

The Outdoor Recreation Economy: Technical Report on Methods and Findings

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By:



SOUTHWICK
A S S O C I A T E S

FISH AND WILDLIFE ECONOMICS AND STATISTICS

PO Box 6435
Fernandina Beach, FL 32035
Tel (904) 277-9765
southwickassociates.com

For:

Outdoor Industry Association
4909 Pearl East Circle, Suite 300
Boulder, CO 80301
Tel (303) 444-3353
outdoorindustry.org

Acknowledgements

This study is an update and expansion of an earlier study of active outdoor recreation commissioned in 2006 by Outdoor Industry Association (OIA). The 2006 study focused solely on human-powered activities. While the current study includes the same human-powered activities as the earlier work, an additional survey was conducted to gauge the economic contributions of motorized outdoor recreation. The survey of human-powered recreation was commissioned by Outdoor Industry Association. The survey of motorized outdoor recreation was jointly commissioned by Outdoor Industry Association, Western Governors' Association, Motorcycle Industry Council and National Marine Manufacturers Association.

To maintain consistency with the prior study, the data collection for this study was again contracted to Harris Interactive, Inc. Economic research and analysis was contracted to Southwick Associates, Inc. of Fernandina Beach, FL who also provided similar services for the 2006 study. The primary authors are Tom Allen and Rob Southwick. Significant assistance was provided by Dave Anderson, Ph.D. of Kleinschmidt Associates, Inc, Todd Gade, Ph.D. of the University of Maine, and Andrew Nahlik, Ph.D. The authors wish to express their appreciation to David Mudd and I Ling Thompson of OIA for their direction, assistance and support.

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1.0 Introduction

This study is an update and expansion of an earlier study of active outdoor recreation commissioned in 2006 by the Outdoor Industry Association. The 2006 study focused solely on human-powered (i.e. non-motorized) activities. While this study includes the same human-powered activities as the earlier work, an additional survey was conducted to gauge broader economic contributions of outdoor recreation.

The categories of recreation activity in the human-powered (non-motorized) survey include:

- Bicycle-based recreation (on paved roads or off-road)
- Camp-based recreation (camping in a tent, or rustic lodge)¹
- Water-based recreation (kayaking [recreational/sea/whitewater], rafting, and canoeing)
- Snow-based recreation (cross-country/Nordic skiing, downhill skiing, telemark skiing, snowboarding and snowshoeing)
- Trail-based recreation (trail running [running on an unpaved trail], day hiking on an unpaved trail, backpacking, and climbing ice or natural rock)
- Fishing (all types)
- Hunting (all types)
- Wildlife viewing (wildlife watching and birding)

The categories of vehicle-based recreation activity in the motorized survey include:

- Motorcycling (on-road and off-road riding)
- Off-road vehicle riding (riding ATVs, ROVs, dune buggies, four-wheel-drive vehicles)
- Boating (in any motorized watercraft)
- Snowmobiling
- RVing (touring/camping in a camper van or motor home)

To combine the economic contributions from the two surveys, a set of activities was defined that encompasses both non-motorized and motorized recreation. Recreation expenditures from both surveys were then allocated to the common set of activities according to the reported purpose of the recreational trips and/or recreational use of motorized vehicles. All motorized and non-motorized economic impacts are divided into the following specific activities:

- Trail-based recreation (trail running, day hiking on unpaved trails, backpacking, and climbing ice or natural rock)
- Bicycle-based recreation (on paved roads or off-road)
- Camp-based recreation (camping in an RV at a campsite, in a tent, or rustic lodge)
- Snow-based recreation (snowmobiling, cross-country/Nordic skiing, downhill skiing, telemark skiing, snowboarding and snowshoeing)
- Water-based recreation (power-boating, kayaking, rafting, and canoeing)
- Motorcycle riding (on-road and off-road riding)
- Off-roading (riding ATVs, ROVs, dune buggies, four-wheel-drive vehicles)

¹ Purchases for RVs and other motorized vehicles were discounted. Operating costs were included in this study but not the purchase price. This adjustment is explained later further in this report.

- Fishing
- Hunting
- Wildlife watching

The purpose of this project is to help readers understand the relative and overall economic significance of outdoor recreation to the national and Western U.S. economies. This report is based on data from two Harris Interactive surveys conducted in 2011-2012 and existing data from the “2006 National Survey of Fishing, Hunting and Wildlife-Associated Recreation” commissioned by the U.S. Fish and Wildlife Service. Economic impact estimates were constructed using well-established modeling procedures. Consultations with industry groups were used to ground truth the final results. All procedures used and data limitations encountered are described in this report.

2.0 Definitions

Economic impacts measure the changes within an economy that result from some positive or negative economic stimulus. From a technical standpoint, economic “impact” is a term normally reserved to describe the growth or contraction in an economy caused by the entry or loss of revenue from or to outside sources. Outside sources include tourists bringing dollars into a local economy or the sale of services and products to people outside of the region. Sales and other transactions between people and businesses within an economy typically does not result in economic growth but is mainly a redistribution of resources. However, this form of economic activity is still important and sustains jobs and more. This broader form of economic activity is often referred to as “economic contributions”. For simplicity, this term will be applied to both impacts from recreationists visiting from outside the economies under study and the economic contributions from residents within the study areas.

Economic contributions are usually expressed as jobs, income, retail sales (expenditures) and tax revenues. Economic contributions and impacts, for the purpose of economic modeling, can be divided into three standard components: direct, indirect and induced effects. The indirect and induced effects are the two components of the “**multiplier**” or “**ripple**” effect. Each of these is considered when estimating the overall effects of any activity on the economy. A **direct effect** is defined as the result of the initial purchase made by the consumer. Only the amount of the purchase that remains in the region under study is retained as the direct effect. For example, when a person buys a restaurant meal for \$20, there is a direct effect to the restaurant and the local economy of \$20 assuming all of the supplies needed for the meal were provided locally. However, recognizing much of the consumed food and supplies were likely bought from sources outside of the region of study, a lower amount, for example, \$10, actually remains in the local economy as a direct effect. **Indirect effects** measure how sales in one industry affect the various other industries providing supplies and support. For example, the restaurateur must purchase additional food and supplies, plus pay costs such as power, rent, etc.; local food suppliers must buy more product, and so on. Therefore, the original direct effect of \$10 benefits many other industries within the regions. An **induced effect** results from the wages and salaries paid by the directly and indirectly impacted industries. The employees of these industries then spend their

incomes. These expenditures are induced effects that, in turn, create a continual cycle of indirect and induced effects.

The sum of the direct, indirect and induced effects is the **total economic impact** or **contribution**. As the original retail purchase (direct effect) goes through round after round of indirect and induced effects, the economic contribution of the original purchase is multiplied, benefiting many industries and individuals. Likewise, the reverse is true. If a particular item or industry is removed, the economic loss is greater than the original retail sale. Once the original retail purchase is made, each successive round of spending is smaller than the previous round. When the economic benefits are no longer measurable, the economic examination ends.

There is one economic measure not considered in this report, but commonly used in resource allocation studies: **economic value**. Economic value measures the personal or intrinsic value held by users of a resource, or people affected by an action or item. This term basically measures the quality of life effects, or how much one is better or worse off intrinsically. For example, a person may spend \$100 to go on raft trip, but the trip was worth \$125 intrinsically to that individual. That person was better off by \$25 after taking the trip, and \$25 is the net economic value of the trip. While an important measure, economic value is complex and not considered in this report.

3.0 Methodology

The estimates of participation and expenditures associated with outdoor recreation were based on two separate national, online surveys conducted by Harris Interactive. The first survey dealt with human-powered recreation activities, while the second survey was focused on motorized forms of outdoor recreation. Overlaps between the two surveys (RVs used for camping, motorcycles used as part of a hiking trip, powerboats as part of water-based recreation, etc.) were addressed in the analysis of the survey data. Two surveys were used as the motorized component was added to the project after the non-motorized survey was completed.

3.1 Categories Under Study

The Harris Interactive survey of human-powered recreation examined five general categories of activity, which were further divided into specific forms of the activities. Survey recipients were queried about their annual participation and expenditure levels for each of these categories:

- Bicycle-based recreation:
 - paved roads
 - off-road
- Camp-based recreation²:
 - recreational vehicles
 - campgrounds/campsite
 - rustic lodges
- Water-based recreation:
 - kayaking (recreational/sea/whitewater)
 - rafting
 - canoeing
- Snow-based recreation:
 - cross-country/Nordic skiing
 - downhill skiing
 - telemark skiing
 - snowboarding
 - snowshoeing
- Trail-based recreation:
 - trail running (running on an unpaved trail)
 - day hiking on an unpaved trail
 - backpacking
 - climbing (ice or natural rock)

The Harris Interactive survey of motorized outdoor recreation examined five categories of motorized vehicles that have recreational uses. Survey recipients were queried about their annual usage and expenditure levels for each of these categories of vehicles:

² Camping includes day trips when camping equipment was used.

- Motorcycles (including dirt bikes, scooters and 3-wheel trikes)
 - Riding on the highway or road
 - Riding off-road
- Off-Road Vehicles
 - Riding ATVs (3 or 4-wheeled all-terrain vehicles)
 - Riding ROVs (motorized off-road vehicles designed to travel on four or more off-road tires, with a steering wheel, non-straddle seats and structure or roll bars to protect passengers)
 - Riding dune buggies, swamp buggies or other 4x4 vehicles used only for off-road activities (excluding ATV's)
 - Driving trucks, jeeps and other vehicles used off-road where the primary purpose of the trip is driving the 4-wheel drive vehicle
 - Driving trucks, jeeps and other vehicles to access other recreational activities where driving the vehicle is not the primary purpose of the trip
- Boating (including fishing from a boat, waterskiing, wakeboarding, kneeboarding, pulling tubes, hunting, wildlife viewing, cruising, etc.)
 - Going power/motor boating (including powerboats, sailboats (with engines), jet-skis, motorized canoes, motorized inflatable boats, air boats, electric-powered water craft, etc.
- Snowmobiling
- RVing (any trips you have taken that used a recreational vehicle)
- Other motorized outdoor recreation not listed here

This study also included wildlife-based recreation. Information on the economic contributions from these categories was already available from other sources, and was updated to 2011 levels for inclusion in this project.³ Details are presented in the methodology discussions. Wildlife-related recreation includes:

- Hunting;
- Fishing; and
- Wildlife Viewing.

3.2 Regions of Study

Economic data were produced for the U.S. national economy and for the combined economies of nineteen states that comprise the Western Governors' Association (Table 1).

³ These sources were:

a. American Sportfishing Association. 2008. Sportfishing in America: an economic engine and conservation powerhouse. Alexandria, VA.
 b. Association of Fish and Wildlife Agencies. 2007. Hunting in America: an economic engine and conservation powerhouse, Washington, D.C.
 c. U.S. Fish and Wildlife Service. The 2006 National and State Economic Impacts of Wildlife Viewing. Arlington, VA.

Table 1. States included in the Western Governors' Association

Alaska	Montana	Oregon
Arizona	Nebraska	South Dakota
California	Nevada	Texas
Colorado	New Mexico	Utah
Hawaii	North Dakota	Washington
Idaho	Oklahoma	Wyoming
Kansas		

3.3 Methods Overview

As an update to an existing study, every effort was made to maintain consistency with the earlier study in terms of survey methodology and data analysis. The economic estimates in this report are based on the expenditures made for recreation in the United States and the Western region. The following standard formula presents the general approach used to determine national and regional expenditures:

$$\text{Expenditures} = ([\text{Average expenditures per trip}] * [\text{Number of trips}]) + ([\text{Average annual equipment expenditures per participant}] * [\text{Number of participants}])$$

The above formula has three major data requirements:

- a) Annual trips for each activity category for each region;
- b) Typical expenditures per trip for each category in each region; and
- c) Annual expenditures for equipment by participants in each category in each region.

Harris Interactive conducted an online survey as the basis for the 2006 economic study of active outdoor recreation. To maintain consistency with the 2006 study, Harris Interactive again was contracted to conduct the online surveys of outdoor recreationists.

The analysis was undertaken in four major stages:

- 1) Develop regional and national participation and expenditure estimates
 - a. the number of people participating in each of the recreation activities
 - b. the average number of day and overnight trips per participant
 - c. the average trip-related spending per trip
 - d. the average annual equipment and accessory spending per participant
- 2) Develop estimates of the total annual expenditures made by recreationists at the regional and national levels for each category examined
 - a. Trip-related spending
 - b. Spending on equipment and accessories
- 3) Estimate annual regional and national economic contributions for each category using accepted modeling procedures; and

- 4) For wildlife-based recreations (hunting, fishing and wildlife-viewing), update estimates already available from existing sources.

The next sections describe primary data collection and the steps taken to produce the final economic contribution estimates.

3.4 Primary Data Source – Harris Interactive Outdoor Recreation Surveys

Harris Interactive, a nationally recognized polling and surveying firm, has developed a proprietary panel of U.S. residents who participate in their surveys. During 2011 and 2012, panelists were recruited to participate in the online surveys of outdoor recreation.

This study represents the first phase of a larger project. The second phase will include a more extensive survey to provide statistically reliable estimates of recreation participation at the state level of disaggregation for each of the 50 U.S. states. The survey in the second phase will focus solely on measuring participation. The level of participation in each activity in each state will then be applied to the average spending profile for states in their respective regions. For that reason, the first-phase survey sample was stratified along the US Census Bureau region definitions to provide statistically reliable estimates of average expenditures within each of the nine Census regions. The states that are included in each Census region are shown in Table 2.

Table 2. US Census Bureau regions.

New England	East North Central	South Atlantic	East South Central	Mountain
Connecticut	Illinois	Delaware	Alabama	Arizona
Maine	Indiana	District of Columbia	Kentucky	Colorado
Massachusetts	Michigan	Florida	Mississippi	Idaho
New Hampshire	Ohio	Georgia	Tennessee	Montana
Rhode Island	Wisconsin	Maryland		Nevada
Vermont		North Carolina		New Mexico
		South Carolina		Utah
		Virginia		Wyoming
		West Virginia		
Middle Atlantic	West North Central		West South Central	Pacific
New Jersey	Kansas		Arkansas	Alaska
New York	Iowa		Louisiana	California
	Minnesota		Oklahoma	Hawaii
	Missouri		Texas	Oregon
	Nebraska			Washington
	North Dakota			
	South Dakota			

3.4.1 Survey of Human-Powered Outdoor Recreation

In July of 2011, Harris Interactive conducted a total of 15,596 online interviews to attain approximately 300 ‘qualified’ residents in each of the nine Census regions. A qualified respondent is a state resident who participated in the past year in at least one of the five recreations under study and spent money on at least one of the categories. A total of 3,133 surveys of qualified respondents were completed, which included 338 surveys over the quota of 2,795. These additional surveys were included in the analysis to help increase overall precision.

In addition to the qualified residents, an additional 12,463 surveys were completed by panel participants who did not participate in any of the targeted recreations or spend money for these categories. These participants, referred to as ‘non-qualified’ respondents, permitted the development of estimates of the percent of the U.S. and Western region population that participated in outdoor recreation in the past year. These non-participants were not used to develop expenditure estimates.

3.4.2 Survey of Motorized Outdoor Recreation

During March 2012, Harris Interactive conducted a total of 23,907 online interviews to attain approximately 300 ‘qualified’ respondents in each region. A qualified respondent is a state resident who participated in the past year in at least one of the five recreations under study and spent money on at least one of the categories. A total of 3,191 surveys of qualified respondents were completed, which included 458 surveys over the quota of 2,733. These additional surveys were included in the analysis to help increase overall precision of spending estimates.

In addition to the qualified residents, an additional 20,716 surveys were completed by panel participants who did not participate in any of the targeted recreations or spend money for these categories. These participants, referred to as ‘non-qualified’ respondents, permitted the development of estimates of the percent of the U.S. population that participated in motorized outdoor recreation in the past year⁴. These non-participants were not used to develop expenditure estimates.

3.4.3 Weighting

The regionally stratified survey sample of residents does not accurately represent the general U.S. population. A weighting process was applied by Harris Interactive to adjust the results to represent the U.S. population 18 years and older. Weights are statistical adjustments used to increase or decrease a respondent’s survey response to reflect a portion of the population under study. When all survey responses are weighted and summed, the results reflect the entire population under study. Harris applied two weights: one for demographics and the other reflecting the propensity of people fitting the respondent’s profile to complete online surveys. The demographic weights, developed by Harris Interactive using their undisclosed proprietary processes, were based on variables such as race, income, education, age, and gender and were

⁴ The study also relied on industry sources for participation data if it was deemed more reliable than the survey data.

used to adjust the sample set to better reflect the true make-up of each state and regional population. The propensity weights were based on Harris's experience with online surveys and used to adjust for the respondent's likelihood of participating in online surveys and panels. These characteristics are not necessarily based on demographic variables but also include attitude and behavioral characteristics.

Statistics regarding sample sizes and confidence intervals for expenditures are presented in Appendix VI.

Assumptions and Caveats to the Harris Interactive Data:

A source of conservatism may be introduced into the final economic contribution results by the survey questionnaire. The questionnaires, presented in Appendix VII and Appendix VIII, are very specific in the categories included and not included in this project. Some respondents may have excluded expenditures that were justified for inclusion. For example, the bicycle category is meant to include all forms of recreational cycling. This category is divided into paved road and off-road cycling. Survey respondents may use paved urban trails, which are growing across the U.S., as a primary place to cycle, but may not consider these venues to be either paved roads or off-road and therefore may exclude such cycling. The extent of the effects from this possible issue are unknown.

3.5 Estimating the Number of Participants and Trips

NOTE: In the past, OIA has produced estimates of participation in outdoor recreation separately from this project that use different survey methods and produced for different purposes. When comparing expenditures and participation, readers should rely on the participation data presented in this report to ensure consistent interpretations and proper comparisons.

For each study region (U.S. and Western region), the weighted Harris data permitted the development of estimates describing the percentage of each region's population having participated in each recreation activity in the past year and the average number of trips per person. For example, 24.6% of U.S. residents participated in bicycling. Similar estimates were produced for each of the major categories of activity. Participation rates for the major categories of non-motorized and motorized recreation are shown in Table 3.

Recognizing many people participate in more than one type of recreation, the total percentage of a regional population who participate in any type of outdoor recreation cannot be estimated by summing the results for all of the activity categories. Doing so would result in significant double counting. Overall participation estimates were based on the combined sample of qualified and non-qualified survey respondents. Recognizing this combined sample, once weighted, reflected the entire population, and based on a survey question asking if the respondent participated in at least one of the major recreation categories, overall participation estimates for each major category were estimated.⁵

⁵ Each survey included an initial screener question to determine if respondents participated in any of the recreation activities.

Table 3. Percent of US adults who participate in outdoor recreation, by type of recreation.

	US	Western Region
Non-Motorized		
Trail sports	23.9%	28.3%
Bicycling	24.6%	24.0%
Camping	18.0%	23.1%
Water sports	11.4%	11.5%
Snow sports	7.2%	10.2%
Any	47.8%	43.8%
Motorized		
Motorcycling	9.7%	10.9%
Off-road riding	13.3%	15.6%
Boating	12.8%	12.7%
Snowmobiling	2.3%	2.9%
RV'ing	4.0%	4.7%
Any	25.5%	26.6%

In each of the surveys, the participation data may contain an unknown level of double counting in the number of trips. For example, the number of trips reported for each of the five major categories of human-powered recreation (bicycle, camping, paddle, snow, and trail-based recreation) is based on the sum of the primary trips reported for each of the sub-categories (for bicycle, sub-categories are off-road and paved-road riding). A bicyclist could have gone on one ride that involved both paved-road and off-road characteristics and counted the ride as two trips – one off-road and one paved-road instead of either an off-road or a paved-road bicycle trip. The Harris Interactive survey capped the number of trips that a person could report for all sub-categories at 99. In about 1% of the cases, the number of trips reported for a major category exceeded 99, which indicate some level of double counting across the sub-categories. This is assumed to be based on people who, for example, reported 50 off-road bicycle trips and 50 paved-road bicycle trips, which were then summed and reported as 100, thus exceeding the quota of 99. It is possible some respondents reported all of their trips as ‘primary purpose’ trips, even though they were given the option to designate trips as non-primary. To help reduce any double counting, the number of trips reported by any one person was capped at 99. It is still possible that even when observations are capped at 99, additional double counting may exist for trips that summed to a level less than 99. The same procedure was applied in the survey of motorized recreation.

The numbers of participants and trips were estimated by multiplying the percentage of population participating in each category by the number of adults living in the study region. Population data were obtained from the U.S. Census Bureau. Total numbers of trips were then

calculated by multiplying the total number of participants by the average number of trips per participant (Table 4).

Table 4. Total recreational trips, by type of trip in the U.S. and WGA region.

	Resident	
	US	WGA
Non-motorized		
Trail Sports	594,273,909	244,741,958
Bicycling	938,724,667	315,994,684
Camping	495,715,959	233,925,715
Water sports	126,698,695	64,969,289
Snow sports	239,731,016	86,080,534
Total	2,395,144,246	945,712,179
Motorized		
Motorcycle riding	244,602,296	79,141,033
Off-road riding	344,151,172	139,783,307
Boating	300,035,287	70,909,658
Snowmobiling	9,371,606	4,204,139
RV'ing	29,599,946	7,847,993
Total	927,760,308	301,886,130

Appendix I presents the estimated number of trips and participants for the U.S. and Western region. Breakouts are provided for sub-categories (such as paddle-based recreation which is divided into kayaking and canoeing). Also presented are estimates on the percentage of the regional population that participates in some form of outdoor recreation at least once annually.

Please note that when developing an estimate of the total dollars spent annually for outdoor recreation, it is not correct to multiply any trips or participation estimate found in this report by the total dollars spent per day or trip. Doing so will overestimate actual expenditures. One needs to consider that not all participants spend money on every trip, and that not all trips are taken for the primary purpose of recreation. Some trips and their expenditures would still occur even if the person could not participate in outdoor recreation. Steps are required to deduct for these events. These adjustments are made later in this report.

3.6 Estimating Expenditures

Spending across human-powered and motorized recreation was estimated based on activity. Expenditure profiles were estimated separately for the human-powered and motorized forms of recreation activity. For each activity, expenditures were estimated separately for trip-related spending and for spending on equipment and accessories. To account for the overlap between human-powered and motorized recreation and avoid double counting of spending, respondents to the motorized recreation survey were asked to report the primary usage of their recreational vehicles and the primary purpose of their recreational trips. Total spending estimated from the

separate surveys was then allocated to unique activities regardless of whether the spending was derived from the human-powered or motorized recreation survey.

The surveys collected detailed participation and spending information for trip-related expenditures by type of trip (day trips, overnight trips) and location of the trips (in-state, out-of-state). Total spending for each type of trip was calculated and the totals were combined to produce total trip-related spending, overall. Because activity specific to the WGA region was not an objective of the non-motorized survey, there are no detailed spending estimates for that region. Instead, detailed estimates were estimated for each of the nine U.S. Census regions and the total spending in each of the four regions that include WGA states was pro-rated based on state population.

Vehicle usage categories in the motorized recreation survey included four major categories. If respondents reported at least partial usage of the vehicles for outdoor recreation, they were asked to allocate their usage to categories that matched categories within the non-motorized recreation survey:

- Outdoor recreation
 - Trail running (running on an unpaved trail)
 - Day hiking on an unpaved trail
 - Backpacking
 - Climbing ice or natural rock
 - Bicycling on a paved road for exercise, competitively or just for fun
 - Bicycling off road (including dirt roads, paved and unpaved trails, etc.)
 - Camping in an RV at a campsite or in a tent, or rustic lodge
 - Cross-Country skiing/Nordic skiing
 - Downhill skiing
 - Fishing
 - Hunting
 - Telemark skiing (skiing downhill with telemark bindings that allow a free-heel ski experience)
 - Snowboarding
 - Snowshoeing
 - Kayaking – Recreational/Sea/Whitewater
 - Rafting
 - Canoeing
 - Surfing (traditional, windsurfing & kite-surfing)
 - SCUBA diving
 - Wildlife viewing or photography
 - Other physically active outdoor recreation not listed here
- Enjoying the vehicle (e.g., cruising, riding/driving for fun, sharing the time and vehicle with friends, etc.)
- Attending special events (e.g., sporting events, races, shows and conferences, family reunions, etc.)
- Other uses

Expenditure profiles were developed based on the Harris Interactive survey data, with the exception of the fishing, hunting and wildlife expenditures as described later in this report.⁶ For both Harris surveys, average expenditures were developed from the ‘qualified’ set of survey respondents as described earlier. Qualified respondents are those who participated in one of the recreation categories tracked in this report and spent money on outdoor recreation. The equipment and durable expenditure estimates developed from Harris Interactive outdoor data estimate the mean amount spent per year per participant. This was done for each expenditure item queried in the survey. Data were collected for expenditures made by the respondent for his or her personal use and for items purchased for minors under 18. Minors were excluded from the survey and querying adults about expenditures for children helped capture some of the expenditures made for minors. In some cases, the sample sizes for specific items at the regional level were low, which could result in estimates relatively far from the true mean. To help reduce such variance in the results, an adjustment was made. Whenever the regional estimate for a specific expenditure item was 25 percent greater than the national estimate for the same item, the regional estimate was capped at 125% of the national estimate.

Appendix II presents typical expenditure per trip for trip-related expenses (Appendix II-A) plus the average annual expenditures for equipment and services on a per-person basis (Appendix II-B).

3.6.1. Equipment and Services Expenditures

Total expenditures for equipment, accessories and services were calculated by multiplying the average annual expenditure per person (Appendix II-B) by the total number of participants. For annual equipment & services expenditures, an extra step was added to adjust the estimates downward to reflect only the percentage of such expenditures that survey respondents reported were made for the primary purpose of outdoor recreation. This was based on questions that inquired “approximately what percentage of your total (spent) do you think you would have spent even if you had not” participated in the category in question (e.g. Q720 in Appendix VII; Q1745 in Appendix VIII).

An additional step also was taken that adjusted the equipment and services expenditures downward to reflect only the percentage of survey respondents who reported making an expenditure for the category in question (see Q2700, Appendix VIII, for an example).

For the purchases of motorized vehicles, respondents were asked, “Thinking of your time using the [vehicle] that you bought in 2011, what percentage of your use was for recreational purposes?” Only that portion of the purchase price of the vehicles that is attributable to recreational use was included in the spending estimates. Recreational use of the vehicles was then further broken down into four categories by asking respondents, “What percentage of your trips (single day or multiple days trips), involving the [vehicle] you purchased in 2011, were taken for the primary purpose of engaging in each of the following types of activities?”

⁶ Questions 516 to Q560 (equipment and durables), and Q631 thru Q690 in Appendix II.

- Outdoor recreation
- Enjoying the vehicle (e.g. cruising, riding for fun, etc.)
- Attending special events (sporting events, races, shows, family reunions, etc.)
- Other uses

Only that portion of the motorized vehicles' recreational uses associated with the first two categories (outdoor recreation, enjoying the vehicle) was included in the spending estimates. In selected instances, the survey estimates of vehicle spending were adjusted based on input from industry sources of actual vehicle sales and/or registrations. Survey estimates were replaced with known annual vehicle sales of motorcycles, ATVs, ROVs, boats, and snowmobiles.

Total spending for equipment and accessories for non-motorized recreation and motorized recreation is shown in Table 5, Table 6, and Table 7. Detailed expenditures per participant are provided in Appendix IIB.

Table 5. Expenditures for equipment and accessories for non-motorized recreation, U.S.

	Trail-based Sports	Bicycling	Camping	Snow-based Sports	Water-based Sports
Apparel	\$ 2,182,194,731	\$ 1,961,431,616	\$ 874,524,468	\$ 1,233,721,325	\$ 439,523,573
Equipment	\$ 1,852,016,874	\$ 3,336,759,867	\$ 5,617,650,799	\$ 1,421,243,713	\$ 854,539,234
Accessories	\$ 1,377,140,546	\$ 1,353,039,098	\$ 1,177,722,605	\$ 1,058,795,219	\$ 594,618,812
Services	\$ 1,179,725,671	\$ 827,306,356	\$ 970,111,200	\$ 1,131,168,962	\$ 501,611,493
TOTAL:	\$ 6,591,077,823	\$ 7,478,536,937	\$ 8,640,009,072	\$ 4,844,929,219	\$ 2,390,293,111

Table 6. Expenditures for equipment and accessories for non-motorized recreation, U.S.

	Motorcycling	Off-Road Riding	Boating	Snowmobiling	RV'ing
New vehicles	\$4,410,925,249	\$6,644,222,105	\$6,032,069,885	\$310,279,465	\$7,103,056,630
Used vehicles	\$2,409,890,416	\$4,374,538,413	\$7,824,287,712	\$418,751,814	\$5,340,846,760
Parts	\$2,194,286,927	\$3,054,086,361	\$2,012,365,803	\$280,711,458	\$521,997,549
Maintenance	\$1,676,477,791	\$7,564,492,052	\$2,171,317,410	\$139,412,615	\$387,616,426
Insurance	\$1,440,017,506	\$2,130,699,386	\$1,574,718,811	\$83,488,314	\$417,148,468
Registration	\$865,555,418	\$6,476,434,884	\$588,411,579	\$75,266,758	\$289,364,923
Apparel	\$829,734,995	\$1,384,642,421	\$386,094,227	\$115,937,055	\$70,360,964
Storage	\$484,992,947	\$1,619,985,415	\$638,695,070	\$177,855,166	\$149,416,205
TOTAL:	\$14,311,881,249	\$33,249,101,037	\$21,227,960,497	\$1,601,702,645	\$14,279,807,925

Table 7. Expenditures for equipment and accessories for non-motorized recreation, U.S.

	Motorcycling	Off-Road Riding	Boating	Snowmobiling	RV'ing
New vehicles	\$1,272,670,228	\$2,547,182,439	\$2,341,454,603	\$182,847,337	\$809,355,688
Used vehicles	\$877,762,552	\$1,199,963,346	\$3,138,774,106	\$259,230,783	\$451,404,826
Parts	\$954,970,053	\$1,384,534,458	\$335,402,286	\$220,615,611	\$161,617,358
Maintenance	\$859,108,455	\$6,275,710,254	\$218,309,952	\$45,735,090	\$93,328,506
Insurance	\$654,100,977	\$1,207,063,254	\$185,278,992	\$30,113,111	\$59,781,222
Registration	\$405,297,263	\$1,443,246,151	\$239,693,140	\$33,560,696	\$41,548,968
Apparel	\$326,203,994	\$713,546,692	\$149,811,215	\$43,271,140	\$17,938,221
Storage	\$213,220,609	\$1,192,043,554	\$249,035,320	\$36,712,094	\$45,989,337
TOTAL:	\$5,563,334,130	\$15,963,290,149	\$6,857,759,613	\$852,085,860	\$1,680,964,126

Treatment of Durable Equipment Outliers: By definition, the survey of human-powered recreation excludes activities that rely on the primary use of internal-combustion engines such as motorsports (off-road), power-boating, snowmobiling, etc. The purchases of vehicles and other high-end purchases were explicitly omitted from the non-motorized survey. To exclude big ticket purchases that could be used for other categories not related to outdoor recreation, observations reporting equipment expenditures exceeding \$10,000 were capped at \$10,000. Expenditures for apparel, accessories and services were capped at \$2,000. The only significant outliers in the expenditure data, however, were in the camping equipment category and were believed to have been made for recreational vehicles and campers. Recognizing these vehicles can be used for many activities besides outdoor recreation, industry reviewers in the previous 2006 effort recommended that observations exceeding \$2,000 in the camping equipment category be capped at \$2,000. This adjustment was carried over to this latest effort and was made to help ensure the results remain a conservative estimate of the impacts from outdoor recreation only and minimize the potential inclusion of dollars that can also be attributable to other activities.

The survey of motorized recreation included the purchase of both new and used vehicles and equipment and accessories. Outliers were determined by examining the distribution of expenditures separately for new and used vehicles and for each type of recreational vehicle. Limits were established with input from industry sources.

3.6.2. Trip-Related Expenditures

For trip related expenditures, profiles of the average amount spent per trip for each region were developed based on the survey responses. These profiles provided expenditure estimates for each of the major categories. Total trip expenses were calculated by multiplying the total number of trips reported for a region by the region's respective expenditure profile. Total spending by type of purchase and type of recreation are shown in Table 8, Table 9, and Table 10. Detailed spending estimates for non-motorized recreation in the WGA region were not generated because the design of the non-motorized survey did not identify respondents specific to states in the WGA region.

Table 8. Trip-related spending for non-motorized recreation, U.S.

	Trail-based Sports	Bicycling	Camping	Snow-based Sports	Water-based Sports
All trips					
Food & Drink	\$ 14,210,523,341	\$ 18,122,000,619	\$ 34,481,571,559	\$ 9,462,706,555	\$ 7,104,377,826
Transportation	\$ 16,043,126,455	\$ 17,807,210,686	\$ 37,238,322,669	\$ 9,471,485,240	\$ 7,740,691,932
Recreation	\$ 9,351,101,382	\$ 10,793,929,692	\$ 18,242,470,827	\$ 9,356,219,940	\$ 6,068,971,465
Souvenirs & Misc.	\$ 6,249,479,332	\$ 7,535,691,046	\$ 6,862,255,718	\$ 4,418,371,021	\$ 1,945,351,260
Lodging	\$ 9,547,560,145	\$ 10,603,991,888	\$ 15,893,429,269	\$ 7,986,297,311	\$ 5,415,800,235
TOTAL	\$ 55,401,790,655	\$ 64,862,823,932	\$112,718,050,041	\$ 40,695,080,066	\$ 28,275,192,717

Table 9. Trip-related spending for motorized recreation, U.S.

	Motorcycling	Off-Road Riding	Boating	Snowmobiling	RV'ing
All trips					
Food & Drink	\$ 10,030,054,414	\$ 17,744,388,156	\$ 10,010,686,762	\$ 489,015,454	\$ 1,080,691,262
Transportation	\$ 9,322,138,247	\$ 21,211,548,497	\$ 11,278,371,208	\$ 458,447,126	\$ 1,292,466,799
Recreation	\$ 11,648,819,048	\$ 17,710,232,252	\$ 8,814,961,193	\$ 800,679,850	\$ 877,578,809
Souvenirs	\$ 8,637,229,394	\$ 16,351,285,201	\$ 8,165,671,028	\$ 551,321,539	\$ 517,413,129
Lodging	\$ 3,666,101,739	\$ 8,937,302,778	\$ 3,810,473,379	\$ 241,224,778	\$ 531,800,345
Miscellaneous	\$ 9,265,251,518	\$ 22,955,674,365	\$ 8,224,638,981	\$ 740,370,590	\$ 593,024,086
TOTAL	\$ 52,569,594,360	\$104,910,431,249	\$ 50,304,802,551	\$ 3,281,059,337	\$ 4,892,974,428

Table 10. Trip-related spending for motorized recreation, WGA region.

	Motorcycling	Off-Road Riding	Boating	Snowmobiling	RV'ing
All trips					
Food & Drink	\$ 3,272,123,789	\$ 6,976,069,698	\$ 3,242,941,290	\$ 301,099,117	\$ 423,919,136
Transportation	\$ 3,732,236,823	\$ 8,794,221,811	\$ 3,707,343,017	\$ 320,749,837	\$ 571,844,148
Recreation	\$ 3,368,861,520	\$ 7,000,249,775	\$ 2,653,971,218	\$ 334,747,746	\$ 293,059,887
Souvenirs	\$ 2,532,611,934	\$ 6,800,107,646	\$ 2,652,261,297	\$ 261,892,241	\$ 150,834,416
Lodging	\$ 1,596,309,215	\$ 3,546,258,730	\$ 1,802,285,133	\$ 168,118,030	\$ 165,517,619
Miscellaneous	\$ 3,100,124,580	\$ 9,089,922,814	\$ 1,870,670,523	\$ 293,692,128	\$ 217,972,404
TOTAL	\$ 17,602,267,862	\$ 42,206,830,472	\$ 15,929,472,478	\$ 1,680,299,098	\$ 1,823,147,609

Using data from survey questions inquiring about the percentage of all trips taken for the primary purpose of recreation, all expenditures made for primary trips were included. Typically, 70 percent to 95 percent of all trips were reported as primary-purpose trips. Based on input from industry reviewers, 10 percent of non-primary trips were added back in. This was allowed as some level of secondary trips would not have been taken if outdoor recreation was not available. The availability of outdoor recreation is reasonably expected to raise the marginal benefits for many trips up to a point that, without the recreational opportunity available, the trip would otherwise not have been taken. In addition, the presence of the recreational category as part of

another trip is expected to increase the cost of the trip, and the additional amount would be fully attributable to outdoor recreation. Without data identifying the dollars spent on secondary trips attributable to recreation, 10 percent is considered a reasonable amount to allocate.

Just as done for expenditures for durable items, a step was taken to adjust trip expenditures downward to only reflect the percentage of survey respondents who reported making an expenditure for the category in question (see Q3000, Appendix VIII, for an example).

An adjustment was also made to include only expenditures for people who reported making purchases for a particular item. Depending on the category, 20 percent to 90 percent of the participants reported making expenditures as part of their trip. Trail sports and bicycling typically had the lowest rates of expenditures among participants. If, for a given region, only 51 percent of the respondents reported spending money on their categories, then only 51 percent of the reported trips were used in the expenditure equations.

Whenever the regional estimate for a specific trip expenditure item was 25 percent greater than the national estimate for the same item, the regional estimate was replaced with the national estimate. When regional expenditure estimates were 25 percent lower than the national estimates, they were left as-is to help maintain conservative results. This same adjustment was made for equipment/durable goods as explained earlier.

Treatment of Trip-Related Outliers: Trip expenditures that exceeded \$500 for a particular category (food, transportation, etc.) for day trips were capped at \$500, and overnight trip expenditures were capped at \$2,000 per category. This results in a maximum of \$2,000 per day trip and \$10,000 for overnight trips. There were very few observations that required this adjustment.

See Appendix II for detailed average and total trip-related expenditures.

Assumptions and Caveats to the Expenditure Data:

- 1) Survey respondents for the expenditure questions were limited to “qualified respondents” defined as persons who participated in recreation during the previous 12 months *and* who indicated they spent some amount of money on recreation during the previous 12 months. Thus, the resulting participant expenditure sample is not representative of all recreation participants since those who spent no money on recreation during the previous 12 months were not included. For estimation of total expenditures, mean expenditures were aggregated only over the total number of estimated participants who spent some amount of money on recreation during the previous 12 months.
- 2) The survey was limited to people 18 years old and older. Expenditures made by minors are excluded, unless the purchase was made by an adult for a minor. Recognizing the high level of disposable income among youth, an unknown level of expenditures are left out of this study.

3.7 Combining Results of the Non-Motorized and Motorized Recreation Surveys

The survey of motorized recreation was intended to serve as a complement to the separate survey of non-motorized outdoor recreation. As a result, the questionnaire was designed and structured to collect participation and expenditure information in a manner consistent with the non-motorized survey. However, the motorized survey was conceived and designed after the non-motorized survey had been fielded and several conceptual issues make it inappropriate to simply add the spending and economic contributions estimated from the two separate surveys:

1. The surveys have a different focus. The non-motorized survey is focused on a set of human-powered outdoor recreation activities, while the motorized survey is focused on the purchase and use of motorized vehicles for recreation. Simply combining the two surveys without modification would create a set of incompatible categories that would equate activities (hiking, bicycling, etc.) with objects (motorcycles, boats, etc.).
2. The surveys include overlapping concepts. While the survey of motorized recreation is focused on vehicles, the vehicles' usage could (and often is) associated with many of the outdoor recreation activities that are the focus of the non-motorized survey. For example, ATVs are often used by hunters. Campers and hikers may use off-road vehicles when taking a trip. Most fishing is done from boats.
3. Most recreational vehicles have multiple uses. With some variation, most recreational vehicles included in the motorized survey can be used for non-recreational purposes including personal transportation and commercial activities. In addition, some vehicle uses might be classified as quasi-recreational (using a motorcycle to attend but not participate in a rally, using a motorhome for a multi-day trip to attend a NASCAR race). Usage or expenditures associated with non-recreational activities are not legitimate for inclusion in this study and should be omitted.

To address the issue of incompatible focus in the separate surveys, the results were combined on the basis of a common set of activities. The combined set includes all of the activities in the non-motorized survey plus the activities of motorcycling and off-roading. Expenditures for vehicles and equipment in the motorized survey were allocated to activities based on the usage of the vehicles and equipment as reported by the respondents. Trip-related spending also was allocated to activities based on the purpose of recreational trips. Respondents were asked to assign proportions of vehicle usage and the primary purpose of their trips into four categories:

1. Outdoor recreation
2. Enjoying use of the vehicle (i.e. cruising)
3. Attending special events
4. Other uses⁷

Respondents who reported outdoor recreation as a use were asked to further select the specific type(s) of recreation from the list of non-motorized activities. Only expenditures associated with outdoor recreation and cruising were counted in the total. Table 11 shows the allocation of the expenditures reported in each survey to the combined list of activities. For example, all

⁷ A close examination of "other uses" that were written in by respondents found that they were mostly non-recreational.

expenditures related to any vehicle in the motorized survey that were associated with the outdoor recreation activity “trail sports” were allocated to the trail sports category. Expenditures for snowmobile cruising were allocated to snow sports along any other expenditures for snow sports activities that was associated with the use of any of vehicle. The motorcycling category includes only expenditures associated with cruising. Any other motorcycle expenditures associated with outdoor recreation were allocated to one or more of the other activities.

All expenditures associated with each type of vehicle are broken down into the major categories in Appendix IV. The distribution of outdoor recreation expenditures associated with each vehicle into the different recreation categories is provided in Appendix IV.

Table 11. Allocation of reported expenditures to activity categories.

Outdoor Recreation Activities	Non-motorized Survey	Motorized Survey
Trail sports	All	Trail sports allocation
Biking	All	Biking allocation
Camping	All	Camping allocation + RV cruising
Snow sports	All	Snow sports allocation + Snowmobile cruising
Water sports	All	Water sports allocation + Boat cruising
Motorcycle Riding	na	Motorcycle cruising
Off-Roading	na	Off-road cruising
Fishing	Non-motorized USFWS	Fishing allocation
Hunting	Non-motorized USFWS	Hunting allocation
Wildlife watching	Non-motorized USFWS	Wildlife viewing allocation

By allocating all recreation-related spending from both surveys into a common set of outdoor recreation activities, it is possible to produce a comprehensive, unified estimate of spending for outdoor recreation in the U.S. and the WGA region (Table 12 and Table 13).

