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**Off-Highway Vehicle Recreation in the
United States and its Regions and States:
An Update National Report from the National Survey
on Recreation and the Environment (NSRE)**

This is a RECSTATS Research Report in the IRIS Series¹

February, 2008¹

This report is provided to aid interested individuals and organizations gain access to statistics describing Off-Highway Vehicle (OHV) recreational use and users in the United States. The source of these statistics is the National Survey on Recreation and the Environment. Text has been kept to a minimum. The focus is on tabulated statistics in the numerous tables within.

¹ The Internet Research Information Series (**IRIS**) is an internet accessible science report series covering outdoor recreation statistics (**RECSTATS**), wilderness research (**WILDERNESS**) and other human-dimension and demographics research (**DEMOSTATS**) related to natural resources. This research is a collaborative effort between the USDA Forest Service's Southern Research Station and its Forestry Sciences Laboratory in Athens, Georgia; the University of Georgia in Athens; and the University of Tennessee in Knoxville, Tennessee.

**Off-Highway Vehicle Recreation in the
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A National Report from the National Survey on
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February, 2008

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Off-Highway Vehicle Recreation in the United States and its Regions and States: A National Report from the National Survey on Recreation and the Environment (NSRE)

Introduction

This report was prepared as an update to one released in 2005 to support the work of the Forest Service's National Off-Highway Vehicle (OHV) Policy & Implementation Teams. Portions of the introductory text to this report are similar to the previous report because it is an update. The source of data is the National Survey on Recreation and the Environment (NSRE). NSRE data were collected between the fall of 1999 and mid-December, 2007. More about the NSRE can be found later in this report and at the following web site, www.srs.fs.fed.us/trends. Readers may note that detailed statistics describing off-highway vehicle users can be found in the Tables in the **Appendix** to this report. Tables are hyperlinked to the text and to the table of contents.

The focus of this report is on tabulated statistics describing off-highway driving of motor vehicles as a recreational activity. We will refer to "off-highway" use to capture a broad band of motorized land-based uses that include backcountry roads, trails and cross-country riding. The report and tables included are provided as a self-help tool to aid interested parties in obtaining descriptive NSRE statistics about OHV users. Thus, extended text descriptions of the OHV user statistics presented in this report's tables are not provided here. Text descriptions focusing on particular aspects of OHV recreation will be provided in later publications.

The NSRE is a collaborative project between Forest Service Research and Development, the University of Georgia, and the University of Tennessee. Many other agencies and organizations also are partners in sponsoring the NSRE.

The Off-Highway Motorized Issue and Forest Service Regulations

In July of 2004, the USDA Forest Service published its draft rule regarding management of motorized vehicle use on National Forests. This draft rule addressed where and how off-highway vehicle (OHV) recreation use may occur. It tasked National Forest managers with examining and implementing clear and consistent agency policy concerning OHV uses.

There has been considerable continuing concern about cross-country motorized vehicle use on National Forests, and as well on other public lands. The Chief of the Forest Service has noted that unmanaged recreation use, including motorized use, is one of the top four threats to the management and health of National Forests. Growing unmanaged recreation in recent years

pushed the Agency toward a major effort to revise the Forest Service's guidelines and regulations for OHV management. The concerns were not only for the OHV use itself, but also for its effects on the condition of forest lands and wildlife, and on the experiences of non-motorized users. To provide background information for the study of management options being considered, a national report was produced and published in 2005 using NSRE data to describe the OHV recreationists potentially affected by revised regulations.

In November 2005, after much study and public input, the Forest Service published final travel management regulations in the Federal Register (FR Vol. 70, No. 216-Nov. 9, 2005, pp 68264-68291). This final Travel Management Rule required designation of those roads, trails, and areas where motor vehicle use on National Forests was to be allowed. Designations were to be made by class of vehicle and by time of year. The "final rule" prohibits use of motor vehicles off of designated roads and trails, and in areas generally not designated for motorized use.

On some NFS lands long open to unrestricted motor vehicle travel, repeated use has resulted in numerous unofficial roads and trails. These routes generally developed without environmental analysis or public involvement. They do not have the same status as roads and trails included in the National Forest transportation system. Often, unauthorized routes are poorly located and can result in severe land, stream and habitat impacts. An unauthorized route can be designated for OHV use only after it has been added to the forest transportation system.

Off-highway vehicles are popularly defined as: 1) 4-wheel drive jeeps, automobiles, pickups or sport utility vehicles; 2) motorcycles designed for cross-country use; 3) all-terrain vehicles, better known as ATVs and 4) other specially designed or modified off-road motor vehicles used in a wide variety of ways. (Although some observers and organizations include snowmobiles in their broad definition of OHVs, they are not included as OHVs for the purposes of this report. The NSRE has collected data and will publish another report specifically addressing snowmobiling as another widely popular motorized activity.)

It is widely understood that OHVs are not only used for recreation, but also often used for business, commuting, and other work-related reasons. This is particularly the case for 4-wheel-drive highway vehicles, such as pickups and SUVs. This report, however, focuses **only** on recreational uses of OHVs.

The best way to ascertain and estimate population-wide recreational use of OHVs is through a general population survey, such as the National Survey on Recreation and the Environment (NSRE). Although a person may own an OHV for many purposes, the NSRE asks specifically the question of whether an individual drove a 4-wheel drive, ATV, or motorcycle off-highway for recreation within the past year.

The Stakeholders

As with any public land management issue, conflicts arise. This has been especially true regarding motorized recreation on public lands. One aspect of this conflict is between those wanting motorized access rights and those more interested in protection of wilderness areas and other wildlands. Legal precedent, user rights, land impacts and concern for the future are the bases for positions on both sides of this issue.

An example of an OHV advocacy group is the BlueRibbon Coalition. The BlueRibbon Coalition has links to numerous other websites for reference and information on its own highly organized and in-depth website. The organization claims the position of *Preserving our Natural Resources FOR the public instead of FROM the public*. Website information provides relevant legal issues and actions, research papers and documents, and a BlueRibbon Coalition Visa® Credit Card is offered.

The Wildlands CPR (www.wildlandscpr.org), on the other hand, is indicative of the many organizations that oppose unmanaged OHV use, especially on ecologically sensitive lands. Other wilderness watch groups concerned about ecological integrity primarily include The Wilderness Society, Natural Trails and Waters Coalition, The Bluewater Network and Georgia Forestwatch, among many others.

While the positions of interest groups may differ, they typically share the concern that OHV use be carried out responsibly. Differences usually pertain to specific issues or concerns over access.

Other organizations and groups highly interested in policy formulation include OHV rider clubs, environmental groups, private property owners, and a wide variety of outdoor recreation enthusiasts. These may include backpackers, photographers, birders, other wildlife observers, hunters, equestrians, mountain bikers, climbers and hikers, among others. The recreational experiences that many people seek in natural environments can sometimes be incompatible with OHV and other motorized recreational uses. The challenge for public land managers is to address the needs and conflicting expectations of millions of people who use and enjoy the National Forests, while providing for the long-term sustainability of these lands.

Location

Currently, there is a wide range of information about services and areas for off-highway vehicle use throughout the United States. Typing “off-highway vehicle use” into any internet search engine turns up literally hundreds of sites promoting commercially outfitted OHV trips, maps, guided services, public land sites, regulations, safety information, vehicle choices, and other aspects of OHV recreation. There is a growing supply of private areas, such as New York’s Trail Pass system, privately owned but publicly managed areas such as West Virginia’s Hatfield-McCoy Trails (added to the National Recreation Trails System June 5th, 2004) and numerous city, county and state managed areas. An example is California’s State Vehicular Recreation

Areas. A private example is Trail Pass MidSouth, a company supported solely by its riders and affiliated clubs and dealers. This company arranges access with private land owners and manages a system of daily and annual fee passes to use trails on these lands.

The amount of state and locally provided opportunities may range from none to ample, depending on which state is being observed. Federal agencies such as the Bureau of Land Management and the US Forest Service provide the majority of opportunities for OHV use and the demand for such use is growing rapidly in some areas faced with limited other opportunities. The National Park Service limits OHV access to routes over sand on National Seashores in the continental U.S. However, there is significant use in Alaskan national parks. Many conflicts concern the incidence of unmanaged OHV use and the resulting unauthorized roads and trails in undesigned areas. Cross-country trails created by repeated use can be seen on many of the state and federal lands across the country. These unauthorized and unmanaged trails have attracted significant amounts of press and a variety of attention from both users and resource managers. (An example is “Surge in Off-Roading Stirs Dust and Debate in West”, by Felicity Barringer and William Yardley, NYTimes, December 30, 2007.) The attention is usually contentious.

The NSRE Data Source

The data in this report covering OHV recreation are from the National Survey on Recreation and the Environment (NSRE). NSRE is a general population, random-digit-dialed household telephone survey designed to measure participation in outdoor recreation activities and people’s environmental behaviors and attitudes. The focus is on Americans age 16 and older. Between the fall of 1999 and mid-December 2007, nearly 92,000 people of this age range were interviewed for the NSRE. This most recent application of the NSRE is the eighth in the U. S. series of national recreation surveys. The first one was done in 1960. During this period, the survey was divided into 18 separate versions, each of which included different recreation activities and environmental issues. The NSRE is an on-going survey and is continuing at the time of this report.

The NSRE is primarily sponsored by the USDA Forest Service, the University of Georgia, and the University of Tennessee. A number of other agencies and interests support this national research project intermittently. Depending on timing, the survey may address the data needs of several sponsoring agencies in a single survey cycle. At other times, it may meet the needs of just one agency. The Forest Service (Department of Agriculture) has interests in tracking outdoor recreation trends nationwide. The Bureau of Land Management and the National Park Service (Department of the Interior) have similar information needs. Other agencies, such as the National Oceanic and Atmospheric Administration (Department of Commerce), the United States Coast Guard, and the Environmental Protection Agency often also have similar general needs. At the same time, each of these agencies may have unique data needs driven by legislative mandates or policy assessments. State, local, and special purpose government agencies managing recreation, forests, parks, and other natural resources are also users of NSRE data and

information. A number of states have made use of NSRE data as part of the demand-side analyses for their respective Statewide Comprehensive Outdoor Recreation Plans (SCORPs).

The ‘core’ of the NSRE is about recreational activity participation and personal demographics. All but three of the 18 versions included the following question: *“Did you drive off-road for recreation in the last 12 months using a 4-wheel drive, ATV, or motorcycle?”* Also asked was number of days on which off-highway driving occurred. The data generated by this question is the primary focus of this report.

Altogether, nearly 71 thousand people age 16 and older responded to the above question about off-road recreational driving within the past 12 months. Since the wording referring to “off-road driving” is how it had been asked in our previous national surveys, it was kept for consistency across time. For this report, **off-road and off-highway will be considered the same activity**, although definitions of a road and a highway often differ. The large sample size for the NSRE provides sound statistical estimates, not only for the nation, but also for regions and states. No state had fewer than 500 respondents. The sample was also spread fairly evenly across years between 1999 and fall 2007 to allow tracking short-term trends in OHV participation.

The National Survey on Recreation and the Environment (NSRE) is an ongoing series of surveys that began in 1960 as the National Recreation Survey (NRS). The Outdoor Recreation Resources Review Commission (ORRRC), established by Congress in 1958, conducted the first NRS. Four subsequent NRS surveys were conducted between 1965 and 1982. After that, financial constraints eliminated the next scheduled NRS and 10 years elapsed before the survey was again conducted, the 1994-1995 NSRE. This survey series has provided federal and state agencies, educational institutions, and the private sector with outdoor recreation trend and demand data on local, regional and national scales for almost 50 years.

The NSRE is a general population, random-digit-dialed household telephone survey designed to measure the outdoor recreation and environmental attitudes of Americans. Surveying is accomplished by telephoning a random sample of telephone numbers. These numbers are selected to represent households and non-institutionalized residents of the United States, 16 years of age and older. The Human Dimensions Research Laboratory at the University of Tennessee-Knoxville, an on-going NSRE cooperator, conducts the survey using samples of household telephone numbers purchased from a private survey research-sampling firm. The survey instrument consists of a script used in computer-assisted telephone interviews.

The primary objective of the NSRE is to examine trends in outdoor recreation participation that may occur anywhere in the United States, on public or private land or water. The survey is divided into separate versions, with each version comprised of three to five sections, or ‘modules.’ Modules vary in length and content from version to version, for example, asking about different recreation activities and/or environmental issues. Two modules appear in every version, however, and are referred to as the ‘core’ of the NSRE. These two core modules are recreational activity participation and personal demographics.

Many agencies and organizations are interested in the core recreation activity participation data. This information is used to establish a baseline of the percentage of the population engaging in a variety of recreation activities. Questions are compatible with previous National Recreation Surveys and used for participation trend analysis by activity. Some of the NSRE versions also follow up by asking about the number of days in the past 12 months on which the respondent participated in a given activity. This question is asked for only a subset of activities, not the full list of more than 80 recreation activities. Annual days of participation in a variety of recreation activities is an indicator of the intensity of participation across the United States by those who participate. Days of participation is used in recreation resource planning and research to define the size and distribution of outdoor recreation markets, and to model participation sensitivity to social and economic trends.

The other core module, demographic information, is necessary to describe user and non-user populations and is included in all versions of the survey. These survey questions use the standard wording used by the Bureau of Census and by other federal agencies. Demographics is always the last section of questions asked. The structure of the demographics questions may vary, but what is included always matches that required by the Office of Management and Budget and is the same as used by the Bureau of Census.

Interviews are restricted to an average length of 14 minutes. They often are less than 14 minutes. Time is kept short through use of computer-assisted telephone interviewing (CATI) data entry technology. CATI systems help minimize the amount of time a respondent will spend on the telephone by automatically skipping questions not relevant particularly to them. Further, CATI is of great benefit to the scientists, researchers, and other users in that it provides clean data and does not allow ineligible responses.

One of the strengths of the NSRE is that there has been very little change in the survey instrument over time. This allows reliable trend analyses that otherwise would not be possible. The only other national survey that offers comparable long-term trend comparisons is the *National Survey of Fishing, Hunting and Wildlife-Associated Recreation* conducted for the U. S. Fish and Wildlife Service. This survey focuses on wildlife-related recreation and does not address the much broader listing of nature-based and other outdoor recreation activities needed across agencies and other interests.

This Report

The purpose of this report is primarily to provide tabulated statistics to help interested parties describe OHV recreational use, users, and trends in the United States. This report does not provide detailed text descriptions of the patterns, comparisons or trends emerging from the statistics. This is left for the reader. Later reports from these data will provide these descriptions. This report also does not provide information on where the OHV activity occurred, nor does it address the preferences of OHV users. This is beyond the purposes and design of the NSRE. Statistics describing frequency of OHV use are provided in terms of the number of activity days in which the respondent participated during the 12 months preceding the interview. In addition to

participation estimates, this report also presents statistics describing five OHV market segments. These segments identify groupings of OHV users who have similar demographic and recreational activity profiles.

This report is organized into three sections and includes an extensive appendix containing detailed tables. **Section I** presents an overview of national OHV trends and population-wide participation. Particular attention is paid in this section to statistics describing the demographic characteristics of OHV users. **Section II** takes the analysis a step further by examining OHV users and participation across five regions of the country. Included is a brief look at state-by-state participation statistics. Greater detail concerning OHV users in each state is provided in the appendix. The final section, **Section III**, presents the results of a market segmentation analysis which identifies five generalized groups of OHV users.

Section I – National Off-Highway Vehicle (OHV) Participation Statistics

Trend Overview

In 1960, when the first U.S. National Recreation Survey was done for the Outdoor Recreation Resources Review Commission, off-highway motorized recreation was not included as a recreational activity. There were, of course, many people who rode motorcycles on back country trails and used 4-wheel-drive vehicles (such as jeeps) to gain access to the back country, with and without roads. But there was no recognition of off-highway motorized recreation (then referred to as off-road driving) as a population-wide outdoor activity and the use levels were modest. However, OHV use is now recognized as one of the faster growing outdoor activities.

Vehicle Sales Trends

As the U.S. population has grown, so too has demand for outdoor recreation. A variety of statistical sources show that demand for OHV driving and riding grew especially fast in the 1990s, and in the first few years of this decade. For example, the Motorcycle Industry Council (MIC) is the primary trade organization that represents the ATV and motorcycle industries in the United States. The MIC makes periodic assessments of the number of new retail sales and the number of OHV units that exist in any given calendar year. This is done separately for ATVs and off-highway motor cycles. Another organization, the United Four-Wheel-Drive Association, represents 4-wheel drive owners and interests in the U.S. This organization does not attempt to track sales and total number of those vehicles in ownership. This is primarily due to the difficulty involved with tracking the very wide variety of makes, models, and manufacturers of 4-wheel drive vehicles. ATV and off-highway motorcycle sales, and total number of vehicles dating back to the mid-1990s, as reported by the MIC, are shown in **Table 1**.

Table 1—Number of new retail sales and estimated total number of off-highway vehicles in the United States, by OHV type, 1993-2006

| Statistic and Year | All-Terrain Vehicles (ATVs) | Off-Highway Motorcycles | Total |
|-------------------------|--------------------------------|----------------------------|------------------|
| New Retail Sales | | | |
| 1995 | 277,800 | 90,700 | 368,600 |
| 1999 | 545,900 | 159,700 | 705,600 |
| 2003 | 799,400 | 314,000 | 1,113,400 |
| 2004 | 813,000 | 312,600 | 1,125,600 |
| 2005 | 780,500 | 306,600 | 1,087,100 |
| 2006 | 747,581 | 287,385 | 1,034,966 |

| Statistic and Year | All-Terrain Vehicles (ATVs) | Off-Highway Motorcycles | Total |
|---------------------------------|------------------------------------|--------------------------------|------------------|
| Total Number of Vehicles | | | |
| 1993 | -- | -- | 2,920,000 |
| 1998 | 3,910,000 | 1,970,000 | 5,880,000 |
| 2001-2003 | 5,600,000 | 2,410,000 | 8,010,000 |

Note: Total number of ATVs and off-highway motorcycles were not estimated separately in 1993.

Source: Data presented by permission of Kathy Van Kleeck. Motorcycle Industry Council. *Retail Sales Reports*. Based on actual sales registrations from Arctic Cat, Bombardier, Honda, Kawasaki, KTM, Polaris, Suzuki, and Yamaha. Off-highway includes dual motorcycles. ATV unit population is from the U.S. Consumer Product Safety Commission, *2001 All-Terrain Vehicle ATV Exposure Survey*. Off-highway motorcycle population is from the Motorcycle Industry Council, *2003 Motorcycle Statistical Annual*. Further use or publication of these data is prohibited without permission from MIC.

According to the MIC reports, OHV annual sales more than tripled to over 1.1 million vehicles between 1995 and 2003. Since 2003, however, sales have been flat, even dipping slightly in 2005, and again in 2006. The total number of OHVs in existence in the U.S. (previously purchased and newly purchased) grew nearly as fast as sales, increasing 174 percent between 1993 and 2003 (estimates of total number of OHVs have not been updated since 2003). In just 10 years, the total existing number of OHVs grew from fewer than three million vehicles to more than eight million in 2003. Sales in 2004 through 2006 totaled almost 3.25 million vehicles. If sales in 2007 were at least 1 million new vehicles, and assuming that 80 percent of all vehicles are still operable, there would be as many as 9.8 million ATVs and off-road motorcycles in the U. S. as of January 1, 2008.

The number of ATVs in the United States represents about 70 percent of the total number of OHVs, not counting full-size, 4-wheel drive vehicles. Sales and popularity of Sport Utility Vehicles and other 4-wheel-drive vehicles (e.g., jeeps and automobiles) are undoubtedly much higher than that of ATVs and off-highway motorcycles. Their popularity has continued to grow among American consumers, although sales figures to document that trend are not readily available. As well, the impact of increasing gas prices on ownership of sport utility vehicles and other off-highway motor vehicles remain undocumented.

Vehicle Operator Trends

From 1982 to 2000-2001, driving motor vehicles ‘off-road’ became one of the fastest growing categories of outdoor activity in the country. During this period the estimated number of participants over 12 years old grew by more than 100 percent (Cordell et al. 2004, p. 37). The 1982 national survey asked about participation by people age 12 and older, so the 2000-2001 results, which focused on persons 16 and older, had to be adjusted to allow direct comparison. Earlier surveys also used the terminology “off road” to describe motorized use.

Between the time of the NSRE conducted in 1994-1995 and the NSRE done in the fall of 1999 and summer 2000, there was a 32-percent increase in number of OHV operators participating in the activity. This represented growth from about 27.3 million OHV users in 1994-1995 to about

37.6 million in 1999-2000 (Cordell et al. 2004, p. 71). Growth continued from 1999-2000 to the most recent NSRE interviewing period, the fall of 2007. Added were about 3 million OHV users. The proportion of people age 16 and older who said they participated in OHV recreation increased from 17.5 percent in 1999-2000 to a peak of 23.2 percent in fall 2002 through summer 2003. After this peak, percent of the population participating decreased somewhat to 19.2 percent in 2005-2007 (**Table 2**).

There was a consistent upward trend in number of OHV participants across the four interviewing periods between 1999 and 2003. The estimated number of OHV participants increased 37 percent during this time, from 37.6 to 51.6 million people. A slight decrease was beginning to show in late 2003, however, a trend which continued through 2007. This estimated decrease in total number participating went from a high of 51.6 million in 2002-2003, to just over 44.4 million in 2005-2007 (Table 3). Based on the latest data (2005-2007), nearly one in five Americans (19.2 percent) age 16 and older participated one or more times in OHV recreation within the past year. While statistical surveys are always subject to error, the sizeable samples in each of the six interviewing seasons indicates relatively precise estimates with modest error ranges. (95 percent confidence is listed under each participation estimate in **Table 2**.)

A pooled estimate of number of participants (combining NSRE 1999-2007 data with a sample size of more than 70,000 individuals) provided an estimate of 43 million OHV participants per year during this 8-year period (**Table 3**). This represented an average of 18.6 percent of the population annually between late 1999 and 2007 (top row in **Table 2**).

Even though the number of people 16 or older decreased in the last few years, there still is a highly significant proportion of Americans who participate in off-highway recreational driving. Next we examine who the OHV participants are and how their demographic profiles have been changing. As will be shown, most participants have been and continue to be under 50, male, white and urban. As participation in the OHV activity continues to involve significant numbers of the population, it is important to understand the composition of OHV participants and whether this composition is changing over time.

Trends by Demographic Characteristic

Tables 2 and 3 show trends in percent of the population that participated in OHV recreation and the estimated number of participants, respectively, by demographic group and period in years. (**Table A.1** in the Appendix lists the sample size of each demographic cell from which these estimates were drawn.) The participation rate and numbers of participants for the combined 1999-2007 survey periods appear in the next to last column, "Pooled sample: All years." The last column indicates whether any of the percentages across the periods presented were significantly different at the 95-percent level of confidence.

The participation percentages for different demographic groups and different time periods are compared in **Table 2**. The number of OHV participants in thousands for these different demographic groups and time periods are shown in **Table 3**. Demographic groups include age,

sex, race, income, education and place of residence. (Demographic strata estimates may not sum exactly to the national totals because of the effects of weighting the sample data.)

Among race and ethnic groups, white and black Americans participated in OHV at essentially the same rate in 2005-2007 as they did in 1999-2000, with a spike upward around 2003. American Indians and Asian/Pacific Islanders showed a decrease in participation between fall 1999 and fall 2007 (as well, these two strata had the two smallest overall sample sizes). Most notably, Hispanics participated at more than twice the rate—26 percent—in 2007 as they did in 1999. Persons with family incomes over \$150,000 showed the steepest drop in participation over the eight-year period, while those earning \$25,000 to \$50,000 rose the highest (Table 2). Every other demographic stratum, however, showed significant increases in OHV participation between 1999 and 2007 that mirrored the national growth rate of 19 percent. The three reported age groups each showed a modest increase in OHV participants during the time period. Looking at the pooled NSRE sample, almost 30 percent of people under age 30, just under 20 percent of people age 30 to 50, and close to 10 percent of people age 51 and older participate in OHV. Male OHV participation was not only significantly higher than that of females, but also grew much faster between 1999 and 2007, about 25 percent compared to 10 percent. More than 61 percent of OHV users are male (26.7 of 43 million users), based on the pooled sample (Table 3).

Hispanic participation in OHV not only grew at by far the fastest rate—more than 160 percent—but also added more participants (just under 5 million) than any other racial or ethnic group. Both white and black participation peaked in 2002-2003 and returned to about the same rate in 2005-2007 as in 1999-2000. Nonetheless, whites, who comprise about 69 percent of the age 16+ population, accounted for 78 percent of all OHV users (Table 3). American Indians have the highest participation rate at over 27 percent, but given their relatively small population make up they only represent about 1 percent of OHV users. Individuals in the highest annual family income category of \$150,000 had the largest participation rate in the pooled sample (25.7 percent), but had the steepest decline in participants—about 27 percent—between 1999-2000 and 2005-2007. The \$25,000 to \$49,999 family income category grew faster than all others at more than 30 percent. No other income group grew more than 12 percent.

People with less than a high school education grew faster than any other category of educational attainment, about 22 percent between 1999 and 2007, an increase of almost 1.5 million people (Table 3). People with a post-graduate degree were the only group whose participation rate declined during that period. More than 60 percent of all OHV users in the pooled sample, however, were either high school graduates or those who had attended some college. Finally, OHV growth for both metropolitan and non-metropolitan residents closely approximated the national growth rate, about 2 percentage points between 1999 and 2007. More than three times as many of the ‘new’ users were from metropolitan areas as compared to non-metropolitan areas. However, the share of all OHV participants who live in metro areas (76 percent) is smaller than the proportion of metropolitan residents in the United States age 16 and older (83 percent). This is reflected in the higher participation rate in the pooled sample for non-metropolitan residents (26 percent) compared to metropolitan (17 percent) (Table 2).

