



NSGA

NATIONAL SPORTING GOODS ASSOCIATION

SPORTS PARTICIPATION

IN THE UNITED STATES

2024

EDITION

nsga.org

A STATISTICAL STUDY OF SPORTS PARTICIPATION

FOR 56 SPORTS / RECREATIONAL ACTIVITIES

SPORTS PARTICIPATION IN THE UNITED STATES 2024 EDITION

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NATIONAL SPORTING GOODS ASSOCIATION
3041 Woodcreek Drive, Suite 210, Downers Grove, IL 60515
Phone: (847) 296-NSGA (6742)
Email: research@nsga.org

by

Ipsos-Insight, LLC
200 Park Avenue
11th Floor
New York, NY 10016



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Participation Overview Snapshots



Participation Overview Snapshots

Participation Definitions

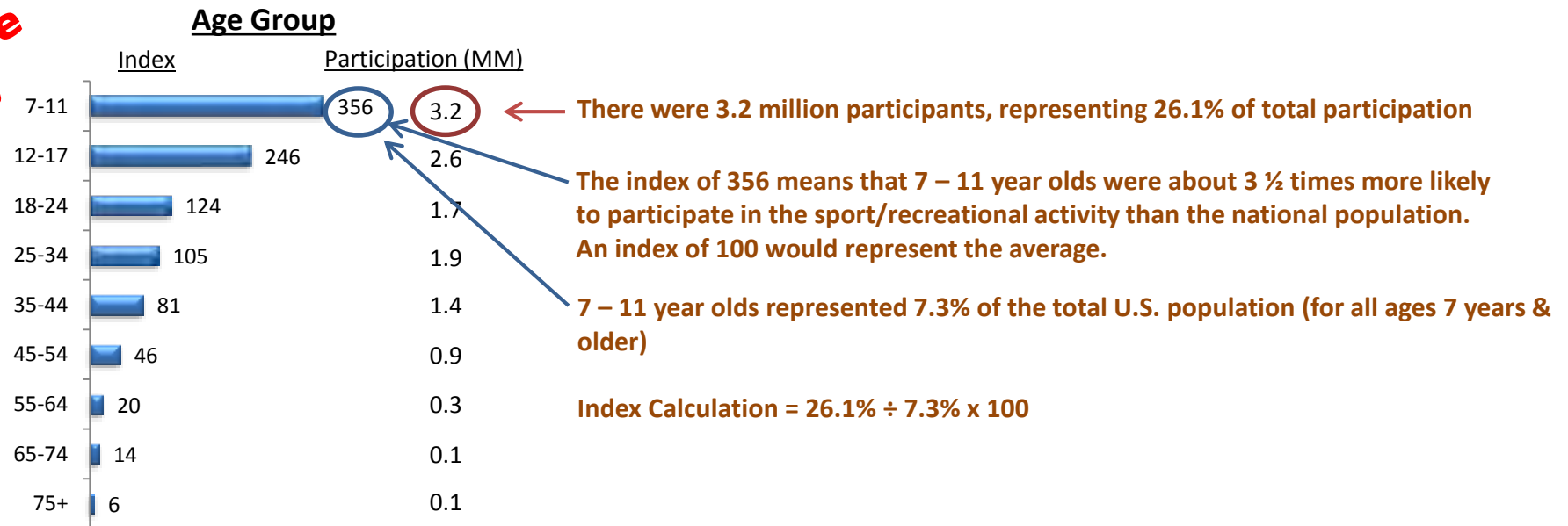
A participant is defined as an individual seven years of age or older who participates in a sport / activity at least two days per year for all sports / activities except aerobic exercising, bicycle riding, exercise walking, exercising with equipment, running/jogging, swimming, weightlifting, and work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

Frequent, Occasional, and Infrequent participation are defined within the frequency pie chart on the following pages. As an example, “Frequent (50+)” means a person must have participated at least 50 days during the year to be considered a frequent participant.

Explanation / Example of an Index

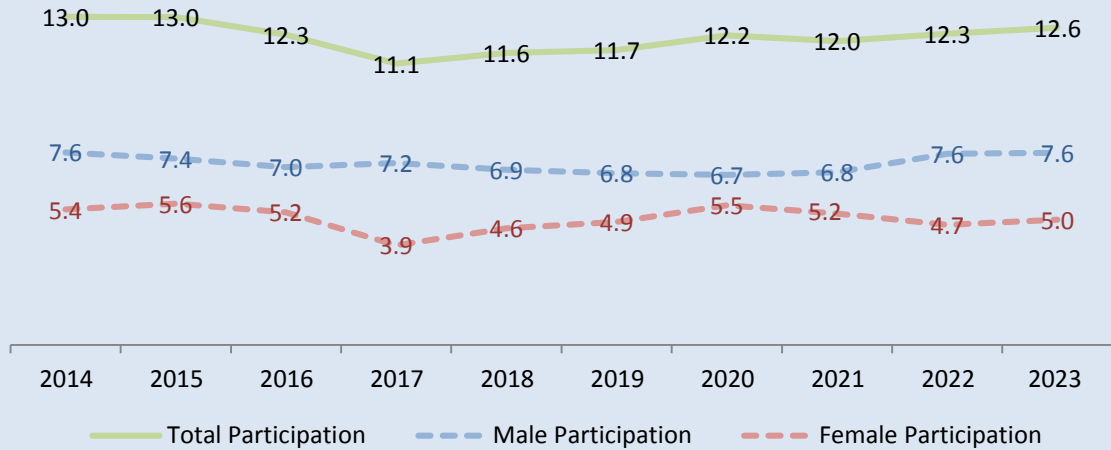
An index removes bias towards participation in larger segments of the population by focusing on concentration of participation within a given segment. It determines if participation within that segment is under or over-developed as compared to the other segments being examined.