Table 12. Direct spending for door recreation in the US, by activity and type of spending.

Outdoor Recreation Activities	Motorized				Non-motorized			ALL SPENDING
	Vehicles New & Used	Accessories and Services	Trip-Related Spending	Total	Equipment & Accessories	Trip-Related Spending	Total	
Trail sports	\$ 2,639,450,597	\$ 3,021,049,826	\$ 12,975,176,962	\$ 18,635,677,385	\$ 6,591,077,823	\$ 55,401,790,655	\$ 61,992,868,478	\$ 80,628,545,863
Biking	\$ 1,559,116,072	\$ 1,501,317,169	\$ 5,919,151,761	\$ 8,979,585,002	\$ 7,478,536,937	\$ 64,862,823,932	\$ 72,341,360,869	\$ 81,320,945,871
Camping	\$ 7,402,345,323	\$ 2,571,641,008	\$ 12,051,685,854	\$ 22,025,672,184	\$ 8,640,009,072	\$ 112,718,050,041	\$ 121,358,059,113	\$ 143,383,731,298
Snow sports	\$ 1,154,173,778	\$ 1,719,387,383	\$ 4,633,639,455	\$ 7,507,200,616	\$ 4,844,929,219	\$ 40,695,080,066	\$ 45,540,009,285	\$ 53,047,209,901
Water sports	\$ 10,536,705,993	\$ 6,493,894,122	\$ 38,501,412,285	\$ 55,532,012,399	\$ 2,390,293,111	\$ 28,275,192,717	\$ 30,665,485,828	\$ 86,197,498,227
Motorcycle Riding	\$ 4,777,730,070	\$ 5,247,215,443	\$ 32,501,773,446	\$ 42,526,718,959				\$ 42,526,718,959
Off Roding	\$ 4,361,419,736	\$ 8,799,160,824	\$ 53,334,247,815	\$ 66,494,828,375				\$ 66,494,828,375
Fishing	\$ 1,444,008,527	\$ 1,731,488,531	\$ 6,916,667,534	\$ 10,092,164,592	\$ 6,566,591,987	\$ 18,809,065,385	\$ 25,375,657,373	\$ 35,467,821,965
Hunting	\$ 2,148,287,754	\$ 1,872,826,805	\$ 7,259,526,542	\$ 11,280,641,101	\$ 4,504,609,428	\$ 7,377,385,710	\$ 11,881,995,138	\$ 23,162,636,239
Wildlife watching	\$ 2,179,682,765	\$ 1,425,058,087	\$ 10,244,872,462	\$ 13,849,613,314	\$ 7,131,951,664	\$ 12,340,610,392	\$ 19,472,562,057	\$ 33,322,175,371
TOTAL	\$ 38,202,920,614	\$ 34,383,039,198	\$ 184,338,154,116	\$ 256,924,113,928	\$ 48,147,999,241	\$ 340,479,998,899	\$ 388,627,998,140	\$ 645,552,112,068

Table 13. Direct spending for door recreation in the WGA region, by activity and type of spending.

Outdoor Recreation Activities	Motorized				Non-motorized			ALL SPENDING
	Vehicles New & Used	Accessories and Services	Trip-Related Spending	Total	Equipment & Accessories	Trip-Related Spending	Total	
Trail sports	\$ 704,520,452	\$ 1,390,995,029	\$ 4,986,332,752	\$ 7,081,848,232	\$ 3,403,057,504	\$ 22,151,372,005	\$ 25,554,429,510	\$ 32,636,277,742
Biking	\$ 486,454,592	\$ 640,576,398	\$ 2,132,125,364	\$ 3,259,156,354	\$ 2,695,280,058	\$ 23,759,812,299	\$ 26,455,092,357	\$ 29,714,248,711
Camping	\$ 369,237,183	\$ 544,208,529	\$ 4,185,620,778	\$ 5,099,066,490	\$ 4,388,480,589	\$ 52,292,617,184	\$ 56,681,097,772	\$ 61,780,164,263
Snow sports	\$ 498,304,625	\$ 882,322,073	\$ 2,042,441,080	\$ 3,423,067,778	\$ 2,888,247,086	\$ 23,783,986,843	\$ 26,672,233,929	\$ 30,095,301,707
Water sports	\$ 4,431,942,329	\$ 1,652,199,907	\$ 12,757,754,847	\$ 18,841,897,084	\$ 1,095,633,010	\$ 10,355,965,693	\$ 11,451,598,703	\$ 30,293,495,786
Motorcycle Riding	\$ 1,459,416,264	\$ 2,316,205,270	\$ 9,962,400,863	\$ 13,738,022,396				\$ 13,738,022,396
Off Roding	\$ 1,499,729,163	\$ 4,889,296,819	\$ 20,785,955,301	\$ 27,174,981,283				\$ 27,174,981,283
Fishing	\$ 404,742,338	\$ 1,080,620,478	\$ 3,046,985,479	\$ 4,532,348,296	\$ 1,880,362,942	\$ 5,386,031,230	\$ 7,266,394,172	\$ 11,798,742,467
Hunting	\$ 419,207,856	\$ 760,726,949	\$ 2,131,087,074	\$ 3,311,021,879	\$ 1,412,926,554	\$ 2,314,008,425	\$ 3,726,934,980	\$ 7,037,956,859
Wildlife watching	\$ 447,225,491	\$ 756,791,409	\$ 3,506,021,416	\$ 4,710,038,316	\$ 2,422,624,954	\$ 4,191,934,003	\$ 6,614,558,957	\$ 11,324,597,273
TOTAL	\$ 10,720,780,292	\$ 14,913,942,860	\$ 65,536,724,956	\$ 91,171,448,108	\$ 20,186,612,697	\$ 144,235,727,682	\$ 164,422,340,379	\$ 255,593,788,487

3.8 Calculating Economic Contributions

The expenditures were analyzed by the IMPLAN model to estimate the economic contributions associated with outdoor recreation⁸. IMPLAN[®], developed by the Minnesota IMPLAN Group, Inc. of Stillwater, Minnesota, is an economic impact modeling system. This system allows the user to assess the economic impacts created by consumer and business expenditures at the local, state, regional and national levels. IMPLAN is an input-output model that explains the flow of goods and dollars from commodity suppliers, to manufacturers to intermediaries and finally to the end user. Based on input data which is typically expenditures made in the industry in question, IMPLAN explains the dollars received by other industries and households as the beneficiary companies buy additional materials and pay their employees.

Measures of economic contribution that can be traced to spending on outdoor recreation include:

Total Industry Output (TIO): “TIO is the value of production by industry for a given time period. Output can be measured either by the total value of purchases by intermediate and final consumers, or by intermediate outlays plus value added. Output can also be thought of as value of sales plus or minus inventory.” (page 253, MIG, Inc., 1999).

Total Value Added: Also referred to as income or salaries/wages/business profits, “Value added consists of four components; employee compensation; proprietor income; other property income; indirect business tax. **Employee compensation** is wage and salary payments as well as benefits including health and life insurance, retirement payments, and other non-cash compensation. It includes all income to workers paid by employers. **Proprietary income** consists of payments received by self-employed individuals as income. This is income recorded on Federal Tax Form 1040C. Proprietary income includes income received by private business owners, doctors, lawyers, and so forth. Any income a person receives for payment of self-employed work is counted. **Other property type income** consists of payments from interest, rents, royalties, and dividends paid by corporations. This also includes corporate profits earned by corporations. **Indirect business taxes** consist primarily of excise and sales taxes paid by individuals to businesses. These taxes occur during the normal operation of these businesses but do not include taxes on profit or income.” (page 249, MIG, Inc., 1999). Total Value Added is commonly referred to as earnings, or “salaries, wages and business profits.”

Employment: “Employment includes total wage and salary employees as well as self employed jobs in a region. It includes both full-time and part time job workers and is measured in annual average jobs.” (page 231, MIG, Inc., 1999).

Federal, State and Local Tax Revenues: Using standardized tax tables that consider the typical taxes paid by companies and individuals in all economic sectors or industries in each

⁸ For the U.S. and WGA regions, economic contribution estimates were produced for all active outdoor recreation combined based on the combined set of activities. Details for the five major categories were separated by breaking out the contributions according to the proportion of total expenditures represented by each of the five major categories.

state, the IMPLAN model also projects the tax revenues earned by the state and federal government as a result of the initial expenditures in question.

Table 14 and

Table 15 present the economic contributions that are the result of only the direct expenditures made for outdoor recreation. These contributions do not include multiplier effects.

Table 14. Economic contributions of the direct expenditures for outdoor recreation in the U.S.

Outdoor Recreation Activities	Direct Expenditures	Jobs	Income	Federal Taxes	State & Local Taxes
Bicycling	\$ 81,320,945,871	772,146	\$ 38,648,426,853	\$ 5,174,111,079	\$ 5,574,649,290
Camping	\$ 143,383,731,298	1,356,902	\$ 68,478,337,142	\$ 9,427,118,081	\$ 7,129,695,106
Motorcycling	\$ 42,526,718,959	410,972	\$ 20,826,351,065	\$ 2,793,477,670	\$ 2,592,588,678
Off-roading	\$ 66,494,828,375	684,464	\$ 33,589,472,749	\$ 4,410,555,545	\$ 4,056,094,360
Snow sports	\$ 53,047,209,901	504,342	\$ 25,248,804,500	\$ 3,187,138,690	\$ 3,714,016,392
Trail sports	\$ 80,628,545,863	768,251	\$ 38,431,908,045	\$ 5,140,507,597	\$ 5,555,850,984
Water sports	\$ 86,197,498,227	802,062	\$ 40,325,800,635	\$ 3,730,693,094	\$ 4,853,254,404
Fishing	\$ 35,467,821,965	307,175	\$ 12,665,085,157	\$ 2,150,221,890	\$ 2,424,626,040
Hunting	\$ 23,162,636,239	201,822	\$ 9,016,303,488	\$ 1,477,166,379	\$ 1,545,494,202
Wildlife viewing	\$ 33,322,175,371	289,168	\$ 13,018,994,705	\$ 2,378,112,717	\$ 2,229,661,345
All Activities	\$ 645,552,112,068	6,097,303	\$ 300,249,484,338	\$ 39,869,102,741	\$ 39,675,930,802

Table 15. Economic contributions of the direct expenditures for outdoor recreation in the WGA region.

Outdoor Recreation Activities	Direct Expenditures	Jobs	Income	Federal Taxes	State & Local Taxes
Trail sports	\$ 32,636,277,741	277,907	\$ 13,907,152,927	\$ 1,958,571,985	\$ 2,400,823,440
Biking	\$ 29,714,248,710	253,040	\$ 12,697,334,507	\$ 1,824,734,538	\$ 1,788,182,345
Camping	\$ 61,780,164,262	531,320	\$ 25,656,695,476	\$ 3,746,606,072	\$ 3,088,169,717
Snow sports	\$ 30,095,301,707	248,168	\$ 12,559,655,490	\$ 1,741,412,829	\$ 1,884,115,790
Water sports	\$ 30,293,495,786	266,788	\$ 13,449,783,076	\$ 1,353,607,779	\$ 1,721,839,582
Motorcycle Riding	\$ 13,738,022,396	129,853	\$ 6,660,263,196	\$ 968,704,608	\$ 830,366,491
Off Rooding	\$ 27,174,981,283	276,420	\$ 13,654,585,893	\$ 1,839,930,354	\$ 1,641,780,978
Fishing	\$ 11,798,742,467	104,399	\$ 4,458,040,447	\$ 721,057,123	\$ 791,267,739
Hunting	\$ 7,037,956,859	62,404	\$ 2,777,695,734	\$ 444,909,406	\$ 473,100,607
Wildlife watching	\$ 11,324,597,273	99,804	\$ 4,498,137,979	\$ 806,461,499	\$ 760,250,572
TOTAL	\$ 255,593,788,483	2,250,104	\$ 110,319,344,724	\$ 15,405,996,193	\$ 15,379,897,262

An input-output analysis considers the many rounds of spending that occur as companies spend and re-spend the original dollars spent by the consumer. Each round of spending gets smaller as a portion of each expenditure leaves the region under study (sent to individuals or companies in other regions). These exports of funds from the study region are known as *leakages*. A leakage

occurs when a business or individual spends their money outside of the study region for products or services that are either imported into the region or consumed outside of the study region. For example, a retailer in Colorado may purchase bicycles manufactured in the Great Lakes region. The dollars spent on the new bicycle inventory leave the state and are no longer a part of the Colorado economy. Each round of spending in the local economy becomes successively smaller based on leakages. When the rounds of spending become too small to measure, the impact analysis ends. The result is an estimate of the total economic activity that results from the initial purchase by the consumer. The additional activity beyond the original consumer purchase is commonly known as the multiplier effect. Table 16 shows the total economic activity in the U.S. economy that is associated with consumer spending for outdoor recreation. Altogether, the \$645.6 billion spent by consumers generates \$1.6 trillion dollars of economic activity. A complete detailed breakdown of direct, indirect and total measures of economic contributions is provided in Appendix V.

Table 16. Total economic contributions resulting from expenditures for outdoor recreation, U.S.

Outdoor Recreation Activities	Total			Federal	State & Local
	Output	Jobs	Income	Taxes	Taxes
Trail sports	\$ 196,884,308,195	1,466,941	\$ 100,659,948,859	\$ 12,560,296,484	\$ 13,582,923,165
Biking	\$ 198,747,895,981	1,478,475	\$ 101,437,240,467	\$ 12,650,585,765	\$ 13,636,495,368
Camping	\$ 356,462,236,509	2,618,577	\$ 180,781,845,610	\$ 23,043,702,517	\$ 17,416,053,882
Snow sports	\$ 129,617,935,438	964,884	\$ 66,206,588,130	\$ 7,799,705,749	\$ 9,080,167,867
Water sports	\$ 206,311,014,957	1,521,486	\$ 104,811,013,503	\$ 9,118,759,152	\$ 11,689,789,939
Fishing	\$ 97,759,933,329	763,262	\$ 34,168,207,715	\$ 5,722,310,749	\$ 6,499,863,763
Hunting	\$ 61,924,172,768	460,223	\$ 23,711,273,356	\$ 3,745,306,917	\$ 3,953,276,857
Wildlife watching	\$ 100,808,196,738	722,398	\$ 36,548,075,766	\$ 6,655,021,673	\$ 6,255,499,241
Motorcycle Riding	\$ 102,072,982,246	767,363	\$ 52,994,114,496	\$ 6,717,463,094	\$ 6,254,971,503
Off Rooding	\$ 165,046,037,979	1,273,130	\$ 86,679,309,235	\$ 10,946,221,713	\$ 10,061,337,739
TOTAL	\$ 1,615,634,714,140	12,036,739	\$ 787,997,617,135	\$ 98,959,373,813	\$ 98,430,379,325

Assumptions and Caveats to the Impact Results:

It is not possible to produce statistics regarding the precision of the final economic contribution estimates. Such statistics for individual measure from the Harris Interactive outdoor survey results are provided in Appendix II. To produce the national impact estimates, several numbers from the Harris data such as number of participants, mean expenditures per trip-related items and mean annual trips, are combined. In addition, outside data are mixed in such as Census population estimates and IMPLAN multipliers. Each data source has its own levels of error. When multiple sources of data are combined, developing precision estimates are not practically possible.

3.9 Recreation Benefits All Parts of the U.S. Economy

A kayaker visiting Oregon patronizes a rural motel; an accountant in New Hampshire benefits. How's that? As the motel buys more from suppliers and the employees spent their paychecks,

rounds of spending are created through the economy. Money moves from hand to hand, business to business, across the U.S. and beyond the businesses that directly sell to recreationists. The economic models used in this project tell us how much business the major U.S. economic sectors enjoyed in 2011 as a result of outdoor recreation (excluding fishing, hunting and wildlife-viewing). A separate breakout for non-motorized and motorized recreation is provided in Appendix V.

Table 17. Industries directly and indirectly impacted by expenditures for outdoor recreation, U.S.

Industry Description	Output	Jobs	Income
Agriculture, Forestry, Fishing and Hunting	\$ 21,934,380,033	191,838	\$ 7,403,862,385
Mining, Quarrying, and Oil and Gas Extraction	\$ 33,695,746,413	76,533	\$ 15,791,076,875
Utilities	\$ 29,409,018,718	34,400	\$ 15,798,740,692
Construction	\$ 9,107,104,937	75,072	\$ 4,293,086,255
Manufacturing	\$ 324,356,335,295	608,248	\$ 75,171,737,068
Wholesale Trade	\$ 102,707,481,277	526,093	\$ 68,297,791,666
Retail Trade	\$ 166,238,420,329	2,030,712	\$ 96,501,442,013
Transportation and Warehousing	\$ 69,441,941,292	594,098	\$ 36,558,595,748
Information	\$ 52,204,641,139	161,395	\$ 25,657,317,001
Finance and Insurance	\$ 102,004,871,546	411,810	\$ 55,412,621,565
Real Estate and Rental and Leasing	\$ 79,373,746,651	434,087	\$ 52,815,912,852
Professional, Scientific, and Technical Services	\$ 64,669,162,811	436,141	\$ 39,665,620,082
Management of Companies and Enterprises	\$ 25,042,978,689	108,653	\$ 14,355,892,026
Administrative, Support and Waste Mgt Services	\$ 36,773,345,332	511,701	\$ 21,107,394,892
Educational Services	\$ 8,583,681,821	120,662	\$ 4,634,902,096
Health Care and Social Assistance	\$ 65,007,689,970	607,692	\$ 33,957,082,969
Arts, Entertainment, and Recreation	\$ 125,401,756,851	2,089,329	\$ 68,562,989,822
Accommodation and Food Services	\$ 186,996,577,314	2,334,482	\$ 92,973,019,369
Other Services (except Public Administration)	\$ 44,269,993,911	591,210	\$ 24,584,477,932
Government and institutions	\$ 68,415,839,811	92,582	\$ 34,454,053,829
Total	\$1,615,634,714,140	12,036,739	\$ 787,997,617,135

3.10 Estimating Wildlife-Based Recreation Contributions

The size and contributions of fishing, hunting and wildlife-viewing were originally calculated by other sources. The sportfishing data were obtained from the American Sportfishing Association.⁹ Hunting data were obtained from the Association of Fish and Wildlife Agencies¹⁰ and wildlife viewing impacts were obtained from the U.S. Fish and Wildlife Service.¹¹

⁹ American Sportfishing Association. 2008. Sportfishing in America: an economic engine and conservation powerhouse.. Alexandria, VA.

¹⁰ International Association of Fish and Wildlife Agencies. 2007. Hunting in America: an economic engine and conservation powerhouse,. Washington, D.C.

¹¹ U.S. Fish and Wildlife Service. The 2006 National and State Economic Impacts of Wildlife Viewing. Arlington, VA.

All three source reports were based on the 2006 National Survey of Fishing, Hunting and Wildlife-Associated Recreation. This survey is conducted every five years and is conducted by the U.S. Fish and Wildlife Service (National Survey) at the request and funding of the Association of Fish and Wildlife Agencies. The data obtained from the respective sources reported contributions as of 2006. Steps were taken to update the original data to reflect 2011. Those results were updated to 2011 to account for inflation and changes in state-specific license sales since 2006¹². Wildlife viewing does not require a license and could be updated based only on inflation trends and assumes participation has not changed. Several caveats and concerns about the estimates should be noted:

1. The expenditure data from the 2006 National Survey included many items not collected in the Harris surveys commissioned by OIA for the purpose of this study. The 2006 National Survey included big-ticket items such as vehicles and boats, real estate and more. Selected items were removed from the National Survey estimates to improve consistency with the Harris surveys.
2. The National Survey includes only participants 16 years old and older. There are additional economic impacts generated by minors.
3. The base numbers used to estimate fishing and hunting expenditures are greater than those reported in U.S. Fish and Wildlife Service publications relating to the 2006 National Survey. Sportsmen often attributed purchases to both fishing and hunting (especially vehicles and big-ticket items). These items were not included in the Service's reports, however such items were estimated in the source documents by prorating each item's cost based on each respondent's total days of hunting and fishing activity.

Please note that an unknown level of double counting may exist when combining the Harris survey results with the National Survey. A person may have responded to the 2006 National Survey that a trip was primarily for hunting, yet in the OIA survey reported the same trip as a camping trip, for example. In such cases the trip would be double counted. The likelihood of this occurring seems very low.

3.11 Reconciling Equipment Expenditures Between the USFWS and Harris Surveys

The equipment & services recorded by the two surveys differ. In the 2006 National Survey (fishing, hunting and wildlife-viewing), expenditures for vehicles, boats, and other motorized items were included. To create a consistent equipment expenditure methodology between the two surveys in order to develop a combined total economic contribution based on similar methodology, several adjustments were made to the National Survey estimates.

1. Items that were not included in the Harris surveys were removed from the National Survey estimates (land purchases/leases, cabins, taxidermy, etc.)
2. Purchases of motorized vehicles were removed from the National Survey estimates (motorboats, pick-up trucks, vans, off-road vehicles, etc.).

¹² Updates on fishing and hunting participation were made by Southwick Associates with license sales data provided by a sample of state fish and game agencies.

3. Expenditures of fishing, hunting and wildlife watching expenditures in the national survey (minus the items that are inconsistent with the Harris surveys and minus the motorized equipment) were counted in the non-motorized category of recreational spending.
4. Expenditures reported in the Harris survey of motorized recreation that were allocated to fishing, hunting and wildlife viewing activities were counted in the motorized category of recreational spending.

Combining the surveys in this manner eliminates potential double-counting and omits spending on items in the National Survey that are not consistent with spending reported for other forms of outdoor recreation. The result is a conservative estimate of spending for fishing, hunting and wildlife watching. The resulting estimate of spending on motorized vehicles and equipment for fishing, hunting and wildlife watching is \$9.8 billion compared to \$31.4 billion in the National Survey. Total spending for fishing, hunting and wildlife watching is estimated to be \$91.9 billion compared to \$122.3 billion in the National Survey.

Table 18 presents the estimated number of participants for each activity and the estimated economic contributions.

Table 18. Participation and economic contributions of fishing, hunting and wildlife watching.

	Fishing	Hunting	Wildlife Viewing	Total
Participants	34,640,775	12,770,071	71,132,000	na
Direct contributions				
Output	\$ 35,467,821,965	\$ 23,162,636,239	\$ 33,322,175,371	\$ 91,952,633,574
Jobs	307,175	201,822	289,168	\$ 798,165
Income	\$ 12,665,085,157	\$ 9,016,303,488	\$ 13,018,994,705	\$ 34,700,383,350
Federal taxes	\$ 2,150,221,890	\$ 1,477,166,379	\$ 2,378,112,717	\$ 6,005,500,986
State & local taxes	\$ 2,424,626,040	\$ 1,545,494,202	\$ 2,229,661,345	\$ 6,199,781,587
Total contributions				
Output	\$ 97,759,933,329	\$ 61,924,172,768	\$ 100,808,196,738	\$ 260,492,302,835
Jobs	763,262	460,223	722,398	\$ 1,945,883
Income	\$ 34,168,207,715	\$ 23,711,273,356	\$ 36,548,075,766	\$ 94,427,556,837
Federal taxes	\$ 5,722,310,749	\$ 3,745,306,917	\$ 6,655,021,673	\$ 16,122,639,339
State & local taxes	\$ 6,499,863,763	\$ 3,953,276,857	\$ 6,255,499,241	\$ 16,708,639,862

Note: Wildlife viewing included 28 million participants in “backyard birding” or “watching birds around the home” who may not be deemed by some as participating in “outdoor recreation.” The “backyard birders” were left in the study since there was not exact crossover data available with other wildlife viewing to eliminate an exact percentage of the “backyard birders.” Moreover, many “backyard birders” are active in creating a natural environment for birding and

photography. Logistically excluding the “backyard birders” would be problematic since wildlife viewing expenditures were not designated by participant type.

4.0 Summary

In 2011, the Outdoor Industry Association commissioned a comprehensive examination of the economic contributions of the major forms of outdoor recreations. Two separate surveys of non-motorized recreation and motorized recreation were conducted. Altogether, more than 39,500 online surveys were completed, inquiring about the public’s level of participation and expenditures in outdoor recreation and use of motorized vehicles for recreation. The spending was organized into ten different activity categories (Trail Sports, Biking, Camping, Snow Sports, Water Sports, Fishing, Hunting, Wildlife Watching, Motorcycle Riding, Off-Roadng).

Detailed information about their expenditures was collected. Additional detail was collected about the intent and purpose of their expenditures. This additional detail was used to make adjustments to eliminate expenditures that are not directly associated with actual outdoor activities. In total, \$645.6 billion was spent in 2011 for equipment, services and trip-related items that help them enjoy the outdoors. The expenditure estimates were analyzed with economic models to estimate the national economic activity associated with outdoor recreation. The results show the total level of economic activity associated outdoor recreation. Across all forms of non-motorized and motorized recreation, over \$1.6 billion of economic activity is directly or indirectly tied the spending by people who engage in outdoor recreation. In addition, total economic activity that comes from outdoor recreation supports 12.0 million jobs that provide \$788.0 billion of income and generates \$197.4 billion in federal, state and local tax revenue. Outdoor recreation not contributes to healthy people, but is also a critical piece of the American economy.

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Appendix I:

Participation by Region and Activity

(Adults 18 years +, sample size = 13,435)

[Please note that when developing an estimate of the total dollars spent annually for outdoor recreation, it is not correct to multiply any trips or participation estimate found in this report by the total dollars spent per day or trip. Doing so will overestimate actual expenditures. One needs to consider that not all participants spend money on every trip, and that not all trips are taken for the primary purpose of recreation. Some trips and their expenditures would still occur even if the person could not participate in outdoor recreation. Steps are required to deduct for these events. These adjustments are made in the expenditure section of this report.]

Table I-A. Number of Trips Reported per Region (Adults 18 years +, sample size = 15,596)

	TOTAL DAY TRIPS					
	<u>Trail</u>	<u>Bicycle</u>	<u>Camp</u>	<u>Snow</u>	<u>Water</u>	<u>TOTAL:</u>
New England	25,636,033	39,220,552	15,791,087	9,592,561	10,353,875	100,594,108
Middle Atlantic	55,486,679	93,989,187	22,162,520	9,727,563	15,043,745	196,409,694
East North Central	36,198,260	122,073,249	31,915,233	5,678,503	17,798,741	213,663,986
West North Central	19,232,639	42,929,255	24,635,564	2,721,983	9,166,194	98,685,636
South Atlantic	69,175,140	157,533,440	28,082,888	4,636,172	45,381,332	304,808,972
East South Central	11,735,527	13,059,474	11,217,901	487,743	6,866,346	43,366,991
West South Central	19,557,601	73,457,119	24,352,686	3,336,897	10,319,221	131,023,525
Mountain	46,938,482	61,745,396	33,307,973	14,822,576	10,176,890	166,991,318
Pacific	89,260,061	113,149,810	60,952,607	17,879,577	29,033,038	310,275,094
NATIONAL	373,220,424	717,157,483	252,418,461	68,883,575	154,139,382	1,565,819,323
	TOTAL OVERNIGHT TRIPS					
	<u>Trail</u>	<u>Bicycle</u>	<u>Camp</u>	<u>Snow</u>	<u>Water</u>	<u>TOTAL:</u>
New England	12,631,065	20,777,328	18,089,688	6,493,915	10,900,633	68,892,629
Middle Atlantic	18,097,296	19,928,820	21,412,016	10,659,655	11,461,850	81,559,637
East North Central	32,358,378	19,749,641	39,335,595	4,132,658	14,784,969	110,361,241
West North Central	13,324,739	14,570,500	18,570,530	1,226,340	13,504,038	61,196,147
South Atlantic	50,169,525	49,520,779	24,884,902	3,263,595	39,557,076	167,395,877
East South Central	11,563,599	17,212,346	10,039,154	336,128	5,221,441	44,372,668
West South Central	8,618,047	25,613,918	25,322,202	1,421,297	7,446,748	68,422,211
Mountain	41,068,393	24,051,645	40,150,116	15,619,617	9,956,042	130,845,813
Pacific	33,229,737	30,150,069	45,522,539	14,655,159	31,006,920	154,564,425
NATIONAL	221,060,779	221,575,046	243,326,742	57,808,365	143,839,717	887,610,649

Table I-B: Number of Participants in non-motorized recreation by sub-activity, U.S. and WGA region. (Adults 18 years +, sample size = 15,596):

	US	Western Region
Trail	56,147,779	22,942,687
Trail Running	12,612,473	5,669,201
Day Hiking	49,078,364	19,946,545
Backpacking	10,979,720	5,348,699
Climbing	6,792,691	3,733,287
Bicycling	57,668,858	19,476,901
Paved Road	52,851,328	17,473,430
Off Road	18,713,324	6,648,925
Camping	42,319,606	18,725,424
Snow sports	16,845,290	8,309,601
Cross Country/Nordic	4,333,003	2,580,856
Downhill Skiing	8,779,752	4,031,414
Telemark	3,471,425	2,552,612
Snowboarding	5,925,600	3,580,944
Snowshoeing	6,096,059	3,762,987
Water Sports	26,809,306	9,333,322
Kayaking	13,868,958	5,106,184
Rafting	8,403,622	4,030,937
Canoeing	14,387,928	4,495,830

Table I-C: Number of Participants in motorized recreation by sub-activity, U.S. and WGA region. (Adults 18 years +, sample size = 23,907):

	US	Western Region
Motorcycle	22,847,108	8,001,375
On road	16,641,841	5,613,040
Off-road	10,312,671	4,021,414
Off-road Veh	31,108,423	11,492,412
ATV	18,193,560	6,362,368
ROM	5,147,187	2,089,303
Dune buggies	5,635,074	2,427,564
4X4	9,972,098	3,309,689
Boating	30,029,171	9,315,004
Snowmobiling	5,489,991	2,108,713
RV'ing	1,371,319	459,721

Table I-D: Number of trips for non-motorized recreation by sub-activity, U.S. and WGA region.
(Adults 18 years +, sample size = 15,596):

	Resident		NonResident	
	US	WGA	US	WGA
Day trips				
Trail Sports	300,270,702	128,766,745	72,942,428	30,709,964
Bicycling	668,134,374	230,045,718	49,023,108	14,335,463
Camping	179,566,095	92,847,322	72,837,798	30,310,508
Water sports	51,295,863	28,818,702	17,589,470	6,887,172
Snow sports	92,293,888	30,140,210	21,388,465	7,302,124
Total	1,291,560,923	510,618,696	233,781,269	89,545,231
Overnight trips				
Trail Sports	147,389,869	53,281,146	73,670,910	31,984,103
Bicycling	142,954,763	50,825,929	78,612,422	20,787,574
Camping	169,932,259	81,185,087	73,379,807	29,582,798
Water sports	32,830,109	19,695,251	24,983,253	9,568,164
Snow sports	76,783,882	35,081,134	49,264,781	13,557,066
Total	569,890,882	240,068,546	299,911,172	105,479,705

Table I-E: Number of trips for non-motorized recreation by sub-activity, U.S. and WGA region.
(Adults 18 years +, sample size = 23,907):

	Resident		NonResident	
	US	WGA	US	WGA
Day trips				
Motorcycle riding	172,962,772	52,360,997	19,771,474	5,681,201
Off-road riding	193,740,725	72,781,446	28,102,867	12,994,455
Boating	213,228,617	45,095,557	25,493,033	6,596,734
Snowmibiling	4,263,818	1,870,429	897,230	472,345
RV'ing	8,553,380	-	1,990,545	599,170
Total	592,749,313	172,108,428	76,255,149	26,343,905
Overnight trips				
Motorcycle riding	40,584,051	17,178,952	11,283,999	3,919,883
Off-road riding	78,927,575	34,373,804	43,380,005	19,633,602
Boating	50,159,245	16,190,751	11,154,393	3,026,616
Snowmibiling	2,814,294	1,294,750	1,396,265	566,615
RV'ing	14,935,775	5,736,527	4,120,246	1,512,296
Total	187,420,939	74,774,785	71,334,907	28,659,012

Appendix II:

Per Trip Expenditures and Annual Per-Person Purchases of Equipment and Services

II-A. TRIP EXPENDITURES:

Average trip spending for non-motorized recreation, U.S.

	Trail		Bicycle		Camp		Snow		Water	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Day trips										
Food & Drink	\$ 18.73	1,137	\$ 14.91	824	\$ 54.54	590	\$ 49.57	450	\$ 16.30	649
Transportation	\$ 20.97	1,137	\$ 15.05	824	\$ 59.65	590	\$ 55.13	450	\$ 17.99	649
Recreation & Misc.	\$ 12.93	1,137	\$ 8.61	824	\$ 37.87	590	\$ 54.65	450	\$ 20.00	649
Souvenirs	\$ 7.62	1,137	\$ 5.24	824	\$ 12.66	590	\$ 31.35	450	\$ 4.65	649
Total	\$ 60.26	1,137	\$ 43.81	824	\$ 164.73	590	\$ 190.71	450	\$ 58.94	649
Overnight Trips										
Food & Drink	\$ 32.66	493	\$ 33.54	188	\$ 85.14	1,332	\$ 104.62	276	\$ 41.66	274
Transportation	\$ 37.17	493	\$ 31.65	188	\$ 91.17	1,332	\$ 98.14	276	\$ 45.19	274
Recreation & Misc.	\$ 20.47	493	\$ 20.85	188	\$ 35.69	1,332	\$ 96.71	276	\$ 30.11	274
Souvenirs	\$ 15.40	493	\$ 17.04	188	\$ 15.07	1,332	\$ 39.07	276	\$ 11.24	274
Lodging	\$ 43.19	493	\$ 47.86	188	\$ 65.32	1,332	\$ 138.14	276	\$ 42.97	274
Total	\$ 148.89	493	\$ 150.93	188	\$ 292.38	1,332	\$ 476.67	276	\$ 171.17	274

Average trip spending for motorized recreation, U.S.

	Motorcycle		Off-Road		Boating		Snowmobiling		RV	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Day trips										
Food & Drink	\$ 36.85	762	\$ 49.74	973	\$ 28.93	756	\$ 52.61	178	\$ 36.16	242
Transportation	\$ 34.87	818	\$ 57.23	1,057	\$ 33.10	780	\$ 46.16	194	\$ 42.94	238
Recreation	\$ 46.84	415	\$ 53.54	610	\$ 29.14	419	\$ 103.61	132	\$ 38.11	179
Souvenirs	\$ 34.11	320	\$ 50.99	469	\$ 27.75	179	\$ 64.51	100	\$ 22.12	122
Miscellaneous	\$ 33.70	289	\$ 78.16	462	\$ 27.96	167	\$ 90.64	97	\$ 29.18	130
TOTAL	\$ 186.37		\$ 289.66		\$ 146.89		\$ 357.53		\$ 168.51	
Overnight trips										
Food & Drink	\$ 56.43	504	\$ 54.87	696	\$ 50.61	381	\$ 51.65	128	\$ 36.70	309
Transportation	\$ 50.16	502	\$ 69.62	692	\$ 55.07	372	\$ 52.30	128	\$ 44.07	310
Recreation	\$ 50.54	374	\$ 47.69	535	\$ 30.32	282	\$ 63.16	96	\$ 24.96	209
Souvenirs	\$ 39.77	301	\$ 41.20	431	\$ 25.12	157	\$ 51.87	81	\$ 14.92	156
Lodging	\$ 70.68	382	\$ 73.07	475	\$ 62.15	234	\$ 57.29	234	\$ 27.91	219
Miscellaneous	\$ 53.41	278	\$ 45.92	393	\$ 25.28	144	\$ 64.73	82	\$ 14.97	133
TOTAL	\$ 321.00		\$ 332.37		\$ 248.54		\$ 341.01		\$ 163.53	

Average trip spending for motorized recreation, WGA region.

	Motorcycle		Off-Road		Boating		Snowmobiling		RV	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Day trips										
Food & Drink	\$ 36.56	343	\$ 48.57	423	\$ 37.14	234	\$ 71.48	69	\$ 33.25	86
Transportation	\$ 41.97	355	\$ 56.77	457	\$ 41.49	226	\$ 77.37	69	\$ 43.90	83
Recreation	\$ 41.30	204	\$ 50.93	272	\$ 37.14	168	\$ 111.42	55	\$ 22.93	65
Souvenirs	\$ 29.08	147	\$ 54.28	211	\$ 32.60	80	\$ 69.16	39	\$ 9.53	38
Miscellaneous	\$ 31.35	130	\$ 82.28	202	\$ 26.11	61	\$ 58.38	40	\$ 22.42	42
TOTAL	\$ 180.27		\$ 292.83		\$ 174.48		\$ 387.82		\$ 132.03	
Overnight trips										
Food & Drink	\$ 54.50	230	\$ 52.03	345	\$ 68.84	120	\$ 71.80	54	\$ 41.27	111
Transportation	\$ 61.43	228	\$ 72.66	338	\$ 81.32	119	\$ 74.93	53	\$ 56.16	113
Recreation	\$ 46.05	182	\$ 48.72	262	\$ 38.19	97	\$ 39.60	41	\$ 28.56	69
Souvenirs	\$ 40.03	136	\$ 39.70	195	\$ 50.34	45	\$ 53.65	41	\$ 15.87	46
Lodging	\$ 75.66	169	\$ 65.66	227	\$ 93.78	76	\$ 90.32	76	\$ 22.83	77
Miscellaneous	\$ 60.68	126	\$ 37.64	188	\$ 27.12	46	\$ 84.30	40	\$ 18.46	53
TOTAL	\$ 338.35		\$ 316.41		\$ 359.59		\$ 414.60		\$ 183.16	

II-B. ANNUAL EQUIPMENT & SERVICES EXPENDITURES:

Average spending for equipment and accessories for non-motorized recreation, U.S.

	Trail-based Sports	Bicycling	Camping	Snow-based Sports	Water-based Sports
Apparel - self	\$ 33.21	\$ 31.25	\$ 18.57	\$ 56.76	\$ 12.82
Equipment - self	\$ 26.12	\$ 55.78	\$ 130.90	\$ 61.19	\$ 26.28
Accessories - self	\$ 20.54	\$ 19.98	\$ 25.83	\$ 43.17	\$ 14.30
Services - self	\$ 16.25	\$ 11.27	\$ 22.04	\$ 50.41	\$ 16.00
Apparel - children	\$ 6.29	\$ 3.21	\$ 2.41	\$ 16.34	\$ 3.76
Equipment - children	\$ 7.39	\$ 2.84	\$ 3.85	\$ 23.02	\$ 5.95
Accessories - children	\$ 4.39	\$ 3.79	\$ 2.42	\$ 19.57	\$ 8.13
Services - children	\$ 5.11	\$ 3.26	\$ 1.23	\$ 16.61	\$ 2.92

Average spending for equipment and accessories for motorized recreation, U.S.

	Motorcycling	Off-Road Riding	Boating	Snowmobiling	RV'ing
New Vehicle - self	\$ 10,308.43	\$ 9,354.51	\$ 24,437.36	\$ 7,044.44	\$ 66,990.56
Used Vehicle - self	\$ 2,515.83	\$ 3,529.45	\$ 6,611.42	\$ 3,029.76	\$ 28,386.98
Parts - self	\$ 262.80	\$ 303.93	\$ 350.02	\$ 227.95	\$ 372.03
Maintenance - self	\$ 189.23	\$ 219.49	\$ 384.70	\$ 96.91	\$ 276.70
Insurance - self	\$ 154.73	\$ 209.21	\$ 316.32	\$ 60.34	\$ 218.36
Registration - self	\$ 83.07	\$ 507.58	\$ 98.52	\$ 44.24	\$ 166.36
Apparel - self	\$ 132.08	\$ 157.80	\$ 59.68	\$ 66.40	\$ 88.41
Storage - self	\$ 119.71	\$ 467.02	\$ 356.50	\$ 349.61	\$ 237.31
New Vehicle - children	\$ 1,844.42	\$ 6,118.15	\$ 12,898.92	\$ 4,968.16	\$ 35,000.00
Used Vehicle - children	\$ 1,209.96	\$ 1,562.90	\$ 4,511.55	\$ 2,340.75	\$ 11,139.85
Parts - children	\$ 162.39	\$ 291.80	\$ 97.42	\$ 76.42	\$ 161.93
Maintenance - children	\$ 143.34	\$ 2,194.62	\$ 129.73	\$ 60.91	\$ 65.20
Insurance - children	\$ 175.18	\$ 242.32	\$ 106.29	\$ 47.41	\$ 108.53
Registration - children	\$ 140.90	\$ 1,221.48	\$ 105.75	\$ 73.82	\$ 48.22
Apparel - children	\$ 75.88	\$ 186.53	\$ 79.79	\$ 65.31	\$ 96.36
Storage - children	\$ 127.62	\$ 270.73	\$ 46.14	\$ 107.26	\$ 300.00

Average spending for equipment and accessories for motorized recreation, WGA region.