Table 2—Percent of the U.S. population age 16 and older participating in off-highway vehicle recreation (with 95% confidence interval) by demographic category and interview season, 1999-2007.

| Demographic | Strata | Fall 1999- Summer 2000 | Fall 2000- Summer 2001 | Fall 2001- Summer 2002 | Fall 2002- Summer 2003 | Fall 2003- Summer 2005 | Fall 2005- Fall 2007 | Pooled sample: All years | Statistically significant difference |
|----------------------|------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------------------|-----------------------------|--------------------------------------|
| | | | | | | | | | |
| All Groups | All people age 16+ | 17.5 (17.0, 18.0) | 17.4 (16.9, 17.9) | 18.1 (17.3, 18.8) | 23.2 (22.3, 24.1) | 22.3 (21.0, 23.7) | 19.2 (18.2, 20.2) | 18.6 (18.3, 18.9) | Yes |
| Age | Under 30 | 27.6 (26.3, 28.9) | 28.1 (26.8, 29.4) | 27.0 (25.1, 28.8) | 34.4 (32.1, 36.6) | 32.2 (28.7, 35.6) | 30.8 (27.3, 34.3) | 29.0 (28.2, 29.7) | Yes |
| | 30-50 | 18.4 (17.6, 19.2) | 17.8 (17.0, 18.5) | 20.3 (19.1, 21.5) | 23.1 (21.7, 24.5) | 24.8 (22.5, 27.0) | 23.5 (21.7, 25.3) | 19.7 (19.2, 20.1) | Yes |
| | 51 & older | 8.5 (7.8, 9.2) | 8.4 (7.8, 9.0) | 8.4 (7.5, 9.3) | 13.3 (12.1, 14.5) | 12.7 (10.9, 14.4) | 9.6 (8.5, 10.7) | 9.3 (9.0, 9.7) | Yes |
| Gender | Male | 22.1 (21.3, 23.0) | 22.8 (22.0, 23.7) | 22.3 (21.1, 23.5) | 28.8 (27.3, 30.3) | 27.2 (25.0, 29.4) | 25.5 (23.8, 27.1) | 23.7 (23.2, 24.2) | Yes |
| | Female | 13.3 (12.7, 14.0) | 12.7 (12.1, 13.3) | 14.1 (13.2, 15.0) | 18.1 (17.0, 19.2) | 17.9 (16.2, 19.6) | 13.7 (12.4, 14.9) | 14.1 (13.7, 14.4) | Yes |
| Race/ Ethnicity | White | 19.8 (19.2, 20.4) | 20.2 (19.7, 20.8) | 21.7 (20.8, 22.6) | 24.4 (23.4, 25.4) | 24.5 (23.0, 26.1) | 20.2 (19.1, 21.3) | 21.0 (20.7, 21.4) | Yes |
| | Black | 11.0 (9.4, 12.6) | 11.7 (10.1, 13.3) | 11.5 (9.0, 14.0) | 18.5 (15.1, 22.0) | 14.4 (9.8, 18.9) | 10.5 (7.1, 14.0) | 12.4 (11.4, 13.3) | Yes |
| | American Indian | 28.5 (23.2, 33.8) | 23.3 (18.6, 28.0) | 24.0 (16.8, 31.3) | 41.4 (31.5, 51.3) | 28.8 (16.9, 40.7) | 21.5 (10.7, 32.2) | 27.2 (24.4, 30.0) | Yes |
| | Asian/Pacific Islander | 16.0 (12.1, 19.8) | 10.2 (7.2, 13.2) | 13.1 (7.8, 18.4) | 13.0 (7.1, 18.9) | 8.7 (1.5, 15.8) | 8.4 (2.8, 14.1) | 12.4 (10.5, 14.3) | No |
| | Hispanic | 12.8 (11.0, 14.6) | 11.2 (9.5, 12.8) | 10.6 (8.6, 12.5) | 24.3 (20.0, 28.6) | 23.3 (17.0, 29.5) | 26.4 (21.2, 31.7) | 14.6 (13.5, 15.6) | Yes |
| Annual family income | \$25,000 or less | 12.3 (11.0, 13.5) | 13.0 (11.8, 14.3) | 10.6 (8.9, 12.4) | 17.6 (15.2, 20.0) | 18.3 (14.6, 22.1) | 11.5 (9.2, 13.7) | 13.1 (12.3, 13.8) | Yes |
| | \$25,000 to \$49,999 | 19.3 (18.2, 20.5) | 18.3 (17.1, 19.4) | 20.8 (19.0, 22.7) | 25.3 (23.2, 27.5) | 26.4 (23.1, 29.7) | 24.8 (22.3, 27.3) | 20.7 (20.1, 21.4) | Yes |
| | \$50,000 to \$74,999 | 22.0 (20.5, 23.5) | 21.5 (20.0, 23.0) | 22.5 (20.3, 24.7) | 27.5 (25.1, 30.0) | 24.3 (20.7, 27.8) | 21.8 (19.1, 24.4) | 22.8 (21.9, 23.6) | Yes |

| Demo-graphic | Strata | Fall 1999-Summer 2000 | Fall 2000-Summer 2001 | Fall 2001-Summer 2002 | Fall 2002-Summer 2003 | Fall 2003-Summer 2005 | Fall 2005-Fall 2007 | Pooled sample: All years | Statistically significant difference |
|--------------------|---------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------|--------------------------|--------------------------------------|
| | \$75,000 to \$99,999 | 22.8 (20.5, 25.1) | 21.0 (19.0, 23.0) | 26.2 (22.9, 29.4) | 28.4 (25.2, 31.7) | 29.5 (24.6, 34.3) | 24.7 (21.3, 28.0) | 24.1 (23.0, 25.3) | Yes |
| | \$100,000 to \$149,999 | 21.6 (19.0, 24.2) | 23.0 (20.5, 25.5) | 23.0 (19.5, 26.5) | 23.6 (20.0, 27.2) | 25.5 (20.0, 31.0) | 23.7 (20.1, 27.4) | 22.9 (21.6, 24.3) | No |
| | \$150,000 or more | 29.9 (25.9, 33.9) | 24.3 (20.8, 27.8) | 25.8 (20.9, 30.6) | 27.4 (22.5, 32.3) | 20.9 (14.3, 27.4) | 21.3 (17.2, 25.5) | 25.7 (23.9, 27.5) | Yes |
| Education | Less than high school | 15.7 (14.1, 17.2) | 17.8 (16.2, 19.3) | 15.4 (13.3, 17.6) | 27.4 (23.9, 30.8) | 23.7 (19.2, 28.2) | 18.9 (14.9, 23.0) | 18.2 (17.3, 19.1) | Yes |
| | High school graduate | 19.0 (17.9, 20.1) | 18.2 (17.2, 19.2) | 20.4 (18.9, 21.9) | 23.4 (21.6, 25.3) | 24.4 (21.4, 27.3) | 20.1 (18.0, 22.3) | 19.8 (19.2, 20.4) | Yes |
| | Some college/tech. school | 20.2 (19.2, 21.2) | 19.6 (18.7, 20.6) | 21.0 (19.5, 22.5) | 22.8 (21.1, 24.4) | 23.5 (21.0, 26.1) | 21.4 (19.3, 23.5) | 20.7 (20.2, 21.3) | Yes |
| | Bachelors degree | 15.3 (14.2, 16.5) | 14.5 (13.5, 15.6) | 17.4 (15.7, 19.0) | 21.7 (19.8, 23.6) | 18.3 (15.6, 20.9) | 17.6 (15.6, 19.6) | 16.6 (15.9, 17.2) | Yes |
| | Post-graduate degree | 13.8 (12.4, 15.2) | 12.0 (10.8, 13.3) | 11.5 (9.8, 13.3) | 13.8 (11.9, 15.7) | 17.0 (13.8, 20.1) | 12.6 (10.5, 14.7) | 13.0 (12.3, 13.7) | Yes |
| Place of residence | Non-Metropolitan | 24.2 (23.2, 25.2) | 24.5 (23.6, 25.4) | 25.0 (23.5, 26.4) | 31.1 (29.3, 32.9) | 34.2 (31.6, 36.9) | 26.1 (23.5, 28.6) | 25.8 (25.2, 26.3) | Yes |
| | Metropolitan | 15.8 (15.2, 16.4) | 15.5 (14.9, 16.1) | 16.4 (15.5, 17.3) | 21.5 (20.4, 22.5) | 19.1 (17.5, 20.7) | 17.7 (16.6, 18.8) | 16.8 (16.5, 17.2) | Yes |

Source: NSRE 1999-2004, Versions 1-16 except 3, 6, 12. NSRE 2005-2007, Versions 2 and 3.

Table 3—Number of people age 16 and older (in 1000s) in the U.S. participating in off-highway vehicle recreation, by demographic category and interview season, 1999-2007.

| Demo-graphic | Strata | 2006 Population (1000s) | Fall '99-Summer '00 | Fall '00-Summer '01 | Fall '01-Summer '02 | Fall '02-Summer '03 | Fall '03-Summer '05 | Fall '05-Summer '07 | Pooled sample-all years |
|--------------|--------------------|-------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|-------------------------|
| All Groups | All people age 16+ | 230,941,452 | 37,600.1 | 37,925.1 | 39,788.4 | 51,583.2 | 50,915.2 | 44,402.2 | 42,971.3 |
| Age | Under 30 | 57,969,975 | 14,876.4 | 15,243.9 | 14,770.7 | 19,032.4 | 18,315.1 | 17,842.4 | 16,797.8 |
| | 30-50 | 89,147,422 | 16,300.8 | 15,825.4 | 18,155.6 | 20,679.5 | 22,149.0 | 20,950.5 | 17,543.0 |

| Demo-graphic | Strata | 2006 Population (1000s) | Fall '99- Summer '00 | Fall '00- Summer '01 | Fall '01- Summer '02 | Fall '02- Summer '03 | Fall '03- Summer '05 | Fall '05- Summer '07 | Pooled sample- all years |
|-------------------------------------|---|--|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|---|
| | 51 & older | 83,824,055 | 6,155.0 | 6,224.9 | 6,387.1 | 10,317.9 | 10,332.2 | 8,020.5 | 7,816.4 |
| Gender | Male | 112,569,091 | 23,021.9 | 24,090.4 | 23,835.6 | 31,151.4 | 30,196.6 | 28,672.5 | 26,653.3 |
| | Female | 118,372,362 | 14,768.3 | 14,243.6 | 16,011.7 | 20,682.2 | 20,913.0 | 16,182.8 | 16,637.6 |
| Race/ ethnicity | White | 159,235,219 | 30,588.5 | 31,423.5 | 33,799.0 | 38,206.2 | 38,855.6 | 32,157.7 | 33,481.2 |
| | Black | 26,828,788 | 2,692.8 | 2,908.7 | 2,888.3 | 4,731.1 | 3,787.0 | 2,824.7 | 3,317.4 |
| | American Indian | 1,658,307 | 418.9 | 349.2 | 368.1 | 646.2 | 468.0 | 355.8 | 451.0 |
| | Asian/ Pacific Islander | 10,459,978 | 1,340.0 | 891.8 | 1,197.9 | 1,231.3 | 879.7 | 880.9 | 1,296.0 |
| | Hispanic | 30,374,292 | 3,095.3 | 2,809.7 | 2,776.7 | 6,611.6 | 6,810.3 | 8,032.3 | 4,423.3 |
| Annual family income | \$25,000 or less | 36,871,562 | 4,468.2 | 4,755.6 | 3,888.3 | 6,449.1 | 6,740.4 | 4,222.8 | 4,814.2 |
| | \$25,000 to \$49,999 | 51,606,361 | 9,844.8 | 9,315.2 | 10,652.1 | 12,976.7 | 13,575.5 | 12,796.0 | 10,694.7 |
| | \$50,000 to \$74,999 | 39,583,875 | 8,599.1 | 8,409.3 | 8,830.4 | 10,820.0 | 9,573.8 | 8,610.5 | 9,006.4 |
| | \$75,000 to \$99,999 | 22,184,406 | 4,987.2 | 4,605.9 | 5,745.4 | 6,252.9 | 6,515.4 | 5,471.5 | 5,354.6 |
| | \$100,000 to \$149,999 | 17,149,832 | 3,650.5 | 3,896.4 | 3,903.5 | 4,010.8 | 4,357.7 | 4,066.4 | 3,935.5 |
| | \$150,000 or more | 10,156,344 | 2,994.1 | 2,437.0 | 2,591.9 | 2,759.7 | 2,110.9 | 2,164.9 | 2,607.4 |
| Education | Less than high school | 42,550,252 | 6,665.5 | 7,558.6 | 6,572.7 | 11,643.8 | 10,075.2 | 8,060.3 | 7,750.1 |
| | High school graduate | 59,906,752 | 11,382.5 | 10,913.3 | 12,219.3 | 14,046.9 | 14,592.2 | 12,065.7 | 11,859.8 |
| | Some college/ tech. school | 60,245,019 | 12,168.8 | 11,822.1 | 12,643.9 | 13,725.1 | 14,175.3 | 12,894.5 | 12,482.7 |
| | Bachelors degree | 30,281,901 | 4,647.2 | 4,405.9 | 5,261.7 | 6,572.3 | 5,526.6 | 5,323.4 | 5,011.7 |

| Demo-graphic | Strata | 2006 Population (1000s) | Fall '99-Summer '00 | Fall '00-Summer '01 | Fall '01-Summer '02 | Fall '02-Summer '03 | Fall '03-Summer '05 | Fall '05-Summer '07 | Pooled sample-all years |
|--------------------|----------------------|-------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|-------------------------|
| | Post-graduate degree | 16,295,225 | 2,243.4 | 1,959.4 | 1,880.4 | 2,247.8 | 2,764.0 | 2,055.9 | 2,117.6 |
| Place of residence | Nonmetro-politan | 38,900,711 | 8,758.8 | 8,974.2 | 9,254.7 | 11,660.4 | 13,147.9 | 10,136.4 | 10,026.3 |
| | Metro-politan | 192,040,741 | 28,262.1 | 28,105.8 | 29,955.8 | 39,772.1 | 36,242.0 | 33,994.4 | 32,290.2 |

Source: 2006 Census Estimates Program (age, sex, race/ethnicity, residence: civilian, non-institutionalized population). 2000 Census, SF3 (education, income). NSRE 1999-2004, Versions 1-16 except 3, 6, 12. NSRE 2005-2007, Versions 2 and 3. Estimates are based on the following age 16+ populations (all in millions): 2000=214.0, 2001=217.5, 2002=220.2, 2003=222.6, 2004=228.0, 2006=230.9. Pooled NSRE sample is based on 2006 population. Notes: Race/ethnicity population does not include persons of 2 or more races. Population by income category is estimated based on population in families and average family size (2000 Census). Population for educational attainment is for age 18 and older (2000 Census). All others are age 16 and older.

Trends in Annual OHV Activity Days

In five of the 18 versions of the 1999-2007 NSRE that asked respondents if they had participated in OHV recreation during the past 12 months, a follow-up question was asked: *“On how many different days did you drive off-road in the past 12 months?”* Any part of a day when a person participated in OHV recreation was counted as 1 day. The total number of individuals responding to this question was 4,103. Of these, 1,650 were interviewed in 2001, 1,225 people in 2003, and 1,228 individuals during the years 2005 to 2007. (Not enough people were interviewed in the individual years between 2005 to 2007, so data for those three years were combined. See **Appendix Table 2** for sample size for different years and by demographic strata.) Combining all of the interviews across the six years of interviewing resulted in an estimated average number of activity days per year by all OHV participants of 27.9 (line 1 of **Table 4**). In the period 2004 – 2007, annual days reached just over 31 per year, after having risen sharply from 2001 to 2003 (**Table 4**). The 2001 average may have been influenced downward somewhat by 9/11, although nine months of the year had already passed. The gain in annual OHV days from 2001 to 2007 represents a 42 percent increase overall. So while the national OHV participation rate appears to have peaked in 2003 (**Table 2**), the amount of OHV activity per participant has kept pace and even increased slightly. On average, individual OHV users spend between two and three days per month in the activity.

American Indians and Asians/Pacific Islanders lacked a sufficient sample size to estimate annual activity days by year. (Some of the other minority strata also had relatively small sample sizes, which are reflected in wide interval estimates. **Table 4** shows 95 percent confidence intervals around the mean of annual days for each year and for the full sample estimate.) By age group, mean OHV days increased slightly from 2001 to 2007 for people age 30 to 50 and moderately for people over age 50. However, days per year nearly doubled from 22 to 39 days annually for

those under 30 (**Table 4**). Both males and females showed steady increases, with males participating about seven more days per year on average (pooled sample of all years). Activity days for White Americans increased modestly between 2001 and 2007, adding about 16 percent. Hispanics had very substantial gains in annual OHV days, however, these estimates are based on relatively small sample sizes (**Table A.2**), resulting in very wide confidence intervals around the two yearly estimates (**Table 4**). While average days dipped for people whose family income was \$25,000 to \$49,999 and for those earning more than \$100,000, they rose for people earning \$50,000 to \$100,000. Average days per year rose especially for people earning \$25,000 or less. People who earned a post-graduate degree participated fewer days during each period from 2001 to 2007, while high school graduates and those attending some college or earning a bachelor's degree stayed fairly constant at between 20 and 26 days. The least educated stratum, people with less than a high school education, saw a significant increase in annual days, as their mean days nearly tripled from about 23 to 62 per year. It is worth noting, however, that the latter estimate is based on a sample of just 88 respondents in 2005-2007 with less than a high school education. Metropolitan residents saw a larger increase in annual days from 2001 to 2007 than non-metropolitan residents, although in the pooled sample, non-metro dwellers participated about 8.5 days on average per year than metro residents.

Table 4 – Mean annual activity days (with 95% confidence interval) of people age 16 and older in the United States who participated in Off-Highway Vehicle recreation by year of interview and demographic category, 2001-2007.

| Demographic | Strata | 2001 | 2003 | 2005-2007 | Pooled sample: All years | Statistically significant difference |
|----------------------|------------------------|----------------------|----------------------|----------------------|--------------------------|--------------------------------------|
| All Groups | All people age 16+ | 23.2 (20.8, 25.6) | 30.7 (27.2, 34.3) | 31.1 (27.3, 34.9) | 27.9 (26.1, 29.8) | Yes |
| Age | Under 30 | 22.1 (18.2, 25.9) | 34.2 (27.0, 41.4) | 39.0 (28.0, 50.0) | 30.5 (26.7, 34.4) | Yes |
| | 30-50 | 23.8 (20.4, 27.3) | 30.2 (25.2, 35.3) | 25.4 (21.3, 29.5) | 26.2 (23.8, 28.6) | No |
| | 51 & older | 23.6 (17.4, 29.8) | 23.2 (17.9, 28.5) | 29.2 (22.8, 35.5) | 25.5 (22.0, 29.0) | No |
| Gender | Male | 25.3 (22.0, 28.5) | 32.5 (28.0, 37.0) | 35.2 (29.8, 40.6) | 30.5 (28.0, 33.0) | Yes |
| | Female | 19.7 (16.3, 23.0) | 28.2 (22.5, 33.8) | 24.6 (19.4, 29.8) | 23.9 (21.3, 26.6) | No |
| Race/ Ethnicity | White | 24.9 (22.2, 27.6) | 31.1 (27.3, 34.8) | 27.1 (23.7, 30.5) | 27.4 (25.5, 29.2) | No |
| | Black | 13.6 (7.1, 20.2) | 50.1 (21.7, 78.6) | 26.4 (13.6, 39.2) | 28.9 (18.3, 39.4) | Yes |
| | American Indian | 45.5 (8.0, 83.0) | | | | --- |
| | Asian/Pacific Islander | 15.6 (1.1, 30.1) | | | | --- |
| | Hispanic | 15.7 (8.7, 22.6) | 18.0 (11.2, 24.9) | 52.7 (25.4, 80.1) | 31.0 (20.9, 41.1) | Yes |
| Annual family income | \$25,000 or less | 20.1 (13.5, 26.7) | 51.0 (33.8, 68.2) | 36.9 (23.6, 50.3) | 35.1 (28.0, 42.2) | Yes |

| Demographic | Strata | 2001 | 2003 | 2005-2007 | Pooled sample: All years | Statistically significant difference |
|---------------------------|----------------------------------|----------------------|----------------------|----------------------|---------------------------------|---|
| | \$25,000 to \$49,999 | 25.5 (20.4, 30.7) | 23.7 (18.0, 29.4) | 18.8 (14.4, 23.3) | 22.6 (19.6, 25.5) | No |
| | \$50,000 to \$74,999 | 21.6 (16.6, 26.6) | 29.6 (23.0, 36.2) | 24.4 (17.2, 31.5) | 24.9 (21.4, 28.5) | No |
| | \$75,000 to \$99,999 | 14.4 (10.3, 18.4) | 31.3 (20.3, 42.3) | 20.3 (14.9, 25.7) | 21.6 (17.5, 25.7) | Yes |
| | \$100,000 to \$149,999 | 30.1 (17.5, 42.7) | 22.7 (17.2, 28.2) | 21.9 (12.8, 31.1) | 24.8 (19.1, 30.5) | No |
| | \$150,000 or more | 33.7 (16.6, 50.8) | 29.0 (12.7, 45.4) | 20.3 (10.5, 30.0) | 27.1 (19.2, 34.9) | No |
| Education | Less than high school | 22.9 (15.4, 30.3) | 39.8 (25.3, 54.3) | 61.6 (38.2, 85.0) | 39.2 (31.1, 47.3) | Yes |
| | High school graduate | 24.7 (20.3, 29.0) | 35.5 (28.1, 43.0) | 25.7 (20.5, 30.8) | 28.0 (24.8, 31.2) | No |
| | Some college/tech. school | 23.2 (19.1, 27.2) | 24.4 (19.8, 29.0) | 22.3 (16.7, 27.9) | 23.2 (20.5, 25.9) | No |
| | Bachelors degree | 20.3 (15.1, 25.4) | 22.4 (16.4, 28.3) | 20.2 (15.1, 25.4) | 21.0 (17.9, 24.1) | No |
| | Post-graduate degree | 24.8 (15.0, 34.6) | 20.6 (12.1, 29.1) | 15.3 (9.9, 20.6) | 20.3 (15.7, 24.9) | No |
| Place of residence | Non-Metropolitan | 32.1 (27.5, 36.7) | 33.8 (28.3, 39.3) | 37.4 (30.4, 44.3) | 34.2 (31.0, 37.4) | No |
| | Metropolitan | 20.0 (17.2, 22.7) | 29.7 (25.1, 34.3) | 29.1 (24.5, 33.6) | 25.8 (23.5, 28.1) | Yes |

Source: NSRE 1999-2004, Versions 8, 10, & 15. NSRE 2005-2007, Versions 2 & 3. Estimates are statistically unreliable and thus not reported for demographic strata with a sample size of less than 30.

Section II – Regional and State Off-Highway Vehicle (OHV) Participation

Regional OHV Participation

Another important aspect of OHV recreation in the United States, in addition to describing the trends and characteristics of users, is the question of *where* OHV use is occurring. Nationwide, just under 19 percent of the population age 16 and older participated in OHV recreation one or more times during the year prior to their being interviewed. As expected, a considerable amount of variation exists in OHV participation across different regions of the country and even more so from state-to-state. Regions and states with relatively more public land (especially federal) and more undeveloped, private rural land provide more opportunities for OHV recreation. One would expect greater levels of opportunities to be reflected in greater levels of participation across regions and states. The same analysis of OHV participation by demographic category that was performed on the full national-level NSRE data set was repeated for each of five regions of the U.S., and for all 50 states. Regions were defined as:

North: Connecticut, Delaware, District of Columbia, Illinois, Indiana, Maine, Maryland, Massachusetts, Michigan, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, Vermont, West Virginia, Wisconsin.

South: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia.

Midwest: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota.

West: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming.

Pacific: Alaska, California, Hawaii, Oregon, Washington.

OHV participation rates ranged from a low of 16.0 percent in the North region to 28.1 percent in the West (**Table 5**). The Pacific and South were closest to the national rate, each with 18.7 percent participating. The Midwest exceeded the national percentage. Despite the North's lower rate of participation, it still accounted for just under one-third of the 43 million U.S. OHV users due to its larger population. A slightly larger number of OHV users, 14.5 million, live in the South. The South is second largest in terms of population and together with the North comprises 70 percent of the U.S. population. These two eastern regions comprise just under 66 percent of OHV users nationwide. The West has the largest proportion of people who are OHV users by a wide margin, but with just 6.8 percent of the population 16 and older, it has an estimated 10.4 percent of all users. The Midwest, with a similar share of the U.S. population, has the smallest percentage of OHV users in the country, with less than 8 percent. The Pacific region has approximately 16 percent of both the U.S. population and OHV users.

Table 5 – Percent of population (with 95% confidence interval) and number of people age 16 and older participating in off-highway vehicle recreation and percent of U.S. total, by region, 1999-2007.

| Region | Population age 16 & older (1000s) | Percent of U.S. population age 16 & older | Sample size | Percent participating in OHV recreation | OHV Participants (1000s) | Percent of Total U.S. Participants |
|---------|-----------------------------------|---|-------------|---|--------------------------|------------------------------------|
| North | 85,743.1 | 37.1 | 27,153 | 16.0 (15.5, 16.4) | 13,826.7 | 32.2 |
| South | 76,997.3 | 33.3 | 22,072 | 18.7 (18.2, 19.2) | 14,509.7 | 33.7 |
| Midwest | 15,436.7 | 6.7 | 7,282 | 20.6 (19.7, 21.5) | 3,208.7 | 7.5 |
| West | 15,758.3 | 6.8 | 6,357 | 28.1 (27.0, 29.3) | 4,475.2 | 10.4 |
| Pacific | 37,006.1 | 16.0 | 9,684 | 18.7 (17.9, 19.5) | 6,973.5 | 16.2 |
| | 230,941.5 | 99.9 | 72,548 | | 42,993.8 | 100.0 |

Source: NSRE 1999-2004. Versions 1-16, except 3, 6, 12. NSRE 2005-2007, Versions 2 & 3. Note: Percent of U.S. population does not sum exactly to 100 because of rounding.

OHV Participation by State of Residence

Table 6 lists the 50 states in alphabetical order with their respective population size, percent of U. S. population, sample size, OHV participation rate (with 95% confidence interval listed below in parentheses), estimated number of OHV participants, and the proportion that each state contributes to the national total of 43 million OHV users. Participation rates range from a low of 10.9 percent in Rhode Island to a high of 34.3 percent in Wyoming. West Virginia and Maine are the only two eastern states among the top 10 in OHV participation percentage nationwide (**Table 7**). The only other state among the top 10 not in the West and Pacific regions is South Dakota, which borders the west in the upper Midwest Region. These top states are mostly sparsely populated (less than six percent of the U.S. population 16 and older) so they only account for slightly more than nine percent of the total number of U.S. OHV users.

Table 6 – Percent of population (with 95% confidence interval) and number of people age 16 and older participating in off-highway vehicle recreation and percent of U.S. total by state, 1999-2007.

| State | Population age 16 & older (1000s) | Percent of U.S. population age 16 & older | Sample size | Percent participating in OHV recreation | OHV Participants (1000s) | Percent of Total U.S. Participants |
|---------|-----------------------------------|---|-------------|---|--------------------------|------------------------------------|
| Alabama | 3,565.5 | 1.5 | 1,294 | 21.2 (18.9, 23.5) | 774.3 | 1.8 |
| Alaska | 503.8 | 0.2 | 537 | 33.0 (29.0, 37.0) | 170.4 | 0.4 |
| Arizona | 4,647.6 | 2.0 | 1,148 | 25.5 (22.9, 28.0) | 1,212.0 | 2.8 |

| State | Population age 16 & older (1000s) | Percent of U.S. population age 16 & older | Sample size | Percent participating in OHV recreation | OHV Participants (1000s) | Percent of Total U.S. Participants |
|----------------------|--|--|--------------------|--|---------------------------------|---|
| Arkansas | 2,168.9 | 0.9 | 1,009 | 25.1 (22.4, 27.8) | 557.1 | 1.3 |
| California | 27,609.2 | 12.0 | 6,090 | 17.6 (16.7, 18.6) | 4,986.1 | 11.6 |
| Colorado | 3,661.5 | 1.6 | 1,131 | 26.9 (24.3, 29.6) | 1,010.5 | 2.4 |
| Connecticut | 2,747.9 | 1.2 | 1,025 | 14.1 (12.0, 16.3) | 397.8 | 0.9 |
| Delaware | 664.0 | 0.3 | 531 | 14.2 (11.2, 17.2) | 96.5 | 0.2 |
| District of Columbia | 472.5 | 0.2 | 491 | 11.1 (8.3, 14.0) | 53.9 | 0.1 |
| Florida | 14,339.7 | 6.2 | 2,950 | 13.8 (12.5, 15.1) | 2,028.3 | 4.7 |
| Georgia | 7,084.6 | 3.1 | 1,899 | 18.2 (16.4, 19.9) | 1,319.4 | 3.1 |
| Hawaii | 1,006.6 | 0.4 | 595 | 12.1 (9.5, 14.8) | 124.9 | 0.3 |
| Idaho | 1,101.9 | 0.5 | 683 | 34.2 (30.6, 37.8) | 386.4 | 0.9 |
| Illinois | 9,843.7 | 4.3 | 2,611 | 13.6 (12.3, 15.0) | 1,374.1 | 3.2 |
| Indiana | 4,849.3 | 2.1 | 1,602 | 16.1 (14.3, 18.0) | 801.5 | 1.9 |
| Iowa | 2,324.0 | 1.0 | 1,072 | 17.0 (14.8, 19.3) | 405.9 | 0.9 |
| Kansas | 2,119.3 | 0.9 | 1,038 | 18.1 (15.7, 20.5) | 392.9 | 0.9 |
| Kentucky | 3,275.8 | 1.4 | 1,406 | 22.6 (20.4, 24.8) | 757.8 | 1.8 |
| Louisiana | 3,278.6 | 1.4 | 1,262 | 18.7 (16.6, 20.9) | 629.5 | 1.5 |
| Maine | 1,062.8 | 0.5 | 689 | 26.8 (23.5, 30.2) | 292.2 | 0.7 |
| Maryland | 4,356.7 | 1.9 | 1,312 | 14.3 (12.4, 16.2) | 638.9 | 1.5 |
| Massachusetts | 5,089.1 | 2.2 | 1,543 | 12.7 (11.1, 14.4) | 664.3 | 1.5 |
| Michigan | 7,807.9 | 3.4 | 2,321 | 20.0 (18.4, 21.7) | 1,601.2 | 3.7 |
| Minnesota | 4,003.5 | 1.7 | 1,416 | 23.8 (21.5, 26.0) | 974.8 | 2.3 |
| Mississippi | 2,208.4 | 1.0 | 1,094 | 22.3 (19.8, 24.8) | 504.0 | 1.2 |
| Missouri | 4,530.4 | 2.0 | 1,644 | 19.6 (17.6, 21.5) | 908.0 | 2.1 |
| Montana | 743.9 | 0.3 | 651 | 28.7 (25.2, 32.2) | 219.0 | 0.5 |

| State | Population age 16 & older (1000s) | Percent of U.S. population age 16 & older | Sample size | Percent participating in OHV recreation | OHV Participants (1000s) | Percent of Total U.S. Participants |
|----------------|-----------------------------------|---|-------------|---|--------------------------|------------------------------------|
| Nebraska | 1,355.7 | 0.6 | 836 | 17.6 (15.0, 20.2) | 244.1 | 0.6 |
| Nevada | 1,902.5 | 0.8 | 677 | 23.9 (20.7, 27.2) | 466.3 | 1.1 |
| New Hampshire | 1,040.7 | 0.5 | 597 | 20.2 (16.9, 23.5) | 215.1 | 0.5 |
| New Jersey | 6,784.6 | 2.9 | 1,749 | 12.6 (11.0, 14.2) | 875.1 | 2.0 |
| New Mexico | 1,484.0 | 0.6 | 740 | 27.3 (24.0, 30.5) | 414.8 | 1.0 |
| New York | 15,116.2 | 6.5 | 3,765 | 12.9 (11.8, 13.9) | 1,990.6 | 4.6 |
| North Carolina | 6,846.7 | 3.0 | 2,017 | 19.6 (17.9, 21.4) | 1,378.3 | 3.2 |
| North Dakota | 501.7 | 0.2 | 620 | 25.4 (21.9, 28.9) | 130.5 | 0.3 |
| Ohio | 8,911.1 | 3.9 | 2,579 | 15.6 (14.2, 17.1) | 1,427.2 | 3.3 |
| Oklahoma | 2,748.2 | 1.2 | 1,082 | 24.7 (22.1, 27.3) | 695.5 | 1.6 |
| Oregon | 2,905.5 | 1.3 | 1,037 | 22.2 (19.6, 24.8) | 660.6 | 1.5 |
| Pennsylvania | 9,848.8 | 4.3 | 2,768 | 18.8 (17.4, 20.3) | 1,899.8 | 4.4 |
| Rhode Island | 847.2 | 0.4 | 595 | 10.9 (8.4, 13.5) | 94.9 | 0.2 |
| South Carolina | 3,358.7 | 1.5 | 1,131 | 18.5 (16.2, 20.8) | 638.2 | 1.5 |
| South Dakota | 602.1 | 0.3 | 656 | 27.0 (23.6, 30.4) | 166.5 | 0.4 |
| Tennessee | 4,696.5 | 2.0 | 1,559 | 18.9 (16.9, 20.9) | 909.8 | 2.1 |
| Texas | 17,466.2 | 7.6 | 3,845 | 16.5 (15.3, 17.7) | 2,957.4 | 6.9 |
| Utah | 1,814.6 | 0.8 | 800 | 32.5 (29.2, 35.8) | 604.4 | 1.4 |
| Vermont | 501.4 | 0.2 | 534 | 18.2 (14.9, 21.5) | 93.5 | 0.2 |
| Virginia | 5,959.5 | 2.6 | 1,524 | 19.1 (17.1, 21.1) | 1,168.7 | 2.7 |
| Washington | 4,980.9 | 2.2 | 1,425 | 22.1 (19.9, 24.3) | 1,126.7 | 2.6 |
| West Virginia | 1,455.6 | 0.6 | 902 | 33.7 (30.5, 36.8) | 502.3 | 1.2 |
| Wisconsin | 4,343.7 | 1.9 | 1,539 | 20.4 (18.4, 22.4) | 907.9 | 2.1 |

| State | Population age 16 & older (1000s) | Percent of U.S. population age 16 & older | Sample size | Percent participating in OHV recreation | OHV Participants (1000s) | Percent of Total U.S. Participants |
|---------|-----------------------------------|---|-------------|---|--------------------------|------------------------------------|
| Wyoming | 402.4 | 0.2 | 527 | 34.3 (30.2, 38.4) | 141.3 | 0.3 |
| | 230,941.6 | 100.3 | 72,548 | | 42,991.2 | 99.9 |

Source: NSRE 1999-2004. Versions 1-16, except 3, 6, 12. NSRE 2005-2007, Versions 2 & 3. Note: Percent of U.S. totals do not sum exactly to 100 because of rounding.

