

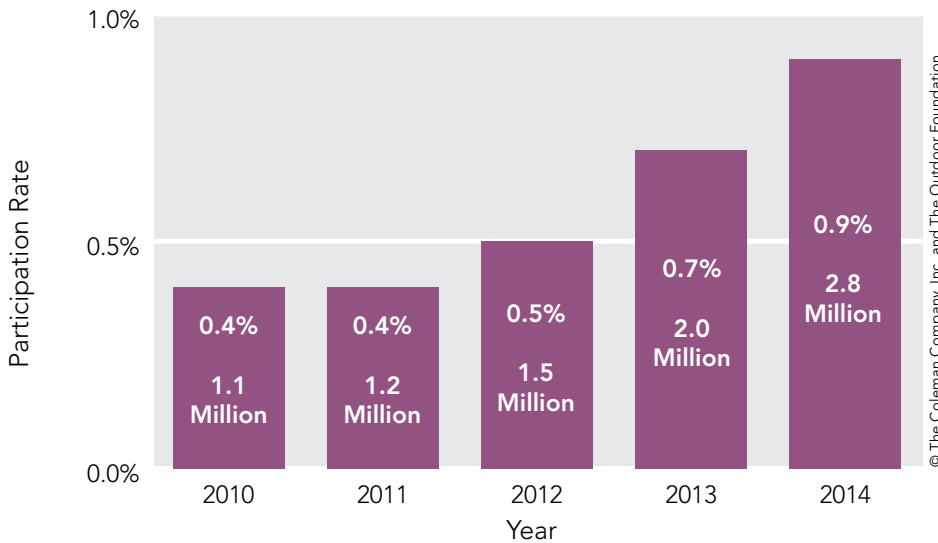
# STAND UP PADDLING

Stand up paddling continues to increase in popularity. In 2014, 2.8 million Americans, almost 1 percent of the population, participated in stand up paddling. These participants averaged 5 annual outings each, making a total of 13.7 million outings last year.

Participation increased among all age groups. Like rafting, it is most popular among teenagers. More than three-quarters of these teen participants are male.

Twenty-six percent of participants live in the Pacific region of the United States.

**Participation in Stand Up Paddling**  
All Participants, Ages 6+

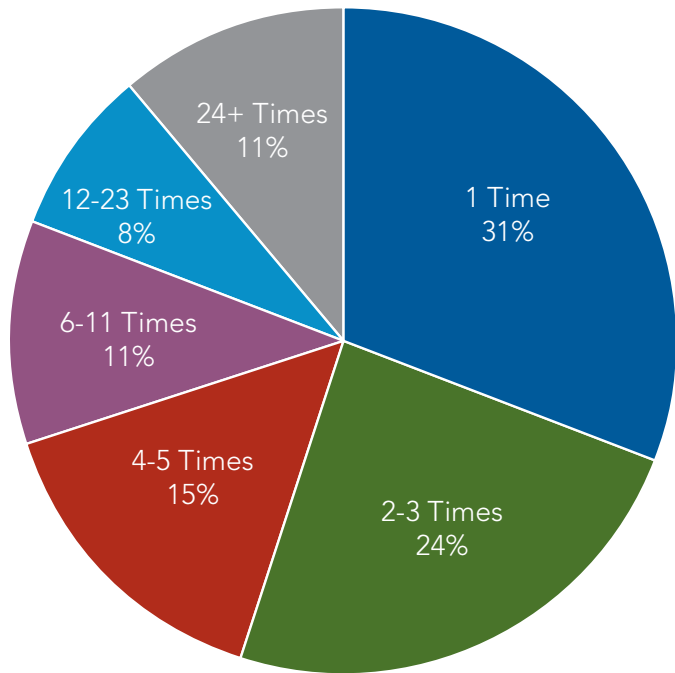


# Annual Outings

In 2014, stand up paddlers made a total of 13.7 million annual outings.

