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SPORTS PARTICIPATION

SINGLE SPORT

2024

EDITION

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(Sport)

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Introduction

The “Sports Participation in the United States” study is a research program designed to measure the number of individuals seven years of age or older who participated in each of a number of different sports / recreational activities within the previous year.

This study measures the annual number of participants in each sport/activity, the frequency of participation (number of days of participation in 2023), total days of participation, and the mean (average) and median (mid-point) number of days of participation.

This report includes quick-view snapshots and detailed tables related to overall participation, lifecycle demographics, and cross participation. Overall participation is broken out by :

- Gender, Age, and Presence of Children age 18 or under in the household
- Male Age, Mean Age, and Education of Male Household Head (if present)
- Female Age, Mean Age, and Education of Female Household Head (if present)
- Household Income and Market Size
- U.S. Census Region and Ethnicity/Race

The Single Sports Detailed Tables are generated for selected demographics, including gender, age, mean, and median ages by gender and frequency of participation, education of male and female household heads (if present), household income, market size, U.S. census region, and ethnicity/race.

The data reported for ethnicity/race should be used only to rank sport/activity participation within that ethnic group/race. Due to sampling constraints, it is inappropriate to subtract this data from the total in order to arrive at participation numbers for non-African American or non-Hispanic participants.



Methodology

Sampling

An online panel maintained by Dynata was used. The panel is balanced on a number of characteristics determined to be key indicators of general purchase behavior, including household size and composition, household income, age of household head, region, and market size. Due to the online methodology African Americans and Hispanics are somewhat underrepresented in the sample.

2010 marks the first year that an online survey methodology was used for collecting data on sports participation. Prior to 2010, this annual study was conducted using a mailback survey methodology. Readers should keep this in mind when making direct comparisons between 2010 and data published prior to 2010.

Questionnaire

In January 2024, sample members of the Dynata panel were invited to complete the sports participation survey online. Respondents were asked to identify other household members ages seven or older, indicate their age and gender, and provide the number of days of participation for each sport/activity in 2023.

Returns

The study results are based on approximately 31,000 individuals who are ages 7 and older.

In order to ensure returns were representative of the U.S., the data was weighted to represent the demographic composition of the U.S. based on the following characteristics: state of residence, household income, and population density.

The returns were then projected to 300,617,000 - the U.S. population age 7 and older in 2023. An 816-cell age/gender/state weight matrix was used to project the weighted sample to represent the actual age and gender distribution by state of the U.S. population.



Data Indicated in the Report

Participants

A participant is defined as an individual seven years of age or older who participates in a sport/activity at least two days in a given year for all sports/activities except aerobic exercising, bicycle riding, exercise walking, exercise with equipment, running/jogging, swimming, weightlifting, and work out at club/gym/fitness studio. For these fitness activities, participation is defined as six days or more during the year.

The definition of "Frequent", "Occasional" and "Infrequent" participants varies for each sport/activity and is indicated in the report. For sports/activities where the incidence of participation is low, participants may be divided into "Frequent" and "Occasional" only.

Geographic Tables

The tables in this report show the demographic distribution of participants for each sport by geographic region. The states in the geographic regions are:

		East	West		East	West		
New	Middle	North	North	South	South	South	Mountain	Pacific
<u>England</u>	<u>Atlantic</u>	<u>Central</u>	<u>Central</u>	<u>Atlantic</u>	<u>Central</u>	<u>Central</u>		
CT	NJ	IL	IA	DE	AL	AR	AZ	CA
ME	NY	IN	KS	FL	KY	LA	CO	OR
MA	PA	MI	MN	GA	MS	OK	ID	WA
NH		OH	MO	MD	TN	TX	MT	AK
RI		WI	NE	NC			NV	HI
VT			ND	SC			NM	
			SD	VA			UT	
				WV			WY	
				DC				



Data Indicated in the Report (cont'd)

Lifecycle Segments

The LifeCycle segments used in this report are:

- ***High Income Singles:*** one-person household, under age 65, top third in household income (\$100,000)
- ***Low/Middle Income Singles:*** one-person household, under age 65, bottom two-thirds in household income (under \$100,000)
- ***Young Adult Household:*** two or more in household, no children under 18, adults ages 18-44
- ***High Income Families:*** two or more in household, children under 18, at least one adult age 18+, top third in household income (\$100,000+)
- ***Low/Middle Income Families:*** two or more in household, children under 18, at least one adult age 18+, bottom two-thirds in household income (under \$100,000)
- ***High Income Middle-Aged Household:*** two or more in household, no children under 18, primarily ages 45-64 but with at least one adult age 45+, top third in household income (\$100,000+)
- ***Low/Middle Income Middle-Aged Household:*** two or more in household, no children under 18, primarily ages 45-64 but with at least one adult age 45+, bottom two-thirds in household income (under \$100,000)
- ***Seniors:*** all household members 65+