Table 7 – Population and estimated number of participants ordered from highest to lowest by percentage of population participating (with 95% confidence interval) in off-highway vehicle recreation in the top 10 states.

| State | Population age 16 & older (1000s) | Percent of U.S. population age 16 & older | Sample size | Percent participating in OHV recreation | OHV Participants (1000s) | Percent of Total U.S. Participants |
|---------------|-----------------------------------|---|-------------|---|--------------------------|------------------------------------|
| Wyoming | 402.4 | 0.2 | 527 | 34.3 (30.2, 38.4) | 141.3 | 0.3 |
| Idaho | 1,101.9 | 0.5 | 683 | 34.2 (30.6, 37.8) | 386.4 | 0.9 |
| West Virginia | 1,455.6 | 0.6 | 902 | 33.7 (30.5, 36.8) | 502.3 | 1.2 |
| Alaska | 503.8 | 0.2 | 537 | 33.0 (29.0, 37.0) | 170.4 | 0.4 |
| Utah | 1,814.6 | 0.8 | 800 | 32.5 (29.2, 35.8) | 604.4 | 1.4 |
| Montana | 743.9 | 0.3 | 651 | 28.7 (25.2, 32.2) | 219.0 | 0.5 |
| New Mexico | 1,484.0 | 0.6 | 740 | 27.3 (24.0, 30.5) | 414.8 | 1.0 |
| South Dakota | 602.1 | 0.3 | 656 | 27.0 (23.6, 30.4) | 166.5 | 0.4 |
| Colorado | 3,661.5 | 1.6 | 1,131 | 26.9 (24.3, 29.6) | 1,010.5 | 2.4 |
| Maine | 1,062.8 | 0.5 | 689 | 26.8 (23.5, 30.2) | 292.2 | 0.7 |
| | 12,832.6 | 5.6 | 7,316 | | 3,907.8 | 9.2 |

Source: NSRE 1999-2004. Versions 1-16, except 3, 6, 12. NSRE 2005-2007, Versions 2 & 3.

Eight of the 10 states with the lowest participation rates are in the East (**Table 8**). Only Hawaii and Illinois are outside that region. These 10 states, which include New York and Florida, make up one-quarter of the U.S. population age 16 and older and almost 18 percent of OHV users in the country. Not surprisingly, the ten states with the largest populations also have the most OHV users (**Table 9**). California has 4.99 million OHV users accounting for 11.6 percent of the U.S.

total, which is more than 1.5 times the number of participants in second-ranked Texas. The 10 states with the largest number of participants account for 54 percent of the nation’s population age 16 and older and 49 percent of its OHV users. The 10 states with the smallest populations—eight of which have less than one million people age 16 and older, and the other two just over one million, account for a very small proportion (2.9%) of OHV users in the United States (**Table 10**). These 10 states also account for just 2.9 percent of the U.S. population age 16 and older. Five of those states are in the western regions, and five (including DC) are in the East.

Table 8—Percent of population and number of participants ordered from lowest to highest by percentage of population participating in off-highway vehicle recreation in the bottom 10 states.

| State | Population age 16 & older (1000s) | Percent of U.S. population age 16 & older | Sample size | Percent participating in OHV recreation | OHV Participants (1000s) | Percent of Total U.S. Participants |
|----------------------|-----------------------------------|---|-------------|---|--------------------------|------------------------------------|
| Rhode Island | 847.2 | 0.4 | 595 | 10.9 (8.4, 13.5) | 94.9 | 0.2 |
| District of Columbia | 472.5 | 0.2 | 491 | 11.1 (8.3, 14.0) | 53.9 | 0.1 |
| Hawaii | 1,006.6 | 0.4 | 595 | 12.1 (9.5, 14.8) | 124.9 | 0.3 |
| New Jersey | 6,784.6 | 2.9 | 1,749 | 12.6 (11.0, 14.2) | 875.1 | 2.0 |
| Massachusetts | 5,089.1 | 2.2 | 1,543 | 12.7 (11.1, 14.4) | 664.3 | 1.5 |
| New York | 15,116.2 | 6.5 | 3,765 | 12.9 (11.8, 13.9) | 1,990.6 | 4.6 |
| Illinois | 9,843.7 | 4.3 | 2,611 | 13.6 (12.3, 15.0) | 1,374.1 | 3.2 |
| Florida | 14,339.7 | 6.2 | 2,950 | 13.8 (12.5, 15.1) | 2,028.3 | 4.7 |
| Connecticut | 2,747.9 | 1.2 | 1,025 | 14.1 (12.0, 16.3) | 397.8 | 0.9 |
| Delaware | 664.0 | 0.3 | 531 | 14.2 (11.2, 17.2) | 96.5 | 0.2 |
| | 56,911.5 | 24.6 | 15,855 | | 7,700.4 | 17.7 |

Source: NSRE 1999-2004. Versions 1-16, except 3, 6, 12. NSRE 2005-2007, Versions 2 & 3.

Table 9 – Percent of population and number of participants ordered from highest to lowest by the number of off-highway vehicle recreation participants in the top 10 states.

| State | Population age 16 & older (1000s) | Percent of U.S. population age 16 & older | Sample size | Percent participating in OHV recreation | OHV Participants (1000s) | Percent of Total U.S. Participants |
|----------------|-----------------------------------|---|---------------|---|--------------------------|------------------------------------|
| California | 27,609.2 | 12.0 | 6,090 | 17.6 (16.7, 18.6) | 4,986.1 | 11.6 |
| Texas | 17,466.2 | 7.6 | 3,845 | 16.5 (15.3, 17.7) | 2,957.4 | 6.9 |
| Florida | 14,339.7 | 6.2 | 2,950 | 13.8 (12.5, 15.1) | 2,028.3 | 4.7 |
| New York | 15,116.2 | 6.5 | 3,765 | 12.9 (11.8, 13.9) | 1,990.6 | 4.6 |
| Pennsylvania | 9,848.8 | 4.3 | 2,768 | 18.8 (17.4, 20.3) | 1,899.8 | 4.4 |
| Michigan | 7,807.9 | 3.4 | 2,321 | 20.0 (18.4, 21.7) | 1,601.2 | 3.7 |
| Ohio | 8,911.1 | 3.9 | 2,579 | 15.6 (14.2, 17.1) | 1,427.2 | 3.3 |
| North Carolina | 6,846.7 | 3.0 | 2,017 | 19.6 (17.9, 21.4) | 1,378.3 | 3.2 |
| Illinois | 9,843.7 | 4.3 | 2,611 | 13.6 (12.3, 15.0) | 1,374.1 | 3.2 |
| Georgia | 7,084.6 | 3.1 | 1,899 | 18.2 (16.4, 19.9) | 1,319.4 | 3.1 |
| | 124,874.1 | 54.3 | 30,845 | | 20,962.4 | 48.7 |

Source: NSRE 1999-2004. Versions 1-16, except 3, 6, 12. NSRE 2005-2007, Versions 2 & 3. Note: Percent participating includes the 95% confidence interval in parentheses.

Table 10 – Percent of population and number of participants ordered from lowest to highest by the number of off-highway vehicle recreation participants in the bottom 10 states.

| State | Population age 16 & older (1000s) | Percent of U.S. population age 16 & older | Sample size | Percent participating in OHV recreation | OHV Participants (1000s) | Percent of Total U.S. Participants |
|----------------------|-----------------------------------|---|-------------|---|--------------------------|------------------------------------|
| District of Columbia | 472.5 | 0.2 | 491 | 11.1 (8.3, 14.0) | 53.9 | 0.1 |
| Vermont | 501.4 | 0.2 | 534 | 18.2 (14.9, 21.5) | 93.5 | 0.2 |
| Rhode Island | 847.2 | 0.4 | 595 | 10.9 (8.4, 13.5) | 94.9 | 0.2 |
| Delaware | 664.0 | 0.3 | 531 | 14.2 (11.2, 17.2) | 96.5 | 0.2 |

| State | Population age 16 & older (1000s) | Percent of U.S. population age 16 & older | Sample size | Percent participating in OHV recreation | OHV Participants (1000s) | Percent of Total U.S. Participants |
|---------------|-----------------------------------|---|-------------|---|--------------------------|------------------------------------|
| Hawaii | 1,006.6 | 0.4 | 595 | 12.1 (9.5, 14.8) | 124.9 | 0.3 |
| North Dakota | 501.7 | 0.2 | 620 | 25.4 (21.9, 28.9) | 130.5 | 0.3 |
| Wyoming | 402.4 | 0.2 | 527 | 34.3 (30.2, 38.4) | 141.3 | 0.3 |
| South Dakota | 602.1 | 0.3 | 656 | 27.0 (23.6, 30.4) | 166.5 | 0.4 |
| Alaska | 503.8 | 0.2 | 537 | 33.0 (29.0, 37.0) | 170.4 | 0.4 |
| New Hampshire | 1,040.7 | 0.5 | 597 | 20.2 (16.9, 23.5) | 215.1 | 0.5 |
| | 6,542.4 | 2.9 | 5,683 | | 1,287.5 | 2.9 |

Source: NSRE 1999-2004. Versions 1-16, except 3, 6, 12. NSRE 2005-2007, Versions 2 & 3. Note: Percent participating includes the 95% confidence interval in parentheses.

OHV Demographic Characteristics by Region

This section briefly describes the percentages of people age 16 and older participating in OHV recreation by demographic characteristics in each of the five major regions of the country (See **Appendix Table 4** for participation rates and sample sizes by user demographics for each of the 50 states).

North: About 16 percent, or 13.7 million, of the North's 86 million people age 16 and older participated in OHV recreation at least once during the 12 months prior to their being interviewed (**Table 11**). Participation percentages and numbers fall significantly among older members of the population. About one-quarter of people under age 30 participated compared to just eight percent of people age 51 and older. The middle age group is similar to the overall national participation rate. Males (about one-in-five) were considerably more likely to participate than females (about one-in-eight). The smallest ethnic group by far in population, American Indians, had the highest participation rate (almost one-in-four). White participation was the second-highest at about 18 percent. Individuals with family incomes of \$25,000 or less were less likely to participate in OHV recreation (about 11 percent) than were all other income groups (between 17 and 21 percent). The most educated respondents were the least likely to be OHV users (11 percent for post-graduates), while high school graduates and those attending some college participated at close to the national rate (17 to 18 percent). People living in non-metropolitan counties in the North region were much more likely (about 25 percent) to be OHV users than metropolitan residents (about 14 percent).

Table 11—Percent of population and number of people age 16 and older participating in off-highway vehicle recreation, by demographic category, 1999-2007, North Region (n=27,153).

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|-----------------------------|----------------------------------|---------------------------|--------------------|------------------------------|-----------------------------|
| All Groups | All people age 16+ | 85,743.1 | 27,153 | 16.0 | 13,699.2 |
| Age | Under 30 | 20,627.2 | 5,288 | 24.9 | 5,146.4 |
| | 30-50 | 33,026.7 | 11,575 | 18.0 | 5,927.2 |
| | 51 & older | 32,089.3 | 9,736 | 8.1 | 2,625.6 |
| Gender | Male | 41,346.3 | 11,760 | 19.9 | 8,261.5 |
| | Female | 44,396.9 | 15,324 | 12.2 | 5,437.7 |
| Race/ ethnicity | White | 64,538.5 | 22,792 | 17.6 | 11,354.7 |
| | Black | 10,170.2 | 1,836 | 11.7 | 1,191.7 |
| | American Indian | 239.9 | 265 | 23.1 | 55.4 |
| | Asian/Pacific Islander | 3,309.6 | 357 | 14.8 | 488.9 |
| | Hispanic | 6,802.7 | 1,096 | 10.8 | 735.2 |
| Annual family income | \$25,000 or less | 12,507.8 | 3,060 | 11.4 | 1,429.8 |
| | \$25,000 to \$49,999 | 18,694.1 | 5,249 | 18.0 | 3,359.3 |
| | \$50,000 to \$74,999 | 15,678.5 | 3,988 | 19.3 | 3,022.1 |
| | \$75,000 to \$99,999 | 9,323.5 | 2,146 | 20.3 | 1,895.3 |
| | \$100,000 to \$149,999 | 7,429.9 | 1,698 | 19.7 | 1,460.5 |
| | \$150,000 or more | 4,382.1 | 972 | 20.8 | 913.6 |
| Education | Less than high school | 14,869.1 | 2,200 | 15.2 | 2,264.0 |
| | High school graduate | 24,975.4 | 7,272 | 17.9 | 4,479.0 |
| | Some college/tech. school | 21,698.9 | 7,397 | 17.4 | 3,773.3 |
| | Bachelor's degree | 11,889.1 | 5,838 | 14.0 | 1,663.4 |
| | Post-graduate degree | 7,041.5 | 4,035 | 10.7 | 756.0 |
| Place of residence | Non-metropolitan | 12,028.5 | 6,871 | 25.4 | 3,054.3 |
| | Metropolitan | 73,714.6 | 20,282 | 14.4 | 10,644.9 |

Source: 2006 Census Estimates Program (age, sex, race/ethnicity, residence: civilian, non-institutionalized population); 2000 Census, SF3 (education, income); NSRE 1999-2004, Versions 1-16 except 3, 6, 12; and NSRE 2005-2007, Versions 2 & 3. Note: Estimates are statistically unreliable and thus not reported for demographic strata with a sample size of less than 30.

South: Just under 19 percent, or 14.4 million of the South’s 77 million people over 16, were OHV participants during the survey period (**Table 12**). People under age 30 (31 percent) were about three times more likely to participate as people over age 50 (less than ten percent). Almost one-in-four males participated compared to 14 percent of females. Whites and American Indians had the highest participation rates (22 to 23 percent) among racial and ethnic groups. People earning \$150,000 or more per year were the most likely to be OHV users (28 percent), while those earning \$25,000 or less were the least likely (14 percent). Similar to the North, the most educated individuals were least likely to be OHV participants (15 percent). Non-metropolitan residents at 24 percent outpaced metropolitan residents at 17 percent.

Table 12—Percent of population and number of people age 16 and older participating in off-highway vehicle recreation, by demographic category, 1999-2007, South Region (n=22,072).

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|-----------------------------|----------------------------------|---------------------------|--------------------|------------------------------|-----------------------------|
| All Groups | All people age 16+ | 76,997.3 | 22,072 | 18.7 | 14,375.9 |
| Age | Under 30 | 19,433.2 | 4,794 | 30.9 | 6,014.5 |
| | 30-50 | 29,622.4 | 8,903 | 19.7 | 5,848.4 |
| | 51 & older | 27,941.6 | 7,997 | 8.9 | 2,513.0 |
| Gender | Male | 37,445.2 | 9,362 | 24.2 | 9,028.0 |
| | Female | 39,552.1 | 12,639 | 13.5 | 5,347.9 |
| Race/ethnicity | White | 50,233.5 | 17,333 | 21.9 | 11,008.3 |
| | Black | 13,420.7 | 2,399 | 12.6 | 1,697.7 |
| | American Indian | 509.9 | 308 | 22.6 | 115.3 |
| | Asian/Pacific Islander | 1,820.6 | 167 | 13.0 | 237.2 |
| | Hispanic | 10,354.5 | 1,394 | 13.2 | 1,363.7 |
| Annual family income | \$25,000 or less | 14,204.2 | 2,884 | 13.5 | 1,916.5 |
| | \$25,000 to \$49,999 | 18,055.6 | 4,421 | 21.5 | 3,885.0 |
| | \$50,000 to \$74,999 | 12,402.3 | 3,012 | 23.3 | 2,885.8 |
| | \$75,000 to \$99,999 | 6,312.1 | 1,607 | 24.2 | 1,526.7 |
| | \$100,000 to \$149,999 | 4,555.8 | 1,110 | 22.3 | 1,014.7 |
| | \$150,000 or more | 2,693.0 | 640 | 27.8 | 748.8 |
| Education | Less than high school | 15,906.3 | 2,644 | 18.1 | 2,883.5 |
| | High school graduate | 19,650.9 | 5,833 | 19.2 | 3,778.5 |
| | Some college/tech. school | 19,093.9 | 6,503 | 20.4 | 3,893.9 |

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|--------------------|----------------------|--------------------|-------------|-----------------------|----------------------|
| | Bachelor's degree | 9,066.3 | 4,189 | 17.9 | 1,622.1 |
| | Post-graduate degree | 4,601.6 | 2,535 | 15.0 | 688.1 |
| Place of residence | Non-metropolitan | 16,108.7 | 8,834 | 23.8 | 3,827.8 |
| | Metropolitan | 60,888.6 | 13,238 | 17.3 | 10,548.1 |

Source: 2006 Census Estimates Program (age, sex, race/ethnicity, residence: civilian, non-institutionalized population); 2000 Census, SF3 (education, income); NSRE 1999-2004, Versions 1-16 except 3, 6, 12; and NSRE 2005-2007, Versions 2 & 3. Note: Estimates are statistically unreliable and thus not reported for demographic strata with a sample size of less than 30.

Midwest: Twenty-one percent, or 3.2 million of the Midwest's 15.4 million residents, participated in OHV recreation (**Table 13**). The youngest age group (33 percent) was nearly three times more likely to participate as the oldest (11 percent). Males (27 percent) were much more likely to be users than females (15 percent), as were American Indians (39 percent) among racial and ethnic groups. Hispanics (19 percent) were more likely to participate in the Midwest region than in either of the eastern regions. Except for the lowest income group (14 percent), participation varied relatively little by income class with the upper middle income group making \$75,000 to \$99,999 annually having the highest rate (29 percent). Similar to the eastern regions, people with the most education were least likely to be OHV users (11 percent). Individuals with less than a high school education were most likely to participate (23 percent). Also, non-metropolitan residents (25 percent) participated in the Midwest at a higher rate than metropolitan dwellers (19 percent).

Table 13—Percent of population and number of people age 16 and older participating in off-highway vehicle recreation, by demographic category, 1999-2007, Midwest Region (n=7,282).

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|----------------|--------------------|--------------------|-------------|-----------------------|----------------------|
| All Groups | All people age 16+ | 15,436.7 | 7,282 | 20.6 | 3,179.1 |
| Age | Under 30 | 3,915.4 | 1,432 | 32.5 | 1,272.4 |
| | 30-50 | 5,744.4 | 2,981 | 21.7 | 1,245.5 |
| | 51 & older | 5,776.9 | 2,764 | 11.4 | 661.2 |
| Gender | Male | 7,553.1 | 3,216 | 26.7 | 2,013.0 |
| | Female | 7,883.6 | 4,051 | 14.8 | 1,166.1 |
| Race/ethnicity | White | 13,422.2 | 6,658 | 21.6 | 2,898.4 |
| | Black | 850.5 | 168 | 7.0 | 59.2 |
| | American Indian | 156.1 | 111 | 39.0 | 60.9 |

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|----------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| | Asian/Pacific Islander | 307.3 | 43 | 18.5 | 57.0 |
| | Hispanic | 567.7 | 152 | 18.6 | 105.7 |
| Annual family income | \$25,000 or less | 2,245.6 | 1,027 | 14.2 | 317.8 |
| | \$25,000 to \$49,999 | 3,842.8 | 1,623 | 21.7 | 833.8 |
| | \$50,000 to \$74,999 | 3,001.8 | 1,060 | 23.4 | 700.9 |
| | \$75,000 to \$99,999 | 1,496.9 | 479 | 28.6 | 428.6 |
| | \$100,000 to \$149,999 | 969.2 | 337 | 24.4 | 236.5 |
| | \$150,000 or more | 500.7 | 143 | 26.1 | 130.9 |
| Education | Less than high school | 2,247.7 | 660 | 22.8 | 512.4 |
| | High school graduate | 4,419.8 | 2,044 | 21.6 | 955.1 |
| | Some college/tech. school | 4,502.4 | 2,232 | 21.5 | 966.4 |
| | Bachelor's degree | 2,148.4 | 1,540 | 17.8 | 381.6 |
| | Post-graduate degree | 950.0 | 689 | 11.4 | 107.9 |
| Place of residence | Non-metropolitan | 5,350.2 | 3,762 | 24.5 | 1,311.4 |
| | Metropolitan | 10,086.5 | 3,520 | 18.5 | 1,867.7 |

Source: 2006 Census Estimates Program (age, sex, race/ethnicity, residence: civilian, non-institutionalized population); 2000 Census, SF3 (education, income); NSRE 1999-2004, Versions 1-16 except 3, 6, 12; and NSRE 2005-2007, Versions 2 & 3. Note: Estimates are statistically unreliable and thus not reported for demographic strata with a sample size of less than 30.

West: The West had the highest OHV participation rate (28 percent) of all the regions (Table 14), especially among young people where more than 40 percent under age 30 were OHV users. This was more than two-and-a-half times the rate of people over age 50 (15 percent). Males living in the West were more likely to participate just as in the other regions, but in this region, the female rate of 23 percent was considerably higher than the female rate in other regions. American Indians (32 percent) and Whites (31 percent) led participation among racial and ethnic groups, but Hispanics in the West (24 percent) participated at a much higher rate than Hispanics in the two eastern regions and also at a rate higher than the Midwest Hispanic rate. All but the lowest income category participated at 20 percent or higher. People in all income groups between \$25,000 and \$150,000 participated at more than a 30-percent rate. Similarly, all education classes, but post-graduates, participated at more than 25 percent. Still, post-graduates in the West participated at considerably higher rates than their counterparts elsewhere in the country. More than one in three non-metropolitan residents participated in OHV recreation as compared with about one in four metropolitan residents saying they participated in OHV recreation.

Table 14—Percent of population and number of people age 16 and older participating in off-highway vehicle recreation, by demographic category, 1999-2007, West Region (n=6,357).

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|-----------------------------|----------------------------------|---------------------------|--------------------|------------------------------|-----------------------------|
| All Groups | All people age 16+ | 15,758.3 | 6,357 | 28.1 | 4,433.9 |
| Age | Under 30 | 4,250.2 | 1,340 | 40.7 | 1,728.1 |
| | 30-50 | 6,017.0 | 2,603 | 31.2 | 1,880.8 |
| | 51 & older | 5,491.1 | 2,332 | 15.0 | 824.9 |
| Gender | Male | 7,864.6 | 2,950 | 32.9 | 2,589.1 |
| | Female | 7,893.7 | 3,397 | 23.3 | 1,844.8 |
| Race/ ethnicity | White | 11,139.9 | 5,267 | 30.9 | 3,440.8 |
| | Black | 462.2 | 102 | 11.5 | 53.3 |
| | American Indian | 427.6 | 113 | 31.7 | 135.5 |
| | Asian/Pacific Islander | 424.5 | 63 | 6.4 | 27.0 |
| | Hispanic | 3,131.7 | 654 | 24.0 | 752.3 |
| Annual family income | \$25,000 or less | 2,306.7 | 823 | 18.0 | 415.3 |
| | \$25,000 to \$49,999 | 3,515.7 | 1,492 | 30.2 | 1,060.5 |
| | \$50,000 to \$74,999 | 2,569.3 | 956 | 35.4 | 908.8 |
| | \$75,000 to \$99,999 | 1,368.4 | 427 | 41.2 | 563.2 |
| | \$100,000 to \$149,999 | 962.3 | 317 | 40.6 | 390.4 |
| | \$150,000 or more | 528.6 | 162 | 39.8 | 210.3 |
| Education | Less than high school | 2,355.5 | 581 | 25.6 | 603.8 |
| | High school graduate | 3,464.6 | 1,560 | 27.6 | 955.8 |
| | Some college/tech. school | 4,448.4 | 2,016 | 33.3 | 1,479.6 |
| | Bachelor's degree | 1,986.6 | 1,341 | 26.1 | 518.4 |
| | Post-graduate degree | 997.4 | 761 | 23.0 | 229.6 |
| Place of residence | Non-metropolitan | 3,089.9 | 2,619 | 34.5 | 1,065.3 |
| | Metropolitan | 12,668.4 | 3,738 | 26.6 | 3,368.6 |

Source: 2006 Census Estimates Program (age, sex, race/ethnicity, residence: civilian, non-institutionalized population); 2000 Census, SF3 (education, income); NSRE 1999-2004, Versions 1-16 except 3, 6, 12; and NSRE 2005-2007, Versions 2 & 3. Note: Estimates are statistically unreliable and thus not reported for demographic strata with a sample size of less than 30.

Pacific: In the Pacific region, the rate of OHV participation (18.7 percent) is virtually the same as the national rate (Table 15). The 6.9 million OHV users living in the Pacific region are about 16 percent of the national total. Similar to the other regions, participation declines with age. People under age 30 are about three times more likely to participate as those over 50. Males are also significantly more likely to be OHV users than females. American Indians have the highest participation rate (31 percent) among racial and ethnic groups, just as they do in every other region. Though the Hispanic rate (14 percent) is next to the lowest, the number of Pacific Hispanic OHV users (about 1.3 million) is second only to Whites due to the large Hispanic population, especially in California. People with family incomes over \$50,000 all participated at similar rates (23 to 27 percent). Only about 12 percent of the lowest income class participated. Similar to every other region, the highest educated strata participated at the lowest rates. Just 13 percent of people with post-graduate degrees were OHV users compared to 21 percent of high school graduates and those attending some college or technical school. Also similar to every other region, the participation rate for non-metropolitan residents (32 percent) was much higher than for metro-area dwellers (18 percent), however, since the population in the Pacific region is more than 90 percent metropolitan, this population group dominated the OHV users, accounting for about 89 percent of the 6.9 million participants.

Table 15—Percent of population and number of people age 16 and older participating in off-highway vehicle recreation, by demographic category, 1999-2007, Pacific Region (n=9,684).

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|----------------------|------------------------|--------------------|-------------|-----------------------|----------------------|
| All Groups | All people age 16+ | 37,006.1 | 9,684 | 18.7 | 6,909.2 |
| Age | Under 30 | 9,743.9 | 2,267 | 29.7 | 2,898.1 |
| | 30-50 | 14,736.9 | 3,999 | 19.0 | 2,805.1 |
| | 51 & older | 12,525.2 | 3,230 | 9.7 | 1,206.0 |
| Gender | Male | 18,360.0 | 4,461 | 23.5 | 4,303.7 |
| | Female | 18,646.0 | 5,196 | 13.9 | 2,605.5 |
| Race/ethnicity | White | 19,901.1 | 6,874 | 23.2 | 4,613.6 |
| | Black | 1,925.2 | 343 | 16.1 | 310.3 |
| | American Indian | 324.8 | 187 | 30.6 | 99.5 |
| | Asian/Pacific Islander | 4,598.0 | 602 | 11.2 | 515.1 |
| | Hispanic | 9,517.7 | 1,334 | 13.9 | 1,323.8 |
| Annual family income | \$25,000 or less | 5,607.3 | 1,132 | 12.0 | 673.5 |
| | \$25,000 to \$49,999 | 7,498.1 | 1,778 | 19.4 | 1,455.3 |
| | \$50,000 to \$74,999 | 5,932.0 | 1,439 | 23.0 | 1,364.4 |
| | \$75,000 to \$99,999 | 3,683.5 | 813 | 23.3 | 859.5 |

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|--------------------|---------------------------|--------------------|-------------|-----------------------|----------------------|
| | \$100,000 to \$149,999 | 3,232.6 | 686 | 24.1 | 779.3 |
| | \$150,000 or more | 2,052.0 | 446 | 27.2 | 557.6 |
| Education | Less than high school | 7,171.7 | 938 | 17.9 | 1,286.6 |
| | High school graduate | 7,396.1 | 1,974 | 20.9 | 1,545.7 |
| | Some college/tech. school | 10,501.4 | 3,076 | 21.5 | 2,259.6 |
| | Bachelor's degree | 5,191.5 | 2,128 | 15.4 | 800.1 |
| | Post-graduate degree | 2,704.6 | 1,404 | 12.5 | 338.2 |
| Place of residence | Non-metropolitan | 2,357.1 | 1,874 | 32.0 | 753.9 |
| | Metropolitan | 34,649.0 | 7,810 | 17.7 | 6,155.3 |

Source: 2006 Census Estimates Program (age, sex, race/ethnicity, residence: civilian, non-institutionalized population); 2000 Census, SF3 (education, income); NSRE 1999-2004, Versions 1-16 except 3, 6, 12; and NSRE 2005-2007, Versions 2 & 3. Note: Estimates are statistically unreliable and thus not reported for demographic strata with a sample size of less than 30.

