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BICYCLING

4.1 Overview

According to the *Sports, Fitness, and Leisure Activities Topline Participation Report 2022*, published by the Sports & Fitness Industry Association (SFIA, www.sfia.org), 42.8 million people biked at least once in 2021 – 22.3 million were casual participants (<8 times per year) and 20.5 million were core participants (8 or more times per year). Participation has been as follows:

	Casual	Core	Total
• 2009:	18.5 million	20.6 million	39.1 million
• 2010:	19.0 million	20.8 million	39.8 million
• 2011:	19.1 million	20.7 million	39.8 million
• 2012:	19.0 million	20.8 million	39.8 million
• 2013:	19.5 million	21.4 million	40.9 million
• 2014:	19.3 million	20.5 million	39.7 million
• 2015:	18.8 million	19.4 million	38.3 million
• 2016:	19.2 million	19.1 million	38.4 million
• 2017:	20.2 million	18.7 million	38.9 million
• 2018:	20.8 million	18.3 million	39.0 million
• 2019:	20.8 million	18.6 million	39.4 million
• 2020:	23.7 million	20.8 million	44.5 million
• 2021:	22.3 million	20.5 million	42.8 million

The demographics of bicyclists who ride more than six times a year are as follows (source: National Sporting Goods Association [www.nsga.org]):

Gender

- Female: 45.9%
- Male: 54.1%

Age:

- 7-to-11: 22.9%
- 12-to-17: 18.8%
- 18-to-24: 9.4%
- 25-to-34: 17.0%
- 35-to-44: 15.2%
- 45-to-54: 7.5%
- 55-to-64: 4.4%
- 65 and over: 4.8%

Income

- Under \$15,000: 13.3%
- \$15,000 to \$24,999: 12.9%
- \$25,000 to \$34,999: 15.3%
- \$35,000 to \$49,999: 20.7%
- \$50,000 to \$74,999: 24.5%
- Over \$75,000: 13.3%

4.2 Bicycle-Friendly Cities

In 2021, Walk Score ranked the top bike-friendly cities with a population of 200,000 or more as follows:

1. Minneapolis, MN
2. Portland, OR
3. San Francisco, CA
4. Chicago, IL
5. Denver, CO
6. Seattle, WA
7. Long Beach, CA
8. Washington, DC
9. Boston, MA
10. New York, NY

4.3 Bicycle-Friendly Communities

The League of American Bicyclists (www.bikeleague.org) recognized Bike-Friendly Communities in 2021 as follows:

Platinum Award

- Boulder, CO
- Davis, CA
- Fort Collins, CO
- Madison, WI
- Portland, OR

Gold Award

- Ann Arbor, MI
- Ashland, OR
- Aspen, CO
- Austin, TX
- Bellingham, WA
- Bloomington, IN
- Breckenridge, CO

- Carbondale, CO
- Chico, CA
- Corvallis, OR
- Durango, CO
- Eugene, OR
- Hilton Head Island, SC
- Jackson and Teton County, WY
- Menlo Park, CA
- Minneapolis, MN
- Missoula, MT
- Oakland, CA
- Palo Alto, CA
- Park City and Snyderville Basin, UT
- San Francisco, CA
- San Luis Obispo, CA
- Sanibel, FL
- Santa Cruz, CA
- Santa Monica, CA
- Scottsdale, AZ
- Seattle, WA
- Somerville, MA
- Steamboat Springs, CO
- Tempe, AZ
- The Villages, FL
- Tucson & Eastern Pima County Region, AZ
- Urbana, IL
- Washington, DC
- Wood River Valley, ID

In addition to the five Platinum Awards and 35 Gold Awards, there were also 107 Silver Awards and 349 Bronze Awards. A list of all recognitions is available at https://bikeleague.org/sites/default/files/BFC_Fall_2021_ALL_Current_BFCs.pdf.

