



NRPA's Park and Recreation Month OUT is IN Survey National Findings

During Park and Recreation Month, the National Recreation and Park Association (NRPA) is encouraging all people to visit their parks and recreation areas to get OUTdoors, change their OUTlook and get INVolved in their community. NRPA's "OUT is IN" survey, conducted by Ipsos Public Affairs, explores the opinions and behaviors adults in the United States have around getting outdoor time on a regular basis. The survey also explores the general outdoor activities that are of interest and the barriers adults have to getting more outdoor time.

Getting OUTdoors

In the outdoors people can get active, connect with nature and develop an appreciation for the environment, and even improve their mental health and reduce stress. While it is generally understood that spending time outdoors is good for all people, many aren't taking advantage of what's around them. Park and Recreation Month is a great time to bust this trend and set goals to get outside every day.

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

- Just over one in ten (12 percent) go outside nearly every day and 8 percent typically do so three to four times a week.
- In an average week, six percent of adults only go outside once or twice.
- Nearly three quarters of adults (72 percent) report that they go outside at least once a day.
- Two percent of U.S. adults never go outside.

Time OUTdoors

Of those adults that are going outside, time spent is relatively short. What's more, younger adults – those 35 and under – are spending less time outdoors when compared to older adults.

Almost half of adults spend less than 30 minutes when they venture outdoors

- One in fifteen (6 percent) spend less than five minutes outside.
- Thirteen percent spend 5 to 10 minutes outside.
- Nearly a quarter of adults (22 percent) typically spend at least 30 minutes outside.
- A third of adults (31 percent) that do go outside say they spend over an hour outdoors.
- Thirty-eight percent of those aged 55 and over spend at least an hour outside compared to 25 percent of those under 35.



Barriers to the OUTdoors

Americans are faced with different barriers when it comes to getting more time outdoors. A variety of technology as well as common commitments, such as work, were most frequently cited as top barriers to outdoor time. However, people are also likely to make some concessions in order to get more outdoor time and were able to identify what they would give up or use less of to do so.

More than a third (35 percent) of adults say work prevents them from getting more outdoor time

- Two in ten (20 percent) cite spending time on their computer, tablet or smartphone as a barrier to outdoor time.
- Watching TV (19 percent) is another barrier to more outdoor time for one in five adults.
- When compared to those that are older, the under 35 set are more likely to say that their computer, tablet or phone is a barrier (25 percent) to spending more time outside, in addition to work being a barrier (43 percent).

Television, a top barrier, is a top concession for more time enjoying the outdoors

- Nearly half (46 percent) say that they would be willing to give up or spend less time watching TV.
 - Midwesterners are even more eager to give up TV to get more outdoor time (52 percent) when compared to other regions of the country.
 - Fifty percent of those under 35 would also reduce or give up time watching television for more time outdoors.
- A quarter of adults are willing to scale back time spent on the computer or tablet (24 percent).
- Nearly two in ten (19 percent) would trade in or use less of their smartphone for more time outdoors.
 - Adults in the South are more likely to give up or use less of their smartphones (23 percent) to get more outdoor time when compared to other regions.

Top OUTdoor Activities

When adults do get to spend time outdoors, most enjoy activities that epitomize the leadership role parks have in creating healthy lifestyles, promoting conservation and environmental awareness, and fostering a stronger sense of community.

- More than half (54 percent) enjoy social activities such as hanging out, spending time with family and attending festivals outdoors.
- Similarly, getting active in the outdoors through sports, exercise and play is popular (54 percent).
- Majorities (53 percent) also say experiencing nature and gardening is enjoyable.
- Regionally there are some differences, however,
 - In the South (56 percent) and the Midwest (57 percent), time with family is the preferred activity outdoors;



- In the West, six in ten (61 percent) say experiencing nature and gardening is what they enjoy; and
- In the Northeast, sports and exercise is a leading activity (57 percent).

To access the survey findings, visit www.nrpa.org/july. Join the conversation on Twitter at #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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