Annual OHV Activity Days

Data for calculating mean or average annual OHV activity days by demographic category are somewhat limited for the five regions because of limited NSRE sample size across regions. The sample for each region is sufficient, however, to estimate total user days, except for a few of the demographic strata. Because of limited samples, activity days analysis was not attempted at state level. The five tables (tables 16-20), that follow, report the average annual OHV days for each region overall and by demographic stratum along with the stratum sample size and the 95-percent confidence range. The confidence intervals shown are a function of both the stratum sample size and the variance of values (not shown) around the sample mean. For reference, the national mean based on 3,966 responses was 27.9 days annually (see line 1 of **Table 4**). The 95 percent confidence interval for the national sample was 26.1 to 29.8 days. The following text briefly describe annual OHV activity days for each region.

North: The mean days for the North region was slightly less than the national mean at about 24 days of OHV activity per year (**Table 16**). People in this region under age 30 spent 31 days on average compared to 19 for people age 30-50. Males spent about four to five more days on average than females. Small sample size did not allow for any reliable estimates for American Indians and Asian/Pacific Islanders. The interval estimate for blacks includes a negative lower bound, which also indicates an unreliable estimate. The same was very nearly true for Hispanics (lower bound of 0.6 days). The lowest income class spent by far the most days (about 41), although the confidence interval is quite wide. There was also a large mean for persons with less than a high school education, whose 43 activity days per year were the highest, but based on a

relatively small sample of 108 people. Non-metropolitan residents participated in OHV about four more days per year than metropolitan residents.

Table 16—Mean annual activity days (with 95% confidence intervals) of people age 16 and older who participated in off-highway vehicle recreation, 2001-2007, North Region.

| Demographic | Strata | Sample size | 95% c.i. lower bound | Mean annual OHV days | 95% c.i. upper bound |
|-----------------------------|--------------------------------------|--------------------|-----------------------------|-----------------------------|-----------------------------|
| All Groups | All people age 16 & older | 1,275 | 21.1 | 24.2 | 27.3 |
| Age | Under 30 | 354 | 22.1 | 31.3 | 40.5 |
| | 30-50 | 617 | 15.5 | 18.5 | 21.4 |
| | 51 & older | 292 | 17.1 | 21.7 | 26.3 |
| Gender | Male | 755 | 21.7 | 25.9 | 30.1 |
| | Female | 520 | 16.7 | 21.4 | 26.0 |
| Race/ethnicity | White | 1,136 | 20.9 | 23.9 | 26.9 |
| | Black | 49 | -4.1 | 32.3 | 68.8 |
| | American Indian | 18 | . | . | . |
| | Asian/Pacific Islander | 9 | . | . | . |
| | Hispanic | 36 | 0.6 | 13.7 | 26.8 |
| Annual family income | \$25,000 or less | 114 | 23.1 | 41.0 | 58.9 |
| | \$25,000 to \$49,999 | 267 | 15.0 | 20.0 | 25.0 |
| | \$50,000 to \$74,999 | 229 | 13.1 | 16.1 | 19.1 |
| | \$75,000 to \$99,999 | 143 | 12.2 | 17.5 | 22.8 |
| | \$100,000 to \$149,999 | 116 | 12.3 | 18.7 | 25.2 |
| | \$150,000 or more | 55 | 8.1 | 13.7 | 19.3 |
| Education | Less than high school | 108 | 15.7 | 42.5 | 69.3 |
| | High school graduate | 377 | 18.3 | 23.1 | 28.0 |
| | Some college/tech. school | 363 | 14.8 | 19.4 | 24.1 |
| | Bachelor's degree | 261 | 12.7 | 16.2 | 19.7 |
| | Post-graduate degree | 141 | 8.7 | 11.9 | 15.0 |
| Place of residence | Non-metropolitan | 444 | 24.0 | 27.8 | 31.5 |
| | Metropolitan | 831 | 18.9 | 23.2 | 27.6 |

Source: NSRE 1999-2004, Versions 8, 10, & 15; and NSRE 2005-2007, Versions 2 & 3. Note: Estimates are statistically unreliable and thus not reported for demographic strata with a sample size of less than 30.

South: Average days among South region residents (37.2) were significantly higher than the national average (**Table 17**). Frequency of participation by age was about the same for the two younger age groups, about 38 to 40 days annually. Males participated on average about 11 more days per year than females, and Whites participated about 7 more days per year than Blacks. A very wide confidence interval for Hispanics' days of participation renders its average of 74 days per year to be very suspect. Average days by income varied significantly with the \$100,000 to \$149,000 group averaging the highest with 35 days per year. A similar situation by educational attainment resulted in the two lowest education classes having the two highest means at about 56 and 36 days per year respectively. Non-metro and metro residents' annual OHV days (about 37) were essentially the same.

Table 17—Mean annual activity days (with 95% confidence intervals) of people age 16 and older who participated in off-highway vehicle recreation, 2001-2007, South Region.

| Demographic | Strata | Sample size | 95% c.i. lower bound | Mean annual OHV days | 95% c.i. upper bound |
|-----------------------------|--------------------------------------|--------------------|-----------------------------|-----------------------------|-----------------------------|
| All Groups | All people age 16 & older | 1,186 | 33.0 | 37.2 | 41.5 |
| Age | Under 30 | 348 | 28.6 | 39.4 | 50.2 |
| | 30-50 | 555 | 32.7 | 37.9 | 43.2 |
| | 51 & older | 275 | 23.4 | 29.8 | 36.2 |
| Gender | Male | 666 | 35.0 | 41.4 | 47.9 |
| | Female | 520 | 25.2 | 30.5 | 35.7 |
| Race/ethnicity | White | 1,022 | 30.1 | 33.6 | 37.2 |
| | Black | 78 | 7.6 | 26.3 | 45.1 |
| | American Indian | 18 | . | . | . |
| | Asian/Pacific Islander | 4 | . | . | . |
| | Hispanic | 50 | 12.1 | 74.6 | 137.1 |
| Annual family income | \$25,000 or less | 124 | 27.7 | 43.0 | 58.3 |
| | \$25,000 to \$49,999 | 264 | 19.0 | 24.7 | 30.4 |
| | \$50,000 to \$74,999 | 191 | 25.5 | 33.2 | 40.8 |
| | \$75,000 to \$99,999 | 138 | 17.3 | 23.8 | 30.3 |
| | \$100,000 to \$149,999 | 83 | 21.6 | 35.2 | 48.9 |
| | \$150,000 or more | 57 | 20.8 | 28.8 | 36.8 |
| Education | Less than high school | 140 | 27.7 | 55.6 | 83.5 |
| | High school graduate | 295 | 28.1 | 35.9 | 43.7 |
| | Some college/tech. school | 373 | 21.2 | 25.2 | 29.3 |

| Demographic | Strata | Sample size | 95% c.i. lower bound | Mean annual OHV days | 95% c.i. upper bound |
|--------------------|----------------------|-------------|----------------------|----------------------|----------------------|
| | Bachelor's degree | 232 | 17.6 | 22.3 | 27.0 |
| | Post-graduate degree | 129 | 21.8 | 29.6 | 37.4 |
| Place of residence | Non-metropolitan | 486 | 32.4 | 37.6 | 42.8 |
| | Metropolitan | 700 | 30.8 | 37.1 | 43.4 |

Source: NSRE 1999-2004, Versions 8, 10, & 15; and NSRE 2005-2007, Versions 2 & 3. Note: Estimates are statistically unreliable and thus not reported for demographic strata with a sample size of less than 30.

Midwest: The Midwest region had a sample size of just 411 respondents, thus reliable estimates of means by demographic strata are few. Overall, the region's mean activity days (26.9) slightly trailed the national mean (**Table 18**). There was very little difference in annual OHV days by age, each participating about 27 days. Males (31) spent about 1.5 times as many days in OHV recreation than females (21). Non-metro residents participated much more frequently than metropolitan residents, about 17 days on average.

Table 18—Mean annual activity days (with 95% confidence intervals) of people age 16 and older who participated in off-highway vehicle recreation, 2001-2007, Midwest Region.

| Demographic | Strata | Sample size | 95% c.i. lower bound | Mean annual OHV days | 95% c.i. upper bound |
|----------------------|---------------------------|-------------|----------------------|----------------------|----------------------|
| All Groups | All people age 16 & older | 411 | 21.6 | 26.9 | 32.3 |
| Age | Under 30 | 119 | 13.8 | 26.6 | 39.5 |
| | 30-50 | 187 | 20.0 | 27.1 | 34.2 |
| | 51 & older | 103 | 18.6 | 26.6 | 34.6 |
| Gender | Male | 232 | 23.8 | 31.0 | 38.3 |
| | Female | 179 | 13.1 | 20.9 | 28.6 |
| Race/ethnicity | White | 396 | 22.8 | 28.3 | 33.8 |
| | Black | 1 | . | . | . |
| | American Indian | 2 | . | . | . |
| | Asian/Pacific Islander | 2 | . | . | . |
| | Hispanic | 7 | . | . | . |
| Annual family income | \$25,000 or less | 43 | 7.4 | 16.7 | 26.1 |
| | \$25,000 to \$49,999 | 111 | 18.9 | 28.3 | 37.7 |
| | \$50,000 to \$74,999 | 68 | 14.1 | 30.3 | 46.4 |
| | \$75,000 to \$99,999 | 38 | 17.2 | 37.4 | 57.6 |

| Demographic | Strata | Sample size | 95% c.i. lower bound | Mean annual OHV days | 95% c.i. upper bound |
|--------------------|---------------------------|-------------|----------------------|----------------------|----------------------|
| | \$100,000 to \$149,999 | 26 | . | . | . |
| | \$150,000 or more | 12 | . | . | . |
| Education | Less than high school | 46 | 6.8 | 12.2 | 17.7 |
| | High school graduate | 119 | 20.0 | 30.8 | 41.7 |
| | Some college/tech. school | 117 | 22.6 | 34.9 | 47.2 |
| | Bachelor's degree | 95 | 22.0 | 31.8 | 41.5 |
| | Post-graduate degree | 25 | . | . | . |
| Place of residence | Non-metropolitan | 213 | 29.4 | 37.4 | 45.3 |
| | Metropolitan | 198 | 13.7 | 20.6 | 27.5 |

Source: NSRE 1999-2004, Versions 8, 10, & 15; and NSRE 2005-2007, Versions 2 & 3. Note: Estimates are statistically unreliable and thus not reported for demographic strata with a sample size of less than 30.

West: Interestingly, the West, which led all regions with 28 percent of people 16 and older participating, had the next-to-smallest average annual days of OHV use with 23.2 days for participants, ahead of only the Pacific (**Table 19**). Differences by age group were slight, but the highest average was for the 51 years and older age group. That was not true for either of the eastern regions or the Midwest. Male activity days were about six days higher than for females, however, data were not sufficient to estimate days by all income classes. High school graduates (26.1) and people with bachelor's degrees (23.7) led other educational attainment groups by a slender margin. Another interesting result for this region is the large difference in average days by non-metropolitan residents (35.3) compared to metropolitan dwellers (19.1). This is probably an indication of the convenient and ready access to OHV opportunities on public land in the rural West.

Table 19—Mean annual activity days (with 95% confidence intervals) of people age 16 and older who participated in off-highway vehicle recreation, 2001-2007, West Region.

| Demographic | Strata | Sample size | 95% c.i. lower bound | Mean annual OHV days | 95% c.i. upper bound |
|----------------|---------------------------|-------------|----------------------|----------------------|----------------------|
| All Groups | All people age 16 & older | 628 | 19.8 | 23.2 | 26.7 |
| Age | Under 30 | 178 | 16.5 | 23.6 | 30.6 |
| | 30-50 | 282 | 17.9 | 22.6 | 27.2 |
| | 51 & older | 161 | 16.3 | 24.0 | 31.6 |
| Gender | Male | 349 | 20.5 | 25.7 | 30.8 |
| | Female | 278 | 15.4 | 19.9 | 24.4 |
| Race/ethnicity | White | 531 | 21.5 | 25.1 | 28.7 |

| Demographic | Strata | Sample size | 95% c.i. lower bound | Mean annual OHV days | 95% c.i. upper bound |
|----------------------|---------------------------|-------------|----------------------|----------------------|----------------------|
| | Black | 2 | . | . | . |
| | American Indian | 10 | . | . | . |
| | Asian/Pacific Islander | 5 | . | . | . |
| | Hispanic | 63 | 3.5 | 18.7 | 33.9 |
| Annual family income | \$25,000 or less | 65 | 14.8 | 26.4 | 38.1 |
| | \$25,000 to \$49,999 | 138 | 15.0 | 21.3 | 27.6 |
| | \$50,000 to \$74,999 | 132 | 19.0 | 26.7 | 34.5 |
| | \$75,000 to \$99,999 | 61 | 10.4 | 15.2 | 20.0 |
| | \$100,000 to \$149,999 | 44 | 14.8 | 29.6 | 44.3 |
| | \$150,000 or more | 22 | . | . | . |
| Education | Less than high school | 48 | 2.5 | 22.5 | 42.5 |
| | High school graduate | 142 | 17.9 | 26.1 | 34.2 |
| | Some college/tech. school | 225 | 17.0 | 21.1 | 25.2 |
| | Bachelor's degree | 136 | 15.9 | 23.7 | 31.4 |
| | Post-graduate degree | 68 | 8.3 | 14.1 | 20.0 |
| Place of residence | Non-metropolitan | 281 | 29.4 | 35.3 | 41.2 |
| | Metropolitan | 347 | 15.1 | 19.1 | 23.1 |

Source: NSRE 1999-2004, Versions 8, 10, & 15; and NSRE 2005-2007, Versions 2 & 3. Note: Estimates are statistically unreliable and thus not reported for demographic strata with a sample size of less than 30.

Pacific: Mean OHV days in the Pacific region (22.2) were very close to the mean in the West, both of which trailed the national average (**Table 20**). Like the West, the highest average days was found for the 51 and older age group. Differences were slight by gender and income (which had wide confidence intervals due to relatively small sample sizes). High school graduates (25.4) and people with some college education (22.97) led the other three education groups, each of which averaged about 20 days per year. The Pacific was similar to the West in terms of metro versus non-metro average activity days. Non-metropolitan residents spent 34 days per year on average, almost three days per month. For metro area residents, the mean was just under 20 days. Like the West, greater availability of public land likely accounts for much higher number of days of OHV use by non-metropolitan residents.

Table 20—Mean annual activity days (with 95% confidence intervals) of people age 16 and older who participated in off-highway vehicle recreation, 2001-2007, Pacific Region.

| Demographic | Strata | Sample size | 95% c.i. lower bound | Mean annual OHV days | 95% c.i. upper bound |
|-----------------------------|--------------------------------------|--------------------|-----------------------------|-----------------------------|-----------------------------|
| All Groups | All people age 16 & older | 603 | 18.2 | 22.2 | 26.2 |
| Age | Under 30 | 197 | 13.5 | 21.4 | 29.4 |
| | 30-50 | 267 | 17.0 | 22.4 | 27.9 |
| | 51 & older | 136 | 16.8 | 25.0 | 33.3 |
| Gender | Male | 350 | 18.1 | 22.4 | 26.7 |
| | Female | 253 | 14.5 | 22.0 | 29.5 |
| Race/ethnicity | White | 475 | 19.5 | 23.7 | 27.9 |
| | Black | 18 | . | . | . |
| | American Indian | 11 | . | . | . |
| | Asian/Pacific Islander | 16 | . | . | . |
| | Hispanic | 68 | 4.0 | 12.8 | 21.5 |
| Annual family income | \$25,000 or less | 53 | 7.2 | 21.9 | 36.6 |
| | \$25,000 to \$49,999 | 122 | 12.4 | 20.6 | 28.8 |
| | \$50,000 to \$74,999 | 91 | 12.3 | 21.5 | 30.6 |
| | \$75,000 to \$99,999 | 75 | 11.9 | 23.6 | 35.4 |
| | \$100,000 to \$149,999 | 62 | 10.0 | 21.6 | 33.2 |
| | \$150,000 or more | 39 | 7.9 | 26.4 | 44.9 |
| Education | Less than high school | 64 | 6.7 | 19.9 | 33.2 |
| | High school graduate | 140 | 17.0 | 25.4 | 33.7 |
| | Some college/tech. school | 217 | 15.2 | 22.9 | 30.7 |
| | Bachelor's degree | 117 | 12.9 | 20.0 | 27.1 |
| | Post-graduate degree | 57 | 11.5 | 19.9 | 28.2 |
| Place of residence | Non-metropolitan | 185 | 25.8 | 33.6 | 41.3 |
| | Metropolitan | 418 | 14.9 | 19.5 | 24.1 |

Source: NSRE 1999-2004, Versions 8, 10, & 15; and NSRE 2005-2007, Versions 2 & 3. Note: Estimates are statistically unreliable and thus not reported for demographic strata with a sample size of less than 30.

Section III – Segmenting Off-Highway Vehicle (OHV) Users

Stratifying off-highway vehicle users into smaller groups helps to better understand who is and who is not participating and where differences lay within the user population. One way of doing this is through a statistical technique known as disjoint cluster analysis. This type of analysis identifies groupings of OHV participants who are similar to one another in their recreation activities and demographics.

Analysis

The statistical analysis process examines the identity of each individual OHV user and assigns them to one and only one group, where members within a group are similar in characteristics. The characteristics examined fall into two broad categories: 1) demographics and 2) participation in 47 resource-based outdoor recreation activities. This analysis provides the researcher with an estimation of the number of user groups or segments that are interpretable. Usually, a number of different groupings are examined looking for a combination of groups which can be meaningfully interpreted. A descriptive name or label is typically then assigned to each of the defined segments. These names are meant to highlight the central similarities among members of each segment or group. Upon careful analysis, we selected five OHV user segments and labeled them as: *Middle of the Roaders*, *Upper Middle Class Nature Lovers*, *Seniors*, *Middle Age Actives*, and *Young Adventure Seekers*. A brief narrative describing each user group is provided in this section. The specific characteristics or variables upon which the OHV groups were based are listed in **Table 21** (demographics) and **Table 22** (recreation participation). **Table 21** shows the proportions (except for age, which is mean years) within each demographic category for the five OHV user segments, and for comparison, also shows the proportions for all OHV users, and for all respondents to the NSRE survey. In each column of **Table 21**, the percentages sum down to 100 within each demographic group. Reading across the columns highlights the differences between the user segments—and how they compare to all OHV users and all NSRE respondents—for any given demographic stratum.

The NSRE national sample was weighted using a process called post-stratification so that sample demographic proportions in age, sex, and race strata would closely approximate demographic strata in the 2000 Census. Further, weights adjusted the sample to be more in line with national proportions of educational attainment and the mix of urban/rural residents. There are some substantive differences in socio-economic characteristics of OHV users as compared to the national NSRE sample (**Table 21**). On average, OHV users are significantly younger, and more likely to be male, White, and rural (i.e., non-metropolitan) with slightly higher incomes. Their level of education closely mirrors that of the general population. They do not tend to be concentrated in any region of the country, except that percentages of the population participating tends to be lower in the North region and higher in the West region.

Table 21—Demographic characteristics of the full NSRE sample, all OHV users, and the five OHV user segments (Age is in years. All other demographics are percentages.).

| Demo-graphic | Stratum | Full NSRE Sample | All OHV Users | Middle of the Roaders | Middle Age Actives | Seniors | Upper Middle Class Nature Lovers | Young Adventure - Seekers |
|-----------------------------|--|-------------------------|----------------------|------------------------------|---------------------------|----------------|---|----------------------------------|
| Age | (Mean Years) | 43.3 | 34.9 | 31.6 | 42.7 | 69.9 | 54.4 | 19.2 |
| Gender | Male | 47.5 | 60.2 | 60.6 | 59.5 | 59.6 | 59.4 | 60.8 |
| | Female | 52.5 | 39.8 | 39.4 | 40.5 | 40.5 | 40.6 | 39.2 |
| Race/ethnicity | White, Non-Hispanic | 68.1 | 76.7 | 76.0 | 78.6 | 82.9 | 83.5 | 72.4 |
| | Black, Non-Hispanic | 13.0 | 8.5 | 7.8 | 8.0 | 7.4 | 6.3 | 10.3 |
| | American Indian, Non-Hispanic | 0.7 | 1.0 | 0.9 | 1.0 | 0.8 | 0.8 | 1.2 |
| | Asian or Pacific Islander, Non-Hispanic | 3.6 | 2.4 | 2.6 | 2.9 | 0.6 | 1.8 | 2.4 |
| | Hispanic | 14.6 | 11.4 | 12.7 | 9.6 | 8.3 | 7.7 | 13.6 |
| Annual family income | <\$25,000 | 25.5 | 16.5 | 13.8 | 9.3 | 27.4 | 10.5 | 28.2 |
| | \$25,000-\$49,999 | 31.5 | 32.7 | 37.2 | 29.8 | 37.8 | 29.2 | 30.8 |
| | \$50,000-\$74,999 | 20.3 | 23.3 | 26.5 | 26.7 | 17.6 | 26.4 | 15.2 |
| | \$75,000-\$99,999 | 10.5 | 12.8 | 12.4 | 15.8 | 6.1 | 15.5 | 10.2 |
| | \$100,000-\$149,999 | 7.8 | 9.1 | 6.7 | 12.1 | 4.8 | 11.4 | 8.6 |
| | \$150,000+ | 4.5 | 5.7 | 3.4 | 6.3 | 6.3 | 7.0 | 7.1 |
| Education | Less than high school | 24.3 | 23.7 | 7.6 | 8.7 | 20.5 | 9.2 | 49.3 |
| | High school graduate | 29.1 | 31.0 | 34.0 | 35.3 | 35.3 | 30.5 | 25.8 |
| | Some college | 24.7 | 27.4 | 33.8 | 31.9 | 22.9 | 33.3 | 18.9 |
| | College degree | 14.7 | 13.1 | 19.5 | 17.3 | 11.4 | 16.1 | 5.5 |
| | Post-graduate degree | 7.1 | 4.9 | 5.1 | 6.8 | 10.0 | 10.9 | 0.5 |
| Place of Residence | Metropolitan Area | 80.2 | 72.4 | 74.3 | 72.0 | 68.4 | 67.1 | 74.0 |
| | Non-metropolitan | 19.8 | 27.6 | 25.7 | 28.0 | 31.6 | 32.9 | 26.0 |

| Demo-graphic | Stratum | Full NSRE Sample | All OHV Users | Middle of the Roaders | Middle Age Actives | Seniors | Upper Middle Class Nature Lovers | Young Adventure - Seekers |
|--------------|---------|------------------|---------------|-----------------------|--------------------|---------|----------------------------------|---------------------------|
| Region | North | 37.1 | 32.0 | 32.4 | 34.4 | 32.6 | 33.5 | 29.6 |
| | South | 30.7 | 30.7 | 31.7 | 28.4 | 31.7 | 27.8 | 32.2 |
| | Midwest | 8.1 | 9.0 | 7.9 | 8.7 | 10.2 | 10.0 | 9.2 |
| | West | 8.5 | 12.7 | 12.8 | 13.2 | 11.7 | 14.1 | 11.9 |
| | Pacific | 15.7 | 15.7 | 15.3 | 15.4 | 13.8 | 14.5 | 17.1 |

Source: NSRE 1999-2007. Sample sizes: Full sample=85,268; All OHV users=14,101; Cluster 1=3,743; Cluster 2=3,334; Cluster 3=964; Cluster 4=2,620; Cluster 5=3,440. Age is in years. All other demographics are percentages. In each column, percentages sum down to 100 within each demographic group.

Table 22 shows participation rates for each of the 47 outdoor recreation activities across the five OHV user segments. As a whole, OHV users are more active in every single recreation activity relative to the general U.S. population age 16 and older (**Table 22**). For some activities, OHV users participate at more than twice the national rate. In particular, OHV users were about three times more likely to participate in the three types of hunting—big game, small game, and migratory bird—than was the general public. Following **Table 22** is a brief synopsis describing each OHV user group or segment.

Table 22—Outdoor recreation participation percentages for the full NSRE sample, all OHV users, and the five OHV user segments, by activity type.

| Activity | Full NSRE Sample | All OHV Users | Middle of the Roaders | Middle Age Actives | Seniors | Upper Middle Class Nature Lovers | Young Adventure -Seekers |
|--------------------------------------|------------------|---------------|-----------------------|--------------------|---------|----------------------------------|--------------------------|
| Land-based Activities | | | | | | | |
| Visit a wilderness or primitive area | 36.2 | 58.1 | 57.8 | 58.7 | 45.5 | 54.0 | 55.3 |
| Day hiking | 35.4 | 47.9 | 48.0 | 51.2 | 33.2 | 47.7 | 41.1 |
| Primitive camping | 17.8 | 37.2 | 36.7 | 35.1 | 21.1 | 32.7 | 41.2 |
| Mountain biking | 22.0 | 34.4 | 37.4 | 33.9 | 15.2 | 24.7 | 41.7 |
| Big game hunting | 10.0 | 28.4 | 27.4 | 26.2 | 19.9 | 29.9 | 23.0 |
| Small game hunting | 8.3 | 23.2 | 21.4 | 20.0 | 15.3 | 21.5 | 21.7 |
| Backpacking | 11.4 | 19.9 | 21.7 | 20.3 | 7.4 | 15.7 | 22.3 |

| Activity | Full NSRE Sample | All OHV Users | Middle of the Roaders | Middle Age Actives | Seniors | Upper Middle Class Nature Lovers | Young Adventure -Seekers |
|--|-------------------------|----------------------|------------------------------|---------------------------|----------------|---|---------------------------------|
| Horseback riding on trails | 8.7 | 16.8 | 14.2 | 16.0 | 7.5 | 11.7 | 20.4 |
| Migratory bird hunting | 2.7 | 7.9 | 6.8 | 6.2 | 3.5 | 7.5 | 8.3 |
| Viewing/Learning Activities | | | | | | | |
| Sightseeing | 58.5 | 78.8 | 77.3 | 82.6 | 83.9 | 86.4 | 62.6 |
| View/Photograph natural scenery | 66.5 | 75.9 | 73.5 | 79.9 | 68.8 | 79.4 | 62.2 |
| View/Photograph other wildlife (besides birds) | 51.4 | 67.6 | 63.3 | 70.0 | 64.0 | 70.1 | 54.5 |
| View/Photograph wildflowers, trees, etc. | 51.1 | 57.3 | 52.5 | 62.9 | 56.1 | 62.8 | 41.2 |
| Gather mushrooms, berries, etc. | 32.5 | 52.0 | 48.0 | 52.8 | 45.9 | 51.3 | 46.5 |
| View/Photograph fish | 27.2 | 40.2 | 39.6 | 45.9 | 35.5 | 41.5 | 31.3 |
| View/Photograph birds | 37.9 | 40.7 | 35.1 | 44.5 | 47.7 | 52.0 | 23.7 |
| Developed-setting Activities | | | | | | | |
| Walk for pleasure | 86.2 | 88.9 | 87.6 | 89.6 | 90.2 | 90.5 | 85.0 |
| Family gatherings outdoors | 76.2 | 84.9 | 86.0 | 85.7 | 79.2 | 82.5 | 83.9 |
| Driving for pleasure | 59.1 | 86.3 | 86.1 | 88.7 | 90.0 | 91.6 | 75.6 |
| Visit nature centers, etc. | 61.8 | 69.5 | 74.7 | 70.7 | 57.7 | 67.9 | 61.9 |
| Picnicking | 58.9 | 65.2 | 66.3 | 71.3 | 66.1 | 68.1 | 48.1 |
| Visit historic sites | 51.5 | 59.3 | 56.9 | 59.5 | 51.5 | 62.0 | 52.1 |
| Developed camping | 29.1 | 44.7 | 46.5 | 46.7 | 30.6 | 39.9 | 43.4 |
| Visit prehistoric sites | 22.6 | 30.3 | 29.0 | 31.2 | 24.2 | 33.6 | 27.1 |
| Water-based Activities: Fishing | | | | | | | |
| Warmwater fishing | 24.5 | 44.6 | 45.4 | 43.0 | 32.8 | 39.5 | 43.7 |
| Coldwater fishing | 14.0 | 28.3 | 27.0 | 29.3 | 22.4 | 27.4 | 28.8 |
| Saltwater fishing | 10.3 | 16.3 | 17.2 | 17.9 | 12.9 | 17.0 | 16.7 |
| Anadromous fishing | 4.2 | 8.8 | 8.0 | 9.6 | 4.3 | 10.5 | 10.4 |

| Activity | Full NSRE Sample | All OHV Users | Middle of the Roaders | Middle Age Actives | Seniors | Upper Middle Class Nature Lovers | Young Adventure -Seekers |
|--|-------------------------|----------------------|------------------------------|---------------------------|----------------|---|---------------------------------|
| Water-based Activities: Non-motorized Boating | | | | | | | |
| Rafting | 10.7 | 21.4 | 20.0 | 20.0 | 4.5 | 12.4 | 31.1 |
| Canoeing | 11.2 | 18.3 | 16.5 | 18.4 | 8.5 | 12.1 | 21.3 |
| Rowing | 4.6 | 7.7 | 6.2 | 8.1 | 4.6 | 7.7 | 8.2 |
| Sailing | 6.0 | 7.0 | 5.8 | 7.1 | 4.1 | 5.4 | 9.0 |
| Kayaking | 4.8 | 6.7 | 6.1 | 6.4 | 2.4 | 4.5 | 9.6 |
| Windsurfing | 0.7 | 1.2 | 1.3 | 1.6 | 0.1 | 0.9 | 2.2 |
| Water-based Activities: Motorized Boating | | | | | | | |
| Motorboating | 28.5 | 46.9 | 46.5 | 47.9 | 30.1 | 39.1 | 44.8 |
| Waterskiing | 8.7 | 19.8 | 20.3 | 16.8 | 4.0 | 8.4 | 30.6 |
| Using personal watercraft | 9.6 | 20.9 | 20.8 | 18.1 | 7.1 | 8.4 | 35.7 |
| Water-based Activities: Swimming/diving | | | | | | | |
| Swimming in lakes, streams, etc. | 46.9 | 63.3 | 65.3 | 63.7 | 28.8 | 49.3 | 69.6 |
| Visit a beach | 46.6 | 55.8 | 58.6 | 57.3 | 33.9 | 48.8 | 57.7 |
| Visit other waterside (besides beach) | 28.8 | 41.9 | 43.0 | 41.8 | 22.1 | 32.1 | 43.0 |
| Snorkeling | 7.6 | 11.6 | 11.3 | 13.5 | 5.1 | 8.7 | 13.3 |
| Scuba diving | 2.0 | 4.2 | 5.0 | 4.4 | 2.6 | 3.5 | 5.3 |
| Surfing | 1.6 | 3.0 | 2.8 | 2.6 | 0.3 | 1.4 | 6.9 |
| Snow/Ice Activities | | | | | | | |
| Snowmobiling | 6.0 | 16.4 | 16.8 | 14.3 | 6.5 | 11.5 | 19.8 |
| Downhill skiing | 9.2 | 14.8 | 13.8 | 15.2 | 3.0 | 6.9 | 19.8 |
| Snowboarding | 4.3 | 9.7 | 8.8 | 6.5 | 0.9 | 2.6 | 23.3 |
| Cross-country skiing | 4.8 | 6.7 | 4.6 | 6.8 | 3.1 | 6.0 | 5.9 |

Source: NSRE 1999-2007. Sample sizes: Full sample=85,268; All OHV users=14,101; Cluster 1=3,743; Cluster 2=3,334; Cluster 3=964; Cluster 4=2,620; Cluster 5=3,440.

