

2. What are the main reasons you participate in outdoor recreation? - Top Reason Summary

	Gender															
	Gender				AGE			EDUCATION				Generation				
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N		
Base: All Answering (unwtd)	535	266	261	8	186	217	132	21	80	208	226	89	205	131	110	
Base: All Answering (wtd)	546	279	259	8	200	212	134	28	91	210	218	96	209	132	109	
To be physically active outdoors	100	50	48	3	33	29	38	4	9	36	52	15	29	24	31	
	18%	18%	18%	34%	16%	14%	28%	13%	10%	17%	24%	16%	14%	18%	29%	
To spend time with family and friends	90	51	38	1	38	37	15	10	11	35	33	21	33	23	13	
	17%	18%	15%	11%	19%	17%	12%	38%	13%	17%	15%	22%	16%	17%	12%	
To meet new people in my community	5	2	3	-	3	3	-	-	-	4	2	2	1	3	-	
	1%	1%	1%	-	1%	1%	-	-	-	2%	1%	2%	*	2%	-	
To improve my mental well-being, such as to reduce stress and feel restored	58	18	39	1	21	26	11	4	10	18	26	10	19	18	10	
	11%	7%	15%	11%	10%	12%	8%	16%	11%	8%	12%	10%	9%	14%	10%	
To relax and disconnect	83	46	37	-	20	35	28	4	22	32	24	6	33	20	24	
	15%	16%	14%	-	10%	17%	21%	15%	25%	15%	11%	7%	16%	15%	22%	
To experience excitement/adventure	47	23	24	-	25	17	5	3	9	24	11	14	21	7	4	
	9%	8%	9%	-	12%	8%	4%	9%	10%	11%	5%	15%	10%	5%	4%	
To spend time in nature	79	38	39	2	23	32	24	1	15	24	39	11	30	23	16	
	14%	14%	15%	22%	12%	15%	18%	3%	17%	12%	18%	11%	14%	17%	15%	
To learn new skills/get a sense of accomplishment	16	7	9	1	8	8	-	-	1	6	9	4	9	2	-	
	3%	2%	3%	11%	4%	4%	-	-	1%	3%	4%	4%	4%	2%	-	
To experience solitude	13	5	8	-	4	6	3	-	2	7	4	1	6	3	3	
	2%	2%	3%	-	2%	3%	3%	-	2%	3%	2%	1%	3%	2%	3%	
To participate in competitive events	12	11	2	-	8	3	1	-	1	9	2	2	9	1	1	
	2%	4%	1%	-	4%	2%	1%	-	1%	4%	1%	2%	4%	1%	1%	
To entertain children and youth	16	8	8	-	4	8	3	-	3	7	6	1	9	5	2	
	3%	3%	3%	-	2%	4%	3%	-	3%	3%	3%	1%	4%	4%	2%	
To help out or volunteer	10	10	-	-	5	3	1	-	-	4	6	4	3	2	1	
	2%	4%	-	-	3%	2%	1%	-	-	2%	3%	4%	1%	1%	1%	
To take photos or videos that I can share on social media	13	8	3	1	7	5	1	1	5	3	3	3	6	3	-	
	2%	3%	1%	11%	3%	2%	1%	3%	5%	2%	2%	4%	3%	2%	-	
Other	4	4	1	-	2	-	3	1	3	1	-	2	-	-	3	
	1%	1%	*	-	1%	-	2%	3%	3%	*	-	2%	-	-	2%	

