

Table 4.1.— Participation in each activity by market segment in 1994-95.

	The Sports Hogs		The Fitness Buffs		Nature Lovers		The Huntin' Fishin' Avids		The Bass Club		The Passives		The 'Do Nothings'	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Fitness Activities	89.45	17.56	89.16	19.47	91.68	24.43	92.63	15.22	77.8	20.26	84.17	36.93	9.67	4.42
Running/ Jogging	62.89	12.35	49.47	10.8	20.01	5.33	33.01	5.42	21.84	5.69	26.63	11.68	2.4	1.1
Biking	54.33	10.67	57.18	12.49	31.93	8.51	48.85	8.02	25.85	6.73	23.32	10.23	1.45	0.66
Walking	80.48	15.8	88.8	19.39	91.24	24.31	89.53	14.71	74.8	19.48	82.53	36.21	7.95	3.63
Individual Sport Activities	50.15	9.85	37.6	8.21	20.78	5.54	28.11	4.62	23.16	6.03	20.11	8.82	2.08	0.95
Golf	32.05	6.29	21.77	4.75	13.17	3.51	21.3	3.5	19.36	5.04	13.37	5.86	1.52	0.7
Tennis	29.16	5.72	22.28	4.87	9.5	2.53	11.9	1.95	6.77	1.76	9.17	4.02	0.66	0.3
Outdoor Team Sport Activities	81.78	16.06	35.89	7.84	19.39	5.17	31.38	5.15	26.09	6.8	25.09	11.01	1.89	0.86
Baseball	31.91	6.27	6.47	1.41	3.52	0.94	6.46	1.06	5.91	1.54	4.67	2.05	0.42	0.19
Softball	54.95	10.79	14.8	3.23	7.71	2.05	12.19	2	11.91	3.1	10.55	4.63	0.57	0.26
Football	36.64	7.19	5.22	1.14	2.02	0.54	4.61	0.76	6.1	1.59	4.78	2.1	0.52	0.24
Basketball	60.76	11.93	12.1	2.64	5.99	1.59	9.53	1.57	9.66	2.51	10.96	4.81	0.97	0.44
Soccer	23.22	4.56	6.74	1.47	1.83	0.49	4.39	0.72	2.37	0.62	3.26	1.43	0.34	0.16
Volleyball	62.24	12.22	16.4	3.58	9.59	2.56	14.39	2.36	10.41	2.71	11.29	4.95	0.53	0.24
Handball	15.07	2.96	9.59	2.09	5.77	1.54	8.07	1.33	4.48	1.17	4.47	1.96	0.49	0.22
Outdoor Spectator Activities	92.93	18.24	84.15	18.38	77.79	20.73	83.6	13.73	65.65	17.1	62.6	27.46	3.85	1.76
Concerts	61.9	12.15	58.16	12.7	51.85	13.81	53.24	8.75	27.58	7.18	29.84	13.09	1.41	0.65
Attending Sporting Events	86.4	16.96	67.7	14.78	57.96	15.44	69.73	11.45	54.13	14.1	47.86	21	2.87	1.31

