



NSGA

NATIONAL SPORTING GOODS ASSOCIATION

SPORTS PARTICIPATION

LIFECYCLE DEMOGRAPHICS

2023

EDITION

nsga.org

**A STATISTICAL STUDY OF SPORTS PARTICIPATION
FOR 51 SPORTS / RECREATIONAL ACTIVITIES**

SPORTS PARTICIPATION:
LIFECYCLE DEMOGRAPHICS
2023 EDITION

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Sports / Recreational Activities By Page Number

	<u>Snapshot</u>	<u>Participation</u>	<u>Demos</u>		<u>Snapshot</u>	<u>Participation</u>	<u>Demos</u>
Archery (Target)	10	114	167	In-Line Roller Skating	62	140	219
Backpack/Wilderness Camping	12	115	169	Kayaking	64	141	221
Baseball	14	116	171	Lacrosse	66	142	223
Basketball	16	117	173	Martial Arts/MMA/Tae Kwon Do	68	143	225
Bicycle Riding	18	118	175	Mountain Biking (Off Road)	70	144	227
Billiards/Pool	20	119	177	Paintball Games	72	145	229
Boating (Motor/Power)	22	120	179	Pickleball	74	146	231
Bowling	24	121	181	Pilates	76	147	233
Boxing	26	122	183	Running/Jogging	78	148	235
Camping (Vacation/Overnight)	28	123	185	Skateboarding	80	149	237
Canoeing	30	124	187	Skiing (Alpine)	82	150	239
Dart Throwing	32	125	189	Snowboarding	84	151	241
Exercise Walking	34	126	191	Soccer	86	152	243
Exercising with Equipment	36	127	193	Softball	88	153	245
Fishing (Fresh Water)	38	128	195	Swimming	90	154	247
Fishing (Salt Water)	40	129	197	Table Tennis	92	155	249
Football (Flag)	42	130	199	Target Shooting (Airgun)	94	156	251
Football (Tackle)	44	131	201	Target Shooting (Live Ammunition)	96	157	253
Football (Touch)	46	132	203	Tennis	98	158	255
Golf	48	133	205	Volleyball	100	159	257
Gymnastics	50	134	207	Water Skiing	102	160	259
Hiking	52	135	209	Weightlifting	104	161	261
Hockey (Ice)	54	136	211	Work Out at Club/Gym/Fitness Studio	106	162	263
Hunting with Bow and Arrow	56	137	213	Wrestling	108	163	265
Hunting with Firearms	58	138	215	Yoga	110	164	267
Ice/Figure Skating	60	139	217				



Lifecycle Segment Snapshots

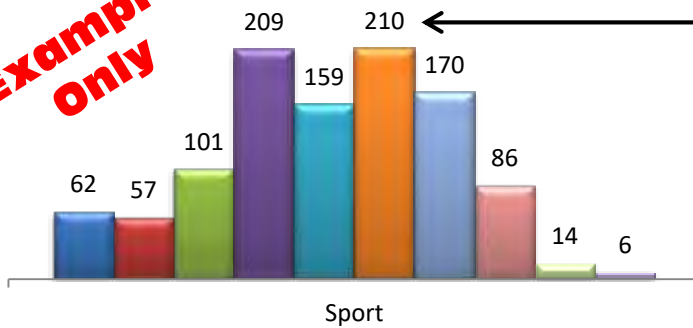


Lifecycle Demographics Snapshots: How to Read

Lifecycle Demographics Snapshot #1: Participation Index

Provides a view of participation through use of an index. An index removes bias towards participation in larger segments of the population by focusing on concentration of participation within a given segment. It determines if participation within that segment is under or over-developed as compared to the other segments being examined.