Description of the OHV User Segments

Middle of the Roaders

26.5 percent of OHV Users

The Middle of the Roaders, which comprise almost 27 percent of all OHV users, are the cluster or group that is most like OHV users overall. Their demographics are very similar to those of OHV users generally, and they are similar in their recreation participation characteristics (Table 21). They are the closest group in mean age (about 32 years) to the mean age of all OHV users (34.9). The biggest difference is in the proportion with less than a high school education. This cluster has only 7.6 percent in that category compared to 23.7 percent of all OHV users. It is higher in all other education levels, especially the bachelor's degree (19.5 of the group versus 13.1 percent of all users). Also, Middle of the Roaders are slightly more likely to be Hispanic, live in metropolitan areas, and live in the eastern U. S. But these differences are modest. Further, the Middle of the Roaders are more likely to be in the middle income categories between \$25,000 and \$75,000 and the least likely group to earn more than \$100,000 annually (especially \$150,000 or more).

In terms of outdoor recreation, this group's participation very closely reflects that of all OHV users (Table 22). Participation rates are within a few percentage points for nearly all of the 47 activities. A few exceptions are higher rates of visiting nature centers and picnicking, however the differences are modest. These Middle of the Roaders are more likely to participate in family-oriented activities and they are a relatively young group. Physically-demanding snow/ice and water adventure sports such as snowboarding, surfing, and kayaking are among the activities least selected by the Middle of the Roaders.

Middle Age Actives

23.6 percent of OHV Users

The Middle Age Actives segment conjures images of successful, well-educated professionals who are busy with family and careers, and who maintain an active lifestyle. This cluster is similar to the Upper Middle Class Nature Lovers, but is somewhat younger (mean age of 42.7 years compared to 54.4) and more active (Table 21). It is also the most affluent of all the OHV clusters, though nearly identical in annual family income to the Upper Middle Class Nature Lovers group. About 18 percent earn more than \$100,000 annually and just over one-third earn more than \$75,000. This cluster also has the lowest proportion—under ten percent—earning less than \$25,000 per year. The Middle Age Actives also has more residents of the North and second fewer in the South.

In terms of outdoor recreation participation, this group is quite active, participating at higher rates than OHV users in general across 34 of the 47 activities (Table 22). Viewing/learning activities top the list, but no single activity or group of activities dominates. It does lead all other segments in cross country skiing participation and is second in downhill skiing. Similar to the other OHV user segments, the least favorite activities of this segment were the high skill

snow/ice (specifically, snowboarding) and water-based sports, as well as the motorized activities of using personal watercraft and water skiing.

Seniors

6.8 percent of OHV Users

The Seniors user group, which comprises just under seven percent of OHV users, is less than one-half the size of the next smallest group. It is characterized by two primary traits: advanced age of its members and less participation in outdoor recreation activities generally. Their average age of 70 years is more than twice that of the 34.9 years of *all* OHV users (**Table 21**). Group members are also more often White, live in non-metropolitan areas, and are fairly evenly distributed throughout the country, being just slightly less likely to live in the western U.S. This group also has more than twice as many people with post-graduate degrees and a smaller proportion with less than a high school education than OHV users as a whole. The Seniors have a large proportion (about 27 percent) of members earning \$25,000 per year or less, but also has a slightly higher percentage earning in excess of \$150,000 annually relative to all OHV users.

Regarding outdoor recreation, this cluster participates more frequently than the overall group in just 7 of the 47 activities (**Table 22**). Only two activities (viewing/photographing birds and sightseeing) have participation rates substantially higher than OHV users in general. As expected, very few in this group participate in high-energy, high-skill sports. In three activities (snowboarding, surfing, and windsurfing) less than one percent of the Seniors participate, or less than 1/10th the rate of all OHV users.

Upper Middle Class Nature Lovers

18.6 percent of OHV users

The Upper Middle Class Nature Lovers with an average age of about 54 years, comprise about 19 percent of all OHV users. Individuals in this group have very nearly the same family highest incomes of the Middle Age Actives, especially in the top three income categories (**Table 21**). These two groups lead all others in income by a fairly wide margin. Just over one-third of this group has an annual family income greater than \$75,000. It is also one of the more educated groups with more people having bachelor's degrees or higher than either OHV users in general or the U.S. population. Individuals in this segment are more likely than all OHV users and any other segment to be White and live in non-metropolitan areas.

Relative to other OHV users, Upper Middle Class Nature Lovers are more likely to participate in viewing/learning and other non-consumptive recreational activities, especially viewing and photographing birds and natural vegetation (**Table 22**). However, they do participate frequently in big game hunting and anadromous fishing. For the most part, however, their participation patterns are not substantially different from OHV users in general. This group tends to participate somewhat less in the more-active outdoor land and water-based activities. This is especially true for some adventure sports such as snowboarding, surfing, rafting, and motorized water sports, such as using personal watercraft and water skiing.

Young Adventure Seekers

24.4 percent of OHV Users

Youth is the most distinguishing characteristic of the Young Adventure Seekers, who comprise just under one-fourth of OHV users. With a mean age of just over 19 years, this group is also predictably low in both advanced education (6 percent with a bachelor's degree or higher) and annual family income—28.2 percent under \$25,000 per year (**Table 21**). They are evenly distributed geographically, with a slightly higher share in the Pacific than other OHV users. They are also more likely than all but the Middle of the Roaders to be metropolitan residents, though the differences are modest. It is also the most racially diverse group, having higher proportions of Black, Hispanic, and American Indians than any other group.

Besides their youth, the other outstanding characteristic of this cluster is its engagement in outdoor adventure and active water and snow/ice sports (**Table 22**). Along with its relatively lower levels of participation in viewing/learning activities, this group is almost the mirror image of all the other user segments with respect to outdoor recreation participation. Snowboarding and downhill skiing, surfing and windsurfing, motorized water sports, and rafting/floating recreation are all high relative to other OHV users. Conversely, the viewing/learning and more passive activities such as picnicking, sightseeing, and driving for pleasure, are the activities with the lowest participation rates by this group.

Discussion

The dramatic growth and increasing diversity of our population will undoubtedly continue to be reflected in OHV participation trends into the foreseeable future. For instance, despite a recent dip in OHV sales, most likely related to increasing gas prices and ownership saturation, OHV's still remain very popular. In particular, ATV sales account for more than 70 percent of the OHV market. There are approximately 44 million people, aged 16 years or older, who presently participate in OHV recreation. One-in-five Americans participated one or more times in OHV recreation within the past year. This interest in OHV recreation, overall, represents about an 18 percent increase in the number of OHV participants between 1999 and 2007. Population growth will most likely result in more OHV users in the future.

However, while historically the vast majority of OHV participants have been under 50, male, White and urban, recent trends show increasing numbers of OHV participants who are between 30-50 years old, female, Hispanic or American Indian. The increasing diversity of our population is being somewhat mirrored by the increasing diversity of OHV users. Increasing gains in technology will most likely extend these trends as new OHV's are produced that are more suitable for women or children, or which are more affordable for low income populations. At present, numbers of children aged 15 years or under who participate in OHV recreation remains relatively unknown. Hence, the current impact of this population of users on our public lands is an area of research that needs attention.

Increasing urban and ex-urban sprawl and loss of open private lands will be important in the future OHV participants seek to gain access to our public lands, such as national forests, for OHV recreation. Public land managers will not only be faced with increasing pressure from the numbers of OHV participants, but also additional demands for related services and facilities. Furthermore, as OHV participants increase, public land managers will need to consider how greater diversity of users will impact their currently offered services. For instance, part of the concern about OHV recreation is its resulting negative impacts to our public lands. This concern should prompt a need for greater environmental education and outreach services concerning minimizing environmental impacts. At present, very little of these outreach services or related literature are produced in bi-lingual languages (i.e., English and Spanish) or are aimed at our younger generations (i.e., under 16 years of age) or at women. Yet, the newer generations of OHV participants (e.g., Hispanics, younger children, women, etc) may turn out to be the most importance segments to reach.

Increasing diversity will present many new challenges for public land managers, such as trying to identify innovative ways of reaching OHV participants. One target of outreach would be to better educate OHV users about available opportunities, benefits, and services. Changes in the composition of the population have led to varying values and preferences for different recreational and other public services. In all likelihood, greater diversity will make obsolete many of the marketing and outreach services successfully used in the past.

An ability to group or cluster recreational users into discrete segments, as identified in this report, will be more important. Segmentation provides a deeper understanding of different OHV participants better enabling 1) better serving unique needs, 2) identification of potential OHV users; 3) more fully addressing people's future recreational preferences; and 4) successfully marketing existing facilities and services. Gaining a deeper understanding of OHV participants' recreational values and preferences is not an option for public land managers. It is a necessity for the future protection and sustainability of our public lands, such as national forests.

APPENDIX TABLES

Appendix 1: Sample size of people age 16 and older responding to question about off-highway vehicle recreation, by demographic category and interview season, 1999-2007, United States.

| Demographic | Strata | Fall '99- Summer '00 | Fall '00- Summer '01 | Fall '01- Summer '02 | Fall '02- Summer '03 | Fall '03- Summer '05 | Fall '05- Summer '07 | Pooled sample- all years |
|----------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|--------------------------------|
| All Groups | All people age 16+ | 20,100 | 22,398 | 10,103 | 8,266 | 3,629 | 5,724 | 70,220 |
| Age | Under 30 | 4,503 | 4,918 | 2,179 | 1,710 | 717 | 673 | 14,700 |
| | 30-50 | 8,635 | 9,394 | 4,165 | 3,323 | 1,432 | 2,173 | 29,122 |
| | 51 & older | 6,598 | 7,676 | 3,538 | 3,110 | 1,427 | 2,784 | 25,133 |
| Gender | Male | 8,757 | 9,627 | 4,403 | 3,588 | 1,631 | 2,686 | 30,692 |
| | Female | 11,307 | 12,713 | 5,636 | 4,660 | 1,995 | 3,036 | 39,347 |
| Race/ ethnicity | White | 16,206 | 18,123 | 7,851 | 6,951 | 3,005 | 4,846 | 56,982 |
| | Black | 1,471 | 1,565 | 628 | 493 | 234 | 308 | 4,699 |
| | American Indian | 280 | 317 | 137 | 99 | 59 | 59 | 951 |
| | Asian/Pacific Islander | 346 | 393 | 161 | 129 | 63 | 96 | 1,188 |
| | Hispanic | 1,328 | 1,427 | 943 | 385 | 181 | 274 | 4,538 |
| Annual family income | \$25,000 or less | 2,678 | 2,698 | 1,153 | 956 | 418 | 790 | 8,693 |
| | \$25,000 to \$49,999 | 4,346 | 4,496 | 1,851 | 1,615 | 692 | 1,149 | 14,149 |
| | \$50,000 to \$74,999 | 2,935 | 2,973 | 1,379 | 1,254 | 564 | 937 | 10,042 |
| | \$75,000 to \$99,999 | 1,308 | 1,552 | 688 | 739 | 346 | 627 | 5,260 |
| | \$100,000 to \$149,999 | 956 | 1,110 | 568 | 545 | 246 | 525 | 3,950 |
| | \$150,000 or more | 507 | 592 | 318 | 319 | 151 | 376 | 2,263 |

| Demographic | Strata | Fall '99- Summer '00 | Fall '00- Summer '01 | Fall '01- Summer '02 | Fall '02- Summer '03 | Fall '03- Summer '05 | Fall '05- Summer '07 | Pooled sample- all years |
|---------------------------|----------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|---|
| Education | Less than high school | 2,114 | 2,357 | 1,053 | 636 | 344 | 361 | 6,865 |
| | High school graduate | 5,302 | 6,061 | 2,698 | 1,956 | 813 | 1,351 | 18,181 |
| | Some college/tech. school | 6,150 | 6,544 | 2,815 | 2,436 | 1,080 | 1,521 | 20,546 |
| | Bachelor's degree | 3,908 | 4,361 | 2,079 | 1,878 | 820 | 1,431 | 14,477 |
| | Post-graduate degree | 2,369 | 2,666 | 1,230 | 1,258 | 546 | 971 | 9,040 |
| Place of residence | Non-metropolitan | 6,839 | 8,123 | 3,517 | 2,546 | 1,246 | 1,117 | 23,388 |
| | Metropolitan | 13,261 | 14,275 | 6,586 | 5,720 | 2,383 | 4,607 | 46,832 |

Source: NSRE 1999-2004, Versions 1-16 except 3, 6, 12; and NSRE 2005-2007, Versions 2 and 3. Notes: Race/ethnicity population does not include persons of 2 or more races. Population by income category is estimated based on population in families and average family size (2000 Census). Population for educational attainment is for age 18 and older (2000 Census). All others are age 16 and older.

Appendix 2: Sample size of people age 16 and older who responded to question about off-highway vehicle annual activity days, by year of interview and demographic strata, 2001-2007, United States.

| Demographic | Strata | 2001 | 2003 | 2005 - 2007 | Pooled sample- all years |
|-----------------------------|--------------------------------------|--------------|--------------|--------------------|---------------------------------|
| All Groups | All people age 16 & older | 1,650 | 1,225 | 1,228 | 4,103 |
| Age | Under 30 | 569 | 386 | 241 | 1,196 |
| | 30-50 | 765 | 536 | 607 | 1,908 |
| | 51 & older | 303 | 292 | 372 | 967 |
| Gender | Male | 950 | 692 | 710 | 2,352 |
| | Female | 699 | 533 | 518 | 1,750 |
| Race/ethnicity | White | 1,427 | 1,053 | 1,080 | 3,560 |
| | Black | 65 | 50 | 33 | 148 |
| | American Indian | 29 | 16 | 14 | 59 |
| | Asian/Pacific Islander | 18 | 8 | 10 | 36 |
| | Hispanic | 83 | 72 | 69 | 224 |
| Annual family income | \$25,000 or less | 165 | 112 | 122 | 399 |
| | \$25,000 to \$49,999 | 383 | 255 | 264 | 902 |
| | \$50,000 to \$74,999 | 263 | 234 | 214 | 711 |
| | \$75,000 to \$99,999 | 142 | 132 | 181 | 455 |
| | \$100,000 to \$149,999 | 106 | 85 | 140 | 331 |
| | \$150,000 or more | 54 | 47 | 84 | 185 |
| Education | Less than high school | 194 | 124 | 88 | 406 |
| | High school graduate | 457 | 302 | 314 | 1,073 |
| | Some college/tech. school | 553 | 379 | 363 | 1,295 |
| | Bachelor's degree | 282 | 277 | 282 | 841 |
| | Post-graduate degree | 139 | 124 | 157 | 420 |
| Place of residence | Non-metropolitan | 745 | 508 | 356 | 1,609 |
| | Metropolitan | 905 | 717 | 872 | 2,494 |

Source: 2000 Census of Population and Housing, Summary Files 1 (age, gender, race/ethnicity, residence) and 3 (education, income); NSRE 1999-2004, Versions 8, 10, & 15; and NSRE 2005-2007, Versions 2 & 3.

Appendix 3: Tables showing percent of population and number of people age 16 and older participating in off-highway vehicle recreation, by demographic category and state, 1999-2007.

Alabama (n=1,294)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|-----------------------------|----------------------------------|---------------------------|--------------------|------------------------------|-----------------------------|
| All Groups | All people age 16+ | 3,565.5 | 1,294 | 21.2 | 755.7 |
| Age | Under 30 | 882.1 | 278 | 35.0 | 309.5 |
| | 30-50 | 1,318.0 | 541 | 23.9 | 315.3 |
| | 51 & older | 1,365.4 | 455 | 9.6 | 131.0 |
| Gender | Male | 1,702.9 | 505 | 29.1 | 496.1 |
| | Female | 1,862.6 | 784 | 13.9 | 259.6 |
| Race/ethnicity | White | 2,527.6 | 1,014 | 27.3 | 689.4 |
| | Black | 884.6 | 207 | 6.6 | 58.4 |
| | American Indian | 18.1 | 24 | . | . |
| | Asian/Pacific Islander | 33.2 | 9 | . | . |
| | Hispanic | 75.9 | 29 | . | . |
| Annual family income | \$25,000 or less | 797.7 | 179 | 12.5 | 99.4 |
| | \$25,000 to \$49,999 | 923.1 | 252 | 28.0 | 258.7 |
| | \$50,000 to \$74,999 | 607.5 | 187 | 24.4 | 148.1 |
| | \$75,000 to \$99,999 | 286.0 | 92 | 47.9 | 137.1 |
| | \$100,000 to \$149,999 | 184.7 | 61 | 42.3 | 78.1 |
| | \$150,000 or more | 97.1 | 29 | . | . |
| Education | Less than high school | 835.4 | 164 | 16.6 | 139.1 |
| | High school graduate | 998.4 | 360 | 21.5 | 214.9 |
| | Some college/tech. school | 915.4 | 384 | 24.9 | 228.0 |
| | Bachelor's degree | 375.5 | 220 | 28.1 | 105.7 |
| | Post-graduate degree | 199.8 | 146 | 15.2 | 30.3 |
| Place of residence | Non-metropolitan | 1,039.1 | 491 | 23.2 | 240.7 |
| | Metropolitan | 2,526.4 | 803 | 20.4 | 515.0 |

Alaska (n=537)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|--------------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 503.8 | 537 | 33.0 | 166.3 |
| Age | Under 30 | 143.8 | 115 | 48.5 | 69.7 |
| | 30-50 | 208.8 | 260 | 33.3 | 69.7 |
| | 51 & older | 151.1 | 151 | 17.8 | 27.0 |
| Gender | Male | 260.6 | 272 | 36.8 | 96.1 |
| | Female | 243.2 | 264 | 28.9 | 70.2 |
| Race/ethnicity | White | 349.9 | 426 | 36.7 | 128.3 |
| | Black | 17.4 | 19 | . | . |
| | American Indian | 70.6 | 55 | 25.1 | 17.7 |
| | Asian/Pacific Islander | 25.8 | 11 | . | . |
| | Hispanic | 23.8 | 12 | . | . |
| Annual family income | \$25,000 or less | 60.6 | 52 | 34.1 | 20.7 |
| | \$25,000 to \$49,999 | 96.4 | 102 | 28.0 | 27.0 |
| | \$50,000 to \$74,999 | 90.8 | 112 | 36.1 | 32.7 |
| | \$75,000 to \$99,999 | 62.1 | 47 | 42.0 | 26.1 |
| | \$100,000 to \$149,999 | 53.2 | 38 | 48.4 | 25.7 |
| | \$150,000 or more | 21.2 | 22 | . | . |
| Education | Less than high school | 57.4 | 48 | 38.5 | 22.1 |
| | High school graduate | 128.0 | 103 | 34.7 | 44.5 |
| | Some college/tech. school | 154.9 | 190 | 30.3 | 46.9 |
| | Bachelor's degree | 63.4 | 103 | 36.0 | 22.8 |
| | Post-graduate degree | 32.7 | 82 | 18.9 | 6.2 |
| Place of residence | Non-metropolitan | 170.8 | 282 | 38.4 | 65.6 |
| | Metropolitan | 332.9 | 255 | 30.3 | 100.7 |

Arizona (n=1,148)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|-----------------------------|----------------------------------|---------------------------|--------------------|------------------------------|-----------------------------|
| All Groups | All people age 16+ | 4,647.6 | 1,148 | 25.5 | 1,182.9 |
| Age | Under 30 | 1,217.2 | 225 | 39.2 | 477.3 |
| | 30-50 | 1,752.5 | 431 | 31.5 | 551.1 |
| | 51 & older | 1,677.8 | 474 | 9.2 | 154.5 |
| Gender | Male | 2,310.0 | 524 | 27.5 | 636.6 |
| | Female | 2,337.6 | 623 | 23.3 | 546.3 |
| Race/ethnicity | White | 2,990.1 | 905 | 26.0 | 778.1 |
| | Black | 146.0 | 31 | 15.9 | 23.2 |
| | American Indian | 178.5 | 24 | . | . |
| | Asian/Pacific Islander | 113.7 | 14 | . | . |
| | Hispanic | 1,174.1 | 150 | 27.1 | 318.1 |
| Annual family income | \$25,000 or less | 701.8 | 136 | 16.1 | 113.0 |
| | \$25,000 to \$49,999 | 987.0 | 244 | 21.9 | 216.6 |
| | \$50,000 to \$74,999 | 680.9 | 164 | 27.2 | 185.1 |
| | \$75,000 to \$99,999 | 364.4 | 90 | 36.6 | 133.4 |
| | \$100,000 to \$149,999 | 265.5 | 62 | 42.7 | 113.2 |
| | \$150,000 or more | 153.5 | 31 | 36.1 | 55.4 |
| Education | Less than high school | 776.9 | 104 | 21.7 | 168.5 |
| | High school graduate | 930.8 | 274 | 30.3 | 282.2 |
| | Some college/tech. school | 1,264.9 | 362 | 26.6 | 336.9 |
| | Bachelor's degree | 520.7 | 256 | 24.7 | 128.7 |
| | Post-graduate degree | 274.7 | 132 | 18.2 | 50.0 |
| Place of residence | Non-metropolitan | 505.2 | 267 | 32.4 | 163.3 |
| | Metropolitan | 4,142.4 | 881 | 24.6 | 1,019.6 |

Arkansas (n=1,009)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|----------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 2,168.9 | 1,009 | 25.1 | 543.7 |
| Age | Under 30 | 541.4 | 214 | 36.9 | 199.8 |
| | 30-50 | 784.6 | 385 | 26.8 | 210.2 |
| | 51 & older | 842.9 | 397 | 15.8 | 133.7 |
| Gender | Male | 1,050.6 | 430 | 30.9 | 325.1 |
| | Female | 1,118.3 | 578 | 19.5 | 218.6 |
| Race/ethnicity | White | 1,705.9 | 875 | 27.1 | 463.0 |
| | Black | 312.6 | 78 | 17.9 | 56.1 |
| | American Indian | 15.1 | 15 | . | . |
| | Asian/Pacific Islander | 23.1 | 2 | . | . |
| | Hispanic | 91.4 | 23 | . | . |
| Annual family income | \$25,000 or less | 502.7 | 156 | 21.1 | 106.1 |
| | \$25,000 to \$49,999 | 606.6 | 205 | 32.2 | 195.4 |
| | \$50,000 to \$74,999 | 343.8 | 146 | 29.6 | 101.7 |
| | \$75,000 to \$99,999 | 140.8 | 65 | 34.9 | 49.1 |
| | \$100,000 to \$149,999 | 83.0 | 40 | 27.1 | 22.5 |
| | \$150,000 or more | 46.1 | 22 | . | . |
| Education | Less than high school | 491.9 | 136 | 20.7 | 101.6 |
| | High school graduate | 680.1 | 300 | 26.8 | 182.2 |
| | Some college/tech. school | 520.5 | 275 | 29.2 | 151.8 |
| | Bachelor's degree | 201.9 | 192 | 26.3 | 53.0 |
| | Post-graduate degree | 99.0 | 91 | 23.5 | 23.3 |
| Place of residence | Non-metropolitan | 900.2 | 575 | 27.7 | 249.6 |
| | Metropolitan | 1,268.7 | 434 | 23.2 | 294.1 |

California (n=6,090)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|----------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 27,609.2 | 6,090 | 17.6 | 4,866.5 |
| Age | Under 30 | 7,406.9 | 1,500 | 28.8 | 2,133.2 |
| | 30-50 | 11,131.1 | 2,469 | 17.2 | 1,910.9 |
| | 51 & older | 9,071.2 | 1,991 | 9.1 | 822.4 |
| Gender | Male | 13,701.3 | 2,792 | 22.8 | 3,126.7 |
| | Female | 13,907.8 | 3,278 | 12.5 | 1,739.8 |
| Race/ethnicity | White | 12,928.7 | 4,026 | 22.2 | 2,876.1 |
| | Black | 1,682.5 | 283 | 16.6 | 279.5 |
| | American Indian | 150.1 | 88 | 26.6 | 39.9 |
| | Asian/Pacific Islander | 3,605.0 | 303 | 10.5 | 379.6 |
| | Hispanic | 8,807.9 | 1,156 | 13.5 | 1,190.2 |
| Annual family income | \$25,000 or less | 4,366.9 | 668 | 9.9 | 432.1 |
| | \$25,000 to \$49,999 | 5,485.3 | 1,040 | 19.2 | 1,051.5 |
| | \$50,000 to \$74,999 | 4,257.4 | 834 | 20.4 | 868.9 |
| | \$75,000 to \$99,999 | 2,726.9 | 511 | 23.7 | 646.6 |
| | \$100,000 to \$149,999 | 2,517.9 | 475 | 24.8 | 624.9 |
| | \$150,000 or more | 1,691.3 | 334 | 29.1 | 492.2 |
| Education | Less than high school | 5,923.3 | 637 | 16.6 | 985.2 |
| | High school graduate | 5,193.0 | 1,187 | 19.3 | 1,003.5 |
| | Some college/tech. school | 7,638.2 | 1,900 | 20.4 | 1,556.5 |
| | Bachelor's degree | 3,847.7 | 1,359 | 15.4 | 593.9 |
| | Post-graduate degree | 2,048.0 | 903 | 12.5 | 255.2 |
| Place of residence | Non-metropolitan | 643.0 | 712 | 31.0 | 199.5 |
| | Metropolitan | 26,966.2 | 5,378 | 17.3 | 4,667.0 |

Colorado (n=1,131)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|----------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 3,661.5 | 1,131 | 26.9 | 986.3 |
| Age | Under 30 | 949.5 | 258 | 35.1 | 333.2 |
| | 30-50 | 1,493.2 | 497 | 30.1 | 449.1 |
| | 51 & older | 1,218.8 | 362 | 16.7 | 204.0 |
| Gender | Male | 1,834.2 | 530 | 33.1 | 606.8 |
| | Female | 1,827.3 | 598 | 20.7 | 379.5 |
| Race/ethnicity | White | 2,733.1 | 934 | 30.8 | 841.8 |
| | Black | 131.7 | 26 | . | . |
| | American Indian | 26.4 | 12 | . | . |
| | Asian/Pacific Islander | 97.5 | 7 | . | . |
| | Hispanic | 631.1 | 116 | 20.1 | 126.7 |
| Annual family income | \$25,000 or less | 409.2 | 108 | 13.2 | 53.9 |
| | \$25,000 to \$49,999 | 733.1 | 265 | 28.9 | 211.7 |
| | \$50,000 to \$74,999 | 632.7 | 176 | 35.9 | 227.4 |
| | \$75,000 to \$99,999 | 385.0 | 95 | 43.5 | 167.5 |
| | \$100,000 to \$149,999 | 302.8 | 71 | 37.0 | 112.0 |
| | \$150,000 or more | 175.3 | 37 | 38.5 | 67.4 |
| Education | Less than high school | 469.7 | 90 | 24.4 | 114.8 |
| | High school graduate | 762.5 | 247 | 24.7 | 188.5 |
| | Some college/tech. school | 1,026.2 | 341 | 33.5 | 344.2 |
| | Bachelor's degree | 635.0 | 270 | 24.4 | 155.0 |
| | Post-graduate degree | 311.0 | 171 | 23.1 | 71.9 |
| Place of residence | Non-metropolitan | 514.2 | 280 | 33.8 | 173.9 |
| | Metropolitan | 3,147.3 | 851 | 25.8 | 812.4 |