# 5.0 days

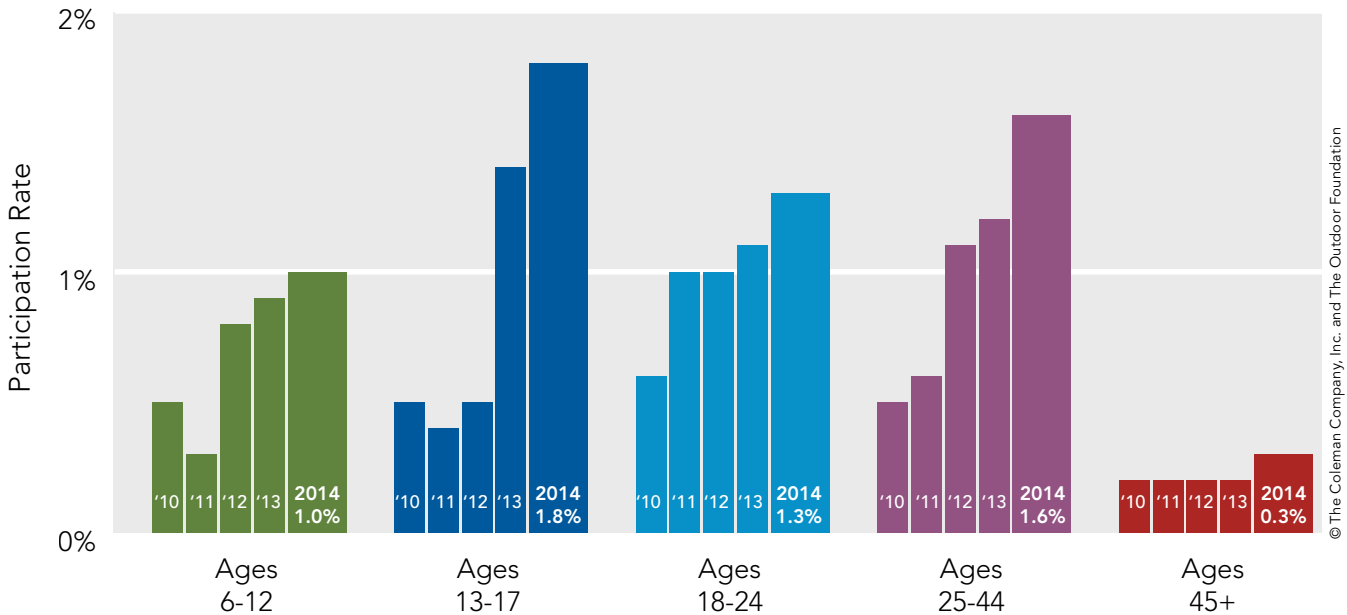
Stand up paddlers made an average of 5 outings each in 2014.



