

Chapter 4: State Trends

This chapter examines trends in Wisconsin's resident's outdoor recreation participation levels between 2005 and 2009. Participation trends are examined by activity type, the resource upon which activities take place and by individual activities themselves.

Sample sizes: 1994-1995=233, 2000-2001=934, 2005-2009=718. Sample sizes vary by activity in NSRE data collected in 2000 and later because not all activities were asked in every NSRE version.

1994-1995 number of participants based on 1995 estimate of 3.885 million people age 16 & older (Woods & Poole Economics, Inc.). 2000-2001 number of participants based on 4.157 million people age 16 & older (2000 Census). 2005-2009 number of participants based on 4.501 million people age 16 & older (2009 Census estimate).

Table 4-1: Participation Trends, Top 10 increases in participation rates, Wisconsin

Activity	1994-1995		2000-2001		2005-2009		% change '94-'09 ¹
	%	Participants (1,000s)	%	Participants (1,000s)	%	Participants (1,000s)	
Handball, etc. outdoors	2.5	96.8	5.0	209.4	23.5	1,058.3	993.3
Soccer outdoors	4.6	179.1	9.3	385.7	32.4	1,460.0	715.2
Kayaking	1.2	46.6	4.3	177.5	7.3	328.4	604.7
Surfing	0.3	10.3	0.4	14.9	1.0	44.5	332.0
Football	7.3	282.5	6.5	271.3	18.9	852.4	201.7
Horseback riding	3.6	139.3	9.1	378.8	8.7	389.9	179.9
Mountain climbing	1.4	53.3	3.4	141.0	2.7	122.9	130.6
Use personal watercraft	3.4	131.9	9.3	384.6	6.5	293.7	122.7
Golf	22.9	888.8	26.3	1,094.9	41.8	1,882.3	111.8
Snowboarding	2.0	77.7	3.0	124.9	3.7	164.4	111.6

¹For activities with a sample size of 0 in 1994-1995, the percent change shown is 2000-2001 to 2005-2009.

Table 4-2: Participation Trends, By Activity, Wisconsin

Activity	1994-1995		2000-2001		2005-2009		% change '94-'09 ¹
	%	Participants (1,000s)	%	Participants (1,000s)	%	Participants (1,000s)	
Handball, etc. outdoors	2.5	96.8	5.0	209.4	23.5	1,058.3	993.3
Soccer outdoors	4.6	179.1	9.3	385.7	32.4	1,460.0	715.2
Kayaking	1.2	46.6	4.3	177.5	7.3	328.4	604.7
Surfing	0.3	10.3	0.4	14.9	1.0	44.5	332.0
Football	7.3	282.5	6.5	271.3	18.9	852.4	201.7
Horseback riding	3.6	139.3	9.1	378.8	8.7	389.9	179.9
Mountain climbing	1.4	53.3	3.4	141.0	2.7	122.9	130.6
Use personal watercraft	3.4	131.9	9.3	384.6	6.5	293.7	122.7
Golf	22.9	888.8	26.3	1,094.9	41.8	1,882.3	111.8
Snowboarding	2.0	77.7	3.0	124.9	3.7	164.4	111.6
Snowmobiling	10.2	396.0	14.3	595.9	18.3	825.7	108.5
Basketball outdoors	9.2	358.2	11.1	461.6	16.1	724.4	102.2
View or photograph fish	16.0	620.8	25.9	1,077.2	26.7	1,202.9	93.8
Running or jogging	20.7	803.8	31.1	1291.4	32.1	1,446.8	80.0
Backpacking	4.8	186.3	8.4	347.4	7.4	333.7	79.1
Sledding	18.3	712.9	29.5	1226.5	28.2	1,270.8	78.3
Rock climbing	2.5	95.6	6.0	247.9	3.8	170.2	78.0
Off-highway vehicle driving	13.1	508.8	17.5	725.4	19.8	891.5	75.2
Day hiking	24.4	949.0	33.2	1,380.3	36.7	1,652.8	74.2
Migratory bird hunting	2.7	106.2	3.8	157.5	4.1	182.8	72.1
View/photograph other wildlife	40.7	1,582.9	52.4	2,178.1	57.9	2,605.8	64.6
Volleyball outdoors	16.5	642.8	14.9	620.4	23.0	1,033.3	60.7
Canoeing	13.1	507.4	19.0	788.6	17.9	804.1	58.5
Waterskiing	9.8	381.6	9.7	403.9	13.0	585.6	53.5
View or photograph birds	32.5	1,261.4	37.6	1,563.8	41.7	1,877.5	48.8
Bicycling	38.3	1,486.8	45.1	1,874.5	48.7	2,190.8	47.4
Attend outdoor sports events	51.4	1,995.2	56.8	2,359.8	65.0	2,923.5	46.5
Snorkeling	5.0	195.9	5.8	242.5	6.3	283.7	44.8
Rowing	6.1	238.3	8.1	335.7	7.2	325.4	36.6
Walk for pleasure	76.9	2,988.0	83.9	3,488.8	87.7	3,946.9	32.1
Orienteering	1.4	54.9	2.8	114.5	1.6	72.3	31.7
View/photograph flowers, etc.	-	-	43.3	1,800.7	52.4	2,358.1	31.0
Boat tours or excursions	-	-	11.5	480.1	13.9	627.6	30.7
Visited farm or agric. setting	-	-	29.3	1,219.4	35.3	1,587.7	30.2
Gather mushrooms, berries, etc.	-	-	36.5	1,517.8	42.8	1,925.1	26.8
Motorboating	32.8	1,276.1	35.8	1,490.1	36.0	1,618.4	26.8
Big game hunting	16.6	642.9	17.8	739.8	18.0	808.5	25.8
Coldwater fishing	12.0	464.4	13.1	543.4	12.8	577.6	24.4
Visit historic sites	44.1	1,711.8	39.1	1,625.5	46.7	2,101.0	22.7