	Motorcycling	Off-Road Riding	Boating	Snowmobiling	RV'ing
NewVehicle - self	\$ 8,644.91	\$ 8,801.46	\$ 29,637.06	\$ 7,110.63	\$ 49,207.88
Used Vehicle - self	\$ 1,966.70	\$ 2,251.85	\$ 6,169.25	\$ 4,283.40	\$ 10,897.25
Parts - self	\$ 255.50	\$ 345.99	\$ 201.83	\$ 463.39	\$ 485.99
Maintenance - self	\$ 218.51	\$ 289.84	\$ 143.57	\$ 82.88	\$ 292.19
Insurance - self	\$ 165.76	\$ 263.56	\$ 124.90	\$ 57.06	\$ 142.19
Registration - self	\$ 106.34	\$ 368.40	\$ 144.09	\$ 36.68	\$ 105.49
Apparel - self	\$ 115.26	\$ 212.54	\$ 56.29	\$ 58.99	\$ 53.97
Storage - self	\$ 70.98	\$ 793.12	\$ 516.38	\$ 57.24	\$ 311.10
NewVehicle - children	\$ 1,314.49	\$ 2,051.84	\$ -	\$ -	\$ 35,000.00
Used Vehicle - children	\$ 784.15	\$ 989.26	\$ 3,658.13	\$ 2,899.99	\$ 8,900.00
Parts - children	\$ 201.10	\$ 224.73	\$ 74.27	\$ 103.60	\$ 198.93
Maintenance - children	\$ 166.04	\$ 4,699.10	\$ 45.85	\$ 41.20	\$ 100.00
Insurance - children	\$ 191.26	\$ 366.02	\$ 34.99	\$ 31.75	\$ -
Registration - children	\$ 99.44	\$ 141.07	\$ 41.65	\$ 103.29	\$ -
Apparel - children	\$ 73.58	\$ 121.41	\$ 96.14	\$ 56.57	\$ 107.95
Storage - children	\$ 152.51	\$ 237.45	\$ 26.61	\$ 158.64	

Appendix III:

Expenditure summary for outdoor recreation

Participation and spending summary for non-motorized recreation, U.S.

Expenditures:						
<i>Trip-Related:</i>	Trail	Bicycle	Camp	Snow	Water	TOTAL:
Food & Drink	\$14,210,523,341	\$18,122,000,619	\$34,481,571,559	\$9,462,706,555	\$7,104,377,826	\$83,381,179,899
Transportation	\$16,043,126,455	\$17,807,210,686	\$37,238,322,669	\$9,471,485,240	\$7,740,691,932	\$88,300,836,981
Recreation, Entertainment & Activities	\$9,351,101,382	\$10,793,929,692	\$18,242,470,827	\$9,356,219,940	\$6,068,971,465	\$53,812,693,305
Souvenirs, Gifts & Other Miscellaneous	\$6,249,479,332	\$7,535,691,046	\$6,862,255,718	\$4,418,371,021	\$1,945,351,260	\$27,011,148,378
Lodging	\$9,547,560,145	\$10,603,991,888	\$15,893,429,269	\$7,986,297,311	\$5,415,800,235	\$49,447,078,848
<i>Total Trip Costs =</i>	\$55,401,790,655	\$64,862,823,932	\$112,718,050,041	\$40,695,080,066	\$28,275,192,717	\$301,952,937,411
Equipment & Services:						
Apparel	\$2,182,194,731	\$1,961,431,616	\$874,524,468	\$1,233,721,325	\$439,523,573	\$6,691,395,712
Equipment	\$1,852,016,874	\$3,336,759,867	\$5,617,650,799	\$1,421,243,713	\$854,539,234	\$13,082,210,487
Accessories	\$1,377,140,546	\$1,353,039,098	\$1,177,722,605	\$1,058,795,219	\$594,618,812	\$5,561,316,281
Services	\$1,179,725,671	\$827,306,356	\$970,111,200	\$1,131,168,962	\$501,611,493	\$4,609,923,682
<i>Total Equip. & Services =</i>	\$6,591,077,823	\$7,478,536,937	\$8,640,009,072	\$4,844,929,219	\$2,390,293,111	\$29,944,846,161
Tot. Expenditures =	\$61,992,868,478	\$72,341,360,869	\$121,358,059,113	\$45,540,009,285	\$30,665,485,828	\$331,897,783,572

Participation:						
<i>Number of Participants:</i>	55,253,944	56,917,480	41,691,215	16,876,864	26,512,727	108,583,624
<i>Number of Trips:</i>						
Day Trips	373,213,129	717,157,483	252,403,893	68,885,334	113,682,353	1,525,342,191
Overnight	221,060,779	221,567,185	243,312,066	57,813,362	126,048,663	869,802,055
Total Trips:	594,273,909	938,724,667	495,715,959	126,698,695	239,731,016	2,395,144,246

Expenditures Per:						
Per Participant, Annually: (trip expenditures + equipment & services)	\$1,121.96	\$1,270.99	\$2,910.88	\$2,698.37	\$1,156.63	\$3,056.61

Participation and spending summary for motorized recreation, U.S.

Expenditures:						
<i>Trip-Related:</i>	<u>Trail</u>	<u>Bicycle</u>	<u>Camp</u>	<u>Snow</u>	<u>Water</u>	<u>TOTAL:</u>
Food & Drink	\$10,030,054,414	\$17,744,388,156	\$10,010,686,762	\$489,015,454	\$1,080,691,262	\$39,354,836,047
Transportation	\$9,322,138,247	\$21,211,548,497	\$11,278,371,208	\$458,447,126	\$1,292,466,799	\$43,562,971,877
Recreation, Entertainment & Activities	\$11,648,819,048	\$17,710,232,252	\$8,814,961,193	\$800,679,850	\$877,578,809	\$39,852,271,151
Souvenirs, Gifts & Other Miscellaneous	\$17,902,480,912	\$39,306,959,566	\$16,390,310,009	\$1,291,692,129	\$1,110,437,215	\$76,001,879,831
Lodging	\$3,666,101,739	\$8,937,302,778	\$3,810,473,379	\$241,224,778	\$531,800,345	\$17,186,903,019
<i>Total Trip Costs =</i>	<u>\$52,569,594,360</u>	<u>\$104,910,431,249</u>	<u>\$50,304,802,551</u>	<u>\$3,281,059,337</u>	<u>\$4,892,974,428</u>	<u>\$215,958,861,926</u>
Equipment & Services:						
Vehicles	\$6,820,815,665	\$11,018,760,518	\$13,856,357,597	\$729,031,279	\$12,443,903,390	\$44,868,868,449
Parts	\$2,194,286,927	\$3,054,086,361	\$2,012,365,803	\$280,711,458	\$521,997,549	\$8,063,448,098
Maintenance	\$1,676,477,791	\$7,564,492,052	\$2,171,317,410	\$139,412,615	\$387,616,426	\$11,939,316,294
Insurance	\$1,440,017,506	\$2,130,699,386	\$1,574,718,811	\$83,488,314	\$417,148,468	\$5,646,072,485
Registration	\$865,555,418	\$6,476,434,884	\$588,411,579	\$75,266,758	\$289,364,923	\$8,295,033,562
Apparel	\$829,734,995	\$1,384,642,421	\$386,094,227	\$115,937,055	\$70,360,964	\$2,786,769,662
Storage	\$484,992,947	\$1,619,985,415	\$638,695,070	\$177,855,166	\$149,416,205	\$3,070,944,802
<i>Total Equip. & Services =</i>	<u>\$14,311,881,249</u>	<u>\$33,249,101,037</u>	<u>\$21,227,960,497</u>	<u>\$1,601,702,645</u>	<u>\$14,279,807,925</u>	<u>\$84,670,453,352</u>
Tot. Expenditures =	\$66,881,475,609	\$138,159,532,286	\$71,532,763,048	\$4,882,761,982	\$19,172,782,353	\$300,629,315,278

Participation:						
<i>Number of Participants:</i>	22,847,108	31,108,423	40,476,237	5,489,991	9,451,035	109,372,794
<i>Number of Trips:</i>						
Day Trips	96,595,088	109,336,319	135,549,025	2,498,069	6,363,584	350,342,085
Overnight	27,828,534	56,836,319	30,986,606	1,478,937	11,243,647	128,374,042
Total Trips:	<u>124,423,621</u>	<u>166,172,638</u>	<u>166,535,631</u>	<u>3,977,006</u>	<u>17,607,230</u>	<u>478,716,127</u>

Expenditures Per:						
Per Participant, Annually: (trip expenditures + equipment & services)	\$2,927.35	\$4,441.23	\$1,767.28	\$889.39	\$2,028.64	\$2,748.67

Participation and spending summary for motorized recreation, WGA region.

Expenditures:

<i>Trip-Related:</i>	<u>Trail</u>	<u>Bicycle</u>	<u>Camp</u>	<u>Snow</u>	<u>Water</u>	<u>TOTAL:</u>
Food & Drink	\$3,272,123,789	\$6,976,069,698	\$3,242,941,290	\$301,099,117	\$423,919,136	\$14,216,153,029
Transportation	\$3,732,236,823	\$8,794,221,811	\$3,707,343,017	\$320,749,837	\$571,844,148	\$17,126,395,636
Recreation, Entertainment & Activities	\$3,368,861,520	\$7,000,249,775	\$2,653,971,218	\$334,747,746	\$293,059,887	\$13,650,890,146
Souvenirs, Gifts & Other Miscellaneous	\$5,632,736,514	\$15,890,030,459	\$4,522,931,821	\$555,584,368	\$368,806,819	\$26,970,089,982
Lodging	\$1,596,309,215	\$3,546,258,730	\$1,802,285,133	\$168,118,030	\$165,517,619	\$7,278,488,726
<i>Total Trip Costs =</i>	\$17,602,267,862	\$42,206,830,472	\$15,929,472,478	\$1,680,299,098	\$1,823,147,609	\$79,242,017,519
Equipment & Services:						
Vehicles	\$2,150,432,780	\$3,747,145,785	\$5,480,228,710	\$442,078,120	\$1,260,760,514	\$13,080,645,908
Parts	\$954,970,053	\$1,384,534,458	\$335,402,286	\$220,615,611	\$161,617,358	\$3,057,139,765
Maintenance	\$859,108,455	\$6,275,710,254	\$218,309,952	\$45,735,090	\$93,328,506	\$7,492,192,257
Insurance	\$654,100,977	\$1,207,063,254	\$185,278,992	\$30,113,111	\$59,781,222	\$2,136,337,556
Registration	\$405,297,263	\$1,443,246,151	\$239,693,140	\$33,560,696	\$41,548,968	\$2,163,346,218
Apparel	\$326,203,994	\$713,546,692	\$149,811,215	\$43,271,140	\$17,938,221	\$1,250,771,261
Storage	\$213,220,609	\$1,192,043,554	\$249,035,320	\$36,712,094	\$45,989,337	\$1,737,000,914
<i>Total Equip. & Services =</i>	\$5,563,334,130	\$15,963,290,149	\$6,857,759,613	\$852,085,860	\$1,680,964,126	\$30,917,433,878
Tot. Expenditures =	\$23,165,601,992	\$58,170,120,621	\$22,787,232,091	\$2,532,384,958	\$3,504,111,735	\$110,159,451,397

Participation:

<i>Number of Participants:</i>	8,001,375	11,492,412	12,688,677	2,108,713	3,439,165	37,730,342
<i>Number of Trips:</i>						
Day Trips	29,662,238	38,511,635	28,994,376	1,700,514	1,892,804	100,761,567
Overnight	12,646,441	26,635,127	11,201,539	1,267,371	4,299,564	56,050,042
Total Trips:	42,308,679	65,146,762	40,195,915	2,967,885	6,192,368	156,811,609

Expenditures Per:

Per Participant, Annually: (trip expenditures + equipment & services)	\$2,895.20	\$5,061.61	\$1,795.87	\$1,200.91	\$1,018.88	\$2,919.65
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**Appendix IV:
Recreation Expenditures by Type of
Recreation Vehicle and
Type of Activity**

Recreation expenditures by type of vehicle and type of activity, U.S.

	Motorcycles	Off-Road Vehicles	Boats	Snowmobiles	RVs	TOTAL
TOTAL	\$ 66,881,475,609	\$ 138,159,532,286	\$ 71,532,763,048	\$ 4,882,761,982	\$ 19,172,782,353	\$ 300,629,315,278
<u>Vehicles: new & used</u>	\$ 6,820,815,665	\$ 11,018,760,518	\$ 13,856,357,597	\$ 729,031,279	\$ 12,443,903,390	\$ 44,868,868,449
<u>Accessories & Services</u>	\$ 7,491,065,584	\$ 22,230,340,519	\$ 7,371,602,899	\$ 872,671,366	\$ 1,835,904,535	\$ 39,801,584,903
Trip-related spending:	\$ 52,569,594,360	\$ 104,910,431,249	\$ 50,304,802,551	\$ 3,281,059,337	\$ 4,892,974,428	\$ 215,958,861,926
Food & Drink	\$ 10,030,054,414	\$ 17,744,388,156	\$ 10,010,686,762	\$ 489,015,454	\$ 1,080,691,262	\$ 39,354,836,047
Transportation	\$ 9,322,138,247	\$ 21,211,548,497	\$ 11,278,371,208	\$ 458,447,126	\$ 1,292,466,799	\$ 43,562,971,877
Recreation	\$ 11,648,819,048	\$ 17,710,232,252	\$ 8,814,961,193	\$ 800,679,850	\$ 877,578,809	\$ 39,852,271,151
Souvenirs	\$ 8,637,229,394	\$ 16,351,285,201	\$ 8,165,671,028	\$ 551,321,539	\$ 517,413,129	\$ 34,222,920,291
Lodging	\$ 3,666,101,739	\$ 8,937,302,778	\$ 3,810,473,379	\$ 241,224,778	\$ 531,800,345	\$ 17,186,903,019
Miscellaneous	\$ 9,265,251,518	\$ 22,955,674,365	\$ 8,224,638,981	\$ 740,370,590	\$ 593,024,086	\$ 41,778,959,540
Outdoor Recreation	\$ 13,835,928,267	\$ 48,481,582,516	\$ 38,193,588,192	\$ 1,396,232,128	\$ 7,453,982,283	\$ 109,361,313,386
<u>Vehicles: new & used</u>	\$ 1,163,227,694	\$ 4,740,429,625	\$ 5,923,190,902	\$ 251,968,257	\$ 4,711,845,733	\$ 16,790,662,211
<u>Accessories & Services</u>	\$ 1,277,532,684	\$ 9,563,812,971	\$ 3,151,146,391	\$ 301,613,236	\$ 695,159,604	\$ 14,989,264,885
Trip-related spending:	\$ 11,395,167,889	\$ 34,177,339,920	\$ 29,119,250,899	\$ 842,650,635	\$ 2,046,976,946	\$ 77,581,386,289
Food & Drink	\$ 2,174,149,437	\$ 5,780,702,438	\$ 5,794,748,905	\$ 125,590,287	\$ 452,107,431	\$ 14,327,298,497
Transportation	\$ 2,020,699,070	\$ 6,910,221,363	\$ 6,528,556,008	\$ 117,739,645	\$ 540,703,774	\$ 16,117,919,860
Recreation	\$ 2,525,038,482	\$ 5,769,575,251	\$ 5,102,595,649	\$ 205,632,789	\$ 367,135,291	\$ 13,969,977,463
Souvenirs	\$ 1,872,235,847	\$ 5,326,862,408	\$ 4,726,749,960	\$ 141,591,906	\$ 216,459,898	\$ 12,283,900,019
Lodging	\$ 794,676,948	\$ 2,911,562,095	\$ 2,205,716,447	\$ 61,952,007	\$ 222,478,793	\$ 6,196,386,291
Miscellaneous	\$ 2,008,368,105	\$ 7,478,416,365	\$ 4,760,883,929	\$ 190,144,000	\$ 248,091,759	\$ 14,685,904,158
Cruising	\$ 42,526,718,959	\$ 66,494,828,375	\$ 28,784,539,593	\$ 2,872,720,964	\$ 9,649,801,971	\$ 150,328,609,862
<u>Vehicles: new & used</u>	\$ 4,777,730,070	\$ 4,361,419,736	\$ 7,192,148,593	\$ 439,316,638	\$ 6,746,150,449	\$ 23,516,765,486
<u>Accessories & Services</u>	\$ 5,247,215,443	\$ 8,799,160,824	\$ 3,826,233,774	\$ 525,874,626	\$ 995,289,646	\$ 19,393,774,313
Trip-related spending:	\$ 32,501,773,446	\$ 53,334,247,815	\$ 17,766,157,226	\$ 1,907,529,700	\$ 1,908,361,875	\$ 107,418,070,063
Food & Drink	\$ 6,201,199,765	\$ 9,020,872,224	\$ 3,535,476,255	\$ 284,301,930	\$ 421,492,087	\$ 19,463,342,261
Transportation	\$ 5,763,522,223	\$ 10,783,503,324	\$ 3,983,184,626	\$ 266,530,233	\$ 504,088,954	\$ 21,300,829,360
Recreation	\$ 7,202,020,145	\$ 9,003,508,083	\$ 3,113,181,616	\$ 465,496,182	\$ 342,274,002	\$ 20,126,480,029
Souvenirs	\$ 5,340,069,224	\$ 8,312,648,100	\$ 2,883,871,678	\$ 320,525,203	\$ 201,801,890	\$ 17,058,916,096
Lodging	\$ 2,266,610,759	\$ 4,543,536,000	\$ 1,345,745,649	\$ 140,242,337	\$ 207,413,204	\$ 8,503,547,949
Miscellaneous	\$ 5,728,351,330	\$ 11,670,180,084	\$ 2,904,697,402	\$ 430,433,815	\$ 231,291,737	\$ 20,964,954,368
Special Events	\$ 10,518,828,383	\$ 23,183,121,395	\$ 4,554,635,263	\$ 613,808,890	\$ 2,068,998,100	\$ 40,939,392,030
<u>Vehicles: new & used</u>	\$ 879,857,902	\$ 1,916,911,157	\$ 741,018,102	\$ 37,746,383	\$ 985,907,208	\$ 4,561,440,752
<u>Accessories & Services</u>	\$ 966,317,456	\$ 3,867,366,724	\$ 394,222,735	\$ 45,183,504	\$ 145,455,285	\$ 5,418,545,705
Trip-related spending:	\$ 8,672,653,025	\$ 17,398,843,513	\$ 3,419,394,426	\$ 530,879,003	\$ 937,635,607	\$ 30,959,405,574
Food & Drink	\$ 1,654,705,211	\$ 2,942,813,494	\$ 680,461,602	\$ 79,123,237	\$ 207,091,744	\$ 5,564,195,288
Transportation	\$ 1,537,916,955	\$ 3,517,823,810	\$ 766,630,574	\$ 74,177,248	\$ 247,674,070	\$ 6,144,222,657
Recreation	\$ 1,921,760,420	\$ 2,937,148,917	\$ 599,183,928	\$ 129,550,879	\$ 168,169,515	\$ 5,755,813,659
Souvenirs	\$ 1,424,924,323	\$ 2,711,774,693	\$ 555,049,391	\$ 89,204,430	\$ 99,151,340	\$ 4,880,104,176
Lodging	\$ 604,814,032	\$ 1,482,204,683	\$ 259,011,283	\$ 39,030,434	\$ 101,908,348	\$ 2,486,968,779
Miscellaneous	\$ 1,528,532,084	\$ 3,807,077,916	\$ 559,057,650	\$ 119,792,774	\$ 113,640,590	\$ 6,128,101,014

Recreation expenditures by type of vehicle and type of activity, WGA region.

	Motorcycles	Off-Road Vehicles	Boats	Snowmobiles	RVs	TOTAL
TOTAL	\$ 66,881,475,609	\$ 138,159,532,286	\$ 71,532,763,048	\$ 4,882,761,982	\$ 19,172,782,353	\$ 300,629,315,278
<u>Vehicles: new & used</u>	\$ 6,820,815,665	\$ 11,018,760,518	\$ 13,856,357,597	\$ 729,031,279	\$ 12,443,903,390	\$ 44,868,868,449
<u>Accessories & Services</u>	\$ 7,491,065,584	\$ 22,230,340,519	\$ 7,371,602,899	\$ 872,671,366	\$ 1,835,904,535	\$ 39,801,584,903
Trip-related spending:	\$ 52,569,594,360	\$ 104,910,431,249	\$ 50,304,802,551	\$ 3,281,059,337	\$ 4,892,974,428	\$ 215,958,861,926
Food & Drink	\$ 10,030,054,414	\$ 17,744,388,156	\$ 10,010,686,762	\$ 489,015,454	\$ 1,080,691,262	\$ 39,354,836,047
Transportation	\$ 9,322,138,247	\$ 21,211,548,497	\$ 11,278,371,208	\$ 458,447,126	\$ 1,292,466,799	\$ 43,562,971,877
Recreation	\$ 11,648,819,048	\$ 17,710,232,252	\$ 8,814,961,193	\$ 800,679,850	\$ 877,578,809	\$ 39,852,271,151
Souvenirs	\$ 8,637,229,394	\$ 16,351,285,201	\$ 8,165,671,028	\$ 551,321,539	\$ 517,413,129	\$ 34,222,920,291
Lodging	\$ 3,666,101,739	\$ 8,937,302,778	\$ 3,810,473,379	\$ 241,224,778	\$ 531,800,345	\$ 17,186,903,019
Miscellaneous	\$ 9,265,251,518	\$ 22,955,674,365	\$ 8,224,638,981	\$ 740,370,590	\$ 593,024,086	\$ 41,778,959,540
Outdoor Recreation	\$ 13,835,928,267	\$ 48,481,582,516	\$ 38,193,588,192	\$ 1,396,232,128	\$ 7,453,982,283	\$ 109,361,313,386
<u>Vehicles: new & used</u>	\$ 1,163,227,694	\$ 4,740,429,625	\$ 5,923,190,902	\$ 251,968,257	\$ 4,711,845,733	\$ 16,790,662,211
<u>Accessories & Services</u>	\$ 1,277,532,684	\$ 9,563,812,971	\$ 3,151,146,391	\$ 301,613,236	\$ 695,159,604	\$ 14,989,264,885
Trip-related spending:	\$ 11,395,167,889	\$ 34,177,339,920	\$ 29,119,250,899	\$ 842,650,635	\$ 2,046,976,946	\$ 77,581,386,289
Food & Drink	\$ 2,174,149,437	\$ 5,780,702,438	\$ 5,794,748,905	\$ 125,590,287	\$ 452,107,431	\$ 14,327,298,497
Transportation	\$ 2,020,699,070	\$ 6,910,221,363	\$ 6,528,556,008	\$ 117,739,645	\$ 540,703,774	\$ 16,117,919,860
Recreation	\$ 2,525,038,482	\$ 5,769,575,251	\$ 5,102,595,649	\$ 205,632,789	\$ 367,135,291	\$ 13,969,977,463
Souvenirs	\$ 1,872,235,847	\$ 5,326,862,408	\$ 4,726,749,960	\$ 141,591,906	\$ 216,459,898	\$ 12,283,900,019
Lodging	\$ 794,676,948	\$ 2,911,562,095	\$ 2,205,716,447	\$ 61,952,007	\$ 222,478,793	\$ 6,196,386,291
Miscellaneous	\$ 2,008,368,105	\$ 7,478,416,365	\$ 4,760,883,929	\$ 190,144,000	\$ 248,091,759	\$ 14,685,904,158
Cruising	\$ 42,526,718,959	\$ 66,494,828,375	\$ 28,784,539,593	\$ 2,872,720,964	\$ 9,649,801,971	\$ 150,328,609,862
<u>Vehicles: new & used</u>	\$ 4,777,730,070	\$ 4,361,419,736	\$ 7,192,148,593	\$ 439,316,638	\$ 6,746,150,449	\$ 23,516,765,486
<u>Accessories & Services</u>	\$ 5,247,215,443	\$ 8,799,160,824	\$ 3,826,233,774	\$ 525,874,626	\$ 995,289,646	\$ 19,393,774,313
Trip-related spending:	\$ 32,501,773,446	\$ 53,334,247,815	\$ 17,766,157,226	\$ 1,907,529,700	\$ 1,908,361,875	\$ 107,418,070,063
Food & Drink	\$ 6,201,199,765	\$ 9,020,872,224	\$ 3,535,476,255	\$ 284,301,930	\$ 421,492,087	\$ 19,463,342,261
Transportation	\$ 5,763,522,223	\$ 10,783,503,324	\$ 3,983,184,626	\$ 266,530,233	\$ 504,088,954	\$ 21,300,829,360
Recreation	\$ 7,202,020,145	\$ 9,003,508,083	\$ 3,113,181,616	\$ 465,496,182	\$ 342,274,002	\$ 20,126,480,029
Souvenirs	\$ 5,340,069,224	\$ 8,312,648,100	\$ 2,883,871,678	\$ 320,525,203	\$ 201,801,890	\$ 17,058,916,096
Lodging	\$ 2,266,610,759	\$ 4,543,536,000	\$ 1,345,745,649	\$ 140,242,337	\$ 207,413,204	\$ 8,503,547,949
Miscellaneous	\$ 5,728,351,330	\$ 11,670,180,084	\$ 2,904,697,402	\$ 430,433,815	\$ 231,291,737	\$ 20,964,954,368
Special Events	\$ 10,518,828,383	\$ 23,183,121,395	\$ 4,554,635,263	\$ 613,808,890	\$ 2,068,998,100	\$ 40,939,392,030
<u>Vehicles: new & used</u>	\$ 879,857,902	\$ 1,916,911,157	\$ 741,018,102	\$ 37,746,383	\$ 985,907,208	\$ 4,561,440,752
<u>Accessories & Services</u>	\$ 966,317,456	\$ 3,867,366,724	\$ 394,222,735	\$ 45,183,504	\$ 145,455,285	\$ 5,418,545,705
Trip-related spending:	\$ 8,672,653,025	\$ 17,398,843,513	\$ 3,419,394,426	\$ 530,879,003	\$ 937,635,607	\$ 30,959,405,574
Food & Drink	\$ 1,654,705,211	\$ 2,942,813,494	\$ 680,461,602	\$ 79,123,237	\$ 207,091,744	\$ 5,564,195,288
Transportation	\$ 1,537,916,955	\$ 3,517,823,810	\$ 766,630,574	\$ 74,177,248	\$ 247,674,070	\$ 6,144,222,657
Recreation	\$ 1,921,760,420	\$ 2,937,148,917	\$ 599,183,928	\$ 129,550,879	\$ 168,169,515	\$ 5,755,813,659
Souvenirs	\$ 1,424,924,323	\$ 2,711,774,693	\$ 555,049,391	\$ 89,204,430	\$ 99,151,340	\$ 4,880,104,176
Lodging	\$ 604,814,032	\$ 1,482,204,683	\$ 259,011,283	\$ 39,030,434	\$ 101,908,348	\$ 2,486,968,779
Miscellaneous	\$ 1,528,532,084	\$ 3,807,077,916	\$ 559,057,650	\$ 119,792,774	\$ 113,640,590	\$ 6,128,101,014

Outdoor recreation expenditure by type of recreational vehicle, U.S.

	Trail activities	Biking	Camping	Snow sports	Water sports	Fishing	Hunting	Wildlife watching	TOTAL
TOTAL	\$18,635,677,385	\$ 8,979,585,002	\$15,141,679,534	\$ 4,634,479,652	\$26,747,472,806	\$10,092,164,592	\$11,280,641,101	\$ 13,849,613,314	\$ 109,361,313,386
Vehicles & Accessories									
Motorcycles	\$ 514,822,745	\$ 355,343,065	\$ 109,067,340	\$ 255,122,256	\$ 345,870,013	\$ 351,743,670	\$ 434,027,253	\$ 74,764,036	\$ 2,440,760,378
Offroad	\$ 3,181,098,109	\$ 1,438,210,002	\$ 1,357,412,771	\$ 1,346,739,321	\$ 1,933,305,628	\$ 2,108,727,259	\$ 1,420,828,626	\$ 1,517,920,880	\$ 14,304,242,596
Boat	\$ 1,596,214,592	\$ 853,493,349	\$ 1,059,726,051	\$ 37,705,003	\$ 3,027,000,921	\$ 196,722,797	\$ 1,823,565,904	\$ 479,908,676	\$ 9,074,337,293
Snowmobiles	\$ 55,354,465	\$ 10,106,571	\$ 26,146,724	\$ 268,803,317	\$ 125,138,793	\$ 6,091,166	\$ 44,143,363	\$ 17,797,094	\$ 553,581,493
RVs	\$ 313,010,512	\$ 403,280,254	\$ 1,784,700,433	\$ -	\$ 580,902,392	\$ 512,212,166	\$ 298,549,412	\$ 1,514,350,166	\$ 5,407,005,337
Sub-Total	\$ 5,660,500,423	\$ 3,060,433,241	\$ 4,337,053,319	\$ 1,908,369,897	\$ 6,012,217,747	\$ 3,175,497,058	\$ 4,021,114,559	\$ 3,604,740,852	\$ 31,779,927,097
Trip-related spending:									
Motorcycles	\$ 2,298,802,796	\$ 903,684,295	\$ 1,769,314,959	\$ 899,296,384	\$ 1,847,470,777	\$ 1,262,623,823	\$ 1,337,592,382	\$ 1,076,382,472	\$ 11,395,167,889
Offroad	\$ 6,106,664,625	\$ 3,263,457,054	\$ 4,526,242,706	\$ 1,555,952,162	\$ 6,070,145,928	\$ 4,560,835,056	\$ 3,267,536,035	\$ 4,826,506,354	\$ 34,177,339,920
Boat	\$ 4,031,748,062	\$ 1,545,429,736	\$ 3,763,672,590	\$ 69,593,115	\$12,378,855,675	\$ 951,344,602	\$ 2,443,600,970	\$ 3,935,006,149	\$ 29,119,250,899
Snowmobiles	\$ 151,534,085	\$ 47,931,155	\$ 134,896,156	\$ 179,221,416	\$ 103,996,576	\$ 47,875,290	\$ 66,347,335	\$ 110,848,622	\$ 842,650,635
RVs	\$ 386,427,394	\$ 158,649,522	\$ 610,499,803	\$ 22,046,678	\$ 334,786,103	\$ 93,988,763	\$ 144,449,819	\$ 296,128,865	\$ 2,046,976,946
Sub-Total	\$12,975,176,962	\$ 5,919,151,761	\$10,804,626,214	\$ 2,726,109,755	\$20,735,255,059	\$ 6,916,667,534	\$ 7,259,526,542	\$ 10,244,872,462	\$ 77,581,386,289

Outdoor creation expenditure by type of recreational vehicle, WGA region.

	Trail activities	Biking	Camping	Snow sports	Water sports	Fishing	Hunting	Wildlife watching	TOTAL
TOTAL	\$ 7,081,848,232	\$ 3,259,156,354	\$ 5,099,066,490	\$ 2,227,629,241	\$10,269,061,279	\$ 4,532,348,296	\$ 3,311,021,879	\$ 4,710,038,316	\$ 40,490,170,087
Vehicles & Accessories									
Motorcycles	\$ 149,979,541	\$ 126,274,096	\$ 49,077,275	\$ 122,591,598	\$ 161,656,569	\$ 149,212,936	\$ 158,285,951	\$ 4,258,460	\$ 921,336,427
Offroad	\$ 1,587,034,915	\$ 632,146,666	\$ 555,293,834	\$ 710,261,856	\$ 621,721,986	\$ 1,271,283,746	\$ 773,649,750	\$ 883,399,438	\$ 7,034,792,192
Boat	\$ 260,500,005	\$ 260,500,005	\$ 69,828,474	\$ -	\$ 2,005,488,232	\$ -	\$ 116,863,197	\$ 175,113,892	\$ 2,888,293,803
Snowmobiles	\$ 33,134,887	\$ -	\$ 66,269,773	\$ 165,674,433	\$ 33,134,887	\$ -	\$ 66,269,773	\$ 33,134,887	\$ 397,618,640
RVs	\$ 64,866,134	\$ 108,110,223	\$ 172,976,356	\$ -	\$ 64,866,134	\$ 64,866,134	\$ 64,866,134	\$ 108,110,223	\$ 648,661,336
Sub-Total	\$ 2,095,515,480	\$ 1,127,030,990	\$ 913,445,712	\$ 998,527,888	\$ 2,886,867,807	\$ 1,485,362,816	\$ 1,179,934,805	\$ 1,204,016,900	\$ 11,890,702,398
Trip-related spending:									
Motorcycles	\$ 1,031,844,407	\$ 360,190,205	\$ 688,141,679	\$ 541,164,560	\$ 785,422,263	\$ 337,216,920	\$ 454,379,220	\$ 469,556,494	\$ 4,667,915,750
Offroad	\$ 2,358,325,217	\$ 1,265,642,242	\$ 1,983,265,221	\$ 513,994,538	\$ 2,401,979,310	\$ 1,824,292,330	\$ 1,000,411,923	\$ 1,943,353,265	\$ 13,291,264,046
Boat	\$ 1,369,589,062	\$ 443,943,984	\$ 1,309,252,871	\$ 56,932,820	\$ 4,048,565,357	\$ 822,212,310	\$ 634,008,423	\$ 929,091,468	\$ 9,613,596,295
Snowmobiles	\$ 97,180,527	\$ 17,328,768	\$ 52,414,275	\$ 111,757,743	\$ 62,055,518	\$ 37,174,394	\$ 13,535,971	\$ 76,896,344	\$ 468,343,541
RVs	\$ 129,393,539	\$ 45,020,165	\$ 152,546,732	\$ 5,251,691	\$ 84,171,024	\$ 26,089,525	\$ 28,751,537	\$ 87,123,846	\$ 558,348,058
Sub-Total	\$ 4,986,332,752	\$ 2,132,125,364	\$ 4,185,620,778	\$ 1,229,101,353	\$ 7,382,193,472	\$ 3,046,985,479	\$ 2,131,087,074	\$ 3,506,021,416	\$ 28,599,467,689

Appendix V: Economic Impacts of Outdoor Recreation

Multiplier effects and total economic contributions of outdoor recreation, U.S

	All Activities	Bicycling	Camping	Fishing	Hunting	Motor-cycling	Off-roading	Snow sports	Trail sports	Water sports	Wildlife viewing
Direct Impacts											
Sales	\$ 645,552,112,068	\$ 81,320,945,871	\$ 143,383,731,298	\$ 35,467,821,965	\$ 23,162,636,239	\$ 42,526,718,959	\$ 66,494,828,375	\$ 53,047,209,901	\$ 80,628,545,863	\$ 86,197,498,227	\$ 33,322,175,371
Jobs	6,097,303	772,146	1,356,902	307,175	201,822	410,972	684,464	504,342	768,251	802,062	289,168
Income	\$ 300,249,484,338	\$ 38,648,426,853	\$ 68,478,337,142	\$ 12,665,085,157	\$ 9,016,303,488	\$ 20,826,351,065	\$ 33,589,472,749	\$ 25,248,804,500	\$ 38,431,908,045	\$ 40,325,800,635	\$ 13,018,994,705
Federal taxes	\$ 39,869,102,741	\$ 5,174,111,079	\$ 9,427,118,081	\$ 2,150,221,890	\$ 1,477,166,379	\$ 2,793,477,670	\$ 4,410,555,545	\$ 3,187,138,690	\$ 5,140,507,597	\$ 3,730,693,094	\$ 2,378,112,717
State & local taxes	\$ 39,675,930,802	\$ 5,574,649,290	\$ 7,129,695,106	\$ 2,424,626,040	\$ 1,545,494,202	\$ 2,592,588,678	\$ 4,056,094,360	\$ 3,714,016,392	\$ 5,555,850,984	\$ 4,853,254,404	\$ 2,229,661,345
Multiplier Effects											
Sales	\$ 970,082,602,072	\$ 117,426,950,110	\$ 213,078,505,211	\$ 62,292,111,364	\$ 38,761,536,529	\$ 59,546,263,287	\$ 98,551,209,604	\$ 76,570,725,537	\$ 116,255,762,332	\$ 120,113,516,730	\$ 67,486,021,368
Jobs	5,939,436	706,330	1,261,675	456,087	258,401	356,391	588,667	460,542	698,690	719,424	433,229
Income	\$ 487,748,132,798	\$ 62,788,813,614	\$ 112,303,508,468	\$ 21,503,122,558	\$ 14,694,969,868	\$ 32,167,763,431	\$ 53,089,836,486	\$ 40,957,783,630	\$ 62,228,040,814	\$ 64,485,212,868	\$ 23,529,081,061
Federal taxes	\$ 59,090,271,072	\$ 7,476,474,685	\$ 13,616,584,436	\$ 3,572,088,859	\$ 2,268,140,538	\$ 3,923,985,424	\$ 6,535,666,168	\$ 4,612,567,059	\$ 7,419,788,887	\$ 5,388,066,059	\$ 4,276,908,956
State & local taxes	\$ 58,754,448,523	\$ 8,061,846,078	\$ 10,286,358,776	\$ 4,075,237,723	\$ 2,407,782,655	\$ 3,662,382,824	\$ 6,005,243,379	\$ 5,366,151,475	\$ 8,027,072,181	\$ 6,836,535,535	\$ 4,025,837,896
Total Impacts											
Sales	\$ 1,615,634,714,140	\$ 198,747,895,981	\$ 356,462,236,509	\$ 97,759,933,329	\$ 61,924,172,768	\$ 102,072,982,246	\$ 165,046,037,979	\$ 129,617,935,438	\$ 196,884,308,195	\$ 206,311,014,957	\$ 100,808,196,738
Jobs	12,036,739	1,478,475	2,618,577	763,262	460,223	767,363	1,273,130	964,884	1,466,941	1,521,486	722,398
Income	\$ 787,997,617,135	\$ 101,437,240,467	\$ 180,781,845,610	\$ 34,168,207,715	\$ 23,711,273,356	\$ 52,994,114,496	\$ 86,679,309,235	\$ 66,206,588,130	\$ 100,659,948,859	\$ 104,811,013,503	\$ 36,548,075,766
Federal taxes	\$ 98,959,373,813	\$ 12,650,585,765	\$ 23,043,702,517	\$ 5,722,310,749	\$ 3,745,306,917	\$ 6,717,463,094	\$ 10,946,221,713	\$ 7,799,705,749	\$ 12,560,296,484	\$ 9,118,759,152	\$ 6,655,021,673
State & local taxes	\$ 98,430,379,325	\$ 13,636,495,368	\$ 17,416,053,882	\$ 6,499,863,763	\$ 3,953,276,857	\$ 6,254,971,503	\$ 10,061,337,739	\$ 9,080,167,867	\$ 13,582,923,165	\$ 11,689,789,939	\$ 6,255,499,241

Industries directly and indirectly impacted by expenditures for non-motorized outdoor recreation U.S.

Industry Description	Revenue	Employment	Value A
Agriculture, Forestry, Fishing and Hunting	\$12,253,225,674	108,383	\$4,363,
Mining, Quarrying, and Oil and Gas Extraction	\$17,992,959,986	42,658	\$9,225,
Utilities (excluding waste-to-energy)	\$15,015,166,157	18,163	\$8,730,
Construction	\$4,222,725,448	36,617	\$2,184,
Manufacturing	\$157,058,404,852	283,941	\$38,565,
Wholesale Trade	\$56,198,297,149	293,041	\$39,736,
Retail Trade	\$92,662,853,403	830,254	\$42,855,
Transportation and Warehousing	\$34,027,055,528	305,945	\$19,488,
Information	\$26,166,944,793	84,582	\$13,883,
Finance and Insurance	\$45,465,517,231	178,403	\$26,347,
Real Estate and Rental and Leasing	\$38,870,178,524	220,675	\$28,160,
Professional, Scientific, and Technical Services	\$31,477,015,893	222,272	\$21,135,
Management of Companies and Enterprises	\$12,822,578,369	58,010	\$8,003,
Administrative and Support and Waste Management and Remediation Services	\$18,082,710,610	261,979	\$11,247,
Educational Services	\$4,102,691,549	60,481	\$2,424,
Health Care and Social Assistance	\$31,119,924,765	304,281	\$17,747,
Arts, Entertainment, and Recreation	\$63,890,215,974	1,118,039	\$37,985,
Accommodation and Food Services	\$112,860,643,660	1,425,656	\$60,550,
Other Services (except Public Administration)	\$13,546,053,587	198,457	\$7,981,
n.a.	\$27,836,555,056	28,004	\$16,386,
Total	\$815,671,718,208	6,079,841	\$417,003,

Industries directly and indirectly impacted by expenditures for motorized outdoor recreation.