Participation Overview

Snapshots



Participation Overview Snapshots: How to Read

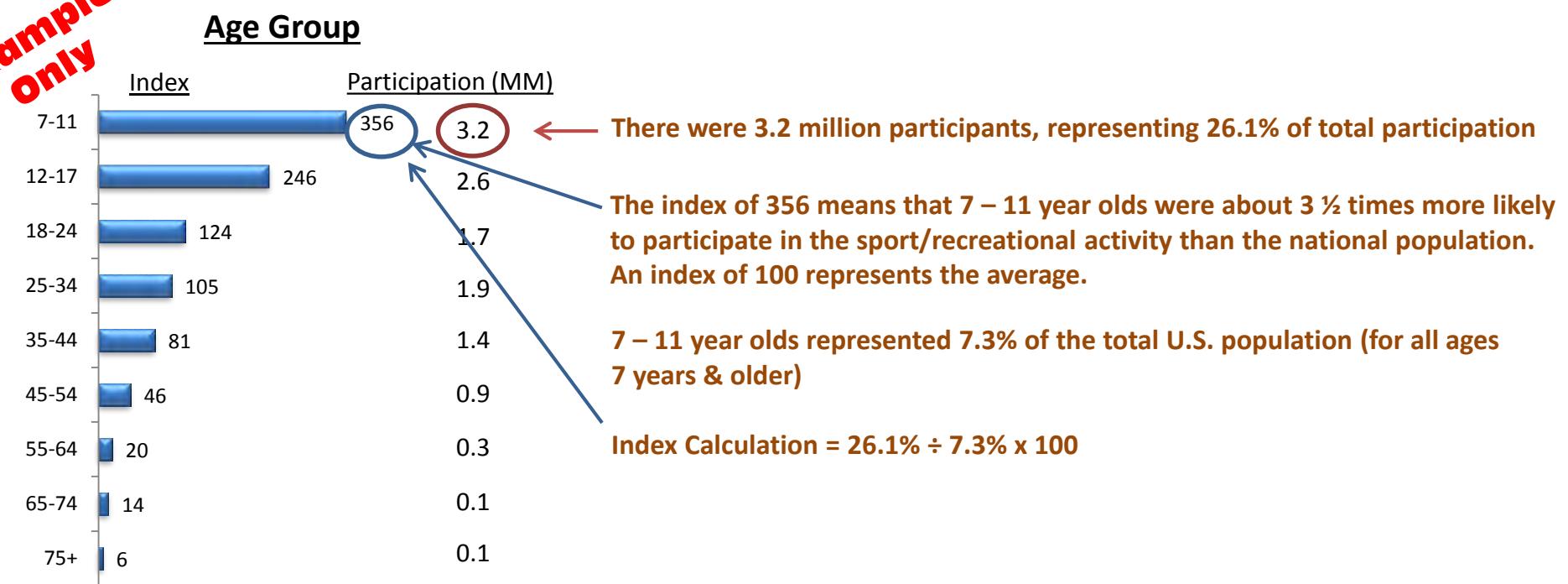
Participation Definitions

Participant: for this sport/activity an individual 7 years of age or older who participated at least 2 days during 2023. Frequent, Occasional, and Infrequent participation are defined within the frequency pie chart on the following pages. As an example, "Frequent (20+)" means a person must have participated at least 20 days during the year to be considered a frequent participant.

Explanation / Example 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**

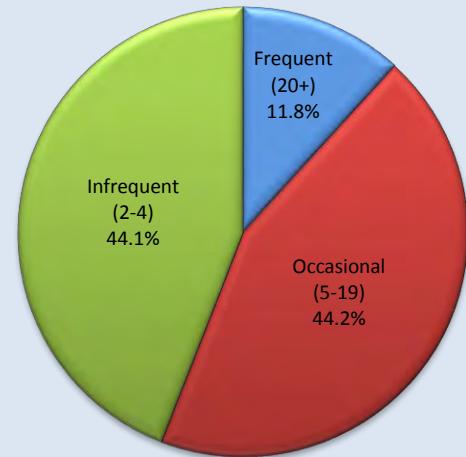


Sport Participation Overview Snapshot #1

Participation (in millions)



Frequency of Participation



Total Participation

- In 2023 there were 12.6 million sport participants in the U.S.
 - 7.6 million (60%) were male
 - 5.0 million (40%) were female

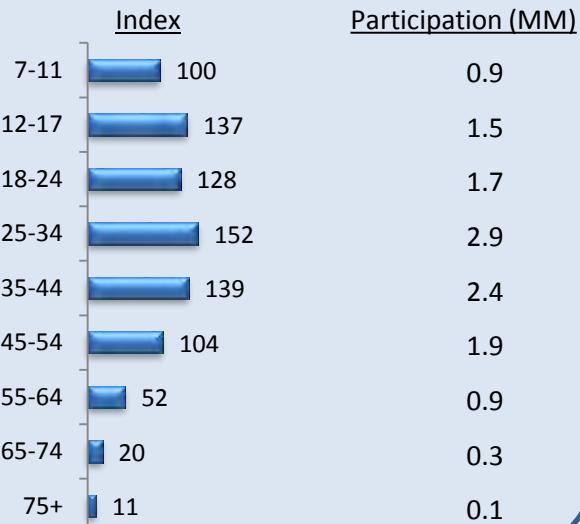
Frequency of Participation

- 11.8% were frequent participants (participated 20 or more days during 2023)
- 44.2% were occasional participants (participated 5 – 19 days during 2023)
- 44.1% were infrequent participants (participated 2 – 4 days during 2023)



