

# Parks, Recreation, and Travel

This section presents data on national parks and forests, state parks, recreational activities, the arts and humanities, and domestic and foreign travel.

**Parks and recreation**—The Department of the Interior has responsibility for administering the national parks. As part of this function, it issues reports relating to the usage of public parks for recreation purposes. The National Park Service publishes information on visits to national park areas in its annual report, *National Park Statistical Abstract*. *The National Parks: Index (year)* is a biannual report which has appeared under a variety of *Index* titles prior to 1985. Beginning with the 1985 edition, the report has appeared under the current title. The *Index* contains brief descriptions, with acreages, of each area administered by the Service, plus certain "related" areas. A statistical summary of service-administered areas is also presented. The annual *Federal Recreation Fee Report* summarizes the prior year's recreation fee receipts and recreation visitation statistics for seven federal land managing agencies.

Statistics for state parks are compiled by the National Association of State Park Directors which issues its annual *Information Exchange*. The Department of Agriculture's Forest Service, in its *Report of the Forest Service*, issues data on recreational uses of the national forests.

**Visitation**—Data on visitation to reporting areas are collected by several different agencies and groups. The methodology used to collect these results may vary accordingly, from visual counts and estimates to the use of electromagnetic traffic counters. In using and comparing these data, one should also be aware of several different definitions that follow: Recreation visit, which is the entry of any person into an area for recreation purposes; nonrecreation visits, which include visits going to and from inholdings, through traffic, tradespeople and personnel with business in the area; and visitor hour, which constitutes the presence of a person in a recreation area or site for recreational purposes for periods of time aggregating 60 minutes.

## In Brief

In 1997

### Percent of adults attending:

Movies	66%
Sports events	41%
Amusement park	57%

In 1996

### Expenditures for:

Fishing	\$37.8 billion
Hunting	\$20.6 billion
Wildlife watching	\$29.2 billion

**Recreation and leisure activities**—Statistics on the participation in various recreation and leisure time activities are based on several sample surveys. Data on participation in fishing, hunting, and other forms of wildlife-associated recreation are published periodically by the U.S. Department of Interior, Fish and Wildlife Service. The most recent data are from the 1991 survey. Data on participation in various sports recreation activities are published by the National Sporting Goods Association.

**Travel**—Information on foreign travel and personal expenditures abroad, as well as expenditures by foreign citizens traveling in the United States, is compiled annually by the U.S. Bureau of Economic Analysis and published in selected issues of the monthly *Survey of Current Business*. Statistics on arrivals to the United States are reported by the U.S. International Trade Administration (ITA). Sources of statistics on departures from the United States include the Department of Transportation's *International Air Travel Statistics*, and other sources. Data on domestic travel, business receipts and employment of the travel industry, and travel expenditures are published by the U.S. Travel Data Center, which is the research department of the Travel Industry Association and is the national nonprofit center for travel and tourism research which is located in Washington, DC. Other data on household transportation characteristics may be found in Section 21.

**No. 422. National Park System—Summary: 1985 to 1996**

[For fiscal years ending in year shown, except as noted; see text, Section 10, Federal Government. Includes data for five areas in Puerto Rico and Virgin Islands, one area in American Samoa, and one area in Guam]

ITEM	1985	1990	1991	1992	1993	1994	1995	1996
Finances (mil. dol.): <sup>1</sup>								
Expenditures reported	848.1	986.1	1,104.4	1,268.7	1,429.4	1,404.0	1,445.0	1,391.0
Salaries and wages	369.4	459.1	495.3	518.1	596.1	627.2	633.0	650.0
Improvements, maintenance	127.4	160.0	179.6	212.1	224.8	222.9	234.0	234.0
Construction	84.7	108.5	134.1	193.3	226.8	205.6	192.0	168.0
Other	266.6	258.5	295.4	345.2	379.7	348.3	386.0	339.0
Funds available	1,248.2	1,505.5	1,988.4	2,274.8	2,346.5	2,307.7	2,225.0	2,116.0
Appropriations	821.6	1,052.5	1,284.7	1,392.8	1,334.0	1,388.8	1,325.0	1,346.0
Other <sup>2</sup>	426.6	453.0	703.7	882.0	1,012.5	918.9	900.0	770.0
Revenue from operations	50.6	78.6	78.1	88.3	89.5	97.0	106.3	133.2
Recreation visits (millions): <sup>3</sup>								
All areas	263.4	258.7	267.8	274.7	273.1	268.6	269.6	265.8
National parks <sup>4</sup>	50.0	57.7	57.4	58.7	59.8	63.0	64.8	63.1
National monuments	15.9	23.9	25.8	26.6	26.5	23.6	23.5	23.6
National historical, commemorative, archaeological <sup>5</sup>	61.9	57.5	61.0	63.3	61.9	59.5	56.9	59.0
National parkways	40.0	29.1	28.8	30.7	30.4	29.3	31.3	30.9
National recreation areas <sup>4</sup>	49.4	47.2	49.8	50.3	50.8	52.3	53.7	52.6
National seashores and lakeshores	25.3	23.3	24.4	23.9	24.1	24.0	22.5	20.3
National Capital Parks	8.3	7.5	7.5	8.1	9.1	5.4	5.5	6.1
Miscellaneous other areas	12.6	12.5	13.1	13.1	10.5	11.8	11.4	11.3
Recreation overnight stays (millions): <sup>3</sup>	15.8	17.6	17.7	18.3	17.7	18.3	16.8	16.6
In commercial lodgings	3.5	3.9	4.0	4.1	4.0	3.9	3.8	3.7
In Park Service campgrounds	7.3	7.9	7.8	8.1	7.5	7.6	7.1	6.5
In tents	3.6	4.1	4.2	4.4	4.1	4.2	3.9	3.7
In recreation vehicles	3.8	3.8	3.6	3.7	3.4	3.4	3.2	2.8
In backpacking	1.7	1.7	2.0	2.2	2.4	2.4	2.2	2.1
Other	3.2	4.2	3.9	3.9	3.8	4.4	3.7	3.7
Land (1,000 acres): <sup>6</sup>								
Total	75,749	76,362	76,607	76,492	75,515	74,905	77,355	77,458
Parks	45,739	46,089	46,135	46,208	45,521	48,111	49,307	49,315
Recreation areas	3,335	3,344	3,346	3,347	3,349	3,351	3,353	3,353
Other	26,675	26,929	27,126	26,937	26,645	23,443	24,695	24,790
Acquisition, gross	34	21	66	23	39	32	27	103
By purchase	29	18	15	21	29	29	25	16
By gift	2	2	43	1	10	1	1	3
By transfer or exchange	3	3	8	1	1	(Z)	1	84
Exclusion	(Z)	1	(Z)	(Z)	(Z)	(Z)	(Z)	(Z)
Acquisition, net	34	21	66	23	39	32	27	103

Z Less than 500 acres. <sup>1</sup> Financial data are those associated with the National Park System. Certain other functions of the National Park Service (principally the activities absorbed from the former Heritage Conservation and Recreation Service in 1981) are excluded. <sup>2</sup> Includes funds carried over from prior years. <sup>3</sup> For calendar year. <sup>4</sup> Through 1990, combined data for North Cascades National Park and two adjacent National Recreation Areas are included in National Parks total. <sup>5</sup> Includes military areas. <sup>6</sup> Federal land only, as of Dec. 31. Federal land acreages, in addition to National Park Service administered lands, also include lands within national park system area boundaries but under the administration of other agencies. Year-to-year changes in the federal lands figures include changes in the acreages of these other lands and hence often differ from "net acquisition."

Source: U.S. National Park Service, Visits, *National Park Statistical Abstract*, annual; and unpublished data. Other data are unpublished.

**No. 423. National Forest Recreation Use, Summary: 1980 to 1996**

[For year ending September 30. Estimated. Represents recreational use of National Forest land and water in states which have a Forest Service recreation program]

YEAR AND ACTIVITY	Recreation visitor-days <sup>1</sup> (1,000)	Percent	STATE	Recreation visitor-days <sup>1</sup> , 1996 (1,000)	STATE OR OTHER AREA	Recreation visitor-days <sup>1</sup> , 1996 (1,000)
1980	233,549	100.0	U.S.	341,200	N.V.	3,857
1984	227,554	100.0			N.H.	3,354
1985	225,407	100.0	AL	689	N.M.	9,326
1986	226,533	100.0	AK	6,962	N.Y.	39
1987	238,458	100.0	AZ	35,000	N.C.	6,979
1988	242,316	100.0	AR	2,210	N.D.	133
1989	252,495	100.0	CA	71,165	O.H.	524
1990	263,051	100.0	CO	30,971	OK	393
1991	278,849	100.0	FL	2,960	OR	37,030
1992	287,691	100.0	GA	2,925	PA	3,268
1993	295,473	100.0	ID	15,365	SC	1,011
1994	330,348	100.0	IL	1,188	SD	3,571
1995	345,083	100.0	IN	684	T.N.	3,309
<b>1996, total</b>	<b>341,200</b>	<b>100.0</b>	K.S.	86	T.X.	2,302
Mechanized travel and viewing scenery	122,141	35.8	KY	2,326	UT	19,378
Camping, picnicking, and swimming	87,082	25.5	LA	599	V.T.	1,395
Hiking, horseback riding, and water travel	33,099	9.7	MA	158	V.A.	4,927
Winter sports	19,708	5.8	MI	4,866	WA	24,797
Hunting	19,384	5.7	MN	5,982	W.V.	1,499
Resorts, cabins, and organization	17,702	5.2	MS	1,828	WI	2,527
Fishing	18,160	5.3	MO	2,518	W.Y.	9,114
Nature studies	3,299	1.0	MT	13,495		
Other <sup>2</sup>	20,627	6.0	NE	320	PR	171

<sup>1</sup> One recreation visitor-day is the recreation use of National Forest land or water that aggregates 12 visitor-hours. This may entail 1 person for 12 hours, 12 persons for 1 hour, or any equivalent combination of individual or group use, either continuous or intermittent. <sup>2</sup> Includes team sports, gathering forest products, attending talks and programs, and other uses.

Source: U.S. Forest Service, *Annual Report*.

**No. 424. State Parks and Recreation Areas—States: 1996**

[For year ending June 30. Data are shown as reported by state park directors. In some states, park agency has under its control forests, fish and wildlife areas, and/or other areas. In other states, agency is responsible for state parks only]

STATE	Acreage (1,000)	Visitors (1,000) <sup>1</sup>	REVENUE		STATE	Acreage (1,000)	Visitors (1,000) <sup>1</sup>	REVENUE	
			Total (\$1,000)	Percent of oper- ating expen- ditures				Total (\$1,000)	Percent of oper- ating expen- ditures
<b>United States . . .</b>	<b>12,318</b>	<b>747,812</b>	<b>559,754</b>	<b>43.6</b>	Missouri . . . . .	137	16,112	6,100	23.5
Alabama . . . . .	50	5,915	25,724	91.0	Montana . . . . .	49	1,646	1,126	21.9
Alaska . . . . .	3,250	4,270	1,957	37.0	Nebraska . . . . .	133	9,188	11,003	92.3
Arizona . . . . .	46	2,301	4,114	36.1	Nevada . . . . .	149	3,447	1,362	21.7
Arkansas . . . . .	51	7,614	12,805	54.8	New Hampshire . . . . .	154	910	5,492	106.4
California. . . . .	1,345	70,952	63,689	36.4	New Jersey . . . . .	327	13,915	6,914	26.4
Colorado . . . . .	347	12,700	10,708	67.9	New Mexico. . . . .	91	5,002	3,345	25.2
Connecticut . . . . .	176	8,029	3,571	40.2	New York . . . . .	261	65,358	42,299	34.1
Delaware . . . . .	17	3,002	5,013	56.8	North Carolina . . . . .	143	10,968	2,481	17.6
Florida . . . . .	454	12,491	21,606	48.3	Ohio . . . . .	204	58,598	20,997	36.8
Georgia . . . . .	67	13,945	16,917	31.0	Oklahoma . . . . .	71	16,990	16,679	53.2
Hawaii . . . . .	25	15,000	(NA)	(NA)	Oregon . . . . .	92	40,786	12,185	45.6
Idaho . . . . .	42	2,380	2,801	41.5	Pennsylvania . . . . .	283	37,001	9,350	15.5
Illinois . . . . .	408	40,038	4,282	11.8	Rhode Island . . . . .	9	3,046	3,039	50.6
Indiana . . . . .	175	17,029	23,120	100.9	South Carolina . . . . .	82	9,999	14,431	66.9
Iowa . . . . .	63	12,983	2,700	31.0	South Dakota . . . . .	93	6,638	5,923	77.1
Kansas . . . . .	29	7,360	3,057	54.0	Tennessee . . . . .	134	30,101	24,538	56.6
Kentucky . . . . .	43	8,663	42,260	69.7	Texas . . . . .	669	23,340	18,822	60.8
Louisiana . . . . .	39	1,343	3,598	42.4	Utah . . . . .	114	7,333	5,494	32.7
Maine . . . . .	567	1,987	1,789	29.9	Vermont . . . . .	65	788	4,963	95.3
Maryland . . . . .	249	10,061	11,163	41.9	Virginia . . . . .	66	4,891	3,978	33.1
Massachusetts . . . . .	276	12,505	3,310	11.0	Washington . . . . .	260	48,456	9,337	30.6
Michigan . . . . .	266	24,325	24,143	74.3	West Virginia . . . . .	196	8,891	15,250	60.8
Minnesota . . . . .	247	8,391	9,201	44.0	Wisconsin . . . . .	140	12,993	10,230	92.5
Mississippi . . . . .	24	4,831	5,442	41.2	Wyoming . . . . .	120	2,171	643	15.2

NA Not available. <sup>1</sup> Includes overnight visitors.

Source: National Association of State Park Directors, Tuscon, AZ, 1997 Annual Information Exchange.