Industry Description	Revenue	Employment	Value A
Agriculture, Forestry, Fishing and Hunting	\$8,653,603,122	\$74,513	\$3,048,
Mining, Quarrying, and Oil and Gas Extraction	\$14,124,255,105	\$30,308	\$6,582,
Utilities	\$13,016,139,879	\$14,633	\$7,085,
Construction	\$4,457,742,541	\$34,956	\$2,113,
Manufacturing	\$152,102,937,331	\$295,952	\$36,687,
Wholesale Trade	\$41,697,687,325	\$208,527	\$28,635,
Retail Trade	\$65,787,861,316	\$1,105,792	\$53,750,
Transportation and Warehousing	\$32,161,766,572	\$260,458	\$17,109,
Information	\$23,592,086,144	\$69,289	\$11,802,
Finance and Insurance	\$51,760,772,392	\$214,210	\$29,125,
Real Estate and Rental and Leasing	\$36,785,177,572	\$193,176	\$24,712,
Professional, Scientific, and Technical Services	\$30,162,616,193	\$193,537	\$18,573,
Management of Companies and Enterprises	\$11,047,221,790	\$45,577	\$6,368,
Administrative and Support and Waste Management and Remediation Services	\$16,967,928,340	\$225,868	\$9,882,
Educational Services	\$4,078,873,921	\$54,556	\$2,215,
Health Care and Social Assistance	\$30,842,375,632	\$275,082	\$16,246,
Arts, Entertainment, and Recreation	\$55,636,894,310	\$873,891	\$30,651,
Accommodation and Food Services	\$65,375,778,865	\$799,999	\$32,523,
Other Services (except Public Administration)	\$28,650,041,407	\$365,192	\$16,629,
n.a.	\$37,374,234,933	\$60,262	\$18,105,
Total	\$724,275,994,689	5,395,780	\$371,847,

Appendix VI Survey Statistics

II –A: Non-motorized Trip Expenditures

(Adults 18 years +, sample size = 3,133)

Day Trips:

Descrip		Mean	N	Standard Deviation	Standard Error	95% CI: Lower Limit	95% CI: Upper Limit	Margin of Error (Percentage)
Trail	Food & Drink	42.942	1137	78.285	2.322	38.387	47.497	10.608
Trail	Transportation	47.509	1137	77.880	2.310	42.977	52.041	9.538
Trail	Rec & Entertainment	30.731	1137	75.753	2.247	26.323	35.139	14.344
Trail	Souvenirs	18.317	1137	53.549	1.588	15.201	21.433	17.011
Bicycling	Food & Drink	33.261	824	81.482	2.839	27.689	38.832	16.752
Bicycling	Transportation	33.325	824	78.948	2.750	27.927	38.724	16.199
Bicycling	Rec & Entertainment	24.172	824	73.792	2.571	19.126	29.218	20.875
Bicycling	Souvenirs	13.410	824	51.651	1.799	9.878	16.942	26.338
Camping	Food & Drink	78.379	590	91.035	3.748	71.018	85.739	9.391
Camping	Transportation	86.838	590	105.184	4.330	78.333	95.343	9.794
Camping	Rec & Entertainment	57.445	590	94.257	3.881	49.824	65.067	13.267
Camping	Souvenirs	19.249	590	39.802	1.639	16.031	22.467	16.719
Snow Sports	Food & Drink	95.847	450	130.320	6.143	83.774	107.921	12.596
Snow Sports	Transportation	99.934	450	132.645	6.253	87.645	112.222	12.297
Snow Sports	Rec & Entertainment	106.260	450	134.337	6.333	93.815	118.706	11.712
Snow Sports	Souvenirs	67.301	450	127.428	6.007	55.496	79.106	17.541
Water Sports	Food & Drink	35.541	613	69.912	2.824	29.995	41.086	15.603
Water Sports	Transportation	38.039	613	75.773	3.060	32.029	44.050	15.800
Water Sports	Rec & Entertainment	41.519	613	82.461	3.331	34.979	48.060	15.753
Water Sports	Souvenirs	14.494	613	57.642	2.328	9.922	19.066	31.545

Overnight Trips:

Descrip		Mean	N	Standard Deviation	Standard Error	95% CI: Lower Limit	95% CI: Upper Limit	Margin of Error (Percentage)
Trail	Food & Drink	101.266	493	136.894	6.165	89.152	113.380	11.962
Trail	Transportation	131.241	493	240.244	10.820	109.982	152.500	16.199
Trail	Rec & Entertainment	83.270	493	219.112	9.868	63.881	102.659	23.285
Trail	Souvenirs	53.237	493	129.353	5.826	41.791	64.684	21.501
Trail	Lodging	147.062	493	286.654	12.910	121.696	172.428	17.248
Bicycling	Food & Drink	104.294	188	188.525	13.750	77.169	131.418	26.008
Bicycling	Transportation	101.293	188	188.160	13.723	74.221	128.364	26.726
Bicycling	Rec & Entertainment	76.323	188	177.786	12.966	50.744	101.902	33.514
Bicycling	Souvenirs	69.868	188	171.795	12.529	45.151	94.585	35.377
Bicycling	Lodging	143.614	188	264.338	19.279	105.582	181.646	26.482
Camping	Food & Drink	103.178	1332	132.974	3.643	96.030	110.325	6.927
Camping	Transportation	110.993	1332	190.654	5.224	100.745	121.241	9.233
Camping	Rec & Entertainment	47.370	1332	124.941	3.423	40.654	54.086	14.177
Camping	Souvenirs	19.075	1332	68.597	1.880	15.388	22.762	19.330
Camping	Lodging	81.373	1332	176.116	4.826	71.907	90.840	11.633
Snow Sports	Food & Drink	188.012	276	242.135	14.575	159.320	216.705	15.261
Snow Sports	Transportation	212.665	276	368.638	22.189	168.983	256.348	20.541
Snow Sports	Rec & Entertainment	179.979	276	233.129	14.033	152.354	207.604	15.349
Snow Sports	Souvenirs	87.376	276	147.740	8.893	69.869	104.883	20.036
Snow Sports	Lodging	288.500	276	403.568	24.292	240.678	336.321	16.576
Water Sports	Food & Drink	107.148	274	169.567	10.244	86.981	127.315	18.822
Water Sports	Transportation	111.739	274	213.540	12.900	86.343	137.136	22.729
Water Sports	Rec & Entertainment	81.357	274	178.511	10.784	60.126	102.588	26.096
Water Sports	Souvenirs	35.085	274	102.015	6.163	22.952	47.218	34.582
Water Sports	Lodging	133.796	274	267.306	16.149	102.004	165.587	23.761

II-B: Non-motorized Equipment & Services Expenditures

Descrip		Mean	N	Standard Deviation	Standard Error	95%CI: Lower Limit	95%CI: Upper Limit	Margin of Error (Percentage)
Trail	Self Apparel	60.728	834	86.726	3.003	54.833	66.622	9.706
Trail	Child Apparel	22.853	834	81.984	2.839	17.281	28.425	24.382
Trail	Self Equipment	48.869	834	106.917	3.702	41.602	56.136	14.870
Trail	Child Equipment	24.517	834	95.667	3.313	18.015	31.019	26.521
Trail	Self Accessories	39.314	834	95.402	3.304	32.830	45.799	16.493
Trail	Child Accessories	16.770	834	58.779	2.035	12.775	20.765	23.823
Trail	Self Services	35.872	834	128.265	4.441	27.154	44.590	24.303
Trail	Child Services	23.115	834	101.829	3.526	16.194	30.036	29.941
Bicycling	Self Apparel	52.153	830	157.228	5.457	41.441	62.865	20.540
Bicycling	Child Apparel	13.246	830	75.166	2.609	8.124	18.367	38.663
Bicycling	Self Equipment	94.137	830	283.829	9.852	74.800	113.475	20.542
Bicycling	Child Equipment	11.100	830	58.001	2.013	7.148	15.052	35.601
Bicycling	Self Accessories	35.798	830	99.451	3.452	29.023	42.574	18.927
Bicycling	Child Accessories	16.346	830	83.041	2.882	10.688	22.003	34.613
Bicycling	Self Services	23.558	830	82.011	2.847	17.970	29.145	23.718
Bicycling	Child Services	14.079	830	79.483	2.759	8.664	19.495	38.462
Camping	Self Apparel	20.600	1310	50.465	1.394	17.865	23.336	13.278
Camping	Child Apparel	6.539	1310	27.788	0.768	5.033	8.045	23.033
Camping	Self Equipment	153.280	1310	868.656	24.000	106.197	200.363	30.717
Camping	Child Equipment	9.455	1310	32.968	0.911	7.668	11.242	18.899
Camping	Self Accessories	27.936	1310	64.799	1.790	24.423	31.448	12.573
Camping	Child Accessories	6.688	1310	23.047	0.637	5.439	7.937	18.678
Camping	Self Services	27.414	1310	120.884	3.340	20.862	33.966	23.901
Camping	Child Services	3.920	1310	26.450	0.731	2.486	5.353	36.575
Snow sports	Self Apparel	76.719	440	145.119	6.918	63.122	90.316	17.723
Snow sports	Child Apparel	38.141	440	87.975	4.194	29.898	46.384	21.611
Snow sports	Self Equipment	81.010	440	170.480	8.127	65.037	96.984	19.718
Snow sports	Child Equipment	52.289	440	140.239	6.686	39.149	65.429	25.129
Snow sports	Self Accessories	58.149	440	107.224	5.112	48.103	68.196	17.277
Snow sports	Child Accessories	46.464	440	104.015	4.959	36.718	56.210	20.975
Snow sports	Self Services	65.073	440	104.393	4.977	55.292	74.854	15.031
Snow sports	Child Services	40.080	440	83.293	3.971	32.275	47.884	19.472
Water Sports	Self Apparel	23.731	512	64.741	2.861	18.110	29.352	23.687
Water Sports	Child Apparel	11.521	512	46.062	2.036	7.522	15.520	34.713
Water Sports	Self Equipment	50.847	512	153.672	6.791	37.505	64.190	26.240
Water Sports	Child Equipment	21.979	512	122.377	5.408	11.354	32.604	48.343
Water Sports	Self Accessories	27.492	512	83.467	3.689	20.245	34.739	26.360
Water Sports	Child Accessories	30.839	512	171.492	7.579	15.950	45.729	48.282
Water Sports	Self Services	27.992	512	67.528	2.984	22.129	33.855	20.945
Water Sports	Child Services	9.171	512	47.780	2.112	5.022	13.319	45.236

II –A: Motorized Trip Expenditures

Day trips

Recreation Type	Expenditure	Mean	N	Standard Deviation	Standard Error	95% CI: Lower Limit	95% CI: Upper Limit	Margin of Error (Percentage)
Motorcycling	Food & Drink	98.96	762	200.59	7.45	84.32	113.60	14.79
Motorcycling	Transportation	95.96	818	168.19	5.95	84.28	107.64	12.17
Motorcycling	Recreation	122.83	415	260.95	14.43	94.44	151.22	23.11
Motorcycling	Souvenirs	99.40	320	179.20	10.97	77.81	120.99	21.72
Motorcycling	Miscellaneous	92.03	289	237.00	15.56	61.37	122.68	33.31
Offroading	Food & Drink	136.95	973	251.48	8.76	119.77	154.14	12.55
Offroading	Transportation	184.09	1,057	337.99	11.19	162.12	206.05	11.93
Offroading	Recreation	140.52	610	255.51	12.19	116.55	164.48	17.06
Offroading	Souvenirs	140.41	469	269.80	14.90	111.11	169.72	20.87
Offroading	Miscellaneous	202.43	462	399.25	22.82	157.52	247.34	22.19
Boating	Food & Drink	72.73	756	137.70	4.92	63.07	82.39	13.28
Boating	Transportation	88.74	780	168.49	5.92	77.12	100.36	13.10
Boating	Recreation	92.83	419	267.75	13.24	66.80	118.85	28.04
Boating	Souvenirs	79.62	179	95.79	7.60	64.62	94.62	18.84
Boating	Miscellaneous	66.64	167	192.88	15.39	36.23	97.05	45.63
Snowmobiling	Food & Drink	176.46	178	350.35	27.44	122.27	230.65	30.71
Snowmobiling	Transportation	212.19	194	401.86	29.23	154.53	269.86	27.17
Snowmobiling	Recreation	258.63	132	503.02	50.30	158.82	358.44	38.59
Snowmobiling	Souvenirs	218.32	100	441.73	50.34	118.06	318.58	45.92
Snowmobiling	Miscellaneous	246.71	97	473.14	53.92	139.32	354.10	43.53
RV'ing	Food & Drink	92.61	242	167.17	11.14	70.65	114.57	23.71
RV'ing	Transportation	125.94	238	181.37	12.15	102.01	149.88	19.00
RV'ing	Recreation	94.60	179	192.67	15.33	64.33	124.88	32.00
RV'ing	Souvenirs	83.62	122	226.71	22.34	39.32	127.93	52.98
RV'ing	Miscellaneous	89.95	130	214.71	20.85	48.59	131.30	45.97

Overnight trips

Recreation Type	Expenditure	Mean	N	Standard Deviation	Standard Error	95% CI: Lower Limit	95% CI: Upper Limit	Margin of Error (Percentage)
Motorcycling	Food & Drink	176.83	504	310.37	15.22	146.91	206.74	16.92
Motorcycling	Transportation	165.25	502	290.44	14.31	137.13	193.38	17.02
Motorcycling	Recreation	144.68	374	294.91	17.88	109.47	179.88	24.33
Motorcycling	Souvenirs	133.77	301	293.99	19.38	95.58	171.97	28.55
Motorcycling	Lodging	234.74	382	345.81	19.36	196.64	272.83	16.23
Motorcycling	Miscellaneous	165.82	278	386.23	27.38	111.82	219.81	32.56
Offroading	Food & Drink	176.87	696	268.85	11.86	153.57	200.16	13.17
Offroading	Transportation	246.02	692	407.95	17.99	210.67	281.37	14.37
Offroading	Recreation	151.05	535	277.34	14.82	121.90	180.21	19.30
Offroading	Souvenirs	142.40	431	284.86	17.21	108.52	176.28	23.79
Offroading	Lodging	240.20	475	346.72	19.41	202.01	278.40	15.90
Offroading	Miscellaneous	151.16	393	308.63	19.84	112.08	190.24	25.85
Boating	Food & Drink	165.28	381	208.84	10.62	144.40	186.15	12.63
Boating	Transportation	186.37	372	276.85	14.18	158.48	214.26	14.96
Boating	Recreation	129.75	282	330.48	20.04	90.30	169.20	30.41
Boating	Souvenirs	105.67	157	191.69	15.76	74.54	136.81	29.47
Boating	Lodging	284.01	234	360.97	25.15	234.42	333.59	17.46
Boating	Miscellaneous	79.54	144	180.93	16.18	47.51	111.57	40.27
Snowmobiling	Food & Drink	217.80	128	382.97	36.19	146.10	289.51	32.92
Snowmobiling	Transportation	288.05	128	542.91	51.07	186.85	389.24	35.13
Snowmobiling	Recreation	200.83	96	439.60	49.15	103.00	298.66	48.71
Snowmobiling	Souvenirs	221.91	81	473.01	58.67	104.71	339.12	52.82
Snowmobiling	Lodging	303.20	102	447.56	48.83	206.08	400.33	32.03
Snowmobiling	Miscellaneous	276.55	82	568.78	72.23	132.11	421.00	52.23
RV'ing	Food & Drink	169.25	309	218.43	11.92	145.81	192.69	13.85
RV'ing	Transportation	231.12	310	340.69	18.53	194.67	267.57	15.77
RV'ing	Recreation	121.86	209	170.07	11.44	99.31	144.41	18.50
RV'ing	Souvenirs	87.28	156	157.27	12.28	63.03	111.53	27.79
RV'ing	Lodging	160.18	219	323.29	22.00	116.82	203.54	27.07
RV'ing	Miscellaneous	67.13	133	77.60	6.65	53.97	80.29	19.60

II-B: Motorized Equipment & Accessories Expenditures

Vehicle spending:

Recreation Type	Expenditure	Mean	N	Standard Deviation	Standard Error	95% CI: Lower Limit	95% CI: Upper Limit	Margin of Error (Percentage)
Motorcycle	Adult - new	4,201	381	10,130.6	583.9	3,698.8	5,996.9	23.7
Off-road	Adult - new	4,924	502	77,241.9	4,037.5	5,989.8	21,869.2	57.0
Boats	Adult - new	8,829	166	34,164.6	2,847.0	6,747.6	18,003.1	45.5
Snowmobiles	Adult - new	4,167	58	15,057.7	2,244.7	1,348.3	10,395.9	77.0
RVs	Adult - new	31,618	53	33,140.9	4,886.4	21,776.7	41,460.0	31.1
Motorcycle	Child - new	782	137	1,024.4	111.8	559.4	1,004.0	28.4
Off-road	Child - new	2,105	238	7,822.2	634.5	1,441.7	3,948.9	46.5
Boats	Child - new	1,248	48	3,140.2	593.4	30.0	2,465.2	97.6
Snowmobiles	Child - new	587	33	1,229.7	220.9	136.2	1,038.3	76.8
RVs	Child - new	14,478	12	10,936.7	3,645.6	6,071.6	22,884.9	58.1
Motorcycle	Adult - used	2,069	317	3,231.8	203.6	1,668.5	2,470.4	19.4
Off-road	Adult - used	2,875	415	12,537.4	716.7	2,866.8	5,687.4	33.0
Boats	Adult - used	4,242	136	6,660.7	584.2	3,086.1	5,397.7	27.2
Snowmobiles	Adult - used	2,090	61	94,922.2	14,150.2	(6,367.3)	50,668.3	128.7
RVs	Adult - used	22,894	40	36,638.4	6,023.3	10,678.4	35,110.1	53.4
Motorcycle	Child - used	827	128	1,775.0	197.2	434.3	1,219.2	47.5
Off-road	Child - used	1,389	221	71,165.9	5,993.3	(3,927.8)	19,770.1	149.6
Boats	Child - used	1,578	45	4,688.0	902.2	(277.0)	3,432.1	117.6
Snowmobiles	Child - used	1,003	36	1,815.0	320.9	348.9	1,657.7	65.2
RVs	Child - used	5,039	3	6,131.2	2,741.9	(2,574.0)	12,651.7	151.1

Equipment and accessories – adults:

Recreation Type	Expenditure	Mean	N	Standard Deviation	Standard Error	95% CI: Lower Limit	95% CI: Upper Limit	Margin of Error (Percentage)
Motorcycle	Parts	287.92	626	715.96	30.02	228.96	346.87	20.48
Motorcycle	Maintenance	210.96	653	518.28	20.76	170.18	251.73	19.33
Motorcycle	Insurance	210.60	637	503.79	19.69	171.95	249.25	18.35
Motorcycle	Registration	86.73	635	246.33	9.72	67.63	105.82	22.01
Motorcycle	Apparel	139.14	453	292.46	14.81	110.03	168.26	20.93
Motorcycle	Storage	310.24	185	1,556.48	138.66	35.81	584.67	88.46
Off-road	Parts	303.93	640	1,332.74	55.06	310.01	526.27	25.86
Off-road	Maintenance	219.49	726	963.01	36.90	186.60	331.52	27.97
Off-road	Insurance	209.21	647	896.08	36.37	182.21	325.06	28.16
Off-road	Registration	507.58	640	5,180.58	214.01	130.82	971.46	76.26
Off-road	Apparel	157.80	489	885.72	46.49	125.55	308.39	42.14
Off-road	Storage	467.02	230	2,418.59	198.81	196.12	981.90	66.70
Boats	Parts	350.02	470	1,089.70	49.18	252.64	445.89	27.67
Boats	Maintenance	384.70	468	1,481.28	66.85	253.36	516.05	34.14
Boats	Insurance	316.32	410	1,458.08	69.75	179.23	453.40	43.34
Boats	Registration	98.52	458	685.74	31.87	35.89	161.15	63.57
Boats	Apparel	59.68	370	105.99	5.53	48.80	70.56	18.23
Boats	Storage	356.50	151	1,426.70	108.79	141.77	571.23	60.23
Snowmobiles	Parts	227.95	93	667.64	70.38	88.12	367.79	61.35
Snowmobiles	Maintenance	96.91	102	334.46	33.28	30.88	162.93	68.14
Snowmobiles	Insurance	60.34	94	129.68	14.15	32.20	88.48	46.64
Snowmobiles	Registration	44.24	88	124.11	13.62	17.14	71.34	61.25
Snowmobiles	Apparel	66.40	99	90.16	9.78	46.96	85.85	29.29
Snowmobiles	Storage	349.61	36	1,321.46	249.73	(162.80)	862.02	146.57
RVs	Parts	372.03	117	563.92	47.83	277.46	466.61	25.42
RVs	Maintenance	276.70	120	974.78	81.80	114.99	438.42	58.44
RVs	Insurance	218.36	163	358.36	26.14	166.80	269.92	23.61
RVs	Registration	166.36	149	1,361.98	103.25	(37.44)	370.15	122.51
RVs	Apparel	88.41	48	245.32	36.17	15.56	161.26	82.40
RVs	Storage	237.31	53	510.75	68.25	100.53	374.09	57.64

Equipment and accessories – children:

Recreation Type	Expenditure	Mean	N	Standard Deviation	Standard Error	95% CI: Lower Limit	95% CI: Upper Limit	Margin of Error (Percentage)
Motorcycle	Parts	162.39	158	322.03	31.43	100.07	224.71	38.38
Motorcycle	Maintenance	143.34	160	287.24	29.95	83.85	202.83	41.50
Motorcycle	Insurance	304.26	133	592.53	68.42	167.93	440.59	44.81
Motorcycle	Registration	185.08	133	418.92	46.55	92.45	277.71	50.05
Motorcycle	Apparel	249.12	151	865.37	88.79	72.84	425.41	70.76
Motorcycle	Storage	229.15	95	631.87	93.16	41.51	416.79	81.89
Off-road	Parts	291.80	247	1,338.99	101.80	206.25	608.14	49.35
Off-road	Maintenance	2,194.62	228	12,193.13	946.37	426.61	4,163.72	81.41
Off-road	Insurance	242.32	205	1,392.27	117.25	150.20	613.82	60.68
Off-road	Registration	1,221.48	196	9,130.71	780.09	(189.41)	2,895.94	114.00
Off-road	Apparel	186.53	233	1,384.57	107.79	97.65	523.32	68.55
Off-road	Storage	270.73	128	1,968.43	213.51	68.81	917.98	86.05
Boats	Parts	97.42	96	164.96	19.05	59.47	135.37	38.96
Boats	Maintenance	129.73	55	613.40	96.99	(66.45)	325.90	151.22
Boats	Insurance	106.29	58	400.94	61.87	(18.66)	231.23	117.55
Boats	Registration	105.75	54	420.24	69.09	(34.36)	245.87	132.49
Boats	Apparel	79.79	141	167.19	14.72	50.67	108.92	36.50
Boats	Storage	46.14	28	65.45	15.01	14.60	77.68	68.37
Snowmobiles	Parts	76.42	40	113.91	19.25	37.29	115.55	51.20
Snowmobiles	Maintenance	60.91	35	114.01	19.55	21.13	100.69	65.31
Snowmobiles	Insurance	47.41	32	77.08	13.63	19.62	75.20	58.61
Snowmobiles	Registration	73.82	35	223.28	39.47	(6.68)	154.32	109.05
Snowmobiles	Apparel	65.31	53	83.42	11.92	41.35	89.27	36.69
Snowmobiles	Storage	107.26	27	200.88	43.84	15.82	198.71	85.25
RVs	Parts	161.93	8	231.80	73.30	(3.90)	327.75	102.41
RVs	Maintenance	65.20	2	58.34	33.68	(79.71)	210.12	222.25
RVs	Insurance	108.53	4	146.64	65.58	(73.55)	290.61	167.76
RVs	Registration	48.22	4	91.90	45.95	(98.02)	194.45	303.29
RVs	Apparel	96.36	19	71.18	17.26	59.77	132.95	37.98
RVs	Storage	300.00	1

Appendix VII:

Non-Motorized Survey Questionnaire

HARRIS INTERACTIVE
Rochester, NY 14623

SURVEY TITLE (CLIENT NAME) OIF: Economic Impact Study

TITLE FOR INITIAL SURVEY PAGE: Outdoor Activities

SUBJECTS FOR QUESTIONNAIRE
SECTION 600: SAMPLE PRELOAD AND SCREENING QUESTIONS
SECTION 700: EQUIPMENT SPENDING
SECTION 800: TRIP INFO AND SPENDING
SECTION 1000: SOFT EXIT QUESTIONS
SECTION 1100: WEBOGRAPHIC QUESTIONS
SECTION: DEMOGRAPHICS

Information for Online Surveys

Number of Response Equivalents (REs): 145

Estimated Survey Duration: 18 MINUTES

Survey Template: HI CORPORATE

HIpoints Identifying Phrase: Outdoor Activities

Demographics Template: PRELOAD

SCREENING SECTION

BASE: ALL RESPONDENTS

Q258 [IF COUNTRY UNKNOWN (Q159/>990) INSERT <center>The progress bar below indicates approximately
what portion of the survey you have completed.</center><P>]

[PROGRAMMER NOTE: INSERT THE FOLLOWING CUSTOM INTRO “Thank you for agreeing to participate in this survey! We are conducting a study about people’s behavior and opinions on the activities in which they participate. Our first few questions are for classification purposes and they enable us to select the questions to ask you later in the survey. They will also help us properly analyze responses to this survey. Please be assured that all of your responses will be kept strictly confidential and will only be looked at in the aggregate, together with other responses.

Thank you again for participating – we really appreciate your perspective. “]

In which country or region do you currently reside?

[ANCHOR Q264/244 AT TOP]

[PROGRAMMER: DISPLAY CODES IN ALPHABETICAL ORDER]

[DISPLAY RESPONSES IN TWO COLUMNS GOING DOWN.]

- 14 Australia
- 15 Austria
- 24 Belgium
- 42 Canada
- 60 Denmark
- 76 France
- 85 Germany
- 89 Greece
- 123 Italy
- 286 Ireland (Republic of Ireland)
- 168 Netherlands
- 171 New Zealand
- 179 Norway
- 190 Portugal
- 215 Spain
- 223 Sweden
- 224 Switzerland
- 244 United States of America
- 266 England
- 267 Scotland
- 268 Wales
- 285 Northern Ireland
- 996 Other country

[NOTE: Q260 IS FILLED WITH FINAL COUNTRY FOR ONLINE AND ASKED FOR PHONE]

BASE: ALL RESPONDENTS

Q260 In which country or region do you currently reside?

[SEE MASTER DEMOGRAPHIC DOCUMENT FOR CODE FRAME]

BASE: ONLINE SURVEY OR PHONE SCREENING ON GENDER

Q268 Are you...?

- 1 Male
- 2 Female

BASE: ALL RESPONDENTS

Q270 In what year were you born? Please enter your response as a four-digit number (for example, 1977).

[RANGE: 1900 TO CURRENT YEAR-6]

BASE: U.S. RESIDENT (Q264/244)

Q318 In which state do you currently reside?

[DROP DOWN MENU]

[PN IF RESPONDENT IS 18+ (280/18+) AND U.S. RESIDENT (Q264/244) ASK Q625; JUMP OTHERS TO Q650]

BASE: 18+ (280/18+) AND U.S. RESIDENT (Q264/244)

Q625 Which activities have you personally participated in within the **past year**? Please select **all** that apply.

[MULTIPLE RESPONSE]

[RANDOMIZE GROUPS AND CODES WITHIN GROUPS; ALWAYS GROUP 9,10]

Trail

- 1 Trail running (running on an unpaved trail)
- 2 Day hiking on an unpaved trail
- 3 Backpacking
- 4 Climbing ice or natural rock

Bicycling

- 5 Bicycling on a paved road for exercise, competitively or just for fun
- 6 Bicycling off road (including dirt roads, paved and unpaved trails, etc.)

Camping

- 7 Camping in an RV at a campsite, in a tent, or rustic lodge

Snow Sports

- 8 Cross-Country/Nordic Skiing
- 9 Downhill skiing
- 10 Telemark skiing (skiing downhill with telemark bindings that allow a free-heel skiing experience)
- 11 Snowboarding
- 12 Snowshoeing

Water Sports

- 13 Kayaking – Recreational/Sea/Whitewater
- 14 Rafting
- 15 Canoeing
- 16
- 16 Surfing (traditional, windsurfing & kite-surfing)
- 17 SCUBA

- 18 Other physically active *outdoor* recreation not listed here [Specify]

- 97 None of these [ANCHOR, E]

[PN: IF HAVE PARTICIPATED IN AT LEAST 1 ACTIVITY (Q625/1-18) ASK Q630; JUMP OTHERS TO Q650]

BASE: 18+ (280/18+) AND U.S. RESIDENT (Q264/244) AND HAVE PARTICIPATED IN AT LEAST 1 ACTIVITY (Q625/1-18)

Q630 Of the activities you have personally participated in within the past year, which activities have you [spent money on in the past year](#)? This should include money spent on apparel, footwear, equipment, accessories, or services related to the activity. Please select [all](#) that apply.

[MULTIPLE RESPONSE]

[PN: KEEP ONLY CODES SELECTED AT Q625/1-18 AND KEEP IN THE SAME ORDER AND ALWAYS GET CODE 97]

Trail

- 1 Trail running (running on an unpaved trail)
- 2 Day hiking on an unpaved trail
- 3 Backpacking
- 4 Climbing ice or natural rock

Bicycling

- 5 Bicycling on a paved road for exercise, competitively or just for fun
- 6 Bicycling off road (including dirt roads, paved and unpaved trails, etc.)

Camping

- 7 Camping in an RV at a campsite or in a tent, or rustic lodge

Snow Sports

- 8 Cross-Country/Nordic Skiing
- 9 Downhill skiing
- 10 Telemark skiing (skiing downhill with telemark bindings that allow a free-heel skiing experience)
- 11 Snowboarding
- 12 Snowshoeing

Water Sports

- 13 Kayaking – Recreational/Sea/Whitewater
- 14 Rafting
- 15 Canoeing
- 16 Surfing (traditional, windsurfing & kite-surfing)
- 17 SCUBA

- 18 Other physically active *outdoor* recreation not listed here [INSERT "Other Specify" from Q625]
- 97 None of these [ANCHOR, E]

BASE: 18+ (280/18+) AND U.S. RESIDENT (Q264/244) AND HAVE PARTICIPATED IN AT LEAST 1 ACTIVITY (Q625/1-18)

Q635 Of the activities you have personally participated in within the past year, for which activities have any children under the age of 18 in your household also participated? Please select **all** that apply.

[MULTIPLE RESPONSE]

[PN: KEEP ONLY CODES SELECTED AT Q625/1-18 AND KEEP IN THE SAME ORDER AND ALWAYS GET CODE 97]

Trail

- 1 Trail running (running on an unpaved trail)
- 2 Day hiking on an unpaved trail
- 3 Backpacking
- 4 Climbing ice or natural rock

Bicycling

- 5 Bicycling on a paved road for exercise, competitively or just for fun
- 6 Bicycling off road (including dirt roads, paved and unpaved trails, etc.)

Camping

- 7 Camping in an RV at a campsite, in a tent, or rustic lodge

Snow Sports

- 8 Cross-Country/Nordic Skiing
- 9 Downhill skiing
- 10 Telemark skiing (skiing downhill with telemark bindings that allow a free-heel skiing experience)
- 11 Snowboarding
- 12 Snowshoeing

Water Sports

- 13 Kayaking – Recreational/Sea/Whitewater
- 14 Rafting
- 15 Canoeing
- 16 Surfing (traditional, windsurfing & kite-surfing)
- 17 SCUBA

- 18 Other physically active *outdoor* recreation not listed here [Insert Specify]
- 97 None of these [ANCHOR, E]

BASE: ALL RESPONDENTS

Q650 QUOTA QUESTION: IF

- 1. AGE 18+ (Q280/18+)
- 2. US RESIDENT (Q264/244)
- 3. HAVE SPENT MONEY ON AN ACTIVITY (Q630/1-17)

IF 1-3 ARE TRUE GET CODE 1

ALL OTHERS GET CODE 2

1 QUALIFIED

2 NOT QUALIFIED

ALL QUALIFIED RESPONDENTS (Q650/1)

Q655 QUOTAS FOR REGION

IF Q318/107,120,122,130,140,146 (CT, ME, MA, NH, RI, VT) AND Q650/1 GET CODE 1

IF Q318/131, 133, 139 (NY, NJ, PA) AND Q650/1 GET CODE 2
 IF Q318/115,114,123,136,150 (IN, IL, MI, OH, WI) AND Q650/1 GET CODE 3
 IF Q318/116,117,124,126,128,135,142 (IA, KS, MN, MO, NE, ND, SD) AND Q650/1 GET CODE 4
 IF Q318/108,109,110,111,121,134,141,147,149 (DE, DC, FL, GA, MD, NC, SC, VA, WV) AND Q650/1 GET CODE 5
 IF Q318/101,118,125,143 (AL, KY, MS, TN) AND Q650/1 GET CODE 6
 IF Q318/104,119,137,144 (AR, LA, OK, TX) AND Q650/1 GET CODE 7
 IF Q318/103, , 113, 132, 145, 127,129, 151 (AZ, CO, ID, MT,NM, UT, NV, WY) AND Q650/1 GET CODE 8
 IF Q318/102,105,112,138,148 (AK, CA, HI, OR, WA) AND Q650/1 GET CODE 9

- | | |
|--|--------------|
| 1. NEW ENGLAND - CT, ME, MA, NH, RI, VT | [QUOTA =300] |
| 2. MIDDLE ATLANTIC- NY, NJ, PA | [QUOTA =300] |
| 3. EAST NORTH CENTRAL- IN, IL, MI, OH, WI | [QUOTA =300] |
| 4. WEST NORTH CENTRAL- IA, KS, MN, MO, NE, ND, SD | [QUOTA =300] |
| 5. SOUTH ATLANTIC - DE, DC, FL, GA, MD, NC, SC, VA, WV | [QUOTA =300] |
| 6. EAST SOUTH CENTRAL - AL, KY, MS, TN | [QUOTA =300] |
| 7. WEST SOUTH CENTRAL- AR, LA, OK, TX | [QUOTA =300] |
| 8. MOUNTAIN - AZ, CO, ID, MT, NM, UT, NV, WY | [QUOTA =300] |
| 9. PACIFIC - AK, CA, HI, OR, WA | [QUOTA =300] |
| 10. NOT QUALIFIED | |

ALL QUALIFIED RESPONDENTS (Q655/1-9)

Q660 QUOTA CHECK QUESTION (DOES NOT APPEAR ON SCREEN)

[PROGRAMMER NOTE: CHECK QUOTAS AT Q655.]

- | | |
|---|----------------------|
| 1 | Quota cell closed |
| 2 | Quota cell open |
| 3 | Quota cell not found |

ALL QUALIFIED RESPONDENTS (Q650/1 AND Q660/2,3)

Q665 QUOTA QUESTION (DOES NOT APPEAR ON SCREEN)

[SOFT QUOTAS TO MONITOR STATES]

[GET CODE AT Q318 FOR QUALIFIED RESPONDENTS AND QUOTA OPEN Q650/1]

- | | | |
|-----|----------------------|--------------|
| 101 | Alabama | [QUOTA =999] |
| 102 | Alaska | [QUOTA =999] |
| 103 | Arizona | [QUOTA =999] |
| 104 | Arkansas | [QUOTA =999] |
| 105 | California | [QUOTA =999] |
| 106 | Colorado | [QUOTA =999] |
| 107 | Connecticut | [QUOTA =999] |
| 108 | Delaware | [QUOTA =999] |
| 109 | District of Columbia | [QUOTA =999] |
| 110 | Florida | [QUOTA =999] |
| 111 | Georgia | [QUOTA =999] |
| 112 | Hawaii | [QUOTA =999] |
| 113 | Idaho | [QUOTA =999] |

114	Illinois	[QUOTA =999]
115	Indiana	[QUOTA =999]
116	Iowa	[QUOTA =999]
117	Kansas	[QUOTA =999]
118	Kentucky	[QUOTA =999]
119	Louisiana	[QUOTA =999]
120	Maine	[QUOTA =999]
121	Maryland	[QUOTA =999]
122	Massachusetts	[QUOTA =999]
123	Michigan	[QUOTA =999]
124	Minnesota	[QUOTA =999]
125	Mississippi	[QUOTA =999]
126	Missouri	[QUOTA =999]
127	Montana	[QUOTA =999]
128	Nebraska	[QUOTA =999]
129	Nevada	[QUOTA =999]
130	New Hampshire	[QUOTA =999]
131	New Jersey	[QUOTA =999]
132	New Mexico	[QUOTA =999]
133	New York	[QUOTA =999]
134	North Carolina	[QUOTA =999]
135	North Dakota	[QUOTA =999]
136	Ohio	[QUOTA =999]
137	Oklahoma	[QUOTA =999]
138	Oregon	[QUOTA =999]
139	Pennsylvania	[QUOTA =999]
140	Rhode Island	[QUOTA =999]
141	South Carolina	[QUOTA =999]
142	South Dakota	[QUOTA =999]
143	Tennessee	[QUOTA =999]
144	Texas	[QUOTA =999]
145	Utah	[QUOTA =999]
146	Vermont	[QUOTA =999]
147	Virginia	[QUOTA =999]
148	Washington	[QUOTA =999]
149	West Virginia	[QUOTA =999]
150	Wisconsin	[QUOTA =999]
151	Wyoming	[QUOTA =999]

BASE: 18+ (280/18+) AND U.S. RESIDENT (Q264/244) AND HAVE PARTICIPATED IN AT LEAST 1 ACTIVITY (Q625/1-17) AND HAVE SPENT MONEY ON AN ACTIVITY Q630/1-17

Q700 HIDDEN QUESTION ACTIVITY ASSIGNMENT AND TEXT INSERTS

[PN: ASSIGN RESPONDENTS TO ACTIVITIES BASED ON Q630/1-17. IF AN INDIVIDUAL QUALIFIES FOR MORE THAN 3 ACTIVITIES, SELECT 3 ACTIVITIES WITH THE LEAST NUMBER OF RESPONDENTS.]

1	trail running (running on an unpaved trail)	[QUOTA =999]
2	hiking (on an unpaved trail)	[QUOTA =999]

3	backpacking	[QUOTA =999]
4	climbing (ice or natural rock)	[QUOTA =999]
5	bicycling (on a paved road for exercise, competitively or just for fun)	[QUOTA =999]
6	off road bicycling (including dirt roads, paved and unpaved trails, etc.)	[QUOTA =999]
7	camping (in an RV at a campsite, in a tent, or rustic lodge)	[QUOTA =999]
8	cross-country/nordic skiing	[QUOTA =999]
9	downhill skiing	[QUOTA =999]
10	telemark skiing (skiing downhill with telemark bindings that allow a free-heel skiing experience)	[QUOTA =999]
11	snowboarding	[QUOTA =999]
12	snowshoeing	[QUOTA =999]
13	kayaking (recreational/sea/whitewater)	[QUOTA =999]
14	rafting	[QUOTA =999]
15	canoeing	[QUOTA =999]
16	surfing (traditional, windsurfing & kite-surfing)	[QUOTA =999]
17	scuba	[QUOTA =999]

SECTION 700: EQUIPMENT DOLLARS SPENT

BASE: QUALIFIED RESPONDENTS (Q99/1)

Q705 HIDDEN QUESTION TO HOLD TEXT FOR INSERT [INSERT WITH LEADING LOWER CASE]

- 1 special socks, boots/shoes, hats, and jackets, etc.
- 2 backpacks, climbing gear, etc.
- 3 sunglasses, GPS & other devices, maps & books, first aid, etc.
- 4 cycling shorts, jerseys, shoes, etc.
- 5 bicycles and parts, etc.
- 6 head gear, water bottles & hydration systems, tools, sports racks, repair items & services, and eye wear etc.
- 7 jackets, thermal underwear, rain gear, head wear, and other apparel bought primarily for camping.
- 8 tents, campers, sleeping bags, stoves & lanterns, etc.
- 9 flashlights, first aid, storage containers, bear bags, tools, etc.
- 10 ski jackets, waterproof clothing and shells, bibs, vests, and other apparel purchased primarily for skiing
- 11 skis, snowboards, ski poles, snow shoes
- 12 goggles & eye wear, helmets, gloves, tuning services, waxes, boot carriers and ski bags, car racks, etc.
- 13 rain gear, bathing suits, waterproof footwear, rash guards, neoprene, etc.
- 14 canoes, kayaks, rafts, paddles and oars, etc.
- 15 dry bags and other storage, eye wear, ear plugs, car racks, rope, life preservers/PFDs, helmets, kayak skirts, water toys, trailers, swim fins, etc.

[PROGRAMMER NOTE: LOOP THROUGH Q710 – Q770 FOR EACH ACTIVITY PARTICIPATED IN AT Q700.]

[BANK Q710 AND Q715 ON THE SAME PAGE: SHOW Q720 FOR FIRST LOOP ONLY]

BASE: QUALIFIED RESPONDENTS (Q99/1)

Q720 In this section we would like to ask you about your participation and spending habits on up to three activities you participate in. [INSERT THE FOLLOWING TEXT IF ANY CODES AT Q635 ARE ALSO SELECTED AT Q630 “If you have children under 18 in your household that also participate in the activity, please include their information in the appropriate space.”]

BASE: QUALIFIED RESPONDENTS (Q99/1)

Q710 On approximately how many separate days did you participate in [INSERT ACTIVITY FROM Q700] during the past 12 months? Even if you are not sure, please give us your best guess.

[RANGE = 1- 365 days]

[# days]

BASE: QUALIFIED RESPONDENTS (Q99/1)

Q715 Thinking about the [INSERT Q710] day(s) you participated in [INSERT ACTIVITY FROM Q700], [IF Q710>1 INSERT “approximately how many days were” IF Q710/1 INSERT “was this day” spent doing this activity close to home, meaning it was something you did after work or school, or did not have to travel more than 30 minutes from home?

[RANGE 0-Q710]days

BASE: QUALIFIED RESPONDENTS (Q99/1)

Q716 QUESTION TO CALCULATE PERCENTAGE OF DAYS AT Q715 SPENT CLOSE TO HOME

[PN: CALCULATE PERCENTAG AS FOLLOWS:]

[Q715 / Q710] =

BASE: QUALIFIED RESPONDENTS (Q99/1)

Q725 In the past year, how much have you spent on **apparel and footwear** for [INSERT ACTIVITY FROM Q700]? [INSERT THE FOLLOWING TEXT IF CODE AT Q700 IS ALSO SELECTED AT Q635 "Please include any money spent on children under 18 in your household for this activity.]

We are interested in items bought specifically for this activity, big or small, including such things as [VARIABLE WORDING; IF Q700/1-4 GET Q705/1, IF Q700/5-6 GET Q705/4, IF Q700/7 GET Q705/7, IF Q700/8-12 GET Q705/10, IF Q700/13-17 GET 705/13]. If you did not spend any money in the past year, please enter '0'.

[GET Q726 CODE AT Q700 IS ALSO SELECTED AT Q635]

[RANGE 0-99999]

Q726	Apparel & footwear for yourself	\$ _ _ _ _ _ .00
	Apparel & footwear for children under 18 in your household	\$ _ _ _ _ _ .00

[PN: IF SPENT MONEY (Q725>0 OR Q726>0) ASK Q730; JUMP OTHERS TO Q740.

[ENABLE BACK BUTTON]

BASE: SPENT MONEY (Q725>0) OR SPENT MONEY ON KIDS (Q726>0)

Q730 Thinking about all of the money you spent on [INSERT ACTIVITY FROM Q700] **apparel and footwear** last year, approximately what percentage of your total do you think you would have spent even if you had **not** done any [INSERT ACTIVITY FROM Q700]?

[RANGE 0-100%]

[GET Q731 IF Q725>0. GET Q732 IF Q726>0]

Q731	Apparel & footwear for yourself	_ _ _ %
Q732	Apparel & footwear for children under 18 in your household	_ _ _ %

[PN: IF (% AT Q731>0% OR Q732>0%) AND MORE THAN ONE CODE SELECTED AT Q625/1-17 ASK Q735; JUMP OTHERS TO Q740]

BASE: SPENT MORE THAN 0% (Q731>0%) OR MORE THAN 0% ON KIDS (Q732>0%) AND MORE THAN ONE CODE SELECTED AT Q625/1-17

Q735 Of the remaining percentage of your purchases which you did not make specifically for [INSERT ACTIVITY FROM Q700], what other activities did you purchase this **apparel or footwear** for? Please select **all** that apply.