Sport Participation Overview Snapshot #2

By Age Group



By Household Income



By U.S. Region



Demographics/Geographics

- *Age: Participation was most developed within the 25 – 34 age group*
 - *i.e. There were 2.9 million participants between 25 – 34 years old, this segment was 1½ times more likely to participate in this sport/activity than the average population*
- *Household Income: Participation was most developed among households with higher incomes*
- *U.S. Region: Participation was most developed within the Pacific region*



Lifecycle Demographic Snapshots



Lifecycle Demographics: Segments

Segment Definitions

- ***High Income Singles:*** one-person household, under age 65, top third in household income (\$100,000)
- ***Low/Middle Income Singles:*** one-person household, under age 65, bottom two-thirds in household income (under \$100,000)
- ***Young Adult Household:*** two or more in household, no children under 18, adults ages 18-44
- ***High Income Families:*** two or more in household, children under 18, at least one adult age 18+, top third in household income (\$100,000+)
- ***Low/Middle Income Families:*** two or more in household, children under 18, at least one adult age 18+, bottom two-thirds in household income (under \$100,000)
- ***High Income Middle-Aged Household:*** two or more in household, no children under 18, primarily ages 45-64 but with at least one adult age 45+, top third in household income (\$100,000+)
- ***Low/Middle Income Middle-Aged Household:*** two or more in household, no children under 18, primarily ages 45-64 but with at least one adult age 45+, bottom two-thirds in household income (under \$100,000)
- ***Seniors:*** all household members 65+



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.

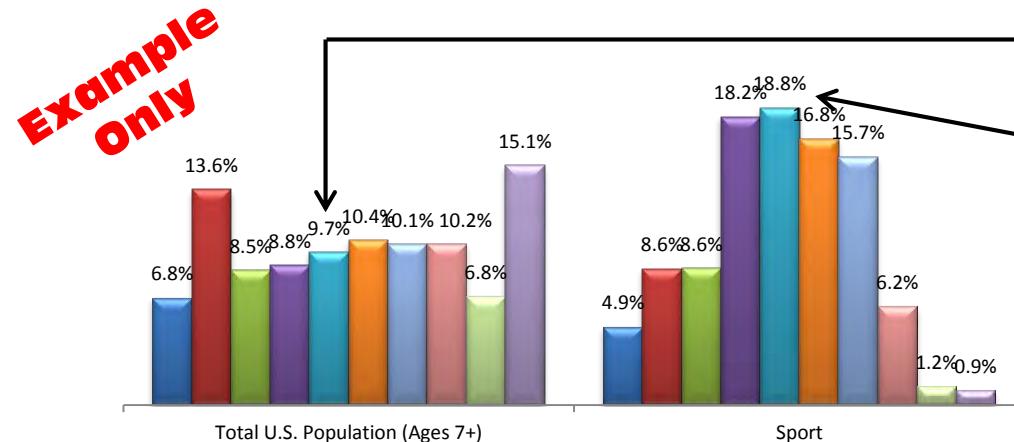


The index of 194 indicates that this segment was almost 2 times more likely to participate in the sport/activity than the national population. An index of 100 represents the average.

The index is calculated by using the example data in the charts below:
 $18.8\% \div 9.7\% *100 = 194$

Lifecycle Demographics Snapshot #2: % of Participation

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



This segment represented 9.7% of the total U.S. population (ages 7+)