Connecticut (n=1,025)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|--------------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 2,747.9 | 1,025 | 14.1 | 388.3 |
| Age | Under 30 | 610.9 | 180 | 21.6 | 131.9 |
| | 30-50 | 1,087.5 | 444 | 12.7 | 138.2 |
| | 51 & older | 1,049.6 | 370 | 11.3 | 118.3 |
| Gender | Male | 1,320.1 | 471 | 15.9 | 211.2 |
| | Female | 1,427.8 | 553 | 12.4 | 177.1 |
| Race/ethnicity | White | 2,114.2 | 870 | 13.6 | 287.8 |
| | Black | 240.1 | 45 | 17.4 | 41.9 |
| | American Indian | 6.1 | 8 | . | . |
| | Asian/Pacific Islander | 90.3 | 20 | . | . |
| | Hispanic | 274.3 | 50 | 14.0 | 38.5 |
| Annual family income | \$25,000 or less | 294.7 | 74 | 9.0 | 26.6 |
| | \$25,000 to \$49,999 | 479.1 | 156 | 12.9 | 61.6 |
| | \$50,000 to \$74,999 | 487.4 | 141 | 11.0 | 53.6 |
| | \$75,000 to \$99,999 | 347.9 | 98 | 14.7 | 51.3 |
| | \$100,000 to \$149,999 | 323.9 | 88 | 15.5 | 50.2 |
| | \$150,000 or more | 237.3 | 76 | 18.0 | 42.8 |
| Education | Less than high school | 426.6 | 67 | 19.4 | 82.6 |
| | High school graduate | 730.2 | 218 | 13.8 | 101.1 |
| | Some college/tech. school | 657.9 | 270 | 17.2 | 112.9 |
| | Bachelor's degree | 444.6 | 239 | 9.4 | 41.8 |
| | Post-graduate degree | 306.7 | 219 | 7.7 | 23.5 |
| Place of residence | Non-metropolitan | 239.5 | 152 | 15.3 | 36.6 |
| | Metropolitan | 2,508.5 | 873 | 14.0 | 351.7 |

Delaware (n=531)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|--------------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 664.0 | 531 | 14.2 | 94.2 |
| Age | Under 30 | 160.9 | 112 | 19.1 | 30.7 |
| | 30-50 | 251.5 | 208 | 15.6 | 39.2 |
| | 51 & older | 251.6 | 198 | 9.6 | 24.2 |
| Gender | Male | 317.8 | 217 | 20.1 | 63.9 |
| | Female | 346.3 | 311 | 8.8 | 30.3 |
| Race/ethnicity | White | 476.1 | 448 | 15.9 | 75.6 |
| | Black | 127.1 | 37 | 8.2 | 10.5 |
| | American Indian | 2.1 | 7 | . | . |
| | Asian/Pacific Islander | 18.5 | 7 | . | . |
| | Hispanic | 35.0 | 16 | . | . |
| Annual family income | \$25,000 or less | 80.8 | 55 | 6.9 | 5.6 |
| | \$25,000 to \$49,999 | 137.2 | 100 | 15.3 | 20.9 |
| | \$50,000 to \$74,999 | 118.4 | 83 | 24.0 | 28.4 |
| | \$75,000 to \$99,999 | 72.1 | 41 | 11.1 | 8.0 |
| | \$100,000 to \$149,999 | 57.3 | 37 | 24.7 | 14.2 |
| | \$150,000 or more | 28.0 | 22 | . | . |
| Education | Less than high school | 106.3 | 56 | 9.2 | 9.8 |
| | High school graduate | 183.9 | 136 | 24.1 | 44.2 |
| | Some college/tech. school | 164.4 | 145 | 13.3 | 21.9 |
| | Bachelor's degree | 86.1 | 118 | 7.7 | 6.6 |
| | Post-graduate degree | 48.9 | 67 | 5.9 | 2.9 |
| Place of residence | Non-metropolitan | 139.0 | 184 | 16.2 | 22.5 |
| | Metropolitan | 525.1 | 347 | 13.6 | 71.7 |

District of Columbia (n=491)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|--------------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 472.5 | 491 | 11.1 | 52.6 |
| Age | Under 30 | 138.1 | 125 | 11.5 | 15.9 |
| | 30-50 | 176.0 | 229 | 8.0 | 14.1 |
| | 51 & older | 158.3 | 122 | 14.2 | 22.6 |
| Gender | Male | 217.9 | 221 | 16.9 | 36.8 |
| | Female | 254.6 | 270 | 6.1 | 15.8 |
| Race/ethnicity | White | 165.2 | 237 | 7.3 | 12.1 |
| | Black | 246.8 | 192 | 12.8 | 31.5 |
| | American Indian | 1.3 | 5 | . | . |
| | Asian/Pacific Islander | 16.8 | 11 | . | . |
| | Hispanic | 37.2 | 24 | . | . |
| Annual family income | \$25,000 or less | 83.9 | 43 | 0.9 | 0.7 |
| | \$25,000 to \$49,999 | 70.8 | 80 | 22.4 | 15.8 |
| | \$50,000 to \$74,999 | 45.0 | 73 | 3.0 | 1.3 |
| | \$75,000 to \$99,999 | 29.8 | 39 | 11.3 | 3.4 |
| | \$100,000 to \$149,999 | 30.3 | 47 | 7.1 | 2.2 |
| | \$150,000 or more | 33.6 | 32 | 14.9 | 5.0 |
| Education | Less than high school | 100.3 | 35 | 18.8 | 18.8 |
| | High school graduate | 93.9 | 58 | 8.8 | 8.3 |
| | Some college/tech. school | 99.1 | 92 | 10.0 | 10.0 |
| | Bachelor's degree | 82.5 | 140 | 8.9 | 7.4 |
| | Post-graduate degree | 82.0 | 158 | 5.3 | 4.3 |
| Place of residence | Non-metropolitan | 0.0 | . | . | . |
| | Metropolitan | 472.5 | 491 | 11.1 | 52.6 |

Florida (n=2,950)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|--------------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 14,339.7 | 2,950 | 13.8 | 1,979.6 |
| Age | Under 30 | 3,200.3 | 594 | 22.2 | 710.3 |
| | 30-50 | 5,206.8 | 1,083 | 17.2 | 899.2 |
| | 51 & older | 5,932.6 | 1,205 | 6.2 | 370.0 |
| Gender | Male | 6,969.4 | 1,293 | 16.1 | 1,120.5 |
| | Female | 7,370.3 | 1,647 | 11.6 | 859.1 |
| Race/ethnicity | White | 9,178.5 | 2,317 | 14.9 | 1,366.3 |
| | Black | 1,946.7 | 220 | 12.3 | 239.8 |
| | American Indian | 40.9 | 26 | . | . |
| | Asian/Pacific Islander | 309.5 | 35 | 8.2 | 25.2 |
| | Hispanic | 2,747.9 | 273 | 11.2 | 308.4 |
| Annual family income | \$25,000 or less | 2,308.8 | 344 | 9.1 | 209.4 |
| | \$25,000 to \$49,999 | 3,265.4 | 609 | 11.5 | 376.0 |
| | \$50,000 to \$74,999 | 2,174.8 | 415 | 17.1 | 372.8 |
| | \$75,000 to \$99,999 | 1,085.7 | 206 | 16.4 | 177.9 |
| | \$100,000 to \$149,999 | 797.5 | 163 | 24.3 | 193.8 |
| | \$150,000 or more | 526.2 | 103 | 15.0 | 79.1 |
| Education | Less than high school | 2,593.9 | 273 | 13.6 | 353.7 |
| | High school graduate | 3,553.3 | 708 | 15.0 | 532.9 |
| | Some college/tech. school | 3,653.5 | 940 | 14.2 | 519.0 |
| | Bachelor's degree | 1,650.2 | 597 | 12.6 | 207.5 |
| | Post-graduate degree | 897.0 | 383 | 11.9 | 106.6 |
| Place of residence | Non-metropolitan | 902.6 | 692 | 17.4 | 156.2 |
| | Metropolitan | 13,437.1 | 2,258 | 13.6 | 1,823.4 |

Georgia (n=1,899)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|-----------------------------|----------------------------------|---------------------------|--------------------|------------------------------|-----------------------------|
| All Groups | All people age 16+ | 7,084.6 | 1,899 | 18.2 | 1,287.7 |
| Age | Under 30 | 1,863.5 | 455 | 31.5 | 585.8 |
| | 30-50 | 2,924.7 | 804 | 18.0 | 528.9 |
| | 51 & older | 2,296.4 | 614 | 7.5 | 173.0 |
| Gender | Male | 3,450.7 | 794 | 24.1 | 830.3 |
| | Female | 3,634.0 | 1,102 | 12.6 | 457.4 |
| Race/ethnicity | White | 4,345.1 | 1,433 | 22.4 | 974.3 |
| | Black | 2,000.5 | 319 | 11.2 | 223.9 |
| | American Indian | 17.4 | 20 | . | . |
| | Asian/Pacific Islander | 201.2 | 13 | . | . |
| | Hispanic | 465.9 | 81 | 8.6 | 40.3 |
| Annual family income | \$25,000 or less | 1,117.3 | 223 | 16.3 | 182.1 |
| | \$25,000 to \$49,999 | 1,481.4 | 360 | 19.8 | 293.1 |
| | \$50,000 to \$74,999 | 1,131.0 | 251 | 27.2 | 307.9 |
| | \$75,000 to \$99,999 | 627.0 | 182 | 24.6 | 154.4 |
| | \$100,000 to \$149,999 | 481.7 | 98 | 23.1 | 111.3 |
| | \$150,000 or more | 287.0 | 71 | 19.8 | 56.8 |
| Education | Less than high school | 1,361.5 | 233 | 20.1 | 273.2 |
| | High school graduate | 1,733.1 | 499 | 17.7 | 307.4 |
| | Some college/tech. school | 1,605.9 | 562 | 21.0 | 337.9 |
| | Bachelor's degree | 885.7 | 356 | 14.9 | 131.8 |
| | Post-graduate degree | 434.5 | 213 | 10.8 | 47.0 |
| Place of residence | Non-metropolitan | 1,362.1 | 819 | 25.7 | 350.0 |
| | Metropolitan | 5,722.6 | 1,080 | 16.4 | 937.7 |

Hawaii (n=595)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|--------------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 1,006.6 | 595 | 12.1 | 121.9 |
| Age | Under 30 | 247.7 | 141 | 18.9 | 46.9 |
| | 30-50 | 370.7 | 254 | 15.9 | 59.0 |
| | 51 & older | 388.3 | 189 | 4.2 | 16.0 |
| Gender | Male | 499.2 | 262 | 14.0 | 69.9 |
| | Female | 507.5 | 332 | 10.2 | 52.0 |
| Race/ethnicity | White | 266.4 | 264 | 14.8 | 39.3 |
| | Black | 22.0 | 12 | . | . |
| | American Indian | 3.7 | 4 | . | . |
| | Asian/Pacific Islander | 508.3 | 239 | 10.4 | 52.8 |
| | Hispanic | 66.5 | 51 | 14.0 | 9.3 |
| Annual family income | \$25,000 or less | 131.3 | 50 | 10.1 | 13.2 |
| | \$25,000 to \$49,999 | 204.2 | 128 | 9.0 | 18.5 |
| | \$50,000 to \$74,999 | 180.9 | 88 | 23.9 | 43.2 |
| | \$75,000 to \$99,999 | 115.3 | 46 | 8.7 | 10.1 |
| | \$100,000 to \$149,999 | 104.4 | 36 | 18.8 | 19.7 |
| | \$150,000 or more | 49.1 | 28 | . | . |
| Education | Less than high school | 140.1 | 35 | 8.3 | 11.6 |
| | High school graduate | 273.8 | 139 | 13.4 | 36.6 |
| | Some college/tech. school | 286.5 | 171 | 17.4 | 50.0 |
| | Bachelor's degree | 148.8 | 145 | 8.0 | 11.9 |
| | Post-graduate degree | 68.0 | 95 | 10.4 | 7.1 |
| Place of residence | Non-metropolitan | 292.0 | 171 | 24.5 | 71.6 |
| | Metropolitan | 714.6 | 424 | 7.0 | 50.3 |

Idaho (n=683)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|-----------------------------|----------------------------------|---------------------------|--------------------|------------------------------|-----------------------------|
| All Groups | All people age 16+ | 1,101.9 | 683 | 34.2 | 377.1 |
| Age | Under 30 | 301.4 | 153 | 40.7 | 122.7 |
| | 30-50 | 406.1 | 295 | 40.1 | 162.9 |
| | 51 & older | 394.4 | 233 | 23.2 | 91.5 |
| Gender | Male | 551.4 | 310 | 44.1 | 243.1 |
| | Female | 550.5 | 372 | 24.3 | 134.0 |
| Race/ethnicity | White | 970.7 | 609 | 37.1 | 360.4 |
| | Black | 5.1 | 3 | . | . |
| | American Indian | 13.2 | 13 | . | . |
| | Asian/Pacific Islander | 13.2 | 6 | . | . |
| | Hispanic | 88.5 | 28 | . | . |
| Annual family income | \$25,000 or less | 184.5 | 108 | 21.8 | 40.1 |
| | \$25,000 to \$49,999 | 291.6 | 172 | 36.8 | 107.4 |
| | \$50,000 to \$74,999 | 184.2 | 98 | 52.1 | 96.0 |
| | \$75,000 to \$99,999 | 83.3 | 29 | . | . |
| | \$100,000 to \$149,999 | 48.6 | 32 | 25.3 | 12.3 |
| | \$150,000 or more | 24.4 | 18 | . | . |
| Education | Less than high school | 151.7 | 75 | 29.4 | 44.6 |
| | High school graduate | 268.7 | 185 | 37.4 | 100.5 |
| | Some college/tech. school | 329.5 | 200 | 37.8 | 124.6 |
| | Bachelor's degree | 121.7 | 131 | 32.4 | 39.4 |
| | Post-graduate degree | 54.1 | 76 | 23.1 | 12.5 |
| Place of residence | Non-metropolitan | 391.4 | 454 | 38.6 | 150.9 |
| | Metropolitan | 710.5 | 229 | 31.9 | 226.2 |

Illinois (n=2,611)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|--------------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 9,843.7 | 2,611 | 13.6 | 1,341.1 |
| Age | Under 30 | 2,526.2 | 565 | 23.6 | 596.6 |
| | 30-50 | 3,853.7 | 1,110 | 13.9 | 535.4 |
| | 51 & older | 3,463.9 | 896 | 6.0 | 209.1 |
| Gender | Male | 4,792.9 | 1,109 | 18.2 | 873.4 |
| | Female | 5,050.8 | 1,499 | 9.2 | 467.7 |
| Race/ethnicity | White | 6,700.2 | 2,161 | 15.1 | 1,009.5 |
| | Black | 1,362.2 | 181 | 14.2 | 193.0 |
| | American Indian | 16.7 | 15 | . | . |
| | Asian/Pacific Islander | 424.2 | 33 | 15.6 | 66.0 |
| | Hispanic | 1,270.9 | 161 | 7.3 | 93.1 |
| Annual family income | \$25,000 or less | 1,346.7 | 280 | 9.5 | 127.4 |
| | \$25,000 to \$49,999 | 2,107.6 | 498 | 17.9 | 377.5 |
| | \$50,000 to \$74,999 | 1,852.6 | 398 | 12.7 | 235.7 |
| | \$75,000 to \$99,999 | 1,119.7 | 204 | 16.5 | 184.9 |
| | \$100,000 to \$149,999 | 895.2 | 168 | 13.1 | 117.5 |
| | \$150,000 or more | 535.4 | 97 | 17.1 | 91.5 |
| Education | Less than high school | 1,770.1 | 210 | 13.3 | 235.5 |
| | High school graduate | 2,538.4 | 652 | 16.1 | 409.1 |
| | Some college/tech. school | 2,672.9 | 779 | 14.4 | 385.2 |
| | Bachelor's degree | 1,430.0 | 587 | 12.4 | 177.1 |
| | Post-graduate degree | 768.7 | 352 | 7.0 | 54.0 |
| Place of residence | Non-metropolitan | 1,301.3 | 648 | 22.2 | 288.4 |
| | Metropolitan | 8,542.4 | 1,963 | 12.3 | 1,052.7 |

Indiana (n=1,602)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|--------------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 4,849.3 | 1,602 | 16.1 | 782.3 |
| Age | Under 30 | 1,225.8 | 321 | 25.3 | 310.1 |
| | 30-50 | 1,848.1 | 673 | 17.2 | 317.1 |
| | 51 & older | 1,775.4 | 592 | 8.7 | 155.0 |
| Gender | Male | 2,362.1 | 659 | 18.8 | 445.0 |
| | Female | 2,487.2 | 941 | 13.6 | 337.3 |
| Race/ethnicity | White | 4,143.9 | 1,446 | 17.5 | 724.7 |
| | Black | 393.8 | 65 | 11.2 | 44.2 |
| | American Indian | 11.9 | 12 | . | . |
| | Asian/Pacific Islander | 65.5 | 13 | . | . |
| | Hispanic | 200.5 | 33 | 9.1 | 18.2 |
| Annual family income | \$25,000 or less | 692.9 | 207 | 12.0 | 83.2 |
| | \$25,000 to \$49,999 | 1,207.5 | 335 | 18.2 | 220.4 |
| | \$50,000 to \$74,999 | 980.1 | 271 | 18.1 | 177.4 |
| | \$75,000 to \$99,999 | 495.2 | 108 | 22.7 | 112.5 |
| | \$100,000 to \$149,999 | 315.0 | 76 | 19.1 | 60.2 |
| | \$150,000 or more | 138.6 | 26 | . | . |
| Education | Less than high school | 840.0 | 159 | 17.4 | 146.2 |
| | High school graduate | 1,632.5 | 515 | 15.7 | 256.0 |
| | Some college/tech. school | 1,238.4 | 482 | 17.5 | 217.2 |
| | Bachelor's degree | 514.0 | 274 | 14.8 | 76.1 |
| | Post-graduate degree | 282.7 | 148 | 12.5 | 35.3 |
| Place of residence | Non-metropolitan | 1,082.9 | 584 | 21.1 | 227.5 |
| | Metropolitan | 3,766.4 | 1,018 | 14.8 | 554.8 |

Iowa (n=1,072)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|--------------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 2,324.0 | 1,072 | 17.0 | 396.2 |
| Age | Under 30 | 576.1 | 205 | 32.4 | 186.8 |
| | 30-50 | 833.7 | 429 | 18.1 | 150.6 |
| | 51 & older | 914.3 | 425 | 6.4 | 58.8 |
| Gender | Male | 1,136.2 | 455 | 22.0 | 249.8 |
| | Female | 1,187.9 | 615 | 12.3 | 146.4 |
| Race/ethnicity | White | 2,146.6 | 1,010 | 17.1 | 367.8 |
| | Black | 48.0 | 12 | . | . |
| | American Indian | 6.6 | 3 | . | . |
| | Asian/Pacific Islander | 35.7 | 10 | . | . |
| | Hispanic | 73.8 | 21 | . | . |
| Annual family income | \$25,000 or less | 331.0 | 130 | 13.7 | 45.4 |
| | \$25,000 to \$49,999 | 632.1 | 259 | 17.5 | 110.7 |
| | \$50,000 to \$74,999 | 483.3 | 146 | 21.9 | 105.6 |
| | \$75,000 to \$99,999 | 212.8 | 68 | 25.0 | 53.1 |
| | \$100,000 to \$149,999 | 119.4 | 48 | 17.1 | 20.5 |
| | \$150,000 or more | 58.0 | 14 | . | . |
| Education | Less than high school | 318.7 | 96 | 17.6 | 56.0 |
| | High school graduate | 763.6 | 334 | 17.5 | 133.3 |
| | Some college/tech. school | 685.8 | 322 | 18.8 | 128.9 |
| | Bachelor's degree | 300.8 | 211 | 15.4 | 46.3 |
| | Post-graduate degree | 125.0 | 90 | 9.5 | 11.9 |
| Place of residence | Non-metropolitan | 1,050.6 | 617 | 17.0 | 178.9 |
| | Metropolitan | 1,273.4 | 455 | 17.1 | 217.3 |

Kansas (n=1,038)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|--------------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 2,119.3 | 1,038 | 18.1 | 383.5 |
| Age | Under 30 | 551.9 | 205 | 27.4 | 151.1 |
| | 30-50 | 784.3 | 432 | 17.1 | 134.6 |
| | 51 & older | 783.1 | 383 | 12.5 | 97.8 |
| Gender | Male | 1,041.6 | 439 | 25.1 | 261.1 |
| | Female | 1,077.8 | 599 | 11.3 | 122.4 |
| Race/ethnicity | White | 1,762.6 | 931 | 19.6 | 345.1 |
| | Black | 114.1 | 29 | . | . |
| | American Indian | 17.6 | 17 | . | . |
| | Asian/Pacific Islander | 46.9 | 5 | . | . |
| | Hispanic | 154.5 | 39 | 8.8 | 13.6 |
| Annual family income | \$25,000 or less | 307.7 | 136 | 7.7 | 23.8 |
| | \$25,000 to \$49,999 | 543.7 | 204 | 18.4 | 100.0 |
| | \$50,000 to \$74,999 | 418.7 | 185 | 21.1 | 88.4 |
| | \$75,000 to \$99,999 | 211.8 | 71 | 23.7 | 50.2 |
| | \$100,000 to \$149,999 | 134.5 | 59 | 19.6 | 26.4 |
| | \$150,000 or more | 71.6 | 25 | . | . |
| Education | Less than high school | 297.7 | 83 | 23.1 | 68.8 |
| | High school graduate | 581.6 | 279 | 19.4 | 113.1 |
| | Some college/tech. school | 638.0 | 338 | 14.4 | 92.1 |
| | Bachelor's degree | 310.0 | 219 | 19.6 | 60.7 |
| | Post-graduate degree | 149.9 | 104 | 7.2 | 10.8 |
| Place of residence | Non-metropolitan | 784.3 | 538 | 21.4 | 168.5 |
| | Metropolitan | 1,335.0 | 500 | 16.1 | 215.0 |

Kentucky (n=1,406)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|--------------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 3,275.8 | 1,406 | 22.6 | 739.6 |
| Age | Under 30 | 800.7 | 269 | 40.3 | 322.8 |
| | 30-50 | 1,245.8 | 619 | 23.9 | 297.7 |
| | 51 & older | 1,229.2 | 500 | 9.7 | 119.1 |
| Gender | Male | 1,585.9 | 579 | 28.4 | 450.5 |
| | Female | 1,689.8 | 824 | 17.1 | 289.1 |
| Race/ethnicity | White | 2,925.1 | 1,294 | 24.5 | 715.3 |
| | Black | 229.6 | 47 | 3.3 | 7.7 |
| | American Indian | 7.2 | 12 | . | . |
| | Asian/Pacific Islander | 32.6 | 3 | . | . |
| | Hispanic | 59.5 | 25 | . | . |
| Annual family income | \$25,000 or less | 744.2 | 231 | 14.4 | 107.2 |
| | \$25,000 to \$49,999 | 828.9 | 323 | 30.1 | 249.9 |
| | \$50,000 to \$74,999 | 543.0 | 176 | 30.0 | 163.1 |
| | \$75,000 to \$99,999 | 253.5 | 78 | 31.6 | 80.0 |
| | \$100,000 to \$149,999 | 153.1 | 52 | 24.1 | 36.9 |
| | \$150,000 or more | 83.3 | 37 | 37.2 | 31.0 |
| Education | Less than high school | 785.7 | 195 | 19.4 | 152.7 |
| | High school graduate | 1,018.5 | 454 | 25.1 | 255.3 |
| | Some college/tech. school | 766.9 | 393 | 24.8 | 189.9 |
| | Bachelor's degree | 293.1 | 206 | 23.8 | 69.8 |
| | Post-graduate degree | 183.8 | 141 | 13.6 | 25.0 |
| Place of residence | Non-metropolitan | 1,417.9 | 845 | 30.3 | 428.8 |
| | Metropolitan | 1,857.9 | 561 | 16.7 | 310.8 |

Louisiana (n=1,262)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|--------------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 3,278.6 | 1,262 | 18.7 | 614.4 |
| Age | Under 30 | 878.1 | 325 | 32.2 | 283.0 |
| | 30-50 | 1,202.4 | 497 | 18.9 | 226.9 |
| | 51 & older | 1,198.1 | 420 | 8.7 | 104.5 |
| Gender | Male | 1,571.4 | 506 | 25.2 | 394.8 |
| | Female | 1,707.3 | 754 | 12.9 | 219.6 |
| Race/ethnicity | White | 2,134.0 | 952 | 23.6 | 503.7 |
| | Black | 963.5 | 232 | 11.1 | 106.5 |
| | American Indian | 18.7 | 9 | . | . |
| | Asian/Pacific Islander | 46.8 | 10 | . | . |
| | Hispanic | 93.9 | 25 | . | . |
| Annual family income | \$25,000 or less | 880.2 | 195 | 8.6 | 75.5 |
| | \$25,000 to \$49,999 | 866.5 | 207 | 23.5 | 203.7 |
| | \$50,000 to \$74,999 | 563.7 | 134 | 25.2 | 142.1 |
| | \$75,000 to \$99,999 | 273.1 | 99 | 25.2 | 68.9 |
| | \$100,000 to \$149,999 | 175.6 | 65 | 14.9 | 26.2 |
| | \$150,000 or more | 92.5 | 28 | . | . |
| Education | Less than high school | 830.6 | 155 | 15.3 | 127.3 |
| | High school graduate | 1,043.1 | 362 | 17.7 | 184.2 |
| | Some college/tech. school | 830.8 | 363 | 25.9 | 215.1 |
| | Bachelor's degree | 363.7 | 221 | 19.4 | 70.6 |
| | Post-graduate degree | 182.4 | 131 | 16.7 | 30.5 |
| Place of residence | Non-metropolitan | 815.8 | 469 | 24.6 | 201.4 |
| | Metropolitan | 2,462.8 | 793 | 16.8 | 413.0 |

Maine (n=689)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|--------------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 1,062.8 | 689 | 26.8 | 285.2 |
| Age | Under 30 | 226.3 | 123 | 42.8 | 96.8 |
| | 30-50 | 399.1 | 282 | 28.7 | 114.7 |
| | 51 & older | 437.4 | 273 | 16.9 | 73.8 |
| Gender | Male | 514.0 | 305 | 34.6 | 177.5 |
| | Female | 548.8 | 383 | 19.6 | 107.7 |
| Race/ethnicity | White | 1,024.1 | 646 | 27.3 | 279.1 |
| | Black | 7.2 | 5 | . | . |
| | American Indian | 5.6 | 8 | . | . |
| | Asian/Pacific Islander | 8.8 | 1 | . | . |
| | Hispanic | 9.8 | 9 | . | . |
| Annual family income | \$25,000 or less | 179.0 | 103 | 32.2 | 57.6 |
| | \$25,000 to \$49,999 | 276.2 | 166 | 26.4 | 72.8 |
| | \$50,000 to \$74,999 | 192.7 | 113 | 27.2 | 52.3 |
| | \$75,000 to \$99,999 | 87.6 | 43 | 28.9 | 25.3 |
| | \$100,000 to \$149,999 | 49.4 | 24 | . | . |
| | \$150,000 or more | 25.4 | 6 | . | . |
| Education | Less than high school | 149.2 | 58 | 33.0 | 49.2 |
| | High school graduate | 349.8 | 190 | 29.6 | 103.6 |
| | Some college/tech. school | 269.1 | 198 | 26.6 | 71.7 |
| | Bachelor's degree | 136.5 | 145 | 17.5 | 23.9 |
| | Post-graduate degree | 69.3 | 92 | 19.2 | 13.3 |
| Place of residence | Non-metropolitan | 444.1 | 392 | 31.4 | 139.2 |
| | Metropolitan | 618.7 | 297 | 23.6 | 146.0 |

Maryland (n=1,312)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|--------------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 4,356.7 | 1,312 | 14.3 | 623.6 |
| Age | Under 30 | 1,053.6 | 248 | 20.0 | 211.4 |
| | 30-50 | 1,748.0 | 575 | 15.8 | 275.5 |
| | 51 & older | 1,555.2 | 456 | 8.8 | 136.8 |
| Gender | Male | 2,076.3 | 568 | 16.7 | 348.0 |
| | Female | 2,280.3 | 740 | 12.1 | 275.6 |
| Race/ethnicity | White | 2,629.4 | 965 | 15.8 | 415.3 |
| | Black | 1,215.5 | 215 | 10.7 | 130.1 |
| | American Indian | 11.2 | 12 | . | . |
| | Asian/Pacific Islander | 219.1 | 33 | 24.6 | 53.8 |
| | Hispanic | 238.7 | 40 | 8.7 | 20.8 |
| Annual family income | \$25,000 or less | 476.9 | 109 | 9.9 | 47.1 |
| | \$25,000 to \$49,999 | 809.9 | 240 | 13.8 | 112.0 |
| | \$50,000 to \$74,999 | 780.0 | 197 | 17.3 | 135.2 |
| | \$75,000 to \$99,999 | 539.5 | 116 | 10.9 | 58.9 |
| | \$100,000 to \$149,999 | 487.3 | 116 | 18.6 | 90.6 |
| | \$150,000 or more | 278.4 | 86 | 21.6 | 60.1 |
| Education | Less than high school | 656.2 | 111 | 12.0 | 78.5 |
| | High school graduate | 1,064.9 | 271 | 18.7 | 198.8 |
| | Some college/tech. school | 1,075.3 | 348 | 13.1 | 140.4 |
| | Bachelor's degree | 672.9 | 305 | 16.0 | 107.9 |
| | Post-graduate degree | 473.9 | 257 | 8.5 | 40.5 |
| Place of residence | Non-metropolitan | 228.7 | 197 | 25.1 | 57.2 |
| | Metropolitan | 4,128.0 | 1,115 | 13.7 | 566.4 |