	The Sports Hogs		The Fitness Buffs		Nature Lovers		The Huntin' Fishin' Avids		The Bass Club		The Passives		The 'Do Nothings'	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Viewing Activities	97.25	19.09	97.68	21.33	97.7	26.03	97.7	16.05	95.52	24.88	93.83	41.17	8.5	3.88
Visiting a Nature Center	64.25	12.61	76.74	16.76	80.94	21.57	84.47	13.88	40.62	10.58	38.45	16.87	1.41	0.64
Visiting a Visitor Center	45.99	9.03	59.75	13.05	71.25	18.98	74.53	12.24	26.94	7.02	19.46	8.54	0.85	0.39
Visiting a Prehistoric Site	27.06	5.31	27.62	6.03	32.42	8.64	48.3	7.93	10.65	2.77	8.85	3.88	0.51	0.23
Visiting a Historic Site	65.1	12.78	75.46	16.48	81.68	21.76	82.77	13.6	36.27	9.45	31.36	13.76	1	0.46
Bird-Watching	21.71	4.26	11.34	2.48	73.62	19.62	65.14	10.7	26.14	6.81	20.9	9.17	2.12	0.97
Wildlife Viewing	41.37	8.12	22.97	5.02	76.36	20.35	80.69	13.26	31.01	8.08	15.95	7	1.39	0.64
Fish Viewing	18.48	3.63	6.3	1.38	30.3	8.07	48.44	7.96	16.36	4.26	4.47	1.96	0.27	0.12
Other Nature Study	17.67	3.47	16.07	3.51	33.28	8.87	32.44	5.33	9.95	2.59	8	3.51	0.47	0.22
Sightseeing	68.04	13.36	81.7	17.84	91.53	24.39	90.38	14.85	59.42	15.48	59.79	26.23	2.48	1.13
Visiting a Beach or Waterside	90.81	17.83	87.86	19.19	86.95	23.17	92	15.11	75.98	19.79	63.99	28.08	2.29	1.05
Studying Nature near Water	39.14	7.68	29.5	6.44	64.58	17.21	70.39	11.56	23.51	6.12	13.83	6.07	0.39	0.18
Snow and Ice Activities	46.46	9.12	35.67	7.79	17.94	4.78	35.39	5.81	15.71	4.09	9.9	4.34	0.63	0.29
Ice Skating	17.04	3.35	11.37	2.48	4.34	1.16	10.93	1.8	3.18	0.83	1.95	0.85	0.06	0.03
Snowboarding	9.73	1.91	3.51	0.77	1.69	0.45	4.22	0.69	1.27	0.33	0.82	0.36	0.05	0.02
Sledding	29.93	5.88	19.45	4.25	10.41	2.77	21.34	3.51	7.72	2.01	4.34	1.91	0.23	0.1
Downhill Skiing	28.88	5.67	19.52	4.26	4.75	1.26	14.43	2.37	4.97	1.3	4.23	1.86	0.21	0.09
Cross-Country Skiing	7.55	1.48	7.44	1.62	3.59	0.96	8.52	1.4	1.76	0.46	1.33	0.58	0.03	0.01
Snowmobiling	12.7	2.49	3.72	0.81	1.8	0.48	10.51	1.73	4.33	1.13	0.92	0.4	0.11	0.05

Camping (overall)	56.39	11.07	50.26	10.97	20.22	5.39	68.18	11.2	34.09	8.88	10.39	4.56	1.36	0.62
Developed Area	44.9	8.81	41.46	9.05	16.98	4.52	54.79	9	23.28	6.06	7.96	3.49	1	0.46
Primitive Area	35.89	7.05	24.83	5.42	7.13	1.9	43.22	7.1	17.8	4.64	3.71	1.63	0.49	0.22

	The Sports Hogs		The Fitness Buffs		Nature Lovers		The Huntin' Fishin' Avids		The Bass Club		The Passives		The 'Do Nothings'	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Hunting	22.2	4.36	4.71	1.03	2.22	0.59	26.2	4.3	24.15	6.29	3.7	1.62	0.86	0.39
Big game	17.49	3.43	3.37	0.74	1.39	0.37	21.31	3.5	18.78	4.89	2.17	0.95	0.69	0.32
Small game	16.12	3.16	2.63	0.57	1.38	0.37	19.35	3.18	16.99	4.43	2.39	1.05	0.44	0.2
Migratory bird	4.91	0.96	0.93	0.2	0.37	0.1	7.27	1.19	5.65	1.47	0.64	0.28	0.12	0.05
Fishing	60.47	11.87	16.85	3.68	12.35	3.29	81.05	13.31	82.94	21.6	6.79	2.98	2.36	1.08
Freshwater	52.7	10.35	8.85	1.93	5.23	1.39	77.52	12.74	80.59	20.99	1.09	0.48	1.99	0.91
Saltwater	22.74	4.46	7.94	1.73	7.15	1.91	27.07	4.45	16.19	4.22	4.63	2.03	0.35	0.16
Warmwater	44.81	8.8	4.75	1.04	3.71	0.99	65.42	10.75	69.59	18.12	1.03	0.45	1.33	0.61
Coldwater	23.8	4.67	4.14	0.9	1.85	0.49	41.56	6.83	27.98	7.29	0.78	0.34	0.47	0.21
Ice	4.29	0.84	0.37	0.08	0.31	0.08	8.82	1.45	5.62	1.46	0.09	0.04	0.07	0.03
Anadromous	11.95	2.35	1.48	0.32	1.35	0.36	18.96	3.12	9.7	2.53	0.69	0.3	0.15	0.07
Catch and Release	15.68	3.08	2.54	0.55	2.11	0.56	26.8	4.4	24.85	6.47	0.63	0.27	0.3	0.14
Boating	66.09	12.98	37.21	8.13	30.95	8.25	64.41	10.58	43.29	11.27	14.37	6.3	1.03	0.47
Sailing	10.95	2.15	8.85	1.93	7.66	2.04	10.28	1.69	2.54	0.66	2.41	1.06	0.07	0.03
Canoeing	23.15	4.55	8.82	1.93	6.05	1.61	23.69	3.89	6.49	1.69	0.92	0.4	0.01	0
Kayaking	4.96	0.97	2.05	0.45	1.24	0.33	3.25	0.53	0.89	0.23	0.28	0.12	0	0
Rowing	11.58	2.27	3.77	0.82	4.73	1.26	14.75	2.42	4.83	1.26	0.87	0.38	0	0
Floating, Rafting	31.31	6.15	9.11	1.99	4.46	1.19	22.79	3.74	5.35	1.39	1.61	0.7	0.09	0.04
Motor-boating	56.54	11.1	25.05	5.47	22.47	5.99	55.88	9.18	38.42	10.01	10.82	4.75	0.94	0.43
Water Skiing	40.78	8.01	9.46	2.07	3.22	0.86	19.75	3.24	9.82	2.56	2.42	1.06	0.15	0.07
Jet Skiing	23.54	4.62	5.09	1.11	1.64	0.44	10.28	1.69	3.54	0.92	1.54	0.68	0.05	0.02
Sailboarding/ windsurfing	3.93	0.77	2.01	0.44	1.11	0.29	2.53	0.42	0.39	0.1	0.43	0.19	0	0