[GET CODES FROM Q625 BUT DO NOT SHOW CODE IN CURRENT LOOP FROM Q700 AND ALWAYS GET CODE 18]

[IF Q731>0% DISPLAY Q736/1, IF Q732>0% DISPLAY Q736/2]

[MULTIPLE RESPONSE]

Q736

- 1 Apparel & footwear for yourself
- 2 Apparel & footwear for children under 18 in your household

- 1 Trail running (running on an unpaved trail)
- 2 Day hiking on an unpaved trail
- 3 Backpacking
- 4 Climbing ice or natural rock
- 5 Bicycling on a paved road for exercise, competitively or just for fun
- 6 Bicycling off road (including dirt roads, paved and unpaved trails, etc.)
- 7 Camping in an RV at a campsite or in a tent, or rustic lodge
- 8 Cross-Country/Nordic Skiing
- 9 Downhill skiing
- 10 Telemark skiing (skiing downhill with telemark bindings that allow a free-heel skiing experience)
- 11 Snowboarding
- 12 Snowshoeing
- 13 Kayaking – Recreational/Sea/Whitewater
- 14 Rafting
- 15 Canoeing
- 16 Surfing (traditional, windsurfing & kite-surfing)
- 17 SCUBA

- 18 Other physically active *outdoor* recreation not listed here

BASE: QUALIFIED RESPONDENTS (Q99/1)

Q740 In the past year, how much have you spent on [INSERT ACTIVITY FROM Q700] equipment? [INSERT THE FOLLOWING TEXT IF CODE AT Q700 IS ALSO SELECTED AT Q635 “Please include any money spent on children under 18 in your household for this activity.] We are interested in items bought specifically for this activity, big or small, including such things as [INSERT THE FOLLOWING TEXT ; IF Q700/1-4 GET Q705/2, IF Q700/5-6 GET Q705/5, IF Q700/7 GET Q705/8, IF Q700/8-12 GET Q705/11, IF Q700/13-17 GET Q705/14]. If you did not spend any money in the past year, please enter ‘0’.

[GET Q741 IF CODE AT Q700 IS ALSO SELECTED AT Q635]

[RANGE 0-99999]

Equipment for yourself \$|_|_|_|_|_|.00

Q741

Equipment for children under 18 in your household \$|_|_|_|_|_|.00

[PN: IF SPENT MONEY (Q740>0 OR Q741>0) ASK Q745; JUMP OTHERS TO Q550.]

BASE: SPENT MONEY (Q740>0) OR SPENT MONEY ON KIDS (Q741>0)

Q745 Thinking about all of the money you spent on [INSERT ACTIVITY FROM Q700] equipment last year, approximately what percentage of your total do you think you would have spent even if you had **not** done any [INSERT ACTIVITY FROM Q700]?

[RANGE 0-100%]

[GET Q746 IF Q740>0. GET Q747 IF Q741>0]

Q746

Equipment for yourself |_|_|_|%

Q747

Equipment for children under 18 in your household |_|_|_|%

[PN: IF (% AT Q746>0% OR Q747>0%) AND MORE THAN ONE CODE SELECTED AT Q625/1-17 ASK Q750; JUMP OTHERS TO Q755]

BASE: SPENT MORE THAN 0% (Q746>0%) OR MORE THAN 0% ON KIDS (Q747>0%) AND MORE THAN ONE CODE SELECTED AT Q625/1-17

Q750 Of the remaining percentage of your purchases which you did not make specifically for [INSERT ACTIVITY FROM Q700], what other activities did you purchase this equipment for? Please select all that apply.

[GET CODES FROM Q625 BUT DO NOT SHOW CODE IN CURRENT LOOP FROM Q700 AND ALWAYS GET CODE 18] [IF Q746>0% DISPLAY Q751/1, IF Q747>0% DISPLAY Q751/2] [MULTIPLE RESPONSE]

Q751

- 1 Equipment for yourself
- 2 Equipment for children under 18 in your household

- 1 Trail running (running on an unpaved trail)
- 2 Day hiking on an unpaved trail
- 3 Backpacking
- 4 Climbing ice or natural rock
- 5 Bicycling on a paved road for exercise, competitively or just for fun
- 6 Bicycling off road (including dirt roads, paved and unpaved trails, etc.)
- 7 Camping in an RV at a campsite or in a tent, or rustic lodge
- 8 Cross-Country/Nordic Skiing
- 9 Downhill skiing
- 10 Telemark skiing (skiing downhill with telemark bindings that allow a free-heeled skiing experience)
- 11 Snowboarding
- 12 Snowshoeing
- 13 Kayaking – Recreational/Sea/Whitewater
- 14 Rafting
- 15 Canoeing
- 16 Surfing (traditional, windsurfing & kite-surfing)
- 17 SCUBA

- 18 Other physically active outdoor recreation not listed here

BASE: QUALIFIED RESPONDENTS (Q99/1)

Q755 In the past year, how much have you spent on accessories and services for [INSERT ACTIVITY FROM Q700] [INSERT THE FOLLOWING TEXT IF CODE AT Q700 IS ALSO SELECTED AT Q635 “Please include any money spent on children under 18 in your household for this activity.”]

We are interested in items bought specifically for this activity, big or small, including such things as [VARIABLE WORDING; IF Q700/1-4 GET Q705/3, IF Q700/5-6 GET Q705/6, IF Q700/7 GET Q705/9, IF Q700/8-12 GET Q705/12, IF Q700/13-17 GET Q705/15]. Please do not include any amounts already reported with the previous ‘equipment’ question. If did not spend any money in the past year, please enter ‘0’.

[GET Q756 IF CODE AT Q700 IS ALSO SELECTED AT Q635]

[RANGE 0-99999]

Accessories for yourself \$|_|_|_|_|.00
Q756
Accessories for children under 18 in your household \$|_|_|_|_|.00

[GET Q758 IF CODE AT Q700 IS ALSO SELECTED AT Q635]

Q757

Services for yourself \$|_|_|_|_|.00

Q758

Services for children under 18 in your household \$|_|_|_|_|.00

[PN: IF SPENT MONEY (Q755>0 OR Q756>0 OR Q757>0 OR Q758>0) ASK Q760; JUMP OTHERS TO Q800.]

BASE: SPENT MONEY (OR SPENT MONEY ON KIDS (Q755>0 OR Q756>0 OR Q757>0 OR Q758>0))

Q760 Thinking about all of the money you spent on [INSERT ACTIVITY FROM Q700] accessories and services last year, approximately what percentage of your total do you think you would have spent even if you had not done any [INSERT ACTIVITY FROM Q700]?

[RANGE 0-100%]

[GET Q761 IF Q755>0. GET Q762 IF Q756>0. GET Q763 IF Q757>0. GET Q764 IF Q759>0]

Q761

Accessories for yourself |_|_|_|%

Q762

Accessories for children under 18 in your household |_|_|_|%

Q763

Services for yourself |_|_|_|%

Q764

Services for children under 18 in your household |_|_|_|%

[PN: SPENT MORE THAN 0% ON THEMSELVES OR KIDS (Q761>0% OR Q762>0% OR Q763>0% OR Q764>0%) AND MORE THAN ONE CODE SELECTED AT Q625/1-17 ASK Q765; JUMP OTHERS TO Q800]

BASE: SPENT MORE THAN 0% ON THEMSELVES OR KIDS (Q761>0%<OR Q762>0% OR Q763>0% OR Q764>0%) AND MORE THAN ONE CODE SELECTED AT Q625/1-17

Q765 Of the remaining percentage of your purchases which you did not make specifically for [INSERT ACTIVITY FROM Q700], what other activities did you purchase these accessories and services for? Please select all that apply.

[GET CODES FROM Q625 BUT DO NOT SHOW CODE IN CURRENT LOOP FROM Q700 AND ALWAYS GET CODE 18]

[IF Q761>0% DISPLAY Q766/1, IF Q762>0% DISPLAY Q766/2, IF Q763>0% DISPLAY Q766/3, IF Q764>0% DISPLAY Q766/4]

[MULTIPLE RESPONSE]

Q766

- 1 Accessories for yourself
- 2 Accessories for children under 18 in your household
- 3 Services for yourself
- 4 Services for children under 18 in your household

- 1 Trail running (running on an unpaved trail)
- 2 Day hiking on an unpaved trail
- 3 Backpacking
- 4 Climbing ice or natural rock
- 5 Bicycling on a paved road for exercise, competitively or just for fun
- 6 Bicycling off road (including dirt roads, paved and unpaved trails, etc.)
- 7 Camping in an RV at a campsite or in a tent, or rustic lodge
- 8 Cross-Country/Nordic Skiing
- 9 Downhill skiing
- 10 Telemark skiing (skiing downhill with telemark bindings that allow a free-heel skiing experience)
- 11 Snowboarding
- 12 Snowshoeing
- 13 Kayaking – Recreational/Sea/Whitewater
- 14 Rafting
- 15 Canoeing
- 16 Surfing (traditional, windsurfing & kite-surfing)
- 17 SCUBA

- 18 Other physically active *outdoor* recreation not listed here

BASE: HAD PURCHASES ON APPAREL, FOOTWEAR, EQUIPMENT OR ACCESSORIES AND SERVICES (Q725>0 OR Q726>0 OR Q740>0 OR Q741>0 OR Q755>0 OR Q756>0 OR Q757>0 OR Q758>0)

Q770 Of all your apparel, footwear, equipment, accessories and services purchases in the past year for [INSERT ACTIVITY FROM Q700] please report the percentage you think was spent in rural areas.

Rural areas are best defined as having low population with limited opportunities to earn income, little or no development, and often highly dependent on agriculture, outdoor recreation, timber, mining, energy extraction (oil and gas) and/or similar activities.

[RANGE 0-100%]

____ %

[END LOOP]

SECTION 800: TRIP INFORMATION

BASE: QUALIFIED RESPONDENTS (Q99/1)

Q800 Below is a list of the activities in which you actively participate. Thinking about **all** of these activities, how many of each type of trip have you taken in the **past year** for the purpose of participating in any one or more of these activities? If you participated in more than one activity on a single trip, please only count that trip once.

[RANGE 0-99]

[PN: GET ONLY THOSE CODES CHOSEN AT Q625 AND DISPLAY AS A LIST...THESE ARE NOT ANSWER CODES. DISPLAY # TRIPS CODES BELOW THIS LIST]

- | | | |
|----|---|-----|
| 1 | # of day trips | _ _ |
| 2 | # of overnight trips | _ _ |
| | | |
| 1 | Trail running (running on an unpaved trail) | |
| 2 | Day hiking on an unpaved trail | |
| 3 | Backpacking | |
| 4 | Climbing ice or natural rock | |
| 5 | Bicycling on a paved road for exercise, competitively or just for fun | |
| 6 | Bicycling off road (including dirt roads, paved and unpaved trails, etc.) | |
| 7 | Camping in an RV at a campsite or in a tent, or rustic lodge | |
| 8 | Cross-Country/Nordic Skiing | |
| 9 | Downhill skiing | |
| 10 | Telemark skiing (skiing downhill with telemark bindings that allow a free-heel skiing experience) | |
| 11 | Snowboarding | |
| 12 | Snowshoeing | |
| 13 | Kayaking – Recreational/Sea/Whitewater | |
| 14 | Rafting | |
| 15 | Canoeing | |
| 16 | Surfing (traditional, windsurfing & kite-surfing) | |
| 17 | SCUBA | |
| | | |
| 18 | Other physically active <i>outdoor</i> recreation not listed here | |

[PN: IF HAVE TAKEN A DAY TRIP (Q800/1>0) AND MORE THAN ONE CODE SELECTED AT Q625/1-17 ASK Q805; IF Q800/1>0 AND ONLY 1 CODE AT Q625/1-17 THEN AUTOFILL CODE AT Q805 THAT MATCHES Q625 WITH NUMBER OF TRIPS FROM Q800/1; JUMP OTHERS TO Q810]

BASE: HAVE TAKEN A DAY TRIP (Q800/1>0) AND MORE THAN ONE CODE SELECTED AT Q625/1-17

805 In the past year how many **day trips** have you taken for each activity in which you participated? If you participated in more than one activity on the same trip, please record each activity as a separate trip below. If you did not take any trips of a certain type, please enter '0'.

[PN: GET ONLY THOSE CODES CHOSEN AT Q625]

[DO NOT SHOW CAMPING -CODE 7]

[RANGE 0-99]

- | | | |
|---|---|-----------------------|
| | | Total day trips taken |
| 1 | Trail running (running on an unpaved trail) | _ _ |
| 2 | Day hiking on an unpaved trail | _ _ |
| 3 | Backpacking | _ _ |

4	Climbing ice or natural rock	_ _
5	Bicycling on a paved road for exercise, competitively or just for fun	_ _
6	Bicycling off road (including dirt roads, paved and unpaved trails, etc.)	_ _
7	Camping in an RV at a campsite or in a tent, or rustic lodge	_ _
8	Cross-Country/Nordic Skiing	_ _
9	Downhill skiing	_ _
10	Telemark skiing (skiing downhill with telemark bindings that allow a free-heel skiing experience)	_ _
11	Snowboarding	_ _
12	Snowshoeing	_ _
13	Kayaking – Recreational/Sea/Whitewater	_ _
14	Rafting	_ _
15	Canoeing	_ _
16	Surfing (traditional, windsurfing & kite-surfing)	_ _
17	SCUBA	_ _
18	Other physically active <i>outdoor</i> recreation not listed here	_ _

BASE: HAVE TAKEN A DAY TRIP (Q800/1>0)AND (Q805>0)

Q810 (615) Of the day trips you mentioned, how many trips were taken for the **primary** reason of engaging in the mentioned activity. If you did not take any trips for the **primary** reason of engaging in the mentioned activity, please enter '0'.

[PN: ONLY GET CODES WITH Q805>0. INDICATE NUMBER OF TRIPS MENTIONED AT Q805 TO THE LEFT OF THE NUMERICAL TEXT BOX]

[PN: NUMBERS AT Q810 CAN NOT EXCEED THOSE AT Q805]

[DO NOT SHOW CAMPING -CODE 7]

	[Total trips taken for Q805]	Total primary reason trips
1	Trail running (running on an unpaved trail)	_ _
2	Day hiking on an unpaved trail	_ _
3	Backpacking	_ _
4	Climbing ice or natural rock	_ _
5	Bicycling on a paved road for exercise, competitively or just for fun	_ _
6	Bicycling off road (including dirt roads, paved and unpaved trails, etc.)	_ _
7	Camping in an RV at a campsite or in a tent, or rustic lodge	_ _
8	Cross-Country/Nordic Skiing	_ _
9	Downhill skiing	_ _
10	Telemark skiing (skiing downhill with telemark bindings that allow a free-heel skiing experience)	_ _
11	Snowboarding	_ _
12	Snowshoeing	_ _
13	Kayaking – Recreational/Sea/Whitewater	_ _
14	Rafting	_ _
15	Canoeing	_ _
16	Surfing (traditional, windsurfing & kite-surfing)	_ _
17	SCUBA	_ _
18	Other physically active <i>outdoor</i> recreation not listed here	_ _

BASE: HAVE TAKEN A DAY TRIP (Q800/1>0)

Q815 HIDDEN QUESTION INSERTS – INSERT WITH LEADING LOWER CASE

[PN: ASSIGN RESPONDENTS UP TO 3 TRIP TYPES BASED ON Q805 (IF Q805>0). IF AN INDIVIDUAL QUALIFIES FOR MORE THAN 3 TYPES, SELECT 3 TYPES WITH THE LEAST NUMBER OF RESPONDENTS.]

- 1 trail running (running on an unpaved trail)
- 2 hiking (on an unpaved trail)
- 3 backpacking
- 4 climbing ice or natural rock
- 5 bicycling (on a paved road for exercise, competitively or just for fun)
- 6 bicycling off road (including dirt roads, paved and unpaved trails, etc.)
- 7 camping (in an RV at a campsite or in a tent, or rustic lodge)
- 8 cross-country/nordic Skiing
- 9 downhill skiing
- 10 telemark skiing (skiing downhill with telemark bindings that allow a free-heel skiing experience)
- 11 snowboarding
- 12 snowshoeing
- 13 kayaking (recreational/sea/whitewater)
- 14 rafting
- 15 canoeing
- 16 surfing (traditional, windsurfing & kite-surfing)
- 17 SCUBA

[PN: LOOP THROUGH Q820 – Q855 FOR EACH TRIP TYPE SELECTED AT Q815]

BASE: HAVE TAKEN A DAY TRIP (Q800/1>0)

Q820 [INSERT IF Q805/>1 “Of the [INSERT NUMBER FROM Q805 WHICH MATCHES CODE AT Q815] [INSERT ACTIVITY FROM Q815 WITH LEADING LOWER CASE] day trips you have taken in the past year, how many have been in-state trips, and how many have been out-of-state? If you did not take any trips of a certain type, please enter ‘0’.

[INSERT IF Q805/1=1 “Thinking of the [INSERT NUMBER FROM Q805 WHICH MATCHES CODE AT Q815] [INSERT ACTIVITY FROM Q815 WITH LEADING LOWER CASE] day trip you took in the past year, was this an in-state trip or an out-of-state trip? If you did not take any trips of a certain type, please enter ‘0’.

[SUM OF CODE 1 AND CODE 2 MUST = NUMBER FROM Q805]

[RANGE 0-99]

- | | | |
|---|--------------|-----|
| 1 | In-state | _ _ |
| 2 | Out-of-state | _ _ |

[PN: IF HAVE TAKEN AN OUT OF STATE DAY TRIP (Q820/2>0), ASK 825JUMP OTHERS TO Q830]

BASE: HAVE TAKEN OUT-OF-STATE DAY TRIP (Q820/2>0)

Q825 Which state(s) have you personally taken a day trip to for the purpose of going [INSERT ACTIVITY FROM Q815]? Please select **all** that apply.

[MULTIPLE RESPONSE]

[LIST THE 50 STATES IN ALPHABETICAL ORDER AND EXCLUDE HOME STATE FROM Q318]

BASE: HAVE TAKEN A DAY TRIP (Q800/1>0)

Q830 Now please think about the [INSERT ACTIVITY FROM Q815] day trip(s) you have taken in the past year. On a typical day trip, how much was usually spent on each of the following categories for the entire travel group (one or more people)?

[INSERT THE FOLLOWING TEXT IF CODE BEING DISPLAYED AT Q815 IS ALSO SELECTED AT Q635 "Please include any money spent on children under 18 in your household for this activity.] If you did not spend any money on a particular category, please enter '0'.

[RANGE 0-99999]

- 1 Food & Drink (groceries used on the trip, restaurants, bars etc.) \$|_|_|_|_|_|.00
- 2 Transportation (gas & oil for the trip, bus, train, shuttle, etc.) \$|_|_|_|_|_|.00
- 3 Recreation, Entertainment, and Activities (entry/access/parking fees, equipment rental, guide fees, etc) \$|_|_|_|_|_|.00
- 4 Souvenirs, gifts, other miscellaneous \$|_|_|_|_|_|.00

BASE: HAVE TAKEN A DAY TRIP (Q800/1>0)

Q835 On a typical [INSERT ACTIVITY FROM Q815] day trip, how many people are usually in the trip party including yourself?

[RANGE 1-20]

|_|_|

[PN: IF HAVE TAKEN AN OUT OF STATE DAY TRIP (Q820/2>0) AND HAVE SPENT MONEY (Q830/1-4>0), ASK Q840; JUMP OTHERS TO Q860]

BASE: HAVE TAKEN AN OUT OF STATE DAY TRIP (Q820/2>0) AND HAVE SPENT MONEY (Q830/1-4>0)

Q840 On a typical [INSERT ACTIVITY FROM Q815] day trip, about what percentage of your total trip expenses were in-state, and what percentage were out-of-state? The total percentage of your trip expenses spent in state and out-of-state should sum to 100% for each category.

[RANGE 0-100%]

[PN: GET CODES BASED ON Q830 AS FOLLOWS. IF Q830/1, GET Q840/1-2. IF Q830/2, GET Q840/3-4. IF Q840/3, GET Q840/5-6. IF Q830/4, GET Q840/7-8, ALWAYS GET CODES 9 AND 10.]

[PN: CODES 1 AND 2 SHOULD SUM TO 100%, CODES 3 AND 4 SHOULD SUM TO 100%, CODES 5 AND 6 SHOULD SUM TO 100%, CODES 7 AND 8 SHOULD SUM TO 100%]

[PN: DISPLAY 9 AND 10 LAST]

- 1 In-state: Food & Drink (groceries used on the trip, restaurants, bars etc.) |_|_|_|%
 - 2 Out-of-state: Food & Drink (groceries used on the trip, restaurants, bars etc.) |_|_|_|%
- [INSERT SUM PERCENTAGE REMAINING CALCULATION]

- 3 In-state: Transportation (gas & oil for the trip, bus, train, shuttle, etc.) |_|_|_|%
 - 4 Out-of-state: Transportation (gas & oil for the trip, bus, train, shuttle, etc.) |_|_|_|%
- [INSERT SUM PERCENTAGE REMAINING CALCULATION]

- 5 In-state: Recreation, Entertainment and Activities (entry/access/parking fees, equipment rental, guide fees, etc) |_|_|_|%
 - 6 Out-of-state: Recreation, Entertainment and Activities (entry/access/parking fees, equipment rental, guide fees, etc) |_|_|_|%
- [INSERT SUM PERCENTAGE REMAINING CALCULATION]

7 In-state: Souvenirs, gifts, other miscellaneous |_|_|_|%
 8 Out-of-state: Souvenirs, gifts, other miscellaneous |_|_|_|%
 [INSERT SUM PERCENTAGE REMAINING CALCULATION]

9 In-state: Total expenses |_|_|_|%
 10 Out-of-state: Total expenses |_|_|_|%
 [INSERT SUM PERCENTAGE REMAINING CALCULATION]

BASE: HAS OUT OF STATE EXPENDITURES (Q840/2,4,6,8,10>0)

Q850 Thinking about your out-of-state expenditures, in which state did you spend the most money?

[PN IF ONLY 1 STATE SELECTED AT Q825 THEN AUTOFILL WITH THAT CODE]

[INSERT DROP DOWN WITH CODES Q825 THAT WERE SELECTED IN ALPHABETICAL ORDER and always show code 998]

998 Not sure

BASE: HAVE TAKEN A DAY TRIP AND SPENT MONEY (Q800/1>0)AND (Q840/1-10>0)

Q855 Of all your trip expenditures made in the past year for day trips for [INSERT ACTIVITY FROM Q815], please report the percentage you think was spent in rural areas.

Rural areas are best defined as having low population with limited opportunities to earn income, little or no development, and often highly dependent on agriculture, outdoor recreation, timber, mining, energy extraction (oil and gas) and/or similar activities.

____ %[RANGE 0-100%]

[PN: IF HAVE TAKEN AN **OVERNIGHT TRIP** (Q800/2>0) AND MORE THAN ONE CODE SELECTED AT Q625/1-17ASK Q860;

IF Q800/2>0 AND ONLY 1 CODE AT Q625/1-17 THEN AUTOFILL CODE AT Q860 THAT MATCHES Q625 WITH NUMBER OF TRIPS FROM Q800/2; JUMP OTHERS TO SOFT EXITS AT Q1000]

BASE: HAVE TAKEN AN OVERNIGHT TRIP (Q800/2>0) AND MORE THAN ONE CODE SELECTED AT Q625/1-17

Q860 Now we would like to ask you about the **overnight trips** you have taken in the past year.<P>

How many **overnight trips** have you taken for each activity in which you participated during the **past year**? If you participated in more than one activity on the same trip, please record each activity as a separate trip below. If you did not take any trips of a certain type, please enter '0'.

[PN: GET ONLY THOSE CODES CHOSEN AT Q625]

[RANGE0-99]

	Total overnight trips taken
1 Trail running (running on an unpaved trail)	_ _
2 Day hiking on an unpaved trail	_ _
3 Backpacking	_ _
4 Climbing ice or natural rock	_ _
5 Bicycling on a paved road for exercise, competitively or just for fun	_ _
6 Bicycling off road (including dirt roads, paved and unpaved trails, etc.)	_ _

7	Camping in an RV at a campsite or in a tent, or rustic lodge	_ _
8	Cross-Country/Nordic Skiing	_ _
9	Downhill skiing	_ _
10	Telemark skiing (skiing downhill with telemark bindings that allow a free-heel ski experience)	_ _
11	Snowboarding	_ _
12	Snowshoeing	_ _
13	Kayaking – Recreational/Sea/Whitewater	_ _
14	Rafting	_ _
15	Canoeing	_ _
16	Surfing (traditional, windsurfing & kite-surfing)	_ _
17	SCUBA	_ _
18	Other physically active <i>outdoor</i> recreation not listed here	_ _

BASE: HAVE TAKEN AN OVERNIGHT TRIP (Q800/2>0)

Q865 HIDDEN QUESTION FOR INSERTS [INSERT WITH LEADING LOWER CASE]

[PN: ASSIGN RESPONDENTS UP TO 3 TRIP TYPES BASED ON Q860. IF AN INDIVIDUAL QUALIFIES FOR MORE THAN 3 TYPES, SELECT 3 TYPES WITH THE LEAST NUMBER OF RESPONDENTS.]

- 1 Trail running (running on an unpaved trail)
- 2 hiking (on an unpaved trail)
- 3 Backpacking
- 4 Climbing (ice or natural rock)
- 5 Bicycling (on a paved road for exercise, competitively or just for fun)
- 6 Bicycling off road (including dirt roads, trails, etc.)
- 7 Camping (in an RV at a campsite or in a tent, or rustic lodge)
- 8 Cross-country/nordic skiing
- 9 Downhill skiing
- 10 Telemark skiing (skiing downhill with telemark bindings that allow a free-heel ski experience)
- 11 Snowboarding
- 12 Snowshoeing
- 13 Kayaking(recreational/sea/whitewater)
- 14 Rafting
- 15 Canoeing
- 16 Surfing (traditional, windsurfing & kite-surfing)
- 17 SCUBA

[PN: LOOP THROUGH Q870 – Q698 FOR EACH TRIP TYPE SELECTED AT Q865]

BASE: HAVE TAKEN AN OVERNIGHT TRIP (Q800/2>0)

Q870 What **other** activities do you usually participate in when you are on an overnight [INSERT ACTIVITY FROM Q865] trip?

[PN: KEEP ONLY CODES SELECTED AT Q625 BUT DO NOT SHOW CODE FOR ACTIVITY THAT MATCHES CODE BEING INSERTED FROM Q865]

[PN: AUTOFILL AS 97 IF ONLY ONE CODE SELECTED AT Q625/1-17]

[ALWAYS DISPLAY CODE 97]

[MULTIPLE RESPONSE]

- 1 Trail running (running on an unpaved trail)
- 2 Day hiking on an unpaved trail
- 3 Backpacking
- 4 Climbing ice or natural rock
- 5 Bicycling on a paved road for exercise, competitively or just for fun
- 6 Bicycling off road (including dirt roads, paved and unpaved trails, etc.)
- 7 Camping in an RV at a campsite or in a tent, or rustic lodge
- 8 Cross-Country/Nordic Skiing
- 9 Downhill skiing
- 10 Telemark skiing (skiing downhill with telemark bindings that allow a free-heel skiing experience)
- 11 Snowboarding
- 12 Snowshoeing
- 13 Kayaking – Recreational/Sea/Whitewater
- 14 Rafting
- 15 Canoeing
- 16 Surfing (traditional, windsurfing & kite-surfing)
- 17 SCUBA

- 18 Other physically active *outdoor* recreation not listed here

- 97 None of these

BASE: HAVE TAKEN AN OVERNIGHT TRIP (Q800/2>0)

Q875 (Q665) Of the [INSERT NUMBER FROM Q860 WHICH MATCHES ACTIVITY CODE AT Q865] [INSERT ACTIVITY FROM Q865] overnight trip(s) you took in the past year, how many were **primarily** to go [INSERT ACTIVITY FROM Q865]?

[NUMBER CAN NOT EXCEED Q860]

[RANGE 0-99]

|_|_|

BASE: HAVE TAKEN AN OVERNIGHT TRIP (Q800/2>0)

Q880 Thinking about your typical overnight [INSERT ACTIVITY FROM Q865] trip, how many days in total are you **usually** away from home?

[RANGE 1-60]

|_|_|

BASE: HAVE TAKEN AN OVERNIGHT TRIP (Q800/2>0)

Q885 [IF Q860>1 INSERT] Of the [INSERT NUMBER FROM Q860 WHICH MATCHES CODE AT Q865] overnight [INSERT ACTIVITIES FROM Q865] trip(s) you have taken in the past year, how many have been in-state trips, and how many have been out-of-state? If you did not take any trips of a certain type, please enter '0'.]

[INSERT IF NUMBER FROM Q860 =1 "Thinking of the [INSERT NUMBER FROM Q860 WHICH MATCHES CODE AT Q865] [INSERT ACTIVITY FROM Q865 WITH LEADING LOWER CASE] overnight trip you took in the past year, was this an in-state trip or an out-of-state trip? If you did not take any trips of a certain type, please enter '0'.]

[SUM OF CODE 1 AND CODE 2 MUST = NUMBER FROM Q860]

[RANGE 0-99]

1 In-state |_|_|

2 Out-of-state |_|_|

[PN IF HAVE TAKEN AN OUT OF STATE DAY TRIP (Q885/2>0), ASK Q890 JUMP OTHERS TO Q895]

BASE: HAVE TAKEN OUT-OF-STATE DAY TRIP (Q885/2>0)

Q890 To which state(s) have you personally taken an overnight trip to or through for the purpose of going [INSERT ACTIVITY FROM Q865]? Please select all that apply.

[MULTIPLE RESPONSE]

[LIST THE 50 STATES IN ALPHABETICAL ORDER AND EXCLUDE HOME STATE FROM Q318]

BASE: HAVE TAKEN AN OVERNIGHT TRIP (Q800/2>0)

Q895 Now please think about all of the [INSERT ACTIVITY FROM Q865] overnight trips you have taken in the past year. On a typical overnight trip, how much was usually spent on each of the following categories for your entire travel group (one or more people)? [INSERT THE FOLLOWING TEXT IF CODE AT Q865 IS ALSO SELECTED AT Q635 "Please include any money spent on children under 18 in your household for this activity.] If you did not spend any money on a particular category, please enter '0'.

[RANGE 0-99999]

- 1 Food & Drink (groceries used on the trip, restaurants, bars etc.) \$|_|_|_|_|_|.00
- 2 Transportation (gas & oil for the trip, bus, train, shuttle, etc.) \$|_|_|_|_|_|.00
- 3 Recreation, Entertainment and Activities (entry/access/parking fees, equipment rental, guide fees, etc) \$|_|_|_|_|_|.00
- 4 Souvenirs, gifts, other miscellaneous \$|_|_|_|_|_|.00
- 5 Lodging - Motel, lodge, cabin, B&B, camping etc. \$|_|_|_|_|_|.00

BASE: HAVE TAKEN AN OVERNIGHT TRIP (Q800/2>0)

Q900 On a typical [INSERT ACTIVITY FROM Q865] overnight trip, how many people are usually in the trip party?

[RANGE 1-20]

|_|_|

[PN: IF HAVE TAKEN AN OUT OF STATE OVERNIGHT TRIP (Q885/2>0) AND HAVE SPENT MONEY (Q895/1-4>0), ASK Q905; JUMP OTHERS TO Q1000]

BASE: HAVE TAKEN AN OUT OF STATE NIGHT TRIP (Q885/2>0) AND HAVE SPENT MONEY (Q895/1-4>0)

Q905 On a typical [INSERT ACTIVITY FROM Q865] overnight trip, about what percentage of your total trip expenses were in-state, and what percentage were out-of-state? The total percentage of your trip expenses spent in state and out-of-state should sum to 100% for each category.

[RANGE 0-100%]

[PN: GET CODES BASED ON Q895 AS FOLLOWS. IF Q895/1, GET Q905/1-2. IF Q895/2, GET Q905/3-4. IF Q895/3, GET Q905/5-6. IF Q895/4, GET Q905/7-8 IF Q895/5, GET Q905/9-10 ALWAYS GET CODES 11 AND 12.]

[PN: CODES 1 AND 2 SHOULD SUM TO 100%, CODES 3 AND 4 SHOULD SUM TO 100%, CODES 5 AND 6 SHOULD SUM TO 100%, CODES 7 AND 8 SHOULD SUM TO 100%]

[PN: DISPLAY CODES 9 AND 10 LAST]

1 In-state: Food & Drink (groceries used on the trip, restaurants, bars etc.) |_|_|_|%

2 Out-of-state: Food & Drink (groceries used on the trip, restaurants, bars etc.) |_|_|_|%
[INSERT SUM PERCENTAGE LEFT CALCULATION]

3 In-state: Transportation (gas & oil for the trip, bus, train, shuttle, etc.) |_|_|_|%

4 Out-of-state: Transportation (gas & oil for the trip, bus, train, shuttle, etc.) |_|_|_|%
[INSERT SUM PERCENTAGE LEFT CALCULATION]

5 In-state: Recreation, Entertainment and Activities
(entry/access/parking fees, equipment rental, guide fees, etc) |_|_|_|%

6 Out-of-state: Recreation, Entertainment and Activities
(entry/access/parking fees, equipment rental, guide fees, etc) |_|_|_|%
[INSERT SUM PERCENTAGE LEFT CALCULATION]

7 In-state: Souvenirs, gifts, other miscellaneous |_|_|_|%

8 Out-of-state: Souvenirs, gifts, other miscellaneous |_|_|_|%
[INSERT SUM PERCENTAGE LEFT CALCULATION]

9 In-state: Lodging – Motel, lodge, cabin, B&B, camping etc. |_|_|_|%

10 Out-of-state: Lodging – Motel, lodge, cabin, B&B, camping etc. |_|_|_|%

11 In-state: Total expenses |_|_|_|%

12 Out-of-state: Total expenses |_|_|_|%
[INSERT SUM PERCENTAGE LEFT CALCULATION]

BASE: HAS OUT OF STATE EXPENSES (Q905/2,4,6,8,10,12 >0)

Q697 Regarding your out-of-state expenditures, in which state did you spend the most money?

[LIST THE 50 STATES USING CODES FORM Q318 IN ALPHABETICAL ORDER]

[IF ONLY 1 STATE SELECTED AT Q890 THEN AUTO FILL WITH THAT STATE]

BASE: HAVE TAKEN AN OVERNIGHT TRIP AND SPENT MONEY (Q800/2>0)AND ((Q895/1-5>0)

Q698 Of all your trip expenditures made in the past year for [overnight trips](#) for [INSERT ACTIVITY FROM Q865], please report the percentage you think was spent in [rural areas](#).

Rural areas are best defined as having low population with limited opportunities to earn income, little or no development, and often highly dependent on agriculture, outdoor recreation, timber, mining, energy extraction (oil and gas) and/or similar activities.

[RANGE 0-100%]

____%

BASE: ALL RESPONDENTS

Q1000 How important are televised sporting events to you?

[PROGRAMMER: RESULTS LABEL – Percent indicating the personal level of importance of televised sporting events]

- 1 Not at all important
- 2 Somewhat important
- 3 Important
- 4 Very important
- 5 Extremely important

BASE: ALL RESPONDENTS

Q1005 Which of the following professional sports do you watch on television? Please select all that apply.

[PROGRAMMER: RESULTS LABEL – Percent indicating professional sports watched on television]

[RANDOMIZE]

[MULTIPLE RESPONSE]

- 1 Baseball
- 2 Basketball
- 3 Auto racing
- 4 Ice hockey
- 5 Football
- 6 Tennis
- 7 Golf
- 9 I do not watch professional sports on television. E; ANCHOR

BASE: ALL RESPONDENTS

Q1010 How much do you like or dislike participating in competitive sports activities?

[PROGRAMMER: RESULTS LABEL – Percent indicating degree of liking to participate in competitive sports activities]

- 1 Dislike
- 2 Somewhat dislike
- 3 Neither like nor dislike
- 4 Somewhat like
- 5 Like

BASE: ALL RESPONDENTS

Q1015 Which of the following sports have you personally played in the last 6 months? Please select all that apply.

[PROGRAMMER: RESULTS LABEL – Percent indicating sports personally played in the last 6 months]

[RANDOMIZE]

[MULTIPLE RESPONSE]

- 01 Baseball
- 02 Basketball
- 03 Ice hockey
- 04 Football
- 05 Tennis
- 06 Golf
- 96 Other ANCHOR
- 99 I have not played sports in the last 6 months. E; ANCHOR

BASE: ALL RESPONDENTS

Q1020 Do you consider yourself physically fit?

[PROGRAMMER: RESULTS LABEL – Percent indicating they consider themselves physically fit]

- 1 Yes
- 2 No
- 8 Not sure

[PN IF Q264/244 AND Q280/18+ GET Q1100. ALL OTHERS JUMP TO Q308]

Section 1100: WEBOGRAPHICS S

BASE: ALL RESPONDENTS

Q1100 Our next series of questions is primarily for classification purposes and will help us properly analyze responses to this survey. As you may already know, we never disclose the identity of any individual. Your answers will always be kept strictly confidential. We only report results for groups of people, not for individuals.

BASE: ALL US RESPONDENTS 18+

Q1105 On how many separate occasions would you say you watched news programs on TV during the past 30 days?

[RANGE: 0-120]

BASE: ALL US RESPONDENTS 18+

Q1110 On how many different occasions did you do vigorous physical exercise during the past 30 days?

[RANGE: 0 – 120]

BASE: ALL US RESPONDENTS 18+

Q1115 Which of these practices, if any, do you consider to be a serious violation of privacy? *<I>Please select all that apply.</I>*

[RANDOMLY ORDER]

[MULTIPLE RESPONSE]

- 1 Screening of employees for AIDS
- 2 Unsolicited phone calls for the purpose of selling products or services
- 3 The use of programs such as “cookies” to track what an individual does on the Internet
- 4 Thorough searches at airport checkpoints based on visual profiles
- 5 None of these [ANCHOR]

BASE: ALL US RESPONDENTS 18+

Q1120 Do you own a non-retirement investment account?

- 1 Yes
- 2 No

SECTION 300: DEMOGRAPHICS

[PM/RESEARCHER: IF USING CUSTOM DEMOGRAPHIC QUESTIONS, YOU WILL NEED TO PLACE THEM IN THIS SECTION. IF USING WITH PRELOAD DEMOGRAPHIC TEMPLATE, INDICATE THEIR PLACEMENT RELATIVE TO THE PRELOAD DEMOGRAPHIC QUESTIONS.]

BASE: ALL RESPONDENTS

Q308 [HIDDEN QUESTION - MANDATORY QUESTION SELECTION.]

[MULTIPLE RESPONSE]

[PROGRAMMER:

IF ONLINE SURVEY AND HPOL SAMPLE (Q149/1 AND Q154/1) PICK CODES 1-16,18.

IF U.S. AND PHONE SURVEY (Q264/244 AND Q149/2) GET CODES 2, 3, 8, 11, 12, 13, 17. ELSE GET CODES SELECTED BY PM/RESEARCHER.]

- 01 GEOGRAPHICAL REGION (STATE/PROVINCE/REGION) (Q318)
- 02 SPOKEN HH LANGUAGE (Q488-Q490)
- 03 ZIP/POSTAL CODE (Q326)
- 04 INTERNET CONNECTION (Q336-Q346)
- 05 INTERNET USAGE (Q350,Q354)
- 06 SEQUENTIAL EMPLOYMENT (Q398-Q410)
- 07 SOCIAL CLASS (Q414,Q417,Q421)
- 08 EDUCATION (Q434-Q437)
- 09 SCHOOL LOCATION (Q440)
- 10 PARENTAL EDUCATION (Q444,Q446)
- 11 INCOME (Q450-Q466)
- 12 HISPANIC ORIGIN (Q474)
- 13 ETHNICITY (Q478-Q485)
- 14 LANGUAGE FOR WEIGHTING (Q492)
- 15 SWEEPSTAKES (Q510-514)
- 16 SURVEY EVALUATION (Q516,Q518,Q522)
- 17 HOUSEHOLD TELEPHONES (Q358.Q360)
- 18 INVITE FREQUENCY (Q519)
- 97 NONE E;

[PM/RESEARCHER: OPTIONAL ITEMS ARE GROUPED IN DEPENDENT BATCHES. IF YOU ARE NOT USING ANY OPTIONAL ITEMS, KEEP Q310, BUT SELECT RESPONSE CODE 99 ONLY.]

BASE: ALL RESPONDENTS

Q310 [HIDDEN QUESTION – OPTIONAL QUESTION SELECTION.]

[PROGRAMMER NOTE: GET CODE 2]

[MULTIPLE RESPONSE]

- 1 OPTIONAL BATCH 1 – HOUSEHOLD QUESTIONS (Q364, Q368, Q372)

- 2 OPTIONAL BATCH 2 – HOUSEHOLD QUESTIONS AND YEAR OF BIRTH OF CHILDREN (Q364, Q368, Q372, Q376-Q381)
 - 3 OPTIONAL BATCH 3 – SINGLE EMPLOYMENT [CAN SELECT ONLY IF Q308/6 IS SELECTED] (Q410)
 - 4 OPTIONAL BATCH 4 – EMPLOYMENT AND INVESTABLE ASSETS QUESTIONS (Q424,Q428, Q470)
 - 5 OPTIONAL BATCH 5 – SEXUAL ORIENTATION QUESTIONS (Q498, Q500, Q504)
- 99 NO OPTIONAL QUESTIONSE;

Appendix VIII:

Motorized Survey Questionnaire

HARRIS INTERACTIVE

Rochester, NY 14623

SURVEY TITLE (CLIENT NAME) Outdoor Motorized Vehicles: Economic Impact Study

TITLE FOR INITIAL SURVEY PAGE: Outdoor Activities

SUBJECTS FOR QUESTIONNAIRE

SECTION 600: SAMPLE PRELOAD AND SCREENING QUESTIONS

SECTION 700: EQUIPMENT SPENDING

SECTION 800: TRIP INFO AND SPENDING

SECTION 1100: WEBOGRAPHIC QUESTIONS

SECTION: DEMOGRAPHICS

Information for Online Surveys

Number of Response Equivalents (REs):	162
Estimated Survey Duration:	20 MINUTES
Survey Template:	HI CORPORATE
HiPoints Identifying Phrase:	Outdoor Motorized Activities
Demographics Template:	PRELOAD

[STANDARD SAMPLE VARIABLE FOR ALL SURVEYS DO NOT CHANGE CODE LIST]

BASE: ALL RESPONDENTS

Q75 PRELOAD – SAMPLE SUPPLIER (QV7/ICW Field 23)

- 1 HPOL

BASE: ALL RESPONDENTS

Q5 PRELOAD – INCENTIVE ID (QV8/ICW Field 25)

[NUMERIC 5 DIGIT]

|_|_|_|_|

BASE: ALL RESPONDENTS

Q23 HIDDEN QUESTION – DETERMINE CODE FROM Q5 AND Q6

- 1 HPOL/Other
- 2 Harris/Decima – Choice of Aeroplan/Draw
- 3 Harris/Decima – Choice of Aeroplan/Draw/HIpts/HIsks

BASE: ALL RESPONDENTS

Q9432 **DFflag** Do you want to test DF?

