



NSGA

NATIONAL SPORTING GOODS ASSOCIATION

SPORTS PARTICIPATION

LIFECYCLE DEMOGRAPHICS

2026

EDITION

nsga.org

**A STATISTICAL STUDY OF SPORTS PARTICIPATION
FOR 55 SPORTS / RECREATIONAL ACTIVITIES**

**SPORTS PARTICIPATION:
LIFECYCLE DEMOGRAPHICS
2026 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

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



TABLE OF CONTENTS

I.	Introduction	4
II.	Methodology	5
III.	Statistical Notes	6
IV.	Data Indicated in the Reports	7
V.	Lifecycle Segment Snapshots	8
VI.	Lifecycle Segments by Frequency of Participation	112
VII.	Lifecycle Segments by Demographics	165

Sports / Recreational Activities By Page Number

	Snapshot	Participation	Demos		Snapshot	Participation	Demos
Archery (Target)	9	121	178	Ice/Figure Skating	65	149	234
Backpack/Wilderness Camping	11	122	180	In-Home Video/App Workout	67	150	236
Baseball	13	123	182	In-Line Roller Skating	69	151	238
Basketball	15	124	184	Kayaking	71	152	240
Bicycle Riding	17	125	186	Lacrosse	73	153	242
Billiards/Pool	19	126	188	Martial Arts/MMA/Tae Kwon Do	75	154	244
Boating (Motor/Power)	21	127	190	Mountain Biking (Off Road)	77	155	246
Bowling	23	128	192	Paintball Games	79	156	248
Boxing	25	129	194	Pickleball	81	157	250
Camping (Vacation/Overnight)	27	130	196	Pilates	83	158	252
Canoeing	29	131	198	Running/Jogging	85	159	254
Cross-Training	31	132	200	Skateboarding	87	160	256
Dance-Oriented Fitness	33	133	202	Skiing (Alpine)	89	161	258
Dart Throwing	35	134	204	Snowboarding	91	162	260
Exercise Walking	37	135	206	Soccer	93	163	262
Exercising with Equipment	39	136	208	Softball	95	164	264
Fishing (Fresh Water)	41	137	210	Swimming	97	165	266
Fishing (Salt Water)	43	138	212	Table Tennis	99	166	268
Football (Flag)	45	139	214	Target Shooting (Airgun)	101	167	270
Football (Tackle)	47	140	216	Target Shooting (Live Ammunition)	103	168	272
Football (Touch)	49	141	218	Tennis	105	169	274
Golf	51	142	220	Volleyball	107	170	276
Gymnastics	53	143	222	Water Skiing	109	171	278
High Intensity Interval Training	55	144	224	Weightlifting	111	172	280
Hiking	57	145	226	Work Out at Club/Gym/Fitness Studio	113	173	282
Hockey (Ice)	59	146	228	Wrestling	115	174	284
Hunting with Bow and Arrow	61	147	230	Yoga	117	175	286
Hunting with Firearms	63	148	232				