**No. 425. Personal Consumption Expenditures for Recreation: 1990 to 1996**

[In billions of dollars, except percent. Represents market value of purchases of goods and services by individuals and nonprofit institutions]

TYPE OF PRODUCT OR SERVICE	1990	1991	1992	1993	1994	1995	1996
<b>Total recreation expenditures . . . . .</b>	<b>281.6</b>	<b>292.0</b>	<b>310.8</b>	<b>340.2</b>	<b>370.2</b>	<b>402.5</b>	<b>431.1</b>
Percent of total personal consumption <sup>1</sup>	7.3	7.3	7.4	7.6	7.8	8.1	8.3
Books and maps . . . . .	16.5	16.9	17.7	19.0	20.6	22.1	23.2
Magazines, newspapers, and sheet music . . . . .	21.5	21.9	21.6	22.7	24.5	25.5	26.5
Nondurable toys and sport supplies . . . . .	31.6	32.8	34.2	36.6	39.7	42.2	45.4
Wheel goods, sports and photographic equipment <sup>2</sup> . . . . .	29.8	29.5	29.9	32.6	35.6	39.1	42.0
Video and audio products, computer equipment, and musical instruments . . . . .	53.8	57.3	61.2	68.1	78.5	85.2	89.7
Radio and television repair . . . . .	4.2	4.0	4.2	4.5	4.5	4.9	5.1
Flowers, seeds, and potted plants . . . . .	11.1	11.3	12.3	12.7	13.4	13.9	14.9
Admissions to specified spectator amusements . . . . .	15.1	15.7	16.6	18.1	19.0	20.2	22.1
Motion picture theaters . . . . .	5.2	5.3	5.0	5.2	5.6	6.0	6.3
Legitimate theaters and opera, and entertainments of nonprofit institutions . . . . .	5.6	6.0	6.8	7.8	8.2	8.7	9.3
Spectator sports <sup>4</sup> . . . . .	4.4	4.5	4.8	5.1	5.2	5.5	6.4
Clubs and fraternal organizations except insurance <sup>5</sup> . . . . .	8.9	9.6	10.3	11.2	11.8	12.7	13.0
Commercial participant amusements <sup>6</sup> . . . . .	23.0	23.8	27.2	31.5	36.2	41.5	46.2
Pari-mutuel net receipts . . . . .	3.4	3.3	3.3	3.3	3.3	3.3	3.5
Other . . . . .	62.7	65.9	72.4	80.0	83.1	91.9	99.6

<sup>1</sup> See Table 723. <sup>2</sup> Includes boats and pleasure aircraft. <sup>3</sup> Except athletic. <sup>4</sup> Consists of admissions to professional and amateur athletic events and to racetracks, including horse, dog, and auto. <sup>5</sup> Consists of dues and fees excluding insurance premiums.

<sup>6</sup> Consists of billiard parlors; bowling alleys; dancing, riding, shooting, skating, and swimming places; amusement devices and parks; golf courses; sightseeing buses and guides; private flying operations; casino gambling; and other commercial participant amusements.

<sup>7</sup> Consists of net receipts of lotteries and expenditures for purchases of pets and pet care services, cable TV, film processing, photographic studios, sporting and recreation camps, video cassette rentals, and recreational services, not elsewhere classified.

Source: U.S. Bureau of Economic Analysis, *The National Income and Product Accounts of the United States, 1929-94*, Vol. 1, and *Survey of Current Business*, August, 1997.

**No. 426. Expenditures per Consumer Unit for Entertainment and Reading: 1985 to 1995**

[Data are annual averages. In dollars, except as indicated. Based on Consumer Expenditure Survey; see text, Section 14, Income, Expenditures, and Wealth, for description of survey. See also headnote, Table 733. For composition of regions, see inside front cover.]

YEAR AND CHARACTERISTIC	ENTERTAINMENT AND READING		ENTERTAINMENT			Reading	
	Total	Percent of total expenditures	Total	Fees and admissions	Television, radios, and sound equipment		
1985.....	1,311	5.6	1,170	320	371	479	141
1986.....	1,289	5.4	1,149	308	371	470	140
1987.....	1,335	5.5	1,193	323	379	491	142
1988.....	1,479	5.7	1,329	353	416	560	150
1989.....	1,581	5.7	1,424	377	429	618	157
1990.....	1,575	5.6	1,422	371	454	597	153
1991.....	1,635	5.5	1,472	378	468	627	163
1992.....	1,662	5.6	1,500	379	492	629	162
1993.....	1,792	5.8	1,626	414	590	621	166
1994.....	1,732	5.5	1,567	439	533	595	165
<b>1995, total .....</b>	<b>1,775</b>	<b>5.5</b>	<b>1,612</b>	<b>433</b>	<b>542</b>	<b>637</b>	<b>163</b>
Age of reference person:							
Under 25 years old.....	1,152	6.3	1,081	225	456	400	71
25 to 34 years old.....	1,816	5.8	1,682	394	580	708	134
35 to 44 years old.....	2,124	5.5	1,951	531	657	763	173
45 to 54 years old.....	2,337	5.5	2,138	585	664	889	199
55 to 64 years old.....	1,765	5.4	1,577	418	492	666	188
65 to 74 years old.....	1,336	5.3	1,156	377	397	382	180
75 years old and over.....	790	4.3	652	223	260	170	138
Origin of reference person:							
Hispanic.....	1,134	4.2	1,060	231	459	369	74
Non-Hispanic.....	1,829	5.6	1,659	450	549	660	170
Black.....	1,008	4.3	935	147	516	273	73
Other.....	1,929	5.7	1,747	487	553	708	182
Region of residence:							
Northeast.....	1,730	5.2	1,544	429	520	595	186
Midwest.....	1,772	5.5	1,602	419	572	612	170
South.....	1,594	5.3	1,459	373	514	572	135
West.....	2,116	6.0	1,939	552	570	816	177
Size of consumer unit:							
One person.....	1,112	5.7	992	265	367	360	120
Two or more persons.....	2,035	5.5	1,856	499	611	747	179
Two persons.....	1,854	5.6	1,667	459	516	693	187
Three persons.....	2,010	5.3	1,834	452	618	764	176
Four persons.....	2,376	5.6	2,187	650	739	797	189
Five persons or more.....	2,132	5.1	1,986	476	701	809	146

<sup>1</sup> Other equipment and services includes pets, toys, and playground equipment; sports, exercise, and photographic equipment; and recreational vehicles.

Source: U.S. Bureau of Labor Statistics, *Consumer Expenditure Survey, annual*.

**No. 427. Motion Pictures and Amusement and Recreation Services—Annual Receipts: 1990 to 1996**

[In millions of dollars. For taxable employer and nonemployer firms]

KIND OF BUSINESS	1987 SIC code <sup>1</sup>	1990	1992	1993	1994	1995	1996
Motion pictures.....	78	39,982	45,662	49,799	53,504	57,184	60,205
Production, distribution, and allied services.....	781, 782	28,888	34,288	37,653	40,256	43,264	46,223
Theaters.....	783	6,088	5,879	5,977	6,233	6,530	7,036
Video tape rental.....	784	5,006	5,495	6,169	7,015	7,390	6,946
Amusement and recreation services.....	79	50,126	57,699	63,651	68,453	77,452	85,769
Dance studios, schools, and halls.....	791	626	784	880	906	947	1,036
Theatrical producers (except motion picture), bands, orchestras, and entertainers.....	792	10,735	13,054	15,408	16,050	17,479	19,679
Bowling centers.....	793	2,800	2,915	2,724	2,709	2,681	2,719
Commercial sports.....	794	8,636	9,010	9,870	11,090	13,056	14,632
Professional sports clubs and promoters.....	7941	3,702	3,978	5,056	6,138	7,695	8,877
Racing, including track operation.....	7948	4,934	5,032	4,814	4,952	5,360	5,755
Miscellaneous amusement and recreation services <sup>2</sup> .....	799	27,329	31,936	34,769	37,698	43,290	47,702
Physical fitness facilities.....	7991	3,623	4,135	3,961	4,033	4,412	4,970
Public golf courses.....	7992	2,254	2,609	2,828	3,059	3,584	3,976
Coin-operated amusement devices.....	7993	2,146	2,566	2,763	2,965	3,254	3,486
Amusement parks.....	7996	4,922	5,366	5,641	5,858	6,298	6,775
Membership sports and recreation clubs.....	7997	4,825	5,397	5,965	6,379	6,765	7,439

<sup>1</sup> 1987 Standard Industrial Classification code; see text, Section 13. <sup>2</sup> Includes kinds of businesses, not shown separately.

Source: U.S. Bureau of the Census, *Current Business Reports, Service Annual Survey: 1996*, BS/96.

### No. 428. Quantity of Books Sold and Value of U.S. Domestic Consumer Expenditures: 1982 to 1996

[Includes all titles released by publishers in the United States and imports which appear under the imprints of American publishers. Multi-volume sets, such as encyclopedias, are counted as one unit]

TYPE OF PUBLICATION AND MARKET AREA	UNITS SOLD (mil.)					CONSUMER EXPENDITURES (mil. dol.)				
	1982	1985	1990	1995	1996	1982	1985	1990	1995	1996
Total <sup>1</sup>	1,723	1,788	2,005	2,186	2,212	9,889	12,611	19,043	25,154	26,109
Hardbound, total	646	694	824	827	837	6,190	7,969	11,789	15,011	15,468
Softbound, total	1,077	1,094	1,181	1,359	1,375	3,699	4,642	7,254	10,143	10,641
Trade	459	553	705	813	819	2,484	3,660	6,498	9,340	9,474
Adult	315	360	403	465	440	2,028	2,871	4,777	7,060	6,925
Juvenile	144	193	301	348	379	456	789	1,721	2,280	2,549
Religious	144	134	130	148	155	706	926	1,362	1,792	1,909
Professional	106	110	131	146	144	1,630	2,043	2,957	4,153	4,288
Bookclubs	133	130	108	123	132	510	582	705	949	1,061
Elhi text	233	234	209	237	245	1,067	1,415	1,948	2,384	2,522
College text	115	110	137	142	150	1,388	1,575	2,319	2,708	2,920
Mail order publications	134	121	138	92	93	581	650	752	578	599
Mass market paperbacks-rack sized	382	382	433	470	458	1,102	1,244	1,775	2,322	2,374
General retailers	756	829	1,010	1,145	1,153	3,743	5,103	8,465	11,888	12,211
College stores	224	225	255	274	275	1,910	2,309	3,403	4,311	4,528
Libraries and institutions <sup>2</sup>	80	80	88	97	96	888	1,090	1,592	2,111	2,169
Schools <sup>2</sup>	262	260	244	273	281	1,313	1,685	2,365	2,896	3,060
Direct to consumers	319	300	304	289	299	1,889	2,214	2,901	3,544	3,745
Other	82	94	104	108	108	146	210	316	404	396

<sup>1</sup> Types of publications include university press publications and subscription reference works, not shown separately. <sup>2</sup> Elhi libraries included in schools.

Source: Book Industry Study Group, Inc., New York, NY, *Book Industry Trends*, 1997, annual (copyright).

### No. 429. Book Purchasing by Adults: 1991 and 1996

[In percent. Excludes books purchased for or by children under age 13. Based on a survey of 16,000 households conducted over 12 months ending in December of year shown. For details, see source]

CHARACTERISTIC	TOTAL		MASS MARKET <sup>1</sup>		TRADE <sup>2</sup>		HARDCOVER	
	1991	1996	1991	1996	1991	1996	1991	1996
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Age of purchaser:								
Under 25 years old	4.3	3.9	3.7	3.6	5.2	4.4	4.4	3.6
25 to 34 years old	18.8	15.7	13.9	13.7	25.4	17.9	19.6	14.8
35 to 44 years old	23.7	25.9	22.8	22.1	25.2	29.7	23.7	26.5
45 to 54 years old	22.4	22.3	26.0	21.5	18.5	21.9	20.5	23.7
55 to 64 years old	15.6	15.6	15.8	16.5	13.9	14.1	17.2	16.0
65 years old and over	15.2	16.6	17.8	22.6	11.8	12.0	14.6	15.4
Household income:								
Under \$30,000	37.1	32.7	41.7	40.9	32.6	28.3	34.1	27.6
\$30,000 to 49,999	27.2	23.8	27.3	22.4	27.7	24.6	26.5	24.6
\$50,000 to 59,999	11.0	7.9	9.8	6.9	12.3	8.4	11.5	8.3
\$60,000 to 69,999	6.9	9.1	7.0	7.9	7.2	9.9	6.3	9.6
\$70,000 and over	17.8	26.5	14.2	21.9	20.2	28.8	21.6	29.9
Household size:								
Singles	20.8	18.7	17.7	20.1	24.1	17.8	22.8	18.1
Families with no children	40.4	43.4	42.3	42.1	38.0	43.2	39.7	45.1
Families with children	38.8	37.9	40.0	37.8	37.9	39.0	37.5	36.8
Age of reader:								
Under 25 years old	7.3	6.9	5.2	5.1	10.1	9.2	7.7	6.3
25 to 34 years old	18.7	16.6	14.1	14.2	24.7	19.2	20.2	16.2
35 to 44 years old	22.9	24.8	22.3	21.6	24.0	28.0	22.7	25.2
45 to 54 years old	20.8	20.2	24.9	20.0	16.5	19.6	18.4	21.6
55 to 64 years old	14.9	14.4	15.9	16.9	12.7	11.8	15.6	14.3
65 years old and over	15.4	17.1	17.6	22.2	12.0	12.2	15.6	16.4
Category of book:								
Popular fiction	54.9	50.9	93.0	93.6	14.9	14.5	31.8	40.4
General nonfiction	10.3	9.4	3.6	2.7	15.6	12.2	16.5	14.4
Cooking/crafts	10.2	10.2	0.4	0.4	20.6	16.9	18.2	14.3
Other	24.6	29.5	3.0	3.3	48.9	56.4	33.5	30.9
Sales outlet:								
Independent	32.5	18.6	26.5	11.3	44.9	27.6	29.0	17.2
Chain book store	22.0	25.6	17.2	22.0	27.4	27.6	25.2	27.7
Book clubs	16.6	18.0	17.8	18.7	9.5	13.6	22.6	22.0
Other <sup>3</sup>	28.9	37.8	38.5	48.0	18.2	31.2	23.2	33.1

<sup>1</sup> "Pocket size" books sold primarily through magazine and news outlets, supermarkets, variety stores, etc. <sup>2</sup> All paperbound books, except mass market. <sup>3</sup> Includes mail order, price clubs, discount stores, food/drug stores, used book stores, and other outlets.

Source: Book Industry Study Group, Inc., New York, NY, *Consumer Research Study on Book Purchasing*, annual (copyright).