	The Sports Hogs		The Fitness Buffs		Nature Lovers		The Huntin' Fishin' Avids		The Bass Club		The Passives		The 'Do Nothings'	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Swimming Activities	87.69	17.22	82.99	18.12	69.68	18.57	84.18	13.83	63.09	16.43	52.58	23.07	2.69	1.23
Surfing	6.45	1.27	1.84	0.4	0.57	0.15	3.64	0.6	0.49	0.13	0.1	0.05	0.02	0.01
Swimming/pool	80.23	15.75	69.92	15.27	56.13	14.96	68.61	11.27	45.52	11.85	41.91	18.39	1.97	0.9
Swimming/non-pool	76.57	15.03	67.02	14.64	47.19	12.57	72.99	11.99	43.33	11.29	27.27	11.96	1.05	0.48
Snorkeling/ Scuba	20.67	4.06	12.19	2.66	7.33	1.95	18.66	3.07	5.5	1.43	2.94	1.29	0.03	0.01
Outdoor Adventure Activities	69.28	13.6	65.75	14.36	44.72	11.92	74.54	12.24	39.78	10.36	23.28	10.22	1.81	0.83
Hiking	42.47	8.34	54.58	11.92	30.66	8.17	58.54	9.62	16.93	4.41	11.39	5	0.52	0.24
Orienteering	7.46	1.47	3.82	0.83	2.35	0.63	7.96	1.31	1.16	0.3	0.64	0.28	0.01	0
Backpacking	21.79	4.28	18.18	3.97	5.18	1.38	22.87	3.76	3.54	0.92	1.73	0.76	0.13	0.06
Mountain Climbing	13.14	2.58	9.63	2.1	3.87	1.03	11.3	1.86	2.53	0.66	1.64	0.72	0.06	0.03
Rock Climbing	12.34	2.42	8.14	1.78	2.57	0.68	8.51	1.4	2.09	0.54	1.37	0.6	0.03	0.01
Caving	13.45	2.64	9.47	2.07	4.39	1.17	13.57	2.23	2.74	0.71	1.37	0.6	0.02	0.01
Off-Road Driving	35.7	7.01	14.83	3.24	12.56	3.35	33	5.42	18.9	4.92	8.07	3.54	0.78	0.36
Horseback Riding	21.03	4.13	11.44	2.5	6	1.6	14.96	2.46	6.72	1.75	3.7	1.63	0.41	0.19
Social Activities	89.41	17.55	88.64	19.36	87.84	23.41	89.73	14.74	83.82	21.83	81.65	35.82	6.53	2.98
Yard Games	70.52	13.84	56.89	12.42	45.03	12	66.42	10.91	43.74	11.39	27.87	12.23	1.47	0.67
Picnicking	64.22	12.61	70.67	15.43	73.33	19.54	76.79	12.61	54.19	14.11	51.86	22.75	2.38	1.09
Family Gathering	87.11	17.1	79.62	17.39	82.5	21.98	88.69	14.57	75.17	19.58	71.46	31.35	3.6	1.64

Table 4.2. – Percentage of population 16 and older by age, race and gender, groups for seven outdoor recreation market segments¹, 1994-95

