

NATIONAL SPORTING GOODS ASSOCIATION

SPORTS PARTICIPATION つののほ

nsga.org

A STATISTICAL STUDY OF SPORTS PARTICIPATION

FOR 37 SPORTS / RECREATIONAL ACTIVITIES

SPORTS PARTICIPATION: CROSS PARTICIPATION 2025 EDITION

ISSN: 0882-8210

Prepared for the

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

by

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





TABLE OF CONTENTS

I.	Introduction	4
II.	Methodology	5
III.	Data Indicated in This Report	6
IV.	Cross Participation Snapshots	7

Sports / Recreational Activities By Page Number:

Backpack/Wilderness Camping	9	Hunting w/Firearms	28
Baseball	10	Ice/Figure Skating	29
Basketball	11	Kayaking	30
Bicycle Riding	12	Mountain Biking (Off Road)	3′
Billiards/Pool	13	Pickleball	32
Boating (Motor/Power)	14	Pilates	33
Bowling	15	Running/Jogging	34
Camping (Vacation/Overnight)	16	Skateboarding	35
Canoeing	17	Soccer	36
Dart Throwing	18	Softball	37
Exercise Walking	19	Swimming	38
Exercising with Equipment	20	Table Tennis	39
Fishing (Fresh Water)	21	Target Shooting (Live Ammo)	40
Fishing (Salt Water)	22	Tennis	4
Football (Flag)	23	Volleyball	42
Football (Tackle)	24	Weightlifting	43
Football (Touch)	25	Work Out At Club/Gym/Fitness Studio	44
Golf	26	Yoga	45
Hiking	27	-	





Cross Participation Snapshots

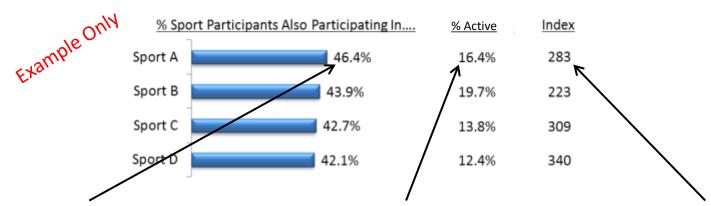




Cross Participation Snapshot: How to Read

How to Read Cross Participation Data:

Sport Z



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

16.4% of the active population (those who participated in at least one sport/activity tracked) 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 as compared to the total active population.





Sport Participation Snapshot

Sport X Cross Participation Including Index vs. Total Active Participation

Sport X Participants = XX,XXX,XXX