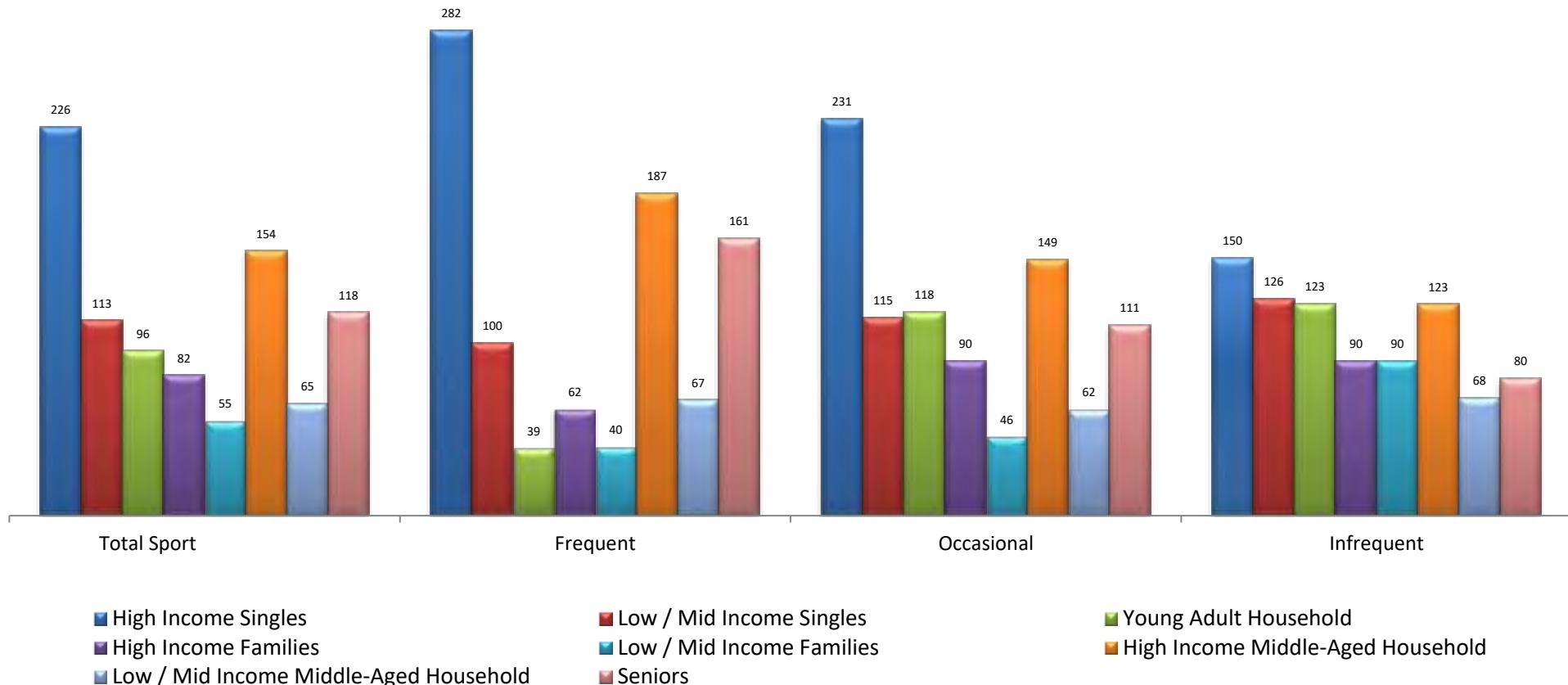
This segment represented 18.8% of this sport's participation



