


IRIS - Internet Research Report Series

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
United States and its Regions and States:
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 Coalition to Prevent Roads (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-Roaders 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	Fall	Fall	Fall	Fall	Fall	Pooled sample: All years	Statis-tically signifi-cant differ-ence
		1999- Summer 2000	2000- Summer 2001	2001- Summer 2002	2002- Summer 2003	2003- Summer 2005	2005- Fall 2007		
	\$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	Fall '99-	Fall '00-	Fall '01-	Fall '02-	Fall '03-	Fall '05-	Pooled sample-all years
		Population (1000s)	Summer '00	Summer '01	Summer '02	Summer '03	Summer '05	Summer '07	
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
	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

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
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
Educatio n	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
	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

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
	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
	\$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

Demographic	Strata	2001	2003	2005-2007	Pooled sample: All years	Statistically significant difference
Education	\$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
	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)
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
Nebraska	1,355.7	0.6	836	17.6 (15.0, 20.2)	244.1	0.6

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
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
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

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
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
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

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
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
	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

Demographic	Strata	Population (1000s)	Sample size	Percent participating	Participants (1000s)
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
	Asian/Pacific Islander	307.3	43	18.5	57.0
	Hispanic	567.7	152	18.6	105.7

Demographic	Strata	Population (1000s)	Sample size	Percent participating	Participants (1000s)
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
	Bachelor's degree	232	17.6	22.3	27.0

Demographic	Strata	Sample size	95% c.i. lower bound	Mean annual OHV days	95% c.i. upper bound
	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
	\$100,000 to \$149,999	26	.	.	.
	\$150,000 or more	12	.	.	.

Demographic	Strata	Sample size	95% c.i. lower bound	Mean annual OHV days	95% c.i. upper bound
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
	Black	2	.	.	.
	American Indian	10	.	.	.
	Asian/Pacific Islander	5	.	.	.

Demographic	Strata	Sample size	95% c.i. lower bound	Mean annual OHV days	95% c.i. upper bound
	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
	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
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

Activity	Full NSRE Sample	All OHV Users	Middle of the Roaders	Middle Age Actives	Seniors	Upper Middle Class Nature Lovers	Young Adventure -Seekers
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.