**Example
Only**

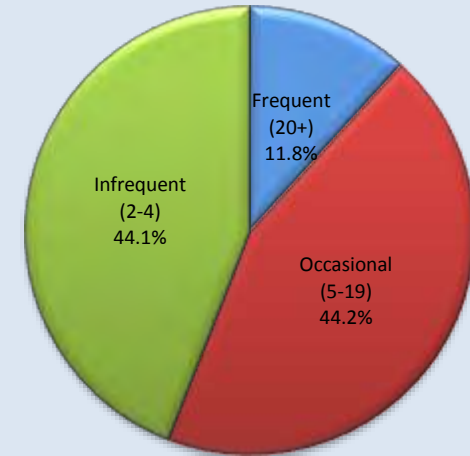


Sport Participation Overview Snapshot

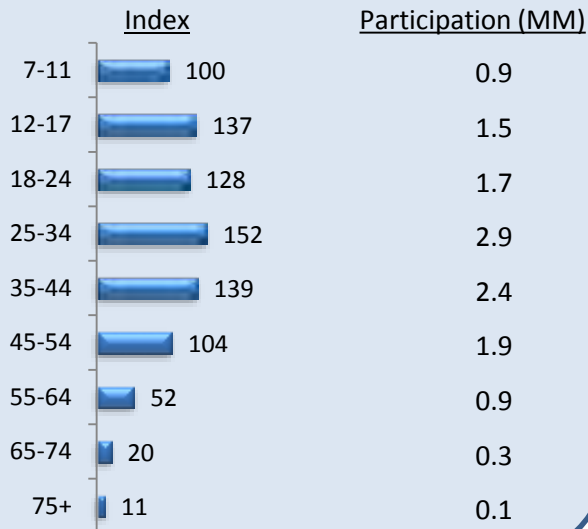
Participation (in millions)



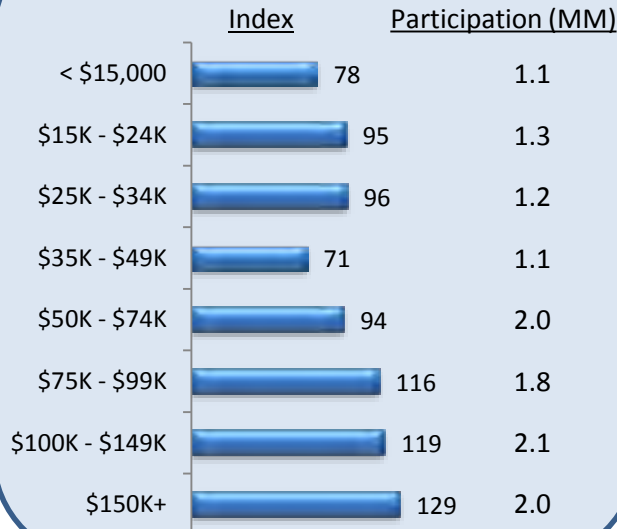
Frequency of Participation



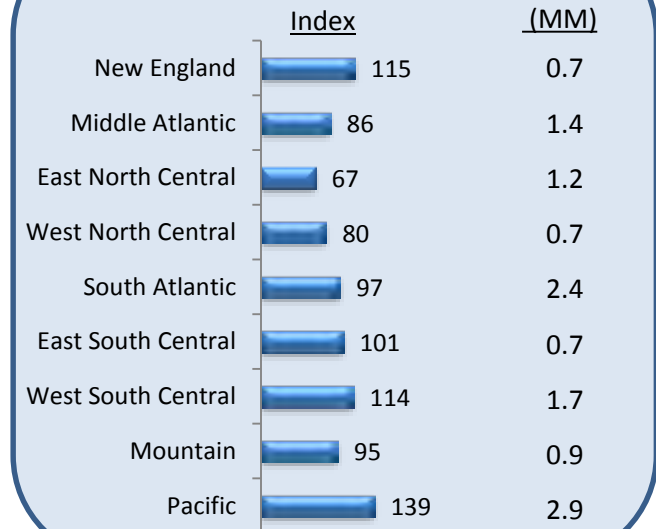
By Age Group



By Household Income



By U.S. Region



Sport/Recreational Activity Detailed Tables



How to Read

Example Only

Example

		Male Age												Male Head Education		
	Total	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
	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
	100.0	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)



Sport/Activity X

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

		Male Age												Male Head Education		
Total		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



		Female Age												Female Head Education		
Total		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



Sport/Activity X

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									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