4.4 Bicycle-Friendly States

The League of American Bicyclists ranked Bicycle Friendly States as follows:

- | | |
|------------------|------------------|
| 1. Washington | 9. Virginia |
| 2. Oregon | 10. Florida |
| 3. Minnesota | 11. Pennsylvania |
| 4. California | 12. New Jersey |
| 5. Massachusetts | 13. New York |
| 6. Delaware | 14. Maryland |
| 7. Colorado | 15. Michigan |
| 8. Utah | 16. Illinois |

- | | |
|--------------------|--------------------|
| 17. Vermont | 34. West Virginia |
| 18. Ohio | 35. Missouri |
| 19. Georgia | 36. New Hampshire |
| 20. Maine | 37. Kansas |
| 21. Connecticut | 38. Hawaii |
| 22. North Carolina | 39. Alaska |
| 23. Arizona | 40. South Dakota |
| 24. Indiana | 41. Oklahoma |
| 25. Tennessee | 42. South Carolina |
| 26. Iowa | 43. Kentucky |
| 27. Texas | 44. New Mexico |
| 28. Louisiana | 45. Alabama |
| 29. Wisconsin | 46. North Dakota |
| 30. Rhode Island | 47. Montana |
| 31. Nevada | 48. Mississippi |
| 32. Arkansas | 49. Nebraska |
| 33. Idaho | 50. Wyoming |

4.5 Bicycle Trails

The U.S. Bicycle Route System is under development as a national network of bicycle routes linking urban, suburban, and rural areas across the continental United States. For a route to be officially designated a U.S. Bicycle Route, it must connect two or more states, a state and an international border, or other U.S. Bicycle Routes. Routes are nominated for numbered designation by State Departments of Transportation (DOTs) and are catalogued by the American Association of State Highway and Transportation Officials (AASHTO, www.transportation.org) through the Special Committee on U.S. Route Numbering, the same committee that assigns numbers to U.S. highways and interstates. The Adventure Cycling Association (www.adventurecycling.org) provides staff support for the program and publishes a blog that explains and provides route updates for the U.S. Bike Route System (www.adventurecycling.org/resources/blog).

The East Coast Greenway (ECG; www.greenway.org), begun in 1991, is one of the most ambitious bicycle route projects to date; the scope of the project is to link 2,900 miles of urban, suburban, and rural hiking and biking trails from the Canadian border in Maine to the Florida Keys. Similar in scope to the Appalachian Trail – but passing through dense population zones like Boston, New York, and Washington, D.C. – the ECG is largely funded by government grants earmarked for alternative transportation projects.

The status of the Greenway in 2021 was as follows:

	Total Miles, Spine Route	Miles of Protected Greenway
• Connecticut:	200	98
• Delaware:	36	24
• District of Columbia:	8	6

• Florida:	595	251
• Georgia:	165	14
• Maine:	336	125
• Maryland:	171	62
• Massachusetts:	136	57
• New Jersey:	96	54
• New York:	34	18
• New Hampshire:	17	15
• North Carolina:	365	97
• Pennsylvania:	60	26
• Rhode Island:	48	32
• South Carolina:	264	50
• Virginia:	283	57

The Adventure Cycling Association (www.adventurecycling.org) developed the Underground Railroad Bicycle Route (Mobile, Alabama, to Owen Sound, Ontario) in 2007. There are five segments totaling a distance of 2,006 miles. This is the only U.S. trail ranked by *National Geographic* in the world's Top 10 Cycling Routes.

Launched in 2019 and scheduled for completion in 2040, The Great American Rail-Trail (www.railstotrails.org/greatamericanrailtrail/) will be built atop or adjacent to abandoned railway lines and account for more than 24,000 miles of multi-use trails from Washington, DC to the State of Washington. The trail will directly serve nearly 50 million people within 50 miles of the route. In 2021, 54 miles had been completed.

According to a Rails-To-Trails Conservancy study, trail use across the U.S. spiked by 200% in Spring 2020, in large part due to the coronavirus pandemic.

4.6 Mountain Biking

According to the SFIA, 8.7 million people mountain biked at least once in 2021 – 4.5 million were casual participants (<8 times per year), and 4.2 million were core participants (8 or more times per year).