Sport Lifecycle Demographics Snapshot #1

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

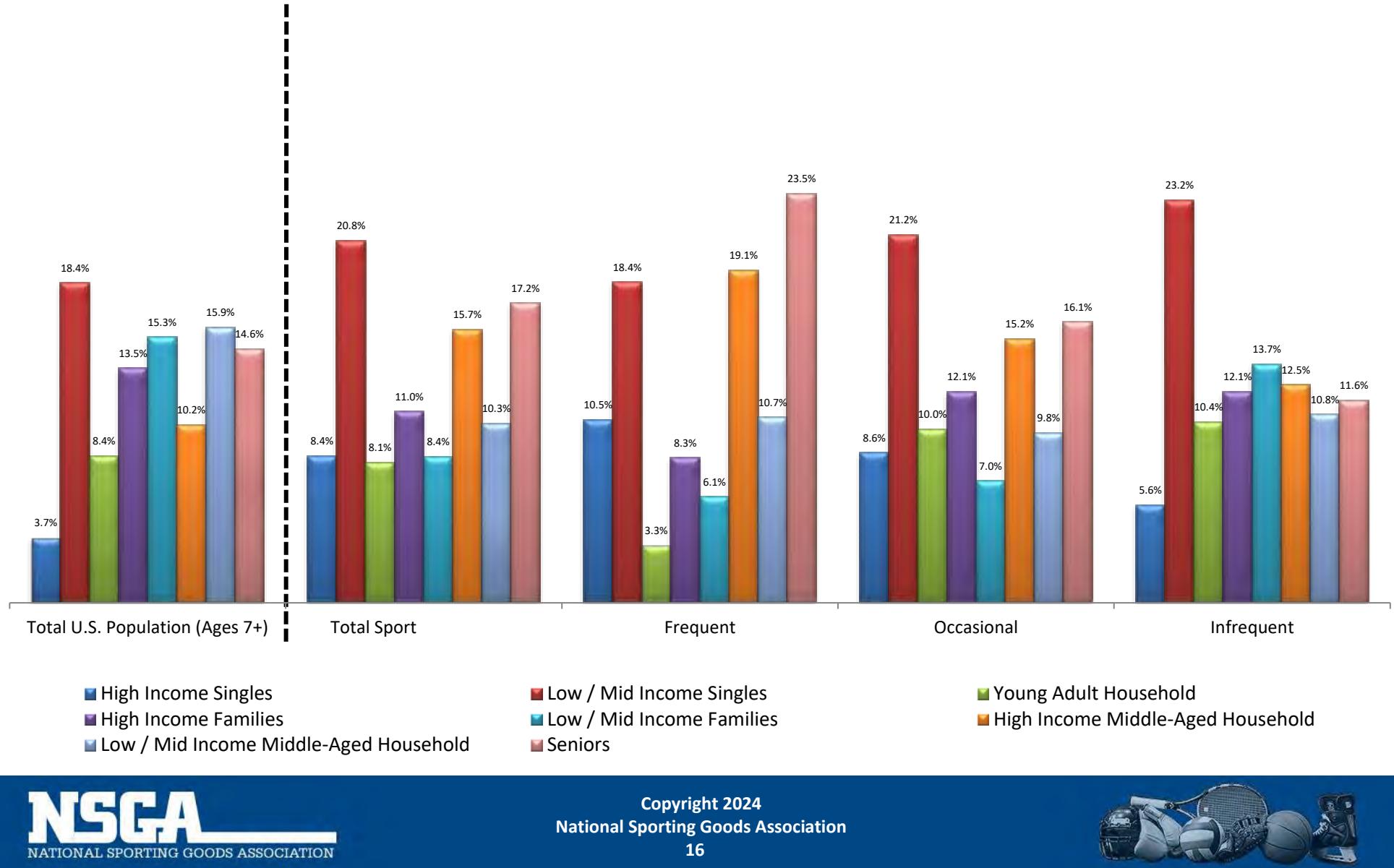
Sport Participants = XX,XXX,XXX



Sport Lifecycle Demographics Snapshot #2

Distribution of Participation

Sport Participants = XX,XXX,XXX



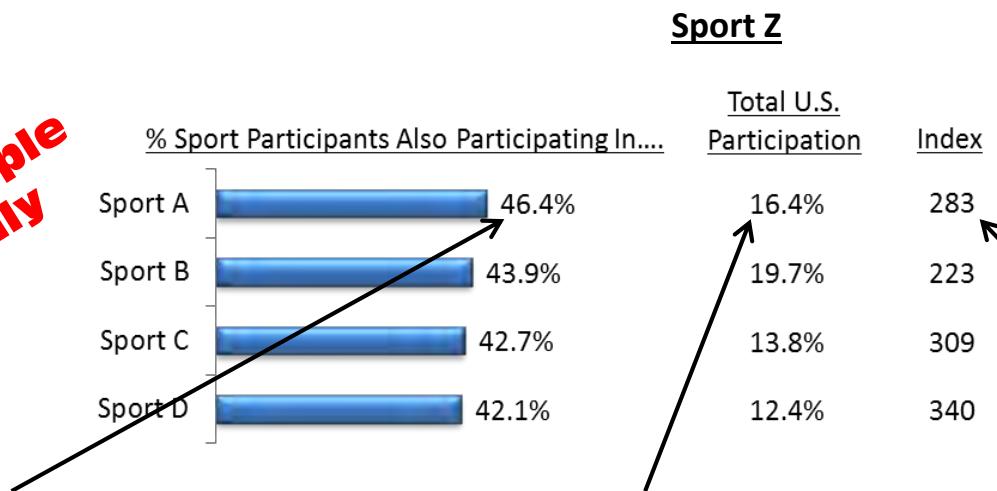
Cross Participation Snapshot



Cross Participation Snapshot: How to Read

How to Read Cross Participation Data:

**Example
only**



**46.4% of participants in Sport Z
also participated in Sport A**

**16.4% of the U.S. population
(7 years of age or older)
participated in Sport A**

**The index of 283 indicates
participants in Sport Z were
almost 3 times more likely to
also participate in Sport A.**

**The index is calculated in
the following manner:
 $46.4\% \div 16.4\% * 100 = 283$**

**An index of 100 represents
the average.**



Sport Cross Participation

Sport Cross Participation Including Index vs. Total U.S. Participation

Sport Participants = XX,XXX,XXX

	<u>% Participating In...</u>	<u>Total U.S. Participation</u>	<u>Index</u>		<u>% Participating In...</u>	<u>Total U.S. Participation</u>	<u>Index</u>
Exercise Walking	59.8%	38.3%	156	Cross-Training	4.8%	3.2%	151
Exercising with Equipment	43.7%	18.1%	241	Hunting w/Firearms	4.6%	6.1%	76
Hiking	29.1%	16.8%	173	Canoeing	4.4%	2.6%	167
Bicycle Riding	28.7%	14.3%	201	Skiing (Alpine)	4.3%	2.1%	208
Weightlifting	27.7%	12.0%	230	Archery (Target)	4.1%	2.6%	157
Running/Jogging	27.4%	15.2%	180	Baseball	4.0%	3.9%	103
Yoga	22.6%	11.6%	196	Fishing (Salt Water)	3.8%	3.2%	120
Work Out At Club/Gym/Fitness...	21.6%	9.6%	225	Volleyball	3.8%	3.3%	113
Camping (Vacation/Overnight)	20.9%	13.2%	158	Ice/Figure Skating	3.7%	2.8%	136
Swimming	20.1%	13.9%	144	Football (Touch)	3.2%	2.6%	122
Bowling	13.3%	8.3%	160	Softball	2.6%	2.8%	93
In-Home Video Workout	11.4%	5.9%	191	Skateboarding	2.6%	2.3%	113
Fishing (Fresh Water)	10.4%	9.7%	107	Snowboarding	2.5%	1.4%	177
High Intensity Interval Training	10.3%	4.7%	219	Martial Arts/MMA/Tae Kwon Do	2.4%	1.9%	130
Billiards/Pool	9.6%	6.5%	147	Boot Camp/Weekend Warrior	2.3%	1.9%	122
Backpack/Wilderness Camping	9.4%	4.2%	224	Gymnastics	2.3%	1.7%	140
Golf	8.9%	6.7%	133	Suspension Training	2.1%	2.0%	104
Basketball	8.9%	7.9%	112	Boxing	1.9%	1.4%	139
Boating (Motor/Power)	7.9%	5.1%	156	Football (Tackle)	1.9%	2.4%	81
Dance-Oriented Fitness	7.6%	3.7%	203	In-line Roller Skating	1.9%	1.4%	134
Spin/Power Cycling	7.0%	3.6%	198	Football (Flag)	1.9%	1.9%	101
Kayaking	6.3%	3.7%	173	Hunting w/Bow & Arrow	1.8%	2.3%	80
Tennis	6.3%	4.6%	137	Paintball Games	1.8%	1.5%	117
Target Shooting (Live Ammo)	5.9%	6.5%	91	Target Shooting (Airgun)	1.3%	1.6%	81
Table Tennis	5.3%	3.5%	153	Wrestling	1.3%	1.2%	109
Soccer	5.2%	4.9%	106	Water Skiing	1.2%	1.3%	98
Mountain Biking (Off Road)	5.1%	2.5%	205	Hockey (Ice)	0.7%	1.1%	68
Pilates	5.0%	1.7%	292	Lacrosse	0.6%	0.8%	72
Dart Throwing	4.8%	3.1%	155				



Detailed Tables



How to Read

Example Only

Example

		Male Age												Male Head Education			
		Total	Male	7-11	12-17	18-24	25-34	35-44	45-54	55-64	65-74	75+	Mean Age	Median Age	Not HS Grad	HS Grad	Coll Grad
Total Respondents	12292	9658	2590	2404	1255	1427	976	683	188	106	28	22.56	17.00	18	1099	1204	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				100.0	100.0	100.0
		78.6	21.1	19.6	10.2	11.6	7.9	5.6	1.5	0.9	0.2				0.1	8.9	9.8
Frequent (50+)	2896	2563	882	872	169	174	162	263	--	14	28	20.19	14.00	--	228	167	
Read Vertically	23.6	26.5	34.0	36.3	13.4	12.2	16.6	38.5	--	13.0	100.0				--	20.7	13.9
Read Horizontally	100.0	88.5	= 30.4	+ 30.1	+ 5.8	+ 6.0	+ 5.6	+ 9.1	+ --	+ 0.5	+ 1.0				--	7.9	5.8
Occasional (10-49)	6242	5206	1424	1283	761	790	541	224	125	58	--	21.74	16.00	--	635	562	
	50.8	53.9	55.0	53.4	60.6	55.4	55.4	32.8	66.3	54.5	--				--	57.7	46.7
		83.4	22.8	20.6	12.2	12.7	8.7	3.6	2.0	0.9	--				--	10.2	9.0
Infrequent (2-9)	3153	1890	284	249	325	463	274	197	64	34	--	28.06	26.00	--	18	237	475
	25.7	19.6	11.0	10.3	25.9	32.5	28.0	28.8	33.7	32.4	--				100.0	21.5	39.5
	100.0	59.9	9.0	7.9	10.3	14.7	8.7	6.2	2.0	1.1	--				0.6	7.5	15.1
Mean number of days	29.40	33.04	38.94	42.93	23.83	20.66	25.61	35.30	10.77	16.27	100.00	--	--	--	2.00	29.60	20.94
Median number of days	20.00	25.00	30.00	30.00	20.00	10.00	15.00	20.00	10.00	10.00	100.00	--	--	--	2.00	20.00	11.00
PARTICIPATION																	
Days of participation	361388	319141	100837	103211	29901	29488	25001	24117	2031	1723	2832	--	--	--	36	32534	25215
1 day only	1234	685	79	57	217	165	115	28	15	7	--	--	--	--	--	162	83

How to Read:

Most data sets have three rows:

- Row 1: total participation for that segment (i.e. 2.4 million participants are males between 12-17 yrs. old)
- Row 2: read vertically (i.e. 26.5% of male participants are frequent participants, 53.9% are occasionals, and 19.6% are infrequent)
- Row 3: read horizontally (i.e. 30.4% of the 2.9 million frequent male participants are between 7-11 yrs. old; $30.4 / 88.5 = 34.4\%$ of frequent male participants are between 7-11 yrs. old)



Males: Age/Education Including Frequency of Participation

Sport

NSGA Sports Participation January-December 2023 (presented in '000)

	Total	Male Age											Male Head Education			
		Total Male	7-11	12-17	18-24	25-34	35-44	45-54	55-64	65-74	75+	Mean Age	Median Age	Not HS Grad	HS Grad	Coll Grad
Total Participants	12555	7600	402	837	980	1766	1564	1163	565	300	23	34.69	33.00	110	3408	6344
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0
	100.0	60.5	3.2	6.7	7.8	14.1	12.5	9.3	4.5	2.4	0.2			0.9	27.1	50.5
Frequent (20+)	1477	744	40	102	147	64	176	116	68	15	17	34.47	35.00	3	385	664
	11.8	9.8	10.1	12.2	15.0	3.6	11.2	9.9	12.0	5.1	72.4			2.8	11.3	10.5
	100.0	50.4	2.7	6.9	9.9	4.3	11.9	7.8	4.6	1.0	1.1			0.2	26.1	44.9
Occasional (5 to 19)	5543	3558	150	374	331	852	603	678	307	256	6	37.32	35.00	25	1400	3121
	44.2	46.8	37.4	44.7	33.8	48.2	38.5	58.3	54.4	85.1	27.6			22.4	41.1	49.2
	100.0	64.2	2.7	6.7	6.0	15.4	10.9	12.2	5.5	4.6	0.1			0.4	25.3	56.3
Infrequent (2 to 4)	5535	3299	211	361	502	851	786	369	190	29	--	31.90	31.00	83	1623	2559
	44.1	43.4	52.6	43.2	51.2	48.2	50.2	31.7	33.6	9.7	--			74.8	47.6	40.3
	100.0	59.6	3.8	6.5	9.1	15.4	14.2	6.7	3.4	0.5	--			1.5	29.3	46.2
Mean number of days	7.88	7.52	6.81	7.62	8.31	5.33	8.27	7.83	9.18	9.53	16.42	--	--	4.54	7.73	7.79
Median number of days	5.00	5.00	3.00	5.00	4.00	5.00	4.00	6.00	7.00	10.00	20.00	--	--	4.00	5.00	5.00
PARTICIPATION																
Days of participation	98894	57129	2734	6372	8139	9412	12941	9106	5186	2860	378	--	--	501	26334	49393
1 day only	2516	1368	53	143	303	240	318	179	86	45	--	--	--	18	700	1070



Females: Age/Education Including Frequency of Participation

Sport

NSGA Sports Participation January-December 2023 (presented in '000)

	Total	Female Age											Female Head Education			
		Total Female	7-11	12-17	18-24	25-34	35-44	45-54	55-64	65-74	75+	Mean Age	Median Age	Not HS Grad	HS Grad	Coll Grad
Total Participants	12555	4955	482	633	733	1107	854	755	341	20	30	31.68	30.00	253	2430	4903
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0
	100.0	39.5	3.8	5.0	5.8	8.8	6.8	6.0	2.7	0.2	0.2			2.0	19.4	39.0
Frequent (20+)	1477	733	33	35	82	171	172	135	106	--	--	37.41	37.00	22	261	681
	11.8	14.8	6.7	5.5	11.3	15.5	20.1	17.9	31.0	--	--			8.5	10.7	13.9
	100.0	49.6	2.2	2.3	5.6	11.6	11.6	9.1	7.1	--	--			1.5	17.7	46.1
Occasional (5 to 19)	5543	1986	154	432	279	354	261	317	186	4	--	31.19	29.00	63	1022	2004
	44.2	40.1	31.9	68.2	38.0	32.0	30.5	42.0	54.5	18.1	--			24.9	42.1	40.9
	100.0	35.8	2.8	7.8	5.0	6.4	4.7	5.7	3.3	0.1	--			1.1	18.4	36.2
Infrequent (2 to 4)	5535	2236	296	167	372	581	422	303	50	17	30	30.23	29.00	168	1147	2217
	44.1	45.1	61.4	26.3	50.7	52.5	49.4	40.1	14.6	81.9	100.0			66.6	47.2	45.2
	100.0	40.4	5.3	3.0	6.7	10.5	7.6	5.5	0.9	0.3	0.5			3.0	20.7	40.1
Mean number of days	7.88	8.43	7.03	8.57	7.55	6.97	9.90	8.80	13.10	3.50	2.00	--	--	5.19	7.60	7.92
Median number of days	5.00	5.00	4.00	5.00	4.00	4.00	5.00	7.00	10.00	3.00	2.00	--	--	2.00	5.00	5.00
PARTICIPATION																
Days of participation	98894	41765	3388	5427	5536	7720	8452	6644	4467	72	60	--	--	1312	18476	38846
1 day only	2516	1148	40	57	249	430	174	101	48	48	--	--	--	24	473	1038