Activity	1994-1995		2000-2001		2005-2009		% change '94-'09 ¹
	%	Participants (1,000s)	%	Participants (1,000s)	%	Participants (1,000s)	
Ice skating	12.9	499.3	12.3	511.5	13.5	606.9	21.6
Visit prehistoric sites	15.0	582.2	16.8	698.9	15.5	695.4	19.4
Yard games, e.g. croquet	43.4	1,686.2	44.3	1,842.0	44.7	2,011.2	19.3
Ice fishing	12.8	496.9	11.5	479.1	13.1	590.7	18.9
Developed camping	25.0	970.7	32.9	1,367.7	25.4	1,144.6	17.9
Small game hunting	11.3	437.2	11.6	481.1	11.3	509.5	16.5
Warmwater fishing	33.3	1,295.3	36.3	1,508.9	33.2	1,495.2	15.4
Mountain biking	-	-	28.9	1,200.9	30.7	1,382.4	15.1
View/photograph natural scenery	-	-	62.0	2,578.2	65.3	2,937.4	13.9
Visit nature centers, etc	64.9	2,522.2	61.2	2,542.4	63.5	2,859.7	13.4
Swimming in lakes, ponds, etc.	42.7	1,657.0	43.4	1,806.0	41.7	1,877.7	13.3
Sailing	4.0	156.4	4.6	193.2	3.9	176.2	12.7
Cross-country skiing	9.2	357.1	11.0	457.0	8.8	397.6	11.3
Attend outdoor concerts, etc.	35.0	1,359.6	38.6	1,604.5	32.8	1,474.9	8.5
Gardening or landscaping	-	-	65.6	2,728.0	65.4	2,942.0	7.8
Rafting	10.0	388.6	12.0	498.5	9.2	413.3	6.4
Driving for pleasure	-	-	54.4	2,262.6	52.8	2,375.9	5.0
Family gathering	70.4	2,734.8	78.3	3,253.8	63.5	2,859.1	4.5
Visit a wilderness	-	-	36.4	1,512.6	33.7	1,518.6	0.4
Picnicking	55.0	2,136.4	54.2	2,252.2	47.0	2,115.6	-1.0
Visit waterside besides beach	-	-	25.4	1,054.8	22.6	1,017.3	-3.6
Sightseeing	61.7	2,396.7	48.9	2,032.7	50.6	2,276.7	-5.0
Tennis outdoors	10.5	408.2	11.6	480.6	8.5	381.4	-6.6
Swimming in an outdoor pool	43.3	1,681.0	35.6	1,479.1	34.5	1,554.0	-7.6
Windsurfing	1.3	52.4	0.5	21.9	1.1	48.2	-8.0
Primitive camping	14.7	571.9	15.3	637.5	11.4	514.0	-10.1
Horseback riding on trails	-	-	8.1	336.4	6.6	295.8	-12.1
Downhill skiing	10.2	397.0	10.4	432.2	7.0	314.7	-20.7
Snowshoeing	-	-	9.0	372.6	6.1	275.2	-26.1
Caving	4.3	166.2	1.3	54.7	2.6	118.1	-28.9
Softball	14.4	558.0	10.2	424.0	7.1	318.8	-42.9
Baseball	8.9	345.7	6.5	272.0	3.1	139.9	-59.5
Inline skating	-	-	19.7	817.2	2.5	110.9	-86.4

¹For activities with a sample size of 0 in 1994-1995, the percent change shown is 2000-2001 to 2005-2009.