Example Only



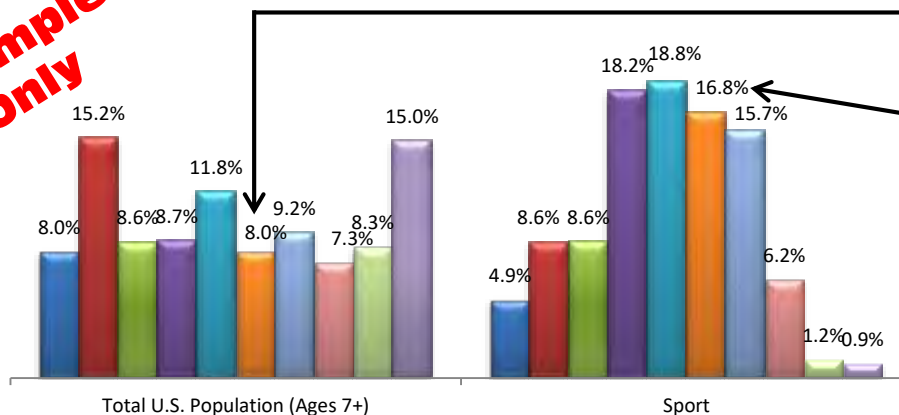
The index of 210 indicates that this segment was greater than 2 times more likely to participate in the sport/activity than the national population. An index of 100 represents the average as compared to the total U.S. population.

The index is calculated by using the example data in the charts below:
 $16.8\% \div 8.0\% * 100 = 210$

Lifecycle Demographics Snapshot #2: % of Participation

Provides a view of participation as a % of total U.S. households.

Example Only



This segment represented 8.0% of total U.S. households

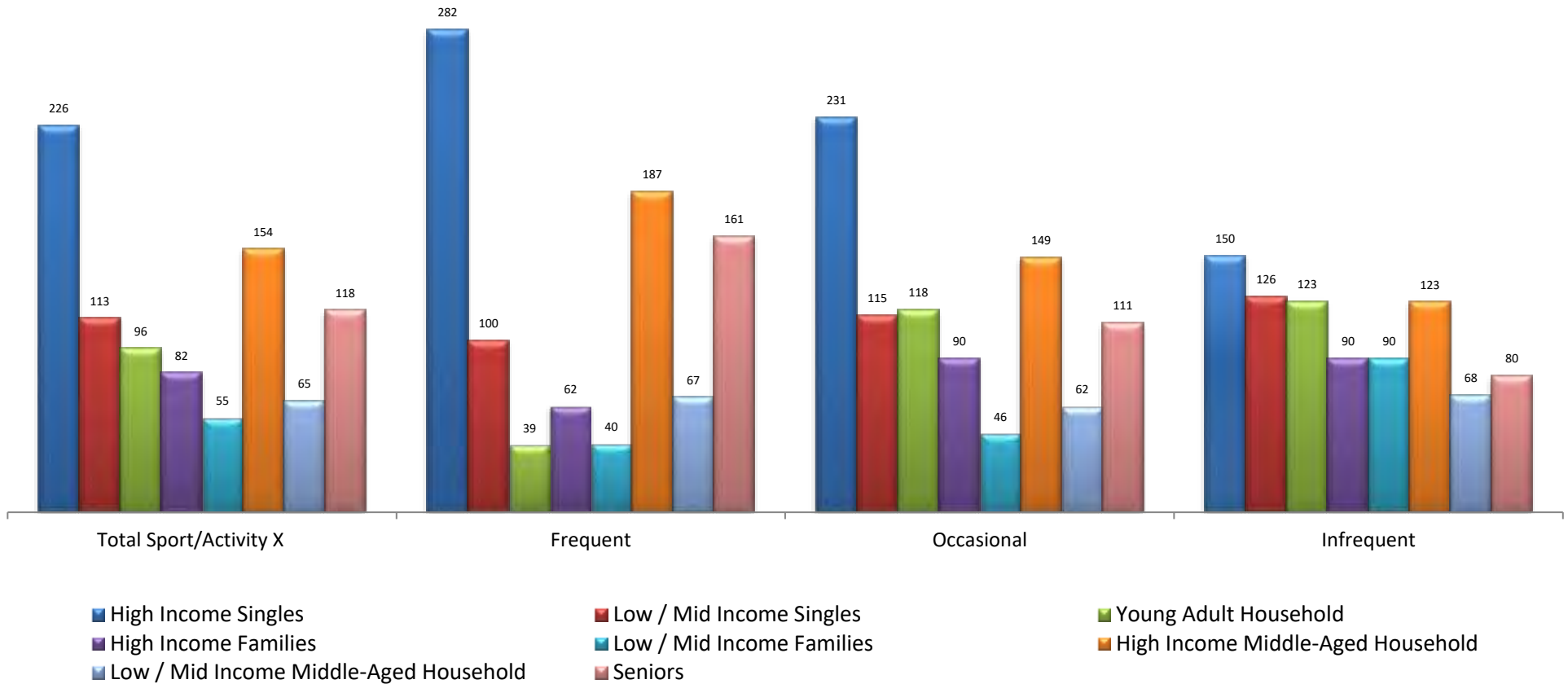
This segment represented 16.8% of this sport's participation



