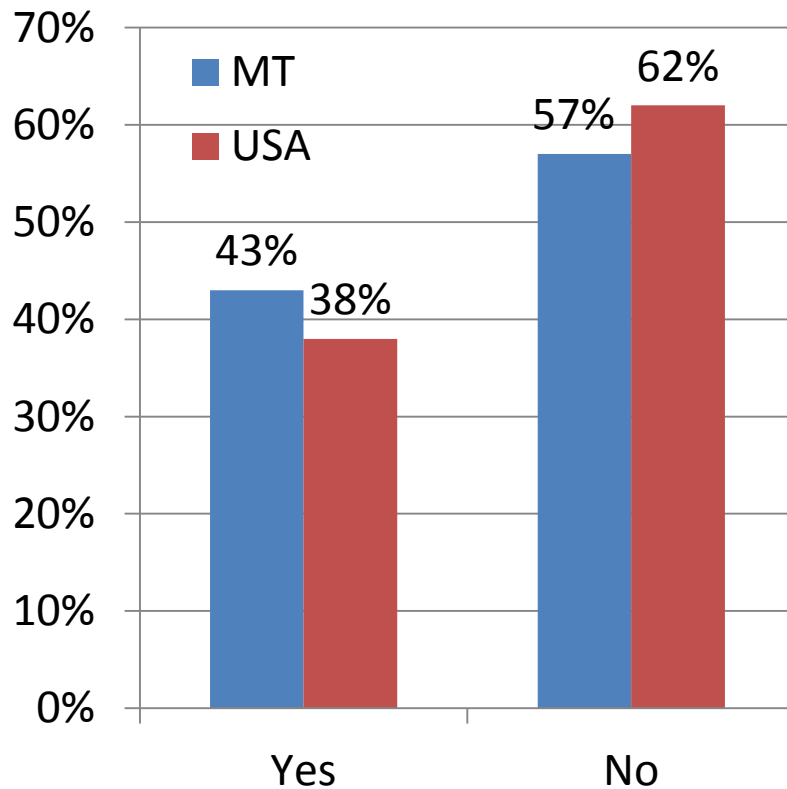
In the past 12 months, did you go...
Q17: Gun hunting?



In the past 12 months, did you do...

Q18: Calisthenics?

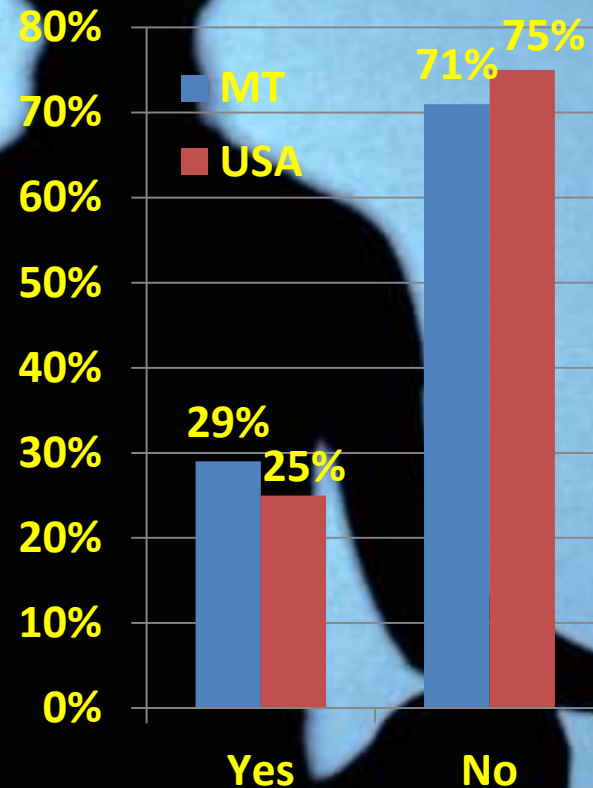
Calisthenics (% of participation)



Conditioning Activities

In the past 12 months, did you do...