The following are among the best mountain biking trails in the U.S.:

- Big Bend National Park (Texas; www.nps.gov/bibe/planyourvisit/biking.htm)
- Big Boulder Trail (Downieville, CA; www.imba.com/epics/big-boulder-trail)
- Buffalo Creek Trail (Pine, CO; www.singletracks.com/bike-trails/buffalo-creek.html)
- Crested Butte Trail 401 (Colorado; www.visitcrestedbutte.com/ride.cfm?rideid=11)
- Gauley Headwaters Trail (West Virginia; www.singletracks.com/bike-trails/gauley-headwaters.html)
- Greenbrier River Trail (West Virginia; www.greenbrierrailtrailstatepark.com)
- Natchez Trace Parkway (Mississippi; www.nps.gov/natr/index.htm)
- San Juan Islands (Washington; www.visitsanjuans.com/what-to-do/san-juan-islands-bicycling)
- Slickrock Trail (Utah; www.utah.com/bike/trails/slickrock.htm)

4.7 Market Resources

Adventure Cycling Association, 150 East Pine Street, P.O. Box 8308, Missoula, MT 59807. (800) 755-2453. (www.adventurecycling.org)

East Coast Greenway, 5826 Fayetteville Road, Suite 210, Durham, NC 27713. (919) 797-0619. (www.greenway.org)

International Mountain Bicycling Association, 4888 Pearl East Circle, Suite 200E, Boulder, CO 80301. (303) 545-9011. (www.imba.com)

League of American Bicyclists, 1612 K Street NW, Suite 510, Washington, DC 20006. (202) 822-1333. (www.bikeleague.org)

Pedestrian and Bicycle Information Center, 730 Martin Luther King Jr. Boulevard, Suite 300, Chapel Hill, NC 27599. (888) 823-3977. (www.pedbikeinfo.org)

People Powered Movement, 1705 DeSales Street NW, Washington DC 20036. (202) 883-7557. (www.peoplepoweredmovement.org)

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CAMPING

5.1 Overview

According to *The North American Camping Report*, by Kampgrounds of America (www.koa.com), 78.8 million households (62% of all U.S. households) camp at least occasionally. There are 39.2 households (31% of all U.S. households) that camp at least once a year; 17.7 million households (14% of all U.S. households) do so three or more times.

By location, camping nights are spent as follows:

- National/state/municipal park: 40%
- Privately owned, no membership required campground: 25%
- Public or privately owned land other than campground: 20%
- Back country, national forest, or wilderness area: 8%
- Other: 7%

There are over 17,000 campgrounds in the U.S., according to the National Association of RV Parks and Campgrounds (www.arvc.org).

5.2 Campers

By demographic, the distribution of campers is as follows (source: *The North American Camping Report*):

Generation	All Active Campers	New Campers
• Millennials:	40%	56%
• Generation Xers:	36%	25%
• Baby Boomers:	19%	14%
• Seniors:	5%	4%

Race/Ethnicity	All Active Campers	New Campers
• Caucasian:	71%	49%
• African-American:	9%	14%
• Hispanic:	11%	22%
• Asian/Pacific Islander:	7%	14%
• Other:	2%	1%

Income

- Less than \$25,000: 19%
- \$25,000 to \$49,999: 28%
- \$50,000 to \$74,999: 21%
- \$75,999 to \$99,999: 14%
- \$100,000 or higher: 18%

“Camping has increasingly become a cultural melting pot. Campers of African American, Hispanic, and/or Asian descent now turn to camping in numbers that more closely match the general U.S. Census. [Among all campers], African American/Black campers are most likely to report an increase in camping.”

North American Camping Report

Fifty-two percent (52%) of camper households include minor children in the household. This compares with 34% of all U.S. households with minor children.

Eight percent (8%) of same-sex households camp. Roughly 2% of all U.S. households are same-sex households.

Campers use accommodations as follows:

- Tents: 53%
- Cabins: 25%
- RVs: 19%
- Other: 3%

By camper type, total nights spent camping are as follows:

	Tent	Cabin	RV	Total
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Travel distances for camping are as follows:

- Less than 50 miles: 31%
- 51 to 100 miles: 23%

- 101 to 150 miles: 16%
- 151 to 200 miles: 10%
- More than 200 miles: 20%

5.3 Glamping

Glamorous camping experiences, dubbed ‘glamping,’ include lodges, RVs, and tepees that give people an outdoor experience with some of the comforts they enjoy. Amenities typically include a bathroom, kitchen, television, and wi-fi.