Sport/Activity X Lifecycle Demographics Snapshot #1

Index to Total U.S. Population (Ages 7+)

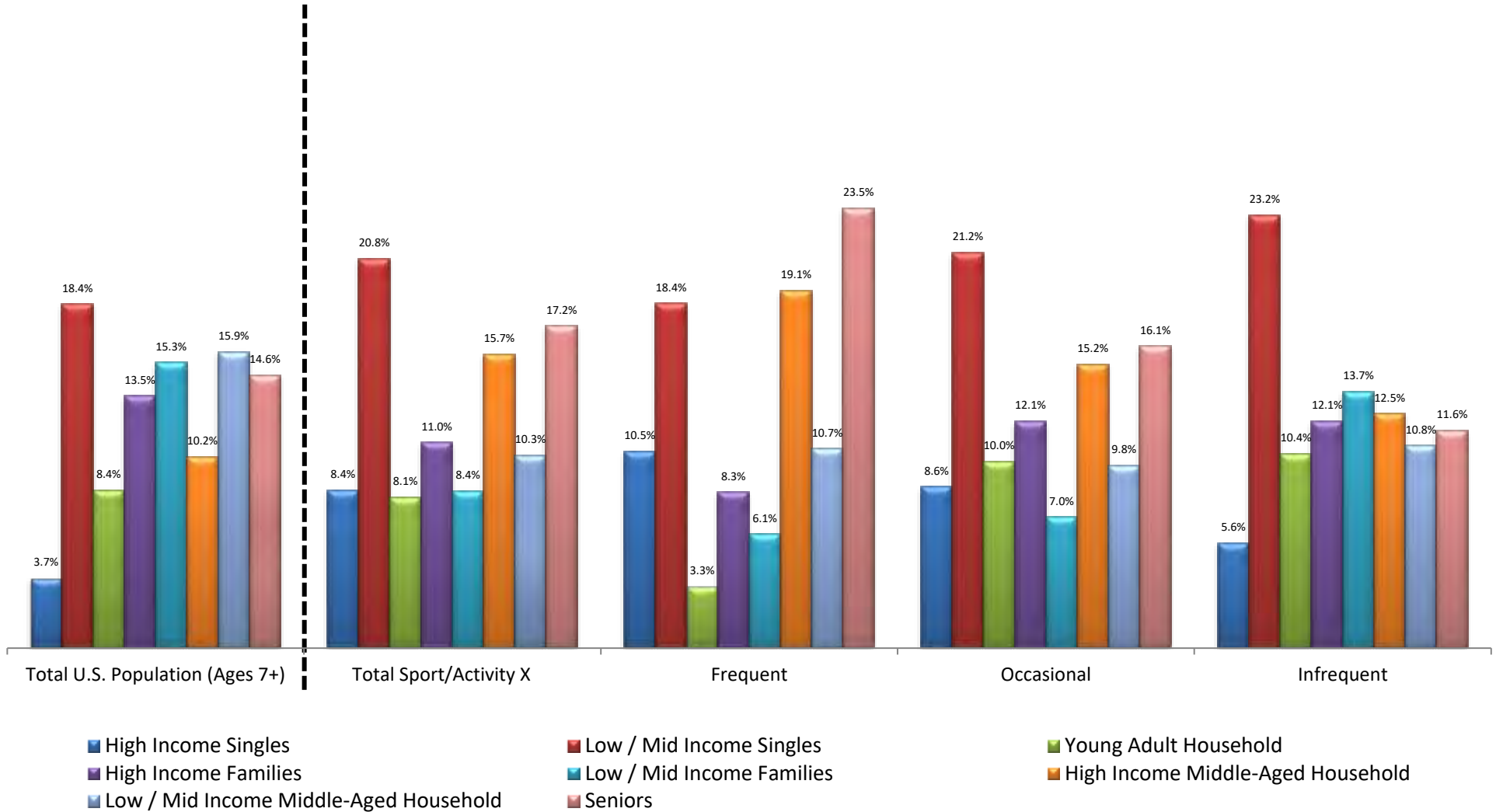
Sport/Activity X Participants = XX,XXX,XXX