Demographics	The Sports Hogs	The Fitness Buffs	The Nature Lovers	The Huntin' & Fishin' Avids	The Bass Club	The Passives	The Do Nothings
Age							
16-24	45.2	22.1	7.2	17.4	11.5	17.4	10.3
25-39	43.0	47.5	29.8	35.3	44.7	31.7	19.9
40-54	10.3	21.8	33.8	25.2	28.8	23.0	19.4
>54	1.5	8.7	29.1	22.2	14.9	27.9	50.4
Race							
Caucasian	87.7	88.8	87.5	87.6	94.0	76.5	73.9
Other ²	12.3	11.2	12.5	12.4	6.0	23.5	26.1
Sex							
Male	67.0	47.0	33.7	64.8	58.5	43.3	39.6
Female	33.0	53.0	66.3	35.2	41.5	56.7	60.4

¹Market segments were identified by a cluster analysis of participation incidence across approximately 17,000 respondents to the National Survey on Recreation and the environment, 1994-95.

²The “other” race category includes African American, Asian American, Hispanic speaking and Native American respondents.

Table 4.3.– Percentage of population, 16 or older, by educational attainment and income level for seven outdoor recreation market segments¹

Demographics	The Sports Hogs	The Fitness Buffs	The Nature Lovers	The Huntin' & Fishin' Avids	The Bass Club	The Passives	The Do Nothings
Education							
Some High School	20.6	7.6	3.7	11.6	6.7	11.0	23.2
Completed High School	25.4	19.1	22.0	38.6	26.8	31.4	36.5
Some College	29.3	31.5	29.7	28.2	33.4	28.9	22.5
Completed College	24.7	41.8	44.5	20.7	33.1	28.7	17.9
Household Income							
<\$15,000	5.8	6.5	7.4	8.6	5.4	11.2	27.2
\$15,000 - 24,999	12.8	11.7	13.0	19.0	11.0	19.3	23.3
\$25,000 - 49,999	37.3	37.5	39.7	43.4	41.0	40.0	30.6
\$50,000 - 74,999	25.7	23.9	21.2	17.5	25.8	17.0	11.9
\$75,000 +	18.5	20.3	18.7	11.6	16.8	12.5	7.1

¹Market segments were identified by a cluster analysis of participation incidence across approximately 17,000 respondents to the National Survey on Recreation and the environment, 1994-95.

Table 4.4. – Percentage of population by number in household, family members in the household, and number in household over 16 and under 6 for seven outdoor recreation market segments¹, 1994-95.

Demographics	The Sports Hogs	The Fitness Buffs	The Nature Lovers	The Huntin' & Fishin' Avids	The Bass Club	The Passives	The Do Nothings
Number of People in Household							
One	9.5	14.0	15.5	15.2	9.9	20.1	28.2
Two	19.2	27.1	40.3	31.5	31.2	30.9	34.8
Three	23.2	20.4	18.1	18.9	22.4	19.9	14.0
Four or more	48.1	38.5	26.1	34.4	36.5	29.1	22.9
Number of Family Members in Household							
One	19.5	22.6	20.9	15.7	20.0	25.0	32.1
Two	15.2	22.9	37.0	28.3	28.8	29.3	33.4
Three	20.8	18.4	17.7	21.3	19.0	18.6	12.9
Four or more	44.5	36.1	24.5	34.7	32.2	27.1	21.6
Number in Household over age 16							
One	16.1	20.8	20.8	20.9	17.3	27.4	35.2
Two	43.3	55.6	59.4	56.7	61.7	48.5	45.1
Three or more	40.7	23.6	19.7	22.4	21.0	24.1	19.7
Number in Household under age 6							
Zero	73.5	75.4	83.2	76.8	76.1	78.9	85.7
One or more	26.5	24.6	16.8	23.2	23.9	21.1	14.3

¹Market segments were identified by a cluster analysis of participation incidence across approximately 17,000 respondents to the National Survey on Recreation and the environment, 1994-95.

Table 4.5. – Percentage of population by number of cars in the household for seven outdoor recreation market segments¹, 1994-95.

Demographics	The Sports Hogs	The Fitness Buffs	The Nature Lovers	The Huntin' & Fishin' Avids	The Bass Club	The Passives	The Do Nothings
Number of Cars Owned in Household							
Zero	2.2	2.1	2.4	1.3	1.1	4.9	11.1
One	13.3	20.8	23.9	18.1	15.3	29.7	37.3
Two	39.7	45.3	46.2	46.9	42.0	40.3	32.4
Three or more	44.8	31.8	27.6	33.8	41.6	25.1	19.3

¹Market segments were identified by a cluster analysis of participation incidence across approximately 17,000 respondents to the National Survey on Recreation and the environment, 1994-95.