The 2021 Readers Choice Awards poll by 10Best (www.10best.com), a *USA Today* site, ranked the best glamping spots as follows:

1. Out n' About Treehouse Treesort (Cave Junction, OR)
2. Little Arrow Outdoor Resort (Townsend, TN)
3. Sandy Pines Campground (Kennebunkport, ME)
4. Black Tree Resort (Lake George, CO)
5. Conestoga Ranch (Garden City, UT)
6. Alpenglow Luxury Camping (Glacier View, AK)
7. Fancy Camps (Topsail Preserve State Park, FL)
8. Asheville Glamping (Asheville, NC)
9. AutoCamp (multiple locations)
10. Inn Town Campground (Nevada City, CA)

5.4 Market Resources

The 2022 North American Camping Report, Kampgrounds of America. (www.koa.com/north-american-camping-report/)

PICKLEBALL

33.1 Overview

Pickleball, a mashup of tennis, pingpong and badminton, is one of America's fastest-growing sports. The game dates to 1965.

There were approximately 10,000 public pickleball courts across the U.S. at year-end 2021, according to USA Pickleball (www.usapickleball.org), the national governing body for the sport of pickleball in the U.S.

Three professional leagues have recently launched, as follows:

- Association of Pickleball Professionals (2019; www.apptour.org)
- Major League Pickleball (2021; www.majorleaguepickleball.net)
- Professional Pickleball Association (2019; www.ppatour.com)

33.2 Participation

According to the *Sports, Fitness, and Leisure Activities Topline Participation Report 2022*, published by the Sports & Fitness Industry Association (SFIA, www.sfia.org), 4.8 million people played pickleball at least once in 2021 – 3.5 million were casual participants (<8 times) and 1.4 million were core participants (8 or more times). Participation has been as follows:

	Casual	Core	Total
• 2016:	1.7 million	1.1 million	2.8 million
• 2017:	1.9 million	1.2 million	3.1 million
• 2018:	2.0 million	1.2 million	3.3 million
• 2019:	2.2 million	1.3 million	3.4 million
• 2020:	2.8 million	1.4 million	4.2 million
• 2021:	3.5 million	1.5 million	4.8 million

Sixty percent (60%) of regular pickleball players are age 55 and older, according to AARP (www.aarp.org).

33.3 Top Cities For Pickleball

According to the Trust For Public Land (www.tpl.org), the following cities have the highest pickleball court density per capita:

- Seattle, WA: 3.0 courts per 10,000 residents
- Des Moines, IA: 2.9 courts per 10,000 residents

- Columbus, OH: 2.7 courts per 10,000 residents
- Saint Paul, MN: 2.6 courts per 10,000 residents
- Honolulu, HI: 2.5 courts per 10,000 residents
- Chesapeake, VA: 2.2 courts per 10,000 residents
- Madison, WI: 2.2 courts per 10,000 residents
- Arlington, VA: 2.1 courts per 10,000 residents
- St. Petersburg, FL: 2.0 courts per 10,000 residents
- Boise, ID: 1.7 courts per 10,000 residents
- Cincinnati, OH: 1.6 courts per 10,000 residents
- Gilbert, AZ: 1.5 courts per 10,000 residents
- Henderson, NV: 1.5 courts per 10,000 residents
- Scottsdale, AZ: 1.5 courts per 10,000 residents
- Tampa, FL: 1.5 courts per 10,000 residents

33.4 Market Resources

Calendar of Pickleball Tournaments (www.pickleballtournaments.com)

International Federation of Pickleball, 3536 N. Snead Drive, Goodyear, AZ 85395.
(www.ifpickleball.org)

USA Pickleball, P.O. Box 7354, Surprise, AZ 85374. (www.usapickleball.org)

RADIO

34.1 Radio Listening

According to Nielsen (www.nielsen.com), the percentage of Americans ages 12 and older who listen to terrestrial (AM/FM) radio in a given week have been as follows:

- | | | | |
|---------|-----|---------|-----|
| • 2009: | 92% | • 2016: | 91% |
| • 2010: | 92% | • 2017: | 90% |
| • 2011: | 93% | • 2018: | 89% |
| • 2012: | 92% | • 2019: | 89% |
| • 2013: | 92% | • 2020: | 83% |
| • 2014: | 91% | • 2021: | 89% |
| • 2015: | 91% | | |

Monthly radio reach is as follows:

- | | |
|-----------------|-----------------------------------|
| • 12-to-17: | 23.4 million (93% of population) |
| • 18-to-34: | 71.3 million (90% of population) |
| • 35-to-49: | 58.6 million (94% of population) |
| • 50 and older: | 114.9 million (91% of population) |

Radio reaches 96% of adults ages 18-to-49 with a college education and a household income of more than \$75,000.

eMarketer (www.emarketer.com) assesses the average time spent per day by U.S. adults listening to radio as follows (hours:minutes):

- 2019: 1:35
- 2020: 1:28
- 2021: 1:26
- 2022: 1:26
- 2023: 1:25

In a survey by GlobalWebIndex (www.globalwebindex.com), 16% of people ages 16-to-64 reported that they listened to more radio during the coronavirus pandemic.

34.2 Top Genre

According to Inside Radio (www.insideradio.com), there were 17,063 radio stations operating in the United States in 2022. The format count was as follows:

- Country: 2,172
- News/talk: 2,040

- Religion (teaching, variety): 2,010
- Contemporary Christian: 1,322
- Spanish: 1,254
- Variety: 1,250
- Classic hits: 1,175
- Sports: 641
- Classic rock: 621
- Top 40: 611
- Adult contemporary: 550
- Hot adult contemporary: 468
- Alternative rock: 432
- Oldies: 312
- Rock: 288
- Classical: 234
- Southern gospel: 230
- Inspirational gospel: 219
- Ethnic: 211
- R&B: 189
- Urban adult contemporary: 180
- Soft adult contemporary: 136
- Modern rock: 132
- Adult standards: 126
- Jazz: 101
- R&B adult/oldies: 93
- Gospel: 41
- Easy listening: 25

According to Nielsen, the following are the top formats for listeners in various age demographics (average share of total listening):

Total, Ages 12 and Older

- Country: 13.2%
- News/talk: 12.0%
- Adult contemporary: 8.6%
- Pop/contemporary hit radio: 7.3%
- Classic rock: 6.1%
- Classic hits: 5.8%
- Hot adult contemporary: 4.7%
- Urban adult contemporary: 4.1%
- Contemporary Christian: 3.9%
- Urban contemporary: 3.8%
- All sports: 3.7%
- Rhythmic contemporary hit radio: 2.7%
- Mexican regional: 2.5%
- Alternative: 2.0%

- Adult hits and 80s hits: 2.0%
- Active rock: 2.0%
- Album-oriented/mainstream rock: 1.7%
- Spanish contemporary: 1.6%
- Classical: 1.5%

12-to-17

- Pop/contemporary hit radio: 18.5%
- Country: 12.7%
- Adult contemporary: 8.6%
- Hot adult contemporary: 8.0%
- Urban contemporary: 7.5%
- Rhythmic contemporary hit radio: 6.4%
- Contemporary Christian: 5.8%
- Classic hits: 3.5%
- Classic rock: 3.5%
- Urban adult contemporary: 3.4%

18-to-34

- Country: 15.1%
- Pop contemporary hit radio: 12.9%
- Adult contemporary: 7.9%
- Urban contemporary: 6.9%
- Hot adult contemporary: 6.2%
- Rhythmic contemporary hit radio: 5.5%
- Classic rock: 5.2%
- News/talk: 4.5%
- Classic hits: 4.0%
- Contemporary Christian: 3.5%

35-to-54

- Country: 13.1%
- Pop contemporary hit radio: 8.6%
- Adult contemporary: 8.6%
- News/talk: 7.9%
- Classic rock: 6.5%
- Hot adult contemporary: 5.6%
- Classic hits: 5.2%
- Urban contemporary: 4.6%
- Contemporary Christian: 4.1%

34.3 Daypart Listening

According to The Media Audit (www.themediiaudit.com), adults earning \$150,000 or more in household income are 31% more likely than the general population to listen to radio during the afternoon drive time (i.e., between 3:00 p.m. and 7:00 p.m.). Fifty-four percent (54%) of adults with a household income of \$150,000 or more tune in to radio during the afternoon drive time on a typical day; among all adults that figure is 41%. Sixty percent (60%) of adults ages 21-to-34 with a college education and a technical, professional or managerial job listen to radio during afternoon drive time. Fifty-six percent (56%) of adults ages 45-to-64 with a household income of \$100,000 or more listen to radio during this time period.