Sport/Activity X Lifecycle Demographics Snapshot #2

Distribution of Participation

Sport/Activity X Participants = XX,XXX,XXX



Lifecycle Segments by Frequency of Participation



How to Read

Example Only

Lifecycle									
	Total	High Income Singles	Low/Middle Income Singles	Young Adult Household	High Income Families	Low/Middle Income Families	High Income Middle-Aged Household	Low/Middle Income Middle-Aged Household	Seniors
Total Population	300617	11243	55288	25361	40547	45922	30704	47660	43894
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	3.7	18.4	8.4	13.5	15.3	10.2	15.9	14.6
SPORT/ACTIVITY X									
Total Participants	47157	3983	9830	3807	5185	3962	7406	4858	8126
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	8.4	20.8	8.1	11.0	8.4	15.7	10.3	17.2
Frequent (110+)	14136	1489	2606	466	1179	861	2702	1507	3326
	30.0	37.4	26.5	12.2	22.7	21.7	36.5	31.0	40.9
	100.0	10.5	18.4	3.3	8.3	6.1	19.1	10.7	23.5
Occasional (25 to 109)	21284	1836	4504	2122	2583	1492	3232	2079	3436
	45.1	46.1	45.8	55.7	49.8	37.7	43.6	42.8	42.3
	100.0	9.6	21.2	10.0	12.1	7.0	15.2	9.8	16.1
Infrequent (6 to 24)	11736	657	2719	1219	1423	1609	1471	1272	1365
	24.9	16.5	27.7	32.0	27.5	40.6	19.9	26.2	16.8
	100.0	5.6	23.2	10.4	12.1	13.7	12.5	10.8	11.6

How to Read:

Most data sets have three rows:

- Row 1: total participation for that segment (i.e. 2.6 million sport/activity x participants were from Low/Middle Income Singles households)
- Row 2: read vertically (i.e. 26.5% of Low/Middle Income Singles were frequent sport/activity x participants)
- Row 3: read horizontally (i.e. 18.4% of the 14.1 million frequent sport/activity x participants were Low/Middle Income Singles)



SPORT/ACTIVITY X

NSGA Sports Participation January-December 2022 (presented in '000)