© The Coleman Company, Inc. and The Outdoor Foundation

### Participation in Stand Up Paddling by Age

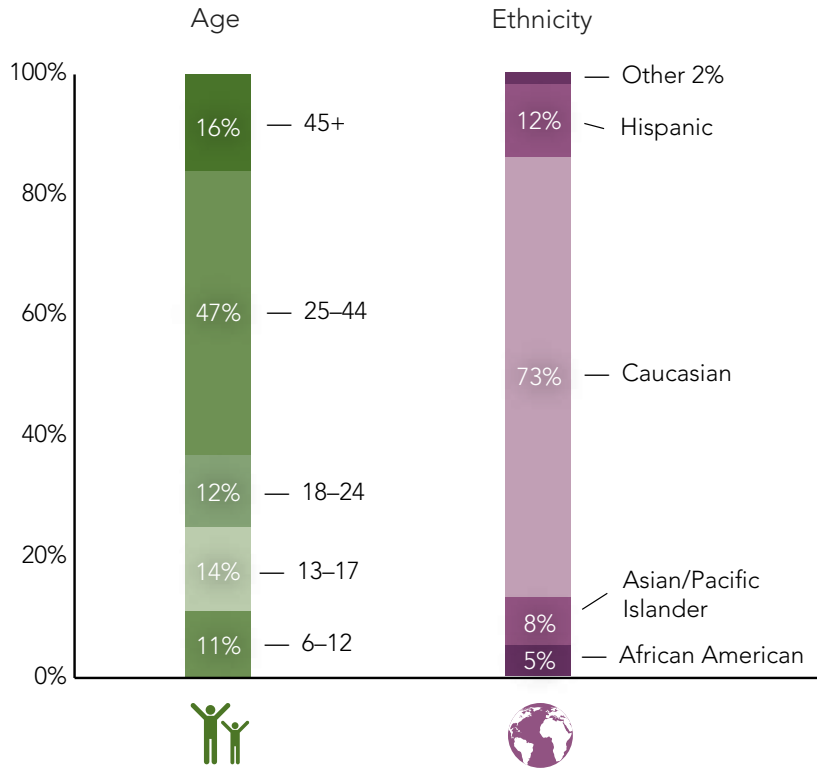
Years 2010-2014



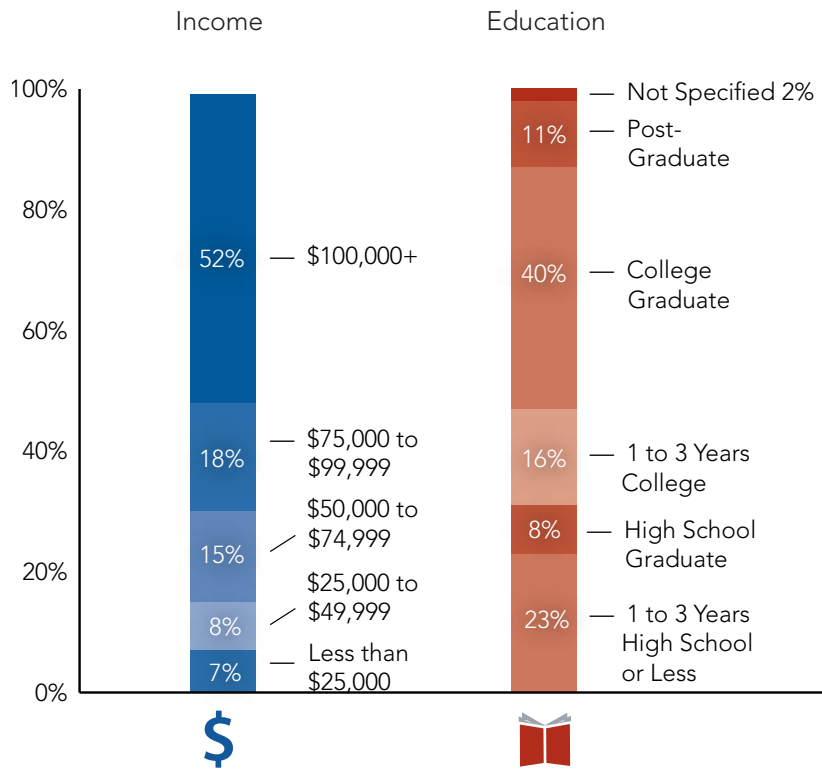
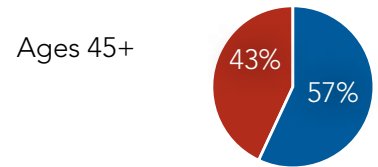
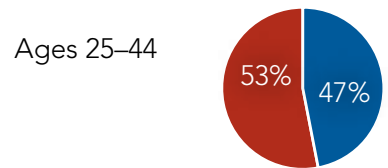
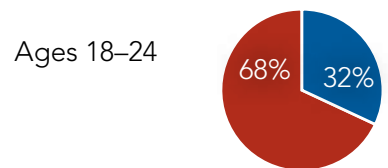
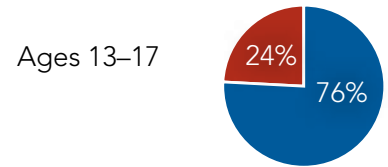
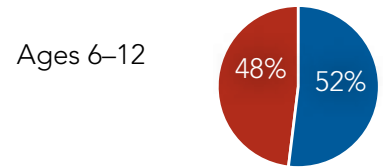
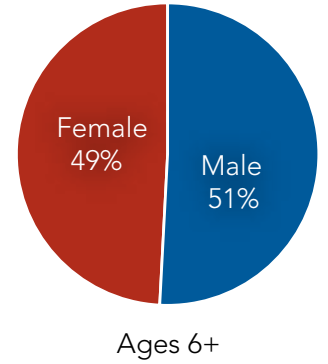
© The Coleman Company, Inc. and The Outdoor Foundation