**No. 430. Profile of Consumer Expenditures for Sound Recordings: 1990 to 1997**

[In percent, except total value. Based on monthly telephone surveys of the population 10 years old and over]

ITEM	1990	1995	1997	ITEM	1990	1995	1997
Total value (mil. dol.) . . . . .	7,541.1	12,320.3	12,236.8	Mail order . . . . .	2.5	4.0	2.7
PERCENT DISTRIBUTION <sup>1</sup>				Internet . . . . .	(NA)	(NA)	0.3
Age: 10 to 14 years . . . . .	7.6	8.0	8.9	Music type: <sup>2</sup>			
15 to 19 years . . . . .	18.3	17.1	16.8	Rock . . . . .	36.1	33.5	32.5
20 to 24 years . . . . .	16.5	15.3	13.8	Country . . . . .	9.6	16.7	14.4
25 to 29 years . . . . .	14.6	12.3	11.7	R&B . . . . .	11.6	11.3	11.2
30 to 34 years . . . . .	13.2	12.1	11.0	Pop . . . . .	13.7	10.1	9.4
35 to 39 years . . . . .	10.2	10.8	11.6	Rap . . . . .	8.5	6.7	10.1
40 to 44 years . . . . .	7.8	7.5	8.8	Classical . . . . .	3.1	2.9	2.8
45 years and over . . . . .	11.1	16.1	16.5	Jazz . . . . .	4.8	3.0	2.8
Sex: Male . . . . .	54.4	53.0	48.6	Oldies . . . . .	0.8	1.0	0.8
Female . . . . .	45.6	47.0	51.4	Gospel . . . . .	2.5	3.1	4.5
Sales outlet:				Soundtracks . . . . .	0.8	0.9	1.2
Record store . . . . .	69.8	52.0	51.8	New age . . . . .	1.1	0.7	0.8
Other store . . . . .	18.5	28.2	31.9	Children's . . . . .	0.5	0.5	0.9
Music club . . . . .	8.9	14.3	11.6	Other . . . . .	5.6	7.0	5.7

NA Not available. <sup>1</sup> Percent distributions exclude nonresponses and responses of don't know. <sup>2</sup> As classified by respondent.Source: Recording Industry Association of America, Inc., Washington, DC, 1997 *Consumer Profile*.**No. 431. Household Pet Ownership: 1996**

[Based on a sample survey of 80,000 households in 1996; for details, see source]

ITEM	Unit	Dog	Cat	Pet bird	Horse
Households owning companion pets <sup>1</sup> . . . . .	Million . . . . .	31.2	27.0	4.6	1.5
Percent of all households . . . . .	Percent . . . . .	31.6	27.3	4.6	1.5
Average number owned . . . . .	Number . . . . .	1.7	2.2	2.7	2.7
Total companion pet population <sup>1</sup> . . . . .	Million . . . . .	52.9	59.1	12.6	4.0
Households obtaining veterinary care <sup>2</sup> . . . . .	Percent . . . . .	88.7	72.9	15.8	66.3
Average visits per household per year . . . . .	Number . . . . .	2.6	1.9	0.2	2.3
Average annual costs per household . . . . .	Dollars . . . . .	186.80	112.24	10.95	226.26
Total expenditures . . . . .	Mil. dol. . . . .	5,828	3,030	50	339
PERCENT DISTRIBUTION OF HOUSEHOLDS OWNING PETS					
Annual household income: Under \$12,500 . . . . .	Percent . . . . .	12.7	13.9	17.3	9.5
\$12,500 to \$24,999 . . . . .	Percent . . . . .	19.1	19.7	20.9	20.3
\$25,000 to \$39,999 . . . . .	Percent . . . . .	21.6	21.5	22.0	21.8
\$40,000 to \$59,999 . . . . .	Percent . . . . .	21.5	21.2	17.5	23.1
\$60,000 and over . . . . .	Percent . . . . .	25.2	23.7	22.3	25.4
Family size: <sup>1</sup> One person . . . . .	Percent . . . . .	13.2	16.8	12.7	12.1
Two persons . . . . .	Percent . . . . .	31.0	32.6	27.9	29.1
Three persons . . . . .	Percent . . . . .	21.4	20.6	20.4	22.0
Four or more persons . . . . .	Percent . . . . .	34.5	29.9	38.9	36.7

<sup>1</sup> As of December. <sup>2</sup> During 1996.Source: American Veterinary Medical Association, Schaumburg, IL, *U.S. Pet Ownership and Demographics Sourcebook*, 1997, (copyright).**No. 432. Household Participation in Lawn and Garden Activities: 1992 to 1996**

[For calendar year. Based on national household sample survey conducted by the Gallup Organization. Subject to sampling variability; see source]

ACTIVITY	PERCENT HOUSEHOLDS ENGAGED IN—					RETAIL SALES (mil. dol.)				
	1992	1993	1994	1995	1996	1992	1993	1994	1995	1996
<b>Total . . . . .</b>	<b>75</b>	<b>71</b>	<b>74</b>	<b>72</b>	<b>64</b>	<b>22,824</b>	<b>22,410</b>	<b>25,897</b>	<b>22,242</b>	<b>22,519</b>
Lawn care . . . . .	54	54	56	53	47	7,460	6,446	8,417	7,621	6,925
Indoor houseplants . . . . .	34	31	37	30	31	926	689	999	864	791
Flower gardening . . . . .	39	39	44	38	37	2,167	2,396	3,147	2,107	2,987
Insect control . . . . .	27	24	28	24	24	1,593	1,080	1,127	1,049	1,734
Shrub care . . . . .	27	28	30	25	25	1,437	1,274	1,133	774	1,059
Vegetable gardening . . . . .	31	26	31	28	26	1,440	1,063	1,476	1,359	1,341
Tree care . . . . .	20	21	22	17	20	1,664	2,011	1,408	1,002	1,362
Landscaping . . . . .	22	24	26	20	22	4,444	5,006	5,797	5,524	3,964
Flower bulbs . . . . .	23	22	28	21	21	503	453	635	377	521
Fruit trees . . . . .	13	13	14	11	12	350	759	389	241	349
Container gardening . . . . .	9	11	12	12	10	239	441	359	377	387
Raising transplants . . . . .	8	10	11	8	8	169	201	182	187	238
Herb gardening . . . . .	7	8	10	8	9	135	175	112	140	144
Growing berries . . . . .	6	6	6	5	5	62	126	85	55	90
Ornamental gardening . . . . .	5	6	5	5	5	235	290	264	144	158
Water gardening . . . . .	(NA)	(NA)	5	5	4	(NA)	(NA)	367	421	469

NA Not available. <sup>1</sup> Starting plants in advance of planting in ground.Source: The National Gardening Association, Burlington, VT, *National Gardening Survey*, annual (copyright).

**No. 433. Participants in Wildlife Related Recreation Activities: 1996**

[In thousands. For persons 16 years old and over engaging in activity at least once in 1996. Based on survey and subject to sampling error; see source for details]

PARTICIPANT	Number	Days of participation	Trips	PARTICIPANT	Number	Days of participation
Total sportsmen <sup>1</sup> . . . . .	39,694	882,569	729,495	Wildlife watchers <sup>1</sup> . . . . .	62,868	(X)
Total anglers . . . . .	35,246	625,893	506,557	Nonresidential <sup>2</sup> . . . . .	23,652	313,790
Freshwater . . . . .	29,734	515,115	420,010	Observe wildlife . . . . .	22,878	278,683
Excluding Great Lakes . . . . .	28,921	485,474	402,814	Photograph wildlife . . . . .	12,038	79,342
Great Lakes . . . . .	2,039	20,095	17,195	Feed wildlife . . . . .	9,976	89,606
Saltwater. . . . .	9,438	103,034	86,547	Residential <sup>3</sup> . . . . .	60,751	(X)
Total hunters . . . . .	13,975	256,676	222,938	Observe wildlife . . . . .	44,063	(X)
Big game . . . . .	11,288	153,784	113,971	Photograph wildlife . . . . .	16,021	(X)
Small game . . . . .	6,945	75,117	63,744	Feed wild birds <sup>4</sup> . . . . .	54,122	(X)
Migratory birds . . . . .	3,073	26,501	22,509	Visit public parks . . . . .	11,011	(X)
Other animals . . . . .	1,521	24,522	22,714	Maintain plantings or natural areas . . . . .	13,401	(X)

X Not applicable. <sup>1</sup> Detail does not add to total due to multiple responses and nonresponse. <sup>2</sup> Persons taking a trip of at least one mile for activity. <sup>3</sup> Activity within one mile of home. <sup>4</sup> Or other wildlife.

**No. 434. Expenditures For Wildlife Related Recreation Activities: 1996**

[See headnote, Table 433]

TYPE OF EXPENDITURE	FISHING			HUNTING			WILDLIFE WATCHING		
	Expenditures (mil. dol.)	Spenders		Expenditures (mil. dol.)	Spenders		Expenditures (mil. dol.)	Spenders	
		Number (1,000)	Percent of anglers		Number (1,000)	Percent of hunters		Number (1,000)	Percent of watchers
<b>Total<sup>1</sup></b> . . . . .	<b>37,797</b>	<b>34,002</b>	<b>96</b>	<b>20,613</b>	<b>13,769</b>	<b>99</b>	<b>29,228</b>	<b>52,729</b>	<b>84</b>
Food and lodging . . . . .	5,990	28,452	81	2,512	11,073	79	5,352	17,922	76
Food . . . . .	4,256	28,267	80	2,078	11,060	79	3,447	17,761	75
Lodging . . . . .	1,734	8,020	23	434	1,909	14	1,905	6,783	29
Transportation . . . . .	3,730	28,741	82	1,780	12,022	86	2,943	20,260	86
Public . . . . .	559	1,780	5	145	479	3	811	2,229	9
Private . . . . .	3,171	28,382	81	1,634	11,926	85	2,132	19,863	84
Other trip-related costs . . . . .	5,661	28,398	81	864	4,378	31	1,150	9,340	39
Sport specific equipment <sup>2</sup> . . . . .	5,309	24,726	70	5,519	11,278	81	8,230	47,355	75
Auxiliary equipment <sup>3</sup> . . . . .	1,037	6,006	17	1,233	5,730	41	858	4,763	8
Special equipment <sup>4</sup> . . . . .	12,828	3,599	10	4,521	805	6	7,564	1,094	2
Other expenditures <sup>5</sup> . . . . .	3,242	24,944	71	4,185	12,471	89	3,132	23,827	40

<sup>1</sup> Total not adjusted for multiple responses or nonresponse. <sup>2</sup> Items owned primarily for each specific activity, such as rods and reels for fishing and guns and rifles for hunting. <sup>3</sup> Equipment such as camping gear owned for wildlife-associated recreation. <sup>4</sup> "Big ticket" equipment such as campers and boats owned for wildlife-associated recreation. <sup>5</sup> Books, magazines, membership dues and contributions, land leasing and ownership, licenses and plantings.

Source of Tables 433 and 434: U.S. Fish and Wildlife Service, 1996 National Survey of Fishing, Hunting, and Wildlife Associated Recreation.

**No. 435. Participation in NCAA Sports: 1996-97**

[Excludes sports sponsored by fewer than 10 institutions]

SPORT	MALES			FEMALES		
	Teams	Athletes	Average squad	Teams	Athletes	Average squad
<b>Total</b> . . . . .	<b>7,705</b>	<b>200,627</b>	<b>(X)</b>	<b>7,684</b>	<b>128,209</b>	<b>(X)</b>
Baseball . . . . .	829	24,442	29.5	(X)	(X)	(X)
Basketball . . . . .	950	15,141	15.9	966	13,392	13.9
Crew <sup>1</sup> . . . . .	49	1,820	37.2	(X)	(X)	(X)
Cross Country . . . . .	792	10,271	13.0	838	10,141	12.1
Fencing . . . . .	36	657	18.3	42	558	13.3
Field Hockey . . . . .	(X)	(X)	(X)	228	4,857	21.3
Football . . . . .	601	53,984	89.8	(X)	(X)	(X)
Golf . . . . .	678	7,197	10.6	282	2,323	8.2
Gymnastics <sup>2</sup> . . . . .	28	413	14.8	91	1,311	14.4
Ice Hockey . . . . .	125	3,608	28.9	22	436	19.8
Lacrosse . . . . .	182	5,705	31.4	182	4,068	22.4
Rifle . . . . .	42	408	9.7	(X)	(X)	(X)
Rowing . . . . .	(X)	(X)	(X)	97	3,951	40.7
Skiing . . . . .	40	575	14.4	40	455	11.4
Soccer . . . . .	681	17,053	25.0	691	14,829	21.5
Softball . . . . .	(X)	(X)	(X)	770	13,167	17.1
Squash <sup>1</sup> . . . . .	25	418	16.7	26	381	14.6
Swimming . . . . .	368	7,508	20.4	432	8,745	20.2
Tennis . . . . .	776	7,999	10.3	859	8,223	9.6
Track, Indoor . . . . .	512	15,957	31.2	528	13,061	24.7
Track, Outdoor . . . . .	625	19,305	30.9	644	15,578	24.2
Volleyball . . . . .	74	1,052	14.2	923	12,284	13.3
Water Polo <sup>2</sup> . . . . .	42	893	21.3	23	452	19.6
Wrestling . . . . .	250	6,219	24.9	(X)	(X)	(X)

X Not applicable. <sup>1</sup> Sport recognized by the NCAA but does not have an NCAA championship. <sup>2</sup> Sport recognized by the NCAA but does not have an NCAA championship for women.

Source: The National Collegiate Athletic Association (NCAA), Overland Park, KS, 1996-97 Participation Study.