The percentage of people listening to the radio between midnight and 5:00 a.m. increased 10% year-over-year; nearly half of listeners during this time are between the ages of 18 and 44.

34.4 Listening By Car Commuters

Edison Research (www.edisonresearch.com) reported that 90% of commuters listen to traditional AM/FM radio in their car on the way to work.

Commuters spend an average of 87 minutes each day listening to audio in their cars. While most commute time is spent listening to radio, 54% listen to their own digital music files, and 54% stream Internet radio some of the time. Given only one choice of audio media, 43% would choose traditional AM/FM radio. Among those who have ever listened to streaming Internet radio during their commute, 28% would stream while 25% would listen to traditional AM/FM radio.

Among those who listen to an AM/FM station that plays commercials, 29% don't typically switch away, but 23% say they tune away immediately. Overall, 71% switch at some point during commercials – 23% tune away immediately, 25% say they listen to part of one commercial, and 23% listen to at least one commercial.

34.5 Public Radio

NPR and its family of 972 member stations deliver news and other content to local communities over the airwaves and through smartphones and computers. The weekly broadcast audience is 26 million, according to Nielsen.

Public Media Futures Forum (<http://current.org/tag/public-media-futures/>) reports that the 125 largest public radio licensees are supported each year by individual giving of \$320 million and \$190 million in underwriting.

34.6 Satellite Radio

Satellite radio is relayed through systems of satellites in North America and Europe. The 2.3 GHz S band is used for satellite radio in North America and is strong enough that it requires no satellite dish to receive the signal.

SiriusXM Radio (SiriusXM, www.siriusxm.com) is the only satellite operator in the United States. The company was formed in July 2008 when regulators approved the merger of XM Satellite Radio Holdings Inc. and Sirius Satellite Radio.

The footprint of SiriusXM includes the entire continental United States, Canada, the upper third of Mexico, and 200 miles offshore. In 2011, SiriusXM was granted permission to expand service to Alaska and Hawaii.

The number of SiriusXM U.S. subscribers has been as follows:

- | | | | |
|---------|---------------|---------|---------------|
| • 2011: | 21.89 million | • 2017: | 32.74 million |
| • 2012: | 23.90 million | • 2018: | 33.69 million |
| • 2013: | 25.60 million | • 2019: | 34.91 million |
| • 2014: | 27.31 million | • 2020: | 34.65 million |
| • 2015: | 29.59 million | • 2021: | 34.08 million |
| • 2016: | 31.35 million | | |

SiriusXM is available in vehicles from every major car company in the U.S., from retailers nationwide, and online at siriusxm.com. SiriusXM programming is also available through the SiriusXM Internet Radio App for Android, Apple, and BlackBerry smartphones and other connected devices. SiriusXM broadcasts over 150 full-time channels, distributed by genre as follows:

- | | |
|---------------------------------|----|
| • Commercial-free music: | 72 |
| • Talk and entertainment: | 22 |
| • News and issues: | 15 |
| • Latin: | 14 |
| • Sports talk and play-by-play: | 11 |
| • Traffic and weather: | 9 |
| • Comedy: | 9 |
| • Other/various: | 12 |

34.7 Market Resources

Edison Research, 6 West Cliff Street, Somerville, NJ 08876. (908) 707-4707.
(www.edisonresearch.com)

Inside Radio, P.O. Box 567925, Atlanta, GA 31156. (800) 248-4242.
(www.insideradio.com)

Nielsen, 85 Broad Street, New York, NY 10004. (800) 864-1224. (www.nielsen.com)

Why Radio?, Radio Advertising Bureau. (www.rab.com/whyradio.cfm)