Table 4-3: Participation Trends, Nature-Based Activities, Wisconsin

Activity	1994-1995		2000-2001		2005-2009		% change '94-'09 ¹
	%	Participants (1,000s)	%	Participants (1,000s)	%	Participants (1,000s)	
Mountain climbing	1.4	53.3	3.4	141.0	2.7	122.9	130.6
Backpacking	4.8	186.3	8.4	347.4	7.4	333.7	79.1
Rock climbing	2.5	95.6	6.0	247.9	3.8	170.2	78.0
Off-highway vehicle driving	13.1	508.8	17.5	725.4	19.8	891.5	75.2
Day hiking	24.4	949.0	33.2	1,380.3	36.7	1,652.8	74.2
Migratory bird hunting	2.7	106.2	3.8	157.5	4.1	182.8	72.1
Orienteering	1.4	54.9	2.8	114.5	1.6	72.3	31.7
Big game hunting	16.6	642.9	17.8	739.8	18.0	808.5	25.8
Developed camping	25.0	970.7	32.9	1,367.7	25.4	1,144.6	17.9
Small game hunting	11.3	437.2	11.6	481.1	11.3	509.5	16.5
Mountain biking	-	-	28.9	1,200.9	30.7	1,382.4	15.1
Visit a wilderness	-	-	36.4	1,512.6	33.7	1,518.6	0.4
Primitive camping	14.7	571.9	15.3	637.5	11.4	514.0	-10.1
Horseback riding on trails	-	-	8.1	336.4	6.6	295.8	-12.1

¹For activities with a sample size of 0 in 1994-1995, the percent change shown is 2000-2001 to 2005-2009.

Table 4-4: Participation Trends, Developed-Setting Activities, Wisconsin

Activity	1994-1995		2000-2001		2005-2009		% change '94-'09 ¹
	%	Participants (1,000s)	%	Participants (1,000s)	%	Participants (1,000s)	
	Horseback riding	3.6	139.3	9.1	378.8	8.7	
Bicycling	38.3	1,486.8	45.1	1,874.5	48.7	2,190.8	47.4
Walk for pleasure	76.9	2,988.0	83.9	3,488.8	87.7	3,946.9	32.1
Yard games, e.g. croquet	43.4	1,686.2	44.3	1,842.0	44.7	2,011.2	19.3
Attend outdoor concerts, etc.	35.0	1,359.6	38.6	1,604.5	32.8	1,474.9	8.5
Gardening or landscaping	-	-	65.6	2,728.0	65.4	2,942.0	7.8
Driving for pleasure	-	-	54.4	2,262.6	52.8	2,375.9	5.0
Family gathering	70.4	2,734.8	78.3	3,253.8	63.5	2,859.1	4.5
Picnicking	55.0	2,136.4	54.2	2,252.2	47.0	2,115.6	-1.0

¹For activities with a sample size of 0 in 1994-1995, the percent change shown is 2000-2001 to 2005-2009.

Table 4-5: Participation Trends, Viewing/Learning Activities, Wisconsin

Activity	1994-1995		2000-2001		2005-2009		% change '94-'09 ¹
	%	Participants (1,000s)	%	Participants (1,000s)	%	Participants (1,000s)	
View or photograph fish	16.0	620.8	25.9	1,077.2	26.7	1,202.9	93.8
View/photograph other wildlife	40.7	1,582.9	52.4	2,178.1	57.9	2,605.8	64.6
View or photograph birds	32.5	1,261.4	37.6	1,563.8	41.7	1,877.5	48.8
View/photograph flowers, etc.	-	-	43.3	1,800.7	52.4	2,358.1	31.0
Boat tours or excursions	-	-	11.5	480.1	13.9	627.6	30.7
Visited farm or agric. setting	-	-	29.3	1,219.4	35.3	1,587.7	30.2
Gather mushrooms, berries, etc.	-	-	36.5	1,517.8	42.8	1,925.1	26.8
Visit historic sites	44.1	1,711.8	39.1	1,625.5	46.7	2,101.0	22.7
Visit prehistoric sites	15.0	582.2	16.8	698.9	15.5	695.4	19.4
View/photograph natural scenery	-	-	62.0	2,578.2	65.3	2,937.4	13.9
Visit nature centers, etc	64.9	2,522.2	61.2	2,542.4	63.5	2,859.7	13.4
Sightseeing	61.7	2,396.7	48.9	2,032.7	50.6	2,276.7	-5.0
Caving	4.3	166.2	1.3	54.7	2.6	118.1	-28.9

¹For activities with a sample size of 0 in 1994-1995, the percent change shown is 2000-2001 to 2005-2009.