## No. 436. Selected Spectator Sports: 1985 to 1996

SPORT	Unit	1985	1987	1990	1992	1993	1994	1995	1996
Baseball, major leagues: <sup>1</sup>									
Attendance	1,000	47,742	53,182	55,512	56,852	71,237	50,010	51,288	61,665
Regular season	1,000	46,824	52,011	54,824	55,873	70,257	50,010	50,469	60,097
National League	1,000	22,292	24,734	24,492	24,113	36,924	25,808	25,110	30,379
American League	1,000	24,532	27,277	30,332	31,760	33,333	24,202	25,359	29,718
Playoffs <sup>2</sup>	1,000	591	784	479	668	636	(X)	533	1,300
World Series	1,000	327	387	209	311	344	(X)	286	268
Players' salaries: <sup>3</sup>									
Average	\$1,000	371	412	598	1,029	1,076	1,168	1,111	1,120
Basketball: <sup>4</sup> 5									
NCAA—Men's college:									
Teams	Number	753	760	767	813	831	858	868	866
Attendance	1,000	26,584	26,798	28,741	29,378	28,527	28,390	28,548	28,225
NCAA—Women's college:									
Teams	Number	746	756	782	815	826	859	864	874
Attendance	1,000	2,072	2,156	2,777	3,397	4,193	4,557	4,962	5,234
Pro: <sup>6</sup>									
Teams	Number	23	23	27	27	27	27	27	29
Attendance, total <sup>7</sup>	1,000	11,534	13,190	18,586	18,609	19,120	19,350	19,883	21,797
Regular season	1,000	10,506	12,065	17,369	17,367	17,778	17,984	18,516	20,513
Average per game	Number	11,141	12,795	15,690	15,689	16,060	16,246	16,727	17,253
Players' salaries:									
Average	\$1,000	325	440	817	1,202	1,348	1,700	1,900	2,100
Football:									
NCAA College: <sup>5</sup>									
Teams	Number	509	507	533	552	560	568	565	566
Attendance	1,000	34,952	35,008	35,330	35,225	34,871	36,460	35,638	36,083
National Football League: <sup>8</sup>									
Teams	Number	28	28	28	28	28	(NA)	(NA)	(NA)
Attendance, total <sup>9</sup>	1,000	14,058	<sup>10</sup> 15,180	17,666	17,784	14,772	(NA)	(NA)	(NA)
Regular season	1,000	13,345	<sup>10</sup> 11,406	13,960	13,829	13,967	(NA)	(NA)	(NA)
Average per game	Number	59,567	<sup>10</sup> 54,315	62,321	61,736	62,352	(NA)	(NA)	(NA)
Postseason games <sup>11</sup>	1,000	711	656	848	815	805	(NA)	(NA)	(NA)
Players' salaries: <sup>12</sup>									
Average	\$1,000	194	203	352	645	683	637	714	(NA)
Median base salary	\$1,000	140	175	236	325	330	325	335	(NA)
National Hockey league: <sup>13</sup>									
Regular season attendance	1,000	11,621	12,118	12,344	13,917	15,714	(NA)	15,658	16,237
Playoffs attendance	1,000	1,153	1,337	1,442	1,346	1,440	(NA)	1,447	1,423
Horseracing: <sup>14</sup> 15									
Racing days	Number	13,745	14,208	13,841	13,644	13,237	13,082	13,243	12,457
Attendance	1,000	73,346	70,105	63,803	49,275	45,688	42,065	38,934	43,367
Pari-mutuel turnover	Mil. dol	12,222	13,122	7,162	14,078	13,718	14,143	14,592	14,902
Revenue to government	Mil. dol	625	608	624	491	472	452	456	444
Greyhound: <sup>14</sup>									
Total performances	Number	9,590	11,156	14,915	17,528	17,976	17,035	16,110	15,151
Attendance	1,000	23,853	26,215	28,660	28,003	(NA)	(NA)	(NA)	(NA)
Pari-mutuel turnover	Mil. dol	2,702	3,193	3,422	3,306	3,255	2,948	2,730	2,433
Revenue to government	Mil. dol	201	221	235	204	195	183	157	139
Jai alai: <sup>14</sup>									
Total performances	Number	2,736	2,906	3,620	3,288	3,200	3,146	2,748	2,542
Games played	Number	32,260	38,476	(NA)	45,067	43,056	42,607	37,052	34,346
Attendance	1,000	4,722	6,816	5,329	4,634	4,194	3,684	3,208	(NA)
Total handle	Mil. dol	664.0	707.5	545.5	425.9	384.2	330.7	296.4	273.4
Revenue to government	Mil. dol	50	51	39	30	27	22	13	12
Professional rodeo: <sup>16</sup>									
Rodeos	Number	617	637	754	770	791	782	739	742
Performances	Number	1,887	1,832	2,159	2,203	2,269	2,245	2,217	2,229
Members	Number	5,239	5,342	5,693	5,714	5,760	6,415	6,894	7,084
Permit-holders (rookies)	Number	2,534	2,746	3,290	2,857	2,888	3,346	3,835	4,141

NA Not available. X Not applicable. <sup>1</sup> Source: The National League of Professional Baseball Clubs, New York, NY, *National League Green Book*; and The American League of Professional Baseball Clubs, New York, NY, *American League Red Book*.

<sup>2</sup> Beginning 1996, two rounds of playoffs were played. Prior years had one round. <sup>3</sup> Source: Major League Baseball Players Association, New York, NY.

<sup>4</sup> Season ending in year shown. <sup>5</sup> Source: National Collegiate Athletic Assn., Overland Park, KS. For women's attendance total, excludes double-headers with men's teams. <sup>6</sup> Source: National Basketball Assn., New York, NY. For season ending in year shown. <sup>7</sup> Includes All-Star game, not shown separately. <sup>8</sup> Source: National Football League, New York, NY. <sup>9</sup> 1987 through 1992 includes preseason attendance, not shown separately. <sup>10</sup> Season was interrupted by a strike. <sup>11</sup> Includes Pro Bowl, a nonchampionship game and Super Bowl. <sup>12</sup> Source: National Football League Players Association, Washington, DC. <sup>13</sup> For season beginning in year shown. Source: National Hockey League, Montreal, Quebec. <sup>14</sup> Source: Association of Racing Commissioners International, Inc., Lexington, KY. <sup>15</sup> Includes thoroughbred, harness, quarter horse, and fairs. <sup>16</sup> Source: Professional Rodeo Cowboys Association, Colorado Springs, CO., *Official Professional Rodeo Media Guide*, annual, (copyright).

Source: Compiled from sources listed in footnotes.

## No. 437. Selected Recreational Activities: 1975 to 1996

ACTIVITY	Unit	1975	1980	1985	1990	1993	1994	1995	1996
Softball, amateur: <sup>1</sup>									
Total participants <sup>2</sup>	Million	26	30	41	41	42	42	42	42
Youth participants <sup>3</sup>	1,000	450	650	712	1,100	1,208	1,209	1,350	1,416
Adult teams <sup>3</sup>	1,000	66	110	152	188	200	196	187	184
Youth teams <sup>3</sup>	1,000	9	18	31	46	62	68	74	79
Golfers (one round or more) <sup>4 5</sup>	1,000	13,036	15,112	17,520	27,800	24,600	24,300	25,000	24,737
Golf rounds played <sup>5</sup>	1,000	308,562	357,701	414,777	502,000	498,600	464,800	490,200	477,400
Golf facilities:	Number	11,370	12,005	12,346	12,846	13,439	13,683	14,074	14,341
Classification:									
Private	Number	4,770	4,839	4,861	4,810	4,492	4,367	4,324	4,306
Daily fee	Number	5,014	5,372	5,573	6,024	6,803	7,126	7,491	7,729
Municipal	Number	1,586	1,794	1,912	2,012	2,144	2,190	2,259	2,306
Tennis: <sup>6</sup>									
Players	1,000	734,000	(NA)	13,000	21,000	21,500	16,500	17,820	19,499
Courts	1,000	130	(NA)	220	220	230	240	240	245
Indoor	1,000	8	(NA)	14	14	14	15	15	15
Tenpin bowling: <sup>8</sup>									
Participants, total	Million	62.5	72.0	67.0	71.0	79.0	79.0	79.0	91.0
Male	Million	29.9	34.0	32.0	35.4	36.3	36.3	36.3	41.8
Female	Million	32.6	38.0	35.0	35.6	42.6	42.6	42.6	49.2
Establishments	Number	8,577	8,591	8,275	7,611	7,250	7,183	7,049	6,880
Lanes	1,000	141	154	155	148	143	142	139	136
Membership, total <sup>9</sup>	1,000	8,751	9,664	8,064	6,588	5,599	5,201	4,925	4,662
American Bowling Congress	1,000	4,300	4,688	3,657	3,036	2,576	2,455	2,370	2,261
Women's Bowling Congress	1,000	3,692	4,187	3,714	2,859	2,403	2,191	2,036	1,917
Young American Bowling Alliance <sup>10</sup>	1,000	759	789	693	693	620	555	519	484
Motion picture theaters <sup>11</sup>	1,000	15	18	21	24	26	26	28	30
Four-wall	1,000	11	14	18	23	25	26	27	29
Drive-in	1,000	4	4	3	1	1	(Z)	1	1
Receipts, box office	Mil. dol.	2,115	2,749	3,749	5,022	5,154	5,396	5,494	5,912
Admission, average price	Dollars	2.05	2.69	3.55	4.23	4.14	4.18	4.35	4.42
Attendance	Million	1,033	1,022	1,056	1,187	1,244	1,292	1,263	1,339
Boating: <sup>12</sup>									
Recreational boats owned	1,000	(NA)	11,832	13,778	15,987	16,212	16,239	15,375	15,830
Retail expenditures on boating <sup>13</sup>	Mil. dol.	4,800	7,370	13,284	13,731	11,254	14,071	17,226	17,753
Retail units purchased:									
Total all boats <sup>14</sup>	1,000	(NA)	570	637	504	487	563	649	619
Outboard boats	1,000	(NA)	290	305	227	205	220	231	215
Inboard boats	1,000	(NA)	8	17	15	10	11	12	11
Sterndrive boats	1,000	(NA)	56	115	97	75	90	94	95
Jet boats <sup>15</sup>	1,000	(NA)	69	34	19	(NA)	(NA)	15	14
Canoes	1,000	(NA)	105	79	75	90	100	98	93
Personal watercraft <sup>16</sup>	1,000	(NA)	21	50	42	107	142	200	191
Boat trailers	1,000	(NA)	176	192	165	163	176	207	194
Outboard motors	1,000	(NA)	315	392	352	283	308	317	308
Sterndrive and inboard engines	1,000	(NA)	88	155	134	95	114	120	120

NA Not available. Z Fewer than 500.

<sup>1</sup> Source: Amateur Softball Association, Oklahoma City, OK. <sup>2</sup> Amateur Softball Association teams and other amateur softball teams. <sup>3</sup> Amateur Softball Association teams only. <sup>4</sup> Source: National Golf Foundation, Jupiter, FL.<sup>5</sup> Prior to 1990, for persons 5 years of age and over; thereafter for persons 12 years of age and over.<sup>6</sup> Source, Tennis Industry Association, North Palm Beach, FL. Players for persons 12 years old and over who played at least once.<sup>7</sup> 1974 data. <sup>8</sup> For season ending in year shown. Persons 5 years old and over. Source: Bowling Headquarters, Greendale, WI. <sup>9</sup> Membership totals are for U.S., Canada and for U.S. military personnel worldwide.<sup>10</sup> Prior to 1985, represents American Jr. Bowling Congress and ABC/WIBC Collegiate Division. <sup>11</sup> Source: Motion Picture Association of America, Inc., Encino, CA. Prior to 1975, figures represent theaters; thereafter, screens.<sup>12</sup> Source: National Marine Manufacturers Association, Chicago, IL. <sup>13</sup> Represents estimated expenditures for new and used boats, motors and engines, accessories, safety equipment, fuel, insurance, docking, maintenance, launching, storage, repairs, and other expenses.<sup>14</sup> 1980 through 1990 includes auxiliary sailboats; 1980 through 1992 includes inflatable boats, not shown separately.<sup>15</sup> 1980 through 1990, count of nonpowered sailboats. <sup>16</sup> 1980 through 1990, count of sailboats.

Source: Compiled from sources listed in footnotes.

## No. 438. Participation in Selected Sports Activities: 1996

[In thousands, except rank. For persons 7 years of age or older. Except as indicated, a participant plays a sport more than once in the year. Based on a sampling of 15,000 households]

ACTIVITY	ALL PERSONS		SEX		AGE							HOUSEHOLD INCOME (dol.)						
	Number	Rank	Male	Female	7-11 years	12-17 years	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65 years and over	Under 15,000	15,000-24,999	25,000-34,999	35,000-49,999	50,000-74,999	75,000 and over
Total . . . . .	237,745	(X)	115,443	122,301	19,177	22,701	24,615	40,373	43,312	32,333	21,360	33,873	43,372	36,377	35,382	42,878	50,791	28,944
Number participated in—																		
Aerobic exercising <sup>1</sup> . . . . .	24,119	11	5,314	18,805	757	1,981	4,067	6,168	5,206	2,982	1,371	1,587	3,117	3,024	3,462	4,619	5,739	4,159
Backpacking . . . . .	11,469	22	7,240	4,229	1,229	2,008	2,002	2,725	2,065	986	332	122	1,825	1,990	1,539	2,107	2,309	1,698
Badminton . . . . .	6,084	28	2,909	3,175	987	1,398	820	1,018	1,230	411	149	72	866	710	1,054	1,259	1,415	780
Baseball . . . . .	14,823	18	11,610	3,213	4,529	4,144	1,465	1,874	1,764	520	200	327	1,851	1,736	2,318	2,948	3,875	2,095
Basketball . . . . .	33,281	9	22,375	10,906	6,424	9,157	4,665	6,112	4,717	1,281	418	506	4,296	4,660	4,825	6,886	7,908	4,706
Bicycle riding <sup>1</sup> . . . . .	53,342	3	28,595	24,747	11,774	10,397	4,973	8,495	8,409	4,317	2,469	2,508	7,802	6,775	7,883	10,287	12,575	8,020
Billiards . . . . .	34,477	8	21,841	12,636	2,044	3,924	7,611	9,912	6,774	2,737	910	567	5,432	5,290	5,054	7,118	7,160	4,422
Bowling . . . . .	42,895	6	22,579	20,316	5,239	6,744	7,006	9,185	7,760	3,571	1,537	1,853	5,542	6,150	6,515	8,636	10,648	5,404
Calisthenics <sup>1</sup> . . . . .	10,064	25	5,023	5,041	1,307	2,132	1,056	2,007	1,777	1,016	320	449	1,116	1,045	1,438	2,047	2,523	1,894
Camping <sup>3</sup> . . . . .	44,695	5	24,102	20,593	5,594	6,200	5,306	9,186	9,374	4,610	2,493	1,932	6,214	6,907	7,039	9,323	10,691	4,521
Exercise walking <sup>1</sup> . . . . .	73,307	1	26,666	46,641	2,701	3,522	7,104	13,151	14,827	12,499	8,433	11,070	12,821	10,945	10,464	13,534	15,846	9,698
Exercising with equipment <sup>1</sup> . . . . .	47,823	4	22,200	25,622	664	4,066	6,625	11,482	10,521	6,970	3,918	3,576	5,525	5,788	6,711	8,904	12,372	8,522
Fishing—fresh water . . . . .	40,208	7	27,160	13,048	4,302	4,393	5,087	7,869	8,210	5,146	2,844	2,356	6,653	6,229	6,346	7,746	9,031	4,203
Fishing—salt water . . . . .	11,045	23	7,926	3,119	787	979	1,212	2,089	2,575	1,626	909	867	1,501	1,341	1,219	2,049	3,115	1,820
Football—tackle . . . . .	8,953	27	7,969	983	1,639	3,472	1,786	1,170	568	98	46	174	1,569	1,624	1,286	1,723	1,825	925
Football—touch . . . . .	11,645	20	9,603	2,042	2,252	3,772	1,768	2,166	1,251	253	50	133	1,893	1,676	1,757	2,137	2,981	1,202
Golf . . . . .	23,082	12	18,219	4,863	834	1,952	2,410	5,376	5,036	3,457	1,860	2,157	1,575	2,069	2,641	4,233	7,119	5,444
Hiking . . . . .	26,457	10	14,465	11,992	3,009	3,261	3,166	5,885	5,812	3,230	1,169	926	3,960	3,429	3,729	4,753	6,164	4,423
Hunting with firearms . . . . .	19,251	15	16,317	2,933	642	1,861	2,704	4,862	4,269	2,503	1,238	1,171	2,662	2,960	3,160	4,329	4,151	1,989
Martial arts . . . . .	4,673	30	3,286	1,387	1,239	929	635	768	630	340	56	76	755	625	736	794	1,084	679
Racquetball . . . . .	5,582	29	3,768	1,814	351	522	1,169	1,804	1,014	529	79	114	517	809	695	1,015	1,569	976
Running/jogging <sup>1</sup> . . . . .	22,239	13	12,320	9,919	2,005	4,739	4,113	4,714	3,864	1,727	613	464	2,847	3,121	2,940	4,139	5,455	3,737
Skiing—alpine/downhill . . . . .	10,466	24	6,277	4,188	777	1,618	1,849	2,370	2,237	1,049	469	97	726	992	801	1,597	2,979	3,370
Skiing—cross country . . . . .	3,385	31	1,820	1,566	209	341	392	665	825	597	183	174	249	310	327	752	976	772
Soccer . . . . .	13,876	19	8,626	5,251	4,420	4,063	1,599	1,729	1,325	358	98	284	1,658	1,430	2,244	2,760	3,521	2,264
Softball . . . . .	19,873	14	10,837	9,035	3,605	4,274	2,301	4,513	3,221	1,196	350	413	2,750	2,659	2,886	4,175	5,024	2,379
Swimming <sup>1</sup> . . . . .	60,223	2	29,145	31,078	10,465	10,517	7,141	10,286	10,300	5,460	2,881	3,172	7,944	7,482	8,181	11,115	15,859	9,643
Table tennis . . . . .	9,542	26	5,907	3,635	1,261	2,354	1,174	1,725	1,854	677	292	205	1,136	1,165	1,178	1,680	2,600	1,783
Target shooting . . . . .	15,695	17	11,097	4,598	869	1,645	2,037	3,788	3,370	1,969	1,032	985	2,416	2,528	2,507	3,141	3,244	1,859
Tennis . . . . .	11,485	21	6,381	5,105	1,196	2,081	2,156	2,631	1,893	850	325	354	1,057	1,214	1,484	2,420	2,719	2,591
Volleyball . . . . .	18,535	16	8,970	9,565	1,460	4,721	3,471	4,534	2,945	934	256	215	2,694	2,282	2,760	3,771	4,458	2,571

X Not applicable. <sup>1</sup> Participant engaged in activity at least six times in the year. <sup>2</sup> Includes wilderness camping.