Massachusetts (n=1,543)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|--------------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 5,089.1 | 1,543 | 12.7 | 648.4 |
| Age | Under 30 | 1,206.1 | 274 | 22.3 | 268.7 |
| | 30-50 | 1,988.9 | 676 | 14.2 | 283.5 |
| | 51 & older | 1,894.1 | 554 | 5.0 | 96.2 |
| Gender | Male | 2,430.5 | 680 | 16.2 | 394.2 |
| | Female | 2,658.6 | 860 | 9.5 | 254.2 |
| Race/ethnicity | White | 4,158.4 | 1,338 | 12.2 | 507.8 |
| | Black | 277.1 | 43 | 5.1 | 14.3 |
| | American Indian | 10.0 | 13 | . | . |
| | Asian/Pacific Islander | 244.3 | 22 | . | . |
| | Hispanic | 357.5 | 76 | 12.8 | 45.7 |
| Annual family income | \$25,000 or less | 614.5 | 134 | 7.2 | 44.5 |
| | \$25,000 to \$49,999 | 919.1 | 274 | 11.6 | 106.3 |
| | \$50,000 to \$74,999 | 896.1 | 250 | 13.9 | 124.7 |
| | \$75,000 to \$99,999 | 626.7 | 137 | 22.8 | 143.2 |
| | \$100,000 to \$149,999 | 554.4 | 115 | 11.7 | 64.6 |
| | \$150,000 or more | 349.6 | 79 | 11.4 | 39.9 |
| Education | Less than high school | 754.2 | 101 | 13.6 | 102.8 |
| | High school graduate | 1,319.3 | 311 | 15.2 | 200.3 |
| | Some college/tech. school | 1,274.7 | 373 | 13.9 | 176.7 |
| | Bachelor's degree | 915.3 | 411 | 9.8 | 89.7 |
| | Post-graduate degree | 589.6 | 317 | 9.4 | 55.6 |
| Place of residence | Non-metropolitan | 20.5 | 163 | 20.0 | 4.1 |
| | Metropolitan | 5,068.6 | 1,380 | 12.7 | 644.3 |

Michigan (n=2,321)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|-----------------------------|----------------------------------|---------------------------|--------------------|------------------------------|-----------------------------|
| All Groups | All people age 16+ | 7,807.9 | 2,321 | 20.0 | 1,562.8 |
| Age | Under 30 | 1,907.9 | 433 | 30.6 | 583.2 |
| | 30-50 | 2,997.4 | 939 | 23.5 | 706.2 |
| | 51 & older | 2,902.5 | 911 | 9.4 | 273.4 |
| Gender | Male | 3,801.3 | 1,005 | 26.0 | 985.4 |
| | Female | 4,006.5 | 1,305 | 14.4 | 577.4 |
| Race/ethnicity | White | 6,209.2 | 1,995 | 21.8 | 1,356.0 |
| | Black | 1,034.1 | 140 | 8.9 | 92.3 |
| | American Indian | 41.7 | 38 | 21.4 | 8.9 |
| | Asian/Pacific Islander | 180.2 | 18 | . | . |
| | Hispanic | 264.3 | 56 | 30.3 | 80.0 |
| Annual family income | \$25,000 or less | 1,129.9 | 256 | 12.2 | 137.6 |
| | \$25,000 to \$49,999 | 1,767.9 | 444 | 20.8 | 368.4 |
| | \$50,000 to \$74,999 | 1,480.6 | 338 | 26.2 | 387.7 |
| | \$75,000 to \$99,999 | 892.6 | 201 | 32.1 | 286.6 |
| | \$100,000 to \$149,999 | 700.5 | 137 | 25.5 | 178.6 |
| | \$150,000 or more | 331.9 | 42 | 30.7 | 102.0 |
| Education | Less than high school | 1,283.1 | 212 | 17.3 | 222.3 |
| | High school graduate | 2,264.1 | 623 | 20.7 | 468.8 |
| | Some college/tech. school | 2,336.6 | 730 | 21.8 | 509.8 |
| | Bachelor's degree | 940.2 | 431 | 19.9 | 186.7 |
| | Post-graduate degree | 521.8 | 293 | 17.7 | 92.3 |
| Place of residence | Non-metropolitan | 1,451.3 | 699 | 29.1 | 422.4 |
| | Metropolitan | 6,356.6 | 1,622 | 18.0 | 1,140.4 |

Minnesota (n=1,416)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|--------------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 4,003.5 | 1,416 | 23.8 | 951.4 |
| Age | Under 30 | 1,008.6 | 234 | 34.2 | 345.2 |
| | 30-50 | 1,559.6 | 624 | 24.8 | 386.5 |
| | 51 & older | 1,435.3 | 533 | 15.3 | 219.8 |
| Gender | Male | 1,974.3 | 671 | 30.1 | 593.6 |
| | Female | 2,029.2 | 741 | 17.7 | 357.8 |
| Race/ethnicity | White | 3,524.8 | 1,320 | 24.1 | 849.9 |
| | Black | 149.8 | 21 | . | . |
| | American Indian | 39.3 | 13 | . | . |
| | Asian/Pacific Islander | 127.3 | 9 | . | . |
| | Hispanic | 127.2 | 25 | . | . |
| Annual family income | \$25,000 or less | 433.5 | 147 | 17.0 | 73.7 |
| | \$25,000 to \$49,999 | 845.3 | 296 | 22.9 | 193.3 |
| | \$50,000 to \$74,999 | 813.1 | 224 | 27.1 | 220.2 |
| | \$75,000 to \$99,999 | 470.9 | 119 | 30.4 | 143.2 |
| | \$100,000 to \$149,999 | 330.6 | 79 | 25.3 | 83.5 |
| | \$150,000 or more | 174.4 | 43 | 18.3 | 32.0 |
| Education | Less than high school | 478.4 | 107 | 29.2 | 139.7 |
| | High school graduate | 1,032.4 | 332 | 23.6 | 244.0 |
| | Some college/tech. school | 1,209.6 | 434 | 27.7 | 335.3 |
| | Bachelor's degree | 647.6 | 367 | 19.1 | 124.0 |
| | Post-graduate degree | 265.0 | 144 | 11.8 | 31.2 |
| Place of residence | Non-metropolitan | 1,101.3 | 557 | 29.1 | 320.7 |
| | Metropolitan | 2,902.2 | 859 | 21.7 | 630.7 |

Mississippi (n=1,094)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|--------------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 2,208.4 | 1,094 | 22.3 | 491.9 |
| Age | Under 30 | 584.7 | 274 | 35.0 | 204.6 |
| | 30-50 | 812.4 | 424 | 24.3 | 197.1 |
| | 51 & older | 811.3 | 371 | 11.1 | 90.2 |
| Gender | Male | 1,052.2 | 441 | 29.0 | 305.1 |
| | Female | 1,156.2 | 644 | 16.2 | 186.8 |
| Race/ethnicity | White | 1,365.5 | 794 | 27.0 | 369.2 |
| | Black | 766.3 | 247 | 15.9 | 121.5 |
| | American Indian | 9.3 | 14 | . | . |
| | Asian/Pacific Islander | 17.3 | 1 | . | . |
| | Hispanic | 38.4 | 19 | . | . |
| Annual family income | \$25,000 or less | 588.4 | 160 | 9.6 | 56.3 |
| | \$25,000 to \$49,999 | 588.3 | 224 | 30.6 | 180.3 |
| | \$50,000 to \$74,999 | 351.9 | 134 | 32.5 | 114.4 |
| | \$75,000 to \$99,999 | 153.8 | 60 | 41.7 | 64.2 |
| | \$100,000 to \$149,999 | 88.6 | 43 | 23.7 | 21.0 |
| | \$150,000 or more | 47.4 | 18 | . | . |
| Education | Less than high school | 566.7 | 153 | 19.7 | 111.5 |
| | High school graduate | 601.9 | 286 | 17.7 | 106.8 |
| | Some college/tech. school | 589.0 | 336 | 26.9 | 158.4 |
| | Bachelor's degree | 208.4 | 189 | 31.0 | 64.6 |
| | Post-graduate degree | 104.2 | 106 | 21.3 | 22.2 |
| Place of residence | Non-metropolitan | 1,243.3 | 712 | 24.3 | 302.5 |
| | Metropolitan | 965.1 | 382 | 19.6 | 189.4 |

Missouri (n=1,644)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|--------------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 4,530.4 | 1,644 | 19.6 | 886.2 |
| Age | Under 30 | 1,131.8 | 323 | 28.9 | 327.0 |
| | 30-50 | 1,689.2 | 654 | 21.7 | 366.3 |
| | 51 & older | 1,709.5 | 643 | 11.2 | 192.8 |
| Gender | Male | 2,185.6 | 697 | 25.4 | 554.2 |
| | Female | 2,344.8 | 944 | 14.1 | 332.0 |
| Race/ethnicity | White | 3,810.3 | 1,444 | 22.0 | 839.2 |
| | Black | 478.9 | 85 | 6.6 | 31.5 |
| | American Indian | 20.2 | 28 | . | . |
| | Asian/Pacific Islander | 66.3 | 12 | . | . |
| | Hispanic | 111.6 | 27 | . | . |
| Annual family income | \$25,000 or less | 773.8 | 264 | 11.9 | 92.4 |
| | \$25,000 to \$49,999 | 1,151.1 | 356 | 22.0 | 253.5 |
| | \$50,000 to \$74,999 | 808.0 | 228 | 18.9 | 153.0 |
| | \$75,000 to \$99,999 | 398.8 | 106 | 25.2 | 100.5 |
| | \$100,000 to \$149,999 | 262.9 | 83 | 27.0 | 70.9 |
| | \$150,000 or more | 137.4 | 30 | 21.3 | 29.2 |
| Education | Less than high school | 804.7 | 172 | 23.7 | 190.6 |
| | High school graduate | 1,348.8 | 482 | 21.6 | 291.2 |
| | Some college/tech. school | 1,189.6 | 490 | 18.6 | 221.7 |
| | Bachelor's degree | 546.8 | 306 | 14.4 | 78.9 |
| | Post-graduate degree | 279.3 | 173 | 8.1 | 22.6 |
| Place of residence | Non-metropolitan | 1,221.6 | 706 | 27.7 | 338.2 |
| | Metropolitan | 3,308.8 | 938 | 16.6 | 548.0 |

Montana (n=651)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|--------------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 743.9 | 651 | 28.7 | 213.7 |
| Age | Under 30 | 181.3 | 116 | 54.5 | 98.7 |
| | 30-50 | 260.1 | 263 | 30.1 | 78.2 |
| | 51 & older | 302.5 | 262 | 12.1 | 36.8 |
| Gender | Male | 369.9 | 311 | 35.5 | 131.1 |
| | Female | 374.0 | 338 | 22.1 | 82.6 |
| Race/ethnicity | White | 671.9 | 606 | 29.8 | 200.4 |
| | Black | 2.5 | 0 | . | . |
| | American Indian | 39.7 | 19 | . | . |
| | Asian/Pacific Islander | 4.7 | 3 | . | . |
| | Hispanic | 16.3 | 12 | . | . |
| Annual family income | \$25,000 or less | 149.8 | 101 | 8.3 | 12.4 |
| | \$25,000 to \$49,999 | 207.2 | 177 | 42.6 | 88.3 |
| | \$50,000 to \$74,999 | 124.7 | 84 | 38.2 | 47.7 |
| | \$75,000 to \$99,999 | 47.7 | 35 | 44.6 | 21.3 |
| | \$100,000 to \$149,999 | 26.9 | 12 | . | . |
| | \$150,000 or more | 14.0 | 18 | . | . |
| Education | Less than high school | 93.7 | 59 | 19.1 | 17.9 |
| | High school graduate | 208.6 | 177 | 32.3 | 67.5 |
| | Some college/tech. school | 221.4 | 204 | 35.9 | 79.4 |
| | Bachelor's degree | 105.9 | 152 | 29.4 | 31.1 |
| | Post-graduate degree | 42.6 | 54 | 16.2 | 6.9 |
| Place of residence | Non-metropolitan | 484.5 | 415 | 30.0 | 145.3 |
| | Metropolitan | 259.4 | 236 | 26.4 | 68.4 |

Nebraska (n=836)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|--------------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 1,355.7 | 836 | 17.6 | 238.2 |
| Age | Under 30 | 353.2 | 203 | 30.7 | 108.4 |
| | 30-50 | 496.6 | 312 | 17.3 | 85.8 |
| | 51 & older | 506.0 | 313 | 8.6 | 43.9 |
| Gender | Male | 666.3 | 358 | 21.7 | 144.6 |
| | Female | 689.4 | 475 | 13.5 | 93.6 |
| Race/ethnicity | White | 1,180.0 | 763 | 18.2 | 214.9 |
| | Black | 51.5 | 18 | . | . |
| | American Indian | 9.8 | 9 | . | . |
| | Asian/Pacific Islander | 22.7 | 5 | . | . |
| | Hispanic | 82.4 | 28 | . | . |
| Annual family income | \$25,000 or less | 200.6 | 134 | 16.6 | 33.3 |
| | \$25,000 to \$49,999 | 356.0 | 192 | 21.0 | 74.7 |
| | \$50,000 to \$74,999 | 270.3 | 108 | 20.6 | 55.6 |
| | \$75,000 to \$99,999 | 122.5 | 50 | 24.7 | 30.3 |
| | \$100,000 to \$149,999 | 77.4 | 32 | 27.8 | 21.5 |
| | \$150,000 or more | 36.1 | 14 | . | . |
| Education | Less than high school | 180.8 | 85 | 17.9 | 32.3 |
| | High school graduate | 384.0 | 246 | 21.1 | 81.1 |
| | Some college/tech. school | 424.9 | 251 | 17.2 | 73.2 |
| | Bachelor's degree | 192.2 | 171 | 12.2 | 23.5 |
| | Post-graduate degree | 79.7 | 71 | 10.6 | 8.5 |
| Place of residence | Non-metropolitan | 584.6 | 464 | 22.9 | 134.0 |
| | Metropolitan | 771.1 | 372 | 13.5 | 104.2 |

Nevada (n=677)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|--------------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 1,902.5 | 677 | 23.9 | 455.1 |
| Age | Under 30 | 473.2 | 132 | 36.3 | 171.7 |
| | 30-50 | 760.3 | 304 | 25.8 | 196.4 |
| | 51 & older | 668.9 | 228 | 13.0 | 87.0 |
| Gender | Male | 965.4 | 324 | 24.6 | 237.1 |
| | Female | 937.1 | 351 | 23.3 | 218.0 |
| Race/ethnicity | White | 1,195.0 | 517 | 30.9 | 369.0 |
| | Black | 131.2 | 25 | . | . |
| | American Indian | 19.5 | 7 | . | . |
| | Asian/Pacific Islander | 123.7 | 15 | . | . |
| | Hispanic | 401.7 | 95 | 15.8 | 63.4 |
| Annual family income | \$25,000 or less | 221.3 | 70 | 21.7 | 48.1 |
| | \$25,000 to \$49,999 | 374.3 | 146 | 26.8 | 100.2 |
| | \$50,000 to \$74,999 | 299.8 | 110 | 22.1 | 66.2 |
| | \$75,000 to \$99,999 | 159.3 | 61 | 41.1 | 65.5 |
| | \$100,000 to \$149,999 | 108.7 | 46 | 43.7 | 47.5 |
| | \$150,000 or more | 57.1 | 21 | . | . |
| Education | Less than high school | 312.8 | 76 | 24.5 | 76.6 |
| | High school graduate | 441.7 | 161 | 15.5 | 68.7 |
| | Some college/tech. school | 489.0 | 232 | 31.2 | 152.4 |
| | Bachelor's degree | 164.7 | 129 | 25.8 | 42.4 |
| | Post-graduate degree | 80.3 | 67 | 23.7 | 19.0 |
| Place of residence | Non-metropolitan | 200.3 | 163 | 44.9 | 89.9 |
| | Metropolitan | 1,702.2 | 514 | 21.5 | 365.2 |

New Hampshire (n=597)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|--------------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 1,040.7 | 597 | 20.2 | 209.9 |
| Age | Under 30 | 232.1 | 97 | 42.8 | 99.4 |
| | 30-50 | 417.2 | 278 | 19.2 | 80.3 |
| | 51 & older | 391.4 | 208 | 7.7 | 30.3 |
| Gender | Male | 508.7 | 260 | 21.9 | 111.4 |
| | Female | 532.0 | 336 | 18.5 | 98.5 |
| Race/ethnicity | White | 982.4 | 557 | 20.2 | 198.2 |
| | Black | 8.8 | 2 | . | . |
| | American Indian | 2.5 | 7 | . | . |
| | Asian/Pacific Islander | 18.9 | 4 | . | . |
| | Hispanic | 20.9 | 6 | . | . |
| Annual family income | \$25,000 or less | 103.7 | 55 | 12.7 | 13.1 |
| | \$25,000 to \$49,999 | 218.1 | 108 | 19.5 | 42.5 |
| | \$50,000 to \$74,999 | 209.9 | 92 | 28.5 | 59.9 |
| | \$75,000 to \$99,999 | 123.8 | 74 | 15.9 | 19.7 |
| | \$100,000 to \$149,999 | 90.0 | 35 | 15.4 | 13.8 |
| | \$150,000 or more | 46.7 | 16 | . | . |
| Education | Less than high school | 126.6 | 32 | 23.5 | 29.7 |
| | High school graduate | 277.1 | 143 | 24.4 | 67.6 |
| | Some college/tech. school | 278.2 | 158 | 20.2 | 56.1 |
| | Bachelor's degree | 162.4 | 158 | 14.7 | 23.8 |
| | Post-graduate degree | 82.6 | 95 | 11.0 | 9.1 |
| Place of residence | Non-metropolitan | 392.9 | 232 | 24.0 | 94.3 |
| | Metropolitan | 647.8 | 365 | 17.9 | 115.6 |

New Jersey (n=1,749)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|--------------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 6,784.6 | 1,749 | 12.6 | 854.1 |
| Age | Under 30 | 1,502.4 | 355 | 17.6 | 265.0 |
| | 30-50 | 2,765.6 | 754 | 15.7 | 434.7 |
| | 51 & older | 2,516.5 | 579 | 6.1 | 154.4 |
| Gender | Male | 3,273.4 | 801 | 15.1 | 495.0 |
| | Female | 3,511.2 | 940 | 10.2 | 359.1 |
| Race/ethnicity | White | 4,368.8 | 1,327 | 13.6 | 592.5 |
| | Black | 861.0 | 171 | 11.1 | 95.3 |
| | American Indian | 10.5 | 10 | . | . |
| | Asian/Pacific Islander | 497.2 | 57 | 16.6 | 82.4 |
| | Hispanic | 993.9 | 123 | 9.2 | 91.5 |
| Annual family income | \$25,000 or less | 770.7 | 120 | 8.3 | 63.7 |
| | \$25,000 to \$49,999 | 1,224.0 | 211 | 12.1 | 148.4 |
| | \$50,000 to \$74,999 | 1,174.5 | 233 | 15.0 | 176.0 |
| | \$75,000 to \$99,999 | 866.5 | 189 | 17.1 | 148.4 |
| | \$100,000 to \$149,999 | 862.1 | 191 | 20.7 | 178.3 |
| | \$150,000 or more | 592.1 | 114 | 16.5 | 97.6 |
| Education | Less than high school | 1,174.3 | 120 | 7.0 | 81.8 |
| | High school graduate | 1,847.5 | 396 | 13.6 | 251.0 |
| | Some college/tech. school | 1,546.6 | 448 | 16.6 | 256.0 |
| | Bachelor's degree | 1,137.5 | 458 | 12.0 | 136.8 |
| | Post-graduate degree | 627.1 | 286 | 14.7 | 92.5 |
| Place of residence | Non-metropolitan | 0.0 | . | . | . |
| | Metropolitan | 6,784.6 | 1,749 | 12.6 | 854.1 |

New Mexico (n=740)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|--------------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 1,484.0 | 740 | 27.3 | 404.8 |
| Age | Under 30 | 395.3 | 153 | 46.7 | 184.7 |
| | 30-50 | 540.8 | 287 | 28.0 | 151.7 |
| | 51 & older | 547.8 | 286 | 12.5 | 68.5 |
| Gender | Male | 725.6 | 341 | 31.8 | 230.6 |
| | Female | 758.4 | 399 | 23.0 | 174.2 |
| Race/ethnicity | White | 688.0 | 497 | 27.5 | 189.2 |
| | Black | 28.0 | 11 | . | . |
| | American Indian | 122.3 | 21 | . | . |
| | Asian/Pacific Islander | 19.3 | 5 | . | . |
| | Hispanic | 612.2 | 184 | 27.7 | 169.7 |
| Annual family income | \$25,000 or less | 344.5 | 123 | 20.7 | 71.2 |
| | \$25,000 to \$49,999 | 369.5 | 175 | 29.2 | 108.0 |
| | \$50,000 to \$74,999 | 217.5 | 95 | 37.2 | 80.9 |
| | \$75,000 to \$99,999 | 109.2 | 34 | 42.3 | 46.2 |
| | \$100,000 to \$149,999 | 71.3 | 35 | 29.3 | 20.9 |
| | \$150,000 or more | 36.6 | 16 | . | . |
| Education | Less than high school | 292.1 | 86 | 22.3 | 65.0 |
| | High school graduate | 356.4 | 183 | 30.3 | 108.0 |
| | Some college/tech. school | 389.7 | 213 | 33.4 | 130.3 |
| | Bachelor's degree | 160.8 | 144 | 26.9 | 43.2 |
| | Post-graduate degree | 112.5 | 104 | 16.2 | 18.3 |
| Place of residence | Non-metropolitan | 518.6 | 408 | 23.2 | 120.3 |
| | Metropolitan | 965.3 | 332 | 29.5 | 284.5 |

New York (n=3,765)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|-----------------------------|----------------------------------|---------------------------|--------------------|------------------------------|-----------------------------|
| All Groups | All people age 16+ | 15,116.2 | 3,765 | 12.9 | 1,942.8 |
| Age | Under 30 | 3,696.8 | 798 | 20.0 | 740.4 |
| | 30-50 | 5,839.6 | 1,656 | 15.8 | 926.8 |
| | 51 & older | 5,579.8 | 1,219 | 4.9 | 275.6 |
| Gender | Male | 7,219.0 | 1,586 | 15.7 | 1,136.1 |
| | Female | 7,897.2 | 2,165 | 10.2 | 806.7 |
| Race/ethnicity | White | 9,425.4 | 2,797 | 15.3 | 1,439.7 |
| | Black | 2,172.7 | 361 | 9.6 | 208.8 |
| | American Indian | 45.0 | 39 | 21.9 | 9.9 |
| | Asian/Pacific Islander | 1,045.6 | 78 | 11.9 | 124.4 |
| | Hispanic | 2,292.7 | 340 | 8.5 | 194.5 |
| Annual family income | \$25,000 or less | 2,654.9 | 407 | 9.8 | 259.2 |
| | \$25,000 to \$49,999 | 3,097.8 | 695 | 16.2 | 501.3 |
| | \$50,000 to \$74,999 | 2,449.8 | 526 | 18.8 | 461.1 |
| | \$75,000 to \$99,999 | 1,519.6 | 287 | 17.9 | 272.7 |
| | \$100,000 to \$149,999 | 1,335.8 | 257 | 15.4 | 206.1 |
| | \$150,000 or more | 897.0 | 158 | 22.9 | 205.5 |
| Education | Less than high school | 3,047.8 | 303 | 9.7 | 295.3 |
| | High school graduate | 3,925.8 | 919 | 14.3 | 563.2 |
| | Some college/tech. school | 3,688.7 | 1,018 | 14.7 | 542.5 |
| | Bachelor's degree | 2,143.4 | 785 | 12.8 | 274.9 |
| | Post-graduate degree | 1,496.7 | 692 | 10.9 | 163.4 |
| Place of residence | Non-metropolitan | 1,230.1 | 623 | 24.5 | 301.3 |
| | Metropolitan | 13,886.1 | 3,142 | 11.9 | 1,641.5 |

North Carolina (n=2,017)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|-----------------------------|----------------------------------|---------------------------|--------------------|------------------------------|-----------------------------|
| All Groups | All people age 16+ | 6,846.7 | 2,017 | 19.6 | 1,345.2 |
| Age | Under 30 | 1,661.3 | 408 | 34.1 | 566.8 |
| | 30-50 | 2,693.9 | 797 | 21.0 | 566.8 |
| | 51 & older | 2,491.6 | 786 | 8.4 | 211.6 |
| Gender | Male | 3,312.7 | 867 | 27.1 | 900.2 |
| | Female | 3,534.0 | 1,142 | 12.6 | 445.0 |
| Race/ethnicity | White | 4,812.4 | 1,610 | 25.3 | 1,216.4 |
| | Black | 1,398.1 | 255 | 10.1 | 141.2 |
| | American Indian | 76.6 | 35 | 28.4 | 21.7 |
| | Asian/Pacific Islander | 124.1 | 13 | . | . |
| | Hispanic | 388.4 | 70 | 6.7 | 26.1 |
| Annual family income | \$25,000 or less | 1,132.2 | 253 | 17.3 | 195.7 |
| | \$25,000 to \$49,999 | 1,617.7 | 422 | 19.3 | 312.8 |
| | \$50,000 to \$74,999 | 1,162.8 | 266 | 20.4 | 237.2 |
| | \$75,000 to \$99,999 | 561.5 | 136 | 25.4 | 142.5 |
| | \$100,000 to \$149,999 | 388.3 | 98 | 21.6 | 83.9 |
| | \$150,000 or more | 217.6 | 62 | 33.3 | 72.5 |
| Education | Less than high school | 1,362.4 | 250 | 18.7 | 255.2 |
| | High school graduate | 1,739.6 | 522 | 22.1 | 384.5 |
| | Some college/tech. school | 1,736.0 | 601 | 19.9 | 346.0 |
| | Bachelor's degree | 867.7 | 396 | 20.2 | 175.2 |
| | Post-graduate degree | 382.3 | 222 | 14.5 | 55.6 |
| Place of residence | Non-metropolitan | 2,109.4 | 998 | 22.1 | 466.1 |
| | Metropolitan | 4,737.3 | 1,019 | 18.5 | 879.1 |

North Dakota (n=620)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|--------------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 501.7 | 620 | 25.4 | 127.4 |
| Age | Under 30 | 138.3 | 121 | 40.5 | 56.0 |
| | 30-50 | 169.8 | 264 | 27.5 | 46.7 |
| | 51 & older | 193.6 | 226 | 12.8 | 24.7 |
| Gender | Male | 250.7 | 296 | 32.3 | 80.9 |
| | Female | 251.0 | 322 | 18.6 | 46.5 |
| Race/ethnicity | White | 461.6 | 583 | 25.9 | 119.6 |
| | Black | 3.5 | 1 | . | . |
| | American Indian | 22.0 | 13 | . | . |
| | Asian/Pacific Islander | 3.8 | 2 | . | . |
| | Hispanic | 7.3 | 6 | . | . |
| Annual family income | \$25,000 or less | 90.2 | 106 | 13.8 | 12.5 |
| | \$25,000 to \$49,999 | 144.7 | 153 | 29.1 | 42.2 |
| | \$50,000 to \$74,999 | 97.9 | 82 | 30.4 | 29.8 |
| | \$75,000 to \$99,999 | 37.0 | 35 | 46.0 | 17.0 |
| | \$100,000 to \$149,999 | 20.7 | 14 | . | . |
| | \$150,000 or more | 10.3 | 8 | . | . |
| Education | Less than high school | 77.3 | 56 | 20.9 | 16.2 |
| | High school graduate | 131.4 | 166 | 24.6 | 32.3 |
| | Some college/tech. school | 177.9 | 194 | 32.4 | 57.6 |
| | Bachelor's degree | 72.3 | 139 | 25.6 | 18.5 |
| | Post-graduate degree | 22.5 | 54 | 15.1 | 3.4 |
| Place of residence | Non-metropolitan | 268.2 | 380 | 25.5 | 68.3 |
| | Metropolitan | 233.5 | 240 | 25.3 | 59.1 |

Ohio (n=2,579)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|--------------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 8,911.1 | 2,579 | 15.6 | 1,393.0 |
| Age | Under 30 | 2,158.9 | 487 | 29.4 | 635.3 |
| | 30-50 | 3,353.4 | 1,090 | 17.2 | 575.3 |
| | 51 & older | 3,398.8 | 961 | 5.4 | 182.4 |
| Gender | Male | 4,290.1 | 1,084 | 20.4 | 874.2 |
| | Female | 4,621.0 | 1,489 | 11.2 | 518.8 |
| Race/ethnicity | White | 7,517.0 | 2,284 | 16.8 | 1,262.5 |
| | Black | 980.8 | 156 | 10.7 | 104.7 |
| | American Indian | 19.1 | 27 | . | . |
| | Asian/Pacific Islander | 138.4 | 16 | . | . |
| | Hispanic | 183.3 | 31 | 5.6 | 10.2 |
| Annual family income | \$25,000 or less | 1,388.3 | 346 | 13.6 | 189.0 |
| | \$25,000 to \$49,999 | 2,208.7 | 558 | 13.1 | 290.1 |
| | \$50,000 to \$74,999 | 1,754.0 | 366 | 19.1 | 335.0 |
| | \$75,000 to \$99,999 | 926.4 | 183 | 20.3 | 188.4 |
| | \$100,000 to \$149,999 | 616.9 | 120 | 22.6 | 139.6 |
| | \$150,000 or more | 306.9 | 75 | 20.2 | 61.9 |
| Education | Less than high school | 1,507.0 | 198 | 18.2 | 274.6 |
| | High school graduate | 3,004.1 | 837 | 17.4 | 522.0 |
| | Some college/tech. school | 2,315.2 | 690 | 14.7 | 339.6 |
| | Bachelor's degree | 1,089.6 | 532 | 11.5 | 125.6 |
| | Post-graduate degree | 552.0 | 291 | 10.6 | 58.3 |
| Place of residence | Non-metropolitan | 1,736.5 | 695 | 20.2 | 352.2 |
| | Metropolitan | 7,174.6 | 1,884 | 14.5 | 1,040.8 |