[PN: Q54/1,2 show this question on screen. If Q54/3 fill with code 1 and don't show, if Q54/4 fill with code 2 and don't show]

- 1 Yes
- 2 No

BASE: Q9432/1

Q9421 score - Results of score

[Hidden variable w Numeric w Total Digits=3]

[PN: will be Q9421 in the HDS]

Numeric score 0-100

BASE: Q9432/1

Q9422 isnew - results of isNew

[Hidden variable]

[PN: will be Q9422 in the HDS]

Returns a False if user is new returns a True if user is dup

BASE: Q9432/1

Q9423 oldid - oldid - OldId string

[Hidden variable]

[PN: will be Q9423 in the HDS]

Returns the local id if found

BASE: Q9432/1

Q9431 isdup - Duplicate respondent or not

[Hidden variable]

[PN: will be Q9431 in the HDS]

Variable to know if the respondent is a duplicate or not

[PN: Get code 1 if score/75-100 AND isnew="False" AND oldid NE Q18 Get code 3 if score=999 or isnew="error" or oldid="error" Else get code 2]

- 1 Duplicate
- 2 Not duplicate
- 3 Error
- 4 Question not answered

[PN: If isdup NE 1 ask rest of survey if isdup=1 skip to Q59/Q60 and mark Q59=996 and Q60=5]

BASE: ALL RESPONDENTS

Q148 INITIAL SURVEY MODE

[PROGRAMMER NOTE: CAPTURE INITIAL MODE OF SURVEY]

- 1 WEB
- 2 CATI-COW

BASE: ALL RESPONDENTS

Q149 FINAL SURVEY MODE

[PROGRAMMER NOTE: CAPTURE CURRENT/FINAL MODE OF SURVEY]

- 1 WEB
- 2 CATI-COW

BASE: ALL RESPONDENTS

Q600 STATE (QV9) [SAMPLE PRELOAD FOR SAMPLING USE ONLY]

101	Alabama	125	Mississippi
102	Alaska	126	Missouri
103	Arizona	127	Montana
104	Arkansas	128	Nebraska
105	California	129	Nevada
106	Colorado	130	New Hampshire
107	Connecticut	131	New Jersey
108	Delaware	132	New Mexico
109	District of Columbia	133	New York
110	Florida	134	North Carolina
111	Georgia	135	North Dakota
112	Hawaii	136	Ohio
113	Idaho	137	Oklahoma
114	Illinois	138	Oregon
115	Indiana	139	Pennsylvania
116	Iowa	140	Rhode Island
117	Kansas	141	South Carolina
118	Kentucky	142	South Dakota
119	Louisiana	143	Tennessee
120	Maine	144	Texas
121	Maryland	145	Utah
122	Massachusetts	146	Vermont
123	Michigan	147	Virginia
124	Minnesota	148	Washington
		149	West Virginia
		150	Wisconsin
		151	Wyoming

BASE: ALL RESPONDENTS

Q605 REGION [SAMPLE PRELOAD FOR SAMPLING USE ONLY]

- 1 NEW ENGLAND - CT, ME, MA, NH, RI, VT
- 2 MIDDLE ATLANTIC- NY, NJ, PA
- 3 EAST NORTH CENTRAL- IN, IL, MI, OH, WI
- 4 WEST NORTH CENTRAL- IA, KS, MN, MO, NE, ND, SD
- 5 SOUTH ATLANTIC - DE, DC, FL, GA, MD, NC, SC, VA, WV
- 6 EAST SOUTH CENTRAL - AL, KY, MS, TN
- 7 WEST SOUTH CENTRAL- AR, LA, OK, TX
- 8 MOUNTAIN - AZ, CO, ID, MT, NM, UT, NV, WY
- 9 PACIFIC - AK, CA, HI, OR, WA

10 NA

BASE: ALL RESPONDENTS

Q606 SAMPLE TYPE

1 GEN HPOL

2 TARGETED HPOL

SCREENING SECTION

BASE: ALL RESPONDENTS

Q258 [IF COUNTRY UNKNOWN (Q159/>990) INSERT <center>The progress bar below indicates approximately
what portion of the survey you have completed.</center><P>]

[PROGRAMMER NOTE: INSERT THE FOLLOWING CUSTOM INTRO “Thank you for agreeing to participate in this survey! We are conducting a study about people’s behavior and opinions regarding activities in which they participate. Our first few questions are for classification purposes and they enable us to select the questions to ask you later in the survey. They will also help us properly analyze responses to this survey. Please be assured that all of your responses will be kept strictly confidential and will only be looked at in the aggregate, together with other responses.

Thank you again for participating – we really appreciate your perspective. “]

In which country or region do you currently reside?

[ANCHOR Q264/244 AT TOP]

[PROGRAMMER: DISPLAY CODES IN ALPHABETICAL ORDER]

[DISPLAY RESPONSES IN TWO COLUMNS GOING DOWN.]

- 14 Australia
- 15 Austria
- 24 Belgium
- 42 Canada
- 60 Denmark
- 76 France
- 85 Germany
- 89 Greece
- 123 Italy
- 120 Ireland
- 168 Netherlands
- 171 New Zealand
- 179 Norway
- 190 Portugal
- 215 Spain
- 223 Sweden
- 224 Switzerland
- 244 United States of America
- 266 England

- 267 Scotland
- 268 Wales
- 285 Northern Ireland
- 996 Other country

[NOTE: Q260 IS FILLED WITH FINAL COUNTRY FOR ONLINE AND ASKED FOR PHONE]

BASE: ALL RESPONDENTS

Q260 In which country or region do you currently reside?

[SEE MASTER DEMOGRAPHIC DOCUMENT FOR CODE FRAME]

BASE: ALL RESPONDENTS

Q264 [HIDDEN QUESTION – FINAL COUNTRY QUESTION FOR SURVEY LOGIC]

[IF U.K. (U.K., Scotland, Wales, England, Northern Ireland, Jersey, Isle of Man, Guernsey Island, Great Britain (Q260/266, 267, 268, 271, 285, 243, 127, 121, 105)) GET CODE 243. ELSE GET CODE FROM Q260.]

[SEE MASTER DEMOGRAPHIC DOCUMENT FOR CODE FRAME]

BASE: ONLINE SURVEY OR PHONE SCREENING ON GENDER

Q268 Are you...?

- 3 Male
- 4 Female

BASE: ALL RESPONDENTS

Q270 In what year were you born? Please enter your response as a four-digit number (for example, 1977).

[RANGE: 1900 TO CURRENT YEAR-6]

BASE: ALL RESPONDENTS

Q276 [HIDDEN PRELIMINARY COMPUTE FOR AGE]

BASE: ALL RESPONDENTS

Q280 [HIDDEN QUESTION - FINAL AGE FOR SURVEY LOGIC AND/OR QUOTAS]

BASE: ALL RESPONDENTS

Q724 Do you personally own any of the following...? Please select all that apply.

[RANDOMIZE]

[MULTIPLE RESPONSE]

[PN Demofeed Variable: RespondentOtherVehicle.OtherVehicleID]

- 1 A motorcycle
- 2 A recreational vehicle, motorhome or camper (RV)
- 3 A personal watercraft (e.g., waverunner/Jet Ski , etc.)
- 4 A sailboat
- 5 A motor boat (inboard or outboard, stern drive or I/O)
- 6 A medium-heavy-duty truck (Ford 450,Chevy & Dodge 4500, and similar)
- 7 A semi-tractor trailer
- 8 An all-terrain vehicle (ATV)
- 9 A snowmobile
- 10 A private aircraft
- 11 Farm equipment
- 12 A motor scooter
- 13 A lawn tractor/riding mower
- 14 Construction or commercial equipment (earthmoving, forklift, etc.)
- 15 A walk-behind lawnmower
- 16 None of these [A,E]

BASE: U.S. RESIDENT (Q264/244)

Q318 In which state do you currently reside?

[DROP DOWN MENU]

[PN IF RESPONDENT IS 18+ (280/18+) AND U.S. RESIDENT (Q264/244) ASK Q625; JUMP OTHERS TO Q650]

BASE: 18+ (280/18+) AND U.S. RESIDENT (Q264/244)

Q625 Which activities have you personally participated in, for recreational purposes, in 2011? Please select all that apply.

[MULTIPLE RESPONSE]

[RANDOMIZE GROUPS AND CODES WITHIN GROUPS BUT KEEP CODE 6 & 12 TOGETHER ; DO NOT RANDOMIZE OFF –ROAD VEHICLES CODES 3-12]

Motorcycles (including dirt bikes, scooters and 3-wheel trikes)

- 1 Riding on the highway or road
- 2 Riding off-road

Off-Road Vehicles

- 3 Riding ATVs (3 or 4-wheeled all-terrain vehicles)
- 4 Riding ROVs (motorized off-road vehicles designed to travel on four or more off-road tires, with a steering wheel, non-straddle seats and structure or roll bars to protect passengers)
- 5 Riding dune buggies, swamp buggies or other 4x4 vehicles used only for off-road activities (excluding ATV's)
- 6 Driving trucks, jeeps and other vehicles used off-road where the primary purpose of the trip is driving the 4-wheel drive vehicle
- 12 Driving trucks, jeeps and other vehicles to access other recreational activities where driving the vehicle is not the primary purpose of the trip

Boating (including fishing from a boat, waterskiing, wakeboarding, kneeboarding, pulling tubes, hunting, wildlife viewing, cruising, etc.)

- 7 Going human-power boating (non-motorized sailboats, canoes, kayaks, rafts, paddleboards - not powered by combustion or electric motors/engines)
- 8 Going power/motor boating (including powerboats, sailboats (with engines), jet-skis, motorized canoes, motorized inflatable boats, air boats, electric-powered water craft, etc.

[ANCHOR CODES 9-11 BEFORE CODE 97]

- 9 Snowmobiling
- 10 RV'ing (any trips you have taken that used a recreational vehicle)
- 11 Other motorized outdoor recreation not listed here (please specify) Q627 _____
- 97 None of these [A,E]

[PN: IF HAVE PARTICIPATED IN AT LEAST 1 ACTIVITY (Q625/1-6,8-11) ASK Q630; JUMP OTHERS TO Q635]

BASE: 18+ (280/18+) AND U.S. RESIDENT (Q264/244) AND HAVE PARTICIPATED IN AT LEAST 1 ACTIVITY (Q625/1-6, 8-12)

Q630 Of the activities you have personally participated in, in 2011, which activities have you spent money on in 2011? This should include money spent on vehicles, boats, related equipment (trailers, tools, etc.), operating and travel costs, fuel, maintenance, apparel, footwear, accessories, or services related to the activity. Please select all that apply.

[MULTIPLE RESPONSE]

[PN: KEEP ONLY CODES SELECTED AT Q625/1-6, 8-12 AND KEEP IN THE SAME ORDER AND ALWAYS GET CODE 97]]

Motorcycles (including dirt bikes, scooters and 3-wheel trikes)

- 1 Riding on the highway or road
- 2 Riding off-road

Off-Road Vehicles

- 3 Riding ATVs (3 or 4-wheeled all-terrain vehicles)
- 4 Riding ROVs (motorized off-road vehicles designed to travel on four or more off-road tires, with a steering wheel, non-straddle seats and structure or roll bars to protect passengers)
- 5 Riding dune buggies, swamp buggies or other 4x4 vehicles used only for off-road activities (excluding ATV's)
- 6 Driving trucks, jeeps and other vehicles used off-road where the primary purpose of the trip is driving the 4-wheel drive vehicle
- 12 Driving trucks, jeeps and other vehicles to access other recreational activities where driving the vehicle is not the primary purpose of the trip

Boating (including fishing from a boat, waterskiing, wakeboarding, kneeboarding, pulling tubes, hunting, wildlife viewing, cruising, etc.)

- 7 Going human-power boating (non-motorized sailboats, canoes, kayaks, rafts, paddleboards - not powered by combustion or electric motors/engines)
- 8 Going power/motor boating (including powerboats, sailboats (with engines), jet-skis, motorized canoes, motorized inflatable boats, air boats, electric-powered water craft, etc.

[ANCHOR CODES 9-11 BEFORE CODE 97]

- 9 Snowmobiling
- 10 RV'ing (any trips you have taken that used a recreational vehicle)
- 11 Other motorized outdoor recreation not listed here [INSERT "Other Specify" from Q627]
- 97 None of these [A,E]

BASE: 18+ (280/18+) AND U.S. RESIDENT (Q264/244)

Q635 In 2011, which recreational activities have any children under the age of 18 living in your household participated in? Please select all that apply.

If you don't have any children under 18 living in your household, please select "none of these."

[MULTIPLE RESPONSE]

Motorcycles (including dirt bikes, scooters and 3-wheel trikes)

- 1 Riding on the highway or road

- 2 Riding off-road

Off-Road Vehicles

- 3 Riding ATVs (3 or 4-wheeled all-terrain vehicles)
- 4 Riding ROVs (motorized off-road vehicles designed to travel on four or more off-road tires, with a steering wheel, non-straddle seats and structure or roll bars to protect passengers)
- 5 Riding dune buggies, swamp buggies or other 4x4 vehicles used only for off-road activities (excluding ATV's)
- 6 Driving trucks, jeeps and other vehicles used off-road where the primary purpose of the trip is driving the 4-wheel vehicle
- 12 Driving trucks, jeeps and other vehicles to access other recreational activities where driving the vehicle is not the primary purpose of the trip

Boating (including fishing from a boat, waterskiing, wakeboarding, kneeboarding, pulling tubes, hunting, wildlife viewing, cruising, etc.)

- 7 Going human-power boating (non-motorized sailboats, canoes, kayaks, rafts, paddleboards - not powered by combustion or electric motors/engines)
- 8 Going power/motor boating (including powerboats, sailboats (with engines), jet-skis, motorized canoes, motorized inflatable boats, air boats, electric-powered water craft, etc.

[ANCHOR CODES 9-11 BEFORE CODE 97]

- 9 Snowmobiling
- 10 RV'ing (any trips you have taken that used a recreational vehicle)
- 11 Other motorized outdoor recreation not listed here (please specify) _____
- 97 None of these [A,E]

[PN: IF CHILDREN PARTICIPATED IN AT LEAST 1 ACTIVITY (Q635/1-6,8-12) ASK Q637; JUMP OTHERS TO Q642]

BASE: 18+ (280/18+) AND U.S. RESIDENT (Q264/244) AND CHILDREN HAVE PARTICIPATED IN AT LEAST 1 ACTIVITY (Q635/1-6, 8-12)

Q637 Of the activities that your children participated in, in 2011, which activities have you spent money on for them in 2011? This should include money spent on vehicles, boats, related equipment (trailers, tools, etc.), operating and travel costs, fuel, maintenance, apparel, footwear, accessories, or services related to the activity. Please select all that apply.

[MULTIPLE RESPONSE]

[PN: KEEP ONLY CODES SELECTED AT Q635/1-6, 8-11 AND KEEP IN THE SAME ORDER AND ALWAYS GET CODE 97]

Motorcycles (including dirt bikes, scooters and 3-wheel trikes)

- 1 Riding on the highway or road
- 2 Riding off-road

Off-Road Vehicles

- 3 Riding ATVs (3 or 4-wheeled all-terrain vehicles)
- 4 Riding ROVs (motorized off-road vehicles designed to travel on four or more off-road tires, with a steering wheel, non-straddle seats and structure or roll bars to protect passengers)
- 5 Riding dune buggies, swamp buggies or other 4x4 vehicles used only for off-road activities (excluding ATV's)
- 6 Driving trucks, jeeps and other vehicles used off-road where the primary purpose of the trip is driving the 4-wheel drive vehicle
- 12 Driving trucks, jeeps and other vehicles to access other recreational activities where driving the vehicle is not the primary purpose of the trip

Boating (including fishing from a boat, waterskiing, wakeboarding, kneeboarding, pulling tubes, hunting, wildlife viewing, cruising, etc.)

- 7 Going human-power boating (non-motorized sailboats, canoes, kayaks, rafts, paddleboards - not powered by combustion or electric motors/engines)
- 8 Going power/motor boating (including powerboats, sailboats (with engines), jet-skis, motorized canoes, motorized inflatable boats, air boats, electric-powered water craft, etc.
- 9 Snowmobiling
- 10 RV'ing (any trips you have taken that used a recreational vehicle)
- 11 Other motorized outdoor recreation not listed here [INSERT "Other Specify" from Q635/11] _

97 None of these [A,E]

[DISABLE BACK BUTTON]

BASE: THOSE WHO HAVE SPENT MONEY ON RVING IN 2011 ((Q630/10) or (Q637/10))

Q642 [IF Q630=10 INSERT: "When you used a recreational vehicle in 2011, would you say that you would have still gone on the same trip(s) if you could not use a recreational vehicle?"]

[IF Q637=10 INSERT "When your children went on trips in which an RV, would they still have gone on those same trip(s) if a recreational vehicle could not have been used?"]

[IF Q635/10 SHOW CODES Q642/1-3; IF Q637/10 SHOW CODES Q643/4-6]

[ONLY ALLOW 1 CODE TO BE SELECTED FOR Q642/1-3 AND/OR Q643/ 4-6]

Your RVing Trips

- 1 Yes, I would have still gone on all the same trips [DOES NOT QUALIFY TO EVALUATE RVING]
- 2 Yes, I would have still gone on some of the same trips[DOES NOT QUALIFY TO EVALUATE RVING]
- 3 No, I would not have gone on any of the same trips if I could not use my RV

Q643

Your Children's RVing Trips

- 4 Yes, they would have still gone on all the same trips [DOES NOT QUALIFY TO EVALUATE RVING]
- 5 Yes, they would have still gone on some of the same trips [DOES NOT QUALIFY TO EVALUATE RVING]
- 6 No, they would not have gone on any of the same trips if they could not use an RV

BASE: THOSE WHO HAVE SPENT MONEY ON RVING IN 2011 ((Q630/10) AND WOULD HAVE GONE ON SAME TRIPS (Q642/1-2)

Q645 Please estimate the percentage of trips you would have still taken if you could not use an RV.

 % **[VALID RANGE 1-100]**

BASE: ALL RESPONDENTS

Q650 QUOTA QUESTION: IF

- 1 AGE 18+ (Q280/18+)
- 2 US RESIDENT (Q264/244)
- 3 HAVE PERSONALLY SPENT MONEY OR CHILDREN HAVE SPENT MONEY ON AN ACTIVITY (Q630/1-6,8-10 AND/OR Q637/1-6, 8-10)

IF 1-3 ARE TRUE GET CODE 1

ALL OTHERS GET CODE 2

- 1 1 QUALIFIED
- 2 NOT QUALIFIED

ALL QUALIFIED RESPONDENTS (Q650/1)

Q655 QUOTAS FOR REGION

IF Q318/107,120,122,130,140,146 (CT, ME, MA, NH, RI, VT) AND Q650/1 GET CODE 1

IF Q318/131, 133, 139 (NY, NJ, PA) AND Q650/1 GET CODE 2

IF Q318/115,114,123,136,150 (IN, IL, MI, OH, WI) AND Q650/1 GET CODE 3

IF Q318/116,117,124,126,128,135,142 (IA, KS, MN, MO, NE, ND, SD) AND Q650/1 GET CODE 4

IF Q318/108,109,110,111,121,134,141,147,149 (DE, DC, FL, GA, MD, NC, SC, VA, WV) AND Q650/1 GET CODE 5

IF Q318/101,118,125,143 (AL, KY, MS, TN) AND Q650/1 GET CODE 6

IF Q318/104,119,137,144 (AR, LA, OK, TX) AND Q650/1 GET CODE 7

IF Q318/103,106, 113, 132, 145, 127,129, 151 (AZ, CO, ID, MT, NM, UT, NV, WY) AND Q650/1 GET CODE 8

IF Q318/102,105,112,138,148 (AK, CA, HI, OR, WA) AND Q650/1 GET CODE 9

- | | | |
|----|---|--------------|
| 1 | NEW ENGLAND - CT, ME, MA, NH, RI, VT | [QUOTA =300] |
| 2 | MIDDLE ATLANTIC- NY, NJ, PA | [QUOTA =300] |
| 3 | EAST NORTH CENTRAL- IN, IL, MI, OH, WI | [QUOTA =300] |
| 4 | WEST NORTH CENTRAL- IA, KS, MN, MO, NE, ND, SD | [QUOTA =300] |
| 5 | SOUTH ATLANTIC - DE, DC, FL, GA, MD, NC, SC, VA, WV | [QUOTA =300] |
| 6 | EAST SOUTH CENTRAL - AL, KY, MS, TN | [QUOTA =300] |
| 7 | WEST SOUTH CENTRAL- AR, LA, OK, TX | [QUOTA =300] |
| 8 | MOUNTAIN - AZ, CO, ID, MT, NM, UT, NV, WY | [QUOTA =300] |
| 9 | PACIFIC - AK, CA, HI, OR, WA | [QUOTA =300] |
| 10 | NOT QUALIFIED | |

ALL QUALIFIED RESPONDENTS (Q655/1-9)

Q660 QUOTA CHECK QUESTION (DOES NOT APPEAR ON SCREEN)

[PROGRAMMER NOTE: CHECK QUOTAS AT Q655.]

- 4 Quota cell closed
- 5 Quota cell open
- 6 Quota cell not found

ALL QUALIFIED RESPONDENTS (Q650/1 AND Q660/2,3)

Q665 QUOTA QUESTION (DOES NOT APPEAR ON SCREEN)

[SOFT QUOTAS TO MONITOR STATES]

[GET CODE AT Q318 FOR QUALIFIED RESPONDENTS AND QUOTA OPEN Q650/1]

101	Alabama	[QUOTA =999]
102	Alaska	[QUOTA =999]
103	Arizona	[QUOTA =999]
104	Arkansas	[QUOTA =999]
105	California	[QUOTA =999]
106	Colorado	[QUOTA =999]
107	Connecticut	[QUOTA =999]
108	Delaware	[QUOTA =999]
109	District of Columbia	[QUOTA =999]
110	Florida	[QUOTA =999]
111	Georgia	[QUOTA =999]
112	Hawaii	[QUOTA =999]
113	Idaho	[QUOTA =999]
114	Illinois	[QUOTA =999]
115	Indiana	[QUOTA =999]
116	Iowa	[QUOTA =999]
117	Kansas	[QUOTA =999]
118	Kentucky	[QUOTA =999]
119	Louisiana	[QUOTA =999]
120	Maine	[QUOTA =999]
121	Maryland	[QUOTA =999]
122	Massachusetts	[QUOTA =999]
123	Michigan	[QUOTA =999]
124	Minnesota	[QUOTA =999]
125	Mississippi	[QUOTA =999]
126	Missouri	[QUOTA =999]
127	Montana	[QUOTA =999]
128	Nebraska	[QUOTA =999]
129	Nevada	[QUOTA =999]
130	New Hampshire	[QUOTA =999]
131	New Jersey	[QUOTA =999]
132	New Mexico	[QUOTA =999]
133	New York	[QUOTA =999]
134	North Carolina	[QUOTA =999]
135	North Dakota	[QUOTA =999]
136	Ohio	[QUOTA =999]

137	Oklahoma	[QUOTA =999]
138	Oregon	[QUOTA =999]
139	Pennsylvania	[QUOTA =999]
140	Rhode Island	[QUOTA =999]
141	South Carolina	[QUOTA =999]
142	South Dakota	[QUOTA =999]
143	Tennessee	[QUOTA =999]
144	Texas	[QUOTA =999]
145	Utah	[QUOTA =999]
146	Vermont	[QUOTA =999]
147	Virginia	[QUOTA =999]
148	Washington	[QUOTA =999]
149	West Virginia	[QUOTA =999]
150	Wisconsin	[QUOTA =999]
151	Wyoming	[QUOTA =999]

BASE: ALL QUALIFIED RESPONDENTS (Q650/1)

Q670 QUOTA CHECK QUESTION (DOES NOT APPEAR ON SCREEN)

[PROGRAMMER NOTE: CHECK QUOTAS AT Q665.]

- 1 Quota cell closed
- 2 Quota cell open
- 3 Quota cell not found

BASE: ALL RESPONDENTS

Q98 END OF SCREENER DISPOSITION STATUS OF RESPONDENT

[MULTIPLE RESPONSE]

- 1 OVER QUOTA (Q670/1)
- 25 NOT QUALIFIED #1 Not 18+(Q280/NE18+)
- 26 NOT QUALIFIED #2 Not US (Q264/NE244)
- 27 Screener Not Qualified #3 - Q625 AND Q635/NE 1-6, 8-10
- 28 NOT QUALIFIED #4 (Q630 AND Q637/NE 1-6, 8-10)
- 98 Dispo term not specified

- 99 SCREENER COMPLETE (INSERT DEFINITION THAT MATCHES Q99/1 BELOW)
- 996 DF Fail
- 998 Failed ISQ
- 997 Fraud Score Failure

BASE: ALL RESPONDENTS

Q99 SCREENER QUALIFICATION IDENTIFICATION QUESTION (DOES NOT APPEAR ON SCREEN)

- 1 SCREENER QUALIFIED RESPONDENTS, QUOTA OPEN (Q650/1 AND (Q660/2,3 AND Q670/2,3)
- 2 PARTIALLY SCREENER QUALIFIED, QUOTA OPEN
- 3 SCREENER QUALIFIED RESPONDENTS, QUOTA CLOSED (Q650/1) AND ((Q660/1) OR (Q670/1))
- 4 PARTIALLY SCREENER QUALIFIED RESPONDENTS, QUOTA CLOSED
- 5 OVERALL QUOTA CLOSED
- 6 NOT SCREENER QUALIFIED (Q650/2)

BASE: ALL RESPONDENTS

Q77 [HI POINTS VALUE – DOES NOT APPEAR ON SCREEN]

[IF QUALIFIED AND QUOTA CELL OPEN/NOT FOUND (Q650/1 AND 660/2,3 AND Q670/2,3) GET CODE 2]

[IF NON-QUALIFIED OR QUOTA CELL CLOSED (Q650/2 OR Q660/1 OR Q670/1 GET CODE 1]

- 1 30
- 2 100

[DISABLE BACK BUTTON]

[PROGRAMMER: IF QUALIFIED AND QUOTA CELL OPEN/NOT FOUND (Q77/2) ASK Q700. ALL OTHERS JUMP TO Q1100 WEBOGRAPHICS]

BASE: QUALIFIED RESPONDENT Q99/1

Q700 HIDDEN QUESTION ACTIVITY ASSIGNMENT AND TEXT INSERTS

[PN: ASSIGN RESPONDENTS TO ACTIVITIES BASED ON Q630/1-6,8-10,12 AND Q637/1-6-8-10,12. IF AN INDIVIDUAL QUALIFIES FOR MORE THAN 2 ACTIVITIES, SELECT 2 ACTIVITIES WITH THE LEAST NUMBER OF RESPONDENTS]

[IF Q630/6 AND 12 SELECTED OR Q637/6 AND 12 SELECTED ONLY GET ONE CODE AT Q700 BASED ON LOWEST FILLED]

[ONLY GET CODE 10 (RV) IF Q642 /3, OR Q643 /6]

- | | | |
|----|--|--------------|
| 1 | highway or road motorcycle riding | [QUOTA =999] |
| 2 | off-road motorcycle riding | [QUOTA =999] |
| 3 | off-road ATV riding | [QUOTA =999] |
| 4 | off-road ROV riding | [QUOTA =999] |
| 5 | dune buggy, swamp buggy, or other 4x4 off-road riding | [QUOTA =999] |
| 6 | truck, jeep and/or other off-road vehicle driving | [QUOTA =999] |
| 7 | [PLACEHOLDER] | [QUOTA =0] |
| 8 | power/motor boating | [QUOTA =999] |
| 9 | snowmobiling | [QUOTA =999] |
| 10 | RV'ing [((Q630/10) AND (Q642/3)) OR ((Q637/10) AND (Q642/6))] | [QUOTA =999] |
| 11 | [PLACEHOLDER] | [QUOTA =0] |
| 12 | truck, jeep and/or other off-road vehicle driving you did to access other activities))) | [QUOTA =999] |

BASE: QUALIFIED AND Q700/1-10

Q702 HIDDEN QUESTION VEHICLE ASSIGNMENT THAT CORRESPONDS TO ACTIVITY WITH SAME CODE AT Q700 FOR TEXT INSERTS

[PN GET CODE AT Q702 THAT EQUALS SAME CODE AT Q700]

- 1 motorcycle /dirt bike/scooter/trike
- 2 motorcycle/dirt bike/scooter/trike
- 3 ATV
- 4 ROV
- 5 dune buggy, swamp buggy and/or other 4x4 off-road vehicle
- 6 truck, jeep or other off-road vehicle
- 7 [PLACEHOLDER]
- 8 power (with an engine/motor) boat
- 9 snowmobile
- 10 RV
- 12 truck, jeep or other off-road vehicle

SECTION 700: ANNUAL EXPENDITURES

BASE: QUALIFIED RESPONDENTS (Q99/1)

Q705 HIDDEN QUESTION TO HOLD TEXT FOR INSERT [INSERT WITH LEADING LOWER CASE]

[PN DO NOT SHOW TEXT IN BRACKETS IT'S JUST FOR REFERENCE]

[IF Q700/1 GET Q705/1,8,15,22

Q700/2 GET Q705/2,9,16,23

Q700/3,4 GET Q705/3,10,17, 24,

Q700/5,6,12 GET Q705/4,11,18,25

Q700/8 GET Q705/5,12,19,26

Q700/9 GET Q705/6,13,20,27

Q700/10 GET Q705/7,14,21]

Parts & Accessories

1. [*On-Highway/On-Road Motorcycle:*] trailers, aftermarket parts, saddle bags, helmets, tools, replacement or upgrade parts, etc.
2. [*Off-Highway/Off-Road Motorcycle:*] trailers, aftermarket parts, saddle bags, helmets, tools, replacement or upgrade parts, etc.
3. [*ATV's, ROVs:*] trailers (transport or utility), tools, support gear
4. [*Other off-road vehicles (jeeps, trucks, dune buggies, swamp buggies other 4x4 vehicles):*] trailers (transport or utility), lifts, etc.
5. [*Boats:*] fishing equipment, flush kits, skis and kneeboards, other water toys, electronics, dock and lift accessories, batteries, tools, replacement or upgrade parts, rope, anchors, etc. (except fishing equipment)
6. [*Snowmobiles:*] trailers (transport or utility), replacement or upgrade parts, helmets, tools
7. [*RVs:*] replacement or upgrade parts, trailers, tow bars, tools, etc.

Maintenance & Service (not done at home or DIY)

8. [*On-Highway/On-Road Motorcycles:*] engine repair, new tires, balancing, tune-ups, etc.
9. [*Off-Highway/Off-Road Motorcycles:*] engine repair, new tires, balancing, tune-ups, etc.
10. [*ATVs & ROVs:*] engine repair, new tires, balancing, tune-ups, etc.
11. [*Other off-road vehicles:*] engine repair, new tires, balancing, tune-ups, etc.
12. [*Boats:*] marina fees, engine repair, oil & fluid replacement, winterizing, etc.
13. [*Snowmobiles:*] engine repair, tune-ups, track replacement, etc.
14. [*RVs:*] engine repair, new tires, balancing, tune-ups, etc.

Other fees, "other" includes:

15. [*On-Highway/On-Road Motorcycles:*] club membership fees, other dues, tolls, etc.
16. [*Off-Highway/Off-Road Motorcycles:*] club membership fees, trail access fees, etc.

17. [ATVs & ROVs:] trail access fees, etc.
18. [Other off-road vehicles] trail access fees, etc.
19. [Boats:] hull inspection fees, boat club memberships, dock fees, etc.
20. [Snowmobiles:] club membership fees, trail and grooming fees
21. [RVs:] tolls

Apparel & Footwear

22. [On-Highway/On-Road Motorcycle:] boots, gloves, jackets, pants, etc.
23. [Off-Highway/Off-Road Motorcycle:] boots, gloves, jackets, pants, etc.
24. [ATVs, ROVs:] boots, gloves, jackets, pants, etc.
25. [Other off-road vehicles:] boots, gloves, jackets, pants, etc.

Boats

26. ski vests, bathing suits, foul weather gear, gloves, hats, etc.

Snowmobiles:

27. boots, hats, gloves, parkas, etc.

[PROGRAMMER NOTE: LOOP THROUGH Q1700 – Q1710 FOR EACH ACTIVITY PARTICIPATED IN AT Q700.]

[BANK Q1700, Q1705 ON THE SAME PAGE: SHOW Q1700 FOR FIRST LOOP ONLY]

[ENABLE BACK BUTTON]

BASE: QUALIFIED RESPONDENTS (Q99/1)

Q1700 In this section we would like to ask you specifically about the vehicles used in up to two motorized activities that either you and/or your children participated in, in 2011.

BASE: QUALIFIED RESPONDENTS (Q99/1)

Q1705 [INSERT IF Q700=Q630 “For the [INSERT ACTIVITY at Q700] that you personally participated in, in 2011, what percent of your activity was for recreational purposes (versus commercial use, such as at work, within a family business or in a situation where you were paid for the time when you were using the [INSERT VEHICLE AT Q702])?”]

[IF Q700=Q630 AND Q637 INSERT “For the [INSERT ACTIVITY at Q700] that your children under 18 living in your household participated in, in 2011, what percent of their activity was for recreational purposes?”]

[INSERT IF Q700=Q637 <>Q630 INSERT “For the [INSERT ACTIVITY at Q700] that your children under 18 living in your household participated in, in 2011, what percent of their activity was for recreational purposes (versus commercial use, such as at work, within a family business or in a situation where they were paid for the time they were using the [INSERT VEHICLE AT Q702])?”]

[PN: DISPLAY IF Q700=Q630 FOR THIS CODE]

Recreational use for yourself: _____%

[PN: GET Q1706 IF Q700=Q637 FOR THIS CODE]

Q1706 Recreational use for my children under 18 living in your household: _____%

BASE: QUALIFIED RESPONDENTS (Q99/1)

Q1710 [INSERT IF Q700=Q630 "In 2011, what percentage of your [INSERT ACTIVITY AT Q700] outings used [INSERT VEHICLE AT Q702]s either owned by you or your family, a friend or was rented?]

[IF Q700=Q637 INSERT " In 2011, what percentage of your children under 18 living in your household [INSERT ACTIVITY at Q700] outings used [INSERT VEHICLE AT Q702]s either owned by you/your family, a friend's or rented?]

[PN: DISPLAY CODES 1-3 IF Q700=Q630 FOR THIS CODE]

Q1710 My outings

- 1 Used my/my family's [INSERT VEHICLE](s) : _____%
- 2 Rented [INSERT VEHICLE](s): _____%
- 3 Used [INSERT VEHICLE](s) owned by someone I know: _____%

[PN: TOTAL MUST ADD TO 100% - SHOW RUNNING TALLY]

[PN DISPLAY CODES 4-6 IF Q700=Q637]

Q1711 My children under 18 living in the household's outings

- 4 Used their own/our family's [INSERT VEHICLE](s) : _____%
- 5 Rented [INSERT VEHICLE](s): _____%
- 6 Used [INSERT VEHICLE](s) owned by someone they know: _____%

[PN: TOTAL MUST ADD TO 100% - SHOW RUNNING TALLY]

[PROGRAMMER NOTE: LOOP THROUGH Q720 – Q1787 FOR EACH ACTIVITY PARTICIPATED IN AT Q700.]

[BANK Q710 AND Q715 ON THE SAME PAGE: SHOW Q720 FOR FIRST LOOP ONLY]

BASE: QUALIFIED RESPONDENTS (Q99/1)

Q720 [IF Q700=Q630 AND Q700 <>Q637 INSERT "In this next section we would like to ask you about your participation and spending habits on up to two motorized activities you participated in, in 2011. We are interested in all your expenditures for motorized recreation, big or small.]

[IF Q700=Q637 and Q700<>630 INSERT ""In this next section we would like to ask you about your children under 18 living in your household's participation on up to three motorized activities they participated in, in 2011 and your spending for them on these activities. We are interested in all your expenditures for motorized recreation, big or small.]

[IF Q700=Q630 AND Q637 INSERT “In this next section we would like to ask you about your participation and spending habits on up to two motorized activities you participate in, in 2011. Please include your children’s information on activities, where applicable, in the appropriate spaces.”] We are interested in all your expenditures for motorized recreation, big or small.]

BASE: Q1710/1>0 OR Q1711/4>0

Q1720 [IF Q700=Q630 AND Q1710/1>0 INSERT “In 2011, how much did you spend to purchase a NEW [INSERT VEHICLE FROM Q702]s for yourself? Expenses for trailers, accessories and other items will be requested in follow-up questions.

Please report the final sales price. If you are making payments on the purchase of a new [INSERT VEHICLE FROM Q702] made before January, 2011, please do not include that purchase here.]

[IF Q700=Q637 AND Q1711/4>0 INSERT “If you have children under 18 living in your household that you bought a NEW [INSERT VEHICLE FROM Q702] for in 2011, please include their information in the appropriate space below.”

Please report the final sales price. If you are making payments on the purchase of a new [INSERT VEHICLE FROM Q702] for your children under 18 living in your household made before January, 2011, please do not include that purchase here.]

[RANGE 0-999999]

[PN: DISPLAY IF Q700=Q630]

Final sales price for the [INSERT VEHICLE FROM Q702]s you bought for your use: \$____.00

[PN: DISPLAY IF Q700=Q637]

Q1722 Final sales price for the [INSERT VEHICLE FROM Q702] bought for your children under 18 living in your household’s use: \$____.00

BASE: THOSE WHO BOUGHT NEW VEHICLE (Q1720>0) OR VEHICLE FOR CHILD IN HH (Q1722>0)

Q1725 [IF Q700=Q630 AND Q1720 >0 INSERT “Thinking of your time using the NEW [INSERT VEHICLE FROM Q702]s you bought in 2011, what percentage of your use was for recreational purposes?]

[IF Q700=Q637 AND Q1722>0 INSERT “Thinking of the time your children spent using their NEW [INSERT VEHICLE FROM Q702]s you bought for them in 2011, what percentage of their use of it was for recreational purposes?

[PN: DISPLAY IF Q700=Q630 AND Q1720 >0]

Recreational purposes for yourself: ____ %

[PN: DISPLAY IF Q700=Q637 AND Q1722>0]

Q1727 Recreational purposes for your children under 18 living in your household: ____ %

BASE: THOSE WHO BOUGHT NEW VEHICLE (Q1720>0)

Q2700 What percentage of your trips (single day or multiple days trips) involving the new [INSERT VEHICLE FROM Q702] you purchased in 2011 were taken for the primary purpose of engaging in each of the following types of activities?

Please enter "0" for any activity listed below if it was not a primary purpose of any trips.

Outdoor recreation (e.g., fishing, hunting, wildlife viewing, hiking, camping, bicycling, skiing, etc.) ____ %

Q2701 Enjoying the [INSERT VEHICLE FROM Q702] (e.g., cruising, riding/driving for fun, sharing the time and vehicle with friends, etc.) _ ____ %

Q2702 Attending special events (e.g., sporting events, races, shows and conferences, family reunions, etc.) _ ____ %

Q2703 Other uses ____ %

BASE: THOSE WHO BOUGHT NEW VEHICLE AND USED IT FOR "OTHER USES" (Q1720>0 AND Q2703>0)

Q2705 What other uses did you use your new [INSERT VEHICLE], that you purchased in 2011, for?

[NONMANDATORY INSERT LONG TEXT BOX]

BASE: THOSE WHO BOUGHT NEW VEHICLE FOR CHILD IN HH (Q1722>0)

Q2710 What percentage of your children under 18 living in your household's trips (single day or multiple days trips) involving the new [INSERT VEHICLE FROM Q702] you purchased for them in 2011 were taken for the primary purpose of engaging in each of the following types of activities?

Please enter "0" for any activity listed below if it was not a primary purpose of any trips.

Outdoor recreation (e.g., fishing, hunting, wildlife viewing, hiking, camping, bicycling, skiing, etc.) ____ %

Q2711 Enjoying the [INSERT VEHICLE FROM Q702] (e.g., cruising, riding/driving for fun, sharing the time and vehicle with friends, etc.) ____ %

Q2712 Attending special events (e.g., sporting events, races, shows and conferences, family reunions, etc.) ____ %

Q2713 Other uses ____ %

BASE: THOSE WHO BOUGHT NEW VEHICLE FOR CHILD IN HH AND USED IT FOR "OTHER USES" (Q1722>0 AND Q2713>0)

Q2714 What other uses did your children under 18 living in your household use the new [INSERT VEHICLE], you bought for them in 2011, for?

[NONMANDATORY INSERT LONG TEXT BOX]

ASE: THOSE WHO BOUGHT NEW VEHICLE AND USED IT FOR OUTDOOR RECREATION (Q2700>0)

Q2750 Please indicate the types of outdoor recreation engaged in most frequently with your new [INSERT VEHICLE FROM Q702] that you purchased in 2011. Please select all that apply.