# Demographics

Division of Stand Up Paddling Participants by Demographic



Participation in Stand Up Paddling by Gender

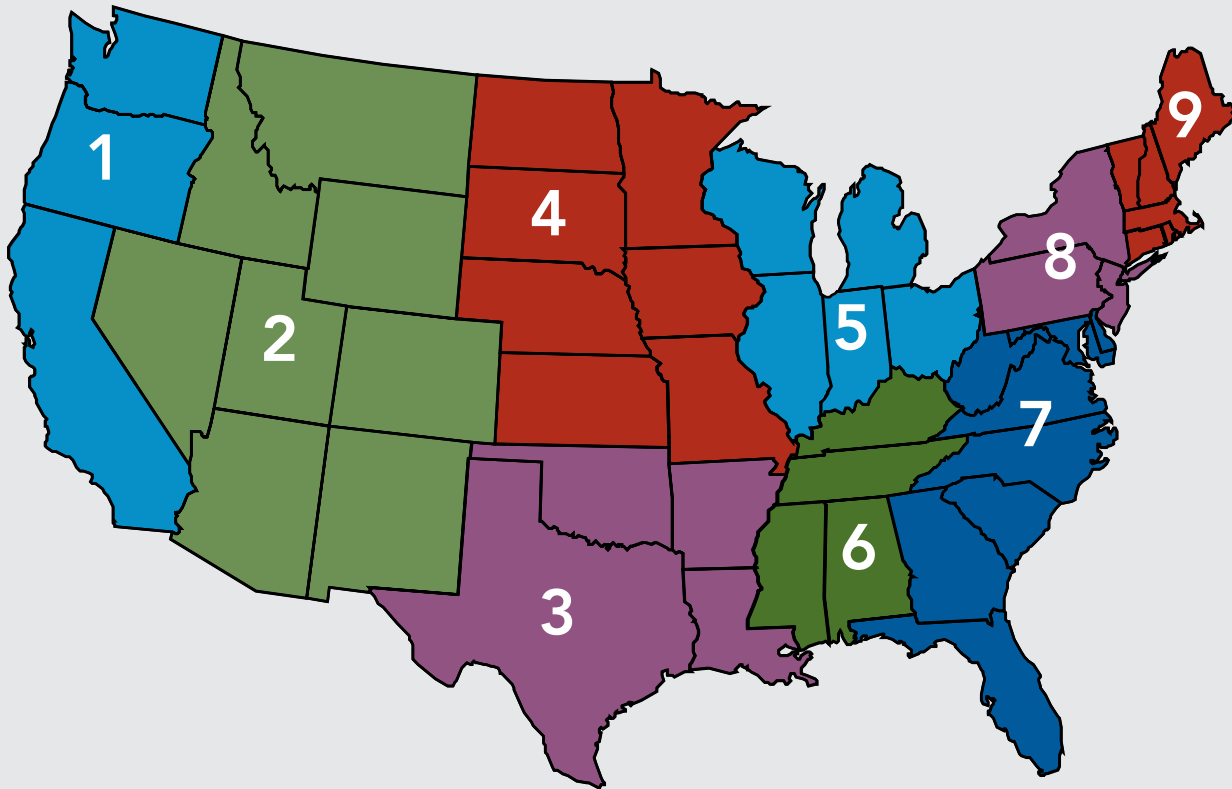


© The Coleman Company, Inc. and The Outdoor Foundation

© The Coleman Company, Inc. and The Outdoor Foundation

## Participation in Stand Up Paddling by Census Region

All Americans, Ages 6+



### 1 Pacific

Participation Rate: 2%  
Percent of US Participants: 26%

### 2 Mountain

Participation Rate: 1%  
Percent of US Participants: 8%

### 3 West South Central

Participation Rate: 1%  
Percent of US Participants: 9%

### 4 West North Central

Participation Rate: 1%  
Percent of US Participants: 5%

### 5 East North Central

Participation Rate: 1%  
Percent of US Participants: 12%

### 6 East South Central

Participation Rate: 0.4%  
Percent of US Participants: 3%

### 7 South Atlantic

Participation Rate: 1%  
Percent of US Participants: 20%

### 8 Middle Atlantic

Participation Rate: 1%  
Percent of US Participants: 13%

### 9 New England

Participation Rate: 1%  
Percent of US Participants: 5%

*Participation Rate by Region looks at participation within a geographic area. It refers to the what percentage of each region's population participates.*

*Percent of US Participants compares each region's participation to one another. It illustrates which regions have the highest participation rates within the US.*

# MOTIVATIONS

Identifying the motivations of paddling participants helps understand paddlers and ultimately grow the sport. A majority of

paddlers, regardless of category, get outside to get exercise. Being with family and friends is the second most popular answer

among all paddlers, except stand up paddlers. These participants consider keeping physically fit the second biggest motivator.

## What Gets Paddlers Outdoors?

	Kayakers (All)	Rafters	Canoers	Stand Up Paddlers
Get exercise	72%	63%	68%	73%
Be with family/friends	59%	55%	65%	59%
Keep physically fit	58%	49%	55%	62%
Observe the scenic beauty	57%	47%	56%	52%
Be close to nature	56%	45%	60%	50%
Enjoy the sounds/smells of nature	51%	49%	55%	43%
Experience excitement/adventure	49%	52%	55%	39%
Get away from the usual demands	48%	43%	53%	42%
Develop my skills/abilities	42%	40%	44%	35%
Be with people who enjoy the same things I do	40%	42%	45%	47%
Gain a sense of accomplishment	33%	31%	35%	23%
Experience solitude	33%	31%	33%	24%
Gain a sense of self-confidence	29%	26%	27%	21%
Be with people who share my values	27%	28%	30%	28%
Because it's cool	22%	25%	23%	21%
Talk to new/varied people	15%	19%	19%	10%
Other	6%	8%	5%	0%

© The Coleman Company, Inc. and The Outdoor Foundation



# ENGAGEMENT

Adult paddlers, ages 25 to 44, are the most likely participants to describe themselves as paddling fanatics. That age group is also

the most likely to say they are “hooked” on paddlesports. When comparing genders, female participants are the most likely to

describe themselves as fanatics, while males are the most likely to describe themselves as hooked on the sport.