Household Income Including Frequency of Participation

Sport

NSGA Sports Participation January-December 2023 (presented in '000)

		Household Income								Market Size			
Total		Under \$15,000	\$15,000-\$24,999	\$25,000-\$34,999	\$35,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$149,999	\$150,000+	Non-Cbsa/CSA < 100K	100K- 499K	500K- 1.9M	2M & Over
Total Participants	12555	1129	1258	1206	1137	1972	1759	2111	1985	1842	2060	2127	6526
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	9.0	10.0	9.6	9.1	15.7	14.0	16.8	15.8	14.7	16.4	16.9	52.0
Frequent (20+)	1477	181	212	87	136	243	183	295	141	202	342	218	715
	11.8	16.0	16.9	7.2	11.9	12.3	10.4	14.0	7.1	11.0	16.6	10.3	11.0
	100.0	12.2	14.4	5.9	9.2	16.4	12.4	20.0	9.5	13.7	23.2	14.8	48.4
Occasional (5 to 19)	5543	355	528	522	459	994	847	971	868	1080	852	1048	2563
	44.2	31.4	42.0	43.3	40.4	50.4	48.1	46.0	43.7	58.6	41.4	49.3	39.3
	100.0	6.4	9.5	9.4	8.3	17.9	15.3	17.5	15.7	19.5	15.4	18.9	46.2
Infrequent (2 to 4)	5535	594	517	597	542	735	730	844	976	560	866	861	3248
	44.1	52.6	41.1	49.5	47.7	37.3	41.5	40.0	49.2	30.4	42.0	40.5	49.8
	100.0	10.7	9.3	10.8	9.8	13.3	13.2	15.3	17.6	10.1	15.6	15.6	58.7
Mean number of days	7.88	8.91	9.04	6.89	7.76	7.92	8.41	8.10	6.47	8.37	9.35	7.64	7.35
Median number of days	5.00	3.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00
PARTICIPATION													
Days of participation	98894	10063	11371	8309	8822	15606	14786	17086	12851	15412	19255	16263	47964
1 day only	2516	282	215	321	198	365	399	402	334	384	332	457	1343



U.S. Region Including Frequency of Participation

Sport

NSGA Sports Participation January-December 2023 (presented in '000)

		U.S. Region									Ethnicity/Race	
Total		New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific	African-American	Hispanic
Total Participants	12555	674	1398	1233	658	2414	747	1713	864	2853	1020	1876
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	5.4	11.1	9.8	5.2	19.2	6.0	13.6	6.9	22.7	8.1	14.9
Frequent (20+)	1477	54	179	163	70	269	164	196	124	258	21	348
	11.8	8.0	12.8	13.2	10.7	11.1	22.0	11.4	14.3	9.0	2.0	18.5
	100.0	3.7	12.2	11.0	4.8	18.2	11.1	13.2	8.4	17.4	1.4	23.5
Occasional (5 to 19)	5543	378	609	552	378	1062	319	554	464	1228	304	785
	44.2	56.1	43.6	44.8	57.4	44.0	42.6	32.3	53.7	43.0	29.8	41.8
	100.0	6.8	11.0	10.0	6.8	19.2	5.7	10.0	8.4	22.2	5.5	14.2
Infrequent (2 to 4)	5535	242	609	518	210	1084	264	964	276	1368	696	744
	44.1	35.9	43.6	42.0	31.9	44.9	35.4	56.3	31.9	47.9	68.2	39.6
	100.0	4.4	11.0	9.4	3.8	19.6	4.8	17.4	5.0	24.7	12.6	13.4
Mean number of days	7.88	7.24	8.37	8.95	8.48	7.76	9.64	6.74	8.75	7.23	5.00	8.46
Median number of days	5.00	5.00	5.00	5.00	5.00	5.00	6.00	3.00	5.00	5.00	3.00	5.00
PARTICIPATION												
Days of participation	98894	4877	11701	11040	5579	18742	7205	11549	7562	20638	5100	15871
1 day only	2516	113	358	413	31	402	100	365	215	520	227	451



Lifecycle Demographics Including Frequency of Participation

Sport

NSGA Sports Participation January-December 2023 (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
100.0	3.7	18.4	8.4	13.5	15.3	10.2	15.9	14.6	
SPORT									
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
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 Demographics Including Gender and Age

SEGMENT BY SPORT BY DEMOGRAPHICS - Sport

NSGA Sports Participation January-December 2023 (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



Lifecycle Demographics Including Region and Metro Market Size

SEGMENT BY SPORT BY DEMOGRAPHICS - Sport

NSGA Sports Participation January-December 2023 (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

