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NRPA Calls for All People to Set New Trends and Get Outdoors Daily Starting this July
New survey shows nearly three in ten U.S. adults do not spend time outside on a daily basis

ASHBURN, VA – June 26, 2014 – If you are feeling cramped and as if you don’t get enough time outdoors, you are not the only one. Nearly three in ten U.S. adults do not spend time outdoors on a daily basis according to a new national survey released today by the National Recreation and Park Association (NRPA) and conducted by Ipsos Public Affairs. Additionally, when adults do get outdoor time, it is relatively short with nearly half (47 percent) spending 30 minutes or less in the fresh air. That finding is especially true among younger adults age 35 and under (56 percent) when compared to older populations.

When asked what prevents adults from getting more time outdoors, the top barriers identified include work (35 percent), technology such as tablets and smartphones (20 percent), and watching TV (19 percent).

“Time outdoors is good for our health, happiness, and overall wellbeing yet these findings indicate adults are putting their priorities elsewhere,” says Barbara Tulipane, President and CEO of NRPA. “Community parks and recreation are leaders in getting more people outdoors and active. They are the perfect place for people to reset their priorities and make outdoor time a regular part of their daily routine.”

A promising finding from the survey is that most people are willing to make concessions to get more time outdoors. Nearly half of all adults (46 percent) are willing to give up or watch less TV and nearly two in ten people (19 percent) say they would trade in or spend less time on their smartphones to head outdoors.

July is the national celebration of Park and Recreation Month and NRPA is calling all people to take action and set new trends when it comes to getting time outdoors. The theme for the month, “OUT is IN,” encourages individuals, families, friends and coworkers to change their outlook, get outdoors and get involved in the community. From picnicking in the park instead of sitting inside at a table to sending an email or even holding a meeting outside, July is the time to do something outside everyday that normally is done inside.

Adults that do get time outdoors identified activities they enjoy. This includes getting active through sports and exercise (54 percent), social activities such as spending time with family (54 percent), and experiencing nature (53 percent). Community parks and recreation provide the opportunity to engage in all of these activities on a regular basis and are where all people – adults

and children alike – can connect with the outdoors, get active and get more deeply involved in the community at-large.

Park and Recreation Month will be celebrated in local parks through a variety of initiatives, events and activities. A list of participating park and recreation locations can be found at www.NRPA.org/july.

In addition to visiting parks and recreation areas and getting outdoors, NRPA is launching a 31-day “OUT is IN” challenge for people to try to do one typical indoor activity outside everyday in July. People can capture their outside activity with a photo and post it on Twitter and Instagram with the hashtag #JulyOUTisIN. NRPA will award a daily prize at random to a Twitter or Instagram follower who posts a photo with the hashtag #JulyOUTisIN.

For more about the survey, challenge and to find Park and Recreation Month events visit www.nrpa.org/july. Join the conversation on Twitter using #JulyOUTisIN.

About the Survey

These findings are a result of an Ipsos poll conducted May 2-5, 2014. For the survey, a national sample of 1,005 adults aged 18 and older from Ipsos’ U.S. online panel was interviewed online, including 991 who typically go outside at least once a week. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the U.S. adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of 1,005 and a 100 percent response rate would have an estimated margin of error of +/- 3.1 percentage points 19 times out of 20 of what the results would have been had the entire adult population of adults aged 18 and older in the United States had been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

The National Recreation and Park Association is a national not-for-profit organization dedicated to advancing park, recreation and conservation efforts that enhance quality of life for all people. Through its network of 40,000 recreation and park professionals and citizens, NRPA encourages the promotion of healthy and active lifestyles, conservation initiatives and equitable access to parks and public space. For more information, visit www.nrpa.org. For digital access to NRPA’s flagship publication, Parks & Recreation, visit www.parksandrecreation.org.

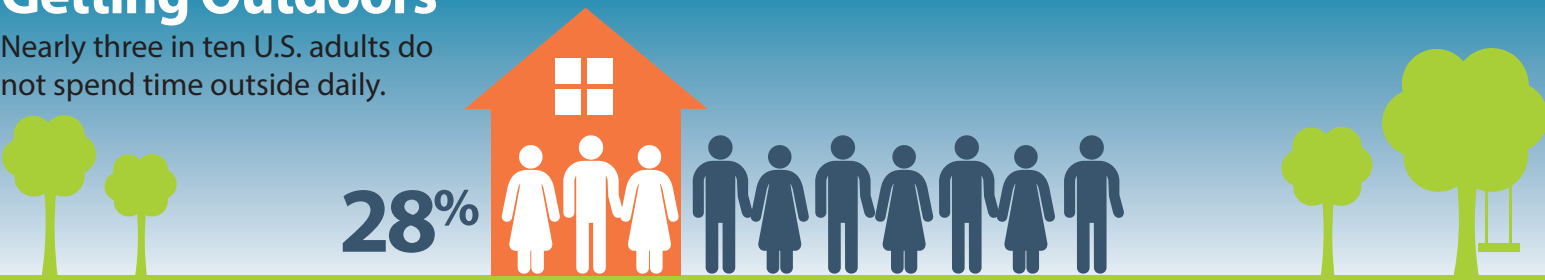
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Enough Outdoor Time? *Think again.*

Opinions and behaviors adults in the United States have around getting outdoor time on a regular basis

Getting Outdoors

Nearly three in ten U.S. adults do not spend time outside daily.



Time Spent Outdoors

Of those adults heading outside, quick jaunts are popular.

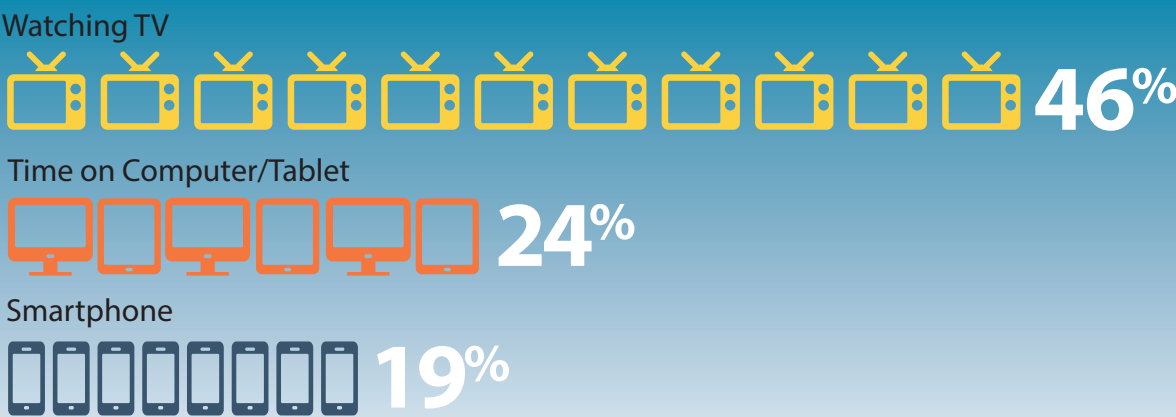


What's Getting in the Way of More Outdoor Time?



Give it Up!

What adults are willing to give up or do less of to get more time outdoors.



What Adults Like to Do Outside