Lifecycle									
	Total	High Income Singles	Low/Middle Income Singles	Young Adult Household	High Income Families	Low/Middle Income Families	High Income Middle-Aged Household	Low/Middle Income Middle-Aged Household	Seniors
Total Population	300617	11243	55288	25361	40547	45922	30704	47660	43894
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	3.7	18.4	8.4	13.5	15.3	10.2	15.9	14.6
SPORT/ACTIVITY X									
Total Participants	47157	3983	9830	3807	5185	3962	7406	4858	8126
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	8.4	20.8	8.1	11.0	8.4	15.7	10.3	17.2
Frequent (110+)	14136	1489	2606	466	1179	861	2702	1507	3326
	30.0	37.4	26.5	12.2	22.7	21.7	36.5	31.0	40.9
	100.0	10.5	18.4	3.3	8.3	6.1	19.1	10.7	23.5
Occasional (25 to 109)	21284	1836	4504	2122	2583	1492	3232	2079	3436
	45.1	46.1	45.8	55.7	49.8	37.7	43.6	42.8	42.3
	100.0	8.6	21.2	10.0	12.1	7.0	15.2	9.8	16.1
Infrequent (6 to 24)	11736	657	2719	1219	1423	1609	1471	1272	1365
	24.9	16.5	27.7	32.0	27.5	40.6	19.9	26.2	16.8
	100.0	5.6	23.2	10.4	12.1	13.7	12.5	10.8	11.6



Lifecycle Segments by Demographics



Example Only

SEGMENT BY SPORT BY DEMOGRAPHICS – SPORT/ACTIVITY X

Lifecycle									
	Total	High Income Singles	Low/Middle Income Singles	Young Adult Household	High Income Families	Low/Middle Income Families	High Income Middle-Aged Household	Low/Middle Income Middle-Aged Household	Seniors
Total Participants	47157	3983	9830	3807	5185	3962	7406	4858	8126
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	8.4	20.8	8.1	11.0	8.4	15.7	10.3	17.2
Gender									
Male	20062	2120	5183	1292	2302	1495	3224	1859	2588
	42.5	53.2	52.7	33.9	44.4	37.7	43.5	38.3	31.8
	100.0	10.6	25.8	6.4	11.5	7.4	16.1	9.3	12.9
Female	27095	1863	4647	2515	2883	2468	4182	2999	5538
	57.5	46.8	47.3	66.1	55.6	62.3	56.5	61.7	68.2
	100.0	6.9	17.1	9.3	10.6	9.1	15.4	11.1	20.4
Age									
7-11	1057	--	--	--	538	519	--	--	--
	2.2	--	--	--	10.4	13.1	--	--	--
	100.0	--	--	--	50.9	49.1	--	--	--
12-17	2030	--	--	--	1176	854	--	--	--
	4.3	--	--	--	22.7	21.6	--	--	--
	100.0	--	--	--	57.9	42.1	--	--	--
18-24	2867	111	706	558	178	152	718	445	--
	6.1	2.8	7.2	14.7	3.4	3.8	9.7	9.2	--
	100.0	3.9	24.6	19.5	6.2	5.3	25.1	15.5	--
25-34	7614	519	2716	1887	966	723	452	351	--
	16.1	13.0	27.6	49.6	18.6	18.2	6.1	7.2	--
	100.0	6.8	35.7	24.8	12.7	9.5	5.9	4.6	--
35-44	7205	787	1795	1362	1419	1184	170	488	--
	15.3	19.8	18.3	35.8	27.4	29.9	2.3	10.0	--
	100.0	10.9	24.9	18.9	19.7	16.4	2.4	6.8	--
45-54	8374	1276	2302	--	771	432	2325	1268	--
	17.8	32.8	23.4	--	14.9	10.9	31.4	26.1	--
	100.0	15.2	27.5	--	9.2	5.2	27.8	15.1	--
55-64	8681	1290	2311	--	123	69	3071	1817	--
	18.4	32.4	23.5	--	2.4	1.7	41.5	37.4	--
	100.0	14.9	26.6	--	1.4	0.8	35.4	20.9	--
65-74	7073	--	--	--	8	22	595	441	6007
	15.0	--	--	--	0.2	0.6	8.0	9.1	73.9
	100.0	--	--	--	0.1	0.3	8.4	6.2	84.9
75+	2256	--	--	--	6	7	76	47	2120
	4.8	--	--	--	0.1	0.2	1.0	1.0	26.1
	100.0	--	--	--	0.3	0.3	3.3	2.1	94.0