<sup>3</sup> Vacation/overnight.

Source: National Sporting Goods Association, Mt. Prospect, IL, *Sports Participation in 1996: Series I* (copyright).

# No. 439. Participation in Selected Sports Activities: 1996

[In thousands, except rank. For persons 7 years of age or older. Based on a sampling of 20,000 households]

ACTIVITY	ALL PERSONS		SEX		AGE								HOUSEHOLD INCOME (dol.)					
	Number	Rank	Male	Female	7-11 years	12-17 years	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65 years and over	Under 15,000	15,000-24,999	25,000-34,999	35,000-49,999	50,000-74,999	75,000 and over
<b>Total . . . . .</b>	<b>237,745</b>	(X)	<b>115,443</b>	<b>122,303</b>	<b>19,177</b>	<b>22,703</b>	<b>24,615</b>	<b>40,374</b>	<b>43,311</b>	<b>32,333</b>	<b>21,360</b>	<b>33,873</b>	<b>43,885</b>	<b>35,864</b>	<b>35,367</b>	<b>42,638</b>	<b>54,226</b>	<b>25,766</b>
Number participating in—																		
Archery (target) . . . . .	5,297	14	4,097	1,200	959	1,090	552	1,030	976	488	132	69	666	633	877	1,063	1,471	586
Boating, motor/power . . . . .	28,835	1	16,560	12,275	2,238	3,080	3,444	6,882	6,175	3,685	1,938	1,392	3,172	3,421	4,035	5,659	7,732	4,815
Canoeing . . . . .	9,666	8	5,648	4,018	929	4,477	1,159	2,061	2,243	1,073	429	295	1,037	1,105	1,260	1,884	2,623	1,757
Dart throwing . . . . .	21,320	4	12,804	8,516	1,660	2,174	4,000	6,659	4,377	1,610	463	379	3,549	2,997	3,726	4,228	4,605	2,215
Hunting with bow arrow . . . . .	5,495	13	5,108	387	179	527	1,025	1,372	1,212	750	343	88	791	791	1,014	1,240	1,247	412
Ice hockey . . . . .	2,064	20	1,749	315	358	495	514	385	242	37	33	263	163	214	339	602	482	
Ice/figure skating . . . . .	8,356	9	3,185	5,170	1,901	2,208	1,012	1,423	1,226	391	108	87	809	736	855	1,778	2,801	1,376
Mountain biking-off road . . . . .	7,276	11	4,928	2,348	735	1,162	1,278	1,953	1,229	624	170	125	1,008	1,134	1,081	1,267	1,681	1,106
Mountain biking-on road . . . . .	11,261	7	6,671	4,590	1,341	1,703	1,665	3,568	1,806	794	287	97	1,415	1,616	1,607	2,166	2,859	1,598
Roller hockey . . . . .	3,412	18	2,654	758	1,000	1,267	484	385	162	46	34	34	312	250	410	720	1,156	564
Roller skating/in-line . . . . .	25,507	2	12,877	12,630	7,877	7,200	3,361	3,837	2,389	641	132	251	2,504	3,031	3,907	4,976	7,438	3,651
Roller skating/traditional																		
2x2 wheel . . . . .	15,134	5	5,450	9,684	4,558	3,627	1,569	2,205	2,027	648	268	233	2,756	1,868	2,215	3,339	3,564	1,391
Sailing . . . . .	4,014	16	2,345	1,669	231	391	475	850	848	613	293	314	322	306	428	801	987	1,169
Scuba (open water) . . . . .	2,424	19	1,740	684	25	161	331	788	707	317	82	13	166	245	327	354	698	633
Skate boarding . . . . .	4,664	15	3,704	961	1,710	1,983	473	239	148	41	16	54	585	497	474	975	1,436	697
Snorkeling . . . . .	7,088	12	3,939	3,149	323	736	794	1,722	1,685	1,206	418	204	370	541	743	1,219	2,265	1,949
Snowboarding . . . . .	3,711	17	2,726	985	365	1,393	901	673	281	85	-	14	328	394	366	905	1,039	679
Step aerobics . . . . .	11,270	6	1,519	9,750	140	665	2,342	3,444	2,557	1,221	488	413	1,441	1,521	1,580	1,958	3,084	1,685
Water skiing . . . . .	7,370	10	4,419	2,951	436	1,046	1,544	2,189	1,416	517	140	81	735	650	1,066	1,469	2,131	1,318
Wind surfing . . . . .	691	21	428	264	-	113	179	102	165	65	34	32	33	68	25	63	299	203
Work out at club . . . . .	22,455	3	10,492	11,964	350	1,207	4,611	6,627	4,685	2,555	1,353	1,067	2,422	2,389	2,697	3,975	6,428	4,544

- Represents or rounds to zero. X Not applicable.

Source: National Sporting Goods Association, Mt. Prospect, IL, *Sports Participation in 1996: Series II* (copyright).

**No. 440. High School Students Engaged in Organized Physical Activity: 1995**

[In percent. For students in grades 9 to 12. Based on school-based survey and subject to sampling error; for details see source]

CHARACTERISTIC	PARTICIPATION ON SPORTS TEAM		ENROLLMENT IN PHYSICAL EDUCATION CLASS		
	Run by school	Run by other organization	Total	Exercised 20 minutes or more per class	Attended daily
All students . . . . .	50.3	36.9	59.6	69.7	25.4
Male . . . . .	57.8	46.4	62.2	74.8	27.0
Grade 9 . . . . .	61.7	52.8	80.5	76.5	42.1
Grade 10 . . . . .	55.6	46.9	72.6	73.1	34.8
Grade 11 . . . . .	56.0	43.1	51.5	75.8	17.4
Grade 12 . . . . .	58.3	42.8	45.4	73.7	14.8
Female . . . . .	42.4	26.8	56.8	63.7	23.5
Grade 9 . . . . .	43.7	32.0	80.8	65.6	39.7
Grade 10 . . . . .	47.9	32.4	71.4	63.9	33.8
Grade 11 . . . . .	39.4	23.8	41.2	57.2	12.3
Grade 12 . . . . .	38.8	19.8	39.1	66.0	11.1
White, non-Hispanic . . . . .	53.9	39.1	62.9	71.3	21.7
Male . . . . .	59.9	47.2	64.2	74.8	23.3
Female . . . . .	47.1	29.9	61.7	67.1	19.9
Black, non-Hispanic . . . . .	45.0	32.4	50.2	59.0	33.8
Male . . . . .	57.9	46.8	56.8	71.8	37.7
Female . . . . .	34.9	21.1	44.4	46.6	30.1
Hispanic . . . . .	37.8	32.0	51.0	68.5	33.1
Male . . . . .	48.6	43.2	57.6	76.0	36.2
Female . . . . .	27.3	21.2	44.6	59.0	30.1

<sup>1</sup> Exercised or played sports.

Source: U.S. National Center for Chronic Disease Prevention and Health Promotion, *Physical Activity and Health: A Report of the Surgeon General*, 1996.

**No. 441. Participation in High School Athletic Programs: 1971 to 1997**

[Data based on number of state associations reporting and may underrepresent the number of schools with and participants in athletic programs]

YEAR	PARTICIPANTS <sup>1</sup>		SEX AND SPORT	MOST POPULAR SPORTS, 1996-97 <sup>2</sup>	
	Males	Females		Schools	Participants
1971 . . . . .	3,666,917	294,105	MALE		
1972-73 . . . . .	3,770,621	817,073			
1973-74 . . . . .	4,070,125	1,300,169	Basketball . . . . .	16,704	544,025
1975-76 . . . . .	4,109,021	1,645,039	Track & field (outdoor) . . . . .	14,580	468,061
1977-78 . . . . .	4,367,442	2,083,040	Baseball . . . . .	14,212	444,248
1978-79 . . . . .	3,709,512	1,854,400	Football . . . . .	13,119	957,507
1979-80 . . . . .	3,517,829	1,750,264	Golf . . . . .	11,573	150,578
1980-81 . . . . .	3,503,124	1,853,789	Cross country . . . . .	11,485	174,599
1981-82 . . . . .	3,409,081	1,810,671	Tennis . . . . .	9,322	136,451
1982-83 . . . . .	3,355,558	1,779,972	Wrestling . . . . .	8,738	227,596
1983-84 . . . . .	3,303,599	1,747,346	Soccer . . . . .	8,432	296,587
1984-85 . . . . .	3,354,284	1,757,884	Swimming & diving . . . . .	5,028	93,523
1985-86 . . . . .	3,344,275	1,807,121	FEMALE		
1986-87 . . . . .	3,364,082	1,836,356			
1987-88 . . . . .	3,425,777	1,849,684	Basketball . . . . .	16,325	447,687
1988-89 . . . . .	3,416,844	1,839,352	Track & field (outdoor) . . . . .	14,525	393,946
1989-90 . . . . .	3,398,192	1,858,659	Volleyball . . . . .	12,986	370,957
1990-91 . . . . .	3,406,355	1,892,316	Softball (fast pitch) . . . . .	11,895	313,607
1991-92 . . . . .	3,429,853	1,940,801	Soccer . . . . .	6,971	226,636
1992-93 . . . . .	3,416,389	1,997,489	Tennis . . . . .	9,228	150,346
1993-94 . . . . .	3,472,967	2,130,315	Cross country . . . . .	10,934	145,624
1994-95 . . . . .	3,536,359	2,240,461	Swimming & diving . . . . .	5,270	123,886
1995-96 . . . . .	3,634,052	2,367,936	Field hockey . . . . .	1,462	56,502
1996-97 . . . . .	3,706,225	2,472,043	Track & field (indoor) . . . . .	1,874	41,024

<sup>1</sup> A participant is counted in the number of sports participated in. <sup>2</sup> Ten most popular sports for each sex in terms of number of participants.

Source: National Federation of State High School Associations, Kansas City, MO, *The 1997 High School Athletics Participation Survey* (copyright).

**No. 442. Sporting Goods Sales, by Product Category: 1988 to 1997**

[In millions of dollars, except percent. Based on a sample survey of consumer purchases of 80,000 households, (100,000 beginning 1995), except recreational transport, which was provided by industry associations. Excludes Alaska and Hawaii]

SELECTED PRODUCT CATEGORY	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997, proj.
Sales, all products . . . . .	<b>43,937</b>	<b>48,585</b>	<b>48,250</b>	<b>47,104</b>	<b>47,110</b>	<b>49,129</b>	<b>53,453</b>	<b>58,428</b>	<b>61,254</b>	<b>62,932</b>
Annual percent change . . . . .	19.4	10.6	-0.7	-2.4	(Z)	4.3	8.8	9.3	4.8	2.7
Percent of retail sales . . . . .	2.7	2.8	2.6	2.5	2.4	2.4	2.4	2.5	2.5	2.5
Athletic and sport clothing . . . . .	9,555	10,286	10,130	10,731	8,990	9,096	9,521	10,311	11,127	11,399
Athletic and sport footwear . . . . .	6,797	10,435	11,654	11,787	11,733	11,084	11,120	11,415	12,815	13,345
Walking shoes . . . . .	1,471	2,419	2,950	2,689	2,688	2,673	2,543	2,841	3,079	3,202
Gym shoes, sneakers . . . . .	1,602	2,303	2,536	2,545	2,397	2,016	1,869	1,741	1,996	2,076
Jogging and running shoes . . . . .	987	1,106	1,110	1,192	1,232	1,231	1,069	1,043	1,132	1,223
Tennis shoes . . . . .	448	645	740	759	748	599	556	480	541	541
Aerobic shoes . . . . .	514	667	611	600	590	500	356	372	401	413
Basketball shoes . . . . .	493	631	918	974	984	874	867	999	1,192	1,252
Golf shoes . . . . .	183	186	226	249	260	275	238	225	231	254
Athletic and sport equipment . . . . .	10,705	11,504	11,964	12,062	12,846	13,880	15,257	17,442	17,618	18,064
Firearms and hunting . . . . .	1,894	2,139	2,202	2,091	2,533	2,722	3,490	3,003	2,427	2,184
Exercise equipment . . . . .	1,452	1,748	1,824	2,106	2,050	2,602	2,449	2,960	3,225	3,387
Golf . . . . .	1,111	1,167	1,219	1,149	1,338	1,248	1,342	3,194	3,560	3,916
Camping . . . . .	945	996	1,072	1,006	903	906	1,017	1,205	1,122	1,156
Bicycles (10-12-15-18+ speed) . . . . .	819	906	1,092	(NA)						
Fishing tackle . . . . .	766	769	776	711	678	716	717	737	725	696
Snow skiing . . . . .	710	606	606	577	627	611	652	646	767	825
Tennis . . . . .	264	315	287	295	296	267	257	241	240	240
Archery . . . . .	235	261	265	270	334	285	306	287	272	273
Baseball and softball . . . . .	174	206	217	214	245	323	295	251	287	293
Water skis . . . . .	160	96	88	63	55	51	51	54	54	54
Bowling accessories . . . . .	129	143	155	155	164	159	157	156	154	154
Recreational transport . . . . .	16,880	16,360	14,502	12,524	13,541	15,069	17,555	19,259	19,693	20,124
Pleasure boats . . . . .	9,637	9,319	7,644	5,862	5,765	6,246	7,679	9,064	9,243	9,474
Recreational vehicles . . . . .	4,839	4,481	4,113	3,615	4,412	4,775	5,690	5,895	6,327	6,454
Bicycles and supplies . . . . .	2,131	2,259	2,423	2,686	2,973	3,534	3,470	3,390	3,187	3,251
Snowmobiles . . . . .	273	301	322	362	391	515	715	910	936	946

NA Not available. Z Less than .05 percent. <sup>1</sup> Represents change from immediate prior year. <sup>2</sup> Includes other products not shown separately.