Table 4-6: Participation Trends, Water Activities, Wisconsin

Activity	1994-1995		2000-2001			2005-2009	% change '94-'09 ¹
	%	Participants (1,000s)	%	Participants (1,000s)	%	Participants (1,000s)	
Kayaking	1.2	46.6	4.3	177.5	7.3	328.4	604.7
Surfing	0.3	10.3	0.4	14.9	1.0	44.5	332.0
Use personal watercraft	3.4	131.9	9.3	384.6	6.5	293.7	122.7
Canoeing	13.1	507.4	19.0	788.6	17.9	804.1	58.5
Waterskiing	9.8	381.6	9.7	403.9	13.0	585.6	53.5
Snorkeling	5.0	195.9	5.8	242.5	6.3	283.7	44.8
Rowing	6.1	238.3	8.1	335.7	7.2	325.4	36.6
Motorboating	32.8	1,276.1	35.8	1,490.1	36.0	1,618.4	26.8
Coldwater fishing	12.0	464.4	13.1	543.4	12.8	577.6	24.4
Warmwater fishing	33.3	1,295.3	36.3	1,508.9	33.2	1,495.2	15.4
Swimming in lakes, ponds, etc.	42.7	1,657.0	43.4	1,806.0	41.7	1,877.7	13.3
Sailing	4.0	156.4	4.6	193.2	3.9	176.2	12.7
Rafting	10.0	388.6	12.0	498.5	9.2	413.3	6.4
Visit waterside besides beach	-	-	25.4	1,054.8	22.6	1,017.3	-3.6
Swimming in an outdoor pool	43.3	1,681.0	35.6	1,479.1	34.5	1,554.0	-7.6
Windsurfing	1.3	52.4	0.5	21.9	1.1	48.2	-8.0

¹For activities with a sample size of 0 in 1994-1995, the percent change shown is 2000-2001 to 2005-2009.

Table 4-7: Participation Trends, Snow/Ice Activities, Wisconsin

Activity	1994-1995			2000-2001		2005-2009	% change '94-'09 ¹
	%	Participants (1,000s)	%	Participants (1,000s)	%	Participants (1,000s)	
Snowboarding	2.0	77.7	3.0	124.9	3.7	164.4	111.6
Snowmobiling	10.2	396.0	14.3	595.9	18.3	825.7	108.5
Sledding	18.3	712.9	29.5	1,226.5	28.2	1,270.8	78.3
Ice skating	12.9	499.3	12.3	511.5	13.5	606.9	21.6
Ice fishing	12.8	496.9	11.5	479.1	13.1	590.7	18.9
Cross-country skiing	9.2	357.1	11.0	457.0	8.8	397.6	11.3
Downhill skiing	10.2	397.0	10.4	432.2	7.0	314.7	-20.7
Snowshoeing	-	-	9.0	372.6	6.1	275.2	-26.1

¹For activities with a sample size of 0 in 1994-1995, the percent change shown is 2000-2001 to 2005-2009.

Table 4-8: Participation Trends, Sports Activities, Wisconsin

Activity	1994-1995		2000-2001		2005-2009		% change '94-'09 ¹
	%	Participants (1,000s)	%	Participants (1,000s)	%	Participants (1,000s)	
Handball, etc. outdoors	2.5	96.8	5.0	209.4	23.5	1,058.3	993.3
Soccer outdoors	4.6	179.1	9.3	385.7	32.4	1,460.0	715.2
Football	7.3	282.5	6.5	271.3	18.9	852.4	201.7
Golf	22.9	888.8	26.3	1,094.9	41.8	1,882.3	111.8
Basketball outdoors	9.2	358.2	11.1	461.6	16.1	724.4	102.2
Running or jogging	20.7	803.8	31.1	1,291.4	32.1	1,446.8	80.0
Volleyball outdoors	16.5	642.8	14.9	620.4	23.0	1,033.3	60.7
Attend outdoor sports events	51.4	1,995.2	56.8	2,359.8	65.0	2,923.5	46.5
Tennis outdoors	10.5	408.2	11.6	480.6	8.5	381.4	-6.6
Softball	14.4	558.0	10.2	424.0	7.1	318.8	-42.9
Baseball	8.9	345.7	6.5	272.0	3.1	139.9	-59.5
Inline skating	-	-	19.7	817.2	2.5	110.9	-86.4

¹For activities with a sample size of 0 in 1994-1995, the percent change shown is 2000-2001 to 2005-2009.