2. What are the main reasons you participate in outdoor recreation? - 2nd Reason Summary

	Gender				AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Base: All Answering (unwtd)	535	266	261	8	186	217	132	21	80	208	226	89	205	131	110
Base: All Answering (wtd)	546	279	259	8	200	212	134	28	91	210	218	96	209	132	109
To be physically active outdoors	85	48	36	2	28	39	19	5	10	31	40	11	36	21	18
	16%	17%	14%	22%	14%	18%	14%	17%	11%	15%	18%	11%	17%	16%	16%
To spend time with family and friends	58	23	33	3	22	20	17	5	11	24	18	12	16	16	14
	11%	8%	13%	34%	11%	9%	12%	19%	12%	12%	8%	12%	8%	12%	13%
To meet new people in my community	18	10	7	-	10	5	3	2	-	8	8	5	8	3	3
	3%	4%	3%	-	5%	2%	2%	6%	-	4%	4%	5%	4%	2%	2%
To improve my mental well-being, such as to reduce stress and feel restored	79	33	46	-	22	37	20	2	18	34	25	13	29	23	14
	14%	12%	18%	-	11%	17%	15%	6%	20%	16%	12%	14%	14%	18%	13%
To relax and disconnect	79	40	39	1	27	28	24	2	14	20	42	15	25	22	16
	14%	14%	15%	11%	13%	13%	18%	8%	16%	10%	19%	16%	12%	17%	15%
To experience excitement/adventure	37	19	17	1	19	12	7	3	7	12	15	8	17	8	4
	7%	7%	6%	11%	9%	5%	5%	12%	8%	6%	7%	8%	8%	6%	4%
To spend time in nature	100	48	51	1	35	36	29	3	16	37	44	15	34	24	27
	18%	17%	20%	11%	18%	17%	22%	12%	17%	18%	20%	15%	16%	18%	25%
To learn new skills/get a sense of accomplishment	20	13	7	-	11	8	2	2	4	11	3	7	9	3	2
	4%	5%	3%	-	5%	4%	1%	8%	4%	5%	1%	8%	4%	2%	2%
To experience solitude	31	18	13	-	9	12	10	3	6	12	10	2	15	6	8
	6%	7%	5%	-	5%	5%	8%	11%	6%	6%	5%	2%	7%	5%	8%
To participate in competitive events	5	5	1	-	3	1	2	-	1	2	3	3	1	-	2
	1%	2%	*	-	1%	*	1%	-	1%	1%	1%	3%	*	-	2%
To entertain children and youth	17	12	5	-	7	10	-	-	2	10	5	2	12	3	-
	3%	4%	2%	-	4%	5%	-	-	2%	5%	2%	2%	6%	2%	-
To help out or volunteer	6	4	1	1	2	3	1	-	1	3	2	2	1	2	1
	1%	1%	*	11%	1%	1%	1%	-	1%	1%	1%	2%	1%	1%	1%
To take photos or videos that I can share on social media	10	6	3	-	5	4	1	-	2	6	2	2	7	1	1
	2%	2%	1%	-	2%	2%	1%	-	2%	3%	1%	2%	3%	1%	1%

2. What are the main reasons you participate in outdoor recreation? - 3rd Reason Summary

	Gender				AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Base: All Answering (unwtd)	535	266	261	8	186	217	132	21	80	208	226	89	205	131	110
Base: All Answering (wtd)	546	279	259	8	200	212	134	28	91	210	218	96	209	132	109
To be physically active outdoors	84	37	47	-	32	33	19	7	12	28	37	16	34	21	13
	15%	13%	18%	-	16%	16%	15%	26%	14%	13%	17%	17%	16%	16%	12%
To spend time with family and friends	62	30	31	2	21	23	18	-	13	24	26	11	27	9	15
	11%	11%	12%	22%	11%	11%	14%	-	14%	11%	12%	12%	13%	7%	14%
To meet new people in my community	19	17	2	-	10	8	2	-	5	6	8	6	10	2	2
	4%	6%	1%	-	5%	4%	1%	-	6%	3%	4%	6%	5%	1%	2%
To improve my mental well-being, such as to reduce stress and feel restored	75	34	39	2	20	25	30	3	15	24	32	8	22	19	26
	14%	12%	15%	22%	10%	12%	22%	11%	17%	12%	15%	8%	11%	14%	24%
To relax and disconnect	77	40	37	1	25	31	22	5	6	31	34	12	23	24	17
	14%	14%	14%	11%	12%	14%	16%	19%	7%	15%	16%	13%	11%	19%	16%
To experience excitement/adventure	29	14	15	-	14	11	4	4	2	5	18	7	12	5	4
	5%	5%	6%	-	7%	5%	3%	15%	2%	2%	8%	8%	6%	4%	4%
To spend time in nature	92	45	45	2	30	41	21	7	17	49	19	16	32	28	17
	17%	16%	17%	22%	15%	19%	16%	26%	19%	23%	9%	16%	15%	21%	16%
To learn new skills/get a sense of accomplishment	16	9	7	-	8	4	3	-	4	6	6	5	4	3	3
	3%	3%	3%	-	4%	2%	3%	-	4%	3%	3%	5%	2%	2%	3%
To experience solitude	22	11	11	-	8	8	5	-	4	8	10	2	11	4	5
	4%	4%	4%	-	4%	4%	4%	-	4%	4%	5%	2%	5%	3%	4%
To participate in competitive events	9	6	3	-	7	2	-	1	1	3	5	3	4	2	-
	2%	2%	1%	-	3%	1%	-	3%	1%	1%	2%	4%	2%	1%	-
To entertain children and youth	13	11	2	-	5	7	-	-	4	5	3	4	7	2	-
	2%	4%	1%	-	3%	3%	-	-	5%	3%	1%	4%	3%	2%	-
To help out or volunteer	10	4	6	-	4	4	2	-	-	7	3	2	5	3	1
	2%	1%	2%	-	2%	2%	1%	-	-	3%	1%	2%	2%	2%	1%
To take photos or videos that I can share on social media	25	12	12	2	11	10	4	-	3	11	12	3	13	6	3
	5%	4%	5%	23%	6%	5%	3%	-	3%	5%	6%	4%	6%	4%	3%
Other	5	5	-	-	1	2	3	-	2	3	1	-	1	2	3
	1%	2%	-	-	*	1%	2%	-	2%	1%	*	-	*	1%	2%