Source: National Sporting Goods Association, Mt. Prospect, IL, *The Sporting Goods Market in 1997*; and prior issues (copyright).

**No. 443. Consumer Purchases of Sporting Goods, by Consumer Characteristics: 1996**

[In percent. Based on sample survey of consumer purchases of 100,000 households. Excludes Alaska and Hawaii]

CHARACTERISTIC	Total households	FOOTWEAR				EQUIPMENT					
		Aero- bic shoes	Gym shoes/ sneak- ers	Jog- ging/ run- ning shoes	Walk- ing shoes	Fish- ing tackle	Camp- ing equip- ment	Exer- cise equip- ment	Hunt- ing equip- ment	Team sports equip- ment guns	Golf equip- ment
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100
Age of user:											
Under 14 years old . . . . .	20	7	46	13	6	4	17	-	3	48	2
14 to 17 years old . . . . .	6	5	14	13	3	5	9	3	3	24	4
18 to 24 years old . . . . .	9	11	5	10	4	6	9	4	5	6	5
25 to 34 years old . . . . .	15	31	10	19	11	21	22	22	26	10	22
35 to 44 years old . . . . .	16	25	10	20	18	22	18	26	26	7	22
45 to 64 years old . . . . .	21	19	10	22	36	27	14	34	31	4	29
65 years old and over . . . . .	13	3	4	4	22	9	3	8	5	-	16
Multiple ages . . . . .	-	-	-	-	-	6	8	3	1	1	-
Sex of user:											
Male . . . . .	49	12	54	56	38	84	64	41	92	77	91
Female . . . . .	51	89	47	44	62	11	29	56	7	22	9
Both sexes . . . . .	-	-	-	-	-	5	7	3	1	1	-
Education of household head:											
Less than high school . . . . .	10	5	7	4	7	8	6	5	8	5	2
High school . . . . .	26	21	28	14	26	30	19	22	26	20	15
Some college . . . . .	36	38	37	36	35	38	37	36	39	38	30
College graduate . . . . .	29	36	28	47	32	24	38	37	27	37	53
Annual household income:											
Under \$15,000 . . . . .	22	10	13	8	15	13	12	7	9	7	3
\$15,000 to \$24,999 . . . . .	17	13	16	11	15	14	13	12	21	11	6
\$25,000 to \$34,999 . . . . .	14	10	14	12	14	11	15	11	15	13	9
\$35,000 to \$49,999 . . . . .	17	23	21	18	19	23	20	22	16	22	21
\$50,000 to \$74,999 . . . . .	22	33	28	33	27	28	28	30	23	34	37
\$75,000 and over . . . . .	8	13	9	19	11	11	12	18	16	13	24

- Represents or rounds to zero.

Source: National Sporting Goods Association, Mt. Prospect, IL, *The Sporting Goods Market in 1997* (copyright).

## Parks, Recreation, and Travel

**No. 444. Participation in Various Leisure Activities: 1997**

[In percent, except as indicated. Covers activities engaged in at least once in the prior 12 months. See headnote, Table 446. See also Table 447]

ITEM	Adult population (mil.)	ATTENDANCE AT—				PARTICIPATION IN—			
		Movies	Sports events	Amusement park	Exercise program	Playing sports	Charity work	Home improvement/ repair	Computer hobbies
<b>Total . . . . .</b>	<b>195.6</b>	<b>66</b>	<b>41</b>	<b>57</b>	<b>76</b>	<b>45</b>	<b>43</b>	<b>66</b>	<b>40</b>
Sex: Male . . . . .	94.2	66	49	58	75	56	40	71	44
Female . . . . .	101.4	65	34	57	77	35	46	61	37
Race: Hispanic . . . . .	19.1	59	35	66	69	35	31	61	25
White . . . . .	146.1	68	44	56	78	48	45	70	43
African American . . . . .	22.1	60	35	55	74	34	44	51	37
American Indian . . . . .	3.0	65	34	59	83	49	34	58	37
Asian . . . . .	5.3	76	29	58	70	48	41	58	62
Age: 18 to 24 years old . . . . .	23.7	88	51	76	85	67	35	57	68
25 to 34 years old . . . . .	40.1	79	51	70	82	63	41	63	51
35 to 44 years old . . . . .	45.3	73	46	68	79	52	50	76	47
45 to 54 years old . . . . .	33.7	65	42	53	77	40	46	75	40
55 to 64 years old . . . . .	20.9	46	33	40	69	19	44	71	23
65 to 74 years old . . . . .	19.6	38	21	29	65	23	40	55	11
75 years old and over . . . . .	12.3	28	16	18	56	13	40	44	7
Education: Grade school . . . . .	13.7	14	13	34	46	13	20	40	1
Some high school . . . . .	26.9	52	25	54	66	30	31	59	19
High school graduate . . . . .	62.0	62	38	58	74	41	36	65	35
Some college . . . . .	50.3	78	48	64	81	54	50	71	52
College graduate . . . . .	25.2	82	59	61	87	61	55	76	63
Graduate school . . . . .	17.4	81	55	53	88	57	67	73	59
Income: \$10,000 or less . . . . .	15.0	37	15	39	55	19	32	42	19
\$10,001 to \$20,000 . . . . .	26.5	46	26	51	69	27	34	53	22
\$20,001 to \$30,000 . . . . .	29.4	56	28	55	72	40	37	61	30
\$30,001 to \$40,000 . . . . .	32.1	71	42	64	77	46	47	68	40
\$40,001 to \$50,000 . . . . .	25.9	73	51	67	80	51	42	75	47
\$50,001 to \$75,000 . . . . .	35.0	82	54	65	86	60	50	80	54
\$75,001 to \$100,000 . . . . .	16.2	81	66	64	86	61	51	79	64
Over \$100,000 . . . . .	15.5	87	65	56	90	66	59	81	69

Source: U.S. National Endowment for the Arts, 1997 Survey of Public Participation in the Arts Research Division Note #70, July 1998.

**No. 445. Arts and Humanities—Selected Federal Aid Programs: 1980 to 1996**

[In millions of dollars, except as indicated. For fiscal years ending in year shown, see text, Section 9, State and Local Government]

TYPE OF FUND AND PROGRAM	1980	1985	1990	1991	1992	1993	1994	1995	1996
National Endowment for the Arts:									
Funds available <sup>1</sup> . . . . .	188.1	171.7	170.8	166.5	163.0	159.7	158.1	152.1	86.9
Program appropriation . . . . .	97.0	118.7	124.3	124.6	123.0	120.0	116.3	109.0	63.5
Matching funds <sup>2</sup> . . . . .	42.9	29.5	32.4	32.4	30.3	27.4	29.4	28.5	17.2
Grants awarded (number) . . . . .	5,505	4,801	4,475	4,239	4,229	4,096	3,843	3,685	1,751.0
Funds obligated <sup>3</sup> . . . . .	166.4	149.4	157.6	158.0	154.6	148.4	145.2	147.9	72.2
Music . . . . .	13.6	15.3	16.5	14.1	14.9	12.4	10.9	10.9	5.1
State programs . . . . .	22.1	24.4	26.1	37.7	37.0	42.0	40.7	39.2	25.9
Museums . . . . .	11.2	11.9	12.1	11.3	11.1	9.9	9.4	9.0	3.8
Theater . . . . .	8.4	10.6	10.6	9.4	9.4	8.3	8.8	7.3	5.2
Dance . . . . .	8.0	9.0	9.6	8.5	8.2	7.9	7.6	7.1	4.2
Media arts . . . . .	8.4	9.9	13.9	11.8	12.0	10.2	10.9	8.9	3.0
Challenge <sup>4</sup> . . . . .	50.8	20.7	19.7	19.7	13.8	11.7	9.6	21.1	4.0
Visual arts . . . . .	7.3	6.2	5.9	5.3	5.6	5.1	4.8	4.4	1.2
Other . . . . .	36.6	41.3	43.1	40.2	42.7	40.9	42.5	40.0	19.8
National Endowment for the Humanities:									
Funds available <sup>1</sup> . . . . .	186.2	125.6	140.6	152.1	156.5	158.5	157.9	151.4	93.1
Program appropriation . . . . .	100.3	95.2	114.2	125.1	131.2	131.9	131.4	125.7	77.2
Matching funds <sup>2</sup> . . . . .	38.4	30.4	26.3	27.0	25.2	26.5	26.5	25.7	15.9
Grants awarded (number) . . . . .	2,917	2,241	2,195	2,171	2,199	2,197	1,881	1,871	815.0
Funds obligated <sup>3</sup> . . . . .	185.5	125.7	141.0	149.8	159.1	160.3	159.0	151.8	93.4
Education programs . . . . .	18.3	17.9	16.3	18.5	20.0	20.8	19.6	19.2	13.5
State programs . . . . .	26.0	24.4	29.6	30.8	31.8	32.4	32.2	32.0	29.0
Research grants . . . . .	32.0	24.4	22.5	24.0	25.3	23.7	23.4	22.2	5.1
Fellowship program . . . . .	18.0	15.3	15.3	16.2	17.4	18.9	17.7	16.5	5.1
Challenge . . . . .	53.5	19.6	14.6	15.1	12.4	14.2	14.4	13.8	9.9
Public programs . . . . .	25.1	24.1	25.4	25.3	27.0	26.7	27.5	25.8	12.5
Preservation and access . . . . .	(X)	(X)	17.5	19.9	25.1	23.5	24.1	22.2	18.3
National Capital Arts and Cultural Affairs Program . . . . .	(X)								
Other . . . . .	12.6	(X)							

X Not applicable. <sup>1</sup> Includes other funds, shown separately. Excludes administrative funds. Gifts are included through 1980; excluded thereafter. <sup>2</sup> Represents federal funds obligated only upon receipt or certification by Endowment of matching non-federal gifts. <sup>3</sup> Includes obligations for new grants, supplemental awards on previous years' grants, and program contracts. <sup>4</sup> Program designed to stimulate new sources and higher levels of giving to institutions for the purpose of guaranteeing long-term stability and financial independence. Program requires a match of at least 3 private dollars to each federal dollar. Funds for challenge grants are not allocated by program area because they are awarded on a grant-by-grant basis.

Source: U.S. National Endowment for the Arts, Annual Report; and U.S. National Endowment for the Humanities, Annual Report.

**No. 446. Attendance Rates for Various Arts Activities: 1997**

[In percent. For persons 18 years old and over. Excludes elementary and high school performances. Based on the 1997 household survey Public Participation in the Arts. Data are subject to sampling error; see source. See also Tables 444 and 447.]

ITEM	ATTENDANCE AT LEAST ONCE IN THE PRIOR 12 MONTHS AT—								Reading literature <sup>1</sup>
	Jazz performance	Classical music performance	Opera	Musical play	Non-musical play	Ballet	Art museum	Historic park	
Total . . . . .	12	16	5	25	16	6	35	47	63
Sex: Male . . . . .	13	14	4	22	15	4	34	48	55
Female . . . . .	11	17	5	27	17	8	36	46	71
Race: Hispanic . . . . .	7	8	3	16	10	5	29	33	50
White . . . . .	12	18	5	27	17	7	36	51	65
African American . . . . .	16	10	2	22	16	4	31	37	60
American Indian . . . . .	11	9	5	15	5	1	22	42	56
Asian . . . . .	10	16	7	20	18	4	42	44	69
Age: 18 to 24 years old . . . . .	15	16	5	26	20	7	38	46	70
25 to 34 years old . . . . .	13	11	4	23	13	5	37	49	61
35 to 44 years old . . . . .	14	14	4	26	15	7	37	52	64
45 to 54 years old . . . . .	13	20	6	29	20	7	40	54	66
55 to 64 years old . . . . .	9	16	5	23	14	5	30	45	58
65 to 74 years old . . . . .	8	18	4	24	15	5	28	37	59
75 years old and over . . . . .	4	14	3	15	13	4	20	25	61
Education: Grade school . . . . .	2	2	-	6	3	2	6	13	29
Some high school . . . . .	3	4	2	13	7	2	14	27	46
High school graduate . . . . .	7	8	2	16	9	4	25	41	58
Some college . . . . .	15	18	5	28	19	7	43	56	72
College graduate . . . . .	21	28	10	44	28	11	58	67	80
Graduate school . . . . .	28	45	14	50	37	14	70	73	86
Income: \$10,000 or less . . . . .	5	4	2	12	10	2	16	23	45
\$10,001 to \$20,000 . . . . .	6	8	2	12	7	3	20	29	53
\$20,001 to \$30,000 . . . . .	8	10	2	17	10	4	26	39	62
\$30,001 to \$40,000 . . . . .	11	13	3	21	16	5	32	50	62
\$40,001 to \$50,000 . . . . .	11	15	5	23	15	6	37	52	64
\$50,001 to \$75,000 . . . . .	16	22	8	32	20	8	46	62	72
\$75,001 to \$100,000 . . . . .	23	26	6	41	27	10	55	65	75
Over \$100,000 . . . . .	27	35	13	51	32	13	60	69	76

<sup>1</sup> Includes novels, short stories, poetry, or and plays.

Source: U.S. National Endowment for the Arts, 1997 Survey of Public Participation in the Arts Research Division Note #70, July 1998.

**No. 447. Participation in Various Arts Activities: 1997**

[In percent. Covers activities engaged in at least once in the prior 12 months. See Table 444 and headnote, Table 446]

ITEM	Playing classical music	Modern dancing <sup>1</sup>	Drawing	Pottery work <sup>2</sup>	Weaving	Photography <sup>3</sup>	Creative writing	Buying art work	Singing in groups
Total . . . . .	1	13	16	15	28	17	12	35	10
Sex: Male . . . . .	9	13	15	16	5	16	10	36	9
Female . . . . .	13	12	17	14	49	18	14	34	12
Race: Hispanic . . . . .	7	14	17	11	17	12	8	33	7
White . . . . .	12	12	15	16	30	17	12	36	8
African American . . . . .	8	11	16	11	25	18	14	43	26
American Indian . . . . .	9	21	18	25	28	28	10	35	7
Asian . . . . .	12	17	27	13	28	22	21	19	9
Age: 18 to 24 years old . . . . .	13	20	39	21	22	28	32	42	14
25 to 34 years old . . . . .	10	13	18	17	25	18	13	43	9
35 to 44 years old . . . . .	11	13	15	18	29	18	12	40	9
45 to 54 years old . . . . .	15	11	13	18	29	18	10	37	13
55 to 64 years old . . . . .	9	8	9	10	29	10	5	31	11
65 to 74 years old . . . . .	6	14	7	10	32	10	5	23	10
75 years old and over . . . . .	6	9	4	3	28	5	6	8	7
Education: Grade school . . . . .	2	4	4	7	14	8	2	24	11
Some high school . . . . .	4	11	13	15	22	12	8	35	9
High school graduate . . . . .	8	12	15	16	28	13	9	31	9
Some college . . . . .	14	16	20	18	32	22	17	35	13
College graduate . . . . .	18	10	18	13	32	23	14	41	9
Graduate school . . . . .	20	15	18	13	26	22	19	41	12
Income: \$10,000 or less . . . . .	5	9	15	8	28	11	8	29	13
\$10,001 to \$20,000 . . . . .	7	10	13	12	27	14	8	27	9
\$20,001 to \$30,000 . . . . .	8	12	17	16	26	14	12	26	11
\$30,001 to \$40,000 . . . . .	10	14	15	20	29	18	11	44	13
\$40,001 to \$50,000 . . . . .	11	12	16	17	29	18	13	35	8
\$50,001 to \$75,000 . . . . .	15	13	17	18	28	18	17	32	10
\$75,001 to \$100,000 . . . . .	15	18	18	17	24	23	13	41	11
Over \$100,000 . . . . .	18	12	12	14	23	23	11	46	9

<sup>1</sup> Dancing other than ballet (e.g. folk and tap).

<sup>2</sup> Includes ceramics, jewelry, leatherwork, and metalwork.

<sup>3</sup> Includes making movies or video as an artistic activity.

Source: U.S. National Endowment for the Arts, 1997 Survey of Public Participation in the Arts Research Division Note #70, July 1998.

**No. 448. Performing Arts—Selected Data: 1980 to 1996**

[Receipts and expenditures in millions of dollars. For season ending in year shown, except as indicated]

ITEM	1980	1985	1989	1990	1991	1992	1993	1994	1995	1996
Legitimate theater: <sup>1</sup>										
Broadway shows:										
New productions	61	33	30	35	28	37	33	37	29	38
Playing weeks <sup>2 3</sup>	1,540	1,075	1,097	1,061	970	903	1,019	1,061	1,118	1,146
Attendance (mil.)	9.6	7.3	8.0	8.0	7.3	7.4	7.9	8.1	9.0	9.5
Receipts	146	208	265	282	267	293	328	356	406	436
Nonprofit professional theatres: <sup>4</sup>										
Companies reporting	147	217	192	185	184	182	177	231	215	228
Gross income	113.6	234.7	349.0	307.6	333.9	359.1	342.5	455.1	444.4	450.7
Earned income	67.3	146.1	224.6	188.4	202.6	222.5	209.7	277.4	281.2	274.0
Contributed income	46.3	88.6	124.4	119.2	131.3	136.6	132.8	177.7	163.1	176.7
Gross expenses	113.6	239.3	349.2	306.3	336.7	365.6	349.3	460.2	444.9	439.5
Productions	1,852	2,710	2,469	2,265	2,277	2,310	2,319	2,929	2,646	3,074
Performances	42,109	52,341	53,263	46,131	48,695	46,184	44,933	59,542	56,608	56,954
Total attendance (mil.)	14.2	14.2	18.7	15.2	16.9	16.0	16.5	20.7	18.6	17.1
OPERA America professional member companies: <sup>5</sup>										
Number of companies reporting <sup>6</sup>	79	97	101	98	98	100	85	86	88	83
Expenses <sup>6</sup>	122.4	216.4	311.7	321.2	346.7	371.8	389.5	404.9	435.0	466.7
Performances <sup>7</sup>	1,372	1,909	2,429	2,336	2,283	2,424	1,945	1,982	2,251	2,296
Total attendance (mil.) <sup>7 8</sup>	5.5	6.7	7.4	7.5	7.6	7.3	5.5	6.0	6.5	6.5
Main season attendance (mil.) <sup>7 9</sup>	(NA)	3.3	4.0	4.1	4.3	4.3	3.6	3.7	3.9	3.9
Symphony orchestras: <sup>10</sup>										
Concerts	(NA)	19,573	20,630	18,931	18,074	19,778	18,389	17,795	29,328	28,887
Attendance (mil.)	(NA)	24.0	25.8	24.7	26.7	26.3	24.0	24.4	30.9	31.1
Gross revenue	(NA)	252.4	353.2	377.5	394.5	414.0	430.5	442.5	536.2	558.9
Concert income	(NA)	168.6	231.0	253.3	273.8	284.1	294.1	303.6	368.6	383.7
Endowment income	(NA)	(NA)	46.8	52.1	52.5	55.3	59.7	60.4	76.2	79.9
Other earned income	(NA)	83.8	75.4	72.1	68.2	74.6	76.8	78.5	91.4	95.3
Operating expenses	(NA)	426.1	583.5	621.7	662.2	683.0	689.9	710.0	858.8	892.4
Artistic personnel	(NA)	231.9	310.2	327.3	355.8	398.9	378.8	389.9	464.7	473.9
Concert production	(NA)	69.2	89.0	104.3	110.3	117.2	114.3	129.3	160.6	166.0
Advertising and promotion	(NA)	32.5	47.5	51.3	57.3	58.3	63.1	67.3	75.2	82.9
General and administrative	(NA)	51.3	68.4	73.3	75.6	76.2	73.6	74.4	87.2	88.2
Other	(NA)	41.3	68.4	65.6	63.2	32.4	60.1	49.1	71.1	81.5
Support	(NA)	188.1	249.0	257.8	281.2	279.6	293.0	293.1	351.0	382.8
Tax supported grants	(NA)	42.2	54.5	55.6	58.3	49.1	48.0	46.4	55.5	57.6
Private sector support	(NA)	145.9	194.5	202.1	222.9	230.5	245.0	246.7	295.5	325.3
Development expenses	(NA)	20.8	30.9	31.4	36.7	36.0	38.0	37.9	38.8	42.8
Net support	(NA)	167.3	218.2	226.4	244.6	243.6	255.0	255.2	312.2	340.0

NA Not available.<sup>1</sup> Source: The League of American Theaters and Producers, Inc., New York, NY. <sup>2</sup> All shows (new productions and holdovers from previous seasons). <sup>3</sup> Eight performances constitute one playing week.

<sup>4</sup> Source: Theatre Communications Group, New York, NY. For years ending on or prior to Aug. 31. <sup>5</sup> Source: OPERA America, Washington, DC. For years ending on or prior to Aug. 31. <sup>6</sup> United States companies. <sup>7</sup> Prior to 1993, United States and Canadian companies; beginning 1993, U.S. companies only. <sup>8</sup> Includes educational performances, outreach, etc. <sup>9</sup> For paid performances.

<sup>10</sup> Source: American Symphony Orchestra League, Inc., Washington, DC. For years ending Aug. 31. Prior to 1995 represents 254 U.S. orchestras; beginning 1995, represents all United States. Orchestras, excluding college/university and youth orchestras. Also, beginning 1995, data based on 1,200 orchestras; prior data based on 254.

Source: Compiled from sources listed in footnotes.

**No. 449. Boy Scouts and Girl Scouts—Membership and Units: 1970 to 1997**

[In thousands. Boy Scouts as of Dec. 31; Girl Scouts as of Sept. 30. Includes Puerto Rico and outlying areas]

ITEM	1970	1975	1980	1985	1990	1992	1993	1994	1995	1996	1997
<b>BOY SCOUTS OF AMERICA</b>											
Membership	6,287	5,318	4,318	4,845	5,448	5,334	5,354	5,378	5,457	5,629	5,835
Boys	4,683	3,933	3,207	3,755	4,293	4,146	4,165	4,188	4,256	4,399	4,574
Adults	1,604	1,385	1,110	1,090	1,155	1,188	1,189	1,190	1,201	1,230	1,262
Total units (packs, troops, posts, groups)	157	150	129	134	130	128	128	129	132	135	139
<b>GIRL SCOUTS OF THE U.S.A.</b>											
Membership	3,922	3,234	2,784	2,802	3,269	3,510	3,438	3,363	3,318	3,390	3,525
Girls	3,248	2,723	2,250	2,172	2,480	2,647	2,612	2,561	2,534	2,584	2,671
Adults	674	511	534	630	788	863	826	802	784	807	855
Total units (troops, groups)	164	159	154	166	202	219	221	218	215	219	223

Source: Boy Scouts of America, National Council, Irving, TX, *Annual Report*; and Girl Scouts of the United States of America, New York, NY, *Annual Report*.

**No. 450. Travel by U.S. Residents—Summary: 1985 to 1997**

[In millions, except party size. See headnote, Table 451]

TYPE OF TRIP	1985	1990	1991	1992	1993	1994	1995	1996	1997
All travel: Total trips <sup>1</sup>	497.8	589.4	592.4	650.7	648.2	665.3	669.7	682.8	715.9
Person trips	808.3	956.0	980.1	1,063.0	1,057.5	1,139.1	1,172.6	1,161.2	1,256.1
Party size	1.6	1.6	1.7	1.6	1.6	1.7	1.8	1.7	1.8
Business travel: Total trips	156.6	182.8	176.9	210.8	210.4	193.2	207.8	192.8	207.4
Person trips	196.1	221.8	224.0	278.0	275.4	246.7	275.2	251.2	275.5
Party size	1.3	1.2	1.3	1.3	1.3	1.3	1.3	1.3	1.3
Pleasure travel: Total trips	301.2	361.1	364.3	411.7	413.4	434.3	413.0	432.5	443.2
Person trips	539.5	649.4	666.6	736.4	740.0	781.2	809.5	807.8	862.4
Party size	1.8	1.8	1.8	1.8	1.8	1.8	1.9	1.9	1.9
Vacation travel: Total trips	264.5	328.7	327.7	352.8	352.2	343.4	349.7	375.5	388.6
Person trips	487.8	591.6	605.3	637.1	633.2	664.6	680.4	706.1	751.8
Party size	1.8	1.8	1.9	1.8	1.8	1.9	1.9	1.9	1.9

<sup>1</sup> Includes other trips, not shown separately.Source: Travel Industry Association of America, Washington, DC, *National Travel Survey*, annual, (copyright).**No. 451. Characteristics of Business Trips and Pleasure Trips: 1985 to 1997**[Represents trips to places 100 miles or more from home by one or more household members traveling together.  
Based on a monthly telephone survey of 1,500 U.S. adults. For details, see source]

CHARACTERISTIC	Unit	BUSINESS TRIPS				PLEASURE TRIPS			
		1985	1990	1995	1997	1985	1990	1995	1997
<b>Total trips</b>	<b>Millions</b>	<b>156.6</b>	<b>182.8</b>	<b>207.8</b>	<b>207.4</b>	<b>301.2</b>	<b>361.1</b>	<b>413.0</b>	<b>443.2</b>
Average household members on trip	Number	1.3	1.2	1.3	1.3	1.8	1.8	1.9	1.9
Average nights per trip	Nights	3.6	3.7	3.1	3.2	5.6	4.4	3.8	3.8
Average miles per trip <sup>2</sup>	Miles	1,180	1,020	1,022	1,128	1,010	867	781	901
Traveled primarily by auto/truck/RV <sup>3</sup>	Percent	51	58	63	60	73	77	84	80
rental car	Percent	44	37	35	38	21	18	13	16
Traveled primarily by air	Percent	20	14	22	25	6	7	8	9
Used a rental car while on trip	Percent	62	71	66	65	39	37	39	39
Stayed in a hotel while on trip	Percent	28	21	24	27	13	12	9	11
Used a travel agent	Percent	13	17	14	18	80	82	74	74
Also a vacation trip	Percent	67	71	74	70	48	49	53	53
Male travelers	Percent	33	29	26	30	52	51	47	47
Female travelers	Percent	58	42	25	25	73	63	47	42
Household income:									
Less than \$40,000	Percent	42	56	75	75	27	38	53	58
\$40,000 or more	Percent								

<sup>1</sup> Includes no overnight stays.<sup>2</sup> United States only.<sup>3</sup> Recreational vehicle.Source: Travel Industry Association of America, Washington, DC, *National Travel Survey*, annual, (copyright).**No. 452. Arrangement of Passenger Transportation—Receipts and and Expenses, by Source: 1990 to 1996**

[In millions of dollars. For taxable employer firms. Data are for SIC 472. Based on the 1987 Standard Industrial Classification code; see text, Section 13, Labor Force]

ITEM	1990	1991	1992	1993	1994	1995	1996
<b>RECEIPTS</b>							
<b>Total</b>	<b>10,921</b>	<b>10,152</b>	<b>10,573</b>	<b>11,032</b>	<b>11,710</b>	<b>12,754</b>	<b>13,725</b>
Air carriers	5,837	5,527	5,881	6,211	6,544	7,174	7,689
Water carriers	474	520	523	529	584	679	653
Hotels and motels	771	676	744	773	846	951	1,045
Motor coaches	403	385	379	363	348	342	421
Railroads	127	130	110	122	116	122	147
Rental cars	175	171	187	216	264	335	363
Packaged tours	2,250	1,931	1,989	2,143	2,397	2,539	2,706
Other	884	812	760	671	609	612	701
<b>EXPENSES</b>							
<b>Total</b>	<b>9,912</b>	<b>9,469</b>	<b>9,705</b>	<b>10,051</b>	<b>10,706</b>	<b>11,258</b>	<b>12,238</b>
Annual payroll	3,891	3,740	3,924	4,013	4,489	4,745	5,114
Employer contributions to Social Security and other supplemental benefits	519	516	526	573	664	718	791
Lease and rental payments	919	874	873	838	767	786	850
Advertising and promotion	722	636	653	670	652	607	697
Taxes and licenses	158	134	135	140	153	160	152
Utilities	352	341	371	417	448	505	544
Depreciation	409	379	326	339	365	393	412
Purchased office supplies	321	295	300	288	313	324	337
Purchased repair services	156	139	124	129	142	151	161
Other	2,465	2,415	2,473	2,644	2,713	2,869	3,180

Source: U.S. Bureau of the Census, *Current Business Reports, Service Annual Survey: 1996, BS/96*.