Table 4.6. – Percentage of population by perceived constraint to participation in activities for seven outdoor recreation in market segments¹, 1994-95.

Respondent Constraints to participation	The Sports Hogs- 11.17% responding	The Fitness Buffs- 11.8% responding	The Nature Lovers- 84.08% responding	The Huntin' and Fishin' Avids-13.16% responding	The Bass Club- 12.07% responding	The Passives- 10.7% responding	The Do Nothings- 84.08 % responding
Not enough time	89.4	89.3	80.5	84.8	93.3	76.3	54.5
Not enough money	44.2	34.4	36.5	39.3	44.8	36.6	44.3
Personal health problems	3.7	4.5	16.0	14.5	8.1	19.1	35.4
No one to do activities with	19.7	25.8	26.5	32.6	23.5	31.5	28.3
Inadequate transportation	11.2	6.5	8.2	7.8	8.4	8.7	17.7
Crowded activity areas	26.1	16.1	19.8	21.2	24.6	19.1	20.3
Personal safety concerns	3.0	7.1	17.8	7.4	7.9	12.1	15.9
Inadequate facilities	17.8	11.6	14.3	14.2	18.7	11.6	18.1
Poorly maintained	13.4	8.4	9.5	10.9	12.7	12.5	15.3
Pollution problems	14.6	9.7	17.0	15.0	19.9	10.7	12.5
Inadequate info for activities	20.2	16.1	20.1	17.8	20.1	19.3	22.1
Physically limiting condition	1.8	0.7	2.9	4.0	1.3	8.0	18.1

¹Market segments were identified by a cluster analysis of participation incidence across approximately 17,000 respondents to the National Survey on Recreation and the environment, 1994-95.

Member of family with disability	1.0	0.0	1.6	1.3	0.8	4.9	7.8
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Table 4.7. – Percentage of population by proportion of recreational trips that are day trips and by hours spent traveling for seven outdoor recreation market segments¹, 1994-95.

Demographics	The Sports Hogs	The Fitness Buffs	The Nature Lovers	The Huntin' & Fishin' Avids	The Bass Club	The Passives	The Do Nothings
Proportion of trips for one day only							
0-25%	3.8	3.4	2.2	2.4	4.5	1.5	1.8
25-50%	15.4	10.2	13.0	9.6	12.3	8.6	8.5
50-75%	9.5	7.1	5.4	4.5	5.5	3.1	2.5
75-100%	71.3	79.3	79.4	83.5	77.7	86.8	87.2
Hours spent traveling to site							
0-1 hour	40.8	46.0	45.2	45.0	40.5	48.9	53.2
1.1-2 hours	22.6	19.4	18.2	22.4	19.9	19.6	14.9
2.1-5 hours	22.6	20.9	21.3	19.3	22.9	18.6	19.8
5.1-10 hours	7.8	7.9	9.2	9.3	11.5	8.4	8.9
> 10 hours	6.2	5.8	6.1	4.1	5.2	4.6	3.2

¹Market segments were identified by a cluster analysis of participation incidence across approximately 17,000 respondents to the National Survey on Recreation and the environment, 1994-95.

Table 4.8. – Percentage of population by number of others accompanying the respondent on the last trip taken for seven outdoor recreation market segments¹, 1994-95.

Demographics	The Sports Hogs	The Fitness Buffs	The Nature Lovers	The Huntin' & Fishin' Avids	The Bass Club	The Passives	The Do Nothings
Number of others on trip							
Zero	2.4	4.5	5.2	5.6	3.6	5.7	13.4
1-3 others	54.4	61.3	67.3	63.8	64.9	59.8	63.2
4-5 others	22.2	19.7	15.4	18.5	17.4	16.0	12.5
6-8 others	11.8	6.7	4.9	5.2	7.5	7.1	5.8
9 or more	9.3	7.8	7.1	7.0	6.6	11.4	5.2

¹Market segments were identified by a cluster analysis of participation incidence across approximately 17,000 respondents to the National Survey on Recreation and the environment, 1994-95.

Table 4.9. – Percentage of population by private or government ownership of area last visited and by state in which visited area is located for seven outdoor recreation market segments¹, 1994-95.