Oklahoma (n=1,082)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|--------------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 2,748.2 | 1,082 | 24.7 | 678.8 |
| Age | Under 30 | 721.0 | 243 | 38.0 | 273.7 |
| | 30-50 | 990.9 | 421 | 25.1 | 249.3 |
| | 51 & older | 1,036.2 | 400 | 15.0 | 155.8 |
| Gender | Male | 1,339.6 | 461 | 30.6 | 410.2 |
| | Female | 1,408.6 | 618 | 19.1 | 268.6 |
| Race/ethnicity | White | 2,056.9 | 902 | 20.6 | 423.7 |
| | Black | 195.7 | 38 | 54.8 | 107.3 |
| | American Indian | 197.6 | 71 | 30.9 | 61.0 |
| | Asian/Pacific Islander | 48.2 | 7 | . | . |
| | Hispanic | 160.8 | 34 | 35.7 | 57.4 |
| Annual family income | \$25,000 or less | 593.3 | 154 | 19.4 | 115.0 |
| | \$25,000 to \$49,999 | 741.7 | 233 | 32.8 | 242.9 |
| | \$50,000 to \$74,999 | 455.8 | 150 | 21.7 | 98.9 |
| | \$75,000 to \$99,999 | 204.6 | 68 | 23.4 | 47.9 |
| | \$100,000 to \$149,999 | 123.1 | 31 | 33.9 | 41.8 |
| | \$150,000 or more | 64.1 | 22 | . | . |
| Education | Less than high school | 517.2 | 137 | 36.6 | 189.2 |
| | High school graduate | 804.1 | 299 | 21.5 | 172.7 |
| | Some college/tech. school | 772.6 | 316 | 19.7 | 151.9 |
| | Bachelor's degree | 315.5 | 184 | 15.6 | 49.2 |
| | Post-graduate degree | 151.0 | 129 | 16.0 | 24.1 |
| Place of residence | Non-metropolitan | 1,007.4 | 494 | 22.5 | 227.1 |
| | Metropolitan | 1,740.8 | 588 | 25.9 | 451.7 |

Oregon (n=1,037)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|--------------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 2,905.5 | 1,037 | 22.2 | 644.7 |
| Age | Under 30 | 706.3 | 210 | 26.3 | 185.4 |
| | 30-50 | 1,078.4 | 413 | 23.8 | 256.2 |
| | 51 & older | 1,120.8 | 397 | 18.1 | 203.1 |
| Gender | Male | 1,433.6 | 478 | 26.4 | 378.0 |
| | Female | 1,471.9 | 556 | 18.2 | 266.7 |
| Race/ethnicity | White | 2,424.0 | 925 | 23.1 | 559.7 |
| | Black | 45.1 | 9 | . | . |
| | American Indian | 32.2 | 14 | . | . |
| | Asian/Pacific Islander | 109.4 | 17 | . | . |
| | Hispanic | 245.8 | 52 | 23.9 | 58.8 |
| Annual family income | \$25,000 or less | 423.4 | 175 | 16.0 | 67.6 |
| | \$25,000 to \$49,999 | 671.6 | 215 | 25.6 | 171.8 |
| | \$50,000 to \$74,999 | 504.2 | 167 | 27.3 | 137.6 |
| | \$75,000 to \$99,999 | 257.4 | 80 | 36.0 | 92.7 |
| | \$100,000 to \$149,999 | 176.9 | 48 | 25.9 | 45.9 |
| | \$150,000 or more | 95.2 | 22 | . | . |
| Education | Less than high school | 418.9 | 102 | 20.3 | 85.0 |
| | High school graduate | 687.3 | 227 | 24.5 | 168.7 |
| | Some college/tech. school | 883.7 | 329 | 26.5 | 234.3 |
| | Bachelor's degree | 390.3 | 218 | 19.5 | 76.2 |
| | Post-graduate degree | 196.9 | 142 | 13.3 | 26.1 |
| Place of residence | Non-metropolitan | 665.2 | 349 | 29.5 | 196.3 |
| | Metropolitan | 2,240.4 | 688 | 20.0 | 448.4 |

Pennsylvania (n=2,768)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|--------------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 9,848.8 | 2,768 | 18.8 | 1,854.2 |
| Age | Under 30 | 2,253.7 | 547 | 30.7 | 691.2 |
| | 30-50 | 3,628.9 | 1,122 | 21.9 | 795.3 |
| | 51 & older | 3,966.1 | 1,045 | 9.3 | 367.7 |
| Gender | Male | 4,726.7 | 1,208 | 22.4 | 1,058.9 |
| | Female | 5,122.1 | 1,555 | 15.6 | 795.3 |
| Race/ethnicity | White | 8,260.9 | 2,461 | 19.4 | 1,601.9 |
| | Black | 933.2 | 155 | 18.7 | 174.9 |
| | American Indian | 13.6 | 11 | . | . |
| | Asian/Pacific Islander | 227.1 | 21 | . | . |
| | Hispanic | 355.5 | 44 | 15.5 | 55.1 |
| Annual family income | \$25,000 or less | 1,573.6 | 368 | 12.7 | 200.2 |
| | \$25,000 to \$49,999 | 2,433.3 | 583 | 20.5 | 499.0 |
| | \$50,000 to \$74,999 | 1,847.7 | 354 | 22.8 | 421.7 |
| | \$75,000 to \$99,999 | 967.9 | 184 | 21.1 | 204.6 |
| | \$100,000 to \$149,999 | 679.6 | 135 | 30.2 | 205.0 |
| | \$150,000 or more | 374.5 | 60 | 15.0 | 56.3 |
| Education | Less than high school | 1,717.9 | 243 | 19.8 | 340.7 |
| | High school graduate | 3,476.8 | 927 | 18.8 | 655.0 |
| | Some college/tech. school | 2,216.1 | 700 | 19.8 | 439.6 |
| | Bachelor's degree | 1,250.2 | 538 | 18.5 | 231.5 |
| | Post-graduate degree | 701.1 | 309 | 12.3 | 86.0 |
| Place of residence | Non-metropolitan | 1,576.3 | 646 | 29.7 | 467.2 |
| | Metropolitan | 8,272.4 | 2,122 | 16.8 | 1,387.0 |

Rhode Island (n=595)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|--------------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 847.2 | 595 | 10.9 | 92.6 |
| Age | Under 30 | 210.0 | 108 | 19.1 | 40.0 |
| | 30-50 | 318.3 | 270 | 12.2 | 38.7 |
| | 51 & older | 318.8 | 207 | 4.4 | 13.9 |
| Gender | Male | 403.8 | 277 | 11.7 | 47.5 |
| | Female | 443.4 | 317 | 10.1 | 45.1 |
| Race/ethnicity | White | 696.7 | 519 | 11.8 | 82.1 |
| | Black | 38.2 | 14 | . | . |
| | American Indian | 3.2 | 3 | . | . |
| | Asian/Pacific Islander | 22.3 | 6 | . | . |
| | Hispanic | 78.8 | 33 | 10.7 | 8.5 |
| Annual family income | \$25,000 or less | 130.7 | 59 | 8.1 | 10.6 |
| | \$25,000 to \$49,999 | 177.0 | 106 | 13.6 | 24.0 |
| | \$50,000 to \$74,999 | 158.5 | 82 | 12.2 | 19.3 |
| | \$75,000 to \$99,999 | 91.9 | 54 | 27.0 | 24.8 |
| | \$100,000 to \$149,999 | 67.1 | 38 | 16.5 | 11.0 |
| | \$150,000 or more | 33.8 | 22 | . | . |
| Education | Less than high school | 173.0 | 43 | 10.1 | 17.5 |
| | High school graduate | 220.9 | 130 | 12.1 | 26.6 |
| | Some college/tech. school | 219.0 | 167 | 15.7 | 34.4 |
| | Bachelor's degree | 119.7 | 139 | 6.1 | 7.3 |
| | Post-graduate degree | 68.3 | 110 | 6.3 | 4.3 |
| Place of residence | Non-metropolitan | 0.0 | 84 | 15.9 | 0.0 |
| | Metropolitan | 847.2 | 511 | 10.9 | 92.6 |

South Carolina (n=1,131)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|--------------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 3,358.7 | 1,131 | 18.5 | 622.9 |
| Age | Under 30 | 830.4 | 224 | 31.4 | 261.1 |
| | 30-50 | 1,251.1 | 477 | 16.9 | 210.7 |
| | 51 & older | 1,277.2 | 408 | 11.9 | 151.1 |
| Gender | Male | 1,612.4 | 467 | 24.9 | 400.6 |
| | Female | 1,746.2 | 662 | 12.8 | 222.3 |
| Race/ethnicity | White | 2,264.2 | 860 | 20.6 | 465.7 |
| | Black | 918.8 | 208 | 14.7 | 135.2 |
| | American Indian | 11.5 | 12 | . | . |
| | Asian/Pacific Islander | 38.8 | 6 | . | . |
| | Hispanic | 104.6 | 18 | . | . |
| Annual family income | \$25,000 or less | 636.4 | 143 | 10.9 | 69.5 |
| | \$25,000 to \$49,999 | 820.6 | 213 | 21.6 | 177.0 |
| | \$50,000 to \$74,999 | 574.5 | 176 | 25.2 | 144.9 |
| | \$75,000 to \$99,999 | 273.3 | 80 | 12.8 | 34.9 |
| | \$100,000 to \$149,999 | 174.3 | 45 | 19.8 | 34.5 |
| | \$150,000 or more | 89.9 | 25 | . | . |
| Education | Less than high school | 719.0 | 124 | 21.6 | 155.0 |
| | High school graduate | 901.8 | 305 | 15.6 | 140.6 |
| | Some college/tech. school | 824.0 | 329 | 18.7 | 154.4 |
| | Bachelor's degree | 377.9 | 210 | 16.9 | 64.0 |
| | Post-graduate degree | 180.2 | 143 | 21.3 | 38.4 |
| Place of residence | Non-metropolitan | 820.9 | 452 | 16.9 | 137.9 |
| | Metropolitan | 2,537.8 | 679 | 19.1 | 485.0 |

South Dakota (n=656)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|--------------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 602.1 | 656 | 27.0 | 162.5 |
| Age | Under 30 | 155.7 | 141 | 46.7 | 72.8 |
| | 30-50 | 211.2 | 266 | 27.9 | 58.9 |
| | 51 & older | 235.1 | 241 | 13.1 | 30.8 |
| Gender | Male | 298.5 | 300 | 34.2 | 102.2 |
| | Female | 303.6 | 355 | 19.8 | 60.3 |
| Race/ethnicity | White | 536.3 | 607 | 25.9 | 138.8 |
| | Black | 4.7 | 2 | . | . |
| | American Indian | 40.6 | 28 | . | . |
| | Asian/Pacific Islander | 4.6 | 0 | . | . |
| | Hispanic | 10.8 | 6 | . | . |
| Annual family income | \$25,000 or less | 108.9 | 110 | 23.8 | 26.0 |
| | \$25,000 to \$49,999 | 169.8 | 163 | 23.7 | 40.2 |
| | \$50,000 to \$74,999 | 110.4 | 87 | 31.4 | 34.7 |
| | \$75,000 to \$99,999 | 43.1 | 30 | 43.7 | 18.8 |
| | \$100,000 to \$149,999 | 23.7 | 22 | . | . |
| | \$150,000 or more | 12.8 | 9 | . | . |
| Education | Less than high school | 90.1 | 61 | 26.8 | 24.2 |
| | High school graduate | 178.0 | 205 | 26.6 | 47.4 |
| | Some college/tech. school | 176.7 | 203 | 28.1 | 49.6 |
| | Bachelor's degree | 78.6 | 127 | 24.3 | 19.1 |
| | Post-graduate degree | 28.7 | 53 | 35.2 | 10.1 |
| Place of residence | Non-metropolitan | 338.6 | 500 | 27.2 | 92.0 |
| | Metropolitan | 263.5 | 156 | 26.7 | 70.5 |

Tennessee (n=1,559)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|--------------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 4,696.5 | 1,559 | 18.9 | 888.0 |
| Age | Under 30 | 1,141.1 | 289 | 32.7 | 372.4 |
| | 30-50 | 1,791.9 | 654 | 20.3 | 363.2 |
| | 51 & older | 1,763.5 | 595 | 8.7 | 152.4 |
| Gender | Male | 2,266.4 | 694 | 26.2 | 592.7 |
| | Female | 2,430.1 | 864 | 12.2 | 295.3 |
| Race/ethnicity | White | 3,729.2 | 1,333 | 21.4 | 798.8 |
| | Black | 728.1 | 133 | 9.0 | 65.8 |
| | American Indian | 13.0 | 21 | . | . |
| | Asian/Pacific Islander | 61.3 | 7 | . | . |
| | Hispanic | 131.4 | 30 | 11.9 | 15.7 |
| Annual family income | \$25,000 or less | 907.5 | 206 | 15.9 | 144.4 |
| | \$25,000 to \$49,999 | 1,206.9 | 332 | 23.5 | 283.6 |
| | \$50,000 to \$74,999 | 801.3 | 232 | 29.1 | 233.5 |
| | \$75,000 to \$99,999 | 373.0 | 100 | 11.0 | 41.1 |
| | \$100,000 to \$149,999 | 244.4 | 80 | 12.8 | 31.2 |
| | \$150,000 or more | 141.9 | 41 | 24.8 | 35.2 |
| Education | Less than high school | 1,037.8 | 205 | 17.9 | 185.8 |
| | High school graduate | 1,363.0 | 446 | 20.6 | 281.1 |
| | Some college/tech. school | 1,122.4 | 450 | 21.2 | 237.8 |
| | Bachelor's degree | 512.2 | 264 | 14.3 | 73.2 |
| | Post-graduate degree | 256.7 | 171 | 15.3 | 39.4 |
| Place of residence | Non-metropolitan | 1,281.2 | 631 | 27.9 | 357.2 |
| | Metropolitan | 3,415.3 | 928 | 15.5 | 530.8 |

Texas (n=3,845)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|--------------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 17,466.2 | 3,845 | 16.5 | 2,886.4 |
| Age | Under 30 | 4,862.6 | 915 | 27.8 | 1,349.8 |
| | 30-50 | 7,021.1 | 1,572 | 15.6 | 1,097.7 |
| | 51 & older | 5,582.5 | 1,287 | 7.8 | 438.9 |
| Gender | Male | 8,632.6 | 1,656 | 21.3 | 1,837.9 |
| | Female | 8,833.6 | 2,169 | 11.9 | 1,048.5 |
| Race/ethnicity | White | 9,047.4 | 2,670 | 21.0 | 1,900.9 |
| | Black | 1,958.6 | 277 | 13.3 | 261.2 |
| | American Indian | 67.3 | 39 | 16.7 | 11.2 |
| | Asian/Pacific Islander | 600.2 | 46 | 5.3 | 31.7 |
| | Hispanic | 5,660.4 | 724 | 12.5 | 706.4 |
| Annual family income | \$25,000 or less | 3,205.5 | 475 | 13.5 | 434.1 |
| | \$25,000 to \$49,999 | 3,869.0 | 728 | 17.7 | 686.4 |
| | \$50,000 to \$74,999 | 2,682.8 | 523 | 21.1 | 565.1 |
| | \$75,000 to \$99,999 | 1,479.2 | 301 | 19.7 | 290.7 |
| | \$100,000 to \$149,999 | 1,144.5 | 247 | 20.0 | 228.4 |
| | \$150,000 or more | 683.1 | 130 | 34.3 | 234.2 |
| Education | Less than high school | 3,800.2 | 474 | 15.0 | 570.0 |
| | High school graduate | 3,798.3 | 892 | 17.8 | 676.8 |
| | Some college/tech. school | 4,277.5 | 1,139 | 18.6 | 796.7 |
| | Bachelor's degree | 2,115.9 | 839 | 15.6 | 329.6 |
| | Post-graduate degree | 985.9 | 438 | 14.5 | 142.7 |
| Place of residence | Non-metropolitan | 2,280.7 | 993 | 18.4 | 419.5 |
| | Metropolitan | 15,185.5 | 2,852 | 16.3 | 2,466.9 |

Utah (n=800)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|--------------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 1,814.6 | 800 | 32.5 | 589.9 |
| Age | Under 30 | 627.6 | 208 | 36.4 | 228.7 |
| | 30-50 | 659.2 | 306 | 39.3 | 258.9 |
| | 51 & older | 527.7 | 279 | 19.3 | 102.3 |
| Gender | Male | 904.9 | 355 | 39.6 | 357.9 |
| | Female | 909.7 | 445 | 25.5 | 232.0 |
| Race/ethnicity | White | 1,531.3 | 720 | 33.3 | 510.2 |
| | Black | 14.6 | 5 | . | . |
| | American Indian | 20.1 | 6 | . | . |
| | Asian/Pacific Islander | 49.5 | 10 | . | . |
| | Hispanic | 183.0 | 46 | 31.8 | 58.2 |
| Annual family income | \$25,000 or less | 228.9 | 101 | 22.4 | 51.2 |
| | \$25,000 to \$49,999 | 445.9 | 185 | 34.1 | 152.1 |
| | \$50,000 to \$74,999 | 352.7 | 126 | 41.7 | 147.2 |
| | \$75,000 to \$99,999 | 183.5 | 53 | 40.7 | 74.6 |
| | \$100,000 to \$149,999 | 120.8 | 39 | 58.3 | 70.4 |
| | \$150,000 or more | 59.2 | 16 | . | . |
| Education | Less than high school | 209.7 | 51 | 37.6 | 78.8 |
| | High school graduate | 382.0 | 184 | 28.8 | 110.2 |
| | Some college/tech. school | 596.5 | 288 | 36.9 | 220.3 |
| | Bachelor's degree | 228.2 | 160 | 24.3 | 55.4 |
| | Post-graduate degree | 100.0 | 101 | 31.0 | 31.0 |
| Place of residence | Non-metropolitan | 204.6 | 224 | 44.3 | 90.7 |
| | Metropolitan | 1,610.0 | 576 | 31.0 | 499.2 |

Vermont (n=534)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|--------------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 501.4 | 534 | 18.2 | 91.3 |
| Age | Under 30 | 115.5 | 77 | 21.8 | 25.2 |
| | 30-50 | 186.1 | 230 | 24.2 | 45.0 |
| | 51 & older | 199.9 | 220 | 10.5 | 21.0 |
| Gender | Male | 244.4 | 236 | 23.6 | 57.8 |
| | Female | 257.0 | 297 | 13.1 | 33.5 |
| Race/ethnicity | White | 481.3 | 495 | 18.9 | 90.8 |
| | Black | 3.0 | 3 | . | . |
| | American Indian | 1.9 | 9 | . | . |
| | Asian/Pacific Islander | 5.4 | 4 | . | . |
| | Hispanic | 5.5 | 9 | . | . |
| Annual family income | \$25,000 or less | 71.3 | 82 | 16.6 | 11.9 |
| | \$25,000 to \$49,999 | 126.6 | 127 | 21.6 | 27.3 |
| | \$50,000 to \$74,999 | 95.6 | 78 | 20.2 | 19.3 |
| | \$75,000 to \$99,999 | 46.1 | 36 | 7.0 | 3.2 |
| | \$100,000 to \$149,999 | 28.5 | 20 | . | . |
| | \$150,000 or more | 15.1 | 14 | . | . |
| Education | Less than high school | 64.6 | 36 | 18.9 | 12.2 |
| | High school graduate | 148.0 | 136 | 23.2 | 34.4 |
| | Some college/tech. school | 124.3 | 143 | 19.1 | 23.7 |
| | Bachelor's degree | 79.3 | 137 | 13.4 | 10.6 |
| | Post-graduate degree | 45.1 | 76 | 7.2 | 3.2 |
| Place of residence | Non-metropolitan | 336.3 | 378 | 20.3 | 68.2 |
| | Metropolitan | 165.2 | 156 | 14.0 | 23.1 |

Virginia (n=1,524)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|--------------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 5,959.5 | 1,524 | 19.1 | 1,140.7 |
| Age | Under 30 | 1,466.0 | 306 | 29.5 | 431.9 |
| | 30-50 | 2,378.7 | 629 | 22.7 | 539.0 |
| | 51 & older | 2,114.8 | 559 | 8.1 | 169.8 |
| Gender | Male | 2,898.5 | 669 | 23.8 | 690.4 |
| | Female | 3,061.0 | 851 | 14.7 | 450.3 |
| Race/ethnicity | White | 4,141.9 | 1,279 | 21.0 | 868.5 |
| | Black | 1,117.6 | 138 | 14.8 | 165.0 |
| | American Indian | 17.1 | 10 | . | . |
| | Asian/Pacific Islander | 284.4 | 15 | . | . |
| | Hispanic | 336.0 | 43 | 15.7 | 52.8 |
| Annual family income | \$25,000 or less | 789.8 | 165 | 9.2 | 72.5 |
| | \$25,000 to \$49,999 | 1,239.4 | 313 | 22.2 | 275.5 |
| | \$50,000 to \$74,999 | 1,009.6 | 222 | 19.0 | 191.6 |
| | \$75,000 to \$99,999 | 600.7 | 140 | 29.5 | 177.0 |
| | \$100,000 to \$149,999 | 517.2 | 87 | 18.9 | 97.8 |
| | \$150,000 or more | 316.7 | 52 | 32.1 | 101.5 |
| Education | Less than high school | 1,004.1 | 145 | 19.2 | 192.7 |
| | High school graduate | 1,415.8 | 400 | 20.3 | 286.9 |
| | Some college/tech. school | 1,479.3 | 415 | 19.9 | 293.8 |
| | Bachelor's degree | 898.8 | 315 | 18.0 | 162.0 |
| | Post-graduate degree | 544.7 | 221 | 15.3 | 83.2 |
| Place of residence | Non-metropolitan | 864.8 | 663 | 27.9 | 241.7 |
| | Metropolitan | 5,094.7 | 861 | 17.6 | 899.0 |

Washington (n=1,425)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|--------------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 4,980.9 | 1,425 | 22.1 | 1,099.7 |
| Age | Under 30 | 1,239.3 | 301 | 38.5 | 476.1 |
| | 30-50 | 1,947.8 | 603 | 23.9 | 465.5 |
| | 51 & older | 1,793.9 | 502 | 8.8 | 158.1 |
| Gender | Male | 2,465.3 | 657 | 25.8 | 636.0 |
| | Female | 2,515.6 | 766 | 18.4 | 463.7 |
| Race/ethnicity | White | 3,932.2 | 1,233 | 24.1 | 948.2 |
| | Black | 158.3 | 20 | . | . |
| | American Indian | 68.1 | 26 | . | . |
| | Asian/Pacific Islander | 349.4 | 32 | 25.9 | 90.7 |
| | Hispanic | 373.8 | 63 | 9.9 | 36.9 |
| Annual family income | \$25,000 or less | 625.1 | 187 | 16.3 | 101.7 |
| | \$25,000 to \$49,999 | 1,040.6 | 293 | 21.2 | 220.3 |
| | \$50,000 to \$74,999 | 898.7 | 238 | 25.4 | 228.0 |
| | \$75,000 to \$99,999 | 521.8 | 129 | 18.2 | 95.1 |
| | \$100,000 to \$149,999 | 380.2 | 89 | 14.5 | 55.2 |
| | \$150,000 or more | 195.1 | 40 | 23.8 | 46.5 |
| Education | Less than high school | 632.0 | 116 | 25.3 | 160.1 |
| | High school graduate | 1,114.0 | 318 | 27.2 | 303.1 |
| | Some college/tech. school | 1,538.0 | 486 | 23.6 | 363.1 |
| | Bachelor's degree | 741.4 | 303 | 12.1 | 89.7 |
| | Post-graduate degree | 359.0 | 182 | 11.9 | 42.7 |
| Place of residence | Non-metropolitan | 623.7 | 360 | 30.4 | 189.4 |
| | Metropolitan | 4,357.3 | 1,065 | 20.9 | 910.3 |

West Virginia (n=902)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|--------------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 1,455.6 | 902 | 33.7 | 490.2 |
| Age | Under 30 | 328.1 | 164 | 48.5 | 159.4 |
| | 30-50 | 516.4 | 375 | 44.2 | 228.4 |
| | 51 & older | 611.0 | 353 | 16.7 | 102.5 |
| Gender | Male | 705.3 | 386 | 43.1 | 303.9 |
| | Female | 750.3 | 515 | 24.9 | 186.3 |
| Race/ethnicity | White | 1,375.1 | 835 | 34.9 | 480.0 |
| | Black | 45.7 | 13 | . | . |
| | American Indian | 3.3 | 18 | . | . |
| | Asian/Pacific Islander | 9.8 | 2 | . | . |
| | Hispanic | 12.7 | 14 | . | . |
| Annual family income | \$25,000 or less | 385.6 | 163 | 23.9 | 92.3 |
| | \$25,000 to \$49,999 | 413.5 | 214 | 38.7 | 160.0 |
| | \$50,000 to \$74,999 | 224.9 | 132 | 43.4 | 97.6 |
| | \$75,000 to \$99,999 | 94.6 | 43 | 71.0 | 67.2 |
| | \$100,000 to \$149,999 | 50.4 | 26 | . | . |
| | \$150,000 or more | 25.6 | 14 | . | . |
| Education | Less than high school | 343.5 | 96 | 27.5 | 94.3 |
| | High school graduate | 545.7 | 334 | 35.7 | 194.6 |
| | Some college/tech. school | 324.7 | 237 | 36.1 | 117.3 |
| | Bachelor's degree | 118.4 | 129 | 41.1 | 48.7 |
| | Post-graduate degree | 74.2 | 88 | 22.1 | 16.4 |
| Place of residence | Non-metropolitan | 654.1 | 580 | 36.8 | 240.9 |
| | Metropolitan | 801.4 | 322 | 31.1 | 249.3 |

Wisconsin (n=1,539)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|-----------------------------|----------------------------------|---------------------------|--------------------|------------------------------|-----------------------------|
| All Groups | All people age 16+ | 4,343.7 | 1,539 | 20.4 | 886.1 |
| Age | Under 30 | 1,073.9 | 274 | 26.6 | 285.9 |
| | 30-50 | 1,650.9 | 664 | 23.3 | 385.2 |
| | 51 & older | 1,618.9 | 572 | 13.3 | 215.0 |
| Gender | Male | 2,141.7 | 687 | 26.5 | 567.3 |
| | Female | 2,201.9 | 848 | 14.5 | 318.8 |
| Race/ethnicity | White | 3,810.1 | 1,411 | 21.6 | 824.3 |
| | Black | 222.7 | 38 | 13.0 | 29.0 |
| | American Indian | 34.2 | 23 | . | . |
| | Asian/Pacific Islander | 77.3 | 11 | . | . |
| | Hispanic | 171.0 | 31 | 11.2 | 19.2 |
| Annual family income | \$25,000 or less | 529.8 | 199 | 9.9 | 52.3 |
| | \$25,000 to \$49,999 | 1,020.0 | 354 | 23.5 | 240.2 |
| | \$50,000 to \$74,999 | 930.7 | 261 | 26.6 | 247.4 |
| | \$75,000 to \$99,999 | 475.6 | 109 | 22.8 | 108.5 |
| | \$100,000 to \$149,999 | 286.4 | 68 | 19.9 | 56.9 |
| | \$150,000 or more | 132.1 | 33 | 31.9 | 42.1 |
| Education | Less than high school | 628.5 | 120 | 18.1 | 113.9 |
| | High school graduate | 1,352.3 | 476 | 21.8 | 295.0 |
| | Some college/tech. school | 1,197.7 | 419 | 24.8 | 296.6 |
| | Bachelor's degree | 566.9 | 312 | 18.8 | 106.8 |
| | Post-graduate degree | 250.9 | 185 | 9.4 | 23.5 |
| Place of residence | Non-metropolitan | 1,203.6 | 614 | 25.6 | 308.2 |
| | Metropolitan | 3,140.1 | 925 | 18.4 | 577.9 |

Wyoming (n=527)

| Demographic | Strata | Population (1000s) | Sample size | Percent participating | Participants (1000s) |
|---------------------------------|--------------------------------------|-------------------------------|------------------------|----------------------------------|---------------------------------|
| All Groups | All people age 16+ | 402.4 | 527 | 34.3 | 137.9 |
| Age | Under 30 | 104.5 | 95 | 55.9 | 58.3 |
| | 30-50 | 144.7 | 220 | 27.5 | 39.8 |
| | 51 & older | 153.2 | 208 | 26.0 | 39.7 |
| Gender | Male | 203.3 | 255 | 40.1 | 81.6 |
| | Female | 199.1 | 271 | 28.3 | 56.3 |
| Race/ethnicity | White | 359.7 | 479 | 36.5 | 131.4 |
| | Black | 3.2 | 1 | . | . |
| | American Indian | 8.0 | 11 | . | . |
| | Asian/Pacific Islander | 3.0 | 3 | . | . |
| | Hispanic | 24.8 | 23 | . | . |
| Annual family income | \$25,000 or less | 66.6 | 76 | 27.8 | 18.5 |
| | \$25,000 to \$49,999 | 107.1 | 128 | 30.7 | 32.9 |
| | \$50,000 to \$74,999 | 76.9 | 103 | 40.3 | 31.0 |
| | \$75,000 to \$99,999 | 35.9 | 30 | 38.1 | 13.7 |
| | \$100,000 to \$149,999 | 17.8 | 20 | . | . |
| | \$150,000 or more | 8.3 | 5 | . | . |
| Education | Less than high school | 48.8 | 40 | 47.8 | 23.3 |
| | High school graduate | 113.9 | 149 | 23.7 | 27.0 |
| | Some college/tech. school | 131.1 | 176 | 40.2 | 52.7 |
| | Bachelor's degree | 49.6 | 99 | 28.0 | 13.9 |
| | Post-graduate degree | 22.3 | 56 | 41.6 | 9.3 |
| Place of residence | Non-metropolitan | 280.0 | 408 | 38.0 | 106.6 |
| | Metropolitan | 122.4 | 119 | 25.6 | 31.3 |

Source: 2006 Census Estimates Program (age, sex, race/ethnicity, residence: civilian, non-institutionalized population); 2000 Census, SF3 (education, income); NSRE 1999-2004, Versions 1-16 except 3, 6, 12; and NSRE 2005-2007, Versions 2 & 3. Note: Estimates are statistically unreliable and thus not reported for demographic strata with a sample size of less than 30.