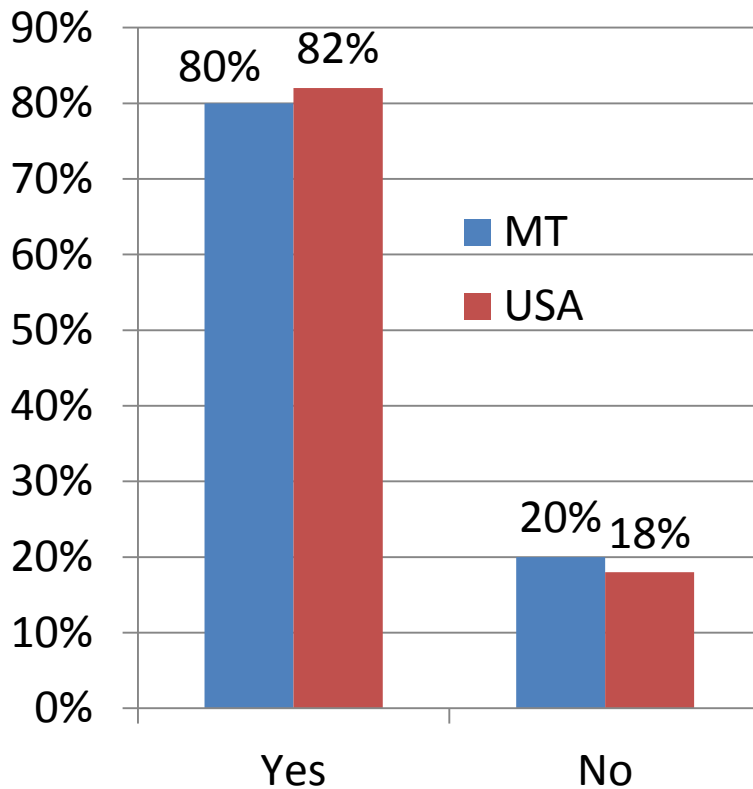
Q19: Yoga?



Aerobic Activities

In the past 12 months, did you go...

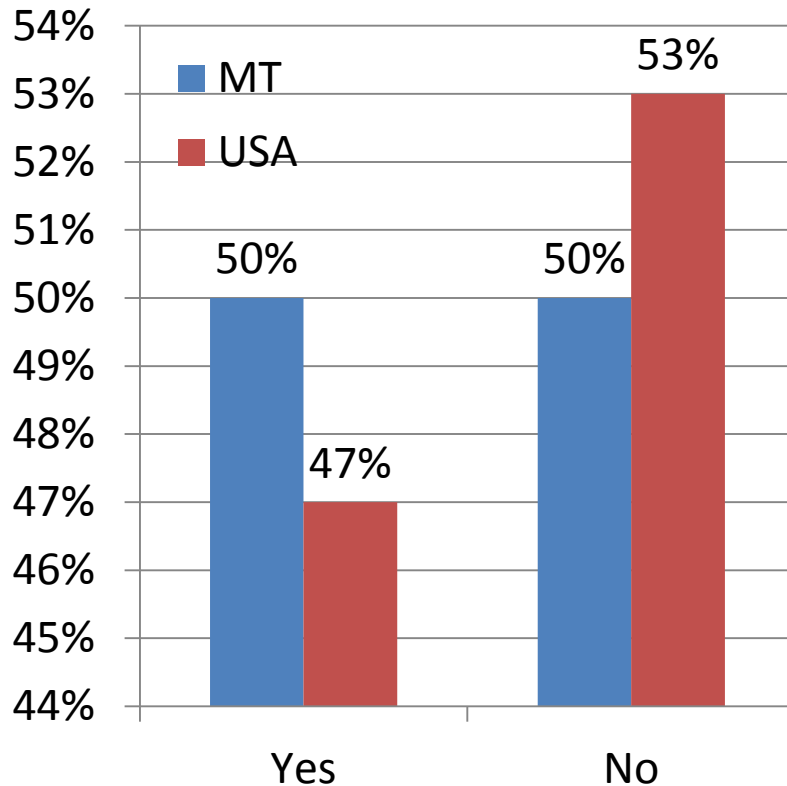
Q20: Walking for fitness?



Aerobic Activities

In the past 12 months, did you go...