## What Type of Paddler Are You?

	Ages 6-12	Ages 13-17	Ages 18-24	Ages 25-44	Ages 45+
<i>I'm a fanatic. I love being outside and it's my favorite activity.</i>	6%	17%	11%	46%	20%
<i>I'm "hooked." It's one of my favorite things to do.</i>	16%	14%	9%	33%	28%
<i>I'm a "casual" participant. It's one of several ways I like to spend my time.</i>	13%	10%	2%	37%	38%
<i>It's OK, but I most often chose to do something else.</i>	5%	12%	8%	44%	31%
<i>I don't really consider myself a participant. I go at the urging of others.</i>	18%	12%	10%	41%	19%

© The Coleman Company, Inc. and The Outdoor Foundation

	Male	Female
<i>I'm a fanatic. I love being outside and it's my favorite activity.</i>	41%	59%
<i>I'm "hooked." It's one of my favorite things to do.</i>	59%	41%
<i>I'm a "casual" participant. It's one of several ways I like to spend my time.</i>	61%	39%
<i>It's OK, but I most often chose to do something else.</i>	59%	41%
<i>I don't really consider myself a participant. I go at the urging of others.</i>	47%	53%

# Method

Each year the Physical Activity Council (PAC) carries out the largest sports participation study in the USA. During January and February of 2014 a total of 10,778 online interviews were carried out with a nationwide sample of individuals and households from the US Online Panel of over one million people operated by Synovate/IPSOS. A total of 5,067 individual and 5,711 household surveys were completed. The total panel is maintained to be representative of the US population for people ages six and older. Over sampling of ethnic groups took place to boost response from typically under responding groups.

The 2015 participation survey sample size of 10,778 completed interviews provides a high degree of statistical accuracy. All surveys are subject to some level of standard error — that is, the degree to which the results might differ from those obtained by a complete census of every person in the US. A sport with a participation rate of five percent has a confidence interval of plus or minus 0.21 percentage points at the 95 percent confidence level. This translates to plus or minus four percent of participants.

A weighting technique was used to balance the data to reflect the total US population ages six and above. The following variables were used: gender, age, income, household size, region, population density and panel join date. The total population figure used was 292,064,000 people ages six and older.

## Youth Interviews

All interviews of children under 13 were carried out following the guidelines set out in the Children's

Online Privacy Protection Act of 1998 (COPPA). No children were contacted directly. The panel is a balanced sample of households with children in each age group, but contact is always made through designated adult panelists. The adult panelist receives the survey invitation on behalf of a specified child, age six to 12, and they are asked to complete the survey together. Respondents ages 13 to 17 are contacted in a manner similar to respondent's age six to 12, but they are asked to complete the survey themselves.

## Disclaimer

The data contained in this report is for information purposes only. While The Outdoor Foundation and The Coleman Company, Inc. have made every effort to collect and report accurate information, neither The Outdoor Foundation nor The Coleman Company, Inc. makes any representation or warranty of any kind, express or implied, about the completeness, accuracy, reliability, suitability or availability with respect to this report or the information or related graphics contained herein. Any reliance you place on such information is therefore strictly at your own risk. In no event will The Outdoor Foundation or The Coleman Company, Inc. be liable for any loss or damage, including without limitation, indirect or consequential loss or damage, or any loss or damage whatsoever arising from loss of profits arising out of, or in connection with, the use of this report. Reproduction, distribution, republication, and/or retransmission of material contained within this report is prohibited without the prior written permission of The Outdoor Foundation or The Coleman Company, Inc.

**The Coleman Company, Inc.**  
1767 Denver West Blvd,  
Golden, CO 80401  
[www.coleman.com](http://www.coleman.com)



is a registered trademark of  
The Coleman Company, Inc.



is a registered trademark of  
The Coleman Company, Inc.



is a registered trademark of  
The Coleman Company, Inc.

**The Outdoor Foundation**  
419 7th Street NW  
Suite 401  
Washington, DC 20002  
202.271.3252  
[www.outdoorfoundation.org](http://www.outdoorfoundation.org)



is a registered trademark of  
The Outdoor Foundation.

© 2015, All Rights Reserved

A Partnership Project  
of:

