

2023 Survey for Statewide Comprehensive Outdoor Recreation Plan (SCORP)

88%

Of Wisconsinites pursued at least one outdoor recreational activity during the last 12 months.

66%

Walked, hiked, or ran on paved trails during the last 12 months. This activity had the highest participation rate.

46%

Swam in lakes, ponds, or rivers during the last 12 months. Top “water-based” activity.”

45%

Participated in wildlife watching or nature photography during the last 12 months. Top “land-based” activity.



Top 3 motivations included physical health and exercise, mental health and happiness, and connection with nature.



Top 3 barriers were not having enough time or having other priorities, it costs too much, or unaware of options of where to go.



Barriers disproportionately affected select demographic groups.

The Wisconsin DNR leads the development of Wisconsin’s SCORP with input from numerous external partners every 5 years. During 2023, social scientists conducted a series of focus groups and a statewide survey to understand Wisconsinites’ participation rates and the motivations and barriers to outdoor recreation to inform the 2025-2030 SCORP.