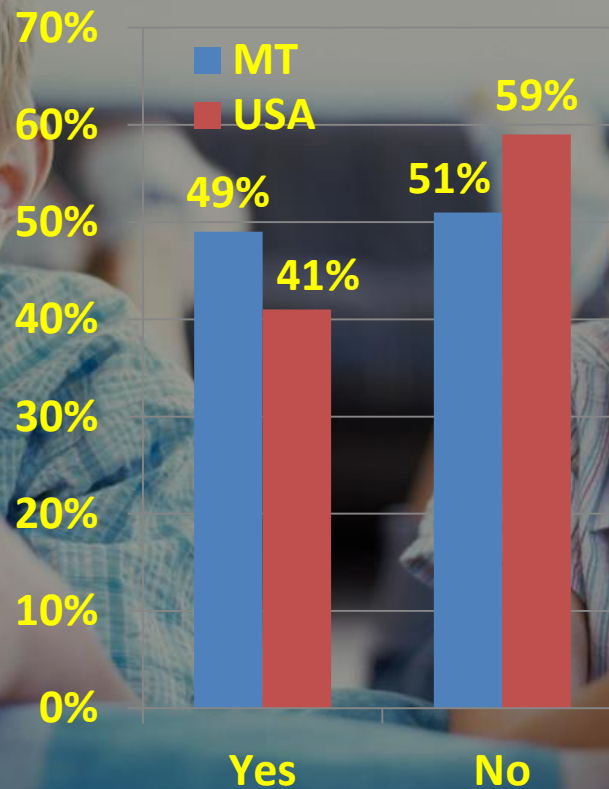
Q21: Swimming?



Leisure Activities

In the past 12 months, did you...

Q22: Play video games?



2014 Sports, Fitness and Leisure Activities Topline Participation Report

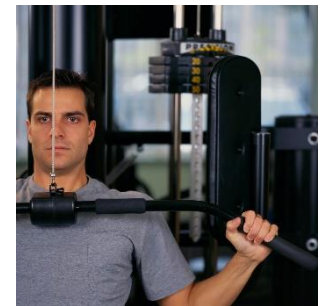
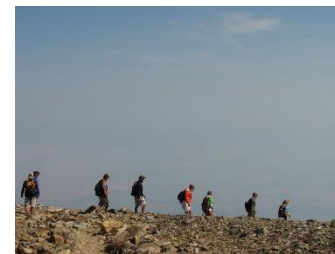
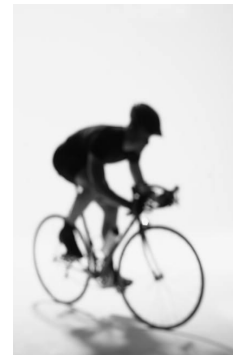
Sports and Fitness Industry Association



INSTITUTE FOR
TOURISM & RECREATION RESEARCH
UNIVERSITY OF MONTANA

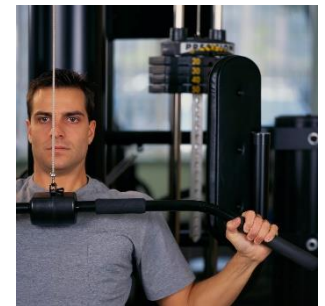
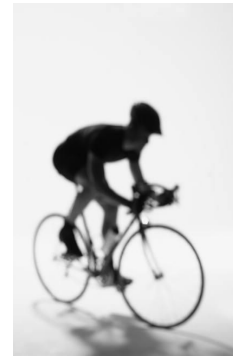
Which of the following is the top activity 6-12 year olds would like to participate in:

1. Fitness swimming
2. Bicycling
3. Camping



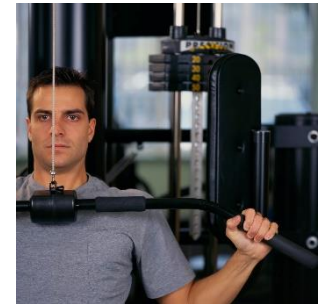
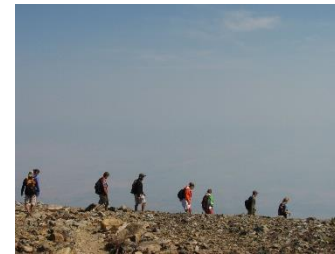
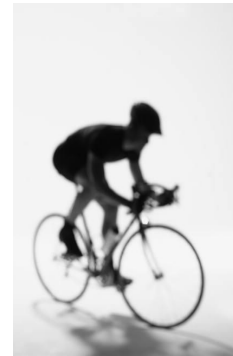
What is the top activity 13-17 year olds would like to participate in:

1. Fitness swimming
2. Camping
3. Bicycling



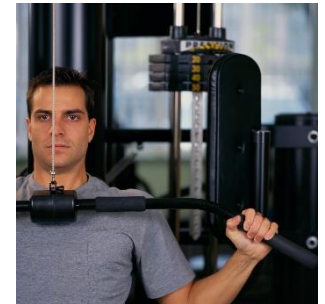
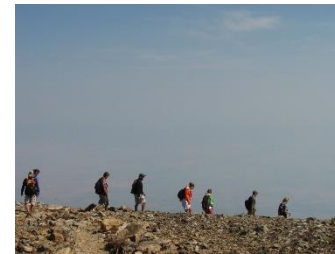
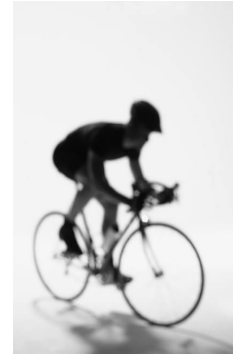
What is the top activity 18-24 year olds would like to participate in:

1. Fitness swimming
2. Bicycling
3. Hiking



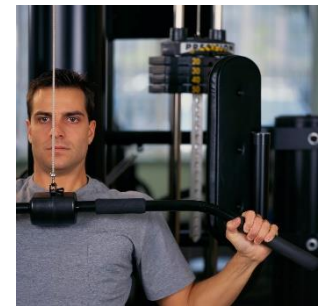
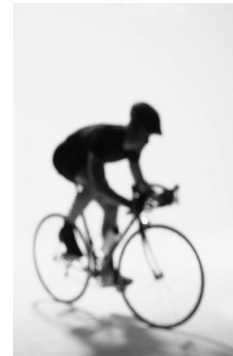
What is the top activity 25-34 year olds would like to participate in:

1. Fitness swimming
2. Bicycling
3. Camping



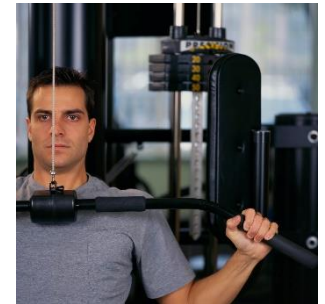
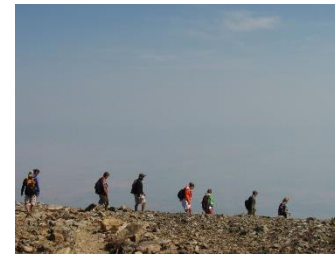
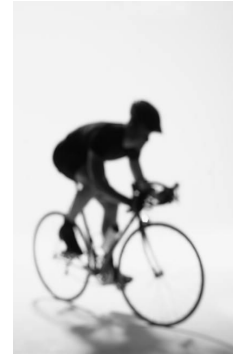
What is the top activity 35-44 year olds would like to participate in:

1. Hiking
2. Weight workout
3. Fitness swimming



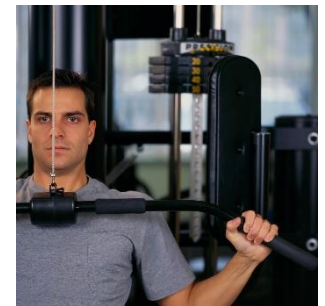
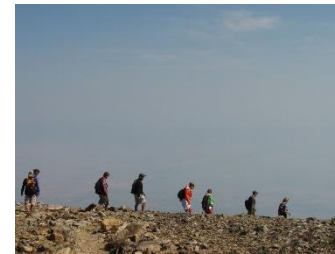
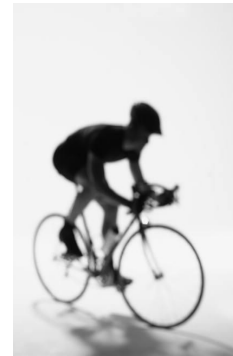
What is the top activity 45-54 year olds would like to participate in:

1. Fitness swimming
2. Weight workout
3. Bicycling



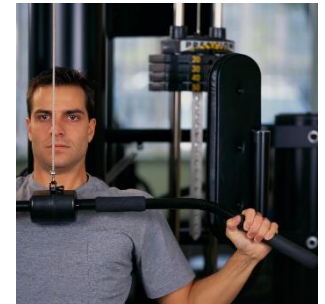
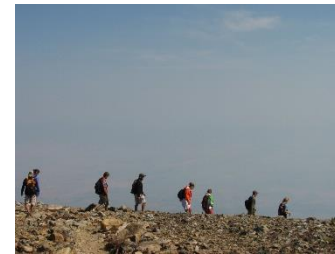
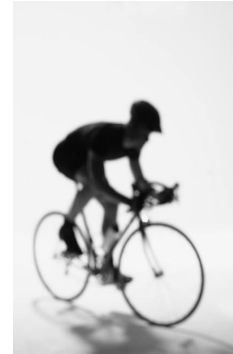
What is the top activity 55-64 year olds would like to participate in:

1. Fitness swimming
2. Weight workout
3. Bicycling

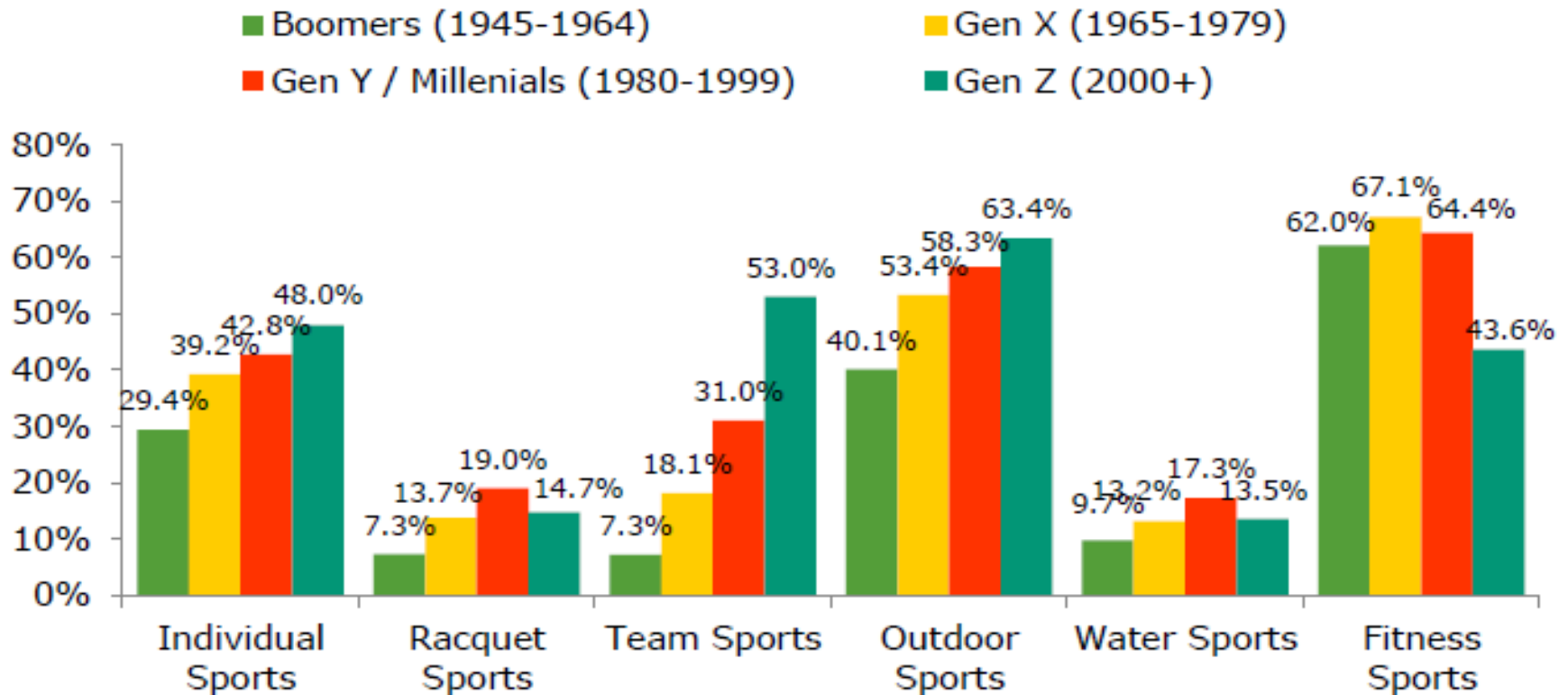


What is the top activity 65 and older adults would like to participate in:

1. Fitness swimming
2. Weight workout
3. Hiking

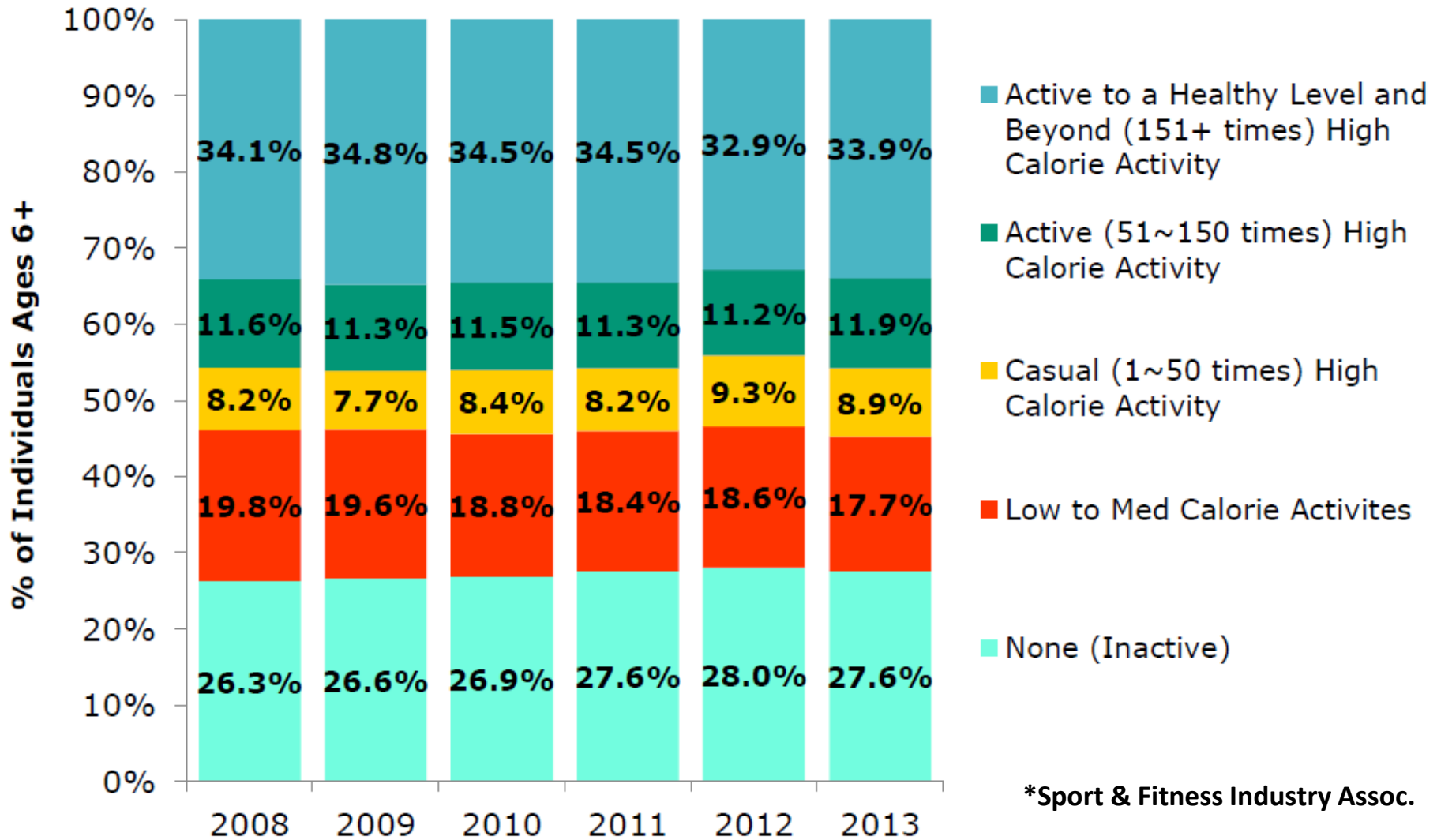


Generational Sport Participation*



*Sport & Fitness Industry Assoc.

2014 Sports, Fitness and Leisure Activities Topline Participation Report*



*Sport & Fitness Industry Assoc.

Thank You!

Go Recreate!

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