Demographics	The Sports Hogs	The Fitness Buffs	The Nature Lovers	The Huntin' & Fishin' Avids	The Bass Club	The Passives	The Do Nothings
Percent Private/Public							
Privately owned	33.2	26.0	27.0	31.8	27.2	29.3	36.5
Government owned	52.6	61.3	57.7	54.2	60.9	55.0	49.3
Refused to answer	0.0	0.1	0.0	0.4	0.0	0.0	0.0
Don't know	14.2	12.6	15.3	13.7	11.9	15.8	14.3
State of Destination							
1st	CA - 9.3	CA - 17.9	CA - 9.7	CA - 6.9	CA - 7.8	CA-11.3	CA - 12.0
2nd	NY - 6.7	NY - 6.4	NY - 9.1	NY - 4.9	NY - 5.9	PA -6.9	TN - 8.7
3rd	PA - 6.1	PA - 5.9	PA - 5.7	TX - 4.9	PA - 4.7	NY - 6.7	NC - 5.7
4th	MI - 5.1	OH - 4.3	FL - 5.6	GA - 4.8	MI - 4.3	FL - 5.1	NY - 5.4
5th	TX - 5.1	MI - 4.3	OH - 4.8	MI - 4.5	TX - 3.8	IL - 4.4	PA - 5.3

¹Market segments were identified by a cluster analysis of participation incidence across approximately 17,000 respondents to the National Survey on Recreation and the environment, 1994-95.

Table 4.10. – Percent of population by whether or not the last trip taken involved wildlife in any way for seven outdoor recreation market segments¹, 1994-95.

Demographics	The Sports Hogs	The Fitness Buffs	The Nature Lovers	The Huntin' & Fishin' Avids	The Bass Club	The Passives	The Do Nothings
Percent involving wildlife							
Yes	34.2	27.3	37.9	34.5	53.6	18.2	20.7
No	65.4	72.0	61.6	64.3	46.0	80.4	76.6
Refused	0.0	0.3	0.0	0.3	0.2	0.1	0.0
Don't Know	0.4	0.4	0.4	0.8	0.3	1.3	2.7

¹Market segments were identified by a cluster analysis of participation incidence across approximately 17,000 respondents to the National Survey on Recreation and the environment, 1994-95.

Table 4.11. – Percentage of population by type of transportation used to travel to the area last visited for seven outdoor recreation market segments¹, 1994-95.

Demographics	The Sports Hogs	The Fitness Buffs	The Nature Lovers	The Huntin' & Fishin' Avids	The Bass Club	The Passives	The Do Nothings
Percent by travel means type							
Car, Truck, Van	91.4	86.1	85.0	89.6	86.7	85.4	84.4
Camper van, Motorhome	1.6	1.4	2.1	2.2	5.2	1.0	2.5
Pulling a pop-up camper	0.2	0.5	0.9	0.4	0.4	0.6	0.7
Motorcycle	0.7	0.4	0.0	0.4	0.4	0.4	0.6
Train	0.0	0.1	0.2	0.2	0.6	0.8	1.7
Bus	1.4	1.9	2.5	1.2	1.1	3.8	1.6
Airplane	3.1	6.0	6.7	3.2	3.6	4.9	2.9
Ship, Boat, Ferry	0.2	0.4	0.7	0.5	0.7	0.3	0.3
Bicycle	0.7	1.8	0.8	0.6	0.4	1.4	1.2
Walking	0.1	1.0	0.6	0.7	0.7	0.5	2.7

¹Market segments were identified by a cluster analysis of participation incidence across approximately 17,000 respondents to the National Survey on Recreation and the environment, 1994-95

Table 4.12.– Percentage of population by primary setting where the main activity for the last trip taken occurred for seven outdoor recreation market segments¹, 1994-95.

Demographics	The Sports Hogs	The Fitness Buffs	The Nature Lovers	The Huntin' & Fishin' Avids	The Bass Club	The Passives	The Do Nothings
Percent of Trips by Setting							
Developed site - campground, recreation park	44.0	37.0	43.4	46.2	37.4	51.4	47.4
Near maintained roads for regular vehicles	16.8	18.9	25.1	22.7	24.4	22.9	20.1
Walking or riding away from maintained roads	31.6	37.6	23.4	20.0	31.3	16.5	17.7
Refused	0.2	0.7	0.4	1.0	0.3	0.9	0.9
Don't know	7.4	5.9	7.6	10.0	6.6	8.2	13.9

¹Market segments were identified by a cluster analysis of participation incidence across approximately 17,000 respondents to the National Survey on Recreation and the environment, 1994-95.