Lifecycle Segment Snapshots

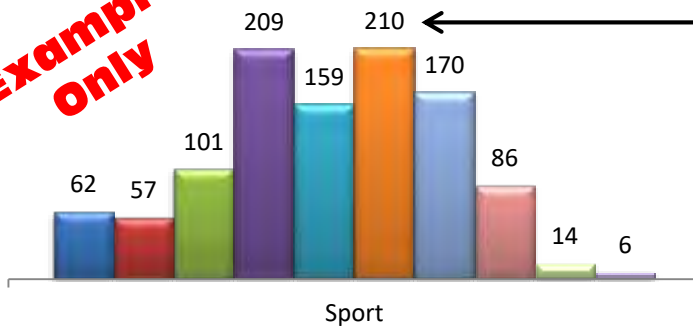


Lifecycle Demographics Snapshots: How to Read

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



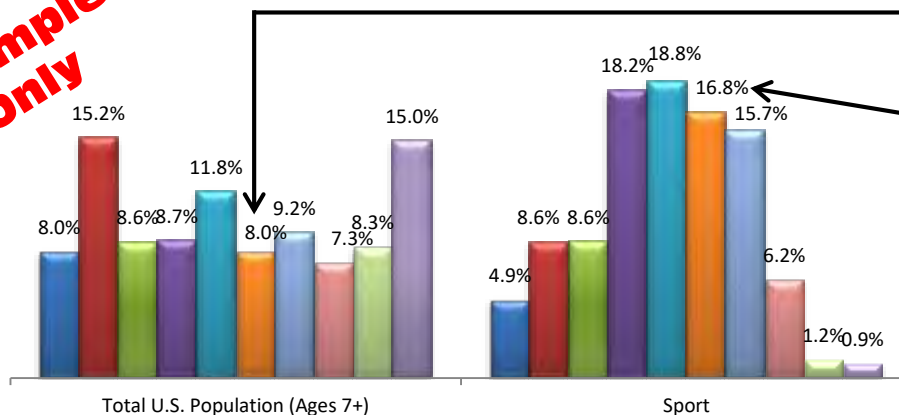
The index of 210 indicates that this segment was greater than 2 times more likely to participate in the sport/activity than the national population. An index of 100 represents the average as compared to the total U.S. population.

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

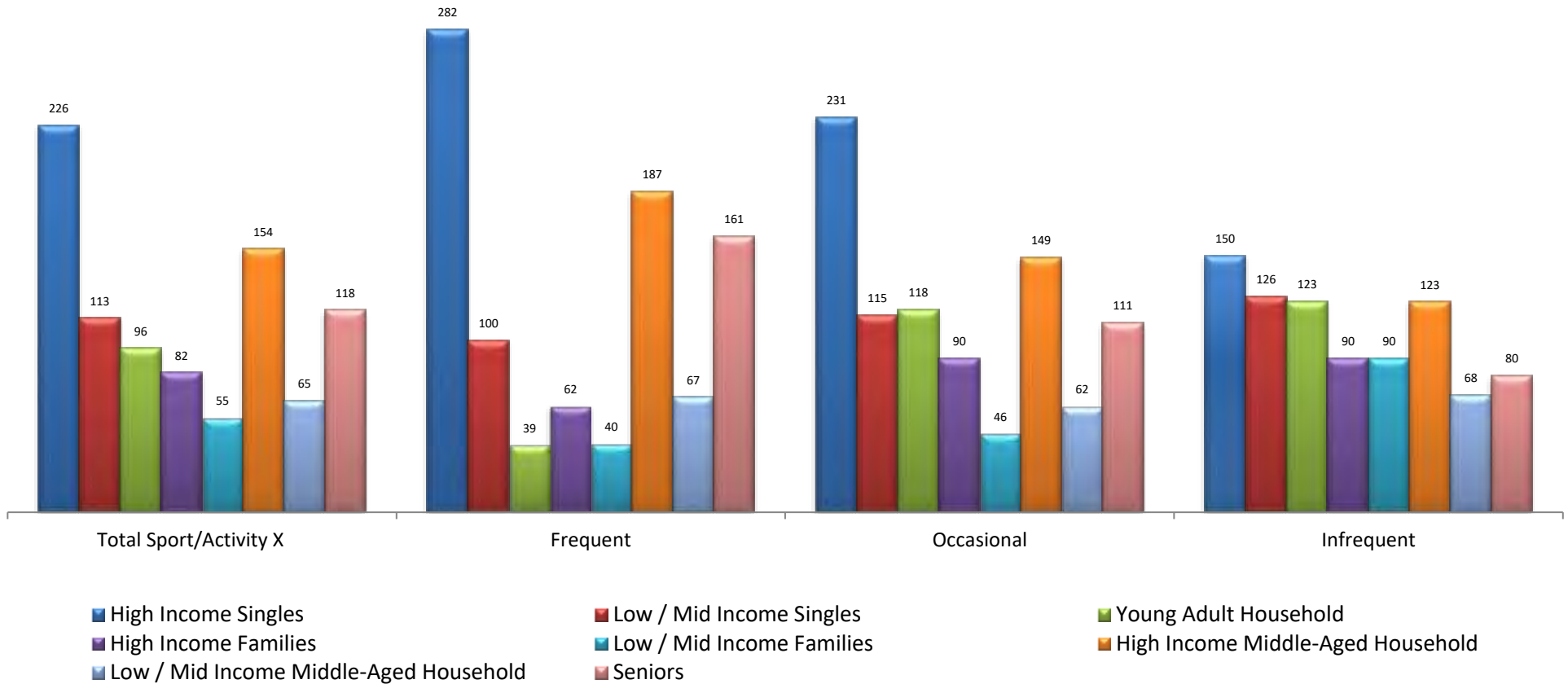
This segment represented 16.8% of this sport's participation