**No. 453. Domestic Travel Expenditures, by State: 1995**

[Represents U.S. spending on domestic overnight trips and day trips of 100 miles or more away from home.  
Excludes spending by foreign visitors and by U.S. residents in U.S. territories and abroad]

STATE	Total (mil. dol.)	Share of total (per- cent)	Rank	STATE	Total (mil. dol.)	Share of total (per- cent)	Rank	STATE	Total (mil. dol.)	Share of total (per- cent)	Rank
<b>U.S. total .</b>	<b>360,314</b>	<b>100.0</b>	<b>(X)</b>	KY . . . . .	4,034	1.0	29	OH . . . . .	9,641	2.4	11
AL . . . . .	4,092	1.0	28	LA . . . . .	6,059	1.6	21	OK . . . . .	3,015	0.7	36
AK . . . . .	1,157	0.3	46	ME . . . . .	1,600	0.4	42	OR . . . . .	4,263	1.1	27
AZ . . . . .	6,333	1.8	19	MD . . . . .	5,667	1.4	22	PA . . . . .	11,186	2.9	8
AR . . . . .	3,078	0.7	34	MA . . . . .	8,031	2.3	14	RI . . . . .	744	0.2	51
CA . . . . .	46,672	13.8	1	MI . . . . .	8,396	2.1	13	SC . . . . .	5,366	1.4	23
CO . . . . .	6,707	1.7	17	MN . . . . .	4,931	1.2	24	SD . . . . .	909	0.2	48
CT . . . . .	3,810	1.0	30	MS . . . . .	3,185	0.8	32	TN . . . . .	7,679	1.9	15
DE . . . . .	886	0.2	50	MO . . . . .	6,989	1.7	16	TX . . . . .	22,562	6.1	3
DC . . . . .	3,245	1.2	31	MT . . . . .	1,546	0.4	43	UT . . . . .	3,046	0.8	35
FL . . . . .	30,879	10.2	2	NE . . . . .	2,058	0.5	39	VT . . . . .	1,136	0.3	47
GA . . . . .	10,457	2.7	9	NV . . . . .	15,006	4.0	6	VA . . . . .	9,996	2.5	10
HI . . . . .	6,434	3.1	18	NH . . . . .	1,676	0.4	40	WA . . . . .	6,060	1.7	20
ID . . . . .	1,650	0.4	41	NJ . . . . .	11,708	2.9	7	WV . . . . .	1,467	0.4	44
IL . . . . .	15,852	4.1	5	NM . . . . .	2,931	0.7	37	WI . . . . .	4,809	1.2	25
IN . . . . .	4,634	1.2	26	NY . . . . .	21,647	7.0	4	WY . . . . .	1,232	0.3	45
IA . . . . .	3,172	0.8	33	NC . . . . .	9,056	2.2	12				
KS . . . . .	2,729	0.7	38	ND . . . . .	897	0.2	49				

X Not applicable.

Source: Travel Industry Association of America, Washington, DC, *Impact of Travel on State Economies, 1995* (copyright).**No. 454. International Travelers and Expenditures, With Projections: 1988 to 1997**

[For coverage, see Table 455. Minus sign (-) indicates deficit]

YEAR	TRAVEL AND PASSENGER FARE (mil. dol.)				U.S. net travel and passenger payments (mil. dol.)	U.S. travelers to foreign countries (1,000)	Foreign visitors to the U.S. (1,000)			
	Payments by U.S. travelers		Receipts from foreign visitors							
	Total <sup>1</sup>	Expenditures abroad	Total <sup>1</sup>	Travel receipts						
1988 . . . . .	39,843	32,114	38,409	29,434	-1,434	40,669	33,942			
1989 . . . . .	41,665	33,416	46,863	36,205	5,198	41,138	36,365			
1990 . . . . .	47,880	37,349	58,305	43,007	10,425	44,623	39,363			
1991 . . . . .	45,334	35,322	64,237	48,384	18,903	41,566	42,674			
1992 . . . . .	49,108	38,552	71,359	54,742	22,251	43,898	47,261			
1993 . . . . .	52,026	40,713	73,986	57,875	21,960	44,411	45,779			
1994 . . . . .	56,667	43,782	75,500	58,417	18,833	46,450	44,753			
1995 . . . . .	60,486	46,053	82,520	63,395	22,034	50,763	43,318			
1996, est. . . . .	64,515	48,739	90,465	69,908	25,950	52,311	46,489			
1997, proj. . . . .	75,032	57,183	88,928	68,043	13,896	53,991	46,216			

<sup>1</sup> Includes passenger fares not shown separately.Source: U.S. Dept. of Commerce, International Trade Administration, Internet site <<http://www.tinet.ita.doc.gov/free>> (Accessed 14 April 1998).**No. 455. Foreign Travel: 1989 to 1996**

[In thousands.] U.S. travelers cover residents of the United States, its territories and possessions. Foreign travelers to the United States include travelers for business and pleasure, international travelers in transit through the United States, and students; excludes travel by international personnel and international businessmen employed in the United States]

ITEM AND AREA	1989	1990	1991	1992	1993	1994	1995	1996, est.
<b>U.S. travelers to foreign countries . . . . .</b>	<b>41,138</b>	<b>44,623</b>	<b>41,566</b>	<b>43,898</b>	<b>44,411</b>	<b>46,450</b>	<b>50,763</b>	<b>52,311</b>
Canada . . . . .	12,184	12,252	12,003	11,819	12,024	12,542	12,933	12,909
Mexico . . . . .	14,163	16,381	15,042	16,114	15,285	15,759	18,771	19,616
Total overseas . . . . .	14,791	15,990	14,521	15,965	17,102	18,149	19,059	19,786
Europe . . . . .	7,233	8,043	6,316	7,136	7,491	8,167	8,596	8,706
<b>Foreign travelers to the U.S. . . . .</b>	<b>36,365</b>	<b>39,363</b>	<b>42,674</b>	<b>47,262</b>	<b>45,779</b>	<b>44,753</b>	<b>43,318</b>	<b>46,489</b>
Canada . . . . .	15,325	17,263	19,113	18,598	17,293	14,974	14,663	15,301
Mexico . . . . .	7,041	7,041	7,406	10,872	9,824	11,321	8,016	8,530
Total overseas . . . . .	13,999	15,059	16,155	17,791	18,662	18,458	20,639	22,658
Europe . . . . .	6,251	6,659	7,360	8,262	8,630	8,119	8,793	9,727
South America . . . . .	1,134	1,328	1,575	1,770	2,026	2,112	2,449	2,461
Central America . . . . .	384	412	444	481	545	513	509	524
Caribbean . . . . .	1,109	1,137	1,061	1,004	1,098	1,031	1,044	1,133
Far East . . . . .	4,023	4,360	4,579	5,097	5,165	5,551	6,616	7,500
Middle East . . . . .	356	365	357	373	419	403	454	480
Oceania . . . . .	605	662	641	654	609	556	588	629
Africa . . . . .	137	137	139	150	169	173	186	205

Source: U.S. Dept. of Commerce, International Trade Administration, Internet site <<http://www.tinet.ita.doc.gov/abstract>> (Accessed 10 April 1998).

**No. 456. Top States and Cities Visited by Overseas Travelers: 1995 and 1996**

[Includes travelers for business and pleasure, international travelers in transit through the United States, and students; excludes travel by international personnel and international businessmen employed in the United States]

STATE	OVERSEAS VISITORS (1,000)		MARKET SHARE (percent)		CITY	OVERSEAS VISITORS (1,000)		MARKET SHARE (percent)	
	1995	1996	1995	1996		1995	1996	1995	1996
<b>Total overseas travelers .</b>	<b>20,639</b>	<b>22,658</b>	<b>100.0</b>	<b>100.0</b>	New York City . . . . .	4,252	4,532	20.6	20.0
California . . . . .	5,304	6,004	25.7	26.5	Los Angeles . . . . .	3,323	3,603	16.1	15.9
Florida . . . . .	5,345	5,710	25.9	25.2	Miami . . . . .	2,951	3,127	14.3	13.8
New York . . . . .	4,479	4,804	21.7	21.2	San Francisco . . . . .	2,539	2,923	12.3	12.9
Hawaii . . . . .	2,910	3,059	14.1	13.5	Orlando . . . . .	2,621	2,583	12.7	11.4
Nevada . . . . .	1,858	2,062	9.0	9.1	Oahu/Honolulu . . . . .	2,373	2,402	11.5	10.6
Guam . . . . .	1,238	1,292	6.0	5.7	Las Vegas . . . . .	1,754	1,971	8.5	8.7
Illinois . . . . .	1,115	1,178	5.4	5.2	Washington, DC . . . . .	1,589	1,382	7.7	6.1
Massachusetts . . . . .	1,053	1,156	5.1	5.1	Chicago . . . . .	1,053	1,110	5.1	4.9
Arizona . . . . .	887	997	4.3	4.4	Boston . . . . .	970	1,065	4.7	4.7
Texas . . . . .	867	974	4.2	4.3	San Diego . . . . .	722	702	3.5	3.1
Pennsylvania . . . . .	599	702	2.9	3.1	Tampa/St. Petersburg . . . . .	516	589	2.5	2.6
Georgia . . . . .	599	657	2.9	2.9	Anaheim . . . . .	495	589	2.4	2.6
New Jersey . . . . .	599	634	2.9	2.8	Atlanta . . . . .	495	566	2.4	2.5
Washington . . . . .	599	612	2.9	2.7	Seattle . . . . .	537	544	2.6	2.4
Colorado . . . . .	433	566	2.1	2.5	Philadelphia . . . . .	330	431	1.6	1.9
Utah . . . . .	433	498	2.1	2.2	Phoenix . . . . .	351	408	1.7	1.8
Louisiana . . . . .	413	408	2.0	1.8	Houston . . . . .	433	408	2.1	1.8
Ohio . . . . .	351	385	1.7	1.7	San Jose . . . . .	289	408	1.4	1.8
North Carolina . . . . .	310	363	1.5	1.6	Dallas/Ft. Worth . . . . .	310	385	1.5	1.7
Michigan . . . . .	372	363	1.8	1.6	New Orleans . . . . .	372	363	1.8	1.6
Virginia . . . . .	351	340	1.7	1.5	Denver . . . . .	248	363	1.2	1.6
Minnesota . . . . .	206	272	1.0	1.2	Ft. Lauderdale . . . . .	413	317	2.0	1.4
Maryland . . . . .	248	272	1.2	1.2	Florida Keys . . . . .	413	317	2.0	1.4
Oregon . . . . .	248	249	1.2	1.1	Detroit . . . . .	268	249	1.3	1.1
Tennessee . . . . .	268	227	1.3	1.0	Minneapolis/St. Paul . . . . .	165	227	0.8	1.0
Connecticut . . . . .	227	227	1.1	1.0	Riverside/San Bernardino . . . . .	186	227	0.9	1.0
South Carolina . . . . .	227	181	1.1	0.8	Sarasota . . . . .	144	227	0.7	1.0
Wisconsin . . . . .	144	159	0.7	0.7	Ft. Myers . . . . .	206	227	1.0	1.0
Wyoming . . . . .	165	159	0.8	0.7					
Missouri . . . . .	144	159	0.7	0.7					

Source: U.S. Dept. of Commerce, International Trade Administration, Internet site <<http://www.tinet.ita.doc.gov/free/>> (Accessed 08 April 1998).

**No. 457. Foreign Visitors for Pleasure Admitted, by Country of Last Residence: 1985 to 1996**

[In thousands. For years ending September 30. See headnote, Table 7, Section 1, Population]

COUNTRY	1985	1990	1995	1996	COUNTRY	1985	1990	1995	1996
<b>Total<sup>1</sup> . . . . .</b>	<b>6,609</b>	<b>13,418</b>	<b>17,612</b>	<b>19,110</b>	Africa <sup>2</sup> . . . . .	101	105	137	157
Europe <sup>2</sup> . . . . .	2,048	5,383	7,012	7,478	Egypt . . . . .	16	16	16	19
Austria . . . . .	34	87	146	158	Nigeria . . . . .	25	11	10	12
Belgium . . . . .	39	95	153	170	Oceania <sup>2</sup> . . . . .	282	562	478	512
Denmark . . . . .	36	75	78	89	Australia . . . . .	195	380	327	342
Finland . . . . .	24	83	47	53	New Zealand . . . . .	74	153	115	127
France . . . . .	226	566	738	767	North America . . . . .	1,664	2,463	2,240	2,314
Greece . . . . .	34	43	44	43	Canada . . . . .	79	119	127	121
Ireland . . . . .	55	81	126	151	Mexico . . . . .	773	1,061	893	908
Italy . . . . .	155	308	427	437	Caribbean <sup>2</sup> . . . . .	584	963	831	907
Netherlands . . . . .	82	214	308	325	Bahamas, The . . . . .	211	332	234	292
Norway . . . . .	41	80	71	80	Barbados . . . . .	17	34	36	37
Poland . . . . .	40	55	36	45	Cayman Islands . . . . .	18	31	31	34
Soviet Union . . . . .	2	53	54	71	Dominican Republic . . . . .	57	137	138	140
Spain . . . . .	64	183	248	262	Haiti . . . . .	56	57	43	39
Sweden . . . . .	71	230	142	165	Jamaica . . . . .	74	132	130	144
Switzerland . . . . .	110	236	321	337	Netherlands Antilles . . . . .	27	31	32	27
United Kingdom . . . . .	598	1,899	2,342	2,495	Trinidad and Tobago . . . . .	71	81	64	70
Germany <sup>3</sup> . . . . .	373	969	1,550	1,624	Central America <sup>2</sup> . . . . .	228	320	387	376
Asia <sup>2</sup> . . . . .	1,866	3,830	5,666	5,445	Costa Rica . . . . .	41	62	91	87
China (Mainland China and Taiwan) . . . . .	83	187	378	363	El Salvador . . . . .	38	46	63	62
Hong Kong . . . . .	64	111	162	174	Guatemala . . . . .	53	91	99	97
India . . . . .	52	75	75	84	Panama . . . . .	38	43	54	54
Israel . . . . .	80	128	160	186	South America <sup>2</sup> . . . . .	606	1,016	1,978	2,000
Japan . . . . .	1,277	2,846	3,986	3,621	Argentina . . . . .	66	136	320	339
Korea . . . . .	26	120	427	513	Brazil . . . . .	148	300	710	723
Philippines . . . . .	59	76	85	86	Chile . . . . .	28	54	117	121
Saudi Arabia . . . . .	31	33	45	42	Colombia . . . . .	123	122	174	187
Singapore . . . . .	23	32	61	72	Ecuador . . . . .	42	57	77	78
					Peru . . . . .	44	97	98	101
					Venezuela . . . . .	122	199	400	362

<sup>1</sup> Includes countries unknown or not reported. <sup>2</sup> Includes countries not shown separately.

<sup>3</sup> Data prior to 1995 for former West Germany.

Source: U.S. Immigration and Naturalization Service, *Statistical Yearbook*, annual.