

Table 1240. Adult Participation in Selected Leisure Activities by Frequency: 2010

[In thousands (16,640 represents 16,640,000), except percent. For fall 2010. Percent is based on total projected population of 228,112,000. Based on sample and subject to sampling error; see source]

Activity	Participated in the last 12 months ¹		Frequency of participation							
			Two or more times a week		Once a week		Two to three times a month		Once a month	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Adult education courses	16,640	7.3	3,116	1.4	1,973	0.9	762	0.3	1,312	0.6
Attend auto shows	19,346	8.5	313	0.1	337	0.2	557	0.2	721	0.3
Attend art galleries or shows	20,985	9.2	78	(Z)	215	0.1	879	0.4	2,272	1.0
Attend classical music/opera performances	9,715	4.3	99	(Z)	65	(Z)	409	0.2	900	0.4
Attend country music performances	11,266	4.9	67	(Z)	125	0.1	239	0.1	458	0.2
Attend dance performances	10,010	4.4	122	0.1	162	0.1	335	0.2	403	0.2
Attend horse races	6,654	2.9	159	0.1	177	0.1	155	0.1	379	0.2
Attend other music performances ²	26,536	11.6	135	0.1	332	0.2	1,120	0.5	2,129	0.9
Attend rock music performances	25,176	11.0	187	0.1	173	0.1	730	0.3	1,136	0.5
Backgammon	4,234	1.9	435	0.2	366	0.2	416	0.2	486	0.2
Baking	57,703	25.3	10,394	4.6	8,482	3.7	12,482	5.5	9,321	4.1
Barbecuing	79,119	34.7	12,497	5.5	12,939	5.7	18,871	8.3	10,473	4.6
Billiards/pool	19,468	8.5	975	0.4	1,432	0.6	2,125	0.9	2,063	0.9
Bird watching	13,793	6.1	6,101	2.7	1,338	0.6	1,169	0.5	876	0.4
Board games	37,993	16.7	2,890	1.3	3,134	1.4	6,574	2.9	7,759	3.4
Book clubs	5,747	2.5	285	0.1	234	0.1	419	0.2	2,732	1.2
Chess	6,896	3.0	549	0.2	533	0.2	823	0.4	576	0.3
Concerts on radio	6,441	2.8	1,308	0.6	747	0.3	548	0.2	572	0.3
Cooking for fun	50,243	22.0	19,162	8.4	7,495	3.3	6,795	3.0	4,415	1.9
Crossword puzzles	29,996	13.2	12,866	5.6	3,136	1.4	2,811	1.2	2,674	1.2
Dance/go dancing	20,995	9.2	1,636	0.7	2,162	1.0	2,728	1.2	2,964	1.3
Dining out	112,477	49.3	20,158	8.8	25,173	11.0	26,644	11.7	15,686	6.9
Entertain friends or relatives at home	87,455	38.3	6,976	3.1	9,139	4.0	18,565	8.1	19,611	8.6
Fantasy sports league	8,969	3.9	2,855	1.3	1,559	0.7	372	0.2	330	0.1
Furniture refinishing	6,292	2.8	201	0.1	79	(Z)	359	0.2	406	0.2
Go to bars/night clubs	43,513	19.1	3,133	1.4	4,846	2.1	7,428	3.3	6,430	2.8
Go to beach	58,670	25.7	3,303	1.5	2,018	0.9	4,875	2.1	5,428	2.4
Go to live theater	30,547	13.4	333	0.2	256	0.1	896	0.4	3,331	1.5
Go to museums	32,960	14.5	121	0.1	198	0.1	1,171	0.5	3,317	1.5
Home decoration and furnishing	22,781	10.0	890	0.4	977	0.4	1,861	0.8	4,178	1.8
Karaoke	8,186	3.6	460	0.2	401	0.2	665	0.3	904	0.4
Painting, drawing	13,791	6.1	2,360	1.0	1,288	0.6	1,625	0.7	1,609	0.7
Photo album/scrap book	15,284	6.7	1,237	0.5	743	0.3	1,973	0.9	2,332	1.0
Photography	26,173	11.5	4,358	1.9	3,310	1.5	5,332	2.3	3,508	1.5
Picnic	26,321	11.5	281	0.1	591	0.3	1,672	0.7	3,780	1.7
Play bingo	10,271	4.5	754	0.3	1,095	0.5	811	0.4	1,342	0.6
Play cards	46,190	20.3	5,679	2.5	4,969	2.2	6,400	2.8	7,567	3.3
Play musical instrument	18,078	7.9	7,435	3.3	2,096	0.9	1,959	0.9	1,211	0.5
Reading books	86,540	37.9	47,483	20.8	8,298	3.6	7,513	3.3	6,312	2.8
Reading comic books	5,557	2.4	1,161	0.5	636	0.3	886	0.4	527	0.2
Sudoku puzzles	26,540	11.6	10,265	4.5	2,505	1.1	3,159	1.4	2,495	1.1
Trivia games	11,872	5.2	1,891	0.8	1,327	0.6	1,397	0.6	1,490	0.7
Woodworking	10,202	4.5	1,714	0.8	965	0.4	1,631	0.7	1,443	0.6
Word games	22,147	9.7	7,768	3.4	2,709	1.2	2,817	1.2	1,899	0.8
Zoo attendance	28,148	12.3	189	0.1	239	0.1	632	0.3	2,112	0.9

Z represents less than 0.05. ¹ Includes those participating less than once a month not shown separately. ² Excluding country and rock.

Source: GfK Mediamark Research & Intelligence, LLC, New York, NY, *Top-line Reports* (copyright). See also <<http://www.gfkmri.com/>>.

Table 1241. Household Pet Ownership: 2006

[In percent, except as indicated (72.1 represents 72,100,000). Based on a sample survey of 47,000 households in 2006]

Item	Dogs	Cats	Birds	Horses
Total companion pet population (millions) ¹	72.1	81.7	11.2	7.3
Number of households owning pets (millions)	43.0	37.5	4.5	2.1
Percent of households owning companion pets ¹	37.2	32.4	3.9	1.8
Average number owned per household	1.7	2.2	2.5	3.5
PERCENT OF HOUSEHOLDS OWNING PETS				
Annual household income:				
Under \$20,000	30.7	30.1	4.4	1.5
\$20,000 to \$34,999	37.3	33.6	4.2	1.7
\$35,000 to \$54,999	39.8	34.1	4.4	2.1
\$55,000 to \$84,999	42.8	35.5	3.7	1.9
\$85,000 and over	42.1	33.3	3.7	2.3
Household size: ¹				
One person	21.9	24.7	2.1	0.8
Two persons	37.6	33.4	3.9	1.7
Three persons	47.5	39.1	5.1	2.3
Four persons	51.9	38.5	5.4	2.7
Five or more persons	54.3	40.0	6.6	3.6

¹ As of December 31, 2006.

Source: American Veterinary Medical Association, Schaumburg, IL, *U.S. Pet Ownership and Demographics Sourcebook, 2007*, (copyright). See also <<http://www.avma.org/reference/marketstats/sourcebook.asp>>.