[RANDOMIZE; DISPLAY IN THREE COLUMNS; MULTIPLE RESPONSE]

- 1 Trail running (running on an unpaved trail)
- 2 Day hiking on an unpaved trail
- 3 Backpacking
- 4 Climbing ice or natural rock
- 5 Bicycling on a paved road for exercise, competitively or just for fun
- 6 Bicycling off road (including dirt roads, paved and unpaved trails, etc.)
- 7 Camping in an RV at a campsite or in a tent, or rustic lodge
- 8 Cross-Country skiing/Nordic skiing
- 9 Downhill skiing
- 10 Fishing
- 11 Hunting
- 12 Telemark skiing (skiing downhill with telemark bindings that allow a free-heel skiing experience)
- 13 Snowboarding
- 14 Snowshoeing
- 15 Kayaking – Recreational/Sea/Whitewater
- 16 Rafting
- 17 Canoeing
- 18 Surfing (traditional, windsurfing & kite-surfing)
- 19 SCUBA diving
- 20 Wildlife viewing or photography
- 21 Other physically active outdoor recreation not listed here [A]

BASE: THOSE WHO BOUGHT NEW VEHICLE FOR CHILD IN HH AND WAS USED FOR OUTDOOR RECREATION (Q2710>0)

Q2722 Please indicate the types of outdoor recreation your children under 18 living in your household engaged in most frequently with the new [INSERT VEHICLE FROM Q702] you purchased for them in 2011. Please select all that apply.

[RANDOMIZE; DISPLAY IN THREE COLUMNS; MULTIPLE RESPONSE]

- 1 Trail running (running on an unpaved trail)
- 2 Day hiking on an unpaved trail

- 3 Backpacking
- 4 Climbing ice or natural rock
- 5 Bicycling on a paved road for exercise, competitively or just for fun
- 6 Bicycling off road (including dirt roads, paved and unpaved trails, etc.)
- 7 Camping in an RV at a campsite or in a tent, or rustic lodge
- 8 Cross-Country skiing/Nordic skiing
- 9 Downhill skiing
- 10 Fishing
- 11 Hunting
- 12 Telemark skiing (skiing downhill with telemark bindings that allow a free-heeled skiing experience)
- 13 Snowboarding
- 14 Snowshoeing
- 15 Kayaking – Recreational/Sea/Whitewater
- 16 Rafting
- 17 Canoeing
- 18 Surfing (traditional, windsurfing & kite-surfing)
- 19 SCUBA diving
- 20 Wildlife viewing or photography
- 21 Other physically active outdoor recreation not listed here [A]

BASE: Q1710/1>0 OR Q1711/4>0

Q1730 [IF Q700=Q630 AND Q1710/1>0 INSERT “In 2011, how much did you spend on buying USED [INSERT VEHICLE FROM Q702]s for yourself? Expenses for trailers, accessories and other items will be requested in follow-up questions.

Please report the final sales price. If you are making payments on the purchase of a used [INSERT VEHICLE from Q702] made before January, 2011, please do not include that purchase here.]

[IF Q700=Q637 AND Q1711/4>0 INSERT “If you have children under 18 living in your household that you bought a USED [INSERT VEHICLE] for in 2011, please include their information in the appropriate space below.”

Please report the final sales price. If you are making payments on the purchase of a used [INSERT VEHICLE] for your children under 18 living in your household made before January, 2011, please do not include that purchase here.]

[PN: DISPLAY IF Q700=Q630]

Final sales price for the used [INSERT VEHICLE FROM Q702]s you bought for your use:
\$____.00

[PN: DISPLAY IF Q700=Q637]

Q1732 Final sales price for the used [INSERT VEHICLE FROM Q702] bought for your children under 18 living in your household's use: \$____.00

BASE: THOSE WHO BOUGHT USED VEHICLE OR VEHICLE FOR CHILD IN HH (q1730>0) OR (Q1732>0)

Q1735 [IF Q700=Q630 INSERT "Thinking of your time using the USED [INSERT VEHICLE FROM Q702]s you bought in 2011, what percentage of your use was for recreational purposes?

[IF Q700=Q637 AND Q1730 >0 INSERT "Thinking of the time your children spent using their USED [INSERT VEHICLE FROM Q702]s you bought for them in 2011, what percentage of their use was for recreational purposes?

[PN: DISPLAY IF Q700=Q630 AND Q1730>0]
Recreational purposes for yourself: ____ %

[PN: DISPLAY IF Q700=Q637 AND Q1732>0]

Q1737 Recreational purposes for your children under 18 living in your household: ____ %

BASE: THOSE WHO BOUGHT USED VEHICLE (Q1730>0)

Q2725 What percentage of your trips (single day or multiple days trips), involving the used [INSERT VEHICLE FROM Q702] you purchased in 2011, were taken for the primary purpose of engaging in each of the following types of activities?

Please enter "0" for any activity listed below if it was not a primary purpose of any trips.

Outdoor recreation (e.g., fishing, hunting, wildlife viewing, hiking, camping, bicycling, skiing, etc.) _____%

Q2726 Enjoying the [INSERT VEHICLE FROM Q702] (e.g., cruising, riding/driving for fun, sharing the time and vehicle with friends, etc.) _ _____%

Q2727 Attending special events (e.g., sporting events, races, shows and conferences, family reunions, etc.) _ _____%

Q2728 Other uses _____%

BASE: THOSE WHO BOUGHT USED VEHICLE AND USED IT FOR "OTHER USES" (Q1730>0 AND Q2728>0)

Q2730 What other uses did you use the [INSERT VEHICLE], you purchased used in 2011, for?

[NONMANDATORY INSERT LONG TEXT BOX]

BASE: THOSE WHO BOUGHT USED VEHICLE FOR CHILD IN HH (Q1732>0)

Q2735 What percentage of your children under 18 living in your household's trips (single day or multiple days trips) involving the used [INSERT VEHICLE FROM Q702], you purchased for them in 2011, were taken for the primary purpose of engaging in each of the following types of activities?

Please enter "0" for any activity listed below if it was not a primary purpose of any trips.

Outdoor recreation (e.g., fishing, hunting, wildlife viewing, hiking, camping, bicycling, skiing, etc.) ____%

Q2736 Enjoying the [INSERT VEHICLE FROM Q702] (e.g., cruising, riding/driving for fun, sharing the time and vehicle with friends, etc.) ____%

Q2372 Attending special events (e.g., sporting events, races, shows and conferences, family reunions, etc.) ____%

Q2738 Other uses ____%

BASE: THOSE WHO BOUGHT USED VEHICLE FOR CHILD IN HH AND USED IT FOR "OTHER USES" (Q1732>0 AND Q2738>0)

Q2740 What other uses did your children under 18 living in your household use the used [INSERT VEHICLE], you purchased for them in 2011, for?

[NONMANDATORY INSERT LARGE TEXT BOX]

BASE: THOSE WHO BOUGHT USED VEHICLE AND USED IT FOR OUTDOOR RECREATION (Q2725>0)

Q2755 Please indicate the types of outdoor recreation engaged in most frequently with the used [INSERT VEHICLE FROM Q702] you purchased in 2011. Please select all that apply.

[RANDOMIZE; DISPLAY IN THREE COLUMNS; MULTIPLE RESPONSE]

- 1 Trail running (running on an unpaved trail)
- 2 Day hiking on an unpaved trail
- 3 Backpacking
- 4 Climbing ice or natural rock
- 5 Bicycling on a paved road for exercise, competitively or just for fun
- 6 Bicycling off road (including dirt roads, paved and unpaved trails, etc.)
- 7 Camping in an RV at a campsite or in a tent, or rustic lodge
- 8 Cross-Country skiing/Nordic skiing
- 9 Downhill skiing
- 10 Fishing
- 11 Hunting
- 12 Telemark skiing (skiing downhill with telemark bindings that allow a free-heel skiing experience)
- 13 Snowboarding
- 14 Snowshoeing

- 15 Kayaking – Recreational/Sea/Whitewater
- 16 Rafting
- 17 Canoeing
- 18 Surfing (traditional, windsurfing & kite-surfing)
- 19 SCUBA diving
- 20 Wildlife viewing or photography
- 21 Other physically active outdoor recreation not listed here [A]

BASE: THOSE WHO BOUGHT USED VEHICLE FOR CHILD IN HH AND WAS USED FOR OUTDOOR RECREATION (Q2735>0)

Q2720 Please indicate the types of outdoor recreation your children under 18 living in your household engaged in most frequently with the used [INSERT VEHICLE FROM Q702] you purchased for them in 2011. Please select all that apply.

[RANDOMIZE; DISPLAY IN THREE COLUMNS; MULTIPLE RESPONSE]

- 1 Trail running (running on an unpaved trail)
- 2 Day hiking on an unpaved trail
- 3 Backpacking
- 4 Climbing ice or natural rock
- 5 Bicycling on a paved road for exercise, competitively or just for fun
- 6 Bicycling off road (including dirt roads, paved and unpaved trails, etc.)
- 7 Camping in an RV at a campsite or in a tent, or rustic lodge
- 8 Cross-Country skiing/Nordic skiing
- 9 Downhill skiing
- 10 Fishing
- 11 Hunting
- 12 Telemark skiing (skiing downhill with telemark bindings that allow a free-heeled skiing experience)
- 13 Snowboarding
- 14 Snowshoeing
- 15 Kayaking – Recreational/Sea/Whitewater
- 16 Rafting
- 17 Canoeing
- 18 Surfing (traditional, windsurfing & kite-surfing)
- 19 SCUBA diving
- 20 Wildlife viewing or photography
- 21 Other physically active outdoor recreation not listed here [A]

BASE: QUALIFIED RESPONDENTS WHO OWN OR USE SOMEONE ELSE'S VEHICLE FOR ACTIVITY (Q99/1 AND Q1710/1,3>0 OR Q1711/4,6>0)

Q1740

We are interested in parts & accessories bought specifically for [INSERT ACTIVITY AT Q700], big or small, including such things as [VARIABLE WORDING; IF Q700/1 GET Q705/1; IF Q700/2 GET Q705/2; IF Q700/3,4 GET Q705/3 IF Q700/5,6,12 GET Q705/4; IF Q700/8 GET Q705/5; IF Q700/9 GET Q705/6; IF Q700/10 GET Q705/7]. Please report how much you spent in 2011 on parts & accessories. If you did not spend any money in 2011, please enter '0'.

[GET IF CODE IS SELECTED AT Q630 AND Q1710/1,3]

[RANGE 0-9999]

Parts & accessories for the [INSERT VEHICLE FROM Q702]s used by you for [INSERT ACTIVITY]
\$|_|_|_|.00

[GET Q1742 IF CODE IS SELECTED AT Q637AND Q1711/4,6]

Q1742

Parts & accessories for [INSERT VEHICLE FROM Q702]S used by children under 18 living in your household \$|_|_|_|.00

[PN: IF SPENT MONEY (Q1740>0 OR Q1742>0) ASK Q1745; JUMP OTHERS TO Q1750.

[ENABLE BACK BUTTON]

BASE: SPENT MONEY (Q1740>0) OR SPENT MONEY ON KIDS (Q1742>0)

Q1745 [IF Q700=Q630 INSERT "Thinking about all of the money you spent on parts & accessories for the [INSERT VEHICLE Q702]s you used for [INSERT ACTIVITY FROM Q700] in 2011, approximately what percentage of your total do you think you would have spent even if you had not been able to participate in [INSERT ACTIVITY FROM Q700]?"

[IF Q700=Q637 INSERT "Thinking about all of the money you spent on parts & accessories for the [INSERT VEHICLE Q702]s your children under 18 living in your household used for [INSERT ACTIVITY FROM Q700] in 2011, approximately what percentage of that total do you think you would have spent even if they had not been able to participate in [INSERT ACTIVITY FROM Q700]?"

[RANGE 0-100%]

[GET Q1746 IF Q1740>0. GET Q1747 IF Q1742>0]

Q1746

Parts & accessories for the [INSERT VEHICLE FROM Q702]s used by you for [INSERT ACTIVITY]
|_|_|_|%

Q1747

Parts & accessories for [INSERT VEHICLE FROM Q702]s used by children under 18 living in your household for [INSERT ACTIVITY] |_|_|_|%

BASE: QUALIFIED RESPONDENTS WHO USE OWN OR SOMEONE ELSE'S VEHICLE FOR ACTIVITY (Q99/1 AND Q1710/1,3>0 OR Q1711/4,6>0)

Q1750

We are interested in maintenance & service on vehicles used specifically for [INSERT ACTIVITY], big or small, including such things as [VARIABLE WORDING; IF Q700/1 GET Q705/8; IF Q700/2 GET Q705/9; IF Q700/3,4 GET Q705/10 IF Q700/5,6,12 GET Q705/11; IF Q700/8 GET Q705/12; IF Q700/9 GET Q705/13; IF Q700/10 GET Q705/14]. Please report how much you spent in 2011 on maintenance & service. If you did not spend any money in 2011, please enter '0'.

[GET IF CODE IS SELECTED AT Q630 AND Q170/1,3]

[RANGE 0-99999]

Maintenance & service for the [INSERT VEHICLE FROM Q702]s used by you for [INSERT ACTIVITY] \$|_|_|_|_|_|.00

[GET Q1751 IF CODE IS SELECTED AT Q637 AND Q1711/4,6]

Q1751

Maintenance & service for the [INSERT VEHICLE FROM Q702]s used by children under 18 living in your household for [INSERT ACTIVITY] \$|_|_|_|_|_|.00

[PN: IF SPENT MONEY (Q1750>0 OR Q1751>0) ASK Q1755; JUMP OTHERS TO Q1760.

[ENABLE BACK BUTTON]

BASE: SPENT MONEY (Q1750>0) OR SPENT MONEY ON KIDS (Q1751>0)

Q1755 [IF Q700=Q630 INSERT "Thinking about all of the money you spent on maintenance & service for the [INSERT VEHICLE Q702]S you used for [INSERT ACTIVITY FROM Q700] in 2011, approximately what percentage of your total do you think you would have spent even if you had not been able to participate in [INSERT ACTIVITY FROM Q700]?"

[IF Q700=Q637 INSERT "Thinking about all of the money you spent on maintenance & service for the [INSERT VEHICLE Q702]S your children under 18 living in your household used for [INSERT ACTIVITY FROM Q700] in 2011, approximately what percentage of the total do you think you would have spent even if they had not been able to participate in [INSERT ACTIVITY FROM Q700],?"

[RANGE 0-100%]

[GET Q1756 IF Q1750>0. GET Q1757 IF Q1751>0]

Q1756

Maintenance & service for the [INSERT VEHICLE FROM Q702]s used by you for [INSERT ACTIVITY] |_|_|_|%

Q1757

Maintenance & service for the [INSERT VEHICLE FROM Q702]s used by children under 18 living in your household for [INSERT ACTIVITY] |_|_|_|%

BASE: QUALIFIED RESPONDENTS WHO USE OWN OR SOMEONE ELSE'S VEHICLE FOR ACTIVITY (Q99/1 AND Q1710/1,3>0 OR Q1711/4,6>0)

Q1760

We are interested in insurance & other similar fees for the vehicles used specifically for [INSERT ACTIVITY], big or small, including such things as [VARIABLE WORDING; IF Q700/1 GET Q705/15; IF Q700/2 GET Q705/16; IF Q700/3,4 GET Q705/17 IF Q700/5,6,12 GET Q705/18; IF Q700/8 GET Q705/19; IF Q700/9 GET Q705/20; IF Q700/10 GET Q705/21]. Please report how much you spent in 2011 on insurance & other similar fees. If you did not spend any money in 2011, please enter '0'.

[GET IF CODE IS SELECTED AT Q630 AND Q1710/1,3]

[RANGE 0-99999]

Insurance & other small fees for the [INSERT VEHICLE FROM Q702]s used by you for [INSERT ACTIVITY] \$|_|_|_|_|_|.00

[GET Q1761 IF CODE IS SELECTED AT Q637 AND Q1711/4,6]

Q1761

Insurance & other small fees for the [INSERT VEHICLE FROM Q702]s used by children under 18 living in your household for [INSERT ACTIVITY] \$|_|_|_|_|_|.00

[PN: IF SPENT MONEY (Q1760>0 OR Q1761>0) ASK Q1765; JUMP OTHERS TO Q1770.

[ENABLE BACK BUTTON]

BASE: SPENT MONEY (Q1760>0) OR SPENT MONEY ON KIDS (Q1761>0)

Q1765 [IF Q700=Q630 INSERT "Thinking about all of the money you spent on insurance & other small fees for the [INSERT VEHICLE Q702]S you used for [INSERT ACTIVITY FROM Q700] in 2011, approximately what percentage of your total do you think you would have spent even if you had not been able to participate in [INSERT ACTIVITY FROM Q700]?"

[IF Q700=Q637 INSERT "Thinking about all of the money you spent on insurance & other small fees for the [INSERT VEHICLE Q702]S your children under 18 living in your household used for [INSERT ACTIVITY FROM Q700] in 2011, approximately what percentage of the total do you

think you would have spent even if they had not been able to participate in [INSERT ACTIVITY FROM Q700]?”]

[RANGE 0-100%]

[GET Q1766 IF Q1760>0. GET Q1767 IF Q1761>0]

Q1766

Insurance & other small fees for the [INSERT VEHICLE FROM Q702]s used by you for [INSERT ACTIVITY] |_|_|_|%

Q1767

Insurance & other small fees for the [INSERT VEHICLE FROM Q702]s used by children under 18 living in your household |_|_|_|%

BASE: QUALIFIED RESPONDENTS WHO USED THEIR OWN VEHICLE FOR ACTIVITY (Q99/1 AND Q1710/1>0 OR Q1711/4>0)

Q1770

We are interested in registration, taxes and other fees paid to the government for the vehicles used specifically for [INSERT ACTIVITY FROM Q700], big or small. Please report how much you spent in 2011 on registration, taxes, and other fees paid to the government. If you did not spend any money in 2011, please enter '0'.

[GET IF CODE IS SELECTED AT Q630 AND Q1710/1]

[RANGE 0-99999]

Registration, taxes & other fees for your [INSERT VEHICLE FROM Q702]s used by you for [INSERT ACTIVITY] \$|_|_|_|_|_|.00

[GET Q1771 IF CODE IS SELECTED AT Q637 AND Q1711/4]

Q1771

Registration, taxes & other fees for your [INSERT VEHICLE FROM Q702]s used by children under 18 living in your household for [INSERT ACTIVITY] \$|_|_|_|_|_|.00

[PN: IF SPENT MONEY (Q1770>0 OR Q1771>0) ASK Q1775; JUMP OTHERS TO Q725

[ENABLE BACK BUTTON]

BASE: SPENT MONEY (Q1770>0) OR SPENT MONEY ON KIDS (Q1771>0)

Q1775 [IF Q700=Q630 INSERT “Thinking about all of the money you spent on registration, taxes and other fees paid to the government, for your [INSERT VEHICLE Q702]s that you used for [INSERT ACTIVITY FROM Q700] in 2011, approximately what percentage of your total do you think you

would have spent even if you had not been able to participate in [INSERT ACTIVITY FROM Q700]?”]

[IF Q700=Q637 INSERT “Thinking about all of the money you spent on registration, taxes and other fees paid to the government, for the [INSERT VEHICLE Q702]s that your children under 18 living in your household used for [INSERT ACTIVITY FROM Q700] in 2011, approximately what percentage of the total do you think you would have spent even if they had not been able to participate in [INSERT ACTIVITY FROM Q700]?”]

[RANGE 0-100%]

[GET Q1776 IF Q1770>0. GET Q1777 IF Q1771>0]

Q1776

Registration, taxes and other fees for your [INSERT VEHICLE FROM Q702]s used by you for [INSERT ACTIVITY] |_|_|_|%

Q1777

Registration, taxes and other fees for your [INSERT VEHICLE FROM Q702]s used by children under 18 living in your household |_|_|_|%

BASE: QUALIFIED RESPONDENTS (Q99/1)

Q725

We are interested in apparel and footwear items bought specifically for [insert activity], big or small, including such things as [VARIABLE WORDING; IF Q700/1 GET Q705/22; IF Q700/2 GET Q705/23; IF Q700/3,4 GET Q705/24 IF Q700/5,6,12 GET Q705/25; IF Q700/8 GET Q705/26; IF Q700/9 GET Q705/27;]. Please report how much you spent in 2011 on apparel and footwear. If you did not spend any money in the past year, please enter ‘0’.

[DISPLAY IF CODE AT Q700 IS ALSO SELECTED AT Q630]

[RANGE 0-99999]

Apparel & footwear for yourself \$|_|_|_|_|_|.00

[GET Q726 IF CODE AT Q700 IS ALSO SELECTED AT Q637]

Q726

Apparel & footwear for children under 18 living in your household \$|_|_|_|_|_|.00

[PN: IF SPENT MONEY (Q725>0 OR Q726>0) ASK Q730; JUMP OTHERS TO Q740.

[ENABLE BACK BUTTON]

BASE: SPENT MONEY (Q725>0) OR SPENT MONEY ON KIDS (Q726>0)

Q730 [IF Q700=Q630 INSERT “Thinking about all of the money you spent on apparel and footwear for [INSERT ACTIVITY FROM Q700] for yourself in 2011, approximately what percentage of your total do you think you would have spent even if you had not been able to participate in any [INSERT ACTIVITY FROM Q700]?”]

[IF Q700=Q637 INSERT “Thinking about all of the money you spent on apparel and footwear for the [INSERT ACTIVITY FROM Q700] that your children under 18 living in your household participated in, in 2011, approximately what percentage of your total do you think you would have spent even if they had not been able to participate in any [INSERT ACTIVITY FROM Q700]?”]

[RANGE 0-100%]

[GET Q731 IF Q725>0. GET Q732 IF Q726>0]

Q731

Apparel & footwear for yourself |_|_|_|%

Q732

Apparel & footwear for children under 18 living in your household |_|_|_|%

BASE: THOSE WHO USED OWN VEHICLE FOR ACTIVITY (Q1710/1>0 OR Q1711/4>0)

Q1780 [IF Q700=Q630 AND Q1710/1 INSERT “In 2011, how much did you spend to store your [INSERT VEHICLE FROM Q702](s) when not in use? This may include marinas, storage facilities, and any associated expenses such as winterizing your [INSERT VEHICLE FROM Q702] and any fees charged by the storage facility or marina? Please only include expenditures made in 2011.”]

[IF Q700=Q637 AND Q1711/4 INSERT “In 2011, how much did you spend to store the [INSERT VEHICLE FROM Q702](s) used by your children under 18 living in your household, when not in use? This may include marinas, storage facilities, and any associated expenses such as winterizing the [INSERT VEHICLE FROM Q702] and any fees charged by the storage facility or marina? Please only include expenditures made in 2011.”]

[GET IF CODE SELECTED AT Q630 AND Q1710/1]

[RANGE 0-99999]

Storage fees for your [INSERT VEHICLE FROM Q702](s) used by you for [INSERT ACTIVITY]

\$|_|_|_|_|.00

[GET Q1781 IF CODE SELECTED AT Q637AND Q1711/4]

Q1781

Storage fees for [INSERT VEHICLE FROM Q702](s) used by children under 18 living in your household \$|_|_|_|_|.00

[PN: IF SPENT MONEY (Q1780>0 OR Q1781>0) ASK Q1785; REPEAT LOOP OR JUMP TO Q800.

[ENABLE BACK BUTTON]

BASE: SPENT MONEY (Q1780>0) OR SPENT MONEY ON KIDS (Q1781>0)

Q1785 [IF Q700=Q630 INSERT “Thinking about all of the money you spent to store your [INSERT VEHICLE](s) in 2011, approximately what percentage of your total do you think you would have spent even if you had not been able to participate in any [INSERT ACTIVITY FROM Q700]?”]

[IF Q700=Q637 INSERT “Thinking about all of the money you spent to store the [INSERT VEHICLE](s) used by your children under 18 living in your household, in 2011, approximately what percentage of the total do you think you would have spent even if they had not been able to participate in any [INSERT ACTIVITY FROM Q625]?”]

[RANGE 0-100%]

[GET Q1786 IF Q1780>0. GET Q1787 IF Q1781>0]

Q1786

Storage fees for your [INSERT VEHICLE](s) used by you for [INSERT ACTIVITY] |_|_|_%

Q1787

Storage fees for [INSERT VEHICLE](s) used by children under 18 living in your household
|_|_|_%

[END LOOP]

SECTION 800: TRIP INFORMATION

BASE: QUALIFIED RESPONDENTS (Q99/1) AND Q625/ ANY 1-6, 8-11

Q800 Below is a list of motorized recreational activities in which you actively participated in last year. Thinking about all of these activities, how many of each type of trip did you take in 2011 for the purpose of participating in any one or more of these activities? If you participated in more than one activity on a single trip, please only count that trip once. If you did not take any trips of a certain type, please enter ‘0’.

[RANGE 0-365]

[PN: GET ONLY THOSE CODES CHOSEN AT Q625 AND DISPLAY AS A LIST...THESE ARE NOT ANSWER CODES. DISPLAY # TRIPS CODES BELOW THIS LIST]

- 1 # of day trips |_|_|
- 2 # of overnight trips |_|_|

- 1 Riding motorcycles on the highway or road
- 2 Riding motorcycles off-road
- 3 Riding ATVs off-road

- 4 Riding ROVs off-road
- 5 Riding dune buggies, swamp buggies or other 4x4 off-road
- 6 Riding in trucks, jeeps and other vehicles off-road
- 7 [PLACEHOLDER]
- 8 Power/motor boating
- 9 Snowmobiling
- 10 RV'ing
- 11 Other motorized outdoor recreation not listed here[A]

BASE: QUALIFIED RESPONDENTS WHOSE CHILDREN PARTICIPATE IN ACTIVITIES (Q99/1) AND Q635/1-6,8-11

Q803 Below is a list of motorized recreational activities your children under 18 living in your household actively participated in, in 2011. Thinking about all of these activities, how many of each type of trip did they take in 2011 for the purpose of participating in any one or more of these activities? If they participated in more than one activity on a single trip, please only count that trip once. If they did not take any trips of a certain type, please enter '0'.

[RANGE 0-365]

[PN: GET ONLY THOSE CODES CHOSEN AT Q635 AND DISPLAY AS A LIST...THESE ARE NOT ANSWER CODES. DISPLAY # TRIPS CODES BELOW THIS LIST]

- 1 # of day trips |_|_|
- 2 # of overnight trips |_|_|

- 1 Riding motorcycles on the highway or road
- 2 Riding motorcycles off-road
- 3 Riding ATVs off-road
- 4 Riding ROVs off-road
- 5 Riding dune buggies, swamp buggies or other 4x4 off-road
- 6 Riding in trucks, jeeps and other vehicles off-road
- 7 [PLACEHOLDER]
- 8 Power/motor boating
- 9 Snowmobiling
- 10 RV'ing
- 11 Other motorized outdoor recreation not listed here [A]

[PN: IF HAVE TAKEN A DAY TRIP (Q800/1>0) AND MORE THAN ONE CODE SELECTED AT Q625/1-6, 8-11 ASK Q805; IF Q800/1>0 AND ONLY 1 CODE AT Q625/1-6, 8-11 THEN AUTOFILL CODE AT Q805 THAT MATCHES Q625 WITH NUMBER OF TRIPS FROM Q800/1]

[DISABLE BACK BUTTON]

BASE: RESPONDENT HAS TAKEN A DAY TRIP (Q800/1>0)

Q805 In the past year how many day trips have you taken for each activity in which you participated? If you participated in more than one activity on the same trip, please record each activity as a separate trip below. If you did not take any trips of a certain type, please enter '0'.

[PN FORCE Q805 SO THAT IT IS **AT LEAST** EQUAL TO OR MORE THAN Q800/1 (DAY TRIPS)]

[PN: GET ONLY THOSE CODES SELECTED AT Q625]

[RANGE 0-365]

	Total day trips taken
1 Highway or road motorcycle riding	_ _
2 Off-road motorcycles riding	_ _
3 Riding ATVs off-road	_ _
4 Riding ROVs off-road	_ _
5 Riding dune buggies, swamp buggies or other 4x4 off-road	_ _
6 Riding in trucks, jeeps and other vehicles off-road	_ _
7 [PLACEHOLDER]	
8 Power boating	_ _
9 Snowmobiling	_ _
10 RV'ing	_ _
11 Other motorized outdoor recreation not listed here [A]	_ _

[PN: IF HAVE TAKEN A DAY TRIP (Q803/1>0) AND MORE THAN ONE CODE SELECTED AT Q635/1-6, 8-11 ASK Q807; IF Q803/1>0 AND ONLY 1 CODE AT Q635/1-6, 8-11 THEN AUTOFILL CODE AT Q807 THAT MATCHES Q635 WITH NUMBER OF TRIPS FROM Q803/1]

BASE CHILDREN HAVE TAKEN A DAY TRIP Q803/1>0

Q807 In the past year how many day trips have your children under the age of 18 who live in your household taken for each activity in which they participated? If they participated in more than one activity on the same trip, please record each activity as a separate trip below. If they did not take any trips of a certain type, please enter '0'.

[PN FORCE Q807 SO THAT IT IS **AT LEAST** EQUAL TO OR MORE THAN Q803/1 (DAY TRIPS)]

[PN: GET ONLY THOSE CODES SELECTED AT Q635]

[RANGE 0-365]

	Total day trips taken
1 Highway or road motorcycle riding	_ _
2 Off-road motorcycles riding	_ _
3 Riding ATVs off-road	_ _
4 Riding ROVs off-road	_ _
5 Riding dune buggies, swamp buggies or other 4x4 off-road	_ _
6 Riding in trucks, jeeps and other vehicles off-road	_ _
7 [PLACEHOLDER]	

- 8 Power boating |_|_|
- 9 Snowmobiling |_|_|
- 10 RV'ing |_|_|
- 11 Other motorized outdoor recreation not listed here [A] |_|_|

[PN: REPEAT Q810 FOR EACH ACTIVITY WHERE ANY DAY TRIPS >0 (Q800/1 >0)]

BASE: HAVE TAKEN A DAY TRIP ((Q800/1>0) AND (Q805>0))

Q810 (615) When you went on your [INSERT # OF DAY TRIPS FROM Q805 LOWER CASE] [INSERT ACTIVITY] day trip(s), what percentage of your trips were for each reason listed below?

[RANGE 0-100%]

[PN: TOTAL MUST ADD TO 100%

- 1. Taken for the primary reason of doing this activity _____%
- 2. It was something I/we decided to do as an _____% add-on to the day trips I/we took

[PN: REPEAT Q812 FOR EACH ACTIVITY WHERE CHILDREN TOOK ANY DAY TRIPS >0 (Q803/1 >0)]

BASE: CHILDREN HAVE TAKEN A DAY TRIP ((Q803/1>0) AND (Q807>0))

Q812 (615) When your children under 18 living in your household went on their [INSERT # OF DAY TRIPS FROM Q807] [INSERT ACTIVITY IN LOWER CASE] day trip(s), what percentage of their trips were for each reason listed below? If you're not sure, please estimate as best you can.

[RANGE 0-100%]

[PN: TOTAL MUST ADD TO 100%

- 1 Taken for the primary reason of doing this activity _____%
- 2 It was something they decided to do as an add-on to the day trips they took _____%

BASE: HAVE TAKEN A DAY TRIP (Q800/1>0 AND /OR Q803/1>0)

Q815 HIDDEN QUESTION INSERTS –

[PN: ASSIGN RESPONDENTS UP TO 2 TRIP TYPES BASED ON Q805 (IF Q805>0) AND/OR Q807>0). IF AN INDIVIDUAL QUALIFIES FOR MORE THAN 2 TYPES, SELECT 3 TYPES WITH THE LEAST NUMBER OF RESPONDENTS.]

- 1 highway or road motorcycle riding |_|_|
- 2 off-road motorcycle riding |_|_|
- 3 riding ATVs off-road |_|_|
- 4 riding ROVs off-road |_|_|
- 5 riding dune buggies, swamp buggies or other 4x4 off-road |_|_|

- 6 riding in trucks, jeeps and other vehicles off-road |_|_|
- 7 [PLACEHOLDER]
- 8 power/motor boating |_|_|
- 9 snowmobiling |_|_|
- 10 RV'ing |_|_|
- 97 None of these

[PN: LOOP THROUGH – Q850 FOR EACH TRIP TYPE SELECTED AT Q815]

[PN FOR CODES SELECTED AT Q815, IF ADULT TOOK DAY TRIP FOR THE ACTIVITY THEN WE WILL ASK ABOUT THE ADULTS DAYTRIP(S). IF A CODE AT Q815 SELECTED BUT ADULT DIDN'T TAKE A DAYTRIP FOR THIS ACTIVITY AND ONLY THE CHILD DID, THEN WE WILL ASK ONLY ABOUT CHILDS TRIPS .

BASE: HAVE TAKEN MORE THAN 1 DAY TRIPS Q805>1 || Q807>1& NOT Q805>0

Q820 [IF 805>1 FOR MATCHING CODE AT Q815 INSERT “Of the [INSERT NUMBER FROM Q805 WHICH MATCHES CODE AT Q815] [INSERT ACTIVITY FROM Q815 WITH LEADING LOWER CASE] day trips you have taken in 2011, how many have been in-state trips, and how many have been out-of-state? If you did not take any trips of a certain type, please enter ‘0’.

[INSERT IF Q807/>1 AND CODE AT Q805=0 FOR SAME CODE AT Q807 INSERT “Of the [INSERT NUMBER FROM Q807 WHICH MATCHES CODE SELECTED AT Q815] [INSERT ACTIVITY FROM Q815 WITH LEADING LOWER CASE] day trips your children took in 2011, how many were in-state trips, and how many were out-of-state? If your children did not take any trips of a certain type, please enter ‘0’.

[IF 805>0 FOR SAME CODE SELECTED AT Q815 THEN SUM OF CODE 1 AND CODE 2 MUST = NUMBER FROM Q805]

[IF 805 =0 FOR SAME CODE SELECTED AT Q815 THEN SUM OF CODE 1 AND CODE 2 MUST = NUMBER FROM Q807]

[RANGE 0-365]

- 1 In-state |_|_|
- 2 Out-of-state |_|_|

BASE: HAVE TAKEN ONE DAY TRIP (Q820/Not answered) AND (Q805==1 OR Q807==1)

Q823 [INSERT IF Q805=1 FOR MATCHING CODE AT Q815 “Thinking of the [INSERT ACTIVITY FROM Q815 WITH LEADING LOWER CASE] day trip you took in 2011, was this an in-state trip or an out-of-state trip?

[INSERT IF Q807=1 AND CODE AT Q805=0 FOR THE SAME CODE AT Q807 INSERT “Thinking of the [INSERT ACTIVITY FROM Q815 WITH LEADING LOWER CASE] day trip your children took in 2011, was this an in-state trip or an out-of-state trip?

[SINGLE RESPONSE]

- 1 In-state
- 2 Out-of-state

BASE: HAVE TAKEN AN IN-STATE DAY TRIP (Q800/1>0 AND (Q820/1>0 OR Q823/1)

Q3000 [INSERT IF Q805>0 FOR MATCHING CODE AT Q815 Think of a typical [INSERT ACTIVITY FROM Q815 WITH LEADING LOWER CASE] in-state day trip in 2011. If it isn’t possible to think of a typical in-state day trip, consider the trip you took that was closest to your birthday. How likely would you have taken this trip if you were not able to use a [INSERT VEHICLE FROM Q702]]?

[INSERT IF Q805>0 AND Q805=0 Think of a typical [INSERT ACTIVITY FROM Q815 WITH LEADING LOWER CASE] in-state day trip your children under 18 living in your household took in 2011. If it isn’t possible to think of a typical in-state day trip, consider the trip they took that was closest to their birthday. How likely would they have taken this trip if they were not able to use a [INSERT VEHICLE FROM Q702]]?

[PN FOR Q3000/1-4 IF Q805>0 FOR MATCHING CODE AT Q815 INSERT “I” ; IF Q807>0 AND Q805=0 INSERT “They”]

- 1 I/They definitely would not have taken the trip
- 2 I/They probably would not have taken the trip
- 3 I/They probably would have taken the trip
- 4 I/They definitely would have taken the trip

BASE: HAVE TAKEN AN IN-STATE DAY TRIP (Q800/1>0 AND Q820/1 OR Q823/1)

Q3005 [INSERT IF Q805>0 FOR MATCHING CODE AT Q815 Regarding this particular trip, please select the statement that best describes the **primary** reason you took this trip.

[IF Q807>0 AND Q805=0 INSERT Regarding this particular trip, please select the statement that best describes the **primary** reason your children under 18 living in your household took this trip. Please select one.

[RANDOMIZE; SINGLE RESPONSE]

- 1 Outdoor recreation (fishing, hunting, wildlife viewing, hiking, camping, bicycling, skiing, etc.)

- 2 Enjoying the [INSERT VEHICLE] (cruising, riding for fun, sharing the time and vehicle with friends, etc.)
- 3 Attending special events (sporting events, races, shows and conferences, family reunions, etc.)
- 4 Other uses (Please specify) **Q3006** _____ **[A]**

BASE: HAVE TAKEN AN IN-STATE DAY TRIP WHOSE PRIMARY PURPOSE WAS OUTDOOR RECREATION (Q800/1>0 AND (Q820/1>0 OR Q823/1) AND Q3005/1)

Q3010 [INSERT IF Q805>0 FOR MATCHING CODE AT Q815 Please indicate the types of recreational activities engaged on this trip. Please select all that apply.

[IF Q807>0 AND Q805=0 INSERT Please indicate the types of recreational activities your children under 18 living in your household engaged in on this trip. Please select all that apply.

[RANDOMIZE; DISPLAY IN 3 COLUMNS MULTIPLE RESPONSE]

- 1 Trail running (running on an unpaved trail)
- 2 Day hiking on an unpaved trail
- 3 Backpacking
- 4 Climbing ice or natural rock
- 5 Bicycling on a paved road for exercise, competitively or just for fun
- 6 Bicycling off road (including dirt roads, paved and unpaved trails, etc.)
- 7 Camping in an RV at a campsite or in a tent, or rustic lodge
- 8 Cross-Country skiing/Nordic skiing
- 9 Downhill skiing
- 10 Fishing
- 11 Hunting
- 12 Telemark skiing (skiing downhill with telemark bindings that allow a free-heeled skiing experience)
- 13 Snowboarding
- 14 Snowshoeing
- 15 Kayaking – Recreational/Sea/Whitewater
- 16 Rafting
- 17 Canoeing
- 18 Surfing (traditional, windsurfing & kite-surfing)
- 19 SCUBA diving
- 20 Wildlife viewing or photography
- 21 Other physically active outdoor recreation not listed here **[A]**

BASE: HAVE TAKEN AN OUT OF STATE DAY TRIP (Q800/1>0 AND (Q820/2>0 OR Q823/2>0))

Q3030 [INSERT IF Q805>0 FOR MATCHING CODE AT Q815 Think of a typical [INSERT ACTIVITY FROM Q815 WITH LEADING LOWER CASE] out-of-state day trip in 2011. If it isn't possible to think of a typical out-of-state day trip, consider the trip you took that was closest to your birthday. How likely would you have taken this trip if you were not able to use a [INSERT VEHICLE FROM Q702]]?

[IF Q807>0 AND Q805=0 INSERT Think of a typical [INSERT ACTIVITY FROM Q815 WITH LEADING LOWER CASE] out-of-state day trip your children under 18 living in your household took in 2011. If it isn't possible to think of a typical out-of-state day trip, consider the trip they took that was closest to their birthday. How likely would they have taken this trip if they were not able to use a [INSERT VEHICLE FROM Q702]]?

[PN FOR Q3030/1-4 IF Q805>0 FOR MATCHING CODE AT Q815 INSERT "I" ; IF Q807>0 AND Q805=0 INSERT "They"].

- 1 I / They definitely would not have taken the trip
- 2 I / They probably would not have taken the trip
- 3 I / They probably would have taken the trip
- 4 I / They definitely would have taken the trip

BASE: HAVE TAKEN AN OUT OF STATE DAY TRIP (Q800/1>0 AND (Q820/2>0 OR Q823/2>0))

Q3035 [INSERT IF Q805>0 FOR MATCHING CODE AT Q815 Regarding this particular trip, please select the statement that best describes the primary reason you took this trip.

[IF Q807>0 AND Q805=0 INSERT Regarding this particular trip, please select the statement that best describes the primary reason your children under 18 living in your household took this trip. Please select one.

[RANDOMIZE; SINGLE RESPONSE]

- 1 Outdoor recreation (fishing, hunting, wildlife viewing, hiking, camping, bicycling, skiing, etc.)
- 2 Enjoying the [INSERT VEHICLE] (cruising, riding for fun, sharing the time and vehicle with friends, etc.)
- 3 Attending special events (sporting events, races, shows and conferences, family reunions, etc.)
- 4 Other uses (Please specify) **Q3036** _____ **[A]**

BASE: HAVE TAKEN AN OUT OF STATE DAY TRIP WHOSE PRIMARY PURPOSE WAS OUTDOOR RECREATION (Q800/1>0 AND (Q820/2>0 OR Q823/2>0) AND Q3035/1))

Q3040 [INSERT IF Q805>0 FOR MATCHING CODE AT Q815 Please indicate the types of recreational activities engaged on this trip. Please select all that apply.

[IF Q807>0 AND Q805=0 INSERT Please indicate the types of recreational activities your children under 18 living in your household engaged in on this trip. Please select all that apply.

[RANDOMIZE; DISPLAY IN 3 COLUMNS MULTIPLE RESPONSE]

- 1 Trail running (running on an unpaved trail)
 - 2 Day hiking on an unpaved trail
 - 3 Backpacking
 - 4 Climbing ice or natural rock
 - 5 Bicycling on a paved road for exercise, competitively or just for fun
 - 6 Bicycling off road (including dirt roads, paved and unpaved trails, etc.)
 - 7 Camping in an RV at a campsite or in a tent, or rustic lodge
 - 8 Cross-Country skiing/Nordic skiing
 - 9 Downhill skiing
 - 10 Fishing
 - 11 Hunting
 - 12 Telemark skiing (skiing downhill with telemark bindings that allow a free-heel experience)
 - 13 Snowboarding
 - 14 Snowshoeing
 - 15 Kayaking – Recreational/Sea/Whitewater
 - 16 Rafting
 - 17 Canoeing
 - 18 Surfing (traditional, windsurfing & kite-surfing)
 - 19 SCUBA diving
 - 20 Wildlife viewing or photography
 - 21 Other physically active outdoor recreation not listed here [A]
-

[PN: IF HAVE TAKEN AN OUT OF STATE DAY TRIP (Q820/2>0) OR (Q823/2) , ASK 825; JUMP OTHERS TO Q830]

BASE: HAVE TAKEN OUT-OF-STATE DAY TRIP (Q820/2>0) OR (Q823/2)

Q825 Which state(s), other than your state of residence, have [IF Q805>0 FOR SAME CODE SELECTED AT Q815 INSERT “ you personally” IF Q807>0 AND CODE AT Q805=0 FOR THE SAME CODE AT Q807 THEN INSERT “your children under 18 living in your household” taken a day trip to for the purpose of [INSERT ACTIVITY FROM Q815]? Please select all that apply.