How to Read:

Most data sets have three rows:

- **Row 1:** total participation for that segment (i.e. 2.7 million sport/activity x participants were 25-34 and in Low/Middle Income Singles households)
- **Row 2:** read vertically (i.e. 27.6% of participants from Low/Middle Income Singles households were between the ages of 25-34)
- **Row 3:** read horizontally (i.e. 35.7% of the 7.6 million sport/activity x participants between the ages of 25-34 were from Low/Middle Income Singles households)



SEGMENT BY SPORT BY DEMOGRAPHICS - SPORT/ACTIVITY X

NSGA Sports Participation January-December 2022 (presented in '000)

Lifecycle									
	Total	High Income Singles	Low/Middle Income Singles	Young Adult Household	High Income Families	Low/Middle Income Families	High Income Middle-Aged Household	Low/Middle Income Middle-Aged Household	Seniors
Total Participants	47157	3983	9830	3807	5185	3962	7406	4858	8126
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	8.4	20.8	8.1	11.0	8.4	15.7	10.3	17.2
Gender									
Male	20062	2120	5183	1292	2302	1495	3224	1859	2588
	42.5	53.2	52.7	33.9	44.4	37.7	43.5	38.3	31.8
	100.0	10.6	25.8	6.4	11.5	7.4	16.1	9.3	12.9
Female	27095	1863	4647	2515	2883	2468	4182	2999	5538
	57.5	46.8	47.3	66.1	55.6	62.3	56.5	61.7	68.2
	100.0	6.9	17.1	9.3	10.6	9.1	15.4	11.1	20.4
Age									
7-11	1057	--	--	--	538	519	--	--	--
	2.2	--	--	--	10.4	13.1	--	--	--
	100.0	--	--	--	50.9	49.1	--	--	--
12-17	2030	--	--	--	1176	854	--	--	--
	4.3	--	--	--	22.7	21.6	--	--	--
	100.0	--	--	--	57.9	42.1	--	--	--
18-24	2867	111	706	558	178	152	718	445	--
	6.1	2.8	7.2	14.7	3.4	3.8	9.7	9.2	--
	100.0	3.9	24.6	19.5	6.2	5.3	25.1	15.5	--
25-34	7614	519	2716	1887	966	723	452	351	--
	16.1	13.0	27.6	49.6	18.6	18.2	6.1	7.2	--
	100.0	6.8	35.7	24.8	12.7	9.5	5.9	4.6	--
35-44	7205	787	1795	1362	1419	1184	170	488	--
	15.3	19.8	18.3	35.8	27.4	29.9	2.3	10.0	--
	100.0	10.9	24.9	18.9	19.7	16.4	2.4	6.8	--
45-54	8374	1276	2302	--	771	432	2325	1268	--
	17.8	32.0	23.4	--	14.9	10.9	31.4	26.1	--
	100.0	15.2	27.5	--	9.2	5.2	27.8	15.1	--
55-64	8681	1290	2311	--	123	69	3071	1817	--
	18.4	32.4	23.5	--	2.4	1.7	41.5	37.4	--
	100.0	14.9	26.6	--	1.4	0.8	35.4	20.9	--
65-74	7073	--	--	--	8	22	595	441	6007
	15.0	--	--	--	0.2	0.6	8.0	9.1	73.9
	100.0	--	--	--	0.1	0.3	8.4	6.2	84.9
75+	2256	--	--	--	6	7	76	47	2120
	4.8	--	--	--	0.1	0.2	1.0	1.0	26.1
	100.0	--	--	--	0.3	0.3	3.3	2.1	94.0