Sport/Activity X Lifecycle Demographics Snapshot #1

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

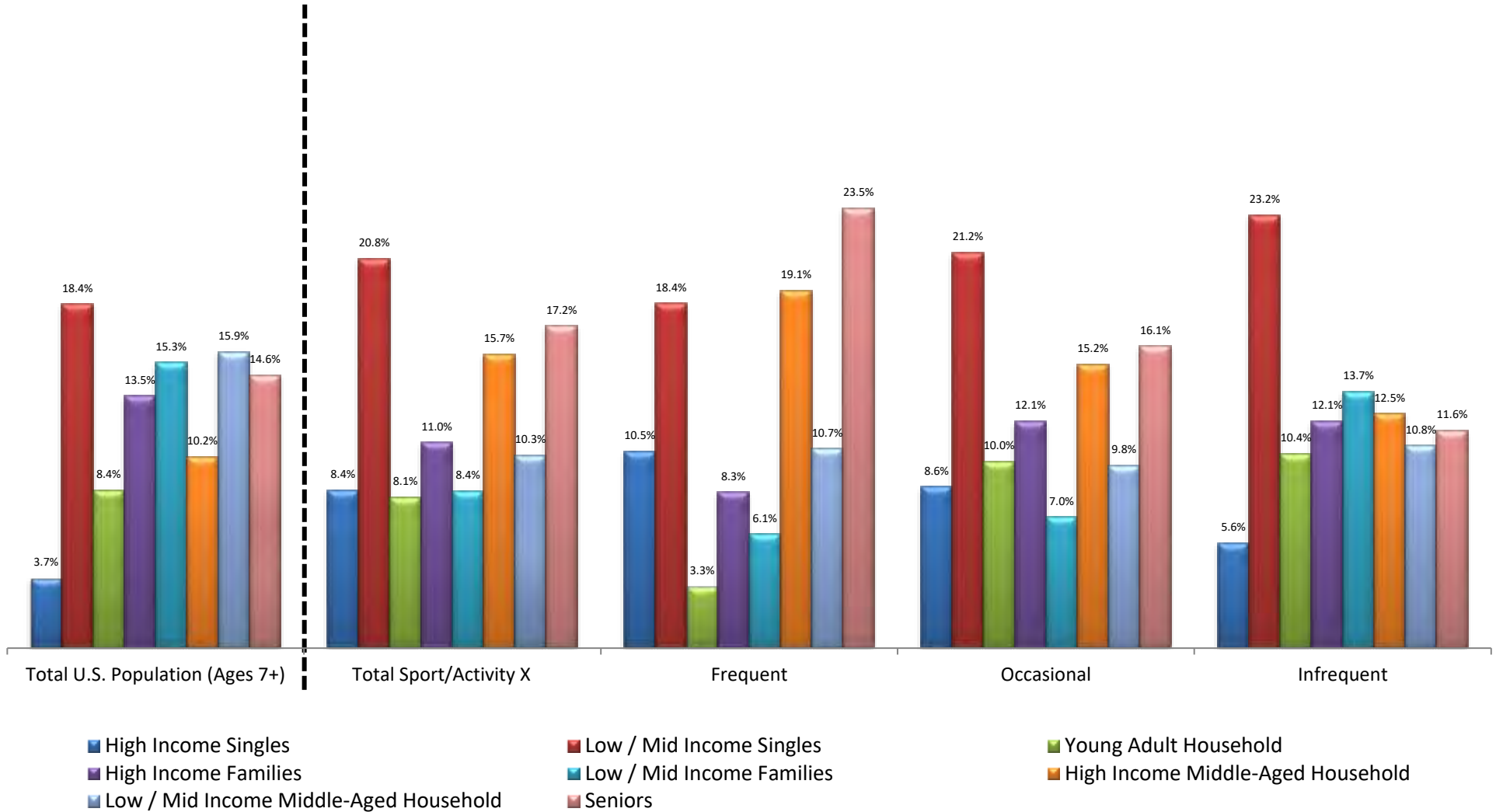
Sport/Activity X Participants = XX,XXX,XXX



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 2025 (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	32.9	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 2025 (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 2025 (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