[MULTIPLE RESPONSE]

[LIST THE 50 STATES IN ALPHABETICAL ORDER AND EXCLUDE HOME STATE FROM Q318]

BASE: HAVE TAKEN A DAY TRIP (Q800/1>0 OR Q803/1>0)

Q830 Now please think about the [INSERT ACTIVITY FROM Q815] day trip(s) [IF Q805>0 INSERT “you”; IF Q805=0 FOR SAME CODE SELECTED AT 815 THEN INSERT “your children under 18 living in your household” have taken in 2011. On a typical day trip, how much was usually spent on each of the following categories for [IF Q805>0 INSERT “your immediate travel group? Your immediate group would be just you, your immediate family or friends, but not a larger group such as all members of a rally, race or similar event. ”; IF Q805=0 FOR SAME CODE SELECTED AT 815 THEN INSERT “your children under 18 living in your household]?”

[INSERT THE FOLLOWING TEXT IF CODE BEING DISPLAYED AT Q815 IS ALSO SELECTED AT Q625 AND Q635 “Please include any money spent on children under 18 living in your household who were part of your immediate group for this activity.]

If you did not spend any money on a particular category, please enter ‘0’.

[RANGE 0-99999]

- 5 Food & Drink (groceries used on the trip, restaurants, bars, etc.) \$|_|_|_|_|_|.00
- 6 Transportation (gas & oil for the trip, your motorcycle, ATV, boat, tow vehicle, etc.) Please include fuel purchased to get to your destination plus fuel used on site to power your vehicle or boat. \$|_|_|_|_|_|.00
- 7 Recreation, Entertainment, and Activities (entry/access/parking fees, boat launch fees, equipment rentals, guide fees, etc.) \$|_|_|_|_|_|.00
- 8 Souvenirs, gifts, other miscellaneous \$|_|_|_|_|_|.00
- 9 Other fees associated with travel, such as tolls, pump-out facilities for RVs and boats, etc. \$|_|_|_|_|_|.00

BASE: HAVE TAKEN A DAY TRIP (Q800/1>0 OR 803/>0)

Q835 On a typical [INSERT ACTIVITY FROM Q815] day trip, how many people are usually in [IF Q805>0 INSERT “your immediate trip party, including yourself”; IF Q805=0 FOR SAME CODE SELECTED AT

815 THEN INSERT "your children's trip party" ? (Do not include other people who were part of a group event (e.g., club outing, poker ride, charity ride, etc.)

[RANGE 1-20]

|_|_|

[PN: IF HAVE TAKEN AN OUT OF STATE DAY TRIP (Q820/2>0) AND HAVE SPENT MONEY (Q830/1-5>0), ASK Q840; JUMP OTHERS TO PN BEFORE Q860]

BASE: HAVE TAKEN AN OUT OF STATE DAY TRIP ((Q820/2>0) OR (Q823/2)) AND HAVE SPENT MONEY (Q830/1-5>0)

Q840 On a typical [INSERT ACTIVITY FROM Q815] day trip, about what percentage of your [IF Q805=0 FOR SAME CODE SELECTED AT 815 THEN INSERT "children under 18 living in your household's] total trip expenses were in-state, and what percentage were out-of-state? The total percentage of your [IF Q805=0 FOR SAME CODE SELECTED AT 815 THEN INSERT "children under 18 living in your household's] trip expenses spent in state and out-of-state should sum to 100% for each category.

[RANGE 0-100%]

[PN: GET CODES BASED ON Q830 AS FOLLOWS. IF Q830/1, GET Q840/1-2. IF Q830/2, GET Q840/3-4. IF Q840/3, GET Q840/5-6. IF Q830/4, GET Q840/7-8. IF Q830/5, GET Q840/9-10.]

[PN: CODES 1 AND 2 SHOULD SUM TO 100%, CODES 3 AND 4 SHOULD SUM TO 100%, CODES 5 AND 6 SHOULD SUM TO 100%, CODES 7 AND 8 SHOULD SUM TO 100%, CODES 9 AND 10 SHOULD SUM TO 100%]

1 In-state: Food & Drink (groceries used on the trip, restaurants, bars, etc.) |_|_|_|%
2 Out-of-state: Food & Drink (groceries used on the trip, restaurants, bars, etc.) |_|_|_|%
[INSERT SUM PERCENTAGE REMAINING CALCULATION]

3 In-state: Transportation (fuel & oil for the trip (your motorcycle, ATV, boat, tow vehicle, etc.) |_|_|_|%
4 Out-of-state: Transportation (fuel & oil for the trip (your motorcycle, ATV, boat, tow vehicle, etc.) |_|_|_|%.
[INSERT SUM PERCENTAGE REMAINING CALCULATION]

5 In-state: Recreation, Entertainment and Activities (entry/access/parking fees, boat launch fees, equipment rentals, guide fees, etc.) |_|_|_|%

6 Out-of-state: Recreation, Entertainment and Activities (entry/access/parking fees, boat launch fees, equipment rentals, guide fees, etc.) |_|_|_|%

[INSERT SUM PERCENTAGE REMAINING CALCULATION]

7 In-state: Souvenirs, gifts, other miscellaneous

||_|%

8 Out-of-state: Souvenirs, gifts, other miscellaneous

||_|%

[INSERT SUM PERCENTAGE REMAINING CALCULATION]

9 In-state: Other fees associated with travel, such as tolls, pump-out facilities for RVs and boats, etc.

||_|%

10 Out-of-state: Other fees associated with travel, such as tolls, pump-out facilities for RVs and boats, etc.

||_|%

[INSERT SUM PERCENTAGE REMAINING CALCULATION]

BASE: HAS OUT OF STATE EXPENDITURES (Q840/2,4,6,8>0)

Q850 Thinking about [IF Q805>0 FOR SAME CODE SELECTED AT Q815 INSERT “your”; IF Q805=0 FOR SAME CODE SELECTED AT 815 THEN INSERT “the “] out-of-state expenditures, in which state, other than your state of residence, did you spend the most money [IF Q805=0 FOR SAME CODE SELECTED AT 815 THEN INSERT “ for your children under 18 living in your household]?

[PN IF ONLY 1 STATE SELECTED AT Q825 THEN AUTOFILL WITH THAT CODE]

[INSERT DROP DOWN WITH CODES Q825 THAT WERE SELECTED IN ALPHABETICAL ORDER AND ALWAYS SHOW CODE 998]

998 Not sure [A]

[PN: IF HAVE TAKEN AN **OVERNIGHT TRIP** (Q800/2>0) AND MORE THAN ONE CODE SELECTED AT Q625/1-6, 8-11 ASK Q860;

[IF Q800/2>0 AND ONLY 1 CODE AT Q625/1-6, 8-11 THEN AUTOFILL CODE AT Q860 THAT MATCHES Q625 WITH NUMBER OF TRIPS FROM Q800/2; JUMP OTHERS TO Q1100]

BASE: HAVE TAKEN AN OVERNIGHT TRIP (Q800/2>0)

Q860 Now we would like to ask you about the overnight trips you have taken in 2011.<P>

How many overnight trips have you taken for each activity in which you participated in, in 2011? If you participated in more than one activity on the same trip, please record each activity as a separate trip below. If you did not take any trips of a certain type, please enter ‘0’.

[PN FORCE Q860 TO BE AT LEAST EQUAL TO OR GREATER THAN Q800/2 (NUMBER OF OVERNIGHT TRIPS)]

[PN: GET ONLY THOSE CODES CHOSEN AT Q625]

[RANGE0-365]

	Total overnight trips taken
1 Riding motorcycles on the highway or road	_ _
2 Riding motorcycles off-road	_ _
3 Riding ATVs off-road	_ _
4 Riding ROVs off-road	_ _
5 Riding dune buggies, swamp buggies or other 4x4 off-road	_ _
6 Riding in trucks, jeeps and other vehicles off-road	_ _
7 [PLACEHOLDER]	
8 Power boating	_ _
9 Snowmobiling	_ _
10 RV'ing	_ _
11 Other motorized outdoor recreation not listed here[A]	_ _

[PN: IF CHILDREN HAVE TAKEN AN **OVERNIGHT TRIP** (Q803/2>0) AND MORE THAN ONE CODE SELECTED AT Q635/1-6, 8-11 ASK Q863;
IF Q803/2>0 AND ONLY 1 CODE AT Q635/1-6, 8-11 THEN AUTOFILL CODE AT Q863 THAT MATCHES Q635 WITH NUMBER OF TRIPS FROM Q800/2; JUMP OTHERS TO Q1100]

BASE: CHILDREN HAVE TAKEN AN OVERNIGHT TRIP (Q803/2>0)

Q863 How many overnight trips have your children under the age of 18 living in your household taken for each activity in which they participated in, in 2011? If they participated in more than one activity on the same trip, please record each activity as a separate trip below. If they did not take any trips of a certain type, please enter '0'.

[PN FORCE Q863 TO BE AT LEAST EQUAL TO OR GREATER THAN Q803/2 (NUMBER OF OVERNIGHT TRIPS)]

[PN: GET ONLY THOSE CODES CHOSEN AT Q635]

[RANGE0-365]

	Total overnight trips taken
1 Riding motorcycles on the highway or road	_ _
2 Riding motorcycles off-road	_ _
3 Riding ATVs off-road	_ _
4 Riding ROVs off-road	_ _
5 Riding dune buggies, swamp buggies or other 4x4 off-road	_ _
6 Riding in trucks, jeeps and other vehicles off-road	_ _
7 [PLACEHOLDER]	
8 Power boating	_ _
9 Snowmobiling	_ _
10 RV'ing	_ _

11 Other motorized outdoor recreation not listed here [A] |_|_|

[PN: REPEAT Q1855 FOR EACH OVERNIGHT TRIPS >0 (Q800/2 >0)]

BASE: HAVE TAKEN AN OVERNIGHT TRIP (Q800/2>0)

Q1855 When you went on your [INSERT # OF OVERNIGHT TRIPS] [INSERT ACTIVITY FROM Q860] overnight trip(s), what percentage of your trip(s) was for each reason listed below?

- 1 Taken for the primary reason of doing this activity. _____%
- 2 It was something I/we decided to do as an add-on to the overnight trip(s) I/we took. _____%

[PN: REPEAT Q1857 FOR EACH ACTIVITY WHERE CHILDREN TOOK ANY OVERNIGHT TRIPS >0 (Q803/2 >0)]

BASE: CHILDREN HAVE TAKEN AN OVERNIGHT TRIP (Q803/2>0)

Q1857 When your children under the age of 18 living in your household went on their [INSERT # OF OVERNIGHT TRIPS] [INSERT ACTIVITY FROM Q863] overnight trip(s), what percentage of their trip(s) was for each reason listed below?

[RANGE 0-100]

[PN FORCE SUM TO 100%]

- 1 Taken for the primary reason of doing this activity. _____%
- 2 It was something they did as an add-on to the overnight trip(s) they took. _____%

BASE: HAVE TAKEN AN OVERNIGHT TRIP (Q800/2>0) OR Q803/2>0

Q865 HIDDEN QUESTION FOR INSERTS [INSERT WITH LEADING LOWER CASE]

[PN: ASSIGN RESPONDENTS UP TO 2 TRIP TYPES BASED ON Q860 AND Q863 . IF AN INDIVIDUAL QUALIFIES FOR MORE THAN 2 TYPES, SELECT 2 TYPES WITH THE LEAST NUMBER OF RESPONDENTS.]

- 1 riding motorcycles on the highway or road |_|_|
- 2 riding motorcycles off-road |_|_|
- 3 riding ATVs off-road |_|_|
- 4 riding ROVs off-road |_|_|
- 5 riding dune buggies, swamp buggies or other 4x4 off-road |_|_|
- 6 riding in trucks, jeeps and other vehicles off-road |_|_|
- 7 [PLACEHOLDER]
- 8 power boating |_|_|
- 9 snowmobiling |_|_|
- 10 RV'ing |_|_|
- 97 None of these [E]

[PN FOR CODES SELECTED AT Q865, IF ADULT TOOK TRIP FOR THE ACTIVITY THEN WE WILL ASK ABOUT THE ADULTS TRIP(S). IF A CODE AT Q865 SELECTED BUT ADULT DIDN'T TAKE A TRIP FOR THIS ACTIVITY AND ONLY THE CHILD DID, THEN WE WILL ASK ONLY ABOUT CHILDS TRIPS .

[PN: LOOP THROUGH Q880 – Q697 FOR EACH TRIP TYPE SELECTED AT Q865]

BASE: HAVE TAKEN AN OVERNIGHT TRIP (Q800/2>0)OR (Q803/2>0)

Q880 Thinking about [IF Q860>0 INSERT “your”; IF Q860=0 INSERT “your children’s] typical overnight [INSERT ACTIVITY FROM Q865] trip, how many days in total are [IF Q860>0 INSERT “you”; IF Q860=0 INSERT “your children] usually away from home?

[RANGE 1-60]

|_|_|

BASE: HAVE TAKEN AN OVERNIGHT TRIP Q860>1 // Q863>1 & NOT Q860>0)

Q885 [IF Q860>1 FOR MATCHING CODE AT Q865 INSERT “Of the [INSERT NUMBER FROM Q860 WHICH MATCHES CODE AT Q865] overnight [INSERT ACTIVITIES FROM Q865] trip(s) you have taken in 2011, how many have been in-state trips, and how many have been out-of-state? If you did not take any trips of a certain type, please enter ‘0’.]

[INSERT IF Q863>1 AND CODE AT Q860=0 FOR SAME CODE AT Q863 INSERT “Of the [INSERT NUMBER FROM Q863 WHICH MATCHES CODE SELECTED AT Q865] [INSERT ACTIVITY FROM Q865 WITH LEADING LOWER CASE] overnight trips your children took in 2011, how many were in-state trips, and how many were out-of-state? If your children did not take any trips of a certain type, please enter ‘0’.

[IF 860>0 FOR SAME CODE SELECTED AT Q865 THEN SUM OF CODE 1 AND CODE 2 MUST = NUMBER FROM Q860]

[IF 860 =0 FOR SAME CODE SELECTED AT Q865 THEN SUM OF CODE 1 AND CODE 2 MUST = NUMBER FROM Q863]

[RANGE 0-365]

3 In-state |_|_|

4 Out-of-state |_|_|

BASE: HAVE TAKEN AN OVERNIGHT TRIP (Q885/Not answered) AND (Q860==1 OR Q863==1)

Q887 [INSERT IF NUMBER FROM Q860 =1 FOR MATCHING CODE AT Q865 INSERT “Thinking of the [INSERT NUMBER FROM Q860 WHICH MATCHES CODE AT Q865] [INSERT ACTIVITY FROM Q865 WITH LEADING LOWER CASE] overnight trip you took in the past year, was this an in-state trip or an out-of-state trip?]

[INSERT IF Q863=1 AND CODE AT Q860=0 FOR THE SAME CODE AT Q863 INSERT “Thinking of the [INSERT NUMBER FROM Q863 WHICH MATCHES CODE AT Q865] [INSERT ACTIVITY FROM Q865 WITH LEADING LOWER CASE] overnight trip your children took in 2011, was this an in-state trip or an out-of-state trip?]

- 1 In-state
- 2 Out-of-state

BASE: HAVE TAKEN AN IN-STATE OVERNIGHT TRIP (Q800/2>0 AND (Q885/1>0 OR Q887/1)

Q3060 [INSERT IF NUMBER FROM Q860>0 FOR MATCHING CODE AT Q865 INSERT Think of a typical [INSERT ACTIVITY FROM Q865 WITH LEADING LOWER CASE] in-state overnight trip in 2011. If it isn’t possible to think of a typical in-state overnight trip, consider the trip you took that was closest to your birthday. How likely would you have taken this trip if you were not able to use a [INSERT VEHICLE FROM Q702]]?

[INSERT IF Q863>0 AND CODE AT Q860=0 Think of a typical [INSERT ACTIVITY FROM Q865 WITH LEADING LOWER CASE] in-state overnight trip your children under 18 living in your household took in 2011. If it isn’t possible to think of a typical in-state overnight trip, consider the trip they took that was closest to their birthday. How likely would they have taken this trip if they were not able to use a [INSERT VEHICLE FROM Q702]]?

[PN FOR Q3060/1-4 IF Q860>1 FOR MATCHING CODE AT Q815 INSERT “I” ; IF Q863>0 AND Q860=0 INSERT “They”]

- 1 I / They definitely would not have taken the trip
- 2 I / They probably would not have taken the trip
- 3 I / They probably would have taken the trip
- 4 I / They definitely would have taken the trip

BASE: HAVE TAKEN AN IN-STATE OVERNIGHT TRIP (Q800/2>0 AND (Q885/1>0 OR Q887/1)

Q3065 [INSERT IF NUMBER FROM Q860>0 FOR MATCHING CODE AT Q865 INSERT Regarding this particular trip, please select the statement that best describes the **primary** reason you took this trip.

[INSERT IF Q863>0 AND CODE AT Q860=0 Regarding this particular trip, please select the statement that best describes the **primary** reason your children under 18 living in your household took this trip. Please select one.

[RANDOMIZE; SINGLE RESPONSE]

- 1 Outdoor recreation (fishing, hunting, wildlife viewing, hiking, camping, bicycling, skiing, etc.)
- 2 Enjoying the [INSERT VEHICLE] (cruising, riding for fun, sharing the time and vehicle with friends, etc.)
- 3 Attending special events (sporting events, races, shows and conferences, family reunions, etc.)
- 4 Other uses (Please specify) **Q3006** _____ **[A]**

BASE: HAVE TAKEN AN IN-STATE OVERNIGHT TRIP WHOSE PRIMARY PURPOSE WAS OUTDOOR RECREATION (Q800/2>0 AND (Q885/1>0 OR Q887/1) AND Q3065/1)

Q3070 [INSERT IF NUMBER FROM Q860 >0 FOR MATCHING CODE AT Q865 INSERT

Please indicate the types of recreational activities engaged on this trip. Please select all that apply.

[INSERT IF Q863>0 AND CODE AT Q860=0 Please indicate the types of recreational activities your children under 18 living in your household engaged in on this trip. Please select all that apply.

[RANDOMIZE; DISPLAY IN 3 COLUMNS MULTIPLE RESPONSE]

- 1 Trail running (running on an unpaved trail)
- 2 Day hiking on an unpaved trail
- 3 Backpacking
- 4 Climbing ice or natural rock
- 5 Bicycling on a paved road for exercise, competitively or just for fun
- 6 Bicycling off road (including dirt roads, paved and unpaved trails, etc.)
- 7 Camping in an RV at a campsite or in a tent, or rustic lodge
- 8 Cross-Country skiing/Nordic skiing
- 9 Downhill skiing
- 10 Fishing
- 11 Hunting
- 12 Telemark skiing (skiing downhill with telemark bindings that allow a free-heel experience)
- 13 Snowboarding
- 14 Snowshoeing
- 15 Kayaking – Recreational/Sea/Whitewater
- 16 Rafting
- 17 Canoeing
- 18 Surfing (traditional, windsurfing & kite-surfing)
- 19 SCUBA diving

- 20 Wildlife viewing or photography
- 21 Other physically active outdoor recreation not listed here [A]

BASE: HAVE TAKEN AN OUT OF STATE OVERNIGHT TRIP (Q800/2>0 AND (Q885/2>0 OR Q887/2))

Q3090 [INSERT IF NUMBER FROM Q860.=0 FOR MATCHING CODE AT Q865 INSERT
Think of a typical [INSERT ACTIVITY FROM Q865 WITH LEADING LOWER CASE] out-of-state overnight trip in 2011. If it isn't possible to think of a typical out-of-state overnight trip, consider the trip you took that was closest to your birthday. How likely would you have taken this trip if you were not able to use a [INSERT VEHICLE FROM Q702]]?

[INSERT IF Q863>0 AND CODE AT Q860=0 Think of a typical [INSERT ACTIVITY FROM Q865 WITH LEADING LOWER CASE] out-of-state overnight trip your children under 18 living in your household took in 2011. If it isn't possible to think of a typical out-of-state overnight trip, consider the trip they took that was closest to their birthday. How likely would they have taken this trip if they were not able to use a [INSERT VEHICLE FROM Q702]]?

[PN FOR Q3090/1-4 IF Q860>0 FOR MATCHING CODE AT Q865 INSERT "I" ; IF [INSERT IF Q863>0 AND CODE AT Q860=0 INSERT "They"]

- 1 I definitely would not have taken the trip
- 2 I probably would not have taken the trip
- 3 I probably would have taken the trip
- 4 I definitely would have taken the trip

BASE: HAVE TAKEN AN OUT OF STATE OVERNIGHT TRIP (Q800/2>0 AND (Q885/2>0 OR Q887/2))

Q3095 [INSERT IF NUMBER FROM Q860>0 FOR MATCHING CODE AT Q865 INSERT Regarding this particular trip, please select the statement that best describes the **primary** reason you took this trip.

[INSERT IF Q863>0 AND CODE AT Q860=0 Regarding this particular trip, please select the statement that best describes the **primary** reason your children under 18 living in your household took this trip. Please select one.]

[RANDOMIZE; SINGLE RESPONSE]

- 1 Outdoor recreation (fishing, hunting, wildlife viewing, hiking, camping, bicycling, skiing, etc.)
- 2 Enjoying the [INSERT VEHICLE] (cruising, riding for fun, sharing the time and vehicle with friends, etc.)
- 3 Attending special events (sporting events, races, shows and conferences, family reunions, etc.)

4 Other uses (Please specify) **Q3096** _____

[A]

BASE: HAVE TAKEN AN OUT OF STATE OVERNIGHT TRIP WHOSE PRIMARY PURPOSE WAS OUTDOOR RECREATION (Q800/2>0 AND (Q885/2>0 OR Q887/2) AND Q3095/1))

Q3100 [INSERT IF NUMBER FROM Q860 >0 FOR MATCHING CODE AT Q865 INSERT

Please indicate the types of recreational activities engaged on this trip. Please select all that apply.

[INSERT IF Q863>0 AND CODE AT Q860=0 Please indicate the types of recreational activities your children under 18 living in your household engaged in on this trip. Please select all that apply

[RANDOMIZE; DISPLAY IN 3 COLUMNS MULTIPLE RESPONSE]

- 1 Trail running (running on an unpaved trail)
- 2 Day hiking on an unpaved trail
- 3 Backpacking
- 4 Climbing ice or natural rock
- 5 Bicycling on a paved road for exercise, competitively or just for fun
- 6 Bicycling off road (including dirt roads, paved and unpaved trails, etc.)
- 7 Camping in an RV at a campsite or in a tent, or rustic lodge
- 8 Cross-Country skiing/Nordic skiing
- 9 Downhill skiing
- 10 Fishing
- 11 Hunting
- 12 Telemark skiing (skiing downhill with telemark bindings that allow a free-heel experience)
- 13 Snowboarding
- 14 Snowshoeing
- 15 Kayaking – Recreational/Sea/Whitewater
- 16 Rafting
- 17 Canoeing
- 18 Surfing (traditional, windsurfing & kite-surfing)
- 19 SCUBA diving
- 20 Wildlife viewing or photography
- 21 Other physically active outdoor recreation not listed here [A]

BASE: HAVE TAKEN OUT-OF-STATE OVERNIGHT TRIP ((Q885/2>0) OR (Q887/2))

Q890 To which state(s), other than your state of residence, have [IF Q860>0 FOR SAME CODE SELECTED AT Q865 INSERT “you personally”; IF Q863>0 AND CODE AT Q860=0 FOR SELECTED CODE AT Q865 INSERT “your children under the age of 18 living in your household”] taken an overnight trip to or through for the purpose of [INSERT ACTIVITY FROM Q865]? Please select all that apply.

[MULTIPLE RESPONSE]

[LIST ONLY THE 50 STATES IN ALPHABETICAL ORDER AND EXCLUDE HOME STATE FROM Q318]

BASE: HAVE TAKEN AN OVERNIGHT TRIP (Q800/2>0 OR Q803/2>0)

Q895 Now please think about all of the [INSERT ACTIVITY FROM Q865] overnight trips [IF Q860>0 INSERT “you”; IF Q860=0 FOR SAME CODE SELECTED AT Q865 THEN INSERT “your children under the age of 18 living in your household”] have taken in 2011. On a typical overnight trip, how much was usually spent on each of the following categories for [IF Q860>0 INSERT “ your immediate travel group? Your immediate group would be just you, your immediate family or friends, but not a larger group such as all members of a rally, rave or similar event.”; IF Q860=0 FOR SAME CODE SELECTED AT Q865 THEN INSERT “your children under age 18 living in your household”]?

[RANGE 0-99999]

- | | | |
|----|--|------------------|
| 6 | Food & Drink (groceries used on the trip, restaurants, bars, etc.) | \$ _ _ _ _ _ .00 |
| 7 | Transportation (fuel & oil for the trip (your motorcycle, ATV, boat, tow vehicle, etc.) Please include fuel purchased to get to your destination plus fuel used on site to power your vehicle or boat. | \$ _ _ _ _ _ .00 |
| 8 | Recreation, Entertainment and Activities (entry/access/parking fees, boat launch fees, equipment rentals, guide fees, etc.) | \$ _ _ _ _ _ .00 |
| 9 | Souvenirs, gifts, other miscellaneous | \$ _ _ _ _ _ .00 |
| 10 | Lodging - Motel, lodge, cabin, B&B, camping, etc. | \$ _ _ _ _ _ .00 |
| 11 | Other fees associated with travel, such as tolls, pump-out facilities for RVs and boats, etc. | \$ _ _ _ _ _ .00 |

BASE: HAVE TAKEN AN OVERNIGHT TRIP (Q800/2>0 OR Q803/2>0)

Q900 On a typical [INSERT ACTIVITY FROM Q865] overnight trip, how many people are usually in [IF Q860>0 INSERT “your trip party, including yourself”; IF Q860=0 FOR THE SAME CODE SELECTED AT Q865 THEN INSERT “your children’s trip party”]?

[RANGE 1-20]

|_|_|

9 In-state: Lodging – Motel, lodge, cabin, B&B, camping, etc. |_|_|_|%
10 Out-of-state: Lodging – Motel, lodge, cabin, B&B, camping, etc. |_|_|_|%
[INSERT SUM PERCENTAGE LEFT CALCULATION]

11 In-state: Other fees associated with travel, such as tolls, pump-out facilities for RVs and boats, etc. |_|_|_|%
12 Out-of-state: Other fees associated with travel, such as tolls, pump-out facilities for RVs and boats, etc. |_|_|_|%
[INSERT SUM PERCENTAGE LEFT CALCULATION]

BASE: HAS OUT OF STATE EXPENSES (Q905/2,4,6,8,10 >0)

Q697 Regarding the out-of-state expenditures in 2011, in which state, other than your state of residence, did you spend the most money [IF Q860=0 FOR SAME CODE SELECTED AT 865 THEN INSERT “ for your children under 18 living in your household]?

[PN IF ONLY 1 STATE SELECTED AT Q890 THEN AUTOFILL WITH THAT CODE]

[INSERT DROP DOWN WITH CODES Q890 THAT WERE SELECTED IN ALPHABETICAL ORDER AND ALWAYS SHOW CODE 998]

[LIST THE 50 STATES USING CODES FORM Q318 IN ALPHABETICAL ORDER]

[IF ONLY 1 STATE SELECTED AT Q890 THEN AUTO FILL WITH THAT STATE]

998 Not sure

Section 1100: WEBOGRAPHICS S

BASE: ALL US RESPONDENTS 18+

Q1100 Our next series of questions is primarily for classification purposes and will help us properly analyze responses to this survey. As you may already know, we never disclose the identity of any individual. Your answers will always be kept strictly confidential. We only report results for groups of people, not for individuals.

BASE: ALL US RESPONDENTS 18+

Q1105 On how many separate occasions would you say you watched news programs on TV during the past 30 days?

[RANGE: 0-120]

BASE: ALL US RESPONDENTS 18+

Q1110 On how many different occasions did you do vigorous physical exercise during the past 30 days?

[RANGE: 0 – 120]

BASE: ALL US RESPONDENTS 18+

Q1115 Which of these practices, if any, do you consider to be a serious violation of privacy? *<I>Please select all that apply.</I>*

[RANDOMLY ORDER]

[MULTIPLE RESPONSE]

- 6 Screening of employees for AIDS
- 7 Unsolicited phone calls for the purpose of selling products or services
- 8 The use of programs such as “cookies” to track what an individual does on the Internet
- 9 Thorough searches at airport checkpoints based on visual profiles
- 10 None of these [ANCHOR]

BASE: ALL US RESPONDENTS 18+

Q1120 Do you own a non-retirement investment account?

- 3 Yes
- 4 No

SECTION 300: DEMOGRAPHICS

BASE: ALL RESPONDENTS

Q308 [PICK QUESTION 1 - HIDDEN SELECTION FOR MANDATORY QUESTIONS]
[MULTIPLE RESPONSE]

[PROGRAMMER: IF ONLINE SURVEY AND HPOL SAMPLE (Q149/1 AND Q154/1) GET CODES 1,3,5-6,8-13,15-16 UNLESS RESEARCHER INDICATES DESELECTION. DESELECTION OF ANY CODE MUST BE APPROVED BY THE SURVEY DESIGN TEAM. IF ONLINE SURVEY AND NON-HPOL SAMPLE (Q149/1 AND Q154/2) OR PHONE SURVEY (Q149/2) GET CODES DETERMINED BY RESEARCHER. IF U.S. AND PHONE SURVEY (Q264/244 AND Q149/2) GET CODES ,3, 8, 11, 12, 13 ELSE GET CODES SELECTED BY RESEARCHER.]

- 19 GEOGRAPHICAL REGION (STATE/PROVINCE/REGION) (Q318)
- 20
- 21 ZIP/POSTAL CODE (Q325-Q328)
- 22
- 23 INTERNET USAGE (Q350)
- 24 SEQUENTIAL EMPLOYMENT (Q398-Q410)
- 25
- 26 EDUCATION (Q434-Q437)
- 27 SCHOOL LOCATION (Q440)
- 28 PARENTAL EDUCATION (Q444,Q446)
- 29 INCOME (Q450-Q466)
- 30 HISPANIC ORIGIN (Q474)
- 31 ETHNICITY (Q478-Q485)
- 32
- 33 SWEEPSTAKES (Q510-514,Q354)
- 34 SURVEY EVALUATION (Q516,Q522)
- 35
- 97 NONE E;

BASE: ALL RESPONDENTS

Q310 [PICK QUESTION 2 - HIDDEN SELECTION FOR OPTIONAL QUESTIONS]

[PROGRAMMER: GET CODE 99 UNLESS RESEARCHER NOTES OTHERWISE.]
[MULTIPLE RESPONSE]

- 6 OPTIONAL BATCH 1 – HOUSEHOLD QUESTIONS (Q364, Q368, Q372)
- 7 OPTIONAL BATCH 2 – HOUSEHOLD QUESTIONS AND YEAR OF BIRTH OF CHILDREN (Q364, Q368, Q372, Q376-Q381)
- 8) PLACEHOLDER
- 9 OPTIONAL BATCH 4 – EMPLOYMENT AND INVESTABLE ASSETS QUESTIONS (Q424,Q428, Q470)
- 10 OPTIONAL BATCH 5 – SEXUAL ORIENTATION QUESTIONS (Q498, Q500, Q504)
- 11 OPTIONAL BATCH 6 - INTERNET CONNECTION (Q336-Q346)
- 12 OPTIONAL BATCH 7 - LANGUAGE FOR WEIGHTING (Q492)
- 13 OPTIONAL BATCH 8 - HOUSEHOLD TELEPHONES (Q358.Q360)
- 14 OPTIONAL BATCH 9 - SOCIAL CLASS (Q414,Q417,Q421)
- 15 OPTIONAL BATCH 10 - SPOKEN HH LANGUAGE (Q488-Q490)
- 99 OPTIONAL QUESTIONS E;

ISQ – IN SURVEY QUALITY METRICS

BASE: ALL QUALIFIED RESPONDENTS Q99/1

Q229 BEHIND THE SCENES QUESTION TO DETERMINE WHICH ISQ METRIS WILL BE USED IN SURVEY

[PN: PLEASE SELECT CODES 1]

- 1 – MINIMUM LOI
- 2 – INCORRECT RESPONSE TO RESPONDENT INSTRUCTION
- 3 - IDENTIFY RESPONDENTS WHO STRAIGHT-LINE THROUGH GRID QUESTIONS
- 4 - LESS THAN 5 CHARACTERS AT OPEN-END RESPONSE
- 5 – ILLOGICAL RESPONSE TO SURVEY QUESTIONS

BASE: MINIMUM LOI Q229/1

Q230 LENGTH OF INTERVIEW (LOI) COMPUTE

[PM/RESEARCHER: THIS IS A BEHIND THE SCENES COMPUTE]

[CALCULATE THE LOI AS TIME TAKEN FOR THE ENTIRE SURVEY (Q258 TO END OF SURVEY) – Q119 – Q112]

BASE: : MINIMUM LOI Q229/1

Q231 LENGTH OF INTERVIEW (LOI) TEST

[SURVEY PROGRAMMER WILL CALCULATE MINIMUM LOI BASED UPON CHART].

PROGRAMMER NOTE – IS LOI (Q230) LESS THAN xx MINUTES (MINIMUM LENGTH) GET CODE 1 OTHERWISE GET CODE 2

- 1 YES
- 2 NO

BASE: RESPONDENT INSTRUCTION Q229/2

Q232 RESPONDENT INSTRUCTION

[PM/RESEARCHER: IF YOU HAVE ADDED A QUESTION INTO THE SURVEY WITH A BASE OF ALL QUALIFIED RESPONDENTS GIVING THE RESPONDENT AN INSTRUCTION TO FOLLOW, SHOW THE QUESTION NUMBER AND THE CORRECT RESPONSE TO THE INSTRUCTION BELOW]

PROGRAMMER NOTE – DID THE RESPONDENT ANSWER THE QUESTION INCORRECTLY (NOT QXXX/X) GET CODE 1 OTHERWISE GET CODE 2

- 1 YES

2 NO

BASE: STRAIGHT LINING Q229/3

Q235 STRAIGHT LINING

[PM/RESEARCHER: SELECT A QUESTION IN THE SURVEY WITH A BASE OF ALL QUALIFIED RESPONDENTS THAT HAS A GRID RESPONSE. A GRID OF 15 RESPONSES OR MORE IS BEST BUT ANY GRID WITH MORE THAN 5 RESPONSES WILL WORK. THIS QUESTION WILL FLAG IF THE RESPONDENT HAS GIVEN THE SAME RESPONSE TO ALL OF THE RESPONSES IN THE GRID. IDENTIFY THE QUESTION NUMBER OF THE GRID BELOW]

PROGRAMMER NOTE – DID THE RESPONDENT STRAIGHT LINE AT QXXX

[PN: GET CODE 1 IF THE RESPONDENT STRAIGHT LINED AT QXXX]

1 YES
2 NO

BASE: INCOMPLETE RESPONSE AT OPEN END Q229/4

Q236 INCOMPLETE RESPONSE AT OPEN END

[PM/RESEARCHER: IDENTIFY A MANDATORY OPEN END QUESTION WITHIN THE QUESTIONNAIRE WITH A BASE OF ALL QUALIFIED RESPONDENTS. IF THE RESPONDENT GIVES LESS THAN 5 CHARACTERS AS A RESPONSE, IT WILL BE FLAGGED AT THIS QUESTION]

PROGRAMMER NOTE – DID RESPONDENT PROVIDE A RESPONSE OF LESS THAN 5 CHARACTERS AT QXXX

[PN: GET CODE 1 IF THE RESPONDENT PROVIDED LESS THAN 5 CHARACTERS AT QXXX] OTHERWISE GET CODE 2

1 YES
2 NO

BASE: ILLOGICAL CHOICE COMBINATION Q229/5

Q238 ILLOGICAL CHOICE COMBINATION

[PM/RESEARCHER: IDENTIFY TWO QUESTIONS WITHIN THE SURVEY WITH A BASE OF ALL QUALIFIED RESPONDENTS THAT CONTAIN RESPONSES THAT CONTRADICT EACH OTHER. IDENTIFY THE QUESTION AND THE RESPONSES THAT WOULD CONTRADICT EACH OTHER BELOW]

PROGRAMMER NOTE – DID RESPONDENT PROVIDE AN ILLOGICAL RESPONSE AT QXXX AND QXXX

[PN: GET CODE 1 IF RESPONDENT INDICATED QXXX/X AND QXXX/X]

- 1 YES
- 2 NO

BASE: ISQ USED Q229/1-5

Q239 INDICATE WHICH QUALITY CHECKS FAILED
[MULTIPLE RESPONSE]

[PN:GET CODE 1 IF Q231/1, GET CODE 2 IF Q232/1, GET CODE 3 IF Q235/1, GET CODE 4 IF Q236/1, GET CODE 5 IF Q238/1]

- 1 – MINIMUM LOI
- 2 – INCORRECT RESPONSE TO RESPONDENT INSTRUCTION
- 3 - IDENTIFY RESPONDENTS WHO STRAIGHT-LINE THROUGH GRID QUESTIONS
- 4 - LESS THAN 5 CHARACTERS AT OPEN-END RESPONSE
- 5 – ILLOGICAL RESPONSE TO SURVEY QUESTIONS

BASE: ISQ USED Q229/1-5

Q240 INDICATE WHICH QUALITY CHECKS FAILED
[SINGLE RESPONSE]

[PN: GET CODE 1 IF Q239 NUMBER OF ANSWERS IS 1, GET CODE 2 IF Q239 NUMBER OF ANSWERS IS 2, GET CODE 3 IF Q239 NUMBER OF ANSWERS IS 3, GET CODE 4 IF Q239 NUMBER OF ANSWERS IS 4 GET CODE 5 IF Q239 NUMBER OF ANSWERS IS 5. GET CODE 6 IF Q239 NUMBER OF ANSWERS IS 0.]

- 1 FAILED ONE
- 2 FAILED TWO
- 3 FAILED THREE
- 4 FAILED FOUR
- 5 FAILED FIVE
- 6 FAILED NONE

[PM/RESEARCHER: IF FOUR OR FEWER CHECKS, RESPONDENT MUST FAIL ALL TO BE REMOVED (I.E. IF YOU HAVE ONLY TWO CHECKS RESPONDENT MUST FAIL BOTH). IF FIVE ISQ CHECKS RESPONDENT MUST FAIL AT LEAST FOUR TO BE REMOVED. PLACE THE NUMBER OF FAILURES NEEDED TO BE REMOVED AT Q59/998]

[PM/RESEARCHER: Q59 IS A STANDARD QUESTION NUMBER FOR CAPTURING FINAL DISPOSITION DATA. DO NOT RENUMBER. THE LABELS ON THE CODES BELOW WILL BE SHOWN IN THE ICW SAMPLE DISPOSITION REPORTS. SURVEY PROGRAMMING WILL COMPLETE THIS QUESTION EXCEPT FOR CODE 998 FOR ISQ FAILS.]

BASE: ALL RESPONDENTS

Q59 STATUS OF RESPONDENT (LABELS ALSO USED IN ICW SAMPLE DISPOSITION REPORTS)

- 29 OVER QUOTA (Q670/1)
- 41 SCREENER REFUSAL #1 (NOT 18= Q280/NE 18+)
- 42 SCREENER REFUSAL #2 (NOT US RESIDENT Q264/NE 244)
- 43 SCREENER REFUSAL #3 (NO ACTIVITY Q625 AND Q635/NE 1-6, 8-10)
- 44 SCREENER REFUSAL #4 (DOES NOT SPEND Q630 AND Q635/NE 1-6, 8-10)45
- 996 FAILED DIGITAL FINGERPRINTING (isdup/1)
- 998 FAILED ISQ CHECKS (Q240/1)
- 999 COMPLETE (INSERT DEFINITION THAT MATCHES Q60/1 BELOW)

BASE: ALL RESPONDENTS

Q60 STATUS OF RESPONDENT (DOES NOT APPEAR ON SCREEN)

- 1 QUALIFIED RESPONDENTS, QUOTA OPEN (Q650/1) AND (Q660/2,3 AND Q670/2,3)
- 2 PARTIALLY QUALIFIED, QUOTA OPEN
- 3 QUALIFIED RESPONDENTS, QUOTA CLOSED (Q650/1) AND ((Q670/1)OR Q660/1))
- 4 PARTIALLY QUALIFIED RESPONDENTS, QUOTA CLOSED
- 5 ISQ/DF FAILS [PN: IF Q59/996 or 998 CODE AS Q60/5 – DO NOT GRANT HI POINTS]
- 6 NOT QUALIFIED (650/2)

[PM/RESEARCHER: IF YOU NEED TO CUSTOMIZE WORDING ON EITHER THE THANK YOU OR SUSPEND PAGES FROM THE DEFAULT SETTINGS, NOTIFY THE PROGRAMMER HERE.]

[PN: PLEASE USE CUSTOM WORDING FOR HPOL RESPONDENTS WHO FAIL ISQ (Q59/998 AND Q60/5 AND Q75/1)]

‘Thank you for your interest in this study. However, our quality checks have determined that your survey participation was of poor quality. As such, you will not receive HI points for your participation.’

[PN: FOR RESPONDENTS WHO FAIL THE DIGITAL FINGERPRINTING QUESTIONS BECAUSE THEY’VE ALREADY TAKEN THE SURVEY, PLEASE DISPLAY THE FOLLOWING ON THEIR END PAGE AND DISPLAY THE LINK TO THE CORPRATE WEBSITE: (Q59/996 AND Q60/5)

'Thank you for your interest in this survey. Our records indicate that you have already participated in this study.'

[PN: PLEASE USE CUSTOM WORDING FOR ALL OTHER RESPONDENTS WHO FAIL ISQ (Q59/998 AND Q60/5 AND Q75/N1)]

'Thank you for your interest in this study.'