SEGMENT BY SPORT BY DEMOGRAPHICS - SPORT/ACTIVITY X

NSGA Sports Participation January-December 2022 (presented in '000)

Lifecycle									
	Total	High Income Singles	Low/Middle Income Singles	Young Adult Household	High Income Families	Low/Middle Income Families	High Income Middle-Aged Household	Low/Middle Income Middle-Aged Household	Seniors
Region									
New England	2737	122	703	419	240	134	477	258	384
	5.8	3.1	7.2	11.0	4.6	3.4	6.4	5.3	4.7
	100.0	4.4	25.7	15.3	8.8	4.9	17.4	9.4	14.0
Middle Atlantic	5643	714	924	414	856	448	629	551	1106
	12.0	17.9	9.4	10.9	16.5	11.3	8.5	11.3	13.6
	100.0	12.7	16.4	7.3	15.2	7.9	11.1	9.8	19.6
East North Central	6144	478	1309	548	566	940	895	483	926
	13.0	12.0	13.3	14.4	10.9	23.7	12.1	9.9	11.4
	100.0	7.8	21.3	8.9	9.2	15.3	14.6	7.9	15.1
West North Central	3589	232	896	406	346	214	666	245	585
	7.6	5.8	9.1	10.7	6.7	5.4	9.0	5.0	7.2
	100.0	6.5	25.0	11.3	9.6	6.0	18.6	6.8	16.3
South Atlantic	9417	1005	1827	406	932	662	1359	1318	1908
	20.0	25.2	18.6	10.7	18.0	16.7	18.3	27.1	23.5
	100.0	10.7	19.4	4.3	9.9	7.0	14.4	14.0	20.3
East South Central	1862	--	559	161	106	224	213	199	400
	3.9	--	5.7	4.2	2.0	5.7	2.9	4.1	4.9
	100.0	--	30.0	8.7	5.7	12.0	11.4	10.7	21.5
West South Central	5155	182	1224	461	805	449	856	513	665
	10.9	4.6	12.5	12.1	15.5	11.3	11.6	10.6	8.2
	100.0	3.5	23.7	8.9	15.6	8.7	16.6	10.0	12.9
Mountain	4437	292	1202	171	394	322	857	604	594
	9.4	7.3	12.2	4.5	7.6	8.1	11.6	12.4	7.3
	100.0	6.6	27.1	3.9	8.9	7.3	19.3	13.6	13.4
Pacific	8171	958	1186	821	939	569	1455	686	1557
	17.3	24.1	12.1	21.6	18.1	14.4	19.7	14.1	19.2
	100.0	11.7	14.5	10.0	11.5	7.0	17.8	8.4	19.1
Metro Market Size									
Non-Cbsa/CSA < 100K	4519	200	957	505	345	417	694	611	791
	9.6	5.0	9.7	13.3	6.7	10.5	9.4	12.6	9.7
	100.0	4.4	21.2	11.2	7.6	9.2	15.4	13.5	17.5
100K-499K	6597	301	1378	619	589	795	968	789	1156
	14.0	7.6	14.0	16.3	11.4	20.1	13.1	16.3	14.2
	100.0	4.6	20.9	9.4	8.9	12.1	14.7	12.0	17.5
500K-1.9M	9279	923	2123	483	929	997	1083	1168	1574
	19.7	23.2	21.6	12.7	17.9	25.2	14.6	24.0	19.4
	100.0	9.9	22.9	5.2	10.0	10.8	11.7	12.6	17.0
2M and Over	26762	2559	5372	2201	3322	1753	4661	2290	4605
	56.8	64.3	54.6	57.8	64.1	44.2	62.9	47.1	56.7
	100.0	9.6	20.1	8.2	12.4	6.5	17.4	8.6	17.2

